Chapter 5: Goals and Actions

The following strategies establish the framework for a five-year work program from 2019 to 2024. 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. Additional goals specific to Richland County is 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.

Richland County Goals and Actions

Goal 1: Provide opportunity for all people in Richland County to participate in the community by increasing transportation access.

- Continue to identify those needing transportation (particularly those who have given up). Provide opportunities for outings to events within the community which will promote social connectiveness and increase ridership.
    - Need or Gap addressed: 1, 2, 4, 8, 9, 10.
    - Timeline: Short Term (1-2 years).
    - Responsibility: ADRC-Richland County.
    - Proposed funding source: 85.21.

- Identify and contact associational networks to highlight transportation services (doctors, clinics, businesses, churches, social groups).
    - Need or Gap addressed: 2, 3, 4.
    - Timeline: Short Term (1-2 years).
    - Responsibility: ADRC-Richland County.
    - Proposed funding source: 85.21.

- Create a travel assistance service to encourage and help familiarize new riders to the services.
    - Need or Gap addressed: 2, 3, 4.
    - Timeline: Short Term (1-2 years).
    - Responsibility: ADRC-Richland County.
    - Proposed funding source: 85.21.

- Utilize existing transportation systems as a resource to enhance the quality of life for county residents.
    - Need or Gap addressed: 1, 9, 10.
    - Timeline: Short Term (1-2 years).
    - Responsibility: ADRC-Richland County.
    - Proposed funding source: 85.21.

Goal 2: Expand transportation opportunities, building on the current system.

- Expand services to allow after-hours transportation - in particular emergency room discharge.
    - Need or Gap addressed: 1, 7, 10.
    - Timeline: Medium Term (2-3 years).
    - Responsibility: ADRC-Richland County.
    - Proposed funding source: 85.21, 5310.

- Increase driver hours to accommodate more after-hours needs. Educate public on other transportation resources available within the community.
    - Need or Gap addressed: 1, 5, 6, 7, 10.
    - Timeline: Medium Term (2-3 years).
    - Responsibility: ADRC-Richland County.
    - Proposed funding source: 85.21, 5310.

Goal 3: Expand current programming to provide transportation services to workplace commuters.

- Research and secure local, state and federal funding for the new expansion of operational costs associated with commuter transportation services.
    - Need or Gap addressed: 1, 5, 6, 9, 10.
    - Timeline: Long Term (3-5 years).
    - Responsibility: ADRC-Richland County.
    - Proposed funding source: 85.21, 5310.

- Research and secure local, state and federal funding for the new expansion of operational costs associated with commuter transportation services.
    - Need or Gap addressed: 1, 5, 8, 9, 10.
    - Timeline: Long Term (3-5 years).
    - Responsibility: ADRC-Richland County.
    - Proposed funding source: 85.21, 5310.

Goal 4: Increase community awareness through a transportation service marketing campaign.

- Continue to do outreach to make people comfortable with transportation. Research ability of a transportation Social Media page to keep community members informed of transportation available.
    - Need or Gap addressed: 2, 3, 4, 10.
    - Timeline: Medium Term (2-3 years).
    - Responsibility: ADRC-Richland County.
    - Proposed funding source: 85.21.

- Partner with organizations to promote transportation resources.
    - Need or Gap addressed: 2, 3, 4, 10.
    - Timeline: Short Term (1-2 years), Ongoing.
    - Responsibility: ADRC-Richland County.
    - Proposed funding source: 85.21.

- Promote transportation services by bringing transportation assets to residential buildings and neighborhoods.
    - Need or Gap addressed: 2, 3, 4, 10.
    - Timeline: Short Term (1-2 years), Ongoing.
    - Responsibility: ADRC-Richland County.
    - Proposed funding source: 85.21.

- Promote services to non-traditional users.
    - Need or Gap addressed: 2, 3, 4, 9, 10.
    - Timeline: Short Term (1-2 years), Ongoing.
    - Responsibility: ADRC-Richland County.
    - Proposed funding source: 85.21.

- Promote services at community events.
    - Need or Gap addressed: 2, 3, 4, 10.
    - Timeline: Short Term (1-2 years), Ongoing.
    - Responsibility: ADRC-Richland County.
    - Proposed funding source: 85.21.

- Utilize non-traditional media to promote services to the community (Social Media/Internet).
    - Need or Gap addressed: 2, 3, 4, 10.
    - Timeline: Short Term (1-2 years), Ongoing.
    - Responsibility: ADRC-Richland County.
    - Proposed funding source: 85.21.