Ashland, Bayfield, Price Counties
Transportation Goals and Activities

Goal to support 5-year coordinated plan	Activities	Person(s) Responsible	Timeline/ Deadline	Roadblocks to Implementation
Develop and improve access to information and increase awareness of transportation services (marketing/ educational outreach).	Inform and educate all transit providers and users on available transit services.	Tri-County Transportation Coordination Committee (TCTCC) and other agencies in a coordinated effort	2018 and annually	staff time, funding availability of resources
	Create informational materials (web based, paper, news releases, other) useful in describing existing transportation services.	TCTCC and other agencies in a coordinated effort	2018 and updated annually	funding availability
	Protect dilution of existing funding sources.	public transit and advocates	ongoing	funding and legislation
	Acquire local donations to conduct a large scale marketing campaign to inform the public of available resources. The flyer can use supporting rider testimonials and ridership statistics.	Transpiration providers, TCTCC	By July 2019	Acquiring donations necessary to go forward with a marketing campaign
	Develop a roster of leaders in business, non-profits and local governments. This group will be educated on transportation and serve as a liaison to their perspective area/group/community to research needs and gaps and assist with bridging them.	Business leads, community leaders, providers	2020	Lack of resources and interest and maintaining contact and relationships with liaisons
	Incorporate mobility managers into public education and outreach efforts.	TCTCC, Mobility mangers and transportation providers	2019	Mobility manager time and resources
Maximize the efficiency of transportation services through technology,	Work with clinics and hospitals to coordinate appointments in which to maximize client trips (vehicle capacity) to medical appointments.	Transportation coordinators and health care providers	ongoing	complexity of appointments/logistics, education

innovation and coordination. (develop greater resiliency to grant instability)	Continue to grow and expand the mobility manager coordination efforts.	mobility managers and other transportation coordinators	ongoing	funding levels
	Enhance coordination efforts amongst transportation providers to maximize level of service and increase funding flexibility.	TCTCC	ongoing	silo funding
	Develop a tri-county transportation coordination committee.	Ashland County Aging (Deb Martineau)	2018	change in state or federal requirements
	Include employment centers in transportation planning to understand their employee's needs and wants of transportation.	Employers, Employees, TCTCC and providers	2018	Willingness to participate
	Further research high use times as well as identify where services already exists to reduce duplication of services.	Transit Providers	2018 and ongoing	Limited resources available to conduct research
	Continue developing transportation resiliency to funding decreases.	Alternative thinking and modes of transportation	Ongoing	Budgets and resources can only be stretched so thin
	Educate community leaders and professionals and identify partnerships that could result in developing an autonomous vehicle plan (Bayfield County)	Tri-County Transportation Coordination Committee (TCTCC) and other agencies in a coordinated effort	Ongoing	Time and Interest
Develop/ expand/ continue transportation services.	Work with private and public employers regarding transit options including ride-share, company owned van fleets(s), and financial incentives for carpooling and riding transit.	TCTCC, NWCEP, others	ongoing	
	Research and develop transportation routes that directly connect to major employers.	Transportation providers, employers, employees, local government	2019	
	Meet with the volunteer driver groups to determine their short- and long-term needs to continue	TCTCC and other agencies in a coordinated effort	ongoing	funding, legislation

	to provide necessary services.			
	Work within and between all local governments and transit providers to enhance the current systems.	TCTCC and other agencies in a coordinated effort	ongoing	funding
	Further research and provider service to the Chequamegon School District (Glidden to Phillips area).	Ashland and Price Counties	ongoing	
	Expand transportation services into the Iron River area. (Bayfield County)	Bayfield County TCC, County providers	2019	Funding, area interest
	Study current transportation services throughout the county and determine what are the most feasible and effective last mile transportation services that can be implemented. (Bayfield County)	TCTCC, providers, advocates, users	2019	
Increase transportation funding to create sustainable transportation services.	Prepare grant and other funding opportunities, to sustain and enhance coordinated services.	Counties, BART	ongoing	funding
	Advocate for increased charitable rate of reimbursement for volunteer drivers	TCTCC, providers, advocates, users	2018 and ongoing	funding, legislation
	Seek and apply for funding sources.	providers, counties	2018 ongoing	funding
	Increasing awareness to local politicians and funders of the transportation services available and funding needs to sustain and grow service. (encourage local leaders to use transportation services)	TCTCC, providers, advocates, users	ongoing	funding, time

	Advocate and raise awareness to transportation departments/funders and elected officials on the local, state, federal levels about the importance of transportation, the growing demand and the lack of funding to sustain transportation services.	TCTCC and other agencies in a coordinated effort	Continual effort	funding availability
	Secure additional capital funding for bus purchases due to the decreased availability of grant funding	County Aging, BART, transportation providers, healthcare, all existing and future users	Continual effort	Funding, soliciting outside additional funding
	Work with state and federal agencies to address transportation concerns specific to MA eligibility, adequate funding reimbursement, bi-state cooperation, 5310 requirements, and streamlining eligibility requirements.	TCTCC, transportation advocates	ongoing	funding and agency requirements
Increase ridership by providing additional transportation options for all persons needing transit services.	Continue coordination efforts to enhance knowledge and visibility of transportation needs of all. Encouraging leaders to use local/public transportation is a step to increase visibility.	County Aging, BART, transportation providers, healthcare, all existing and future users	2018	funding requirements
	Recommend standardized eligibility requirements that will assist in greater coordination of existing and future transit providers.	TCTCC	2018	beyond local control and political environment
	Facilitate more coordinated services between all transit providers (public and private).	TCTCC	ongoing	silo funding
	Work with the Northwest Long Term Care District to coordinate necessary transit services to clients of NW- LTCD and to identify potential clients needing or eligible for transit related	all providers	ongoing	contract negotiation and funding opportunities

	services.			
	Expand transit availability for veterans needing rides to medical appointments.	Veterans agencies, TCTCC	2015, but continue to develop annually	staffing
	Develop alternative transportation options for citizens in highly rural areas such as a rideshare program. (Mainly Bayfield County's focus)	Service providers, TCTCC, County Aging, BART, transportation providers, healthcare, all existing and future users	2019 and ongoing	Staffing, communication, availability of programs/resources