Jackson County Strategies, Activities and/or Projects Work Plan

Priority of Goal	Strategy/Goal to support 5 year coordinated plan	Activities	Person(s) Responsible	Timeline/ Deadline	Roadblocks to Implementation
1	Increase transportation options for the transportation disadvantaged.	▪Include other agencies to partner/coordination ▪Coordination of elderly disabled transportation services ▪Focus on coordinated transportation service to get people to work (employment buses, carpooling, etc.) ▪Continue to work cooperatively with adjacent counties (La Crosse, Trempealeau, Monroe, etc.) and neighboring regions ▪Explore a shared volunteer driver program with neighboring counties ▪Increase local call service to outlying areas	-Jackson County Department of Health and Human Services -Aging -Black River Memorial Hospital	-Ongoing	-Need volunteers, financial -Lack of communication -Revenue -Shift workers-need ride home -Employer buying into programs -Criteria -Funding -Travel habits -Funding rules/requirements
4	Develop/expand /continue transportation services.	▪Job transportation to neighboring counties – explore ridesharing opportunities ▪Medical/dental not covered "gap" under other programs and cost prohibited	-Jackson County Department of Health and Human Services -Aging	-Ongoing	-Employers/businesses buying into programs -Funding
2	Develop and improve access to information and increase awareness of transportation services marketing/educational outreach).	▪Share locally developed transportation technology (tracking, accounting programs, etc.) ▪Explore ride scheduling/routing software	-Jackson County Department of Health and Human Services -Aging	-1-5 years	-Cost of not having full bus or full schedule -Grant funding rules -Data maintenance -Cost of technology
2	Maximize the efficiency of transportation services through technology, innovation, local and regional coordination.	▪Explore shared marketing approaches to reach consumers ▪Increase awareness of "Rideshare" for carpooling purposes ▪Social media/technology/PSA	-Jackson County Department of Health and Human Services -Aging	-Ongoing throughout planning period	-Cost -Web access (providers and consumers)
3	Strive to increase transportation funding to create sustainable transportation service.	▪Continue to pursue WETAP, 5310 and additional public, private funding sources ▪Maintain/increase existing funding levels	-Jackson County Department of Health and Human Services -Aging	-Ongoing throughout planning period	-Political support for funding -Open criteria for qualifying for grants -Competitiveness among local providers -Complicated processes (grants)