Washburn County, WI
Transportation Goals and Activities

Priority of Goal	Goal to support 5-year coordinated plan	Activities	Person(s) Responsible	Timeline/ Deadline	Roadblocks to Implementation
1	Increase transportation funding to create sustainable transportation services.	Secure additional local cash match through the county, municipalities, jurisdictions, businesses, non-profit organizations and individuals to expand services.	TCC, businesses, non-profits and local government	2019 and ongoing	Funding, interest in transportation, local government support
		Ensure there is funding to support the regional mobility management program.	TCC and others	2019 and ongoing	County Board acceptance, funding
		Advocate to legislators and locally elected officials for transportation funding stabilization and increased funding sources for local use.	TCC and others	2019 and ongoing	Funding
		Support changes to funding regulations that bring reimbursement and services to reasonable cost recovery.	TCC and others	2019 and ongoing	Funding, time to get state and federal legislation changes
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2	Increase transportation options for the transportation disadvantaged through development and expansion efforts.	Provide transportation options to ALL residents of the county.	TCC	2019 and ongoing	Funding source restriction/criteria,
		Increase awareness of WisDOT ride share program for ALL individuals.	TCC, Washburn Economic Development Corporation and others	2019 and ongoing	Rural location,
		Increase flexibility in client-specific programs for more efficient transportation service utilization and ease of use.	TCC, Ventures, ADRC, Veterans, others	2019 and ongoing	Program specific requirements
		Collaborate and build partnerships between providers to maximize services	TCC and others	ongoing	Providers
		Maintain all current transportation options with intentions of building upon and expanding existing transit services.	TCC	2019 and ongoing	Funding, lack of knowledge of why transportation services are needed, change in elected officials
		Maintain a centralized organization/group between	TCC and other providers	2019 and ongoing	

		public, private and other organizations to coordinate transit services.			
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3	Develop/expand/ continue transportation services.	Provide transportation options to ALL residents of the county.	TCC, providers	2019 and ongoing	Funding source restriction/criteria,
		Maintain all current transportation service options with an objective of building upon and expanding these transit services.	TCC, providers	2019 and ongoing. Expansion by July 2019	Funding, lack of knowledge of why transportation services are needed, change in elected officials
		Maintain a centralized organization/group between public, private and other organizations to coordinate transit services.	TCC and other providers	2019 and ongoing	
		Include cities, villages and local governments, businesses and non-profit organizations as essential transportation stakeholders and solicit input from the groups.	TCC, providers, local government, business, non-profits and the county board	2019 and ongoing	declining population (based off of past 15 years), funding
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4	Develop and improve access to information and increase awareness of transportation services (marketing/ educational outreach).	Connect transit users to providers which will result in service or the user being directed to a provider that can give them service.	TCC	2019 and ongoing	Participation of all providers, funding, program restrictions, citizen awareness of mobility manager
		Develop a comprehensive resource program (one stop shop) that can effectively provide transportation options to existing and potential clients and providers. This option could be a flow chart with providers and their contact information.	TCC and participation providers and service organizations	2019 and ongoing	Remaining current on information, funding to update information, funding, ability to keep information current, eligibility changes, perception that transit is for elderly, medically needed and personal pride, growing population base in need of transportation services
		Coordinate website locations to link information amongst providers.	Providers of transportation	2019 and ongoing	
		Maximize social media and outreach efforts.	Providers of transportation, organizations and places frequented by users of the transportation	2019 and ongoing	

			system		
		Pursue partnerships with cities, villages, local governments, businesses and non-profit organizations as essential transportation stakeholders and solicit input and suggestions from the groups.	TCC, providers, local government, business, non-profits and the county board	2019 and ongoing	Declining population, funding
		Inform and provide local jurisdictions with the information necessary to use to provide to members of their community. This can be an opportunity for local jurisdictions to bridge the gap between the county/providers to members of their community.	Local leaders, county officials, Aging Unit, members of the public	2019 and ongoing	
		Identify when citizens can and can no longer drive and provide them with information to make the transition to not driving.	Aging, members of the public	2019 and ongoing	Mindset of driving for a longer period of time
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5	Maximize the efficiency of transportation services through technology, innovation and coordination.	Secure technology devices to assist in maximizing services to clients.	Providers of transportation	2019 and ongoing	Funding, awareness to grant opportunities, funding pool's at federal level
		Work closely with economic and community development projects to create a holistic planning approach to accommodate public transportation	Providers of transportation, organizations, TCC, local governments, county board, economic development groups and planners	2019 and ongoing	
		Networking and cooperation between providers to ensure members of the public are being provided a ride while keeping service overlap to a minimum	TCC, transportation providers	2019 and ongoing	
		Involve local governments, senior centers and local leaders to serve as an entity to bridge the gap between the public and the transportation providers.	Providers of transportation, Senior Centers, local officials, organizations, TCC	2019 and ongoing	Developing a line of communication between the providers and the local officials
		Hold the TCC accountable for	TCC and others	2019 and visit	Committee time and interest

		revisiting the Transportation Coordination Plan annually to measure progress to goals and add updates to the plan if needed.		annually	
		Meet changing WisDOT and FTA transportation coordination regulatory requirements (revisit annually)	Providers of transportation, organizations, TCC	2019 and ongoing	