La Crosse 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
4	Increase transportation options for the transportation disadvantaged.	▪Work with existing transportation providers to expand fixed route service area's ▪Work with existing providers to expand service hours ▪Keep costs affordable ▪Funding increases - advocacy	-County TCC -Wisconsin Board for People with Disabilities	-Ongoing continuous and beyond 5 year plan period	-More advocacy from experts and constituents (how to organize) -Lack of adequate funding -Lack of understanding-expertise on transportation by legislators
5	Develop/expand/continue transportation services.	▪Work with existing providers to expand transit systems ▪Regional transportation Coordination – "RTA" Regional Transit Authority	-MTU -SMRT -Shared Ride -Municipalities -VA	-Ongoing	-Sustainable source of funding -Coordination
3	Develop and improve access to information and increase awareness of transportation services marketing/educational outreach).	▪Public service announcements ▪Social media ▪Email ▪Target certain organizations ▪Mobility trainers ▪Websites ▪Work to promote transportation options where people are going (medical facilities, employers, etc.)	-MTU -LAPC -VA -ADRC -Providers -LCCVB	-Initiate in years 1 and 2 then ongoing	-Funding for marketing
2	Maximize the efficiency of transportation services through technology, innovation, local and regional coordination.	▪Marketing/communication ▪Centralized dispatch ▪Automatic vehicle locate for consumers (real time travel) ▪Software ▪Austin Texas "VIA" model	-MTU -Star Association -RTA Providers -Municipalities	-Initiate in years 1 and 2 then ongoing	-Sustainable source of funding
1	Strive to increase transportation funding to create sustainable transportation service.	▪Reduce costs – keep fares affordable ▪Funding increases-advocacy ▪Legislation ▪Coordination/increase efficiency	-ADRC -LAPC -Municipalities -Elected officials	-Initiate in years 1 and 2 then ongoing	-Sustainable source of funding -Prioritize transportation to increase employment