PLAN GOALS AND ACTION STEPS

The following goals and remedy actions were identified for this Locally Developed Coordinated Public Transit – Human Services Transportation Plan for 2019 – 2014.

1. **Improve information access to transportation services**
    - Maintain and expand public outreach through media sources and conduct presentations at institutions such as senior living centers, nutrition sites, Managed Care and community civic organizations, veteran's organizations, medical facilities, and other places that utilize transportation.
    - Update information on the ADRC website and other ADRC outlet resources such as the Add Life newsletter, senior fairs and outreach
    - Advertise the Taxi Voucher program, with a clear explanation of the qualifications for purchasing vouchers, at popular drop off locations and inside the taxi's serving the county
    - More frequent mention of the taxi voucher program and other transportation programs in the quarterly newsletter (Add Life)
    - Look for opportunities to provide a taxi voucher program in the Lake Delton with the existing WI Dells cab services. (*Lake Delton-WI Dells taxis are not currently part of 53.10. Past contact has shown no interest in participation)*
    - Consider vouchers for cash amounts rather than by trip

2. **Continue and Expand the existing transportation services to meet the growing senior population and county needs**
    - Replace the aging and high mileage buses with newer, more cost effective and larger capacity buses
    - Expand services into Sauk County areas such as Spring Green, Plain, LaValle and other areas within the county not currently using ADRC transportation services
    - Expand isolation reduction trips into the evening hours occasionally to allow access for seniors and disabled citizens

3. **Shortages of Volunteer and ADRC Staff drivers as well as Taxi drivers**
    - Joint marketing of the needs for qualified persons to fill transportation needs

- Generic marketing for driver positions and how to apply in countywide areas
- Marketing within the taxi cabs
- Job fairs
- Solicitation through the County Veteran Service Office
- Multi-purpose Nutrition Drivers and Driver Escort Service drivers to cover voids
- Seek out retired persons through civic organizations, churches and other institutions to fill volunteer positions
- Additional financial compensations for volunteers

4. **Shortage of Wheelchair capable vehicles within Sauk County**
    - Purchase additional ADRC handicap vehicles to meet the growing needs within Sauk County
    - Contract services with private vendors for services

5. **Clients report excessive time delays and limited service hours with public transportation**
    - Communicate to the taxi companies and the communities the concerns raised by clients about public transit
    - Advocate for communities to support and fund these vital resources so that hours may be extended and services expanded to meet community needs, especially for seniors and disabled

6. **Need for on demand transportation services for seniors and disabled when being released from hospitals**
    - Partner with hospitals to provide for a pool of volunteers wiling to respond to short notice transports, including weekends, evenings and holidays
    - Seek financial guarantees from hospitals for these transports

7. **No existing affordable regular transportation services between Sauk County Communities or with larger municipalities in the area.**
    - Research the development of a Countywide transit program under 53.11.

- Research the feasibility and practicality of partnering with other public and private entities to expand services under 53.11

8. **Increase coordination with other agencies, service providers & ADRC's**
    - Develop open lines of communication with other ADRC Transportation Offices
    - Look for common areas and possible ability for shared resources such as training, software, purchases, ect…
    - Partner with Sauk County Human Services in areas involving paralleled transportation services

9. **Identify new/additional revenue sources**
    - Seek other grant opportunities and financial programs
    - Marketing for other organizations and companies on the buses with resources such as "Promotion in Motion"
    - Establish a credit/debit card system of payment for services

10. **Many clients, not currently in MCO's, have very limited resources to pay for transportation serves**
    - Establish a caring tree type program to allow citizens to pre-purchase rides & taxi vouchers for clients with limited funding
    - Gift card program to allow citizens to pre-purchase rides & taxi vouchers for clients with limited funding
    - Communicate the need for partners in the community the need for donations to cover costs for services for those with very limited incomes

PRIORITIES FOR GOAL IMPLEMENTATION

The following list are the priorities as set by the participants of the Public Input Hearing on 11 December 2018.

1. Continue with and expand the current transportation services

2. Apply for a DOT Study Grant to research the feasibility and applicability of a County Wide Transit Program under 53.11 to aid in providing multi-municipality transportation services.

3. Implement marketing strategies, which include partnering with private transit organizations and utilize more localized media marketing to recruit volunteer and staff drivers

4. Establish and strengthen inter agency relationships with public and private entities including other ADRC's and search avenues that may afford opportunities for shared resourcing, training and other areas of common interest

5. Identify new/additional revenue streams and resources to meet transportation needs of clients

6. Implement an UBER type system for receiving credit/debit card payments and research the feasibility of a ride purchase program that allows people to pre-pay for rides for limited income clients.