Chapter 5: Goals and Actions

The following strategies establish the framework for a five-year work program from 2019 to 2023. The listed strategies and actions were identified by meeting participants and voted on to establish priority. County staff and SWWRPC collaborated to take the goal recommendations and establish local goals and actions. Common elements between all five counties' survey and forum were used to establish a regional framework.

Regional Framework

The following is a shared set of goals and actions between Grant, Green, Iowa, Lafayette, and Richland Counties. If a need was expressed in a public forum or on the survey, that was also shared across all five counties, then it was added as a discussion for the regional framework. This way if a need was addressed in a public forum, but a corresponding goal was not also addressed, then strategies could be shared from county to county. Goals specific to Grant County are listed as well.

Goal 1: Enhance the quality and quantity of communication about transportation services.

- Partner with organizations to promote transportation resources.
    - Timeline: Short Term (1 – 2 years).
    - Responsibility: SWWRPC, SWCAP.

- Educate potential users about what to expect from Transportation Services.
    - Timeline: Medium Term (2-3 years).
    - Responsibility: SWCAP.

- Promote services to non-traditional users and the general public.
    - Timeline: Short Term (1-2 years).
    - Responsibility: SWWRPC, SWCAP.

- Implement non-traditional media, including social media, to promote services to the community.
    - Timeline: Medium Term (2-3 years).
    - Responsibility: SWWRPC, SWCAP.

- Implement regional marketing strategy
    - Timeline: Ongoing
    - Responsibility: SWTT.

Goal 2: Plan, develop, and implement a regional marketing strategy to increase awareness about transportation services.

- Use marketing to improve public education about transportation services.
  - Timeline: Short Term (1 – 2 years), Ongoing.
  - Responsibility: Counties continue marketing effort.

- Increase advertising through a variety of media.
  - Timeline: Short Term (1 – 2 years), Ongoing.
  - Responsibility: Counties continue marketing effort.

- Collaborate with business and trip destinations to provide incentives for providing transportation to their establishment.
  - Timeline: Short Term (1 – 2 years).
  - Responsibility: Counties.

- Create and establish a consistent marketing platform across regional transportation services.
  - Timeline: Short Term (1 – 2 years).
  - Responsibility: SWCAP.

Goal 3: Continue to increase collaboration between transportation providers to form a regional transportation network.

- Create and promote a network to promote cost effective transportation opportunities across the region.
  - Timeline: Medium Term (2 – 3 years), Ongoing.
  - Responsibility: SWCAP.

- Continue to manage and improve a regional transportation opportunity webpage promoting all transportation providers within the region.
  - Timeline: Ongoing.
  - Responsibility: SWCAP.

- Create a regional driver pool to share volunteer drivers between transportation providers across the region.
  - Timeline: Medium Term (2 – 3 years).
  - Responsibility: SWWRPC, SWCAP.

- Collaborate regionally between transportation providers to provide training opportunities for staff and volunteers.
  - Timeline: Ongoing.
  - Responsibility: SWTT, SWWRPC, SWCAP.

- Align policies to enable efficiencies for ride-sharing and volunteer driver programs.
    - Timeline: Ongoing
    - Responsibility: SWTT.

- Continue to educate providers on best practices and current issues.
    - Timeline: Ongoing.
    - Responsibility: SWTT.

Goal 4: Collaborate regionally to advocate for continuing transportation funding.

- Continue to educate providers on best practices and current issues.
    - Timeline: Short Term (1 – 2 years).
    - Responsibility: SWCAP.

- Continue to explore funding opportunities from private market opportunities.
    - Timeline: Long Term (3 – 5 years).
    - Responsibility: SWTT, SWWRPC.

- Continue to explore funding opportunities from non-profit institutions.
    - Timeline: Long Term (3-5 years).
    - Responsibility: SWTT.

Grant County Goals and Actions

Goal 1: Expand and improve Driver Escort Program.

- Create and promote volunteer recruitment marketing materials aimed to increase the number of volunteers available to the program.
    - Need or Gap addressed: 1, 7.
    - Timeline: Short Term (1 – 2 years).
    - Responsibility: ADRC - Grant County.
    - Proposed funding source: 85.21.

- Continue to provide all driver escorts with orientation and on-going training to support driver escort roles.
    - Need or Gap addressed: 1, 5, 7.
    - Timeline: Ongoing.
    - Responsibility: ADRC - Grant County.
    - Proposed funding source: 85.21.

- Highlight consumer and volunteer stories in newsletter to recruit volunteers.

    - Need or Gap addressed: 1, 2, 7.
    - Timeline: Ongoing.
    - Responsibility: ADRC - Grant County.
    - Proposed funding source: 85.21.

- Present Driver Escort Program to various retired person associations to recruit volunteers.
    - Need or Gap addressed: 1, 7.
    - Timeline: Ongoing.
    - Responsibility: ADRC - Grant County.
    - Proposed funding source: 85.21.

Goal 2: Expand advertising efforts to reach potential consumer's families.

- Utilize Facebook to reach families of potential users and educate them about services.
    - Need or Gap addressed: 2, 5
    - Timeline: Ongoing.
    - Responsibility: ADRC - Grant County.
    - Proposed funding source: 85.21.

- Improve website and search engine to help consumers' family members locate services.
    - Need or Gap addressed: 2, 6.
    - Timeline: Short Term (1 – 2 years).
    - Responsibility: ADRC - Grant County.
    - Proposed funding source: 85.21.

Goal 3: Increase consumer awareness of available transportation services.

- Present transportation options to senior housing units, church groups, retired associations, community groups, service organizations and agencies. Have bus available.
    - Need or Gap addressed: 2, 3, 5.
    - Timeline: Short Term (1-2 years).
    - Responsibility: ADRC - Grant County.
    - Proposed funding source: 85.21.

- Develop Radio and Newspaper ads, and flyers that promote using taxi, bus, volunteer driver.
    - Need or Gap addressed: 2, 3, 5.
    - Timeline: Short Term (1-2 years).
    - Responsibility: ADRC - Grant County.
    - Proposed funding source: 85.21.

- Promote transportation services at Elderfest and other community events.
    - Need or Gap addressed: 2, 5, 7.
    - Timeline: Annually.
    - Responsibility: ADRC - Grant County.
    - Proposed funding source: 85.21.

Goal 4: Increase business owners awareness of transportation.

- Educate business owners such as salons and clinics on available transportation options through presentations, flyers, newsletter.
    - Need or Gap addressed: 2, 3, 5.
    - Timeline: Short Term (1-2 years) and Ongoing.
    - Responsibility: ADRC - Grant County.
    - Proposed funding source: 85.21.

- Continue to be a member of Chamber of Commerce in cities where taxi operates.
    - Need or Gap addressed: 2, 3, 5, 7.
    - Timeline: Ongoing.
    - Responsibility: ADRC - Grant County.
    - Proposed funding source: 85.21.

Goal 5: Increase other community resource agencies awareness of transportation options.

- Educate resource agencies such as food pantries, public health, thrift stores, etc. on available transportation options through presentations, flyers, newsletter.
    - Need or Gap addressed: 2, 3, 5.
    - Timeline: Short Term (1-2 years) and Ongoing.
    - Responsibility: ADRC - Grant County.
    - Proposed funding source: 85.21.

Goal 6: Continue to increase collaboration between transportation providers on a local and regional level.

- Collaborate with the Southwest Transit Team to provide linkages to other counties, transportation providers, and other transportation networks.
    - Need or Gap addressed: 2, 3, 6, 7.
    - Timeline: Ongoing.
    - Responsibility: ADRC - Grant County.
    - Proposed funding source: 85.21.

Goal 7: Advocate for transportation funding and resources.

- Develop one-page advocacy sheet for legislators on transportation.
    - Need or Gap addressed: 2, 3, 4.
    - Timeline: Short Term (1-2 years).
    - Responsibility: ADRC - Grant County.
    - Proposed funding source: 85.21.

- Meet with legislators at least annually to discuss transportation needs and gaps and what is being done to alleviate these needs and gaps.
    - Need or Gap addressed: 2, 3, 4.
    - Timeline: Annually.
    - Responsibility: ADRC - Grant County.
    - Proposed funding source: 85.21.

Goal 8: Plan, develop, and implement a marketing strategy to reduce stigma and increase ridership and awareness about transportation services.

- Create a marketing blitz that focuses upon the multiple positive reasons consumers should consider utilizing transportation services.
    - Need or Gap addressed: 2, 3, 5.
    - Timeline: Short Term (1-2 years).
    - Responsibility: ADRC - Grant County.
    - Proposed funding source: 85.21.

- Market services to family members who may be unaware of transportation options for their parents or disabled relatives.
    - Need or Gap addressed: 2, 5.
    - Timeline: Ongoing.
    - Responsibility: ADRC - Grant County.
    - Proposed funding source: 85.21.

- Change the bus signage to reduce negative perception
    - Need or Gap addressed: 5.
    - Timeline: Short Term (1-2 years).
    - Responsibility: ADRC - Grant County.
    - Proposed funding source: 85.21.

Goal 9: Ensure easy access to transportation resources for consumers.

- Improve the Grant County ADRC website and search engines to ensure users can reach resources quickly.
    - Need or Gap addressed: 2, 3, 6.
    - Timeline: Short Term (1-2 years).
    - Responsibility: ADRC - Grant County.
    - Proposed funding source: 85.21.

- Ensure resource directory is up to date with all regional transportation options.
    - Need or Gap addressed: 2, 3, 6.
    - Timeline: Immediate and Ongoing.
    - Responsibility: ADRC - Grant County.
    - Proposed funding source: 85.21.

- Ensure phone books and yellow pages have transportation listings.
    - Need or Gap addressed: 2, 3, 6.
    - Timeline: Annually.
    - Responsibility: ADRC - Grant County.
    - Proposed funding source: 85.21.

Goal 10: Increase consumer awareness of available transportation services.

- Present transportation options to senior housing units, church groups, retired associations, community groups, service organizations and agencies. Have bus available.
    - Need or Gap addressed: 2, 3, 5, 6, 7.
    - Timeline: Short Term (1-2 years).
    - Responsibility: ADRC - Grant County.
    - Proposed funding source: 85.21.

- Develop Radio and Newspaper ads, and flyers that promote using taxi, bus, volunteer driver.
    - Need or Gap addressed: 2, 3, 5, 7.
    - Timeline: Short Term (1-2 years).
    - Responsibility: ADRC - Grant County.
    - Proposed funding source: 85.21.

- Promote transportation services at Elderfest and other community events.
    - Need or Gap addressed: 2, 5 7.
    - Timeline: Annually.
    - Responsibility: ADRC - Grant County.
    - Proposed funding source: 85.21.

Goal 11: Increase availability of transportation for community events.

- Provide transportation to Community events aimed at Elderly and/or disabled populations.
    - Need or Gap addressed: 2, 3, 5, 7.
    - Timeline: Annually.
    - Responsibility: ADRC - Grant County.
    - Proposed funding source: 85.21.