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 Countywide.	Apply for funding opportunities to enhance transit/transportation resources.	Transportation Coordination Committee (TCC), County level agencies, Highline, UWEX	2018 and ongoing	availability of funds, human resources
		Work with state and federal agencies to address transportation concerns specific to MA eligibility, adequate funding reimbursement, bi-state cooperation, 5310 requirements, and streamlining eligibility requirements.	TCC	2018 and ongoing	funding, state and federal regulations
		Advocate to state agencies and elected officials to increase transportation funding	TCC, providers, private community members	2018 and ongoing	Political priority
		Diversify funding sources to increase resiliency in grant funding uncertainties.	TCC, providers, private community members	2018 and ongoing	Lack of diversification options
2	Develop/expand/ continue transportation services.	Work within and between all local governments and transit providers to expand the current system and create new systems.	TCC, Highline, Transit providers in and around Iron County	2018 ongoing	funding, ridership levels, funding regulations
		Expand the volunteer driver pool in the number of drivers and geographic area served.	Aging, Human Services, Road to Recovery Program	2018 ongoing	volunteers, coordination and management, liability insurance and options available
		Look into a share-ride taxi through the 53.11 program	Aging, Human Services	2018 and ongoing	Competitive funding pool

3	Develop and improve access to information and increase awareness of transportation services (marketing/ educational outreach).	Increase awareness of transportation services to all residents (brochures, internet, news media, social locations).	Aging, Human Services, local organizations, UWEX	Large steps taken in 2017-2018 as the Transit Feasibility Study concluded. But is always a continual effort.	targeting all population levels, funding to disseminate information
4	Maximize the efficiency of transportation services through technology, innovation and coordination.	Enhance coordination efforts and relationships amongst transportation providers to maximize level of service and enhance funding abilities.	TCC, elected officials, UWEX, Highline, Aging, Human Services, Health Dept.	2018 and ongoing	funding, population distribution being very widespread
		Eliminate barriers to interstate and inter-county cooperation.	TCC, transit providers	2018 and ongoing	funding, current government/grant regulations
		Enhance coordination with disabled population, low income, elderly, Family Care and all others needing transportation services.	Human Services and Highline	2018 and ongoing	funding, state and federal regulations
		Coordinate with transit services provided within Michigan and surrounding Wisconsin counties to service the Iron County area.	TCC, Gogebic Transit, BART and Lac du Flambeau and Bad River Transit	2018 and ongoing	funding, state regulations