- Cannot provide service to meet the needs due to reduced and inconsistent funding.
- Levy limits make it difficult/impossible to fill the cuts.
- Failure to plan for alternative transportation.
- Lack acknowledgment by elected officials (local and higher) that alternate transportation is necessary and important.

STRATEGIES TO ADDRESS IDENTIFIED GAPS AND NEEDS

The following strategies establish the framework for a five-year work program from 2019 through 2023. The listed strategies and actions were generated to address the identified gaps between current services and needs, as well as opportunities to improve efficiencies in service delivery.

The strategies are ranked by scores assigned by stakeholder meeting participant voting based on resources from multiple program sources, time, and feasibility for implementing the strategies or actions identified.

Some of the strategies listed here ultimately may be not be implemented within the five-year time timeframe due to changing conditions (political, fiscal, etc.). Uncompleted strategies and actions should be rolled over to the next five-year plan as appropriate.

Marathon County 5-year Transportation Coordinated Strategies, 2019 - 2023

Rank	Priority Score	
1.	17	Encourage urban area communities to support transit services.
2.	16	Coordinate local information and education messaging with providers, advocates, case workers etc.
3.	10	Update county-wide human services transit needs assessment to gain better understanding of the current unmet need for transportation services and how to better focus efforts to meet those needs. Expand study to include employment related needs. Actions: - Utilize 85.21 grant funding for match to apply for 5304 discretionary planning funds.
4.	9	Coordinate legislative messaging.

5. 6 Improve communication between providers and agencies & interest groups, including: advocates, case workers, health care workers, residential administrators, etc. (hold Transit Summit).

6. 5 Encourage DOT to change its administrative rules.

7. 3 Encourage Statewide RTA legislation.

8. 2 Maintain and expand existing services through support of program operations (inc. director/transportation coordinator position(s), driver salaries, volunteer reimbursements, equipment, supplies and training), maintenance, repair and scheduled replacement of vehicle fleet as appropriate.

Actions:

- Continue to make use of 85.21 Grants to maintain and expand the level of transportation service within the County.
- Continue to apply for 5310 Capital Grants to maintain and expand the human services transportation vehicle fleet within Marathon County.
- Explore ways to increase number of volunteer drivers available to the program.

9. 1 Explore creating county level mobility manager position.

10 1 Acquire Cot accessible vehicles.

Actions:

- Apply for 5310 Capital Grants.

11. 0 Support Regional Volunteer Driver Program to reinforce local program and fill in gaps in service.

Actions:

- Work with Center for Independent Living for Western Wisconsin (aka CIL) to determine how to best integrate expansion of CIL's Regional Volunteer Driver Program into Marathon County Transportation Program.

12. 0 Consider developing travel training / travel buddy program

13. 0 Create a comprehensive list of available services (keep up to date / web based).

14. 0 Encourage federal / state officials to address program restrictions.