

Jefferson County Transportation Plan Goals and Measures

#	Goal	Measure	Status
1	Improve communication and education about transportation options and increase rural transportation access, options and affordability of transportation services available: 85.21 funding	Create a comprehensive transportation directory of services and provider in the county and surrounding area.	Completed. Transportation Directory is available on County Website Transportation Page.
	Increase outreach and distribute the directory in print and on the web for individuals with disabilities, seniors and low-income/transportation disadvantaged people to locate the resources. Project for one click one call type of service is being planned.	Outreach locations and events such as: Library, grocery stores, every medical office, church's apartment complex, and each community organization.	Completed. A spreadsheet of all outreach locations and when each site was last visited has been maintained.
	The ADRC of Jefferson County will maintain this list in their computer database and web page and that is reviewed and updated annually per their contract with the DHS.	Number of unduplicated callers contact ADRC of Transportation topic & webpage hits.	Completed. Transportation Goals and Measures are being tracked and are available on County Website Transportation Page. The number of unduplicated "Transportation" callers is also being tracked.
	Ensure that resources are created in English and Spanish versions.	100% of marketing materials in Spanish and available at outreach locations frequented by Spanish speaking individuals.	Completed. All marketing materials available in Spanish in hardcopy and electronic forms (website). Spanish materials available at all area Mexican Food Markets and most Mexican restaurants.
2	Increase and maintain transportation services for people who are transportation disadvantaged in the county and surrounding communities. 85.21 funding	Assess intra-county transit options, such as route pick up points, and hours of operation to meet consumers medical, nutritional and employment needs. Partner with interested agencies and providers to promote expanded transportation options.	Completed. Quarterly Transportation meetings, annual rider surveys, public outreach events, and private phone calls have identified unmet needs. Mobility Manager projects are being worked to meet these needs.
	Maintain and expand fleet as needed to meet the demands of the Jefferson County Driver Escort program. 85.21 funding.	Continue to apply for funding through Section 85.21 and other grants as needed to support the county transportation program.	Completed. All marketing materials available in Spanish in hardcopy and electronic forms. Spanish materials available at all Mexican Food Markets and some Mexican restaurants.
		Track the number of calls that are requesting assistance with employment schedules, primarily the second and third shifts.	Completed. All calls requesting assistance with employment are tracked.
3	Explore options for coordination software to match users with providers— one call, one click service. Check other counties and states on what software resources or being used and review pros and cons.	Implement a one call, on click software solution to match users with providers.	Completed. Worked with MIS to develop a software tool on the Transportation Webpage to match users with local providers.
	Expand off the United Way Program that provides vouchers to Fort Atkinson residents for transportation to Second Harvest, Free Medical and Dental Clinic. Create a project to serve other communities in Jefferson County.	Find solutions to provide free rides to all county Food Shelves and Free Clinics.	Completed. Free rides to Food Shelves are being provided by local Taxi Cab providers. Free rides to Free Clinics are provided by Brown Cab through Ride United funding.
4	Educate the public of the availability of transportation services to foster independence, self-sufficiency and future planning.	Young adults are graduating from school and may need transportation options, people may need to give up on driving temporary or permanently, and they need to understand the resources and how to access and funding options including private pay.	Some discussion has taken place, but no public outreach has occurred (primarily due to COVID-19 pandemic).
	Expand public awareness of driver safety resources and promote safe driving.	Establish a library of resources materials, loan closet and speakers to distribute to community members on driving abilities. Report out on the number of inquires and survey for satisfaction of resources. There are sources of DVD/printed materials and presenters to assist people with taking control of their personal safety and staying independent.	A number of materials have been gathered, but no public outreach has occurred (primarily due to COVID-19 pandemic).
5	Create a Transportation Coordination Advisory Council which will include public, private and nonprofit transportation and human services providers as well as the public, including people with disabilities, senior population, people who may have low income and people who need temporary transportation solutions.	Quarterly meetings with ad hoc committee as needed, for projects and gap analysis studies.	Completed. Quarterly Countywide Transportation Meetings have been held that include public, private and nonprofit transportation and human services providers. Transportation is also discussed at monthly ADRC Advisory Meetings with ad hoc committee members.
	Hire Mobility Manager to expand mobility management in Jefferson County.	Pursue available grant opportunities (5310 funding). If not granted for 2019, reapply for 2020.	Completed. 5310 funding has been obtained in 2019 and 2020 for a Mobility Manager.
6	By 2023, our goal is to have a county-wide transit service that provides general public transportation such as the Wal-to-Wal Dial a Ride program in Walworth County. Work with surrounding counties to improve relationships and explore ways to coordinate services.	Meet with Dodge, Walworth and Rock County transportation staff/Mobility Managers to review the concept of a potential regional model of transportation initiative. Meeting will be set for 2019, facilitated by Jefferson County.	Mobility Manager has met several times with Mobility Managers from Dodge, Walworth, and Rock Counties to discuss potential solutions. The Walworth Wal-to-Wal Dial a Ride is funded primarily with tax levy dollars which may not be sustainable long term.