

Transportation Coordinating Committee Meeting
Advocacy Sub-Committee
Friday, March 11, 2016 8:00 a.m.
Rock County Job Center, Room D/E
Agenda

- A. Call to Order
- B. Approval of Agenda
- C. Old Business
 - 1. Review of Action Items in Coordinated Plan
(Please Review Pages 21-27 Items #1, #2, #5.3, #6, #7)
- D. New Business
 - 1. Approval of First Action Plan Project
 - 2. Assignment of Duties
- E. Future Meeting Dates: May 13, July 8
- F. Adjournment

GOALS AND STRATEGIES

The following goals and strategies are derived from careful analysis of survey and focus group results, available demographic information, and the expertise of the Transportation Coordinating Committee. Each goal is associated with a designation of priority based upon impact, funding, feasibility, and available resources.

1. Improve access to and quality of transportation information for transportation disadvantaged populations. (High)

1.1 Increase access to transit information by improving the quality of transit literature and targeting consumers and potential consumers.

1.1.1 Ensure referral agencies such as 2-1-1 and the Aging and Disability Resource Center of Rock County have up-to-date, accurate, and comprehensive understanding of the transit systems in Rock County.

1.1.2 Expand the community presence of the Rock County Transportation Coordinating Committee

1.1.2.1 Develop a “directory of community events” to enable the Transportation Coordinating Committee to have a consistent presence at local events.

1.1.2.2 Develop, prepare, and fund an outreach/marketing budget for Transportation Coordinating Committee

1.1.2.3 Develop a directory of area newsletters and mailings and submit promotional materials of area transit agencies/Transportation Coordinating Committee on a consistent basis

1.1.3 Increase web presence of transit providers in Rock County

1.1.3.1 Ensure all transit websites have links to other providers when appropriate

1.1.3.2 Ensure that all provider websites are up-to-date and consistently maintained



- 1.1.3.3 Support efforts underway by Beloit Transit System and Janesville Transit System to create Google Trip planner, once launched- spread the word/educate
- 1.1.3.4 Explore ways to use social media as a marketing and outreach tool
- 1.1.4 Develop “transportation literature maintenance” teams to ensure that transit information disseminated throughout the county is up-to-date and accurate.
- 1.1.5 Continue Travel Training, trip planning, and transit familiarization services
- 1.1.6 Ensure transit information is accessible
 - 1.1.6.1 Provide information in multiple languages
 - 1.1.6.2 Ensure web based materials can be accessed by non-English speakers
 - 1.1.6.3 Ensure web based materials are screen reader friendly
- 1.1.7 Update transportation resource directory and disseminate widely
- 1.2 Increase access to transportation information by providing “gate keepers” (social service agencies, clinics, social workers) with current and comprehensive information on transportation resources in Rock County
 - 1.2.1 Tap into existing social service networks to effectively disseminate transportation information
 - 1.2.2 Hold a series of “transit talks” with social service agencies
 - 1.2.3 Continue to promote the Rock County Mobility Manager and mobility management programming as a transportation resource for transportation disadvantaged populations
- 1.3 Increase access to transportation information by ensuring that all transportation providers are aware of transit resources in Rock County and when appropriate, make referrals to alternative providers.



- 1.3.1 Disseminate “Transportation Resource Directory” to all transportation providers in Rock County
 - 1.3.2 Cross advertise among providers when appropriate
 - 1.3.3 Ensure all transit websites have links to other providers when appropriate
 - 1.3.4 Provide marketing/outreach assistance to smaller providers
- 2. Develop service parameters that best meet the needs of transportation disadvantaged populations (Low)**
- 2.1 Research strategies to ease transportation eligibility requirements where appropriate
 - 2.1.1 Explore ways to “de-silo” funding streams
 - 2.1.2 Fill existing capacity of specialized transportation, non-profit, and volunteer driver programs with general population trips when possible
 - 2.2 Increase access to transportation services in the evenings and on weekends
 - 2.2.1 Explore feasibility of using Edgerton’s shared ride taxi service as a template for implementing a similar model in other municipalities
 - 2.2.1.1 Support current research being conducted by the Community Transportation Association of America about expanding shared ride taxi services along the Highway 26 corridor
 - 2.2.2 Provide technical and advisory support for local taxi services
 - 2.2.2.1 When appropriate assist with marketing/outreach and customer service training
 - 2.3 Develop services to improve transportation access for evening and weekend employment options.
 - 2.3.1 Provide technical assistance for employment based carpooling



- 2.3.2 Explore feasibility of a “guaranteed ride home” program for those carpooling
- 2.3.3 Explore employer/transit provider funding agreements
- 2.4 **Promote coordination of existing human services vehicles**
 - 2.4.1 Work with the state to develop a template for vehicle sharing across agencies as a means to promote cross agency coordination
 - 2.4.2 Provide technical and advisory support for human service agencies looking to cut costs by sharing resources
- 2.5 **Political advocacy**
 - 2.5.1 Maintain consistent dialogue with local/county/state/federal leaders on the importance of access to transportation services for residents of Rock County
 - 2.5.2 Maintain consistent dialogue with local/county/state/federal leaders on the importance of adequate funding levels to meet the needs of transportation disadvantaged population in Rock County
- 3. **Increase access to personal mobility options (Low)**
 - 3.1 **Increase access to affordable automobile and automobile services for individuals**
 - 3.1.1 Research feasibility of developing small auto repair loans for those who participate in carpools
 - 3.1.2 Research car-sharing programs around the country and see how they translate to Rock County
 - 3.1.3 Research funding streams to continue Community Action’s Work’n Wheels program
 - 3.2 **Increase access to affordable automobile and automobile services for smaller providers**
 - 3.2.1 Provide technical and financial support to smaller transit agencies (i.e. senior centers) for vehicle maintenance
 - 3.2.1.1 Explore shared maintenance agreements
 - 3.2.2 Research best practices for vehicle transfers (i.e. Rock County Transit vehicles being transferred to senior centers)



- 3.3 Explore methods to ease access to driver's education classes
 - 3.3.1 Develop directory for driver's education resources
 - 4.1.1 Promote complete streets policy
 - 3.3.2 Increase access for web based driver's education classes
 - 4.1.2 Encourage the creation of new, and the maintenance of, sidewalks and curb ramps
 - 3.3.2.1 Explore satellite computer access for those who do not have access to personal computer devices
 - 4.1.3 Support bicycle parking development code
- 3.4 Explore financial assistance arrangements to assist with accessing driver license services
 - 4.2 Education: Support education efforts to teach bicycle and pedestrian safety
 - 4.2.1 Explore effective delivery of driver's education and awareness of bicycles.
- 3.5 Educate and inform elected officials and decision makers on the importance of funding to provide access to affordable automobiles, automobile repair services, and driver's education
 - 4.2.2 Explore adult bicycling class feasibility
 - 4.2.3 Execute share and be aware campaign (distribution of rules of the road to drivers and non motorized users)
- 4. Promote bicycling and walking among disadvantaged populations through education, encouragement, engineering improvements and enforcement (High)
 - 4.2.4 Promote bike on bus training
 - 4.2.5 Explore development of bike maintenance classes
 - 4.3 Encouragement: Support activities and programs that encourage active transportation
 - 4.3.1 Continue Rock County Wednesday Walks
- 4.1 Engineering: Encourage the development of safe bicycle and pedestrian facilities for mobility impaired users
 - 4.2.1 Explore effective delivery of driver's education and awareness of bicycles.
 - 4.2.2 Explore adult bicycling class feasibility
 - 4.2.3 Execute share and be aware campaign (distribution of rules of the road to drivers and non motorized users)



- 4.3.2 Explore feasibility of a recreational bicycle program for seniors
- 4.3.3 Disseminate information and raise awareness of the bike trail system and on road bike routes
- 4.3.4 Explore programs that get bikes into peoples' hands i.e. DreamBikes
- 4.4 **Enforcement: Support enforcement of traffic laws**
- 4.4.1 Support driver enforcement laws in relation to pedestrian and bicyclists
- 4.4.2 Support ticketing for blocking sidewalks
- 5. **Increase independence of transportation disadvantaged populations through improved volunteer driver programs (Medium)**
- 5.1 **Explore feasibility of using a Time Bank model to increase access to volunteer driver programs**
- 5.1.1 Build upon current efforts underway in the Evansville Time Bank
- 5.1.2 Partner with surrounding counties to expand Time Bank model
- 5.1.3 Research best practices for platform/delivery
- 5.2 **Create a "volunteer driver committee"**
- 5.2.1 Bring volunteer driver managers together to strategize delivery methods, resource sharing, and avoid duplication of services
- 5.2.2 Explore volunteer ride sharing and centralized dispatch across volunteer driver programs to increase efficiency
- 5.3 **Maintain dialogue with local/state/federal leaders on the importance of continued funding for volunteer driver programs**
- 6. **Increase access to goods and services for transportation disadvantaged populations (High)**
- 6.1 **Increase access to goods and services through virtual mobility**
- 6.1.1 Promote computer educational classes to increase virtual mobility
 - 6.1.1.1 Identify lead agencies to plan, develop, and execute trainings
- 6.2 **Increase access to goods and services within a community**



- 6.2.1 Promote County agencies to use satellite offices to provide services
- 6.2.1.1 Identify potential satellite office hosts
- 6.2.2 Encourage government events to be held at locations throughout the County
- 6.2.3 Explore ways to “de-silo” funding streams to ease eligibility requirements for certain services where appropriate
- 6.3 Increase access to goods and services in other communities
- 6.3.1 Explore rural deviated fixed route potential
- 6.3.2 Identify funding streams to support transportation between communities
- 7. Maintain existing services (High)
- 7.1 Continue current funding sources and current levels of funding
- 7.2 Explore grants/other funding sources
- 7.3 Review and approve transit grant applications when appropriate
- 7.4 Maintain dialogue with local/state/federal leaders on the importance of adequate funding for transportation programs

