

**RUSK COUNTY**

**1. Making things Happen by Working Together**

0	Needs to Begin	0	Needs Significant Action	7	Needs Action	1	Done Well
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Do Well

- ◆ Coordination between HS, VA, demand response service
- ◆ Coordinate well with county service, but some gaps (times of service)
- ◆ Wheel chair services provide good service
- ◆ Committee representing all providers/departments, etc. working at transit services
- ◆ Coordination between Rusk/Barron Counties on VA transit services

Better

- ◆ Extend service time to fill gaps
- ◆ Coordinating and providing weekend services
- ◆ Accessing funding
- ◆ Expand county transportation committee to add new representation (Women with Coverage Foundation – cancer)
- ◆ Rural (elderly/poor) having difficulty in paying for rural transit cost to get places
- ◆ 2<sup>nd</sup> – 3<sup>rd</sup> Shift services to those needing rides
- ◆ Ride share/car pool coordination – funding for services

Actions

- ◆ Continue existing coordination and expand overall level of service to all providers.
  - ICAA, HS, Aging, VA, private, non-private, local businesses, clinic, medical services
    - Ongoing
- ◆ Expand rural services by applying for additional funding.
  - Rusk County and others
    - 2006 & ongoing
- ◆ Identifying avenues in which to bring down rural costs for services.
  - All & local governments contributing funding
    - Ongoing

**2. Taking Stock of Community Needs and Moving Forward**

0	Needs to Begin	0	Needs Significant Action	5	Needs Action	1	Done Well
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Do Well

- ◆ ICAA provides good report(s) on ridership, budget, cost of service
- ◆ Resource guide for public identifying services available to residents
- ◆ Veterans has special budget line item for services
- ◆ Incorporating other entities (e.g. ambulance, job center, school district, bus providers) into overall transportation needs

## Public Transit / Human Services Transportation Planning Meeting Summary

### Better

- ◆ Including public with committees and other ways
- ◆ Greater participation of other/all stakeholders with interest in transit services
- ◆ Education of county board members and other governments on what transit needs/services exist
- ◆ Sharing assessment reports to bring all information together from groups developing individual plans
- ◆ Continue existing coordination and expand overall level of service to all providers (ICAA, HS, Aging, VA, private, non-private, local businesses, clinic, medical services)
- ◆ Expand rural services by applying for additional funding (Rusk County and others – 2006 & Ongoing)

### Actions

- ◆ Education of elected official and those running for office to better understand transit needs.
  - All providers
    - Ongoing
- ◆ Comprehensive community assessment of all providers and needs of riders.
  - All providers
    - 2007

### **3. Putting Customers First**

0	Needs to Begin	0	Needs Significant Action	6	Needs Action	1	Done Well
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### Do Well

- ◆ Working between Aging and Disability Resource centers
- ◆ Choice between many transit services
- ◆ Flexibility to “individualize” service to consumers
- ◆ Brochures on what services are available
- ◆ Transit services in county for 35 years
- ◆ Aging newsletter (paper and tape) provides transit schedule and times
- ◆ Good job of promoting “special” services that some companies provide for free or reduced cost

### Better

- ◆ Service and funding for greater service to rural areas
- ◆ Affordable to rural areas like options in Ladysmith (Ladysmith public transit goes out 3 miles)
- ◆ Increased public awareness of what services are available (brochures, paper, radio)
- ◆ Seek private sector to provide donation/gifts to offer to pay for any/all transportation services (manufacturers/commercial business)

### Actions

- ◆ Identification of potential barriers limiting ridership as part of “community assessment”.
  - All providers
    - 2007

## Public Transit / Human Services Transportation Planning Meeting Summary

- ◆ Marketing/information sharing – providing literature to polling stations, town clerks, media, and others about services available.
  - All providers
    - 2006 and ongoing

### 4. Adapting Funding for Greater Mobility

0	Needs to Begin	0	Needs Significant Action	0	Needs Action	1	Done Well
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#### Do Well

- ◆ Coordinating disability rides with providers efficiently with funding levels provided by state
- ◆ Billing and reimbursement system between VA/HS and CAA working well

#### Better

- ◆ Ongoing state/federal funds that will continue to fund newly created programs
- ◆ More funding with less strings attached to use money for greater service
- ◆ Expand local government funds and other organization contributions to service to expand services to all county
- ◆ Breaking down barriers in state/federal programs to make trips affordable

#### Actions

- ◆ Education of elected officials (state/federal) regarding barriers to using grant funds for other purposes not defined within the rules.
  - All providers
    - Ongoing
- ◆ Development and/or attendance at “listening sessions” - State of WI plan to streamline funding sources to provide overall services.
  - All providers
    - 2007 and ongoing

### 5. Moving People Efficiently

0	Needs to Begin	1	Needs Significant Action	4	Needs Action	0	Done Well
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#### Do Well

- ◆ Flambeau Pharmacy – County Market providing free cost service to elderly going to their stores
- ◆ Coordinating trip/public events with VA/HS/others
- ◆ Combining trips to maximize costs
- ◆ Referrals to others (e.g. ICAA sending clients to HS, others)
- ◆ Choices of “level of service” – some more expensive than others, depending on time/trip purpose

#### Better

- ◆ Provision of services other than just work or doctor apt.

## Public Transit / Human Services Transportation Planning Meeting Summary

- ◆ Weekend service for client to get to social/shopping

### Actions

- ◆ Develop a weekend/evening demand response system with adequate funding availability, based on community assessment needs study.
  - City and County
    - 2007
- ◆ Remove barriers within grant funding to allow great use of vehicles (e.g. cross county trips) Rusk County originated trips going through Barron County, Rusk County – can't pick up riders in those Counties.
  - All providers
    - Ongoing
- ◆ Develop an application for New Freedom Funds when they become available.
  - Eligible providers
    - 2007
- ◆ Develop an application for 5310 Funds when they become available again.
  - Eligible providers
    - Ongoing