

*Outagamie County Facilitation: 8.1.18*

|          | <i>2019-2023 Goals</i>   | <i>Activities</i>  | <i>Roadblocks</i>  | <i>Responsible</i> | <i>Priority</i> |
|----------|--|--|--|--------------------|-----------------|
| <b>A</b> | Establish a Regional Transit Authority (RTA) for the Fox Cities  | Advocate to state legislators for enabling legislation/ability to bring to local referendums for municipalities to consider  | political will; funding mechanisms and municipal referendums             | Planning Committee | 7               |
| <b>B</b> | Expand rural transportation routes (with a provider)   | Concentrated effort to find transportation gaps and needs for rural portions of Outagamie County   | funding; unknown customer demand; dedicated staffing efforts             | Planning Committee | 6               |
| <b>C</b> | Work to expand affordable and convenient (7 day/week) transportation services beyond Appleton Urbanized Area                       | Coordinate efforts with Regional I-41 commuter feasibility study; coordinate transportation efforts with Valley Transit and Oshkosh (GO Transit)   | funding, federal funding restrictions, staffing availability             | Planning Committee | 6               |
| <b>D</b> | Expand Make The Ride Happen and mobility management programs in Outagamie County   | Provide additional funds to increase mobility management services  | funding, dedicated staffing efforts                                      | Planning Committee | 3               |
| <b>E</b> | Expand cross-county and regional transportation options beyond Outagamie County  | More service connections with Valley Transit and Oshkosh (GO Transit)  | funding, coordination with transit agencies and municipalities; politics | Planning Committee | 3               |
| <b>F</b> | Improve bicycle & pedestrian accessibility county-wide   | Collaborate with planning/public works departments with municipalities to encourage greater regional efforts   | funding; departmental coordination/collaboration                         | Planning Committee | 2               |
| <b>G</b> | Explore new Information Technology Systems (ITS) for Valley Transit (as part of transit and para-transit services)                 | Develop a departmental technology plan for Valley Transit  | funding  | Valley Transit     | 2               |
| <b>H</b> | Increase marketing/education materials to reach new customers and connect to employers/non-profits for work-related transportation | Develop periodic informational sessions/training sessions to promote available services; organize and facilitate a "Transportation Plunge" event(s) to encourage/educate customers on available transportation programs and services | funding, dedicated staffing efforts                                      | Planning Committee | 2               |
| <b>I</b> | Increase transportation education to key policy makers/State Legislators   | Gather customers' stories/examples on personal transportation experiences; develop a central database/clearinghouse of customer experiences  | funding; dedicated staffing efforts                                      | Planning Committee | 2               |
| <b>J</b> | Reconnect with Oneida Nation for transportation coordination committee   | Continue to invite to participate on Outagamie County Transportation Coordinating Committee  | participation from Oneida Nation   | Planning Committee | 0               |
| <b>K</b> | Advocate for a regional transportation brokerage system for paratransit services   | Collaborate with surrounding counties and explore ways to coordinate (Outagamie, Winnebago and Calumet)  | collaboration and funding  | Planning Committee | 0               |