

CHAPTER 4: ACTION PLAN

REVIEW OF FRAMEWORK FOR ACTION DISCUSSION FROM THE 2012 PLANNING PROCESS

County meeting participants were first asked to revisit their evaluation of how well transportation services were coordinated in the transportation coordination plan process from 2012. The discussion from the 2012 process is noted below. Areas where the 2016 meeting attendees modified their discussion from 2012 are noted in *italics*.

Section 1: Making Things Happen by Working Together

Section 1 addressed issues related to coordination, formal program goals and objectives, and most importantly, the need to articulate a vision for the provision of services to the elderly and disabled in Sheboygan County.

Done Well

- There is a good working relationship between Shoreline Metro, the Sheboygan County ADRC and other agencies.
- The Sheboygan County ADRC works with Shoreline Metro to arrange special trips for the ADRC's customers (mini-tours, trips to meal sites, etc.).
- There is a group effort in monitoring the effects of state and federal legislation (including quarterly meetings of the Northeastern Wisconsin Regional Access to Transportation Committee, or NEWRATC).
- There is a good effort in providing transportation for the disabled.
- Sheboygan County has quarterly Transportation Coordinating Committee (TCC) meetings, and the Sheboygan City Transit Commission meets *at least bimonthly*.
- *Shoreline Metro obtained improved dispatching software in 2014, and has used it successfully.*
- *Educate the public on the availability of web-based resources to explore transportation options and to plan trips.*

Do Better

- Need to better serve areas of Sheboygan County that are underserved:
 - Provide services in identified underserved areas.
 - The southwestern portion of Sheboygan County was identified as an underserved area.
- *Need to publicize services better.*
- *Match service with appropriate vehicle.*
- *Get more people involved.*

Section 2: Taking Stock of Community Needs and Moving Forward

Section 2 addressed issues involving service assessment and the review and inventory of services provided which are essential in identifying gaps, needs and duplication of services.

Done Well

- The Sheboygan County ADRC and Shoreline Metro do a good job of pinpointing areas where there are duplications in service.
- Needs surveys are being administered to senior citizens, and should continue.
- *A paratransit customer needs survey was conducted in early 2016.*
- The Sheboygan County ADRC *conducted* an inventory of its volunteer drivers and an inventory of transportation services provided by group homes, etc., in an effort to better coordinate with these underutilized services (including transportation provided by non-profit as well as for-profit organizations).
- Referrals are made to other providers where temporal or geographic gaps exist, and this practice should continue.
- *The county and Shoreline Metro have improved technologically since the last plan update:*
 - *Social media is used to better publicize services.*
 - *Information is provided on intercity transportation services available in Sheboygan County on the Shoreline Metro website.*
 - *An online trip planner is offered for customers.*

Do Better

- *Conduct needs survey(s) for disabled paratransit passengers (ADRC – countywide).*

Section 3: Putting Customers First

Section 3 addressed the ease of access to information about the transportation services provided in Sheboygan County.

Done Well

- *New Shoreline Metro website in 2016.*
- Sheboygan County ADRC publication entitled “A Resource Guide for Adults Over 60 and Adults with Disabilities.”
- *Shoreline Metro and Sheboygan County ADRC referral efforts.*
- Travel training is offered by Shoreline Metro:
 - Customers can find “bus buddy”/travel training information on the Shoreline Metro website.
 - Training is available for both Shoreline Metro fixed-route and Metro Connection services.
 - Training is done by Shoreline Metro staff.

- Shoreline Metro has improved its marketing efforts in recent years.
 - *Shoreline Metro developed a specialized transportation brochure.*
 - *Shoreline Metro developed color-coded route guides.*
- *Shoreline Metro improved its transfer point with assigned stalls by route.*
- *Premium services for Metro Connection have been approved, and will be implemented soon.*

Do Better

- *No issues were raised.*

Section 4: Adapting Funding for Greater Mobility

Section 4 addressed identification of accounting procedures that create customer-friendly payment systems while maintaining consistent reporting and accounting procedures across programs.

Done Well

- *Improved trip data reporting since 2015.*
- *Improved coordination through updated dispatch scheduling software and technology.*
- Agency fares have been instituted at Shoreline Metro.
- When ADA paratransit fares increase, Sheboygan County Section 85.21 fares increase by the same amount (leading to some consistency across programs for customers of both programs).

Do Better

- Continue to improve education and outreach (presentations) to customers and to customer advocates.
- Allow for the electronic purchase of *fare media*, and offer other promotions.
- Advocate for a Regional Transit Authority (RTA) in Sheboygan County at the state, county and local levels of government, and advocate for other mechanisms of transportation investment.

Section 5: Moving People Efficiently

Section 5 addressed centralized managerial systems to coordinate highly diverse, multimodal service provision.

Done Well

- Shoreline Metro and the Sheboygan County ADRC readily share information with each other (including information regarding equipment and information technology).
- Positive momentum in achieving coordination in this area is in place.
- *Shoreline Metro has strived to remove redundant and inefficient services in order to streamline services.*
- *Shoreline Metro has allocated assets more responsibly.*

- *Shoreline Metro obtained improved dispatching software in 2014, and has used it successfully.*

Do Better

- *Continue to strive to keep service efficient.*

Other Discussion at the 2016 Coordination Meeting

No other discussion was raised during the county coordination assessment exercise.

ACTION PLAN SUMMARY

The 2016 Action Plan was developed by county meeting participants with assistance from Bay-Lake Regional Planning Commission staff. County meeting participants were asked to identify:

- Needs and gaps in transportation services;
- Possible solutions to the needs and gaps;
- Entities responsible for addressing the needs and gaps;
- A timeline for implementation; and
- Roadblocks to implementation.

Table 6 is a summary of proposed actions, the parties responsible for implementing the actions, an approximate implementation schedule, and any roadblocks to implementation.

**Table 6
Action Plan Summary
Sheboygan County
2017 - 2021**

Action Item	Responsible Party	Implementation Schedule	Roadblocks to Implementation
Continue to monitor representation on the Sheboygan County Transportation Coordinating Committee (TCC) to make sure that it meets the needs of those served	Sheboygan County	Ongoing	If changes/committee expansion are recommended, they need approval from full County Board
Explore programs (such as State of Good Repair) for possible local grant applications	Sheboygan County and Shoreline Metro	Ongoing	Obtaining local matching funds may be a challenge. In addition, many of these grants are competitive at the statewide level.
Conduct transportation needs survey for the Sheboygan County ADRC	Sheboygan County	2018	Not Applicable
Conduct boarding and alighting survey for Shoreline Metro	Shoreline Metro and Bay-Lake Regional Planning Commission	2019 and 2021	Include and seek WisDOT/FHWA approval of this work element in the Sheboygan MPO Work Program
Conduct passenger opinion survey for Shoreline Metro	Shoreline Metro and Bay-Lake Regional Planning Commission	2018 and 2020	Include and seek WisDOT/FHWA approval of this work element in the Sheboygan MPO Work Program
Complete Updated (2018 - 2022) Transit Development Program (TDP) for Shoreline Metro	Shoreline Metro and Bay-Lake Regional Planning Commission	2017	Include and seek WisDOT/FHWA approval of this work element in the Sheboygan MPO Work Program
Continue travel training program for Shoreline Metro fixed-route operations and for Metro Connection	Shoreline Metro and its Metro Connection Service	Ongoing	Shoreline Metro staff has taken steps to implement a travel training program, and will continue to offer this program over the planning period with internal resources (with staff availability - RCS Empowers, Inc., and other agencies may also be able to assist with this task).
Consider expansion of public transportation in portions of Sheboygan County not currently serviced by such transportation	Applicable municipalities	Ongoing	Needs approval from local governing boards and by the Sheboygan Transit Commission/Requires local matching funds

Source: Sheboygan County Aging and Disability Resource Center, 2016; Shoreline Metro, 2016; and Bay-Lake Regional Planning Commission, 2016.