

**Columbia County 2024-2028 Coordinated Plan**

	<i>2024-2028 Goals</i>	<i>Activities</i>	<i>Roadblocks</i>	<i>Responsibility</i>	<i>Timeline</i>
<b>1</b>	Develop Public/Private Partnerships to enhance current and future transportation resources	Identify partnerships, plan a meeting/invite, establish communication means, work with city to understand needs and regulations, work w/other transportation companies, create goals, define expectations and benefits.	Lack of interest, limited time, resources and staff, different priorities.	Schools, healthcare, clergy, libraries, farmers/co-ops, minority groups, local government, food service, current transportation providers, service providers, non-profits, private donors, civic org., employment services, economic/rural development, industrial partners, state/federal grantors.	2024
<b>2</b>	Increase after hours and weekend transportation availability	Meeting with city/village officials, identify where needs are identify who can fill those needs, meet with entities who offer these services for ideas, secure funding & funding plan, coordinate amongst current providers.	Staff availability, staff who meet requirements, willing to provide service, funding, current radius of service.	TRIP, Volunteers, local businesses.	2027
<b>3</b>	Provide streamlined and accessible outreach and education of transportation services (carryover goal)	Identify greatest need, coordinate with other service providers, create material, distribute materials, visit & present in community events, meeting with city and government officials, public hearing, target rural areas, TV/radio ads, law enforcement/fire/EMS/healthcare partnership.	Volunteer needs, materials, finding distributors, materials out of date.	TRIP, ADRC, HHS, Village Clerks, Hospitals, City Chambers.	2024
<b>4</b>	Initiate a volunteer transportation program (carryover goal)	Sponsor events, email campaigns word of mouth, experiences, incentives, set realistic expectations.	Availability, identifying right person.	Local media/news/radio, social media, similar organizations looking for volunteers, Reach out Lodi.	2026
<b>5</b>	Recruit and Identify Community Champion(s) to help move transportation goals forward in Columbia County	Advertise, outreach, brochures, collaborate with local organizations, ADRC newsletter.	Identifying champion, lack of funding, attaining/retaining volunteers.	Churches, ADRC, County Board, Schools , Knights of Columbus, Rotary, etc., City Council.	2025
<b>6</b>	Increase options transportation services for those needing rides to be able to work	Identify and champion, business, providers; Partner with Poynette IronWorks; Identify benefits; Advertise benefits; explore grant options; collaborate with other interested parties; talk with employers to educate on benefits; employer/employee contribution; collaborate with other local transportation.	Getting employers on board, do they see need, get employees on board, understanding needs.	Ruby Medical, Poynette Ironworks, Other transportation companies, local/city government.	2028