

New Freedom Definition & Grant Goals

Mobility Management can be described as a strategic approach to service coordination and customer service which enhances the ease of use and accessibility of transportation networks.

2011.....

- Recruit additional drivers and extend hours
- Create and deploy a marketing strategy
- Add flex routes
- Use volunteer program to increase volume of rides in unmet areas
- Create a training program for drivers and transit Staff
- Hire a part time Travel trainer
- Coordination meeting for stake holders and clients
- Make aware to stakeholders and clients the advertising, marketing strategy and collaboration efforts in regard to travel training
- Regular meeting held to stay on course and meet goals

2012.....

- Recruit 3 volunteer travel assistants
- Recruit and train travel interns through a job program
- Increase the knowledge of 25 health care professionals about transit options available
- Trips counts up by 20% for 2012
- Travel training program developed for K -12 educators targeting youth with disabilities
- Website to include New Freedom Grant Goals
- Increase the knowledge of 25 care professionals about MM techniques

2013.....

- Training program for seasoned riders to become Bus Buddies
- Make aware to 25 care providers how to access the MM for assistance in travel
- Increase trip counts by 20% by the end of 2013
- 15 public service announcements about MM assistance
- Website updates
- Travel information made available to hospital and nursing homes for patients before discharge
- DOT required Coordination meeting to me mandate to include a toolkit to create a voucher system
- Transportation to and from a free clinic in Rice Lake for Rusk County residents using volunteer driver program

2014.....

- Continue the coordination, identification, and training of volunteer bus buddies
- Training of 25 care providers regarding local and regional travel options and how to access the mobility manager for travel assistance
- Trips counts for transportation challenged populations increase annually by 20%
- 20 public service announcements regarding mobility management regarding existing transportation programs for the transportation challenged
- Website (Facebook) to include New Freedom information. Update to include new programs and data gathered by our 2013 rider survey.
- Mobility Manager will continue to distribute information/brochures (website links) to clients arranging medical treatment and ones being discharged
- Start the first phase of the creation of the voucher system by using a DOT approved toolkit and collaboration with existing agencies that have on currently in place
- Update and present the Mobility Management power point presentation for 6 community groups with open discussion of current issues and brainstorm on resolutions.

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