

Recommendation	Time Frame	Implementing Party	2020 Update
<b>EDUCATION CATEGORY</b>			
Marketing campaign, including guide, to increase awareness of current services offered	Short- Mid-Term	RCAMPO/Future Regional Coordination Committee (RCC)	Ongoing marketing via social media and RTS website.
Specific marketing for populations that are marginalized, and do not use technology	Short- Term	All	This goal has not been met for RTS.
Creation of a Mobility Manager position for the region	Mid-Term	All	This goal has not been met for RTS.
Advertise one-on-one travel training program for seniors, and a "how-to ride" program for school-age students	Short- Term	All	Youth Ride Free program continued.
<b>FINANCE CATEGORY</b>			
Create funding matrix to bring awareness to available funds and upcoming deadlines for grant funding	Short- Term	RCAMPO	The planned 2021 Transit Development Plan will address this.
Develop internal educational campaign for providers who would otherwise use grants, including 5310 funding on timelines and how funding works	Mid-Term	RCAMPO	RCAMPO has not started this campaign.
Create committee to decide on 5310 and other coordinated funding awards	Mid-Term	RCC or RCAMPO	The RCAMPO forms a committee each year to recommend funding awards.
<b>SERVICE CATEGORY</b>			
Determine "hubs" or consistent destinations that are in need of service and add regular fixed routes	Mid-term	RCAMPO & RTS	The planned 2021 Transit Development Plan will address this.
Conduct stop safety & accessibility analysis to determine potential improvements	Short- term	RTS	The planned 2021 Transit Development Plan will address this.
Systematically add service early mornings and evenings	Short- Mid-Term	RTS	The planned 2021 Transit Development Plan will address this.
Plan on adding service in areas of highest transit need on Sundays	Mid-Term	RTS	The planned 2021 Transit Development Plan will address this.
Add demand-response/flexible service to underserved communities and neighborhoods	Mid-Term	RTS	The planned 2021 Transit Development Plan will address this.
Work with the city and developers early to plan for transit in new communities	Short- Term	RCAMPO & RTS	The RCAMPO and Rapid City recommend transit planning in conjunction with development, however there are no mechanisms or incentives to enforce this.
Examine the use of low-income reduced fares	Mid-Term	RCAMPO & RTS	The planned 2021 Transit Development Plan will address this.
<b>COORDINATION CATEGORY</b>			
Develop regional coordination committee (RCC)	Short- Term	RCAMPO	A regional coordination committee has not been developed.
Coordination with major employers, local colleges, and tribal nations	Long- Term	RCC	A regional coordination committee has not been developed.
Establish a local champion(s) for coordinated transportation	Mid-Term	RCC	A regional coordination committee has not been developed.

**TECHNOLOGY CATEGORY**

Explore the use of emerging mobility options, such as Transportation Network Companies (TNCs), to supplement paratransit services	Long- Term	RCC	A regional coordination committee has not been developed.
Consider the implementation of senior transportation services, and other app-based services, such as GoGo Grandparent for older adult populations	Long- Term	RCC	A regional coordination committee has not been developed.
Provide search engines, web developers, and the public domain with General Transit Feed Specification (GTFS) data to ensure fixed-route public transit schedules and stop locations are easily accessible to the public by multiple means	Mid-Term	RTC & RCAMPO	The planned 2021 Transit Development Plan will address this.