The problems of non-emergency medical transportation in the northern California's rural, Lake County were examined through a study funded by the California Dept. of Transportation awarded to the Lake City/County Area Planning Council. The Plan’s goal was to construct affordable, sustainable responses to identified needs. Numerous data collection and outreach activities, including a household survey of the county's 33,500 households, an agency survey, outreach to the Native American populations, and site visits to medical hospitals and facilities informed the Plan’s recommendations.

The resultant NEMT Plan addressed service costs and potential funding streams, issues of sustainability and appropriate institutional structures. The Plan was enthusiastically adopted by the Council in March 2011. New services have included a trip brokerage function by Lake Transit, under its CTSA, and improved senior center transportation for medically-related purposes.