

PUBLIC TRANSIT-HUMAN SERVICES TRANSPORTATION COORDINATION PLAN FOR OZAUKEE COUNTY: 2008

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Michael G. Hahn, PE, PH Chief Environmental Engineer
Elizabeth A. Larsen Business Manager
John G. McDougall Geographic Information Systems Manager
John R. Meland Chief Economic Development Planner
Dr. Donald M. Reed Chief Biologist
Kenneth J. Schlager, PE Chief Telecommunications Engineer
Donald P. Simon, RLS Chief Planning Illustrator
William J. Stauber, AICP Chief Land Use Planner

Special acknowledgment is due Mr. Albert A. Beck, Principal Planner, Ms. Sonia Dubielzig, Transportation Planner, and Mr. Eric D. Lynde, Transportation Engineer, for their contributions to the preparation of this report.

MEMORANDUM REPORT NO. 180

**PUBLIC TRANSIT-HUMAN SERVICES
TRANSPORTATION COORDINATION PLAN
FOR OZAUKEE COUNTY: 2008**

Prepared for Ozaukee County by the
Southeastern Wisconsin Regional Planning Commission

W239 N1812 Rockwood Drive
P.O. Box 1607
Waukesha, Wisconsin 53187-1607
www.sewrpc.org

December 2008

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I. INTRODUCTION

The Ozaukee County Public Transit-Human Services Transportation Coordination Plan, hereafter referred to as the Coordination Plan, is intended to provide a framework to assist community leaders, human services agencies, and public transit agencies to improve transportation services in Ozaukee County. The Coordination Plan assesses the existing transportation needs and services in the county, identifies unmet needs or service gaps, and presents a prioritized list of strategies to address those needs. By focusing on coordination strategies that use existing resources, the Coordination Plan aims to improve County residents' access to transportation in a cost-effective manner.

Federal and State Coordination Planning Requirements

The Coordination Plan was prepared in response to federal requirements of the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU), which was adopted into law in August of 2005. SAFETEA-LU requires that projects selected for funding under three Federal Transit Administration (FTA) programs—the Elderly Individuals and Individuals with Disabilities (Section 5310), Job Access and Reverse Commute (JARC), and New Freedom programs—be “derived from a locally developed public transit-human services transportation coordination plan.” In addition to these three programs, the Wisconsin Department of Transportation (WisDOT) requires that projects selected for funding under the Supplemental Transportation Rural Assistance Program (STRAP) be derived from a coordination plan.

Several agencies and organizations in Ozaukee County have received funding under the Section 5310, JARC, and New Freedom programs in the past. Therefore, the Coordination Plan will help ensure the eligibility of current and future transit projects funded through those programs.

The Coordination Plan includes the following elements required under federal regulations:

- An assessment of transportation needs for individuals with disabilities, seniors, and people with low incomes;
- An assessment of available transportation services;
- Strategies to address the identified gaps between current services and needs, as well as opportunities to improve efficiencies in service delivery; and
- Priorities for implementing strategies.

Role of the Southeastern Wisconsin Regional Planning Commission

The Regional Planning Commission, at the request of WisDOT, and with guidance and input from human services agencies and public and private transit operators in each county, has facilitated the planning process and prepared the maps, tables, and inventories for the Coordination Plans for each of the seven counties in the Region. For the Ozaukee County Coordination Plan, Commission staff invited a wide range of stakeholders from Ozaukee and Washington Counties to a series of two meetings – one in the City of West Bend and one in the City of Port Washington – to identify the unmet transportation needs in each of the two Counties and between the Counties, and develop strategies to address the needs. The invitation list, meeting records, and attendance lists for the two meetings are documented in Appendices A, B, and C.

In addition to this Coordination plan, the Commission also periodically prepares the long-range (25-30 years) transportation system plan for the seven-county southeastern Wisconsin Region and short-range (5 years) transit development plans for each of the Region's public transit systems. The year 2035 regional

transportation system plan for southeastern Wisconsin, completed and adopted in 2006, is intended to provide a vision for, and guide to, transportation system development in the Region into the future. The short-range transit service plans address current transit service issues and needs, and represent an initial stage of implementation of the recommendations of the regional transportation system plan. The last transit system development plan for Ozaukee County was prepared in 2002 and presented recommendations for the period 2002-2006. The Commission anticipates that a request will be made by Ozaukee County in the near future to prepare a new countywide transit development plan. The new plan will identify the current land uses and travel patterns within the County; evaluate the performance of the existing County bus and taxi services with respect to the efficiency and effectiveness of the services being provided; identify deficiencies in serving the land uses and travel patterns, as well as the unmet transit service needs of County residents; and recommend transit service improvements to address the identified deficiencies and unmet transit service needs. The unmet transit service needs identified for the 2008 Ozaukee County Coordination Plan will be considered during the preparation of a new transit development plan for Ozaukee County.

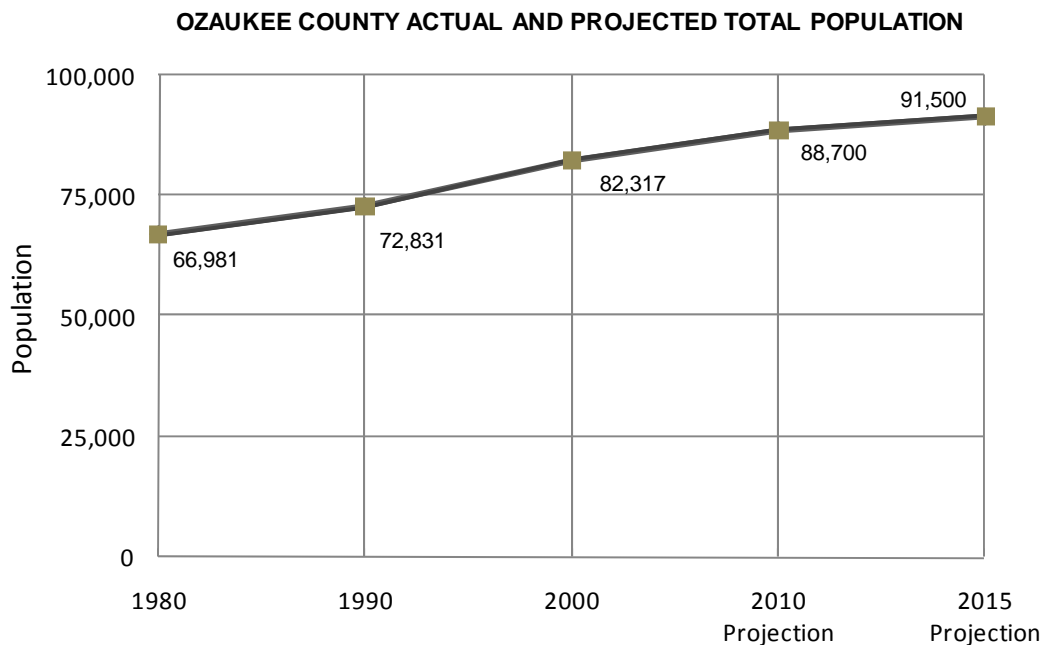
II. TRANSPORTATION NEEDS OF INDIVIDUALS WITH DISABILITIES, SENIORS, AND PEOPLE WITH LOW INCOMES

General Population Characteristics

Ozaukee County is located in southeastern Wisconsin, bordered by Washington County to the west, Sheboygan County to the north, Lake Michigan to the east, and Milwaukee County to the south. Ozaukee County's population in 2007 was 86,700 persons, according to the U.S. Census Bureau. Of that total, the combined population of the Cities of Cedarburg, Mequon, and Port Washington, and the Village of Grafton made up 57,500 persons, or about 66 percent. In the rest of the County, small concentrations of population exist in the Villages of Saukville and Thiensville. Map 1 shows the population density in 2000 by U.S. Public Land Survey quarter-section.

Ozaukee County's population has grown rapidly since 1990. Between 1990 and 2000, the County's population grew by about 13 percent from approximately 72,800 to 82,300 persons, respectively. The rapid growth is expected to continue through 2015. As Figure 1 displays, the Ozaukee County population is projected to reach 91,500 by the year 2015.

Figure 1



Source: U.S. Census Bureau and SEWRPC

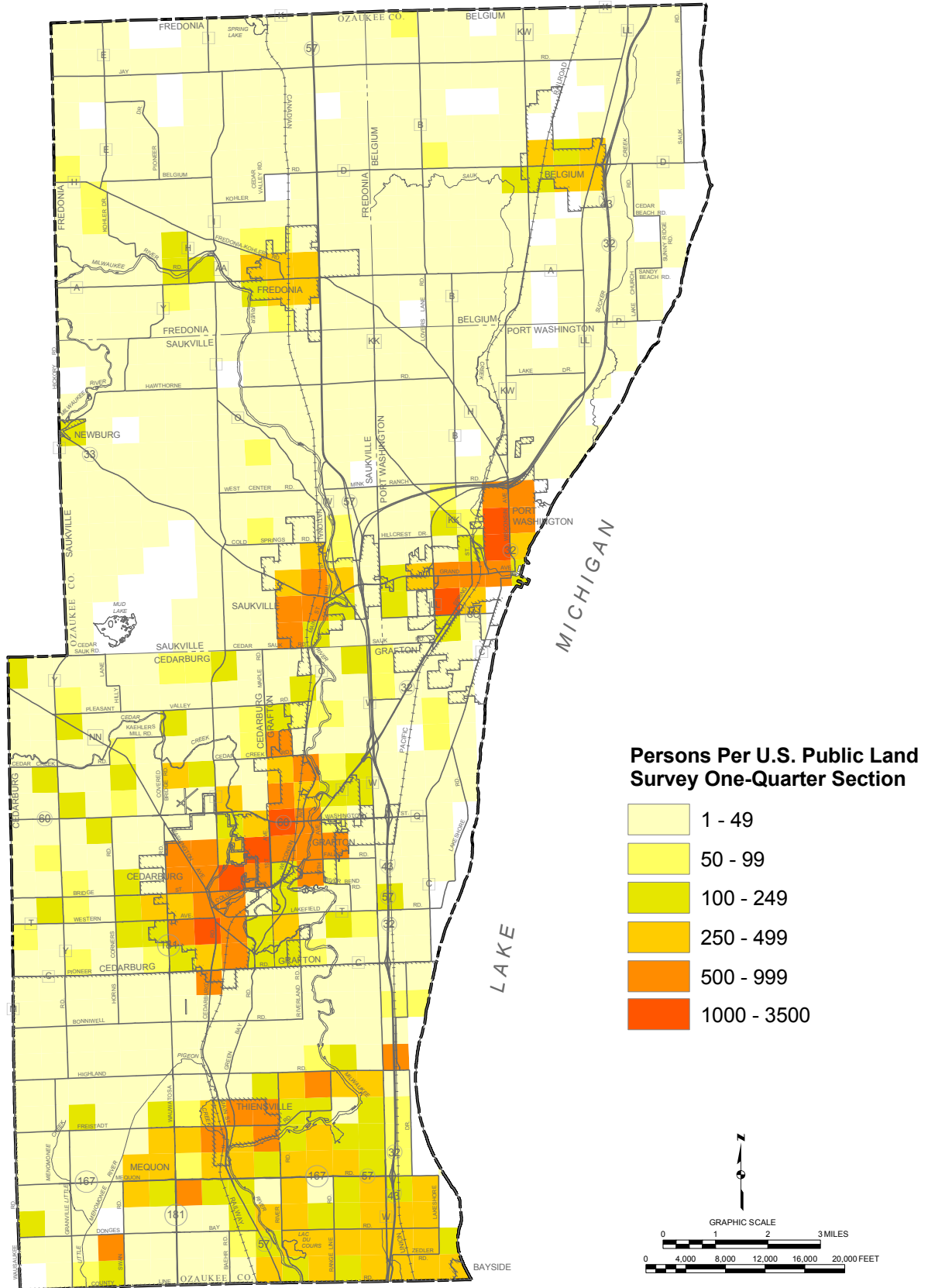
Transit-Dependent Population Characteristics

Certain segments of the population may be expected to have a greater dependence on, and make more extensive use of, public transit than the population as a whole because they have historically had more limited access to the automobile as a mode of travel than the population in general. Five such "transit-dependent" population groups were identified for this plan:

- School-age children (ages 10 through 16);
- Seniors (ages 65 and older);
- Persons in low-income households;
- Disabled individuals; and

Map 1

POPULATION DENSITY BY U.S. PUBLIC LAND SURVEY QUARTER-SECTION IN OZAUKEE COUNTY: 2000



Source: SEWRPC

- Households with no vehicle available.

Table 1 displays the historic population of these groups in the study area in 1980, 1990, and 2000. The information in the table leads to the following observations:

- Seniors accounted for the largest share of the transit-dependent population in the County at about 13 percent of the total population. Households with no vehicle available and disabled persons accounted for the smallest portions of the total population or households in 2000 at about 3 percent each.
- Between 1990 and 2000, school-age children, seniors, and persons with disabilities increased in absolute number and in the share of the total population. Persons in low-income households have remained relatively stable in absolute numbers but have dropped in their percent of total population. Zero-auto households have remained relatively stable both in absolute numbers and in their percent of total households.

Table 1

TRENDS IN TRANSIT-DEPENDENT POPULATION GROUPS IN OZAUKEE COUNTY

Transit-Dependent Population Group	1980		1990		2000	
	Number	% of Total Population/ Households	Number	% of Total Population/ Households	Number	% of Total Population/ Households
School-Age Children (ages 10 through 16)	9,353	14	7,517	10	9,342	11
Seniors (65 and older)	5,657	8	8,077	11	10,403	13
Persons in Low-Income Households ^a	7,933	12	7,725	11	7,721	9
Disabled Persons ^b	808	1	1,059	1	2,680	3
Households with No Vehicle Available	862	4	723	3	1,039	3
Total County Population	66,981	--	72,831	--	82,317	--
Total Number of Households	21,763	--	25,707	--	30,857	--

^aIncludes persons residing in households with a total family income less than 200 percent of the federal poverty level.

^bThe definition of "disabled persons" varied for the 1980, 1990, and 2000 Census. For the 1980 Census, disabled persons include those having a public transportation disability if they had a health condition which made it difficult or impossible for them to use buses, trains, subways, or other forms of public transportation. For the 1990 Census, disabled persons include those persons age 15 and older having a mobility limitation if they had a health condition which made it difficult to go outside the home alone for such activities as visiting the doctor's office. For the 2000 Census, disabled persons include those persons age 16 and older having a physical, mental, or emotional condition that made it difficult to go outside the home to shop or visit a doctor's office.

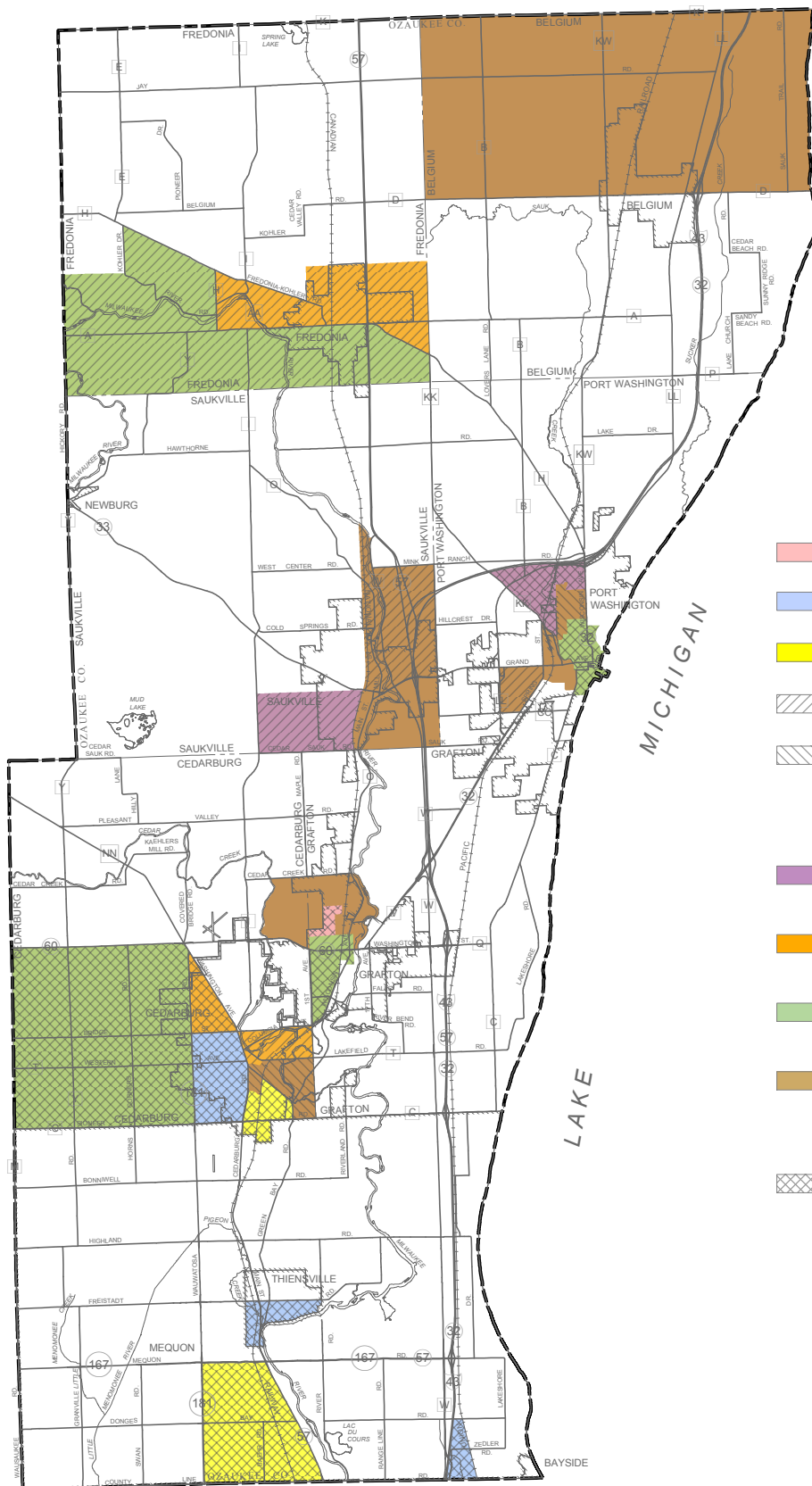
Source: U.S. Census Bureau and SEWRPC.

Data from the 2000 Census were used to identify areas in Ozaukee County where transit-dependent populations are concentrated. Map 2 displays Census block groups within the County with concentrations above the County averages for at least three of the five transit-dependent groups. These may be considered as potential priority areas for the provision of transit service.

In 2000, the highest residential concentrations of transit-dependent persons were generally found within the Cities of Cedarburg, Mequon, and Port Washington, and in the Village of Saukville. Transit-

Map 2

CENSUS BLOCK GROUPS WITH CONCENTRATIONS OF TRANSIT-DEPENDENT POPULATIONS IN OZAUKEE COUNTY: 2000



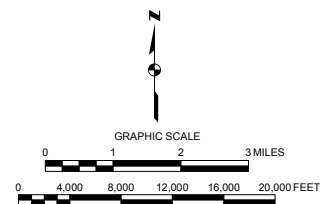
Five population groups may be expected to depend on public transit more than the general population. This map shows the 2000 Census block groups with concentrations above the County averages for at least three of the five transit-dependent groups:

Five Transit-Dependent Groups

- School-age children ages 10-16
- Households with no vehicle available
- Persons in low-income households
- Disabled individuals
- Seniors ages 65 and older

Combinations of the Five Transit-Dependent Groups

- School-age children ages 10-16 AND households with no vehicle available
- School-age children ages 10-16 AND persons in low-income households
- Households with no vehicle available AND persons in low-income households
- School-age children ages 10-16 AND households with no vehicle available AND persons in low-income households
- Disabled individuals AND seniors ages 65 and older



Source: SEWRPC

dependent population concentrations in the rest of the County were low, with the exception of some areas in and around the Villages of Belgium, Fredonia, and Grafton.

Employment Characteristics

Map 3 displays employment density in 2000 by U. S. Public Land Survey quarter-section. The highest employment concentrations in the County are found in the Cities of Cedarburg, Mequon, and Port Washington and the Village of Grafton. The Villages of Saukville and Thiensville also have small concentrations of employment.

Major Activity Centers

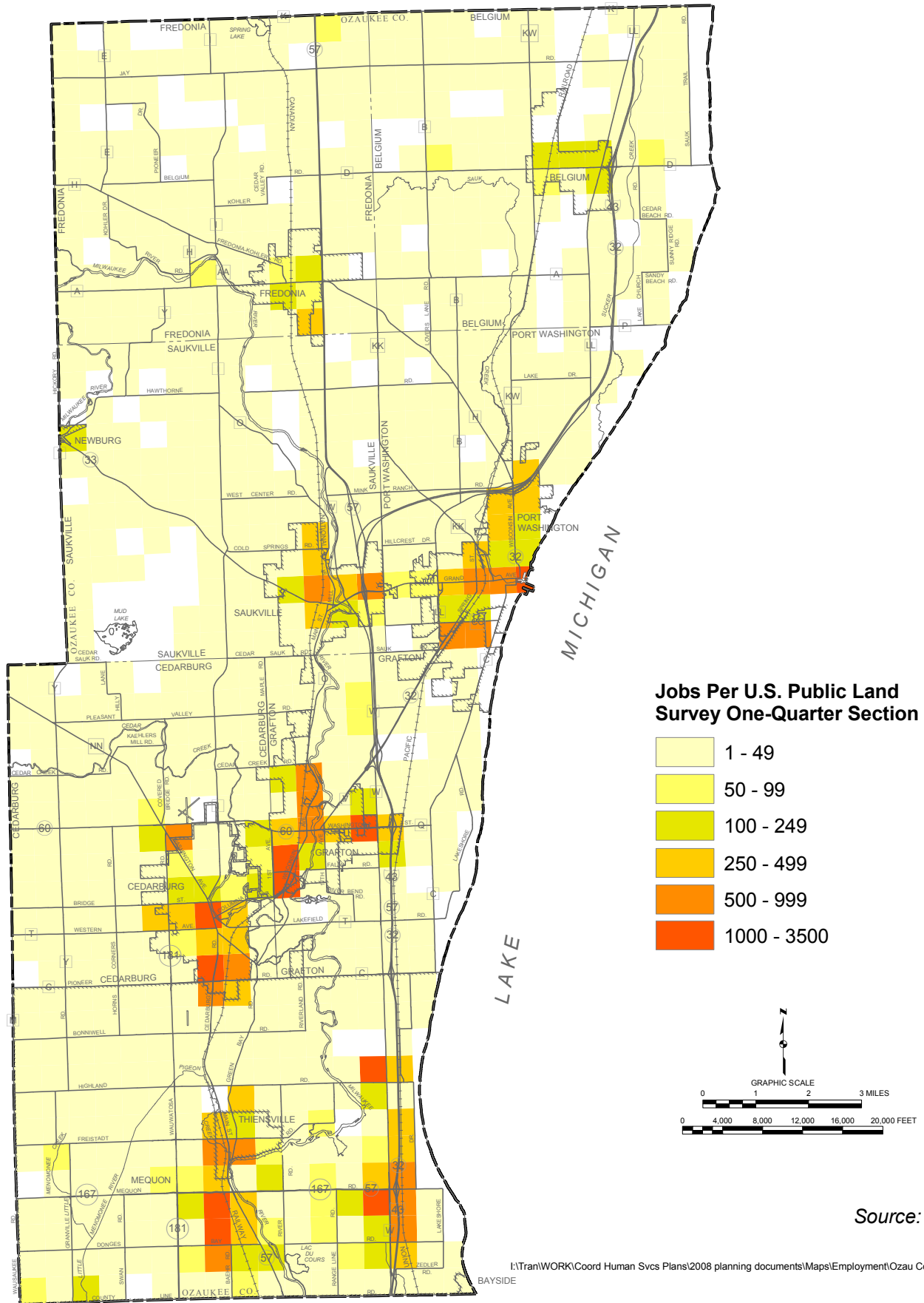
Transportation needs must also consider the local travel demand generated by major activity centers. Major activity centers can be land uses or facilities that currently attract, or have the potential to attract, significant total person or transit person trips. Seven types of major activity centers were considered for this Coordination Plan:

- Residential Facilities for Seniors, People with Disabilities, and Low-Income Families
- Major Hospitals, Medical Centers, or Clinics with 10 or more physicians
- Job Resource Centers
- Senior Centers and Senior Meal Sites
- Major Employers with 100 or more employees
- Major Institutions of Higher Education
- Major Commercial Areas

Map 4 shows their locations. Many of these activity centers are distributed throughout the Cities of Cedarburg, Mequon, and Port Washington and the Village of Grafton. A very small number are located in the rest of the County.

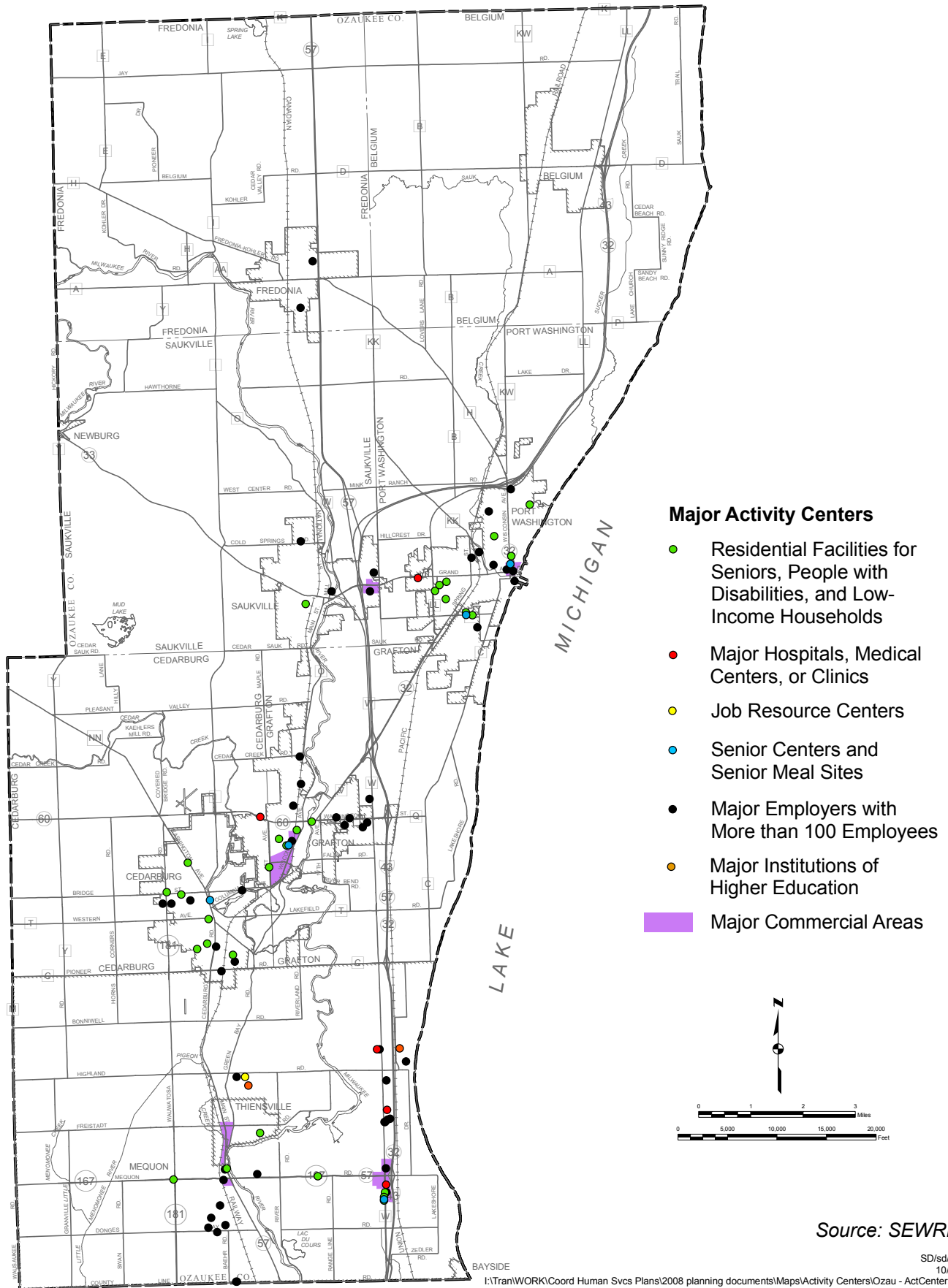
Map 3

EMPLOYMENT DENSITY BY U.S. PUBLIC LAND SURVEY QUARTER-SECTION IN OZAUKEE COUNTY: 2000



Map 4

MAJOR ACTIVITY CENTERS IN OZAUKEE COUNTY: 2008



III. CURRENT TRANSPORTATION SERVICES

Ozaukee County is served by a number of transportation providers, ranging in size from the Ozaukee County Transit System which includes the Ozaukee County Shared-Ride Taxi and the Ozaukee County Express service, to volunteer organizations that serve individuals by providing rides in private automobiles.

Table 2 lists the major transportation providers currently serving Ozaukee County, and identifies the type of service they provide, their service area, their hours of operation, and their funding sources in addition to passenger fares. The table lists the services that are available to the general public along with services that are primarily aimed at serving special population groups, or “human services transportation”.

Transportation Services for the General Public

The principal transportation services for the general public provided in Ozaukee County are displayed on Map 5 and include:

- The Ozaukee County Express—operated by the Milwaukee County Transit System under contract with Ozaukee County—is a publicly-funded bus service that serves Ozaukee County residents commuting to jobs in the Milwaukee Central Business District and Milwaukee County residents commuting to jobs in Ozaukee County.
- The Ozaukee County Shared-Ride Taxi—operated by Specialized Transport Services, Inc., under contract with Ozaukee County—is a publicly-funded taxicab service that provides transportation for trips made anywhere in Ozaukee County. Users share the taxicab vehicle with one another in traveling between different trip origins and destinations.
- TransPORT Taxi Service is a publicly-funded shared-ride taxi service that operates within, and up to two miles outside, the City of Port Washington. The service is operated by Specialized Transport Services, Inc., under contract with the City of Port Washington.

Human Services Transportation

Other transportation services in the County are primarily aimed at serving the human services transportation needs of special population groups, including seniors, the disabled, low-income persons, or veterans and include:

- Balance, Inc. provides door-to-door service for participants in their programs for individuals with developmental disabilities.
- Cedarburg Senior Center provides advance reservation, curb-to-curb shared-ride taxi service primarily aimed at serving seniors residing in the City of Cedarburg, but available to all residents of the City of Cedarburg.
- Ozaukee Family Services provides advance reservation service to medical and personal appointments for seniors and disabled individuals in Ozaukee County.
- Portal Industries provides subscription fixed-route service for participants in its daily programs for seniors or disabled persons. Portal also provides advance reservation, door-to-door service for seniors residing in senior centers.

Table 2

INVENTORY OF TRANSPORTATION PROVIDERS IN OZAUKEE COUNTY: 2008

Name of Service Provider Contact, Phone	Type of Provider	Type of Service	Service Area	Eligible Users	Days and Hours of Operation	Fares per Trip	Vehicles Used	Funding Sources in Addition to Fares
Ozaukee County (262) 268-7744								
Ozaukee County Express Bus (414) 344-6711	Public	Fixed route	Stops in Cedarburg, Grafton, Mequon, Port Washington, Saukville, into Milwaukee County	General public	Monday-Friday: 5:24 am to 9:24 am 1:43 pm to 6:30 pm	Adults: \$2.75 cash \$22.00 for 10 tickets Seniors and Disabled: \$1.00 cash	5 40-passenger buses (Operated by Milwaukee County Transit System)	\$85.20 State Urban Mass Transit Operating Assistance \$5307 Federal Urbanized Area Formula Transit Assistance Ozaukee County
Ozaukee County Shared-Ride Taxi (262) 284-8294	Public	Demand response	Ozaukee County	General public	Monday-Friday: 6:00 am to 9:00 pm Saturday: 8:30 am to 6:00 pm Sunday: 8:00 am to 12:00 pm	Distance-based. Adults: \$2.75 to \$6.50 Students: \$2.50 to \$5.75 Seniors/disabled: \$2.25 to \$5.25	9 5-passenger sedans 1 15-passenger van 4 accessible mini-vans 6 accessible vans	\$85.20 State Urban Mass Transit Operating Assistance \$85.21 State Specialized Transportation Assistance Program for Counties \$5307 Federal Urbanized Area Formula Grants Ozaukee County
Amera-Care Transport, Inc. (414) 482-3113	Private, for-profit	Advance reservation, door-to-door	Ozaukee, Milwaukee, and Waukesha Counties	General public	Monday-Friday 7:00 am to 5:00 pm	Private pay and Title 19 Medicaid reimbursement	12 accessible vans	Title 19 Medical Assistance
Balance Inc. (262) 376-0695	Private, non-profit	Scheduled for activities and day trips	Ozaukee and Washington Counties	Participants in Balance Inc. programs	As required	No charge	4 accessible sedans 8 accessible vans	Family Care United Way Donations

Table 2 (Continued)

Name of Service Provider Contact, Phone	Type of Provider	Type of Service	Service Area	Eligible Users	Days and Hours of Operation	Fares per Trip	Vehicles Used	Funding Sources in Addition to Fares
Cedarburg Senior Center (262) 375-7644	Public	Advance reservation, curb-to-curb	15-mile radius around City of Cedarburg	Seniors & City of Cedarburg residents	Monday-Friday: 9:00 am to 4:00 pm	Distance-based. Within city: \$1.00 Outside of city: \$2.00 to \$5.00	1 6-passenger van	Private Donations City of Cedarburg
City of Port Washington TransPORT Taxi Service (262) 284-0090	Public	Advance reservation, door-to-door, 30-minute response time	2-mile radius around City of Port Washington	General public	Monday – Thursday: 7:30 am to 6:00 pm Friday: 7:30 am to 9:00 pm Saturday: 8:00 am to 6:00 pm Sunday: 8:00 am to 2:00 pm	Adults: \$2.75 Students, Seniors & Disabled: \$2.25 Children (age 5 and under): Free with adult	1 7-passenger van 1 7-passenger accessible van	\$5311 Federal Rural Formula Transit Assistance \$85.20 State Urban Mass Transit Operating Assistance City of Port Washington
Columbia-St. Mary's Hospital (262) 243-7300	Private, Non-profit	Advance reservation, curb-to curb	From Glendale to north of Saukville and Port Washington	Qualified ambulatory patients	Monday-Friday: 8:00 am to 3:30 pm	No charge	2 5-passenger vans	Columbia-St. Mary's Hospital
Home Instead Senior Care (262) 546-0226	Private, for-profit	Advanced reservation, door-through-door	Ozaukee, Milwaukee, and Washington Counties	Ambulatory individuals	Seven days a week, 24 hours a day	Private pay: \$15/half hour	1 van	- -
Interfaith Caregivers (262) 284-7130	Private, Non-profit	Advance reservation, door-through-door	Ozaukee County to appointments outside the County	Seniors & disabled individuals	Monday-Friday: 9:00 am to 3:00 pm Limited service at other times	No charge	Volunteers use own vehicles	Private Grants Private Donations Ozaukee County
Lifestar (262) 338-9798	Private, for-profit	Advance reservation, door-to-door	Ozaukee and Milwaukee Counties and long distance locations	Seniors & disabled individuals	Seven days a week, 24 hours a day	Private pay and Title 19 Medicaid reimbursement	Accessible vans	Title 19 Medical Assistance
Ozaukee Family Services (262) 376-7774	Private, non-profit	Advance reservation	Ozaukee County	Seniors & disabled individuals	Monday-Friday: 9:00 am to 3:00 pm	No charge	N/A	Private donations

Table 2 (Continued)

Name of Service Provider Contact, Phone	Type of Provider	Type of Service	Service Area	Eligible Users	Days and Hours of Operation	Fares per Trip	Vehicles Used	Funding Sources in Addition to Fares
Pineview (262) 692-2817	Private, non-profit	Scheduled for activities and day trips	As required	Residents of Pineview facilities	As required	No charge	1 accessible van	- -
Port of Hope (262) 268-0301	Private, non-profit	Scheduled for activities and day trips	As required	Residents of Port of Hope facilities	As required	No charge	1 accessible van	- -
Portal Industries (262) 377-4410								
Community Integration and Community-based Program Transportation	Private, non-profit	Fixed route for programs, curb-to-curb or door-to-door	Ozaukee County	Seniors & disabled individuals	Monday-Friday: 7:00 am to 5:00 pm Limited service at other times	No charge	5 5-passenger mini-vans 9 15-passenger accessible vans	\$5310 Federal Elderly & Persons with Disabilities Program Community Care
Advanced Reservation Transportation	Private, non-profit	Advance reservations, door-to-door	Ozaukee County	Seniors residing in senior housing	By appointment	Varies with program		
Transtar Medical Transport (800) 972-8080	Private, for-profit	Advance reservation, door-to-door	Ozaukee and Milwaukee Counties and long distance locations	Seniors & disabled individuals	Monday-Saturday: 7:30 am to 4:30 pm	Private pay and Title 19 Medicaid reimbursement	Accessible vans	Title 19 Medical Assistance



- The remaining transportation services operated within the County are a combination of for-profit and non-profit providers that focus on providing transportation for medical appointments within Ozaukee County and to surrounding counties.

IV. ASSESSMENT OF TRANSPORTATION SERVICES AND IDENTIFICATION OF UNMET TRANSPORTATION NEEDS

Although some transportation needs can be understood by examining how current transportation providers meet the needs identified in Census data, maps, and other sources of demographic data, many of the needs can only be understood through direct dialogue and communication from agencies and individuals that provide or rely on transportation services. A wide range of individuals and agencies with an interest in transportation in the County were invited to participate in two meetings to assist in the development of the Coordination Plan (see Appendices A, B, and C). At the first meeting, Commission staff discussed the maps and data presented in the first three sections of this Coordination Plan. The attendees from Ozaukee County then formed a small group and went through an evaluation exercise in which they assessed:

- **Within** Ozaukee County, how well current transportation services meet residents' needs, based on: area served; days and hours of operation; fares; eligibility requirements for the service; vehicle accessibility for wheelchairs; customer service; reservation wait time; and ease of finding information on services; and
- **Between** Ozaukee County and other counties, how well current transportation services meet residents' needs, based on: area served; days and hours of operation; fares; eligibility requirements for the service; vehicle accessibility for wheelchairs; customer service; reservation wait time; and ease of finding information on services.

A summary of the key findings of the small group assessment and the identification of unmet transportation needs appears below.

Unmet Needs within County

- Lack of adequate service hours for transit operations. Service hours for both the Ozaukee County Express Bus and the Ozaukee County Shared-Ride Taxi operations do not always coincide with hours when users need service.
- Lack of same-day service. The Ozaukee County Shared-Ride Taxi and the Port Washington TransPORT Taxi cannot provide the same-day service desired by users, especially during weekday peak hours.
- Lack of wheelchair-accessible shared-ride taxi vehicles. Not all vehicles in the fleets used by the Ozaukee County Shared-Ride Taxi and the Port Washington TransPORT Taxi are wheelchair-accessible.
- Lack of travel training for the Ozaukee County bus and taxi services. Travel training should be made available for both consumers and for people who work with consumers such as case managers or counselors.
- Need for the existing mobility manager position to be continued, in order to promote a coordinated approach to solving transportation-related problems in the County.

Unmet Needs between Counties

- Lack of adequate transfer locations for the Ozaukee County Shared-Ride Taxi. There is only one location where transfers occur for the separate public shared-ride taxi services operated by Ozaukee and Washington Counties, and this site is a gas station in Newburg with no shelter for taxi passengers. This location needs to be improved to be suitable for transfers, and additional transfer points in Ozaukee or Washington Counties need to be identified for the two taxi systems. For example, one potential location may be at the “5 Corners” intersection of CTH Y and CTH NN.
- Lack of an inter-county agreement to allow the Ozaukee and Washington County shared-ride taxi services to carry passengers across County lines to or from locations in each County. This could reduce the need for transfer facilities.
- Lack of transportation for medical appointments, especially to and from medical facilities in adjacent counties. For example, there is a lack of transportation for veterans to medical centers outside Ozaukee County such as the Clement J. Zablocki Veterans Affairs Medical Center and Clinics.
- Lack of a central location for obtaining information on inter-county transportation services. A call center, website, or some other type of central location for information on inter-county transportation providers is needed.
- Lack of uniform service hours and fare structures for the separate public taxi systems serving Ozaukee and Washington Counties. For example, Washington County taxi fares are mileage-based; Ozaukee County taxi fares are zone-based. Also, Ozaukee County Shared-Ride Taxi operates until 9:00 p.m. and Washington County Shared-Ride Taxi operates until 10:00 p.m.
- Lack of a regularly scheduled bus service or special taxi service to connect the major cities and villages in Ozaukee and Washington Counties.

V. STRATEGIES TO ADDRESS UNMET NEEDS

This Coordination Plan presents two types of strategies for Ozaukee County to consider in addressing the identified transportation needs in the County. The first group is a list of Federal and State funding programs that provide financial support for public transportation services. The second group includes strategies that were identified by participants in the second meeting for the development of the Coordination Plan.

Financial Strategies: Federal and State Funding Programs

Descriptions of the Federal and State programs that provide financial assistance for public transportation services and which could be used in Ozaukee County are illustrated in Tables 3 and 4.

Table 3

FEDERAL TRANSIT ADMINISTRATION FUNDING PROGRAMS ADMINISTERED BY THE WISCONSIN DEPARTMENT OF TRANSPORTATION

Program	Type	Target rider	Eligible Applicants	Local Share (approx.)	Funding Level (approx.)	Application Cycle	Notes
Section 5307	Primarily operating	Public in urbanized areas (>50,000)	Local public bodies	50% of project deficit	\$42 million	Annual (application released in early fall)	Combined with State aid (s. 85.20) to cover up to 60% of operating expenses in small urbanized areas
Section 5309	Capital	Public	Local public bodies with Urban Public Transit Systems	20% of total costs	\$5 million	5309 capital requests are a component of annual application for state aid	Funding depends on annual Congressional Earmark
Section 5310	Capital	Elderly & Disabled	Primarily non-profits, but can be local public bodies, if non-profit is not readily available	20% of total costs	\$2 million	Biennial (application released in fall)	Combined with State funds (s.85.22)
Section 5311	Operating & Capital	Public in areas <50,000 in population	Local public bodies	<u>Operating</u> – 50% of project deficit <u>Capital</u> - 20% of total costs	\$11.8 million	Annual (application released in early fall)	Combined with State aid (s. 85.20), to cover up to 66% of operating expenses in non-urbanized areas
Section 5314 (STRAP)	Operating & Planning	Public in areas <50,000 in population	Local public bodies	20% of project deficit	\$2 million	Annual (application released in early fall)	Focus is on new or expanded services for rural areas
Section 5316 (JARC)	Operating & Capital	Low-income workers & reverse commuters	Local public bodies, non-profits, metropolitan planning organizations	<u>Operating</u> – 50% of project deficit <u>Capital</u> - 25% of total costs	\$1.2 million ^a	Annual (WETAP application released in early fall)	Combined with State funds (TEAM, ETA) under the WETAP program, which reduces the local share to 25% of operating project costs.
Section 5317 (New Freedom)	Operating & Capital	Individuals with Disabilities	Local public bodies, non-profits, and private operators of public transit services.	50% of project deficit	\$0.3 million ^a	Annual (application released in early fall)	Combined with State Division of Vocational Rehabilitation Funds to lower local share of rural projects

^a Only includes funding available for the Milwaukee Urbanized Area

Source: Wisconsin Department of Transportation and SEWRPC.

Table 4

**STATE OF WISCONSIN FUNDING PROGRAMS ADMINISTERED
BY THE WISCONSIN DEPARTMENT OF TRANSPORTATION**

Program	Type	Target rider	Eligible Applicants	Local Share (approx.)	Statewide Funding Level (approx.)	Application Cycle	Notes
s.85.20	Operating	Public in areas with at least 2,500 in population	Local public bodies	Rural 35% of total cost Urban 42% of total cost	\$102.6 million	Annual (application released in early fall)	Combined with Federal transit operating assistance funds (5311 & 5307)
s.85.21	Operating & Capital	Elderly & Disabled	Counties	20% of project costs	\$12.3 million	Annual (application released in fall)	Can be used as match for Federal programs
s.85.22	Capital	Elderly & Disabled	Primarily non-profits, but can be local public bodies	20% of total costs	\$0.9 million	Biennial (application released in fall)	Blended with Federal Section 5310 funds
TEAM (Trans. Employment and Mobility)	Operating & Capital	Low-income workers	Local public bodies, non-profits, metropolitan planning organizations	25% of project costs under WETAP	\$0.3 million	Annual (WETAP application released in early fall)	Combined with ETA (State) and JARC (Federal) under the WETAP program
ETA (Employment Transit Aids)	Operating & Capital	Low-income workers	Local public bodies, non-profits, metropolitan planning organizations	25% of project costs under WETAP	\$0.5 million	Annual (WETAP application released in early fall)	Combined with TEAM (State) and JARC (Federal) under the WETAP program

Source: Wisconsin Department of Transportation and SEWRPC.

More information on Federal and State funding programs can be found at WisDOT's website (<http://www.dot.wisconsin.gov/localgov/transit/index.htm>). In addition to the Federal and State programs shown in Tables 3 and 4, which are aimed primarily at providing transportation services, various human-service funding programs and block grant programs can be used for transportation services.

Prioritized Strategies to Address Unmet Needs

Attendees of the second Coordination Planning meeting were asked to consider strategies to address the unmet needs that they had already identified. Commission staff gave a presentation that illustrated many potential strategies to improve transportation service. All of the attendees who work or provide service in Ozaukee County then met as a group to discuss potential strategies for meeting unmet needs. They developed a list of strategies that they believed were appropriate for Ozaukee County, and then prioritized those strategies based on their ability to address the previously determined unmet needs and gaps in service. The prioritized strategies are listed below:

Strategies for Addressing Unmet Transportation Needs Identified for Ozaukee County Residents

1. Develop examples of unmet transportation needs in Ozaukee County. The examples could be used to demonstrate the need for coordination of services to County staff and officials and to public and private agencies that provide or fund transportation services in Ozaukee County.
2. Create a call center that is coordinated between Ozaukee and Washington Counties so that potential users can be directed to the appropriate services.

3. Provide permanent funding for a mobility manager position whose duties could include, but would not be limited to:
 - a. Assisting in coordinating transportation services.
 - b. Promoting the availability of transportation services.
 - c. Gathering and analyzing data to evaluate transportation options for seniors, disabled persons, and low-income individuals.
 - d. Developing strategies to obtain funding for projects that would improve or increase the transportation services available in the County.
4. Improve the convenience of shared-ride taxi services, especially for trips between Ozaukee and Washington Counties. Some potential improvements include:
 - a. Establish common policies and procedures across counties. For example, the Ozaukee County Shared-Ride Taxi should provide door-through-door service, similar to what is provided by the Washington County Taxi service.
 - b. Create a common fare structure between Ozaukee and Washington Counties. Washington County Shared-Ride Taxi should change to a zonal fare structure to be compatible with that of the Ozaukee County Taxi service.
 - c. Utilize technologies such as mobile data terminals, automatic vehicle location, and mapping software to allow for live dispatch to facilitate same-day scheduling for trip requests.
 - d. Pursue inter-county agreements to expand the taxi service area into adjacent counties.
5. Purchase new vehicles to accommodate the demand for transportation services and maintain or improve the level of service offered.
6. Establish flex-route transit services for passengers traveling between Ozaukee County and Washington County. A flex-route service would allow deviating from a route so that passengers may be picked up or dropped off at locations within a reasonable distance of the regular route.
7. Support auto purchase and repair programs and driver's license recovery programs directed at low-income workers who cannot use public transportation to get to jobs. One example would be the Keys to Work Auto Loan Program sponsored by Waukesha-Ozaukee-Washington Workforce Development, Inc.

VI. PLAN IMPLEMENTATION

Attendees of the second Coordination Planning meeting were also asked to consider who would be responsible for implementing each of the identified strategies. Some of the potential responsible parties identified by participants from the agencies and organizations in Ozaukee County are listed below.

Ozaukee County

- Develop examples of unmet transportation needs in Ozaukee County that can be used to brief officials on the issue.
- Create a call center that is coordinated between Ozaukee and Washington Counties.
- Improve service convenience for the County bus and taxi services.

Mobility Managers

- Assist in coordinating transportation services.
- Develop and provide information showing the availability of transportation services.
- Gather and analyze data to evaluate intermodal transportation options for seniors, disabled, and low-income individuals.
- Develop strategies to obtain funding for transportation projects.

All Transportation Providers

- Improve the convenience of transit services through common policies and procedures, common fare structures, live dispatch technologies, and driver training.
- Purchase new vehicles to accommodate the demand for transportation services.

APPENDICES

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Appendix A

LIST OF INDIVIDUALS AND AGENCIES INVITED TO ATTEND THE 2008 MEETINGS FOR COORDINATION PLANNING IN OZAUKEE AND WASHINGTON COUNTIES

First Name	Last Name	Title	Organization	City
Barbara	Fischer	Executive Director	Advocates of Ozaukee	Saukville
Betsy	Hanson		American Red Cross - Washington County	West Bend
John	Beisber		ARC of Washington County	West Bend
Laura	Eggert		Aurora Health--Hartford Hospital	Hartford
Craig	Modahl		Balance, Inc.	Grafton
Steve	Jaberg		Cedar Community	West Bend
Betty	Kristan		Cedar Ridge Retirement Campus	West Bend
Carol	LaFontaine	Senior Supervisor	Cedarburg Senior Center	Cedarburg
Fred	Beste	Chairman	Citizen Advocacy of Washington County, Inc.	West Bend
Mark	Grams		City of Port Washington/TransPORT Taxi	Port Washington
John	Dolan	Community Services	Columbia - St. Mary's Hospital	Milwaukee
Patti	Ferris	Mobility Manager	Community Care, Inc.	Milwaukee
			Community Comfort Transport	Mequon
Ruth	Reines	Developmental Disabilities Coordinator	Comprehensive Community Services Agency	West Bend
			COPE Services	Grafton
Colleen	Kasper		Family Sharing of Ozaukee County	Grafton
LaDonna	Kleiss	Director	Germantown Senior Center	Germantown
Lisa	Alves		Hartford City Taxi	Hartford
Mike	Hermann	Director of Parks and Recreation	Hartford City Taxi	Hartford
Phyllis	Cuellar	Director	Hartford Senior Center	Hartford
			Hi Tech Care Transport, Inc	Mequon
Lee	Schulz	Executive Director	IndependenceFirst	Milwaukee
			IndependenceFirst	Grafton
Marilyn	Gierczak	Executive Director	Interfaith Caregivers of Ozaukee County	Saukville
Debi	Genthe		Interfaith Caregivers of Washington County	West Bend
			L & W Transportation	Mequon
			Life Star Medical Transport	West Bend
Mary Kay	Howie		Lutheran Social Services- Mequon	Mequon
Jodymarie	Schwanz		Lutheran Social Services of Wisconsin	West Bend
			Ohana Ambulance and EMS	Port Washington
Michelle	Pike	Director	Ozaukee Aging and Disability Resource Center	Port Washington
Shea	Halula	Executive Director	Ozaukee Council, Inc.	Grafton
Lou	Skibicki		Ozaukee County ARC	Port Washington
Janice	Klemz	County Supervisor	Ozaukee County Board	Mequon
Robert	Dreblow	Highway Commissioner	Ozaukee County Highway Department	Port Washington

First Name	Last Name	Title	Organization	City
Robert	Haupt	Director	Ozaukee County Human Services	Port Washington
Frank	Peterson	Adult Services Supervisor	Ozaukee County Human Services	Port Washington
Eileen	Engl	Program Manager	Ozaukee County Human Services, Long Term Support	Port Washington
Suzanne	Plant		Ozaukee County Shared Ride Taxi	Port Washington
Eileen	Newby	Economic Support	Ozaukee County Social Services	Port Washington
Penny	Seidl	Program Supervisor	Ozaukee County Transit Services	Port Washington
Cheri	Farnsworth	Executive Director	Ozaukee Family Services	Grafton
			Personalized Transportation Services	Hubertas
Catherine	Kiener	Director	Port Washington Senior Center	Port Washington
Barb	Bagels		Portal Industries	Grafton
Carol	Stuebe	Director	Portal Industries	Grafton
Jack	Reindl		Portal Industries - Support Employment	Grafton
			Salvation Army - Ozaukee County Unit	West Bend
Edward	Sommers	Administrator	Samaritan Health Center	West Bend
Ruth	Wrubbel		Senior Friends, Inc.	Hartford
John	Schnabl	Director	Southeastern Wisconsin Area Agency On Aging	Brookfield
Steve	Johnson		Specialized Transportation Services	West Bend
Annette	Virlee		Synergy Health Center - St. Joseph's	West Bend
Thomas	Bergerud		The Threshold, Inc.	West Bend
			Transtar Medical Transport	Campbellsport
Mark	Baldwin		Veterans Service Office	West Bend
Kenneth	Brown		Veterans Service Office	Port Washington
Linda	Olson	Director	Washington County Aging and Disability Resource Center	West Bend
Dan	Goetz	Chairperson Transportation Committee	Washington County Board of Supervisors	Richfield
Kenneth	Pesch	Highway Commissioner	Washington County Highway Department	West Bend
Joseph	Steier III	Transit Manager	Washington County Highway Department	West Bend
Michael	Bloedorn		Washington County Human Services	West Bend
John	Capelle	Director	West Bend Department of Community Development	West Bend
Cindy	Cain	WDA Director	Workforce Development Area 3	Waukesha
D.J.	Blum	Program Manager	WOW Workforce Development, Inc	Pewaukee

Appendix B

RECORD OF FIRST MEETING 2008 COORDINATION PLANNING IN OZAUKEE AND WASHINGTON COUNTIES

DATE: September 4, 2008

TIME: 1:00 p.m.

PLACE: Meeting Room
Washington County Highway Department
West Bend, Wisconsin

PARTICIPANTS

Lisa Alves.....City of Hartford
Mark Baldwin..... Washington County Veteran's Office
Tom Bergerud..... The Threshold, Inc.
DJ Blum..... Waukesha-Ozaukee-Washington Workforce Development, Inc.
Patrick Covault..... St. Joseph's Hospital
Patti Ferris Community Care
Maggie Loke..... Washington County Commuter Express
Mary Martin St. Joseph's Hospital
Julie Nolan..... City of West Bend
Linda Olson Washington Aging and Disability Resource Center
Ken Pesch Washington County Highway Department
Suzanne Plant Ozaukee County Shared-Ride Taxi
Penny Seidl..... Ozaukee County Transit Services
Joseph Steier..... Washington County Highway Department
Michelle Wagner Washington County Commuter Express

FACILITATORS

Albert A. Beck..... Principal Planner, SEWRPC
Sonia Dubielzig Senior Planner, SEWRPC
Eric Lynde Planner, SEWRPC

WELCOME AND INTRODUCTIONS

Mr. Al Beck welcomed participants and asked attendees to introduce themselves, the agency they represented, and, if they provided any service, what type of service they provided to the meeting. Mr. Beck then explained the main tasks for the meeting:

1. Background information on coordination requirements
2. Assessment of transportation needs
3. Assessment of existing transportation services
4. Assessment of unmet transportation needs and gaps in transportation service
5. Wrap-up and preview of next meeting

BACKGROUND INFORMATION ON COORDINATION REQUIREMENTS

Mr. Beck described the federal requirements for project funding and coordination plans. He also described the Wisconsin Department of Transportation 2008 coordinated planning process and the need for multi-county and regional plans.

ASSESSMENT OF TRANSPORTATION NEEDS

Ms. Dubielzig described the characteristics of the Ozaukee and Washington County area, including the actual and projected total population trends and the trends for each transit-dependent population group. Maps of the distributions of total population, transit-dependent population groups, employment, and activity centers were shown and described as well.

ASSESSMENT OF EXISTING TRANSPORTATION SERVICES

Mr. Lynde described the inventories of principal transportation providers in Ozaukee and Washington Counties, including local and intercity transit services for the general public and human services transportation providers. He then described the service area map for public transportation providers along with a service area map for senior van service providers.

SMALL GROUP DISCUSSION: ASSESSMENT OF SERVICES WITHIN EACH COUNTY AND BETWEEN EACH COUNTY

After the presentation of the inventories of existing services, the attendees were divided into three small groups of four to seven people, according to the county they were affiliated with. There was one group for Ozaukee County and two groups for Washington County. In the small groups, participants discussed how well current transportation services were meeting residents' needs for travel within each county as well as between the two counties. They were then asked to rank the existing services from 1 = "Excellent" to 5 = "Very Poor" for eight different categories. The small groups reported the results of their assessments to the rest of the attendees. A summary of the key findings of the small group assessment appears in the County Coordinated Public Transit-Human Services Transportation Plans.

SMALL GROUP DISCUSSION: ASSESSMENT OF UNMET NEEDS AND GAPS IN SERVICE

After the small group discussions assessing existing transportation services, the same small groups discussed the unmet needs or gaps in service. The groups then prioritized the unmet needs or gaps that they agreed upon. In addition each group drew on a blank map of the two counties, indicating the locations of unmet needs or gaps along with desired services that might address those unmet needs. The small groups reported the results of their assessments to the rest of the attendees.

WRAP-UP AND PREVIEW OF NEXT MEETING

After the small group discussions, the facilitators asked that before the next meeting, attendees review a table of potential actions and strategies for addressing the unmet needs they had come up with and prioritized. The facilitators explained that the next meeting would focus on those strategies to address, and on determining who will be responsible for implementing the selected strategies and continuing transportation coordination in the future.

* * *

Appendix C

RECORD OF SECOND MEETING 2008 COORDINATION PLANNING IN OZAUKEE AND WASHINGTON COUNTIES

DATE: September 22, 2008

TIME: 1:00 p.m.

PLACE: Lunch Room
Ozaukee County Highway Department
Port Washington, Wisconsin

PARTICIPANTS

Dave Balister Ohana Ambulance and EMS
Tom Bergerud..... The Threshold, Inc.
John Capelle City of West Bend
Mary Ferrell..... Ozaukee County
Marilyn Gierczak..... Interfaith Caregivers of Ozaukee County
Patti Haas..... Ozaukee Family Services
Robert Haupt Ozaukee County Human Services
Roxanne Ketchpaw..... West Bend Shared-Ride Taxi
Maria Kikstra..... The Threshold, Inc.
Maggie Loke..... Washington County Commuter Express
Tina Lijnes..... Ohana Ambulance and EMS
Mike Lubbert..... Ohana Ambulance and EMS
Craig Modahl..... Balance, Inc.
Tom Perry Community Care
Michelle Pike..... Ozaukee Aging and Disability Resource Center
Suzanne Plant Ozaukee County Shared-Ride Taxi
Penny Seidl..... Ozaukee County Transit Services
Joseph Steier..... Washington County Highway Department
Rosie Steinert Ozaukee County Transit Services
Michelle Wagner Washington County Commuter Express

FACILITATORS

Albert A. Beck..... Principal Planner, SEWRPC
Sonia Dubielzig Senior Planner, SEWRPC
Eric Lynde Planner, SEWRPC

WELCOME AND INTRODUCTIONS

Mr. Al Beck welcomed participants and asked attendees to introduce themselves, the agency they represented, and, if they provided any service, what type of service they provided to the meeting. Mr. Beck then explained the main tasks for the meeting:

1. Presentation on transportation funding programs and State coordination efforts
2. Review of key findings from the previous meeting
3. Assessment of unmet transportation needs and gaps in transportation service
4. Presentation of strategies to address unmet needs and gaps in service
5. Selection and prioritization of strategies to address unmet needs and gaps in service
6. Wrap-up

PRESENTATION OF TRANSPORTATION FUNDING PROGRAMS AND STATE COORDINATION EFFORTS

Bobbie Beson-Crone of the Wisconsin Department of Transportation (WisDOT) described the funding programs that exist for transportation services and projects. She also described the role and efforts that WisDOT has made to aid in completing the coordination planning process.

REVIEW OF KEY FINDINGS FROM PREVIOUS MEETING

Mr. Lynde summarized the key findings regarding unmet transportation service needs determined by meeting attendees at the September 4, 2008 meeting. Several additions and modifications to the findings were made based on the comments of attendees. Mr. Lynde indicated the changes would be reflected in the final coordination plans for each county.

SMALL GROUP DISCUSSION: RANKING OF UNMET TRANSPORTATION NEEDS

After the review of key findings, the attendees were divided into three small groups, according to the county they were affiliated with. In the small groups, participants discussed worksheets that each had completed prior to the meeting, describing how well current transportation services were meeting residents' needs for travel within each county as well as between the two counties. They were then asked to come to an agreement on the unmet needs, and the priority, or order of importance, of addressing each unmet need.

PRESENTATION OF STRATEGIES TO ADDRESS UNMET NEEDS AND GAPS IN SERVICE

Ms. Dubielzig presented strategies that could potentially address the prioritized unmet transportation needs and gaps in service that were derived from the previous small group discussion. Each attendee was asked to consider if each strategy could succeed within the county they were associated with.

SMALL GROUP DISCUSSION: SELECTION AND PRIORITIZATION OF STRATEGIES TO ADDRESS UNMET NEEDS AND GAPS IN SERVICE

After the presentation of strategies, the attendees returned to their groups. In the groups, they discussed the strategies and how well they might meet the needs of their county. They were then asked to select strategies that were applicable within their county and between counties, and prioritize the selected strategies based on their ability to address the previously determined unmet needs and gaps in service, as well as how easy each strategy would be to implement. In addition, the participants were asked to identify who would be responsible for implementing each strategy and to agree upon how future transportation coordination will happen. A summary of the selected strategies appears in each County's Coordination Plan.

WRAP-UP

After the small group discussions, the facilitators concluded the meeting by explaining how SEWRPC staff would assemble each County Coordinated Public Transit-Human Services Transportation Plan and would send each plan to WisDOT staff.

* * *