

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

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MEMORANDUM REPORT NO. 183

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

Prepared for Washington County by the  
Southeastern Wisconsin Regional Planning Commission

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## TABLE OF CONTENTS

I.	INTRODUCTION	
	Federal and State Coordination Planning Requirements .....	1
	Role of the Southeastern Wisconsin Regional Planning Commission .....	1
II.	TRANSPORTATION NEEDS OF INDIVIDUALS WITH DISABILITIES, SENIORS, AND PEOPLE WITH LOW INCOMES	
	General Population Characteristics .....	3
	Transit-Dependent Population Characteristics.....	3
	Employment Characteristics .....	5
	Major Activity Centers .....	5
III.	CURRENT TRANSPORTATION SERVICES	
	Transportation Services for the General Public .....	6
	Human Services Transportation.....	6
IV.	ASSESSMENT OF TRANSPORTATION SERVICES AND IDENTIFICATION OF UNMET TRANSPORTATION NEEDS	
	Unmet Needs within County .....	7
	Unmet Needs between Counties .....	7
V.	STRATEGIES TO ADDRESS UNMET NEEDS	
	Financial Strategies: Federal and State Funding Programs.....	9
	Prioritized Strategies to Address Unmet Needs.....	10
VI.	PLAN IMPLEMENTATION	
	Washington County .....	13
	Cities of Hartford and West Bend.....	13
	Mobility Managers.....	13
	All Transportation Providers.....	13

## LIST OF APPENDICES

### Appendix

A	List of Individuals and Agencies Invited to Attend the 2008 Meetings for Coordination Planning In Ozaukee and Washington Counties .....	A-1
B	Record of First Meeting for 2008 Coordination Planning in Ozaukee and Washington Counties....	B-1
C	Record of Second Meeting for 2008 Coordination Planning in Ozaukee and Washington Counties .....	C-1

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## **I. INTRODUCTION**

The Washington 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 Washington 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 Washington County have received funding under the Section 5310 and JARC 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 Washington 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 public service plan for Washington County was prepared in 1996 and provided recommendations that guided the implementation of the County's public shared-ride taxi service in 1998 and fixed-route bus service in 1999. The Commission anticipates that a request will be made by Washington 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 review and recommend transit system improvements to address the identified deficiencies and unmet transit service needs. The unmet transit service needs identified for the 2008 Washington County Coordination Plan will be considered during the preparation of a new transit development plan for Washington County.



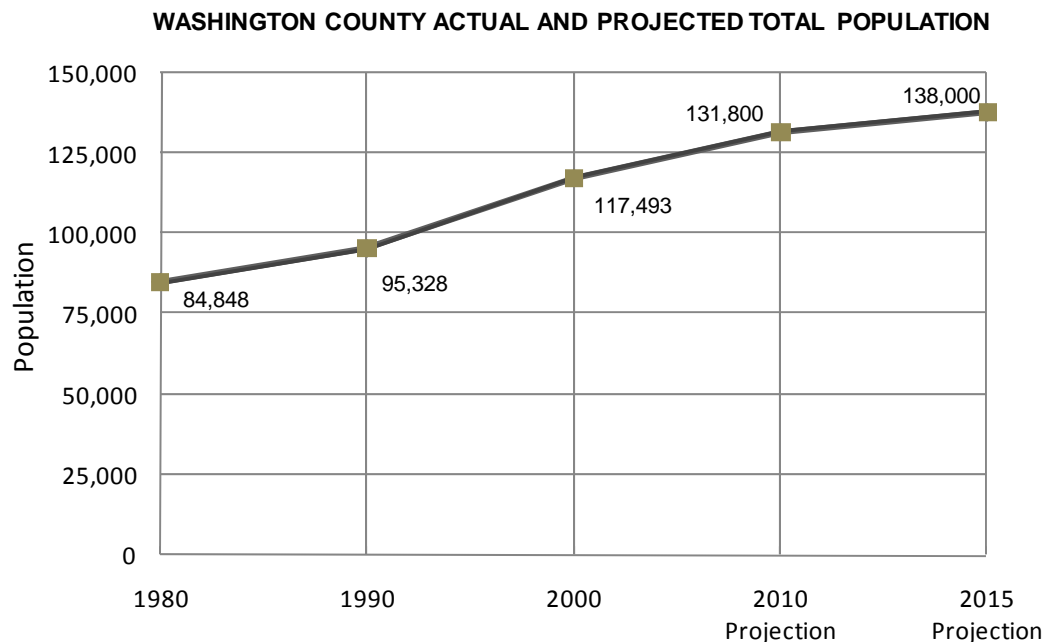
## II. TRANSPORTATION NEEDS OF INDIVIDUALS WITH DISABILITIES, SENIORS, AND PEOPLE WITH LOW INCOMES

### General Population Characteristics

Washington County is located in southeastern Wisconsin, bordered by Dodge County to the west, Fond du Lac and Sheboygan Counties to the north, Ozaukee County to the east, and Waukesha County to the south. Washington County's population in 2007 was 129,300 persons, according to the U.S. Census Bureau. Of that total, the combined population of the Cities of West Bend and Hartford and the Village of Germantown made up 63,500 persons, or about 49 percent. In the rest of the County, small concentrations of population also exist in the Villages of Jackson, Kewaskum, and Slinger. Map 1 shows the population density in 2000 by U.S. Public Land Survey quarter-section.

Washington County's population has grown rapidly since 1990. Between 1990 and 2000, the County's population grew by about 23 percent from approximately 95,300 to 117,500 persons, respectively. The rapid growth is expected to continue through 2015. As Figure 1 displays, the Washington County population is projected to reach 138,000 persons by the year 2015.

Figure 1



Source: U.S. Census Bureau and SEWRPC

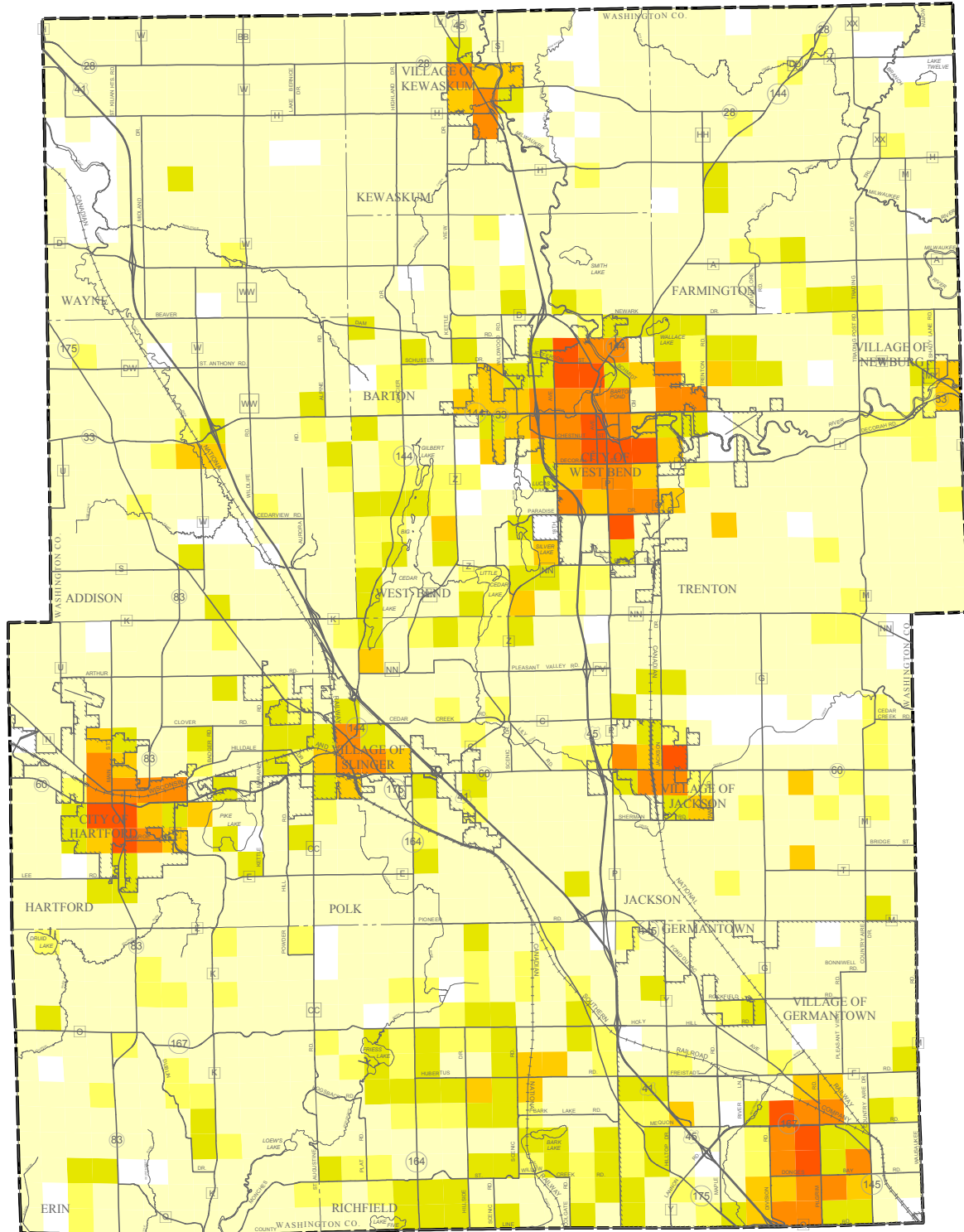
### Transit-Dependent Population Characteristics

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:

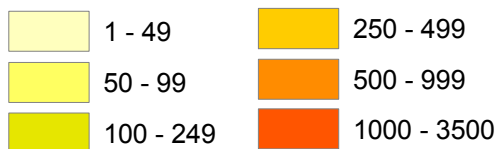
- School-age children (ages 10 through 16),
- Seniors (ages 65 and older),
- Persons in low-income households,
- Disabled individuals, and
- Households with no vehicle available.

# Map 1

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



### Persons Per U.S. Public Land Survey One-Quarter Section



Source: SEWRPC

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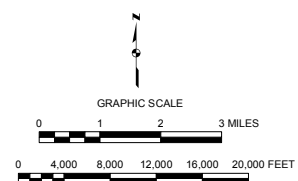


Table 1 displays the historic population of these groups in the study area in 1980, 1990, and 2000. The information in the table leads to the following observations:

- Persons in low-income households accounted for the largest share of the transit-dependent population in the County at about 12 percent of the total population. Disabled persons and households with no vehicle available accounted for the smallest portion of the total population or households at about 4 percent each.
- Between 1990 and 2000, persons with disabilities increased in absolute number and in the share of the total population. School-age children, seniors, and zero-auto households have increased in absolute numbers but remained stable in their percent of total population or households. Persons in low-income households have remained relatively stable in absolute numbers but have dropped in their percent of total population.

**Table 1**

**TRENDS IN TRANSIT-DEPENDENT POPULATION GROUPS IN WASHINGTON 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)	12,249	14	10,425	11	12,850	11
Seniors (65 and older)	7,125	8	10,675	11	13,201	11
Persons in Low-Income Households <sup>a</sup>	14,152	17	13,648	14	13,876	12
Disabled Persons <sup>b</sup>	965	1	1,612	2	4,195	4
Households with No Vehicle Available	1,119	4	1,377	4	1,720	4
Total County Population	84,848	--	95,328	--	117,493	--
Total Number of Households	26,716	--	32,977	--	43,843	--

<sup>a</sup>Includes persons residing in households with a total family income less than 200 percent of the federal poverty level.

<sup>b</sup>The 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.

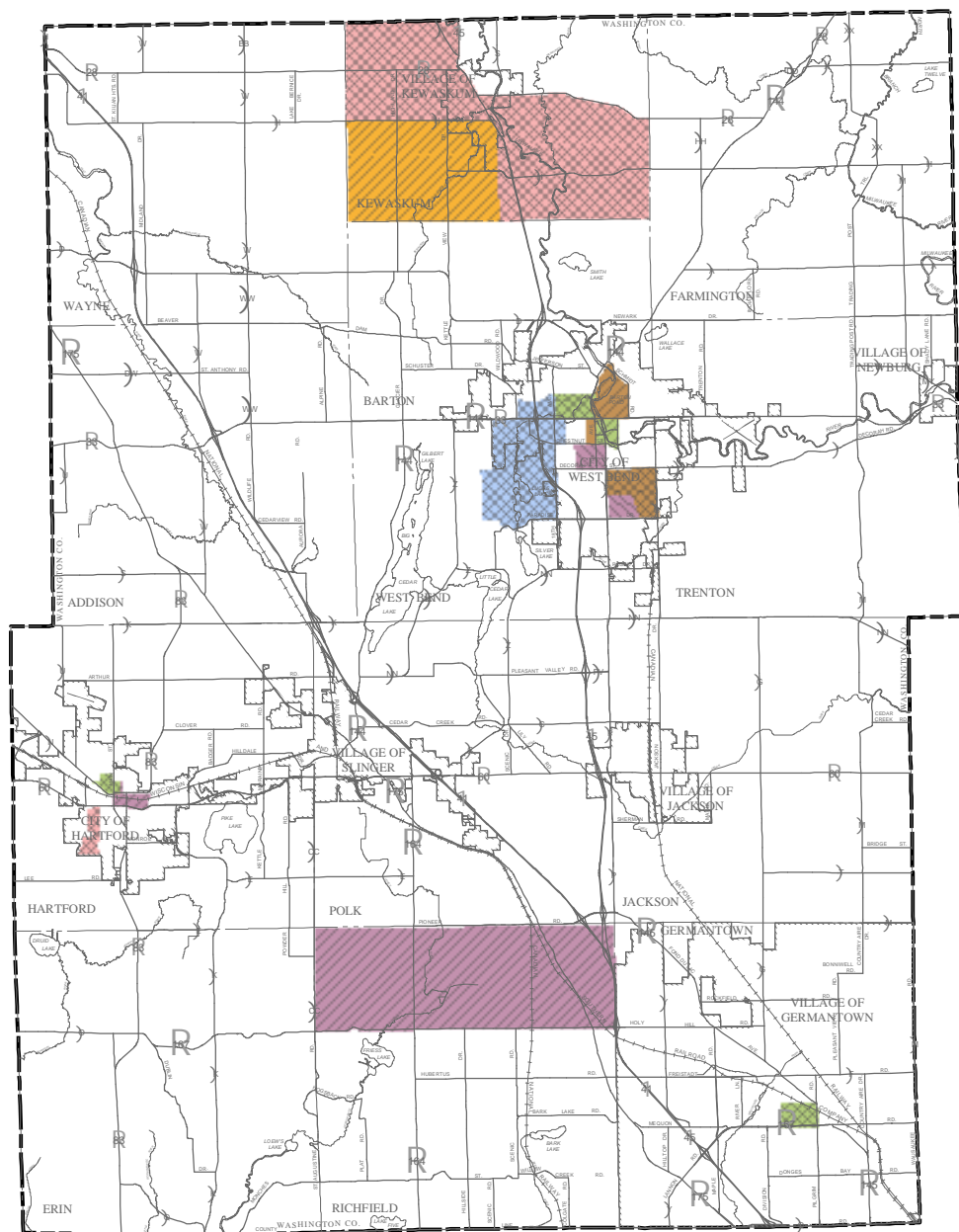
Source: U.S. Census Bureau and SEWRPC.

Data from the 2000 Census were used to identify areas in Washington 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 City of West Bend. Transit-dependent population concentrations in the rest of the County were low, with the exception of some areas in and around the Village of Kewaskum and in some areas in the northern portion of the Town of Richfield.






## Map 2

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








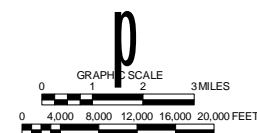
Five population groups may be expected to depend on public transit more than the general population. This map shows the 2000 Census block groups with concentrations above the County averages for at least three of the five transit-dependent groups:

### 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

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### **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 City of West Bend in the densely-developed areas. The City of Hartford, and Villages of Germantown, Jackson, Slinger, and Kewaskum also have small concentrations of employment.

### **Major Activity Centers**

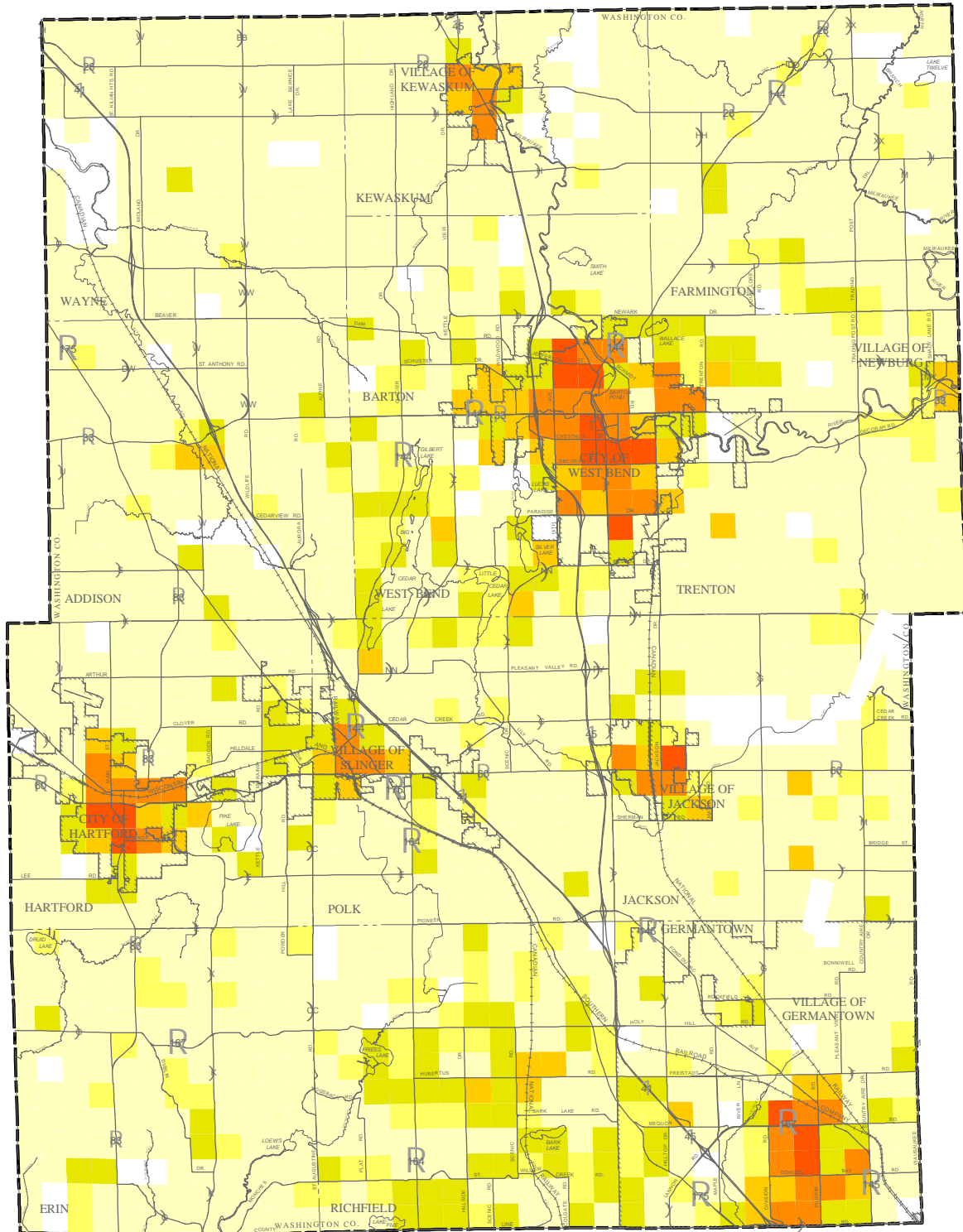
Transportation needs must also consider the local travel demand generated by major activity centers. Major activity centers can be land uses or facilities that currently attract, or have the potential to attract, significant total person or transit person trips. Seven types of major activity centers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

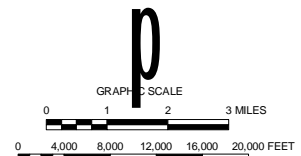
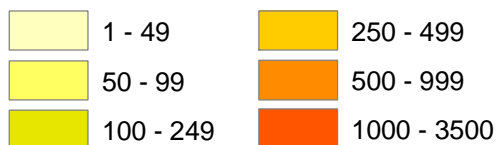
Map 4 shows their locations. Most of these activity centers are located in and around the Cities of Hartford and West Bend, and in the Villages of Germantown and Slinger. A small number are located in other parts of the County.

# Map 3

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



### Jobs Per U.S. Public Land Survey One-Quarter Section



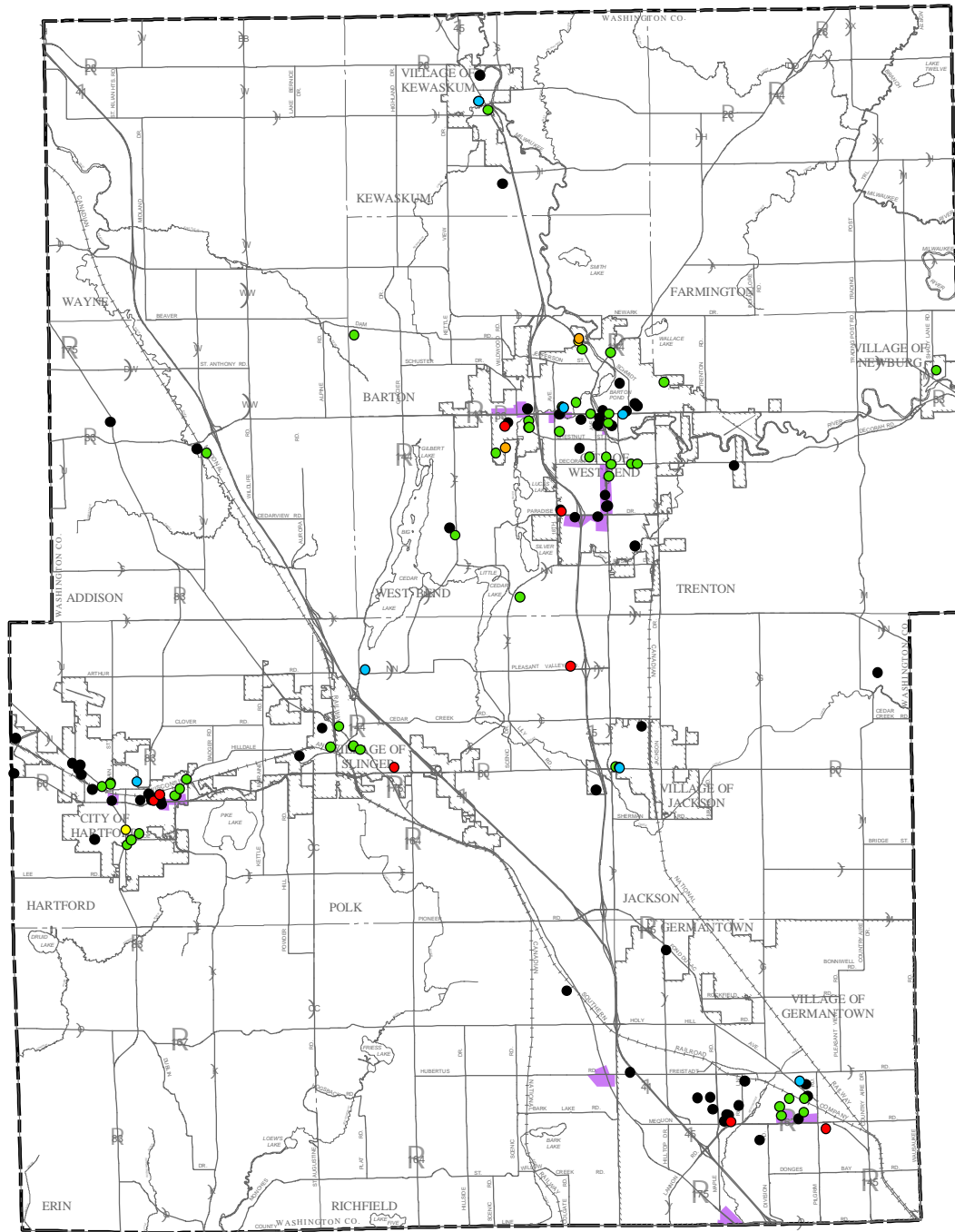
Source: SEWRPC

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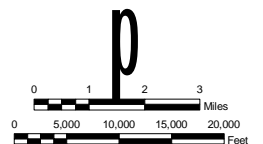
# Map 4

## MAJOR ACTIVITY CENTERS IN WASHINGTON COUNTY: 2008



### Major Activity Centers

- Residential Facilities for Seniors, People with Disabilities, and Low-Income Households
- Major Hospitals, Medical Centers, or Clinics
- Job Resource Centers
- Senior Centers and Senior Meal Sites
- Major Employers with More than 100 Employees
- Major Higher Education Centers
- Major Commercial Areas



Source: SEWRPC

### **III. CURRENT TRANSPORTATION SERVICES**

Washington County is served by a number of transportation providers, ranging in size from the Washington County Shared-Ride Taxi, a demand response system providing service throughout the County, to volunteer organizations that serve individuals by providing rides in private automobiles.

Table 2 lists the major transportation providers currently serving Washington 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 includes services that are available to the general public as well as services 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 Washington County are displayed on Map 5 and include:

- Washington County Commuter Express—operated by a private transit company, Riteway Bus Services, Inc., under contract with the County—is a publicly-funded bus service that serves Washington County residents commuting to jobs in Milwaukee County.
- Washington County Shared-Ride Taxi—operated by a private transit company, Specialized Transport Services, Inc., under contract with the County—is a publicly-funded shared-ride taxi service that provides transportation to the general public for travel in the County or between the County and the northern portion of Menomonee Falls.
- West Bend Taxi—operated by a private transit company, Specialized Transport Services, Inc., under contract with the City of West Bend—is a publicly-funded shared-ride taxi service that serves the City of West Bend and immediate environs.
- Hartford City Taxi—operated by the City of Hartford Recreation Department—is a shared-ride taxi service that serves the City of Hartford and immediate environs as well as some trips into Dodge and Milwaukee Counties.

#### **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:

- American Red Cross provides door-to-door transportation from Washington County to medical appointments outside Washington County. The services are available to seniors, disabled persons, and others without means of transportation.
- The Threshold, Inc. provides fixed-route, fixed-schedule door-to-door service for participants in the daily programs for seniors or disabled persons.
- The remaining transportation services operated within the County are mostly private-for-profit services that focus on providing transportation for medical appointments within Washington County and to surrounding counties.



Table 2

INVENTORY OF TRANSPORTATION PROVIDERS IN WASHINGTON 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
<b>Washington County</b> (262) 335-7700								
<b>Washington County Commuter Express</b>	Public <sup>a</sup>	Fixed route	Service from park-and-ride lots in Richfield, Washington County Fair Park, West Bend, and Germantown into Milwaukee metro area.	General public	Monday-Friday: 5:19 am to 7:22 pm	Cash: \$3.25 one way  Tickets: \$2.75 one way	Vehicles and drivers provided by Riteway Bus Service, Inc.	\$85.20 State Urban Mass Transit Operating Assistance \$5307 Federal Urbanized Area Formula Grants
<b>Washington County Shared-Ride Taxi</b>	Public <sup>b</sup>	Demand response door-to-door and advanced reservation door-through-door	Washington County into northern part of Menomonee Falls		Monday- Saturday: 6:00 am to 10:00 pm Sunday: 8:00 am to 4:00 pm	Distance-based. Adults: \$3.00 - \$7.75 Students: \$2.50 - \$6.00 Seniors and Disabled: \$2.00 - \$5.25	<b>2</b> 4-passenger sedans <b>5</b> 6-passenger minivans <b>2</b> 15-passenger vans <b>6</b> 5-7 passenger accessible vans <b>4</b> 18-passenger accessible buses	\$85.20 State Urban Mass Transit Operating Assistance \$85.21 State Specialized Transportation Assistance Program for Counties \$5307 Federal Urbanized Area Formula Grants Washington County
<b>American Red Cross</b> (262) 334-5687	Private, non-profit	Advance reservation, door-to-door, for medical appointments	Washington County to appointments outside the County	Seniors, disabled, and those without other means of transport	Monday-Friday: 9:00 am to 3:00 pm	\$25.00 per trip for a regular vehicle \$35.00 per trip for an accessible vehicle	<b>7</b> non-accessible vans <b>3</b> accessible minivans	\$5310 Federal Elderly & Persons with Disabilities Program United Way donations

**Table 2 (Continued)**

<b>Name of Service Provider</b> Contact, Phone	<b>Type of Provider</b>	<b>Type of Service</b>	<b>Service Area</b>	<b>Eligible Users</b>	<b>Days and Hours of Operation</b>	<b>Fares per Trip</b>	<b>Vehicles Used</b>	<b>Funding Sources in Addition to Fares</b>
<b>Balance Inc.</b> (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	<b>4</b> accessible sedans <b>8</b> accessible vans	Family Care United Way Donations
<b>Germantown Senior Van Service</b> (262) 250-4712	Public	Advance reservation, curb-to-curb	From 5-mile radius of senior center, to destinations up to 20 miles away	Seniors 55 years and older	Monday-Friday: 9:00 am to 3:00 pm	Distance-based. Germantown Residents: \$1.00 to \$3.50 Non-residents: \$1.75 to \$3.75	<b>1</b> 4-passenger sedan <b>1</b> accessible minibus	Private donations
<b>Hartford City Taxi</b> (262) 673-8223	Public	Demand response, curb-to-curb and door-to-door	City of Hartford and within 1 mile outside city limits, plus Aurora Clinic in Slinger and 10 miles into Dodge County. Special long-distance trips to air, bus, and train passenger terminals in Milwaukee.	General public	Monday-Friday: 6:00 am to 9:00 pm Saturday: 8:00 am to 8:00 pm Sunday: 9:00 am to 4:00 pm	Cash: \$2.75 Senior/Disabled: \$2.50 Travel outside City limits: \$1.25 per mile Special trips to Milwaukee passenger terminals: \$41.50 first person, then \$20.50 each	<b>3</b> 7-passenger accessible vans	\$85.20 State Urban Mass Transit Operating Assistance \$5311 Federal Rural Formula Program
<b>Home Instead Senior Care</b> (262) 546-0226	Private, for-profit	Advanced reservation, door-through-door	Washington, Milwaukee, and Ozaukee Counties	Ambulatory individuals	Seven days a week, 24 hours a day	Private pay: \$15/half hour	<b>1</b> non-accessible van	- -
<b>Interfaith Caregivers of Washington County</b> (262) 365-0902	Private, non-profit	Advance reservation, door-to-door and door-through-door	Washington County	Residents of Washington County who are 60 years of age or older	Dependent on demand and availability of volunteer drivers	No charge	Volunteers provide their own vehicles.	Private Grants Private Donations
<b>Lifestar</b> (262) 338-9798	Private, for-profit	Advance reservation, door-to-door	Washington and surrounding Counties	Seniors & disabled individuals	Seven days a week, 24 hours a day	Private pay and Title 19 Medicaid reimbursement	<b>7</b> accessible vans	Title 19 Medical Assistance

**Table 2 (Continued)**

<b>Name of Service Provider</b> Contact, Phone	<b>Type of Provider</b>	<b>Type of Service</b>	<b>Service Area</b>	<b>Eligible Users</b>	<b>Days and Hours of Operation</b>	<b>Fares per Trip</b>	<b>Vehicles Used</b>	<b>Funding Sources in Addition to Fares</b>
<b>Medical Center Foundation of Hartford</b> (262) 670-7568	Private, non-profit <sup>c</sup>	Advance reservation, door-to-door, for patients of Aurora clinics in Hartford and Slinger	Washington County	Residents of Washington County who are seniors, disabled, or without other means of transport	Monday-Friday: 7:00 am to 5:00 pm	No charge	Vehicles and drivers provided by Washington County Shared-Ride Taxi.	Private Donations Medical Center Foundation
<b>St. Joseph's Hospital/Synergy Health</b> (262) 334-5533	Private, non-profit <sup>c</sup>	Advance reservation, door to door	Washington County	Residents of Washington County who are patients, volunteers, or employees of St. Joseph's Hospital	Monday-Friday: 6:00 am to 10:00 pm Saturday: 6:00 am to 10:00 pm Sunday: 8:00 am to 4:00 pm	No charge	Vehicles and drivers provided by Washington County Shared-Ride Taxi.	St. Joseph's Hospital
<b>The Threshold, Inc.</b> (262) 338-1188	Private, non-profit	Fixed-route, fixed-schedule, and door-to-door	Washington County	Seniors or disabled persons who participate in daily program offerings at The Threshold and other agencies.	Monday-Friday: 6:30 am to 5:00 pm Saturday: As needed Sunday: As needed	No charge	<b>10</b> 28-passenger accessible buses <b>2</b> 6-passenger accessible minivans <b>3</b> 8-passenger accessible vans <b>1</b> 10-passenger accessible minibus <b>1</b> 13-passenger minibus <b>1</b> 9-passenger van Volunteers also use own vehicles	\$5310 Federal Elderly & Persons with Disabilities Program

**Table 2 (Continued)**

<b>Name of Service Provider Contact, Phone</b>	<b>Type of Provider</b>	<b>Type of Service</b>	<b>Service Area</b>	<b>Eligible Users</b>	<b>Days and Hours of Operation</b>	<b>Fares per Trip</b>	<b>Vehicles Used</b>	<b>Funding Sources in Addition to Fares</b>
<b>Transtar Medical Transport</b> (800) 972-8080	Private, for-profit	Advance reservation, door-to-door	Washington 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
<b>West Bend Taxi</b> (262) 334-3096	Public	Demand response, curb-to-curb and door-to-door	City of West Bend and adjacent areas within 2 miles outside City limits.	General public	Monday-Saturday: 6:00 am to 10:00 pm Sunday/Holidays: 8:00 am to 4:00 pm	Adults: \$3.25 Students: \$2.75 Seniors: \$2.25	<b>7</b> 8-passenger vans <b>3</b> 9-passenger accessible vans <b>4</b> 7-passenger accessible vans	\$85.20 State Urban Mass Transit Operating Assistance \$5311 Federal Rural Formula Program

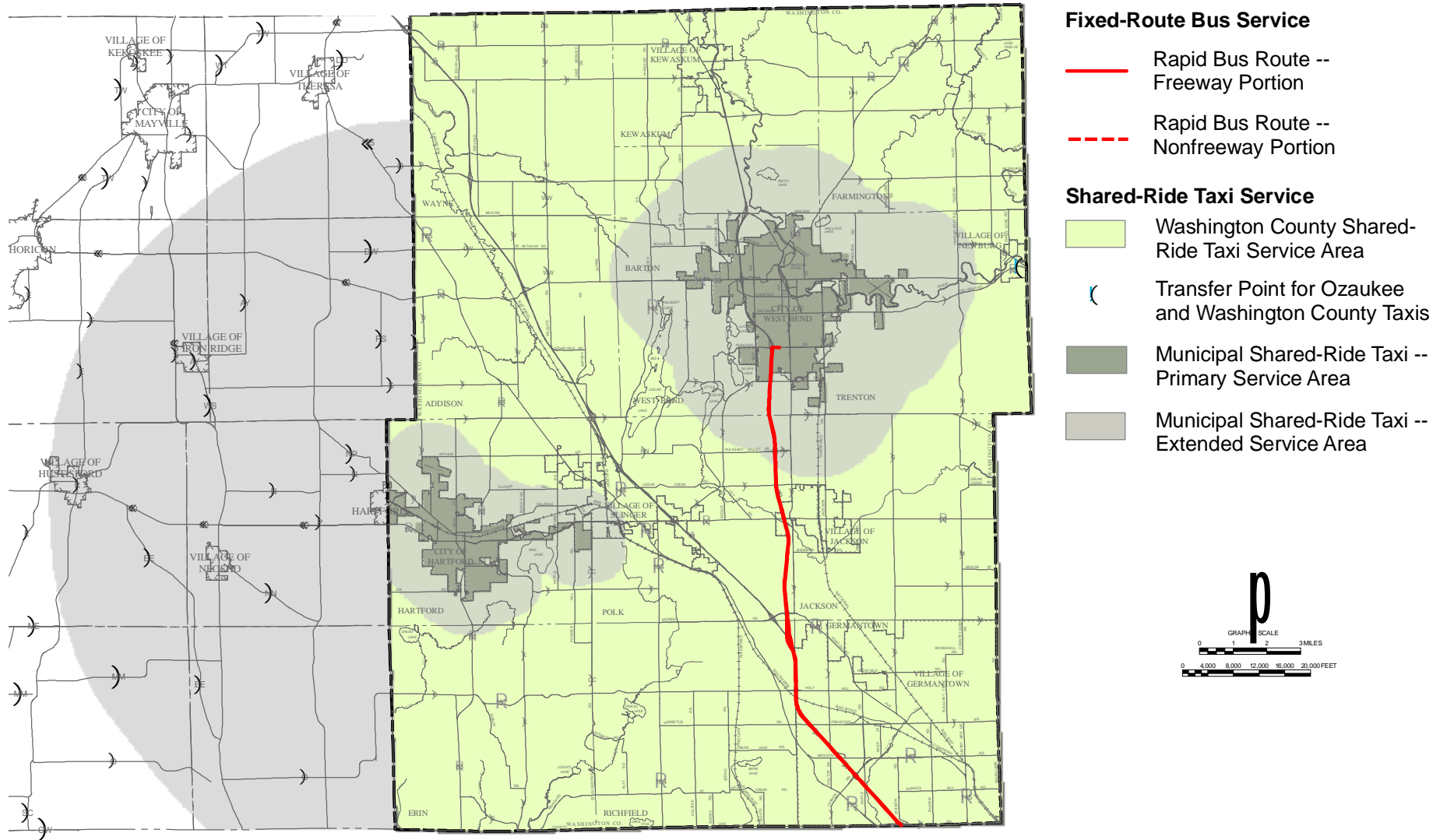
<sup>a</sup>Service provided by Riteway Bus Service, Inc.

<sup>b</sup>Service provided by Specialized Transit Services, Inc.

<sup>c</sup>Service provided by Washington County Shared-Ride Taxi, through Specialized Transit Services, Inc.

# Map 5

## SERVICE AREA FOR PUBLIC TRANSPORTATION SERVICES IN WASHINGTON COUNTY: 2008



Source: SEWRPC

#### **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 Washington County were then divided into small groups of about six people each. The small groups went through an evaluation exercise in which they assessed:

- **Within** Washington 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** Washington 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 transportation services to get workers to major employment centers in the County. For example, workers need transportation from communities like Hartford or Kewaskum to large employers in West Bend.
- Lack of adequate service hours for the Washington County Shared-Ride Taxi. For example, in the late evening patients at hospitals and clinics in the County are unable to use transit to return home, and second- and third-shift workers are unable to use transit for travel to and from jobsites.
- Lack of a central place or directory to find information on the available transportation options. More ways to provide such information to potential users are needed.

##### **Unmet Needs between Counties**

- Lack of adequate transfer locations for the Washington County Shared-Ride Taxi. There is only one location where transfers occur for the separate public shared-ride taxi services operated by Washington and Ozaukee 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 Washington and Ozaukee 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 separate public taxi systems in Washington and Ozaukee Counties to carry passengers across County lines.
- Lack of transportation for medical appointments. It is difficult to find transportation to and from medical facilities outside Washington County. For example, the American Red Cross provides transportation from Washington County to medical appointments in other counties, but its service is limited, and it is unable to meet all the demand. Additionally, there is a lack of transportation for veterans to regional medical centers in Milwaukee 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 Washington and Ozaukee Counties. For example, Washington County taxi fares are mileage-based; Ozaukee County taxi fares are zone-based. 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 regularly scheduled bus or taxi service connecting major cities and villages in Washington and Ozaukee Counties.
- The Washington County Commuter Express bus service does not have reverse commute service for residents of Milwaukee County to travel to Washington County for jobs. This reverse commute service was provided when the bus service was initiated in the late 1990s, but was discontinued. Consideration should be given to reinstating the service.

## V. STRATEGIES TO ADDRESS UNMET NEEDS

This Coordination Plan presents two types of strategies for Washington 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 Washington 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
<b>Section 5307</b>	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
<b>Section 5309</b>	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
<b>Section 5310</b>	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)
<b>Section 5311</b>	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
<b>Section 5314 (STRAP)</b>	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
<b>Section 5316 (JARC)</b>	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 <sup>a</sup>	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
<b>Section 5317 (New Freedom)</b>	Operating & Capital	Individuals with Disabilities	Local public bodies, non-profits, and private operators of public transit services	50% of project deficit	\$0.3 million <sup>a</sup>	Annual (application released in early fall)	Combined with State Division of Vocational Rehabilitation Funds to lower local share of rural projects

<sup>a</sup> 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
<b>s.85.20</b>	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)
<b>s.85.21</b>	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
<b>s.85.22</b>	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
<b>TEAM (Trans. Employment and Mobility)</b>	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
<b>ETA (Employment Transit Aids)</b>	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 Washington 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 Washington 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 in Washington County

1. Collect information to document the transportation needs of seniors and disabled persons in Washington County. Assessments of the unmet need of these populations were completed by Commission staff in Ozaukee County in 1987 and in Waukesha County in 1992. Potential tools for assessing transportation needs could include analysis of U.S. Census demographic data or special surveys of seniors and disabled persons and their caretakers.

2. Share resources among transportation providers. Agency operators with excess capacity could be contracted with to provide service to satisfy unmet demand. Capital resources, software or technology, support services, maintenance services, and driver training could also be shared.
3. Purchase new vehicles to accommodate the demand for transportation services and maintain or improve the level of service offered.
4. Pursue transportation agreements with adjacent counties. The Family Care system for long-term care could be used as a model for developing such transportation agreements.
5. Improve the convenience of shared-ride taxi services, especially for trips between Washington and Ozaukee 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 Shared-Ride Taxi.
  - b. Create a common taxi fare structure for traveling between Washington and Ozaukee Counties. Washington County should change its mileage-based fares to a zonal fare structure to be compatible with that of Ozaukee County.
  - c. Utilize technologies such as mobile data terminals, automatic vehicle location, and mapping software to allow for live dispatch, permitting same-day scheduling and trip making.
  - d. Pursue inter-county agreements to expand the taxi service area into adjacent counties.
  - e. Increase service availability to reduce the wait time for riders.
6. Improve service convenience for the Washington County Commuter Express.
  - a. Reinstate reverse commute bus service for trips from Milwaukee County to job locations in Washington County.
  - b. Add evening, weekend, and special event bus services for trips from Washington County into Milwaukee County.
  - c. Provide additional park-and-ride lots in Washington County to increase access to the Washington County Commuter Express service.
7. Hire a dedicated mobility manager for Washington and Ozaukee Counties 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 intermodal 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 two Counties.
8. Improve access to information on available transportation services. Some ways to improve the dissemination of information include:
  - a. Create an online directory of transportation providers, with information such as eligibility, type of service, and days and hours of operation.
  - b. Create a clearinghouse or centralized information source for information on all transit services (e.g. 211 community information and 511 traveler information).

9. 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.

### **Washington County**

- Request that an assessment of unmet transportation needs of seniors and disabled persons in Washington County be conducted by the Southeastern Wisconsin Regional Planning Commission.
- Identify the resources which could be shared between different agencies.
- Pursue transportation agreements with agencies and organizations in adjacent counties.
- Improve service convenience for the transit services provided by the Washington County Shared-Ride Taxi and the Washington County Commuter Express.
- Improve access to information on the transportation services available in Washington County.

### **Cities of Hartford and West Bend**

- Identify the resources that could be shared with other agencies.
- Improve the service convenience for the public taxi systems operated by each municipality.
- Improve access to information on the taxi services provided by each municipality.

### **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 service convenience through common policies and procedures, common fare structures, live dispatch technologies, and driver training.
- Purchase new vehicles to accommodate the demand for transportation services.
- Support auto purchase and repair programs and driver's license recovery programs.

## **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.

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## 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.

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