

PUBLIC TRANSIT–HUMAN SERVICES TRANSPORTATION COORDINATION PLAN FOR MILWAUKEE COUNTY: 2012

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MEMORANDUM REPORT NO. 208

**PUBLIC TRANSIT-HUMAN SERVICES
TRANSPORTATION COORDINATION PLAN
FOR MILWAUKEE COUNTY: 2012**

Prepared for Milwaukee County by the
Southeastern Wisconsin Regional Planning Commission

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I. INTRODUCTION

The Public Transit – Human Services Transportation Coordination Plan for Milwaukee County: 2012, hereafter referred to as the Coordination Plan, is intended to provide a framework to assist community leaders, human services agencies, and public transit agencies in improving public transit and human services transportation in Milwaukee County and the County’s connections to the Southeastern Wisconsin Region. The Coordination Plan assesses the existing public transit and human services transportation services and needs 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 the access of County residents to transportation in a cost-effective manner.

Federal and State Coordination Planning Requirements

The coordination planning process was last undertaken in 2008 in response to the federal requirements in 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,” and that the coordination planning process be undertaken every four years.

Passed in July of 2012, the Federal Moving Ahead for Progress in the 21st Century Act (MAP-21) renews some coordinated planning requirements from SAFETEA-LU, but only mandates that projects selected for funding under the renamed Enhanced Mobility of Seniors and Individuals with Disabilities program (Section 5310) be included in the coordinated planning process. However, the Wisconsin Department of Transportation (WisDOT) will allocate additional funds from SAFETEA-LU in 2013, so previous requirements are still in effect for that year.

Several agencies and organizations in Milwaukee County have received funding under the Section

5310, JARC, and New Freedom programs in the past. 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 Milwaukee County Coordination Plan, Commission staff invited a wide range of stakeholders from Milwaukee County and the Region to a meeting to identify the unmet transportation needs in the Region and in each of the seven counties, and develop strategies to address the needs. The invitation list, meeting records, and attendance lists for this meeting are documented in Appendices A and B.

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, adopted in 2006 and reaffirmed in 2010, 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. A transit system development plan for the Milwaukee County Transit System (MCTS) was prepared in 2010 and provided a five-year plan for transit service improvement and

expansion. The plan evaluated the existing operations of the MCTS; identified unmet transit travel needs for Milwaukee County residents, and recommend transit service and capital improvements for the County transit system should funding become available.

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

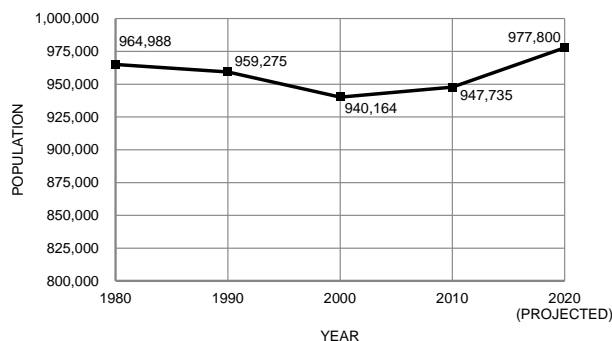
General Population Characteristics

Milwaukee County is located along Lake Michigan, in southeastern Wisconsin, and is bordered by Waukesha County to the west, Racine County to the south, Lake Michigan to the east, and Ozaukee County to the north. The County is mostly urban but has some rural and undeveloped areas in the southern portion of the County, in the Cities of Oak Creek and Franklin. Milwaukee County's population in 2011 was 952,500, according to the U.S. Census Bureau. Of that total, the population of the City of Milwaukee made up 597,900, or about 63 percent. Map 1 shows the population density in 2010 by U.S. Public Land Survey quarter-section.

Between 1980 and 2000, the Milwaukee County's population declined by 2.6 percent from approximately 965,000 to 940,200 persons, respectively. Following that decline, slow growth has occurred since 2000 and is expected to accelerate through 2020. As Figure 1 displays, the Milwaukee County population is projected to grow to 977,800 by the year 2020.

Figure 1

MILWAUKEE COUNTY ACTUAL AND PROJECTED TOTAL POPULATION



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. Four such "transit-dependent" population groups were identified for this plan:

- Seniors (ages 75 and older),
- Persons in low-income households,
- Disabled individuals, and
- Households with no vehicle available.

Table 1 displays the historic population of these groups in the study area in 1990, 2000, and 2010. 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 38 percent of the total County population. Disabled persons also make up a significant portion of the population (12 percent), and households with no vehicle available account for about 13 percent of all households. Seniors are the smallest transit-dependent population group at approximately 6 percent of the County's population.
- Between 2000 and 2010, persons with disabilities and persons in low-income households increased in absolute number and in the share of the total population. Seniors and zero-auto households have decreased both in absolute numbers and in their percent of total population and households, respectively.

Data from the 2010 Census were used to identify areas in Milwaukee County where transit needs are highest. Map 2 displays Census block groups within the County with the highest concentration of transit-dependent populations. These may be considered as potential priority areas for the provision of transit service.

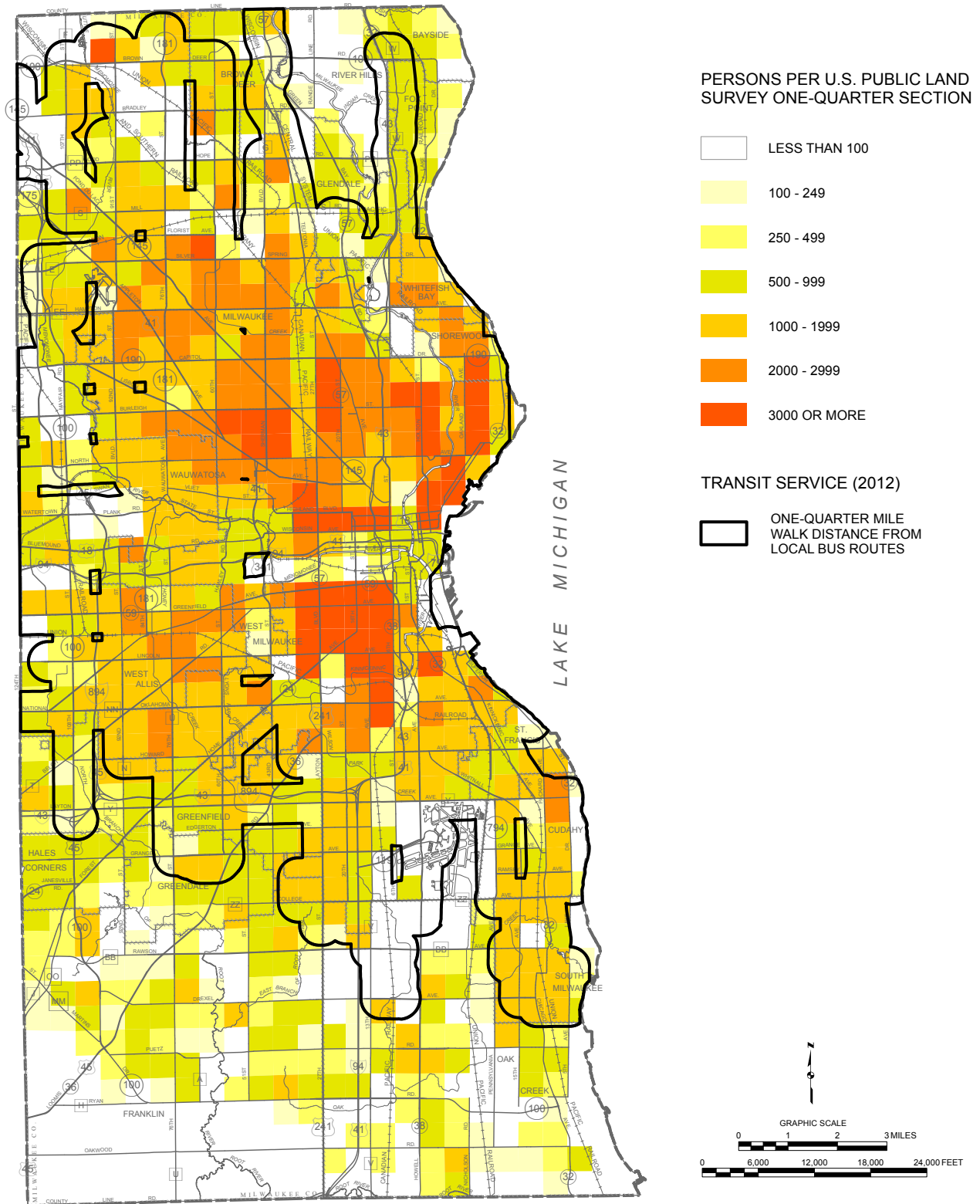
In 2010, residential populations with transit needs were spread through much of the county, with the highest transit-dependent population concentrations in the north-central, south central, and northwest parts of the County.

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 in the center of the City of Milwaukee, including the central business. Significant portions of the county have high employment density, with only the

Map 1

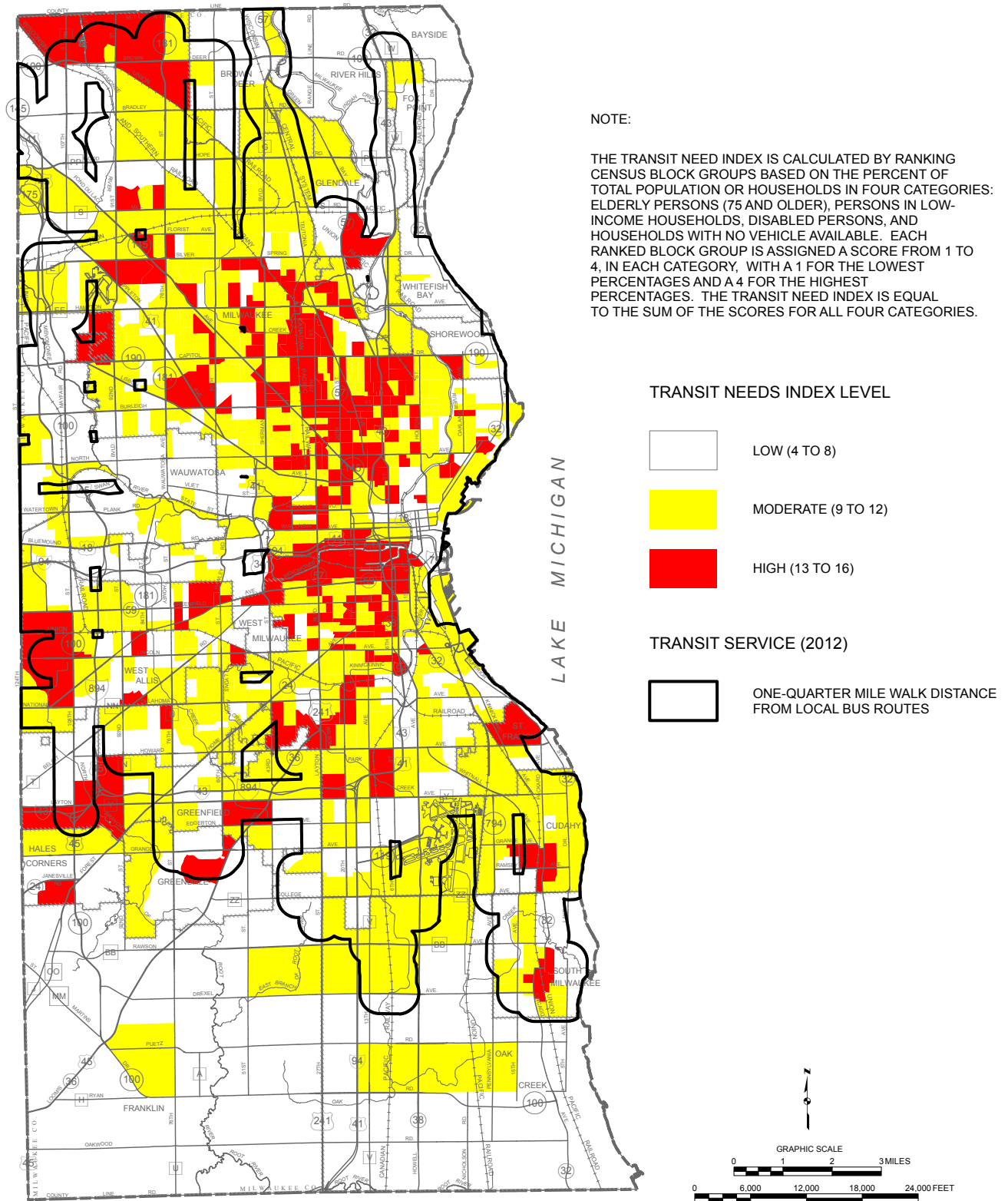
POPULATION DENSITY BY U.S. PUBLIC LAND SURVEY
QUARTER-SECTION IN MILWAUKEE COUNTY: 2010



Source: SEWRPC

Map 2

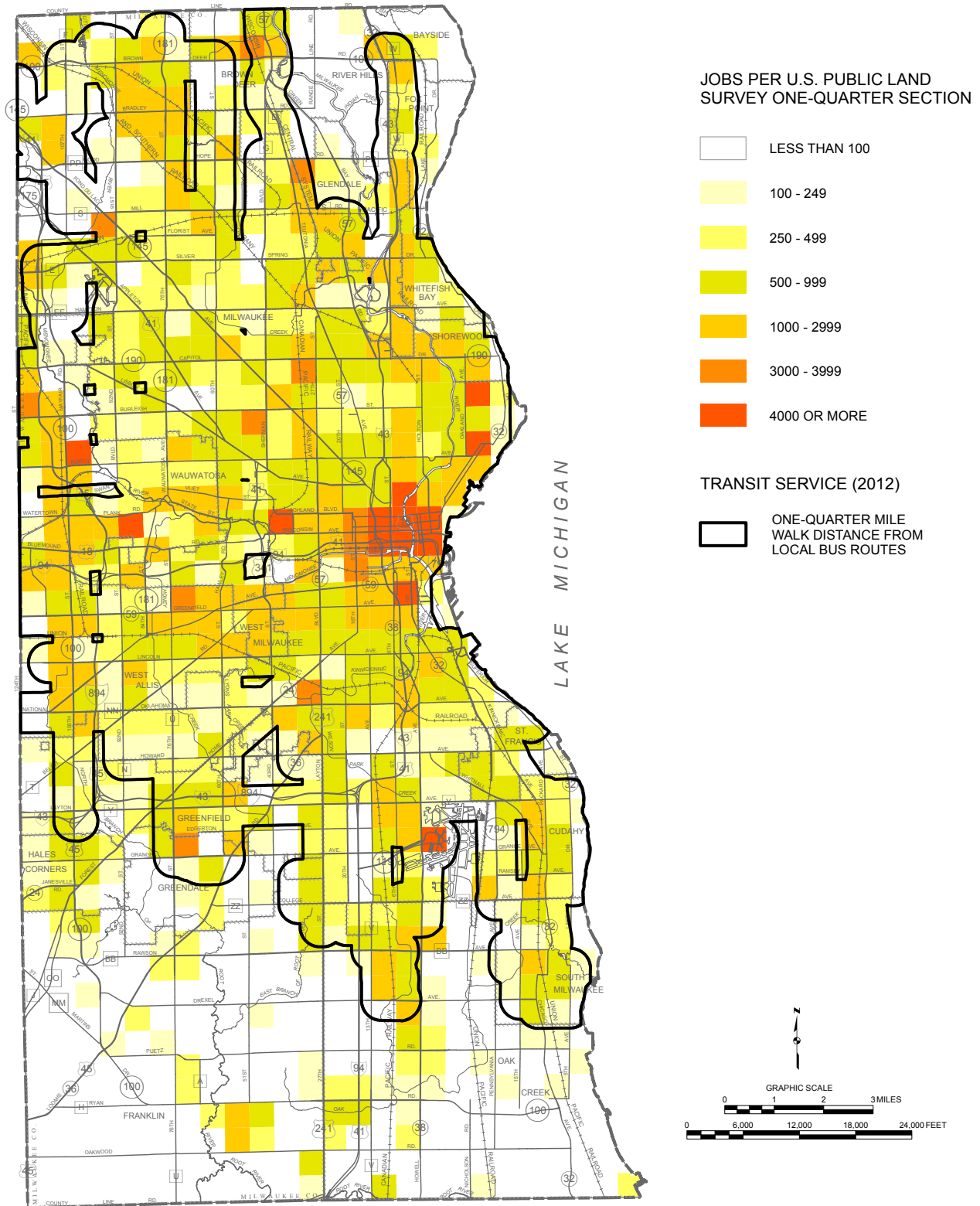
TRANSIT NEEDS INDEX FOR MILWAUKEE COUNTY: 2009



Source: U.S. Census Bureau and SEWRPC.

Map 3

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



Source: SEWRPC

Table 1

TRENDS IN TRANSIT-DEPENDENT POPULATION GROUPS IN MILWAUKEE COUNTY

Transit-Dependent Population Group	1990		2000		2010	
	Number	% of Total Population/ Households	Number	% of Total Population/ Households	Number	% of Total Population/ Households
Seniors (75 and older)	58,632	6	61,765	7	59,411	6
Persons in Low-Income Households ^a	302,186	32	297,565	32	361,597	38
Disabled Persons ^b	34,039	4	64,166	7	112,814	12
Households with No Vehicle Available	69,098	19	61,631	16	51,023	13
Total County Population	959,275	--	940,164	--	947,735	--
Total Number of Households	373,048	--	377,729	--	379,372	--

^aAn individual, such as someone who is a senior and lives in a low-income household, may be represented in more than one Population Group.

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

^cThe definition of "disabled persons" varied for the 1990, 2000, and 2010 Census. For the 1990 Census, disabled persons included 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 included 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. For the 2010 Census, disabled persons included those persons age 15 or older who had serious difficulty living independently or a serious sensory, cognitive, or ambulatory disability.

Source: U.S. Census Bureau and SEWRPC.

southern quarter of the county being sparsely developed.

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:

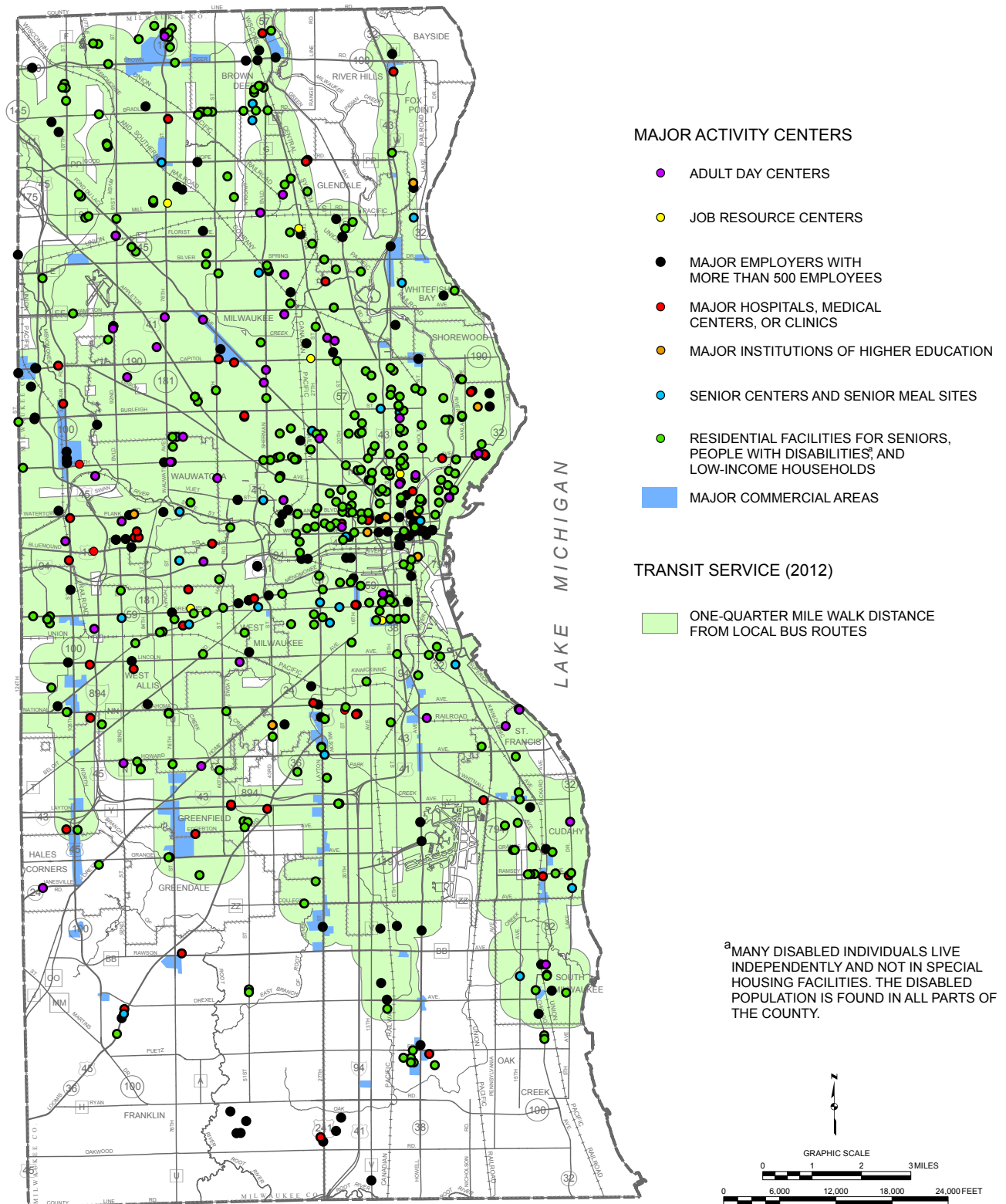
- Hospitals, Medical Centers, or Clinics with 10 or more physicians
- Job Resource Centers
- Major Commercial Areas (areas with more than 3,500 jobs in the office or service sectors, or more than 2,000 jobs in the retail trade sector)

- Major Employers with 500 or More Employees
- Major Institutions of Higher Education (the main campus of all traditional four-year colleges and universities, and the main location of public technical colleges)
- Residential Facilities for Seniors, People with Disabilities, and Low-Income Families
- Senior Centers and Senior Meal Sites

Map 4 shows their locations. There is a high concentration of these facilities in close approximation to the City of Milwaukee central business district, with many major employers, residential facilities, and commercial areas also located throughout the County. It is important to note that disabled individuals reside throughout Milwaukee County and many live independently, not just in special housing facilities.

Map 4

MAJOR ACTIVITY CENTERS IN MILWAUKEE COUNTY: 2012



Source: SEWRPC

III. CURRENT TRANSPORTATION SERVICES

Milwaukee County is served by a number of transportation providers, ranging in size from the MCTS, a traditional urban public transit system with large buses operating over fixed routes, to volunteer organizations that serve individuals by providing rides in private automobiles.

Table 2 lists the major transportation providers currently serving Milwaukee 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 first section of the table lists services that are open to the general public, while the second section lists services intended to serve a particular part of the population including the elderly, the disabled, low-income persons, or veterans. These services are generally called “human services transportation”.

Transportation Services for the General Public

The principal transportation services for the general public provided in Milwaukee County include:

- MCTS, operated by Milwaukee County, is a publicly-funded urban bus operation that runs fixed routes serving Milwaukee County and portions of adjacent counties. MCTS also provides paratransit service to serve the travel needs of disabled individuals through the Transit Plus paratransit system.
- The Ozaukee County Express—operated by MCTS, 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 Washington County Commuter Express—operated by a private transit company, Riteway Bus Services, Inc., under contract with Washington County—is a publicly-funded bus service that serves Washington County residents commuting to jobs in the Milwaukee Central Business District.

- Waukesha County Transit System provides a publicly-funded bus service primarily to serve persons commuting between Waukesha and Milwaukee Counties. The County contracts with one public transit operator, MCTS, and one private transit company, Wisconsin Coach Lines, Inc., to operate the bus services serving Milwaukee County.
- Wisconsin Coach Lines, Inc. operates one publicly-funded route which provides commuter-oriented express bus service between downtown Milwaukee and the Cities of Racine and Kenosha. The City of Racine contracts for the service and acts as the public applicant and grantee for the State urban transit operating assistance funds used to subsidize the service.

Several private-for-profit companies serve the general public, including taxicab service and airport shuttle or limousine service provided by several private companies in Milwaukee County. In addition, several transportation companies provide intercity rail or bus services to the general public, including Amtrak, Coach USA, and Greyhound Lines.

Human Services Transportation

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

- The Milwaukee Area JobRide Collaborative provides transportation to and from jobs on a subscription basis for the employees of participating employers.
- The Milwaukee County Department on Aging provides three types of door-to-door transportation services – group transportation services, meal site transportation services, and individualized transportation services – for ambulatory seniors who are unable to provide their own transportation, or use the County’s TransitPlus paratransit or fixed-route bus services.

Table 2

INVENTORY OF TRANSIT SERVICE PROVIDERS IN MILWAUKEE COUNTY: 2012

Local and Intercity Transit Services for the General Public								
Name of Service Provider	Type of Provider	Type of Service	Service Area	Eligible Users	Days and Hours of Operation	Fare Per Trip	Vehicles Used	Funding Sources in Addition to Fares
Milwaukee County Transit System								
Fixed-route Bus Service (414) 344-6711	Public	Fixed-route	Most of Milwaukee County, except parts of Franklin, Hales Corners, Oak Creek, and River Hills Small portions of Waukesha County in Brookfield and Menomonee Falls are also served under contract with Waukesha County	General public	Regular local: Monday-Friday: 4:30 am to 1:30 am Saturday: 4:30 am to 1:00 am Sunday: 5:00 am to 12:30 am Freeway Flyer: Monday-Friday: 5:30 am to 9:00 am 3:15 pm to 7:00 pm UBUS: Monday-Friday: 6:45 am to 9:15 pm	Adults: \$2.25 cash \$17.50/10 tickets or weekly pass Child (ages 6-11): \$1.10 cash College students: \$45.00/semester Elderly/Disabled: \$1.10 cash \$11.00/10 tickets Commuter Value Pass: \$64.00/month Freeway Flyer: \$3.25 cash \$23.50/10 tickets	415 buses equipped with wheelchair ramps or lifts	\$85.20 State Urban Mass Transit \$5307 Federal Urbanized Area \$5309 Federal Capital Program Milwaukee County WETAP/JARC Federal CMAQ \$85.20 State Urban Mass Transit
TransitPlus Paratransit Service (414) 343-1700	Public ^a	Advance reservation, door-to-door van service; on-demand, curb-to-curb taxi service	Milwaukee County and small parts of Ozaukee and Waukesha Counties	Qualified disabled individuals	Every day: 4:30 am to 1:00 am	\$4.50 one way If trip is Family Care funded, then fee is \$15.00 each way.	Vehicles and drivers provided by First Transit Services, Inc.; Transit Express, Inc.; and American United Taxicab Services	\$85.21 State Specialized Transportation \$5307 Federal Urbanized Area Milwaukee County State Family Care (through partial ride subsidy by Department on Aging CMO) Title 19 Medicaid reimbursement

Table 2 (Continued)

Local and Intercity Transit Services for the General Public								
Name of Service Provider	Type of Provider	Type of Service	Service Area	Eligible Users	Days and Hours of Operation	Fare Per Trip	Vehicles Used	Funding Sources in Addition to Fares
Kenosha-Racine-Milwaukee Commuter Bus (262) 542-8861	Public ^b	Fixed-route	Service between the Cities of Kenosha, Racine, and Milwaukee	General public	Monday-Friday: 5:15 am to 10:30 pm Saturday-Sunday: 8:15 am to 10:20 pm	Distance-based. Adults: \$2.00 - \$4.25 \$18.00 - \$38.25/10 tickets Students: \$1.00 off full fare Seniors: 50% off full fare	Vehicles and drivers provided by Wisconsin Coach Lines, Inc.	\$85.20 State Urban Mass Transit Cities of Kenosha and Racine
Dart System (Paratransit)	Public	Door-to-door, advanced reservation		Elderly, disabled				
Ozaukee County Express (414) 344-6711	Public ^d	Fixed-route	Stops in Cedarburg, Grafton, Mequon, Port Washington, Saukville, into Milwaukee County	General public	Monday-Friday: 5:24 am to 9:20 am 1:51 pm to 6:34 pm	Adults: \$3.25 cash \$23.50/10 tickets Elderly/Disabled: \$1.60 cash	5 40-passenger buses (Operated by Milwaukee County Transit System)	\$85.20 State Urban Mass Transit \$5307 Federal Urbanized Area Ozaukee County
Washington County Commuter Express (262) 667-3445	Public ^e	Fixed-route	Service from park-and-ride lots in Richfield, West Bend, and Germantown into Milwaukee metro area.	General public	Monday-Friday: 5:25 am to 9:38 am 12:10 pm to 7:54 pm	\$3.75 one way \$32.50/10 tickets	Vehicles and drivers provided by Riteway Bus Service, Inc.	\$85.20 State Urban Mass Transit \$5307 Federal Urbanized Area
Waukesha County Transit System (262) 524-3636	Public ^f	Fixed-route freeway flyer service on four routes between Waukesha County and Milwaukee County	Oconomowoc-Milwaukee Mukwonago-Milwaukee Waukesha-Milwaukee	General public	Menomonee Falls-Milwaukee Monday-Friday: 5:45 am to 8:30 am 3:40 pm to 6:10 pm Oconomowoc- & Mukwonago- Milwaukee Monday-Friday: 6:00 am to 7:55 am 4:20 pm to 6:15 pm Waukesha-Milwaukee Monday-Friday: 5:15 am to 7:30 pm	Menomonee Falls-Milwaukee: MCTS fare plus \$0.35 Oconomowoc-, Waukesha-, and Mukwonago-Milwaukee Adults: \$3.25-\$4.00 Students: \$2.25-\$3.00 Elderly/Disabled: \$1.60-\$2.00	Vehicles and drivers for other Waukesha County freeway flyers provided by Wisconsin Coach Lines, Inc.	\$85.20 State Urban Mass Transit \$5307 Federal Urbanized Area Waukesha County

Table 2 (Continued)

Human Services Transportation Providers								
Name of Service Provider	Type of Provider	Type of Service	Service Area	Eligible Users	Days and Hours of Operation	Fare Per Trip	Vehicles Used	Funding Sources in Addition to Fares
Community Care (414) 385-6600	Private, non-profit	Advance reservation, door-to-door van service;	Southeastern Wisconsin	Family Care eligible persons	Every day, 24 hours a day	No fare	Vehicles and drivers provided by private vendors contracted for service	State Family Care (through partial ride subsidy by Department on Aging CMO) Title 19 Medicaid reimbursement
Goodwill Industries (414) 847-4200	Private, non-profit	Transportation for clients	Milwaukee and Waukesha Counties	Participants in Day/Work Programs	Monday-Saturday: 8:00 a.m. to 4:30 p.m.	No fare	6 Accessible mini-bus 2 Accessible min-vans	\$5310 Federal Elderly & Disabled Capital Assistance Donations
Jewish Community Center (414) 964-4444	Private non-profit	Transportation for clients	Milwaukee County	Adults with developmental disabilities who are clients of JCC programs	Monday-Friday: 5:00 am to 10:00 pm Sunday: As required	No fare	4 14-passenger buses 3 10-passenger accessible buses	\$5310 Federal Elderly & Disabled Capital Assistance Private donations United Way
Milwaukee Area JobRide Collaborative								
Esperanza Unida (414) 671-0251	Private non-profit	Subscription employment transportation	Southeastern Wisconsin	Employees of participating employers	Every day: As needed by employers	From \$0 to \$2.50 one way	4 17-passenger vans	WETAP/JARC Private Donations
Milwaukee Careers Cooperative and Milwaukee Area Workforce Investment Board (414) 937-8260 x33	Private non-profit	Subscription employment transportation	Southeastern Wisconsin	Employees of participating employers	Every day: As needed by employers	\$2.50 one way	8 14-passenger vans; additional vehicles and drivers provided by vendors contracted for service	WETAP/JARC Private Donations Foundation grants WIA, W-2, TJ, WP

Table 2 (Continued)

Human Services Transportation Providers								
Name of Service Provider	Type of Provider	Type of Service	Service Area	Eligible Users	Days and Hours of Operation	Fare Per Trip	Vehicles Used	Funding Sources in Addition to Fares
Milwaukee County Department on Aging (414) 289-6874								
Group Transportation Services	Public ^c	1-3 days' advance reservation, door-to-door	Milwaukee County	Milwaukee County residents age 60 years and older, ambulatory, unable to provide own transportation, ineligible for Transit Plus, and unable to use MCTS	Monday-Friday: 8:00 am to 5:00 pm	\$1.00 donation one way	Vehicles and drivers provided by Transit Express, Inc.	Federal Older Americans Act, Title III B Federal Older Americans Act, Title III C-1
Individualized Transportation Services	Public ^c	3-5 days' advance reservation, door-to-door	Milwaukee County		Monday-Friday: 7:30 am to 5:30 pm	\$3.00 one way for non-Title 19 medical appointments; \$1.00 donation each way for all other trips	Vehicles and drivers provided by Transit Express, Inc.	\$85.21 State Specialized Transportation for Counties
Milwaukee County Department of Family Care (414) 287-7600	Public	Advance reservation, door-to-door van service;	Milwaukee, Racine, Kenosha	Family Care eligible persons	Every day, 24 hours a day	No fare	Vehicles and drivers provided by private vendors contracted for service	State Family Care (through partial ride subsidy by Department on Aging CMO) Title 19 Medicaid reimbursement
VE Carter (414) 993-4044	Private non-profit	Subscription childcare transportation	Milwaukee County	Children attending participating childcare centers	Monday-Friday: 6:00 am to 6:00 pm	\$16.00 monthly donation	Vehicles and drivers provided by private vendors contracted for service	WETAP/JARC Private Donations

^aService provided by First Transit, Inc.; Transit Express, Inc.; and American United Taxicab Services.

^bService provided by Wisconsin Coach Lines, Inc.

^cService provided by Transit Express, Inc.

^dService provided by Milwaukee County Transit System

^eService provided by Riteway Bus Service, Inc.

^fService provided by Milwaukee County Transit System and Wisconsin Coach Lines, Inc.

Additional Private For-Profit Transportation Service Providers in Milwaukee County:

He's Able Transportation
 Agility Logistics
 Chose Transport LLC
 E and V Transportation
 Exact Transport
 Georgie Transport Inc
 Go Kid Go
 K and J Transportation Inc
 KM Logistics

Logistics Plus Transportation Inc.
 Med Group Transportation LLC
 New Rain Express LLC
 Our Destiny LLC
 Phoenix Transportation LLC
 Quik X Transportation
 Standard Express Transit Providers &
 Services
 Transport Services LLC

Unity Transportation
 Vertex Transportation Services
 Anointed Transportation
 Curtis Universal Ambulance Service
 Dependable Express Inc
 E & D Transportation
 JW Transportation
 Med Group Transportation
 Oxford Care Transport

Presitigious Academy Inc
 R & R Transportation
 Supreme Express Transportation
 Transtar Medical Transport
 Trumed Transport Services
 Personalized Transport Services
 Z Time Transport
 Airport & Beyond, LLC.
 American United T

Source: SEWRPC

- There are several other private-non-profit organizations that provide transportation to individuals that participate in their programs or attend activities or appointments at their centers.
- The remaining transportation services operated within the County are private-for-profit services that provide transportation for a variety of purposes, including medical appointments, within Milwaukee County and to surrounding counties.

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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 Region and County were invited to participate in a meeting to assist in the development of the Coordination Plan (see Appendices A and B). At the meeting, Commission staff presented maps and data similar to those presented in the first three sections of this Coordination Plan. The meeting included participants from across the Region, who were divided into fourteen small groups of six to eight people each. Groups were assigned so that each group would have members from multiple counties in the Region.

The small groups went through an evaluation exercise in which they assessed how well current transportation services meet the need of residents to travel between counties in the Region. This evaluation of existing services was 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. Following this task, they were asked to use the results of their assessment to guide the development of a list of unmet transportation needs.

A summary of the key findings of the small group regional assessment and the identification of unmet regional transportation needs appears below in no particular order.

Unmet Needs for Travel between Counties

- Lack of coordination in the distribution of information on existing services across the Region.
- Limited transportation options between counties for travel to medical centers, including veterans traveling to Veterans

Administration medical facilities in Milwaukee and Northern Illinois.

- Lack of public transit or other transportation services connecting unemployed or underemployed individuals to opportunities in suburban employment areas and connecting businesses to potential employees.
- Lack of a regional transit authority to provide and coordinate transit and paratransit services across county borders.
- Lack of coordination between transit agencies on fares and service hours, increasing customer inconvenience.
- Limited coordination between paratransit services in adjacent counties.
- Lack of eligibility reciprocity for county-managed human services transportation programs in the Region.
- Lack of coordination between the implementation of the Region's transportation plan and entities involved in economic development in the Region.

The meeting also addressed travel needs within Milwaukee County. During the meeting, a second set of small group discussions occurred, where participants sat at a table with other attendees from the same county to perform a similar assessment of how well current services meet the needs of residents within the County. A summary of the key findings of the assessment and the identification of unmet regional transportation needs from both meetings appears below in no particular order.

Unmet Needs for Travel within Milwaukee County

- Lack of a dedicated funding source separate from the property tax levy to provide the level of financial assistance necessary to address existing and future public transportation needs in the County. In recent years, state and federal

funding, which provides the majority of the subsidy for transit services, has been decreasing. Since 2006, the State has imposed limits on the amount that local property tax levies can increase each year. The levy limits have placed significant pressure on local budgets.

- Need for improving the availability, convenience, safety, and security of using existing public transit services. Areas of need include:
 - Expansion of the areas served by, and higher frequency of service on, MCTS routes
 - New fare media and fareboxes
 - Incentives to ride the bus and paratransit services
 - Implementation of real time information for passengers
 - Improved snow removal at MCTS bus stops
 - Automated announcements of stops
- Need for more transportation services during weekday evenings and nights, and on weekends.
- Lack of coordination in the distribution of information on the available transportation services. There is no directory or contact person that can provide the public with comprehensive information on all available transportation options.
- Lack of public education on the available transportation options, including how to use them.
- Limited services to connect low-income individuals in the County to employment opportunities.
- Need for more Title 19 medical transportation service providers that serve the entire County, and higher reimbursement rates to encourage more service to be provided.
- Lack of a higher speed transit service in the County. Transit travel times are generally two to four times longer than automobile travel times.

V. STRATEGIES TO ADDRESS UNMET NEEDS

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

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 Milwaukee County are illustrated in Tables 3 and 4.

Table 3

FEDERAL TRANSIT ADMINISTRATION FUNDING PROGRAMS ADMINISTERED BY THE WISCONSIN DEPARTMENT OF TRANSPORTATION WHICH COULD BE USED IN MILWAUKEE COUNTY^a

Program	Type	Target rider	Eligible Applicants	Local Share (approx.)	Statewide Funding Level (approx.)	Application Cycle	Notes
Section 5307	Operating & Capital	Public in urbanized areas (>50,000)	Local public bodies	50% of project deficit	\$46.7 million	Annual (application released in early fall)	Combined with State aid (s. 85.20) to cover approximately 55% of operating expenses in urbanized areas
Section 5309	Capital	Public	Local public bodies with Urban Public Transit Systems	20% of total costs	N/A	Capital requests are competitively granted by the FTA	For fixed guideway transit capital investments
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	\$4.5 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	\$15.6 million	Annual (application released in early fall)	Combined with State aid (s. 85.20), to cover approximately 60% of operating expenses in non-urbanized 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	N/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	N/A	Annual (application released in early fall)	Combined with State Division of Vocational Rehabilitation Funds to lower local share of rural projects
Section 5337	Capital	Public	Local Public Bodies	20% of total costs	\$0.8 million	Annual (application released in early fall)	Capital funds for the maintenance of fixed guideway transit and transit that operates in HOV lanes
Section 5339	Capital	Public	Local Public Bodies	20% of total costs	\$6.1 million	Annual (application released in early fall)	Capital funds for the replacement and repair of buses and bus facilities

^a Due to the new federal transportation reauthorization bill (MAP-21) enacted in July 2012, certain programs listed in this table will not be available after 2013. FY 2012 funds remain from the previous transportation act to provide funding for Sections 5316 and 5317 in 2013, but following that granting process, JARC (Section 5316) funding may no longer be available to non-profits (as that program has been rolled into Sections 5307 and 5311) and New Freedom (Section 5317) is combined with Section 5310 to create the new Enhanced Mobility of Seniors and Individuals with Disabilities program. Under MAP-21, Section 5310 funding is available to local public bodies in addition to non-profits.

Source: Wisconsin Department of Transportation and SEWRPC.

Table 4

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

Program	Type	Target rider	Eligible Applicants	Local Share (approx.)	Annual 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	\$106.5 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	\$13.6 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	\$1.0 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

^a Due to the new federal transportation reauthorization bill (MAP-21) enacted in July 2012, certain programs listed in this table may not be available after 2013. FY 2012 funds remain from the previous transportation act to provide funding for TEAM and ETA in 2013, but following that granting process, program modifications or eliminations may be made by the Wisconsin Department of Transportation.

Source: Wisconsin Department of Transportation and SEWRPC.

More information on Federal and State funding programs can be found on 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 Coordination Planning meeting were asked to consider strategies to address the unmet needs that they had already identified. At the meeting, Commission staff provided information on strategies proposed in the 2008 Coordination Plans to illustrate potential strategies to improve transportation service.

Small groups were asked to use their previously created list of unmet transportation needs for the Region to guide their development of strategies, and then each group informed the remainder of the

participants at the meeting of their suggested strategies. After some discussion, participants were asked to vote on their preferred strategies to address the Region's unmet transportation needs, which led to the creation of the following prioritized list of strategies.

Strategies for Addressing Unmet Travel Needs between Counties

1. Establish a regional transit authority with a dedicated funding source.
2. Create a staffed call center for information about all public transportation and human services transportation. This call center could be built from the existing Southeast Wisconsin Transit Systems marketing partnership, and coordinated with an effort to increase education and outreach to the public.

3. Until a regional transit authority is established, improve and strengthen services that cross county lines to increase job access transportation. Target new services between areas of high unemployment and job centers.
4. Increase non-urgent medical transportation options for individuals not eligible for Medicaid.
5. Increase the availability of Demand Response services outside of Milwaukee, Ozaukee, and Washington Counties.
6. Consolidate functions and share resources among transportation providers. Some potential areas to share or consolidate include:
 - a. Consolidated call center for trip reservations or scheduling
 - b. Shared operating or support services, such as software, driver training, or drug testing programs
7. In lieu of a regional transit authority, the State should develop rules, policies, and procedures to guide the development and operation of local transit systems, which local transit systems would be required to follow.
8. Require memorandums of agreement or understanding between transit agencies to provide service across county borders as a stipulation for receiving state transit assistance.
9. Create a risk pool for specialized medical transportation providers to address cost issues with liability insurance.
10. Increase funding for mobility managers to assist them in coordinating across county lines, and create a liaison to coordinate all mobility managers in the region.
11. Establish consistent fare structures, eligibility requirements, and service hours for similar types of service in all counties. This will increase clarity and understanding by the public concerning services and how to use them.

12. Purchase new vehicles for transportation services, such as accessible vans or buses for wheelchair passengers.

Participants also developed a list of strategies for addressing unmet needs for travel within Milwaukee County. At the meeting, a second set of small group discussions occurred, where participants sat at a table with other attendees from the same county to follow up their identification of unmet needs with a list of strategies to address those needs. That discussion resulted in this prioritized list of strategies that the participants believed were appropriate for Milwaukee County.

Strategies for Addressing Unmet Travel Needs within Milwaukee County

1. Pursue a dedicated source of local funding with the state legislature for public transportation services and promote increases in funding for public transportation services to make improvements to service availability, convenience, safety, and lower fares. Continue to develop strategies to obtain funding for projects that would improve or increase the transportation services available in the County.
2. Prioritize investment in new or expanded services to provide low-income residents of the County access to employment opportunities.
3. Improve access to information on the available transportation services. Some ways to improve the dissemination of information and determination of eligibility requirements include:
 - a. Implement a travel training program for potential users of the fixed-route services.
 - b. Create an online directory of transportation providers.
 - c. Create a clearinghouse or centralized information source for information on all transit services. Examples could include 211 community information or 511 traveler information services.

4. Improve the availability, convenience, safety, and security of transportation services. Some of the improvements that were identified included:
 - a. Provide express transit services.
 - b. Provide more frequent service on MCTS bus routes.
 - c. Expand the service area and hours of operation of public transit services.
 - d. Improve the accessibility of transportation services to older adults and disabled persons by using more accessible vehicles and removing other barriers to accessing transportation such as removing physical barriers and making other accessibility improvements at bus stops.
 - e. Improve snow removal at bus stops and encourage bus drivers to always announce stops along bus routes.
5. Continue to fund a mobility manager position with MCTS or the County 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 a variety of transportation options for seniors, disabled, and low-income individuals.
6. 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.
 7. Provide transportation services for low-income and disabled job seekers enrolled in job skills training or transitional jobs programs.
 8. Promote and expand childcare transportation services within the County to enable parents in low-income families to obtain and retain employment.

VI. PLAN IMPLEMENTATION

Attendees of the Coordination Planning meeting were also asked to consider who should be responsible for implementing each of the identified strategies. Some of the potential responsible parties that the Milwaukee County participants identified are listed below.

Milwaukee County

- Milwaukee County would be responsible for improving the availability, convenience, safety, and security of the fixed-route and paratransit services offered by MCTS or the services provided by the Department on Aging.
- A transportation coordinating committee could be established to guide the implementation of the proposed coordination strategies.

Mobility Managers

- The mobility managers for Milwaukee County can facilitate the communication and coordination necessary to consider how

transportation providers and agencies in Milwaukee County and the Region might share resources.

- Help develop a common eligibility determination for services or reciprocity agreement for transportation services both within Milwaukee County and between the County and surrounding counties.
- Improve access to information on the available transportation services and continue work on a travel training program.

All Transportation Providers

- Improve access to information on the transportation services provided.

All Parties

- All interested parties, including the City, County, and other municipalities, should advocate for increased transit funding including State funding and the establishment of dedicated funding for public transportation.

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APPENDICES

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Appendix A

AGENCIES AND INDIVIDUALS INVITED TO ATTEND MEETINGS 2012 COORDINATION PLANNING IN SOUTHEASTERN WISCONSIN

In addition to those listed below the County Executive, Chair of the County Board, Mayor, Village President, and Town Chair of each county and municipality in the Region were also invited to the meetings.

KENOSHA COUNTY

Valjean Abrahamson	Assistant Transportation Manager, Kenosha Achievement Center, Inc.
Char Adams	Senior Administrator, Washington Manor
Bryan Albrecht	President, Gateway Technical College
Steve Anderson.....	Chief Executive, DRS Medical Transport
Doug Bartz	Job Center Manager, Kenosha County Job Center
Sarah Beck.....	Kenosha Coordinator, Day Break Program
Ethan Bickle	Vice President of Ambulance Services, Midwest Medical, Inc.
Gary Brown	Executive Director, Kenosha Area Family and Aging Services, Inc.
Doris Carnahan.....	Citizen
Helen Cox.....	Aurora Medical Center
Rachel DeWildt	Information and Assistance Coordinator, Kenosha County Aging and Disability Resource Center
Michelle Dolnik.....	Mobility Manager, Kenosha Area Transit
Kim Egan.....	Social Services, Claridge House
Arneetrice Ellerman.....	State of Wisconsin Office for the Blind and Visually Impaired
Bill Erickson.....	Special Projects Manager, Kenosha County Job Center
Carolyn Feldt.....	Manager, Elder & Disability Services, Kenosha County Department of Human Services
Julie Ferraro.....	Supervisor, Division of Vocational Rehabilitation
Marla Fischer.....	Social Worker, St. Catherine's Kidney Center
Adelene Greene	Director Workforce Development, Kenosha County Department of Workforce Development
Derrell Greene	Director, Veterans Service Office
Terry Helton	LJH Ambulance
Marieta Huff	Congregations United to Save Humanity
Ron Iwen	Director of Transportation, Kenosha Area Transit System
Denise Jacob.....	Director, Kenosha Senior Citizens Center
Diana Jaeger	Director, Westosha Community Center
John Jansen.....	Director, Kenosha County Department of Human Services
LaVerne Jaros.....	Director, Kenosha County Aging and Disability Resource Center
Ed Jenkins.....	Citizen
Linda Johnson.....	Coordinator, Day Break Program
Susan Koehn.....	Coordinator, Southeastern Wisconsin Workforce Development Agency
Kurt Kowalski	Director, Recovery Medical Transport
Annette Krause.....	Kenosha County Aging and Disability Resource Center
Joann Kuehl.....	Supervisor, Community Care, Inc.
Debbie Lamb	Administrator, Kindred Nursing and Rehab Center - North
Jaymie Laurent	Social Worker, United Hospital System
Karen Lockwood	Citizen
Donna Menarek	Outreach Coordinator, Society's Assets

KENOSHA COUNTY (cont.)

Diana Mengo Coordinator, Day Break Program - Bristol
Joyce Mitchell Director, St Joseph's Adult Day Care
Shanon Molina Society's Assets, Inc.
Mike Nardi Owner, Southport Transportation, Inc.
Diane Nichols Administrator, Kindred Healthcare South (Sheridan Medical Complex)
Karen Olufs Director of Independent Living, Society's Assets, Inc.
Lynda Orsburn Owner, Ktown Transportation, Inc.
Fran Petrick Director, Brookside Care Center
Sharon Pomaville Sharing Center
Bob Prudon Owner, Southport Transportation
Cheryl Roberts Director of Nursing, Claridge House
Sue Roknic Disability Benefit Specialist, Mental Health Aging and Disability Resource Center
Colleen Sandt Administrator, Grande Prairie Health and Rehabilitation Center
Helen Schultz Resident Manager, Silvercrest Apartments
Barbara Tenuta Volunteer Escort Service, Kenosha Area Family and Aging Services, Inc.
Lisa Thompson Citizen
Jim Truchan Kenosha County Department of Disability Services
Carol Wilke Acting Director, Lakeview RecPlex
Paula Williams Executive Director, Kenosha Achievement Center, Inc.
Erin Winch Director of Therapeutic Recreation, Village of Pleasant Prairie
Lauren Zeilsdorf Director Of Meals On Wheels, Kenosha Area Family and Aging Services, Inc.
Representative Forward Transport, Inc.

MILWAUKEE COUNTY

Joe Alaka Phase II Care Transport, Inc.
Rhulene Artis All Care Transportation, LLC
Tony Baez Director, Council for the Spanish Speaking
Stephanie Baker First Transit, Inc.
Barbara Bechtel Director, Milwaukee County Department on Aging
Barbara Beckert Office Director, Disability Rights of Wisconsin
Kelly Blaschke Vice President, Maximus
Dan Boehm Director of Administration, Milwaukee County Transit System
Azie Bonds V.E. Carter Development Group
Sue Braden Member, Wauwatosa Senior Commission
Stacy Brooks TLC, Inc
Patrick Brown Executive Director, Badger Association of the Blind and Visually Impaired
Robin Buchmeier-Marrero Life Navigators, Inc.
Chakaris Buckley-Marshall Executive Assistant, Center for Veterans Issues
Earl Buford Executive Director, Wisconsin Regional Training Partnership
Michael Carter Chief Executive Officer, V.E. Carter Development Group
Carey Cohen Transportation Coordinator, Jewish Community Center
Lea Collins-Worachek WDA 2 Director,
Department of Workforce Development - Division of Vocational Rehabilitation
Hector Colon Director, Milwaukee County Health and Human Services
Abdul-Rashab Diaad Business Manager, Mt. Castle Corporation
Ricardo Diaz Executive Director, United Community Center
John Doherty Transit Express, Inc
Brian Dranzik Interim Director,
Milwaukee County Department of Transportation and Public Works
Peg DuBord CEO and President, Transitional Living Services, Inc.
Jim Duff Acting Director, Veterans Service Office

MILWAUKEE COUNTY (cont.)

Ella Dunbar..... Ways to Work, Social Development Commission
Dawn Gelle..... Vice President, Policy Studies-Job Center Northwest
George Gerharz Allied Community Solutions
Catherine Girard Vice President of Development, Goodwill Industry of Southeast Wisconsin
Lloyd Grant, Jr. Managing Director, Milwaukee County Transit System
Kim Grove American Cancer Society- Milwaukee Division
Michael Gutowski District Coordinator, Milwaukee Public Schools - Division of Special Needs
Darlene Hall Mobility Manager, Milwaukee County Transit System
Daniel Haney Community Care, Inc.
Todd Honeyager Penfield Childrens Center
LaPricia Hooks Kady's Transportation, Inc.
Jeanne Hossenloop Vice Provost for Research and Dean of the Graduate School,
Marquette University Graduate School
Marlena Jackson Patient Relations, Froedtert Healthcare
Dorothy Jackson E & D Transportation, Inc.
John Kaminsky Milwaukee County Health and Human Services
Thomas Kearney Chief of Operations, Third District Community Justice Center
Linda Marie Kelly Citizen
Kathy Kemnitz Transportation Coordinator, Children's Hospital of Wisconsin - Family Services
Tom Kenney Mobility Manager, Milwaukee County Transit System
Shiela Knox Director, Milwaukee Job Service District,
Department of Workforce Development
Leslie LaBonte Program Development Director,
Badger Association of the Blind and Visually Impaired
Terry Love Wilders Transport, Inc.
Geri Lyday Disability Services Division Administrator,
Milwaukee County Health and Human Services
Lupe Martinez Director, United Migrant Opportunity Service
Morgen McClelland First Transit, Inc.
John Miller CEO and President, Goodwill Industry of Southeast Wisconsin
Robert Miranda Executive Director, Esperanza Unida, Inc.
Dan Misch Supervisor, Curative Care Network
Matthew Mueller Director of Government Funding, Ways to Work
Katherine Murphy Aurora Healthcare - Transportation Services
Don Natzke Executive Director, Milwaukee County Office for Persons with Disabilities
Kristin Neitzel Director, Children's Hospital of Wisconsin - Family Services
Ubalvo Nieves Milwaukee Center for Independence
Judi Parmeter Chair, Wauwatosa Senior Commission
Mattie Payne Vice Chair, Milwaukee County Commission on Aging
Paula Penebaker CEO, YWCA of Greater Milwaukee
Carmela Peot Paratransit Services, Milwaukee County Transit System
Mark Poffinbarger Division of Vocational Rehabilitation
Gary Portenier Program Planning Coordinator, Milwaukee County Department on Aging
John Possell Fiscal Director, Milwaukee Careers Cooperative
Linda Ragland DCS Transport, Inc.
Mario Reed United Migrant Opportunity Service
Mazen Rezk Manager, City Wide Transit Cooperative
Richard Robbins Audio Services Coordinator, Audio & Braille Literary Enhancement
Sylvia Rutledge Exact Transport, LLC
Dennis Ryan Contract Specialist, Milwaukee County Department on Aging-Family Care
Bob Sayner Community Advocates
Krista Scheel Program Director, Alzheimer's Association - Southeastern Wisconsin Chapter

MILWAUKEE COUNTY (cont.)

Mary Schinkowitch Assistant Director,
Independent Living Program, United Cerebral Palsy of Southeast Wisconsin

Sheri Schmit Southeast Urban Planning Manager, Wisconsin Department of Transportation

John Schnabl Director, Southeastern Wisconsin Area Agency on Aging

Lee Schulz Executive Director, Independence First

Cynthia Simpson Administrator, House of Jabez, LLC

Mary Smarelli President, Transit Express, Inc.

Kenneth Smith Smith Transportation, LLC

Bill Solberg Community Services, Columbia - St. Mary's Hospital

Meg Steimle Outreach Specialist, Children's Hospital of Wisconsin

Donald Sykes President/CEO, Milwaukee Area Workforce Investment Board

Rocco Vento First Call Medical Staffing

Johnny Walker J.W. Transport, LLC

Jessie Weathersby Service Coordinator, Lutheran Social Services Of Wisconsin

Andrea Weddle-Henning Transportation Planner,
Milwaukee County Department of Transportation and Public Works

Linda Wiedmann Meda-Care Ambulance Service

Nichole Yunk Director,
Center for Driver's License Recovery & Employability, Milwaukee Area Technical College

Nathan Zeiger Executive Director, Bell Therapy, Inc.

Representative Mi Familia Counseling Center

Representative Wheaton Franciscan Healthcare

Representative Able Care Transport, Inc.

Representative Action Transport Service, Inc.

Representative Adams Transportation, Inc.

Representative Always In Motion, Inc.

Representative Amera-Care Transport, Inc.

Representative American United Taxi Company, Inc.

Representative B and H Transportation, Inc.

Representative Big Tao & Associates, Inc.

Representative Blessed & Qualified Transportation, LLC

Representative Countryview Transport, Inc.

Representative Curative Transportation Services, Inc.

Representative Dependable Express, LLC

Representative Destiny Transport Service, Inc.

Representative Ester Care Transportation, Inc.

Representative FH & C Supportive Living Caren, Inc.

Representative Go-Kay Care Transport, Inc.

Representative Hope Transport, Inc.

Representative Lavell's Transportation, Inc.

Representative Let it Ride Transport, Inc.

Representative M Transport, Inc.

Representative Quality of Life Services, Inc.

Representative S J Transportation, Inc.

Representative The Only Way Transport, Inc.

Representative Three Wheel Scooter Care, Inc.

Representative Todd Transit, Inc.

Representative Trumed Transport Service, Inc.

Representative VA Transportation, Inc.

Representative Your Transportation Company, Inc.

OZAUKEE COUNTY

Dave Balester Ohana Ambulance and EMS, Inc.
Steve Bornstein..... Director, American Red Cross- Greater Milwaukee Chapter
Kenneth Brown..... Veterans Service Office
Robert DreblowHighway Commissioner, Ozaukee County Highway Department
Merideth Dressel WDA Director, Workforce Development Area 3
Eileen Engl Adult Services Supervisor, Ozaukee County Human Services
Cheri Farnsworth.....Executive Director, Ozaukee Family Services
Mary Ferrell.....Ozaukee Aging and Disability Resource Center
Barbara Fischer..... Executive Director, Advocates of Ozaukee
Shea Halula..... Executive Director, Starting Point of Ozaukee (Ozaukee Council)
Dan Haney Community Care, Inc.
Robert HauptDirector, Ozaukee County Human Services
Jo Heckenbach..... COPE Services, Inc.
Cindy Helm President, Ozaukee County Arc, Inc.
Mary Kay Howie Lutheran Social Services- Mequon
Catherine Kiener..... Director, Port Washington Senior Center
Carol LaFontaine Senior Supervisor, Cedarburg Senior Center
Mike Lappen.....Behavioral Health Manager, Ozaukee County Human Services
Craig Modahl.....Balance, Inc.
Rachel PantaleoEconomic Support, Ozaukee County Social Services
Stephanie PhillipsPresident, Community Comfort Transport
Michelle Pike.....Director, Ozaukee Aging and Disability Resource Center
Suzanne PlantManager-Specialized Transport Services, Inc.,
Ozaukee County Shared Ride Taxi
Renie Rathke Executive Director, Ozaukee County Family Enrichment Center
John Schnabl..... Director, Southeastern Wisconsin Area Agency on Aging
Bill Solberg..... Community Services, Columbia - St. Mary's Hospital
Maureen Squire Executive Director, Interfaith Caregivers of Ozaukee County
Hoyt StastneyDirector, Family Sharing of Ozaukee County
Boyd Stoffell Owner, Transtar Medical Transport, Inc.
Carol Stuebe Director, Portal Industries, Inc.
Jason Wittek Transit Superintendent, Ozaukee County Transit Services
Representative ASAP Transportation, Inc.
RepresentativeHi Tech Care Transport, Inc.
Representative L & W Transportation, Inc.
RepresentativeMed Group Transportation, Inc.

RACINE COUNTY

Reid AaronCommandant, Wisconsin Veteran's Home - Union Grove
Julie Anderson..... Director, Racine County Department of Planning and Development
Beverlee Baker UW Extension
Karen Bayer.....Executive Director, Racine Association of Manufacturers and Commerce
Sarah Brossard-StreetMobility Manager, Racine County Human Services
Emily Capelle Goodwill Industries of Southeastern Wisconsin
Bruce Davis Director, Retired and Senior Volunteer Program of Racine County (RSVP)
Jonathan Delagrave Human Services Director, Racine County Human Services
Bobby Dyson Fulfilling a Need
Sandy Engel..... Executive Director, The ARC of Racine County
Rebecca Ewald Village Administrator, Village of Waterford
Ninna Frank Outreach Specialist, Racine County Aging and Disabilities Resource Center
Debby GanawayExecutive Director, National Alliance on Mental Illness--Racine

RACINE COUNTY (cont.)

Marty Garb General Manager, First Transit, Inc.
Molly Gilgenbach..... Goodwill Industries of Southeastern Wisconsin
Michelle Goggins Director, Racine County Aging and Disabilities Resource Center
Terri Gray Executive Director, Greater Union Grove Area Chamber of Commerce
Geoffrey Greiveldinger Chief of Staff, Office of County Executive
Debra Harris Citizen
Sherry Hartog Women's Resource Center
Karolyn Hermes..... Supervisor of Hospital Social Services,
Wheaton Franciscan Health Care - All Saints
Tamarin Heyward..... President, Racine Interfaith Coalition
Pamela Higgenbottom First Transit, Inc.
Dawn Jardee Transportation Coordinator,
Western Racine County Special Education Cooperative
Adela Kneuppel Racine County Human Services
Tom Knitter President, Racine County TRIAD
John Kramer Chief, DRS Medical Transport, Inc.
Tom Kramer Town Business Manager/Treasurer, Town of Norway
Bonnie Lee Chairperson, iTN Racine County
Bill Lee Racine County Opportunity Center
Susanne Malestic Senior Resource Coordinator, Aurora Burlington Clinic
Dave Martin..... Leadership Racine/QPS Companies
Perry Mueller..... Community Care Organization
Al Nelson..... CEO, Erickson Ambulance, Inc.
Janet Nixon..... Veterans Center
Alice Oliver Manager, Workforce Development Center
Hope Otto Financial Assistance Division Manager, Racine County Human Services
Mary Perman Racine County Human Services, Burlington Office
Sally Pieske K & S Medical Transport, Inc.
Bonnie Reineke The ARC Western Racine
Steven Rogstad..... Owner, Kenson's Enterprises Senior Shuttle
Sylvia Rutledge Exact Transport, LLC
Mike Schmidt Director of Operations, Medix, Inc.
Bill Schoessling..... Executive Director, Love, Inc.
Heather Smith..... Adult Day Services Leader, Lincoln Lutheran Adult Day Services
Mary Jean Smith..... Adult Services Division Manager, Racine County Human Services
Laura Spalding Careers Industries, Inc.
Al Stanek Manager, City of Racine Transit and Parking Division/Belle Urban System
Patrick Starken Transportation Specialist, Racine Unified School District
Colleen Swan..... Racine County Human Services, Burlington Office
Eric Thompson President, Burlington Chamber of Commerce
Lyle Tietel Tietels Transport, Inc.
Nicole Urquhart..... Owner, Baby Express, Inc.
Jan Wiget..... Village Administrator and Director of Public Works, Village of Union Grove

WALWORTH COUNTY

Elizabeth Aldred..... Deputy Director, Walworth County Health and Human Services
Marc Barr Walworth County Job Center/Dynamic Workforce Solutions, Inc.
Wendy Betley Regional Services Coordinator, Alzheimer's Association
David Bretl County Administrator, Walworth County Administration
Michael Cotter..... Deputy Corp Counsel, Walworth County Land Use & Resource Management
Jerry Grant..... Chairperson, Health & Human Services Board

WALWORTH COUNTY (cont.)

Mike Harry Walworth County Job Center/ Dynamic Workforce Solutions, Inc.
Patricia Heitz LaVigne Transportation, Inc.
Bernadette Janiszewski..... Nursing Home Administrator, Lakeland Health Care Center
Jennifer Johnson..... Aurora Lakeland Medical Center
Patricia Johnson..... WDA Director, Workforce Development Area 1
Christine Jordan..... Veterans Officer, Veterans Service Office
John Kramer Chief, DRS Medical Transport
Colleen Lesniak Volunteer Organizer, Walworth County
Lori Muzatko ADRC Director, Aging and Disability Center of Walworth County
Patti O'Brien Volunteer Connections, Inc.
Patti Pagel..... Senior Care Project Coordinator, Aurora Health Center
Marilyn Putz Director, Walworth County Job Center
Sheldon D. Rock..... Delavan Taxi Services
Nancy Russell..... Chairperson, Walworth County Board of Supervisors
Kenneth Sathern Chairperson, ADRC Governing Board
Doug Saubert..... City of Whitewater Taxi Service
John Schnabl..... OAA/Special Projects Manager,
Greater Wisconsin Agency on Aging Resources, Inc.
Terry Schuerman Walworth County Job Center
Linda Seemeyer Director, Walworth County Health and Human Services
Jennifer Selz ADRC Supervisor, Aging and Disability Center of Walworth County
Cynthia Simonsen..... Executive Director, VIP Services, Inc.
Eppy Smith Society's Assets, Inc.
David Thompson Deputy Director, Walworth County Health and Human Services
Elisabeth Watson..... Director, Disabled Student Services, University of Wisconsin - Whitewater
Roger Zierfuss Transportation Supervisor, Walworth County Health and Human Services
Representative A-1 Lake Geneva Limousine & Luxury Taxi, Inc.
Representative Brown's Cab Service, Inc.
Representative Cab-Care Transportation, Inc.
Representative Cardinal Transport Service, Inc.
Representative Edgerton Taxi, Inc.
Representative Express Taxi & Limousine Service, LLC
Representative Lakes Area Taxi, Inc.
Representative Paratech Ambulance Service, Inc.
Representative Lake Geneva Senior Cab

WASHINGTON COUNTY

Lisa Alves Hartford City Taxi
Mark Baldwin..... Veterans Service Office
John Beisber ARC of Washington County
Michael Bloedorn..... Washington County Human Services
John Bloor Executive Director, The Threshold, Inc.
D. J. Blum..... Program Coordinator, WOW Workforce Development
Joe Bonnett Care Wisconsin, Inc.
Jean Brill..... Germantown Senior Center
Mark Brunner Chairman, Citizen Advocacy of Washington County, Inc.
Heather Byron Program Specialist, Trans. & Lodging,
American Cancer Society - Midwest Division
Dan Cooper..... Personalized Transportation Services
Phillip Corona..... Independence First
Andrew Dresang..... Manager of Community, Froedert Health - St. Joseph's

WASHINGTON COUNTY (cont.)

Jon Edgren Highway Commissioner, Washington County Highway Department
Laura Eggert Executive Director, Medical Center Foundation of Hartford
Evie Fritche Director, Hartford Senior Center
Wes Gaedtke Manager - FDS, West Bend Taxi
Debi Genthe Interfaith Caregivers of Washington County
Dan Goetz Chairperson Transportation Committee,
Washington County Board of Supervisors
Mike Hermann Director of Parks and Recreation, Hartford City Taxi
Candy Hoffman American Red Cross - West Bend Chapter
Steve Jaberg Cedar Community
Steve Johnson Specialized Transportation Services, Inc.
T.J. Justice Director, West Bend Department of Community Development
Jenny Kertscher Washington County Social Services
Maria Kikstra ADS Director, The Threshold, Inc.
Betty Kristan Cedar Ridge Retirement Campus
Mike Krueger President, Life Star Medical Transport
Jessica Malec Community Care, Inc.
Amy Maurer Froedert Health - St. Joseph's
Autumn Misko Resource Specialist, IndependenceFirst
Julieann Nolan Economic & Community Development Executive Assistant, City of West Bend
Linda Olson Director, Washington County Aging and Disability Resource Center
Jenny Patterson Care Wisconsin, Inc.
Mark Piotrowicz City of West Bend Taxi
John Schnabl Director, Southeastern Wisconsin Area Agency on Aging
Mary Sherman Advocate, Independence First
Linda Smith Community Outreach Coordinator, Community Memorial Hospital
Edward Sommers Administrator, Samaritan Health Center
Joseph Steier III Transit Manager, Washington County Highway Department
Faye Talatzko Consultant, Washington County Transportation - PMSI
Joy Tarkowski Manager,
Washington County Shared Ride Taxi, Specialized Transportation Services, Inc.
Tonya Villwock Independent Living Coordinator, Independence First
Michelle Wagner Consultant, Washington County Transportation - PMSI
Bruce Wilk Associate Executive Director, The Threshold, Inc.

WAUKESHA COUNTY

Kristen Adelmund Operations Manager, Hatch Staffing, Inc.
Beatrice Alexander Coordinator, New Berlin Senior Taxi
Lori Bares Easter Seals Waukesha
Jane Batha Manager, Arbor Education & Training, Inc.
Sandi Bednarski Homes for Independent Living, Inc.
Cathy Bellovary Director, Aging and Disability Resource Center of Waukesha County
Lisa Buchager Assistant Director, Adaptive Community Approach Program
Shawna Burr Director, Paragon Community Services, Inc.
Margaret Cory Mobility Manager, Interfaith Senior Programs, Inc.
Maryann Day Manager, ProHealth Care Special Transportation Prepaid Voucher Program
Tom Dieckelman Wisconsin Coach Lines, Inc.
John Doherty CEO, Meda Care Vans of Waukesha
Kim Dood All Day Taxi, Inc.
Andrew Dresang Community Outreach Coordinator, Community Memorial Hospital

WAUKESHA COUNTY (cont.)

Meredith Dressel	WDA Director, Workforce Development Area 3, Division of Vocational Rehabilitation
Kathleen Enders.....	Counselor, Division of Vocational Rehabilitation
Kathy Fargo	American Red Cross
Dennis Farrell.....	Chairman, Waukesha County Developmental Disabilities Advisory Committee
Kathy Gale.....	Executive Director, Interfaith Caregiving Network
Greta Hansen	Director, Community Action Coalition of Southcentral Wisconsin
Lori Hayes	Executive Director, Volunteer Center of Waukesha County
Dan Henry	Director, Muskego Senior Taxi
Laurie Hintz.....	Creative Community Living Services, Inc.
Jennifer Horth.....	ARCh Waukesha
Marlena Jackson	Froedtert Hospital
Amy Jeske	Recreation Program Coordinator, Sussex Shuttle
Robert Johnson.....	Director, Waukesha Metro Transit
Bernie Juno	Executive Director, Hebron House
Judith Kearns	Citizen
Jane Kirchhoff	Director, Day Services, Goodwill Industries of SE Wisconsin
Ann Lamberg.....	Care Wisconsin, Inc.
Thomas Ludka.....	Veterans Service Office
Dick Manke	President, Lake Country Cares Cab
Corey Martin	Transportation Manager, Elmbrook Memorial Hospital
Sarah Matson	Catholic Charities
Ruth McDowell	Phoenix Transportation, Inc.
Rick Meier.....	ProHealth Care Special Transportation
Kara A. Moore.....	Program Coordinator, Waukesha County Health & Human Services Volunteer Transportation Service
Karen O'Leary	The Hope Center in Waukesha
Debra Patterson	Adaptive Community Approach Program
Michael Pjevach	President, Wisconsin Coach Lines, Inc.
Jerry Quam	Curative Care Network (Ranch Community Services)
Susan Rady	Manager, Menomonee Falls Senior Shuttle
Pam Reetz.....	Owner, Best Cab of Waukesha, Inc.
Bruce Rohde	President, Oconomowoc Silver Streak
Tom Rust	Waukesha Cab, Inc.
Francisco Sanchez	President, WOW Workforce Development Board
John Schnabl.....	Director, Southeastern Wisconsin Area Agency on Aging
Peter Schuler.....	Director, Waukesha County Health & Human Services
Jimmy Stephens.....	Best Cab of Waukesha, Inc.
Yvonne Steuber	Executive Director, United Cerebral Palsy
Colleen Teeters.....	Dungarvin Wisconsin, Inc.
Elsa Travieso	Program Services Assistant, WOW Workforce Development, Inc.
Steve Visocky.....	X-Pert Placement Inc.
Phyllis Wesolowski.....	Coordinator, Elmbrook Senior Taxi
Jack Wieber	Program Director, Mukwonago Seniors on the Go
Representative	Disabled American Veterans
Representative	Exact Transport, LLC
Representative	Lifestyles Medical & Leisure Transportation, Inc.
Representative	Procare Plus, LLC

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Appendix B

RECORD OF REGIONAL PUBLIC MEETING 2012 COORDINATION PLANNING IN SOUTHEASTERN WISCONSIN

DATE: October 16, 2012
TIME: 9:30 a.m.
PLACE: Harbor Lights Room
Downtown Transit Center
Milwaukee, WI

PARTICIPANTS

Jane Ahl..... Division of Special Needs, Milwaukee Public Schools
Lisa Alves..... Transportation Superintendent, City of Hartford Taxi
Barb Bagles Transportation Coordinator, Portal Industries, Inc.
Lori Bares Transition Services Director, Easter Seals Waukesha
Amy Bennet..... Associate Planner, City of New Berlin
Latisha Birkeland..... Planner, City of Whitewater
John Bloor Executive Director, The Threshold, Inc.
Sue Braden Managing Director, UWM Center on Age & Community
Sarah Brossard-Street Mobility Manager, Human Services Department, Racine County
Margaret Cory Mobility Manager, Interfaith Senior Programs, Inc.
Stefanie Davis..... Ways To Work, Inc.
Jonathan Delagrave Director, Human Services Department, Racine County
Abdul-Rashab Diaad Business Manager, Mt. Castle Corporation
Michelle Dolnik..... Mobility Manager, Kenosha Area Transit
Brian Dranzik Director of Transit Affairs,
Department of Transportation and Public Works, Milwaukee County
Ella Dunbar..... Ways to Work, Social Development Commission
Gary Eckstein Vocational Outreach Manager, Kenosha Achievement Center, Inc.
Brian Engelking..... Marketing Director, Waukesha Metro Transit
Carolyn Feldt..... Manager, Elder & Disability Services,
Department of Human Services, Kenosha County
Don Freis Business and Operations Manager, Portal Industries, Inc.
Judy Foss Bureau of Transit and Local Roads, Wisconsin Department of Transportation
Laura Garski Program Director, iTN Racine County
Jerry Grant..... Chairperson, Health & Human Services Board, Walworth County
Lacie Hadington Society's Assets, Inc.
Darlene Hall Mobility Manager, Milwaukee County Transit System
Tracy Harrington Director of Paratransit Services, Milwaukee County Transit System
Tanya Henry Executive Director, Milwaukee Careers Cooperative
Mike Hermann..... Director of Parks and Recreation, City of Hartford Taxi
Bernadette Janiszewski..... Nursing Home Administrator, Lakeland Health Care Center
Jon Janowski..... Program and Policy Coordinator,
Milwaukee County Department on Aging

PARTICIPANTS (cont.)

Sharon Johnson.....Regional Director for Milwaukee County,
Homes for Independent Living

Tom KenneyMobility Manager, Milwaukee County Transit System

Andy Kerwin Geneva Crossing Senior Community

Maria Kikstra..... ADS Director, The Threshold, Inc.

Jane Kirchoff Director of Day Services, Goodwill Industries of Southeastern Wisconsin, Inc.

Kurt KowalskiDirector, Recovery Medical Transport

Bonnie LeeChairperson, iTN Racine County

Dariko Mekvabishvili..... Owner, Med Group

James Methu..... Milwaukee QLSINC

Gary Metz..... Representative, American Association of Retired Persons

Jacob Miller..... Bureau of Transit and Local Roads, Wisconsin Department of Transportation

Shannon Molina Society's Assets, Inc.

Kara A. Moore.....Program Coordinator,
Health & Human Services Volunteer Transportation Service, Waukesha County

Lori Muzatko Director, Aging and Disability Center of Walworth County

Julieann Nolan.....City of West Bend Taxi

Charlene NorbergSpecialist, Aging and Disability Resource Center of Waukesha County

Linda OlsonDirector, Washington County Aging and Disability Resource Center

Judi Parmeter.....Chair, Wauwatosa Senior Commission

Michelle Pike.....Director, Ozaukee Aging and Disability Resource Center

Mark Piotrowicz.....Director of Community Development, City of West Bend

Susan Plant Manager, STS, Ozaukee County Shared Ride Taxi

John Possell Fiscal Director, Milwaukee Careers Cooperative

Marilyn PutzDirector, Walworth County Job Center

Danna Rhinehart.....MAWIB

Steven Rogstad.....Owner, Kenson's Enterprises Senior Shuttle

Dennis RyanGoodwill Industries, Inc.

Karen Schmiechen..... Urban Planning Analyst , Wisconsin Department of Transportation

Linda Seemeyer Director, Walworth County Health and Human Services

Cynthia Simonsen..... Executive Director, VIP Services, Inc

Mary Smarelli..... President, Transit Express

Laura SpaldingRehabilitation Director, Careers Industries, Inc.

Maureen Squire Executive Director, Interfaith Caregivers of Ozaukee County

Al StanekBelle Urban System/Professional Transit Management

Patrick Starken Racine Unified School District

Joseph Steier III..... Transit Manager, Washington County Highway Department

Mark Stein Disability Services Division Administrator,
Milwaukee County Health and Human Services

Faye TalatzkoConsultant, PMSI, Washington County Transportation

Joy Tarkowski Washington County Shared Ride

Laura Terry Society's Assets, Inc.

Kerry Thomas.....Transit Now

Elsa TraviesoProgram Services Assistant, WOW Workforce Development, Inc

Nicole Urquhart..... Owner, Baby Express

Michelle WagnerConsultant, PMSI, Washington County Transportation

Scott Wilder.....CEO, Mt. Castle Corporation

Paula WilliamsExecutive Director, Kenosha Achievement Center Inc

Erin WinchPlanner, Village of Pleasant Prairie

Tom WinterDirector of Schedule and Planning, Milwaukee County Transit System

Jason WittekTransit Superintendant, Ozaukee County Transit Services

Roger ZierfussTransportation Supervisor, Walworth County Health and Human Services

FACILITATORS

Ajibola Ayanwale.....Planner, SEWRPC
Albert A. Beck..... Principal Planner, SEWRPC
Eric Lynde Senior Planner, SEWRPC
Kevin MuhsPlanner, SEWRPC

WELCOME AND INTRODUCTIONS

Mr. Muhs welcomed participants and asked attendees to introduce themselves and the agency they represented to their fellow attendees at their table. The participants had been assigned to one of fourteen small groups of six to eight people for the morning's discussion of regional transportation. Each group had participants from multiple counties, to provide the widest perspective possible at each table. Mr. Muhs then explained the agenda for the meeting:

1. Overview of the coordination process
2. Information on existing and future funding programs and opportunities
3. Small group discussions addressing regional transportation
4. Discussion of the results of the small groups, with selection of regional prioritized strategies
5. Small group discussions addressing travel within each county

OVERVIEW OF THE COORDINATION PROCESS

Mr. Muhs described the federal requirements for project funding and coordination plans. He also described the Wisconsin Department of Transportation (WisDOT) coordinated planning process and the need for a regional planning approach.

INFORMATION ON EXISTING AND FUTURE FUNDING PROGRAMS

Mr. Miller and Ms. Foss of WisDOT outlined the various opportunities for funding assistance from the federal and state governments for public and non-profit operators. Mr. Miller described current funding opportunities available through federal Section 5316 funds and state Wisconsin Employment Transportation Assistance Program (WETAP) funds. Mr. Miller indicated that some programs may be changing as more guidance is received from the Federal Transit Administration regarding the recently passed transportation reauthorization bill, Moving Ahead for Progress in the 21st Century. Ms. Foss described funding opportunities for specialized medical transportation providers through the federal Section 5310 and 5317 programs.

SMALL GROUP DISCUSSION ADDRESSING REGIONAL TRANSPORTATION

Mr. Muhs introduced the small group discussion packet that assisted groups in their analysis of transportation services that crossed county borders, describing the inventories of principal transportation providers that cross county borders, including public, private, and non-profit providers of human services transportation and providers of transportation for the general public. He then described the other data available to the participants in the packets, including maps of existing public transit, specialized transportation, and paratransit services in the Region. He asked each small group to review the inventory list and provide any corrections or additional information. Following this review, attendees were asked to discuss existing regional transit services within their small group and assess the quality of the services based on eight different service attributes. This assessment guided the groups as they discussed needs that were unmet by existing services and prioritized fulfilling those unmet needs. Finally, each small group was asked to create strategies to address its list of unmet needs. Lists of previous unmet needs and strategies from the 2008 planning effort were provided to each participant to assist in the discussion within each small group.

DISCUSSION OF REGIONAL PRIORITIZED STRATEGIES

Following the completion of their packets by all of the small groups, each group was invited to select a member to discuss the group's unmet needs and strategies to address those needs. Commission staff recorded these strategies while they were being discussed, and asked the participants to vote (by show of hands) on their top three strategies. The results of this voting process guided the development of a list of prioritized strategies to address the unmet travel needs of the Region. This list of prioritized strategies and a summary of the key findings of the

small group discussions appear in the Public Transit-Human Services Transportation Coordination Plan for each county.

SMALL GROUP DISCUSSION ADDRESSING TRANSPORTATION WITHIN EACH COUNTY

Following the selection of prioritized strategies to address regional needs, new small groups were formed to discuss transportation within each county. A similar process was followed as with the previous small groups, with each participant receiving a packet of information to guide the discussion. The small group discussion packet for each county contained an inventory of principal transportation providers within the county, including public, private, and non-profit providers of human services transportation and providers of transportation for the general public. Other information in each packet included population growth of transit dependent populations and maps of existing public transit service areas overlaid over population density, employment density, high transit need areas, and major activity centers. Lists of previous unmet needs and strategies from the 2008 planning effort were also provided to each participant to assist in the discussion within each small group. Small groups were asked to review the list of existing services, assess the quality of the services, create a list of unmet needs, and list strategies to address those unmet needs. Following the completion of those tasks, counties with more than one small group were asked to join together with the other tables discussing the same county to create a prioritized list of strategies for the county.

WRAP-UP

After the small group discussions, Mr. Muhs informed participants that a draft plan for each county would be assembled by Commission staff and available for comment. A finalized Public Transit-Human Services Transportation Coordination Plan for each county would be submitted to WisDOT by the end of the year.

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