

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

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MEMORANDUM REPORT NO. 210

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

Prepared for Racine County by the
Southeastern Wisconsin Regional Planning Commission

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I. INTRODUCTION

The Public Transit – Human Services Transportation Coordination Plan for Racine 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 Racine 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 Racine 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 Racine County Coordination Plan, Commission staff invited a wide range of stakeholders from Racine 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 City of Racine Belle Urban System was prepared in 1998 and provided recommendations that guided the implementation of several service changes enacted in the late 1990's and early 2000's. A new transit system development plan for 2013–2017 is nearly complete, and evaluates the City of Racine Belle

Urban System; recommends transit service and capital improvements for the City bus system; identifies and evaluates all other existing public and human services transportation provided in Racine County; identifies the unmet transit travel needs for resident trips within Racine County and to/from other counties; and recommends actions to coordinate existing transportation services or initiate needed new transit services in the County.

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

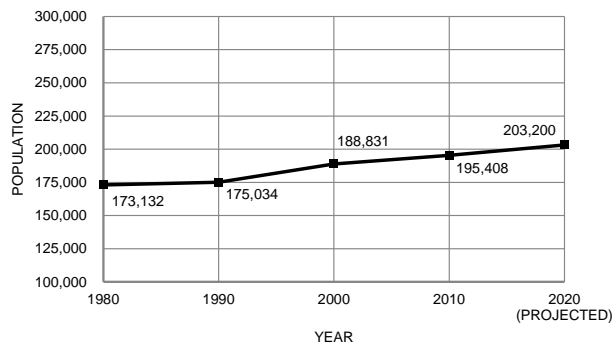
General Population Characteristics

Racine County is located in southeastern Wisconsin, bordered by Walworth County to the west, Milwaukee County to the north, Lake Michigan to the east, and Kenosha County to the south. Interstate Highway 94 (IH 94) runs north-south through the County, splitting it into two parts: the predominantly urban eastern half, and the predominantly rural western half. Racine County's population in 2011 was 195,400 persons, according to the U.S. Census Bureau. Of that total, the combined population of the City of Racine and neighboring Villages of Caledonia, Mount Pleasant, North Bay, Sturtevant, and Wind Point was 138,700 persons, or about 71 percent of the County. In western Racine County, small concentrations of population exist in the City of Burlington, Villages of Union Grove and Waterford, and the Town of Norway. Map 1 shows the population density in 2010 by U.S. Public Land Survey quarter-section.

Racine County's population has increased steadily since 1990. Between 2000 and 2010, the County's population grew by about 3.5 percent from approximately 188,800 to 195,400 persons, respectively. Steady growth is expected to continue through 2020. As Figure 1 displays, the Racine County population is projected to reach 203,200 persons by the year 2020.

Figure 1

RACINE 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:

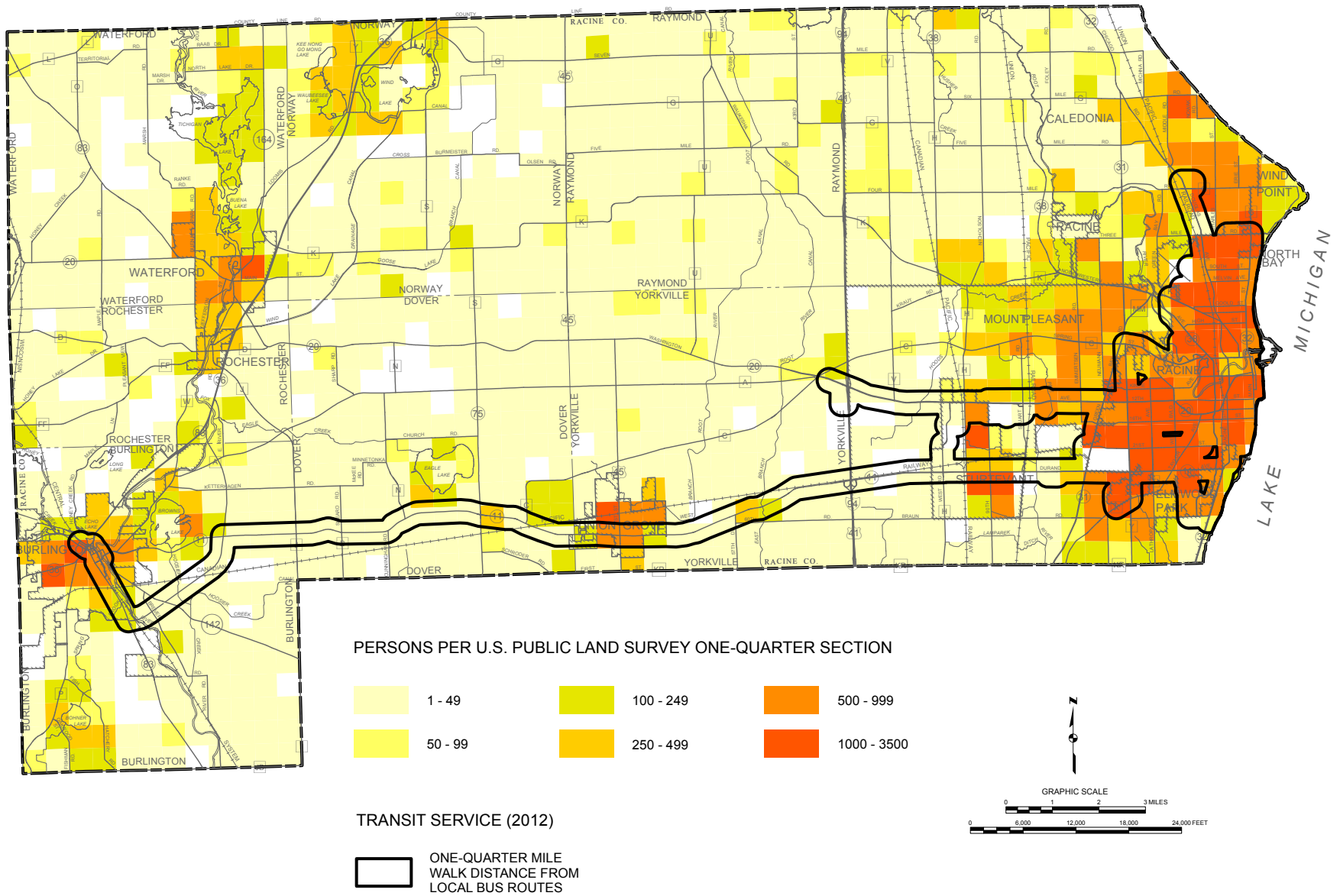
- Persons in low-income households account for the largest share of the transit-dependent population in the County at about 28 percent of the total population. Disabled persons also make up a significant portion of the population at about 11 percent of the County's residents. 6 percent of the population is at least 75 years of age, and about 7 percent of households have no vehicle available.
- Between 2000 and 2010, persons with disabilities and persons in low-income households increased in both absolute number and in their share of the total population. Seniors stayed a constant percentage of the population, but increased in absolute number. Zero vehicle households decreased in both share of all households and absolute number.

Data from the 2010 Census were used to identify areas in Racine 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, the highest concentrations of residential populations with transit needs were focused in the center of the City of Racine and around its outskirts. An additional area of high transit need is found in

Map 1

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



Source: SEWRPC

Map 2

TRANSIT NEEDS INDEX FOR RACINE COUNTY: 2009

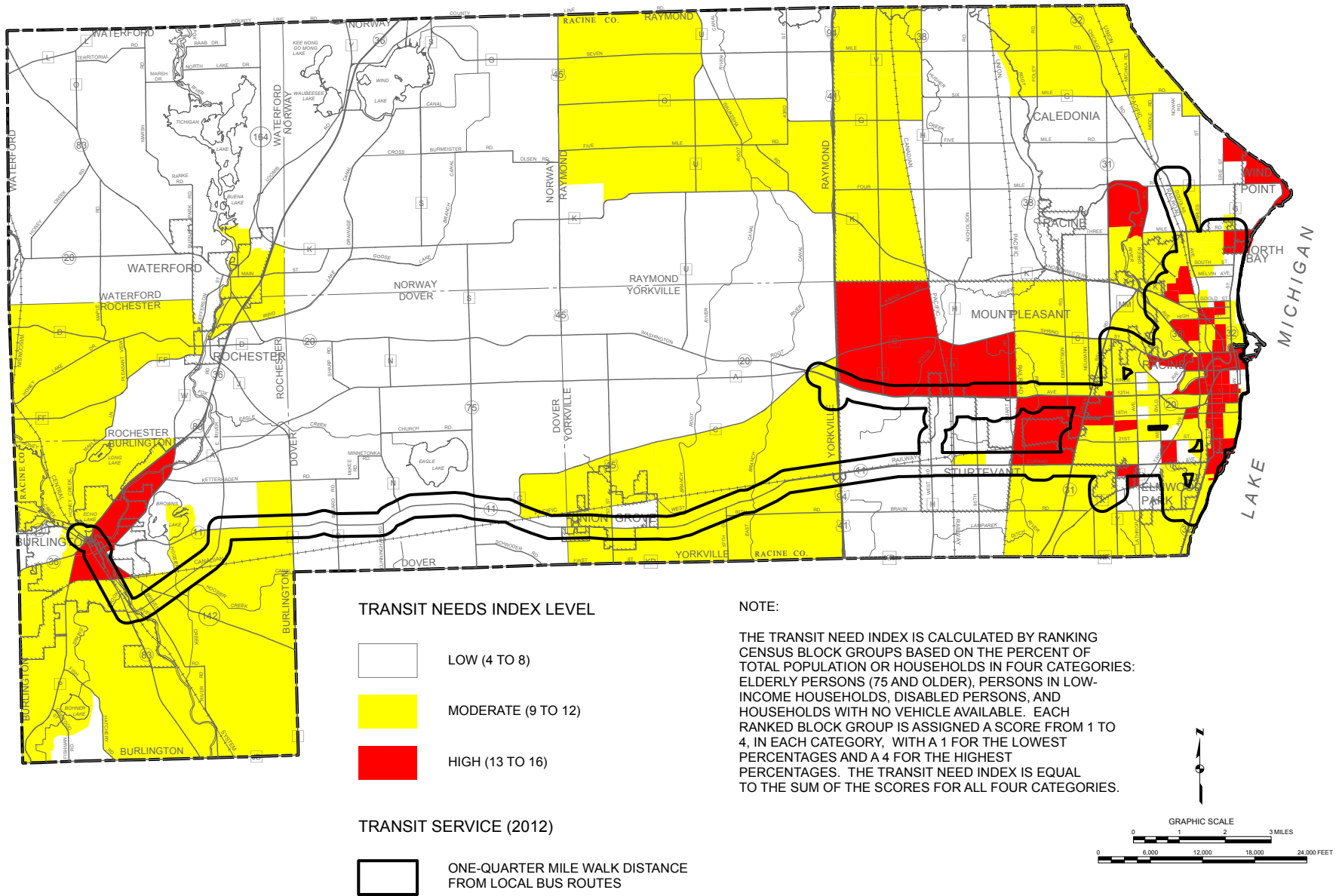


Table 1

TRENDS IN TRANSIT-DEPENDENT POPULATION GROUPS IN RACINE 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)	8,934	5	11,227	6	12,264	6
Persons in Low-Income Households ^a	42,834	24	39,586	21	53,836	28
Disabled Persons ^b	5,394	3	9,783	5	20,651	11
Households with No Vehicle Available	5,669	9	5,759	8	5,237	7
Total County Population	175,037	--	188,831	--	195,408	--
Total Number of Households	63,736	--	70,819	--	75,546	--

^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.

the City of Burlington. The remainder of the county has moderate to low transit needs.

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 City of Racine, with additional pockets of high employment density found in the City of Burlington and the Villages of Mount Pleasant, Sturtevant, Union Grove, and Waterford.

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:

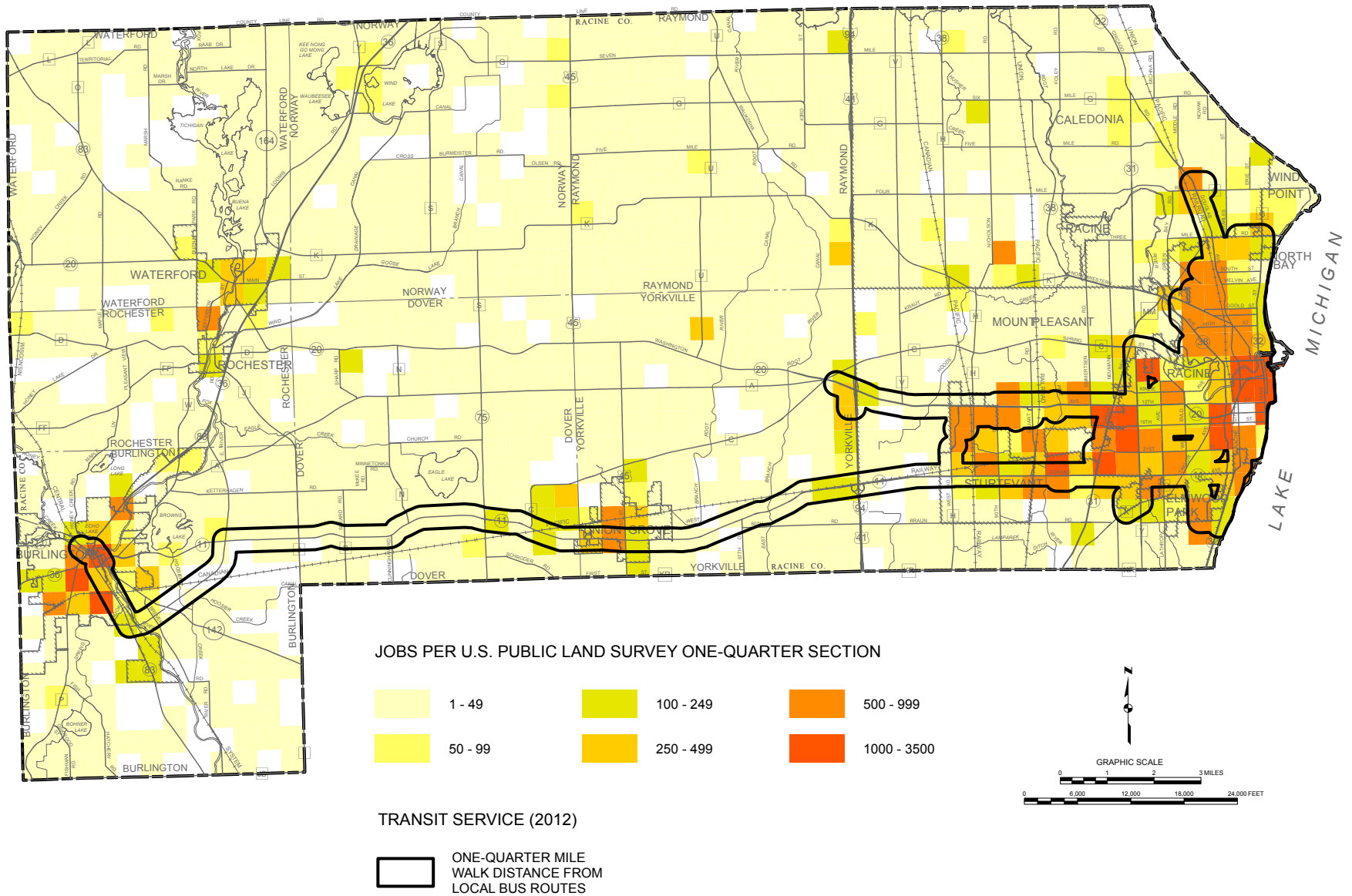
- Hospitals, Medical Centers, or Clinics with 10 or more physicians

- 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 100 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. Many of these activity centers are located within the City of Racine. The City of Burlington, and the Villages of Mount Pleasant, Sturtevant, and Waterford, also have several activity centers. A small number of activity centers are also located throughout the County.

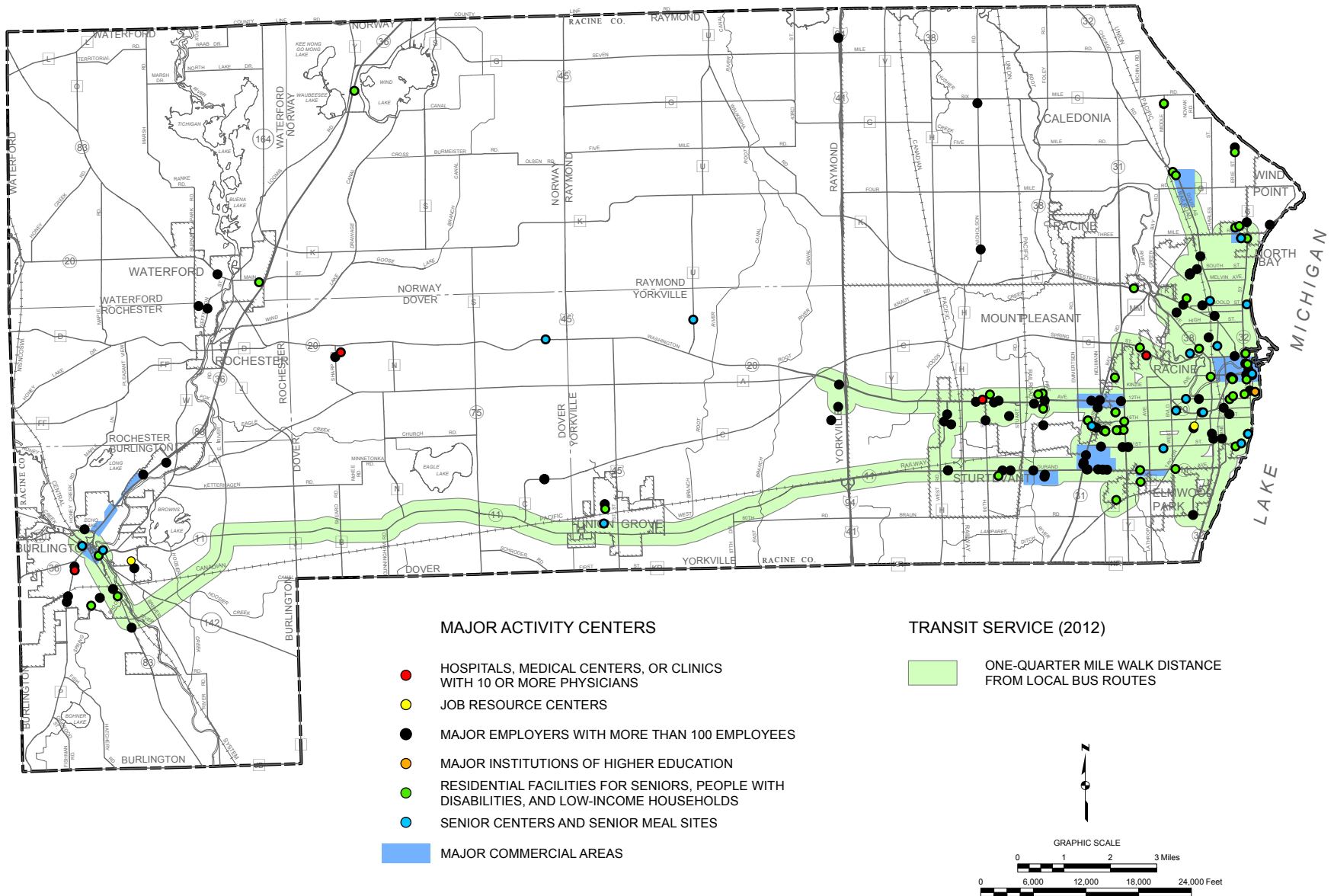
Map 3

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



Map 4

MAJOR ACTIVITY CENTERS IN RACINE COUNTY: 2012



Source: SEWRPC

III. CURRENT TRANSPORTATION SERVICES

Racine County is served by a number of transportation providers, ranging from City of Racine's Belle Urban System, 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 Racine 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 the services that are available to the general public and the second section lists the services that are primarily aimed at serving special population groups, or "human services transportation".

Transportation Services for the General Public

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

- The Belle Urban System, operated by the City of Racine, is a publicly-funded urban bus operation that runs fixed routes serving the City of Racine and portions of the Villages of Caledonia, Mount Pleasant, and Sturtevant. The Belle Urban System also provides paratransit service to serve the travel needs of disabled individuals through the Dial-A-Ride Transportation paratransit system.
- Racine County operates two flexible-route services; one cross-county route connecting Burlington, Union Grove, and Sturtevant to the City of Racine called Racine County Link, and another route within the City of Burlington called SPARC. SPARC is targeted to seniors, but is available to the general public if space is available on the vehicle.
- Amtrak operates an intercity passenger train, the Hiawatha route, between Milwaukee and Chicago, with one stop in the Village of Sturtevant.

- 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 mass-transit operating assistance funds used to subsidize the service.

A few private-for-profit transportation agencies also provide services to the general public, including the intercity bus service provided by Coach USA.

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:

- Racine County Human Services provides an advance reservation door-to-door service for persons certified as transportation handicapped outside the Belle Urban System service area, and a subscription door-to-door service for employment transportation of developmentally disabled persons throughout Racine County. The County contracts with First Transit, Inc., for both services.
- Goodwill Industries provides door-to-door subscription service for individuals that participate in Goodwill programs.
- Racine County Opportunity Center provides door-to-door subscription service for individuals that participate in the Center's programs.
- The remaining transportation services operated within the County are mostly private-for-profit services that focus on providing transportation for medical appointments within Racine County and to surrounding counties.

Table 2

INVENTORY OF TRANSIT SERVICE PROVIDERS IN RACINE 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	Fares per Trip	Vehicles Used	Funding Sources in Addition to Fares
Racine Belle Urban System								
Fixed-route Bus Service (262) 637-9000	Public	Local Bus	City of Racine urban area and portions of Caledonia, Sturtevant, and Mt. Pleasant	General public	Weekdays: 5:11 a.m. - 10:31 p.m. Saturdays: 5:41 a.m. - 7:10 p.m. Sundays/Holidays: 9:41 a.m. - 6:33 p.m.	Cash Fare: \$2.00 – Adults \$1.50 – Children \$1.00 – Seniors & disabled Monthly Pass: \$65.00 – Adults \$30.00 – Seniors & disabled	33 32-passenger buses	State \$85.20 Federal \$5307 Congestion Mitigation and Air Quality (CMAQ) City of Racine
Dial-A-Ride Transportation (DART) (262) 619-2438	Public	Advance reservation demand response, curb-to-curb	Within ¾-mile of a Belle Urban System bus route	Individuals with a disability that prevents them from using other modes of transport	Weekdays: 5:00 a.m. - 9:40 p.m. Saturdays: 5:30 a.m. - 6:10 p.m. Sundays/Holidays: 9:30 a.m. - 6:10 p.m.	\$3.00 per trip	7 9-passenger wheelchair accessible vans	State \$85.20 Federal \$5307 City of Racine Community Options Program
Racine County Link (262) 638-6650	Public	Route deviation	Loop through Racine, Union Grove, Burlington, and Waterford	General Public	Weekdays: 6:30 a.m. - 5:30pm	\$2.00 from stop \$3.50 from deviation	County contracts with First Transit, Inc., for service.	State \$85.21 Racine County
Wisconsin Coach Lines/Coach USA (800) 236-2028	Public/ Private ^a	Fixed-route commuter bus	Service between the Cities of Kenosha, Racine, and Milwaukee	General public	Monday-Friday: 5:15 a.m. to 10:30 p.m. Saturday-Sunday: 8:15 a.m. to 10:20 p.m.	Distance-based. Adults: \$2.00 - \$4.25 Students: \$1.00 - \$3.25	4 47-passenger motor coaches	State \$85.20 Cities of Racine, Milwaukee, and Kenosha
Coach USA (same as above)	Private, for-profit	Intercity bus	Service between Milwaukee and Chicago; one stop at IH 94 and STH 20	General public	Every day: 4:45 a.m. - 11:45 p.m.	Distance-based	Long distance motor coaches	- -

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	Fares per Trip	Vehicles Used	Funding Sources in Addition to Fares
Baby Express (262) 637-1796	Private, non-private	Advance reservation and on demand, curb-to-curb	Racine County	Pregnant Women and families who qualify for Medicaid	24hrs	No Charge	Non-accessible vehicles	Title 19 Medical Assistance
Careers Industries, Inc.	Private, non-private	Fixed route and schedule daily trips	Racine County	Participants in Careers Industries day services	Week days: 8:30 a.m. – 2:30 a.m.	No charge	Wheelchair accessible vans	Community Care
DRS Medical Transport (262) 728-9759	Private, non-profit	Advance reservation door-through-door for any trip purpose	Western Racine County and Kenosha, Rock, and Walworth Counties	General public	Weekdays: 8:00 a.m. – 3:00 p.m.; Saturdays: As needed Sundays: On call	Title 19 Medicaid reimbursement or private pay: \$22.00 plus \$2.00/mile	3 Accessible vans	Title 19 Medical Assistance
Durham (262) 886-1312	Private	School district, charters	Southeastern Racine	Students, charters	Monday – Friday: 5 a.m. – 5 p.m. Saturday and Sunday: As needed	Based on charter	90 Big buses 50 Small buses	--
Erickson Ambulance (262) 632-5412	Private, for-profit	Advance reservation and on demand, door-through-door	Racine, Kenosha, Milwaukee and other long-distance destinations	General public	Every day, 24 hours a day	Private pay and Title 19 Medicaid reimbursement	Non-accessible ambulances	Title 19 Medical Assistance

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	Fares per Trip	Vehicles Used	Funding Sources in Addition to Fares
First Transit Inc. (262) 886-5321	Private, for-profit	Advance reservation door-to-door for medical activities	Racine County	Medicaid recipients	Weekdays: 5:00 a.m. – 6:00 p.m.	Private pay and Title 19 Medicaid reimbursement	Wheelchair accessible vans and buses	Contracts with Racine County
Goodwill Industries (262) 554-3155	Private, non-profit	Fixed route, door-to-door and scheduled day trips	Racine County	Participants in Goodwill Industries programs	Weekdays: 7:00 a.m. – 5:30 p.m.	No charge	Wheelchair accessible vans	- -
iTNRacineCounty (262) 554-1091	Private, non-profit	Advance reservation and on demand, door-to-door	Racine, Milwaukee, and Kenosha counties	County residents 55 years and older, and the visually impaired	Every day, 24 hours a day	Annual membership fee of \$20.00, distance-based fare \$4.00 plus fee of \$1.50/mile	Private Vehicles	Membership Private donations Grants Racine county
Lincoln Lutheran Specialized Transportation 262-898-2742	Private, non-profit	Scheduled door-to-door for adult day care, shopping events and medical activities	As required	Residents of Lincoln Lutheran facilities	As required	No charge	Wheelchair accessible and non-accessible vans and buses	- -
LJH Ambulance (262) 658-4448	Private, for-profit	Advance reservation and on demand, door to-door	Racine, Kenosha, Milwaukee and other long distance destinations	General public	Every day, 24 hours a day	Private pay and Title 19 Medicaid reimbursement	Non-accessible ambulance	Title 19 Medical Assistance
Medix Wheelchair Service (262) 763-8438	Private, for-profit	Advance reservation, door-to-door	Racine, Kenosha, Walworth and other long distance destinations	General public	Weekdays: 6:00 a.m. – 6:00 p.m.	Private pay: \$31.00 for first 5 miles (\$26.00 if paid at time of service), then \$3.00 per mile one-way	Accessible vans	- -

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	Fares per Trip	Vehicles Used	Funding Sources in Addition to Fares
Racine County Human Services (262) 638-6650								
Transportation Handicapped (TH) Service	Public	Advance reservation demand response, door-to-door	Racine County outside Belle Urban System service area.	Persons certified as transportation handicapped, or 60 years and older	Weekdays: 5:30 a.m. – 6:00 p.m.	\$2.50 per trip	County contracts with First Transit, Inc., for service.	State \$85.21 Racine County
Shuttling People Around Racine County (SPARC)	Public.	Route deviation	Burlington	Primarily elderly; general public when space is available	Weekdays: 9:00 a.m. – 3:00 p.m.	\$2.00 one way \$3.00 per round trip \$5.00 for all day pass	County contracts with Kenson Enterprises, LLC, for service.	
Racine County Opportunity Center Racine Office (262) 515-2436 Burlington Office (262) 763-8012	Private, non-profit	Fixed route, door-to-door subscription service	Racine County	Participants in RCOC programs	Weekdays: 7:45 a.m. – 3:15 p.m.	\$2.50 per trip	6 Non-accessible vans	Community Care Racine County Family Care Donations
Recovery Medical Transport (262) 939-5542	Private, for-profit	Advance reservation, door-to-door	Racine, Kenosha and Milwaukee Counties	General public	Weekdays: 7:00 a.m. – 5:00 p.m.	Title 19 Medicaid reimbursement or private pay: \$25.00 for first 5 miles, then \$1.50 per mile one-way	1 Wheelchair accessible van	Title 19 Medical Assistance
Wisconsin Veteran's Home (262) 878-6724	Public	Advance reservation, door-through-door; scheduled group day trips	Racine County to appointments in Milwaukee County	Residents of Wisconsin Veteran's Home	Weekdays: 7:30 a.m. – 4:30 p.m.	No charge	1 Wheelchair-accessible minivan 1 Wheelchair accessible van	- -

^aThe City of Racine acts as the public sponsor for the service, contracting with Wisconsin Coach Lines, Inc./Coach USA (a private for-profit company) to provide the bus service.

Source: SEWRPC.

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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.
- Lack of transportation services for travel from suburb to suburb.
- 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 Racine 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 Racine 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, while shared revenue from the state to cities continues to decrease. The levy limits have placed significant pressure on local budgets.

- Lack of late night and adequate weekend service hours for the Belle Urban System to ensure job access for potential second and third shift employees.
- 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 transportation options.
- Limited transportation options in the western portion of the County, especially for individuals who are not eligible for

the County demand-response service for transportation-handicapped persons. There is no longer a taxicab service in the City of Burlington and the fares of private-for-profit transportation providers are expensive for non-Medicaid-eligible individuals. For example, some individuals who do not live in the Belle Urban System service area and need regular transportation for dialysis or cancer treatments have difficulty finding an affordable service.

- Users of the County demand-response service for the transportation-handicapped regularly have to schedule trips many days in advance of when service is needed.
- Lack of a taxicab provider in the City of Racine that can serve trips 24-hours-a-day, seven-days-a-week with little to no advance reservation time requirement for scheduling.
- Lack of a service to return patients to their residences if they are released from the hospital between 5 p.m. and 5 a.m.

V. STRATEGIES TO ADDRESS UNMET NEEDS

This Coordination Plan presents two types of strategies for Racine 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 Racine 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 RACINE 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.
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 Racine 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 Racine County.

Strategies for Addressing Unmet Travel Needs within Racine County

1. Promote increases in local, State, and Federal funding levels for transportation programs, and coordinate program eligibility and reporting requirements to improve service availability and convenience. Develop strategies to obtain funding for projects that would improve or increase the transportation services available in the County.
2. Improve the availability and convenience of existing transportation services. Some of the improvements that were identified include:
 - a. Provide more frequent service on the bus routes of the Belle Urban System to reduce wait times for patrons.
 - b. Expand the service area and hours of operation for the Belle Urban System to improve transit access to employment locations.
3. Work with hospitals to provide twenty-four hour service for patients to return to their residences following treatment, perhaps by contracting with an existing specialized medical transportation provider.
4. Study ways for the City of Racine or County to encourage a private taxi cab operator to provide service to the City or County.
5. Improve access to information on the available transportation services. Some

ways to improve the dissemination of information include:

- a. Implement a travel training program for potential users of the fixed-route services of the Belle Urban System.
 - b. Train social workers or counselors who work with potential users to educate them about the available transit services.
 - c. Create a clearinghouse or centralized information source for information on all transit services. Example could include 211 community information and 511 traveler information services.
 - d. Create an online directory of transportation providers.
6. Continue to fund a mobility manager position with the County who:
- a. Assists in coordinating transportation services.
 - b. Promotes the availability of transportation services.
 - c. Gathers and analyzes data to evaluate a variety of transportation options for elderly, disabled, and low-income individuals.
 - d. Researches “best practices” for mobility management techniques to coordinate services and other resources among transportation agencies.
7. Expand County-wide transportation services. Examples include:
- a. Establish subsidized shared-ride taxi services to provide demand-responsive transit service where feasible, such as in the Burlington-Waterford area.
 - b. Expand volunteer driver/escort programs.

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 Racine County participants identified are listed below.

Racine County

- Implementation of a County-wide shared-ride taxi service open to the general public or expansion of volunteer driver programs would be the responsibility of the County.
- Expand service to Milwaukee County from Racine County to provide better access to employment and resources at the Regional Medical Center and Downtown Milwaukee.
- Consider appointing a transportation coordinating committee that would study how to implement the identified coordination strategies and recommend actions to County officials.

City of Racine

- Improve the convenience, frequency, and service hours of transportation service. The City would be responsible for implementing service improvements to the Belle Urban System.

Mobility Manager

- Promote increases in local, State, and Federal funding levels for transportation programs and better coordination of program eligibility and reporting requirements to improve service availability and convenience. Develop strategies to obtain funding for projects that would improve or increase the transportation services available in the County.
- Work with hospitals in the County to provide patients with journey home following their treatment.
- Improve access to information on the available transportation services by creating a clearinghouse for information on all transit services and implementing a travel training program.

All Transportation Providers

- Improve access to information on the transportation services provided.

All Parties

- All interested parties, including the County, and its 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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