

PUBLIC TRANSIT-HUMAN SERVICES TRANSPORTATION COORDINATION PLAN FOR OZAUKEE COUNTY: 2025



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Ryan Hoel, PE Chief Transportation Engineer
Rob Merry, PLS Chief Surveyor
Nakeisha Payne Chief Community Engagement Specialist
Thomas Slawski, PhD Chief Biologist

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TRANSPORTATION COORDINATION PLAN
FOR OZAUKEE COUNTY: 2025**

Prepared for Ozaukee County by the
Southeastern Wisconsin Regional Planning Commission

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

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1. INTRODUCTION

The Public Transit – Human Services Transportation Coordination Plan for Ozaukee County: 2025, 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 Ozaukee 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

Transit projects utilizing Federal Transit Administration (FTA) Enhanced Mobility of Seniors and Individuals with Disabilities program (Section 5310)¹ funding must be derived from a locally developed, coordinated public transit-human service transportation plan. Such plans are to be developed and approved through a process that includes representatives of public, private, and non-profit transportation and human services providers and participation by members of the public. This plan is intended to meet these requirements while providing guidance to the county and region in providing and improving specialized transportation services over the next four years. The State of Wisconsin also requires the development of these "coordination plans" for projects within the 85.21 program, Specialized Transportation Assistance Program for Counties. In addition, the Wisconsin Department of Transportation (WisDOT) utilizes the Coordination Plans to determine project eligibility for Wisconsin Employment Transportation Assistance Program (WETAP) funding.

As, several agencies and organizations in Ozaukee County have received funding under the Section 5310, 85.21, and WETAP programs in the past, this Coordination Plan will help ensure the eligibility of current and future transit projects funded through those programs. To meet Federal requirements, the Coordination Plan includes the following elements:

- An assessment of transportation needs for seniors, people with disabilities, 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
- Priorities for implementing these strategies

Role of the Southeastern Wisconsin Regional Planning Commission

The Commission staff, at the request of WisDOT, and with guidance and input from human services agencies and public and private transit operators in each county, has facilitated the planning process and prepared the maps, tables, and inventories for the Coordination Plans for each of the seven counties in the Region. For the Ozaukee County Coordination Plan, Commission staff invited a wide range of stakeholders from Ozaukee 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 these needs. The invitation list, meeting record, and attendance list for this meeting are documented in Appendices A and B.

In addition to this Coordination Plan, the Commission also periodically prepares the long-range (20-35 year) transportation system plan for the seven-county Southeastern Wisconsin Region and short-range (5 year) transit development plans for each of the Region's public transit systems. The year 2050 regional land use and transportation plan for Southeastern Wisconsin (VISION 2050), adopted in 2016 and updated in 2020

¹ Section 5310 program includes the purchase of specialized transit vehicles used to serve seniors and people with disabilities, mobility management, non-vehicle capital purchases, operating expenses for transportation projects that exceed the requirements of the Americans with Disabilities Act of 1990 (ADA), improving access to fixed route transit service to decrease reliance by people with disabilities on paratransit, and providing alternatives to public transportation that assist seniors and people with disabilities.

and 2024, is intended to provide a vision for, and guide to, future transportation system development in the Region. The short-range transit service plans address current transit service issues and needs, and represent an initial stage of implementation of the recommendations of VISION 2050. A transit system development plan for the Ozaukee County Transit System was completed in 2019. The plan evaluated the performance of the existing County bus and taxi services with respect to the efficiency and effectiveness of the services being provided; identified deficiencies in serving existing land uses and the unmet transit service needs of County residents; and recommended transit service improvements to address the identified deficiencies and unmet transit service needs.

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

General Population Characteristics

Ozaukee County is located in southeastern Wisconsin, bordered by Washington County to the west, Sheboygan County to the north, Lake Michigan to the east, and Milwaukee County to the south. Ozaukee County's population in 2022 was 91,700 persons, according to the U.S. Census Bureau. Of that total, the combined population of the Cities of Cedarburg, Mequon, and Port Washington, and the Village of Grafton made up 61,900 persons, or about 68 percent. In the rest of the County, small concentrations of population exist in the Villages of Saukville and Thiensville. Map 1 shows the population density in 2020 by U.S. Public Land Survey quarter-section.

As shown in Figure 1, Ozaukee County's population has grown since 1990. Between 2010 and 2020 the County's population increased by about six percent from approximately 86,400 to 91,500 persons. Growth is projected to continue through 2050, with the County's population projected to reach approximately 120,500 by the year 2050.

Transit-Dependent Population Characteristics

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

- School-age individuals (aged 10-17)
- Seniors (aged 75 and older)
- Persons in low-income households
- People with disabilities
- Households with no vehicle available

Table 1 displays the historic population of these groups in the study area in 2000, 2010, and 2022. The information in the table leads to the following observations:

- In 2022, persons in low-income households account for the largest share of the transit-dependent population in the County at about 15 percent of the total population.
- People with disabilities, school-aged individuals, and seniors also make up a significant portion of the population (12, 10, and 9 percent, respectively).
- Households with no vehicle available continue to be a small proportion of the population, at four percent of all households.

Map 1

Population by Quarter Section in Ozaukee County: 2020

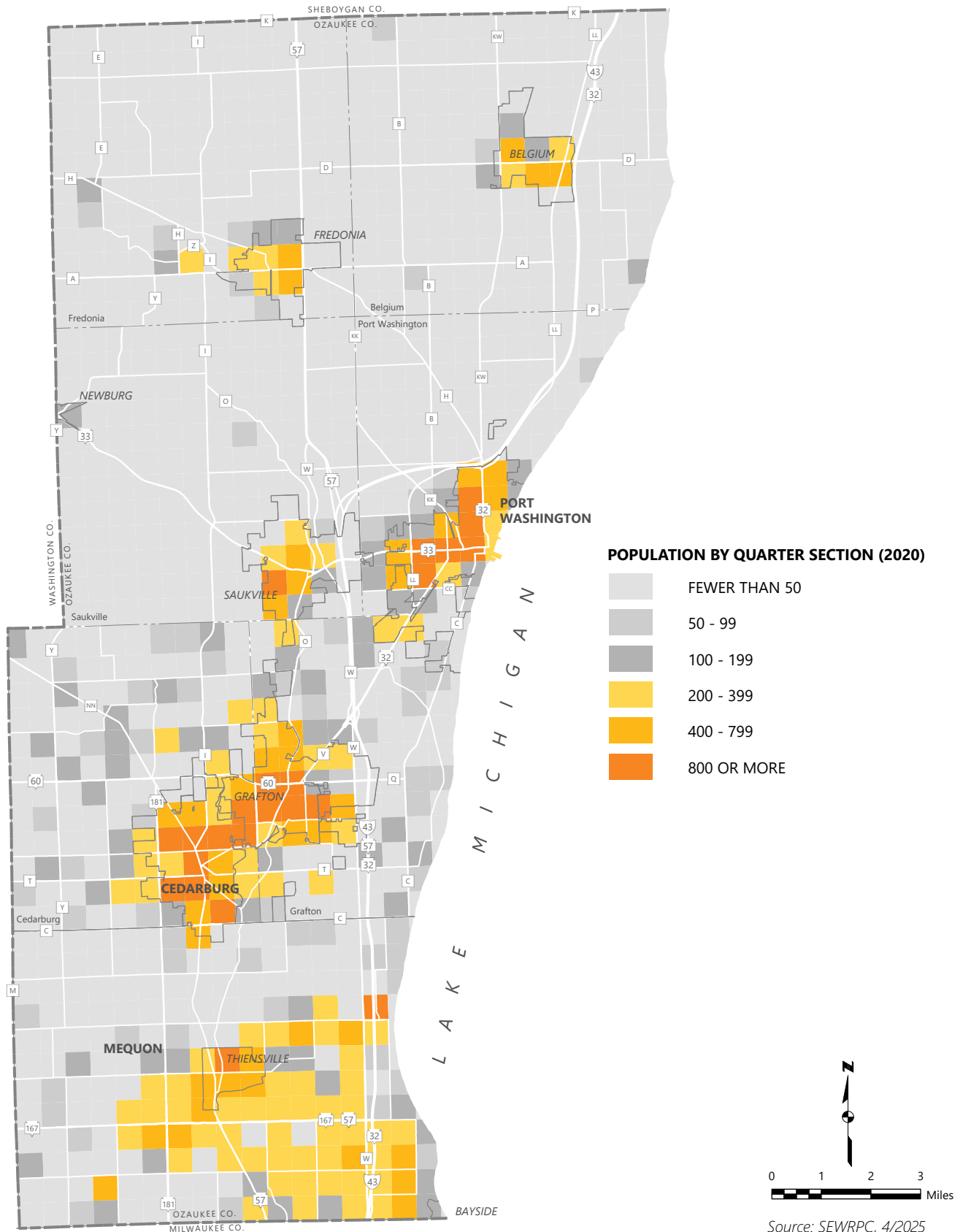
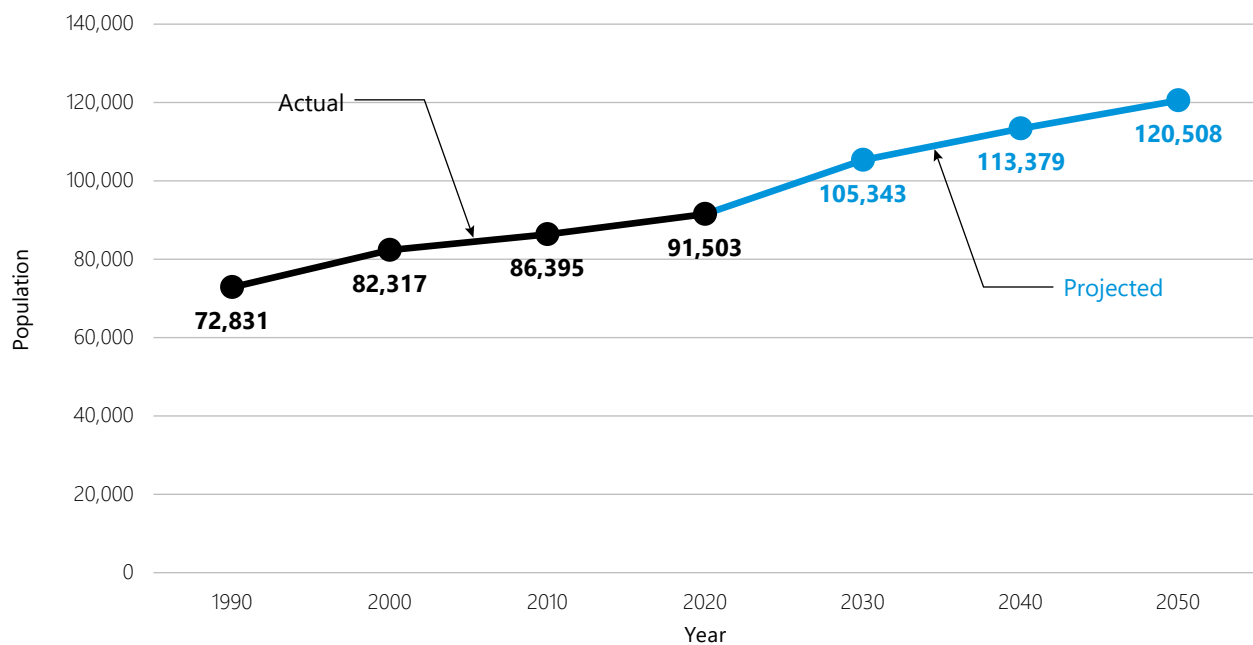


Figure 1
Ozaukee County Actual and Projected Total Population



Source: U.S. Census Bureau and SEWRPC

Table 1
Trends in Transit-Dependent Population Groups in Ozaukee County

Transit-Dependent Population Group	2000		2010		2022	
	Number ^a	Percent of Total Population/ Households	Number ^a	Percent of Total Population/ Households	Number ^a	Percent of Total Population/ Households
Seniors (75 and older)	4,709	6	6,299	7	8,134	9
Persons in Low-Income Households ^b	7,721	9	11,837	14	13,773	15
People with Disabilities ^c	2,680	3	6,780	8	8,359	12
Households with No Vehicle Available	1,039	3	723	2	1,337	4
School-Age	10,766	13	10,205	12	8,989	10
Total County Population	82,317	--	86,395	--	91,745	--
Total Number of Households	30,857	--	34,228	--	37,478	--

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

^b Includes persons residing in households with a total family income less than 200 percent of the Federal poverty level.

^c The definition of "people with disabilities" used by the U.S. Census Bureau for the 2000 Census changed for the 2010 Census and 2022 American Community Survey (ACS). For the 2000 Census, "people with disabilities" 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 and the 2022 ACS, "people with disabilities" included those persons age 18 and older who had serious difficulty living independently or a serious sensory, cognitive, or ambulatory disability.

Source: U.S. Census Bureau and SEWRPC

- Between 2000 and 2010 and 2010 and 2022, seniors, people with disabilities, and persons in low-income households increased in absolute number and in the share of the total population. Although persons in households with no vehicle available decreased in both the absolute number and share of the total population between 2000 and 2010, this population group increased in absolute number and in share of the total population between 2010 and 2022. School-age individuals decreased in absolute number and share in population between 2000 and 2010 and 2010 and 2022.

Map 2 displays the 2022 concentrations of transit-dependent populations by Census block groups within the County based on the prevalence of the five historic transit-dependent population groups.

In 2022, transit-dependent population concentrations were highest in and around the County's more densely populated areas, including the Cities of Cedarburg, and Port Washington, and the Villages of Newburg and Thiensville.

Employment Characteristics

Map 3 displays employment density in 2020 by U.S. Public Land Survey quarter-section. The highest employment concentrations in the County are in the incorporated areas, including the Cities of Cedarburg, Mequon, and Port Washington, and the Villages of Grafton, Thiensville, and Saukville.

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. Eight 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)
- Nursing Homes
- Residential Facilities for Seniors, People with Disabilities, and Low-Income Households
- Senior Centers, Senior Meal Sites, and Adult Day Centers

As shown on Map 4, most of these activity centers are distributed throughout the Cities of Cedarburg, Mequon, and Port Washington and the Village of Grafton. However, there are also a small number of activity centers located in the Villages of Fredonia, Belgium, and Saukville.

3. CURRENT TRANSPORTATION SERVICES

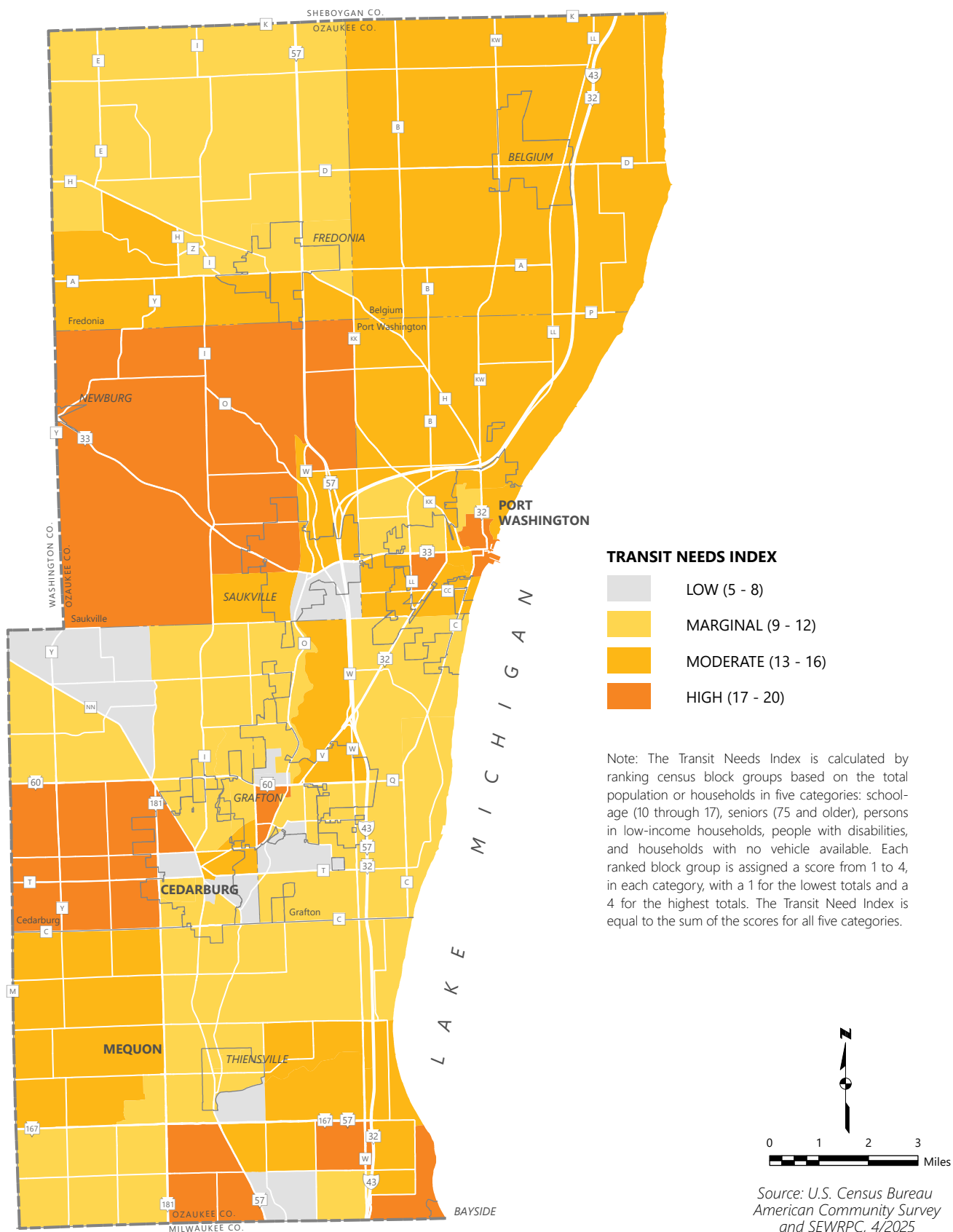
Table 2 lists the major transportation providers currently serving Ozaukee County, and identifies the type of service they provide, their service area, their hours of operation, and their funding sources in addition to passenger fares. The first section of the table lists services that are open to the general public, while the second section lists services intended to serve a particular part of the population including seniors, people with disabilities, low-income persons, or veterans. These services are generally called "human services transportation."

Transit Services for the General Public

The principal transit services for the general public provided in Ozaukee County include:

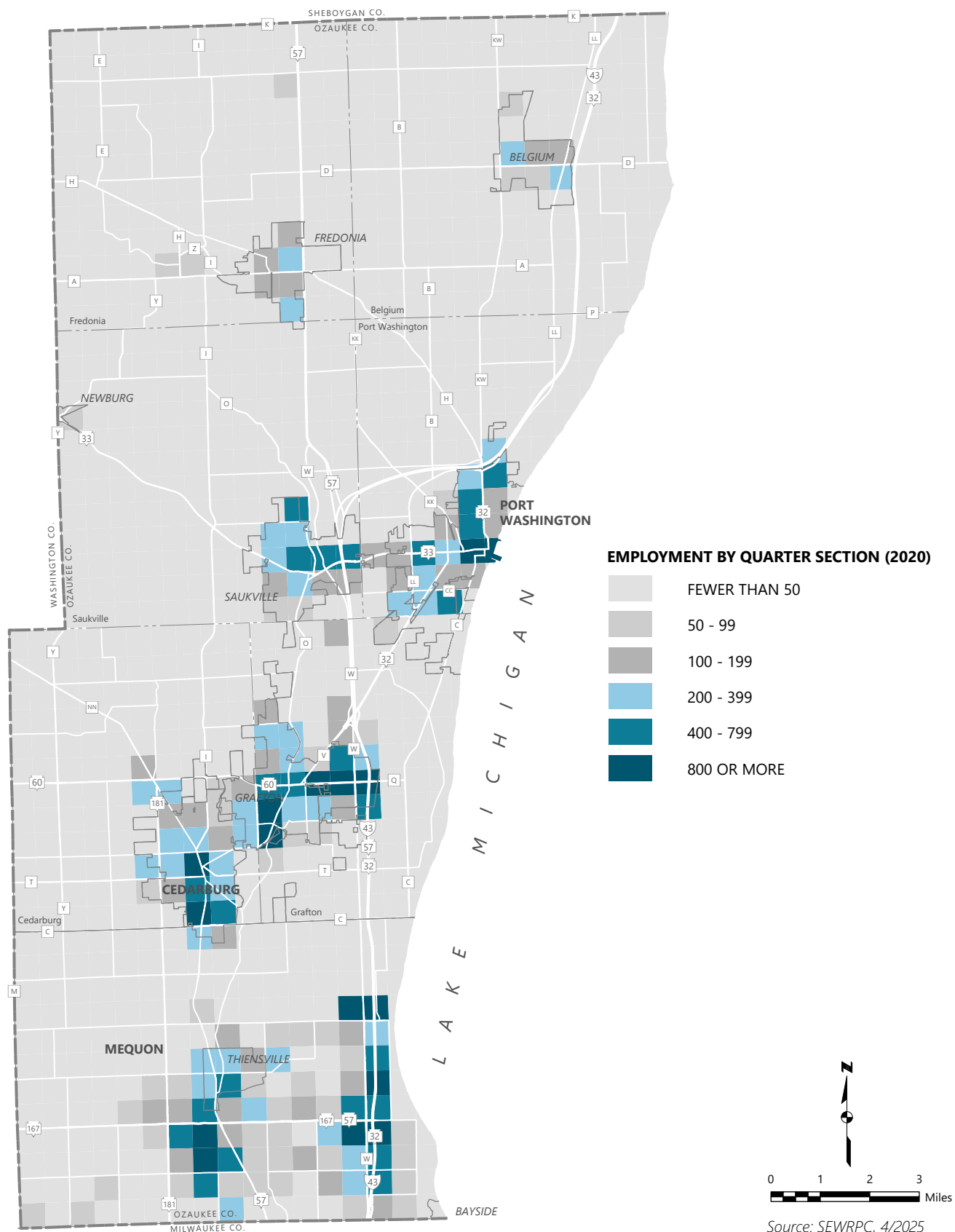
- The Ozaukee County Shared-Ride Taxi—operated by GoRiteway, under contract with Ozaukee County—is a publicly-funded taxicab service that provides transportation for trips made anywhere in Ozaukee County. Users may share the taxicab vehicle with one another in traveling between different trip origins and destinations, Ozaukee County Shared-Ride taxi, in partnership with Washington County Shared-Ride Taxi, provide non-stop taxi service between the two counties.

Map 2 Transit Needs Index for Ozaukee County: 2022



Map 3

Employment by Quarter Section in Ozaukee County: 2020



Map 4 Major Activity Centers in Ozaukee County: 2024

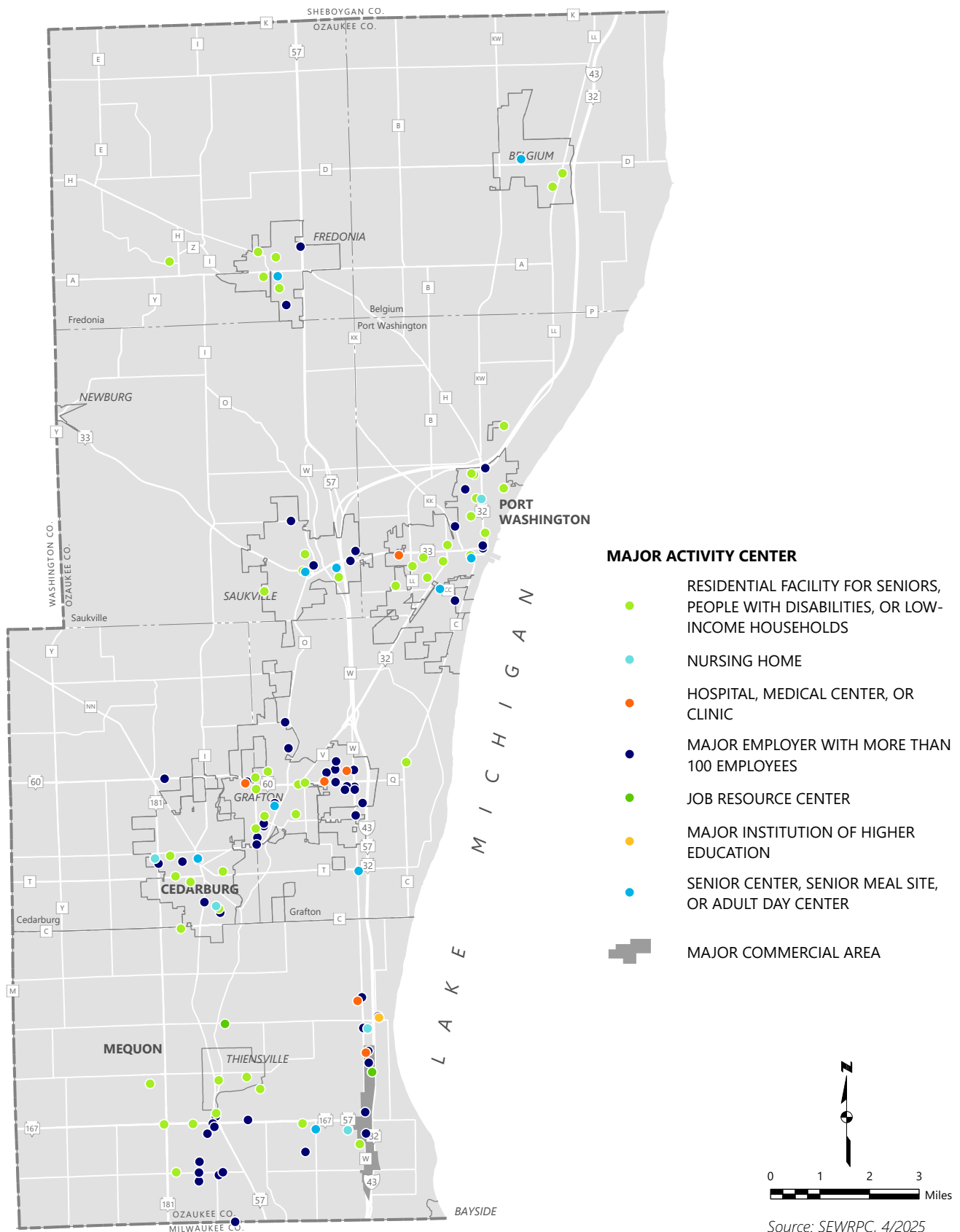


Table 2
Inventory of Local, Intercity, and Human Services Transit Service Providers in Ozaukee County: 2025

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
General Transportation Providers								
Ozaukee County Shared-Ride Taxi (262) 284-8294	Public	Shared-ride taxi Demand response, door-to-door	Ozaukee County	General public	Monday through Friday: 5:00 a.m. to 11:30 p.m. Saturday: 8:30 a.m. to 10:00 p.m. Sunday: 8:00 a.m. to 6:00 p.m.	Distance-based: Adults: \$3.50 to \$8.50 Students: \$3.00 to \$7.00 Seniors/people with disabilities: \$2.50 to \$5.75 \$5.75 surcharge in addition to the fares above	6 Prius 3 minivans 2 ADA minivans 14 ADA accessible mini-buses	State \$85.20 State \$85.21 Federal \$5311 Ozaukee County
Washington Ozaukee Transit Connection			Ozaukee and Washington Counties	General public, trips must originate in Ozaukee County				
Specialized Transportation Providers								
Away We Go Transport (414) 559-6779	Private, for-profit		Ozaukee, Milwaukee, and Washington Counties				18 minivans 4 buses	
Balance Inc. (262) 268-6811	Private, non-profit	Scheduled group day trips	Ozaukee and Washington Counties	Participants in Balance Inc. programs	As required	No charge	9 accessible vans 8 minivans 4 sedans	Family Care United Way Donations
Interfaith Caregivers of Ozaukee County (262) 376-5362	Private, Non-profit	Advance reservation, door-through-door	Ozaukee County to appointments inside and outside of the County	Seniors and those with limited mobility	Monday through Thursday: 8:00 a.m. to 4:30 p.m. Limited service at other times	No charge	Volunteers use own vehicles 3 accessible vans	Federal \$5310 Private Grants Private Donations
Ozaukee Family Services (262) 376-7774	Private, non-profit	Advance reservation, door-through-door Non-emergency medical and non-medical transportation	Ozaukee County	Seniors			Volunteers use own vehicles	Private donations
Ozaukee County Veteran Services (262) 284-8326	Public	Advanced reservation, door-through-door	Ozaukee County VA Medical Hospital	Military veterans	Monday through Friday: 8:00 a.m. to 4:30 p.m.	\$10 round trip	Volunteers use own vehicles	--
Pineview (262) 692-2817	Private, for-profit	Scheduled for activities and day trips	As required	Residents of Pineview facilities	As required	No charge	2 accessible van	--
Port of Hope (Good Hope Manor) (262) 268-0301	Private, for-profit	Scheduled for activities and day trips	As required	Residents of Port of Hope facilities	As required	No charge	1 accessible van	--

Table continued on next page.

Table 2 (Continued)

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
Portal Industries (262) 377-4410	Private, non-profit	Scheduled for activities and day trips	As required	Specialized Transportation Providers (continued) Portal Industries program participants			5 5-passenger mini-vans 7 15-passenger accessible vans	Community Care

Additional Private, For-Profit Transportation Service Providers in Ozaukee County:

BrightStar Care (262) 677-9200	Home Instead (262) 546-0226	Lyft Inc	Transtar Medical Transport (800) 972-8080
GoGoGrandparent (855) 464-6872	LifeStar Emergency Medical Services 262-335-2911	MTM, Inc. (866) 907-1493	Uber Technologies

Source: SEWRPC

Human Services Transportation

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

- Away We Go Transport provides fixed route and on-demand rides to seniors and people with disabilities between Ozaukee and Milwaukee Counties.
- Balance, Inc. provides door-to-door service for participants in their programs and for individuals with developmental disabilities.
- Interfaith Caregivers of Ozaukee County provides advance reservation service to medical and personal appointments for seniors and disabled individuals in Ozaukee County and outside the County.
- Portal Industries provides subscription fixed-route service for participants in its daily programs for seniors or people with disabilities. Portal also provides advance reservation, door-to-door service for seniors residing in senior centers.
- The remaining transportation services operated within the County are a combination of for-profit and non-profit providers that focus on providing transportation for medical appointments within Ozaukee County and to surrounding counties and transportation network companies such as Uber or Lyft.

4. 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 dialogue and communication with agencies and individuals that provide or rely on transportation services. Commission staff conducted a full day, in-person workshop to gather input to assist in the development of the Coordination Plan. Commission staff provided an overview of the planning process and a summary of existing strategies and needs. A wide range of individuals and agencies with an interest in transportation in the Region and County were invited to participate in the meeting to assist in the development of the Coordination Plan (see Appendices A and B).

Unmet Needs for Travel Within Ozaukee County

The workshop went through an evaluation exercise in which participants assessed how well current transportation services meet the needs of residents to travel within Ozaukee County. 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. Next, the participants were asked to review the list of unmet transportation needs from the previous Coordination Plan and identify if any edits or additions were needed for the new plan. A summary of the key findings of the assessment and the identification of unmet transportation needs for traveling within Ozaukee County appears below in no particular order.

- Lack of same day service. The Ozaukee County Shared-Ride Taxi does not guarantee the same-day service desired by users, especially during weekday peak hours.
- Lack of affordable transportation options that enable users to travel outside of the County.
- There is a need for more door-through-door services from transportation providers.
- Lack of accessible vehicles used by the transportation providers.
- Transit and human services providers and governmental agencies lack current technological advances that would improve the coordination of these services.

- There is a need to improve transportation accommodations for bariatric clients.
- Lack of adequate service hours for transit operations.
- Lack of a mobility manager to coordinate transit services, promote the availability of transportation services, and gather and analyze data to evaluate transportation gaps and options for seniors, people with disabilities, and low-income individuals in the County.
- Lack of a structure to pool the service capacity and funding from the private and public providers in Ozaukee County.

Unmet Needs for Travel Between Counties

The meeting also addressed travel needs between the counties in the Region. For this discussion, the second set of small groups with participants from multiple counties performed a similar assessment of how well current regional services meet the needs of residents. Using the results of their assessments, the groups then created a list of unmet regional transportation needs. A summary of the key findings of the regional assessment and the identification of unmet regional transportation needs appears below in no particular order.

- Coordination and Communication
 - Lack of cross-county coordination and access. This includes not only the need to travel across borders but also the difficulty of securing return trips, coordinating services between counties, and accessing transportation for critical needs like employment, medical appointments, and education.
 - Need for clear, consistent, and accessible information. Residents, service providers, and riders are often unaware of what transportation services are available, how to qualify for them, or how to navigate multiple transit systems. This confusion is worsened when trying to cross county lines.
 - Need for a “one-stop-shop” solution or centralized hub to provide comprehensive information on services across the entire southeast region.
 - Lack of awareness of transportation options among workers and employers.
 - Need for dedicated vehicles and resources to support cross-county transportation.
- Convenience of Transit
 - Need for affordability especially for low-income riders who rely on it for essential services.
 - Demand for sustainable funding sources for transportation programs, including driver wages, vehicle maintenance, accessibility improvements, and cross-county service expansion.
 - Need for a universal, fair fare system across agencies.
- Employment and Medical Access
 - Expansion needed in locations beyond areas that have fixed-route transit service to provide access to employment.
 - Lack of demand-responsive transit options—limited or nonexistent.
 - Need for reliable transportation for medical appointments.
 - Need for investing in new opportunities for organizations to facilitate access to jobs programs.

- Need for job seekers and places of employment to be informed about job-ride programs that would connect workers to jobs in other counties.
- Need for first mile/last mile connections and on-demand options where transit services are not available.
- Infrastructure and Physical Accessibility
 - Inadequate or missing shelters at transfer locations.
 - Private providers do not always have accessible vehicles.
 - Lack of investment in built environment improvements that meet the requirements of the Americans with Disabilities Act.
- System Management and Oversight
 - Lack of central oversight for cross-county transportation systems.
 - Need for a regional governing body to manage and oversee transportation coordination across counties.
 - Need for a centralized resource center for users to streamline access to support and information.

5. STRATEGIES TO ADDRESS UNMET NEEDS

This Coordination Plan presents two types of strategies for Ozaukee County to consider in addressing the identified transportation needs in the County. The first 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 workshop for the development of the Coordination Plan.

Financial Strategies: Federal and State Funding Programs

Descriptions of the Federal and State programs that provide financial assistance for public transportation services and which could be used in Ozaukee County are provided in Tables 3 and 4. More information on Federal and State funding programs can be found on WisDOT's website (wisconsindot.gov/Pages/doing-bus/local-gov/astnce-pgms/transit/default.aspx). 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—such as the Innovative Coordinated Access and Mobility (ICAM) program—can be used to improve access to public transportation services.

Prioritized Strategies to Address Unmet Needs

Attendees of the Coordination Planning workshop were asked to consider changes to the list of strategies from the previous Coordination Plan to address the unmet needs, including if they should be reprioritized, edited, or if new strategies should be included.

Strategies for Addressing Unmet Travel Needs Within Ozaukee County

The small groups of participants from within the same county were asked to follow up their identification of unmet needs with a list of strategies to address those needs. That discussion resulted in the following prioritized list of strategies that the participants believed were appropriate for Ozaukee County.

1. Provide funding for a mobility manager position whose duties could include, but would not be limited to:
 - a. Increasing collaboration and partnerships between the County and human service providers to consider opportunities to expand access and service.

Table 3
Federal Transit Administration Funding Programs Administered by the Wisconsin
Department of Transportation That Could Be Used in Washington County

Program	Type	Target rider	Eligible Applicants	Local Share (approx.)	Statewide Funding Level (approx.)	Application Cycle	Notes
Section 5307	Operating and Capital	Public in urbanized areas (>50,000)	Local public bodies	20 percent for capital projects 50 percent of deficit for operating projects	\$66.2 million	Annual (application released in summer)	Combined with State aid (s. 85.20) to cover approximately 55 percent of operating expenses in urbanized areas. Job Access and Reverse Commute activities are eligible projects.
Section 5309	Capital	Public	Local public bodies with Urban Public Transit Systems	20 percent of total costs	N/A	Capital requests are competitively granted by the FTA	For fixed guideway transit capital investments
Section 5310	Capital	Seniors and People with Disabilities	Primarily non-profits, but can be local public bodies, if non-profit is not readily available	20 percent for capital projects 50 percent of deficit for operating projects	\$4.9 million	Annual (application released in summer)	Combined with State funds (s.85.22). Expanded to include non-traditional projects such as mobility management, operating, and non-vehicle capital previously authorized under the Section 5317 New Freedom program.
Section 5311	Operating and Capital	Public in areas <50,000 in population	Local public bodies	Operating – 50 percent of project deficit Capital – 20 percent of total costs	\$25.7 million	Annual (application released in early fall)	Combined with State aid (s. 85.20), to cover approximately 60 percent of operating expenses in non-urbanized areas. Job Access and Reverse Commute activities are eligible projects.
Section 5337	Capital	Public	Local Public Bodies	20 percent of total costs	\$2.3 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 percent of total costs	\$6.8 million	Annual (application released in early fall)	Capital funds for the replacement and repair of buses and bus facilities

Source: Wisconsin Department of Transportation and SEWRPC

Table 4
State of Wisconsin Funding Programs Administered by the Wisconsin Department of Transportation

Program	Type	Target rider	Eligible Applicants	Local Share (approx.)	Annual Statewide Funding Level (approx.)	Application Cycle	Notes
\$85.20	Operating	Public in areas with at least 2,500 in population	Local public bodies	Rural 28 percent of operating cost Urban 20 percent of operating cost	\$115.0 million	Annual (application due in fall)	Combined with Federal transit operating assistance funds (5311 and 5307)
\$85.205	Operating	People with Disabilities	Local public bodies	Varies (no explicit matching requirement)	\$3.4 million	Annual	Provided as supplement to \$85.20 urban mass transit aids for systems that provide paratransit service
\$85.21	Operating and Capital	Seniors and People with Disabilities	Counties	20 percent of project costs	\$16.0 million	Annual (application released in fall)	Can be used as match for Federal programs
\$85.22	Capital	Seniors and People with Disabilities	Primarily non-profits, but can be local public bodies	20 percent of total costs	\$0.9 million	Annual (application released in summer)	Blended with Federal Section 5310 funds
WETAP ^a	Operating and Capital	Low-income workers	Local public bodies, non-profits, metropolitan planning organizations	20 percent capital costs 50 percent operating costs	\$4.3 million	Annual (WETAP application released in fall)	Combined with FTA 5311 and \$85.24 Transportation Employment and Mobility (TEAM) program

^a Wisconsin Employment and Transportation Program

Source: Wisconsin Department of Transportation and SEWRPC

- b. Assisting human services providers with grant applications for obtaining funding to support transportation services for seniors, individuals with disabilities, and low-income individuals as determined by the providers. Such assistance may include discussing opportunities to develop cost sharing frameworks and the fleet sharing among non-profits.
 - c. Promoting, enhancing, and facilitating the availability of transportation services, including the integration and coordination of services for people with disabilities, seniors, and low-income individuals.
 - d. Gathering and analyzing data to evaluate transportation options for seniors, people with disabilities, and low-income residents.
 - e. Operational planning for the acquisition of intelligent transportation technologies to help plan and operate coordinated systems.
2. Increase the capacity of the human service providers to expand the availability of their services, including but not limited to vehicle fleets, driver availability, and coordination of vehicle and driver capacities.
3. Support financial programs, 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.
4. Improve the availability of the County's Shared-Ride Taxi service at peak times through the expansion of the taxi fleet and increasing driver hours.
5. Coordinate with private transportation network companies to expand transportation services and increase accessibility to transit for more residents in the County.
6. Support public-private partnerships between the County and private transportation companies to provide more services to assist bariatric clients.
7. Develop and operate a one-stop transportation traveler call center to coordinate transportation information on all travel modes and to manage eligibility requirements and arrangements for customers among supporting programs.

Strategies for Addressing Unmet Travel Needs Between Counties

The small groups with participants from multiple counties were asked to use their previously created list of unmet transportation needs for the Region to guide the development of regional strategies, and then each group informed the remainder of the participants at the meeting of their suggested strategies. The following summarizes the preferred strategies to address the Region's unmet transportation needs:

1. Encourage transit agencies to create memorandums of agreement or understanding that create transit connections between counties and establish procedures for funding these services. These agreements could also encourage municipalities not involved in providing transit to participate in these services and could create a coalition or task force that implements a partnership plan among transit providers. Local municipalities should research additional funding opportunities, such as private funding options or public-private partnerships, to increase transportation options for employment and medical trips and to address first mile/last mile connections. Explore the construction of sheltered hubs at county lines to improve rider comfort and coordination between county services.
2. Pursue strategies independent of establishing a regional transit authority that, improve and strengthen services that cross county lines to increase transportation access to jobs, medical facilities, and other social and recreational activities. Develop new inter-county services that connect areas of high unemployment to large companies within the Region who are unable to meet their workforce needs. Leverage existing transit services to address first mile/last mile gaps and develop flexible or on-demand services for areas that have high demand for transit but cannot be feasibly served by fixed route transit. Encourage employers to offer transit passes or other benefits to their employees

as an incentive for taking the inter-county transit services. Consider subsidizing extended service hours on existing taxi services to provide employment and medical trips. Encourage coordination between large employers and medical providers to better assess transportation needs of employees and patients. Encourage transit providers to serve more senior centers and nursing homes.

3. 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. Legislation by the State should also encourage transit systems that serve multiple counties to collaborate on the identification and achievement of shared goals.
4. Create a staffed call center or shared online resource for information about all public transit and human services transportation in the Region. The call center could coordinate either a one-call, one-click service or a shared transportation website that would work in cooperation with the statewide 211 service to increase public awareness of these services. This call center could also provide a shared regional transportation website that utilizes a database of available transportation options in which each county is responsible for maintaining and updating its information and for compiling data regarding transportation use and needs.
5. Increase funding for mobility managers to assist them in coordinating transportation services across county lines. Funded activities conducted by mobility managers could include coordinating community engagement in the transportation planning process, dispersing information on transit services to the public, and coordinating with local non-profit agencies to increase the number of volunteer driver programs in the Region. A regional mobility manager responsible for coordinating with all mobility managers in the Region should also be considered.
6. Continue to purchase new accessible vehicles, vans, and buses for all transportation services. Incentivize for-profit transit providers to purchase new accessible vehicles including Uber and Lyft.
7. Establish consistent fare structures, eligibility requirements, and service hours for similar types of service in all counties. Expand regional payment systems such as WisGo app. A standard fee structure should be considered for travel between counties. A regionally recognized transportation pass—integrated into a smartphone app and accepted by all transit providers—for transit dependent populations should be considered. Standardized transportation passes should be accessible to those without a smartphone or who do not have a bank account. Consistent service hours should be established for transit providers that cross county lines. These efforts will increase clarity and understanding by the public concerning services and how to use them.
8. Establish mechanisms to allow dedicated funding sources or increase State financial assistance to transit. Promote a shared grant opportunity listserv and host annual regional workshops to brainstorm innovative funding strategies and align funding with unmet needs.
9. Increase non-urgent medical transportation options for individuals not eligible for Medicaid. Develop funding and service options for individuals who are not eligible for state-sponsored NEMT programs but still face barriers accessing medical care.
10. Increase the availability of demand response services outside of Milwaukee, Ozaukee, Walworth, and Washington Counties.
11. Develop partnerships among human services providers for sharing and distributing resources across counties.
12. Research and develop new and innovative alternatives to current transit services that address service gaps that transit operators are currently unable to meet such as microtransit, app-based trip planning, real-time scheduling tools, and community-operated shuttles.
13. Conduct a demand analysis of intra- and inter-county travel needs of non-drivers to better target service improvements and future planning.

6. PLAN IMPLEMENTATION

Based on previous Coordination Plans, potential responsible parties that could implement the identified strategies are listed below.

Ozaukee County

- Ozaukee County would be responsible for improving the availability of the County's Shared-Ride Taxi service at peak times through the expansion of the taxi fleet and increasing driver hours
- Ozaukee County would coordinate with Milwaukee County to identify bus stops for transfers between Ozaukee County's taxi service and the Milwaukee County Transit System

Mobility Manager

- A transportation coordinating committee could be established to guide the implementation of the proposed coordination strategies and recommend actions to County officials

All Transportation Providers

- Transportation providers would improve access to information on the transportation services provided
- Transit agencies should participate in the expansion and integration of regional fare payment systems, such as the WisGo app, and support public education efforts around fare differences between counties
- Providers should expand service eligibility to include social and recreational trips where feasible, and coordinate with medical providers to subsidize non-emergency medical transportation
- Transit providers should also pursue partnerships with employers to create or expand workforce transportation programs and shared funding models

All Parties

- All interested parties, including the County and its municipalities, should advocate for increased transit funding, including additional State funding and the establishment of dedicated local funding for public transportation.
- All interested parties should be engaged in annual brainstorming sessions to identify innovative funding strategies and partnership models.
- All parties should support public-private partnerships to expand employment transportation.
- All parties should collaborate in the development of shared data systems, centralized call centers, and digital platforms for transportation scheduling and rider information.
- All parties should participate in regional demand analysis studies and planning efforts conducted by SEWRPC and other partners to better understand the regional travel needs of non-drivers

APPENDICES

AGENCIES AND INDIVIDUALS INVITED TO ATTEND THE COORDINATION PLANNING WORKSHOP

APPENDIX A

Note: 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 workshop. .

KENOSHA COUNTY

Adelene Greene Founder, Kenosha Coalition for Dismantling Racism (Kenosha CFDR)
 Amy May WDA 3 Director, Division of Vocational Rehabilitation - Bureau of Consumer Services
 Aria Leguizamon Assistant Director, Westosha Senior Community Center
 Brian Bynsdorp Manager, Kenosha County Division of Aging and Disability Services
 Calah Arnett Mobility Manager, Kenosha County Division of Aging and Disability Services
 Christine Weyker CEO, Kenosha Achievement Center, Inc.
 Denise Jacob Program Director, Kenosha Senior Center
 Desiree Taylor Transportation Manager, Kenosha Achievement Center, Inc.
 Dustin Feeney Director, Kenosha County Division of Workforce Development
 Elizabeth Gridley Disability Support Specialist, Gateway Technical College
 Erin Winch Therapeutic Recreation Manager, RecPlex
 Grant Pitts Administrative Associate, Congregations United to Serve Humanity
 Heather Vanoss Director, Kenosha County Division of Aging and Disability Services
 Jack Ray Volunteer Transportation Coordinator, Kenosha Area Family and Aging Services, Inc
 Jennifer Blasi Assistant CVSO and Director, Division of Veterans Services, Kenosha County
 John Jansen Director, Kenosha County Department of Human Services
 Julie Ferraro Counselor, Division of Vocational Rehabilitation
 Kari Foss Director of Behavioral Health Services, Kenosha County Division of Behavioral Health
 Lizzy Benson Therapeutic Recreation Specialist, RecPlex
 Lori Hawkins Organizer, Congregations United to Save Humanity (CUSH)
 Lynda Orsburn Owner, Ktown Transportation
 Morgan Phillips Interim President/CEO, Gateway Technical College
 Nelson Ogbuagu Director, Transit Department, City of Kenosha
 Pam DeVuyst Transit Commissioner, City of Kenosha
 Representative Kenosha County Division of Workforce Development
 Shebaniah Judah Executive Director, Kenosha Area Family and Aging Services Inc.

MILWAUKEE COUNTY

Agnes Rodriguez Director of Aging and Disability Programs, United Community Center
 Amy Hansel President/CEO, Communities of Crocus® 2024
 Amy Lindner President & CEO, United Way of Greater Milwaukee and Waukesha County
 Anthony Geiger Grants Manager, Milwaukee County
 Barbara Beckert Milwaukee Office Director , Disability Rights Wisconsin
 Bregetta Wilson President & CEO, YWCA of Southeast Wisconsin
 Brian Hinkle Chief Safety Officer, Milwaukee Streetcar
 Brian Peters Community Access & Policy Specialist, Independence First
 Charita Scott Founder & Director, Magnificent Care Transportation Services LLC
 Chris Fox Paratransit Compliance Audit Manager, Milwaukee County Transit System

MILWAUKEE COUNTY (CONTINUED)

Christopher Sosnay Executive Director-Foundation, St. Camillus Health System
Claire Enders Transportation Coordinator, Milwaukee County Aging and Disabilities Services
Dan Fleischman Vice President of Housing and Residential Services, Jewish Family Services
Dan Haney Transportation Manager, Community Care
Dana Smith Grants Coordinator, Vision Forward Association
Daniel Idzikowski Director of Aging Services, Milwaukee County Department on Aging
David Zaniewski CEO, Save Point Transportation, Inc.
Dawn Nuoffer President/CEO, Down Syndrome Association
Deb Heim Nurse Consultant,
Division of Public Health - Southeastern Region Wisconsin Department of Health Services

Deb Langham Chief Operating Officer, Independence First
Dennise Lavrenz Chair, Combined Community Services Board of Milwaukee County
Dick Buschmann Board Member, Milwaukee Careers Cooperative
Elyse Cohn Chief Development Officer, Jewish Community Center
Fran Musci Director of Paratransit, Milwaukee County Transit System
Gerald Hay Assistant Program Director of Independent Living Services, Independence First
Huda Alkaff Director, Wisconsin Green Muslims
Jaclyn Borchardt Chief Executive Officer, Vision Forward Association
Jacqueline Formanek Interim Director, Milwaukee County Office for Persons with Disabilities
Jane Kirchhoff Director of Day Services, Goodwill Industries of Southeastern Wisconsin
Jenna Wampole President, Easterseals Southeast Wisconsin
Jesus Ochoa Director of Service Development, Milwaukee County Transit System
Jill Jacklitz Executive Director, Disability Rights Wisconsin
John Rodgers Interim Director, Milwaukee County Department of Transportation
Jose Martinez Mobility Manager, United Migrant Opportunity Services
Joy Gravos President and CEO, Curative Care Network
Joyce Ellwanger Chair of Transit Task Force, MICA
Katherine Murphy Nurse Practitioner, Aurora Healthcare - Transportation Services
Kathleen Causier Community Representative, Wauwatosa Senior Commission
Kenneth Munson Chief Executive Officer, Community Care, Inc.
Kirsten Mawhinney Senior Grants Compliance Officer, Milwaukee County
Krystina Kohler Financial Stability Impact Manager,
United Way of Greater Milwaukee & Waukesha County

LaPricia Hooks CEO, Kady's Transportation
Laura Gutiérrez Executive Director, United Community Center
Laura Stephens Health Officer, City of Wauwatosa Health Department
Linda Ragland , Durable Contract Services Inc Transport
Maggie Butterfield Director of Patient Amenities and Family Services, Children's Hospital of Wisconsin
Mara Lovo Director of Human Services, United Community Center
Marci Boucher President & CEO, Independence First

MILWAUKEE COUNTY (CONTINUED)

Mark Geronime.....Vice President of Operations, Milwaukee Regional Medical Center
Mark Shapiro President, Jewish Community Center
Mary SchinkowitchExecutive Director, Broadscope
Maudwella Kirkendoll.....Chief Operating Officer, Community Advocates
Megan Newman.....Paratransit Customer Relations Manager - Transit Plus,
Milwaukee County Transit System

Michael Totoraitis.....Commissioner of Health, City of Milwaukee Health Department
Paul Sanfelippo General Manager, American United Transportation Group
Paula Schultz..... Mobility Manager, Milwaukee County Transit System
R.J. Bast Director of Operations, GoRiteway Transportation Group
Rebecca Rabatin.....Community Access and Legislative Policy Analyst, Independence First
Representative.....Board President, Milwaukee Careers Cooperative
Representative..... Director, Milwaukee County Department of Transportation
Rick Flowers..... Director, Veterans Service Office
Robert Simi.....Executive Director, Milwaukee Regional Medical Center
Ronna Ruffin Director of Youth Programs, Jewish Community Center
Shakita LaGrant-McClain.....Director, Milwaukee County Health and Human Services
Sheri SchmitVice President of Transportation & Parking Services, Milwaukee Regional Medical Center
Susan EggoldDirector of Philanthropy, Vision Forward Association
Tanya Mazor-PosnerVice President of Development, Jewish Home and Care Center
Tiffany Payne.....Coordinator, Independence First
Vicki Wachniak Executive Director, Life Navigators

OZAUKEE COUNTY

Barbara Fischer..... Executive Director, Advocates of Ozaukee
Carole StuebeExecutive Director, Portal, Inc.
Chris Witzlib President, Away We Go
Jon Edgren,.....Director of Public Works/Highway Commissioner, Ozaukee County
Julie HooverExecutive Director, Family Sharing of Ozaukee County
Kara Ottum..... Transit Superintendent, Ozaukee County Shared-Ride Taxi Services
Kari Dombrowski.....Aging Services Manager, Aging and Disability Resource Center of Ozaukee County
Kim Falkner..... Director, Aging and Disability Resource Center of Ozaukee County
Lisa Holtebeck..... Executive Director, Ozaukee Family Services
Matt ManesMobility Manager, Interfaith Caregivers of Ozaukee County
Patricia FabianDirector of Assisted Living at Lasata Crossings, Lasata Senior Living Campus
Paul Schultz Executive Director, Interfaith Caregivers of Ozaukee County

RACINE COUNTY

Bridget Munson..... Executive Director, NAMI Racine County
Hope Otto..... Director, Racine County Human Services Department
Jeanne Moran.....Co-Director Special Education Advocacy Program, The ARC of Racine
Jenni ChapProgram Director - My Ride, Volunteer Center of Racine
Michelle Bradley Glenn.....Director, Southern Wisconsin Center for the Developmentally Disabled
Michelle GogginsManager, Mental Health and Addiction, Racine County
Ninna Frank..... Assistant Director, Aging and Disability Resource Center of Racine County
Pauline Lorenz..... Director of Independent Living Services, Society's Assets, Inc.
Peggy Foreman..... Co-Director Administration and Development, The ARC of Racine
Shawn Rivers.....Veterans Services Officer, Racine County Veterans Services Office
Sheryl HamiltonExecutive Director, Racine County Opportunity Center
Susan Chandek WDA Director - Area 1, Division of Vocational Rehabilitation
Trevor Jung.....Transit and Mobility Director, City of Racine - RYDE Racine
Willie McDonald..... General Manager, City of Racine - RYDE Racine

WALWORTH COUNTY

Craig Poshepny..... Executive Director, VIP Services, Inc.
Dan PetersonDisability Support Specialist, Gateway Technical College Elkhorn Campus
Denise Johnson.....Nursing Home Administrator, Lakeland Health Care Center - Walworth County
Gene Bobier Mobility Manager, ADRC of Walworth County
Jessica Conley.....Finance Director, Walworth County
John Scholtz..... Veterans Service Specialist, Veterans Service Office
Karen Texidor.....Volunteer Services Coordinator, Walworth County Volunteer Resource Center
Linda CheneyHR Director, VIP Services, Inc.
Lisa Kadlec Administrative Analyst, Walworth County Health and Human Services
Lyssia Lundgren Transportation Coordinator, VIP Services, Inc.
Natasha GantenbeinSenior Accountant, Walworth County
Representative..... Walworth County Health & Human Services

WASHINGTON COUNTY

Amy Maurer Program Specialist, Froedtert/St. Joseph's Health Center
Angela RosenbergTransit Assistant, City of West Bend Taxi
Charles Cofta Transit Manager & Fleet Analyst, Washington County Transit Services
Jill Fieweger Mobility Manager, Interfaith Caregivers of Washington County
Deb Holtan Transportation Superintendent, Hartford City Taxi
Jessica Frederick..... Executive Director and Youth Program Coordinator,
Citizen Advocates of Washington County
Julie Driscoll Chief Health & Human Services Officer, Washington County Health & Human Services
Kurt Rusch..... Veterans Service Officer, Washington County Veterans Service Office
Laury SchwartzChairman, Interfaith Caregivers of Washington County

WASHINGTON COUNTY (CONTINUED)

Lisa Gilmore.....AmeriCorps Seniors Program Director, Interfaith Caregivers of Washington County
Lynn NettesheimDirector, Hartford Senior Center
Mary Fiegel.....Senior Coordinator, Germantown Senior Center
Melanie Gonring.....Executive Director, Interfaith Caregivers of Washington County
Michael Hoffman.....Executive Director, The Threshold, Inc.
Monica RakowskiAdministrator, Wellington Place at Hartford
Nicole PretreChief Executive Officer, Cedar Community
Paula HaderExecutive Director, Senior Citizens Activities Inc
Randy Wojtasiak..... Director of Parks and Recreation, City of Hartford - Department of Parks & Recreation
Sarah Grotelueschen..... Executive Director, Medical Center Foundation of Hartford
Sophia Reynolds..... Transportation Director, Interfaith Caregivers of Washington County

WAUKESHA COUNTY

Andrew Dresang..... Director, Community Engagement, Froedtert & the Medical College of Wisconsin
Brian Engelking Transit Director, Waukesha Metro Transit
Brian RogersPresident, Coach USA | Wisconsin
Carol Ann Kay..... Executive Director, Adaptive Community Approach Program (ACAP)
Cindy Simons President & CEO, Forward Careers
Darryl Anderson.....Executive Director, Eras Senior Network
Deanna Krell.....Bureau Director, Management Services, Central Management Team
Deb SchroederAlderman - District 5, City of Muskego
Diane Wickstrom.....Coordinator, Elmbrook New Berlin Senior Taxi
Elizabeth AldredDirector, Waukesha County Department of Health and Human Services
Jack WieberProgram Director, Mukwonago Seniors on the Go
Jennifer Horth..... Executive Director, Association for the Rights of Citizens with handicaps (ARCH)
John Schnabl.....Executive Director, Greater Wisconsin Agency on Aging Resources, Inc.
Kara Moore..... Volunteer Services Coordinator,
Waukesha County Department of Health and Human Services
Karin NickelExecutive Director, Muskego Senior Taxi
Kathleen Christenson Fisher Executive Director, Hebron Housing Services
Lisa Bucheger..... Assistant Director, Adaptive Community Approach Program (ACAP)
Luann Page..... Manager, Aging and Disability Resource Center of Waukesha County
Marj Kozlowski Board President, Elmbrook New Berlin Senior Taxi
Mary Smith Manager, Waukesha County ADRC
Michael Johannes.....Veterans Service Officer, Veterans Service Office
Mike Glasgow Nutrition and Transportation Services Supervisor,
Waukesha County Aging and Disability Resource Center
Raymond Grosch..... Treasurer, Lake Country Cares Cab
Representative.....Student Accessibility Office, Waukesha Area Technical College
Rod Humpal Executive Director, Oconomowoc Silver Streak

WAUKESHA COUNTY (CONTINUED)

Roger Lemke..... Supervisor - Drivers & Vehicles, Oconomowoc Silver Streak
Sandra Gines..... Executive Director, Adaptive Community Approach Program (ACAP)
Sarah Harvey..... Mobility Manager, Eras Senior Network
Sarah Matson..... Director of Supported Parenting Services, Catholic Charities
Sharon Johnson..... Director, Homes for Independent Living
Stephanie Phillips..... President, Comfort Transport
Tim Pritzlaff..... Logistics Manager, Seniors on the Go! Taxi Service
Tom Slavinsky..... Executive Director, Elmbrook New Berlin Senior Taxi
Tonya Lyons..... Executive Director, Hope Center

STATEWIDE AGENCIES AND ORGANIZATIONS

Bureau of Programs and Policy..... Managed Long-Term Care,
Wisconsin Department of Health Services - Division of Long Term Care
Dawn Mumaw..... Policy Initiatives Advisor, Wisconsin Department of Justice
Eric Riskus..... ILCW Program Director, Independent Living Council of Wisconsin
Julie Schafer..... Rural Public Transit Program Manager, Wisconsin Department of Transportation
Katie Patterson..... Transit Section Lead Worker – Compliance and Oversight,
Wisconsin Department of Transportation
Kevin Lange..... Public Transit Program Manager, Wisconsin Department of Transportation
Lea Collins-Worachek..... Administrator Division of Budget and Strategic Initiatives,
Wisconsin Department of Transportation
Lori Jacobson..... Specialized Transit Program Manger, Wisconsin Department of Transportation
Meghan Mietchen..... Executive Director, Community Action Coalition of South Central Wisconsin

**RECORD OF REGIONAL PUBLIC WORKSHOP 2025
COORDINATION PLANNING IN SOUTHEASTERN WISCONSIN**

APPENDIX B

DATE: August 27, 2025

TIME: 9:00 a.m. – 3:30 p.m.

PLACE: Zoofari Center, 9715 W. Bluemound Road, Milwaukee, WI 53226

PARTICIPANTS

Ninna Frank.....Transportation Coordinator, ADRC of Racine
Katy Hansen.....ADRC Assistant Manager, ADRC of Racine County
Christopher Witzlib.....President, Away We Go Transport Inc
Rhonda Jenkins.....Transit Safety and Mobility Manager, City of Kenosha
Amy Hansel.....President/CEO, Communities of Crocus
Daniel Haney.....Transportation Manager, Community Care INC
Calah Arnett.....Mobility Manager, Division of Aging and Disability Services
Linda Linscott.....IPS Supervisor Washington and Waukesha County, Easterseals SE
Judith Amorsen.....Program Director, Eras Senior Network
Sandi Ammerman.....Director of Finance and Operations, Eras Senior Network, Inc.
Darryl Anderson.....Executive Director, Eras Senior Network, Inc.
Sarah McCutcheon.....Disability Inclusion Director, Harry & Rose Samson Family Jewish Community Center
Rebecca Rabatin.....Community Access & Legislative Policy Analyst, Independence First
Jill Fieweger.....Mobility Manager, Interfaith Caregivers
Melanie Gonring.....Executive Director, Interfaith Caregivers of Washington County
Ronna Ruffin.....Director of Youth Programs, JCC Milwaukee
David Smulyan.....Agency Director, Milwaukee Careers Cooperative
Claire Enders.....Transportation Coordinator - Aging and Disabilities Services,
Milwaukee County Department of Health and Human Services
Kirsten Mawhinney.....Compliance Manager, Milwaukee County Department of Transportation
Danny Park.....Transportation Analyst, Milwaukee County Department of Transportation
Tom Bertrand.....Transit Planner, Milwaukee County Transit System
Chris Fox.....Paratransit Compliance Audit Manager, Milwaukee County Transit System - Transit Plus
Rod Humpal.....Executive Director, Oconomowoc Silver Streak
Kevin Meyers.....Co-chair of team, Transportation Advocacy Team - Independence First
Gene Bobier.....Mobility Manager, Walworth County Administration
Randy Kohl.....ADRC Manager, Walworth County Health and Human Services
Dan Cramer.....General Manager, Waukesha Metro
Alena DeGrado.....Multimodal Planner, WisDOT SE Region
Kimberly King.....Service Coordinator/Social Worker, Woods of Cedar Village/Landstar Reality

FACILITATORS AND PRESENTERS

Kaleb Kutz.....Planner, Southeastern Wisconsin Regional Planning Commission
Katie Patterson.....Transit Section Lead Worker – Compliance and Oversight,
Wisconsin Department of Transportation
Xylia Rueda.....Senior Planner, Southeastern Wisconsin Regional Planning Commission
Jennifer SarneckiDeputy Chief Transportation Planner,
Southeastern Wisconsin Regional Planning Commission
Dana Shinnars.....Senior Planner, Southeastern Wisconsin Regional Planning Commission

WELCOME AND INTRODUCTIONS

Ms. Sarnecki welcomed participants and asked attendees to introduce themselves and the agency they represented. The participants had been assigned to one of twelve small groups of four to six people based on the primary county they served for the morning's discussion on transportation within each of the seven counties. Each group had participants from public agencies and private organizations from within a specific county to focus on transportation needs within that county. Ms. Sarnecki then explained the agenda for the meeting:

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

OVERVIEW OF THE COORDINATION PROCESS

Ms. Sarnecki explained that the Coordination Plan is a framework for improving public transit and human services transportation in all seven counties and for the Region and includes strategies that are identified for addressing gaps between current services and needs. She described the Federal requirements for the coordination plans and for project funding. She also described the role of the Commission within this process and the need for a regional planning approach.

INFORMATION ON FUNDING PROGRAMS

Ms. Patterson, Transit Section Lead Worker for Compliance and Oversight, gave a presentation outlining WisDOT's role in the coordination process. She explained how WisDOT supports local and regional planning efforts by offering toolkits and technical assistance. In addition, Ms. Patterson also provided examples and tips to help determine the assessment of need for counties and the region when developing the coordination plans.

SMALL GROUP DISCUSSION ADDRESSING TRANSPORTATION WITHIN EACH COUNTY

Ms. Rueda described the discussion packet that assisted the small groups in their analysis of transportation services within each county. 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 transit services for the general public. Each group reviewed the inventory for their county and noted any needed changes for Commission staff to include in the final coordination plans. Each group was then asked to assess the quality of existing transportation services within each county based on eight different service attributes, create a list of unmet needs for traveling within each county, and identify strategies to address those unmet needs. The small groups then prioritized the needs

and strategies they previously identified based on importance. To assist with discussion and in developing needs and strategies, each packet included a transit needs index map and lists of previous unmet needs and strategies from the 2021 planning effort. The lists of unmet needs and strategies developed by each group were collected by Commission staff to assist with the development of the coordination plans.

SMALL GROUP DISCUSSION ADDRESSING REGIONAL TRANSPORTATION

Following the selection of prioritized strategies to address unmet needs for travel within each county, the participants were assigned to new small groups to discuss regional transportation. Each group was comprised of representatives from several counties to provide the widest perspective possible on existing services at each table. Ms. Rueda introduced the small group discussion packet that assisted groups in their analysis of transportation services that crossed county borders. Similar to the previous exercise, the attendees were asked to discuss existing regional transit services within their small groups and assess the quality of these services based on eight different service attributes. This assessment guided the groups as they created a list of unmet regional transportation needs and identified strategies to address their list of unmet needs. To assist with discussion and in developing the needs and strategies, information in each packet included lists of previous unmet needs and strategies for the Region from the 2021 planning effort. The lists of regional unmet needs and strategies completed by each group were collected by Commission staff to assist with the development of the coordination plans.

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 proposed strategies to address the unmet needs they identified. This process was intended to show the participants how regional strategies would be prioritized within the final document. Ms. Rueda indicated that these lists of prioritized strategies and a summary of the key findings of the small group discussions would be included in the Public Transit-Human Services Transportation Coordination Plan for each county.

WRAP-UP

After the small group discussions, Ms. Rueda and Ms. Sarnecki thanked all attendees for their participation and input into the development of the coordination plans. They informed the participants that a final plan for each county would be assembled by Commission staff based on the discussion and feedback from this meeting.

