

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



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MEMORANDUM REPORT
NUMBER 280

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

Prepared for Walworth County by the
Southeastern Wisconsin Regional Planning Commission

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1. INTRODUCTION

The Public Transit – Human Services Transportation Coordination Plan for Walworth 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 Walworth 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 Walworth County have received funding under the Section 5310, 5311, 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 Walworth County Coordination Plan, Commission staff invited a wide range of stakeholders from Walworth 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

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.

2020 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. If the County were to request that the Commission staff prepare a new countywide transit development plan, the unmet transit service needs identified for the 2025 Walworth County Coordination Plan would be considered in that transit development plan.

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

General Population Characteristics

Walworth County is located in Southeastern Wisconsin, bordered by Rock County to the west, Jefferson and Waukesha Counties to the north, Kenosha and Racine Counties to the east, and Illinois to the south. Walworth County's population in 2022 was 105,100 persons, according to the U.S. Census Bureau. Of that total, the combined population of the Cities of Delavan, Elkhorn, Lake Geneva, and Whitewater made up 42,800 persons, or about 41 percent. A small concentration of population also exists in the Village of East Troy. Map 1 shows the population density in 2020 by U.S. Public Land Survey quarter-section.

As shown in Figure 1, Walworth County's population has grown steadily since 1990. Between 2010 and 2020, the County's population grew by about three percent from approximately 102,200 to 105,200 persons, respectively. The growth is expected to continue through 2050. As Figure 1 displays, the Walworth County population is projected to reach approximately 158,300 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:

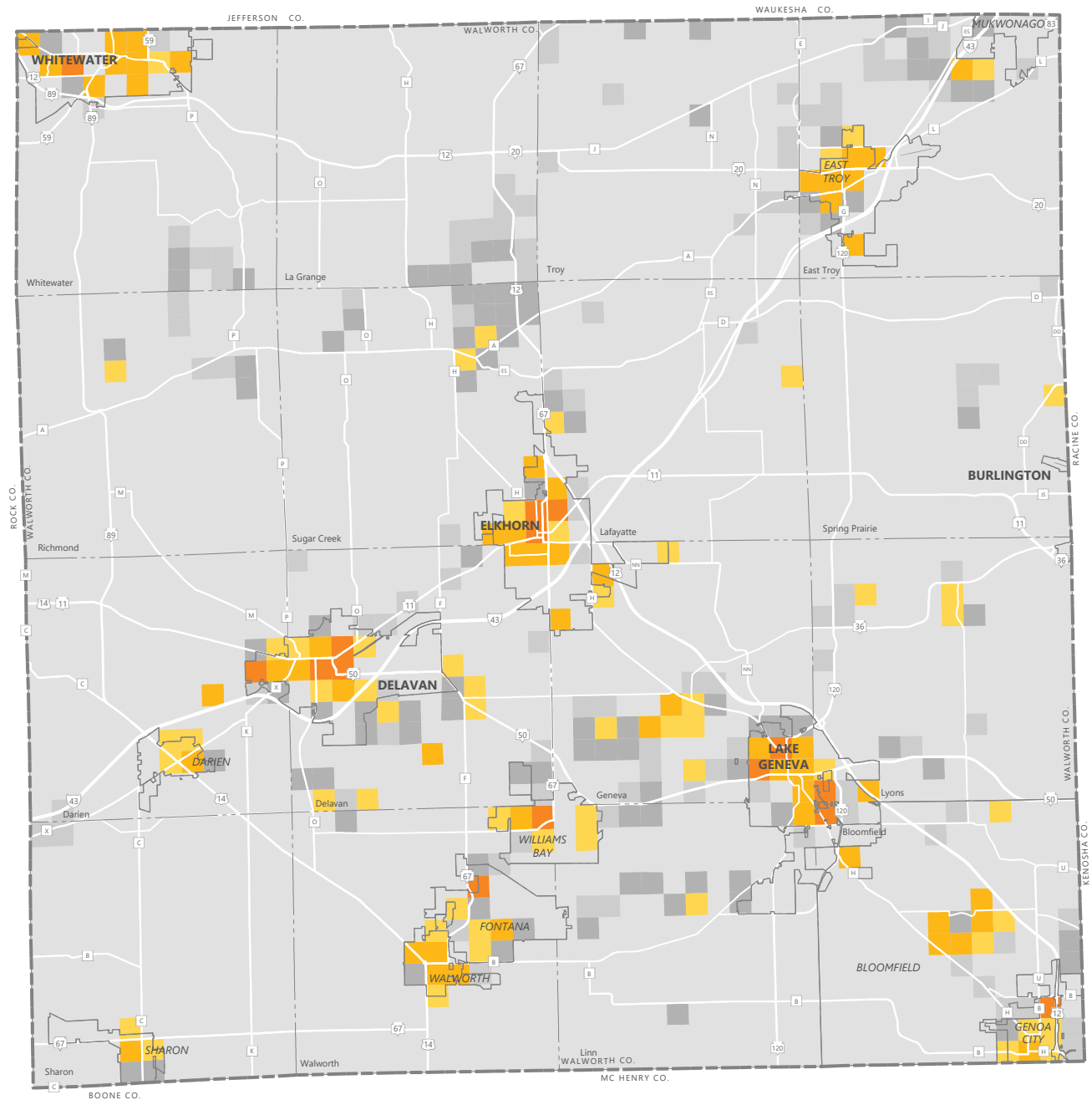
- School-age individuals (aged 10 to 17)
- Seniors (aged 75 and older)
- Persons in low-income households
- People with disabilities
- Households with no vehicle available

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:

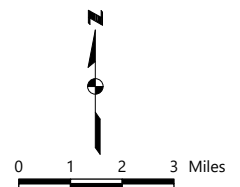
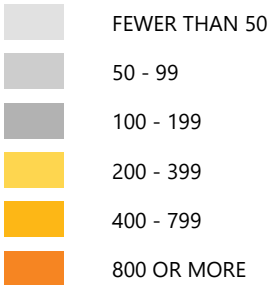
- In 2022, persons in low-income households account for the largest share of the transit-dependent population in the County at about 23 percent of the total population.
- People with disabilities and school-age individuals also make up a significant portion of the population at about 14 and 10 percent of the County's residents, respectively.
- Approximately, 7 percent of the population is at least 75 years of age, and about 4 percent of households have no vehicle available.
- Between 2000 and 2010, and 2010 and 2022, people with disabilities increased in absolute numbers and in the share of the total population. Persons in low-income households increased in absolute numbers and in the share of total population between 2000 and 2010 but decreased for these same criteria between 2010 and 2022. The number of seniors, school-aged individuals, and households with no vehicle remained relatively stable between 2000 and 2022.

Map 1

Population by Quarter Section in Walworth County

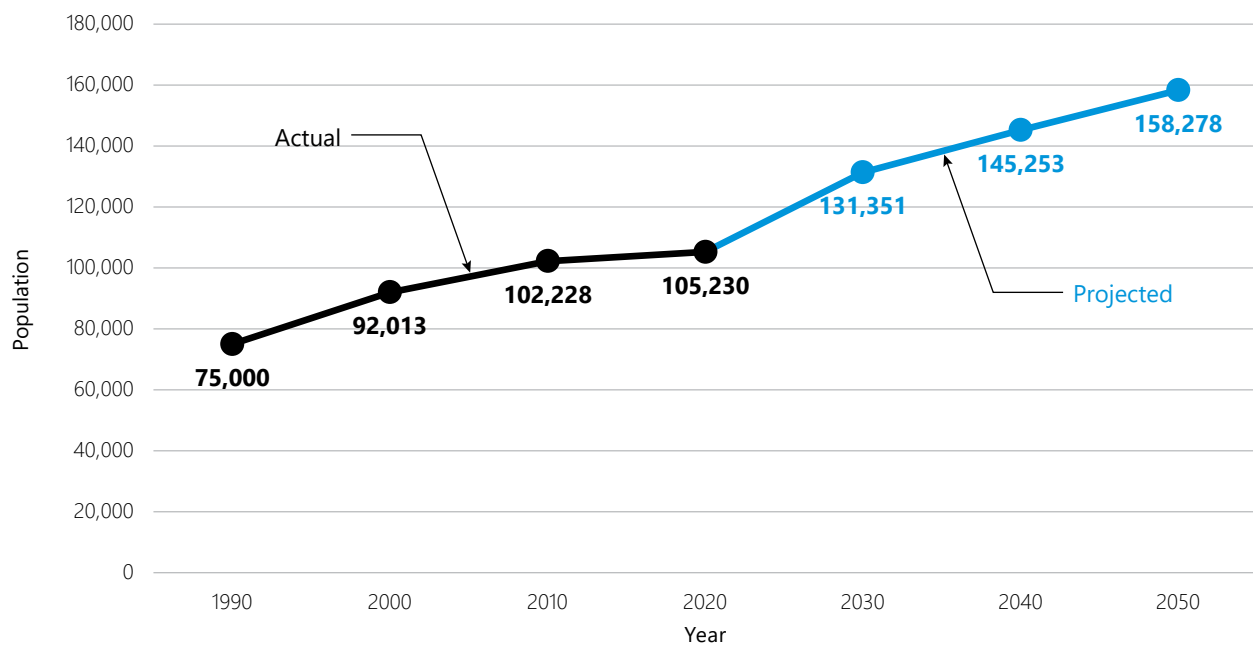


POPULATION BY QUARTER SECTION (2020)



Source: SEWRPC, 4/2025

Figure 1
Walworth County Actual and Projected Total Population



Source: U.S. Census Bureau and SEWRPC

Table 1
Trends in Transit-Dependent Population Groups in Walworth 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) | 5,889 | 6 | 6,395 | 6 | 7,710 | 7 |
| Persons in Low-Income Households ^b | 19,957 | 22 | 29,245 | 29 | 23,976 | 23 |
| People with Disabilities ^c | 4,282 | 5 | 8,367 | 8 | 11,527 | 14 |
| Households with No Vehicle Available | 1,663 | 5 | 2,000 | 5 | 1,514 | 4 |
| School-Age | 10,828 | 12 | 11,036 | 11 | 10,513 | 10 |
| Total County Population | 93,759 | -- | 102,229 | -- | 103,222 | -- |
| Total Number of Households | 34,505 | -- | 39,699 | -- | 42,179 | -- |

^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

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, the highest residential concentrations of transit-dependent persons were located mostly within the Cities of Delavan, Lake Geneva, and Whitewater, and the Towns of Darien, Delavan, and Sharon. Additional areas having moderate transit needs are distributed throughout the rest of Walworth County but concentrated in the southern half of the county. Most of the northern half of the county had marginal or low transit needs.

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 Cities of Delavan, Elkhorn, Lake Geneva, and Whitewater. Areas in and around the Villages of Darien, East Troy, Fontana on Geneva Lake, Walworth, and Williams Bay also have moderate concentrations of employment.

Major Activity Centers

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

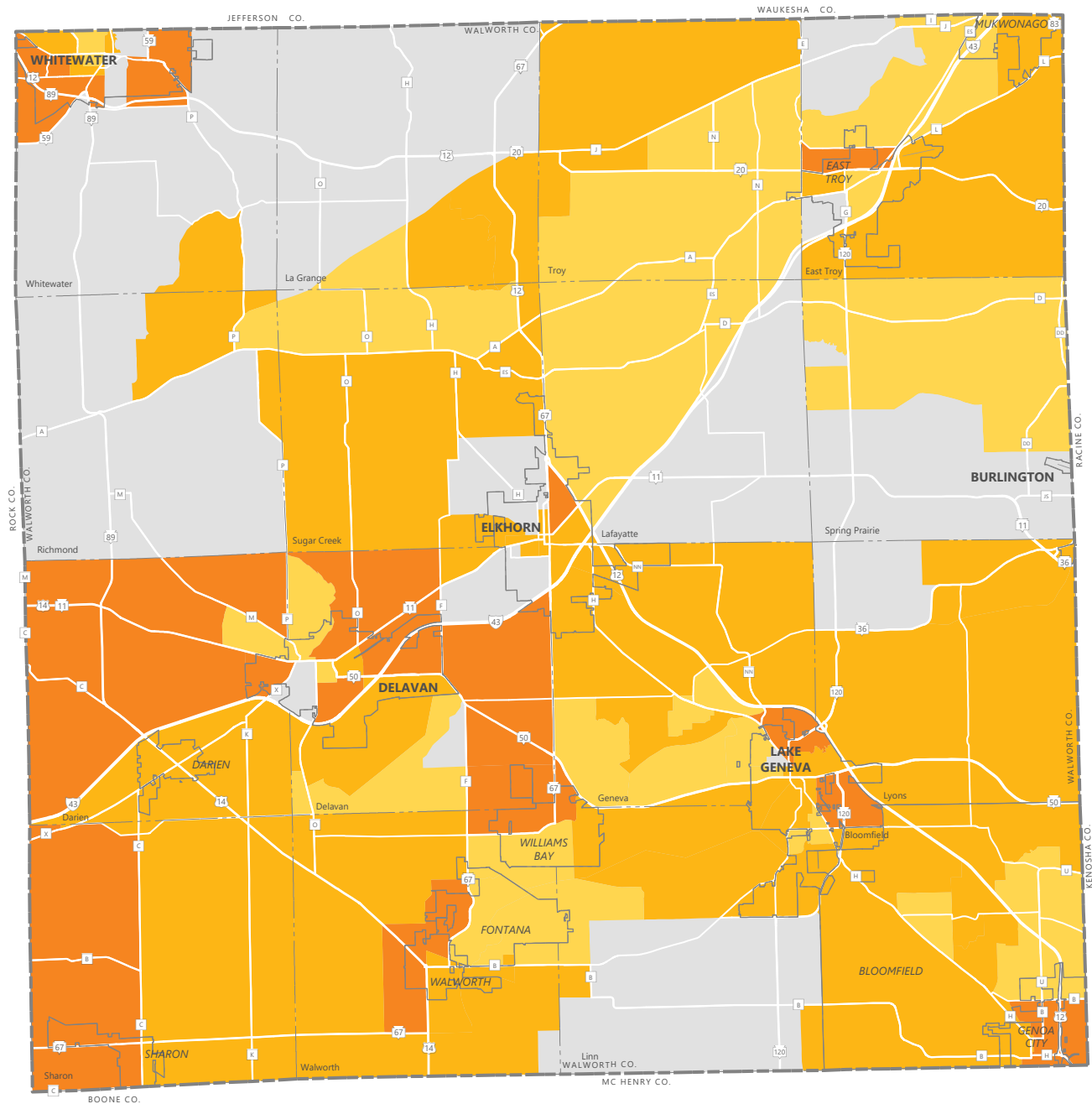
As shown on Map 4, many of these activity centers are located within the Cities of Delavan, Elkhorn, Lake Geneva, and Whitewater. However, there are also a small number of activity centers in the Villages of Darien, East Troy, and Walworth.

3. CURRENT TRANSPORTATION SERVICES

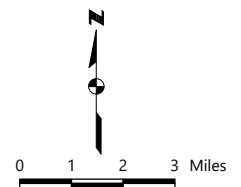
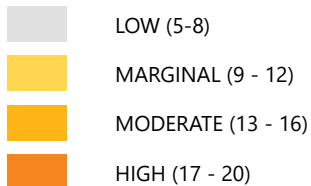
Table 2 lists the major transportation providers currently serving Walworth County, and identifies the type of service they provide, their service area, their hours of operation, and their funding sources in addition to passenger fares. The first section of the table lists the services that are available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

Map 2

Transit Needs Index for Walworth County: 2022

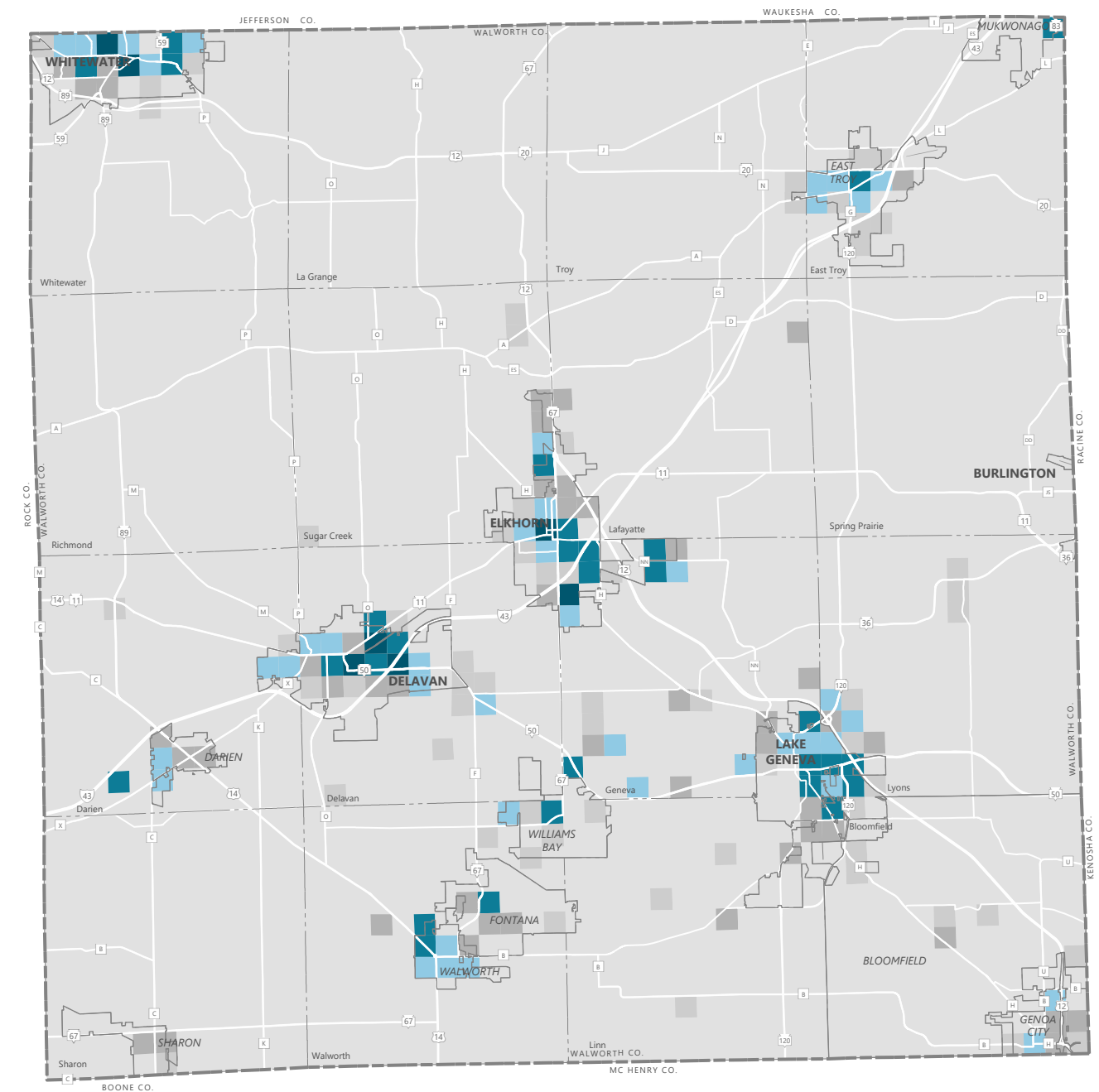


TRANSIT NEEDS INDEX

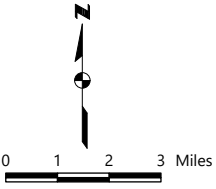
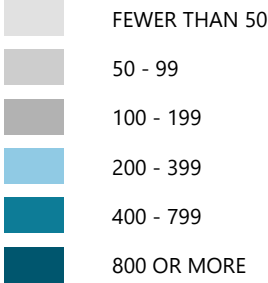


Source: U.S. Census American Community Survey and SEWRPC, 10/2025

Map 3 Employment by Quarter Section in Walworth County: 2020

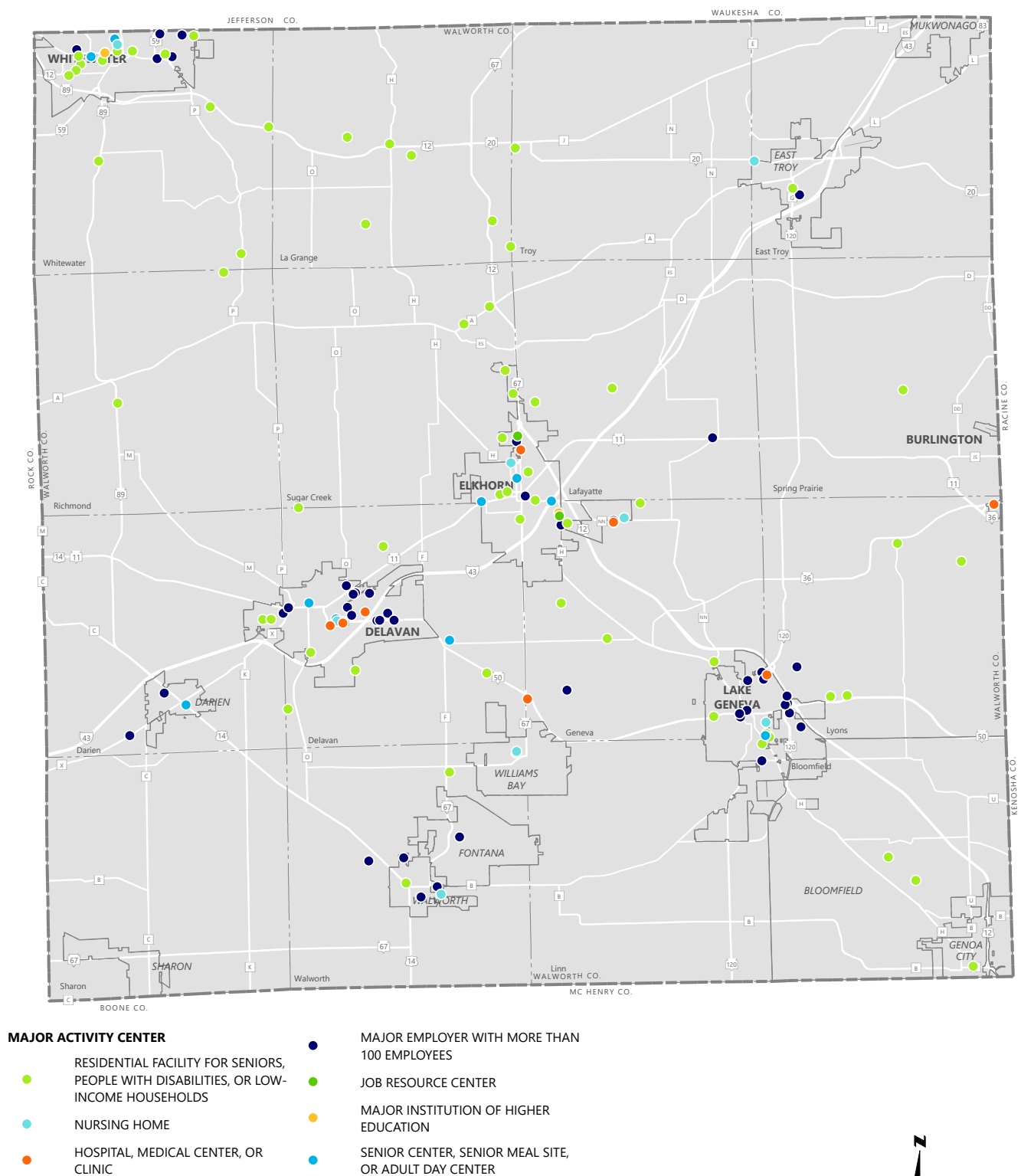


EMPLOYMENT BY QUARTER SECTION (2020)



Source: SEWRPC, 4/2025

Map 4 Major Activity Centers in Walworth County: 2024



Source: SEWRPC, 8/2025

Table 2
Inventory of Local, Intercity, and Human Services Transit Service Providers in Walworth 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 |
|---|---------------------------------|--|---|---|--|---|---|---|
| City of Whitewater Shared-Ride Taxi Program (920) 563-6303 (City of Whitewater primary service) | Public/ Private ^a | Demand-responsive shared ride taxi | City of Whitewater and portions of adjacent communities | General Public | Monday through Thursday: 7:00 a.m. to 7:00 p.m. Friday and Saturday: 7:00 a.m. to 12:00 a.m.. Sundays: 7:00 a.m. to 4:00 p.m. | \$3.25 base fare within Whitewater. City limits Additional \$2.25 per mile beyond city limits Reduced fares available for seniors and people with disabilities | 2 accessible minivans 1 accessible mini-bus | Federal \$5311 State \$85.20 City of Whitewater |
| Wal-to-Wal DIAL-a-RIDE (262) 723-4402 | Public/ Private ^b | Advance reservation or demand response, door-to-door | Walworth County, excluding trips entirely within Whitewater | General Public | Monday through Friday: 6:00 a.m. to 7:00 p.m. Saturday: 7:00 a.m. to 5:30 p.m. Sunday: 8:00 a.m. to 6:00 p.m. | Seniors, Children, People with Disabilities: \$3.00 Adults: \$5.00 - \$6.00 distance based Public/Private Agency Prepaid: \$11.00 | Vehicles provided by Walworth 20 ADA minivans 4 ADA minibuses | Federal \$5311 State \$85.20 Walworth County |
| Wisconsin Coach Lines/Coach USA (800) 236-2028 (262) 542-8861 | Public | Fixed-route commuter bus | Milwaukee - Janesville Daily Loop, stops in East Troy and Whitewater | General Public | Daily: Westbound: 10:25 a.m. in East Troy and 11:00 a.m. in Whitewater Eastbound: 1:00 p.m. in Whitewater and 1:30 p.m. in East Troy | Distance-based: \$3.00 to \$24.00 Seniors, people with a disability, and children 5 to 12 years eligible for 50% reduced fare | Motorcoaches | -- |
| Inspiration Ministries (262) 275-6131 | Private, non-profit | Scheduled adult day care, shopping, events, and medical activities Door-to-door | Walworth County | Residents of Inspiration Ministries community | As needed | No charge | 4 accessible vans | -- |
| VIP Services, Inc. (262) 723-4043 (provides County Department of Health and Human services) | Private, non-profit | Advance reservation or demand response, door-to-door | Walworth County, surrounding counties, and other long-distance destinations | Participants in VIP Services programs, seniors 60 years or older, people with disabilities, and qualifying veterans | Monday through Friday: 6:00 a.m. to 7:00 p.m. Saturday: 7:00 a.m. to 5:30 p.m. Sunday: 8:00 a.m. to 6:00 p.m. | Title 19 Medicaid Seniors (60 years or older), children under 18 years, people with a disability: \$3.00 one-way Adults traveling within their city limits: \$5.00 one-way All other adults: \$6.00 one-way Medical trips: \$18.00 to \$30.00 one-way, distance-based | 2 26-passenger accessible buses 1 12-passenger accessible bus 8 14-passenger accessible buses 3 5-passenger accessible buses 6 7-passenger accessible buses 1 12-passenger bus 13 accessible minivans 1 secure minivan | Federal \$5310 Private pay Family Care IRIS |

Table continued on next page.

Table 2 (Continued)

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

| | | | |
|--|--|---|--|
| A1 Lake Geneva Limousine (262) 248-2619 | Lakeview Critical Care EMS 262-957-6930 | Medix Ambulance Service (262) 539-2680 | Seniors on the GO, Mukwonago (262) 363-5700 |
| Brown Cab Service (920) 563-6304 | LaVinge Bus Company (920) 563-1515 | Need A Ride Taxi, Lake Geneva (217) 218-8071 | Trans Star Medical (800) 972-8080 |
| Fox Transport (262) 642-9025 | Lyft Inc | Senior Cab & Event Shuttle Service, Lake Geneva (262) 949-8294 | Uber Technologies Inc |
| GoGoGrandparent (855) 464-6872 | | | |

^a Service provided by Brown Cab Service, Inc.

^b Service provided by VIP Services, Inc.

Source: SEWRPC

Transit Services for the General Public

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

- The Walworth County DIAL-a-RIDE transportation service - operated by a private transit company, VIP Services, Inc., under contract with the County - is a publicly-funded shared-ride service that provides transportation to the general public for travel throughout Walworth County
- Brown Cab Service is a publicly-funded, demand response shared-ride taxi service in the City of Whitewater and surrounding communities

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:

- Cab Care Transportation provides advance reservation, door-to-door service for those in wheelchairs in the Cities of Delavan, Elkhorn, and Lake Geneva
- Delavan Taxi is a private, for-profit taxi service in the City of Delavan and surrounding communities
- Senior Cab Plus is a private, for-profit taxi service that provides service to, from, or within the Lake Geneva area
- Lakes Area Taxi is a private, for-profit taxi service in the City of Lake Geneva and surrounding communities
- VIP Services, Inc. provides door-to-door service for participants in their programs for persons with physical or cognitive disabilities, as well as seniors and adults with disabilities
- The remaining transportation services operated within the County are mostly private-for-profit services that focus on providing transportation for medical appointments within Walworth County and to surrounding counties and transportation network companies such as Uber that provide services for the general public

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 Walworth 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 Walworth 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 Walworth County appears below in no particular order.

- Lack of awareness of existing programs and services of available transportation options.
- Lack of available technology (such as apps) to reserve, schedule, pay, and receive updates about rides.
- Need for support for out-of-county transportation using non-county funds.
- Ride turn downs and denials should be reduced to improve service reliability and accessibility.
- Lack of evening, night, and weekend transportation service options. Most operators stop providing service before 6:00 p.m. on weekdays and many do not provide any service on weekends.
- Lack of multiple and affordable transportation options for work, medical, social, recreational, and shopping trips for all residents.
- Need for more accessible vehicles in private transportation services.
- Need for reducing the length of time required for making an advanced reservation with human services providers that accommodate wheelchairs.
- Lack of available transportation services for getting to and from rural areas within the County for social and recreational activities.
- Need for improving the efficiency and reliability of existing providers to meet the needs of all residents.
- Lack of transportation for medical appointments, both within and outside the County, especially for short-term care and for people with disabilities.
- Need for expanding existing transportation options and securing public and/or private funding to support these expanded services.
- Need for expanding the area served by taxicab providers, including wheelchair-accessible taxis. The taxi services available to the general public focus on serving demand in the Delavan, Elkhorn, Lake Geneva, and Whitewater areas with very little or no service provided in the other portions of the County.
- Need more affordable fares for the existing and potential new taxi services. Many people who need to use the taxi services are unable to afford the current fare.

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 Walworth 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 Walworth 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 Walworth 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 Walworth County.

1. Continue to fund a mobility manager position for the County whose duties could include, but would not be limited to:
 - a. Assisting in coordinating transportation services
 - b. Promoting the availability of transportation services
 - c. Gathering and analyzing data to evaluate a variety of transportation options for seniors, people with disabilities, and low-income residents
 - d. Developing strategies to obtain funding for projects that would improve or increase the transportation services available in the County
 - e. Working with the Transportation Coordinating Committee to improve transportation services in the County
 - f. Expand outreach and public awareness to better inform residents about available transportation services
 - g. Lead rebranding and public communication efforts
 - h. Coordinate with contracted vendors to implement an app for payment and scheduling
2. Improve the convenience of using transportation services within Walworth County and between Walworth County and adjacent counties. This may include:
 - a. Extending geographic boundaries to certain destinations such as employment, medical facilities, and commercial areas.
 - b. Shared-ride taxi serving the City of Whitewater could expand the days and hours of its transportation services.
 - c. Developing consistent fare structures to simplify travel.
3. Establish automobile purchase and repair programs directed at low-income workers who cannot use public transportation to get to jobs.

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

4. Study ways to expand the eligibility of the County Health and Human Services Department's transportation services to serve more residents and trip purposes.
5. Purchase new vehicles to accommodate the demand for transportation services and maintain or improve the level of service offered.
6. Adopt and enhance technology systems to improve customer experience and efficiency.
 - a. Rebrand and develop an integrated mobile app for customers to reserve, schedule, pay for, and receive ride updates across all participating providers.
 - b. Explore pilot programs using emerging technologies such as autonomous or electric vehicles to meet service demand cost-effectively.

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.

Walworth County

- Walworth County would consolidate and share transportation resources
- Walworth County would be responsible for studying ways to expand transportation services, including the County Department of Health and Human Services transportation services to serve more residents and trip purposes
- Walworth County would improve the convenience of transportation services for travel both within and outside the County
- Walworth County would continue working with the transportation coordinating committee to implement the identified coordination strategies and recommend actions to County officials

Mobility Manager

- The County's mobility manager would be responsible for promoting 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
- The County's mobility manager would be responsible for developing strategies to obtain funding for projects that would improve or increase the transportation services available in the County
- With the authorization of the County Board, the County's mobility manager would continue staffing a transportation coordinating committee for the County, which would be responsible for pursuing the fulfillment of the unmet needs and associated strategies listed earlier in this Plan
- The County's mobility manager would lead a rebranding effort and develop an integrated mobile app for trip reservation, scheduling, payment, and ride updates

All Transportation Providers

- Transportation providers would study ways to increase transportation options that are available during evenings and weekends
- Transportation providers would consolidate and share transportation resources
- 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
- Transit providers should study ways to adopt and enhance technology systems to improve customer experience and efficiency

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.

