

PROPOSAL TO MEET WITH FOCUS GROUPS TO DEVELOP AN ASSESSMENT OF UNMET NEEDS FOR AREAS NOT CURRENTLY SERVED BY TRANSIT

FOCUS GROUP 1: TRANSPORTATION SERVICE PROVIDERS

Transportation Providers to be Included:

- Racine County Human Services
- Racine County Opportunity Center, Burlington Office
- First Transit, Inc.
- DRS Medical Transport
- Medix
- Tietel's Transport

Proposed Discussion Topics with Transportation Providers:

1. Confirm the information that the Commission has regarding the transportation services as was reported in Chapter II. Discuss what types of consumers and what types of trips are eligible to use the transportation services they provide, if there are any eligibility restrictions on the service, and whether they have vehicles that are wheelchair-accessible.
2. Discuss how many trips each service provides per day on average. What are the most common types of trips they serve? (Short trips? Long trips? Trip type: Work? Shopping or errands? Medical appointments? Social?)
3. What are some of the most popular trip origins or destinations? Are there major apartment complexes or activity centers that they frequently serve? Is there a need for service between western Racine County and the City of Racine? If so, which highway serves as the primary travel corridor—STH 20 or STH 11? What about service within Burlington, Union Grove, or the Waterford/Rochester areas? What are the most popular trip destinations or travel corridors outside of Racine County?
4. Discuss the capacity of the existing services and whether the transportation services could accommodate additional passengers during times of excess capacity. What times of day do they

have excess capacity? What times of day are often full? For the times of day when they are consistently booked, how far in advance must consumers call to be assured of reserving a trip?

5. Discuss how often they have to reschedule—or deny—trip requests. What are the most common reasons for denying or rescheduling a trip request? (Eligibility? Not enough drivers/vehicles? Advance reservation time requirement for scheduling? Time of trip? Origin/destination outside service area?)

FOCUS GROUP 2: HUMAN SERVICES AGENCIES

Agencies to be Included:

- Racine County Human Services-Aging and Disability Resource Center
- Racine County Workforce Development Center
- Love, Inc.
- Society's Assets, Inc.
- Aurora Burlington Clinic
- Elderly, disabled, or low-income consumers of transportation services

Proposed Discussion Topics with Human Services Agencies:

1. Discuss what types of consumers the agencies serve and how the agencies coordinate or purchase transportation services, if applicable.
2. Discuss the how well the current transportation providers are meeting the needs of consumers. Do the agencies see a need for transportation services that offer different types of vehicles, including school buses or ADA-accessible vehicles? Do the existing transportation providers have burdensome advance reservation time requirements for scheduling?
3. What types of trips do consumers currently need to make but cannot without difficulty? (Work? Shopping or errands? Medical appointments? Social? Other?)
4. How often do consumers need to make trips? (Daily? Weekly? Monthly?)
6. Where do consumers most need transportation service? Are there major apartment complexes or activity centers that generate many trips by transit-dependent population groups? Is there a need

for service between western Racine County and the City of Racine? If so, which highway serves as the primary travel corridor—STH 20 or STH 11? What about service within Burlington, Union Grove, or the Waterford/Rochester areas? What are the most popular trip destinations or travel corridors outside of Racine County?

7. What time of day do consumers most need transportation? (Early morning, morning commute time, midday, evening commute time, evening, night)

FOCUS GROUP 3: BUSINESSES OR ECONOMIC DEVELOPMENT GROUPS

Groups to be Included:

- Burlington Area Chamber of Commerce
- Waterford Area Chamber of Commerce
- Union Grove Chamber of Commerce
- Racine County Economic Development Corporation

Proposed Discussion Topics with Businesses or Economic Development Groups:

1. Discuss where employers who have trouble recruiting due to transportation issues are located, and where the population of probable employees is located.
2. Discuss shift times and work hours. What times of day do employees most need transportation?
3. Is there a need for service between western Racine County and the City of Racine? If so, which highway serves as the primary travel corridor—STH 20 or STH 11? What about service within Burlington, Union Grove, or the Waterford/Rochester areas? What about service to jobs outside of Racine County? Or, for workers to Racine County?
4. What kind of transportation services might address the needs of employees at the locations and hours identified in the discussion? Ridesharing? Vanpools?