

# PUBLIC TRANSIT-HUMAN SERVICES TRANSPORTATION COORDINATION PLAN FOR KENOSHA COUNTY: 2021



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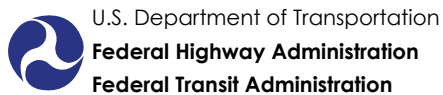
MEMORANDUM REPORT  
NUMBER 250

**PUBLIC TRANSIT-HUMAN SERVICES  
TRANSPORTATION COORDINATION PLAN  
FOR KENOSHA COUNTY: 2021**

Prepared for Kenosha County by the  
Southeastern Wisconsin Regional Planning Commission

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1. INTRODUCTION .....	1
Federal and State Coordination Planning Requirements.....	1
Role of the Southeastern Wisconsin Regional Planning Commission.....	1
2. TRANSPORTATION NEEDS OF SENIORS, PEOPLE WITH DISABILITIES, AND PEOPLE WITH LOW INCOMES.....	2
General Population Characteristics.....	2
Transit-Dependent Population Characteristics.....	2
Employment Characteristics.....	5
Major Activity Centers .....	5
3. CURRENT TRANSPORTATION SERVICES .....	5
Transit Services for the General Public.....	11
Human Services Transportation.....	11
4. ASSESSMENT OF TRANSPORTATION SERVICES AND IDENTIFICATION OF UNMET TRANSPORTATION NEEDS .....	11
Unmet Needs for Travel Within Kenosha County .....	12
Unmet Needs for Travel Between Counties.....	12
5. STRATEGIES TO ADDRESS UNMET NEEDS.....	14
Financial Strategies: Federal and State Funding Programs.....	14
Prioritized Strategies to Address Unmet Needs.....	14
Strategies for Addressing Unmet Travel Needs Within Kenosha County.....	14
Strategies for Addressing Unmet Travel Needs Between Counties.....	17
6. PLAN IMPLEMENTATION .....	18
Kenosha County.....	18
City of Kenosha .....	19
Mobility Managers.....	19
All Parties .....	19
<b>APPENDIX A</b>	
<b>AGENCIES AND INDIVIDUALS INVITED TO ATTEND THE COORDINATION PLANNING VIRTUAL MEETING AND COMPLETE THE ONLINE SURVEY .....</b>	<b>23</b>
<b>APPENDIX B</b>	
<b>RECORD OF REGIONAL PUBLIC MEETING 2021 COORDINATION PLANNING IN SOUTHEASTERN WISCONSIN.....</b>	<b>33</b>
PARTICIPANTS.....	35
STAFF AND GUESTS .....	36
WELCOME AND INTRODUCTIONS.....	36
OVERVIEW OF THE COORDINATION PROCESS.....	36
INFORMATION ON FUNDING PROGRAMS.....	36
QUESTION AND ANSWER SESSION ON THE COORDINATION PLANS .....	36
WRAP-UP .....	37
<b>APPENDIX C</b>	
<b>SUMMARY OF THE ONLINE SURVEY .....</b>	<b>39</b>
OVERVIEW OF THE ONLINE SURVEY .....	41
SURVEY RESPONSE SUMMARY.....	41



# 1. INTRODUCTION

The Public Transit – Human Services Transportation Coordination Plan for Kenosha County: 2021, 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 Kenosha County and the County’s connections to the Southeastern Wisconsin Region. The Coordination Plan assesses the existing public transit and human services transportation services and needs in the County, identifies unmet needs or service gaps, and presents a prioritized list of strategies to address those needs. By focusing on coordination strategies that use existing resources, the Coordination Plan aims to improve the access of County residents to transportation in a cost-effective manner.

## Federal and State Coordination Planning Requirements

The coordination planning process was first undertaken in 2008 in response to the Federal requirements in the Safe, Accountable, Flexible, and Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU). The Coordination Plan was renewed and updated in 2012 under the requirements of the Moving Ahead for Progress in the 21st Century Act (MAP-21), and was updated under the requirements of the Fixing America’s Surface Transportation Act (FAST Act) starting in 2016. All three Federal transportation acts have required that a locally-developed public transit-human services coordination plan be developed every four years. The FAST Act mandates that projects selected for funding under the Enhanced Mobility of Seniors and Individuals with Disabilities program (Section 5310) be included in the coordinated planning process.

Under the provisions of the FAST Act, project eligibility for the 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. In addition, though not required by the FAST Act, the Wisconsin Department of Transportation utilizes the Coordination Plans to determine project eligibility for Wisconsin Employment Transportation Assistance Program (WETAP) funding.

Several agencies and organizations in Kenosha County have received funding under the Section 5310 and WETAP programs in the past. The Coordination Plan will help ensure the eligibility of current and future transit projects funded through those programs. The Coordination Plan includes the following elements required under Federal regulations.

- An assessment of transportation needs for 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 Kenosha County Coordination Plan, Commission staff invited a wide range of stakeholders from Kenosha County and the Region to a virtual meeting and to fill out a survey 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, 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 Kenosha Area Transit System was prepared in 1998 and provided recommendations that guided the implementation of several service changes enacted in the late 1990's and early 2000's. The unmet transit service needs identified for the 2021 Kenosha County Coordination Plan will be considered during the preparation of any future Kenosha area transit development plan.

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

### **General Population Characteristics**

Kenosha County is located in Wisconsin's southeastern corner, bordered by Walworth County to the west, Racine County to the north, Lake Michigan to the east, and Illinois to the south. Interstate Highway 94 (IH 94) runs north-south through the County, splitting it into two parts: the predominantly urban eastern half, and the predominantly rural western half. Kenosha County's population in 2019 was 167,400, according to the U.S. Census Bureau. Of that total, approximately 129,700 people lived east of IH 94, or about 77 percent of the County. In western Kenosha County, small concentrations of population exist in the Villages of Paddock Lake, Twin Lakes, Silver Lake, and the Town of Salem. Map 1 shows the population density in 2010 by U.S. Public Land Survey quarter-section.

Kenosha County's population has grown steadily since 1990. Between 2010 and 2019, the County's population grew by approximately one percent. The growth is expected to continue through 2040. As Figure 1 displays, the Kenosha County population is projected to reach 230,630 by the year 2040.

### **Transit-Dependent Population Characteristics**

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

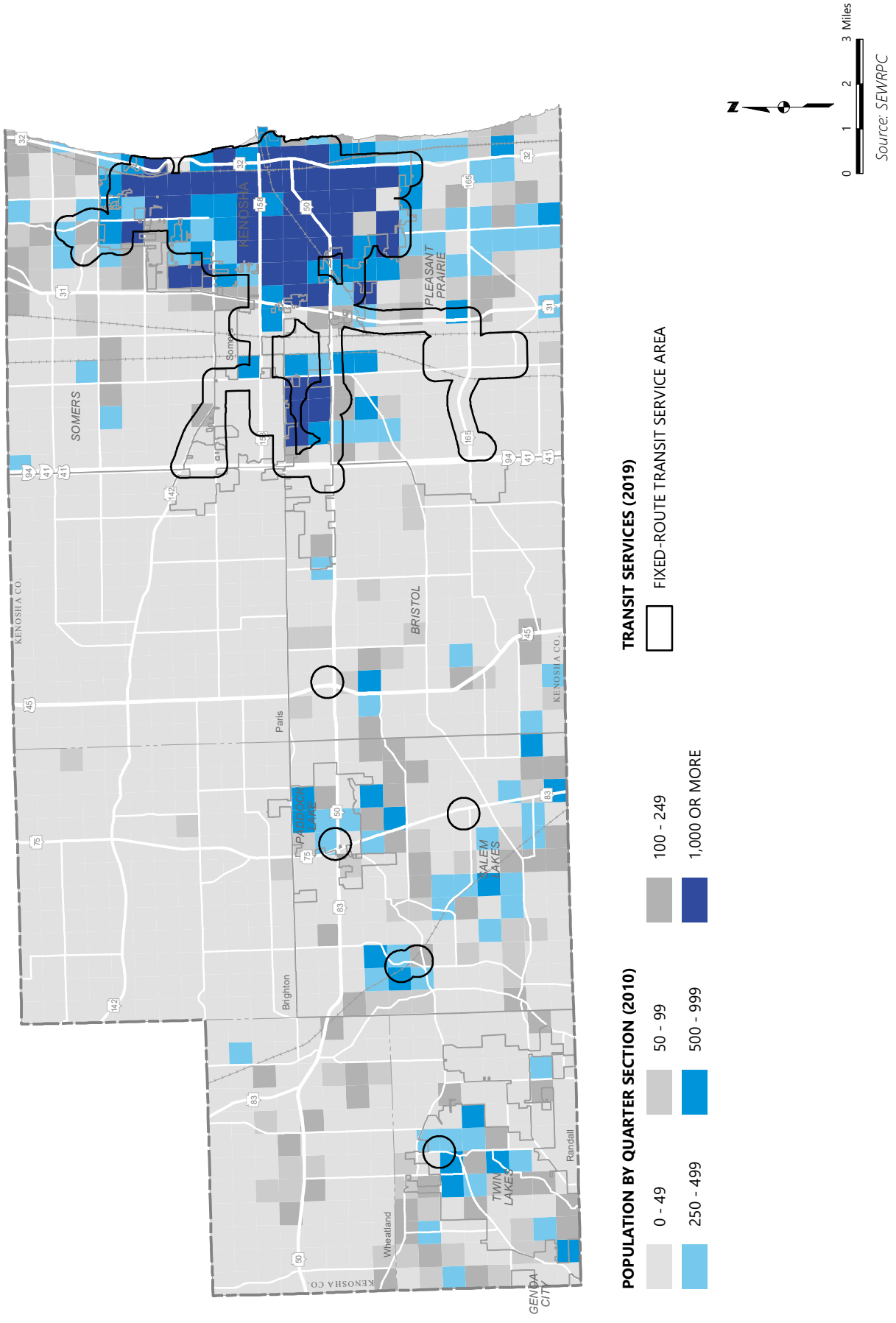
- Seniors (aged 75 and older)
- People in low-income households
- People with disabilities
- Households with no vehicle available

Table 1 displays the historic population of these groups in the study area in 2000, 2010, and 2019. The information in the table leads to the following observations:

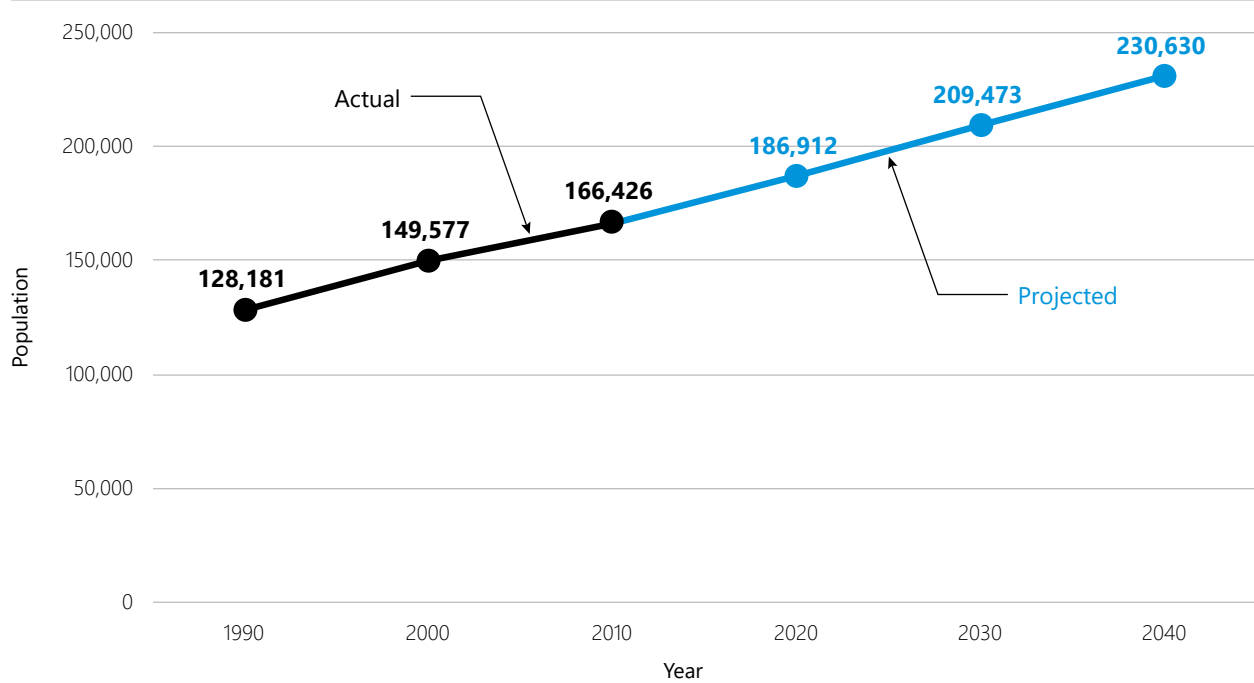
- In 2019, people in low-income households accounted for the largest share of the transit-dependent population in the County at about 25 percent of the total population.
- People with disabilities also make up a significant portion of the population (13 percent).
- Households with no vehicle available accounted for about 5 percent of all households in 2019, and seniors represented approximately 6 percent of the County's population.
- Between 2010 and 2019 people with disabilities increased in absolute number and in share of the total population while people in low-income households decreased in absolute number and share of the total population. Seniors have increased in absolute numbers, their share of total population has slightly increased. Households with no vehicle available increased in total population between 2000 and 2010 but decreased from 2010 to 2019.



**Map 1**  
**Population Density by Quarter Section in Kenosha County: 2010**



**Figure 1**  
**Kenosha County Actual and Projected Total Population**



Source: U.S. Census Bureau and SEWRPC

**Table 1**  
**Trends in Transit-Dependent Population Groups in Kenosha County**

Transit-Dependent Population Group	2000		2010		2019	
	Number <sup>a</sup>	Percent of Total Population/ Households	Number <sup>a</sup>	Percent of Total Population/ Households	Number <sup>a</sup>	Percent of Total Population/ Households
Seniors (75 and older)	8,378	6	8,939	5	9,610	6
People in Low-Income Households <sup>b</sup>	31,005	21	50,085	30	42,030	25
People with Disabilities <sup>c</sup>	7,807	5	17,076	10	21,372	13
Households with No Vehicle Available	3,824	7	4,285	7	3,308	5
Total County Population	149,577	--	166,426	--	167,388	--
Total Number of Households	56,057	--	62,650	--	64,187	--

<sup>a</sup> 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.

<sup>b</sup> Includes people residing in households with a total family income less than 200 percent of the Federal poverty level.

<sup>c</sup> The definition of "people with disabilities" used by the U.S. Census Bureau for the 2000 Census changed for the 2010 Census and 2019 American Community Survey (ACS). For the 2000 Census, "people with disabilities" included those people 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 2019 ACS, "people with disabilities" included those people 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

Data from the 2015-2019 American Community Survey were used to identify areas in Kenosha County where transit needs are highest. Map 2 displays Census block groups within the County with the highest concentration of transit-dependent populations. These may be considered as potential priority areas for the provision of transit service.

In 2019, the highest concentrations of residential populations with transit needs were found in the Village of Twin Lakes and within the City of Kenosha, in the older and more densely developed areas, and along the outer edges of the City. Transit-dependent population concentrations in the remainder of Kenosha County were generally lower, with areas near the Villages of Bristol, Paddock Lake, Salem Lakes, Somers and Town of Wheatland having moderate transit needs. In the Villages of Bristol and Salem Lakes, and the Town of Wheatland facilities for seniors and people with disabilities contribute to the identification of these areas as having moderate transit needs.

### **Employment Characteristics**

Map 3 displays employment density in 2010 by U. S. Public Land Survey quarter-section. The highest employment concentrations in the County are in the City of Kenosha in the densely-developed areas, including the business parks and commercial areas on the western edge of the City, and in Lakeview Corporate Park in the Village of Pleasant Prairie. The Villages of Bristol, Paddock Lake, and Twin Lakes also have smaller 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

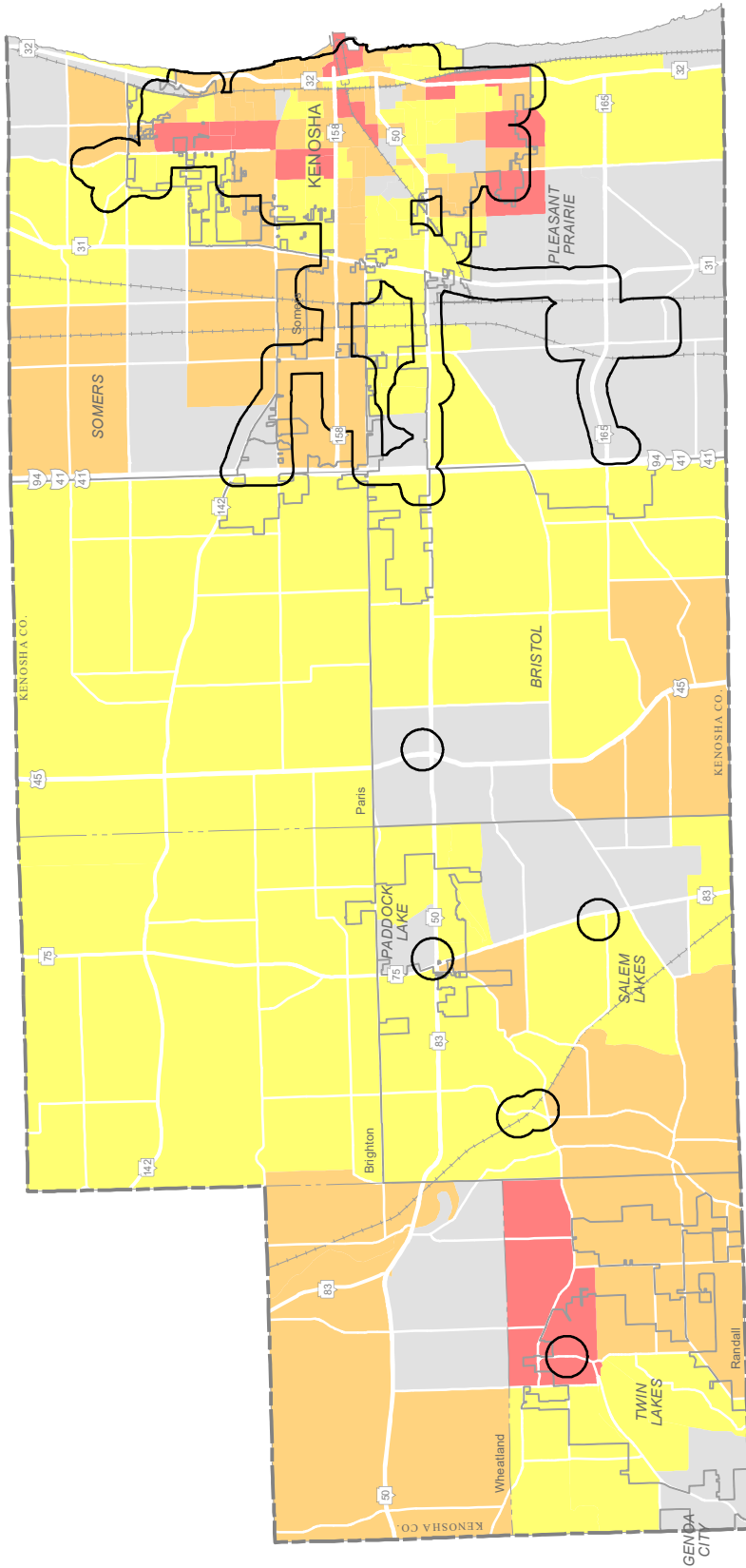
Map 4 shows their locations. Most of these activity centers are distributed throughout the City of Kenosha, with many major employers and residential facilities located on the outskirts of the City or in the Village of Pleasant Prairie. A smaller number are located in western Kenosha County.

## **3. CURRENT TRANSPORTATION SERVICES**

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

Table 2 lists the major transportation providers currently serving Kenosha County, and identifies the type of service they provide, their service area, their hours of operation, their fares, and any outside funding sources. 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 people, or veterans. These services are generally called "human services transportation."

**Map 2**  
**Transit Needs Index for Kenosha County: 2019**



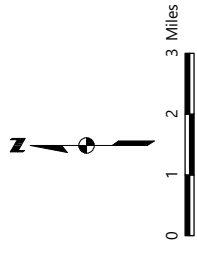
**TRANSIT NEEDS INDEX LEVEL**

- LOW (4 to 7)
- MARGINAL (8 TO 10)
- MODERATE (11 TO 13)
- HIGH (14 TO 16)

**TRANSIT SERVICES (2019)**

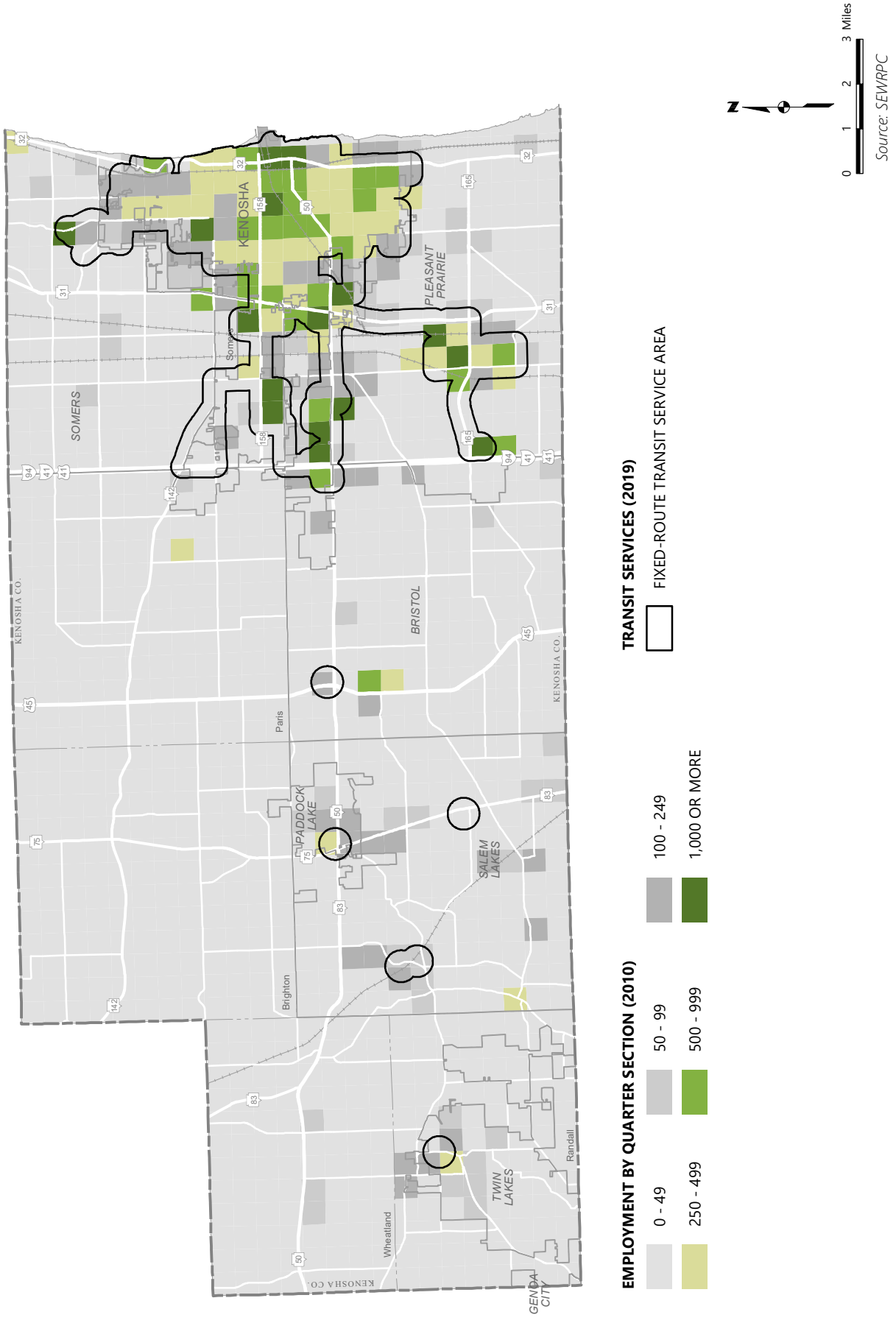
- FIXED-ROUTE TRANSIT SERVICE AREA

**Note:** The Transit Needs Index is calculated by ranking census block groups based on the percent of total population or households in four categories, seniors (75 and older), persons in low-income households, people with disabilities, and households with no vehicle available. Each ranked block group is assigned a score from 1 to 4, in each category, with a 1 for the lowest percentages and a 4 for the highest percentages. The Transit Need Index is equal to the sum of the scores for all four categories.

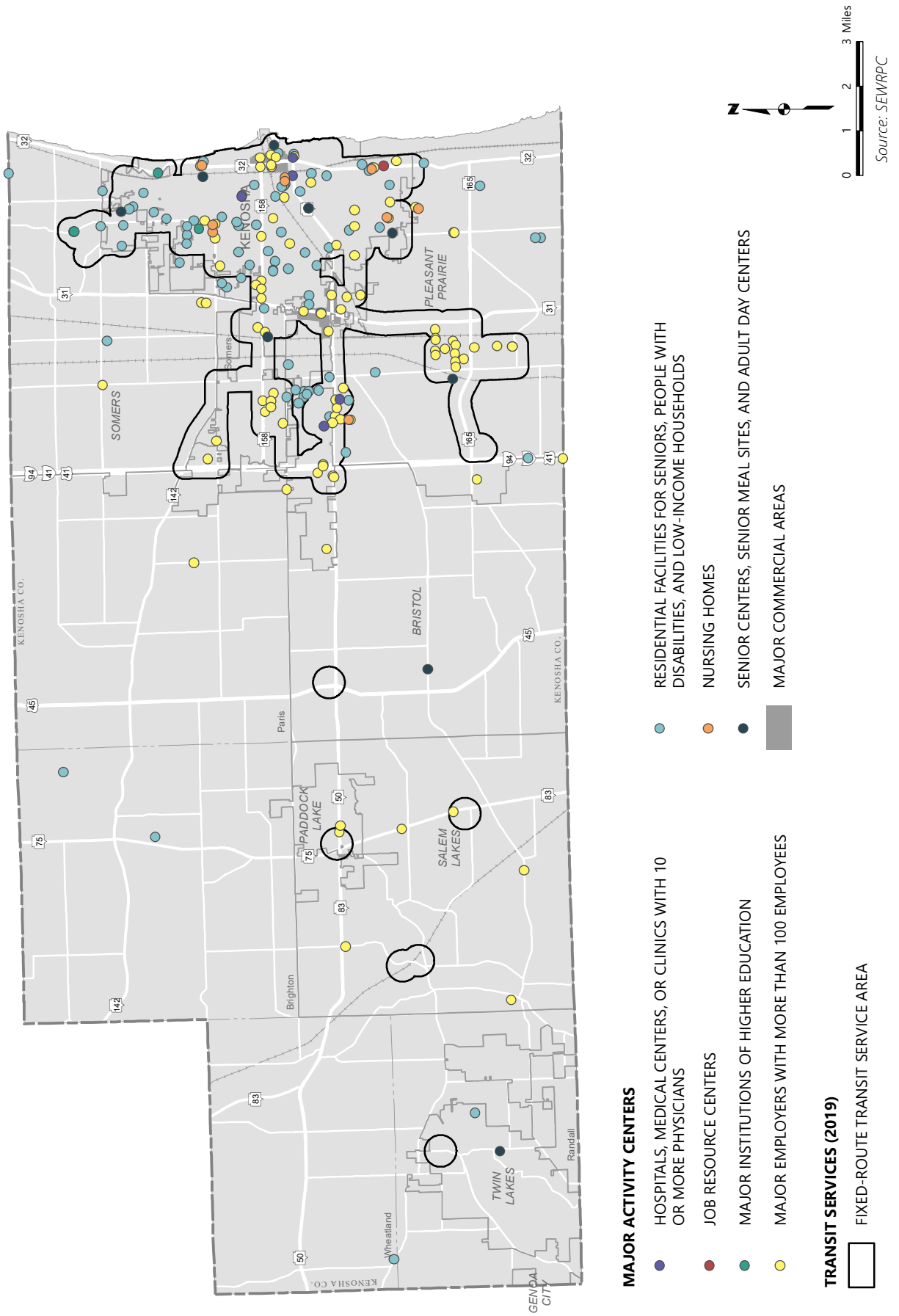


Source: U.S. Census American Community Survey and SEWRPC

**Map 3**  
**Employment Density by Quarter Section in Kenosha County: 2010**



**Map 4**  
**Major Activity Centers in Kenosha County: 2020**



**Table 2  
Inventory of Local, Intercity, and Human Services Transit Service Providers in Kenosha County: 2020**

Name of Service Provider	Type of Provider	Type of Service	Service Area	Eligible Users	Days and Hours of Operation	Fare Per Trip	Vehicles Used	Funding Sources in Addition to Fares
Kenosha Area Transit System (262) 653-4287	Public	Fixed route	City of Kenosha and portions of adjacent communities	General public	Weekdays: 4:55 a.m. to 12:30 a.m. (Every 30 minutes in the peak, 60 minutes off-peak) Saturday: 9:00 a.m. to 4:00 p.m. (Every 60 minutes)	Cash Fare: Adults: \$2.00 Students: \$1.50 Seniors and people with disabilities: \$1.00	47 passenger buses	State \$85.20 Federal \$5307 City of Kenosha Federal \$5337 Federal \$5339
Care-A-Van Program (262) 658-9093 (800) 678-1559	Public <sup>a</sup>	Advance reservation, door-to-door	Kenosha County East of I-94, and within 3/4 of a mile of the Kenosha Area Transit fixed-route West of I-94	Seniors and people with disabilities	Weekdays: 5:55 a.m. to 12:30 a.m. Saturday: 8:00 a.m. to 6:00 p.m. Sunday: 8:00 a.m. to 6:00 p.m.	\$4.00 each way  Special fare on Sunday	Accessible vehicles	Private Donations State \$85.205 State \$85.21 Kenosha County City of Kenosha
Metra (312) 322-6777	Public	Commuter rail	Service from the City of Kenosha through northern Chicago suburbs, to Chicago	General Public	Weekdays and Saturdays: 5:50 a.m. to 2:15 a.m. (9 and 5 daily roundtrips) Sundays and Holidays: 6:50 a.m. to 2:15 a.m. (3 daily roundtrips)	Distance-based: Cash Fare: \$4.00-\$9.50 Monthly Pass: \$116.00-\$275.50 Weekend Pass: \$10.00	Intercity bi-level passenger train coaches	Regional Transit Authority of Northern Illinois Federal \$5307 Federal \$5309
Western Kenosha County Transit (888) 203-3498	Public	Fixed route  Advance reservation door to door	Service between Twin Lakes, Kenosha, Paddock, and Antioch	General Public	Weekdays: 5:55 a.m. to 6:30 p.m. (6 – 7 daily roundtrips) Saturday: 9:00 a.m. to 4:00 p.m. Sunday: 9:00 a.m. to 4:00 p.m.	Adults: \$2.00 Children age 12 and under ride free with fare-paying adult Adults: \$5.00 Seniors and people with disabilities: \$3.00;	5 34-passenger accessible buses	State \$85.20 Federal \$5311 Kenosha County
Wisconsin Coach Lines/Coach USA (800) 236-2028 (262) 542-8861	Public	Fixed-route commuter bus	Service between the Cities of Kenosha, Racine, and Milwaukee	General Public	Weekdays: 6:10 a.m. to 10:32 p.m. (7 daily roundtrips) Saturday and Sunday: 6:58 a.m. to 10:45 p.m. 6:58 a.m. to 7:51 p.m. (6 and 4 daily roundtrips)	Distance-based: Adults: \$2.25 - \$4.50 Students: \$1.25 - \$3.50 Seniors, children 5 to 12, and people with disabilities: \$1.10 - \$2.25 Children under 5 free	3 47-passenger motor coaches	State \$85.20
Coach USA (same as above)	Private, for-profit	Intercity bus	Service between Milwaukee and Chicago O'Hare; one stop at Goerke's Corners	General Public	Every day: 3:25 a.m. to 12:55 a.m. (15 daily roundtrips)	Distance-based	Long-distance motor coaches	--
Discovery Pleasant Prairie Transit (262)-947-0437	Public	Advance Reservation	Kenosha County	Participants in the Discovery adult day camp	Weekdays: 6:30 a.m. to 6:30 p.m.	\$12 for first 5 miles, then \$1.25 per mile	2 Wheelchair accessible 4 12 passenger buses	Federal \$5310
Erickson Ambulance (262) 632-5412	Private	Advance reservation, door-through-door	Racine, Kenosha, Milwaukee and other long-distance destinations	General public	24 hours a day, seven days a week	Private pay and Title 19 Medicaid reimbursement	Non-accessible ambulances	--

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
K Town Transportation (262) 764-0377 (866) 430-6377	Private, for-profit	Advance reservation, door-to-door	Kenosha County and surrounding counties	General public	Monday – Saturday: 6:00 a.m. to 8:00 p.m.	0-3 miles: \$12 4-6 miles: \$14 Wheelchair rate: \$25 loading fee (one-way) plus \$2.50 per mile	Accessible vehicles	Title 19 Medical Assistance
Kenosha Achievement Center, Inc. (262) 658-9500	Private, non-profit	Fixed route, door-to-door subscription service to pick up and drop off participants	Kenosha County	Participants in KAC programs	Weekdays: 5:55 a.m. to 7:30 p.m. Saturdays: 9:00 a.m. to 4:00 p.m. Every day (other routes): 2:45 a.m. to 10:15 p.m.	\$3.00 co-pay	5 34-passenger accessible buses 9 18-passenger accessible buses 18 14-passenger accessible buses 2 12-passenger buses	Federal \$5310 Family Care WETAP
Kenosha Area Family and Aging Services Volunteer Transportation Service (262) 842-7433	Public <sup>b</sup>	Advance reservation, door-to-door	Kenosha County and surrounding counties	Ambulators, seniors, and people with disabilities	Dependent on driver availability	\$4.50 - less than 10 miles, plus \$1.00 per additional stop \$0.75 per mile for trips longer than 10 miles up to 25 miles, \$0.50 per mile after that	Volunteers provide their own vehicles Non-accessible	Private Donations Kenosha County State \$85.21
LJH Ambulance Non-Emergency (262) 658-4448 Emergency (262) 658-4422	Private, for-profit	Advance reservation and on demand, door to-door for medical activities	Kenosha, Racine, Milwaukee and other long distance destinations	General public	24 hours a day, seven days a week	Private pay and Title 19 Medicaid reimbursement	Non-accessible ambulance	Title 19 Medical Assistance
Medix (262) 656-7820 (800) 236-1077	Private, for-profit	Advance reservation, door-to-door	Kenosha, Racine, Walworth and other long distance destinations	General public	Weekdays: 6:00 a.m. to 5:00 p.m. Ambulance service available 24 hours a day, seven days a week	Private pay: \$27.00 for first 5 miles, then \$3.25 per mile one-way	Accessible vans	--
Paratech Ambulance (262) 553-3333	Private	Advance reservation, door-through-door	Racine, Kenosha, Milwaukee and other long-distance destinations	General public	24 hours a day, seven days a week	Private pay and Title 19 Medicaid reimbursement	Non-accessible ambulances	--
Recovery Medical Transport (262) 939-5542	Private, for-profit	Advance reservation, door-to-door non-emergency and medical activities	Racine, Kenosha and Milwaukee Counties	General public	Weekdays: 7:00 a.m. to 5:00 p.m. Saturdays: 8 a.m. to 12:00 p.m.	Title 19 Medicaid reimbursement Private pay: \$35.00 for first 5 miles, then \$2.00 per mile one-way on weekdays and \$50.00 for first 5 miles, then \$2.00 per mile one-way on weekends	2 Wheelchair accessible vans	Title 19 Medical Assistance
Southport Transportation (262) 564-8354 (262) 658-3674	Private for-profit	Advance reservation, door-through-door	Kenosha County	General public	Seven days a week including holidays: 5:00 a.m. to 10:00 p.m.	Private pay and Title 19 Medicaid reimbursement	28 Mini vans	Title 19 Medical Assistance

<sup>a</sup> Service provided by Kenosha Achievement Center, Inc.

<sup>b</sup> Recruitment of volunteer drivers and service scheduling contracted from Kenosha Area Family and Aging Services, Inc.

Source: SEWRPC



## **Transit Services for the General Public**

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

- Kenosha Area Transit, operated by the City of Kenosha. This service is a publicly-funded urban bus operation that runs fixed routes serving the City of Kenosha and portions of the Villages of Somers and Pleasant Prairie, and the Town of Somers.
- Western Kenosha County Transit, operated by the Kenosha Achievement Center under contract with Kenosha County. This service is a publicly-funded rural fixed-route service operating between communities in western Kenosha County, the City of Kenosha, and the Village of Antioch in northern Illinois.
- Wisconsin Coach Lines, Inc., which operates one publicly-funded route providing commuter-oriented express bus service between downtown Milwaukee and the Cities of Racine and Kenosha. The City of Racine acts as the public applicant and grantee for the State urban transit operating assistance funds used to subsidize the service.
- Metra, the commuter rail division of the Regional Transportation Authority of Northern Illinois, provides commuter-rail service between the Cities of Kenosha and Chicago.

Several private-for-profit transportation agencies also provide services to the general public, including intercity bus service provided by Coach USA and Greyhound Lines; taxicab service provided by several private companies in the City of Kenosha and environs; and transportation network companies such as Uber or Lyft.

## **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 people, or veterans. Some of the major human services transportation providers include:

- Care-A-Van, which provides door-to-door transportation for seniors and people with disabilities who are unable to use the fixed-route bus services in the County. The service is operated by the Kenosha Achievement Center and is sponsored jointly by the County and City of Kenosha. The service is available for journeys in the County east of IH 94, or within three-quarters of a mile of a Kenosha Area Transit bus route west of IH 94.
- Kenosha Achievement Center provides door-to-door subscription service for clients of their services for people with disabilities or special needs.
- The remaining transportation services operated within the County are private-for-profit services that mostly focus on providing transportation for medical appointments within Kenosha County and to surrounding counties.

## **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. Due to the COVID-19 pandemic, Commission staff were unable to conduct a full day, in-person workshop to gather input to assist in the development of the Coordination Plan. In lieu of an in-person meeting, an online survey was prepared for each County to gather direct feedback. In addition, a virtual meeting provided an overview of the planning process, a summary of existing strategies and needs, and a preview of the online survey. A wide range of individuals and agencies with an interest in transportation in the Region and County were invited to participate in the online survey and the virtual meeting to assist in the development of the Coordination Plan (see Appendices A through C).

The online survey went through an evaluation exercise in which participants assessed how well current transportation services meet the needs of residents to travel within Kenosha 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 survey participants were asked to review the existing list of unmet transportation needs and identify if any edits or additions were needed. A summary of the key findings of the assessment and the identification of unmet transportation needs for traveling within Kenosha County appears below in no particular order.

### **Unmet Needs for Travel Within Kenosha County**

- Lack of dedicated funding to support public transit agencies and human services providers.
- Lack of public awareness and education on the available transportation options.
- Limited transit service for the general public to travel both outside the City of Kenosha and outside the County, including across state lines.
- Lack of public transit services with evening, night, and weekend hours for the general public and employees, especially second- and third-shift employees, who work late on weekday evenings and weekends.
- Kenosha Area Transit System only has limited service on weeknights after 7:30 p.m., does not operate after 4 p.m. on Saturday, and does not operate on Sunday.
- Many other smaller providers do not offer service on weekends.
- Lack of specialized medical vehicle providers and transportation services that can provide rides for hospital discharges and other types of rides with less than 24 hours notice.
- Lack of private specialized medical vehicle transportation providers with wheelchair-accessible vehicles based in Kenosha County who are willing to serve short trips for medical needs.

The online survey and virtual meeting also addressed travel needs between the counties in the Region by assessing how well current regional services meet the needs of residents. Survey participants were asked to provide edits or additions to the existing 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.

### **Unmet Needs for Travel Between Counties**

- Lack of mechanisms to provide and coordinate transit and paratransit services across county borders and establish procedures for funding these services.
- Transportation Options
  - Limited transportation options between counties—especially for seniors, people with disabilities, low-income residents, and households with no vehicle available—for travel to jobs, medical facilities, veterans services, and social and recreational activities.
  - Need for more transportation services to provide inter-county and interstate transit trips in the Region.
  - Lack of transportation services for travel from community to community, especially between adjacent communities that are in different counties.
- Coordination and Communication
  - Lack of coordination in the distribution of information related to existing services throughout the Region.

- Lack of coordination between transit agencies on fares, service hours, and days of operation, which causes inconveniences for transit users.
- Lack of coordination between paratransit services in the Region.
- Lack of coordination among county leaders on providing public transit and human services transportation across the Region.
- Lack of transit operations that provide bilingual services.
- Need for identifying additional opportunities for gathering citizen input on regional transportation.
- Need to include grassroots efforts in decision-making processes relating to transit communications that cross county lines.
- Transit and Job Access
  - Need to increase public transit and other transit services that connect workers to jobs between counties.
  - 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.
- Convenience of Transit
  - Need to make transit services between counties more affordable by reducing fares.
  - Need to make transit services more convenient by increasing the frequency of transit services or reducing the amount of time needed for making reservations.
  - Need to provide shelters at transfer points to protect waiting transit users from inclement weather.
  - Lack of regional partnerships among healthcare providers to reduce fares for rides to medical facilities in the Region.
  - Lack of transit services during evening and weekend hours.
  - Need for all transportation services, including Uber and Lyft, to be accessible to people with disabilities.
- Additional Needs
  - There is a need to broaden the categories of individuals who are eligible to use human services transportation.
  - There is a need to remove stipulations that make it difficult for transit providers to obtain liability insurance for trips that cross county borders.
  - There is a need to research and disseminate information regarding new and innovative alternatives to current transit services that address service gaps that transit operators are currently unable to meet.
  - There is a need to develop and implement a centralized call center that provides information about and better coordinates a network of transportation providers.

## 5. STRATEGIES TO ADDRESS UNMET NEEDS

This Coordination Plan presents two types of strategies for Kenosha 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 in the online survey 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 Kenosha County are illustrated 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](http://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 can be used for transportation services.

### **Prioritized Strategies to Address Unmet Needs**

Coordination Plan online survey participants were asked to consider changes to the list of strategies to address the unmet needs, including if they should be reprioritized, edited, or if new strategies should be included.

That process resulted in the following prioritized list of strategies that the participants believed were appropriate for Kenosha County.

### ***Strategies for Addressing Unmet Travel Needs Within Kenosha County***

1. Be engaged in the funding and legislative processes and pursue a dedicated source of local funding with the state legislature for public transportation services. Promote funding increases for public transportation services to make improvements to service availability, convenience, safety, and lower fares. Continue to develop strategies to obtain funding for projects that would improve or increase the transportation services available in the County.
2. Improve access to information on transportation services. Some ways to improve the dissemination of information include:
  - a. Advertise and implement a series of educational travel training programs for new users on riding the fixed route bus systems offered by the City and County of Kenosha.
  - b. Educate social workers or counselors, who work with potential users, about available transit services.
  - c. Develop a coordinated call center to provide information on all transportation services within the County.
  - d. Improve signage for the fixed-route services offered by the City and County of Kenosha. For example, including a telephone number to call to obtain information would be beneficial.
  - e. Develop a marketing campaign to increase awareness of the available City and County transit services.
3. Advocate to local legislators for implementing more transit options that connect to major employment destinations, such as Amazon, and to other communities in the County.
4. Establish subsidized public shared-ride taxi services to provide demand-responsive transit service in the more rural areas of the County.

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

<b>Program</b>	<b>Type</b>	<b>Target rider</b>	<b>Eligible Applicants</b>	<b>Local Share (approx.)</b>	<b>Statewide Funding Level (approx.)</b>	<b>Application Cycle</b>	<b>Notes</b>
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	\$51.8 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	\$5.1 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	\$18.7 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	\$1.4 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	\$9.5 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**

<b>Program</b>	<b>Type</b>	<b>Target rider</b>	<b>Eligible Applicants</b>	<b>Local Share (approx.)</b>	<b>Annual Statewide Funding Level (approx.)</b>	<b>Application Cycle</b>	<b>Notes</b>
\$.85.20	Operating	Public in areas with at least 2,500 in population	Local public bodies	Rural 35 percent of total cost Urban 42 percent of total cost	\$113.0 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)	\$3.03 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 <sup>a</sup>	Operating and Capital	Low-income workers	Local public bodies, non-profits, metropolitan planning organizations	20 percent capital costs 50 percent operating costs	\$1.7 million	Annual (WETAP application released in early fall)	Combined with FTA 5311 and \$.85.24 Transportation Employment and Mobility (TEAM) program

<sup>a</sup> Wisconsin Employment and Transportation Program

Source: Wisconsin Department of Transportation and SEWRPC

5. Improve the convenience of transportation services. Some of the improvements that were identified included:
  - a. Provide more weekend service, including Saturday evening and Sunday service for Kenosha Area Transit in the eastern portion of the County, and weekend service for Western Kenosha County Transit.
  - b. Provide more frequent service for Kenosha Area Transit and Western Kenosha County Transit bus routes to reduce the wait times and scheduling problems faced by users.
  - c. Expand the service areas and hours of operation of public transit services to improve transportation to work sites.
  - d. Improve the accessibility of transportation services for people with disabilities by using more accessible vehicles, by making general accessibility improvements such as curb cuts, and providing accessible signage at bus stops.
  - e. Consider implementing low-cost bus passes based on rider income, and funded through additional revenue gained by placing advertising on the exterior of buses.
6. Discuss the possibility of providing the local share of transit expenses with employers or business parks for service to their businesses.
7. Support automobile loan and repair programs for low-income workers who cannot use public transportation to get to jobs. For example, the Kenosha Achievement Center repairs donated vehicles and sells them to low-income individuals through an automobile loan and repair program.

Survey participants were also asked to use the previously created list of unmet transportation needs for the Region to guide the development of regional strategies. Specifically, the survey requested participants to review the prioritization of the regional strategies and recommend edits or additions. The following prioritized list of strategies summarizes the preferred strategies to address the Region's unmet transportation needs.

### ***Strategies for Addressing Unmet Travel Needs Between Counties***

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, to increase transportation options for employment and medical trips and to address first mile/last mile connections.
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. Establish mechanisms to allow local dedicated funding sources or increase additional State financial assistance to transit.

4. Create a staffed call center 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. A standard fee structure should be considered for travel between counties. A regionally recognized transportation pass that could be integrated into a smartphone app for transit dependent populations should be considered that is accepted by all transit providers. Standardized transportation passes could be accessible to those without a smartphone app 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. 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.
9. Increase non-urgent medical transportation options for individuals not eligible for Medicaid.
10. Increase the availability of demand response services outside of Milwaukee, Ozaukee, Walworth, and Washington Counties.
11. Develop partnerships among human service 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.

## **6. PLAN IMPLEMENTATION**

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

### **Kenosha County**

- Kenosha County would be responsible for implementing any service improvements to the Western Kenosha County Transit or the demand-response service available for seniors and people with disabilities
- Kenosha County would be responsible for the implementation of any coordinated call center for information on transportation services
- Kenosha County would provide more passenger information relating to transit services on signage at Western Kenosha County Transit bus stops



- A transportation coordinating committee could be established to guide the implementation of the proposed coordination strategies

#### **City of Kenosha**

- The City would be responsible for implementing any service improvements to Kenosha Area Transit, including working with other local municipalities and businesses to extend service outside of the City
- The City would provide more passenger information relating to transit services on signage at bus stops
- The City would be responsible for the establishment of an income-based low-cost bus pass funded by additional revenues from advertising
- The City would be responsible for any coordination with other transit service providers in the Region to unify fare policy and create more uniform service hours.

#### **Mobility Managers**

- The County's mobility managers would be responsible for enhancing the education and marketing of travel training and to inform potential users of Kenosha Area Transit and Western Kenosha County Transit of the availability of fixed-route services

#### **All Parties**

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



# APPENDICES



**AGENCIES AND INDIVIDUALS INVITED TO ATTEND THE COORDINATION  
PLANNING VIRTUAL MEETING AND COMPLETE THE ONLINE SURVEY**

# **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 virtual meeting and sent the online survey.

## **KENOSHA COUNTY**

Dr. Bryan Albrecht..... President, Gateway Technical College  
Mr. Doug Bartz.....Manager, Kenosha County Job Center  
Ms. Bethany Berning.....Therapeutic Recreation Specialist, RecPlex  
Ms. Rebecca Dutter .....Director, Kenosha County Aging and Disability Resource Center  
Ms. Carolyn Feldt .....Elder & Disability Services Manager,  
Kenosha County Aging and Disability Resource Center  
Ms. Julie Ferraro ..... Counselor, Division of Vocational Rehabilitation  
Ms. Adelene Greene.....Founder, Kenosha Coalition for Dismantling Racism (Kenosha CFDR)  
Ms. Elizabeth Gridley .....Disability Support Specialist, Gateway Technical College  
Ms. Lori Hawkins ..... Organizer, Congregations United to Save Humanity (CUSH)  
Mr. Mark Hinrichs ..... Transportation Manager, Kenosha Achievement Center, Inc.  
Ms. Denise Jacob.....Program Director, Kenosha Senior Center  
Mr. John Jansen .....Director, Kenosha County Department of Human Services  
Ms. Dawn Lingo.....Organizer, Congregations United to Serve Humanity  
Ms. Amy May.....Supervisor, Division of Vocational Rehabilitation  
Mr. Aloysius Nelson .....Kenosha County Division Director of Veterans Services,  
Kenosha County Veterans Services  
Ms. Katie Oatsvall..... Executive Director, Kenosha Area Family and Aging Services Inc.  
Mr. Nelson Ogbuagu.....Director, Transit Department, City of Kenosha  
Ms. Lynda Orsburn ..... Owner, Ktown Transportation  
Ms. Shanon Page..... Director, Westosha Senior Community Center  
Mr. Jack Ray.....Volunteer Transportation Coordinator, Kenosha Area Family and Aging Services, Inc  
Mr. Jim Truchan..... Mental Health Manager, Kenosha County Aging and Disability Resource Center  
Ms. Christine Weyker.....CEO, Kenosha Achievement Center, Inc.  
Ms. Erin Winch ..... Aquatics Therapist, RecPlex  
Ms. Lauren Zielsdorf .....Mobility Manager, ADRC Kenosha County  
Representative.....Kenosha County Division of Workforce Development

## **MILWAUKEE COUNTY**

Mr. Hal Ackerman .....Supervisor, Division of Vocational Rehabilitation  
Ms. Barbara Beckert ..... Milwaukee Office Director, Disability Rights Wisconsin  
Ms. Marci Boucher.....President & CEO, IndependenceFirst  
Ms. Donna Brown-Martin ..... Director, Milwaukee County Department of Transportation  
Ms. Chakarlis Buckley-Marshall ..... Executive Assistant, Center for Veterans Issues  
Ms. Sandi Callaghan.....Jewish Home and Care Center  
Ms. Marisol Cervera .....Director of Human Services & Elderly Programs, United Community Center  
Ms. Kasey Chard .....Associate Director of Grants, Milwaukee Center For Independence  
Ms. Elyse Cohn..... Chief Development Officer, Jewish Community Center

## MILWAUKEE COUNTY (Continued)

Ms. Lea Collins-Worachek ..... WDA Director - Area 2, Division of Vocational Rehabilitation  
Mr. Randall Daut.....Community Representative, Wauwatosa Senior Commission  
Ms. Terri Davis ..... Executive Director, Vision Forward Association  
Ms. Ella Dunbar.....Health, Wellness & Supportive Services Manager, Social Development Commission  
Ms. Ginny Finn.....President & CEO, YWCA of Southeast Wisconsin  
Mr. Dan Fleischman..... Vice President of Housing and Residential Services, Jewish Family Services  
Mr. Rick Flowers..... Director, Veterans Service Office  
Mr. Chris Fox..... Mobility Manager, Milwaukee County Transit System  
Ms. Teresa Freund .....Philanthropy Manager, Vision Forward  
Mr. Anthony Geiger.....Grants Manager, Milwaukee County  
Mr. Mark Geronime.....Vice President of Operations, Milwaukee Regional Medical Center  
Ms. Catherine Girard..... Vice President of Development, Goodwill Industries of Southeastern Wisconsin  
Ms. Laura Gutiérrez ..... Executive Director, United Community Center  
Ms. Jackie Hallberg.....President & CEO, Goodwill Industries of Southeastern Wisconsin  
Mr. Dan Haney ..... Transportation Manager, Community Care  
Ms. Deb Heim..... Nurse Consultant,  
Division of Public Health - Southeastern Region Wisconsin Department of Health Services  
Ms. Tanya Henry ..... Executive Director, Milwaukee Careers Cooperative  
Mr. Hector Hernandez.....Program Director, United Community Center  
Ms. LaPricia Hooks..... CEO, Kady's Transportation  
Ms. Paula Houston..... President, Choice Care Transport  
Mr. Daniel Idzikowski.....Program and Policy Coordinator, Milwaukee County Department of Aging  
Mr. Jon Janowski ..... Executive Director, Milwaukee County Department of Aging  
Ms. Kirsten Johnson .....Commissioner of Health, City of Milwaukee Health Department  
Mr. Tom Kenney..... Mobility Manager, Milwaukee County Transit System  
Ms. Jane Kirchhoff..... Director of Day Services, Goodwill Industries of Southeastern Wisconsin  
Mr. Maudwella Kirkendoll.....Chief Operating Officer, Community Advocates  
Ms. Elsa Knysak .....Curative Care Network  
Ms. Krystina Kohler..... Income Portfolio Manager,  
United Way of Greater Milwaukee & Waukesha County  
Ms. Shakita LaGrant-McClain ..... Director, Milwaukee County Health and Human Services  
Ms. Deb Langham..... Chief Operating Officer, Independence First  
Ms. Amy Lindner ..... CEO, United Way of Greater Milwaukee and Waukesha County  
Mr. Patrick Linnane ..... Chair, Combined Community Services Board of Milwaukee County  
Ms. Mary Lou Young ..... President & CEO, United Way of Greater Milwaukee & Waukesha County  
Mr. Lupe Martinez .....President & CEO, United Migrant Opportunity Services  
Ms. Tanya Mazor-Posner .....Vice President of Development, Jewish Home and Care Center  
Mr. Kevin Meagher ..... Transportation Manager, Milwaukee Center for Independence  
Ms. Kathleen Meisner-Altman ..... Director of Independent Living Services, IndependenceFirst  
Ms. Dawn Mumaw ..... Regional Director,  
Wisconsin Department of Health and Human Services - Milwaukee Region



## MILWAUKEE COUNTY (Continued)

Mr. Kenneth Munson..... Chief Executive Officer, Community Care, Inc.  
Ms. Katherine Murphy..... Aurora Healthcare - Transportation Services  
Ms. Fran Musci..... Director of Paratransit, Milwaukee County Transit System  
Ms. Kristin Nordness..... Director of Patient Amenities and Family Services,  
Children’s Hospital of Wisconsin  
Ms. Tiffany Payne..... Coordinator, Independence First  
Mr. Brian Peters..... Community Access & Policy Specialist, IndependenceFirst  
Ms. Linda Ragland..... Durable Contract Services Inc Transport  
Mr. Elijah Reaves..... Project Hope, Inc  
Mr. John Rodgers..... Senior Manager Grants Compliance,  
Milwaukee County Department of Transportation  
Mr. Paul Sanfelippo..... General Manager, American United Transportation Group  
Ms. Krista Scheel..... Program Director, Alzheimer’s Association  
Ms. Mary Schinkowitch..... Executive Director, Broadscope  
Ms. Sheri Schmit..... Vice President of Transportation & Parking Services,  
Milwaukee Regional Medical Center  
Ms. Mark Shapiro..... President, Jewish Community Center  
Mr. Robert Simi..... Executive Director, Milwaukee Regional Medical Center  
Ms. Karen Sotak..... Regional Project Director & Director of Quality Systems,  
Maximus Adult and Dislocated Worker Program  
Ms. Meg Steimle..... Project Manager, Children’s Hospital of Wisconsin - Family Services  
Ms. Laura Stephens..... Health Officer, City of Wauwatosa Health Department  
Ms. Vicki Wachniak..... Executive Director, Life Navigators  
Mr. David Windsor, PE..... Streetcar System Manager, City of Milwaukee Department of Public Works  
Mr. Chris Witzlib..... President, Away We Go  
Mr. John Yingling..... President & CEO, Centro Hispano & Council for the Spanish Speaking

## OZAUKEE COUNTY

Ms. Huda Alkaff..... Founder & Director, Wisconsin Green Muslims  
Mr. R.J. Bast..... Director of Operations, GoRiteway Transportation Group  
Ms. Kay-Ella Dee..... Director, Aging and Disability Resource Center of Ozaukee County  
Ms. Kari Dombrowski..... Aging Services Manager,  
Aging and Disability Resource Center of Ozaukee County  
Mr. Jon E. Edgren, P.E..... Director of Public Works/Highway Commissioner, Ozaukee County  
Ms. Patricia Fabian..... Director of Assisted Living at Lasata Crossings, Lasata Senior Living Campus  
Ms. Barbara Fischer..... Executive Director, Advocates of Ozaukee  
Ms. Lisa Holtebeck..... Executive Director, Ozaukee Family Services  
Ms. Julie Hoover..... Executive Director, Family Sharing of Ozaukee County  
Ms. Amber Koehler..... Manager, Ozaukee County Shared-Ride Taxi Services  
Mr. Matt Manes..... Mobility Manager, Interfaith Caregivers of Ozaukee County  
Ms. Joy Neilson-Loomis..... Transit Superintendent, Ozaukee and Washington County Transit Services

## **OZAUKEE COUNTY (Continued)**

Mr. Paul Schultz ..... Executive Director, Interfaith Caregivers of Ozaukee County  
Ms. Carole Stuebe ..... Executive Director, Portal, Inc.

## **RACINE COUNTY**

Ms. Michelle Bradley Glenn ..... Director, Southern Wisconsin Center for the Developmentally Disabled  
Ms. Sarah Brossard ..... Mobility Manager, Racine County Human Services  
Ms. Susan Chandek ..... WDA Director - Area 1, Division of Vocational Rehabilitation  
Ms. Jenni Chap ..... Transportation Coordinator, Volunteer Center of Racine  
Ms. Peggy Foreman ..... Executive Director, The ARC of Racine  
Ms. Ninna Frank ..... Assistant Director, Aging and Disability Resource Center of Racine County  
Ms. Michelle Gehring ..... Executive Director, NAMI Racine County  
Ms. Michelle Goggins ..... Manager, Aging & Disability Services Division, Racine County  
Ms. Sheryl Hamilton ..... Executive Director, Racine County Opportunity Center  
Ms. Tricia Lewis ..... Director, Independent Living Services Society's Assets, Inc.  
Mr. Michael J. Maierle ..... Transit and Parking System Manager, City of Racine  
Mr. Willie McDonald Jr. .... General Manager, RYDE Racine  
Ms. Hope M. Otto ..... Director, Racine County Human Services Department  
Mr. Joe Povkovich ..... Financial Administrator, Volunteer Center of Racine  
Mr. Zachary Zdroik ..... Veterans Services Officer, Racine County Veterans Services Office

## **WALWORTH COUNTY**

Mr. Nathan Bond ..... Veterans Service Officer, Veterans Service Office  
Ms. Linda Cheney ..... HR Director, VIP Services, Inc.  
Ms. Natasha Gantenbein ..... Senior Accountant, Walworth County  
Ms. Nicole Hill ..... Office Supervisor/Mobility Manager, Walworth County Administrator's Office  
Ms. Mary Hinkse ..... Finance Manager, Walworth County  
Ms. Bernadette Janiszewski ..... Nursing Home Administrator,  
Lakeland Health Care Center - Walworth County  
Ms. Lisa Kadlec ..... Administrative Analyst, Walworth County Health and Human Services  
Ms. Colleen Lesniak ..... Volunteer Services Coordinator, Walworth County Volunteer Resource Center  
Mr. Sheldon Rock ..... Delavan Taxi  
Ms. Cindy Simonsen ..... Executive Director, VIP Services, Inc.  
Ms. Susanne Stokes-Nelson ..... Disability Support Specialist, Gateway Technical College Elkhorn Campus  
Representative ..... Walworth County Health & Human Services  
Representative ..... ADRC of Walworth County

## **WASHINGTON COUNTY**

Ms. Tammy Anderson ..... Aging and Disability Resource Center Director, Washington County  
Mr. John Beisbier ..... President, ARC of Washington County  
Ms. Mari Beth Borek ..... Campus Administrator, Samaritan Health Center

**WASHINGTON COUNTY (Continued)**

Mr. John Bloor.....Executive Director, The Threshold, Inc.  
Ms. Janean Brudvig .....Executive Director, Interfaith Caregivers of Washington County  
Mr. Gary Cardarelle .....Transportation Superintendent, Hartford City Taxi  
Ms. Corie Dejno .....Mobility Manager, Interfaith Caregivers of Washington County  
Mr. Andrew Dresang..... Director, Community Engagement,  
Froedtert & the Medical College of Wisconsin  
Ms. Julie Driscoll..... Director, Washington County Human Services Department  
Ms. Mary Fiegel..... Senior Coordinator, Germantown Senior Center  
Ms. Jessica Frederick..... Executive Director and Youth Program Coordinator,  
Citizen Advocates of Washington County  
Mr. Mike Hermann .....Director of Parks and Recreation,  
City of Hartford - Department of Parks & Recreation  
Ms. Deb Holtan..... Executive Director, Medical Center Foundation of Hartford  
Ms. Amy Maurer ..... Program Specialist, Froedtert/St. Joseph’s Health Center  
Ms. Lynn Nettesheim.....Director, Hartford Senior Center  
Mr. Lynn Olson.....Chief Executive Officer, Cedar Community  
Ms. Monica Rakowski.....Administrator, Wellington Place at Hartford  
Ms. Angela Rosenberg.....City of West Bend Taxi  
Mr. Kurt Rusch..... Veterans Service Officer, Washington County Veterans Service Office  
Ms. Mary Russell..... Director, Senior Citizens Activities Inc  
Mr. Laury Schwartz.....Chairman, Interfaith Caregivers of Washington County  
Ms. Joy Tarkowski.....Shared Ride Taxi Manager, Washington County Shared Ride Taxi

**WAUKESHA COUNTY**

Ms. Elizabeth Aldred.....Director, Waukesha County Department of Health and Human Services  
Ms. Maureen Atwell ..... Executive Director, Hebron Housing Services  
Ms. Lisa Bucheger ..... Assistant Director, Adaptive Community Approach Program (ACAP)  
Ms. Laura Catherman..... President, WOW Workforce Development  
Ms. Mary Check Smith .....Manager, Aging and Disability Resource Center  
Mr. Paul L. Decker .....County Board Chair, Waukesha County  
Mr. Thomas Dieckelman..... President, Wisconsin Coach Lines  
Ms. Amber Duddy..... Executive Director, Community Action Coalition of South Central Wisconsin  
Mr. John Engelhardt.....Alderman - District 5, City of Muskego  
Mr. Brian M. Engelking..... Transit Director, Waukesha Metro Transit  
Ms. Kathy Gale .....Executive Director, ERAs Senior Network  
Ms. Sandra Gines..... Executive Director, Adaptive Community Approach Program (ACAP)  
Mr. Mike Glasgow .....Transportation Services Supervisor,  
Waukesha County Aging and Disability Resource Center  
Ms. Kelly Goetsch.....Care Management Supervisor, Ascension Elmbrook & Ascension St Joseph’s  
Mr. Raymond Grosch..... Treasurer, Lake Country Cares Cab  
Ms. Sarah Harvey ..... Mobility Manager, ERAs Senior Network

**WAUKESHA COUNTY (Continued)**

Ms. Lori Hayes.....Volunteer Director, Volunteer Center Of Waukesha County  
Ms. Jennifer Horth ..... Executive Director, Association for the Rights of Citizens with handicaps (ARCH)  
Mr. Michael Johannes.....Veterans Service Officer, Veterans Service Office  
Ms. Sharon Johnson.....Director, Homes for Independent Living  
Ms. Carol Ann Kay..... Executive Director, Adaptive Community Approach Program (ACAP)  
Mr. Jeff Kohlhapp.....Production Manager, QuadGraphics  
Ms. Marj Kozlowski.....Board President, Elmbrook Senior Taxi  
Ms. Deanna Krell ..... WDA Director - Area 3, Division of Vocational Rehabilitation  
Mr. Roger Lemke..... Supervisor, Oconomowoc Silver Streak  
Ms. Sarah Matson ..... Catholic Charities  
Mr. Rob McCommons ..... Director of Business Development, Community Care  
Ms. Kara Moore ..... Volunteer Services Coordinator,  
Waukesha County Department of Health and Human Services  
Ms. Karin Nickel.....Executive Director, Muskego Senior Taxi  
Ms. Barbara Pfarr.....Acting Director, Stewards of Prophetic Hopeful Intentional Action (SOPHIA)  
Ms. Stephanie Phillips.....President, Comfort Transport  
Mr. Tim Pritzlaff ..... Logistics Manager, Seniors on the Go! Taxi Service  
Mr. Tom Rust.....Waukesha Cab  
Ms. Debbie Salmons ..... Public Relations, Seniors on the Go! Taxi Service  
Ms. Karen Schmiechen..... Member, Stewards of Prophetic Hopeful Intentional Action (SOPHIA)  
Mr. John Schnabl.....OAA Programs and Special Projects Manager,  
Greater Wisconsin Agency on Aging Resources, Inc.  
Ms. Cindy Simons..... President, Forward Careers  
Mr. Tom Slavinsky ..... Executive Director, Elmbrook Senior Taxi  
Ms. Dawn Smith.....Program Manager, My Choice Wisconsin  
Ms. Jenna Wampole.....VP of Administration, Easterseals Southeast Wisconsin  
Ms. Diane Wickstrom.....Coordinator, New Berlin Senior Taxi  
Mr. Jack Wieber .....Program Director, Mukwonago Seniors on the Go  
Mr. Ralph Zick.....Executive Director, Hope Center  
Representative.....Student Accessibility Office, Waukesha Area Technical College  
Representative..... Executive Vice President,  
ProHealth Care Special Transportation Prepaid Voucher Program

**AGENCIES IN THE CITY OF MADISON**

Mr. Stephen Hirshfeld, P.E. ....Rural Public Transit Program Manager,  
Wisconsin Department of Transportation

Mr. Kevin Lange ..... Wisconsin Department of Transportation

Mr. Patrick Missall .....Wisconsin Department of Health Services - Division of Long Term Care

Ms. Lorrie Olson ..... Wisconsin Department of Transportation

Ms. Katie Patterson..... Transit Section Lead Worker – Compliance and Oversight,  
Wisconsin Department of Transportation

Mr. Kurt Roskopf .....Vice Chair, Wisconsin Council on Physical Disabilities  
Representative.....Executive Director, Independent Living Council of Wisconsin



**RECORD OF REGIONAL PUBLIC MEETING  
2021 COORDINATION PLANNING IN SOUTHEASTERN WISCONSIN**

**APPENDIX B**





DATE: April 7, 2021

TIME: 1:00 p.m.

PLACE: Meeting Occurred Virtually via GoToWebinar

**PARTICIPANTS**

Maureen Atwell..... Executive Director, Hebron Housing Services  
Janean Brudvig..... Executive Director, Interfaith Caregivers of Washington County  
Gary Cardarelle ..... Transportation Superintendent, Hartford City Taxi, City of Hartford  
Marisol Cervera..... Director of Human Services and Elderly Programs, United Community Center  
Corie Dejno..... Mobility Manager, Interfaith Caregivers of Washington County  
Brian Engelking..... Transit Manager, Waukesha Metro Transit  
Matt Fineour ..... Village Engineer, Village of Pleasant Prairie  
Chris Fox..... Mobility Manager, Milwaukee County Transit System  
Ninna Frank..... Transportation Coordinator, Aging and Disability Resource Center, Racine County  
Kathy Gale..... Executive Director, Eras Senior Network, Inc.  
Natasha Gantenbein..... Senior Accountant, Walworth County  
Mike Glasgow..... Nutrition and Transportation Services Supervisor,  
Aging and Disability Resource Center, Waukesha County  
Paula Hader ..... Executive Director, Senior Citizens Activities, Inc  
Daniel Haney..... Transportation Manager, Community Care, Inc.  
Sarah Harvey..... Mobility Manager, Eras Senior Network, Inc.  
Marjorie Kozlowski ..... Board President, Elmbrook Senior Taxi  
Matthew Manes..... Mobility Manager, Interfaith Caregivers of Ozaukee County  
Amy Maurer ..... Community Engagement Coordinator, Froedtert Health Center  
Willie McDonald ..... General Manager, RYDE Transit System, City of Racine  
Joy Neilson-Loomis..... Transit Superintendent, Ozaukee and Washington County Transit  
Amy O'Brien ..... Director, Aging and Disability Resource Center, Racine County  
Elijah Reaves..... Chief Operations Officer, Project Hope, Inc.  
Angela Rosenberg ..... Transit Assistant, West Bend Taxi, City of West Bend  
Debbie Salmons..... Public Relations, Seniors on the Go!  
Karen Schmiechen..... Member, Stewards of Prophetic Hopeful International  
Paul Schultz ..... Executive Director, Interfaith Caregivers of Ozaukee County  
Cynthia Simonsen ..... Executive Director, VIP Services, Inc.  
Mary Smith ..... Manager, Aging and Disability Resource Center, Waukesha County  
Christine Weyker ..... Chief Executive Officer, Kenosha Achievement Center, Inc.  
Jack Wieber ..... Program Director, Seniors on the Go!

## **STAFF AND GUESTS**

Kevin Muhs..... Executive Director, SEWRPC  
Carrie Cooper .....Principal Planner, SEWRPC  
Joseph Delmagori.....Senior Transportation Planner, SEWRPC  
Christopher Hiebert.....Chief Transportation Engineer, SEWRPC  
Tracy Kleppe.....Sign Language Interpreter, Professional Interpreting Enterprise  
Montre Moore.....Public Involvement and Outreach Specialist, SEWRPC  
Katie Patterson..... Transit Section Lead Worker, Wisconsin Department of Transportation  
Xylia Rueda.....Transportation Planner, SEWRPC  
Jennifer Sarnecki ..... Principal Transportation Planner, SEWRPC  
Amy Simonsen .....Sign Language Interpreter, Professional Interpreting Enterprise

## **WELCOME AND INTRODUCTIONS**

Mr. Muhs welcomed participants and introduced the Commission staff, staff from the Wisconsin Department of Transportation (WisDOT), and sign language interpreters. Mr. Muhs explained that the meeting was being recorded and would be posted to the Commission website. He reminded participants that Commission staff had developed a survey that would be used to assess the transportation needs, services, and strategies and update the coordination plans. Mr. Muhs indicated that the surveys should be completed by Friday, April 23.

## **OVERVIEW OF THE COORDINATION PROCESS**

Mr. Delmagori gave a presentation that summarized the coordination plans and the coordination process. He explained that the coordination plans are a framework for improving public transit and human services transportation in all seven counties and for the Region. The plans identify both the unmet transportation needs and the strategies that address gaps between current services and the unmet needs. He described the Federal requirements for the coordination plans and the various stakeholders who participate in the process. He also described the role of the Commission within this process and the need for a regional planning approach.

## **INFORMATION ON FUNDING PROGRAMS**

Ms. Patterson presented the public transit funding programs and the grant programs for specialized transit managed by the Wisconsin Department of Transportation (WisDOT) that provide funding assistance to public and non-profit operators. She showed a map displaying the fixed route systems, shared-ride taxis, commuter bus routes, and other transit services in southeastern Wisconsin. She described several Federal and State funding opportunities and highlighted the Federal Transit Administration’s Enhanced Mobility of Seniors and Individuals with Disabilities (Section 5310) Program, the State of Wisconsin’s County Elderly and Disabled Transportation Assistance Program (s. 85.21, *Wisconsin Statutes*), the Tribal Transportation for Elders Program (s. 85.215, *Wisconsin Statutes*), and the Wisconsin Employment Transportation Assistance Program (WETAP). Ms. Patterson explained the requirements for these funding programs and eligible recipients. She then provided a table that summarized the Federal and State funds that were awarded to each county within southeastern Wisconsin between 2018 and 2020.

## **QUESTION AND ANSWER SESSION ON THE COORDINATION PLANS**

Mr. Delmagori asked participants to respond to a poll asking how many had completed the coordination plan survey. The poll results indicated that 20 percent of the participants completed the survey, 15 percent started the survey, and 65 percent had not started the survey. Next, Mr. Delmagori gave a brief overview of the survey sections which included an assessment of existing transportation services, a review of the existing unmet needs, and a ranking of strategies to address the unmet needs. He explained that the survey also provided participants with an opportunity to suggest edits or new unmet needs and strategies for consideration.

Mr. Delmagori opened the question and answer session for the participants. Mr. Muhs acknowledged that due to the pandemic, Commission staff could not hold an in-person public meeting as in 2016, but would go back to that format in the future. He asked that participants share their thoughts on the effectiveness of the survey, either during the group discussion, or by contacting Commission staff after the meeting.

In response to a comment about a County government not being interested in a regional transit authority (RTA), Mr. Muhs said it is uncertain what form a regional transit authority would take at this time since the state legislature and governor would need to agree to allow local governments to group together to form the RTA and would need to determine whether or not it would have taxing authority or dedicated funding for transit. He said VISION 2050, the region's long range land use and transportation plan, strongly recommends more funding for streets and highways and transit services but it does not specifically indicate that an RTA is required for securing the funding that is needed for the recommended transportation system. Mr. Muhs said staff would be interested in additional feedback from participants about a regional transit authority.

In response to a follow up question relating to how an RTA would influence the updated coordination plans, Mr. Muhs noted that one of an RTA's primary roles would be to coordinate transportation services across counties, which would have a direct impact on how different types of public transit, and likely different types of human services transportation, would be provided in the Region.

In response to a question about funding a program to centralize transportation requests and meet transportation needs through participating companies, Mr. Muhs noted that Section 5310 funding has been used by several agencies within the Region to explore the development of a centralized informational portal or logistics center. He gave an example of a group of providers in Waukesha County that have worked on this type of proposal, and although it has not moved forward at this time, the concept was intended to centralize transportation requests and increase capacity through shared resources.

Comments were provided to staff about clarifying which parts of the survey carried over from the 2016 coordination plans and summarizing what progress has been made on the needs and strategies. Mr. Muhs acknowledged that staff could have included more in its presentation on progress made during the last four years and said staff would follow up with participants and provide more information on these items.

## **WRAP-UP**

After the question and answer session, Mr. Muhs thanked all attendees for their participation and input into the development of the coordination plans. He reminded participants that the survey was still available through April 23, and he provided staff contact information for submitting additional questions or comments after the meeting.



# **SUMMARY OF THE ONLINE SURVEY**

## **APPENDIX C**



## OVERVIEW OF THE ONLINE SURVEY

Due to the COVID-19 pandemic, Commission staff were unable to conduct a full day, in-person workshop to gather input to assist in the development of the Coordination Plans. Therefore, an online survey was prepared for each County to gather direct feedback. The survey was developed to collect thoughts and ideas on how to improve transportation services, particularly for seniors, people with disabilities, and people with low incomes. The survey was released on March 12, 2021, and closed on April 23, 2021. The survey was distributed to over 350 contacts, including individuals and organizations representing seniors and individuals with disabilities; representatives of public, private, and nonprofit transportation and human services providers; previous Section 5310 applicants; Mayors; Town Chairs; and Village Presidents. Although the surveys were developed for each County, it was noted that if an agency serves more than one County, surveys may be completed for each county in their service area.

The survey was comprised of two sections: the first section focused on transportation services within the respondent's County, and the second section focused on transportation services between Counties. Within each section, there were questions to assess existing transportation services, identify unmet transportation needs, and rank strategies to address unmet transportation needs. Survey respondents could also suggest edits or new unmet needs and strategies for consideration. For reference, each counties' survey questions can be viewed online at the following links:

- Kenosha County: [www.sewrpc.org/PTHSsurveyKenosha](http://www.sewrpc.org/PTHSsurveyKenosha)
- Milwaukee County: [www.sewrpc.org/PTHSsurveyMilwaukee](http://www.sewrpc.org/PTHSsurveyMilwaukee)
- Ozaukee County: [www.sewrpc.org/PTHSsurveyOzaukee](http://www.sewrpc.org/PTHSsurveyOzaukee)
- Racine County: [www.sewrpc.org/PTHSsurveyRacine](http://www.sewrpc.org/PTHSsurveyRacine)
- Walworth County: [www.sewrpc.org/PTHSsurveyWalworth](http://www.sewrpc.org/PTHSsurveyWalworth)
- Washington County: [www.sewrpc.org/PTHSsurveyWashington](http://www.sewrpc.org/PTHSsurveyWashington)
- Waukesha County: [www.sewrpc.org/PTHSsurveyWaukesha](http://www.sewrpc.org/PTHSsurveyWaukesha)

## SURVEY RESPONSE SUMMARY

There were 31 individual responses to the survey, although some participants completed surveys for multiple Counties, which is not included in this total. The input generated from the survey has been incorporated into the updated Coordination Plans as revisions to unmet transportation needs and strategies to address unmet needs. In general, the responses did not require major edits to the 2016 documents. However, there were several themes that emerged, which are described in more detail below.

First, during both the virtual public meeting and in three comments to the online survey, questions arose regarding the need to specify that a regional transit authority (RTA) is required to provide and coordinate transit and paratransit services across county borders. In addition, during the ranking process of cross-county strategies in the survey, the strategy related to establishing an RTA dropped from #1 to #3. In response to these comments, Commission staff revised the reference to establishing an RTA to indicate that strategies that improve transportation services across county lines could be pursued independent of an RTA such as mechanisms that could increase funding for enhanced transportation services, including approved dedicated funding sources or increases to State financial assistance for transit.

Second, four individuals referenced their interest in providing funding for a regional mobility manager under multiple strategies. There was no consensus on this strategy among respondents serving each County and therefore only minor changes were made to address these comments. Specifically, the strategy to increase funding for mobility managers previously referenced that a "liaison" responsible for coordinating with all mobility managers in the Region should be considered. In response to the comments, the term "liaison" was updated to the term "regional mobility manager." Commission staff recommends that the scope of work and

source of funding for such a position should be further discussed among transportation providers and key organizations representing seniors and individuals with disabilities.

Third, six comments were made in multiple areas of the survey to incorporate on-demand services or to consider first/last mile transportation needs in the Coordination Plans. In response to these comments, two cross-county strategies (#1 and #2) were updated to incorporate flexible or on-demand transportation services. These changes also reflect the evolution of transportation scheduling technology since 2016 that allows for dynamic route scheduling with accessible vehicles.

Lastly, there were three comments related to coordinated grant writing and shared funding for transportation services between Counties. There are numerous strategies that address this comment, including creating memorandums of agreement or understanding, seeking authority to approve dedicated funding for public transit, and increasing funding for mobility managers to assist them in coordinating transportation services across county lines. Commission staff notes that grant writing is not an eligible expense under Federal Transit Administration Section 5310, which is specifically intended for funding "capital and operating expenses to support the provision of transportation services to meet the specific needs of seniors and individuals with disabilities." One commenter mentioned the creation of transportation brokerages to coordinate among agencies. While this is an organizational model that could be pursued in the future, the Coordination Plans were not changed due to a lack of regional consensus on the topic of shared funding or coordinated grant writing. Future planning processes could consider models for such coordinated efforts among providers and funding agencies, but this topic would require substantial input and agreement among public transportation providers and other human service agencies in the Region.