

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



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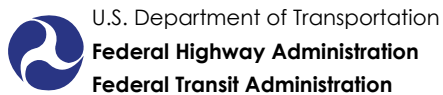
MEMORANDUM REPORT  
NUMBER 256

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

Prepared for Waukesha County by the  
Southeastern Wisconsin Regional Planning Commission

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## 1. INTRODUCTION

The Public Transit – Human Services Transportation Coordination Plan for Waukesha 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 Waukesha 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 Waukesha 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 Waukesha County Coordination Plan, Commission staff invited a wide range of stakeholders from Waukesha 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 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 public transit service plan for Waukesha County and the City of Waukesha is under development and will be completed in 2021. The public transit service plan will evaluate existing transit services, develop service objectives and standards, identify and evaluate alternative service plans, and propose a recommended service plan for implementation for years 2022-2026. The unmet transit service needs identified for the 2021 Waukesha County Coordination Plan will be considered during the preparation of any upcoming Waukesha County transit service plan.

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

### **General Population Characteristics**

Waukesha County is located in southeastern Wisconsin, bordered by Jefferson County to the west, Dodge and Washington Counties to the north, Milwaukee County to the east, and Racine and Walworth Counties to the south. The County's urban area includes the municipalities on the eastern edge that border Milwaukee County, and stretches westward to the City of Oconomowoc along Interstate Highway 94 and State Highway 16, including the City of Waukesha. The remainder of the County is predominantly rural. Waukesha County's population in 2019 was 404,200 people, according to the U.S. Census Bureau. Of that total, the combined population of the Cities of Brookfield, Muskego, New Berlin, and Waukesha, and the Village of Menomonee Falls made up 212,000 people, or about 53 percent. In the rest of Waukesha County, smaller concentrations of population exist in the Cities of Delafield, Oconomowoc, and Pewaukee and the Villages of Hartland, Pewaukee, and Sussex. Map 1 shows the population density in 2010 by U.S. Public Land Survey quarter-section.

Waukesha County's population has grown rapidly since 1990. Between 2010 and 2019, the County's population grew an additional 4 percent from approximately 389,900 to 404,200 people, respectively. The relatively rapid growth is expected to continue through 2040. As Figure 1 displays, the Waukesha County population is projected to reach 464,400 people 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:

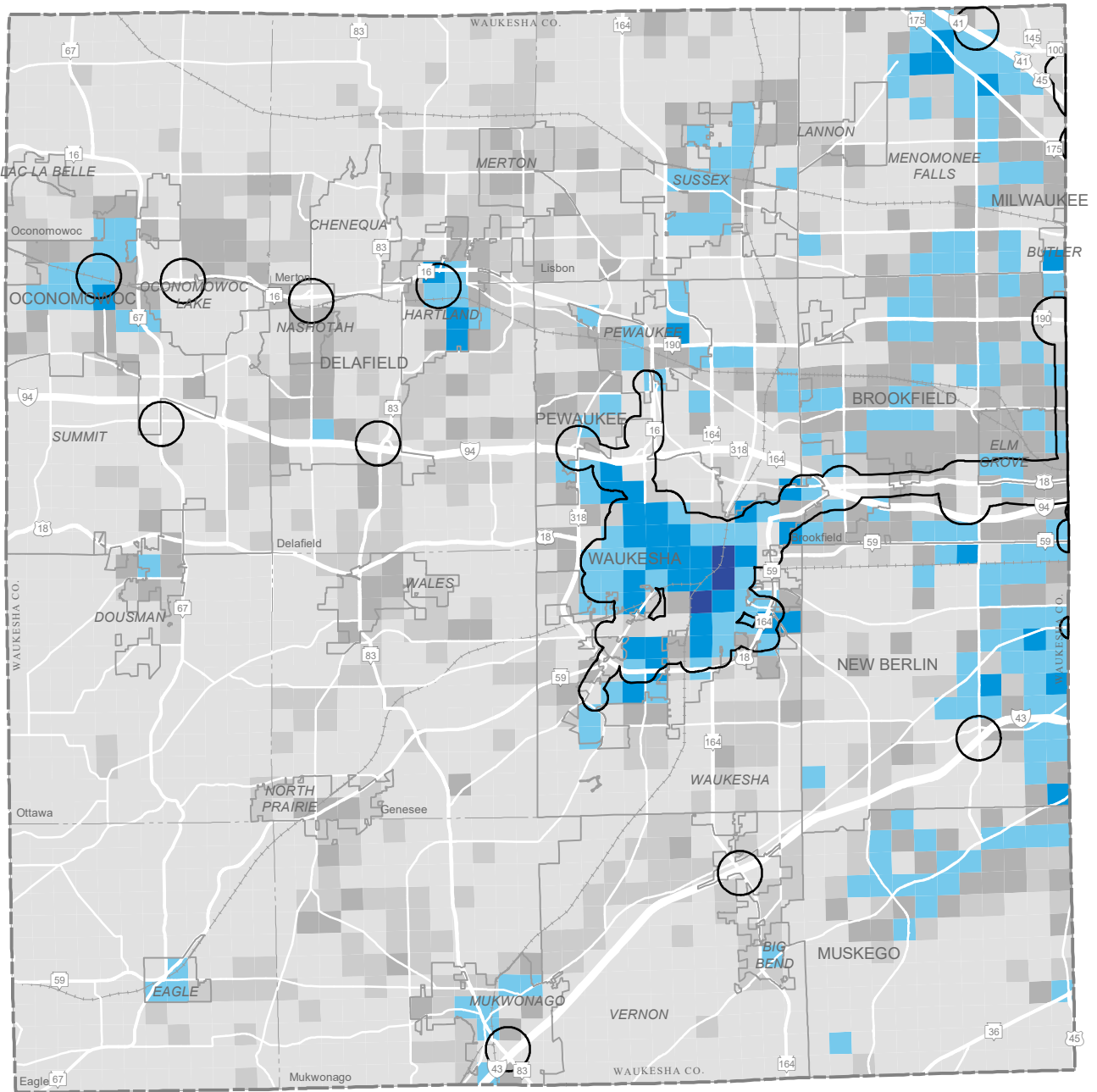
- Seniors (aged 75 and older)
- People in low-income households
- People with disabilities
- Households with no vehicle available

Table 1 displays the historic population of these groups in the study area in 2000, 2010, and 2015. The information in the table leads to the following observations:

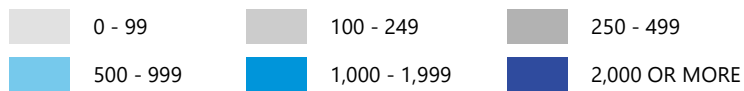
- In 2019, people in low-income households account for the largest share of the transit-dependent population in the County at about 12 percent of the total population
- People with disabilities are the next largest transit-dependent population group at about 10 percent of the County's residents



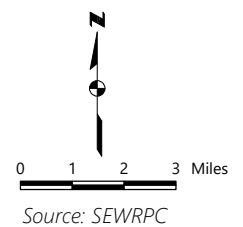
**Map 1**  
**Population Density by Quarter Section in Waukesha County: 2010**



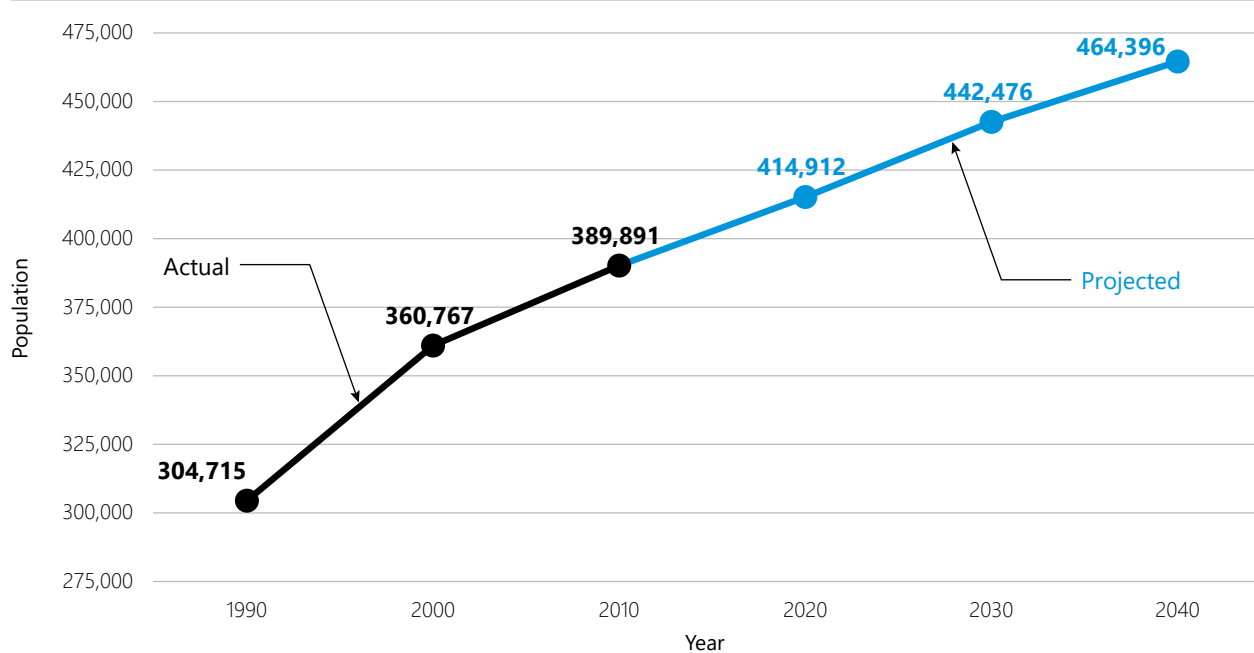
**POPULATION BY QUARTER SECTION (2010)**



**TRANSIT SERVICES (2019)**



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



Source: U.S. Census Bureau and SEWRPC

**Table 1**  
**Trends in Transit-Dependent Population Groups in Waukesha 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)	19,980	6	26,934	7	33,640	8
People in Low-Income Households <sup>b</sup>	32,997	9	56,534	15	49,576	12
People with Disabilities <sup>c</sup>	12,978	4	31,915	8	38,814	10
Households with No Vehicle Available	5,689	4	7,422	5	6,134	4
Total County Population	360,767	--	389,891	--	404,198	--
Total Number of Households	135,229	--	152,663	--	160,635	--

<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

- Approximately 8 percent of the population is at least 75 years of age, and about 4 percent of households have no vehicle available
- Between 2000 and 2019, the number of seniors and people with disabilities increased in absolute numbers and share of population while people in low-income households and zero-vehicle households decreased for each measure

Data from the 2015-2019 American Community Survey were used to identify areas in Waukesha 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 transit-dependent people lived in the Cities of Brookfield, New Berlin, and Waukesha, as well as the Village of Menomonee Falls. Isolated areas of high transit need are also located within the Cities of Muskego and Oconomowoc and the Villages of Chenequa, Dousman, Hartland, Mukwonago, Pewaukee, and Sussex. Transit needs in the rest of Waukesha County were low to moderate.

### **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 Cities of Brookfield, New Berlin, and Waukesha, and the Villages of Butler, Menomonee Falls, and Sussex. Other areas in and around the Cities of Delafield, Oconomowoc, and Pewaukee also have some moderate to high employment concentrations.

### **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:

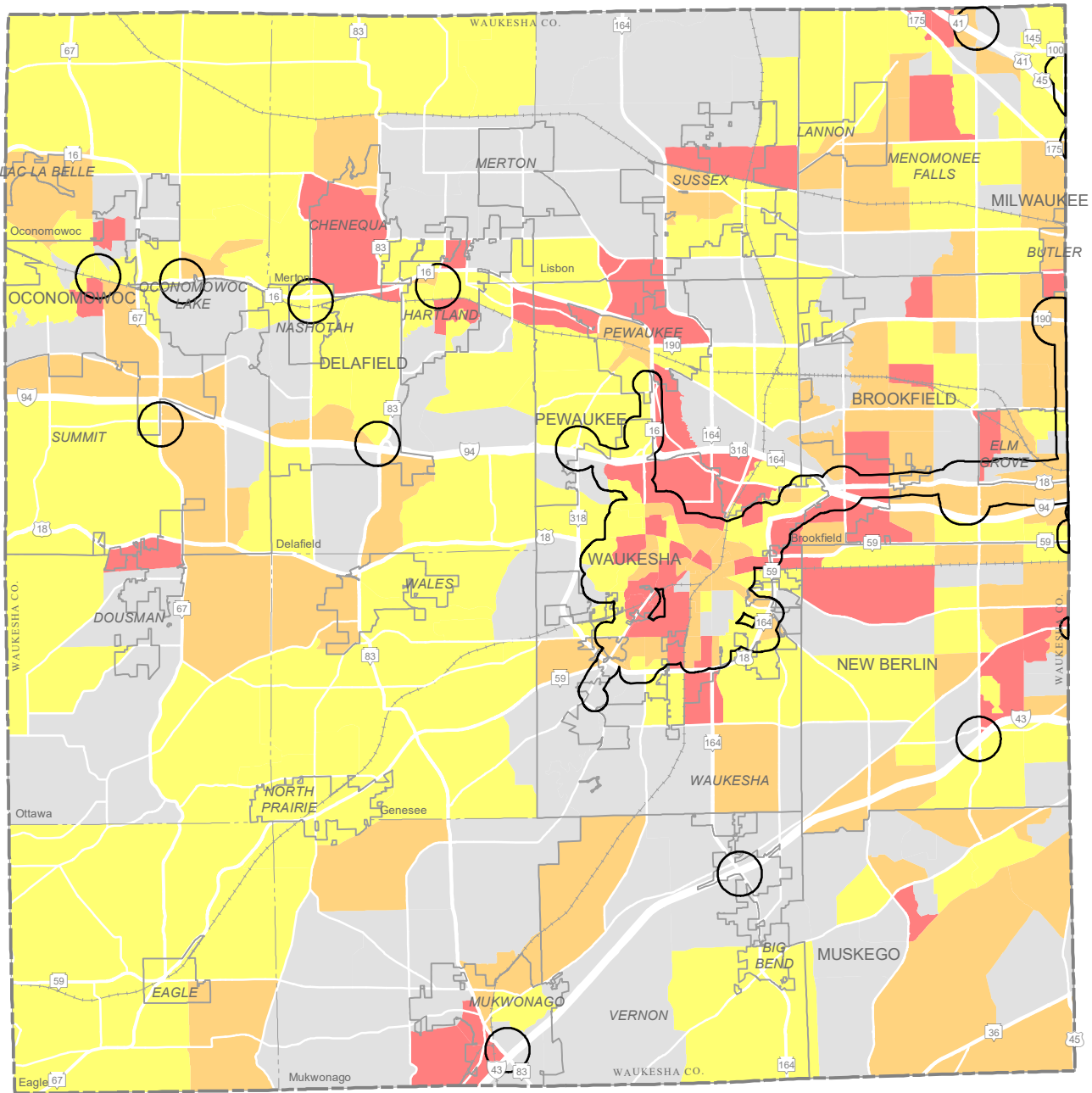
- Hospitals, Medical Centers, or Clinics with 10 or more physicians
- Job Resource Centers
- Major Commercial Areas (areas with more than 3,500 jobs in the office or service sectors, or more than 2,000 jobs in the retail trade sector)
- Major Employers with 100 or More Employees
- Major Institutions 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 located in the City of Waukesha and the eastern portion of the County. Areas in and around the City of Oconomowoc and the Village of Mukwonago also have a number of activity centers.

## **3. CURRENT TRANSPORTATION SERVICES**

Waukesha County is served by a number of transportation providers, ranging in size from Waukesha Metro 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.

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



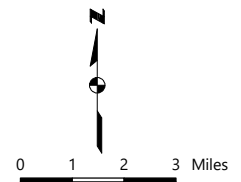
**TRANSIT NEEDS INDEX LEVEL**

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

**TRANSIT SERVICES (2019)**

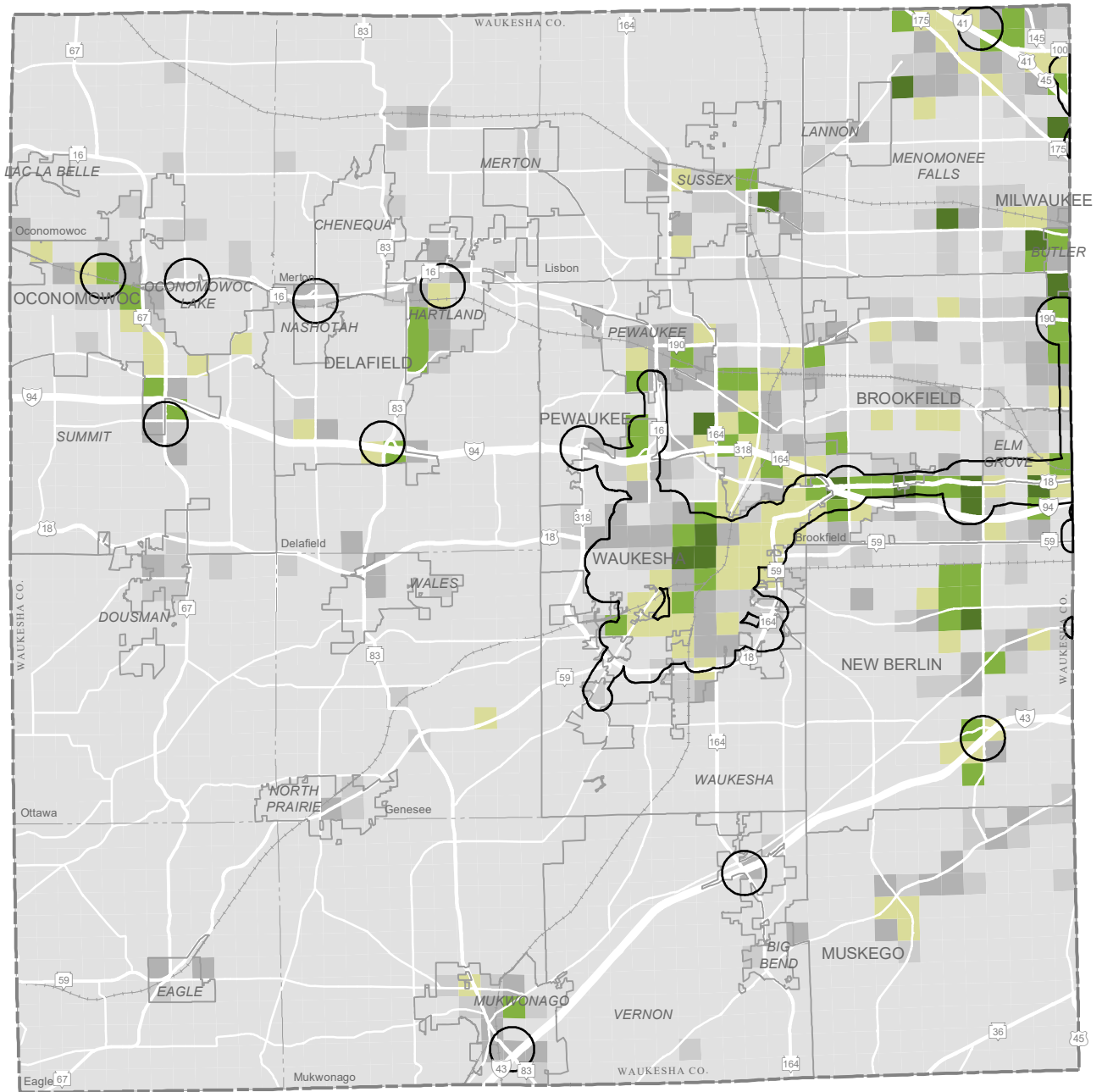
- FIXED-ROUTE TRANSIT SERVICE AREA

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.

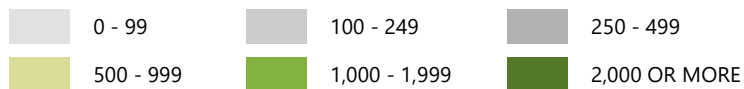


Source: U.S. Census American Community Survey and SEWRPC

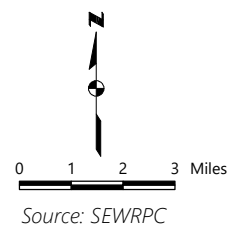
**Map 3**  
**Employment Density by Quarter Section in Waukesha County: 2010**



**EMPLOYMENT BY QUARTER SECTION (2010)**

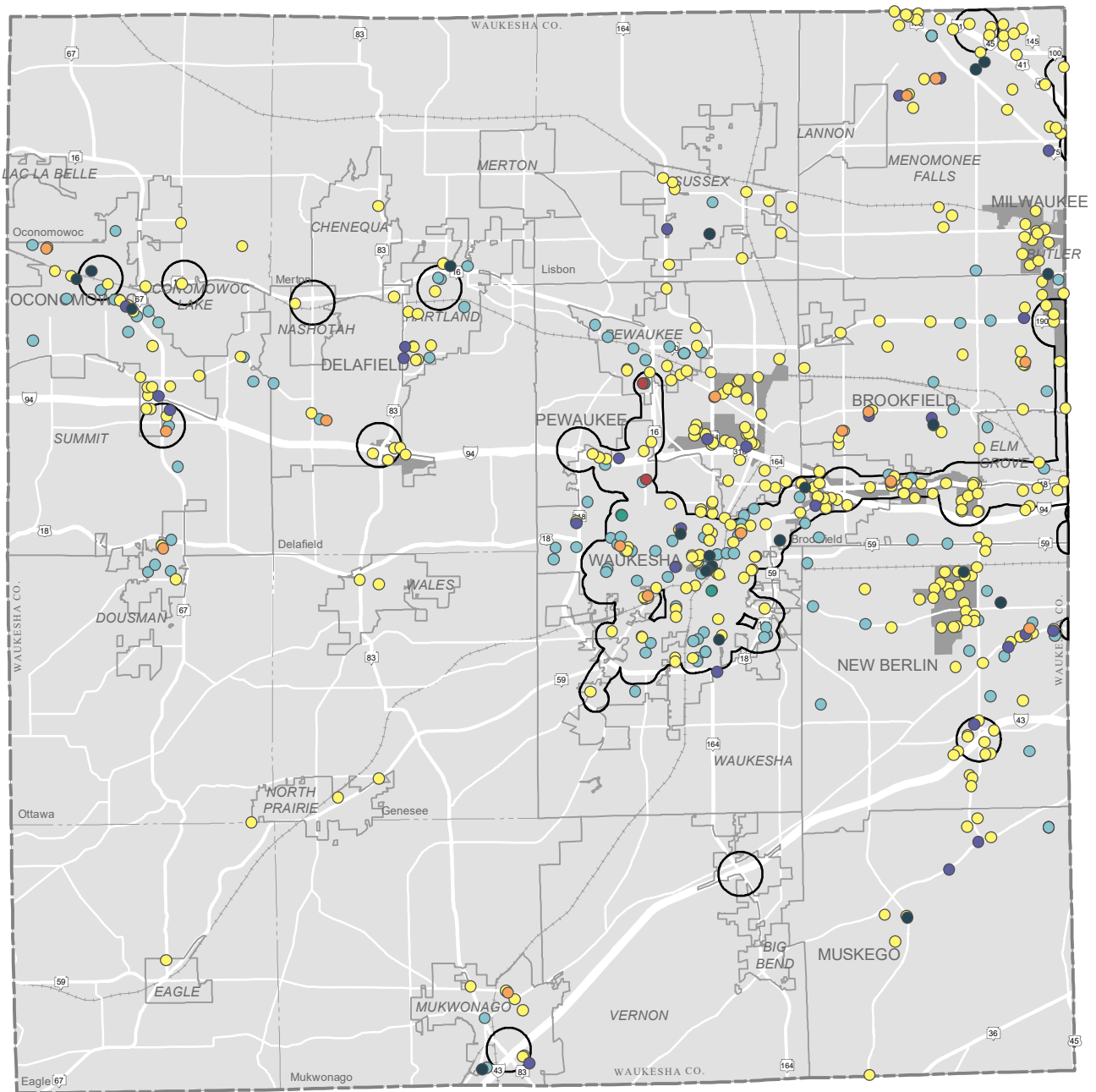


**TRANSIT SERVICES (2019)**



Source: SEWRPC

## Map 4 Major Activity Centers in Waukesha County: 2020



### MAJOR ACTIVITY CENTERS

- HOSPITALS, MEDICAL CENTERS, OR CLINICS WITH 10 OR MORE PHYSICIANS
- JOB RESOURCE CENTERS
- MAJOR INSTITUTIONS OF HIGHER EDUCATION
- MAJOR EMPLOYERS WITH MORE THAN 100 EMPLOYEES
- RESIDENTIAL FACILITIES FOR SENIORS, PEOPLE WITH DISABILITIES, AND LOW-INCOME HOUSEHOLDS

- NURSING HOMES
- SENIOR CENTERS, SENIOR MEAL SITES, AND ADULT DAY CENTERS
- MAJOR COMMERCIAL AREAS

### TRANSIT SERVICES (2019)

- FIXED-ROUTE TRANSIT SERVICE AREA

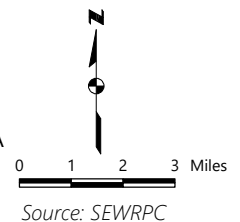


Table 2 lists the major transportation providers currently serving Waukesha County, and identifies the type of service they provide, their service area, their hours of operation, and their funding sources in addition to passenger fares. The first section of the table lists the services that are available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

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

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

- Waukesha Metro Transit, operated by the City of Waukesha, is a publicly-funded urban bus operation that runs fixed routes serving the City of Waukesha and portions of adjacent communities. Waukesha Metro Transit also provides paratransit service to serve the travel needs of people with disabilities through the Metrolift paratransit system for trips made within ¾ mile of Waukesha Metro Transit fixed-route bus service.
- Waukesha County Transit System provides a publicly-funded bus service primarily to serve people commuting between Waukesha and Milwaukee Counties. The County contracts with two public transit operators, the Milwaukee County Transit System and Waukesha Metro Transit, and one private transit company, Wisconsin Coach Lines, Inc, to operate the bus services. Paratransit service is operated by Transit Express to serve trips made within one mile of Waukesha County Route 901.

Several private for-profit transportation companies also provide services to the general public, including intercity bus service provided by Coach USA, taxicab service provided by several private companies in Waukesha County, 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:

- Waukesha County Aging and Disability Resource Center provides the RideLine Program, a door-to-door transportation service for seniors or disabled individuals. Vehicles and drivers are provided by Meda-Care Vans of Waukesha, Inc.
- Waukesha County Aging and Disability Resource Center also sponsors a shared-fare taxi program that subsidizes the fares for eligible seniors and people with disabilities. Nine taxi providers operating in communities throughout the County participate in this program.
- Waukesha County Department of Health and Human Services provides advance reservation transportation service for clients of their services. Volunteers provide their own vehicles.
- There are several other private-non-profit organizations that provide transportation to individuals that participate in their programs or attend activities or appointments at their centers.
- The remaining transportation services operated within the County provide transportation for a variety of purposes, including medical appointments, within Waukesha 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

**Table 2**  
**Inventory of Local, Intercity, and Human Services Transit Service Providers in Waukesha 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
Waukesha Metro Transit (262) 524-3636	Public	Fixed route	City of Waukesha and portions of adjacent communities	General Public	Monday-Friday: 5:30 a.m. to 10:40 p.m. Saturday: 8:20 a.m. to 10:15 p.m. Sunday: 9:205 a.m. to 7:15 p.m.	Adults: \$2.00 cash \$18.00/10 Ride Cards Youth: \$1.25 cash \$12.00/10 Ride Cards Seniors and people with disabilities: \$1.00 cash \$10.00/10 Ride Cards	27 32-passenger accessible buses	State \$85.20 Federal \$5307 Federal \$5339 Federal \$5337 City of Waukesha
Waukesha Metro Transit System – Metrolift (262) 524-3636	Public	Advance reservation, curb-to-curb	Service to locations within ¾ mile of Waukesha Metro Transit fixed-route bus service	People with disabilities who are unable to use fixed-route bus service	Monday-Friday: 5:30 a.m. to 9:30 p.m. Saturday: 8:15 a.m. to 9:15 p.m. Sunday: 9:15 a.m. to 7:15 p.m.	\$4.00 one way \$8.00 for 2 Ride Cards Agency fare varies	6 13-passenger accessible buses	State \$85.20 Federal \$5307
Waukesha County Transit System (262) 524-3636 Freeway flyer commuter routes	Public <sup>a</sup>	Fixed route freeway flyer	Waukesha and Milwaukee Counties	General public	Waukesha-Milwaukee Counties: Monday-Friday: 5:15 a.m. to 7:30 p.m.	Adults: \$3.75-\$4.50 cash Students: \$2.75-\$3.50 cash Seniors and people with disabilities: \$1.75-\$2.25 cash	Vehicles and drivers for routes 901-905 provided by Wisconsin Coach Lines, Inc.	State \$85.20 Federal \$5307 Federal \$5337 Federal \$5339 Waukesha County
Local bus routes	Public <sup>b</sup>	Local bus routes	Menomonee Falls and Milwaukee County Route 1 in Waukesha County, Gold Line between Brookfield Square Mall and Milwaukee County	General public	Menomonee Falls-Milwaukee County: Monday-Friday: 5:47 a.m. to 8:17 a.m. 3:42 p.m. to 6:17 p.m. Route 1: see Waukesha Metro Gold Line: Monday-Friday: 4:17 a.m. to 1:58 a.m. Saturday 5:07 a.m. to 2:24 a.m. Sunday: 5:58 a.m. to 1:57 a.m.	Adults: \$3.50 cash Seniors and people with disabilities: \$1.60 cash	Vehicles and drivers for route 79 provided by MCTS	State \$85.20 Federal \$5307 Federal \$5337 Federal \$5339 Waukesha County
Waukesha County Paratransit (262) 524-3636	Public <sup>c</sup>	Advance reservation, door-to-door	Area within 1 mile on either side of Waukesha County route 901	People with disabilities who are unable to use fixed-route bus service	Monday-Friday: 5:10 a.m. to 7:10 p.m.	Route 1: see Waukesha Metro Gold Line: Adults: \$2.25 cash Seniors and people with disabilities: \$1.10	Vehicles and drivers for Route 1 and Gold Line provided by Waukesha Metro and MCTS	State \$85.20 Federal \$5307 Waukesha County

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
4Boomers Transport, LLC* (262) 224-9000 4boomerstransport.com	Private for-profit	Door-Through-Door Service and Advance Reservation Required	Lake County	General public; for user-side subsidy, must be county resident, non/limited driver 65 years or older, or people with disabilities  Must be able to enter and exit a vehicle with little or no assistance	Monday-Friday: 6:00 a.m. to 6:00 p.m., weekends by appointment	User-side subsidy: \$3.75 one-way, plus any amount over \$9.00 gross cost	Unknown	Contract with County for State \$85.21
American Cancer Society (800) 227-2345 cancer.org	Private, non-profit	Advance reservation, door-to-door	Throughout Southeastern Wisconsin	Cancer patients	Monday-Friday: 9:00 a.m. to 5:00 p.m.	No fare within service area	Volunteers	--
American Med Trans (414) 274-3000 amtwti.com	Private for-profit	Advance reservation, door-to-door	Throughout Southeastern Wisconsin	General public medical transportation	Monday-Friday: 6:00 a.m. to 6:00 p.m.	Rates available upon request, credit card only	Unknown	--
At Your Service (262) 354-3700 weare-ayourservice.com	Private for-profit	Door-Through-Door Service and Advance Reservation Required	Waukesha County	Older adults; must be able to enter and exit a vehicle with little or no assistance	7 days a week, 24 hours a day	\$35.00 per hour with a one-hour minimum, plus \$0.53 per mile	Unknown	--
Best Cab of Waukesha* (262) 549-6622	Private for-profit	Demand response, curb-to-curb	City and Town of Waukesha	General public; for user-side subsidy, must be county resident, non-driving, 65 years or older, or people with disabilities	7 days a week, 24 hours a day	User-side subsidy: \$3.75, plus any amount over \$9.00 gross cost	3 5-passenger sedans	Contract with County for State \$85.21
CEMS Transport (262) 364-4850	Private for-profit	Door-Through-Door Service, Advance Reservation Required, BLS Capable, Bariatric Capable, Oxygen Equipped	Throughout Southeastern Wisconsin	Vehicle transport level determined through onsite evaluation or over the phone	7 days a week, 24 hours a day	Medical Taxi: \$20.00 one way, \$2.00 per mile Wheelchair Van: \$30.00 one way, \$3.00 per mile Ambulette/Stretchers: \$95.00 one way, \$3.00 per mile	11 vehicles (medical taxi, accessible minivans, ambulette)	--
Comfort Transportation, LLC (262) 446-9810 comfort-transport.com	Private for-profit	Advance reservation	Waukesha and Washington counties	Elderly and people with disabilities	Monday-Friday: 6:00 a.m. to 5:00 p.m. or by appointment	Ambulatory: \$14.50 one way Non-ambulatory: \$22.00 on way Both include first 5 miles	5 Ford transit vans 4 minivans, 2 accessible 12 vans, 8 accessible	Private pay Medicaid P.A.C.E. I.R.I.S.

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**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
Froedtert Health Community Memorial Hospital (262) 251-1000	Private for-profit	Advance reservation, door-to-door, to and from Community Memorial Hospital sites only	Hospital service area: Northwest Milwaukee, Washington, Waukesha, Ozaukee Counties	Hospital patients and their families	7 days a week, 24 hours a day	\$3.00-\$6.00 per trip; fee waived in hardship situations	Vehicles and drivers provided through contract with Specialized Transport Services	Community Memorial Hospital
Disabled American Veterans (414) 384-2000 ext. 47274 (262) 719-7233 dav-wi.org	Private non-profit	Advance reservation, door-through-door	Waukesha, Milwaukee, Racine, and Kenosha Counties	Ambulatory veterans with medical appointments at Zablocki Medical Center, must be able to enter and exit a vehicle without assistance	Monday-Friday: by appointment only	No Fare	Accessible vehicles	Private Donations
Elmbrook Senior Taxi* (262) 785-1200 elmbrookseniortaxi.org	Private non-profit	Demand response, door-to-door	City and Town of Brookfield, Villages of Butler and Elm Grove, and Mayfair Mall	General public, for user-side subsidy, must be county resident, non-driving, 65 years or older, or people with disabilities	Monday-Tuesday, Thursday-Friday: 8:00 a.m. to 5:00 p.m. Wednesday: 8:00 a.m. to 9:00 p.m. Saturday: 9:00 a.m. to 4:00 p.m. or by appointment	\$14.25 each way (\$9.00 with Taxi Card); locally \$18.25 each way (\$13.00 with Taxi Card); Froedtert Hospital, Highway 100  \$19.25 each way (\$14.00 with Taxi Card); Waukesha Memorial, Menomonee Falls Hospital  User-side subsidy: \$3.75 one-way, plus any amount over \$9.00 gross cost	3 5-passenger sedans	Contract with County for State \$85.21
Eras Senior Network (262) 549-3348 eraswaukesha.org	Private non-profit	Demand response, door-through-door	Waukesha County and Milwaukee County	Waukesha County residents over age 60, or residents with disabilities.  Mandatory in-home assessment in order to receive services	Monday-Friday 9:00 a.m. - 4:00 p.m. or by appointment	No charge	2 6-passenger accessible van; volunteers provide their own vehicles	Federal \$5310, United Way of Greater Milwaukee and Waukesha County, Corporation for National and Community Service, ProHealth Care

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**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
Eveready Transportation Services (262) 327-4986	Private for-profit	Demand response, door-to-door	Menomonee Falls	General public; for user-side subsidy, must be county resident, non-driving, 65 years or older, or people with disabilities	Monday-Friday, 5:00 a.m. to 5:00 p.m.	\$10.00 one way  User-side subsidy: \$3.75 one-way, plus any amount over \$9.00 gross cost	1 Infinity SUV	Contract with County for State \$85.21
Find-a-Ride Network of Waukesha County (262) 549-3348 www.find-a-ride.org	Other	Other	Waukesha County: transportation guide for seniors and adults with disabilities Waukesha County	Waukesha County residents	Single point of contact that refers residents to transportation services	--	--	Federal \$53.10
Goodwill Industries (262) 970-6002 www.goodwillsew.com	Private non-profit	Subscription transportation to and from adult day centers; also, scheduled for day trips	Waukesha County	Waukesha County residents with disabilities who attend Goodwill adult day centers	Monday-Friday: 6:30 a.m.-10:30 a.m. 1:30 p.m.-5:30 p.m.  Scheduled for day trips as required	No fare if enrolled in Family Care; otherwise, private pay.	Contract with Exact Transport for vehicles and drivers for subscription service; also, 5 accessible vans for day trips	State Family Care Federal \$53.10
Lake Country Cares Cab* (262) 695-2670 lccabs.com	Private non-profit	Demand response, door-to-door	City and Town of Delafield, City and Village of Pewaukee, Villages of Hartland and Nashotah, and portion of Town of Merton	General public; for user-side subsidy, must be county resident, non-driving, 65 years or older, or people with disabilities	Monday-Friday: 8:30 a.m. to 4:30 p.m. or by appointment	User-side subsidy: \$3.75, plus any amount over \$9.00 gross cost	3 5-passenger sedans	Contract with County for State \$85.21
Lifestar Medical Transportation Service (262) 338-9798 lifestar-ems.com	Private for-profit	Advance reservation, door-to-door	Waukesha County, Ozaukee County, Milwaukee County, Dane County, Sheboygan County, Fond du Lac County, Washington County	Medical and non-medical transportation to individuals who are wheelchair bound or otherwise disabled	Monday-Friday: 6:00 a.m. to 6:00 p.m., Saturday: 7:00 a.m. to 4:30 p.m., Sunday: call for availability	\$26.00 for first five miles, then \$3.00 per mile after  Accepts Medicaid insurance	Unknown	Private Pay Medicaid
Meda-Care Vans of Waukesha, Inc. (262) 650-1000	Private for-profit	Advance reservation, door-through-door	Waukesha and parts of Milwaukee County with preapproval (for medical services only)	County residents, non/limited-drivers 65 years or older, or under 65 years of age and users of a cane, crutches, walker, wheelchair, scooter, or legally blind. Individuals must be unable to enter or exit a car with little or no assistance	Monday-Friday: 6:00 a.m. to 6:00 p.m.	Based on distance and ability to pay:  Fares begin at: \$3.85: on-way trip within same community; \$4.90: one-way trip, origin and destination is from one community to another; \$7.50: one-way trip, out of county when preauthorized for medical appointments	20 8-passenger accessible vans	Contract with County for State \$85.21 Private chartered services Waukesha County Aging and Disability Resource Center - Rideline Program

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**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
Menomonee Falls Senior Shuttle (262) 251-4230	Public <sup>d</sup>	Advance reservation, door-to-door	Village of Menomonee Falls, with limited service to Brookfield Square Shopping Center and Germantown healthcare facilities	Ambulatory Menomonee Falls residents 60 years or older	Monday-Thursday: 9:00 a.m. to 2:00 p.m. 4:00 to 5:00 p.m. (returns only) Friday: 9:00 a.m. to 2:00 p.m. To Brookfield Square, first Thursday of each month: 9:00 a.m. to 2:00 p.m. when six or more advanced reservations are made	\$2.00 one way	1 23-passenger bus	Menomonee Falls Recreation Department Village of Menomonee Falls Contract with County for State \$85.21
Mobility Transportation Specialists (262) 424-0197	Private for-profit	Advance reservation, door-through-door	Waukesha and Jefferson Counties	General public	Monday-Friday: 7:00 a.m. to 5:00 p.m.	\$35.00 base rate \$2.00 per mile after first five miles	Unknown	--
Seniors on the Go* (262) 363-5700 seniorsonthegowi.com	Private non-profit	Demand response, door-to-door	City and Town of Mukwonago, Waukesha County, and parts of Walworth and Racine Counties	General public; for user-side subsidy, must be county resident, non-driving, 65 years or older, or people with disabilities	Monday-Friday: 7:00 a.m. to 5:00 p.m. Saturday: 8:00 a.m. to 3:00 p.m. or by appointment	User-side subsidy: \$3.75 one-way, plus any amount over \$9.00 gross cost	7 5-passenger sedans 3 7-passenger vans 9 2-wheelchair accessible vans	Contract with County for State \$85.21
Muskego Senior Taxi* (262) 679-4754 muskegoseniortaxi.wordpress.com	Private non-profit	Demand response, door-to-door	Muskego, Big Bend, Vernon, and outlying hospitals	General public; for user-side subsidy, must be county resident  Non/limited-drivers 65 years or older, or people with disabilities; must be able to enter and exit a car with little or no assistance	Monday-Friday: 7:30 a.m. to 4:30 p.m. (last pickup 3:30 p.m.)	User-side subsidy: \$3.75 one-way, plus any amount over \$9.00 gross cost	3 5-passenger sedans	Contract with County for State \$85.21
New Berlin Senior Taxi* (262) 814-1611	Private non-profit	Demand response, door-to-door	City of New Berlin, Brookfield Square, Mayfair area, Medical Centers (west of 84th Street), Aurora West Street, Aurora West Hospital, Froedert Hospital	Ambulatory residents of New Berlin, for user-side subsidy, must be county resident, non-driving, 65 years or older, or people with disabilities	Monday-Friday: 9:00 a.m. to 4:30 p.m. or by appointment	User-side subsidy: \$3.75 one-way, plus any amount over \$9.00 gross cost	3 5-passenger sedans	Contract with County for State \$85.21

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**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
Oconomowoc Silver Streak* (262) 567-6404 oconosilverstreak.org	Private non-profit	Demand response, door-to-door	City of Oconomowoc, east to the YMCA at Pabst Farms, south to Valley Road, north to Lang Road, west to Jefferson County Line, parts of the town of Summit including Aurora Medical Center and Lake Country Landing	General public; for user-side subsidy, must be county resident, non-driving, 65 years or older, or people with disabilities, must be able to enter/exit car with little or no assistance	Monday-Friday: 8:30 a.m. to 4:30 p.m. or by appointment	User-side subsidy: \$3.75, plus any amount over \$9.00 gross cost \$10.00 one-way	3 5-passenger sedans	Contract with County for State \$85.21
Personalized Transportation Service (PTS) (262) 628-0189	Private for-profit	Advance reservation, door-through-door	Southeastern Wisconsin	General public, does not provide assistance with stairs in and out of home if individual uses a wheelchair	Monday-Friday: 8:00 a.m. to 5:00 p.m.	\$28.00 base rate \$2.50 per mile	Unknown	--
Phoenix Transportation (262) 373-0165	Private for-profit	Advance reservation, door-through-door	Southeastern Wisconsin	General public	Monday-Friday: 5:00 a.m. to 5:00 p.m., by appointment only on Saturdays	Available upon request	Unknown	--
ProHealth Care Transportation (262) 928-7618 prohealthcare.org	Private non-profit	Advance reservation, door-through-door; in ProHealth Care service area	Waukesha County, Jefferson County, Dodge County, Ozaukee County, Walworth County, and parts of Racine County	Qualified ProHealth Care patients and their families, for medical appointments only	Monday-Friday: for appointments scheduled between 7:30 a.m. and 3:30 p.m.	\$40.00 one-way, financial assistance and prepaid voucher program available for those who qualify	4 7-passenger accessible vans 20 12-passenger accessible vans	ProHealth Care Private donations
TaxiMKE (414) 220-5000 taximke.com	Private for-profit	Demand response, curb-to-curb	Southeastern Wisconsin	General public	7 days a week, 24 hours a day	\$2.25 base rate \$2.50 per mile \$0.35 per minute during a waiting period	Unknown	--
Tootl Transport (414) 376-2222	Private for-profit	Advance reservation, Same day rides can be coordinated based on availability, door-to-door service	Southeastern Wisconsin. Long distance trips outside these counties can be coordinated upon request.	General public	7 days a week, 24 hours a day	Basic fare for an individual trip is a base rate + mileage. Discounts are available for shared rides, group outings, shuttles and standing orders.	20 accessible vehicles	--
Waukesha American Mobility (262) 501-3598	Private for-profit	Advance reservation, door-to-door	Southeastern Wisconsin	General public	Monday-Friday: 6:00 a.m. to 7:00 p.m.	Available upon request	Unknown	--

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**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
Waukesha Cab, LLC (262) 613-8595	Private for-profit	Demand response, door-to-door	City of Waukesha, City of Milwaukee, and surrounding communities	General public; for user-side subsidy, must be county resident, non-driving, 65 years or older, or people with disabilities	7 days a week, 24 hours a day	Distance-based or zone-based  User-side subsidy, \$3.50, plus any amount over \$9.00 gross cost	3 5-passenger sedans Only one available for evening and night rides	Contract with County for State \$85.21
Waukesha County Aging and Disability Resource Center –RideLine (262) 650-1000	Public <sup>e</sup>	Advance reservation, door-to-door	Waukesha County. Out-of-county trips are available only for medical purposes that cannot be served in Waukesha County.	County residents, non/limited-drivers 60 years or older, or under 60 years of age and users of a cane, crutches, walker, wheelchair, scooter, or legally blind. Individuals must be unable to enter or exit a car with little or no assistance	Monday-Friday: 6:00 a.m. to 6:00 p.m.	Based on distance and ability to pay:  Fares begin at: \$3.85: on-way trip within same community; \$4.90: one-way trip, origin and destination is from one community to another; \$7.50: one-way trip, out of county when preauthorized for medical appointments	Vehicles and drivers provided by Meda-Care Vans of Waukesha, Inc.	State \$85.21 Waukesha County
Waukesha County Department of Health and Human Services – Volunteer Transportation Service (262) 548-7284 www.waukeshacounty.gov/HHS	Public	Advance Reservation door-to-door	Waukesha County	Clients of Department of Health and Human Services	Monday-Friday: 7:30 a.m. to 8:00 p.m., pending driver availability	No charge	Volunteers provide their own vehicles	Waukesha County
Yellow Cab Cooperative (414) 271-1800 yellowcabmilwaukee.com	Private for-profit	Demand response, curb-to-curb	Milwaukee and surrounding areas	General public	7 days a week, 24 hours a day	\$4.50 for the first mile, \$2.50 for each additional mile  \$20.00 minimum fare if origin or destination is located outside of Milwaukee County	Unknown	--

\* Denotes taxi providers included in the Waukesha County Aging and Disability Resource Center's Shared-Fare Program.

<sup>a</sup> Service provided by Wisconsin Coach Lines, Inc. and Milwaukee County Transit System.

<sup>b</sup> Service provided by Wisconsin Coach Lines, Inc., Milwaukee County Transit System, and Waukesha Metro Transit.

<sup>c</sup> Service provided by Transit Express, Inc.

<sup>d</sup> Service provided by Johnson School Bus Service, Inc.

<sup>e</sup> Service provided by Meda-Care Vans of Waukesha, Inc.

Source: SEWRPC

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 need of residents to travel within Waukesha 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 Waukesha County appears below in no particular order.

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

- Need for an expanded service area for transit that serves the general public in communities within the County with little to no existing transit service, especially in southern and western Waukesha County and that serves all types of destinations, including but not limited to job centers, medical facilities, and veteran's services. More transit services and human services providers in Waukesha County need to cross county lines and improve their coordination with transit services provided in other counties. Additional funding needs to be made available for these trips.
- Lack of public education, and lack of resources to help educate the public, on the available transportation options in the County and a lack of understanding on how to use or navigate the existing transit systems. There is a need for making it easier for users of public transit systems and human services providers to find information on these transportation systems.
- Need and willingness to increase collaboration between public transit and human services providers to identify additional connections between their services, both within the County and between counties.
- Need for more transportation services during weekday evenings and nights and on weekends to serve second- and third-shift employees and retail employees. Need to expand transportation services that connect residents in Waukesha County to jobs outside the County as well as those living outside the County to jobs within the County.
- Need for improving the availability, convenience, safety, and security of existing public transit services. Areas of need include:
  - Expansion of the areas served by and higher frequency of service on the routes of Waukesha Metro Transit and Waukesha County Transit System
  - More affordable fares for County and City bus services
  - Consider on-demand services in areas where fixed route services are not available or have not been viable, but the demand for these services exists
  - Utilizing transit vouchers that expand eligibility for subsidized taxi services within the County, including for those who need to go to work and cannot afford the fare
  - CPR and first aid training for bus drivers and human services providers to aid seniors and people with disabilities in emergency situations
  - Self-defense training for bus drivers and human services providers to improve the safety and security of those using these services

- Ensuring taxi cabs and vehicles used by human services providers are wheelchair accessible
- Having taxi cabs with available space to get full shopping bags into their vehicle when assisting clients with trips from the grocery store
- Construct new sidewalks and improve existing sidewalk conditions that connect to bus stops
- Clearing snow and ice from bus stops
- There is a need for overlapping service boundaries between and among human service providers within the County.
- Lack of understanding by the public of the value of transit and the need for various transportation alternatives.
- Need to prioritize trips for non-drivers.
- There is a need for fares to be more affordable for transit trips that go beyond the County and City bus service areas.
- There is a need to accommodate the 'last mile' trips when jobs are located beyond the vicinity of the transit service area.
- There is a need for family care members who use transit and human services transportation to receive discounted rates when using these services.

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 some 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 Waukesha 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 Waukesha 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 Waukesha County.

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

1. Establish or expand transportation services. Examples include:
  - a. Shuttle bus routes
  - a. Flexible transit services
  - b. Volunteer driver programs
  - c. Subsidized shared-ride taxi services or microtransit options that provide demand-responsive transit service where feasible
2. Promote increases in funding for public transportation services to foster improved service availability, convenience, safety, and lower fares. Also, develop strategies to obtain funding for projects that would improve or increase the transportation services available in the County and advocate for funding of new services and pilot projects. Seek new or innovative ways to share costs among multiple organizations.
3. Continue to fund a mobility manager position with the County whose duties could include, but would not be limited to:
  - a. Increasing communication and collaboration between transportation providers and users of these services
  - b. Assisting in coordinating transportation services
  - c. Promoting the availability of transportation services
  - d. Gathering and analyzing data to evaluate a variety of transportation options for seniors, people with disabilities, and low-income individuals
  - e. Creating and promoting collaboration between transportation providers and advocacy groups to identify and address barriers to service coordination, to expand availability of services, and evaluate and navigate local, County, State, and Federal government rules

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

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 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

4. Improve access to information on the available transportation services and on how to use public transit. Some ways to improve the dissemination of information include:
  - a. Continue a travel training program for potential users of the fixed-route transit services.
  - b. Create a clearinghouse or centralized information source for easy to use resources and information on all transit services that improves access to information on the availability of transportation services. Examples could include 211 community information, 511 traveler information services, and the Aging and Disability Resource Center of Waukesha County.
5. Increase the public's education and the awareness of decision makers at the state and local levels about the value of public transit and human services transportation and the importance of having transportation alternatives. Expand education on current transportation services. Consider providing incentives to encourage transit use.
6. Improve the availability, convenience, safety, and security of transportation services. Some of the improvements that were identified include:
  - a. Provide more frequent service on Waukesha Metro Transit and Waukesha County Transit System bus routes
  - b. Expand the service area and hours of operation of public transit services
  - c. Expand the fleet and staff capacities of non-profit providers
  - d. Expand Bus Buddies programs that train volunteers to assist seniors and people with disabilities in becoming familiar and comfortable with taking public transit
7. Improve coordination among transportation providers:
  - a. Coordinate rides for transit and human services transportation users through a single public information or call center
  - b. Create an on-demand system throughout the County that provides service to areas not served or underserved by current transportation services
  - c. Research new and emerging technologies that increases the capacity of transportation services
8. Support auto purchase and repair programs and driver's license recovery programs directed at low-income workers who cannot use public transportation to get to jobs.
9. Seek any available Federal funding or grant programs to subsidize regional transit services and increase state and local government advocacy to improve funding for transit.
10. Increase education and awareness about the value of public transit among local decision-makers

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 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. 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 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.

## **6. PLAN IMPLEMENTATION**

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

### **Waukesha County**

- Waukesha County would be responsible for implementing any service improvements to the Waukesha County Transit System
- Waukesha County would be responsible for establishing a county-wide shared-ride taxi open to the general public serving the areas not served by Waukesha Metro Transit

### **City of Waukesha**

- The City would be responsible for implementing any expansion of service or higher frequency of service to Waukesha Metro Transit

### **Mobility Managers**

- The County's mobility manager would improve access to information on the available transportation services by creating a clearinghouse for information on all transit services and continuing the travel training program
- The County's mobility manager would promote collaboration between advocacy groups to identify and address barriers to service coordination, and evaluate and navigate local, County, State, and Federal government rules

### **All Transportation Providers**

- Transportation providers would improve access to information on the transportation services provided

### **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
- All interested parties should encourage public discussion of the need for improved public transit and human services transportation options in Waukesha County





# 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.