- Need for all transportation services, including Uber and Lyft, to be accessible to people with disabilities.

- Additional Needs
  - There is a need to broaden the categories of individuals who are eligible to use human services transportation.
  - There is a need to remove stipulations that make it difficult for transit providers to obtain liability insurance for trips that cross county borders.

V. 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 by participants at the meeting 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 (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
Attendees of the Coordination Planning meeting were asked to develop strategies to address the unmet needs that they had already identified. At the meeting, Commission staff provided information on strategies proposed in the 2012 Coordination Plans to illustrate potential strategies to improve transportation service.

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

<u>Strategies for Addressing Unmet Travel Needs within Waukesha County</u>

1. Improve coordination among transportation providers:
   a. Coordinate rides for transit and human services transportation users through a single public information or call center.
   b. Develop a flat fee system to ensure all transportation services within the County are provided at an equal rate.
   c. Establish a system in which the County purchases and maintains vehicles but contracts with companies for drivers to provide transportation services to the general public.

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

Program	Type	Target rider	Eligible Applicants	Local Share (approx.)	Statewide Funding Level (approx.)	Application Cycle	Notes
Section 5307	Operating & Capital	Public in urbanized areas (>50,000)	Local public bodies	20% for capital projects 50% of deficit for operating projects	$49.3 million	Annual (application released in summer)	Combined with State aid (s. 85.20) to cover approximately 55% 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% 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% for capital projects 50% of deficit for operating projects	$4.7 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 & Capital	Public in areas <50,000 in population	Local public bodies	Operating – 50% of project deficit Capital - 20% of total costs	$16.0 million	Annual (application released in early fall)	Combined with State aid (s. 85.20), to cover approximately 60% of operating expenses in non-urbanized areas. Job Access and Reverse Commute activities are eligible projects.
Section 5337	Capital	Public	Local Public Bodies	20% 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% of total costs	$6.3 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

2. 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 advocacy groups to identify and address barriers to service coordination, and evaluate and navigate local, County, State, and Federal government rules.
3. 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.
4. 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.

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% of total cost Urban 42% of total cost	$113.5 million	Annual (application due in fall)	Combined with Federal transit operating assistance funds (5311 & 5307)
§.85.205	Operating	People with Disabilities	Local public bodies	Varies (no explicit matching requirement)	$2.75 million	Annual	Provided as supplement to §.85.20 urban mass transit aids for systems that provide paratransit service
§.85.21	Operating & Capital	Seniors and People with Disabilities	Counties	20% of project costs	$13.8 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% of total costs	$0.9 million	Annual (application released in summer)	Blended with Federal Section 5310 funds
TEAM (Trans. Employment and Mobility)	Operating & Capital	Low-income workers	Local public bodies, non-profits, metropolitan planning organizations	25% of project costs under WETAP	$333,000 (WisDOT)	Annual (WETAP application released in early fall)	Combined with ETA (State) under the WETAP program
ETA (Employment Transit Aids)	Operating & Capital	Low-income workers	Local public bodies, non-profits, metropolitan planning organizations	25% of project costs under WETAP	$465,000 (WisDOT and DWD)	Annual (WETAP application released in early fall)	Combined with TEAM (State) under the WETAP program

Source: Wisconsin Department of Transportation and SEWRPC

5. 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 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.
6. Increase public education 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.
7. 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.

8. Establish or expand transportation services. Examples include:

a. Shuttle bus routes.

b. Flexible transit services.

c. Volunteer driver programs.

d. Subsidized shared-ride taxi services to provide demand-responsive transit service where feasible.

The small groups with participants from multiple counties were asked to use their previously created list of unmet transportation needs for the Region to guide the development of regional strategies, and then each group informed the remainder of the participants at the meeting of their suggested strategies. As each group presented, other participants were asked to indicate if their group had also identified that strategy by a show of hands. 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. Establish a regional transit authority with a dedicated funding source.

2. 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.

3. Create a staffed call center for information about all public transit and human services transportation in the Region. This call center could be built from the existing Southeast Wisconsin Transit Systems marketing partnership. 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 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.

4. Until a regional transit authority is established, 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 connecting areas of high unemployment to large companies within the Region who are unable to meet their workforce needs. 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.

5. Purchase new accessible vehicles, vans, and buses for all transportation services, including Uber and Lyft.
6. 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.
7. 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 liaison responsible for coordinating with all mobility managers in the Region should also be considered.
8. 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 for transit dependent populations should be considered that is accepted by all transit providers. 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.
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, and Washington Counties.

VI. PLAN IMPLEMENTATION

Attendees of the Coordination Planning meeting were also asked to consider who should be responsible for implementing each of the identified strategies. Some of the potential responsible parties that the Waukesha County participants identified 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.