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

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 Kenosha County.

Strategies for Addressing Unmet Travel Needs within Kenosha County

1. Be engaged in the funding and legislative processes and pursue a dedicated source of local funding with the state legislature for public transportation services. Promote funding increases for public transportation services to make improvements to service availability, convenience, safety, and lower fares. Continue to develop strategies to obtain funding for projects that would improve or increase the transportation services available in the County.

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

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

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

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.

<u>Strategies for Addressing Unmet Travel Needs between Counties</u>

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 Kenosha County participants identified are listed below.

Kenosha County

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

City of Kenosha

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

Mobility Managers

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

All Parties

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