- 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 job seekers to be informed about job-ride programs that would connect them to jobs in other counties.
- 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.
  - Lack of regional partnerships among healthcare providers to reduce fares for rides to medical facilities in the Region.
  - Lack of transit services during evening and weekend hours.
  - Need for all transportation services, including Uber and Lyft, to be accessible to people with disabilities.
- Additional Needs
  - There is a need to broaden the categories of individuals who are eligible to use human services transportation.
  - There is a need to remove stipulations that make it difficult for transit providers to obtain liability insurance for trips that cross county borders.

V. STRATEGIES TO ADDRESS UNMET NEEDS

This Coordination Plan presents two types of strategies for Racine 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 Racine 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

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

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 Racine County.

Strategies for Addressing Unmet Travel Needs within Racine County

1. Pursue dedicated and sustainable sources of funding for public transportation services from all levels of government. Coordinate eligibility and reporting requirements of transportation programs to improve service availability and convenience. Promote increases for public transportation services to make improvements to service availability, convenience, safety, and 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 the availability and convenience of existing transportation services. Some of the improvements that were identified include:
   a. Providing more frequent service on the bus routes of the Belle Urban System to reduce wait times.
   b. Expanding the service area and hours of operation for the Belle Urban System to improve transit access to employment locations, particularly to new companies along the IH 94 corridor.
   c. Working to identify barriers to transportation for, and the services needed by, transit-dependent population groups and underserved areas.
3. Work with hospitals to provide 24-hour service for patients to return to their residences following treatment, perhaps by contracting with an existing specialized medical transportation provider. Work with hospitals to explore funding partnerships that would improve and expand upon transit services for patients.
4. Study ways for the City of Racine or County to encourage a private taxi cab operator to provide service to the City or County.

5. Improve access to information on the available transportation services. Some ways to improve the dissemination of information include:
    a. Implement a travel training program for potential users of the fixed-route services of the Belle Urban System.
    b. Educate social workers or counselors, who work with potential users, about the available transit services.
    c. Create a clearinghouse or centralized information source for information on all transit services. Example could include 211 community information and 511 traveler information services.
    d. Create an online directory of transportation providers.
6. Continue to fund a mobility manager position with the County who:
    a. Assists in coordinating transportation services.
    b. Promotes the availability of transportation services.
    c. Gathers and analyzes data to evaluate a variety of transportation options for seniors, people with disabilities, and low-income residents.
    d. Researches "best practices" for mobility management techniques to coordinate services and other resources among transportation agencies.
7. Expand County-wide transportation services. Examples include:
    a. Establishing subsidized shared-ride taxi services to provide demand-responsive transit service where feasible, such as in the Burlington-Waterford area.
    b. Expanding volunteer driver programs.
    c. Coordinate with transportation network companies such as Uber to expand transportation services and increase accessibility to transit for more residents in the County.

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 Racine County participants identified are listed below.

Racine County

- Racine County would be responsible for implementation of a County-wide shared-ride taxi service that is open to the general public and for expansion of volunteer driver programs.
- Racine County would be responsible for expanding service from Racine County to Milwaukee County to provide better access to employment and resources at the Regional Medical Center and in downtown Milwaukee.
- A transportation coordinating committee could be established to guide the implementation of the proposed coordination strategies and recommend actions to County officials.

City of Racine

- The City would be responsible for implementing service improvements to the Belle Urban System and improving the convenience, frequency, and service hours of transportation service.

Mobility Manager

- The County's mobility managers would be responsible for promoting increases in local, State, and Federal funding levels for transportation programs and better coordination of program eligibility and reporting requirements to improve service availability and convenience.
- The County's mobility managers would be responsible for developing strategies to obtain funding for projects that would improve or increase the transportation services available in the County.
- The County's mobility managers would work with hospitals in the County to provide patients with a journey home following their treatment.
- The County's mobility managers would improve access to information on the available transportation services by creating a clearinghouse for information on all transit services and implementing a travel training program.

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.