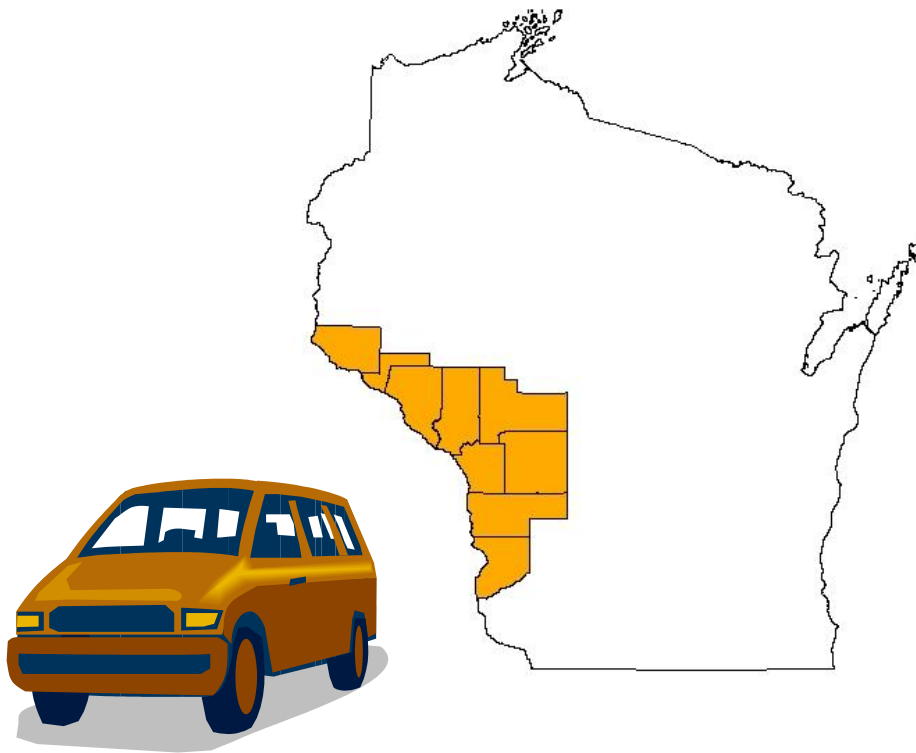


***REGIONAL COORDINATED PUBLIC  
TRANSIT-HUMAN  
SERVICES TRANSPORTATION PLAN  
FOR THE MRRPC REGION 2014-2018***

**(BUFFALO, CRAWFORD, JACKSON, LA CROSSE, MONROE, PEPIN, PIERCE,  
TREMPEALEAU, AND VERNON COUNTIES)**



**Prepared by the Mississippi River Regional  
Planning Commission**

**December 2013**

**Regional Coordinated Public Transit-Human Services Transportation Plan**

**For The MRRPC Region 2014-2018**  
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## **Introduction**

In August of 2005, Congress passed the Safe, Accountable, Flexible, Efficient, Transportation, Equity Act: A Legacy for Users (SAFETEA-LU), reauthorizing the surface transportation act. As part of this reauthorization, grantees under the New Freedom Initiative, Job Access and Reverse Commute (JARC), Elderly and Disabled Transportation Program (s85.21), and 5310 Enhanced Mobility of Seniors and Individuals with Disabilities Program were required to meet certain planning requirements in order to receive funding. Federal transit law required that projects selected for funding under the various programs be “derived from a locally developed, coordinated public transit-human services transportation plan” and that the plan be developed through a process that includes representatives of public, private, and non-profit transportation and human services providers and participation by members of the public. In 2006 and 2008 counties prepared plans meeting the federal requirements. It is now required that the 2008-2013 plans be updated. This document has been updated following guidelines from the Wisconsin Department of Transportation and will serve as the Coordinated Public Transit-Human Services Transportation Plan (2014-2018) for Mississippi River Regional Planning Commission (MRRPC) counties.

The Wisconsin Department of Transportation (WisDOT) provided a modified *Coordinated Public Transit-Human Services Transportation Planning* tool kit to assist counties and/or Regional Planning Commissions in updating transportation coordination plans in 2013. The regional transportation coordination plan includes an assessment of available services that identifies current transportation providers; an assessment of transportation needs for transportation-disadvantaged populations; identification of strategies, activities and/or projects to address the identified gaps between current services and needed services; identification of priorities based on resources, time, and feasibility.

Based on input from the 2006 SAFETEA-LU planning process a Regional Transportation Coordinating Committee was formed in the MRRPC region. Since the 2006 planning meetings a more regional approach to transportation coordination has been developed and is being implemented. The 2008 update to SAFETEA-LU coordinated plans was done regionally with the development of a Regional Coordinated Public Transit-Human Services Transportation Plan. The 2013 Coordinated Public Transit-Human Services Transportation Plan update has also been conducted on a regional basis and will include two additional counties (Pepin and Pierce). In the development of this plan all parties involved (regardless of county or agency affiliation) have worked together and have created the local/regional goals/strategies and the action steps included in this plan. It is intended that transportation activities conducted on a regional, county or agency level will be consistent and derived from the strategies/goals of this plan.

### *Coordination Planning Process*

The 2013 coordination planning process was conducted regionally for the nine counties in the Mississippi River Regional Planning Commission area. Peter Fletcher, the Transportation Planner, for the Mississippi River Regional Planning Commission, facilitated the planning process update and public meeting activities. The coordination planning process initially required by SAFETEA-LU and subsequently MAP-21 in reality has been on going in the MRRPC Region over the past several years as quarterly regional transportation meetings have been conducted to address needs, gaps, as well as strategies and activities to reduce gaps and meet the transportation needs of the region. To formally meet the requirements of the Locally Developed Coordinated Public Transit-Human Services Transportation Planning Process a regional meeting was conducted on July 31, 2013.

## Public Meeting

On July 31, 2013 a regional public-transit human services transportation coordination meeting was held in West Salem, Wisconsin. The meeting notice was published in regional newspapers and over 150 invitations (list of meeting invitees, participants, meeting notice, etc. is attached as Appendix A) were sent out to transportation providers, agencies and advocates. Approximately 42 people attended the meeting and participated in the plan update process. A review of the coordination process was provided to participants as well as information on the region's demographics. The meeting facilitator then led a discussion focusing on identifying service gaps and needs in the region (and counties); identifying what has been done well in the last five years?; and identifying what could be done better? Meeting participants then developed and approved transportation plan goals based on the discussions.

The second part of the meeting involved a break out session in which individuals were grouped by county. Each group discussed gaps and needs, prioritized plan goals and identified actions to meet the goals of the plan at the County level. The meeting record which summarizes the meeting activities is attached as Appendix B. At the conclusion of the meeting participants were given meeting evaluation forms in an effort to evaluate the effectiveness of the meeting and planning process. In general the evaluations were positive and participants felt the meeting was productive. Appendix C attached contains a summary of meeting evaluation forms.



Meeting participants attending the coordinated public transit-human services transportation plan regional meeting.

## Demographic Information (Region and County Information)

An important component of the planning process is the analysis of the region's demographics and associated trends. The demographic information helps in assessing the individuals, groups and transportation-disadvantaged populations in the counties and region. Table 1 shows the region's population trends and projections. From 1970 to 2010 the region's population increased by 33.1% compared to 28.7% increase in the State and a 51.9% increase in the United States. The region's population is projected to increase by 14.6% by 2030.

**Table 1 Population Trends and Projections 1960-2030**

	1970 <sup>(1)</sup>	1980 <sup>(1)</sup>	1990 <sup>(1)</sup>	2000 <sup>(1)</sup>	2010 <sup>(1)</sup>	2015 <sup>(2)</sup>	2020 <sup>(2)</sup>	2025 <sup>(2)</sup>	2030 <sup>(2)</sup>	% Chg 70-10	% Chg 10-30
Buffalo	13,743	14,309	13,584	13,804	13,587	14,554	14,794	14,986	15,100	-1.1	11.1
Crawford	15,252	16,556	15,940	17,243	16,644	17,890	18,067	18,182	18,184	9.1	9.3
Jackson	15,325	16,831	16,588	19,100	20,449	21,339	22,151	22,860	23,438	33.4	14.6
La Crosse	80,468	91,056	97,892	107,120	114,638	116,465	119,783	122,764	125,234	42.5	9.2
Monroe	31,610	35,074	36,633	40,896	44,673	47,507	49,742	51,743	53,390	41.3	19.5
Pepin	7,319	7,477	7,107	7,213	7,469	8,142	8,449	8,726	8,937	2.0	19.7
Pierce	26,652	31,149	32,765	36,804	41,019	44,306	47,008	49,608	51,963	53.9	26.7
Trempealeau	23,344	26,158	25,263	27,010	28,816	29,789	30,746	31,577	32,219	23.4	11.8
Vernon	24,557	25,642	25,617	28,056	29,773	31,542	32,772	33,894	34,827	21.2	17.0
<b>MRRPC Reg.</b>	<b>238,270</b>	<b>264,252</b>	<b>271,389</b>	<b>297,246</b>	<b>317,068</b>	<b>331,534</b>	<b>343,512</b>	<b>354,340</b>	<b>363,292</b>	<b>33.1</b>	<b>14.6</b>
<b>State of Wis.</b>	<b>4,417,821</b>	<b>4,705,642</b>	<b>4,891,769</b>	<b>5,363,715</b>	<b>5,686,986</b>	<b>5,988,420</b>	<b>6,202,810</b>	<b>6,390,900</b>	<b>6,541,180</b>	<b>28.7</b>	<b>15.0</b>
<b>U.S.</b>	<b>203,302,031</b>	<b>226,542,199</b>	<b>248,709,873</b>	<b>281,421,906</b>	<b>308,745,538</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>51.9</b>	<b>NA</b>

(1) U.S. Dept. of Commerce-Bureau of the Census; (2) Population Proj.-WI Dept. of Admin.-Demographic Services Ctr.

Table 2 illustrates the region's Age 65+ population and projects the future Age 65+ population out to the year 2035. As the information demonstrates, the regions Age 65+ population will increase by more than 88% by the year 2035. It is obvious that such an increase will significantly increase the need for public transportation and further illustrates the need for a coordinated transportation system. Included in Appendix E is a map of each county showing the Age 65+ population distribution by census tract.

**Table 2 Population Projections Age 65+ - 2000-2035**

County	65+(1) 2010	65+(1) 2015	65+(1) 2020	65+(1) 2025	65+(1) 2030	65+(1) 2035	% Increase 65+ 2010- 2020	% Increase 65+ 2020- 2030	% Increase 65+ 2030- 2035	% Increase 65+ 2010-2035
Buffalo	2,459	2,805	3,218	3,739	4,083	4,226	30.9	26.9	3.5	71.9
Crawford	3,062	3,339	3,926	4,459	4,815	4,942	28.2	22.6	2.6	61.4
Jackson	3,303	3,266	3,731	4,344	4,785	5,022	13.0	28.2	5.0	52.0
La Crosse	15,201	17,698	21,303	25,078	27,984	29,786	40.1	31.4	6.4	95.9
Monroe	6,223	7,134	8,330	9,726	11,017	11,564	33.9	32.3	5.0	85.8
Pepin	1,337	1,484	1,700	2,004	2,191	2,319	27.2	28.9	5.8	73.4
Pierce	4,283	5,666	7,182	8,988	10,633	11,476	67.7	48.1	7.9	167.9
Trempealeau	4,567	5,110	5,914	6,761	7,657	8,144	29.5	29.5	6.4	78.3
Vernon	4,962	5,512	6,349	7,380	8,040	8,230	28.0	26.6	2.4	65.9
<b>Region</b>	<b>45,397</b>	<b>52,014</b>	<b>61,653</b>	<b>72,479</b>	<b>81,205</b>	<b>85,709</b>	<b>35.8</b>	<b>31.7</b>	<b>5.5</b>	<b>88.8</b>
<b>Wisconsin</b>	<b>777,314</b>	<b>900,170</b>	<b>1,060,620</b>	<b>1,243,600</b>	<b>1,402,900</b>	<b>1,485,570</b>	<b>36.4</b>	<b>32.3</b>	<b>5.9</b>	<b>91.1</b>

Source: (1) 2010 Census, (2) WI DOA Demographic Services Ctr, State & County Age-Sex Population Projections, 2005 - 2035

Table 3 illustrates the counties and regions median household income and poverty rates. In general the counties in the region median household incomes are less than the state and nation. Poverty rates in three counties (Buffalo, Pepin, and Pierce) are lower than the state rate, but the remaining six counties have a poverty rate equal to or higher than the State of Wisconsin.

**Table 3 Median Income and Poverty Rates of All Ages**

County	Median Household Income 2007-2011	Persons Below Poverty 2007-2011 (%)
Buffalo	\$46,073	10.6%
Crawford	\$40,933	12.3%
Jackson	\$44,106	16.4%
La Crosse	\$50,510	14.0%
Monroe	\$48,306	14.8%
Pepin	\$48,717	10.3%
Pierce	\$61,443	10.5%
Trempealeau	\$47,437	12.0%
Vernon	\$44,058	14.6%
<b>Region</b>	<b>\$47,954</b>	<b>N/A</b>
<b>Wisconsin</b>	<b>\$52,374</b>	<b>12.0%</b>
<b>Nation</b>	<b>\$52,762</b>	<b>14.30%</b>

Source: US Census Quickfacts for Wisconsin 2011

Table 4 shows a breakdown of percent of disabled persons in the region by two age categories and the number of disabled persons ages 21-64. In the region there are over 21,000 disabled persons between the ages of 21-64. The percent of disabled persons age 65+ in the region is 37.9. If we utilize the projection of the Age 65+ population for the region from Table 2 and multiply that by the region's current rate of disabled persons ages 65+ it can be projected that by the year 2035 the region will have over 32,000 residents that are Age 65+ and disabled.

**Table 4 Disabled Persons in MRRPC Region**

County	Number of Disabled Persons Ages 21-64	% of Disabled Persons Ages 21-64	% of Disabled Employed	% of Disabled Persons Ages 65+
Buffalo	1,240	16.4	67.9	35.8
Crawford	1,487	16.3	56.6	36.9
Jackson	2,088	20.6	54.1	40.7
La Crosse	8,015	13.4	61.5	35.4
Monroe	3,904	17.9	60.7	43.4
Pepin	469	12.4	60.1	38.2
Pierce	2,716	12.9	67.5	33.2
Trempealeau	2,599	17.5	67.8	35.5
Vernon	2,283	15.7	58.1	37.6
<b>Regional Total</b>	<b>21,616</b>	<b>16.8</b>	<b>61</b>	<b>37.9</b>

Source: 2000 US Census

Table 5 shows the means of transportation people utilize to get to work. It is not surprising that within the region 89.1% of people drove to work and 79.8% drove alone as there are limited public transportation options available for workers. In seven counties within the region the percentage of carpoolers equaled or exceeded the state average.

**Table 5 Means of Transportation to Work**

	Workers 16 years and over	Car, truck, or van	Drove alone	Car-pooled	Public transportation (excluding taxicab)	Walked	Bicycle	Taxicab, motorcycle, or other means	Worked at home
Buffalo	6,876	85.3%	72.6%	12.7%	0.3%	5.8%	0.0%	0.8%	7.8%
Crawford	7,680	86.8%	76.9%	9.9%	0.5%	4.2%	0.2%	0.7%	7.5%
Jackson	9,267	87.6%	78.5%	9.1%	0.2%	4.0%	0.6%	1.4%	6.3%
La Crosse	60,285	87.9%	78.9%	9.0%	1.1%	4.4%	1.2%	1.0%	4.4%
Monroe	21,438	88.6%	78.2%	10.4%	0.5%	3.0%	0.2%	1.7%	5.9%
Pepin	3,678	85.9%	75.1%	10.8%	0.0%	4.8%	0.4%	1.0%	7.9%
Pierce	22,262	87.5%	77.2%	10.3%	0.2%	5.5%	0.5%	0.5%	5.7%
Trempealeau	14,407	88.7%	76.8%	11.9%	0.3%	5.0%	0.3%	1.0%	4.8%
Vernon	13,564	84.5%	75.1%	9.3%	0.2%	4.6%	0.9%	1.1%	8.8%
<b>Wisconsin</b>	<b>2,806,770</b>	<b>89.1%</b>	<b>79.8%</b>	<b>9.3%</b>	<b>1.8%</b>	<b>3.3%</b>	<b>0.7%</b>	<b>1.0%</b>	<b>4.1%</b>
<b>United States</b>	<b>139,488,206</b>	<b>86.3%</b>	<b>76.1%</b>	<b>10.2%</b>	<b>5.0%</b>	<b>2.8%</b>	<b>0.5%</b>	<b>1.2%</b>	<b>4.2%</b>

Source: U.S. Census Bureau, American Factfinder, 2007-2011 ACS 5 yr Estimates - <http://factfinder2.census.gov/>

Table 6 illustrates where people in the region work. La Crosse County had the highest percentage of residents working in their county of residence at 89.8% followed by Monroe County at 79.6%. Pierce County had the lowest percentage of residents working in their county of residence at 35.8% followed by Buffalo County at 48.1%. The data further substantiates the need and importance of regional transportation coordination.

**Table 6 Place of Work**

	Worked in state of residence	Worked in county of residence	Worked outside county of residence	Worked in place of residence	Worked outside place of residence
Buffalo	76.3%	48.1%	28.3%	16.7%	27.5%
Crawford	94.5%	70.5%	24.0%	28.7%	23.0%
Jackson	98.8%	71.2%	27.5%	15.0%	17.5%
La Crosse	97.5%	89.8%	7.6%	39.0%	40.0%
Monroe	99.4%	79.6%	19.8%	23.2%	26.1%
Pepin	85.4%	52.1%	33.3%	15.6%	22.7%
Pierce	54.2%	35.8%	18.5%	17.1%	38.2%
Trempealeau	93.7%	69.2%	24.6%	16.7%	30.1%
Vernon	98.5%	61.5%	36.9%	17.7%	24.5%
<b>Wisconsin</b>	<b>95.9%</b>	<b>72.0%</b>	<b>23.9%</b>	<b>29.8%</b>	<b>42.4%</b>
<b>U.S.</b>	<b>96.2%</b>	<b>72.5%</b>	<b>23.6%</b>	<b>31.5%</b>	<b>42.8%</b>

Source: U.S. Census Bureau, American Factfinder, 2007-2011 ACS 5 yr Estimates

**Assessment of Available Transportation Providers/Services**

A transportation services provider survey was mailed to transportation providers in the region. The survey was also made available to transportation coordination meeting participants. A total of 28 provider response forms detailing the transportation services provided were returned. Provider response forms are attached in Appendix D. The following table lists the transportation providers in the region that responded to the provider survey. The chart illustrates the transportation services available at the regional and county level.

**Table 7 County/Multi-County Transportation Services Inventory**

Program Name	Counties Served									Other Counties Served
	Buffalo	Crawford	Jackson	La Crosse	Monroe	Pepin	Pierce	Trempealeau	Vernon	
Buffalo County Dept. Health & Human Services	X									
Caring Hearts Home & Transportation LLC	X			X				X	X	
Center for Independent Living for Western Wis., New Freedom Transportation Prg.						X	X			Barron, Chippewa, Clark, Dunn, Eau Claire, Polk, Rusk, St. Croix
Coulee Cab		X								
Coulee Region RSVP				X						
CouleeCAP Inc. - Work'N Wheels Prg.		X		X	X				X	
Faith in Action Volunteers of Monroe County					X					
Falls Taxi Inc.			X							
Handishop Industries					X				X	Juneau
Jackson County Interfaith Volunteer Caregivers			X							
La Crosse County Aging Unit				X						
La Crosse MTU				X						Houston, MN
Onalaska/Holmen/West Salem Public Transit				X						
Pepin County Aging Unit	X					X	X			Dunn
Pierce County ADRC							X			
Pierce Transportation							X			
Prairie du Chien ADRC		X								
River Falls Shared Taxi							X			
Senior Services - Monroe County					X					
Senior Services-Trempealeau County								X		

**Table 7 County/Multi-County Transportation Services Inventory**

Program Name	Counties Served									Other Counties Served
	Buffalo	Crawford	Jackson	La Crosse	Monroe	Pepin	Pierce	Trempealeau	Vernon	
Tomah VA			X	X	X			X	X	Adams, Clark, Juneau, Lincoln, Marathon, Portage, Price, Taylor, Wood, Washara
Trempealeau County-County Health Care Ctr								X		
VARC, Inc.		X		X	X				X	Juneau
Vernon County Unit on Aging									X	
Viroqua Cab									X	
Westby Cab					X				X	
Western Dairyland Work'N Wheels	X		X					X		Eau Claire
Western Wis. Cares-Volunteer Driver Prg.	X		X	X	X	X			X	Clark

Within the region there are two fixed route public transportation systems; La Crosse Municipal Transit Utility (MTU) and Scenic Mississippi Regional Transit (SMRT). The La Crosse MTU provides service to the City of La Crosse as well as bus routes to the adjacent communities of Onalaska, Town of Campbell (French Island), and La Crescent MN. La Crosse MTU operates seven days a week. The SMRT Bus began service in December of 2012 and provides service to La Crosse County, Vernon County and Crawford County serving sixteen cities and villages. SMRT buses run week day routes between 5:00 a.m. to 8:00 p.m. The region is also served by seven shared-ride taxi services. Share-ride taxi services operate in Tomah, Onalaska-Holmen, Westby, Viroqua, Black River Falls, Prairie du Chien, and River Falls.

All counties in the region either sponsor and/or operate programs (volunteer drivers, mini-buses, etc.) that provide transportation services to elderly and disabled residents. A portion of funding for the operation of the county transportation services comes through State of Wisconsin 85.21 funding. The transportation services are primarily operated by County Aging Units or Senior Services Offices. The transportation services provide door to door service for medical appointments, shopping, and social activities.

The region is also served by numerous specialized transportation providers. Specialized transportation providers primarily provide transportation to consumers that are disabled or need personal assistance to get to medical appointments or employment opportunities.

In assessing the available services, the challenge that continually faces the counties and transportation providers is “space”. The region for the most part is very rural and providing transportation services to a rural area is challenging and expensive. Based on initial analysis, it appears that the number of vehicles and seats on the vehicles is not a significant issue. The challenge remains serving a rural area. It is apparent that in the future to better address the “spatial challenge” coordination of transportation services is vital in order to meet the increasing transportation needs of the region’s population.

**Assessment of Transportation Needs For Transportation-Disadvantaged Populations**

At the public-transit human services transportation coordination meeting, a general discussion among meeting participant’s focused on identifying service gaps and needs for disadvantaged populations in the counties and the region. The gaps and needs identified were derived from the experiences of the meeting participants and from a review of demographic data for the region. The “Needs and Gaps” are listed below:



### **Needs and Gaps**

- Communicating details about riders' needs (e.g., wheelchair) to volunteer drivers
- Short or no weekend service
- Want access to S.M.R.T. bus
- Attention to population centers other than La Crosse
- Availability of cot and stretcher transportation
- Availability of dialysis and bariatric transportation
- Expansion of La Crosse municipal bus to West Salem, and other communities
- Availability of vehicles capable of transporting wheelchairs
- Educating the public and medical community to schedule appointments to coincide with transit timetables
- Lack of transit between Wisconsin and Minnesota communities
- Unexpressed or hidden demand for transit in rural areas (i.e., people need transit, but aren't speaking up about it)
- Keeping fares affordable
- Scheduling routes to run later into the night and accommodate 3<sup>rd</sup>-shift workers
- Programs for purchase and/or repair of private automobiles
- Disabled population is largely willing to work, but is often unable to drive and cannot find adequate transportation to a job

The group also reviewed the service gaps and needs identified during the 2008 planning process and identified "What has been done well in the last five years?" (listed below):

### **What has been done well in the last five years?**

- S.M.R.T. Bus (should look into possibility of expansion)
- More coordination among agencies, to eliminate needless duplication
- Willingness of agencies to cooperate across county lines
- Development of volunteer-driver programs
- More mobility managers
- Changing attitude toward transit: more positive than before; people more likely to see themselves as potential riders than before
- STRAP funding
- Use of attendants
- Agencies welcome all kinds of riders (i.e., programs are not limited only to the disabled, elderly, etc.)
- Medical transportation added to benefits packages
- Medicaid brokerage

In general, transportation providers do an adequate job of meeting the needs of the region's population. However, as illustrated there are service gaps and needed services in the region. Several of the gaps and needs focused on expansion of transportation services in the region. Expansion of the region's two fixed route bus services was highlighted. Expanding the SMRT Bus to serve more counties and the expansion of La Crosse MTU to West Salem and other communities was identified as a need. Needs also included more specialized equipment/services to meet the needs of dialysis and bariatric consumers. Additionally providing public transportation to rural areas and operation in non-traditional hours were identified.

As part of the plan update process, meeting attendees also discussed “What could be done better?” in an effort to identify activities and or transportation coordination improvements over the next five years.

### **What could be done better?**

- Combine all types of transit – break down silos among general ridership, disabled, elderly, etc. – “it’s all transportation”
- Need more accessible transportation, especially as the population ages
- Younger residents are less enthusiastic about car ownership, and want effective transit
- More volunteer drivers needed – connect with R.S.V.P.
- Encourage sharing of vehicles and other resources among local governments
- Secure enough funding for transportation programs
- Improve marketing, outreach, and education about transportation options

Meeting participants expressed the need for more accessible transportation as well as improved coordination of regional transportation services, information, education, and marketing. The need for funding was also identified as important to continue to improve transportation services.

### **Plan Goals**

Based on the information gathered and public input received, human services transportation plan goals were developed. The plan goals are broad in scope in an effort to address and be consistent with existing and future strategies, actions and programs. The goals are the foundation for future transportation activities at the regional and county level. The goals approved as part of the planning process are:

#### Plan Goals

- 1) Increase transportation options for the transportation disadvantaged.
- 2) Develop/expand/continue transportation services.
- 3) Strive to increase transportation funding to create sustainable transportation services.
- 4) Develop and improve access to information and increase awareness of transportation services (marketing/educational outreach).
- 5) Maximize the efficiency of transportation services through technology, innovation and coordination.

### **Strategies, Activities and/or Projects to Address Gaps and Needed Services**

The following five year “Regional Strategies, Activities and/or Projects Work Plan” was developed based on the Regional Transportation Coordinating Committees past efforts, public/participant input from the planning meeting conducted as part to the 2013 plan update, and information gathered from individual County “Strategies, Activities and/or Projects Work Plans” developed at the meeting. Both a Regional “Strategies, Activities and/or Projects Work Plan” and County “Strategies, Activities and/or Projects Work Plans” were prepared as part of the planning update process. The regional “Strategies, Activities and/or Projects Work Plan” focuses on activities and programs that when implemented will improve transportation coordination on a regional level looking across county lines and agency boundaries. It is important to point out that roadblocks to implementation of the strategies have been identified. For the strategies to be successful the roadblocks will have to be overcome. In numerous cases the roadblocks are not locally controlled, meaning that in order for local regional coordination to be truly successful rules, policies, and requirements of numerous non-regional entities will have to be modified or changed.

## Regional Strategies, Activities and/or Projects Work Plan

Priority of Goal	Strategy/Goal to support 5 year coordinated plan	Activities	Person(s) Responsible	Timeline/Deadline	Roadblocks to Implementation
2	Increase transportation options for the transportation disadvantaged.	<ul style="list-style-type: none"> <li>●Explore one call regional ride scheduling and coordination of vehicle routes</li> <li>●Evaluate the expansion to the SMRT bus (fixed route bus service) to more counties in the region.</li> </ul>	●The Regional Transportation Coordinating Committee will be responsible for the coordination and completion of the activities	●Year 1 and 2	<ul style="list-style-type: none"> <li>●Cost of a centralized ride scheduling system</li> <li>●Requires cooperation of counties and transportation agencies</li> <li>●Requires coordination of transportation services</li> <li>●Funding</li> </ul>
1	Develop/expand/continue transportation services.	<ul style="list-style-type: none"> <li>●Continue SMRT Bus Service in the Region</li> <li>●Continue to facilitate the coordination of elderly disabled transportation services (shared volunteer drivers, etc.)</li> <li>●Identify opportunities to maintain and expand the number of vehicles in the region providing transportation services</li> </ul>	●The Regional Transportation Coordinating Committee will be responsible for the coordination and completion of the activities	●On going through 5 year plan period	<ul style="list-style-type: none"> <li>●Cost of not having full bus</li> <li>●Complexity of rules</li> <li>●Cooperation among all agencies</li> <li>●Difficulty in prioritizing services, needs for vehicles</li> <li>●Funding</li> </ul>
5	Develop and improve access to information and increase awareness of transportation services (marketing/educational outreach).	<ul style="list-style-type: none"> <li>●Work with counties and explore shared marketing approaches to reach consumers</li> <li>●Assist counties in getting more information on the internet and the coordination of information services</li> <li>●Continue to increase regional awareness of the La Crosse County sponsored "Find a Ride"</li> <li>●Increase awareness of state sponsored "Rideshare" website for carpooling purposes</li> </ul>	●The Regional Transportation Coordinating Committee will be responsible for the coordination and completion of the activities	●Initiate Year 1 and 2 then on going through 5 year plan period	<ul style="list-style-type: none"> <li>●Cost</li> <li>●Web access (providers and consumers)</li> <li>●Consumer literacy</li> </ul>
4	Maximize the efficiency of transportation services through technology, innovation and coordination.	<ul style="list-style-type: none"> <li>●Facilitate the sharing locally developed transportation technology (tracking, accounting programs, SAMS reporting)</li> <li>●Work with counties in identifying and evaluating local/regional routing software</li> <li>●Explore new media outlets (facebook, twitter, etc.) to communicate with users</li> <li>●Continue to work cooperatively with neighboring counties (Juneau, Richland, Eau Claire, etc.) and neighboring regions</li> </ul>	●The Regional Transportation Coordinating Committee will be responsible for the coordination and completion of the activities	●On going through 5 year plan period	<ul style="list-style-type: none"> <li>●Computer literacy</li> <li>●Software interface</li> <li>●Personnel to develop</li> <li>●Data maintenance</li> <li>●Cost of technology</li> </ul>
3	Strive to increase transportation funding to create sustainable transportation services.	<ul style="list-style-type: none"> <li>●Coordinate Local, State, and Federal elected officials outreach</li> <li>●Assist counties in pursuing state and federal transportation funding</li> <li>●Maintain/increase existing funding levels</li> <li>●Work with counties in pursuing grant funding through collaborative efforts</li> <li>●Expand employee and business support for rides</li> <li>●Gain medical centers support(local hospitals)</li> </ul>	●The Regional Transportation Coordinating Committee will be responsible for the coordination and completion of the activities	●On going through 5 year plan period	<ul style="list-style-type: none"> <li>●Political support for funding</li> <li>●Competitiveness among local providers</li> <li>●Complicated processes (grants)</li> <li>●Need grant writers</li> </ul>

The regional activities developed as part of the plan update process focus on exploring one call regional ride scheduling, continue and expand the existing SMRT Bus regional transportation service, technology improvements and technology sharing to reach more people, assist in maintaining and expanding the number of vehicles in the region providing transportation services. Increased coordination and funding for activities were also identified as regional activities. The regional activities identified will help in addressing the “needs and gaps” identified by meeting participants. The Regional Transportation Coordinating Committee is identified as the responsible entity to facilitate the activities. Regional Transportation Coordinating Committee meetings over the planning period will address the activities listed in the work plan.

Individual County “Needs and Gaps” and “Strategies, Activities and/or Projects Work Plans” were developed and are included in Appendix E. It was recognized that it was important to identify individual county projects/actions as part of the plan update process. County “Strategies, Activities and/or Projects Work Plans” will serve as a guide for individual counties to follow when implementing transportation coordination efforts at the county level to address service gaps and needs. These plans identify more county specific programs/activities that will improve transportation coordination and service delivery at the local level.

### **Identification of Priorities**

Participants at the July 31, 2013 human services transportation coordination public meeting upon developing plan goals and activities, prioritized the goals by county based on resources, time, and feasibility. The prioritization of goals and actions are included on the county “Strategies, Activities and/or Projects Work Plans” in Appendix E. Regional “Strategies/Goals” (pg. 9) were prioritized based on a review of county “Strategies/Goals” prioritization. Valuable in the prioritization assessment was reviewing the “roadblocks to implementation” that were identified in the plan update process. The “roadblocks to implementation” often times identified a lack of resources or time to implement the activity.



County “breakout session” at the coordinated public transit-human services transportation plan meeting

### **Conclusion**

Regional transportation coordination is taking place in Western Wisconsin. County and agency boundaries are becoming less significant in the provision of transportation services, while consumer destinations and needs are becoming more important. An active Regional TCC exists with the intent of coordinating transportation on a regional basis understanding that counties and agencies will continue to provide transportation services that are responsive to their consumer’s needs. It is the hope of the Regional TCC and transportation advocates that lessons learned locally will also be learned at the state and federal level (particularly by the funding and program rule makers) as true transportation coordination and service provision will not be achieved until that day comes.