**Transportation Talks Case Studies – Green Bay Event 6/26/2019**

Name of Program: Winnebago Catch-A-Ride

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Program basics:

*What is your program – or one innovative aspect of your program?*

Winnebago Catch A Ride (WCAR)-Pilot project that utilizes Mobility as a Service (MaaS) to fill gaps in transportation within Winnebago County. The main focus is to coordinate among public/private transportation providers and to manage volunteer drivers to fill the existing transportation gaps to get disadvantaged individuals to work and medical appointments. In addition to MaaS, there is 24/7 call center support and an intern to help manage and expand the program. WCAR is operated through a partnership between Feonix Mobility Rising, Make the Ride Happen, Forward Services Corp, GO EDC, Partnership Community Health Center, Winnebago Health Department and East Central Wisconsin Regional Planning Commission. The MaaS software provided through Feonix Mobility Rising is under contract until September of this year.

*Who operates the program?*

WCAR is operated through a partnership between Feonix Mobility Rising, Make the Ride Happen, Forward Services Corp, GO EDC, Partnership Community Health Center, Winnebago Health Department and East Central Wisconsin Regional Planning Commission. The MaaS software provided through Feonix Mobility Rising is under contract until September of this year.

*How long has it been in operation? Did it change over the years? How long did the planning process take?*

The pilot project has been in operation since October 2018 and will go to September 2019. The WCAR program has adapted over the last nine months to better accommodate the community and partners. Original plans focused on the MaaS software, large scale and automation, but soon shifted toward a local focus, person center transportation and partnership building. The planning process for this pilot program started in June, 2016 with a group of concerned community members meeting to discuss rural Winnebago County transportation barriers and gaps. This coalition started to strategize, survey residents and began connecting with local employers and healthcare institutions. As the group began to build momentum, they applied for an EasterSeals grant which lead to the current pilot program called Winnebago Catch-A-Ride.

Funding mechanism:

*How is it funded? (grants, levy, other)*

The pilot program is funded through an EasterSeals grant from October 2018 to September 2019. To sustain the program into the future, WCAR partners plan to apply for funding through the 5310 - Enhanced Mobility of Seniors and Individuals with Disabilities Program, Wisconsin Employment Transportation Assistance Program and a Basic Needs Living Grant through the Oshkosh Community Foundation. GO EDC did receive a Wisconsin Commute to Careers grant to help subsidize the transportation cost for employment rides.

Knowledge Transfer to new programs contemplating similar programming:

*Lessons learned/things you’d do again or do differently*

* Any program focusing on volunteers and transportation needs to start at the local level to be successful. Local support and consistent messaging is key to the development of any volunteer driven program. It sounds intuitive, but it is easy to get caught up in new technology, buzz words that can deter the people you are trying to serve. Who would you believe someone across the country or your next door neighbor? Who knows you better?

*What data do you collect data? How do you measure success?*

WCAR collects reason for request, miles, trips and purpose. Success is measured through the number of completed trips and lives changed.

*Share a story about riders on your systems (Remind us why we do what we do!) or provide other information you’d like your peers to know so they can replicate your program if they choose to do so.*

The following is a great success story for WCAR that we used in writing a community foundation grant. Josh was working with Forward Services to get training and support to find a stable job in Oshkosh. He found the job and started out working part time. He could use the Go Transit Bus to get to work, but his shifts went to 8-9PM and the bus does not run after 630pm. WCAR was used to get him home, he was able to maintain employment and employer gave him more hours. He got help with cost of ride from Forward Services in the beginning and then transitioned into the Commute to Careers subsidy that WCAR offered. He is presently in a place now where he is making a livable wage and has been able to get long term housing.

Name of Program: Make The Ride Happen (MRH) Program of Lutheran Social Services

Contact name and email: Holly Keenan, [holly.keenan@lsswis.org](mailto:holly.keenan@lsswis.org)

Program basics:

*What is your program – or one innovative aspect of your program?*

Make The Ride Happen (MRH) offers Mobility as a Service (MaaS) to Calumet, Outagamie, and Winnebago County, which includes a volunteer driver program and mobility counseling. The MRH volunteer driver program provides transportation to seniors and disabled individuals through a volunteer driver and their vehicle. In addition to transportation, MRH provides mobility counseling which consists of one on one transit training, trip planning and coordination. MRH is presently working on developing new program called Cycling Without Age (CWA).

Cycling Without Age (CWA)-This program will provide joy and vitality to older adults and those with differing abilities through the magic of the trishaw ride, a pedal assist cargo bike. This project will develop a network of trained volunteers (pilots) who can provide a trishaw bicycle ride. The goal is to offer these rides to clients who live in the community, in their homes or with family, often more isolated.

*Who operates the program?*

MRH manages (houses trishaw, marketing and scheduling of the rides) the CWA program in coordination with Fox Cities Greenways, Volunteer Fox Cities, Wisconsin Bike Federation and East Central Wisconsin Regional Planning Commission.

*How long has it been in operation? Did it change over the years? How long did the planning process take?*

CWA program will start in summer 2019. The planning for this project started in spring 2018 and continues presently with training volunteers, writing policies and building the infrastructure. Program is constantly changing and using a similar project template as Portage County’s Cycling without Age program.

Funding mechanism:

*How is it funded? (grants, levy, other)*

CWA Trishaw was purchased with Private Donations and Fox Cities Community Foundation SPARK Grant. We are also looking at an AARP Grant.

Knowledge Transfer to new programs contemplating similar programming:

*Lessons learned/things you’d do again or do differently*

CWA Partners in this project brought a wealth of knowledge and doing it together was cumbersome at times but worth it. I also feel that I needed to keep project moving but slowing it down when I felt that I needed to keep it simple in order to be successful. Keeping in mind the reality of who we are serving going forward.

*What data do you collect data? How do you measure success?*

CWA program will be involved in a research project at UW Steven Point that will ask for additional data as it relates to older adults in isolation and quality of life.

*Share a story about riders on your systems (Remind us why we do what we do!) or provide other information you’d like your peers to know so they can replicate your program if they choose to do so.*

The CWA program is just beginning, but we expect this program to change the lives of those involved for the better. We are excited to see how our efforts affect our aging population and reducing isolation.

Name of Program: Brown County Voucher Program

Contact name and email: Andrea Vlach, Mobility Coordinator; AndreaVl@greenbaywi.gov

Program basics:  
The Voucher Program offers two types of vouchers: Individual and Agency, and allows qualified individuals (older adults and individuals with disabilities) to access private-pay transportation when current transportation systems are not in operation (i.e.: nights and weekends). Two private-pay providers signed on and include Yellow Cab for ambulatory riders and Arms of Angels for individuals using mobility devices. Individual vouchers enable qualified Brown County residents to purchase vouchers at 50% the face value, but use 100% the face value towards a ride with our participating providers. There is a limit to the number of vouchers an individual can purchase each month. Vouchers can also be purchased by agencies and clinics at full-price, to distribute to their clients who may need transportation after regular business hours, such as in the case of hospital discharge. These vouchers may be sold by the purchasing agency if they choose; however, the sale price may not exceed 50% of the voucher value. There is no limit to the numbers of vouchers agencies may purchase.

Who operates the program? (direct management or under contract?)  
Mobility Management of Brown County (MM) is responsible for producing the vouchers, selling the vouchers, and administering the system. Green Bay Metro provides oversight with assistance from Brown County Planning Commission. Mobility Management of Brown County (MM) will continue to develop a group of private transportation providers who agree to participate in the voucher program.

How long has it been in operation? Did it change over the years? How long did the planning process take?  
This program was piloted in November and December, 2018 and the pilot project was converted to a program in January of 2019. This has been a vision of the county for several years.

Funding mechanism: How is it funded? (grants, levy, other)  
As a program beginning in 2019, funding has been included in the application of the State Section 85.21 grant, administered by the Brown County Planning Commission.

Knowledge Transfer to new programs contemplating similar programming:  
Lessons learned/things you’d do again or do differently. This is an on-going process. We are always looking at ways to provide more cost-effective transportation. We will continue to review and monitor to improve the program.

What data do you collect data? How do you measure success?  
Personal data collected for individuals includes name, address, phone number, email address, type of incapacity (i.e. Illness, injury, congenital malfunction, age, or other temporary or permanent disability), household income\* and ethnicity.\* Also recorded are voucher numbers, purchase amount, name of provider used, date of ride, date of request for reimbursement, type of trip (work, medical, social, shopping, et.), pick up/drop off locations, miles, provider companies, complaints, etc. We measure success by the ability to help the majority of individuals in our county.

\*Answer is not required; however, highly encouraged

Share a story about riders on your systems (Remind us why we do what we do!) or provide other information you’d like your peers to know so they can replicate your program if they choose to do so.   
  
“I can’t thank you enough. It’s truly been a God-send for me. We initially bought a few vouchers just in case...they didn't expire for a year so we thought we might use them at some point, even though we pride ourselves on our independence. Then, only a few weeks later, my husband fell ill and we rode to the hospital together in an ambulance. I stayed until he was settled there, but I had no way to get home and it was late. Thank-fully I had the vouchers and was able to get home quickly and safely. I just can’t thank you enough!”

- Rita

Rita and her husband qualify for the voucher program and use Curative Connections during the day when needed. They purchased additional vouchers, and Rita is able to visit her husband who is still in the hospital. Any remaining vouchers, she says, will be kept for future emergencies.

Name of Program: Commute with Enterprise, Enterprise Holdings, Enterprise CarShare

Contact name and email: Valerie Hoff [Valerie.a.hoff@ehi.com](mailto:Valerie.a.hoff@ehi.com)

Program basics: Commute with Enterprise is a completely turn key program for those commuting to/from work every day who may not have access to public transportation or are looking to save money on their commute. We can work with HR teams to find groups of people that live near each other and then meet with those groups to explain our program and see if they want to form a van. Once a van is formed, a few people are selected to share driving responsibilities. They typically meet at a central location and return to that same location after work. Companies can choose to subsidize a portion, or the riders can pay on their own. We offer minivans, crossover SUV’s or large 15 passenger vans.

If a company is looking for more of a shuttle vehicle with someone they have hired as a driver, we do have monthly vehicles available through our regular Enterprise location. These can be rented by the day, week, month, etc.

Enterprise CarShare is essentially a monthly rental with technology. The technology allows for the vehicle to be rented 24/7 as reservations are made online and keys are kept inside the vehicle. Only a member that has a reservation would be allowed access during their time of reservation. If someone does not have a reservation, they will not be able to unlock the doors/access the keys.

Who operates the program? (direct management or under contract?)

Enterprise operates all these programs. For Commute, we usually have 1 person in the van listed in each van as the coordinator who is my main point of contact for that van and a contact at the company we are working with as well. For a regular rental or Enterprise CarShare, we usually work with a contact at the company for various things.

Funding mechanism:

How is it funded? (grants, levy, other)

Commute vans can be funded by the employees themselves through a credit card/online payment. Companies can choose to subsidize a portion, and/or do a pre-tax payroll deduction from the employee’s checks.

For Enterprise rentals and Enterprise Carshare – companies usually pay a monthly fee

Knowledge Transfer to new programs contemplating similar programming:

What data do you collect data? How do you measure success?

Commute with Enterprise – we can provide data on the number of parking spots eliminated and carbon emissions reduced for each van/company. We look at how many people could potentially participate in a vanpool program versus how many vans we have as a measure of success. Also how long the vans stay on the road once a group starts up. People tend to stay in their vanpools for quite some time!

Enterprise CarShare – The technology allows for a lot of data to be collected in terms of renting habits. We can see when people book versus when they unlock/get in the vehicle. We can also see when the end of their reservation was versus when they returned the vehicle/locked the doors back up. We can work with the company to correct some of these things and see if we can tighten up the utilization to allow more people to share the vehicle – and share it more effectively.

Share a story about riders on your systems (Remind us why we do what we do!) or provide other information you’d like your peers to know so they can replicate your program if they choose to do so.

Commute with Enterprise - Over 40% of employees have quit a job due to a long commute. By bringing people together, it can give employees some time back in their day – allowing them to relax on their way home, catch up on emails, stream a show, etc. Employees are happier, and companies have better retention so it’s a win-win for all!

\*\*\*Inclusion of this case study should not be seen as an endorsement of a product or service by GWAAR\*\*\*

Name of Program: TBD

Contact name and email: Leah Klein, Waupaca County DHHS, 715-258-6274, leah.klein@co.waupaca.wi.us

Program basics:

This innovative initiative is designed to capitalize on the already moving people and vehicles within an organization’s daily operations. Combining the needs of the 85.21 Volunteer Driver Transportation Program and Waupaca County DHHS Employee travel patterns allows for reduction in redundant cross-county travel. People and things are moving every which way on a daily basis, the common denominator – Waupaca County DHHS. Project innovators knew there had to be a more efficient way to get people where they need to go and things where they need to be. The answer, we hypothesized, was not getting *more people* moving in *more vehicles*, yet getting the already moving people in the already moving vehicles to talk to one another. The most innovative and intuitive way to do that was through a smartphone application. Volunteer Driver ride requests as well as requests to move items are entered into the smartphone app, analyzed by the applications algorithm to determine the nearest route, nearest driver, and possible overlapping existing requests.

Other anticipated benefits include cost efficiency in human service employee travel and increased public awareness of community need. By adding more “users” to the smartphone application, the web of connections and the breadth of efficiency is immeasurable.

What is your program – or one innovative aspect of your program? *There is not time or space for a full program overview and many may already know about your general program. Find a part of your program that is innovative or new that you want to highlight and others can implement.*

Waupaca County DHHS is partnering with Keyhubs, a Twin Cities based company. Keyhubs specializes in uncovering the potential that lies within an organization’s existing and hidden connections. Keyhubs analyzed Waupaca County employee’s information networking connections to find influences within the agency – often buried within a typical, hierarchical structure. Keyhubs took the same technology used to create connections mapping with employees and applied it using Volunteer Driver rides and DHHS Employee travel during the same month. What was discovered was high levels of redundancy in travel patterns – Volunteer Driver rides and DHHS Employee travel to and from the same cities on the same day. In order to test the legitimacy of the redundancy discovered and reveal potential cost savings, DHHS & Keyhubs are partnering further with the development and testing of a smartphone application. This smartphone application, in theory, will use preloaded ride request data, employee calendar information, and real-time geospatial data to determine the most time and cost effective method of moving people and items across and within Waupaca County. A live Transportation Coordinator will orchestrate the viability of potential ride matches and provide the irreplaceable human relationship that makes the Volunteer Driver Transportation Program such a success.

Who operates the program? (direct management or under contract?)

The primary operations of this program will be overseen by Waupaca County’s Deputy Director, Aging & Disability Resource Unit Manager, Transportation Coordinator, and Keyhubs staff.

How long has it been in operation? Did it change over the years? How long did the planning process take?

The trial smart phone application is currently in its development stages. Waupaca County DHHS and Keyhubs anticipates a late June, early August trial application launch with a small group of testers.

Funding mechanism:

How is it funded? (grants, levy, other)

Waupaca County DHHS utilized 85.21 Trust to expense the research and smartphone application development phases.

Knowledge Transfer to new programs contemplating similar programming:

Lessons learned/things you’d do again or do differently

We are excited to launch and test version one of a smartphone application. We will be using a small number of individuals to test the smartphone application including Waupaca County DHHS employees, Volunteer Drivers, and Volunteer Driver Transportation Program riders. We anticipate feedback to include opportunities for smartphone application enhancement and recommended additions and modifications for improved user experience.

What data do you collect data? How do you measure success?

The data collected will be used to measure multiple items including continued rider satisfaction and cost effectiveness.

Share a story about riders on your systems (Remind us why we do what we do!) or provide other information you’d like your peers to know so they can replicate your program if they choose to do so.

We hope to share more on this question in the near future!

Name of Program: Fort Atkinson Mobility Coalition

Contact name and email: Karl Schulte [karl@browncab.inc](mailto:karl@browncab.inc)

Program basics: This coalition came together in order to request funds to help improve access to downtown business and venues. Specifically the coalition proposed to improve walk, bike, and shuttle opportunities. Based on this proposal Fort Atkinson was awarded an Easter Seals grant ($100,000). The following initiatives have resulted:

* Ride United (free rides to already existing free clinics).
* Jefferson County Mobility Manager (new position).
* Senior Center Bus (second-hand vehicle, new service).
* New Accessible Shared-Ride Taxi (replaces an older vehicle).
* Safer Crosswalks (flashing lights to help cross five busy roadways).

What is your program – or one innovative aspect of your program?

Easter Seals very wisely allowed us to use some of the award to convene a larger group of stakeholders. At this stakeholder meeting the coalition leaders listened carefully to the expressed needs and desires. We reshaped how we spent the remainder of the $100,000 to better match what we learned from the stakeholders’ meeting.

Who operates the program?

Six initiatives were established. Each is managed separately. The coalition continues to meet and monitor progress. The City itself was named as the recipient of the award, and so several staff members from the City are part of the coalition. (i.e. City Engineer; and City Senior Center Director.)

How long has it been in operation? Did it change over the years? How long did the planning process take?

The coalition wrote the request in the fall of 2016. The award was announced in the February of 2017. Easter Seals awarded similar grants to ten other bodies, and scheduled Fort Atkinson for a stakeholders meeting in February of 2018. The coalition began identifying projects shortly thereafter. The coalition is on target to spend the last of the award before the end of July 2019.

Funding mechanism:

How is it funded?

Our Easter Seals award was used to leverage additional funds from other entities. The six initiatives and their funding sources are:

1. Ride United (free rides to free clinics). Easter Seals plus United Way.
2. Jefferson County Mobility Manager. Easter Seals plus Federal 5310.
3. Senior Center Bus. Easter Seals plus inkind from City of Fort Atkinson.
4. New Accessible Shared-Ride Taxi. Easter Seals plus Federal 5311.
5. Safer Crosswalks. Easter Seals plus Fort Community Foundation.
6. Outreach and Promotion. Easter Seals.

Knowledge Transfer to new programs contemplating similar programming:

Lessons learned/things you’d do again or do differently

The coalition did a great job listening to the stakeholders at the stakeholder meeting. Long before the stakeholder meeting the coalition members had preconceived ideas of how to spend $100,000. In fact the coalition needed an initial plan in order to get the award in the first place. But stakeholders at the meeting were somewhat turned off because it seemed as if their participation was too late. But it turned out that the coalition members were extremely attentive and made many adjustments to better meet the needs of our stakeholders.

One great example of an ‘aha’ moment for me was when stakeholders patiently explained to me that not all seniors enjoy the spontaneity of taxicabs. Some really prefer/require regimented same-vehicle, same-driver, same-time pickups. And hence instead of just expanding the shared-ride taxi program (which would have been my preference) we added a “senior center bus” to serve those who don’t care for shared-ride taxis.

Another key moment was when we all agreed that safe crosswalks are terribly important to all our purposes and to all public transit users, and so we added the crosswalks initiative.

The only downside was that Easter Seals scheduled Fort Atkinson to go last. It has been hard keeping the momentum up for such a long period.

What data do you collect data? How do you measure success?

The coalition spent some of the $100,000 to hire a marketing team from UWW to poll stakeholders before the meeting. This had the dual purpose of gathering data and getting the word out that there was $100,000 to spend.

Share a story about riders on your systems (Remind us why we do what we do!) or provide other information you’d like your peers to know so they can replicate your program if they choose to do so.

As a rule most of my everyday riders like what we offer---that’s why they keep calling. It was an eye-opener to work with a whole range of folks who don’t use shared-ride taxis, and don’t want to buy (or use) a car, and so they are looking for other transportation options.