

TITLE VI PLAN

City of Prairie du Chien, Wisconsin Coulee Cab (Shared-Ride Taxi) and SMRT Bus (Fixed Route Service)

The City of Prairie du Chien contracts for the operation of the Shared-Ride Taxi service (Coulee Cab), and the Common Council of the City of Prairie du Chien provides oversight and is the responsible party for managing the system.

The City of Prairie du Chien contracts for the operation of the SMRT Bus system, and a Transportation Coordinating Committee made up of representatives from Crawford, Vernon, and La Crosse Counties provides oversight with the Mississippi River Regional Planning Commission supplying technical assistance. The Common Council of the City of Prairie du Chien is the responsible party for managing the system.

Adopted on: April 22, 2014

Adopted by: Common Council of the City of Prairie du Chien

This policy is hereby adopted and signed by:

City of Prairie du Chien, Wisconsin

Executive Name/Title: Aaron Kramer, City Administrator

Executive Signature/Date:  4/24/14

POLICY STATEMENT

The **City of Prairie du Chien, Wisconsin** as a recipient of Federal Transit Administration (FTA) grant dollars either directly from FTA or through the Wisconsin Department of Transportation (WisDOT) will comply with the Title VI of the Civil Rights Act of 1964 (42 U.S.C. 2000d) and the U.S. Department of Transportation implementing regulations. Also reference the *Regional Coordinated Public Transit-Human Services Transportation Plan for the Mississippi River Regional Planning Commission Region 2014-2018*.

TITLE VI PLAN ELEMENTS

The **City of Prairie du Chien's** Title VI plan includes the following elements:

1. Evidence of Policy Approval
2. Notice to the Public
3. Complaint Procedure
4. Complaint Form
5. List of transit related Title VI Investigations, Complaints and Lawsuits
6. Public Participation Plan
7. Language Assistance Plan
8. Minority Representation Table and Description

Note: Additional materials will be attached, if required.

TITLE VI NOTICE TO THE PUBLIC

The **City of Prairie du Chien's** Notice to the Public is as follows:

Notifying the Public of Rights Under Title VI

THE CITY OF PRAIRIE DU CHIEN

- ✓ The **City of Prairie du Chien** operates its programs and services without regard to race, color, and national origin in accordance with Title VI of the Civil Rights Act. Any person who believes she or he has been aggrieved by any unlawful discriminatory practice under Title VI may file a complaint with the **City of Prairie du Chien**.
- ✓ For more information on the **City of Prairie du Chien's** civil rights program, and the procedures to file a complaint, contact (608) 326-6406; email belvert@prairieduchien-wi.gov; or visit our administrative office at City Hall, 214 East Blackhawk Avenue, Prairie du Chien, WI 53821. For more information, visit www.prairieduchien.info.
- ✓ A complainant may file a complaint directly with the Federal Transit Administration by filing a complaint with the Office of Civil Rights, Attention: Title VI Program Coordinator, East Building, 5th Floor-TCR, 1200 New Jersey Avenue, SE Washington, DC 20590.
- ✓ If information is needed in another language, contact (608) 326-6406.

The **City of Prairie du Chien's** Notice to the Public is posted in the following locations:

- ☑ City website - www.prairieduchien.info; Coulee Cab website - www.runninginc.net/prairie.html and SMRT Bus website - www.ridesmrt.com
- ☑ Public areas of the agency office (common area, public meeting rooms, etc.)
- ☑ Inside vehicles
- ☑ Rider guides/schedules

TITLE VI COMPLAINT PROCEDURE

The **City of Prairie du Chien's** Title VI Complaint Procedure is made available in the following locations:

- City website, either as a reference in the Notice to Public or in its entirety
- Hard copy in City Hall
- Available in appropriate languages for LEP populations, meeting the Safe Harbor Threshold.

Any person who believes she or he has been discriminated against on the basis of race, color, or national origin by the **City of Prairie du Chien** may file a Title VI complaint by completing and submitting the agency's Title VI Complaint Form.

The **City of Prairie du Chien** investigates complaints received no more than 180 days after the alleged incident. The **City of Prairie du Chien** will process complaints that are complete.

Once the complaint is received, the **City of Prairie du Chien** will review it to determine if our office has jurisdiction. The complainant will receive an acknowledgement letter informing her/him whether the complaint will be investigated by our office.

The **City of Prairie du Chien** has 14 days to investigate the complaint. If more information is needed to resolve the case, the city may contact the complainant.

The complainant has 14 business days from the date of the letter to send requested information to the investigator assigned to the case.

If the investigator is not contacted by the complainant or does not receive the additional information within 14 business days, the city can administratively close the case. A case can be administratively closed also if the complainant no longer wishes to pursue their case.

After the investigator reviews the complaint, she/he will issue one of two (2) letters to the complainant: a closure letter or a letter of finding (LOF).

- ✓ A closure letter summarizes the allegations and states that there was not a Title VI violation and that the case will be closed.
- ✓ A letter of finding (LOF) summarizes the allegations and the interviews regarding the alleged incident, and explains whether any disciplinary action, additional training of the staff member, or other action will occur.

If the complainant wishes to appeal the decision, she/he has 21 days after the date of the letter or the LOF to do so.

A person may also file a complaint directly with the Federal Transit Administration, at FTA Office of Civil Rights, 1200 New Jersey Avenue SE, Washington, DC 20590.

If information is needed in another language, then contact (608) 326-6406.

TITLE VI COMPLAINT FORM

The **City of Prairie du Chien's** Title VI Complaint Procedure is made available in the following locations:

- Agency website, either as a reference in the Notice to Public or in its entirety
- Hard copy in the central office
- Available in appropriate languages for LEP populations, meeting the Safe Harbor Threshold.

Section I:			
Name:			
Address:			
Telephone (Home):		Telephone (Work):	
Electronic Mail Address:			
Accessible Format Requirements?	Large Print		Audio Tape
	TDD		Other
Section II:			
Are you filing this complaint on your own behalf?		Yes*	No
*If you answered "yes" to this question, go to Section III.			
If not, please supply the name and relationship of the person for whom you are complaining:			
Please explain why you have filed for a third party: _____			
Please confirm that you have obtained the permission of the aggrieved party if you are filing on behalf of a third party.		Yes	No
Section III:			
I believe the discrimination I experienced was based on (check all that apply):			
<input type="checkbox"/> Race <input type="checkbox"/> Color <input type="checkbox"/> National Origin			
Date of Alleged Discrimination (Month, Day, Year): _____			
Explain as clearly as possible what happened and why you believe you were discriminated against. Describe all persons who were involved. Include the name and contact information of the person(s) who discriminated against you (if known) as well as names and contact information of any witnesses. If more space is needed, please use the back of this form.			
Section IV			
Have you previously filed a Title VI complaint with this agency?		Yes	No

Section V	
Have you filed this complaint with any other Federal, State, or local agency, or with any Federal or State court?	
<input type="checkbox"/> Yes <input type="checkbox"/> No	
If yes, check all that apply:	
<input type="checkbox"/> Federal Agency: _____	
<input type="checkbox"/> Federal Court: _____	<input type="checkbox"/> State Agency: _____
<input type="checkbox"/> State Court: _____	<input type="checkbox"/> Local Agency: _____
Please provide information about a contact person at the agency/court where the complaint was filed	
Name: _____	
Title: _____	
Agency: _____	
Address: _____	
Telephone: _____	
Section VI	
Name of agency complaint is against: _____	
Contact person: _____	
Title: _____	
Telephone: _____	

You may attach any written materials or other information that you think is relevant to your complaint.

Signature and date required below

Signature

Date

Please submit this form in person at the address below, or mail this form to:

City of Prairie du Chien Title VI Coordinator
City of Prairie du Chien
PO Box 324
Prairie du Chien, WI 53821

LIST OF TRANSIT RELATED TITLE VI INVESTIGATIONS, COMPLAINTS AND LAWSUITS

Subrecipient: City of Prairie du Chien, WI		
Contact Person: Barb Elvert	Signature: <i>Barb Elvert</i>	Date: 4-24-2014

Check One:

- There have been no investigations, complaint and/or lawsuits filed against us during the report period.
- There have been investigations, complaints and/or lawsuits filed against us. *See list below. Attach additional information as needed.*

	Date (Month, Day, Year)	Summary (include basis of complaint: race, color, or national origin)	Status	Action(s) Taken
Investigations				
1.				
2.				
Lawsuits				
1.				
2.				
Complaints				
1.				
2.				

PUBLIC PARTICIPATION PLAN

Subrecipient: City of Prairie du Chien, WI		
Contact Person: Barb Elvert	Signature: <i>Barbara Elvert</i>	Date: 4-24-2014

Strategies and Desired Outcomes

To promote inclusive public participation, the **City of Prairie du Chien** will use its resources available to employ the following strategies, as appropriate:

- ✓ Provide for early, frequent and continuous engagement by the public.
- ✓ Select accessible and varied meeting locations and times
- ✓ Employ different meeting sizes and formats
- ✓ Use social media in addition to other resources as a way to gain public involvement
- ✓ Use radio, television or newspaper ads on stations and in publications that serve LEP populations. Outreach to LEP populations may also include audio programming available on podcasts.

Documented Public Outreach

The direct public outreach and involvement activities conducted by the **City of Prairie du Chien** are summarized in the table below. Information pertinent to each event and/or activity will be provided to WisDOT upon request.

Event Date	City of Prairie du Chien	Event	Date Publicized Communication Method	Outreach Method	Notes
Example April 8, 2014	City Planner	Common Council meets twice a month. The Council addresses transit-related issues at these meetings when needed.	These meetings are publicized in the newspaper, radio, and on the City website and facebook page. In addition, these meetings are televised live.	In the case of significant changes to the services of either the shared ride taxi or the commuter bus, public hearings are held at the Common Council. For example: on April 8, 2014, the Common Council held a public hearing concerning changing routes. Notice of the meeting was published in newspapers of record and put on the City's website.	Staff memos are presented and anyone from the public can then make comments. In addition, written comments are accepted as well prior to or after the meeting.
	MRRPC Planner	The Transportation Coordinating Committee meets no less than quarterly.	The TCC continues to invite more transportation and human service providers to these meetings.		
	TCC and City Administrator	The services are promoted on television, radio, websites, facebook, and through print media.			

LANGUAGE ASSISTANCE PLAN

Plan Components

As a recipient of federal US DOT funding, the **City of Prairie du Chien** is required to take reasonable steps to ensure meaningful access to our programs and activities by limited-English proficient (LEP) persons.

Limited English Proficient (LEP): Refers to persons for whom English is not their primary language and who have a limited ability to read, write, speak or understand English. This includes those who have reported to the U.S. Census that they speak English less than very well, not well, or not at all.

Most individuals in Wisconsin read, write, speak and understand English. There are some individuals for whom English is not their primary language. If these individuals have a limited ability to read, write, speak, or understand English, they are considered limited English proficient, or “LEP.”

The **City of Prairie du Chien’s** Language Assistance Plan includes the following elements:

1. The results of the *Four Factor Analysis*, including a description of the LEP population(s), served.
2. A description of how language assistance services are provided by language.
3. A description of how LEP persons are informed of the availability of language assistance service.
4. A description of how the language assistance plan is monitored and updated.
5. A description of how employees are trained to provide language assistance to LEP persons.
6. Additional information deemed necessary.

Methodology

To determine if an individual is entitled to language assistance and what specific services are appropriate, the **City of Prairie du Chien** has conducted a *Four Factor Analysis*¹ of the following areas: 1) Demography, 2) Frequency, 3) Importance and 4) Resources and Costs.

LEP Four Factor Analysis

- ✓ **Factor 1: Demography:** What is the number or proportion of LEP persons served and the languages spoken in the service area?

Overview

The first factor of the *Four Factor Analysis* is the basis of the Language Assistance Plan. It requires the **City of Prairie du Chien** to review its US Census data to determine if it meets the *LEP Safe Harbor Threshold*.

¹ DOT LEP guidance <https://www.civilrights.dot.gov/page/dots-lep-guidance>

US Census and American Community Survey (ACS) Data²

The **City of Prairie du Chien** did the following:

1. Inserted a copy of the **City of Prairie du Chien's** county LEP data in the Title VI plan. These data were found at the WisDOT website at: <http://www.dot.wisconsin.gov/localgov/docs/title6-lep.pdf>.

Service	County(ies)
Shared Ride Taxi "Coulee Cab"	Crawford
Fixed Route Commuter Bus "SMRT Bus"	Crawford, La Crosse, and Vernon

2. Analyzed the LEP demographic data for the **City of Prairie du Chien's** program and/or service area by calculating the *Safe Harbor Threshold* for two to three of the largest language groups identified other than English.
 - a. The *Safe Harbor Threshold* is calculated by dividing the population estimate for a language group that "Speaks English less than very well" by the total population of the county.
 - i. The *LEP Safe Harbor Threshold* provision stipulates that for each LEP group that meets the LEP language threshold (5% or 1,000 individuals, whichever is less) the **City of Prairie du Chien** must provide translation of vital documents in written format for the non-English users.
 - ii. Examples of written translation of vital documents include the Title VI policy statement and/or Notice to the Public (Appendix 2), Title VI Complaint Procedure (Appendix 3), Title VI Complaint Form (Appendix 4), and ADA paratransit eligibility forms.
 3. Explained the results of the analysis of the county LEP data in the demographic section of the *Four Factor Analysis*.
- ✓ **Factor 2: Frequency:** How often does your staff (and/or contractor/lessee) come into contact with LEP persons?

Overview

LEP persons are persons identified as speaking English less than very well, not well or not at all. Just because a person speaks a language other than English doesn't mean they don't speak English or are identified as LEP. The summary below discusses the frequency with which **City of Prairie du Chien** staff, and/or its contractor/lessee come into contact with LEP

² The ACS publishes data in many forms on the Census Bureau American Fact Finder website <http://factfinder2.census.gov/faces/nav/jsf/pages/searchresults.xhtml>

persons. It also provides information on the how staff is instructed to meet the needs of LEP persons.

- ✓ **Factor 3: Importance:** How does the program, service or activity affect people's lives?

Overview

The summary below discusses how the **City of Prairie du Chien's** program and services impact the lives of person's within the community. The **City of Prairie du Chien** will specify the community organizations that serve LEP persons, if available.

- ✓ **Factor 4: Resources and Costs:** What funding and other resources are available for LEP outreach?

Overview

The summary below discusses the low cost methods used by the **City of Prairie du Chien** to provide outreach to LEP persons as well as train staff (and/or its contractor/lessee) on Title VI and LEP principles.

Additional Required Elements

In addition to the *Four Factor Analysis (listed below as item #1)*, the **City of Prairie du Chien** will address the following elements:

- Item #2:* A description of how language assistance services are provided by language.
- Item #3:* A description of how LEP persons are informed of the availability of language assistance service.
- Item #4:* A description of how the language assistance plan is monitored and updated.
- Item #5:* A description of how employees are trained to provide language assistance to LEP persons. *And, any additional information deemed necessary.*

**CITY OF PRAIRIE DU CHIEN
SUMMARY OF THE LANGUAGE ASSISTANCE PLAN COMPONENTS**

Item #1 – Results of the Four Factor Analysis *(including a description of the LEP population(s) served)*

Factor 1 – Demography

The **City of Prairie du Chien** contracts with a transit provider to provide shared-ride taxi (SRT) service and a fixed-route commuter bus service. The services provided are described below with 2010 Census Bureau Statistics.

Service	County(ies)	Population (2010 Census)
Shared Ride Taxi “Coulee Cab”	Crawford – specifically, the Shared Ride Taxi serves the population of the City of Prairie du Chien.	<u>City of Prairie du Chien</u> 5,911 <u>Crawford County</u> 16,644
Fixed Route Commuter Bus “SMRT Bus”	Crawford, La Crosse, and Vernon	<u>Crawford County</u> 16,644 <u>La Crosse County</u> 114,638 <u>Vernon County</u> 29,773

For the services areas of the Shared Ride Taxi and Fixed Route Commuter Bus, only one population falls above the Safe Harbor threshold of speaking English less than “very well.” This is the Hmong population in La Crosse County with a LEP population of 1,661. The La Crosse County Aging Unit (a partner in the SMRT Bus operation) has a staff member able to provide translation services for the Hmong population.

In the future, if the **City of Prairie du Chien** meets the Safe Harbor Threshold for written translation of vital documents for any other LEP population, it will also consider measures needed for oral interpretation.

Factor 2 – Frequency

The **City of Prairie du Chien** and the contracted service provider will be trained on what to do when they encounter a person who speaks English less than well. The **City of Prairie du Chien’s** contractor will track the number of encounters and consider making adjustments as needed to outreach efforts to ensure meaningful access to all persons and specifically to LEP and minority populations of the **City of Prairie du Chien’s** programs and services.

The **City of Prairie du Chien’s** transit provider provides rides through the shared ride taxi to 32,700 persons per year and through the fixed route commuter bus service to 18,600 persons per year. While formal data has not been collected, the contractor has indicated it has encountered no LEP persons using the service within the last six months. Our transit provider has an open door policy and will provide rides to any person who requests a ride. If an individual has speech limitations, the dispatcher or

driver will work with the transit provider and the **City of Prairie du Chien**, if needed, to ensure the individual receives access to the transit service.

Factor 3 – Importance

The **City of Prairie du Chien** and our transit provider understand an LEP person with language barrier challenges also faces difficulties obtaining health care, education or access to employment. A public transit system is a key link to connecting LEP persons to these essential services.

The **City of Prairie du Chien** has identified activities and services which would have serious consequences to individuals if language barriers prevented access to information or the benefits of those programs. The activities and services include providing emergency evacuation instructions in our facilities, stations and vehicles and providing information to the public on security awareness or emergency preparedness.

The **City of Prairie du Chien’s** assessment of what programs, activities and services that are most critical included contact with community organization(s) that serve LEP persons, as well as contact with LEP persons themselves to obtain information on the importance of the modes or the types of services that are provided to the LEP populations.

Factor 4 – Resources and Costs

Even though the **City of Prairie du Chien** does not have a separate budget for LEP outreach, the City has worked with our transit provider to implement low cost methods of reaching LEP persons. For example, the **City of Prairie du Chien** works with our partners in La Crosse County – City of La Crosse Municipal Transit Utility and La Crosse County Aging Unit to identify resources for LEP populations in La Crosse County. The TCC represents many of the transportation and human service providers in the three counties served. The La Crosse County Aging Unit has the staff to translate into the languages needed for the LEP populations.

Item # 2 Description of how Language Assistance Services are Provided, by Language

The **City of Prairie du Chien** works with our transit provider to ensure mechanisms are in place to reach LEP persons in the service area. For example, the contractor will soon have a special brochure printed and is available in each vehicle to assist LEP populations in understanding the transportation service.

Item # 3 Description of how LEP Persons are Informed of the Availability of Language Assistance Service

The **City of Prairie du Chien** and its transit provider do the following to inform LEP persons of the availability of language assistance services: publish timetables and route maps in languages other than English, provide pictograms and other symbols in relevant published materials, striving to employ multilingual staff, and creating and posting multi-language announcements, posters and other information. In addition, the TCC represents many of the transportation and human service providers in the three

counties served and allows for quick and targeted distribution of pertinent information to their constituencies.

Item # 4 Description of how the Language Assistance Plan is Monitored and Updated

The **City of Prairie du Chien** reviews its plan on an annual basis or more frequently as needed. In particular, the **City of Prairie du Chien** will evaluate the information collected on encounters with LEP persons as well as public outreach efforts to determine if adjustments should be made to the delivering of programs and services to ensure meaningful access to minority and LEP persons.

In addition, the **City of Prairie du Chien** will meet with its contractor/transit provider on an annual basis to ensure the Title VI requirements are met.

Item # 5 Description of how Employees are Trained to Provide Language Assistance to LEP Persons

City of Prairie du Chien employees are educated on the principles of Title VI and the **City of Prairie du Chien’s** Language Assistance Plan. New employees will be provided guidance on the needs of clients served and how best to meet their needs. An important discussion point is that of language assistance. If a driver, dispatcher or employee needs further assistance related to LEP program participants, her/she will work with the **City of Prairie du Chien’s** Title VI Coordinator to identify strategies to meet the language needs of the participants of the program or service.

As part of our annual check in meeting, if relevant, the **City of Prairie du Chien** will meet with its transit provider to discuss updates the **City of Prairie du Chien’s** Language Assistance Plan.

Minority Representation Information

A. Minority Representation Table

The table below depicts the **City of Prairie du Chien’s** two bodies related to transit: the Common Council and the Transportation Coordinating Committee. The demographic data in the table below indicates the participation of minorities on committees and councils is reflective of the demographic makeup of the **City of Prairie du Chien** (shared-ride taxi) and 3-county area (SMRT Bus).

Body	Caucasian	Hispanic	African American	Asian American	Native American
Population - City of Prairie du Chien	93.6%	1.2%	4.5%	.3%	.4%
Population - Crawford, Vernon, and La Crosse Counties	93.6%	.9%	1.3%	3%	.4%
Common Council	100%	0%	0%	0%	0%
Transportation Coordinating Committee	100%	0%	0%	0%	0%

B. Efforts to Encourage Minority Participation

The **City of Prairie du Chien** understands diverse representation on committees, councils and boards results in sound policy reflective of its entire population. As such, the **City of Prairie du Chien** encourages participation of all its citizens. The **City of Prairie du Chien** will make efforts to encourage and promote diversity. To encourage participation on its boards, committees and councils, the **City of Prairie du Chien** will continue to reach out to community, ethnic and faith-based organizations to connect with all populations. The Common Council is an elected body and the Transportation Coordinating Committee is composed of representatives of transportation and human service providers in the three-county area.

Minority Representation Data Collection Form

Name of board, commission, council, etc.

Date:

Dear Member,

As the **City of Prairie du Chien** is a recipient of federal funds, we are required under Title VI of the Civil Rights statute to ascertain the racial/ethnic make-up of any non-elected boards, commissions, councils, etc.

Data from this section is used for statistical and reporting purposes. The information may be subject to disclosure under federal or state law or rule.

Anti-Discrimination Notice

It is unlawful for the **City of Prairie du Chien** to fail or refuse to provide services, access to services or activities, or otherwise discriminate against an individual because of an individual's race, color, religion, sex, national origin, disability or veteran status.

As a council under the jurisdiction of the **City of Prairie du Chien**, we invite council members to voluntarily self-identify their race/ethnicity in order for us to comply with FTA Title VI regulations. This information will be used according to the provisions of applicable federal and state laws, executive orders and regulations, including those requiring the information to be summarized and reported to the federal government for civil rights enforcement purposes.

Race/Ethnicity

If you choose to self-identify, please mark the **one box** describing the race/ethnicity category with which you primarily identify:

___ *Asian or Pacific Islander*: All persons having origins in any of the peoples of the Far East, Southeast Asia, the Indian subcontinent, or the Pacific Islands. This area includes, for example, China, Japan, Korea, the Philippine Islands and Samoa.

___ *Black and/or African American* (not of Hispanic origin): All persons having origins in any of the Black racial groups of Africa.

___ *Hispanic*: All persons of Mexican, Puerto Rican, Cuban, Central or South American, or other Spanish culture or origin, regardless of race.

___ *American Indian or Alaskan Native*: All persons having origins in any of the original peoples of North America, and who maintain cultural identification through tribal affiliation or community recognition.

___ *Caucasian* (not of Hispanic origin): All persons having origins in any of the original peoples of Europe, North Africa or the Middle East.

Fixed Route Service Standards

Please refer to the attached SMRT Bus schedules for additional information.

Vehicle Load Standards

The average of all loads during the peak operating period should not exceed vehicles' achievable capacities.

The system operates three 33 foot buses, each of which carry 26 passengers or 20 passengers and 2 wheel chair positions.

Vehicle Headway Standards

Scheduling involves the consideration of a number of factors including: ridership productivity, transit/pedestrian friendly streets, density of transit-dependent population and activities, relationship to the Regional Transportation Plan, relationship to major transportation developments, land use connectivity, and transportation demand management. Please refer to the attached SMRT Bus schedules. The Transportation Coordinating Committee constantly reviews ridership and passenger comments and makes adjustments to the schedule to maximize ridership and increase convenience.

Please refer to the attached SMRT Bus schedules.

On-Time Performance Standards

Ninety-five (95) percent of the City of Prairie du Chien's transit vehicles will complete their established runs no more than five minutes early or late in comparison to the established schedule/published timetables.

Service Availability Standards

The SMRT Bus service is distributed among the three counties based upon usage and connectivity to essential services – employment centers, schools, hospitals, shopping, etc.

Vehicle Assignment Policy

Buses on the three routes are the same make and model and are assigned to routes to equalize mileage and wear and tear on the vehicles.

Transit Amenities Policy

No transit amenities will be installed along the routes. Instead the SMRT Bus system takes advantage of existing facilities – stores, schools, hospitals, public buildings, existing bus stops of other providers, etc.

Informal passenger surveys are routinely conducted as part of the SMRT Bus operation to gauge the level of satisfaction with the service as well as to identify areas that need

improvement. Similarly, drivers are encouraged to provide their thoughts on ways to improve service.



B16001 LANGUAGE SPOKEN AT HOME BY ABILITY TO SPEAK ENGLISH FOR THE POPULATION 5 YEARS AND OVER
 Universe: Population 5 years and over
 2008-2012 American Community Survey 5-Year Estimates

Supporting documentation on code lists, subject definitions, data accuracy, and statistical testing can be found on the American Community Survey website in the Data and Documentation section.

Sample size and data quality measures (including coverage rates, allocation rates, and response rates) can be found on the American Community Survey website in the Methodology section.

Although the American Community Survey (ACS) produces population, demographic and housing unit estimates, it is the Census Bureau's Population Estimates Program that produces and disseminates the official estimates of the population for the nation, states, counties, cities and towns and estimates of housing units for states and counties.

	Crawford County, Wisconsin	
	Estimate	Margin of Error
Total:	15,747	+/-63
Speak only English	15,304	+/-117
Spanish or Spanish Creole:	156	+/-68
Speak English "very well"	123	+/-45
Speak English less than "very well"	33	+/-32
French (incl. Patois, Cajun):	23	+/-24
Speak English "very well"	15	+/-20
Speak English less than "very well"	8	+/-12
French Creole:	4	+/-6
Speak English "very well"	4	+/-6
Speak English less than "very well"	0	+/-15
Italian:	3	+/-4
Speak English "very well"	3	+/-4
Speak English less than "very well"	0	+/-15
Portuguese or Portuguese Creole:	2	+/-4
Speak English "very well"	2	+/-4
Speak English less than "very well"	0	+/-15
German:	85	+/-62
Speak English "very well"	72	+/-54
Speak English less than "very well"	13	+/-16
Yiddish:	0	+/-15
Speak English "very well"	0	+/-15
Speak English less than "very well"	0	+/-15
Other West Germanic languages:	26	+/-30
Speak English "very well"	26	+/-30
Speak English less than "very well"	0	+/-15
Scandinavian languages:	13	+/-9
Speak English "very well"	11	+/-9
Speak English less than "very well"	2	+/-3
Greek:	0	+/-15
Speak English "very well"	0	+/-15
Speak English less than "very well"	0	+/-15
Russian:	10	+/-12
Speak English "very well"	10	+/-12
Speak English less than "very well"	0	+/-15
Polish:	3	+/-4

Crawford County, Wisconsin

	Estimate	Margin of Error
Speak English "very well"	3	+/-4
Speak English less than "very well"	0	+/-15
Serbo-Croatian:	22	+/-29
Speak English "very well"	22	+/-29
Speak English less than "very well"	0	+/-15
Other Slavic languages:	13	+/-18
Speak English "very well"	10	+/-13
Speak English less than "very well"	3	+/-6
Armenian:	0	+/-15
Speak English "very well"	0	+/-15
Speak English less than "very well"	0	+/-15
Persian:	0	+/-15
Speak English "very well"	0	+/-15
Speak English less than "very well"	0	+/-15
Gujarati:	0	+/-15
Speak English "very well"	0	+/-15
Speak English less than "very well"	0	+/-15
Hindi:	0	+/-15
Speak English "very well"	0	+/-15
Speak English less than "very well"	0	+/-15
Urdu:	0	+/-15
Speak English "very well"	0	+/-15
Speak English less than "very well"	0	+/-15
Other Indic languages:	0	+/-15
Speak English "very well"	0	+/-15
Speak English less than "very well"	0	+/-15
Other Indo-European languages:	3	+/-4
Speak English "very well"	3	+/-4
Speak English less than "very well"	0	+/-15
Chinese:	0	+/-15
Speak English "very well"	0	+/-15
Speak English less than "very well"	0	+/-15
Japanese:	1	+/-2
Speak English "very well"	1	+/-2
Speak English less than "very well"	0	+/-15
Korean:	5	+/-9
Speak English "very well"	5	+/-9
Speak English less than "very well"	0	+/-15
Mon-Khmer, Cambodian:	7	+/-11
Speak English "very well"	7	+/-11
Speak English less than "very well"	0	+/-15
Hmong:	12	+/-23
Speak English "very well"	12	+/-23
Speak English less than "very well"	0	+/-15
Thai:	0	+/-15
Speak English "very well"	0	+/-15
Speak English less than "very well"	0	+/-15
Laotian:	1	+/-3
Speak English "very well"	1	+/-3
Speak English less than "very well"	0	+/-15
Vietnamese:	0	+/-15
Speak English "very well"	0	+/-15
Speak English less than "very well"	0	+/-15
Other Asian languages:	1	+/-2
Speak English "very well"	1	+/-2
Speak English less than "very well"	0	+/-15
Tagalog:	3	+/-8
Speak English "very well"	0	+/-15
Speak English less than "very well"	3	+/-8

Crawford County, Wisconsin

	Estimate	Margin of Error
Other Pacific Island languages:	0	+/-15
Speak English "very well"	0	+/-15
Speak English less than "very well"	0	+/-15
Navajo:	0	+/-15
Speak English "very well"	0	+/-15
Speak English less than "very well"	0	+/-15
Other Native North American languages:	24	+/-47
Speak English "very well"	0	+/-15
Speak English less than "very well"	24	+/-47
Hungarian:	0	+/-15
Speak English "very well"	0	+/-15
Speak English less than "very well"	0	+/-15
Arabic:	2	+/-4
Speak English "very well"	2	+/-4
Speak English less than "very well"	0	+/-15
Hebrew:	5	+/-6
Speak English "very well"	5	+/-6
Speak English less than "very well"	0	+/-15
African languages:	17	+/-24
Speak English "very well"	17	+/-24
Speak English less than "very well"	0	+/-15
Other and unspecified languages:	2	+/-4
Speak English "very well"	2	+/-4
Speak English less than "very well"	0	+/-15

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Source: U.S. Census Bureau, 2008-2012 American Community Survey

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B16001 | **LANGUAGE SPOKEN AT HOME BY ABILITY TO SPEAK ENGLISH FOR THE POPULATION 5 YEARS AND OVER**
 Universe: Population 5 years and over
 2008-2012 American Community Survey 5-Year Estimates

Supporting documentation on code lists, subject definitions, data accuracy, and statistical testing can be found on the American Community Survey website in the Data and Documentation section.

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	La Crosse County, Wisconsin	
	Estimate	Margin of Error
Total:	108,045	+/-42
Speak only English	101,336	+/-407
Spanish or Spanish Creole:	1,287	+/-256
Speak English "very well"	868	+/-176
Speak English less than "very well"	419	+/-186
French (incl. Patois, Cajun):	259	+/-116
Speak English "very well"	240	+/-116
Speak English less than "very well"	19	+/-22
French Creole:	15	+/-21
Speak English "very well"	15	+/-21
Speak English less than "very well"	0	+/-22
Italian:	100	+/-73
Speak English "very well"	100	+/-73
Speak English less than "very well"	0	+/-22
Portuguese or Portuguese Creole:	18	+/-28
Speak English "very well"	18	+/-28
Speak English less than "very well"	0	+/-22
German:	538	+/-162
Speak English "very well"	450	+/-144
Speak English less than "very well"	88	+/-52
Yiddish:	9	+/-14
Speak English "very well"	9	+/-14
Speak English less than "very well"	0	+/-22
Other West Germanic languages:	0	+/-22
Speak English "very well"	0	+/-22
Speak English less than "very well"	0	+/-22
Scandinavian languages:	137	+/-62
Speak English "very well"	126	+/-56
Speak English less than "very well"	11	+/-16
Greek:	6	+/-14
Speak English "very well"	6	+/-14
Speak English less than "very well"	0	+/-22
Russian:	74	+/-84
Speak English "very well"	74	+/-84
Speak English less than "very well"	0	+/-22
Polish:	48	+/-46

La Crosse County, Wisconsin		
	Estimate	Margin of Error
Speak English "very well"	41	+/-38
Speak English less than "very well"	7	+/-10
Serbo-Croatian:	46	+/-73
Speak English "very well"	46	+/-73
Speak English less than "very well"	0	+/-22
Other Slavic languages:	24	+/-22
Speak English "very well"	16	+/-17
Speak English less than "very well"	8	+/-13
Armenian:	0	+/-22
Speak English "very well"	0	+/-22
Speak English less than "very well"	0	+/-22
Persian:	0	+/-22
Speak English "very well"	0	+/-22
Speak English less than "very well"	0	+/-22
Gujarati:	0	+/-22
Speak English "very well"	0	+/-22
Speak English less than "very well"	0	+/-22
Hindi:	0	+/-22
Speak English "very well"	0	+/-22
Speak English less than "very well"	0	+/-22
Urdu:	20	+/-34
Speak English "very well"	20	+/-34
Speak English less than "very well"	0	+/-22
Other Indic languages:	42	+/-39
Speak English "very well"	42	+/-39
Speak English less than "very well"	0	+/-22
Other Indo-European languages:	23	+/-26
Speak English "very well"	15	+/-23
Speak English less than "very well"	8	+/-12
Chinese:	205	+/-109
Speak English "very well"	98	+/-62
Speak English less than "very well"	107	+/-81
Japanese:	28	+/-42
Speak English "very well"	0	+/-22
Speak English less than "very well"	28	+/-42
Korean:	78	+/-81
Speak English "very well"	7	+/-11
Speak English less than "very well"	71	+/-80
Mon-Khmer, Cambodian:	8	+/-12
Speak English "very well"	0	+/-22
Speak English less than "very well"	8	+/-12
Hmong:	3,257	+/-308
Speak English "very well"	1,596	+/-274
Speak English less than "very well"	1,661	+/-295
Thai:	27	+/-30
Speak English "very well"	27	+/-30
Speak English less than "very well"	0	+/-22
Laotian:	46	+/-42
Speak English "very well"	9	+/-15
Speak English less than "very well"	37	+/-39
Vietnamese:	60	+/-46
Speak English "very well"	42	+/-28
Speak English less than "very well"	18	+/-30
Other Asian languages:	39	+/-47
Speak English "very well"	39	+/-47
Speak English less than "very well"	0	+/-22
Tagalog:	24	+/-25
Speak English "very well"	24	+/-25
Speak English less than "very well"	0	+/-22

La Crosse County, Wisconsin

	Estimate	Margin of Error
Other Pacific Island languages:		
Speak English "very well"	0	+/-22
Speak English less than "very well"	0	+/-22
Navajo:		
Speak English "very well"	0	+/-22
Speak English less than "very well"	0	+/-22
Other Native North American languages:		
Speak English "very well"	65	+/-68
Speak English less than "very well"	0	+/-22
Hungarian:		
Speak English "very well"	0	+/-22
Speak English less than "very well"	0	+/-22
Arabic:	170	+/-124
Speak English "very well"	85	+/-77
Speak English less than "very well"	85	+/-84
Hebrew:		
Speak English "very well"	0	+/-22
Speak English less than "very well"	0	+/-22
African languages:		
Speak English "very well"	44	+/-32
Speak English less than "very well"	0	+/-22
Other and unspecified languages:		
Speak English "very well"	12	+/-20
Speak English less than "very well"	0	+/-22
Speak English less than "very well"	12	+/-20

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5. An "****" entry in the margin of error column indicates that the median falls in the lowest interval or upper interval of an open-ended distribution. A statistical test is not appropriate.
6. An "*****" entry in the margin of error column indicates that the estimate is controlled. A statistical test for sampling variability is not appropriate.
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8. An '(X)' means that the estimate is not applicable or not available.



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	Vernon County, Wisconsin	
	Estimate	Margin of Error
Total:	27,732	+/-25
Speak only English	24,640	+/-427
Spanish or Spanish Creole:	474	+/-86
Speak English "very well"	289	+/-72
Speak English less than "very well"	185	+/-54
French (incl. Patois, Cajun):	50	+/-30
Speak English "very well"	34	+/-22
Speak English less than "very well"	16	+/-19
French Creole:	4	+/-7
Speak English "very well"	4	+/-7
Speak English less than "very well"	0	+/-20
Italian:	10	+/-8
Speak English "very well"	10	+/-8
Speak English less than "very well"	0	+/-20
Portuguese or Portuguese Creole:	0	+/-20
Speak English "very well"	0	+/-20
Speak English less than "very well"	0	+/-20
German:	993	+/-242
Speak English "very well"	792	+/-223
Speak English less than "very well"	201	+/-72
Yiddish:	0	+/-20
Speak English "very well"	0	+/-20
Speak English less than "very well"	0	+/-20
Other West Germanic languages:	1,093	+/-389
Speak English "very well"	856	+/-383
Speak English less than "very well"	237	+/-65
Scandinavian languages:	297	+/-103
Speak English "very well"	289	+/-100
Speak English less than "very well"	8	+/-10
Greek:	3	+/-4
Speak English "very well"	3	+/-4
Speak English less than "very well"	0	+/-20
Russian:	11	+/-11
Speak English "very well"	11	+/-11
Speak English less than "very well"	0	+/-20
Polish:	0	+/-20

Vernon County, Wisconsin

	Estimate	Margln of Error
Speak English "very well"	0	+/-20
Speak English less than "very well"	0	+/-20
Serbo-Croatian:	11	+/-14
Speak English "very well"	11	+/-14
Speak English less than "very well"	0	+/-20
Other Slavic languages:	13	+/-9
Speak English "very well"	8	+/-7
Speak English less than "very well"	5	+/-6
Armenian:	0	+/-20
Speak English "very well"	0	+/-20
Speak English less than "very well"	0	+/-20
Persian:	0	+/-20
Speak English "very well"	0	+/-20
Speak English less than "very well"	0	+/-20
Gujarati:	0	+/-20
Speak English "very well"	0	+/-20
Speak English less than "very well"	0	+/-20
Hindi:	0	+/-20
Speak English "very well"	0	+/-20
Speak English less than "very well"	0	+/-20
Urdu:	0	+/-20
Speak English "very well"	0	+/-20
Speak English less than "very well"	0	+/-20
Other Indic languages:	0	+/-20
Speak English "very well"	0	+/-20
Speak English less than "very well"	0	+/-20
Other Indo-European languages:	2	+/-3
Speak English "very well"	2	+/-3
Speak English less than "very well"	0	+/-20
Chinese:	25	+/-27
Speak English "very well"	8	+/-10
Speak English less than "very well"	17	+/-18
Japanese:	16	+/-13
Speak English "very well"	2	+/-3
Speak English less than "very well"	14	+/-12
Korean:	0	+/-20
Speak English "very well"	0	+/-20
Speak English less than "very well"	0	+/-20
Mon-Khmer, Cambodian:	0	+/-20
Speak English "very well"	0	+/-20
Speak English less than "very well"	0	+/-20
Hmong:	30	+/-33
Speak English "very well"	30	+/-33
Speak English less than "very well"	0	+/-20
Thai:	0	+/-20
Speak English "very well"	0	+/-20
Speak English less than "very well"	0	+/-20
Laotian:	0	+/-20
Speak English "very well"	0	+/-20
Speak English less than "very well"	0	+/-20
Vietnamese:	0	+/-20
Speak English "very well"	0	+/-20
Speak English less than "very well"	0	+/-20
Other Asian languages:	2	+/-3
Speak English "very well"	2	+/-3
Speak English less than "very well"	0	+/-20
Tagalog:	8	+/-11
Speak English "very well"	7	+/-10
Speak English less than "very well"	1	+/-2

	Vernon County, Wisconsin	
	Estimate	Margin of Error
Other Pacific Island languages:	41	+/-38
Speak English "very well"	41	+/-38
Speak English less than "very well"	0	+/-20
Navajo:	0	+/-20
Speak English "very well"	0	+/-20
Speak English less than "very well"	0	+/-20
Other Native North American languages:	0	+/-20
Speak English "very well"	0	+/-20
Speak English less than "very well"	0	+/-20
Hungarian:	0	+/-20
Speak English "very well"	0	+/-20
Speak English less than "very well"	0	+/-20
Arabic:	0	+/-20
Speak English "very well"	0	+/-20
Speak English less than "very well"	0	+/-20
Hebrew:	5	+/-7
Speak English "very well"	5	+/-7
Speak English less than "very well"	0	+/-20
African languages:	4	+/-6
Speak English "very well"	2	+/-3
Speak English less than "very well"	2	+/-3
Other and unspecified languages:	0	+/-20
Speak English "very well"	0	+/-20
Speak English less than "very well"	0	+/-20

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***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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Appendix A – Regional Meeting Invite Listing, Regional Meeting Attendee Listing, & Public Meeting Notice

Appendix B – Meeting Minutes from 07/31/13 Regional Coordinated Public Transit-Human Services Meeting

Appendix C – Regional Meeting Evaluation Summary

Appendix D – Provider Inventory Forms

Appendix E –Strategies, Activities and/or Projects Work Plan, County Needs and Gaps, 65+ Age Distribution Maps

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 ⁽¹⁾	1980 ⁽¹⁾	1990 ⁽¹⁾	2000 ⁽¹⁾	2010 ⁽¹⁾	2015 ⁽²⁾	2020 ⁽²⁾	2025 ⁽²⁾	2030 ⁽²⁾	% 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
MRRPC Reg.	238,270	264,252	271,389	297,246	317,068	331,534	343,512	354,340	363,292	33.1	14.6
State of Wis.	4,417,821	4,705,642	4,891,769	5,363,715	5,686,986	5,988,420	6,202,810	6,390,900	6,541,180	28.7	15.0
U.S.	203,302,031	226,542,199	248,709,873	281,421,906	308,745,538	NA	NA	NA	NA	51.9	NA

(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
Region	45,397	52,014	61,653	72,479	81,205	85,709	35.8	31.7	5.5	88.8
Wisconsin	777,314	900,170	1,060,620	1,243,600	1,402,900	1,485,570	36.4	32.3	5.9	91.1

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%
Region	\$47,954	N/A
Wisconsin	\$52,374	12.0%
Nation	\$52,762	14.30%

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
Regional Total	21,616	16.8	61	37.9

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%
Wisconsin	2,806,770	89.1%	79.8%	9.3%	1.8%	3.3%	0.7%	1.0%	4.1%
United States	139,488,206	86.3%	76.1%	10.2%	5.0%	2.8%	0.5%	1.2%	4.2%

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%
Wisconsin	95.9%	72.0%	23.9%	29.8%	42.4%
U.S.	96.2%	72.5%	23.6%	31.5%	42.8%

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

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.

Effective March 31, 2014

SMRT BUS (Blue Bus) For more information: call 877-444-6543 or log on to <http://www.ridesmrt.com>

Time at the Stop - Route 1

Viroqua		AM
Downtown (Eagles Club)		5:40 AM
Vernon Memorial Hospital		5:42 AM
Walmart		5:47 AM
Westby		
Borgen's		5:57 AM
Hansen's IGA		6:00 AM
Coon Valley		
La Crosse		
Kwik Trip		6:11 AM
Tranel/Ward Ave (MTU Shelter)		6:32 AM
Gundersen Lutheran (7th St East Bldg)		6:37 AM
Mayo-11th St Env/Vierbo-Mississippi St		6:41 AM
Dwrtwn (5th Ave/King St) (Cameron Park)		6:47 AM
WTC (7th St Academic Resource Ctr- MTU Shtr)		6:51 AM
UW-L (State St "Cartwright Center")		6:57 AM
Shopko South		7:07 AM
Walmart South (MTU Shelter)		7:09 AM
Coon Valley		
Westby		
Kwik Trip		7:26 AM
Hansen's IGA		7:39 AM
Borgen's		7:41 AM
Viroqua		
Walmart Drop Off Only		7:51 AM
Dwrtwn (Eagles Club) Drop Off Only		7:56 AM
Vernon Memorial Hosp. Drop Off Only		7:58 AM

Time at the Stop - Route 2

Viroqua		AM/PM
Downtown (Eagles Club)		10:28 AM
Vernon Memorial Hospital		10:30 AM
Walmart		10:35 AM
Westby		
Borgen's		10:45 AM
Hansen's IGA		10:47 AM
Coon Valley		
La Crosse		
Kwik Trip		11:02 AM
Shopko South		11:17 AM
Tranel/Ward Ave (MTU Shelter)		11:22 AM
Gundersen Lutheran (7th St East Bldg)		11:29 AM
Mayo-11th St Env/Vierbo-Mississippi St		11:34 AM
Dwrtwn (5th Ave/King St) (Cameron Park)		11:39 AM
WTC (7th St Academic Resource Ctr- MTU Shtr)		11:43 AM
UW-L (State St "Cartwright Center")		11:48 AM
Shopko South		11:58 AM
Walmart South (MTU Shelter)		12:00 PM
Coon Valley		
Westby		
Kwik Trip		12:17 PM
Hansen's IGA		12:30 PM
Borgen's		12:32 PM
Viroqua		
Walmart Drop Off Only		12:42 PM
Dwrtwn (Eagles Club) Drop Off Only		12:47 PM
Vernon Memorial Hosp. Drop Off Only		12:49 PM

Time at the Stop - Route 3

Viroqua		PM
Vernon Memorial Hospital		4:20 PM
Downtown (Eagles Club)		4:23 PM
Walmart		4:28 PM
Westby		
Borgen's		4:38 PM
Hansen's IGA		4:40 PM
Coon Valley		
La Crosse		
Kwik Trip		4:55 PM
Shopko South		5:10 PM
UW-L State St "Cartwright Ctr"		5:20 PM
WTC-7th St Acad. Res. Ctr/MTU Shtr		5:25 PM
Dwrtwn-5th Ave/King St-Cameron Prk		5:29 PM
Mayo-11th St Env/Vierbo-Mississippi St		5:34 PM
Gundersen Health-7th St East Bldg		5:39 PM
Tranel/Ward Ave-MTU Shelter		5:44 PM
Shopko South		5:49 PM
Walmart South-MTU Shelter		5:51 PM
Coon Valley		
Westby		
Kwik Trip		6:08 PM
Hansen's IGA		6:21 PM
Borgen's		6:23 PM
Viroqua		
Walmart Drop Off Only		6:33 PM
Dwrtwn (Eagles Club) Drop Off Only		6:38 PM
Vernon Memorial Hosp. Drop Off Only		6:40 PM

Effective March 31, 2014

SMRT BUS (Red Bus) For more information: call 877-444-6543 or log on to <http://www.ridesmrt.com>

Time at the Stop - Route 1

<i>Prairie du Chien</i>	<i>AM</i>
Dwntwn-BI, Hawk Ave/Main St	5:50 AM
Cabela's	5:54 AM
Lynxville	
Hwy 35/Cty E Intersection	6:10 AM
Ferryville	
Village Hall/Community Ctr	6:20 AM
Lansing Bridge	
Park and Ride Lot	6:29 AM
Desoto	
Village Park	6:35 AM
Genoa	
Hwy 56/Main St (Park & Ride)	6:50 AM
Stoddard	
Kwik Trip	7:02 AM
La Crosse	
Trane/Ward Ave-MTU Shelter	7:12 AM
Gundersen Health-7th St East Bldg	7:19 AM
Mayo-11th St End/Vterbo-Mississippi St	7:23 AM
Dwntwn-5th Ave/King St-Cameron Prk	7:29 AM
WTC-7th St Acad. Res. Ctr/MTU Shltr	7:33 AM
UW-L State St "Cartwright Ctr"	7:39 AM
Shopko South	7:50 AM
Walmart South-MTU Shelter	7:52 AM
Stoddard	
Kwik Trip	8:02 AM
Genoa	
Hwy 56/Main Street (Park & Ride)	8:14 AM
Desoto	
Village Park	8:29 AM
Lansing Bridge	
Park and Ride Lot	8:35 AM
Ferryville	
Village Hall/Community Center	8:44 AM
Lynxville	
Hwy 35/Cty E Intersection	8:54 AM
Prairie du Chien	
Cabela's	9:10 AM
Downtown-BI, Hawk Ave/Main St	9:15 AM
Prairie Memorial Hospital	9:20 AM
Blackhawk Junction	9:25 AM

Time at the Stop - Route 2

<i>Prairie du Chien</i>	<i>AM/PM</i>
Blackhawk Junction	11:05 AM
Prairie Memorial Hospital	11:10 AM
Downtown-BI, Hawk Ave/Main St	11:15 AM
Cabela's	11:20 AM
Lynxville	
Hwy 35/Cty E Intersection	11:36 AM
Ferryville	
Village Hall/Community Ctr	11:46 AM
Lansing Bridge	
Park and Ride Lot	11:55 AM
Desoto	
Village Park	12:01 PM
Genoa	
Hwy 56/Main St (Park & Ride)	12:16 PM
Stoddard	
Kwik Trip	12:26 PM
La Crosse	
Trane/Ward Ave-MTU Shelter	12:36 PM
Gundersen Health-7th St East Bldg	12:42 PM
Mayo-11th St End/Vterbo-Mississippi St	12:49 PM
Dwntwn-5th Ave/King St-Cameron Prk	12:53 PM
WTC-7th St Acad. Res. Ctr/MTU Shltr	12:57 PM
UW-L State St "Cartwright Ctr"	1:02 PM
Shopko South	1:10 PM
Walmart South-MTU Shelter	1:12 PM
Stoddard	
Kwik Trip	1:22 PM
Genoa	
Hwy 56/Main Street (Park & Ride)	1:32 PM
Desoto	
Village Park	1:47 PM
Lansing Bridge	
Park and Ride Lot	1:53 PM
Ferryville	
Village Hall/Community Center	2:02 PM
Lynxville	
Hwy 35/Cty E Intersection	2:12 PM
Prairie du Chien	
Cabela's	2:32 PM
Downtown-BI, Hawk Ave/Main St	2:37 PM
Prairie Memorial Hospital	2:42 PM
Blackhawk Junction	2:47 PM

Time at the Stop - Route 3

<i>Prairie du Chien</i>	<i>PM</i>
Cabela's	2:32 PM
Downtown-BI, Hawk Ave/Main St	2:37 PM
Prairie Memorial Hospital	2:42 PM
Blackhawk Junction	2:47 PM
Lynxville	
Hwy 35/Cty E Intersection	3:07 PM
Ferryville	
Village Hall/Community Ctr	3:17 PM
Lansing Bridge	
Park and Ride Lot	3:26 PM
Desoto	
Village Park	3:32 PM
Genoa	
Hwy 56/Main St (Park & Ride)	3:47 PM
Stoddard	
Kwik Trip	3:57 PM
La Crosse	
UW-L State St "Cartwright Ctr"	4:20 PM
WTC-7th St Acad. Res. Ctr/MTU Shltr	4:24 PM
Dwntwn-5th Ave/King St-Cameron Prk	4:28 PM
Mayo-11th St End/Vterbo-Mississippi St	4:35 PM
Gundersen Health-7th St East Bldg	4:40 PM
Trane/Ward Ave-MTU Shelter	4:45 PM
Shopko South	4:50 PM
Walmart South-MTU Shelter	4:52 PM
Stoddard	
Kwik Trip	5:02 PM
Genoa	
Hwy 56/Main Street (Park & Ride)	5:12 PM
Desoto	
Village Park	5:27 PM
Lansing Bridge	
Park and Ride Lot	5:33 PM
Ferryville	
Village Hall/Community Center	5:42 PM
Lynxville	
Hwy 35/Cty E Intersection	5:52 PM
Prairie du Chien	
Cabela's	6:12 PM
Downtown-BI, Hawk Ave/Main St	6:17 PM
Prairie Memorial Hospital	6:22 PM
Blackhawk Junction	6:27 PM

Effective March 31, 2014

SMART BUS (Yellow Bus)

Time at the Stop - Route 1

Viroqua	AM
Downtown (Eagles Club)	6:23 AM
Vernon Memorial Hospital	6:25 AM
Walmart	6:30 AM
Westby	
Borgen's	6:43 AM
Hansen's IGA	6:45 AM
Coon Valley	
Kwik Trip	7:00 AM
La Crosse	
Trane/Ward Ave-MTU Shelter	7:23 AM
Gundersen Health-7th St East Bldg	7:30 AM
Mayo-11th St Env/Vtrebo-Mississippi St	7:34 AM
Dwtnm-5th Ave/King St-Cameron Pk	7:40 AM
WTC-7th St Acad. Res. Ctr/MTU Shlr	7:44 AM
UW-L State St "Cartwright Cr"	7:50 AM
Shopko South	8:01 AM
Walmart South-MTU Shelter	8:03 AM
Coon Valley	
Kwik Trip	8:18 AM
Westby	
Hansen's IGA	8:31 AM
Borgen's	8:33 AM
Viroqua	
Dwtnm (Eagles Club)	8:45 AM
Vernon Memorial Hosp.	8:47 AM
Walmart	8:52 AM

Time at the Stop - Route 2

Viroqua	AM
Downtown (Eagles Club)	8:45 AM
Vernon Memorial Hosp.	8:47 AM
Walmart	8:52 AM
Westby	
Borgen's	9:02 AM
Hansen's IGA	9:04 AM
Coon Valley	
Kwik Trip	9:17 AM
La Crosse	
UW-L State St "Cartwright Cr"	9:42 AM
WTC-7th St Acad. Res. Ctr/MTU Shlr	9:47 AM
AMTRAK (Optional - if requested)	9:52 AM
Dwtnm-5th Ave/King St-Cameron Pk	9:59 AM
Mayo-11th St Env/Vtrebo-Mississippi St	10:04 AM
Gundersen Health-7th St East Bldg	10:09 AM
Trane/Ward Ave-MTU Shelter	10:16 AM
Shopko South	10:21 AM
Walmart South-MTU Shelter	10:23 AM
Coon Valley	
Kwik Trip	10:38 AM
Westby	
Hansen's IGA	10:51 AM
Borgen's	10:53 AM
Viroqua	
Walmart Drop Off Only	11:03 AM
Dwtnm (Eagles Club) Drop Off Only	11:08 AM
Vernon Memorial Hosp. Drop Off Only	11:10 AM

Time at the Stop - Route 3

Viroqua	PM
Downtown (Eagles Club)	12:30 PM
Vernon Memorial Hospital	12:32 PM
Walmart	12:37 PM
Westby	
Borgen's	12:47 PM
Hansen's IGA	12:49 PM
Coon Valley	
Kwik Trip	1:02 PM
La Crosse	
UW-L State St "Cartwright Cr"	1:27 PM
WTC-7th St Acad. Res. Ctr/MTU Shlr	1:32 PM
Dwtnm-5th Ave/King St-Cameron Pk	1:37 PM
Mayo-11th St Env/Vtrebo-Mississippi St	1:42 PM
Gundersen Health-7th St East Bldg	1:47 PM
Trane/Ward Ave-MTU Shelter	1:54 PM
Shopko South	1:59 PM
Walmart South-MTU Shelter	2:02 PM
Coon Valley	
Kwik Trip	2:20 PM
Westby	
Hansen's IGA	2:33 PM
Borgen's	2:35 PM
Viroqua	
Walmart Drop Off Only	2:45 PM
Dwtnm (Eagles Club) Drop Off Only	2:50 PM
Vernon Memorial Hosp. Drop Off Only	2:52 PM

Time at the Stop - Route 4

Viroqua	PM
Downtown (Eagles Club)	3:27 PM
Vernon Memorial Hospital	3:29 PM
Walmart	3:34 PM
Westby	
Borgen's	3:44 PM
Hansen's IGA	3:46 PM
Coon Valley	
Kwik Trip	3:59 PM
La Crosse	
UW-L (State St "Cartwright Center")	4:24 PM
WTC (7th St Academic Resource Ctr-MTU Shlr)	4:29 PM
Dwtnm (5th Ave/King St) (Cameron Park)	4:34 PM
Mayo (11th St Ent) Vrebo (Mississippi St)	4:39 PM
Gundersen Lutheran (7th St East Bldg)	4:44 PM
Trane/Ward Ave (MTU Shelter)	4:51 PM
Shopko South	4:56 PM
Walmart South (MTU Shelter)	4:58 PM
Coon Valley	
Kwik Trip	5:13 PM
Westby	
Hansen's IGA	5:26 PM
Borgen's	5:28 PM
Viroqua	
Walmart Drop Off Only	5:38 PM
Dwtnm (Eagles Club) Drop Off Only	5:43 PM
Vernon Memorial Hosp. Drop Off Only	5:45 PM

For more information: call 877-444-6543 or log on to <http://www.ridesmt.com>

