

## Chapter 4 – Action Plan

### Process

The 2021 Action Plan was developed by county meeting participants with assistance from Brown County Planning Commission/MPO staff. County meeting participants were asked to identify:

- needs and gaps in transportation services
- possible solutions to the needs and gaps
- persons or entities responsible for addressing needs and gaps
- a timeline for implementation
- roadblocks to implementation

### Action Plan

Issue/Action	Responsible Party	Timeline	Roadblock to Implementation
<p>Continue holding quarterly meetings of the <b>Brown County Transportation Coordinating Committee (TCC)*</b>.</p> <p>*The TCC was established in 2008 by the Brown County Board of Supervisors. The TCC is an official subcommittee of the Brown County Human Services Committee. At the time of inception, MPO staff agreed to take on the management responsibilities of the TCC including scheduling meetings, developing agendas, writing staff reports, presenting content, and preparing minutes. Agendas and minutes are provided to the County Board office for publication.</p>	<p>Brown County Planning Commission/MPO</p>	<p><u>The formation of the TCC:</u> The TCC was established by the Brown County Board of Supervisors in 2008.</p> <p><u>The function of the TCC:</u> TCC members collaborate &amp; share information on available services, assist in resolving client/provider issues, &amp; provide advocacy on behalf of seniors &amp; individuals with disabilities who require specialized transportation services. The TCC also reviews &amp; makes a recommendation regarding the County's annual State 85.21 application &amp; reviews &amp; recommends projects funded through the Federal Section 5310 Enhanced Mobility of Seniors &amp; Individuals with Disabilities Program.</p>	<p>None.</p>

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<p><b>Transportation as a Need*</b>  – The Aging &amp; Disability Resource Center (ADRC) of Brown County’s <i>Plan on Aging</i> cites transportation as a need that should be addressed. Transportation is mentioned at every listening session, planning event, &amp; survey conducted by the ADRC staff.</p> <p>*Source: ADRC of Brown County - County Plan on Aging 2022-2024</p>	None identified	None identified.	Limited funding.

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<p>Delay or prevent the need for specialized transportation services through travel training.</p>	<p>Brown County Mobility Management Program* and others.</p> <p>*Program established in 2016.</p>	<p>Ongoing. The Mobility Coordinator for Brown County offers one-on-one travel training for all individuals including those using mobility devices.</p> <p>Green Bay Metro produced a number of short “how to” videos to aid riders. They include, among others:</p> <ul style="list-style-type: none"> <li>• how to ride the bus safely</li> <li>• how to ride the bus using a wheelchair</li> </ul> <p>The videos are available at:  <a href="http://www.greenbaymetro.org">www.greenbaymetro.org</a></p>	<p>None.</p>

<b>Issue/Action</b>	<b>Responsible Party</b>	<b>Timeline</b>	<b>Roadblock to Implementation</b>
<p>The number of volunteer drivers &amp; paid drivers (due to a labor shortage) available for Curative Connections Specialized Transportation Service has decreased as a result of the COVID-19 pandemic.</p>	<p>Curative Connections and others.</p>	<p>Ongoing: Continue to recruit drivers for the program.</p>	<p>COVID-19 pandemic continues to deter volunteer drivers.</p> <p>Limited funding restricts the number of paid drivers that can be hired.</p>

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<p><b>Funding:</b> To enhance and expand public transportation service for existing bus riders &amp; make Metro a viable option for non-riders, Metro will have to raise &amp; sustain additional money in the future. Current federal, state, &amp; local funding sources for both operating &amp; capital will not likely increase over the next several years.</p> <p>Continue to study the possibility of creating a Regional Transportation Authority (RTA) in the Green Bay area, Brown County, or region.</p>	<p>Green Bay Transit Commission, Green Bay Metro staff, Brown County Planning Commission/MPO, the State of Wisconsin, &amp; the federal government.</p>	<p><u>Ongoing.</u> BCPC/MPO &amp; Metro staffs continue to monitor federal &amp; state funding levels.</p> <p>Staff continues to monitor state RTA enabling legislation proposals.</p>	<p>Federal and State operating assistance has remained largely status quo in recent years.</p> <p>Federal funds for capital purchases such as buses were cut dramatically with MAP-21. Available funds will increase under the new FAST Act but not to pre-MAP-21 levels.</p> <p>State of Wisconsin enabling legislation must be approved before locals can seek public approval of an RTA.</p> <p>State Legislature eliminated many of the previously-approved RTAs &amp; voted down others.</p>

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<p>Current transportation revenue is insufficient to meet needs. The federal <b>gas tax</b> was last raised in 1993 &amp; the state gas tax was last raised in 2006. Neither has been indexed to inflation.</p> <p>Policy analysts believe that an increased tax is needed to fund &amp; sustain transportation infrastructure &amp; programs.</p> <p>The issue has been studied; reports have been issued, &amp; recommendations have been put forth. However, little progress has been made toward a establishing a long-term funding solution.</p>	<p>State &amp; federal governments.</p>	<p><u>Ongoing</u>: Wisconsin's Transportation Development Association (TDA) continues to promote its JUST FIX IT campaign. The campaign encourages the Legislature &amp; Governor to develop a long-term sustainable solution to fund Wisconsin's transportation systems.</p>	<p>Federal &amp; state legislative bodies have not acted.</p>

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<p>Maximize funding programs/opportunities, including the Federal Section 5310 Enhanced Mobility of Seniors &amp; Individuals with Disabilities Program and State of Wisconsin Section 85.21 County Elderly and Disabled Transportation Assistance Program.</p>	<p>Brown County Planning Commission/MPO and others</p>	<p>2021+. Curative Connections has applied &amp; plans to continue to apply for replacement vehicles for use in its transportation program.</p> <p>2021+. Green Bay Metro continues to receive funding for the Mobility Management Program.</p> <p>2021+. Green Bay Metro is the Designated Recipient (DR) for Section 5310 program. The Green Bay Urbanized Area receives a direct allocation from the Section 5310 program. The Brown County Planning Commission Board of Directors has local approval authority for projects.</p>	<p>Annual Federal Section 5310 urban area allocation is limited to approximately \$186,000.</p> <p>Annual State Section 85.21 is limited to approximately \$625,000, not including an approximate \$125,000 local match.</p>



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<p><b>Service Gaps</b> often exist due to lack of funding &amp; /or vehicle capacity, as a result of institutional barriers, &amp; other reasons. Gaps need to be identified &amp; resolved if possible.</p> <p><u>Gaps</u>: There have been requests for public transportation services to accommodate shift workers, for Sunday &amp; holiday travelers, &amp; to areas currently not serviced by low-cost transportation providers.</p>	<p>All. Explore public/private partnerships to fill gaps.</p>	<p><u>2021</u>. Green Bay Metro added one hour of service on weeknights from 9:45 pm to 10:45 pm to assist shift workers and others.</p>	<p>A limited number of private providers offer 24/7/365 service, but it is often much more expensive than public transportation options, which do not operate 24/7/365.</p>

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<p>Lack of public transportation services in developed portions of the Village of Howard has been a point of discussion since the mid-1970s.</p> <p>Green Bay Metro has developed many service proposals over the years at the request of the village.</p>	<p>Green Bay Metro and the Village of Howard.</p>	<p>None.</p>	<p>The village of Howard has not been interested in contributing to the local share of operating expenses and, therefore, service has not been provided.</p>

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<p><b>Non-Emergency Medical Transportation (NEMT)</b> provided by the State of Wisconsin Department of Health Services (DHS) &amp; <b>Veyo</b> (as of November 1, 2021) to qualifying Medicaid &amp; BadgerCare Plus Members.</p> <p>This service has been historically insufficient and often leaves eligible clients without transportation. Other service quality issues have been documented and service improvements are needed</p> <p>DHS defines the service as “last resort”, meaning if you can drive or have a family member drive you to &amp; from a medical appointment you are not eligible to receive this service.</p>	<p>Wisconsin DHS &amp; private-for-profit transportation firm, Veyo.</p>	<p>Veyo will begin to provide service in November 2021, replacing MTM.</p> <p>Representatives of the Brown County TCC &amp; other committees &amp; organizations will monitor the services provided by Veyo.</p> <p>Advocacy groups have suggested a regional model may offer improved service.</p>	<p>Wisconsin Legislature approved current brokerage system structure.</p>

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Select private intercity bus companies need to improve communication with its own clients as service is often cancelled or delayed at the last minute and passengers are stranded at the Green Bay Metro Transportation Center.	Select private Intercity bus companies.	None identified.	None identified.

Issue/Action	Responsible Party	Timeline	Roadblock to Implementation
<p>New capabilities &amp; opportunities are being created in both the transportation &amp; human service communities through use of technology.</p> <p>Explore the increased use of technology.</p>	<p>Green Bay Metro, human service agencies, &amp; Brown County Planning Commission/MPO</p>	<p><u>Ongoing</u>. Technology continues to be purchased, creating efficiencies for existing programs &amp; creating new digital applications.</p> <p>Green Bay Metro introduced Green Bay Metro On-Demand Microtransit services in 2020 and expanded the program in August of 2021. Passengers book a ride using a smartphone and often share rides with others. The service is similar to Uber and Lyft.</p> <p>Green Bay Metro offers a Bus Tracker app, which allows fixed route bus passengers to be informed as to when their bus will arrive.</p> <p>Green Bay Metro continues to install Quantum wheelchair securement systems on buses. Increased safety, independence for the user, &amp; operational improvements due to load-time reductions have been realized by transit systems using this technology.</p> <p>In 2020, air-purifying system were installed on all buses which dramatically reduced exposure to COVID and flu.</p> <p>Additional technology is included in Metro's Capital Improvement Program, but it is not currently funded.</p>	<p>Lack of funding is often the primary roadblock to expanding the use of technology.</p>

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<p>Impact that on-demand service Transportation Network Companies (TNCs)* such as Uber, Lyft, &amp; others may have on transportation services.</p> <p>* TNCs link passengers with drivers who use their own vehicles. An app is used by the passenger to request a ride. Several TNCs link wheelchair accessible vehicles to individuals needing them.</p>	None.	<u>Ongoing</u> . Identify possible opportunities & /or partnerships.	N/A

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<p>Immediate specialized transportation services are needed (for unforeseen circumstances).</p>	<p>Public &amp; private transportation providers.</p>	<p><u>None</u>. The Green Bay Metro paratransit program policy does not allow for same day trip requests. Federal law allows public transit systems to decline same day requests. Curative Connections will attempt to accommodate a same day request, but capacity issues may prohibit such a trip.</p>	<p>Program policy &amp; /or program capacity issues.</p> <p>A limited number of private providers offer this service, but this service can be cost prohibitive for some people.</p>

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<p>The impact of <b>driverless</b> or <b>autonomous cars</b> will likely enhance mobility for all, including seniors and persons with disabilities.</p>	<p>None identified.</p>	<p><u>Ongoing</u>. Driverless cars have become legal and have been introduced in several states. Wisconsin is not currently one of them.</p>	<p>Local, State, and or Federal laws may govern where and when the vehicles are allowed to operate.</p>



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<p><b>Engineering.</b> Physical barriers, such as lack of sidewalks &amp; curb cuts, restrict access to transportation services.</p>	<p>Brown County municipalities, Brown County Department of Public Works, State of Wisconsin, &amp; private developers.</p>	<p><u>Ongoing.</u> The need for improved land use decisions &amp; transportation design policies are addressed in many local comprehensive plans, the Transit Development Plan, the Green Bay MPO's Long-Range Transportation Plan, &amp; other planning documents.</p>	<p>Local/county/state policies &amp; funding.</p>
<p><b>Educate</b> local, state, &amp; federal elected officials (policy makers) &amp; the general public of the need for specialized transportation services. The need for specialized transportation services will increase as Brown County's population ages. Also develop an advocacy strategy.</p>	<p>Brown County TCC, Brown County Planning Commission/Green Bay MPO, Green Bay Metro, &amp; other committees &amp; organizations.</p>	<p><u>Ongoing.</u> Brown County TCC membership includes an elected official &amp; members of various advocacy groups.</p> <p><u>Ongoing.</u> BCPC staff serves on the NE Wisconsin Regional Access to Transportation Committee (NEWRATC). Funding &amp; advocacy are key components of the committee's work.</p> <p><u>Ongoing.</u> BC Homeless &amp; Housing Coalition, Bay Area Community Council, Job Center of Wisconsin/Mobility Manager, United Way, JOSHUA, ESTHER, &amp; many others have brought the issue forward.</p>	<p>To be determined.</p>
<p><b>Engage</b> seniors, individuals with disabilities, low-income individuals, &amp; agency staff who represent them in the development of transportation plans &amp; policies.</p>	<p>Brown County Transportation Coordinating Committee, Brown County Planning Commission/MPO, Green Bay Metro, human services agencies &amp; advocates.</p>	<p><u>Ongoing.</u> The Brown County TCC's membership includes advocates for seniors, individuals with disabilities, &amp; low income individuals. Many local organizations routinely conduct listening sessions, surveys, &amp; publish results &amp; recommendations.</p>	<p>None.</p>