Region 10
2011 Local Human Service Transit Coordination Plan

Prepared by:
Robert Hutton and Tracy Schnell, MnDOT Planners
Region 10/MnDOT District 6
2900 48th Street NW
Rochester, Minnesota 55901

Adopted by:
Region 10/MnDOT District 6 Area Transportation Partnership
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Revised by:
Region 10/MnDOT District 6 Area Transportation Partnership
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Executive Summary

The 2011 Local Human Service Transit Coordination planning process was led by a Steering Committee which included leadership from services for individuals with disabilities, older adults, persons with limited incomes, and public and private transportation in the area. Public input was solicited from a questionnaire, workshops, and a public meeting. The MnDOT District 6 Planning Office provided technical assistance and developed the draft sections, with input from the Steering Committee and Transit Provider Survey to compile the plan. The Office of Transit provided technical assistance, project oversight and funding.

The southeastern eleven counties of Minnesota are served by the MnDOT District 6 Planning Office for its regional development needs. The counties within this jurisdiction are Dodge, Fillmore, Freeborn, Goodhue, Houston, Mower, Olmsted, Rice, Steele, Wabasha, and Winona. The Rochester and La Crosse/La Crescent metropolitan area is included within this planning area. A wide variety of transportation options are available to persons in District 6, which include agency, for-hire transportation providers, shuttle services, specialized transportation services, taxi service, public transit, and volunteer based services.

However, there are still considerable unmet needs, with a willingness to achieve better coordination to improve or increase transportation services. The following are examples of desired outcomes, strategies, and projects identified from a May 26, 2011 one-day workshop. A broad group of stakeholders participated including representatives from public transit agencies, private transportation providers, non-profit transportation providers, social service agencies, workforce development centers, healthcare providers, area agencies on aging, advocacy organizations that work on behalf of persons with disabilities, the elderly, or low incomes, and others.

Outcomes

Maximize consumer access to existing transportation services including public, private, non-profit, and human services entities, while minimizing duplication of service provisions.

Identify transportation needs of individuals with disabilities, older adults, veterans & the military community, and people of low incomes; provide strategies for meeting those needs; and prioritize transportation services for funding and implementation in Region 10.

Strategies

1. Routinely convene regional coordination body
2. Share resources

3. Centralize information
4. Improve service convenience
5. Coordinate dispatch
6. Coordinate volunteer driver program
7. Educate and provide technical training as appropriate

Projects Examples

1. Establish a Regional Steering Committee to convene a regional coordination body two times per year to review and renew work on regional plans
2. Enrich & enhance the volunteer driver program using a low cost strategy to increase services, coordinate with agencies, and pool resources
3. The share a ride project encourages workers from small towns traveling to trade centers to open their vehicles to community members in need of transportation to those trade centers (mostly elderly)

Introduction

The goal of transit coordination is to enhance transportation access by minimizing duplication of services and facilitating the most appropriate and cost-effective transportation possible with available resources. The purpose of human services public transit coordination is to improve transportation services for persons with disabilities, older adults, veterans & the military community, and individuals with low incomes by ensuring that communities maximize use of transportation resources funded through public and private sources.

This document is an update of the 2006 MnDOT District 6 Public Transit Human Service Coordination Plan and will assist stakeholders as they determine ways to coordinate transit services in Region 10. The 2011 Region 10 Local Human Service Transit Coordination Plan documents the technical analysis that evaluates existing transportation services in Region 10 and assesses strengths and weaknesses of transportation service provision among public transit agencies, social service agencies, and other providers. The plan also records public outreach efforts and stakeholders' preferred strategies and projects to improve transportation coordination in Region 10.

A Local Human Services Transit Coordination plan is a federal requirement under the Safe Accountable, Flexible, and Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU). Federal regulations state that projects eligible for funding under the Transportation for Elderly Persons and Persons with Disabilities (Section 5310), Job Access and Reverse Commute (Section 5316), and The New Freedom Initiative (Section 5317) programs must advance strategies identified in a Local Human Service Transit Coordination Plan. This planning process fulfills federal requirements by engaging transportation providers, social services agencies, and members of the public in identifying strategies for regional transportation coordination.

Beyond fulfilling federal requirements, this planning process encouraged representatives of diverse organizations to join together in articulating specific projects that could advance coordination strategies in Region 10. Through public outreach activities, stakeholders brainstormed project ideas and refined these ideas in a collaborative setting. The final project list reflects input of a broad range of regional stakeholders and provides a 5-year blueprint for future coordination efforts in Region 10.

Plan Process

The goal of the 2011 Region 10 Local Human Service Transit Coordination Plan is to identify coordination strategies that will improve transportation services ability to serve the unique needs of the elderly, persons with disabilities, veterans & the military community, and persons with low incomes. This planning process combines a needs assessment with public outreach tools to identify strategies for improved human services transit coordination in Region 10. An overview of the plan's key elements is described here.

Needs Assessment

The needs assessment establishes baseline conditions in Region 10 by analyzing demographic trends and identifying available resources for human services transportation. Key elements of the needs assessment include:

- Identifying and analyzing regional demographic and transportation trends
- Mapping transit-dependent demographic groups, existing transit services, and key regional destinations
- Developing an inventory of public, private, and non-profit transportation provider capabilities and resources

Public Outreach

Public outreach activities created and shaped the strategies and projects identified in this plan. Public outreach occurred during two steering committee meetings held on April 7, 2011 and June 23, 2011 and a public workshop held on May 26, 2011.

The plan steering committee closely guided the plan decision-making. Steering committee duties included:

- Evaluating strategies and assessing outcomes of projects identified in the 2006 Public Transit Human Service Coordination Plan
- Developing project ideas and identifying priority strategies as part of the public workshop
- Prioritizing project ideas identified at the public workshop for inclusion in the final plan

The steering committee was made up of representatives from public transit agencies, county human service agencies, Area Agency on Aging representatives, and others. The following members were included:

Steering Committee Membership	
Lynda Hyberger	Workforce Development
Connie Bagley	SE MN Area Agency on Aging
Jim Behrends	Olmsted Co. Adult & Family Services
Greg Schoener	Goodhue Co. Human Services
Charity Floen	Steele Co. Human Services
Melinda Skalicky	Steele Co. Transit Coordinator
Tom Boyd	Fillmore Co. Human Services
Joanne Brackey	Cedar Valley Services
Steven Hill	Ability Building Center
Erlene Welshons	Semcac (SE MN Community Action Agency)
Tony Knauer	City of Rochester
Dave Pesch	Rochester Olmsted Council of Governments (ROCOG)
Tom Faella	La Crosse Area Planning Commission (LAPC)
Natalie Smith	Head Start Transportation Director
Vicky Dolle – Molle	SE MN Council for Independent Living (SEMCIL)
Anne Wixon Meyer	Olmsted Co. Home and Community Care
Jean Meyer*	MN Department of Transportation (MnDOT) Transit Project Manager / Multi-modal Planner
Tracy Schnell*	MnDOT Planner
Bob Hutton*	MnDOT Planner

*Advisory

Strategy Identification and Plan Adoption

In addition to the steering committee, MnDOT District 6 hosted a public workshop on May 26, 2011 to incorporate input from all interested stakeholders and the public. A total of 33 people attended, listed in Appendix A. At the workshop, stakeholders identified strengths and weaknesses of transit coordination in the region. Building from these, stakeholders then identified priority strategies for transit coordination and brainstormed project ideas that could address these strategies. Using input gathered at this workshop, the steering committee prioritized the projects and strategies included in the final plan. A draft plan was distributed to stakeholders for comment. This plan will be adopted by the MnDOT District 6 Area Transportation Partnership (ATP) in October 2011.

Update: In June, 2012 MnDOT District 6 ATP adopted the following changes to the originally adopted plan.

1. Added specific language identifying veterans and the military community

2. Amy Lindsay from the Olmsted County Veterans Service Office (Outreach) was invited as a member of the 2011 Human Service Transit coordination Plan Steering Committee.

   Mary Heckman, Goodhue County Human Services replaces retired Greg Schoener on the Steering Committee

   Gail Bunge, Fillmore County Human Services replaces retired Tom Boyd on the Steering Committee

   Beth Wilms, Winona & Fillmore County Human Services Director was also invited as a member of the Steering Committee

Needs Assessment

Regional Background

Region 10 is located in southeastern Minnesota and includes 11 counties: Dodge, Fillmore, Freeborn, Goodhue, Houston, Mower, Olmsted, Rice, Steele, Wabasha, and Winona. In addition, Region 10 has 2 Municipal Planning Organizations (MPOs), Rochester-Olmsted Council of Governments (ROCOG) and La Crosse/La Crescent Area Planning Committee (LAPC), and 8 regional trade centers: Faribault, Northfield, Owatonna, Austin, Albert Lea, Rochester, Winona, and Red Wing.

There are few geographic barriers from county to county and community to community. The region has an excellent roadway system, and provides an abundance of multi-modal transportation opportunities throughout the region. I-35 and I-90 provide convenient freeway travel for north/south and east/west mobility including access to our neighbors in Iowa and Wisconsin.

Transportation and Demographics

To better understand the relationship between regional demographics, transit options, and key destinations, a series of maps was created depicting these elements in this region. These are included in Appendix B.

Multiple modes of transportation are utilized for commerce, recreation, and personal transport. Highways serve commuters, farm to market transport, the transport of other goods and services, and general travel. The Mississippi River serves as a water highway for the transport of goods into and out of the ports of Red Wing, Winona, and La Crosse (across the river from La Crescent). Railroads transport freight through the region, as well as provide passenger service via Amtrak's Empire Builder on the Chicago to Minneapolis/St. Paul route. Rochester International Airport and ten small airports serve passenger and some freight needs. Twelve transit systems exist in the district for the transportation of individuals to work, appointments, shopping, and other destinations. Commuter services to downtown Rochester are offered with over 27 routes throughout Region 10 and the Twin Cities. Informal and Formal Park and Ride sites provide options to motorists to car/bus pool and reduce expenses in fuel costs. Bicycle and pedestrian activities abound with the use of the vast and expanding recreational trails network and accommodations on highways and streets.

Key Destinations

The vast majority of key destinations in Region 10 are located within the Rochester community. Some of the specific destinations would be social service providers, retail shopping, colleges/vocational schools, and Mayo Clinic as being the biggest destination. The challenge is convenience and direct routes to the destination.

Demographics

The following six group identifiers represent persons who may depend on transit. A separate analysis is provided for each group.

1. Population Density

As expected, Rochester supports the highest population density in Region 10; while the Regional Trade Centers and smaller cities; such as, Winona, Northfield, Stewartville, Austin, Owatonna and Faribault support good density ratios. Rochester continues to see growth in the northwest and southeast areas of the city. Key destinations are supported in each of the Regional Trade Centers. Refer to Map 10-1.

2. Households in Poverty

Based on Map 10-2, Region 10 has households in poverty per square mile from 0 to 143.3. In Rochester, the highest amounts of households are concentrated in the downtown area, where many older homes are located. Refer to Map 10-2.

3. Minority Population

Rochester supports the highest level of minority populations in Region 10. Significant concentration of minority populations exists in the northwestern, southern parts of downtown area and a large pocket in the southern part of the city. Surrounding these areas is a slightly lower level of minorities within Rochester.

While not shown, the cities of Austin and Albert Lea also have higher levels of minority populations. These cities, along with Owatonna, support minority populations with employment, in processing plants. The minority populations follow the same pattern as the LEP Populations. Refer to Map 10-3.

4. LEP Populations

Overall, in Region 10, there is a relatively small population of Limited English populations. The most significant LEP population in Rochester follows US Highway 52 from downtown to the Northeastern city limits, to southeastern edges of the city. Albert Lea, Austin, Owatonna, Faribault, Northfield, and Winona have undergone increased levels of LEP populations also. Somalia populations are most common in Rochester, Northfield, and Faribault. Spanish populations are most common in Austin, Albert Lea, Owatonna, Winona, and Rochester. Refer to Map 10-4.

5. Seniors

Aging is the dominant demographic trend in MN and across the country. Minnesotans over the age of 65 will more than double over the next 25 years. Persons age 65 and older are of highest population is northwest and downtown Rochester, near the renowned regional medical community and where the Area

Agency on Aging provides many services. Notably, Region 10 has higher concentrations of persons age 65 and older in some smaller communities such as Caledonia, La Crescent, Plainview, Stewartville, Byron and Kasson. In addition Albert Lea has been innovative in attracting the senior population by developing the "Blue Zone" concept which, when implemented, promotes healthy active living for seniors. A "Blue Zone" is a region of the world where people commonly live active lives passed the age of 100 years. Refer to Map 10-5.

6. Zero-Vehicle Households

Rochester, serving as the largest city in Region 10, provides for the highest concentration of household with no personal vehicle. As shown on Map 10-6, the downtown area serves the largest population with no vehicle. Unique to Rochester – transit dependent riders profile are not persons who are dependent on transit, but choose to utilize the service. The Rochester Bus Service web site schedules are convenient for downtown area riders. However, the use of personal vehicle travel is still more convenient and flexible than using public transit. Refer to Map 10-6.

Summary

Similarities in the Minority and LEP populations are consistent for each of the Regional Trade Centers, as well as, zero vehicle households and households in poverty. Rochester, which serves the highest concentration of Region 10's population also provides for the largest need in transportation services to all six groups identified.

Transportation Provider Inventory Findings

Throughout March 2011, Region 10 developed an inventory meant to capture service information for all public, private, school district, human service, and non-profit transportation providers in the region. The inventory includes information such as fleet size, vehicle capacity, passenger eligibility requirements, and service cost; this information provides a source of comparison across agencies and a means to identify service gaps. To complete the inventory, Region 10 sent an on-line questionnaire to approximately 200 of the region's transportation providers in spring 2011. Seventy five responses were returned. A directory listing of providers responding to our survey is in Appendix C.

Region 10 transit providers serve this region in various ways by supplying affordable transportation in the following categories:

Urbanized Systems

Small urban Systems

Rural Systems

5310 Elderly and disabled

Private non-Profit

Private for Profit

Nursing Home/Assisted Living

Inter City Bus

Ride Share/Van Pool Commuter Program

Hospitality

The initial Steering Committee meeting was called on April 7, 2011 to review the 2006 Coordination Plan Strategies.

Neighborhood citizens have initiated voluntary ways to provide the transportation and delivery of vital supplies and services. Family, friends and neighbors become the provider, paid and/or unpaid. Without this type of volunteerism in these areas, vulnerable adults would be severely underserved.

Collaboration with other units of government and other agencies is of great value. For example, joint purchase of vehicles makes sense and could provide options where every day transit service is not provided or expected. Also, sharing a data base of qualified volunteer drivers may be useful if those drivers could be used for different transit systems.

While much of the 2011 Human Service Transit Coordination Plan focused on needs and project ideas, level of service data from the 2006 plan has not changed significantly in Region 10. All counties in the region have, at a minimum, access to a regional trade center five days per week.

The culture of freedom and independence is preserved with the use of personal vehicles and is still affordable (becoming less affordable with increased fuel costs), parking is still available for most personal vehicle trips.

Outcomes since the 2006 Public Transit Human Service Coordination Plan

Another component of the needs assessment is an analysis of the 2006 MnDOT District 6 Public Transit Human Service Coordination Plan. This plan was the first local human services transit coordination plan to be conducted in this region, and includes a list of strategies and projects for improving transit coordination. The 2011 steering committee reviewed these strategies and projects and assessed regional progress on transit coordination since 2006. The group also identified causes for success and barriers to action regarding project implementation. The complete list of 2006 strategies and projects and an assessment of their outcome is presented below.

Strategies and projects from the 2006 Transit Coordination Plan (Steering Committee Analysis)

Strategy # 1

Improve Communication between users and providers by ongoing involvement, planning, and coordination

- Asset Mapping - Some action taken to identify providers/needs locally & regionally where duplication and gaps in service exist. It was determined that some gaps still exist. Some areas locally have completed the asset mapping process with success.
- Establish a working Committee including consumers, funding providers, and elected officials - Some action taken, no regional committee, Transit has Technical Advisory Committee (TAC), and there are gaps in the district.
- Establish a website that serves as a clearinghouse of information and resources - Action taken and going well. MnDOT Office of Transit has established the website.
- Involvement of Legislators - Some work done, but more needed in advocacy and action.

Strategy # 2

Establish a Public Transit Human Services Consortium Group representing transportation providers and consumers

- Provide for a structure/oversight to a regional group that best represents transportation issues - No action was taken.
- Technical Assistance and clearinghouse of information has been established
- Some action taken to provide coordination activity among government, legislators, providers, and consumers.

Strategy # 3

Coordinated Dispatch and Advancement in Technology

- Coordinated dispatching between multi-providers - Some action taken by some agencies working together but no centralized system
- Establish a GPS System for Providers - No action was taken

Key elements of success

- We may need a broker dispatch system - For Medical Assistance we could integrate public and private providers at a lower cost

- Establish Information system and coordinate with commuter bus system (RCL and Land to Air) Also this may be related to the broker. At issue would be the all day wait for a return trip, for example
- A regional website which could be a MnDOT link to transportation and trip planning

Barriers which inhibited success

- There is not complete buy-in to Transit
- Freedom and independence with a personal vehicle is still somewhat affordable and attainable
- The public is not hurting enough yet

Why was no action taken and does it still have value?

- Nobody claimed ownership
- Need to establish committee, policy group, to influence legislators about service delivery areas
- Need resources to establish & maintain
- Need someone to be accountable for maintenance

Summary of Existing Conditions and Needs

The final component of this needs assessment is a stakeholder generated list of strengths and weaknesses of existing transit coordination efforts. Public workshop participants identified strengths and weaknesses of existing coordination efforts in Region 10. Combined with the plan's technical findings, these strengths and weaknesses form the basis for identifying strategies to address transportation coordination in this region.

A few surprises emerged as we prioritized ideas:

- Hybrid vehicles were mentioned several times
- Importance of education/marketing in each category
- The list of impacts and issues are very similar to those in the 2006 plan
- Coordination needed at all levels; local, county, and regional

Strengths:

- Saving dollars by becoming more efficient
- More options/benefits to users
- More options for transportation time and service

- Bus Buddy-travel trainer
- Good coordination among agencies
- A strong volunteer base
- Dedicated and trusted staff in agencies
- Centralized dispatching, coordination & technology
- A variety of different providers
- Accessibility options
- Willingness to change in coordination planning

Weaknesses:

- Cost-lack of funding
- Lack of information on services and providers
- Specialized Transportation Services requirements and guidelines
- Staff training on transportation options
- Off hours service gaps
- Lack of availability in specific service areas
- Lack of public knowledge and understanding of services

In summary, the needs assessment indicates people travel to trade centers for shopping malls, grocery stores, Big Box stores, clinic appointments, doctors, dentists, churches, banks, entertainment, libraries, and education facilities.

Key strengths of our transit system:

- Unlimited options for transportation time and service
- Good environment for coordination among agencies and staff
- Willingness to change

Key weaknesses:

- Lack of funding
- Availability of training
- Lack of customer information

Strategy and Project Identification

The priority strategies and projects identified in this plan were initially identified by stakeholders at the public workshop and further refined by the steering committee. At the public workshop, stakeholders reviewed strategies for transit coordination, identified which strategies should be prioritized for this region, and brainstormed project ideas for implementation of these strategies. Taking the entire list of ideas generated, public workshop participants voted on high-priority strategies and projects to be highlighted in the final plan. Later, steering committee members considered this input while prioritizing strategies and projects for inclusion in the list presented below. A complete list of project ideas considered during the planning process is presented in Appendix D.

To categorize project ideas, steering committee members created an "Effort vs. Impact" chart to compare these project ideas. This created a relative sense of how much effort (low to high) each project idea would take as well as how much impact (minor to major) each project could have in its region. This chart can be found in Appendix E. The strategies and projects listed below represent those ideas the steering committee prioritized as having the most potential to improve transit coordination in Region 10.

Prioritized Strategies

The following is a list of strategies that were attached to project ideas identified at the Region 10 Workshop. This list is broken into three categories:

Category 1 - Coordinate and consolidate Transportation Services and Resources
- Share Resources
- Coordinate Volunteer Driver Training
- Coordinate Dispatch

Category 2 - Mobility Strategies
- Improve Service Convenience
- Establish/Enhance Volunteer Driver Program

Category 3 - Communication, Training, and Organizational Support
- Convene a Regional Coordination Body
- Centralize Information
- Provide Technical Training for Coordination Staff
- Educate Public on Transportation Options

Other Strategies

Category 1
- Contract Between Agencies
- Outsource Business Functions
- Allow Joint Purchasing
- Coordinate Agency Schedules
- Contract with common carrier
- Consolidate business functions

- Implement tools that support data management

Category 2

- Establish/Expand Taxi Subsidy Program
- Establish/enhance assisted transportation programs
- Improve access to transit stops
- Maintain existing vehicle fleet

Category 3

- Educate Regional Professionals on Transportation Options
- Hire mobility manager
- Offer customer travel training

Prioritized Project List

Easy to do/Major Improvement	
Establish on-line resource directory of transportation information. This is a website database with transportation resource information delivered either on-line or through call center list serve website.	
Clients Served	Agency providers and rider customers
Communities Served	This is a regional, multi-county project and would serve all communities in all 11 counties.
Type of Agency Responsible	Region 10 Consortium of Agencies
Strategy Addressed	Centralized Information

Share Resources by providing a central office of information to provide data concerning funding options, route information, and transportation agencies	
Clients Served	Current and prospective providers, transit users may have access to the most up to date route information
Communities Served	Steering committee anticipates serving all 11 counties
Type of Agency Responsible	Region 10 Consortium of Agencies
Strategy Addressed	Centralize information

Establish and convene a regional coordination body two times per year to review and renew work on the coordination plan.	
Clients Served	All Region 10
Communities Served	Southeast Minnesota
Type of Agency Responsible	MnDOT and the Plan Steering Committee
Strategy Addressed	Convene Regional Coordination Body

Educate providers, both public and private, and meet with vested partners to discuss transportation issues and services.	
Clients Served	Professionals, caregivers, and all people needing services
Communities Served	All communities in Region 10 area
Type of Agency Responsible	Region 10 Consortium of Agencies
Strategy Addressed	To provide technical training for coordination staff

Easy to do/Minor Improvement	
Establish and improve Volunteer Drivers Program through the enhancement of skills and knowledge of responsibilities	
Clients Served	Low income, elderly, disabled
Communities Served	Southeast Minnesota
Type of Agency Responsible	Existing volunteer coordinators and service clubs
Strategy Addressed	Establish/Enhance Volunteer Driver Program

Improve transportation within small cities for homebound, persons with disabilities, seniors, and those without other transportation options	
Clients Served	Members of smaller communities
Communities Served	Smaller communities
Type of Agency Responsible	Volunteers within each small community
Strategy Addressed	Improve Service Convenience

Difficult to do/Major Improvement	
Outsource Business Functions to centralize billing	
Clients Served	County employees and service providers
Communities Served	Units of government and citizens throughout Region 10
Type of Agency Responsible	MnDOT, counties, cities, and towns
Strategy Addressed	Outsource Business Function

Convene Regional Cooperative to research funding and technology options	
Clients Served	Providers, employees, and ultimately citizens of all communities
Communities Served	Southeast MN counties
Type of Agency Responsible	Region 10 Consortium of agencies
Strategy Addressed	Hire Mobility Manager

Adoption and Approval of Plan

The final draft of the 2011 Local Human Service Transit Coordination Plan will be submitted to MnDOT Central Office, the Plan Steering Committee members, and adopted by the MnDOT District 6 Area Transportation Partnership (ATP). The draft plan will be available for public comment. A special thanks to the Plan Steering Committee and all the participants in the May 26th workshop for assisting in project development and sharing key information on the region.

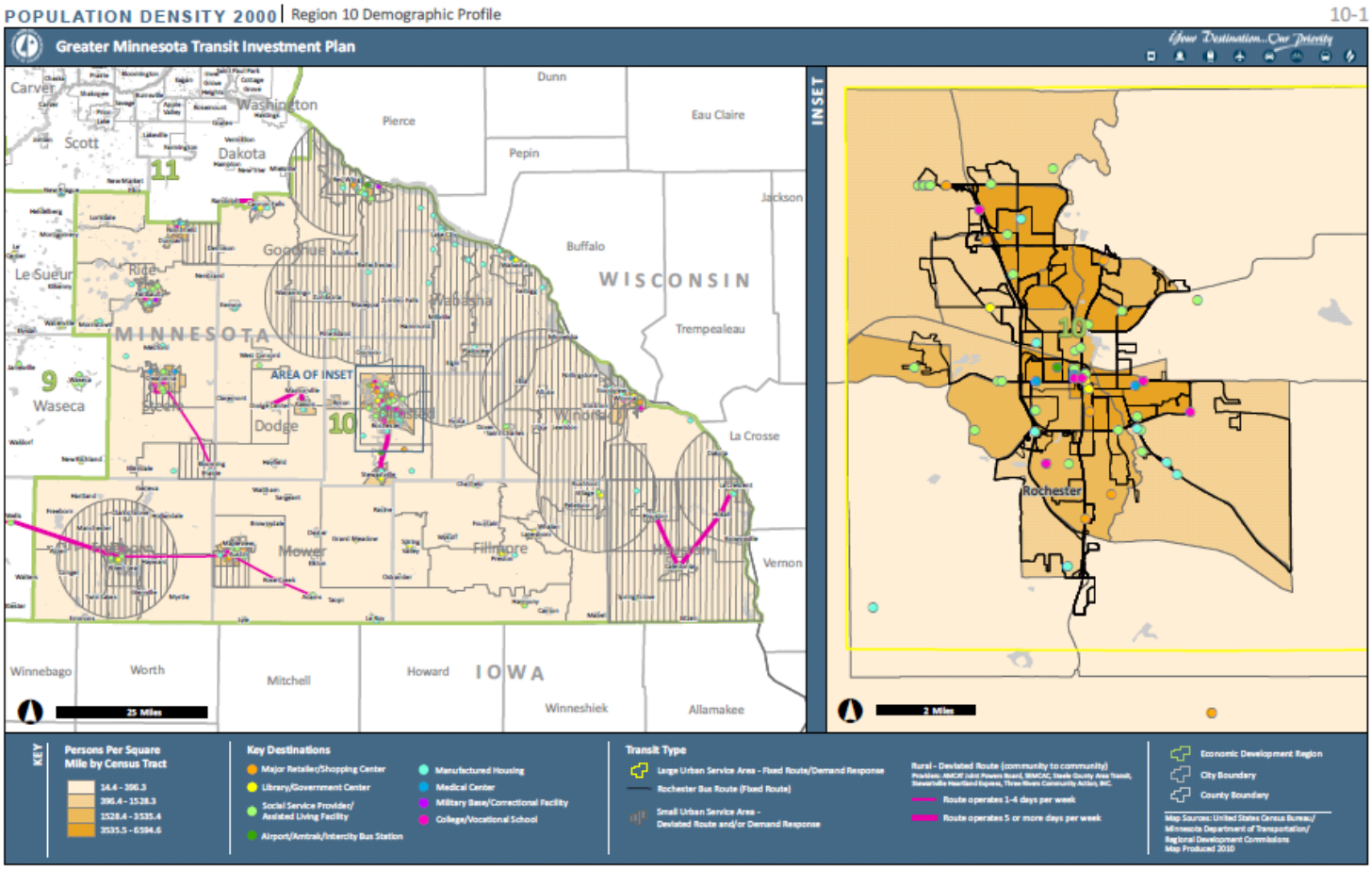
Appendix A - Public Workshop Participants

May 26, 2011 Workshop Participants

Name	Organization
Jean Meyer	MnDOT D6 Transit Project Manager
Tracy Schnell	MnDOT D6 Planner
Robert Hutton	MnDOT D6 Planner
Kim Manson	Ability Building Center
Charity Floen	Steele County Human Services Director
Connie Bagley	SE MN Area Agency on Aging
Kim Voth	SE MN Area Agency on Aging
Erlene Welshons	SE MN Community Action Council
Julie Stevermer	Mower County Human Services Director
Candace Ballstadt	Faith in Action
Tom Faella	LaCrosse Area Planning Commission
Tom Boyd	Fillmore County Human Services
Lee Neste	Faith in Action Red Wing
Rosemary Van Houten	Pine Island Area Home Services
Dave Pesch	Rochester Olmsted Council of Governments
Betty Bluem	Volunteer Driver Coordinator
Hayden Flack	Fairview Seminary Home
Jeff Schmidt	R & S Transport
Missy Musel	R & S Transport
Kelly Joseph	
Joanne Brackey	Cedar Valley Services
Cori Sherwood	Golden Living Center – Rochester East

Wayne Stenberg	SE MN Community Action Council
Chuck Amunrud	Fillmore County Commissioner
Terry Brady	Rochester Transportation Systems
Lynda Hyberger	Workforce Center
Anne Wixon Meyer	Olmsted County Home & Community Care
Tony Knauer	Transit & Parking Manager, City of Rochester
Lyle Tjosaas	Dodge County Commissioner
Janet Nustad	Yellow Cab Winona
Troy Sadler	Yellow Cab Winona
Irv Plitzuweit	Olmsted County Vital Aging Commission
Dianne Patten	Zumbro Valley Mental Health
Lindsay Gottschalk	SE MN Center for Independent Living
Mitchel Paulson	SE MN Center for Independent Living
Melinda Skalicy	Steele County Transit Coordinator

Appendix B - Transit Services, Transit-Dependent Populations, and Key Destinations in Region 10



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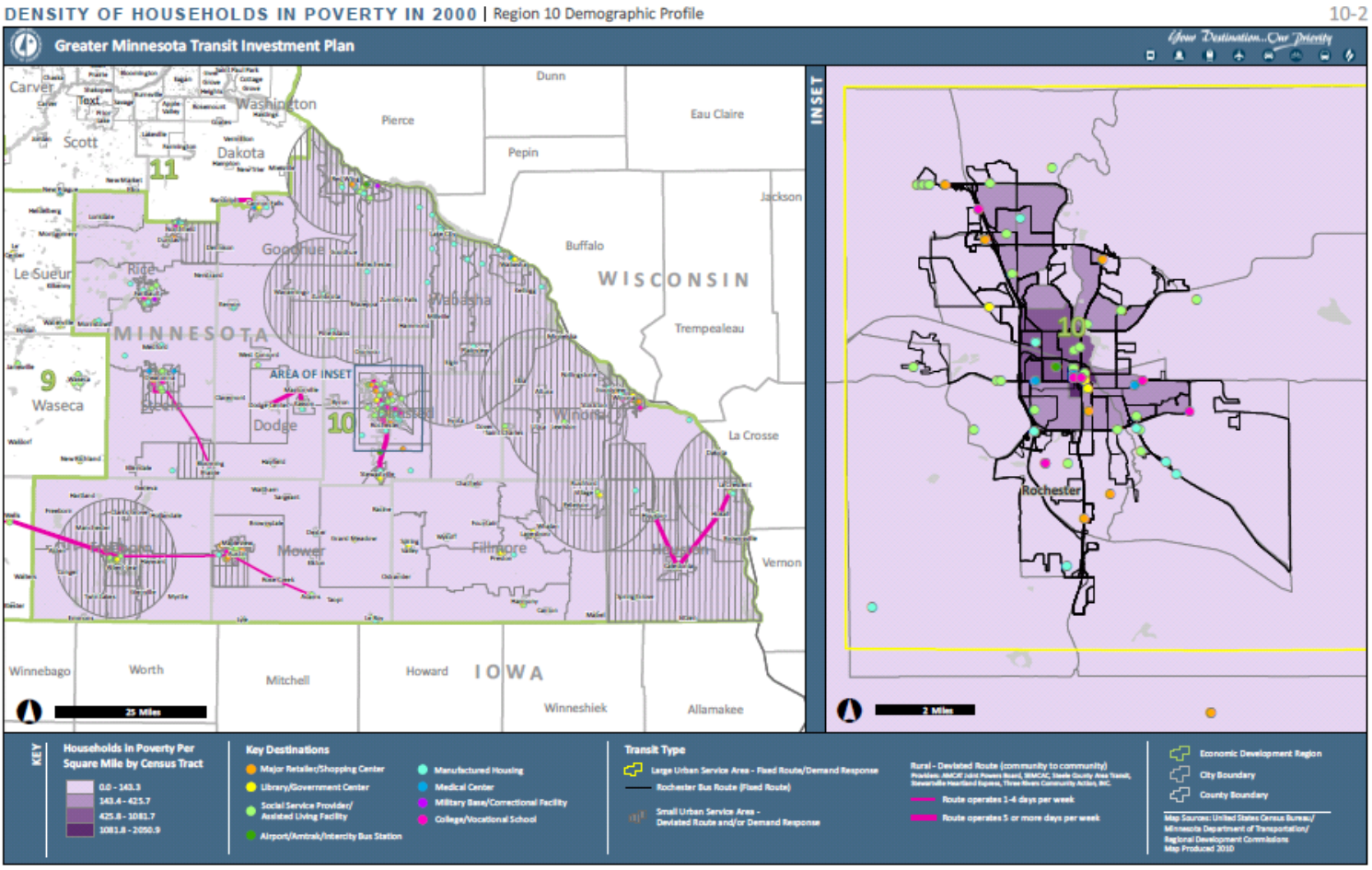

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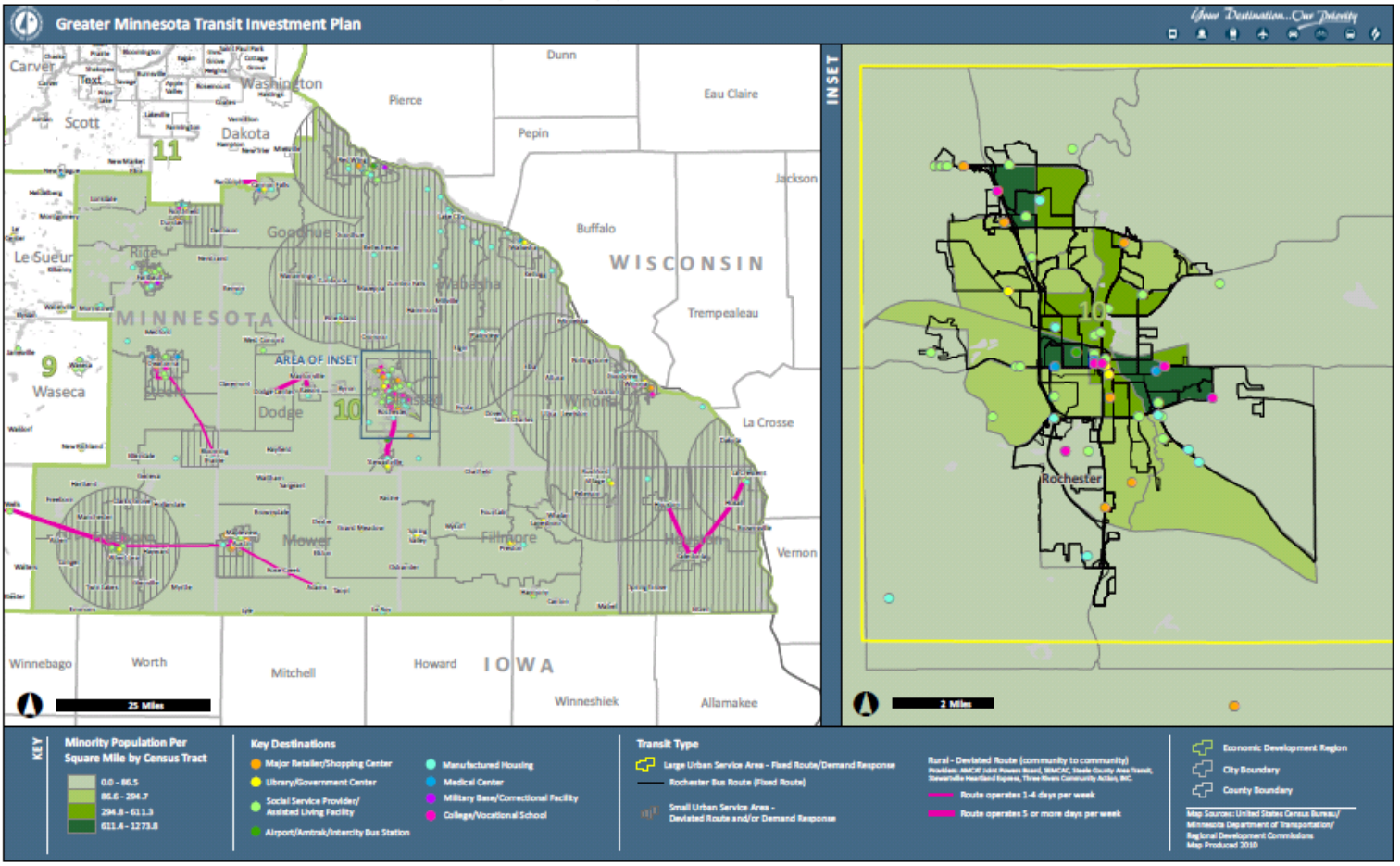

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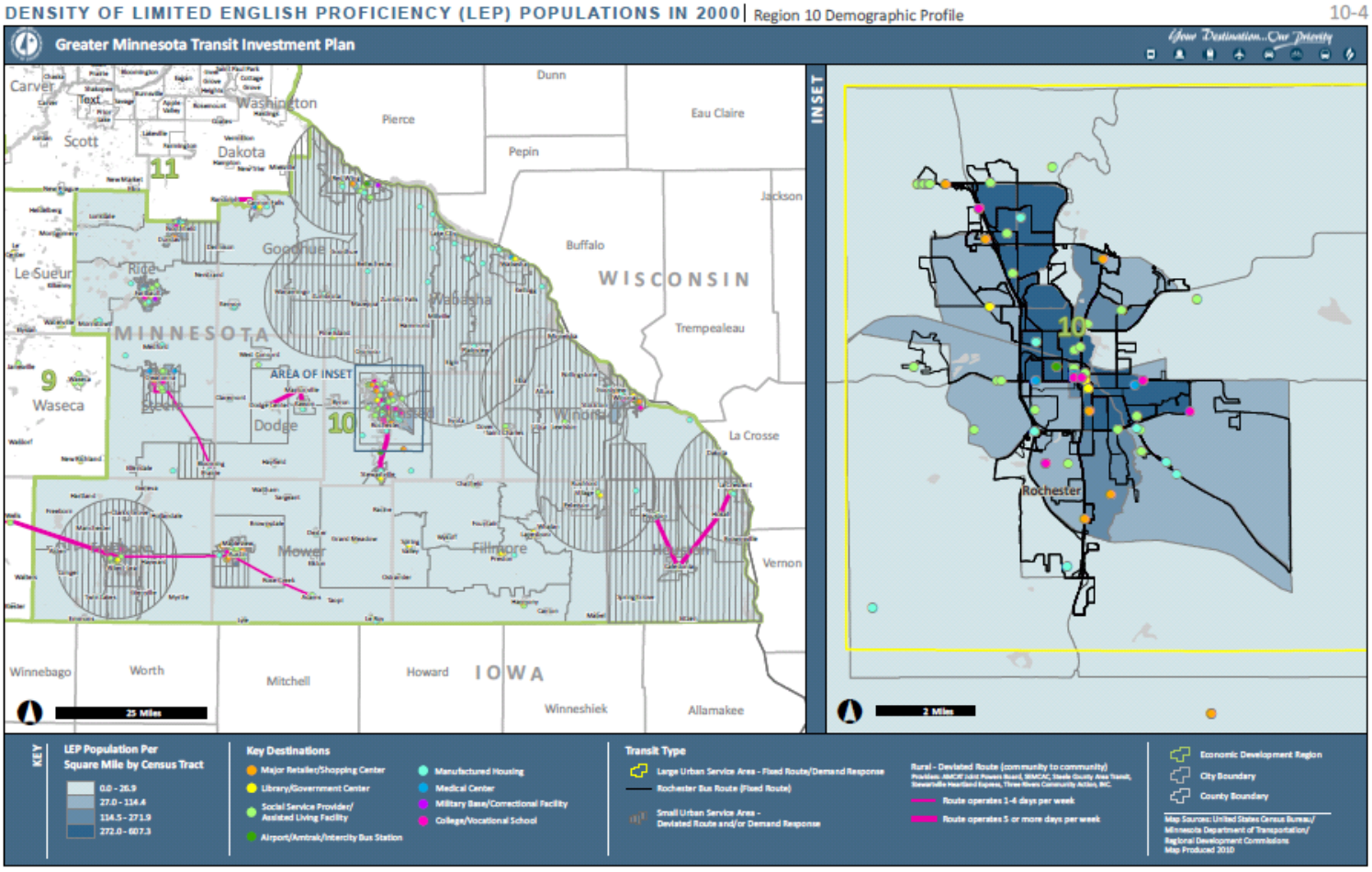
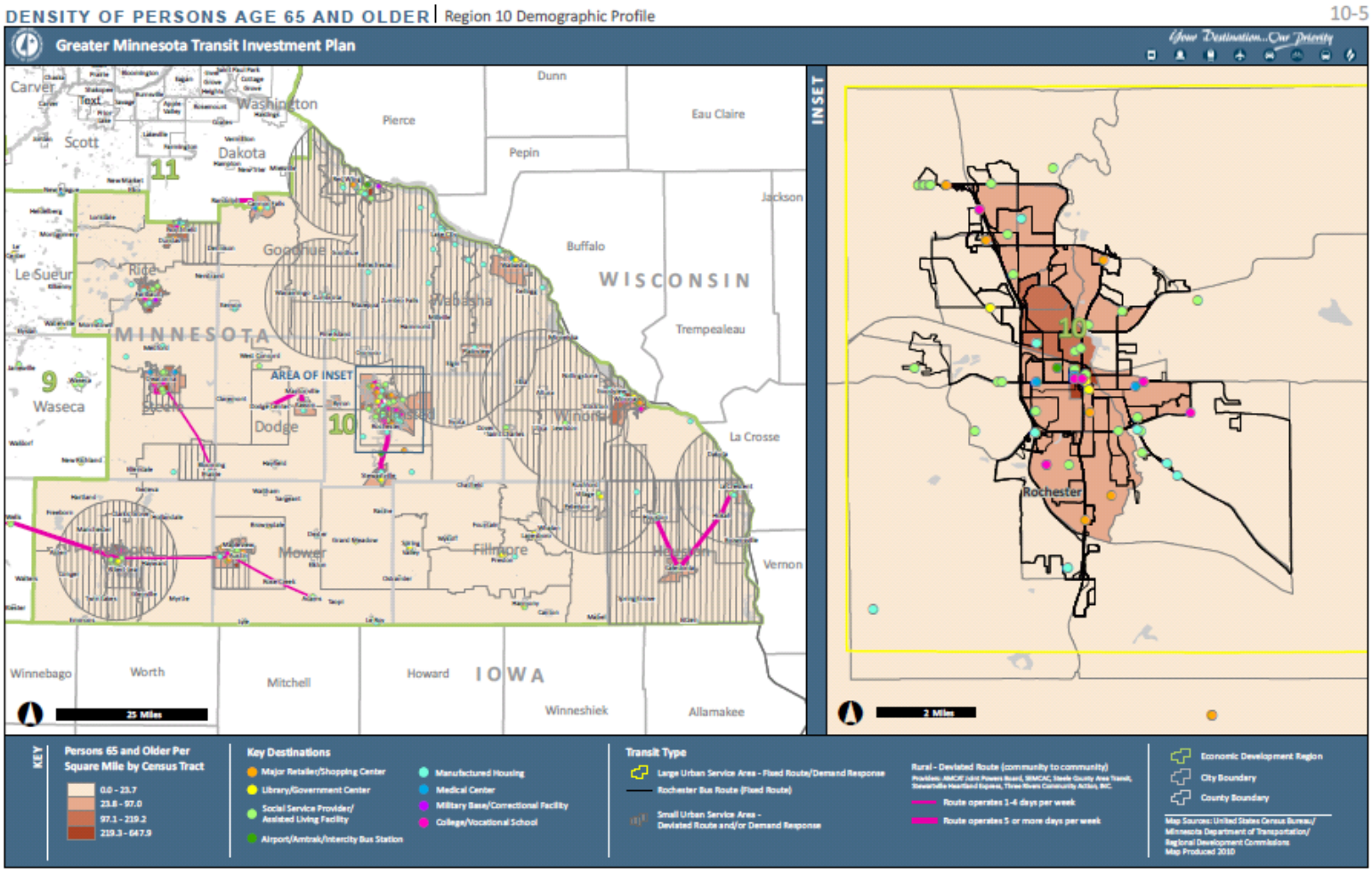


Appendix B - Transit Services, Transit-Dependent Populations, and Key Destinations in Region X



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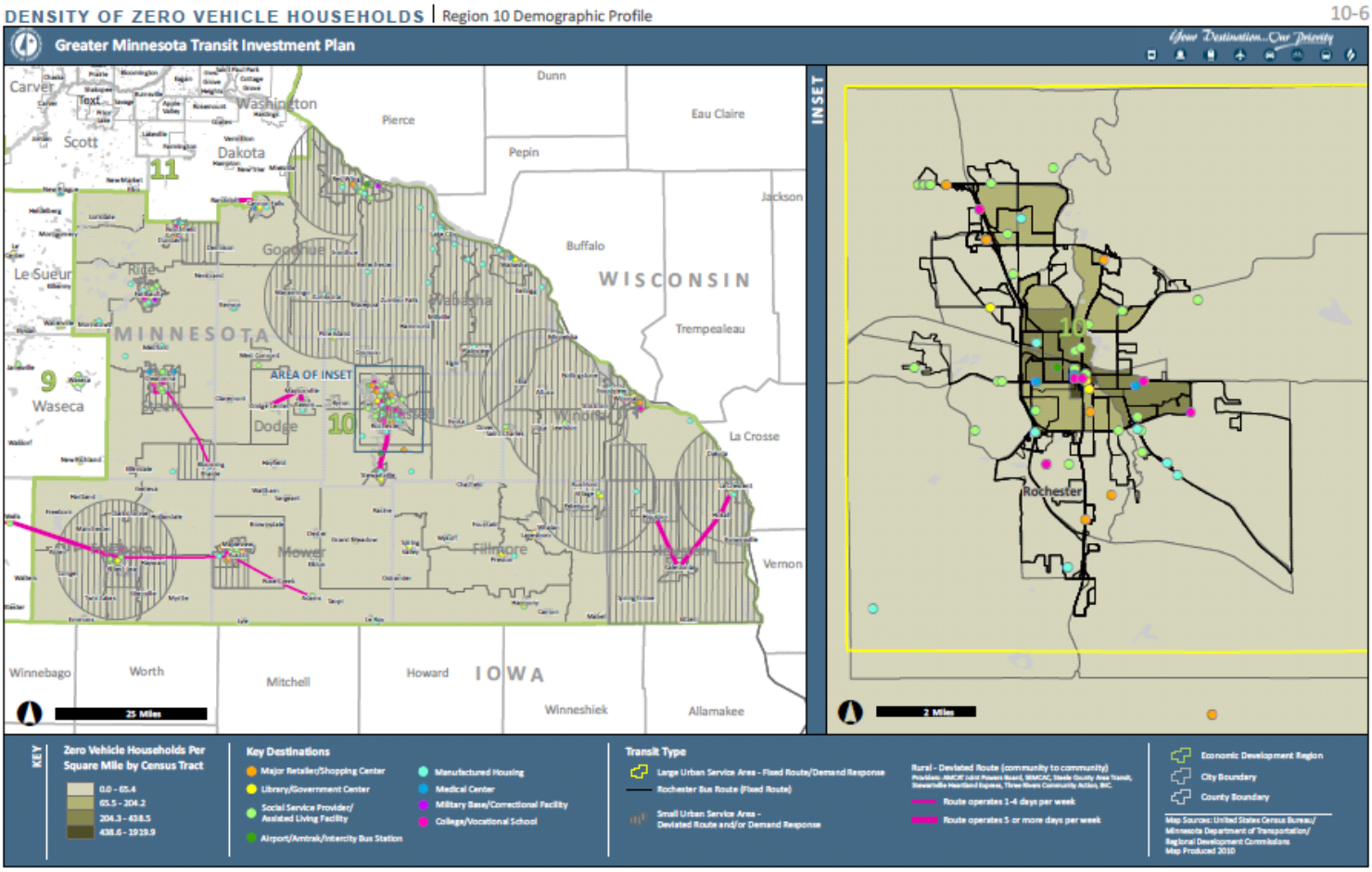

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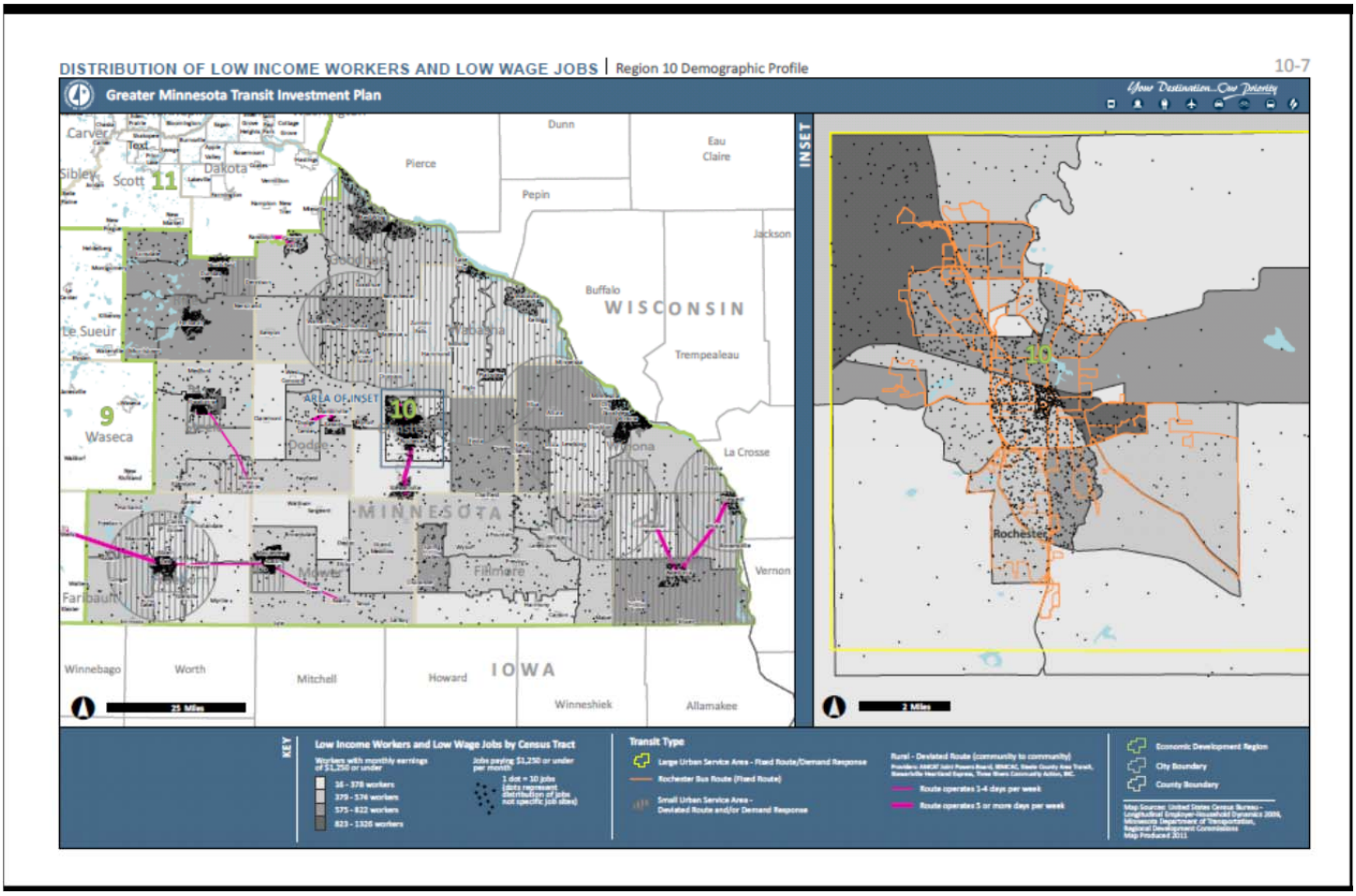

Appendix C - Transportation Provider Inventory

The following directory includes contact information of all regional transportation providers who responded to an inventory questionnaire sent in spring 2011. This is not a complete list of providers in the region.

Dodge County
Name: Dodge County Human Services **Address:** 22 6th Street East, Dept 401, Mantorville, MN 55955 **Phone:** (507) 635-6170 **Email:** jane.hardwick@co.dodge.mn.us **Service Type:** N/A
Fillmore County
Name: Fillmore County Community Services **Address:** 902 Houston Street, Suite 1, Preston, MN 55975 **Phone:** (507) 765-2175 **Email:** tboyd@co.fillmore.mn.us **Service Type:** N/A
Name: Good Shepherd Lutheran Services **Address:** 800 Home Street, PO Box 747, Rushford, MN 55971 **Phone:** (507) 864-7714 **Email:** tlindh@acegroup.cc **Service Type:** Non-profit transportation
Name: Kingsland Schools **Address:** Spring Valley, MN 55975 **Phone:** (507) 346-7276 ext. 3170 **Email:** klomps.kevin@k12.mn.us **Service Type:** School Transportation
Name: Mabel-Canton School District #238 **Address:** 316 West Fillmore, PO Box 337, Mabel, MN 55954 **Phone:** (507) 493-5422 **Email:** mmoriarty@mabelcanton.k12.mn.us **Service Type:** School Transportation
Name: Rushford – Peterson Schools **Address:** 102 North Mill Street, PO Box 627, Rushford, MN 55971 **Phone:** (507) 864-7785 ext. 103 **Email:** chuckehler@r-pschools.com **Service Type:** School Transportation
Name: Semcac Transportation Volunteer Program **Address:** 204 South Elm Street, P.O. Box 549, Rushford, MN 55971 **Phone:** (507) 864-8238 **Email:** erlene.welshona@semcac.org **Service Type:** N/A

Freeborn County
Name: Albert Lea Transit **Address:** 2205 Myers Road, PO Box 40, Albert Lea, MN 56007 **Phone:** (507) 379-1111 **Email:** jbrackey@cedarvalleyservices.org **Service Type:** Public Transit Deviated Route
Name: Good Samaritan Society **Address:** 75507 240th Street, Albert Lea, MN 56007 **Phone:** (507) 379-2706 **Email:** pjenson@good-sam.com **Service Type:** Non-profit transportation
Name: Throne Crest Retirement Community **Address:** 1201 Garfield Avenue, Albert Lea, MN 56007 **Phone:** (507) 373-2311 **Email:** seckberg@abhomes.org **Service Type:** Non-profit transportation
Goodhue County
Name: Angels Care Center **Address:** 300 North Dow Street, Cannon Falls, MN 55009 **Phone:** (507) 263-6709 **Email:** N/A **Service Type:** Non-Profit Transportation
Name: Cannon Falls Schools **Address:** 1420 North 6th Street, 920 East Minnesota Street, Cannon Falls, MN 55009 **Phone:** (507) 263-3597 **Email:** bus.garage@cannonfallsschools.com **Service Type:** School Transportation
Name: Fairview Seminary Home **Address:** 906 College Avenue, Red Wing, MN 55066 **Phone:** (651) 385-3435 **Email:** mhill4@redwing.fairview.org **Service Type:** Non-Profit Transportation
Name: Goodhue County Health & Human Services **Address:** 426 West Avenue, Red Wing, MN 55066 **Phone:** (651) 385-2005 **Email:** greg.schoener@co.goodhue.mn.us **Service Type:** N/A
Name: Kenyon Sunset Home **Address:** 127 Gunderson Blvd., Kenyon, MN 55946 **Phone:** (507) 789-8887 **Email:** Hannah.m.davidson@hotmail.com **Service Type:** Non-profit Transportation

Name: ProAct Inc. Red Wing
Address: 204 Mississippi Avenue, Red Wing, MN 55066
Phone: (651) 388-7108
Email: sogren@proactinc.org
Service Type: Private Transportation

Name: Red Wing Health Center
Address: 1412 West 4th Street, Red Wing, MN 55066
Phone: (651) 385-4800
Email: maintenancerw@missionhealthcare.org
Service Type: Private Transportation

Name: Red Wing Mobility LLC
Address: 416 Riedell Court, Red Wing, MN 55066
Phone: (651) 388-9215
Email: kkline@charter.net
Service Type: Private Transportation

Name: Shepherd's Center of Cannon Valley
Address: 120 West State Street, Cannon Falls, MN 55009
Phone: (507) 263-2136
Email: shepherdscenter@frontiernet.net
Service Type: Non-profit Transportation

Houston County

Name: ABC Works
Address: 730 North Pine, PO Box 408, Caledonia, MN 55921
Phone: (507) 7252057
Email: judyw@abcinc.org
Service Type: Non-profit Transportation

Name: Houston County Human Services
Address: 304 South Marshall, Room 104, Caledonia, MN 55921
Phone: (507) 725-5811, ext 1306
Email: lori.feldmeier@co.houston.mn.us
Service Type: N/A

Name: LaCrosse Area Planning Committee
Address: 400 4th Street North, LaCrosse, WI 54601
Phone: (608) 785-5977
Email: faella.tom@co.la-crosse.wi.us
Service Type: N/A

Name: LaCrosse Municipal Transit Utility
Address: 2000 Marco Drive, LaCrosse, WI 54601
Phone: (608) 789-7350
Email: carlsonk@cityoflacrosse.org
Service Type: Public Transportation Fixed Route

Mower County

Name: Adams Health Care Center
Address: 810 West Main, Adams, MN 55909
Phone: (507) 582-3263
Email: jschmitz@adamshcc.com
Service Type: Private Transportation

Name: Austin Mower County Area Transit
Address: 2801 West Oakland Avenue, Austin, MN 55912
Phone: (507) 437-9959
Email: tdankert@ci.austin.mn.us
Service Type: Public Transit deviated route

Name: Grand Meadow Healthcare Center
Address: 210 East Grand Avenue, PO Box 365, Grand Meadow, MN 55936
Phone: (507) 754-5212
Email: megan.kleinsasser@tealwoodcc.com
Service Type: Private Transportation

Name: LeRoy Ostrander School
Address: 406 West Main Street, PO Box 1000, LeRoy, MN 55951
Phone: (507) 324-5743 ext. 226
Email: snoble@leroy.k12.mn.us
Service Type: School Transportation

Name: Mower County Human Services
Address: 1301 18th Avenue NW, Suite A, Austin, MN 55912
Phone: (507) 437-9729
Email: julies@co.mower.mn.us
Service Type: N/A

Name: St. Mark's Lutheran Home
Address: 400 15th Avenue SW, Austin, MN 55961
Phone: (507) 434-7212
Email: timothygreenslade@ecumen.org
Service Type: Private Transportation

Olmsted County

Name: Chatfield Public School
Address: 205 Union Street SE, Chatfield, MN 55923
Phone: (507) 867-4210, ext 5011
Email: eharris@chatfield.k12.mn.us
Service Type: School Transportation

Name: First Student (Rochester Schools)
Address: 2021 32nd Avenue NW, Rochester, MN 55901
Phone: (507) 289-4541
Email: jon.goetz@firstgroup.com
Service Type: School Transportation

Name: Gold Crown Limousine
Address: 1101 1st Avenue SE, Rochester, MN 55904
Phone: (507) 285-9528
Email: goldcrownlimo@aol.com
Service Type: Private Transportation

Name: Golden Living Center Rochester East
Address: 501 8th Avenue SE, Rochester, MN 55904
Phone: (507) 288-6514
Email: carey.huebert@goldenliving.com
Service Type: Non-profit Transportation

Name: Madonna Towers of Rochester
Address: 4001 19th Avenue NW, Rochester, MN 55901
Phone: (507) 288-3911
Email: steven.moen@bhshealth.org
Service Type: Private Transportation

Name: Med City Taxi
Address: 420 1st Avenue NW, Suite B, Rochester, MN 55901
Phone: (507) 282-8294
Email: sherrystartransportation@gmail.com
Service Type: Private Transportation

Name: Olmsted County Community Services
Address: 2100 Campus Drive SE, Suite 200, Rochester, MN 55904
Phone: (507) 368-6665
Email: wixon.meyer.anne@co.olmsted.mn.us
Service Type: Private Transportation

Name: Olmsted County Volunteer Drive Program
Address: 2100 Campus Drive SE, Rochester, MN 55904
Phone: (507) 328-6371
Email: bluem.betty@co.omlsted.mn.us
Service Type: Volunteer Driver

Name: Pine Island Area Home Services
Address: 109 3rd Street SW, PO Box 566, Pine Island, MN 55963
Phone: (507) 356-2999
Email: piahs@pitel.net
Service Type: Non-profit Transportation

Name: Rochester City Lines
Address: 1825 North Broadway, Rochester, MN 55906
Phone: (507) 288-4353
Email: dan@rclbus.com
Service Type: Private Transportation

Name: Rochester Public Schools
Address: Edison Building, 615 7th Street SW, Rochester, MN 55902
Phone: (507) 328-4260
Email: jekappers@rochester.k12.mn.us
Service Type: School Transportation

Name: Rochester Public Transit (Rochester Public Works)
Address: 201 4th Street SE, Rochester, MN 55904
Phone: (507) 328-2424
Email: tknauer@rochestermn.gov
Service Type: Public Transit Fixed Route

Name: Rochester Senior Center
Address: 121 North Broadway, Rochester, MN 55906
Phone: (507) 424-6401
Email: stacie@rsc-mn.org
Service Type: Volunteer Driver

Name: Star Transportation
Address: 420 1st Avenue NW, Suite A, Rochester, MN 55901
Phone: (507) 281-0969
Email: tim.fliehr@limostar.com
Service Type: Private Transportation

Name: Stewartville Heartland Express
Address: 105 East 1st Street, P.O. Box 275, Stewartville, MN 55976
Phone: (507) 533-4745
Email: bneubauer@stewartvillemn.com
Service Type: Public Transit Dial a Ride

Name: Workforce Center
Address: 1302 7th Street NW, Rochester, MN 55901
Phone: (507) 292-5188
Email: lhyberger@wfdi.ws
Service Type:

Rice County

Name: Laura Baker Services Association
Address: 211 Oak Street, Northfield, MN 55057
Phone: (507) 645-8866
Email: sandi@laurabaker.org
Service Type: Non-profit Transportation

Name: Lutheran Social Services
Address: 128 1st Avenue NW, Faribault, MN 55021
Phone: (507) 332-8087
Email: kellie.lyman@lssmn.org
Service Type:

Name: Northfield Hospital Ambulance
Address: 2000 North Avenue, Northfield, MN 55057
Phone: (507) 646-1206
Email: yureka@northfieldhospital.org
Service Type:

Name: Northfield Senior Center
Address: 1651 Jefferson Parkway, Northfield, MN 55057
Phone: (507) 664-3701
Email: lynnepederson@nscmn.org
Service Type: Volunteer Driver

Name: Palmer Bus Service
Address: 116 2nd Street NE, Montgomery, MN, 56069
Phone: (507) 364-8104
Email: johns@palmerbusservice.com
Service Type: School Transportation

Name: Pleasant Manor, Inc.
Address: 27 Brand Avenue, Faribault, MN 55021
Phone: (507) 334-2036
Email: mmeillier@qwestoffice.net
Service Type: Private Transportation

Name: Rice County Social Services
Address: 320 3rd Street NW, Suite 2, Faribault, MN 55021
Phone: (507) 332-6206
Email: mshaw@co.rice.mn.us
Service Type: N/A

Name: St. Lucas Care Center
Address: 500 1st Street SE, Faribault, 55021
Phone: (507) 332-5101
Email: kruda@missionhealthcare.org
Service Type: Private Transportation

Name: Three Links Care Center
Address: 815 Forest Avenue, Northfield, MN 55057
Phone: (507) 664-8815
Email: patricia.vincent@threelinks.org
Service Type: Non-profit Transportation

Steele County

Name: Prairie Manor Care Center
Address: 11772 89th Avenue SE, Blooming Prairie, MN 55917
Phone: (507) 583-4434
Email: mrobinson@prairiemanorinc.com
Service Type: Private Transportation

Name: Steele County Area Transit
Address: 630 Florence Avenue, P.O. Box 890, Owatonna, MN 55060
Phone: (507) 455-7508
Email: melinda.skalicky@co.steele.mn.us
Service Type: Public Transit Dial a Ride

Wabasha County

Name: Hiawathaland Transit **Address:** 55049 241st Street, Plainview, MN 55964 **Phone:** (507) 421-1668 **Email:** amy.repinski@threeriverscap.org **Service Type:** Public Transit Deviated Route
Name: Wabasha County Social Services **Address:** 411 Hiawatha Drive East, Wabasha, MN 55981 **Phone:** (651) 565-3043 **Email:** lmcnally@co.wabasha.mn.us **Service Type:** Volunteer Driver
Winona County
Name: MV Student Transportation **Address:** 32 Wenonah Road, Minnesota City, MN 55959 **Phone:** (507) 454-5871 **Email:** jpeterson@mvstudenttrans.com **Service Type:** School Transportation
Name: Winona Area Public Schools **Address:** 903 Gilmore Avenue, Winona, MN 55987 **Phone:** (507) 494-0810 **Email:** kari.shiroma@winona.k12.mn.us **Service Type:** School Transportation
Name: Winona County Community Services **Address:** 202 West 3rd Street, Winona, MN 55987 **Phone:** (507) 457-6264 **Email:** kbunkowski@co.winona.mn.us **Service Type:** Volunteer Driver
Name: Winona Senior Services **Address:** 865 Mankato Avenue, P.O. Box 5600, Winona, MN 55987 **Phone:** (507) 457-4335 **Email:** mmiller-hyland@winonahealth.org **Service Type:** Volunteer Driver
Name: Winona Transit Service **Address:** P.O. Box 378, Winona, MN 55987 **Phone:** (507) 457-8200 **Email:** mhmohan@ci.winona.mn.us **Service Type:**
Name: Yellow Cab of Winona, Inc. **Address:** 260 West 3rd Street, Winona, MN 55987 **Phone:** (507) 454-5200 **Email:** ridehome@gmail.com **Service Type:** Private Transportation

Appendix D-Project Ideas List

Category 1: Coordinate and Consolidate Transportation Services and Resources				
		Title of Project	**Description of Project**	**Strategy Projects**
1		Coordinate Purchases	Save money on testing & training	Allow Joint Purchasing
2		Streamlining with the intent to ease work load on all agencies	Centralized billing – Goodhue County	Outsource Business Fun
3		Improve service productivity and cost effectiveness	Provide rides to other agencies at a cost per ride, Rochester & outlying communities	Contract Between Agen
4		More affordable rides	More affordable rides for low income people. More cooperation between agencies and maybe use vehicles in county car pools	Share Resources
5		Purchase Hybrid Vehicles	Pool of hybrid vehicles for drivers to use and would make it easier to have "volunteer drivers" Elderly/Disabled/Low Income	Share Resources
6		Pool resources	Pool resources with other transit agencies in southeastern Minnesota for cost savings	Share Resources
7		Share – a – Ride	Workers from small towns open their vehicles to community members to a larger town for shopping etc. (mostly elderly)	Share Resources
8		County Wide Transit	To reach each city in the county 2x week for the elderly, low income, and persons with disabilities.	Share Resources
9		Dispatch Coordination	Centralized number for dispatching volunteer drivers. Use yahoo calendar or secure data system that has all volunteers & receives needed info. Provider resources, dispatching, scheduling, funding resource, information on different transportation agencies to fit client needs. Coordinate service delivery monitor for gaps. Call center to coordinate rides to/from medical appts. (Closest provider to facility/clients home.	Coordinate Dispatch
10		Transportation Accessibility	Throughout the region provide technology via web based application allowing for	Coordinate Dispatch

			capture of usage statistics & trends to better plan use of resources	
11		Volunteer Drivers	Improve volunteer driver's skills, knowledge of responsibilities. Seek funding for 55 alive training and implement.	Coordinate Volunteer D Training
12		Travel Training	Bus training/transportation training class or course offered to eligible consumers at various organizations/counties.	Coordinate Volunteer D Training
13		Volunteer Drivers	Enlist and train 20 new volunteer drivers – Red Wing Area	Coordinate Volunteer D Training
14		Regional Training Coordinator	Outreach person to travel. This person is responsible for coordinating training opportunities for public, private, and volunteer drivers.	Coordinate Volunteer D Training
15		Schedules	More ridership at certain times, coordinate transportation with shared volunteers or resources. Group riders going to the same destination from different parts of the county.	Coordinate Agency Sch
Category 2: Mobility Strategies				
16		Improve Transportation	Improve transportation within small cities. For example; at home senior without car to grocery store, church, etc.	Improve Service Conve
17		Coordinate Agency Schedules	Add service hours to meet needs with employment, appointments, etc.	Improve Service Conve
18		Improve Geographic Locations	Increase bus routes and transportation to surrounding communities.	Improve Service Conve
19		Online clearinghouse of agency volunteer drivers	Website with pool of drivers in SE MN	Establish/Enhance Volu Program
20		Establish a community investment (service) corporate sponsored volunteer driver program	Companies provide employees to provide driving	Establish/Enhance Volu Program
21		Increase and improve volunteers	Increase & improve the number of volunteers who provide or enhance	Establish/Enhance Volu Program

			transportation for seniors.	
22		Development of Volunteer Drive Programs	Establish more volunteer driver programs. Offer education, assistance, and start up funding for a set number of communities with interest in developing a VDP in areas where a gap has been identified.	Establish/Enhance Volu Program
23		Enrich Volunteer Driver Programs	Coordinate within agencies, pool resources	Establish/Enhance Volu Program
24		Develop in-town volunteer programs & Enhance VDP and/or develop small town VDP's	Have services available for assistance with shopping, medical, and personal needs in small towns. Specific coordination of volunteers for specific areas. Driver pool within a community. Low cost strategy to increase transportation services.	Establish/Enhance Volu Program
25		Provide increase in resources for taxi/bus services	Increase travel options to low income population.	Establish/expand taxi su programs
Category 3: Communication, Training, and Organizational Support				
26		Establish on-line resource of transportation information & transportation resource directory	Website with transportation resources for agency providers & rider needs. Understanding what agencies provide. Call center or creation of list serve website, etc for accessing transportation info. Develop and maintain an up to date Region 10 Transportation Resource Directory	Centralized Information
27		Share Resources	Central office of information – funding options, route information, transportation agencies	Centralized Information
28		Convene regional coordination coop	Research funding, technology options, hire staff person to coordinate an implementation plan developed by coop.	Hire Mobility Manager
29		Transit 101 – Online resource of transportation projects	Develop and find training material for community provider groups related to the complexity of transit (who can use what, what does each category do/not do, help in/out of house)	Provide technical trainin coordination staff
30		Centralized training office and department	One location to train all employees from each business so everyone is taught the	Provide technical trainin coordination staff.

			same and understands it correctly.	
31		Education to providers	Transportation providers in public/private meet with vested partners and discuss transportation issues & services	Provide technical trainir coordination staff.
32		Educate professionals of different options	Training and information session held after the closure of legislative session & once coordination plan has been developed.	Provide technical trainir coordination staff.
33		Educational Programs & Resources	Education on available resources, how to access then, teaching of programs & systems	Provide technical trainir coordination staff.
34		Regional transportation providers coordination committee	Convene a regional coordination body two times per year to review and renew work on regional plans. Quarterly - RDC	Convene regional coord
35		Public Transportation Options	Educate general public on types of transit services and what they do. Cost of public transit vs. driving, rules and regulations when it comes to funding.	Offer customer travel training/Educate public transportation options
36		Bus Buddy Expansion/Development	Utilize existing volunteer organizations to create a bus buddy system	Educate public of transp options
37		Community & Training Support & educate regional professionals	Educate agencies & service providers – healthcare providers about spectrum of transit providers and what they do. Educate human service professionals on transportation options.	Educate regional profes transportation options

Appendix E - Project Analysis: Effort vs. Impact Assessment

Easy to do/Major impact projects

- Establish on-line resource of transportation information & transportation resource directory
- Share resources
- Education to providers
- Transportation providers coordination committee
- Public Transportation options

Easy to do/Minor impact projects

- Share a ride
- Volunteer Drivers
- Travel Training
- Improve Transportation
- Erich volunteer driver programs
- Transit 101 – Online resource of transportation projects
- Educate professionals of different options
- Educational programs & resources
- Bus buddy expansion/development

Difficult to do/Major impact projects

- Coordinate Purchases
- Streamlining with the intent to ease work load on all agencies
- Improve service productivity & cost effectiveness
- More affordable rides
- Purchase hybrid vehicles
- Pool resources
- County wide transit

- Dispatch coordination
- Schedules
- Coordinate agency schedules
- Improve geographic locations
- Online clearinghouse of agency volunteer drivers
- Increase and improve volunteers
- Development of Volunteer Driver Programs
- Develop in-town volunteer programs & enhance Volunteer Driver Program and/or develop small town VDP's
- Provide increase in resources for taxi/bus services
- Convene regional coordination coop
- Community and training support & educate regional professionals

Difficult to do/Minor impact projects

- Transportation Accessibility
- Regional training coordinator
- Establish a community investment (service) corporate sponsored volunteer driver program