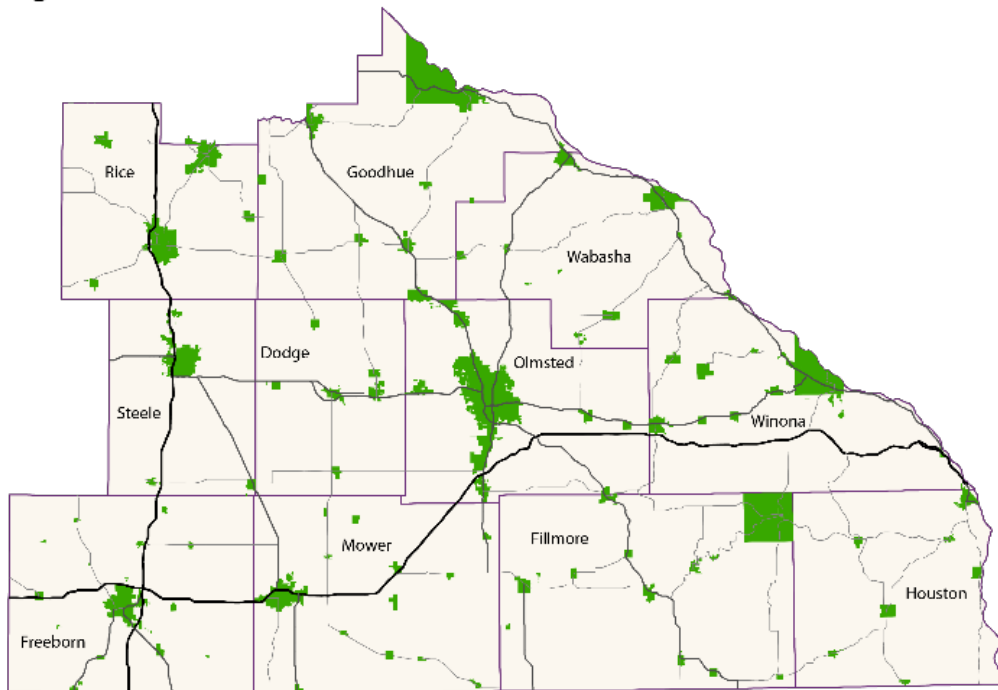# Region 10 Local Human Services-Transit Coordination Plan 2022

Plan Prepared By:
MnDOT District 6 Planning

In Cooperation with representatives and agencies from:
Dodge, Fillmore, Freeborn, Goodhue, Houston, Mower, Olmsted, Rice, Steele, Wabasha and Winona Counties and the Prairie Island Indian Community

Region 10 Transit Service Area (11 Counties in Southeastern Minnesota)

Contents

INTRODUCTION

The purpose of this document is to evaluate existing transportation providers, identify the unmet needs and services, and establish transportation related goals for Region 10. The counties included in this region are the Counties of Dodge, Fillmore, Freeborn, Goodhue, Houston, Mower, Olmsted, Rice, Steele, Wabasha and Winona, Minnesota. This documentation fulfills planning requirements for the Fixing America's Surface Transportation Act (FAST Act) signed into law December 4, 2015.

As a requirement of the FAST Act, grantees under the Section 5310: Enhanced Mobility of Seniors and Individuals with Disabilities program must have projects under a "locally developed coordinated public transit-human services transportation plan" (49 U.S.C. 5310) to receive federal funding. This plan must be developed through a process that includes representatives of public, private, and non-profit transportation services as well as human services providers and the public.

The local human service transportation coordination planning process encourages participation from all local stakeholders and public in the region, especially within target populations. The purpose of this process is to improve human service and public transportation for older adults, individuals with disabilities, and individuals with low incomes through coordinated transportation.

The plan contains demographic conditions, inventory of existing transportation providers, gaps in service, and unmet needs throughout the region that have been identified through analysis, committee input, and stakeholder outreach.

Major Plan Components
The plan has three major components:
- A demographic profile.
- A view of mobility today, analyzing existing transportation services, regional origins, and destinations, needs, gaps, and current coordination.
- A vision of mobility tomorrow, laying out goals and strategies to improve transportation services.

Outline Design
The plan is designed to outline:
- A comprehensive review of existing public transportation and human services coordination.
- A context for continuing and broadening communication between human service agencies and transportation providers.
- A platform to enhance transportation access for older adults, people with disabilities, and those with low incomes through identification of unmet needs and strategies to address them.
- An educational tool for human service agencies, transportation providers, and Regional Transportation Coordinating Councils (RTCCs) to identify coordination opportunities.

Table 1 below shows the suggested timeline for the processes that go along with plan completion.

Table 1: Timeline for Plan Completion

	Nov 2021	Dec-Jan 2021	Jan-Feb 2021	Mar 2022	Apr 2022	May 2022	Jun 2022	Jul 2022	Aug 2022
Project Kickoff	X								
Appoint Steering Committee	X								
1st Steering Committee Meeting		X							
Survey & Questionnaire Collection		X							
Assessment & Previous Effort Evaluation		X	X						
2nd Steering Committee Meeting			X						
Focus Groups				X					
Planning Workshop (3rd Steering Committee Meeting)					X				
Plan Draft Review by MnDOT						X			
4th Steering Committee Meeting							X		
Plan Draft Review by MCOTA							X	X	
Plan Adopted									X

Impacts of the COVID-19 Pandemic

In the Region, state and across the country public transportation was among the many sectors immediately impacted by the COVID-19 pandemic. Essential workers and transit-dependent populations continued to rely on public transportation following the onset of the pandemic. However, social distancing regulations and safety concerns resulted in a sudden and significant share of the workforce working from home. Additionally, many businesses closed (temporarily and permanently) and events were cancelled, all of which contributed to the sharp 40-90% drop in ridership and decreased public transportation's ability to generate revenue. As large budget gaps emerged, many transit providers had to decrease their service and/or their number of drivers.

This decrease in the service levels and drivers continues to this day (although transit ridership has rebounded somewhat) and has impacted transit-dependent populations most significantly. This includes the elderly, persons with disabilities, low income and young riders who depend on transportation services to get to health care appointments, jobs, and other essential services. This Local Human Service Transportation Coordination Plan focuses on improving transportation options for these groups, and the process of developing the Plan itself was also impacted by COVID-19. The following is a summary of some of the planning process and public transportation-related impacts that are included in the main body of this report.

- In 2019, 6.2% of Region 10's population worked from home. COVID-19 increased that number significantly, with a likelihood that some members of the workforce will work from home at least some of the time in the future.

- Statewide transit trips dropped by 48% between 2015 and 2020.
- The pre-pandemic goal of meeting 90% of the public transit need in Greater Minnesota by 2025 may be difficult to achieve given the impacts COVID-19 had on the Greater Minnesota transit systems.
- COVID-19 had a major impact on increasing the number of unemployed residents in the region, increasing their reliance on free or reduced-fare public transportation.
- Volunteer and paid driver and staff shortages discussed above still impact transportation service in the region, solutions to which were highly prioritized throughout this planning process.
- Due to the financial impacts of the COVID-19 pandemic, many transportation providers have gone out of business. Thus, those that rely on public transportation increasingly rely on third-party providers such as family and guardians.
- 2022 Local Coordination Planning process outreach and meeting participation was limited to virtual meetings. This eliminated the possibility to conduct intercept surveys and interactive focus group meetings. Additionally, this meeting format led to a smaller representation of riders and customers.

BACKGROUND

Study Area Demographics

A key step in developing and evaluating transit plans is a careful analysis of the mobility needs of various segments of the population and the potential ridership of transit services. As part of the plan development process, an effort was undertaken to identify any concentrations of the following targeted population groups: elderly individuals and individuals with disabilities.

Transit demand analysis is the basic determination of demand for transportation in each area. There are several factors that affect demand, not all of which can be projected; however, demand estimation is an important task in developing any transportation plan and several methods of estimation are available for this purpose. The analysis makes intensive use of several demographic data and trends. In consideration of the limited resources available to prepare this plan, a decision was made to utilize the most recent American Community Survey (ACS) data to identify any concentrations of the targeted groups along with completing an analysis of the program demand. ACS data is also available and summarized at the Minnesota State Demographic Center.

This section provides information on individuals considered by the transportation and human services sectors to be dependent upon transit services. In general, the characteristics of these individuals preclude them from driving, and thereby make carpooling and transit their only viable alternative of motorized transportation available.

The four types of limitations which preclude persons from driving are:
1. physical limitations
2. financial limitations
3. legal limitations
4. self-imposed limitations

Physical limitations may include permanent disabilities due to age, blindness, paralysis, or developmental disabilities and temporary disabilities such as acute illnesses and head injuries. Financial limitations include those persons unable to purchase or rent their own vehicle. Legal limitations generally refer to limitations for persons who are too young to drive (generally under age 16). Self-imposed limitations refer to those people who choose not to own or drive a vehicle (some or all the time) for reasons other than those listed in the first three categories. The census is generally capable of providing information about the first three categories of limitation. The fourth category of limitation is currently recognized as representing a relatively small proportion of transit ridership but is still significant to this study.

Study Area

The study area includes 11 counties in Region 10. These counties include Dodge, Fillmore, Freeborn, Goodhue, Houston, Mower, Olmsted, Rice, Steele, Wabasha, and Winona.

Figure 1: Region 10 Study Area (11 counties in Southeastern Minnesota)
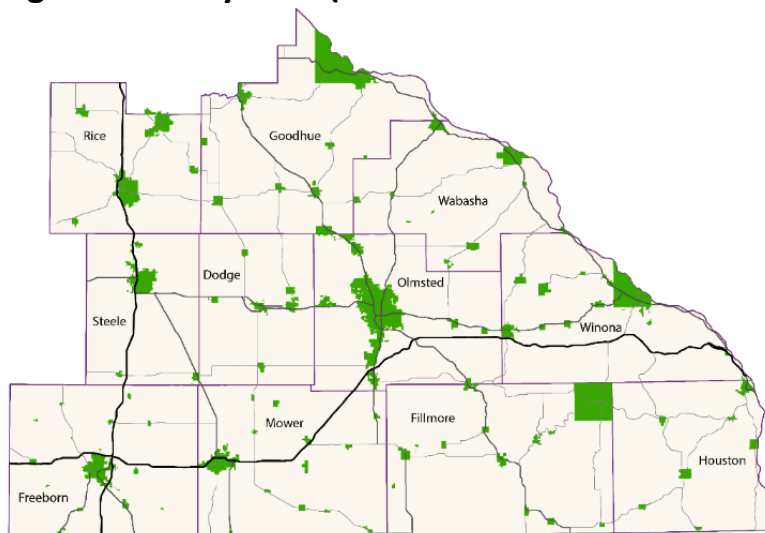
Total Population

Over 506,000 people currently live in Region 10 according to recent estimates published in 2019 from the Minnesota State Demographic Center. The population in Region 10 accounts for approximately 11% of the state's total population. Table 2 shows the distribution of the region's population by each county. Olmsted County holds just over 30% of Region 10's total population, which remains the largest county in the region. Rochester also remains the largest city in Olmsted County and Region 10.

Between 2014 and 2019, Region 10's population grew by approximately 1%. The population distribution among the counties has remained similar throughout this five-year period (Figure 2).

Figure 2: Region 10 – Past Five-Year Population Growth (2014-2019)
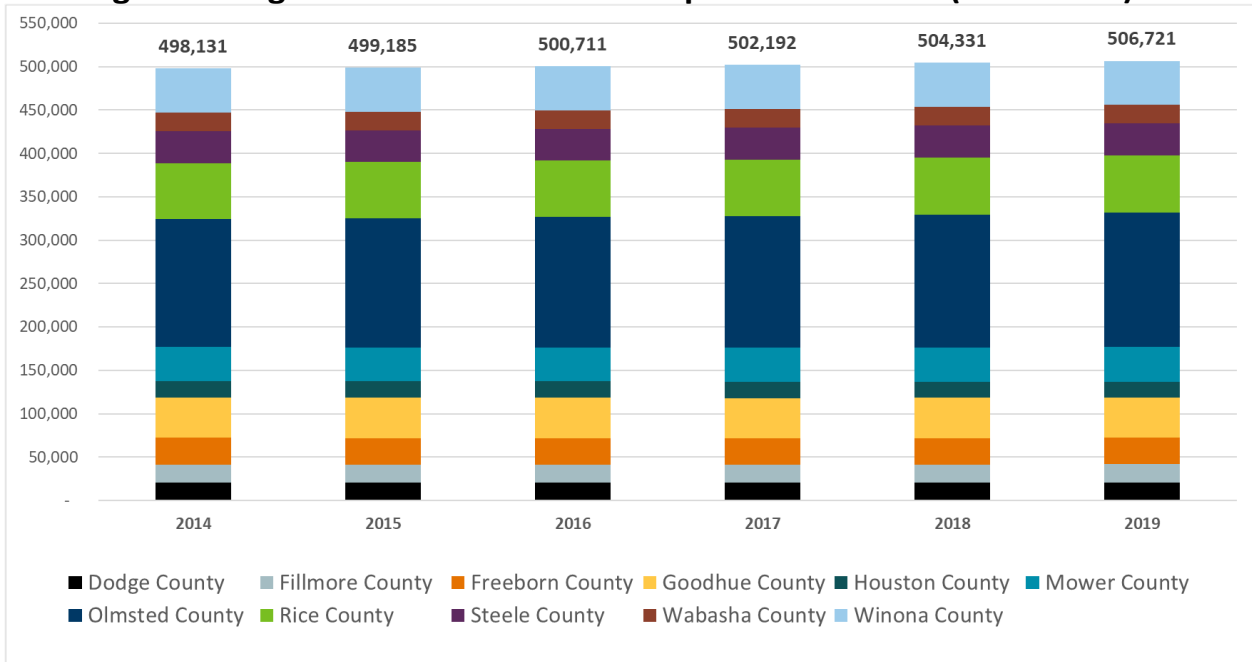

Figure 3 shows the projected growth in Region 10 between 2019 and 2024. Growth during this period is anticipated to remain consistent with the past five years (2014 to 2019).

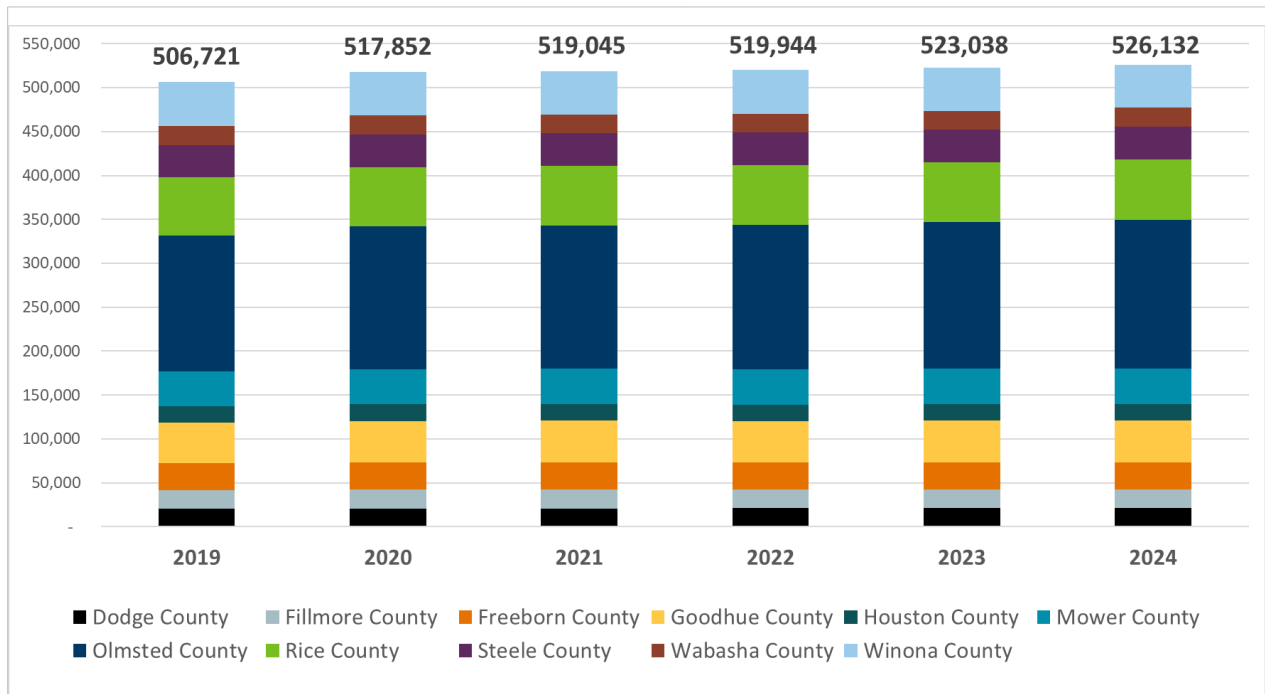## Figure 3: Region 10 – Five-Year Population Change (2019-2024)

Table 2 below shows the population distribution by county in Region 10.

Table 2: Population by County

County	Population	Percent of Total
Dodge County	20,669	4.1%
Fillmore County	20,949	4.1%
Freeborn County	30,463	6.0%
Goodhue County	46,246	9.1%
Houston County	18,648	3.7%
Mower County	39,807	7.9%
Olmsted County	154,809	30.6%
Rice County	66,185	13.1%
Steele County	36,683	7.2%
Wabasha County	21,537	4.3%
Winona County	50,725	10.0%
Region 10 Total	506,721	100.0%

Source: 2019 American Census Bureau 5 Year Estimates

Population by Age

Tables 3, 4, and 5 show the distribution of youth, adults, and seniors within each county in Region 10. The distribution among these three age groups is similar throughout all counties.

Table 3 and Figure 4 contains the distribution of youth population (17 years and younger) by county. The percentage of youth in each county is similar throughout the region, with Winona County having the lowest percentage (18.1%) and Dodge County the highest (26.3%).

Table 3: Youth Population (17 years and younger)

County	Total Population	Youth Population	Percent of Total
Dodge County	20,669	5,431	26.3%
Fillmore County	20,949	5,119	24.4%
Freeborn County	30,463	6,686	21.9%
Goodhue County	46,246	10,360	22.4%
Houston County	18,648	4,039	21.7%
Mower County	39,807	9,945	25.0%
Olmsted County	154,809	38,129	24.6%
Rice County	66,185	14,519	21.9%
Steele County	36,683	9,201	25.1%
Wabasha County	21,537	4,629	21.5%
Winona County	50,725	9,161	18.1%
Region 10 Total	506,721	117,219	23.1%
Minnesota Total	5,563,378	1,295,848	23.3%

Source: 2019 American Census Bureau 5 Year Estimates

Figure 4: Youth Population Percentage (17 years and younger)
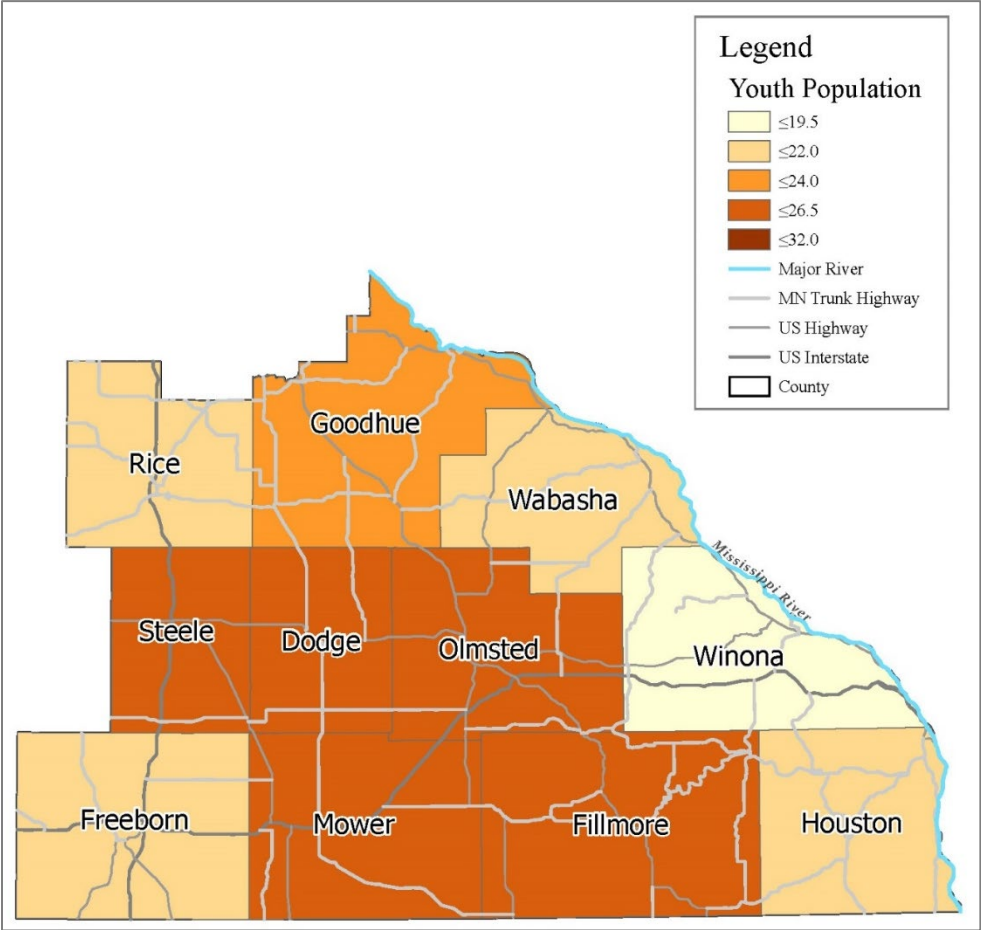
The distribution of adult population (18 to 64 years) by county is shown in Figure 5 and Table 4. The percentage of adults by county is similar throughout the region, with Fillmore County having the lowest percentage (55.0%) and Winona County the highest (65.5%).

Table 4: Adult Population (18 to 64 years)

County	Total Population	Adult Population	Percent of Total
Dodge County	20,669	12,257	59.3%
Fillmore County	20,949	11,531	55.0%
Freeborn County	30,463	17,078	56.1%
Goodhue County	46,246	27,106	58.6%
Houston County	18,648	10,738	57.6%
Mower County	39,807	22,556	56.7%
Olmsted County	154,809	93,332	60.3%
Rice County	66,185	41,640	62.9%
Steele County	36,683	21,230	57.9%
Wabasha County	21,537	12,346	57.3%
Winona County	50,725	33,233	65.5%
Region 10 Total	506,721	303,047	59.8%
Minnesota Total	5,563,378	3,408,832	61.3%

Source: 2019 American Census Bureau 5-Year Estimates

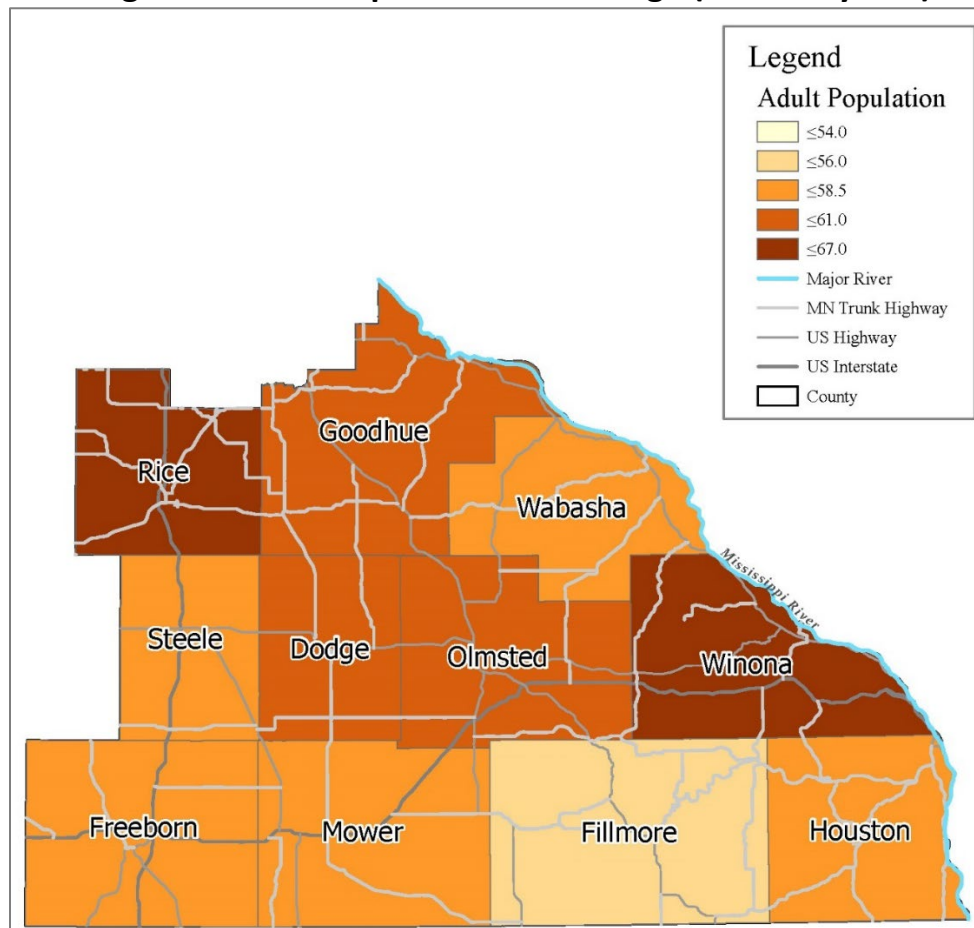### Figure 5: Adult Population Percentage (18 to 64 years)

Table 5 and Figure 6 show the senior population (65 years and over) by county in Region 10. The percentage of seniors by county varies between 14.4% and 22.0%. Freeborn County has the highest percentage of seniors (22.0%) in the region. Olmsted County has the largest senior population even though it has one of the lowest percentages (15.1%).

Table 5: Senior Population (65 years and over)

County	Total Population	Senior Population	Percent of Total
Dodge County	20,669	2,981	14.4%
Fillmore County	20,949	4,299	20.5%
Freeborn County	30,463	6,699	22.0%
Goodhue County	46,246	8,780	19.0%
Houston County	18,648	3,871	20.8%
Mower County	39,807	7,306	18.4%
Olmsted County	154,809	23,348	15.1%
Rice County	66,185	10,026	15.1%
Steele County	36,683	6,252	17.0%
Wabasha County	21,537	4,562	21.2%
Winona County	50,725	8,331	16.4%
Region 10 Total	506,721	**86,455**	17.1%
Minnesota Total	**5,563,378**	**858,698**	**15.4%**

Figure 6: Senior Population Percentage (65 years and over)
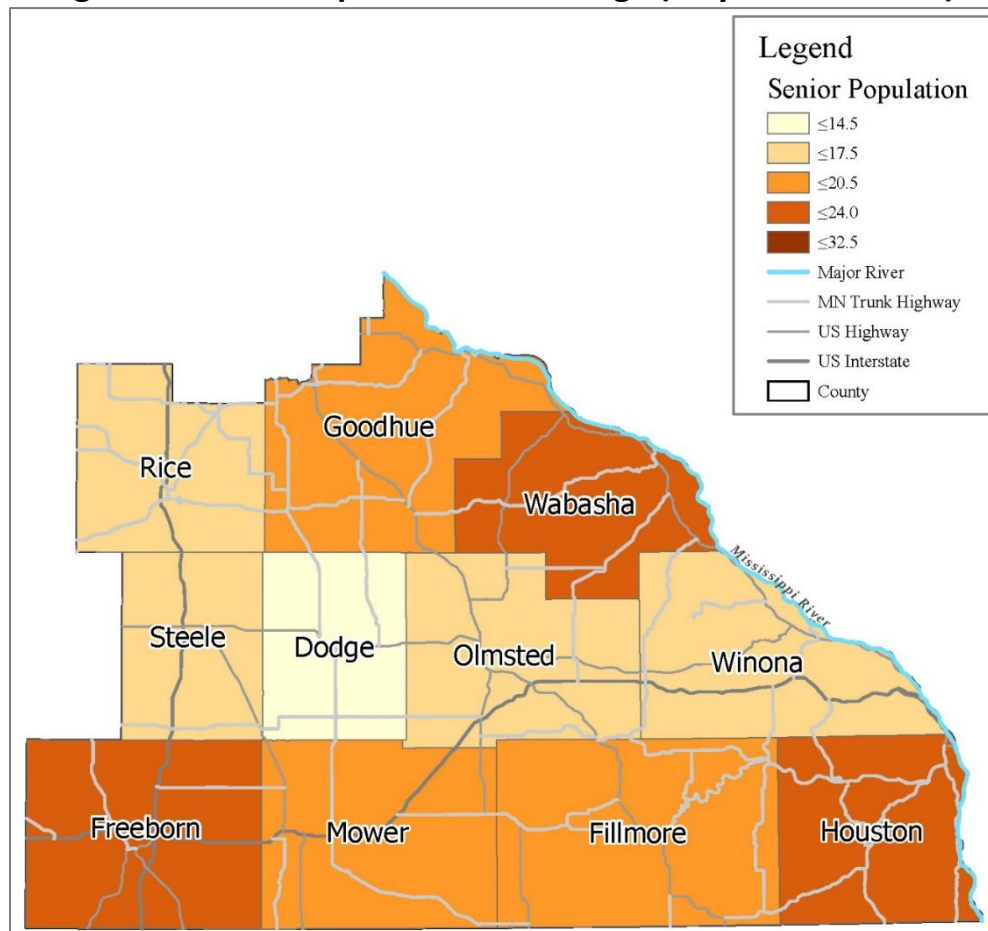
Populations with a Disability

Individuals with a disability may require additional accommodations on transit vehicles. As transit is expanded, it should follow the Americans with Disabilities Act (ADA) to increase accessibility for all riders. Ramps, lifts, changes in stop locations, designated seating areas, complementary (non-fixed route) bus systems are some of the modifications that can make transit more accessible.

Table 6 and Figure 7 shows the population distribution of individuals with a disability by county. Wabasha County (13.5%) and Freeborn County (13.0%) have the highest percentage of individuals with a disability. Olmsted County has the largest total population of individuals with a disability.

Table 6: Total Populations with a Disability

County	Total Population	Population with disability	Percent of Total
Dodge County	20,669	1,779	8.6%
Fillmore County	20,949	2,213	10.5%
Freeborn County	30,463	3,974	13.0%
Goodhue County	46,246	4,705	10.2%
Houston County	18,648	2,019	10.8%
Mower County	39,807	4,808	12.1%
Olmsted County	154,809	15,082	9.7%
Rice County	66,185	6,064	9.2%
Steele County	36,683	3,994	10.9%
Wabasha County	21,537	2,914	13.5%
Winona County	50,725	5,837	11.5%
Region 10 Total	506,721	53,389	10.5%

Source: 2019 American Census Bureau 5-Year Estimates

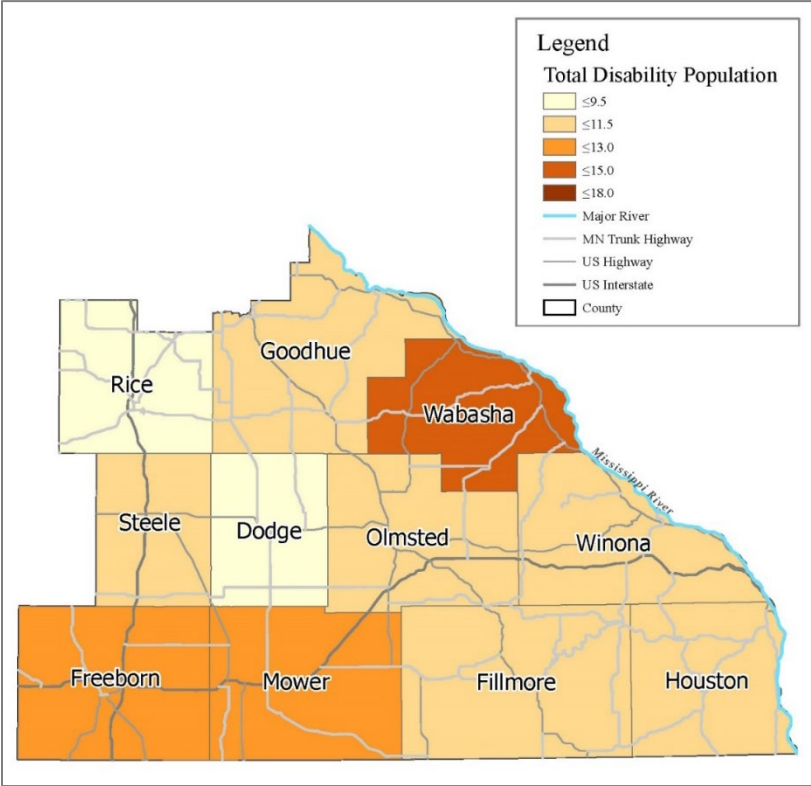## Figure 7: Percentage of Total Populations with a Disability

Table 7 and Figure 8 show the distribution of youth population (5 to 15 years) with a disability by county.

Table 7: Youth Population with a Disability (5 to 15 years)

County	Total Youth Population	Youth Population with disability	Percent of Total
Dodge County	5,431	136	2.5%
Fillmore County	5,119	199	3.9%
Freeborn County	6,686	342	5.1%
Goodhue County	10,360	217	2.1%
Houston County	4,039	140	3.5%
Mower County	9,945	280	2.8%
Olmsted County	38,129	1,620	4.3%
Rice County	14,519	488	3.4%
Steele County	9,201	426	4.6%
Wabasha County	4,629	187	4.0%
Winona County	9,161	352	3.8%
Region 10 Total	117,219	4,387	3.7%

Source: 2019 American Census Bureau 5-Year Estimates

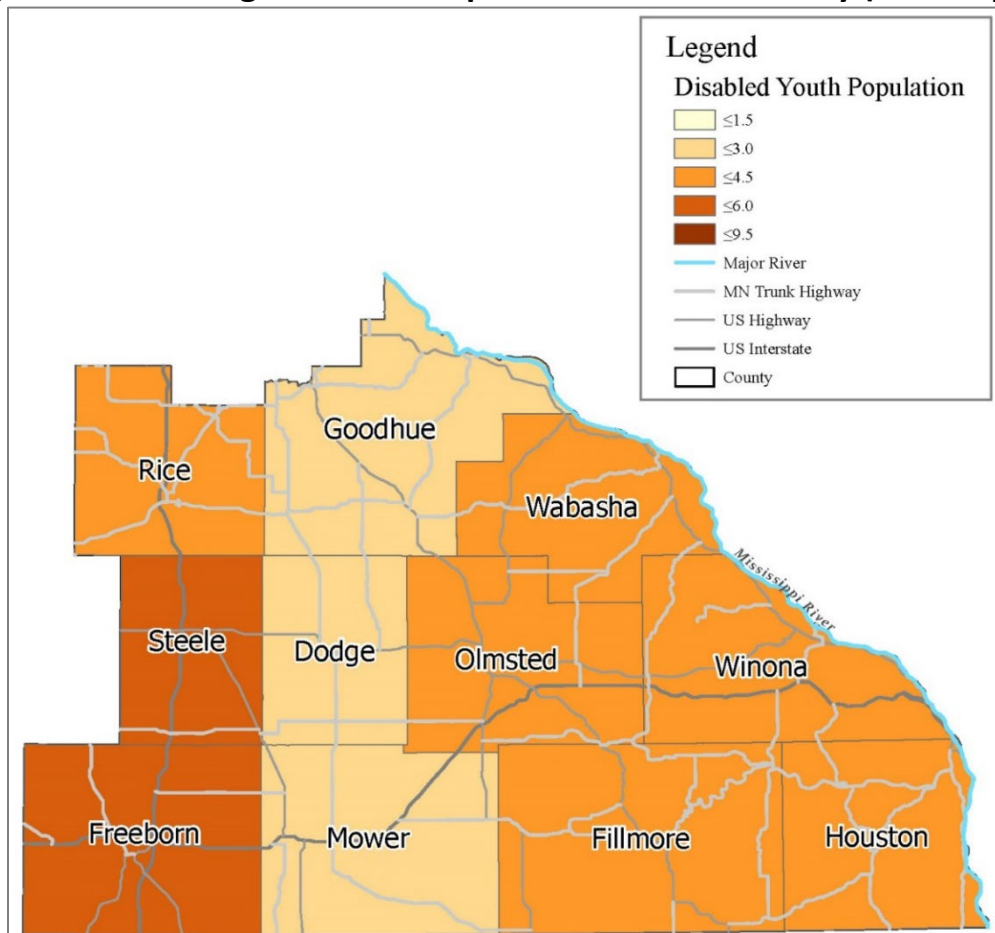# Figure 8: Percentage of Youth Population with a Disability (5 to 15 years)

The distribution of adult population (16 to 64 years) with a disability by county is shown in Table 8 and Figure 9.

Table 8: Adult Population with a Disability (18 to 64 years)

County	Total Adult Population	Adult Population with disability	Percent of Total
Dodge County	12,257	796	6.5%
Fillmore County	11,531	941	8.2%
Freeborn County	17,078	1,693	9.9%
Goodhue County	27,106	2,119	7.8%
Houston County	10,738	758	7.1%
Mower County	22,556	2,284	10.1%
Olmsted County	93,332	7,052	7.6%
Rice County	41,640	2,771	6.7%
Steele County	21,230	1,676	7.9%
Wabasha County	12,346	1,124	9.1%
Winona County	33,233	2,961	8.9%
Region 10 Total	303,047	24,175	8%
Minnesota Total			

Source: 2019 American Census Bureau 5-Year Estimates

Figure 9: Percentage of Adult Population with a Disability (18 to 64 years)
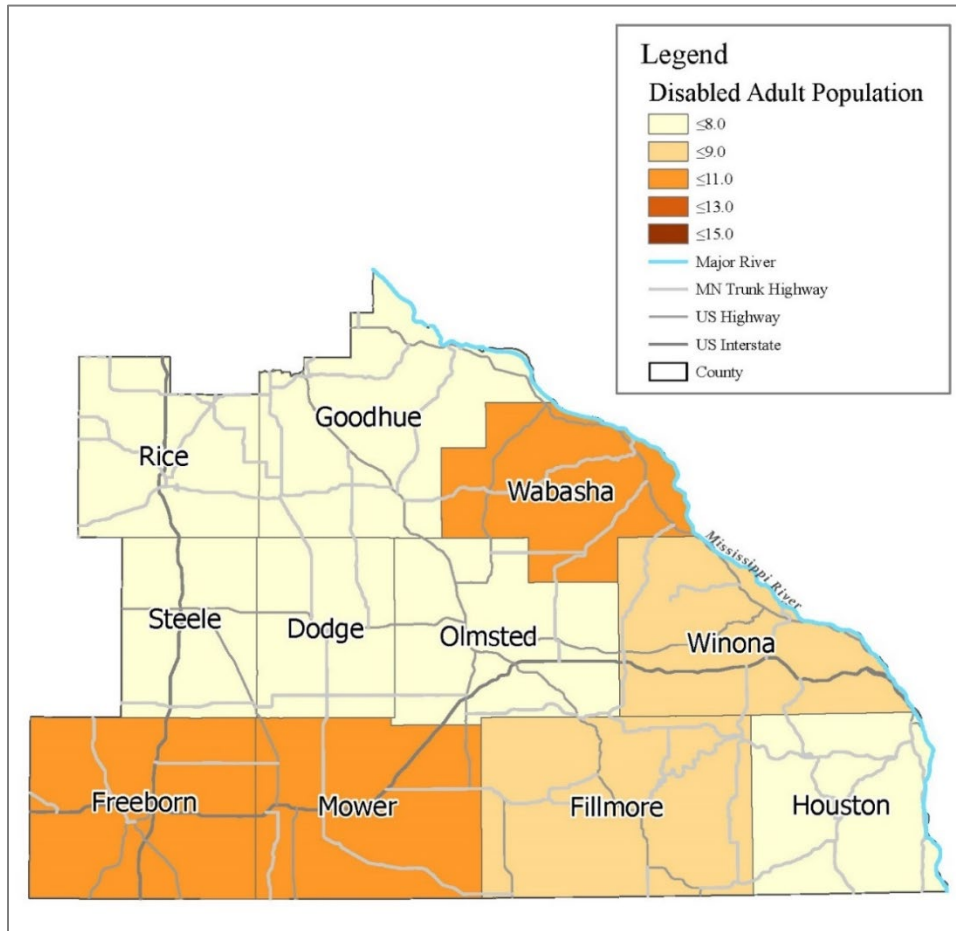

Table 9 and Figure 10 contain the distribution of the senior population (65 years and over) with a disability by county. The percentage of senior population with a disability by county varies between 25% and 35%. Wabasha County has the highest percentage of senior population with a disability (35%) by county.

Table 9: Senior Population with a Disability (65 years+)

County	Total Senior Population	Senior Population with disability	Percent of Total
Dodge County	2,981	847	28.4%
Fillmore County	4,299	1,073	25%
Freeborn County	6,699	1,939	28.9%
Goodhue County	8,780	2,369	27%
Houston County	3,871	1,121	29%
Mower County	7,306	2,244	30.7%
Olmsted County	23,348	6,410	27.5%
Rice County	10,026	2,805	28%
Steele County	6,252	1,892	30.3%
Wabasha County	4,562	1,603	35.1%
Winona County	8,331	2,524	30.3%
Region 10 Total	**86,455**	**24,827**	**28.7%**

Source: 2019 American Census Bureau 5-Year Estimates

Figure 10: Percentage of Senior Population with a Disability (65 years+)

Legend
Disabled Senior Population
- ≤26.0
- ≤29.0
- ≤31.5
- ≤34.0
- ≤39.5
- Major River
- MN Trunk Highway
- US Highway
- US Interstate
- County
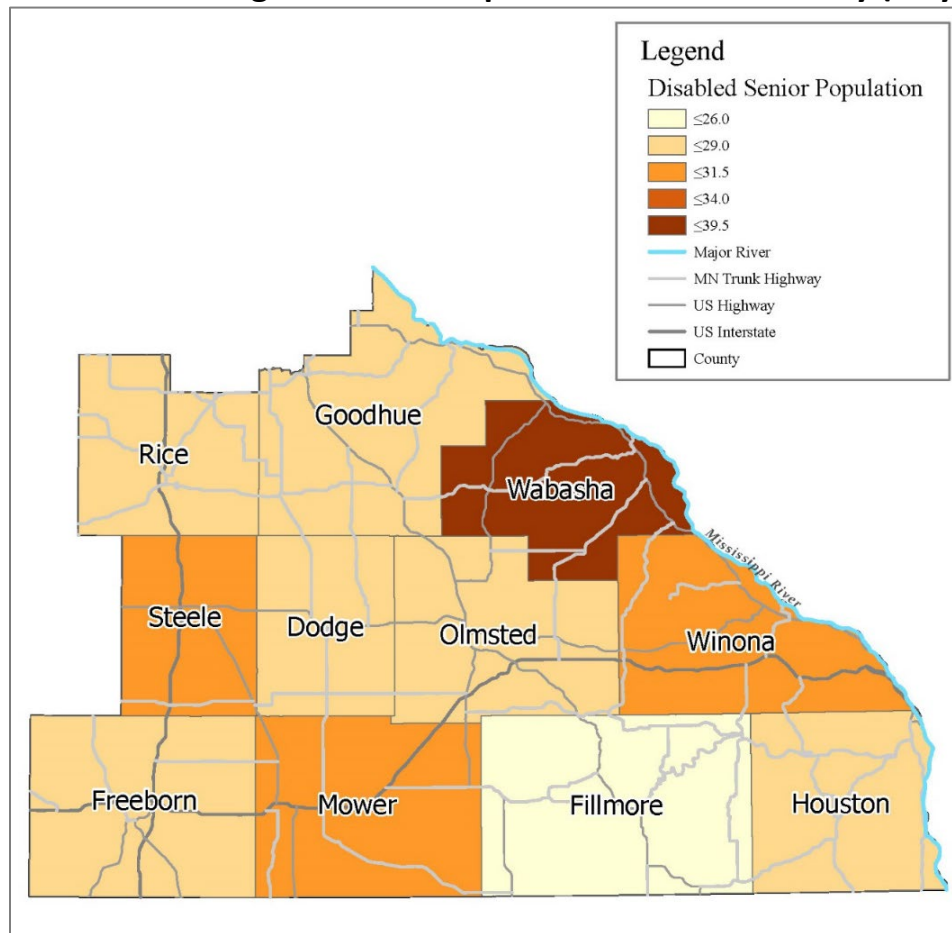
Low-Income Population

As defined by the Department of Health and Human Services, an individual having an annual income of no more than $12,880 is considered to be living below the poverty level. Individuals living below poverty level typically rely on public transit to access destinations, such as employment, education, and food.

Table 10 and Figure 11 show the population of individuals living below the poverty level per county, and the percent that population represents of the total. Mower County contains the largest percentage of population living below poverty level (13.5%) by county.

Table 10: Population Below Poverty Level

County	Total Population	Population Below Poverty Level	Percent of Total
Dodge County	20,669	1,054	5.1%
Fillmore County	20,949	2,242	10.7%
Freeborn County	30,463	3,351	11%
Goodhue County	46,246	4,301	9.3%
Houston County	18,648	1,473	7.9%
Mower County	39,807	5,374	13.5%
Olmsted County	154,809	13,004	8.4%
Rice County	66,185	6,089	9.2%
Steele County	36,683	3,265	8.9%
Wabasha County	21,537	1,658	7.7%
Winona County	50,725	6,544	12.9%
Region 10 Total	506,721	48,354	9.5%

Source: 2019 American Census Bureau 5-Year Estimates

Figure 11: Percentage of Population Below Poverty Level
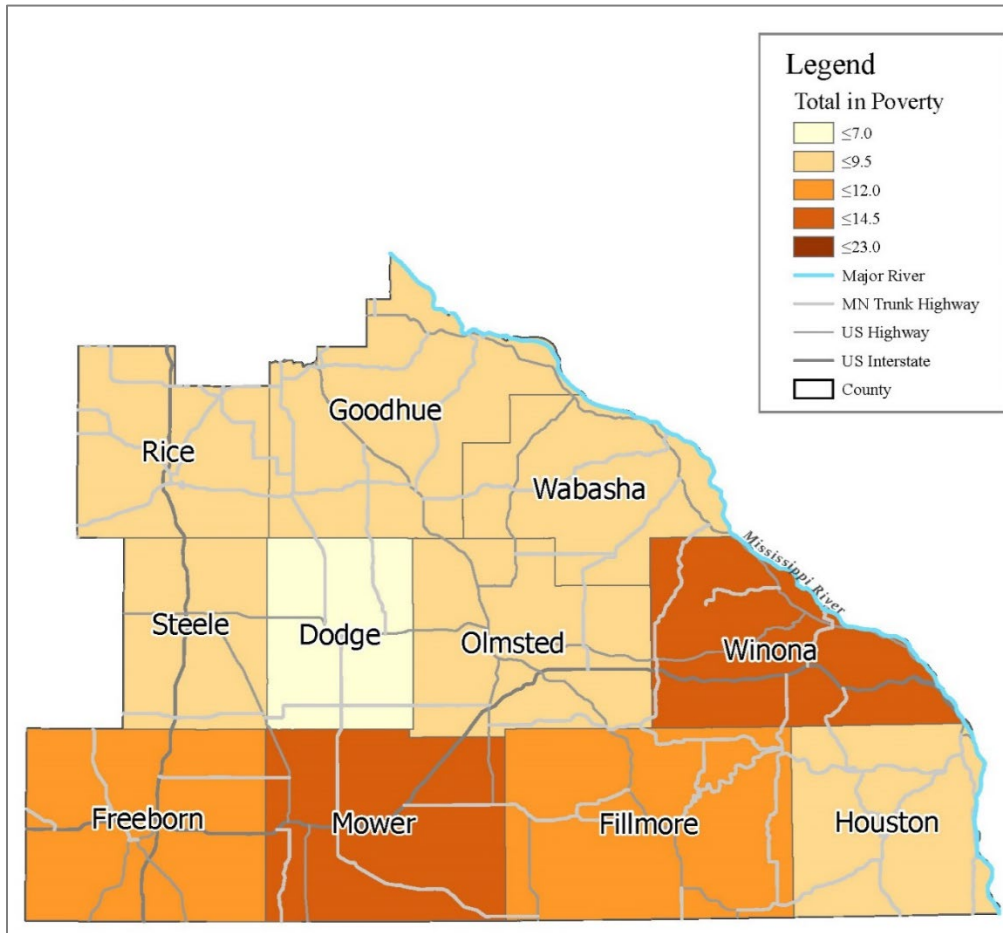
The percentage of youth (17 years and younger) living below poverty level by county is shown in Figure 12 and Table 11. Mower County (72.8%) has the highest percentage of youth below poverty level, followed by Fillmore County (71.6%) and Freeborn County (71.1%). Approximately, three out of four youth in these counties are living below poverty level.

Table 11: Youth Below Poverty Level (17 years and younger)

County	Total Youth Population	Youth Population below Poverty Level	Percent of Total
Dodge County	5,431	1,033	19.0%
Fillmore County	5,119	3,666	71.6%
Freeborn County	6,686	4,752	71.1%
Goodhue County	10,360	6,151	59.4%
Houston County	4,039	1,883	46.6%
Mower County	9,945	7,245	72.8%
Olmsted County	38,129	16,100	42.2%
Rice County	14,519	8,803	60.6%
Steele County	9,201	4,219	45.8%
Wabasha County	4,629	1,831	39.5%
Winona County	9,161	5,123	55.9%
Region 10 Total	**117,219**	**60,806**	**51.9%**

Source: 2019 American Census Bureau 5-Year Estimates

Figure 12: Percentage of Youth Below Poverty Level (17 years and younger)
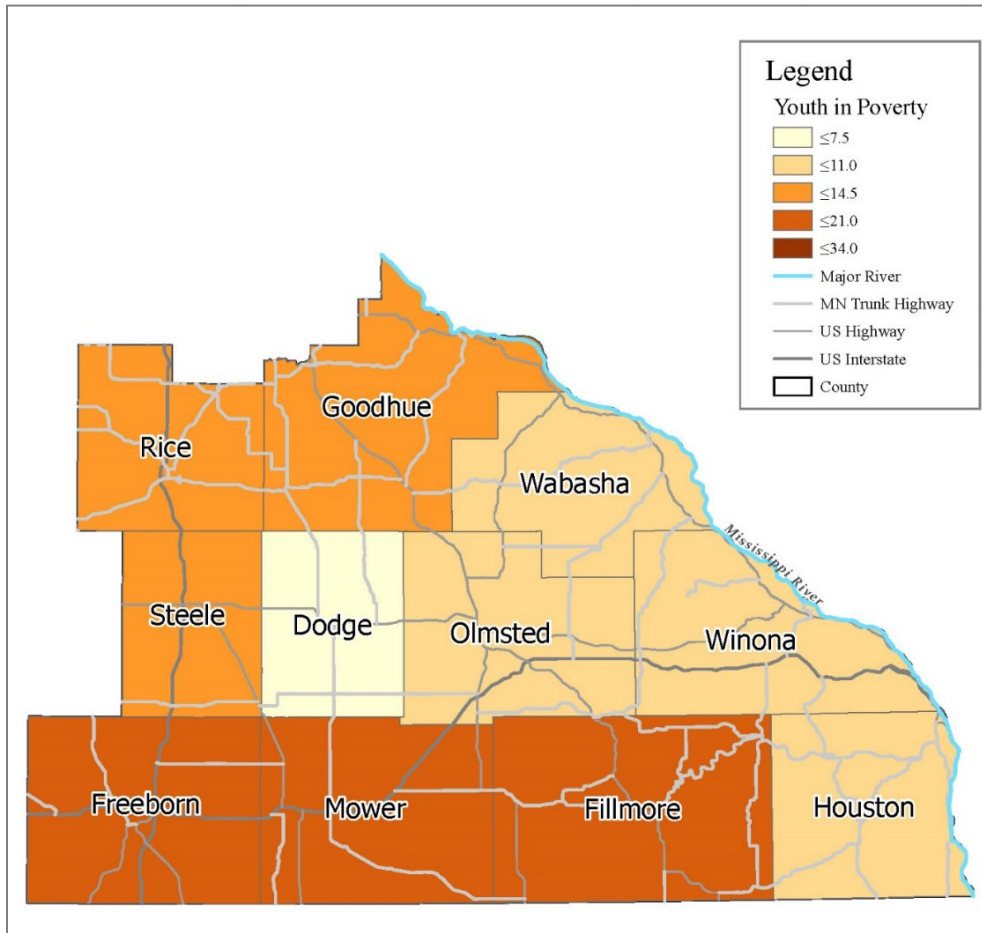

Table 12 and Figure 13 include the distribution of the adult population (18 to 64 years) below poverty level by county. The percentage of adult population below poverty by county varies between 8% and 24%. Mower County (23.6%) and Winona County (23.4%) have the highest percentage of adults below poverty level in the region.

Table 12: Adults Below Poverty Level (18 to 64 years)

County	Total Adult Population	Adult Population below Poverty Level	Percent of Total
Dodge County	12,257	1,095	8.9%
Fillmore County	11,531	1,906	16.5%
Freeborn County	17,078	3,199	18.7%
Goodhue County	27,106	3,931	14.5%
Houston County	10,738	1,175	10.9%
Mower County	22,556	5,334	23.6%
Olmsted County	93,332	12,849	13.8%
Rice County	41,640	5,162	12.4%
Steele County	21,230	2,788	13.1%
Wabasha County	12,346	1,766	14.3%
Winona County	33,233	7,761	23.4%
Region 10 Total	**303,047**	**46,967**	**15.5%**

Source: 2019 American Census Bureau 5-Year Estimates

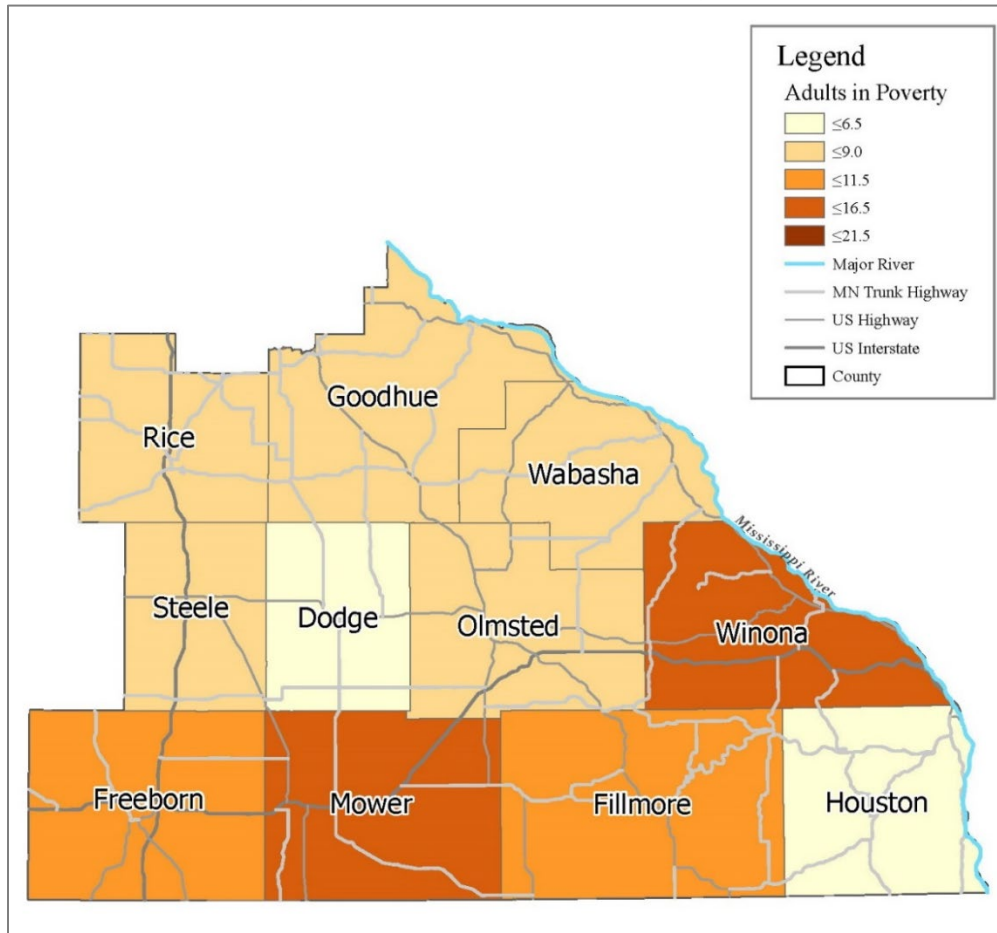## Figure 13: Percentage of Adults Below Poverty Level (18 to 64 years)

Table 13 and Figure 14 show the population of seniors living below the poverty level by county, as well as the percent that population represents of the total seniors. Steele County (57.5%) and Rice County (51.5%) have the highest percentage of seniors below the poverty level, while the region as a whole averages 40.4%.

Table 13: Seniors Below Poverty Level (65 years and over)

County	Total Senior Population	Senior Population below Poverty Level	Percent of Total
Dodge County	2,981	951	31.9%
Fillmore County	4,299	1,445	33.6%
Freeborn County	6,699	2,346	35.0%
Goodhue County	8,780	3,237	36.9%
Houston County	3,871	1,865	48.2%
Mower County	7,306	3,065	42.0%
Olmsted County	23,348	8,514	36.5%
Rice County	10,026	5,162	51.5%
Steele County	6,252	3,595	57.5%
Wabasha County	4,562	1,228	26.9%
Winona County	8,331	3,500	42.0%
Region 10 Total	86,455	34,909	40.4%

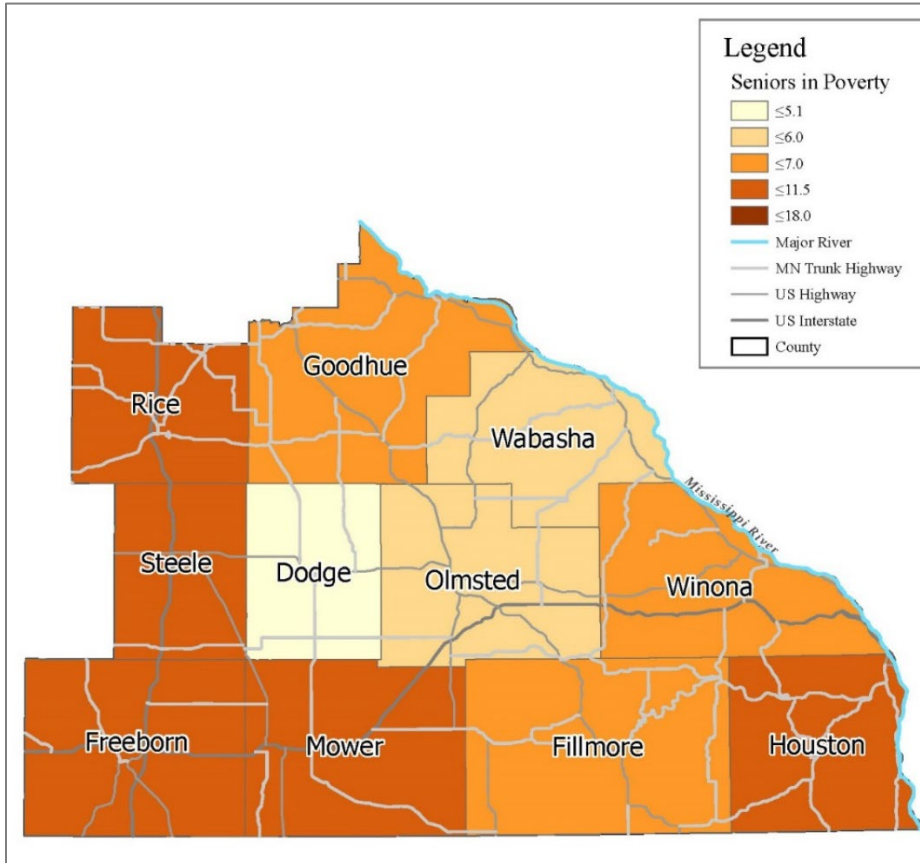**Figure 14: Percentage of Seniors Below Poverty Level (65 years and over)**

Table 14 describes this population in more detail by showing county populations for youth, adults, seniors, and individuals with a disability living below poverty. There is a wide variation in both total numbers and percentage of individuals with a disability below poverty level by county, with Mower County (22.6%), Freeborn County (21.6%) having the highest share in the region.

Table 14: Individuals with a Disability Below Poverty Level

County	Number of Persons with a Disability	Population below Poverty Level	Percent of Total
Dodge County	1,779	208	11.7%
Fillmore County	2,213	437	19.7%
Freeborn County	3,974	856	21.5%
Goodhue County	4,705	786	16.7%
Houston County	2,019	320	15.8%
Mower County	4,808	1,087	22.6%
Olmsted County	15,082	2,237	14.8%
Rice County	6,064	987	16.3%
Steele County	3,994	756	18.9%
Wabasha County	2,914	465	16.0%
Winona County	5,837	946	16.2%
Region 10 Total	53,389	9,085	17.0%

Source of individuals with a Disability Below Poverty Level: 2019 American Census Bureau 5-Year Estimates.

Households with Incomes Below the Poverty Level

Households below the federal poverty level are defined by the Department of Health and Human services as a household of four having an annual income of no more than $26,500. As mentioned previously, low-income households typically rely on public transit to access their destinations.

Table 15 depicts the number of households below the poverty level and the percentage of households in the area that are living below the poverty level (also shown in Figure 15). Winona County (13.2%) has the highest percentage of households below poverty level, followed by Mower County (12.4%).

Table 15: Households Below Poverty

County	Total Households	Households Below Poverty	Households Above Poverty	Percent Below Poverty of Total
Dodge County	7,756	454	7,302	5.9%
Fillmore County	8,616	809	7,807	9.4%
Freeborn County	13,009	1,426	11,583	11.0%
Goodhue County	19,452	1,961	17,491	10.1%
Houston County	8,253	703	7,550	8.5%
Mower County	15,565	1,934	13,631	12.4%
Olmsted County	62,108	5,224	56,884	8.4%
Rice County	23,005	2,181	20,824	9.5%
Steele County	14,692	1,461	13,231	9.9%
Wabasha County	9,020	730	8,290	8.1%
Winona County	19,442	2,564	16,878	13.2%
Region 10 Total	**200,918**	**19,447**	**181,471**	**9.7%**

Source: 2019 American Census Bureau 5-Year Estimates

Figure 15: Percentage of Population Below Poverty
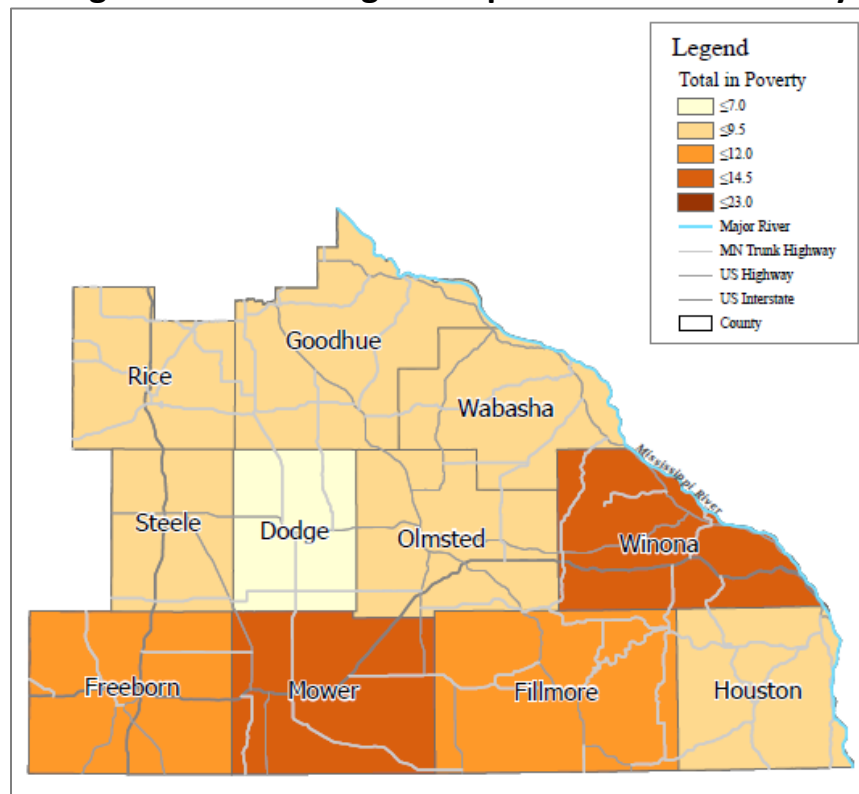
Zero-Vehicle Households

Households without a motor vehicle are important to identify in human services transportation and transit plans. Households without access to personal vehicles are more likely to rely on transit and alternative transportation options. The majority of households that have zero vehicles are located around the urbanized areas that are more densely populated.

Table 16 and Figure 16 shows the number of vehicles per household and the percentage of households that contain zero-vehicles. Percentage of households with zero vehicles range between 3% and 8%. Winona County (8%) has the highest percentage of households with zero vehicles.

Table 16: Zero Vehicle Households

County	Total Households	Zero Vehicle Households	1 Vehicle	2 Vehicle	3 or More Vehicles	Percent Zero-Vehicle of Total
Dodge County	7,756	244	1,638	3,033	2,841	3%
Fillmore County	8,616	509	1,975	3,253	2,879	6%
Freeborn County	13,009	771	3,988	4,885	3,365	6%
Goodhue County	19,452	984	5,202	7,528	5,738	5%
Houston County	8,253	346	2,276	3,239	2,392	4%
Mower County	15,565	1,143	4,751	5,911	3,760	7%
Olmsted County	62,108	3,971	19,734	25,682	12,721	6%
Rice County	23,005	1,513	5,798	9,512	6,182	7%
Steele County	14,692	956	3,916	5,722	4,098	7%
Wabasha County	9,020	411	2,332	3,537	2,740	5%
Winona County	19,442	1,608	5,618	7,812	4,404	8%
Region 10 Total	**200,918**	**12,456**	**57,228**	**80,114**	**51,120**	**6%**

Source: 2019 American Census Bureau 5-Year Estimates

Figure 16: Distribution of Zero Vehicle Households (Percentage)
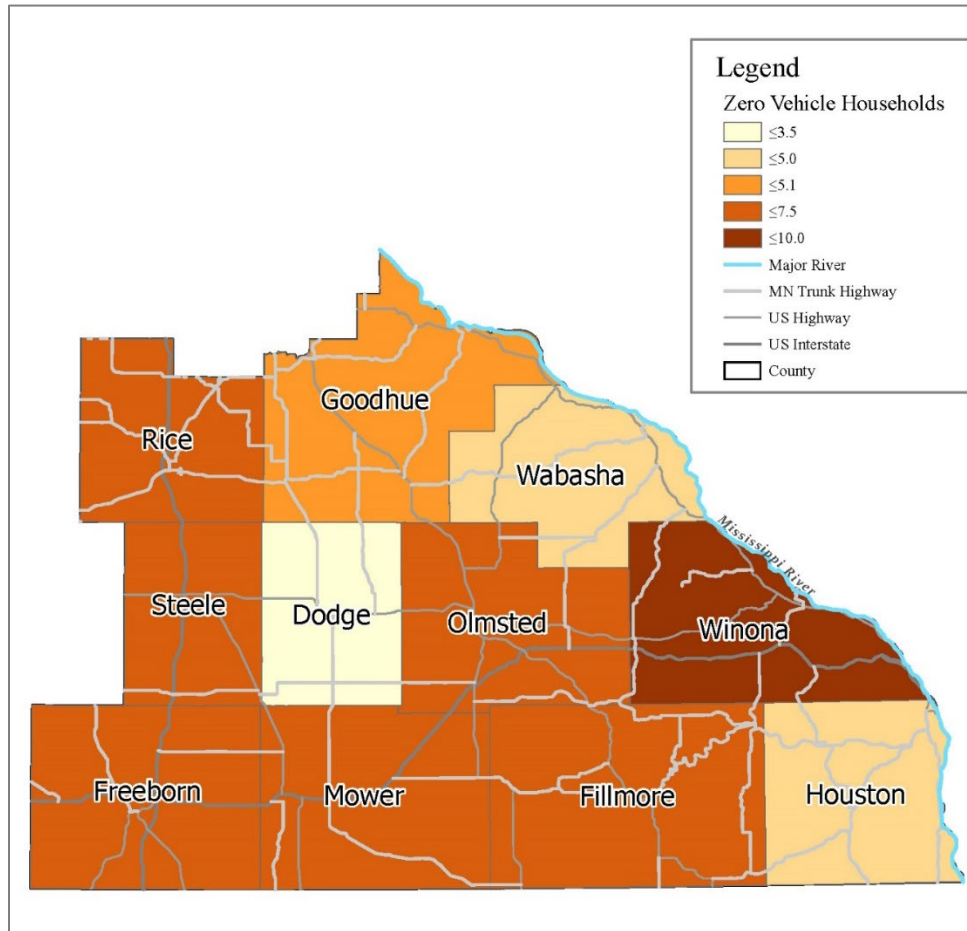
Commuting to Work

It is important to understand how residents are getting to their place of work when developing human service transportation and transit plans. Table 17 below outlines the transportation method residents get to work by county. The modes of getting to work are split into six categories (drive alone, carpool, public transit, walking, biking, or work at home).

As anticipated, most residents commute to work by driving alone. In 2019, approximately 77% of residents in Region 10 drive along to reach their employment. This trend is anticipated to continue into the future.

Commuting to work via public transit ranges between 0.2% and 4.9% throughout the region. It is important to note that the COVID-19 pandemic may impact future commuting methods. The pandemic has created additional challenges to providing and expanding public transit throughout Minnesota. This may reduce the percentage of individuals who use public transit to access employment in the future.

Additionally, as working from home becomes more common, less individuals will need to commute to a physical location. The number of individuals working from home may increase in the future.

Table 17: Commuting to Work

County	Drove Alone	Carpooled	Public Transit	Walked	Bicycle	Worked at Home
Dodge County	8,961	1,038	179	223		703
Fillmore County	7,741	1,192	200	390	11	886
Freeborn County	12,276	1,348	89	385	118	444
Goodhue County	19,529	1,693	358	787	24	1,311
Houston County	8,196	734	20	282	30	674
Mower County	14,763	2,338	358	509	113	641
Olmsted County	59,669	9,890	4,005	2,943	654	3,842
Rice County	24,321	2,669	100	934	133	4,871
Steele County	15,861	1,250	149	429	19	802
Wabasha County	8,472	1,085	233	509	22	676
Winona County	21,444	2,593	530	1,645	223	1,338
Region 10 Total	**201,233**	**25,830**	**6,221**	**9,036**	**1,347**	**16,188**

Source: 2019 American Census Bureau 5-Year Estimates

Place of Work

Knowing where current residents are working is useful in assessing the need of expanding transportation services. The percentage of individuals who work within the county of their residence varies greatly by county. Table 18 shows the number and percentage of individuals who work within and outside their county of residence.

Dodge County (42.8%) and Houston County (45.7%) have the lowest percentages of individuals who work in county of residence. Less than half of the working population work in their county of residence.

Olmsted County (92.3%) has the highest percentage of individuals who work in county of residence. It also has the highest percentage of individuals who use public transit to access employment.

Table 18: Place of Work

County	Works in County of Residence	Percent of Total Work Within County	Works Outside County of Residence	Percent of Total Works Outside
Dodge County	4,776	42.8%	6,338	56.8%
Fillmore County	5,453	51.7%	4,493	42.6%
Freeborn County	11,002	74.3%	3,169	21.4%
Goodhue County	14,736	61.8%	8,680	36.4%
Houston County	4,596	45.7%	945	9.4%
Mower County	13,953	74.0%	4,506	23.9%
Olmsted County	75,445	92.3%	5,640	6.9%
Rice County	21,919	65.7%	11,276	33.8%
Steele County	14,685	78.7%	3,881	20.8%
Wabasha County	5,693	51.4%	5,238	47.3%
Winona County	21,695	77.8%	3,932	14.1%
Region 10 Total	**193,953**	**76.9%**	**58,098**	**23.1%**

Source: 2019 American Census Bureau 5-Year Estimates
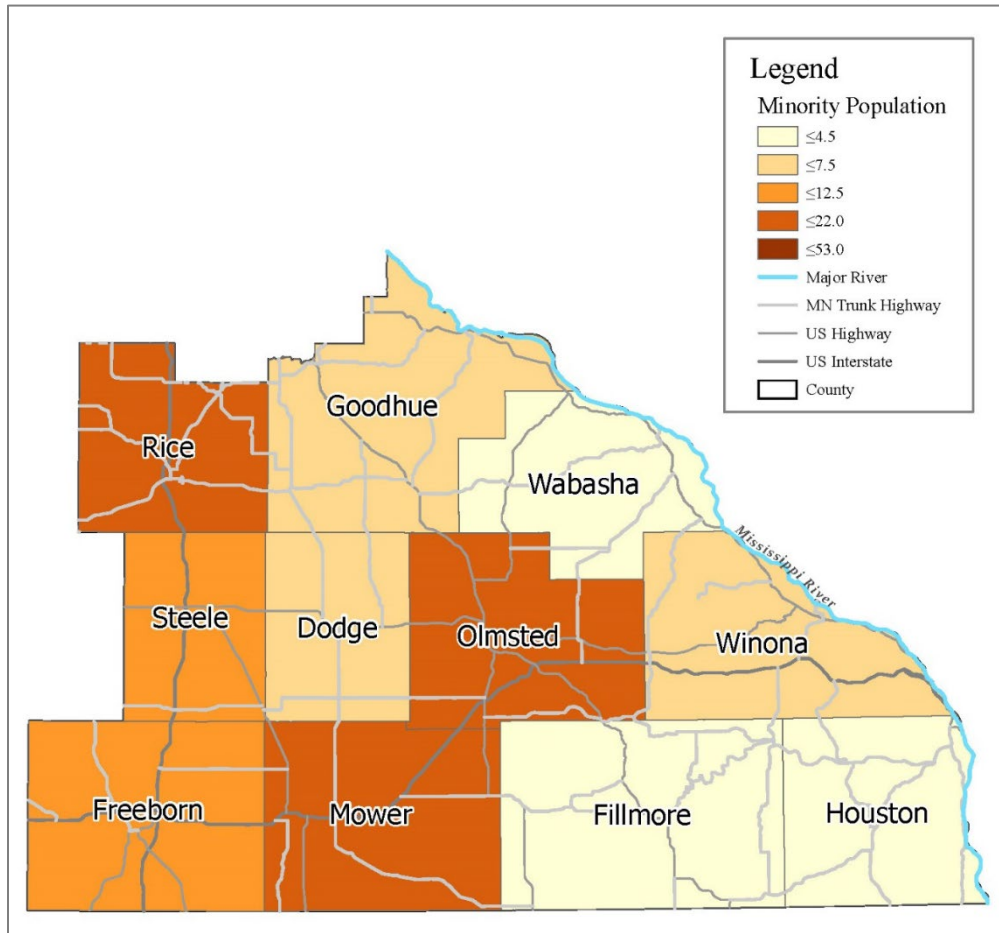
Minority Communities

The distribution of population by race or ethnicity is shown in Table 19. As a whole, the majority of residents living in southeastern Minnesota identify as White. The Counties of Olmsted, Rice, and Steele are the most ethnically diverse in Region 10. The distribution of minority populations by county is shown in Figure 17.

Table 19: Population by Race or Ethnicity

County	White	Black or African American	American Indian or Native	Asian	Native Hawaiian and Other Pacific Islander	Hispanic or Latino	Two or More Races	Other Population
Dodge County	19,571	69	78	191	1	1,028	288	471
Fillmore County	20,442	107	7	105	1	344	200	87
Freeborn County	27,894	330	150	777		2,967	583	729
Goodhue County	43,474	606	374	383		1,547	941	468
Houston County	18,069	243	45	72	4	211	173	42
Mower County	34,533	1,570	54	1,468	248	4,611	843	1,091
Olmsted County	129,616	9,566	554	9,028	128	7,626	4,404	1,513
Rice County	56,681	3,765	265	1,411	56	5,380	1,603	2,404
Steele County	33,193	1,158	132	547	29	2,860	402	1,222
Wabasha County	20,773	126	60	103		630	256	219
Winona County	47,455	651	186	1,340		1,502	865	228
Region 10 Total	**451,721**	**18,191**	**1,905**	**15,425**	**467**	**28,706**	**10,558**	**8,474**

Source: 2019 American Census Bureau 5-Year Estimates

Figure 17: Total Minority Population (Percentage)

Legend

Minority Population
- ≤4.5
- ≤7.5
- ≤12.5
- ≤22.0
- ≤53.0
- Major River
- MN Trunk Highway
- US Highway
- US Interstate
- County

Limited English Communities

Overall, there is a relatively small population who speaks limited English. Table 20 and Figure 18 show the distribution of populations who speak English less than "very well."

Mower County (10.5%) has the largest percentage of population (by a wide margin) who speak English less than "very well." Approximately one in ten individuals speak limited English.

Table 20: Limited English Population

County	*Speak English only or speak English "very well"	Percent of Total	*Speak English less than "very well"	Percent of Total
Dodge County	19,029	98.3%	333	1.7%
Fillmore County	19,077	97.4%	517	2.6%
Freeborn County	27,727	96.4%	1,042	3.6%
Goodhue County	43,049	98.7%	575	1.3%
Houston County	17,544	99.5%	82	0.5%
Mower County	33,302	89.5%	3,917	10.5%
Olmsted County	136,119	94.5%	7,870	5.5%
Rice County	59,494	95.3%	2,933	4.7%
Steele County	33,587	97.7%	806	2.3%
Wabasha County	20,092	98.7%	260	1.3%
Winona County	47,470	98.3%	812	1.7%
Region 10 Total	**456,490**	**96.0%**	**19,147**	**4.0%**

*The American Census Bureau only counts English proficiency for individuals 5 years and over. Source: 2019 American Census Bureau 5-Year Estimates

Figure 18: Percentage of Limited English Population
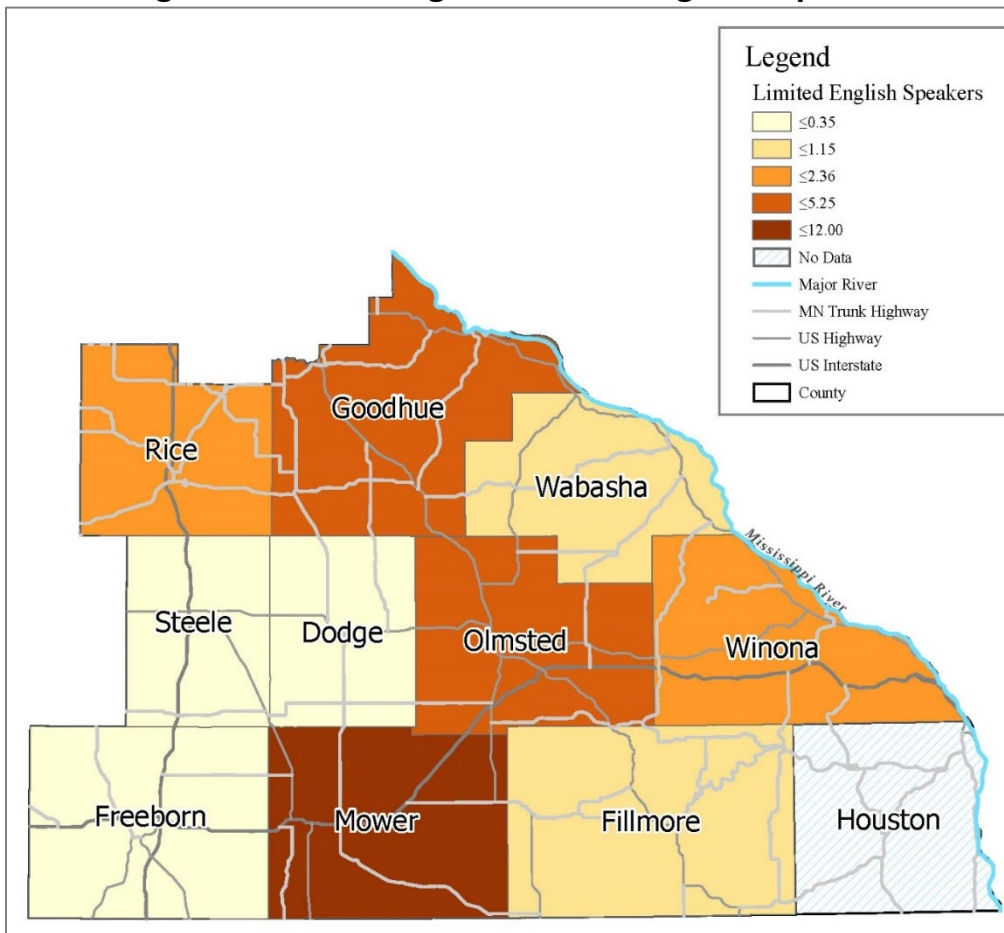
Economic Conditions

The largest employment sectors in Region 10 are health care, manufacturing and government. businesses who have one hundred or more employees continue to be concentrated in areas with higher population density. Transit near large employers and areas with high population density are important to reduce single-vehicle commuters. It also provides transportation options for low-income households and zero-vehicle households.

The Destination Medical Center and Mayo Clinic are key health care providers in the Region. They provide a wide variety of medical services for Region 10, the state of Minnesota and beyond. The health care sector employs tens of thousands of individuals. Public transportation provides access for employees and patients without a personal vehicle.

Tourism is also a rapidly growing industry in the region. The growing tourism industry can be attributed to the existing natural assets throughout the region, such as state parks, trails, and bodies of water. Major tourism drivers in the region include the National Eagle Center, Treasure Island Resort & Casino, and other natural spaces with options for outdoor recreation. Public transportation provides an affordable transportation method for employees in the industry.

In 2019 approximately 6.2% of Region 10's population worked at home. A year later, that percentage likely increased significantly as the COVID-19 pandemic forced much of the public to stay at home and work remotely. As working remotely has become more common and widely accepted, it is anticipated to increase the percentage of people who work at home. This may

decrease the percentage of people who use public transportation to commute in Region 10.

The pandemic has disrupted manufacturing, transportation and cost of goods and services throughout the world. As inflation continues to rise it may force the public to use more affordable transportation options, such as public transportation, biking, or walking.

Employment Status

Unemployed individuals need a mode of transportation to seek job opportunities. Public transit provides an affordable method of transportation for individuals who may be financially restricted.

In 2019, unemployment in each county throughout the region ranges between 1.2% and 2.6%. Table 21 shows the distribution of unemployed individuals by county. Unemployment numbers may be impacted by the COVID-19 pandemic.

Table 21: Regional Employment Status

County	Employed	Unemployed	Not in Labor Force	Percent of Total Population Unemployed
Dodge County	11,378	308	4,210	1.9%
Fillmore County	10,758	285	5,348	1.7%
Freeborn County	15,095	588	8,822	2.4%
Goodhue County	24,227	851	12,057	2.3%
Houston County	10,246	180	4,627	1.2%
Mower County	19,254	738	10,958	2.4%
Olmsted County	83,119	2,611	34,922	2.2%
Rice County	34,116	1,356	17,840	2.5%
Steele County	18,914	736	8,775	2.6%
Wabasha County	11,274	431	5,747	2.5%
Winona County	28,528	1,069	12,991	2.5%
Region 10 Total	**266,909**	**9,153**	**126,297**	**3.4%**

Source: 2019 American Census Bureau 5-Year Estimates

MOBILITY TODAY

Major Trip Generators

The location of major trip generators within the region is an important component in understanding the existing and future transportation needs of the region. People utilize transportation methods to meet their needs and access services. Trip generators include employment, shopping, education, public services, medical appointments, and other specialty services. Below is a summary of the major destinations that generate trips throughout Region 10.

Major trip generation categories are represented by the following:

- **Employment** – As mentioned earlier, the largest employment sectors in the region are health care, manufacturing, and government. Businesses who have one hundred or more employees continue to be concentrated in areas with higher population density. Transit near large employers and areas with high density are important to reduce single-vehicle commuters.

- **Shopping** - Public transit provides access to grocery stores, malls, and other commercial locations. Low-income households, especially those without a personal vehicle, are reliant on public transportation to access goods.

- **Tourism** – As mentioned previously, the tourism industry is also a rapidly growing sector throughout the region. Public transportation provides an affordable transportation method for employees in the industry.

- **Education** – Colleges and universities attract young adults to many towns and cities in the region. Students use transit as an affordable transportation method to access external services.

- **Medical** – The health care sector is one of the largest employers in southeastern Minnesota. The health care industry continues to grow rapidly throughout the region. The senior cohort, which makes up 15% of the Region's population, frequently relies on public transit to access health services. The Destination Medical Center and Mayo Clinic are expected to continue to increase the health care industry in the region.

- **Specialty Services** – Services for the elderly and persons with disabilities, museums, historical sites, and similar institutions.

Existing Transportation Services

The following information is based on tabulations from the survey and interview results. A total of 25 organizations provided information about their services.

List of Transportation Service Providers

A total of 42 companies, organizations and government agencies were contacted over the course of the survey. A combination of phone calls and emails were used to establish contact, with a majority of the surveys being completed by phone. The following information is based on tabulations from the survey and interview results with the 25 organizations who responded.

Agency Name: Able, Inc.
Transportation Service Type: Non-Profit Transportation
Other Services Provided:N/A
Contact Information: Gail Meyer, 507-725-2495, gmeyer@able-inc.org, 1700 Lancer Blvd # 120, La Crescent, MN 55947
Service Hours: 24/7
Service Area: Dodge, Houston
Website: https://able-inc.org

Agency Name: All New Directions
Transportation Service Type: Private Transportation
Other Services Provided: N/A
Contact Information: Tony Adler, 507-218-8382, tony@allnewdirections.com, 1302 7th St NW, Rochester, MN 55901
Service Hours: 8:00 a.m.-4:00 p.m.
Service Area: Fillmore, Freeborn, Goodhue, Houston, Mower, Olmsted, Rice, Steele, Wabasha, Winona
Website: https://www.allnewdirections.com/

Agency Name: AMV
Transportation Service Type: Private Transportation
Other Services Provided: N/A
Contact Information: Trish Klyne, 507-625-6741, trish.klyne@amvan.com, 307 Pine St, Mankato, MN 56001
Service Hours: 6:00 a.m.-6:00 p.m.
Service Area: Mower, Rice, Steele
Website: https://www.amvan.com/

Agency Name: ANS Transportation
Transportation Service Type: Non-Profit Transportation
Other Services Provided: N/A
Contact Information: Anur, 507-517-5978, 1628 2nd Ave SE, Rochester, MN 55904
Service Hours: 7:30 a.m.-4:30 p.m.
Service Area: Dodge, Goodhue, Olmsted, Steele
Website: https://www.minnesotahelp.info/Providers/ANS_Transportation_LLC

Agency Name: Driving Miss Daisy
Transportation Service Type: Private Transportation
Other Services Provided: N/A
Contact Information: Latonia, 763-253-4400, latonia@drivingmissdaisymn.com, 1710 Douglas Dr N #260d, Golden Valley, MN 55422
Service Hours: 8:00 a.m.-5:00 p.m.
Service Area: Goodhue, Rice, Steele
Website: https://drivingmissdaisy.com/services

Agency Name: Faith In Action
Transportation Service Type: Non-Profit Transportation
Other Services Provided: N/A
Contact Information: Diane, 651-327-2400, fia@redwing.net, 320 West Ave, Red Wing, MN 55066
Service Hours: 6:30 a.m.- evening (not a hard schedule)
Service Area: Goodhue
Website: www.faithinactionredwing.org

Agency Name: Fillmore County DAC
Transportation Service Type: Human Services
Other Services Provided: N/A
Contact Information: Dawn Magnuson, 507-765-3378, dmagnusonfcdac@centurytel.net, 108 Fillmore Pl SE, Preston, MN 55965
Service Hours: 7:30 a.m.-3:30 p.m.
Service Area: Fillmore
Website: https://www.fillmorecountydac.com/transportation/

Agency Name: Fillmore County Social Services
Transportation Service Type: Human Services
Other Services Provided: N/A
Contact Information: Brenda Pohlman, 507-765-2175, 902 Houston St NW, Preston, MN 55965
Service Hours: N/A
Service Area: Fillmore
Website: https://www.co.fillmore.mn.us/

Agency Name: Good Shepard Lutheran Services
Transportation Service Type: Non-Profit Transportation
Other Services Provided: N/A
Contact Information: Samantha Colbenson, 507-864-7714, scolbenson@goodshepherdrushford.org, 800 N Home St, Rushford, MN 55971
Service Hours: 8:00 a.m.–4:00 p.m.
Service Area: Fillmore
Website: https://www.goodshep-rushford.org/

Agency Name: Goodhue County Veterans Services
Transportation Service Type: Human Services
Other Services Provided: N/A
Contact Information: Justin Kent ,Asst. Vet Services Officer, 651-385-3256,
Justin.Kent@co.goodhue.mn.us, 509 W 5th St, Red Wing, MN 55066
Service Hours: 6:30 a.m.-7:00 p.m.
Service Area: Goodhue
Website: www.co.goodhue.mn.us/VS

Agency Name: Handi Van
Transportation Service Type: Private Transportation
Other Services Provided: N/A
Contact Information: Eric Larson, 507-313-9221, elarson@handivanrides.com, 1836 3rd Ave SE,
Rochester, MN 55904
Service Hours: 5:00 a.m.-7:00 p.m.
Service Area: Dodge, Fillmore, Freeborn, Goodhue, Houston, Mower, Olmsted, Rice, Steele,
Wabasha, Winona
Website: http://www.handivanrides.com/serviceareas

Agency Name: Hiawathaland Transit
Transportation Service Type: Public Transporation, Dial A Ride, Volunteer
Other Services Provided:N/A
Contact Information: Diane Ford, 507-513-9225, dford@threeriverscap.org, 55049 241st Ave,
Plainview, MN 55964
Service Hours: 6:00 a.m.-9:00 p.m.
Service Area: Goodhue, Olmsted, Rice, Wabasha
Website: https://threeriverscap.org/transportation/hiawathaland-transit/

Agency Name: Houston County Dept. Of Human Services
Transportation Service Type: Human Services
Other Services Provided: N/A
Contact Information: Hellen Olson, 507-725-5811, 611 Vista Drive, Caledonia, MN 55921
Service Hours: Monday-Friday
Service Area: Houston
Website: https://www.co.houston.mn.us/departments/human-services/

Agency Name: Olmsted County Volunteer Driver Program
Transportation Service Type: Human Services
Other Services Provided: N/A
Contact Information: Diane Tradup @ 507-328-6346 or Eve Simon @ 507-328-6371.
diane.tradup@olmstedcounty.gov, 2117 Campus Drive SE, Rochester, MN 55904
Service Hours: 8:00am – 4:30pm
Service Area: Olmsted County
Website: N/A

Agency Name: Prairie Manor Nursing Home
Transportation Service Type: Private Transportation
Other Services Provided: N/A
Contact Information: Ken R Wilson Jr, 507-456-2328, kwilson@prariemanorinc.com, 220 3rd St NW, Blooming Prairie, MN 55917
Service Hours: 7:00 a.m.-4:00 p.m.
Service Area: Freeborn, Mower, Olmsted, Steele
Website: https://prairiemanorcare.com/

Agency Name: Proact, Inc. - Red Wing
Transportation Service Type: Private Transportation
Other Services Provided: N/A
Contact Information: Jane Snyder, 651-289-3159, Jsnyder@proactinc.org, 204 Mississippi Ave, Red Wing, MN 55066
Service Hours: 7:30 a.m.-4:00 p.m.
Service Area: Goodhue
Website: https://www.proactinc.org/red-wing-location/

Agency Name: Rochester Public Transit
Transportation Service Type: Public Transportation
Other Services Provided: Paratransit
Contact Information: Ia Xiong, 507-328-2458, ixiong@rochestermn.gov, 4300 E River Rd NE, Rochester, MN 55906
Service Hours: M-F 5 am-10:30 pm, Saturday, Sunday, and Holidays 6:30 am – 7:30 pm
Service Area: Rochester and Cascade, Haverhill, Marion and Rochester Townships
Website: https://www.rochestermn.gov/government/departments/public-transportation

Agency Name: Rolling Hills Transit (SEMCAC)
Transportation Service Type: Public Transporation
Other Services Provided: N/A
Contact Information: Melinda Fields, 507-634-4340, melinda.fields@semcac.org, 204 S. Elm St, P.O. Box 549, Rushford, MN 55971
Service Hours: 7:00 a.m.-5:00 p.m.
Service Area: Dodge, Fillmore, Olmsted, Winona
Website: https://rhtbus.com/

Agency Name: Smart (Southern Minnesota Area Rural Transit)
Transportation Service Type: Public Transporation, Dial a Ride
Other Services Provided: N/A
Contact Information: Kirk Kuchera, 855 762-7821, kkuchera@cedarvalleyservices.org, 3325 9th St NW, Owatonna, MN 55060
Service Hours: 6:00a.m.-6:00 p.m. Reduced service at the time the survey was conducted. Devieated service until 9:00 p.m. in three counties.
Service Area: Freeborn, Mower, Steele
Website: http://smartbusmn.org/

Agency Name: Sunset Mobility
Transportation Service Type: Private Transportation
Other Services Provided: N/A
Contact Information: Rinada, 507-322-0700, 1700 N Broadway Ave UNIT 107, Rochester, MN 55904
Service Hours: 5:00 a.m.-6:00 p.m.
Service Area: Dodge, Fillmore, Freeborn, Goodhue, Mower, Rice, Steele, Wabasha, Winona
Website:https://www.minnesotahelp.info/Providers/Sunset_Mobility_Solutions/

Agency Name: Vantastic
Transportation Service Type: Private Transportation
Other Services Provided: N/A
Contact Information: George "Skip" Christenson, 507-272-4901, vantastic_transit@yahoo.com, 117 South Washington Street, Lake City, Minnesota 55041, United States
Service Hours: 5:00 a.m.-5:00 p.m.
Service Area: Goodhue, Houston, Olmsted, Wabasha, Winona
Website: https://vantastictransit.com/

Agency Name: Vax Van (SEMCAC)
Transportation Service Type: Non-Profit Transportation
Other Services Provided: Will provide transportation to any vaccination, not limited to Covid-19 vaccines.
Contact Information: Jessica Schwering, 507-634-4490, jessica.schwering@semcac.org, 204 S. Elm St, P.O. Box 549, Rushford, MN 55971
Service Hours: 8:00 a.m.-4:30 p.m.
Service Area: Dodge, Fillmore, Freeborn, Houston, Mower, Steele, Winona
Website: https://www.semcac.org/transportation/vax-van/

Agency Name: Volunteer (SEMCAC)
Transportation Service Type: Volunteer
Other Services Provided: N/A
Contact Information: Jessica Schwering, 507-634-4490, jessica.schwering@semcac.org, 204 S. Elm St, P.O. Box 549, Rushford, MN 55971
Service Hours: 8:00 a.m.-4:30 p.m.
Service Area: Dodge, Fillmore, Houston, Steele, Winona
Website: https://www.semcac.org/transportation/volunteer-driver-program/

Agency Name: Wabasha County VA Van Transportation
Transportation Service Type: Human Services
Other Services Provided: N/A
Contact Information: Tracy Crouse, 651-565-3864, tcrouse@co.wabasha.mn.us, 848 17th St E, Wabasha, MN 55981
Service Hours: Dependent
Service Area: Wabasha
Website: https://www.co.wabasha.mn.us/departments/veterans_services/index.php

Agency Name: Winona County DAC, Inc.
Transportation Service Type: Human Services
Other Services Provided: N/A
Contact Information: Brenda Volkman, 507-452-1798 ext: 122, brendav@winonadac.org, 1721 W Service Dr., Winona, MN 55987
Service Hours: 7:15 a.m.-3:00 p.m.
Service Area: Winona
Website: https://www.winonadac.org/

Agency Name: Winona Orc Industries, Inc.
Transportation Service Type: Non-Profit Transportation
Other Services Provided: N/A
Contact Information: Ryan Buhler, 507-452-1855, rbuhler@winonaorc.org, 1053 E Mark St, Winona, MN 55987
Service Hours: 4:30 a.m.-4:30 p.m.
Service Area: Winona
Website: https://www.winonaorc.org/employees/transportation-services/

Agency Name: Winona **Agency Name:** Winona Transit
Transportation Service Type: Public Transportation and Dial a Ride
Other Services Provided:
Contact Information: Monica Hennessy Mohan, 507-457-8200, mhmohan@ci.winona.mn.us, 207 Lafayette St, Winona, MN 55987
Service Hours: 6:00 am – 9:00 pm, Monday through Friday, 9:00 am – 5:00 pm Saturday and Sunday
Service Area: Cities of Winona and Goodview
Website: https://www.cityofwinona.com/175/Winona-Transit-Service

Transportation Resources and Technology

The following table provides information about local transit options.

Table 22: Transportation Resources

Transportation Resource	Service Days	Service Hours	Cost	Usage	Service Area
Able, Inc.	M-F	24/7	No	Transportation Service Type	Dodge, Houston
All New Directions	M-F	8:00 a.m.-4:00 p.m.	Yes (Insurance)	Non-Profit Transportation	Fillmore, Freeborn, Goodhue, Houston, Mower, Olmsted, Rice, Steele, Wabasha, Winona
AMV	M-F/Sat in Mankato Only	6:00 a.m. - 6:00 p.m.	Yes (Insurance)	Private Transportation	Mower, Rice, Steele
ANS Transportation	M-F	7:30 a.m. - 4:30 p.m.	Yes	Private Transportation	Dodge, Goodhue, Olmsted, Steele
Driving Miss Daisy	M-F	8:00 a.m. - 5:00 p.m.	Y (Insurance)	Non-Profit Transportation	Goodhue, Rice, Steele
Faith In Action	M-F	6:30 a.m.-evening (not a set schedule)	No	Private Transportation	Goodhue
Fillmore County DAC	M-F	7:30 a.m.-3:30 p.m.	Yes, paid through the waiver	Non-Profit Transportation	Fillmore
Fillmore County Social Services	N/A			Human Services	Fillmore
Good Shepard Lutheran Services	M - F	8:00 a.m. - 4:30 p.m.	Yes	Human Services	Fillmore
Goodhue County Veterans Services	M - F	6:30 a.m. - 7:00 p.m.	No ($20 donation requested)	Non-Profit Transportation	Goodhue
Handi Van	M-Sat	5:00 a.m. - 7:00 p.m.	Yes (Insurance)	Human Services	Dodge, Fillmore, Freeborn, Goodhue, Houston, Mower, Olmsted, Rice, Steele, Wabasha, Winona

Hiawathaland Transit	Sun-Sat	6:00 a.m. - 9:00 p.m.	≥1.25	Private Transportation	Goodhue, Olmsted, Rice, Wabasha
Houston County Dept. Of Human Svcs	M-F		No	Human Services	Houston
Prairie Manor Nursing Home	M-F	7:00 a.m. -4:00 p.m.	$15/hr per driver and assistant, $0.58 per mile	Private Transportation	Freeborn, Mower, Olmsted, Steele
Proact, Inc. - Red Wing	M-F	7:30 a.m. - 4:00 p.m.	No	Private Transportation	Goodhue
Rolling Hills Transit (SEMCAC)	M-F	7:00 a.m.- 5:00 p.m.	Yes (Bus Fares)	Public Transporation	Dodge, Fillmore, Olmsted, Winona
Rochester Public Transit	Sun-Sat	M-F 5 am-10:30 pm, Sat/Sun/Holidays 6:30 am – 7:30 pm	Yes (Bus Fares)	Public Transporation	Rochester and Cascade, Haverhill, Marion and Rochester Townships
SMART (Southern Minnesota Area Rural Transit)	Sun-Sat	6:00 a.m. – 6:00 p.m. Reduced service ATM. Devieated service until 9:00 p.m. in three counties	Yes (Bus Fares)	Public Transporation, Dial a Ride	Freeborn, Mower, Steele
Sunset Mobility	M-F	5:00 a.m. - 6:00 p.m.	Yes (Insurance)	Private Transportation	Dodge, Fillmore, Freeborn, Goodhue, Mower, Rice, Steele, Wabasha, Winona
Vantastic	M-Sat	5:00 a.m. - 5:00 p.m.	Yes (Insurance)	Private Transportation	Goodhue, Houston, Olmsted, Wabasha, Winona
Vax Van (SEMCAC)	M-F	8:00 a.m. - 4:30 p.m.	Yes (Insurance)	Non-Profit Transportation	Dodge, Fillmore, Freeborn, Houston, Mower, Steele, Winona
Volunteer (SEMCAC)	M-F (some weekends)	8:00 a.m. -4:30 p.m.	No	Volunteer	Dodge, Fillmore, Houston, Steele, Winona
Wabasha County VA Van Transportation	Even number	Dependent	No	Human Services	Wabasha

	days of the month				
Winona County DAC, Inc.	M-F	7:15 a.m. - 3:00 p.m.	No	Human Services	Winona
Winona Orc Industries, Inc.	M-F	4:30 a.m. - 4:30 p.m.	Yes (Insurance)	Non-Profit Transportation	Winona
Winona Transit	Sun-Sat	6:00 a.m. - 9:00 p.m. M-F, 9:00 a.m. - 5:00 p.m. Sat-Sun	Yes	Non-Profit Transportation	Winona and Goodview

OUTREACH EFFORTS

Steering Committee

The Steering Committee guides the plan development. Steering Committee duties included:

- Evaluating strategies and assessing outcomes of projects identified in the 2017 Local Human Service Transit Coordination Plan.
- Developing project ideas and identifying priority strategies as part of the public workshop of the draft plan.
- Prioritizing project ideas identified at the public workshop for inclusion in the final plan.

The Steering Committee was made up of representatives from county human service agencies, area agency on aging representatives, centers for independent living representatives, passengers, Metropolitan Planning Organizations, and others. The table below lists the members of the Steering Committee. Use the table outlining recommended membership representatives provided by MnDOT.

Table 23: Steering Committee Membership

Members	Organization
Ben Griffith (2021-2022)	ROCOG MPO
Dee Sabol (2021-2022)	Rochester Diversity Council
Ia Xiong (2021-2022)	City of Rochester
Jackie Eastwood (2021-2022)	LAPC MPO (alternate)
Jenny Carrier (2021-2022)	Kasson-Mantorville Community Education
Kirk Kuchera (2021-2022)	SMART
Kurt Wayne (2021-2022)	District 6 Principal Planner
Laurie Brownell (2021-2022)	Southern MN Area Agency on Aging
Matti Gurney (2021-2022)	State Program Admin Principal
Monica Hennessy-Mohan (2021-2022)	City of Winona
Peter Fletcher (2021-2022)	LAPC MPO
Peter Schepers (2021-2022)	Hiawathaland Transit
Sandy Gardner-Ghionzoli (2021-2022)	Winona DAC
Shelly Rockman (2021-2022)	SMART
Thomas Gottfired (2021-2022)	MnDOT
Tracy Schnell (2021-2022)	District 6 Senior Planner
Val Kruger (2021-2022)	Mower County
Wayne Stenberg (2021-2022)	Ability Building Community

Client Experience

The following graphs, charts, and descriptions summarize the information collected through the online **Provider Survey** that was available from January 20, 2022 to February 7, 2022.

The **Transportation Provider Questionnaire** had 51 Respondents, including providers from:
- SMART Transit
- Hiawathaland Transit
- SEMCAC/Rolling Hills Transit
- Olmsted County Volunteer Driver Program
- Hiawatha Valley Mental Health Center
- Kasson Mantorville Schools
- Winona County Developmental Achievement Center
- Winona Transit
- Ability Building Community

Transportation Provider Type
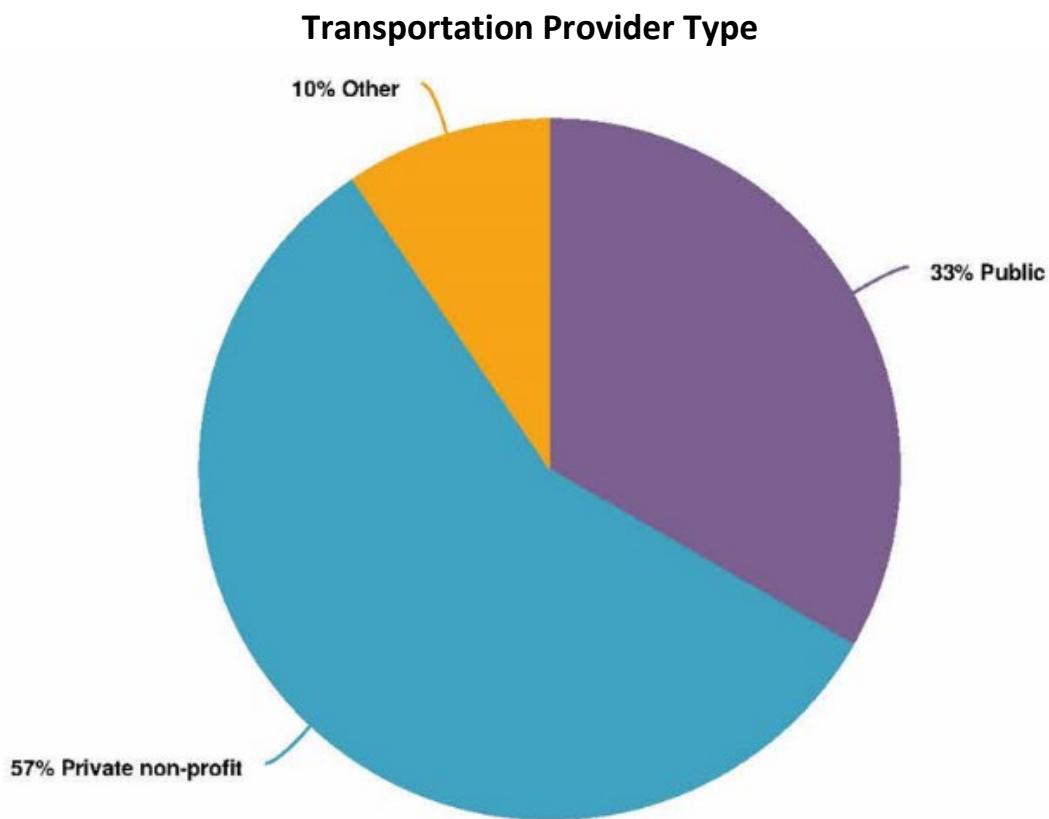
57% identified as "Private non-profit", 33% identified as "Public", and 10% identified as "Other".

Select survey results are highlighted below. Please see Appendix for complete survey results.

Populations Served

The top five populations served included 1) individuals with intellectual or developmental disabilities 2) Individuals with physical disabilities 3) individuals with sensory disabilities 4) individuals with mental health issues 5) the general public.

Additional populations served included 6) children and families 7) low-income 8) individuals with addictions 9) the elderly 10) individuals experiencing homelessness and 11) Other.

Advanced Scheduling
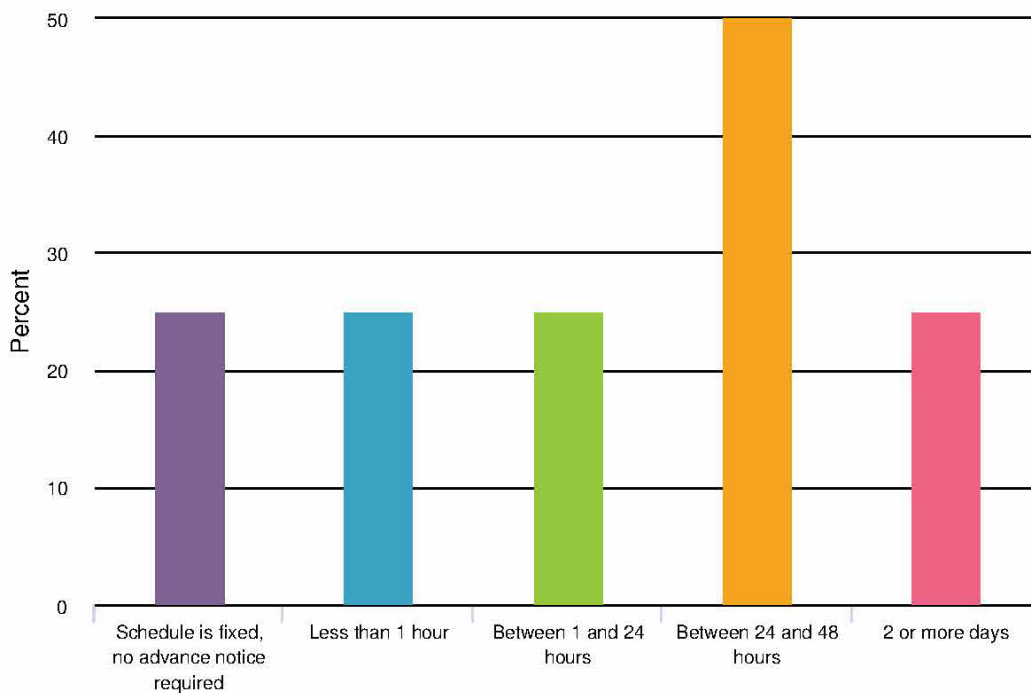
Value		Percent	Responses
Schedule is fixed, no advance notice required		25.0%	2
Less than 1 hour		25.0%	2
Between 1 and 24 hours		25.0%	2
Between 24 and 48 hours		50.0%	4
2 or more days		25.0%	2

Providers were asked, "How long in advance must a passenger schedule a trip?" 50 percent of providers require 24 to 48 hours' notice. The remaining responses were an even 25 percent including: fixed schedule with no notice, less than 1 hour, between 1 and 24 hours, and 2 or more days.
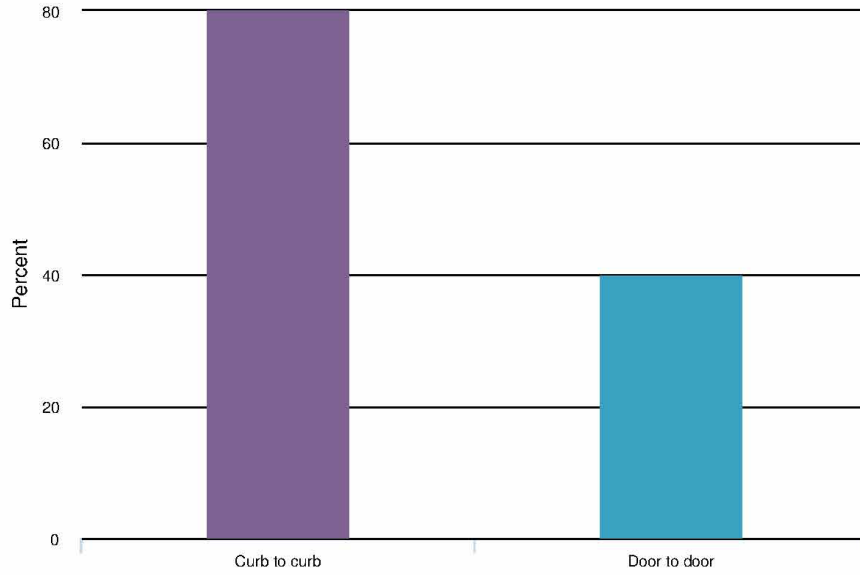
Type of Service
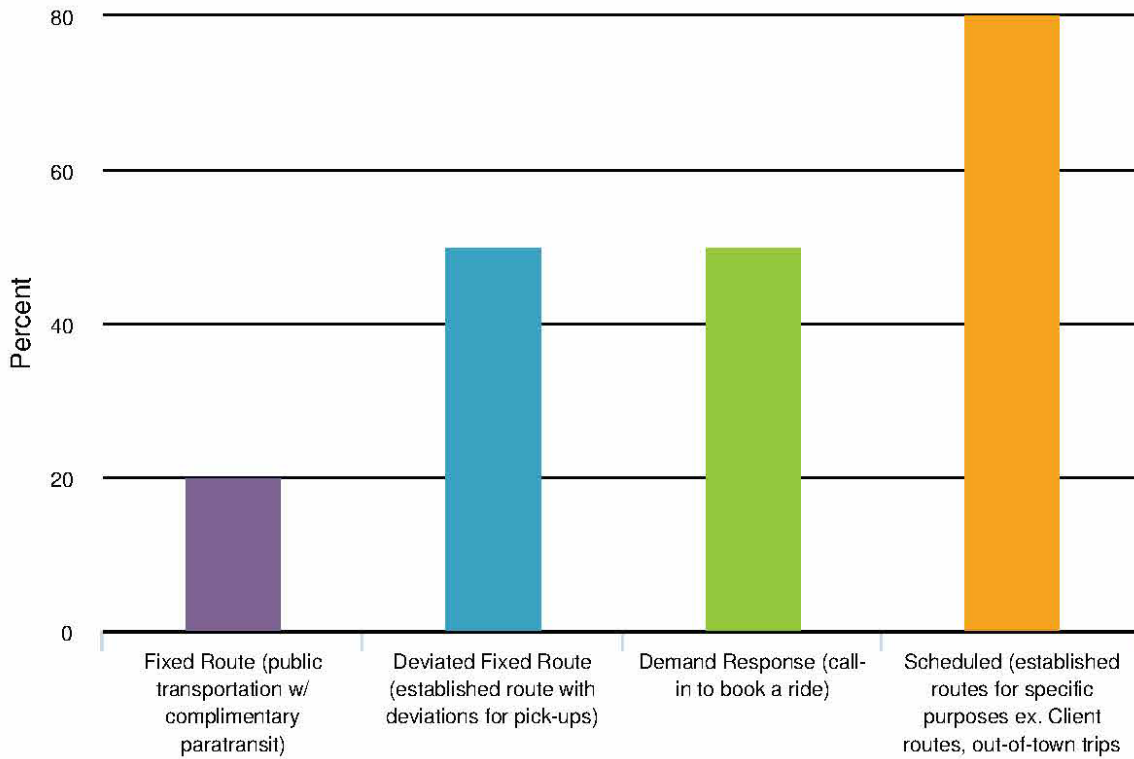
Value		Percent	Responses
Fixed Route (public transportation w/ complimentary paratransit)		20.0%	2
Deviated Fixed Route (established route with deviations for pick-ups)		50.0%	5
Demand Response (call-in to book a ride)		50.0%	5
Scheduled (established routes for specific purposes ex. Client routes, out-of-town trips		80.0%	8

Providers were asked, "What type of service does your agency provide?" 80 percent of providers have scheduled routes, 50 percent have deviated fixed routes and demand response service, while 20 percent have fixed routes.
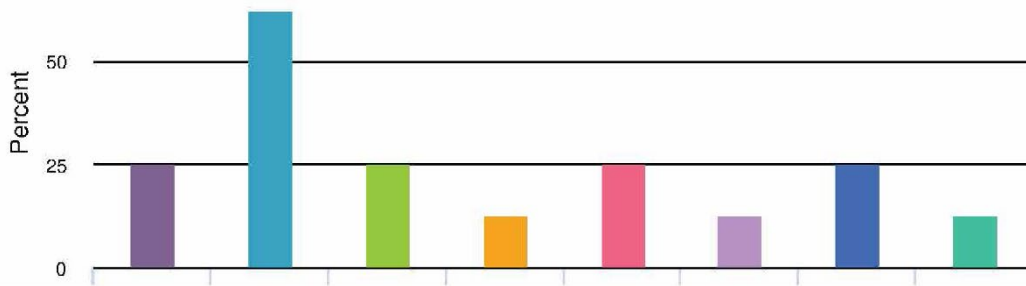
Level of Service

Value		Percent	Responses
Curb to curb		80.0%	8
Door to door		40.0%	4

Providers were asked, "What level of service does your agency provide to passengers?" 80 percent provide Curb to curb service while 40 percent provide door-to-door service.

Passenger Accommodations

Value		Percent	Responses
Car seats or booster seats		25.0%	2
Physical disability accommodations		62.5%	5
Mental illness accommodations		25.0%	2
Interpreters		12.5%	1
Personal care attendants or escorts		25.0%	2
Accommodations for Children		12.5%	1
Discounted service for seniors or low-income individuals		25.0%	2
Other - Please specify		12.5%	1

Providers were asked, "What type of passenger accommodations does your agency provide?" 62 percent of providers provide accommodations for persons with disabilities. 25 percent provide car seats, mental illness accommodations, personal care attendants or escorts, and discounted services for seniors and low-income individuals. 12 percent provide interpreters, accommodations for children and other accommodations.

Collaborating Organizations
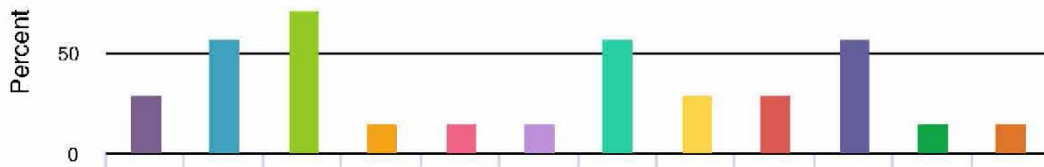
Value		Percent	Responses
Churches		28.6%	2
Day Training and Habilitation		57.1%	4
Educational institutions		71.4%	5
Elder day care		14.3%	1
Intercity carrier (e.g. Amtrak, Greyhound, Jefferson Lines)		14.3%	1
Private regional shuttles		14.3%	1
Head Start		57.1%	4
HMO or PMAP		28.6%	2
Occupational training center		28.6%	2
County human service agency or MNET		57.1%	4
My agency does not coordinate transportation services with other agencies		14.3%	1
Other - (Please name the agency and describe how you coordinate.)		14.3%	1

The top five agencies that providers collaborate with include 1) Educational Institutions 2-4) Head Start, County Human Services or MNET, and Day Training and Habilitation 5) Churches.

Funding of Services
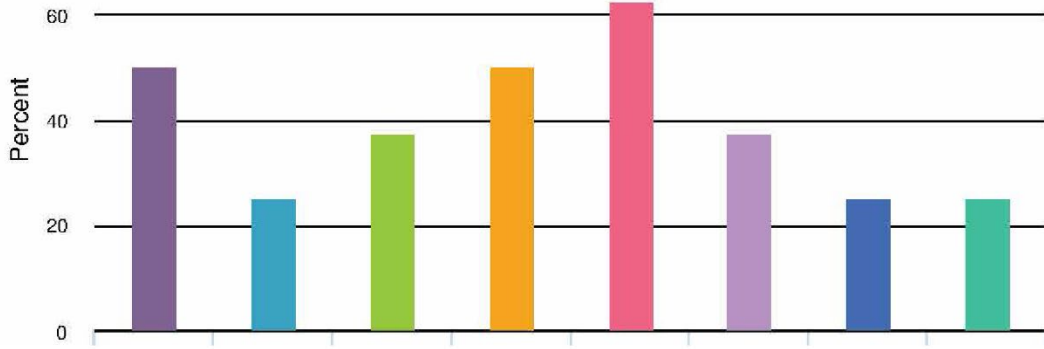
Value		Percent	Responses
Fares/user fees		50.0%	4
Private insurance		25.0%	2
Medicare/Medicaid		37.5%	3
Disability Waiver funding		50.0%	4
Other state or local government funds		62.5%	5
Federal funds		37.5%	3
Community organizations		25.0%	2
Grants		25.0%	2

The top five funding sources include 1) State or local government funds 2-3) Fares and waiver funding 4-5) Medicare/Medicaid and federal funds.

Barriers to Providing Services
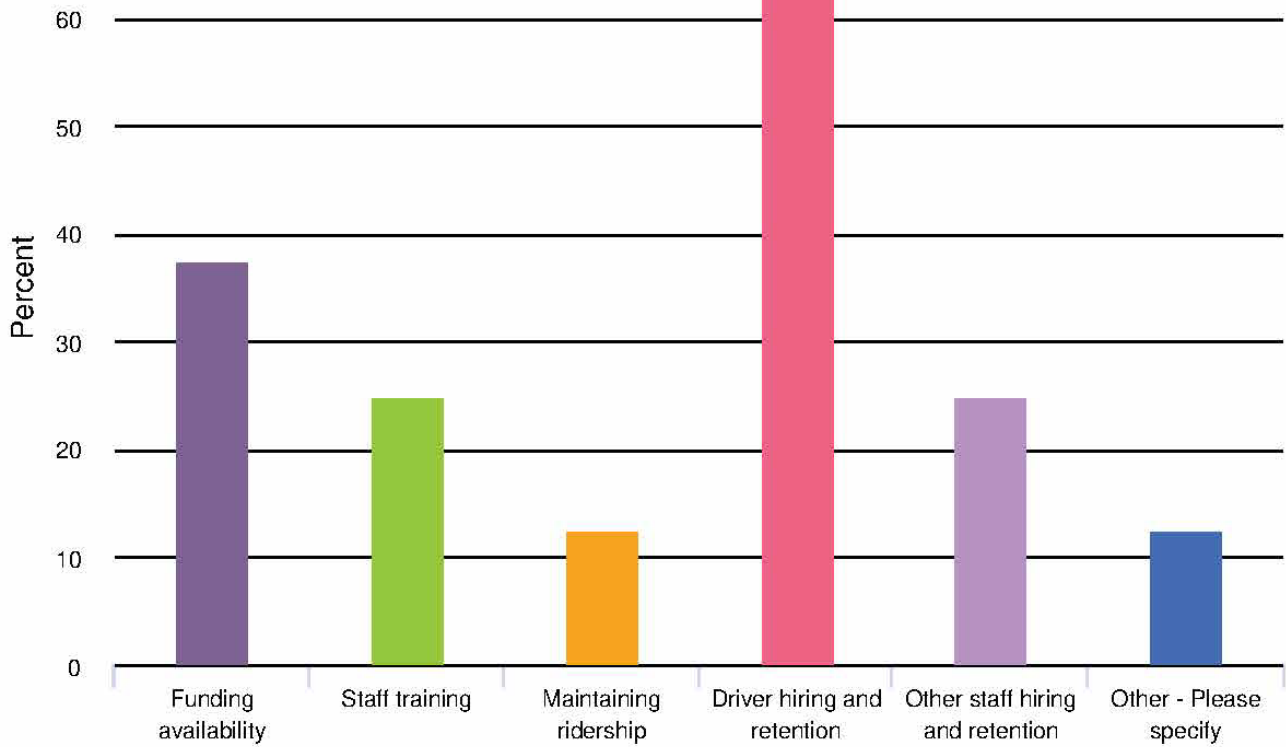
Providers were asked, "What are the most significant barriers to providing your transportation services?" They responded 1) Driver hiring and retention 2) funding availability, 3-4) staff training and support staff hiring and retention 5-6) maintaining ridership and other barriers.

Post COVID-19 Pandemic Services
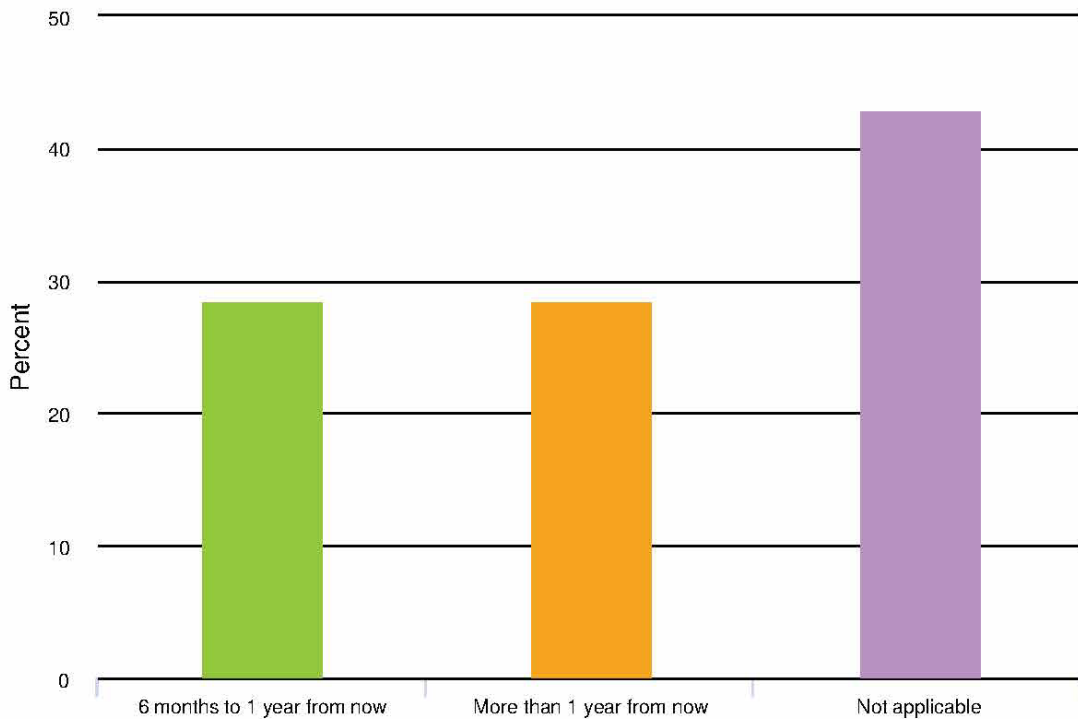
Value		Percent	Responses
6 months to 1 year from now		28.6%	2
More than 1 year from now		28.6%	2
Not applicable		42.9%	3

Providers were asked, "If your agency or organization has reduced or eliminated service in response to COVID-19, when do you anticipate that your service will return to pre-pandemic levels (similar span of service, service area or number of routes, etc.)?"

Three responded "not applicable", two responded "6 months to 1 year", and two responded "more than 1 year".

Additional Provider Survey Feedback

Changes Most Needed to Improve Transportation Coordination
- Capacity limitations: need for additional buses, staff, and drivers (multiple comments)
- Technology and community access
- Need more options for transportation services for children and families
- With COVID-19, it is difficult to mix other agencies into our transportation
- Additional companies available to help transport

Top Destinations
- Medical Centers, Mayo Clinic, Medical, Medical, Olmsted Medical Center, Winona Hospital/clinic, Zumbro Valley Mental Health
- Rochester, Mantorville, Caledonia, La Crescent, Dodge Center, Kasson, Rural Winona County
- Shopping, Shopping/Grocery, HyVee, Walmart
- Work force Center, Employment
- Schools

Most significant unmet needs following COVID-19 pandemic
- Lack of drivers and staff (multiple comments)
- Service after hours, nights and weekends (multiple comments)
- Rural transportation, disabled person transportation
- People are staying home more - ordering food and groceries online for delivery to their home; people using ride share services to avoid using buses, results in lower demand for transit

RIDER / CUSTOMER SURVEY

The following graphs, charts and descriptions summarize the information collected through the online **Rider/Customer Survey** that was available from January 20, 2022, to February 24, 2022.

The **Rider/Customer Survey** had 156 Respondents.

Rider Satisfaction

- 12% Very Dissatisfied
- 29% Very Satisfied
- 25% Somewhat Dissatisfied
- 22% Somewhat Satisfied
- 13% Neutral
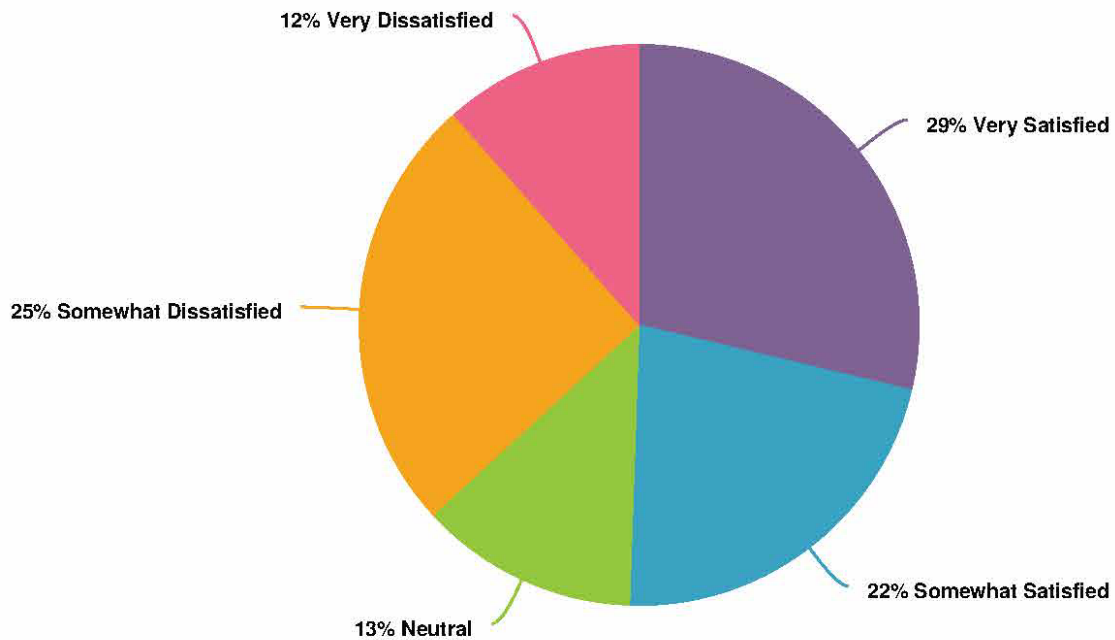
Approximately half of our user respondents were very satisfied (29%) or somewhat satisfied (22%) with the services being provided. The remaining respondents were either neutral (13%), somewhat dissatisfied (25%) or very dissatisfied (12%).

Transit Dependence

40% Yes

60% No
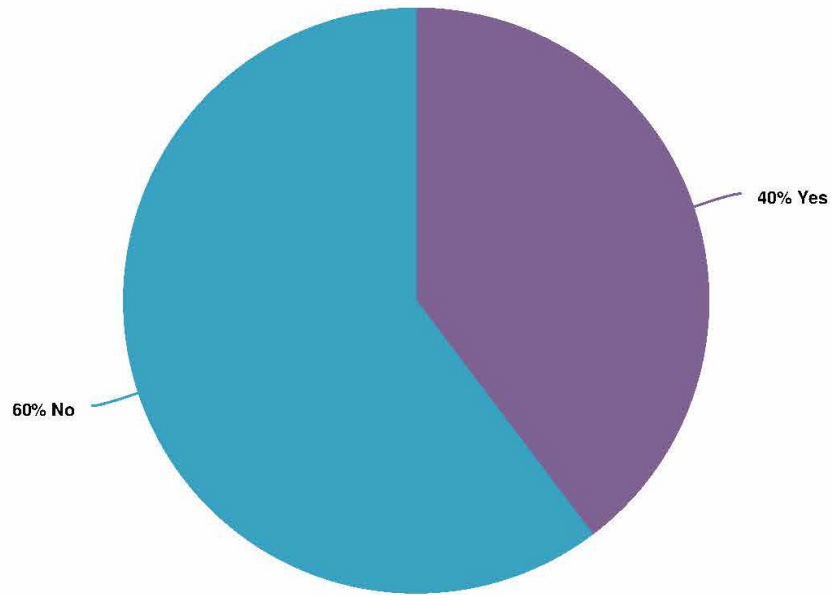
60 percent of our rider/customer respondents do not have a license.

Access to Vehicle

40% Yes

60% No
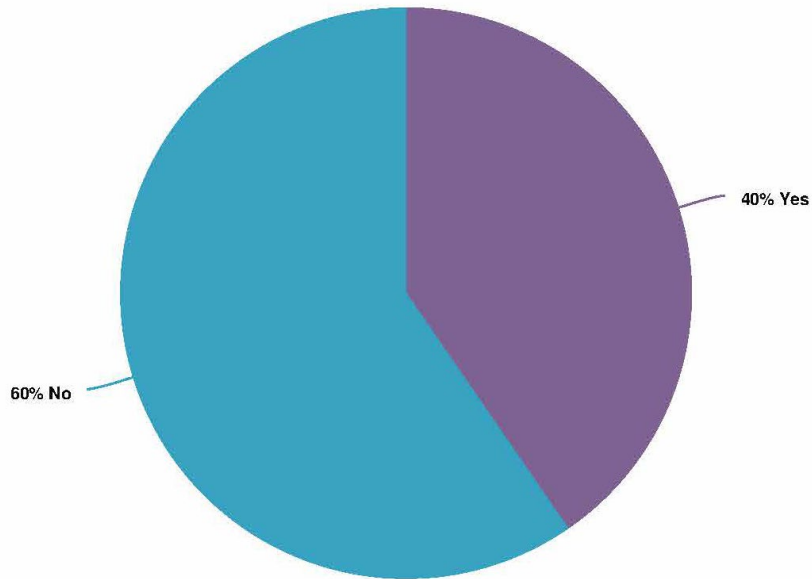
60 percent of our rider/customer respondents do not have access to a car.

Respondent Demographics: Age
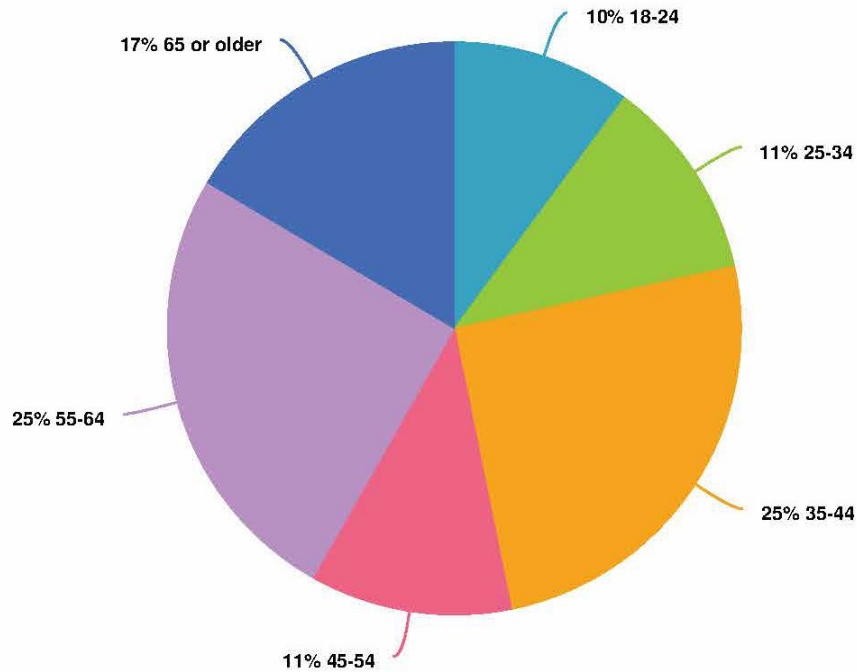
Over 60 percent of respondents were aged 35 to 64. The remaining 40 percent were under age 34 or over age 65.

Respondent Demographics: Gender
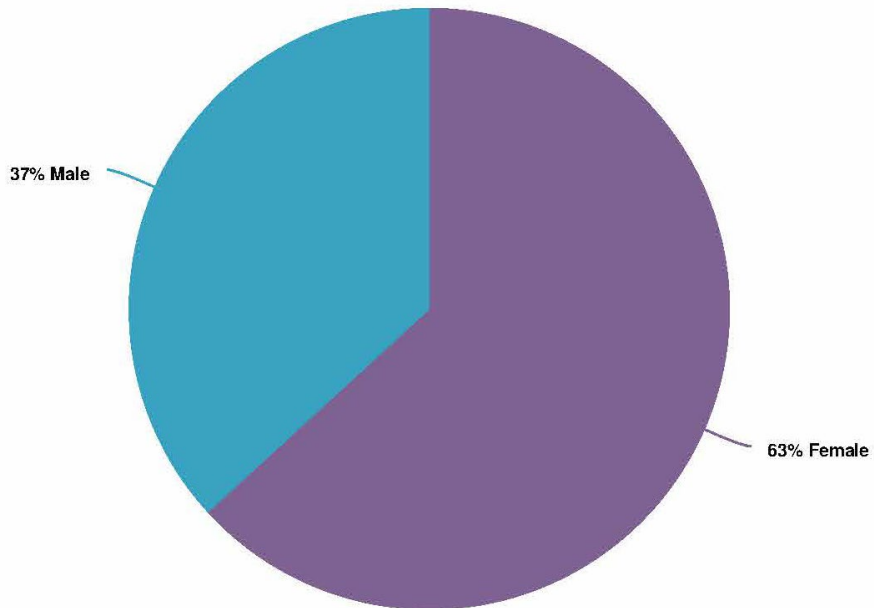
63 percent of respondents identified as women and 37 percent identified as male.

Respondent Demographics: Race/Ethnicity

6% Native American or Indigenous origin

5% Black, African American or African origin

1% Asian American or Asian origin

5% Hispanic or Latino

82% White, European American or Caucasian
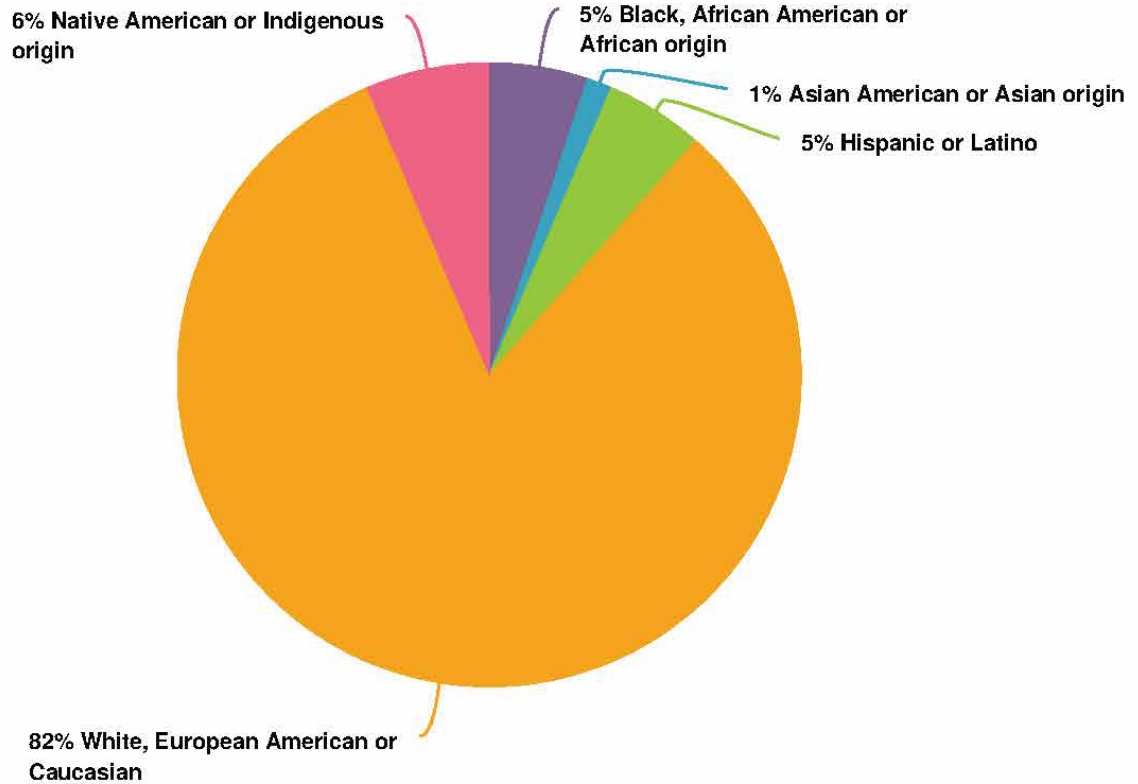
On average, the Region 10 population is greater than 85 percent white. Our survey sample population was able to not only meet but exceed a response level from typically underrepresented populations and minority groups.

Respondent Demographics: Has a Disability

36% No

64% Yes
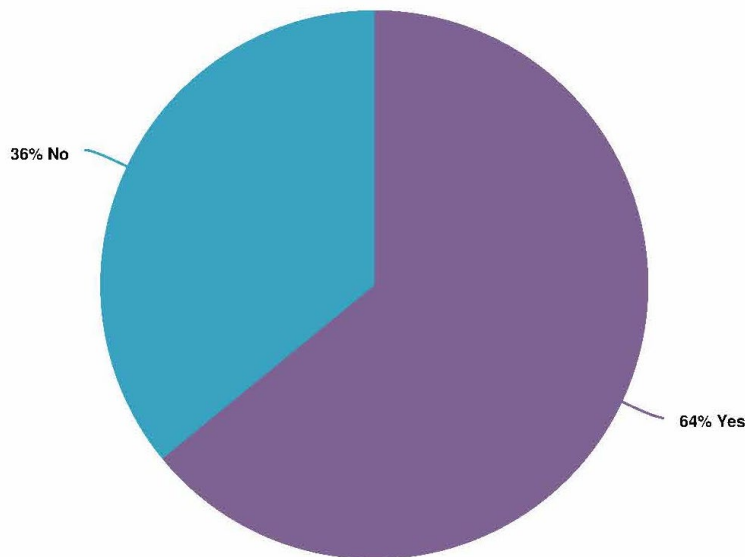
Type of Disability
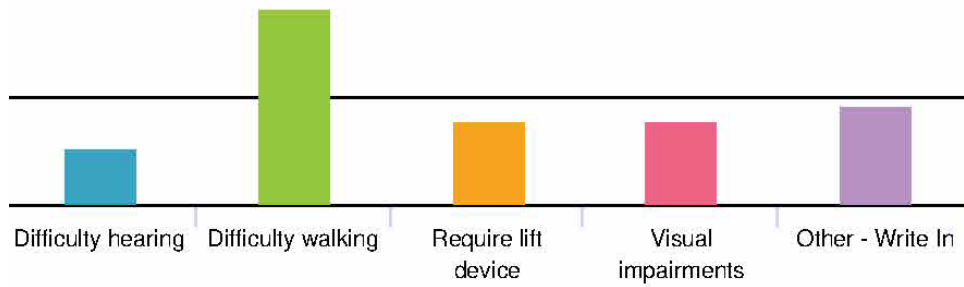
Nearly two thirds of customer responses indicated that they have a disability. Nearly 20 percent have difficulties walking, and other riders indicated visual impairments, difficulty hearing, lift device requirements or other disabilities.

Rider/ Customer Desired Improvements
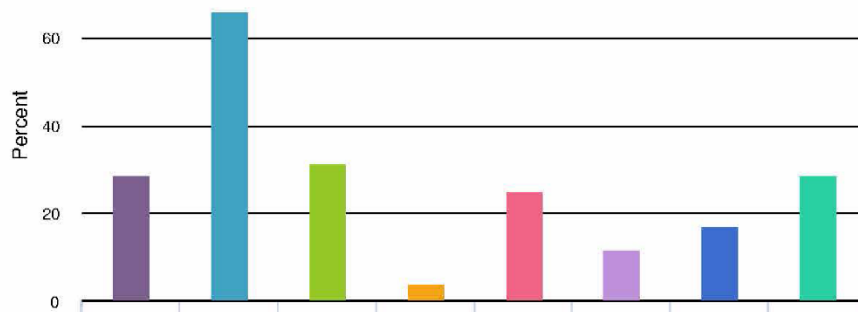
Value		Percent	Responses
Reliability (on-time)		28.6%	22
Longer service hours (earlier or later)		66.2%	51
Better Information		31.2%	24
Better driver courtesy		3.9%	3
Lower cost/fare		24.7%	19
More comfortable/cleaner vehicle		11.7%	9
Shorter travel time		16.9%	13
Other - Write In		28.6%	22

The number one requested rider/customer improvement was extended service hours, with over two-thirds of respondents selecting this option. Following this, respondents requested 2) Better information 3-4) reliability and other improvements and 5) lower costs/fares.

Rider Customer Desired Destinations

fleet farm · winona · aquatic center · church · shopping · waseca · medford · mayo · airport · walmart · mankato · zumbrota · cannon · major employer · onalaska · owatonna · freeborn county · plainview · social events · grocery · work · west end · rollingstone · hyvee · hospital · faribault · treasure island · austin · st charles · dac · twin city · target · waterville · watlow · rochester · west salem · mower county · clinic · aldi · la crosse · st. mark · holmen · wanamingo · minneapolis

Focus Group(s)

Two Focus Groups were held in February 2022, one with providers and one with riders/users.

Fifteen (15) representatives from the following organizations participated in the (virtual) Provider Focus Group:

- SMART Transit
- Hiawathaland Transit
- Rochester Public Transit
- SEMAC/Rolling Hills Transit
- Rolling Hills Transit
- Kasson Mantorville School
- Winona County DAC
- Three Rivers Community Action

The primary comment themes received from the **Provider Focus Group** include:

- Desire to provide or expand evening and weekend service
- Desire to improve service reliability
- Invest in ADA accessibility and rider amenities – not all bus stops are ADA accessible
- Increase Transportation services for getting to work, shopping, appointments
- Leverage new technologies to match demand with services, receive payments and coordinate amongst service providers

Nine (9) members of the public participated in the Rider Focus Group. The primary comment themes received included:

- Desire for addition of or increased evening and weekend service
- Desire for improved service reliability
- Desire for ADA accessibility improvements, both on vehicles (power ramps) and at stops
- Increased transportation services for getting to work, shopping, appointments
- Improved/easier scheduling and payment options
- Support for non-English or limited-English speakers

Planning Workshop

A planning workshop was held on April 5, 2022, and primarily included members of the steering committee. Invitees included representatives from:

- Winona Academy
- Houston County
- MnDOT Disability Council
- Diversity Council
- Cedar Valley Services
- PIIC
- Olmsted County
- City of Rochester
- Komets School
- Semcil Org
- La Crosse County
- Semac
- Epic Enterprises
- City of Winona
- Winona Academy
- T Square MN

This virtual workshop captured two main themes: issues and challenges, and strategies and opportunities. The results below show the committee's subsequent ranking of the topics identified in the planning workshop (14 respondents).

Planning Workshop Follow Up Prioritization Survey Participation (2022 topics)

Response Counts

Completion Rate:	64.3%	
Complete		9
Partial		5
		Totals: 14

Planning Workshop Follow Up Prioritization (Issues and Barriers identified in2022)

Please rank what the greatest issues / barriers are to providing transportation services. (1 being the greatest issue, and 10 being the least)

Item	Overall Rank	Rank Distribution	Score	No. of Rankings
Lack of paid drivers	1		71	9
Hard to provide competitive wages	2		69	9
Providing evening and weekend service	3		59	9
Difficulties forecasting demand	4		50	9
Need for on-demand service	5		48	8
Need for door-through-door (assisted) service	6		44	8
Cab/van fare too expensive	7		40	9
Lack of volunteer drivers	8		38	8
Overcoming language barriers	9		36	9
Lack of drivers for school and preschool children	10		30	8

Lowest Rank   Highest Rank

Planning Workshop Follow Up Prioritization (Projects and Strategies identified in 2022)

What projects and strategies should be prioritized to improve transportation service to the region? (1 being the greatest priority, and 8 being the least)
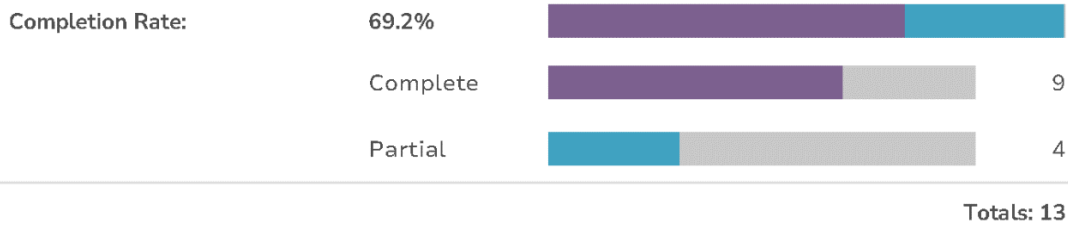
Item	Overall Rank	Rank Distribution	Score	No. of Rankings
Secure funding to increase wages and provide competitive salaries	1		61	9
Collaborate dispatching technology for volunteer trips and public transit	2		44	9
Increase Special Transportation Services (STS) in rural areas and for longer trips	3		44	8
Establish a state-wide collaboration with rideshare services such as Uber & Lyft	4		44	9
Incentivize volunteer driver training with reduced insurance rate collaboration	5		33	8
Improve/simplify dispatching technology for volunteer trips	6		32	8
Invest in translation/interpretation technology	7		30	9
Simplify and promote/incentivize volunteer sign ups	8		26	8

Lowest Rank — Highest Rank

Attendance at the April 5th Planning Workshop did not include a representative number of the public (transit users); thus, the goals and strategies identified above may not be inclusive of all those that transit users may have identified. To address this, relevant goals and strategies that were included in the 2017 Local Human Service Transit Coordination Plan but not addressed in the 2022 Planning Workshop were sent to the steering committee to prioritize. The results below show the committee's subsequent ranking of the topics identified in 2017 (13 respondents).

Planning Workshop Follow Up Prioritization Survey – Part 2 Participation (2017 topics)

Response Counts

Completion Rate:	69.2%		
Complete			9
Partial			4

Totals: 13

Planning Workshop Follow Up Prioritization – Part 2 (Issues and Barriers identified in 2017, not discussed in 2022 workshop)

Item	Overall Rank	Rank Distribution	Score	No. of Rankings
Providing human services reimbursement, especially for non-emergency medical transportation payments	1		23	9
Fluctuations in funding	2		21	9
Bus/van loaner program	3		10	9

Low   High

Planning Workshop Follow Up Prioritization – Part 2 (Projects and strategies identified in 2017, not discussed in 2022 workshop)

Item	Overall Rank	Rank Distribution	Score	No. of Rankings
Improve awareness of existing resources/programs	1		29	9
Contract with Common Carrier for areas of high cost	2		24	9
Implement a region-wide electronic pass or universal fare system	3		22	9
Establish vehicle loaner program for public and non-profit agencies to use if vehicle is down for repair	4		15	9

Low   High

Strengths and Weaknesses

Table 24: Public Workshop Outcomes

Strengths	Weaknesses
Highly engaged Steering Committee with excellent Feedback and Participation.	In-person meeting restrictions due to the ongoing COVID-19 pandemic excluded opportunities for intercept surveys, in-person focus groups, and other in-person engagement opportunities.
Identification of new challenges and strategies for the 2022 plan, including stark differences facing a post-pandemic transportation system and economy.	Smaller representation from riders/customers due to restrictions on in-person meetings.
Proportionate, or even greater, participation from minority and typically underrepresented populations.	

COORDINATION, NEEDS, GAPS, AND BARRIERS

Coordination

The Minnesota Department of Transportation and Human Services and other state agencies through the Minnesota Council on Transportation Access (MCOTA) are working to create Regional Transportation Coordinating Councils in Greater Minnesota. RTCCs consist of a diverse group of stakeholders that has a shared goal of improving mobility for the "transportation disadvantaged." Currently, District 6 does not have an RTCC; therefore, the priority goals and strategies were identified through a series of Planning Workshops and refined by a Steering Committee.

Regional Needs & Gaps

Beginning in March of 2020, the COVID-19 pandemic directly affected ridership, public transit needs, and several strategies outlined in the 2017 plan. For example, the 2020 statewide total transit trips dropped to 6.3 million rides, which is a 48% decrease from the 2015 report of 12.2 million rides. Prior to the pandemic, the Minnesota Legislature established a target to meet 90% of the public transit need in Greater Minnesota by 2025. However, these targets are no longer practical given the impacts COVID-19 had on the Greater Minnesota transit systems. The State is currently establishing feasible metrics and targets that adjust for the impact the COVID-19 pandemic had on transit ridership and needs.

Service needs and gaps persist despite ongoing efforts to improve the quality of community transportation services by transportation and human service providers. This section identifies needs revealed by stakeholder input received during the preparation of this plan (2021-2022).

- Service Limitations, Gaps and Unmet Needs
    - Accessible accommodations for low-income, elderly and sight-impaired transit users
    - Accessible accommodations for wheelchairs and walkers; prefer more ramps
    - Lack of available on-demand buses
    - Low amount of services during weekday peak times
    - Lack of transit hubs close to natural drop-off/pick-up areas
    - Lack of door-to-door and/or curb-to-curb drop-off/pick-up options
    - Lack of paid drivers and low wages
    - Lack of volunteer drivers and training opportunities
    - Lack of drivers for school and preschool children
- Centralized Information
    - Improve communication about available contracted rides, especially on weekends
    - Improve communication of bus route changes
    - Lack of shared website or mobile application to provide service information and fees across the region and other providers
- Spatial Limitations
    - Expand service in rural areas

- Expand ADA accessible services outside of Rochester
- Expand service across cities and communities, especially to Twin Cities, Austin, La Crosse, and Winona
- Lack of transit options that do not require traveling through downtown area(s)
- Temporal Limitations
  - Improve on-time arrival rates, especially with contracted riders (e.g., ZIPS)
  - Expand weekend and nighttime service hours
- Program Eligibility and Trip Purpose Limitations
  - Fare fees are too high
- Service Quality and Miscellaneous Issues
  - Improve communication options to address language barriers between clients and drivers
  - Repairing or replacing buses before end of useful life

MOBILITY TOMORROW

The purpose of formulating goals and objectives is to determine what direction planning efforts should take, independent of timeframe and individual projects. A goal is defined here as an end state that will be brought about by implementing strategies and actions.

The strategies and actions summarized in this plan were initially identified in Client and Provider surveys and further refined by the Steering Committee. At the Planning Workshop, the stakeholders reviewed strategies for increasing the number of drivers, improving mobility and accessibility, and transit coordination and communication. The groups discussed projects to address these goals and strategies. Later, Steering Committee members considered this input while prioritizing strategies and projects for inclusion in Table 29.

Goals and Strategies

The following goals were identified by the Steering Committee. Tables 25 to 28 provide a comprehensive list of the transportation goals and strategies that were identified in Region 10.

- *Goal 1: Increase the Number of Paid and Volunteer Drivers*
- *Goal 2: Improve Accessibility*
- *Goal 3: Coordinate and Consolidate Transportation Services and Resources*
- *Goal 4: Improve Mobility Strategies and Service Convenience*

Table 25:Goals and Strategies: Goal 1-Increase Number of Paid and Volunteer Drivers

Goal	Strategy	Action	Progress	Notes
1.1:	Improve paid driver program	Review funding opportunities to increase wages and provide competitive salaries	Ongoing	
1.2:	Improve volunteer driver program	Incentivize volunteer driver training with reduced insurance rate collaboration	Ongoing	STS services beginning
1.3:		Establish a more accessible volunteer driver sign-up and training program	Ongoing	

Table 26: Goals and Strategies: Goal 2-Improve Accessibility

Goal	Strategy	Action	Progress	Notes
2.1:	Improve accessibility for boarding and alighting buses	Purchase wheelchair vehicles with ramps, especially for power wheelchairs, service dogs, cold/snow conditions	Started	Wheelchair accessible van now in service
2.2:	Improve accessibility at transit stops	Ensure transit stops and bus steps are level, clean, and clear of snow	Ongoing	
2.3:	Improve service convenience	Expand door-to-door and/or curb-to-curb service for pick-up and drop-off	Under Review	
2.4:	Increase accessible service	Improve accessibility for sight impaired clients	Ongoing	
2.5:	Increase shared resources	Expand the bus/van loaner program	Not Started	

Table 27: Goals and Strategies: Goal 3-Coordinate and Consolidate Transportation Services and Resources

Goal	Strategy	Action	Progress	Notes
3.1:	Coordinate services and resources within the region	Create a Regional Transportation Coordinating Council (RTCC) and meet routinely to review prioritized projects, status and needs	Started	An RTCC will assist with filling transportation gaps, streamlining access to transportation and providing transit-dependent individuals more travel options.
3.2:	Improve transit maps	Improve utility and legibility of map	Under Review	
3.3:	Coordinate services and resources within the region	Coordinate dispatch technology for volunteer trips and public transit	Started	Third party dispatching for M4A services
3.4:	Improve service convenience	Coordinate with riders and the public to improve routes	Ongoing	
3.5:		Create central/shared website and/or mobile application to provide inter-agency service information and fees	Ongoing	Rolling Hills Transit has informational website and toll-free number
3.6	Coordinate transit fare system	Implement a region-wide electronic pass or universal fare system	Started	Rolling Hills Transit has in-house pass card
3.7	Address Regulatory Barriers	Work with agency and legislative partners to identify and reduce regulatory barriers	Ongoing	

Table 28: Goals and Strategies: Goal 4-Improve Mobility Strategies and Service Convenience

Goal	Strategy	Action	Progress	Notes
4.1:	Improve service routes	Improve routes to hospital and hub locations (e.g., shopping centers)	Ongoing	
4.2:	Expand service hours	Expand service hours on weekends and evenings	Under Review/ Ongoing	
4.3:		Expand service during peak periods	Under Review/ Ongoing	
4.4:	Provide interpretation options	Invest in translation/ interpretation technology	Under Review	
4.5:		Create shared website or mobile application to request on-demand service	Under Review	
4.6:	Contract with Common Carrier	Contract with common carrier for areas of high cost	Started	
4.7:	Ride-sharing partnership	Develop low-cost partnership with ride sharing programs or transportation network companies	Started	Mobility 4 All

Priority of Projects

The priority projects listed below in Table 29 & 30 represent those ideas the Steering Committee prioritized as having the most potential to improve transit coordination in Region 10 and are feasible to accomplish in the next five years. Built into this prioritization process is a response to the increasing transit-dependent population as identified in the Study Area Demographics section earlier in this report. This includes an increase in the share of elderly residents in Region 10 as well as the challenges posed by the COVID-19 pandemic and its lasting effects.

The two tables show ideas that were identified for the 2022 plan as well as projects that were prioritized in the 2017 plan but were not specifically identified in 2022.

Table 29: Priority of Projects, 2022 identified Projects

Priority	Project	Goal, Strategy
1.	Secure funding to increase wages and competitive salaries	Improve paid driver program
2.	Collaborate dispatching technology for volunteer trips and public transit	Coordinate services and resources within the region
3.	Increase Special Transportation Services (STS) in rural areas and for longer trips	Improve service routes
4.	Establish a state-wide collaboration with rideshare services such as Uber and Lyft	Coordinate services and resources within the region
5.	Incentivize volunteer driver training with reduced insurance rate collaboration	Improve volunteer driver program
6.	Improve and simplify dispatching technology for volunteer trips	Improve volunteer driver program
7.	Invest in translation/interpretation technology	Increase ridership and improve transit experience
8.	Simplify and promote volunteer driver registration	Improve volunteer driver program

Table 30: Priority of Projects, 2017 identified Projects

Priority	Project	Goal, Strategy
9.	Establish online resource directory of transportation information. This project would incorporate a website database with transportation resource information delivered online and/or via a toll-free telephone number service.	Improve centralized information
10.	Establish and convene a Regional Transportation Coordinating Council (RTCC) several times per year to review and renew work on the coordination plan, to discuss issues facing transit providers and riders incorporating specific participation from health organizations and key stakeholder groups.	Coordinate services and resources within the region
11.	Enhance the existing Volunteer Drivers Program by identifying training programs and incentives to retain existing drivers and attract new volunteers.	Improve volunteer driver program
12.	Improve transit flexibility with multiple transit agencies by re-implementing a vehicle loaner program. A provider will host a vehicle that other public and non-profit agencies can use if their vehicle is down for repair.	Improve service convenience
13.	Implement a region-wide electronic pass or universal fare system.	Coordinate transit fare system
14.	Convene Regional Cooperative to research funding and technology options.	Coordinate services and resources within the region