# WAUSAU, WISCONSIN AREA METROPOLITAN PLANNING ORGANIZATION & MARATHON COUNTY

# MARATHON COUNTY TRANSPORTATION PROGRAM NEEDS ASSESSMENT

## AN ASSESSMENT OF THE TRANSPORTATION NEEDS OF THE ELDERLY AND DISABLED IN MARATHON COUNTY, WISCONSIN

**OCTOBER 2014**

**MARATHON COUNTY TRANSPORTATION COORDINATING COMMITTEE**
**MARATHON COUNTY METROPOLITAN PLANNING COMMISSION**

# MARATHON COUNTY TRANSPORTATION PROGRAM NEEDS ASSESSMENT

**prepared for:**

**Marathon County:**
**Transportation Coordinating Committee**
**and**
**Metropolitan Planning Commission**

**by:**

**North Central Wisconsin Regional Planning Commission**

**accepted by TCC on:**
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# EXECUTIVE SUMMARY
# MARATHON COUNTY TRANSPORTATION PROGRAM NEEDS ASSESSMENT

## OVERVIEW AND PURPOSE

The Marathon County Transportation Coordinating Committee (TCC) is responsible for the elderly and disabled transportation in the County. The TCC has determined it wants a better understanding of what the needs are for transportation for these groups across the County. This Needs Assessment is intended to compile information the TCC can use to begin to make decisions as to whether they have, at least at the County level, the ability to meet some of the needs that are out there and do some things where those needs might occur.

## STUDY PROCESS

Marathon County enlisted the assistance of the North Central Wisconsin Regional Planning Commission (NCWRPC) to conduct the Needs Assessment. The study was funded by a grant from the Wisconsin Department of Transportation with match funds provided by Marathon County. County and NCWRPC Staff worked together with input from the TCC to develop an initial scope of work for the study. The scope was modified by Staff to meet changing conditions during the course of the study.

Primary elements of the study include the following:

- Review of existing related studies and plans,
- Demographics analysis,
- Trip demand analysis,
- Peer analysis,
- Public listening sessions,
- Stakeholder group listening sessions,
- Follow-up surveys (public exit and stakeholder),
- Rider survey, and
- Stakeholder interviews.

Extensive public outreach efforts were conducted to generate attendance in the listening sessions. These efforts included publication of notices in newspapers and shoppers around the County; posting of notices at ADRC, social services, healthcare center, and nursing homes; distribution of about 800 flyers the various meals-on-wheels routes; and over 100 churches across the County were asked to print the notice in their bulletins and/or posting to their bulletin board. It was also sent to municipal clerks for printing in community newsletters, and at least one community sent copies in the utility bills to every water customer.

## RIDERSHIP

Actual figures are reported for the Marathon County Transportation Program and MetroRide. Overall ridership for the County program increased 6.4% from 16,812 to 17,896 from 2012 to 2013. Prior to this, implementation of the MA transportation brokerage in 2011 resulted in a decline in ridership. Further ridership decline occurred in 2012, budget reductions resulted in curtailing of service at MetroRide and implementation of program criteria limiting MCTP rides to medical, nutrition and employment.

Estimated average annual rides provided, by other non-profit and private service providers to the elderly and disabled with in Marathon County is approximately 290,892. The Marathon County Transportation Program, along with MetroRide Paratransit, handles about 6.2% of these rides annually.

### *Estimated Need*

The Transportation Community Research Program (TCRP), in conjunction with the Federal Transit Administration (FTA) has developed a spreadsheet based tool for estimating human services (elderly and disabled) transportation, based on population figures and other inputs, see Appendix. Using the tool for Marathon County, resulted in an estimated human services transportation need of 381,500 one-way trips per year. Comparing this to the 290,892 rides provided, approximately 76 % of the need is accounted for. This does not mean that the entire remaining 24% of the need is going unmet. Many of these rides are being taken care of through means that are difficult to track or estimate, including driving themselves or getting rides through family, friends, or other community service efforts through churches and other organizations.

| Estimated Gap In Service | | |
|---|---|---|
| | Number Rides | Percent of Need |
| MCTP | 17,896 | 5 % |
| Other Providers | 272,996 | 71 % |
| Total Rides Provided | 290,892 | 76 % |
| Estimated Annual Rides Needed for County (TRCP Method) | 381,500 | 100 % |
| Estimated Gap in Service | - 90,608 | 24 % |

## ASSESSMENT OF TRANSPORTATION NEEDS

Based on a review of available data and the input collected from the public and various stakeholders during this study, we find that the need for rides, in terms of quantity - the number of rides provided by all service providers within Marathon County, is being met fairly well. Under the parameters of the program currently in place (trip purpose limited to medical, nutrition and employment and hours of operation), it appears that it is meeting the needs of the people that need a ride.

However, there is the impression that there is a segment of the population that is not aware of the services available, particularly in the rural areas of the County. The exact size of this group is difficult to estimate. Many of these people are likely getting the rides they need from some other source, be it family, friends, church or other means. It is also likely that there are people out there with no way to get where they need to go. The only way to help them is to get the information on the program to them. Therefore, the primary need is Information and Education.

In addition, there were a number of qualitative areas where service is not meeting the need. This includes factors such as cost, type of trip, hours of operation, and areas served.

The input received from the listening sessions, surveys and other submitted comments was analyzed for common themes recurring across multiple entries to ensure they do not reflect isolated issues rather than broad system issues. The following is a consolidated list of the needs identified.

- Information and education and about the County's elderly and disabled transportation program and other options available
- Address the issue of cost
- Expand allowable trip purposes
- Extend hours of operation
- Extend service to areas / destinations not currently served
- Stabilize transit system funding
- Revive coordination efforts
- Address quality of service issues
- Consider short notice transportation options
- Volunteer Drivers

## IMPLEMENTATION OPTIONS FOR TCC CONSIDERATION

With the reality of limited resources, it is not possible to meet all needs all of the time, a range of strategies were identified as candidates for consideration by the TCC.

### 1. Information and Education

During the listening sessions, it became very apparent that the Marathon County Transportation Program needs an education component to help potential users understand their options. One of the primary reasons that a need for a ride goes unsatisfied is not that service in unavailable, but that the individual in need of the ride is either unaware of the services that are available or is misinformed about the availability of service. To address this situation, recommendations are provided in three areas for consideration by the TCC:

- Website and Guide(s)
- Travel Trainer Programs
- Other Options

### A. Develop Marathon County Transportation Program Website and Guides

Most of the county transportation programs reviewed have detailed websites, service guides and brochures. The TCC should consider the development and maintenance of a website, Facebook page, guide and brochure for the transportation program. Although there will be individuals within the elderly and disabled communities that do not use the internet for various reasons, many are tech savvy. In addition, these tools would be useful to families and caregivers that are supporting someone who is elderly or disabled as well as professionals such as case managers and social workers assisting these persons. See Appendix for examples.

The hosting and maintenance of a website or other web based applications were identified as potential roadblocks to implementation. As a County service and function, it makes sense that the website be integrated within Marathon County's overall suite of webpages. Responsibility for maintenance could fall within the parameters of the administration of the 85.21 program through Marathon County CPZ, possibly assigned to the newly created assistant transportation planner position.

### B. Establish Travel Trainer and Transportation Ambassador Programs

A common barrier for elderly and disabled in utilizing public transportation options is uncertainty and fear of trying something new. Having someone who can show them how the system works and walk them through the process can

help them cross the barrier and use the system to get the transportation they need. Portage County has had a successful travel trainer program for a number of years.

The County should consider implementation of Travel Trainer and Transportation Ambassador Programs. A full-time Travel Trainer would act as a hands-on travel advisor to train seniors and disabled persons to use the transportation services. This position could wear other hats as well, such as lead marketer, local contact for provider liaison, liaison with special groups serving the elderly and disabled, liaison between county and municipal concerns, liaison with major employers, liaison with adjoining counties, liaison with faith-based services, liaison with the medical and education communities. The cost of the position could be paid in part with 5310 funds as long as it is contained in the local coordination plan and the proposed project meets all the other eligibility requirements.

Transportation Ambassadors generally are volunteer positions with local, knowledgeable transit users filling the roles. Typically, the ambassadors are rewarded with small tokens of appreciation such as free bus passes. If they are asked to perform broader duties such as accompanying users on a regular basis, then some modest payment may need to be provided.

### C. Consider Other Options Identified in the Listening Sessions and Surveys.

Need to get awareness out in the rural areas of the county of the programs that are available and how they work. One suggestion was to get more educational resources out where the elderly and disabled frequent like churches and community/senior centers.

Education for social workers and case managers at hospitals, clinics and nursing homes might include brochures and in-services. An annual mailing about program availability, costs, etc to keep facility managers informed about program availability and use was suggested.

Other suggestions for information and education from the listening sessions included: Present at senior group meetings. Get families information on the programs, possibly through the ADRC as part of a packet of things they need to know. A newsletter sent to the residents of the county to explain the services that are available. Flyers put in elderly housing phonebook. Cards they can put in there wallet with phone #s and information. Putting program information in the Senior Review, area newspapers and town newsletters.

United Way 211 was identified as a source of information. The United Way holds quarterly interagency meetings which may be a good opportunity to provide a session with information on what's available.

### 2. Create an Identity for the Marathon County Transportation Program

Another thing that stood out in the listening sessions and surveys was that many people appeared to confuse MCTP service with one or more other providers. The stories being relayed were often bad experiences. Some providers do not provide the same quality of service as Marathon County, and the County should look to distinguish itself from these other providers.

A logo should be created to help establish this identity. This could be as simple as adding the words: "Transportation Program" to the existing Marathon County Central Time clock logo and affixing it to the side of the program vehicles, and to the brochures, letterhead, etc. used by the program.

Another option would be to go through a comprehensive branding exercise similar to when Metroride transitioned from WATS to reflect a more regional image. A professional marketing firm was retained and an extensive marketing campaign was undertaken to promote the new name.

Marketing of transportation services is not essential to branding the system. However, there are many low to moderate cost strategies that can be tried across the county. Public gathering spaces should always have information on how potential customers can access transportation resources. Agency mailings and websites should spread the word on available services. The county-wide directories on available services need to be kept current and should be widely distributed to agencies, employers and the media. As resources permit, more direct marketing efforts could be engaged through printed and electronic media. Also, direct outreach programs to special groups and at local events can be implemented.

### 3. Address the Issue of Cost

Affordability was an issue identified and discussed in many of the sessions and surveys. Funding available to many elderly and disabled for things like transportation is limited. Cost, especially beyond the 15 mile tier, can be a lot for some. Or if a condition such as cancer or dialysis requires multiple trips per

month or week, the cost can quickly become very significant. Cost per trip for private service can be prohibitive. Some participants asked if it would be possible to review the program criteria to include consideration of a gap in affordability for some clients.

The TCC should revisit the current cost share structure. How was it established? Why are the levels where they are at? What are other counties doing? Things to consider include implementation of a zone based cost share instead of mileage based. LaCrosse County is an example. A hardship waiver of some type is another possibility. Criteria for determining hardship would have to be established or possible use of a hardship designation made by some other program or agency. Note that hardship waivers do not appear to be common in Wisconsin county transportation programs outside of Veteran's transportation assistance programs. Another option would be to establish a discount or cap on fees in cases where multiple appointments are required.

### 4. Expand Allowable Trip Purposes

The County Program is currently limited in the types of rides it can provide. There is a significant need for transportation for other purposes. The TCC should consider whether it wants to open the program to some form of social trip. This may exhaust available funds, but would allow some people to take some of these needed trips.

It could be opened up on a limited basis, knowing that they can't do any trip at any time. Usage could be monitored to get an idea of the cost, possibly expanding in the next year. If everyone (i.e. the 300 currently in the program) were allowed to have 2 social trips per year, the cost could be covered by the program fund surplus experienced over the last couple of years, as follows: $24 (Ave. Co. Cost/Trip less $6 Co-pay) X 2 (Roundtrip) X 300 (program users) X 2 (Per Yr) = $28,800.

The need for special / social trips includes things like: daily living activities such as banking, church, hair appointments, going to the library or park, shopping, getting around town, etc. as well as visiting loved ones or friends at the hospital or in nursing homes, going to a rec-center or gym, going to a movie or restaurant, visiting a farmer's market or downtown.

One suggestion from the listening sessions was to start shopping trips or lunch trips - picking up rural people and bringing them into town to run their errands, do a lunch, or a computer class, for example. Another would be to have a bus to

pick up seniors to take them to the YMCA or to the ADRC for exercise. It was also suggested to have monthly (periodic) special social trips possibly including 400 Block events and, seasonally, to a pumpkin patch or to view Christmas lights.

### 5. Supplement Hours of Operation

This identified need is one of the toughest to crack. Expanding into full evening and weekend service is equivalent to doubling the service, and the budget, currently provided. It is probably more difficult for MetroRide due to the program parameters and funding levels in place. However, there may be some options available for the County Program.

This would have to be done in conjunction with the trip purpose options, above, but the TCC should consider whether it wants to expand the current level of evening and weekend service. Currently, typical weekday service provides about 50 rides per day. Using this as an initial guideline for the number of rides to expect in a day, opening up Saturday service would add about 2,500 extra trips to the program. This could be done, on a trial or limited basis to monitor interest/usage. While there would not be the level of medical trips, this could be an option for many of the social trip needs.

Another possible option might be to expand service hours for the elderly and disabled and throughout the County using taxi services. Possible funding sources might be 85.21 and Section 5310 (as a "New Freedom" type project). Service could be significantly expanded up to 24 hours per day, 7 days per week if needed by using subsidized taxi services. Controls can be put in place to limit the hours that service is available or distance users can travel per trip or per month and to set user fare levels so that total program costs are controlled.

### 6. Other Recommendations to Consider

A variety of additional recommendations to address some of the other needs identified are offered for TCC consideration and further development. To help stabilize funding for MetroRide and make it a truly regional system, the TCC/Marathon County should support and encourage legislation for Regional Transit Authorities or RTAs. The TCC should consider actions to jump-start transportation coordination in Marathon County beginning with implementation of the current Coordinated Public Transit - Human Services Transportation Plan. The TCC might also want to consider: allocating funds to pay for a private provider when calls come in that cannot be accommodated within the regular program; investigating how poor quality of service by some providers may be impacting residents in Marathon County; and providing incentives to bolster the volunteer driver pool.

# INTRODUCTION

An adequate system of transportation options for all people is critical to ensuring basic human services are being delivered in order to maintain quality of life. Recognizing this, Marathon County undertook a study to comprehensively address the transportation needs of the elderly and disabled populations within its jurisdiction.

## OVERVIEW AND PURPOSE

The Marathon County Transportation Coordinating Committee (TCC) is responsible for the elderly and disabled transportation in the County. The TCC has determined that they really want to have a better understanding of what the needs are for transportation for these groups across the County. There are a number of transportation providers serving the County, but they do not really know whether or not the needs of everyone within the County are being met at this particular time. So, they have embarked on this study to assess these transportation needs.

This Needs Assessment is intended to compile information the TCC can use to begin to make decisions as to whether they have, at least at the County level, the ability to meet some of the needs that are out there and do some things where those needs might occur.

## STUDY PROCESS

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- Rider survey, and
- Stakeholder interviews.

Extensive public outreach efforts were conducted to generate attendance in the listening sessions. These efforts included publication of notices in newspapers and shoppers around the County; posting of notices at ADRC, social services, healthcare center, and nursing homes; distribution of about 800 flyers the various meals-on-wheels routes; and over 100 churches across the County were asked to print the notice in their bulletins and/or posting to their bulletin board. It was also sent to municipal clerks for printing in community newsletters, and at least one community sent copies in the utility bills to every water customer.

The following agencies and organizations participated either in the listening sessions, surveys, or through one-on-one interviews with project staff:

MetroRide
Marathon County Planning Dept.
Northside Elder Estates
ADRC-CW
Catholic Charities
Opportunity Inc.
St. Clares Hospital
The Women's Community
Salvation Army
United Way
North Central Health Care
Marathon County Social Services
COHO Transportation Services
American Cancer Society
Visiting Nurses Association
The Hmong Association
The Neighbor's Place
Abby Vans
Elder Sanctuary
Progressive Travel
Harmony Living Centers, Inc.
Town of McMillan
Marathon County Transportation Program
Cedar Gate
AARP
Marathon County Veterans Service Office
Just Like Home Assisted Living
Sylvan Crossings
Bridge Community Health Clinic
The Diagnostic & Treatment Center
Marathon Residential & Counseling Services
North Central Community Action
Housing & Homelessness Coalition
Wheels of Independence
Lamers Bus Lines, Inc.
Greater WI Agency on Aging Resources
Regional Community Transportation Coalition
Faith In Action
United Taxi LLC
Comfort Carriers
Metro Cab
Wisconsin Legislature
Stoney River Assisted Living
St. Rita Adult Family Home

## BACKGROUND INFORMATION

Background information is provided to define the context within which the Needs Assessment is undertaken.

### TRANSPORTATION COORDINATING COMMITTEE

The Marathon County Transportation Coordinating Committee or TCC is required under Wisconsin Administrative Code Trans 2.10 for the purpose of coordinating the County's specialized transportation. Per code requirements, membership of the TCC must include membership from the following, at a minimum: County Board, County Aging Unit (ADRC), County Department of Social Services, 51.42 Board, transportation providers (public, private or non-profit), elderly and disabled citizen advocates, and consumer and agency advocates.

In Marathon County, the TCC is a subcommittee reporting to the Health and Human Service Committee of the County Board. Membership is comprised of nine members including three County Board Supervisors, one ADRC Board member, one DSS Board member, one 51.42 Board member, one transportation provider, one elderly and disabled advocate, and one consumer and agency advocate. Members are appointed by the County Board Chair for a two year term and confirmed by the full County Board of Supervisors.

The duties and responsibilities of the TCC include the following:

1. Provide leadership for the identification of, and propose solutions for, transportation needs of specialized populations residing in Marathon County;
2. Evaluate Marathon County's transportation services policy including, but not limited to, vulnerable populations;
3. Provide leadership for the development and submit for review and approval by the Marathon County Health and Human Services Standing Committee, Marathon County's 85.21 grant application;
4. Provide leadership for the coordination of transportation services for Marathon County residents who are eligible to participate in services provided by the Marathon County 85.21 grant;
5. Provide leadership for regional cooperation and coordination of transportation services for eligible populations;
6. Monitor the expenditures of transportation funds being expended on transportation services for elderly and disabled in the service area;
7. Review passenger transportation plans for the service area;
8. Review and comment on County aid applications under ss.85.21 Wis. Stats.;

9. Review and comment on capital assistance applications under ss.85.22 Wis. Stats.;
10. Act as an informational resource for local transportation providers regarding the requirements of the Americans with Disabilities Act of 1990, 42 USC 1201 et. seq.; and
11. Act on requests by local public bodies to be designated as coordinators of transportation services for elderly and disabled persons for the purpose of becoming eligible for assistance under the Federal Section 5310 Program.

Current make-up of the Transportation Coordinating Committee is as follows:

- Russell Michalski, Chair - County Board,
- John Durham, Vice Chair - County Board,
- John Bandow - County Board,
- Joanne Leonard - ADRC Board,
- Karen Kellbach - Social Services Board,
- Jeff Zriny - 51.42 Board,
- Greg Seubert - Transportation Provider (MetroRide),
- Becky Kuehl - Elderly & Disabled Advocate, and
- Mai Ger Moua - Consumer & Agencies Advocate (United Way).

## TRANSPORTATION SERVICE

There are a number of types of transportation service that can be employed by public or community based mass transit or specialized transportation programs. The main types of transportation services are fixed route, flexible and demand-response services.

### Fixed-Route Transit Service

Fixed-route services include any transit service in which vehicles run along an established path at preset times. Trains, subways and buses are the most common examples of this type of service. Typically, fixed-route service is characterized by printed schedules or timetables, and designated stops where passengers board or exit. Most cities and some rural areas operate buses along fixed routes because their communities have high density populations, as well as frequently used origins and destinations that are concentrated along main arteries.

Many transit services offer express fixed-route services, typically designed with fewer stops so that commuters can reach employment sites quickly. Because fixed-route bus and rail services do not extend to all neighborhoods or employment sites, transit providers or other community members sometimes operate feeder routes, also known as circulator routes. Feeder services are designed to merge into existing transit routes by picking up passengers from locations in a neighborhood or at a job site and dropping them off at a stop along the bus and rail line. Feeder routes add another link in the

community transportation network and help create a seamless system of transportation services for under- and unemployed job seekers. Of course, feeder routes often necessitate a transfer (the switching of a passenger from one vehicle to another, typically to change routes), too many of which can render a transit service less useful to riders.

**Flexible Transit Service**

Flexible transit service involves variations from fixed-route service and includes deviated fixed-route, point deviation and service routes.

A deviated fixed-route service operates a bus or van along a fixed route according to a timetable, but the bus or van can deviate from the route to go to a specific location, such as a house, child care center, or employment site. Once the pick-up or drop-off is made, the vehicle goes back to the place along the route that it left.

Point-deviation services also keep to a timetable. However, vehicles do not follow a specific route. Rather, vehicles will stop at designated bus stops at schedules times, but during the time between two schedules stops, drivers will pick up and drop off passengers with advanced reservations over a dispersed area.

Deviated fixed-route and point-deviation services accommodate spontaneous unscheduled rides at designated bus stops and also provide scheduled demand-responsive rides over a larger area. Operating one deviated service is sometimes a cost-effective alternative to running two separate, fixed-route and demand-response, services.

Service routes are characterized by deviated times, rather than deviated routes. Service routes allow riders to hail a vehicle and request a drop-off anywhere along the route. Jitney services, which operate along a fixed route but without fixed stops, provide this type of flexibility.

**Demand-Response Transit Service**

Demand-response transit service is often referred to as “dial-a-ride” service and allows individual passengers to request transportation from one specific location to another at a specific time. Vehicles providing demand-response service do not follow a fixed route, but rather travel throughout the community transporting passengers according to their specific requests. Demand-response services usually, but not always, require advanced reservations. Many communities offer demand-response van service to people with disabilities and others who need special assistance. Taxicab service is another common form of private, demand-response transit service.

Demand-response service vehicles include small buses, vans and cars. Rural areas operate demand-response services because of low population density and long distances between destinations. In urban areas, these services are usually reserved for specific populations, typically those whose disabilities prevent them from accessing fixed-route services. Transit providers often use the term paratransit to describe demand-response services, especially those services provided for persons with disabilities.

**Other types of Transportation Service**

Shared-ride taxi service means a service in which riders with similar points of origin and destination group together to share the cost of a taxi trip. The service is a door-to-door, demand responsive, and advanced reservation service that is made available to the general public. The system is subsidized with state and federal transit operating funds. The service is available to the disabled with the provider responsible for assisting the disabled passenger into and out of the accessible taxi vehicle. Shared ride taxi is a way of using taxicabs for paratransit service.

Volunteer Services draw upon drivers from the community. Drivers are not paid for their services, but may be reimbursed. These programs are typically coordinated by a nonprofit agency or community-based program and allow flexibility.

Sheltered workshops or similar programs for people with disabilities may also be providing specialized transportation services. Like programs for the elderly, sheltered workshops may receive Section 5310 funds to purchase vehicles.

Medical Assistance (MA) is a health care program for low-income and other medically needy persons. The MA program pays for transportation to medical appointments if the recipient has no other way to travel to the appointment. MA is jointly funded by state and federal government and is currently administered, in Wisconsin, by Medical Transportation Management Inc. or MTM.

Ridesharing (Carpool/Vanpool) Services are designed to allow groups of people to travel on a pre-arranged, regular basis. Vanpools may be publicly operated, employer operated, individually owned or leased. They can be more readily set up than fixed-route services and are cheaper to operate because the driver is not a paid employee but rather a rider in the vanpool. In an unsubsidized vanpool, operating costs are shared equally among the passengers. Employment programs may also elect to subsidize vanpool costs, either for passengers or an entire vehicle. Carpool Services are similar to vanpools but carry fewer passengers. Typically, the driver of the car is the car owner.

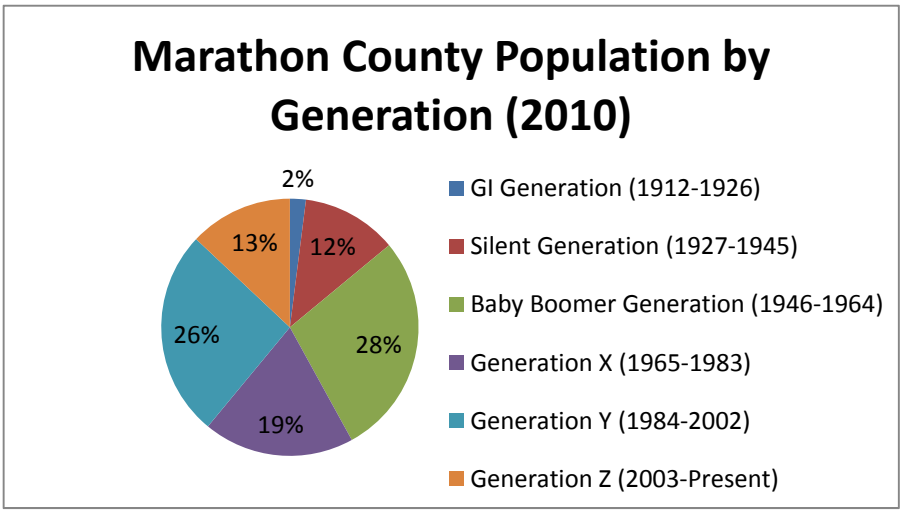
# REVIEW OF PREVIOUS PLANS AND STUDIES

This chapter presents a detailed review of existing plans and studies that have been completed for Marathon County. The review includes available information relevant to the elderly and disabled transportation in the County. This review highlights the process and outcomes from the following plans:

- LIFE in Marathon County Report, 2013
- 2014-18 Coordinated Public Transit-Human Services Transportation Plan, 2013
- Metro Ride Transit Development Plan, 2012
- Wausau Area Long Range Transportation Plan 2035, 2011
- Central Wisconsin Intercity Bus Feasibility Study, 2010
- STRAP Report: Marathon & Wood County Consolidated Transportation Program, 2007
- Joint Marathon & Wood County Coordinated Public Transit-Human Services Transportation Plan, 2008
- Marathon County Coordinated Public Transit-Human Services Transportation Plan, 2006
- Marathon County Paratransit Study. 2001

## LIFE in Marathon County 2013-2015 Report (December 2013)

### *Summary*




In 1996, community leaders in Marathon County began to meet to discuss ways to create community efficiencies and identify a common agenda. The result was the first edition of the LIFE report in 1997. Published every two years, the 2013-2015 is the 9th edition of the LIFE report. The purpose of the LIFE report is to; Acknowledge community

strengths, Identify community challenges, and Serve as a catalyst for change by advancing community conversations and partnerships around the Calls for Action. The LIFE report includes the research and analysis of several key demographics. The report is broken down into six sections studying key indicators in the following areas: Basic Needs and Supports, Health and Wellness, Community Safety, Environmental and Energy, Education, and Economic Environment.

For the first time since the invention of the automobile, travel is on the decline and is expected to continue to decline. Compared with recent generations, Generations Y and Z are more likely to choose not to drive, wanting alternative transportation options instead as a part of the choice to re-urbanize. Concurrently, more members of the G.I. Generation and Silent Generations are "aging in place". These generations face limited access to transportation from medical, nutritional, shopping, and social needs. As life expectancy is increasing, the years of transportation dependency are increasing as well. For aging Baby Boomers, who currently travel more than any other generation, this poses additional challenges. About 83% live outside of the urban center where transportation is less accessible. When people don't drive or are dependent on others for transportation, the potential exists to become immobile, homebound, and socially isolated. Public transportation, therefore, is an essential service for a healthy community.

While travel in Marathon County is conducted primarily by either personal or commercial vehicle, there are limited alternatives; however, transit services have been significantly diminished and are likely to have a difficult time expanding, given the current budget environment, without an alternative source of funding. The LIFE report draws the attention to various issues and opportunities allowing communities and the County to create specific action items to address the issues and exploit the opportunities.

***Key Findings:***

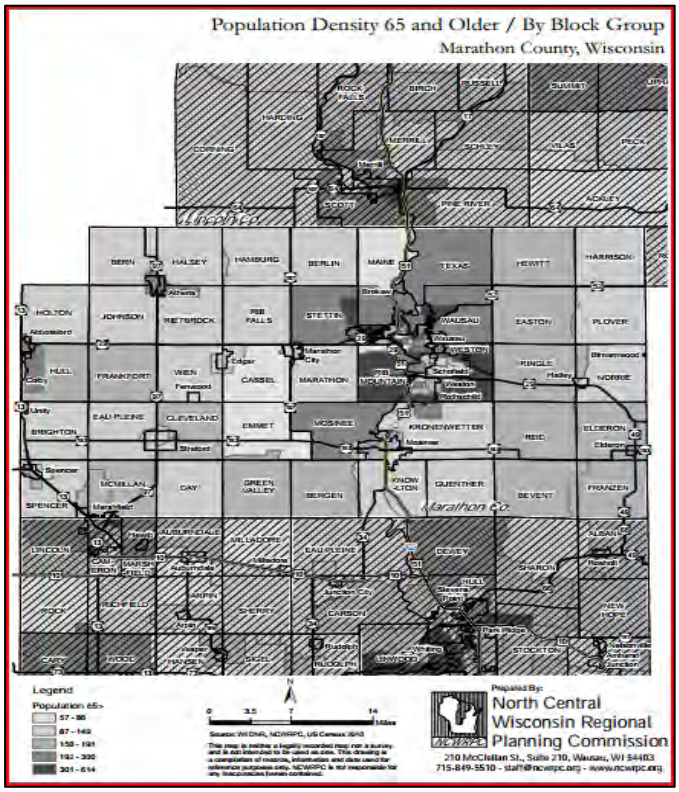
- The number of people over 65 in the U.S. is projected to double over a 25 year span, reaching nearly 72 million by 2030 and making up roughly 20% of the U.S. population.
- In Marathon County, people over 65 could make up almost a quarter of the population by 2035. An increase from 12-15% today)
- State budget cuts have reduced funding of public transit by 10%.
- About 80% of seniors live in areas that are car-dependent.
- Seniors are estimated to be dependent on others or public transit for transportation for a period of 7 to 10 years.

- In Wisconsin metropolitan areas, like Wausau, 50%-90% of seniors have poor access to transportation.
- In a 2013 study by New Urban Land Institute, 52% of Baby Boomers respondents indicated that they place a high priority on public transportation options.
- Metro Ride is ADA compliant with 8 fixed routes covering an area that encompasses the homes of 38% of Marathon County's residents. This program had 631,360 fixed route riders and 3,370 Paratransit riders in 2012.
- Significant decreases in funds led to a 20% decrease in Metro Bus riders and a 61% decrease in Paratransit riders from 2011-2012.
- For Marathon County residents, transportation was the fastest growing category of need. High gas prices, bus fares, and taxi fares were common causes, and there were not enough social programs to meet the needs.
- Public transportation services including Paratransit and rural transportation services are limited.

## 2014-2018 Marathon County Locally Developed, Coordinated Public Transit-Human Services Transportation Plan (August 2013)

### *Summary*

The 2014-2018 Coordinated Plan, as they are known, was conducted by the North Central Wisconsin Regional Planning Commission. The NCWRPC met with stakeholders, analyzed demographic data, and assessed existing service identifying gaps and needs for Marathon County. Based on the gaps and needs identified through the planning process, strategies were created to address the different gaps and needs.




The plan identified that a majority of population aged 65 and over lives in more urbanized communities near Wausau, Stevens Point and Marshfield. Although all counties have population aged 65 and over, the counties surrounding Wausau has

the highest concentration. This is also true for persons with disabilities. The communities of Wausau, Weston, Schofield and Rothschild have the largest population of people with disabilities. Many remote areas have less than 200 people living with a disability in their municipality.

The assessment of existing services identified that evening and weekend services are limited, employment needs are underserved, and more rural, inter-city and across-county services are needed. In addition, meeting participants identified several gaps and needs in the current transportation system within Marathon County ranging from the need for better communication between adjacent counties to cost of service, to lack of wheelchair capacity.

***Key Issues:***

- Tax implications for volunteer drivers
- MA Service transition issues / confusion
- Lacking wheel chair capacity
- Need better communication between adjacent counties
- Buy-in for intercity bus concept
- Lack of evening and weekend services
- Cost of service
- Hours of service (e.g. dialysis treatments)
- Lack of same day service for unexpected events / needs (e.g. ER)
- Lack of Cot transport
- Widening gap in service: reduced hours, service area, tightening in trip types offered, etc.
- Increasing cost of service vs. declining funding
- Family Care took some resources from counties to coordinate service
- Break-down in coordination efforts
- Lack of authority to establish/provide regional service (re: RTA)
- Lack of affordable service to individuals needing travel assistance
- Limited Family Care / Medicaid

***Recommendations:***

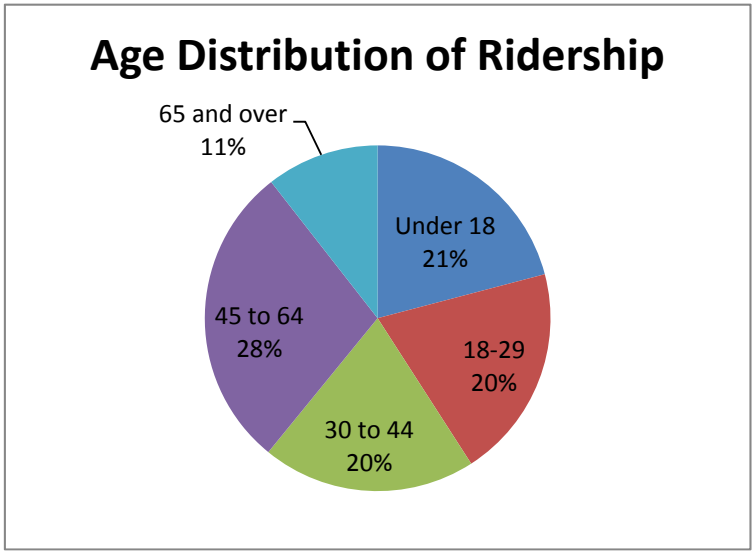
- Conduct county-wide human services transit needs assessment through the TCC to identify the extent of the unmet need for transportation.
- Optimize level of service and vehicle fleet and expand services to meet needs.
- Create a comprehensive list of service providers and their capacities.
- Improve communications between providers and agencies.
- Encourage urban area communities to maintain support for transit services.

- Develop information and Education Program including possible travel training/ travel buddy programs.
- Acquire Cot accessible vehicles.
- Encourage federal/ state officials to address program restrictions.
- Encourage statewide RTA legislation.
- Assist WisDOT in changes to Administrative Rules.
- Explore creating county level mobility manager position.

## Metro Ride Transit Development Plan (May 2012)

### *Summary*

The 2012 Transit Development Plan (TDP) completed for the Metro Ride System in Wausau, WI builds upon the two previous TDPs completed in 1999 and 2006. The TDP evaluates the existing transit and paratransit service and how it is performing within the residential, employment, and fiscal landscape. This evaluation leads to the development of a plan to improve the service to meet the changing mobility needs identified through the study process. The TDP focuses beyond the City of Wausau limits to Schofield, Rothschild and Weston. The study analyzes a variety of socioeconomics, land use characteristics and service overview to evaluate the performance and future service plan. Several information gathering tools were used to identify current and future needs; US Census data, Peer Community analysis, Public outreach, Metro service overview, and a survey of residents. The TDP focuses on the entire population identifying future needs and services that can increase ridership and the profitability of the service. Since 2006, the fiscal situation in Marathon County has deteriorated, as it has for much of the Country. The TDP looks at the Metro Ride system and the current needs of the population with an understanding of the realities facing local governments at this point in time and into the near future.



Source: 2011 Onboard Survey

The TDP also identifies Major Transit Generators and Commute Patterns. The TDP identified government centers, hospitals, recreation sites, retailers, social service and charitable organization, schools, and major employers in the area. The TDP identifies that 8,394 people live and work in the City of Wausau. Next to Wausau, the highest

number of people commute from the Village of Weston to Wausau for work. Wausau residents primarily work in Wausau, but a sizeable number also commute to the Village of Weston, Schofield and the Village of Rothschild.

***Key Findings:***

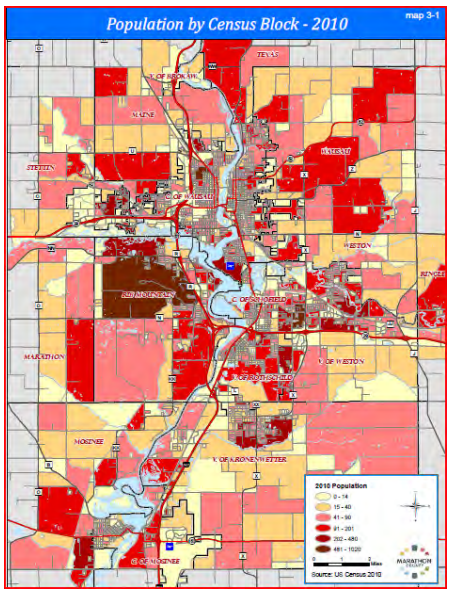
- In 2010, Metro Ride provided more service per capita than almost all of its peers compared to National and State programs.
- Metro Ride was average among its peers, with its 20.5 passengers carried per hour or 1.5 passengers carried per mile.
- Cost of operating service was roughly average based on vehicle hours and miles of service provided.
- A significant concern was span of service, which was lower than its peers both on weekdays and Saturdays.
- Metro Ride increased ridership by 9.5 percent between 2003 and 2009, much higher than the 1.8 percent increase experienced by Wisconsin peers.
- More than half (56.5%) of Metro Ride riders could not complete their trips without bus service.
- 75.4 percent of riders said they did not possess a driver's license
- 85.7 percent said that no vehicle was available for their trip.
- 77.7 percent of riders live in households with one or fewer vehicles.
- 57 percent of riders reported an annual family income of less than $10,000.
- Of the 454 survey responses, 7.8 percent use transit for medical/dental reasons. Medical/dental was the 4$^{th}$ highest use below school (27.4%), work(26.3%) and shopping (18%)
- 58.6 percent of riders use the service 3-5 days per week.
- From 2000 to 2010, the Wausau region grew by 6.6 percent.
- From 2010 to 2030, the area is projected to grow by a very modest 7 percent.
- Senior citizens tend to locate in the more urban areas, where access to health care, services and activities are readily available. There are larger concentrations of senior citizens located in Wausau and the urban areas versus the more rural areas.
- The areas with the largest concentrations of people living below poverty levels are found in downtown Wausau and Schofield.
- Of the 454 responses, 10.6 percent of riders were over 65. This group generally comprises a much larger segment of the typical transit ridership.
- Compared to 2005, the Metro Ride ridership has aged. Less people under 18 are riding the Metro Ride and more people aged 45-64 are using Metro Ride.
- At the time of the study Metro Ride was facing significant budget cuts and evaluating service reductions and other changes to offset the shortfall.

### *Recommendations / Needs*

- Riders indicate that service to Weston is necessary.
- There is a large demand for service to Rib Mountain, where the greatest amount of new development in retail shopping is occurring.
- Service to Cedar Creek is also needed.
- The development of a truly regional Metro Ride program is called for, and a number of considerations for an expansion program were identified while recognizing that it may not be possible in the current fiscal environment with an unwillingness to support the system by some metro-area communities.
- A detailed service plan was provided, including reduced service options, along with potential funding options.

## Wausau Area Long Range Transportation Plan 2035 (September 2011)

### *Summary*




The Wausau Area Long Range Transportation Plan 2035 studies specific goals and objectives, demographics and land use, transportation systems, and system deficiencies in an effort to recommend improvements and strategies. Improvements and strategies focus on the environment, mitigation and livability as well as recommendations on transportation improvements.

Using analysis of demographics, the transportation system and past goals and objectives from the 2006 plan, the long range plan developed 5 goals. Each goal is supported by a number of objectives that help guide future decisions and work plans for the Wausau area. Goals include: Develop and maintain the Transportation System to support the Economic Development of the area; to minimize the Social and Environmental Impacts to the area; Develop and maintain a Multi-Modal Transportation System in the area that is Safe, Efficient, and Economical to allow for the Movement of Goods and Services; Develop and maintain the Transportation System that will optimize the Financial Resources in the area; and Foster Cooperation and Coordination among the Municipalities and Agencies through the Planning and Public Involvement Process.

The study includes socioeconomic data that is analyzed, which includes: population, households, and employment. Data was researched based on 2010 census blocks which enabled the plan to analyze specific neighborhood trends and projections. Land use analysis identifies how the population utilizes land and how that use impacts transportation needs. Often land use patterns and development decisions are often seen as controlled solely by market forces, leaving public agencies to respond to the transportation demand created in their wake. However, public policies and decisions can direct private investment and land use decisions. The plan studies existing land uses, minority population and low income population to better understand the impact land use has on the transportation needs of the area today and in the year 2035.

Lastly, the study analyzes and identifies the transportation infrastructure (Urban and Rural major arterials, minor arterials, collectors, local roads) and system traffic volumes on the infrastructure. The plan also analyzes transit use in the area, pedestrian and bicycle use, freight service (truck and rail) and regional transportation services like Central Wisconsin Airport and Wausau Municipal Airport. The study provides a summary of travel behaviors identifying the strengths and weaknesses of the transportation system and infrastructure to best achieve the goals and objectives to improve the system based on the needs in 2035. The plan uses several tools to identify the transportation needs in 2035. The report analyzes future population, household and employment projections. The plan also uses a travel demand model which includes a 4 step process: trip generation, trip distribution, mode choice, and traffic assignment. Once the model can reasonably recreate existing traffic conditions, it is considered "validated." It is assumed that if the model can recreate existing conditions, it will be a reliable tool to determine future traffic conditions, based on future population, employment, and land use.

***Key Findings:***

- Traffic will increase at a greater rate than population and households.
- The area has continued to grow over the last couple decades, increasing in population by five percent between 1980 and 1990 and nine percent 1990 and 2000.
- Many blocks within the City of Wausau's older neighborhoods have densities between 11 to 15 persons per acre and several blocks with 16 to 30 persons per acre.
- Most of the urban areas within the Cities of Wausau, Schofield, Mosinee, and the Village of Rothschild, have population densities above 6 to 10 persons per acre.
- Average household size in Wausau was 2.32 people in 2010.
- Over the last several decades, average household size has decreased dramatically, due to people having fewer children, people waiting longer to have children, more

single-parent families, people living longer and plus more older people are living alone, and rising incomes which allow persons to afford to live alone.

- Rivers divide the urbanized area between east and west and to a lesser extent from north to south.
- Approximately five percent of the MPA population lived under the poverty level in 2009.
- In 2009, an average of about 2,030 revenue miles were driven on a typical weekday and an average of 1,175 miles were driven on Saturdays. (transit)
- In the Wausau MPA, 2.3 percent of commuters reported regularly walking to work.

***Recommendations/ Needs:***

- The plan recommends a variety of road improvements in the Wausau area. A majority of those improvements include improving or increasing bike and pedestrian accommodations.
- Other recommendations include lengthening acceleration lanes to prevent back-ups.
- Develop coordinated bicycle and pedestrian facility networks
- Continue to provide cost-effective and convenient public transportation services.
- Fully utilize the limited rail access available in the area. Continue to support transportation services for the elderly and persons with disabilities
- Maximize utilization of existing investments in transportation infrastructure and services.
- Provide for a safe and efficient movement of truck traffic while minimizing negative impacts.
- Foster cooperation and coordination of transportation system planning and investments.

## Central Wisconsin Intercity Bus Feasibility Study (September 2010)

***Summary***

The purpose of Central Wisconsin Intercity Bus Feasibility Study is to determine the feasibility of introducing intercity transit service between the communities in Central Wisconsin. Communities in Central Wisconsin include: Marathon City, Marshfield, Merrill, Mosinee, Stevens Point, Wausau, and Wisconsin Rapids. Working with stakeholders from each community, the study establishes planning directions for service, an estimate of intercity transit demand, and developed and evaluated service options. The process of the study included a four part process: Introduction of intercity bus services; Planning directions including markets, existing services, rise share, use of service in each county, and demand estimates; Service options including two specific

options (Short Trunk Line and Long Trunk Line), concept schedules, estimated costs, revenues, and evaluations and ; Implementation.

Potential users of the service included low income persons, seniors, commuters, persons with disabilities, students and shift workers. However, the focus of the analysis was on employment and workers commutes in each location and the main traffic generator in each location. Main traffic generators in each location included colleges, hospitals, employers, and Central Wisconsin Airport (CWA).

Option 1

Service options included two options: Short Trunk Line and Long Trunk Line. The short trunk line included a trunk line between Wausau and Stevens Point with a stop in Mosinee. Shuttle service included shuttles connecting Marshfield to Mosinee, Marathon City to Wausau, Merrill to Wausau and Wisconsin Rapids to Stevens Point. Option 2, long trunk line, included a trunk line between Merrill and Wisconsin Rapids with stops in Wausau, Mosinee, and Stevens Point. Shuttle service included shuttles from Marshfield to Mosinee and Marathon City to Wausau. Overall, a side-by-side comparison of the options did not reveal a clearly superior option. However, Option 1 (short line trunk) met four of the five criteria.

***Key Findings:***

Option 2

- Low-income persons and seniors should be included as a component of the overall market, but the service should focus primarily on students and commuters.
- As the economy recovers and gas prices inevitably rise again, the service will be needed to get people to jobs.
- There is a strong need to look at the communities from a regional perspective. Many households locate in the midpoint between two employers. Bus service could allow one member of the household to access work without a car.
- Commute times vary in Central Wisconsin ranging from 40 minutes (Stevens Point to Marshfield) to 10 minutes (Mosinee to Wausau and Merrill to Wausau).
- Lincoln, Marathon, Portage and Wood Counties all have human services transportation assisting seniors, people with disabilities, and other special groups.

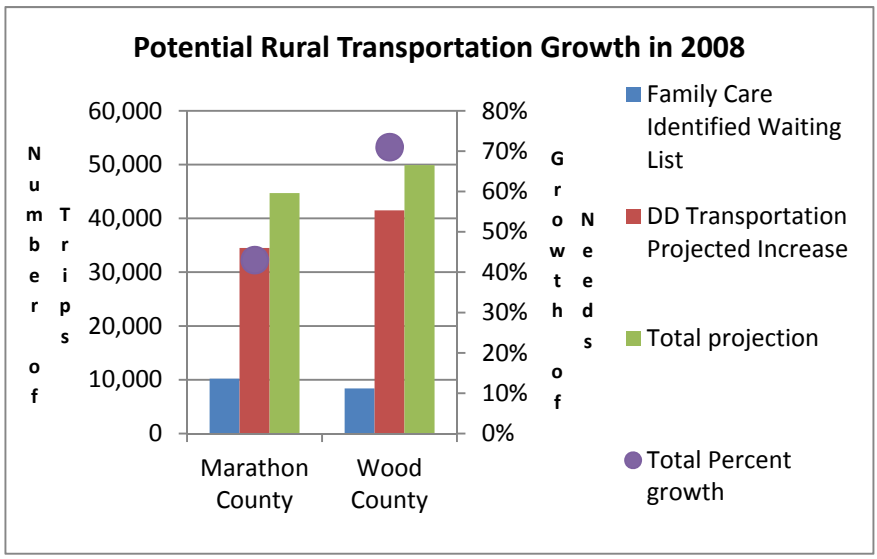
- Roughly 10,000 workers commute into Wausau daily for employment from Western and eastern Marathon County.
- Roughly 10,000 workers commute into Wausau from outside of Marathon County for employment.

## STRAP Report: Marathon and Wood County Consolidated Transportation Program (August 2007)

### *Summary*

The Marathon and Wood County Consolidated Transportation Program report was generated by the Aging and Disabilities Resource Center in response to the implementation of Family Care and anticipated increase in demand for transportation. That demand for services was projected to increase significantly over the subsequent five years due to the aging of the general population, the increased focus to service residents in their own homes, and the implementation of the Family Care Program of Marathon, Portage and Wood Counties.

There appeared to be an opportunity to improve both county programs by implementing a fully coordinated model. Implementation of a coordinated public transportation program would better utilize transportation grant funding and result in lower costs per trip.




The report recommended moving forward with a consolidated transportation program for Marathon and Wood Counties and provided a detailed outline and business plan including: mission and vision statements, organizational structure, revenue sources and pricing structure, capital facilities and equipment, and an annual projected operational budget. However, the State ultimately chose to implement a centralized transportation brokerage system which relieved much of the anticipated surge in transportation demand for each county program, and consolidation of the already well-established programs never progressed past an initial trial period.

### *Key Findings*

- The number of elderly and individuals with disabilities continues to rise resulting in an increase in transit demand.
- Survey results were overwhelmingly positive by the current customers of existing county programs.
- Growth in Marathon County was projected to be 44,706 trips annually. This represents a growth of specialized public transportation needs in the county by 43% in just two years as Family Care is implemented and the waiting lists are eliminated.
- Growth in Wood County was projected to be 49,900 trips annually. This represents a growth of specialized public transportation needs in the county by 71% in just two years as Family Care is implemented and the waiting lists are eliminated.
- The increase in demand in Marathon County would have increased the annual expenses in the transportation program by $618,120 in Marathon County and $598,800 in Wood County.
- There is a definite link between improving quality of life and quality transportation services.
- Residents who are accessing healthcare services do not always know the day prior when they will need transportation services. Current program is not very responsive to immediate changes.
- Each program has additional duplicative overhead for administration, record keeping, reporting, and accountability.

## Joint Marathon & Wood County Locally Developed, Coordinated Public Transit-Human Services Transportation Plan (August 2008)

### *Summary*

The Joint Marathon and Wood County Locally Developed, Coordinated Public Transit-Human Services Transportation Plan was seen as the next step in that process of consolidating the Marathon and Wood county transportation services. Transportation stakeholders from Marathon and Wood counties met jointly to build the locally developed plan. Strategies and actions were created to address the needs identified as part of the meeting process.

### *Needs and Gaps Identified*

- Evening and weekend services are limited
- Employment needs are underserved
- More rural, inter-city and across-county services are needed

- Cost of transportation in rural areas, especially taxi service.
- Veteran transportation services not uniform in the entire area. Currently, nor veterans van available in Marshfield.
- Recruitment and incentives for the increase in volunteer drivers.
- Business and employer involvement, donations, incentives to participate.
- Green grants to aid in environmental impact.
- Employee rideshare or other rideshare incentives.
- Low income and senior transportation to employment.
- Marketing and shared information, software and central dispatch to prevent duplication of service and convenience of consumer and provider.
- Cost to the providers when there are increases in rides for Medical Assistance and Family Care with no increase in county funds.
- Integration of Family Care.
- Loss of private providers due to Medicaid reimbursement gap and resulting shift of rides to public providers.
- Lack of public capacity for rides due to lack of funding, the state of the economy (budget crunches, fuel costs, etc.), increasing aging and disabled populations and Family Care demand.
- Restrictions of each "pot" of funding prevent sharing of facilities and resources.
- Temporary nature of some funding programs - seed funding - for services that cannot support themselves.
- Lack of ability for client to obtain transportation for needs outside medical.
- Lack of ability to create transportation districts - i.e. cumbersome funding structure to support area-wide service across a number of municipalities.

***Recommendations***

- Encourage RTA legistation.
- Expand service to rural areas of both counties.
- Work with state/federal agencies to increase Medicaid reimbursement rates.
- Encourage better planning and zoning at the local governmental level with transportation impacts in mind.
- Continue Mobility Manager Position to coordinate transportation services between the counties.
- Promote transportation advocacy at the federal, state and local governmental levels
- Develop information and education programs. (may include:) Develop comprehensive marketing plan/program for all transportation services within Marathon and Wood Counties. Centralize program information to make more user friendly and accessible. Develop customer travel training program.

- Continue to expand coordination efforts with Portage County.
- Coordinate Dispatching Functions.
- Expand volunteer driver program through a community involvement approach.
- Encourage federal and state officials to address restrictions/barriers in funding programs that prevent sharing of facilities and resources.

## Marathon County Locally Developed, Coordinated Public Transit-Human Services Transportation Plan (June 2006)

### *Summary*

The Locally Developed Coordinated Public Transit-Human Services Transportation Plan was created by the North Central Wisconsin Regional Planning Commission using the Framework for Action Assessment tool. The Framework for Action Assessment tool assesses the coordination of transportation programs in Marathon County, identifying areas that have been done well and areas where more work is needed. An action plan is then developed to address areas that need improvement, and enhance areas that have been done well.

The public meeting focused on five specific sections: Making things happen by working together, taking stock of community needs and moving forward, putting customers first, adapting funding for greater mobility, and moving people efficiently. Identifying areas that has been done well and areas where more work is needed helped develop the action plan.

### *Action Plan*

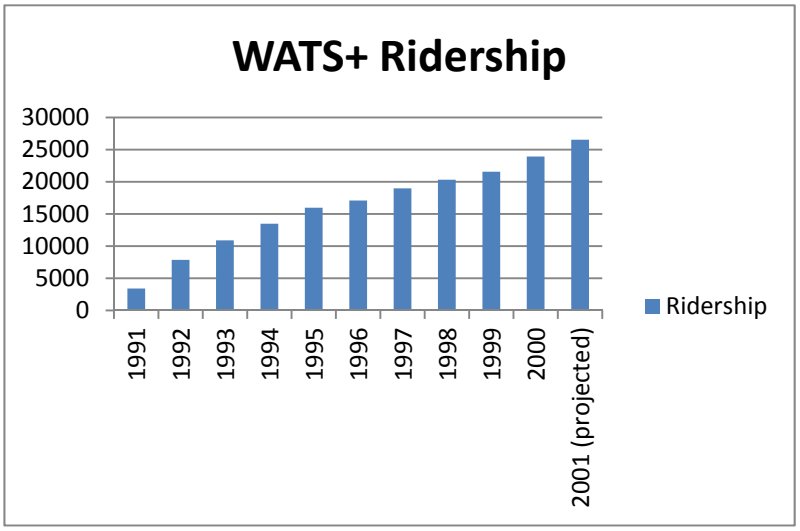
- Provide more outreach regarding available services and how to use.
- Begin effort to educate governing bodies on transportation issues/needs.
- Seek more creative ways to coordinate service.
- Breakdown barriers with funding sources/ programs.
- Needs assessment: inventory, programs, non-traditional service time (after hours, evening, weekend), service areas not growing w/ community.
- Identify ride-share options.
- Create Forum/ local group for customer/client advocacy- Hold advocacy “summit” meeting.
- Identify options for those that can’t ride existing service (physical, mental, affordability).
- Streamline eligibility certification.

- Address perceived communication issues between various providers, agencies, and consumers.

## Marathon County Paratransit Study (December 2001)

### *Summary*

The Marathon County Paratransit Study examines Metro Ride (formerly Wausau Area Transit Service or WATS) and the service it provides the area. Although Metro Ride is a department of the City of Wausau, service is provided to Schofield and Rothschild (and currently Weston) through agreement between those communities. The growth in the suburban communities has provided Metro Ride with challenges in providing services in the city and larger area. Travel destinations have become increasingly diverse, and new housing and commercial development have taxed the transit system as it has attempted to serve new generators.




An earlier Transit Development Plan (TDP) focused on fixed route services and the issues it was facing at the time. The study made numerous recommendations on dealing with the issues faced by the system. The TDP took a cursory look at demand response services provided in the area. Demand response services are primarily geared towards elderly and disabled persons, and provide a more specialized form of service for those persons that require it. The TDP recommended that these services be studied as a further portion of transportation service in the Wausau area. Metro Ride ADA paratransit service, known at the time as WATS+, was recommended for particular study to see if efficiencies can be garnered that will benefit the transportation system as a whole. The intent of the study was to offer recommendations to enhance paratransit service with respect to transportation services in the growing Wausau area. To identify potential enhancements to the system, the study interviewed stakeholders, analyzed a variety of demographics, researched the transit system infrastructure and other providers and researched nationwide programs and peer programs. The result of this study is the introduction to several issues and opportunities and a recommended plan.

Overall, there was a lack of service competition in Wausau area for the WATS+ contract. The eligibility form and procedures utilized by the WATS+ program lacked the ability to realistically assess the applicant's transit and transportation needs. The contract at the time lacked goals and service requirements for efficiency and effectiveness. The program also lacked the level of information necessary to draw accurate conclusions and perform accurate analysis of service.

***Key Issues:***

- WATS+ utilized a self-certification form for people to enroll in its service analyzing a person's abilities, rather than a medical condition or definition of a particular disability.
- WATS+ ridership had increased steadily since its inception in 1991. Service increased to nearly 24,000 riders in calendar year 2000.
- In 2001, paratransit represented 3.5% of overall ridership.
- Aging and Disability Resource Center (ADRC) provided transportation utilizing agency vehicles, as well as through a volunteer program that utilizes private vehicles in the area. Demand response service requires 2 day notice. In 2000, there were 16,347 one way passenger trips over
- Trip logs indicate that WATS+ riders primarily used the service for medical trips and social/general trips.
- WATS+ and other community service programs should collaborate, coordinate and share services better.

***Key Recommendations***

- Increase operational control over the WATS+ program
- Increase eligibility requirements and process and modify its current service contract adjusting payment from per trip to hourly service.
- Increase record keeping (Trip Lengths, Passenger Data, Trip Data, Complaints and Resolutions.)
- Increase communication between agencies to better prepare for future needs.
- Conduct ongoing monitoring of the program to ensure goals are being met.
- Develop a rider's guide informing of requirements, service rules and regulations.
- Investigate travel training program to teach persons with disabilities how to utilize fixed route service.
- Investigate in-house capabilities and costs factors with the possibility of WATS+ assuming all or part of the paratransit program.
- There are additional recommendations for years 2 through 5 that focus on implementation, maintenance and analysis.

# REVIEW OF CURRENT TRANSPORTATION SERVICE

The TCC provides transportation for the elderly and disabled in Marathon County through the Marathon County Transportation Program or MCTP and its current contractor, North Central Health Care, in conjunction with Metroride which serves the Wausau urban core. These services are described in detail in this section. Other transportation providers are surveyed to develop a more complete picture of the number of trips being generated by elderly and disabled residents in Marathon County.

## MARATHON COUNTY TRANSPORTATION PROGRAM (MCTP)

The Marathon County Transportation Program provides transportation services for the elderly and disabled individuals throughout Marathon County under the direction of the Marathon County Transportation Coordinating Committee. The transportation programs include flexible demand services, and volunteer driver services. The trip purposes include medical, work oriented services, therapies, and nutritional. Portions of the programs operate seven days per week, if available, and other portions operate five days a week, day hours only (at this time). The geographic area of service is Marathon County including residents in the Wausau urban area.

The demand service provides rides for the elderly and disabled that are non-ambulatory, and provide door through door service. The service is staffed with one manager, one clerical staff, three paid drivers, and volunteer drivers. Service times are Monday through Friday from 8:00 am to 4:30 pm. Services outside these time frames may also be provided if prescheduled. Services may be requested by calling North Central Health Care Transportation services.

As the contractor for Marathon County, North Central Health Care coordinates and provides for the county wide demand transportation services. Although buses and vans normally travel Monday through Friday except for certain holidays, the services can be altered to respond to requests from residents for transportation services, depending on the availability of the volunteer drivers.

85.21 Specialized Transportation Assistance Funds will be used for the transportation of persons who are elderly and/or disabled. The level of service provided for non-ADA rides is “door-through-door” in most instances. The funds will be used to pay the operating costs associated with the provision of these services. The County policies and

services will adhere to ADA requirements within the realm of delivering services to the elderly and disabled population.

| North Central Health Care Fleet Vehicle Data (Used by Demand Transportation Program) | | | | |
|---|---|---|---|---|
| **Make** | **Year** | **Passenger capacity** | **Accessible** | **Non Ambulatory positions** |
| Ford HSV Bus | 2013 | 9 amb or 3 w/c & 2 amb | 9 or 2 depending on number of w/c | 3 |
| Ford HSV Bus | 2013 | 9 amb or 3 w/c & 2 amb | 9 or 2 depending on number of w/c | 3 |
| Ford-Bus | 2007 | 18 or 2 w/c and 12 amb | 18 or 12 depending on number of w/c | 2 |
| Ford-Bus | 2007 | 9 amb or 2 w/c and 3 amb | 9 or 2 depending on number of w/c | 2 |
| Chevy Uplander | 2008 | 3 amb or 1 w/c | 3 amb w/o w/c | 1 |
| Supreme Bus | 2010 | 18 amb or 12 amb and 2 w/c | 18 or 12 depending on number of w/c | 2 |

Elderly residents contact the transportation coordinator and arrange for service times and dates as needed by the resident. This demand service has met the objective of providing every request provided with a 48 hour notice. Requests made with less than a 48 hour notice are not guaranteed, but service requests are accommodated if arrangements can be made with a volunteer driver or availability in the paid driver's schedule.

Service is given to developmentally disabled individuals 18 years old and up who have been determined appropriate for the type of services provided. In special cases a client of 16 years of age may be in programming when other schools may have trouble providing an appropriate program for them. Clients are given priority on a first come, first served basis.

Under the Marathon County Transportation program, all elderly residents of Marathon County can call and request transportation services. The fees charged for the demand services do not discriminate on the basis of type of disability, mobility limitations, or services required. The fee is based solely on the trip distance.

# MCTP Needs Assessment

**Legend**

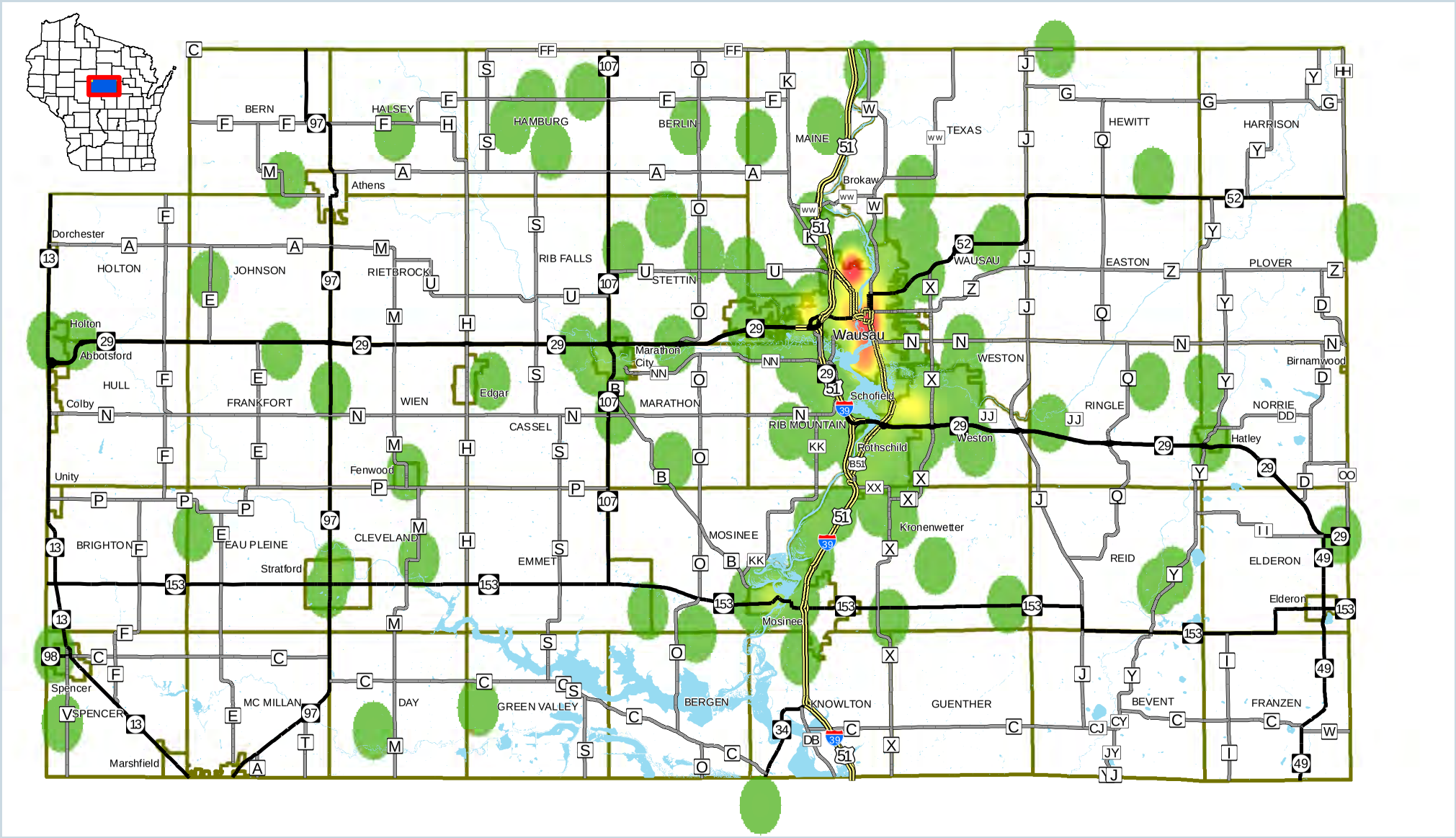
Minor Civil Divisons

Riders

High — Low

# MCTP Registered User Concentration

Marathon County, Wisconsin




NORTH

0 1.25 2.5 5 7.5 10 Miles

This map is neither a legally recorded map nor a survey and is not intended to be used as one. This drawing is a compilation of records, information and data used for reference purposes only. NCWRPC is not responsible for any inaccuracies herein contained.

Preparded By:
North Central Wisconsin Regional Planning Commission
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Date Printed: Thursday, October 30, 2014

All requests for transportation services throughout Marathon County made by an elderly or disabled resident with a 48 hour notice have been fulfilled. Even though all requests have been fulfilled to date, the Marathon County Transportation Coordinating Committee approved the priorities for the services provided if there is a limitation of resources, or a demand that exceeds availability. The intent of the program is to grow the volunteer driver services to meet any increasing transportation demands of the future.

The current cost share policy is based on mileage. Clients are billed monthly for amounts due according to the schedule, below:

| MCTP COST SHARE SCHEDULE | |
|---|---|
| **TRIP RANGE** | **CO-PAYMENT** |
| 0 to 15 Miles | $6.00 |
| 16 to 30 Miles | $12.00 |
| 31 to 45 Miles | $15.00 |
| 46 to 60 Miles | $20.00 |
| Over 60 Miles | Actual Cost |

## METRORIDE PARATRANSIT

Metro Ride's Paratransit service is provided pursuant to the Americans with Disabilities Act of 1990 (ADA). It is designed to complement fixed-route bus service in areas where Metro Ride Bus service is provided.

The Metro Ride Paratransit service area is defined as anywhere within 3/4 of a mile from any regular fixed bus route in the Cities of Schofield and Wausau and the Villages of Rothschild and Weston, see Map. The 3/4 mile limit does not extend outside of the municipal boundaries of those communities.

Metro Ride Paratransit is an origin-to-destination service. It is available to persons who are unable, because of a physical or mental disability, to access a fixed bus route or ride a transit bus. Many Metro Ride Paratransit passengers are unable to walk or must have assistance in order to walk. The vehicle operator will provide passenger assistance in the boarding and alighting process but not to or through the doorway.

# MCTP Needs Assessment

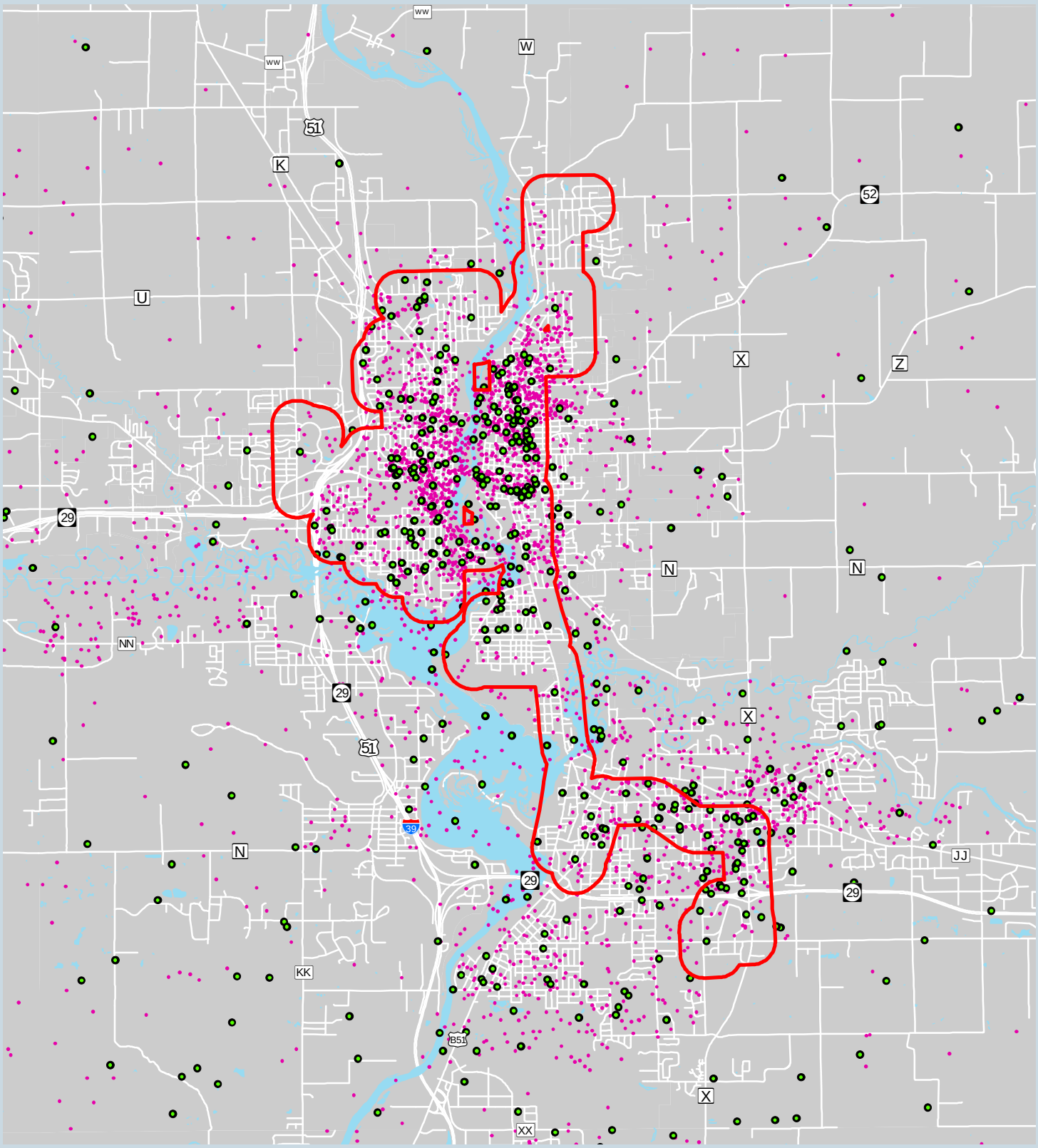
**Legend**

- Metro Ride Service Area
- 1 Dot = 10
- Person With Disability
- 1 Dot = 10
- Persons 65 and Over

Map 2

# Metro Ride Service Area

## Marathon County, Wisconsin




NORTH

0 0.250.5 1 1.5 2 2.5 Miles

2012 American Community Survey: 5-Year Data

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North Central Wisconsin Regional Planning Commission
210 McClellan St. Wausau, WI 54403 - www.ncwrpc.org

Date Printed: Tuesday, November 11, 2014

| Metro Ride Fleet Roster | | | |
|---|---|---|---|
| **Make/ Model** | **Year** | **Passenger Capacity w/ Safety Restraints** | **Ramp/ Lift** |
| Chevy/Glavel Titan II | 2012 | 2 W/C, 8 Amb | Lift |
| Chevy/Glavel Titan II | 2012 | 2 W/C, 8 Amb | Lift |
| Chevy/Glavel Titan II | 2012 | 2 W/C, 8 Amb | Lift |
| Chevy/Glavel Titan II | 2012 | 2 W/C, 8 Amb | Lift |

Metro Ride Paratransit service hours are Monday through Friday from 6:00 a.m. until 6:30 pm. Passengers must make reservations no later than the day prior to their anticipated trip.

Funding received from s.85.21 aid is used to supplement the operating and administrative costs associated with the provision of Metro Ride Paratransit service.

The ADA mandates that the passenger fare for ADA paratransit service be no greater than twice the adult cash fare for fixed route bus service. The Metro Ride Bus adult cash fare is currently $1.50 and Metro Ride Paratransit cash fare is $2.25. Persons over age 65 may ride Metro Ride buses at a discounted rate, also. They receive a discounted rate by showing their Medicare card.

## RIDERSHIP

Annual ridership of the various services operating within Marathon County is surveyed to provide a snapshot of the level of need being met to compare against indicators of total trips needed in the assessment section later in this report.

Actual figures are reported for the Marathon County Transportation Program and MetroRide. Overall ridership for the County program increased 6.4% from 16,812 to 17,896 from 2012 to 2013. Prior to this, implementation of the MA transportation brokerage in 2011 resulted in a decline in ridership. Further ridership decline occurred in 2012, budget reductions resulted in curtailing of service at MetroRide and implementation of program criteria limiting MCTP rides to medical, nutrition and employment.

| Marathon County Elderly and Disabled Annual Ridership Figures | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | **MetroRide Paratransit** | | **DAV** | **85.21** | **DSS** | **MVCC** | ***County Subtotal*** | **Totals** |
| | **ADA** | **Non-ADA** | | | | | | |
| 2013 | 3,388 | 0 | 1,385 | 8,869 | 3,260 | 994 | 14,508 | 17,896 |
| 2012 | 3,370 | 0 | 1,037 | 8,632 | 2,935 | 1,230 | 13,834 | 17,204 |
| 2011 | 8,697 | 12,548 | 1,031 | 7,528 | 3115 | 704 | 12,378 | 33,623 |
| 2010 | 8,064 | 20,651 | 905 | 11,531 | 3,685 | 328 | 16,449 | 45,164 |
| 2009 | 6,962 | 20,578 | 749 | 14,083 | 2,848 | 171 | 17,851 | 45,391 |
| 2008 | 7,573 | 25,221 | 450 | 17,586 | 4,459 | 174 | 22,669 | 55,463 |
| *Source: Metro Ride Urban Bus Operations Reports and MCTP Statistics 2008-2013.* | | | | | | | | |

Estimated average annual rides provided, by other non-profit and private service providers is shown in the table below.

| Other Elderly and Disabled Services | |
|---|---|
| **Service Provider** | **Average Annual Rides** |
| Abby Vans | 7,650 |
| All American Taxi | 51,513 |
| COHO | 3,825 |
| Comfort Carriers | 175 |
| Elder Sanctuary | 3,825 |
| Faith In Action | 625 |
| Metro Cab | 2,167 |
| Metro Ride Fixed Route | 132,573 |
| North Central Health Care | 11,492 |
| Opportunity Inc. | 26,000 |
| Progressive | 11,430 |
| Other Carriers | 3,825 |
| Total | 272,996 |

Total accountable rides provided to the elderly and disabled with in Marathon County is approximately 290,892. The Marathon County Transportation Program, along with MetroRide Paratransit, handles about 6.2% of these rides annually.

### *Estimated Need*

The Transportation Community Research Program (TCRP), in conjunction with the Federal Transit Administration (FTA) has developed a spreadsheet based tool for estimating human services (elderly and disabled) transportation, based on population figures and other inputs, see Appendix. Using the tool for Marathon County, resulted in an estimated human services transportation need of 381,500 one-way trips per year. Comparing this to the 290,892 rides provided, approximately 76 % of the need is accounted for. This does not mean that the entire remaining 24% of the need is going unmet. Many of these rides are being taken care of through means that are difficult to track or estimate, including driving themselves or getting rides through family, friends, or other community service efforts through churches and other organizations.

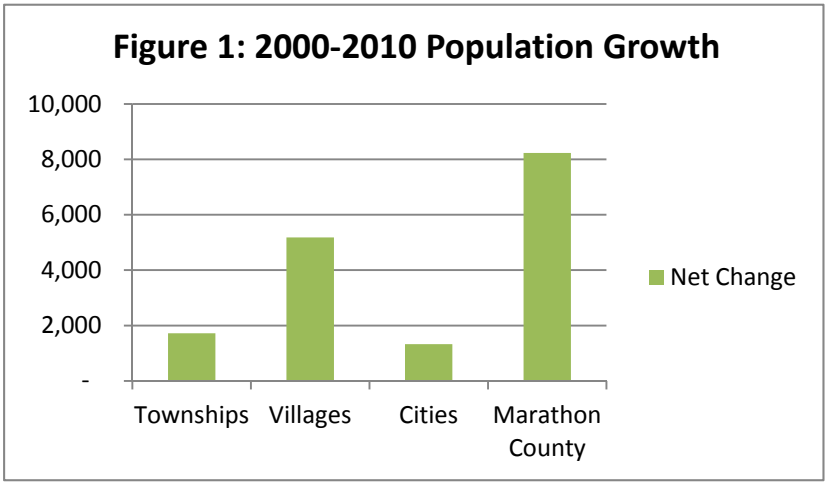
| **Estimated Gap In Service** | | |
|---|---|---|
| | **Number Rides** | **Percent of Need** |
| MCTP | 17,896 | 5 % |
| Other Providers | 272,996 | 71 % |
| Total Rides Provided | 290,892 | 76 % |
| Estimated Annual Rides Needed for County (TRCP Method) | 381,500 | 100 % |
| Estimated Gap in Service | - 90,608 | 24 % |

# IDENTIFICATION OF TRANSPORTATION NEEDS

## DEMOGRAPHIC ANALYSIS

### POPULATION HISTORY

There are 5 cities, 15 villages and 42 towns in the County of Marathon. Between 2000 and 2010, the population in Marathon County increased 8,229 people, or 6.54 percent. (see table 1) The majority of the growth took place in the Villages (see figure 1). The Villages in Marathon County experienced an increase of 5,180 people over the ten year period, roughly 63 percent of the total increase in the County. Overall, 76 percent of all municipalities experienced an increase in population in the decade.

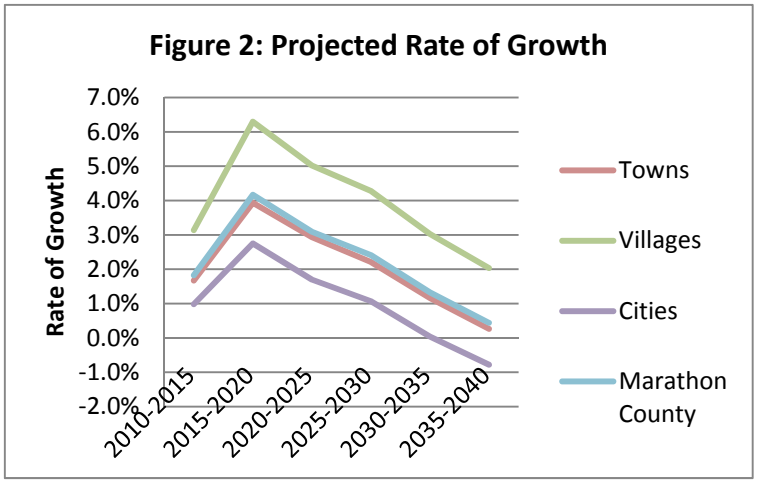



The Village of Weston experienced the largest net growth with an increase of 2,789 people and the Village of Brokaw experienced the highest net growth at 134.58 percent. The increase in population will result in more people using the transportation infrastructure and transportation services within the County. With 47 of the 62 areas experiencing growth, many of which are in rural areas of the county, access to transportation programs and services will be vital and the system will experience an increase in users. As the cost of personal transportation continues to increase, the need for alternative options will continue to grow. Alternative options will be necessary to connect the various municipalities and ensure that residents have access to services and amenities necessary to enhance their health, safety and welfare.

### POPULATION PROJECTIONS

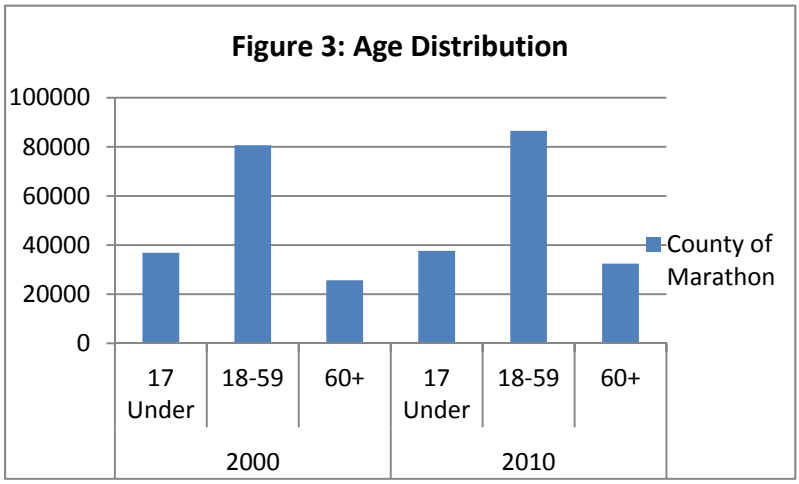
The population in Marathon County is projected to increase from 134,063 in 2010 to 152,790 in 2040, an 18 percent growth (see table 2). The County, like most towns, villages and cities, will experience a majority of the growth between 2015 and 2020. Projections indicate that between 2035 and 2040 the County will experience a .44

percent growth in population. All municipalities will experience a similar trend, with some municipalities decreasing their population between 2030, 2035 and 2040. Figure 2 shows that townships, villages, and the county are expected to continue to increase their population over the next 30 years with the villages growing at the highest rates. Cities are projected to increase population through 2030 and will begin to experience a decrease in their population between 2035 and 2040. The Village of Weston is expected to increase their population the most adding 5,462 people over the 30 year period. Overall, 53 of the 62 areas are projected to increase their population between 2010 and 2040. Only 3 of the 42 towns, 3 of the 15 villages and the City of Schofield are expected to decrease population. The increase in population throughout the County will result in an increased need and demand on County services. With several rural communities projecting an increase in population, more residents will require assistance to get to and from employment and appointments. Connecting rural communities with the urban centers will become more important as the rural communities continue to grow. The growth in the urban areas will increase the use of roads, transit and other means of transportation. Municipalities must prepare for the increase in demand to accommodate the additional users and to ensure access for all residents.




## AGE DISTRIBUTION

Marathon County experienced a 6.5 percent increase in population between 2000 and 2010. People between the ages of 18 and 59 increased 5,866 persons during the decade. In 2010, 86,538 of the County's residents were between the ages of 18 and 59 making up roughly 65 percent of the population, up from 64 percent in 2000 (see table 3). The largest rate of growth occurred in people aged 60 and older, 26.5 percent. Population aged 60 and over now accounts for 24



percent of the County's population, up from 20 percent in 2000. The County increased its 60 and over population by 6,803 people over the ten year period (see figure 3). Most Towns, Villages and Cities experienced similar trends over the 10 year period, increasing the population aged 60 and over at a significantly faster rate than people aged 18 to 59 and 17 and under. Only 6 municipalities experienced a decrease in population aged 60 and over in the decade while 20 municipalities experienced a decrease in population aged 18 to 59 and 39 of the municipalities experienced a decrease in population aged 17 and under. Villages accounted for a majority of growth over the 10 year period experiencing a 37 percent increase in people aged 18-59 and a 61.6 percent increase in people aged 60 and over. Towns and cities had minimal growth (.1% and 0% respectively) in population 18-59. Towns increased the 60 and over population 39.8 percent and cities increased their 60 and over population 9.1 percent over the same time period. Of the 6 cities in Marathon County, only one (City of Abbotsford) lost population aged 60 and over and three decreased population 18-59; the City of Abbotsford, City of Colby and City of Marshfield. All cities that decreased population aged 60 and over and between the ages of 18 and 59 are located on the boarder of Marathon County. The Village of Weston experienced the largest increase in population aged 60 and over, increasing 1,119 people and the Town of Mosinee experienced the largest rate of increase in population aged 60 and over increasing at a rate of 87.7 percent. The increase in median age will result in more senior's requiring transportation assistance and programs to get to and from work. The increase in residents aged 60 and over will also result in a higher median aged driver using the transportation infrastructure. Recent studies have also indicated that communities are experiencing a decrease in youth drivers. The number of 19 year olds with a driver's license declined from 87 percent to 70 percent between 1983 and 2010. Young adults aged 17 years old were even more dramatic decreasing from 69 percent in 1983 to 46 percent in 2010. (WisDOT) The Highway Loss Data Institute (HLDI) confirms this trend, showing a 12 percent drop in covered teen drivers since 2006. This reduction in new drivers will result in young adults looking for environments that offer a variety of amenities and employment opportunities within walking and biking distance or communities that have a convenient and reliable public transportation system. Between residents aging and no longer being able to drive, and a young population lacking interest in driving, communities will need to increase transit options to attract the necessary workforce to retain, expand, fill open positions and attract businesses in the future and to accommodate the needs of its population.

# MCTP Needs Assessment

Map 3

# Population 65 & Over by Block Group

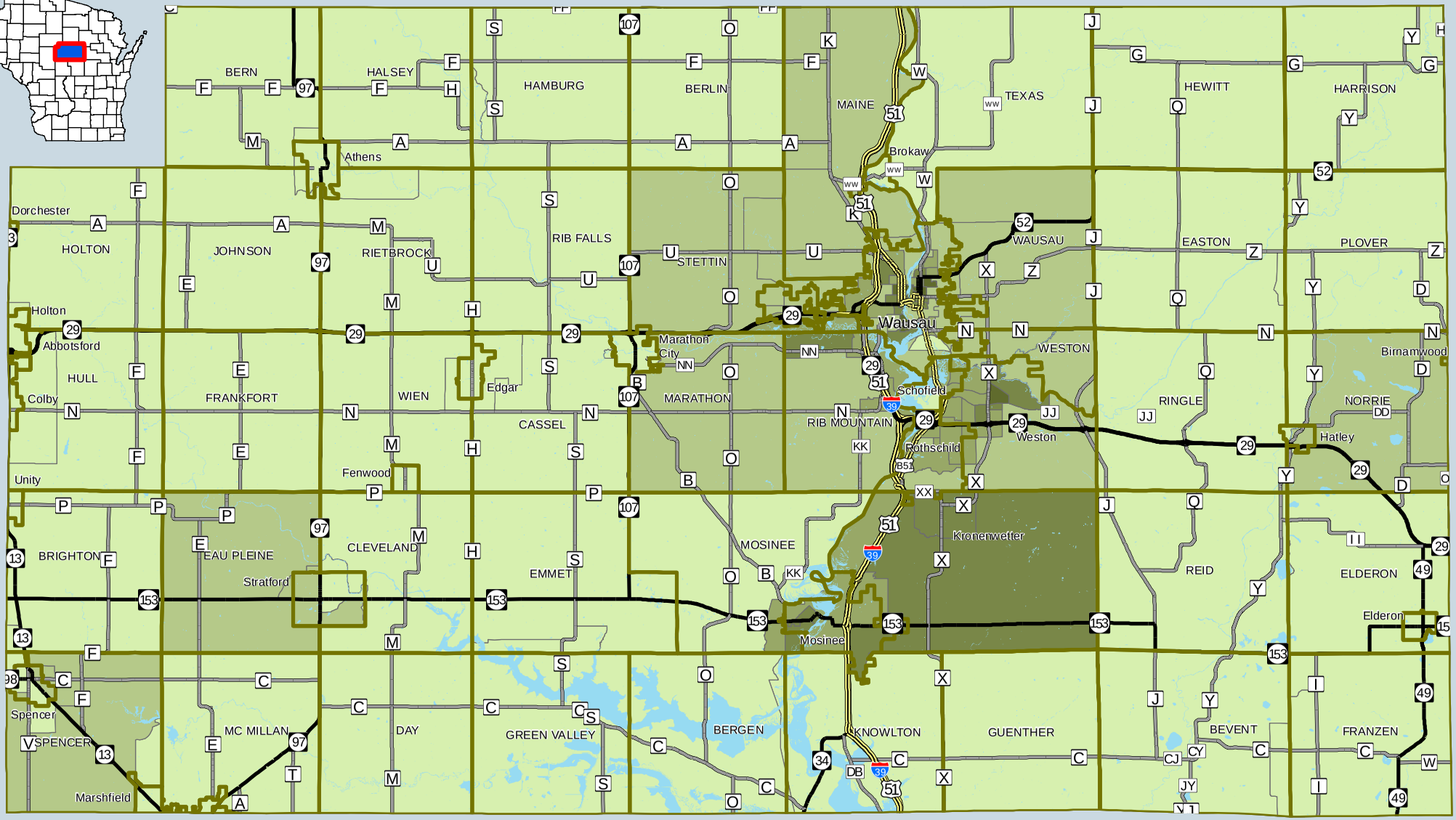
## Marathon County, Wisconsin

**Legend**

Minor Civil Divisons

**Population 65+**

- 68 - 276
- 277 - 488
- 489 - 688
- 689 - 906
- 907 - 1733




NORTH

0 1.25 2.5 5 7.5 10 Miles

2012 American Community Survey: 5-Year Data

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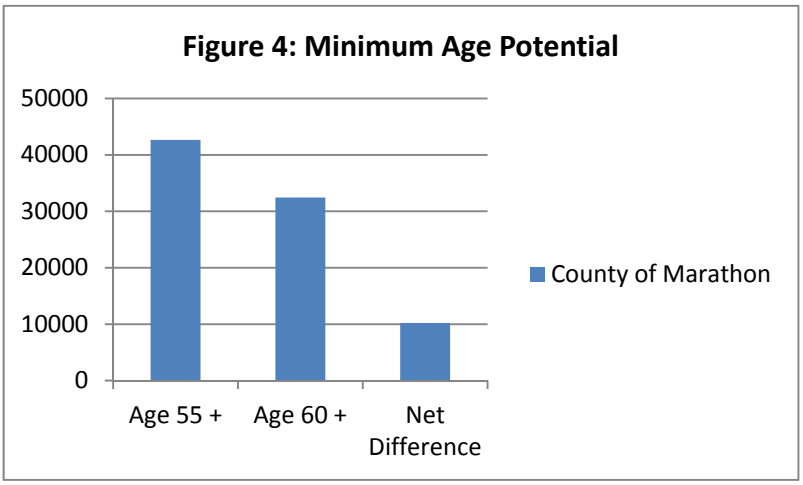
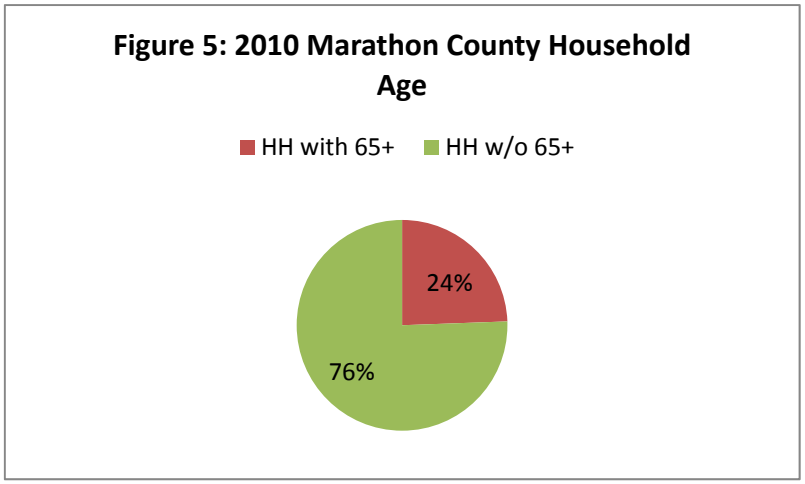
## Age Difference 55 to 60 (2010)

Current rideshare and assistance programs are only available to county citizens over the age of 60. In 2010, 32,450 people were aged 60 and older in Marathon County. Increasing the transit program to citizens aged 55 and over will increase the number of citizens eligible for transit assisted programs by 10,211. The increase in eligible riders will allow more people to utilize county services increasing transit revenues. Towns and villages located in close proximity to the urban area of Wausau experience the largest increase in potential eligible residents. The City of Wausau would experience the greatest increase in eligible riders with 2,428 new riders should the age limit drop to 55 years of age. Overall, the lower age requirement would increase the number of eligible riders in all municipalities providing service to more people potentially creating a more efficient and effective system, especially for the rural communities. An increase in potential riders would increase the total number of riders in rural communities making service to these areas more profitable and sustainable.




## Percent of Households with Individuals 65+

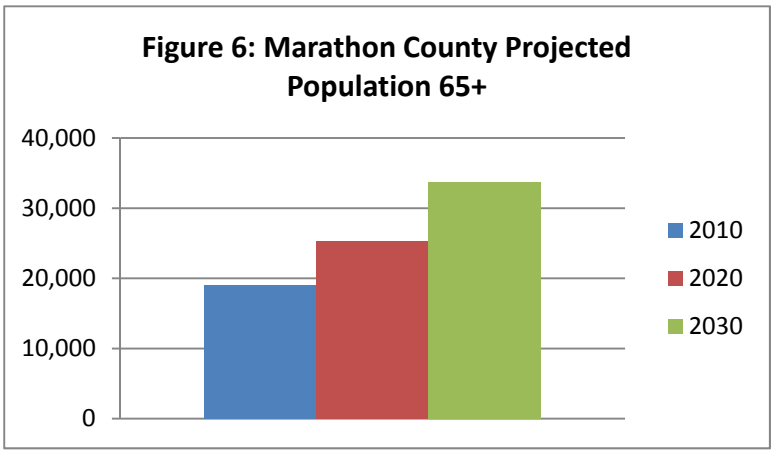
As a result of the increase in population aged 65 and over, the County has experienced a 1.14 percent increase in the number of households with an individual aged 65 and over. In 2000, 23.26 percent of all households included a person aged 65 and over. In 2010, 24.4 percent of all households included a person aged 65 and over (see figure 5). Statistics show that a majority of the homes with a person aged 65 and over are located in towns (see table 4). A total of 36 (of 42) towns increased the percentage of



households with a person aged 65 and over while 8 of the 15 villages and 4 of the 5 cities experienced a decrease over the same time period. On average, townships increased the percentage of households with an individual 65 and over 2.82 percent while the villages and cities decreased households with an individual 65 and over 2.74 percent and 2.96 percent respectively. A large portion of the towns in Marathon County are located in rural areas. With 23,647 homes considered rural, roughly 41 percent of all households are located in rural communities. The increase in households with a person aged 65 in rural communities will create a challenge to provide effective and efficient services to a population that will require additional and specialized transportation services. Typically, these services are expensive due to the inability to schedule set trips and the inability to ensure high ridership during each trip.

## PROJECTED AGE DISTRIBUTION

Marathon County is projected to increase the population 12 percent from 2010 to 2030. A majority of that increase will be in the 65 and older demographic. Projections indicate that the 65 and over population will increase 77.22 percent of the 20 year period while the 20 to 64 population will decrease (see table 5). The 19 and under population will increase slightly from 36,282 people to 39,200 people. Overall, people aged 65 and over will increase 14,662 people, or 91.3 percent of the total project population increase (see figure 6). The significant increase in population aged 65 and over is the result of the baby boomer generation. By 2020, 100 percent of this generation will be aged 55 and over. This is the first generation to have been highly mobile throughout adulthood, and its members may continue to travel more as long as they are physically able to do so. Any special needs of this population group will have to be addressed in future plans. In the early 1970's, just over half of Americans aged 65 and older held a driver's license; by 2010, nearly 84 percent. Today, one in six drivers on US roads are 65 years of age or older and there has been about a 20 percent increase in trips and a 33 percent increase in miles travelled between 1990 and 2009. Additional transportation options and programs will ensure that the aging population is able to age in place and will ensure safer roads with less vehicle miles traveled.



## POPULATION WITH AMBULATORY DIFFICULTIES AND DISABILITIES

The population requiring assistance due to ambulatory difficulties is just over 5 percent of the population in 2010. Although all municipalities include citizens that have ambulatory difficulties, a large majority of citizens live in the metro Wausau area. Of the 6,851 people with ambulatory difficulties, 2,315 live in the City of Wausau, 854 live in the Village of Weston, 297 live in the Village of Kronenwetter, 111 live in the Town of Wausau and 410 live in the Town of Rib Mountain (see table 6). Although the county increased overall population between 2000 and 2010, the county experienced a decrease of almost 3,000 people who have a disability during the same time frame. The percentage of population with a disability decreased 3 percent from 13.7 percent to 10.7 percent (see table 7). Areas with a high percentage of population having ambulatory difficulties will need to develop special programs to ensure their population has access to the necessary medical facilities and services to allow them to comfortably age in place. These programs are often heavily subsidized due to a lack of ridership because they are important programs to the community and the residents.

## VETERAN'S POPULATION

Marathon County has experienced a decrease in the number of veterans over the past decade, decreasing from 12,023 in 2000 to 10,640 in 2010. Decreasing 11.5 percent, the veteran population now accounts for nearly 8 percent of the total population. The largest decrease in veteran population has been in the cities, where 4 of the 5 cities experienced a decrease in veteran population (see table 8). The City of Wausau experienced the largest decrease in veteran population with 925 veteran's leaving the city. The City of Wausau still has the highest total veteran population with 3,117 veterans. A majority of the 10,640 veterans live in communities within the Wausau metro area. The City of Wausau, Schofield, Mosinee, the Village of Weston, Rothschild and Town of Rib Mountain account for 61 percent of all veterans living in the County. The Town of Marathon has the highest percentage of their population being veterans with almost 20 of their population being former military and the Town of Rib Mountain experienced that largest increase in veterans increasing their veteran population from 70 to 684, an 877 percent increase. Overall, 32 of the 62 municipalities experienced a decrease in their veteran population from 2000 to 2010. Veteran assistance programs should be evaluated to ensure that veterans are receiving the assistance they need in the most concentrated areas of the County. The leadership and experience military veterans bring to a community is essential and those that experience mobility issues as a result of combat should be assured that their needs will be met.

# MCTP Needs Assessment

Map 4

# Population With A Disability by Block Group

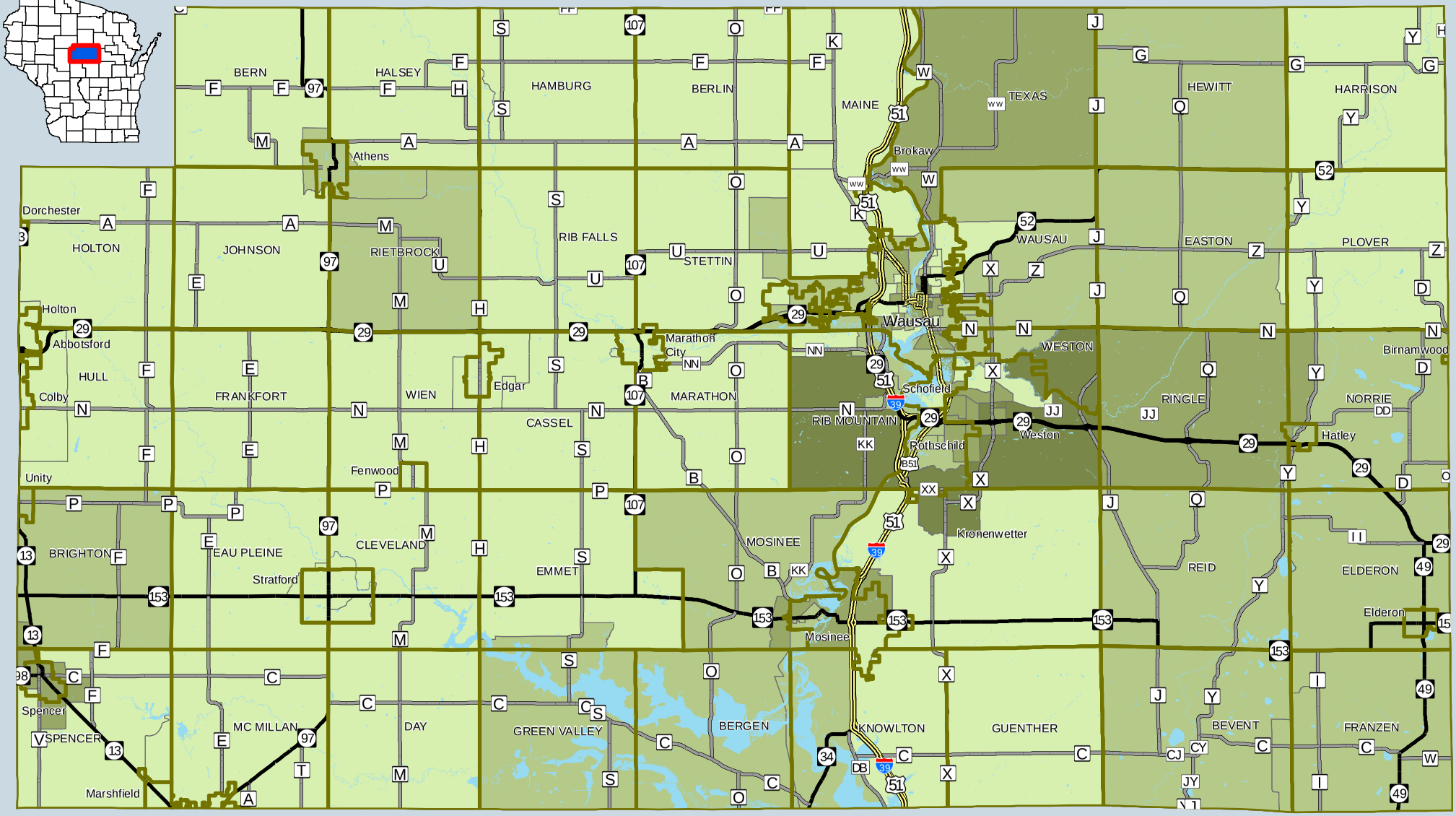
## Marathon County, Wisconsin

**Legend**

Minor Civil Divisons

**With A Disability**

- 0 - 50
- 51 - 98
- 99 - 175
- 176 - 395
- 396 - 807




NORTH

0 1.25 2.5 5 7.5 10 Miles

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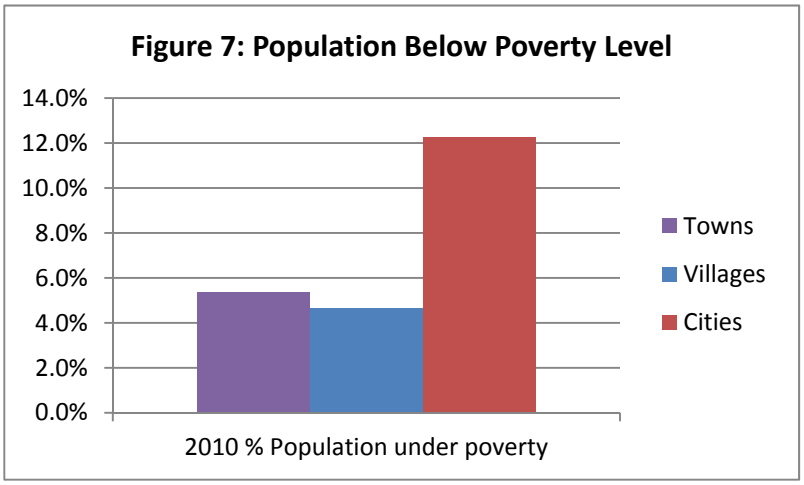
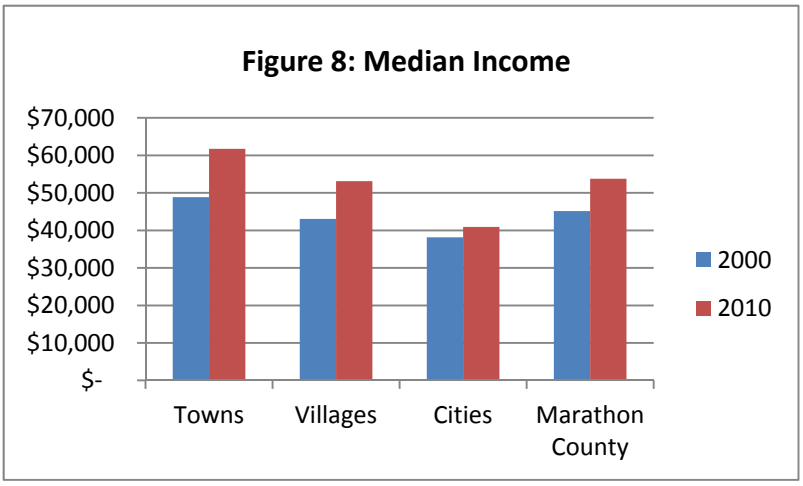
## POPULATION LIVING BELOW POVERTY LEVEL




Population living below the poverty level increased 25 percent in Marathon County between 2000 and 2010. Over 7 percent of the County population lives below the poverty level. A majority of the population living below the poverty level lives in cities. In 2010, over 12 percent of city population lived below the poverty level compared to 4.7 percent in Villages and 5.4 percent in Towns (see figure 7). More than half of the county residents under the poverty level live in the City of Wausau. Population living under the poverty level increased 23.3 percent in the City of Wausau between 2000 and 2010 (see table 9). Over 13 percent of the population in the City of Wausau lives below the poverty level. More than half of the towns in Marathon County increased the number of people living below the poverty level over the 10 year period. The Town of Johnson has the largest percentage of population living below the poverty level with 30.15 percent of their population living below the poverty level. Only 4 villages in the County decreased the population living below the poverty level while half of the cities in the County decreased the number of people below the poverty level. The increase in people below the poverty level will result in more people who have less income to use towards transportation. This will increase the demand on public transportation and other means to get to and from work. As the cost of owning a personal automobile continues to increase, (gas, insurance, maintenance) residents will begin to look for alternative modes of transportation to get to and from their jobs, appointments and services. In addition, with an aging population and the growth of the 65 plus demographic who typically lives on a fixed income in retirement, the ability to allow people to age in place and navigate the County will result in the need of additional programs to accommodate the changing population. Communities will need to develop the transportation infrastructure to allow residents to get to and from key services, like medical appointments, safely and efficiently. In more rural communities with a high percentage of population below the poverty level, public transportation will be a necessity to get to major employment centers and shopping districts. Overall, the use of alternative transportation programs will continue to be developed to ensure the population has access to the necessary goods and services required for living.

## MEDIAN HOUSEHOLD INCOME

The median household income in Marathon County increased 19 percent to $53,762 between 2000 and 2010. Overall 53 of the 62 municipalities experienced an increase in median household incomes over the 10 year period (see table 10). Townships experienced a healthy growth of median income with many of the Towns experiencing a higher growth rate over than 10 year period than the County. Overall, only 3 Towns experienced a decrease in median income. The median household incomes in Villages and Towns are consistently higher than the Cities (see figure 8). The Cities of Schofield, Colby, and Abbotsford all have median incomes below $40,000. All of the Villages and Towns have a median income above $40,000 except the Village of Brokaw who has a median income of $39,850. The Town of Weston has the highest median income ($80,156) and the City of Colby ($31,250) has the lowest median income. Municipalities with lower and moderate median incomes pay a disproportionate share of housing and transportation costs. For these households, the cost of housing and transportation are particularly burdensome, leaving relatively little left over for expenses such as food, education, healthcare, and savings. Higher costs of transportation also eliminate some households from living in areas with more affordable housing. The ability to provide affordable transportation options to the communities with low and moderate household incomes will allow all citizens to access necessary services and goods while investing in education, healthcare and future savings. A key component to living place for citizens aged 65 and over is the combination of housing and transportation costs. As elderly individuals exit the workforce, their monthly income reduces creating a higher percentage of their income going towards housing and transportation costs. In order to allow these citizens to age in place, transportation costs must be kept in line with their median household income allowing them to live comfortable in their community.



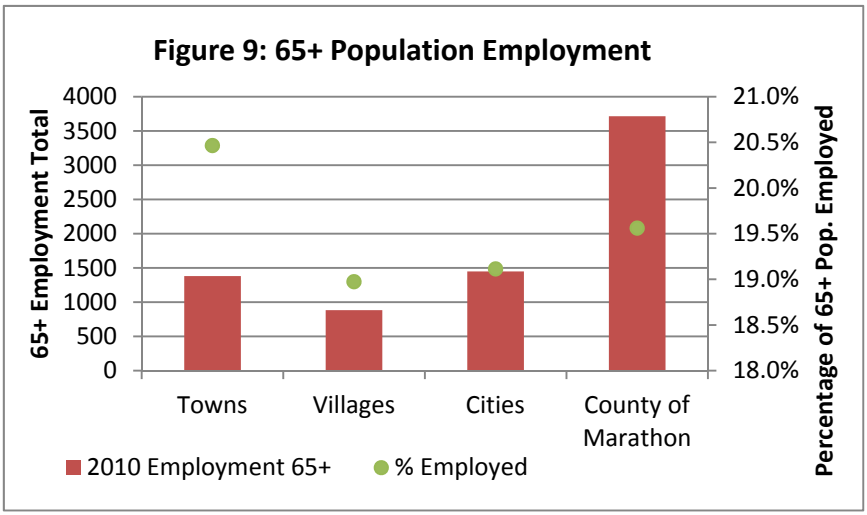

## PERCENTAGE OF HOUSEHOLDS WITHOUT A VEHICLE

Only 2.1 percent of all households in Marathon County do not have access to a personal vehicle. As a result of the rural make-up of the County, access to a personal

vehicle is essential. The percentage of households with a vehicle is 100 percent in 28 of the 62 municipalities (see table 11). The City of Wausau has the highest total of households without a vehicle with 666 households, or 4 percent of the population. The Town of Johnson has the highest percent of households without a vehicle (6.7%) and the City of Marshfield (6.3%) has the highest total for any City. Households with a vehicle have the ability to get to services and amenities in a timely manner. However, with an aging population, the safety and ability for the County's population to operate a personal vehicle will begin to change. Although recent studies have shown that people aged 65 and older are driving more often than in the past, the need for alternative transportation will become necessary. As our population continues to increase in age, and people continue to live longer, the ability to safely operate a vehicle will become an issue for municipalities. An aging population will also result in the increase of households without a vehicle, as will the current trend of young drivers having less interest in driving and owning a vehicle. This trend will eliminate the ability for children and grandchildren to assist their parents and grandparents by taking them to appointments, shifting the demand on public transportation and other special transportation programs.

## 65 AND OVER EMPLOYMENT

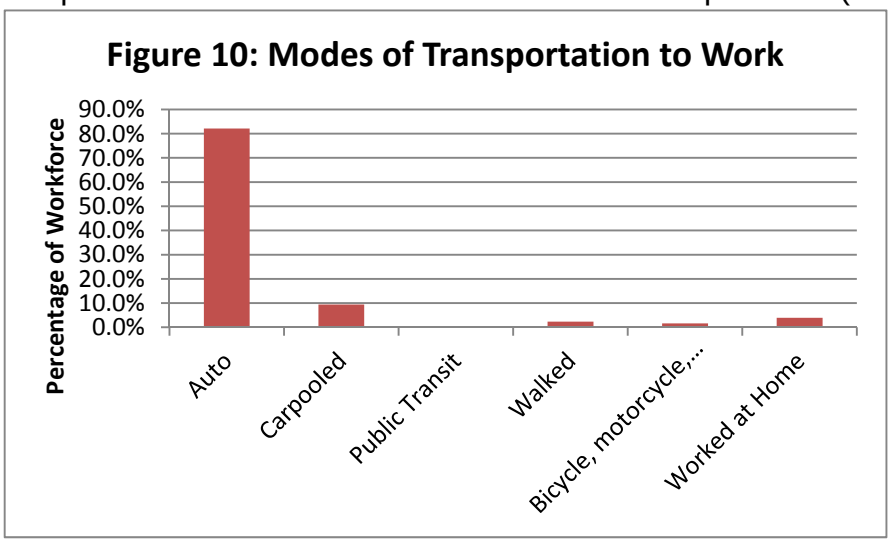
Roughly 20 percent of the County's population aged 65 and over was employed in 2010. With the recession starting in 2007, workers have been forced to continue working well past the traditional age of retirement. Poor performance of retirement programs and investments has resulted in people working longer, well into their 60's. More than 19 percent of all population over 65 in towns, villages and cities are employed (see figure 9). Towns have the highest percentage of employment with 20.5 percent of the 65 plus population employed. More than 10 percent of the population aged 65 and over are employed in all but two Towns (Berlin and Rietbrock) (see table 12). The Town of Cassel has the highest percentage of population over 65 employed, with 38.7 percent of the 65 and over population employed. At least 10 percent of all people aged 65 and over are



employed in every Village in the County. Several Towns, Villages and Cities (10 total) have more than 30 percent of their 65 and over population employed. Cities have the highest number of population 65 and over employed with 1,449 people over 65 employed. The City of Abbotsford has the lowest percent of 65 plus persons employed at 3.6 percent. As housing and transportation costs continue to increase, workers are choosing to work longer careers to help fund their retirement. As people continue to live longer lives, retirement funds are being forced to last longer to ensure that people are able to live comfortably. Studies show that work-related commutes for drivers aged 65 and older have doubled compared to 20 years ago; and 68 percent of drivers age 85 and older report driving five or more days a week. As the County continues to increase its population aged 65 and over, the County will need to accommodate the changing needs of its population. The increase in age may result in an increased demand on transit ride share programs, medical transportation, larger road markers and signs and bicycle/ walking infrastructure. The ability to reduce living and transportation costs will help reduce the need for citizens to work well into their 60's to be able to afford retirement.

## JOURNEY TO WORK

Over 82 percent of all workers drive alone to work on a daily basis. This trend is consistent throughout the County as workers in most Towns, Villages and Cities choose the personal vehicle as their main mode of transportation (see figure 10). The Town of Wausau (90.1%) and the City of Colby (90.4%) have the highest percentage of people who drive alone to work (see table 13). The Town of Holton has the highest percentage of people who carpool with over 18 percent of workers carpooling. The use of carpooling resulted in less the 60 percent of workers driving alone to work. Overall, the use of automobiles, whether alone or carpooling, is the preferred mode of transportation. The highest percentage of workers using public transit to commute to work was in the City of Abbotsford (2.8 percent). Of the 62 total municipalities, 46 of them reported 0 workers using public transportation. The Village of Fenwood reported the highest percentage of people

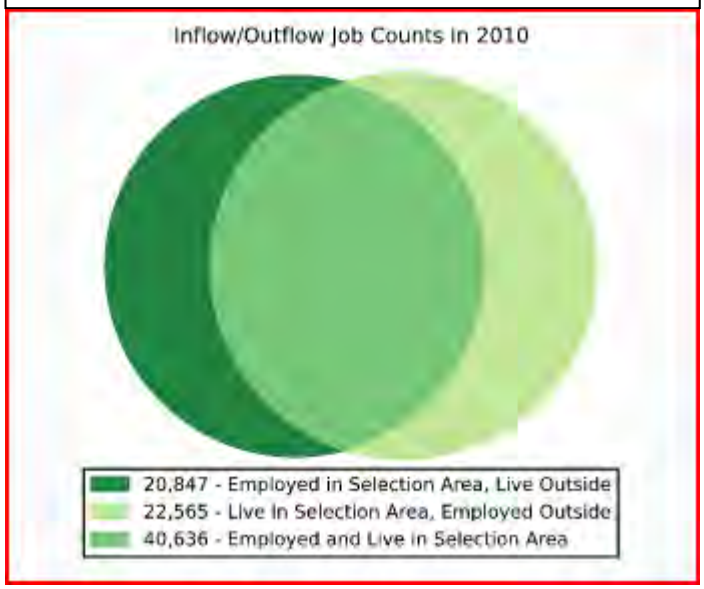


walking to work at 23.1 percent. Walking to work has become a more popular mode of transportation with several communities reporting a percentage of employees walking to work. The percentage of employees who bike to work is minimal in the County, 1.6 percent. Only public transit has a lower percentage for the County. Exactly 4 percent of employees work from a home. Overall, Towns report a higher percentage of workers working from home, but all but 4 municipalities report workers working from home. Surprisingly, with the exception of Abbotsford, Cities have a low percentage of people working from home, walking, biking and taking public transit. Like most Towns and Villages, Cities report a high percentage of workers driving alone to work. The low percentage of people using public transit may be the result of a lack of public transit options. In addition, the low percentage of people walking and biking to work could be impacted by the timing for the U.S. Census distribution. The U.S. Census is distributed at the end of March, when most people are forced to use vehicles due to weather.

## INFLOW / OUTFLOW OF WORKERS

Figure 11 shows the number of people who leave the county for work, come into the county for work, and stay in the county for work. In Marathon County, 64.3 percent of the residents (40,636 people) work in Marathon County, whereas 8.6 percent work in Wood County and 2.9 percent work in Portage County. Residents commuting outside of the County for work typically commute to surrounding counties, however 1.7 percent commute to Milwaukee County, 2.2 percent commute to Dane County and 1.7 percent commute to Brown County. (see table 14) Overall, 35.7 percent of residents travel outside of Marathon County for work. Meanwhile, 20,847 people commute from outside of Marathon County into the County for work. The net migration of workers for Marathon County is -1,718 people. Of those workers leaving the County for work, 18.5 percent are aged 55 and over (see table 15). The largest percentage of workers leaving the County (55.8%) for work is aged 30 to 54. A similar percentage of workers aged 55 and over commute into the County for work, 17.3 percent. As workers continue to age and work past the

**Figure 11: Marathon County Job Flow Characteristics**



normal retirement age of 65, the ability to drive to and from work will become more difficult. Workers will either need affordable housing options near their employment or transportation services that assist them in their daily commute. The 35.7 percent of the population that commutes outside of the County for work will require additional, more affordable transportation services. Failure to provide options and reduce costs could result in workers relocating to the surrounding Counties in an effort to lower transportation costs by living closer to their employment.

## MAJOR TRANSIT GENERATORS

Major transit generators are important in terms of land use, trip generation, increased activity, and the ability to be served by public transit. Maps x show the points of interest identified within the County. Many of these points are clustered together into what can be referred to as “activity centers” or “transit generators”. In addition, many of the major employers, healthcare facilities, and major retailers are located in the City of Wausau.
Transit generators are locations that are typically shown to generate transit trips because they are prime origins or prime destinations. There is no set formula that is used to derive a list of transit generators as the process is subjective. Transit generators generally include a wide variety of land uses including shopping, employment hubs, hospitals, education centers and major employers in the area. These are the most critical land uses for individuals who use transit.

### Major Employers

Table 16 shows the largest public and private employers in Marathon County. The most current data regarding the major employers was obtained from the Wisconsin Department of Workforce Development and the County of Marathon Metro Ride Transit Development Plan. The largest employers in Marathon County are located in the greater Wausau area, including Mosinee. A majority of the major employers are healthcare related companies like: Allergy-Clinical Immunology, Aspirus Wausau Hospital, Marshfield Clinic and North Central Healthcare. However, the major employers also include a diverse group of companies ensuring economic sustainability. Major employers include: Marathon Cheese, Eastbay Inc, Kolbe and Kolbe Milwork Co. Inc, and Greenheck Fans.

### Health Centers

Health services are very important generators as they have a lot of employees and generate a lot of visitors. As the county population continues age and the number of individuals aged 65 and over continues to increase, health centers will continue to be

major transit generators in the County. Table 17 lists the major healthcare centers in the County, a majority of which are located in the general Wausau area. The concentration of hospitals in Wausau is located in the western part of the city near Highway 51 and Highway 29. Additionally, there are major health services in the City of Marshfield located in Portage County that receives visitors from the municipalities in the Southwest region of the County.

**Major Retailers**

Major retailers are major traffic generators due to both the commerce that occurs and the number of people that they employ. Many of the major retailers shown in table 18 are located in a newer strip development outside of Wausau in Rib Mountain. Large big box retailers like Walmart, Best Buy, Michaels, and Sam's Club are located in this newer area generating a high volume of traffic to the area. The City of Wausau also has a high number of retailers that are considered high transit generators like: Home Depot, Menards, target, and Sears. Communities also include local grocery stores like Pic n' Save and IGA that receive a large number of consumers.

**Recreation**

There are two major recreational generators in Marathon County, the Granite Peak Ski area and the Nine Mile Recreation area, both located in Rib Mountain. Both areas are high traffic generators bringing visitors in the winter for downhill and cross country skiing and in the summer for hiking, mountain and road bike riding, and other outdoor activities.

## TRANSPORTATION NEEDS LISTENING SESSIONS

Transportation needs are diverse and require community-based solutions. Although some transportation needs can be understood by examining information on current service providers and other sources of demographic data, many of the needs can only be understood by hearing directly from stakeholders. In order to begin this dialogue, a series of listening sessions were held at various locations around the County in April and May of 2014. These sessions were aimed at gathering input from the general public and key stakeholders to identify needs through facilitated discussions. Participants invited to attend included transportation service providers, medical providers, assisted living managers, and social service case workers and advocates.

The listening sessions covered three basic themes:

- What is the unmet need for human services transportation within Marathon County?
- What gaps exist in human services transportation within Marathon County?
- What barriers exist to realizing an ideal human services transportation system?

A total of six public and four targeted sessions were held with over 55 people attending. The following is a compilation of needs and related comments from each session along with other comments received during the process:

### PUBLIC LISTENING SESSION 1 - STRATFORD, APRIL 9, 2014

- With the elderly and disabled, families don't know about transportation until it becomes an issue, and they don't know about their options.
- Cost per trip for private service can be prohibitive, especially when multiple trips per week are required.
- Funding available to elderly for things like transportation is minimal.
- Families need to get information on the programs, possibly from the ADRC - packet of things they need to know.
- NCHC drivers are friendly, caring and knowledgeable about how to handle the clients.
- Vehicles are well maintained.
- Need for special / social trips, including things like trips to a park or seasonally to a pumpkin patch or to view Christmas lights.

- NCHC working with residential facilities to coordinate trips on Tuesdays and Thursdays for the west side of the county has been a good scheduling tool.
- 10-12 trips a month on average from the North Side Elder Estates (15 residents).
- Education for social workers and case managers at E.R. and nursing homes, especially regarding off hours transportation.
- People don't like to ask for help.
- Getting brochures out to the clinics would be helpful. They are the ones that see who is coming in and out the clinics who need the help.
- Need to work with medical office staffs / reception on ID-ing need and reaching out with info.
- Need vehicles capable of taking wheel chairs.
- Concerns about shortage of volunteer drivers.
- Service was a lifesaver. Used the service extensively in past. Now only needs it periodically.
- Problem wanting to go somewhere not medical.

**PUBLIC LISTENING SESSION 2 - WAUSAU, APRIL 16, 2014**

- Need to create an RTA (regional transit authority) to help stabilize funding for public transportation across the area, but this requires legislative action at the state level.
- Relocated jobs program office may lose bus service.
- Need a central website guide to transportation.
- Need education component to help people understand their options.
- United Way 211 as a source of information.
- Concerns about Family Care and the way it pays for rides.
- Curb-to-curb not meeting the needs of the elderly.
- Stop at Island Place was discontinued (to meet timing for route changes).
- Some store front stops at places like Target and Pick-n-Save have switched to the street (also to meet timing for route changes) creating potentially dangerous street crossing situations.
- Need extended hours of service.
- Need routes to other areas, communities/destinations, not currently served.
- Need NCHC Saturday and Sunday service.
- Inability to get around the whole community.
- With a good bus system people can use to get where they need to go, you free up the county program to serve those that really need it.
- Transportation is a quality of life issue.

- All of the problems come from a lack of funding.

**PUBLIC LISTENING SESSION 3 - HATLEY, APRIL 16, 2014**

- Assumption by people out in the rural areas that you have to live in the city limits for any transportation services.
- Need education about the services.
  - *Get ahold of the senior centers throughout the county to let them know about the services available. Present at senior group meetings.*
  - *A newsletter explaining services to the residents of the county to explain the services that are available. And a website would be nice.*
- Need transportation for other purposes.
  - *Would be nice to have a bus to pick up seniors to take them to the Y or to the ADRC for exercise.*
  - *A good idea would be to start shopping trips or lunch trips - picking up rural people and bringing them into town to run their errands, do a lunch, or a computer class for example. 1st Tuesday of the month they have an activity and pot luck for seniors in Hatley.*
- Tax forms will no longer be available at the library. How will elderly and disabled people without computer/internet access get the forms they need in the future?
- Should have monthly (periodic) special social trips/routes by area.
- Local coffee clutch to find volunteer drivers.

**PUBLIC LISTENING SESSION 4 - MOSINEE, APRIL 23, 2014**

- Uses the program to get to medical appointments because she doesn't drive.
- Started using the program for visits when husband was ill at a long term care facility in Wausau.
- Users don't always want to be an inconvenience to friends and family for rides.
- Need to get information out to families supporting elderly or disabled members.
- All the drivers are nice and do a good job.
- It would be nice to have transportation for other purposes like shopping trips to department stores, not just grocery shopping, beauty appointments or visiting someone in the hospital or nursing home.
- There really isn’t a need for evening hours for older people.
- First Friday of month, Progressive Travel does a trip to Walmart and other stores, sponsored by area churches with $5 co-pay per person. Pick up is at Acorn Hills. Typically about 15 people ride.

**PUBLIC LISTENING SESSION 5 - ATHENS, APRIL 30, 2014**

- Cost, especially beyond the 15 mile tier, can be a lot for some.
- Church is covering quite a few rides.
- Perception around area is that you wouldn't drive all the way from Wausau out here, it shouldn't cost any money, and we'll make do.
- Need to get awareness out in the rural areas of the county of the programs that are available and how they work.
- Better coordination with the VA for scheduling of appointments that better acknowledge travel distance and times.
- We should put program information (e.g.: contact numbers) in the towns' newsletters.
- Hospital discharges are a big problem.
  - *People are able to get to the hospital in an emergency, however, when it is time for them to go home after they have been attended to, they don't have a way back.*

**PUBLIC LISTENING SESSION 6 - WAUSAU, MAY 7, 2014**

- Significant challenges with the current transit system, especially for the homeless or impoverished, include the limited hours and the limited geographic reach.
- Need RTA (Regional Transit Authority) to provide an area-wide funding mechanism to allow for expansion of both hours of service and service area. Requires legislative action at the state level.
- Lack of resources: Additional funding is necessary to provide any expansion of service, however, current budget climate has resulted in a decrease in transit funding.
- If MetroRide continues to shrink, that would put more pressure on the County Program to provide rides.
- The County Program is more limited in the types of rides it can provide.
- More and more individuals with needs are going to the IRIS program which is an alternate to Family Care / Community Care of Central WI.
- Ideal system: serves everybody.
- Aging population.
- Lack of public transportation impacts people's decision to move here.
- Gap in transportation for employment purposes.
- Public education: where do we find information on the services and programs.

- Need a variety of service types to meet the individual needs.
- Hope that this study will be something other groups can use (in addition to Life Report and 211 data).
- There is more to life than doctor appointments and physical therapy.
- No service to Farmer's Market on Saturday (Quality of life issue - access to healthy food).
- Lack of program coordination or communication by new state programs (Family Care, IRIS, Transportation Brokerage) with each other or local providers. Makes navigating the various programs a problem.
- Teasing on public transportation stresses special needs riders.
- Need to keep what we have now.
- Need to provide social trips - Quality of life.
- New Bridge Community Clinic location funding based in part on availability of transit service.
- Lack of transportation access hampers public involvement.

## PUBLIC LISTENING SESSION - EXIT SURVEY

All attendees of the public listening sessions received an exit survey form as they entered the meeting room. A total of 16 surveys were tabulated for this section. Seven respondents reported using a combination of specialized transportation and other means while six indicated they only use means other than the specialized transportation services. Only one respondent noted using specialized transportation exclusively.

The survey asked respondents to rate a series of factors on a one (not important) to ten (very important) scale as to how important that factor is in their use of the County's specialized transportation services. The factors are listed in rank order based on average score, as follows:

| | *Factor* | *Ave. Score* |
|---|---|---|
| 1. | Feeling safe | 9.44 |
| 2. | On-time arrival | 8.88 |
| 3. | Hours of service | 8.44 |
| 4. | Cost | 8.38 |
| 5. | Professionalism of Driver | 8.19 |
| 6. | Monday thru Friday service | 8.13 |
| 7. | Customer service | 7.44 |
| 8. | Wait time for pickup | 7.25 |
| 9. | Cleanliness of vehicle | 7.06 |
| 10. | Accessibility (ramps/lifts) | 6.75 |

| | |
|---|---|
| 11. Travel time | 6.50 |
| 12. Saturday service | 6.44 |
| 13. Comfort level | 6.12 |
| 14. Sunday service | 4.56 |

The respondents felt that all the factors were important with the possible exception of "Sunday Service" which fell just slightly more to the "not-important" side. "Feeling Safe" was identified as the most important factor; followed closely by "On-Time Arrival". Hours of Service, Cost, Professionalism of Driver, and Monday thru Friday Service also ranked toward the "very-important" end of the scale.

From the responses to the exit survey questions, a number of transportation needs were identified. The following is a consolidated list of the needs and significant comments expressed:

- Problem = Area Served.
  - *Lack of service throughout the community.*
  - *On this end of the County (Athens area) there is little available and the cost is prohibitive.*
  - *Need to serve the remote areas of the County at an affordable price.*
  - *Going out to Rib Mountain (5 respondents).*
  - *Ross Ave. and East of Camp Phillips Rd in Weston.*
  - *Northern Valley Industries.*
  - *Industrial areas for job access.*
  - *The buses don't go past 28th Ave. in Wausau.*
  - *Movie theater, YMCA in Weston, gyms in eastern Wausau.*
- Problem = Hours of operation (3 respondents).
  - *Have the buses run later.*
  - *Sometimes my appointments are in different towns/clinics and that bus goes only certain times, and I really don't want to stay in that area all day.*
  - *Need Saturday bus service.*
- Problem = funding for public/specialized transportation.
- Our granddaughter (has cerebral palsy) lives with us between Edgar and Marathon. She could have done a workshop in Marshfield, but we could not find transportation. The MC van service would have charged $150/day, can't afford that!
  - *She now attends adult day services at NCHC. Her ride is from COHO 2x/wk. The money comes from her IRIS program which has been cut.*
  - *She goes to respite care in Mosinee, which we have to take her to (and back) because we can't find transportation.*

- Abby Vans and a few others were bad about times and not knowing directions. COHO and NC Health Care vans were very good, dependable. A lot of them won't come out this far.
- I can't drive, so arranging transportation is an issue.
- Need education to the community and a database of services / how you apply for services.
- Need coordination of services: MetroRide, County, private, Faith In Action.
- Problem = Getting to a pick up site.
- Problem = Having to walk across the parking lot (from bus stop) to get to offices and stores.
- Lack of consistency, stability, certainty in the transportation system.
- Need service for disabled for jobs.
- What specialized transportation? We have that?
- Problem = Getting people in & out of vehicle and getting them into building without falling.
- Marathon County drivers should call to say that they are on the way.
- Need (for social trips) i.e.: visiting someone at hospital or nursing homes.

## OTHER PUBLIC COMMENT

In addition to comments collected through the listening sessions and surveys, all meeting notices and information provided the option of giving input via telephone, email or US Mail. A few residents choose this option, and their comments are summarized below.

### Area Resident - Via Telephone 4/30/14

One area resident called County Planning Department Staff to talk about the Program. She said she is elderly and doesn't like to drive. Her family drives her where she needs to go. She stated she did not know about the transportation services available in outlying parts of the County.

### Town Chairperson - Via Telephone 5/5/14

A Town Chair from an outlying part of the County called County Planning Department Staff after learning of the Study at a Towns Association Meeting. She said that she is aware of area churches providing rides. She also stated that she has never had someone contact her about needing transportation.

**Wausau Resident - US Mail Recieved on 3/31/14**

The County Planning Department received written comment from a city resident, as follows:

*"I do not know if I can attend any meetings, but I've often had an idea to help all citizens be more comfortable and/or informed about our public transportation:*

*1. A small plaque at each waiting sign to state approximate time bus will arrive. I've seen this in other cities.*

*2. A small bench (not expensive), a simple leopold bench that perhaps Boy Scouts could take on and build as a community project. Local merchants could use them as an advertising opportunity.*

*The bench across from 500 Grand Ave was a good idea."*

**Wausau Resident - US Mail Received on 4/18/14**

The County Planning Department received written comment from a city resident, as follows:

*"Wausau considers Weston, Rib Mountain, Schofield and Rothschild part of their city, but buses don't go to towns, well not to Rib Mountain or Rothschild. They don't even go to 78th Street. Here in Wausau, I can't get a job because I don't drive. Yet if 78th Street (business) is part of Wausau, what's up with that?*

*I feel like I'm back in Chicago, yet at least they went out as far as Bloomington, 20+ miles outside of the city.*

*In Minnesota, buses run 24/7 - 7 days a week and also go outside the city to the town of Andover. My question is if Wausau is a city, why can't they go out further?"*

**Area Resident - Email Received on 5/7/14**

The County Planning Department received an audio file via email from an area resident. Her comments are paraphrased as follows:

*"I am a former bus user before it went down. I fought to keep the service, limited as it was. Without the bus, you feel isolated. You can't get around. You have to ask friend and neighbors. Cabs get expensive. The bus is used for work, shopping, social like meeting friends, appointments, school, errands like going to the bank."*

**STAKEHOLDER LISTENING SESSION 1 - RESIDENTIAL FACILITIES, MAY 14, 2014**

- Need options for social trips for residents.
- Change in Family Care no longer providing additional funding for transportation.

- Small residential facilities struggling to provide transportation for residents under Family Care.
- Border crossing issues.
- Distance is a barrier for facilities in the "outer reaches" of the county.
- Didn't know transportation services were available outside the city area.
- Federal program rules hinder coordination.
- Even within the same (residential facility) differences in doctors, appointment locations and waiting time make it difficult to coordinate.
- Vehicle maintenance issues - especially with the modern lifts.
- Clients want it convenient and low cost.
- Slow internet service in rural areas makes use of computers for program information problematic.
- An annual mailing about program availability, costs, etc would be a good / preferred way to keep facility managers informed about program availability and use.
- Get more educational resources, "put route planners", out where the elderly and disabled community frequent like churches and community centers.

**STAKEHOLDER SESSION 2 - TRANSPORTATION PROVIDERS, MAY 15, 2014**

- Lamers has a wide variety of accessible vehicle types available and will charter for day trips across town as well as longer distances. They also have a scheduled intercity route from Wausau with connections to Stevens Point, Waupaca, Appleton, Oshkosh, Fond du lac, Milwaukee and Milwaukee Airport using fully wheelchair accessible coaches.
- COHO Transportation provides a range of specialized service with wheel chair accessible vehicles throughout the County. They have recently added a cot capable vehicle and have contacts with area hospitals and nursing homes. Limited afterhours discharge service. Weekend operations.
- People in need of these specialized services often don't have the money. They will miss appointments and go without stuff.
- Liability issues and insurance limits what we can do.
- Medicaid reimbursement rates are 20 years old and very low. A transportation service would go out of business very quickly if they only did Medicaid rate.
- Grant vehicles are getting worse in quality and resulting maintenance burden.
- Lift maintenance is very specialized and poses difficult logistics for operators. No certified repair in the immediate area. Closest is Stevens Point.
- Wheelchair size issues.

- Big challenge is lack of money to buy vehicles. Federal funding has been in decline and those funds have been parsed into smaller, special purpose pots. This lack of capital to buy new vehicles is causing the used vehicle market to dry up, so that suitable replacement vehicles are difficult to find. Systems are having to run their existing vehicles longer than in the past. Concern there may not be enough vehicles next year to fully operate the system as currently designed.
- General public lacks understanding of the financial and operational realities of transportation service.
- Geography barrier. For example, Metroride is municipally owned, so municipal borders matter. But people tend to travel regionally based on destinations not boundaries. But the service is a municipal entity not regional.
- The "unloaded miles" (ie the miles driven by a service based in Wausau to pick up a person living in Stratford, for example, and the miles to get back to Wausau after dropping the person back at their Stratford home) issue. So, for some people out in the rural area, without a local provider it is sometimes going to be hard to get a ride.
- On the Medicaid/MA side with Family Care, DHS and MTM, there is no coordination to pick up multiple load trips. This is an issue for both the public and private providers.
- Coordination and communication.
- The disconnect is with the state. The state brokerage system was started and the existing coordination that had developed over time fell apart.
- The model of keeping people in their homes requires transportation. To "solve" that problem the state chose this broker system where there is no coordination. This has caused providers to go out of business and existing coordination model to be dismantled. So, there are fewer options, less coordination and fewer providers to coordinate with.
- It may be possible to revive coordination at the local level / county-wide level (not likely at the state). Agencies (providers, advocates, and case workers) would have to get more involved.
- Information transfer: There is no point person for transportation.
- Levy limits.
- At the local level, regional buy-in by surrounding communities is needed.
- Problem with the medical facilities, nursing homes, etc., not knowing how the transportation system works.
- How do you get the word out regarding services? Newspaper ads are expensive and many in the client base does not have or want computers.
- People want to have fun, go somewhere and do something, but discretionary, social activity is totally nonexistent.
- Baby boomers are going to burden the system even more.

- Not enough resources to provide needed service. Just providing minimum services.
- Perceived gaps: funding, geography, politics, level of assistance to passengers.
- More facilities are starting to add their own vehicles in the face of diminishing public services and expectations of transportation as part of their Family Care package.
- Complaints: Wait time, not enough service - hours, destinations, and travel assistance.
- Providers accommodating the vast majority of ride requests. Reasons for service denial include: short time factors, request for same day service, need for service is not as represented and cannot be met - client's mental capabilities, medical conditions or physical limitations (e.g.: cot is needed while provider was told client can ride in wheel chair). MA paperwork not in order, and wheelchair dimensions/weight.
- Need to have enough revenue to cover expenses and reverse the diminishing of services in order to sustain the system.

**STAKEHOLDER LISTENING SESSION 3 - MEDICAL FACILITIES, MAY 20, 2014**

- Cancer treatment: the commitment to come to the clinic every day for a number of weeks is the biggest challenge
- Bridge Community Health Clinic serves around 7,000 patients per year. A significant number of these patients are elderly and disabled (high % MA). They are one of the few facilities that offer Medicaid dental. They project a doubling of annual patients (to about 14,000) with an expansion of services. Getting patients to their appointments is a challenge.
- Concern about potential loss of Weston bus line serving their new clinic site. Federal reg's require that their facilities have some sort of on-going transportation system to provide patients with a reliable and safe way to get to the clinic. Without the Weston route, Bridge will have some financial difficulties providing alternative transportation.
- Case managers at St. Claire's Hospital have an active role in transportation planning for patients, especially for discharge.
- People that fall between the gaps in qualifying for programs such as MA, but don't have a lot of money, may find it difficult to afford transportation to appointments and choose not to keep those appointments because they can't afford it. Particularly in the case of an extended term treatment...$12/day for 30 days, for example...can become a financial burden.

- Would it be possible to review the program criteria to include consideration of a gap in affordability for some clients?
- Everyday consistency in transportation is a factor especially with extended treatment terms.
- Need for transportation services to handle after-hours and week end discharge.
- Case managers (of various levels) don't really know the services that are available and what might work best for each client/patient.
- United Way 211 holds quarterly interagency meetings which may be a good way to provide a session with information on what's available.
- A website for the case manager / professional level versus the client level could be a tool of significant benefit in assisting clients with transportation issues.
- Need a brochure to hand out to clients to give them a tool to help them take charge of their own situation.
- Discount rates for multiple appointment clients would be beneficial.

**STAKEHOLDER SESSION 4 - ADVOCACY & CASE WORK GROUP, MAY 22, 2014**

- Many clients do not have the funds to have transportation or even for bus fare.
- Transportation is a daily living need - for service provision if they have to go from one service to another. Many don't have the resources to support transportation. Often their residence and/or place of employment is not on a bus line don't have a car or a lot of resources
- Don't have / can't get a driver's license and have no means to support a car or other transportation. However, places of employment for these people are often in the industrial park, Cedar Creek, Rib Mountain and other surrounding places.
- Need transportation for daily living: banking, library, shopping, getting around town, etc.
- Some private residential care facilities provide their own transportation services. For example, Marathon Residential & Counseling Services has its own vehicle and has a staff person tied up 5.5 hours per day just doing employment transportation getting residents to and from work. They also provide medical, social, shopping, grocery runs, etc. While it is more cost effective to run their own vehicle, they also have staffing issues and feel that tying up so much time in transportation may not be the best use of that staff.
- Gaps in areas served and hours of service: 2nd shift, 3rd shift, weekends.
- The bus does not run the hours that are needed, especially after hours and weekends.
- Areas outside the Metro Area are even harder to find help in transportation. There isn't anything out in the rural areas.

- Other agencies and organizations have supported volunteer driver programs, but the pool of drivers has dried up. In addition, the Marathon County Transportation Program manager reports no new volunteers added to its pool in over 9 months. Fuel costs and liability (insurance) are likely factors.
- In some instances, caseworkers are giving money out of their own pockets for clients to purchase gas.
- There is an emerging sense that transportation has transcended beyond being an issue or concern to "we've got some serious transportation problems."
- The issue of transportation seems to come up at every agency or organization meeting.
- Need a group that gets together on a regular basis like a transportation coalition or taskforce to address these issues.
- Most common complaints from clients include lack of service on weekends, bus routes don't reach further out, and cost.
- Concern about elderly (wheel chair / walker) getting to bus stops on busy streets; often trying to cross in areas without lights or inclement weather/winter.

## STAKEHOLDER LISTENING SESSION FOLLOW-UP SURVEY

Following the meetings, in late May 2014, surveys were distributed to the residential facility and medical facility group lists to supplement light meeting attendance. Advocacy/Case Work and Provider groups were addressed through interviews, see below. Approximately 59 survey forms were sent out with 10 returned. See Appendix for full tabulated results.

From the responses to the stakeholder survey questions, a number of transportation needs were identified. The following is a consolidated list of the needs and significant comments expressed:

- Residential facility clients on the western/southwestern area of Marathon County need to go to Marshfield for work and clinics.
- "Clients use cab service and we supply our own vehicle - we pay for the cab service daily."
- Cost is a problematic factor / barrier for clients.
- Pick up 1 hour before appt. Sometimes - 30 min. window for pickup - 5 min. waiting for ride home before abandoned by transport company.
- Low income - Private pay-one way within 10 mile radius = $50-$75. CCCW members get $100.00/month for all incidentals including personal care products.
- Opportunities for social events are limited by limited affordable transportation.

- We do not use the services - did not know about them.
- Service gaps: Weekends - later evening apt. Cot-transports. Transport back from ER.
- Wait times. Long waits for return ride.
- Need short notice transportation.
- Advertising / promoting transportation program suggestions: Information & in-services to hospital social workers and case managers. Flyers in elderly housing phonebook. Churches, recreational centers, medical facilities. Cards they can put in there wallet with phone #s and information. Mailings, senior review, and newspaper.

## STAKEHOLDER INTERVIEWS

Individuals representing key stakeholder groups or agencies not reached through the listening sessions or the surveys were targeted for one-on-one personal interviews / discussions in late July, 2014. From the responses to the stakeholder interview questions, a number of transportation needs were identified. The following is a consolidated list of the needs and significant comments expressed:

- Has heard that MTM has a difficult time due to a lack of providers / gap providers.
- Adult day centers are having difficulty finding transportation for clients.
- Client survey shows that transportation is high on the needs list.
- Find that transportation to medical and directed care are better met than social - church, cards, etc. especially for the disabled.
- Transportation is a significant issue out in the rural area - can't get into town.
- Scheduling, frequency, evening and weekends are all problems.
- The system is complicated.
- Rural area residents are not taking advantage of the service - don't understand or have the information.
- The outpatient facility in Wausau has cut down on the need to travel for veterans, but adding a second van would facilitate and eliminate conflict areas.
- Most clients have no ability to pay for transportation.
- The language barrier is probably the main reason elderly Hmong do not utilize the system. Family is a main source of rides for these people.
- A lot of people ride the bus to our facility.
- Hear concerns about service stopping at 5:30, no service to Rib Mountain or industrial park (for jobs).

## OTHER STAKEHOLDER COMMENT

In addition to comments collected through the stakeholder meetings and surveys, all meeting notices and information provided the option of giving input via telephone, email or US Mail. A few stakeholders choose this option, and their comments are summarized below.

### Assisted Living Manager - Via Telephone 5/14/14

A nursing home manager in Weston called the NCWRPC to provide comment for the study when she couldn't attend the stakeholder meeting. She noted that they provide transportation for regular medical appointments. What they need is transportation for residents on Community Care with no family for things like shopping and other basic living needs.

### Assisted Living Manager - Email Received on 5/14/14

The NCWRPC received email comment from a nursing home manager in Wausau, as follows:

*"I was hoping to make it to the meeting today, I did have something come up last minute, and I am unable to attend today. I would like some information about what was talked about in the meeting if at all possible. I do know that Marathon County does need a better form of transportation for our elderly population. MetroRide is not always the best route to go due to time constraints on their end. Thank you."*

### Area Transportation Provider - Email Received on 6/5/14

The NCWRPC received email comment from a transportation program manager in a neighboring county, as follows:

*"Thank you for the invitation to the provider's meeting for transportation.*

*Based in Wood County, we do very little transportation service in you county (medical trips from Wood County and return), however, there are issues each county have in common. The majority of our service is for medical appointments, and we provide service to all population segments.*

*The number one issue for all providers has been reimbursement rates. For Medicaid, they have not changed since 1987. Had DHS increased the base rate per trip $3.00 and forced the client to pay the co-pay, the system would have continued to work quite efficiently. The Counties were operating transportation needs and funding very effectively.*

*DHS's inability to monitor and understand transportation put increased pressure on DOT by shifting trips and cost to them and took responsibility from the Counties.*

*We operate the shared-ride taxi program in Wis. Rapids, and along with Wood County, we have worked hard to find different ways of coordinating transportation services without duplicating services or taking service away. If either company or Wood County would eliminate service, the others could not cover the service lost.*

*DHS has created a competitive market, not only between transportation providers, but between their own programs (IRIS, Family Care, MTM), that has created a loss of providers, and the DHS programs are creating bidding wars. It used to be that transportation providers had their own areas they covered and had a gentlemen's agreement not to cross boundaries whenever possible. Everyone stayed busy and clients received safe, friendly and reliable service. If we needed assistance, other providers were there to help. In fact, it was not profitable to travel to other areas, since reimbursements did not include unloaded mileage. Now, there are companies (new and old), running all over, taking business from good providers, with no guarantee of service or safety to the client. Taxi services are transporting clients with needs greater that a taxi can assist with, and the volunteer programs are being reduced or eliminated.*

*I have 3 other companies in my county, transporting clients we had taken for years. If MTM does not provide us with more trips, we will consider stopping service. Who would then do the Nursing Home and Family Care clients? DHS refuses to increase reimbursements. These other companies are in the area because their bids are lower. Their bids are lower because they have none of the training and safety requirements and expense that Specialized Medical Vehicle providers have to perform.*

*If the playing field can be equal and fair for all providers, it will be easier to identify the better providers, and service will be more efficient. I would like to see all providers, private and public, improve coordination and the Counties need the responsibility for transportation returned to them. And, of course, the funding for public transportation and reimbursement rates for Medicaid clients must be increased.*

*I hope some of the comments I have mentioned help and I hope more providers will show interest and get involved.*

*Good luck.*"

**Regional Community Transportation Coalition - Meeting on 4/11/14**

Representatives of the Regional Community Transportation Coalition met with project Staff to talk about the Needs Assessment. The group received a briefing on the scope of the project and provided some background on the formation of the group and its efforts related to the bus service in Weston. Key comments from the meeting are as follows:

*"When the County is looking at the Metro area, it just seems they need to consider how a solid public transportation system can meet the needs of a considerable number of the elderly/disabled population, which in turn, opens up resources, allowing the County to meet even more people's needs. If they are looking to the future of needs versus services available, it seems it would be self-defeating to not take into consideration the impact and supporting service that public transit / paratransit can provide. In other words, imagine what a powerful statement it would be if the County, in their assessment project, recognized and acknowledged the role of public transit in meeting the need of this specific population of people in the Metro area. If public transit 'fails' in the Metro area (and we're very concerned that within the next few years it could) that will put tremendous pressure/demand on other transit resources for the elderly/disabled; namely the County! So, it's important to be considering the whole picture and not just the County's part."*

## RIDER SURVEY

Surveys were distributed to riders of Metro Ride Paratransit and the Marathon County Transportation System during the first two weeks of June. It makes sense to ask the users of the system what they see as the unmet need. Approximately 210 survey forms were given out with 90 returned. See Appendix for full tabulated results.

Medical visits dominate the trip purpose, but respondents report some use of the system for other purposes. About half of respondents do not have a valid driver's license or access to a vehicle. Metro Ride users are less likely than Marathon County riders to have a license or vehicle. Most riders report themselves as retired and use MCTP 1.4 times per week on average while Metro Ride users average 2 rides per week. Individual utilization of the system ranges from once per month to 5 times per week.

From the responses to the rider survey questions, a number of transportation needs were identified. The following is a consolidated list of the needs and significant comments expressed:

- Most report no problems getting a ride when they need it. However, 10% report weekends and early evening/nights as times that they sometimes need a ride, but cannot get one. There were a few references to visiting friends at night and sometimes needing to use a taxicab to do that. Other issues related to not being able to get a ride include: not allowing 48 hours; unexpected medical visits; seats filled; and one person stated that their wheelchair sometimes interferes with

being able to get a ride. A respondent noted that, "Yes, usually can't get a ride - only for medical visits. Want to visit wife and go to church more often."

- Rib Mountain was the most requested destination (15%). Other destinations requested include: shopping, hair appointments, bank, church, social events/visits like nursing home ("mom is in one") and 400 Block events, Weston, Kronenwetter Clinic, Carmelo's, 2510, Cedar Creek Cinema, and Farmer's Market.
- The question about problems faced when using specialized transportation yielded a wide array of responses, however most reported no problems. Significant problems noted include: wheelchairs, "trying to get out of the van", "not knowing what time to tell them to pick me up", "need help getting down the driveway and into the van", weather, scheduling on short notice, showing up late, wait time, where they stop for pick-ups in the summer it isn't bad but in the winter it isn't so good, concern regarding appointments running long - beyond the transportation hours of operation and/or resulting in a "no-show", don't always know need for ride in time to call-in the day before, and having drivers cooperate with their schedule.
- Changes to the program that riders would consider making include: additional services; wider area coverage; weekend service; scheduling - one day call ahead (rather than 2) and same day / short notice / emergency rides; including social trips (church, restaurants, other shopping - beyond Wal-Mart, downtown, visiting - rec. center or nursing homes; better pick-up locations; improved communication: "a call would be nice if they are going to be late or not show up"; choice of providers; pick-up times less than 45 minutes.

# ASSESSMENT OF TRANSPORTATION NEEDS

Based on a review of available data and the input collected from the public and various stakeholders during this study, we find that the need for rides, in terms of quantity - the number of rides provided by all service providers within Marathon County, is being met fairly well. Under the parameters of the program currently in place (trip purpose limited to medical, nutrition and employment and hours of operation), it appears that it is meeting the needs of the people that need a ride.

However, there is the impression that there is a segment of the population that is not aware of the services available, particularly in the rural areas of the County. The exact size of this group is difficult to estimate. Many of these people are likely getting the rides they need from some other source, be it family, friends, church or other means. It

is also likely that there are people out there with no way to get where they need to go. The only way to help them is to get the information on the program to them. Therefore, the primary need is Information and Education.

In addition, there were a number of qualitative areas where service is not meeting the need. This includes factors such as cost, type of trip, hours of operation, and areas served.

The input received from the listening sessions, surveys and other submitted comments was analyzed for common themes recurring across multiple entries to ensure they do not reflect isolated issues rather than broad system issues. The following is a consolidated list of the needs identified.

- Information and education and about the County's elderly and disabled transportation program and other options available

It was identified that many elderly and disabled and their families or caregivers that support them don't know about transportation until it becomes an issue, and they don't know about their options. Several at the sessions stated they did not know about the services available. So, there is a need to get information on the programs out to these people.

In addition, education for social workers and case managers at area ERs and nursing homes was identified, especially regarding off hours transportation. Case managers (of various levels) don't really know the services that are available and what might work best for each client/patient.

Another issue that needs to be address through information and education is an assumption by people out in the rural areas that you have to live in the city limits for any transportation services. So, there is a need to build awareness out in the rural areas of the County of the programs that are available and how they work.

- Address the issue of cost

Cost per trip can be prohibitive, especially beyond the 15 mile tier or when multiple trips per week are required. People in need of these specialized services often don't have the money. They will miss appointments and go without stuff.

Due to the size of Marathon County, the mileage cost for some trips can get significant. A couple in Edgar relayed their story about their granddaughter with cerebral palsy who

could have gone to a workshop in Marshfield, but they could not find affordable transportation. They stated the Marathon County service would have been $150/day, which they could not afford.

People that fall between the gaps in qualifying for programs such as MA, but don't have a lot of money, may find it difficult to afford transportation to appointments and choose not to keep those appointments because they can't afford it. Particularly in the case of an extended term treatment...$12/day for 30 days, for example...can become a financial burden.

- Expand allowable trip purposes

There was a lot of discussion about the need to provide for trip purposes beyond the current criteria of medical, nutritional and employment. There are limited transportation options for social trips and daily living needs. This was frequently referred to as a quality of life issue. Beauty appointments, shopping other than grocery and visiting loved ones in hospital or nursing home were mostly commonly mentioned.

- Extend hours of operation

Another frequently cited need is for evening and weekend service. Activities, appointments, employment, etc can extend to after-hours periods and weekends when rides are not available. Transportation for Sunday church services was identified as a need in a number of sessions. The issue of after-hours hospital discharge was discussed extensively.

- Extend service to areas / destinations not currently served

Rib Mountain was most frequently cited with its variety of shopping, services and employment opportunity. Significant challenges exist with the current transit system, especially for the homeless or impoverished, including the limited geographic reach.

- Stabilize transit system funding

Need to help stabilize funding for public transportation across the area. Creation of an RTA (regional transit authority) is suggested as one potential solution but requires action at the state level. Additional funding is necessary to provide any expansion of service, however, the current budget climate has resulted in a decrease in transit funding. If MetroRide continues to shrink, that would put more pressure on the County Program to provide rides.

- Revive coordination efforts

The state brokerage system was started and the existing coordination that had developed over time fell apart. The model of keeping people in their homes requires transportation. To "solve" that problem the state chose this broker system where there is no coordination. This has caused providers to go out of business and existing coordination model to be dismantled. So, there are fewer options, less coordination and fewer providers to coordinate with. It may be possible to revive coordination at the local level / county-wide level (not likely at the state). Agencies (providers, advocates, and case workers) would have to get more involved.

- Address quality of service issues

There is anecdotal evidence of poor service to Marathon County elderly and disabled residents by some service providers under Family Care and the MA Brokerage. Although Marathon County, specifically, does not participate in these programs, the County might want to consider investigating the impact any service deficiencies may be having on its vulnerable populations.

- Consider short notice transportation options

There was some discussion pertaining to the need for same-day / short notice transportation for unexpected situations.

- Volunteer Drivers

There is some concern that the volunteer driver pool may be drying up. A decrease in the number of available volunteer drivers would seriously impact the County's ability to provide rides at the current level, not to mention providing for any growth.

# IMPLEMENTATION OPTIONS FOR TCC CONSIDERATION

With the reality of limited resources, it is not possible to meet all needs all of the time, a range of strategies were identified as candidates for consideration by the TCC.

**1. Information and Education**

During the listening sessions, it became very apparent that the Marathon County Transportation Program needs an education component to help potential users understand their options. One of the primary reasons that a need for a ride goes unsatisfied is not that service in unavailable, but that the individual in need of the ride is either unaware of the services that are available or is misinformed about the availability of service. To address this situation, recommendations are provided in three areas for consideration by the TCC:

- Website and Guide(s)
- Travel Trainer Programs
- Other Options

**A. Develop Marathon County Transportation Program Website and Guides**

Most of the county transportation programs reviewed have detailed websites, service guides and brochures. The TCC should consider the development and maintenance of a website, Facebook page, guide and brochure for the transportation program. Although there will be individuals within the elderly and disabled communities that do not use the internet for various reasons, many are tech savvy. In addition, these tools would be useful to families and caregivers that are supporting someone who is elderly or disabled as well as professionals such as case managers and social workers assisting these persons. See Appendix for examples.

The hosting and maintenance of a website or other web based applications were identified as potential roadblocks to implementation. As a County service and function, it makes sense that the website be integrated within Marathon County's overall suite of webpages. Responsibility for maintenance could fall within the parameters of the administration of the 85.21 program through Marathon County CPZ, possibly assigned to the newly created assistant transportation planner position.

### B. Establish Travel Trainer and Transportation Ambassador Programs

A common barrier for elderly and disabled in utilizing public transportation options is uncertainty and fear of trying something new. Having someone who can show them how the system works and walk them through the process can help them cross the barrier and use the system to get the transportation they need. Portage County has had a successful travel trainer program for a number of years.

The County should consider implementation of Travel Trainer and Transportation Ambassador Programs. A full-time Travel Trainer would act as a hands-on travel advisor to train seniors and disabled persons to use the transportation services. This position could wear other hats as well, such as lead marketer, local contact for provider liaison, liaison with special groups serving the elderly and disabled, liaison between county and municipal concerns, liaison with major employers, liaison with adjoining counties, liaison with faith-based services, liaison with the medical and education communities. The cost of the position could be paid in part with 5310 funds as long as it is contained in the local coordination plan and the proposed project meets all the other eligibility requirements.

Transportation Ambassadors generally are volunteer positions with local, knowledgeable transit users filling the roles. Typically, the ambassadors are rewarded with small tokens of appreciation such as free bus passes. If they are asked to perform broader duties such as accompanying users on a regular basis, then some modest payment may need to be provided.

### C. Consider Other Options Identified in the Listening Sessions and Surveys.

Need to get awareness out in the rural areas of the county of the programs that are available and how they work. One suggestion was to get more educational resources out where the elderly and disabled frequent like churches and community/senior centers.

Education for social workers and case managers at hospitals, clinics and nursing homes might include brochures and in-services. An annual mailing about program availability, costs, etc to keep facility managers informed about program availability and use was suggested.

Other suggestions for information and education from the listening sessions included: Present at senior group meetings. Get families information on the programs, possibly

through the ADRC as part of a packet of things they need to know. A newsletter sent to the residents of the county to explain the services that are available. Flyers put in elderly housing phonebook. Cards they can put in there wallet with phone #s and information. Putting program information in the Senior Review, area newspapers and town newsletters.

United Way 211 was identified as a source of information. The United Way holds quarterly interagency meetings which may be a good opportunity to provide a session with information on what's available.

**2. Create an Identity for the Marathon County Transportation Program**

Another thing that stood out in the listening sessions and surveys was that many people appeared to confuse MCTP service with one or more other providers. The stories being relayed were often bad experiences. Some providers do not provide the same quality of service as Marathon County, and the County should look to distinguish itself from these other providers.

A logo should be created to help establish this identity. This could be as simple as adding the words: "Transportation Program" to the existing Marathon County Central Time clock logo and affixing it to the side of the program vehicles, and to the brochures, letterhead, etc. used by the program.

Another option would be to go through a comprehensive branding exercise similar to when Metroride transitioned from WATS to reflect a more regional image. A professional marketing firm was retained and an extensive marketing campaign was undertaken to promote the new name.

Marketing of transportation services is not essential to branding the system. However, there are many low to moderate cost strategies that can be tried across the county. Public gathering spaces should always have information on how potential customers can access transportation resources. Agency mailings and websites should spread the word on available services. The county-wide directories on available services need to be kept current and should be widely distributed to agencies, employers and the media. As resources permit, more direct marketing efforts could be engaged through printed and electronic media. Also, direct outreach programs to special groups and at local events can be implemented.

### 3. Address the Issue of Cost

Affordability was an issue identified and discussed in many of the sessions and surveys. Funding available to many elderly and disabled for things like transportation is limited. Cost, especially beyond the 15 mile tier, can be a lot for some. Or if a condition such as cancer or dialysis requires multiple trips per month or week, the cost can quickly become very significant. Cost per trip for private service can be prohibitive. Some participants asked if it would be possible to review the program criteria to include consideration of a gap in affordability for some clients.

The TCC should revisit the current cost share structure. How was it established? Why are the levels where they are at? What are other counties doing? Things to consider include implementation of a zone based cost share instead of mileage based. LaCrosse County is an example. A hardship waiver of some type is another possibility. Criteria for determining hardship would have to be established or possible use of a hardship designation made by some other program or agency. Note that hardship waivers do not appear to be common in Wisconsin county transportation programs outside of Veteran's transportation assistance programs. Another option would be to establish a discount or cap on fees in cases where multiple appointments are required.

### 4. Expand Allowable Trip Purposes

The County Program is currently limited in the types of rides it can provide. There is a significant need for transportation for other purposes. The TCC should consider whether it wants to open the program to some form of social trip. This may exhaust available funds, but would allow some people to take some of these needed trips.

It could be opened up on a limited basis, knowing that they can't do any trip at any time. Usage could be monitored to get an idea of the cost, possibly expanding in the next year. If everyone (i.e. the 300 currently in the program) were allowed to have 2 social trips per year, the cost could be covered by the program fund surplus experienced over the last couple of years, as follows: $24 (Ave. Co. Cost/Trip less $6 Co-pay) X 2 (Roundtrip) X 300 (program users) X 2 (Per Yr) = $28,800.

The need for special / social trips includes things like: daily living activities such as banking, church, hair appointments, going to the library or park, shopping, getting around town, etc. as well as visiting loved ones or friends at the hospital or in nursing homes, going to a rec-center or gym, going to a movie or restaurant, visiting a farmer's market or downtown.

One suggestion from the listening sessions was to start shopping trips or lunch trips - picking up rural people and bringing them into town to run their errands, do a lunch, or a computer class, for example. Another would be to have a bus to pick up seniors to take them to the YMCA or to the ADRC for exercise. It was also suggested to have monthly (periodic) special social trips possibly including 400 Block events and, seasonally, to a pumpkin patch or to view Christmas lights.

**5. Supplement Hours of Operation**

This identified need is one of the toughest to crack. Expanding into full evening and weekend service is equivalent to doubling the service, and the budget, currently provided. It is probably more difficult for MetroRide due to the program parameters and funding levels in place. However, there may be some options available for the County Program.

This would have to be done in conjunction with the trip purpose options, above, but the TCC should consider whether it wants to expand the current level of evening and weekend service. Currently, typical weekday service provides about 50 rides per day. Using this as an initial guideline for the number of rides to expect in a day, opening up Saturday service would add about 2,500 extra trips to the program. This could be done, on a trial or limited basis to monitor interest/usage. While there would not be the level of medical trips, this could be an option for many of the social trip needs.

Another possible option might be to expand service hours for the elderly and disabled and throughout the County using taxi services. Possible funding sources might be 85.21 and Section 5310 (as a "New Freedom" type project). Service could be significantly expanded up to 24 hours per day, 7 days per week if needed by using subsidized taxi services. Controls can be put in place to limit the hours that service is available or distance users can travel per trip or per month and to set user fare levels so that total program costs are controlled.

**6. Other Recommendations to Consider**

A variety of additional recommendations to address some of the other needs identified are offered for TCC consideration and further development. To help stabilize funding for MetroRide and make it a truly regional system, the TCC/Marathon County should support and encourage legislation for Regional Transit Authorities or RTAs. MetroRide

service is really what is being talked about with the need to extend service to areas / destinations not currently served. The County Program provides service throughout Marathon County.

The TCC should consider actions to jump-start transportation coordination in Marathon County beginning with implementation of the current Coordinated Public Transit - Human Services Transportation Plan. To revive coordination, agencies (providers, advocates, case workers, etc.) have to get more involved. Ways to do this include expanding the membership of the TCC so that more entities are represented like has been done in Portage County and/or working with United Way through their quarterly interagency meetings.

The TCC might also want to consider: allocating funds to pay for a private provider when short-notice, high-priority, "emergency" calls come in that cannot be accommodated within the regular program; investigating how poor quality of service by some providers may be impacting residents in Marathon County; and providing incentives to bolster the volunteer driver pool.

# APPENDIX A: TRANSIT DEMAND MODEL INPUT/OUTPUT

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## SERVICE AREA CHARACTERISTICS INPUT TABLE -- Fill In All Unshaded Boxes

| | |
|---|---|
| Service Area: | Marathon County |
| Analysis Description: | Needs Assessment |
| Additional Description: | For Elderly and Disabled Transportation |

### Transit Need Inputs

| | | |
|---|---|---|
| Number of persons residing in households with income below the poverty level: | 10,203 | |
| Number of persons residing in households owning no vehicles: | Households | Persons |
| 1-Person households: | 1,971 | 1,971 |
| 2-Person households: | 488 | 976 |
| 3-Person households: | 57 | 171 |
| 4-Person households: | 73 | 292 |
| 5-Person households: | | 0 |
| *Mobility Gap:* | | |
| Enter State (from drop-down list): | WI | |

### General Public Demand

*Estimate transit trips based on vehicle-miles*

| | | |
|---|---|---|
| Vehicle-miles: | 188,897 | Annual Vehicle-Miles |

*Estimate transit trips based on vehicle-hours*

| | | |
|---|---|---|
| Vehicle-hours: | | Annual Vehicle-Hours |

### Small City Fixed Route Inputs

| | | |
|---|---|---|
| Population of City | | Persons |
| College and University Enrollment: | | Students |
| Annual Revenue-Hours of Service: | | Annual Revenue-Hours |

### Commuter to Urban Centers Inputs

| | |
|---|---|
| Person work trips: | |

### Service Availability Inputs

| | | |
|---|---|---|
| Size of Service Area | 1,537 | Square Miles |
| Vehicle-Miles Available to Persons Age 60 and Above | 188,897 | Annual Vehicle-Miles |
| Vehicle-Miles Available to Persons with Mobility Limitations Age 16 to 64 | 188,897 | Annual Vehicle-Miles |
| Taxi Vehicle-Miles Available to General Public | | Annual Vehicle-Miles |
| Non-Taxi Vehicle-Miles Available to General Public | | Annual Vehicle-Miles |

### Program Type

| Program Type | Enter Number of Participants | Estimated number of participants | Annual Number of Days Service is Provided |
|---|---|---|---|
| Developmental Services: Adult | | 225 | |
| Developmental Services: Case Management | | 36 | |
| Developmental Services: Children | | | |
| Developmental Services: Pre-School | | | |
| Group Home | | | |
| Headstart | | | |
| Job Training | | | |
| Mental Health Services | | 116 | |
| Mental Health Services: Case Management | | 723 | |
| Nursing Home | | 264 | |
| Senior Nutrition | | 558 | |
| Sheltered Workshop | | 103 | |
| Substance Abuse | | | |

### Demographics Inputs

| Demographics Inputs | Enter demographic data (from US Census website or other source) | American Community Survey Table Number | Decennial Census Table Number |
|---|---|---|---|
| Total Population | 133,420 | S0101 | QT-P1 |
| Persons Age 16 and Above | 104,601 | S0101 | QT-P1 |
| Persons Age 60 and Over | 26,016 | S0101 | QT-P1 |
| Persons Age 16 to 64 | 86,056 | S0101 | QT-P1 |
| Mobility Limited Population | 3,329 | S1801 | QT-P21 |
| Mobility Limited 16 to 64 | 1,345 | S1801 | QT-P21 |
| Families Below Poverty Level | | C17013 | PCT157 |
| Persons Age 16 to 59 | 78,585 | S0101 | QT-P1 |
| Persons Age 75 and Above | 9,206 | S0101 | QT-P1 |
| Persons Age 65 and Above | 18,545 | S0101 | QT-P1 |
| Persons Age 64 or Less Living Below Poverty Level | 14,107 | C17001 | PCT142 |

*While not currently available for all areas, the preferable source of demographic data is the American Community Survey, available at:*
*http://factfinder.census.gov/servlet/DatasetMainPageServlet?_lang=en&_ts=257695067045&_ds_name=ACS_2007_3YR_G00_&_program*
*At that website, first "Clear All," then Select* ***"Enter a Table Number."***

*For the number of persons residing in households that do not own vehicles, enter table number C08201*

*For the number of persons residing in households below the poverty level, enter table number C17001*

*If required data is not available from the American Community Survey for the desired location, data may be obtained from the Decennial Census. Click on the link below:*
http://factfinder.census.gov/servlet/DatasetMainPageServlet?_program=DEC&_submenuId=datasets_1&_lang=en
*At that website, first "Clear All," then Select* ***"Enter a Table Number."***

## *TRANSIT NEED/DEMAND ESTIMATION - OUTPUT TABLE*

| | |
|---|---|
| Service Area: | Marathon County |
| Analysis Description: | Needs Assessment |
| Additional Description: | For Elderly and Disabled Transportation |

| | | |
|---|---|---|
| ***Estimation of Transit Need*** | | |
| Total need for passenger transportation service: | 13,613 | Persons |
| Total households without access to a vehicle: | 2,589 | Households |
| State Mobility Gap: | 1.6 | Daily 1-Way Psgr.-Trips per Household |
| Total need based on mobility gap: | 4,142 | Daily 1-Way Passenger-Trips |
| | 1,242,700 | Annual 1-Way Passenger-Trips |
| ***General Public Non-Program Demand*** | | |
| *Estimate of rural transit trips based on vehicle-miles* | | |
| Rural transit trips: | 37,779 | Annual 1-Way Passenger-Trips |
| *Estimate of rural transit trips based on vehicle-hours.* | | |
| Rural transit trips: | 0 | Annual 1-Way Passenger-Trips |
| *Trips per person based on vehicle-hours per person* | 0 | Annual Trips per Person |
| Rural transit trips: | 0 | Annual 1-Way Passenger-Trips |
| ***Non-Program Demand based on TCRP B3 Methodology*** | | |
| Demand for Persons Age 60 and Above | 56,200 | Annual 1-Way Passenger-Trips |
| Demand for Persons with Mobility Limitations Age 16 to 64 | 2,800 | Annual 1-Way Passenger-Trips |
| Demand for General Public | 0 | Annual 1-Way Passenger-Trips |
| **Total Non-Program Demand** | 59,000 | Annual 1-Way Passenger-Trips |
| ***Small City Fixed Route*** | | |
| Annual Ridership: | | Annual 1-Way Passenger-Trips |
| ***Commuters to Urban Centers*** | | |
| Commuter trips by transit between counties: | | Daily 1-Way Passenger Trips |
| | | Annual 1-Way Passenger-Trips |
| ***Program Demand*** | | |
| *Annual Program Trip Estimation* | | |
| Developmental Services: Adult | 95,100 | Annual 1-Way Passenger-Trips |
| Developmental Services: Case Management | 1,400 | Annual 1-Way Passenger-Trips |
| Developmental Services: Children | | Annual 1-Way Passenger-Trips |
| Developmental Services: Pre-School | | Annual 1-Way Passenger-Trips |
| Group Home | | Annual 1-Way Passenger-Trips |
| Headstart | | Annual 1-Way Passenger-Trips |
| Job Training | | Annual 1-Way Passenger-Trips |
| Mental Health Services | 40,300 | Annual 1-Way Passenger-Trips |
| Mental Health Services: Case Management | 4,600 | Annual 1-Way Passenger-Trips |
| Nursing Home | 3,100 | Annual 1-Way Passenger-Trips |
| Senior Nutrition | 138,400 | Annual 1-Way Passenger-Trips |
| Sheltered Workshop | 39,600 | Annual 1-Way Passenger-Trips |
| Substance Abuse | | Annual 1-Way Passenger-Trips |
| **Total Program Demand** | 322,500 | Annual 1-Way Passenger-Trips |

# APPENDIX B: DATA TABLES

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| Table 1: Population History | | | | |
|---|---|---|---|---|
| | 2000 | 2010 | Net Change | % Change |
| Town of Bergen | 615 | 641 | 26 | 4.23% |
| Town of Berlin | 887 | 945 | 58 | 6.54% |
| Town of Bern | 562 | 591 | 29 | 5.16% |
| Town of Bevent | 1,126 | 1,118 | -8 | -0.71% |
| Town of Brighton | 611 | 612 | 1 | 0.16% |
| Town of Cassel | 847 | 911 | 64 | 7.56% |
| Town of Cleveland | 1,160 | 1,488 | 328 | 28.28% |
| Town of Day | 1,023 | 1,085 | 62 | 6.06% |
| Town of Easton | 1,062 | 1,111 | 49 | 4.61% |
| Town of Eau Pleine | 750 | 773 | 23 | 3.07% |
| Town of Elderon | 567 | 606 | 39 | 6.88% |
| Town of Emmet | 842 | 931 | 89 | 10.57% |
| Town of Frankfort | 651 | 670 | 19 | 2.92% |
| Town of Franzen | 505 | 578 | 73 | 14.46% |
| Town of Green Valley | 514 | 541 | 27 | 5.25% |
| Town of Guenther | 302 | 341 | 39 | 12.91% |
| Town of Halsey | 645 | 651 | 6 | 0.93% |
| Town of Hamburg | 910 | 918 | 8 | 0.88% |
| Town of Harrison | 418 | 374 | -44 | -10.53% |
| Town of Hewitt | 545 | 606 | 61 | 11.19% |
| Town of Holton | 907 | 873 | -34 | -3.75% |
| Town of Hull | 773 | 750 | -23 | -2.98% |
| Town of Johnson | 993 | 985 | -8 | -0.81% |
| Town of Knowlton | 1,688 | 1,910 | 222 | 13.15% |
| Town of Maine | 2,407 | 2,337 | -70 | -2.91% |
| Town of Marathon | 1,085 | 1,048 | -37 | -3.41% |
| Town of McMillian | 1,790 | 1,968 | 178 | 9.94% |
| Town of Mosinee | 2,146 | 2,174 | 28 | 1.30% |
| Town of Norrie | 967 | 976 | 9 | 0.93% |
| Town of Plover | 686 | 689 | 3 | 0.44% |
| Town of Reid | 1,191 | 1,215 | 24 | 2.02% |
| Town of Rib Falls | 907 | 993 | 86 | 9.48% |
| Town of Rib Mountain | 7,556 | 6,825 | -731 | -9.67% |
| Town of Rietbrock | 927 | 981 | 54 | 5.83% |
| Town of Ringle | 1,408 | 1,711 | 303 | 21.52% |
| Town of Spencer | 1,341 | 1,581 | 240 | 17.90% |
| Town of Stettin | 2,191 | 2,554 | 363 | 16.57% |
| Town of Texas | 1,703 | 1,615 | -88 | -5.17% |
| Town of Wausau | 2,214 | 2,229 | 15 | 0.68% |
| Town of Weston | 514 | 639 | 125 | 24.32% |
| Town of Wien | 712 | 825 | 113 | 15.87% |
| Village of Athens | 1,095 | 1,105 | 10 | 0.91% |
| Village of Birnamwood | 10 | 16 | 6 | 60.00% |
| Village of Brokaw | 107 | 251 | 144 | 134.58% |

| | | | | |
|---|---|---|---|---|
| Village of Dorchester | 4 | 5 | 1 | 25.00% |
| Village of Edgar | 1,386 | 1,479 | 93 | 6.71% |
| Village of Elderon | 189 | 179 | -10 | -5.29% |
| Village of Fenwood | 174 | 152 | -22 | -12.64% |
| Village of Hatley | 476 | 574 | 98 | 20.59% |
| Village of Kronenwetter | 5,369 | 7,210 | 1,841 | 34.29% |
| Village of Marathon | 1,640 | 1,524 | -116 | -7.07% |
| Village of Rothschild | 4,970 | 5,269 | 299 | 6.02% |
| Village of Spencer | 1,932 | 1,925 | -7 | -0.36% |
| Village of Stratford | 1,523 | 1,578 | 55 | 3.61% |
| Village of Unity | 205 | 204 | -1 | -0.49% |
| Village of Weston | 12,079 | 14,868 | 2,789 | 23.09% |
| City of Abbotsford | 544 | 694 | 150 | 27.57% |
| City of Colby | 460 | 498 | 38 | 8.26% |
| City of Marshfield | 417 | 900 | 483 | 115.83% |
| City of Mosinee | 4,063 | 3,988 | -75 | -1.85% |
| City of Schofield | 2,117 | 2,169 | 52 | 2.46% |
| City of Wausau | 38,426 | 39,106 | 680 | 1.77% |
| County of Marathon | 125,834 | 134,063 | 8,229 | 6.54% |

U.S. Census 2000,2010

| Table 2: Population Projection | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | 2010 | 2015 | 2020 | 2025 | 2030 | 2035 | 2040 | 2010-2040 Net Change | 2010-2040 % Change |
| Town of Bergen | 641 | 645 | 665 | 685 | 700 | 705 | 705 | 64 | 10.0% |
| Town of Berlin | 945 | 950 | 980 | 1,005 | 1,020 | 1,025 | 1,025 | 80 | 8.5% |
| Town of Bern | 591 | 610 | 640 | 660 | 680 | 690 | 700 | 109 | 18.4% |
| Town of Bevent | 1,118 | 1,135 | 1,170 | 1,195 | 1,210 | 1,220 | 1,215 | 97 | 8.7% |
| Town of Brighton | 612 | 610 | 620 | 625 | 630 | 620 | 610 | - 2 | -0.3% |
| Town of Cassel | 911 | 920 | 950 | 975 | 990 | 1,000 | 1,000 | 89 | 9.8% |
| Town of Cleveland | 1,488 | 1,545 | 1,665 | 1,775 | 1,875 | 1,955 | 2,015 | 527 | 35.4% |
| Town of Day | 1,085 | 1,110 | 1,155 | 1,185 | 1,215 | 1,230 | 1,230 | 145 | 13.4% |
| Town of Easton | 1,111 | 1,140 | 1,190 | 1,225 | 1,255 | 1,270 | 1,275 | 164 | 14.8% |
| Town of Eau Pleine | 773 | 770 | 790 | 805 | 810 | 810 | 805 | 32 | 4.1% |
| Town of Elderon | 606 | 625 | 650 | 675 | 690 | 700 | 705 | 99 | 16.3% |
| Town of Emmet | 931 | 950 | 1,000 | 1,040 | 1,070 | 1,095 | 1,105 | 174 | 18.7% |
| Town of Frankfort | 670 | 670 | 685 | 695 | 700 | 700 | 690 | 20 | 3.0% |
| Town of Franzen | 578 | 590 | 620 | 645 | 665 | 680 | 685 | 107 | 18.5% |
| Town of Green Valley | 541 | 555 | 585 | 605 | 625 | 640 | 650 | 109 | 20.1% |
| Town of Guenther | 341 | 355 | 375 | 395 | 415 | 425 | 435 | 94 | 27.6% |
| Town of Halsey | 651 | 650 | 665 | 680 | 685 | 690 | 685 | 34 | 5.2% |
| Town of Hamburg | 918 | 920 | 950 | 970 | 985 | 985 | 980 | 62 | 6.8% |
| Town of Harrison | 374 | 370 | 370 | 365 | 360 | 350 | 340 | - 34 | -9.1% |
| Town of Hewitt | 606 | 620 | 650 | 675 | 695 | 710 | 715 | 109 | 18.0% |
| Town of Holton | 873 | 885 | 900 | 905 | 910 | 900 | 885 | 12 | 1.4% |
| Town of Hull | 750 | 745 | 745 | 745 | 735 | 715 | 695 | - 55 | -7.3% |
| Town of Johnson | 985 | 985 | 1,010 | 1,020 | 1,025 | 1,020 | 1,010 | 25 | 2.5% |
| Town of Knowlton | 1,910 | 1,960 | 2,075 | 2,170 | 2,255 | 2,315 | 2,355 | 445 | 23.3% |
| Town of Maine | 2,337 | 2,365 | 2,430 | 2,475 | 2,500 | 2,505 | 2,485 | 148 | 6.3% |
| Town of Marathon | 1,048 | 1,055 | 1,075 | 1,085 | 1,090 | 1,085 | 1,070 | 22 | 2.1% |
| Town of McMillian | 1,968 | 2,020 | 2,125 | 2,215 | 2,290 | 2,335 | 2,365 | 397 | 20.2% |
| Town of Mosinee | 2,174 | 2,210 | 2,310 | 2,385 | 2,440 | 2,475 | 2,490 | 316 | 14.5% |
| Town of Norrie | 976 | 990 | 1,020 | 1,045 | 1,065 | 1,070 | 1,065 | 89 | 9.1% |
| Town of Plover | 689 | 690 | 710 | 725 | 735 | 740 | 735 | 46 | 6.7% |

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| Town of Reid | 1,215 | 1,245 | 1,295 | 1,335 | 1,370 | 1,385 | 1,390 | 175 | 14.4% |
| Town of Rib Falls | 993 | 1,005 | 1,045 | 1,075 | 1,100 | 1,115 | 1,120 | 127 | 12.8% |
| Town of Rib Mountain | 6,825 | 6,895 | 7,055 | 7,145 | 7,190 | 7,165 | 7,080 | 255 | 3.7% |
| Town of Rietbrock | 981 | 985 | 1,015 | 1,035 | 1,050 | 1,055 | 1,050 | 69 | 7.0% |
| Town of Ringle | 1,711 | 1,775 | 1,900 | 2,010 | 2,105 | 2,180 | 2,235 | 524 | 30.6% |
| Town of Spencer | 1,581 | 1,640 | 1,760 | 1,860 | 1,955 | 2,030 | 2,080 | 499 | 31.6% |
| Town of Stettin | 2,554 | 2,620 | 2,780 | 2,915 | 3,030 | 3,120 | 3,180 | 626 | 24.5% |
| Town of Texas | 1,615 | 1,610 | 1,625 | 1,625 | 1,615 | 1,590 | 1,550 | - 65 | -4.0% |
| Town of Wausau | 2,229 | 2,260 | 2,340 | 2,400 | 2,445 | 2,465 | 2,455 | 226 | 10.1% |
| Town of Weston | 639 | 680 | 735 | 790 | 835 | 875 | 905 | 266 | 41.6% |
| Town of Wien | 825 | 850 | 900 | 945 | 980 | 1,005 | 1,025 | 200 | 24.2% |
| Village of Athens | 1,105 | 1,110 | 1,145 | 1,170 | 1,185 | 1,185 | 1,180 | 75 | 6.8% |
| Village of Birnamwood | 16 | 15 | 15 | 20 | 20 | 20 | 20 | 4 | 25.0% |
| Village of Brokaw | 251 | 250 | 270 | 285 | 300 | 315 | 325 | 74 | 29.5% |
| Village of Dorchester | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 0 | 0.0% |
| Village of Edgar | 1,479 | 1,485 | 1,535 | 1,570 | 1,595 | 1,605 | 1,600 | 121 | 8.2% |
| Village of Elderon | 179 | 175 | 175 | 175 | 175 | 170 | 165 | - 14 | -7.8% |
| Village of Fenwood | 152 | 145 | 145 | 140 | 140 | 135 | 130 | - 22 | -14.5% |
| Village of Hatley | 574 | 615 | 665 | 715 | 760 | 795 | 820 | 246 | 42.9% |
| Village of Kronenwetter | 7,210 | 7,540 | 8,185 | 8,765 | 9,295 | 9,730 | 10,070 | 2,860 | 39.7% |
| Village of Marathon City | 1,524 | 1,530 | 1,545 | 1,540 | 1,530 | 1,505 | 1,465 | - 59 | -3.9% |
| Village of Rothschild | 5,269 | 5,340 | 5,525 | 5,655 | 5,755 | 5,795 | 5,790 | 521 | 9.9% |
| Village of Spencer | 1,925 | 1,945 | 2,000 | 2,035 | 2,060 | 2,065 | 2,050 | 125 | 6.5% |
| Village of Stratford | 1,578 | 1,605 | 1,660 | 1,700 | 1,730 | 1,740 | 1,740 | 162 | 10.3% |
| Village of Unity | 204 | 200 | 200 | 195 | 190 | 185 | 175 | - 29 | -14.2% |
| Village of Weston | 14,868 | 15,520 | 16,770 | 17,870 | 18,890 | 19,700 | 20,330 | 5,462 | 36.7% |
| City of Abbotsford | 694 | 715 | 765 | 810 | 845 | 875 | 900 | 206 | 29.7% |
| City of Colby | 498 | 505 | 530 | 545 | 560 | 565 | 570 | 72 | 14.5% |
| City of Marshfield | 900 | 940 | 1,015 | 1,080 | 1,135 | 1,185 | 1,220 | 320 | 35.6% |
| City of Mosinee | 3,988 | 4,050 | 4,160 | 4,225 | 4,270 | 4,270 | 4,235 | 247 | 6.2% |
| City of Schofield | 2,169 | 2,170 | 2,205 | 2,210 | 2,205 | 2,180 | 2,135 | - 34 | -1.6% |
| City of Wausau | 39,106 | 39,440 | 40,460 | 41,100 | 41,490 | 41,450 | 41,070 | 1,964 | 5.0% |
| **County of Marathon** | **134,063** | **136,510** | **142,200** | **146,595** | **150,130** | **152,120** | **152,790** | **18,727** | **14.0%** |

Source: WI DOA

| Table 3: Age Distribution | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | 2000 | | | 2010 | | | 18-59 Net Change | 18-59 % Change | 60+ Net Change | 60+ % Change |
| | 17 Under | 18-59 | 60+ | 17 Under | 18-59 | 60+ | | | | |
| Town of Bergen | 142 | 366 | 107 | 105 | 312 | 199 | -54 | -14.8% | 92 | 86.0% |
| Town of Berlin | 244 | 486 | 157 | 263 | 491 | 162 | 5 | 1.0% | 5 | 3.2% |
| Town of Bern | 177 | 302 | 83 | 158 | 337 | 106 | 35 | 11.6% | 23 | 27.7% |
| Town of Bevent | 288 | 645 | 193 | 282 | 634 | 238 | -11 | -1.7% | 45 | 23.3% |
| Town of Brighton | 200 | 343 | 68 | 171 | 282 | 98 | -61 | -17.8% | 30 | 44.1% |
| Town of Cassel | 264 | 465 | 118 | 249 | 536 | 167 | 71 | 15.3% | 49 | 41.5% |
| Town of Cleveland | 320 | 683 | 157 | 451 | 816 | 263 | 133 | 19.5% | 106 | 67.5% |
| Town of Day | 264 | 619 | 140 | 209 | 584 | 192 | -35 | -5.7% | 52 | 37.1% |
| Town of Easton | 278 | 611 | 173 | 251 | 676 | 182 | 65 | 10.6% | 9 | 5.2% |
| Town of Eau Pleine | 207 | 414 | 129 | 181 | 485 | 155 | 71 | 17.1% | 26 | 20.2% |
| Town of Elderon | 138 | 322 | 107 | 131 | 401 | 170 | 79 | 24.5% | 63 | 58.9% |
| Town of Emmet | 256 | 467 | 119 | 247 | 551 | 152 | 84 | 18.0% | 33 | 27.7% |
| Town of Frankfort | 193 | 364 | 94 | 172 | 380 | 120 | 16 | 4.4% | 26 | 27.7% |
| Town of Franzen | 140 | 267 | 98 | 121 | 289 | 102 | 22 | 8.2% | 4 | 4.1% |
| Town of Green Valley | 117 | 292 | 105 | 71 | 279 | 161 | -13 | -4.5% | 56 | 53.3% |
| Town of Guenther | 72 | 179 | 51 | 72 | 164 | 50 | -15 | -8.4% | -1 | -2.0% |
| Town of Halsey | 218 | 355 | 72 | 172 | 315 | 91 | -40 | -11.3% | 19 | 26.4% |
| Town of Hamburg | 305 | 473 | 132 | 204 | 470 | 140 | -3 | -0.6% | 8 | 6.1% |
| Town of Harrison | 125 | 231 | 62 | 81 | 223 | 67 | -8 | -3.5% | 5 | 8.1% |
| Town of Hewitt | 135 | 325 | 85 | 124 | 345 | 132 | 20 | 6.2% | 47 | 55.3% |
| Town of Holton | 293 | 481 | 133 | 301 | 522 | 155 | 41 | 8.5% | 22 | 16.5% |
| Town of Hull | 236 | 425 | 112 | 294 | 344 | 168 | -81 | -19.1% | 56 | 50.0% |
| Town of Johnson | 356 | 504 | 133 | 599 | 583 | 191 | 79 | 15.7% | 58 | 43.6% |
| Town of Knowlton | 379 | 1,059 | 250 | 558 | 1,226 | 337 | 167 | 15.8% | 87 | 34.8% |
| Town of Maine | 632 | 1,380 | 395 | 424 | 1,102 | 493 | -278 | -20.1% | 98 | 24.8% |
| Town of Marathon | 537 | 401 | 147 | 302 | 638 | 184 | 237 | 59.1% | 37 | 25.2% |
| Town of McMillian | 632 | 938 | 220 | 568 | 1,036 | 403 | 98 | 10.4% | 183 | 83.2% |
| Town of Mosinee | 321 | 1,585 | 240 | 535 | 1,140 | 448 | -445 | -28.1% | 208 | 86.7% |
| Town of Norrie | 280 | 541 | 146 | 237 | 534 | 153 | -7 | -1.3% | 7 | 4.8% |
| Town of Plover | 220 | 378 | 88 | 187 | 409 | 126 | 31 | 8.2% | 38 | 43.2% |
| Town of Reid | 318 | 704 | 169 | 245 | 747 | 245 | 43 | 6.1% | 76 | 45.0% |
| Town of Rib Falls | 256 | 527 | 124 | 266 | 599 | 179 | 72 | 13.7% | 55 | 44.4% |
| Town of Rib Mountain | 2,098 | 4,413 | 1,045 | 1,698 | 3,705 | 1,471 | -708 | -16.0% | 426 | 40.8% |
| Town of Rietbrock | 297 | 493 | 137 | 240 | 551 | 186 | 58 | 11.8% | 49 | 35.8% |
| Town of Ringle | 404 | 829 | 175 | 422 | 1,013 | 247 | 184 | 22.2% | 72 | 41.1% |
| Town of Spencer | 369 | 786 | 159 | 373 | 808 | 247 | 22 | 2.8% | 88 | 55.3% |
| Town of Stettin | 542 | 1,279 | 370 | 609 | 1,344 | 574 | 65 | 5.1% | 204 | 55.1% |
| Town of Texas | 424 | 1,011 | 268 | 352 | 1,015 | 401 | 4 | 0.4% | 133 | 49.6% |
| Town of Wausau | 537 | 1,314 | 363 | 517 | 1,372 | 552 | 58 | 4.4% | 189 | 52.1% |
| Town of Weston | 138 | 285 | 91 | 102 | 351 | 106 | 66 | 23.2% | 15 | 16.5% |
| Town of Wien | 189 | 402 | 121 | 227 | 367 | 163 | -35 | -8.7% | 42 | 34.7% |
| **Town total** | **13,541** | **27,944** | **7,136** | **12,771** | **27,976** | **9,976** | **32** | **0.1%** | **2,840** | **39.8%** |
| Village of Athens | 293 | 556 | 246 | 315 | 642 | 255 | 86 | 15.5% | 9 | 3.7% |
| Village of Birnamwood | 232 | 368 | 195 | 178 | 442 | 285 | 74 | 20.1% | 90 | 46.2% |
| Village of Brokaw | 19 | 63 | 25 | 18 | 192 | 39 | 129 | 204.8% | 14 | 56.0% |
| Village of Dorchester | 219 | 433 | 175 | 213 | 488 | 126 | 55 | 12.7% | -49 | -28.0% |
| Village of Edgar | 372 | 770 | 244 | 422 | 800 | 337 | 30 | 3.9% | 93 | 38.1% |
| Village of Elderon | 47 | 106 | 36 | 39 | 79 | 30 | -27 | -25.5% | -6 | -16.7% |

| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| Village of Fenwood | 44 | 101 | 29 | 41 | 114 | 20 | 13 | 12.9% | -9 | -31.0% |
| Village of Hatley | 125 | 275 | 76 | 124 | 357 | 81 | 82 | 29.8% | 5 | 6.6% |
| Village of Kronenwetter | 0 | 0 | 0 | 2,192 | 3,975 | 996 | 3,975 | NA | 996 | NA |
| Village of Marathon | 434 | 926 | 280 | 293 | 801 | 380 | -125 | -13.5% | 100 | 35.7% |
| Village of Rothschild | 1,313 | 2,820 | 837 | 1,040 | 3,132 | 1,082 | 312 | 11.1% | 245 | 29.3% |
| Village of Spencer | 495 | 1,074 | 363 | 508 | 1,191 | 351 | 117 | 10.9% | -12 | -3.3% |
| Village of Stratford | 412 | 840 | 271 | 432 | 730 | 337 | -110 | -13.1% | 66 | 24.4% |
| Village of Unity | 52 | 252 | 64 | 86 | 207 | 76 | -45 | -17.9% | 12 | 18.8% |
| Village of Weston | 3,434 | 7,150 | 1,495 | 3,770 | 8,402 | 2,614 | 1,252 | 17.5% | 1,119 | 74.8% |
| **Villages total** | **7,491** | **15,734** | **4,336** | **9,671** | **21,552** | **7,009** | **5,818** | **37.0%** | **2,673** | **61.6%** |
| City of Abbotsford | 123 | 1,300 | 533 | 500 | 984 | 500 | -316 | -24.3% | -33 | -6.2% |
| City of Colby | 113 | 1,058 | 445 | 404 | 788 | 464 | -270 | -25.5% | 19 | 4.3% |
| City of Marshfield | 4,299 | 10,441 | 4,060 | 3,843 | 10,105 | 4,707 | -336 | -3.2% | 647 | 15.9% |
| City of Mosinee | 1,067 | 2,207 | 789 | 836 | 2,340 | 824 | 133 | 6.0% | 35 | 4.4% |
| City of Schofield | 451 | 1,255 | 411 | 456 | 1,256 | 512 | 1 | 0.1% | 101 | 24.6% |
| City of Wausau | 9,756 | 20,733 | 7,937 | 9,163 | 21,537 | 8,458 | 804 | 3.9% | 521 | 6.6% |
| **City Total** | **15,809** | **36,994** | **14,175** | **15,202** | **37,010** | **15,465** | **16** | **0.0%** | **1,290** | **9.1%** |
| County of Marathon | 57,873 | 124,350 | 37,119 | 60,086 | 136,066 | 49,435 | 11,716 | 9.4% | 12,316 | 33.2% |

U.S. Census 2000, ACS 2008-2012

| Table 4: Percentage of Household with Individuals 65+ | | | | |
|---|---|---|---|---|
| | 2000 | 2010 | Net Change | % Change |
| Town of Bergen | 22.81% | 30.00% | 7.19% | 31.5% |
| Town of Berlin | 23.32% | 24.70% | 1.38% | 5.9% |
| Town of Bern | 27.06% | 27.50% | 0.44% | 1.6% |
| Town of Bevent | 24.69% | 29.70% | 5.01% | 20.3% |
| Town of Brighton | 16.75% | 16.80% | 0.05% | 0.3% |
| Town of Cassel | 22.88% | 20.50% | -2.38% | -10.4% |
| Town of Cleveland | 19.19% | 20.60% | 1.41% | 7.3% |
| Town of Day | 23.25% | 22.40% | -0.85% | -3.7% |
| Town of Easton | 22.45% | 24.20% | 1.75% | 7.8% |
| Town of Eau Pleine | 24.73% | 27.90% | 3.17% | 12.8% |
| Town of Elderon | 24.11% | 24.50% | 0.39% | 1.6% |
| Town of Emmet | 21.56% | 25.90% | 4.34% | 20.1% |
| Town of Frankfort | 20.66% | 24.00% | 3.34% | 16.2% |
| Town of Franzen | 26.42% | 28.30% | 1.88% | 7.1% |
| Town of Green Valley | 23.96% | 30.70% | 6.74% | 28.1% |
| Town of Guenther | 23.68% | 27.10% | 3.42% | 14.4% |
| Town of Halsey | 20.83% | 21.60% | 0.77% | 3.7% |
| Town of Hamburg | 20.35% | 23.90% | 3.55% | 17.4% |
| Town of Harrison | 22.38% | 26.70% | 4.32% | 19.3% |
| Town of Hewitt | 23.08% | 23.80% | 0.72% | 3.1% |
| Town of Holton | 21.55% | 26.60% | 5.05% | 23.4% |
| Town of Hull | 21.88% | 25.60% | 3.73% | 17.0% |
| Town of Johnson | 22.74% | 23.20% | 0.46% | 2.0% |
| Town of Knowlton | 17.20% | 21.20% | 4.00% | 23.3% |
| Town of Maine | 12.21% | 25.50% | 13.29% | 108.9% |
| Town of Marathon | 16.69% | 23.00% | 6.31% | 37.8% |
| Town of McMillian | 23.28% | 21.70% | -1.58% | -6.8% |
| Town of Mosinee | 20.27% | 19.90% | -0.37% | -1.8% |
| Town of Norrie | 13.68% | 22.00% | 8.32% | 60.8% |
| Town of Plover | 23.10% | 20.80% | -2.30% | -10.0% |
| Town of Reid | 22.27% | 23.70% | 1.43% | 6.4% |
| Town of Rib Falls | 19.82% | 22.00% | 2.18% | 11.0% |
| Town of Rib Mountain | 21.19% | 26.70% | 5.51% | 26.0% |
| Town of Rietbrock | 17.72% | 25.90% | 8.18% | 46.1% |
| Town of Ringle | 23.88% | 22.00% | -1.88% | -7.9% |
| Town of Spencer | 17.12% | 16.40% | -0.72% | -4.2% |
| Town of Stettin | 16.42% | 24.30% | 7.88% | 48.0% |
| Town of Texas | 22.24% | 27.00% | 4.76% | 21.4% |
| Town of Wausau | 23.68% | 29.50% | 5.82% | 24.6% |
| Town of Weston | 22.36% | 19.70% | -2.66% | -11.9% |
| Town of Wien | 22.91% | 24.70% | 1.79% | 7.8% |
| **Town Total** | **21.38%** | **24.20%** | **2.82%** | |
| Village of Athens | 25.00% | 30.80% | 5.80% | 23.2% |
| Village of Birnamwood | 33.86% | 16.70% | -17.16% | -50.7% |

| | | | | |
|---|---|---|---|---|
| Village of Brokaw | 33.33% | 22.00% | -11.33% | -34.0% |
| Village of Dorchester | 31.91% | 0.00% | -31.91% | -100.0% |
| **Village of Edgar** | **0.00%** | **25.00%** | **25.00%** | |
| Village of Elderon | 25.65% | 31.30% | 5.65% | 22.0% |
| Village of Fenwood | 25.97% | 17.20% | -8.77% | -33.8% |
| Village of Hatley | 32.79% | 20.20% | -12.59% | -38.4% |
| Village of Kronenwetter | 22.16% | 18.20% | -3.96% | -17.9% |
| Village of Marathon | 24.68% | 31.00% | 6.32% | 25.6% |
| Village of Rothschild | 21.90% | 25.70% | 3.80% | 17.3% |
| Village of Spencer | 27.50% | 25.70% | -1.80% | -6.5% |
| Village of Stratford | 23.38% | 25.70% | 2.32% | 9.9% |
| Village of Unity | 31.76% | 25.00% | -6.76% | -21.3% |
| Village of Weston | 15.70% | 20.00% | 4.30% | 27.4% |
| **Village Total** | **25.04%** | **22.30%** | **-2.74%** | |
| City of Abbotsford | 25.00% | 20.80% | -4.20% | -16.8% |
| City of Colby | 39.20% | 30.20% | -9.00% | -23.0% |
| City of Marshfield | 33.15% | 30.50% | -2.65% | -8.0% |
| City of Mosinee | 26.18% | 26.00% | -0.18% | -0.7% |
| City of Schofield | 24.87% | 25.40% | 0.53% | 2.1% |
| City of Wausau | 28.29% | 26.00% | -2.29% | -8.1% |
| **City total** | **29.45%** | **26.48%** | **-2.96%** | |
| County of Marathon | 23.26% | 24.40% | 1.14% | 4.9% |

U.S. Census 2000,2010

| Table 5: Projected Age Distribution | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | 2010 | | | 2020 | | | 2030 | | | 2010-2030 65+ | 2010-2030 65+ |
| | 19 Under | 20-64 | 65+ | 19 Under | 20-64 | 65+ | 19 Under | 20-64 | 65+ | Net Change | Percent Change |
| County of Marathon | 36,282 | 78,793 | 18,988 | 37,680 | 79,170 | 25,350 | 39,200 | 77,280 | 33,650 | 14,662 | 77.22% |

WI DOA

| Table 6: Population with Ambulatory Difficulties | | | |
|---|---|---|---|
| | 2010 Population | 2010 Ambulatory | Percent of County Population |
| Town of Bergen | 641 | 59 | 9.2% |
| Town of Berlin | 945 | 25 | 2.6% |
| Town of Bern | 591 | 36 | 6.1% |
| Town of Bevent | 1,118 | 35 | 3.1% |
| Town of Brighton | 612 | 43 | 7.0% |
| Town of Cassel | 911 | 40 | 4.4% |
| Town of Cleveland | 1,488 | 38 | 2.6% |
| Town of Day | 1,085 | 19 | 1.8% |
| Town of Easton | 1,111 | 53 | 4.8% |
| Town of Eau Pleine | 773 | 24 | 3.1% |
| Town of Elderon | 606 | 49 | 8.1% |
| Town of Emmet | 931 | 49 | 5.3% |
| Town of Frankfort | 670 | 30 | 4.5% |
| Town of Franzen | 578 | 13 | 2.2% |
| Town of Green Valley | 541 | 24 | 4.4% |
| Town of Guenther | 341 | 12 | 3.5% |
| Town of Halsey | 651 | 9 | 1.4% |
| Town of Hamburg | 918 | 25 | 2.7% |
| Town of Harrison | 374 | 12 | 3.2% |
| Town of Hewitt | 606 | 17 | 2.8% |
| Town of Holton | 873 | 42 | 4.8% |
| Town of Hull | 750 | 36 | 4.8% |
| Town of Johnson | 985 | 62 | 6.3% |
| Town of Knowlton | 1,910 | 71 | 3.7% |
| Town of Maine | 2,337 | 57 | 2.4% |
| Town of Marathon | 1,048 | 49 | 4.7% |
| Town of McMillian | 1,968 | 43 | 2.2% |
| Town of Mosinee | 2,174 | 79 | 3.6% |
| Town of Norrie | 976 | 45 | 4.6% |
| Town of Plover | 689 | 29 | 4.2% |
| Town of Reid | 1,215 | 81 | 6.7% |
| Town of Rib Falls | 993 | 30 | 3.0% |
| Town of Rib Mountain | 6,825 | 410 | 6.0% |
| Town of Rietbrock | 981 | 48 | 4.9% |
| Town of Ringle | 1,711 | 67 | 3.9% |
| Town of Spencer | 1,581 | 26 | 1.6% |
| Town of Stettin | 2,554 | 56 | 2.2% |
| Town of Texas | 1,615 | 78 | 4.8% |
| Town of Wausau | 2,229 | 111 | 5.0% |
| Town of Weston | 639 | 18 | 2.8% |
| Town of Wien | 825 | 28 | 3.4% |
| Village of Athens | 1,105 | 67 | 6.1% |

| | | | |
|---|---|---|---|
| Village of Birnamwood | 16 | 0 | 0.0% |
| Village of Brokaw | 251 | 3 | 1.2% |
| Village of Dorchester | 5 | 0 | 0.0% |
| Village of Edgar | 1,479 | 83 | 5.6% |
| Village of Elderon | 179 | 10 | 5.6% |
| Village of Fenwood | 152 | 10 | 6.6% |
| Village of Hatley | 574 | 15 | 2.6% |
| Village of Kronenwetter | 7,210 | 297 | 4.1% |
| Village of Marathon | 1,524 | 56 | 3.7% |
| Village of Rothschild | 5,269 | 301 | 5.7% |
| Village of Spencer | 1,925 | 179 | 9.3% |
| Village of Stratford | 1,578 | 71 | 4.5% |
| Village of Unity | 204 | 20 | 9.8% |
| Village of Weston | 14,868 | 854 | 5.7% |
| City of Abbotsford | 694 | 17 | 2.4% |
| City of Colby | 498 | 44 | 8.8% |
| City of Marshfield | 900 | 0 | 0.0% |
| City of Mosinee | 3,988 | 253 | 6.3% |
| City of Schofield | 2,169 | 178 | 8.2% |
| City of Wausau | 39,106 | 2315 | 5.9% |
| **County of Marathon** | **134,063** | **6,851** | **5.1%** |

US Census ACS 2008-2012

| Table 7: Population with Disabilities | | | | | | |
|---|---|---|---|---|---|---|
| | 2000 | | | 2010 | | |
| | Total Population | Population w/ disability | % of Population | Total Population | Population w/ disability | % of Population |
| County of Marathon | 125,834 | 17,190 | 13.7% | 134,063 | 14,345 | 10.7% |

US Census

| Table 8: Veterans Population | | | | | | |
|---|---|---|---|---|---|---|
| | Total Population | Veteran Population | | | | |
| | 2010 | 2000 | 2010 | % of 2010 Population | Net Change | Percent Change |
| Town of Bergen | 641 | 87 | 75 | 11.70% | -12 | -13.8% |
| Town of Berlin | 945 | 85 | 102 | 10.79% | 17 | 20.0% |
| Town of Bern | 591 | 40 | 47 | 7.95% | 7 | 17.5% |
| Town of Bevent | 1,118 | 93 | 89 | 7.96% | -4 | -4.3% |
| Town of Brighton | 612 | 33 | 47 | 7.68% | 14 | 42.4% |
| Town of Cassel | 911 | 62 | 52 | 5.71% | -10 | -16.1% |
| Town of Cleveland | 1,488 | 107 | 101 | 6.79% | -6 | -5.6% |
| Town of Day | 1,085 | 75 | 79 | 7.28% | 4 | 5.3% |
| Town of Easton | 1,111 | 83 | 41 | 3.69% | -42 | -50.6% |
| Town of Eau Pleine | 773 | 41 | 60 | 7.76% | 19 | 46.3% |
| Town of Elderon | 606 | 68 | 49 | 8.09% | -19 | -27.9% |
| Town of Emmet | 931 | 62 | 65 | 6.98% | 3 | 4.8% |
| Town of Frankfort | 670 | 50 | 42 | 6.27% | -8 | -16.0% |
| Town of Franzen | 578 | 50 | 30 | 5.19% | -20 | -40.0% |
| Town of Green Valley | 541 | 51 | 36 | 6.65% | -15 | -29.4% |
| Town of Guenther | 341 | 35 | 15 | 4.40% | -20 | -57.1% |
| Town of Halsey | 651 | 43 | 41 | 6.30% | -2 | -4.7% |
| Town of Hamburg | 918 | 46 | 54 | 5.88% | 8 | 17.4% |
| Town of Harrison | 374 | 40 | 41 | 10.96% | 1 | 2.5% |
| Town of Hewitt | 606 | 54 | 67 | 11.06% | 13 | 24.1% |
| Town of Holton | 873 | 51 | 63 | 7.22% | 12 | 23.5% |
| Town of Hull | 750 | 66 | 94 | 12.53% | 28 | 42.4% |
| Town of Johnson | 985 | 49 | 69 | 7.01% | 20 | 40.8% |
| Town of Knowlton | 1,910 | 193 | 227 | 11.88% | 34 | 17.6% |
| Town of Maine | 2,337 | 538 | 156 | 6.68% | -382 | -71.0% |
| Town of Marathon | 1,048 | 154 | 202 | 19.27% | 48 | 31.2% |
| Town of McMillian | 1,968 | 245 | 81 | 4.12% | -164 | -66.9% |
| Town of Mosinee | 2,174 | 79 | 188 | 8.65% | 109 | 138.0% |
| Town of Norrie | 976 | 197 | 85 | 8.71% | -112 | -56.9% |
| Town of Plover | 689 | 84 | 63 | 9.14% | -21 | -25.0% |
| Town of Reid | 1,215 | 58 | 80 | 6.58% | 22 | 37.9% |
| Town of Rib Falls | 993 | 111 | 53 | 5.34% | -58 | -52.3% |
| Town of Rib Mountain | 6,825 | 70 | 684 | 10.02% | 614 | 877.1% |
| Town of Rietbrock | 981 | 771 | 85 | 8.66% | -686 | -89.0% |
| Town of Ringle | 1,711 | 84 | 120 | 7.01% | 36 | 42.9% |
| Town of Spencer | 1,581 | 123 | 96 | 6.07% | -27 | -22.0% |
| Town of Stettin | 2,554 | 98 | 211 | 8.26% | 113 | 115.3% |
| Town of Texas | 1,615 | 125 | 126 | 7.80% | 1 | 0.8% |
| Town of Wausau | 2,229 | 148 | 152 | 6.82% | 4 | 2.7% |
| Town of Weston | 639 | 204 | 44 | 6.89% | -160 | -78.4% |
| Town of Wien | 825 | 38 | 63 | 7.64% | 25 | 65.8% |
| Village of Athens | 1,105 | 46 | 107 | 9.68% | 61 | 132.6% |

| | | | | | | |
|---|---|---|---|---|---|---|
| Village of Birnamwood | 16 | 89 | - | 0.00% | -89 | -100.0% |
| Village of Brokaw | 251 | 2 | 3 | 1.20% | 1 | 50.0% |
| Village of Dorchester | 5 | 12 | - | 0.00% | -12 | -100.0% |
| Village of Edgar | 1,479 | - | 88 | 5.95% | 88 | - |
| Village of Elderon | 179 | 120 | 16 | 8.94% | -104 | -86.7% |
| Village of Fenwood | 152 | 19 | 16 | 10.53% | -3 | -15.8% |
| Village of Hatley | 574 | 19 | 52 | 9.06% | 33 | 173.7% |
| Village of Kronenwetter | 7,210 | 48 | 462 | 6.41% | 414 | 862.5% |
| Village of Marathon | 1,524 | 123 | 78 | 5.12% | -45 | -36.6% |
| Village of Rothschild | 5,269 | 586 | 583 | 11.06% | -3 | -0.5% |
| Village of Spencer | 1,925 | 181 | 154 | 8.00% | -27 | -14.9% |
| Village of Stratford | 1,578 | 113 | 110 | 6.97% | -3 | -2.7% |
| Village of Unity | 204 | 15 | 20 | 9.80% | 5 | 33.3% |
| Village of Weston | 14,868 | 1,069 | 1,084 | 7.29% | 15 | 1.4% |
| City of Abbotsford | 694 | 52 | 36 | 5.19% | -16 | -30.8% |
| City of Colby | 498 | 49 | 32 | 6.43% | -17 | -34.7% |
| City of Marshfield | 900 | 39 | 66 | 7.33% | 27 | 69.2% |
| City of Mosinee | 3,988 | 421 | 310 | 7.77% | -111 | -26.4% |
| City of Schofield | 2,169 | 287 | 231 | 10.65% | -56 | -19.5% |
| City of Wausau | 39,106 | 4,042 | 3,117 | 7.97% | -925 | -22.9% |
| **County of Marathon** | **134,063** | **12,023** | **10,640** | **7.94%** | **-1,383** | **-11.5%** |

US Census 2000,2010

| Table 9: Population Living Below Poverty Level | | | | | | |
|---|---|---|---|---|---|---|
| | Total Population | Population Living Below Poverty Level | | | | |
| | 2010 | 2000 | 2010 | % of 2010 Population | Net Change | % Change |
| Town of Bergen | 641 | 15 | 22 | 3.43% | 7 | 46.7% |
| Town of Berlin | 945 | 19 | 62 | 6.56% | 43 | 226.3% |
| Town of Bern | 591 | 63 | 99 | 16.75% | 36 | 57.1% |
| Town of Bevent | 1,118 | 67 | 154 | 13.77% | 87 | 129.9% |
| Town of Brighton | 612 | 59 | 112 | 18.30% | 53 | 89.8% |
| Town of Cassel | 911 | 81 | 27 | 2.96% | -54 | -66.7% |
| Town of Cleveland | 1,488 | 56 | 91 | 6.12% | 35 | 62.5% |
| Town of Day | 1,085 | 42 | 31 | 2.86% | -11 | -26.2% |
| Town of Easton | 1,111 | 27 | 41 | 3.69% | 14 | 51.9% |
| Town of Eau Pleine | 773 | 37 | 25 | 3.23% | -12 | -32.4% |
| Town of Elderon | 606 | 31 | 38 | 6.27% | 7 | 22.6% |
| Town of Emmet | 931 | 83 | 20 | 2.15% | -63 | -75.9% |
| Town of Frankfort | 670 | 61 | 25 | 3.73% | -36 | -59.0% |
| Town of Franzen | 578 | 40 | 46 | 7.96% | 6 | 15.0% |
| Town of Green Valley | 541 | 32 | 16 | 2.96% | -16 | -50.0% |
| Town of Guenther | 341 | 16 | 13 | 3.81% | -3 | -18.8% |
| Town of Halsey | 651 | 27 | 20 | 3.07% | -7 | -25.9% |
| Town of Hamburg | 918 | 49 | 6 | 0.65% | -43 | -87.8% |
| Town of Harrison | 374 | 20 | 23 | 6.15% | 3 | 15.0% |
| Town of Hewitt | 606 | 14 | 5 | 0.83% | -9 | -64.3% |
| Town of Holton | 873 | 134 | 128 | 14.66% | -6 | -4.5% |
| Town of Hull | 750 | 43 | 49 | 6.53% | 6 | 14.0% |
| Town of Johnson | 985 | 136 | 297 | 30.15% | 161 | 118.4% |
| Town of Knowlton | 1,910 | 52 | 90 | 4.71% | 38 | 73.1% |
| Town of Maine | 2,337 | 166 | 39 | 1.67% | -127 | -76.5% |
| Town of Marathon | 1,048 | 37 | 61 | 5.82% | 24 | 64.9% |
| Town of McMillian | 1,968 | 15 | 72 | 3.66% | 57 | 380.0% |
| Town of Mosinee | 2,174 | 51 | 121 | 5.57% | 70 | 137.3% |
| Town of Norrie | 976 | 86 | 98 | 10.04% | 12 | 14.0% |
| Town of Plover | 689 | 34 | 19 | 2.76% | -15 | -44.1% |
| Town of Reid | 1,215 | 69 | 63 | 5.19% | -6 | -8.7% |
| Town of Rib Falls | 993 | 32 | 56 | 5.64% | 24 | 75.0% |
| Town of Rib Mountain | 6,825 | 45 | 296 | 4.34% | 251 | 557.8% |
| Town of Rietbrock | 981 | 125 | 37 | 3.77% | -88 | -70.4% |
| Town of Ringle | 1,711 | 60 | 44 | 2.57% | -16 | -26.7% |
| Town of Spencer | 1,581 | 52 | 27 | 1.71% | -25 | -48.1% |
| Town of Stettin | 2,554 | 53 | 74 | 2.90% | 21 | 39.6% |
| Town of Texas | 1,615 | 34 | 36 | 2.23% | 2 | 5.9% |
| Town of Wausau | 2,229 | 70 | 172 | 7.72% | 102 | 145.7% |
| Town of Weston | 639 | 57 | 10 | 1.56% | -47 | -82.5% |
| Town of Wien | 825 | 14 | 35 | 4.24% | 21 | 150.0% |
| Village of Athens | 1,105 | 73 | 108 | 9.77% | 35 | 47.9% |

| | | | | | | |
|---|---|---|---|---|---|---|
| Village of Birnamwood | 16 | 49 | - | 0.00% | -49 | -100.0% |
| Village of Brokaw | 251 | - | - | 0.00% | 0 | #DIV/0! |
| Village of Dorchester | 5 | 23 | - | 0.00% | -23 | -100.0% |
| Village of Edgar | 1,479 | - | 71 | 4.80% | 71 | #DIV/0! |
| Village of Elderon | 179 | 59 | 38 | 21.23% | -21 | -35.6% |
| Village of Fenwood | 152 | 8 | 35 | 23.03% | 27 | 337.5% |
| Village of Hatley | 574 | - | 32 | 5.57% | 32 | #DIV/0! |
| Village of Kronenwetter | 7,210 | 25 | 189 | 2.62% | 164 | 656.0% |
| Village of Marathon | 1,524 | 32 | 42 | 2.76% | 10 | 31.3% |
| Village of Rothschild | 5,269 | 195 | 147 | 2.79% | -48 | -24.6% |
| Village of Spencer | 1,925 | 78 | 117 | 6.08% | 39 | 50.0% |
| Village of Stratford | 1,578 | 92 | 99 | 6.27% | 7 | 7.6% |
| Village of Unity | 204 | 19 | 20 | 9.80% | 1 | 5.3% |
| Village of Weston | 14,868 | 618 | 795 | 5.35% | 177 | 28.6% |
| City of Abbotsford | 694 | 38 | 18 | 2.59% | -20 | -52.6% |
| City of Colby | 498 | 31 | 52 | 10.44% | 21 | 67.7% |
| City of Marshfield | 900 | 19 | 8 | 0.89% | -11 | -57.9% |
| City of Mosinee | 3,988 | 219 | 216 | 5.42% | -3 | -1.4% |
| City of Schofield | 2,169 | 154 | 304 | 14.02% | 150 | 97.4% |
| City of Wausau | 39,106 | 4,227 | 5,212 | 13.33% | 985 | 23.3% |
| **County of Marathon** | **134,063** | **8,163** | **10,203** | **7.61%** | **2,040** | **25.0%** |

U.S. Census 2000,2010

| Table 10: Median Household Income | | | | |
|---|---|---|---|---|
| | 2000 | 2010 | Net Change | % Change |
| Town of Bergen | 53,214 | 68,654 | 15,440 | 29.0% |
| Town of Berlin | 53,125 | 62,750 | 9,625 | 18.1% |
| Town of Bern | 50,000 | 49,792 | -208 | -0.4% |
| Town of Bevent | 45,385 | 52,500 | 7,115 | 15.7% |
| Town of Brighton | 38,304 | 50,000 | 11,696 | 30.5% |
| Town of Cassel | 52,614 | 66,307 | 13,693 | 26.0% |
| Town of Cleveland | 49,167 | 66,161 | 16,994 | 34.6% |
| Town of Day | 47,500 | 54,338 | 6,838 | 14.4% |
| Town of Easton | 49,722 | 62,569 | 12,847 | 25.8% |
| Town of Eau Pleine | 41,875 | 59,118 | 17,243 | 41.2% |
| Town of Elderon | 36,667 | 60,857 | 24,190 | 66.0% |
| Town of Emmet | 47,031 | 73,102 | 26,071 | 55.4% |
| Town of Frankfort | 41,071 | 56,813 | 15,742 | 38.3% |
| Town of Franzen | 41,442 | 40,938 | -504 | -1.2% |
| Town of Green Valley | 49,250 | 55,909 | 6,659 | 13.5% |
| Town of Guenther | 43,250 | 57,188 | 13,938 | 32.2% |
| Town of Halsey | 44,625 | 71,250 | 26,625 | 59.7% |
| Town of Hamburg | 50,500 | 65,208 | 14,708 | 29.1% |
| Town of Harrison | 40,192 | 53,750 | 13,558 | 33.7% |
| Town of Hewitt | 51,042 | 60,521 | 9,479 | 18.6% |
| Town of Holton | 36,000 | 50,568 | 14,568 | 40.5% |
| Town of Hull | 41,324 | 50,192 | 8,868 | 21.5% |
| Town of Johnson | 40,156 | 46,316 | 6,160 | 15.3% |
| Town of Knowlton | 56,188 | 75,000 | 18,812 | 33.5% |
| Town of Maine | 55,718 | 69,821 | 14,103 | 25.3% |
| Town of Marathon | 59,342 | 73,802 | 14,460 | 24.4% |
| Town of McMillian | 57,679 | 69,931 | 12,252 | 21.2% |
| Town of Mosinee | 51,250 | 61,838 | 10,588 | 20.7% |
| Town of Norrie | 55,094 | 57,578 | 2,484 | 4.5% |
| Town of Plover | 48,472 | 58,315 | 9,843 | 20.3% |
| Town of Reid | 42,250 | 62,788 | 20,538 | 48.6% |
| Town of Rib Falls | 50,972 | 71,979 | 21,007 | 41.2% |
| Town of Rib Mountain | 50,114 | 67,985 | 17,871 | 35.7% |
| Town of Rietbrock | 61,294 | 55,333 | -5,961 | -9.7% |
| Town of Ringle | 46,389 | 67,938 | 21,549 | 46.5% |
| Town of Spencer | 57,891 | 65,057 | 7,166 | 12.4% |
| Town of Stettin | 47,315 | 76,556 | 29,241 | 61.8% |
| Town of Texas | 60,221 | 61,250 | 1,029 | 1.7% |
| Town of Wausau | 51,830 | 60,000 | 8,170 | 15.8% |
| Town of Weston | 51,071 | 80,156 | 29,085 | 57.0% |
| Town of Wien | 56,719 | 61,667 | 4,948 | 8.7% |
| Village of Athens | 45,556 | 43,438 | -2,118 | -4.6% |
| Village of Birnamwood | 39,286 | 65,000 | 25,714 | 65.5% |
| Village of Brokaw | 45,000 | 39,850 | -5,150 | -11.4% |
| Village of Dorchester | 27,083 | | -27,083 | -100.0% |

| | | | | |
|---|---|---|---|---|
| Village of Edgar | 63,750 | 52,569 | -11,181 | -17.5% |
| Village of Elderon | 40,759 | 40,625 | -134 | -0.3% |
| Village of Fenwood | 38,125 | 51,875 | 13,750 | 36.1% |
| Village of Hatley | 44,000 | 59,000 | 15,000 | 34.1% |
| Village of Kronenwetter | 47,875 | 71,203 | 23,328 | 48.7% |
| Village of Marathon | 44,063 | 59,028 | 14,965 | 34.0% |
| Village of Rothschild | 50,543 | 57,948 | 7,405 | 14.7% |
| Village of Spencer | 40,665 | 51,339 | 10,674 | 26.2% |
| Village of Stratford | 42,569 | 46,184 | 3,615 | 8.5% |
| Village of Unity | 30,750 | 50,568 | 19,818 | 64.4% |
| Village of Weston | 46,063 | 55,367 | 9,304 | 20.2% |
| City of Abbotsford | 34,917 | 36,833 | 1,916 | 5.5% |
| City of Colby | 32,500 | 31,250 | -1,250 | -3.8% |
| City of Marshfield | 40,455 | 49,167 | 8,712 | 21.5% |
| City of Mosinee | 46,109 | 48,591 | 2,482 | 5.4% |
| City of Schofield | 38,158 | 38,450 | 292 | 0.8% |
| City of Wausau | 36,831 | 41,304 | 4,473 | 12.1% |
| **Marathon County** | **45,165** | **53,762** | **8,597** | **19.0%** |

US Census 2000,2010

| Table 11: Percentage of Households without A Vehicle, 2010 | | | |
|---|---|---|---|
| | Households | Households w/o Vehicle | Percent of Households |
| Town of Bergen | 240 | - | 0.0% |
| Town of Berlin | 352 | 6 | 1.7% |
| Town of Bern | 198 | - | 0.0% |
| Town of Bevent | 482 | 3 | 0.6% |
| Town of Brighton | 210 | 4 | 1.9% |
| Town of Cassel | 319 | 14 | 4.4% |
| Town of Cleveland | 517 | 3 | 0.6% |
| Town of Day | 375 | - | 0.0% |
| Town of Easton | 427 | 9 | 2.1% |
| Town of Eau Pleine | 308 | 3 | 1.0% |
| Town of Elderon | 248 | - | 0.0% |
| Town of Emmet | 353 | 6 | 1.7% |
| Town of Frankfort | 233 | 7 | 3.0% |
| Town of Franzen | 205 | 11 | 5.4% |
| Town of Green Valley | 216 | - | 0.0% |
| Town of Guenther | 111 | 4 | 3.6% |
| Town of Halsey | 188 | - | 0.0% |
| Town of Hamburg | 301 | - | 0.0% |
| Town of Harrison | 146 | - | 0.0% |
| Town of Hewitt | 229 | - | 0.0% |
| Town of Holton | 327 | 13 | 4.0% |
| Town of Hull | 248 | 5 | 2.0% |
| Town of Johnson | 360 | 24 | 6.7% |
| Town of Knowlton | 830 | - | 0.0% |
| Town of Maine | 775 | - | 0.0% |
| Town of Marathon | 870 | 12 | 1.4% |
| Town of McMillian | 395 | 6 | 1.5% |
| Town of Mosinee | 799 | - | 0.0% |
| Town of Norrie | 381 | - | 0.0% |
| Town of Plover | 269 | - | 0.0% |
| Town of Reid | 479 | - | 0.0% |
| Town of Rib Falls | 363 | - | 0.0% |
| Town of Rib Mountain | 2,547 | 23 | 0.9% |
| Town of Rietbrock | 352 | - | 0.0% |
| Town of Ringle | 585 | 3 | 0.5% |
| Town of Spencer | 477 | 7 | 1.5% |
| Town of Stettin | 945 | - | 0.0% |
| Town of Texas | 676 | 5 | 0.7% |
| Town of Wausau | 812 | 18 | 2.2% |
| Town of Weston | 234 | - | 0.0% |
| Town of Wien | 274 | - | 0.0% |
| Village of Athens | 478 | - | 0.0% |

| | | | |
|---|---|---|---|
| Village of Birnamwood | 6 | - | 0.0% |
| Village of Brokaw | 107 | 6 | 5.6% |
| Village of Dorchester | - | - | - |
| Village of Edgar | 573 | 8 | 1.4% |
| Village of Elderon | 76 | 5 | 6.6% |
| Village of Fenwood | 89 | 4 | 4.5% |
| Village of Hatley | 222 | - | 0.0% |
| Village of Kronenwetter | 2,557 | - | 0.0% |
| Village of Marathon | 597 | 25 | 4.2% |
| Village of Rothschild | 2,243 | 12 | 0.5% |
| Village of Spencer | 779 | 13 | 1.7% |
| Village of Stratford | 596 | 3 | 0.5% |
| Village of Unity | 103 | - | 0.0% |
| Village of Weston | 5,570 | 120 | 2.2% |
| City of Abbotsford | 164 | - | 0.0% |
| City of Colby | 185 | - | 0.0% |
| City of Marshfield | 300 | 19 | 6.3% |
| City of Mosinee | 1,676 | - | 0.0% |
| City of Schofield | 1,064 | 14 | 1.3% |
| City of Wausau | 16,667 | 666 | 4.0% |
| **County of Marathon** | **52,708** | **1,081** | **2.1%** |

US Census 2010

| Table 12: 65+ Employment, 2010 | | | |
|---|---|---|---|
| | Population 65+ | Employment 65+ | % Employed |
| Town of Bergen | 113 | 24 | 21.2% |
| Town of Berlin | 134 | 12 | 9.0% |
| Town of Bern | 81 | 13 | 16.0% |
| Town of Bevent | 187 | 20 | 10.7% |
| Town of Brighton | 54 | 6 | 11.1% |
| Town of Cassel | 93 | 36 | 38.7% |
| Town of Cleveland | 164 | 37 | 22.6% |
| Town of Day | 131 | 28 | 21.4% |
| Town of Easton | 140 | 20 | 14.3% |
| Town of Eau Pleine | 126 | 23 | 18.3% |
| Town of Elderon | 79 | 9 | 11.4% |
| Town of Emmet | 121 | 28 | 23.1% |
| Town of Frankfort | 91 | 34 | 37.4% |
| Town of Franzen | 91 | 15 | 16.5% |
| Town of Green Valley | 97 | 10 | 10.3% |
| Town of Guenther | 46 | 7 | 15.2% |
| Town of Halsey | 63 | 11 | 17.5% |
| Town of Hamburg | 121 | 16 | 13.2% |
| Town of Harrison | 53 | 7 | 13.2% |
| Town of Hewitt | 79 | 15 | 19.0% |
| Town of Holton | 123 | 28 | 22.8% |
| Town of Hull | 101 | 31 | 30.7% |
| Town of Johnson | 115 | 39 | 33.9% |
| Town of Knowlton | 238 | 43 | 18.1% |
| Town of Maine | 235 | 74 | 31.5% |
| Town of Marathon | 342 | 85 | 24.9% |
| Town of McMillian | 129 | 26 | 20.2% |
| Town of Mosinee | 244 | 46 | 18.9% |
| Town of Norrie | 110 | 31 | 28.2% |
| Town of Plover | 68 | 13 | 19.1% |
| Town of Reid | 163 | 23 | 14.1% |
| Town of Rib Falls | 113 | 36 | 31.9% |
| Town of Rib Mountain | 1,054 | 169 | 16.0% |
| Town of Rietbrock | 121 | 9 | 7.4% |
| Town of Ringle | 198 | 28 | 14.1% |
| Town of Spencer | 144 | 31 | 21.5% |
| Town of Stettin | 376 | 123 | 32.7% |
| Town of Texas | 261 | 46 | 17.6% |
| Town of Wausau | 377 | 77 | 20.4% |
| Town of Weston | 67 | 17 | 25.4% |
| Town of Wien | 105 | 35 | 33.3% |
| Village of Athens | 196 | 41 | 20.9% |
| Village of Birnamwood | 2 | - | 0.0% |
| Village of Brokaw | 40 | 5 | 12.5% |

| | | | |
|---|---|---|---|
| Village of Dorchester | - | - | - |
| Village of Edgar | 212 | 42 | 19.8% |
| Village of Elderon | 34 | 7 | 20.6% |
| Village of Fenwood | 13 | 2 | 15.4% |
| Village of Hatley | 67 | 7 | 10.4% |
| Village of Kronenwetter | 738 | 166 | 22.5% |
| Village of Marathon | 272 | 33 | 12.1% |
| Village of Rothschild | 846 | 171 | 20.2% |
| Village of Spencer | 277 | 44 | 15.9% |
| Village of Stratford | 221 | 64 | 29.0% |
| Village of Unity | 30 | 11 | 36.7% |
| Village of Weston | 1,711 | 291 | 17.0% |
| City of Abbotsford | 140 | 5 | 3.6% |
| City of Colby | 85 | 32 | 37.6% |
| City of Marshfield | 264 | 45 | 17.0% |
| City of Mosinee | 621 | 161 | 25.9% |
| City of Schofield | 321 | 56 | 17.4% |
| City of Wausau | 6,150 | 1,150 | 18.7% |
| **County of Marathon** | **18,988** | **3,714** | **19.6%** |

US Census 2010

| Table 13: Journey to Work (2010) | | | | | | | |
|---|---|---|---|---|---|---|---|
| | Total | Auto | Carpooled | Public Transit | Walked | Bicycle, motorcycle, taxi or other | Worked at Home |
| Town of Bergen | 327 | 293 | 10 | 4 | - | 3 | 17 |
| Town of Berlin | 513 | 420 | 46 | - | 9 | - | 38 |
| Town of Bern | 261 | 156 | 35 | - | 15 | 4 | 51 |
| Town of Bevent | 554 | 475 | 32 | 9 | 2 | 4 | 32 |
| Town of Brighton | 281 | 189 | 25 | - | 27 | 4 | 36 |
| Town of Cassel | 557 | 399 | 48 | - | 23 | 19 | 68 |
| Town of Cleveland | 748 | 574 | 78 | - | 26 | 7 | 63 |
| Town of Day | 556 | 452 | 19 | - | 25 | - | 60 |
| Town of Easton | 625 | 508 | 69 | - | 11 | 6 | 31 |
| Town of Eau Pleine | 501 | 407 | 54 | - | 17 | 3 | 20 |
| Town of Elderon | 366 | 305 | 37 | - | - | - | 24 |
| Town of Emmet | 620 | 465 | 67 | 6 | 4 | 10 | 68 |
| Town of Frankfort | 372 | 234 | 52 | - | 18 | 10 | 58 |
| Town of Franzen | 200 | 148 | 25 | - | 3 | 3 | 21 |
| Town of Green Valley | 249 | 185 | 17 | - | 15 | 12 | 20 |
| Town of Guenther | 166 | 134 | 9 | - | 2 | 6 | 15 |
| Town of Halsey | 326 | 254 | 37 | - | 6 | 7 | 22 |
| Town of Hamburg | 467 | 348 | 38 | - | 40 | 6 | 35 |
| Town of Harrison | 183 | 140 | 20 | 2 | 13 | - | 8 |
| Town of Hewitt | 311 | 256 | 31 | - | 6 | 3 | 15 |
| Town of Holton | 510 | 297 | 93 | 6 | 11 | 11 | 92 |
| Town of Hull | 348 | 210 | 25 | - | 42 | 2 | 69 |
| Town of Johnson | 447 | 298 | 61 | - | 6 | 13 | 69 |
| Town of Knowlton | 1,176 | 951 | 142 | - | 3 | 7 | 73 |
| Town of Maine | 1,091 | 941 | 70 | - | 24 | - | 56 |
| Town of Marathon | 1,277 | 1,092 | 116 | - | 14 | 32 | 23 |
| Town of McMillian | 646 | 533 | 44 | 5 | 10 | 13 | 41 |
| Town of Mosinee | 1,110 | 911 | 119 | - | 45 | - | 35 |
| Town of Norrie | 510 | 381 | 84 | 3 | 14 | 4 | 24 |
| Town of Plover | 389 | 312 | 62 | - | 3 | - | 12 |
| Town of Reid | 698 | 597 | 69 | - | 3 | - | 29 |
| Town of Rib Falls | 528 | 456 | 20 | - | 9 | 11 | 32 |
| Town of Rib Mountain | 3,526 | 3,166 | 206 | 14 | 30 | 90 | 20 |
| Town of Rietbrock | 528 | 399 | 83 | - | 13 | 3 | 30 |
| Town of Ringle | 882 | 769 | 75 | - | 6 | 12 | 20 |
| Town of Spencer | 665 | 538 | 79 | - | 9 | 6 | 33 |
| Town of Stettin | 1,354 | 1,110 | 143 | - | 34 | 13 | 54 |
| Town of Texas | 944 | 805 | 101 | - | - | 6 | 32 |
| Town of Wausau | 1,107 | 997 | 50 | 5 | 14 | 24 | 17 |
| Town of Weston | 328 | 285 | 30 | - | - | - | 13 |
| Town of Wien | 457 | 359 | 35 | 6 | 18 | 3 | 36 |
| Village of Athens | 583 | 423 | 78 | - | 17 | 6 | 59 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| Village of Birnamwood | 9 | 6 | 3 | - | - | - | - |
| Village of Brokaw | 167 | 134 | - | - | 11 | 2 | 20 |
| Village of Dorchester | - | - | - | - | - | - | - |
| Village of Edgar | 770 | 651 | 76 | - | 6 | 12 | 25 |
| Village of Elderon | 70 | 52 | 10 | - | 4 | 2 | 2 |
| Village of Fenwood | 117 | 68 | 16 | - | 27 | - | 6 |
| Village of Hatley | 303 | 249 | 35 | - | 6 | 10 | 3 |
| Village of Kronenwetter | 3,597 | 3,257 | 225 | - | 18 | 65 | 32 |
| Village of Marathon | 820 | 675 | 48 | 6 | 57 | - | 34 |
| Village of Rothschild | 2,906 | 2,573 | 192 | - | 27 | 13 | 101 |
| Village of Spencer | 1,114 | 865 | 165 | 8 | 35 | 18 | 23 |
| Village of Stratford | 757 | 581 | 95 | - | 28 | 17 | 36 |
| Village of Unity | 118 | 97 | 5 | - | 16 | - | - |
| Village of Weston | 7,560 | 6,388 | 696 | - | 53 | 286 | 137 |
| City of Abbotsford | 217 | 136 | 69 | 6 | - | 6 | - |
| City of Colby | 146 | 132 | 8 | - | 3 | 3 | - |
| City of Marshfield | 383 | 320 | 42 | - | - | 10 | 11 |
| City of Mosinee | 2,130 | 1,741 | 292 | - | 15 | 23 | 59 |
| City of Schofield | 1,246 | 929 | 169 | 10 | 56 | 25 | 57 |
| City of Wausau | 18,690 | 15,172 | 1,773 | 271 | 642 | 244 | 588 |
| **County of Marathon** | **68,407** | **56,198** | **6,453** | **361** | **1,591** | **1,099** | **2,705** |

US Census 2010, ACS 2006-2010

| Table 13B: Journey to Work (2010) Percent | | | | | | | |
|---|---|---|---|---|---|---|---|
| | Total | Auto | Carpooled | Public Transit | Walked | Bicycle, motorcycle, taxi or other | Worked at Home |
| Town of Bergen | 327 | 89.6% | 3.1% | 1.2% | 0.0% | 0.9% | 5.2% |
| Town of Berlin | 513 | 81.9% | 9.0% | 0.0% | 1.8% | 0.0% | 7.4% |
| Town of Bern | 261 | 59.8% | 13.4% | 0.0% | 5.7% | 1.5% | 19.5% |
| Town of Bevent | 554 | 85.7% | 5.8% | 1.6% | 0.4% | 0.7% | 5.8% |
| Town of Brighton | 281 | 67.3% | 8.9% | 0.0% | 9.6% | 1.4% | 12.8% |
| Town of Cassel | 557 | 71.6% | 8.6% | 0.0% | 4.1% | 3.4% | 12.2% |
| Town of Cleveland | 748 | 76.7% | 10.4% | 0.0% | 3.5% | 0.9% | 8.4% |
| Town of Day | 556 | 81.3% | 3.4% | 0.0% | 4.5% | 0.0% | 10.8% |
| Town of Easton | 625 | 81.3% | 11.0% | 0.0% | 1.8% | 1.0% | 5.0% |
| Town of Eau Pleine | 501 | 81.2% | 10.8% | 0.0% | 3.4% | 0.6% | 4.0% |
| Town of Elderon | 366 | 83.3% | 10.1% | 0.0% | 0.0% | 0.0% | 6.6% |
| Town of Emmet | 620 | 75.0% | 10.8% | 1.0% | 0.6% | 1.6% | 11.0% |
| Town of Frankfort | 372 | 62.9% | 14.0% | 0.0% | 4.8% | 2.7% | 15.6% |
| Town of Franzen | 200 | 74.0% | 12.5% | 0.0% | 1.5% | 1.5% | 10.5% |
| Town of Green Valley | 249 | 74.3% | 6.8% | 0.0% | 6.0% | 4.8% | 8.0% |
| Town of Guenther | 166 | 80.7% | 5.4% | 0.0% | 1.2% | 3.6% | 9.0% |
| Town of Halsey | 326 | 77.9% | 11.3% | 0.0% | 1.8% | 2.1% | 6.7% |
| Town of Hamburg | 467 | 74.5% | 8.1% | 0.0% | 8.6% | 1.3% | 7.5% |
| Town of Harrison | 183 | 76.5% | 10.9% | 1.1% | 7.1% | 0.0% | 4.4% |
| Town of Hewitt | 311 | 82.3% | 10.0% | 0.0% | 1.9% | 1.0% | 4.8% |
| Town of Holton | 510 | 58.2% | 18.2% | 1.2% | 2.2% | 2.2% | 18.0% |
| Town of Hull | 348 | 60.3% | 7.2% | 0.0% | 12.1% | 0.6% | 19.8% |
| Town of Johnson | 447 | 66.7% | 13.6% | 0.0% | 1.3% | 2.9% | 15.4% |
| Town of Knowlton | 1,176 | 80.9% | 12.1% | 0.0% | 0.3% | 0.6% | 6.2% |
| Town of Maine | 1,091 | 86.3% | 6.4% | 0.0% | 2.2% | 0.0% | 5.1% |
| Town of Marathon | 1,277 | 85.5% | 9.1% | 0.0% | 1.1% | 2.5% | 1.8% |
| Town of McMillian | 646 | 82.5% | 6.8% | 0.8% | 1.5% | 2.0% | 6.3% |
| Town of Mosinee | 1,110 | 82.1% | 10.7% | 0.0% | 4.1% | 0.0% | 3.2% |
| Town of Norrie | 510 | 74.7% | 16.5% | 0.6% | 2.7% | 0.8% | 4.7% |
| Town of Plover | 389 | 80.2% | 15.9% | 0.0% | 0.8% | 0.0% | 3.1% |
| Town of Reid | 698 | 85.5% | 9.9% | 0.0% | 0.4% | 0.0% | 4.2% |
| Town of Rib Falls | 528 | 86.4% | 3.8% | 0.0% | 1.7% | 2.1% | 6.1% |
| Town of Rib Mountain | 3,526 | 89.8% | 5.8% | 0.4% | 0.9% | 2.6% | 0.6% |
| Town of Rietbrock | 528 | 75.6% | 15.7% | 0.0% | 2.5% | 0.6% | 5.7% |
| Town of Ringle | 882 | 87.2% | 8.5% | 0.0% | 0.7% | 1.4% | 2.3% |
| Town of Spencer | 665 | 80.9% | 11.9% | 0.0% | 1.4% | 0.9% | 5.0% |
| Town of Stettin | 1,354 | 82.0% | 10.6% | 0.0% | 2.5% | 1.0% | 4.0% |
| Town of Texas | 944 | 85.3% | 10.7% | 0.0% | 0.0% | 0.6% | 3.4% |
| Town of Wausau | 1,107 | 90.1% | 4.5% | 0.5% | 1.3% | 2.2% | 1.5% |
| Town of Weston | 328 | 86.9% | 9.1% | 0.0% | 0.0% | 0.0% | 4.0% |
| Town of Wien | 457 | 78.6% | 7.7% | 1.3% | 3.9% | 0.7% | 7.9% |
| Village of Athens | 583 | 72.6% | 13.4% | 0.0% | 2.9% | 1.0% | 10.1% |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| Village of Birnamwood | 9 | 66.7% | 33.3% | 0.0% | 0.0% | 0.0% | 0.0% |
| Village of Brokaw | 167 | 80.2% | 0.0% | 0.0% | 6.6% | 1.2% | 12.0% |
| Village of Dorchester | - | - | - | - | - | - | - |
| Village of Edgar | 770 | 84.5% | 9.9% | 0.0% | 0.8% | 1.6% | 3.2% |
| Village of Elderon | 70 | 74.3% | 14.3% | 0.0% | 5.7% | 2.9% | 2.9% |
| Village of Fenwood | 117 | 58.1% | 13.7% | 0.0% | 23.1% | 0.0% | 5.1% |
| Village of Hatley | 303 | 82.2% | 11.6% | 0.0% | 2.0% | 3.3% | 1.0% |
| Village of Kronenwetter | 3,597 | 90.5% | 6.3% | 0.0% | 0.5% | 1.8% | 0.9% |
| Village of Marathon | 820 | 82.3% | 5.9% | 0.7% | 7.0% | 0.0% | 4.1% |
| Village of Rothschild | 2,906 | 88.5% | 6.6% | 0.0% | 0.9% | 0.4% | 3.5% |
| Village of Spencer | 1,114 | 77.6% | 14.8% | 0.7% | 3.1% | 1.6% | 2.1% |
| Village of Stratford | 757 | 76.8% | 12.5% | 0.0% | 3.7% | 2.2% | 4.8% |
| Village of Unity | 118 | 82.2% | 4.2% | 0.0% | 13.6% | 0.0% | 0.0% |
| Village of Weston | 7,560 | 84.5% | 9.2% | 0.0% | 0.7% | 3.8% | 1.8% |
| City of Abbotsford | 217 | 62.7% | 31.8% | 2.8% | 0.0% | 2.8% | 0.0% |
| City of Colby | 146 | 90.4% | 5.5% | 0.0% | 2.1% | 2.1% | 0.0% |
| City of Marshfield | 383 | 83.6% | 11.0% | 0.0% | 0.0% | 2.6% | 2.9% |
| City of Mosinee | 2,130 | 81.7% | 13.7% | 0.0% | 0.7% | 1.1% | 2.8% |
| City of Schofield | 1,246 | 74.6% | 13.6% | 0.8% | 4.5% | 2.0% | 4.6% |
| City of Wausau | 18,690 | 81.2% | 9.5% | 1.4% | 3.4% | 1.3% | 3.1% |
| **County of Marathon** | **68,407** | **82.2%** | **9.4%** | **0.5%** | **2.3%** | **1.6%** | **4.0%** |

US Census 2010, ACS 2006-2010

| Table 14A: Where Workers who Live in Marathon County are Employed, 2010 | | |
|---|---|---|
| | Count | Share |
| Marathon County, WI | 40,636 | 64.3% |
| Wood County, WI | 5,406 | 8.6% |
| Portage County, WI | 1,823 | 2.9% |
| Dane County, WI | 1,389 | 2.2% |
| Clark County, WI | 1,129 | 1.8% |
| Lincoln County, WI | 1,113 | 1.8% |
| Brown County, WI | 1,093 | 1.7% |
| Milwaukee County, WI | 1,070 | 1.7% |
| Outagamie County, WI | 876 | 1.4% |
| Eau Claire County, WI | 791 | 1.3% |
| All Other Locations | 7,875 | 12.5% |

U.S. Census On The Map

| Table 14B: Where Workers who Work in Marathon County Live, 2010 | | |
|---|---|---|
| (Jobs Counts by Counties Where Workers Live - All Jobs) | | |
| | Count | Share |
| Marathon County, WI | 40,636 | 66.1% |
| Lincoln County, WI | 2,682 | 4.4% |
| Portage County, WI | 2,005 | 3.3% |
| Wood County, WI | 1,852 | 3.0% |
| Shawano County, WI | 1,150 | 1.9% |
| Clark County, WI | 921 | 1.5% |
| Langlade County, WI | 803 | 1.3% |
| Oneida County, WI | 773 | 1.3% |
| Brown County, WI | 759 | 1.2% |
| Milwaukee County, WI | 601 | 1.0% |
| All Other Locations | 9,301 | 15.1% |

U.S. Census On The Map

| Table 15: 2010 Marathon County Job Flow Characteristics | | |
|---|---|---|
| **Outflow Job Characteristics (All Jobs)** | | |
| External Jobs Filled by Residents | 22,565 | 100.0% |
| Workers Aged 29 or younger | 5,817 | 25.8% |
| Workers Aged 30 to 54 | 12,584 | 55.8% |
| Workers Aged 55 or older | 4,164 | 18.5% |
| **Inflow Job Characteristics (All Jobs)** | | |
| Internal Jobs Filled by Outside Workers | 20,847 | 100.0% |
| Workers Aged 29 or younger | 5,476 | 26.3% |
| Workers Aged 30 to 54 | 11,768 | 56.4% |
| Workers Aged 55 or older | 3,603 | 17.3% |

U.S. Census On The Map

| Table 16: Major Employers | | |
|---|---|---|
| **Employer Name** | **Location** | **Jobs** |
| Allergy-Clinical Immunology | Wausau | 1000+ |
| Aspirus Wausau Hospital | Wausau | 1000+ |
| Domtar Paper Co Llc | Rothschild | 250-499 |
| Eastbay Inc | Wausau | 1000+ |
| Graphic Packaging Intl | Wausau | 250-499 |
| Kolbe & Kolbe Millwork Co Inc | Wausau | 1000+ |
| Land O'Lakes Inc | Spencer | 1000+ |
| Liberty Mutual Middle Market | Wausau | 1000+ |
| Linetec Inc | Wausau | 250-499 |
| Marathon Cheese Corp | Marathon | 1000+ |
| Marathon Electric Motors | Wausau | 1000+ |
| Marshfield Clinic | Weston | 1000+ |
| North Central Health Care | Wausau | 1000+ |
| Northcentral Technical College | Wausau | 1000+ |
| Sne Enterprises Inc | Mosinee | 1000+ |
| Sterling Building Systems | Rothschild | 250-499 |
| Umr | Wausau | 1000+ |
| Walmart Supercenter | Wausau | 250-499 |
| Walmart Supercenter | Marshfield | 250-499 |
| Wausau Homes Inc | Rothschild | 1000+ |
| Wausau Paper Corp | Mosinee | 250-499 |
| Wausau Paper Corp | Brokaw | 250-499 |
| Wausau Window & Wall Systems | Wausau | 1000+ |
| Wisconsin Physicians Svc | Wausau | 1000+ |
| Wps Health Insurance | Wausau | 1000+ |
| Kolbe and Kolbe Millwork Co. Inc. | Wausau | 1000+ |
| Greenheck Fan Corp. | Schofield | 1000+ |
| Apogee Wausau Group, Inc. | Wausau | 1000+ |
| Wausau Benefits | Wausau | 967 |
| Marathon Electric Manu. Co. | Wausau | 808 |
| Federal-Mogul Piston Rings Inc. | Mosinee | 483 |
| Van Ert Electric Company | Wausau | 300 |
| Fulton Performance Products | Schofield | 273 |
| Gordon Aluminum Industries, Inc. | Schofield | 272 |
| Kraft Foods N.A. Inc. | Wausau | 261 |
| Wausau Tile | Wausau | 241 |
| W-H Transportation Company, Inc. | Wausau | 232 |
| Oldcastle Glass | Schofield | 212 |
| Mesaba Aviation, Inc. | Mosinee | 208 |
| Green Bay Packaging | Wausau | 201 |
| Lemple Packaging | Wausau | 194 |
| Moduline Windows, Inc. | Wausau | 189 |
| US Filter/ Zimpro, Inc. | Rothschild | 189 |
| Gannett Satelite Info. | Wausau | 182 |

WI DWD, Metro Ride AECOM

| Table 17: Health Centers | |
|---|---|
| **Hospital Name** | **Location** |
| Ministry St. Claire's Hospital | Weston, WI |
| North Central Health Care | Wausau, WI |
| Bridge Community Health Clinic | Wausau, WI |
| Wausau Veteran's Outpatient Clinic | Wausau, WI |
| Aspirus Regional Cancer Center | Wausau, WI |
| Aspirus Inc. | Wausau, WI |
| Marshfield Clinic | Wausau, WI |
| Marshfield Clinic | Weston, WI |
| Marshfield Clinic | Mosinee, WI |

WI DWD, Metro Ride AECOM

| Table 18: Major Retailers | | |
|---|---|---|
| **Retailer** | **City** | **Employees** |
| Wal Mart | Rib Mountain | 270 |
| Crossroads County Market | Wausau | 177 |
| ShopKo | Wausau | 157 |
| Pick-N-Save | Wausau | 154 |
| Menard, Inc. | Wausau | 146 |
| Home Depot | Wausau | 145 |
| Spring Windows Fashions | Wausau | 145 |
| ShopKo- Rothschild | Rothschild | 145 |
| Target Stores | Weston | 140 |
| Pick-N-Save | Schofield | 140 |
| Sam's Club | Rib Mountain | 133 |
| Cedar Creek Foods LLP | Rothschild | 121 |
| Kohl's Department Store | Wausau | 121 |
| Best Buy | Rib Mountain | 116 |
| Sears Roebuck | Wausau | 112 |
| Quality Foods | Wausau | 108 |
| IGA- Rib Mountain | Wausau | 102 |
| IGA- Schofield | Schofield | 101 |
| Piggly Wiggly | Mosinee | N/A |

WI DWD, Metro Ride AECOM

| Table 19: Recreation | |
|---|---|
| **Recreation Site** | **City** |
| Granite Peak Ski Area | Rib Mountain |
| 7 Mile Park | Rib Mountain |

# APPENDIX C: SURVEY RESULTS

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1 On a weekly basis, approximately how many times do you use specialized transportation to travel to each of the following destinations?

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Work | 1 | | | | | | | |
| School | 1 | | | | | | | |
| Social Events | 1.5 | 2 | | | | | | |
| Shopping | 1.5 | 2.5 | 1 | | | | | |
| Medical Visits | 2 | 0.5 | 3 | 2.5 | 1 | 3.5 | 2 | 2 |
| | 0.25 | 0.25 | 2 | 0.5 | | | | |

2 Are there times of day or days during the week when you cannot get a ride? Please describe:

Yes due to my wheel chair
If I need a ride on Saturday or Sunday I sometines need to take a taxi if I cannot get a ride from a different source.
Weekends
No
Weekends
No
No
Friday
No
No

3 What destinations would you like to see added by the transportation provider?

Ministry medical Rib
Rib Mt. businesses
Rib Mountain
E Bus
Weekend
O.K. for now
I'm new, I can't think of any.
Rib Mt. & Weston
_____ in areas adjacent to Wausau (eg. Rib Mountain, Weston)
None I can think of
Rib Mountain

4 On a weekly basis, approximately how many times do you use the following transportation? Scheduled bus route: On-demand (call in to schedule a ride):

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Scheduled | 3 | | | | | | | |
| On-demand | 2 | 0.5 | 3.5 | 5 | 3.5 | 3 | 2 | 1 |
| | 0.25 | 1 | 1 | 0.5 | | | | |

5 What are the biggest problems you face when using specialized transportation?

So far no problems
Demanding so much extra time per pick-up. You need not use so much extra time.
Sometimes I don't know of a need for a ride in time to call in to schedule a ride the day before.
None
Dr. take too long for appointment and then we get a know show.

All is very well
Having the Dr's co-operate with my schedule
No problem
None
Where they stop for pick ups in the summer it isn't bad but in the winter it isn't so good.
None

| 6 | If you could only change one thing about your experience using specialized transportation, what would that one thing be? |
|---|---|

weekends
See 5 above.
The scheduling but I know it has to be done like it is to accommodate the many people that use specialized transportation.
None
I don't know.
Everything is O.K.
I made mistakes
I'm satisfied
The pick up time be less than 45 minutes.

| 7 | Do you have a valid driver's license? | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Yes | 1 | 1 | 1 | 1 | | | | |
| No | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| | 1 | 1 | | | | | | |

| 8 | Do you own or have access to a private vehicle? | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Yes | 1 | | | | | | | |
| No | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| | 1 | 1 | 1 | 1 | 1 | | | |

| 9 | Which of the following describe your employment status? (circle all that apply) | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Employed, full-time | | | | | | | | |
| Employed, part-time | | | | | | | | |
| Unemployed | 1 | 1 | 1 | | | | | |
| Student | | | | | | | | |
| Retired | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| | 1 | 1 | 1 | | | | | |
| Homemaker | | | | | | | | |

| 10 | Please add any additional comments you would like to make regarding specialized transportation services for the elderly and disabled within Marathon County. |
|---|---|

I've always found the drivers to be courteous and helpful.
I appreciate this service very much. Your drivers & employees are great!
This is a very good service, I don't want to blow it. - Virginia Reissmann
I have thus far used Metro Ride only for visits to my doctors and my dentist (and two visits to my lawyer). Medical checkups have been every four months; and I have been seeing my opthmologist once a year. Visits to the dentist have been every three months. I have so far had no trouble arranging rides, and Metro Ride has always been on time.

1 On a weekly basis, approximately how many times do you use specialized transportation to travel to each of the following destinations?

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Work | 3 | 2 | 5 | | | | | |
| School | | | | | | | | |
| Social Events | 1 | 2.5 | 1 | | | | | |
| Shopping | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 |
| Medical Visits | 2 | 1.5 | 0.75 | 2 | 3 | 1 | 1 | 2.5 |
| | 1 | 1 | 1.5 | 0.25 | 0.1 | 3 | 1 | 1 |
| | 4.5 | 0.5 | 1 | 0.25 | 1 | 0.25 | 2 | 3 |
| | 2 | 1 | 1 | 0.75 | 4 | 1 | 1.5 | 0.25 |
| | 3 | 1 | 1 | 1 | 1 | 2 | 3 | 1 |
| | 1 | 2.5 | 1 | 2.5 | 0.25 | 1.5 | 2 | |

2 Are there times of day or days during the week when you cannot get a ride? Please describe:

No problem after 2+ yrs.
No
No - rarely have trouble, except weekends.
Saturdays & Sundays
Not often
No
No
None, so far.
8 AM - 5 PM for scheduled appointment w/Dr or Dentist
Not off hand.
No
2 or 3 times a month. Only if we don't allow 48 hrs.
No
Early eve (5-8) PM. It would be nice to meet friends for dinner, but right now need a wheelchair lift.
For groceries, does driver wait or another come for return trip?
No
Weekends
I call you when needed
Unexpected medical visits arise.
No problem
No
No
Only on weekends
All ok.
No
Have to take a cab or sometimes a friend.
No problems so far.
Available everytime needed. Thanks
No
No

No, I'm very satisfied.  They are helpful.
No
No
No
No, always available.
Sat. & Sun.
N/A
No
No
None all were about the time I need them.
No but one time they were filled up and couldn't get a ride.
No
No
No
Can get a ride
No
Applegate Terrace provides transportation.
Yes.  Nights 2X's week.
No
Yes
Yes -- usually can't get ride only for medical wants to visit wife & church more often.
No
Yes, when I have to go out of my way and friends that don't drive.  No bus on Sat.!

3 What destinations would you like to see added by the transportation provider?

To nearby town for shopping.
No
A bus on weekends Sat. and one to go to Rib. Mt.
Can't think of any.
None
Hair cuts - Banks
Hair appointments
Rib Mt. area for shopping
N/A
None
Don't know of any at this time.
Church, Social Event
Its OK
Carmelo's, Walmart, 2510
Church
My husband has had three strokes, so we only call for a ride to see his doctors.
Just for Dr. apt.
Satisfied with present van service destination.
No
Just keep given me rides to work.
All ok
Home

More of it.
Kronenwetter Clinic
Great service
At this time I'm very satisfied.
Social visits - like to nursing homes (my Mom is in one)
Bank in Hatley, WI.
None
No
Nursing home, please.
Hair appointments
Shopping - Rib Mtn shopping area. Events on 400 block. Farmers Market.
Rib Mountain/Rothschild Cinema.
Rib Mountain - Walmart, Aldi's, Michaels, Dollar Tree
None
Credit Union
None
Dollar Tree Store, Wausau Mall, Goodwill, 2place, Jo-Ann Fabric, Target.
Shopping
Walmart, Food
church & home.
Not a problem in Antigo.
Grocery shopping County Market that's if you don't now.
We do need more drivers! To help out on!

4 On a weekly basis, approximately how many times do you use the following transportation? Scheduled bus route: On-demand (call in to schedule a ride):

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Scheduled | 0 | 0 | 0 | 2 | 1 | 2.5 | 3 | 1.5 |
| | 3 | 2 | 0 | | | | | |
| On-demand | 1 | 2 | 3 | 2.5 | 3 | 3 | 1 | 1 |
| | 1 | 1 | 2.5 | 3 | 1 | 2 | 1 | 1 |
| | 2 | 0.5 | 1 | 2 | 1 | 1 | 1 | 1 |
| | 1 | 0.5 | 1 | 1 | 2 | 0.5 | 1 | 1 |
| | 1 | 1 | 4 | 1 | 1 | 1 | 1.5 | 1 |
| | 1 | 3.5 | 1.5 | 1 | 1 | 2 | 0.5 | 0 |
| | 1 | 1 | | | | | | |

5 What are the biggest problems you face when using specialized transportation?

No problems.
Communication and sometimes staffing.
None
The motorized wheelchair.
None
Trying to get out of the van.
Not knowing what time to tell them to pick me up.
None so far.
No problem yet.
None

When using the lift vehicle, none
Weekends
Really nothing.  The service is great.
Nothing
Getting into my chair and out the door - need help getting down the driveway and into the van.
Distance from bus.  Payment
I don't think we have a problem, we are just very happy with everything.
No problems - everyone has been very nice to me.
None
Scheduling a reserved ride on short notice.
None
None, when Don Shaw is driver.
Usually okay
Show up late.
None
Wheel chair and wait time.
No problems with it.
To make sure the seat is back as far as it will go and not to high.
Need to be in wheel chair.
Great service.  Mom need a little extra time - see doesn't hurry at all.
None
So far I didn't have any problems.
None
None
N/A  None
Don't go to more places ex (my bank is in Hatley)
None
Don't use.
Extreme weather
None
Too small for power wheelchair.
*I need to get to and from dialysis 3 x wk M-W-Fri because of her problem with back & leg problems, she can't be depended on to drive me.*
Making sure my walker fits in the car.
No problem.
None
No transportation on Saturday or Sunday.  Family reunion on Saturday June 28, 2014.
*I have to call to remind about my appointment a couple days ahead of time or else my ride to the Dr. is overlooked…*
Am having no problems.
None
Not being able to go to Sunday church or visit wife.
None
None
*When Ward needs botox injections they are always late in the day and I worry about them being completed by 5:00.  So far it's worked out well.*
None

| | If you could only change one thing about your experience using specialized transportation, what would that one thing be? |
|---|---|
| 6 | |

Communication
Can't think of anything
None
Being able to go to a restaurant.
None
Can't think of any now - only used it once so far.
Smaller van
Nothing we are satisfied.
I am satisfied with the program as is.
More quality drivers not all drivers are quality.
Pretty hard to beat a 9 or a 10+
Better seat belts
Nothing
A person should be able to use Abby Van, Retro ride or Marathon County Transportation Co.
Church schedule
Nothing
No changes needed perfect service.
When you need short time reservation or an emergency ride.
Go to Dairy Queen 1 X per week.
After dialysis I'm too weak to drive and vision is blurry for several hours.
Wider area coverage.
Nothing
None. All ok
Don't know.
Everything has been good.
Lori & Bruce are wonderful people.
Satisfied the way it is.
I can't think of any at this time.
Being able to go to visit people, rec center but mostly to go visit my Mom in nursing home.
N/A
Have the vehicles be to where the riders can see out and where they are going.
Better pick up locations.
Can't think of any now.
Size of accommodations.
Nothing
See #3
Nothing
Additional services
Ride downtown on Saturday 9-5 during the summer.
A call would be nice if they are going to be late or not show up.
None
More availability
Go shopping at other than Walmart!!!
Be able to call for a ride one day ahead of time like it use to be.
Just what I say in #3

| | 7 | Do you have a valid driver's license? |
|---|---|---|
| Yes | 35 "YES" Responses | |
| No | 41 "NO" Responses | |

| | 8 | Do you own or have access to a private vehicle? |
|---|---|---|
| Yes | 28 "YES" Responses | |
| No | 48 "NO" Responses | |

| | 9 | Which of the following describe your employment status? (circle all that apply) | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| Employed, full-time | | 1 | 1 | | | | | | |
| Employed, part-time | | 1 | 1 | 1 | 1 | | | | |
| Unemployed | | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Student | | | | | | | | | |
| Retired | 62 "RETIRED" Responses | | | | | | | | |
| Homemaker | | | | | | | | | |

10 Please add any additional comments you would like to make regarding specialized transportation services for the elderly and disabled within Marathon County.

I am now living at NCHC and use the bus about twice a month to go downtown. I enjoyed it when you had the bus going on Sat. because it is a very quiet time here and it gives us something to do. I am sorry that we cannot get to Rib Mt. were all the stores are that I like to go to. I appreciate your busses and would be very unhappy if we didn't have the use of them. Priscilla Ruplinger

*Lori (Laurie?) and Mark T. are fabulous - so pleasant and fun!*

I used your Trans. When I was in the hospital and nursing home and it was wonderful. My address is G. Miller, 3364 Cardinal Ln., Marathon, WI 54448

*Jenney is wonderful!!*

I thought they were very prompt and friendly upon pick up and delivery. Would use again if the need arrived.

*Will drive self as soon as knee (surgery) is healed.*

An outstanding feature; Mark and Lori are superior in their lift buses - both in courtesy and temperament - Malinda seems to be in the same category, but I believe I only used her services on 2 occasions. Thanks much to all of you and your program. Regards, Milton C. Laffin

*Your wheel chair bus is great, the service A+. All drivers A+. Thanks again for being there for my parents. Erman-Adelheid Kriewaldt*

I don't use the transportation weekly. I use your services at the time only when I need to. Sorry about the bad writing, I legally blind.

*Husband has Parkinson & Alzheimers so when we need ride to apt. they are always there for me also.*

I wish I could have had a little more information about this service a few years ago. I'm very happy with the service and hope it continues. The drivers are so great. Thank you.

*1. Provide lift on van that will handle a 36" wide wheel chair. 2. Provide pick up service for unexpected medical appointments.*

All very good.

*We could use more for shopping to stores out of the way! Out of town/city!*

Thanks for the _____. As her POA & daughter having a ride and extra set of hands helps both of us. There are times I have trouble walking so you and your service are wonderful. You keep us both safe. Thanks.

*None*

I've had 3 different drivers. Each has been good and knows my destination in city of Mosinee. I have used your service for rides home from dialysis. I am physically unable an to drive after a dialysis session. I am pleased with this service. Thank you.

*Billing address is Mark Thomas, 608 Ethel St., Wausau, WI 54403*

Have just started using service to go to Dr. appointments and have 3 different drives and all of them have been very helpful and friendly.

*Use for Rehab Transportation from North Central Health Care to the medical appts. Very well satisfied with Bruce, my driver. Keep up the good work.*

Go to Hatley, Birnamwood. Far as I know van is just for doc. Apts & shopping.

*Thomas Dobeck*

The few times I have used this transportation the gentlemen have been very nice and courteous. I hope I have answered the questions adequately.

*I use the Veterans van approximately every three months. I have/to the Tomah V.A. medical facility or the Madison V.A. medical fcility. The service is awesome. The ladies to whom I speak and schedule my rides a very courteous and knowledgeable. I would not change anything. (If it isn't broken why change it). There are some times when my doctors have to see me more often and I've had no problems arranging my transportations. A real necessity for those of us unable to drive. Thank you!*

None. From Dennis Weix

*Phyllis Henneman, 696 County Rd. F, Hamburg, WI 54411*

Your drivers are prompt, courteous and helpful.

*Have good service from Mt. View Rehab. Careful drivers.*

Once a week attend services 7-8:30 PM (Religious). Once a week attend religious services 9:15-12:00 Noon. I will have to verify the time.

*I would like to know if I'am caught up on my bill. And yes yor transportation people are very kind and on time. I also would like to know now about the places you do go to with this service. I ment ware go.*

Having your transport system has been a great help to me. When I have to take Ward in for medical visits I rely on your service. You have always been more than helpful and yor staff is great. Thank you so much for all your help. Mary _____.

*None*

I was told I could only use Marathon County Transportation for medical. It would be greatly appreciated if I could use transportation for other appointments as indicated in the letter.

## Marathon Co. Transportation Program Needs Assessment - Stakeholder Survey Results

*Questions 1 through 3 did not yield useable results and were not tabulated.*

### 4 Times when clients demand for service peaks (day parts and seasonal):

M/T/W
Mid morning/afternoon
Late mornings - early afternoons.
Early morning Mon. - Thurs. - and afternoon Mon. - Thurs.
Spring, summer, winter - 8 AM - 5 PM some 6 PM - 8 PM all weekends.
8 AM - 5 PM M-F

### 5 Geographic boundaries within which most clients live:

Mosinee to North Central Health Care
Marathon Co./Weston
Marathon County
We are located 3-4 miles N.W. of Marshfield, Wis. Clients need to go to Marshfield for work and clinics.
Rothschild, WI

### 6 Approximate total number of one-way trips made by clients in a month: _____

12
50-100
100
16 one way for 4 days a week.
30
???

### 7 Sources of state or federal funding directed to or accessed on behalf of clients (for transportation only):

Owner pays
Limited CCCW assistance.
None
No funding - we supply transportation.
Metro-Ride/CCCW (Elder sanctuary)/Marathon County Transport

### 8 What, if any, types of transportation do you provide for your clients?

w/c van
Car/1 person transfer only.
Medical apt. only via medivan
Clients use cab service and we supply our own vehicle useage - we pay for the cab service.
Medical, Co. transportation, personal, hospital, doctors apt. programming.
None

### 9 If you do provide transportation, what are the eligibility criteria?

Non ambulatory high back w/c
1 person assist transfer into and out of car. Approval from family, POA of client.

Resident of BLC, permanent or temp.
We provide transportation for our clients, paying for cab daily - and for clinic apt. We use our vehicles.
Any
N/A

| | |
|---|---|
| 10 | In your opinion, what factors make utilizing specialized transportation problematic for your clients (capture factors for all segments that apply)? Elderly - Physically disabled - Mentally challenged - Low income |

Elderly, Cost, lack of assistance if using metro ride
Physically disabled, Cost, lack of assistance if using metro ride
Elderly, long waits for return trip (tire easily)
Physically disabled, unable to propel self in w/c unable to walk long distances.
Mentally challenged, needing an escort to accompany to apt.
Physically disabled, There would be no problem with special transportation.
Elderly, financial
Low income, can't afford to ride
*Pick up 1 hour before appt. Sometimes - 30 min. window for pickup - 5 min. waiting for ride home before abandoned by transport company.*
Elderly - frail - difficulty getting in and out of cars.
Physically disabled - wheelchair dependent/impaired mobility.
Mentally challenged - Cognitive impairment/poor decision making/cannot be unattended.
*Low income - Private pay-one way within 10 mile radius = $50-$75. CCCW members get $100.00/month for all incidentals including personal care products.*

| | |
|---|---|
| 11 | In your opinion, what factors make serving your clients problematic for specialized transportation providers (capture factors for all segments that apply)? Elderly - Physically disabled - Mentally challenged - Low income |

Elderly, Cost, limited staffing.
Physically disabled, Cost, limited staffing.
*Elderly, Physically disabled, Mentally challenged, Low income,-- long waits for return rides --busy days are hard to schedule on spur of the moment.*
If the transportation does not run the hours that are needed for the clients.
Elderly, Physically disabled, Mentally challenged, Low income, -- Money
Elderly -
Physically disabled -
Mentally challenged - have to be accompanied.
Low income -

| | |
|---|---|
| 12 | To what extent would you say that the cost of specialized transportation to your clients is a problem in terms of affordability? |

Yes
Yes, for CCCW members.
No
Yes
N/A and No

13 Where do you perceive transportation gaps to exist for your clients?

I live outside the city limits of Mosinee by 1/4 mile.
Weekends - later evening apt. Cot-transports.
The times available for useage.
Evening/nights - ambulances are being used for transport back from emergency dept.

14 Where do you perceive your clients to be over-served (i.e., too many overlapping transportation services are being provided)?

I wish I could get cost effective transportation outsourced.
No
None
None

15 How might specialized transportation in Marathon County be better coordinated in order to close gaps and/or address the overlap in services?

Coming to my location.
We were first with Marathon County services - the transportation was provided - no more.
*Metro-Ride is only for medical appts. Marathon County Transport doesn't transport CCCW members.*
*Opportunities for social events are limited by limited affordable transportation.*

16 What barriers prevent your clients from fully utilizing specialized transportation?

Location of my business.
Assistance on and off if using Metro Ride.
Over scheduling, hard to schedule transport at last minute.
The distance for my clients - we live just outside of Marshfield.
Money
Cost

17 What are the most common complaints/concerns that you hear from your clients who use specialized transportation services?

Wait too long.
Wait times.
Long wait for return ride.
No complaints - as of right now.
No complaints
*1. Had to drive around for an hour on the bus for what would have taken 10 minutes if direct. 2. Waited a long time to be picked up. 3. Was 5 min. late and driver didn't wait - had to wait 2 hours*

18 How do/did your clients become aware of specialized transportation services as an option?

I was told due to my location I could not utilize Marathon Co. transportation.
As the unit coordinator, I schedule all transport for our clients.
We do not use the services - did not know about them.
Advertising
Facility administrator

| | |
|---|---|
| 19 | How might specialized transportation services be better advertised and/or promoted to your clients as viable transportation option? |

Good question.
No true use through the mail or telephone - no e-mail.
More affordable - more expansion of monies funded thru the gov.
Mailings/senior review/newspaper

| | |
|---|---|
| 20 | How has the availability or lack thereof of specialized transportation affected your business? |

Cost on me with continuous budget cuts on my rate of pay.
Apt sometimes have to be cancelled and/or rescheduled.
We are facing more cost to our business - Transportation we once provided - no more. P.S. We have 2 clients that are with CCCW. One thru a different service. Thanks.
N/A
*Ambulatory independent elder will not live here because we aren't anywhere close to a bus line that they could access.*

| | |
|---|---|
| 21 | And finally, if you wish to remain anonymous, skip this question. If you are interested in potentially assisting study developers with any follow-up questions please enter your name and phone number: |

Anna Neklewicz -- 715-551-1362
Charles Regele, Brenda K. Rucher -- 715-384-4657
Jeffrey Frasia c/o Cotto Trans. -- 715-559-6653
Nancy Fisker 715-393-4466

**Marathon Co. Transportation Program Needs Assessment - Stakeholder Survey Results**

*Questions 1 through 3 did not yield useable results and were not tabulated.*

4 Times when clients demand for service peaks (day parts and seasonal):

M, Th, Friday 10 - 5
Varies
8 - 6 PM weekdays
Winters

5 Geographic boundaries within which most clients live:

Marathon Co. primarily. Also, Lincoln, Langlade, Vilas, Oneida Counties.
This varies also - Wausau & surrounding communities.
Merrill to Weston
Ringle, Matoon, Wausau, Schofield, Weston

6 Approximate total number of one-way trips made by clients in a month: _____

30
Unable to provide this.
0

7 Sources of state or federal funding directed to or accessed on behalf of clients (for transportation only):

Medical Assistance, through MTM
N/A
HRSA 330 E Funding

8 What, if any, types of transportation do you provide for your clients?

We don't provide, but coordinate with taxi, medical vans, non-emergency ambulances.
None
N/A
Taxi, Bus tokens, special vans

9 If you do provide transportation, what are the eligibility criteria?

N/A
*Elderly, Physically disabled, Mentally challenged, Low income, Patient cannot always coordinate pick up/drop off times needed for their appointment with the van service.*

10 In your opinion, what factors make utilizing specialized transportation problematic for your clients (capture factors for all segments that apply)? Elderly - Physically disabled - Mentally challenged - Low income

*Elderly, Physical disabled, Those who need to go long distances obtaining on short notice. Ability to deal with wheelchairs, oxygen tanks, etc.*
Circled Elderly, Physically disabled, Low income.
*Elderly - Lack of snow or ice removal in winter. Physically disabled - availability of special vans - lack of snow & ice removal. Mentally challenged - difficult to understand the process. Low income - do not always have a phone - proper clothing for winter months.*

11 In your opinion, what factors make serving your clients problematic for specialized transportation providers (capture factors for all segments that apply)? Elderly - Physically disabled - Mentally challenged - Low income

Elderly, Physically disabled, Mentally challenged, Low income, At times, we are not able to complete an appointment within an hour or so and patient ends up waiting for the service to return to get them.

*Circled Physically disabled, Mentally challenged, Low income.*

Elderly - Timing transportation with appointments. Communicating times with taxi or van service and patients. Walking from bus stop without proper clothing in winter months.

12 To what extent would you say that the cost of specialized transportation to your clients is a problem in terms of affordability?

Large problem.

Unable to answer.

No

When needed

13 Where do you perceive transportation gaps to exist for your clients?

1. Affordable discharge transportation to northern WI. 2. Transp for those that need cots.

Coordinating appointment times with service.

Many live in rural/out of city limits.

Weston location

14 Where do you perceive your clients to be over-served (i.e., too many overlapping transportation services are being provided)?

No where.

Nursing/rehab facilities

None

15 How might specialized transportation in Marathon County be better coordinated in order to close gaps and/or address the overlap in services?

Going out of the county. Being available on short notice.

Rural service w/central relay/transfer center.

Talk to organizations that assist these groups. This survey is a start.

16 What barriers prevent your clients from fully tulizing specialized transportation?

Availability, cost.

Money, location.

Lack of phone, lack of knowledge they are available.

17 What are the most common complaints/concerns that you hear from your clients who use specialized transportation services?

Difficult to coordinate, especially if using MTM and medical assistance funding.

Takes too long for service to come back and get them.

Not prompt or frequent.

Timing

18 How do/did your clients become aware of specialized transportation services as an option?

Don't know.
Family investigate.
We let them know.

19 How might specialized transportation services be better advertised and/or promoted to your clients as viable transportation option?

Information & in-services to hospital social workers and case managers.
Flyers in elderly housing phonebook.
Churches, recreational centers, med. Facilities.
Cards they can put in there wallet with phone #s and information

20 How has the availability or lack thereof, of specialized transportation affected your business?

People often come in via ambulance, but have a hard time getting home.
Limiting.

21 And finally, if you wish to remain anonymous, skip this question. If you are interested in potentially assisting study developers with any follow-up questions please enter your name and phone number:

Mark Moser, St. Clares Hospital 715-393-2549
Abby Schroedre, RN Charge Nurse 715-261-2135

# APPENDIX D: SAMPLE WEBPAGE AND PROGRAM GUIDE

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# Transportation Services

Click here for Public Transit in Portage County brochure

**The Aging & Disability Resource Center (ADRC) offers a variety of transportation services throughout Portage County for people age 60 and over and adults with disabilities.**

**General Information**
For more information or reservations please call (715) 346-1401.Information can also be received from local Senior Dining Site Managers in the Plover, Rosholt, Amherst and Junction City areas.

All bus and volunteer Escort riders are asked to donate toward the cost of transportation services. The amount you donate is confidential. For taxi rides there is a set fee.

All rides must be reserved ahead of time: for bus rides, at least 24 hours in advance; for escort rides, at least 48 hours in advance.

In addition to the services described here, we provide transportation for special group events and to Retired and Senior Volunteer Program volunteer work stations. We can provide instruction on the use of City Transit buses in Stevens Point. We'll work with individuals and families to help solve particular transportation problems.

**Rides to Nutrition Program Senior Dining Sites**
The bus or volunteer driver picks you up at your door and returns you home after lunch. Ongoing reservations are made directly with the local Dining Site Managers.

**Wheelchair Transportation**
Point Plus Transit provides rides for people in wheelchairs in Stevens Point, Whiting and Park Ridge; call (715) 341-2000 for information or reservations. Plover Taxi provides rides for people in the village of Plover; call (715) 342-1313 for information or reservations. For other areas of the county, call the Aging & Disability Resource Center at (715) 346-1401.

**Lincoln Center Bus Service (Stevens Point)**
For those who cannot drive or ride a city bus to Lincoln Center the Aging & Disability Resource Center bus picks up at 11 A.M. and returns people home around 1 P.M. These times can sometimes be adjusted to fit your schedule of activities or appointments at Lincoln Center.

**Grocery Shopping Bus Service (Stevens Point)**
One day a week the Aging & Disability Resource Center buses take people grocery shopping. This service is for those who have no other way to obtain groceries and need help carrying their bags.

**Volunteer Driver Escort Program**
Throughout Portage County, volunteers drive people to medical and essential personal business appointments. Rides are requested from the Volunteer Escort Coordinator Monday through Friday from 1 to 3:30 P.M. at (715) 346-1401.

Aging & Disability Resource Center
ADRC of Portage County
Lincoln Center
1519 Water Street
Stevens Point, WI 544
715 346 1401 or
866 920 2525

**Taxi Escort Service (Stevens Point or Plover)**
People who have no other transportation are provided rides to medical appointments by Courtesy Cab or Plover Taxi. The Aging & Disability Resource Center pays for the cost of the ride not covered by passenger fees. Each ride must be requested from the Escort Coordinator at Lincoln Center Monday through Friday from 1 to 4 P.M.

**Current Route Schedule**

Stevens Point

- Rides to Lincoln Center for activities or lunch, Monday through Friday.
- Rides to east side and Crossroads Commons for shopping on Mondays (call for schedule in your area).
- Grocery shopping rides: Mondays: City, North side, Fireside Apartments, and Town of Hull.
- Commodities: third Tuesday of the month.

Plover

- Bus to Municipal Center for lunch, Tuesdays and Thursdays.
- Bus to Stevens Point Monday through Friday.

Amherst
Bus to Jensen Center for lunch, Mondays, Wednesdays, Fridays.

Junction City
Bus to lunch at the Park Pavilion, Tuesdays and Thursdays.

This program is funded in part by the Federal Transit Administration (FTA) as authorized under 49 U.S.C. § 5310 Mobility Options of Seniors and Individuals with Disabilities Program (CDA 20.521).

**Travel Training Program**
The Travel Training program is designed to give people with disabilities and seniors the "Skill, Confidence and Independence" to access and ride transportation in Portage County. The Travel Trainer will offer familiarization training for groups and individuals, the goal being to raise awareness of travel options available. One-on-one training will also be offered with sessions individualized to teach safe, independent travel skills. If you have any questions call 715-341-4490.

Volunteer Opportunities: Be a Travel Buddy
Travel Buddies are people just like you who enjoy helping others. They are matched with new riders who want a companion to accompany them while riding transportation in Portage County.

Travel Buddies receive training and support along with the satisfaction of helping someone become more independent. Call 715-341-4490 for more information.

Click here for the Travel Training newsletter.

**Volunteer Drivers Needed**

Giving up the car keys is one of the most difficult things for some people to face. Think about what you would do without your car? One way to assist with this difficult decision is to give people alternatives to driving themselves.

Nutrition Program

Project Lifesaver
Child/Adult Wander Protection/Recovery

RSVP

Safe & Sound
Adult Wander Protection/Recovery

Senior Center

Support Groups

Telecare
Telephone Reassurance

Transportation

Vital Information Program
Emergency Medical Info.

Volunteer Caregivers

NCWRPC 124

The Aging & Disability Resource Center operates a volunteer driver program that allows older and disabled individuals to get to medical care and other appointments that enable them to remain living independently in the community. The demand for trips is increasing and so is the need for drivers. The ADRC is looking for volunteers from all areas of the county. This is a flexible and rewarding opportunity. Not only are rides given, but relationships are formed.

Please call Donna Betro at 715-346-1401 for more information or to sign up. We need you to keep the program running!

## Medicaid Transportation

Non-emergency medical transportation is no longer coordinated at the local/county level. The State of Wisconsin has a Transportation Manager/Broker system for Medicaid non-emergency transportation. The Wisconsin Department of Health Services has contracted with LogistiCare to operate the Transportation Manager system. LogistiCare is an MA transportation broker. As a broker it will manage or basically arrange all MA non-emergency medical transportation (NEMT). The State's change to utilizing the services of an MA transportation broker affects who authorizes MA reimbursement for MA non-emergency rides and who provides assistance in arranging those rides. If MA is currently being used to help pay for your costs to go to non-emergency medical appointments or other MA covered services, or to help pay for family or friends to take you to these appointments, or to purchase/pay for a ride from a transportation provider such as a volunteer driver, taxi, or special medical vehicle, etc., you will now call LogistiCare to receive authorization for reimbursement and/or to arrange the ride. The phone number for arranging non-emergency medical transportation through LogistiCare is toll free at 1-866-907-1493.

WHO does this affect?
This affects persons on Medicaid (also known as Medical Assistance or MA) and BadgerCare Plus (non-emergency rides are not covered for Core and Basic Plan members). Individuals enrolled in the Medicaid or BadgerCare Plus programs are all members of ForwardHealth and have been issued a ForwardHealth card and number. This does not affect individuals residing in nursing homes or enrolled in the Family Care program operated by Community Care of Central Wisconsin (CCCW).

WHAT information do I need before I call for a ride?

- Your ForwardHealth number on your ForwardHealth card
- Date of birth for person needing the ride
- Date and time of appointment
- Name of your doctor, street address of location of appointment and their phone number. You will need to know their full address and telephone number. You cannot just say the Rice Clinic, for example.
- Pen and paper to write down the confirmation number for your ride (LogistiCare will provide you with this number for each ride authorized)

Note: You may have someone you trust call for you (spouse, son, daughter or friend).

WHEN should I call for a ride to the medical appointment?
Call for a ride at least two full business days in advance-the sooner, the better. Call LogistiCare between 7 a.m. and 6 p.m. Monday through Friday to get the call center (located in Madison). If you call after 6 p.m. you will get the call center in Georgia. If you have an urgent appointment without two days notice, contact

LogistiCare as soon as you can to explain your circumstance. They may be able to help you with less notice. If you need rides several times a week for therapy, ask staff at the medical facility to call LogistiCare to make special arrangements for your reoccurring rides.

If you need to cancel an appointment, a 24-hour notice is required.

Write it down:

- LogistiCare will give you a confirmation number for your approved trip. Save it.
- Record the name of the person at LogistiCare with whom you spoke.
- Record the date and time of your call.

WHO will help me if I am experiencing difficulties?
Your first line of action is to call LogistiCare at 1-866-907-1494 to report problems or complaints with their call center or transportation providers.
olf you where denied a ride make sure you have followed LogistiCare procedures:

- You are MA eligible
- You are going to a MA covered service
- You called two business days in advance
- You know the name, complete address and phone number for your appointment
- You do NOT have excessive no-shows or cancellations

WHAT if LogistiCare denies my request for a ride?
If you are elderly or disabled and think you were unfairly denied a ride, contact the Aging & Disability Resource Center of Portage County. ADRC staff can help you explain your circumstances to LogistiCare, or assist you in filing an appeal or complaint. The Mobility Management staff will also assist in connecting with LogistiCare or other transportation providers to obtain your ride. Call the ADRC toll-free 866-920-2525 or 715-346-1401.

LogistiCare Caller Checklist

LogistiCare Website

NCWRPC 126

## Do you need to go out of county or to another city, or to the airport?

***If you are elderly or disabled and need out of town transportation to medical appointments, you may be eligible for ADRC transportation services. Contact ADRC Transportation Dept. (715) 346-1401.***

**Courtesy Cab** (715) **342-8863**

**Ride Share –** www.rideshare.wi.gov or call 1-262-521-5454

**Lamers Bus Lines** www.lamers.com/
Wausau to Milwaukee - Bus stops at the Olympic Restaurant, 200 Division St., Stevens Point. **1-800-261-6600**

**Jefferson Bus Lines** www.jeffersonlines.com/
Minneapolis, to Milwaukee WI via Wausau, Eau Claire, and Green Bay **1-800-767-5333**. The closest bus station is in the Cedar Creek area, at 2415 Trailwood Ln., Rothschild. Jefferson Lines also picks up and drops off at the Wausau Transit Center, 555 Jefferson St., Wausau

**Amtrak** www.amtrak.com
City of Portage, Columbus, Lacrosse, Wisconsin Dells or Tomah to Milwaukee, Chicago or St Paul **1-800-872-7245**

**Megabus/Van Galder** www.megabus.com
Minneapolis, Madison, Milwaukee **1-877-462-6342**.

**Always Double Check!**

Before making final plans, contact companies directly to get up-to-date information on routes, and schedules as these do change

## MORE INFORMATION

You may also dial

**2-1-1**

Or go to

http://www.unitedwaymc.org/211.htm

To view additional resources

NCWRPC 127

# TRANSPORTATION

***IN,***
***AROUND***
***&***
***BEYOND***

# PORTAGE COUNTY

## *RESOURCES FOR GETTING WHERE YOU NEED TO GO*

COMPILED BY
The Transportation Coordinating Committee of Portage County

**Our mission is to support and strengthen local transportation systems and work towards addressing unmet transportation needs of all county residents.**

David Adamczak
Mobility Management Director
Aging & Disability Resource Center (ADRC)
(715) 346-1401

Rev. 7/14

## Stevens Point or Plover

### Public Transit

Stevens Point, Whiting, Crossroads Commons – **City Bus** (wheelchair accessible) (715) **341-4490**
**www.stevenspoint.com/transit/**

Village of Plover- **Plover Taxi**(wheelchair accessible)(715) **342-1313**
**http://www.ploverwi.gov/taxiserv.htm**

### Private Providers

Taxi - Courtesy Cab (715) **342-8863**

## County Wide

### Public Transportation

**ADRC** bus serving elderly & disabled and general public on a space available basis (715) **346-1401**

This program is funded in part by the Federal Transit Administration (FTA) as authorized under 49 U.S.C. § 5310 Mobility Options of Seniors and Individuals with Disabilities Program (CDA 20.521).

*** Advance reservations required*
**http://www.co.portage.wi.us/ADRC/Transportation.html**

### Private Providers

Taxi - **Courtesy Cab** (715) **342-8863**

### Ride Share/Car Pool

The Wisconsin Department of Transportation's Wisconsin RIDESHARE program matches people for carpooling and bike buddies. Register on line at **www.rideshare.wi.gov** or call 1-262-521-5454

## Are you Elderly or Disabled?

**ADRC-Aging & Disability Resource Center** will assist you in setting up rides with the taxi, bus or volunteer driver for medical trips or essential personal business. (715) **346-1401**

*** Advance reservations required*
**http://www.co.portage.wi.us/ADRC/Transportation.html**

## Are you a Veteran?

**The Disabled American Veterans Van** provides rides to VA hospitals and clinics (715) **346-1401**

## Do you require Specialized Transportation including Wheelchair Transportation?

**Stevens Point Transit**: city buses are ramp equipped (715)**341-4490**

Or

**Point Plus Paratransit Door-to-Door Service** (715) **341-2000**

**Application process may take up to 2 weeks*
***Advance reservations required*
**www.stevenspoint.com/transit/**

**Village of Plover – Plover Taxi** (715) **342-1313**
**http://www.ploverwi.gov/taxiserv.htm**

**Anywhere in/out of County**: Private pay, Medical Assistance, or Insurance

**Courtesy Carriers** (715) **341-5599**
**ADRC Bus Routes** (715) **346-1401**
**http://www.co.portage.wi.us/ADRC/Transportation.html**

## Do not find what you need?

**Volunteer Caregivers** of Portage County will provide transportation as drivers are available for those who qualify for their services: (715) **342-4084**

**Application process may take up to 1 week*
***Advance reservations required*

**The above services do not provide personal assistants; volunteer drivers do not function as personal assistants.**

# APPENDIX E: PEER REVIEW

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| SELECT COUNTY TRANSPORTATION PROGRAM PEER REVIEW SUMMARY | | | | |
|---|---|---|---|---|
| **County Program** | **Marathon** | **Portage** | **Sheboygan** | **La Crosse** |
| **County Population Census 2013 Est.** | 135,416 | 70,380 | 114,922 | 116,713 |
| **Metro Population** | 63,792 | 41,149 | 58,618 | 85,974 |
| **Area of County Square Miles** | 1,545 | 801 | 511 | 452 |
| **Annual Ridership** | 17,896 | 17,466 | 46,464 | 22,920* |
| **Fares** | >Mileage based tears from $6 to actual cost over 60 miles.<br>>Metro Paratransit $2.25 | >Voluntary contribution for minibus or volun. driver<br>>Metro Paratransit $2<br>> Shared-ride Taxi $3.50 | >$2.50/ride<br>>Voluntary contribution for volun. driver<br>>Metro Paratransit $3.50 | >County Divided into zones: $3.50/$4/$4.50 for minibus and $4/$6/$8 for volun. driver<br>>$0.50/mile out of county |
| **MA Rides** | No | No | No | No |
| **Family Care Rides** | No | Yes | No | No |
| **Trip Purposes (Beyond Med., Nutrition & Employ.)** | Limited (No restriction on metro paratransit | Includes "Essential Personal Business" (No restriction on metro paratransit) | Includes Social. Volun. driver program restricted to medical (No restriction on metro paratransit) | Unlimited ("Any purpose") |
| **Age Qualification** | 60 | 60 | 60 | 60 |
| **Travel Trainer** | No | Yes | Yes | No |
| **85.21 Allocation** | $323,243 | $154,291 | $268,116 | $249,209 |
| *Does not include metro paratransit. | | | | |

**La Crosse County**

La Crosse County runs a minibus service that will pick-up and drop-off anywhere within the county from 7 am to 5 pm on weekdays and 8 am to 4 pm on Saturdays with 24 hour advance notice. The Volunteer Driver Program operates between 8:30 am and 5 pm weekdays with 48 hours advance notice for those unable to take other means of transportation and need additional assistance when traveling. Service is open to anyone 60+ years old or with a disability, and service is available for any trip purpose. Fares are tiered based on destination zone. An additional fee is charged for extra stops. Travel outside of the county can be arranged and is charged at $0.50 per mile. The county also has joint programs with private and shared ride taxi services throughout the county.

**Sheboygan County**

Sheboygan County's elderly and disabled transportation program is operated throughout the county by the city transit system, Shoreline Metro, with service from 7:30 am to 3:30 pm weekdays (paratransit available from 5:45 am to 8:45 pm weekdays and 7:45 to 5:45 on Saturdays) for $2.50 per trip. Service is open to anyone 60+ years old or with a disability. Medical, nutritional and employment trips get priority, but social trips are provided on a first come-first serve basis. The Volunteer Driver Program is

restricted to medical trips only that cannot be provided by other programs or means on a 24 hour advance notice within the county 48 hours advance notice for trips outside the county. There is no fare, but voluntary donations toward the cost of the trip are encouraged.

**Portage County**

Portage County provides a number of fixed schedule, flexible route wheelchair accessible minibuses on a 24 hour advance reservation. The Volunteer Driver Program operates on a 48 hours advance notice and provides for medical escort rides outside of the county. Service is open to anyone 60+ years old or with a disability. Trip purposes served are medical, nutritional, employment and essential personal business which includes some social trips. There is no fare, but voluntary donations toward the cost of the trip are encouraged. The county also coordinates with area shared ride taxi services. City paratransit operates between 6:45 and 5:30 weekdays, but a program with the University expands service to 6:15 - 9:30 and 10:15 to 5:30 on Saturdays when the University is in session.