

Transportation

Domain Focus: Transportation

Options for Non-Drivers

Walkability

**Fixed-Line
Service**

**Specialized
Transit**

Road Safety

Existing Transportation Plans



Strategy Recommendations



Policy Recommendations

	Walkability	Bus	Specialized Transit	Road Safety
City of Milwaukee Pedestrian Plan (2019)	✓	✓		✓ ✓
Milwaukee County Complete Communities Comprehensive Safety Plan (2024)	✓	✓ ✓		✓ ✓
MobilISE		✓ ✓	✓	✓
SEWRPC Human Service Transportation Coordination Plan (2025)		✓ ✓	✓	✓
Vision Zero Action Plan (2025)	✓	✓		✓ ✓

In progress: 414 in Motion—The City of Milwaukee's Transportation & Mobility Plan

Walkability

Issues Raised During the Needs Assessment Phase

Data Review:

- Walkability is best in the downtown/central part of the County

Community Conversations:

- Walking is hazardous due to unsafe streets and insufficient time to cross
- Some traffic calming features (e.g. bump outs make biking feel less safe)

Walk Audits:

- Uneven, obstructed and incomplete sidewalks
- Poorly marked or missing crosswalks
- Lack of pedestrian crossing and school zone signage
- No audio with pedestrian signals
- Inadequate time to cross streets
- Misdirected curb cuts

Walkability

What's Happening Locally

MilWALKee Walks (Wisconsin Bike Federation): Education regarding pedestrian rights, painting of crosswalks and traffic calming features for greater visibility

City of Milwaukee DPW: Safe Routes to School, Transit & Parks (comprehensive projects in targeted locations)

City of Milwaukee DPW: 414 in Motion (current planning)

Multiple municipalities & Riverworks Development Corporation: Trail expansion of the Riverwalk system, Powerline Trail, and Beer Line Trail including connections to the Oak Leaf Trail

Walkability

Model Initiatives

Safe Routes for Seniors: Modeled after Safe Routes to School (sidewalk repairs, increased crossing times, increased benches, pedestrian refuges in medians, etc.)

New York, NY: “Elder District” designations similar to School Zones

Des Moines, IA: Leading pedestrian interval (LPI) technology helps pedestrians better establish their presence in a crosswalk with a 3-10 second head start, reducing pedestrian-vehicle crashes by 13%.

Madison, WI: Strong planning and policy approach that includes requirements for pedestrian circulation between sidewalks and entrances to destinations, sidewalk width requirements and progressive parking policies that incentivize alternate modes of transportation.

Ann Arbor, MI: Focuses on creating a comfortable and interesting walking environment by providing sidewalk furniture, planters, wayfinding signage, fountains, and information kiosks. The city also stipulates that 1% of city funds must go to public art.

Options for Non-Drivers: Fixed-Line Service

Issues Raised During the Needs Assessment Phase

Data Review:

- Private vehicle access is lowest in the central and northwest parts of the City of Milwaukee (25-50% of households do not have a vehicle). 15.9% of older adult households County-wide do not have access to a vehicle.
- There are 3,700 total bus stops of which 84% are ADA compliant and 18.5% have shelters. Almost all buses are ADA compliant.
- 3.7% of Milwaukee County population uses MCTS and 6.3% of MCTS riders are 65+ or have a disability. Overall, very few older adults are using regular bus service.
- Most commutes by MCTS take over 45 minutes.

Community Survey:

- Overall excellent/very good rating of public transportation: 22% (accessibility-24%, affordability-26%, maintenance-25%, safety-21%, timeliness-21%). Highest response is unknown (27%)

Options for Non-Drivers: Fixed-Line Service

Issues Raised During the Needs Assessment Phase, continued

Community Conversations:

- Desire for free senior bus passes and ambassadors to help with navigating buses
- Perception that seniors are using buses more than in the past
- Bus route cuts and long waits for connections make bus hard to use
- Need for more bus shelters especially near senior centers/apartments
- Public transportation feels unsafe

Walk Audits:

- Inaccessible public transportation (few routes in low-density areas)
- Lack of bus shelters or seating
- Improve bus stop signage
- Improve bus stop accessibility

Options for Non-Drivers: Fixed-Line Service

What's Happening Locally

Strong Towns, Bill's Bus Benches and other community groups: Hand-built benches at bus stops

MCTS Bus Boarding Pads & Bus Shelters: Recently added 28 new concrete bus boarding pads where they were previously lacking; plans for 20 new bus shelters

MCTS Travel Training: Freedom on Wheels community trainings, one-on-one training, mobility device securement training, smartphone app for visually impaired

MCTS Driver Sensitivity Training: Nationally recognized curriculum

MCTS Safety Improvements: Sherrif's Office transit security pilot on select routes; Expansion of MCTS Public Safety Officer program to discourage fare evasion

MobiliSE: FlexRide on-demand service to connect transit hubs and job centers

Options for Non-Drivers: Fixed-Line Service

Model Initiatives

Free Rides for Older Adults: Philadelphia, Pittsburg, Houston, Chicago, Albuquerque, etc.

Route Deviation (San Jose, CA): Allows riders to request a bus operator drop them closer to their final destination after peak hours for safety and convenience

Modular Bus Shelters (Los Angeles): kit-of-parts system, adaptable in size, configuration, and material finish, that allows each shelter to respond to specific community needs

Bus Shelter Accessibility (San Francisco): Updated shelter designs that include benches, lighting, and platforms close to bus boarding area

Grocery Cart Program (Central PA): Bus system provides grocery carts to eligible riders (older adults, people with disabilities and veterans) who need help transporting bags while using public transportation, especially to improve food access.

Options for Non-Drivers: Specialized Transit

Issues Raised During the Needs Assessment Phase

Data Review:

- Limited utilization of current specialized transit options (Transit Plus, OATS, and Veyo)

Community Survey:

- Overall excellent/very good rating of specialized transit: 17%

Community Conversations:

- Specialized transit (e.g. Transit Plus & Veyo) is unreliable, late, restrictive for purpose of ride, and is not available to all due to eligibility requirements. Many seniors are unaware of options and don't know how to use rideshare
- Need affordable transportation options that help people out of house and into destination location

Options for Non-Drivers: Specialized Transit

What's Happening Locally

Program	Description	2024 Rides	Annual Riders
Transit Plus (MCTS)	Van service for any purpose for individuals with disabilities who cannot use fixed route service; must live within .75 mile of a fixed route.	364,360	5,839
Older Adult Transportation Services (ADS)	Rides for 60+ for specific purposes; M-F business hours	38,340	700
Volunteer Rides (ERAS)	Rides provided by volunteers for 60+ for basic needs purposes	11,462	300
Medicaid Rides (Veyo)	Free or reimbursed rides for non-emergency medical purposes for Medicaid participants	1,104,400	21,088 (all ages)

Other specialized transportation options: Longterm care provided transportation, Veterans transportation to VAMC, UCC-provided transportation to UCC services

Options for Non-Drivers: Specialized Transit

Model Initiatives: On-Demand Service

Ride-Share Partnerships

Uber Assist & WAV: Currently only available in 6 large cities

Uber Senior & Lyft Silver: Simpler interface available anywhere

GoGoGrandparent: Connects older adults with ride-share via phone

Subsidy provided: Gainesville, FL, Solano County, CA, Charleston, SC, Harris County, PA

Ride United: United Way, 211 & Lyft partnership for subsidized rides to essential services

TRIP Volunteer Driver Program: TRIP is the innovative, self-directed mileage reimbursement transportation service for special needs or specifically defined populations. Participants recruit their own volunteer driver. The participant receives mileage reimbursement that they pass on to the volunteer driver.

Options for Non-Drivers: Specialized Transit

Model Initiatives: Transportation Coordination

Contra Costa Transportation Authority-Office of Accessibility and Equity: formed a nonprofit coordinating entity to integrate all accessible transportation services in the county.

Council on Aging of Southwestern Ohio – Home52 Transportation: home52's coordination center contracts with 40 community transportation providers for door-through-door, on-demand services and uses transportation management software to select and dispatch the closest appropriate vehicle to the pick-up destination. Real-time vehicle tracking and communication with providers ensures efficiency and quality assurance.

PennDOT Bureau of Public Transportation – Find My Ride: PennDot Bureau of Public Transportation's Find My Ride is an online application that enables prospective users to make a single application for the most prevalent transportation assistance programs in Pennsylvania. The application automatically adds the requirements of those programs for which an applicant is eligible. The completed application is then routed to the local providers of those programs.

Road Safety

Issues Raised During the Needs Assessment Phase

Data Review:

- In the past 20 years, the percent of older adults continuing to have a driver's license has increased significantly including 88% of men over age 85. WI has 175,000 more drivers age 75+ than in 20 years ago.
- Since 2018, fatal vehicle crashes have increased significantly
- Drivers under 30 and over 75 have the highest rate of crashes per mile driven
- The number of crash injuries generally decrease with age but bump up for older adults. There were 82 fatal crashes involving older adults over a 5-yr span
- Crash density is greatest along the highways and along the northwest corridor

Community Survey:

- Driving self is by far the most common method of transportation
- Overall excellent/very good rating of transportation infrastructure: 25% (traffic signs-37%, enforced speed limits-15%, safe streets-27%, street maintenance-22%, driver's ed refresher course-8%)

Road Safety

Issues Raised During the Needs Assessment Phase, continued

Community Conversations:

- Streets are unsafe due to poor street lighting, road conditions, and speeding
- Would like to see more traffic calming features
- Car purchases and upkeep are expensive

Walk Audits:

- Excessive speed/reckless driving
- Infrequent speed limit signs
- Roadways are too wide/fast
- Poor road conditions and Incomplete roadwork and construction debris
- Suggest street redesign to narrow streets and add traffic calming features, designated bus and/or bike lanes
- Request DPW audit of signage

Road Safety

What's Happening Locally

MCDOT, WIDOT, City of Milwaukee Complete Streets & Vision Zero: \$25 million+ in road reconstruction projects to add traffic calming. Milwaukee reduced “life-changing injury crashes” by 28% where improvements were completed in 2023. Improvements include adding a speed hump on a street and successfully reducing excessive speeding from 30% to 2% ; and adding a two-way protected bike lane and traffic calming measures on Highland Blvd, resulting in a reduction of speeding from 20% to 3%.

AARP, AAA & Private Driving Schools: Older adult “refresher” driver’s ed & sometimes insurance premium reductions

Current Legislative Efforts:

- Impounding of vehicles involved in reckless driving (State of WI, passed 2025)
- First-offense towing (City of Milwaukee, passed 2025)
- Red-light cameras (State of WI, currently proposed legislation)

Road Safety

Model Initiatives

Vision Zero strategies are considered best practice nationally. Results include:

Austin, TX: Reduced serious and fatal crashes over 10 years by:

- 86% at sites with traffic-calming features
- 15% where speed limits were lowered
- 42% where protected intersections were added

Philadelphia, PA: Reducing traffic deaths by 50%, crashes by 36%, and excessive speeding by 90% on high-risk corridors where speed cameras were installed

CarFit: National educational program where trained technicians help older drivers ensure their vehicles are fitted for safety and comfort—checking things like seat position, mirrors, and pedal reach.

New Federal guidance on older adult driver's licensing:

- Age 70-79: Vision test to have licensed renewed
- Age 80-86: Must renew license in-person every 2-4 years
- Age 87+: Must pass road test every year and get medical clearance