

COUNTY OF MILWAUKEE
Inter-Office Communication

DATE: January 12, 2023

TO: Shawn Rolland, Co-Chair, Ricardo Diaz, Co-Chair,
Milwaukee County American Rescue Plan Act (ARPA) Task Force

FROM: Community Support Area Subgroup – Other Social Determinants of Health (SDoH)

SUBJECT: ARPA Community Support Strategy Recommendation

REQUEST

Requesting recommendation of the Other SDoH subgroup, FlexRide Milwaukee On-Demand Transportation program for \$1,365,000 within the Community Support Expenditure Category for American Rescue Plan Act (ARPA) funding consideration.

POLICY

Milwaukee County Board file 21-555: “A resolution to create a Task Force to review and recommend funding allocations to the Milwaukee County Board of Supervisors for monies received by the County in the Federal American Rescue Plan Act of 2021”

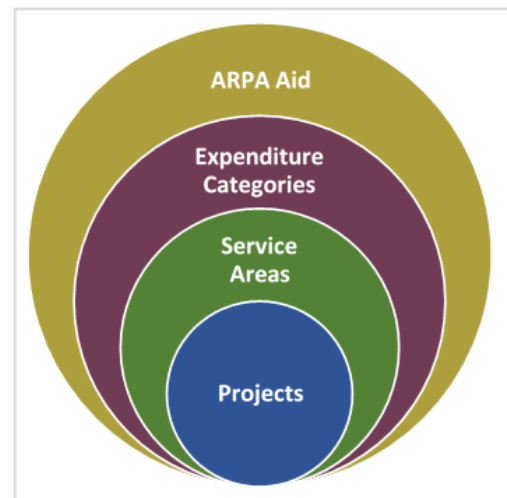
BACKGROUND

Milwaukee County received \$183 million between 2021-24 in federal ARPA aid. Approximately \$40,415,339 has been allotted for Community Support projects.

The Community Support Service Area subgroups were established to generate project-level allocation recommendations to respond to economic harms to workers, families, small businesses, impacted industries, and the public sector in Milwaukee County.

The Other SDoH subgroup was formed with subject matter experts following the Community Support Service Area Subgroup Charter. Membership includes the following individuals:

Diagram A: Illustration of Terms



Name	Role & Title	Organization
Sumaiyah Clark	Lead Facilitator, Enterprise Project Administrator	Milwaukee County, DHHS
Alena DeGrado	Lead Facilitator, Transportation Coordinator	Milwaukee County, Aging & Disabilities Services
Chytania Brown	Partner, Executive Director	Employ Milwaukee
Kweku TeAngelo Cargile, Jr.	Partner, Executive Director	The Brand Lab
Janice Wilberg	Community Member	Commission on Aging
Demetria Smith	Partner, Executive Director	The Kellogg PEAK Initiative

In November 2022 the subgroup reviewed the FlexRide Milwaukee On-Demand Transportation program received from an external source to support Milwaukee County’s recovery in this service area. The subgroup followed the criteria set by the ARPA Task Force on September 2, 2021, to recommend these projects as high priority projects.

PRIORITIZED PROJECTS

The high-ranking project in this service area is listed below for recommendation. Please also note the attached project proposals (Attachment A), the criteria scoring rubric (Attachment B), and the Service Area subgroup review summary (Attachment C) provides further detail.

Project Name	Description	Budget
FlexRide Milwaukee On-Demand Transportation Program	Extend and expand FlexRide Milwaukee (www.flexridemke.com), an on-demand transportation pilot program currently being led by UW-Milwaukee and the Southeastern Wisconsin Regional Planning Commission (SEWRPC). FlexRide Milwaukee is designed to supplement existing MCTS services to take users the “last mile” to those parts of our region that have long been difficult to serve with fixed route transit routes. Many current FlexRiders are also MCTS riders, using existing bus routes to access the FlexRide pick up areas. The expansion of FlexRide is designed explicitly to not compete with MCTS, rather to boost its reach into areas currently not served by the transit system.	\$1,365,000

RECOMMENDATION

Approve the recommendation for the FlexRide Milwaukee On-Demand Transportation program to receive \$1,365,000 within the Community Support Expenditure Category.

PREPARED BY:

Bess Earl, Office of Strategy, Budget & Performance, Senior Grants Analyst

ALIGNMENT TO STRATEGIC PLAN

Describe how the item aligns to the objectives in the strategic plan:

2A: Determine what, where, and how we deliver services to advance health equity

2C: Apply a racial equity lens to all decisions

3A: Invest “upstream” to address root causes of health disparities

3C: Dismantle barriers to diverse and inclusive communities

ATTACHMENTS:

Attachment A: FlexRide Milwaukee On-Demand Transportation Program Project Proposal

Attachment B: ARPA Proposal Review Criteria – Community Support Programs

Attachment C: Service Area Subgroup Review Summary for Other SDoH Project