

# DHHS Analysis

Milwaukee County Department of Health and Human Services (DHHS), which operates Older Adult Transportation Service (OATS), completed a feasibility analysis of the opportunities and costs associated with the provision of an on-demand transit program *for all people with disabilities that advances equity*.

**Ridership analysis**

**GIS analysis**

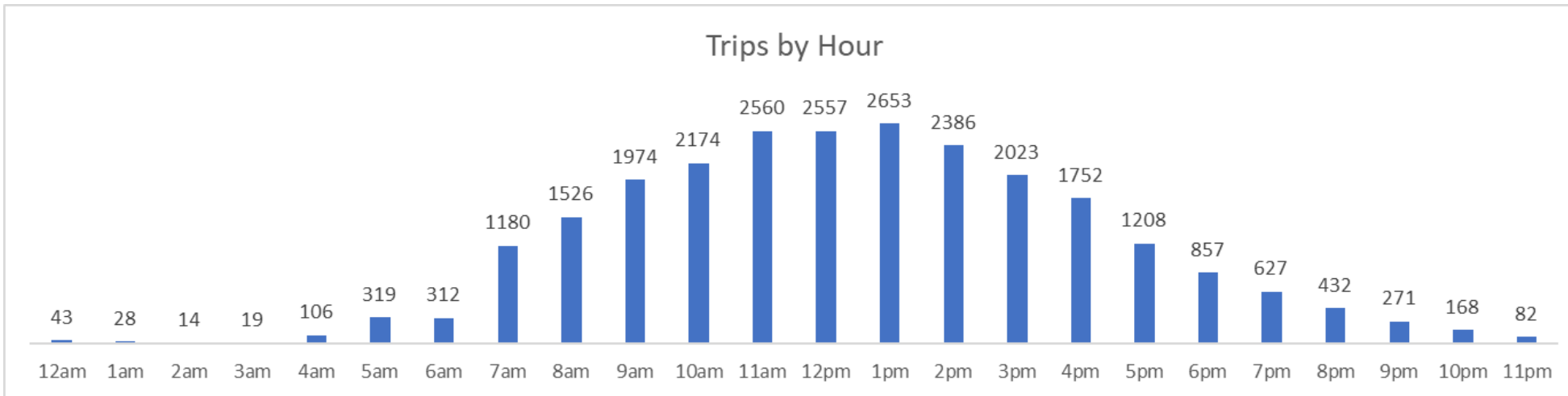
**Cost analysis**



# DHHS Analysis

## Ridership Analysis

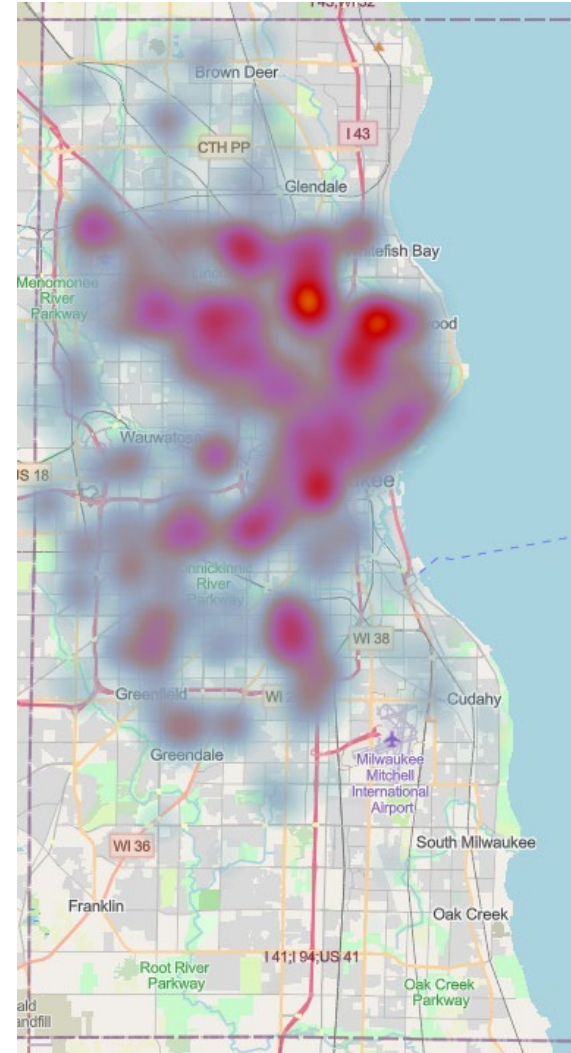
- 762 riders, 25K rides in 2022
- 2200 of eligible Transit Plus riders excluded because of mobility impairment
- 70 riders took 53% of taxi rides in 2022
- 96% of trips between 6am–8pm
- 68% of riders are 60+
- Average rider fare: \$4.96



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## GIS Analysis

- GIS study showed most rides are to commercial destinations (e.g., 28% of commercial rides were to Potawatomi Casino and Walmarts)
- 92% of rides remained within the City of Milwaukee boundary.



# DHHS Analysis

## Cost Analysis

- Service made available to both ambulatory and non-ambulatory riders.
- The cost per ride was based off estimates for prioritizing private rides and ridership was based off riders currently qualifying for Transit Plus.

## Proposed On-Demand Models

- **Model 1** estimates higher ridership using Transit Plus data from March 2023 (2176 unique riders).
- **Model 2** estimates lower ridership by applying the proportion of ambulatory riders that currently use the taxi (18%) to non-ambulatory riders enrolled in Transit Plus, that would be able to use a wheelchair accessible vehicle (1101 unique riders).



|  | MCTS Fixed Bus Service               | MCTS Transit Plus Vans              | OATS   | Current MCTS Taxi Service     | Proposed On Demand Service                    |  |
|--|--------------------------------------|-------------------------------------|--|-------------------------------|---|--|
| <b>Service population</b>              | Open                                 | People with qualifying disabilities | Eligible older adults 60+                          | Ambulatory Transit Plus users | People with qualifying disabilities           |  |
| <b>Same day ride</b>                   | Yes, fixed schedule                  | No, by 4:30PM previous day          | No, 3 days advance                                 | Yes                           | Yes   |  |
| <b>Available during bus hours</b>      | Yes                                  | Yes                                 | No   | Yes                           | No  |  |
| <b>Wheelchair accessible</b>           | Yes                                  | Yes                                 | Yes  | No                            | Yes   |  |
| <b>Private ride</b>                    | No                                   | No                                  | No   | Yes                           | No, not always                                |  |
| <b>Travel throughout the county</b>    | Yes                                  | Yes                                 | No   | Yes                           | Yes   |  |
| <b>Personal Care Attendant allowed</b> | Yes                                  | Yes                                 | Yes  | Yes                           | Yes   |  |
| <b>Door-to-door service</b>            | No                                   | Yes                                 | Yes  | No                            | No  |  |
| <b>Ability to make stops along way</b> | Yes                                  | No                                  | No   | No                            | No  |  |
| <b>Appointment-based scheduling</b>    | No                                   | Yes                                 | Yes  | No                            | No  |  |
| <b>Multiple ways to schedule/pay</b>   | Yes                                  | Yes                                 | No   | Yes                           | Yes   |  |
| <b>Expand beyond county</b>            | Yes, limited routes                  | Yes, within 3/4 mi of bus service   | Yes, by 5.5 miles                                  | No                            | Yes   |  |
| <b>Driver training</b>                 | Yes                                  | Yes                                 | Yes  | Yes                           | Yes   |  |
| <b>Unlimited rides</b>                 | Yes                                  | Yes                                 | No, for grocery                                    | Yes                           | No, 2 monthly rides                           |  |
| <b>Fare</b>                            | \$2.00                               | \$4.00                              | \$0-\$4.00   | Ave. \$4.96                   | \$10.00                                       |  |
| <b>Cost per ride (less fares)</b>      | \$7.91                               | \$42.24                             | \$37.21  | \$12.61                       | \$22.41                                       |  |
|  |                                      |                                     |  |                               | <b>Model 1</b><br>Estimating higher ridership | <b>Model 2</b><br>Estimating lower ridership |
| <b>Total annual cost (less fares)</b>  | \$122,987,281                        | \$15,059,996                        | \$1,429,351  | \$318,667                     | \$1,170,240                                   | \$589,680                                    |
| <b>Annual rides</b>                    | 15,557,421                           | 356,534                             | 38,415   | 25,271                        | 52,224  | 26,424                                       |
| <b>Funding sources (non-fare)</b>      | State, Federal, County tax levy, VRF | State grants                        | Older American's Act, State 85.21, County tax levy | County tax levy               | County tax levy                               | County tax levy                              |



# Results – Changes to On Demand Service

## Enhancements

- Provision of wheelchair accessible vehicles
- Service beyond the county border

## Constraints

- Limitations on service hours
- Limitations on the number of monthly rides (two rides per month)
- Increased fare (\$10, up from \$4)
- Jeopardized private ride model

Other enhancements are also not feasible:

- Door-to-door service
- Ability to make stops along the way
- Appointment-based scheduling
- Multiple platforms to schedule and pay for rides

The incorporation of these additional characteristics would further raise total cost.



| Top non-residential destinations for 'heavy users' | 2022 Total Trip Count | Number of heavy users within the Top 70 frequenting the destination |
|--|-----------------------|---|
| Casino   | 613                   | 13  |
| Walmart  | 484                   | 16  |
| Beyond Vision                                      | 370                   | 2   |
| IVBI   | 335                   | 5   |
| Fresenius Kidney Care                              | 293                   | 1   |
| Walmart  | 291                   | 19  |
| Charter Wire                                       | 207                   | 1   |
| Career and Tech Ed                                 | 147                   | 1   |



