

## MEMORANDUM

**Date:** November 21, 2011

**To:** Supervisor Peggy Romo West, Chair, Committee on Health and Human Needs  
Supervisor Johnny Thomas, Chair, Committee of Finance and Audit  
Supervisor Michael Mayo, Chair, Committee on Transportation, Public Works and Transit

**From:** Maria Ledger, Director, Department of Family Care  
Don Natzke, Director, Office for Persons with Disabilities

**Subject:** Informational Report on New Freedom Grant Application for An Accessible Shared Car Initiative

The Department of Family Care (DFC) and Office for Persons with Disabilities (OPD), with the technical assistance of the Department of Transportation and Public Works (DTPW), seeks \$97,500 in 2012 New Freedom Grant funding for an accessible shared car program as outlined below. The program will be implemented and managed by the DFC and the OPD with quarterly reports provided to the Wisconsin Department of Transportation (DOT), as required. The project requires 50% match funding (cash) from Milwaukee County, which Family Care has available in 2011 funding. DFC and OPD were first notified of the availability of 2012 funding the week of Oct. 31. Due to the application return date of November 22, we were unable to provide advanced Committee notification prior to the DOT application return date. As designed, the initiative provides cost-effective alternatives for Milwaukee County citizens with disabilities and sponsoring agencies charged with supporting the independence of people with disabilities.

### **Project Description:**

Milwaukee County requests an allocation of \$97,500 in 2012 New Freedom funding from DOT for an accessible shared car program. With a 50% Milwaukee County match, \$195,000 allocation in addition to (non-match eligible) in-kind staff contributions will be devoted to this program.

To be operated under the auspices of DFC and OPD, 3 vehicles, 2 of which will be accessible to passengers using wheelchairs, will be available for short-term rental to people served by Milwaukee County Department of Family Care as well as members of the general public. The target market will be individuals and families requiring use of accessible vehicles due to frail health, disability, and when such vehicles promote cost-effective community independence.

Following an RFP process, a shared vehicle vendor, that meets the qualifications and requirements as set forth in the RFP, would be selected to implement the program. They

would be required to maintain vehicles in good operation, screen drivers, coordinate the access and use of the vehicles, provide for emergency services, and create contingency relationships to complete necessary transportation in the event of vehicle breakdown or accident. Funding for replacement of vehicles will be incorporated into hourly and daily fee structures.

The program would be operationalized with the selected vendor engaging interested parties and the sponsoring organization in the following manner:

- \$195,000 (50% Milwaukee County and 50% New Freedom Grant) to provide “seed” money for the program start-up, with the expectation that the program will become self-sustaining. Milwaukee County will not provide additional funding beyond the initial \$195,000 investment.
- Pre-qualified drivers with favorable driving histories will be authorized to reserve vehicles that will be placed at convenient host locations.
- Operators will reserve vehicles either online or phone reservation services.
- DFC, as the sponsoring organization, would receive monthly reports.
- Hourly or daily fees will be assessed to the operator, their passenger, or sponsoring third party payer.
- It is estimated that an hourly charge of \$10.00 will cover operating costs including: insurance, gasoline, maintenance, and vehicle replacement.
- DFC and OPD will assist in determining placement of the vehicles and may reserve blocks of time to meet specific service needs.

It is anticipated that the accessible shared vehicles will provide a number of enhancements to meet the mobility needs of people in frail health or those with disabilities. These would include: trips outside of Milwaukee County not currently supported by existing para-transit, transportation for people not currently eligible for transportation programs, options for individuals with short-term needs, individuals whose primary accessible vehicle requires repair, or individuals whose needs may exceed those provided by other public transportation.

For several years, shared car programs have been successfully implemented by the University of Wisconsin Milwaukee and Madison campuses. DFC and OPD are collecting information from these and other sponsoring organizations and potential vendors in preparation for a formal RFP process. DFC and OPD will draw upon the knowledge and experience of TPW and Milwaukee County Transit System (MCTS) to assure that all requirements of DOT, the Federal Transit Administration (FTA) and Milwaukee County are met.

  
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Maria Ledger, Director  
Milwaukee County Department of Family Care

  
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Don Natzke, Director  
Milwaukee County Office for  
Persons with Disabilities

cc: County Executive Chris Abele  
Tia Torhorst  
Chairman Lee Holloway  
Pam Bryant  
Steve Pietroske  
Jodi Mapp  
Steven Cady  
Jennifer Collins  
Martin Weddle  
Jim Hodson  
Eva Williams  
Steve Nigh  
Brian Dranzik