

# Last Mile Solutions

UWM Institute for Physical Infrastructure and Transportation

October 8, 2021



# About RTLC

## Our Mission:

We unite regional leaders around shared strategies and actions to address Southeastern Wisconsin's transportation challenges

## What we do:

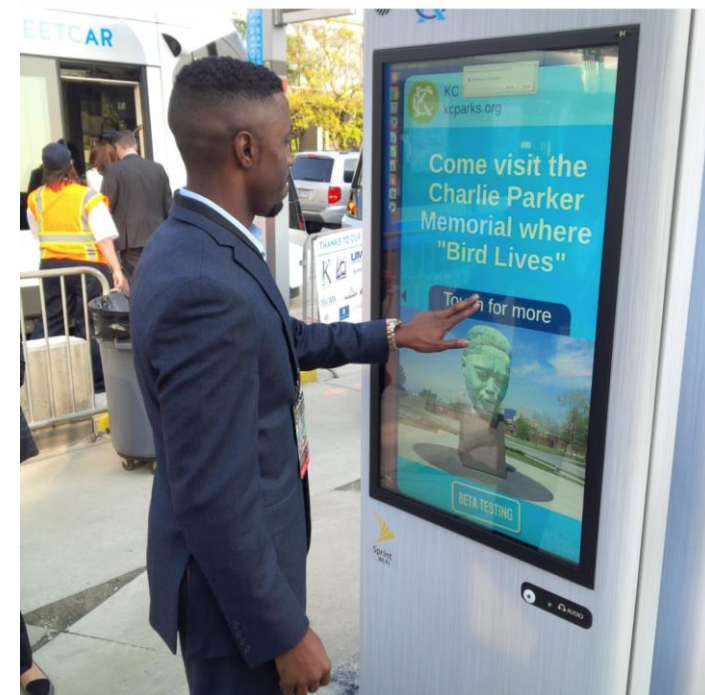
- Articulate a regional vision
- Cultivate and convene leadership
- Drive and measure results

# We Champion Transportation Choices

Rapid

Regional

Modern



# How Our Region Will Get There

Build on what's working

Encourage more choices

Work together across regional lines

Champion equity



# Workforce Shortage

After COVID: urgent need to get people back to work

Regions that bounce back dynamically will have an advantage

Low population growth + retirement boom = workforce shortages

# Transit and Equity

National data show that communities of color more transit reliant than white communities

Communities of color experience more negative impact from transit service cuts

Transportation insecurity is major roadblock for advancement

The bus is the backbone of workforce transit

# Transportation Insecurity

19% of all City of Milwaukee households lack access to a car

In 53206, 25% of households lack car access

Estimated 30,000 individuals in Milwaukee in labor pool lack valid drivers licenses

# Financial burden on families

Cost of a reliable car in 2019 - \$7500 per year (AAA)

Median household income in the City of Milwaukee – \$35,000

The math doesn't add up



# Spatial Mismatch

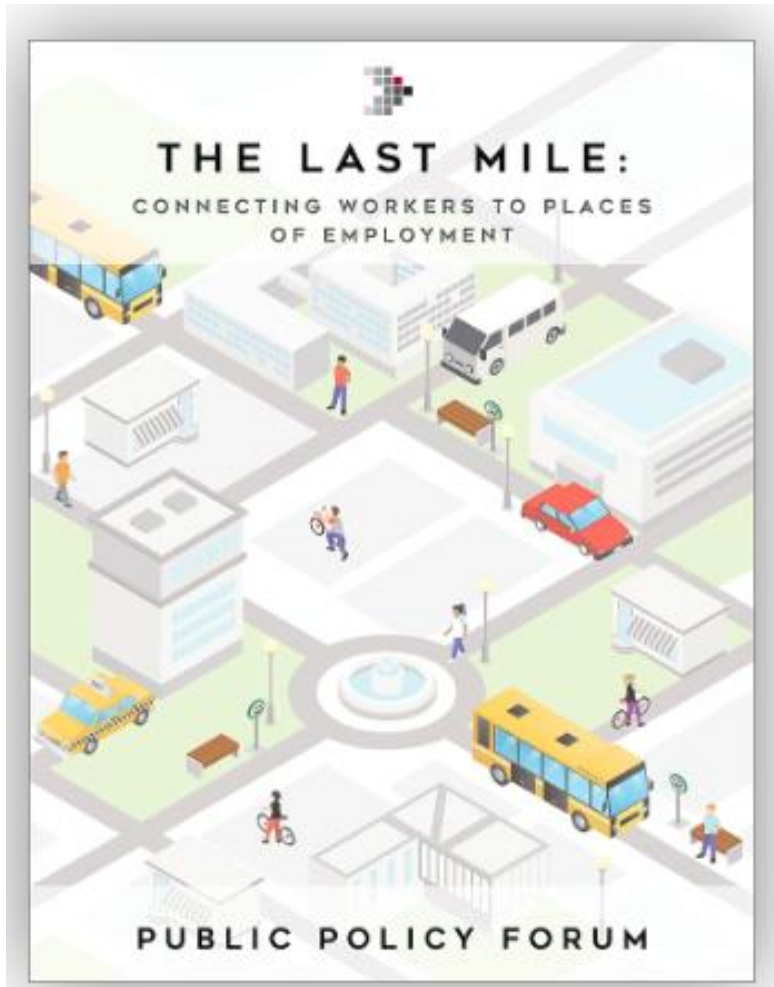
**50%** of jobs in four-county MKE metro are outside of the reach of a 90 minute bus ride on public transit per 2011 Brookings study

**35%** of jobs in metro are completely inaccessible by transit

**75%** of job sites in Waukesha County are inaccessible by transit

Manufacturing and retail jobs tend to be less transit accessible

# Public Policy Forum 2018 Report



## Policy Recommendations

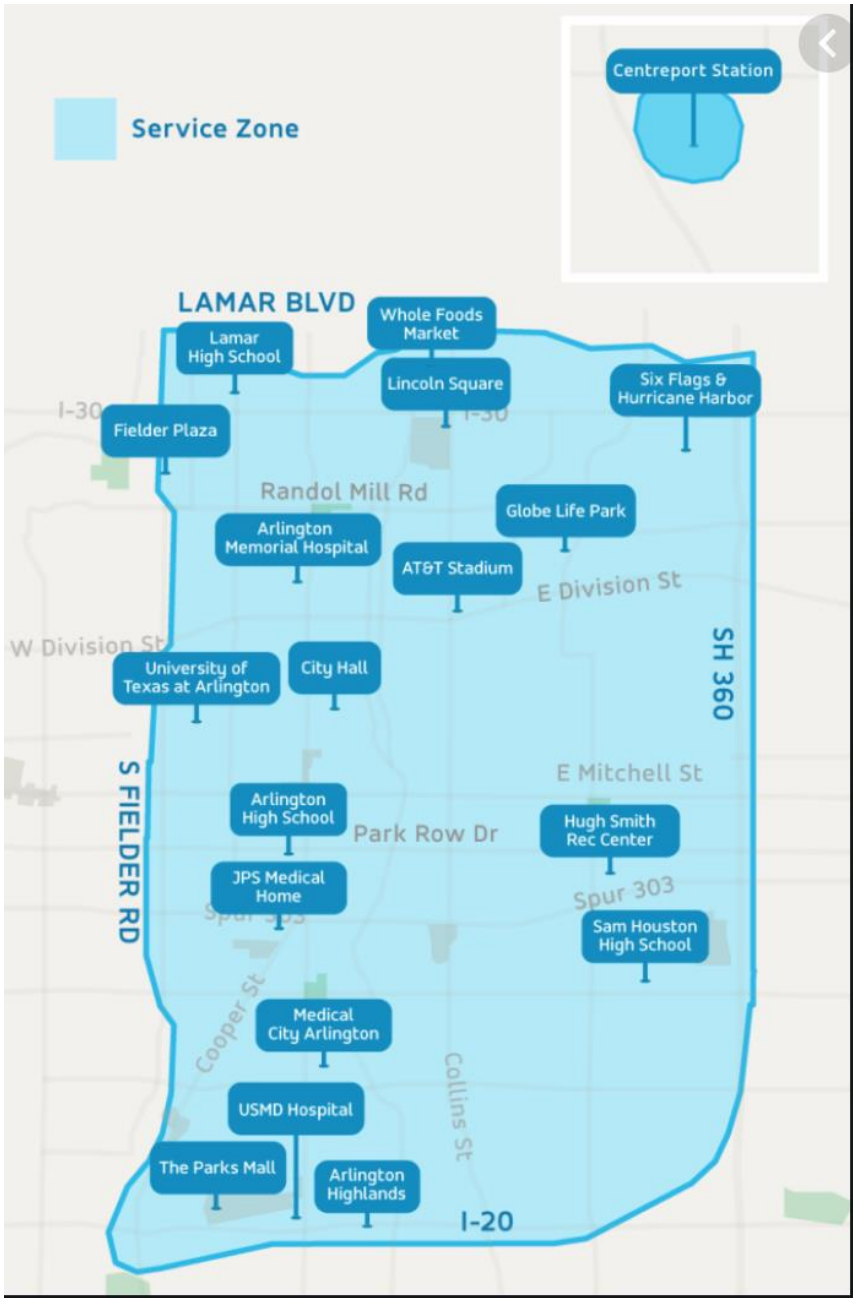
Build on recent efforts to improve transportation connections in the Milwaukee area through shared-ride taxi services and bicycle services and amenities.

Develop and implement an official MCTS mobile application with robust capabilities.

Pilot a flexible transit and/or on-demand transportation service in metro Milwaukee.

Consider how benefits provided by innovative last mile strategies can extend to broader populations of transit users.

**Cultivate intergovernmental collaboration and private sector involvement to address last mile challenges in lower-density areas of metro Milwaukee**



# National Examples

Columbus, Ohio: SHARE Columbus

[www.ridewithshare.com](http://www.ridewithshare.com)

Arlington, Texas: VIA

<https://ridewithvia.com/arlinton/>

Twin Cities: SW Prime

<https://swtransit.org/sw-prime/>

Kansas City: RideKC Micro Transit

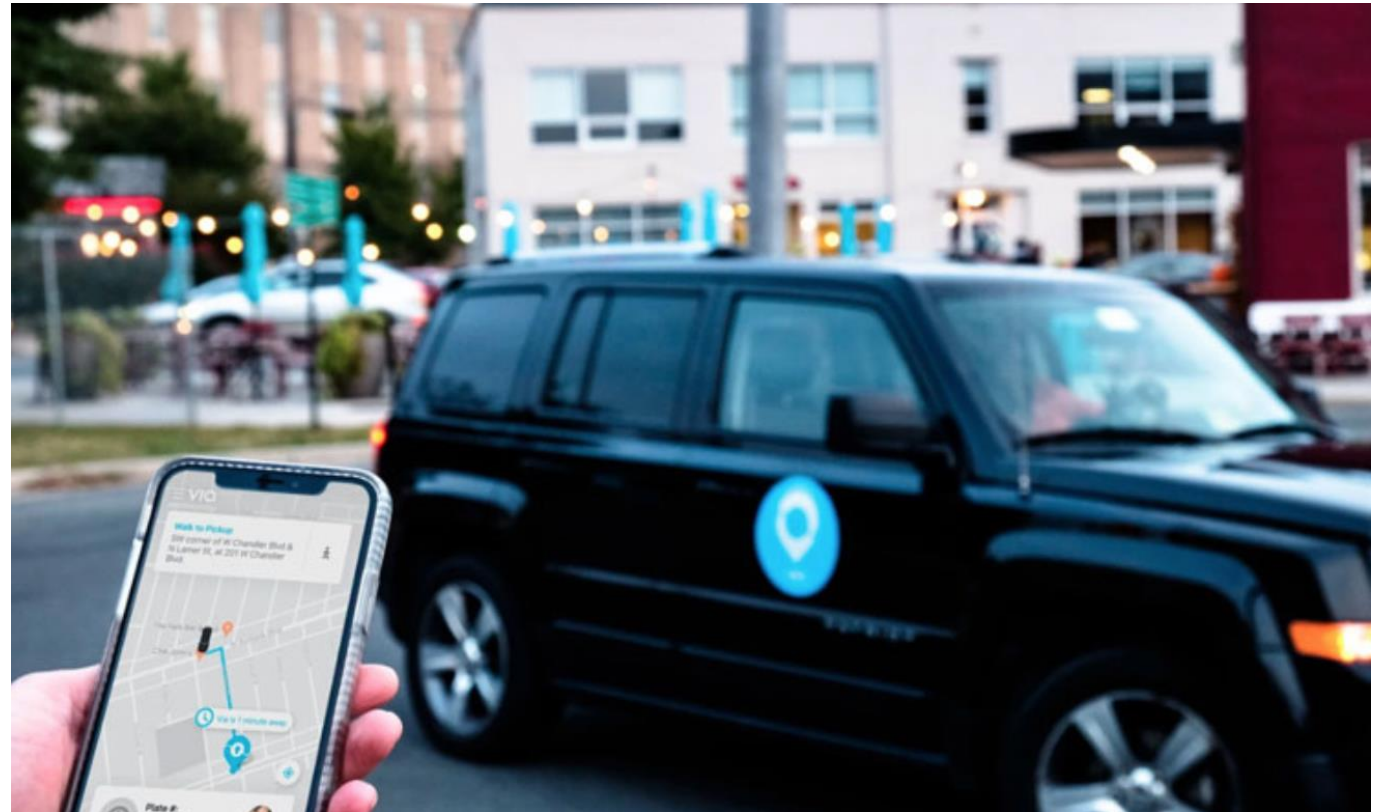
<https://ridekc.org/rider-guide/micro-transit>

# Last Mile

RTLTC Goal:

Spearhead rideshare or microtransit service in suburban areas

Flexible, on demand service.



# Why RTALC?

A civic and business group with regional footprint

The freedom that comes with being an NGO

# Funding Partners

- WEDC
- United Way of Greater Milwaukee & Waukesha County
- Mandel Group
- GRAEF USA
- M7

# Guideposts

1. Any service we plan for will not replace existing transit, but supplement it
2. Where possible, we will ensure that new services will be provided by local entrepreneurs from underrepresented groups



# Planning Process

Key stakeholders:

Businesses

Community organizations

Workforce Development

# Planning Parameters

Ridership forecasts based on business input

#of employees who will take advantage of the service

Service areas are defined as market areas

If demand goes up, service increases (and vice versa)

# Implementation

## Transportation Management Association

- A 501c3 entity made up of businesses, workforce development and community groups
- Access state, federal and philanthropic funds
- Contract with service providers for a suite of services (rideshare, on demand shuttles, etc)

# Implementation

## Regional Transit Authority

- Will require statewide political buy-in
- Will require shift in local government funding

Thank you

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