



Central Wisconsin Health and Economic Development (CWHD) Summit

Connectivity: Transportation and Communication Session Notes

CWHD Summit Overview

In 2015, the Central Wisconsin Health Partnership (CWHP) convened partners to plan and host a Health and Economic Development Summit for the six counties of the Central Sands agricultural region of Wisconsin: Adams, Green Lake, Juneau, Marquette, Waupaca, and Waushara. The purpose of this Summit was to catalyze collaboration towards the development of regional strategies to improve the health and vitality of rural communities in Central Wisconsin (WI).

As a result of these planning efforts, 155 people registered to attend the day long Summit on August 11, 2015 in Green Lake, WI. Participants from across the six counties represented a broad cross-section of stakeholder groups from the public, private, and community sectors. Afternoon attendees participated in breakout sessions organized by issue area (community development, transportation, workforce development, business development, behavioral/mental health, and sustainability). The breakout sessions used a World Café format, where a table host facilitated small group conversations with the aim of eliciting genuine input and broad perspectives around a focusing question.¹ The final take-aways, referred to as “aha’s,” were later shared with the large group.

This document provides a session description, take-aways, and the raw notes² from the issue area conversation on *Connectivity: Transportation and Communication*. The full Summary Report from the CWHD Summit is available on the CWHP website.³

Connectivity: Transportation and Communication Session Description

Access to resources, and to each other, are primary components that define community. Transportation and communication infrastructure are two means of creating connections to resources.

Focusing question:

How can we develop opportunities to improve the connections that exist today and create new ones for the future?

¹ The World Café. “The World Café Method” <http://www.theworldcafe.com/key-concepts-resources/world-cafe-method/> (Accessed September 2015).

² The take-aways and raw notes preserve the language used by participants. Any abbreviations introduced, but not defined, were handwritten as such by participants during the session. Digital formatting (e.g., bold, underline, asterisks) is incorporated to maintain participant emphasis from handwritten flip charts and table notes. For example, asterisks are used to indicate items that were starred (*) in handwritten notes.

³ http://www.cwhpartnership.org/uploads/2/1/4/8/21489738/cwhealth_and_ed_summit_report.pdf



Session Take-aways

This section presents the final take-aways, or “aha’s,” from the *Connectivity: Transportation and Communication* Session small group conversations.

Group 1

Top 3 Take-aways:

- Communication
- Be inclusive not exclusive
- Mobility manager (Regional)

Key Insights

Key Insights
<ul style="list-style-type: none"> • Need for broadband and cell services (Individual and Business) • People don’t know what they don’t know • Van pools/inventory of existing options
<ul style="list-style-type: none"> • State and regional mandates needed • Active communities • Incorporate needs of businesses into the plan
<ul style="list-style-type: none"> • Need for mobility manager (regional) • Communication is key • Inclusive not exclusive

Group 2

Top 3 Take-aways:⁴

- Need something everyone can use (young, middle age, elderly), merge silos, and learn to market it
- Check inventory of transportation services (safe ride, etc.) so folks are aware; multi-use vehicles, etc.
- Broadband access across the board

Additional take-aways from each round (includes those starred as the three top take-aways):

Round A (1/3)

- 1) Uber taxi adapted to rural area
- 2) A public/private transportation for work and shopping, medical appointments, and more; need to market it
- 3) ***Broadband access across the board**

⁴ The top 3 take-aways were starred (*) from the longer list of take-aways for each round from Group 2. Note that these take-aways are listed again as part of the longer list of take-aways for each round.



Round B (2/3)

- 1) ***Need something everyone can use (young, middle age, elderly), merge silos, and learn to market it**
- 2) Coordinate volunteer transportation services
- 3) ***Check inventory of transportation services (safe ride, etc.) so folks are aware; multi-use vehicles, etc.**

Round C (3/3)

- 1) Multi use of vehicles such as school buses, vans, etc.
- 2) Public Service Comm. Maps to show areas of need perhaps to get grants
- 3) Can there be more regional collaboration other than with CWHP?

Group 3

Top 3 Take-aways:⁵

- Marketing/communications, education
- Nonrestrictive transportation options
- Broadband access

Additional take-aways from each round (includes those starred as the three top take-aways):

Round A (1/3)

- 1) Marketing / communication of existing services
- 2) Employment transportations shuttle (service private industries)
- 3) NEMT – ~~not age restrictive~~ [sic]

Round B (2/3)

- 1) Van pool
 - 2) Uber, Lyft
 - 3) Fixed route/on demand
- } Not age restrictive

Round C (3/3)

- Bike paths and trails
- Park/ ride
- Uber/LYFT (GPS)

⁵ The top 3 take-aways were starred (*) from the longer list of take-aways for each round from Group 3. Note that these take-aways are listed again as part of the longer list of take-aways for each round.



Session Notes

This section includes the raw notes from the *Connectivity: Transportation and Communication* Session small group conversations, as well as any additional individual notes from the moderator and participants.

Notes from Small Group Conversations, Moderator, and Attendees:

Group 1 notes

Round 1

- Communications – broadband and cell phone service
- Expense of providing service
- Government subsidized solutions
- Transportation resources that are available?
- What about others than handicap and elderly?

Round 2

- How do you make healthy communities?
- Make roads that are bike friendly
- DOT mandated (funded) off pavement
- Interest from businesses in supporting transportation within the community
- How do you get business community to care?
- Offering healthy life style options
- Local food production

Round 3

- Need to be inclusive, not exclusive, share resources
- Communication is key
- Village to village concept
- Cross screen people
- Need for mobility manager (Regional)

Group 2 notes

Round 1 - **Opportunities** to improve the connections

- (1) Fiber optics in part of county (Adams) – only part due to no compete with other companies
- (2) Tower system – internet provider
- (3) ***Adapt Uber Taxi to rural areas – Need to market**
- (4) In Adams – bus to both ends of county got cut, was cost prohibitive. But housing costs are cheaper in Adams and could bus them to work and increase demographics.
Have businesses chip in to get employees. Bus was for jobs only – let everyone use for going shopping, medical appointments etc. Needs to be co-pay from client and public and private funds. Need better marketing so it is used.
- (5) Need more bike paths or roads that are bike friendly
- (6) Rail system not real accessible (Juneau)

Round 2

- Uber – need technology and cell phones – may not have in rural areas



- Private/public partnerships to give folks rides to work
- Use school busses during day – idle equipment during the day. can we utilize for other purposes
- Biking may not be realistic in rural areas. Have to drop kids off at daycare and get groceries on the way home
- Public service commission has maps that show. The problem is funding. (***get these maps online**). Will show need.
- Statewide Comprehensive Operation Recreational Plan (SCORP)
- Broadband public service – WEDAC – business parks and broadband are designated. Businesses want to come where it is.
- Cell phone service is poor here
- Can there be more regional collaboration other than just CWHP?

Round 3

- Need more \$ to effect change
- Need something everyone can use, merge silos
 - Any adult rider needs a background check
 - Insurance vs liability may not allow this for schools
- Volunteer center to coordinate transportation services
- Don't give up too soon on a project, it may take time to become established
- Biggest issue is those ages 20-50 – others have aging or veterans service office to get jobs
- ADRC – demand far exceeds the need
 - Nights and weekends are a problem too
- Have there been any talks with hospitals about taking people home. (too many risks?)
- Check on inventory of transportation services (safe ride)

Group 3 notes

Round 1

- Waupaca County
- Be a voice as a region to make policies, changes at state level
- NEMT – MTM
- Marketing services @ county level
- Regional – getting rid of county barriers
- Lease vehicle

Round 2

- NEMT – getting powers back to counties to administer
- Volunteer driver programs
 - For socializing, errands
 - Church
- Uber

Round 3

- Menomonee Transit / Oneida transit
- Changing public transit culture