

RURAL TRANSPORTATION NEEDS SURVEY

Assessing the characteristics of future demand for rural transportation and specialized transportation needs in Winnebago and Outagamie Counties—a Pilot study.

Winter 2015

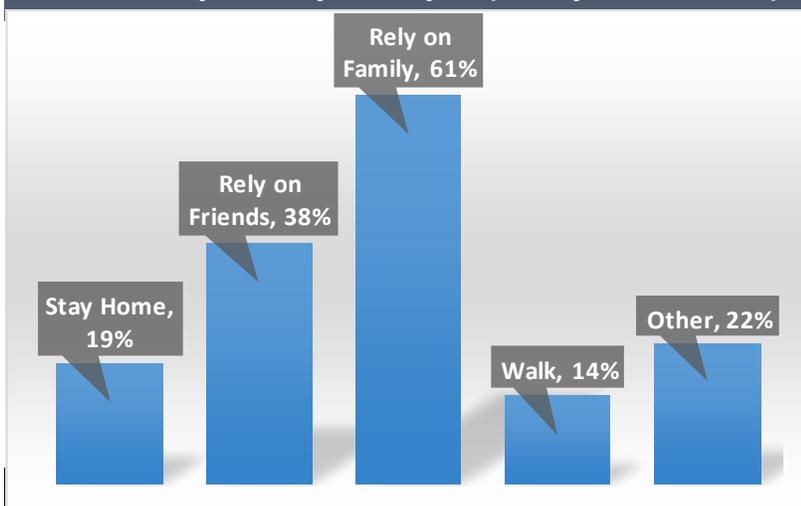
Key Findings

- ◇ 84% of respondents use their own vehicle for a majority of their transportation needs. 61% said they would rely on family members as one of their options to get around if they lost their primary mode of transportation for 3 weeks. See Chart below.
- ◇ 43% of all respondents said they would seek alternative modes of transportation if they had a medical condition or disability. This implies need for specialized transportation, medical vans, and other volunteer driver programs.
- ◇ Most of the reasons people would seek alternative modes have to do with traffic conditions (night time, highway traffic, weather, driving in crowded areas or cities)
- ◇ 25% said they would seek alternatives modes if they didn't have a license or vehicle. This implies that three quarters of respondents haven't considered transportation options.
- ◇ 17% of respondents rely on others to get around. The main reasons for seeking help with transportation are to get to medical appointments, to get to grocery stores or meal sites, and to go on personal errands. These activities are 'essential'. Only three respondents indicated that they relied on others for rides to visit family or attend a place of worship which helps keep them connected and supported in the community.
- ◇ 32 veterans completed surveys. Of these, about half said they would rely on friends and family to get around if they didn't have transportation. 16% said they would stay home. Very few said they would rely on DAV, bike, taxi, bus, or other options.
- ◇ 44% of veterans said they would seek alternatives means of transportation for medical conditions/disability implying a need to raise awareness of options available to them, and to make more options available.
- ◇ Almost half of respondents were slightly or not at all aware of transportation options.

*"We're all one
'stroke' away
from needing
help!"*

- survey respondent

What would you do if you lost your primary mode of transportation for three weeks?



Implications & Impact

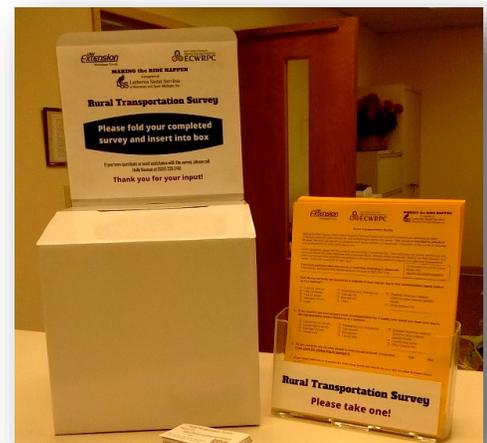
- Respondents from both Winneconne and Hortonville stated that additional transportation options are needed in their communities.
- Making the Ride Happen (MRH) is using these data to justify new programming costs and implement new business approaches:
 - ◇ MRH is bringing the CarFit program to Hortonville
 - ◇ MRH is testing a pilot van pool approach in Hortonville
 - ◇ MRH has developed new partnerships with agencies that can help promote and recruit volunteer drivers
 - ◇ New volunteer drivers stepped up as a result of taking the survey
 - ◇ MRH garnered \$5,000 grant from Women Who Care in Oshkosh to support programming
- Without a way to get around many older adults say they will just stay home, which adds to isolation.
- Data show there is a segment of the population that depends on alternative modes of transportation to get around.
- Data implies that living in a rural area may require greater income and/or personal connections to provide transportation alternatives should one's primary mode of transportation be lost.
- People think about transportation options only when it is forced upon them. There is a significant lack of awareness of alternative transportation options available.
- There is a need for planning around a changed demographic; we need to focus on older citizens and intergenerational connections.

"The few choices for rural driving are expensive—\$25-\$75 one way"

- survey respondent

Survey Methods

This survey was conducted through a partnership with UW -Extension, East Central Wisconsin Regional Planning Commission and Making the Ride Happen in order to better understand the characteristics and future demand for rural transportation alternatives. The survey was piloted between September 2015 and February 2016 with the Town of Winneconne (Winnebago County) and Village of Hortonville (Outagamie County), two rural communities that have limited public transportation options. Surveys were placed in public locations with a drop box; handed out at meetings, posted in the paper; and shared via an electronic link on email. Anyone older than 18 could respond. The survey was also sent directly to Veterans Organizations in Winnebago County. Ninety-six (96) surveys were collected. Data do not statistically represent these communities, however, they are valuable for providing insight on potential future demand and needs.



Surveys and drop box at the Winneconne Town Hall

