

Minutes of the

OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN ADVISORY COMMITTEE

DATE: December 20, 2016
TIME: 10:00 a.m.
PLACE: Auditorium
Ozaukee County Administration Center
121 W Main Street
Port Washington, WI 53704

Members Present

- Kathie Geracie County Board Supervisor/Chair Public Works Committee, Ozaukee County Chair
Barbara Bates-Nelson Executive Director, United Way of Northern Ozaukee County
Dr. Wilma Bonaparte Vice President, Milwaukee Area Technical College-Mequon
Jon Edgren Director, Ozaukee County Department of Public Works
Pam King Executive Director, Grafton Chamber of Commerce
Amber Koehler.....Manager, Ozaukee County Shared-Ride Taxi Services
Jennifer Rothstein Vice Chair, Ozaukee County Board of Supervisors/SEWRPC Commissioner
Kathleen Schilling..... Executive Director, Ozaukee Economic Development
Carol Schneider..... Chief Executive Officer, Seek Staffing
Jeff Sponcia..... Manager of Planning, Milwaukee County Transit System
Maureen Squire..... Executive Director, Interfaith Caregivers of Ozaukee County
Steve Taylor..... Vice President of Student Life, Concordia University Wisconsin
Jason Wittek..... Transit Superintendent, Ozaukee County Department of Public Works
Jessica Wolff..... Director of Planning and Development, Village of Grafton

Guests and Staff Present

- Huda Alkaff Member, SEWRPC Environmental Justice Task Force
Christopher T. Hiebert Chief Transportation Planner, SEWRPC
Kaleb W. Kutz Mapping Specialist, SEWRPC
Kevin J. Muhs Assistant Director, SEWRPC

ROLL CALL AND INTRODUCTIONS

Chairwoman Geracie called the meeting of the Ozaukee County Transit Development Plan Advisory Committee to order at 10:07 a.m. Attendance was taken by circulating a sign-in sheet for signature. She then asked the Committee members, guests, and staff to introduce themselves.

REVIEW OF OUTLINE FOR SEWRPC COMMUNITY ASSISTANCE PLANNING REPORT NO. 331, "OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN"

During the review of the Outline, Mr. Muhs noted there are typically one or two rounds of public meetings, one falling between Chapters V and VI (Transit Service Alternatives and Recommended Transit Services, respectively), with a second round sometimes held between Chapters IV and V (Evaluation of Existing Transit Services and Transit Service Alternatives, respectively). Each round of public meetings adds about

60 days to the planning process. During the review of the outline for the report, Committee members had the following questions or comments:

1. Chairwoman Geracie asked Mr. Muhs how long he expected it to take to complete the study. Mr. Muhs stated 12 to 18 months are typically needed to develop a transit development plan. Ms. Wolff asked if the County had produced a plan in the past, and if so, how long ago. Mr. Wittek stated that Ozaukee County's last transit development plan, produced for the years 2002-2006, had been completed 15 years ago. Ms. Wolff asked if the Commission staff could perform an evaluation of the previous plan and include it in the report. Mr. Muhs noted that it could be added to the report and included in Chapter II. Ms. King asked if the Committee would need more input from transit users (using surveys) to evaluate the current transportation services in Ozaukee County. Mr. Wittek stated that more input could be gathered from users if necessary to provide a full evaluation of existing services.
2. Ms. King stated that an initial set of public meetings should be held and added that she felt that the public should have input on the objectives of the transit system and evaluating the transit system during those meetings (Chapters III and IV, Service Objectives and Standards and Evaluation of Existing Transit Services, respectively). Mr. Muhs noted that if two sets of public meetings were to be held, it may be best if the first set includes the public helping to develop alternative transit services to be considered, and that an evaluation of the existing transit system would help the public in determining the relative strengths and weaknesses of the current system. Therefore, he suggested that the Committee approve an initial draft of Chapters III and IV before the first public meetings. Members of the public could be asked to provide input on the objectives and system evaluation at those meetings, and the Committee could add or modify objectives and analyses after the meetings in response to public input.
3. Mr. Wittek noted that the Committee should work with the Milwaukee County Transit System (MCTS) to put out notices about public meetings on buses. Ms. Wolff suggested that the notices could include a survey link or QR code on them to gather input and provide more information about the meetings. Mr. Wittek noted that if the Committee desired more recent survey information from passengers, paper surveys may be easier to distribute and collect from Shared-Ride Taxi service users, rather than an online survey.
4. Ms. King noted the need for targeted outreach to local businesses to gather input on the plan. Mr. Muhs indicated that business-focused meetings have been held as part of other planning efforts in the past. Chairwoman Geracie asked if the Grafton Chamber of Commerce (of which Ms. King is the Executive Director) could do some of the outreach, noting that two separate issues seem to be influencing the future of the County's transit services: providing labor force for the County's employers, and serving the County's growing population of seniors and people with disabilities. She added that the solution to each issue may be different, necessitating a separate, targeted outreach to employers. Chairwoman Geracie requested that Commission staff attend that meeting. Mr. Muhs stated that staff would work with the Chamber to conduct a business-focused input session.
5. Ms. Wolff noted that the iClickers used during VISION 2050 workshops were very engaging and encouraged using them at public outreach meetings for this transit development plan to yield better results and increase the amount of feedback received. Ms. Schilling asked Mr. Muhs when

the first public meetings could occur, to which Mr. Muhs replied they could potentially occur in April or May.

6. Ms. Rothstein asked if there were any additional ideas that could be adopted from the Washington County transit development plan, which was recently completed by the Commission staff. Mr. Muhs stated that the current proposed structure of the Transit Development Plan is based on Washington County's plan, and that the Committee can add or remove plan elements from the outline as they see fit. Ms. King asked who the attendees were at the Washington County public meetings. Mr. Muhs noted that the primary attendees were transit riders, local officials, and representatives from the hospitality industry, including the Tavern League.
7. In response to a question about where public meetings should be held in Ozaukee County by Mr. Muhs, Mr. Wittek stated that nearly all of the Express riders are Port Washington, Grafton, or Cedarburg residents, with Shared-Ride Taxi users spread relatively equally across the County. Mr. Wittek also noted that origin-destination trip log data from the Shared-Ride Taxi service for the month of September 2016 has been provided to the Commission for analysis of travel patterns. Chairwoman Geracie noted that this information could help determine if more than one public meeting is needed during each set of meetings, and where each should be located within the County.

CONSIDERATION OF CHAPTER I, "INTRODUCTION", OF SEWRPC COMMUNITY ASSISTANCE PLANNING REPORT NO. 331, "OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN"

Mr. Muhs reviewed Chapter I with the Committee. During the review, the Committee raised the following questions or comments:

1. In regards to VISION 2050's recommendation that the Express operate on freeway shoulders during congested periods, Mr. Wittek asked the likelihood of I-43 being reconstructed in the near term and Ms. Schneider asked if that reconstruction is needed to allow for shoulder operation of the buses. Mr. Muhs noted that the timing of the reconstruction of I-43 between Silver Spring Drive and STH 60 is uncertain at this time and that its progress is dependent on what is included in the next state budget. He noted that bus operation on the shoulder would occur primarily in Milwaukee County, as significant congestion that would necessitate shoulder operations does not regularly occur in Ozaukee County. He further stated that the existing design of I-43 has some deficiencies that would prevent operation on the shoulder in some areas until reconstruction, but that it could be considered in other areas with minimal roadway modifications.
2. Ms. King asked where the Highland Rd. Park-Ride lot would be constructed. Mr. Wittek stated that there is no set location for the park-ride, but there is a promise of a park-ride being included in the reconstruction of I-43. Mr. Wittek also noted the possibility of adding park-ride lots by working with existing businesses that may have excess parking—such as the former Pick 'N Save on Port Washington Rd. in Mequon—and utilizing their parking lots for a park-ride lot.
3. Mr. Wittek stated that he would like smaller vehicles providing flexible-route shuttle service to be analyzed as part of the Transit Development Plan. In response to Ms. Alkaff asking if Ozaukee County's Shared-Ride Taxi was discussed in any recent Commission plans, Mr. Muhs noted that

the most recent Washington County Transit Development Plan recommends that Washington and Ozaukee Counties consider developing an agreement to combine their taxi systems, and that VISION 2050 recommends that shared-ride taxi systems be provided in small communities and rural areas throughout the Region.

4. Chairwoman Geracie asked for VISION 2050 recommendations which Mr. Muhs covered while reviewing the service envisioned in 2050. In response to Mr. Muhs noting that VISION 2050 recommends extending two MCTS routes into Mequon, Mr. Sponcia stated that MCTS is currently analyzing all routes within its system and is now more open to providing service outside of Milwaukee County than in the past. Mr. Sponcia also stated that Milwaukee County Executive Abele is supportive of connecting workers and jobs in the region, and MCTS hopes to work cooperatively with partners solving this issue. However, funding is always the crux of the problem, and new and extended routes will need to be supported by riders and businesses.
5. In response to Ms. Schneider asking when transfers between MCTS and the County's Shared-Ride Taxi service would be available, Mr. Wittek stated that the service extension into the Village of Brown Deer has already been approved and will start in 2017. He noted that the MCTS website has already been updated to inform passengers, and new brochures are in the process of being developed.

On a motion by Ms. Schilling, seconded by Ms. King, and carried unanimously, Chapter I of SEWRPC Community Assistance Planning Report No. 331, "Ozaukee County Transit Development Plan" was approved.

PRESENTATION OF EXISTING OZAUKEE COUNTY TRANSIT SERVICES

Mr. Muhs presented a slideshow reviewing existing transit services in Ozaukee County (attached to these minutes as Attachment A).

During the presentation, Committee members had the following questions or comments:

1. Mr. Sponcia noted that ridership on the Express is currently on the rise after a drop in 2015 related to low gas prices, and Mr. Wittek added that growth was projected to be nearly seven percent for the year.
2. Ms. Wolff asked what the response rate was for the survey of Shared-Ride Taxi users in 2012, the results of which were shown in the presentation. Commission staff indicated that they did not have that information with them, but that they would follow up with the statistics from the survey.

[Secretary's Note: Commission staff received 280 survey responses from riders of the Express service, a 74 percent response rate from the 380 passengers riding on the survey day. Commission staff received 122 survey responses from riders of the Shared-Ride Taxi service, a 33 percent response rate from the 367 passengers riding on the survey day.]

In response to a figure related to the 2012 passenger survey shown in the presentation, Ms. Wolff asked if there was any reason that information from the four-year-old survey was no longer valid.

Mr. Muhs noted services have not changed significantly in the past four years, and therefore survey results should still be valid.

3. During a discussion regarding analyzing the travel patterns of the users of the Shared-Ride Taxi service, Chairwoman Geracie asked if the plan could include an analysis of the users and trips involving a transfer between the Express and the Shared-Ride Taxi. Mr. Muhs indicated that an analysis would be included, and Mr. Hiebert noted that survey data from the October 2012 survey includes information regarding mode of access and egress from both services, which could assist in studying trips with transfers.
4. Ms. Alkaff asked if race information was available from the survey data for the travel patterns. Mr. Hiebert stated that crosstabs could be produced regarding race, income, and other travel patterns with the information they have gathered but survey responses providing race and income information are rare, as people often choose not to provide that data.

DISCUSSION OF OBJECTIVES AND STANDARDS FOR OZAUKEE COUNTY TRANSIT SERVICES

Mr. Muhs noted a figure (Attachment B) that was provided to the Committee as background information. He stated that a detailed discussion of the objectives and standards for the Ozaukee County Transit Services as determined by the Committee would occur at the next meeting, but that this figure from the Washington County Transit Development Plan may be useful to the Committee as a starting point.

NEXT MEETING

Mr. Muhs suggested the date of Tuesday, January 24th at 10:00 a.m. for the next meeting, to proceed no longer than 2 hours. The date was agreed upon by the Committee.

ADJOURNMENT

There being no further business to come before the Committee, on a motion by Mr. Edgren, seconded by Ms. Rothstein, and carried unanimously, the meeting was adjourned at 11:37 a.m.

Respectfully submitted,

Kevin J. Muhs

KRY?KJM/KWK
#235423
1/17/2017



Existing Transit Services in Ozaukee County

Meeting of the Advisory Committee
for the Ozaukee County Transit Development Plan
December 20, 2016



Presentation Outline

- Summary of Existing County Services
 - Express
 - Shared-Ride Taxi
- Travel Patterns on Existing County Services
- Other service providers in Ozaukee County



Ozaukee County Express - History

- Initiated in August 1996
- Originally focused heavily on reverse commute service, including shuttles connecting the Express to business parks in Saukville, Grafton, and Mequon
- All shuttles eliminated by the end of 2008
- Generally, traditional commute ridership has fluctuated based on gas prices, while reverse commute ridership has fluctuated based on service levels and the economy



Ozaukee County Express – Existing Services

- 9 traditional commute trips each direction each weekday
 - Morning service: Between 5:49 a.m. and 9:15 a.m.
 - Afternoon service: Between 1:41 p.m. and 6:53 p.m.
- 2 reverse commute trips each direction each weekday
 - Morning service: Between 5:26 a.m. and 6:21 a.m.
 - Afternoon service: Between 3:05 p.m. and 5:11 p.m.



Ozaukee County Express – Existing Services

- Traditional commute trips provide service to downtown Milwaukee from park-ride lots in Port Washington, Grafton, and Cedarburg
- Reverse commute trips provide service to Walmart in Saukville
- Fares:
 - \$3.50 for adults paying cash, \$2.35 for adults paying with the M*Card
 - Discounts for Seniors, People with Disabilities, Children
 - Transfer connections can be made with the Shared-Ride Taxi service for \$1.00, or for free to Milwaukee County Transit Services

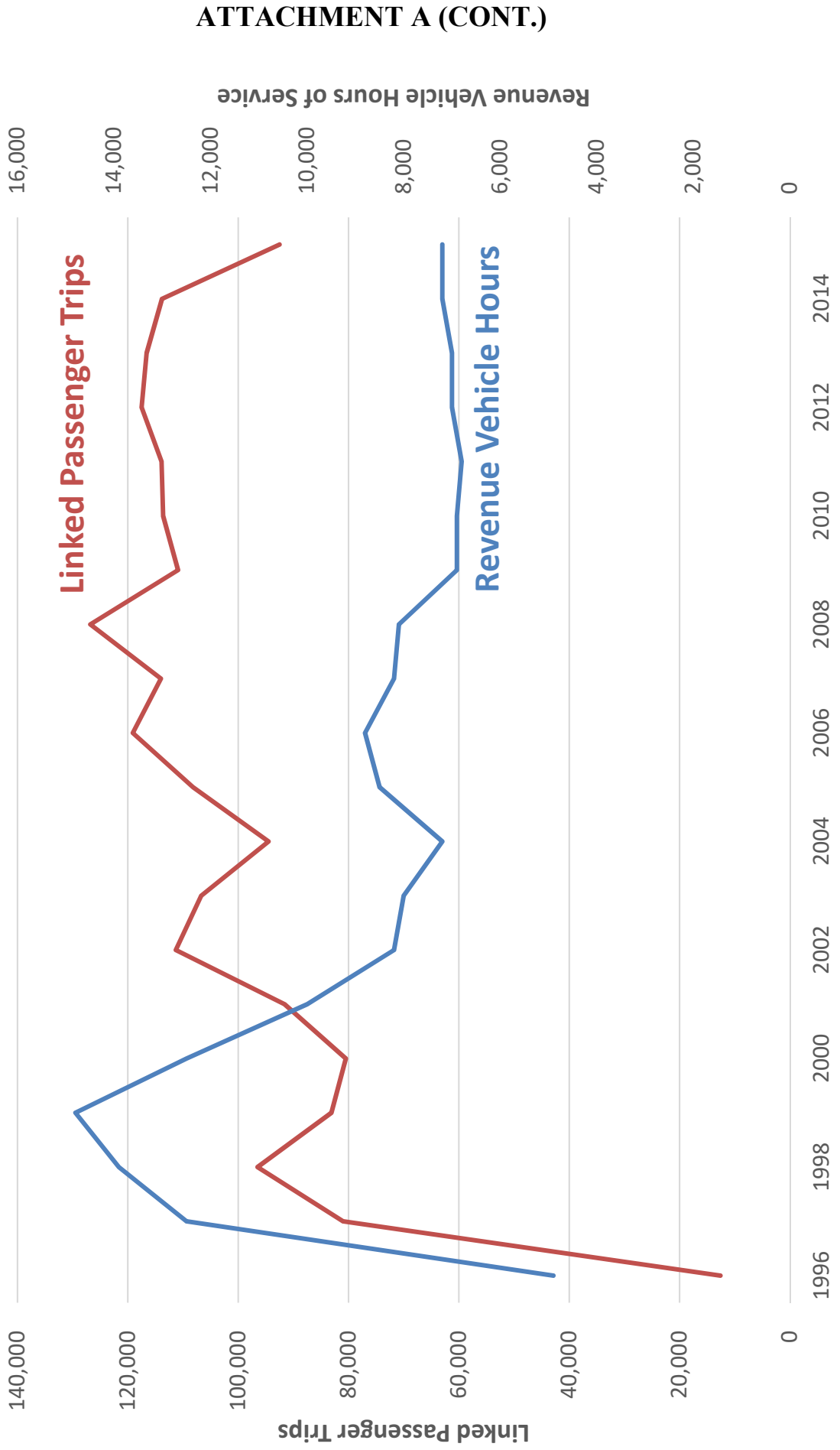


Ozaukee County Express – Existing Services

- Services operated under contract by Milwaukee Transport Services, Inc. (through a contract with the County)
- Utilizes Milwaukee County owned 40-ft buses

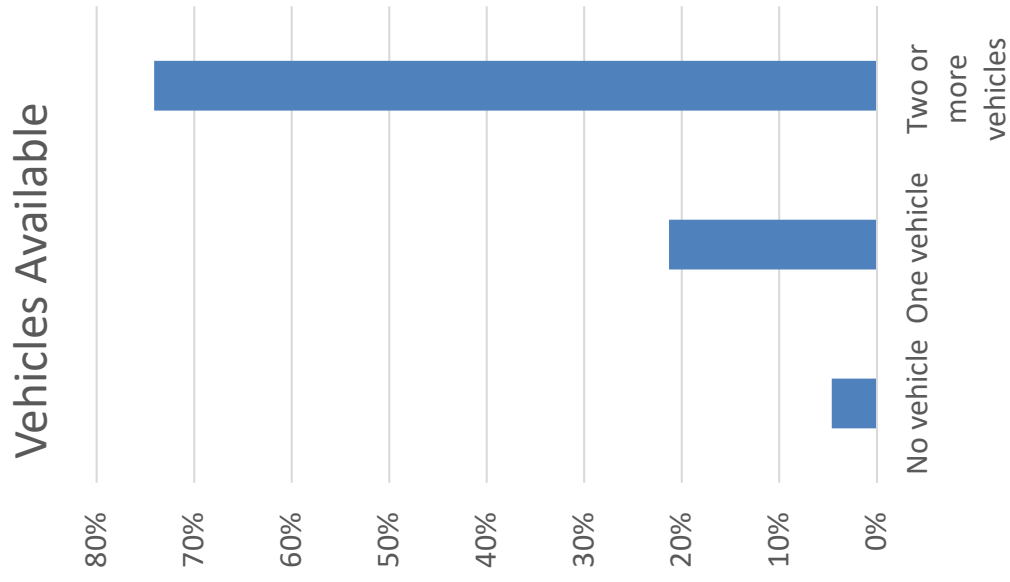
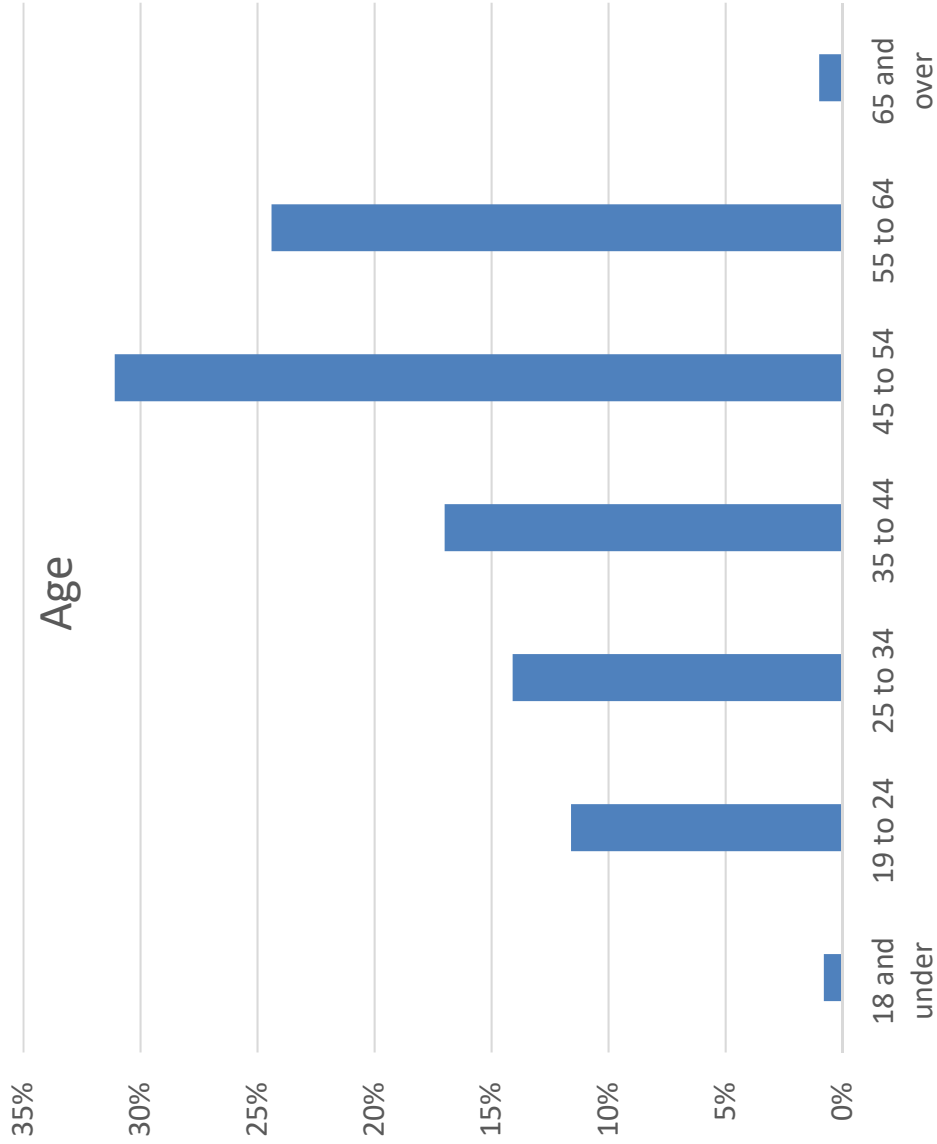


Ozaukee County Express – Ridership & Service Levels





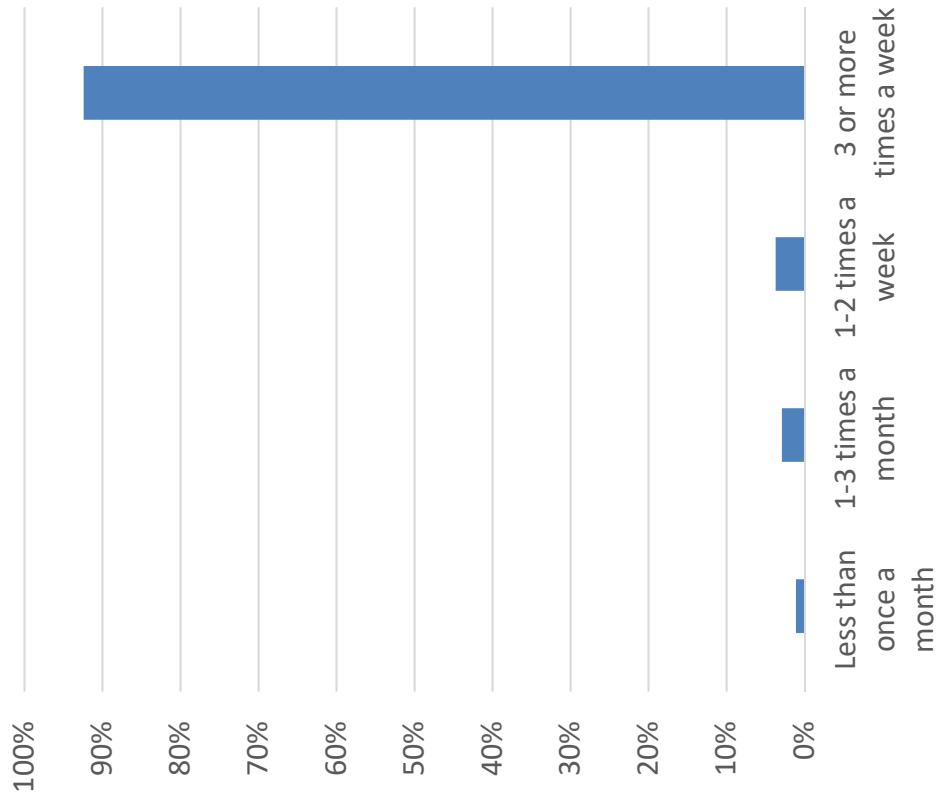
Ozaukee County Express – Rider Demographics



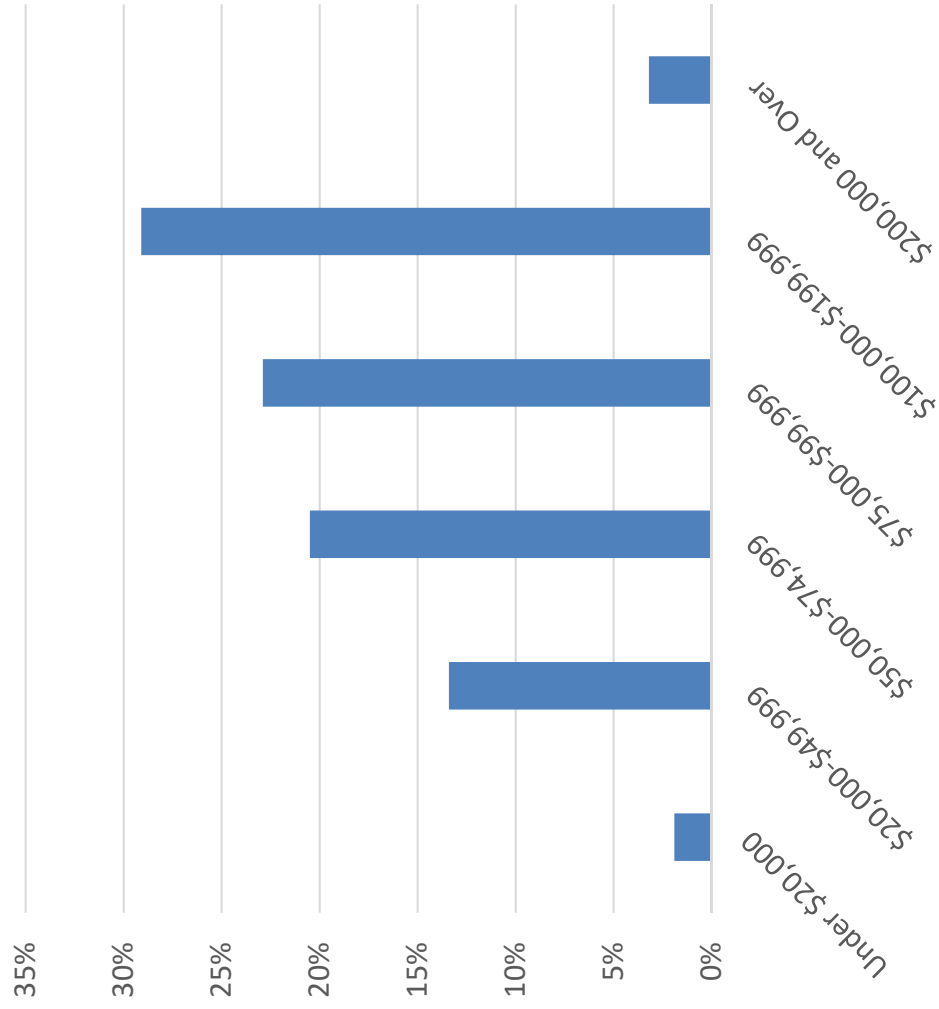


Ozaukee County Express – Rider Demographics

Frequency of Use

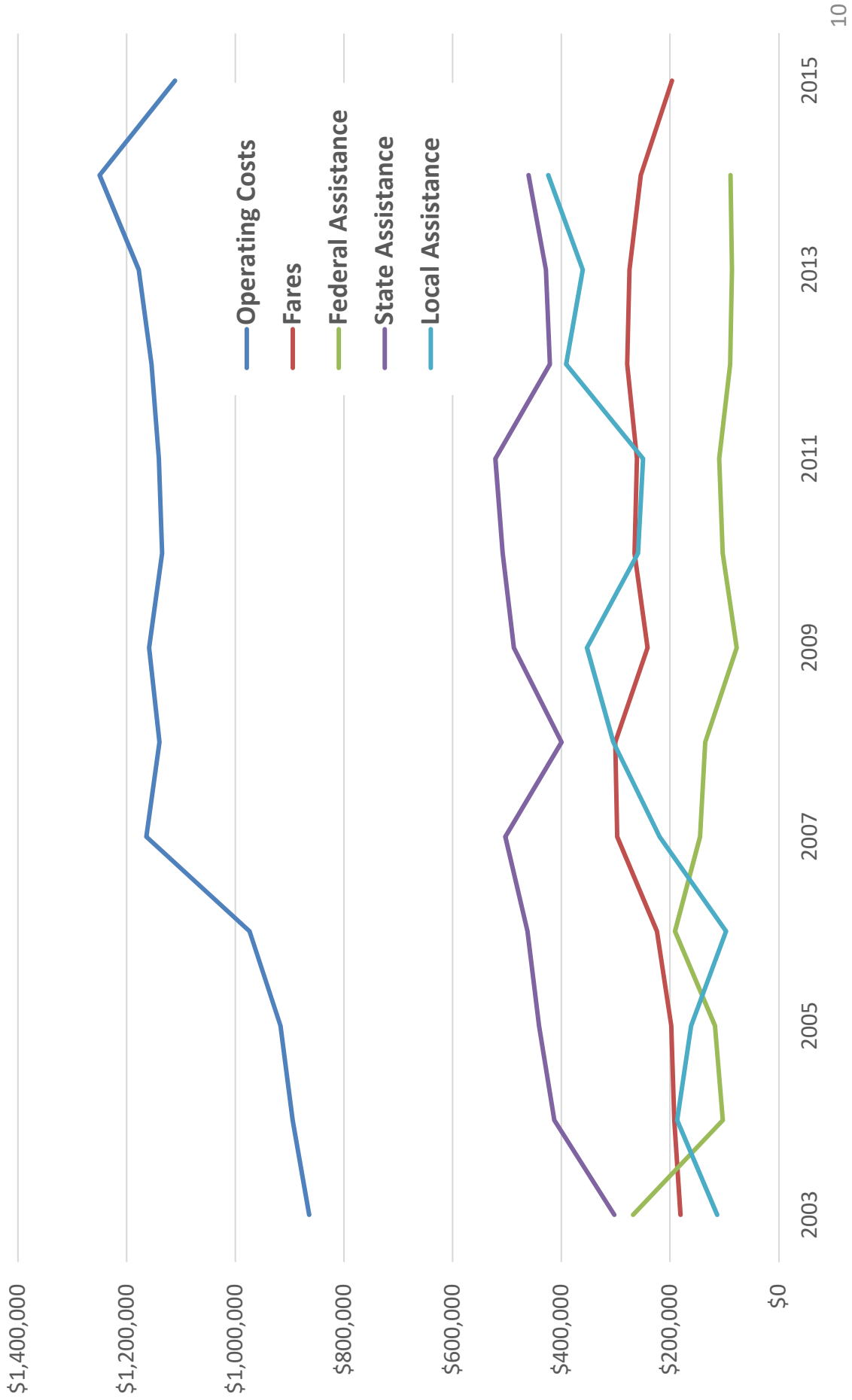


Household Income





Ozaukee County Express – Financial Data





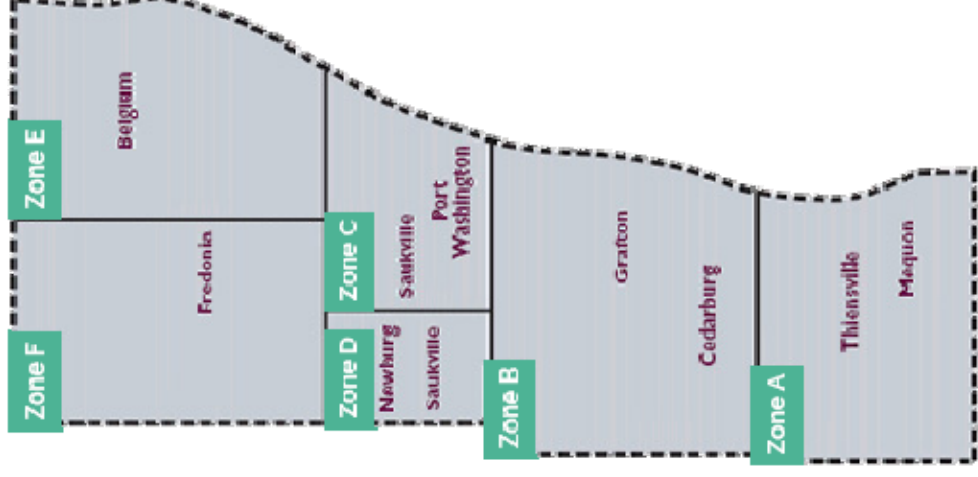
Ozaukee County Shared-Ride Taxi - History

- Initiated in January 1998 as a one-year pilot expanding the County's existing specialized transportation taxi service
- Service hours have expanded slightly through the years, particularly on weekday evenings and Sunday afternoons
- Additional service was provided within Port Washington following the end of the City's Taxi Service in 2011.



Ozaukee County Shared-Ride Taxi – Existing Services

- **Service Hours:**
 - Monday – Friday: 5 a.m. – 10 p.m.
 - Saturday: 8:30 a.m. – 10 p.m.
 - Sunday: 8 a.m. – 6 p.m.
- **Fares (Zone-Based):**
 - Adults: \$3.00 - \$6.75
 - Students: \$2.75 - \$6.00
 - Seniors & People with Disabilities: \$2.50 - \$5.50
- **Door-to-door, if needed**



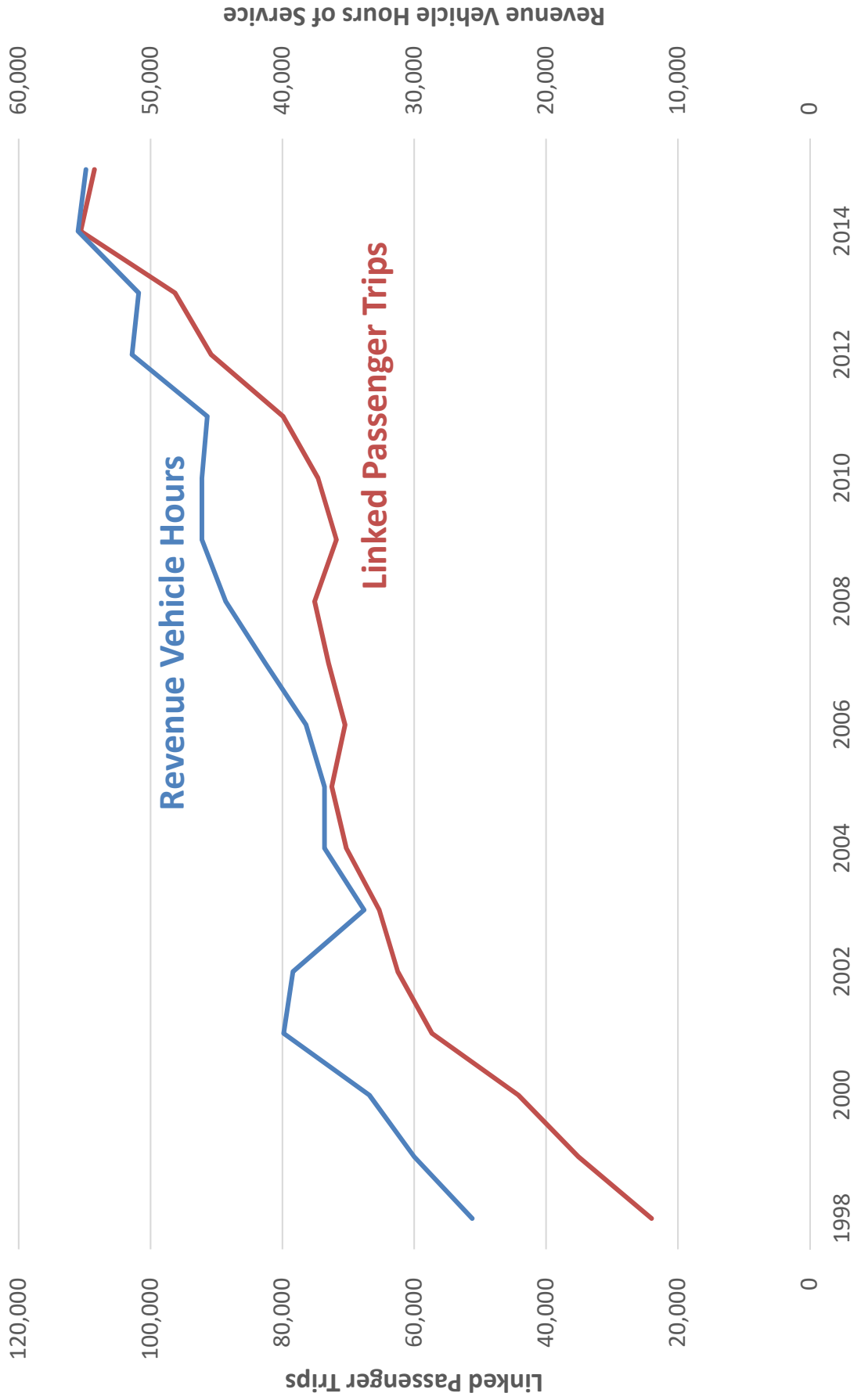


Ozaukee County Shared-Ride Taxi – Existing Services

- Service operated by Specialized Transport Services, Inc. (through a contract with the County)
- Utilizes County-owned vehicles, including minibuses and hybrid sedans

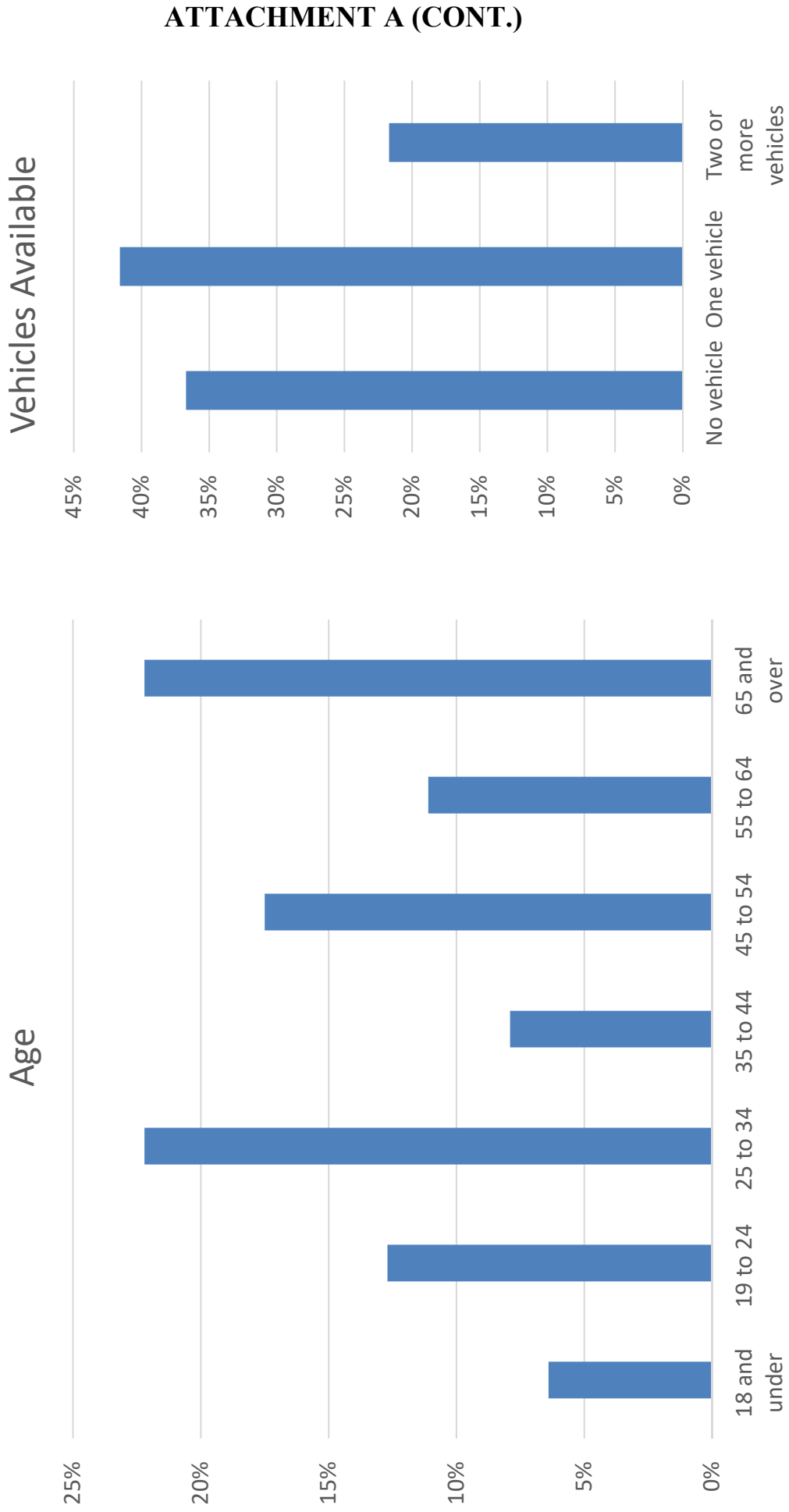


Ozaukee County Shared-Ride Taxi – Ridership & Service Levels





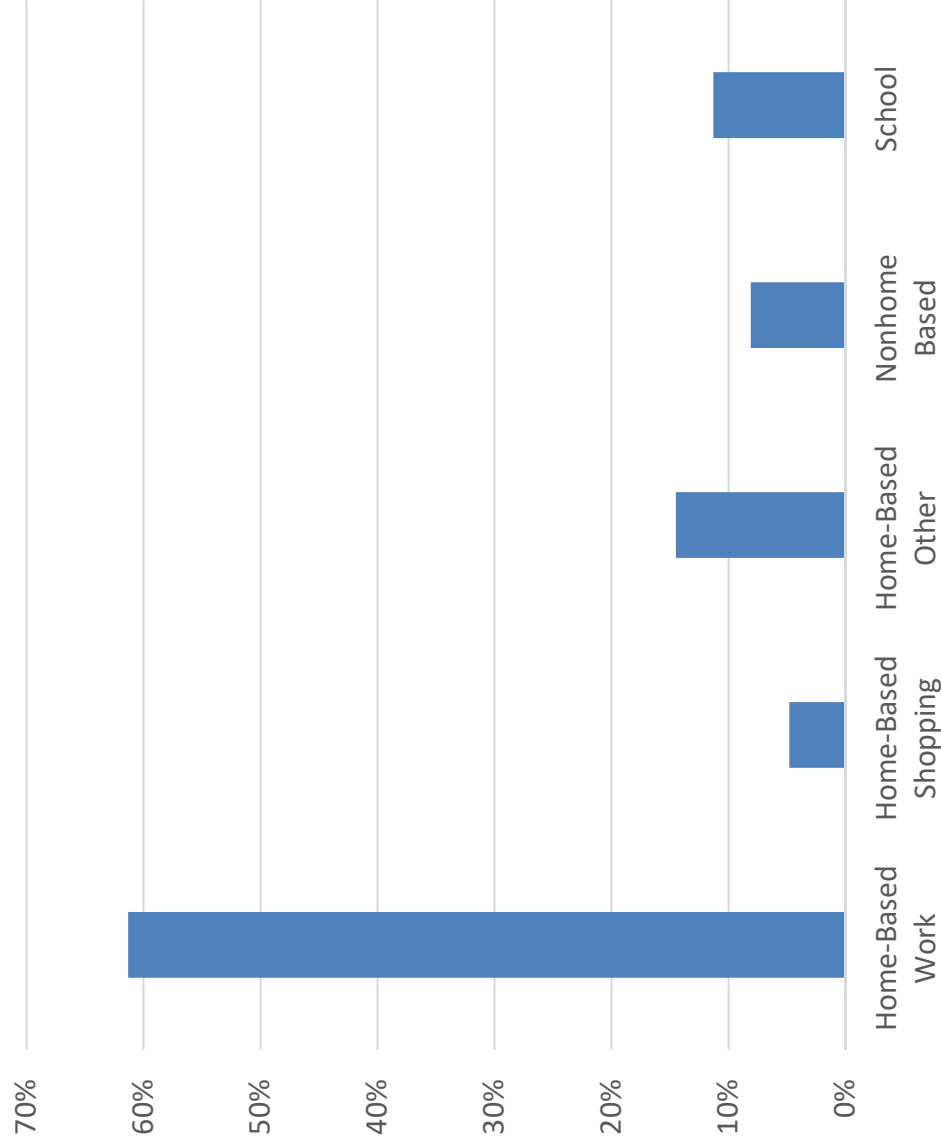
Ozaukee County Shared-Ride Taxi – Rider Demographics



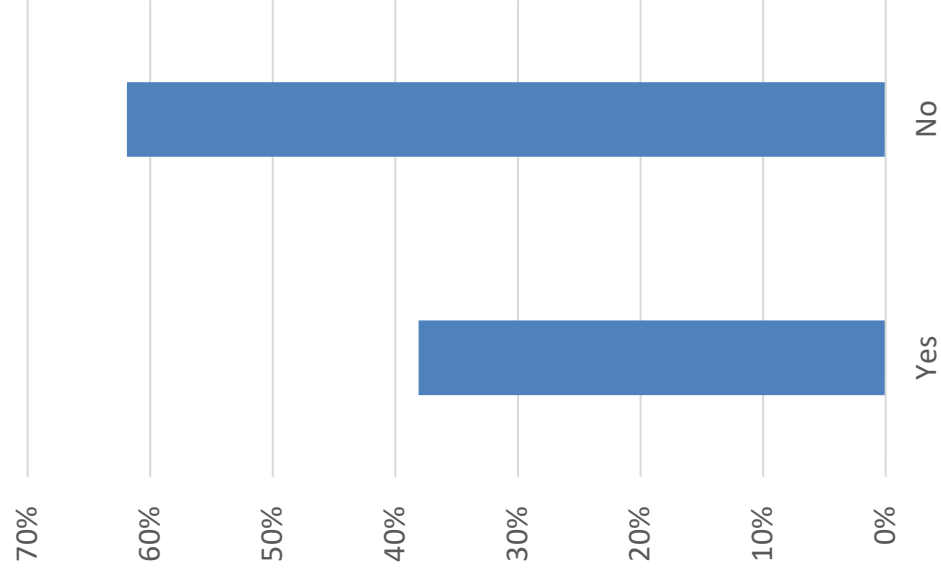


Ozaukee County Shared-Ride Taxi – Rider Demographics

Trip Purpose



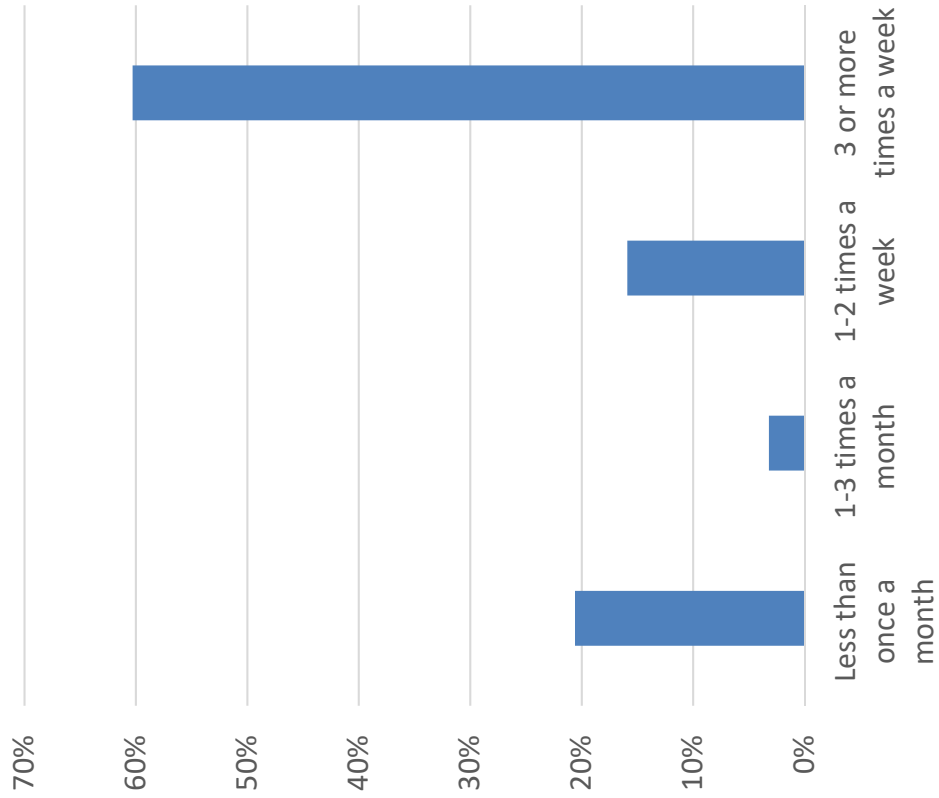
Licensed Driver



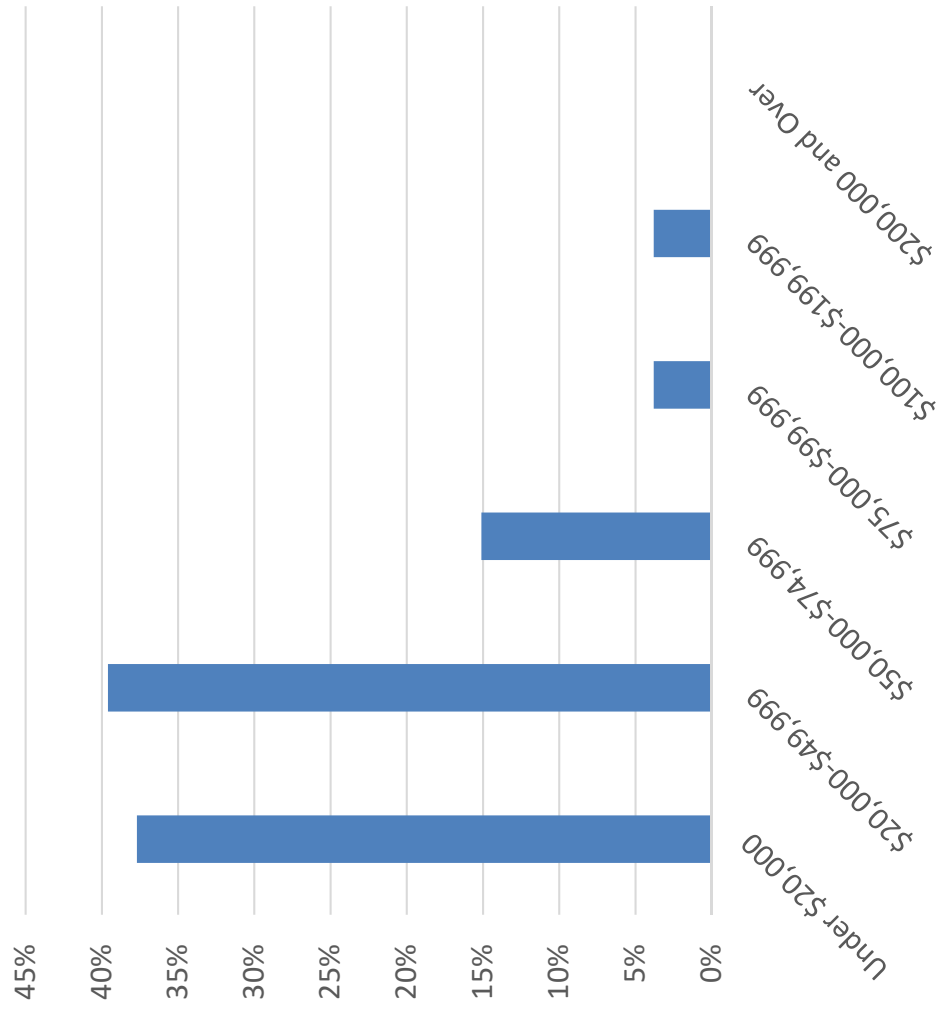


Ozaukee County Shared-Ride Taxi – Rider Demographics

Frequency of Use

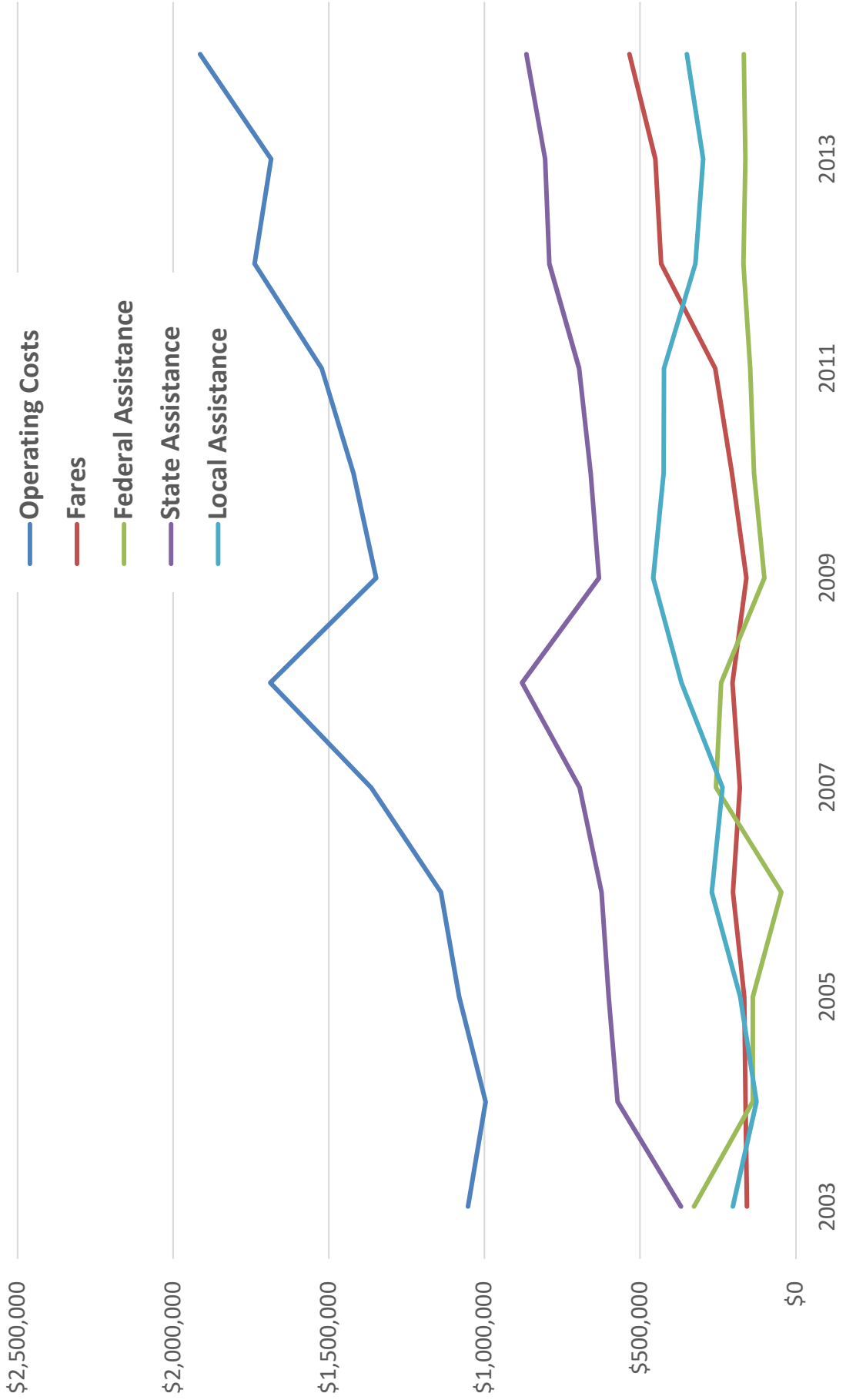


Household Income





Ozaukee County Shared-Ride Taxi – Financial Data





Travel Patterns

- Analysis of travel logs and passenger count information will be included in Chapter 2 of the report
- Provide Committee with a basis to understand where ridership is being produced and where riders are going



Other Transit Services

- **Cedarburg Senior Center Van Service**
 - Shared-Ride transportation services for City of Cedarburg residents aged 55 and older
 - One vehicle, driven by volunteer drivers
 - 24-hour advance reservation
 - Curb-to-curb
- **Interfaith Caregivers of Ozaukee County**
 - Transportation services for seniors and adults with disabilities
 - Includes out-of-county services to medical appointments
 - Volunteer drivers, mostly using their own vehicles
 - Expanding into accessible services using Interfaith-owned vehicle
 - Three day advance reservation

ATTACHMENT B

Figure 3-1

PUBLIC TRANSIT SERVICE OBJECTIVES AND STANDARDS

Objective No. 1

Washington County's public transit system should effectively serve existing travel patterns, meeting the demand and need for transit services, particularly the travel needs of the transit-dependent population.

Associated Public Transit Principle

Transit services can increase mobility for all segments of the population in urban and rural areas, particularly for persons residing in low- to middle-income households, students, seniors, and individuals with disabilities. Fixed-route public transit services are generally best suited for operating within and between large and medium-sized urban areas, serving the mobility needs of the population and the labor needs of employers. Demand-response public transit services are more cost-effective than fixed-route transit services where demand for transit is low such as when serving areas with low-density urban development, small urban areas, and rural areas.

Design and Operating Standards

<p>1. Rapid fixed-route transit service Should serve major travel corridors, connecting major activity centers and concentrations of significant urban development within the County and the Region.</p>	<p>2. Local fixed-route transit services Should be designed to provide local transportation within and between residential areas, to link residential areas with nearby major activity centers, and to provide for transfer connections with rapid transit services.</p>	<p>3. Demand-responsive transit service Should be available to provide local transportation to the County's residents, particularly those that can be considered transit-dependent, to connect residential areas with each other and with major activity centers.</p>
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Performance Standards and Associated Performance Measures

<p>1. Major Activity Centers The number of major activity centers and facilities for transit-dependent persons served should be maximized. This will be measured by the number of activity centers within one-quarter mile of a local bus or shuttle route, one-half mile of a rapid transit route, or within the service area of a demand-response service. Major activity centers include the following^a:</p> <ul style="list-style-type: none"> a. Commercial areas b. Educational institutions c. Medical centers d. Employers e. Facilities serving transit-dependent populations 	<p>2. Population The population served should be maximized, particularly those who are transit dependent. Residents will be considered served if they are within the following distances of a fixed-route transit service, or are within the service area of a demand-response service.</p> <table border="1" data-bbox="483 1234 802 1451"> <thead> <tr> <th rowspan="2">Service Type</th> <th colspan="2">Distance from Bus Stop</th> </tr> <tr> <th>Walking</th> <th>Driving</th> </tr> </thead> <tbody> <tr> <td>Rapid Transit</td> <td>1/2 Mile</td> <td>3 Miles</td> </tr> <tr> <td>Local Shuttle</td> <td>1/4 Mile</td> <td>--</td> </tr> </tbody> </table> <p>This standard will be measured by the number of people residing within the appropriate service area for a transit service.</p>	Service Type	Distance from Bus Stop		Walking	Driving	Rapid Transit	1/2 Mile	3 Miles	Local Shuttle	1/4 Mile	--	<p>3. Employment The number of jobs served should be maximized. This will be measured by the total employment at businesses located within one-quarter mile of local bus or shuttle routes, one-half mile of a rapid transit route, or within the service area of a demand-response service.</p>	<p>4. Density The transit-supportive land area accessible by public transit should be maximized. Land area is considered transit-supportive if it has a density of at least 4 dwelling units per net residential acre, or at least 4 jobs per gross acre. This standard will be measured by the proportion of the County's total transit-supportive land area within one-quarter mile of a local bus or shuttle route, one-half mile of a rapid transit route, or within the service area of a demand-response service.</p>
Service Type	Distance from Bus Stop													
	Walking	Driving												
Rapid Transit	1/2 Mile	3 Miles												
Local Shuttle	1/4 Mile	--												

^aIn order to be considered a major activity center, the following definitions must apply:

Commercial areas are concentrations of retail and service establishments that typically include a department store or a discount store along with a supermarket on 15 to 60 acres, totaling 150,000 or more square feet of gross leasable floor space;

Educational institutions are the main campus of traditional four-year institutions of higher education and public technical colleges;

Medical centers are all hospitals and clinics with 10 or more physicians;

Employers are all employers with more than 100 employees, or clusters of adjacent employers with collectively more than 100 employees such as business or industrial parks;

Facilities serving transit-dependent populations are senior centers, senior meal sites, residential facilities for seniors and/or people with disabilities, residential facilities for low-income individuals, and government facilities that provide significant services to members of transit-dependent population groups.

ATTACHMENT B (CONT.)

Figure 3-1 (continued)

Objective No. 2

Washington County's public transit system should promote efficient utilization of its services by operating a system that is safe, reliable, convenient, and comfortable for users.

Associated Public Transit Principle

The benefits to the entire public of a transit service are directly related to the level of utilization—measured by ridership—of that service. Ridership is influenced by the level of access the public has to services that are reliable and provide for quick, convenient, comfortable, and safe travel. Riders view transit services with these attributes as an effective and attractive alternative to the private automobile.

Design and Operating Standards

<p><u>1. Route Design</u> Rapid bus routes should be extended as needed or paired with a local shuttle to perform a collection-distribution function at the ends of the route. Routes should have direct alignments with a limited number of turns, and should be arranged to minimize duplication of service and unnecessary transfers.</p>	<p><u>2. Bus Stop and Park & Ride Lot Design</u> Bus stops and park & ride lots should be clearly marked by easily recognizable signs and located so as to minimize the walking or driving distance over an accessible path to and from residential areas and major activity centers, and to facilitate connections with other transit services where appropriate. Stops should be placed every two to three blocks on local bus routes and placed at least one-mile apart on rapid transit routes.</p>	<p><u>3. Vehicle Age and Condition</u> Vehicles should be rehabilitated or replaced once they reach the end of their normal service life. Federal Transit Administration guidelines require a transit vehicle to reach a minimum service life before it is replaced. These guidelines are listed below.</p> <table border="1" data-bbox="1047 840 1502 1071"> <thead> <tr> <th rowspan="2">Vehicle Type</th> <th rowspan="2">Length (feet)</th> <th colspan="2">Service Life</th> </tr> <tr> <th>Years</th> <th>Mileage</th> </tr> </thead> <tbody> <tr> <td>Heavy-duty bus</td> <td>35+</td> <td>12</td> <td>500,000</td> </tr> <tr> <td>Heavy duty bus</td> <td>25-30</td> <td>10</td> <td>350,000</td> </tr> <tr> <td>Medium-duty bus</td> <td>25-30</td> <td>7</td> <td>200,000</td> </tr> <tr> <td>Light-duty Bus^a</td> <td>20-30</td> <td>5</td> <td>150,000</td> </tr> <tr> <td>Cars and Vans^a</td> <td>--</td> <td>4</td> <td>100,000</td> </tr> </tbody> </table>	Vehicle Type	Length (feet)	Service Life		Years	Mileage	Heavy-duty bus	35+	12	500,000	Heavy duty bus	25-30	10	350,000	Medium-duty bus	25-30	7	200,000	Light-duty Bus ^a	20-30	5	150,000	Cars and Vans ^a	--	4	100,000
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Light-duty Bus ^a	20-30	5	150,000																									
Cars and Vans ^a	--	4	100,000																									
<p><u>4. Service Frequency and Availability</u> Fixed-route services should operate at least every 30 minutes during the weekday peak period, with local fixed-route services operating at least every 60 minutes during off-peak service hours. Shared-ride taxi services should offer a response time of 45 minutes or less in urban areas and four hours or less in rural areas.</p>	<p><u>5. Service Travel Speeds</u> Transit services should be designed and operated so that average travel speeds on a trip are not less than 10 miles per hour for local fixed-route and demand-responsive services, and not less than 25 miles per hour for rapid fixed-route services.</p>	<p><u>6. Passenger Demand</u> Transit services should provide adequate service and vehicle capacity to meet existing and anticipated demand. The average passenger load factor, measured as the ratio of passengers to seats, should not exceed 1.00 during any period for demand-responsive and rapid fixed-route transit services. Local bus routes and shuttles should not exceed an average passenger load factor of 1.25.</p>																										

Performance Standards and Associated Performance Measures

<p><u>1. Ridership and Service Effectiveness</u> Ridership on transit services and the overall effectiveness of such services should be maximized. This will be measured using passengers per capita, total passengers per vehicle hour, total passengers per vehicle mile, and passenger miles per vehicle mile which will be compared to similar transit systems. Transit services with service effectiveness measures more than 20 percent below the median of the peer comparison group will be reviewed for potential changes to their routes, runs, service areas, and service periods.</p>	<p><u>2. On-Time Performance</u> The fixed-route service provided should closely adhere to published timetables and be "on time." Demand-response services should be designed and operated to maximize adherence to scheduled rider pick-up times. Performance should be regularly monitored and a transit service with less than 90 percent of trips on time (defined as being between zero minutes early and three minutes late for fixed-route services and between 15 minutes early and 15 minutes late for demand-response services) should be reviewed for changes.</p>	<p><u>3. Travel Time</u> Travel times on transit services should be kept reasonable in comparison to travel time by automobiles for similar trips. This standard will be measured using the ratio of transit to automobile distance and the ratio of transit to automobile travel time.</p>
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^aThis vehicle type is currently owned by the Washington County Transit System.

ATTACHMENT B (CONT.)

Figure 3-1 (continued)

Objective No. 3

Washington County's public transit system should be economical and cost effective, meeting all other objectives at the lowest possible cost. Given limited public funds, achieving this objective may result in some standards listed under Objectives 1 and 2 becoming unattainable.

Associated Public Transit Principle

Given limited public funds, the cost of providing transit at a desired service level should be minimized and revenue gained from the service should be maximized to maintain the financial stability of services.

Design and Operating Standards

<p><u>1. Costs</u> The total operating expenditures and capital investment for transit services should be minimized and reflect efficient utilization of resources.</p>	<p><u>2. Fare Structure</u> The fare policies for transit services should provide for premium fares for premium services, as well as discounted fares for priority population groups and frequent transit riders.</p>	<p><u>3. Fare Increases</u> Periodic increases in passenger fares should be considered to maintain the financial stability of transit service when:</p> <ol style="list-style-type: none"> The farebox recovery ratio falls below the level determined to be acceptable by local officials Operating expenses per unit of service have increased by more than 10 percent since fares were last raised Projected levels of Federal and State operating assistance would require an increase in local operating assistance above the level deemed acceptable by local officials A fare increase would be projected to generate more revenue than would be lost due to potential decreases in ridership 	<p><u>4. Total Assistance</u> The sum of capital investment and operating assistance in the transit system from all sources should be minimized, while meeting other objectives.</p>
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Performance Standards and Associated Performance Measures

<p><u>1. Operating Expenses</u> The operating expense per total and revenue vehicle mile, the operating expense per total and revenue vehicle hour, and the operating assistance per passenger should be minimized. Annual increases in such costs should not exceed the median percentage increases experienced by comparable transit systems.</p>	<p><u>2. Farebox Revenue</u> Operating revenues generated from passenger fares should be maximized. This will be measured using the percent of operating expenses recovered through passenger fare revenue.</p>	<p><u>3. Cost Effectiveness</u> Transit services with substandard cost effectiveness should be reviewed for potential changes to their routes, runs, service areas, and service periods. Cost effectiveness will be considered substandard when the operating cost per passenger, or operating expense per passenger mile are more than 20 percent above, or the farebox recovery ratio is more than 20 percent below, the median for comparable transit systems.</p>
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