

Minutes of the Fifth Meeting

OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN ADVISORY COMMITTEE

DATE: July 25, 2017
TIME: 10:00 a.m.
PLACE: Auditorium
Ozaukee County Administration Center
121 W Main Street
Port Washington, WI 53704

Members Present

Kathy 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, MATC Mequon
Amber Koehler..... Manager, Ozaukee County Shared-Ride Taxi Services
Jennifer Rothstein Vice Chair, Ozaukee 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
Blaine Szudajski..... Operations Supervisor, GO Riteway Transportation Group (representing R.J. Bast)
Steve Taylor..... Vice President of Student Life, Concordia University
Kim Tollefson..... Director of Community Development, City of Mequon
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
Joshua W. Depies..... Senior Transportation Engineer, SEWRPC
Kevin J. Muhs Deputy Director, SEWRPC
Jennifer B. Sarnecki..... Principal Transportation Planner, SEWRPC

ROLL CALL AND INTRODUCTIONS

Chairwoman Geracie called the meeting of the Ozaukee County Transit Development Plan Advisory Committee to order at 10:00 a.m. Attendance was taken by circulating a sign-in sheet. She then asked the Committee members, guests, and staff to introduce themselves.

CONSIDERATION AND APPROVAL OF MINUTES OF THE APRIL 25, 2017, MEETING

Chairwoman Geracie indicated that the second item on the agenda was the consideration and approval of the minutes for the previous meeting of the Advisory Committee held on April 25, 2017.

Mr. Muhs reviewed the attachments added to the minutes and requested input from Committee members regarding Exhibit A, Table 4-9, On-Time Performance of the Ozaukee County Shared-Ride Taxi: May 2017. Mr. Muhs noted that Commission staff analyzed both a 15-minute and 30-minute window for pick-ups and drop-offs for the Shared-Ride Taxi, which met the standard for 61 percent and 91 percent of trips, respectively. Mr. Muhs asked the Committee members if Commission staff should utilize the 15-minute or 30-minute standard. Ms. Rothstein asked if the 30 minute on-time performance standard for Ozaukee County is the same as other taxi services in the area. Mr. Muhs stated that other taxi services have a 15 minute on-time performance measure. In response to a question from Ms. Wolff, Mr. Wittek responded that Ozaukee County has always used 30 minutes as the on-time performance measure and stated that to improve the performance measure to 15 minutes would require more staff and vehicles. Mr. Wittek further confirmed Ms. Rothstein's supposition that software is not the solution to reducing wait times. Ms. Rothstein asked if Ozaukee County has received complaints regarding the wait times. Mr. Wittek responded that complaints usually are related to on-time arrivals at work and that Ozaukee County staff are continually looking for opportunities to reduce the burden on riders. Ms. Rothstein thanked Mr. Wittek for his response and awareness of the concern regarding wait times.

Ms. Schneider made a motion to approve the April 25, 2017, meeting minutes. Ms. Bates-Nelson seconded the motion and the Advisory Committee unanimously approved the minutes.

CONSIDERATION OF "SUMMARY OF COMMENTS FROM THE BUSINESS-FOCUSED MEETING AND PUBLIC MEETINGS ON THE OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN: 2018-2022"

Mr. Muhs reviewed the "Summary of Comments from the Business-Focused Meeting and Public Meetings on the Ozaukee County Transit Development Plan: 2018-2022" and summarized the attendance, survey responses, and comments from the business-focused meeting on June 20, 2017, and the public meetings on June 21, 2017, and June 22, 2017. Mr. Muhs stated that all materials from the current and future public outreach sessions will be included in the Record of Public Comments upon completion of the Transit Development Plan. Mr. Muhs stated that there was good attendance at the business-focus meeting and that 19 of the 38 attendees want to be part of future transit discussions. Mr. Muhs summarized that there were three themes: businesses are interested in a potential shuttle service, employers need workers, and businesses are interested in extending service hours to cover more work shifts. Mr. Muhs also reviewed the survey results from the business-focused meeting, including a key finding that a majority of participants answered either "yes," or "not sure," to the question regarding if their business would be willing to financially contribute to a shuttle.

During the review of the "Summary of Comments from the Business-Focused Meeting and Public Meetings on the Ozaukee County Transit Development Plan: 2018-2022," Committee members had the following questions or comments:

1. Mr. Wittek stated that he was surprised and pleased by the high level of attendance at the business-focused meeting.
2. Ms. Schilling stated that an important next step is to give businesses an opportunity to weigh-in on options regarding a potential shuttle. Chairwoman Geracie agreed that the Advisory Committee should reach out to the businesses who stated in the survey that they would be willing to financially contribute to a shuttle to discuss different alternatives, potential costs, and receive feedback.
3. Ms. Schneider commented that the County's current transit services do not serve second and third shift workers because the Shared-Ride Taxi only operates until 10:00 PM on weekdays. In response to Ms. Schneider's comment regarding extending the hours of service for the Shared-Ride Taxi,

Mr. Wittek indicated that it would cost \$30,000 per year to expand service hours until midnight. Ms. Schneider responded that \$30,000 is a small sum and that she would be willing to contribute \$5,000 and would challenge other businesses to contribute as well in order to provide Shared-Ride Taxi service until midnight on weekdays.

Responding to an inquiry from Ms. Schneider, Mr. Wittek stated that if Ozaukee County was provided \$30,000 from businesses to extend the Shared-Ride Taxi service hours to midnight, the County may not be able to implement those new hours until January 1. Responding to an inquiry from Chairwoman Geracie regarding who would continue funding the extended service hours once the \$30,000 is expended, Ms. Schneider indicated that she thought the County should continue to fund the extended service hours in the following years. Ms. Koehler stated that Washington County extended their service hours and did not continue it due to lack of use. Mr. Wittek added that extended hours would require two drivers and added that since Ozaukee County extended service hours to 10:00 PM, they have averaged 10 riders between 9:00 PM and 10:00 PM. Supervisor Geracie stated that it would be helpful to know which business would use the extended hours and recommended a separate meeting to discuss the possibility in more detail.

4. Ms. Schneider stated that employers need to better inform their new hires about the transit services available in Ozaukee County because new employees are not aware of their transportation options. Ms. Rothstein added that businesses could include transit options at the time they post a job. Chairwoman Geracie indicated that businesses should include information on the transit options in Ozaukee County while recruiting people at job fairs. Ms. Schilling stated that some businesses provide information about transit services on-site such as Rockwell or through Employ Milwaukee. Ozaukee Economic Development also participates in events where information about transit services is shared. Ms. Schneider stated that the end of August is when employers struggle to find employees because students return to school. Mr. Muhs added that businesses along Bluemound Road in Waukesha County have struggled with similar problems, and transit providers in that area are working to educate employers on transit options so that employers can provide information during recruitment and to new hires to inform them of their transportation options, including free transfers on MCTS using the M-Card.
5. In response to Commission staff's review of the business survey results, Ms. Alkaff stated that it would be helpful to know which businesses need more information about transit services. Mr. Muhs responded that the polling conducted at the business-focused meeting using the remote clickers was anonymous. Ms. Alkaff indicated that based on her outreach regarding the public meetings, residents in Milwaukee and Ozaukee Counties are unaware of transit services available in Ozaukee County and that there needs to be better outreach to those in Milwaukee County looking for jobs. Ms. Alkaff suggested that there be a public meeting held in Milwaukee County as part of the study. Mr. Muhs responded that the Advisory Committee may want to consider holding a public meeting in Milwaukee County once there are specific alternatives to share with the public. Ms. Schneider suggested the outreach in Milwaukee County occur soon. Ms. Rothstein stated that any location selected in Milwaukee County should be transit accessible.
6. Mr. Muhs suggested that the Advisory Committee hold another meeting to review the alternatives for consideration in the Ozaukee County Transit Development Plan: 2018-2022 and then host another round of public informational meetings to present the alternatives in early November. Supervisor Geracie stated that this should include outreach to businesses. Mr. Muhs responded that Commission staff could present the alternatives to businesses in Ozaukee County to gather their input before presenting the alternatives to the Advisory Committee. Supervisor Geracie stated that the discussions with businesses regarding shuttles would be more helpful once there are concrete alternatives to discuss with them.

7. Mr. Muhs summarized the comments received during the public information meetings held June 21, 2017, and June 22, 2017. Additional comments summarized by Mr. Muhs included concerns about bus maintenance, positive remarks about connectivity to MCTS, privatizing the Ozaukee County Transit services, the perception that the fees on the Shared-Ride Taxi are high, and requests for shorter wait times for the Shared-Ride Taxi.
8. Regarding a comment from the public information meetings that Ozaukee County transit services should operate similar to Uber or Lyft, Mr. Wittek stated that the farebox recovery ratio for the Ozaukee County Shared-Ride Taxi is good and that Uber and Lyft typically serve higher income, “choice” transit riders who are willing to pay more for the service. Mr. Wittek further noted that the lesson to be more like Uber or Lyft is well taken and that the Ozaukee County Shared-Ride Taxi is trying to provide more on-demand services and is working to develop an app. Mr. Muhs stated that flexible, on-demand services could be an option to serve businesses in Ozaukee County. However, he added that other issues may arise with utilizing services from Uber or Lyft such as the accessibility of vehicles to people with disabilities and that the future of the companies could be considered tenuous as 40 percent of a trip on Uber or Lyft is subsidized by venture capital, with the companies currently operating at a loss. Mr. Taylor stated that for a while, Austin, Texas, did not allow Uber to operate in the City. Mr. Muhs noted that Uber and Lyft were eventually allowed to operate in Austin after action by the Texas State Legislature.
9. Mr. Muhs stated that there were a couple requests from public information meeting attendees to conduct a survey of riders on the Ozaukee County Express and the Shared-Ride Taxi. Mr. Muhs added that Commission staff could conduct one at the request of the Advisory Committee but it would likely extend the duration of the plan development. Ms. Schneider stated that surveys have been conducted and that there is no need to do more at this time. No additional requests for a survey of transit users were made by the Advisory Committee. Mr. Muhs noted that in general those who attended the public information meetings were pleased with the transit services.
10. Ms. Alkaff expressed that more outreach is needed to educate residents in Milwaukee of the transit options that are available in Ozaukee County as many people do not know the Ozaukee Express exists. Ms. Wolff responded that an alternative should include raising more awareness to the transit options in Ozaukee County. Mr. Wittek added that Ozaukee County could review its marketing campaign to look into billboards or geomarketing options to target cell phones. Ms. Schneider added that businesses could raise more awareness among their own employees by forwarding emails that advertise the Ozaukee County transit services. Mr. Wittek requested that Commission staff add a marketing alternative, including options and costs. Mr. Muhs indicated that Commission staff will include marketing options and costs in the alternatives analysis.

With no further discussion, Ms. Schilling made a motion to approve the summary of comments. The motion was seconded by Ms. Wolff, and carried unanimously by the Advisory Committee.

CONSIDERATION OF “POTENTIAL ALTERNATIVES FOR CONSIDERATION IN THE NEXT PHASE OF THE OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN: 2018-2022”

Mr. Muhs reviewed the “Potential Alternatives for Consideration in the Next Phase of the Ozaukee County Transit Development Plan: 2018-2022” and requested feedback from the Advisory Committee.

During the review of the “Potential Alternatives for Consideration in the Next Phase of the Ozaukee County Transit Development Plan: 2018-2022,” Committee members had the following questions or comments:

1. The Advisory Committee agreed that the alternatives should be framed to consider future conditions under current funding levels, lower than expected funding levels, and higher than expected funding levels.
2. Mr. Muhs noted that the first group of alternatives apply to potential new employment-related services. Regarding a potential Transportation Management Association (TMA) or Transportation Improvement District (TID), Ms. Schilling expressed that the business and industrial parks in Ozaukee County are too small and scattered for a TMA or TID to succeed. Ms. Schneider commented that studying the TMA model for Ozaukee County is a waste of time. Mr. Muhs stated Commission staff could analyze a public-private partnership with Uber or Lyft as an alternative and noted that a recent partnership in Centennial, Colorado could provide an example for the County's consideration that might allow cost savings and more on-demand services. Ms. Schneider requested that the Advisory Committee focus on the Ozaukee County Shared-Ride Taxi. Ms. Schilling recommended that the Advisory Committee look at Uber and Lyft as an option to reduce wait times. Mr. Wittek recommended that flexible transit should be explored and that the results from the study could potentially lead to new alternatives. Mr. Muhs noted that vanpools could be explored as well.
3. Regarding a potential fixed-route service along STH 181 (N. 76th Street) between Brown Deer Road and Cedarburg, Ms. Tollefson stated that there are not enough businesses along the route for it to succeed. Ms. Schilling agreed and stated that a fixed-route service along Port Washington Road that terminates at Columbia St. Mary's Hospital in Mequon would be a better option. Ms. Tollefson added that a route along Cedarburg Road (STH 57) should also be considered as it could potentially serve the industrial park to the west. Mr. Wittek commented that this alternative would be an expansion of MCTS services, to which Mr. Sponcia agreed. Mr. Muhs added that expansion of MCTS service along STH 57 is in VISION 2050. Responding to an inquiry from Ms. Wolff, Mr. Muhs stated that Commission staff will consider the appropriate service hours and trip times in the alternatives analysis.
4. Mr. Muhs summarized the next group of potential alternatives, related to fixed-route service alternatives for the Ozaukee County Express. Responding to an inquiry from Ms. Tollefson as to whether the request for expanded reverse commute service on the Ozaukee County Express came from the public information meetings, Mr. Muhs stated that this was not a specific request, but reverse commute service from Milwaukee County to Ozaukee County could help address the service objectives and standards. Ms. Tollefson indicated that the expansion of the reverse commute service should be during peak commute times.
5. Ms. Schilling asked if adding a stop for the Express bus at the Brown Deer Park-Ride Lot should be studied, to better connect to potential shuttles. Mr. Muhs indicated that adding a stop would increase travel time for passengers, which would reduce the performance of the Express.
6. Mr. Wittek requested that the Cedarburg Park-Ride lot be included in Table 4-5, Travel Time Comparison Between the Ozaukee County Express and Automobiles: Minimum and Maximum Typical Travel Times. Mr. Muhs agreed to provide this information in Table 4-5.
7. In response to a question from Ms. Schilling regarding the Advisory Committee's ability to prioritize alternatives, Mr. Muhs responded that the prioritization of alternatives will be based on input provided at the upcoming public meetings, and subsequent input from the Advisory Committee.

8. Mr. Muhs noted that there was public input requesting a stop at Bayshore Mall. Ms. Schilling stated that she understood this would likely have a negative impact on Ozaukee County businesses but could be beneficial for potential customers. Mr. Muhs indicated that the location of Bayshore Mall to IH 43 on/off ramps would increase the travel times for riders on the Ozaukee County Express. Supervisor Geracie stated that analyzing a stop at Bayshore Mall is not part of the Advisory Committee's mission. Mr. Muhs indicated that, based on direction from the Advisory Committee today, Commission staff will not include the option to provide transit service to Bayshore Mall in the alternatives chapter.
9. Mr. Wittek stated that accessibility improvements are needed at bus stops along the route of the Ozaukee County Express and requested that Commission staff review the current stops and identify options to improve them, including potential sources of Federal funding to make the improvements. Mr. Muhs responded that Commission staff will include this request in the alternatives chapter and further noted that Federal funds are available to make existing bus stops compliant with the American with Disabilities Act (ADA), and that these Federal funds may cover 80 percent of the cost, including bus pads and sidewalks to the nearest destination.
10. Mr. Muhs summarized the potential Shared-Ride Taxi Service alternatives, including an increase in service levels and discounted rides for those who use the service multiple times a day. Regarding developing a new fare structure for those who use the service three times or more a day, Ms. Koehler stated that few people ride the taxi two or three times a day. Supervisor Geracie stated that Commission staff should not take the time to pursue discounted fares for multiple rides in one day. Mr. Muhs stated the Commission staff will not include discussion of a new fare structure in the alternatives chapter.
11. Regarding combining Ozaukee County and Washington County Shared-Ride Taxi Services, Supervisor Geracie stated that Ozaukee County will continue to support the effort. Mr. Muhs noted that access to Menomonee Falls, which was requested by some attendees at the public meetings, would be provided if the two services merged as it is already within the service area of the Washington County Shared-Ride Taxi Service.
12. Ms. Tollefson stated that the alternative to provide a higher level of service for subscription-based employment trips fits under the first group of alternatives targeting Ozaukee County businesses, whereby an agreement could be developed between the County and a group of businesses. Mr. Muhs stated that Commission staff will review this alternative and may move it to the alternatives targeting Ozaukee County businesses, as appropriate.
13. In response to an inquiry from Mr. Wittek regarding prioritizing subscription-based transit services, Mr. Muhs stated that Commission staff will analyze if there are federal laws prohibiting prioritizing certain trip types, such as those targeted to employment opportunities.

DISCUSSION OF NEXT MEETING OF THE OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN ADVISORY COMMITTEE

1. The next meeting of the Advisory Committee for the Ozaukee County Transit Development Plan was rescheduled from September 19 to 10:00 a.m. on Tuesday, October 31, 2017.

ADJOURNMENT

There being no further business to come before the Committee, on a motion by Ms. Wolff, seconded by Ms. Schilling, and carried unanimously, the meeting was adjourned at 11:25 a.m.

Respectfully submitted,

Kevin J. Muhs
Recording Secretary

KJM/CTH/JBS/JWD
#238445
10/24/2017