

# RACINE COUNTY PUBLIC TRANSIT PLAN: 2010-2014



SUMMARY BROCHURE

FEBRUARY 2009

At the request of the City and County of Racine, the Southeastern Wisconsin Regional Planning Commission (SEWRPC) is preparing a short-range public transit service plan for Racine County covering the years 2010-2014. This study will:

- Evaluate in-depth the City of Racine Belle Urban System (BUS).
- Recommend transit service and capital improvements for the City bus system.
- Identify and evaluate all other existing public and human services transportation provided in Racine County.
- Identify the unmet transit travel needs for resident trips within Racine County and to/from other counties.
- Recommend actions to coordinate existing transportation services or initiate needed new transit services.

More detail is given below as this brochure provides an overview of the study, which will be updated periodically. The Commission seeks to provide information about this effort and its other planning programs, as well as obtain the involvement of interested persons. A website has been established with comprehensive information regarding the study: [www.sewrpc.org/racinetransitplan](http://www.sewrpc.org/racinetransitplan). Please see the reverse side of this brochure for more information about becoming involved.

## STUDY PURPOSE

The short-range transit planning study and the preparation of a five-year plan for improving public transit in Racine County will provide:

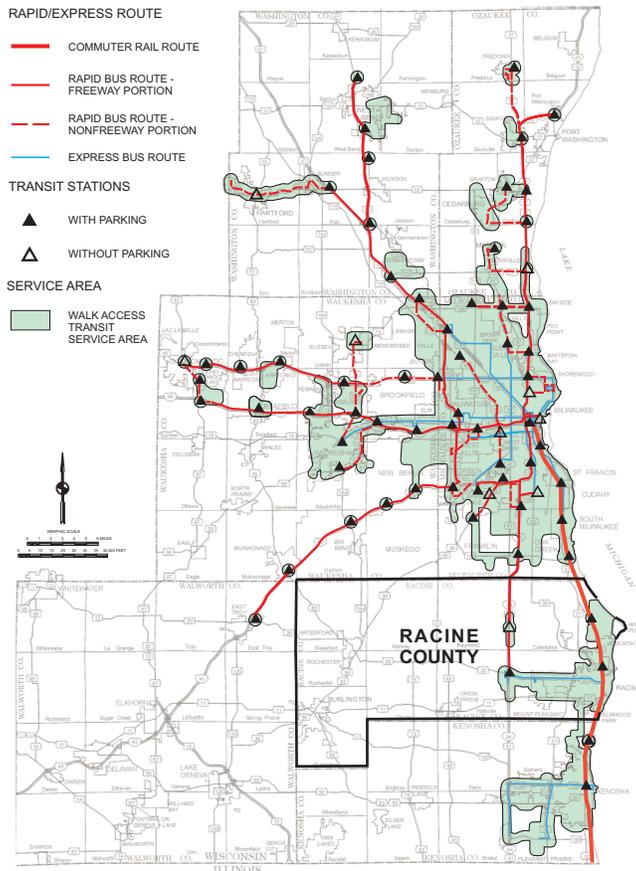
- **Assessment of existing unmet transit travel needs** for Racine County residents;
- **Rigorous evaluation of existing transit services in the County**, including the routes and service operated by the City of Racine and the Racine County Human Services Department, to review their existing performance and to identify areas of good and poor performance;
- **Identification of alternative transit service improvements for Racine BUS routes** that address the performance evaluation, including the unmet transit service needs;
- **Identification of alternative transit service improvements for the remainder of the County** outside the BUS service area, to address the unmet transit needs;
- **A short-range plan recommending** modifications, improvements, and capital projects needed for all public transit services in Racine County, thereby guiding annual transit budgeting and capital and operations programming; and
- **Estimate of short-term financial requirements** for all public transit services in the County, and comparison to existing and projected available funding, identifying any funding shortfalls, and considering alternatives to address those shortfalls.

The year 2035 long-range regional transportation system plan for Southeastern Wisconsin recommends significant expansion of transit service—local, express, and rapid service—in the Racine urbanized area as well as other parts of the Region (see map). That plan will be amended to reflect the public transit recommendations made in the Racine County Public Transit Plan: 2010-2014.

## STUDY GUIDANCE

The Racine County Transit Plan is being developed under the guidance of a workgroup formed specifically for this study. The Workgroup will be responsible for proposing transit improvements to Racine County, the City of Racine, and SEWRPC, after careful study and evaluation. In pursuing the points above, the Workgroup will help identify possible City of Racine BUS improvements, possible actions for coordinating public transit and human services transportation in Racine County, and potential new public services to address the identified need west of IH-94. Representatives from all units of government in Racine County and a wide variety of agencies and populations with an interest in transportation in the County have been invited to participate in the Workgroup (see box).

## PUBLIC TRANSIT ELEMENT OF THE RECOMMENDED REGIONAL TRANSPORTATION SYSTEM PLAN: YEAR 2035



Source: SEWRPC.

## AGENCIES AND ORGANIZATIONS INVITED TO PARTICIPATE IN THE RACINE COUNTY TRANSIT PLAN WORK GROUP

**Racine County Government**  
 County Executive's Office  
 Health and Human Development Committee  
 Human Services Department  
 Department of Planning and Development  
 Workforce Development Center

**City of Racine Government**  
 Mayor's Office  
 Department of City Development  
 Transportation Department  
 Transit and Parking Commission

**Other Government**  
 City of Burlington  
 Village of Caledonia  
 Village of Mt. Pleasant  
 Village of Rochester  
 Village of Sturtevant  
 Village of Union Grove  
 Village of Waterford  
 Village of Wind Point  
 Town of Burlington  
 Town of Dover  
 Town of Norway  
 Town of Raymond  
 Town of Waterford  
 Town of Yorkville  
 Wisconsin Department of Transportation  
 U. S. Department of Transportation, Federal Transit Administration

**Business Organizations**  
 Racine Area Manufacturers and Commerce  
 Greater Union Grove Area Chamber of Commerce  
 Waterford Area Chamber of Commerce  
 Burlington Chamber of Commerce  
 Racine County Economic Development Corporation

**Educational Institutions with Student Transportation Needs**  
 Burlington Area School District  
 Racine Unified School District  
 Union Grove High School District  
 Waterford Union High School District

**Non-Profit Organizations**  
 Alliance on Mental Illness of Racine County  
 American Red Cross  
 Careers Industries, Inc.  
 First Choice Pre-Apprentice Jobs Training  
 Hispanic Roundtable  
 Love, Inc.  
 Racine County Opportunity Center  
 Racine Hispanic Business and Professionals Organization  
 Racine Interfaith Coalition  
 Society's Assets, Inc.  
 Urban League of Racine and Kenosha

**Transit Service Providers**  
 First Transit, Inc.  
 Racine Belle Urban System

## PUBLIC INVOLVEMENT

The Regional Planning Commission encourages public involvement. It will work throughout the study to inform units of government and the general public about plan development, and will work to obtain input on transit service needs, problems, and alternative solutions. We will attempt to incorporate the input received from all sources.

In addition to the Workgroup, the following will be used:

- **A website**—[www.sewrpc.org/racinetransitplan](http://www.sewrpc.org/racinetransitplan)—serves as a source of comprehensive information. It includes notifications of upcoming meetings, summaries of work progress, and a means to submit comments. Draft plan chapters and workgroup agendas, minutes, and materials will be posted as available.
- **Summary brochures and other materials**—will be produced and distributed, including at public meetings and on the website.
- **Public meetings**—will be held at various locations in Racine County in two series: the first following the collection and analysis of inventory information and before the design and evaluation of alternatives plans; and the second following the evaluation of alternative plans.
- **Briefings by Commission staff**—are available to provide information and receive comments from all interested persons, community and other groups, and units of government.
- **Other opportunities will be sought**—to notify and inform citizens and obtain their input. Focused outreach efforts will be made to reach minority communities as well as low-income neighborhoods.

## FOR MORE INFORMATION

SEWRPC Website: [www.sewrpc.org/racinetransitplan](http://www.sewrpc.org/racinetransitplan)  
 E-mail: [racinetransitplan@sewrpc.org](mailto:racinetransitplan@sewrpc.org)  
 Phone (262) 547-6721  
 Fax: (262) 547-1103

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 P. O. Box 1607  
 Waukesha, WI 53187 - 1607

**A mailing list has been developed** of individuals and organizations interested in receiving summary information. If you would like to directly receive future such materials, please contact us.