



Kenosha County Transit Development Plan: 2012-2016





Overview of Presentation

- Background and need for plan
- Study organization and staffing
- Advisory Committee
- Public involvement efforts
- Study elements and work completed to date
- Remaining steps in plan development



Need for Plan

- Requested by City of Kenosha Mayor and Kenosha County Executive
- Review the performance of Kenosha Area Transit and Western Kenosha County Transit services
- Assess the need for transit travel between Kenosha County and surrounding counties
- Recommend transit service improvements and capital improvements for both Kenosha Area Transit and Western Kenosha County Transit
- Prepare a plan to help City and County officials implement transit service changes through annual transit budgets and capital programming.



Study Organization and Staffing

- Study Sponsors:
 - City of Kenosha
 - Kenosha County
- Study Staffing
 - Southeastern Wisconsin Regional Planning Commission (SEWRPC)
 - Staff from the City of Kenosha Department of Transportation and the Kenosha County Aging and Disability Resource Center



Kenosha County Transit Planning Advisory Committee

- Advisory Committee provides guidance to plan
- The Mayor of Kenosha and the Kenosha County Executive appointed the members of the Committee, which include representatives from:
 - Kenosha County
 - City of Kenosha
 - Other local governments in Kenosha County
 - Wisconsin Department of Transportation
 - Business organizations
 - Local colleges and universities
 - School districts
 - Non-profit agencies representing populations affected by transit services
 - Transit service providers and users



Public Involvement

- Advisory Committee
- Study website
(www.sewrpc.org/kenoshatransitplan)
- Brochure and newsletters
 - Newsletter sent to over 600 individuals and agencies in Kenosha County
- Public informational meetings



Major Work Elements

- Objectives and Standards
- Inventories
- Evaluation of Transit Systems
- Identification and Evaluation of Alternative Transit Service Improvements
- Selection of a Recommended Plan
- Plan Implementation



Work to Date - Objectives and Standards

- Objectives and Standards
 - Four transit service objectives guide the plan
 - Provide a basis for assessing performance of the transit systems and the alternatives proposed, and help identify unmet transit service needs
 - Each objective is supported by a planning principle and a set of standards.
 - Standards quantify the achievement of each objective.



Work to Date - Inventories

- Inventories conducted to gather background information on:
 - Existing transit systems
 - City of Kenosha transit system (KAT) service characteristics, ridership, and expenses.
 - Kenosha County transit system (WKCT) service characteristics, ridership, and expenses
 - Intercity bus and passenger rail service between Kenosha County and surrounding Counties
 - Population and employment
 - Major activity centers
 - Work shifts of major employers
 - Travel patterns



Work to Date - Evaluation of Kenosha Area Transit System

- Evaluation of Kenosha Area Transit system included:
 - Systemwide evaluation of service provided to population, employment, and activity centers
 - Comparison to other “peer” systems in Wisconsin and United States
 - Route by route evaluation of service effectiveness and efficiency of each route
 - Comparison of transit and auto travel times
 - On-time performance evaluation
- Identification of unmet transit service needs



Work to Date – Identification of Unmet Needs for Kenosha Area Transit System

Preliminary unmet needs include:

- Service to Lakeview Corporate Park and the RecPlex in the Village of Pleasant Prairie
- Service to Shoppes at Prairie Ridge along STH 50 in the Village of Pleasant Prairie
- Service to commercial development at Somers Market Center (Walmart and Sam's Club)
- Weekday evening service later than 7:30 p.m.; Saturday evening service later than 5:00 p.m.
- More extensive weekend service
- Shorter, more convenient transit travel times.



Work to Date – Potential Service Changes to Kenosha Area Transit System

1. “Desirable Alternative”—maintain annual levels of service, but improve efficiency:

- Change route alignments and eliminate some routes to provide more direct routes and reduce duplication
- Use savings from routing changes to provide longer hours on evenings and weekends
- Extend service to destinations in Pleasant Prairie and Somers, taking into account funding concerns

2. “Financially-Constrained Alternative”—Reduce service in response to possible reductions in Federal, State, and local transit aid:

- Calculate potential annual hours and miles of service that could be provided with reduced funding
- Change route alignments and eliminate some routes to provide more direct routes and reduce duplication
- Consider reductions in frequency of service
- Consider other service changes as appropriate



Work to Date - Evaluation of Western Kenosha County Transit System

- Evaluation of Western Kenosha County Transit system included:
 - Systemwide evaluation of service provided to population, employment, and activity centers
 - Comparison to other “peer” systems in Wisconsin and United States
 - Evaluation of effectiveness and efficiency of each route and demand-response, commuter, and Saturday service
 - Prioritization of locations to receive bus shelters



Work to Date - Transit Service Deficiencies in Western Kenosha County

- County uses five vehicles to provide Western Kenosha County Transit (WKCT) service; fewer vehicles could be used to provide the service more efficiently.
- Ridership on WKCT needs to increase substantially to be comparable with peer systems and forecasted demand for the system.



Work to Date – Potential Service Changes to Western Kenosha County Transit

1. “Desirable Alternative”, which would maintain most of the WKCT service but improve efficiency:
 - Reduce the number of trips to Antioch
 - Coordinate the vehicles to reduce the number of vehicles needed to four
2. “Financially Constrained Alternative”, which would substantially reduce the amount of WKCT service in order to maintain the County’s current level of funding in 2012.

Next year WKCT will transition from Federal STRAP demonstration funds (80% of net operating costs) to a combination of Federal Section 5311 funds and State operating assistance (65% of operating costs).



Work to Date - Unmet Needs for Transit Travel between Kenosha County and Surrounding Counties

- Unmet need for frequent and convenient transit service connecting downtown Kenosha and downtown Racine
- Need to restore transit service to UW-Parkside for students living in the City of Racine

Potential Service Improvement:

- Study will consider potential for express transit service between downtown Kenosha and downtown Racine, along with estimated costs and sources of funds.



Remaining Steps

- Review public comments
 - Finalize unmet transit service needs
 - Finalize changes that should be considered in the alternative plans
- Develop “desirable” and “financially constrained” alternative transit service improvement plans for City of Kenosha and Kenosha County
- Develop service plan for Kenosha-Racine express bus service, along with estimated costs and sources of funds
- Advisory Committee reviews plans, then selects recommended transit service improvement plan



Tell Us What You Think

Give us your input about the work and findings of the transit study.

Many ways to give your opinion:

- Written comment: tonight, or send letter or email
- Oral comment with court reporter
- Map: Place a pin where you have a problem or concern with service
- Potential service changes board—place a sticker to show your preference for service changes



Thank You!

For more information about the plan:

Phone: 262-547-6721

Website for plan:

www.sewrpc.org/kenoshatransitplan

E-mail: kenoshatransitplan@sewrpc.org