

Introduction to Kenosha County Transit Development Plan

The study will perform the following functions:

- Analyze transportation needs by examining land use patterns, concentrations of employment, and travel habits and patterns, particularly for the transit-dependent population.
- Identify the unmet transit travel needs within Kenosha County and to/from adjacent counties.
- Evaluate the current operations of the Kenosha Area Transit and the Western Kenosha County Transit systems.
- Identify and recommend alternative transit service improvements that address the performance evaluation findings and the unmet transit service needs.
- Recommend transit service and capital improvements for both the City and County systems.

Who is preparing the plan?

The Southeastern Wisconsin Regional Planning Commission (SEWRPC) has been asked by Kenosha County and the City of Kenosha to develop the plan. The Commission is preparing the plan under the guidance of an advisory committee appointed by the City of Kenosha Mayor and the Kenosha County Executive.



Kenosha County Transit Planning Advisory Committee

- The Kenosha County Transit Development Plan is being developed under the guidance of an Advisory Committee.
- The City of Kenosha Mayor and the Kenosha County Executive appointed the members of the Advisory Committee, who include representatives from units of government in Kenosha County and agencies and populations with an interest in transportation.
- The Advisory Committee will be responsible for proposing transit service improvements to the City of Kenosha, Kenosha County, and SEWRPC, after careful study and evaluation.

Advisory Committee

Bryan Albrecht	President, Gateway Technical College
John Alley	Transit Section Chief, Bureau of Transit, Local Roads, and Harbors Wisconsin Department of Transportation
Todd Battle	President, Kenosha Area Business Alliance
Keith Bosman	Mayor, City of Kenosha
Kim Breunig	Supervisor, Kenosha County Board
Steven Coons	Urban Planning Manager, Wisconsin Department of Transportation—Southeast Region
Dr. Art Cyr	Professor, Carthage College
Pam Devuyt	Transit Commissioner and Transit System User, City of Kenosha
Dennis Duchene	President, Kenosha Convention and Visitor's Bureau
Carolyn Feldt	Manager, Elderly and Disability Services, Kenosha County Department of Human Services
Ron Iwen	Director, City of Kenosha Department of Transportation
Bill Jordan	Amalgamated Transit Union, Local 998
Dr. Lenny Klaver	Vice Chancellor, University of Wisconsin-Parkside
Jim Kreuser	County Executive, Kenosha County
Jeff Labahn	Director of City Development, City of Kenosha
Jeff Marx	Transportation Supervisor, Kenosha Unified School District
George Melcher	Director, Kenosha County Department of Planning and Development
John Milisauskas	Manager, Kenosha County Job Center
Sandy Milligan	Congregations United to Save Humanity
Bill Morris	Town Administrator, Town of Somers
Ana Ortíz	Human Services and Outreach Coordinator, Spanish Center
Dr. R. Scott Pierce	Superintendent, Central High School District of Westosha
Michael Pollocoff	Village Administrator, Village of Pleasant Prairie
Marisol Simón	Region 5 Director, Federal Transit Administration
Jude Tindall	Citizen, Village of Twin Lakes
Stan Torstenson	Citizen, Village of Twin Lakes
Paula Williams	Executive Director, Kenosha Achievement Center

Schedule for Completing the Kenosha County Transit Development Plan

Work Element	2009 thru 2010	2011								
		Jan	Feb	Mar	Apr	May	June	July	Aug	Sept
Inventory and Analysis - Chapter II - Existing Public Transit Services	Completed									
Inventory and Analysis - Chapter III - Land Use and Travel Patterns	Completed									
Chapter IV - Objectives and Standards	Completed									
Chapter V - Evaluation of Existing Transit Services and Identification of Unmet Needs	Completed	■	■							
Chapter VI - Alternative and Recommended Transit Service Improvements			■	■	■	■	■			
Chapter VII - The Recommended Plan						■	■			
Chapter VIII - Summary and Conclusions								■		
Report Publication									■	
Advisory Committee Meetings (AC) and Public Informational Meetings (PIM)				AC	PIM	AC		AC		

Public Transit Service Objectives and Standards

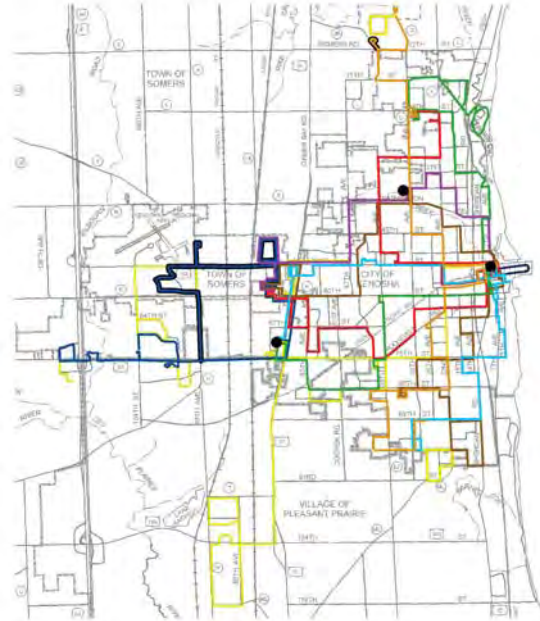
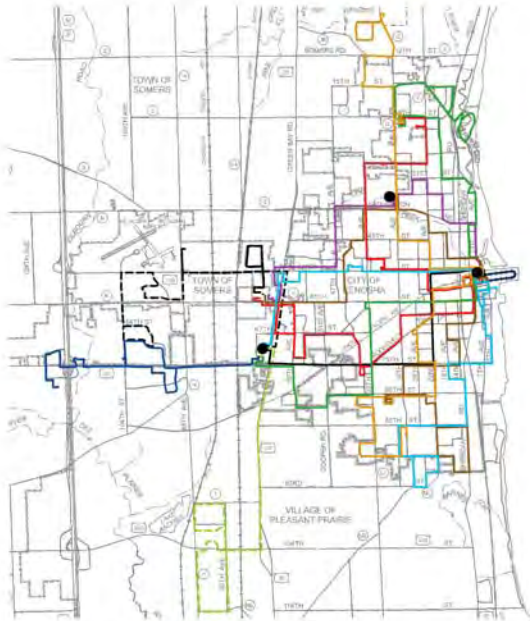
The following objectives were adopted by the Advisory Committee:

- The public transit system should effectively serve the existing land use pattern and support the implementation of planned land uses, meeting the demand and need for transit services, and particularly the needs of the transit-dependent population.
- The public transit system should promote effective utilization of transit services and operate service that is safe and reliable and provides for user convenience and comfort.
- The public transit system should promote efficiency in the total transportation system and help minimize the amount of energy consumed to serve travel by the residents of the transit service area.
- The public transit system should be economical and efficient, meeting all other objectives at the lowest possible cost.

Existing Kenosha Area Transit System Map

2010 KENOSHA AREA TRANSIT ROUTES

2011 KENOSHA AREA TRANSIT ROUTES



- KENOSHA AREA TRANSIT SYSTEM BUS ROUTES**
- ROUTE NO. 1
 - ROUTE NO. 2
 - ROUTE NO. 3
 - ROUTE NO. 4
 - ROUTE NO. 5
 - ROUTE NO. 6
 - ROUTE NO. 30
 - ROUTE NO. 31
 - ROUTE NO. 35
 - ROUTE NO. 36
 - ++ STREETCAR
 - TRANSFER POINT



- KENOSHA AREA TRANSIT SYSTEM BUS ROUTES**
- ROUTE NO. 1
 - ROUTE NO. 2
 - ROUTE NO. 3
 - ROUTE NO. 4
 - ROUTE NO. 5
 - ROUTE NO. 6
 - ROUTE NO. 31
 - ROUTE SEGMENTS ELIMINATED IN 2011
 - NEW ROUTE SEGMENTS (HIGHLIGHTED)
 - ++ STREETCAR
 - TRANSFER POINT

In 2011, the transit system cut service to Village of Pleasant Prairie:

- Route No. 35, which served Lakeview Corporate Park
- Route No. 31, which used to serve multiple destinations south of STH 50, now only serves St. Catherine's hospital, which is paying for the service.
- Small changes to Route Nos. 2, 4, and 5 to eliminate/reduce service that passed through the Village of Pleasant Prairie

The transit system has also made the following changes to its fixed-route service:

- Route No. 36 was replaced with a restructured Route No. 31
- Route No. 30 service was eliminated
- Route No. 1 serving UW-Parkside no longer goes into main campus area

Kenosha Area Transit: 2011

Service Characteristics

■ Service Hours:

Weekdays: Regular routes run from 6 a.m. to 7:30 p.m.

Saturdays: Regular routes run from 6 a.m. to 6 p.m.

■ Service Frequency

Weekday peak periods: Buses arrive every 30 minutes

Weekday off-peak periods: Buses arrive every 60 minutes

Saturdays: Buses arrive every 60 minutes

■ Fares

Adult cash fare: \$1.50

Seniors and people with disabilities: \$0.70

Students: \$0.75

■ Care-A-Van paratransit service

- Provides door-to-door transportation east of IH 94 to seniors and to people with disabilities who cannot use Kenosha Area Transit's fixed routes.

- Jointly funded by the City of Kenosha and Kenosha County

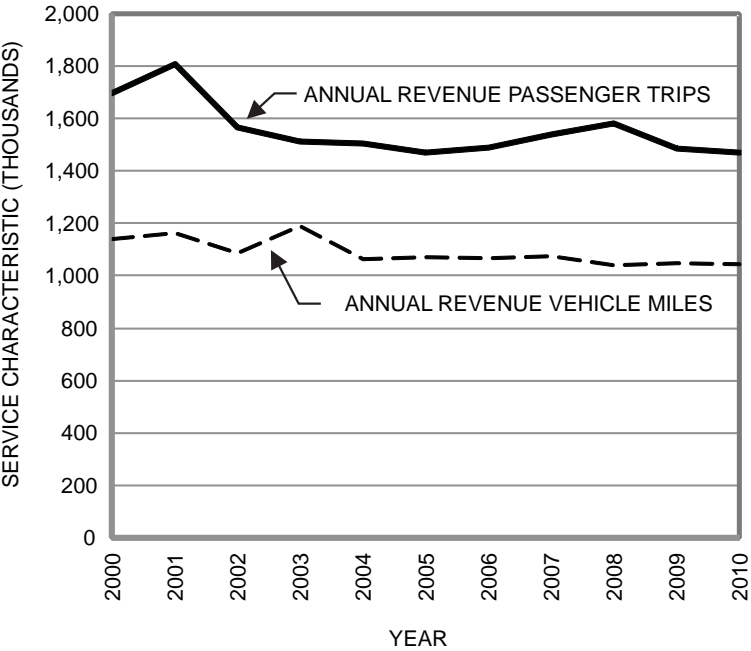
- Fulfills Federal requirements for Kenosha Area Transit to provide complementary paratransit service

- Available during the same hours as the fixed-route service

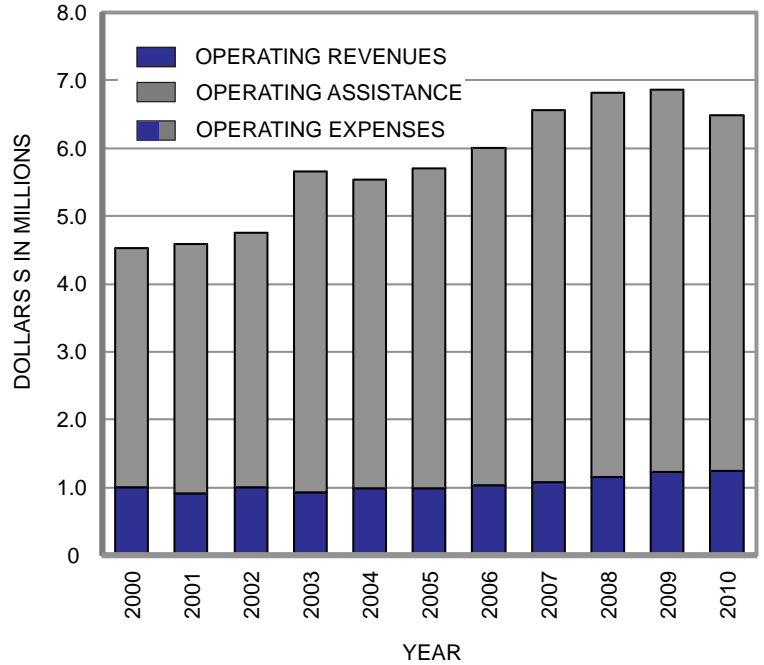
- Fare: \$2.50

Kenosha Area Transit: Annual Service Levels and Expenses

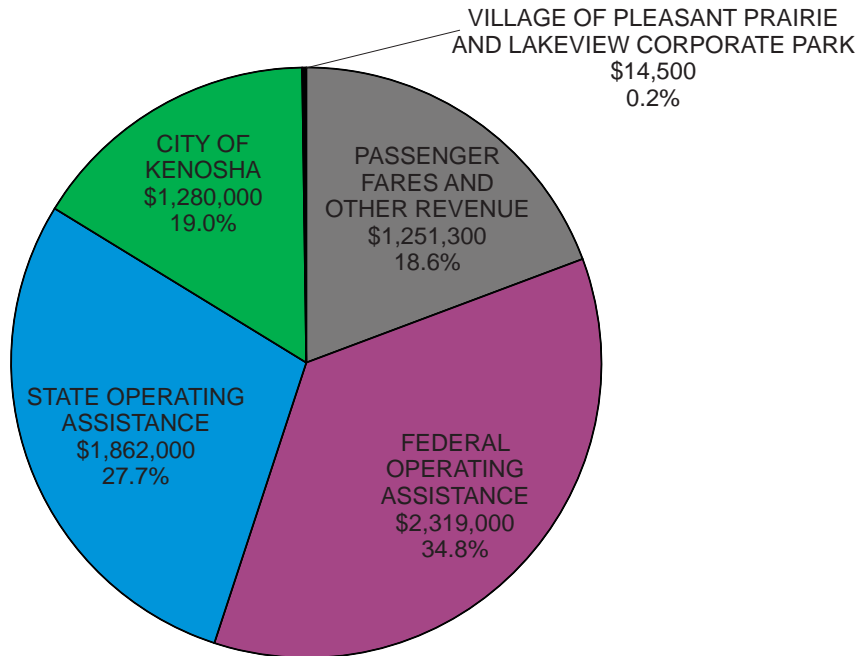
ANNUAL RIDERSHIP AND SERVICE: 2000-2010



ANNUAL OPERATING EXPENSES AND REVENUES: 2000-2010

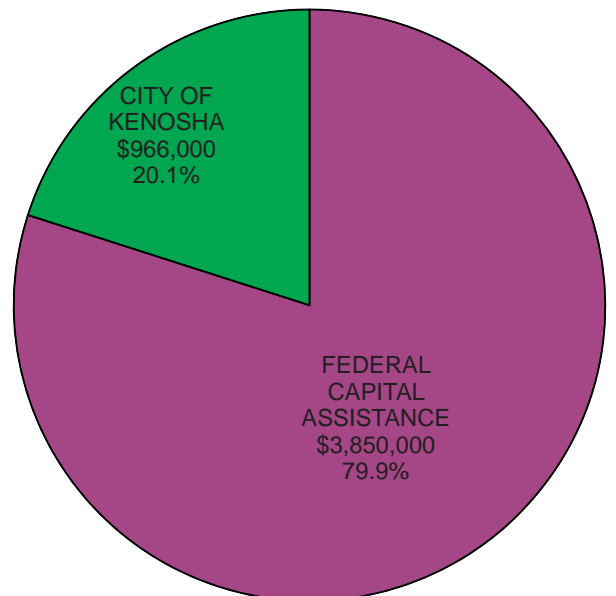


WHO PAYS FOR KENOSHA AREA TRANSIT'S OPERATING EXPENSES?



2010 ANNUAL OPERATING BUDGET:
\$6,728,000

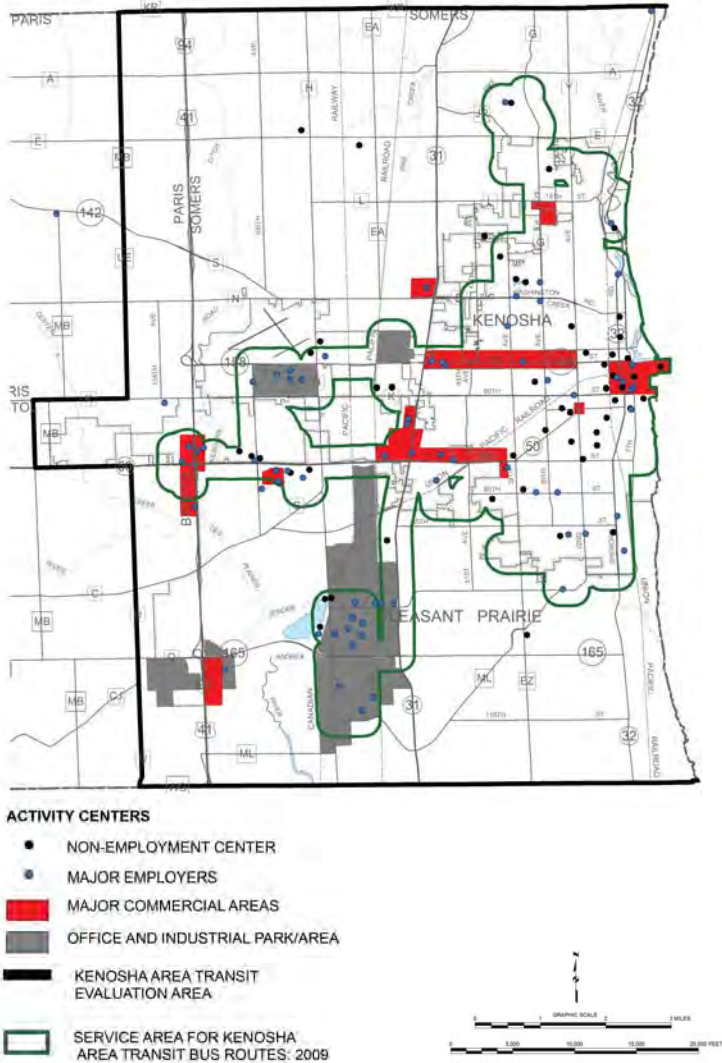
WHO PAYS FOR KENOSHA AREA TRANSIT'S CAPITAL EXPENSES?



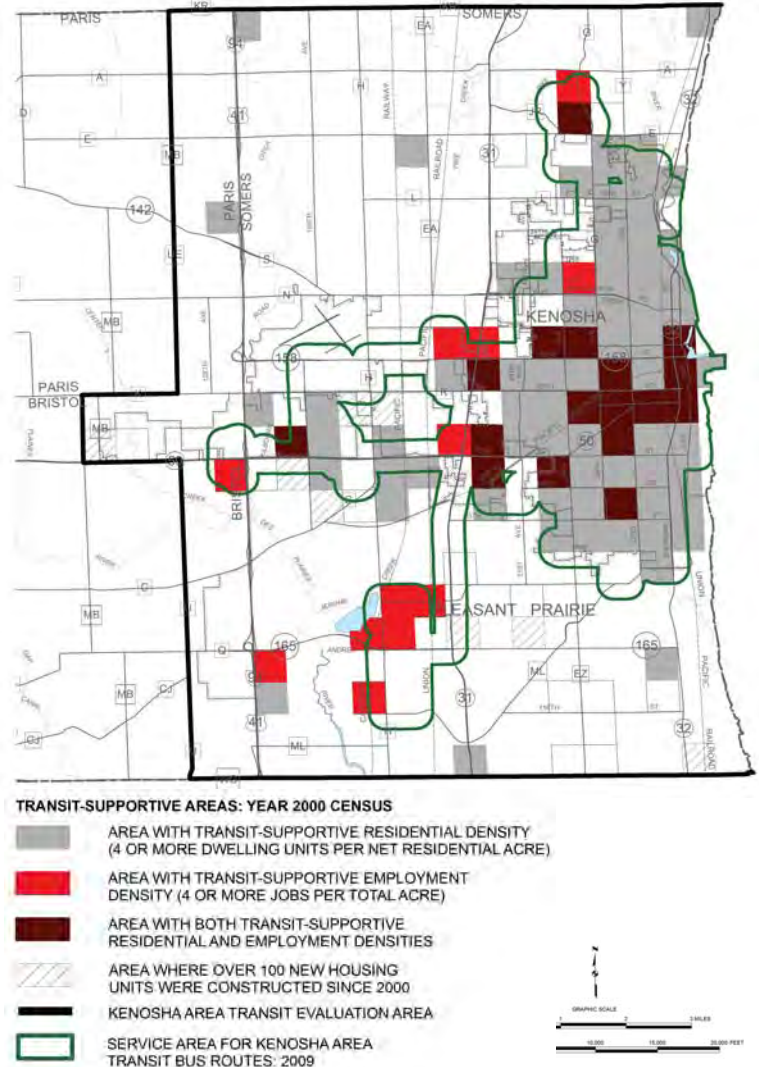
2005-2008 AVERAGE ANNUAL CAPITAL EXPENSES:
\$4,816,000

Evaluation of Kenosha Area Transit: Service to Population, Employment, and Activity Centers

MAJOR ACTIVITY CENTERS WITHIN AND OUTSIDE THE WALK ACCESS SERVICE AREA FOR KENOSHA AREA TRANSIT: 2009



TRANSIT-SUPPORT AREAS FOR CONVENTIONAL FIXED-ROUTE TRANSIT SERVICES WITHIN AND OUTSIDE THE WALK SERVICE AREA FOR KENOSHA AREA TRANSIT



Results of a 2009 survey of employers in the service area of the Kenosha Area Transit System:

- Work schedules were determined for 5,300 jobs. About 9 percent of those jobs were fully served by the transit system schedule.
- 53 percent of the 5,300 jobs for which work schedules were determined were partially served by the transit system schedule. (Either the shift start or end time was served, but not both.)
- 38 percent of the jobs for which work schedules were determined were not served at all by the transit system schedule.

Evaluation of Kenosha Area Transit: Comparison to Peer Transit Systems

Transit Systems in National Peer Group

- Bay Metro (Bay City, Michigan)
- Broome County Department of Transportation (Binghamton, New York)
- The Bus (Springfield, Missouri)
- Cherriots (Salem, Oregon)
- Erie Metropolitan Transit Authority (Erie, Pennsylvania)
- Metro Transit (Kalamazoo, Michigan)
- Metropolitan Evansville Transit System (Evansville, Indiana)
- Metropolitan Transit Authority of Black Hawk County (Waterloo and Cedar Falls, Iowa)
- Valley Ride (Boise, Idaho)
- Whatcom Transportation Authority (Bellingham, Washington)

Transit Systems in Wisconsin Peer Group

- Appleton Valley Transit
- Eau Claire Transit System
- Green Bay Metro
- La Crosse Municipal Transit Utility
- Racine Belle Urban System
- Sheboygan Transit System

COMPARISON OF KEY INDICATORS OF RIDERSHIP AND FINANCIAL PERFORMANCE FOR KENOSHA AREA TRANSIT AND OTHER BUS SYSTEMS IN THE WISCONSIN AND NATIONAL PEER GROUPS: 2003 AND 2007

Performance Measure	Operating Data ^a								
	Kenosha Area Transit			Average ^b for Bus Systems in Wisconsin Peer Group			Average ^b for Bus Systems in National Peer Group		
	2003	2007	Average Annual Percent Change	2003	2007	Average Annual Percent Change	2003	2007	Average Annual Percent Change
Ridership									
Total Passengers ^c	1,601,400	1,660,400	0.9	1,147,300	1,136,800	-0.2	2,120,200	2,311,200	2.2
Service Levels									
Revenue Vehicle Miles	1,019,500	1,053,500	0.8	1,011,100	913,600	-2.5	1,276,500	1,347,900	1.4
Revenue Vehicle Hours	69,300	71,100	0.6	69,300	63,100	-2.3	93,000	101,200	2.1
Service Effectiveness									
Passengers per Capita	17.5	18.1	0.8	11.6	11.2	-0.9	11.7	13.2	3.1
Revenue Vehicle Hours per Capita	0.8	0.8	0.0	0.7	0.6	-3.8	0.5	0.6	4.7
Passengers per Revenue Vehicle Mile	1.6	1.6	0.0	1.1	1.2	2.2	1.5	1.6	1.6
Passengers per Revenue Vehicle Hour	23.1	23.4	0.3	16.6	17.9	1.9	20.6	20.8	0.2
Service Efficiency									
Operating Expense per Revenue Vehicle Mile	\$5.07	\$5.73	3.1	\$3.96	\$5.09	6.5	\$4.97	\$5.75	3.7
Operating Expense per Revenue Vehicle Hour	\$74.59	\$84.88	3.3	\$57.42	\$72.94	6.2	\$68.89	\$78.51	3.3
Cost Effectiveness									
Operating Expense per Passenger Fixed Route Service	\$3.23	\$3.63	3.0	\$3.66	\$4.31	4.2	\$3.74	\$4.29	3.5
Total Operating Assistance per Passenger, for All Service	\$3.10	\$3.36	2.0	\$3.39	\$4.00	4.2	\$3.83	\$4.39	3.5
Farebox Recovery Rate for Fixed Route Service (percent)	11.1	10.8	-0.7	17.2	18.0	1.1	18.0	20.9	3.8

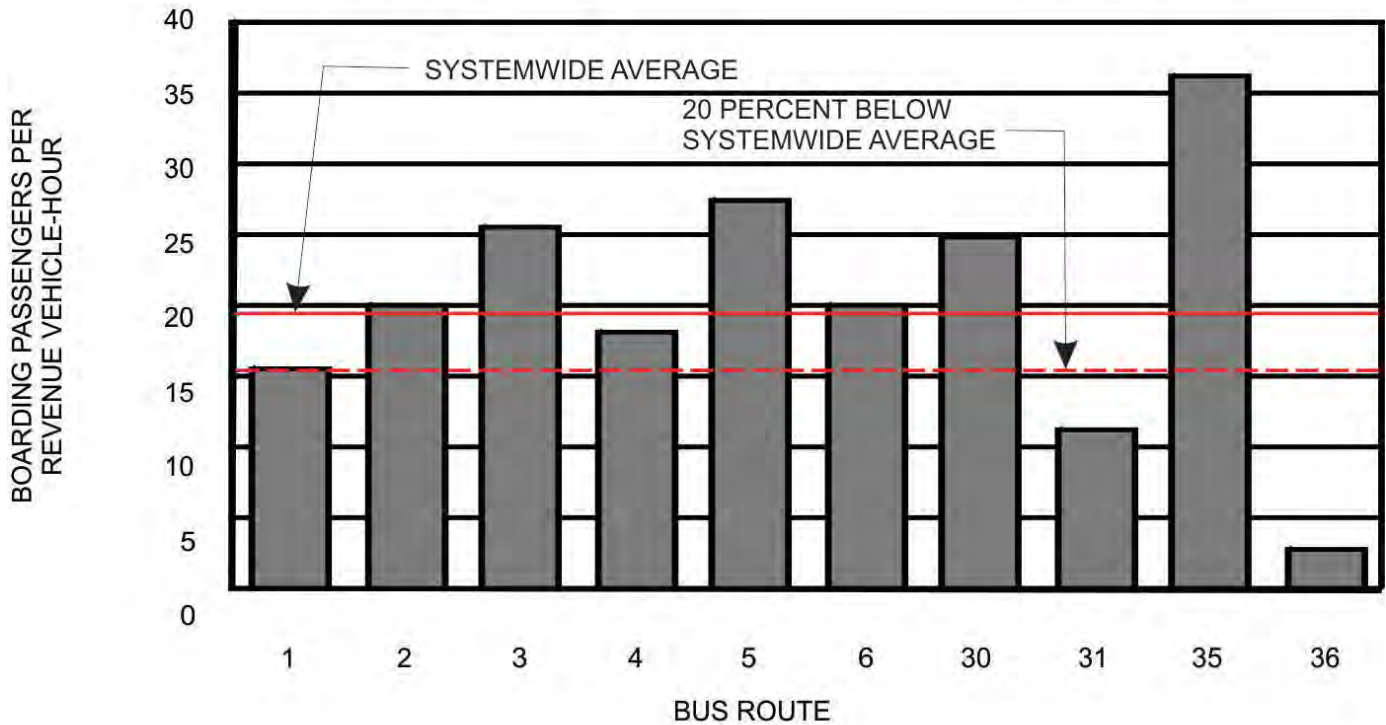
^a Based on ridership, service, and financial data obtained from the Federal Transit Administration National Transit Database for the years 2003 and 2007. Performance measures are for fixed-route bus operations only.

^b Averages reflect the mean of the individual performance measure values calculated for each transit system in the peer group.

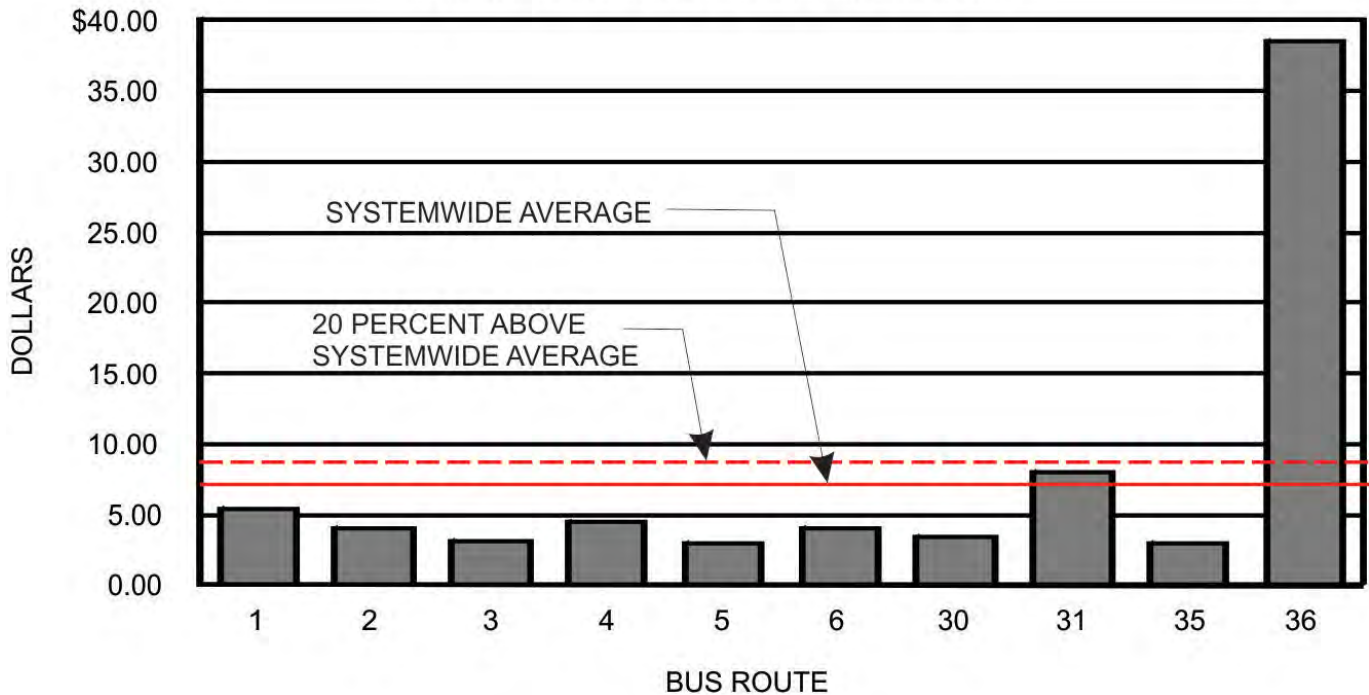
^c This measure of ridership counts all passengers each time they board a transit vehicle. Passengers who transfer one or more times to different routes of a transit system are counted as two or more passengers in completing a single trip between a specific origin and destination.

Evaluation of Kenosha Area Transit: Route Performance

TOTAL PASSENGERS PER REVENUE VEHICLE HOUR



OPERATING COST PER PASSENGER

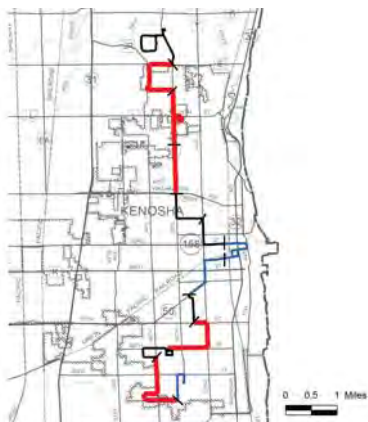


The minimum acceptable performance level for the passengers per revenue vehicle hour is 20 percent below the overall average for all regular routes. The maximum acceptable performance level for the operating cost per passenger is about 20 percent above the overall average for all regular routes.

Evaluation of Kenosha Area Transit: Route Segments Performance

PRODUCTIVE AND NONPRODUCTIVE ROUTE SEGMENTS OF THE KENOSHA AREA TRANSIT SYSTEM: APRIL 25-27, 2006

ROUTE 1



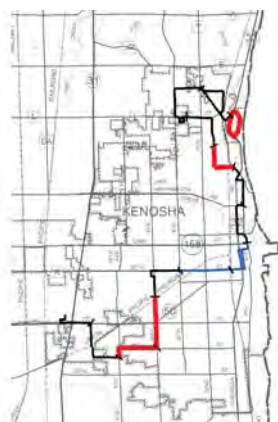
ROUTE 2



ROUTE 3



ROUTE 4



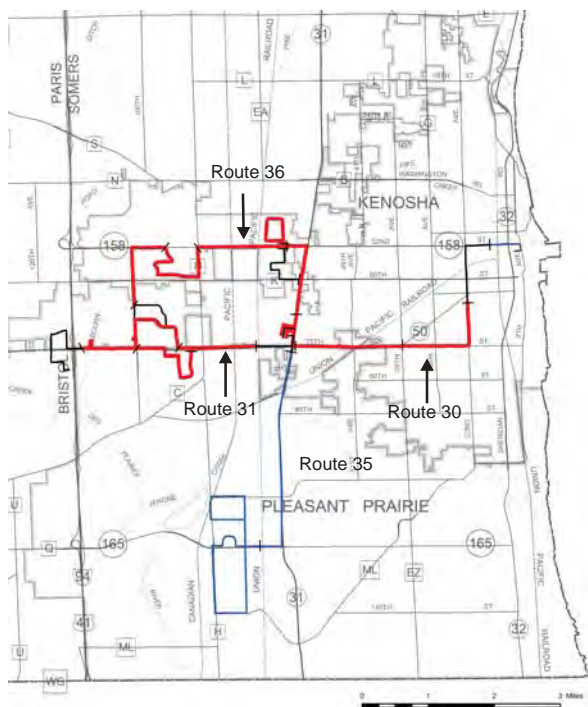
ROUTE 5



ROUTE 6



ROUTES 30,31,35 & 36



ROUTE SEGMENTS

- ROUTE SEGMENTS WITH THE MOST BOARDINGS AND ALIGHTINGS PER BUS TRIP
- ROUTE SEGMENTS WITH THE LEAST BOARDINGS AND ALIGHTINGS PER BUS TRIP
- OTHER ROUTE SEGMENTS



Unmet Needs for Transit Services in Eastern Kenosha County

Unmet needs include:

- Lakeview Corporate Park and the RecPlex in the Village of Pleasant Prairie
- Shoppes at Prairie Ridge along STH 50 in the Village of Pleasant Prairie
- 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

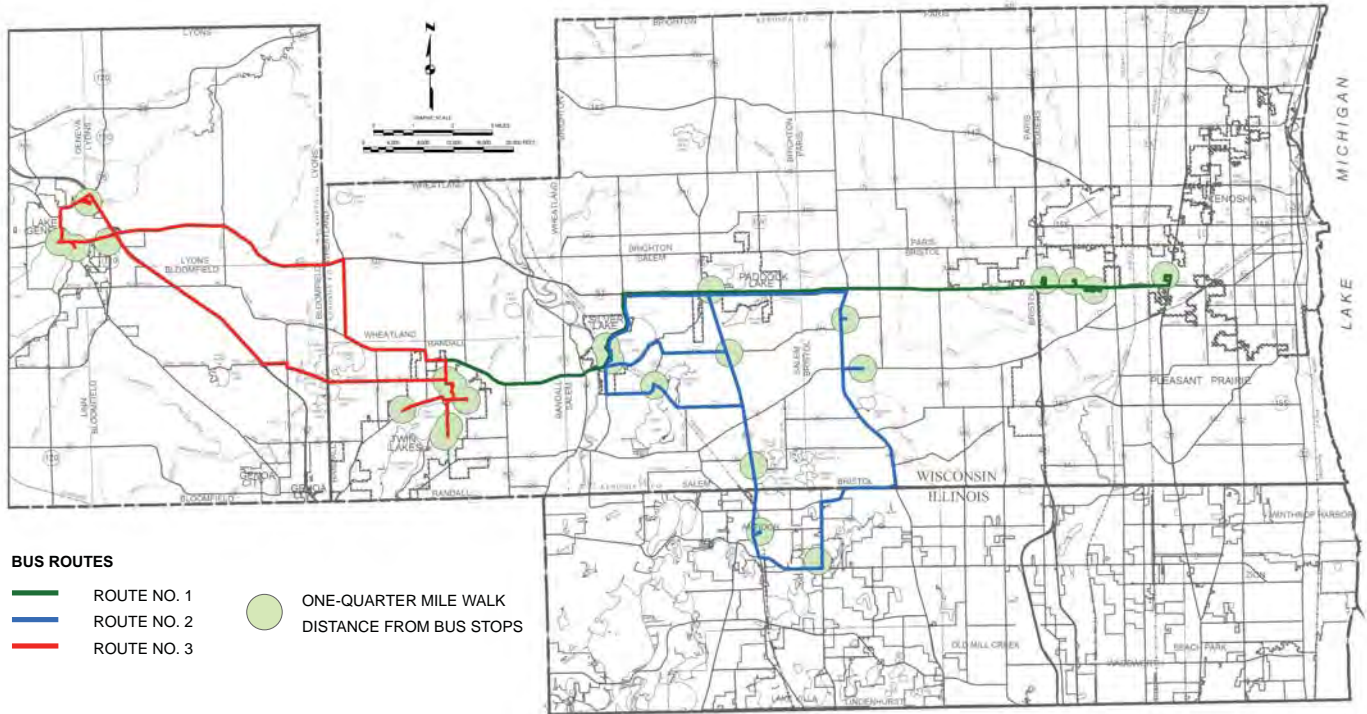
Potential Service Changes under Consideration

Two alternatives are proposed to be considered:

- “Desirable Alternative”, which would maintain the annual levels of the KAT service but improve efficiency:
 - Change route alignments to provide more direct routes and reduce some duplication of service
 - Use the savings from the service reductions to extend transit service hours on evenings and weekends
 - Provide service to Lakeview Corporate Park, the Shoppes at Prairie Ridge, and Somers Market Center taking into account the local funding concerns.
- “Financially-Constrained Alternative”, which would reduce KAT service according to possible reductions in State, Federal, and local transit assistance:
 - Estimate the range in potential future funding, then calculate the potential annual hours and miles of fixed-route and paratransit service that could be provided given that funding.
 - Eliminate some routes
 - Consider how to reduce service hours by reducing frequency
 - Consider other service changes as appropriate

Existing Western Kenosha County Transit System

FIXED-ROUTE TRANSIT SERVICE PROVIDED BY WESTERN KENOSHA COUNTY TRANSIT: 2010



BUS ROUTES

- ROUTE NO. 1
- ROUTE NO. 2
- ROUTE NO. 3
- ONE-QUARTER MILE WALK DISTANCE FROM BUS STOPS

Route 1 EASTERN COUNTY BUS SERVICE									
TWIN LAKES	SILVER LAKE	PADDOCK LAKE	KENOSHA				PADDOCK LAKE	SILVER LAKE	TWIN LAKES
AURORA MEDICAL	SILVER LAKE VILLAGE HALL	VILLAGE PLAZA (BEAR REALTY)	TARGET & ST. CATHERINE'S	SOUTHPORT PLAZA	AURORA MEDICAL	WOODMAN'S MARKET	VILLAGE PLAZA (BEAR REALTY)	SILVER LAKE VILLAGE HALL	AURORA MEDICAL
5:45 AM	-	6:15 AM	-	-	TO ANTIPOCH METRA	-	7:00 AM	7:13 AM	7:30 AM
7:30 AM	7:43 AM	8:00 AM	8:20 AM	8:30 AM	8:40 AM	8:45 AM	9:00 AM	9:13 AM	9:30 AM
9:30 AM	9:43 AM	10:00 AM	10:20 AM	10:30 AM	10:40 AM	10:45 AM	11:00 AM	11:13 AM	11:30 AM
12:30 PM	12:43 PM	1:00 PM	1:20 PM	1:30 PM	1:40 PM	1:45 PM	2:00 PM	2:13 PM	2:30 PM
2:30 PM	2:43 PM	3:00 PM	3:20 PM	3:30 PM	3:40 PM	3:45 PM	4:00 PM	4:13 PM	4:30 PM
4:30 PM	4:43 PM	4:55 PM	-	-	5:30 PM	-	6:00 PM	6:13 PM	6:25 PM

Route 2 CENTRAL COUNTY BUS SERVICE							
PADDOCK LAKE	SILVER LAKE	CAMP LAKE	SALEM	TREVOR	ANTIOCH	BRISTOL	PADDOCK LAKE
VILLAGE PLAZA (BEAR REALTY)	SILVER CREST APTS.	DOWNTOWN CAMP LAKE	LIBRARY	TREVOR PLACE MALL	WALDMART	BRISTOL TOWN HALL	VILLAGE PLAZA (BEAR REALTY)
8:00 AM	8:12 AM	-	8:24 AM	8:29 AM	8:39 AM	8:53 AM	9:00 AM
9:00 AM	9:12 AM	9:19 AM	-	9:29 AM	9:39 AM	9:53 AM	10:00 AM
10:00 AM	10:12 AM	-	10:24 AM	10:29 AM	10:39 AM	10:53 AM	11:00 AM
12:00 PM	12:12 PM	12:19 PM	-	12:29 PM	12:39 PM	12:53 PM	1:00 PM
1:00 PM	1:12 PM	-	1:24 PM	1:29 PM	1:39 PM	1:53 PM	2:00 PM
2:00 PM	2:12 PM	2:19 PM	-	2:29 PM	2:39 PM	2:53 PM	3:00 PM
3:00 PM	3:12 PM	-	3:24 PM	3:29 PM	3:39 PM	3:53 PM	4:00 PM

Route 3 WESTERN COUNTY BUS SERVICE									
TWIN LAKES				LAKE GENEVA					
AURORA MEDICAL	MEADOWVIEW & LINCOLN CREST APTS.	TWIN LAKES COMPLEX	TAN OAK APTS.	AURORA MEDICAL	WALDMART	YMCA	LIBRARY	GENEVA SQUARE HALL	AURORA MEDICAL
8:00 AM	8:03 AM	-	-	-	8:23 AM	8:28 AM	8:33 AM	8:39 AM	9:00 AM
9:00 AM	9:03 AM	9:09 AM	9:16 AM	9:30 AM	9:50 AM	9:56 AM	10:03 AM	10:09 AM	10:30 AM
11:00 AM	11:03 AM	11:09 AM	11:16 AM	11:30 AM	11:50 AM	11:56 AM	12:03 PM	12:09 PM	12:30 PM
1:00 PM	1:03 PM	1:09 PM	1:16 PM	1:30 PM	1:50 PM	1:56 PM	2:03 PM	2:09 PM	2:30 PM
3:00 PM	3:03 PM	3:09 PM	3:16 PM	3:30 PM	3:50 PM	3:56 PM	4:03 PM	4:09 PM	4:30 PM
4:30 PM	4:33 PM	4:39 PM	4:46 PM	5:00 PM	-	-	-	4:09 PM	5:30 PM

NEW! A.M. COMMUTER SERVICE: KENOSHA - SOUTHPORT PLAZA							
TWIN LAKES	SILVER LAKE	PADDOCK LAKE	KENOSHA	PADDOCK LAKE	SILVER LAKE	TWIN LAKES	
AURORA MEDICAL	SILVER LAKE VILLAGE HALL	VILLAGE PLAZA (BEAR REALTY)	SOUTHPORT PLAZA	VILLAGE PLAZA (BEAR REALTY)	SILVER LAKE VILLAGE HALL	AURORA MEDICAL	CONTINUES AS ROUTE 2
6:00 AM	6:15 AM	6:30 AM	6:55 AM	7:20 AM	7:33 AM	8:00 AM	ROUTE 2
6:30 AM	6:45 AM	7:00 AM	7:25 AM	8:00 AM	-	-	ROUTE 3

NEW! COMMUTER SERVICE: ANTIPOCH, IL. - METRA									
TWIN LAKES	SILVER LAKE	PADDOCK LAKE	SALEM	ANTIOCH	SALEM	PADDOCK LAKE	SILVER LAKE	TWIN LAKES	
AURORA MEDICAL	SILVER LAKE VILLAGE HALL	VILLAGE PLAZA (BEAR REALTY)	SALEM TOWN HALL	METRA TRAIN STATION	SALEM TOWN HALL	VILLAGE PLAZA (BEAR REALTY)	SILVER LAKE VILLAGE HALL	AURORA MEDICAL	CONTINUES AS ROUTE 1
5:45 AM	6:00 AM	6:15 AM	6:25 AM	6:35 AM	-	7:00 AM	7:13 AM	7:30 AM	ROUTE 1
-	-	4:00 PM	-	4:35 PM	4:45 PM	5:00 PM	5:13 PM	5:25 PM	-
5:30 PM	-	-	-	6:05 PM	6:15 PM	6:30 PM	6:43 PM	6:56 PM	-
5:55 PM	-	-	-	6:27 PM	6:37 PM	6:45 PM	6:58 PM	7:15 PM	-

Monday - Friday Service Schedule
 Saturday Service Available: Call 888.203.3498

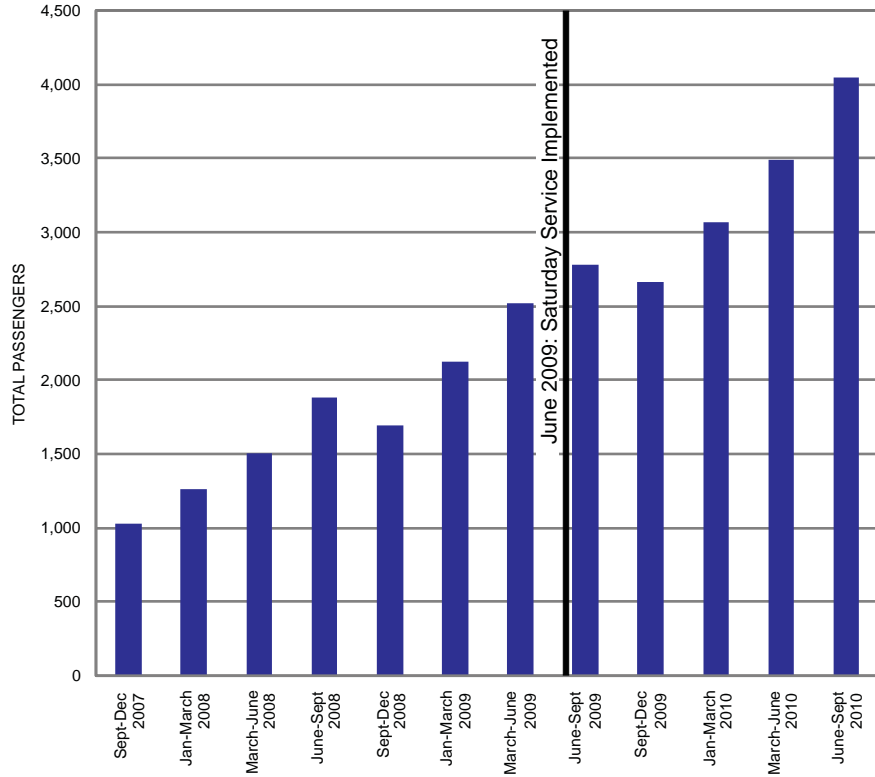
Service Hours
 Monday - Friday service hours: 5:45 AM - 7:15 PM
 Saturday: Call 888.203.3498

Service is not available on the following holidays:
 • New Year's Day • Labor Day
 • Memorial Day • Thanksgiving Day
 • Independence Day • Christmas Day

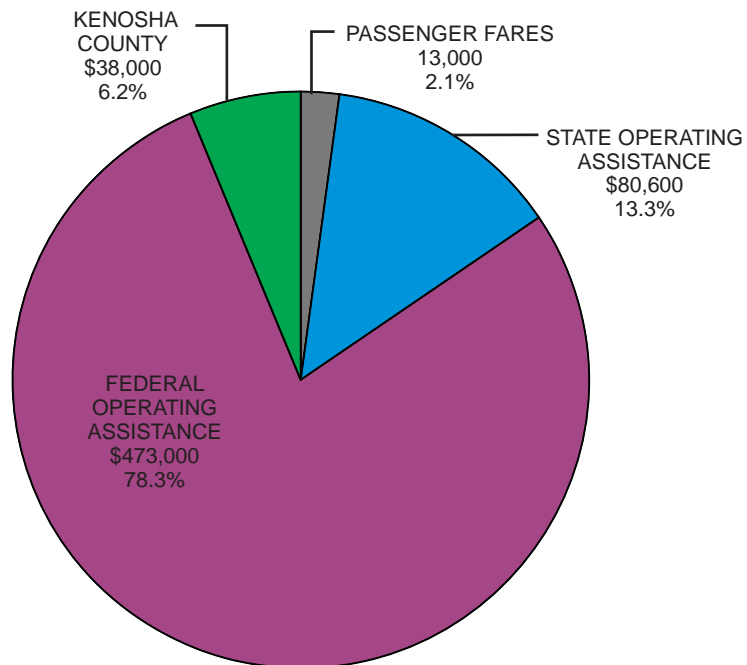
EFFECTIVE DATE: December 2009
 Schedule subject to change without notice.

Western Kenosha County Transit Ridership and Operating Costs

RIDERSHIP HAS INCREASED STEADILY SINCE THE SYSTEM BEGAN OPERATING IN SEPTEMBER 2007



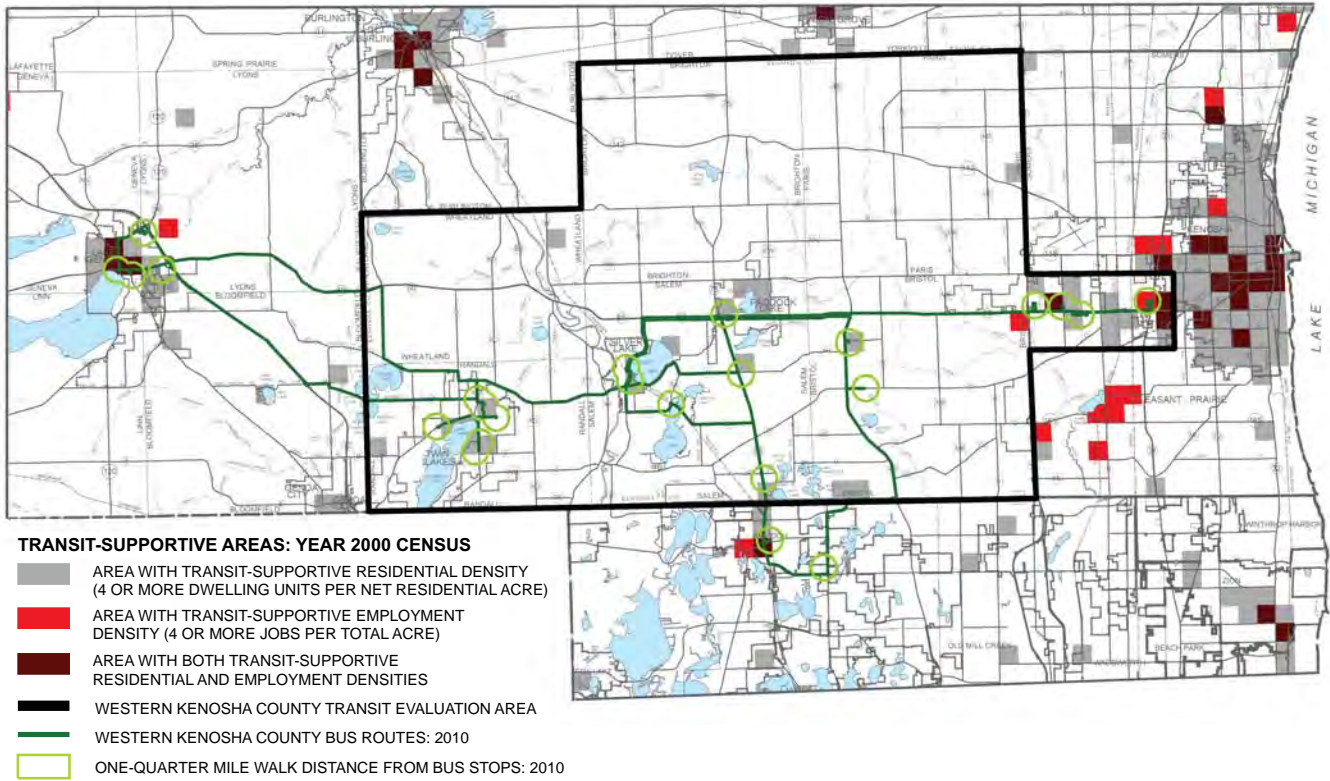
SOURCES OF OPERATING FUNDING FOR WESTERN KENOSHA COUNTY TRANSIT: 2010



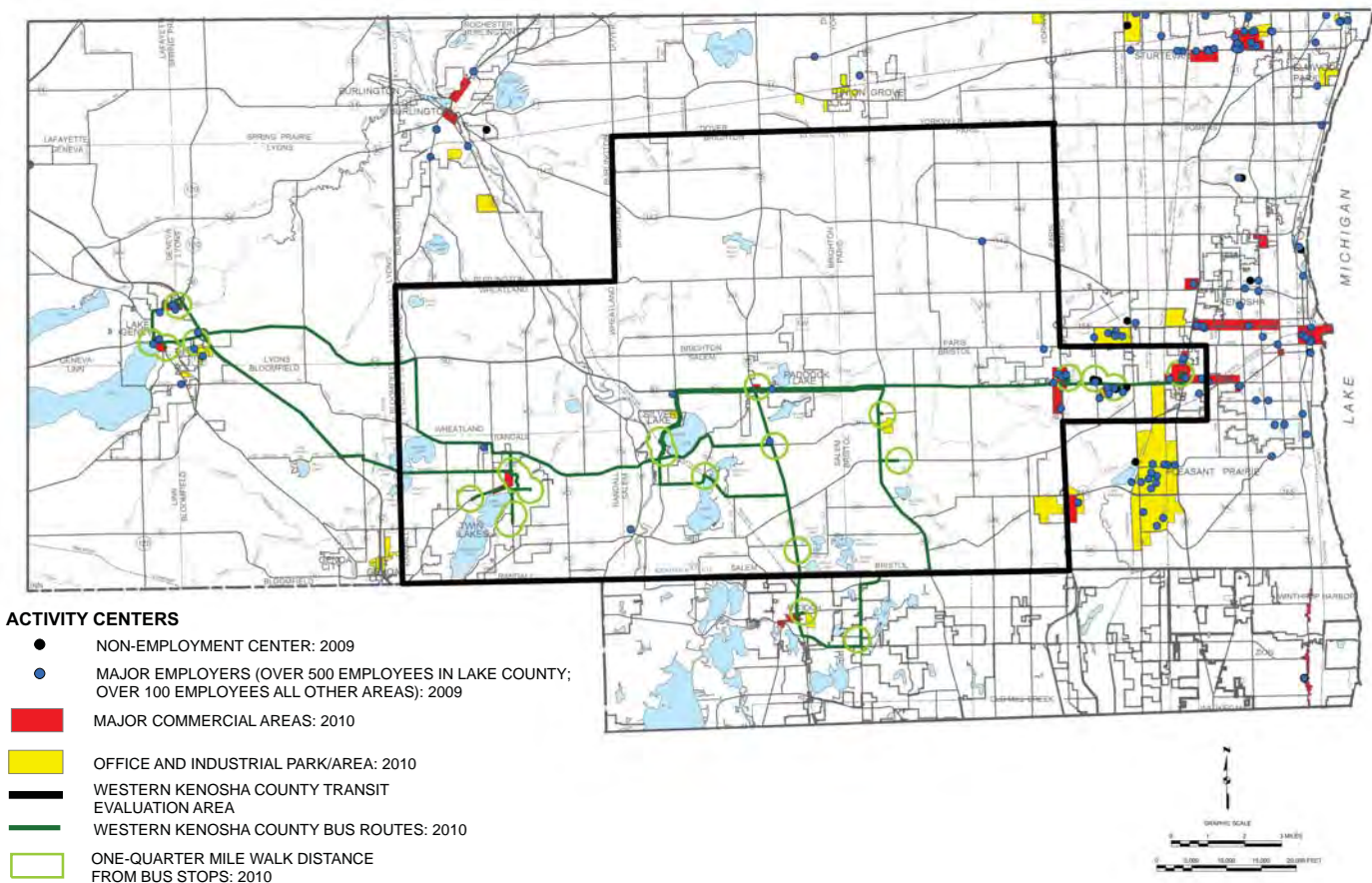
2010 ANNUAL OPERATING BUDGET: \$605,000

Evaluation of Western Kenosha County Transit: Service to Population, Employment, and Activity Centers

TRANSIT SUPPORTIVE AREAS FOR CONVENTIONAL FIXED-ROUTE TRANSIT SERVICES WITHIN AND OUTSIDE THE WALK SERVICE AREA FOR WESTERN KENOSHA COUNTY TRANSIT



MAJOR ACTIVITY CENTERS WITHIN AND OUTSIDE THE WALK ACCESS SERVICE AREA FOR WESTERN KENOSHA COUNTY TRANSIT



Evaluation of Western Kenosha County Transit: Comparison to Peer Transit Systems

Transit Systems in Peer Group

- Allegan County Transportation Department (Michigan)
- Bay Area Rural Transit (Wisconsin)
- Clay County Rural Transit (Minnesota)
- Eastern Upper Peninsula Transit Authority (Michigan)
- Hubbard County Heartland Express (Minnesota)
- Iosco Transit Corporation (Michigan)
- Namekagon Transit (Wisconsin)
- Timber Trails Public Transit, Inc. (Minnesota)

COMPARISON OF KEY INDICATORS OF RIDERSHIP AND FINANCIAL PERFORMANCE FOR WESTERN KENOSHA COUNTY TRANSIT (2010) AND OTHER TRANSIT SYSTEMS IN PEER GROUP (2009)

Performance Measure	Operating Data ^a			
	Western Kenosha County Transit ^b	Bus Systems in Peer Group ^c		
		Average	Minimum	Maximum
Service Area Population	37,100	47,000	12,800	105,200
Ridership				
Total Passengers ^d	14,400	41,700	18,600	67,200
Service Levels				
Revenue Vehicle Miles	285,500	270,100	85,700	550,800
Revenue Vehicle Hours	14,400	12,900	5,100	24,900
Service Effectiveness				
Revenue Vehicle Hours per Capita	0.39	0.38	0.09	1.10
Passengers per Capita	0.39	1.49	0.34	5.23
Passengers per Revenue Vehicle Mile	0.05	0.19	0.07	0.30
Passengers per Revenue Vehicle Hour	1.00	3.87	1.44	7.59
Service Efficiency				
Operating Expense per Revenue Vehicle Mile	\$2.06	\$1.86	\$0.97	\$2.58
Operating Expense per Revenue Vehicle Hour	40.70	38.21	19.76	55.29
Cost Effectiveness				
Operating Expense per Passenger	\$40.86	\$11.81	\$7.28	\$30.75
Operating Revenue per Passenger	0.91	3.58	0.33	15.01
Net Cost per Passenger	39.96	8.23	5.32	15.73
Farebox Recovery Rate (percent)	2.2	23.1	4.1	48.8

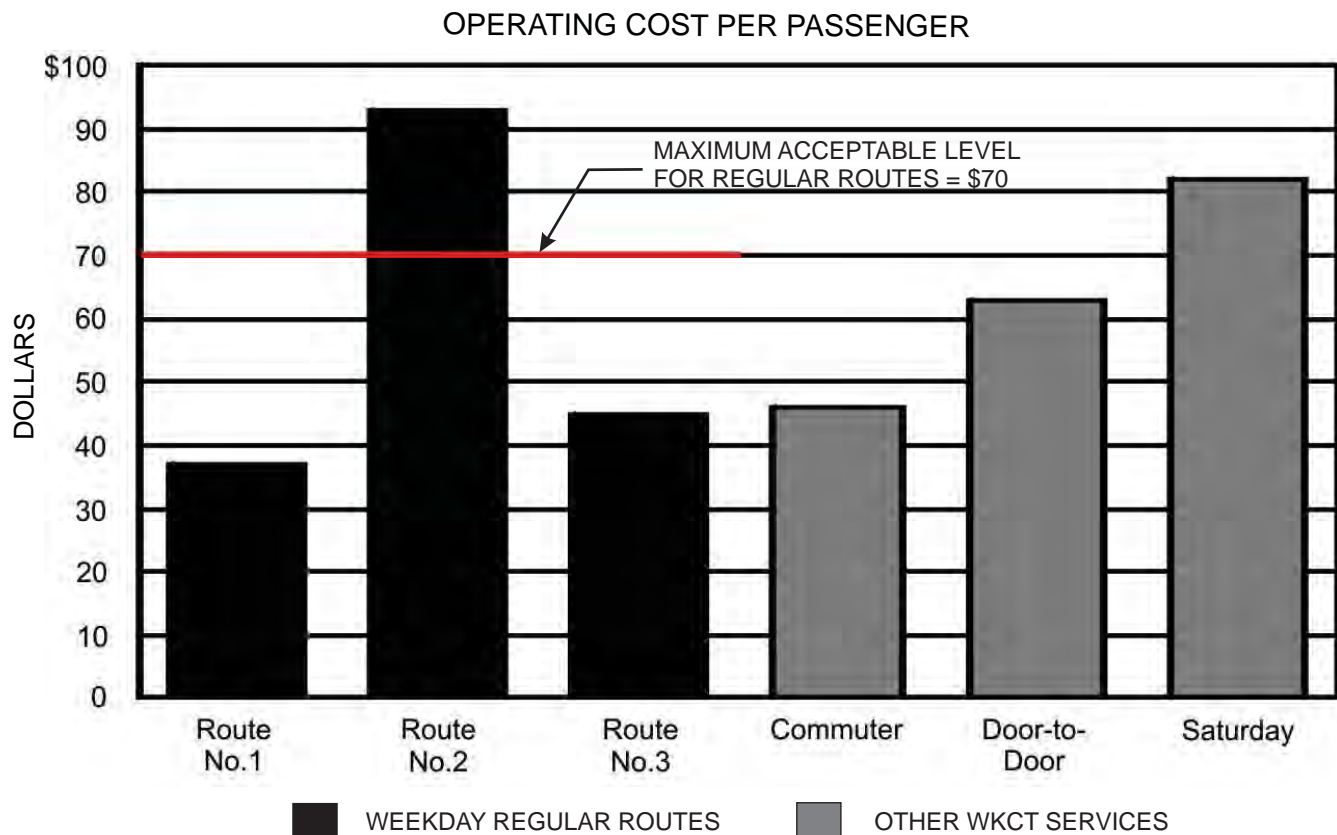
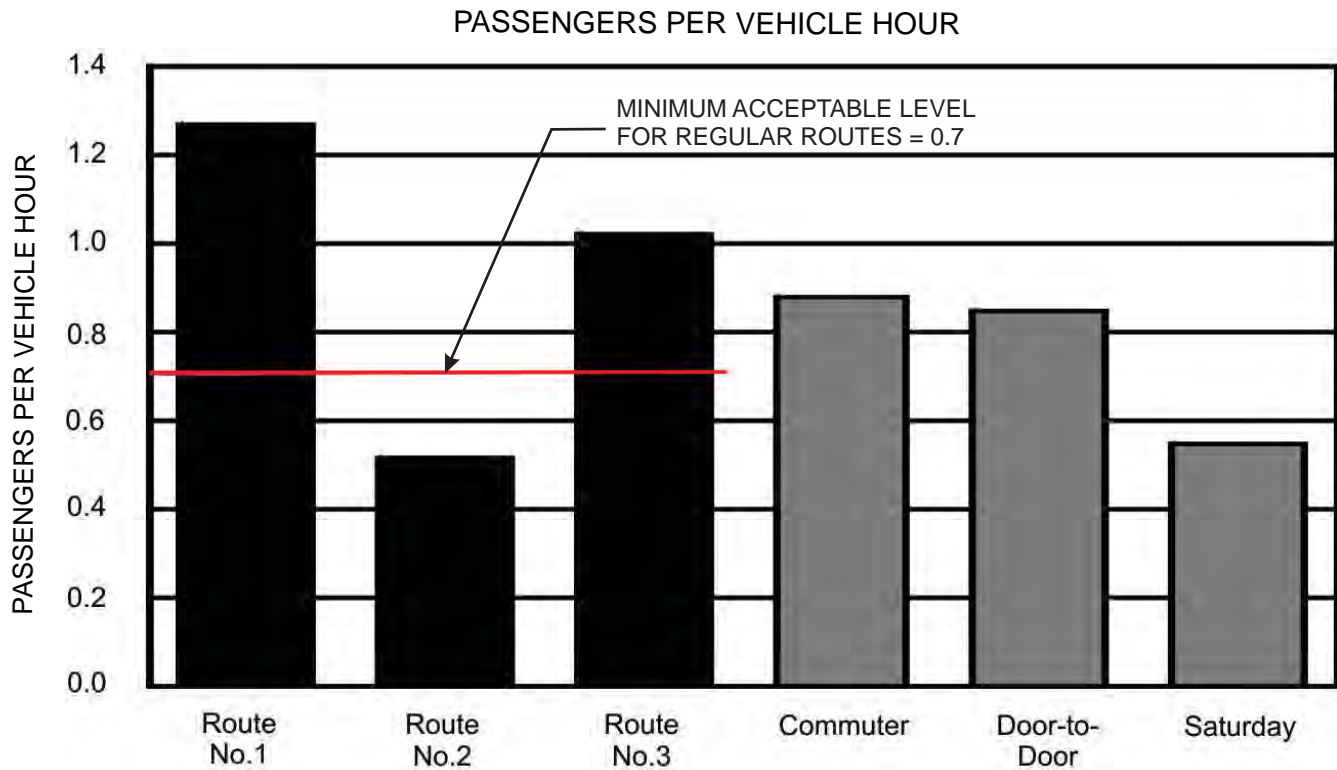
^a Operating data are reported for fixed-route and demand-response operations combined. Western Kenosha County Transit data are for year 2010; the peer data are for 2009.

^b Western Kenosha County Transit does not collect and report data on revenue vehicle miles or revenue vehicle hours, so the two measures are estimated using total vehicle miles and total vehicle hours and subtracting the approximate non-revenue vehicle miles and non-revenue vehicle hours.

^c Key performance indicators were developed based on information reported by the eight other rural bus systems identified above. Average, minimum, and maximum values are calculated from individual performance measures calculated for each transit system in the peer group.

^d This measure of ridership counts all passengers each time they board a transit vehicle. Passengers who transfer one or more times to different routes of a transit system are counted as two or more passengers in completing a single trip between a specific origin and destination.

Evaluation of Western Kenosha County Transit: Transit Services Comparison



The minimum acceptable performance level for the passengers per revenue vehicle hour standard is 20 percent below the overall average for all regular routes. The maximum acceptable performance level for the operating cost per passenger standard is about 20 percent above the overall average for all regular routes.

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 forecast demand for the system

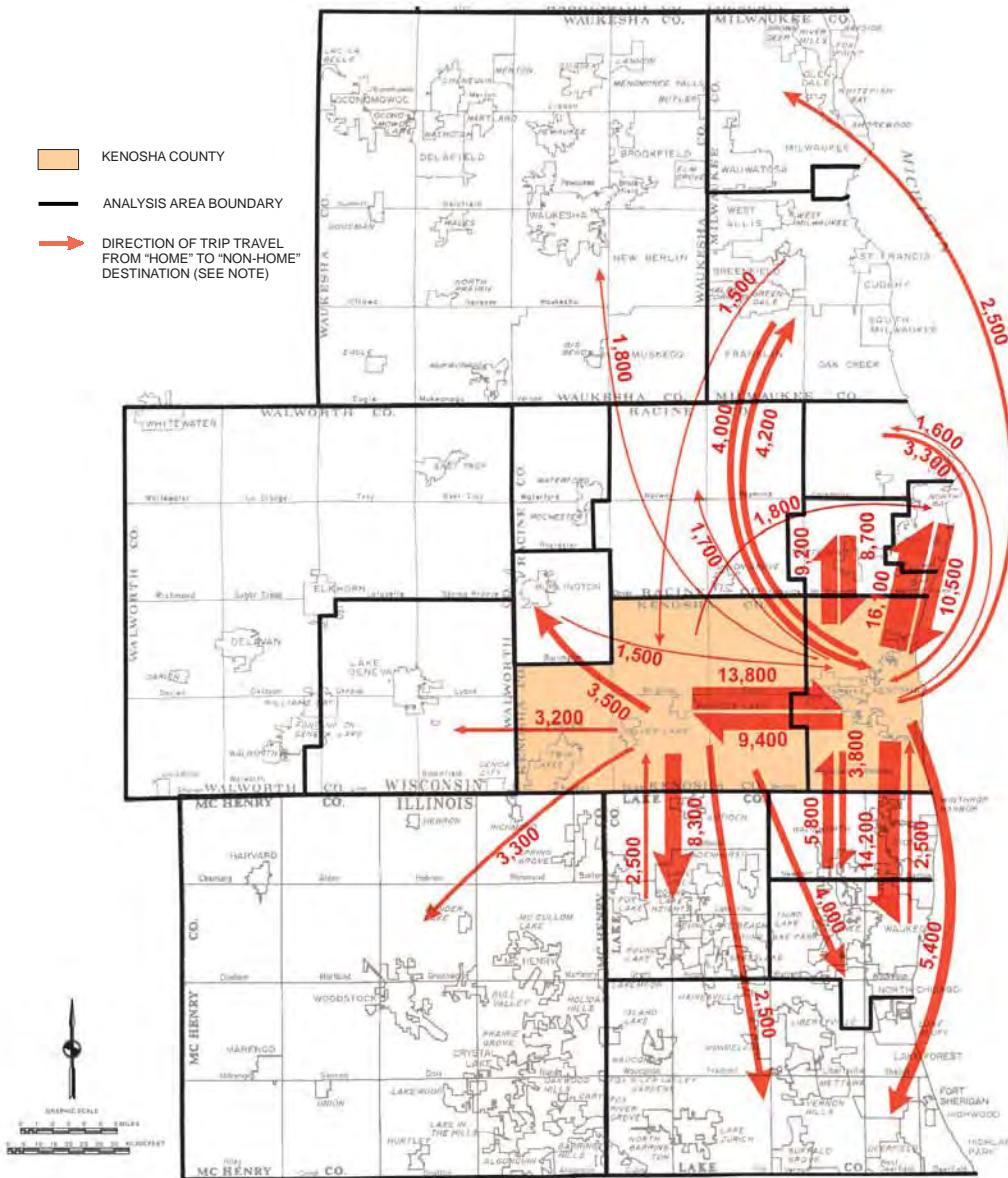
Potential Transit Service Changes to be Considered for WKCT

Two alternatives will be considered:

- “Maintain Service Levels”, 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
- “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 Federal 5311 funds and State Operating Assistance (65% of operating costs)

Travel Patterns between Kenosha County and Surrounding Counties

DISTRIBUTION OF AVERAGE WEEKDAY PERSON TRIPS
BETWEEN KENOSHA COUNTY AND SURROUNDING AREAS: 2001



Total travel between analysis areas of less than 1,500 trips per day are not shown.

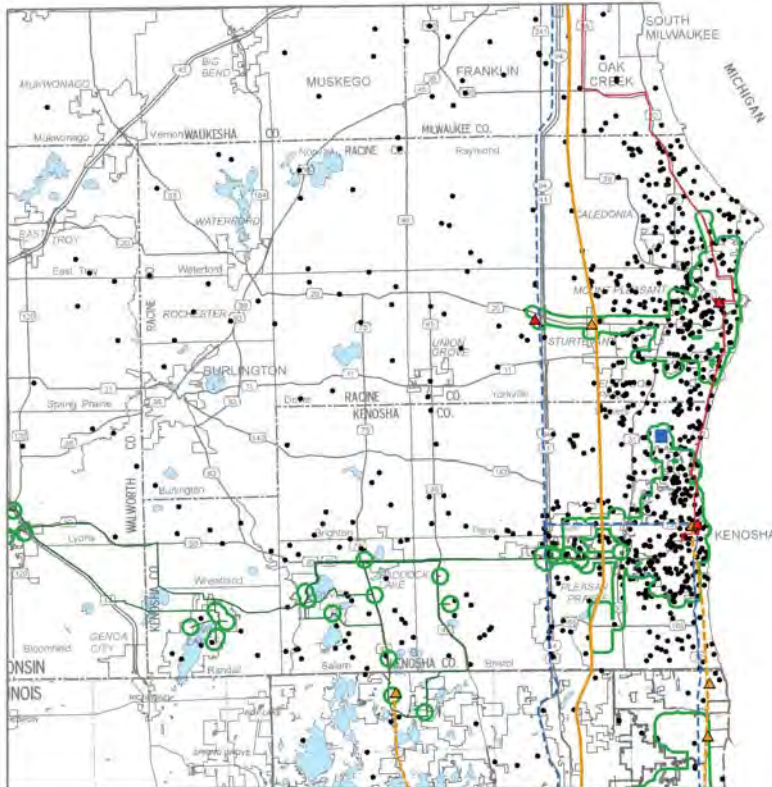
Trips are based on the resident household survey and included all trip purposes. Trips are shown in produced-attracted format, that is, from area of production to area of attraction. This format generally indicates the trips made on an average weekday by the residents of an area to and from each other area. The production area for a trip having one end at "home"—that is, either beginning at or ending at home—is the area containing the location of the "home"; and the attraction area is the area containing the "non-home" end of that trip. The production area for trips having neither end at "home" is the area containing the location of the trip origins and the attraction area is the location of the trip destination.

Approximately 127,100 of about 167,400 total trips between Kenosha County and surrounding counties, or about 75 percent, are shown here. This does not include the internal trips within eastern and western Kenosha County.

Unmet Needs for Transit Travel between Kenosha County and Surrounding Area

- Unmet need for frequent and convenient transit service connecting downtown Kenosha and downtown Racine
- Need to restore transit service to the University of Wisconsin-Parkside for students residing in the City of Racine
- Consider potential for express transit service between downtown Kenosha and downtown Racine, along with potential costs and sources of funding

PERMANENT RESIDENCES OF UNIVERSITY OF WISCONSIN-PARKSIDE STUDENTS AND EMPLOYEES AND PUBLIC TRANSIT SERVICE AREAS IN KENOSHA COUNTY AND ADJACENT COUNTIES: FALL 2010 HEADCOUNT



STUDENT AND EMPLOYEE PERMANENT RESIDENCES
 1 DOT IS EQUIVALENT TO 5 STUDENTS/EMPLOYEES
 UNIVERSITY OF WISCONSIN-PARKSIDE

TRANSIT STATION/PARK-RIE LOT
 BUS
 TRAIN

BUS TRANSIT SERVICES
 RAPID/COMMUTER BUS ROUTE
 PRIVATE INTERCITY BUS ROUTE
 WESTERN KENOSHA COUNTY TRANSIT ROUTE
 2010 SERVICE AREA FOR LOCAL BUS OR SHARED-RIDE TAXI

PASSENGER RAIL SERVICES
 AMTRAK
 METRA

MAJOR ACTIVITY AND EMPLOYMENT CENTERS AND PUBLIC TRANSIT SERVICE AREAS IN KENOSHA COUNTY AND ADJACENT COUNTIES: 2010



TRANSIT STATION/PARK-RIE LOT
 BUS
 TRAIN

BUS TRANSIT SERVICES
 RAPID/COMMUTER BUS ROUTE
 PRIVATE INTERCITY BUS ROUTE
 WESTERN KENOSHA COUNTY TRANSIT ROUTE
 2010 SERVICE AREA FOR LOCAL BUS OR SHARED-RIDE TAXI

ACTIVITY CENTERS
 MAJOR COLLEGE OR UNIVERSITY
 MAJOR EMPLOYERS (OVER 500 EMPLOYEES IN LAKE AND MOHNEY COUNTIES, OVER 100 EMPLOYEES ALL OTHER AREAS)
 MAJOR COMMERCIAL AREAS
 OFFICE OR INDUSTRIAL PARK

PASSENGER RAIL SERVICES
 AMTRAK
 METRA

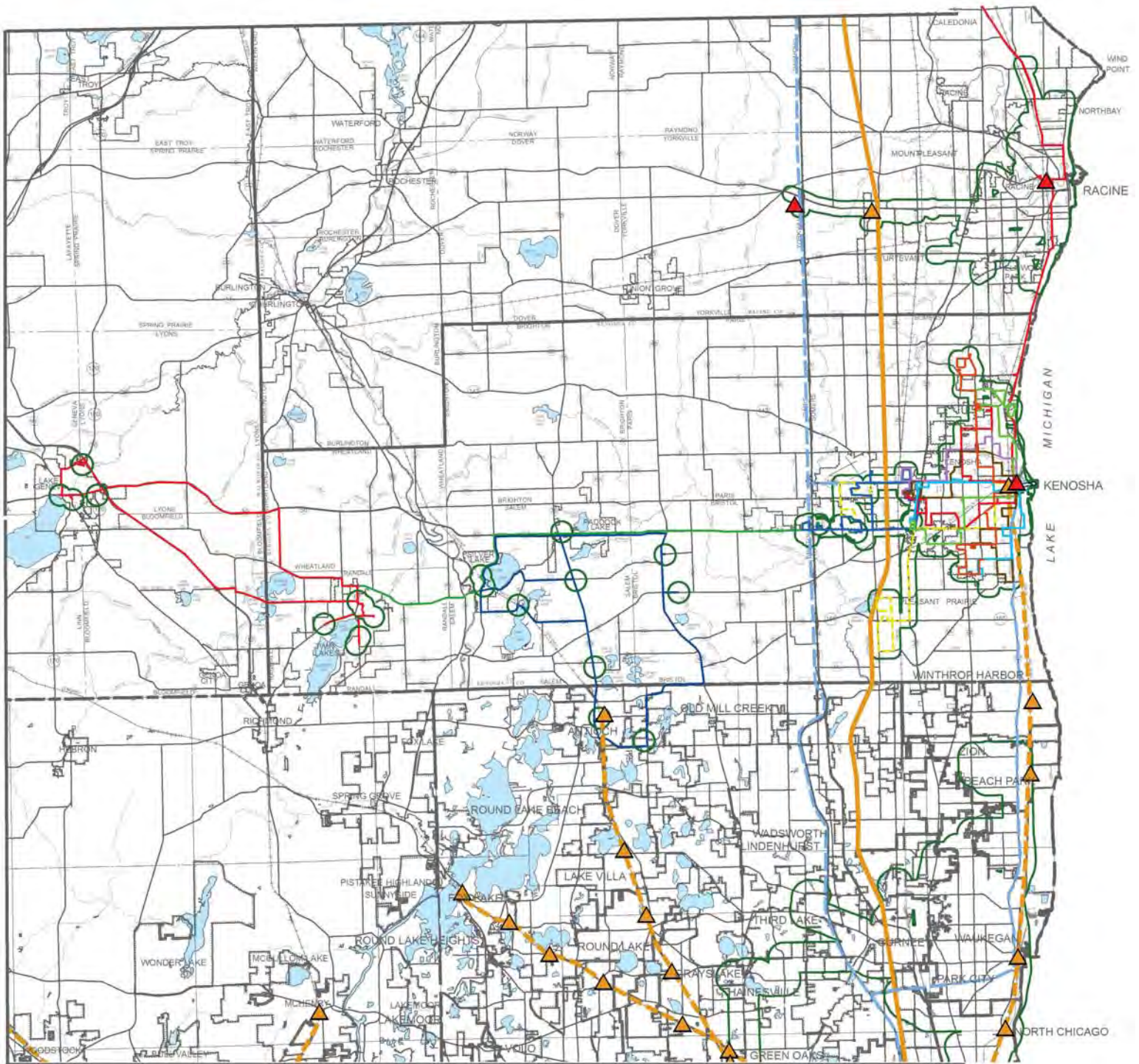
Your Suggestions For Service Changes: Vote Your Preference!

EASTERN KENOSHA COUNTY: POTENTIAL SERVICE IMPROVEMENTS OR CHANGES	"VOTES"
Restore service to LakeView Corporate Park	
More convenient service to IH 94 and STH 50 interchange	
More frequent midday service	
Longer service hours weekday evenings	
Longer service hours on Saturdays	
Provide Sunday service	
Provide service on holidays	
Make bus routes more direct	
Vanpooling or ridesharing program	
Improve bus schedules so they leave stops on time	

WESTERN KENOSHA COUNTY TRANSIT: POTENTIAL SERVICE IMPROVEMENTS OR CHANGES	"VOTES"
More frequent service	
Longer service hours in the weekday evenings/mornings	
Provide Saturday service	
Provide Sunday service	
Provide service on holidays	
Vanpooling or ridesharing program	
More door-to-door service	
Service to Burlington	

TRAVEL BETWEEN KENOSHA COUNTY AND SURROUNDING COUNTIES	"VOTES"
Provide more service between downtown Kenosha and downtown Racine	
Bus service to destinations in Lake County	

Your Suggestions For Service Changes: Where do You Have a Problem?



KENOSHA AREA TRANSIT BUS ROUTES

- ROUTE NO. 1
- ROUTE NO. 2
- ROUTE NO. 3
- ROUTE NO. 4
- ROUTE NO. 5
- ROUTE NO. 6
- ROUTE NO. 31
- ROUTE NOS. 30, 35, 36 (ELIMINATED FOR 2011)
- STREETCAR

WESTERN KENOSHA COUNTY TRANSIT ROUTES

- ROUTE NO. 1
- ROUTE NO. 2
- ROUTE NO. 3
- WALK ACCESS SERVICE AREA FOR LOCAL BUS ROUTES

INTERCITY BUS ROUTES

- INTERCITY BUS ROUTE
- KENOSHA-RACINE-MILWAUKEE COMMUTER BUS ROUTE

RAILROAD PASSENGER ROUTES

- AMTRAK TRAIN LINE
- METRA

INTERCITY PASSENGER STATIONS

- ▲ BUS
- ▲ TRAIN

