

# Ozaukee County Transit Development Plan

## Record of Public Comments and Recommended Transit Service Plan



June 5, 2018

Kevin Muhs

Deputy Director

# Status of the Transit Development Plan



December  
2016

June  
2017

February  
2018

June 2018

  
**We are here**

- **Advisory Committee meetings**
- **Public Meetings**
- **Meetings with Ozaukee County Businesses**



- ❑ Overview of Outreach and Attendance
  - First Round of Outreach: June 2017
    - One Business-Focused Meeting (38 attendees)
    - Two Public Meetings (17 attendees)
  - Second Round of Outreach: February/March 2018
    - One Business-Focused Meeting (45 attendees)
    - Three Public Meetings (14 attendees)
    - Formal comment period between February 15, 2018 through March 19, 2018 (5 formal comments)

# Getting the Word Out



## ❑ Announcements

- Paid Newspaper Advertisements
- Flyers provided to passengers
- News Releases
- Newsletter (February 2018)

SOUTHEASTERN WISCONSIN REGIONAL PLANNING COMMISSION  
W239 N 1812 ROCKWOOD DRIVE • PO BOX 1607 • WAUKESHA, WI 53187-1607  
TELEPHONE (262) 547-6721  
FAX (262) 547-1103



## News Release

FOR IMMEDIATE RELEASE

June 6, 2017  
Release No. 17-02  
For more information:  
Kevin Muhs  
Deputy Director  
Southeastern Wisconsin Regional Planning Commission  
262-953-4288  
[kmuhs@sewrpc.org](mailto:kmuhs@sewrpc.org)

### ATTEND a PUBLIC INFORMATION MEETING for the Ozaukee County Transit Development Plan Input Needed on Improving Ozaukee County Transit Services

At the request of Ozaukee County, the Southeastern Wisconsin Regional Planning Commission (SEWRPC) is preparing a 5-year transit plan for the County. This plan will evaluate the existing County transit services, analyze changes that could be made to the services, and make recommendations to the County to change and improve services. To date, the Advisory Committee has reviewed existing services and evaluated the performance of the Ozaukee County Express and Shared-Ride Taxi.

More information, including a public comment form, is available at [sewrpc.org/OzaukeeTransit](http://sewrpc.org/OzaukeeTransit)

Two public meetings have been scheduled to gather input from Ozaukee County residents and those interested in transit services in the County. The public meetings will provide an opportunity to review materials developed so far, participate in a short survey and provide input on transit services in a small group setting. A short presentation will be given 15 minutes after the start of each meeting.

"The Transit Development Plan will provide the County with valuable recommendations to improve connections to jobs and services," said County Board Supervisor and Chair of the Public Works Committee Kathryn Geracie. "I encourage everyone's participation in this process so that

## WE NEED YOUR INPUT!

You are invited to attend public involvement meetings on the Ozaukee County Transit Development Plan. At the request of Ozaukee County, the Southeastern Wisconsin Regional Planning Commission (SEWRPC) is preparing a transit plan for the County for the five-year period from 2019 to 2023. Please join us to provide feedback on draft transit alternatives and whether they meet your transportation needs. More information about this advisory plan is available on the study website at [sewrpc.org/OzaukeeTransit](http://sewrpc.org/OzaukeeTransit).



Find out more at  
[sewrpc.org/OzaukeeTransit](http://sewrpc.org/OzaukeeTransit)

A short presentation will be made 30 minutes after the start of each meeting. However, the "open house" format will allow you to attend at any time during each meeting. A court reporter will be available to record oral comments on the alternatives. Written comments will be accepted through Monday, March 19, 2018, and may be submitted at the meeting or by U.S. mail, email, or fax (see below). Comments may also be submitted using the plan website.

### Key input we need:

- Would the draft transit alternatives fulfill your transportation needs?
- Which alternatives should Ozaukee County pursue?



## OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN

### TRANSIT SERVICE IMPROVEMENT ALTERNATIVES

#### NEWSLETTER FEBRUARY 2018

**WHAT'S INSIDE**

- Existing Public Transit Services in Ozaukee County 2 & 3
- Performance Evaluation of Existing Services 4
- Alternatives for the Ozaukee County Transit System 6-11
- Public Meetings 12

**ADVISORY COMMITTEE FOR THE OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN**

To provide guidance to the technical staff during the preparation of this plan, and to involve concerned and affected public officials and citizen leaders more directly and actively in the development of transit service policies and improvement proposals, an Advisory Committee was appointed by the Chair of the Ozaukee County Board of Supervisors.

A list of Advisory Committee members can be found at [sewrpc.org/OzaukeeTransit](http://sewrpc.org/OzaukeeTransit)

At the request of Ozaukee County, the Southeastern Wisconsin Regional Planning Commission (SEWRPC) is preparing a short-term, five-year plan for public transit services for the County. This newsletter summarizes the alternatives to improve transit service in the County that were developed by the plan's Advisory Committee, with input from Ozaukee County businesses and from two public involvement meetings. Public comments on these alternatives, submitted by Monday, March 19, 2018, will be considered when developing a final recommended Ozaukee County public transit plan for 2019-2023.



**STEPS COMPLETED TO DATE**

- Evaluated the existing service and performance of the Ozaukee County Express and Shared-Ride Taxi
- Held two public meetings and one business-focused meeting to gather input on unmet transit needs for consideration in the development of alternatives
- Developed and evaluated transit service improvement alternatives for the Ozaukee County Express and Shared-Ride Taxi that address the performance evaluation and unmet transit service needs identified by the Advisory Committee, the public, and Ozaukee County businesses.

**NEXT STEPS**

- Obtain public input on the transit service alternatives
- Prepare a five-year recommended transit service improvement plan for Ozaukee County

**TELL US WHAT YOU THINK!**

We want to hear your opinion of the alternatives for improving public transit in Ozaukee County. You are invited and encouraged to attend any of the three public involvement meetings. Times and locations for the public meetings can be found on the back of this newsletter. The public meetings will be in an "open house" format, allowing you to attend at any time during the meeting. To provide comments, please attend one of the public meetings, where you will have the opportunity to leave written comments or speak to a court reporter or staff member to provide oral comments. If you are unable to attend a meeting, you can send written comments in any of the following ways by March 19, 2018:

- Plan Website: [www.sewrpc.org/OzaukeeTransit](http://www.sewrpc.org/OzaukeeTransit)
- E-mail: [ozaukeetransitplan@sewrpc.org](mailto:ozaukeetransitplan@sewrpc.org)
- Mail: P.O. Box 1607, Waukesha, WI 53187-1607
- Fax: (262) 547-1103

All comments submitted by March 19, 2018, will be considered when developing a recommended Ozaukee County public transit plan.

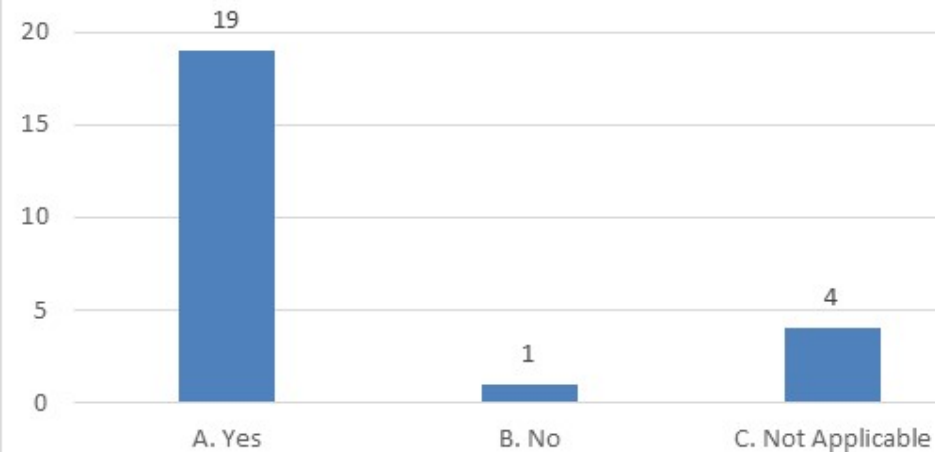
PO Box 1607, Waukesha, Wisconsin 53187-1607  
E: [ozaukeetransitplan@sewrpc.org](mailto:ozaukeetransitplan@sewrpc.org) | P: 262.547.6721 | F: 262.547.1103

# What We Heard – First Business Meeting

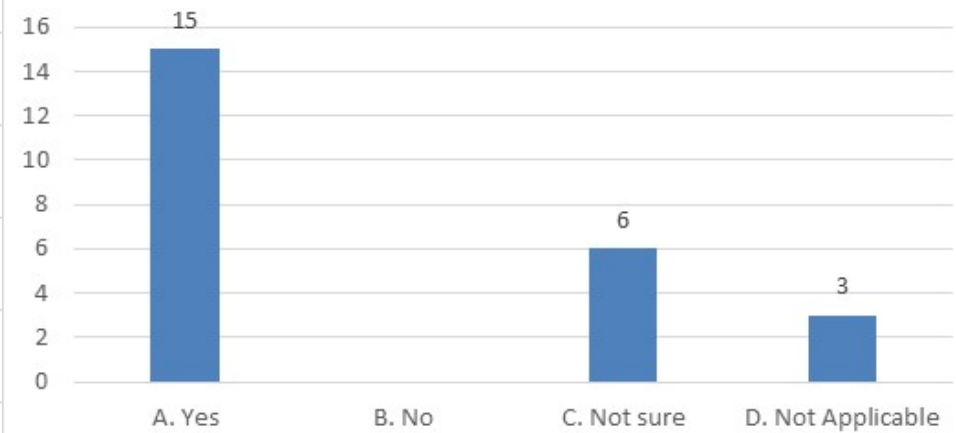


- ❑ Employers need workers and transportation options
- ❑ Employers need on-time service for all shifts
- ❑ Interested in a shuttle service

Question 9: Do you think improved transit services would help you to fill positions?



Question 10: Would your employees use a shuttle?



# What We Heard – First Public Meetings



- ❑ Ozaukee County Express
  - ❑ The Express is generally a good service, however there are some late buses
  - ❑ Some bus stops not accessible by persons with disabilities
- ❑ Ozaukee County Shared-Ride Taxi
  - ❑ Transit service should be more on-demand like Uber or Lyft
  - ❑ Shared-Ride Taxi service hours should be extended
  - ❑ Connecting to Washington County using the Shared-Ride Taxi is a challenge

# What We Heard – Second Business Meeting



- ❑ Very interested in:
  - ❑ Extended Shared-Ride Taxi hours (25 out of 37 votes)
  - ❑ Reduced reservation window service (15 minutes) using the Shared-Ride Taxi (22 out of 34 votes)
  - ❑ Expanded marketing of transit services (21 out of 35 votes)
  - ❑ On-demand service using the Shared-Ride Taxi (22 out of 37 votes)





# What We Heard – Second Public Meetings



- ❑ Interest expressed in:
  - ❑ On-demand Shared-Ride Taxi
  - ❑ Flexible Shuttles
  - ❑ Extending hours on the Ozaukee County Express
  - ❑ Extending the \$1.00 transfer fare to Shared-Ride Taxi passengers transferring at the three MCTS bus stops
- ❑ City of Mequon expressed support for:
  - ❑ Extension of MCTS Route 12 and a new MCTS Route 68
  - ❑ Flexible Shuttles
  - ❑ Expanded on-demand services
  - ❑ Expanded reverse commute service



# Recommended Transit Service Plan 2019-2023



- ❑ Draft Plan based on input from the Advisory Committee and the public
- ❑ Recommends transit services for three funding scenarios and two additional categories:
  1. If funding is maintained
  2. If funding is reduced
  3. If funding is increased
  4. Require further study
  5. Not recommended



# Recommended if Funding is Maintained



1. Continue Operating the Ozaukee County Express and Increase Fares at the Rate of Inflation
2. Continue Operating the Shared-Ride Taxi and Increase Fares at the Rate of Inflation
3. Provide On-Demand Service for a Premium Fare

# Express: No Change, Fare Increases at the Rate of Inflation



## ❑ Assumptions

- ❑ 2% growth in operating expenses
- ❑ Federal and State funds at 55%
- ❑ Fare increases in 2019 and 2023 to keep pace with inflation
- ❑ County receives additional funds from fares paid with cash or the M-Card (38% of total fares collected)

## ❑ Results

- ❑ Ridership constant
- ❑ Similar costs to County



# Taxi: No Change, Fare Increases at the Rate of Inflation



## ❑ Assumptions

- ❑ Growth in ridership due to increase in seniors and employment
- ❑ Federal and State funds at 55%
- ❑ Fare increase in 2020 to keep pace with inflation

## ❑ Results

- ❑ Ridership increases
- ❑ County funding levels increase by \$63,300



# On-Demand Service for a Premium Fare



- ❑ Input from businesses and the public indicated two concerns:
  1. Need for same-day service guarantee
  2. Desire to reduce transfer times between MCTS and the Shared-Ride Taxi
- ❑ Service requirements
  - ❑ More revenue vehicle hours of service, drivers, and vehicles
  - ❑ May reduce the efficiency of the Shared-Ride Taxi (e.g., fewer shared rides)
  - ❑ Premium fare of \$10.00
- ❑ Results
  - ❑ Increase ridership by approximately 6,000 passengers in 2023
  - ❑ Local share approximately \$5,900 in 2023

# Recommended if Funding is Reduced



1. Increase Fares at a Rate Greater than Inflation on the Ozaukee County Express
2. Increase Fares at a Rate Greater than Inflation on the Ozaukee County Shared-Ride Taxi

# Express: Increase Fares at a Rate Greater than Inflation



- ❑ Not a preferred option during public outreach
- ❑ Few other options
- ❑ Assumptions
  - ❑ Fare increases of \$0.25 in 2019, 2021, and 2023
  - ❑ County receives additional funds from fares paid with cash or the M-Card (38% of total fares collected)
- ❑ Results
  - ❑ Reduces local assistance by approximately \$47,400 between 2019 and 2023
  - ❑ Ridership reduction of approximately 3,000 between 2019 and 2023



# Taxi: Increase Fares at a Rate Greater than Inflation



- ❑ Not a preferred option during public outreach
- ❑ Few other options
- ❑ Assumptions
  - ❑ Fare increases of \$0.25 in 2019, 2021, and 2023
- ❑ Results
  - ❑ Reduces local assistance by approximately \$58,000 between 2019 and 2023
  - ❑ Ridership reduction of approximately 3,600 between 2019 and 2023, decreasing the amount of operating assistance

# Recommended if Funding is Increased



1. Extend Shared-Ride Taxi service hours from 10:00 p.m. to 11:30 p.m. on weekdays
2. Expand marketing of transit options
3. Increase service frequency and service hours on the Ozaukee County Express
4. Improve bus stops within Ozaukee County
5. Implement reduced transfer fares at the three MCTS bus stop connection points

# Extend Shared-Ride Taxi Service Hours



- ❑ Public and businesses supported
- ❑ Prioritizes extending to 11:30 p.m. on weekdays on a trial basis
- ❑ Allows County to track usage
- ❑ Estimated to serve 500 additional passengers between 2019 and 2023
- ❑ Local cost approximately \$3,000 in 2023
- ❑ Ridership may increase if well promoted

# Expanded Marketing of Transit Options



- ❑ Strong support from businesses and the public
- ❑ Would increase awareness about transit options
- ❑ May include hiring a mobility manager
- ❑ Costs could range from \$25,000 to \$60,000 annually
- ❑ Federal grants could fund 80 percent

# Express: Increase Service Frequency and Hours



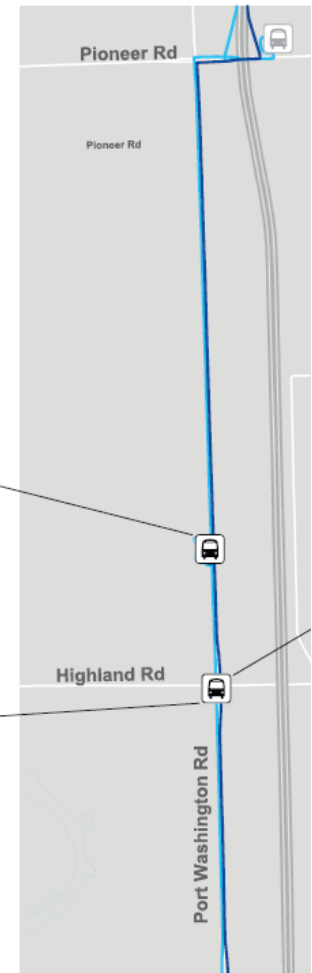
- ❑ Could add
  - ❑ 6:30 a.m. run from Grafton Commons
  - ❑ 4:30 p.m. run from downtown Milwaukee
- ❑ Projected Costs
  - ❑ Projected Operating Expenses = \$102,600
  - ❑ Projected Revenue Passengers = 6,600
  - ❑ Projected County Assistance = \$29,700





# Improve Bus Stops Along Port Washington Road



- ❑ Improvements recommended at seven bus stops
  - ❑ Bus pads
  - ❑ Sidewalks
- ❑ Estimated Total = \$177,000
- ❑ Funds available
  - ❑ FTA Section 5307
  - ❑ FTA Section 5310



## Route 143

- Reverse Commute Service
- Traditional Commute Service
-  Express Stop Requiring Improvements
-  Express Stop Not Requiring Improvements

# Reduced Transfer Fares at Three MCTS Transfer Points



Glencoe Place

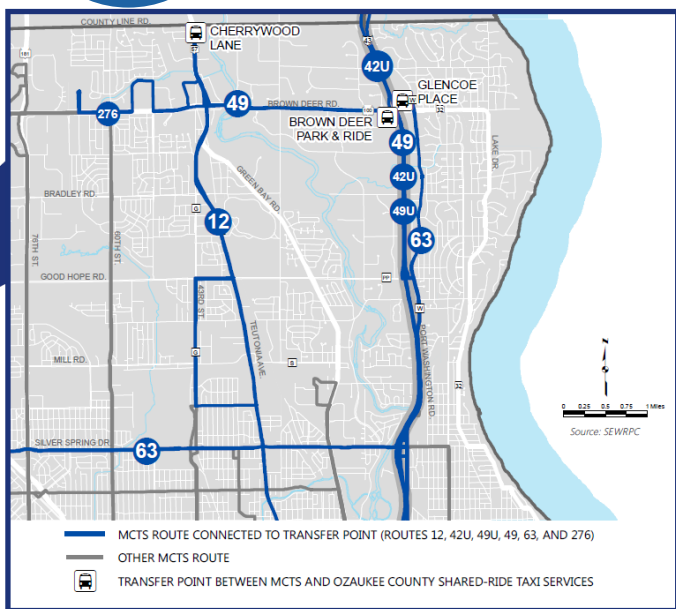


Brown Deer Park  
& Ride



Cherrywood Lane

- ❑ Requested during public outreach
- ❑ In 2017, the three transfer points generated 2,516 Shared-Ride Taxi trips
- ❑ Transfer points could be used to schedule regularly occurring employment trips, "subscription" services
- ❑ Estimated to generate 700 additional revenue passengers
- ❑ Loss of farebox revenue of \$8,900
- ❑ Increase in operating expenses of \$9,200





# Transit Services Requiring Further Study



1. Study implementation of Bus-on-Shoulder along IH 43
2. Consider merging the Ozaukee County and Washington County Shared-Ride Taxi services
3. Consider implementing a new route to serve Port Washington Road
4. Consider implementing flexible shuttles

# Bus-on-Shoulder along IH 43



## ❑ Benefits:

- Reliability benefits
- Saves up to 3 to 7 minutes depending on operating speed
- Some opportunities for restriping to accommodate bus on shoulder lane

## ❑ Challenges:

- Requires changes to State law
- Could be incorporated into regional bus-on-shoulder feasibility study
- Requires significant funding, coordination, and education



Source: Metro Transit,  
Minneapolis/St. Paul Area

# Merging Shared-Ride Taxi Services



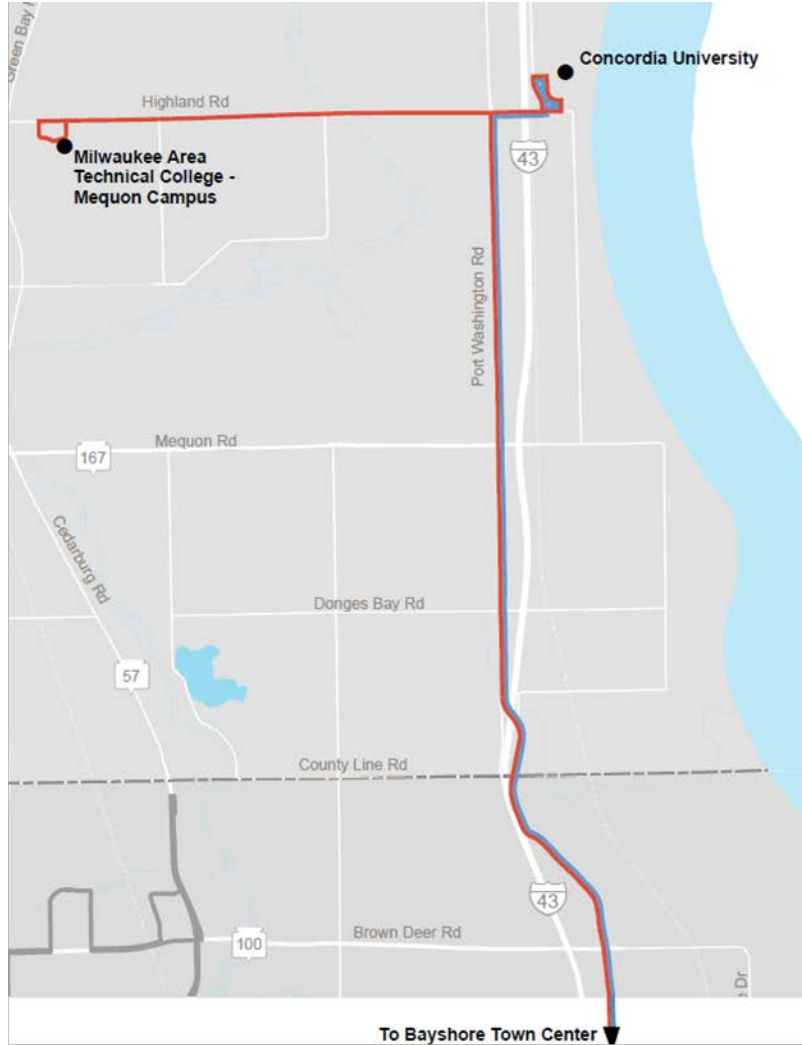
## ❑ Benefits:

- Greater access to both Counties' employment opportunities, medical facilities, and other resources
- Future annual ridership could increase between 6,700 and 10,000 passengers
- Combined reporting could save staff time in the future
- Support expressed during public comment period

## ❑ Challenges:

- Requires the creation of a transit commission
- Increased combined costs by \$22,800 to \$36,000 annually
- Requires decisions on transfer of assets, vehicle storage, maintenance, branding, and fare structure

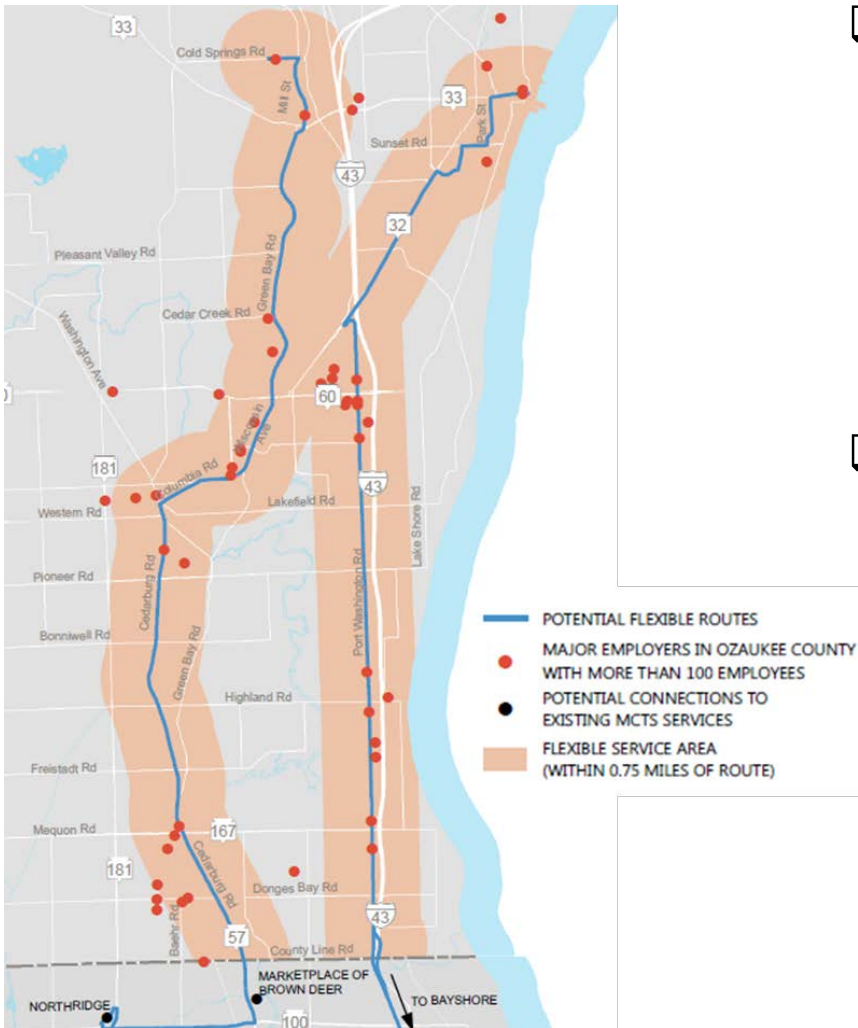
# New Route to Serve Port Washington Road



- ❑ **Benefits:**
  - Would serve Concordia University and MATC-Mequon
  - Service every 30 minutes until 6:00 p.m.
  - Could replace Route 42U
  - Could be part of MCTS' system redesign
- ❑ **Challenges:**
  - Significant local funds needed (\$318,300)
  - Further study needed to identify additional funding

— POTENTIAL WEEKDAY ROUTE 68  
— POTENTIAL WEEKEND ROUTE 68  
— MCTS ROUTE

# Flexible Shuttles



## ❑ Benefits:

- Connects to MCTS
- Routes with deviations up to 0.75 miles would serve key employers and destinations

## ❑ Challenges:

- Flexible service reduces reliability
- Further study needed to identify how shuttles could provide on-time service

# Not Recommended for Implementation or Study



1. Providing on-demand services through a partnership with a transportation network company (Lyft/Uber)
  - Relatively high user costs
2. Extending MCTS service on Route 12
  - Limited service area relative to cost
3. Expanded reverse commute services on the Ozaukee County Express
  - Low projected ridership relative to added costs
4. Reducing service on the Ozaukee County Express by eliminating the lowest performing runs
  - Results in less schedule flexibility
  - Current route operates efficiently due to recent refinements

# Conclusion



- ❑ The recommendations represent the culmination of public processes and input received from the Advisory Committee
- ❑ The recommended plan presents a course of action and prepares the County to make informed decisions in the future