

Minutes of the Fourth Meeting

THE WASHINGTON COUNTY TRANSIT DEVELOPMENT PLAN ADVISORY COMMITTEE

Date: July 24, 2013
Time: 9:30 a.m.
Place: Conference Room 249
Washington County Highway Department
900 Lang Street
West Bend, WI

Advisory Committee Members Present

R.J. Bast Director of Operations, GoRiteway Transportation Group
Operator, Washington County Commuter Express
Justin Casperson..... Director of Parks and Recreation, Village of Germantown
Justin Drew Director of Planning and Zoning, City of Hartford
Debi Genthe Executive Director, Interfaith Caregivers of Washington County
Daniel R. Goetz..... Supervisor, Washington County Board
Chairperson, Washington County Board of Supervisors Transportation Committee
Richard P. Gundrum Supervisor, Washington County Board
Chairperson, Aging and Disability Resource Center Board of Washington County
Mike Hermann Director of Parks and Recreation, City of Hartford
Operator, Hartford City Taxi
Steve Johnson..... President, Specialized Transportation Services, Inc.
Operator, Washington County Shared-Ride Taxi
Mark Piotrowicz..... City Planner/Operations Manager,
West Bend Department of Community Development
Jim Schmeling..... Manager, City of West Bend Vehicle Maintenance Department
Joshua Schoemann Administrator, Village of Richfield
Daniel W. Stoffel Supervisor, Washington County Board
Commissioner, Southeastern Wisconsin Regional Planning Commission
Thomas H. Wenzel..... Vice President, Tavern League of Washington County
Thomas Wondra..... Highway Commissioner, Washington County Highway Department

Guests and Staff Present

Kenneth R. Yunker Executive Director, SEWRPC
Eric D. Lynde..... Principle Planner, SEWRPC
Kevin J. Muhs Senior Planner, SEWRPC
C Terrence Anderson Planner, SEWRPC
Doug Johnson..... Administrative Coordinator, Washington County Administration Department
Karen Schmiechen Urban Planning Analyst, Wisconsin Department of Transportation
Joseph Steier, III Transit Manager, Washington County Highway Department
Herb Tennes Chairman, Washington County Board
Michelle Wagner Consultant,
Washington County Highway Department & Aging and Disability Resource Center of Washington
Rusty Borkin Organizer, Common Ground

Mike Mulaney.....Washington County for Common Ground
Jim Wesp.....Washington County for Common Ground
Tammy Wolfgram.....Common Ground
Sarah Mann.....Reporter, West Bend Daily News

ROLL CALL

Mr. Stoffel called the meeting to order at 9:30 a.m. He indicated that roll call would be taken through the circulation of a meeting sign-in sheet.

CONSIDERATION AND APPROVAL OF MINUTES OF MAY 8, 2013, MEETING

Mr. Stoffel indicated that the first item on the agenda was the consideration and approval of the minutes for the previous meeting of the Advisory Committee held on May 8, 2013. Mr. Wondra made a motion to approve the previous meeting's minutes. Mr. Piotrowicz seconded the motion, and the Advisory Committee unanimously approved the minutes.

CONSIDERATION AND APPROVAL OF PRELIMINARY DRAFT CHAPTER IV, "EVALUATION OF THE WASHINGTON COUNTY TRANSIT SYSTEM", OF SEWRPC COMMUNITY ASSISTANCE PLANNING REPORT NO. 317, "WASHINGTON COUNTY TRANSIT SYSTEM DEVELOPMENT PLAN"

Mr. Stoffel drew the Advisory Committee's attention to the next order of business, consideration of Chapter IV, "Evaluation of the Washington County Transit System", of the SEWRPC Community Assistance Planning Report No. 317, "*Washington County Transit System Development Plan*", which had been distributed to the Advisory Committee. He asked Commission staff to review the chapter with the Committee. Mr. Yunker explained to the Committee that Chapter IV is based on the information presented during the previous Advisory Committee meeting on May 8, 2013, but includes more detail and a few new analyses. Mr. Muhs described the results of evaluations of the service travel speeds and on-time performance of the Washington County Commuter Express and Washington County Shared-Ride Taxi, which were not presented to the committee at the previous meeting. Mr. Muhs also noted that in recognition of the initial operating funding and continued marketing funding provided to the County for the Commuter Express service from Federal Congestion Mitigation and Air Quality (CMAQ) grants, Commission staff planned to analyze the impact of the Commuter Express service on congestion and air quality.

[Secretary's Note: Once this analysis is complete, it will be presented to the Advisory Committee for their review and consideration.]

There being no further discussion on the chapter, a motion to approve Chapter IV was sought by Mr. Stoffel, made by Mr. Wondra, seconded by Mr. Goetz, and approved unanimously by the Advisory Committee.

PRESENTATION OF PRELIMINARY MATERIALS FOR POTENTIAL SERVICE IMPROVEMENTS AND ALTERNATIVES FOR THE WASHINGTON COUNTY TRANSIT SYSTEM

Mr. Stoffel drew the Advisory Committee's attention to the next order of business, the presentation of preliminary draft materials for potential service improvements and alternatives for the Washington County Transit System, which had been distributed to the Advisory Committee. The presentation is included as Attachment 1 to these minutes. Mr. Muhs gave the presentation, summarizing the potential alternatives and service improvements.

During the presentation on service alternatives for the Commuter Express service, the following questions and comments were raised:

1. Mr. Goetz asked whether the Commission had contacted the bus companies that provide intercity bus service between Green Bay, Wausau, and Milwaukee. He suggested that those buses could stop in Washington County in order to provide more commuter service between the County and the City of Milwaukee. Mr. Yunker indicated that Commission staff will continue to work with County staff to encourage those intercity bus companies to consider a stop in Washington County.
2. In regards to the potential reverse commute service, Mr. Stoffel inquired as to whether the service would only stop downtown under the alternative that would reverse the exiting Downtown Route would only have downtown stops. Mr. Muhs responded that there could be additional stops on the way to Washington County. Ms. Genthe asked if the potential service would be useable for different work shifts. Mr. Muhs responded that it would be necessary to coordinate with employers and their shift times to ensure that the service was convenient for its passengers.
3. Mr. Bast inquired as to whether public transit vehicles had to be wheelchair accessible, which would affect any discussion of operating services with smaller vehicles. Mr. Steier confirmed that wheelchair-accessible vehicles are required. Mr. Bast noted that it would not be possible

to use the 33-foot minicoaches that are currently in the GoRiteway fleet, as they aren't wheelchair accessible.

4. Mr. Stoffel noted that service to the industrial park in Hartford is not shown on the slide discussing a potential service to Hartford. Mr. Muhs noted that it would make sense to serve Hartford with reverse commute service and that Commission staff would analyze this as part of one of the evaluation of various potential reverse-commute services.
5. During the discussion of extending the Downtown Route to serve the University of Wisconsin-Milwaukee (UWM) campus, Mr. Stoffel asked if it is possible to analyze demographics for potential UWM service. Mr. Yunker indicated that it may be possible to contact UWM to obtain statistics on students regarding housing locations, whether the students are full-time or part-time, and other relevant data to determine the feasibility of a service to the campus.
6. While discussing a potential service to General Mitchell International Airport, Mr. Wondra noted that the Commuter Express does not run on weekends or holidays, so it might be necessary to provide service on those days in addition to extending service hours on weekdays.
7. Mr. Johnson noted that the Kohl's corporate office in Menomonee Falls could be a destination if Kohl's employees are interested in the Washington County Commuter Express. Mr. Stoffel suggested that their satellite parking lot near W. Good Hope Rd. and W. Appleton Ave. could be a good stop for the service.
8. During the discussion of a potential service to the City of Fond du Lac, Mr. Bast inquired as to what type of vehicle would be used to provide the service. Mr. Wondra noted that a yellow school bus is currently used by a private operator providing service to parochial schools in Fond du Lac. Mr. Muhs noted that if public transit is provided to Fond du Lac, it is necessary for the vehicle to be wheelchair accessible per the Americans with Disabilities Act of 1990.
9. While reviewing potential service changes to the Medical Center route due to its lower passenger levels, Ms. Genthe suggested that adding Mayfair Mall as a destination could

potentially increase demand. Ms. Schmeichen further suggested that the Zoo Interchange project could increase ridership on the route because of increased congestion.

10. Mr. Wondra noted that any increase in service levels needs to consider the current fleet size because the County can afford only a limited number of additional trips. He remarked that logistics and timing are additional issues.

During the presentation on service alternatives for the Shared-Ride Taxi service, the following questions and comments were raised:

1. In regards to Port Washington merging its shared-ride taxi with Ozaukee County taxi (as a comparison to the service alternative under which the County and Cities of Hartford and West Bend shared-ride taxis are merged), Ms. Genthe inquired what happened to the 50% reduction in ridership as a result of service reductions due to budget cuts. Mr. Johnson remarked that private taxi may be providing service to some lost ridership. He further noted that as a result of the Ozaukee County and Port Washington shared-ride taxi merger, the service has become more efficient.
2. In regards to the potential merger between the Washington County and Ozaukee County Shared-Ride Taxi systems, Mr. Stoffel inquired as to whether consideration of decreased overhead is reflected in the financial cost of operation. Mr. Muhs noted that further study of the cost will be included in the alternatives chapter, and that what was presented to the Committee is a rough estimate. Mr. Piotrowicz asked if there would be issues with Federal funding if the two counties merged their systems. Mr. Yunker indicated that he did not foresee any Federal funding issues, but that further study would be included in the alternatives chapter.
3. During the discussion regarding the addition of a second taxi depot in the County, Mr. Goetz noted that this improvement would likely be received positively.
4. Regarding the potential extension of service hours for the Shared-Ride Taxi, Mr. Goetz indicated that there have been requests for service from second and third shift employees of the hospital systems in the County. Mr. Wenzel noted that there are also requests for extended service hours for Tavern League members' employees and patrons. He cited the approximately 200 safe rides last month in Manitowoc County as a fair comparison to the

demand that could be expected should the Washington County Shared-Ride Taxi have extended hours.

5. Mr. Schoeman asked how you connect the alternatives with the needs of employers in Washington County to assist in closing the skills gap. Mr. Yunker responded that it is difficult to determine how effective each alternative would be in providing that assistance, but that it is possible to look at housing and jobs data and work with organizations like the Wisconsin Economic Development Corporation in order to meet needs.

The following general questions and comments were raised during the discussion of potential service improvements and alternatives for the Washington County Transit System:

1. Mr. Stoffel inquired as to whether increased Federal funding automatically increases with an increase in service. Mr. Muhs responded that funding is complicated, as Federal funding for a particular fiscal year is based on the service provided during the calendar year two years prior. However, the State of Wisconsin distributes transit assistance based on the anticipated service levels for the next year, meaning that any planned increase in service would result in the County having the same percentage of its expenses covered by combined State and Federal funding as it would have without an increase in service. In addition, a new service like a new Commuter Express route serving the City of Hartford might be eligible to receive Federal Congestion Mitigation and Air Quality funds that would be available in 2019 and would cover 80 percent of operating expenses for three operating years. Mr. Yunker noted that in the alternatives chapter there will be an estimate for total cost; required operating assistance from Federal, State, and County sources; and a description of any opportunities of funding programs that could be used under different alternatives. Commission staff will also consider which alternatives are possible within the existing budget.
2. Ms. Genthe informed the Committee that this was her last meeting because there is a new executive director at Interfaith Caregivers of Washington County. She noted that she wanted to encourage the Committee to ensure that people with disabilities are considered in every service alternative and improvement.

NEXT MEETING OF THE WASHINGTON COUNTY TRANSIT DEVELOPMENT PLAN ADVISORY COMMITTEE

Mr. Yunker stated that Commission staff would provide a draft of Chapter V for the Committee's consideration at its next meeting, tentatively scheduled for September 25, 2013 at 9:30 a.m.

ADJOURNMENT

There being no further business to come before the Advisory Committee, a motion to adjourn the meeting was sought by Mr. Stoffel, made by Mr. Gundrum, seconded by Mr. Piotrowicz, and approved unanimously by the Advisory Committee at 10:53 a.m.

Respectfully submitted,

Kenneth R. Yunker
Recording Secretary

KRY/KJM/CTA/cta
9/26//2013
#212678

ATTACHMENT 1


WASHINGTON COUNTY TRANSIT DEVELOPMENT PLAN TRANSIT SERVICE ALTERNATIVES



Advisory Committee Meeting #4
Washington County Highway Department
July 24, 2013

#210868

OUTLINE



- Alternatives
 - Commuter Express
 - Reverse Commute Service
 - Hartford Service
 - Service to UWM, Airport, Other Destinations
 - Extend Service into West Bend
 - Service to Fond du Lac
 - Changes to Service Frequency and/or Vehicle Types
 - Shared-Ride Taxi
 - Merger with West Bend and/or Hartford
 - Merger with Ozaukee County
 - Second Depot in Germantown/Slinger
 - Extended Service Hours
- Public Meetings
 - Dates
 - Locations

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- This presentation contains significantly less detail than the preliminary draft of the chapter, which will include five-year budget projections for the current system and each alternative, and will fully evaluate each alternative based on the objectives and standards identified in Chapter III.
- Many of these alternatives would change the characteristics of the service provided. If the County elects to pursue any of these changes, they would need to determine what alternatives are within the scope of existing contracts, and what alternatives would need to wait for a new contract or RFP process

REVERSE COMMUTE SERVICE ALTERNATIVE

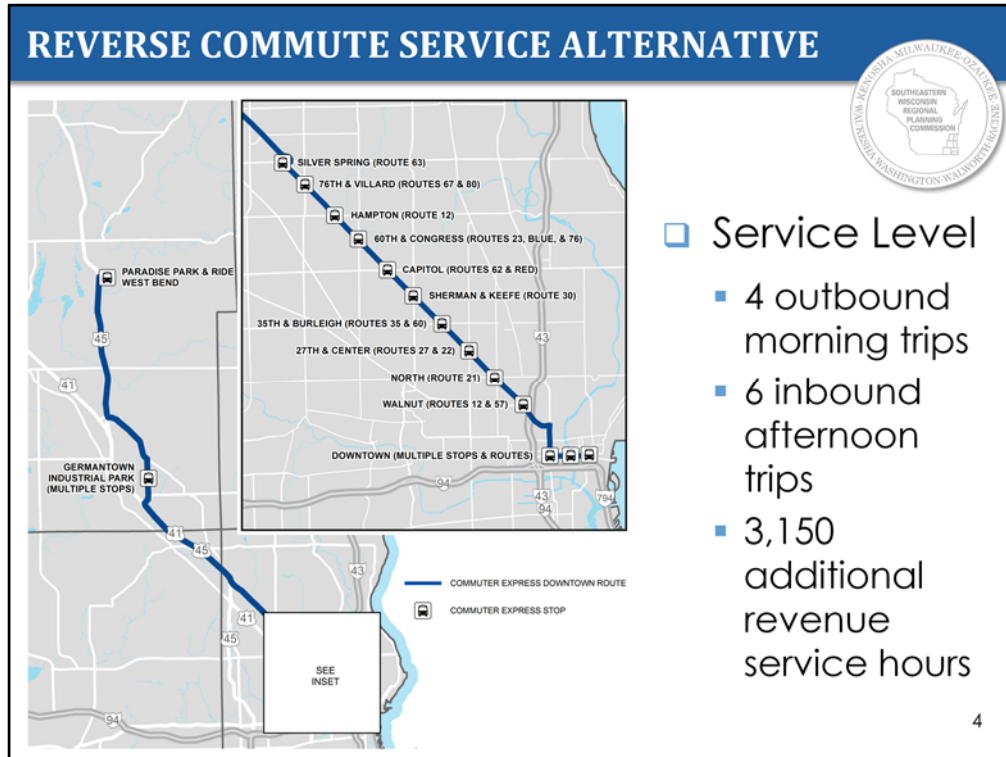


- ❑ Last provided on the Commuter Express in 2003, with the Germantown Industrial Park Shuttle operating until late 2005.
- ❑ Cancelled due to low ridership and lack of demand from employers
- ❑ Any new service would likely be economy-dependent, requiring strong demand for labor

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- The Washington County Commuter Express has previously provided commute services for individuals living in Milwaukee County and working in Washington County, but the services were canceled due to low ridership as the 2000's economic downturn reduced businesses' demand for labor from outside the County.
- The County could consider restoring some form of reverse commute service if businesses in the County indicate that they need a larger labor pool. In addition, the County would work with businesses to determine if several have existing employees who would have an interest in using any potential reverse commute service.

ATTACHMENT 1 (CONTINUED)

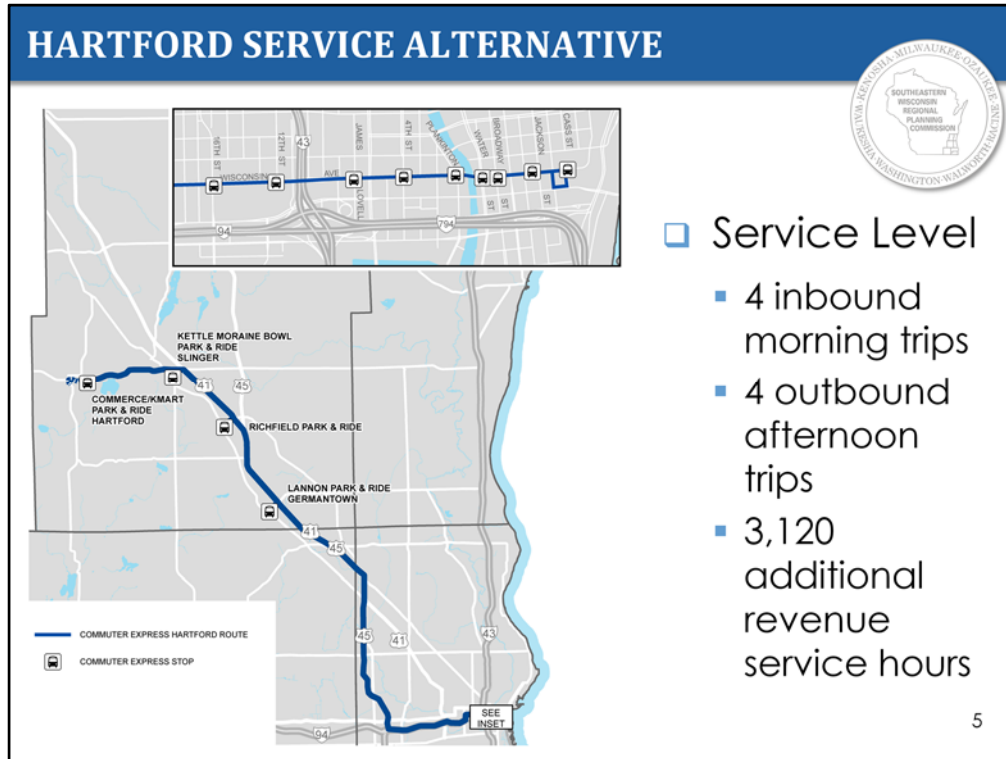


- There are a number of ways to provide reverse commute service. This alternative provides access to both West Bend and Germantown with one service, by providing reverse service from downtown Milwaukee to the Germantown Industrial Park and the Paradise Park & Ride in West Bend. Service would stop at intersections with local bus services in Milwaukee County.
- Service further into West Bend and to Germantown Business Park via Shared-Ride Taxi.
- An estimate of the increased funding required to provide this service and potential ridership levels will be developed after further discussions between GoRiteway, County, and Commission staff.
- Other alternatives could include:
 - Running the current downtown Commuter Express Downtown Route in reverse to the park & ride lots, and providing service via local shuttles or the Shared-Ride Taxi to destinations within Washington County. This would provide fairly indirect journeys for many potential riders (requiring them to go downtown to meet the bus), limiting its usefulness.
 - Running a shuttle from the northwest terminus of the MCTS Blue Line (Near the Park Place development at Hwys 45 and 145) to the Germantown Industrial Park and/or the Germantown Business Park. This would not provide service to West Bend, and would require more transfers and slower journeys by potential riders from Milwaukee County, but might

ATTACHMENT 1 (CONTINUED)

be less expensive to provide assuming a shuttle bus is used.

ATTACHMENT 1 (CONTINUED)



- Preliminary results (based on 2000 travel data) suggests that an additional 60 passengers (120 passenger trips) per day could be generated by providing traditional-commute service to the Hartford/Slinger Market. This was calculated by comparing the market capture rate by the Commuter Express of West Bend-area residents who work in Downtown Milwaukee to the current market capture rate by the Commuter Express of Hartford/Slinger-area residents.
- Initially, the County or the State could set up lease terms for parking at the Shopping complex anchored by Kmart off of Hwy 60 in Hartford, and at Kettle Moraine Bowl in Slinger. As the planning for reconstructing Hwy 60 progresses, the County could work with WisDOT to identify appropriate locations for permanent park & ride lots.
- There are a number of ways this service could be run, including:
 - Reduce the number of West Bend trips, originating those trips in Hartford
 - Provide the same number of trips from Hartford as are currently provided from West Bend, and consider running the entire service with smaller, 33-passenger vehicles in GoRiteway's fleet. Under this alternative, service could be provided to the Richfield Park & Ride by the Hartford Service, and serve the new Jackson Park & Ride with the West Bend Route. The Medical Center Route would continue to serve the West Bend and Richfield lots.
 - Provide a local shuttle from Hartford that is timed to meet the current

ATTACHMENT 1 (CONTINUED)

Commuter Express Service (and any reverse commute service) at the Richfield Park & Ride. This would require an additional transfer, which may reduce the number a riders the service attracts.

- Extend service into Hartford, with streetcorner stops in denser, transit-supporting parts of the City.

SERVICE TO ADDITIONAL DESTINATIONS

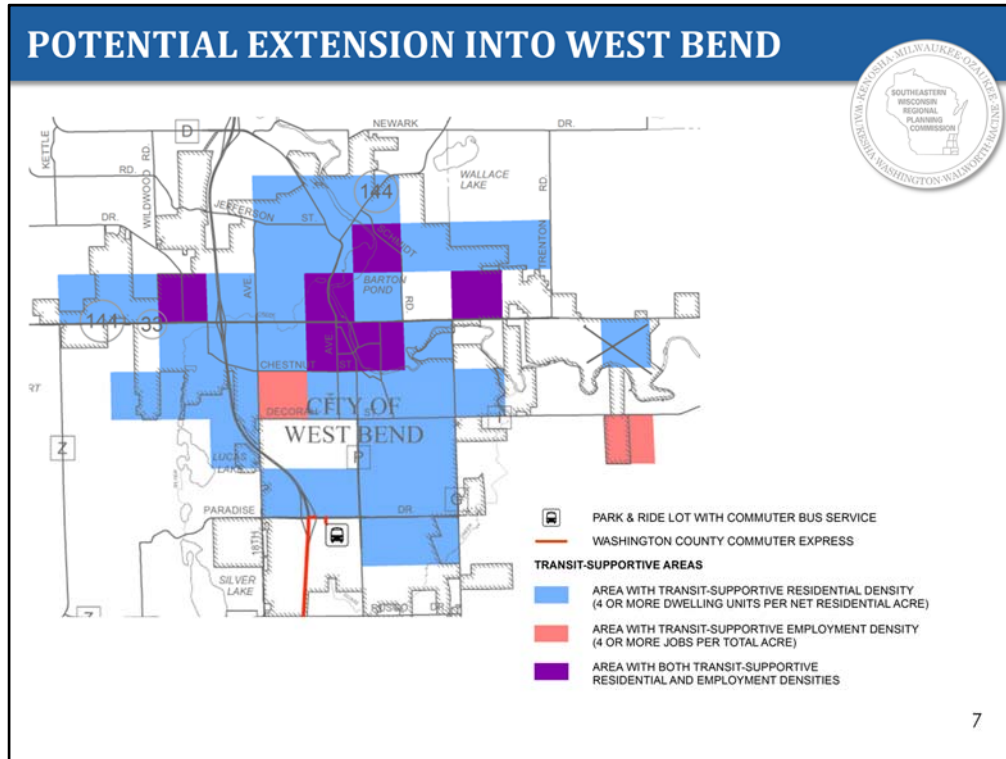


- University of Wisconsin-Milwaukee
 - Extension of all trips of the Commuter Express Downtown Route to UW-M during the fall and spring semesters would add 1,020 revenue hours of service
- General Mitchell International Airport
 - Likely would require relatively frequent, nearly all-day service. More study is needed to determine if there is a cost-effective way to make this convenient for passengers.
- Others based on the destinations of survey riders or high employment concentrations

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- Additional destinations could be added to the Commuter Express, although some are more complicated to serve than others. In particular, serving the Airport would likely require some form of all-day service, likely by increasing the mid-day frequency of the Commuter Express, and by offering a guaranteed ride home in case of delayed return flights. In addition, the County would need to negotiate with the Airport to avoid paying the fee for using airport property, which varies based on vehicle type and frequency of service.
- There is the opportunity for a higher fare to be charged for airport trips, given the additional cost of parking which is at least \$6/day.
- Additional areas that could be considered for service include UWM, the Park Place office complex, and Mayfair office towers. Others?

ATTACHMENT 1 (CONTINUED)



- The Route Design Standard under Objective 2 in Chapter III recommends extending rapid-transit services at their endpoints to serve as collector-distributors for the service. Based on the Density Standard under Objective 1, much of West Bend is dense enough to support fixed-route transit service. Routing the Commuter Express services through some of the denser neighborhoods in the City would require an additional 2,250 hours of revenue service annually.
- This routing could also consider employment density, if reverse commute services are reinstated.

FOND DU LAC SERVICE ALTERNATIVE



- ❑ Existing service (serving St. Mary's Springs and Winnebago Lutheran Academy) has about 36 passenger trips a day on one round-trip), but may not continue due to lack of funds
- ❑ An expanded express service between West Bend, Kewaskum, and Fond du Lac could be open to all members of the public
- ❑ Each round-trip would require approximately 780 revenue hours of service annually

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- It is difficult to predict what additional demand there may be for this service. Each round trip would likely require approximately 780 additional revenue hours of service annually, and would provide access for the citizens of West Bend and Kewaskum to Fond du Lac's businesses and schools. Until more details are known, locations of park & ride lots, stops and routing are difficult to establish.

CHANGES TO SERVICE CHARACTERISTICS

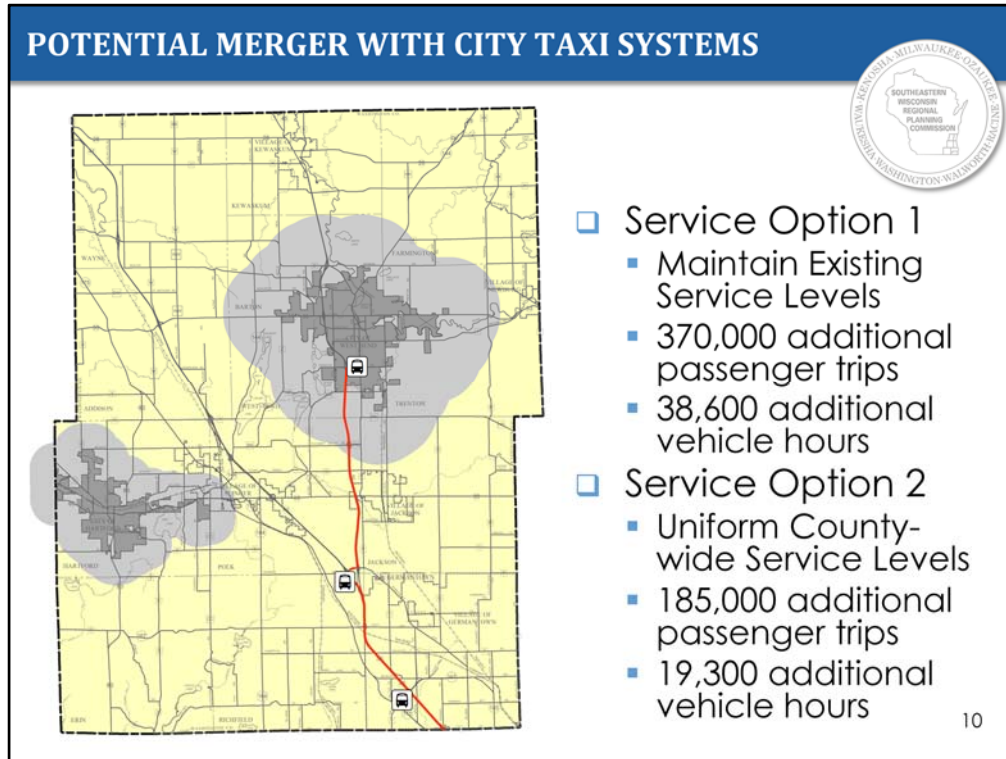


- ❑ Vehicle Size
 - Reduced vehicle size for Medical Center Route
- ❑ Service Frequency
 - Continued increases in demand would need to be met with more Commuter Express runs
- ❑ Other Alternatives

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- A few runs, especially for the Medical Center Route, are not effectively using the capacity of the 55-passenger long-distance motorcoaches used by GoRiteway. The County may want to consider working with GoRiteway to see if utilizing the 33-passenger minicoaches would reduce the County's costs.

ATTACHMENT 1 (CONTINUED)



- Merging the County Shared-Ride Taxi service with either or both the Hartford City Taxi and the West Bend Taxi has been discussed over the past years as the costs of providing the services have changed and State funding has been reduced. This chapter of the TDP will include a discussion of alternatives for merging the three systems and estimates of the cost projections for each alternatives.
- Service Alternative 1: Maintain Higher Service Levels in Hartford and West Bend: The County's Shared-Ride Taxi service could be expected to gain all the passengers (and therefore service miles and hours) that are currently served by the two Cities' taxi systems. This would mean an additional 370,000 riders, and 38,600 vehicle hours. Given the differences in operating expenses per vehicle hour (higher for Hartford [\$44/hr], lower for West Bend [\$22/hr]), and the different level of farebox recovery between the three systems, this change could be expected to add about \$1.30 million in operating expenses, with the amount of County support increasing by \$183,000
- Service Option 2: Uniform Service Levels across the County: Experience in Ozaukee County suggests about half of the riders currently using the Hartford and West Bend taxis will be lost by switch from Demand-Responsive to Advanced Reservation, and only half of the service hours from the city taxi systems will be needed. Washington County's Shared-Ride Taxi could be expected to gain an additional 185,000 riders annually and an additional 19,300 service hours annually. (Additional \$652,000 million in operating expenses,

ATTACHMENT 1 (CONTINUED)

additional \$93,000 in County support)

- Any attempt to merge with Hartford City Taxi needs to consult with the City's lawyers to ensure that Federal labor protection (former Section 13(c)) agreements covering union members are not violated, which could jeopardize federal funding for the County's transit system.

ATTACHMENT 1 (CONTINUED)

POTENTIAL MERGER WITH OZAUKEE COUNTY TAXI

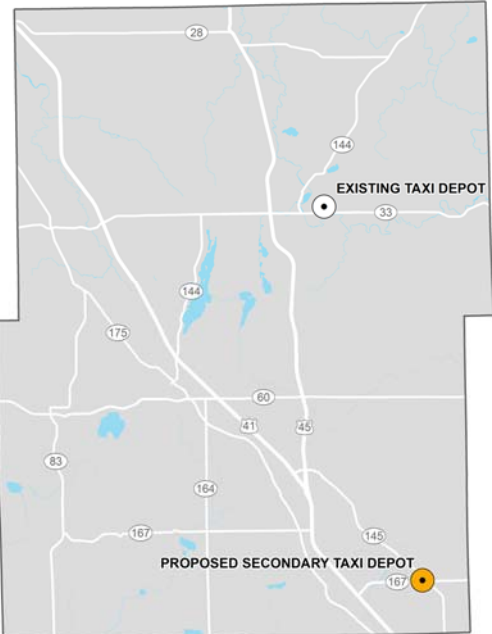


- ❑ 2.5 % of Shared-Ride Taxi trips had their origin or destination in Ozaukee County or at the transfer point in Newburg.
- ❑ An estimate of existing total travel between the two counties indicates an additional 7,100 – 11,800 passenger trips would occur annually if the services merged.
- ❑ Service hours and fare systems would have to be unified, and intergovernmental agreements signed between the two counties.

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- 110 trips out of 4,389 either crossed the border or had an origin/destination at the Newburg transfer point in May 2012.
- About 2,860 trips are annually being served with an Origin or Destination in Ozaukee County.
- Based on an estimate of existing levels of total travel between Washington and Ozaukee Counties, approximately 7,100 – 11,800 new passenger trips could be expected to occur annually if the services were merged, potentially increasing operating expenses by \$152,000 - \$253,000 in 2011 dollars based on the number of new passenger trips.

SECOND TAXI DEPOT ALTERNATIVE



EXISTING TAXI DEPOT

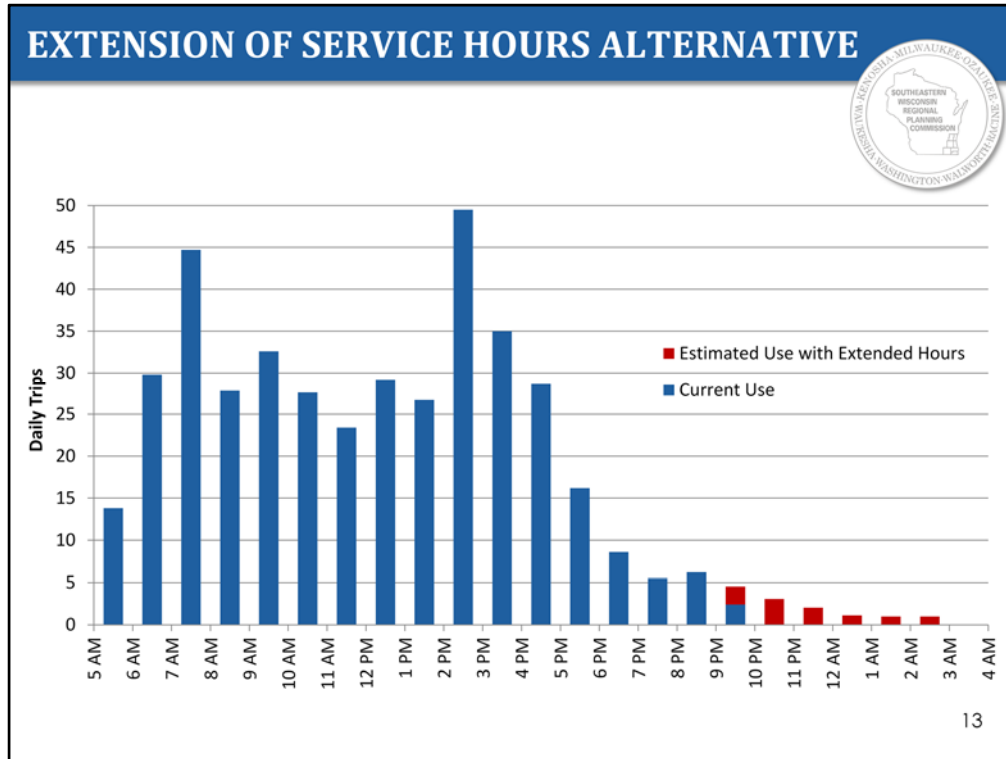
PROPOSED SECONDARY TAXI DEPOT

- A second depot would reduce total service hours by up to 5,170 hours per year
- May require additional operating and capital costs for staff, vehicles, and a facility

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- In the interest of making the Shared-Ride Taxi more efficient, Supervisor Goetz suggested studying the development of a secondary taxi dispatch depot in the Germantown/Richfield area of the County. A preliminary estimate of this alternative indicates that it would reduce total annual vehicle hours by approximately 5,170 (8.2 percent), which would reduce operating expenses by as much as \$175,000 per year in 2011 dollars (saving the County approximately \$55,000 in local funding). However, some or all of these savings may be absorbed by additional operating or capital costs for staff, vehicles, and a facility.
- Savings and Costs are difficult to estimate:
 - This estimate assumes that all vehicles will be used as efficiently as they are currently
 - Also assumes that no additional vehicles would be needed, existing vehicles would just be redistributed to a Germantown-located satellite depot.
 - Does not include any operating (staff/management costs, and leasing a facility) or capital (purchasing vehicles and constructing a new facility) costs associated with the second depot.

ATTACHMENT 1 (CONTINUED)



- To provide better service to Washington County citizens, and assist the Tavern League of Wisconsin with its saferide program, this alternative considers extending service hours until 3 a.m. This estimate is based on the assumption that the usage of the Shared-Ride Taxi after 10 p.m. will have the same proportion to the total traffic volume in Washington County during that time period as it does during the current hours of service.
- 10 additional daily trips (out of 408)
- Approximately 6 additional service hours Monday – Saturday (1,800 hours a year)
- Additional \$62,000 annually to provide service until 3 a.m. six days a week
- Assumptions:
 - Service stays Advanced Reservation (Demand Response would make more sense to serve bars)
 - No major difference in taxi ridership vs. vehicle traffic (May need to assume increased ridership at bar close time.)

PUBLIC MEETINGS



- ❑ Next Advisory Committee Meeting
 - Tentatively set for September 25
- ❑ Tentative Dates and Locations for Public Meetings
 - Last week of October or first week of November
 - Three Meetings:
 - West Bend
 - Hartford
 - Germantown
- ❑ Advisory Committee will be presented with draft public meeting materials at the next Advisory Committee meeting