

Minutes of the Fourth Meeting

OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN ADVISORY COMMITTEE

DATE: April 25, 2017
TIME: 10:00 a.m.
PLACE: Auditorium
Ozaukee County Administration Center
121 W Main Street
Port Washington, WI 53704

Members Present

Kathy Geracie County Board Supervisor/Chair Public Works Committee, Ozaukee County
Chair
Barbara Bates-Nelson Executive Director, United Way of Northern Ozaukee County
Dr. Wilma Bonaparte Vice President, MATC Mequon
Jon Edgren Director, Ozaukee County Department of Public Works
Pam King Executive Director, Grafton Chamber of Commerce
Amber Koehler.....Manager, Ozaukee County Shared-Ride Taxi Services
Kathleen Schilling..... Executive Director, Ozaukee Economic Development
Carol Schneider..... Chief Executive Officer, Seek Staffing
Jeff Sponcia.....Manager of Planning, Milwaukee County Transit System
Blaine Szudajski.....Operations Supervisor, GO Riteway Transportation Group
(representing R.J. Bast)
Jason Wittek..... Transit Superintendent, Ozaukee County Department of Public Works
Jessica Wolff.....Director of Planning and Development, Village of Grafton

Guests and Staff Present

Kevin J. Muhs Deputy Director, SEWRPC
Xylia RuedaTransportation Planner, SEWRPC

ROLL CALL AND INTRODUCTIONS

Chairwoman Geracie called the meeting of the Ozaukee County Transit Development Plan Advisory Committee to order at 10:01 a.m. Attendance was taken by circulating a sign-in sheet. She then asked the Committee members, guests, and staff to introduce themselves.

CONSIDERATION AND APPROVAL OF MINUTES OF THE FEBRUARY 21, 2017 MEETING

Chairwoman Geracie 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 February 21, 2017. Mr. Sponcia stated that the second to last sentence in item number 21 should read “commuter bus routes” and clarified that the on-time performance percentage mentioned in the following sentence only applies to Route 143.

[Secretary’s note: Item number 21 of the minutes from the third Advisory Committee meeting on February 21, 2017, were edited to read, “Mr. Sponcia

mentioned that the 90 percent on-time performance measure as described in the performance standard is particularly difficult for commuter bus routes due to traffic congestion. He said the actual on-time performance experienced by MCTS on Route 143 is typically around 70 percent.”]

Ms. Bates-Nelson made a motion to approve the February 21, 2017, meeting minutes. Ms. Schilling seconded the motion and the Advisory Committee unanimously approved the minutes.

CONSIDERATION OF PRELIMINARY DRAFT CHAPTER III, “PUBLIC TRANSIT SERVICE OBJECTIVES AND STANDARDS,” OF SEWRPC COMMUNITY ASSISTANCE PLANNING REPORT NO. 331, “OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN”

Mr. Muhs reviewed the draft chapter and noted that the County is not necessarily expected to meet every standard listed in the chapter. He noted that the standards are meant as a baseline to compare against, and are heavily influenced by statewide transit standards developed by the Wisconsin Department of Transportation (WisDOT) in the mid 90s.

During the review of Objective No. 1 and its associated standards and performance measures, Committee members had the following questions or comments:

1. Ms. Wolff asked if the plan will mention the need to increase ridership. Mr. Wittek agreed that language on maximizing and increasing ridership should be included and that maximizing efficiency is certainly the goal. Mr. Muhs stated that Objective No. 2, “Provide efficient, safe, reliable, convenient, and comfortable transit services in Ozaukee” uses ridership and service effectiveness as a performance standard.
2. Mr. Wittek suggested that the text in the objective be modified to include all types of trips and not just job trips.

[Secretary’s note: Following the meeting, the text of Objective No. 1 was modified to add the words “and other destinations” after the words “commuting to jobs.”]

During the review of Objective No. 2 and its associated standards and performance measures, Mr. Muhs stated that there are known blanks throughout the text which would be filled in prior to the completion of the plan. Committee members had the following questions or comments:

3. Ms. Wolff suggested adding text which mentions connecting transit to other counties. Mr. Wittek suggested that the text could include cross-county connectivity. Mr. Muhs indicated that the Commission staff would modify the text of Objective No. 2.

[Secretary’s note: Following the meeting, the text “and between Ozaukee County and nearby Counties” was added to the end of Objective No. 2.]

4. In response to a question from Mr. Wittek regarding service denials, Mr. Muhs stated that the goal is to never have service denials but that Commission staff will work with the Advisory Committee and County staff to determine an appropriate percent of denials measure to be included under the Service Frequency and Availability Standard. Mr. Muhs added that an evaluation of shared-ride taxi service denials will be included in Chapter IV.

During the review of Objective No. 3 and its associated standards and performance measures, Committee members had the following questions or comments:

5. In response to a question from Ms. Schneider regarding the objective text, Mr. Muhs stated that it is worded in such a way as to permit elected officials the flexibility to balance the standards due to limited public funds.
6. Mr. Wittek noted an error on page 6. "Washington County Transit System" should read "Ozaukee County Transit System." Mr. Muhs said this correction will be made.
7. In response to a question from Ms. King regarding shared-ride statistics, Mr. Muhs stated that the only modification to the current text will be inserting numbers in the blank spots that he noted earlier.

DISCUSSION OF FIRST ROUND OF PUBLIC INVOLVEMENT MEETINGS FOR THE OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN

With agreement from the Committee, Mr. Muhs moved to item number 5 of the agenda. He stated that staff wanted the input of the entire Committee on the upcoming public involvement efforts, and therefore, wanted to discuss them now in case the meeting ran longer than 90 minutes. Committee members had the following questions or comments:

1. Mr. Muhs stated that June would be the earliest time to hold public informational meetings. He asked for suggested days and times from the Committee. Ms. Schneider suggested an early morning start time such as checking in at 7:00 a.m. and starting the meeting at 7:30 a.m. Ms. Schilling suggested the morning of Monday, June 12, 2017, as a meeting date to cater to representatives from businesses in the County who may attend as part of their job duties. In response to a question from Ms. King regarding if class would be in session at Milwaukee Area Technical College (MATC), Dr. Bonaparte stated that spring semester classes at MATC end on Friday, May 19, 2017.
2. In response to a question from Ms. Schilling regarding the number of public meetings and their locations, Mr. Muhs suggested hosting a meeting in the Port Washington area, one in the Grafton area, and one possibly in the Mequon area. Dr. Bonaparte added that she would be willing to host a meeting at the MATC - Mequon Campus. Ms. Schilling suggested the Ozaukee County Fair Grounds in Cedarburg as one of the locations for the meeting.
3. Ms. Schilling requested that the meeting have an interactive aspect to keep people engaged. Mr. Muhs stated the tentative outline of the meeting will have a brief presentation followed by a small group discussion. Ms. Geracie stated that people should be given the opportunity to ask questions. Ms. Wolff suggested feedback forms for attendants to fill out.
4. Ms. King asked if the Commission would be advertising for the event. Mr. Muhs said if they followed the actions from the last transit development plan, which was developed for Washington County, advertisements will be placed in newspapers and there would be flyers on public transit vehicles.
5. Mr. Wittek suggested free public transportation rides for members of the public who wish to attend any of the public meetings.

CONSIDERATION OF PRELIMINARY DRAFT CHAPTER IV, “EVALUATION OF THE OZAUKEE COUNTY TRANSIT SERVICES,” OF SEWRPC COMMUNITY ASSISTANCE PLANNING REPORT NO. 331, “OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN”

Mr. Muhs returned to item number 4 of the agenda. He reviewed the draft chapter and indicated that there are missing figures throughout the chapter that will be developed based on the analysis to be completed after the committee meeting.

[Secretary’s note: The Commission staff completed these analyses after the April 25, 2017, Advisory Committee meeting. The results and associated summary are included as Exhibit A. This information, upon review and consideration by the Advisory Committee, will be included in Chapter IV of the draft Ozaukee County Transit Development Plan.]

During the review of the Peer Systems section of the chapter, Committee members had the following questions or comments:

1. In response to a question from Mr. Wittek regarding the Washington County Commuter Express operating budget, Mr. Muhs stated that he will verify whether the operating budget is in fact the same as Ozaukee County’s operating budget.

[Secretary’s note: Commission Staff compared 2015 operating budgets reported to NTD data for Washington County and Ozaukee County. The data show that the overall operating expenses of Washington County and Ozaukee County are similar at \$1,106,249 and \$1,110,955, respectively. The operating budgets listed in Table 4-1 were rounded.]

2. In response to a statement made by Ms. Wolff regarding local fixed-route transit services provided in Waukesha County using MCTS buses, Mr. Muhs stated that this service is paid for by Waukesha County.
3. In response to a question from Ms. Wolff regarding the highlighted text on page 2 of the draft chapter and a question regarding the bus-on-shoulder initiative, Mr. Muhs stated that the idea is to work with WisDOT regarding this initiative after the State’s budget season. Mr. Muhs said that this will be discussed in further detail in Chapter V (Transit Service Alternatives) of the plan.
4. Mr. Muhs noted that the spelling error in the title on page 3 of the maps, tables, and figures handout will be corrected.
5. In response to a question from Ms. King regarding Washington County’s larger operating budget for their Shared-Ride Taxi service, Mr. Wittek stated that it’s higher because they serve a larger area than Ozaukee County.

During the review of the Performance Evaluation of the Ozaukee County Express section of the chapter, Committee members had the following questions or comments:

6. Responding to a question by Mr. Wittek about MCTS data, Mr. Sponcia stated that the Milwaukee County Transit System (MCTS) has limited data regarding passenger transfers—provided by the use of the M-Card—but the transit agency has not yet analyzed the data.

7. Responding to an inquiry from Ms. Wolff, Mr. Wittek stated that the chapter on alternatives (Chapter V) will address cross-county transportation services to surrounding counties. Mr. Muhs said there are shuttles services provided by private companies that currently serve Sheboygan County, specifically to the Kohler area.

8. Ms. Wolff suggested utilizing a hash fill on some of the maps to easily differentiate between the area types.

[Secretary's note: Map 4-4: Population in Milwaukee County Served by the Ozaukee County Express and Map 4-5: Employment in Milwaukee County Served by the Ozaukee County Express have been edited and are attached to these minutes as Exhibit B-1 and B-2, respectively.]

9. Responding to an inquiry from Ms. Wolff regarding using 2015 American Community Survey (ACS) data, Mr. Muhs noted that it was not used because the data provided by ACS is at a block and tract level and therefore is not directly comparable with an analysis performed with quarter-section data. In addition, some blocks or tracts in rural parts of Ozaukee County are larger than a quarter section, decreasing the level of precision used to analyze the population served by transit. Ms. Wolff suggested that text be added somewhere in the document to explain this.

[Secretary's note: The following text is proposed to be added to the end of the first full paragraph on page 6 of the Preliminary Draft Chapter IV: "Due to the size of census blocks and tracts in some areas of Ozaukee County, quarter section data developed from the 2010 U.S. Census were used to develop the estimates of population served, rather than more recent data from the American Community Survey."]

10. Responding to a suggestion made by Ms. Schilling, Mr. Wittek stated that although displaying a walking distance buffer from the bus stops on the maps would show the need for an improved transit system, it may not provide the desired effect due to the relatively large geographic area served by the Express.

[Secretary's note: Exhibit C to these minutes includes a map showing a quarter-mile walking distance buffer from the bus stops. This map was displayed at each table during the business-focused outreach meeting on June 20, 2017.]

11. Mr. Muhs said he would verify which month sample data was received by MCTS as noted on page 8.

[Secretary's note: Commission staff verified that the sample data from MCTS was collected in September 2016.]

12. Mr. Muhs noted that the Ozaukee County Express is slightly out of the acceptable range for one of the four performance measures under the Ridership and Service Effectiveness Standard as shown in Figure 4-4. He stated that this because a large proportion of the Express ridership comes from the Grafton area, meaning that the vehicles would have a low number of passengers on board for the additional miles of service to and from the Port Washington area. Ms. Geracie added that the data is taken from 2015—one of the worst years in transit usage in Ozaukee County, as shown in Table 2-1: Ozaukee County Express Service Ridership and Service Levels.

13. Mr. Muhs said the Travel Time Performance Standard (Table 4-5) shows the typical weekday travel time, which is usually the slowest travel time in a vehicle compared to the typical Express travel time. Mr. Wittek asked if it would be worthwhile to analyze the best case scenario for transit and auto to close the ratio gap. Mr. Muhs said the Commission could produce a table to show that information.

[Secretary's note: Exhibit D includes a revised Table 4-5, which compares both the maximum and minimum typical travel times for the Express and automobiles.]

During the review of the Performance Evaluation of the Ozaukee County Shared-Ride Taxi section of the chapter, Committee members had the following questions or comments:

14. Mr. Muhs stated that the Ozaukee County's Shared-Ride Taxi performs below the median on the three of the four service effectiveness standards and this may be a result of short, slow trips, or perhaps the amount of time spent in the denser parts of the County. Mr. Wittek stated that he is open to suggestions on how to improve in these measurements.
15. Responding to a statement made by Mr. Wittek regarding the difference in the farebox recovery ratio between the Washington County Shared-Ride Taxi and Ozaukee County Shared-Ride Taxi, Mr. Muhs said that there is a lower chance that there is a return trip filled in Washington County than one in Ozaukee County. Mr. Muhs used a trip which starts in West Bend and ends in Kewaskum as one that is less likely to be occupied in both directions.

OTHER BUSINESS

Mr. Wittek shared the draft brochure for the Ozaukee County Transit System which provides information on the shared ride taxi system such as fares and hours of operation.

NEXT MEETING

Ms. Geracie suggested that the next Advisory Committee meeting be held late July to give Commission staff time to compile data collected from public meetings. After discussing possible dates, the Committee tentatively agreed to hold their next meeting Tuesday, July 25, 2017 at 10:00 a.m. The date will be confirmed at a later date by Commission staff.

ADJOURNMENT

There being no further business to come before the Committee, on a motion by Ms. Schneider, seconded by Ms. Bates-Nelson, and carried unanimously, the meeting was adjourned at 11:36 a.m.

Respectfully submitted,

Kevin J. Muhs

KJM/CTH/JBS/XNR
#237282v2
7/14/2017

Attachments

Exhibit A

The following text will be inserted into Chapter IV after the fourth full paragraph on page 13 of the Preliminary Draft:

“Service Frequency and Availability Design and Operating Standard

The Service Frequency and Availability Standard recommends that Shared-Ride Taxi services should have a maximum advance reservation requirement of 24 hours, and seek to have an acceptable percentage of same day service requests denied. Based on ridership and service denial data from Ozaukee County for the three months within the first quarter of 2017, service denials account for 1.4%, 1.1% and 0.9%, respectively. Given that approximately 99% of rides were provided as requested during this time period, the Shared-Ride Taxi meets this standard.

Service Travel Speeds Design and Operating Standard

The Service Travel Speeds Standard requires that demand-response transit services average travel speeds of at least 10 miles per hour for the duration of a passenger’s trip. The Shared-Ride Taxi meets this standard in a sample of trips taken from a month of trip logs in May 2017. Speeds in this sample of trips range from 4 to 55 miles per hour, with an average speed of 24 miles per hour.”

The following text will be inserted into Chapter IV after the third full paragraph on page 14 of the Preliminary Draft:

“On-Time Travel Performance Standard

The On-Time Performance Standard states that 90 percent of trips should begin between 15 minutes before or after their scheduled passenger pick up time for shared-ride taxi services. Data for the Shared-Ride Taxi service from May 2017 were used to develop Table 4-9, which shows that the service is currently not meeting the standard for 15 minutes before and after the scheduled time. In response to Advisory Committee input during the meeting on February 21, 2017, Commission staff also analyzed the performance standard utilizing 30 minutes before or after the scheduled passenger pick-up. Based on the analysis utilizing the 30 minute standard, the Shared-Ride taxi service meets this performance standards.”

The following new table will be inserted on page 27 of the Preliminary Draft of Chapter IV: Maps, Tables and Figures. Subsequent tables will be renumbered accordingly.

Table 4-9
ON-TIME PERFORMANCE OF THE OZAUKEE COUNTY SHARED-RIDE TAXI: MAY 2017

Number of Early Pickups and Drop-offs (minutes early)						Number of Late Pickups and Drop-offs (minutes late)					
Less than 15	16-30	31-45	46-60	Greater than 60	Total	Less than 15	16-30	31-45	46-60	Greater than 60	Total
2,751	1,282	270	57	19	4,379	1,978	1,053	222	61	61	3,375
Total Number of Pickups in May 2017*											7,754
Percent Pickups and Drop-offs over 15 minutes early					37.2%	Percent Pickups and Drop-offs over 15 minutes late					41.4%
Percent of On-Time Pickups (between 30 minutes early or 30 minutes late)											91.1%
Percent of On-Time Pickups (between 15 minutes early or 15 minutes late)											61.0%

*May 4, 2017 was not included in the total due to equipment upgrades that resulted in erroneous data.

Source: *Specialized Transport Services, Inc. and SEWRPC*

Exhibit A

The following text will be inserted into Chapter IV in the first paragraph on page 15 of the Preliminary Draft:

“Travel Time Performance Standard

The Travel Time Performance Standard encourages that travel times by transit be kept reasonable in comparison to travel times by automobiles for similar trips. Table 4-10 compares average travel times between 10 randomly selected origin-destination pairs for users of the Shared-Ride Taxi service to travel times by private automobile for the same journey, and shows that the ratio between transit travel times and automobile travel times does not exceed 1.75 on average. This result indicates an acceptable difference in travel time between private automobile travel and travel using the Shared-Ride Taxi, meeting this standard.”

Exhibit A

The following new table will be inserted on page 29 of the Preliminary Draft of Chapter IV: Maps, Tables and Figures. Subsequent tables will be renumbered accordingly.

Table 4-10

**TRAVEL TIME COMPARISON BETWEEN THE
OZAUKEE COUNTY SHARED-RIDE TAXI AND AUTOMOBILES FOR SELECTED TRIPS**

Trip Origin	Trip Destination	Travel Time (minutes)		Difference (minutes)	Ratio (transit to automobile)
		Shared-Ride Taxi	Automobile		
Advanced Healthcare 1777 W. Grand Ave, Port Washington	Private Residence 6144 Mondloch Dr, Belgium	27	15	12	1.8
Private Residence N33w7030 Buchanan St, Cedarburg	Circle B Recreation 6261 State Road 60 Cedarburg	24	8	16	3.0
Portal, Inc. 1015 Cedar Creek Rd, Grafton	Private Residence 1010 W Sunset Rd, Port Washington	39	13	26	3.0
Walmart 825 E Green Bay Ave, Saukville	Gas Station W63N121 Washington Ave, Grafton	17	14	3	1.2
AccuQuest Hearing Centers N54 W6135 Mill St Cedarburg	Private Residence 205 Green Bay Rd, Cedarburg	21	8	13	2.6
Private Residence 524 Main St, Belgium	Private Residence 1599 N Port Washington Rd, Grafton	18	17	1	0.90
Private Residence 1468 County Road I, Saukville	Concordia University 12800 N Lake Shore Dr, Mequon	23	20	3	1.2
Private Residence N68w5791 Bridge Commons Ct, Cedarburg	Medical Office W62n179 Washington Ave, Cedarburg	10	8	2	1.25
Private Residence 3794 Highland Dr, Grafton	Milwaukee County Line County Line & 57, Brown Deer	25	22	3	1.1
Gas Station 1326 W Sunset Rd, Port Washington	Grocery Store 810 E Green Bay Ave, Saukville	6	7	-1	0.9

Source: Specialized Transport Services, Inc. and SEWRPC

Exhibit A

The following updated figure will replace Figure 4-1 on the first page of the Preliminary Draft of Chapter IV: Maps, Tables and Figures.

Figure 4-1

SUMMARY OF THE RESULTS OF THE PERFORMANCE EVALUATION OF THE OZAUKEE COUNTY TRANSIT SERVICES

Objective	Standard	Express	Shared-Ride Taxi
<u>Objective No. 1</u> Meeting the demand and need for transit services	Commuter Bus Service	Fulfilled	Not Applicable
	Shared-Ride Taxi Service	Not Applicable	Fulfilled
	Major Activity Centers	Partially Fulfilled	Fulfilled
	Population	Partially Fulfilled	Fulfilled
	Employment	Partially Fulfilled	Fulfilled
<u>Objective No. 2</u> Operating safely, reliably, conveniently, comfortably, and efficiently	Route Design	Partially Fulfilled	Not Applicable
	Bus Stop and Park & Ride Lot Design	Partially Fulfilled	Not Applicable
	Vehicle Age and Condition	Not Applicable	Fulfilled
	Service Frequency and Availability	Partially Fulfilled	Fulfilled
	Service Travel Speeds	Partially Fulfilled	Fulfilled
	Passenger Demand	Fulfilled	Fulfilled
	Ridership and Service Effectiveness	Partially Fulfilled	Partially Fulfilled
	On-Time Performance	Not Fulfilled	Partially Fulfilled
	Travel Time	Partially Fulfilled	Fulfilled
<u>Objective No. 3</u> Achieving the other objectives at the lowest possible cost	Fare Structure	Fulfilled	Fulfilled
	Operating Expenses	Partially Fulfilled	Fulfilled
	Cost Effectiveness	Not Fulfilled	Fulfilled

Exhibit B-1

Map 4-4

POPULATION IN MILWAUKEE COUNTY SERVED BY THE OZAUKEE COUNTY EXPRESS

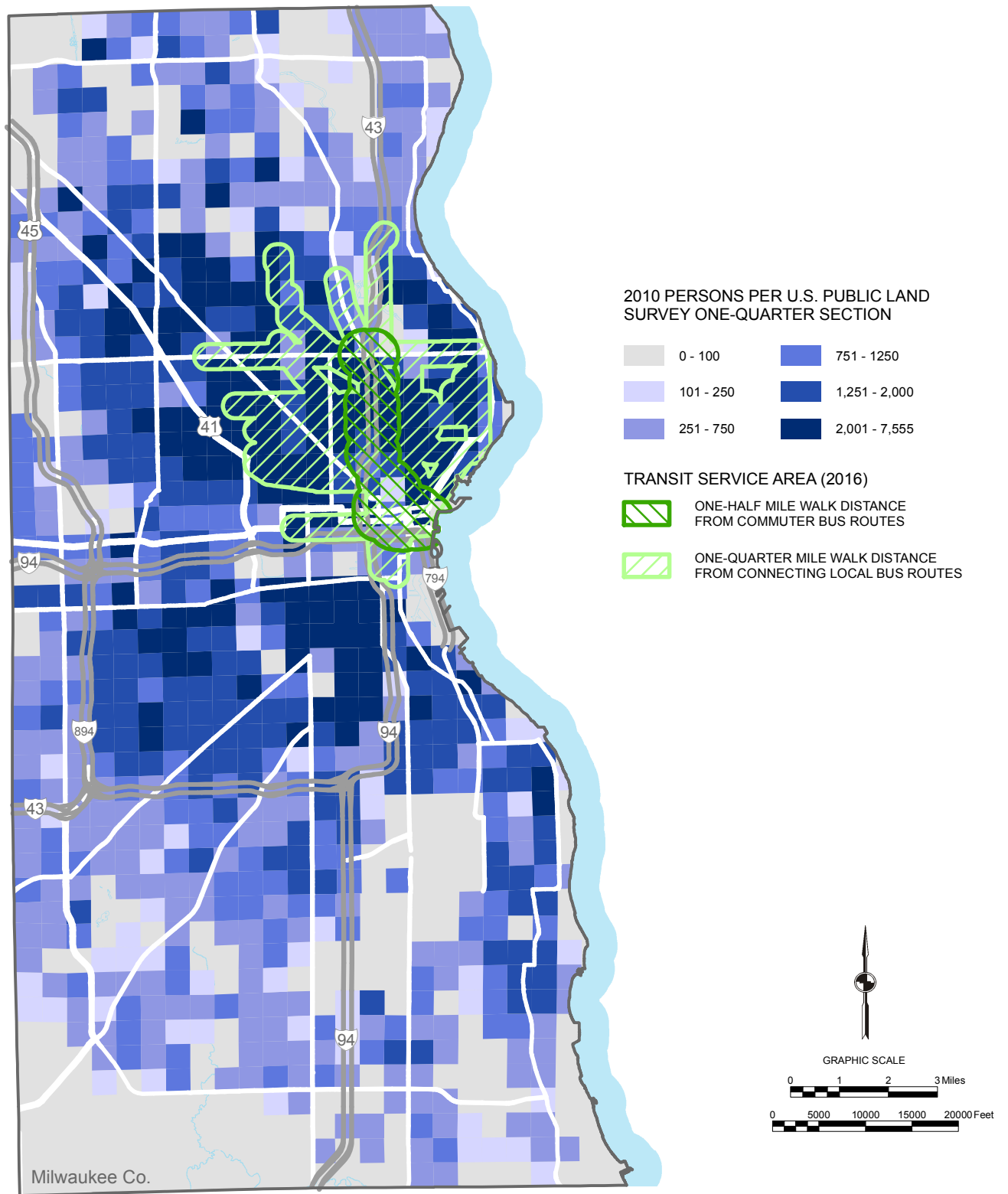
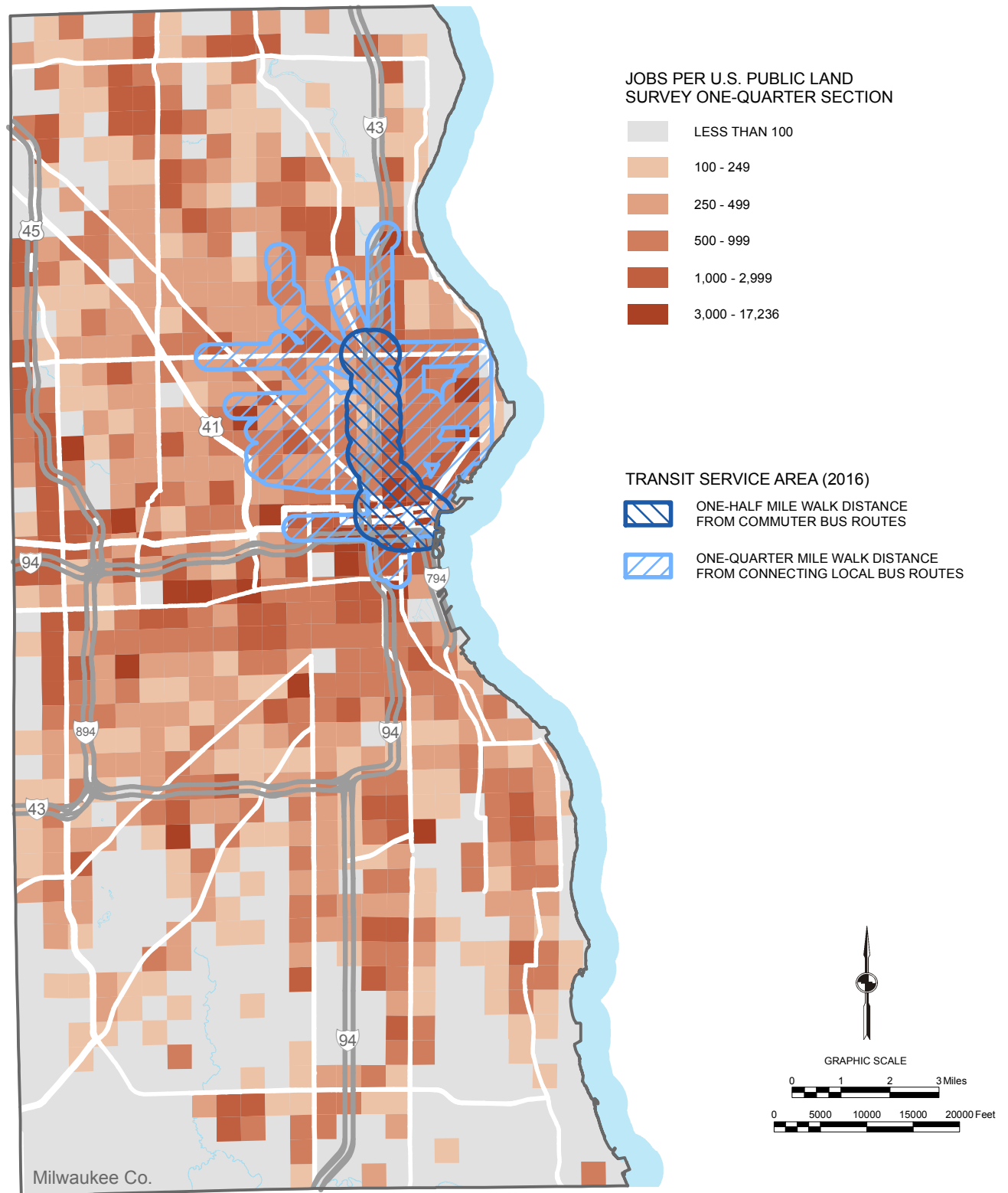


Exhibit B-2

Map 4-5

EMPLOYMENT IN MILWAUKEE COUNTY SERVED BY THE OZAUKEE COUNTY EXPRESS



Source: SEWRPC

EMPLOYMENT IN OZAUKEE COUNTY SERVED BY SHARED-RIDE TAXI CONNECTING TO THE OZAUKEE COUNTY EXPRESS AND WALK ACCESS TO OZAUKEE COUNTY EXPRESS STOPS

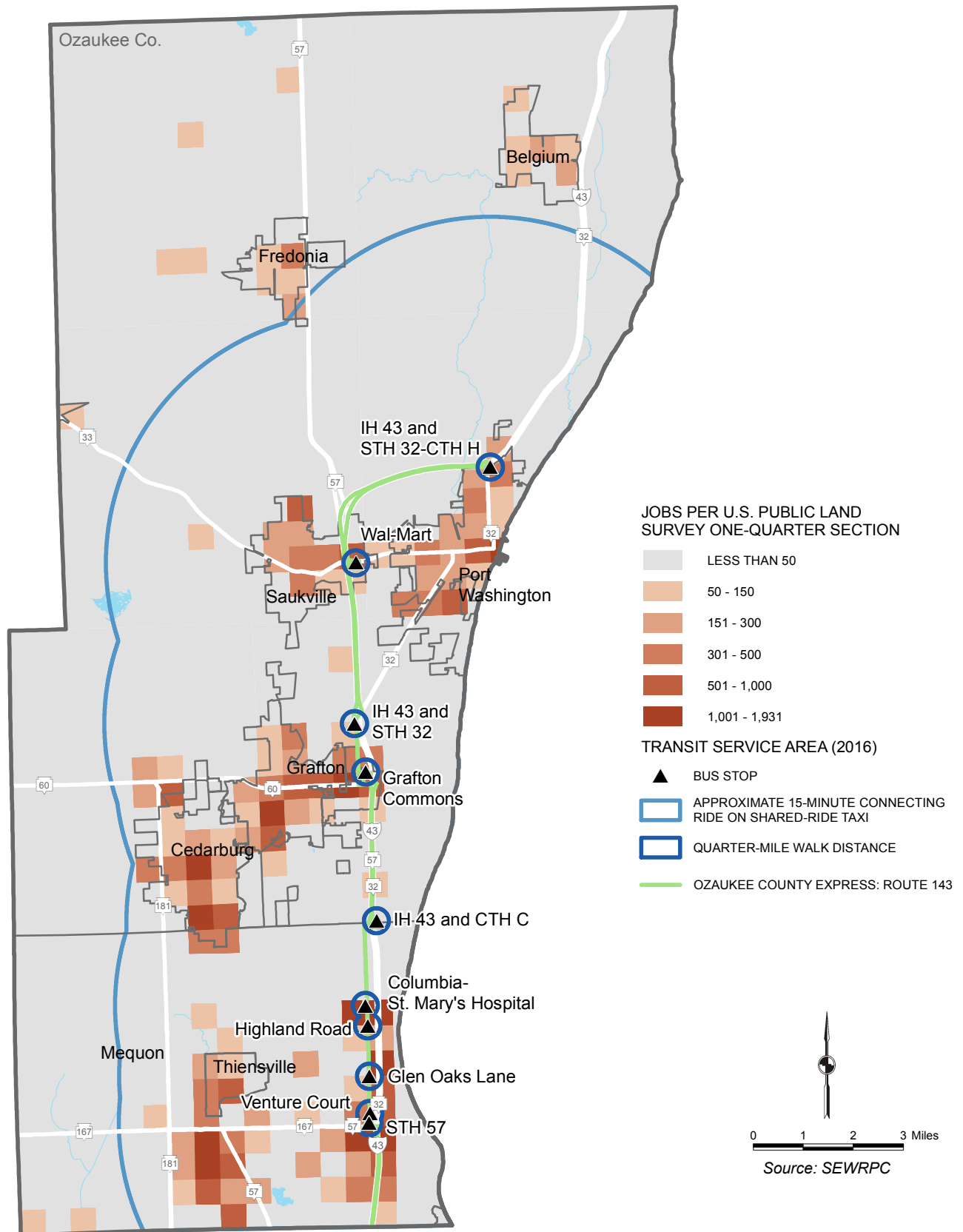


Exhibit D

Table 4-5

TRAVEL TIME COMPARISON BETWEEN THE OZAUKEE COUNTY EXPRESS AND AUTOMOBILES: MINIMUM AND MAXIMUM TYPICAL TRAVEL TIMES

Traditional Commute Trips									
Trip Origin	Trip Destination	Minimum Typical Travel Time (minutes)				Maximum Typical Travel Time (minutes)			
		Express	Automobile ^a	Difference (minutes)	Ratio (transit to automobile)	Express	Automobile	Difference (minutes)	Ratio (transit to automobile)
Port Washington Park & Ride	E. Wisconsin Avenue & N. Cass Street	54	30	24	1.80	59	31	28	1.90
Grafton Commons		39	23	16	1.70	52	25	27	1.93
Venture Court		27	18	9	1.50	38	17	21	2.24
E. Wisconsin Avenue & N. Cass Street	Port Washington Park & Ride	59	29	30	2.03	73	31	42	2.35
	Grafton Commons	35	22	13	1.59	52	25	27	1.93
	Venture Court	27	18	9	1.50	39	17	22	2.29

Exhibit D

Reverse Commute Trips									
Trip Origin	Trip Destination	Minimum Typical Travel Time (minutes)				Maximum Typical Travel Time (minutes)			
		Express	Automobile ^a	Difference (minutes)	Ratio (transit to automobile)	Express	Automobile	Difference (minutes)	Ratio (transit to automobile)
N. 6 th Street & W. Highland Ave.	Grafton Commons	28	20	8	1.40	38	23	15	1.65
N. 7 th Street & W. North Ave.		34	18	16	1.89	34	21	13	1.62
N. 6 th Street & W. Highland Ave.	Venture Court	24	16	8	1.50	24	15	9	1.60
N. 7 th Street & W. North Ave.		20	14	6	1.43	20	13	7	1.54
Grafton Commons	N. 6 th Street & W. Highland Ave.	44	21	23	2.10	44	23	21	1.91
	N. 8 th Street & W. North Ave.	36	19	17	1.89	36	21	15	1.71
Venture Court	N. 6 th Street & W. Highland Ave.	33	16	17	2.06	33	15	18	2.20
	N. 8 th Street & W. North Ave.	24	14	10	1.71	25	13	12	1.92

^aMinimum travel times for automobiles were derived from free flow travel occurring during off-peak travel periods

Source: MCTS and SEWRPC

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7/14/2017
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