

Minutes of the 2nd Meeting of the

WAUKESHA AREA TRANSIT DEVELOPMENT PLAN ADVISORY COMMITTEE

DATE: July 10, 2019

TIME: 1:00 p.m.

PLACE: Waukesha Metro Administration and Maintenance Facility
2311 Badger Drive
Waukesha, WI

Members Present

Jennifer Andrews Director of Community Development, City of Waukesha
Community Development Department

Tim Casey (alternate for Amanda Payne) Director of Economic Development,
Waukesha County Center for Growth

Dan Ertl Director of Community Development, City of Brookfield

Kathy Gale Executive Director, Eras Senior Network

Tom Hagie Administrator, Town of Brookfield

Evonne Johnson Transportation Manager, School District of Waukesha

Nancy Justman President/CEO, Visit Brookfield

Maria Pandazi City Planner, City of Waukesha Community Development Department

Joe Peterangelo Senior Researcher, Wisconsin Policy Forum

Jenna Wampole Vice President of Administration, Easter Seals of Southeast Wisconsin

Guests and Staff Present

Fred Abadi Director of Public Works, City of Waukesha

Brian Engelking Transit Director, City of Waukesha Metro

Christopher Hiebert Chief Transportation Engineer, SEWRPC

Hamideh Moayyed Intern, Eras Senior Network

Kevin Muhs Executive Director, SEWRPC

Xylia Rueda Transportation Planner, SEWRPC

Jennifer Sarnecki Principal Transportation Planner, SEWRPC

ROLL CALL AND INTRODUCTIONS

Chair Gale called the second meeting of the Waukesha Area Transit Development Plan Advisory Committee to order at 1:02 p.m. Ms. Gale thanked everyone for attending and noted that attendance was taken by circulating a sign-in sheet for signature. Ms. Gale asked the Committee members, guests, and staff to introduce themselves.

CONSIDERATION AND APPROVAL OF MINUTES OF THE APRIL 10, 2019, MEETING

Ms. Gale indicated that the Committee is being asked to consider approval of the minutes of the April 10, 2019, meeting. She asked if the Committee members had any changes, and upon hearing none, called for a

motion. Ms. Andrews made a motion to approve the minutes for the meeting held on April 10, 2019. The motion was seconded by Mr. Ertl, and the Advisory Committee unanimously approved the minutes.

CONSIDERATION OF CHAPTER II, “EXISTING TRANSIT SERVICES AND TRAVEL PATTERNS FOR WAUKESHA METRO TRANSIT AND WAUKESHA COUNTY TRANSIT”, OF SEWRPC COMMUNITY ASSISTANCE PLANNING REPORT NO. 336, “WAUKESHA AREA TRANSIT DEVELOPMENT PLAN: 2021-2025”

At the request of Ms. Gale, Ms. Sarnecki provided a summary of Chapter 2, which had been provided to the Committee members prior to the meeting. Ms. Sarnecki stated that City of Waukesha and Waukesha County staff provided changes to the chapter, prior to the meeting, which will be noted throughout the overview. Ms. Sarnecki directed members and guest to two updated tables, Table 2.6, Waukesha Metro Service Ridership and Service Levels and Table 2.8, Annual Operating Expenses, Revenues, and Assistance for Waukesha Metro Fixed-Route Service, to reflect updated information from Waukesha Metro staff. Copies of the updated tables were provided to those present and were posted on the Advisory Committee’s website after the meeting at the following location: <http://www.sewrpc.org/SEWRPC/Transportation/TransitDevelopmentPlans/WaukeshaArea/agendas-minutes-materials.htm>.

The following questions and comments were made during Ms. Sarnecki’s overview of Chapter 2 of the Waukesha Area Transit Development Plan:

1. Responding to a question from Mr. Ertl, Ms. Sarnecki clarified that the decline in local assistance for transit funding as compared to the forecasted amount in the previous Transit Development Plan, as mentioned on page 5 of the preliminary draft chapter, refers to public local assistance, not private funds.
2. Ms. Sarnecki noted the description for Route 5 and Route 6 on page 13 will be updated to reflect the correct township limits from Town of Brookfield to Town of Waukesha.
3. Ms. Sarnecki noted that the cost of Waukesha Metro’s 31-day pass is relatively lower than its peers, and that the Transit Development Plan will include a review of fares and recommend changes as needed.
4. In response to a question from Mr. Ertl, Mr. Muhs stated that the language on page 17 of Chapter 2 would be updated with more specificity, indicating that Waukesha County provides the local portion of the operating assistance for the portion of the Gold Line service between Brookfield Square Mall and 124th Street. Mr. Muhs further noted that the operating expenses are covered through Federal, State, and local funds, and fares. Mr. Engelking added that the farebox recovery rate for the Gold Line is approximately 30 percent. Responding to a request made by Ms. Gale, Mr. Muhs stated that Commission staff will work with Waukesha Transit staff to clarify the language regarding funding sources and consider updating the map to identify the sources of local assistance.

[Secretary’s Note:

Commission staff updated Map 2.6 to indicate which jurisdictions contribute local assistance for routes with shared funding sources. The updated Map 2.6, Waukesha County Bus Routes, is included as Attachment A.]

5. Ms. Sarnecki indicated that corrections were made to Table 2.6 to include all boarding passengers, including children under 4 years of age and transfer passengers, and references in

Chapter 2 will be updated accordingly. A draft revised Table 2.6 was distributed to those present at the meeting and posted on the Advisory Committee's website after the meeting.

6. Responding to a question from Mr. Ertl regarding transit service effectiveness, Mr. Muhs stated that transit speed can be increased by increasing the distance between bus stops but noted that eliminating bus stops reduces local access to transit. He continued that bus rapid transit (BRT) provides improved speed of service with increased stop spacing, incorporating off-board fare payment, and implementing transit signal priority at busy intersections
7. Responding to a question from Mr. Casey, Mr. Muhs stated that Commission staff does not have ridership data from transportation network companies such as Uber and Lyft. Mr. Muhs noted that the information gathered from the Commission's next regional travel survey could provide insight into personal trips and travel time for modes such as Uber and Lyft. Mr. Hiebert noted that the next survey would be conducted during years 2021 and 2022.
8. Ms. Sarnecki indicated that corrections were made to Table 2.8 and the corresponding text in Chapter 2 to include boarding passengers. Responding to an inquiry made by Mr. Abadi, Mr. Engelking stated that the differences between the total operating expenses and total operating assistance is attributed to the approximately \$200,000 in non-fare revenue.

[Secretary's Note:

The farebox revenues for years 2014 through 2018 in Table 2.8 were updated after the meeting to include advertising revenues and revenue that the City of Waukesha receives from Waukesha County for administrative services. A revised Table 2.8 is included as Attachment B.]

9. Responding to questions from Ms. Gale, Mr. Muhs noted that the State provides some operating assistance for paratransit. He further added that the funds from the State are typically insufficient to fund paratransit services, requiring local governments to contribute a substantial amount to fund paratransit services. Mr. Engelking commented that paratransit services are not allowed to charge more than two times the fare of the fixed-route system, such that the percent of expenses recovered through revenues is low (5.8 percent in 2018), as compared to the percent of expenses recovered through revenues for the fixed-route transit system (16.7 in 2018). In response to a question from Ms. Gale, Mr. Engelking noted that the City of Waukesha Metrolift paratransit service began charging agency fares to managed care organizations in the middle of 2012 and Waukesha County paratransit began charging agency fares in early 2013 to address the high number of ride requests from managed care organizations. Mr. Engelking added that once the agency fares, which charge a higher rate than complementary paratransit service, were implemented in 2012 trip requests from managed care organizations decreased and continued to decline through 2015, with no requests after 2016, which is reflected in Table 2.9, "Operating and Service Characteristics of the Complementary Paratransit Service for People with Disabilities."
10. In response to a request from Mr. Hagie, Ms. Sarnecki stated that Commission staff would verify what transit services are included in the revenue and assistance totals in Figure 2.5, "Waukesha County Transit Service Operating Expenses, Revenues, and Assistance." In addition, Mr. Hagie requested that Commission staff provide a version of Figure 2.5 that summarizes operating expenses, revenue, and operating assistance. Responding to a question from Mr. Hagie, Mr. Engelking noted that the decrease in operating expenses coincide with the decrease in State and Federal assistance shown in Figure 2.5. Mr. Muhs added that the due to levy limits, the County must reduce operating expenses to account for decreases in State and Federal Assistance.

[Secretary's Note: Following the Advisory Committee meeting, Commission staff verified that Figure 2.5 includes operating expenses, fare revenues, and assistance for Waukesha County's fixed-route transit and paratransit services. In addition, a version of Figure 2.5 has been developed to include operating expenses, total operating assistance, and fare revenue. The updated figure (Figure 1, "Waukesha County Transit Operating Expenses, Total Operating Assistance, and Fare Revenue," is provided as Attachment C.)]

11. In response to a question from Mr. Casey, Mr. Muhs noted that the final State budget does not include the provision in Governor Evers' proposed budget to create a transit capital assistance program to aid in the replacement of buses for eligible applicants, which recommended \$10 million annually. Mr. Muhs indicated that the adopted State budget includes the Governor's recommendation for a ten percent increase in general transportation aids and paratransit aids.
12. Responding to a question from Mr. Hagie, Mr. Muhs stated that 492 completed survey questionnaires were returned, representing approximately 20 percent of the average weekday trips made in 2012. Mr. Hiebert added that surveys were distributed to all passengers that took a trip on Waukesha Metro on the day the survey was conducted. Mr. Muhs clarified that Table 2.13, Socioeconomic Characteristics of Weekday Transit Riders on Waukesha County Transit: October 2012, represent transit riders on Waukesha County Transit 900-series routes.
13. In response to a question from Mr. Peterangelo, Mr. Muhs stated that the analysis of Waukesha County Transit routes did not include the designated JobLines Routes, since Waukesha County does not currently provide funding for the one remaining route at the time of the Advisory Committee meeting, Route 57 to Menomonee Falls. Mr. Muhs further noted that the original JobLines, Routes 6 (New Berlin Industrial Park) and 61 (Menomonee Falls), were created in 2014 and funded with Zoo Interchange settlement funds until 2018. In 2018, Milwaukee County appropriated additional funds to reconfigure existing Milwaukee County Transit System Routes 57 and 22 to continue to serve Menomonee Falls, and the portion of Route 57 that serves Waukesha County is scheduled to cease service on August 24, 2019, due to lack of funding. In response to a request from Mr. Peterangelo, Mr. Muhs noted that service change information related to the JobLines will be added to the text in Chapter 2. Mr. Casey further noted that employers have requested transit services to Menomonee Falls and have expressed interest in contributing funds.

[Secretary's Note: Commission staff proposes adding text to Chapter 2 in the section entitled, Progress Implementing the Previous Transit Development Plans for Waukesha County Transit, which describes the JobLines Routes service and history. The proposed text is included as Attachment D.]

14. In response to a comment by Mr. Casey, Mr. Muhs noted that the low-density development pattern typical of locations beyond the current urban transit service area creates a challenge to providing efficient fixed-route transit services. Mr. Muhs further indicated that potential first-or last-mile connections to employment destinations will be addressed through the alternatives section of the Transit Development Plan.

There being no further discussion, Chapter 2 of the Waukesha Transit Development Plan was approved with noted edits, on a motion by Ms. Andrews, seconded by Mr. Ertl, and carried unanimously by the Committee.

DISCUSSION OF OBJECTIVES AND STANDARDS FOR WAUKESHA METRO AND THE WAUKESHA COUNTY TRANSIT SYSTEM

Mr. Muhs directed Committee members and guests to Figure 3.1, which describes the objectives, principles, standards, and performance measures that are proposed to evaluate current and potential alternative transit services for Waukesha Metro and Waukesha County Transit. He stated that the performance measures are based on national and regional standards to evaluate where the services operate, how they operate in terms of efficiency, safety, reliability, etc., and the cost of transit services. Mr. Muhs clarified that the Flexible Service category includes any transportation service that is not fixed-route such as an employer shuttle, Lyft/Uber, or a smaller transit vehicle that provides flexible service. Mr. Muhs continued that the Commuter Bus Service category is defined as long distance transit service that operates along major corridors, and the Local Bus Service category primarily serves neighborhoods. Mr. Muhs stated that Commission staff intends to incorporate the Committee's comments received today on the draft Figure 3.1, and will provide a complete Chapter 3 for approval at the next meeting.

The following questions and comments were raised by the Committee members during Mr. Muhs' presentation on transit system objectives and standards:

1. Mr. Casey recommended the text in Objective 1 of Figure 3.1 be revised to include planned development in addition to existing development. Mr. Muhs stated that since the performance standards are intended to quantify the number of activity centers, people, jobs, and land areas with transit supportive densities and seek to maximize the number of areas served by existing services and potential future services Commission staff would update Objective 1 to include a reference to planned development.

[Secretary's Note:

Objective 1 now reads "Public transit should efficiently serve the travel needs of residents and employers within the City of Waukesha and Waukesha County, connecting to major activity centers, population centers, and areas of employment, which are fully developed *or planned to be* developed to medium or high densities.]

2. Responding to a question from Ms. Gale, Mr. Muhs stated that the affordability of fares can be included in Objective 2 based on input from the Advisory Committee, as it is a policy decision. Mr. Ertl noted that adding affordability to the standard without qualifiers may be challenging. Mr. Muhs continued that the affordability of fares will be considered in the alternatives section of the Transit Development Plan in relation to when periodic fare increases should occur.
3. In response to Mr. Casey, Mr. Muhs noted that Objective 3 includes a standard for fare structure and that fares of peer transit agencies are reviewed as part of the performance evaluation in Chapter 4.

Mr. Muhs asked if there were any further questions or comments regarding the Objectives, Principles, Standards, and Performance Measures. There were none. Ms. Gale noted that no action would be needed on this item.

DISCUSSION OF POSSIBLE ALTERNATIVE TRANSIT SERVICES BASED ON POPULATION AND EMPLOYMENT DENSITY

Ms. Sarnecki directed Committee members and guests to the second handout showing four maps, which had been provided to the members prior to the meeting. She stated that the four maps show Waukesha County and Waukesha Metro transit services based on population and employment density using quarter section data provided by the U.S. Census American Community Survey and from SEWRPC's 2010 employment survey. Ms. Sarnecki further noted that the thresholds for areas with adequate population and employment to support fixed-route transit included approximately 2,000 people per quarter section and 640 jobs per quarter section, and were based on nationally recognized standards.

The following questions and comments were raised by the Committee members during Ms. Sarnecki's presentation:

1. Responding to a suggestion made by Mr. Ertl, Mr. Muhs noted that a combined map, showing housing and employment data, has not been created but such an analysis could identify quarter sections that exceed thresholds for transit supportive land uses. Mr. Muhs added that this analysis could be conducted as part of the alternatives portion of the transit development plan to identify potential areas to consider for flexible transit services.
2. Responding to a question from Ms. Gale, Mr. Hiebert stated that jobs in the healthcare field fall into the service category.
3. Responding to a question from Ms. Pandazi, Mr. Muhs said that Commission staff can provide definitions for job categories—especially those categories which may be often served by lower waged employees in the service industry. He also added that locations of jobs in specific categories that may be more likely to attract transit riders could be considered as part of the alternatives process.

[Secretary's Note:

Following the Advisory Committee meeting, Commission staff verified the types of jobs within SEWRPC employment categories of retail, industrial, and services. The Retail category includes any retail trade jobs where products are sold, including restaurants and bars. The Industrial category includes manufacturing, construction, and wholesale trade jobs. The Service category includes jobs that provide services (not products), such as health care, education, baking, real estate, lodging, repairs, and entertainment.]

4. Responding to questions by Mr. Casey and Ms. Justman, Mr. Muhs that quarter section data was taken from the 2010 U.S. Census and does not include recent development along the Bluemound Road corridor such as the Corners. Mr. Hiebert further noted that travel forecasts take into account local input regarding new employment and population. Mr. Casey indicated that the Waukesha Center for Growth can assist with gathering information on recent and planned development along the Bluemound Road Corridor.
5. Mr. Ertl complimented the work performed by Commission staff.
6. Mr. Casey noted that conversations are needed regarding the Bluemound Road corridor, including jobs and housing. He added that there are opportunities to discuss cost sharing arrangements with

businesses along existing transit corridors such as Bluemound Road, to consider partnerships, including sponsorships. Mr. Casey further noted that future conversations should include the placement of bus shelters and bus shelter designs.

Mr. Muhs asked if there were any further questions or comments regarding the population and employment density maps. There were none. Ms. Gale noted that no action would be needed on this item.

NEXT MEETING OF THE WAUKESHA AREA TRANSIT DEVELOPMENT PLAN ADVISORY COMMITTEE

Mr. Muhs stated that the next meeting of the Advisory Committee will occur in October. The suggestion was made to have the next meeting tentatively scheduled for Wednesday, October 2, 2019, at 1:00 p.m. The Committee members agreed and Commission staff subsequently sent a calendar appointment to Advisory Committee members.

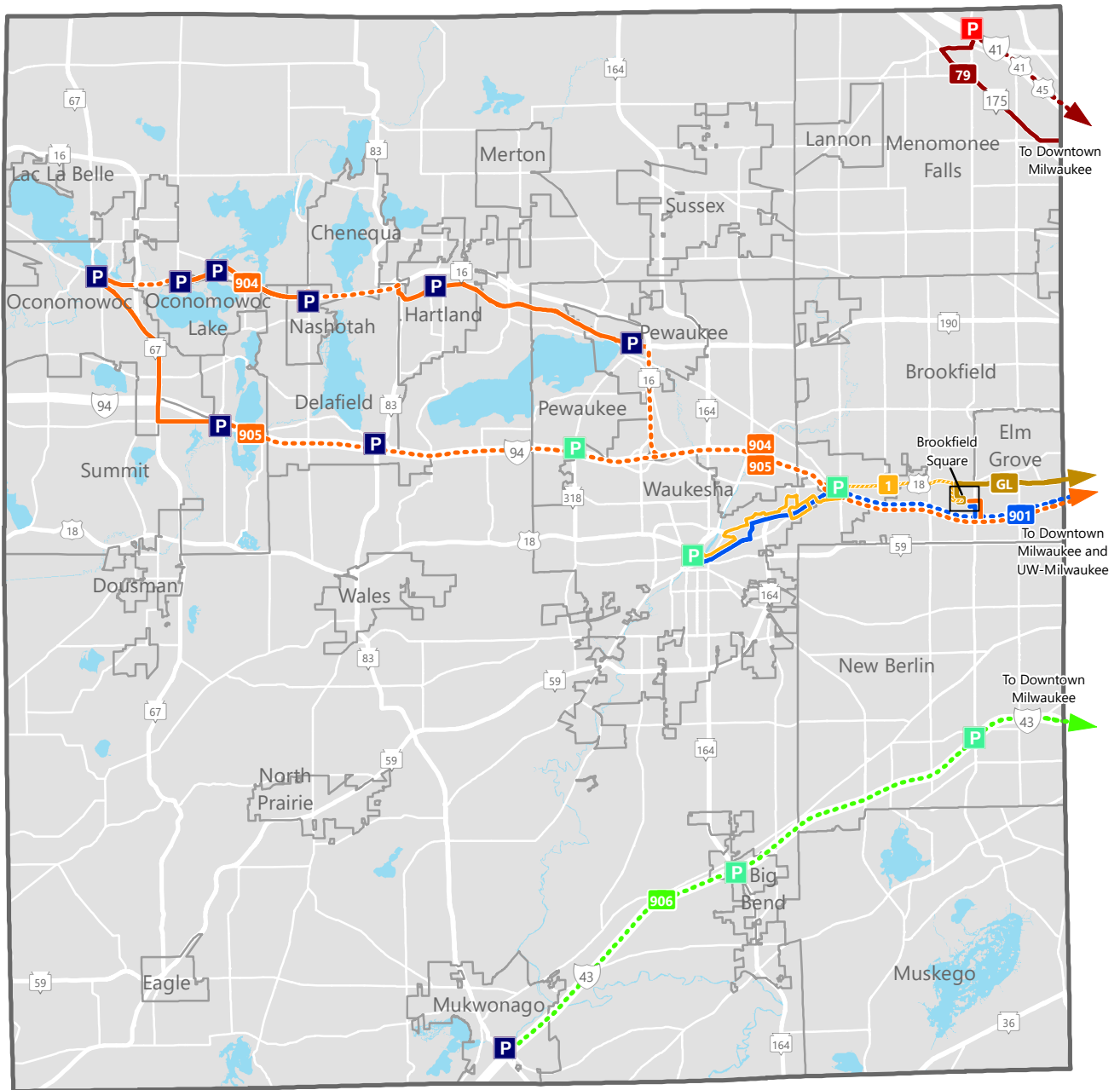
ADJOURNMENT

There being no further business to come before the Committee, on a motion by Mr. Hagie, and seconded by Mr. Ertl, and carried unanimously, the meeting was adjourned at 2:42 p.m.

Respectfully submitted,

Kevin J. Muhs
Recording Secretary

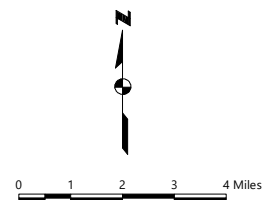
Map 2.6
Waukesha County Bus Routes



WAUKESHA COUNTY TRANSIT

- NON-FREEWAY SERVICE
- - - FREEWAY SERVICE
- GL MCTS GOLD LINE EXTENSION (LOCAL ASSISTANCE FROM WAUKESHA COUNTY)
- 79 MCTS MENOMONEE FALLS FLYER (PORTION OF LOCAL ASSISTANCE FROM WAUKESHA COUNTY)
- 1 WAUKESHA METRO ROUTE 1 (LOCAL ASSISTANCE FROM WAUKESHA COUNTY)
- 1 WAUKESHA METRO ROUTE 1 EXTENSION (LOCAL ASSISTANCE FROM WAUKESHA COUNTY)

- 901 WAUKESHA MILWAUKEE EXPRESS
- 904 OCONOMOWOC MILWAUKEE EXPRESS
- 905 OCONOMOWOC MILWAUKEE EXPRESS
- 906 MUKWONAGO MILWAUKEE EXPRESS
- P PARK-RIDE LOT
- P PARK-RIDE LOT EASTERN FARE ZONE
- P PARK-RIDE LOT WESTERN FARE ZONE



Source: Waukesha County Transit, Waukesha Metro Transit, and SEWRPC

Attachment B

Table 2.8

Annual Operating Expenses, Revenues, and Assistance for Waukesha Metro Fixed-Route Service^a

Characteristics	Year					Change 2014-2018	
	2014	2015	2016	2017	2018	Number	Percent
Services Provided							
Total Vehicle Miles	664,100	665,000	656,800	648,200	661,700	-2,400	-0.4
Total Vehicle Hours	51,400	51,500	52,200	51,900	52,000	600	1.2
Boarding Passengers	706,447	695,391	643,451	630,003	619,500	-86,947	-12.3
Expenses and Revenues							
Operating Expenses	\$4,461,883	\$4,213,060	\$4,235,681	\$4,271,922	\$4,351,816	-\$110,067	-2.5
Farebox Revenues ^b	\$773,826	\$794,946	\$770,570	\$746,345	\$725,635	-\$48,191	-6.2
Percent of Expenses							
Recovered through Revenues	17.3	18.9	18.2	17.5	16.7	-0.7	-3.9
Operating Assistance							
Federal	\$495,453	\$437,064	\$427,876	\$463,571	\$468,941	-\$26,512	-5.4
State	\$2,177,710	\$2,088,221	\$2,111,666	\$2,055,379	\$1,973,893	-\$203,817	-9.4
Local	\$1,014,894	\$892,929	\$925,570	\$1,006,627	\$1,183,347	\$168,454	16.6
Total	\$3,688,057	\$3,418,214	\$3,465,111	\$3,525,577	\$3,626,181	-\$61,876	-1.7
Per Trip Data ^c							
Operating Expenses	\$6.32	\$6.06	\$6.58	\$6.78	\$7.02	\$0.71	11.2
Farebox Revenue	\$1.10	\$1.14	\$1.20	\$1.18	\$1.17	\$0.08	6.9
Total Operating Assistance	\$5.22	\$4.92	\$5.39	\$5.60	\$5.85	\$0.63	12.1
Local Operating Assistance	\$1.44	\$1.28	\$1.44	\$1.60	\$1.91	\$0.47	33.0
Operating Expenses Per Mile	\$6.72	\$6.34	\$6.45	\$6.59	\$6.58	-\$0.14	-2.1
Operating Expenses Per Hour	\$86.81	\$81.81	\$81.14	\$82.31	\$83.69	-\$3.12	-3.6

^a Data shown for Waukesha Metro Transit include those associated with the Route 1 Extension, which are also accounted for in the Waukesha

^b Farebox revenues include advertising revenues and revenue that the City of Waukesha receives from Waukesha County for administrative services

^c Per trip data calculated using boarding passengers, which includes boardings on the Route 1 Extension.

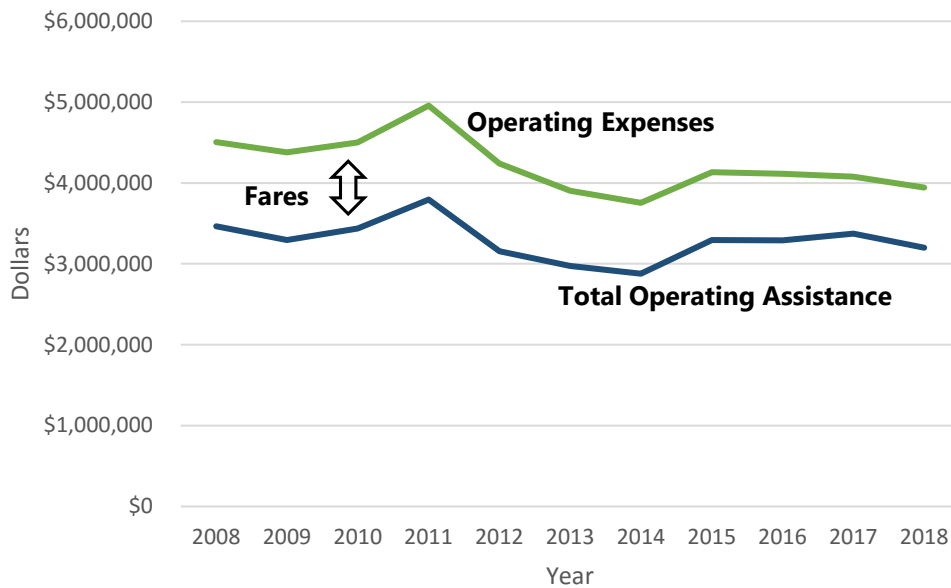
Notes:

Operating Expenses and Revenues are from financial statements for Waukesha Metro (City) and Waukesha County.

Source: Waukesha Metro Transit and SEWRPC

Attachment C

Figure 1. Waukesha County Transit Operating Expenses and Total Operating Assistance



Note: Includes Waukesha County Transit operating expenses and total operating assistance for years 2008 through 2018. Fare revenues make up the difference between operating expenses and total operating assistance.

Source: Waukesha Metro Transit and SEWRPC

Attachment D

Proposed additional text for Chapter 2, Existing Transit Services and Travel Patterns for Waukesha Metro Transit and Waukesha County Transit, in the section entitled, Progress Implementing the Previous Transit Development Plans for Waukesha County Transit:

Two routes between the City of Milwaukee and employment centers in Waukesha County were implemented in 2014 as part of a settlement between the Wisconsin Department of Transportation and a coalition of social justice advocates. The two routes, marketed as the "JobLines" routes, included Route 6 to the New Berlin Industrial Park and Route 61 to Menomonee Falls and Germantown. In 2018, ridership on Route 6 was approximately 145 passengers per day, and Route 61 had approximately 825 passengers per day. The temporary funding for the "JobLines" routes ended in December 2018 and Route 6 to the New Berlin Industrial Park ceased service in December 2018.

Although Route 61 ended service in January 2019, Milwaukee County appropriated funds and adjusted existing Route 57 to continue to serve Menomonee Falls through the summer of 2019, allowing additional time to potentially secure non-tax levy funding to continue the service into Waukesha County after August 2019. Milwaukee County and Waukesha County explored opportunities to enter into a cost-sharing agreement to continue Route 57. However, the ridership (162 rides per day) and route productivity (4.2 passengers per revenue hour) of the portion of Route 57 in Waukesha County was less than half the 10 passengers per revenue hour that Waukesha County considers enough to recommend that a transit service be funded. As a result of the end of the temporary funding, Route 57 ceased service into Waukesha County in August 2019.