

Minutes of the 4th Meeting of the

WAUKESHA AREA TRANSIT DEVELOPMENT PLAN ADVISORY COMMITTEE

DATE: December 11, 2019
TIME: 1:00 p.m.
PLACE: Waukesha Metro Administration and Maintenance Facility
2311 Badger Drive
Waukesha, WI

Members Present

Kathy GaleExecutive Director, Eras Senior Network
Chair
Dan Ertl.....Director of Community Development, City of Brookfield
Prasanna Nanda.....Director, University of Wisconsin-Milwaukee Transportation Services
Maria Pandazi City Planner, City of Waukesha Community Development Department
Mary Check Smith..... Manager, Waukesha County Department of Health and Human Services
Aging and Disabilities Resource Center

Guests and Staff Present

Fred Abadi Director of Public Works, City of Waukesha
Brian Engelking Transit Director, City of Waukesha Metro
Kevin Muhs..... Executive Director, SEWRPC
Xylia Rueda Transportation Planner, SEWRPC
Jennifer Sarnecki..... Principal Transportation Planner, SEWRPC

ROLL CALL AND INTRODUCTIONS

Chair Gale called the fourth meeting of the Waukesha Area Transit Development Plan Advisory Committee to order at 1:03 p.m. Ms. Gale thanked everyone for participating 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 OCTOBER 2, 2019, MEETING

Ms. Gale indicated that the Committee is being asked to consider approval of the minutes of the October 2, 2019, meeting. She asked if Committee members had any changes, and upon hearing none, called for a motion. Mr. Ertl made a motion to approve the minutes for the meeting held on October 2, 2019. The motion was seconded by Mr. Nanda, and the Advisory Committee unanimously approved the minutes.

CONSIDERATION OF CHAPTER IV, “EVALUATION OF WAUKESHA METRO TRANSIT AND WAUKESHA COUNTY TRANSIT SERVICES”, OF SEWRPC COMMUNITY ASSISTANCE PLANNING REPORT NO. 336, “WAUKESHA AREA TRANSIT DEVELOPMENT PLAN: 2021-2025”

At the request of Ms. Gale, Ms. Sarnecki reviewed a presentation summarizing the results of the performance evaluation documented in Chapter IV.

The following questions and comments were raised by the Committee members during Ms. Sarnecki's presentation on the evaluation of transit services:

1. Mr. Nanda asked if the evaluation of activity centers served as shown on Map 4.1, Major Activity Centers within the Study Area for Waukesha Metro, included an analysis of transit service frequency. Mr. Muhs noted that the comparison of major activity centers within one-quarter mile service of a Waukesha Metro route does not address the transit service frequency or time of service. Mr. Muhs added that Commission staff do not have information regarding shift times and noted that routes providing hourly frequencies may not be convenient for passengers.
2. Mr. Ertl requested changes related to Map 4.3, Transit Needs Index for Waukesha County, to clarify that the map is considering population characteristics. Mr. Muhs responded that Commission staff will add the language to Chapter 4 and update the title to reflect Mr. Ertl's comments.

[Secretary's note:

In response to Mr. Ertl's comments, the title of Map 4.3, Transit Needs Index for Waukesha County has been changed to, "Residents in Waukesha County with High Transit Needs." The section title in Chapter 4 has been subsequently changed to "Residents with High Transit Needs," and the corresponding text has been updated to consistently reference "transit needs" categories, rather than "transit dependent" categories.]

3. Ms. Gale asked if the population data used for the transit needs analysis are from the 2010 U.S. Census. Mr. Muhs responded that the population data are based on the 2010 U.S. Census and includes modifications provided by the U.S. Census' American Community Survey, which provides five-year estimates from a series of population samples for certain characteristics.
4. In regard to Map 4.5, Employment Served by Waukesha Metro Transit, Mr. Ertl inquired about the type of employment that exists on STH 164, north of IH 94 in the City of Pewaukee and if manufacturing jobs tend to result in a greater utilization of public transportation. Ms. Pandazi noted that the employment within the business park at that location includes a large proportion of corporate call centers. Ms. Gale agreed and added that the area also includes manufacturing and office jobs. Mr. Muhs responded that the propensity to ride transit can be best correlated with wages rather than business sector. Some call center jobs, which are located on STH 164, tend to generate lower wages, and therefore, those employees may have a greater need for public transportation services to access those jobs.
5. Ms. Gale noted that she is aware of transportation challenges to Orthopaedic Associates of Wisconsin, which Mr. Engelking indicated is located in the Town of Delafield, and outside of the City of Waukesha transit service area. Mr. Ertl indicated that Orthopaedic Associates will soon be developing a new location at Brookfield Square, which currently has transit service from the City of Waukesha and from Milwaukee County.
6. In reference to Map 4.6, Waukesha Metro Relative Population plus Employment Score for Transit Supportive Land Uses by Quarter Section and Existing Transit Service Areas, Mr. Ertl indicated that the data and analysis utilized to develop the map can help reinforce bus routing decisions, particularly when talking to elected and appointed officials.

7. Ms. Sarnecki noted that in response to Advisory Committee input to consider the accessibility of bus stops, Commission staff propose conducting a bus stop inventory as part of the Route Design and Operations Standard review to determine whether each Waukesha Metro Transit and Waukesha County Transit bus stop in Waukesha County has a bus pad, nearby curb ramp, accessible sidewalks, and bus signage. Ms. Sarnecki requested input from the Advisory Committee regarding the proposal to conduct a bus stop inventory. Mr. Ertl asked how the bus stop inventory would be used by the City of Waukesha and Waukesha County. Mr. Muhs responded that the Federal Transit Administration provides funding through the Section 5310 program to improve mobility for seniors and people with disabilities that could be utilized to build accessible paths to bus stops and improve signage. Mr. Engelking noted that the proposed bus stop inventory will help address a recommendation from the 2018 Transit System Management Performance Review conducted every five years on behalf of the Wisconsin Department of Transportation that Waukesha Metro Transit develop a plan to assess bus stop conditions, prioritize bus stop improvements, and establish an annual budget for continued accessibility improvements. Ms. Gale asked if Commission staff will use a standardized data collection tool. Mr. Muhs responded that a standard checklist will be developed and photos can be linked to each bus stop location within the database. Mr. Engelking noted that Waukesha Metro has purchased low floor buses over the past 15 years in order to increase wheelchair access and the inventory will supplement their efforts to identify the percentage of bus stops that are accessible. Ms. Gale asked if the bus stop inventory will include a review of nearby curb ramps and Mr. Muhs responded that it would review the accessibility of the closest curb ramp to each bus stop. Ms. Gale noted the challenge to individuals trying to access a bus stop after it snows and inquired who is responsible for snow clearance from a sidewalk and curb ramp. Mr. Engelking responded that the property owner abutting the sidewalk is responsible for snow clearance. Mr. Abadi added that the City of Waukesha is responsible for clearing roadway intersections. Mr. Abadi further noted that the clearance of sidewalks is enforced when a complaint is received. Mr. Nanda asked how long property owners had to clear the sidewalk. Mr. Abadi responded that property owners have 12 hours after the snow event ends to clear the sidewalk. Mr. Muhs indicated that there is a national conversation debating if sidewalk clearance should be a local government responsibility rather than the responsibility of property owners but noted that the cost would be prohibitive for many local governments under current State limitations on local government revenues.
8. In regard to the Route Design and Operations Standard discussion, Ms. Gale inquired if Route 6, which serves the Fox Run Shopping Center on West St. Paul Avenue, has experienced changes in ridership due to the imminent closing of the Sentry food store. Mr. Engelking responded that there has been a slight increase in ridership recently on Route 6 to access the shopping center. Ms. Gale asked if the anticipated development, which may include housing, would change ridership levels. Ms. Pandazi noted that housing has been proposed but the City of Waukesha has not approved any specific development at this time. Mr. Muhs indicated that additional development, such as new apartments, typically generate ridership.
9. During the discussion about Waukesha Metro Transit Route Productivity, Ms. Gale asked how Commission staff determines productivity of route segments. Mr. Muhs noted that Commission staff carefully reviews the ridership data by segment to identify areas for potential routing changes and suggested that the Advisory Committee review Map 4.7, Waukesha Metro Transit Route Productivity per Scheduled Bus Trip over Segments (page A-28) and compare it to Map 4.8, Waukesha Metro Transit Route Productivity per Mile over Segments (page A-29). Mr. Muhs indicated that Map 4.7 displays boardings and alightings per scheduled bus trip, and therefore more frequent routes may appear to be less productive under this measure, whereas, Map 4.8 shows the number of passenger boardings and alightings per segment mile. Mr. Muhs noted the difference between the two comparison methods for Route 1, which has the most frequent service, or

scheduled bus trips, resulting in some segments that are considered less productive on Map 4.7. However, when Route 1 segment productivity is evaluated on a per mile basis, the performance improves slightly on some segments, particularly near Moreland Boulevard. Mr. Muhs added this comparison could also be utilized when reviewing segments 8-3 and 7-4, which change from most productive to least productive between Map 4.7 and Map 4.8. The comparison of segment 7-4 indicates that some segments with limited service, such as school trips, appear to perform well per bus trip, but do not perform well when evaluated on a per mile basis. Segment 8-3 provides relatively high levels of transit service with daytime frequencies of 30 minutes, which generate high ridership per mile but low ridership per scheduled bus trip. Ms. Check Smith asked how many passenger trips on average were made to the Waukesha County Health and Human Services on Route 9. Mr. Engelking responded that ridership on Route 9 to the Waukesha County Health and Human Services building is generally strong and added that Waukesha Metro increased the frequency to every 30 minutes a few years ago to address overloading on the route. Mr. Muhs stated and Ms. Check Smith agreed that the bus stop at the Waukesha County Health and Human Service building is well designed and serves the population utilizing the facility, including children, very well.

10. In reference to Map 4.11, Waukesha County Activity Centers Served by Waukesha County Transit Route 901 Reverse Commute (page A-37), Ms. Gale asked how many employees with jobs in Waukesha County need transit and if this is related to their wages. Mr. Muhs responded that it is difficult to estimate the need because potential employees may not consider a job in Waukesha County if they depend on transit to get to work. Ms. Gale mentioned the JobLines route that served the New Berlin Business Park but did not seem to generate many passengers. Mr. Muhs added that the JobLines route had some ridership but it did not meet the performance standard of 10 passengers per revenue vehicle hour. He noted that employees that are making \$12.00 - \$15.00 per hour may be less willing to commute by bus over one hour when a similar paying job could be found closer to their home.
11. Ms. Gale asked if the operating expenses per revenue vehicle hour comparison for Waukesha County Transit and the peer group as shown in Figure 4.16, Operating Expenses Performance Standard: Comparison of Waukesha County Transit to Peer Group for Associated Performance Measures (page A-48), reflects the costs for Wisconsin Coach Lines, and if so, what alternatives exist. Mr. Muhs responded that the expenses per revenue vehicle hour are dictated by the costs of services contained with the County's operating contracts with Wisconsin Coach Lines. An alternative service provider in the Region is Go Riteway Transportation Group, but they typically do not bid on Waukesha County Transit's contracts.
12. In reference to Figure 4.18, Service Effectiveness Measures for Waukesha County Transit Routes (page A-53), Mr. Nanda asked if the Waukesha County Board reduced the number of trips. Mr. Muhs indicated that the County Board reduced the number of trips for the 901, 904/905, and 906, starting in 2020 and added that the commuter routes do not perform well from stops in Lake Country, but have strong ridership from the Goerke's Corners Park and Ride Lot and continuing east into Milwaukee County. Mr. Muhs noted that the Waukesha Area Transit Development Plan may consider an alternative transit service where the commuter routes begin service at Goerke's Corners Park and Ride Lot, but noted that this option would result in transit services that are no longer Countywide. Mr. Engelking noted that there was significant debate regarding Route 906 from the Village of Mukwonago. He indicated that Route 906 had high levels of ridership in the past and indicated that the lowest performing stop was at the Valley View Park and Ride Lot located at IH 43 and Moorland Road in the City of New Berlin. Mr. Engelking indicated that there is a public hearing on potential service reductions to Routes 904/905 in response to reduced ridership

in outlying areas in Waukesha County. Mr. Muhs noted that the County Board considers performance measure data when reviewing transit service options and potential reductions.

[Secretary's note: In response to the 2020 Waukesha County Budget, the service on Route 906 was changed from three eastbound trips and three westbound trips to one eastbound trip and one westbound trip in 2020. One westbound trip on Route 905 was eliminated. In addition, fares for Waukesha County Transit routes increased \$0.25, resulting in an adult cash fare of \$3.75 in the eastern fare zone and \$4.50 in the western fare zone. These changes were effective January 2, 2020.]

13. Mr. Ertl inquired about the status of the IH 94 East-West reconstruction project and if congestion mitigation funds could be used to enhance regional transit or study how transit could utilize roadway shoulders to reduce traffic congestion. Mr. Muhs responded that funds are not currently dedicated for the IH 94 project but that the Wisconsin Department of Transportation has been in discussions with the Federal Highway Administration regarding the project. Mr. Muhs noted that if the State determines to fund the reconstruction of IH 94 between 70th Street and 16th Street in Milwaukee County, there may be mitigation funding available. Mr. Muhs stated that bus on shoulder or dedicated lanes for buses during traffic congestion, which Commission staff plans to study in greater detail in 2020, could improve travel times but would require a change in state law that currently prohibits vehicles from driving on the freeway shoulders.
14. There being no further discussion, Chapter 4 of the Waukesha Area Transit Development Plan was approved with noted edits to update the title of Map 4.3 and associated text to refer to residents in Waukesha County that have population characteristics associated with high transit needs, on a motion by Ms. Check Smith, seconded by Mr. Nanda, and carried unanimously by the Committee.

PRESENTATION OF PRELIMINARY PROPOSAL FOR THE FIRST ROUND OF PUBLIC OUTREACH FOR THE WAUKESHA AREA TRANSIT DEVELOPMENT PLAN

Mr. Muhs introduced the agenda topic noting that the Advisory Committee provided direction to Commission staff during the October 2, 2019, meeting to conduct targeted public involvement to business groups, assembled focus groups, students, and established groups that have an interest in public transportation. Mr. Muhs indicated that Commission staff will work with staff at the City of Waukesha and Waukesha County to reach out to elected officials and agencies, such as the Aging and Disabilities Resource Center of Waukesha County. Mr. Muhs then directed the Advisory Committee to the handout entitled, Preliminary List of Organizations for the First Round of Public Outreach for the Waukesha Area Transit Development Plan, included as Attachment 1 to the meeting minutes and requested input on the list and approach for public outreach. The following questions and comments were generated as part of the discussion regarding the first round of public outreach for the Waukesha Area Transit Development Plan.

1. Ms. Check Smith asked how the focused outreach would be implemented. Mr. Muhs responded that Commission staff is flexible regarding implementation of the outreach but added that it would likely include initial outreach to organizations to assess their interest in transit, followed by a more structured meeting, potentially with a larger group to generate feedback on transit needs and potential transit service changes. Mr. Muhs noted that Commission staff has discussed holding a separate outreach event with the Waukesha County Business Alliance, which would likely include members of their Infrastructure Policy Committee and additional interested businesses. In addition,

Commission staff would be interested in meeting with students and other organizations that serve individuals that may be reliant on public transportation.

2. Mr. Nanda indicated that the University of Wisconsin Milwaukee at Waukesha would be interested in hosting a meeting and offered to connect Commission staff with individuals at the Waukesha campus. Ms. Sarnecki indicated that she would be the point of contact for the Commission.
3. Ms. Gale asked if Commission staff will be conducting a formal survey. Mr. Muhs responded that the goal of this round of input includes both an educational component regarding existing services and a request to gather input on transit needs and potential transit service options, which may not be effectively communicated through a community-wide survey at this stage of the process.

DISCUSSION OF NEXT MEETING OF THE WAUKESHA AREA TRANSIT DEVELOPMENT PLAN ADVISORY COMMITTEE

Mr. Muhs indicated that a meeting date has not been set but that Commission staff is considering a future meeting in mid-April, at which time the Advisory Committee will be presented with a summary of feedback from the focused outreach and an initial list of potential transit service alternatives for consideration.

ADJOURNMENT

There being no further business to come before the Committee, on a motion by Mr. Ertl, and seconded by Mr. Nanda and carried unanimously, the meeting was adjourned at 2:39 p.m.

Respectfully submitted,

Kevin J. Muhs
Recording Secretary

ATTACHMENT 1

Preliminary List of Organizations for the First Round of Public Outreach for the Waukesha Area Transit Development Plan

Business Outreach

- Waukesha-Ozaukee-Washington Workforce Development Board, 30-minute presentation scheduled for March 12, 2020
- Waukesha County Business Alliance – Members of the Infrastructure Policy Committee and additional interested businesses will be invited to a TDP-specific event

Organizations Serving Individuals Who Use Public Transit

Kathy Gale and Sarah Harvey have made preliminary contacts or have established relationships with the following organizations. The format and location will vary depending on each organizations' customers and location. For example, some groups, such the Adaptive Community Approach Program, could host their own meeting, while other organizations could be invited to a combined discussion, such as James Place or The Women's Center.

- Adaptive Community Approach Program
- Wisconsin Independent Learning College
- Saratoga Heights
- East Terrace Apartments
- La Casa Village
- National Alliance for Mental Illness – Waukesha County
- James Place (City of Waukesha)
- Lake Area Free Clinic
- Lake Country Cares
- Mukwonago Food Pantry
- Waukesha County Food pantry
- Hope Center
- Sussex Area Outreach
- Hebron House
- St. Vincent De Paul
- Hispanic Health Resource Center
- La Casa de Esperanza
- The Women's Center – Waukesha