

Minutes of the 6th Meeting of the

**WAUKESHA AREA TRANSIT DEVELOPMENT PLAN ADVISORY COMMITTEE**

DATE: February 2, 2021

TIME: 10:00 a.m.

PLACE: Virtual and call-in

**Members Present**

Kathy Gale .....Executive Director, Eras Senior Network  
Chair  
Jennifer Andrews ..... Director of Community Development,  
City of Waukesha Community Development  
Sarah Butz ..... Director, Community Benefit, ProHealth Care  
Dan Ertl .....Director of Community Development, City of Brookfield  
Tom Hagie ..... Administrator, Town of Brookfield  
Evonne Johnson .....Transportation Manager, School District of Waukesha  
Maria Pandazi ..... City Planner, City of Waukesha Community Development Department  
Amanda Payne ..... Vice President, Public Policy, Waukesha County Business Alliance  
Joe Peterangelo ..... Senior Researcher, Public Policy Forum  
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  
Michelle Beasley ..... Budget Analyst, Waukesha County Public Works  
Rhiannon Cupkie ..... Administration Manager, Waukesha County Public Works  
Brian Engelking ..... Transit Director, City of Waukesha Metro  
Brandon Matthews ..... Transportation Demand Management Coordinator, SEWRPC  
Kevin Muhs ..... Executive Director, SEWRPC  
Christopher Hiebert ..... Chief Transportation Engineer, SEWRPC  
Xylia Rueda ..... Transportation Planner, SEWRPC  
Jennifer Sarnecki ..... Principal Transportation Planner, SEWRPC

**ROLL CALL AND INTRODUCTIONS**

Chair Gale called the sixth meeting of the Waukesha Area Transit Development Plan Advisory Committee to order at 10:05 a.m. Ms. Gale thanked everyone for participating. Attendance was taken by verbal rollcall.

**CONSIDERATION AND APPROVAL OF MINUTES OF THE JUNE 16, 2020, MEETING**

Ms. Gale indicated that the Committee is being asked to consider approval of the minutes of the June 16, 2020, meeting. She asked if Committee members had any changes, and upon hearing none, called for a motion. Ms. Payne made a motion to approve the minutes for the meeting held on June 16, 2020. The motion was seconded by Mr. Peterangelo, and the Advisory Committee unanimously approved the minutes.

## **CONSIDERATION OF ADDITIONAL MATERIAL FOR CHAPTER 4 REGARDING THE BUS STOP AND PARK-RIDE LOT DESIGN STANDARD FOR WAUKESHA METRO TRANSIT AND WAUKESHA COUNTY TRANSIT**

At the request of Ms. Gale, Ms. Rueda reviewed a presentation (available [here](#)) summarizing the additional material for Chapter 4 (available [here](#)) documenting the performance evaluation established from the bus stop inventory. Ms. Rueda noted that edits to Table 4.4 will be made to include the jurisdiction of where stops of the example photos are located. Following her presentation, Mr. Muhs stated that the inventory was performed based on the request made by the Advisory Committee. He added that further analysis and prioritization for improvements would be needed. He indicated that although there are many stops which indicate no shelter present does not necessarily mean that Commission staff would recommend a shelter at every one of those bus stops. The following questions and comments were raised by the Committee members during Ms. Rueda's presentation:

1. Responding to Ms. Gale's inquiry, Mr. Muhs stated that potential funding sources such as Federal Transit Administration 5310 (FTA 5310) could identify which stops or amenities should be prioritized. Mr. Muhs added that newly constructed stops are usually required to be compliant with the American Disabilities Act (ADA).
2. Responding to an inquiry made by Mr. Ertl, Mr. Muhs stated that analyzing the sidewalk and pedestrian network between the bus stops was outside the initial scope but Commission staff could assist the City of Brookfield with completion of an ADA Transition Plan to identify deficiencies and a set of actions to address any deficiencies. Ms. Sarnecki noted that Commission staff received sidewalk data from the City of Waukesha, which could be utilized in future planning efforts.

There being no further discussion, the additional material for Chapter 4 of the Waukesha Area Transit Development Plan was approved with noted edits to Table 4.4 on a motion by Ms. Andrews, seconded by Ms. Johnson, and carried unanimously by the Committee.

### **DISCUSSION OF "ROUTE 1 ENHANCEMENTS"**

At the request of Ms. Gale, Ms. Sarnecki reviewed a presentation (available [here](#)) detailing two options to enhance transit service between the downtown Waukesha Transit Center and the Milwaukee East-West Bus Rapid Transit route.

The following questions and comments were raised by the Advisory Committee members following Ms. Sarnecki's overview of the Route 1 enhancements:

1. Responding to inquiries made by Mr. Ertl, Mr. Muhs stated that although Congestion Mitigation and Air Quality (CMAQ) funds provide approximately \$10 - \$11 million annually, it may take a few funding cycles to fully complete the route enhancements. He added that the CMAQ funds could be used for the incremental approach to address items such as traffic signal prioritization. Mr. Muhs stated that it is too early to make any assumptions regarding the new administration and transit funding. He expressed optimism regarding the most recent COVID-19 relief bill.

[Secretary's Note: On November 15, 2021, President Biden signed the Infrastructure, Investment, and Jobs Act, or IJA (also referenced as the Bipartisan Infrastructure Law (BIL)), which authorizes up to \$108 billion for federal public transportation programs, including \$13 billion for CMAQ for Federal Fiscal Years 2022 through 2026. It is expected that the locally-available amount of funding for the CMAQ program has increased to

approximately \$15 million annually. Other programs included in the IIIA may also provide funding opportunities.]

2. Regarding the options presented for transit enhancements along Waukesha Metro Route 1, Mr. Peterangelo asked if the options would extend to the Milwaukee Regional Medical Center (MRMC). Ms. Sarnecki confirmed that both options would extend to the MRMC, but that Option 1 would implement transit enhancements incrementally while Option 2 would be completed through one coordinated project and would require significant upfront funding. Mr. Muhs added that discussions are ongoing between Milwaukee County, Waukesha County, and the City of Waukesha to address the service between Brookfield Square and the MRMC. To give context to the Committee, Mr. Peterangelo stated that the East-West Bus Rapid Transit (BRT) project in Milwaukee County was a 7-year effort, from planning to construction.
3. Responding to inquiries made by Ms. Gale, Mr. Muhs stated that a conversation with Milwaukee County, City of Milwaukee, and City of Wauwatosa would need occur to determine the local match for transit enhancements in Milwaukee County. In response to a question from Ms. Gale regarding whether new vehicles would be required to implement bus rapid transit, Mr. Muhs indicated new vehicles with consistent branding are typically part of a bus rapid transit project. Mr. Muhs noted that Commission staff could perform the bus rapid transit feasibility study, including analyzing potential ridership, if the request was made.
4. Ms. Payne asked if there have been initial discussions with Milwaukee County regarding the continuation of transit service between the western limits of the BRT and Waukesha County and inquired if she could assist. Mr. Engelking stated that significant discussions will be made in the next six months to help inform future budget estimates. Mr. Abadi agreed that major participation between the jurisdictions, including Waukesha County, would be needed and indicated his appreciation of Ms. Payne's willingness to help.

Mr. Muhs closed the discussion by stating that Commission staff would welcome any suggestions to the different routings within the City as well as any feedback on the transit travel time versus service coverage area tradeoffs.

## **DISCUSSION OF “WAUKESHA METRO ROUTE REDESIGN OPTIONS”**

At the request of Ms. Gale, Ms. Sarnecki reviewed a presentation (available [here](#)) on route alignments, route productivity and modifications to consider to the Waukesha Metro Transit System. Ms. Sarnecki stated that Commission staff is seeking Committee guidance during this process.

The following questions and comments were raised by the Advisory Committee members following Ms. Sarnecki's overview of the route redesign options:

1. Mr. Muhs informed the Advisory Committee that no major changes were considered, and only minor changes were made to the transit system resulting from the last Waukesha Area TDP in 2012. Mr. Muhs inquired if there was interest among the Advisory Committee members to have Commission staff consider more significant route change as part of the Transit Development Plan. Mr. Abadi suggested using a hybrid approach where staff could seek to make various levels of changes across the system.
2. Mr. Peterangelo asked if Commission staff have analyzed the number of passengers affected during this process of route redesigns. Mr. Muhs stated that this route redesign example focused on route productivity. Ms. Sarnecki stated that the input from Advisory Committee members, such as how to consider passengers affected, is something that staff would consider when reviewing potential route changes. She then welcomed additional comments or suggestions from Committee members.
3. Ms. Gale asked if further analyses could be done to analyze how the route is used—work, leisure, etc. She expressed interest in the demographics of those impacted including individuals who are

unable to drive. Furthermore, Ms. Gale inquired if new bus stops are expected to occur under these scenarios and noted that they would have to be compliant with ADA. Mr. Muhs stated that Commission staff would consider prioritizing which bus stops are served based on use, surround demographics, and land use, which could result in new stops being created.

4. Responding to an inquiry made by Ms. Check Smith regarding the walking distance to the revised bus routes for seniors and people with disabilities, Mr. Muhs responded that Commission staff would take the area's topography into consideration as well as walking distance. Mr. Muhs stated that the current Waukesha Metro system provides good coverage, including neighborhoods where there could be mobility challenges due to topography and noted that if a more aggressive approach is taken to route redesigns, it will likely remove service in areas where elevation changes occur, impacting nearby individuals with mobility challenges.
5. Both Ms. Andrews and Ms. Payne suggested taking a wholistic approach during the process of redesigning routes, including employers, senior housing, current development patterns, and planned development. Ms. Payne indicated that the revisions should consider new employer locations and transportation needs, such those at Ascension Hospital in Waukesha and Eaton Corporation. Mr. Muhs added that new locations may be reached more efficiently with the straightening of routes throughout the system. Ms. Gale was also in agreement that Commission staff take a wholistic approach but stated that places such as senior housing should be considered as senior housing workers also utilize the transit system, which could help with the retention of employees in those positions.
6. Mr. Muhs asked Committee members if they were comfortable with Commission staff considering straighter bus routes to make the transit system easier to understand and navigate. Ms. Gale indicated that straighter routes would be easier to understand, particularly for seniors who have indicated concerns about navigating the transit system and noted that the pulse schedule would need to be considered during the review process. Mr. Engelking added that well-performing routes, such as Routes 3 and 4, are located in areas where the streets are laid out in a grid pattern, allowing for more direct routing. Mr. Engelking noted that creating more direct routes could help maintain and possibly increase transit ridership, which has been declining in recent years. He noted that it is challenging to both maintain transit service coverage while seeking to increase ridership and indicated that it is also important to consider potential impacts to minority neighborhoods.

## **DISCUSSION OF "POTENTIAL MOBILITY HUB LOCATIONS, FEATURES, AND AMENITIES IN WAUKESHA COUNTY"**

At the request of Ms. Gale, Ms. Sarnecki reviewed a presentation (available [here](#)) that provided an overview of mobility hub attributes and examples, funding options, and next steps.

The following questions and comments were raised by the Advisory Committee members following Ms. Sarnecki's overview of potential mobility hub attributes:

1. Mr. Ertl thanked Commission staff for doing a great job compiling options. Responding to additional comments made by Mr. Ertl, Ms. Sarnecki stated that Commission staff would research possible public/private partnerships that could be pursued to fund mobility hub implementation.
2. Responding to an inquiry made by Ms. Gale, Ms. Sarnecki stated that the two potential mobility hub locations identified in the staff memorandum provide opportunities to connect Milwaukee and Waukesha counties. Mr. Muhs added that the locations would add to an area with existing parking and noted that Commission staff are seeking feedback on prioritizing mobility hub amenities.
3. Responding to inquiries made by Ms. Gale and Ms. Payne regarding transit boardings and alightings versus automobile use at the two potential mobility hub locations, Mr. Muhs stated that existing transit ridership patterns and parking utilization can be obtained and compared. Ms. Gale indicated that mobility hubs should be designed with an eye to the future.

4. Responding to inquiries made by Ms. Payne and Mr. Hagie about a potential mobility hub location at The Corners of Brookfield (The Corners), Mr. Muhs stated that although a hub at The Corners was considered by Commission staff, it would require a transit vehicle to drive into The Corners whereas the existing space at Goerke's Corners is easily accessible for a transit vehicle. Mr. Engelking expressed concern about the lack of pedestrian amenities that connect Goerke's Corners and The Corners. Mr. Hagie indicated that the Town of Brookfield has discussed and is interested in considering pedestrian improvements on Barker Road. Mr. Muhs stated that Commission staff can consider including information about improving pedestrian access at the intersection of Barker Road and Bluemound Road in the Transit Development Plan.

[Secretary's Note: Commission staff completed the [Bus Rapid Transit Concept Plan](#) for the Bluemound Road Corridor in 2021, which included examples of potential pedestrian enhancements that could be considered at the intersection of Barker Road and Bluemound Road such as wider refuge islands, improved signalization, and bus bulb outs. Chapter V of the Transit Development Plan includes a summary of the BRT Concept Plan under the recommendation to implement transit enhancements on Metro Route 1 and a summary of potential funding sources within the recommendation to develop mobility hubs.]

5. Ms. Gale suggested further analyzing the usage of the proposed amenities such as the coffee cart on slide eight of the presentation.

#### **DISCUSSION OF "MOBILITY ON-DEMAND OPTIONS"**

At the request of Ms. Gale, Ms. Sarnecki reviewed a presentation (available [here](#)) on mobility on demand (MOD) service options to provide service coverage in areas of currently unproductive route segments and to expand employment transportation options.

The following questions and comments were raised by the Advisory Committee members following Ms. Sarnecki's overview of the mobility on-demand options:

1. Responding to inquiries made by Mr. Peterangelo, Mr. Muhs stated that the study being performed in partnership with the Regional Transit Leadership Council (recently renamed MobiliSE) is underway as well as a study with the University of Wisconsin – Milwaukee in partnership with the Waukesha County Business Alliance. He added that information from these studies will hopefully result in more concrete options, including the best technology to implement.
2. Responding to an inquiry made by Mr. Ertl regarding how the City of Brookfield can be engaged, Mr. Muhs stated that engagement can occur through this Committee and encouraged the City of Brookfield to communicate any proposed changes, including along the Bluemound Road corridor.
3. Responding to an inquiry made by Ms. Gale, Mr. Muhs stated that Commission staff can follow up on providing information on the Potawatomi Hotel & Casino's pilot program with Lyft to the Advisory Committee.

[Secretary's Note: Menomonee Valley Partners staff indicated that the Potawatomi Hotel & Casino's pilot program to provide emergency rides through Lyft ended spring 2020 as employment was significantly reduced due to the COVID pandemic. Although that specific program has not been reinstated, there may be future grant funding to provide trips through a transportation network company, such as Lyft. In June 2022, MobiliSE was awarded a Workforce Innovation Grant from the Wisconsin Economic Development

Corporation and the Department of Workforce Development to help connect workers in the City of Milwaukee with jobs in the south and west suburbs – including working parents who are struggling with rising childcare and transportation costs. In addition to an expansion of FlexRide Milwaukee (more information [here](#)), the grant includes vouchers through a transportation network company for transportation assistance, which may include businesses such as the Potawatomi Hotel & Casino. More information can be found in the press release (available [here](#)).]

#### **DISCUSSION OF THE 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 will start drafting the transit service alternatives and set a meeting date when information is available to share with the Advisory Committee.

#### **ADJOURNMENT**

There being no further business to come before the Committee, on a motion by Mr. Ertl and seconded by Ms. Check Smith and carried unanimously, the meeting was adjourned at 12:03 p.m.

Respectfully submitted,

Jennifer B. Sarnecki  
Recording Secretary