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### COMMUNITY ASSISTANCE PLANNING REPORT NUMBER 44

### PROPOSED PUBLIC TRANSIT SERVICE IMPROVEMENTS 1980

### WAUKESHA COUNTY WISCONSIN

#### Prepared by the

Waukesha County Transportation Coordinating Committee with the Assistance of the Southeastern Wisconsin Regional Planning Commission P. O. Box 769 Old Courthouse 916 N. East Avenue Waukesha, Wisconsin 53187

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July 1980

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### TABLE OF CONTENTS

	Page
INTRODUCTION	1
INITIALLY PROPOSED TRANSIT SERVICE	1
Route 1Freeway Flyer Bus Service Between the Village of Menomonee Falls and the Milwaukee Central Business District	
Route 2Freeway Flyer Bus Service Between the City of Brookfield and the Milwaukee Central Business District Route 3Freeway Flyer Bus Service Between the City of	
New Berlin and the Milwaukee Central Business District Route 4Freeway Flyer Bus Service Between the City of	5
Oconomowoc and the Milwaukee Central Business District Route 5Local Bus Service to the New Berlin Industrial	•• 5
Park Route 6Local Bus Service to Brookfield Square Route 7 Local Bus Service to Brookfield Square	··· 7 ·· 7
Route 7Local Bus Service to the Village of Butler via N. 124th Street Route 8Freeway Flyer Bus Service Between the Village	•• 8
of Mukwonago and the Milwaukee Central Business District Projected Operating Data	
PUBLIC REACTION TO PROPOSED TRANSIT SERVICES	12
RECOMMENDATIONS	16
CONCLUSION	24

### LIST OF APPENDICES

## Appendix

Α	Attendance Records at Public Informational Meetings	
	and Hearings	27
A-1	Informational Meeting, New Berlin City Hall	
	May 21, 1980	27
A2	Informational Meeting, Village of Menomonee Falls,	
	Municipal Building, May 22, 1980	29
A3	Informational Meeting, Oconomowoc City Hall,	
	May 27, 1980	31
A-4	Informational Meeting, Parkview Junior High	
	School, Mukwonago, June 4, 1980	33
A-5		
	Waukesha County Office Building, June 10, 1980	35
В	Transcript of Proceedings of Public Informational	
	Meeting and Hearing Concerning Proposed New	
	Waukesha County Commuter Bus Routes: June 10, 1980	39
	· · · · · · · · · · · · · · · · · · ·	

# Appendix

С	Correspondence Pertaining to Public Informational	
	Meetings and Hearing	61
D	Newspaper Articles Pertaining to Proposed New	-
	Waukesha County Bus Routes and Public	
	Informational Meetings and Hearing	77

## LIST OF TABLES

## Table

1	Operating Characteristics, Ridership Projections,	
	and Cost Estimates of Potential Bus Routes for	
	Waukesha County	10
2	Estimated Reduction in Air Pollutant Emissions and	
	Potential Bus Routes Serving Waukesha County:	
	1980	11
3	Schedule of Public Meetings Held Concerning	
	Proposal to Improve and Expand Public Transit	
	Service in Waukesha County	13
4	Operating Characteristics, Ridership Projections,	
	and Cost Estimates of Potential Bus Routes for	
	Waukesha County as Modified After Review of	
	Public Comments	22
		h- L-

## LIST OF MAPS

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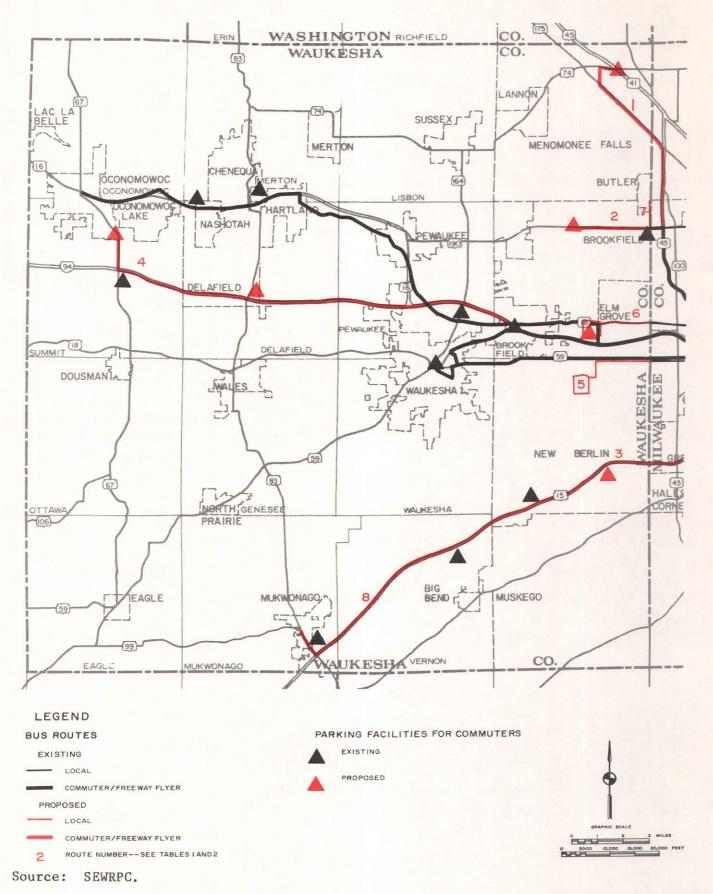
1	Initially Proposed Potential Bus Routes for	
	Waukesha County	2
2	Suggested Route Modifications and Extensions	15
3	Final Recommended Bus Routes for Waukesha County	18

#### INTRODUCTION

At a meeting held in the offices of the Regional Planning Commission on February 18, 1980, Mr. John DeQuardo, Chairman of the Waukesha County Transportation Coordinating Committee, requested assistance from the Regional Planning Commission in the planning and analysis of additional public transit services which could be readily implemented to serve the residents of Waukesha County. The Commission staff subsequently completed an analysis of fixed-route bus transit services believed to have immediate potential for generating significant levels of transit ridership between Waukesha and Milwaukee Counties, and which could be supported by the recommendations of previous planning efforts undertaken by the Commission. This brief report sets forth both the findings of the analysis of the expanded transit services proposed for Waukesha County, including estimates of anticipated ridership levels, costs, energy savings, and air quality impacts of each route, and the recommendations for expansion of public transit services in Waukesha County in light of the above analysis. This report also presents the reaction of the general public to the proposed transit services as provided at a series of public informational meetings and hearings held on the recommendations in May and June of 1980.

#### INITIALLY PROPOSED TRANSIT SERVICE

In response to the Waukesha County request, the Commission staff undertook an analysis of seven potential bus routes, discussed at the initial meeting in February, which could be utilized to provide public transit service between Waukesha and Milwaukee Counties and be supported by recommendations contained in the Commission's adopted long-range transportation plan. In completing the initial analysis and preparing the initial transit service proposal for the Committee's review, the Commission also included a bus route not presented at the February meeting, but considered to have potential for generating significant levels of transit ridership. The general configuration of the eight proposed bus routes is shown on Map 1. A brief description of the proposed operation of each bus route is contained in the following sections:



INITIALLY PROPOSED POTENTIAL BUS ROUTES FOR WAUKESHA COUNTY

Map 1

## Route 1--Freeway Flyer Bus Service Between the Village of Menomonee Falls and the Milwaukee Central Business District

This transit route would originate from a public transit station proposed to be constructed in the Village of Menomonee Falls in the vicinity of the USH 41/45 and STH 74 Interchange, and would provide local collection-distribution service within the Village over Main Street, Pilgrim Road and W. Appleton Avenue, before proceeding to the Milwaukee central business district via USH 45 and IH 94. To facilitate early implementation of this route, transit service could--assuming cooperation by the landowner--initially be provided from an existing shopping center lot, such as the lot located at the intersection of Main Street and Pilgrim Road in the Village, until such time as a publicly owned park-and-ride lot could be constructed. As an initial level of transit service, a total of eight daily vehicle trips, four trips in the inbound direction each weekday morning and four trips in the outbound direction each weekday evening, would be provided between the park-and-ride lot and the Milwaukee central business district. This transit service could be provided on a contract basis by the Milwaukee County Transit System, in which case the total annual operating cost would be about \$71,400. Ridership on this proposed route may be expected to average about 200 rides per day, or about 51,000 rides per year. At a fare of \$0.90 per adult trip, the proposed route would incur a total operating deficit of about \$25,500 per year, or about \$0.50 per ride. The County's share of the total operating deficit would be about \$4,300 per year, assuming the use of federal and state operating assistance funds. It is currently estimated that the construction of a park-ride facility with 300 parking spaces, as recommended by the Commission's adopted long-range transportation plan, would cost \$210,000, exclusive of right-of-way costs and costs for bus passenger shelter facilities.

## Route 2--Freeway Flyer Bus Service Between the City of Brookfield and the Milwaukee Central Business District

Assuming cooperation by a landowner, this transit route would originate from a privately owned shopping center parking lot near the intersection of W. Capitol Drive and Calhoun Road in the City of Brookfield and be operated as a three-mile extension of the existing Freeway Flyer bus route operated by the Milwaukee County Transit System. This route presently terminates at a parkand-ride lot located in the Treasure Island Department Store parking lot at N. 125th Street and W. Capitol Drive. A total of six daily vehicle trips on the existing route--three trips in the inbound direction each weekday morning and three trips in the outbound direction each weekday evening--could be extended to serve a lot located at Calhoun Road and W. Capitol Drive. Extension of the existing route in this manner would add an estimated four vehicle hours to the present operating hours of the existing Freeway Flyer route and would increase the operating costs of the route by an estimated \$28,600 per year. Ridership utilizing the route extension is estimated to average 100 rides per day, or about 25,500 rides per year. It is anticipated that much of this ridership would be diverted from the existing Treasure Island park-and-ride lot to the new park-and-ride lot served by the route extension and would, therefore, alleviate to some degree the current overutilization of parking supply at the Treasure Island park-and-ride lot. At a fare of \$0.75 per adult trip, the proposed route extension would incur a total operating deficit of about \$9,500 per year, or about \$0.37 per ride. The County's share of the total operating deficit would be about \$1,600 per year, assuming the use of federal and state operating assistance funds.

As previously noted, the existing park-and-ride lot for this route, located in the Treasure Island Department Store parking lot, is presently being overutilized by Freeway Flyer patrons, with about 260 cars per average weekday parked in the designated area. While the extension of Freeway flyer service to an additional park-and-ride lot located near the intersection of Calhoun Road and W. Capitol Drive would provide some relief of the current overcrowded conditions, a need for a more permanent solution to this problem exists. This need was recognized in the adopted long-range transportation system plan, which recommends construction of a publicly owned transit station in the City of Brookfield along STH 190 with a capacity of 300 spaces. It is currently estimated that the construction of a facility of this size would cost \$210,000, exclusive of right-of-way costs and costs for bus passenger shelter facilities.

-4-

## Route 3--Freeway Flyer Bus Service Between the City of New Berlin and the Milwaukee Central Business District

This transit route would originate from a public transit station proposed to be constructed in the City of New Berlin in the vicinity of the STH 15 and Moorland Road freeway interchange, and would operate over STH 15. IH 894, and IH 94 to the Milwaukee central business district. Initiation of transit service over this route would be dependent upon the construction of a publicly owned park-and-ride facility at the aforementioned freeway interchange, as no alternative facility suitable for this purpose currently exists in the area. It is currently estimated that the construction of a park-and-ride facility with 100 parking spaces, as recommended by the Commission's adopted long-range transportation plan, would cost \$70,000, exclusive of right-of-way costs and costs for bus passenger shelter facilities. Upon completion of the park-andride facility, transit service could be initiated to provide a total of four trips, two trips in the inbound direction each weekday morning and two trips in the outbound direction each weekday evening, between the park-and-ride lot and the Milwaukee central business district. Assuming operation of the proposed route by the Milwaukee County Transit System on a contract basis with Waukesha County, the provision of this service would cost about \$28,600 per year. With ridership on this proposed route expected to average 75 rides per day, or about 19,100 rides per year, and at a base adult fare of \$0.90 per adult trip, it is estimated that the proposed route would incur an operating deficit of \$11,400 per year, or about \$0.59 per ride. The County's share of the total deficit would be about \$1,900 per year, based on the use of federal and state operating assistance funds.

## Route 4--Freeway Flyer Bus Service Between the City of Oconomowoc and the Milwaukee Central Business District

Commuter bus service between the City of Oconomowoc and the Milwaukee central business district is currently provided by the County over STH 16, CTH JJ, and IH 94, with two vehicle trips in the inbound direction each weekday morning and two vehicle trips in the outbound direction each weekday evening. The existing route presently provides service to several communities in addition to the City of Oconomowoc, including the unincorporated community of Okauchee, and the Villages of Nashotah, Hartland, and Pewaukee. Ridership on the portion of the route serving these communities is currently estimated at 100 rides per day, with the trip end of about 30 rides being the City of Oconomowoc.

A new route which would provide faster service from the City of Oconomowoc to the Milwaukee central business district was examined. This route would orginate at a new park-and-pool lot established in the parking lot serving the Olympia Resort in the City of Oconomowoc and would operate over STH 67 and IH 94 to Milwaukee, serving existing park-and-pool lots located at IH 94 and STH 67, IH 94 and STH 164, and IH 94 and USH 18 (Goerkes Corners), and saving an estimated 10 to 20 minutes travel time over the time currently required for travel between Oconomowoc and Milwaukee on the existing service.

Fares for travel to Milwaukee on this route would be similar to those charged for the existing service, ranging from \$1.10 for trips originating at the Goerkes Corners public transit station, to \$2.25 for trips originating in Oconomowoc. Based upon operation of the route by Wisconsin Coach Lines, Inc., the provision of service with one trip in the inbound direction each weekday morning and one trip in the outbound direction each weekday evening between Oconomowoc and Milwaukee would cost an estimated \$48,600 per year. It is anticipated that this route would divert a portion of the ridership currently utilizing the County-subsidized commuter bus services provided between Oconomowoc and Milwaukee, and would consequently result in a net increase of about 40 rides per day, or about 10,200 rides per year. The additional service provided to the Goerkes Corners public transit station would, however, alleviate, to some degree, the overcrowded conditions existing on some commuter bus runs serving this facility during the peak hour. Assuming an average fare of \$1.40 per trip, the additional transit service provided between Oconomowoc and Milwaukee by this route would result in an increase in the total operating deficit for the existing County-subsidized commuter bus service of about \$34,300 per year, or about \$3.36 per trip, and a minimum increase in the County's funding requirement for these services of about \$5,700 per year.

#### Route 5--Local Bus Service to the New Berlin Industrial Park

Local service to the New Berlin industrial park could be provided through an extension of a local route of the Milwaukee County Transit System, Route 18. This route could be extended approximately 4.5 miles from its present terminus at W. Greenfield Avenue and S. 124th Street over W. Greenfield Avenue, Moorland Road, and W. Lincoln Avenue, and could circulate over the land access streets within the industrial park during the morning and afternoon peak periods, primarily to serve employment centers within the industrial park. A total of four vehicle trips, two in the morning and two in the afternoon, would be extended to the industrial park. The changes in the existing route schedules which would be required to extend local service to the industrial park would increase current vehicle hours of operation for this route by four hours each weekday, and would consequently increase operating costs for this route by \$28,600 per year. Ridership on the route extension would be expected to average 50 rides per day, or about 12,800 rides per year. At a fare of \$0.75 per adult trip, the proposed route extension would incur an annual operating deficit of \$19,000, or about \$1.48 per ride. The County's share of this cost would be about \$5,300, based upon the use of federal and state operating assistance funds.

### Route 6--Local Bus Service to Brookfield Square

Local bus service to the Brookfield Square Shopping Center and Office Park could be provided through an extension of a local route of the Milwaukee County Transit System, Route 10. This route could be extended approximately three miles from its present terminus at W. Bluemound Road and Underwood Parkway west over W. Bluemound Road during the day to serve shopping and employment trips generated by the shopping center, as well as employment trips generated by the Bishop's Woods office complex. One trip would be provided in the morning, before regularly scheduled service to Brookfield Square is begun, to serve the Bishop's Woods office complex. Regularly scheduled service to the Brookfield Square Shopping Center would be provided between 9:00 a.m. and 6:00 p.m. on weekdays and Saturdays at 25- to 30-minute headways. The changes in the existing route schedules which would be required to extend the local service to the shopping center would increase current vehicle hours of operation for this route by about 9 hours per day, and would consequently increase operating costs for this route by about \$77,400 per year. Ridership on the route extension would be expected to average 150 rides per day, or about 46,100 rides per year. Assuming a base adult fare of \$0.75 per ride and an average fare of \$0.65 per trip, the proposed route extension would incur a total operating deficit of about \$47,400 per year, or about \$1.03 per ride. The County's share of this cost would be about \$8,500, based upon use of federal and state operating assistance funds.

#### Route 7--Local Bus Service to the Village of Butler via N. 124th Street

Local bus service to industrial development along N. 124th Street in the Village of Butler could be provided through an extension of a local route of the Milwaukee County Transit System, Route 62. This route could be extended approximately one mile from its present terminus at W. Capitol Drive and N. 124th Street north over N. 124th Street to W. Hampton Avenue. Two trips over this route extension would be provided in both the morning and afternoon hours of each weekday to serve industrial plants located along N. 124th Street. The changes in the existing route schedules which would be required to extend local service to W. Hampton Avenue would increase current vehicle hours of operation for this route by two hours each weekday and increase operating costs for this route by \$14,300 per year. Ridership on this route extension would be expected to average 50 rides per day, or about 12,800 rides per year. At a fare of \$0.50 per adult trip, this proposed route extension would incur a total operating deficit of \$7,900 per year, or about \$0.62 per ride. The County's share of this cost would be about \$1,300 per year, based upon the use of federal and state operating assistance funds.

## Route 8--Freeway Flyer Bus Service Between the Village of Mukwonago and the Milwaukee Central Business District

This route would originate within the Village of Mukwonago and operate over STH 83, STH 15, IH 894, and IH 94 between Mukwonago and the Milwaukee central business district. The transit route would provide service to the existing park-and-ride lots located at the intersections of STH 15 and STH 83, STH 15 and CTH F, and STH 15 and CTH Y, and would also serve the park-and-ride

lot proposed to be constructed at the intersection of STH 15 and Moorland Road in the City of New Berlin. This route and Route 3 described above represent alternative ways of providing freeway flyer bus service to the City of New Berlin. Weekday transit service over this route would be provided with two trips inbound during the morning and two trips outbound during the evening between the Village of Mukwonago and the Milwaukee central business district. Operation of the route in this manner would preclude the need for a separate route to serve the public transit station proposed for construction at STH 15 and Moorland Road in the City of New Berlin, as set forth in the description of Route 3 above. Based upon operation of the proposed route by Wisconsin Coach Lines, Inc., the provision of this service would cost an estimated \$90,000 per year. Ridership on this route would average 150 rides per day, or about 38,300 rides per year. Base adult fares on the proposed route would vary, depending upon the distance traveled, and would range from \$0.90 for trips originating at STH 15 and Moorland Road to \$1.85 for trips originating in the Village of Mukwonago. Based upon an average fare of \$1.20 per ride and the anticipated ridership, the route would incur a total operating deficit of about \$44,000 per year, or about \$1.15 per ride. The County's share of this deficit would be about \$9,200 per year, based on the use of federal and state operating assistance funds.

#### Projected Operating Data

The operating characteristics, ridership projections, and estimated costs associated with each potential bus route are presented in Table 1. Table 2 contains estimates of the energy savings and reductions in air pollution emissions which could be realized through the implementation of each route. In preparing the estimates of the operating costs for each new bus route or route extension examined, 1980 costs for transit route operation of \$28 per bus hour for service--provided by the Milwaukee County Transit System--and of \$1.40 per bus mile for service--provided by Wisconsin Coach Lines, Inc.--were assumed. The analysis performed for each potential route assumes the availability of state and federal transit operating assistance monies to offset a portion of the operating deficit associated with the proposed level of transit service and projected ridership on each new route or route extension. Should these federal and/or state monies not be available, the County's share of the costs would be increased accordingly.

#### Table l

#### OPERATING CHARACTERISTICS, RIDERSHIP PROJECTIONS, AND COST ESTIMATES OF POTENTIAL BUS ROUTES FOR WAUKESHA COUNTY

Map No.	Route	Type of Transit Service	Nature of Transit Route	Route Length (miles)	Assumed Fare	Estimated Annual Ridership	Annua l Revenue	Estimated Annual Operating Cost	Ann <u>Subsidy</u> Total	ual Requirement County
1	Menomonee Falls to Milwaukee Central Business District via USH 45 and IH 94	Freeway Flyer	New Route	20.0	\$0.90	51,000	\$45,900	\$71,400	\$25,500	\$4,300
2	Brookfield to Milwaukee Central Business District via W. Capitol Drive, USH 45, and IH 94	Freeway Flyer	Extension of Existing Route	3.0	\$0.75	25,500	\$19,100	\$28,600	\$ 9,500	\$1,600
3	New Berlin to Milwaukee Central Business District via STH 15, IH 894, and IH 94	Freeway Flyer	New Route	17.0	\$0.90	19,100	\$17,200	\$28,600	\$11,400	\$1,900
4	Oconomowoc to Milwaukee Central Business District via IH 94	Freeway Flyer	New Route	34.0	\$1.10- \$2.25	10,200	\$14,300	\$48,600	\$34,300	\$5,700
5	N. 124th Street and W. Green- field Avenue to New Berlin Industrial Park via W. Greenfield Avenue and Moorland Road	Local	Extension of Existing Route	4.5	\$0.75	12,800	\$ 9,600	\$28,600	\$19,000	\$5,300
6	Underwood Parkway and W. Bluemound Road to Brookfield Square Shopping Center via W. Bluemound Road	Local	Extension of Existing Route	3.0	\$0.75	46,100	\$30,000	\$77,400	\$47,400	\$8,500
7	N. 124th Street and W. Capitol Drive to W. Hampton Avenue via N. 124th Street	Local	Extension of Existing Route	1.0	\$0.50	12,800	\$ 6,400	\$14,300	\$ 7,900	\$1,300
8	Mukwonago to Milwaukee Central Business District via STH 15, IH 94, and IH 894	Freeway Flyer	New Route	31.5	\$0.90- \$1.85	38,300	\$46,000	\$90,000	\$44,000	\$9,200

-10-

Source: SEWRPC.

Annual Reduction in Air Pollutant Emissions (tons) (gallons)									
Map No.	Route	Carbon Monoxide	Hydrocarbons	Automobile	Bus	Net Savings			
1	Menomonee Falls to Milwaukee Central Business District via USH 45 and IH 94	25.74 - 36.04	2.06 - 2.88	46,200 - 64,600	16,600	29,600 - 48,000			
2	Brookfield to Milwaukee Central Business District via W. Capitol Drive, USH 45, and IH 94	11.44 - 16.02	0.91 - 1.28	20,500 - 28,700	1,900	18,600 - 26,800			
3	New Berlin to Milwaukee Central Business District via STH 15, IH 894, and IH 94	4.81 - 6.74	0.39 - 0.54	8,600 - 12,100	7,100	1,500 - 5,000			
4	Oconomowoc to Milwaukee Central Business District via IH 94	7.30 - 10.22	0.57 - 0.80	13,300 - 18,700	7,500	5,800 - 11,200			
5	N. 124th Street and W. Greenfield Avenue to New Berlin Industrial Park via W. Greenfield Avenue and Moorland Road	3.39 - 4.75	0.28 - 0.39	5,200 - 7,200	1,900	3,300 - 5,300			
6	Underwood Parkway and W. Bluemound Road to Brookfield Square Shopping Center via W. Bluemound Road	9.16 - 12.83	0.75 - 1.05	13,900 - 19,500	5,600	8,300 - 13,900			
7	N. 124th Street and W. Capitol Drive to W. Hampton Avenue via N. 124th Street	2.92 - 4.09	0.24 - 0.34	3,900 - 5,400	400	3,500 - 5,000			
8	Mukwonago to Milwaukee Central Business District via STH 15, IH 894, and IH 94	26.29 - 36.81	2.06 - 2.88	48,000 - 67,300	12,500	35,500 - 54,800			

#### ESTIMATED REDUCTION IN AIR POLLUTANT EMISSIONS AND MOTOR FUEL CONSUMPTION FOR POTENTIAL BUS ROUTES SERVING WAUKESHA COUNTY: 1980

Source: SEWRPC.

-11-

## Table 2

#### PUBLIC REACTION TO PROPOSED TRANSIT SERVICES

The transit service proposal described above was presented to the Waukesha County Transportation Coordinating Committee in March 1980. In order to obtain public reaction and comment on the above proposal for the improvement and expansion of public transit service in Waukesha County, the Committee held a series of four public informational meetings for the various communities affected by the proposed transit services, followed by a formal public hearing held in the Waukesha County Office Building, located in the City of Waukesha. The informational meetings and formal public hearing were held in the late spring of 1980, in accordance with the schedule set forth in Table 3. Prior to the informational meetings and public hearing, the Commission prepared and distributed a news release to the public information media serving Waukesha County, announcing the purpose and the schedule of the meetings to be held by the Committee. Subsequently, the proposal was given coverage by the local public information media, including articles published in the three major daily newspapers serving Waukesha County--The Milwaukee Journal, the Milwaukee Sentinal, and the Waukesha Freeman--and news broadcasts by television and radio stations serving Waukesha County (see clippings reproduced in Appendix D).

Each public informational meeting conducted by the Committee included a presentation by the Commission staff on the proposed operation of each bus route, comments on the proposal by elected public officials in attendance at the meeting, and a question and answer period for the general public. The public informational meetings and hearing were conducted in an informal manner to encourage a free exchange of information between Committee members, the Commission staff, and the public officials and citizens in attendance. A total of nearly 80 persons attended the four public informational meetings conducted by the Committee. The attendance records for each informational meeting and for the public hearing are presented in Appendix A of this report. Of the approximately 40 persons attending the public hearing, 22 persons testified or asked questions concerning the proposed transit routes. A complete transcript of the public hearing comments is provided in Appendix B of this report. In addition, several letters indicating support for the proposal were received and are provided in Appendix C of this report. The follow-

### Table 3

### SCHEDULE OF PUBLIC MEETINGS HELD CONCERNING PROPOSAL TO IMPROVE AND EXPAND PUBLIC TRANSIT SERVICE IN WAUKESHA COUNTY

Presiding Body	Type of Meeting	Place of Meeting	Time and Date of Meeting		
Waukesha County Trans- portation Coordinating Committee	Public Informational Meeting	New Berlin City Hall New Berlin, Wisconsin	May 21, 1980 7:30 p.m9:15 p.m.		
Waukesha County Trans- portation Coordinating Committee	Public Informational Meeting	Village of Menomonee Falls Municipal Building, Menomonee Falls, Wisconsin	May 22, 1980 7:30 p.m8:45 p.m.		
Waukesha County Trans- portation Coordinating Committee	Public Informational Meeting	Oconomowoc City Hall Oconomowoc, Wisconsin	May 27, 1980 7:30 p.m8:45 p.m.		
Waukesha County Trans- portation Coordinating Committee	Public Informational Meeting	Parkview Junior High School Gynmasium Mukwonago, Wisconsin	June 4, 1980 7:30 p.m8:30 p.m.		
Waukesha County Trans- portation Coordinating Committee	Public Hearing	Waukesha County Office Building Waukesha, Wisconsin	June 10, 1980 7:30 p.m9:00 p.m.		

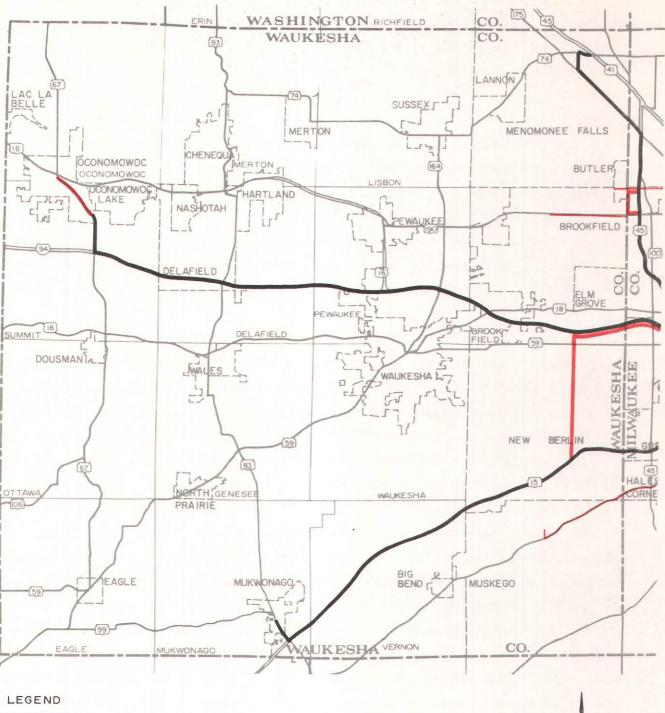
Source: Waukesha County Transportation Coordinating Committee and SEWRPC.

-13-

ing section summarizes the significant comments and questions made by the public at the public informational meetings and public hearing held on the proposed transit services.

At the public informational meetings and the public hearing, general support was expressed for the proposed expansion of public transit services in Waukesha County. Specific comments were also expressed regarding the operation of the Freeway Flyer routes contained in the proposal. A summary of the significant comments follows. The suggested changes are summarized on Map 2.

- It was suggested that the Freeway Flyer route proposed to serve the Village of Menomonee Falls, Route 1, be modified to directly serve the Village of Butler.
- 2. Public interest was expressed in modifying Routes 3 and 8 as proposed to serve the City of New Berlin and the Village of Mukwonago to increase the accessibility of the proposed bus service to the City of New Berlin. The proposed modification consists of replacing the operation of these routes over STH 15, IH 894, and IH 94 from the New Berlin public transit station to the Milwaukee central business district with operation over Moorland Road and IH 94 in order to more directly serve the City of New Berlin and the New Berlin industrial park.
- 3. Regarding the new Freeway Flyer route proposed to originate in the City of Oconomowoc, comments were expressed by the Mayor of the City of Oconomowoc and the general public in support of modification of the proposed route such that it originates in downtown Oconomowoc, rather than at the park-ride lot proposed to be established at the Olympia Resort. It was also noted that by not serving the Goerkes Corners public transit station with the proposed Oconomowoc route, additional time savings for travel between Oconomowoc and Milwaukee could be realized.
- 4. Considerable support was expressed for the addition of stops on proposed Freeway Flyer routes to enable Waukesha County bus patrons to transfer to local routes of the Milwaukee County Transit System at points other than within the Milwaukee central business district.



#### BUS ROUTES

INITIALLY PROPOSED

COMMUTER/FREEWAY FLYER

SUGGESTED CHANGES

LOCAL

COMMUTER/FREEWAY FLYER

Source: SEWRPC.

BRAPHIC ECALE 0 2 3 MILES 0 5000 10,000 19,000 20,000 PEET

-15-

Map 2

SUGGESTED ROUTE MODIFICATIONS AND EXTENSIONS

With respect to local transit service for Waukesha County, comments made at the informational meetings and public hearing indicated support for local transit services in addition to those included in the proposal. A summary of the significant comments follows. These suggested changes are also summarized on Map 2.

- A suggestion was made to extend Route 62 of the Milwaukee County Transit System into Waukesha County over W. Capitol Drive to serve the City of Brookfield.
- 2. A suggestion was made to extend the local transit service provided by Route 12 or Route 62 of the Milwaukee County Transit System to serve residents of the Hampton Regency Apartments, located at 12999 W. Hampton Avenue in the Village of Butler.
- 3. A suggestion was made to provide a local transit route through the City of Muskego to the Freeway Flyer bus route operated by the Milwaukee County Transit System serving the Village of Hales Corners.

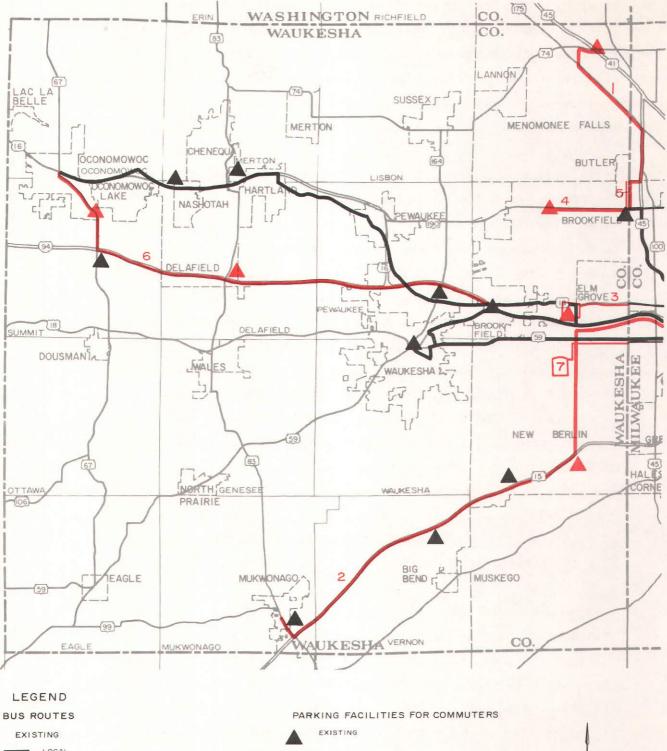
Other significant comments were made concerning the lack of an effective public information or marketing program for the existing county-subsidized transit service operated by Wisconsin Coach Lines, Inc. between the Cities of Oconomowoc and Waukesha and the Milwaukee central business district. In this respect, several individuals noted that the success of the expanded transit services contained in the proposal would depend on the efforts made to inform the public of the services. In addition, the limitations of the County's current specialized transportation program were pointed out by a handicapped individual who noted that handicapped persons under 60 years of age are presently not eligible to use the County's advance reservation, door-to-door specialized transportation service.

#### RECOMMENDATIONS

Upon completing the scheduled series of public informational meetings and the public hearing on the proposed transit routes for Waukesha County, the Committee requested the Commission staff to review the proceedings of the informational meetings and the public hearing and to make recommendations as to whether the original proposal should be modified in response to the comments made by the public. Based upon a review and analysis of the public comments concerning suggested route modifications and the provision of additional local transit service, the Commission staff recommended that the following changes be incorporated into the original transit service proposal. The amended recommended plan is summarized on Map 3.

- It is recommended that the Freeway Flyer route proposed to originate in 1. the Village of Menomonee Falls, Route 1, to be modified to provide direct service to the Village of Butler and to provide the opportunity for transfers between the Freeway Flyer route and a local route of the Milwaukee County Transit System. This modification would change the route such that it would operate over W. Hampton Avenue, N. 124th Street, and W. Capitol Drive, rather than over USH 41-45 between W. Hampton Avenue and W. Capitol Drive, and would add a minimum of two stops, located at N. 124th Street and W. Hampton Avenue and N. 124th Street and W. Capitol This route modification could be expected to add between 5 and Drive. 10 minutes to the total one-way travel time for the bus route, but would not be expected to significantly change the estimated operating costs. An analysis of the impacts of this modification indicates that the ridership gained through increasing service to the Village of Butler would most likely be offset by the ridership lost by increasing the one-way travel time of the route. Consequently, no increase in projected ridership is expected as a result of the route modification.
- 2. It is recommended that the alternative Freeway Flyer route proposed to originate at the public transit station to be constructed at STH 15 and Moorland Road in the City of New Berlin, Route 3, be dropped from the proposal in favor of the Freeway Flyer route proposed to originate in the Village of Mukwonago, Route 8. In addition, this route is recommended to be modified to operate over Moorland Road and IH 94 between the proposed New Berlin public transit station and the Milwaukee central business district to increase the service provided to the City of New Berlin and to the New Berlin industrial park. A limited number of stops along Moorland Road and the addition of one stop at IH 94 and S. 84th Street

-17-



PROPOSED

FINAL RECOMMENDED BUS ROUTES FOR WAUKESHA COUNTY

-18-

Map 3

Source: SEWRPC.

- LOCAL
- COMMUTER/FREEWAY FLYER
- PROPOSED
- COMMUTER/FREEWAY FLYER
- 2 ROUTE NUMBER -- SEE TABLE 4

PERT

is recommended to increase the accessibility of the service to the City of New Berlin and to provide the opportunity for transfers between the Freeway Flyer route and a local route of the Milwaukee County Transit System. An analysis of this proposed route modification indicates that while the route modification would not significantly change the length of the proposed route, it would probably add about 10 minutes to the one-way travel time of the unmodified bus route. No increases over the ridership levels projected for the unmodified route are anticipated for the modified route, however, since the ridership gained through the route modification is expected to be offset by the ridership lost as a result of the increased travel time for the bus route.

It is recommended that the additional Freeway Flyer service proposed for 3. the City of Oconomowoc be modified to originate in the Oconomowoc central business district, rather than at the park-ride lot proposed to be estab-This modification would increase the lished at the Olympia Resort. length of the route by approximately two miles, resulting in a \$2,800 increase in the estimated annual operating costs--from \$48,600 to No significant increases in projected ridership levels are \$51,400. anticipated as a result of the route modification. It should be noted that the additional bus service from the City of Oconomowoc provided by the proposed route would probably divert a portion of the present ridership currently utilizing the existing county-subsidized bus service between Oconomowoc and Milwaukee. An analysis of the impacts of the recommended route extension indicates that the extension would most likely increase the diversion of present transit patrons from the existing services to the new bus route. Consequently, no increase in projected ridership levels are expected for the modified bus route. Upon implementation of this Freeway Flyer route, Waukesha County should monitor the level of transit ridership diverted from the existing countysubsidized bus route to determine if service levels should be reduced or route modifications be made on the existing bus route serving the City of Oconomowoc. It is not recommended that the stop at the Goerkes Corners public transit station be eliminated from the proposed freeway flyer route since the additional transit service for the public transit station provided by the proposed route could alleviate, to some degree, the overcrowded conditions presently occuring on commuter bus runs serving this facility during the peak hours of transit ridership.

- 4. With respect to the request for local transit service to serve the Hampton Regency Apartments in the Village of Butler, the Commission staff believes this service would best be provided through an extension of a branch of Route 12 of the Milwaukee County Transit System, which presently terminates at N. 91st Street and W. Hampton Avenue in the City of Milwaukee, to N. 132nd Street and Hampton Avenue in the Village of But-Since an extension of this branch of Route 12 west from the present ler. terminus to N. Lovers Lane Road (USH 100) and Hampton Avenue has been recommended as part of the five-year transit service improvement program for the Milwaukee County Transit System, an extension of Route 12 from its present terminus to the Village of Butler is not recommended at this time. Rather, it is recommended that an extension of Route 12 to the Village of Butler be considered by both Waukesha and Milwaukee Counties at the time when Route 12 is extended to N. Lovers Lane Road and W. Hampton Avenue.
- 5. With respect to the local transit services requested for the City of Brookfield and the City of Muskego, an analysis conducted by the Commission of the existing residential and land use development patterns for these areas indicates that the population densities of these areas are considered to be too low to be supportive of the fixed-route transit services requested. These additional fixed-route transit services are, therefore, not recommended at this time. However, the above requests for additional local transit service and the limitations noted in the County's current specialized transportation program indicate a need to consider public transportation alternatives to regular fixed-route transit service for these and other areas of Waukesha County where fixedroute transit services cannot be supported. The original purpose and scope of this study, however, does not permit the Commission to conduct a detailed analysis of this issue for this report. It is, therefore, recommended that Waukesha County expand its present transit planning activities to include the establishment of a comprehensive transit

development program for Waukesha County, such as the Regional Planning Commission has established for the City of Waukesha, to address the need and potential for additional local transit service in Waukesha County.

6. In order to ensure that the general public is aware of, and can effectively utilize, the transit services offered by the routes contained in this proposal, it is recommended that Waukesha County establish a public information and marketing program to disseminate necessary information on fares, schedules, and routes, including maps, to potential transit patrons of each route chosen for implementation.

The general configuration of the seven proposed bus routes, as modified in response to the suggestions made at the public informational meetings and hearing, is shown on Map 3. Relevant information concerning the operating characteristics, ridership projections, and estimated costs (in 1980 dollars) is presented for these seven bus routes in Table 4. As previously noted, the analysis performed for each route included in Table 4 assumes the availability of state and federal transit operating assistance monies to offset a portion of the operating deficit associated with the proposed level of transit service and projected transit ridership for each new route or route extension. Should these levels of federal and/or state monies not be available, the County's share of the costs would be increased accordingly.

The proposed bus routes contained in this report have been designed to be compatible with any future countywide or metropolitanwide transit system, should any future study deem the creation of such transit systems to be desirable. It is recommended that implementation of the proposed transit routes be undertaken on a demonstration basis by the County for the first year of operation to determine whether the projected ridership for each route can be realized, and whether sustained operation of the route in succeeding years is warranted. It is important that Waukesha County promote each transit route implemented, as recommended above, in order that an accurate assessment can be made of the need for sustained operation of each route. Where routes proposed for contract operation by the Milwaukee County Transit System are determined to warrant sustained operation, Waukesha County should consider encouraging Milwaukee County to incorporate these routes into the regular routes of the

### OPERATING CHARACTERISTICS, RIDERSHIP PROJECTIONS, AND COST ESTIMATES OF POTENTIAL BUS ROUTES FOR WAUKESHA COUNTY AS MODIFIED AFTER REVIEW OF PUBLIC COMMENTS

Map No.	Pouto Decendation	Type of	Nature of	Route Length	Assumed	Estimated Annual	Annual	Estimated Annual Operating	Ann Subsidy Ro	nual equirement
nap no.	Route Description	Transit Service	Transit Route	(miles)	Fare	<u>Ridership</u>	Revenue	Cost	Total	County
1	Menomonee Falls to Milwaukee Central Business District via USH 45 and IH 94	Freeway Flyer	New Route	22.0	\$0.90	51,000	\$45,900	\$71,400	\$25,500	\$4,300
	via oon 45 and in 94									·
2	Mukwonago to Milwaukee Central Business District via STH 15, Moorland Road, and IH 94	Freeway Flyer	New Route	31.5	\$0.90- \$1.85	38,300	\$46,000	\$90,000	\$44,000	\$9,200
	and IH 94									
3	Underwood Parkway and W. Bluemound Road to	Local	Extension of Existing Route	3.0	\$0.75	46,100	\$30,000	\$77,400	\$47,400	\$8,500
	Brookfield Square Shopping Center via W. Bluemound Road									
4	Brookfield to Milwaukee Central Business District	Freeway Flyer	Extension of Existing Route	3.0	\$0.75	25,500	\$19,100	\$28,600	\$ 9,500	\$1,600
	via W. Capitol Drive, USH 45, and IH 94									
5	N. 124th Street and W. Capitol Drive to W.	Local	Extension of Existing Route	1.0	\$0.50	12,800	\$ 6,400	\$14,300	\$ 7,900	\$1,300
	Hampton Avenue via N. 124th Street									
6	Oconomowoc to Milwaukee Central Business District via IH 94	Freeway Flyer	New Route	36.0	\$1.10- \$2.25	10,200	\$14,300	\$51,400	\$37,100	\$6,200
	via 1.1. yy									
7	N. 124th Street and W. Green- field Avenue to New Berlin Industrial Park via W.	Local	Extension of Existing Route	4.5	\$0.75	12,800	\$ 9,600	\$28,600	\$19,000	\$5,300
	Greenfield Avenue and Moorland Road									

Source: SEWRPC.

Table 4

Transit System, with Waukesha County reimbursing Milwaukee County for the local share of the public subsidy requirements associated with each route.

To further assist the County in selecting routes for implementation, should the County elect not to implement all of the proposed routes, the potential bus routes are listed in Table 4 in the suggested order of priority for implementation, based upon an analysis of the projected operating data for each route, the present level of public transit service for the various communities affected by the proposed routes, and the level of public interest displayed at the public informational meetings and public hearing held by the Committee. In this respect, the County could expect to receive the greatest benefits for the level of funds committed from those routes with high priority rankings.

As previously discussed, the construction of three public transit stations has been recommended to provide publicly owned change-of-mode facilities for three of the seven proposed bus routes. One additional public transit station not previously described is recommended for construction in the vicinity of the Moorland Road-IH 94 freeway interchange in the City of Brookfield, based upon the recommendations contained in the Commission's adopted longrange transportation plan. Public transit service from this park-ride facility would be provided by the existing county-subsidized Freeway Flyer and commuter bus services operated between the City of Waukesha and the Milwaukee central business district. The construction pf a park-ride facility with 100 spaces, as recommended by the Commission's adopted long-range plan, would cost about \$70,000, exclusive of right-of-way costs and costs for bus passenger shelter facilities. It is recommended that construction of the four recommended publicly owned park-ride facilities be undertaken in the following order of priority:

- 1. The public transit station proposed to be served by Route 1 near the intersection of USH 41-45 and STH 74 in the Village of Menomonee Falls;
- 2. The public transit station proposed to be served by Route 2 and located near the intersection of Moorland Road and STH 15 in the City of New Berlin;

- 3. The public transit station proposed to be served by Route 4 and located along W. Capitol Drive in the City of Brookfield; and
- 4. The public transit station proposed to be served by the existing countysubsidized bus service operated between the City of Waukesha and the Milwaukee central business district and located near the intersection of Moorland Road and IH 94.

#### CONCLUSION

This report has set forth a proposal to improve and expand public transit service in Waukesha County. The transit services recommended in this report represent fixed-route bus services which could be readily implemented to serve the demand for travel between Waukesha and Milwaukee Counties. The transit services recommended in this report are not intended to represent a comprehensive list of all potential transit services for Waukesha County, but, rather, represent an initial program which could be implemented to expand and improve the public transit services in the County prior to relatively quick completion of a comprehensive transit development program for the County. APPENDICES

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#### Appendix A

### ATTENDANCE RECORDS AT PUBLIC INFORMATIONAL MEETINGS AND PUBLIC HEARING

Appendix A-1 Informational Meeting New Berlin City Hall May 21, 1980

#### Committee Members

John J. DeQuardo, Chairman

Richard L. Manke

James A. Marsho

#### SEWRPC Staff

Albert A. Beck

Donald R. Martinson

#### Press

Aileen Mundstick Lawrence Sussman

#### Attendees

Stanley E. Altenbern

Jean Crotty

Bruce A. Erdmann

John D. Hendrickson

Charles O. Koerner

Regional Planning Commission

Senior Engineer, Southeastern Wisconsin

Waukesha County Supervisor

Waukesha County Supervisor

Senior Planner

Chief Transportation Planner

<u>New Berlin Citizen</u> Milwaukee Journal

President, Wisconsin Coach Lines, Inc. 5345 S. Major Drive, New Berlin 4901 S. Moorland Road, New Berlin Milwaukee County Department of Public Works

Waukesha County Supervisor

Attendees (continued)

Marilyn Lamping

Robert J. Lamping

Timothy Leberman

Janet S. Marcou

Leonard G. Marcou

Diana Messina

Vern Metcalfe

Jo Ellen Mulder

Phyllis J. Paiser

Thomas J. Paiser

Kris Schmidt

David G. Schultz

Chet Tischer

Charles G. Walther

Marilyn J. Walther

Beverly Weiss

N84 W17222 Menomonee Avenue, Menomonee Falls

Waukesha County Supervisor

W172 N8455 Shady Lane, Menomonee Falls

N90 W16312 Roosevelt Drive, Menomonee Falls

N90 W16312 Roosevelt Drive, Menomonee Falls

W172 N8501 Shady Lane, Menomonee Falls

12429 W. Hampton Avenue, Butler

Waukesha County Supervisor

N89 W13560 Bonnie Lane, Menomonee Falls

N89 W13560 Bonnie Lane, Menomonee Falls

1635 Milrod Lane, Brookfield (Representing the League of Women Voters)

N87 W18042 Shepherd Drive, Menomonee Falls

Program Assistant, Waukesha County Department of Aging

N89 W17275 Roosevelt Drive, Menomonee Falls

N89 W17275 Roosevelt Drive, Menomonee Falls

N89 W16229 Main Street, Menomonee Falls

Appendix A-2 Informational Meeting Village of Menomonee Falls Municipal Building May 22, 1980

#### Committee Members

John J. DeQuardo, Chairman

Waukesha County Supervisor

Chief Transportation Planner

Senior Planner

SEWRPC Staff

Albert A. Beck

Donald R. Martinson

#### Press

Mary Gnabasik

### Menomonee Falls News and Advertiser

#### Attendees

Stanley E. Altenbern

William E. Behrens

Charles W. Blomdahl

Jo Ann Breher

Leigh T. Collins

James Durdan

Joanne Fulcher

Robert P. Harter

Joann Kreimendahl

President, Wisconsin Coach Lines, Inc.

N87 W15675 Belleview Boulevard, Menomonee Falls

W142 N8243 Merrimac Drive, Menomonee Falls

N87 W15072 Rozanne Drive, Menomonee Falls

N87 W15104 Rozanne Drive, Menomonee Falls

W151 N7050 Plainview, Menomonee Falls

W173 N8515 Robert Avenue, Menomonee Falls

N85 W16159 Appleton Avenue, Menomonee Falls

W140 N8128 Lilly Road, Menomonee Falls (Representing the League of Women Voters) Attendees (continued)

Ervin Kumm

Mildred Kumm

Donald L. Leistikow

Orville G. Martin

David Schone

Howard P. Shepherd

Samuel Seward

Christine D. Wilson

12901 W. National Avenue, New Berlin 12901 W. National Avenue, New Berlin 14385 Wilbur Drive, New Berlin Waukesha County Supervisor 14380 W. Honey Lane, New Berlin W176 N4848 Christopher Court, Brookfield Transit Planner, Milwaukee Transport Services, Inc. Director, Waukesha County Department of Aging Appendix A-3 Informational Meeting Oconomowoc City Hall May 27, 1980

Committee Members

John J. DeQuardo, Chairman

Richard L. Manke

James A. Marsho

Theodore F. Matt

## SEWRPC Staff

Albert A. Beck

Donald R. Martinson

# Press

James Gribble

Marion Redeker

# Attendees

Stanley E. Altenbern

Loretta Bethke

Jane Casper

Avery Gentle

Deena Gentle

Florence Haesemeyer

Arthur Manke

Waukesha County Supervisor

Waukesha County Supervisor

Senior Engineer, Southeastern Wisconsin Regional Planning Commission

Waukesha County Supervisor

Senior Planner Chief Transportation Planner

## Waukesha Freeman

# Oconomowoc Enterprise

President, Wisconsin Coach Lines, Inc.

35524 Parry Road, Oconomowoc

180 S. Main Street, Dousman

Officer, Oconomowoc Airport Limousine Service, Inc.

President, Oconomowoc Airport Limousine Service, Inc.

525 Silver Lake Street, Oconomowoc

Waukesha County Supervisor

<u>Attendees</u> (continued John P. Oakwood Elizabeth J. Packee Josephine Packee Magdelene Packee

Florence Whalen

251 S. Main Street, Dousman 35524 Parry Road, Oconomowoc 35524 Parry Road, Oconomowoc 35524 Parry Road, Oconomowoc Mayor, City of Oconomowoc Appendix A-4 Informational Meeting Parkview Junior High School, Mukwonago June 4, 1980

Committee Members

John J. DeQuardo, Chairman

James A. Marsho

Waukesha County Supervisor

Senior Engineer, Southeastern Wisconsin Regional Planning Commission

# SEWRPC Staff

Albert A. Beck

Donald R. Martinson

## Press

James Gribble

# Attendees

Stanley E. Altenbern Ray T. Christenson Leighton F. Curry Helen K. Davis George W. Guhr Lynn M. Jasinski Don L. Leistikow

Hugh Porter Rosemarie Price Senior Planner

Chief Transportation Planner

#### Waukesha Freeman

President, Wisconsin Coach Lines, Inc. S106 W20597 North Shore Drive, Muskego S73 W31466 Arbor Drive, Mukwonago Waukesha County Supervisor W147 S6942 Durham Drive, Muskego 1105 Rainbow Court, Mukwonago 14385 Wilbur Drive, New Berlin (Representing the East Troy Trolley Museum) Town of Vernon Supervisor 953 Meadow View Lane, Mukwonago Attendees (continued)

Howard P. Shepherd

Karn I. Singer

Cary Stenberg

Shirley Uribe

Larry G. Weinkauf

Sharon Wood

Wilson L. Wright

W176 N4848 Christopher Court, Menomonee Falls (Representing the East Troy Trolley Museum)

415 Shore Drive, Mukwonago

S84 W30266 Hickory Lane, Mukwonago

Route 5, S101 W24800 Maple Avenue, Mukwonago

W307 S8541 Woodland Drive, Mukwonago

S46 W22328 Tansdale Road, Waukesha (Representing the League of Women Voters)

Town of Waukesha Chairman

Appendix A-5 Informational Meeting and Public Hearing Waukesha County Office Building June 10, 1980

# Committee Members

John J. DeQuardo, Chairman James A. Marsho

Waukesha County Supervisor

Senior Engineer, Southeastern Wisconsin Regional Planning Commission

# SEWRPC Staff

Albert A. Beck

#### Press

James Gribble

V. Wegner

Gary Zinke

# Attendees

Stanley E. Altenbern William E. Behrens Webb Bloedorn Donald E. Brady Frances M. Brummitt Barbara Cucinello Lee Curry Helen Davis Cynthia Dennis Sue Dinsmoor Gerald K. Flakas Ann Hansen William A. Heimlich

Senior Planner

Waukesha Freeman

Post Newspapers

Community Newspapers

President, Wisconsin Coach Lines, Inc. Waukesha County Supervisor 1050 Saratoga Parkway, Oconomowoc 21480 Sierra Drive, Waukesha 38082 Anchorage Road, Oconomowoc 4105 Alpine Circle, Brookfield S73 W31466 Arbor, Mukwonago Waukesha County Supervisor Milwaukee

1700 Dundee Road, Brookfield W354 N5865 Lisbon Road, Oconomowoc N68 W34000 Highway K, Oconomowoc

Planning Supervisor, Wisconsin Department of Transportation

Attendees: (continued)

Alfred J. Herrington Nancy Kirt

Naomi A. Kowalsky Joann Kreimendahl

Marilyn Lamping

Robert J. Lamping Jamie L. Langlie

Paul R. Langlie

Joseph C. LaPorte Elizabeth V. Lau Lyal R. Lauersdorf Don L. Leistikow Bonnie Moore Frank E. Narlock Ruth Qualich

William Robinson Helen Schartner Kris Schmidt

Howard P. Shepherd

Norma J. Shepherd

3114 School Section Lake, Dousman

17330 County Lane, Brookfield (Representing the League of Women Voters)

S66 W25190 Skyline Avenue, Waukesha

W140 N8128 Lilly road, Menomonee Falls (Representing the League of Women Voters)

N84 W17222 Menomonee Avenue Menomonee Falls

Waukesha County Supervisor

N90 W17097 Appleton Avenue, Menomonee Falls

N90 W17097 Appleton Avenue, Menomonee Falls

Mayor, City of Waukesha

4860 Hewitts Point, Oconomowoc

Alderman, City of Waukesha

14385 Wilbur Drive, New Berlin

4700 N. 132nd Street, Butler

Waukesha County Supervisor

3735 S. Town Road, New Berlin (Representing Church Women United)

5147 Crestview Drive, Oconomowoc

3430 Lilly Road, Brookfield

1635 Milrod Lane, Brookfield, (Representing the League of Women Voters)

W176 N4848 Christopher Court, Menomonee Falls

W176 N4848 Christopher Court, Menomonee Falls

# Attendees: (continued)

Thomas Shepherd

Jo A. Simon

Shirley Uribe

Sharon Wood

W176 N4848 Christopher Court, Menomonee Falls

670 Hillcrest Drive, Waukesha

Route 5, S101 W24800 Maple, Mukwonago S46 W22328 Tansdale Road, Waukesha (This page intentionally left blank)

#### Appendix B

# TRANSCRIPT OF PROCEEDINGS OF PUBLIC INFORMATIONAL MEETING AND HEARING CONCERNING PROPOSED NEW WAUKESHA COUNTY COMMUTER BUS ROUTES JUNE 10, 1980

Mr. John J. DeQuardo, Chairman, Waukesha County Transportation Coordinating Committee, opened the meeting at 7:30 p.m. CST.

MR. DE QUARDO:

- 2

The purpose of this public informational meeting and public hearing is to explain the proposed plan and receive public comment concerning the plan. At this time I will introduce our County Supervisors that are here--Supervisor Narlock, Supervisor Lamping, and Supervisor Davis--the Mayor of the City of Waukesha, Mayor Joseph LaPorte, and Alderman Lauersdorf of the City of Waukesha. I will introduce our committee. Jim Marsho from SEWRPC, Al Beck from SEWRPC, and I am John DeQuardo of the County, the Committee Chairman.

The procedure of the meeting: Mr. Beck will explain the plan; persons wishing to comment will be invited to speak. All persons interested in speaking should fill out a speaker identification card, pass it to the center aisle, and Mr. Marsho will pick them up.

At this time I will turn the meeting over to Mr. Beck who will explain the plan.

MR. ALBERT A. BECK, SENIOR PLANNER, SEWRPC:

In February of this year, the Waukesha County Transportation Coordinating Committee came to the Commission with the request that it provide assistance to the Committee in analyzing potential bus routes which could be readily implemented to expand the public transportation program for Waukesha County. The Commission reviewed the recommendations and its existing long-range transportation plan as well as some other more pertinent information for other travel corridors within Waukesha County and developed a proposal for eight separate bus routes which the Commission believed had immediate potential to generate transit ridership and which also could readily be implemented by either the existing private transit operator, Wisconsin Coach Lines, or by the Milwaukee County Transit System.

The proposal basically calls for five separate freeway flyer bus routes and three bus routes which would be operated as extensions of local bus routes presently operated by the Milwaukee County Transit System. The first freeway flyer bus route would be a new route which would be established in the Menomonee Falls area. It would originate from a park-andride lot ideally constructed in the vicinity of the U.S. 41-45 and Highway 74 freeway interchange. Presently, there is no lot in that location and it would have to be constructed using some level of public funding commitment. In the interim, the service could be initiated from a private parking lot along Main Street in Menomonee Falls provided the cooperation of private landowners could be gained. The route would originate along Main Street. It would traverse south down Pilgrim Road over Appleton Avenue to the freeway system and then over the freeway system into downtown Milwaukee where it would have a circulation and distribution route within the central business district. For this route, we would initially recommend providing four trips in the inbound direction in the morning to the Milwaukee central business district and four trips in the outbound direction in the afternoon to the Menomonee Falls area.

The second route which was considered would be an extension of the existing Milwaukee County Transit System Freeway Flyer route, which presently terminates at Capitol Drive and 125th Street in the Treasure Island This route would be extended approximately three miles to parking lot. the privately owned shopping center lot located at the intersection of Capitol Drive and Calhoun Road, provided that the landowner would cooper-For this route, we would recommend it initially be operated with ate. three trips in the inbound direction in the morning and three trips in the outbound direction in the afternoon between the City of Brookfield and the Milwaukee central business district. The third route which was considered would be a new express route between the City of Oconomowoc and the Milwaukee central business district. Waukesha County is presently subsidizing one route between those two points which is being operated by the Wisconsin Coach Lines. The existing subsidized route operates primarily over Highway 16, over Highway JJ and Bluemound Road and IH 94 into the Milwaukee central business district. There are two trips provided over this route in the morning and two trips provided in the afternoon between Oconomowoc and Milwaukee. The new route would originate in the downtown Oconomowoc area. It would serve a park-andride lot which would be established at the Olympia Resort, provided the resort's owner would cooperate. The route could also serve existing park-and-ride lots located along IH 94 at State Trunk Highway 67, County Trunk Highway CC, and State Trunk Highway 164, in addition to the Goerkes Corners public transit station. We would recommend initially that only one run in the inbound direction in the morning and one run in the outbound direction in the afternoon be made over this route between Oconomowoc and Milwaukee.

The fourth and fifth Freeway Flyer routes are basically alternative methods of serving the City of New Berlin. Under the first alternative, transit service would originate at a new public transit station which would have to be constructed in the vicinity of Moorland Road and Highway 15. There presently is no facility in this area and there is no other parking facility which could be used on a temporary basis, so prior to initiation of service from this point, we would have to construct some type of facility. We would recommend that two trips be made in the inbound direction in the morning to the Milwaukee central business district and two trips be made in the afternoon out from the Milwauke central business district to the City of New Berlin. The second alternative way of serving the New Berlin would be to extend the route down to the Village of Mukwonago, instead of terminating it at Moorland Road. Under this proposal, it would start in the Village of Mukwonago, and it would travel over Highway 15 and possibly serve the existing the park-and-pool lots located at Highway 83, County Trunk Highway F, and County Trunk Y along Highway 15, as well as the public transit station to be constructed in the City of New Berlin. We would also recommend, as for the previous route, that two trips be made over this route in the morning and two trips be made in the afternoon.

For the local route extension which we considered, the first route would be an extension of Route 62 of the Milwaukee County Transit System. It would extend from its present terminus at 124th Street and Capitol Drive north approximately one mile over 124th Street to Hampton Avenue in the Village of Butler. The primary reason for extending this service initially would be to serve the industry on either side of 124th Street. We recommend that, to begin with, two trips be provided over this route extension in the morning and two trips be provided over the route extension in the afternoon, primarily to serve the start and stop times of first shift employment along 124th Street. The second route extension which was considered would be an extension of Milwaukee County Transit System Route No. 10 from its present terminus at Underwood Parkway and Bluemound Road west approximately three miles to the Brookfield Square Shopping Center. This route would serve the Brookfield Square Shopping Center as well as the Bishop's Woods office complex and the Brookfield Square office complex as it develops to the west of Brookfield Square. This would be more of a regular route type of operation. We would recommend initiating service on a six-day-per-week basis, Monday through Saturday, from 9:00 a.m. through 6:00 p.m. initially, and the service would be provided at 25-minute headways between the buses on the route. The third route extension would be an extension of the Milwaukee County Transit System Route No. 18 which presently terminates at Greenfield Avenue and 124th Street. This route would be extended approximately 4.5 miles to the New Berlin industrial park over Greenfield Avenue, over Moorland Road and then into the local streets within the New Berlin industrial park. Just as for the route extension from the Village of Butler, we would recommend that this service initially be provided to serve the start and stop times of first shift employment within the industrial park, with two trips outbound from Milwaukee County in the morning and then two trips inbound to Milwaukee County in the afternoon. At this time we would like to open up the floor for any comments which people would like to make on it.

We would welcome and encourage any comments or questions on the proposal which you have before you in the handout. If anyone has a written statement and if they so desire to read it, they may. We would request that if the statement is rather lengthy you enter a copy of the statement into the record of the public hearing and briefly summarize it in the time that we have allowed for you to speak. We will be accepting comments on the proposal--written comments through the mail--for the next five days and you may send them to Mr. DeQuardo at the County Courthouse. MR. DE QUARDO:

I have two letters here, one from the Mayor of the City of Oconomowoc, who wants her comments entered into the record, and I have another letter here from James Casper from Dousman, who also would like to have this entered into the record. Anybody who hasn't signed the roster, would they please do so, and if you want to speak, fill out a form so that we can call on you.

MR. JAMES A. MARSHO, SENIOR ENGINEER, SEWRPC:

The first person who has indicated a desire to speak is Lyal Lauersdorf. MR. LYAL R. LAUERSDORF, FIRST DISTRICT ALDERMAN, CITY OF WAUKESHA: I would like to defer probably to Mr. Don Brady.

MR. DONALD E. BRADY, WAUKESHA:

I am here as a private citizen as well as a representative of the Wisconsin Telephone Company and I was most interested in seeing what your basic proposal was in that we are currently moving approximately 600 people out to Brookfield Executive Drive or the Brookfield Square area and I was particularly interested here in your option No. 6 which talks about--I call it your early hour or a work-oriented-type trip to Bishop's Woods. I am not prepared at this time to give you a ridership figure or anything like that but I am just taking a ballpark-type figure, and we could have a potential of 160 people that could well be considered in Option 6 here to go from Bishop's Woods out to Brookfield Square, and I would like to just note that so that you have that in your consideration. I can probably be more precise as we move along.

MR. BECK:

That is something that can be considered as the routes are finalized in the negotiation process.

MR. MARSHO:

Sir, would you give us your first and last name and your address, if you please.

MR. BRADY:

Donald E. Brady, 21480 Sierra Drive, Waukesha.

MR. MARSHO:

If every speaker would do that for us, we would appreciate it.

### MR. LAUERSDORF:

Excuse me, just one point before you go on. Don did you notice that the time there was 9:00 a.m. to 6:00 p.m.?

MR. BRADY:

For Brookfield Square. What they did, as I quickly read it for you...it talks about an early route.

MR. BECK:

That is correct. As the Brookfield Square office area develops, there shouldn't be any reason to prevent that run from being extended all the way out to Brookfield Square.

MR. MARSHO:

Joann Kreimendahl.

MS. JOANN KRIEMENDAHL, MENOMONEE FALLS:

Joanne Kreimendahl, W140 N8128 Lilly Road, Menomonee Falls, and I am a member of the League of Women Voters. The Waukesha County Council of the League of Women Voters would like to register approval of the SEWRPC plan to provide bus transportation to residents of Waukesha County. We commend Supervisor DeQuardo and the transportation coordinating committee for their efforts to reduce dependence on the individual cars thereby reducing consumption of gasoline and resulting air pollution. The League has actively supported mass transit since 1972 and believes that it is necessary and appropriate for government to subsidize it as with any other public service. We encourage the County Board to adopt a plan to implement this service and to phase it in according to greatest need and feasibility. As an initial step, some of the proposed parking lots could be ready to use for park-and-pool lots, such as those already being used in several areas. We understand the financal difficulties with state and federal budget cutting, but feel that the present economy has increased the need for more public transportation.

MR. DE QUARDO:

Thank you.

MR. MARSHO:

Nancy Kirt.

### MS. NANCY KIRT, BROOKFIELD:

Nancy Kirt, 17330 Country Lane, Brookfield, and I am a member of the League of Women Voters. I feel there is a real need personnally for this plan. Out of my curiosity, I am wondering on these routes--are there a

lot of stops on the flyer system? I am not sure...some clarification.

MR. BECK:

The Freeway Flyer routes are basically designed to be an express type of service with limited stops. Now, the route from Menomonee Falls, I would foresee that, when the bus is traversing Pilgrim Road and Appleton Avenue, some stops could be made along those areas and in some areas; for instance, along Capitol Drive stops could be made at one-mile intervals. But once it's on the freeway system, it would travel nonstop to the Milwaukee central business district.

MR. MARSHO:

Howard P. Shepherd.

MR. HOWARD SHEPHERD, MENOMONEE FALLS:

Howard P. Shepherd, W176 N4848 Christopher Court, Menomonee Falls. I would like, at this time, to put a formal request in to extend Route 62--Capitol Drive out to Calhoun Road--on local service as a trial period, for, say ah...give it a good try for a year or so to see if it works because I believe that the business is there. I would also like to put a plug in...I am representing myself and the East Troy Trolley Museum, that we run weekend service to Mukwonago because the Trolley Museum would generate more business for the bus out there on weekends.

UNIDENTIFIED SPEAKER:

I was a late arriver. Could we get a copy of the proposal?

MR. MARSHO:

The next speaker would be Ruth Qualich.

MS. RUTH QUALICH, NEW BERLIN:

My name is Ruth Qualich. I live at 3735 S. Town Road in New Berlin, Wisconsin. I am a member of Church Women United. On behalf of Church Women United, Suburban Unit, I would like to commend Mr. DeQuardo and his committee for pursuing the issue of transportation beyond what was the original intent of that committee, which was coordinating the existing transportation services in Waukesha County. The cost of energy to operate private autos has given the issue of transportation a certain popularity and status among middle-class suburban people, and I do feel it is important that we are conservative in our use of energy. However, I believe the primary reason for a public transit system is to provide mobility for those village residents--elderly, handicapped, young, poor--who do not have access to private transportation. In that regard, I am pleased to see that two of the industrial park areas of the County would be served with the proposed plan. This will provide an important link to the City of Milwaukee and give access to jobs to city residents as well as broaden the pool of potential workers for employers. The

County is now providing a certain amount of transit service for the elderly and handicapped. What could be happening to these services as the current plan is implemented? Would they change in any way? Are you willing to address that, Mr. DeQuardo?

MR. DE QUARDO:

At this time, I can't tell you what we are going to do. I know that they are talking that the City of Waukesha will now provide the services that we have been providing in the City of Waukesha. I do not know what is going to happen. We are going to concentrate on the outlying areas that haven't been given the service. The City of Waukesha is going into the bus service so we feel that the elderly will be taken care of there.

MS. QUALICH:

... which leads into my next concern, which is the coordination of this plan with other aspects of transportation in this part of the County. It seems to me that there will be a need for coordinating with the City of Waukesha transit plan, with the Milwaukee County system, and perhaps with the private proposal regarding the <u>Cannonball</u> express. I am wondering if you have had any discussions with any of these groups and what is your proposed planning process for coordination?

MR. DE QUARDO:

Well, your first question...We haven't talked to anybody about that. I have met with our county aged group to see what they are going to do. We did discuss that at one point but then we were thinking, let's take, for instance, the Regency in Butler...the elderly project there...if they couldn't reach the bus, that we were figuring on sending one of our buses to the complex and take them to a point where they could catch a Milwaukee bus. These are some of the ideas that we have had in mind, but we have to explore that, we haven't really gotten into that.

MS. QUALICH:

In closing I wish to say that I and my family are looking forward to using the system when it gets to New Berlin.

MR. BECK:

I would like to address one comment you did make regarding coordination with the City of Waukesha and the Milwaukee County transit systems. The plan which was proposed for the City of Waukesha...one of the recommendations that is in that plan is that the stops and the schedules be coordinated so that transfer time and the ability to transfer between these two systems can be done most efficiently. And the other aspect, in terms of coordination with the Milwaukee County transit system...some of these routes have been recommended at least to be operated by the Milwaukee County Transit System on a contract basis and if they are successful, we would recommend the possibility of Milwaukee County's taking them and initiating or integrating them into its regular route structure. So some types of those considerations have been looked into in developing this proposal.

MR. MARSHO:

Robert J. Lamping.

## MR. ROBERT J. LAMPING, FIFTH DISTRICT SUPERVISOR, MENOMONEE FALLS:

Robert J. Lamping, Fifth District Supervisor representing Menomonee Falls. At our hearing in the Falls--public informational meeting--it became clear to the few that it did show that there is a vital need...in discussing with the majority of other supervisors in Menomonee Falls, talking to my own constituents and residents, it has become very clear that the plan is very well accepted. I think that we are in a position that we have a skeleton plan that we should start to implement, that we have made enough study. We need some fine tuning, but we need to start talking with the other people, especially with the time frame that we are talking about. I think that your selection of priorities of route 1 is proper, seeing that Menomonee Falls lost their bus service in 1962... prior to that had service to Milwaukee. Knowing the number of car pools going into the City of Milwaukee in the morning which you could find energy saving, but not to the point of what is needed today...we know the ridership is there. We know that in talking already that the park-andride lot is feasible, and can be worked out. Since that time we have talked to the people that would control that situation so they could be put in place very quickly and with cooperation. We think that it is a proper service for county government. We think that even though it is going to develop into tax dollars, that the savings to the taxpayer are going to come back because of savings in gas. So the money that is going to be added to the tax roll is very small compared to the total tax savings to the people that are paying the bill. So speaking for the Village and the majority--I have spoken to all but one--the majority of other supervisors from the Village of Menomonee Falls, we think that it is sound and proper and would like to have either the association with Milwaukee explored first, quite naturally, because it is the logical one but that not being feasible to still go ahead with the plans by other methods that were discussed that evening because they are there, they are the alternates that were provided and that you have studied. So I would urge whatever has to be done from the committee's point. They certainly have the cooperation of Menomonee Falls and think that everything is great.

MR. MARSHO:

Kris Schmidt.

#### MS. KRIS SCHMIDT, BROOKFIELD:

Kris Schmidt, 1635 Milrod Lane, Brookfield. I am a member of the League of Women Voters. I would like to know how many buses now run, Wisconsin Coach Lines runs, down Bluemound, and are any of these Freeway Flyers and do they still have the bus down Greenfield Avenue, and does that become a Freeway Flyer at any point?

#### MR. BECK:

Most of the runs between the City of Waukesha and Milwaukee that use Bluemound Road run down Bluemound Road to Pilgrim Road, to Brookfield Square, and then down to the freeway system and then go on to IH 94 to get to the downtown area. The Greenfield Avenue route which travels over Greenfield Avenue between Waukesha and West Allis to approximately 70th Street then goes up 70th Street to the freeway system, and then goes into the downtown Milwaukee area. Now the exact number of runs, I don't have the schedule in front of me for each of those. For the Greenfield Avenue route, midday service is approximately one bus per hour. Mr. Altenbern in back could possibly clarify things a little bit more. He is the President of the Wisconsin Coach Lines,

MR. STANLEY E. ALTENBERN, PRESIDENT, WISCONSIN COACH LINES, INC.:

I don't have a schedule tonight, either.

MR. BECK:

Is there a specific reason for your request?

MS. SCHMIDT:

I just would like to know what the current service is down the Bluemound area and the Greenfield Avenue area. It was pointed out to me by somebody who uses the bus quite frequently that they would find it very convenient if there could be some kind of ...something worked out with the Milwaukee County Transit Company that some transfer could be achieved from any of the buses coming in from Wisconsin Coach Lines if the Wisconsin Coach Line happens to take the route in from Menomonee Falls or anywhere else to the central district; if maybe an additional zoning fee might be paid or might be considered as a possibility so that the people who use the Wisconsin Coach Line or any other private coach system might have access to the complete system.

MR. BECK:

There has been an agreement between Waukesha County and Milwaukee County and, Stan, you can correct me if I am wrong, when you purchase a booklet of commuter tickets for the Wisconsin Coach Lines service, you can also purchase a book of transfer tickets which enables you to transfer to the Milwaukee County Transit System for I believe \$0.20 in terms of fare. So there is a reduced fare transfer policy in effect at the present time.

MR. MARSHO:

Mayor LaPorte.

MR. JOSEPH LA PORTE, MAYOR, CITY OF WAUKESHA:

Mayor LaPorte, 1941 Rambling Rose Road, Waukesha. The City of Waukesha is not like most of the communities in Waukesha County. We are a community of 53,000 people. We have to survive for our downtown. For our downtown of 53,000 people. community...and we have to have our own transit system. Part of it will be financed by the City of Waukesha people. Now many of the other communities of course don't, but with your express system that will give you a mass transit system in some of these communities. The City of Waukesha Now, this, I feel, is temporary. We should has to finance their own. have a county mass transit system or, beyond that, a regional mass transit system with the City of Milwaukee extending their services. Some of these I see... you mentioned some of the Milwaukee systems are going to be extended. Well, I wish they were. I don't know how many runs you have going into downtown Milwaukee. Milwaukee has...more or less will have... a captured transportation audience from not only the City but from Waukesha County. You will be bringing people from Waukesha County to downtown Milwaukee for shopping all day long. This will revive their downtown which is fine, but I think we have some ammunition now whereby we can say, "Hey, we're going to be helping you, we are going to rejuvenate your downtown, maybe we should extend that system." So I think we have some ammunition to talk to the people of Milwaukee. The red bus system for the City of Waukesha, part of it can be eliminated. But I feel that the portion of it that picks the elderly and handicapped people up at home, where they make reservations three days or a week ahead of time, this system we still have to maintain. These people can't walk to the bus line two to three blocks away to get a bus. The hail-a-ride, fine. You can eliminate that. But I feel that the other system where you pick them up in front of their home, we have to keep that system.

MR. DE QUARDO:

Mayor, I just want to correct you that we will take care of the handicapped. The County will take care of the handicapped and the County is still subsidizing the Waukesha-Milwaukee bus system. We have been doing that for the past five to six years so the City of Waukesha is not being left out. We started with the City of Waukesha subsidizing it to help the people from the City of Waukesha go to work in Milwaukee. Also we are doing it for the City of Oconomowoc...just that, Mayor, so we get the record straight. Thank you.

MR. MARSHO:

Gerald Flakas.

MR. GERALD K. FLAKAS, TOWN OF OCONOMOWOC:

Gerald Flakas, 5865 Lisbon Road, Town of Oconomowoc. I am here just as a private citizen who would be a potential rider of the bus from Oconomowoc under the right conditions. The existing bus line that does go down Highway 16 passes within a few miles from where I work, which is the General Electric Plant on Highway T. Now if there could be some arrangement whereby this bus service could be deviated a little bit from the present route and go past Highway T or similarly, if the IH 94 route that is proposed were to make a "G. E." stop...I think you would see that at this plant with an employment of several thousand, you would probably have considerable ridership and I would request that consideration be given to that kind of a stop. MR. MARSHO:

Don Leistikow.

MR. DON L. LEISTIKOW, NEW BERLIN:

Don L. Leistikow, 14385 Wilbur Drive, New Berlin. I support the Mukwonago-Moorland flyer. I would encourage you and suggest that you do consider stops and transfer privileges with the Milwaukee County Transit System wherever possible. My background goes back to 1950 and 1951, I was a motorman and conductor on the rapid transit system and I can tell you about the thousands of people who did transfer on and off those cars at Greenfield Avenue, 84th Street, 68th Street, 35th Street, 27th Street, 16th Street, and on downtown. There is a vast group of people that need crosstown service who will not be served basically with a flyer route. Ι am sure that the studies that you have undertaken will support a number of riders between Waukesha County and the central business district downtown. I would encourage you to make some additional studies. You may find that some form of all-day service could be realistically encouraged and put into use entertaining stops enroute. Secondly, from the President of the Wisconsin Electric Railway Historical Society, we own and operate the East Troy Trolley Museum. I would just like to detail a bit on what Howard Shepherd had said before, that we would be requesting some demonstration project of Saturday and Sunday service into Mukwonago specifically down ES to County Trunk J which is just right smack at the county line. This would serve not only ourselves, it would also serve the Elegant Farmer who has done quite a bit of radio advertising. It could be very practical. We would certainly encourage a demonstration project of that nature to see what liability that might have. Thank you.

MR. DE QUARDO:

Thank you you much.

MR. MRSHO:

Shirley Uribe.

MS. SHIRLEY URIBE, MUKWONAGO:

Shirley Uribe, Route 5, Mukwonago. I would like to speak in favor of this proposal and especially the No. 8 route between Mukwonago and the downtown business district. I would respectfully ask however that you make some connection that would go north-south...something with the Milwaukee City Bus Line at 84th Street or 68th Street or some place so that commuters like myself would not have to go all the way downtown and then back west or north or south. You might pick up something there. I guess I would also like to add that I have two college students in my household who would find it a really helpful kind of thing. I think most of us who live out there send our kids in town to live if they are going to go to school. But I do not think that would be necessary if we had this bus service.

J. A.

#### MR. MARSHO:

That is all the speaker identification application slips that have been filled out. Is there anyone else who would like to speak at this time? Would you give your name?

#### MR. ALFRED J. HERRINGTON, DOUSMAN:

Alfred J. Herrington, 3114 School Section Lake, Dousman. I understand that there was a hearing similar to this one in the City of Oconomowoc recently. I missed that announcement and so did not make that one so I thought I would come in here and put in a plug for the run that would start out there at the Olympia Village area. I am now a present user of the ride-and-pool lot at the intersection of 67 and I94. I carpool with the gentleman on my right and we are wearing out an automobile getting to work and back and I think it would be a tremendous asset to us. We have observed that lot becoming progressively fuller, particularly within the last year, to the point where the cars are now being parked on the shoulders and in unauthorized areas. There appears to be ample room to expand that lot to the east, I would venture to say. And of course this is speculative, but for everyone that thought enough of this proposal to come here and speak on it tonight, there are probably a hundred who did not come out... that I am sure, from the indication of that lot filling We get there at about 6:30 in the morning and it is nearly full at up. that time. The price of gasoline, the cost of transportation, etc. is driving more and more people to the pooling concept. We think that the bus route is even a more efficient way to conserve energy and to do it in a mass transit way more efficiently than even carpools can do it. Thank you for the opportunity.

MR. DE QUARDO:

In answer to that park lot. The Highway Committee of which I am a member... we are looking at that to expand it because we have noticed that it is filled. We intend to contact the State and cooperate and try to expand that lot.

# MR. HERRINGTON:

Excellent.

MR. MARSHO:

0.K. First I will call on those who have not spoken yet. The person in the back.

MS. JAMIE L. LANGLIE, MENOMONEE FALLS:

Jamie L. Langlie, N90 W17097 Appleton, Menomonee Falls. I have a question. Is there any route being considered down 74 and 164 between Menomonee Falls and Waukesha?

### MR. BECK:

At this point, no. The proposal that you have in front of you is a bare bones proposal of the routes which we feel have the greatest initial potential to generate ridership.

MS. LANGLIE:

I could see having two buses in the morning and two buses in the evening traveling back and forth. I live in Menomonee Falls and work in Waukesha and it would really be neat to be able to hop a bus to come down here in the morning. 0.K.?

MR. DE QUARDO:

Thank you.

MR. MARSHO:

The lady in blue. She hasn't spoken yet.

MS. ANN HANSEN, OCONOMOWOC:

Ann Hansen, N68 W3400 Highway K, Oconomowoc. You have been talking about the central business district of Milwaukee. Where do you assume or are thinking it starts? How far into Milwaukee would the route have to go like the Freeway Flyer ones, in particular, before you start with the stops?

MR. BECK:

The Freeway Flyer routes which are presently being operated by the Milwaukee County Transit System get off the freeway at 13th Street and start what is called a collection and distribution route within the central business district at 10th Street, and they run down to the lake front, Prospect Avenue, over Wells Street and Wisconsin Avenue. The Wisconsin Coach Line service which is presently being subsidized gets off the freeway at 35th Street and then begins making its local stops along Clybourn, Michigan and Wells Streets within the Milwaukee central business district. So it would vary, depending on who the operator was.

MS. HANSEN:

Thank you.

MR. MARSHO:

Yes, sir.

MR. WEBB BLOEDORN, OCONOMOWOC:

Webb Bloedorn, 1050 Saratoga Parkway, Oconomowoc. I would just like to go on record as supporting this new system that you are setting up along the "I" system. I was a rider of the <u>Cannonball</u> for about eight years while it was in existence. We fought the dismissal of that train very hard. The gentleman sitting in the back from Wisconsin Coach at that time promised he would give us good bus service out of Oconomowoc, which we haven't seen to this date. So, I would like to go on record saying I would like to see this system put into effect.

MR. DE QUARDO:

Thank you.

MR. WILLIAM ROBINSON, OCONOMOWOC:

William Robinson, 5147 Crestview Drive, Oconomowoc. I would simply like to state my support for the program. Number One, I would like to clarify the fare on this. The prices are \$1.10 to \$2.25. Is that a round trip, one way, or is that a price range?

MR. BECK:

The current fare system is distance related. I believe it is \$2.25 from the City of Oconomowoc down to the Milwaukee central business district. The \$1.10 figure I believe would be for travel from the Goerkes Corners public transit station to Highway 164. That is all for fares to downtown Milwaukee, depending on the distance traveled.

MR. ROBINSON:

I would say at \$2.25 you are right at the break-even point for somebody who is already carpooling. You might think about that.

MR. DE QUARDO:

Thank you. Lyal?

MR. LAUERSDORF:

Let me preface it with this...I have been riding the Wisconsin Coach Line from Waukesha into Milwaukee--the one that is subsidized. I would like to mention one concern for safety. In the proposals for these different new bus routes it is very hard to determine how many people are going to be riding on these buses, so I have experienced a situation where we have had probably close to 50 percent of the time, people standing in the aisles of the buses. Now when they go on the expressway on the flyer routes or any other highway where they travel 55 miles per hour or even 40 miles an hour, if there should be an accident, what is going to happen to the people standing in the aisle vs. people sitting in the seats? So I hope that you people in your planning for these proposed routes have something in mind for alternatives of what to do on those mornings when the bus is full and people have to stand in the aisle? I don't have the answer for that question, or any recommendation. All I am saying is that because it is in a trial state, you don't know what to expect for ridership. But be prepared to have some alternate solutions so that people don't have to stand in the aisles and be subjected to an unsafe condition. For the bus company that is subsidized, I brought this matter to their attention some time back and they are attempting to provide some rescheduling but I haven't seen it yet for the ingoing in the morning from Waukesha. Thank you.

MR. DE QUARDO:

We are hoping to sit down and talk with Mr. Altenbern regarding this situation that you brought to my attention. The Highway Committee will be talking to him, the President of that company, about this problem. Yes, Madam?

MS. SHARON WOOD, WAUKESHA:

Sharon Wood, S46 W22328 Tansdale, Waukesha. At the informational hearing I attended, a time schedule of testing the routes for a period of three to six months was mentioned and I would just like to encourage the Committee and the County Board should they adopt this program...hopefully they will...to not cut themselves short with a time limit on building up ridership for the routes. Several years ago we wondered who was going to park in all of those park-and-ride lots and we have gradually seen the usage of those lots grow to the point where now it is difficult to find parking places in some of them. I think we should do the same kind of thing with this fast route--that when we set it up we give the ridership a chance to grow by word of mouth, publicity from it, etc. before we cut it short.

MR. DE QUARDO:

Thank you.

MS. NAOMI KOWALSKY, WAUKESHA:

Naomi Kowalsky, S66 W25190 Skyline Avenue, Waukesha. I would like to speak in favor of expanding the transit system, particularly No. 8, which runs into Mukwonago. My address is Waukesha but I live in the Town of Vernon and I speak for a number of my neighbors who are really interested in an expansion to the "F" parking lot. Also I would add that it would be terrific for some of us who work in Milwaukee if somewhere along 84th Street or 76th Street, something in that area out there, there could be at least one stop for a number of us to transfer off the bus. Thank you.

MR. DE QUARDO:

Thank you. Anyone else? Yes.

MR. LA PORTE:

Al, in your studies of this system, from what I see here this is all geared to Milwaukee and back. But have you thought of our County Hospi-

tal that we have. The hospital in Waukesha that serves all of Waukesha County now, people from Mukwonago, East Troy, and outlying areas, and of course they work in Waukesha, too. Would it be feasible to run a system coming up from the south there to get to that hospital, for instance? I don't know, maybe connect on to one of the other systems, but somehow you've got that bare there, that whole southern end there, and I know many people use our hospital. If you are talking about a transit system...I mean everybody doesn't go to work in Milwaukee and come back from Milwaukee which is fine, I am not complaining about that. I am just saying we have other needs...to get to that hospital. And like I say, there are many people that work in Waukesha also that come from the outlying areas.

MR. BECK:

That I can understand. The reason for the design of the system as it is, is basically two reasons: one is to serve the population concentrations which you have to serve to try to generate the ridership to cover the cost of some of the operation; and the second reason is to try to serve the existing heavily traveled corridors within the area. Those are the two things that the were most evident from our studies and from the current traffic patterns which were reviewed in analyzing the potential for the bus service. Now the other routes that you are talking about would require some additional study which the time frame for this proposal, which was done basically in approximately six weeks, just did not permit. That is not to say that if these routes are successful, that possibly some additional studies could be done for expanding the service even more.

MR. LA PORTE:

These daytime routes that you have now from Waukesha to Milwaukee, are they highly used? The daytime routes?

MR. BECK:

The nonpeak period?

MR. LA PORTE:

The nonpeak. Yes.

MR. BECK:

Not extensively. You are going to find that the peak period ridership on the subsidized transit routes which presently carry about 800 passengers a day. About 600 of those passengers are during the morning and afternoon peak periods. So, you are only carrying 200 persons during the midday period, which is not a heavy utilization.

## MR. LA PORTE:

Well, that 200 people is quite a few people.

MR. DE QUARDO:

Mayor, when this was set up, we didn't give SEWRPC very much time to get this done because the County Board said we want something done and so I put the pressure on SEWRPC and they came up with this study in a hurry. In fact, they had it on the shelf they tell me.

MR. BECK:

This is, to begin with, a bare bones proposal. It's an initial level of service which, as I stated, if it is successful should show that there is demand for transit service and an expanded study might be warranted for other local types or intercommunity rather than community to Milwaukee County.

MR. LA PORTE:

It just seems strange it is so bare on the bottom. It seems that they could hook on to our own system, when we get one, to get these people to that hospital, or to WCTI, or UWW, or wherever, but there is nothing coming in from the bottom there.

MR. DE QUARDO:

Mayor, we have not closed the door. I mean right now, we are just trying to get something started. Yes, sir?

UNIDENTIFIED SPEAKER:

I have two questions. Number one, I am new to this. What approval does all this take? What is the process that is going to have to be taken, and then what would be your most optimistic guess as to when these things could go into motion?

MR. BECK:

When we undertook the study, we were basically told the time frame of 1981. Ideally, January of 1981. Now the exact starting date is going to be subject to negotiations with contractors. They may have better ideas in terms of when service should be started rather than January in the winter months; it may be better to start something probably around the In terms of the steps that would have to be taken before any spring. final buses would be on the road, the Commission will have to prepare a final report for the Waukesha County Transportation Coordinating Meeting They will review it and I presume they would present it to Committee. the Waukesha County Board of Supervisors for its approval and permission to begin the negotiation process, at which point a decision would have to be made as to which routes would be implemented initially. Then the negotiation process would begin. We do have some deadlines in terms of

state and federal operating assistance applications which would have to be met. The state applications would have to be made by mid-October of this year to get funds for calendar year 1981. We are in a relatively tight time schedule.

#### UNIDENTIFIED SPEAKER:

I have just two concerns I would like to express to the Committee when they take this under consideration and also to the County Board when they take this also. There are quite a few proposals. There are eight proposals, and I can see the possibility and probability that they may not all be instituted at the same time, and I think that we should all be patient and realize that this is a good proposal for all of Waukesha County. We may not all get bus service at the same time, and I would hope that we would not kill the whole proposal by indicating that if I don't get mine and you don't get yours, number one. The second concern I have on this is the subsidy that you have indicated in here appears to be the maximum subsidy possible under the state and federal funds.

MR. BECK:

That is correct.

#### UNIDENTIFIED SPEAKER:

This possibility may not also be there with the amount of cutting on the budget that has been done on federal and state levels, particularly the federal level. If we get it, great. If we don't I think it would be worthwhile for the County Board and the Transportation Committee to think about at what level they would be willing to fund this on an initial basis. The possibility exists that somewhere down the line, we may break-even and we may not have to subsidize the transit system; however, initially we are going to have to subsidize the transit system and we are going to have to figure at what level we would be willing to do this.

MR. MARSHO:

What is your name please?

MS. SCHMIDT:

Kris Schmidt.

MR. DE QUARDO:

From what I read in the paper and we have the Chairman of the Finance Committee sitting here, I do not know at what point...how the money is going to fan out, but I am hoping ...I hope to institute this plan and get this thing on the road. Maybe Chairman Narlock, you can enlighten us a bit as to how the money situation is.

# MR. FRANK E. NARLOCK, SUPERVISOR, WAUKESHA COUNTY:

John, we have been looking at some figures and they don't look too good. We are in a recessionary period now. Unemployment is increasing and the finance committee has to think of the taxpayer and also the services that the County provides, and so we are looking at a very tight budget. In looking at this proposed transit program, I hope that we can find a place in the budget.

MR. DE QUARDO:

Maybe we can take it out of one place and put it into mass transit.

MR. NARLOCK:

That is a possibility, but we will have to look at it very carefully.

MR. DE QUARDO:

You understand that I am not a big spender.

MR. NARLOCK:

I know from experience.

MR. DE QUARDO:

0.K. But, I am just pointing that this is a real necessity and the way the Iranians are raising the oil...and we never know when they are going to cut us off. I mean we have to start conserving and I feel strongly that we should implement this plan and we're helping all the taxpayers.

MR. NARLOCK:

I can agree with that and I am sure that the Finance Committee will take a good look at this.

MR. DE QUARDO:

I think at one point, maybe I shouldn't bring it up here, I better wait for the County Board. I mean it is a little touchy. I will save it for the County Board. Anyone else have any questions?

#### UNIDENTIFIED SPEAKER:

I guess the "when" part of it is of prime concern to most of us. Not too long ago the <u>Waukesha Freeman</u> had a rather lengthy article on this entire project, and I seem to recall they quoted something like September of this year. Do you know where that estimate came from, do you remember seeing that report?

## MR. BECK:

I believe I remember seeing it in the newspaper. I think they may have been slightly mislead by the time schedule we were trying to meet for getting final figures to prepare a state operating assistance application. It would have to more or less be finalized by September to begin the process.

#### UNIDENTIFIED SPEAKER:

I think it is kind of disappointing to think of your estimate of spring of next year; we are just barely past that mark this year. You are looking at 9, 10, 11 months from now. I think there is a pressing need to move on this rather quickly to paraphrase some of the things that you pointed out. I think the ridership is there and I think that you might be pleasantly surprised at the response there. As full as we are seeing these lots get, I think there are people poised and waiting that would buy bus tickets tomorrow morning if the bus was in the lot.

MR. MARSHO:

What was your name again?

MR. HERRINGTON:

My name again is Al Herrington from Dousman.

MR. DE QUARDO:

I know. I received a lot of calls when we first started and this information got out to the press and I know. The telephone calls I got in my office were really wonderful, I mean, I thought it was really great. I myself have been having two meetings a day. Of course SEWRPC set up the meetings and being the Chairman, I have to follow their instructions, and at the same time I was glad to do it. I spent a lot of time, I talked to a lot of people with SEWRPC, so I am not going to let the grass grow under my feet. As soon as they get the report ready, they will present it to our Coordinating Committee, and as soon as we look it over we will have a recommendation to the County Board. I hope to do that soon. As soon as they get us the report, I will get it to the County Board. Then, it will be up to the County Board to act.

#### UNIDENTIFIED SPEAKER:

Again, I think you are seeing just the tip of the iceberg here in terms of the interest level that must exist throughout these communities.

MR. DE QUARDO:

See, it seems the big thing is negotiating with Milwaukee County. I don't know how hard they are going to be, but I am ready for them.

Does anyone else have a statement to make? I want to thank you very much for attending this hearing. It was well represented and I am really pleased with the input that you have given us, and we will proceed. Thank you very much. (This page intentionally left blank)

CORRESPONDENCE PERTAINING TO PUBLIC INFORMATIONAL MEETINGS AND HEARING

**61** Appendix C

> MARCH ZI, 1980 19330 W. HILLEREST DR NEW BERLIN WI 53151

JOHNDE QUARDO, CHAIRMAN WAUKESHA COUNTY MASSTRANSIT COMMITTEE WAUKESHA COUNTY COURTHOUSE WAUKESHA, WISCONSIN 53186

I READ WITH GREAT INTEREST THE ARTICLE IN THE FRIDAY SENTINEL OF MARCH 21, 1980 CONCERNING THE PLAN TO EXPAND THE MILWAUKEE COUNTY SYSTEM TO WALKESHA COUNTY. I WAS ESPECIALLY PLEASED WITH THE IDEA OF USING HWY 15, 894 \$ I-94 ASPECT.

I LIVE JUST NORTH OF NATIONAL AVE (C.T. E.S.) AT RACINE AVE (HWY.Y) AND WOULD FIND A ROUTE USING THE ROCK FREEWAY (HWY IS) A VERY DEFINITE PLUS, I CURRENTLY DRIVE IG MILES ROUNDTRIP TO THE TREASURE ISLAND STORE AT HWY 100 & CLEVELAND FROM WHERE I TAKE THE FREEWAY FLYER TO THE FIRST WISCONSIN CENTER ON WISCONSIN AVE AT LAKE MICHIGAN. BEING ABLE TO ELIMINATE THAT DRIVE WITH A SHORT DRIVE TO THE ROCK FREWA AT RACINE AVE WOULD BE FREENT, THIS WOULD ALSO ENABLE MANY PERSONS FROM MUSKEGO TO TAKE ADVANTAGE OF A BUS.

I STARTED TAKING THE BUS ON 1/2/80 WHEN I DECIDED SAVING 2.75 TO 3.00 A DAY WAS ADVANTAGES PLUS SAVING 2 GALLONS OF GAS FACH DAY. I HAD A ROUND TRIP OF 42 MILES BEFORE COMPARED TO MY CURRENT IGMILES, WITH A BUS CLOSER AT HAND THAT GAS REDUCTION WILL INCREASE MUCH MORE.

GOOD LUCK - AND HOPE IT COMES TO FRUITION CALL ME AT 765-4845 IF ANY QUESTIONS. VERY TRUY YOURS

SEWRPC. EVENSON

JOHN SHABAZ

GERALD J. GOLE

WE NEED & NOWS

THE DEVELSTED HOU

TO HIL.

EG 15 15 APR 7 1980

EXECUTIVE DEPT.

Ken

April 2, 1980 N77 W14260 Appleton Avenue Menomonee Falls, Wisconsin 53051

Milwaukee County Transit System 4212 West Highland Boulevard Milwaukee, Wisconsin 53208

Dear Person,

I am interested if your future plans include a Freeway Flyer route to Menomonee Falls? The K-Mart Shopping Center at N77 W14435 Appleton Avenue has ample parking for bus patrons. I would support an increased fare being that a route of this nature is outside of Milwaukee County.

> Yours truly, Monues M. Thessin Thomas M. Thessin



# CITY OF OCONOMOWOC

FLORENCE WHALEN, MAYOR

174 E. WISCONSIN AVENUE OCONOMOWOC, WISCONSIN 53066

June 2, 1980

Mr. John D. DeQuardo County Board of Supervisors Chairman, Waukesha County Transportation Coordinating Committee 515 W. Mooreland Blvd. Waukesha, Wis. 53186

Dear Mr. DeQuardo:

I very much enjoyed meeting you at the public hearing in Oconomomore last Tuesday evening.

I regret that I have another meeting scheduled for June 10, 1980 and will be unable to attend the public hearing scheduled in Waukesha that evening.

I would therefore like to reiterate my support for the increased emphasis your committee is putting on mass transit in Wwwakesha County, and in particular, of the additional bus route to serve the City of Oconomowoc.

It is inevitable that we will need to make less use of our private automobiles and more use of buses and trains in order to conserve energy and to keep the costs of transportation down. I urge the County Board to give the proposed transportation plans at least a realistic time trial to see if these proposals generate an increased ridership. It seems to me that the county's share, around \$40,000 is small indeed in comparison to the benefits that will be realized in this rapidly urbanizing county.

Sincerely, - when 2erm Florence Whalen Mayor

JUNE 5-1980

DEAR ME DUDUARDO -

I HAVE READ, WITH MUCH INTEREST, AGOUT a possible FREEWAY FLYER OUT OF MENOMONEE FALLS, UNFORTUNITELY I DID NOT KNOW OF THE MEETING LELD THERE OR IWOULD KNUE ATTENDED.

A Buss SERVICE to DOWNTOWN IS DEFINITELY NEEDED IN This AREA!

FAUE TURNED DOWN ANY PROSPECT OF WORK TARE AND HAVE CONCENTRATED ON MENOMONEE FALLS.

IN THE FAIL IT WILL BECOME NECOSIARY FOR ME TO WORK DIRECTLY DOWNTOWN AND WE HAVE CONSIDERED MOVING SO I WOULD NOT HAVE BAD WEATHER DRIVING. WE LIKE COUNTRY LIVING, DO NOT WANT to PROVE AND WOULD SERIOUSLY APPROVE OF BUS SERVICE FROM HERE.

While I Live IN GERMANTOWN I WOULD GLADIY DRIVE TRAT FAR FOR A TREEWAY FLYER-EVEN Drove INTO THE FALAS.

I S'MCORELY hope DUE CONSIDERATION WILL BE GIVEN THIS PROPOSAL AND TRAT APPROVAL WILL BE SOON FORTH COMING -OR ISTHIS TOO THUCH to hope FOR?

Vory Truly yours, MRS ROBORT (RUTA) BATES W211 N 11863 HILLATOP DR GERMANTOWN, WILL STOLL

251.7273

180 S. Main Street Dousman, WI 53118 June 6, 1980

Mr. John DeQuardo, Chairman Waukesha County Transportation Coordinating Committee 844 Perkins Avenue Waukesha, WI 53186

Dear Mr. DeQuardo,

Because I will not be able to attend the June 10 meeting in Waukesha regarding the establishment of a freeway flyer bus, I wanted to write to you to restate my interest in this issue.

I had attended the May 27 meeting in Oconomowoc. I realize that the two supervisors attending the meeting are opposed to the flyer service because they feel that cost involved would benefit a small number of citizens, and over-tax those who would not use the service. I suppose that it is difficult to itemize the exact number of county services used by any individual citizen and then determine whether or not that citizen pays in taxes for more than he/she uses. I know that there are many services available to county residents which I don't use. However, the county could not function if it had to operate in such a way that each citizen paid for only those services he/she directly used in any given year.

The flyer service is not a luxury. It is going to become a necessity in the very near future and the county has to determine if they will start the service now or wait until there is a national emergency due to gas rationing. I feel strongly that each person who now commutes to Milwaukee would much prefer to drive their own cars to work but we realize that we won't always be able to do this. Price and gasoline availability will prevent us from commuting individually.

Wisconsin Coach Lines currently servez those people who need to get to Milwaukee but who do not have ready access to automobiles. Their buses stop in small towns, at the end of driveways, on street corners to pick up their passengers. The flyer bus would serve those people who are able to drive to a set location and be picked up. It would serve those people who have cars but who need to reduce the amount of driving that they do.

It was mentioned at the May 27 meeting that Wisconsin Coach Lines should advertise its services. If a freeway flyer is started, perhaps one of the marketing classes at WCTI would be eager to prepare an advertising campaign at little or no cost to the county. It would be a way of using our county resources.

I appreciate very much the time you have taken with this issue. I hope that the flyer service will be approved by the County Board.

Sincerely.

Jane Elly Casper Jane Eddy Casper

cc: Senator Lynn Adelman

June 1, 1980 Mr. John Deguardo Country Courthouse Wankesha, WI 53186 Dear Mr. Deguardo, I attended the meeting June 4, 1980 at the Parkview School in Mikwona go regarding proposals of bus routes / for Wankesha County. My name up ( Karn Jinger, 475 phone and, mukuomago, WI 53 49 and I would like this letter entered in the records of the public Rearing to be Keld in Wankeska on June 10, 1980. Dam very gleased to know that Wanheska County is contemplating periorial bus routes into the city of Milwaukee for the people of the antiquing areas. At has come to pass that any money left over after paying utility biels is needed to gay you gas and upheep on a car.

I work in downtown Milwankee; the corner of St Paul ave. and N. Water St. and S presently carpool with a

lady from Eagle. We drive in as for as breasure Island at Swy 100 and cleveland are and from there we take the freeway flyed down town. poit would be a great help if we Could ride the bus from Mutionago dountoren. We are book very much interested in your proposal. again, I would like this letter to become a part of the record of the qualic hearing to be held on June 10, 1950 in Wankesha. I am borry that I won't be able to attend the Kearing. Kuncerely, Kan Hinger 415 Shole de Mukumago, W/ 53/49

#### WAUKESHA COUNTY COUNCIL--LEAGUE OF WOMEN VOTERS Statement of Support Public Hearing on Mass Transportation June 10, 1980

The Waukesha County Council of the League of Women Voters would like to register approval of the SEWRPC plan to provide bustransportation for residents of Waukesha County. We commend Supervisor DeQuardo and the Transportation Coordinating Committee for their efforts to reduce dependence on the individual car, thereby reducing consumption of gasoline and the resulting air pollution.

League has actively supported mass transit since 1972 and believes that it is necessary and appropriate for government to subsidize it, as with any other public service.

We encourage the County Board to adopt a plan to implement the service and to phase it in according to greatest need and feasibility. As an initial step, some of the proposed parking lots could be readied to use for park and pool lots, such as those already being used in several areas.

We understand the financial difficulties, with state and federal budget-cutting, but feel that the present economy has increased the need for more public transportation.

3114 School Section Lake Rd. Dousman 53118 Wi. June 19, 1980

Chairman of Waukesha County Mr. John DeQuardo Transportation Coordinating Committee Waukesha County Courthouse 515 W. Moreland Waukesha, Wi. 53186

#### Gentlemen:

This is in response to the proposal dated May 14, 1980 for improved and expanded public transit service, in Waukesha County. I am a private citizen, a resident of the town of Ottawa (near Dousman) and a current user of the Park and Ride lot, at the intersection of Interstate 94 and State Rd 67.

I currently carpool with a fellow employee who resides in Oconomowoc. We have been sharing rides for two years and have gradually observed the ultimate filling of this lot on a daily basis. Parking spaces are becoming more difficult to locate and we arrive on that scene at approximately 6:30 6:45 A. M. We have observed people parking on the side of the highway and shoulders, to indicate that the lot is really overfilled during the workweek. We would both certainly be interested in a bus service and would be using it today if it were available. One trip in the morning and another one in the evening would seem to be adequate between the hours of 6:30 A. M. and returning approximately 5:00 to 5:30 P. M. This may prove to be inadequate when the ridership finally reaches maturity.

To make it worthwhile, it would appear that a roundtrip of \$3.00 is the breakeven point when compared to car pooling with two or more. People have a desire to ride the bus because it becomes a less expensive mode of transportation and I feel, speaking for myself, they will probably continue to drive their automobiles if there is no opportunity to save money. A full ridership would seem to me to present economies in favor of busing. We hope that this will be carefully considered. We're certainly ready to give it a try and will be looking forward to the announcement of your start up.

Very truly yours, Al Herrington

200 EXECUTIVE DRIVE BROOKFIELD, WIS. 53005 4 1 4 / 7 8 4 - 2 4 7 0 R E A L T O R S

FARNSWORTH, McKOANE & CO.

June 24, 1980

Mr. John DeQuardo, Supervisor Waukesha County 515 W Moreland Boulevard Waukesha, WI 53186

Dear Supervisor DeQuardo:

Enclosed are copies of two letters, one sent by myself to Mr. Henry Mayer of the Milwaukee County Transit System, and one received from Mr. Mayer's assistant in response to my letter.

At the suggestion of Mr. Warren, Mr. Mayer's assistant, I am forwarding this information to you, as Chairman of the Transportation Coordinating Committee, indicating our support of extended bus service to Waukesha County.

I have enclosed information on our developments so you are aware of the clients we serve.

It is our feeling that the continued growth of Waukesha County will help to justify this extended bus service.

Yours very truly,

FARNSWORTH, MCKOANE & CO.

Stenman

Marcia M. Stenman

MMS:ses

Enclosures

200 EXECUTIVE DRIVE BROOKFIELD, WIS. 53005 4 1 4 / 7 8 4 - 2 4 7 0 R E A L T O R S

#### FARNSWORTH, McKOANE & CO.

May 29, 1980

Mr. Henry Mayer Milwaukee County Transit System 4214 W Highland Boulevard Milwaukee, WI 53201

Dear Mr. Mayer:

Enclosed is a copy of an article that recently appeared in the <u>Brookfield News</u> concerning proposed additional bus service to the Brookfield area.

As a major office building owner and managing agent of over 200,000 square feet of office space in the Brookfield area, we wish to go on record as supporting this increased bus service, especially that which would service the Brookfield Square area and Executive Drive, which is immediately west of the shopping center. Many of our tenants have employees who would utilize this service rather than car pool or drive their own vehicle if the scheduled times were to coincide closely with normal business hours. I am enclosing a listing of our tenants for your information.

We would be happy to solicit individual letters of support from each tenant to provide assurance of our interest in this increased service.

Thank you very much, and we hope to see bus service on Executive Drive in the near future.

Yours very truly,

FARNSWORTH, MCKOANE & CO.

M. Atennan

Marcia M. Stenman

MMS:ses

Enclosures

All Renderings Paper Clipping Note & Business Card



#### Milwaukee County Transit System

4212 WEST HIGHLAND BLVD., MILWAUKEE, WISCONSIN 53208 414 344-4550

June 18, 1980

Ms. Marcia M. Stenman Farnsworth, McKoane & Co. 200 Executive Drive Brookfield, WI 53005

Dear Mr. Stenman:

At the present time, Waukesha County is studying the potential of instituting bus service between Waukesha County and Milwaukee County. One of the options that is being considered is contracting service from the Milwaukee County Transit System. However, at this time, there has not been any formal contact with Milwaukee County regarding this topic.

I would suggest that it would be more appropriate to contact your elected officials in Waukesha County to indicate your support for this proposed bus service.

Very truly yours,

unet Lua

Kenneth J. Warren Executive Assistant

KJW:ms

MILWAUKEE TRANSPORT SERVICES, INC. OPERATOR

REALTORS

#### 200 EXECUTIVE DRIVE TENANTS

Koehring Company

Wisconsin Telephone Company

Rexmord, Incorporated

Sperry-Univac Corporation

Chrysler Credit Corporation

General Motors Acceptance Corporation

Hussinger Construction Management

Milliman & Robertson, Incorporated

McDonnell Douglas Automation

Professional Recruiters, Incorporate

Lexitron Corporation

Orput Associates, Incorporated

#### 440 EXECUTIVE DRIVE TENANTS

American Family Insurance

Xerox Corporation

Wisconsin Telephone Company

#### PUBLIC BUS TRANSPORTATION SURVEYS

DAILY

Ŷ

216 - Business

22 - Residents

6 - Hampton Regency Apartments

ONCE, TWICE OR THREE TIMES A WEEK -

19	-	Business Resident Hampton	S	Apartments

OCCASIONALLY -

185 - Business
3 - Residents
2 - Hampton Regency Apartments

We noted from the surveys that businesses within a range of a mile of the proposed bus route were willing to send cars, trucks or buses to the corner of 124th & Hampton Avenue to pick up their employees.

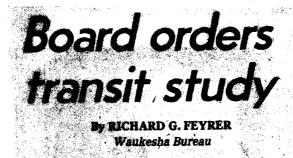
The residents at the Hampton Regency Apartments for the elderly also expressed a great desire for bus transportation.

> BUTLER AREA CHAMBER OF COMMERCE P. O. BOX 331 BUTLER, WIS. 53007

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#### Appendix D

NEWSPAPER ARTICLES PERTAINING TO PROPOSED NEW WAUKESHA COUNTY BUS ROUTES AND PUBLIC INFORMATIONAL MEETINGS AND HEARING



Waukesha — County supervisors voted overwhelmingly Tuesday to seek ways to use federal funds to provide mass transit for this rapidly prowing county.

With a voice vote, the County Board adopted a motion by Supervisor E. Vernon Metcalfe of Butler directing Supervisor John DeQuardo, chairman of the county's Mass Transportation Coordinating Committee, to study the subject.

Metcalfe's proposal would have limited the study to extending the bus service now provided by the Milwaukee County Transit System to certain areas in Waukesha County. However, supervi-

#### Waukesha County

sors representing western parts of the county obtained enough support for an amendment to include all of Waukesha County in the study.

DeQuardo said after Tuesday's board meeting that he will evaluate such ideas as using private bus companies to transport commuters from parkand-ride lots throughout Waukesha County to downtown Milwaukee.

In addition, he hopes Milwaukee County will expres to expand the metropolitan bus service to prbanized areas west of 124th St., he said.

DeQuardo said he was told by Thomas P. Kujawa, a Milwaukee County supervisor and member of the Transit Board of Milwaukee County that there were insufficient funds to expand metropolitan bus service into Waukesha County.

DeQuardo said that because Milwaukee used federal funds to purchase their buses, it would be hard to defend cutting off bus routes at the Waubacks County Line.

THE MILWAUKEE JOURNAL January 16, 1980

### County Seeking Manners' Views On Mass Transit

Should Waukesha County work to provide mass transit only to residents in the more densely populated communities at its eastern edge?

Or should it try to include everyone in the county?

And in either case, how should the transportation be provided — through hillwaukee County or school bus and private bus operators or all three?

These questions will be discussed by county officials and regional planness much Monday, a county committee dis-

James Marsho, a senior engineer with the Southeastern Wisconsin Regenal Planning Commission, said WRPC might be able to help the county define possible bus routes and costs.

The County Transportation Coordineting Committee also put off any decition today on how to coordinate transportation services now provided by various county departments.

A preliminary report the committee received from county transportation planmer Chester Tischer recommende that the county coordinate services provided by the departments of Aging, Social Services and Unified Services.

Before acting on the suggestion, the cammittee said it wants more information about some of the transportation services previous and their

50 V 10

WAUKESHA FREEMAN February 11, 1980

### County transit panel backs buses

Members of the County Transportation Coordinating Committee gave support this morning to proposed bus routes that would extend service throughout the county, possibly by this September.

Two members of the Southeastern Wisconsin Regional Planning Commission formally submitted and explained their proposal to the committee this morning.

The eight routes would serve Menomonee Falls, Brookfield, New Berlin, Oconomowoc, Brookfield Square, Butler and Mukwonago and include extensions of the freeway flyer routes into downtown Milwaukee.

John DeQuardo, committee chairman, praised the report, calling it "a good program," and committee member Dick Manke said, "We'll take it to the county board and see what they think."

DeQuardo said public hearings would be held before definite plans would be made.

The County Board will receive the report tomorrow night and is expected to discuss it at its April 15 meeting.

> WAUKESHA FREEMAN March 24, 1980

## Possible bus service in Waukesha County

There could be bus service throughout Waukesha County by next fall.

A Waukesha county committee reviewed seven possible routes proposed by the Southeastern Wisconsin Regional Planning Commission.

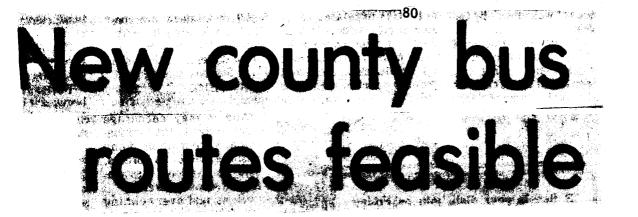
The exact routes aren't known yet. Neither are the estimated costs and predicted ridership.

Any decision to begin new

routes would be up to the full county board.

All the proposed routes follow recommendations of the regional transportation plan the county board already adopted. Some of them would extend local bus service from Milwaukee County into parts of Waukesha County. Others would create fast-traveling freeway flyers, designed mainly for commuters.

LAKE COUNTRY REPORTER February 21, 1980



#### Tronnig Dann Fronnig Staff

For an estimated \$36,300 a year, Wankesha County taxpayers could have bus routes throughout the county, regional planners say.

Doing that would provide faster Commuter travel between Oconomouse and Milwaukee and — for the first time — offer such a service to residents as far southwest as Mukwonago.

Some of the proposed routes would also make it easier for residents in the county's eastern, more populated communications to get to Brookfield Some, Butler and the New Berlin Industrial Park

things considered, that \$36,300

#### running by September.

References after

DeQuardo has also asked regional planners to estimate how much gasoline would be saved if residents were to ride these buses rather than drive their own cars.

He also wants to know how the subsequent reduction in car usage would improve the area's air quality.

SEWRPC Assistant Executive Director Philip C. Evenson said planners will try to have that information available Monday.

Here's a look at the routes SEWRPC proposes:

•Preeway flyer from Menomonee Falls to dewatown Milwaulice, new Stimile mate.

price is fairly reasonable, thinks County Supervisor John J. DeQuardo, chairman of the special county committee investigating mass transit.

Final approval, however, will rest with the Waukesha County Board. And it will depend on the board's ability to contract with Milwankee County for some of the service.

Right now, the Southeastern Wisconsin Regional Planning Commission says passenger revenue would offset nearly hair of the total \$386,000 annual operating cost. Federal, state and county subsidies would shoulder the rest.

if the assumed federal and state grants were cut back, forcing the county to pick up a larger chere. Do Quardo said he's not certain he would push for all eight routes. And, at least now, he doesn't have a preference.

The total operating cost excludes money needed to build the bus stations and commuter parking lots that SEWRPC suggests be built in the next two years. The buik of these could be paid for with federal grants.

The routes will be discussed Monday by the transportation committee and SEWRPC officials.

From there, DeQuardo hopes to go to the County Board in April with the proposal — to solicit member's opinions, not formal support — then to various communities to obtain pathdents' comments.

If the gene work, the bases child be

lot to be built in the village near the Highway 41/45 and Highway 74 Inforchange, then travel Main Street, Pllgrim Road and W. Appleton Avenue before proceeding to Milwaukee via Highway 45 and I-94.

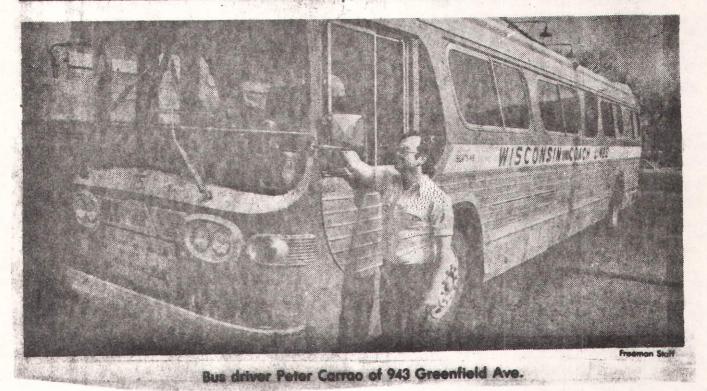
An existing shopping center's lot in the village could possibly be used as the starting point antil a box station were built.

Weekday service: Four morning eastbound trips, four evening, westbound trips.

Bus station can a source and axis, and includes a 300-car parting by, excludes cost to buy land. •Freeway flyer from Brookting to WAUKESHA FREEMAN March 20, 1980

(Article continued on next page)

P. Spinster	of SEWRPC's study of			Estimated	Estimated	Annual	
Route Description	Type of Transit Service	Nature of Transit Route	Assumed	Annual	Operating Cost	Subsidy Total	Required
Menomonee Falls to Milwaukee	Freeway Flyer	New Route	\$0.90	51,000	\$71,400	\$25,500	\$4,300
Brookfield to Milwaukee	Freeway Flyer	Extension	\$0.75	25,500	\$28,600	\$9,500	\$1,600
New Berlin to Mitwaukee	Freeway Flyer	New Route	\$0.90	10,100	\$28,600	\$11,400	\$1,900
Oconomowoc To Milwaukee	Freeway Flyer	New Roote	\$1.10- \$2.25	10,200	\$51,400	\$37,100	\$6,200
N. 124th St. & W. Greenfield Ave. to to New Berlin Ind.	Local	Extention	<b>\$0.75</b>	12,800	\$28,600	\$19,000	\$5,300
Inderwood Pkwy. & Bluemound Rd. to Brookfield Square	Local	Extension	\$.075	46,100	\$77,400	\$47,400	\$8,500
N. 124th St. & W. Capital Dr. to Butler	Local	Extension	\$0.50	12,800	\$14,300	\$7,900	\$1,300
Mukwonago to Milwaukee	Freeway Flyer	New Route	\$0.90- \$1.85	38,300	\$85,700	\$39,700	\$7,200



Continuation of article in March 20, 1980 edition of WAUKESHA FREEMAN (Article continued on next page)

81

A ..........

128

#### a property and the second s

in of an existing route that ends if the Treasure Island Department fore parking lot at N. 125th Strike and W. Capitol Drive.

Would extend to a shopping contex mer W: Capitel Drive and Calheirs Moad.

Weekday service: Three a.m. callhound trips, three p.m. westboard trips.

Cost of shelter and parking lot to be built along Highway 100 to avoid overcrowdad department store lot: about 1010,000, plus land costs.

Preeway flyer from New Berlin to Sewntown Milwaukse, new 17-mile soute.

Would begin at park-ride lot to be built near Highway 15 and Moorland bond, travel Highway 15, I-504 and bod.

A particing interaction have to be built infore this entryice could be offered. Cost of a 100-car lot: about \$70,000, its land costs.

Westday service: two a.m. eastbound trips, two p.m. westbound

"Processy flyer from Oconomous and downlown Milwaukee, new Mimile route.

Would begin at Olympia Resort's parking lot, travel Highway 67 and 194, stopping at parking lots along 194 at Highways 67, 164 and 18.

Weekday service: one a.m. emimund trip, one p.m. westbound trip, anving 10 to 20 minutes travel time over the existing commuter bus service traveling along Highway 16 and 104.

"Freeway fiver from Mukwonage in Sewptown Milwaukee, new 30-mile Milte.

Resentially an extension of the free-

Weaki begin in Mukwenago, travel Muchways 83 and 15 and I-894 and I-94, Mupping along Highway 15 at parking lots at Highways 83, F and Y. Would also stop at the proposed parking lot at Highway 15 and Monstant Road

Weekday service: two a.m. castbound trips, two p.m. westbound

**Shoeai** bus service to New Berlin Industrial Park, 4.5-mile extension of Industring route that ends at W. Green-India Avenue and S. 124th Street.

Would travel W. Greenfield Aven

the streets in the park.

An vice: One early a.m. westbound trip to Bishop's Woods office complex, followed by regularly scheduled survice to and from shopping center at 35 to 30-minute intervals between 9 a.m. and 6 p.m. on weekdays and batterdays.

#### "Lines bes service to Butler, 1-mile

Withousion of existing route that easie W. Capitol Drive and N. 1986 Monet.

Would travel along 124th Street to W. Hampton Avenue.

Weekday service: two a.m. westbound trips, two p.m. eastbound trips to accomodate workers in the industrial plants along 124th Street.

Weaking service: two westbound a.m. trips, two eastbound p.m. trips. •Local bus service to Brockfield Square, 3-mile extension of existing route that ends at W. Bluemound Read and Underwood Parkway.

Would travel along Bluemound

Continuation of article in March 20, 1980 edition of WAUKESHA FREEMAN

# Study backs extending bus routes to Waukesha

83

#### By RICHARD G. FEYRER Waukesha Bureau

Waukesha - A plan that might be the first step in expanding Milwaukee County's transit service into a regional system was unveiled here Thursday by the Southeastern Wisconsin Regional Planning Commission.

The plan, prepared at the request of Waukesha County, recommends the county spend \$36,300, as early as this year, as its share of a \$386,000 commuter-oriented bus system that would:

 Provide weekday commuter bus service from Milwaukee to Menomonee Falls, Brookfield, New Berlin, Oconomowoc and Mukwonago.

Extend bus service into Waukesha County before providing service to areas within Milwaukee County that do not have bus routes.

•Require Waukesha County taxpayers to pay only slightly more than already has been budgeted to provide the existing commuter service from Oconomowoc through Goerke's Corners to Milwaukee.

Philip C. Evenson, assistant executive director of the planning agency, admitted that using Milwaukee County buses to serve Waukesha County before areas in Milwaukee County could be politically sensitive. However, Evenson noted, Milwaukee uses large amounts of federal aid to operate its system.

Such federal funds are not designated for the sole benefit of any single county, he noted. An argument can be made that the developing areas in Waukesha should be served before less developed areas in Milwaukee, he said.

Waukesha County Supervisor John DeQuardo, chairman of a County Board committee studying mass transit, has made that same point recently. If Milwaukee County refuses to contract with Waukesha to help provide commuter service, Waukesha may apply for federal transportation aid. That could result in a reduction in the amount of funding available to Milwaukee, DeQuardo has

said. DeQuardo said his committee will meet at 9 a.m. Monday to review the plan. A meeting with Milwaukee County officials will be scheduled later, he said.

Before he asks the County Board here to endorse the proposal, De-Quardo said he will recommend his committee schedule public hearings. "If the people want it, then we'll moopf it," he said.

DeQuardo said said he has received considerable citizen pressure to ex-

pand mass transportation in Wauke- subsidy, \$6,200 from the county. sha County. Most of the pressure stemmed from the increase in the price of gasoline, he said.

The proposed routes are from:

Menomonee Falls to Milwaukee's business district via Highway 45 and I-94. This new 20-mile route would cost commuters 90 cents. Annual ridership of 51,000 would result in revenue of \$45,900. Annual operating costs of \$71,400 would require \$25.500 in subsidies, \$4,300 of which Mound Rd. to Brookfield Square would come from Waukesha County.

Brookfield to Milwaukee's business district via W. Capitol Dr., Highway 45 and I-94. This 3-mile extension of an existing route would cost commuters 75 cents. Annual ridership of 25,500 would result in revenue of \$19,100. The annual operating cost of \$28,600 would require \$9,500 in subsidies, \$1,600 from the county.

New Berlin to Milwaukee's business district via Highway 15, I-894 and I-94. This 17-mile new route would cost commuters 90 cents. Annual ridership of 10,100 would mean revenue of \$17,200. The annual operating cost of \$28,600 would require an \$11,400 subsidy, \$1,900 from the county.

Oconomowoc to Milwaukee's business district via I-94. The fare for this new 36-mile route would be from \$1.10 to \$2.25. Annual ridership of 10,200 would result in \$14,300 of revenue. The annual operating cost of \$51,400 would require a \$37,100

 N. 124th St. and W. Greenfield Ave. to New Berlin's Industrial Park via Greenfield Ave. and Moorland Rd. The fare for this 4.5-mile extension of an existing route would be 75 cents. Annual ridership of 12,800 would result in \$9,600 in revenue. The \$28,600 annual operating cost would require a \$19,000 subsidy, \$5,300 from the county.

Underwood Pkwy. and W. Blue Shopping Center via Blue Mound Rd. The fare on this 3-mile extension of an existing route would be 75 cents. Annual ridership of 46,100 would result in \$30,000 in revenue. A \$77,400 annual operating cost would require a \$47,400 subsidy, \$8,500 from the county.

•N. 124th St. and W. Capitol Dr. to W. Hampton Ave. via N. 124th St. The fare for this 1-mile extension of an existing route would be 50 cents. Annual ridership of 12,800 would result in \$6,400 in revenue. A \$14,300 operating cost would require a \$7,900 subsidy, \$1,300 from the county.

•Mukwonago to Milwaukee's business district via Highway 15, I-894 and I-94. The fare for this 30mile new route would be from 90 cents to \$1.85. Annual ridership of 38,300 would result in \$46,000. An \$85,700 operating cost would require a \$39,700 subsidy, \$7,200 from the county.

THE MILWAUKEE SENTINEL March 21, 1980

### ommuter bus service considered

Proposed commuter bus serthe between the city of Ocon-innowod and the Milwaukee contral business district via I-94 being considered by the Waukesha County Board. This mute would be in addition to the current service operating on S - mile route would be between \$1.10 and \$2.25, similar to the Highway 16 fare. Cost of operais estimated at about \$51,400 is year, with annual ridership about 10;200.

This would require a \$37,100 The state of th

The existing route presently provides service to several communities along the Highway 16 reate. The newly proposed route would provide faster service from Oconomowoc to Mikwaukee, and would originate at a new park and pool lot at Olympia Resort.

It would operate over I-94 to Milwaukee, and would serve existing park and pool lots at I-94 and Highway 67; and I-94 and Highway 164; and I-94 and Highway 18 at Goerkes Corner. This route would save between 10 and 20 minutes of travel time over the existing Highway 16 ervice.

The plan, submitted to the Waukesha County Board's Transportation Coordinating Committee Monday by the Southeastern Wisconsin Regional Planning Commission, (SEWRPC), recommends that the county spend about \$36,000 as early as this year, as its share of # \$386,000 communter - oriented bus system.

Prior to Waukesha County acceptance of the proposals, John J. DeQuardo, chairman of the Waukesha County Transportation Coordinating Committee, commended the scheduling of public hearings on the matter. SEWRPC also The recommended that Milwaukee County should act as the applicent for federal and state transit

operating assistance funds for the routes, with Waukesha County reimbursing Milwaukee County for the local share of public subsidy required for each route.

Other routes recommended include services to Milwaukee from: the village of Menomonee Falls; the city of Brookfield; city of New Berlin; and the village of Mukwonago. Other local services are also recommended.

Lange store 1

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#### More bus riders in county in 1979

The Waukesha County Transport system had 13 percent more riders in 1979 than in 1980, according to figures released this week by the Wisconsin Department of Transportation A total of 206,204 passengers from the 1978 figures.

Watertown system The arted a decrease of three ent, a loss of a

OCONOMOWOC ENTERPRISE March 27, 1980

## Planners seek views on county-wide bus system

By James Gribble **Freeman Staff** 

"It's a modest plan, a realistic plan."

So says Kurt Bauer, director of the Southeastern Wisconsin Regional **Manning Commission, of SEWRPC's** proposal to extend bus service throughout Waukesha County.

Waukesha County residents will get their chance to agree or disagree at a series of public meetings starting next week and ending June 10.

Four informational meetings followed by a formal public hearing have been set by the county Transportation Coordinating Committee. The meetings will feature presentations on the plan by SEWRPC staff, comments by local elected officials and a question and answer period for the public.

The informational meetings will take place May 21 at the New Berlin City Hall, May 22, at the Menomonee Falls Village Municipal Building, May 27 at Oconomowoc City Hall and June 4 at Parkview Junior High School in Mukwonago.

The public hearing is set for June 10 in the Brookfield Room of the Waukesha County Office Building, 500 Riverinw Ave.

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All five meetings are scheduled for 7:30 p.m.

"It'll be very interesting to see what the people say at the meetings,' Bauer said.

**Bauer declined to make predictions** on whether the SEWRPC transit plan for Waukesha County will ever be reality. However, he insists there is both a definite need and a demand for mass transit.

"There has been a turnaround in the use of public transit," Bauer said. "The outlook is for transit to become more important, in greater demand." The SEWRPC approach, he said, is a reasonable way to start meeting the demand.

"That initial system in Waukesha County would be a very modest one." Bauer said. "It wouldn't be a multimillion-dollar project."

Although the bus system proposed by SEWRPC would cost an estimated \$386,000 a year, the county's share of the cost would start at \$36,000 for the first year, thanks to federal and state transportation grants.

In all, SEWRPC proposes eight routes, some of which would be extensions of existing Milwaukee County

\* See Opinions, page 3

WAUKESHA FREEMAN May 15, 1980

## **Opinions on county bus plan sought**

Continued from page 1-B routes, which Waukesha County would pay for on a contract basis:

A new freeway flyer route from Menomonee Falls to nowntown Milwaukee, making four morning and four evening trips.

•A 3-mile extension of an existing freeway flyer route inte Brookfield, making

evening trips.

•A new freeway flyer from New Berlin to downtown Milwaukee, making two morning and two evening trips.

•A new freeway flyer from Oconomowoc to downtown Milwaukee, making one morning and one evening trip.

**OA new freeway flyer from** e morning and three Mukwonago to cowatowa

morning and two evening trips.

●A 4.5-mile extension of an ning trips. existing local route to New Berlin Industrial Park, making two morning and two evening trips.

•A 3-mile extension of an existing local route to Brookfield Square, following regularly scheduled service.

A 1-mile extension of an

Milwaukee, making two existing local route to the Village of Butler, making two morning and two eve-

> SEWRPC projects the eight lines would be used by about 207,000 passengers a year. If that many people used the buses, it would result in a gasoline savings of between 105,000 and 270,000 gallons a year. according to SEWRPC.

# Residents want bus service

#### By Lawrence Stasuian Journal Transportation Reporter

ALC: NO

New Berlin — Smarting from rising gasoline prices, 15 Wankesha County residents told their county supervisors Wednesday night at an informational meeting in New Berlin that they want Milwaukee County bus service.

If Waukesha County requests the service, the decision probably would rest with the Milwaukee County Board and County Executive O'-Donnell.

"An imaginary line exists at 124th St.," Howard Shepherd of Menomonee Falls said after the meeting. "The imaginary line is not stopping the advance of people, and we need bus pervice."

And, said Waukesha County Supervisor John DeQuardo, chairman of the Transportation Coordinating Committee:

"Federal money doesn't stop at the pounty line.... I feel some of their bus equipment belongs to us." But the federal government cannot

force Milwaukee County to extend transit service into Waukesha County, a spokesman for the Urban Mass Transportation Administration said Thursday.

86

"Congress didn't want the bureaucrats in Washington interfering with the day-to-day decisions on fares, routes and service," the spokeman, Irv Chor, said in telephone interview from Washington, D.C.

DeQuardo's committee is scheduled to hold four more information hearings on a plan to provide Waukesha County with five freeway flyer routes from Oconomowoc, Menomonee Falls, Mukwonago, Brockfield and New Berlin to Downtown Milwaukee. The plan also calls for extending three local bus routes to Brookfield Square, to Capitol Dr. and Calhoun Rd. and to the Butler industrial area slong 124th St.

The remaining meetings will be at 7:30 p.m. and will be at the Menomonee Falls Municipal Building tonight, in the Oconomowoc City Hall Tues-

Turn to Hearing, Page 8

#### Finn Parel 1

day and at Parkview Junior High School in Mukwonago June 4.

The Waukesha County Board has scheduled a hearing at 7:30 p.m. June 10 at the Waukesha County Office Building, 500 Riverview Dr., Waukesha, on the plans and could decide after that to request bus service.

#### Little from O'Donnell

Asked Thursday if Milwaukee County, would be willing to extend servite, O'Donnell said, "I assume we'll to it when we look at the overall transit needs of the people of Milwaukee County." He declined to elaborate.

DeQuardo said he had not formally contacted any Milwaukee County supervisors yet about negotiating for extending the service.

Milwaukee County Supervisors John St. John and Robert Jackson,

northwestern parts of Milwaukee County respectively, have consistently bobbled for more bus service to their areas.

Only one route serves South Milwaukee and Oak Creek. One freeway flyer route and several local routes operate in the northwestern part of the City of Milwaukee.

#### Buses for the coyotes

But Shepherd argued that some portions of Milwaukee County, especially in Franklis and Oak Creek, had small populations and it made more sense to serve the demely-populated argue in Waukeena County. "They're not poing to run buses out there for

areas in waukesna County. "They're not poing to run buses out there for the coyotes," he said. The Watkesna transit plan would cost an estimated \$386,000 for the tirst year. Federal and state subsidies may reply most of the cost with Wattesha County coying about THE MILWAUKEF JOURNAL May 22, 1980

### Small group doesn't dismay transit proponents

#### By James Gribble

Freeman Staff OCONOMOWOC - Thirteen may be unlucky at table, but mass transit proponents were claiming Tuesday night that it's not an unlucky number at a public meeting .--

That was how many people attended an informational meeting on a proposal to extend freeway flyer service to Oconomowoc.

"Just because we don't have a good turnout doesn't; mean it's not warranted," said Albert Beck, a transit planner for the Southeastern Wisconsin Regional Planning Commission (SEWRPC), which devised the proposal now before the Waukesha County Board.

"It's going to be based on the cost and the anticipated ridership," Beck added.

"People who are very interested show up at the hearings," said Oconomowoc Mayor Florence Whalen. "But that doesn't mean the people who don't come aren't interested."

Jane Casper, 180 S. Main St., Dousman, said she had no trouble getting signatures on a petition for new bus service to Milwaukee that she put up at a local supermarket. "I think there's a lot more interest out there than maybe shows right here," she said.

Waukesha Supervisor course we never do." be looking ahead at the future. demand for mass transit.

shut us off at any time. Then she said. we'd be in a heck of a fix," The only real disparaging DeQuardo said.

the meeting.

Richard Manke of Pewau- "I think we have some kee Town said.

of Lisbon Town, said Mayor Whalen said. SEWRPC's proposal for a county transit system posal, a freeway flyer would should be put to the voters. make one morning and one "From the start, I have evening trip to and from as a whole speak," he said. Waukesha County.

To that suggestion, Mayor Whalen offered her own pro- for with \$350,000 a year in posal: "Then we ought to federal transportation start submitting highways grants, plus \$36,000 to be to referendum, which of picked up by the county.

John DeQuardo, chairman Mrs. Whalen, along with of the county Transportation others, said more use of Coordinating Committee, mass transit in Waukesha said the county has a duty to County is inevitable in the

"I think the time has come "We don't know what we've got to move ..., and these Iranians or Arabs are 1'm glad to see the county going to do next. They could moving in this direction,"

comments were on the pro-

However, Supervisors posed location for the start Arthur and Richard Manke of the freeway flyer route questioned the demand for a near the Olympia Resort on new Oconomowoc bus route the southern edge of town. in light of the attendance at Several people said the location would be inaccessible to "I don't see the interest," people who don't own cars.

people who would walk to His uncle, Arthur Manke catch a downtown bus."

Under the SEWRPC probeen of the opinion that we downtown Milwaukee. It is should have an advisory ref- part of a proposal for eight erendum and let the county new bus routes throughout

The routes would be paid



Transit planner Albert Beck

WAUKESHA FREEMAN May 28, 1980

## Faster bus service asked

Chances of Oconomowoc obtaining additional bus service to Milwaukee may have been lessened by the poor attendance at the informational meeting held at the Oconomowoc City Hall Tuesday. The meeting was arranged by the Waukesha County Board and Southeastern Wisconsin Regional Planning Commission (SEWRPC) to get public reaction to proposals for eight potential bus routes.

A public hearing on the proposals will be held Tuesday, June 10, at 7:30 p.m. in the Waukesha County Office. Building in Waukesha.

Only one of the proposed routes would serve Oconomowoc. The proposal is for a Freeway Flyer Bus Service between Oconomowoc and the Milwaukee Central Business District. The bus would stop at the Olympia parking lot and the existing ride and pool lots located at I-94 and Hwy. 67, I-94 and Hwy. 164 and I-94 and Hwy. 18 (Goerkes Corners).

The service would be in addi-

tion to the two existing routes now operated by Wisconsin Coach Lines between Oconomowoc and Milwaukee, via Highway 16, CTH JJ and I-94.

88

#### One trip each way

According to Al Beck of SEWRPC, who explained the proposals, the service would begin with one trip to Milwaukee in the morning and one return trip in the evening, and might expand to two trips each way if ridership justified it. While no time has been set for the proposed run, it probably would leave for Milwaukee between the two present runs, and also start its return trip between the present runs.

Because there would be fewer stops, the time of the trip would be cut about 20 minutes, Beck estimated.

According to the projection, between 30 and 35 new passengers (those not riding the existing busses) are anticipated.

If the route is approved by state and federal authorities, subsidies of \$37,100 could be received, leaving a deficit of \$6,200 to be funded by Waukesha county. The figures are based on existing fares, with revenues estimated at \$14,300, and total annual operating costs of \$51,-400.

Several, residents of the Dousman area attended the meeting and indicated interest in the proposed service since they could board the bus at the Hwy. 67 park and pool lot.

#### Skip Goerke Corners

"Could the bus skip the proposed stop at Goerke Cor-

#### (Continued from page 1)

riders on existing routes, citizens said. It is very difficult to find out when the busses leave and return, they pointed out. Mayor Whalen also said that the present stopping place at the rear of the Rasmussen Drug Store was not conducive to attracting riders, since there is no waiting room.

Wisconsin Coach Lines could not break even on service without a subsidy, a representative said.

Another suggestion was to contact Badger Bus Lines on the possibility of providing additional early morning runs to Milwaukee and late afternoon or early evening runs from Milwaukee. Badger Bus Lines operates between Milaukee and Madison via 1-94 and stops at Hwy.67. The line's schedule are also not well publicized, citizens said.

Supervisor John DeQuardo, who chaired the meeting, said that Waukesha residents would be very unhappy if service between Waukesha and Milwaukee were cut. "I find it difficult to oppose the extension of service in other parts of the county, although many supervisors are critical of the increased burden on taxpayers," he commented.

Beck said that the small number of citizens present (13) did not mean that the route would not be approved, as surveys conducted previously indicated there was sufficient interest.

Rep. Henry Reuss's proposal to reactivate the Cannonball commuter service on the Milwaukee Road between. Watertown and Milwaukee was ners?", was one of the questions asked. The stop requires at least 15 minutes, and if it could be eliminated the overall time between Oconomowoc and Milwaukee could be cut, making the service more attractive to commuters, they pointed out. Others said that if good service was provided, there would be lots of riders.

"The question on subsidizing mass transit should be submitted to all county voters in a referendum," Supervisor Arthur Manke, Sussex, said.

Mayor 'Florence Whalen countered by asking why this expenditure should be put to a referendum, when decisions to build or improve highways and many other expenditures were not. She pointed to the need to save energy, the increasing costs of commuting by private automobile and pollution as reasons why government should subsidize mass transit.

Supervisor Richard Manke, Pewaukee, questioned whether tax funds spent to aid mass transit should not be diverted to provide transportation for private school pupils. Schools in the Arrowhead district are now considering placing the burden of transporting such pupils back on parents he pointed out.

The small number of citizens at this and other meetings in the county indicates lack of interest, Richard Xanke said.

#### Need to advertise

The Wisconsin Coach Lines should advertise to attract more

mentioned. A demonstration run is being sought in July, Beck said. SEWRPC officials believe that increased bus service would be cheaper and easier to provide than train service.

Those interested in better or additional bus service were urged to attend the June 10 hearing.

#### OCONOMOWOC ENTERPRISE May 29, 1980

Attendance sparse but support

89

# high for bus route

#### By James Gribble Freeman Staff

MUKWONAGO - There were questions and a big riddle Wednesday night here at a public meeting on a county proposal for freeway flyer service to downtown Milwaukee.

No one questioned the demand for the bus line, which would be the first public transit service ever between Milwaukee and Mukwonago.

Mostly people asked planners whether they could route the buses in such a way that riders could link up

with Milwaukee County's (SEWRPC), was attended regular bus system without having to go all the way downtown.

That was a possibility, the questioners were told.

But no one had an answer for the riddle of why so few people came to the meeting at Parkview Junior High School to voice their demand for the service.

The public informational meeting, held by the county Transportation Coordinating Committee in conjunction with the Southeastern Wisconsin Regional Planning Commission

by 17 people. Last week, a similar meeting at Oconomowoe City Hall drew 13.

The Mukwonago Village freeway flyer is part of an eight-line county transit plan being proposed by SEWRPC. The eight lines would cost about \$390,000 a year to operate. About 90

from federal grants, about \$40,000 from the county treasury.

If the plan is adopted by the County Board, service could begin in early 1981, according to Waukesha Supervisor John DeQuardo, Transportation Coordinating Committee chairman.

The Mukwonago line percent of it would come would run twice in the morn-

afternoon. The turn-around Highways 83 and 15.

There would be two stops along Highway 15: at Highway F and at Highway Y. The route would follow I-894 and I-94 (the east-west freeway) to downtown Milwaukee.

An alternative route

ing and twice in the late land Road of Highway 100 between Highway 15 and Iwould be in a parking lot at 94. While either would require a longer running time, it might add potential gest things," Beck replied. riders, SWERPC transit planner Albert Beck said.

would follow either Moor- "What would bar this from County.

going through besides money and cost?"

"Those are two of the big-The only serious criticism came from County Board "I guess I'm having a member George Guhr of hard time coming up with Muskego, who complained negatives for this," said that the transit plan Lynn Jasinski, 1115 Rain- wouldn't serve the southbow Court, Mukwonago. eastern part of Waukesha

> WAUKESHA FREEMAN June 5, 1980

# Mass transit backers speak out at hearing

90

By James Gribble Freeman Staff The spirits of mass transit proponents were lifted Tuesday night by the response at a public hearing on estab-

lishing a commuter bus system for Waukesha County.

About 40 people showed up at the County Office Building in support of a proposal by the Southeastern Wisconsin Regional Planning Commission.

Some speakers, such as city of Waukesha Mayor Joseph C. La Porte, in fact urged the county to go one better.

"We should have a county mass transit system," La Porte said. "Or beyond that we should have a regional mass transit system."

La Porte said there was a demand for bus service between Waukesha communities, not just service to downtown Milwaukee.

He added that one

regional transit system, extended from Milwaukee County, would mean municipalities would no longer have to compete against each other for transportation grants, which he said was unproductive.

La Porte said a county bus system would be an added burden on taxpayers, but that the expense was more than justified by the potential energy savings.

And none of those who spoke at the hearing disagreed.

"The cost of energy to operate private autos has given the issue of transportation a certain popularity and status among middle class suburban people," said Ruth Qualich, 3735 S. Town Line Rd., New Berlin, representing Church Women United.

"However," she continued, "I believe that the primary reason for having a public transit system is to provide mobility for those residents — elderly, handicapped, young, poor — who do not have access to private transportation."

Joann Kreimendahl, W140-N8128 Lilly Rd., Menomonee Falls, representing the League of Women Voters, said government has a social responsibility to make mass transportation available to all citizens. SEWRPC estimates establishing all eight lines would cost \$386,000 a year, of which as much \$350,000 would be paid through federal and state grants. County taxpayers would pick up the rest.

The proposal features "Freeway Flyer" lines between Milwaukee and Menomonee Falls, Brookfield, New Berlin, Oconomowoc and Mukwonago. Existing Milwaukee County local bus service would be extended to the New Berlin Industrial Park, Brookfield Square and Butler.

Fares would vary from 50 cents to \$2.25 one way. According to SEWRPC, the potential ridership is 207,000 passengers a year.

The plan will now be reviewed by SEWRPC in light of the public comments, almost all of which have been favorable. Its final report will then be

reviewed by the county's Transit Coordinating Committee, which will in turn forward the proposal to the County Board for consideration.

According to SEWRPC transit planner Albert Beck, the county is under a "relatively tight schedule." For the service to begin next year, the county would have to submit grant proposals to the federal and state governments in September.

Supervisor John J. DeQuardo, 'of Waukesha, Transit Coordinating Committee chairman, promised to get the plan to the County Board quickly.

"I'm not going to let the grass grow under my feet," DeQuardo said.

WAUKESHA FREEMAN June 11, 1980

# Plan to expand bus service wins support at hearing

#### By Cynthia Dennis Journal Waukesha Bureau

Waukesha — About half the 40 persons who attended a public hearing Tuesday night to consider expanding Milwaukee County bus service into Waukesha County expressed general approval — if not enthusiasm - for the idea.

If a dissenter could be found, it was Waukesha Mayor Joseph La Porte. He said the plan, which proposes four new bus routes plus the extension of four existing routes, would funnel too many people into MilwauRee and not enough into Waukesha.

La Porte said that he favored mass transit and a regional system for the county, but that the plan should be reconsidered before County Board approval is sought.

City voters in Waukesha recently approved establishing their own transit system, which is expected to be operating by this time next year. £

#### From Page 1

mittee. If the committee approves the plan, it will be resubmitted to the County Board.

The plan's first-year cost has been estimated at \$386,000, with Wauke-

sha County's share placed at \$36,300. Application could be made for federal money, but the county is not eligible to apply for additional state money until 1981.

Frank Narlock, chairman of the County Board's Finance Committee, was asked Tuesday about the chances for board approval.

"We're looking at a very tight budget," he replied. "I hope we can find the money for this, but we'll have to look at it very closely."

John DeQuardo, a county supervisor and chairman of the Coordinating Committee, said: "This is a real necessity."

However, La Porte said, that did not mean that people who wanted to come to downtown Waukesha from outlying county areas would be taken care of.

#### No service in south

The proposal doesn't provide bus service for the southern part of the county and the communities of Big Bend, Vernon and Mukwonago, which have virtually no transit service, La Porte said.

Some residents from that area told of their transportation plight Tuesday night. A Mukwonago woman said she had two college students living at home who probably would live nearer the campus if they could commute by bus. A Vernon resident said she was there to represent many commuting friends and neighbors for whom bus service would be beneficial.

A representative of Wisconsin Telephone Co. said about 600 employes were being moved to the

Brookfield Square area and that one of the proposed routes would serve them

Under the proposal, Milwaukee County bus service would be extended into Brookfield, Butler, Menomonee Falls and New Berlin, and commuter routes would be added from Menomonee Falls, Mukwonago, Oconomowoc and New Berlin to Downtown Milwaukee.

Several groups in favor

Representatives of League of Women Voters organizations in **Brookfield and Menomonee Falls** commended the proposal, as did a New Berlin representative of Church Women United.

Tuesday's hearing, sponsored by the Waukesha County Transportation Coordinating Committee, followed four informational meetings around the county authorized by the County Board. The proposal now goes back to the Coordinating Com-Turn to Transit, Page 8.

Negotiations also would have to be started with the Milwauke County Board for the routes proposed for operation by the Milwaukee County Transit System.

"The big thing will be negotiating with Milwaukee County, but I'm ready for them," DeQuardo said.

Milwaukee County officials have not been contacted, he said.

· The Southeastern Wisconsin Regional Planning Commission, which prepared the bus system proposal for the Coordinating Committee, recom-mended that Waukesha County should consider asking Milwaukee County to act as the applicant for federal and state transit money.

La Porte said he was meeting Wednesday with Milwaukee County officials on another matter involving transit money.

So far, Milwaukee County has had no competition for transit funds, he said.

THE MILWAUKEE JOURNAL June 11, 1980

## Transit plan considered for county

#### By Vicki Wegner For the Post

A proposal which would expand Waukesha County bus service, providing mass transportation for an estimated 200,000 riders annually, may be implemented as early as spring, 1981.

Kurt Bauer, executive director of the Southeastern Wisconsin Regional Planning Commission which developed the plan said, "Reactions to the proposal on the part of the public are favorable." A recent public hearing demonstrated this.

About 40 Waukesha residents attended the hearing sponsored by the It would also develop commuter routes Waukesha County Transportation from Menomonee Falls, Mukwonago, Coordinating Committee, with over half of them expressing approval of the plan. The hearing followed four informational meetings around the county. Most of the residents indicated their interest in the bus system is due to increases in the cost of fuel and car maintenance, traffic congestion and air pollution. - 93

"We understand the financial difficulties with state and federal budget cutting, but feel that the present economy has increased the need for more public transportation," said Joann Kreimendahl, of the Waukesha County Council League of Women Voters.

The plan developed by SEWRPAC is short term and could be readily implemented with the extension of the Milwaukee County Transit System, according to Bauer.

The plan calls for eight separate bus routes which would extend Milwaukee County bus service to Brookfield, Butler, Menomonee Falls and New Berlin. It would also develop commuter routes Oconomowoc and New Berlin to downtown Milwaukee.

Cost of the plan is estimated at \$386,000, most of which may be covered by federal and state subsidies. The county's share for the first year is estimated at \$36,300.

Frank Narlock, chairman of the and the second state of the second second

County Board's Finance Committee, expressed concern over the already tight budget. "We're looking at figures and they don't look too good. I hope we can find a place in the budget for it.

John DeQuardo, chairman of the Coordinating Committee said, "This is a real necessity.'

It was Waukesha Mayor Joseph La Porte who expressed concern for the lack of bus service in the southern part of the county which includes the com-munities of Big Bend, Vernon and Mukwonago. He said he favored mass transit and that a regional system should be designed to service the entire area

Albert Beck of SEWRPAC pointed out that the proposal was a "bare bones proposal," with routes designed to serve those areas with the greatest potential for ridership. Service could be expanded in the future, he said.

The proposal now goes back to the Coordinating Committee. If the committee approves the plan, it will be resubmitted to the County Board.

#### POST NEWSPAPERS