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COMMUNITY ASSISTANCE PLANNING REPORT NUMBER 265

OZAUKEE COUNTY TRANSIT SYSTEM DEVELOPMENT PLAN: 2002-2006

Southeastern Wisconsin Regional Planning Commission P.O. Box 1607 W239 N1812 Rockwood Drive Waukesha, Wisconsin 53187-1607

October 2002

Inside Region \$10.00 Outside Region \$20.00 (This page intentionally left blank)

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Chapter I

INTRODUCTION

At the request of Ozaukee County Transit Services, the Regional Planning Commission has prepared this new short-range transit system development plan for the County. The last short-range plan prepared for Ozaukee County was for the period 1996-2000¹ and outlined a plan for reestablishing transit service in the County. This document provides the first full review of the system since the new services recommended in that plan were initiated. In addition, a new plan is needed to reflect changes in residential, commercial, and industrial development in Ozaukee County.

The preparation of the transit system development plan included:

- A thorough evaluation of the performance of the existing bus and taxicab services operated by Ozaukee County;
- Analyses of the travel habits, patterns, and needs of both the County's elderly and disabled population and individuals commuting to jobs in Milwaukee County, along with the needs of individuals commuting to jobs in Ozaukee County;
- Analysis of the transportation needs of existing land use patterns and major land use developments that have been proposed for or are occurring within Ozaukee County, with particular attention given to identifying concentrations of employment and associated transit needs for work commuting and those facilities serving the County's elderly and disabled population ; and
- A careful evaluation of alternative courses of action for providing new or improved commuter and local transit services along with the financial commitment and actions necessary to implement them.

The transit services that are recommended under this new transit system development plan for the time period 2002 through 2006 represent a refinement, and improvement and expansion, of the now existing transit services that were implemented in the mid to late 1990's based on the recommendations of the previous short-range transit plan that addressed the years 1996-2000. The recommendations of that original short-range plan, and of this subsequent short-range plan, represent consideration of initial stages of implementation of the regional transportation system plan for the year 2020², which includes a public transit element recommendations in this long-range plan pertaining to Ozaukee County are illustrated on Map 1-1 and include: improved and expanded rapid

¹See SEWRPC Community Assistance Planning Report No. 218, A Transit Service Plan for Ozaukee County: 1996-2000, July 1995.

²See SEWRPC Planning Report No. 46, A Transportation System for the Southeastern Wisconsin Region: 2020, December 1997.

transit bus connections to Milwaukee and through Milwaukee to the other urban centers of Southeastern Wisconsin; and improved and expanded local bus and taxicab service to commercial and industrial development in the southern portion of the County.

STUDY PURPOSE

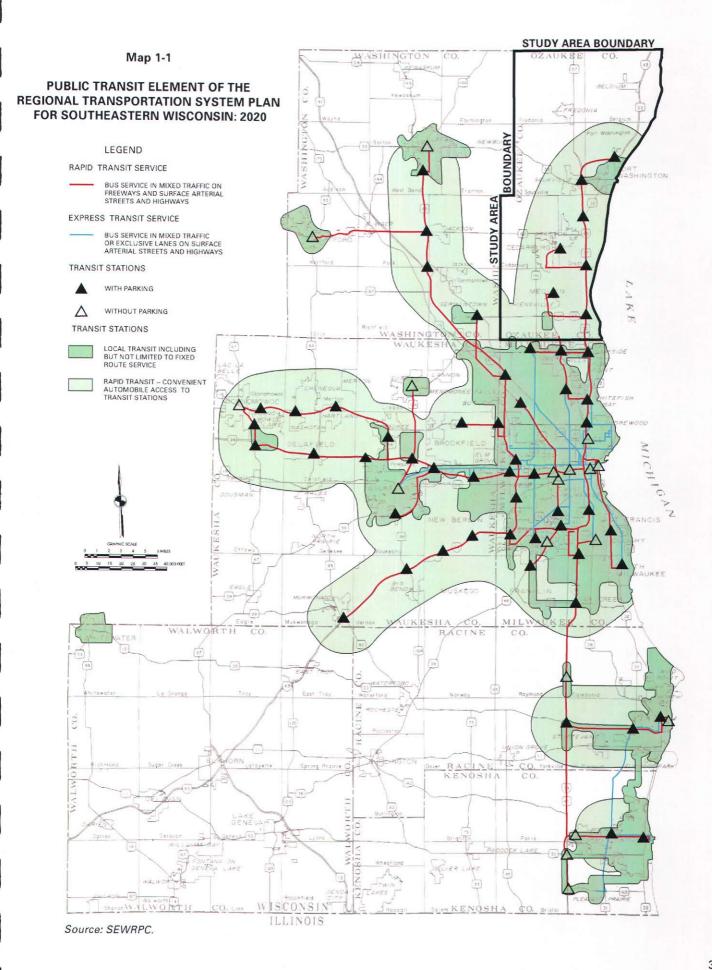
This transit system development plan was intended to serve the following purposes:

- 1. To evaluate the effectiveness of the existing bus route structure, bus service schedules, and taxicab services comprising the County transit system, along with the financial performance of the existing system.
- 2. To identify, evaluate, and recommend potential transit service improvements that will:
 - a. Address the needs of "transit dependent" County residents and employers of Ozaukee County in light of recent changes in urban development that have occurred in the County;
 - b. Provide for coordination with other public transit services, in particular with the City of Port Washington Transport Taxi System and the Milwaukee County Transit System;
- 3. To prepare a planning document that would serve as a guide for the transit system and County officials with regard to implementing service changes as well as in monitoring service operation and performance.

SCOPE OF WORK

The scope of the work for preparing the new transit system development plan involved the following:

- 1. Study organization, including the appointment by the County of an advisory committee to guide the study effort;
- 2. The formulation of appropriate transit service development objectives and supporting performance standards;
- 3. The collation and collection of the socioeconomic, land use, and travel habit and pattern information pertinent to the evaluation of the existing and proposed transit services;
- 4. The analysis of the operation of the existing transit system, including the identification of any potential deficiencies in that system;
- 5. The design of alternative transit system changes that could address the problems and deficiencies that were identified;
- 6. The evaluation of the proposed alternative transit system changes;
- 7. The selection and documentation of a recommended plan; and
- 8. The identification of the actions to be taken by Ozaukee County to implement the recommended transit system improvements in an orderly and timely manner.



STUDY AREA

The study area considered in this report was Ozaukee County, which included 16 local units of government: the Cities of Cedarburg, Mequon, and Port Washington; the Villages of Bayside, Belgium, Fredonia, Grafton, Newburg, Saukville, and Thiensville; and the Towns of Belgium, Cedarburg, Fredonia, Grafton, Port Washington, and Saukville (see Map 1-1). The study area included all of the area within Ozaukee County served by the County's fixed-route bus system and shared-ride taxi service in Spring 2001. As the County's transit system is primarily designed to transport passengers between Ozaukee and Milwaukee Counties, the plan was developed cognizant of intercounty transit travel and service needs. As necessary, the analyses considered certain major transit trip generators located in Milwaukee County including, in particular, the Milwaukee central business district and the University of Wisconsin-Milwaukee.

STUDY ORGANIZATION

The preparation of this transit system development plan was a joint effort by the staffs of Ozaukee County and the Southeastern Wisconsin Regional Planning Commission. Additional staff assistance was obtained from certain other agencies concerned with transit development in Ozaukee County, including the Wisconsin Department of Transportation.

To provide guidance to the technical staffs in the preparation of this plan, and to involve concerned and affected public officials and citizen leaders more directly and actively in the development of transit system policies and improvement proposals, the Ozaukee County Board created a 19-member Ozaukee County Public Transit Planning Advisory Committee. The full membership of this Committee is listed inside of the front cover of this report.

SCHEME OF PRESENTATION

After this introductory chapter, seven chapters present the findings of the major inventories and analyses conducted under the planning effort, and describe the plan recommendations. The specific chapters consist of:

- Chapter II, "Land Use and Travel Patterns", which describes the land use, demographic, and economic characteristics of, and the travel habits and patterns in, the study area.
- Chapter III, "Existing Public Transit System", which outlines the public transit system, as well as other transit services available within the study area in the spring of 2001.
- Chapter IV, "Public Transit Service Objectives and Standards", which provides a set of transit service objectives and supporting performance standards and design criteria.
- Chapter V, "Evaluation of the Existing Ozaukee County Transit System", which describes how well the existing year 2000 transit system met the objectives and standards, thereby identifying service-related problems and deficiencies.
- Chapter VI, "Recommended Transit Service Improvements System Development Plan", which details the transit system improvements for 2002 through 2006 recommended by the Advisory Committee.
- Chapter VII, "Summary and Conclusions", which provides a brief overview of the significant findings and recommendations of the study.

Chapter II

LAND USE AND TRAVEL PATTERNS

INTRODUCTION

To properly evaluate the existing transit services within Ozaukee County, and to identify the potential need for improvement in transit service, it is necessary to consider those factors that affect, or are affected by, the provision of transit service. These factors include the extent of existing urban development in the County, along with the size, distribution, and characteristics of the resident population and of employment. In addition, the travel habits and patterns associated with the population, employment, and land use distribution within the County must also be considered. This chapter presents the results of an inventory of these important factors.

POPULATION AND EMPLOYMENT

General Population Characteristics

Resident population levels in Ozaukee County and the Southeastern Wisconsin Region from 1960 to 2000 are displayed in Table 2-1. After a period of rapid population growth of about 12 percent from 1960 to 1970, population growth in the Region slowed considerably, resulting in relatively stable population levels in the 1970s and 1980s. The resident population of the Region in 1990, about 1,810,000 persons, represented an increase of only about 54,000 persons over the 1970 population of 1,756,000 persons. The resident population of the Region in 2000 was about 1,932,900 persons, an increase of about 7 percent over the 1990 level and of about 23 percent over the 1960 level. The population growth of Ozaukee County has been much more rapid than that of the Region during the 1960 to 2000 period, more than doubling. The 1960s showed the most rapid growth for the County at 42 percent, followed by 23 percent in the 1970s, 9 percent in the 1980s, and 13 percent from 1990 to 2000.

Despite the significant population growth, Ozaukee County remained the smallest county, by population, in the Region for these four decades. Table 2-2 presents the resident population distribution by civil division of the County from 1960 to 2000. Map 2-1 shows the Ozaukee County population distribution in 1995. Table 2-3 displays the total number of households and average household size in the County and the Region from 1960-2000. The following observations were made from this information:

- The County experienced the most significant population growth during the 1960s in the Towns of Cedarburg and Grafton, the Villages of Fredonia and Grafton, and the Cities of Cedarburg, Mequon, and Port Washington. In all of these communities, population increased by over 1,000 persons and by more than 40 percent.
- The most rapid population growth occurred in the Village of Saukville in the 1970s at a rate of 152 percent. During the 1980s, population growth was much more moderate, with slightly more rapid growth occurring mainly in the City of Mequon, as well as the City of Cedarburg and the Village of Grafton. In the 1990s, population growth continued mainly in the Cities of Cedarburg, Mequon, and

HISTORIC POPULATION LEVELS FOR OZAUKEE COUNTY AND THE SOUTHEASTERN WISCONSIN REGION: 1960-2000

4.	Total Population											
	1960	C	1970		1980		1990		2000			
									a ta a a	·		
County	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent		
Kenosha	100,615	6.4	117,917	6.7	123,137	7.0	128,181	7.1	149,577	7.7		
Milwaukee	1,036,041	65.9	1,054,249	60.0	964,988	54.7	959,275	53.0	940,164	48.6		
Ozaukee	38,441	2.4	54,461	3.2	66,981	3.8	72,831	4.0	82,317	4.3		
Racine	141,781	9.0	170,838	9.7	173,132	9.8	175,034	9.7	188,831	9.8		
Walworth	52,368	3.3	63,444	3.6	71,507	4.0	75,000	4.1	93,759	4.8		
Washington	46,119	2.9	63,839	3.6	84,848	4.8	95,328	5.3	117,493	6.1		
Waukesha	158,249	10.1	231,335	13.2	280,203	15.9	304,715	16.8	360,767	18.7		
Region	1,573,614	100.0	1,756,083	100.0	1,764,796	100.0	1,810,364	100.0	1,932,908	100.0		

					Change in	Population	· · · · · ·			
	1960 -	1970	1970 - 1980		1980 – 1990		1990 - 2000		1960 - 2000	
		· .		· · · ·	1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 -				1997 - 19	
County	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Kenosha	17,302	17.2	5,220	4.4	5,044	4.1	21,369	16.7	48,962	48.7
Milwaukee	18,208	1.8	-89,261	-8.5	-5,713	-0.6	-19,111	-2.0	-95,877	-9.3
Ozaukee	16,020	41.7	12,520	23.0	5,850	8.7	9,486	13.0	43,876	114.1
Racine	29,057	20.5	2,294	1.3	1,902	1.1	13,797	7.9	47,050	33.2
Walworth	11,076	21.2	8,063	12.7	3,493	4.9	18,759	25.0	41,391	79.0
Washington	17,720	38.4	21,009	32.9	10,480	12.4	22,165	23.3	71,374	154.8
Waukesha	73,086	46.2	48,868	21.1	24,512	8.7	56,052	18.4	202,518	128.0
Region	182,469	11.6	8,713	0.5	45,568	2.6	122,544	6.8	359,294	22.8

Source: U. S. Bureau of the Census, Wisconsin Department of Administration, and SEWRPC.

Port Washington; the Villages of Belgium, Fredonia, Grafton and Saukville; and Towns of Grafton and Port Washington.

- The vast majority of the population growth in the County has occurred in the southern portion of the County, the area comprised of the Cities of Cedarburg and Mequon, the Villages of Grafton and Thiensville, and the Towns of Cedarburg and Grafton. Nearly three-fourths of the total population growth in the County from 1960 to 2000 occurred in these six communities. In 2000, over two-thirds of the total County population resided in these six communities.
- The number of households in the County increased by 192 percent from 1960 to 2000, much faster than the resident population. From 1960 to 2000, the average household size decreased from 3.7 persons per household in 1960 to 2.7 persons per household in 2000. This mirrors a similar trend toward declining household size at the Region level.

Transit-Dependent Population Groups

Certain segments of the population may be expected to have a greater dependence on, and make more extensive use of, public transit than the population as a whole because they have more limited access to the automobile as a mode of travel than the general population. Five such "transit-dependent" groups were identified for this study: 1) school-age children (ages 10 through 18 years), 2) aged individuals (ages 60 years and older), 3) persons in low-

	Population										
Civil Division	1960	1970	1980	1990	2000						
Cities											
Cedarburg	5,191	7,697	9,005	10,086	11,102						
Mequon	8,543	12,150	16,193	18,885	22,666						
Port Washington	5,984	8,752	8,612	9,338	10,467						
Villages					-						
Bayside [®]	103	123	112	108	103						
Belgium	643	809	892	928	1,678						
Fredonia	710	1,045	1,437	1,558	1,934						
Grafton	3,748	5,998	8,381	9,340	10,312						
Newburg [*]			95	105	92						
Saukville	1,038	1,389	3,494	3,695	4,068						
Thiensville	2,507	3,182	3,341	3,301	3,254						
Towns											
Belgium	1,646	1,625	1,424	1,405	1,513						
Cedarburg	2,248	3,774	5,244	5,143	5,550						
Fredonia	1,475	1,746	2,144	2,043	2,060						
Grafton	1,996	3,127	3,588	3,745	4,132						
Port Washington	1,303	1,528	1,436	1,480	1,631						
Saukville	1,306	1,516	1,583	1,671	1,755						
Total	38,441	54,461	66,981	72,831	82,317						

RESIDENT POPULATION OF OZAUKEE COUNTY BY CIVIL DIVISION: 1960-2000

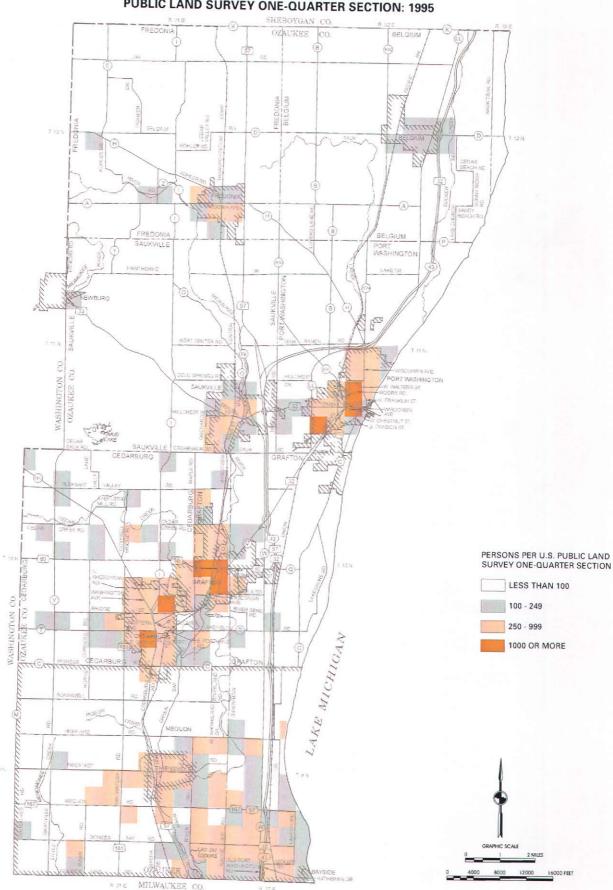
				_						
		_			Change in	Population	I			
	1960-1970		1970-1980		1980-1990		1990-2000		1960-	2000
Civil Division	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Cities		_								
Cedarburg	2,506	48.3	1,308	17.0	1,081	12.0	1,016	10.1	5,911	113.9
Mequon		42.2	4,043	33.3	2,692	16.6	3,781	20.0	14,123	165.3
Port Washington	2,768	46.3	-140	-1.6	726	8.4	1,129	12.1	4,483	74.9
Villages										
Bayside [®]	20	19.4	-11	-8.9	-4	-3.6	-5	-4.6	0	0.0
Belgium	166	25.8	83	10.3	36	4.0	750	80.8	1035	161.0
Fredonia	335	47.2	392	37.5	121	8.4	376	24.1	1,224	172.4
Grafton		60.0	2,383	39.7	959	11.4	972	10.4	6,564	175.1
Newburg [*]			. 95		10	10.5	-13	-12.4		
Saukville	351	33.8	2,105	151.5	201	5.8	373	10.1	3,030	291.9
Thiensville	675	26.9	159	5.0	-40	-1.2	-47	-1.4	747	29.8
Towns										
Belgium	-21	-1.3	-201	-12.4	-19	-1.3	108	7.7	-133	-8.1
Cedarburg	1,526	67.9	1,470	39.0	-101	-1.9	407	7.9	3,302	146.9
Fredonia	271	18.4	398	22.8	-101	-4.7	17	0.8	585	39.7
Grafton	1,131	56.7	461	14.7	157	4.4	387	10.3	2,136	107.0
Port Washington	225	17.3	-92	-6.0	44	3.1	151	10.2	328	25.2
Saukville	210	16.1	67	4.4	88	5.6	84	5.0	449	34.4
Total	16,020	41.7	12,520	23.0	5,850	8.7	9,486	13.0	43,876	114.1

[°]Ozaukee County portion only. Total population for the Village of Bayside was 3,181 in 1960, 4,461 in 1970, 4,724 in 1980, 4,789 in 1990, and 4,518 in 2000.

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^bOzaukee County portion only. Total population for the Village of Newburg was 783 in 1980, 958 in 1990, and 1,119 in 2000.

Source: U. S. Bureau of the Census, Wisconsin Department of Administration, and SEWRPC.



POPULATION DISTRIBUTION IN OZAUKEE COUNTY BY U. S. PUBLIC LAND SURVEY ONE-QUARTER SECTION: 1995

Map 2-1

TOTAL NUMBER OF HOUSEHOLDS AND AVERAGE HOUSEHOLD SIZE IN OZAUKEE COUNTY AND THE SOUTHEASTERN WISCONSIN REGION: 1960-2000

		Total Ho	useholds	- 1	Average Number of Persons per Household				
	Ozaukee	e County	Reg	ion	Ozaukee	e County	Region		
1997 - 1997 - 1997 - 1997 - 1997 - 1997 - 1997 - 1997 - 1997 - 1997 - 1997 - 1997 - 1997 - 1997 - 1997 - 1997 -		Percent		Percent		Percent	1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1	Percent	
		Change		Change		Change		Change	
		from		from		from		from	
		Previous		Previous		Previous		Previous	
Year	Number	Date	Number	Date	Number	Date	Number	Date	
1960	10,417		465,913		3.7		3.3		
1970	14,753	41.6	536,486	15.1	3.7		3.2	-3.0	
1980	21,763	47.5	627,955	17.0	3.0	-18.9	2.8	-12.5	
1990	25,736	18.3	676,107	7.7	2.8	-6.7	2.6	-7.1	
2000°	30,400	18.1	752,400	11.3	2.7	-3.6	2.5	-3.8	

°Estimated

Source: U.S. Bureau of the Census and SEWRPC.

income households, 4) households with no vehicle available, and 5) disabled individuals. Information about these transit-dependent groups in the County was obtained from the 1990 U.S. Census. Table 2-4 shows the number of persons as well as households that fell into each of these groups from 1960 to 1990 in Ozaukee County. Table 2-5 shows the distribution of these population groups by civil division in 1990. Data from the 2000 U.S. Census was not available for inclusion in this report at the time the report was prepared in the spring of 2001.

The information in these tables indicate the following:

- From 1960 to 1990, the number of aged individuals (those 60 years and older) increased significantly in absolute numbers as well as their proportion of the total population of the County. In contrast, the number and proportion of persons in low-income households in Ozaukee County decreased over this time period. The U.S. Bureau of the Census federal poverty thresholds, defined in Table 2-6, established a decrease of 10.4 percent: the 1970 proportion at 16.5 percent, the 1990 proportion down to 6.1 percent. The percentage of households with no vehicle available also decreased from 1960 to 1990 from 9 percent in 1960 to 2.8 percent in 1990. A similar trend analysis could not be developed for the disabled population, as information collected in the 1990 census was not collected in any previous census.
- The largest transit-dependent population group in the County in 1990 was the aged, who constituted about 16 percent of the total County population. School-aged children and persons in low-income households represented about 13 and 2 percent of the total resident population respectively. It should be noted that overall, the proportion of individuals in Ozaukee County residing in low-income households is quite low when compared with the average for the Southeastern Wisconsin Region of about 11 percent. Households with no vehicle available and persons who had a disability which limited their mobility¹ represented a small segment of the County at about 3 percent of households and about 2 percent of the population.

¹This disabled population group does not include ambulatory disabled persons whose physical or mental impairment does not prevent them from traveling independently without the assistance of others.

TRANSIT-DEPENDENT POPULATION GROUPS IN OZAUKEE COUNTY: 1960 - 1990

			Transit-Dependent Population Groups'									
			School-Age Chil (ages 10 through		Aged Persons (60 years and older)		Persons in Low-Income Households"		Disabled Persons [®]		Households with No Vehicle Available	
Year	Total Population	Total Number of Households	Number	Percent of Total Population	Number	Percent of Total Population	Number	Percent of Total Households	Number	Percent of Total Population	Number	Percent of Total Households
1960	38,441	10,417	5,919	15.4	4,261	11.1		111	y 1		940	9.0
1970	54,461	14,753	11,406	20.9	5,657	10.4	2,432	16.5			742	5.0
1980	66,981	21,763	12,128	.18.1	8,200	12.2	2,208	10.1	808	1.2	862	4.0
1990	72,831	25,707	9,593	13.2	11,421	15.7	1,558	-6.1	1,059	1.5	723	2.8

NOTE: N/A indicates information not available.

'All figures are based upon Census information derived from sample data.

*Represents persons residing in households with a total 1989 family income below Federal poverty thresholds. Poverty thresholds for families in 1989 as defined by the U. S. Bureau of the Census are shown in Table 2-6.

^cIncludes persons ages 16 and over with a health condition lasting six or more months which made it difficult to travel alone outside the home.

Source: U. S. Bureau of the Census and SEWRPC.

• There were several areas within the County that had a higher proportion of transit-dependent groups than did others in 1990. The Village of Thiensville had the highest proportion of aged individuals at 27.7 percent. The Village of Bayside also had a high percentage of the aged at 48.4 percent, although only a small fraction of the Village lies within Ozaukee County. The civil divisions in the northern half of Ozaukee County tended to have a somewhat higher proportion of their total population residing in low-income households and households with no vehicle available. The highest percentages of persons in low-income households in 1990 were in the Town of Fredonia with 6.3 percent, the Town of Port Washington with 3.9 percent, and the Village of Belgium with 3.8 percent. The civil divisions with the highest percentage of households with no vehicles available in 1990 were the City of Port Washington with 6.0 percent, and the Village of Saukville with 4.7 percent.

Employment

Employment trends in the County and the Region from 1960 through 2000 are set forth in Table 2-7. The distribution of jobs in the County in 1995 by U. S. Public Land Survey one-quarter section is shown on Map 2-2. To supplement the Commission's 1995 employment data, individual employers with 20 or more employees at one worksite in 2000 were identified and their locations plotted on Map 2-3. The following observations can be drawn from this table and these maps:

- The County experienced an overall relative increase in employment between 1960 and 2000 of about 395 percent, substantially exceeding the Region's relative increase in employment of about 82 percent during that same period and second only to Waukesha County in the Region. Of the total increase in the Region's employment of about 552,500 jobs during that period, about 40,300, or about 7 percent, occurred in the County. The County has gained more employment during the 1990's than the preceding decades since 1970. Between 1990 and 2000, the County's employment grew by 14,100 jobs, or about 39 percent, which again was second only to Waukesha County in terms of percentage increase.
- At present, the employment concentrations in the County are found in areas of retail, office, and industrial development within and around the Cities of Cedarburg, Mequon, and Port Washington, and the Villages of Grafton and Thiensville, similar to where concentrations of population within the County are found.

TRANSIT-DEPENDENT POPULATION GROUPS IN OZAUKEE COUNTY BY CIVIL DIVISION: 1990

			•	Transit-Dependent	Population Group)S [*]	
				ge Children through 18)	Aged Persons (ages <u>60 and older)</u>		
Civil Division	Total Population	Total Number of Households	Number	Percent of Civil Division Population	Number	Percent of Civil Division Population	
Cities				i filosofie de la companya de la compa		the second second	
Cedarburg	10,086	3,916	1,097	10.9	1,867	18.5	
Mequon	18,885	6,251	2,577	13.6	3,117	16.5	
Port Washington	9,338	3,461	1,150	12.3	1,442	15.4	
Villages	the state of the		and the second		and the second		
Bayside	108	38			52	48.4	
Belgium	928	341	. 119	12.8	155	16.7	
Fredonia	1,558	505	251	16.1	154	9.9	
Grafton	9,340	3,396	1,284	13.7	1,242	13.3	
Newburg	105	8			10	9.5	
Saukville	3,695	1,254	486	13.2	281	7.6	
Thiensville	3,301	1,380	376	11.4	913	27.7	
Towns					a da		
Belgium	1,405	484	183	13.0	264	18.8	
Cedarburg	5,143	1,636	796	15.5	762	14.8	
Fredonia	2,043	641	381	18.6	234	11.5	
Grafton	3,745	1,315	463	12.4	493	13.2	
Port Washington	1,480	491	228	15.4	207	14.0	
Saukville	1,671	590	202	12.1	229	13.7	
Total	72,831	25,707	9,593	13.2	11,421	15.7	

	Transit-Dependent Population Groups*							
	Pers	sons in				Households with		
· ·	Low-Income Households ^b Disabled Persons ^c		No Vehicle Available					
		Percent of Civil Division		Percent of		Percent of Civil Division		
Civil Division	Number	Population	Number	Civil Division Population	Number	Households		
Cities								
Cedarburg	135	1.3	162	1.6	140	3.6		
Mequon	387	2.0	255	1.4	76	1.2		
Port Washington	229	2.5	179	1.9	207	6.0		
Villages		and the state of the state		and the second second				
Bayside								
Belgium	35	3.8	14	1.5	13	3.8		
Fredonia	34	2.2	17	1.1	14	2.8		
Grafton	149	1.6	100	1.1	126	3.7		
Newburg			1 <u>-</u> 1		· -			
Saukville	94	2.5	38	1.0	59	4.7		
Thiensville	105	3.2	75	2.3	48	3.5		
Towns	and the second				1	and the second		
Belgium	38	2.7	28	2.0	8	1.7		
Cedarburg	59	1.1	41	0.8	6	0.4		
Fredonia	128	6.3	37	1.8	8	1.2		
Grafton	51	1.4	64	1.7	5	0.4		
Port Washington	58	3.9	30	2.0	10	2.0		
Saukville	57	3.4	19	1.1	3	0.5		
Total	1,558	2.1	1,059	1.5	723	2.8		

*All figures are based upon Census information derived from sample data.

*Represents persons residing in households with a total 1989 family income below Federal poverty thresholds. Poverty thresholds for families in 1989 as defined by the U. S. Bureau of the Census are shown in Table 2-6.

^cIncludes persons ages 16 and over with a health condition lasting six or more months which made it difficult to travel alone outside the home.

Source: U. S. Bureau of the Census and SEWRPC.

		Related Children under 18 Years								
Size of Family Unit	Weighted Average Thresholds	None	1	2	3	4	5	6	7	8 or More
One Person		1.1			A STATE OF STATE				1. A.	
(Unrelated Individual)	\$6,310									
Under 65 Years	6,451	\$6,451				<u> </u>		-'		·
65 Years and Older	5,947	5,947								
Two Persons	8,076									
Householder under 65										
Years Householder 65 Years	7,343	8,303	\$8,547	'	'			<u> </u>	· ·	7.7
and Older	7,501	7,495	8,515					·	· • •	
Three Persons	9,885	9,699	9,981	\$9,990						
our Persons	12,674	12,790	12,999	12,575	\$12,619					
ive Persons	14,990	15,424	15,648	15,169	14,798	\$14,572		1 1		
Six Persons	16,921	17,740	17,811	17,444	17,092	16,569	\$16,259			
Seven Persons	19,162	20,412	20,540	20,101	19,794	19,224	18,558	\$17,828		
ight Persons	21,328	22,830	23,031	22,617	22,253	21,738	21,084	20,403	\$20,230	
Nine Persons or More	25,480	27,463	27,596	27,229	26,921	26,415	25,719	25,089	24,933	\$ 23,97

FEDERAL POVERTY THRESHOLDS FOR FAMILIES: 1989

Source: U. S. Bureau of the Census.

Table 2-7

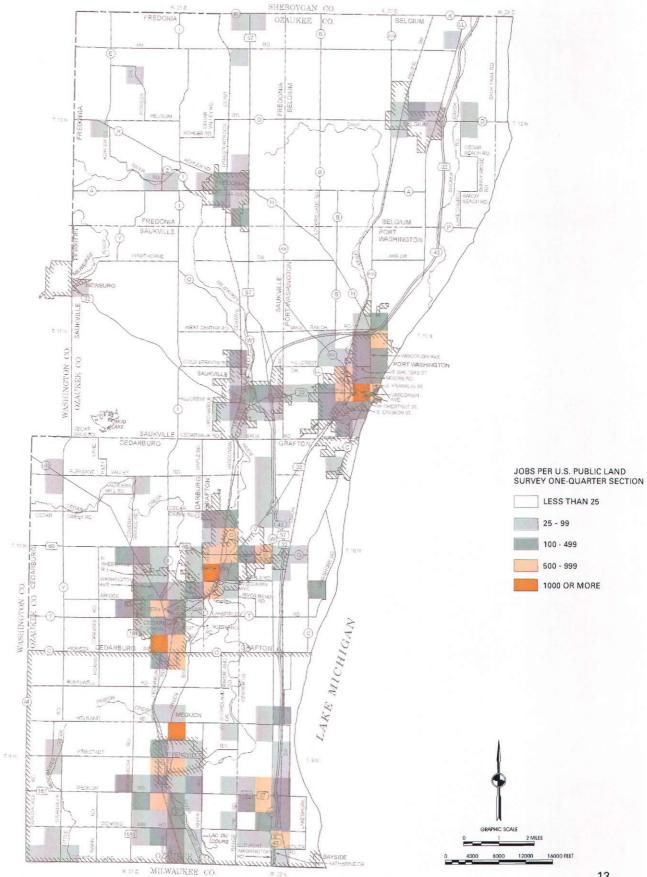
HISTORIC EMPLOYMENT LEVELS IN OZAUKEE COUNTY AND THE SOUTHEASTERN WISCONSIN REGION: 1960-2000

			Employment		
Area	1960	1970	1980	1990	2000
Kenosha	42,200	42,000	54,000	50,900	66,600
Milwaukee	503,300	524,900	581,600	613,300	625,300
Ozaukee	10,200	21,200	28,100	36,400	50,500
Racine	49,900	64,500	80,900	88,800	97,900
Walworth	19,600	26,300	33,400	40,200	51,700
Washington	15,200	24,300	35,000	46,100	62,400
Waukesha	32,600	80,900	132,200	191,500	271,100
Region	673,000	784,100	945,200	1,067,200	1,225,500

and the second second	Change in Employment									
	1960-1970		1970-1980		1980-1990		1990-2000		1960-2000	
Area	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Kenosha	-200	-0.5	11,900	28.3	-3,100	-5.7	15,700	30.8	24,400	57.8
Milwaukee	21,600	4.3	56,800	10.8	31,700	5.5	12,000	2.0	122,000	24.2
Ozaukee	11,000	107.8	6,900	32.5	8,300	29.5	14,100	38.7	40,300	395.1
Racine	14,600	29.3	16,400	25.4	7,900	9.8	9,100	10.2	48,000	96.2
Walworth	6,700	34.2	7,100	27.0	6,800	20.4	11,500	28.6	32,100	163.8
Washington	9,100	59.9	10,700	44.0	11,100	31.7	16,300	35.4	47,200	310.5
Waukesha	48,300	148.2	51,300	63.4	59,300	44.9	79,600	41.6	238,500	731.6
Region	111,100	16.5	161,100	20.5	122,000	12.9	158,300	14.8	552,500	82.1

Source: Wisconsin Department of Workforce Development and SEWRPC.



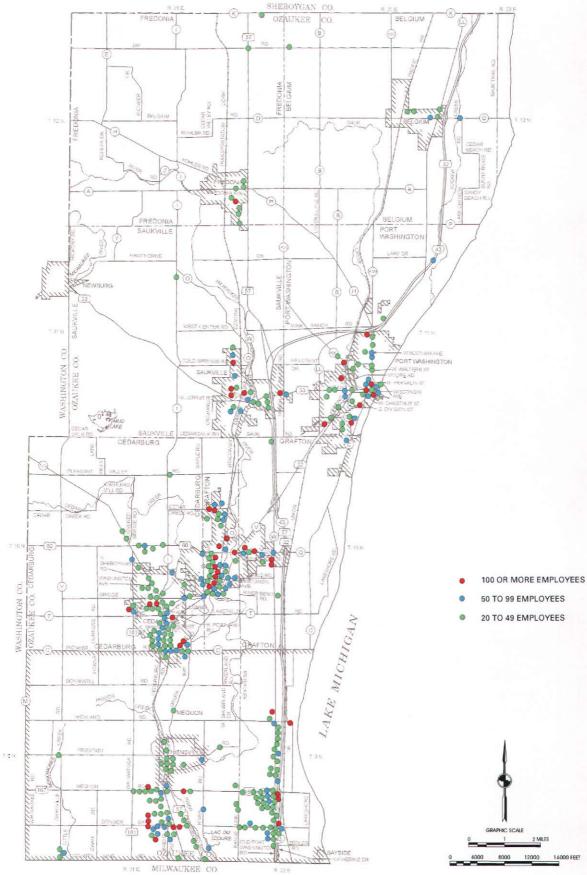


EMPLOYMENT DISTRIBUTION IN OZAUKEE COUNTY BY U. S. PUBLIC LAND SURVEY ONE-QUARTER SECTION: 1995

Source: Wisconsin Department of Workforce Development and SEWRPC.



LOCATIONS OF EMPLOYERS WITH TWENTY **OR MORE EMPLOYEES IN OZAUKEE COUNTY: 2000**



Source: Wisconsin Department of Workforce Development and SEWRPC.

EXISTING LAND USE

Urban Development

Using aerial photographs, the Regional Planning Commission has assembled information that documents the historic growth and the pattern of urban development in the Southeastern Wisconsin Region. This historic increase in the developed urban land area of Ozaukee County is quantitatively summarized in Table 2-8.

In 1900, development within the County was largely confined to settlements within the now incorporated places of Belgium, Cedarburg, Fredonia, Grafton, Port Washington, Saukville and Thiensville. The first half of the Twentieth Century saw an expansion of the development around most of these original settlements. Suburban development in the southernmost portion of the County was just beginning to occur by 1950. The pace of urban development within the County accelerated after 1950. The 45 year period from 1950 to 1995 saw significant development in the southern portion of the County in and around what are now the Cities of Mequon and Cedarburg and the Village of Grafton, essentially as an outward expansion of the Milwaukee metropolitan area. Moderate development in and around the City of Port Washington and other established outlying urban centers also occurred during this period. In addition, this period saw a proliferation of scattered urban enclaves in many areas of the County removed from the historic urban centers, particularly after 1963.

The extent of urban development in the County in 1995 is shown on Map 2-4. In 1995, the developed area of the County encompassed about 15 percent of the total County area, with 85 percent of the County still in open rural land uses. The future pattern of development will be an important determinant of future transit service and of the viability of public transit services within the County.

Residential development is the predominant type of land use within the developed urban portion of the County. Local transit service, bus and taxi, is generally most effective and cost-efficient when serving areas with residential densities of five dwelling units per acre or higher. As shown on Map 2-5, small areas with such densities existed primarily in the Cities of Cedarburg and Port Washington, the Villages of Grafton, Saukville, and Thiensville, and the Town of Belgium. Small areas with these densities were also scattered throughout the County, often as the result of multi-family residential housing developments in these areas.

Continued increases in residential and commercial development within the County may be expected in the near future based upon recent development trends and proposals. Table 2-9 and Map 2-6 identifies new residential, commercial, and institutional developments within the County that were under construction or had been proposed as of June 2000.

Major Potential Transit Trip Generators

The need to serve the local travel demand generated by major potential transit trip generators must also be considered in any transit service planning effort. Two basic categories of potential transit trip generators were identified for this study: transit-dependent population trip generators and major land use trip generators.

Transit-Dependent Population Trip Generators

Specific locations of facilities used by, or serving, the aged, the disabled, and low-income transit-dependent population groups were identified within the study area for the year 2000 and are listed in Tables 2-10, 2-11, and 2-12, receptively. The nature of the population using the types of facilities identified in this category could be expected to generate significant transit usage. The locations of these transit-dependent population trip generators in the County are shown on Map 2-7.

Major Land Use Trip Generators

Certain land uses attracting a large number of person trips also have the potential to attract a relatively large number of transit trips. The types of land uses which were identified as major potential transit trip generators within the study area for Public transit planning purposes included the following: 1) major shopping centers, 2) educational institutions, 3) community and special medical centers, 4) governmental and public institutional centers, and 5) major employers with 100 or more employees at one worksite. The specific trip generators iden-

			evelopment		
		Change from I	Previous Date	Average Annual	19 Mar 19
Year	Total Area (square miles)	Square Miles	Percent	Change from Previous Date (square miles)	Percent of Total Area⁵
1850	0.08	'	· · · · ·		Less than 0.1
1900	0.43	0.35	437.5	0.01	0.2
1920	1.83	1.40	325.6	0.07	0.8
1940	1.91	0.08	4.4	0.01	0.8
1950	4.41	2.50	130.9	0.25	1.9
1963	12.95	8.54	193.6	0.66	5.6
1970	18.99	6.04	46.6	0.86	8.2
1980	26.57	7.58	39.9	0.76	11.5
1990	32.48	5.91	22.2	0.59	14.0
1995	34.96	2.48	7.6	0.50	15.1

HISTORIC URBAN GROWTH IN OZAUKEE COUNTY: 1850-1995

^{*}Urban development as defined for the purposes of this analysis includes those areas of the Region wherein houses or other buildings have been constructed in relatively compact groups, thereby indicating a concentration of residential, commercial, industrial, governmental, or institutional land uses. The continuity of such development was considered interrupted if a quarter-mile area or more of nonurban type land uses such as agriculture, woodlands, or wetlands prevailed in which the above conditions were generally absent.

^bThe total land area of the County is 231.8 square miles.

Source: SEWRPC.

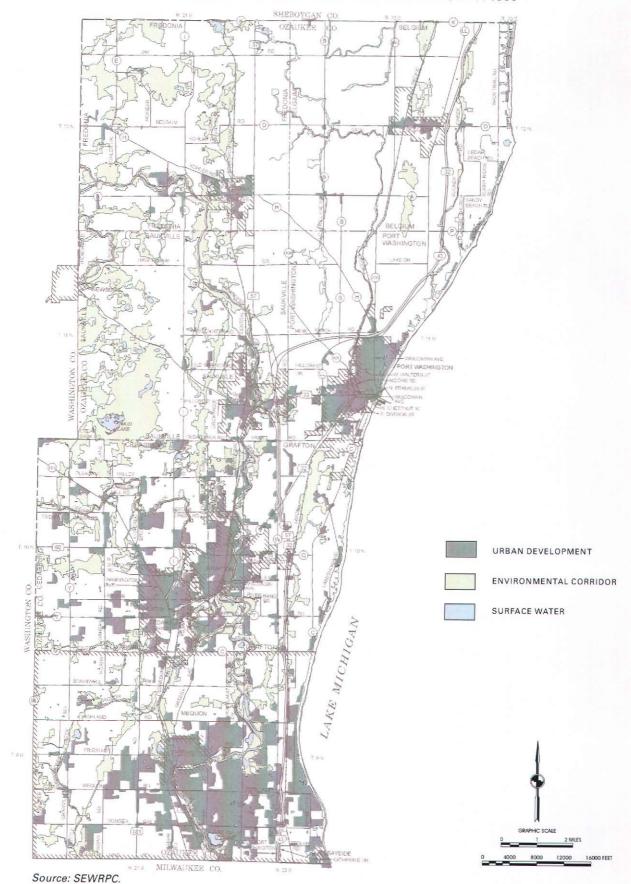
tified within the County in 2001 in each type of land use are presented in Tables 2-13 through 2-17 and their locations shown on Map 2-8.

Business and industrial parks were also considered to be important potential transit trip generators as they generally represented concentrations of a significant number of employees, although from various different employers. While most employers within such areas had less than 100 employees, concentrations of such smaller employers in close proximity often resulted in combined employment levels within business and industrial parks which were equal to, or greater than, the largest individual employers identified. The major business and industrial parks identified in the County in 2001 are listed in Table 2-18, and are displayed on Map 2-9 by size and location.

TRAVEL HABITS AND PATTERNS

Information on the quantity and characteristics of total person travel in Ozaukee County and between the County and other areas was based on the findings of a household travel survey and a survey of Ozaukee County transit system users conducted by the Regional Planning Commission. The Commission's household home interview survey was conducted in the autumn of 1991 and was based on a sample of about 17,500 households, or about 2.6 percent of the total number of households in the Region. That survey was part of a comprehensive inventory of travel, which also included a truck and taxi survey, an external cordon survey, and a household personal opinion survey. Inventories of travel using similar surveys were also conducted by the Commission in 1963 and 1972. The Commission's on-board bus survey of Ozaukee County Express Bus System passengers was conducted on April 19, 2000, while surveys of passengers on the Ozaukee County Taxi and the City of Port Washington Transport Taxi were conducted on April 19 and 26, 2000 respectively. The surveys entailed distributing a prepaid, preaddressed, mail-back survey questionnaire to all passengers. About 210, or about 54 percent of the approximately 390 bus passengers using the Ozaukee County Express on the survey day completed and returned

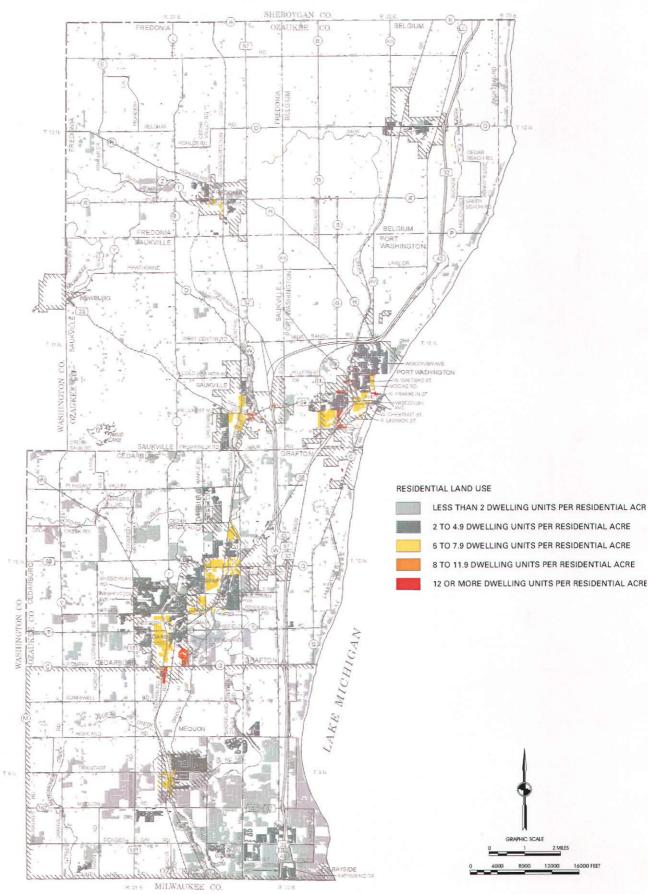
Map 2-4



EXTENT OF URBAN DEVELOPMENT IN OZAUKEE COUNTY: 1995



RESIDENTIAL LAND USE DENSITY IN OZAUKEE COUNTY: 1995



Source: SEWRPC.

Number on			Number of Housing
Map 2-6	Development by Civil Division	Type of Development	Units
1997 - A.M. 1997	Village of Belgium		the transformer and
1	Aurora Medical Group	Commercial	
2	Bic's Place	Commercial	
3	Gustafson Construction Corporation	Commercial	<u> </u>
4	Automation Systems Consultants, Inc	Industrial	
5		Industrial	
6	Watry Devices & Trimen Industries		
7	Ardennes		40
8		Residential	37
9		Residential	15
10		Residential	15
10	City of Cedarburg		15
11		0	
11	0	Commercial	
12		Commercial	
13		Commercial	
14		Commercial	
15		Commercial	
16		Commercial	
17		Industrial	
18		Industrial	
19	Police Station	Government/Institutional	
20	Apartment Building	Residential	48
21	Evergreen Senior Apartments		47
22	Cedar Point, Additions 4, 5, 6, 7		153
23	Evergreen Acres plus Addition 1		24
24	Evergreen Boulevard Duplexes		28
25	Fairfield Manor, Phases 1 and 2		61
26	Lincoln Court Duplex Condominiums		20
20			24
		Residential	76
28	The Reserve on Cedar Creek		22
29	Sarangela Estates	Residential	22
	Town of Cedarburg		
30	Cedar Creek Farms Addition 1		19
31	Covered Bridge Estates		23
32	Kaehlers Mill		27
33	Meadowridge Estates	Residential	10
34	Prairie Creek Run	Residential	18
35	Seidler Pond	Residential	20
36	Woodland Meadows Phases 1 & 2	Residential	42
	Town of Fredonia	and the second	
37	First Addition to Waubedonia River	Residential	10
	Village of Fredonia		
38	Emerald Hills Estates	Residential	38
39		Residential	13
			30
40		Residential	58
41	Forest Glen		31
42	Oakwood Forest	Residential	31
14 - Lan 11	Village of Grafton		
43	Allco Credit Union	Commercial	
44	Baymont Inn and Suites	Commercial	
45	The Berkshire	Commercial	
46	Brooks Stevens Office Center	Commercial	
47	Family Enrichment Center	Commercial	
48	Home Depot		
49	Island Resorts by Quality		+ -
	Office Building		
50	L DITICA May		
51	Office Max		
	Office Max Port Washington State Bank Sears Hardware Store	Commercial	

NEW OR PROPOSED DEVELOPMENT IN OZAUKEE COUNTY: 1995-2001

Table 2-9 (continued)

Number on			Number of Housing
Map 2-6	Development by Civil Division	Type of Development	Units
	Village of Grafton (continued)		
55	Target	Commercial	
56	United Financial Services	Commercial	· · · · ·
57		Industrial	
58		Industrial	
59			
60	Current Mendeure I & II	Industrial	
		Industrial	
61		Industrial	
62		Industrial	
63		Industrial	
64		Industrial	
65		Industrial	
66	Stock America	Industrial	. -
67	St. Joseph's Parish	Government/Institutional	
68	Arrowhead Apartments	Residential	N/A
69	Beechnut Woods Condominiums	Residential	68
70	East Ridge Apartments and Duplexes, Number 4	Residential	148
71	Pine Ridge Condominium	Residential	136
72	East Ridge, Addition 5, 6, and 7	Residential	62
73		Residential	93
74	Mole Creek Estates Plus Addition 1	Residential	
75			34
/5	Westview Meadows Plus Phase 2	Residential	78
	Town of Grafton		
76	The Beacons	Residential	N/A
77	SEEK, Inc	Commercial	~ -
the second second	City of Mequon		
78	Gateway Office Building	Commercial	
79	Glen Oaks II Business Center	Commercial	· · · ·
80	Mequon Marketplace	Commercial	
81	Milwaukee Medical	Commercial	
82	Office Building	Commercial	
83	Office Building (Franchesi)	Commercial	
84	Office Centre Building	Commercial	
85	Olympus Flag & Banner	Commercial	
86	Retail/Office Building		
		Commercial	
87		Commercial	
88	Bristol Industrial Building	Industrial	
89	East Mequon Corporation	Industrial	
90	Gateway Plastics	Industrial	. – –
91		Industrial	·
92		Industrial	
93	Lakes of Mequon	Industrial	
94	Ochs Industrial Building	Industrial	3 <u>+</u> -
95	Office/Warehouse	Industrial	
96	Children's World Learning Center	Government/Institutional	
97	Congregation Aquidas Achim Chabad	Government/Institutional	La Caracteria
98	Kingdom Hall	Government/Institutional	
99	Meadowmere	Government/Institutional	
100	Bayberry Fields	Residential	43
100	Brighton Ridge, Addition 3	Residential	
101			12
102	Highland Ridge	Residential	12
	Knightsbridge Crossing Plus Addition 1	Residential	34
104	Newcastle	Government/Institutional	130
105	Parkside	Residential	11
106	Ridgeview	Residential	25
107	Settlers Ridge	Residential	14
108	Solar Heights, Plat Number 5	Residential	5
109	Stonefields III	Residential	36
	The Pines, Additions 1 and 2	Residential	37
110			

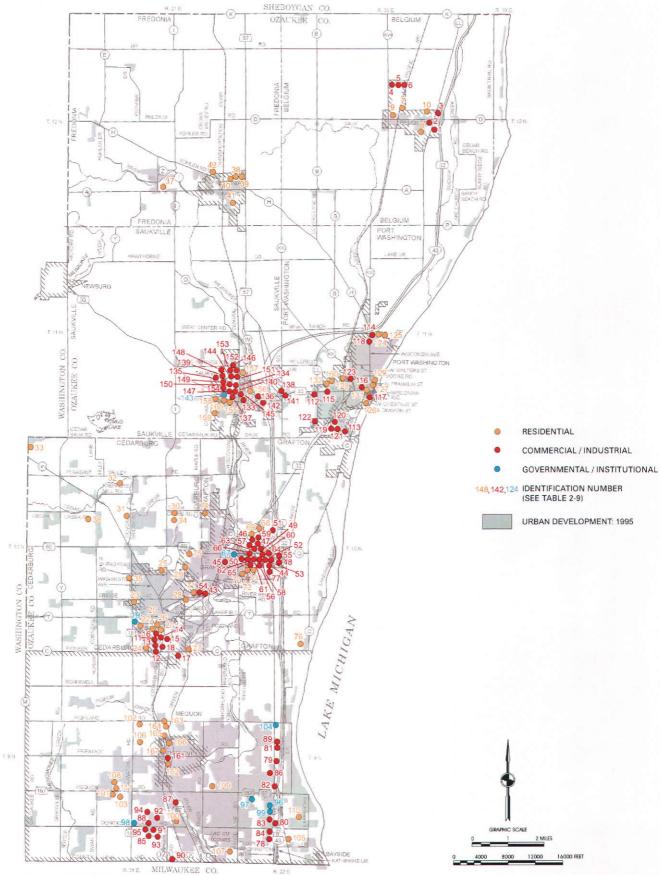
Table 2-9 (continued)

			Number of Llouding
Number on			Number of Housing
Map 2-6	Development by Civil Division	Type of Development	Units
	City of Port Washington		
112		Commercial	
113		Commercial	
114	Country Inn Suites	Commercial	
115		Commercial	
116		Commercial	
117		Commercial	
118		Commercial	
119		Commercial	
120	····•	Commercial	
120	Construction Forms, Inc.		
122		Industrial	
		Industrial	
123		Residential	48
124			40
125		Residential	8
126	narber equare condection	Residential	
127		Residential	10
128		Residential	102
129		Residential	40
130	Lake Ridge	Residential	36
131	Sauk Creek Condos		8
132	Spinnaker West Subdivision	Residential	62
	Village of Saukville		
133		Commercial	
134	John Geissler & Associates	Commercial	
	Lakeland Business Properties		
135	Majesa Plaza	Commercial	
136		Commercial	
137	Materna	Commercial	
138	Ozaukee YMCA		
139	Rainbow International		
140	Reatime	Commercial	
141	Schmit Brothers Dodge	Commercial	
142	Super Bikes/Course Café	Commercial	
143	U.S. Post Office	Government/Institutional	
144	3-Unit Building	Industrial	
145	A-1 Custom Design	Industrial	
146	Carrier Maintenance	Industrial	
147	Custom Tank Technology	Industrial	
148	En Mac	Industrial	
149	Injected Industrial Building	Industrial	
150	Jennie Biotech	Industrial	
151	Matrix Packaging	Industrial	
152	Omega	Industrial	
153	PD Peterka	Industrial	
154	Pope Scientific		
155	Apartment Building	Besidential	12
	Condominiums	Besidential	16
156	Condominiums	Residential	24
157	Friendship Acres North	Pasidantial	44
158	Majesa Hills North Plus Addition 1	Residential	44 46
159	Pheasant Grove Subdivision		24
160	Whispering Pines Condominiums	Residential	
	Village of Thiensville		
161	Walgreen's	Commercial	
162	Fiduciary Real Estate	Residential	66
163	Fiduciary Real Estate	Residential	10
164	Lake Bluff	Residential	32
165	Laurel Lake Condominiums		16
166	Pines		12
167	Village Estates Condominiums		44
107	thing of Lotatoo Contraction Internet Internet		

NOTE: N/A indicates information not available.

Source: SEWRPC.

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NEW AND PROPOSED DEVELOPMENT IN OZAUKEE COUNTY: 1995-2001

Map 2-6

FACILITIES FOR THE AGED IN OZAUKEE COUNTY: 2001

Number		
on		
Map 2-7	Facility	Address
	Nursing Homes/Day Care Facilities	
1	Cedar Springs Nursing Home	N27 W5707 Lincoln Boulevard, Cedarburg
2	Heritage Nursing Home	1119 N. Wisconsin Street, Port Washington
3	Lakefield Adult Day Center	1193 Lakefield Road, Grafton
4	Lasata Nursing Home	W76 N677 Wauwatosa Road, Cedarburg
5	Mequon Care Center, Incorporated	10911 N. Port Washington Road, Mequon
	Retirement Homes/Apartment Complexes*/Community- Based Residential Facilities	
6	Cedar Gardens Assisted Living For Independent Seniors	W56 N225 McKinley Boulevard, Cedarburg
7	Chadwick Village III ^b	411 Chiswell Street, Saukville
- 8	Ellen's Home	1521 W. Second Avenue, Port Washington
, <u>9</u>	Evergreen Park 1	N30 W6801 Lincoln Boulevard, Cedarburg
10	Evergreen Park 2	N28 W6800 Alyce Street, Cedarburg
	Family Tree Residential Facilities, Incorporated	
11	Highland Home	408 Highland Drive, Grafton
12	Hamburg Home	1951 1st Avenue, Grafton
13	Harrison Home	W72 N675 Harrison Avenue, Cedarburg
14	Fischer Terrace	N47 W6277 Western Road, Cedarburg
15	Harbor Club & Village	425 W. Walters Street, Port Washington
16	Lasata Heights Retirement Center	W78 N675 Wauwatosa Road, Cedarburg
17	Manchester Heights ^b	642 Maple Street, Grafton
18	Maple Crest Apartments ⁴	942 Sunset Road, Port Washington
19	Marian Heights Home	117 E. Van Buran Street, Port Washington
20	Meadowmere North Shore	10803 N. Port Washington Road, Mequon
21	Haven of Mequon	7625 W. Meguon Road, Meguon
22	New Perspective	3111 W. Meguon Road, Meguon
23	Oakwood Apartments ⁴	10833 N. Port Washington Road, Mequon
24	River Oaks	11340 N. Cedarburg Road, Mequon
25	Thiensville House	213 W. Alta Loma Circle, Thiensville
26	Washington Heights	1515 Washington Avenue, Grafton
27	Westport Meadows [™]	1200 Oak Court, Port Washington
	Senior Centers	
28	City of Cedarburg Senior Center ⁴	W63 N641 Washington Avenue, Cedarburg
29	City of Port Washington Senior Citizen Center ⁴	102 E. Pier Street, Port Washington
30	Multipurpose Senior Center ⁴	1665 7th Avenue, Grafton
	Nutrition and Other Services	
31	American Legion Hall ⁴	655 Park Street, Belgium
32	Family Sharing [*]	1002 Overland Court, Grafton
32	Fredonia Fire House ⁴	201 S. Milwaukee Street, Fredonia
33	Thiensville Fire House	250 Elm Street, Thiensville
34		639 E. Green Bay Avenue, Saukville
35	Saukville Village Hall ⁴	039 E. Green bay Avenue, Saukvine

*The following facility for low-income persons shown in Table 2-12 is also a facility for the aged: Ozaukee ARC.

^bThis facility also houses disabled persons.

"This facility also houses low-income persons.

^dFacility serves as a meal site for the elderly.

"Facility distributes free food, clothing, household items, and provides other services.

Source: Wisconsin Housing and Economic Development Authority, Ozaukee County Department of Community Programs, and SEWRPC.

FACILITIES FOR THE DISABLED IN OZAUKEE COUNTY: 2001

Number on		
Map 2-7	Facility*	Address
	Housing Facility ^b	
1	Prairieview Apartments ^e	604 Hillcrest Road, Saukville
2	Washington Heights of Grafton	1515 Washington Street, Grafton
3	Clasen Adult Family Home	4508 West Highland Road, Mequon
4	Family Tree Residential Facilities	W63 N124 Washington Avenue, Cedarburg
	Individual Growth Services Group Homes	
5	Highland Home	3987 Highland Avenue, Port Washington
6	Norport Home	411 E. Norport Drive, Port Washington
7	Chestnut Home	415 Chestnut Street, Port Washington
8	Oak Court Home	1265 Oak Court, Port Washington
9	Marian Heights Home	117 E. Van Buren Street, Port Washington
10	New Beginnings Group Home	501 N. Dries Street, Saukville
	Rehabilitation/Training/Employment Facility	
11	Cedar Haven Rehabilitation Agency	885 Badger Circle, Grafton
12	Homestead Physical Therapy	4922 Columbia Road, Cedarburg
13	Milwaukee Medical Clinic Grafton	N27 W5707 Lincoln Boulevard, Cedarburg
14	Milwaukee Medical Clinic Port Washington	1777 W. Grand Avenue, Port Washington
15	Novacare Physical Rehabilitation	N19 W6737 Commerce Street, Cedarburg
16	Portal Industries	420 10 th Avenue, Grafton
17	Orlanu Therapies, S.C	1025 W. Glen Oaks Lane, Mequon
18	Ozaukee Rehabilitation Clinic	1516 W. Mequon Road, Mequon
19	Ozaukee Therapy Services	10602 N. Port Washington Road, Mequon
20	St. Mary's Rehab at Harbor Village	333 W. Walters Street, Port Washington
	St. Mary's Ozaukee Rehabilitation Services	
21	Belgium Clinic	650 Main Street, Belgium
22	Cedar Springs	215 Washington Avenue, Cedarburg
23	Creekside Center	N54 W6135 Mill Street, Cedarburg
24	Port Washington Health Center	1317 W. Grand Avenue, Port Washington
25	St. Mary's Ozaukee Hospital ⁴	13111 N. Port Washington Road, Mequon
at a straight sea	Referral Agency	
26	Ozaukee County Department of Social Services and	
	Ozaukee County Department of Community Programs	121 W. Main Street, Port Washington
27	Ozaukee Council, Incorporated	101 N. Falls Road, Grafton

*Includes facilities providing services to individuals with physical or cognitive disabilities, mental health or emotional disorders, and alcohol or drug dependencies.

^bThe following facilities for the elderly shown in Table 2-10 and facilities for the low-income persons shown in Table 2-12 are also facilities for the disabled: Chadwick Village III, Fischer Terrace, Manchester Heights, Washington Court, Westport Meadows, and Woodwind Hills.

'This facility also houses low-income persons.

^dThis facility is also a referral agency.

Source: Wisconsin Housing and Economic Development Authority, Ozaukee County Department of Community Programs, and SEWRPC.

FACILITIES FOR LOW-INCOME PERSONS IN OZAUKEE COUNTY: 2001

Number on Map 2-7	Structure or Facility	Location
1110 2 7		
	Housing Facility [*]	
1	Chadwick Village II	Church Street and Tower Lane, Saukville
2	Ozaukee ARC ^b	121 W. Main Street, Port Washington
3	Washington Court °	Washington Avenue and Evergreen Boulevard, Cedarburg
4	Woodwind Hills [°]	937 Fredonia Avenue, Fredonia
5	Wyndmere Apartments	947 Mineral Springs Drive, Port Washington
	Employment Training/ Job Referral Facility	
c		
6	Workforce Development Center -	
	Ozaukee County	7269 Highway 60, Cedarburg
7	Milwaukee Area Technical College	5555 W. Highland Road, Mequon

^aThe facilities shown above primarily have units for low-income persons. The following facilities for the aged shown in Table 2-10 and facilities for the disabled shown in Table 2-11 are also facilities for low-income persons: Chadwick Village III, Fischer Terrace, Manchester Heights, Oakwood Apartments, Prairieview Apartments, and Westport Meadows.

^bThis facility also houses aged persons.

[°]This facility also houses disabled persons.

Source: Wisconsin Housing and Economic Development Authority, Wisconsin Department of Workforce Development, and SEWRPC.

questionnaires. The bus and taxi passenger survey forms are reproduced in Appendix A.

Total Person Travel Characteristics

The distribution of person trips² in 1991, in addition to those for 1963 and 1972, are shown in Table 2-19 by trip purpose and area, including intracounty trips, which had both trip ends within the County; by intercounty intraregional trips, which had one trip end within the County and the other trip end in a different area within the seven-county Southeastern Wisconsin Region; and by external interregional trips, which had one trip end within the County and the other trips, which had one trip end within the seven-county Southeastern Wisconsin Region; and by external interregional trips, which had one trip end within the County and the other trip end in a different area outside of the Region.

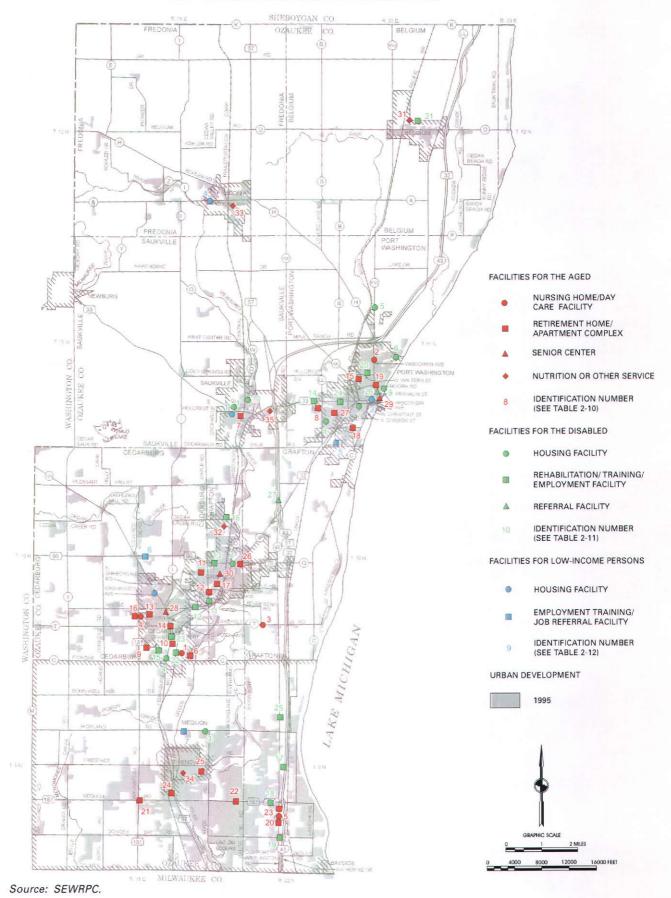
To facilitate analysis of 1991 person-travel, the County was divided into 8 analysis areas representing the major civil divisions with the County. Areas outside the County were divided into 17 analysis areas, including 14 areas within the Region and three areas outside the Region. The volume of intracounty trip productions and attractions³

 $^{^{2}}A$ person trip was defined as a one-way journey between a point of origin and a point of destination by a person five years of age or older traveling as an auto driver or as a passenger in an auto, taxi, truck, motorcycle, school bus, or other mass transit carrier. To be considered, the trip must have been at least the equivalent of one full city block in length.

³A trip is defined and presented as travel by a person from a place of trip production to a place of trip attraction. For trips with one end at home, the place of trip production is always defined as the home and the place of trip attraction is always defined as the other end of the trip which may be a place of work, shopping, personal business, social activity, recreation, or other activity. For a trip that neither begins nor ends at home, the place of trip production is the place of origin of the trip, and the place of trip attraction is defined as the place of destination of the trip.

Map 2-7

MAJOR TRANSIT-DEPENDENT POPULATION TRIP GENERATORS IN OZAUKEE COUNTY: 2001



SHOPPING AREAS IN OZAUKEE COUNTY: 2001

Number on Map 2-8	Shopping Area	Location
11120 2.0	Community"	
1	Grafton Plaza	220 Oak Street, Grafton
2	Manchester Mall Commercial Area	Wisconsin Avenue between Oak Street and 7th Avenue, Grafton
3 4	Mequon Pavilions Commercial Area Target & Home Depot	N. Port Washington Road between Mequon Road and Baldwin Court, Mequon N. Port Washington Road & Highway 60, Grafton
5	Wal-Mart/Piggly Wiggly	Green Bay Road between IH 43 and Northwoods Road, Saukville
	Neighborhood	
6	Cedarburg Central Business District	Washington Avenue between Elm Street and Spring Street, Cedarburg
7	East Town Square	Mequon Road between N. Port Washington Road and Market Street, Mequon
8	Sentry Food Store Plaza	2195 1" Avenue at Wisconsin Avenue, Grafton
9	Grafton Central Business District	Wisconsin Avenue between Washington Street and Cedar Street, and Washington Street (between Wisconsin Avenue and 11th Street, Grafton)
10	North Port Shopping Center Area	Southwest quadrant of Wisconsin Street and CTH LL, Port Washington
11	Port Washington Central Business District	Grand Avenue and Wisconsin Street between Milwaukee and Jackson Streets, Port Washington
12	River Center/The Riversite	Mequon Road between Cedarburg Road and Industrial Drive; and Cedarburg Road (between Mequon Road and Lu Cerne Court), Mequon
13	South Washington Avenue	Washington Avenue between Lincoln Boulevard and Pioneer Road, Cedarburg
14	Thiensville Central Business District	Cedarburg Road between Freistadt Road and Spring Street, Thiensville

"Community shopping areas were defined as concentrations of retail and service establishments that typically include a department store or a discount store along with a supermarket. Community shopping areas are generally located on sites of 15 to 60 acres with a gross leasable floor space of between 150,000 and 400,000 square feet.

"Neighborhood shopping areas were defined as concentrations of retail and service establishments that typically include a grocery store or supermarket and other establishments such as a drugstore, hardware store, or dry cleaners that are intended to conveniently serve the day-to-day shopping and service needs of nearby residents. Neighborhood shopping areas are generally located on sites of 5 to 15 acres with a gross leasable floor space of between 50,000 and 150,000 square feet.

Source: SEWRPC.

Table 2-14

EDUCATIONAL INSTITUTIONS IN OZAUKEE COUNTY: 2001

Number on Map 2-8	Educational Institutions	Address	Approximate Enrollment
	Universities and Colleges		
1	Concordia University	12850 N. Oriole Lane, Mequon	2,700
2	Milwaukee Area Technical College, North Campus	5555 W. Highland Road, Mequon	3,780
3 .	Wisconsin Lutheran Seminary	11831 N. Seminary Drive, Mequon	130
	Middle and High Schools		
4	Cedarburg High School	W68 N611 Evergreen Boulevard, Cedarburg	987
5	Grafton High School	1950 Washington Street, Grafton	767
6	Homestead High School	5000 W. Mequon Road, Mequon	1,454
7	John Long Middle School	700 HickoryStreet, Grafton	487
8	Lake Shore Middle School	11036 N. Range Line Road/ Mequon	509
9	Ozaukee High School	401 Highland Drive, Fredonia	337
10	Ozaukee Middle School	410 Highland Drive, Fredonia	225
11	Port Washington High School	427 W. Jackson Street, Port Washington	900
12	Steffen Middle School	6633 W. Steffen Drive, Mequon	561
13	Thomas Jefferson Middle School	1403 N. Holden Street, Port Washington	881
	Special Education Center		
14	Riveredge Nature Center Inc	4458 W. Hawthorne Drive, Newburg	'

Source: Wisconsin Department of Public Instruction and SEWRPC.

COMMUNITY AND SPECIAL MEDICAL CENTERS IN OZAUKEE COUNTY: 2001

Number on		[10] A.
Map 2-8	Medical Centers	Address
	Community Medical Centers*	
1	St. Mary's Hospital-Ozaukee	13111 N. Port Washington Road, Mequon
· · · · ·	Special Medical Centers ^b	
2	Cedar Mills Medical Group	N143 W6515 Pioneer Road, Cedarburg
3	Falls Medical Group Mequon	6425 W. Mequon Road, Mequon
4	Medical Complex	1317 W. Grand Avenue, Port Washington
5	Mequon Medical Park	10945 N. Port Washington Road, Mequon
6	Milwaukee Medical Clinic Grafton	215 W. Washington Street, Grafton
7	Milwaukee Medical Clinic Port Washington	1777 W. Grand Avenue, Port Washington
8	Ozaukee Rehabilitation Clinic	1516 W. Mequon Road, Mequon
9	Homestead Family Health Center	4922 Columbia Road, Cedarburg

*Community medical centers were defined as a hospital having at least 100 beds with inpatient and outpatient facilities as well as laboratory and clinical services.

*Special medical centers were defined to include all other types of medical centers and special clinics offering multi-specialty medical facilities and services.

Source: SEWRPC.

Table 2-16

GOVERNMENT AND PUBLIC INSTITUTIONAL CENTERS IN OZAUKEE COUNTY: 2001

Number on Map		
2-8	Institutional Center	Address
	Regional or County	
1	Ozaukee County Administration Center	121 W. Main Street, Port Washington
2	Ozaukee County Justice Center	1201 S. Spring Street, Port Washington
	Community	
3	Belgium Town Hall	Main Street, Belgium
4	Belgium Village Hall	195 Commerce Street, Belgium
5	Cedarburg City Hall	W63 N645 Washington Avenue, Cedarburg
6	Cedarburg Town Hall	1203 Washington Avenue, Cedarburg
7	Fredonia Town Hall	W4114 River Street, Fredonia
8	Fredonia Village Hall	416 Fredonia Avenue, Fredonia
9	Grafton Town Hall	1230 11th Avenue, Grafton
10	Grafton Village Hall	1971 Washington, Grafton
11	Mequon City Hall	11333 N. Cedarburg Road, Mequon
12	Port Washington City Hall	100 W. Grand Avenue, Port Washington
13	Port Washington Town Hall	N3800 W1700 CTH KW, Port Washington
14	Saukville Town Hall	3762 Lakeland Road, Saukville
15	Saukville Village Hall	639 E. Green Bay Avenue, Saukville
16	Thiensville Village Hall	250 Elm Street, Thiensville
	Libraries	
17	Cedarburg Public Library	W63 N583 Hanover Avenue, Cedarburg
18	Frank L. Weyenberg Public Library	11345 N. Cedarburg Road, Mequon
19	Neiderkorn Public Library	316 W. Grand Avenue, Port Washington
20	Oscar Grady Public Library	151 S. Main Street, Saukville
21	U. S. S. Liberty Memorial Public Library	1620 11th Avenue, Grafton
	U. S. Post Offices	
22	Belgium Cedarburg	543 Main Street, Belgium
23	Cedarburg	W63 N605 Hanover Avenue, Cedarburg
24	Fredonia	207 Regal Drive, Fredonia
25	Grafton	1817 Highland Drive, Grafton
26	Mequon-Thiensville	124 W. Freistadt Road, Thiensville
27	Port Washington	104 E. Main Street, Port Washington
28	Saukville	156 E. Green Bay Avenue, Saukville

Source: SEWRPC.

MAJOR EMPLOYERS' IN OZAUKEE COUNTY: 2001

Number			Total Number of Employees				
on Map 2-8	Employer	Address	100-249	250-499	500-999	1000-1200	
map 2 0	Industrial/Manufacturing		100 110	200 100			
1	Allen Bradley Company	6400 W. Enterprise Drive, Mequon				x	
2	Allen Edmonds Shoe Corporation	201 E. Seven Hills Road, Port Washington	X				
3	Amcast Automotive	N39W5789 Hamilton Road, Cedarburg		x			
4	Marigold Foods, Inc	W55 N155 McKinley Boulevard, Cedarburg	x				
5	Cera-Mite Corporation	1327 6th Avenue, Grafton	X				
6	Charter Manufacturing Company, Inc	1658 Cold Spring Road, Saukville		x			
•	Cramer Coil & Transformer Company,			1			
7	Inc	401 N. Progress Drive, Saukville	X				
8	Leggett & Platt, Inc., EST Division	1600 7th Avenue, Grafton			X X		
9	Exacto Spring Corporation	1201 Hickory Street, Grafton	x				
10	Russell T Gilman, Inc.	1230 Chevenne Avenue, Grafton	x				
11	Hayes Industrial Brake, Inc	5800 W. Donges Bay Road, Mequon		x			
	Johnson Brass and Machine Foundry,						
12	Inc	270 N. Mill, Saukville	X				
	Johnson Level & Tool Manufacturing					ļ	
13	Company	6333 W Donges Bay Road, Mequon	X				
14	Jorgensen Conveyors, Inc	10303 N. Baehr Road, Meguon	X				
15	Kapco, Inc.	1046 Hickory Street, Grafton	×				
16	M. W. Kasch Company	5401 W. Donges Bay Road 104N, Mequon	X				
17	Kelch Corporation			X			
18	Kenro, Inc	200 Industrial Drive, Fredonia	X				
19	Kickhaefer Manufacturing Company	1221 S. Park Street, Port Washington	X X	• -			
20	Kleen Test Products	603 N. Moore Road, Port Washington	X				
21	Leeson Electric Corporation				X]	
22	Leeson Electric Corporation) x				
23	Milwaukee Sign	2076 1" Avenue, Grafton	X				
24	Orion Corporation		X				
25	Rexnord Corporation		X				
26	SPI Lighting, Inc.	10400 N. Enterprise Drive, Mequon	X				
27	Schwarz Pharma Kremers-Urban Co		X				
28	Simplicity Manufacturing, Inc				X		
29	Super Sky Products, Inc		X				
30	Tecumseh Products Company			X			
31	Telsmith, Inc	W62 N10910 Industrial Drive, Mequon		X			
32	Thermoset, Inc.	10605 N. Baehr Road, Mequon	X				
33	Trak International, Inc.	369 W. Western Avenue, Port Washington			X		
34	International Paper	N143 W6049 Pioneer Road, Cedarburg	X				
35	Wisconsin Electric Power Company	146 S. Wisconsin Street, Port Washington	Х				
	Retail/Service						
36	Home Depot	1350 Port Washington Road, Grafton	X				
37	Kmart		X				
38	Pick 'N' Save	1827 Wisconsin Avenue, Grafton	X				
39	Pick 'N' Save		X				
40	Portal Industries		X				
41	Shopko		X				
42	Target		х				
43	Wal-Mart		X				
	Government/Institutional				1		
44	City of Mequon Municipal Complex ^b	. 11333 and 11345 N. Cedarburg Road	X				
45	Mequon Care Center		X				
46	Ozaukee County Administration Center			X			
47	Ozaukee County Justice Center		X				
48	Ozaukee County La Sata Nursing Home.		X				
49	St. Mary's Hospital Ozaukee				Х		
· · · · · · · ·	Educational				T		
50	Cedarburg High School	. W68 N611 Evergreen Boulevard, Cedarburg	x				
51	Concordia University of Wisconsin			X			
52	Grafton High School		×			· · ·	
53	Homestead High School	•	X				
54	Milwaukee Area Technical College		X				
	Northern Ozaukee Schools Campus		X				
56	Port Washington High School	-	X				

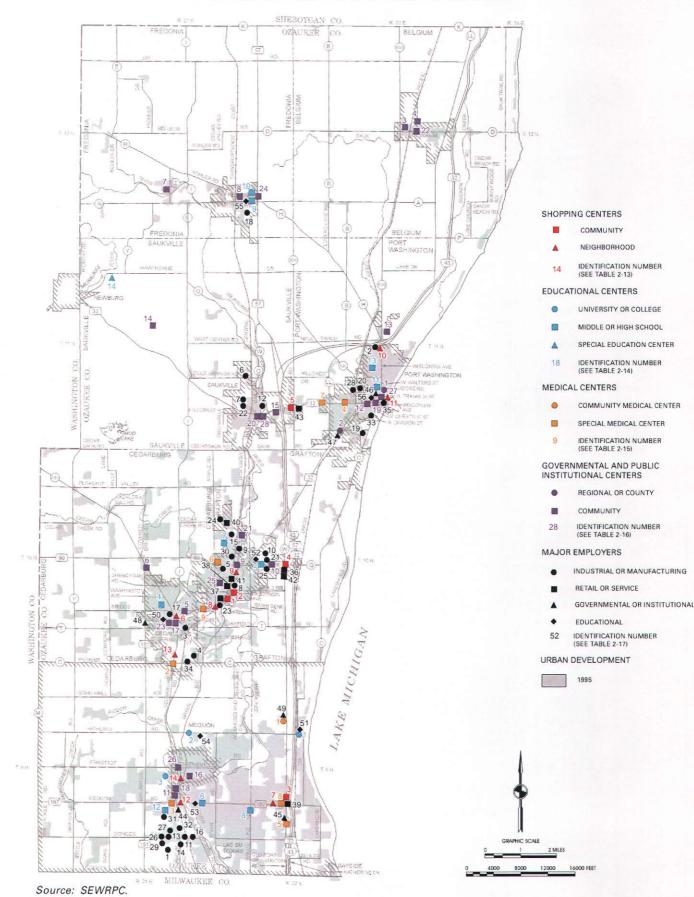
*Major employers were identified as those with 100 or more employees at an individual work place.

^bIncludes the City offices and swimming pool at 11333 N. Cedarburg Road and the Frank L. Weyenburg Library at 11345 N. Cedarburg Road.

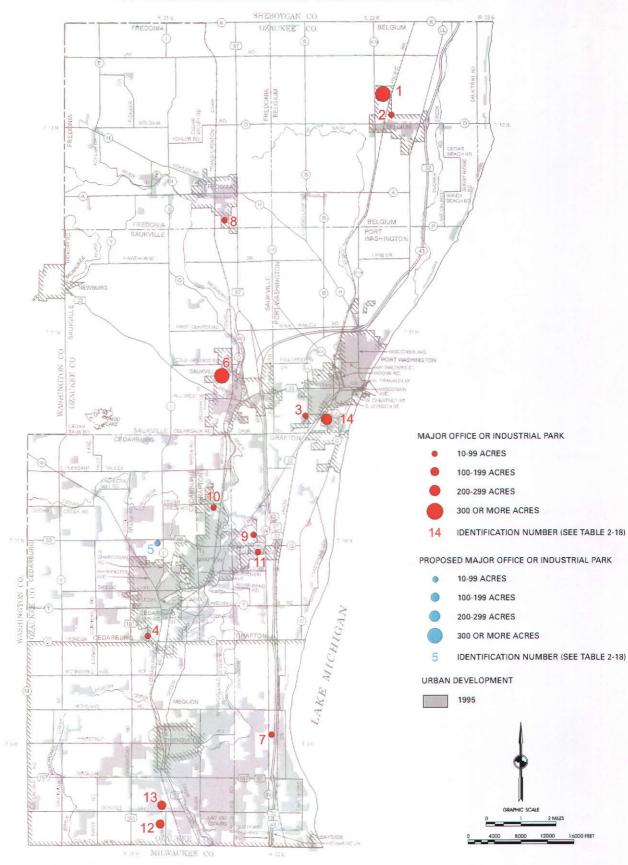
Source: SEWRPC.

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MAJOR LAND-USE TRIP GENERATORS IN OZAUKEE COUNTY: 2001







BUSINESS/INDUSTRIAL PARKS IN OZAUKEE COUNTY: 2001

Source: SEWRPC.

BUSINESS AND INDUSTRIAL PARKS IN OZAUKEE COUNTY: 2001

Number on Map 2-9	Business or Industrial Park	Location
1	Belgium Industrial Park-North	South of Silver Beach Road and east of CTH KW, Belgium
2	Belgium Industrial Park-South	North of Park Street and west of Beech Street, Belgium
3	Bywater Business Center	Southwest of CTH LL and Sunset Road, Port Washington
4	Cedarburg Business Park	Evergreen Boulevard between Lincoln Boulevard and Pioneer Road, Cedarburg
5	Cedarburg Business Park-North (proposed)	South of STH 60 and west of CTH I, Cedarburg
6	Dekora Woods Business Park/Saukville Industrial	North of STH 33 along Dekora Woods Boulevard and Progress Drive, Saukville
7	East Mequon Corporate Park	Liebau Road at N. Port Washington Road, Mequon
8	Fredonia Industrial Park	Tower Drive, Fredonia
9	Grafton Business Park	North of STH 60, on Badger Circle and Cheyenne Court, Grafton
10	Grafton Business Park-North	9 th Avenue and Overland Court, Village of Grafton
11	Grafton Corporate Park	STH 60 and Dakota Drive, Grafton
12	Lakes of Mequon Park	South of Donges Bay Road and west of Baehr Road, Mequon
13	Mequon Business Park	North of Donges Bay Road along Enterprise Road and Industrial Road, Mequo
14	Port Washington Industrial Park	South of CTH CC along Mineral Springs Drive and South Park Street, Port Washington

Source: SEWRPC.

Table 2-19

				Person	Trips				Cha	nge	
		19	63	19		19	91	1963-	1991	1972	-1991
Area	Trip Purpose*	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Within Ozaukee	Home-based work	10,700	20.5	22,800	21.0	30,300	17.7	19,600	183.2	7,500	32.9
County	Home-based shopping	6,400	12.3	13,000	12.0	26,000	15.2	19,600	306.3	13,000	100.0
county	Home-based other	20,400	39.2	38,400	35.4	60,300	35.3	39,900	195.6	21,900	57.0
	Nonhome-based	6,100	11.7	15,500	14.3	30,600	17.9	24,500	401.6	15,100	97.4
	School	8,500	16.3	18,800	17.3	23,700	13.9	15,200	178.8	4,900	26.1
	Total	52,100	100.0	108,500	100.0	170,900	100.0	118,800	228.0	62,400	57.5
Between	Home-based work	13,700	36.6	23,400	38.8	43,200	37.3	29,500	215.3	19,800	84.6
Ozaukee County and Other Areas In the Region	Home-based shopping	3,700	9.9	7,100	11.8	10,600	9.2	6,900	186.5	3,500	49.3
	Home-based other	14,500	38.8	20,000	33.1	32,000	27.6	17,500	120.7	12,000	60.0
	Nonhome-based	3,900	10.4	7,400	12.3	21,200	18.3	17,300	443.6	13,800	186.5
	School	1,600	4.3	2,400	4.0	8,800	7.6	7,200	450.0	6,400	266.7
	Total	37,400	100.0	60,300	100.0	115,800	100.0	78,400	209.6	55,500	92.0
Between	Home-based work	1,500	35.7	1,800	38.3	5,600	45.9	4,100	273.3	3,800	211.1
Ozaukee County	Home-based shopping	200	4.8	300	6.4	1,100	9.0	900	450.0	800	266.7
and Areas	Home-based other	1,900	45.2	2,000	42.6	3,300	27.0	1,400	73.7	1,300	65.0
Outside The	Nonhome-based	600	14.3	500	10.6	1,600	13.1	1,000	166.7	1,100	220.0
Region	School	0	0.0	100	2.1	600	4.9	600	100.0	500	500.0
	Total	4,200	100.0	4,700	100.0	12,200	100.0	8,000	190.5	7,500	159.6
Totai	Home-based work	25,900	27.6	48,000	27.7	79,100	26.4	53,200	205.4	31,100	64.8
	Home-based shopping	10,300	11.0	20,400	11.7	37,700	12.6	27,400	266.0	17,300	84.8
	Home-based other	36,800	39.3	60,400	34.8	95,600	32.0	58,800	159.8	35,200	58.3
	Nonhome-based	10,600	11.3	23,400	13.5	53,400	17.9	42,800	403.8	30,000	128.2
	School	10,100	10.8	21,300	12.3	33,100	11.1	23,000	227.7	11,800	55.4
	Total	93,700	100.0	173,500	100.0	298,900	100.0	205,200	219.0	125,400	72.3

DISTRIBUTION OF AVERAGE WEEKDAY TOTAL PERSON TRIPS FOR OZAUKEE COUNTY BY TRIP PURPOSE: 1963, 1972, AND 1991

*This trip information was grouped into five categories of travel purpose: home-based work trips, home-based shopping trips, home-based other trips, nonhome-based trips, and school-based trips. Home-based work trips are defined as trips having one end at the place of residence of the tripmaker and the other end at the place of work. Home-based shopping trips are defined as trips having one end at the place of residence of the tripmaker and the other end at the place of work. Home-based other trips are defined as trips having one end at the place of residence of the tripmaker and the other end at a shopping place of destination. Home-based other trips are defined as trips having one end at the place of residence of the tripmaker and the other end at a place of destination other than home, work, shopping, or school. Such trips would include trips made for social, recreational, medical, and personal business. Nonhome-based trips are defined as trips that neither originate nor end at home or at school. School-based trips are defined as having at least one end at school.

Source: SEWRPC.

	To Analysis Area								
From Analysis Area	1	2	3	4	5	6	7	8	Total
1. Waubeka-Fredonia	3,570	290	500	880	220	390	30	130	6,010
2. Belgium	220	1,460	100	500	20	310	30	70	2,710
3. Saukville	470	120	4,030	2,940	710	1,310	0	520	10,100
4. Port Washington	920	540	2,800	24,750	990	3,010	360	760	34,130
5. Cedarburg	270	50	790	1,170	18,660	7,370	730	2,290	31,330
6. Grafton	300	350	1,530	2,920	7,620	26,290	700	2,020	41,730
7. Outlying Mequon	30	0	40	220	850	740	1,760	3,840	7,480
8. Central Mequon-Thiensville	120	0	370	710	2,450	2,230	3,910	27,630	37,420
Total	5,900	2,810	10,160	34,090	31,520	41,650	7,520	37,260	170,910

DISTRIBUTION OF AVERAGE WEEKDAY PERSON TRIPS WITHIN OZAUKEE COUNTY: 1991

NOTE: Shaded cells indicate trips made entirely within an analysis area.

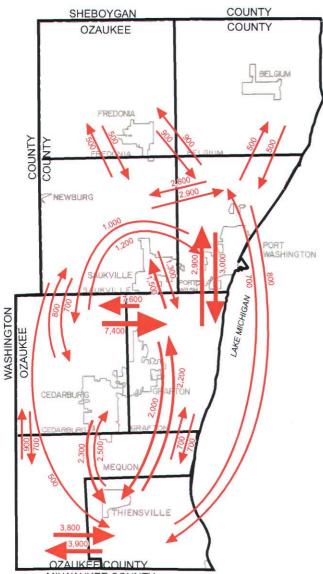
Source: SEWRPC.

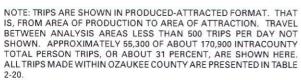
in 1991 is presented in Table 2-20 and displayed on Map 2-10. The pattern of trips between the County and the other counties within as well as outside of the Region is presented in Table 2-21 and illustrated graphically on Map 2-11. These tables and maps lead to the following conclusions:

- About 298,900 person trips with one or both ends in Ozaukee County, including both intracounty and intercounty trips, were made on an average weekday in 1991. This represents a threefold increase in person-travel since 1963, and is consistent with the growth in households and employment in the County over this period. Most of the observed increase was from intracounty person travel which increased by 118,800 person trips, or about 230 percent, from about 52,100 trips in 1963 to about 170,900 trips in 1991. Intercounty person trips increased by about 86,400 person trips, or about 210 percent, from about 41,600 trips in 1963 to about 128,000 trips in 1991.
- About 170,900 person trips, or 57 percent of all person trips, were made as intracounty trips on an average weekday in 1991. The largest proportion of these intracounty person trips were home-based other trips which included trips made for medical, personal business, or social or recreational purposes. About 35 percent of all intracounty person trips in the County were made for this purpose on an average weekday. The remaining intracounty person trips were relatively evenly distributed among the work, shopping, non-home-based, and school trip purposes. The largest number of intracounty trips were made entirely within the Mequon-Thiensville, Grafton, Port Washington, and Cedarburg analysis areas. These areas included the vast majority of the population and urban development within the county, and accounted for about 97,000 or about 57 percent of the total intracounty person trips made within the County. In 1991, the largest total person trip movements occurred between the Cedarburg and Grafton analysis areas; the Grafton and Port Washington analysis areas; the Mequon-Thiensville core and outlying Mequon analysis areas; and the Port Washington and Saukville analysis areas. Together, these trip movements accounted for over 34,400 person trips, or about 20 percent of all internal person trips within the County.
- The remaining 128,000 person trips, or 43 percent of all average weekday person trips, were made as intercounty trips with one trip end external to the County. The largest proportion of these intercounty trips, about 38 percent, were made for work purposes. Trips made for other purposes, including social or recreation, medical, and personal business, were also significant, accounting for about 28 percent of the County's external person trips. As would be expected, the largest proportion of intercounty person travel occurred between Ozaukee County and Milwaukee County. About 89,300 trips, or about 70 percent of the 128,000 intercounty person trips, were made between these two

Map 2-10

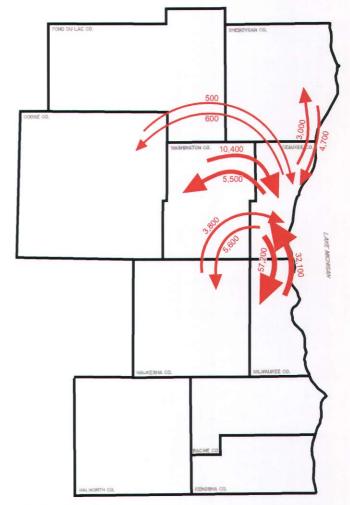
AVERAGE WEEKDAY INTRACOUNTY PERSON TRIPS **BETWEEN SUBAREAS IN OZAUKEE COUNTY: 1991**







AVERAGE WEEKDAY INTERCOUNTY PERSON TRIPS BETWEEN OZAUKEE COUNTY AND SURROUNDING COUNTIES: 1991

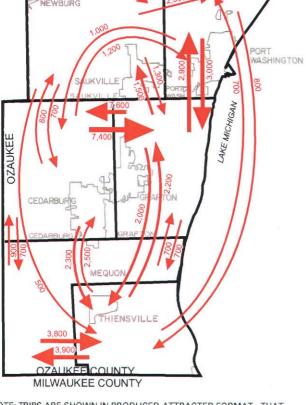


NOTE: TRIPS ARE SHOWN IN PRODUCED-ATTRACTED FORMAT. THAT IS, FROM AREA OF PRODUCTION TO AREA OF ATTRACTION. TOTAL TRAVEL BETWEEN OZAUKEE COUNTY AND OTHER AREAS LESS THAN 500 TRIPS PER DAY NOT SHOWN. APPROXIMATELY 123,400 OF ABOUT 128,000 INTERCOUNTY TOTAL PERSON TRIPS, OR ABOUT 97 PERCENT, ARE SHOWN HERE.

Source: SEWRPC.



Map 2-11



DISTRIBUTION OF EXTERNAL PERSON TRIPS BETWEEN OZAUKEE COUNTY AND AREAS OUTSIDE OF OZAUKEE COUNTY: 1991

			Tota	I Person Trips Be	tween Analysis A	reas	
	19		1	2	3	4	
	County	Analysis Area Description	Waubeka- Fredonia	Belgium	Saukville	Port Washington	
Areas In	Milwaukee	9. Northern Milwaukee County	350	230	980	2.650	
the Region		10. North Central Milwaukee County	560	190	970	1,990	
		11. Milwaukee Central Business District	100	200	490	600	
		12. South Central Milwaukee County 13. Southern Milwaukee County	110	250	240	820	
		13. Southern Wilwaukee County	·		30	40	
	-	Subtotal	1,120	870	2,710	6,100	
	Washington	14. Kewaskum, West Bend, Newburg	1,030	70	1,090	1,300	
		15. Jackson, Germantown	50		170	490	
		16. Western Washington County	100	 ·	120	60	
W		Subtotal	1,180	70	1,380	1,850	
	Waukesha	17. Lisbon, Menomonee Falls	70	70	190	190	
		18. Eastern and Central Waukesha County	· ·	· · ·	150	540	
		19. Western Waukesha County				60	
		Subtotal	70	70	340	790	
	Racine	20. All of Racine County				280	
	Kenosha	21. All of Kenosha County			1		
	Walworth	22. All of Walworth County			÷ •	··· ··	
	and the second second	Subtotal	2,370	1,010	4,430	9,020	
Areas Outside the Region	Dodge and		a la composition de la compo				
the negion	Fond du Lac		50	30	50	120	
	Sheboygan		790	1,440	720	2,390	
	All others		40	130	120	470	
-		Subtotal	880	1,600	890	2,980	
5 . 	na <u>22</u> na	Total	3,250	2,610	5.320	12,000	

		the second state of the second state of the	То	tal Person Ti	ips Between	Analysis Areas	
1	- -		5	6	7	8	
	County	Analysis Area Description	Cedarburg	Grafton	Outlying Mequon	Central Mequon- Thiensville	Total
Areas In	Milwaukee	9. Northern Milwaukee County	5,170	5,330	4,370	25,050	44,130
the Region		10. North Central Milwaukee County	3,570	4.080	1.920	11,700	24,980
							8,730
		11. Milwaukee Central Business District	1,510	1,720	940	3,170	-
		12. South Central Milwaukee County	1,960	1,110	1,250	4,850	10,590
		13. Southern Milwaukee County	60	150	140	400	820
		Subtotal	12,270	12,390	8,620	45,170	89,250
	Washington	14. Kewaskum, West Bend, Newburg	1,130	1,750	220	880	7,740
1		15. Jackson, Germantown	1,770	1,010	670	1,530	5,690
4		16. Western Washington County	910	600	160	800	2,750
		Subtotal	3,810	3,360	1,050	3,210	15,910
	Waukesha	17. Lisbon, Menomonee Falls	620	700	190	1,640	3,670
		18. Eastern and Central Waukesha County	730	850	710	2,430	5,410
		19. Western Waukesha County	20	100	30	140	350
		Subtotal	1,370	1,650	930	4,210	9,430
	Racine	20. All of Racine County	50			430	760
	Kenosha	21. All of Kenosha County		·	150	130	280
	Walworth	22. All of Walworth County	· · · · ·	30		100	130
		Subtotal	17,500	17,430	10,750	53,250	115,760
Areas Outside	Dodge and			e detal en e	1997 - 19		14 g.
the Region	Fond du Lac		320	200	50	320	1,150
	Sheboygan		600	900	170	670	7,680
	All others		700	540	320	1,070	3,390
		Subtotal	1,620	1,640	540	2,060	12,220
-		Total	19,120	19,070	11,290	55,310	127,980

Source: SEWRPC.

counties on an average weekday in 1991, with the vast majority of these trips being made between Ozaukee County and the northern and north-central parts of Milwaukee County. Significant intercounty person trip movements were also observed between Ozaukee County and the Kewaskum-West Bend-Newburg and the Jackson-Germantown analysis areas within Washington County which, together, accounted for approximately 13,400 external person trips, or about 10 percent of the total external person trips made.

Transit Person Travel Characteristics of Ozaukee County Transit System Users Ozaukee County Express Bus System

Survey information indicates that about 390 revenue passenger trips were made on the Ozaukee County Express Bus System on the day of the survey, April 19, 2000. Table 2-22 summarizes the socioeconomic characteristics of Ozaukee County Express Bus passengers, and provides a comparison of those characteristics for passengers who resided in Milwaukee County and those who resided in Ozaukee County. Maps 2-12 and 2-13 illustrate graphically the distribution of Ozaukee County Express Bus transit person trip productions and attractions in Ozaukee and Milwaukee Counties. Table 2-23 summarizes the bus transit system users comments concerning the existing service and equipment. The following observations were made based upon the examination of this information:

- The Ozaukee County Express Bus System was used mostly for commuting between Ozaukee and Milwaukee Counties. The service was used predominately by passengers of typical working age (85 percent of passengers were ages 25 to 54), and 98 percent of all passengers indicated their trip was for a work purpose. About 70 percent of passengers used the service three or more times per week.
- A notable contrast in socioeconomic characteristics existed between passengers who resided in Milwaukee County and those who resided in Ozaukee County. Of those passengers who provided information on their annual household income, the majority of Ozaukee County resident passengers had a household income of \$50,000 or more, while the majority of Milwaukee County residents had a household income under \$30,000. More striking are the differing indicators of reliance on transit of the two groups. The majority of passengers who resided in Ozaukee County lived in a household with 2 or more vehicles available, were licensed drivers, and did not need to transfer to or from another transit vehicle to complete their bus trip. In contrast, the majority of passengers who resided in Milwaukee County lived in a household with no vehicle available, were not licensed drivers, and transferred to or form another transit vehicle to complete their bus trip.
- A variety of comments were made about the Ozaukee County Express Bus System. The most frequent comments were those regarding improving the condition of the buses and maintaining the schedule and service timeliness. Approximately 71 percent of all respondents made no comment on the bus service.
- Bus transit trip productions and attractions demonstrate the locations of concentrations of residences and employment in Ozaukee County and central Milwaukee County served by the Ozaukee County Express Bus System at the time of the survey. The distributions basically reflect the reported trip movements of Ozaukee County residents to jobs in the Milwaukee CBD and surrounding areas, and of Milwaukee County residents to jobs in Ozaukee County. The relatively wide dispersion of trip productions also reflects both the use of automobiles to access transit services at Ozaukee County park-ride facilities and the use of connecting transit routes in Milwaukee County.

Ozaukee County Taxi Services

Survey information indicates that about 250 revenue passenger trips, including about 180 trips on the Ozaukee County Taxi System and about 70 trips on the Port Washington Transport Taxi service were made at the time of the surveys in late April, 2000. Table 2-24 summarizes the socioeconomic characteristics of passengers on both public taxi systems. Maps 2-14 and 2-15 illustrate graphically the distribution of taxi transit person trip productions and attractions in Ozaukee County. Table 2-25 summarizes the comments of taxi system passengers

PERCENT OF PASSENGER TRIPS MADE ON THE OZAUKEE COUNTY EXPRESS BUS SYSTEM FOR VARIOUS RIDERSHIP CHARACTERISTICS BY COUNTY OF RESIDENCE: APRIL 19, 2000

	Percent of Ozaukee County Resident	Percent of Milwaukee County Resident	Percent of	
Characteristic	Passenger Trips	Passenger Trips	All Passenger Trips	
Age				
Under 16				
16-18		1.7	1.1	
19-24	0.8	9.8	6.7	
25-34	21.1	23.9	23.0	
35-44	38.2	38.0	38.1	
45-54	26.8	22.7	24.1	
55-64	10.6	3.9	6.2	
65 and over	2.5		0.8	
Total	100.0	100.0	100.0	
Gender				
Male	49.0	60.2	56.5	
Female	51.0	39.8	43.5	
Total	100.0	100.0	100.0	
Household Income	100.0	100.0	100.0	
		24.7	15.3	
Under \$10,000 \$10,000-\$19,999	2.1	24.7 21.0	13.8	
			16.6	
\$20,000-\$29,999	4.2	24.3		
\$30,000-\$39,999	2.8	1.2	1.8	
\$40,000-\$49,999	4.2	0.8	2.0	
\$50,000 or over	44.4		16.3	
No Response	42.3	28.0	34.2	
Total	100.0	100.0	100.0	
Licensed Driver				
Yes	90.8	36.6	56.0	
No	9.2	63.4	44.0	
Total	100.0	100.0	100.0	
Trip Purpose				
Home-Based Work	99.3	98.4	98.2	
Home-Based Shopping				
Home-Based Other	0.7		0.3	
Non-Home Based		1.6	1.5	
School				
Total	100.0	100.0	100.0	
Vehicles Available Per Household				
No Vehicle Available	5.8	60.0	37.1	
One	23.1	16.4	19.2	
Two or More	71.1	23.6	43.7	
Total	100.0	100.0	100.0	
Transferred to Complete Trip				
Yes	5.6	75.0	49.0	
No	94.4	25.0	51.0	
Total	100.0	100.0	100.0	
	100.0			
Frequency of Use Less Than Once a Month		2.6	1.6	
		2.6	3.5	
Once or Twice a Week	4.9	60.5	70.4	
Three to Five Times a Week	86.1			
More Than Five Times a Week	9.0	34.2	24.5	

Source: SEWRPC.



Map 2-12

TRIP PRODUCTIONS OF REVENUE PASSENGERS ON THE OZAUKEE COUNTY EXPRESS BUS SYSTEM: APRIL 19, 2000

TRIP PRODUCTIONS OF REVENUE PASSENGERS





38



Map 2-13

TRIP ATTRACTIONS OF REVENUE PASSENGERS ON THE **OZAUKEE COUNTY EXPRESS BUS SYSTEM: APRIL 19,2000**

TRIP ATTRACTIONS OF REVENUE PASSENGERS



Source: SEWRPC.

SUMMARY OF COMMENTS AND SUGGESTIONS RECEIVED FROM SURVEYED PASSENGERS ON THE OZAUKEE COUNTY EXPRESS BUS SYSTEM: APRIL 19, 2000

	Percent of Comments
Comment Category	Made in Each Category
Change in Service Times of Frequency	
Add Early Morning Service	4.6
Add Late Morning Service	2.3
Add Midday Service	5.2
Add Evening Service	4.6
Add Night Service	0.6
Add Service in General	1.1
Add Weekend Service	5.8
Coordinate with MCTS Schedule	1.1
Subtotal	25.3
Change in Routes	
Extend Service Area	4.6
Eliminate Transfers, Unscheduled Stops	2.3
Reduce Number of Stops	6.9
Add Stops	2.3
Subtotal	16.1
Improvement to Vehicles and Facilities	
Shelter Needed	1.7
Improve Buses, Larger Buses Needed	23.6
Subtotal	25.3
Other Service Improvements	
Announce Stops	0.6
Drivers are Liked	4.6
Give Receipts	1.1
Improve Drivers, Safer Drivers	4.6
Improve Timeliness, Maintain Schedule	10.4
Offer Bus Pass	5.2
Reduce Fares	1.1
Improve Service From Office	1.1
Subtotal	28.7
Satisfied with Service	4.6
Total	100.0

Source: SEWRPC.

concerning the existing service and equipment. The following summarizes conclusions drawn from the examination of this information:

- Almost one-half, about 47 percent, of passenger trips made by taxi in Ozaukee County were for work purposes. Home-based other trips, such as trips made for medical, personal business, or social or recreational purposes, were also significant, comprising about 39 percent of all trips. The remainder of taxi passenger trips were made for a variety of purposes. The majority of passengers (58 percent) who used the taxi did so three to five times per week.
- About 35 percent of respondents were of typical working age (25 to 54 years), consistent with work travel being the predominant use of taxicab service in the County. An additional 35 percent of survey respondents were aged (those 65 years and older). The high proportion of aged users is consistent with the larger percentage of trips made on the taxi services for home-based other purposes.
- The most frequent comments made by survey respondents were related to satisfaction with the service. A significant number of comments also indicated a need to improve timeliness of pick-ups

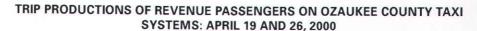
PERCENT OF PASSENGER TRIPS MADE ON THE OZAUKEE COUNTY AND PORT WASHINGTON TAXI SYSTEMS FOR VARIOUS RIDERSHIP CHARACTERISTICS: APRIL 19 AND 26, 2000

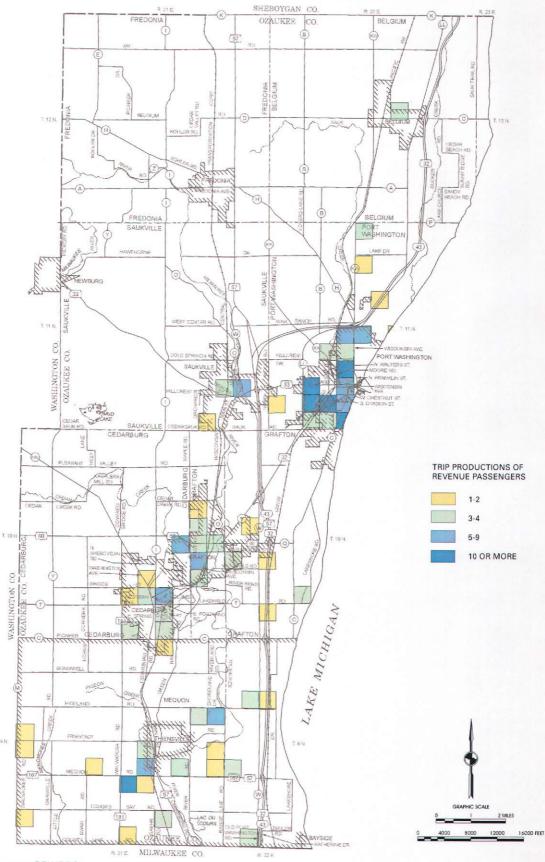
Characteristic	Percent of Passenger Trips
Age	
Under 16	3.4
16-18	5.9
19-24	11.4
25-34	9.7
35-44	14.4
45-54	10.5
55-64	10.1
65 and over	34.6
Total	100.0
Gender	
Male	30.9
Female	69.1
Total	100.0
Household Income	
under \$5,000	14.3
\$5,000-\$9,999	8.4
	4.4
\$10,000-\$14,999	4.4
\$15,000-\$19,999	7.2
\$20,000-\$24,999	4.8
\$25,000-\$29,999	6.4
\$30,000-\$34,999	0.4
\$35,000-\$39,999	0.4
\$40,000-\$49,999	8.0
\$50,000 or over	40.5
No Response	100.0
Total	100.0
Licensed Driver	04.7
Yes	24.7
No	75.3
	100.0
Trip Purpose	
Home-Based Work	47.4
Home-Based Shopping	7.2
Home-Based Other	38.6
Non-Home Based	0.8
School	6.0
Total	100.0
Vehicles Available Per Household	
No Vehicle Available	41.1
One	25.1
Two or More	
Total	100.0
Frequency of Use	
Less Than Once a Month	1.7
One to Three Times a Month	5.4
Once or Twice a Week	17.9
Three to Five Times a Week	58.8
More Than Five Times a Week	16.2
	100.0

Source: SEWRPC.

and drop-offs, and to add evening service hours. Passengers of the Port Washington Transport service also commented frequently on the need for improved driver assistance and improvement of the vehicles being used.

Map 2-14





Source: SEWRPC.

SHEBOYGAN CO. FREDONI OZAUKEE CO. BELGIUM (1) 57 REDO CEDAR Say CEDAR RD Ð ₿ FREDONIA BELGIUM SAUKVILLE PORT 0 C 4 RENE SAUKVILLE 57 33 Berse ACA & SAUKVILLE T. 11 M WASHINGTON CO. WINDOWSKI AV OZAUKEE CO. PORT WASHINGTON 2 NKLIN ST WISCONSIN CEDARBURG 5 (NM) TRIP ATTRACTIONS OF 17 **REVENUE PASSENGERS** 1-2 EQUE 3-4 CO. CEDARAURO 60 5-9 Californie Ro 10 N 10 OR MORE WASHINGTON CO. LAKE MICHIGAN M PIGEON UON 1.91 HIC SCALE (181) LAC DI 2 MILES HAYSIDE KATHERINE DR 12000

R 22 E

TRIP ATTRACTIONS OF REVENUE PASSENGERS ON OZAUKEE COUNTY TAXI SYSTEMS: APRIL 19 AND 26, 2000

Source: SEWRPC.

)ZA MILWAUKEE CO.

RITE

16000 FEET

SUMMARY OF COMMENTS AND SUGGESTIONS RECEIVED FROM SURVEYED PASSENGERS ON THE OZAUKEE COUNTY AND PORT WASHINGTON TAXI SYSTEMS: APRIL 19 AND 26, 2000

Comment Category	Percent of Comments Made In Each Category
Change in Service Times of Frequency	
Add Evening Service	8.9
Add Sunday Service	3.0
Add Weekend Service	4.5
Add Service in General	1.5
Improve Travel Times	1.5
Subtotal	19.4
Improvement to Vehicles and Facilities	
More Taxis and Drivers	5.9
Need Newer Taxis, Larger Vehicles	4.5
Taxis in Poor Condition	3.0
Eligibility for Additional Service	1.5
Improve Timeliness	22.4
Subtotal	37.3
Other Service Improvements	
Improved Driver Assistance	3.0
Shorter Wait Times, Prompt Service	4.5
Satisfied With Service	26.8
Comments on Service Conditions	3.0
Comments on Dispatchers and Service	3.0
Other Miscellaneous Comments	3.0
Subtotal	43.3
Total	100.0

Source: SEWRPC.

• The distribution of taxi passenger trip productions and attractions depicts the location of concentrations of population and employment in Ozaukee County served by the two taxi systems. Both productions and attractions of these taxi trips are mainly located in or near the urbanized areas of the County, including the Cities of Cedarburg, Mequon, and Port Washington, and the Village of Grafton.

SUMMARY

This chapter has presented pertinent information on those factors that affect, or may be affected by, the provision and use of transit service, including population, employment, land use, and travel habits and patterns in Ozaukee County. Information on the changes in key characteristics observed over the past four decades is displayed in Figure 2-1. The current population, employment, and land use characteristics of the County are presented in Map 2-16. The most important findings of this chapter may be summarized as follows.

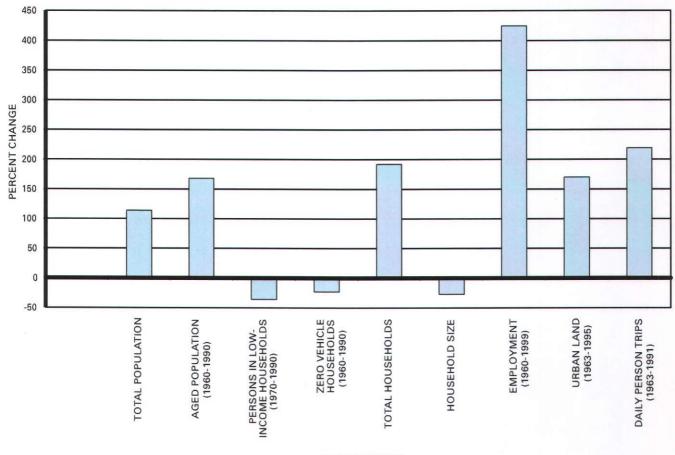
1. The rate of growth in the County's resident population and employment has outpaced that of the Southeastern Wisconsin Region as a whole. The County's total resident population has increased from about 38,400 persons in 1960 to about 82,300 persons in 2000, or by about 114 percent compared with an overall population increase of about 23 percent for the Region over this period. The number of

households in the County increased by about 192 percent from 1960 to 2000, about 80 percent faster than the County's resident population. Total employment in the County increased from about 10,200 jobs in 1960 to about 50,500 jobs in 2000, or by about 395 percent, compared with an overall increase in regional employment of about 83 percent. Between 1990 and 2000, the County's population increased by about 13 percent, compared with an increase of about 7 percent for the Region's population. The County's employment increased by about 39 percent compared with an increase of about 15 percent in Regional employment levels from 1990 to 2000. The majority of the County's population and employment growth since 1960 occurred in and around the Cities of Cedarburg, Mequon, and Port Washington, and the Villages of Grafton and Thiensville.

- 2. The number of households in the County increased by about 192 percent from 1960 to 2000, about 80 percent faster than the County's resident population. The average household size within the County, consequently, decreased from about 3.7 persons per household in 1960 to about 2.7 persons per household in 2000, a trend that mirrors changes in household size observed at the Region level. Tripmaking and, hence, the potential need to serve trips by transit is strongly related to the number of households and their characteristics.
- 3. The amount of land in the County devoted to urban land uses increased by about 170 percent from about 13 square miles in 1963 to about 35 square miles in 1995. Despite the steady increase of urban development observed since 1963, only about 15 percent of the land in the County is currently in fully developed urban land uses.
- 4. Based on the information shown in Map 2-16, the County can be separated into first, second, and third tier areas with respect to characteristics that impart the potential need for, or the potential to support efficient operation of, public transit services. The highest concentrations of population, employment, and potential transit trip generators, along with significant areas with medium residential densities (five dwelling units per acre or higher) capable of supporting efficient local transit service, can be found in the southern half of the County, primarily in the Cedarburg-Grafton, and Mequon-Thiensville areas. This first tier area also contains most of the recent residential, commercial, and institutional development in the County and would have the shortest travel time for workers commuting between Milwaukee and Ozaukee Counties. The Port Washington-Saukville area would constitute a second tier area, having smaller, but still significant, concentrations of population, employment, trip generators, and medium residential density areas, while having reasonable travel times for Milwaukee-Ozaukee County worker commuting. Third tier areas would include the Fredonia and Belgium areas which have much smaller concentrations of population, employment, and would have the longest travel times for work-commuting between the two Counties.
- 5. Population subgroups whose dependence on, and use of, public transit has historically been greater than that of the general population as a whole were identified for this study, the most significant of which included aged individuals (ages 60 years and older), persons in low-income households, and households with no vehicle available. Between 1960 to 1990, the number of aged individuals increased significantly in absolute numbers as well as their proportion of the total population of the County while persons in low-income households and households with no vehicle available decreased both in absolute size and as a proportion of County population. For the most part, the transit-dependent population was relatively evenly distributed throughout Ozaukee County, although the civil divisions in the northern half of Ozaukee County tended to have a somewhat higher proportion of their total population residing in low-income households and households with no vehicle available.
- 6. On the basis of past travel surveys undertaken by the Regional Planning Commission, average weekday total person travel entirely within the County and between the County and other areas has about tripled, from about 93,700 person trips in 1963 to about 298,900 trips in 1991. The largest category of travel to increase was travel made entirely within the County. In 1991, about 57 percent of all person trips were intracounty trips with the largest proportion being made for medical, personal business, or social or

Figure 2-1

RELATIVE CHANGES IN SELECTED CHARACTERISTICS OF OZAUKEE COUNTY: 1960-2000



CHARACTERISTICS

"The relative change for this characteristic is for the period 1960-1990.

^bThe relative change for this characteristic is for the period 1970-1990.

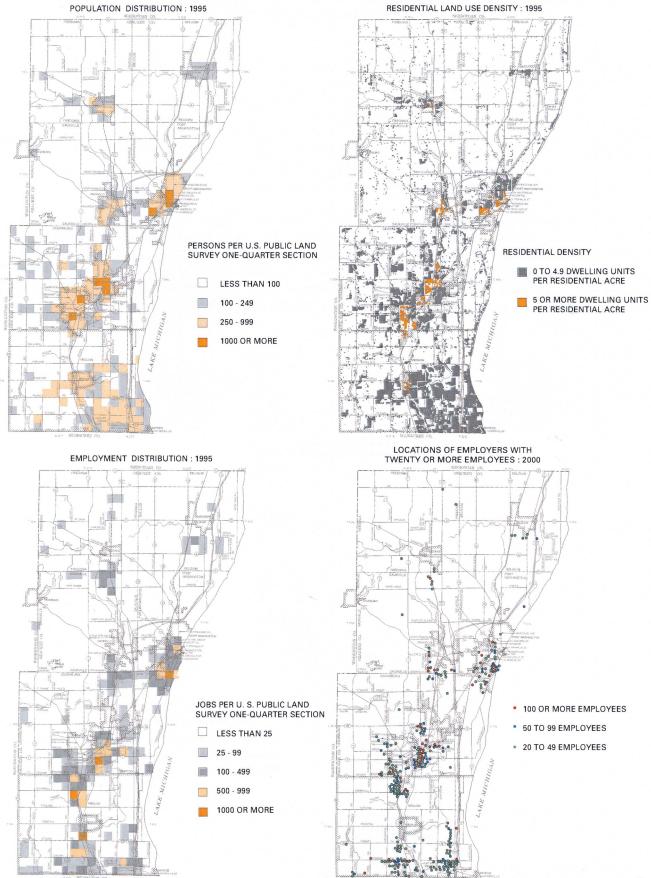
[°]The relative change for this characteristic is for the period 1960-1999.

^dThe relative change for this characteristic is for the period 1963-1995.

"The relative change for this characteristic is for the period 1963-1991. Source: SEWRPC.

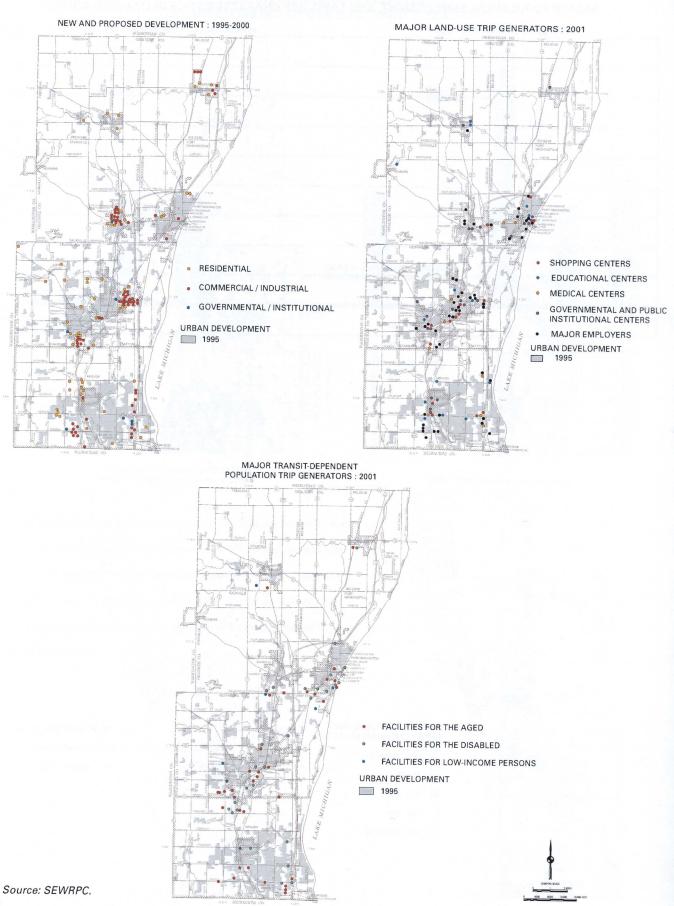


MAJOR POPULATION, EMPLOYMENT, AND LAND-USE CHARACTERISTICS IN OZAUKEE COUNTY



47

Map 2-16 (continued)



48

recreational purposes. The remaining 43 percent were intercounty trips made with one trip end outside the County, with the largest proportion made for work purposes. Trips made between Ozaukee County and Milwaukee County accounted for about 70 percent of all intercounty person travel.

- 7. Surveys of passengers using the Ozaukee County Express Bus System were conducted by the Commission in April 2000. The survey responses indicated that the vast majority of passengers used the bus system for work commuting. The distribution of bus passenger trip productions and attractions for Ozaukee County Express riders primarily reflect the movements of Ozaukee County residents to jobs in the Milwaukee CBD and surrounding area, and of Milwaukee County residents to jobs in Ozaukee County. Passengers utilizing the bus service to commute from Ozaukee County residences to Milwaukee County locations were more likely to come from households with incomes over \$50,000, to be licensed drivers, and to come from households with two or more vehicles available, than passengers commuting from Milwaukee County residences to Ozaukee County jobs.
- 8. Surveys of passengers using the Ozaukee County Taxi System and the Port Washington Transport Taxi System were also conducted by the Commission in April 2000. The survey responses indicated that the vast majority of passengers used the taxi systems for travelling between home and work or for making home-based other trips for medical, personal business, or social or recreational purposes. The distribution of taxi passenger trip productions and attractions primarily reflect the concentrations of population and employment served by the two taxi systems within the developed urban areas of the County.

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Chapter III

EXISTING PUBLIC TRANSIT SYSTEM

INTRODUCTION

An understanding of the existing public transit services available to individuals in Ozaukee County is basic to the preparation of a sound plan for providing improved transit service. This understanding should be based upon pertinent information describing the eligibility, operating, and ridership characteristics of the existing Ozaukee County bus and taxi systems, along with the other major transit services in the County.

This chapter documents the findings of an inventory of the principal public transit programs and services available within Ozaukee County. Presented first is a description of the Ozaukee County transit program including the Ozaukee County Express Bus and Ozaukee County Taxi Systems. This section includes information on the operations, fares, equipment and facilities, ridership, and costs for each service. This is followed by descriptions of the operations of other major transit service providers serving the County, including local bus service, taxicab service, employment-related transportation service, and specialized transportation service for aged and disabled persons.

OZAUKEE COUNTY TRANSIT SERVICES

Background

On August 5, 1996, Ozaukee County and the Ozaukee County Transportation Management Association (OCTMA) initiated operation of a new, publicly subsidized bus service between Ozaukee County and central Milwaukee County, reestablishing bus service between these two counties. Ozaukee County had been without such bus service since 1986 when service was provided by a private company, Ozaukee Metropolitan Transit, without public subsidy for about nine months before being discontinued. Prior to that, service had been operated both with and without public subsidy by several different private intercity and regional bus companies until mid 1978. The last of these companies, Wisconsin Coach Lines, Inc., discontinued bus service in June of 1978 when the County decided to no longer act as the public sponsor for the state transit operating assistance funds, or provide County funds, which had been made available since 1976. The basis for the new express bus service was set forth in the commuter bus element of the first Ozaukee County transit system development plan that was completed by the Commission at the County's request in 1995. That plan recommended the establishment of a commuter bus route and a system of connecting shuttle routes to transport workers between central Milwaukee County and Ozaukee County employment centers, as well as from Ozaukee County to jobs in downtown Milwaukee. In July of 1998, the OCTMA relinquished administration of the bus service to the County, resulting in the creation of Ozaukee County Transit Services within the County Aging Services Department.

Ozaukee County established the second component of its public transit system, the Ozaukee County Taxi System, in January of 1998 as a one-year pilot program. At that time, publicly subsidized local taxi service was available only in the City of Port Washington and environs, where the City had established the Transport Taxi Service in 1994. The basis for the new County taxi service was set forth in the local transit element of the first Ozaukee

County transit system development plan. That plan called for the provision of local, shared-ride taxicab service throughout the County, with the Countywide taxi service to supplant both the County's specialized transportation service for aged and disabled persons and the Port Washington taxicab service. While the County taxicab service did replace the County's specialized transportation service within the County, the City of Port Washington elected to maintain separate municipal operation of its taxi program. At the end of 1998, the county extended the taxi service from a pilot to a regular program.

Service Administration

Ozaukee County contracts with two private firms for the provision of its bus and taxi services. For the operation of its express commuter bus route, Route No. 143, the County contracts with Milwaukee Transport Services, Inc., the private management firm for the Milwaukee County Transit System. The County contracts with a private transit operator, G & G Enterprises of Wisconsin, Inc., for the operation of both the shuttle services that connect with Route No. 143 and the countywide shared-ride taxi service. Each company is responsible for the day-to-day operation, management, and support of the respective services, including supervising daily service operations and employee hiring, training, and monitoring activities. The only County personnel used in both programs are the staff within the Ozaukee County Transit Services who are responsible for administering the contract agreements between the County and the transit operators, for preparing annual operating budgets, and for preparing Federal and State grant applications for the operating and capital assistance funds used for the system.

The policy-making body for the transit system is the Ozaukee County Transit Committee, consisting of five members of the Ozaukee County Board of Supervisors. The approval of the Transit Committee is required for all transit service-related policy matters, including the annual contracts with the transit operators; changes to routes, service levels, or fares; applications for federal and state grants; and the annual operating bus and taxi budgets. The Board of Supervisors has the ultimate responsibility for review and approval of certain matters, including the annual budgets for the transit system.

Planning for the transit services that are part of the Ozaukee County transit system is a cooperative effort. Shortrange planning activities are undertaken by the staffs of Ozaukee County Transit Services, the two transit operators, and, to the extent requested, the Regional Planning Commission. Regional Planning Commission staff undertake long-range planning activities with assistance from County staff.

There are currently no formal operating policies for the transit system. County staff collect ridership, service, and financial information for the individual services provided by the transit system and use this information to prepare various performance measures for each County service. No formal adopted policies establishing minimum or maximum performance levels as service standards for County transit services have been established. When such information is reviewed by County staff and policy makers, decisions on transit services are made based on the judgement of the individual or body conducting the review. Performance measures and service standards that can be used for this purpose will be developed as part of the County's new transit system development plan and will be set forth in Chapter IV.

Ozaukee County Express Bus System

Routes

The Ozaukee County Express Bus System consists of one express commuter bus route, Route No. 143, and connecting shuttle service as shown on Map 3-1. Route No. 143 operates between five park-ride lots and other stops in Ozaukee County and the central portion of the City of Milwaukee. In Ozaukee County, three of the park-ride lots are public facilities located along IH 43 including the Cedarburg park-ride lot at Pioneer Road (CTH C), the Grafton park-ride lot at CTH V/CTH W, and the Port Washington park-ride lot at STH 32/CTH H. A fourth, privately owned park-ride lot is located along IH 43 at STH 33 in the parking lot for the Wal-Mart Store in Saukville. The fifth park-ride lot is a public facility located along STH 57 at CTH H in Fredonia. The majority of



Map 3-1

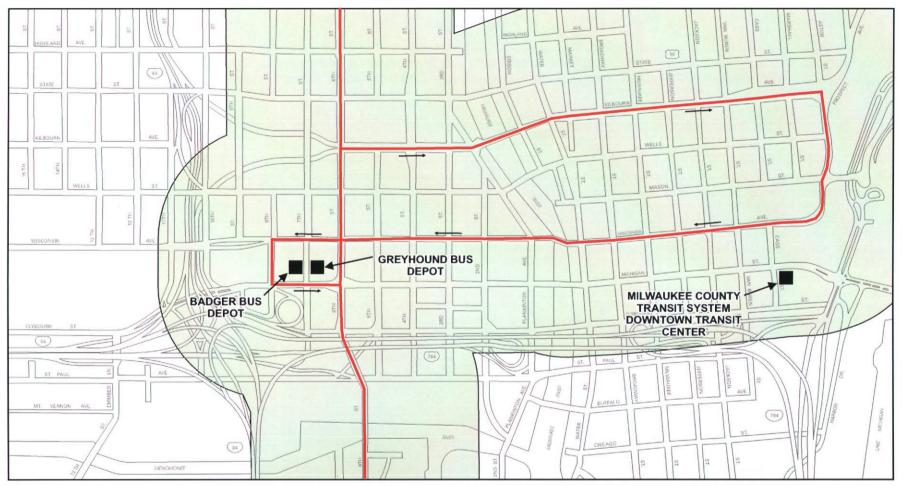
FIXED-ROUTE BUS AND CONNECTING SHUTTLE SERVICE PROVIDED BY THE OZAUKEE COUNTY EXPRESS BUS SYSTEM: JUNE 2001

OZAUKE	EE COUNTY EXPRESS ROUTE NO. 143
	NONFREEWAY SERVICE
	FREEWAY SERVICE
SCHEDU	JLED CONNECTING SHUTTLE SERVICE
	SAUKVILLE SHUTTLE
	GRAFTON SHUTTLE
	GRAFTON-SAUKVILLE SHUTTLE
	MEQUON SHUTTLE
STATION	S, STOPS, AND SERVICE AREA
	EXISTING PARK-RIDE LOT
•	OTHER EXISTING MAJOR STOP
5	IDENTIFICATION NUMBER (SEE TABLE 3-4)
	ONE-QUARTER MILE WALK SERVICE AREA



Source: Ozaukee County Transit Services; Milwaukee County Transit System; and SEWRPC.

INSET TO MAP 3-1



GRAPHIC SCALE

1,600 FEET

800

400

54

the scheduled bus runs serve the Cedarburg and Grafton park-ride lots and make stops along N. Port Washington Road (CTH W) north of Mequon Road (STH 167) including St. Mary's Hospital. During certain periods of the day, selected bus trips extend via IH 43 and STH 57 to serve the Saukville, Port Washington, and Fredonia park-ride lots and the employers located near these facilities. A limited number of bus trips also are operated over IH 43 instead of N. Port Washington Road south of the Grafton and Cedarburg park-ride lots to provide faster service for passengers commuting to or from central Milwaukee County and downtown Milwaukee.

In Milwaukee County, Route No. 143 operates nonstop along IH 43 north of Silver Spring Drive. South of Silver Spring Drive, most bus trips are operated with frequent stops over streets paralleling IH 43 on Milwaukee's north side to the Milwaukee central business district (CBD); over N. 6th Street, Kilbourn Avenue, and Wisconsin Avenue through the Milwaukee CBD; and over N. 6th Street south of the Milwaukee CBD to the route's southern terminus at S. 6th and W. Mitchell Streets. The stops made in Milwaukee County along Route No. 143 are at major trip generators and at transfer points with other MCTS bus routes. A limited number of bus trips during the midday period stop at the Northshore Transit Station at IH 43 and E. Silver Spring Drive.

All Route No. 143 stops in Ozaukee and Milwaukee County are marked with signs. The service is designed to carry passengers between the two counties. Local trips between points entirely within Milwaukee County are not served by Route No. 143, as they lie within the service area of the Milwaukee County Transit System.

The Ozaukee County Express also provides connecting fixed-route shuttle services between the express bus stops at the Grafton park-ride lot, IH 43 and Mequon Road, and Wal-Mart in Saukville and various employment centers in Ozaukee County to serve workers commuting from Milwaukee County to jobs in Ozaukee County. In 2000 and prior years, the fixed-route shuttle services were provided over six routes originating at the Grafton park-ride lot, IH 43 and Mequon Road, and at the Cedarburg park-ride lot, and were provided by the operator of the express route throughout the day to connect with most express bus trips. Due to low ridership, the County, in late 2000, eliminated shuttle routes serving Cedarburg, Port Washington, and Fredonia and significantly reduced the number of scheduled trips operated over the remaining routes. The operation of the shuttle routes was also shifted from the express bus operator to the operator of the Ozaukee County Taxi System. Currently, the four scheduled shuttle routes connect with various express buses throughout the day at the Grafton park-ride lot, the bus stop at IH 43 and Mequon Road, and the Wal-Mart Store in Saukville, and serve industrial and business parks in Mequon, Grafton, and Saukville. Route No. 143 directly serves the industrial park in Fredonia in place of a former shuttle route. In addition to the scheduled shuttle routes, advance reservation shuttle service is available through the Ozaukee County Taxi System to provide connecting service to/from any bus stop and bus run not serviced by a scheduled shuttle during the times of operation of the taxi system.

Service Levels

The operating characteristics and service levels of the routes of the bus system, as of June 2001, are presented in Table 3-1. Most of the service on the express bus and shuttle routes is designed to accommodate Milwaukee County residents commuting to first-, second-, and third-shift jobs at Ozaukee County employers. The frequency of service on the shuttles varies and shuttles do not connect with every scheduled bus trip on the express route. Service is also provided over the express route during the morning and afternoon peak periods that is designed for Ozaukee County residents commuting to jobs in downtown Milwaukee.

Overall, service is provided primarily on weekdays with southbound buses operating from Monday morning through Friday evening and northbound buses operating from Sunday evening through Friday evening. As of June 2001, service over the express route consisted of a total of 12 southbound and 14 northbound bus trips for a total of 26 one-way bus trips per weekday. This service included six southbound and four northbound runs during the morning period (5:00 a.m. - 9:00 a.m.); one run in each direction during the late morning and midday noontime period (10:30 a.m. - 1:00 p.m.); one run southbound and three runs northbound during the early afternoon period (1:00 p.m. - 3:30 p.m.); two runs southbound and four runs northbound during the afternoon peak period (3:30 p.m. - 6:30 p.m.); and two runs in each direction during the late evening period (9:00 p.m. - 1:30 a.m.). Additional special service is also provided during the summer months to festivals and special events held on the Milwaukee lakefront.

Table 3-1

OPERATING CHARACTERISTICS OF THE OZAUKEE COUNTY EXPRESS BUS SYSTEM BY ROUTE: JUNE 2001

	Characteristic								
		Number of							
		Route	Scheduled Daily Runs			19 - 19 - 19 - 19 - 19 - 19 - 19 - 19 -			
	· ·	Length	Northbound/	Eastbound/	Weekday Service	Vehicles			
Service	Route	(miles)	Westbound	Southbound	Periods*	Required			
Commuter	Route No. 143	41	14	12	4:45 a.m 9:30 a.m.	5			
Express					10:30 a.m 6:45 p.m.				
Bus					8:45 p.m 1:30 a.m.				
Shuttle	Saukville Shuttle	4	3	3	5:45 a.m 6:45 a.m.	1			
					2:30 p.m 3:15 p.m.				
	Grafton Shuttle	10	8	8	9:30 a.m 11:30 a.m.	1			
	Grafton-Saukville	12	2	2	5:30 a.m 7:45 a.m.	1°			
	Shuttle				1:30 p.m 4:15 p.m.				
					9:30 p.m 11:45 p.m.				
	Mequon Shuttle	5	•• • • • • • •	. 1 `, .	6:10 a.m 6:20 a.m.	1 1			
Total System		72	27	26		8			

*Regular service is not provided on weekends or holidays. Additional special service is provided to summer festivals held at the Milwaukee lakefront.

^bRepresents the maximum number of vehicles required for route operation.

^cThe Grafton-Saukville Shuttle replaces the Saukville Shuttle in the late evening. Consequently, only three vehicles are required to operate the four shuttle routes.

Source: Ozaukee County Transit Services, Milwaukee County Transit System, and SEWRPC.

Fares

As displayed in Table 3-2, the fares charged for the Ozaukee County Express Bus System vary between the express and shuttle routes, with base adult cash fares of \$2.00 per one -way trip charged on the express route and \$0.50 per one-way trip charged on the shuttle route. The MCTS offers a weekly pass and discounted tickets that provide significant savings for regular passengers over the adult cash fares. Use of the weekly pass or regular adult fare tickets to board the Ozaukee County Express bus requires passengers to pay an additional fare of \$0.50 per one-way trip. Similarly, transfers from MCTS regular bus routes to the Ozaukee County Express Bus System can be made for an additional \$0.50 charge. Route No. 143 passengers transferring to another MCTS route or using a premium transfer, a commuter value pass, or a UPASS do not need to pay an additional \$0.50 fee. The base adult cash fares for the Ozaukee County Express Bus System have not increased since the service began in 1996. Bus tickets purchased by employers and distributed to employees are tax deductible and employees may receive bus tickets as a tax-free benefit while maintaining deductibility for the employer.

Equipment and Facilities

Ozaukee County owns no operating equipment or bus garage facilities for the Ozaukee County Express Bus System, but rather has the operating equipment and facilities supplied by the transit operators under the terms of the service contracts. Publicly owned facilities consist largely of park-ride lots and terminals constructed by the Wisconsin Department of Transportation and Ozaukee County. The equipment and facilities used may be summarized as follows:

• The MCTS uses the Fiebrantz Operating Garage, located at 1900 W. Fiebrantz Drive in the City of Milwaukee, for activities related to the operation of Route No. 143. The facility includes indoor bus storage, a light maintenance facility, and rooms for employee activities. The MCTS buses used for Route

	Fare Type				
	Cash				
	(per one-way				
Fare Category by Service	trip)	Tickets	Pass		
Route No. 143		 A second sec second second sec			
Adults Ages 12 to 64	\$2.00	Adult Fare: 10 for	\$11.00 per week*		
		\$11.00 plus \$0.50 per	plus \$0.50 per		
		one-way trip	one-way trip		
		Premium Fare: 10 for	4		
		\$14.00			
Elderly Ages 65 and older, Disabled Persons,	н. 				
and Children Ages 6-11 (Under age 6 free					
when accompanied by an adult)	\$1.00	10 for \$7.50 plus			
		\$0.25 per one-way			
		trip	***		
Commuter Value Pass			\$37 per month*		
UPASS	·		\$33 per semester		
Transfers ⁴					
From Milwaukee County Transit	· · · · · ·				
System routes	\$0.50	\$0.50	\$0.50		
To Milwaukee County Transit					
System routes			· ·		
Connecting Shuttle Service			and a straight faile		
Adults Ages 12 to 64	\$0.50	12 for \$5.00			
Elderly (65 and older), Disabled Persons, and					
Children	\$0.25				

FARES FOR THE OZAUKEE COUNTY EXPRESS BUS SYSTEM: JUNE 2001

*The weekly pass is good for unlimited riding for one week.

^bThe commuter value pass is good for unlimited riding during the monthly period indicated on the pass. It is paid for by a participating employer who may charge each employee up to \$16 per month for the pass.

^cThe UPASS is good for unlimited riding during a semester. It is paid for by participating colleges and universities for use by eligible students.

^dTransfers for Milwaukee County Transit System routes are currently issued at the time the cash or ticket fares are paid and are valid for one hour.

Source: Ozaukee County Transit Services; Milwaukee County Transit System; and SEWRPC.

No. 143 are listed in Table 3-3 and consist of eight, 40-foot long, 1991 Orion V buses seating 43 passengers.

• G & G Enterprises of Wisconsin, Inc., uses a facility located at 2219 E. Washington Street (STH 33) in the City of West Bend for activities related to the operation of the shuttle routes. The facility is the same facility used for the Ozaukee County Taxi System and includes indoor storage, a light maintenance facility, and the taxi system offices for the private company. The vehicles that are regularly used for the shuttle routes are listed in Table 3-3 and include two 15-passenger vans and one 18-passenger minibus. Spare vehicles for the shuttle routes are drawn from the vehicle fleet used for the Ozaukee County Taxi System.

Table 3-3

Туре	of Vehicle	Number	Seats	Wheelchair	· · · ·	Special Equipment			
Make_	Model	of Vehicles*	per Vehicle	Positions per Vehicle	Year of Manufacture	Air Conditioning	Wheelchair Lift/Ramp	Kneeling Feature	Age (Years)
Orion	Orion V	8	43	2	1991	Yes	Yes	Yes	10
Chevy	Van⁵	1	15		1999	Yes	No		2
Dodge	B3500 ^b	1	15		2001	Yes	No		Less than 1
Ford	E450 Bus	1	16	2	2001	Yes	Yes		Less than 1
	Total	11			••				Average: 7.5

VEHICLE FLEET USED FOR THE OZAUKEE COUNTY EXPRESS BUS SYSTEM: JUNE 2001

*Vehicles listed do not include spare vehicles for the shuttle routes which are drawn from the fleet for the Ozaukee County Taxi shown in Table 3-6.

^bVehicle is used for both taxi and shuttle service. See table 3-6.

Source: Ozaukee County Transit Services, Milwaukee County Transit System, G&G Enterprises of Wisconsin, Inc., and SEWRPC.

• A total of six park-ride lots, five in Ozaukee County and one in Milwaukee County, are directly served by the routes of the system (see Table 3-4). All of the park-ride lots are publicly constructed facilities except the park-ride lot at the Wal-Mart Store in Saukville which is located in part of the shopping center parking area.

Ozaukee County Transit Services is in the process of purchasing 5 urban transit buses, budgeted in 2001, to be delivered by mid-2002. The buses will be 35-foot long, Gillig low-floor buses seating 35 passengers.

Ridership

The annual ridership and service levels for the Ozaukee County Express Bus System are presented in Table 3-5 and Figure 3-1 for the period 1996 though 2000. Ridership increased steadily during its first two full years of service, with annual ridership increasing from approximately 12,600 passengers during the last five months of 1996, to approximately 80,200 passengers during 1997, and to about 94,800 passengers during 1998. This represents an increase of about 165 percent from 1996 (annualized) to 1997 and an increase of about 18 percent from 1997 to 1998. From 1998 to 1999, annual ridership decreased by about 14 percent to about 81,200 passengers, while revenue vehicle miles decreased by about 5 percent. From 1999 to 2000, annual ridership decreased slightly by about 1 percent to about 80,500 passengers, while vehicle miles decreases reflect a reduction in the number of trips operated over the shuttle routes as service with low ridership was eliminated. These changes in annual ridership were consistent with the observed changes in annual revenue vehicle miles. Expansions and reductions in the level of service typically affect transit ridership.

Average weekday ridership for the bus system by month from August 1996 through December 2000 is shown in Figure 3-2. During 2000, the average weekday ridership ranged from a low of about 225 passengers during December to a high of about 384 passengers during July. This unusually high ridership number for July may be attributed to the special bus service offered to festivals in the central business district of Milwaukee during this month. The next highest number of average weekday ridership was about 316 passengers. The average weekday ridership appears to generally fluctuate in a similar pattern from year to year. Peak use of the system has occurred between February and April and between September and November.

PARK-RIDE FACILITIES SERVED BY THE OZAUKEE COUNTY EXPRESS BUS SYSTEM: JUNE 2001

			Amenities		2000 Ut	2000 Utilization	
Number on Map 3-1	Location	Telephone	Shelter	Available Parking Spaces	Average Weekday Autos Parked	Percent of Spaces Used	
	Ozaukee County	. c.cphone	0.10100	0,0000			
1	STH 57 and CTH H, Fredonia	No	No	60	7	12	
2	IH 43 and CTH H,						
3	Port Washington IH 43 and STH 33 (Wal-Mart	No	Yes	50	33	66	
	Store), Saukville	No	No	30	N/A	N/A	
4	IH 43 and CTH V, Grafton	Yes	Yes	85	34	40	
5	IH 43 and CTH C, Grafton	Yes	Yes	65	43	66	
Total				290	117	45	

Note: "N/A" indicates data not available.

Source: Wisconsin Department of Transportation, Ozaukee County Transit Services, and SEWRPC.

Table 3-5

OZAUKEE COUNTY EXPRESS BUS SYSTEM RIDERSHIP AND SERVICE LEVELS: 1996-2000

			Year							
Characteristic	1996°	1997	1998	1999	2000					
Revenue Passengers⁵										
Annual Passengers	12,600	80,200	94,800	81,200	80,500					
Average Weekday Passengers	120	315	370	319	316					
Service Provided										
Annual Revenue Vehicle Miles	88,300	305,400	348,700	332,900	323,000					
Annual Revenue Vehicle Hours	7,800	11,800	13,900	14,800	12,500					
Service Effectiveness										
Passengers Per Vehicle Mile	0.14	0.26	0.27	0.24	0.25					
Passengers Per Vehicle Hour	1.6	6.8	6.8	5.5	6.4					

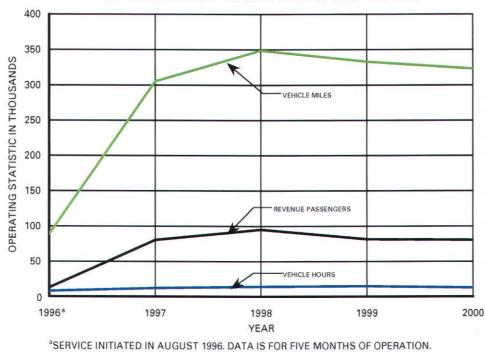
				Cha	Change				
	1996	1996-1997		-1998	1998	-1999	1999-2000		
Characteristic	Number	Number Percent N		Percent	Number	Percent	Number	Percent	
Revenue Passengers ^b									
Annual Passengers	67,600	536.5	14,600	18.2	-13,600	-14.4	-700	-0.9	
Average Weekday Passengers	195	162.5	55	17.5	-51	-13.8	-3	-0.9	
Service Provided	_								
Annual Revenue Vehicle Miles	217,100	245.9	43,300	14.2	-15,800	-4.5	-9,900	-3.0	
Annual Revenue Vehicle Hours	4,000	51.3	2,100	17.8	900	6.5	-2,300	-15.5	
Service Effectiveness									
Passengers Per Vehicle Mile	0.12	85.7	0.01	3.8	-0.03	-12.5	0.01	4.2	
Passengers Per Vehicle Hour	5.2	325.0			-1.30	-19.1	0.9	16.4	

*Service initiated on August 5, 1996. Data shown reflects about five months of operation.

^bIndividuals whose trip included use of both the express route and a shuttle route were counted as one passenger.

Source: Wisconsin Department of Transportation, Ozaukee County Transit Services, Transit Express, Inc., and SEWRPC.

Figure 3-1



HISTORIC RIDERSHIP AND SERVICE LEVELS ON THE OZAUKEE COUNTY EXPRESS BUS SYSTEM: 1996-2000

Source: Ozaukee County Transit Services; Transit Express, Inc.; and SEWRPC.

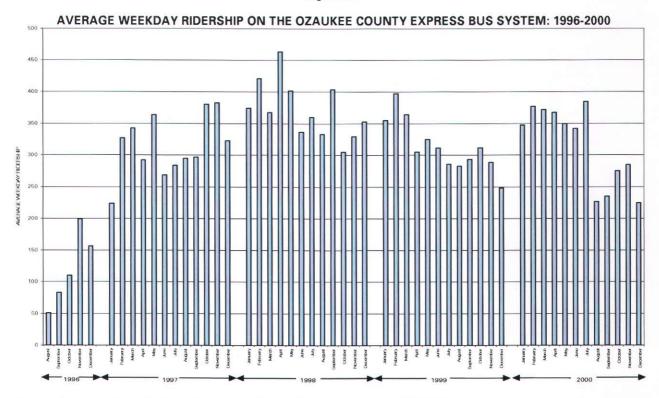


Figure 3-2

Source: Ozaukee County Transit Services; Transit Express, Inc.; and SEWRPC.

Ozaukee County Taxi System Service Area

The Ozaukee County Taxi System is designed to serve any trip made within Ozaukee County during its operating hours. The major exception is for trips with both trip ends located within the City of Port Washington Transport Taxi service area (see Map 3-2). Such trips were not served by the County taxi service unless they are outside the operating hours for the City taxi system or were trips made by disabled persons that cannot be served by the City system. The County taxi system also operates up to one mile to the west of the Ozaukee County line into Washington County and serves all of the Village of Newburg. The County has a reciprocal agreement with the Washington County Taxi system for such trips.

Service Levels

The County taxi system provides door-to-door service for the general public and door-through-door service for the disabled. Service is provided on a shared-ride basis where passengers with different origins and destinations share a vehicle for a portion of their trips. The hours of operation for the Ozaukee County Shared-Ride Taxi are as follows:

- Monday through Thursday, 6:00 a.m. to 6:00 p.m.
- Friday, 6:00 a.m. to 9:00 p.m.
- Saturday, 8:30 a.m. to 6:00 p.m.
- Sunday, 8:00 a.m. to 12:00 p.m.

Service is provided on the day requested through an advance reservation system that provides for differing response times for urban and rural areas. The reservation system requires a passenger to provide their name, age, origin and destination addresses, number of passengers, and phone number. The maximum response time in the urban portions of the County is 45 minutes. The urban areas include all areas except the Towns of Fredonia and Belgium (see Map 3-2), which are considered rural areas for the taxi system. In these areas, the maximum response time is 4 hours. Passengers may make reservations up to two weeks in advance of when service is needed.

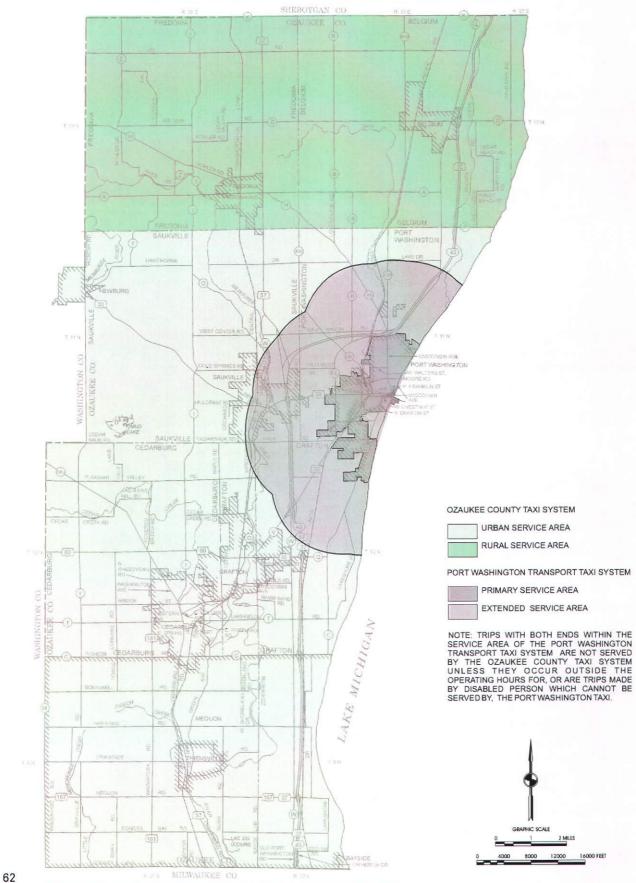
Fares

Fares for the shared-ride taxi are shown on Map 3-3. The total fare for each trip is based on the number of fare zones crossed between the trip origin and destination and by type of passenger, with adult cash fares ranging from \$2.50 to \$6.25 per one-way trip. Discounted fares are offered for students, the aged, and disabled persons. Fares can be paid in cash or by prepaid punch cards that are made available for twenty dollars from the taxi drivers or the dispatch office. The punch cards provide no discount from the appropriate cash fare. A fare of \$0.50 per one-way trip is charged for taxi shuttle service provided as an extension of the Ozaukee County Express Bus System.

Equipment and Facilities

The Ozaukee County Taxi System uses publicly owned vehicles provided by Ozaukee County and privately owned vehicles and facilities provided by the transit operator under the terms of the service contract. G & G Enterprises of Wisconsin, Inc., uses a facility located at 2219 E. Washington Street (STH 33) in the City of West Bend for activities related to the operation of the taxicab system along with the shuttle services for the Ozaukee County Express Bus System. The facility includes indoor storage, a light maintenance facility, and the taxi system offices for the private operator's Ozaukee County and Washington County taxi operations. On weekdays during the school year, up to 13 vehicles are needed to operate the countywide taxi service. Up to 10 vehicles are needed on weekdays to provide taxi service during the summer months. The total fleet of 17 vehicles, including 10 County-owned vehicles and seven provided by the transit operator, is used to provide the taxi service listed in Table 3-6. The identified vehicle fleet includes spare vehicles for the taxi system, along with vehicles operated by the company as part of the express bus system, and vehicles used for the County's specialized transportation program that serves trips made by elderly and disabled County residents between Ozaukee and Milwaukee Counties. Some of the vehicles provided by the private operator, as well as the operating facility, are also used to

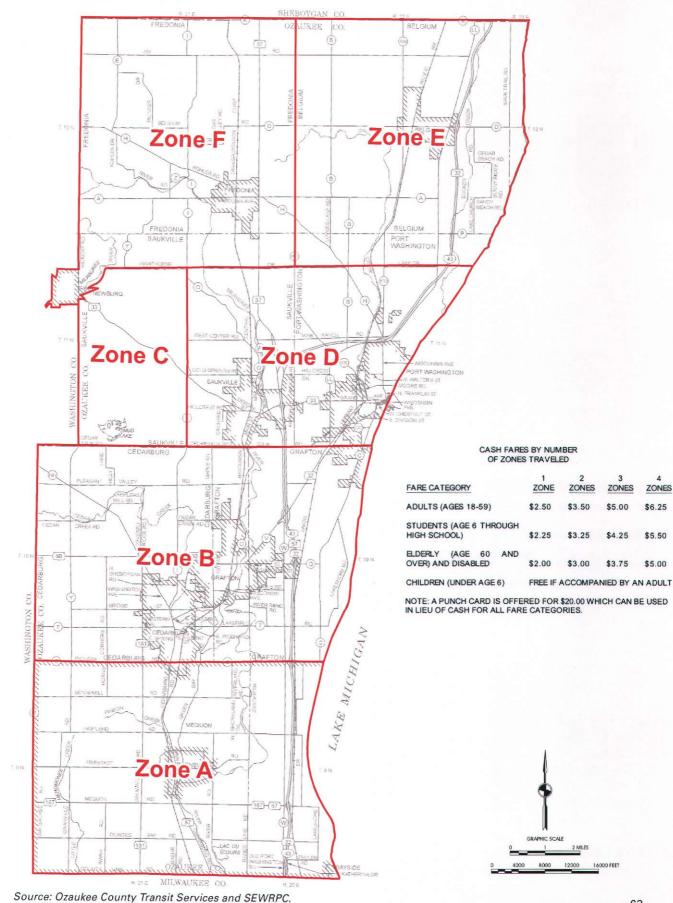




SERVICE AREAS FOR THE OZAUKEE COUNTY TAXI: JUNE 2001

Source: Ozaukee County Transit Services, Transport Taxi, and SEWRPC.





Vehic	le Туре		Number of	Seats per	Wheelchair	Manufacture	Special Ec	uipment	
Make	Model	Ownership	Vehicles	Vehicle	Positions Per Vehicle	Year	Air Conditioning	Wheelchair Lift/ Ramp	Age (Years)
Dodge	B3500° Ram Maxi	Ozaukee County	1	15		2001	Yes		Less than 1
Dodge	3500	Ozaukee County	1	15	2	2001	Yes	Yes	Less than 1
Pontiac	Montana	Ozaukee County	2	6		2001	Yes		Less than 1
Chevrolet	Van³	G&G	1	15		1999	Yes		2
Chevrolet	Van	Ozaukee County	1	5	2	1998	Yes	Yes	3
Ford	Taurus	Ozaukee County	1	4		1997	Yes		4
Chevrolet	Lumina	Ozaukee County	1	5		1996	Yes		5
GMC	Van [®]	Ozaukee County	1	3	2	1996	Yes		5
Chevrolet	Lumina	G&G	1	4		1996	Yes		5
Chevrolet	Lumina	Ozaukee County	1	5		1995	Yes		6
Ford	Van	Ozaukee County	1	6	2	1995	Yes	Yes	6
Chevrolet	Caprice	G&G	3	4		1993	Yes		8
Dodge	Van	G&G	1	4	1	1993	Yes	Yes	8
Dodge	Van	G&G	1	1	2	1989	Yes	Yes	12
Tc	otal		17		*-				Average: 4.4

VEHICLE FLEET FOR THE OZAUKEE COUNTY SHARED-RIDE TAXI SYSTEM: JUNE 2001

*Vehicle is used for both taxi and shuttle service. See table 3-3.

*This vehicle is used mainly for out-of-county medical service offered by Ozaukee County's Department of Aging, but is available for part-time use for Ozaukee County's Taxi service.

Source: Ozaukee County Transit Services, G&G Enterprises of Wisconsin, Inc., and SEWRPC.

provide taxi service for the Washington County Taxi System. The sharing of equipment and facilities in this manner results in improved cost efficiencies for each program.

Ridership

The total annual ridership and service levels for the Ozaukee County Taxi System for 1998 through 2000 are presented in Table 3-7 while the average weekday and weekend ridership for the taxi by month are shown in Figure 3-3. Annual ridership for the taxi increased steadily from approximately 24,000 in 1998 to 35,100 in 1999, or by 46 percent, and to about 45,000 in 2000, by 28 percent. Average weekday ridership has shown the same steady increase going from about 90 trips in 1998 to about 130 trips in 1999 to about 170 trips in 2000. By December 2000, average weekday ridership had increased to about 190 trips, approximately 3.5 times the ridership figure of 55 trips for the initial month of January 1998. Average weekend ridership has also increased from less than 10 trips in January 1998 to about 50 trips at the end of 2000. Ridership on the taxi is highest during the winter months and lowest during the summer, similar to monthly ridership variations found on the bus system. Table 3-8 presents origin and destination information by fare zone for trips made on the taxi system during 2000 (see Map 3-3). The largest volumes of trips were made either entirely within or between the most populous urban areas of the County including Mequon/Thiensville, Cedarburg/Grafton, and Port Washington. The fewest trips originated and ended in the rural areas of Belgium and Fredonia/Newburg, reflecting the lower population and fewer trip generators in these areas.

Transit System Expenditures

The operating expenses of the bus and taxi services provided by the Ozaukee County Transit System are funded through a combination of farebox revenue and Federal, State, and local funds. Capital expenditures are funded through a combination of Federal and local funds. The expenditures and public assistance levels for each component of the transit system and for the system as a whole are summarized in the following sections.

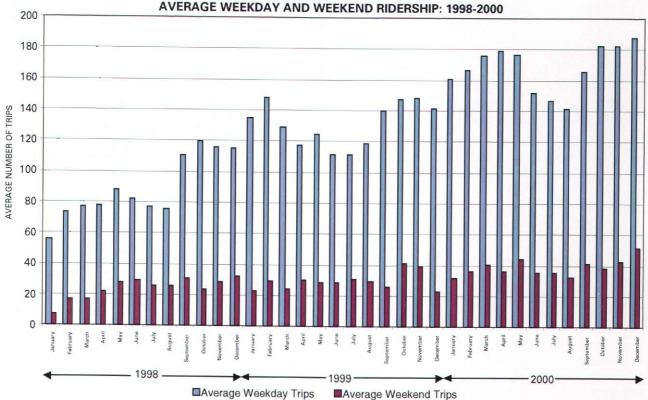
OZAUKEE COUNTY SHARED-RIDE TAXI RIDERSHIP AND SERVICE LEVELS: 1998-2000

	Year					
Characteristic	1998	1999	2000			
Revenue Passengers						
Annual Passengers	24,000	35,100	45,000			
Average Weekday Passengers	89	131	173			
Average Weekend Passengers	24	29	35			
Service Provided	24	25	30			
Annual Vehicle Miles	406,200	473,400	646,700			
Annual Vehicle Hours	25,600	30,000	33,400			
Service Effectiveness	20,000	30,000	33,400			
Passengers Per Vehicle Mile	0.06	0.07	0.07			
Passengers Per Vehicle Hour	0.1	1.2	1.3			

	Changes					
	1998	3-1999	1999-2000			
Characteristic	Number	Percent	Number	Percent		
Revenue Passengers						
Annual Passengers	11,100	46.3	9,900	28.2		
Average weekday Passengers	42	47.2	42	32.1		
Average Weekend Passengers	5	20.8	6	20.7		
Service Provided				20.7		
Annual Vehicle Miles	67,200	16.5	173,300	36.6		
Annual Vehicle Hours	4,400	17.2	3,400	11.3		
Service Effectiveness	4,400	17.2	0,400	11.5		
Passengers Per Vehicle Mile	0.01	16.7				
Passengers Per Vehicle Hour	1 1	1,100.0	0.1	8.3		

Source: Wisconsin Department of Transportation; Ozaukee County Transit Services; G&G Enterprises of Wisconsin, Inc.; and SEWRPC.

Figure 3-3



OZAUKEE COUNTY TAXI SYSTEM AVERAGE WEEKDAY AND WEEKEND RIDERSHIP: 1998-2000

Source: SEWRPC.

	Destination Area								
Origin Area	Mequon/ Thiensville	Saukville	Cedarburg/ Grafton	Port Washington	Belgium	Fredonia/ Newburg	Total		
Mequon/Thiensville	6,078	354	2,725	1,510	5	58	10,730		
Saukville	354	0	1,112	904	6	157	2,533		
Cedarburg/Grafton	2,894	729	11,980	2,870	189	450	19,112		
Port Washington	1,563	1,808	3,278	947	191	493	8,280		
Belgium	11	29	161	195	9	148	553		
Fredonia/ Newburg	65	186	539	662	147	52	1,651		
Total	10,965	3,106	19,795	7,088	547	1,358	42,859		

DISTRIBUTION OF OZAUKEE COUNTY TAXI RIDERSHIP BY FARE ZONE: 2000

Note: Areas are as shown on Map 3-3. Shaded cells represent trips made entirely within one area.

Source: Ozaukee County Transit Services, G&G Enterprises of Wisconsin, Inc., and SEWRPC.

Ozaukee County Express Bus

The trends in operating expenses, operating revenues, total operating assistance, and local operating assistance for the Ozaukee County Express Bus System from 1996 through 2000 are shown in Table 3-9. The financial data include total costs, revenues from passengers and the private businesses served, and public operating assistance for both the bus and shuttle services. The following observations may be made on the basis of an examination of this information:

- From 1997--the first full year of operation for the express bus system--through 2000, the total annual operating expenses for the bus system increased by about 42 percent from about \$609,800 in 1997 to about \$862,900 in 2000. As operating costs increased significantly faster than the increases in service levels of 5 to 6 percent observed over this period, the cost increases can be attributed largely to increases in the cost per vehicle hour of service charged by the transit operator during this period, Transit Express, Inc. The average cost per vehicle hour of service increased from about \$39.52 in 1997 to about \$52.94 in 2000, or by about 34 percent.
- Annual operating revenue increased from 1997 through 2000 by about 10 percent from about \$136,600 in 1997 to about \$149,700 in 2000. Overall, revenues have mirrored changes in ridership over the period. The farebox recovery rate, or the percent of operating expenses recovered by operating revenues, has decreased from about 22 percent in 1997 to about 17 percent in 2000 largely as a result of increases in operating expenses.
- The total annual operating assistance required for the express bus system increased by about 51 percent from 1997 to 2000, from about \$473,200 in 1997 to about \$713,200 in 2000. The largest increase was in local operating assistance of approximately 208 percent from 1997 to 2000, followed by state operating assistance which increased by about 64 percent, and federal operating assistance which increased by about 14 percent.
- The total operating cost and operating assistance per revenue passenger has increased by about 41 percent and 50 percent, respectively, from 1997 to 2000, about the same as the percentage changes observed in total operating costs and operating assistance levels. These figures reflect basically the same ridership levels for the bus system over the period in the face of increasing costs and public assistance levels.

			Year			Changes	997-2000°
Characteristics	1996 [°]	1997	1998	1999	2000	Number	Percent
Services Provided				and the second s			1
Total Vehicle Miles	111,500	382,600	427,400	387,900	401,400	18,800	4.9
Total Vehicle Hours	4,900	15,400	17,600	18,100	16,300	900	5.8
Revenue Passengers	12,600	80,200	94,800	81,200	80,500	300	0.4
Costs, Revenues, and Assistance						and the second	
Operating Expenses	\$189,200	\$609,800	\$718,300	\$851,200	\$862,900	\$253,100	41.5
Passenger Revenues	\$23,400	\$136,600	\$180,900	\$151,200	\$149,700	\$13,100	9.6
Required Operating Assistance	\$165,800	\$473,200	\$537,400	\$700,000	\$713,200	\$240,000	50.7
Percent of Expenses	-				1.11		
Recovered through Revenues	12.4	22.4	25.2	17.8	17.3	-5.1	-22.6
Sources of Operating Assistance	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	1		1			
Federal	\$115,500	\$237,500	\$236,300	\$264,900	\$270,300	\$32,800	13.8
State	41,900	196,400	266,500	315,600	321,800	125,400	63.8
Local		· .					
ОСТМА	8,400	39,300	13,100	72,200			
Ozaukee County			21,500	33,500	121,100		
MATC North				13,800			
Subtotal	8,400	39,300	34,600	119,500	121,100	81,800	208.1
Total	165,800	473,200	537,400	700,000	713,200	240,000	50.7
Per Trip Data						and the second	
Operating Cost	\$15.02	\$7.60	\$7.58	\$10.48	\$10.72	\$3.12	41.1
Revenue	1.86	1.70	1.91	1.86	1.86	0.16	9.4
Total Operating Assistance	13.16	5.90	5.67	8.62	8.86	2.96	50.2
Local Operating Assistance	0.67	0.49	0.36	1.47	1.50	1.01	206.1

ANNUAL OPERATING EXPENSES, OPERATING REVENUES, AND OPERATING ASSISTANCE FOR THE OZAUKEE COUNTY EXPRESS BUS SYSTEM: 1996-2000

*Because ridership information for 1996 reflects less than 12 months of transit service, changes in annual ridership were measured beginning with 1997 over 1996, as 1997 represents the first full year of transit system operation by Ozaukee County.

^bService was initiated on August 5, 1996. Information reflects less than 12 months of operation.

Source: Wisconsin Department of Transportation, Ozaukee County Transit Services, and SEWRPC.

Through 2000, Ozaukee County had no direct expenditure of funds for capital equipment or facilities for the express bus system. The capital costs of the vehicles and equipment used to operate the bus and shuttle services were included in the contract operating expenses of the private transit operator. In 2001, the County approved the purchase of five urban transit buses for the express bus route that will be leased to the contract operator at a nominal charge for service operation. The total cost of the buses was approximately \$1 million of which a Federal grant is expected to cover about \$800,000, or 80 percent of the total costs. The County will need to provide the 20 percent local matching share of about \$200,000 to the Federal grant.

Ozaukee County Shared-Ride Taxi

The trends in operating expenses, operating revenues, total operating assistance, and local operating assistance for the Ozaukee County Taxi System from 1998 through 2000 are shown in Table 3-10. The following observations may be made on the basis of an examination of this information:

• Total operating expenses for the taxi system increased by about 83 percent from 1998 to 2000, from about \$377,700 in 1998 to about \$691,000 in 2000. The increase in operating costs over this period reflects a combination of increases in service levels, which increased by between 30 and 60 percent in response to ridership increases, as well as increases in the average cost per vehicle hour of service, which increased by about 40 percent.

		Year		Change 1	998-2000
Characteristic	1998	1999	2000	Number	Percent
Service Provided			a de la composición d		
Total Vehicle Miles	406,200	473,400	646,700	240,500	59.2
Total Vehicle Hours	25,600	30,000	33,400	7,800	30.3
Revenue Passengers	24,000	35,100	45,000	21,000	87.5
Costs, Revenues, and Assistance				and the second second	
Operating Expenses	\$377,700	\$581,900	\$691,000	\$313,300	82.9
Passenger Revenues	57,900	97,200	120,900	63,000	108.8
Required Operating Assistance	319,800	484,700	570,100	250,300	78.3
Percent of Expenses					
Recovered through Revenues	15.3	16.7	17.5	2.2	14.1
Sources of Operating Assistance			and the second		
Federal	\$58,400	\$49,600	\$57,700	-\$700	-1.2
State	153,700	314,600	358,300	204,600	133.1
Local	107,700	120,500	154,100	46,400	43.1
Total	\$319,800	\$484,700	\$570,100	\$250,300	78.3
Per Trip Data	· · · · ·				
Operating Cost	\$15.74	\$16.58	\$15.36	-\$0.38	-2.4
Revenue	2.41	2.77	2.69	0.28	11.6
Total Operating Assistance	13.33	13.81	12.67	-0.66	-5.0
Local Operating Assistance	4.49	3.07	2.68	-1.81	-40.3

ANNUAL OPERATING EXPENSES, OPERATING REVENUES, AND OPERATING ASSISTANCE FOR THE OZAUKEE COUNTY TAXI SYSTEM: 1998-2000

Source: Wisconsin Department of Transportation, Ozaukee County Transit Services, and SEWRPC.

- Annual system operating revenue increased by about 109 percent from 1998 to 2000, from about \$57,900 in 1998 to about \$120,900 in 2000. The increase in revenues is consistent with the approximate 88 percent increase in the number of revenue passengers during this time. The farebox recovery rate increased from about 15 percent in 1998 to about 18 percent in 2000.
- The total annual operating assistance increased by about 78 percent from 1998 to 2000, from about \$319,800 in 1998 to about \$570,100 in 2000. The largest increase was in state operating assistance which increased by about 133 percent from 1998 to 2000, followed by local operating assistance which increased by about 43 percent. Federal operating assistance remained relatively stable over this period.
- The total operating cost and operating assistance levels per revenue passenger have decreased by about 2 percent and 5 percent, respectively, between 1998 and 2000. More significantly, the local operating assistance levels per revenue passenger have decreased by about 40 percent. Both figures indicate the taxi service is becoming more efficient with the growth of ridership on the system.

During 1998 and 1999, Ozaukee County had no direct expenditure of funds for capital equipment or facilities for the countywide taxi system as the capital costs of the vehicles and equipment used to operate the service was included in the contract operating expenses of the private operator. In 2000 and 2001, the County approved the purchase of nine vehicles including one 16-passenger minibus, one full-size accessible van, two full-size vans, two minivans, and three automobiles for the taxi system. The total cost of the vehicles was approximately \$270,000 of which a Federal grant covered about \$218,500, or 81 percent of the total cost. The County provided the 19 percent local matching share of about \$51,500 to the Federal grant. The county has identified the potential

need to purchase up to 10 additional vehicles for the taxi system through 2004 in its 2001 application for State transit operating assistance.

Total Transit System Expenditures

The trends in operating expenses, operating revenues, total operating assistance, and local operating assistance for the entire Ozaukee County Transit System from 1998 through 2000 are shown in Table 3-11 and in Figure 3-4. The following observations may be made on the basis of an examination of this information:

- From 1997 to 2000, total expenditures for public transit services by the County increased by about 155 percent, from about \$609,800 in 1997 to about \$1,553,900 in 2000; revenues increased by about 98 percent from about \$136,600 in 1997 to about \$270,600 in 2000; and total operating assistance increased by about 171 percent from about \$473,200 in 1997 to about \$1,283,300 in 2000. The total operating assistance from Ozaukee County has varied by year ranging from a low of zero in 1997 to a high of about \$275,200 in 2000. The increase in County funds over the period may be considered an indication that the County has made a commitment to providing public transit.
- On an average annual basis since 1996, total operating expenses for the Ozaukee County transit system have been about \$976,400 per year. Of this total, about \$183,600, or 19 percent, came from passenger revenues and private business funding. The remaining \$792,800, or 81 percent, constituted the average annual public operating assistance which had to be funded through Federal and State transit assistance programs and local property taxes. The average annual operating assistance from Ozaukee County has been about \$111,700, or about 11 percent of average system operating expenses.
- Currently, about 17 percent of the operating expenses for both the express bus and taxicab systems are recovered through passenger fares. As shown in Figure 3-5, the source of the remaining 83 percent of operating expenses in 2000 was funded largely by Federal and State funds with the proportions funded by these sources averaging about 64 percent but varying significantly between the bus and taxicab systems. The proportion of total operating expenses for the bus and taxi systems funded by Ozaukee County averaged about 18 percent, with the County funding about 14 percent of the express bus expenses and about 22 percent of the taxi system expenses.

OTHER PUBLIC TRANSIT SERVICES

Ozaukee County is the principal provider of public transit service within the County. However, a number of other public transit services were also provided to study area residents, including local transit services for the general public, and specialized transportation services for elderly and disabled individuals. Table 3-12 summarizes these services available in Ozaukee County as of June 2001.

Taxicab Service

The Transport Taxi System provides local taxi service within the City of Port Washington as well extended service for travel up to two miles beyond the City limits (see Map 3-2). This door-to-door service operates Monday through Thursday 7:30 a.m. to 6:00 p.m., Friday 7:30 a.m. to 9:00 p.m., Saturday 8:00 a.m. to 6:00 p.m., and Sunday 8:00 a.m. to 12:00 p.m. No service is provided on holidays. The adult cash fare is \$1.85 per one-way trip and discounted fares are offered for students ages six through high school, elderly persons age 60 and over, and disabled persons. Children under 5 years of age ride for free when accompanied by an adult passenger. An additional \$0.60 per trip is charged for trips extending beyond the city limits. Service is provided with a maximum response time of 45 minutes. This service operates with a fleet of two vehicles, including one full-size accessible van and one minivan. Table 3-13 presents the annual service levels, ridership, and estimated operating expenditures for the City taxi system in 2000.

The transit service plan completed for Ozaukee County in 1995 recommended that the City taxi system be absorbed into the countywide taxi system operated by Ozaukee County. When the countywide system was

ANNUAL OPERATING EXPENSES, OPERATING REVENUES, AND OPERATING ASSISTANCE FOR THE OZAUKEE COUNTY TRANSIT SYSTEM: 1996-2000

			Year*			
Characteristic	100ch	1997	1998	1999	2000	Average Annual
Characteristic	1996"	1997	1998	1999	2000	Annuar
Service Provided	· .				1 0 4 0 4 0 0	0.47 400
Total Vehicle Miles	111,500	382,600	833,600	861,300	1,048,100	647,400
Total Vehicle Hours	4,900	15,400	43,200	48,100	49,700	32,300
Revenue Passengers	12,600	80,200	118,8 <u>00</u>	116,300	125,500	90,700
Costs, Revenues, and Assistance				an an an galan sa sa sa		
Operating Expenses	\$189,200	\$609,800	\$1,096,000	\$1,433,100	\$1,553,900	\$976,400
Passenger Revenues Required Operating	\$23,400	\$136,600	\$238,800	\$248,400	\$270,600	\$183,600
Assistance Percent of Expenses	\$165,800	\$473,200	\$857,200	\$1,184,700	\$1,283,300	\$792,800
Recovered through Revenues	12.4	22.4	21.7	17.3	17.4	18.8
Sources of Operating Assistance			1 - A - A - A - A - A - A - A - A - A -		· · · ·	
Federal	\$115,500	\$237,500	\$294,700	\$314,500	\$328,000	\$258,000
State	41,900	196,400	420,200	630,200	680,100	393,800
Local					-	
ОСТМА	8,400	39,300	13,100	72,200		26,600
Ozaukee County	·:	, ¹¹ - -	129,200	154,000	275,200	111,700
MATC North			· · · ·	13,800		2,700
Subtotal	8,400	39,300	142,300	240,000	275,200	141,000
Total	\$165,800	\$473,200	\$857,200	\$1,184,700	\$1,283,300	\$792,800
Per Trip Data						
Operating Cost	\$15.02	\$7.60	\$9.23	\$12.32	\$12.38	\$11.31
Revenue	1.86	1.70	2.01	2.13	2.15	1.97
Total Operating Assistance	13.16	5.90	7.22	10.19	10.23	9.34
Local Operating Assistance	0.67	0.49	1.20	2.06	2.19	1.32

*1996 and 1997 reflect data for only the Ozaukee County Express Bus System as the Ozaukee County Taxi System did not begin operation until January 1998.

^bBus service was initiated on August 5, 1996. Information reflects less than 12 months of operation.

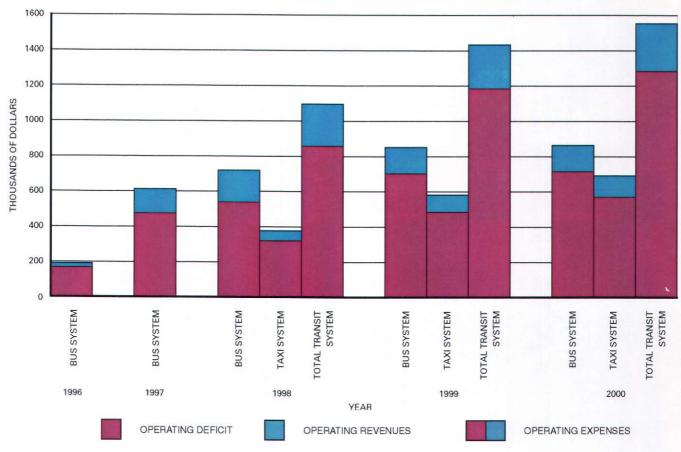
Source: Wisconsin Department of Transportation, Ozaukee County Transit Services, and SEWRPC.

initiated in 1998, the City determined that it would continue separate municipal operation of the TransPort Taxi System.

Milwaukee County Transit System

The Milwaukee County Transit System is important to the operation of the Ozaukee County Express Bus System as many of its routes connect with Route No. 143 and provide service to and from the home end of the daily work trips made on the Ozaukee County bus and shuttle services. The Milwaukee County Transit System is publicly owned and operated by Milwaukee County and provides rapid "freeway flyer", express, and local bus services over a system of approximately 77 routes (see Map 3-4) excluding contract service routes such as Route No. 143. The system covers most, but not all of Milwaukee County, with much of the Cities of Franklin and Oak Creek in the south without regular service. The system includes 10 freeway flyer routes that provide service primarily over area freeways between outlying park-ride lots and the Milwaukee CBD. The system also includes three express routes that provide service primarily over arterial streets with limited stops at intersecting routes and major trip generators, five special "UBUS" routes that provide limited stop freeway flyer and express service to the University of Wisconsin-Milwaukee, and a special trolley connector service operated in downtown Milwaukee

Figure 3-4



TOTAL ANNUAL OPERATING EXPENSES, REVENUES, AND OPERATING ASSISTANCE FOR THE OZAUKEE COUNTY TRANSIT SYSTEM: 1996-2000

Source: Wisconsin Department of Transportation, Ozaukee County Transit Services, and SEWRPC.

and the east side of the City of Milwaukee. The vast majority of routes--52--provide local bus service within Milwaukee County. The local and express routes form a grid pattern covering most of Milwaukee County and are designed so that no passenger needs to transfer more than once to get to most destinations. In addition to the contract service it provides for Ozaukee County over Route No. 143, the transit system also operates six contract routes and one route extension for the Waukesha County transit system.

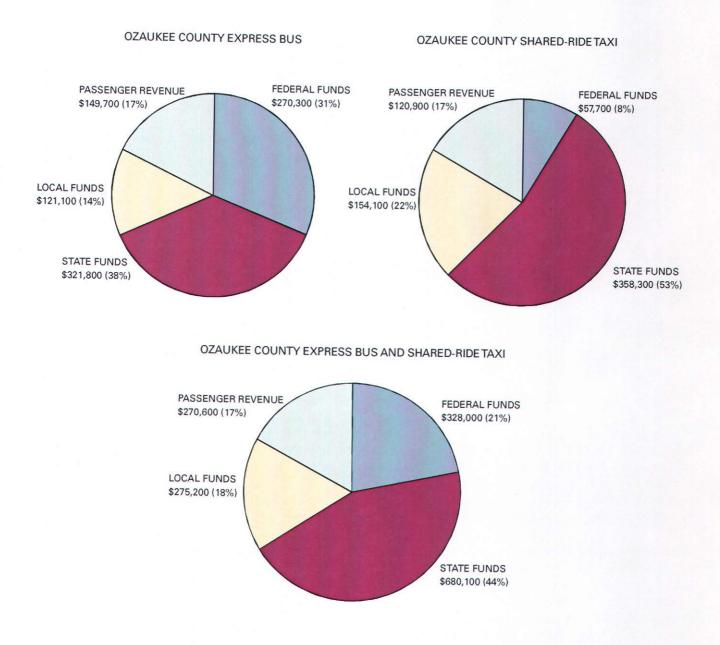
The system operates seven days a week from about 5:30 a.m. until 1:00 a.m., with the greatest number of routes in operation during weekday peak periods from 6:00 a.m. until 9:00 a.m. and from 3:00 p.m. until 6:00 p.m. A number of local routes oriented to specific employment locations in the northwest and southern portions of the County operate only during these peak periods. Headways on most local routes are 10 to 30 minutes during peak periods and 15 to 60 minutes at other times, with headways on freeway flyer and express routes somewhat greater. The system operates with a reduced number of routes are also operated on a limited basis for sporting events, lakefront festivals, and the State Fair.

Specialized Transportation Services

Specialized transportation services for aged and disabled individuals are also provided in the County by a number of public and private nonprofit agencies and organizations, by private medical facilities, and by private, for-profit transportation companies. The general characteristics of the principal specialized transportation services provided within the County during 2001 are presented in Table 3-12.



DISTRIBUTION OF TOTAL OPERATING EXPENSES FOR THE OZAUKEE COUNTY TRANSIT SYSTEM: 2000



Source: Wisconsin Department of Transportation, Ozaukee County Transit Services, and SEWRPC.

ADDITIONAL TRANSPORTATION PROVIDERS SERVING OZAUKEE COUNTY: 2001

	Service	Type of		Type of					Average Weekda One-Wa
Service Category Seneral Public Transportation Services	Provider Milwaukee County Transit System	Organization Public	Eligible Users Anyone	Service Local, Express, and Freeway Flyer Bus	Days and Hours of Operation 7 days a week: 5:30 a.m. – 1:00 a.m.	Vehicles Used 452 buses	Service Area Milwaukee County	Fare Per Trip Adults (ages 12-64): \$1.50; Students (ages 6-11): \$1.00; Aged (65 years or more) and	Trips 163,000
	Transport Taxi Services	Public	Anyone	Taxicab Service, door- to-door	Monday through Thursday: 7:30 a.m6:00 p.m.; Friday: 7:30 a.m9:00 p.m.; Saturday: 8:00 a.m6:00 p.m.; 8:00 a.m12:00 p.m.	1 accessible van, 1 non-accessible van	City of Port Washington and up to two miles outside of the city limits	disabled: \$.75 One-way base-fares within city limits: Adults (age 18 to 60): \$1.85; Students (age 6 through high school), Elderly (age 60 and older), and Disabled: \$1.35; Children (ages 5 & under, accompanied by an adult); free. Outside city limits: additional	. 85
Specialized ransportation Services	Ozaukee County Department of Aging	Public	Ozaukee County residents, aged 60 years or more; disabled persons ages 18 or older; for out of county medical purposes only	Advance reservation, door-through- door	Monday through Friday: 7:45 a.m 5:00 p.m.	2 accessible vans	Any adjacent county, primarily Milwaukee County	\$.60 Up to \$7.00, based on distance	7
	Cedarburg Senior Center	Public	Residents of Cedarburg 55 years of age and older	24-hour advance reservation, door-to-door	Monday through Friday: 8:00 a.m. to 4:00 p.m.	1 Mini-Van	City of Cedarburg with trips extending up to 15 miles from the City corporate limits	\$.50 per one-way trip within the City; \$2.00 to \$5.00 for one-way trips outside the City	30
	Interfaith Caregiving Network, Inc.	Private, non- profit	Serves ambulatory persons in need due to age (over 60 years) or disability (those över 18 years)	Advance reservation, door-through- door	Dependent upon volunteer availability	Volunteer vehicles used	Ozaukee County and into surrounding counties - mainly Milwaukee County	No charge	5
	Nichols Medical	Private, for profit	Anyone for private pay, Title XIX recipients for medical trips	Advance reservation, door-to-door	Monday to Saturday, 24 hours a day	30 lift-equipped vans	Milwaukee Area including Ozaukee County	Distance-based for private pay, \$1.00 for Title XIX	200
	Portal Industries, Inc.	Private, non- profit	Program participants of Portal Industries, Inc.	Fixed-route	Monday through Friday: 7:30 a.m. to 9:00 a.m. and 2:30 p.m. and 4:30 p.m.	8 accessible vans	Ozaukee County	\$26.00 per month	110
	The Ranch Community Services, Inc.	Private, non- profit	Persons ages 21 years and older who are developmentally disabled and are program participants or residents of Ranch Community Services, Inc., residential facilities	Advance reservation, door-through- door; Fixed- route	Monday through Friday: 6:30 a.m. to 9:00 a.m. and 2:30 p.m. to 4:00 p.m. Advanced reservation, door-through-door: Seven days a week as needed	3 accessible buses and 14 accessible vans	Milwaukee, Ozaukee, Washington, and Waukesha Counties	\$5.00 per trip; Not denied if unable to pay	40
	Specialized Transportation Services	Private, for- profit	Anyone	Advance reservation, door-to-door	24 hours 7 days a week	5 lift-equipped vans	Ozaukee, Waukesha, Washington and Milwaukee Counties	Distance-based	50
	Transit Express, Inc.	Private, for profit	Persons eligible for Title 19	Advance reservation, door-through- door	7 days a week, 24 hours a day	N/A	Milwaukee and Waukesha Counties, and southern Ozaukee County	\$1.00	N/A

Note: N/A indicates information not available.

Source: SEWRPC.

Prior to the initiation of the countywide public taxicab system in 1998, the Ozaukee County Office on Aging Services operated a specialized transportation program that served travel by elderly and disabled County residents both within and outside the County. When the County replaced the in-county portion of the specialized transportation program with the countywide taxi system in 1998, the Office on Aging Services retained the portion of the former specialized transportation program serving out-of-county travel. The program currently provides transportation to elderly County residents age 60 and over and disabled persons for travel outside of Ozaukee County, primarily to destinations in Milwaukee County. The service is provided on weekdays on a door-through-door basis with a minimum 24-hour advance reservation and is used principally to provide access to medical services that are not available in Ozaukee County. A limited number of trips made by disabled persons

ANNUAL OPERATING EXPENSES, OPERATING REVENUES, AND OPERATING ASSISTANCE FOR THE CITY OF PORT WASHINGTON TRANSPORT TAXI SYSTEM: 2000

Characteristic	2000°
Service Provided	
Total Vehicle Miles	71,600
Total Vehicle Miles Total Vehicle Hours	6,100
Revenue Passengers	22,900
Costs, Revenues, and Assistance	
Operating Expenses	\$131,900
Passenger Revenues	37,100
Required Operating Assistance	94,800
Operating Expenses Passenger Revenues Required Operating Assistance Percent of Expenses Recovered through Revenues	28.1
Sources of Operating Assistance	
Federal	\$40,700
State	48,500
City	5,600
Total	\$94,800
Per Trip Data	
Operating Cost	\$5.76
Operating Cost Revenue	1.63
Total Operating Assistance	4.13
Local Operating Assistance	0.24

*Ridership and service data are actual. Financial data are estimates.

Source: Wisconsin Department of Transportation, City of Port Washington, and SEWRPC.

for work purposes are also served. Fares for the service are distance based and range from \$2.25 to \$7.00 per oneway trip. To provide the out-of-county service, the County contracts with the private company operating the countywide taxi service which draws upon the same vehicle fleet and uses the same operating facility to operate the specialized transportation service. Table 3-14 presents the annual service levels, ridership, and estimated operating expenditures for the Office on Aging Services out-of-county specialized transportation program in 2000.

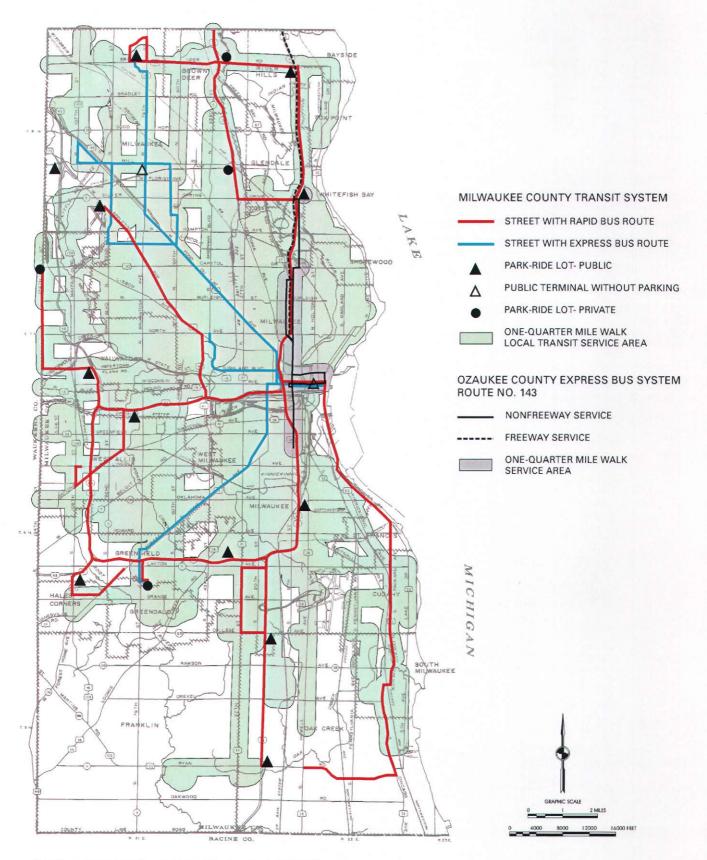
Most of the other available specialized transportation services identified in Table 3-12 are provided on demand, rather than on a fixed schedule, with eligibility for service usually limited to clientele of the sponsoring agency or organization.

SUMMARY

This chapter has presented pertinent information on the existing Ozaukee County Transit System, as well as on other major transit services provided in the study area during the year 2000. A summary of the most important findings concerning the transportation services is below.

1. The major supplier of local public transit in Ozaukee County is Ozaukee County Transit Services. The Ozaukee County Express Bus System has operated since August 1996, while Ozaukee County Shared-Ride Taxi began operation in January of 1998. Together, these transit services comprise the Ozaukee County transit system. The bus and taxi systems are operated by two private firms under contract to the County: Milwaukee Transport Services, Inc., the private management firm for the

Map 3-4 EXISTING PUBLIC TRANSIT SERVICE PROVIDED BY THE MILWAUKEE COUNTY TRANSIT SYSTEM: JUNE 2001



Source: Milwaukee County Transit System and SEWRPC.

ANNUAL OPERATING EXPENSES, OPERATING REVENUES, AND OPERATING ASSISTANCE FOR THE OZAUKEE COUNTY OFFICE ON AGING SERVICES OUT-OF-COUNTY SPECIALIZED TRANSPORTATION SERVICE: 2000

Characteristic	2000*
Service Provided	
Total Vehicle Miles	28,700
Total Vehicle Hours	700
Total Vehicle Hours	1,100
Costs, Revenues, and Assistance	
Operating Expenses	\$16,900
Passenger Revenues Required Operating Assistance	4,500
Required Operating Assistance	12,400
Percent of Expenses Recovered through Revenues	26.6
Sources of Operating Assistance	
Federal	
State	\$12,300
County	100
Total	\$12,400
Per Trip Data	
Operating Cost	\$15.36
Revenue	4.09
Total Operating Assistance	11.27
Local Operating Assistance	0.09

*Ridership and service data are actual. Financial data are estimates.

Source: Ozaukee County Office on Aging Services and SEWRPC.

Milwaukee County Transit System (MCTS) which is responsible for operation of Route No. 143; and G & G Enterprises of Wisconsin, Inc., which is responsible for the operation of both the shuttle services that connect with Route No. 143 and the countywide shared-ride taxi service. While the policy-making body is the Ozaukee County Transit Committee, the ultimate responsibility for review and approval of certain important matters, including the annual program budget, is that of the Ozaukee County Board of Supervisors.

- 2. As of June of 2001, fixed-route bus service was provided by the Ozaukee County Express Bus System over one express bus route, Route No. 143, and four scheduled fixed shuttle routes. Route No. 143 extended from central Ozaukee County through Milwaukee's CBD to the south side of the City of Milwaukee. The shuttle routes served as extensions of Route No. 143, providing service to and from employment concentrations in Ozaukee County. The bus and shuttle services were provided Sunday evening through Friday evening, with the majority of the service provided during the morning, afternoon, and evening peak times, using up to four buses for Route No. 143, and one bus and two vans for the shuttle routes. The base adult cash fare per one-way trip was \$2.00 for the bus, and \$.50 for shuttle services, with reduced fares charged to aged and disabled individuals.
- 3. Ridership of the Ozaukee County Express Bus System increased from about 12,600 passengers during the last five months of 1996 to a high of about 94,800 passengers during 1998. By 2000, ridership has decreased by about 15 percent to around 80,500 passengers. The changes in ridership from 1996 through 1998 may be attributed to growth in the new service while the ridership decreases in 1999 and 2000 were related to reductions in service. In 2000, average weekday ridership ranged from about 225 passengers per day in December to about 385 passengers per day in July, with an annual average of about 320 passengers. Observing average daily ridership per month from 1996 to 2000, peak use of the system typically occurred during the February-March-April and September-October-November periods.

- 4. The second component of the County's transit system, the Ozaukee County Taxi System, operates throughout the County while avoiding an overlap of service with Transport Taxi's service area in and around the City of Port Washington. The county service is available weekdays from 6:00 a.m. to 6:00 p.m., with the exception of Friday with service until 9:00 p.m. and weekends from approximately 8:00 a.m. to 6:00 p.m. on Saturday and to noon on Sunday. Door-to-door service is provided for the general public, and door-through-door service is provided for the disabled. Up to 13 vehicles are used to provide weekday service. The system functions with advanced reservations made through the dispatch office, located at the contract transit operator's facility in the City of West Bend, with maximum response times of 45 minutes in the southern, urban portion of the County and four hours in the rural townships of Belgium and Fredonia. Fares are based on passenger type and the number of fare zones crossed during the trip with adult cash fares ranging from \$2.00 to \$6.25 per one-way trip.
- 5. Ridership on the shared-ride taxi increased by 46 percent from 1998 to 1999, from around 24,000 to around 35,100 passenger trips, and by about 28 percent from 1999 to 2000, to about 45,000 passenger trips. Average weekday ridership has increased from about 90 trips in 1998 to about 130 trips in 1999 to about 170 trips in 2000. Average weekend ridership has also increased from less than 10 trips in January 1998 to about 50 trips at the end of 2000. Ridership on the taxi is highest during the winter months and lowest during the summer, similar to monthly ridership variations found on the bus system. The largest number of trips were made to and from the most populous urban areas of the County, mainly Mequon/Thiensville, Cedarburg/Grafton, and Port Washington.
- 6. From 1996 through 2000, Ozaukee County expended on an average annual basis a total of about \$976,400, or about \$11.31 per trip for operation of the bus and taxi services. Of this total amount, about \$183,600, or 19 percent, were recovered through farebox revenues. Federal and State funds amounted to about \$651,800, or about 67 percent of the total average annual expenditures. The local share amounted to about \$141,100, or about 14 percent of average operating costs. Funds provided by Ozaukee County averaged about \$111,700 per year and about \$1.32 per trip.
- 7. Other transit services available in the year 2001 for the general public that either operated within the study area or connected with the Ozaukee County Transit System outside the study area were also identified. The services included: the Transport Taxi System, a publicly funded shared-ride taxi system serving the City of Port Washington and surrounding area; the Milwaukee County Transit System which connected with the Ozaukee County Express Bus System in Milwaukee County; and various specialized transportation services, provided mainly for the aged and disabled.

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Chapter IV

PUBLIC TRANSIT SERVICE OBJECTIVES AND STANDARDS

INTRODUCTION

One of the critical steps in the preparation of a transit system development plan is the articulation of the objectives to be served by the transit system, together with the identification of supporting standards that can be used to measure the degree of attainment of the objectives. The objectives and standards provide the basis upon which the performance of existing transit services may be assessed; alternative service plans designed and evaluated; and recommendations prepared for the institution or improvement of service. The objectives formulated under this study are intended to represent the level of transit performance desired by Ozaukee County. Only if the objectives and standards clearly reflect the transit-related goals of the community will the recommended plan provide the desired level of service within the limits of available financial resources.

This chapter presents the public transit service objectives, principles, and standards formulated for the County's transit system development plan. The objectives and supporting standards were used in evaluating the existing transit system, and in the design and evaluation of alternative improvement plans. The objectives and supporting standards may also be used to guide in the design, operation, and review of County transit services after completion of the current planning effort.

OBJECTIVES

The transit service objectives, principles, and standards set forth in this chapter are intended to reflect the underlying values of the elected officials and residents of Ozaukee County. The task of formulating objectives, principles, and standards must, therefore, involve interested and knowledgeable public officials and private citizens representing a broad cross-section of interests in the community, as well as individuals familiar with the technical aspects of providing transit service. Accordingly, one of the important functions of the Ozaukee County Public Transit Planning Advisory Committee was to articulate transit service objectives, principles, and values of the members of the Committee, it is believed that a meaningful expression of the performance desired for the Ozaukee County transit system was obtained, and a relevant set of transit service objectives and supporting principles and standards was defined.

The specific objectives adopted envision a transit system that will effectively serve commuter travel between Ozaukee County and other counties, as well as local travel within Ozaukee County, while minimizing the costs entailed. More specifically, the following objectives were adopted by the Advisory Committee:

1. Public transit should be provided within Ozaukee County, and between the County and other Counties, to serve the travel needs of the County's transit-dependent population, County residents

who commute to their place of employment in Milwaukee County, and County employers in obtaining needed labor.

- 2. The public transit system should promote effective utilization of public transit services and provide for user convenience, comfort, and safety.
- 3. The public transit system should be economical and cost efficient, meeting all other objectives at the lowest possible cost.

PRINCIPLES AND STANDARDS

Complementing each of the foregoing transit service objectives is a planning principle and a set of service and design standards, as set forth in Table 4-1. The planning principle supports each objective by asserting its validity. Each set of standards is directly related to the transit service objective and serves several purposes, including: to facilitate quantitative application of the objectives in the evaluation of the existing transit system; to provide guidelines for the consideration of new or improved services; and to provide warrants for capital investment projects. The standards are intended to provide a relevant and important means of measuring the degree to which existing or proposed public transit services contribute to the attainment of each objective.

The performance evaluation of the existing transit system utilized in the current study included assessments of transit performance on a systemwide basis for the bus and taxi systems, as well as on an individual route or service basis for the bus system and by service area and service period for the taxi system. The service standards set forth in this chapter represent a comprehensive list from which specific performance standards and measures, as deemed appropriate, were drawn in conducting performance evaluations. A more complete description of the evaluation process is presented in Chapter V.

The service performance standards and the associated performance measures also reflect the recommendations of the Transit Advisory Council that was created in March 1996 by the Wisconsin Department of Transportation. Among the charges to the Council was the identification of appropriate transit system performance measures and standards. The Council recommended that six measures be used to assess the performance of Wisconsin transit systems including: operating ratio, or farebox recovery rate; operating expense per passenger; passengers per capita; passengers per revenue vehicle hour of service; operating expenses per revenue vehicle hour of service; and revenue vehicle hours of service per capita. All of these performance measures have been incorporated into the performance standards and measures included in Table 4-1. The performance standards in Table 4-1 can also provide guidance to the transit system in establishing the multi-year service and performance goals that are required for systems receiving State transit operating assistance.

OVERRIDING CONSIDERATIONS

The objectives, principles, and standards set forth in Table 4-1 were intended to be used to guide the evaluation of the performance of existing transit system and the design and evaluation of alternative service improvements. In the application of the objectives, principles, and standards, several overriding considerations must be recognized.

First, it must be recognized that an overall evaluation of the existing public transit services and the alternative service plans must be made on the basis of cost and revenue. Such an analysis may show the attainment of one or more standards to be beyond the economic capability of the community and, therefore, the standards cannot be met practically and must be either modified or eliminated.

Second, it must be recognized that a transit system is unlikely to fully meet all the standards, and that the extent to which each standard is met, exceeded, or violated must serve as the final measure of the ability of the system to achieve the objective that a given standard supports.

Table 4-1

PUBLIC TRANSIT SERVICE OBJECTIVES, PRINCIPLES, STANDARDS, AND PERFORMANCE MEASURES FOR THE OZAUKEE COUNTY TRANSIT SYSTEM

Objective	Principle	Standards	Performance Measure
Objective 1. Public transit should be provided within Ozaukee County, and between the Counties, to serve the travel needs of the County's transit- dependent population, County residents who commute to their place of employment in Milwaukee County, and County employers in obtaining needed labor.	Principle Public transit can provide an important means of mobility for all segments of the population, but particularly for persons residing in low- to middle-income households, the young and the aged, and disabled individuals. Transit service can also be important to the economy by providing access to job opportunities for unemployed and underemployed individuals who may not have access to an automobile. Transit services are most cost- efficient when serving areas that are fully developed to medium and high densities.	 Standards Service Design and Operating Standards - Total System 1. Rapid bus transit service should be provided in major travel corridors to connect major concentrations of urban development' within the County to employment, educational, and cultural centers, located principally in the Milwaukee central business district. 2. Express bus transit service should be provided in major travel corridors to connect major concentrations of urban development within the County with each other and with major trip generators in Milwaukee County including the Milwaukee central business district. 3. Local bus, local shuttle bus, and taxi transit services should be provided to connect rapid, express, and other local bus services with major employment and commercial centers and residential areas within contiguous areas of urban development in the County. 4. Local taxi transit service should be available within the County to connect residential areas with each other and with major trip generators and provide a means of local transportation for the County's resident population, particularly the portion that is transit-dependent. 5. The accessibility provided by the transit system should be adjusted to effectively serve the current land use pattern within the County by providing a higher degree of accessibility to areas of high- and medium-density development than to 	Performance Measure
		 areas of low-density development and to those areas that should be protected from development. Public transit service to major trip generators, employment centers, and concentrations of transit-dependent persons in the County should be maximized. 	 6a. For the taxi system, the number of people, jobs, and areas densely populated with transit-dependent persons within the taxi service area 6b. For the bus system, the number of people, jobs, and areas densely populated with transit-dependent persons within one-quarter mile walking distance of a bus stop or 15 minutes ride time on connecting bus and taxi transit services
		Service Performance Standards - Total System 1. The number of people served should be maximized, particularly that portion of the population that is transit- dependent or unemployed.	 1a. For the taxi system, population within the taxi service area 1b. For the bus system, population within one-quarter mile walking distance of a bus stop, five miles driving distance of a park-ride facility, or 15 minutes ride time on connecting transit
		2. The number of jobs served should be maximized.	 services 2a. For the taxi system, total employment within the taxi service area 2b. For the bus system, total employment within one- quarter mile walking distance of a bus stop or 15 minutes ride time on connecting bus and taxi transit services
 The public transit system should promote effective utilization of public transit services and provide for user convenience, comfort, and safety. 	The benefits of a public transit system are, to a large extent, greatly related to the degree it is used. The extent of such use, as measured by public transit ridership, is a function of the degree the transit facilities and services provide for user convenience, comfort, and safety.	 Service Design and Operating Standards -Taxi System Taxi service should be designed to provide adequate capacity to meet existing and potential demand. The maximum load factor for local taxi service should not exceed 1.0 person per seat at all times of operation. The minimum overall travel speed for a local taxi service should average 10 miles per hour. 	

Table 4-1 (continued)

Objective	Principle	Standards	Performance Measure
2. (continued)		3. The taxi system should provide a level of service commensurate with potential demand. Response time for taxi service should not exceed 45 minutes in urban areas and four hours in rural areas.	
		4. Taxi service should minimize the number of trip requests for which service must be denied. Service for subscription trips should be provided only to the extent that at least 50 percent of the capacity of the system remains available during peak periods for serving day-of-service trip requests.	
		5. Each taxi vehicle should be rehabilitated or replaced at the end of the normal service life. For automobiles and regular or accessible vans used in providing taxi service, normal service life should be considered to be four years or 100,000 vehicle- miles.	'
		Service Design and Operating Standards – Bus System 1. Bus routes should be direct in alignment, with minimum turns, and arranged to minimize duplication of service and unnecessary transfers, which would otherwise discourage transit use.	
		2. Fixed-route bus stops should be located and designed to minimize walking distance to and from major trip generators, and to facilitate connections with shuttle bus and other transit services where appropriate. Stops in urban areas should be located as follows:	
		 For rapid bus routes: at terminal areas and one-half mile or more apart on line-haul sections 	
		b. For express bus routes: at terminal areas, intersecting public transit routes, intersecting arterial streets, and major traffic generators	
		c. For local bus routes: 600 to 1200 feet (two to three blocks) apart	· · · · · · · · · · · · · · · · · · ·
		 d. For shuttle bus routes: as appropriate for the employment centers served 	
		3. Rapid and express bus service should be provided, where it is cost-effective, to reduce travel times for the longest trips made between component parts of the study area, and should be extended as needed to perform a collection-distribution function at the ends of the route.	· · ·
		 Local bus and shuttle bus services should be provided, where it is cost-effective, to link residential areas with major employment centers and commercial developments. 	
		5. Passenger loading areas should be clearly marked by easily recognized bus stop signs.	
		6. Bus services should provide for adequate service and vehicle capacity to meet existing and projected demand. The average maximum load factor, measured as the ratio of passengers to bus seats at that point on a route where passenger loads are highest, will not exceed the following during any one-hour period:	 Average maximum load factor by route for the weekday peak hour of service
		Average Maximum Load Factor	
		Service Type Peak Periods All Other Express/Rapid 1.00 1.00 Local/Shuttle 1.23 1.00	
		Local/Shuttle 1.33 1.00 7. Operating headways for fixed-route bus services should be capable of accommodating passenger demand at the recommended load standards but shall adhere to certain minimum levels:	
· · ·		<u>Minimum Headways (minutes)</u> Weekday Service Peak Off-peak Weekend Type Periods Periods Periods	
		Rapid 30	
		8. Bus service will be designed and operated so as to achieve the following minimum overall travel speeds by area based on average weekday conditions: Travel Speed (miles per hour)	
		Service Type Downtown Areas Other Areas Rapid 5-10 40-50 Express 5-10 20-30 Local/Shuttle 5-10 10-15 9. Consideration should be given to rehabilitating or replacing 10-115	
		each vehicle used by the bus system at the end of its normal service life, which shall be defined as follows:	

Table 4-1 (continued)

Objective	Principle	Standards	Performance Measure
2. (continued)		Normal Service LifeVehicle TypeLength (feet)YearsMileageHeavy-duty bus35 or more12500,000Heavy-duty bus25-3010350,000Medium-duty bus25-307200,000Light-duty bus25-305150,000Cars and Vans-4100,000	
		 Consideration will be given to providing passenger shelters of an attractive design at all bus stops where: 	
		a. The location has a boarding passenger volume of 50 or more passengers per day	
		 b. The location is a major passenger transfer point between bus routes 	
	r -	c. The location is in a wide open space where waiting patrons are unprotected from harsh weather conditions	
		 d. The location serves major facilities designed specifically for the use of, or is frequently used by, aged or disabled individuals 	
		 Sufficient off-street automobile parking should be provided at park-ride terminals to accommodate the total parking demand generated by patrons of rapid or express bus services and car-poolers. 	• •
		Service Performance Standards - Taxi System	
		 Ridership on the taxi system and the overall effectiveness of the service should be maximized. 	 1a. Total passengers 1b. Total passengers per capita 1c. Vehicle hours per capita 1d. Total passengers per vehicle
			mile 1e. Total passengers per vehicle hour
		2. Taxi service areas and service periods with substandard ridership and service effectiveness levels should be reviewed for potential service changes unless special circumstances warrant otherwise. [*] For this standard, levels shall be considered substandard if they are more than 20 percent	 2a. Total passengers per service area 2b. Total passengers per service request
		below the systemwide average for the type of service being provided.	 2c. Total passengers per vehicle mile 2d. Total passengers per vehicle hour 2e. Percent of weekday ridership carried on weekends and holidays
		3. The taxi system should be designed and operated to maximize adherence to the scheduled pick-up times of service and be "on-time" at least 90 percent of the time. On time is defined as schedule adherence for pick-up times within the range of 10 minutes early and 10 minutes late.	 Percent of scheduled taxi pick ups on time
		 Travel times for taxi patrons should be kept reasonable in comparison to travel times by automobiles for trips made between component parts of the County. 	 4a. Ratio of transit to automobile distance 4b. Ratio of transit to automobile travel time
		Service Performance Standards – Bus System	
		 Ridership on the bus system and the overall effectiveness of the service provided should be maximized. 	 Total passengers Total passengers per capita Revenue vehicle hours per capita Total passengers per revenue vehicle mile Total passengers per revenue vehicle hours
·		2. Bus routes with substandard ridership and service effectiveness levels should be reviewed for potential service changes unless special circumstances warrant otherwise. ⁸ For this standard, levels shall be considered substandard if they are more than 20 percent below the systemwide average for the type of service being provided.	vehicle hour 2a. Total passengers per route 2b. Total passengers per scheduled bus trip 2c. Total passengers per revenue vehicle mile 2d. Total passengers per revenue vehicle hour
		3. The system should be designed and operated to maximize	 Percent of weekday ridership carried on weekends Percent of scheduled bus trips on time
		schedule adherence and be "on-time" at least 90 percent of the time. On-time is defined as schedule adherence within the ranges of one minute early and three minutes late.	on time
		 Travel times for bus patrons should be kept reasonable in comparison to travel times by automobile for trips made between component parts of the service area. 	 4a. Ratio of transit to highway distance 4b. Ratio of transit to highway travel time

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Table 4-1 (continued)

Objective	Principle	Standards	Performance Measure
3. The transit system should be economical and cost effective, meeting all other objectives at the	The total resources of the County are limited, hence any investment in public transportation facilities and	Service Design and Operating Standards – Total System 1. The total operating and capital investment for bus and taxi services should be minimized and reflect efficient utilization of	
lowest possible cost.	expense of other public and private investments; therefore, total transit system costs should be minimized for the desired level of transit	resources. 2. The fare policies for the bus and taxi services should provide for premium fares for premium transit services, as well as special or discounted fares for priority population groups and frequent transit riders.	
	service and transit revenues should be maximized to maintain the financial stability	 Periodic increases in passenger fares should be considered to maintain the financial stability of the bus and taxi services when: 	
	of the system.	a. The farebox recovery rate for the service goes below the level determined to be acceptable by local officials.	
		b. Operating expenses per unit of service for the service have increased by 10 to 15 percent since fares were last raised.	
		c. Projected levels of Federal and State operating assistance funds would require an increase in projected local operating assistance levels above that determined to be acceptable by local officials.	
		Service Performance Standards – Total System	
		1. The operating expense per unit of service, the operating expense per passenger, and the total operating assistance per	1a. Total operating expense per vehicle mile
		passenger should be minimized for bus and taxi services. Annual increases in such costs should not exceed the average percentage increase experienced by comparable transit	1b. Total operating expense per vehicle hour
		systems.	1c. Total operating expense per passenger
			1d. Total operating assistance per passenger
		 Operating revenues generated from passenger fares, including private sources, should be maximized. 	 Percent of operating expenses recovered through passenger and other operating revenues, excluding public operating assistance
		 The total operating expense per passenger and total operating assistance per passenger, after passenger fares and private funds are considered, should be minimized for bus and taxi 	3a. Total operating expense per passenger
		services unless special circumstances warrant otherwise".	3b. Total operating assistance per passenger
		 Bus routes, and taxi service areas and service periods, with substandard cost effectiveness levels should be reviewed for service changes unless special circumstances warrant other 	4a. Total operating expense per boarding passenger
		wise. "For this standard, levels shall be considered as substandard when the operating cost or operating assistance	4b. Total operating assistance per boarding passenger
		per passenger or per passenger mile are more than 20 percent above, or the farebox recovery rate is more than 20 percent below, the systemwide average for the type of service being	4c. Total operating expense per passenger mile
		provided.	4d. Total operating assistance per passenger mile
			4e. Percent of total operating expenses recovered through passenger and other operating revenues, excluding public operating assistance

*The existing 1995 and new or proposed areas of urban development within the County are shown on Maps 2-4 and 2-6 of this report, respectively.

^{*}A reasonable period of time should be allowed for ridership to develop and stabilize before evaluating the performance of new transit services to determine if the service should be continued, modified, or eliminated. Generally, new transit services should achieve 30 percent of average performance levels for existing routes after six months of operation; 60 percent of average performance levels for existing routes after one year of operation; and 100 percent of average performance levels for existing routes after two years of operation.

Source: SEWRPC.

Third, it must be recognized that certain intangible factors, including the perceived value of the transit service to the community and its potential acceptance by the concerned elected officials, may influence the preparation and selection of a recommended plan. Inasmuch as transit service may be perceived as a valuable service within the community, the community may decide to initiate or retain such services regardless of performance or cost. Only if a considerable degree of such acceptance exists will service recommendations be implemented and their anticipated benefits realized.

Chapter V

EVALUATION OF THE EXISTING OZAUKEE COUNTY TRANSIT SYSTEM

INTRODUCTION

This chapter documents an evaluation of the existing public transit services within Ozaukee County based on the three transit service objectives and supporting standards set forth in Chapter IV of this report. Table 5-1 lists these objectives and summarizes the key standards that were used in the performance evaluation to determine whether the objectives were being met by the existing transit services. Only the information that was deemed most important for planning improved or new transit service or for understanding the achievement of objectives by the existing transit system is presented. Table 5-2 identifies the performance measures used to quantify the achievement of each standard and identifies whether the standard was used in the systemwide or subsystem performance evaluation of the transit system.

Not all of the standards listed under each objective were used in the evaluation process, since not all were deemed appropriate or necessary for evaluating the existing transit system. Table 5-3 lists the standards not used. Some standards not used were intended to serve as guidelines in the design of new and improved service. These standards will be used in the design of new and improved service later in this study. Other standards not used were intended to serve as warrants for providing equipment and facilities for the transit system. These standards will be used to the extent necessary in the development of a program of capital projects for the alternative and recommended plans later in the study. Still other standards were intended to be used in comparing the costs of alternative plans. These will be used in evaluating the alternative plans and transit service improvements considered in the following chapter.

The performance evaluation conducted for this study is not intended to be as comprehensive as the audit of transit system management and operations required under State administrative regulations for bus systems receiving State urban mass transit operating assistance funds. Such management performance audits are to be conducted at least once every five years by the Wisconsin Department of Transportation and address management structure and operating and service characteristics in greater detail. The performance data identified in this chapter will complement the State management performance audit and incorporate any significant findings pertaining to the planning and operation of transit services in Ozaukee County identified in the management performance audit report.

The following sections of this chapter present the findings of performance evaluations for both the County's taxi and bus systems. Each section presents evaluations of service to County land uses and population groups, utilization and quality of the existing services, and efficiency of the existing services. The findings of the evaluation were used to develop the recommended service improvements and transit system plans described in Chapter VI of this report.

STANDARDS USED IN THE PERFORMANCE EVALUATION OF THE EXISTING TRANSIT SYSTEM

	Objectives and Standards
	ve No. 1: Provide service within the County and between the County and other counties to provide access to
<u>major e</u>	employment centers
Servi	ce Design and Operating Standards – Total System
	Provide rapid bus service within major travel corridors to connect major concentrations of urban
	development in the County to the Milwaukee central business district
2.	Provide express transit service within major travel corridors to connect major concentrations of urban
	development in the County with each other and to the Milwaukee central business district
3.	Provide local transit service to connect other bus services with major employment and commercial centers
	and residential areas within contiguous areas of urban development in the County
4.	Provide local taxi transit service within the County to connect residential areas with each other and with
_	major trip generators and provide a means of local transportation for the County's resident population
5.	Maximize service to areas of high- and medium-density development
6.	Maximize service to major trip generators, employment centers, and concentrations of transit-dependent
Soni	persons ce Performance Standards – Total System
1.	Maximize the number of people served
2.	Maximize the number of jobs served
	ve No. 2: Promote use of the transit system and provide for user convenience, comfort, and safety
	ce Design and Operating Standards – Taxi System
1.	Provide adequate capacity to meet existing and potential demand
3.	Provide service within established response times
4.	Minimize the number of trip request denials
	ce Design and Operating Standards – Bus System
1. Sonui	Provide adequate capacity so as not to exceed recommended maximum load factors ce Performance Standards – Taxi System
1.	Maximize taxi system ridership
2.	Review service with substandard ridership and effectiveness levels
3. 4.	Achieve minimum acceptable schedule adherence Maintain reasonable travel times in comparison to travel times made by automobile
	ce Performance Standards – Bus System
	Maximize bus system ridership
1.	Review service with substandard ridership and effectiveness levels
3.	Achieve minimum acceptable schedule adherence
4.	Maintain reasonable travel times in comparison to travel times made by automobile
Obiecti	ve No. 3: Provide economical and efficient service
	ce Design and Operating Standards – Total System
00111	
Servi	ce Performance Standards – Total System
1.	Minimize operating expense per unit of transit service
2.	Maximize operating expense per unit of transit service Maximize percent of operating expenses recovered through operating revenue
3.	Minimize operating expenses and operating assistance per passenger
4.	Review bus and taxi services with substandard financial performance

Source: SEWRPC.

TAXI SYSTEM EVALUATION AND FINDINGS

Systemwide Performance Evaluation

Service to Existing Population, Employment, and Land Uses

Performance measures used to evaluate the County's existing taxi service provided to the County's population, employment, and land uses, included estimates of the total and transit-dependent population, job locations, and

APPLICATION OF SPECIFIC PERFORMANCE MEASURES IN THE PERFORMANCE EVALUATION PROCESS

	Ta	axi	Bus			
		Service Area/Time				
	Systemwide	Period Performance	Systemwide Performance	Route Performance		
Performance Measure by Objective	Performance Evaluation	Evaluation	Evaluation	Evaluation		
Objective No. 1: Provide service within the County and between the County	Lindution	Eruidulion				
and other counties to provide access to major employment centers		· · · ·				
1. Area served by rapid, express, and local bus service	·		x			
2. Area served by local taxi transit service	x	·				
3. Major trip generators, employment centers, and areas of new and		· · · · · · · · · · · · · · · · · · ·				
proposed development served	x					
4. Total employment served	x x		x			
5. Population served	Î x		x			
Objective No. 2: Promote use of the transit system and provide for user						
convenience, comfort, and safety						
1. Maximum load factors		x x		x x		
2. Response times	<u></u>	Î x				
3. Trip request denials		x				
4. Total passengers	x	x x	x	x		
5. Total passengers per scheduled bus trip			·	X		
6. Weekend ridership		X				
7. Total passengers per capita	l x		l x			
8. Vehicle hours per capita	x		Х			
9. Total passengers per vehicle mile	x	x	X	x		
10. Total passengers per vehicle hour	x	x	X	x		
11. Percent On-time performance		x		X		
12. Ratio of transit to highway distance		X		x		
13. Ratio of transit to highway travel time		x		X		
Objective No. 3: Provide economical and efficient service			· .			
1. Total operating expense per vehicle mile	X		X			
2. Total operating expense per vehicle hour	x		X			
3. Total operating expense per passenger	x x	x	X	X X		
4. Total operating assistance per passenger	x x	Î Â	x	X		
5. Farebox Recovery Rate	x x	x x	x	V V		

Source: SEWRPC.

major land use trip generators within the taxi system's service area. This evaluation was based on selected standards under Objective No. 1 including Service Design and Operating Standard Nos. 4, 5, and 6; and Taxi System Performance Standard Nos. 1 and 2.

The performance of the existing Ozaukee County Taxi System with respect to these measures is summarized in Table 5-4. The County taxi system provided coverage to all areas within Ozaukee County. Therefore, the entire population, job locations, new and proposed development, and major land use trip generators of the County were considered served by the taxi system.

With respect to employment, however, not all jobs within the County were completely served due to the current hours of operation of the taxi system. The current service hours, which are from 6:00 a.m. to 6:00 p.m. Monday through Thursday, 6:00 a.m. to 9:00 p.m. on Fridays, 8:30 a.m. to 6:00 p.m. on Saturdays, and 8:00 a.m. to 12:00 p.m. on Sundays, are convenient for most weekday first-shift starting and ending times. However, they do not serve the ending times of most second-shift jobs or the starting times of most third shift jobs on weekdays, nor do they serve all weekend work shifts, even if the job location is within the taxi system service area.

Systemwide Ridership and Financial Performance

The systemwide ridership and financial performance of the Ozaukee County Taxi System was evaluated by using the key measures of ridership performance specified under Objective No. 2, Taxi Service Performance Standard No. 1, and the key measures of financial performance specified under Objective No. 3, System Performance Standard Nos. 1 and 2. Trends in key performance measures were examined for the first three years of operation

STANDARDS NOT USED IN THE PERFORMANCE EVALUATION OF THE EXISTING TRANSIT SYSTEM

Objectives and Standards		1. A.
bjective No. 1: Provide service within the County and between the County and other counties to provide access t	to major employn	nent centers
		a ser a s
bjective No. 2: Promote use of the transit system and provide for user convenience, comfort, and safety		
Service Design and Operating Standards - Taxi System		
2. Provide service that meets or exceeds minimum travel speeds		
5. Replace public transit vehicles at the end of maximum service life for vehicles		
Service Design and Operating Standards – Bus System		
1. Provide routes with direct alignment and minimize duplication of service		
2. Provide stops meeting minimum stop spacing		
3. Provide rapid and express bus service to reduce long travel times, and extend such service to provide c	collection distribu	ition service
4. Provide local bus service to link residential areas with employment and commercial centers		
5. Mark clearly passenger loading areas with recognizable signs		
7. Provide service in accordance with policy headways		
8. Provide service that meets or exceeds minimum travel speeds		
9. Replace public transit vehicles at the end of maximum service life for vehicles		
10. Construct bus passenger shelters at major passenger loading areas		
11. Provide sufficient parking at park-ride terminals to accommodate demand		
Service Performance Standards – Taxi System		
Service Performance Standards – Bus System		
bjective No. 3: Provide economical and efficient service	an star such t	an an an the State
Service Design and Operating Standards - Total System		
1. Minimize total transit system operating and capital costs		
2. Provide premium fares for premium service and special or discounted fares for transit-dependent perso	ons and frequent	riders
3. Consider periodic increases in passenger fares	site site hoquoin	
Service Performance Standards – Total System		

Source: SEWRPC.

Table 5-4

TAXI SERVICE PROVIDED TO LAND USES AND POPULATION GROUPS IN OZAUKEE COUNTY BY THE OZAUKEE COUNTY TAXI SYSTEM: JUNE 2001

Performance Measure	Systemwide Perform Characteristics	
Population Served	100%	
Employment Served	100%	1. A.
New and Proposed Development Served		
Residential	100%	
Commercial and Industrial	100%	
Governmental and Institutional	100%	
Major Land Use Trip Generators Served		
Shopping Centers	100%	
Educational Centers	100%	
Medical Centers	100%	
Governmental and Public Institutional Centers	100%	
Major Employers	100%	
Transit-Dependent Population Trip Generators Served		
Facilities for the Aged	100%	
Facilities for the Disabled	100%	
Facilities for the Disabled Facilities for Low-Income Persons	100%	
Residential Concentrations of Transit-Dependent Population Groups Served	100%	

Source: SEWRPC.

from 1998 through 2000. The measures used to evaluate the ridership and financial performance of the County taxi system included:

- Annual revenue passengers
- Annual revenue passengers per vehicle-mile and per vehicle-hour
- Annual revenue passengers per capita
- Annual vehicle hours per capita
- Operating expense per vehicle-mile and per vehicle-hour
- Operating expense per revenue passenger
- Total public operating assistance per revenue passenger
- Farebox recovery rate

The observed performance levels of the Ozaukee County Taxi System for these measures were compared with the average performance levels of five other public taxi systems in the Southeastern Wisconsin Region including the Hartford City Taxi, the Port Washington Transport Taxi Service, the West Bend Taxi Service, the Whitewater Taxi System, and the Washington County Taxi. These other systems should not be considered a "peer group" for the Ozaukee County Taxi System. The characteristics of the taxi service provided by the County taxi system is most similar to those for the Washington County Taxi, which has similar service periods, fares, response times, and a service area that is countywide rather than focussed on a single municipality. The other four municipal public taxi systems in the Region principally provide local transit service within more densely developed service areas and, consequently, serve more trips. The Ozaukee County and Washington County taxi systems also both have much larger service areas than the other municipal taxi operations and serve passengers traveling a much longer distance to disabled riders, which increases the costs of service operation for the Ozaukee and Washington County taxi systems. The primary purpose for providing this comparison is to present information to local officials on how trends in ridership, service, and costs for the Ozaukee County Taxi System over the past three years compare to trends for the other public taxi systems in the area.

The ridership, service levels, and financial information for the Ozaukee County Taxi System and the other public taxi systems in the Region in 1998 and 2000 are summarized in Table 5-5. The ridership and financial information used was obtained from annual reports prepared by each transit system and submitted to the Wisconsin Department of Transportation for the years 1998 through 2000, and from unaudited financial information provided by each operator for 2000. The performance of the County taxi system and the other public taxi systems in the Region with respect to the above measures is summarized in Table 5-6. Based upon this information, the following conclusions were reached:

- 1. In terms of ridership and service, the average percentage increase in the annual ridership on the Ozaukee County Taxi System of about 36 percent between 1998 and 2000 is significantly more than the average of about eight percent observed for the five other public taxi systems in the Region. This ridership increase on the County taxi system largely reflects County residents becoming familiar with and beginning to use the new service. Significant ridership growth after the startup of a new transit service and during the first few years of service is typical for a new transit service. The observed increases in service levels of 14 percent in vehicle hours and 26 percent in vehicle miles occurred as the system added service in response to actual demand. As the rate of increase in ridership was greater than the rate service was increased, the service effectiveness levels of the County taxi system also increased somewhat from 1998 to 2000. By comparison, ridership and service effectiveness levels on three of the other five systems remained relatively stable or decreased over the period. The Washington County Taxi System, which also began operation in 1998, is still experiencing ridership growth similar to the Ozaukee County Taxi System. The City of West Bend Taxi Service has had steady ridership growth since beginning operation in 1993.
- 2. The trends for the Ozaukee County Taxi System for changes in costs per unit of transit service do not compare favorably with recent trends for the other taxi systems in the Region from 1998 through 2000.

KEY INDICATORS OF RIDERSHIP AND FINANCIAL PERFORMANCE FOR THE OZAUKEE COUNTY TAXI SYSTEM AND THE OTHER PUBLIC TAXI SYSTEMS IN SOUTHEASTERN WISCONSIN: 1998 AND 2000

				998 Operating Dat	a'		
				Other Public T	axi Systems in	1	
				Southeaster	n Wisconsin		
Performance Data and Measures	Ozaukee County Taxi	Hartford City Taxi	Port Washington Transport Taxi Service	West Bend Taxi Service	Whitewater Taxi	Washington County Taxi	Average
Primary Service Area	Ozaukee	City of	City of Port	City of West	City of	Washington	
Community	County	Hartford	Washington	Bend	Whitewater	County	· .
Population	80,100	9,600	10,300	28,300	10,800	112,300	34,300
Annual Ridership							1. A.
Revenue Passengers	24,000	21,400	24,300	112,900	27,300	22,200	41,600
Annual Service Levels]
Vehicle Miles	406,200	46,500	83,400	375,800	77,000	452,000	206,900
Vehicle Hours	25,600	4,700	5,900	27,900	8,300	22,400	13,800
Annual Service Operating Costs						100 A	
Total Operation Expenses	\$377,700	\$120,000	\$115,000	\$485,700	\$144,600	\$473,800	\$267,800
Total Passenger Revenues	57,900	29,700	35,100	158,900	41,500	56,500	64,300
Total Operating Assistance	319,800	90,300	79,900	326,800	103,100	417,300	203,500
Service Effectiveness							
Passengers per Vehicle Mile	0.06	0.46	0.29	0.30	0.35	0.05	0.20
Passengers per Vehicle Hour	0.9	4.6	4.1	4.0	3.3	1.0	3.0
Passengers per Capita	0.3	2.2	2.4	4.0	2.5	0.2	1.2
Vehicle Hours per Capita	0.3	0.5	0.6	1.0	0.8	0.2	0.4
Vehicle Miles per Passenger Trip	16.9	2.2	3.4	3.3	2.8	20.4	5.0
Service Efficiency				A Contract of the second	and the second	A second provide	1. S.
Operating Expense per Vehicle Mile	\$0.93	\$2.58	\$1.38	\$1.29	\$1.88	\$1.05	\$1.29
Operating Expense per Vehicle Hour	14.75	25.53	19.49	17.41	17.42	21.15	19.41
Cost Effectiveness					100 C	1. C	
Operating Expense per Passenger	\$15.74	\$5.61	\$4.73	\$4.30	\$5.30	\$21.34	\$6.44
Operating Revenue per Passenger	\$2.41	\$1.39	\$1.44	\$1.41	\$1.52	\$2.54	\$1.55
Operating Assistance per Passenger	\$13.33	\$4.22	\$3.29	\$2.89	\$3.78	\$18.80	\$4.89
Farebox Recovery Rate	15%	25%	31%	33%	29%	12%	24%

			2	000 Operating Dat			
			and the second s		axi Systems in n Wisconsin	a di berta di seconda d	
		the second	Port Washington			e e esta ^{de}	
2	Ozaukee	Hartford City	Transport Taxi	West Bend	Whitewater	Washington	
Performance Data and Measures	County Taxi	Taxi	Service	Taxi Service	Taxi	County Taxi	Average
Primary Service Area	Ozaukee	City of	City of Port	City of West	City of	Washington	1
Community	County	Hartford	Washington	Bend	Whitewater	County	
Population	82,300	10,900	10,500	28,200	12,600	117,500	35,900
Annual Ridership			1	1	and the second second	1997 - 1997 - 1997 - 1997 - 1997 - 1997 - 1997 - 1997 - 1997 - 1997 - 1997 - 1997 - 1997 - 1997 - 1997 - 1997 -	
Revenue Passengers	44,200	20,000	22,900	133,300	19,900	45,000	48,200
Annual Service Levels							·
Vehicle Miles	646,700	43,800	71,600	428,500	63,000	682,200	257,800
Vehicle Hours	33,400	4,700	6,100	35,600	7,200	40,000	18,700
Annual Service Operating Costs					1	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	
Total Operation Expenses	\$691,000	\$128,500	\$132,600	\$656,500	\$166,900	\$637,800	\$344,500
Total Passenger Revenues	120,900	33,100	41,400	182,900	38,100	109,800	81,100
Total Operating Assistance	570,100	95,400	91,200	473,600	128,800	528,000	263,400
Service Effectiveness						And the second second	
Passengers per Vehicle Mile	0.07	0.46	0.32	0.31	0.32	0.07	0.19
Passengers per Vehicle Hour	1.3	4.3	3.8	3.7	2.8	1.1	2.6
Passengers per Capita	0.5	1.8	2.2	4.7	1.6	0.4	1.3
Vehicle Hours per Capita	0.4	0.4	0.6	1.3	0.6	0.3	0.5
Vehicle Miles per Passenger Trip	14.6	2.2	3.1	3.2	3.2	15.2	5.3
Service Efficiency					and the second	A REAL PROPERTY OF	e a la factoria
Operating Expense per Vehicle Mile	\$1.07	\$2.93	\$1.85	\$1.53	\$2.65	\$0.93	\$1.34
Operating Expense per Vehicle Hour	20.69	27.34	21.74	18.44	23.18	15.95	18.42
Cost Effectiveness							1.1.1
Operating Expense per Passenger	\$15.63	\$6.43	\$5.79	\$4.92	\$8.39	\$14,17	\$7.15
Operating Revenue per Passenger	\$2.73	\$1.66	\$1.81	\$1.37	\$1.92	\$2.44	\$1.69
Operating Assistance per Passenger	\$12.90	\$4.77	\$3.98	\$3.55	\$6.47	\$11.73	\$5.46
Farebox Recovery Rate	17%	26%	31%	28%	23%	17%	24%

*Based on ridership, service, and financial data obtained from annual reports submitted by each transit system to the Wisconsin Department of Transportation. 2000 financial data is based on year-end, unaudited data provided by each transit system.

Source: SEWRPC.

COMPARISON OF KEY INDICATORS OF RIDERSHIP AND FINANCIAL PERFORMANCE OF THE OZAUKEE COUNTY TAXI SYSTEM AND THE OTHER URBAN BUS SYSTEMS IN SOUTHEASTERN WISCONSIN: 1998 AND 2000

and the second	Operating Data"								
	0;	zaukee County T		Total/Average for Other Taxi Systems in Southeastern Wisconsin [®]					
Performance Measure	1998	2000	Average Annual Percent Change	1998	2000	Average Annual Percent Change			
Annual Ridership				44,000	40 000	7.0			
Revenue Passengers	24,000	44,200	35.7	41,600	48,200	7.6			
Annual Service Levels Vehicle Miles Vehicle Hours	406,200 25,600	646,700 33,400	26.2 14.2	206,900 13,800	257,800 18,700	11.6 16.4			
Service Effectiveness	20,000	00,400							
Passengers per Vehicle Mile	0.06	0.07	7.6	0.20	0.19	-3.6			
Passengers per Vehicle Hour	0.9	1.3	18.8	3.0	2.6	-7.5			
Passengers per Capita	0.3	0.5	33.9	1.2	1.3	5.2			
Vehicle Hours per Capita	0.3	0.4	12.7	0.4	0.5	13.8			
Vehicle Miles per Passenger Trip	16.9	14.6	-7.0	5.0	5.3	3.7			
Annual Service Operating Costs				and a second second					
Total Operating Expenses	\$377,700	\$691,000	35.3	\$267,800	\$344,500	13.4			
Total Passenger Revenues	57,900	120,900	44.5	64,300	81,100	12.3			
Total Operating Assistance	319,800	570,100	33.5	203,500	263,400	13.8			
Service Efficiency									
Operating Expense per Vehicle Mile	\$0.93	\$1.07	7.2	\$1.29	\$1.34	1.6			
Operating Expense per Vehicle Hour	14.75	20.69	18.4	19.41	18.42	-2.6			
Cost Effectiveness		20.00	1						
Operating Expense per Passenger	\$15.74	\$15.63	-0.3	\$6.44	\$7.15	5.4			
Total Operating Assistance per Passenger	\$13.33	\$12.90	-1.6	\$4.89	\$5.46	5.7			
Farebox Recovery Rate	15%	17%	6.8	24%	24%	-1.0			

* Based on ridership, service, and financial data obtained from annual reports submitted by each transit system to the Wisconsin Department of Transportation. 2000 financial data is based on year-end, unaudited data provided by each transit system.

*The other taxi systems are identified in Table 5-5.

Source: SEWRPC.

Operating expenses per vehicle-mile and per vehicle-hour for the County taxi system increased by between 7 and 18 percent between 1998 and 2000, while changes for the other taxi systems ranged from a 3 percent decrease to a 2 percent increase. Changes in operating costs and total operating assistance per passenger for the County taxi system are better than observed for the other systems. The total cost and assistance per revenue passenger for the County taxi system decreased slightly, by less than two percent, over the period compared with an average increase of between five and six percent on the other taxi systems. If the figures for the Washington County Taxi System are removed from the analysis, the increases in total cost and assistance per revenue passenger for the other systems are much higher.

3. Total operating costs and assistance per passenger trip for the Ozaukee County Taxi System are much higher than the average for the other taxi systems. The per-trip costs and subsidy for the County taxi service were similar to those observed for the Washington County Taxi System. A significant factor contributing to the high per trip costs for the Ozaukee and Washington County taxi systems is the length of trips that are served by both systems. As passenger mile data is not available for all of the taxi systems examined, the ratio of vehicle miles provided per passenger trip was calculated and compared among systems. The Ozaukee County Taxi system provides about 3 times more vehicle miles per passenger trip than the average for the other taxi systems due to the long trips served. The long trips limit the number of passenger trips that one taxi vehicle can serve during a driver's workshift, as well as trip sharing by passengers. This requires more taxi vehicles to be in operation for the County system than for a small municipal system.

4. The farebox recovery rate for the Ozaukee County Taxi System increased by about seven percent annually over the period, compared with an average decrease of about one percent annually on the other taxi systems. The change for the County taxi system may be attributed primarily to ridership growth, as the taxi fares have remained virtually unchanged over the period to stimulate ridership. The farebox recovery rate for the County taxi system in 2000 of about 18 percent, however, was below the rate of about 24 percent observed on the other taxi systems.

Service Area/Time Period Performance Evaluation

Weekday and Weekend Ridership and Financial Performance by Service Area

The ridership and financial performance of the Ozaukee County Taxi System was also evaluated for weekday and weekend service within the urban and rural service areas used for scheduling trip requests. The basis for this evaluation was the measures specified under Objective No. 2, Taxi Service Performance Standards Nos. 1 and 2; and under Objective No. 3, Service Performance Standard No. 2, 3, and 4. The measures used to evaluate the ridership, design, and financial performance of the taxi system included:

- Total passengers per service area
- Total passengers per vehicle mile
- Total passengers per vehicle hour
- Percent of weekday ridership carried on weekends
- Total operating expense per passenger
- Total operating assistance per boarding passenger
- Percent of total operating expenses recovered through revenues

These performance measures were estimated for weekdays and weekends and for the urban and rural taxi service areas using data for the week of April 1, 2001 and are shown in Tables 5-7 and 5-8. The ridership for this weeklong sample was found to be representative of an average week during the first six months of 2001 with the exception of the number of Friday evening passengers, which was about one-half of the average Friday evening passengers found for the first six months of 2001. The daily ridership data for the County taxi system also showed no pronounced daily peak in ridership, but fairly consistent ridership levels from 7:00 a.m. to 5:00 p.m. The designated service areas of urban and rural are based on the same areas used for the taxi system's response times in scheduling service as shown on Map 3-2. The following observations were made based on this information:

- 1. The vast majority, about 94 percent, of the trips on the County taxi system during the week examined were made in the urban portion of the County. This is as expected since the urban service area, consisting largely of the southern two-thirds of the County, had the majority of the County's population and most of the major land uses.
- 2. With only about 6 percent of the trips on the County taxi system made in the rural service area, the service and cost effectiveness of the rural service was well below that of the urban service. Passengers per vehicle mile and per vehicle hour on the rural service was only about one-half to two-thirds of the levels observed on the urban service. The operating cost and assistance per passenger on the rural service was about 60 percent above the levels observed on the urban service. The farebox recovery rate for the rural service was also about 25 percent below the levels observed on the urban service. These differences can be attributed largely to the widely dispersed trip ends in the rural area that make combining trips into shared rides more difficult than in the urban service area and increase the cost of serving the rural area. Ways to combine more of the taxi trips in the rural areas should be explored to improve the service performance.
- 3. Weekend taxi service was also somewhat less effective and less efficient than average weekday taxi service. For the week examined, the weekend service had passengers per vehicle mile and per vehicle hour that were about 12 percent below the average weekday level; operating cost and assistance per passenger that were about 12 to 16 percent above the average weekday level; and a farebox recovery

지수는 일종을 가슴다가 물건가 가는 것같아.	Service Area		Total	Minimum Acceptable
Characteristic	Urban	Rural	Service Area	Performance Level
Passengers	e di se di tere			
Weekday				
Total	865	54	919	
Average	173	11	184	. .
Weekend		ļ		
Friday Evening	3		3	
Saturday	34	3	37	~ ~
Sunday	13	1	14	
Weekend Total	50	4	54	·
Total Passengers for Week Observed	915	58	973	- ¹ -
Weekend Passengers as a Percent of Average				
Weekday Passengers	29	37	29	
Passengers Per Vehicle Mile			1987 - 1987 - 1987 - 1987 - 1987 - 1987 - 1987 - 1987 - 1987 - 1987 - 1987 - 1987 - 1987 - 1987 - 1987 - 1987 -	
Weekday	0.09	0.04	0.08	
Weekend				
Friday Evening	0.12		0.12	
Saturday	0.09	0.04	0.08	
Sunday	0.05	0.07	0.05	
Weekend Average	0.08	0.04	0.07	
Average for Week Observed	0.09	0.04	0.08	0.06
Passengers Per Vehicle Hour				a tha an tha a tha an
Weekday	1.8	1.1	1.7	
Weekend		· · · ·		1
Friday Evening	1.0		1.0	
Saturday	1.7	1.0	1.6	
Sunday	1.4	2.0	1.4	
Weekend Average	1.5	1.1	1.5	
Average for Week Observed	1.7	1.1	1.7	1.3

RIDERSHIP AND SERVICE EFFECTIVENESS MEASURES FOR THE OZAUKEE COUNTY TAXI SYSTEM BY SERVICE AREA: WEEK OF APRIL 1-7, 2001

Source: Ozaukee County Transit Services, G&G Enterprises of Wisconsin, Inc., and SEWRPC.

rate that was about 12 percent below the average weekday level. While below the weekday average, these observed weekend levels were above the minimum performance levels and significant changes to the weekend taxi service does not appear to be warranted.

On-time Performance

The provision of reliable and on-time transit service is important in attracting and retaining transit riders. While taxi service by its demand-responsive nature should be extremely convenient to use, its use can be discouraged if taxi vehicles arrive well before or after the scheduled pick-up time. Under this study, "on time" for taxi service was defined as adherence to scheduled passenger pick-up times within the range of up to 10 minutes early and 10 minutes late under Objective No. 2, Taxi Service Performance Standard No. 3. To obtain a measure of schedule adherence on the Ozaukee County Taxi System, Commission staff used the driver logs maintained by the taxi operator for the week of April 1 through 7, 2001. A 50 percent sample of the scheduled trip requests was reviewed for compliance with the on-time standard by comparing the original scheduled pick-up time with the actual time noted by the taxi driver. The on-time performance data collected is summarized in Table 5-9.

		2 - 2 - 2 - 2 - 2 - 2 - 2 - 2 - 2 - 2 -	<u>- 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1</u>	and the second sec
	Service Area		Total	
Characteristic	Urban	Rural	Service Area	Minimum Acceptable Performance Level
Operating Cost Per Passenger				
Weekday	\$15.31	\$24.21	\$15.83	
Weekend				
Friday Evening	26.82		26.82	· · · ·
Saturday	15.67	26.96	16.59	
Sunday	19.77	13.35	19.31	
Weekend Average	17.41	23.56	17.86	
Average for Week Observed	16.37	25.79	16.94	\$20.33
Operating Assistance Per Passenger				
Weekday	\$12.60	\$20.75	\$13.08	and the second sec
Weekend				
Friday Evening	23.74		23.74	
Saturday	13.23	23.12	14.03	
Sunday	16.83	9.85	16.33	Toward I
Weekend Average	14.80	19.81	15.17	
Average for Week Observed	13.69	22.31	14.19	\$17.03
Percent of Expenses Recovered Through Revenues	-			
Weekday	18	14	17	
Weekend				A A A A A A A A A A A A A A A A A A A
Friday Evening	11		11	l i su 🔆 i su i
Saturday	16	14	15	
Sunday	15	26	15	
Weekend Average	15	16	15	
Average for Week Observed	16	14	16	13

COST EFFECTIVENESS MEASURES FOR THE OZAUKEE COUNTY TAXI SYSTEM BY SERVICE AREA: WEEK OF APRIL 1-7, 2001

Source: Ozaukee County Transit Services, G&G Enterprises of Wisconsin, Inc., and SEWRPC.

Based on this information, the taxi service was determined to be on time for about 79 percent of the scheduled trip requests countywide. The on-time performance varied somewhat between the urban and rural service areas, with about 80 percent of the trips being on-time in the urban service area and about 74 percent trips being on-time in the rural service area. The observed on-time performance in each case was below the specified performance level of 90 percent on-time set forth in the objectives and standards. The taxi operator should more closely monitor the on-time performance of its drivers in an effort to provide more timely service. The observed performance for the County taxi is, however, comparable to the on-time performance observed on other small urban bus systems in the Region. No data is available on the on-time performance of the other shared-ride taxi systems in the Region.

Directness of Travel via Taxi Service

The directness of travel by transit can impact the ability of the service to attract users. In order to measure the directness of travel for the service provided by Ozaukee County Taxi System, the over-the-road distance and travel time for travel by transit and by automobile between selected locations within the transit service area were compared. The taxi data used for this comparison were based on travel times and distances identified for selected taxi trips in the taxi driver trip logs for April 4, 2001. The automobile data were based on travel times and distances measured by Commission staff in driving between the taxi trip origin and destination over the automobile travel route with the lowest travel time. Table 5-10 presents the comparison of automobile and taxi travel data.

	С	ne-Way Taxi 1	rips	Adherence to Scheduled Pick-up Times							
		Number of		On-T	me*	Early Dep	partures	Late Dep	Late Departures		
Time Period	Total	Trips Checked	of Trips Checked	Number	Percent	Number	Percent	Number	Percent		
Urban		and the second				· · · ·	1	1. 1. 1. 1. 1.			
Weekday	865	397	45.9	309	77.8	22	5.5	66	16.6		
Friday Evening	3	3	100.0	3	100.0	0	0.0	Ö	0.0		
Saturday	34	31	91.2	28	90.3	1	3.2	2	6.5		
Sunday	13	13	100.0	13	100.0	0	0.0	0	0.0		
Subtotal	915	444	48.5	353	79.5	23	5.2	68	15.3		
Rural	e e 11						and a set	199 ¹¹			
Weekday	54	32	59.3	23	72.0			9	28.1		
Friday Evening					·				41		
Saturday	3	2	66.7	2	100.0		<u> </u>				
Sunday	1	1	100.0	1	100.0				·		
Subtotal	58	35	60.3	26	74.3		<u></u> - / 1	9	25.7		
Total	973	479	49.2	379	79.1	23	4.8	77	16.1		

ON-TIME PERFORMANCE OF THE OZAUKEE COUNTY TAXI SYSTEM: APRIL 1-7, 2001

* "On Time" for taxi service was defined as adherence to scheduled passenger pick-up times within the range of up to 10 minutes early and 10 minutes late.

Source: G&G Enterprises of Wisconsin, Inc. and SEWRPC.

Based on the information reviewed, travel by taxi was found to be almost as direct as travel by automobile for most of the trips sampled with the countywide average ratio of transit to automobile distance found to be about 1.3 and the average ratio of transit to automobile travel time was found to be about 1.5. There does not appear to be significant differences in performance between taxi trips made in the urban or rural service areas.

Compliance with Passenger Loading Standards

Taxi Service Performance Standard No. 6 of Objective No. 2 calls for providing service with adequate capacity so that maximum passenger load factors do not exceed 1.00 passenger per seat at all times. The maximum load factor provides a measure of the quality of taxi service and indicates that taxi vehicles may not carry passenger loads that exceed the seated capacity of the vehicle. The performance of the County taxi system against this standard was measured by reviewing passenger data indicated in the driver logs for April 4, 2001 and calculating the maximum passenger loads for each vehicle. The maximum passenger load factors calculated from the driver log data are presented in Table 5-11. The average load factor for the taxi system for the day examined of 0.34 indicates there are no problems with overloaded vehicles on the taxi system.

Response Time and Denial of Service

Taxi Service Design and Operating Standard No. 3 under Objective No. 2 specifies maximum response times for the urban and rural taxi service areas that are to be adhered to in scheduling trip requests: 45 minutes in the urban service area and four hours in the rural service area. The absolute measurement of this standard is not possible as data is not collected by the taxi operator that can be used to measure if the actual pick-up times for service requests fall within the specified maximum response times. The performance against this standard was, therefore, measured indirectly using passenger complaints for untimely service. Only two complaints on these issues were found in the complaints received for the County taxi service between July 1, 2000 and June 30, 2001. This indicates no major problems with response time on the taxi system.

Taxi Service Design and Operating Standard No. 4 under Objective No. 2 specifies that denial of service for trip requests should be minimized and that service for recurring, prescheduled daily trips—subscription service— should be kept to under 50 percent of the peak period capacity of the taxi system. County staff has indicated that users are never totally denied service but that there are times when service cannot be scheduled for the exact time requested by patrons. When this occurs, a different time of the service is offered and typically accepted by

TRANSIT TO AUTOMOBILE DISTANCES AND TIMES FOR SELECTED TRIPS SERVED BY THE OZAUKEE COUNTY TAXI SYSTEM: APRIL 4, 2001

						One-Way	Travel Distance (mile:	s) '
Service Area	Shared Ride	Morning/ Afternoon	Taxi Trip Origin	Taxi Trip Destination	Transit	Automobile	Difference (transit to automobile)	Ratio (transit to automobile
Urban	Yes	Morning	N. Milwaukee Street and Woodruff Street, Port Washington	420 10 th Avenue, Grafton	10.0	7.8	2.2	1.28
	Yes	Morning	S. Main Street and Linden Street, Saukville	W62 N244 Washington Avenue, Cedarburg	13.0	7.6	5.4	1.72
	No	Morning	Sunset Drive and West Port Drive, Port Washington	5555 W. Highland Road, Mequon	12.0	12.4	-0.4	0.97
	No	Morning	N. Emily Lane and Dorothy Place, Mequon	1193 Lakefield Road, Grafton	4.0	3.6	0.4	1.11
	No	Afternoon	N54 N6135 Mill Street, Cedarburg	E. Whitefish Road and Lakeview Avenue, Port Washington	12.0	10.7	1.3	1.12
	No	Afternoon	Meadow Brook Court and Green Bay Road, Grafton	13111 N. Port Washington Road, Mequon	7.0	3.5	3.5	2.00
	Yes	Afternoon	1300 Mequon Road, Mequon	N. River Road and Heidel Road, Mequon	5.0	3.6	1.4	1.39
	No	Afternoon	7269 Hwy 60, Cedarburg	3 rd Avenue and Spring Street, Grafton	2.2	1.7	0.5	1.29
	Yes	Afternoon	166 N. Green Bay Road, Thiensville	W. Chestnut Street and Division Street, Port Washington	20.0	16.6	3.4	1.20
	No	Afternoon	1407 W. Grand, Port Washington	E. Green Bay Road and Mill Street, Saukville	2.0	2.5	-0.5	0.80
	Average				8.7	7.0	1.7	1.29
Rural	No	Morning	688 Silver Beach, Belgium	401 Highland, Fredonia	8.0	9.0	-1.0	0.89
	Yes	Afternoon	12800 N. Lake Shore Drive, Mequon	Pheasant Lane and Partridge Lane, Fredonia	31.0	17.2	13.8	1.80
	No	Afternoon	655 Park, Belgium	Dixie Road and Six Mile Road, Port Washington	4.0	4.1	-0.1	0.98
	Average				14.3	10.1	4.2	1.22
County- wide				4	10.0	7.7	2.3	1.27

					1	One-Way	/ Travel Time (minutes).
Service Area	Shared Ride	Morning/ Afternoon	Taxi Trip Origin	Taxi Trip Destination	Transit	Automobile	Difference (transit to automobile)	Ratio (transit to automobile)
Urban	Yes	Morning	N. Milwaukee Street and Woodruff Street, Port Washington	420 10 [™] Avenue, Grafton	20	14	6	1.43
	Yes	Morning	S. Main Street and Linden Street, Saukville	W62 N244 Washington Avenue, Cedarburg	22	22	0	1.00
	No	Morning	Sunset Drive and West Port Drive, Port Washington	5555 W. Highland Road, Mequon	16	16	0	1.00
	No	Morning	N. Emily Lane and Dorothy Place, Mequon	1193 Lakefield Road, Grafton	11	7	4	1.57
	No	Afternoon	N54 N6135 Mill Street, Cedarburg	E. Whitefish Road and Lakeview Avenue, Port Washington	22	24	-2	0.92
	No	Afternoon	Meadow Brook Court and Green Bay Road, Grafton	13111 N. Port Washington Road, Mequon	11	12	1	0.92
	Yes	Afternoon	1300 Mequon Road, Mequon	N. River Road and Heidel Road, Mequon	17	9	8	1.89
	No	Afternoon	7269 Hwy 60, Cedarburg	3 rd Avenue and Spring Street, Grafton	5	3	2	1.67
	Yes	Afternoon	166 N. Green Bay Road, Thiensville	W. Chestnut Street and Division Street, Port Washington	50	24	26	2.08
	No	Afternoon	1407 W. Grand, Port Washington	E. Green Bay Road and Mill Street, Saukville	18	8	10	2.25
	Average				19	14	5	1.47
Rural	No	Morning	688 Silver Beach, Belgium	401 Highland, j. Fredonia	15	14	1	1.07
	Yes	Afternoon	12800 N. Lake Shore Drive, Mequon	Phoasant Lane and Partridge Lane, Fredonia	45	21	24	2.14
	No	Afternoon	655 Park, Belgium	Dixie Road and Six Mile Road, Port Washington	9	9	0	1.00
	Average				23	15	8	1.40
County- wide				· · ·	20	14	6	1.46

Source: Ozaukee County Transit Services, G&G Enterprises of Wisconsin, Inc., and SEWRPC.

MAXIMUM LOAD FACTORS FOR THE OZAUKEE COUNTY TAXI SYSTEM: APRIL 4, 2001

Time Period	Maximum Load Factor
6:00 a.m. to 9:00 a.m.	0.36
9:00 a.m. to 12:00 p.m	0.24
12:00 p.m. to 3:00 p.m	0.35
3:00 p.m. to 6:00 p.m.	0.40
Average	0.34

Source: Ozaukee County Transit Services, G&G Enterprises of Wisconsin, Inc., and SEWRPC.

patrons. When this occurs, a different time for the service is offered and typically accepted by the taxi patron. No records are kept to allow tracking of the initial pick-up times versus the final time accepted in such cases. The current level of prescheduled trips, however, may indicate a potential problem based on the review of the driver logs for April 4, 2001. It was found that about two-thirds of all taxi trips, including about two-thirds in the urban service area and one-half in the rural service area, were prescheduled trips. This may indicate that the County should consider putting additional taxi vehicles in service during weekday daytime hours to accommodate those patrons with same day service requests.

BUS SYSTEM EVALUATION AND FINDINGS

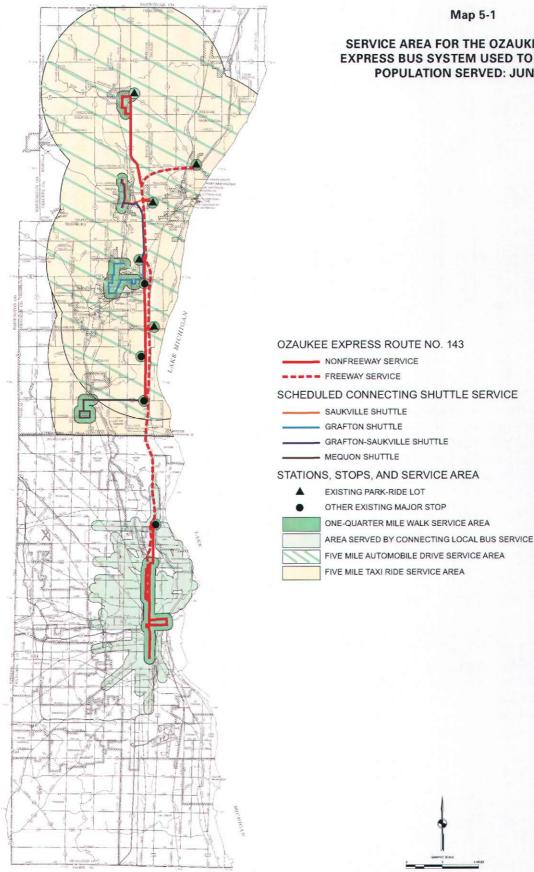
Systemwide Performance Evaluation

Service to Existing Population, Employment, and Land Uses

Performance measures used to evaluate the County's existing bus service provided to Ozaukee County's population, employment, and land uses included estimates of the total and transit-dependent population, jobs, and major land use trip generators within the bus system's service area. This evaluation was based on selected standards under Objective No. 1 including Service Design and Operating Standard Nos. 1, 2, 3, 5, and 6 and Service Performance Standard Nos. 1 and 2. To meet these standards, the service area coverage should include the principal concentrations of population, employment, and major transit trip generators within the County, as identified in Chapter II. The bus system should also serve the job concentrations in the Milwaukee Central Business District (CBD) to facilitate Ozaukee County residents commuting to jobs in Milwaukee County residents commuting to jobs in Ozaukee County.

The service area coverage used in determining the population served by the County transit system is shown on Map 5-1. The area included is located within a one-quarter mile walking distance of a route, a five-mile automobile driving distance of a park-ride lot, or an estimated 15-minute ride time on connecting bus or taxi services provided by the Milwaukee Transport Services, Inc. or the Ozaukee County Taxi system. The service area used in determining the employment served by the County transit system is shown on Map 5-2. The area included for this measure is located within a one-quarter mile walking distance of a County bus route or an estimated 15-minute ride time on connecting bus or taxi services. Table 5-12 identifies the estimated population and employment served based on the appropriate service areas. Based on this information, the following conclusions were reached:

1. Bus service in the County is currently being provided in accordance with the standards under Objective No. 1, which specify the location and purpose for providing rapid, express, and local transit services. Rapid or express bus service is currently operated in the IH 43 travel corridor in the County to provide fast transit connections to Milwaukee County and the Milwaukee CBD. In regards to land



Map 5-1

SERVICE AREA FOR THE OZAUKEE COUNTY EXPRESS BUS SYSTEM USED TO DETERMINE **POPULATION SERVED: JUNE 2001**

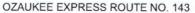


Source: Ozaukee County Transit Services, Milwaukee County Transit System, G&G Enterprises of Wisconsin, Inc., and SEWRPC.



Map 5-2

SERVICE AREA FOR THE OZAUKEE COUNTY EXPRESS BUS SYSTEM USED TO DETERMINE EMPLOYMENT SERVED: JUNE 2001



NONFREEWAY SERVICE

FREEWAY SERVICE

SCHEDULED CONNECTING SHUTTLE SERVICE

- ------ SAUKVILLE SHUTTLE
- GRAFTON SHUTTLE
- GRAFTON-SAUKVILLE SHUTTLE
- MEQUON SHUTTLE

STATIONS, STOPS, AND SERVICE AREA

A	EXISTING PARK-RIDE LOT

OTHER EXISTING MAJOR STOP

ONE-QUARTER MILE WALK SERVICE AREA

AREA SERVED BY CONNECTING LOCAL BUS SERVICE

FIVE MILE TAXI RIDE SERVICE AREA

Source: Ozaukee County Transit Services, Milwaukee County Transit System, G&G Enterprises of Wisconsin, Inc., and SEWRPC.

POPULATION AND EMPLOYMENT SERVED BY THE OZAUKEE COUNTY EXPRESS BUS SYSTEM: 2001 ESTIMATED

	Po	pulation Serv	ed*	Employment Served [⊾]			
	Ozaukee Milwaukee			Ozaukee	Milwaukee		
Category	County	County	Total	County	County	Total	
Walk Access	9,100	15,800	24,900	13,200	77,600	90,800	
Connecting Milwaukee County Bus		320,100	320,100		267,800	267,800	
Connecting Ozaukee County Taxi	76,600		76,600	43,900		43,900	
Drive Access for Park-Ride Lots	66,600		66,600				
Unduplicated Total	76,600	320,100	396,700	43,900	267,800	311,700	

*Population figures are based on a local one-quarter mile walk service area, a five-mile automobile access service area of the Ozaukee County Express Bus System, and an estimated 15 minute ride time on connecting local bus and taxi services provided by the Milwaukee County Transit System and the Ozaukee County Taxi System. All population figures are based on 2000 population estimates allocated to U.S. Census Block Groups by Commission staff.

^bEmployment figures are based on a local one-quarter mile walk service area for the Ozaukee County Express Bus System, and an estimated 15-minute ride time on connecting local bus and taxi services provided by the Milwaukee County Transit System and the Ozaukee County Taxi System. All employment figures are based on 1995 U.S. Bureau of Economic Analysis data allocated to U.S. Public Land Survey quarter sections by Commission staff and adjusted to reflect estimated year 2001 data using employment estimates prepared by the U.S. Bureau of Economic Analysis and the Wisconsin Department of Workforce Development.

Source: SEWRPC.

use, bus and connecting local shuttle or taxi services were provided to all major employment centers and office and industrial parks in the County.

- 2. County bus and shuttle services were also being provided in general agreement with Service Design and Operating Standard No. 5 under Objective 1, which addresses the overall accessibility, or coverage, to be provided by the transit system to the County land use pattern. A substantial level of bus and shuttle service is provided in the southern two-thirds of the County, focussed in the northsouth travel corridor along IH 43 between the City of Port Washington and downtown Milwaukee. This area has the highest development densities and is capable of supporting the highest levels of bus service. The majority of the areas in the County that are not served by the existing routes of the Ozaukee County Express Bus System are not yet developed to densities that can support effective or efficient bus service.
- 3. The existing County bus system provided very good coverage of the existing residential areas within Ozaukee County, serving its most densely populated areas. About 76,600 people, or 93 percent, of the County's 2000 population of 82,300 resided within the bus system service area shown on Map 5-1. Most of the Ozaukee County population served would be attributed to automobile drive access at park-ride lots and to connecting taxi service available through the Ozaukee County Taxi System. The resident population of the County and in other areas where residential densities are generally too low to support bus service. The County bus system also provides for modest coverage of Milwaukee County residents, serving about 320,100 persons, or 34 percent, of the total 2000 population of Milwaukee County of about 940,200 persons. Most of this population is attributed to the connecting bus service provided by the routes of the Milwaukee County Transit System.
- 4. The combined bus systems of Ozaukee County and Milwaukee County provide substantial coverage of the central portions of Milwaukee County where the highest concentrations of low-income

individuals and individuals receiving public assistance through State programs reside. Such individuals should be considered as priority population groups for the Ozaukee County Express Bus System as they represent potential workers to fill available jobs in Ozaukee County and are potential users of Ozaukee County reverse commute bus services. Map 5-3 shows the distribution of individuals residing in households with incomes below 200 percent of the federal poverty level compared to the service area coverage of the Ozaukee County Express Bus System. Map 5-4 illustrates the estimated residential distribution of public assistance cases in 2000 compared to the service area coverage provided by the Ozaukee County Express Bus System. The maps represent approximately 261,500 low-income individuals in Milwaukee County and about 6,000 low-income individuals in Ozaukee County, and approximately 67,200 public assistance cases in Milwaukee County and about 1,000 public assistance cases in Ozaukee County.

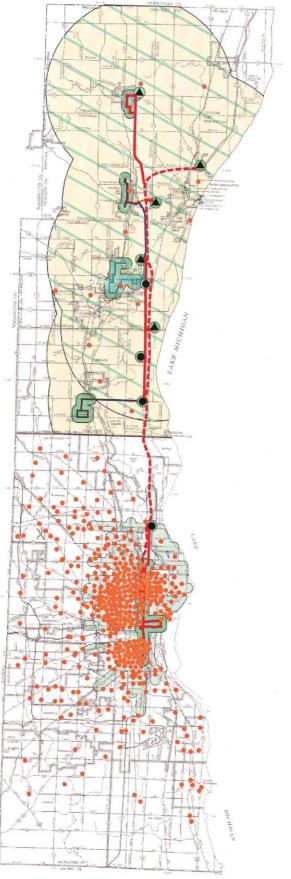
- 5. The County bus system and connecting taxi service provide very good coverage of the locations of job concentrations in Ozaukee County. About 43,900 jobs, or 87 percent of the County's total estimated 2000 employment of about 50,500 jobs, were located within the express bus system's service area shown on Map 5-2. Most of the jobs served are attributed to the substantial coverage of the County provided by connecting County taxi service. With the extensive taxi service area coverage, there were virtually no significant job concentrations or office and industrial parks that were not served by the bus system. The county bus system also serves about 267,800 jobs located in Milwaukee County, representing about 32 percent of the total estimated 2000 employment in Milwaukee CBD and are directly served by the Ozaukee County Express bus route. Most of the remaining Milwaukee County employment was served through connecting bus service provided by the routes of the Milwaukee County Transit System.
- 6. Not all jobs in the service area should be considered completely served by the current hours of operation of the County bus system and the connecting taxi service in Ozaukee County. These service hours are designed to serve the principal work shifts on weekdays of jobs at Ozaukee County employment centers and in the Milwaukee central business district. The current service hours of the bus system do not address the needs of individuals working on weekends, even if their job may be within the service area.

Systemwide Ridership and Financial Performance

The systemwide ridership and financial performance of the Ozaukee County Express Bus System was evaluated by using the key measures of ridership performance specified under Objective No. 2, Bus Service Performance Standard No. 1, and the key measures of financial performance specified under Objective No. 3, System Performance Standard Nos. 1, 2, and 3. The measures used to evaluate the ridership and financial performance of the bus system included:

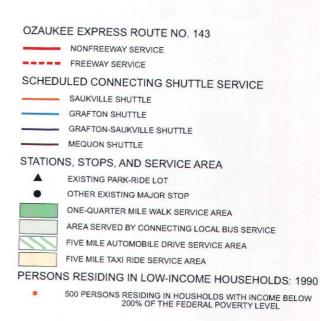
- Annual revenue passengers
- Annual revenue passengers per vehicle-mile and per vehicle-hour
- Annual revenue passengers per capita
- Annual vehicle hours per capita
- Operating expense per vehicle-mile and per vehicle-hour
- Operating expense per revenue passenger
- Total public operating assistance per revenue passenger
- Farebox recovery rate

The observed performance levels of the Ozaukee County Express Bus System for these measures were compared with the average performance levels of five other public bus systems in the Southeastern Wisconsin Region for a four-year period from 1997 through 2000. This period represents the most recent period for which complete



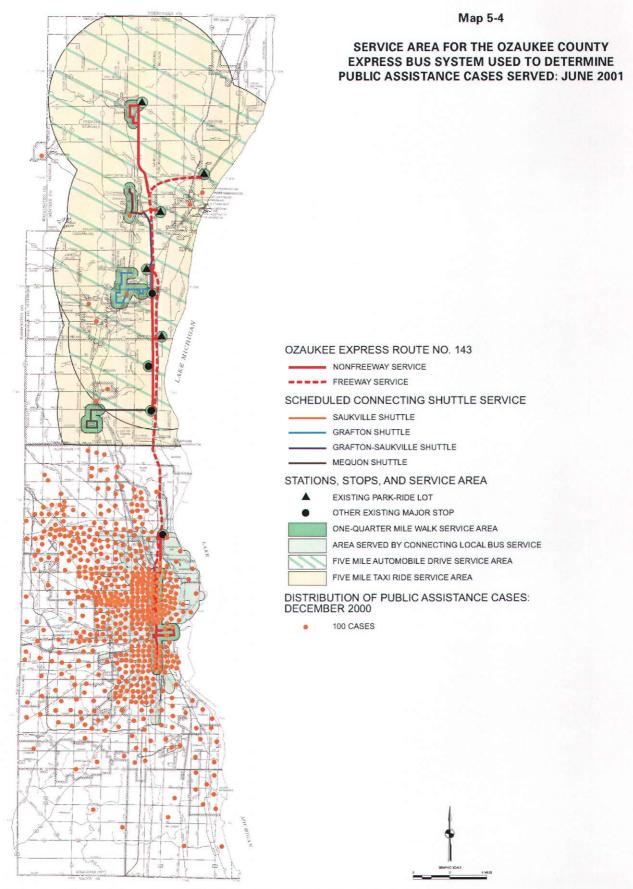
Map 5-3

SERVICE AREA FOR THE OZAUKEE COUNTY EXPRESS BUS SYSTEM USED TO DETERMINE LOW-INCOME POPULATION SERVED: JUNE 2001





Source: U.S. Bureau of the Census, Ozaukee County Transit Services, Milwaukee County Transit System, G&G Enterprises of Wisconsin, Inc., and SEWRPC.



Source: Wisconsin Department of Workforce Development, Ozaukee County Transit Services, Milwaukee County Transit System, G&G Enterprises of Wisconsin, Inc., and SEWRPC. ridership and financial data was available for all of the bus systems examined. The other bus systems for which information was reviewed included the City of Kenosha Transit System, the Milwaukee County Transit System, the City of Racine Belle Urban System, the City of Waukesha Metro Transit System, the Waukesha County Transit System, the Washington County Commuter Express, and the Kenosha-Racine-Milwaukee commuter bus route operated by Wisconsin Coach Lines, Inc. These other bus systems should not be considered a "peer group" for the Ozaukee County Express Bus System. The characteristics of the bus service provided by the Ozaukee County Express Bus System are most similar to those of the Washington County Commuter Express, which provides rapid transit service directed at Washington County residents working in the Milwaukee CBD and express bus service with connecting shuttle routes serving Milwaukee County residents working in Washington County. The express bus service provided by the Ozaukee County Express Bus System is also similar in some respects to the freeway flyer bus services provided by both Milwaukee County's and Waukesha County's transit systems, and the express bus service provided by Wisconsin Coach Lines, Inc. over the Kenosha-Racine-Milwaukee commuter bus route. The service provided by the other public bus systems in the Region, however, was principally local bus service serving more densely developed areas and, consequently, served more trips that were significantly shorter in travel distance. The primary purpose for providing this comparison is to present information to local officials on how trends in ridership, service, and costs for the Ozaukee County Express Bus System compare to trends for the other public bus systems in the area.

The ridership, service levels, and financial information for the Ozaukee County Express Bus System and the other public bus systems in the Region from 1996 to 2000 are summarized in Tables 5-13 and 5-14. The ridership and financial information used was obtained from reports prepared by each transit system and submitted to either the Federal Transit Administration or the Wisconsin Department of Transportation for the years 1997 through 2000, and from unaudited financial information provided by operators for 2000. Based upon this information, the following conclusions were reached:

- 1. In terms of ridership and service, the average annual percentage decrease in ridership on the Ozaukee County Express Bus System of less than one percent between 1997 and 2000 is less than the average annual decrease of about five percent observed for the other bus systems in the Region. Ridership on the Ozaukee County Express Bus System fluctuated between 1997 and 1999 but has been stable since 1999. Ridership on the other systems has also fluctuated but the overall trend has been downward. Service levels on the County bus system actually increased slightly between 1997 and 2000 while overall service levels on the other bus systems were reduced. Both the County bus system and the other bus systems in the Region experienced similar decreases in service effectiveness levels.
- 2. The trends for the Ozaukee County Express Bus System for changes in total operating costs, total operating assistance, and operating costs per unit of transit service do not compare favorably overall with the trends for the other bus systems in the Region. From 1997 through 2000, total operating expenses and operating assistance levels for the County bus system increased by an average of about 12 and 15 percent, per year, respectively. These increases largely resulted from average annual increases in the operating expenses per vehicle-mile and per vehicle-hour of service of 10 to 12 percent over the period. In comparison, the other bus systems experienced average annual decreases in total operating expenses of about 1 percent and an average annual increase in total operating assistance of about 2 percent. The increases these systems saw in the total operating assistance levels were largely the result of decreases in ridership and passenger revenues. Controlling increases in operating costs should be a goal of the Ozaukee County Express Bus System to improve performance in the future.

The farebox recovery rate for the Ozaukee County transit system decreased by about eight percent annually over the period from about 22 percent in 1997 to about 17 percent in 2000. Farebox recovery rates for the other bus systems also decreased but at a slower rate of about 5 percent per year. This change for the County bus system may be largely attributed to the increases in the costs of service noted above. However, while passenger fares have been increased at least once over the period on all of the other bus systems except the Milwaukee-Racine-Kenosha commuter bus service, base passenger fares on the Ozaukee County Express bus routes have remained the same since the service started in 1996. Ozaukee County may need to consider increasing passenger fares for

KEY INDICATORS OF RIDERSHIP AND FINANCIAL PERFORMANCE FOR THE OZAUKEE COUNTY EXPRESS BUS SYSTEM AND THE OTHER PUBLIC BUS SYSTEMS IN SOUTHEASTERN WISCONSIN: 1997 AND 2000

					1997 Oper	ating Data*			
						Systems in Southeaster	n Wisconsin		
Performance Data and Measures	Ozaukee County Express Bus	Kenosha Transit	Milwaukee County Transit System	Racine Belle Urban System	Waukesha Metro Transit	Washington County Commuter Express	Waukesha County Transit System	Kenosha-Racine- Milwaukee Commuter Bus	Average
Primary Service Area									
Community	Ozaukee County and Central Milwaukee	City of Kenosha	Milwaukee County	City of Racine	City of Waukesha	19 19 	Waukesha County and Central Milwaukee County	City of Kenosha, City of Racine, and Central Milwaukee County	
Population [®]	County 401,000	86,800	958,400	85,500	61,400		941,000	416,000	424,900
Annual Ridership Revenue Passengers	81,000	1,340,700	51,521,400	1,544,600	569,100		517,400	79,500	9,262,100
Annual Service Levels Revenue Vehicle Miles Revenue Vehicle Hours	32,000 11,800	952,200 67,700	17,229,600 1,432,400	1,259,200 100,900	746,500 54,500		713,500 39,000	265,400 8,700	3,527,700 283,900
Annual Service Operating Costs Total Operation Expenses Total Passenger Revenues Total Operating Assistance	\$609,800 136,600 473,200	\$2,906,800 671,200 2,235,600	\$93,110,200 38,251,000 54,859,200	\$4,555,200 1,327,200 3,228,000	\$2,095,500 410,800 1,684,700		\$3,185,100 753,800 2,431,300	\$610,800 220,400 390,400	\$17,743,900 6,939,100 10,804,800
Passengers per Revenue Vehicle Mile Passengers per Revenue Vehicle Hour Passengers per Capita Vehicle Hours per Capita Revenue Vehicle Miles per Passenger Trip	0.25 6.9 0.2 Less than 0.1 4.0	1.41 19.8 15.4 0.8 0.7	2.99 36.0 53.8 1.5 0.3	1.23 15.3 18.1 1.2 0.8	0.76 10.4 9.3 0.9 1.3		0.73 13.3 0.5 Less than 0.1 1.4	0.30 9.1 0.2 Less than 0.1 3.3	1.24 17.3 16.2 0.7 1.3
Service Efficiency Operating Cost per Revenue Vehicle Mile Operating Cost Revenue Vehicle Hour	\$1.89 51.68	\$3.05 42.94	\$5.40 65.00	\$3.62 45.15	\$2.81 38.45	• • •	\$4.46 81.67	\$2.30 70.21	\$3.61 57 <u>.24</u>
Cost Effectiveness Operating Expense per Passenger Operating Revenue per Passenger Operating Assistance per Passenger	\$7.53 \$1.69 \$5.84	\$2.17 \$0.50 \$1.67	\$1.81 \$0.75 \$1.06	\$2.95 \$0.86 \$2.09	\$3.68 \$0.72 \$2.96	• • • • • • • • • • • • • • • • • • •	\$6.16 \$1.46 \$4.70	\$7.68 \$2.77 \$4.91	\$4.08 \$1.18 \$2.90
Farebox Recovery Rate	22%	23%	41%	29%	20%		24%	36%	29%

Table 5-13 (continued)

					2000 Opera				
					Other Urban Bus	Systems in Southeaster	n Wisconsin		
Performance Data and Measures	Ozaukee County Express Bus	Kenosha Transit	Milwaukee County Transit System	Racine Belle Urban System	Waukesha Metro T <u>ransit</u>	Washington County Commuter Express	Waukesha County Transit System	Kenosha-Racine- Milwaukee Commuter Bus	Average
Primary Service Area Community	Ozaukee County and Central Milwaukee County	City of Kenosha	Milwaukee County	City of Racine	City of Waukesha	Washington County and Central Milwaukee County	Waukesha County and Central Milwaukee County	City of Kenosha, City of Racine, and Central Milwaukee County	
Population ⁶	397,000	90,400	959,300	81,900	64,800	390,000	940,000	428,000	226,600
Annual Ridership Revenue Passengers	80,500	1,665,000	52,455,500	1,505,400	590,300	87,900	746,700	76,600	8,043,400
Annual Service Levels Revenue Vehicle Miles Revenue Vehicle Hours	323,000 12,500	1,140,000 80,000	19,906,000 1,543,100	1,396,500 102,900	771,600 46,400	442,500 16,100	1,100,200 52,000	349,900 13,200	3,379,500 255,500
Annual Service Operating Costs Total Operation Expenses Total Passenger Revenues Total Operating Assistance	\$862,900 149,700 713,200	\$4,374,272 579,200 3,795,072	\$107,652,200 37,713,000 69,939,200	\$5,530,000 1,132,500 4,397,500	\$2,450,800 422,800 2,028,000	\$746,300 133,000 613,300	\$4,775,200 966,200 3,809,000	\$1,142,500 228,700 913,800	\$17,250,500 5,711,500 11,539 <u>,0</u> 00
Passengers per Revenue Vehicle Mile Passengers per Revenue Vehicle Hour Passengers per Capita Vehicle Hours per Capita Revenue Vehicle Miles per Passenger Trip	0.25 6.4 0.2 Less than 0.1 4.0	1.46 20.8 18.4 0.9 0.7	2.64 34.0 54.7 1.6 0.4	1.08 14.6 18.4 1.3 0.9	0.77 12.7 9.1 0.7 1.3	0.20 5.5 0.2 Less than 0.1 5.0	0.68 14.4 0.8 0.1 1.5	0.22 5.8 0.2 Less than 0.1 4.6	1.00 15.4 14.5 0.7 2.1
Service Efficiency Operating Cost per Revenue Vehicle Mile Operating Cost Revenue Vehicle Hour	\$2.67 69.03	\$3.84 54.68	\$5.41 69.76	\$3.96 53.74	\$3.18 52.82	\$1.69 46.35	\$4.34 91.83	\$3.27 86.55	\$3.67 65.11
Cost Effectiveness Operating Expense per Passenger Operating Revenue per Passenger Operating Assistance per Passenger Farebox Recovery Rate	\$10.72 \$1.86 \$8.86 17%	\$2.63 \$0.35 \$2.28 13%	\$2.05 \$0.72 \$1.33 35%	\$3.67 \$0.75 \$2.92 20%	\$4.15 \$0.71 \$3.44 17 <u>%</u>	\$8.49 \$1.51 \$6.98 18%	\$6.40 \$1.30 \$5.10 20%	\$14.92 \$2.99 \$11.93 20%	\$6.04 \$1.19 \$4.85 21%

Based on ridership, service, and financial data obtained from reports submitted by each transit system to the Wisconsin Department of Transportation and to the Federal Transit Administration. All data are for fixed route bus operations only and exclude data for complementary paratransit service for disabled individuals.

*The Washington County Commuter Express did not begin operations until April 1999.

For the Kenosha, Milwaukee County, Racine, and Waukesha Metro transit systems, population figures are based on population of the principal community served by the transit system. For the Ozaukee, Washington, and Waukesha County transit systems and the Kenosha-Racine-Milwaukee commuter bus route, which all serve multiple jurisdictions, population figures are based on the local one-quarter mile walk service area, three-mile automobile drive service area, and connecting local bus and taxi service areas for each transit system. Ozaukee County Express Bus System population figures are based on 2000 U.S. Census Block Group data. All other population figures are based on data from the 1995 population estimated prepared by the Wisconsin Department of Administration and adjusted to 2000 year population by Commission Staff.

Source: Wisconsin Department of Transportation and SEWRPC.

COMPARISON OF KEY INDICATORS OF RIDERSHIP AND FINANCIAL PERFORMANCE FOR THE OZAUKEE COUNTY EXPRESS BUS SYSTEM AND THE OTHER URBAN BUS SYSTEMS IN SOUTHEASTERN WISCONSIN: 1997 AND 2000

			Operatir	ng Data*	•		
	Ozaukee C	ounty Express Bus	Svstem	Other U	tal/Average for rban Bus Systems eastern Wisconsin	ban Bus Systems in	
Performance Measure	1997	2000	Average Annual Percent Change	1997	2000	Average Annual Percent Change	
Annual Ridership							
Revenue Passengers	81,000	80,500	-0.2	9,262,100	8,043,400	-4.6	
Annual Service Levels Vehicle Miles	322,000	222.000	0.1	3,527,700	3,379,500	-1.4	
Vehicle Hours	11,800	323,000	1.9	283,900	255,500	-1.4	
Service Effectiveness		12,000	1.0		200,000	0.0	
Passengers per Vehicle Mile	0.25	0.25	-0.3	2.63	2.38	-3.2	
Passengers per Vehicle Hour	6.9	6.4	-2.1	32.6	31.5	-1.2	
Passengers per Capita	0.2	0.2		16.2	14.5	-3.6	
Vehicle Hours per Capita	Less than 0.01	Less than 0.01		0.7	0.7	-3.4	
Annual Service Operating Costs							
Total Operating Expenses	\$609,800	\$862,900	12.3	\$17,743,900	\$17,250,500	-0.9	
Total Passenger Revenues	136,600	149,700	3.1	6,939,100	5,711,500	-6.3	
Total Operating Assistance	473,200	713,200	14.7	10,804,800	11,539,000	2.2	
Service Efficiency							
Operating Expense per Vehicle Mile	\$1.89	\$2.67	12.2	\$5.03	\$5.10	0.5	
Operating Expense per Vehicle Hour	51.68	69.03	10.1	62.50	67.52	2.6	
Cost Effectiveness							
Operating Expense per Passenger	\$7.53	\$10.72	12.5	\$1.92	\$2.14	3.8	
Total Operating Assistance per Passenger	\$5.84	\$8.86	14.9	\$1.17	\$1.43	7.1	
Farebox Recovery Rate	22%	17%	-8.2	39%	33%	-5.4	

* Based on ridership, service, and financial data obtained from annual reports submitted by each transit system to the Federal Transit Administration and the Wisconsin Department of Transportation.

*The other bus systems are identified in Table 5-13.

Source: Wisconsin Department of Transportation and SEWRPC.

bus and shuttle services if it desires to control future increases in County funds for the transit system and return to the higher farebox recovery rate experienced in 1997.

Route Performance Evaluation

Route Ridership Performance and Financial Performance

The bus system's route ridership and financial performance was evaluated by using service performance measures specified under Objective No. 2, Bus Service Performance Standards Nos. 1 and 2; and measures of financial performance specified under Objective No. 3, Service Performance Standards Nos. 1, 2, 3, and 4. The measures used to evaluate service and financial performance of the bus system included:

- Total passengers per scheduled bus trip
- Total passengers per vehicle mile
- Total passengers per vehicle hour
- Total operating expense per passenger
- Total operating assistance per boarding passenger
- Percent of total operating expenses recovered through revenues

The average weekday ridership, service levels, and financial information for the routes of the Ozaukee County Express Bus System in April 2001 are presented in Table 5-15. The average weekday operating and financial performance characteristics of each route are shown in Table 5-16. The measures for Route No. 143 are based on

AVERAGE WEEKDAY SERVICE EFFECTIVENESS MEASURES FOR THE ROUTES OF THE OZAUKEE COUNTY EXPRESS BUS SYSTEM: SEPTEMBER 2001

			Se	ervice Effectiven	ess
			Passengers		
		Total	per	Passengers	Passengers
		Boarding	Scheduled	per Revenue	per Revenue
	Route	Passengers	Bus Trip	Vehicle Mile	Vehicle Hour
Route No. 143	Runs Primarily Serving Ozaukee County Residents [®]	180	20.0	0.68	13.4
	Runs Primarily Serving	100	20.0		
	Milwaukee County Residents ^a	177	10.4	0.31	9.5
	Total	357	15.2	0.50	11.5
Shuttle Routes	Mequon	2	2.0	0.40	10.0
	Grafton	20	1.4	0.42	2.9
	Grafton/Saukville	3	0.8	0.07	1.5
	Saukville	7	1.2	0.44	4.4
	Total/Average	32	1.3	0.33	4.7
System Total/Av	erage	389	6.0	0.4	7.0

		Орег	ating Costs and Reve	enues
	·	Operating	Operating	
		Expense per	Assistance per	Farebox Recovery
	Route	Passenger Trip	Passenger Trip	Rate
Route No. 143	Runs Primarily Serving Ozaukee			
	County Residents [®]	\$5.87	\$4.58	22.0%
	Runs Primarily Serving			
	Milwaukee County Residents ^a	8.28	6.99	15.6%
	Total	\$7.07	\$5.78	18.8%
Shuttle Routes	Mequon	\$2.68	\$2.18	18.6%
	Grafton	9.12	8.62	5.5%
	Grafton/Saukville	17.88	17.38	2.8%
	Saukville	6.13	5.63	8.2%
	Average	\$8,95	\$8.45	8.8%
System Total/Av	erage	\$7.21	\$5.99	17.0%

^{*}Bus runs that primarily serve Ozaukee County residents were considered the 5 runs that leave Ozaukee County for the Milwaukee central business district between 6:00 a.m. and 9:00 a.m., and the 4 runs that leave the Milwaukee central business district for Ozaukee County between 4:00 p.m. and 6:00 p.m. All other bus runs were considered to primarily serve Milwaukee County residents.

Source: Ozaukee County Transit Services, Milwaukee County Transit System, G&G Enterprises of Wisconsin, Inc., and SEWRPC.

actual operating data provided by Milwaukee Transport Services, Inc. Commission staff prepared estimates of operating data for the breakdown of Route No. 143 by service orientation. Except for ridership, the operating data for the shuttle routes was estimated using operating data for the countywide taxi service, as a separate breakdown for shuttle routes is not available. The measures for the shuttle routes, consequently, are based on estimates of service levels, operating costs, and passenger revenues prepared by Commission staff. For performance of each measure, the total or averages for the express route, the shuttle routes, and systemwide were provided for comparison purposes.

AVERAGE WEEKDAY OPERATING AND FINANCIAL INFORMATION FOR THE ROUTES OF THE OZAUKEE COUNTY EXPRESS BUS SYSTEM: SEPTEMBER 2001

			Service Levels			
	Route	Total Boarding Passengers	Scheduled Bus Trips (One-Way)	Revenue Vehicle Miles*	Revenue Vehicle Hours*	
Route No. 143	Runs Primarily Serving Ozaukee County Residents [®] Runs Primarily Serving	180	9	264	13.4	
	Milwaukee County Residents ^b	<u> </u>	<u> </u>	562 826	18.6 32.0	
Shuttle Routes	Mequon Grafton	2 20	1 14	5 48	0.2	
	Grafton/Saukville Saukville	3 7	6	43 16	2.0 1.6	
	Total	32	25	112	10.6	
System Total/Av	erage	389	51	938	42.6	

		Operating Costs and Revenues				
Route		Operating Cost [*]	Passenger Revenue [®]	Operating Assistance [®]		
Route No. 143	Runs Primarily Serving Ozaukee County Residents ^b Runs Primarily Serving	\$1,056	\$232	\$824		
	Milwaukee County Residents ^b	1,465	228	1,238		
	Total	\$2,521	\$460	\$2,062		
Shuttle Routes	Mequon	\$5	\$1	\$4		
	Grafton	182	10	172		
	Grafton/Saukville	54	2	52		
	Saukville	43	4	39		
	Total	\$284	\$16	\$268		
System Total		\$2,806	\$476	\$2,330		

^{*}The distribution of total route ridership, service levels, and costs between bus runs was estimated by Commission staff.

^bBus runs that primarily serve Ozaukee County residents were considered the 5 runs that leave Ozaukee County for the Milwaukee central business district between 6:00 a.m. and 9:00 a.m., and the 4 runs that leave the Milwaukee central business district for Ozaukee County between 4:00 p.m. and 6:00 p.m. All other bus runs were considered to primarily serve Milwaukee County residents.

Source: Ozaukee County Transit Services, Milwaukee County Transit System, G&G Enterprises of Wisconsin, Inc., and SEWRPC.

Based upon the above information, the following conclusions were drawn:

1. The best performing route in the County bus system is Route No. 143. The route has performance levels that are consistently above systemwide average levels for service effectiveness and below systemwide average levels for cost effectiveness measures. This overall performance of the route can be explained by its function as the mainline route in the bus system, either directly feeding or being fed by the connecting shuttle and taxi services in the County.

2.

The performance of Route No. 143 varies somewhat for the two distinct travel markets it serves. The service provided by the route for Ozaukee County residents commuting to jobs in the Milwaukee CBD, utilized by about 50 percent of the route riders, is somewhat more productive and cost effective

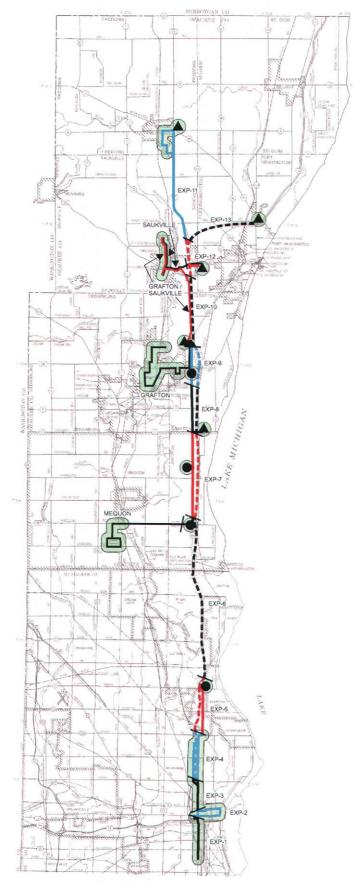
than the service provided for Milwaukee County residents commuting to jobs at Ozaukee County employment centers. This may be attributed to the more limited service hours for the Milwaukee CBD oriented service, which is only operated to serve first-shift jobs. The service oriented to jobs at Ozaukee County employment centers, utilized by the other 50 percent of the route riders, serves not only first-shift jobs but also is operated in the evenings and early morning to serve second- and thirdshift jobs. Ridership during the extended evening service hours for the routes is not as good as during the daytime hours and route performance is reduced. The individual bus trips serving Ozaukee County job centers should be reviewed to determine if trips could be combined or dropped to improve route performance.

- 3. The shuttle routes were found to be poor performers in general. The best performing shuttle route, the Mequon Shuttle, essentially consists of one regularly scheduled, flexibly routed taxi trip each day. A review of the passengers loads on the scheduled shuttle trips indicated that some are operating with less than 3 passengers, loads that could potentially be carried by taxi service, or with no passengers at all. The overall poor performance of the fixed-route shuttle service operated prior to 2000 resulted in much of the shuttle service being converted to prescheduled taxi service that would only be operated when there was passenger demand. Consideration should be given to converting more of the shuttle service.
- 4. The low utilization of the shuttle routes may reflect the lack of printed maps and timetables for the shuttle routes or that such information is not readily available with the Route No. 143 timetable. Basic information on the shuttle services and a timetable for each route is provided on the County's Internet web site. Potential patrons are directed to call the County taxi information line for more detailed information on both the Route No. 143 timetable and the Internet web site. Making printed material available to potential users may serve to promote use of the shuttle services by reducing the steps needed to see if the service will work for them and to actually plan their trips.

Route Segment Analysis

The boarding and alighting passenger activity along each segment of the Ozaukee County Express Bus System was examined to help identify productive and nonproductive route segments and stops. Ridership information for Route No. 143 was obtained from passenger counts and surveys conducted on April 19, 2001 by Milwaukee Transport Services, Inc. The 13 route segments and stops on the express route used for this analysis are shown on Map 5-5. Information for the shuttle routes was taken from average weekday ridership for April 2001, provided by the service provider and Ozaukee County Transit Services. Each shuttle route was considered a segment in its entirety, as each route has a limited number of stops, which are concentrated in small areas. A rank ordering by total passenger activity, including both passenger boardings and alightings, of the 17 route segments and stops used for the analysis is displayed graphically in Figure 5-1. Because total ridership levels are affected by the amount of service provided over each segment or stop, the total passenger activity per scheduled bus trip was also examined for each route segment and stop. A rank ordering of the route segments and stops by total passenger activity per scheduled bus trip is displayed graphically in Figure 5-2.

The route segments and stops that ranked in the top one-quarter in terms of both total passenger activity and total passenger activity per bus trip were considered the most productive while the route segments and stops ranked in the bottom one-quarter for both measures were considered the least productive. The most productive and least productive segments and stops identified in this manner are shown on Map 5-5. The four most productive route segments or stops accounted for about 352 passenger boardings and alightings, or about 56 percent of the total observed passenger activity, and averaged about 31 passenger boardings and alightings per bus trip. The most productive segments and stops were all on Route No. 143, which carried about 90 percent of the total boarding passengers on the bus and shuttle routes. The four least productive route segments or stops accounted for about 25 passenger boardings and alightings, or about for about 25 passenger boardings and alightings or stops accounted for about 25 passenger boardings and alightings or stops accounted for about 25 passenger boardings and alightings or stops accounted for about 25 passenger boardings and alightings or stops accounted for about 25 passenger boardings and alightings or stops accounted for about 25 passenger boardings and alightings or about four percent of the total observed passenger activity, and had a total of about three passenger boardings and alightings per bus trip. The least productive route segments or stops included three segments on Route No. 143: EXP 5, which includes the stop at IH 43 and Port Washington Road in Milwaukee County; EXP 7, which includes the stops along Port Washington Road in Ozaukee County between



Map 5-5

ROUTE SEGMENTS OF THE OZAUKEE COUNTY EXPRESS BUS SYSTEM: APRIL 2001

MOST PRODUCTIVE SEGMENTS/STOPS LEAST PRODUCTIVE SEGMENTS/STOPS OTHER SEGMENTS/STOPS GRAFTON SHUTTLE ROUTE NAME EXP-13 EXPRESS BUS ROUTE SEGMENT NUMBER STATIONS, STOPS, AND SERVICE AREA EXISTING PARK-RIDE LOT

ROUTE SEGMENTS AND STOPS

OTHER EXISTING MAJOR STOP ONE-QUARTER MILE WALK SERVICE AREA



Source: Ozaukee County Transit Services, Milwaukee County Transit System, G&G Enterprises of Wisconsin, Inc., and SEWRPC.

Figure 5-1

TOTAL PASSENGER ACTIVITY BY ROUTE SEGMENT AND STOP OF THE OZAUKEE COUNTY **EXPRESS BUS SYSTEM: APRIL 19, 2001** 140 120 TOTAL PASSENGER BOARDINGS AND ALIGHTINGS 100 80 60 40 20 0 EXP-2 EXP-8 EXP-9 Grafton EXP-13 EXP-12 EXP-5 EXP-4 EXP-11 EXP-3 EXP-10 EXP-1 EXP-6 Saukville EXP-7 Mequon Grafton/Saukville ROUTE SEGMENT

Source: Ozaukee County Transit Services, Milwaukee County Transit System, G&G Enterprises of Wisconsin, Inc., and SEWRPC.

Figure 5-2

14 TOTAL PASSENGER BOARDINGS AND ALIGHTINGS 12 10 8 6 4 2 0 EXP-11 EXP-2 Mequon EXP-9 Grafton EXP-3 EXP-13 EXP-10 EXP-12 EXP-8 EXP-6 EXP-7 EXP-5 EXP-4 Saukville EXP-1 Grafton/Saukville ROUTE SEGMENT

Source: Ozaukee County Transit Services, Milwaukee County Transit System, G&G Enterprises of Wisconsin, Inc., and SEWRPC.

TOTAL PASSENGER ACTIVITY PER SCHEDULED BUS TRIP BY ROUTE SEGMENT AND STOP OF THE OZAUKEE COUNTY EXPRESS BUS SYSTEM: APRIL 19, 2001

Mequon and Pioneer Roads; and EXP 12, which includes the stop at the Wal-Mart park-ride lot in Ozaukee County. The fourth unproductive segment was the Grafton-Saukville shuttle route.

The route segment information should be reviewed to determine if and where service changes should be considered. Some of the route segments with the lowest ridership occur where routes pass through areas with little development or serve employment centers that currently generate little ridership. Consideration should be given to determining if the transit system is to continue to provide extensive coverage of the Ozaukee County employment centers. If so, then some bus routes must be expected to perform at relatively lower levels of efficiency than other routes because of the specific and constrained operating and employer characteristics along each route.

Schedule Adherence

The provision of reliable and on-time bus service is important in attracting and retaining transit riders. The bus system's schedule adherence was measured using service performance standard measures specified under Objective No. 2, Bus Service Performance Standard No. 3 where "on-time" for bus service was defined as adherence to published schedules within the range of one minute early and three minutes late. Performance within the on-time guideline, therefore, becomes an important means of minimizing passenger inconvenience.

To obtain a measure of schedule adherence on the County bus system, spot checks of scheduled departure times were made in August and September 2001 by Commission staff at several stop locations along the express route and at the park-ride lots served by the shuttle routes. The checks were made on randomly selected inbound and outbound bus trips throughout the day, with checks made on 25, or 96 percent, of the 26 scheduled one-way bus trips on Route No. 143, and on four, or 33 percent, of the 12 scheduled shuttle trips. Checks made on the shuttle routes were limited as the only time point location identified for these routes was at the park-ride lot or bus stop serving as the transfer point with Route No. 143. Actual departure times were recorded at each bus stop and compared to the departure times in the published timetables to determine if any problems in schedule adherence existed. The schedule adherence information collected is summarized in Table 5-17.

For the 29 stops for which observed bus and shuttle departure times were checked, 20 departures, or 69 percent, were considered to be on-time, in accordance with the foregoing definition. This falls below the recommended performance level of 90 percent on-time set forth under the transit service objectives and standards. Some problems with schedule adherence were found for both the express and shuttle routes. For Route No. 143 service, problems were most pronounced for the checks made on northbound bus trips where only 57 percent of the trips were observed as on-time, compared with 91 percent on-time for southbound trips. Such problems with schedule adherence are most commonly related to traffic conditions and passenger loading patterns on a given day. For express routes operating over freeways, the level of traffic congestion directly affects bus travel times. Similar on-time performance levels have been found on the other urban bus systems in the Region in past transit studies conducted by the Commission.

In addition, Milwaukee Transport Services, Inc. provided a report of on-time performance for the time period of October 1, 2001 to October 12, 2001. Over 2,200 time points were checked during this time period, and, with ontime defined as within the standard of 2 minutes early or 3.5 minutes late, the overall on-time performance rating for this route was about 82 percent. Considering the standards used for this evaluation were slightly more liberal than those standards established for the bus system in this study, where on-time was defined as being within one minute early or three minutes late, the outcome of this evaluation produced results similar to the on-time performance evaluation conducted by Commission staff.

Directness of Travel via Bus Service

Directness of route alignments can affect the ability of bus systems to compete with private automobiles because indirect and circuitous routing alignments can affect travel time and discourage transit use. In order to measure the directness of the alignments of the existing routes of the Ozaukee County Express Bus System, the over-the-road distance and time for travel by transit and by automobile between selected locations within the transit service area were compared. Distances and travel times were measured for example trips that can be made by Ozaukee County residents on Route No. 143 between park-ride lots in Ozaukee County and the Milwaukee CBD. Distances and

		Weekday One-Way Bus Trips			Schedule Adherence			
			Trips C	hecked	On-	lime .	Early/Late	Departures
				Percent of Total			:	
Operator	Route	Total	Number	Trips	Number	Percent	Number	Percent
Milwaukee County	No. 143	-				- 1		
Transit System	Northbound Trips	14	14	100	8	57	6	43
	Southbound Trips	12	11	92	10	91	1	9
	Subtotal	26	25	96	18	72	7	28
G&G Enterprises	Saukville	3	1	33			1	100
	Grafton/Saukville	2	1	50	1	100		·
	Grafton	8	1	13	1	100		
	Mequon	1	1	100			1	100
	Subtotal	14	4	29	2	50	2	50
Total		40	29	73	20	69	9	31

ON-TIME PERFORMANCE OF THE ROUTES OF THE OZAUKEE COUNTY EXPRESS BUS SYSTEM: AUGUST AND SEPTEMBER 2001

Source: SEWRPC.

travel times were also measured for trips that can be made by Milwaukee County residents on Route No. 143 and the connecting shuttle routes between stops in central Milwaukee County and major employment centers in Ozaukee County. Transit travel times were taken from the published schedules for Route No. 143 and the shuttle routes while the distances for the transit travel paths were estimated by Commission staff. Ranges in transit data represent the measurement of variations in the transit route over different scheduled bus trips. Automobile travel times and distances were based on data measured by Commission staff in driving between the identified travel points over the automobile travel route with the lowest travel time based on posted speed limits.

Table 5-18 presents the comparison of automobile and transit travel distances and times used to measure the directness of current route alignments. Based on this information, the following observations were made:

- 1. Transit travel distances and times compare favorably to automobile travel distances and times for the various example bus trips on Route No. 143 between the park-ride lots in Ozaukee County and the Milwaukee CBD. For the trips examined, the average ratio of transit to automobile travel distance was about 1.0, and the ratio of transit to automobile travel time ranged from about 1.3 to about 2.1, averaging at about 1.7. This indicates that existing transit system routing provides fairly direct transit service for work commute travel between Ozaukee County residences and jobs located in the Milwaukee CBD.
- 2. Transit travel distances also compare favorably to automobile travel distances for most of the example trips using Route No. 143 and connecting shuttle routes between central Milwaukee County and employment centers in Ozaukee County. For these trips, the ratio of transit to automobile travel distance ranged from about 1.0 to about 1.7, averaging at about 1.1, and the ratio of transit to automobile travel time ranged from about 1.2 to about 2.3, averaging at about 1.6. The measures for the examples reviewed indicate that trips that primarily served Milwaukee County residents commuting to Ozaukee County jobs may also be considered as direct in alignment. The highest ratios for transit to automobile travel times were for trips that used the Grafton/Saukville shuttle route. This route is actually a combination of two shuttle routes. These two areas are served by the one combination route in the evenings due to low ridership and to reduce operating costs.

TRANSIT TO AUTOMOBILE DISTANCES AND TRAVEL TIMES AT SELECTED LOCATIONS SERVED BY THE OZAUKEE COUNTY EXPRESS BUS SYSTEM: SEPTEMBER 2001

			One-Way	Travel Distance (miles)	•
Routes	Termini for Measurements of Travel Distance and Time	T	A	Difference (transit to	Ratio (transit to
Route No. 143		Transit	Automobile	automobile)	automobile)
noute No. 143	Saukville STH 33 Wal-Mart to Wisconsin Avenue and Cass Street (Northwestern Mutual)	26.5-26.9	26.0	0.5-0.9	1.0
	Grafton CTH V Park-Ride Lot to Wisconsin Avenue and Cass Street (Northwestern Mutual)	22.6-23.0	22.6	0.4	1.0
	Grafton Target to Wisconsin Avenue and Cass Street (Northwestern Mutual)	21.3-21.7	21.5	0.2	1.0
	Cedarburg CTH C Park-Ride Lot to Wisconsin Avenue and Cass Street (Northwestern Mutual)	18.4-18.8	18.6	0.2	1.0
	Port Washington and Mequon Roads to Wisconsin Avenue and Cass Street (Northwestern Mutual)	14.1-14.5	14.3	0.2	1.0
Route No. 143 and Saukville Shuttle	6th and Mitchell Streets to Progress Drive and Technology Way, Saukville	28.4	27.6	0.8	1.0
	Capitol Drive and Port Washington Road to Progress Drive and Technology Way, Saukville	22.8	21.9	0.9	1.0
Route No. 143 and Grafton Shuttle	6th and Mitchell Streets to Hickory Street and 9th Avenue, Grafton	25.9	26.0	0.1	1.0
	Capitol Drive and Port Washington Road to Hickory Street and 9th Avenue, Grafton	20.3	20.3	0.0	1.0
Route No. 143 and Grafton/Saukville Shuttle	6th and Mitchell Streets to Dekora Woods Drive and Technology Way	29.4-41.6	27.3	2.1-14.3	1.1-1.5
	Capitol Drive and Port Washington Road to Dekora Woods Drive and Technology Way	23.8-36.0	21.6	2.2-14.4	1.1-1.7
Route No. 143 and Meguon Shuttle	6th and Mitchell Streets to Baehr and Donges Bay Roads, Mequon	10 1 10 4	10.0.10.6	0.2	1.0
and mequon shuttle	Capitol Drive and Port Washington Road to	19.1-19.4	19.3-19.6		1.0
	Baehr and Donges Bay Roads, Mequon	13.5-13.8	13.6-13.9	0.1	1.0

			One-Way	Travel Time (minutes)	•
•			· ·	Difference	Ratio
				(transit to	(transit to
Routes	Termini for Measurements of Travel Distance and Time	Transit	Automobile	automobile)	automobile)
Route No. 143	Saukville STH 33 Wal-Mart to				
	Wisconsin Avenue and Cass Street (Northwestern Mutual)	44-53	29	15-24	1.5-1.8
	Grafton CTH V Park-Ride Lot to				
	Wisconsin Avenue and Cass Street (Northwestern Mutual)	37-53	26	11-27	1.4-2.0
	Grafton Target to				
	Wisconsin Avenue and Cass Street (Northwestern Mutual)	33-49	24	9-25	1.4-2.0
	Cedarburg CTH C Park-Ride Lot to				
	Wisconsin Avenue and Cass Street (Northwestern Mutual)	28-44	21	7-23	1.3-2.1
	Port Washington and Mequon Roads to				
	Wisconsin Avenue and Cass Street (Northwestern Mutual)	29-36	19	10-17	1.5-1.9
Route No. 143	6th and Mitchell Streets to				
and Saukville Shuttle	Progress Drive and Technology Way, Saukville	65	41	24	1.6
	Capitol Drive and Port Washington Road to				
	Progress Drive and Technology Way, Saukville	39-42	31	8-11	1.3-1.4
Route No. 143	6th and Mitchell Streets to				
and Grafton Shuttle	Hickory Street and 9th Avenue, Grafton	65	38	27	1.7
	Capitol Drive and Port Washington Road to				
	Hickory Street and 9th Avenue, Grafton	38-41	28	10-13	1.4-1.5
Route No. 143	6th and Mitchell Streets to				
and Grafton/Saukville Shuttle	Dekora Woods Drive and Technology Way	73-96	41	23-55	1.8-2.3
	Capitol Drive and Port Washington Road to				
	Dekora Woods Drive and Technology Way	50-72	31	19-41	1.6-2.3
Route No. 143	6th and Mitchell Streets to	_			
and Mequon Shuttle	Baehr and Donges Bay Roads, Mequon	48	35	13	1.4
	Capitol Drive and Port Washington Road to	_			
	Baehr and Donges Bay Roads, Mequon	23	20	3	1.2

*All travel distances and times reflect weekday peak period travel except for those using the Grafton/Saukville Shuttle, which reflects travel during weekday evenings.

Source: Ozaukee County Transit Services, Milwaukee County Transit Services, G&G Enterprises of Wisconsin, Inc., and SEWRPC.

Compliance with Passenger Loading Standards

Objective No. 2, Bus Service Design Standard No. 6 calls for providing bus service with adequate capacity so as to maintain maximum passenger load factors that do not exceed 1.00 at all times on rapid and express bus services, and 1.33 during peak periods and 1.00 at all other times on local and shuttle service. The maximum load factor is defined as the ratio of the number of passengers in the vehicle to the number of bus seats, measured at the point on the route where the passenger load is highest. The maximum load factor for bus service provides a

measure of the quality of bus service and indicates the number of passengers that will be allowed to stand on the bus at times of heaviest passenger loads.

The performance of Ozaukee County routes against this standard was determined from information provided by the contract transit operators for the express and shuttle routes. Data collected by Milwaukee Transport Services, Inc. on the total weekday boarding and alighting passengers by bus run by direction on Route No. 143 was used to identify individual bus trips with the highest passenger loads over several days in May 2001. A maximum load factor of 0.84 over the course of a service day was computed for the express route based on the highest passenger load from this sample and the average seating capacity of 43 seats for the buses used to operate Route No. 143. Total weekday boarding and alighting passenger information for the four shuttle routes was provided by the transit provider for the months of April, May, June, and July of 2001. The highest passenger loads for each route were identified from this information, along with the maximum seating capacity of the vehicle used for each route. The maximum load factors computed for each of the shuttle routes were as follows: Grafton, 0.86; Grafton/Saukville, 0.19; Saukville, 0.53; and Mequon, 1.00. Based on this information, the maximum load factors for all the routes of the bus system did not exceed those specified in the objectives and standards.

SUMMARY

This chapter has presented the findings of the performance evaluation of the existing Ozaukee County transit system, based upon specific performance measures related to the attainment of key transit system objectives and standards. The evaluation included separate assessments of performance for the County's taxi and bus services. A summary of the most important findings of this evaluation follows:

Ozaukee County Taxi System

- The taxi system provides excellent coverage of Ozaukee County, serving the entire population, job locations, new and proposed development, and major land use trip generators of the County. The current taxi service hours, however, do not serve all jobs as they do not fully cover most second- and third-shift jobs on weekdays, nor do they serve all weekend work shifts.
- While the recent ridership and service trends for the County taxi system compare favorably with the trends observed on the other public taxi systems in the Region, the cost trends for the Ozaukee County Taxi system were mixed. A significant factor that affects the cost of the County taxi system is the long trips that are served by the system.
- The taxi service provided in the urban service area was found to be more productive and cost effective than that provided in the rural service area. This was attributed to the widely dispersed trip ends in the rural area that make combining trips into shared rides more difficult and increases the cost of serving rural trips. Weekend taxi service was also somewhat less productive and cost effective than average weekday taxi service but not to the extent that would warrant significant changes to weekend service.
- The taxi service was determined to be on-time for about 79 percent of the scheduled trip requests countywide. This was below the specified performance level of 90 percent on-time set forth in the objectives and standards, but was comparable to the on-time performance observed on other small transit systems in the Region.
- Travel by taxi was found to be almost as direct as travel by automobile for most of the trips, based on a comparison of the over-the-road distance and travel time for travel by transit and by automobile between selected locations in the County.

- No major problems with response time on the taxi system were noted in passenger complaints received for the County taxi service between July 1, 2000 and June 30, 2001. The current level of prescheduled trips on weekdays may, however, indicate a potential problem in the future with accommodating patrons with same day service requests.
- Based on a review of the maximum passenger loads on the taxi vehicle, the maximum load factors for the system did not exceed those specified in the objectives and standards and no problems with overloaded vehicles were found.

Ozaukee County Express Bus System

- County bus and shuttle services were provided in accordance with standards under Objective No. 1, which specify the location and purpose for providing rapid, express, and local transit services. Service was provided to all major employment centers and office and industrial parks in the County, and provided fast transit connections to Milwaukee County and the Milwaukee Central Business District (CBD). The majority of the areas in the County that were not served by the existing routes of the Ozaukee County Express Bus System are not yet developed to densities that can support effective or efficient bus service.
- The County bus system, together with connecting taxi service, provided very good coverage of the existing residential areas and employment centers in Ozaukee County. The County bus system, together with connecting Milwaukee County Transit System bus service, also provided for modest coverage of all Milwaukee County residents and job locations but provided substantial coverage of the central portions of Milwaukee County where the highest concentrations of low-income individuals reside. The current weekday service hours of the bus system, however, do not address the needs of individuals working on weekends.
- While the recent ridership and service trends for the County bus system compared favorably with the trends observed on the other bus systems in the Region, the cost trends for the County bus were not favorable overall. Controlling increases in operating costs was suggested as a goal to improve performance in the future.
- The best performing route in the County bus system is Route No. 143--the mainline route in the system--which has performance levels that are consistently above systemwide average levels for service effectiveness and below systemwide average levels for cost effectiveness measures. The service provided by this route for Ozaukee County residents commuting to jobs in the Milwaukee CBD was found to be somewhat more productive and cost effective than the service provided for Milwaukee County residents commuting to jobs at Ozaukee County employment centers.
- The shuttle routes were found to be poor performers in general with the best performing shuttle route, the Mequon Shuttle, essentially consisting of one regularly scheduled, flexibly routed taxi trip each day.
- A review of the boarding and alighting passenger activity along route segments of the County bus system found that the four most productive segments and stops were all on Route No. 143. The four least productive route segments or stops also included three segments on Route No. 143 plus the Grafton-Saukville shuttle route.
- The bus system was determined to be on-time for about 69 percent of the scheduled bus and shuttle trips. This was below the specified performance level of 90 percent on-time set forth in the objectives and standards, but was comparable to the on-time performance observed on other urban transit systems in the Region.

- Travel by bus was found to be almost as direct as travel by automobile for most of the trips, both for trips between the park-ride lots in Ozaukee County and the Milwaukee CBD as well as for trips between central Milwaukee County and employment centers in Ozaukee County.
- Based on a review of the maximum passenger loads on the bus and shuttle routes, the maximum load factors for all of the routes did not exceed those specified in the objectives and standards and no problems with overloaded vehicles were found.

Chapter VI

RECOMMENDED TRANSIT SERVICE IMPROVEMENTS

INTRODUCTION

Previous chapters of this report have described the land uses and travel patterns of Ozaukee County and analyzed the effectiveness with which the existing County transit system serves those patterns. In addition, an extensive evaluation of the ridership levels and financial performance of each route of the bus system, as well as the shared-ride taxi system has been documented. The findings of the transit system evaluation indicated that the existing system performed very well overall in meeting the transit service objectives and performance standards. Still, some service changes were identified that would improve system efficiency, and some possible areas for service expansion were noted. This information provided the basis for developing service changes for this transit system development plan for the Ozaukee County transit system.

This chapter describes the recommended transit system development plan for the Ozaukee County transit system for the five-year period from 2002 through 2006. The remainder of the chapter consists of four sections. The first section documents the recommended transit system, including proposed changes to the existing 2001 local taxi and commuter bus services. Included in this section are descriptions of the service levels and route alignments that are envisioned for the transit system by the end of the planning period in 2006. The second section summarizes the anticipated performance of the recommended transit system, including information on ridership, farebox revenues, and costs. The third section sets forth the actions required by the various agencies to achieve plan implementation. The chapter concludes with a brief summary.

RECOMMENDED TRANSIT SERVICES

The recommended plan calls for some changes to the existing bus and taxi services provided under the Ozaukee County transit system in 2002. The plan includes a local taxi service element for serving general travel within Ozaukee County and a commuter bus element for serving largely work-related travel between Ozaukee and Milwaukee Counties. These plan elements are described in the following sections.

Local Taxi Service Element

Proposed Service Changes to Ozaukee County Taxi System

In developing the recommended local taxi services, four areas of potential service changes for the shared-ride taxi service provided by the Ozaukee County Taxi System were reviewed and analyzed. The potential service changes are identified in Table 6-1 and include: improving trip sharing; providing additional service during the weekday

Table 6-1

SUMMARY OF POTENTIAL SERVICE CHANGES FOR THE OZAUKEE COUNTY TAXI SYSTEM: 2002-2006

	Desci	and the second	
Service Change	Problem	Solution	Recommended Action
Improved Trip Sharing	Low measures of service effectiveness and efficiency for rural taxi service	 Increase the number of passenger trip requests that are scheduled to share a taxi vehicle for a portion of the trip 	 No changes identified for implementation Review of taxi dispatch records did not identify significant potential for increased trip sharing
Expanded Midday			
Service	 Current level of prescheduled trips (about two-thirds of all taxi trips) limits the ability to accommodate service requests at time needed, in particular for same day 	Additional two vehicles in operation on weekdays between 8:00 a.m. and 4:00 p.m., one in 2004 and one in 2006	Recommended for implementation in 2004 and 2006
· · · · · · · · · · · · · · · · · · ·	 Faricular for same day service Taxi system is operating near or at capacity during weekday midday periods 		
Expanded Evening			
Service	 Current level of evening service (Fridays only) limits use of taxi system for work, school, or other trips Disabled population needs 	• Expand weekday service Monday through Thursday to include evenings from 6:00 until 9:30 p.m.	Recommended for implementation in 2002
	access to jobs and employment training and support groups at Portal Industries, Inc.		
Assumption of Port Washington Taxi			
Service	Performance of Countywide taxi service limited by separate City taxi service in Port Washington area	City of Port Washington should relinquish operational and administrative control of separate taxi system to County	 Not Recommended County should remain receptive to assuming operation of City taxi service if approached by the City in the future

Source: SEWRPC.

midday period; providing additional service on evenings, Monday through Thursday; and assuming the operation of the City of Port Washington Transport Taxi System. The findings of these analyses are as follows:

1. Improving Trip Sharing

The performance evaluation in Chapter V suggested that ways to combine passenger trip requests in the rural areas should be explored to improve the effectiveness and efficiency of the rural taxi service. The potential to increase trip sharing was examined by Commission staff through a review of the dispatch records of the rural taxi trips made on the system on November 7 and 8, 2001. Based solely on the geographic proximity of origins and destinations of trips that occurred within this two-day period, it appeared that approximately 50 percent of passenger trips that were not shared with other passengers had the potential to be shared trips. However, increased sharing of these trips would have required that the trips be made at different times of the day or on a different day. Such shifts in trip times or travel days was considered to be impossible given that approximately one-half of the rural trips were made to reach medical appointments or jobs. These trips typically do not have much flexibility in terms of scheduling. Consequently, changes to significantly improve trip sharing could not be identified.

2. Expanded Service During Weekday Midday Periods

The performance evaluation found that approximately two-thirds of all taxi trips were pre-scheduled one or more days in advance of when service was actually needed. While maintaining constant usage of the taxi service, the level of prescheduled trips often requires adjustments to be made in the service times for trip requests to fit trips into taxi vehicle dispatch schedules, particularly during weekdays between 8:00 a.m. and 4:00 p.m. During this period it has become extremely difficult for an individual to call in a trip request and receive service on the same day at the requested time.

A review of the number of passengers per vehicle hour on the taxi service was conducted for the last four months of 2001. Between the hours of 8:00 a.m. and 4:00 p.m. on weekdays, the average number of passengers served per vehicle per hour was fairly consistent at around 1.4 passengers per vehicle per hour. The consistency of the passengers per vehicle hour across this entire period indicates that trip requests are being redistributed to use the available vehicles most efficiently. This may indicate that the system is approaching, and may have reached, the maximum number of passengers that can be served by the 13 vehicles operated during this time.

To address this issue, it is recommended that the taxi system add vehicles during the weekday midday period to increase its capacity. The addition of two vehicles should be phased in by the end of the planning period with one vehicle added in 2004 and a second vehicle added in 2006. The additional vehicles would be operated from 8:00 a.m. to 4:00 p.m. and would be expected to decrease the proportion of subscription trips, and aid in allowing more flexibility in scheduling same-day trip requests. The additional midday service could be initiated with funding made available in the next cycle of the Federal Congestion Mitigation and Air Quality (CMAQ) Improvement Program for which applications will be solicited in 2003 and funds made available for 2004. Such funding would cover 80 percent of the eligible costs of the service as a three-year demonstration project.

3. <u>Expanded Evening Service</u>

The Ozaukee County taxi system currently provides evening service only on Fridays from 6:00 to 9:30 p.m. Comments made by Advisory Committee members during the review of the performance evaluation findings and potential service changes indicated there is currently a distinct need for more evening taxi service for disabled individuals in the County, including those participating in programs offered by Portal Industries, Inc. The agency indicated its primary need was for transportation for between 10 and 15 individuals to and from employment and employment-related activities on weekday evenings between the hours of 6:00 p.m. and 9:30 p.m. The County has also received requests for expanded evening taxi service from non-disabled persons in need of transportation to jobs, for shopping trips, for school activities, or personal business.

The plan, therefore, recommends that evening taxi service from 6:00 through 9:30 p.m. be added Monday through Thursday as a demonstration service. This will entail using four taxi vehicles each evening to provide service during these times, which would add about 56 vehicle hours of service per week. The additional evening service would qualify for demonstration funding either through the Wisconsin Employment Transportation Assistance Program (WETAP) or through the Federal CMAQ Program which would cover between 75 and 80 percent, respectively, of the eligible costs for the service. WETAP grant applications are solicited annually under a process coordinated by SEWRPC in the Milwaukee area. Implementation of the service was assumed for July 2003 using funds provided through the 2003 WETAP grant cycle.

4. Assumption of Port Washington Taxi Service

The transit system development plan completed for Ozaukee County in 1995 recommended County administration and operation of all shared-ride taxicab service in the County. To this end, the plan proposed that the City of Port Washington relinquish operational and administrative control of the City Transport Taxi Service to the County and transfer ownership, with appropriate compensation, of the City taxicab equipment to the County. The City would thus be relieved of all direct administrative and funding requirements for the service. This plan recommendation was never realized as the City opted to continue separate municipal operation of its taxi system when the Ozaukee County Taxi was initiated in 1998.

This recommendation was reexamined for the new County transit system development plan. Table 6-2 presents a comparison of selected service characteristics of the County and City taxi services in 2002 and identifies significant differences in the operating characteristics of the two services. Differences in the taxi fares and response times present a reasonable argument for continued City operation of the Port Washington taxi service. Differences in the operating costs and improved efficiency of the County taxi system represent the main argument for incorporation of the City service into the County taxi operation. Based on 2002 budget projections for both taxi systems, adding the Port Washington taxi service would increase ridership on the County system by about 40 percent while increasing vehicle hours and total system operating costs by only about 16 percent¹. As a result, the passengers per vehicle hour on the County system would increase by about 18 percent while the operating cost per passenger would decrease by about 15 percent. Improvement in the convenience of using taxi service for travel outside the existing Port Washington service area would also be a minor benefit but only for those currently using both taxi systems. Differences in the level of service and the hours of operation for the two taxi services were not considered to be significant, largely because of a service coordination agreement between the City and the County.

Based on this information, the plan recommends that the County and City continue separate operation and administration of the two taxi systems. This recommendation recognizes that the City taxi system is currently operating efficiently with no service or funding problems and City taxi patrons would be inconvenienced with higher fares and poorer response times under the County taxi system. However, the County should remain receptive to County operation of the City taxi service should the City approach the County with this proposal in the future.

Storage and Maintenance of Taxi Fleet

At present, routine maintenance of the taxi fleet--vehicle cleaning and servicing, and light maintenance--is performed by the private contract operator for the taxi system, G & G Enterprises, Inc., at the operator's facility on the east side of the City of West Bend (904 Schoenhaar Drive) in Washington County. For major repairs, vehicles are usually taken to dealerships or an appropriate repair facility. Up until 2002, the contractor's West Bend facility has also been the storage site for the taxi fleet and the dispatch center for service requests. For 2002, the County has determined that the operator should begin storing vehicles in Ozaukee County at the Ozaukee County Highway Department garage located on the south side of the City of Port Washington (410 Spring Street). As of February 2002, storage of five taxi vehicles had been relocated to the County highway garage. It is the County's intent that, at a minimum, all County-owned taxi vehicles in the fleet should be stored in Ozaukee County. With the move to in-County storage of taxi vehicles, it has been proposed that the County Highway Department assume responsibility for performing the routine maintenance of the taxi fleet and, possibly, the dispatch center.

¹ The 2002 operating budget for the Ozaukee County Taxi includes a projected ridership of about 58,700 revenue passengers, service of about 38,100 vehicle hours, and operating costs of about \$950,100. The 2002 operating budget for the Port Washington Transport Taxi includes a projected ridership of about 23,700 revenue passengers and service of about 6,200 vehicle hours. Assuming a 25 percent increase in fares for those charged for County taxi service, the projected City taxi ridership was reduced by about 8 percent to about 21,800 revenue passengers. The operating costs of the Port Washington taxi service under the County taxi system were estimated at about \$153,600 in Table 6-2. Based on these figures, the Ozaukee County Taxi system, with the addition of the Port Washington taxi service, would have a total ridership of about 80,500 revenue passengers, service of about 44,300 vehicle hours, and operating costs of about \$1,103,700.

Table 6-2

SUMMARY OF MAJOR DIFFERENCES BETWEEN TRANSPORT TAXI AND OZAUKEE COUNTY TRANSIT SERVICES PROVIDING TAXI SERVICE IN THE CITY OF PORT WASHINGTON

· · · · · · · · · · · · · · · · · · ·		Тах	i System	· · · · ·		
Criterion	Port Washington Transport Taxi		Ozaukee County Taxi		Differences	
Fares Adults Students	<u>Within City</u> \$2.00 1.50	Outside City 2.50 2.50	<u>Within City</u> \$2.50 2.25	Outside City 2.50 2.25	County taxi fares would be \$0.50 to \$0.75 higher for local taxi trips made by most city taxi patrons, but would be the same or slightly less for those city taxi	
Elderly/Disabled	1.50	2.00	2.00	2.00	patrons traveling outside the City limits to or from locations in the Village of Saukville or the Town of Port Washington.	
Response time	nse time		45 m	inutes	Maximum response times under County operation would be 15 minutes longer than under City operation.	
Level of Service	Door-t	o-door *	Door-thro	ough-door		
Hours of Operation Monday-Thursday Friday Saturday Sunday	. 7:30 a.m. – 6:00 p.m.* . 7:30 a.m. – 9:00 p.m.* . 8:00 a.m. – 6:00 p.m. . 8:00 a.m. – 12:00 p.m.		6:00 a.m 8:30 a.m 8:00 a.m	- 6:00 p.m. - 9:00 p.m. - 6:00 p.m. - 12:00 p.m.		
Convenience	Two provided service may weekday mo 6:00 a.m. to 7 weekday eve County imple evening serv	be used rnings from 7:30 a.m., and nings if the ements	One provider an number for all t	•	With City operation, City taxi patrons need to be familiar with how to use both City and County taxi systems if they use taxi service early on weekday mornings when City system does not operate or for travel outside the City taxicab service area. Under County operation, there would be only one taxi operator serving City taxi patrons for all trips within and outside the current City taxi service area and just one telephone number to call for all service.	
Operating Cost Total 2002 Projected Costs Total Cost per Vehicle Hour Total Cost per Passenger trip	\$162,5 \$	900.00 526.43 \$6.88	+-	0.00 9.92 6.49	County operation of the City taxi service would not be significantly different than with City operationabout \$9,300, or 6 percent, less than the total operating costs with City operation. County operation would, however, remove all local costs of providing service from the City budget and place such costs with the County.	

^{*}Under the current service coordination agreement between the City and the County, County taxi service is available for trips made by disabled persons who require special assistance that is not available with the City taxi service. County Taxi service is also available within the City taxicab service area on weekday early mornings when City taxicab service is not available.

Source: Ozaukee County Transit Services, City of Port Washington, and SEWRPC.

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A review of the existing taxi system operations, with respect to vehicle maintenance and storage, was undertaken at the request of County staff. This review considered the following information:

- <u>Deadheading</u>: Ideally, routine maintenance should be performed at, or close, to the storage location of the vehicle. A distance of approximately 16 miles separates the operator's West Bend facility and the County garage in Port Washington. Continuing to have the contact operator perform vehicle maintenance at the operator's West Bend facility when the vehicles are stored in Port Washington will add unnecessary mileage to the vehicle and shorten the vehicles useful life.
- <u>Maintenance Personnel</u>: Both the private operator and the County highway department have, or could hire, the personnel capable of maintaining the taxi fleet. The County Highway Department maintenance staff would need some additional training in maintenance of wheelchair lifts and accessibility equipment on the taxi vehicles.
- <u>Other Personnel</u>: The management, supervisory, dispatching, and driver personnel for the contract operator currently work at, or check into, the operator's West Bend facility. Relocation of driver check-in, dispatching, and service supervision to the County Highway Department Garage facility in Port Washington would avoid unnecessary "deadheading" of personnel between the West Bend and Port Washington facilities. As the operator currently shares dispatch and supervisory personnel with the Washington County Taxi System, this will likely require additional personnel for the Ozaukee County operation.
- <u>Storage and Office Facilities</u>: Inside storage for all taxi vehicles in the fleet, along with office space for drivers, supervisors, and dispatching staff, is provided at the operator's West Bend facility. Outdoor storage of vehicles in Wisconsin's harsh winter weather is not recommended by Commission staff. The County would need to: either find a suitable storage and office space at an existing County facility, such as the County garages in Port Washington or Cedarburg; lease an existing storage facility with office space; or construct a new storage and office facility. Inside storage for the taxi fleet could potentially be accommodated during the winter months (November through April) at the County garage in Port Washington and space could be made available for drivers, supervisors, and dispatching staff by remodeling a section of the County Highway Department offices for approximately \$25,000. In contrast, the cost of building a new storage and office facility suitable for the taxi system on County-owned land adjacent to the Port Washington highway department garage has been estimated at about \$800,000² by County staff.
- <u>Costs</u>: The estimated 2002 maintenance costs of the private contract operator were compared for 17 taxi vehicles operated in the taxicab fleet (see Table 6-3). This information indicates that the direct maintenance costs, including labor and parts and supplies, with the private operator would be about six percent less than with staff at the County garage. However, use of County-owned facilities for the garage and office facilities for the taxi system would eliminate approximately \$32,000 from the projected 2002 operating expenses for the taxi system annually in facility rental fees and property taxes charged by the private contract operator for its West Bend facility. What would be considered as comparable expenses for depreciation of the County's facilities are ineligible for reimbursement under Federal and State operating assistance programs.

Based on this review, Commission staff recommends that the vehicle storage, maintenance, and dispatch functions of the taxi system be shifted from the private operator to the County. This recommendation assumes that the County would provide indoor storage of taxi vehicles during the winter months at the County garage in Port

 $^{^{2}}$ The costs assume construction of a 9,600 square foot facility sized to store up to 30 vehicles, and including space for vehicle cleaning, parts storage, and an office area. 124

Table 6-3

COMPARISON OF ESTIMATED MAINTENANCE COSTS FOR THE OZAUKEE COUNTY TAXI SYSTEM: ESTIMATED 2002

	Provider ^a				
Cost Category	Ozaukee County Highway Department	G&G Enterprises, Inc.			
Labor ^b					
Wages	\$29,600	\$29,800			
Benefits	21,900	8,000			
Subtotal	\$51,500	\$37,800			
Parts and Supplies ^e	\$23,400	\$32,600			
Facility Costs ⁴	· · · ·	32,000			
Total	\$74,900	\$102,400			

*Estimates provided by the Ozaukee County Highway Department and G&G Enterprises, Inc. are based on a fleet of 17 vehicles.

*Assumes 0.75 full-time mechanic.

*Assumes 15 oil changes and one new set of tires per vehicle per year.

^eExcludes utility costs. As such costs are assumed to be similar for both the private operator and the County Highway Department.

Source: Ozaukee County Transit Services, Ozaukee County Highway Department, G&G Enterprises, Inc., and SEWRPC.

Washington. There is significant deadhead time and miles associated with moving vehicles between the operator's West Bend facility and Ozaukee County, and savings in both driver labor and equipment costs over the life of each taxi vehicle could be realized by eliminating this deadheading. The potential reduction in annual operating expenses for the taxi system by eliminating charges for the existing private operator facility would be more than enough to offset the one-time remodeling costs attendant to creating office space for the taxi system in the County Highway Department offices and could be applied toward the costs for any additional dispatch and supervisory personnel.

Commuter Bus Element

Service Changes to Express Bus and Shuttle System

In developing the recommended commuter bus services, areas of potential service changes for the commuter bus and shuttle services provided by the Ozaukee County Express Bus System were reviewed and analyzed. The potential service changes are identified in Table 6-4 and included:

1. Elimination of Unproductive Service on Express Bus Route

The route performance evaluation findings in Chapter V suggested that the individual bus trips operated over Route No. 143 should be reviewed to determine if trips could be combined, dropped, or otherwise modified to improve service performance. The scheduled bus runs of Route No. 143 were subsequently reviewed by both MCTS and Commission staff in terms of ridership and service operation.

Based on MCTS staff recommendations, some adjustments to the service provided over Route No. 143 as documented in Chapter III were approved by the Ozaukee County Transit Committee and were either implemented in December 2001 or are scheduled for implementation in March 2002. The changes will eliminate unproductive service, reduce operating costs, and add service for the workers commuting to and from the Milwaukee Central Business District (CBD) and should modestly improve the efficiency of the service. The service changes included:

SUMMARY OF PROPOSED SERVICE CHANGES FOR THE OZAUKEE COUNTY BUS SYSTEM: 2002-2006

Route	Service Description	Service Change		Description	Recommended Action
noute	Service Description	Jervice change	Problem	Solution	
Route No. 143	Commuter route operated between	Elimination of stops	Low usage	Eliminate stops at Northshore park-ride lot and at the Fredonia park-ride-lot	 Recommended for implementation in March 2002
	Ozaukee County and the Milwaukee CBD and the south side of	Elimination of unproductive bus trips	Low ridership	Eliminate northbound 9:50 p.m. run Eliminate southbound 12:35 a.m. run	Recommended for implementation in March 2002 Implemented
	the City of Milwaukee	Adjustment of departure times	Excessive layover time	Adjust the departure times of four late afternoon northbound trips	 Recommended for implementation in March 2002
		Rerouting	Too few afternoon northbound trips from the Milwaukee CBD	Reroute 2:31 p.m. northbound trip so that it passes through the Milwaukee CBD	 Recommended for implementation in March 2002
		Addition of park-ride lot	Absence of convenient park-ride facility in the Mequon Thiensville Area	Ozaukee County and the City of Mequon to formally indicate each supports the construction of a park-ride lot in the City of Mequon at or near the IH 43-Mequon Road interchange and each is willing to help	Recommended for implementation in 2002
				maintain it; WisDOT then to conduct a preliminary engineering study of potential sites for a Mequon park-ride lot, including sites on Venture Court east of Port Washington Road and in the northeast quadrant of the IH 43-Mequon Road interchange; park-ride lot to be constructed by WisDOT per recommendations of preliminary engineering study	
		Selection of commuter center site	 Absence of transfer center offering parking, shelter, and other services for commuters using Route No. 143 	County to review existing Express bus stops for potential commuter center in Ozaukee County	Recommended for implementation in 2003
		Demand responsive service	Low and inconsistent ridership	Offer advanced reservation taxi service	Recommended for implementation in 2002
Mequon Shuttle	One early morning one-way trip	None	Low ridership on some runs	No change recommended	· · ·
Grafton Shuttle	Seven two-way trips	Use a smaller vehicle	Low ridership	Use a four, or five-passenger vehicle	Recommended for implementation in 2002
Grafton-Saukville Shuttle	One two-way and one one-way trip	Eliminate 10:30 p.m. trip	Route No. 143 late evening run that meets this shuttle discontinued	Discontinue the 10:36 p.m. one-way trip	Recommended for implementation in March 2002
Saukville Shuttle	Three two-way trips	Use a smaller vehicle	Low ridership	Use a four or five-passenger vehicle	Recommended for implementation in 2002
UBUS Connector Shuttle (Proposed 2004)	Four morning and four afternoon one-way trips	Additional Shuttle route	 No convenient connections to MCTS routes serving UWM 	 Initiate new fixed-route shuttle service between Route No. 143 stops in Ozaukee County and the Brown Deer Road Park ride lot in Milwaukee County to connect with MCTS UBUS Route No. 49U 	Recommended for implementation in 2004
Belgium Shuttle (Proposed 2006)	One two-way and two one-way trips	Additional Shuttle Route	 Lack of shuttle service for Milwaukee county residents working at employers in the Belgium Industrial Parks 	 Initiate a new fixed-route shuttle service to serve the Belgium industrial Parks if local official decide service is warranted 	Recommended for implementation 2006

Source: SEWRPC.

- Eliminating the bus stops at the Northshore Park-Ride lot (E. Silver Spring Drive and N. Port Washington Road) and at the Fredonia Park-Ride Lot (STH 57 and CTH H);
- Eliminating one northbound bus trip, departing S. 6th Street and Mitchell Street at 9:50 p.m., and one southbound bus trip, departing the Grafton Park-Ride lot at 12:35 a.m.; and
- Adjusting the weekday afternoon departure times for the four existing northbound trips serving downtown workers and adding one more afternoon departure from downtown by adjusting the routing for an existing northbound trip.

The Commission staff review indicated that two additional bus runs had noticeably low ridership for sample days in December 2001 and January 2002: one northbound run departing downtown Milwaukee at 5:13 p.m. and one southbound run departing the Grafton Park-Ride lot (STH 60 and CTH W) at 8:20 a.m. It was determined that these bus runs should continue operation as the 5:13 p.m. run was one of the trips for which the service will be adjusted in March 2002, and the 8:20 a.m. southbound run is the last southbound morning run and would be needed for the improved connections to the University of Wisconsin-Milwaukee (UWM) discussed below.

2. <u>Service Changes to Shuttle Routes</u>

The findings of the route performance evaluation suggested that consideration be given to converting some of the shuttle service to prescheduled taxi service. Each of the shuttle runs was reviewed for ridership levels for a three-month period from October through December 2001. For those with low ridership, consideration was given to replacing some runs with demand responsive taxi service, or as to whether using a smaller vehicle to provide the service would be more efficient. Based on this review the following recommendations were made for each route:

- Mequon Shuttle: This route was operated with a single one-way trip from the bus stop at Mequon Road and N. Port Washington Road every weekday during shared-ride taxi service hours using one four-passenger taxi vehicle. It was used most days, but not every day, and during the observed period, a maximum of two people were served daily. Based on this, it is recommended that this route be made fully demand-responsive instead of regularly scheduled.
- Grafton Shuttle: This route was operated with seven two-way trips every weekday using a 15-passenger vehicle. The shuttle runs occurred in groups throughout the day during the early morning, early afternoon, and late evening periods. Several of these runs had consistently low, or even no, ridership for the period observed. However, due to the grouping of the runs in the schedule, which has a single vehicle and driver operating four to six one-way trips sequentially, eliminating runs or using a smaller vehicle for these intermittent low ridership runs would not improve cost-efficiency for the route. Therefore, no service changes are recommended for this shuttle route.
- Grafton-Saukville Shuttle: This route was operated with one round-trip and one one-way late evening trip each weekday using a 16-passenger vehicle. Over the period observed, the 9:36 p.m. run had a maximum of two passengers per trip, while the 10:36 p.m. run had a maximum of four passengers per trip. Therefore, it is recommended that a four- or five-passenger automobile be used for the 9:36 p.m. round-trip instead of a larger 16-passenger vehicle. In addition, eliminating the last one-way trip of the day, which meets the Route No. 143 bus at 10:36 p.m., is recommended as of March 24, 2002 when this connecting bus run is eliminated.
- Saukville Shuttle: This route was operated with three two-way trips every weekday using a 15passenger vehicle. Two of these trips occurred in the early morning, while the third trip occurred mid-afternoon. Over the period observed, the 5:42 a.m. run had a maximum of two

passengers per trip, while the 6:19 a.m. and the 2:38 p.m. runs both had a maximum of four passengers per trip. Therefore, it is recommended that a four- or five-passenger automobile be used for all of these shuttle trips instead of a larger 15-16 passenger vehicle.

Belgium Shuttle: This proposed fixed-route shuttle would operate one one-way northbound early morning trip and one two-way mid-afternoon trip from the Port Washington park-ride lot, and one one-way southbound late evening trip to the Saukville park-ride lot. Adding a stop in Saukville to the last southbound express bus run of the day, serving the Fredonia Industrial Park, would be necessary. In addition, adjustments to some express route times may be necessary to accommodate first- and second-shift starting and ending times at Belgium employers.

The changes for the Grafton, Grafton-Saukville, and Saukville Shuttles should be scheduled for immediate implementation during 2002. The Belgium Shuttle would be added as a CMAQ demonstration project in 2006. Service to Belgium employers would be warranted only if the industrial parks develop as envisioned and are deemed to warrant this level of transit service by local officials. Should development of these areas occur at a slower pace than currently envisioned, this additional shuttle service would not be needed and the area could continue to be served by the County's demand-responsive taxi service.

3. Improved Transfer Connections to UWM

As a potential means of increasing ridership, a review was undertaken of possible connections with MCTS bus routes to serve trips destined to and from UWM. Three possible connections with Route No. 143 and the creation of a new shuttle route operated by the Ozaukee County Taxi were considered:

Providing a transfer connection between Route No. 143 and MCTS Route No. 49U at the Brown Deer Park-Ride lot (IH 43 and W. Brown Deer Road): This stop is not on the existing Route No. 143 and would require rerouting southbound buses to operate via Port Washington Road instead of IH 43 between Mequon Road and Brown Deer Road in order to safely access the Brown Deer Road park-ride lot. Northbound buses could continue to operate via IH 43. Adding the stop would be expected to add about 5 to 7 minutes to the one-way running time for the route. Connecting service over Route No. 49U is available during the fall and spring semesters (no summer session service) between about 7:15 a.m. and 6:15 p.m. with headways ranging from roughly 40 to 60 minutes during the morning peak and 60 to 70 minutes the remainder of the day. Only three southbound bus trips in the morning and five northbound bus trips in the afternoon on Route No. 143 could potentially make connections and some adjustments would need to be made to the schedules for Route No. 143 or Route No. 49U to ensure convenient transfers with reasonable waiting times of 5 to 10 minutes. It is estimated that adjusting the Route No. 143 schedules would add about 3 vehicle hours per school day and increase the express bus operating costs by about \$42,000 per year. The project could initially be funded as a CMAQ demonstration project beginning in 2004.

Providing a transfer connection between Route No. 143 and MCTS Route No. 62 at N. Port Washington Road and W. Capitol Drive: This stop is along the existing Route No. 143 but is not served by three southbound bus trips in the morning and four northbound bus trips in the afternoon that are directed at workers commuting between Ozaukee County and jobs in downtown Milwaukee. Adding the stop to those peak period bus trips would entail having the bus enter and exit IH 43 at W. Capitol Drive instead of at W. North Avenue and operate over N. 7th/8th Streets instead of IH 43, adding 6 to 8 minutes to the running time for the route. Connecting service over Route No. 62 is available during all times that Route No. 143 operates with headways generally ranging between about 10 and 15 minutes throughout the day.

- Providing a transfer connection between Route No. 143 and MCTS Route No. 22 at N. 7th/8th Streets and W. Center Street: This stop is also not served by the existing Route No. 143 for the bus trips noted for the stop at N. Port Washington Road and W. Capitol Drive. Adding the stop would entail having buses enter and exit IH 43 at W. Locust Street instead of at W. North Avenue and operated over N. 7th/8th Streets instead of IH 43, adding about 2 to 3 minutes to the running time for the route. Connecting service over Route No. 22 is available during all times Route No. 143 operates with headways generally ranging between about 5 and 15 minutes throughout the day.
- Providing a transfer connection between a new UBUS connector shuttle and MCTS Route No. 49U at the Brown Deer Park-Ride lot (IH 43 and W. Brown Deer Road): This option would create a new Ozaukee County Express shuttle route operated between the Saukville park-ride lot and the Brown Deer park-ride lot via IH 43. Between these points, the shuttle would operate over the same alignment, and make the same stops, as the Route No. 143 bus trips operated over Port Washington Road. Four shuttle trips would be operated in the morning between 6:30 a.m. and 10:00 a.m. to meet the trips on Route No. 49U departing for UWM from the Brown Deer park-ride lot between 7:00 a.m. and 10:00 a.m., and four shuttle trips would be operated in the afternoon between 2:00 p.m. and 5:45 p.m. to meet the trips on Route No. 49U arriving from UWM at the Brown Deer park-ride lot between 2:00 p.m. and 5:15 p.m. The UBUS connector service would be operated by the Ozaukee County Taxi, as the other County shuttles are, and service would only be available during the fall and spring semesters at UWM when MCTS Route No. 49U is operated. The total operating cost of the UBUS connector shuttle is estimated at about \$26,000 annually and could initially be funded as a CMAQ demonstration project beginning in 2004. Operation of the shuttle would also require the purchase of one additional 15-passenger van for the taxi service in 2003.

While travel times between Ozaukee County stops and UWM would be comparable—within 5 minutes—among the options noted above, passenger amenities at the various stops would not be. The stop at the Brown Deer Park-Ride lot would include a bus shelter and a public telephone. The stops for the other two transfer points are on local street corners and have no shelters or telephones. As the passenger amenities at the stop at the Brown Deer Park-Ride lot would probably be more attractive to UWM passengers from Ozaukee County, it is recommended that Ozaukee County pursue using this stop for connecting with existing UBUS service provided by MCTS Route No. 49U. Of the two options for serving the Route No. 49U stop at the Brown Deer Park-Ride lot, it is recommended that the County establish a separate shuttle service operated by the Ozaukee County Taxi. Providing service for UWM students and personnel with the shuttle route would have a lower annual operating cost than adding a stop at the Brown Deer Park-Ride lot to Route No. 143. In addition, changing the Route No. 143 schedule to accommodate a stop at the Brown Deer Park-Ride lot has the potential to negatively impact the existing Route No. 143 ridership. Providing service through a separate shuttle route will permit Ozaukee County to test the potential ridership demand for the connection. If successful, the service could then be considered for integration into the Route No. 143 schedule.

Marketing would be an important feature in promoting this connection. It is recommended that the County request assistance from the UWM Parking and Transit Department, which might be willing to include a flyer in their usual beginning-of-the-semester mailings to UWM students, informing them of this transit option to reach UWM from Ozaukee County. It is also recommended that Ozaukee County accept the UPASS as fare payment on the proposed shuttle route and negotiate an agreement with the UWM for compensation. The plan assumes the recommended connections with Route No. 49U and the acceptance of the UPASS will be in place by the start of the winter 2004 semester at the UWM.

Grafton Commuter Center Site Selection

In April 2001, the Village of Grafton applied for a CMAQ grant for the development of a commuter center near the intersection of STH 60 and CTH W. The facility proposed by the Village would include a park-ride lot for approximately 100 cars, a bus stop area for Route No. 143, and a building that would house commuter-oriented commercial development. The commuter center would serve bus patrons and carpoolers commuting to jobs in downtown Milwaukee on Route No. 143, as well as users of connecting shuttle service and taxi service. A tentative timeline for the center calls for design in 2002, acquisition of real estate in 2003, and construction in 2004. Private development of traveler amenities and commercial features would be sought. Funding for the proposed commercial building was removed during review by the Wisconsin Department of Transportation. Approval of the \$1.0 million CMAQ grant is currently pending approval by the Wisconsin Department of Transportation. The total local share of the project was estimated at about \$251,000. Ozaukee County has tentatively agreed to split equally the local costs of the commuter center with the Village of Grafton.

At the request of Ozaukee County, Commission staff undertook a review of potential sites for the commuter center to determine which site would best facilitate the passengers on, and operation of, Route No. 143 and the connecting shuttle service. The analysis considered several factors for each potential site including: available land area; current ownership and land use; if relocation would be required; assessed land value; distance from the existing transfer point; and access and egress for transit vehicles. Table 6-5 summarizes these considerations for the potential sites that are shown in Figure 6-1.

Of the seven potential sites reviewed for the commuter center, Site No. 1, the southeast corner of the intersections of STH 60 and CTH W (Port Washington Road), was identified as the best option based on its proximity to the existing transfer point and existing commercial development. In addition, it is currently open land, has acceptable access/egress, and has good clearance for bus maneuverability. Each of the other sites were found to be less desirable for various reasons as follows:

- Site No. 2 was viewed as less desirable due to existing current usage, necessary relocation and the uncertainty of the timeframe for development of connecting roadway access.
- Site No. 3 is a sufficient option, however, the lack of existing commercial development in proximity to the site made this option less desirable.
- Site Nos. 4 and 5 lay adjacent to a future connecting roadway extension. Until the road is developed, access may be problematic. In addition, Site No. 5 would require the removal of vacant buildings at additional costs.
- Site No. 6, as other sites, lacks proximity to existing commercial development. It is also at a greater distance from the existing route than others.
- The major drawback for Site No. 7 is the distance from the current transfer point. Relocating the current transfer point to this location would add substantial trip time to the bus schedule, which may make travel times unreasonable for passengers.

In April 2002, the Village of Grafton turned back to the Wisconsin Department of Transportation the Federal Congestion Mitigation and Air Quality (CMAQ) Improvement Program grant that it had been awarded for construction of the Grafton commuter center. The Village indicated that it was not in favor of removing any of the parcels suggested for the commuter center from the property tax roll. At a subsequent meeting, the study Advisory Committee continued to express support for a commuter center and suggested that the center could be considered for a different location in the County or could be reduced in scope to have a smaller "footprint" and require significantly less land.

CHARACTERISTICS OF ALTERNATIVE COMMUTER CENTER SITES FOR THE OZAUKEE COUNTY TRANSIT SYSTEM IN THE VILLAGE OF GRAFTON: 2002

Characteristics Location	Site 1: Target Parking Lot Located on the southeast corner of Port Washington Road and STH	Site 2: IH 43 West Located on the north side of STH 60 just west of IH 43	Site 3: Port Washington Road Located on the southwest corner of Port Washington Road and STH	Site 4: STH 60 North Located on the north side of STH 60 just east of Dakota Drive	Site 5: STH 60 North Located on the north side of STH 60 just west of Dakota Drive	Site 6: STH 60 South Located on the south side of STH 60 between Chevenne	Site 7: Village Center Located on the south side of Washington Avenue
	60		60			Avenue and Dakota Drive	between 9 th Avenue and 11 th Avenue
Available Area	2.8 acres	2.4 acres	2.3 acres	2.0 acres	3.2 acres	8.9 acres	1.8 acres
Current Ownership	Private	Private	Private	Private	Private	Private	Private
Current Land Use	Vacant	Commercial, Residential	Vacant	Vacant	Vacant, Residential (two vacant residential dwellings currently occupying the site)	Vacant	Commercial, Industrial
Relocation Required	No	Yes	No	No	No	No	Yes
Assessed Value	\$515,000	\$285,300	\$407,000	\$360,000	\$443,700	\$154,800	\$659,300
Distance from Current Transfer Point (Target Parking Lot)	25 feet	600 feet	500 feet	1,600 feet	2.100 feet	2,500 feet	8,880 feet
Roadway	25 1661	out leet	500 1881	1,000 leet	2,100 leet	2,500 leet	0,000 leet
Accessibility	Good access – Left turn lane into lot, right turn out of lot. Access via existing parking lot	Access should be via future development of no interior roads and future break in the median of STH 60. Not likely to be developed within the timeframe of the Commuter Center development.	Good access – left and right turn lanes off of CTH W	Access should be via future extension of Dakota Drive north of STH 60	Access should be via future extension of Dakota Drive north of STH 60	Access via Hwy 60	Access via Washington Avenue or Bridge Street

Source: Ozaukee County Treasurer's Office, Village of Grafton, and SEWRPC.

While not essential to the operation of the Ozaukee County Express Bus System, the Advisory Committee viewed a commuter center in Grafton or other suitable location as providing conveniences that could be useful to existing bus passengers and could serve to attract new riders to the bus system. This would entail providing more than just an open lot with ample parking and a bus shelter to shield commuters from harsh weather. As the center would be oriented toward commuters traveling to work or school in downtown Milwaukee or, possibly, the University of Wisconsin-Milwaukee, a location along a convenient travel route that would not require commuters to go out of the way or backtrack would be desired. By way of example, the existing park-ride lot at IH 43 and CTH V is not in a convenient location for most Grafton commuters going to downtown Milwaukee as it requires Grafton commuters to travel north to the lot before going south to Milwaukee County. Other conveniences that could make individuals consider using a commuter center would include a coffee shop or restaurant, day care center, dry cleaner, gas station, drug or food store, or department store--all of which may be routine stops made by the

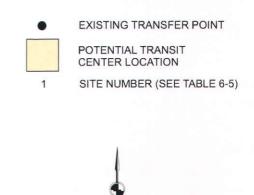
Figure 6-1

POTENTIAL LOCATIONS FOR THE GRAFTON COMMUTER CENTER









GRAPHIC SCALE 200 400 600 FEET commuters during the week on their way to or from work. The commuter center could also be used as a transfer location between Route No. 143 and shuttle or taxi services although use for this purpose would be secondary as passengers making such connections would not have time to use the commercial development that may be available.

At the request of the Advisory Committee, Commission staff reviewed the areas at and around the existing stops along Route No. 143 in Ozaukee County to screen them for characteristics relevant to the potential for development of a commuter center. The characteristics reviewed included the convenience of using each location to commuters from various parts of the County; the existence of parking for commuters or the potential to create a parking area; the level of scheduled bus service; and whether or not commercial development of the type envisioned for commuters existed or was likely to be developed at the location. The results of this screening, presented in Table 6-6, suggest two locations in the County that appear to have most or all of the characteristics that would support the development of the commuter center envisioned by the Advisory Committee: at or near IH 43 and STH 60 in Grafton as reviewed above and at or near IH 43 and STH 33 in Saukville.

If the County intends to pursue the creation of a commuter center at the Grafton or Saukville locations, it is recommended that the development of the center be in partnership with commercial development in these areas. This could entail leasing parking area for a park-ride lot, making the necessary roadway improvements to support bus operations within the lot, and developing a stop area with a shelter constructed of similar design and with similar materials to blend into the surrounding commercial development.

Mequon Park-Ride Lot

The Advisory Committee identified the need for a park-ride facility to serve commuters from the Mequon-Thiensville area and indicated strong support for the inclusion of a public facility for this area in the recommended transit system development plan for 2002-2006. The recommended location for this facility identified in the County's previous transit system development plan for 1996 through 2002 was at the IH 43-Mequon Road interchange. City of Mequon staff expressed concerns over the construction of a public facility at sites identified by the Wisconsin Department of Transportation in the northeast and southeast quadrants of the freeway interchange during past meetings held by the Department with Ozaukee County and City staff on a Mequon park-ride lot. The Advisory Committee, consequently, requested that the plan examine the potential to create a temporary park-ride facility using an existing parking lot until an agreement could be reached between the County and City on the construction of a public lot.

Six existing parking facilities in proximity to the IH 43-Mequon Road interchange that either had been suggested by the County or City for use as a park-ride lot in the past or were identified by Commission staff as having the sufficient total parking area to serve commuter parking demand³ are shown in Figure 6-2. The potential for using each of these existing facilities as park-ride lots for the Ozaukee County Express bus route was reviewed. The review considered the following information:

- The distance from the existing bus stop at the corner of Mequon Road and Port Washington Road;
- Whether sufficient excess capacity (unused parking spaces) exists on an average weekday at each lot to serve transit passengers;
- Location and design that would allow for proper bus access, egress, and internal circulation;
- Impacts on existing bus route operation to serve park-ride lot;
- Potential impacts from traffic generated by park-ride lot patrons;
- Environmental concerns;
- Potential concerns over the safety and security of park-ride lot patrons;
- Potential impacts on adjacent land uses

³Based on the travel demand forecast under the Commission's adopted long-range transportation system plan, the park-ride lot at or near the IH 43 and Mequon Road interchange should have parking for 50 to 75 vehicles to serve transit patrons.

÷.

SCREENING OF EXISTING ROUTE NO. 143 STOPS IN OZAUKEE COUNTY FOR CHARACTERISTICS THAT WOULD SUPPORT THE DEVELOPMENT OF A COMMUTER CENTER

	Potential For Development of Commuter Center	
Location	at/near Location	Comments
IH 43 and CTH KW (Port Washington)	Poor	 Convenient location only for commuters from northern Ozaukee County working in Milwaukee County Has limited commercial development of the type envisioned Existing park-ride lot served by 12 of the 24 daily Route No. 143 one-way bus trips^a
IH 43 and STH 33 (Saukville)	Good	Convenient location for commuters from Saukville, Port
		 Washington, and northern Ozaukee County working in Milwaukee County Existing park-ride lot served by 12 of the 24 daily Route No.
		 143 one-way bus trips* Has some existing commercial development of the type envisioned and potential for further commercial development
IH 43 and CTH V (Grafton)	Poor	 Inconvenient location for most commuters from Grafton and northern Ozaukee County working in Milwaukee County Existing park-ride lot served by 23 of the 24 daily Route No. 143 one-way bus trips*
		Location is isolated and some distance from existing commercial development of the type envisioned
STH 60 and Port Washington Road (Grafton)	Good	 Convenient location for most commuters from Grafton and northern Ozaukee County working in Milwaukee County Potential for development of park-ride lot through public-
		 private partnership Location served by 21 of the 24 daily Route No. 143 one-way bus trips* Has some existing commercial development of the type
		envisioned and potential for further commercial development
IH 43 and Pioneer Road (Cedarburg)	Poor	 Convenient location for most commuters from Cedarburg, Grafton, and northern Ozaukee County working in Milwaukee County Existing park-ride lot served by 19 of the 24 daily Route No. 143 one-way bus trips" Location is isolated and long distance from any commercial development of the type envisioned
St. Mary's Hospital (Mequon)	Poor	 Location not convenient for most commuters from Ozaukee County working in Milwaukee County Location has no area available for development of a park-ride
	· · · ·	 lot Location is isolated and long distance from any commercial development of the type envisioned
IH 43 and Mequon Road (Mequon)	Fair	 Convenient location for most commuters from Mequon and other areas in Ozaukee County working in Milwaukee County Location served by 17 of the 24 daily Route No. 143 one-way bus trips* Has existing commercial development of the type envisioned
		Development of a park-ride lot at or near location is questionable

*Based on March 24, 2002 bus schedule.

Source: SEWRPC.

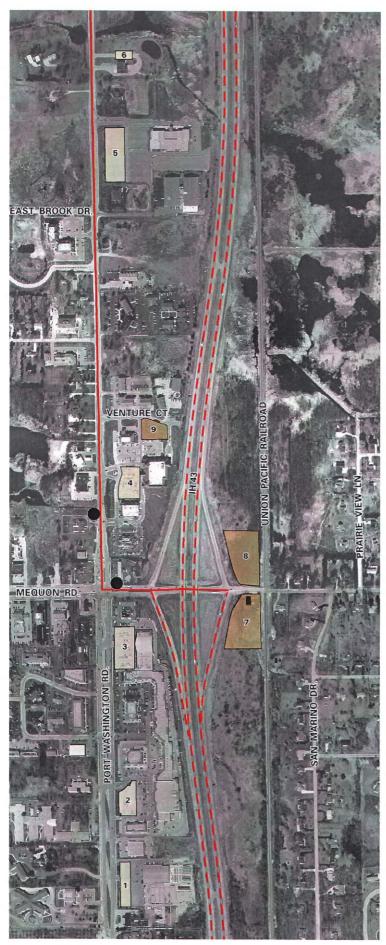


Figure 6-2

POTENTIAL SITES REVIEWED IN THE **CITY OF MEQUON FOR A PARK-RIDE FACILITY** FOR THE OZAUKEE COUNTY EXPRESS BUS SYSTEM

PROPOSED PARK-RIDE LOT SITES

EXISTING PARKING FACILITY REVIEWED

POTENTIAL SITE REVIEWED FOR PUBLIC PARK-RIDE FACILITY

EXISTING BUILDING TO BE REMOVED (SITE NUMBER 7)

SITE NUMBER

1 2

3

4

5

6

7 8 9

- NAME
- STEINS GARDEN AND GIFTS MEQUON PAVILIONS SOUTH LOT MEQUON PAVILIONS NORTH LOT
- PICK 'N' SAVE
- NORTH SHORE CINEMAS
- MEQUON FIRE STATION
- IH 43 AND MEQUON ROAD SOUTHEAST QUADRANT IH 43 AND MEQUON ROAD NORTHEAST QUADRANT
- VENTURE COURT

EXISTING OZAUKEE COUNTY EXPRESS ROUTE NO. 143

FREEWAY SERVICE NON FREEWAY SERVICE EXISTING MAJOR STOP

Source: SEWRPC.

The information identified for each existing parking lot is presented in Table 6-7. Attention should be drawn to the following:

- 1. Of the six existing lots examined, the Mequon Pavilions north parking lot (Site No. 3) is closest to the freeway interchange. It would be possible to serve this location with both the "local" bus trips operated over Port Washington Road and with the "express" trips operated over IH 43 and incur increases in one-way route running times of 3 to 5 minutes. The remaining sites could not be as easily served by both branches of Route No. 143. Serving the Steins parking lot (Site No. 1) and the Mequon Pavilion south parking lot (Site No. 2) would entail rerouting both local and express bus trips to operate over Port Washington Road between Mequon Road and IH 43 ramps at County Line Road instead of over IH 43 as done at present, adding an estimated 6 to 8 minutes to one-way running times for bus trips. Serving the parking lots at Pick 'N' Save (Site No. 4), the North Shore Cinemas (Site No. 5), and the Mequon Fire Station (Site No. 6) could be done with the existing local bus trips with increases in one-way route running times of 2 to 3 minutes. Serving these sites with the express bus trips would entail rerouting those trips to operate over Port Washington Road and Site No. 5) and the Mequon Fire Station (Site No. 6) could be done with the existing local bus trips with increases in one-way route running times of 2 to 3 minutes. Serving these sites with the express bus trips would entail rerouting those trips to operate over Port Washington Road between Pioneer Road and Mequon Road instead of over IH 43, adding an estimated 5 to 7 minutes to one-way running times for bus trips.
- 2. Some problems with bus access, egress, and internal circulation could be expected at each site. The lack of traffic signals at the entrances and exits of each parking lot would create significant problems during peak traffic times for buses making left turns into or out of the parking lots across the traffic on Port Washington Road. None of the existing parking lots is designed to facilitate bus circulation and safe operation as curbing or internal roadways, which separate internal traffic from parking areas and decrease potential conflicts with automobile traffic and parked cars, is either not present or limited in extent. The most difficult sites to serve in terms of bus operations may be the two parking lots at the Mequon Pavilions.
- 3. Importantly, only the Mequon Pavilions north parking lot and the North Shore Cinemas parking lot are large enough, and presently have sufficient excess capacity, to merit consideration for use as a park-ride facility for bus riders. The excess capacity at the Mequon Pavilions north parking lot, however, is likely to diminish or disappear when a new tenant for the vacant Kohl's Food Store is found in the future and establishing a park-ride facility at this parking lot would be short-term in duration. While the parking lot for the North Shore Cinemas is virtually unused during weekday mornings, it is possible that some parking conflicts with movie patrons may occur in the late afternoons and early evenings when popular movie features are being presented.

None of the existing parking lots examined represented an ideal choice for use as a park-ride lot for the County's commuter bus service. Of the six existing lots examined, the parking lot for the North Shore Cinemas is the only lot that Commission staff would recommend for possible use as an interim park-ride lot until a public lot can be constructed to serve the Mequon area.

Upon review of the above information, County staff and other members of the Advisory Committee indicated their preference was to pursue the immediate construction of a public facility at the IH 43 and Mequon Road interchange rather than create an interim facility at any of the existing lots examined. The Advisory Committee requested that the two potential sites that have been identified by the WisDOT at the IH 43-Mequon Road interchange (Site Nos. 7 and 8 in Figure 6-2) be reviewed to identify to the Committee the characteristics of each site relevant to the construction of a park-ride lot and the concerns raised by the City of Mequon. Commission staff considered publicly constructed park-ride lots on these sites with a capacity of about 75 parking spaces.

A third potential site for the public park-ride lot (Site No. 9 in Figure 6-2) was also identified by County staff, located on the south side of Venture Court east of Port Washington Road in an open parcel immediately north of the Pick 'N' Save parking lot. Bus access to this site would be facilitated by a traffic signal at the intersection of Port Washington Road and Venture Court, and through a cul-de-sac at the eastern end of Venture Court.

COMPARISON OF SELECTED CHARACTERISTICS OF PUBLIC AND PRIVATE PARKING LOTS ALONG PORT WASHINGTON ROAD IN THE CITY OF MEQUON RELEVANT TO THE POTENTIAL FOR USE AS A PARK-RIDE FACILITY FOR THE OZAUKEE COUNTY EXPRESS BUS SYSTEM: 2002

		Existing Parking Lot Under Review*	and a state of the second s
Criteria	Stein Garden & Gifts	Mequon Pavilions South Lot	Mequon Pavilions North Lot
Approximate Distance from Bus Stop at Mequon Road and			
Port Washington Road [®]	3,100 feet	2,300 feet	600 feet
Sufficient Parking Capacity ^e	 No excess capacity; most of available parking would be used by store patrons at peak shopping times 	 No excess capacity; most of available parking would be used by store patrons at peak shopping times 	 Possible excess capacity as lon as former Kohl's store remains vacant; otherwise parking will be needed to serve demand by patrons of new store tenant at peak shopping times
Bus Access, Egress, and Internal Circulation	Separate access and egress	Separate access and egress	 Separate access and egres
	 driveways present No traffic signals at lot entrances/exits which would create problems for buses turning into or out of the lot No internal circulation roadways to separate the bus from autos pulling into and out of parking stalls Pavement in parking lot not adequate to withstand constant 	 driveways present No traffic signals at lot entrances/exits which would create problems for buses turning into or out of the lot No internal circulation roadways to separate the bus from autos pulling into and out of parking stalls Pavement in parking lot not adequate to withstand constant 	 driveways present No traffic signals at lot entrances/exits which would create problems for buses turning into or out of the lot No internal circulation roadways to separate the bus from autos pulling into and out of parking stalls Pavement in parking lot not adequate to withstand constant
	bus traffic	bus traffic	bus traffic
Impacts on Route No. 143 Operation	 Would require routing of bus trips over Port Washington Road between Mequon Road and IH 43 ramps at County Line Road instead of over IH 43 as done for all existing trips Routing change would add 6 to 8 minutes to one-way running times for bus trips currently operating over Port Washington Road and as express over IH 43 May increase operating costs for route if additional vehicles needed to maintain schedule 	 Would require routing of bus trips over Port Washington Road between Mequon Road and IH 43 ramps at County Line Road instead of over IH 43 as done for all existing trips Routing change would add 6 to 8 minutes to one-way running times for bus trips currently operating over Port Washington Road and as express over IH 43 May increase operating costs for route if additional vehicles needed to maintain schedule 	 Would require routing of bus trips over Port Washington Road south of Mequon Road to north entrance to The Pavilions lot Routing change would add 2 to 3 minutes to one-way running times for bus trips currently operating over Port Washington Road and 4 to 5 minutes to the times for express trips currently operating over IH 43
			A second se Second second sec second second sec
Traffic Impacts	 No significant impacts; facility expected to generate about 20 to 25 vehicle trips by bus riders during both weekday morning and afternoon peak periods Lot is located in high traffic 	 No significant impacts; facility expected to generate about 20 to 25 vehicle trips by bus riders during both weekday morning and afternoon peak periods Lot is located in high traffic 	 No significant impacts; facility expected to generate about 20 to 25 vehicle trips by bus riders during both weekday morning and afternoon peak periods Lot is located in high traffic
	commercial area and has adequate existing lighting	commercial area and has adequate existing lighting	commercial area and has adequate existing lighting
Impacts on Adjacent Land Uses	 Strong potential for parking conflicts between commuters and store patrons Bus riders may also represent potential business patrons 	 Strong potential for parking conflicts between commuters and store patrons Bus riders may also represent potential business patrons 	 Strong potential for parking conflicts between commuters and store patrons Bus riders may also represent potential business patrons

Table 6-7 (continued)

		Existing Parking Lot Under Review*	
Criteria	Pick 'N' Save	North Shore Cinemas	Mequon Fire Station
Approximate Distance from			
Bus Stop at Mequon Road and			
Port Washington Road ^b	1,100 feet	3,500 feet	3,800 feet
Sufficient Parking Capacity ^e Bus Access, Egress, and	 No excess capacity; most of available parking would be used by store patrons at peak shopping times 	 Possible excess capacity; most of available parking would be used by movie patrons at peak times in late afternoons and early evenings 	 Possible excess capacity Total capacity of about 25 spaces about one-half of desired capacity
Internal Circulation	 Separate access and egress driveways present No traffic signals at lot entrances/exits which would create problems for buses turning into or out of the lot Internal circulation roadway to separate the bus from autos pulling into and out of parking stalls present for only a portion of bus circulation path Pavement in parking lot not adequate to withstand constant bus traffic 	 Separate access and egress driveways present No traffic signals at lot entrances/exits which would create problems for buses turning into or out of the lot Internal circulation roadway to separate the bus from autos pulling into and out of parking stalls present for only a portion of bus circulation path Pavement in parking lot not adequate to withstand constant bus traffic 	 Separate access and egress driveways present No traffic signals at lot entrances/exits which would create problems for buses turning into or out of the lot No internal circulation roadways to separate the bus from autos pulling into and out of parking stalls Internal bus circulation would create potential for conflicts with emergency vehicles and personnel
Impacts on Route No. 143			
Operation	 Would require routing of bus trips over Port Washington Road between Pioneer Road and Mequon Road instead of over IH 43 as done with existing express trips Routing change would add 1 to 2 minutes to one-way running times for bus trips currently operating over Port Washington Road and 5 to 7 minutes to the times for express trips currently operating over IH 43 May increase operating costs for route if additional vehicles needed to maintain schedule 	 Would require routing of bus trips over Port Washington Road between Pioneer Road and Mequon Road instead of over IH 43 as done with existing express trips Routing change would add 1 to 2 minutes to one-way running times for bus trips currently operating over Port Washington Road and 5 to 7 minutes to the times for express trips currently operating over IH 43 May increase operating costs for route if additional vehicles needed to maintain schedule 	 Would require routing of bus trips over Port Washington Road between Pioneer Road and Mequon Road instead of over IH 43 as done with existing express trips Routing change would add 1 to 2 minutes to one-way running times for bus trips currently operating over Port Washingtor Road and 5 to 7 minutes to the times for express trips currently operating over IH 43 May increase operating costs for route if additional vehicles needed to maintain schedule
Environmental Concerns	<u> </u>		
Traffic Impacts	 No significant impacts; facility expected to generate about 20 to 25 vehicle trips by bus riders during both weekday morning and afternoon peak periods 	 No significant impacts; facility expected to generate about 20 to 25 vehicle trips by bus riders during both weekday morning and afternoon peak periods 	 No significant impacts; facility, expected to generate about 20 to 25 vehicle trips by bus riders during both weekday morning and afternoon peak periods
Safety and Security	 Lot is located in high traffic commercial area and has adequate existing lighting 	 Lot is located in high traffic commercial area and has adequate existing lighting 	Lot is located adjacent to commercial area but does not have adequate existing lighting
Impacts on Adjacent Land Uses	 Strong potential for parking conflicts between commuters and store patrons Bus riders may also represent potential business patrons 	 Some potential for parking conflicts between commuters and theater patrons at peak times in late afternoons and early evenings Bus riders may also represent potential business patrons 	Some potential for conflicts with emergency vehicles and personnel

"See Figure 6-2

*Estimated distance between existing bus stop and center of proposed site.

"To serve as a park-ride lot, existing parking lots would need to consistently have enough unused parking spaces--excess capacity--each weekday to allow parking by commuters without infringing on the parking needed for existing users. Based on the travel demand forecast under the Commission's adopted long-range transportation system plan, the park-ride lot at or near the IH 43 and Mequon Road interchange should have at least 75 parking spaces available each weekday for transit patrons.

Source: SEWRPC.

The cul-de-sac will be created as part of the County project to reconstruct Port Washington Road and will provide a turn-around location for gasoline tanker trucks serving a business on the west side of Port Washington Road. Buses could also use the cul-de-sac to serve as a turn around and could serve the park-ride lot using a stop on Venture Court. This would eliminate the need to enter the parking lot and would provide for more commuter parking as the space requirements for bus circulation and passenger loading areas within the site would be eliminated. The pavement on Venture Court would also accommodate buses. The size of this site would limit a park-ride lot about 50 parking spaces with the bus stop and passenger shelter located curbside on Venture Court.

The characteristics of the three proposed sites relevant to their use for a publicly constructed park-ride facility was reviewed based on the same criteria used to review the existing parking lots. Information for each site with respect to the criteria is provided in Table 6-8. Based on this information, the following conclusions were reached by Commission staff:

1. By virtue of their location at the freeway interchange, the two sites located in the northeast and southeast quadrants of the IH 43 and Mequon Road interchange (Site Nos. 7 and 8) represent the best potential locations for creating a park-ride facility. It would be possible to serve either site with minimal disruption to all existing Route No. 143 bus trips and serving either site would be expected to increase one-way route running times by only 2 to 3 minutes. These sites would also have a high visibility to persons traveling on IH 43 that may generate additional use of the facility by bus passengers and carpoolers. The Venture Court site (Site No. 9) could also be easily served by the local bus trips operated over Port Washington Road, which represent 8 of the 10 daily bus trips, with increases in one-way route running times of 2 to 3 minutes for such trips. Serving the Venture Court site with the two express bus trips would entail rerouting those trips to operate as local trips over Port Washington Road and Mequon Road instead of over IH 43, adding an estimated 5 to 7 minutes to one-way running times for these bus trips.

2. Development of either site at the freeway interchange would need to address a number of potential problems cited by representatives of the City of Mequon regarding site access and egress, environmental impacts, concerns over safety and security of commuters, traffic, and impacts on neighboring residential development. These concerns included:

- The location of the access driveway for the park-ride lot. The length of frontage along Mequon Road between the IH 43 northbound freeway ramps and the Union Pacific railroad tracks is approximately 275 feet. This length is inadequate to provide access to the site in conformance with access controls specified in WisDOT guidelines.⁴ This length of frontage along Mequon Road may be further reduced if plans currently under consideration to add lanes to IH 43 and reconstruct the northbound on- and off-ramps at the Mequon Road interchange are approved and implemented. The WisDOT has routinely relaxed such access control guidelines, however, in the past for the construction of other park-ride lots in the Region.
- The presence of wetlands on both sites (see Figure 6-3). Mitigation actions would be required if the identified wetlands are affected. To minimize the actions needed, the park-ride lot would need to be reduced in size or moved farther back from Mequon Road. Sufficient open land

⁴In order to minimize the impact of vehicular queuing on driveway operations, the Wisconsin Department of Transportation (WisDOT) specifies a minimum distance of 500 feet between access driveways and freeway ramps in the WisDOT Facilities Development Manual. The land parcel for the proposed park-ride site in the northeast quadrant of the IH 43-Mequon Road interchange has about 275 feet of frontage along Mequon Road between the northbound IH 43 ramps and the Union Pacific Railroad tracks. Placing an access driveway for the proposed park-ride lot along this frontage would, therefore, violate these WisDOT access control guidelines. The WisDOT design guidelines may not, however, be used to deny all access to a property.

COMPARISON OF SELECTED CHARACTERISTICS OF POTENTIAL SITES FOR A PUBLICLY CONSTRUCTED PARK-RIDE LOT IN THE CITY OF MEQUON NEAR THE IH 43 AND MEQUON ROAD INTERCHANGE: 2002

	Propos	ed Site for Publicly Constructed Park-F	Ride Lot"
Criteria	IH 43 and Mequon Road – Southeast Quadrant	IH 43 and Mequon Road – Northeast Quadrant	Port Washington Road and Venture Court
Approximate Distance from Bus Stop at Mequon Road and Port Washington Road ^b	1,200 feet	1,200 feet	1,800 feet
Proposed Parking	1,200,000	1,200 1001	1,000 1001
Capacity ^c and Amenities	 75 spaces Lot would be well lit with bus stop, shelter and telephone Bus stop and loading area to be located within parking area 	 75 spaces Lot would be well lit with bus stop, shelter and telephone Bus stop and loading area to be located within parking area 	 50 spaces Lot would be well lit with bus stop, shelter and telephone Bus stop and loading area to be located on Venture Court outside parking area
Bus Access, Egress, and Internal Circulation	 Distance along Mequon Road between IH 43 freeway ramp and Union Pacific railroad tracks is inadequate to provide access to site in conformance with access controls specified in State guidelines⁴ Proposed park-ride facility would be designed and configured for bus operations when constructed 	 Distance along Mequon Road between IH 43 freeway ramp and Union Pacific railroad tracks is inadequate to provide access to site in conformance with access controls specified in State guidelines^d Proposed park-ride facility would be designed and configured for bus operations when constructed 	 Existing traffic signals at Venture Court and Port Washington Road would facilitate bus operations Bus stop placed on Venture Court with no buses operated within parking lot
Impacts on Route No. 143			
Operation	 Would require only minor routing change to add bus stop at IH 43 and Mequon Road Additional stop would add 2 to 3 minutes to one-way running times for all bus trips currently operating over Port Washington Road and IH 43 	 Would require only minor routing change to add bus stop at IH 43 and Mequon Road Additional stop would add 2 to 3 minutes to one-way running times for all bus trips currently operating over Port Washington Road and IH 43 	 Would require routing of bus trips over Port Washington Road between Pioneer Road and Mequon Road instead of over IH 43 as done with existing express trips Routing change would add 2 to 3 minutes to one-way running times for bus trips currently operating over Port Washington Road and 5 to 7 minutes to the times for express trips currently operating over IH 43 May increase operating costs for route if additional vehicles needed to maintain schedule
Environmental Concerns	 Site has wetlands along outer borders (see Figure 6-3); mitigation actions would be required if wetland areas are developed Park-ride site would need to be reduced in size or moved farther south of Mequon Road to avoid wetlands Site is currently viewed as a stormwater runoff area for Mequon Pavilions shopping center Construction of park-ride facility may require creation of stormwater retention areas 	 Site has wetlands that bisect the parcel diagonally across the southeastern third of property (see Figure 6-3); mitigation actions would be required if wetland areas are developed; Park-ride lot would need to be reduced in size or moved farther north of Mequon Road to avoid wetlands Southern half of site is traversed by small stream which serves to carry off stormwater runoff from Mequon Pavilions shopping center 	• No significant concerns

Table 6-8 (continued)

	Propos	ed Site for Publicly Constructed Park-R	ide Lot [®]
Criteria	IH 43 and Mequon Road – Southeast Quadrant	IH 43 and Mequon Road – Northeast Quadrant	Port Washington Road and Venture Court
Traffic Impacts	 No significant impacts; facility expected to generate about 40-50 vehicle trips by bus riders and carpoolers during both weekday morning and afternoon peak periods; majority of such vehicle trips already using IH 43 ramps at Mequon Road^e 	 No significant impacts; facility expected to generate about 40 to 50 vehicle trips by bus riders and carpoolers during both weekday morning and afternoon peak periods; majority of such vehicle trips already using IH 43 ramps at Mequon Road* 	No significant impacts; facility expected to generate about 40 to 50 vehicle trips by bus riders and carpoolers during both weekday morning and afternoon peak periods
Safety and Security	 Park-Ride facility on site would be well lighted but located away from high traffic commercial area along Port Washington Road 	 Park-Ride facility on site would be well lighted but located away from high traffic commercial area along Port Washington Road 	Park-Ride Lot on site would be well lighted and located in high traffic commercial area along Port Washington Road
Impacts on Adjacent Land Uses	 Residential development east of Union Pacific Railroad along Mequon Road, San Marino Drive and Prairie View Lane is within 300 to 1,000 feet of site Residential development would be subject to noise and light pollution generated by a park- ride facility 	 Residential development east of Union Pacific Railroad along Mequon Road, San Marino Drive and Prairie View Lane is within 300 to 1,000 feet of site Residential development would be subject to noise and light pollution generated by a park- ride facility 	 Some potential for "spillover" of commuter parking needs into Pick 'N' Save parking area during peak times Bus riders may represent potential business patrons for Pick 'N' Save and businesses along Port Washington Road Potential to develop lot in partnership with Pick 'N' Save so parking in new and existing lots could be shared between shoppers and commuters
Cost	 Total cost for land acquisition, relocation, and facility construction estimated at about \$1.025 million Costs exclude costs for potential wetland mitigation actions 	 Total cost for land acquisition and facility construction estimated at \$225,000' Costs exclude costs for potential wetland mitigation actions' 	Total cost of land acquisition and facility construction estimated at \$250,000

*See Figure 6-2

^bEstimated distance between existing bus stop and center of proposed site.

⁶Based on the travel demand forecast under the Commission's adopted long-range transportation system plan, the park-ride lot at or near the IH 43 and Mequon Road interchange should have at least 50 parking spaces available each weekday for transit patrons. The Wisconsin Department of Transportation's (WisDOT) estimated size for the facility of 75 spaces takes into consideration use of the facility by carpoolers and other nontransit users.

⁴In order to minimize the impact of vehicular queuing on driveway operations, the Wisconsin Department of Transportation (WisDOT) specifies a minimum distance of 500 feet between access driveways and freeway ramps in the WisDOT Facilities Development Manual. The land parcel for the proposed park-ride site in the northeast quadrant of the IH 43-Mequon Road interchange has about 275 feet of frontage along Mequon Road between the northbound IH 43 ramps and the Union Pacific Railroad tracks. Placing an access driveway for the proposed park-ride lot along this frontage would, therefore, violate these WisDOT access control guidelines. In addition, the existing length of roadway frontage along the proposed site would be reduced if plans currently under study to widen IH 43 and relocate the IH 43 northbound on- and off-ramps to the east are approved and implemented. The WisDOT design guidelines may not, however, be used to deny all access to a property.

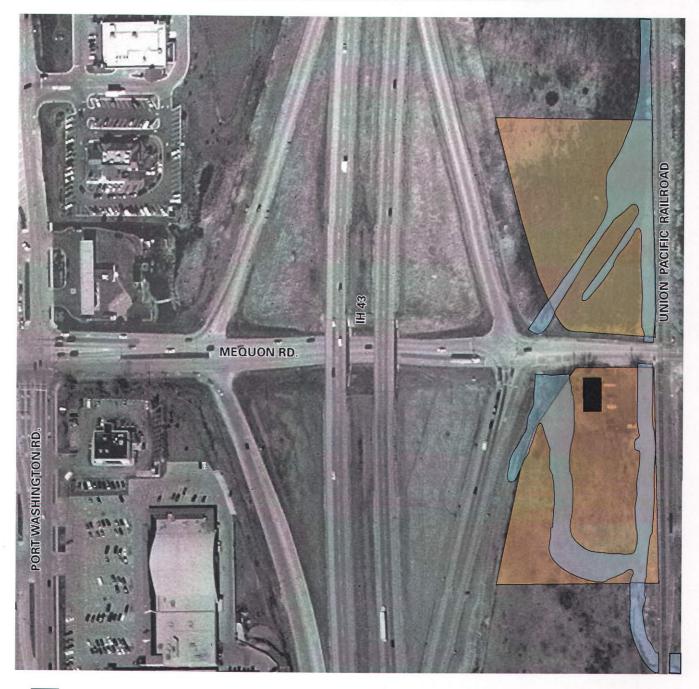
^{*}During a vehicular queuing study of the westbound approach at the intersection of the northbound IH 43 on- and off-ramps and Mequon Road conducted by the Commission staff on June 5 and June 20, 2002, the longest queue observed was 5 vehicles in either of the two westbound lanes. Typically the queue was not longer than two vehicles in the morning and four vehicles in the afternoon and cleared during one green cycle of the traffic signal controlling this intersection. However, because motorists would be expected to be leaving the lot in platoons rather than singly or in pairs, it is likely that some delay would be incurred although it would be expected to be fairly minimal. Even motorists destined to the east on Mequon Road may be subjected to some delay if motorists destined to the west are prevented from exiting the lot owing to a queue of vehicles on Mequon Road waiting for a green indication on the traffic signal.

¹One possible action to mitigate impacts on wetland on this site would be to acquire additional land to the north of the existing State-owned parcel and relocate the park-ride lot north of the wetland areas. The estimated total cost of the park-ride lot in this case would be about \$525,000.

Source: SEWRPC.

FIGURE 6-3

WETLAND AREAS AFFECTING THE PROPOSED PUBLIC PARK-RIDE FACILITY SITES AT THE IH 43 AND MEQUON ROAD INTERCHANGE



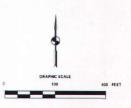


WETLAND AREA

POTENTIAL SITE REVIEWED FOR PUBLIC PARK-RIDE FACILITY

EXISTING BUILDING TO BE REMOVED

Source: SEWRPC.



exists to the north of the State-owned land parcel in the northeast quadrant of the interchange to permit moving the location for the park-ride lot to avoid the existing wetlands.⁵

• The location of both sites away from the commercial activity on the western side of the freeway. The City of Mequon has commented that the sites would be isolated and has raised concerns that this may be a problem for the safety and security of commuters using the parkride facility. Adequate lighting, telephone service, and police patrols could alleviate security questions.

• The effects of the noise and light generated by park-ride lots on the sites on the existing residential development located east of Union Pacific Railroad along San Marino Drive and Prairie View Lane. Noise barriers and special lighting could be used to minimize any negative impacts.

• The impacts of additional traffic generated by the facility. A review of this issue by Commission staff indicated that the traffic impacts would be minimal.⁶ A facility at either site would be expected to generate about 40-50 vehicle trips during both the weekday morning and afternoon peak periods by bus riders and carpoolers. The majority of such vehicle trips are already using Mequon Road for access to and egress from the IH 43 ramps at Mequon Road. The additional vehicle trips expected to use the segment of Mequon Road between the IH 43 northbound on-and off-ramps and the Union Pacific Railroad would not significantly increase existing traffic volumes on Mequon Road.

3. The Venture Court site would have some potential for "spillover" of commuter parking needs into the Pick 'N' Save parking area during peak times. No other significant operational, environmental, security, or neighborhood impact problems were identified with this site. Notably, the site has the potential to be developed in partnership with the private sector, providing additional parking for Pick 'N' Save customers or employees when parking is not used by commuters. The site is also located in a commercial area and would be in proximity to service-oriented commercial development that is being sought for the Grafton commuter center.

Based on the above information, Commission staff recommends the development of a public park-ride facility at the Venture Court location, Site No. 9, in the City of Mequon. This recommendation is made largely on the basis of the issues associated with using the two sites located at the freeway interchange. Development of a park-ride facility at these sites by WisDOT would likely not proceed until the significant issues associated with use of this site are resolved and the City agrees to support a facility at this site. The issues related to site access, wetland areas, and proximity to existing residential areas identified for these sites are significant and may be difficult to resolve quickly to the satisfaction of the City. If a park-ride facility to serve the Mequon-Thiensville area is desired for the immediate future, then it would be best for the County to pursue constructing a facility at the

⁵Assuming additional land is acquired to the north of the existing State-owned parcel in the northeast quadrant of the interchange and the park-ride lot is relocated north of the wetland areas, the estimated total cost of the park-ride lot would be about \$525,000.

⁶During a vehicular queuing study of the westbound approach at the intersection of the northbound IH 43 on- and off-ramps and Mequon Road conducted by the Commission staff on June 5 and June 20, 2002, the longest queue observed was 5 vehicles in either of the two westbound lanes. Typically the queue was not longer than two vehicles in the morning and four vehicles in the afternoon and cleared during one green cycle of the traffic signal controlling this intersection. However, because motorists would be expected to be leaving the lot in platoons rather than singly or in pairs, it is likely that some delay would be incurred although it would be expected to be fairly minimal. Even motorists destined to the east on Mequon Road may be subjected to some delay if motorists destined to the west are prevented from exiting the lot owing to a queue of vehicles on Mequon Road waiting for a green indication on the traffic signal.

Venture Court location. The Venture Court location also has strong merits on its own. This site can be easily served by the Route No. 143 bus trips operated via Port Washington Road which represent eight of the 10 daily bus trips operated to serve commuter travel between Ozaukee County and downtown Milwaukee. For the other two bus trips operated between Ozaukee County and downtown Milwaukee it is recommended that these trips continue to be operated as express trips via IH 43 and not be modified to serve the Venture Court park-ride lot. The site also may have some potential to be developed jointly with the private sector and is in proximity to service-oriented commercial development, a feature that has been sought after and promoted by the County in conjunction with development of a park-ride facility in Grafton. The cost of developing the park-ride lot on this site, estimated at \$250,000, is the lowest cost for the sites considered and would be funded entirely through the WisDOT.

Until a permanent site can be developed, it is recommended that the County establish an interim park-ride lot at the North Shore Cinemas on Port Washington Road approximately 0.5 miles north of the Venture Court site. Negotiations with the current management for the movie theater should be undertaken by County staff with the authority to enter into an agreement for use of the site. If negotiations are successful, a bus passenger shelter should be constructed on the site. It is also recommended that the park-ride lot at this location only be served by the existing local bus trips operated over Port Washington Road between Pioneer Road and Mequon Road, and that the express bus trips operated over IH 43 between these points continue to do so without serving this park-ride lot. Operated in this manner, three of the five bus trips operated in the morning to the Milwaukee CBD and all five of the bus trips operated in the afternoon from the Milwaukee CBD (eight of the 10 daily CBD-oriented trips) would serve the proposed park ride lot. These service levels would be adequate to serve the anticipated demand at the proposed Mequon site.

While included in the recommended plan, the establishment of a temporary or permanent park-ride facility to serve the Mequon-Thiensville area is not essential to the plan or to the current operation of the Ozaukee County Express Bus System. Establishing a park-ride facility in the area would be likely to improve the convenience of the service to existing bus riders and may attract some new passengers. However, should the County be unable to, or decide not to, establish a park-ride facility for this area, the bus system would be able to continue to operate without a park-ride facility in this area as it has since service was initiated in 1996.

Advisory Committee Recommendations Concerning Mequon Park-Ride Lot

The Advisory Committee met in late June 2002 to review public comment received at a public hearing on the recommended plan held on May 15, 2002, including comments on the proposed Mequon park-ride lot (see Appendix B). Substantial additional comments from the public on the potential sites for the park-ride lot were also taken by the Committee at the June 2002 meeting.

The Committee noted that many of the comments received were consistent with the problems that had been identified for the potential park-ride lot sites at the IH 43 and Mequon Road interchange. Additional issues with the potential site on Venture Court that had not been identified previously were also raised by the public comments and Advisory Committee members. These issues included:

- The potential for bus and vehicle traffic generated by bus riders and carpoolers using the park-ride lot to conflict with commercial truck traffic using Venture Court to make deliveries to the Pick 'N' Save Store. Problems with truck traffic restricting access to properties on the north side of Venture Court were cited by property owners, along with concerns that additional bus and auto traffic on Venture Court generated by a park-ride lot could exacerbate this problem.
- The potential for variances or waivers from sections of the City of Mequon development ordinance pertaining to community business districts to be needed for construction of a park-ride lot on the Venture Court site. Because of its small size (approximately 0.6 acres), development of a 50-space park-ride lot on the site would require paving virtually the entire site, leaving little, if any, area for landscaping. This characteristic raised questions as to whether the site could be developed in

SUMMARY OF MAJOR ADVANTAGES AND DISADVANTAGES OF POTENTIAL PARK-RIDE LOT SITES IN THE CITY OF MEQUON IN THE NORTHEAST QUADRANT OF THE IH 43 INTERCHANGE AT MEQUON ROAD AND ON VENTURE COURT: 2002

and a state of the second		est Quadrant of the Road Interchange*		Venture Court
Criterion	Advantages	Disadvantages	Advantages	ashington Road* Disadvantages
Capacity ^s and Amenities	Site has sufficient area to permit construction of a 75 to 125-space parking lot with passenger loading platform and shelter located within parking area, and to provide for landscaping of site			Site has a sufficient area to construct only a 50-space parking lot, with passenger loading platform and shelter located outside lot on Venture Court; virtually entire area would need to be paved and the passenger
Route No. 143				shelter would need to be located at curbside on Venture Court; lack of significant open space and landscaping would require variance from requirements of Mequon development ordinances
Operation	Site could be readily served by all Route No. 143 bus trips with only minor routing change; routing change expected to add only 2 to 3 minutes to one- way running times for all bus trips		Site could be readily served by most (8 of 10) Route No. 143 bus trips with only minor routing change; routing change expected to add only 2 to 3 minutes to one-way running times for those bus trips	Site could not be served by 2 of 10 Route No. 143 bus trips (existing express trips) unless trips were rerouted to operate over Port Washington Road between Pioneer Road and Mequon Road instead of over IH 43; routing change expected to add 5 to 7 minutes to the one-way running times for the express bus trips and may increase route operating costs if additional vehicles are needed to maintain schedule
Traffic Impacts	Park-ride lot at site would not be expected to have significant impact on traffic in area; facility expected to generate about 40-50 vehicle trips by bus riders and carpoolers during both weekday morning and afternoon peak periods; majority of such vehicle trips already using IH 43 ramps at Mequon Road ⁶			Bus trips and vehicle trips generated by bus riders and carpoolers using park-ride lot at site may conflict with commercial truck traffic using Venture Court to make deliveries to adjacent Pick 'N' Save Store; congestion on Venture Court could result from conflicts and could restrict access to properties on the north side of Venture Court
Bus Access, Egress, and Internal Circulation		Providing access driveway for park-ride lot on site would violate access controls specified in State guidelines ⁴ as the distance along Mequon Road between IH 43 freeway ramps and Union Pacific railroad tracks of approximately 275 feet is inadequate to conform with the minimum distances specified in the guidelines; the existing distance may be reduced if proposed plans to add freeway lanes and relocate ramps at the interchange are realized	Access to and egress from park-ride lot on site would be facilitated by existing traffic signals at Venture Court and Port Washington Road	

Table 6-9 (continued)

	IH 43 and Mequo	east Quadrant of the n Road Interchange*	East of Port W	n Venture Court ashington Road*
Criterion	Advantages	Disadvantages	Advantages	Disadvantages
Environmental Concerns		Park-ride lot on site would have potential to impact existing wetlands (see Figure 6-3) and storm water drainage pattern for The Pavilions Shopping Center; park-ride lot would need to be constructed at least 200 feet north of Mequon Road in northeast quadrant of interchange to mitigate significant impacts on wetlands	Park-ride lot at site would not be expected to have significant environmental impacts	
Safety and Security		Park-ride facility on site would be located in somewhat remote area, away from high traffic commercial area along Port Washington Road which may cause concerns for safety by some users	Park-ride facility on site would be located in high traffic commercial area along Port Washington Road, providing some sense of security to users	
Impacts on Adjacent Land Uses		Park-ride facility on site may generate noise and light pollution that could negatively impact nearby residential areas located east of Union Pacific Railroad along Mequon Road, San Marino Drive and Prairie View Lane	Bus riders and carpoolers using park-ride facility on site may generate additional business for Pick 'N' Save Store and other businesses along Port Washington Road; there may be potential to develop lot in partnership with Pick 'N' Save so parking in new and existing lots could be shared between shoppers and commuters	Combination of bus and truck traffic on Venture Court may cause congestion that restricts access to and egress from properties on the north side of Venture Court; there would be some potential for "spillover" of commuter parking needs into parking area for Pick 'N' Save Sore during peak times

*See Figure 6-2

^bBased on the travel demand forecast under the Commission's adopted long-range transportation system plan, the park-ride lot at or near the IH 43 and Mequon Road interchange should have at least 50 parking spaces available each weekday for transit patrons. The Wisconsin Department of Transportation's (WisDOT) estimated size for the facility of 75 spaces takes into consideration use of the facility by carpoolers and other nontransit users.

⁶During a vehicular queuing study of the westbound approach at the intersection of the northbound IH 43 on- and off-ramps and Mequon Road conducted by the Commission staff on June 5 and June 20, 2002, the longest queue observed was 5 vehicles in either of the two westbound lanes. Typically the queue was not longer than two vehicles in the morning and four vehicles in the afternoon and cleared during one green cycle of the traffic signal controlling this intersection. However, because motorists would be expected to be leaving the lot in platoons rather than singly or in pairs, it is likely that some delay would be incurred although it would be expected to be fairly minimal. Even motorists destined to the east on Mequon Road may be subjected to some delay if motorists destined to the west are prevented from exiting the lot owing to a queue of vehicles on Mequon Road waiting for a green indication on the traffic signal.

^aIn order to minimize the impact of vehicular queuing on driveway operations, minimum separation guidelines have been promulgated by the WisDOT for the distance between driveways and street intersections and railroad crossings. Guidelines identified in the WisDOT Facilities Development Manual specify a desirable distance of 500 feet from freeway ramps. The minimum distance between the roadway intersection created by the northbound IH 43 on- and off-ramps and Mequon Road and a driveway should be 175 feet. The minimum distance between railroad tracks and a driveway is 150 feet. With a driveway width of 24 to 28 feet, the minimum distance needed along Mequon Road between northbound on- and off-ramps and the Union Pacific Railroad trackage would approximate 350 feet. This is approximately 125 feet more than the 275 feet that is currently available, and would be approximately 125 feet more than will be available if IH 43 is widened and the northbound ramps at Mequon Road are reconfigured. These design guidelines may not, however, be used to deny all access to a property.

Source: SEWRPC

compliance with the section of the City of Mequon development ordinance specifying an open space ratio of not less than 40 percent.

After reviewing both the analysis of, and the public comments received on, the potential sites, the Committee focused on two potential park-ride lot sites: Site No. 8 in the northeast quadrant of the Mequon Road interchange and Site No. 9 on Venture Court east of Port Washington Road and north of the Pick 'N' Save Store. The Committee was divided in its support of these locations, noting there were advantages and disadvantages associated with each of these sites as identified in Table 6-9. The Committee recognized that the WisDOT would make the final decision on whether or not to construct a park-ride lot at either location, and that the Department would need to complete a preliminary engineering study considering all potential sites before that decision was made. As that preliminary engineering study would address the issues associated with the potential sites identified by the Committee--including the environmental impacts and possible impacts on storm water drainage, required mitigation actions and costs, site access problems, and possible traffic impacts--further study of the park-ride lot sites by the Committee for this transit system development plan was unnecessary. The Committee, consequently, decided to modify the Commission staff recommendation and to recommended that the WisDOT conduct the required preliminary engineering study for the Mequon park-ride lot, with that study including both Site No. 8 in the northeast quadrant of the Mequon Road interchange and Site No. 9 on Venture Court north of the Pick 'N' Save Store. In making this recommendation, the Committee indicated no preference for either site. The Committee also requested that the WisDOT work with the Advisory Committee during the conduct of the preliminary engineering study, providing the study findings and recommendations to the Committee for its review and comment.

The WisDOT responded to the Committee's recommendation in a letter to the Chairman of the Advisory Committee provided in September 2002. The WisDOT stated that it would not initiate the requested preliminary engineering study until both Ozaukee County and the City of Mequon formally indicate their support for the construction of a park-ride lot in the City of Mequon, and an agreement exists between the City, County, and the WisDOT for the maintenance of the park-ride lot.

Operating Profiles

Ozaukee County Taxi System

The operating and service characteristics of the Ozaukee County Taxi System in 2006, assuming implementation of all the recommended service changes, are shown in Table 6-10. The recommended service changes would improve the countywide service being provided by the County taxi system. Response time would remain at 45 minutes for urban service and four hours for rural service. Service hours would be expanded to include weekday evening service until 9:30 p.m. Monday through Thursday. The number of vehicles required for weekday service operation would increase by two vehicles for the expanded weekday midday service, from the existing 13 vehicles to 15 vehicles, with the total fleet expanded from the existing 17 vehicles to 19 vehicles.

Ozaukee County Express Bus System

Assuming implementation of all the recommended service changes discussed above, the recommended routes and stops for the Ozaukee County Express Bus System in 2006 are shown on Map 6-1, while the operating and service characteristics for the system are shown in Table 6-11. Most of the commuter bus service (15 of 24 daily bus trips) will continue to be operated to serve Milwaukee County residents commuting to jobs in Ozaukee County. With the elimination of the identified late evening bus runs, daily service hours will be reduced by about two hours from the service operated in June 2001. The addition of the UBUS connector and Belgium shuttle routes would increase the number of vehicles required for weekday service operation from eight to nine vehicles.

Fares

Ozaukee County Taxi System

The recommended fares for the Ozaukee County Taxi are summarized in Table 6-12 and the fare zones are shown on Map 6-2. It is recommended that the existing fare zones be adjusted slightly to place all areas within the City of Port Washington within the same fare zone. It is also proposed that the County taxi system implement fare increases in 2003 and in 2006, raising the base adult cash fare by \$0.25 and \$0.15, respectively, per one-way trip

Characteristic	Existing 2001	Proposed 2006
Service Area	Countywide (excluding travel made entirely with the service area of the	Countywide
and a start of the	Port Washington Transport Taxi System)	
Service Periods		
Urban Area		
Monday to Thursday	6:00 a.m. to 6:00 p.m.	6:00 a.m. to 9:00 p.m.
Friday	6:00 a.m. to 9:00 p.m.	6:00 a.m. to 9:00 p.m.
Saturday	8:30 a.m. to 6:00 p.m.	8:30 a.m. to 6:00 p.m.
Sunday	8:00 a.m. to 12:00 p.m.	8:00 a.m. to 12:00 p.m.
Rural Area		
Monday to Thursday	6:00 a.m. to 6:00 p.m.	6:00 a.m. to 9:00 p.m.
Friday	6:00 a.m. to 9:00 p.m.	6:00 a.m. to 9:00 p.m.
Saturday	8:30 a.m. to 6:00 p.m.	8:30 a.m. to 6:00 p.m.
Sunday	8:00 a.m. to 12:00 p.m.	8:00 a.m. to 12:00 p.m.
Response Time		
Urban Area	45 minutes	45 minutes
Rural Area	4 hours	4 hours
Vehicle Requirements		
For Service Operation		
Weekdays	13	15
Saturday	3	5
Sunday	2	4
Total Fleet (including spares)	17	19

OPERATING AND SERVICE CHARACTERISTICS OF THE OZAUKEE COUNTY TAXI SYSTEM: EXISTING 2001 AND PROPOSED 2006

Source: SEWRPC.

in those years. As a result, base adult cash fares for the transit system would increase from the current \$2.50 to \$6.25 per one-way trip to \$2.75 to \$6.50 per one-way trip during 2003 through 2005 and \$2.90 to \$6.65 per one-way trip by the end of the planning period, a total increase of about 10 to 15 percent. Cash fares in other fare categories should also be increased by similar proportions. The proposed fare increases for the transit system will be needed in order for fares to keep pace with anticipated increases in operating expenses, thereby maintaining a stable farebox recovery rate. No increase is proposed in the cost of the 10-ride punch card offered by the taxi system that would continue to be priced at \$20 throughout the planning period. However, it is recommended that beginning in 2003 the punch card be redeemable for \$22 worth of taxi fares. Retaining the current 2002 price of the punch card would provide for discounted fares for frequent users when cash fares are increased in 2003 and 2006.

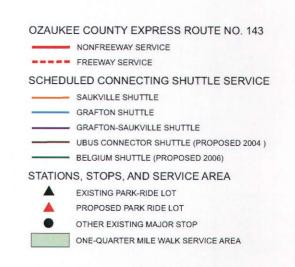
Ozaukee County Express Bus System

The recommended fares for the Ozaukee County Express Bus System are summarized in Table 6-13. It is recommended that the County implement increases in bus fares in 2003 and in 2006, raising the base adult cash fare by \$0.25 and \$0.10, respectively, per one-way trip in those years. As a result, base adult cash fares for Route No. 143 would increase from the current \$2.00 per one-way trip to \$2.25 per one-way trip during 2003 through 2005 and to \$2.35 per one-way trip by the end of the planning period, a total increase of about 15 percent. Cash fares for the shuttle routes and connecting taxi service would increase from the current \$0.50 per one-way trip to \$0.60 per one-way trip during 2003 through 2005 and to \$0.70 per one-way trip by the end of the planning period, a total increase of about 40 percent. Fares in other categories and the additional cash charges for the MCTSweekly pass, regular ticket, and transfers should also be increased by similar proportions. The proposed fare increases for the transit system will be needed for fares to keep pace with anticipated increases in operating expenses, thereby maintaining a stable farebox recovery rate.



Map 6-1

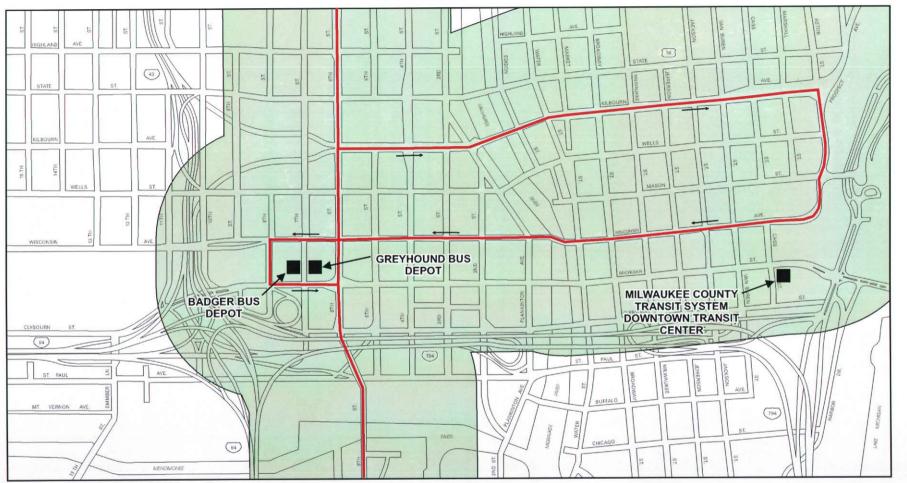
PROPOSED BUS AND CONNECTING SHUTTLE SERVICES OF THE OZAUKEE COUNTY EXPRESS BUS SYSTEM: 2006





Source: Ozaukee County Transit Services, Milwaukee County Transit System, and SEWRPC.





GRAPHIC SCALE 0 400 800 1,600 FEET

				aracteristic	· · · · · · · · · · · · · · · · · · ·	
				per of		
		Route	Scheduled	Daily Runs		
		Length	Northbound/	Eastbound/	Weekday Service	Vehicles
Service	Route	(miles)	Westbound	Southbound	Periods*	Required⁵
Commuter	Route No. 143	41	13	11	4:45 a.m 9:30 a.m.	5
Express Bus					10:30 a.m 6:45 p.m.	
					8:45 p.m 11:15 p.m.	
Shuttle	Saukville Shuttle	4	3	3	5:45 a.m 6:45 a.m.	1
					2:30 p.m 3:15 p.m.	
	Grafton-Saukville Shuttle	10	1	1	9:30 a.m 10:30 a.m.	1
	Grafton Shuttle	12	7	7	5:30 a.m 7:45 a.m.	1
					1:30 p.m 4:15 p.m.	
					9:30 p.m 10:30 p.m.	
	Belgium Shuttle	9	2	2	5:30 a.m 6:15 a.m.	1
					1:30 p.m 2:30 p.m.	
					9:30 p.m 10:15 p.m.	
	UWM Connector	16	4	4	6:30 a.m 10:00 a.m.	1
	Shuttle				2:00 p.m 5:45 p.m.	
Total System		67	24	22		9

PROPOSED OPERATING CHARACTERISTICS OF THE OZAUKEE EXPRESS BUS SYSTEM BY ROUTE: 2006

^{*}Regular service is not provided on weekends or holidays. Additional special service is provided to summer festivals held at the Milwaukee lakefront.

^bRepresents the maximum number of vehicles required for route operation. The Grafton-Saukville Shuttle replaces the Saukville Shuttle for late evening service resulting in only one vehicle being required for both routes.

Source: Milwaukee County Transit System, Ozaukee County Transit Services, and SEWRPC.

Table 6-12

FARES FOR THE OZAUKEE COUNTY TAXI SYSTEM: EXISTING 2001 AND PROPOSED 2002-2006

	-		Proposed	
Category	Existing 2001	2002	2003-2005	2006
Base adult Cash Fare*				
1 Zone	\$2.50	\$2.50	\$2.75	\$2.90
2 Zones	3.50	3.50	3.75	3.90
3 Zones	5.00	5.00	5.25	5.40
4 Zones	6.25	6.25	6.50	6.65
Punch Card ^b	\$20.00	\$20.00	\$20.00	\$20.00

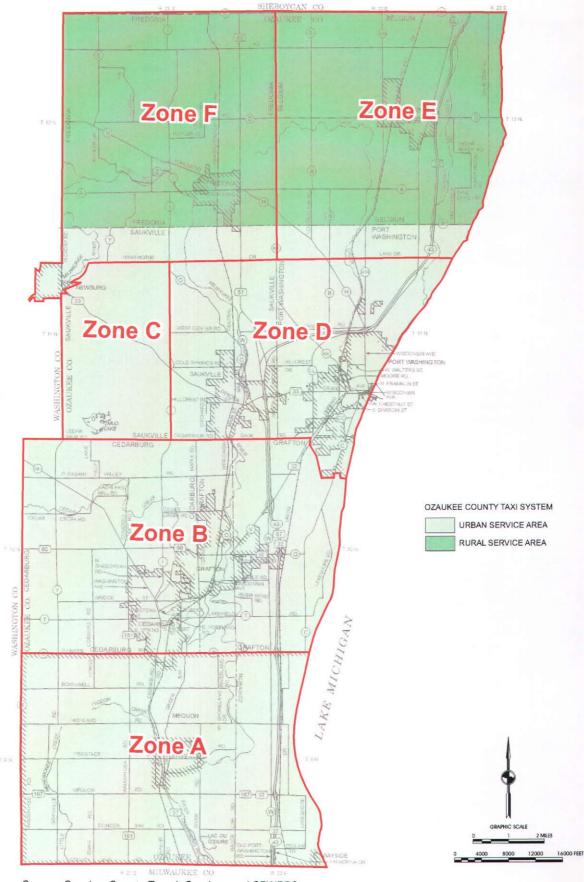
^aSpecial fares would continue to be offered for students at a 10 to 15 percent discount from the adult fare and for elderly (age 60 and over) and disabled persons at a 15 to 25 percent discount from the adult fare.

^bThe punch card would be available for \$22.00 worth of taxi fares beginning in the year 2003.

Source: SEWRPC.

Map 6-2

PROPOSED SERVICE AREA AND FARE ZONES FOR THE OZAUKEE COUNTY TAXI SYSTEM: 2006



Source: Ozaukee County Transit Services and SEWRPC.

PROPOSED FARES FOR THE OZAUKEE COUNTY EXPRESS BUS SYSTEM: 2006

		Fare		
Fare Category by Service	2002	2003-2005	2006	
Route No. 143				
Adult Cash Fare	\$2.00	\$2.25	\$2.35	
Connecting Shuttle Service				
Adult Cash Fare	0.50	0.60	0.70	

Source: SEWRPC.

PLAN PERFORMANCE AND COSTS

Basic Assumptions and Determinations

The analyses attendant to the performance of the recommended bus and taxi services for Ozaukee County, and the cost and funding forecasts associated with those services, are predicated upon the following assumptions and determinations:

- Implementation of the recommended service changes will be phased-in over the planning period to allow for time needed to obtain local approval and for the costs of new and restructured services to be incorporated into the operating budgets of the bus and taxi systems and into applications for Federal and State operating assistance.
- All costs are expressed in projected "year of expenditure" dollars and assume an increase of 3 percent per year in operating costs per unit of transit service and capital project costs due to general price inflation. As a result, the unit costs of service operation would be expected to increase by about 16 percent over 2002 levels by the end of the planning period.
- The cost of constructing a properly configured park-ride lot near the interchange of IH 43 and Mequon Road (STH 167) in the City of Mequon was not included in the costs of implementing this plan. The cost of this facility was included in the adopted regional transportation system plan. While not essential to providing the existing or recommended commuter transit services, this park-ride lot would facilitate use of those services and should be put in place under a cooperative effort by Ozaukee County, the City of Mequon, and the Wisconsin Department of Transportation as soon as possible.
- The service levels, ridership, and costs attendant to the shuttle routes are included in the figures for the Ozaukee County Taxi System. The shuttle routes would largely be integrated in the taxi operation to improve the performance of the shuttle services.
- Fare increases have been assumed on all transit services and are assumed for 2003 and 2006. This action will raise the base adult cash fares for Route No. 143 by about 18 percent, fares on the shuttle routes by about 40 percent, fares on the taxi system by between 6 and 16 percent by 2006.
- The Federal and State governments will not significantly change the operating assistance programs that are in place during 2002. However, funds available to Ozaukee County under the Federal Section 5311 Program and State 85.20 Urban Mass Transit Operating Assistance Program will remain at the 2002 dollar amounts throughout the planning period. Consequently, these funds will not keep pace with increases in operating costs and the proportion of annual operating expenses for the bus and taxi

systems that are covered by Federal and State operating assistance funds will decline over the period. The annual allocation of funds to Ozaukee County under the State 85.21 Specialized Transportation Assistance Program for Counties is assumed to increase by 3 percent per year from 2002 through 2006.

• Federal and State assistance for transit demonstration projects will continue to be available through the existing WETAP and CMAQ Programs to cover between 75 and 80 percent of eligible project costs.

Local Taxi Service Element

Ridership, Service Levels, and Financial Performance

The anticipated service levels, ridership, costs, and public assistance levels associated with the operation of recommended local taxi service are set forth in Table 6-14. The costs of needed capital equipment and facilities under the plan are presented in Table 6-15. The following observations may be made based upon an examination of the information presented in these tables:

- Assuming implementation of the recommended taxi service expansion, about 42,200 vehicle hours of service and about 802,700 vehicle miles of service would be provided annually by the Ozaukee County Taxi System between 2002 and 2006. These figures represent increases of about six to nine percent over vehicle hours and miles of service provided by the County taxi system in 2001.
- The countywide shared-ride taxicab system may be expected to carry an average of about 67,200 revenue passengers annually over the planning period. This compares with a ridership of about 57,300 passengers in 2001 on the taxi system and would be a 17 percent increase.
- Overall, the number of riders per vehicle hour of service provided may be expected to approximate 1.6 under the recommended plan, about 14 percent higher than the 1.4 passengers per vehicle hour carried on the system in 2001.
- The total cost of operating the Ozaukee County Taxi System with all the recommended services is forecast to average about \$1.09 million annually between 2002 and 2006—an increase of about 17 percent over the 2001 operating costs for the system of about \$933,100. Of this total, about \$145,900, or about 13 percent, may be expected to be recovered by farebox revenues, and the required operating assistance would total about \$943,100.
- Federal and State funds averaging about \$793,500 per year may be expected to be available to provide about 84 percent of the required operating assistance. The remaining 16 percent, or about \$149,600 annually, would have to be provided by Ozaukee County. In 2001, Ozaukee County provided about \$231,000 in County tax levy monies to support the Ozaukee County Taxi System. The lower average annual County funding level under the plan compared to 2001 is largely the result of increased Federal and State transit operating assistance funding levels for the existing taxi service. Whereas Federal and State transit operating assistance covered about 55 percent of total system operating costs in 2001, it is anticipated between 61 and 67 percent of total operating costs for the current system will be covered from 2002 through 2006. In addition, State specialized transportation assistance program funds that are allocated each year to the taxi system by Ozaukee County are expected to be higher in 2002 through 2006 than in 2001.
- The average annual costs of capital equipment and facilities for the taxi system between 2002 and 2006 would be about \$173,500. Of this amount, about \$141,200, or 81 percent, would be provided though various Federal transit assistance programs. The remaining \$32,300, or 19 percent, would be required to be funded by Ozaukee County.

ANNUAL SERVICE LEVELS, RIDERSHIP, COSTS, REVENUES, AND ASSISTANCE FOR THE RECOMMENDED OZAUKEE COUNTY TAXI SYSTEM: 2001-2006

이 아이들은 이 가지 않는 것이 아이들은 가슴을 가지 않는 것이 있다.	Estimated 2001	Forecast [*]			
Characteristic		2002	2006	Average Annual	
Service		ter en ser de la factoria de la composición de la composición de la composición de la composición de la compos			
Total Vehicle Miles	734,400	719,300	884,700	802,700	
Total Vehicle Hours	39,940	38,100	46,000	42,200	
Ridership					
Total Passengers	57,300	59,300	77,680	67,200	
Passengers per Revenue Vehicle Mile	0.08	0.08	0.09	0.08	
Passengers per Revenue Vehicle Hour	1.4	1.6	1.7	1.6	
Operating Costs, Revenues, and Assistance			the second se		
Operating Expenses	\$933,100	\$950,000	\$1,231,300	\$1,089,000	
Passenger Revenues	\$120,500	\$125,200	\$171,100	\$145,900	
Required Public Assistance	\$812,600	\$824,800	\$1,060,200	\$943,100	
Farebox Recovery	12.9%	13.2%	13.9%	13.4%	
Sources of Public Assistance Federal					
		****	*****	AAAAAAAAAAAAA	
Section 5311 Program	\$68,600	\$266,000	\$266,000	\$266,000	
Section 5330 Program			22,500	15,300	
CMAQ Program			91,000	40,000	
Subtotal	68,600	266,000	379,500	321,300	
				074 000	
WisDOT Operating Assistance Program	444,900	371,000	371,000	371,000	
WisDOT/WisDWD TEAM and TANF Programs WisDOT Specialized Transportation			11,300	7,700	
Assistance Program for Counties	68,100	88,100	99,100	93,500	
Subtotal	513,000	459,100	481,400	472,200	
Local		1			
Ozaukee County	231,000	99,700	199,300	149,600	
Total	\$812,600	\$824,800	\$1,060,200	\$943,100	
Per Trip data		· · · · · · · · · · · · · · · · · · ·			
Operating Cost	\$16.28	\$16.02	\$15.85	\$16.21	
Revenue	2.10	2.11	2.20	2.18	
Total Assistance	14.18	13.91	13.65	14.03	
Local Assistance	4.03	1.68	2.57	2.23	

*The following assumptions were made in preparing the forecasts of annual ridership, revenues, and costs:

- 1. Expanded weekday evening service would be initiated in July 2003 for a three-year demonstration period using Federal and State funds obtained through the Wisconsin Employment Transportation Assistance Program.
- 2. Expanded weekday midday service and expanded shuttle service for connections with UBUS Route No. 49U would be initiated in January 2004 for a three-year demonstration period using Federal funds obtained through the Congestion Mitigation and Air Quality (CMAQ) Improvement Program.
- 3. Expanded shuttle service to Belgium would be initiated in January 2006 for a three-year demonstration period using Federal and State funds obtained through the Wisconsin Employment Transportation Assistance Program.
- 4. Operating expenses per vehicle hour of transit service will increase by 3 percent per year over the planning period.
- 5. Base adult cash fares on all services, which currently range from \$2.50 to \$6.25 per trip, will be increased in 2003 by \$0.25 per trip from \$2.75 to \$6.50 per trip. Fares will be increased again in 2006 by \$0.15 per trip to range from \$2.90 to \$6.65 per trip. Similar increases would be made in other fare categories. The cost of the multi-ride punch card will remain at \$20.00, but will be redeemable for \$22.00 in taxi fares beginning in 2003.
- 6. The total amounts of Federal Section 5311 transit assistance and State transit operating assistance will remain at 2002 levels over the planning period. The proportion of operating expenses covered by these funds will decline from 67 percent in 2003 to about 61 percent in 2006.
- 7. State assistance aid through the Specialized Transportation Assistance Program for Counties will increase by 3 percent per year between 2002 and 2006.
- 8. Federal and State assistance for transit demonstration projects will be available to Ozaukee County through the Federal Congestion and Air Quality (CMAQ) Improvement Program to cover up to 80 percent of eligible project costs, and the Wisconsin Employment Transportation Assistance Program (WETAP) to cover up to 75 percent of eligible project costs.

Source: Ozaukee County Transit Services and SEWRPC.

CAPITAL PROJECT EXPENDITURES REQUIRED FOR THE OZAUKEE COUNTY TAXI SYSTEM UNDER THE RECOMMENDED PLAN: 2002-2006

				Average
Oursetter				Annual
				Cost*
- 1. The second s			· · · ·	\$19,800
1	5-Passenger Sedan		· .	4,000
1	6-Passenger Mini Van		25,000	5,000
•		49,000	49,000	9,800
	Hand-Held Radios	1,300	20,800	4,200
1 .		4,500	4,500	900
	Subtotal		\$218,300	\$43,700
3	5-Passenger Sedan	\$21,000	\$63,000	\$12,600
1	6-Passenger Mini Van	26,000	26,000	5,200
2	15-Passenger Van	31,000	62,000	12,400
	Remodel Office Space for Taxi Operations	25,000	25,000	5,000
-	Subtotal		\$176,000	\$35,200
2	5-Passenger Sedan	\$27,000	\$54,000	\$10,800
1	15-Passenger Van	32,000	32,000	6,400
1	Accessible Full-Size Van	49,000	49,000	9,800
	Subtotal		\$135.000	\$27,000
2	5-Passenger Sedan	\$22,000		\$8,800
1	6-Passenger Mini Van			5,400
1	Accessible Full-Size Van	· ·	• • • •	10,000
	Subtotal			\$24,200
3	5-Passenger Compressed Natural Gas Sedan	\$37,000		\$22,200
1	5-Passenger Sedan			4.600
1			•	5,600
1			•	11,000
				\$43,400
pital Project		·		\$173,500
· · · · · · · · · · · · · · · · · · ·			φ007,500	φ170,000
les and Oth	er Equipment (80 percent)		\$619.400	\$123,900
ssibility Equ	ipment and Modifications (90 percent)			12,400
stion Mitigat	ion and Air Quality (CMAQ) Improvement Program ^b			4,900
Subtotal	,	T		\$141,200
are of Costs			<i>±, 00,000</i>	<i></i>
e County			\$161,700	\$32,300
	2 2 1 1 2 1 1 2 1 1 3 1 1 1 Share of Cool I Transit Adr cles and Oth ssibility Equ stion Mitigat Subtotal bare of Costs	3 5-Passenger Compressed Natural Gas Sedan 1 5-Passenger Sedan 1 6-Passenger Mini Van 1 Accessible Compressed Natural Gas Full-Size Van 16 Hand-Held Radios 1 Control Station & Antenna Subtotal Subtotal 3 5-Passenger Sedan 1 6-Passenger Van 2 15-Passenger Van Remodel Office Space for Taxi Operations Subtotal Subtotal 2 5-Passenger Sedan 1 Accessible Full-Size Van 1 Accessible Full-Size Van 1 Accessible Full-Size Van 2 5-Passenger Sedan 1 6-Passenger Mini Van 1 Accessible Full-Size Van Subtotal Subtotal 3 5-Passenger Compressed Natural Gas Sedan 1 6-Passenger Mini Van 1 Accessible Compressed Natural Gas Full-Size Van Subtotal Subtotal 3 5-Passenger Compressed Natural Gas Full-Size Van 1 6-Passenger Mini Van 1 6-Pass	3 5-Passenger Compressed Natural Gas Sedan \$33,000 1 5-Passenger Sedan 20,000 1 6-Passenger Mini Van 25,000 1 Accessible Compressed Natural Gas Full-Size Van 49,000 16 Hand-Held Radios 1,300 1 Control Station & Antenna 4,500 Subtotal 3 5-Passenger Sedan \$21,000 1 6-Passenger Mini Van 26,000 2 15-Passenger Van 31,000 8emodel Office Space for Taxi Operations 25,000 Subtotal 2 5-Passenger Van 32,000 1 15-Passenger Van 32,000 1 15-Passenger Sedan \$22,000 1 32,000 Subtotal 2 5-Passenger Sedan \$22,000 \$2,000 1 6-Passenger Mini Van 27,000 50,000 3 5-Passenger Compressed Natural Gas Sedan \$37,000 \$37,000 1 6-Passenger Mini Van 23,000 23,000 \$37,000 <	3 5-Passenger Compressed Natural Gas Sedan \$33,000 \$99,000 1 5-Passenger Sedan 20,000 20,000 1 6-Passenger Mini Van 25,000 25,000 1 Accessible Compressed Natural Gas Full-Size Van 49,000 49,000 16 Hand-Held Radios 1,300 20,800 1 Control Station & Antenna 4,500 4,500 2 Subtotal \$218,300 3 5-Passenger Van 26,000 26,000 2 15-Passenger Van 26,000 26,000 2 15-Passenger Van 25,000 25,000 2 15-Passenger Van 25,000 25,000 2 15-Passenger Van 32,000 32,000 1 15-Passenger Van 32,000 32,000 2 5-Passenger Van 32,000 32,000 1 15-Passenger Van 32,000 32,000 2 5-Passenger Sedan \$22,000 \$44,000 2 5-Passenger Sedan \$22,000 \$44,000 3 5-Passenger Sedan <t< td=""></t<>

*Costs are expressed in estimated year of expenditure dollars.

⁶Assumes funding will cover all eligible costs associated with converting 3 sedans and 1 full-size van to compressed natural gas fuel in 2002.

Source: SEWRPC.

Commuter Bus Element

Ridership, Service Levels, and Financial Performance

The anticipated average annual operating characteristics, ridership, costs, and revenues associated with the recommended Ozaukee County Express Bus System are set forth in Table 6-16. The costs of needed capital equipment and facilities under the plan are presented in Table 6-17. The following observations were made based on an examination of the information presented in this table:

• Assuming implementation of the recommended service changes, about 7,300 vehicle hours of service and about 201,600 vehicle miles of service would be provided annually by the Ozaukee County Express Bus System between 2002 and 2006. These figures represent decreases of about 27 and 10 percent respectively, from the vehicle hours and miles of service provided by Route No. 143 in 2001.

ANNUAL SERVICE LEVELS, RIDERSHIP, COSTS, REVENUES, AND ASSISTANCE FOR THE RECOMMENDED OZAUKEE COUNTY EXPRESS BUS SYSTEM: 2001-2006

사람이 많이 많이 있는 것 같은 것이 같은 것이 있는 것 같이 있다.		Forecast*			
Characteristic	Estimated 2001	2002	2006	Average Annual	
Service					
Total Vehicle Miles	224,200	201,800	201,500	201,600	
Total Vehicle Hours	10,000	7,500	7,300	7,300	
Ridership			1		
Total Passengers	91,700	92,600	89,700	90,500	
Passengers per Revenue Vehicle Mile	0.41	0.46	0.45	0.45	
Passengers per Revenue Vehicle Hour	9.2	12.3	12.3	12.4	
Operating Costs, Revenues, and Assistance			· · · · · · · · · · · · · · · · · · ·	· · · ·	
Operating Expenses	\$852,900	\$768,500	\$847,600	\$802,800	
Passenger Revenues	\$133,200	\$134,500	\$153,000	\$145,800	
Required Public Assistance	\$719,700	\$634,000	\$694,600	\$657,000	
Farebox Recovery	15.6%	17.5%	18.1%	18.2%	
Sources of Public Assistance		the transmission of the provi		N. A. D	
Federal					
Section 5311 Program	\$278,700	\$215,200	\$215,200	\$215,200	
Section 5330 Program	30,100				
Subtotal	308,800	215,200	215,200	215,200	
State					
WisDOT Operating Assistance Program	275,300	299,700	299,700	299,700	
WisDOT/WisDWD TEAM and TANF Programs	18,100				
Subtotal	293,400	299,700	299,700	299,700	
Local					
Ozaukee County	117,500	119,100	179,700	142,100	
Total	\$719,700	\$634,000	\$694,600	\$657,000	
Per Trip data					
Operating Cost	\$9.30	\$8.30	\$9.45	\$8.87	
Revenue	1.45	1.45	1.71	1.61	
Total Assistance	7.85	6.85	7.74	7.26	
Local Assistance	1.28	1.29	2.00	1.57	

^{*}The following assumptions were made in preparing the forecasts of annual ridership, revenues, and costs:

- 1. The recommended adjustments to bus and shuttle services would be implemented in 2002.
- 2. Operating expenses per vehicle hour of transit service would be reduced slightly in June 2002 when buses purchased by Ozaukee County replace vehicles provided by the Milwaukee County Transit System. For 2003 through 2006, operating expenses per vehicle hour will increase by 3 percent per year.
- 3. Base adult cash fares, which are currently \$2.00 per trip for Route No. 143 and \$0.50 per trip for shuttle service, will be increased by \$0.10 -\$0.25 per trip in 2003 to \$2.25 for Route No. 143 and \$0.60 per trip for shuttle service. Fares will be increased again in 2006 by \$0.10 per trip to \$2.35 for Route No. 143 and \$0.70 per trip for shuttle service. Similar increases would be made in other fare categories.
- 4. The total amounts of Federal Section 5311 transit assistance and State transit operating assistance will remain at 2002 levels over the planning period. The proportion of operating expenses covered by these funds will decline from 67 percent in 2002 to about 61 percent in 2006.

Source: Ozaukee County Transit Services and SEWRPC.

CAPITAL PROJECT EXPENDITURES REQUIRED FOR THE OZAUKEE COUNTY EXPRESS BUS SYSTEM UNDER THE RECOMMENDED PLAN: 2002-2006

					Average
Year	Quantity	Capital Equipment or Project Description	Unit Cost ^a	Total Cost ^a	Annual Cost [®]
2003	1	40-Foot Urban Motor Coach	\$270,000	\$270,000	\$54,000
	1	Spare Parts	29,000	29,000	5,800
	1	Bus Passenger Shelter	10,000	10,000	2,000
2004		en de la companya en		1. - - 1	
2005	2	40-Foot Urban Motor Coach	\$286,000	\$572,000	\$114,400
2006					
Total C	apital Proje	ct Costs		\$881,000	\$176,200
Federa	I Share of C	osts			and the second second
Feder	al Transit A	dministration Section 5307/5309/5311 Programs		\$704,800	\$141,000
Local S	hare of Cos	ts			
Ozaul	kee County.			\$176,200	\$35,200

*Costs are expressed in estimated year of expenditure dollars.

Source: SEWRPC.

- The bus system may be expected to carry an average of about 90,500 revenue passengers annually over the planning period. This compares with a ridership of about 91,700 passengers in 2001 and would be about a one percent decrease. The ridership forecast reflects stable ridership over the period for workers commuting to jobs in Ozaukee County or downtown Milwaukee with decreases in ridership resulting from fair increases in 2003 and 2006.
- Overall, the number of riders per vehicle hour of service provided may be expected to average about 12 under the recommended plan, about 35 percent higher than the nine passengers per vehicle hour carried on the system in 2001.
- The total cost of operating Route No. 143 with the recommended service changes is forecast to average about \$802,800 annually between 2002 and 2006—a decrease of about 6 percent over the 2001 operating costs for the route of about \$852,900. Of this total, about \$145,800, or about 18 percent, may be expected to be recovered by farebox revenues, and the required operating assistance would total about \$657,000.
- Federal and State funds averaging about \$514,900 per year may be expected to be available to provide about 78 percent of the required subsidy. The remaining 22 percent, or about \$142,100 annually, would have to be provided by Ozaukee County. In 2001, Ozaukee County provided about \$117,500 in County tax levy monies to support the Ozaukee County Express Bus System.
- The average annual costs of capital equipment and facilities for the bus system between 2002 and 2006 would be about \$176,200. Of this amount, about \$141,000, or 80 percent, would be provided though various Federal transit assistance programs. The remaining \$35,200, or 20 percent, would be funded by Ozaukee County.

PLAN ADOPTION AND IMPLEMENTATION

Plan Adoption

Adoption or endorsement of the recommended Ozaukee County transit system development plan is important to ensuring a common understanding among the concerned units and agencies of government and to enable the staffs of those governments to work cooperatively toward plan implementation. Accordingly, the following plan adoption actions are recommended:

• Ozaukee County

The Ozaukee County Board of Supervisors should act to formally adopt the plan as a guide to the provision of transit services in the Ozaukee County area. Importantly, this action would not commit the County to implement any of the recommended service changes, but would indicate that the County agrees the plan would serve as a valuable reference document. The adoption action should be certified to the Southeastern Wisconsin Regional Planning Commission with a request that the plan be incorporated into the regional transportation system plan.

• Southeastern Wisconsin Regional Planning Commission

Upon receipt of notification of adoption of the plan from Ozaukee County, the Southeastern Wisconsin Regional Planning Commission should adopt the plan as an amendment and extension of the regional transportation system plan and formally certify such adoption to all of the local units of government in Ozaukee County that are presently, or proposed to be, served by the transit system, to the Wisconsin Department of Transportation, and to the Federal Transit Administration.

• Wisconsin Department of Transportation

Upon receipt of the certification by the Regional Planning Commission, the Wisconsin Department of Transportation should act to endorse the plan as a guide for the programming, administration, and granting of State transit assistance funds.

• Federal Transit Administration

Upon endorsement of the plan by the Wisconsin Department of Transportation, the Federal Transit Administration should endorse the plan as a guide for the programming, administration, and granting of Federal transit funds.

• Local Units of Government

Upon receipt of the certified plan, the concerned city, village, and town boards in Ozaukee County should act to adopt the plan, thereby indicating support to the County in the implementation of that plan. Such actions on the part of the communities concerned would indicate general agreement with services proposed under the plan.

Plan Implementation

It is recommended that Ozaukee County have the primary responsibility for implementing the service changes proposed under the recommended plan. The County's actions should include the following:

• Refinement of Recommended Service Changes

Subject to the approval of the Transit Committee of the Ozaukee County Board of Supervisors, County staff of Ozaukee County Transit Services should prepare detailed operating plans that refine the service changes proposed by the plan. Such refinements of the plan recommendations are envisioned for the proposed addition of taxi service midday and evenings on weekdays and for the express bus system for route realignment, the removal and addition of stops, as well as adjustments to service schedules and the addition of shuttle routes serving Belgium industries and UWM. The details for the recommended changes should be completed and approved early in the fall of the year preceding implementation to coincide with the County budget preparation and completion of transit aid applications. County staff should work with the current or new transit operators in establishing the specific details of the service changes, including stops and operating schedules for the bus, and days and hours of operation for taxi services.

• Selection of Service Providers

County staff will need to undertake one or more competitive procurement processes to select the providers of recommended transit services. The County undertook the last competitive procurement actions in 2002 for the taxi service and in 2000 for the bus service and shuttle services. The process will have to be undertaken again for these services prior to expiration of their service contracts. The procurement actions should be structured to meet all Federal and State requirements.

• Public Hearings

Federal regulations require transit systems using federal funds to provide the opportunity for comment through public hearings prior to the implementation of significant service and fare changes. The County may need to conduct one or more public hearings for the specific service and fare changes noted about.

• Federal and State Grant Applications

Ozaukee County should prepare operating budgets to support applications for the Federal and State funds needed over the planning period to implement the recommended plan. Such applications would need to be prepared annually on a schedule that meets the requirements of the agencies concerned.

• Park-Ride Lots

The Wisconsin Department of Transportation, Ozaukee County, and the City of Mequon should undertake a cooperative effort directed at the construction of a park-ride lot in the City of Mequon. The establishment of a park-ride lot in the City of Mequon has long been recommended in the Commission's adopted regional transportation system plan to serve work-commute travel by Mequon commuters including transit patrons and carpoolers. The County and the City of Mequon should both formally indicate to the WisDOT that each supports the construction of a park-ride lot in the City and will facilitate the operation and maintenance of such a facility when constructed. Both should then request that the WisDOT conduct a preliminary engineering study of potential sites for a park-ride facility, focusing on the area at and around the IH 43 and Mequon Road interchange as identified by the Advisory Committee. In addition, the County should work with interested communities on the construction of a commuter center and devise a method of sharing the local responsibilities involved with this center. These facilities should be properly configured to facilitate the provision of the recommended commuter bus services.

PUBLIC REACTION TO THE RECOMMENDED PLAN

The preliminary findings and recommendations of the Ozaukee County transit system development plan were presented at a public informational meeting held by the Advisory Committee on May 15, 2002, from 5:00 to 7:00 p.m. at the Ozaukee County Administration Center in the City of Port Washington. The purpose of the meeting was to provide public officials and interested citizens an opportunity to ask questions about, and provide comments on, the preliminary plan. The meeting format included an "open house" style informational session where staff was present to answer questions from those attending both individually and in small groups. This afforded interested individuals an opportunity to review the findings and recommendations of the proposed plan, to discuss the proposed plan directly with Commission staff, and to ask questions about the plan. The meeting also included a staff presentation on the preliminary plan, after which formal comments were received from the attendees. Written comments were also accepted.

A summary document presenting the findings and preliminary recommendations of the Ozaukee County transit system development plan was prepared. Copies of this summary were made available for public review at the Ozaukee County Administration Center, the major public libraries in Ozaukee County, the Central Milwaukee Public Library, and on the Internet at a Commission website maintained specifically for the study. Copies of the report were also provided directly to members of the Ozaukee County Board of Supervisors and to interested private parties upon request.

To announce the public informational meeting, a paid display advertisement appeared in the three principal newspapers covering the County: in the May 2, 2002, edition of the *Ozaukee Press*; in the May 5, 2002, edition of the *Milwaukee Journal-Sentinel*; and in the May 6, 2002, edition of the *Ozaukee County News Graphic*. Approximately one week prior to the publication of the newspaper advertisement, a news release was also sent to these three newspapers. The news release and advertisement identified the date for the public informational meeting and provided information on where to obtain a brief summary of the preliminary plan recommendations. Several newspaper articles related to the preliminary plan or informational meeting were published prior to or after the public informational meeting. In total, 22 individuals, including Advisory Committee members, County officials and staff, and Commission staff, attended the informational meeting. Comments on the plan were also received at the meeting of the Advisory Committee held after the public informational meeting from 1:00 to 3:30 p.m. on June 27, 2002 at the Ozaukee County Administration Center. In total, 35 individuals including Advisory Committee members, County officials and staff, attended the Ozaukee County Administration staff, attended the Committee members.

A total of 16 oral comments on the preliminary plan were received at these two meetings, with most occurring at the June 27, 2002 Committee meeting. Eight additional comments were received by County officials and staff and Commission staff through telephone conversations and written correspondence. The formal public comment period for the plan extended through July 15, 2002. The record of the public informational meeting, together with attendant supporting materials, and a summary of all public comments received on the preliminary plan are included in Appendix B to this report.

Public Comments

The public comments received on the preliminary plan may summarized as follows:

- All but one of the comments received pertained to the construction of a park-ride lot in the City of Mequon near the IH 43 interchange at Mequon Road. About one-quarter of these comments expressed opposition to the construction of any park-ride lot in Mequon or with the all of the sites reviewed near the Mequon Road interchange. Constructing the park-ride lot at the proposed Highland Road interchange with IH 43 was suggested as an alternative by some of these individuals. The remaining three-quarters of the comments expressed opposition to one or the other of the two principal sites identified for the Mequon park-ride lot (see Figure 6-2): Site No. 8 in the northeast quadrant of the IH 43 and Mequon Road interchange; and Site No. 9 east of Port Washington Road at the end of Venture Court.
- Reasons cited for opposing the Venture Court site included high traffic volumes on Port Washington Road, the potential for conflicts between the Route No. 143 buses and trucks using Venture Court to make deliveries to the Pick 'N' Save Store, concerns over the mix of buses and trucks interfering with access to other businesses on Venture Court. At the same time, the Venture Court location was cited as being appropriate due to its proximity to the business development and center of activity for the area on the west side of IH 43 and the potential to create of a commuter center at the location.
- Reasons cited for opposing the site located at the IH 43 and Mequon Road interchange included concerns over increasing traffic on Mequon Road east of IH 43 and the problems this would cause for bicyclists and pedestrians using Mequon Road; the negative impacts on the wetlands and woodlands on the site and the storm water drainage system in the area that a park-ride lot at the interchange could cause; the proximity to existing residential areas; and the possibility that development of a park-ride lot could attract undesirable land uses for the area.
- While expressing opposition to one of the above two sites, many of the comments also expressed support for the other principal site. Some commentators expressed support for the development of a

Mequon park-ride lot in general as a way to encourage carpooling and transit. One commentator expressed support for the development of a park-ride lot at the freeway interchange because of the potential for the site to be served by commuter rail in the future.

• The single comment not pertaining to the Mequon park-ride lot suggested that the County consider building a commuter center for the express bus route at the intersection of Port Washington Road and Lakefield Road in the Town of Grafton, approximately two miles south of the intersection of IH 43 and STH 60, using an old schoolhouse, which the individual offered to sell to the County.

ADVISORY COMMITTEE RESPONSE TO PUBLIC COMMENT ON THE PLAN

In response to the public comments received, the Advisory Committee considered the need to modify the preliminary plan recommendations. The Committee determined that no changes were necessary for the recommendations of the taxi system element of the plan and all but one recommendation of the commuter bus element of the plan. The Committee determined that the recommendation of the commuter bus element addressing the proposed Mequon Park-ride lot should be reexamined and modified.

After considering the public comments, the Advisory Committee members reiterated the need for developing a park-ride lot in the vicinity of IH 43 and Mequon Road. The Committee, however, was divided over Site No. 8, in the northeast quadrant of the IH 43 and Mequon Road interchange, or supporting Site No. 9, on Venture Court east of Port Washington Road as recommended by Commission staff. The Committee believed that before a final decision was made on one site or the other, more detailed information was needed on the design and potential impacts of the park-ride lot at these locations to identify, in particular, the potential environmental impacts and affects on storm water drainage, required mitigation actions and costs, site access problems, and possible traffic impacts. The Committee also recognized that the WisDOT would make the final decision on whether or not to construct a park-ride lot at either location; that the Department would need to complete a preliminary engineering study considering all potential sites before that decision was made; that the issues identified for these sites would be addressed in the WisDOT preliminary engineering study; and that further study of the park-ride lot sites by the Committee for this transit system development plan was unnecessary. The Advisory Committee, therefore, modified the Commission staff recommendation and recommended that the WisDOT conduct the required preliminary engineering study for the Mequon park-ride lot, with that study including both Site No. 8 and Site No. 9. In making this recommendation, the Committee indicated no preference for either site. The Committee also requested that the WisDOT work with the Advisory Committee during the conduct of the preliminary engineering study.

SUMMARY

This chapter has set forth the recommended transit system development plan for Ozaukee County as approved by the Ozaukee County Public Transit Planning Advisory Committee. The plan is based upon the existing 2001 local taxi and commuter bus services and identifies service changes directed at improving the convenience of using, and the performance of, the existing transit services, along with expanding transit service in the County.

Recommended Transit Service

The recommended plan calls for some changes to the existing bus and taxi services provided under the Ozaukee County transit system in 2001. These changes would provide for more convenient service for existing passengers and improved efficiency of the transit system by 2006.

Local Taxi Service Element

The proposed changes to the existing Ozaukee County Taxi System include the following:

• Taxi service would be expanded during the midday period on weekdays through the addition of two vehicles between the hours of 8:00 a.m. to 4:00 p.m. This will increase service capacity, which should

decrease the proportion of prescheduled trips and permit more freedom in scheduling same-day trip requests.

- Taxi service would be expanded to provide service on weekday evenings, Monday through Thursday from 6:00 p.m. to 9:30 p.m. This will serve the needs of the disabled population for employment-related trips as well as the general public for various trip types.
- Assuming implementation of all the recommended service changes, two additional vehicles would be required to cover the expanded weekday midday service.
- Fares would be increased twice during the planning period by a total of \$0.40 per trip, from the existing 2002 adult cash fares that ranged from \$2.50 to \$6.25 per trip to fares ranging from \$2.75 to \$6.50 per trip in 2003 and fares ranging from \$2.90 to \$6.65 per trip in 2006. This will aid in maintaining a stable farebox recovery rate.

Commuter Bus Element

The proposed changes to the Ozaukee County Express Bus System include:

- Changes to Route No. 143 including: the elimination of stops at the Northshore (IH 43 and E. Silver Spring Drive) and Fredonia (CTH H and STH 57) park-ride lots; the elimination of the northbound run departing at 9:50 p.m. from S. 6th Street and Mitchell Street and the southbound run departing at 12:35 a.m. from the Grafton park-ride lot; the shifting of northbound late afternoon departure times to reduce layover times; and the rerouting of the northbound 2:31 p.m. run to provide an additional trip out of the Milwaukee CBD in the afternoon.
- The Mequon Shuttle route would be offered as a demand-responsive service instead of fixed-route due to low and inconsistent ridership.
- The Saukville and Grafton-Saukville Shuttles would be operated with a four- or five-passenger vehicle instead of a 16-passenger vehicle. In addition, the 10:36 p.m. one-way run on weekday evenings would be eliminated on the Grafton-Saukville Shuttle.
- The creation of two new shuttle routes: a UBUS Connector Shuttle that would mirror Route No. 143 between the Saukville Park-ride lot and the Brown Deer Road park-ride lot in Milwaukee County to provide connections with Milwaukee County Transit System UBUS Route No. 49U; and a Belgium Shuttle route that would serve industries in the Village of Belgium. Both routes would be created as demonstration services funded with Federal Congestion Mitigation and Air Quality (CMAQ) Improvement Program grants.
- The continued study of the potential for establishing a commuter center at a major stop for Route No. 143, possibly in the Villages of Grafton or Saukville. The Advisory Committee viewed a commuter center as providing conveniences that could be useful to existing bus passengers and, thus, could serve to attract new riders to the bus system.
- The construction of a park-ride lot in the City of Mequon in the vicinity of the IH 43-Mequon Road interchange. Two sites were identified by the Advisory Committee as being the preferred locations for constructing the park-ride lot: one at the end of Venture Court east of Port Washington Road and north of the Pick 'N' Save Store; and the other in the northeast quadrant of the IH 43-Mequon Road interchange. The Committee recommended that both Ozaukee County and the City of Mequon formally endorse the construction of a park-ride lot in this area to serve Mequon commuters and request the Wisconsin Department of Transportation to conduct a preliminary engineering study of potential sites for the facility.

- Assuming implementation of all the recommended service changes, daily service hours on Route No. 143 would be reduced by about two hours from June 2001 service hours. The number of bus and shuttle vehicles required for weekday service operation would increase from eight to nine vehicles.
- Cash fares would be increased twice during the planning period by a total of \$0.35 for Route No. 143 from the existing 2002 adult cash fare of \$2.00 per trip to \$2.25 per trip in 2003 and \$2.35 per trip in 2006, and by \$0.20 on the shuttle routes from the existing \$0.50 per trip to \$0.60 per trip in 2003 and \$0.70 per trip in 2006. This will aid in maintaining a stable farebox recovery rate, considering anticipated increases in operating expenses.

The potential for creating a commuter center in the Village of Grafton at a stop on Route No. 143 was also reviewed. The commuter center was dropped from the plan, however, when the Village of Grafton refused to accept a Federal grant it was awarded in 2002 under the CMAQ Program. The plan keeps open the possibility of developing a commuter center in Grafton or another community in the County in the future.

Plan Performance and Costs

Local Taxi Service Element

The anticipated average annual operating characteristics, ridership, and costs for the Ozaukee County Taxi System under the plan may be summarized as follows:

- Assuming implementation of all the recommended service changes, the local taxi service element would operate an average of about 42,200 vehicle hours of service and about 802,700 vehicle miles of service annually over the planning period, an increase of about 6 to 9 percent over the vehicle hours and miles of service provided by the County taxi system in 2001.
- Under the plan, the taxi system may be expected to carry an average of about 67,200 revenue passengers annually over the period, representing an increase of about 17 percent over the 2001 ridership level on the system. Overall, the number of riders per vehicle hour of service provided may be expected to approximate 1.6 under the recommended plan, about 14 percent higher than the 1.4 passengers per vehicle hour carried on the system in 2001.
- The total cost of operating the recommended taxi service would be expected to be about \$1.09 million annually representing an increase of about 17 percent over the estimated total expenses in 2001 for the system. Of this total, about \$145,900, or 13 percent, may be expected to be recovered by farebox revenues. Federal and State funds amounting to approximately \$793,500 annually may be expected to cover about 84 percent of the total operating assistance of \$943,100. This would leave about \$149,600 to be covered by the County annually, about 35 percent lower than in 2001 due to higher levels of Federal and State operating assistance funds.
- The cost of capital equipment and facilities would be about \$173,500 annually, approximately 81 percent of which would be expected to be covered by Federal funds, and about 19 percent, or \$32,300 annually would be required to be funded by the County.

Commuter Bus Element

The anticipated average annual operating characteristics, ridership, and costs for the Ozaukee County Express Bus System under the plan may be summarized as follows:

• Assuming implementation of all the recommended service changes, the Ozaukee County Express Bus System would operate an average of about 7,300 revenue vehicle hours of service and 201,600 revenue vehicle miles of service annually over the planning period, representing decreases of about 27 and 10 percent, respectively, from the service levels operated in 2001.

- Under the plan, the County bus system may be expected to carry an average of about 90,500 revenue passengers annually over the period, representing a decrease of about one percent over the 2001 ridership level on the system. The ridership decrease under the plan reflects relatively stable ridership of work commuters and decreases in ridership resulting from fare increases.
- The total cost of operating the recommended bus service would be expected to be about \$802,800 annually over the period of the plan, representing a decrease of about 6 percent over the operating costs in 2001 for the system. Of this total, about \$145,800, or 18 percent, may be expected to be recovered by farebox revenues. Federal and State funds of about \$514,900, or 78 percent of the total operating assistance of \$657,000 may be expected to be available, leaving approximately \$142,100, or 22 percent of the operating assistance, to be funded by the County.
- The cost of capital equipment and facilities for the bus system would be about \$176,200 annually, approximately 80 percent of which would be expected to be covered by Federal funds, and about 20 percent, or \$35,200 annually, would be required to be funded by the County.

Plan Implementation

Following adoption of the transit system development plan, Ozaukee County will have the primary responsibility for the necessary plan implementation actions through the following steps:

- Subject to the approval of the Transit Committee of the Ozaukee County Board of Supervisors, County staff of the Ozaukee County Transit Services would need to prepare detailed operating plans that refine the service changes proposed by the plan.
- County staff will need to undertake one or more competitive procurement processes to select the providers of recommended transit services prior to the expiration of existing taxi and bus service contracts at the end of 2002 and 2005. The procurement actions should be structured to meet all Federal and State requirements.
- Pursuant to Federal regulations, the County should conduct one or more public hearings for the specific service and fare changes proposed under the plan.
- County staff should prepare operating budgets and annual Federal and State funding support applications to acquire necessary funding over the planning period.
- The Wisconsin Department of Transportation, Ozaukee County, and the City of Mequon should undertake a cooperative effort directed at the construction of a new park-ride lot at or near the IH 43-Mequon Road interchange. To this end, the County and the City should both formally indicate to the WisDOT that each supports the construction of a park-ride lot in the City and will facilitate the operation and maintenance of such a facility when constructed, and then should request that the WisDOT conduct a preliminary engineering study of potential sites for a park-ride facility including those identified by the Advisory Committee.
- Ozaukee County should work with interested communities on the construction of a commuter center in Ozaukee County.

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Chapter VII

SUMMARY AND CONCLUSIONS

INTRODUCTION

This report sets forth a short-range transit system development plan for Ozaukee County that updates the previous plan prepared in 1995 for the period 1996-2000. The previous plan recommended reestablishing transit service in the County and served as the basis for public bus and taxi services implemented by the County in the mid to late 1990's. The new plan includes recommendations for the period 2002-2006 and provides the first full performance evaluation of the bus and taxicab services currently operated by the County. In addition, the new plan addresses changes in residential, commercial, and industrial development in Ozaukee County as they affect the need for transit service.

The plan is based on a thorough evaluation of the existing transit system; analysis of the travel habits, patterns, and needs of the residents of the County, as well as those commuting to jobs in Ozaukee County; analysis of the transportation needs of existing land use patterns and major land use developments that have been proposed or that are occurring within the County; and a careful evaluation of alternatives for providing new or improved commuter bus and local taxi services. The plan also identifies the financial commitments and actions that must be undertaken by the concerned levels of government to implement the plan. The plan is being prepared within the context of the Commission's ongoing regional transportation planning program.

PURPOSE OF THE TRANSIT SYSTEM DEVELOPMENT PLAN

The study was intended to serve the following purposes:

- 1. To evaluate the effectiveness of the existing bus route structure, bus service schedules, financial performance, and taxicab services comprising the Ozaukee County transit system;
- 2. To identify, evaluate, and recommend potential transit service improvements that will:
 - a. Address the needs of "transit-dependent" residents and employers of Ozaukee County
 - b. Coordinate with other public transit services, in particular those operated by the City of Port Washington and the Milwaukee County Transit System;
- 3. To prepare a planning document that would serve as a guide for the transit system and County officials with regard to implementing service changes as well as in monitoring service operation and performance.

STUDY ORGANIZATION

The preparation of this transit system development plan was a joint effort by the staffs of Ozaukee County and the Southeastern Wisconsin Regional Planning Commission. Additional staff assistance was obtained from other agencies concerned with transit development in Ozaukee County, including the Wisconsin Department of Transportation. To provide guidance to the technical staffs in the preparation of this plan, and to involve concerned and affected public officials and citizen leaders more directly and actively in the development of transit system policies and improvement proposals, the Ozaukee County Board created a 21-member Ozaukee County Public Transit Planning Advisory Committee. The full membership of this Committee is listed inside of the front cover of this report.

LAND USE AND TRAVEL PATTERNS

This planning effort has presented pertinent information on those factors that affect, or may be affected by, the provision and use of transit service, including population, employment, land use, and travel habits and patterns in Ozaukee County. Information on the changes in key characteristics for the County observed over the past four decades, along with the current population, employment, and land use characteristics of the County, are presented in Figure 2-1 and Map 2-16 in Chapter II. The most important findings of these inventories may be summarized as follows:

- The rate of growth in the County's resident population and employment has outpaced that of the Southeastern Wisconsin Region as a whole. The County's total resident population has increased from about 38,400 persons in 1960 to about 82,300 persons in 2000, or by about 114 percent compared with an overall population increase of about 23 percent for the Region over this period. The number of households in the County increased by about 192 percent from 1960 to 2000, about 80 percent faster than the County's resident population. Total employment in the County increased from about 10,200 jobs in 1960 to about 50,500 jobs in 2000, or by about 395 percent, compared with an overall increase in regional employment of about 82 percent. Between 1990 and 2000, the County's population increase of about 13 percent, compared with an increase of about 39 percent for the Region's population. The County's employment increased by about 39 percent compared with an increase of about 15 percent in Regional employment levels from 1990 to 2000. The majority of the County's population and employment growth since 1960 occurred in and around the Cities of Cedarburg, Mequon, and Port Washington, and the Villages of Grafton and Thiensville.
- Population subgroups whose dependence on, and use of, public transit has historically been greater than that of the general population as a whole were identified for this study. The most significant study included aged individuals (ages 60 years and older), persons in low-income households, and households with no vehicle available. Between 1960 and 1990, the number of aged individuals increased significantly in absolute numbers as well as their proportion of the total population while persons in low-income households and households with no vehicle available decreased both in absolute size and population. For the most part, the transit-dependent population was relatively evenly distributed throughout Ozaukee County, although the civil divisions in the northern half of Ozaukee County tended to have a somewhat higher proportion of their total population residing in low-income households with no vehicle available.
- The amount of land devoted to urban land uses increased by approximately 169 percent from about 13 square miles in 1963 to about 35 square miles in 1995. Despite the steady increase of urban development observed since 1963, only about 15 percent of the land was currently in fully developed urban land uses.
- The County can be separated into first, second, and third tier areas with respect to characteristics that impart the potential need for, or the potential to support efficient operation of, public transit services. The highest concentrations of population, employment, potential transit trip generators, along with

significant areas with medium residential densities (five dwelling units per acre or higher) capable of supporting efficient local transit service, can be found in the southern half of the County, primarily in the Cedarburg-Grafton, and Mequon-Thiensville areas. This first tier area also contains most of the recent residential, commercial, and institutional development and would have the shortest travel time for workers commuting between Milwaukee and Ozaukee Counties. The Port Washington-Saukville area would constitute a second tier area, having smaller, but still significant, concentrations of population, employment, trip generators, and medium residential density areas, while having reasonable travel times for Milwaukee-Ozaukee County worker commuting. Third tier areas would include the Fredonia and Belgium areas, which have much smaller concentrations of population, employment, and trip generators, and would have the longest travel times for work-commuting between the two Counties.

- On the basis of past travel surveys undertaken by the Regional Planning Commission, average weekday total person travel entirely within the County and between the County and other areas has about tripled, from about 93,700 person trips in 1963 to about 298,900 person trips in 1991. The largest category of travel to increase was travel made entirely within the County. In 1991, about 57 percent of all person trips were intracounty trips with the largest proportion being made for medical, personal business, or social or recreational purposes. The remaining 43 percent were intercounty trips made with one trip end outside the County, with the largest proportion made for work purposes. Trips made between Ozaukee County and Milwaukee County accounted for about 70 percent of all intercounty person travel.
- Surveys of passengers using the Ozaukee County Express Bus System were conducted by the Commission in April 2000. The survey responses indicated that the vast majority of passengers used the bus system for work commuting. The distribution of bus passenger trip productions and attractions for Ozaukee County Express riders primarily reflect the movements of Ozaukee County residents to jobs in the Milwaukee Central Business District (CBD) and surrounding area, and of Milwaukee County residents to jobs in Ozaukee County. Passengers utilizing the bus service to commute from Ozaukee County residences to Milwaukee County locations were more likely to come from households with incomes over \$50,000, to be licensed drivers, and to come from households with two or more vehicles available, than passengers commuting from Milwaukee County residences to Ozaukee County jobs.
- Passenger surveys on the Ozaukee County Taxi System and the Port Washington TransPort Taxi System were also conducted by the Commission in April 2000. The survey responses indicated that the vast majority of passengers used the taxi systems for travel between home and work or for making home-based trips for medical, personal business, or social and recreational purposes. The distribution of taxi passenger trip productions and attractions primarily reflect the concentrations of population and employment served by the two taxi systems within the developed urban areas of the County.

EXISTING PUBLIC TRANSIT SYSTEM

The planning effort also collected pertinent information on the existing Ozaukee County transit system, as well as on other major transit services provided in the study area during the year 2001. The key findings of these inventories may be summarized as follows:

• The major supplier of local public transit in Ozaukee County is Ozaukee County Transit Services. The Ozaukee County Express Bus System has operated since August 1996, while Ozaukee County Shared-Ride Taxi began operation in January of 1998. Together, these transit services comprise the Ozaukee County transit system. The bus and taxi systems are operated by two private firms contracted by Ozaukee County: Milwaukee Transport Services, Inc., the private management firm for the Milwaukee County Transit System (MCTS), is responsible for the operation of Route No. 143; and G & G Enterprises of Wisconsin, Inc. is responsible for the operation of both the shuttle services that connect with Route No. 143 and the countywide shared-ride taxi service. While the policymaking body is the Ozaukee County Transit Committee, the ultimate responsibility for review and approval of certain important matters, including the annual program budget, is that of the Ozaukee County Board of Supervisors.

- As of June 2001, fixed-route bus service was provided by the Ozaukee County Express Bus System over one express bus route, Route No. 143, and four scheduled fixed shuttle routes (see Map 3-1 in Chapter III). Route No. 143 extended from central Ozaukee County through Milwaukee's CBD to the south side of the City of Milwaukee. The shuttle routes served as extensions of Route No. 143, providing service to and from employment concentrations in Ozaukee County. The base adult cash fare per one-way trip was \$2.00 for the bus and \$0.50 for shuttle services, with reduced fares charged to aged and disabled individuals.
- Service was provided primarily on weekdays with southbound buses operating from Monday morning through Friday evening and northbound buses operating from Sunday evening through Friday evening. As of June 2001, service over the express route consisted of a total of 12 southbound and 14 northbound bus trips for a total of 26 one-way bus trips per weekday. This service included six southbound and four northbound runs during the morning period (5:00 a.m. 9:00 a.m.); one run in each direction during the late morning and midday noontime period (10:30 a.m. 1:00 p.m.); one run southbound and three runs northbound during the early afternoon period (3:30 p.m. 6:30 p.m.); two runs southbound and four runs northbound during the afternoon peak period (3:30 p.m. 6:30 p.m.); and two runs in each direction during the late evening period (9:00 p.m. 1:30 a.m.). Additional special service was also provided during the summer months to festivals and special events held on the Milwaukee lakefront.
- Ridership on the Ozaukee County Express Bus System increased from about 12,600 passengers during the last five months of 1996 to a high of about 94,800 passengers during 1998. By 2000, ridership had decreased by about 15 percent to around 80,500 passengers. The changes in ridership from 1996 through 1998 may be attributed to growth in the new service while the ridership decreases in 1999 and 2000 were related to reductions in service. In 2000, the average weekday ridership ranged from about 225 passengers per day in December to about 384 passengers per day in July, with an annual average of about 316 passengers. Observing average daily ridership per month from 1996 to 2000, peak use of the system typically occurred during the February-March-April and September-October-November periods.
- The Ozaukee County Taxi System operates throughout the County while avoiding an overlap of service with TransPort Taxi's service area in and around the City of Port Washington (see Map 3-2 in Chapter III). The County service was available weekdays from 6:00 a.m. to 6:00 p.m., with the exception of Friday service until 9:00 p.m. and weekends from approximately 8:00 a.m. to 6:00 p.m. on Saturday and to noon on Sunday. Door-to-door service was provided for the general public, and door-through-door service was provided for the disabled. Up to 13 vehicles were used to provide weekday service. The system functions with advanced reservations made through the dispatch office, located at the contract transit operator's facility in the City of West Bend, with maximum response times of 45 minutes in the southern urban portion of the County, and four hours in the rural townships of Belgium and Fredonia. Fares are based on passenger type and the number of fare zones crossed during the trip with adult cash fares ranging from \$2.00 to \$6.25 per one-way trip.
- Ridership on the County taxi system increased by 46 percent from 1998 to 1999, from about 24,000 to 35,100 passenger trips, and by about 28 percent from 1999 to 2000, to about 45,000 passenger trips. Average weekday ridership has increased from about 90 trips in 1998 to about 130 trips in 1999 to about 170 trips in 2000. Average weekend ridership has also increased from less than 10 trips in January 1998 to about 50 trips at the end of 2000. Ridership on the taxi system was highest during the winter months and lowest during the summer, similar to monthly ridership variations found on the bus system. The largest number of trips were made to and from the most populous urban areas of the County, mainly Mequon/Thiensville, Cedarburg/Grafton, and Port Washington.

- From 1996 through 2000, Ozaukee County expended on an average annual basis a total of about \$976,400 or about \$11.31 per trip for operation of the bus and taxi services. Of this total, about \$183,600, or 19 percent, were recovered through farebox revenues. Federal and State funds amounted to about \$651,800, or about 67 percent of the total average annual expenditures. The local share amounted to about \$141,000, or about 14 percent of average operating costs. Funds provided by Ozaukee County averaged about \$111,700 per year or \$1.32 per trip.
- Other transit services available in the year 2001 for the general public that either operated within the County or connected with the Ozaukee County transit system outside the County were also identified. The services included: the TransPort Taxi System, a publicly funded shared-ride taxi system serving the City of Port Washington and surrounding area; the Milwaukee County Transit System that connected with the Ozaukee County Express Bus System in Milwaukee County; and the various specialized transportation services, provided mainly for the aged and disabled.

PUBLIC TRANSIT SERVICE OBJECTIVES AND STANDARDS

The specific objectives adopted envision a transit system that will effectively serve commuter travel between Ozaukee County and other counties, as well as local travel within Ozaukee County, while minimizing the costs entailed. More specifically, the following objectives were adopted by the Advisory Committee:

- 1. Public transit should be provided within Ozaukee County, and between the County and other Counties, to serve the travel needs of the County's transit-dependent population, County residents who commute to their place of employment in Milwaukee County, and County employers in obtaining needed labor.
- 2. The public transit system should promote effective utilization of public transit services and provide for user convenience, comfort, and safety.
- 3. The public transit system should be economical and cost efficient, meeting all other objectives at the lowest possible cost.

Each objective was linked to a supporting principle and a set of specific service and design standards (see Table 4-1 in Chapter IV).

EVALUATION OF THE EXISTING TRANSIT SYSTEM

Findings of the performance evaluation of the existing Ozaukee County transit system were based upon specific performance measures related to the attainment of key transit system objectives and standards. The evaluation included separate assessments of performance for the County's taxi and bus services. A summary of the most important findings follows:

Ozaukee County Taxi System

- The taxi system provides excellent coverage of Ozaukee County, serving the entire population, job locations, new and proposed development, and major land use trip generators of the County. The current taxi service hours, however, do not serve all jobs as they do not fully cover most second- and third-shift jobs on weekdays, nor do they serve all weekend work shifts.
- While the recent ridership and service trends for the County taxi system compare favorably with the trends observed on the other public taxi systems in the Region, the cost trends for the Ozaukee County

Taxi System were mixed. Operating expenses per vehicle-mile and per vehicle-hour for the County taxi system increased by 7 and 18 percent respectively, between 1998 and 2000, while changes for other taxi systems in the Southeastern Wisconsin Region varied from a 3 percent decrease in the average cost per vehicle hour to a two percent increase in the average cost per vehicle mile. However, the total operating cost and assistance per revenue passenger for the County taxi system decreased slightly, by less than two percent, over the period compared with an average increase of between five and six percent on the other taxi systems in the Region.

- The total operating costs and assistance per passenger trip for the Ozaukee County Taxi System are much higher than the average for the other taxi systems in the Region. A significant factor that affects the cost of the County taxi system is the long trips that are served by the system which limit the number of passenger trips that one taxi vehicle can serve during a driver's workshift, as well as trip sharing by passengers. This requires more taxi vehicles to be in operation for the County system than for a small municipal system.
- The taxi service provided in the urban service area was found to be more productive and cost effective than that provided in the rural service area. This was attributed to the widely dispersed trip ends in the rural area that make combining trips into shared rides more difficult and increases the cost of serving rural trips. Weekend taxi service was also somewhat less productive and cost effective than average weekday taxi service, but not to the extent that would warrant significant changes to weekend service.
- The taxi service was determined to be on time for about 79 percent of the scheduled trip requests countywide. This was below the specified performance level of 90 percent on-time set forth in the objectives and standards, but was comparable to the on-time performance observed on other small transit systems in the Region.
- Travel by taxi was found to be almost as direct as travel by automobile for most of the trips, based on a comparison of the over-the-road distance and travel time for travel by transit and by automobile between selected locations in the County.
- No major problems with response time on the taxi system were noted in passenger complaints received for the taxi service between July 1, 2000 and June 30, 2001. The current level of prescheduled trips on weekdays may, however, indicate a potential problem in the future with accommodating patrons with same day service requests.
- Based on a review of the maximum passenger loads on the taxi vehicle, the maximum load factors for the system did not exceed those specified in the objectives and standards and no problems with overloaded vehicles were found.

Ozaukee County Express Bus System

- County bus and shuttle services were provided in accordance with standards under Objective No. 1, which specify the location and purpose for providing rapid, express, and local transit services. Service was provided to all major employment centers and office and industrial parks in the County, and provided fast transit connections to Milwaukee County and the Milwaukee Central Business District (CBD). The majority of the areas in the County that were not served by the existing routes of the Ozaukee County Express Bus System are not yet developed to densities that can support effective or efficient bus service.
- The County bus system, together with connecting taxi service, provided very good coverage of the existing residential areas and employment centers in Ozaukee County. The County bus system, together with connecting Milwaukee County Transit System bus service, also provided for modest

coverage of all Milwaukee County residents and job locations but provided substantial coverage of the central portions of Milwaukee County where the highest concentrations of low-income individuals resided. The current weekday service hours of the bus system, however, do not address the needs of individuals working on weekends.

- While the recent ridership and service trends for the County bus system compared favorably with the trends observed on the other bus systems in the Southeastern Wisconsin Region, the cost trends for the County bus were not favorable overall. From 1997 through 2000, total operating expenses and operating assistance levels for the County bus system increased by an average of about 12 and 15 percent, per year, respectively. These increases largely resulted from average annual increases in the operating expenses per vehicle-hour and per vehicle-mile of service of 10 to 12 percent, respectively, over the period. In comparison, the other bus systems in the Region experienced average annual decreases in total operating expenses of about 1 percent and an average annual increase in total operating assistance levels were largely the result of decreases in ridership and passenger revenues. Controlling increases in operating costs was suggested as a goal for the County bus system to improve performance in the future.
- The best performing route in the County bus system was Route No. 143--the mainline route in the system--which has performance levels that are consistently above systemwide average levels for service effectiveness and below systemwide average levels for cost effectiveness measures. The service provided by this route for Ozaukee County residents commuting to jobs in the Milwaukee CBD was found to be somewhat more productive and cost effective than the service provided for Milwaukee County residents commuting to jobs at Ozaukee County employment centers.
- The shuttle routes were found to be poor performers in general with the best performing shuttle route, the Mequon Shuttle, essentially consisting of one regularly scheduled, flexibly routed taxi trip each day.
- In the fall of 2001, the bus system was determined to be on-time for about 69 percent of scheduled trips, below the established standard performance level of 90 percent on-time set forth in the objectives and standards. The observed on-time performance was, however, comparable to the on-time performance observed on other urban transit systems in the Region.
- Travel by bus was found to be almost as direct as travel by automobile for most of the trips, both for trips between the park-ride lots in Ozaukee County and the Milwaukee CBD as well as for trips between central Milwaukee County and employment centers in Ozaukee County.
- Based on a review of the maximum passenger loads on the bus and shuttle routes, the maximum load factors for all of the routes did not exceed those specified in the objectives and standards and no problems with overloaded vehicles were found.

THE RECOMMENDED PLAN

The recommended transit system development plan identified by the Ozaukee County Public Transit Planning Advisory Committee includes both a local taxi service element and a commuter bus service element. The plan proposes some changes to the existing bus and taxi services that are intended to provide for more convenient services for existing passengers and improved efficiency for the transit system by 2006. The services proposed under each element are described below.

Local Taxi Service Element

The recommended changes to the existing local taxi service provided by the Ozaukee County Taxi System include the following:

- Increasing the capacity of the taxi service during the midday period on weekdays through the addition of two vehicles between the hours of 8:00 a.m. to 4:00 p.m. This will increase service capacity, which should decrease the proportion of prescheduled trips and permit more freedom in scheduling same-day trip requests.
- Expanding the taxi system hours of operation to include providing service on weekday evenings, Monday through Thursday from 6:00 p.m. to 9:30 p.m. This will serve the needs of the disabled population for employment-related trips as well as the general public for various trip types.
- Increasing cash fares twice during the planning period by a total of \$0.40 per trip. The existing 2002 adult cash fares that range from \$2.50 to \$6.25 per trip would be increased in 2003 to range from \$2.75 to \$6.50 per trip, and again in 2006 from \$2.90 to \$6.65 per trip. This will aid in maintaining a stable farebox recovery rate. As the cash fares would be increased, the price of purchasing a prepaid punch card would remain at \$20.00 through 2006, but would be redeemable for \$22.00 in taxi fares beginning in 2003. This will make available a discount to frequent users of the taxi system.
- Transferring responsibility for vehicle storage and maintenance from the private contractor using a facility located in West Bend to the County using the County highway garage in the City of Port Washington. Space in the County Highway Department would also be remodeled to provide office space for the taxi system including drivers and dispatching personnel. This will allow the taxi operation to be more centrally located as well as reduce overall operating costs for the taxi system.

Commuter Bus Service Element

The plan also includes a commuter bus element that identifies improvements to better serve the Ozaukee County Express Bus System. Map 6-1 in Chapter VI shows the commuter bus services proposed to be operating in 2006. The recommended service changes include:

- Changes to Route No. 143 including: the elimination of stops at the Northshore (IH 43 and E. Silver Spring Drive) and Fredonia (IH 43 and STH 57) park-ride lots; the elimination of the northbound run departing at 9:50 p.m. from S. 6th Street and Mitchell Street and the southbound run departing at 12:35 a.m. from the Grafton park-ride lot; the shifting of northbound late afternoon departure times to reduce layover times; and the rerouting of the northbound 2:31 p.m. run to provide an additional trip out of the Milwaukee CBD in the afternoon.
- The Mequon Shuttle route would be offered as a demand-responsive service instead of fixed-route service due to low and inconsistent ridership.
- The Saukville and Grafton-Saukville Shuttles would be operated with a four- or five-passenger vehicle instead of a 16-passenger vehicle. In addition, the 10:36 p.m. one-way run on weekday evenings would be eliminated on the Grafton-Saukville Shuttle.
- The creation of two new shuttle routes: a UBUS connector shuttle route that would mirror Route No. 143 between the Saukville Park-ride lot and the Brown Deer Road park-ride lot in Milwaukee County to provide connections with Milwaukee County Transit System UBUS Route No. 49U; and a Belgium Shuttle route that would serve industries in the Village of Belgium. Both routes would be created as demonstration services funded with Federal Congestion Mitigation and Air Quality (CMAQ) Improvement Program grants.
- The continued study of the potential for establishing a commuter center at a major stop for Route No. 143, possibly in the Villages of Grafton or Saukville. The Advisory Committee viewed a commuter center as providing conveniences that could be useful to existing bus passengers and, thus, could serve to attract new riders to the bus system.

- The construction of a park-ride lot in the City of Mequon in the vicinity of the IH 43-Mequon Road interchange. After reviewing the public comments received on this issue, the Advisory Committee recommended that both Ozaukee County and the City of Mequon formally endorse the construction of a park-ride lot in this area to serve Mequon commuters and request the Wisconsin Department of Transportation to conduct a preliminary engineering study of potential sites for the facility. Two sites were identified by the Advisory Committee as being the preferred locations for constructing the park-ride lot: one at the end of Venture Court east of Port Washington Road north of the Pick 'N' Save Store; and the other in the northeast quadrant of the IH 43 interchange at Mequon Road.
- Assuming implementation of all the recommended service changes, daily service hours on Route No. 143 would be reduced by about two hours from June 2001 service hours. The number of bus and shuttle vehicles required for weekday service operation would increase from eight to nine vehicles.
- Cash fares would be increased twice during the planning period by a total of \$0.35 for Route No. 143 from the existing 2002 adult cash fare of \$2.00 per trip to \$2.25 per trip in 2003 and \$2.35 per trip in 2006, and by \$0.20 on the shuttle routes from the existing \$0.50 per trip to \$0.60 per trip in 2003 and \$0.70 per trip in 2006. This will aid in maintaining a stable farebox recovery rate, considering anticipated increases in operating expenses.

Plan Performance and Costs

Basic Assumptions and Determinations

The analyses attendant to the performance of the recommended bus and taxi services for Ozaukee County, and the cost and funding forecasts associated with those services, are predicated upon the following assumptions and determinations:

- Implementation of the recommended service changes will be phased-in over the planning period to allow for time needed to obtain local approval and for the costs of new and restructured services to be incorporated into the operating budgets of the bus and taxi systems and into applications for Federal and State operating assistance.
- All costs are expressed in projected "year of expenditure" dollars and assume an increase of 3 percent per year increase in operating costs per unit of transit service and capital project costs due to general price inflation. As a result, the unit costs of service operation would be expected to increase by about 16 percent over 2002 levels by the end of the planning period.
- The cost of constructing a properly configured park-ride lot near the interchange of IH 43 and Mequon Road (STH 167) in the City of Mequon was not included in the costs of implementing this plan. The cost of this facility was included in the adopted regional transportation system plan.
- The service levels, ridership, and costs attendant to the commuter shuttle services are included in the figures for the Ozaukee County Taxi System. The shuttle services would largely be integrated in the taxi operation to improve the performance of the shuttle services.
- The Federal and State governments will not significantly change the operating assistance programs that are in place during 2002. However, funds available to Ozaukee County under the Federal Section 5311 Program and State 85.20 Urban Mass Transit Operating Assistance Program will remain at the 2002 dollar amounts throughout the planning period. Consequently, these funds and will not keep pace with increases in operating costs and the proportion of annual operating expenses for the bus and taxi systems that are covered by Federal and State operating assistance funds will decline over the period. The annual allocation of funds to Ozaukee County under the State 85.21 Specialized Transportation Assistance Program for Counties is assumed to increase by 3 percent per year from 2002 through 2006.

• Federal and State assistance for transit demonstration projects will continue to be available through the existing WETAP and CMAQ Programs to cover between 75 and 80 percent of eligible project costs.

Local Taxi Service Element

The anticipated average annual operating characteristics, ridership, and costs for the Ozaukee County Taxi System under the recommended plan is shown in Table 6-14 in Chapter VI and may be summarized as follows:

- Assuming implementation of all the recommended service changes, the local taxi service element would operate an average of about 42,200 vehicle hours of service and about 802,700 vehicle miles of service annually over the planning period, an increase of about 6 to 9 percent over vehicle hours and miles of service provided by the County taxi system in 2001.
- Under the plan, the taxi system may be expected to carry an average of about 67,200 revenue passengers annually over the period, representing an increase of about 17 percent over the 2001 ridership level on the system. Overall, the number of riders per vehicle hour of service provided may be expected to approximate 1.6 under the recommended plan, about 14 percent higher than the 1.4 passengers per vehicle hour carried on the system in 2001.
- The total cost of operating the Ozaukee County Taxi System with all the recommended services is forecast to average about \$1.09 million annually between 2002 and 2006--an increase of about 17 percent over the 2001 operating costs for the system of about \$933,100. Of this total, about \$145,900, or about 13 percent, may be expected to be recovered by farebox revenues, and the required operating assistance would total about \$943,100.
- Federal and State funds averaging about \$793,500 per year may be expected to be available to provide about 84 percent of the required operating assistance. The remaining 16 percent, or about \$149,600 annually, would have to be provided by Ozaukee County. In 2001, Ozaukee County provided about \$231,000 in County tax levy monies to support the Ozaukee County Taxi System. The lower average annual County funding level under the plan compared to 2001 is largely the result of increased funding under the Federal and State transit operating assistance programs for the existing taxi service from 2002 through 2006. Whereas Federal and State transit operating assistance covered about 55 percent of total system operating costs in 2001, it is anticipated between 61 and 67 percent of total operating costs for the current system will be covered from 2002 through 2006. In addition, State specialized transportation assistance program funds that are allocated each year to the taxi system by Ozaukee County are expected to be higher in 2002 through 2006 than in 2001.
- The cost of capital equipment and facilities would be about \$173,500 annually, approximately 81 percent of which would be expected to be covered by Federal funds, and about 19 percent, or \$32,300 annually would be required to be funded by the County.

Commuter Bus Service Element

The anticipated average annual operating characteristics, ridership, and costs for the Ozaukee County Express Bus System under the recommended plan is shown in Table 6-16 in Chapter VI and may be summarized as follows:

- Assuming implementation of all the recommended service changes, the Ozaukee County Express Bus System would operate an average of about 7,300 revenue vehicle hours of service and 201,600 revenue vehicle miles of service annually over the planning period, representing decreases of about 27 and 10 percent, respectively, from the service levels operated in 2001.
- Under the preliminary plan, the County bus system may be expected to carry an average of about 90,500 revenue passengers annually over the period, representing a decrease of about one percent over the 2001 ridership level on the system. The forecast ridership under the plan reflects relatively

stable ridership by workers commuting to jobs in Ozaukee County and downtown Milwaukee with decreases in ridership resulting from fare increases in 2003 and 2006.

- The total cost of operating Route No. 143 would be expected to be about \$802,800 annually over the planning period, representing a decrease of about 6 percent over the operating costs in 2001 for the system. Of this total, about \$145,800, or about 18 percent, may be expected to be recovered by farebox revenues, and the required operating assistance would total about \$657,000.
- Federal and State funds averaging about \$514,900 per year may be expected to be available to provide about 78 percent of the required subsidy. The remaining 22 percent, or about \$142,100 annually, would have to be provided by Ozaukee County. In 2001, Ozaukee County provided about \$117,500 in County tax levy monies to support the Ozaukee County Express Bus System.
- The average annual costs of capital equipment and facilities for the bus system between 2002 and 2006 would be about \$176,200. Of this amount, about \$141,000, or 80 percent, would be provided though various Federal transit assistance programs. The remaining \$35,200, or 20 percent, would be funded by Ozaukee County.

Plan Implementation

Ozaukee County will have the primary responsibility for the necessary plan implementation actions through the following steps:

- Subject to the approval of the Transit Committee of the Ozaukee County Board of Supervisors and the Ozaukee County Board, County staff of the Ozaukee County Transit Services would need to prepare detailed operating plans that refine the service changes proposed by the plan.
- County staff will need to undertake one or more competitive procurement processes to select the providers of recommended transit services prior to the expiration of existing taxi and bus service contracts at the end of 2002 and 2005. The procurement actions should be structured to meet all Federal and State requirements.
- Pursuant to Federal regulations, the County will need to conduct one or more public hearings for the specific service and fare changes proposed under the plan.
- County staff will need to prepare operating budgets and annual Federal and State funding support applications to acquire necessary funding over the planning period.
- The Wisconsin Department of Transportation, Ozaukee County, and the City of Mequon should undertake a cooperative effort directed at the construction of a new park-ride lot near the intersection of Mequon Road and IH 43 in the City of Mequon. To this end, the County and the City of Mequon should both formally indicate to the WisDOT that each supports the construction of a park-ride lot in the City and will maintain the facility when constructed. Both should then request that the WisDOT conduct a preliminary engineering study of potential sites for a park-ride facility including those identified by the Advisory Committee.

PUBLIC REACTION TO THE RECOMMENDED PLAN

Comments were submitted by the public during the a public comment period extending from May 2, 2002, through July 15, 2002. During this period, a public informational meeting was held on May 15, 2002, and an Advisory Committee meeting was held on June 27, 2002. A total of 16 oral comments on the plan were received at the two public meetings, with most occurring at the June 27, 2002 Advisory Committee meeting. During the

public comment period, eight additional comments were also taken by Commission and County staffs in writing, as well as via telephone, fax, and e-mail.

All but one of the comments received pertained to the construction of a park-ride lot in the City of Mequon near the IH 43 interchange at Mequon Road. About one-quarter of these comments pertaining to the Mequon Road park-ride lot expressed opposition to the construction of any park-ride facility in Mequon or with all of the sites reviewed near the IH 43-Mequon Road interchange. The remaining three-quarters of the comments expressed opposition to one or the other of the two principal sites identified for the Mequon park-ride lot (see Figure 6-2 in Chapter VI): Site No. 8 located in the northeast quadrant of the IH 43-Mequon Road interchange; and Site No. 9 located on Venture Court east of Port Washington Road and immediately north of the Pick 'N' Save Store. Constructing the park-ride lot at the proposed IH 43-Highland Road interchange was suggested as an alternative by some of the individuals opposed to the sites at the IH 43-Mequon Road interchange. The single comment not pertaining to the Mequon park-ride lot suggested that the County consider building a commuter center for the express bus route at the intersection of Port Washington Road and Lakefield Road in the Town of Grafton, approximately two miles south of the intersection of IH 43 and STH 60, using an old schoolhouse, which the individual offered to sell to the County.

ADVISORY COMMITTEE RESPONSE TO PUBLIC COMMENT ON THE PLAN

In response to the public comments received, the Advisory Committee considered the need to modify the preliminary plan recommendations. The Committee determined that no changes were necessary for the recommendations of the taxi system element of the plan and all but one recommendation of the commuter bus element of the plan. The Committee determined that the recommendation of the commuter bus element addressing the proposed Mequon Park-ride lot should be reexamined and modified.

After considering the public comments, the Advisory Committee reiterated the need for developing a park-ride lot in the vicinity of IH 43 and Mequon Road but was divided over supporting Site No. 8, in the northeast quadrant of the IH 43 and Mequon Road interchange, or Site No. 9, on Venture Court east of Port Washington Road as recommended by Commission staff. The Committee believed that before a final decision was made on one site or the other, more detailed information was needed on the design and potential impacts of the park-ride lot at these locations. The Committee also recognized that the WisDOT would make the final decision on whether or not to construct a park-ride lot at either location; that the Department would need to complete a preliminary engineering study considering all potential sites before that decision was made; that the issues identified for these sites would be addressed in the WisDOT preliminary engineering study; and that further study of the park-ride lot sites by the Committee for this transit system development plan was unnecessary. The Advisory Committee, therefore, modified the Commission staff recommendation and recommended that the WisDOT conduct the required preliminary engineering study for the Mequon park-ride lot, with that study including both Site No. 8 and Site No. 9. In making this recommendation, the Committee indicated no preference for either site. The Committee also requested that the WisDOT work with the Advisory Committee during the conduct of the preliminary engineering study. This modified recommendation is reflected in the text in the earlier section of this chapter.

CONCLUSIONS

The transit system development plan for Ozaukee County recommended by the Advisory Committee addresses the need to improve both local and commuter transit services within Ozaukee County and between Ozaukee and Milwaukee Counties. In addition, the plan addresses the need to expand service to employment centers in Ozaukee County, and to increase the level of taxi service mid-day and evenings on weekdays. The plan attempts to minimize the costs to Ozaukee County for proposed new and improved services by proposing to change or eliminate inefficient service currently operated so that funds can be redirected toward new or improved services with the potential for being more productive and efficient. Where new services that will entail additional costs have been recommended, such as additional taxi services, the plan proposes that such services initially be undertaken on a trial or demonstration basis using State and Federal funds available for this purpose. APPENDICES

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Appendix A

PASSENGER SURVEY FORMS USED ON THE OZAUKEE COUNTY EXPRESS BUS SYSTEM, THE OZAUKEE COUNTY TAXI SYSTEM, AND THE CITY OF PORT WASHINGTON TRANSPORT TAXI SYSTEM (This page intentionally left blank)

Figure A-1

SURVEY FORM DISTRIBUTED ON THE OZAUKEE COUNTY EXPRESS BUS SYSTEM

PLEASE COMPLETE THIS SURVEY EVEN IF YOU HAVE ALREADY FILLED ONE OUT TODAY Please complete and deposit in any U.S. mailbox, or return on bus.

If you have any difficulty in	completing this form please call (262) 547-6721.
PUBLIC TRANSPOR	RTATION SURVEY - BUS PASSENGER
I. ON THIS BUS TRIP, I AM COMING FROM: I. Home 3. School 5. Social acti Z. Work 4. Shopping 6. Recreation WHICH IS LOCATED AT:	
(nearest street intersection or street address)	(name of community)
3. ON THIS BUS TRIP, I AM GOING TO:	Enier Number
1. Home3. School5. Social activity2. Work4. Shopping6. Recreation	vity/eat meal 7. Personal business/medical/dental
4. WHICH IS LOCATED AT:	
(nearest street intersection or street address)	(name of community)
5. WILL YOU TRANSFER TO ANOTHER BUS TO CO. (check one) No I will not transfer I vill transfer to: (check one)	MPLETE THIS TRIP? Milwaukee County Transit System (MCTS)Route(s) Noand Ozaukee Express Bus Ozaukee County Taxi Ozaukee Express Shuttle Van Port Washington Taxi
6. HOW DID YOU GET TO THE BUS STOP WHERE Y	OU GOT ON THE BUS?
Enter Number 1. I transferred from: (check one) 2. I walked 3. By private auto/truck 4. Other (specify)	Milwaukee County Transit System (MCTS)Route(s) Noand Ozaukee Express Bus Ozaukee County Taxi Ozaukee Express Shuttle Van Port Washington Taxi
7. HOW DID YOU PAY FOR THIS BUS TRIP? (check or	ne)
I. In cash (give amount) \$	2. By ticket
8. WHAT TIME OF DAY WAS IT WHEN YOU GOT ON THIS BUS?	9. IS THIS TRIP PART OF A ROUND TRIP BY BUS TODAY?
(enter time) (circle one)	(check one) Yes No
10. HOW OFTEN DO YOU MAKE A ROUND TRIP BY BUS? <i>Enter</i> 1. Less than once a month 1. Less than once a month 2. One to three times a month 3. Once or twice a week 4. Three to five times a week 5. More than five times a week	II. HOW LONG AGO DID YOU BEGIN USING OZAUKEE EXPRESS? Enter 1. Less than three months Number 2. More than three months, but less than a year 3. One to two years 4. Three years or longer
Please tell us about yourself and your household.	4. Tince years of forget
12. MY HOME IS LOCATED AT:	
(nearest street intersection or street address)	(name of community)
13. OUR HOUSEHOLD HAS VEHICLES AVAILABLE FOR PERSONAL USE.	14. THE NUMBER OF PERSONS LIVING IN OUR HOUSEHOLD IS:
15. I AM A LICENSED DRIVER: (check one)	16. MY AGE IS: 01. 5 or under 06. 25-34 Enter 02. 6-12 07. 35-44
17. I AM: (check one) Male	Number 03. 13-15 08. 45-54 04. 16-18 09. 55-64 05. 19-24 10. 65 and over
I8. I AM SPANISH/HISPANIC/LATINO: (check one)	Yes No
 MY RACE IS: (circle any that apply) Black, African American, or Negro White American Indian or Alaska Native Asian Native Hawaiian or Other Pacific Islander Other (specify) 	20. OUR TOTAL HOUSEHOLD INCOME IS: 01. Under \$5,000 06. \$25,000-\$29,999 Enter 02. \$5,000-\$14,999 07. \$30,000-\$34,999 Number 03. \$10,000-\$14,999 08. \$35,000-\$39,999 04. \$15,000-\$19,999 09. \$40,000-\$49,999 05. \$20,000-\$24,999 10. \$50,000 or over
21. WHAT SUGGESTIONS DO YOU HAVE FOR IMPRO	DVING THIS BUS SERVICE?

Thank you for your participation. Your cooperation is greatly appreciated. This survey is being conducted by the Southeastern Wisconsin Regional Planning Commission in cooperation with the U. S. Department of Transportation, the Wisconsin Department of Transportation, Ozaukee County, and the transit operator.

Figure A-2

SURVEY FORM DISTRIBUTED ON THE OZAUKEE COUNTY TAXI SYSTEM AND THE PORT WASHINGTON TRANSPORT TAXI SYSTEM

PLEASE COMPLETE THIS SURVEY EVEN IF YOU HAVE ALREADY FILLED ONE OUT TODAY Please complete and deposit in any U.S. mailbox, or return to driver.

If you have any difficulty in completing this form please call (262) 547-6721.

PUBLIC TRANSPORT	ATION SURVEY – TAXI PASSENGER
Please tell us about this taxi trip.	
ON THIS TAXI TRIP, I AM COMING FROM: I. Home 3. School 5. Social activ Work 4. Shopping 6. Recreations WHICH IS LOCATED AT:	
(nearest street intersection or street address)	(name of community)
3. ON THIS TAXI TRIP, I AM GOING TO:	
(nearest street intersection or street address)	(name of community)
5. ARE YOU USING ANOTHER TRANSIT SERVICE TO	
(check one) No I will only use the taxi (check any that	Vices Ozaukee Express Bus
6. HOW DID YOU PAY FOR THIS TAXI TRIP? (check)	one) 2. By punch card (give amount) \$
7. WHAT TIME OF DAY WAS IT WHEN YOU GOT IN THIS TAX!? 	8. IS THIS TRIP PART OF A ROUND TRIP BY TAXI TODAY? (check one) Ycs No
9. HOW OFTEN DO YOU MAKE A TRIP BY TAXI? Enter 1. Less than once a month 2. One to three times a month 3. Once or twice a week 4. Three to five times a week 5. More than five times a week	10. HOW LONG AGO DID YOU BEGIN USING THIS TAXI SERVICE? Discretize Number 1. Less than three months, but less than a year 3. One to two years 4. Two years or longer
Please tell us about yourself and your household. 11. MY HOME IS LOCATED AT:	
(nearest street intersection or street address)	(name of community)
12. OUR HOUSEHOLD HAS VEHICLES AVAILABLE FOR PERSONAL USE.	13. THE NUMBER OF PERSONS LIVING IN OUR HOUSEHOLD IS:
14. I AM A LICENSED DRIVER: (check one) Yes No 16. I AM: (check one) Female	15. MY AGE IS: 01. 5 or under 06. 25-34 Enter 02. 6-12 07. 35-44 Number 03. 13-15 08. 45-54 04. 16-18 09. 55-64 05. 19-24 10. 65 and over
17. I AM SPANISH/HISPANIC/LATINO: (check one)	Yes
 MY RACE IS: (circle any that apply) Black, African American, or Negro White American Indian or Alaska Native Asian Native Hawaiian or Other Pacific Islander Other (specify)	19. OUR TOTAL HOUSEHOLD INCOME IS: 01. Under \$5,000 05. Under \$5,000 06. \$25,000-\$229,99 02. \$5,000-\$999 03. \$10,000-\$14,999 04. \$15,000-\$14,999 05. \$20,000-\$24,999 05. \$20,000-\$24,999 05. \$20,000-\$24,999 05. \$20,000-\$24,999 05. \$20,000-\$24,999 05. \$20,000-\$24,999 05. \$20,000-\$24,999 05. \$20,000-\$24,999 05. \$20,000-\$24,999 05. \$20,000-\$24,999 05. \$20,000-\$24,999 05. \$20,000-\$24,999 05. \$20,000-\$24,999 05. \$20,000-\$24,999 05. \$20,000-\$24,999 05. \$20,000-\$24,999 05. \$20,000-\$24,999 05. \$20,000-\$24,999 05. \$20,000-\$24,999
20. WHAT SUGGESTIONS DO YOU HAVE FOR IMPRO	

Thank you for your participation. Your cooperation is greatly appreciated. This survey is being conducted by the Southeastern Wisconsin Regional Planning Commission in cooperation with the U.S. Department of Transportation, the Wisconsin Department of Transportation, Ozaukee County, and the transit operator.

Appendix B

RECORD OF PUBLIC COMMENT ON THE PRELIMINARY OZAUKEE COUNTY TRANSIT SYSTEM DEVELOPMENT PLAN: 2002-2006

A public meeting on the Ozaukee County transit system development plan was held on May 15, 2002 to assist in presenting preliminary information and to give interested parties an opportunity to ask questions and make comments regarding the preliminary plan. An attendance record for the meeting and a summary of the comments of the speakers is included in Exhibit B-1.

Formal announcement of the public meeting was given through a news release sent to two newspapers covering Ozaukee County and one newspaper covering Milwaukee County. A paid display advertisement was published in these same newspapers: the *Ozaukee Press* on May 2, 2002; the *Milwaukee Journal-Sentinel* on May 5, 2002; and the *Ozaukee County News Graphic* on May 6, 2002. Correspondence and written comments received on the preliminary plan are included in Exhibit B-2. Copies of the news release and the display advertisement are included in Exhibit B-3. Newspaper articles published in response to preliminary plan recommendations are included in Exhibit B-4.

A summary of the preliminary findings and recommendations of the plan was prepared to brief public officials, private business interests, and interested citizens on the planning effort, and is included in Exhibit B-5. Copies of this summary were made available: on the Regional Planning Commission's web site, with links to it from the Ozaukee County web site; at Ozaukee County public libraries and the Central Milwaukee Public Library; at the Ozaukee County Administration Center; and at the SEWRPC offices. The availability of this document at these locations was made know in both the news release and the display advertisement announcing the public informational meeting.

The public meeting included an "open house" session where Commission staff was present to answer questions from the public either individually or in small groups, and attendees could take time to review maps and other plan materials. Following this session, Commission staff made a presentation summarizing key points of the preliminary plan. The summary presentation is included in Exhibit B-6. Comments were taken during the open house session, as well as after the presentation. A summary of substantive comments made during the public meeting is included in Exhibit B-1.

Exhibit B-1

ATTENDEES AT THE MAY 15, 2002 PUBLIC INFORMATIONAL MEETING ON THE PRELIMINARY RECOMMENDATIONS OF THE OZAUKEE COUNTY TRANSIT SYSTEM DEVELOPMENT PLAN: 2002-2006

Wednesday, May 15, 2002 Ozaukee County Administration Center County Board Room, Port Washington Open House at 5:00 p.m., Presentation at 6:30 p.m.

Advisory Committee Members

Rose Hass Leider, Chairman	Ozaukee County Board Supervisor
Donald G. Dohrwardt	Ozaukee County Board Supervisor
Robert R. Dreblow	Highway Commissioner, Ozaukee County
Sharon Gilman	Director, Ozaukee County Transit Services
Curtis W. Green	President, G&G Enterprises, Inc.
Ronald Heinritz	
Karen Schmiechen	
	Wisconsin Department of Transportation
Carole Stuebe	Executive Director, Portal Industries, Inc.
James H. Uselding	Ozaukee County Board Supervisor
Michael E. Vebber	Director of Operations,
	Milwaukee County Transit System
Ozaukee County Board Supervisors	
Gus Wirth	
Bernadyne Pane	Ozaukee County Board Supervisor
Tom Richart	Ozaukee County Board Supervisor
Ozaukee County Staff	
Tom Meaux	Administrative Coordinator, Ozaukee County
SEWRPC Staff Present	
Albert A. Beck Principal Plann Becky Schlenvogt Plann	er, Southeastern Wisconsin Regional Planning Commission er, Southeastern Wisconsin Regional Planning Commission
Press	
Chris Mier	
Attendees	
	Wisconsin Department of Transportation
Julie Goeden	Area Manager, G & G Enterprises, Inc.
Scott Goeden	
Fred Kaul	
Ann Reiter	
Robert Reiter	

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Exhibit B-1 (continued)

SUMMARY OF ORAL AND WRITTEN PUBLIC COMMENTS RECEIVED ON THE PRELIMINARY RECOMMENDATIONS OF THE OZAUKEE COUNTY TRANSIT SYSTEM DEVELOPMENT PLAN: 2002-2006

Oral Comments made at the May 15, 2002 Public Informational Meeting:

- 1. Mr. Robert Reiter stated he does not want a park-ride lot constructed near Mequon Road and IH 43. He added that traffic frequently backs up during peak travel times in this area. He suggested that building a freeway interchange at Highland Road would divert some of this traffic and ease the problem.
- 2. Ms. Shirley Reiter stated that she lives in the vicinity of Mequon Road and IH 43 and does not desire any additional development that will increase traffic volumes on Mequon Road. She does not want a park-ride lot, or even a bus stop in this area. She also noted the flooding problems in this area that may be worsened with the construction of a park-ride facility. She felt that the park-ride lot located at Brown Deer Road and IH 43 is near enough to Mequon and another is not necessary.
- 3. Ozaukee County Supervisor Pape asked that this Committee look into the plans for constructing a freeway interchange at IH 43 and Highland Road to divert traffic from the Mequon Road area.
- 4. Ozaukee County Supervisor Leider noted that Mequon is the only community along the freeway that does not have a park-ride facility. She stated she felt a park-ride facility should be provided in Mequon to benefit the community as well as the transit system. Regarding this, Mr. Dreblow, the County Highway Commissioner, added that some right of way exists at the northeast quadrant of the intersection of Mequon Road and IH 43.

Oral and Written Comments received after the May 15, 2002 Public Informational Meeting:

- 1. Ms. Karen Arnholt, Ms. Ruth Taylor, and Mr. William and Mrs. Jan Callaway each expressed their opposition to the construction of a park-ride lot at the IH 43 and Mequon Road interchange.
- 2. Ozaukee County Supervisor Warren R. Stumpf of Mequon expressed concern with traffic implications if a park-ride lot were built at the Venture Court site, and believed this is a poor site for such a use.
- 3. Ms. Frances Myers expressed support for the construction of a park-ride lot at the northeast quadrant of the intersection of IH 43 and Mequon Road. She stated her family supports the future vision of commuter railroad passenger service that could serve this site, and easy on and easy off for users and buses.
- 4. Ms. Domenica Erskine of Mequon expressed support for the idea of a park-ride lot in Mequon, however she also expressed opposition to the Mequon Road and IH 43 location.
- 5. Ms. Kathleen Lamb of Mequon expressed support for the construction of a park-ride lot in Mequon for encouraging carpooling and reducing congestion. She supports building it east of IH 43 on Mequon Road for better accessibility. She opposes building the park-ride lot at the Venture Court location due to auto and pedestrian safety concerns.
- 6. Mr. Michael Minor suggested building a commuter center and park-ride lot at the intersection of Port Washington Road and Lakefield Road. He stated he owns an old schoolhouse there that could be converted and serve as a starting point for commercial development.
- 7. Dave Schultz of Mequon expressed opposition to constructing a park-ride lot on Mequon Road for reasons of pedestrian safety, adverse effects on nearby residences, the lack of space for such a facility in this area, environmental impacts, mainly with wetlands, and that the Venture Court location is a better option.

Oral Comments made at the June 27, 2002 Advisory Committee meeting:

- 1. Mr. Stan Kulfan stated he believes the park-ride lot should be located on the west side of IH 43 to protect the wetlands at Site Nos. 7 and 8.
- 2. Mr. Paul Voeller stated reasons he is opposed to the development of a park-ride lot at the Venture Court site. He stated that delivery trucks queue up during peak travel times, 5:00 a.m. to 11:00 a.m. In addition, he stated a concern for park-ride lot users "spilling over" into the Pick 'N' Save parking lot where, he explained, there is no extra parking during the evening peak traffic times.
- 3. Mr. Kevin Gerard stated that he is opposed to the building of a park-ride lot anywhere in the City of Mequon. He feels that residents of the City of Mequon should use other existing park-ride lots and that the residents of the City of Mequon do not use the County buses. In addition, he stated that the per-trip costs for providing the County bus service are too high, and additional money should not be spent on building a park-ride lot.
- 4. Mrs. Shirley Reiter stated that there is currently too much traffic east of IH 43 on Mequon Road. She is concerned that building a park-ride lot there would increase traffic in that area. In addition, she has concerns of the impact that this additional traffic would have on the safety of people who walk and bicycle from homes on the east side of IH 43 to the commercial area west of IH 43. She also stated that the costs of actions needed to mitigate the impacts on wetlands east of IH 43 should be considered in this decision. She feels the best solution is to hold off on building a park-ride lot until the Highland Road and IH 43 interchange is constructed, at which time a park-ride lot could be constructed there.
- 5. Mr. Bob Reiter stated that he only endorses a park-ride lot at the proposed Highland Road interchange on IH 43. He also has concerns for the safety of pedestrians and bicyclists using Mequon Road near IH 43 if traffic volumes were to increase due to the construction of a park-ride lot in that area. He noted that carpoolers may continue to use the Brown Deer Road park-ride lot and that there are not many transit users in Mequon.
- 6. Mr. Lee Szymborski extended thanks to the Commission staff for conducting the analysis and for identifying the issues associated with the various sites under review.
- 7. Mr. Scott Nyholm stated that he owns land on the north side of Venture Court, across the street from the Pick 'N' Save loading docks. He described problems he has experienced with excessive traffic on Venture Court, mainly truck traffic for Pick 'N' Save, to the extent that the driveway to his business has been blocked for as long as 15 minutes continuously. He also sited that a significant amount of vehicular accidents occur on Venture Court. He added that he does not want more pavement and less green space in this area, nor does he want the traffic volumes near the intersection of Port Washington Road and Mequon Road to increase any more, as they are currently too high.
- 8. Mequon Alderman Pam Adams stated that she hopes a review of the park-ride lot development plans go through the City of Mequon's Planning Commission. She expressed concern that these preliminary plans are not consistent with the City's land use policies. She is concerned that the development of a park-ride lot east of IH 43 would: negatively impact the drainage system in this area; negatively affect existing bicycle trails; attract other undesirable development such as cell phone towers; destroy woodlands; and worsen roadway conditions by traffic backing up to the railroad tracks in the westbound traffic lights. She stated she believed the Venture Court site was the best option of the two advanced for a Mequon park-ride lot.
- 9. Ms. Jan Callaway stated opposition to building a park-ride lot east of IH 43 due to the proximity of such a lot to a residential area. She added that she believes nobody would use it; people in Mequon do not want it; and it would be a waste of taxpayer money. She also expressed a need for a traffic signal on Port Washington Road at the entrance to the North Shore Cinemas, which could facilitate the use of the theater parking lot as a temporary park-ride lot.

- 10. Ms. Nora Moncada stated opposition to building a park-ride lot in Mequon. She expressed support for a previous comment regarding traffic back-ups to the railroad tracks east of IH 43.
- 11. Jody A. Taylor stated that people who live in an affluent community don't use transit and don't need to park their cars to use transit or carpool.
- 12. Ozaukee County Supervisor James Uselding stated that he no longer believes that the Venture Court site is appropriate with all of the potential problems that have been cited by those attending the meeting. In addition, he believes strongly that the lot should be publicly owned to avoid problems with a private owner, such as those that have occurred with the park-ride lot located at the Brookfield Square Shopping Center in Waukesha County.

Exhibit B-2

CORRESPONDENCE RECEIVED ON THE PRELIMINARY RECOMMENDATIONS OF THE OZAUKEE COUNTY TRANSIT SYSTEM DEVELOPMENT PLAN: 2002-2006

Becky L. Schlenvogt

From:	
Sent:	
To:	
Subject:	

Kathleen Redlinger [kredling@columbia-stmarys.org] Monday, June 24, 2002 11:56 AM Becky L. Schlenvogt Meguon Rd Park and Ride

I am writing to oppose the construction of a park and ride lot at the intersection of I-43 and Mequon Rd. I believe this for several reasons:

1. The area is too small and the traffic will be too congested. There is already a large amount of residential traffic on Mequon Rd at this spot and the lot would aggravate this, potentially becoming a safety issue.

2. By constructing a large pavement area, it will have implications for groundwater drainage. Those of us east of I-43 have already experienced flooded basements and and an increase in standing water in our ditches. If more water is forced into our yards, this situation will become worse.

3. There are park and ride lots at exits at the next ramps both north and south of Mequon Rd. I have observed ample available parking spots in both of those lots, should someone choose to use the bus system. My husband frequently uses the Brown Deer Rd. lot and has found no inconvenience in driving there. That lot as well as the one at Hwy C have much more available land around them so the impact on neighbors is minimal.

I am a homeowner in the area and would hope this lot would be viewed as an extra, unneeded lot at this time. Since the other lots are not full, why do we need to expand to a lot on Mequon Rd? Thank you for your consideration.

Kathy Redlinger 11211 N. Prairie View LN 7W Mequon, WI 53092 email - redmantwo@aol.com 262-241-3794

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Thomas Myers

From:	"Thomas Myers" <myers5@wi.m.com></myers5@wi.m.com>
Tol	<mmarchese@co.ozaukee.wi></mmarchese@co.ozaukee.wi>
Sent:	Wednesday, June 25, 2002 9:52 PM
Subject:	Park and Ride at Mequon Road and 1-43

Please forward this message to Rose Leider at the Public Transit Hearing on Thursday, June 27 at 1:00 pm in the Auditorium. Our family is in favor of the park and ride location that was proposed for Mequon Road AT -1-43 northeast corner and future vision of railroad passenger lines and easy on and easy off for users and buses. Thank you, Frances Myers

Fax - 238-8100

Mary Marchese

From: StockPlayerDDE@aol.com

Sent: Thursday, June 27, 2002 11:39 AM

To: mmarchese@co.ozaukee.wi.us

Subject: public transit meeting regarding park and Dear Mary:

I understand there is a public hearing going on today at 1:00 p.m. this afternoon July 27, 2002, Regarding a park and ride in Mequon. Due to the late notice I'm unable to attend. I understand the location being discussed is behind Venture Court/Vs East of the freeway on Mequon Rd. As a Mequon resident of over 18 years I would like to express my feelings. I think that that is a terrible location haven't they screwed up Mequon Rd. already, now they want to add to the problems. A park and ride is a great idea. The location they are thinking about is ridiculous. Hopsfully the next meeting I will get ample notification and will be able to attend. Please forward to Rose Lider @ Public Transit. Thank you.

Sincerely,

Domenica Erskine

Mary Marchese

From:	Kathy Lamb [klamb@mtsd.k12.wi.us]
Sent:	Thursday, June 27, 2002 12:54 PM
To:	mmarchese@co.ozaukee.wi.us
Subject:	Mequon Park & Ride

Please forward to Rose Leider at the Public Transportation Advisory Committee that is meeting today, June 27, 2002, @ 1:00 pm.

I have lived in the city of Mequon for almost 20 years, raised 4 children through the Mequon Thiensville School District, & worked as a volunteer & for the school district for most of those years with the children of the community. I have concerns with the proposed park & ride at Venture Court because: 1. We do not have

I have concerns with the proposed park & ride at Venture Court because: 1. We do not have a park & ride in the community that is accessible. 2. A park & ride at Venture Court is dangerous 3. The safety issues connected with having a park & ride at Venture Court. 4. The fact that we have a lack of youth oriented activities in our community. A park & ride is a responsible & realistic means for all people to utilize considering the traffic concerns, gasoline shortages, & most of all, the fact that many people, including

A park & ride is a responsible & realistic means for all people to utilize considering the traffic concerns, gasoline shortages, & most of all, the fact that many people, including our children have no way to travel anywhere without a car. Believe it or not, many of our teens who have a drivers license do not own a car. Carpooling is always encouraged, and a park & ride would make that much easier.

As far as having a park 5 ride in Venture Court: 1. I hesitate to drive north of Mequon Road on Port Washington Road because of the safety issues. There is no where to turn around or get in 5 out of businesses that is not dangerous. 2. The fact that there are no sidewalks mean that I would not want to walk along the road let alone send a child to walk or bike there. 3. There are many opportunities for youth 6 families that are missed do to the fact that a park 6 ride is not accessible to us. Many students in the community attend UMM who would walk or ride a bike to the park 6 ride on Mequon Road or have someone drop them off without much inconvenience. There are all the festivals at the Summerest grounds. Our children congregate at the Brown Fort Park 6 Ride with hundreds of other children from the North Shore area. If we had our own this would make us more cautious of what is happening there. There also would not be as much congestion.

There are other opportunities we are missing such as the Art Museum, Public Museum, Brown Port area (movie theatre, restaurants, shopping)& Bayshore. That is not to mention the opportunities in the northern part of our county where most M/T people do not venture. I feel that as far as more traffic in that area (Mequon Road, east of Port Washington Road), we already have the freeway entrance & exit, it only makes sense to have the Park & Ride next to it. That seems to work well in all the other communities. I for one would feel much better knowing that people (youth, seniors & the rest of us) have a sidewalk to walk on & a place to turn into & park in that is accessible & safe. Growing up on the east side of Milwaukee, busses were are only means of transportation.

Thank You, Kathleen Lamb 2218 W. Chestnut Road Mequon, WI 53092

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Rose: You are correct. I alerted the Pick n' Save management as to the meeting on the 27th re a possibe park and ride at Venture Court next to their store with the indication that their own parking lot might be used for overflow parking. Lois and I did an on-the-ground reconnoiter at Venture Court and agreed that it was a poor site. The traffic implications are horrendous especially after Port Road is widened with a median divider. Unfortunately I will not be able to attend the meeting as I made a commitment to myself when I entered part-time public service that I would continue to have another life and Thursday is Men's Day at the Club. Best of luck -- Warren

This message from Aupenvisor

Warren R. Atumpe -1531 W. Greenbrier Lane

Mequan, W: 53092 Phone - 262-241-9560 Home Joh 262-241- 9560

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Albert A. Beck

To: Albert A. Beck

Subject: Park & Ride/Mequon

-----Original Message----- **From:** JAN SCHULTZ [mailto:jan-schultz@msn.com] **Sent:** Monday, July 08, 2002 7:49 PM **To:** Albert A. Beck **Subject:** Park & Ride/Mequon

To: Al Beck

From: David Schultz

Dear Mr. Beck,

As a homeowner near the proposed Park & Ride lot on Mequon Road, I want to encourage you to advocate against this poor location.

This location would not serve the public good for the following reasons:

1) Safety - With no sidewalks, pedestrians walking to/from local businesses to the bus would be in danger. Moreover, they would have to cross a freeway entrance ramp or traffic coming off the exit ramp!

2) Residential Neighborhood - There are no Park & Ride lots in residential neighborhoods in Milwaukee. This is a residential neighborhood. A Park & Ride lot does not belong here. Many trees will have to be destroyed. Noise, air, water, and light pollution will impact residents of this area.

3) Geography - This would be a very small area to accommodate cars, pedestrians, and large buses trying to turn around. The congestion of the lot is exacerbated by the location being wedged between a busy entrance ramp, exit ramp, and railroad tracks. This is not safe.

4) Water Problems - This area is an important wetland/watershed area and would have a negative impact on residents and wildlife in the area. Water drainage is a very serious issue in Mequon, and this area in particular has a history of drainage problems. A large surface lot would increase drainage problems.

5) Better locations Exist - Mequon has an area (Venture Court) near I-43 that would not suffer any of the above problems associated with putting a Park & Ride lot in a residential neighborhood.

I encourage you and other members of the committee to actually view/walk this site. You will see it is a very poor location for a Park & Ride lot. Therefore, I encourage you to advocate and vote against this proposal.

Thank You.

David R. Schultz 11229 N. Prairie View Lane Mequon, WI 53092-3439 (262) 241-4195 e-mail: jan-schultz@msn.com To: County Public Transit Planning Advisory Committee

From: Wanda Davies Supervisor, District 31

Re: Proposed Park and Ride at I-43 and Mequon Rd.

I had the opportunity to walk the proposed Park and Ride site on the northeast corner of I-43 and Mequon Rd.. I have several concerns regarding this site.

- The long driveway and parking area will increase storm water run off. Measures to deal with this will likely be costly. The alternative site at Venture Court would require far fewer square feet of pavement.
- Increase in traffic congestion. The driveway would be close to the existing traffic light at the I-43 ramps. Cars heading west would be lined up at the lights and would block access to the Park and Ride. As east bound cars attempted to turn into the Park and Ride they would impede flow of eastbound traffic.
- There are several specimen trees where the driveway would run. Specimen trees are protected by Mequon ordinance.
- The presence of the stream will necessitate a substantial bridge or culvert system which will increase the cost of this option.
- This site is very secluded. Because the proposed site lies 10 to 15 feet above Mequon Rd and the entrance ramp to I-43 it will not be visible from the nearby roads. This makes crime a definite concern. Although law enforcement could patrol the area periodically, the best deterrent to crime is high visibility to citizens at <u>all</u> times.

For these reasons I encourage the committee to recommend utilization of the Venture Court site for the Mequon Park and Ride. Exhibit B-3

NEWS RELEASE AND DISPLAY ADVERTISEMENT FOR MAY 15, 2002 PUBLIC INFORMATION MEETING

SOUTHEASTERN

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PLANNING COMMISSION

News Release

FOR IMMEDIATE RELEASE

April 29, 2002

For more information: Albert A. Beck, Principal Planner (262) 547-6721 or abeck@sewrpc.org

PUBLIC MEETING SCHEDULED ON OZAUKEE COUNTY TRANSIT SYSTEM DEVELOPMENT PLAN: 2002-2006

The public is invited to an informational meeting to learn more about, and to comment on, the preliminary findings and recommendations of the "Ozaukee County Transit System Development Plan: 2002-2006". The meeting is scheduled for May 15, 2002, from 5:00 p.m. to 7:30 p.m., in the County Board Room (A204) of the Ozaukee County Administration Center, 121 W. Main Street in the City of Port Washington.

The first part of the meeting, between 5:00 p.m. and 6:30 p.m., will be of an "open house" format and will provide an opportunity to meet with study staff to receive additional information, ask questions, and provide feedback and input on the study, particularly concerning the preliminary transit plan. A presentation will be made by study staff at 6:30 p.m., followed, at about 6:45 p.m., by a question and comment period. The public may also submit written comments through Wednesday, May 15, 2002, to be considered by the study advisory committee. To submit a written comment on the study, and specifically the preliminary plan, please contact:

Southeastern Wisconsin Regional Planning Commission W239 N1812 Rockwood Drive P.O. Box 1607 Waukesha, Wisconsin 53187-1607 Phone: 262-547-6721 Fax: 262-547-1103 E-mail: ozaukeetransitplan@sewrpc.org -more-

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The "Ozaukee County Transit System Development Plan: 2002-2006" is being prepared by the Southeastern Wisconsin Regional Planning Commission at the request of Ozaukee County and under the guidance of an advisory committee appointed by the County. The Advisory Committee is comprised of elected and appointed local officials, the business and labor communities, and the Wisconsin Department of Transportation. A summary of the preliminary plan, entitled "Principal Findings and Recommendations of the Ozaukee County Transit System Development Plan: 2002-2006", will be available for public review beginning May 6, 2002, at Ozaukee County public libraries, the Ozaukee County Administration Center, the Central Milwaukee Public Library, and on the Internet at: *www.sewrpc.org/ozaukeetransitplan*. Copies of the plan summary may also be obtained directly from the Southeastern Wisconsin Regional Planning Commission at the above referenced address or from Ozaukee County Transit Services at 121 W. Main Street, Port Washington, WI, 53074-0994 (Telephone: 262-284-8108 or 262-238-8103 metro).

Exhibit B-3 (continued)

COPY OF PAID ADVERTISEMENT CONCERNING THE PUBLIC INFORMATIONAL MEETING AND REVIEW PERIOD

PUBLIC INFORMATIONAL MEETING SCHEDULED FOR THE OZAUKEE COUNTY TRANSIT SYSTEM DEVELOPMENT PLAN: 2002-2006

The public is invited to attend a public informational meeting to learn more about, and to comment on, the preliminary findings and recommendations of the "Ozaukee County Transit System Development Plan: 2002-2006". The meeting will be held in "open house" fashion from 5:00 p.m. to 7:30 p.m. with a presentation on the study at 6:30 p.m.

Wednesday, May 15, 2002 5:00

5:00 - 7:30 p.m.Open House6:30 p.m.Presentation

Ozaukee County Administration Center County Board Room 121 W. Main Street Port Washington, WI 53074-0994

A summary of the preliminary plan entitled "Principal Findings and Recommendations of the Ozaukee County Transit System Development Plan: 2002-2006" will be available for public review beginning May 6, 2002 at Ozaukee County public libraries. the Ozaukee County Center, Administration and on the Internet at: www.sewrpc.org/ozaukeetransitplan. Copies of the plan summary may also be obtained directly from the Southeastern Wisconsin Regional Planning Commission or from Ozaukee County Transit Services at 121 W. Main Street, Port Washington, WI 53074-0994 (Telephone: 262-284-8108 or 262-238-8103 metro).

All meeting facilities are accessible to persons with physical disabilities. Persons with special needs are asked to contact the Commission offices at least three business days in advance of the public meeting date so that appropriate arrangements can be made. Affected may be site access and/or mobility, materials review or interpretation, or active participation, including the submission of comments.

Please note that members of the County Board of Supervisors and its committees may be present and that a quorum of the Board and its committees may be present. No business will be transacted.

Comments may be offered up to May 15, 2002. Both oral and written comments from the public will be considered by the Ozaukee County Public Transit Planning Advisory Committee prior to submitting a final plan to the Board of Supervisors. For questions, comments, or further information, including report materials, please contact:

Southeastern Wisconsin Regional Planning Commission P.O. Box 1607, W239 N1812 Rockwood Drive Waukesha, WI 53187-1607 Telephone: 262-547-6721 Fax: 262-547-1103 www.sewrpc.org/ozaukeetransitplan

This display advertisement was published in: the Ozaukee Press on May 2, 2002, the Milwaukee Journal-Sentinel on May 5, 2002, and the Ozaukee County News Graphic on May 6, 2002.

Exhibit B-4

NEWSPAPER ARTICLES RELATING TO PRELIMINARY PLAN RECOMMENDATIONS

JS Online: Early transit plan calls for price increases



www.jsonline.com

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Original URL: http://www.jsonline.com/news/OzWash/mar02/24981.asp

Early transit plan calls for price increases

Ozaukee County should raise taxi, bus service fares, committee says

By JEFF COLE of the Journal Sentinel staff

Last Updated: March 4, 2002

Port Washington - Fares for both the Ozaukee County taxi system and the county's buses should be increased, a committee charged with devising the county's next transit plan was told Monday.

The fare increases are part of a preliminary plan for improving Ozaukee County's transit system that was presented to the Ozaukee County Public Transit Planning Advisory Committee.

Prepared by the staff of the Southeastern Wisconsin Regional Planning Commission, the plan details a number of suggested changes for county's transit services. The program includes an intra-county taxi service - the Ozaukee Express freeway flyer that runs between Milwaukee and park-and-ride lots in Ozaukee County, and shuttle buses that link the park-and-ride lots to job sites.

The plan also recommends expanding taxi service and adjusting the bus schedule, which would include eliminating some trips with low ridership.

The last Ozaukee County transit plan was written in 1995, the year before the county began offering bus and taxi service, explained Albert A. Beck of the regional planning commission. That plan was designed to carry the county through 2000, he said. The proposed plan is designed to handle the county's transit needs through 2006, he said.

Fares should be increased to deal with increasing operating costs, the report says.

Current taxi fares for adults range from \$2.50 for the shortest trips to \$6.25 for the longest. In 2003, all taxi fares would rise by 25 cents, and, in 2006, they would increase by an additional 15 cents.

Bus fare is currently \$2 for an adult. The plan calls for raising fares to \$2.25 per adult trip in 2003 and to \$2.35 in 2006.

The plan also calls for raising fares for the shuttle buses that take people from park-and-ride lots to their jobs from the current 50 cents per ride to 60 cents in 2003 and 70 cents in 2006.

Committee Chair Rose Hass Leider pushed for fare discounts for regular riders.

But the committee decided the county couldn't afford to offer the discount.

Appeared in the Milwaukee Journal Sentinel on March 5, 2002.

JS Online: Planners push commuter center, park-and-ride lot



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Original URL: http://www.jsonline.com/news/OzWash/may02/41600.asp

Planners push commuter center, park-and-ride lot

SEWRPC praises transit system in Ozaukee, suggests price increases

By JEFF COLE of the Journal Sentinel staff

Last Updated: May 7, 2002

Port Washington - A commuter center in Grafton and a park-and-ride lot in Mequon - two issues opposed in those communities - are among recommendations in a preliminary report on the Ozaukee County Transit System released Tuesday.

Most of the other findings of the report, conducted by the Southeastern Wisconsin Regional Planning Commission, amount to tweaking a system described as being in good shape.

The state Department of Transportation cites Ozaukee County's system as an example to other communities thinking of creating transit systems, said Al Beck, a principal planner with SEWRPC.

"There weren't a lot of controversial issues associated with the Ozaukee County Transit System," Beck said. "I guess the only two things that might be considered controversial would be a commuter center and a park-and-ride lot in Mequon."

A transit center is needed somewhere in the county as a central transfer point between the bus, taxi and shuttle bus services and private cars, Beck said.

The plan recommends construction of a commuter center in Grafton, something the village board there has already rejected.

In April, the Grafton Village Board rejected a \$1 million federal grant to construct the center near I-43 and Highway 60. Board members said they were concerned there were better uses for land in the area. Opponents also contended that bus ridership didn't warrant such a center.

A center such as the one proposed for Grafton is supposed to create a one-stop shop for commuters who might buy a cup of coffee, drop their children at a day care center in the building or use other services provided by businesses located there.

Even though the report calls for the center in Grafton, there is a chance Saukville will emerge as a possible location, near Highway 33 and I-43, Beck said.

"When I heard about Grafton, I asked my Village Board if this was something we would be interested in," Saukville Village Administrator Chris Lear said. "They asked me to find more information on the center, so I am gathering information."

Mequon park-and-ride lot

The Mequon park-and-ride lot has been a controversial issue almost since the county transit system began in 1996.

County transit officials want to establish the lot at I-43 and Mequon Road. Having the lot there would be the most efficient way for riders to get to and from Milwaukee, officials have argued.

State and county officials want to put the lot at the northeast corner of I-43 and Mequon Road.

Mequon has long opposed the park-and-ride lot, saying the city has no suitable sites for such a facility. City officials argue

JS Online: Planners push commuter center, park-and-ride lot

that the northeast corner of I-43 and Mequon Road is unsuitable for several reasons.

One of the city's primary concerns is the area is secluded, Mequon Mayor Christine Nuernberg said.

"It is a place where problems could happen," Nuernberg said.

That corner is also too close to both a residential area and a wetland, the mayor said.

"But recently the state has been working with the city on a site at the southeast corner of Mequon Road and I-43," Beck said.

There is a need for a retention pond at the intersection, Beck said, so it's possible the park-and-ride lot could be constructed on the same site at the same time.

"That is something that has not yet made it to the level of the council," Nuemberg said.

Cost alone could keep the lot from ever begin built, Beck said. SEWRPC estimates it could cost as much as \$1.45 million to buy the land and build the lot.

Ozaukee County commissioned the regional planning study, said Sharon Gilman, director of Ozaukee County Transit Services.

"They did the original plan for us (in 1996), which took us through 2000," Gilman said. "We were interested in having them evaluate our current system and help us plan for the future."

The plan would cover 2002 to 2006.

Many of the suggestions in the plan - redirecting bus service, expanding taxi service and redirecting shuttle bus service - are all things that either have been done or are being considered, Gilman said.

The plan recommends increasing fares for the bus, shuttle and taxi services to deal with the increasing costs of operation.

The current bus fare of \$2 should rise to \$2.35 by 2006, the plan recommends. The shuttle bus fares should rise from 50 cents to 70 cents by 2006. The range of taxi fares should increase from \$2.50 to \$6.25 a trip to \$2.90 to \$6.65 per trip by 2006, the plan recommends.

The next step in the plan will be for the public to comment on it, Gilman said.

The Ozaukee County Public Transit Planning Advisory Committee plans to hold a public meeting on the proposal May 15, from 5 to 7:30 p.m., in the County Board Room of the Ozaukee County Administration Center, 121 W. Main St., Port Washington.

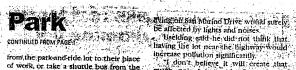
Appeared in the Milwaukee Journal Sentinel on May 8, 2002.

County continues to press Mequon for park-and-ride location

City favors Venture Court suggestion over 1-43 sites

By Lynne Kleinman Staff Writer

In suggesting Venture Court as a loci-tion. for: a park and ride for. Onuice -County officials are at last receiving a favorable response house hyperty lenders.



from the park and ride lot to their place of work, or take a shuttle bus from the

lot to Mequon's industrial parts Businesses here depend upon works ers who commute to Mequon, she said Businesses like Pick in Saye — whose parking lot is adjacent to Venture Court, - mightled it would suit their purpose to allow park and the to, use part of their lot?

Sidewalks will be installed on Port Washington, Road as part of a recon-struction project slated for 2003. Cun struction of a turn-around for trucks in Venture Court is part of that project. Not first choice

The Venture Court location was the suggestion of Ozaukee County 21st District Supervisor James Uselding at the Ozaukee County Public Transit Planning

Outlive county function in the planning Committee increasing May 15 If the parte and the second second planning to be located off Port Washington Road, he said, Venture Court was the preferable: site because it has a turn lane for traffic headed north, and it has a turtific signal.

Uselding said, however, that Venture Court was not his first choice, and that be favored locating the lot closer to the on- and offramps of Interstate 43 at Mequon Road, as originally suggested by the Wisconsin Department of Trans-

portation.

Frank Furdek, a DOT planning analyst, said more than two years ago the department proposed two alternative, sites between the on- and off ramps on the east side of Interstate 43 and the Union Pacific railogad tracks one to the Mitth and the weither to the solidit of Mequin Road Safety hazard

Nucroberg said she opposed locating the park and ride fielding at either of these sites. One of the issues involved,

the said, was safety. There are only about 200-reer between the light at the foot of the highbetween the light at the loot of the ligh-way raing and the train track gates, take said. That leaves very little room to accommodate a 40-fort bus and other, cars waining to use the lot. Fighth District Aklerwoman Panela.

Adams agreed: Safety is my main issue will) this, the said There's only a very small stretch of road between the stop light and the railroad track As it is now cars stack up at the rulroad track, and buses will only make it worse."

Uselding argued, however, that proxinity to the railroad tracks would even tually benefit commuters. "Having it near the tracks would be

the ideal situation, he said, "if eventually the ideal situation are and the city.

Infringe on neighbors .

Nuemberg also said she thought the sites right of the highway were inap-propriate because they were close to "Milwaukee County has a policy not to put park and ride lots in residential arcas, she said. That's because they cre-ate noise, light and all pollution — and people are against that. Yet, lighting would be a necessity.

Nuemberg said, especially on the site in north of Mequon Road, which is seeluded and could create a safety problem. Adams said residents of her district

Venture Court intersects Port Washington Read north of Mequon Road, just iorth of the Pick 'n Save shopping area. Metuon Mayor Christine Nuemberg

said the idea of a patient reternorm been lifet discussion for a number of iyeans is routined in the southeastern Wisconstin Regional Planning Commis-Sion's traitsportation plan. sion's transportation plan.

Although she has been against loca-flois for the nellity that have been sug-

"i don't believe it will create that, much noise, he said, "Cars on the expressive cruse more tolse and he

Regarding lighting, Uselding said the,

Regarding lighting Uselding said die devicet fishting can be directed so it. ATA does not infringe GLANCE said he has seen. The issuershould this done in Method sparkend. Cedarburg, die kit be located easter, where he lives, of filterstike-3 at the Method exits of the solution of por-ted shots for headra.

Administrative Center. The site north, In Port Washington of Mequon Road is zoned conser

residential, and the site south of Mequon.

Toola is zoned spece residential. Professionally, as a planner, Steinke sild, "Im, certainly in favor of efficient, Alfordable sind, environmentally friendly." (ransportation systems flo the except we' can endere the 'itimber of cars' on the food, we are doing a public good." as thesaudulinewere, that her did not at fill point have the obtain them them the

this point know enough thout the oper-ational use or safety impacts to assess

the sites proposed by the DOT Steinke said he would tend to agree with Abendroth that there were conc

Work against using either of the DUI

that site she would want to conserve. Furdek said the process of choosing a site for the local start is very preliminary stige and the total is for the DOT Ozar kee County and the city of Meduon jo

reacti a consensus on the location.

with Abendroth that there were some a physical constraints that would likely work among the second s

Abendroth said one of the sites is in a wetland and the other is hard to get to. Nuemberg mentioned drainage as a problem al the site noith of Mequon Road Adams said there were woods on

Road is zoned 5-acre residential.

nistrative Center

tor of community development, said nothing in

vancy and sacre

pollution

KEY PLAYERS: "1 CHA

gested in the past, she said, "the Venume Court stiggestion struck me as a good

Buses, Nuernberg said, would be able moses surmore sur, would be able to use the right hum lane fortunite thend ed north of Porty shiftigrion frond they would have a hum scould area in Ven-ture Court and a traffic signal to enter and set and exit. Tirst District Alderman Dan Aben-

drolliz, who also supervises the daily 1

Pavillons alternative

The DOT, lie said, is checking into securing parking space in Mequin Pavillons, the large shopping strip on the east side of Port Washington Road, south of

Meguon Road. Before approaching property owners to discuss this, Fuitlek said, the reasibilith of the idea would have to be tested with a preliminary bus run. He said SEWRPC had identified the Elex 'n Save parking lot as a possible temporary site for a park and ride lot - an litea compatible with establishing the facility at Venture Court

Rose Leider, 2nd District Ozaukee

operation of hus service as manager of street operations for the Milwaukee County Transit System, said there would have to be an adequate turning radius for the buses in Venture Court. Otherise, he said he tlid not see why a parkand side lot could not be located there. Employees of Mequon businesses

coming, from Milwaukce on the bus, Muemberg still, could eventually walk 1 CONTINUED ON PAGE 9 a lean of

ty, and important that Mequon *participate and cooperate in locating one there

"You have a college, a hospital in Mequon," she said, "and it is important to Have, a parkand flde lot there. It is important not, just for Mequon, but for everyone in the county?"

Leider said she thought the Mequon Road location suggested by the DOT was the logical spot to put/a lot," and that she was certain, that she was problems with this could be overcome.

"I firmly believe working together we can solve them, she said "I'm sure the problem of lights can be taken care of, Courity Supérvisor and chalrwoman of problem of agrees can be taken and the problem of agrees and we have the Sheriff's Department to sidd it was important that parkend side. protect against crime at all the parkand side be established throughout the court of the lots, all along the lowns.

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Exhibit B-5

PLAN SUMMARY DISTRIBUTED FOR MAY 15, 2002 PUBLIC INFORMATIONAL MEETING

47.15(X)

PRELIMINARY FINDINGS AND RECOMMENDATIONS OF THE OZAUKEE COUNTY TRANSIT SYSTEM DEVELOPMENT PLAN: 2002-2006

UPDATED OZAUKEE COUNTY TRANSIT SYSTEM DEVELOPMENT PLAN

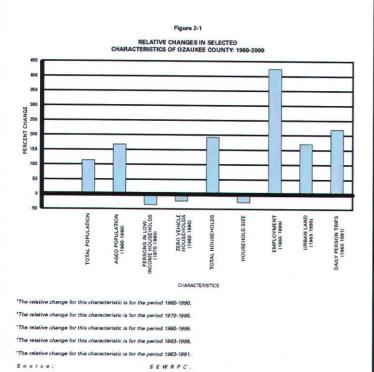
At the request of Ozankee County, the Regional Planning Commission is preparing a new short-range transit system development plan for the County transit system. The last short-range plan prepared for Ozankee County was for the pariod 1996-2000 and outlined a plan for resetablishing transit service in the County. The new plan includes recommendations for the period 2002-2006 and provides the first full performance evaluation of the bus and taxicab services currently operated by the County. In addition, the new plan addresses changes in residential, commercial, and industrial development in Ozankee County as they affect the need for transit service. The study is being guided by the Ozankee County Plubic Transit Planning Advisory Committee, a special committee created by the Ozankee County Board of Supervisors. The Advisory Committee has met six times over the past year and has now completed a preliminary recommended plan. (See Attachment 1 for a Committee roster.)

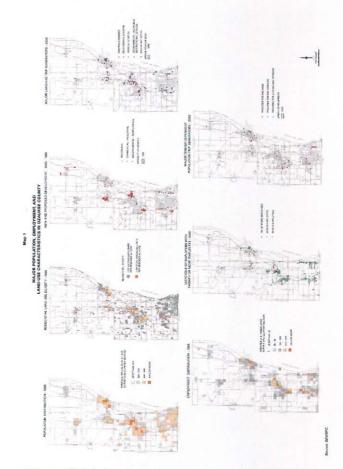
The plan is based on a thorough evaluation of the existing transit system; analysis of the travel habits, patterns, and needs of the residents of the County, as well as those commuting to jobs in Ozaukee County; analysis of the transportation needs of existing land use patterns and major land use developments that have been proposed or that are occurring within the County; and a careful evaluation of alternatives for providing new or improved commuter bus and local laxi services. The plan also identifies the financial commitments and actions that must be undertaken by the concerned levels of government to implement the plan. The plan is being prepared within the context of the Commission's ongoing regional transportation planning program.

POPULATION, EMPLOYMENT, LAND USE, AND TRAVEL PATTERNS

This planning effort included the conduct of inventories of population, employment, land use, and travel patterns information on the changes in key characteristics observed over the past four decades is displayed in Figure 1. The current population, employment, and land use characteristics of the County are presented in Map 1. The most important findings of these inventories may be summarized as follows:

• The rate of growth in the County's resident population and employment has outpaced that of the Southeastern Wisconsin Region as a whole. The County's total resident population has increased from about 38,400 persons in 1960 to about 82,300 persons in 2000, or by about 114 percent compared with an overall population increase of about 23 percent for the Region over this period. The number of households in the County increased by about 192 percent from 1960 to 2000, about 80 percent finster than the County's resident population. Total employment in the County increased from about 83,500 jobs in 1990, or by about 43 percent, down and with an overall population. Total employment in the County's population increase in regional employment of about 83,500 jobs in 1990, or by about 43 percent, compared with an increase of about 19 percent, compared with an increase of about 19 percent is remeased from about 10 percent. Regional employment of the Region's population. The County's employment increased by about 19 percent compared with an increase of about 90 and 2000, the County's population. The County's employment increased by about 19 percent compared with an increase of about 10 percent in Regional employment revels from 1990 to 1999. The majority of the County's population and employment growth since 1960 occurred in and around the Cities of Cedarburg, Mequon, and Port Washington, and the Villages of Grafton and Thiensville.





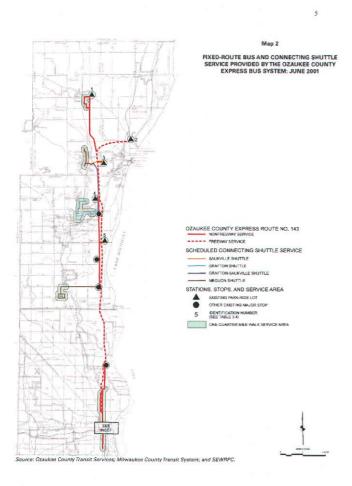
- The amount of land in the County devoted to urban land uses increased by about 169 percent, from about 13 square nulles in 1963 to about 35 square miles in 1995. Despite the steady increase of urban development observed since 1963, only about 15 percent of the land in the County is currently in fully developed urban land uses.
- Based on its current population, employment, and land use characteristics, the County can be separated into first, second, and third ther areas with respect to characteristics that impart the potential need for, or the potential to support efficient operation of, public transit services. The highest concentrations of population, employment, and potential transit trip generators, along with significant areas with medium residential densities (five dwelling units per acre or higher) capable of supporting efficient local transit service, can be found in the southern half of the County, primarily in the Cedarburg-Grafton, and Meguon-Thiensville areas. This first tier area also contains most of the recent residential, commercial, and institutional development in the County and would have the shortest travel time for workers commuting between Milvaukee and Ozankee Counties. The Port Washington-Saukville area would constitute a second tier area, having smaller, but still significant, concentrations of population, employment, ing second tier areas, having one of population, employment, and trip generators and would have the shortest travel times for Milvaukee-Ozaukee County worker commuting. Third tier areas would include the Fradonia and Belgium areas which have much smaller concentrations of population, and trip generators and would have the longest travel times for Work-commuting between the two Counties.
- Population subgroups whose dependence on, and use of, public transit has historically been greater than that of the general population as a whole were identified for this study, the most significant of which included aged individuals (ages 60 years and older), persons in low-income households, and households with no vehicle available. From 1960 to 1990, the number of aged individuals increased significantly in absolute numbers as well as their proportion of the total population of the County while persons in low-income households and households with no vehicle available decreased both in absolute size and as a proportion of County population. For the most part, the transit-dependent population was relatively evenly distributed throughout Ozaukee County, atthough the civit divisions in the northern half of Ozaukee County tended to have a somewhat higher proportion of their total population residing in low-income households with no vehicle available.
- On the basis of past travel surveys undertaken by the Regional Planning Commission, average weekday total person travel entirely within the County and between the County and other areas has about tripled, from about 93,700 person trips in 1963 to about 298,900 trips in 1991. The largest category of travel to increase was travel made entirely within the County. In 1991, about 57 percent of all person trips were intracounty trips, with the largest proportion being made for medical, personal business, or social or recreational purposes. The remaining 43 percent were intercounty trips made butween Ozaukee County and Milwaukee County accounted for about 70 percent of all intercounty person travel.
- Surveys of passengers using the Ozaukee County Express bus system were conducted by the Commission in April 2000. The survey responses indicated that the vast majority of passengers used the bus system for work commuting. The distribution of bus passenger trip productions and attractions for Ozaukee County Express riders primarily reflect the movements of Ozaukee County residents to jobs in the Milwankee central business district (CBD) and surrounding area, and of Milwankee County residents to jobs Ozaukee County. Passengers utilizing the bus service to commute from Ozaukee County residences to Milwankee County leactions were more likely to come from households with incomes over \$\$0,000, to be licensed drivers, and to come from households with two or more vehicles available, than passengers commuting from Milwankee County residences to Ozaukee County jobs.
- Surveys of passengers using the Ozaukee County taxi system and the Port Washington TransPort Taxi
 system were also conducted by the Commission in April 2000. The survey responses indicated that the vast

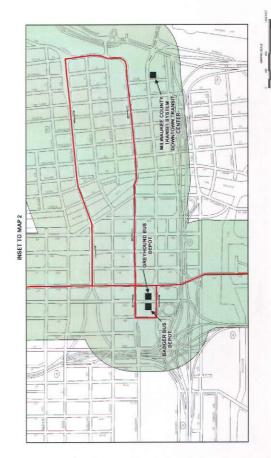
majority of passengers used the taxi systems for travel between home and work or for making home-based trips for medical, personal business, or social and recreational purposes. The distribution of taxi passenger trip productions and attractions primarily reflect the concentrations of population and employment served by the two taxi systems within the developed urban areas.

EXISTING PUBLIC TRANSIT SYSTEM

The planning effort also collected pertinent information on the existing Ozaukee County transit system, as well as on other major transit services provided in the County in 2001. The key findings of these inventories may be summarized as follows:

- The major supplier of local public transit in Ozaukee County is Ozaukee County Transit Services. The Ozaukee County Express bus system has operated since August 1996, while Ozaukee County Shared-Ride Taxi began operation in January of 1998. Together, these transit services comprise the Ozaukee County: Milwaukee Transport Services, Inc., the private management firm for the Milwaukee County: Institute Transit System. The bus and taxis systems are operated by two private firms contracted by Ozaukee County: Milwaukee Transport Services, Inc., the private management firm for the Milwaukee County Transit System (NCTS), is responsible for the operation of Route No. 143; and G& G Enterprises of Wisconsin Inc. is responsible for the operation of both the shuttle services that connect with Route No. 143 and County wide shared-ride taxi service. While the policy-making body is the Ozaukee County Mass Transit Committee, the utilinate responsibility for review and approval of certain important matters, including the annual program budget, is that of the Ozaukee County Board of Supervisors.
- As of June 2001, fixed-route bus service was provided by the Ozaukee County Express bus system over
 one express bus route, Route No. 143, and four scheduled fixed shuttle routes (see Map 2). Route No. 143
 extended from central Ozaukee County through Milwauke's CBD to the south side of the City of
 Milwaukee. The shuttle routes served as extensions of Route No. 143, providing service to and from
 employment concentrations in Ozaukee County. The base adult cash fare per one-way trip was \$2,00 for
 the bus and \$.50 for shuttle services, with reduced fares charged to aged and disabled individuals.
- Service is provided primarily on weekdays with southbound buses operating from Monday morning through Friday evening and northbound buses operating from Sunday evening through Friday evening and northbound buses operating from Sunday evening through Friday evening through review events were service over the express route consisted of a total of 12 southbound and 14 northbound bus trips for a total of 26 one-way bus trips per weekday. This service included six southbound and four northbound runs during the morning period (1:00 a.m. 9:00 a.m.); one run in each direction during the antiparty afternoon period (1:00 a.m. - 1:00 p.m.); one run southbound and four runs northbound during the arthrmone peak period (1:30 p.m. - 6:30 p.m.); and two runs in each direction during the late evening period (9:00 p.m. - 1:30 a.m.). Additional special service is also provided during the summer months to festivals and special events held on the Milwaukee lakefront.
- Ridership on the Ozaukee County Express bus system increased from about 12,600 passengers during the last five months of 1996 to a high of about 94,800 passengers during 1998. By 2000, ridership had, decreased hy about 15 percent to around 80,500 passengers. The changes in ridership from 1996 through 1998 may be attributed to growth in the new service while the ridership decreases in 1999 and 2000 were related to reductions in service. In 2000, the average weekday ridership ranged from about 225 passengers. Dready in December to about 385 passengers per day in July, with an annual average of about 320 passengers. Other virge aduly ridership round from 1996 to 2000, peed was used of the system typically occurred during the February-March-April and September-October-November periods.





- The Ozaukee County taxi system operates throughout the County while avoiding an overlap of service with TransPort Taxi's service area in and around the City of Port Washington. (See Map 3.) The County service is available weekdays from 6:00 a.m. to 6:00 p.m. on Saturday and to noon on Sunday. Door-to-door service is provided for the general public, and door-through-door service is provided for the general public, and door-through-door service is available weekday service. Up to 13 vehicles were used to provide weekday service. The system functions with advanced reservations made through the dispatch office, located at the contract transit operator's facility in the City of West Bend, with maximum response times of 45 minutes in the southern urban portion of the County, and four hours in the runt townships of Belgium and Fredonia. Fares are based on paisenger type and the number of fare zones crossed during the trip with adult cash fares ranging from \$2.00 to \$6.25 per one-way trip.
- Ridership on the County taxi system increased by 46 percent from 1998 to 1999, from about 24,000 to
 35,100 passenger trips, and by about 28 percent from 1999 to 2000, to about 45,000 passenger trips.
 Average weekday ridership has increased from about 90 trips in 1998 to about 130 trips in 1998 to about
 170 trips in 2000. Average weekend ridership has also increased from less than 10 trips in Jamary 1998
 to about 50 trips at the end of 2000. Ridership on the taxi is highest during the winter months and lowest
 during the summer, similar to monthly ridership variations found on the bus system. The largest number
 of trips were made to and from the most populous urban areas of the County, mainly Mequon/Thiensville,
 Cedarburg/Grafton, and Port Washington.
- From 1996 through 2000, Ozaukee County expended on an average annual basis a total of about \$976,400
 or about \$11.31 per trip for operation of the bus and taxi services. Of this total, about \$183,600, or 19
 percent, were recovered through farebox revenues. Federal and State funds amounted to about \$551,800,
 or about 67 percent of the total average annual expenditures. The local share amounted to about
 \$141,100, or about 14 percent of average operating costs. Funds provided by Ozaukee County averaged
 about
 \$111,000 per year or \$1.32 per trip.
- Other transit services available in the year 2001 for the general public that either operated within the County or connected with the Ozaukee County transit system outside the County were also identified. The services included: the TransPort Taxi system, a publicly funded shared-ride taxi system serving the City of Port Washington and surrounding area; the Milwaukee County Transit System that connected with the Ozaukee County Express bus system in Milwaukee County; and the various specialized transportation services, provided mainly for the aged and disabled.

PUBLIC TRANSIT SERVICE OBJECTIVES AND STANDARDS

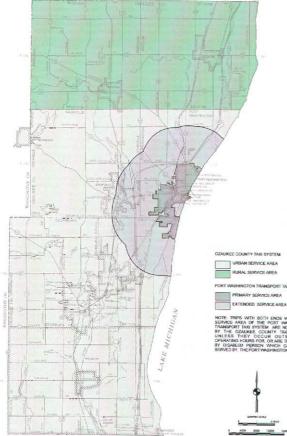
The Advisory Committee adopted three transit service objectives to guide the preparation of the plan:

- Public transit should be provided within Ozaukee County, and between the County and other counties, to serve travel needs of the transit-dependent population and of employers in obtaining needed labor.
- The public transit system should promote effective utilization of public transit services and provide for user convenience, comfort, and safety.
- The public transit system should be economical and cost efficient, meeting all other objectives at the lowest possible cost.

8

Each objective was linked to a supporting principle and a set of specific service and design standards.





RBAN SERVICE AREA RURAL SERVICE AREA

ARY SERVICE AREA

RPS WITH BOTH ENDS WITHIN AREA OF THE PORT WASHING RT TAXI SYSTEM ARE NOT SEE OZAUKEE COUNTY TAXI SYS THEY OCCUR OUTSIDE KG HOURS FOR, OR ARE TRIPS N LED PERSON WHICH CANNOT



Source: Ozaukee County Transit Services, Transport Taxi, and SEWRPC

EVALUATION OF THE EXISTING TRANSIT SYSTEM

Findings of the performance evaluation of the existing Ozaukee County transit system were based upon specific Findings of the performance examined on the examing oralized country limits system where used upon spectro-performance measures related to the attainment of key transit system objectives and standards. The evaluation included separate assessments of performance for the County's taxi and bus services. A summary of the most important findings follows:

Ozaukee County Taxi System

- The taxi system provides excellent coverage of Ozaukee County, serving the entire population, job locations, new and proposed development, and major land use trip generators of the County. The current taxi service hours, however, do not serve all jobs as they do not fully cover most second- and third-shift jobs on weekdays, nor do they serve all weekend work shifts.
- While the recent ridership and service trends for the County taxi system compare favorably with the trends observed on the other public taxi systems in the Region, the cost trends for the Ozaukee County taxi thethis observed on the other public taxi systems in the kegion, the cost trends for the Ozatakee County taxi system were mixed. Operating expenses per vehicle-mile and per vehicle-hour for the County taxi system increased by 7 and 18 percent between 1998 and 2000, while changes for other taxi systems in the Southeastern Wisconsin Region ranged from a 3 percent decrease to a 2 percent increase. However, the total operating cost and assistance per revenue passenger for the County taxi system decreased slightly, by less than two percent, over the period compared with an average increase of between five and six percent on the other two learner in the Davies. other taxi systems in the Region.
- The total operating costs and assistance per passenger trip for the Ozaukee County Taxi System are much higher than the average for the other taxi systems in the Region. A significant factor that affects the cost of the County taxi system is the long trips that are served by the system which limit the number of passenger trips that one taxi vehicle can serve during a driver's workshift, as well as trip sharing by passengers. This requires more taxi vehicles to be in operation for the County system than for a small municipal system.
- The taxi service provided in the urban service area was found to be more productive and cost effective than that provided in the rural service area. This was attributed to the widely dispersed trip ends in the ses the cost of serving ru rural area that make combining trips into shared rides more difficult and increa trips. Weekend taxi service was also somewhat less productive and cost effective than average weekday taxi service, but not to the extent that would warrant significant changes to weekend service.
- The taxi service was determined to be on time for about 79 percent of the scheduled trip requests countywide. This was below the specified performance level of 90 percent on time set forth in the objectives and standards, but was comparable to the on-time performance observed on other small transit systems in the performance obser the Region
- Travel by taxi was found to be almost as direct as travel by automobile for most of the trips, based on a comparison of the over-the-road distance and travel time for travel by transit and by automobile between selected locations in the County.
- No major problems with response time on the taxi system were noted in passenger complaints received for the taxi service between July 1, 2000 and June 30, 2001. The current level of prescheduled trips on weekdays may, however, indicate a potential problem in the future with acc dating pat same day service requ
- Based on a review of the maximum passenger loads on the taxi vehicle, the maximum load factors for the system did not exceed those specified in the objectives and standards and no problems with overloaded vehicles were found

Ozaukee County Express Bus System

- County bis press has System County bis and shuttle services were provided in accordance with standards under Objective No. 1, which specify the location and purpose for providing rapid, express, and local transit services. Service was provided to all major employment centers and office and industrial parks in the County, and provided fast transit connections to Milwaukee County and the Milwaukee Central Business District (CBD). The majority of the areas in the County that were not served by the existing routes of the Ozaukee County Express bus system are not yet developed to densities that can support effective or efficient bus service.
- The County bus system, together with connecting taxi service, provided very good coverage of the existing residential areas and employment centers in Ozaukee County. The County bus system, together with connecting Milwaukee County Transit System bus service, also provided for modest coverage of all Milwaukee County residents and job locations but provided substantial coverage of the central portions of Milwaukee County where the highest concentrations of low-income individuals resided. The current weekday service hours of the bus system, however, do not address the needs of individuals working on medicated.
- While the recent ridership and service trends for the County bus system compared favorably with the trends observed on the other bus systems in the Southeastern Wisconsin Region, the cost trends for the County bus were not favorable overall. From 1997 through 2000, total operating expenses and operating assistance levels for the County bus systems in increased by an average of about 12 and 15 percent, per year, respectively. These increases largely resulted from average annual increases in the operating expenses and percent, per year, respectively. These increases largely resulted from average annual increases in the operating expenses of about 1 percent over the period. In comparison, the other bus systems in the Region experienced average annual diccreases in total operating expenses of about 1 percent and an average annual increase in total operating assistance levels were largely the result of decreases in indership and passenger revenues. Controlling increases in operating costs was suggested as a goal for the County bus system to improve performance in the future.
- The best performing route in the County bus system is Route No. 143-the mainline route in the system-The best performing route in the County ous system is footte (No. 14)—the malinum route in the system-which has performance levels that are consistently above systemvide average levels for service effectiveness and below systemwide average levels for cost effectiveness measures. The service provided by this route for Ozaukee County residents commuting to jobs in the Milwaukee CBD was found to be somewhat more productive and cost effective than the service provided for Milwaukee County residents commuting to jobs at Ozaukee County employment centers.
- The shuttle routes were found to be poor performers in general with the best performing shuttle route, the Mequon Shuttle, essentially consisting of one regularly scheduled, flexibly routed taxi trip each day.
- In the fall of 2001, the bus system was determined to be on-time for about 86 percent of scheduled trips, slightly below the established standard performance level of 90 percent on-time set forth in the objectives and standards. The observed on-time performance was, however, comparable to the on-time performance observed on other urban transit systems in the Region.
- Travel by bus was found to be almost as direct as travel by automobile for most of the trips, both for trips between the park-ride lots in Ozaukee County and the Milwaukee CBD as well as for trips between central Milwaukee County and employment centers in Ozaukee County.
- view of the maximum passenger loads on the bus and shuttle routes, the maximum load factors for all of the routes did not exceed those specified in the objectives and standards and no problems with overloaded vehicles were found

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THE RECOMMENDED PLAN

The preliminary recommended transit system development plan identified by the Ozaukee County Public Transit Planning Advisory Committee includes both a local taxi service element and a commuter bus service element. The plan proposes some changes to the existing bus and taxi services that are intended to provide for more convenient services for existing passengers and improved efficiency for the transit system by 2006. The services proposed under each element are described below.

Local Taxi Service Element The proposed changes to the existing local taxi service provided by the Ozaukee County taxi system include the following:

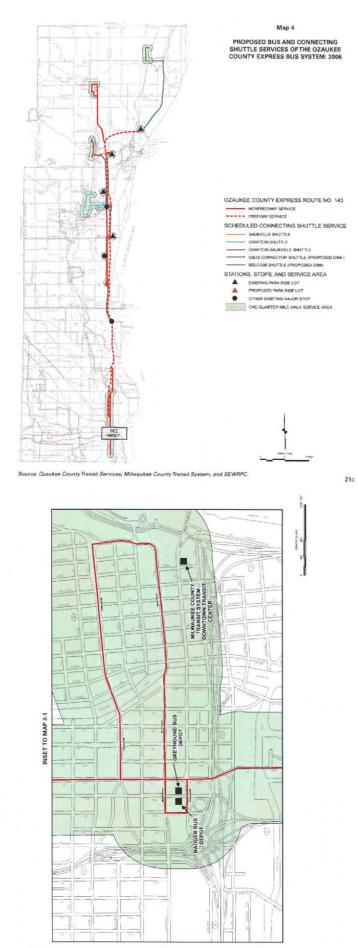
- Increasing the capacity of the taxi service during the midday period on weekdays through the addition of increasing in capacity of the last set we turn g up introduct period of decrease the proportion of daily trips that are prescheduled trips and should permit more freedom in scheduling same day trip request.
- Expanding the taxi system hours of operation to include providing service on weekday evenings, Monday through Thursday from 6:00 p.m. to 9:30 p.m. This will serve the needs of the disabled population for employment-related trips as well as the general public for various trip types
- Increasing cash fares twice during the planning period by a total of \$0.40 per trip. The existing 2002 adult cash fares that mage from \$2.50 to \$6.25 per trip would be increased in 2003 to range from \$2.75 to \$6.50 per trip, and again in 2006 from \$2.90 to \$6.65 per trip. This will aid in maintaining a stable farebox recovery rate. As the cash fares would be increased, the price of purchasing a propaid punch card would remain at \$20.00 through 2006, but would be redeemable for \$22.00 in taxi fares beginning in 2003. This will make available a discount to frequent users of the taxi system.
- Transferring responsibility for vehicle storage and maintenance from the private contractor using a facility located in West Bend to the County using the County highway garage in the City of Port Washington. An existing building on the County highway garage site could also be remodeled to provide office space for the taxi system including drivers and dispatching personnel. This will allow the taxi operation to be more centrally located as well as reduce overall operating costs for the taxi system.

Commuter Bus Service Element

Express bus system. Map 4 shows the commuter bus services proposed to be operating in 2006. The recommended service changes include:

- Changes to Route No. 143 including: the elimination of stops at the Northshore (IH 43 and W. Silver Spring Dr) and Fredonia (IH 43 and STH 57) park-ride lots; the elimination of northbound runs departing at 9:48 p.m. and 10:48 p.m.; the addition of a stop at the Brown Deer (IH 43 and Brown Deer Road) park-ride lot that will allow for improved connections to UWM; the shifting of northbound late afternoon departure times to reduce layover times; the rerouting of the northbound 2:31 p.m. run to provide an additional trip out of the Milwaukee CBD in the afternoor; and the construction of the Grafton Commuter Center, which will be used as a tenefor each between the normal particular in the tenes. Center, which will be used as a transfer point between the express bus and private auto nobiles as well as shuttle and taxi vehicles
- The Mequon Shuttle route would be offered as a demand-responsive service instead of fixed-mute service due to low and inconsistent ridership
- The Saukville and Grafton-Saukville Shuttles would be operated with a four- or five-passenger vehicle instead of a 16-passenger vehicle. In addition, the 10:36 p.m. one-way run on weekday evenings would he eliminated on the Grafton-Sankville Shuttle

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- A new Belgium shuttle would be initiated to provide fixed-route, connecting service with the express bus. The shuttle would operate during three periods each weekday including a one-way northbound trip in the early morning, a round-trip in the mid-afternoon, and another one-way southbound trip. This service would be implemented only if the industrial parks in the Belgium area develop as envisioned by 2006 and are deemed to warrant shuttle service by local officials. In the interim period, the area would continue to be served by the existing taxi service connecting with the express bus route.
- Assuming implementation of all the recommended service changes, daily service hours on Route No. 143
 would be reduced by about three hours from June 2001 service hours, and the required number of bus and
 shuttle vehicles would remain at 8 vehicles.
- Cash fares would be increased twice during the planning period by a total of \$0.35 for Route No. 143 from the existing 2002 adult cash fare of \$2.00 per trip to \$2.25 per trip in 2003 and \$2.35 per trip in 2003 and \$2.35 per trip in 2006 and by \$0.20 on the shuttle routes from the existing \$0.50 per trip to \$0.20 per trip in 2006. This will aid in maintaining a stable farebox recovery rate, considering anticipated ating exper
- Five privately owned parking lots near the intersection of IH 43 and Mequon Road and along Port Washington Road were considered for temporary use as park-ride facilities for bus and shuttle service. However, none of the lots were deemed to represent an ideal choice for a park-ride facility. Problems were noted with safe bus operation within the parking lot, and with parking lot access and egrees from Port Washington Road during peak traffic hours when buses would have to make left turns across traffic lanes at unsignalized intersections. Existing morning and afternoon bus trips serving the park-ride lots in Grafton and Cedarburg and operating exclusively over IH 43 to provide fast service for downtown Milwaukce workers would also need to be changed to operate over Port Washington Road to serve the parking lots identified. This would require additional running time in the schedules and result in longer travel times for downtown workers. Rather than using the privately-owned lots examined, County staff indicated a preference for the construction of a public facility at the IH 43 and Mequon Road interchange. The cost of developing a park-ride facility on 3 acres at this site with 125 parking spaces and configured for transit service was estimated at approximately \$1.45 million including about 33:0,000 for park-ride for transit service was estimated at approximately \$1.4 million including about \$35,000 for park-tild for transit service was estimated at approximately \$1.4 million including about \$35,000 for park-tild lot construction and about \$1.1 million for land acquisition and relocation of an existing home. While preferred by the County, the high costs of developing a facility at this site may preclude its

Plan Performance and Costs

That is constant to and Determinations The analyses attendant to the performance of the recommended bus and transit services for Ozaukee County, and the cost and funding forecasts associated with those services, are predicated upon the following assumption

- Implementation of the recommended service changes will be phased-in over the planning period to allow for time needed to obtain local approval and for the costs of new and restructured services to be incorporated into the operating budgets of the bus and taxi systems and into applications for Federal and State operating assistance.
- All costs are expressed in projected "year of expenditure" dollars and assume an increase of 3 percent per year increase in operating costs per unit of transit service and capital project costs due to general price inflation. As a result, the unit costs of service operation would be expected to increase by about 16 percent over 2002 levels by the end of the planning period.
- The cost of constructing a properly configured park-ride lot near the interchange of IH 43 and Mequon Road (STH 167) in the City of Mequon was not included in the costs of implementing this The cost of con 15

plan. The cost of this facility was included in the adopted regional transportation system plan. While not essential to providing the recommended commuter transit services, this park-ride lot would facilitate use of those services and should be put in place under a cooperative effort by Oznuke County, the City of Mequon, and the Wisconsin Department of Transportation as soon as possible.

- The service levels, ridership, and costs attendant to the commuter shuttle services are included in the figures for the Ozaukee County Taxi System. The shuttle services would largely be integrated in the taxi operation to improve the performance of the shuttle services.
- The Federal and State governments will not significantly change the operating assistance programs that are in place during 2002. Funds available to Ozzukee County under the Federal Section 5311 Program and State 85.20 Urban Mass Transit Operating Assistance Program will remain at the 2002 dollar amounts throughout the planning period and will not keep pace with increases in operating coste
- Federal and State assistance for transit demonstration projects will continue to be available through the existing WETAP and CMAQ Programs to cover between 75 and 80 percent of eligible project costs.

Local Taxi Service Element

The anticipated average annual operating characteristics, ridership, and costs for the Ozaukee County taxi system under the recommended plan, shown in Table 1, may be summarized as follows:

- Assuming implementation of all the recommended service changes, the local taxi service element would operate an average of about 41,400 vehicle hours of service and about 776,400 vehicle miles of service annually over the preliminary planning period, an increase of about 4 to 6 percent over vehicle hours and miles of service provided by the County taxi system in 2001.
- Under the plan, the taxi system may be expected to carry an average of about 65,000 revenue passengers annually over the period, representing an increase of about 13 percent over the 2001 ridership level on the system. Overall, the number of riders per vehicle hour of service provided may be expected to approximate 1.6 under the recommended plan, about 14 percent higher than the 1.4 passengers per vehicle hour carried on the system in 2001.
- The total cost of operating the recommended taxi service would be expected to be about \$1.07 million annually, representing an increase of about 15 percent over the estimated total expenses in 2001 for the system. Of this total, about \$144,800, or 14 percent, may be expected to be recovered by farebox
- Federal and State funds amounting to approximately \$780,500 annually may be expected to cover about 85 percent of the total operating assistance of \$927,800. This would leave about \$147,300 to be covered by the County annually, about 36 percent lower than the \$231,000 in County tax levy monies provided and by the tax isystem in 2001. The lower average annual Courty funding level under the plan compared to 2001 is largely the result of higher levels of Federal and State transit operating assistance funds for 2002 through 2006-between 61 and 67 percent of total operating costs compared with about 55 percent in 2001-and an increase in the State specialized transportation assistance program funds that were allocated to the taxi system by Ozaukee County
- The cost of capital equipment and facilities for the taxi system would be about \$167,300 annually, covering the purchase of 26 vehicles, mobile ndio equipment, and remodeling office space for the taxi operator. Approximately \$136,200, or 81 percent, of this average annual cost would be expected to be covered by Federal funds, and about \$31,100, or 19 percent, would be required to be funded by the County

IJAL SERVICE LEVELS, NO ERSHIP, C DSTS, REVENUES, AND ASSISTANCE XUNTY TAXI SYSTEM: 2001-2006

Characteristic	Estimated 2001	Average Annual 2002-2006 Under Recommended Plan*
Service		
Total Vehicle Miles	734,390	776,400
Total Vehicle Hours	39,940	41,400
Ridership		
Total Passengers	57.300	65,000
Passangers per Revenue Vehicle Mile	0.06	0.08
Passangers per Revenue Vehicle Hour	1.4	1.6
Operating Costs, Revenues, and Assistance		
Operating Expenses	\$933,100	\$1,072,600
Passenger Revenues	\$120,500	\$144,800
Required Public Assistance	\$812,600	\$927,800
Farebox Recovery	12.9%	13.5%
Sources of Public Assistance		10.07
Federal	\$68.690	\$308,300
State	\$513,000	\$472,200
Local	\$231,000	\$147,300
Total	\$812,600	\$927,800
Per Trip date		
Operating Cost	\$16,28	\$16.50
Revenue	\$2.10	\$2.23
Total Public Assistance	\$14.18	\$14.27
Local Public Assistance	\$4.03	\$2.27

ving assumptions were made in preparing the forecasts of annual ridership, revi

- 1. Expanded weekday evening service would be initiated in July 2003 for a three-year den Federal and State funds obtained through the Wisconsin Employment Transportation Assis
- 2. 3
- Expanded weekdey evening service would be initiated in July 2003 for a three-year demonstration period using Federal and State funds obtained through the Wieconsin Employment Transportation Assistance Program. Expanded weekdey midday service would be initiated in January 2006 for a three-year demonstration period using Federal funds obtained through the Congestion Mitigation and Air Quality (CMAQ) improvement Program. Expanded huttle service to Belgium would be initiated in January 2006 for a three-year demonstration period using Federal and State funds obtained through the Useonain Employment Transportation Assistance Program. Operating expenses per vehicle hour of transit service will increase by 3 percent per year demonstration period using Federal and State funds obtained through the Wieconain Employment Transportation Assistance forgaren. Beze adult cash feres on all services, which currently range from \$2.50 to \$3.25 per trip. will be increased by 2005 per trip form \$2.75 to \$3.50 per trip. Similar increase would be made in other firme categories. The cost of the multi-ride punch card will remain at \$20.00, but will be redeemable for \$22.00 to taxif area beginning in 2003. The total encounts of Federal Section \$311 trenait sestistance and State transit operating sestistance will denine from 67 percent in 2003 to about 61 percent in 2008. State sestistance aid through the Specialized Transportation Assistance Program for Counties will increase by 3 percent per year between 2002 and 2008. Federal end State Suite sestistance for transit demonstration projects will be available to Casukee County through the Federal Congestion and Air Quality (CMAQ) improvement Program to cover up to 40 percent of eligible project costs, and the Wieconain Employment Transportation Assistance Program (WETAP) to cover up to 76 percent of eligible project costs. 4.
- 6. 7.
- 8.

Source: Oraukee County Transit Services and SEWRPC

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uter Bus Service Element Comm

The amicipated average annual operating characteristics, ridership, and costs for the Ozaukee County Express b system under the recommended plan, shown in Table 2, may be summarized as follows:

- Assuming implementation of all the recommended service changes, the Ozaukee County Express bus system would operate an average of about 7,300 revenue vehicle bours of service and 201,600 revenue vehicle miles of service annually over the planning period, a decrease of about 10 and 27 percent, respectively, from the service levels operated in 2001. Assuming implementation of all the recon
- Under the preliminary plan, the County bus system may be expected to carry an average of about 94,500 revenue passengers annually over the period, representing an increase of about 3 percent over the 2001 riderabip level on the system. The forecast riderabip under the plan reflects relatively stable riderabip by workers commuting to jobs in Ozaukee County and downtown Milwaukee, and a small increases in riderabip resulting from passengers commuting to the University of Wisconsin-Milwaukee using the proposed stop at the Brown Deer Road park-ride lot to connect with existing UBUS service.
- The total cost of operating the recomme ided bus service w ould be expected to be about \$802,800 The total cost of operating the involutionation of the set of the plan, representing a decrease of about 6 percent over the operating costs in 2001 for the system. Of this total, about \$147,800, or 18 percent, may be expected to be recovered by
- Federal and State funds amounting to approximately \$514,900 annually may be expected to cover abo 79 percent of the total operating assistance of \$655,800. This would leave about 140,100 to be cover by the County annually, about 19 percent higher than the \$117,500 in County tax levy monies provide for the bus system in 2001. .
- The average cost of capital equipment and facilities for the bus system would be about \$419,900 annually, between 2002 and 2006, including \$168,900 for the purchase of 3 vehicles, and \$251,000 for the design and construction of a commuter center in the Village of Grafton. Approximately \$336,200, or 80 percent, of the total amount cost are expected to be covered by Federal funds. The remaining \$83,700, or 20 percent, would be provided Ozaukoe County and the Village of Grafton with about \$\$8,600 required to be funded by the County and about \$\$25,100 to be funded by the Village of Grafton for its share of the design and construction of the Grafton Commuter Center.

Plas Implementation Ozaukee County will have the primary responsibility for the necessary plan implementation actions through the following stens:

- Subject to the approval of the Transit Committee of the Ozaukee County Board of Supervisors and the Ozaukee County Board, County staff of the Ozaukee County Transit Services would need to prepare detailed operating plans that refine the service changes proposed by the plan.
- County staff will need to undertake one or more competitive procurement processes to select the providers of recommended transit services prior to the expiration of existing taxi and bus service constructs at the end of 2002 and 2005. The procurement actions should be structured to meet all Federal and State
- Pursuant to Federal regulations, the County will need to conduct one or more public hearings for the specific service and fare changes proposed under the plan.
- County staff will need to prepare operating budgets and annual Federal and State funding support applications to acquire necessary funding over the planning period. ٠

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ANNUAL SERVICE LEVELS, RIDERSHIP, COSTS, REVENUES, AND ASSISTANCE FOR THE RECOMMENDED OZAUKEE COUNTY BUS SYSTEM: 2001-2006

Cherecteristic	Estimated 2001	Average Annual 2002-2005 Under Recommended Plan*
Service		
Revenue Vehicle Miles	224,200	201,600
Revenue Vehicle Hours	10,000	7,300
Ridership	1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 -	
Total Passengers	91,700	\$4,500
Passangers per Revenue Vehicle Mile	0.41	0.47
Passangers per Revenue Vehicle Hour	9.2	12.9
Operating Costs, Revenues, and Assistance		
Operating Expenses	\$852,900	\$802,800
Passenger Revenues	\$133,200	\$147,800
Required Public Assistance	\$719,700	\$655,000
Farebox Recovery	15.6%	18.4%
Sources of Public Assistance	1	
Federal	\$308,800	\$215,200
State	\$293,400	\$299,700
Loost	\$117,600	\$140,100
Total	\$719,700	\$655,000
Per Trip data		
Operating Cost	\$9.30	\$8.50
Revenue	\$1.45	\$1.57
Total Public Assistance	\$7.85	\$6.93
Local Public Assistance	\$1.28	\$1.48

"The folio ere made in preparing the forecasts of annual ridership, revenues, and costs

- The recommended adjustments to bus and shuttle services would be implemented in 2002.
 Operating expenses per vehicle hour of transit service would be reduced slightly in June 2002 when buses purchased by Ozeakee County replace vehicles provided by the Milwaukee County Transit System. For 2003 through 2006, operating expenses per vehicle hour will increase by 2 percent per yeak.
 Base adult cash fares, which are currently \$2.00 per trip for Roure No. 143 and \$0.50 per trip for shuttle service. No. 143 and \$0.00 per trip for shuttle service. Feres will be increased by \$0.10 per trip to \$2.25 for froute No. 143 and \$0.30 per trip for shuttle service. Feres will be increased again in 2006 by \$0.10 per trip to \$2.35 for Route No. 143 and \$0.70 per trip for shuttle service.
 The total amounts of Foderal Section 5311 transit assistance and State transit operating assistance will remain at 2002 levels over the panning period. The proportion of operating expenses covered by these funds will decline from 67 percent in 2002 to about \$1 percent in 2006.

e County Transit Services a

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The Wisconsin Department of Transportation and Ozaukee County should undertake a cooperative effort directed at the construction of a new park-ride lot near the intersection of Mequon Road and IH 43 in the City of Mequon, and the construction of a commuter center in the Village of Grafton.

COMPLETION OF THE TRANSIT SERVICE PLAN

The Advisory Committee desires to complete preparation of the Ozaukee County transit system development plan by the end of May 2002. Prior to its completion, the Advisory Committee seeks review comments and suggestions on the preliminary plan from the local units of government in the County, public and private social service agencies and organizations, the Ozaukee County business community, and the general public. Both oral and written comments on the plan are velocimed. The Advisory Committee will review the public comments received and incorporate any necessary changes into a final recommended plan. The final plan will then be forwarded to the Ozaukee County Board of Supervisors for its consideration. Comments on the plan will be accepted through May 15, 2002, and should be submitted to:

Southeastern Wisconsin Regional Planning Commission W239 N1812 Rockwood Drive P.O. Box 1607 Wankesha, Wisconsin 53187-1607 Phone: 262-547-6721 Fax: 262-547-1103 E-mail: ozaukeetra n@sewroc.org

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Attachment I

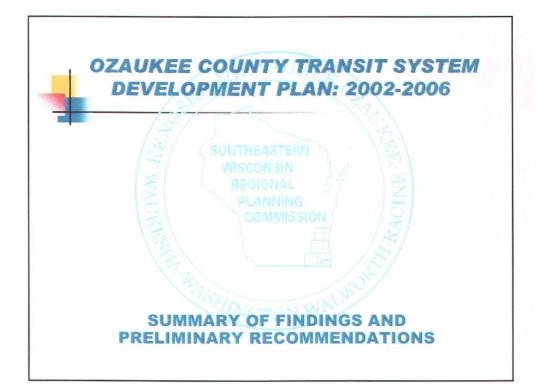
OZAUKEE COUNTY PUBLIC TRANSIT PLANNING ADVISORY COMMITTEE

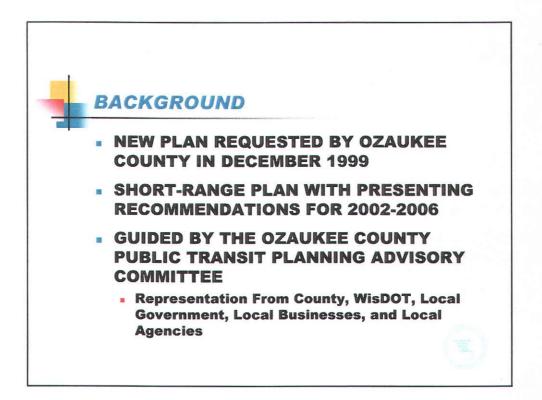
Rose Hass Leider, Chairman	
Donald Dohrwardt	
Eleanor Doyte	Supervisor, Town of Fredonia
Robert R. Dreblow	Highway Commissioner, Ozaukee County
David Eberhardt	Citizen Member, Village of Grafton
Sharon Gilman	Director, Ozaukee County Transit Services
Mark Gottlieb	Mayor, City of Port Washington
	President, G & G Enterprises, Inc.
Ronald G. Heinritz	Trustee, Village of Thiensville
Terry Hoffman	Chairman, Wisconsin Towns Association, Ozaukee County Unit
James L. Huiras	
	Executive Director, Forward Cedarburg, Inc.
Carol La Fontaine	
Polly Miller	Program and Planning Analyst, Bureau of Transit & Local Roads,
	Wisconsin Department of Transportation
Christine Nuemberg	Mayor, City of Mequon
	Executive Director, Mequon-Thiensville
Bob Rathsack	
Karen Schmiechen	
	Wisconsin Department of Transportation
Donald J. Schommer	President, Village of Belgium
Carole Stuebe	Director, Portal Industries
Michael E. Vebber	Director of Operations, Milwaukee County Transit System

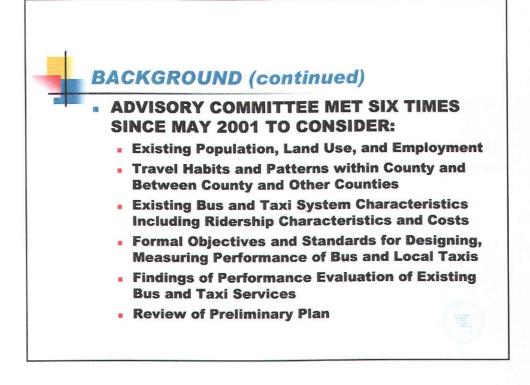
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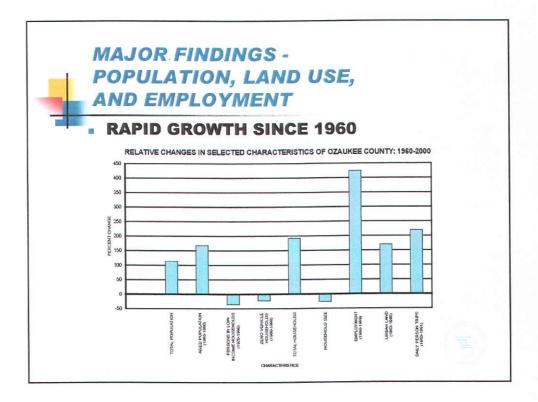
Exhibit B-6

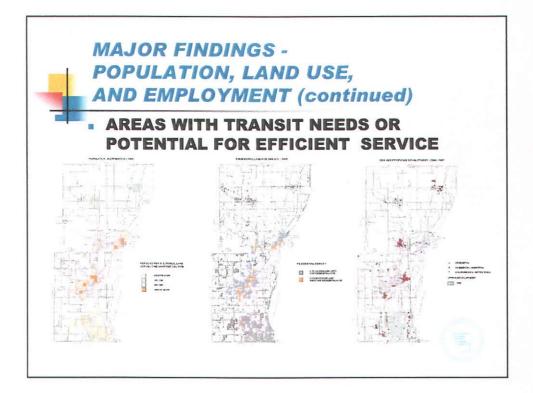
PRESENTATION ON PRELIMINARY RECOMMENDED PLAN MADE AT MAY 15, 2002, PUBLIC INFORMATIONAL MEETING

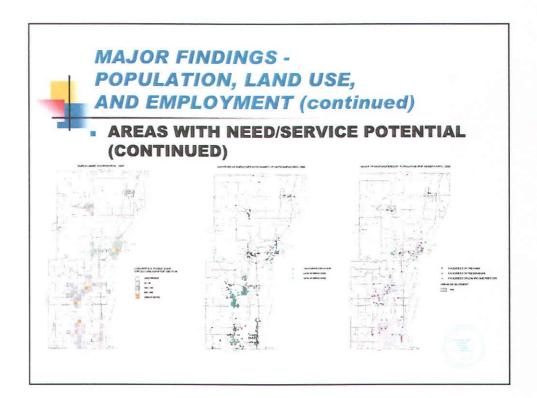


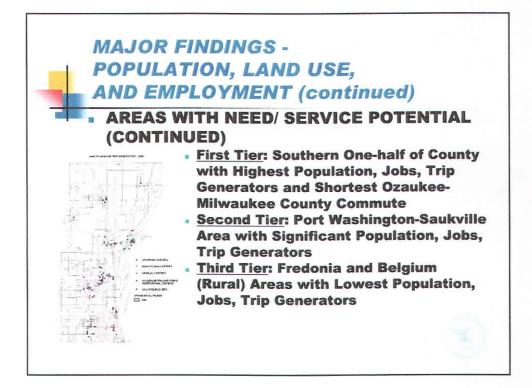


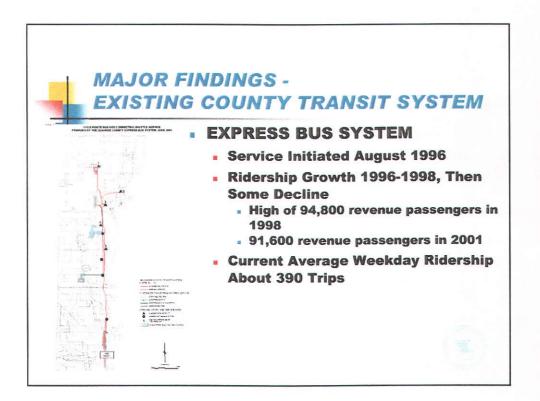


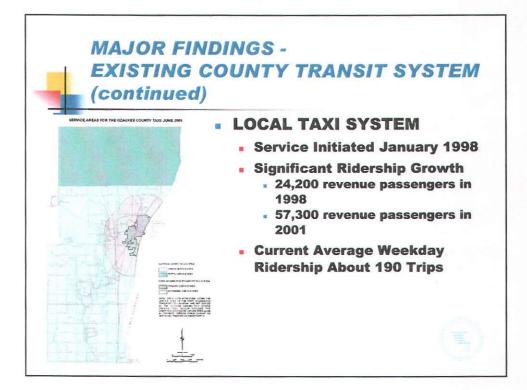


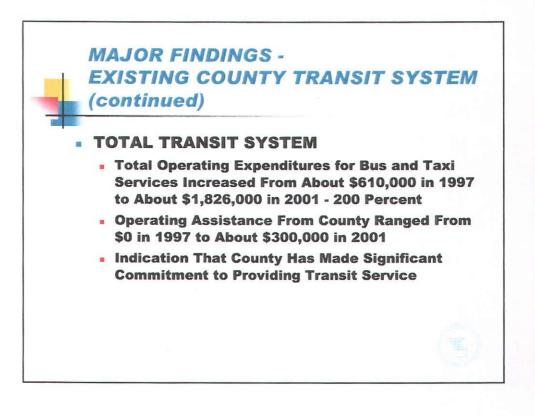


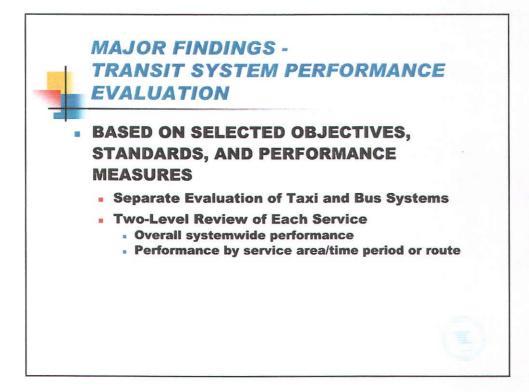


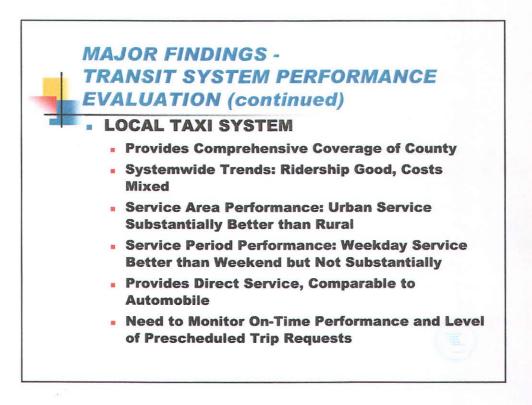


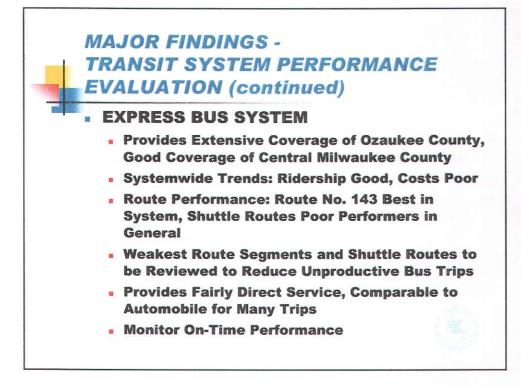








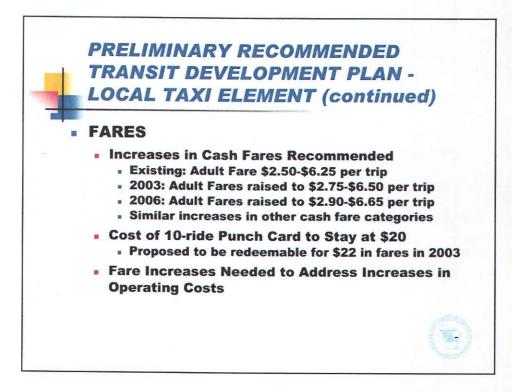


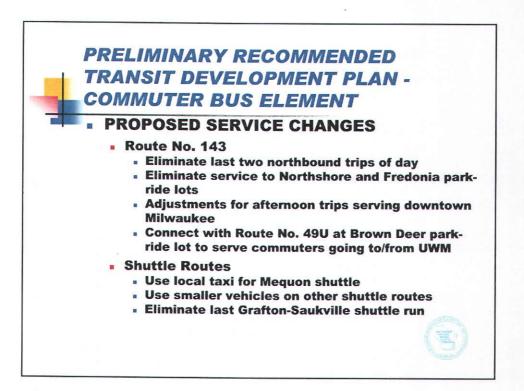


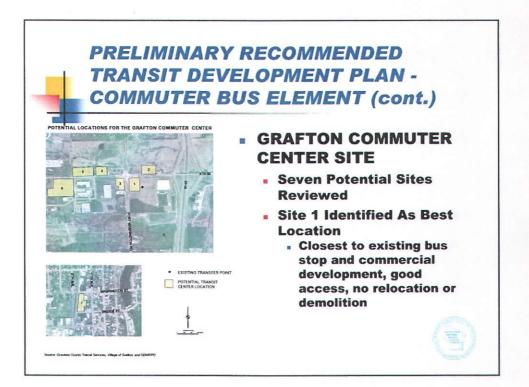


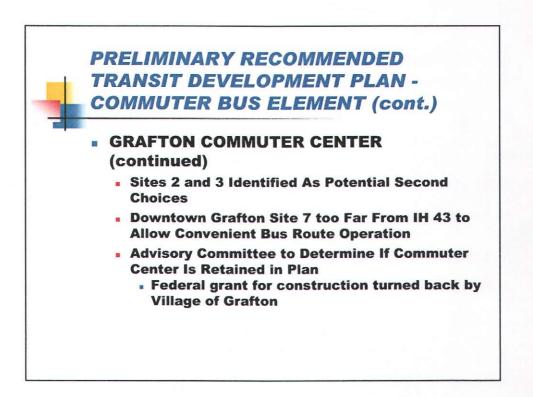


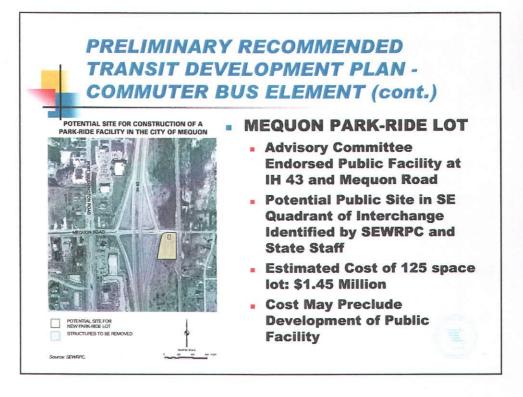


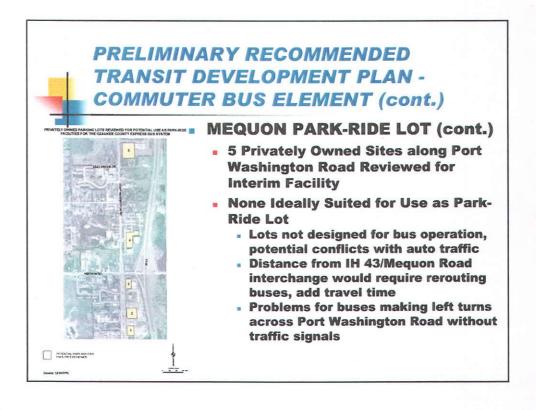


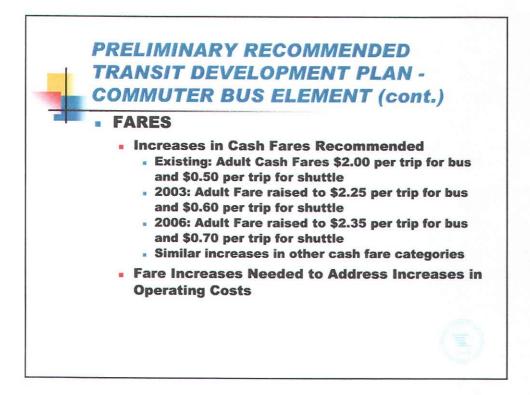


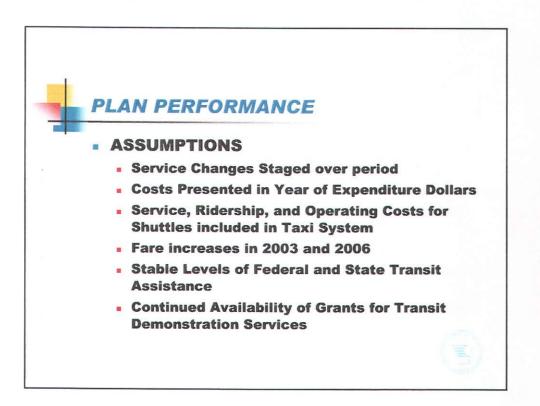


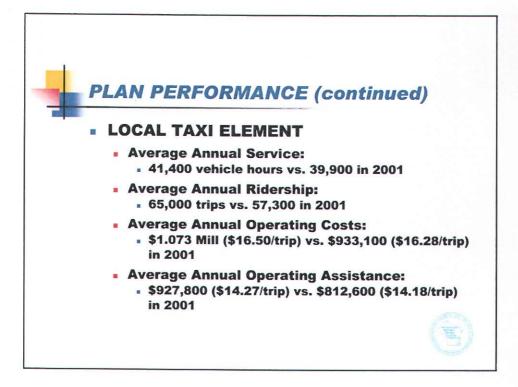


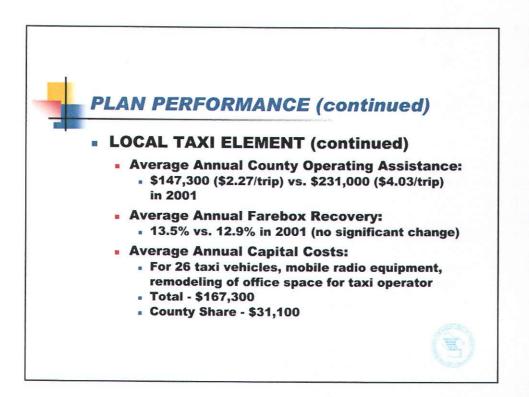


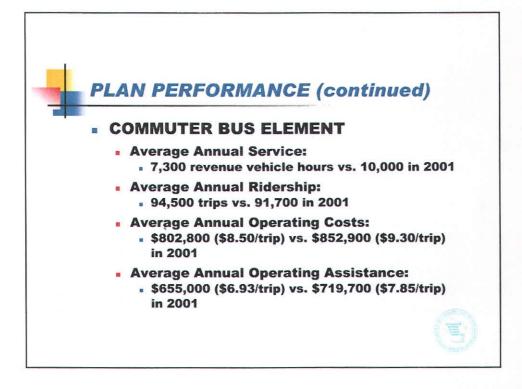


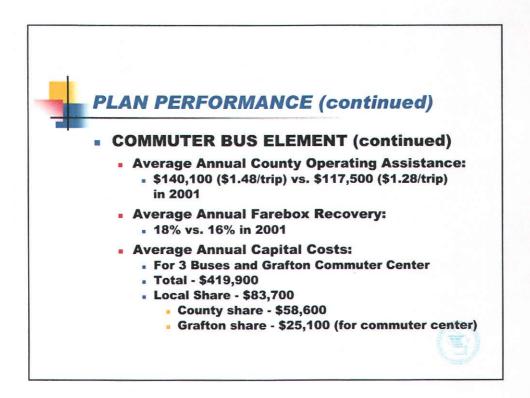


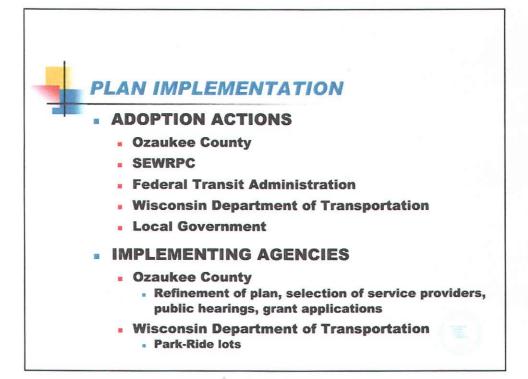


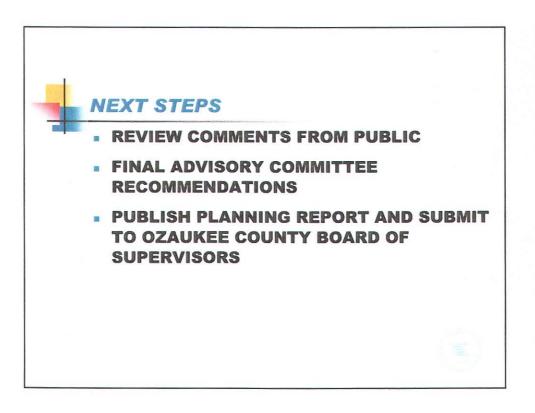












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SOUTHEASTERN WISCONSIN REGIONAL PLANNING COMMISSION STAFF

Philip C. Evenson, AICP Executive Director
Kenneth R.Yunker, PE Assistant Director
Nancy M. Anderson, AICP Chief Community Assistance Planner
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Robert P. Biebel, PE, PH Chief Environmental Engineer
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Elizabeth A. LarsenBusiness Manager
John G. McDougall Geographic Information Systems Manager
John R. Meland Chief Economic Development Planner
Donald M. Reed, Ph.D Chief Biologist
William J. Stauber, AICP

Special acknowledgment is due Mr. Albert A. Beck, SEWRPC Principal Planner, and Ms. Becky Schlenvogt, SEWRPC Planner, for their contributions to the preparation of this report.