RECORD OF PUBLIC COMMENTS

WAUKESHA TRANSIT DEVELOPMENT PLAN: ALTERNATIVE SERVICE CHANGES

COMMENTS RECEIVED AUGUST 20 THROUGH SEPTEMBER 7, 2012
SOUTHEASTERN WISCONSIN REGIONAL PLANNING COMMISSION

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RECORD OF PUBLIC COMMENTS

WAUKESHA METRO
TRANSIT DEVELOPMENT PLAN:
ALTERNATIVE SERVICE CHANGES

COMMENTS RECEIVED AUGUST 20
THROUGH SEPTEMBER 7, 2012

Prepared by the
Southeastern Wisconsin Regional Planning Commission
W239 N1812 Rockwood Drive
P.O. Box 1607
Waukesha, Wisconsin  53187-1607
www. sewrpc.org

September 2012
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INTRODUCTION

This report documents the comments received on the Waukesha Metro Transit Development Plan from August 20, 2012 through September 7, 2012, and consists of a summary of the comments received and a series of appendices:

- Written and oral comments received from August 20, 2012 through September 7, 2012 (Appendix A).
- Attendance records of the public informational meeting held August 27, 2012 (Appendix B).
- Materials announcing the public informational meeting and summary materials distributed at the meeting (Appendix C).
- Newspaper articles concerning Waukesha Metro Transit and the short-range transit planning effort published during the comment period (Appendix D).

Background

Commission staff solicited public input on the Waukesha Metro Transit Development Plan in two ways. First, Commission and transit system staff held a public informational meeting on August 27, 2012, at the Waukesha Downtown Transit Center. The purpose of the meeting was to distribute information and provide an update on the plan to interested parties and to obtain comments on transit system improvement alternatives. A total of 30 people attended the public meeting which is documented in Appendices A and B. Commission and transit system staff were also present at the meeting to answer questions from the public on all aspects of the study.

The second way that the Commission solicited public comment was through advertising and outreach, as documented in Appendix C. A display advertisement regarding the public informational meetings was published in the Waukesha Freeman, the principal newspaper for the City of Waukesha. Displays announcing the meeting were also placed in the advertising frames on the interior of all Metro buses. A newsletter summarizing work completed on the plan to date, Waukesha Metro Transit Development Plan Newsletter 1 (see Appendix C), was prepared by Commission staff. Newsletter 1 summarized the work completed to-date on the plan as of August 2012 and included a description of the existing Waukesha Metro transit service, an overview of the evaluation of the existing Metro transit bus services, and a description of the three alternative transit service improvement plans. Newsletter 1 was available on-line through the website the Commission maintained for the study and was distributed as a handout at the public informational meeting.
COMMENTS RECEIVED REGARDING THE
WAUKESHA METRO TRANSIT DEVELOPMENT PLAN

From August 20, 2012 through September 7, 2012, a total of 19 comments were made regarding the Waukesha Metro Transit System, the transit system development plan, or the alternative service improvements. The comments were provided in several ways including: on comment forms available at the August 27, 2012, public informational meeting; to the court reporter present at the meeting; via letter, e-mail, or through the Commission website; or orally to transit system and Commission staff present at the public informational meeting. The specific comments are provided in Appendix A.

A total of 16 comments were provided to staff or the court reporter at the August 27, 2012, public informational meeting. The comments included:

- Three Commenters requested extended service hours on the weekends and weeknights.
- Two Commenters voiced support for improving and expanding the system (Alternative 2).
- Two Commenters requested that Route 15 be preserved.
- One Commenter wished handicapped individuals would take Metrolift.
- One Commenter suggested running an expanded service on Sunday.
- One Commenter indicated that the transit system is great, and nothing should be changed.
- One Commenter suggested increasing the City’s local share of the transit system’s budget to avoid service cuts.
- One Commenter supported eliminating Route 15.
- One Commenter was against the formation of any type of regional transit authority.
- One Commenter indicated that Routes 1, 3 and 4 have a commonly used transfer point at Main and Barstow, which should be considered when planning any changes to those routes.
- One Commenter encouraged the system to continue purchasing Clean Diesel buses as opposed to electric or hybrid.
- One Commenter requested more buses to reduce crowding.

Eight written comments were provided on the comment forms or in personal letters at the August 27, 2012, public informational meeting. The comments included:

- Two Commenters expressed support for keeping Route No. 15.
- One Commenter indicated that the Metro transit service was great, and nothing should be changed.
- One Commenter indicated that the bus service provided mobility for a relative who cannot drive a car.
- One Commenter indicated that the bus service should be expanded to run later in the evening to service people who work second shift and who commute to jobs in New Berlin and Milwaukee.
- One Commenter indicated that buses are late too often.
- One Commenter indicated that disabled individuals should use Metrolift.
- One Commenter requested service be provided to the Majestic Theater and Meadowbrook Marketplace and also noted other problems including: buses constantly running late, front seats on buses being occupied by passengers who were neither elderly or disabled, and problems with schedule adherence caused by serving passengers using wheelchairs.
Three comments were submitted through the website maintained by the Commission for the City transit development plan. The comments included:

- A dentist office that expressed support for keeping Route No. 15, noting that it had many patients with physical and cognitive disabilities that rely on Route No. 15 to get to appointments.

- One commenter that noted Route No. 15 buses were often speeding on Larchmont Drive and requested the route be relocated to Sunset Drive.

- One Commenter who indicated they used the bus because they were disabled and requested that service be provided to the Majestic Theater.
Appendix A

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Appendix A-1

WRITTEN COMMENTS RECEIVED BY ONLINE COMMENT FORM AND E-MAIL

We have lived on Larchmont Drive for over 25 years and feel that a bus route should not be on Larchmont Dr., as this is a residential area. We have noticed that cyclists are a hazard on this bus route. The bus is mostly empty. Can the bus be rerouted, perhaps onto Sunset Dr.?

Also, our concern is the speed at which this bus travels. It seems to be doing well over the 25 mph. An increase in the bus route would be greatly appreciated.

Sincerely,
George & Martine Blair

Robert Johnson

I can't be at the meeting, so the paper said we could submit comments online, but I don't see where.

Go to www.myeights.org

3. Many times when I drive by a bus, it has its hazards on and pulls to the curb and pulls away. This is very dangerous and confusing drivers. Use turn signals, not hazards.

I see too many buses at the same time. I think you need smaller vehicles. It just seems to be a waste of money, although I don't know the boards. I am sure buses serve certain people, but it seems that tax money is wasted when buses are empty almost every time I see them.

Thank you,
WAKEFIELD RESIDENT

Beck, Albert A.

Our dental practice is located on Racine Avenue in the City of Waukesha on Route 15. We have many patients who use Route 15 to get in and from our practice, who do not have other means of transportation. Cutting this route would mean a major hardship for these patients as we are the only practice in the City of Waukesha that accepts the State of Wisconsin Medicaid insurance and our ensemble patients with mental or physical disabilities. These patients often cannot get to this office without the bus or by contracting with one of the agencies who provide transportation. These other agencies are overwhelmed with the number of riders they are providing now. In addition, these patients face numerous obstacles due to the lack of access to care and exiting Route 15 would throw up another unnecessary roadblock at a time when we should be providing more help to them, not less. We would urge the Commission to reconsider any cuts to Route 15.

From: mjoyce@nccn.org
Send: vendo@nccn.org
Date: Wednesday, August 29, 2012 2:20 PM
To: Beck Albert A.
Subject: PK, Waukesha Metro Transit Development Plan Comment Form

Addressee: yes
Notify/meetletters: yes
Notify/publicmeetings: no
Requestforinfo: no
File/Name1: Linda
LastName1: Waukesha
Email: enamel@nccn.org
Mailing/Address1: 831 N. State Ave W503
City1: Waukesha
State1: WI
Zipcode1: 53186-0829
Phone: 992-218-228

comments:
I currently use Waukesha Metro Transit for appointments, shopping, and I would like to use it to get to the Majestic Theatre. I believe currently only the Metro fills gets there. I ride the bus because I have a disability.

ClientID: 992-218-228
SessionID: 421f1ed8f4ef5c69d
See Current Results
Appendix A-2

WRITTEN COMMENTS SUBMITTED AT PUBLIC MEETINGS

WRITTEN COMMENT
PUBLIC INFORMATION MEETING
WAUKESHA METRO TRANSIT DEVELOPMENT PLAN:
2013 - 2017
August 27, 2012
Waukesha Metro Transit Center

Name: Mary Almseri

Mailing Address: 1951 Rambling Rose Rd
Waukesha, WI 53186

Comment:

Concerned for handicapped brother who uses the bus as he cannot drive a car. The bus gives him mobility.

Thank you

---

WRITTEN COMMENT
PUBLIC INFORMATION MEETING
WAUKESHA METRO TRANSIT DEVELOPMENT PLAN:
2013 - 2017
August 27, 2012
Waukesha Metro Transit Center

Name: Eugene McGarick

Mailing Address: 215 E. Park Ave
Waukesha, WI 53186

Comment:

SHOULD EXPAND NIGHT SERVICE TO 11:30, ESPECIALLY TO NEW BERLIN & MILWAUKEE FOR PEOPLE WHO WORK 2ND SHIFT

---

WRITTEN COMMENT
PUBLIC INFORMATION MEETING
WAUKESHA METRO TRANSIT DEVELOPMENT PLAN:
2013 - 2017
August 27, 2012
Waukesha Metro Transit Center

Name: Maria Cizelc

Mailing Address: 1261 Delafield Street
Apartment #315
Waukesha, WI 53181

Comment:

Metro Transit is doing a great job, please do not change anything. Keep going.

---

WRITTEN COMMENT
PUBLIC INFORMATION MEETING
WAUKESHA METRO TRANSIT DEVELOPMENT PLAN:
2013 - 2017
August 27, 2012
Waukesha Metro Transit Center

Name: Danis Mikolajczeck

Mailing Address: 267 W. Main #14
Waukesha, WI 53186

Comment:

I think the route #15 should be kept. As there are more people using it now than there were in 2010. I use it at least twice a week and see more passengers using it. Stagger times bus runs. Example: 9:00, next one 10:10, next 11:20, etc.
These are the things I feel need improvement by Waukesha Metro.

1. Schedules—Schedules should be staggered by 10 minutes every hour. For example, bus leaves at 8:50, next time it should leave at 10:00, 11:10, etc.
2. Drivers that are continually late should be trained to be on time. It is very inconvenient for passengers to have buses running late. It means less time to complete your tasks if you plan on being able to catch a bus in an hour. It is also not very pleasant to have to stand in the heat, rain, snow, and cold for an extra 5-10 minutes. It also makes a difference in catching a Milwaukee bus at Brookfield Square, or getting to appointments etc. on time.
3. The seats in the front of the bus that are supposed to be for seniors and handicapped should not be used by young people, people with children, people with groceries, etc. unless they are handicapped or seniors. They should be asked to move if someone who qualifies to sit there by law gets on the bus.
4. There should be new leadership at Waukesha Metro. We need someone in charge that cares about the passengers. As it is now, the passengers are of no concern to the people that make the decisions.

There are some drivers that are consistently late no matter what route they are on, no matter the weather conditions, etc. is one of the worst offenders. Drivers that are always late make all the buses that have to wait for transfers late and inconveniences the passengers both on that bus and others.

The scheduling needs to change due to the fact that there have been many new stops added to the routes, new shopping centers, Walmart, etc. More and more handicapped people using wheelchairs is another reason schedules have to be changed. It takes time to get them on the bus, strapped in, etc. If schedules are changed, everyone will adjust to it. At least everyone will know what time to expect them to appear, and what time they will get to their destination.

I am a senior, almost 76. I am so tired of getting on the bus to discover the front seats occupied by young people, people with children, etc. I have to go up the stairs to find a seat. There is a federal law regarding elderly and handicapped and it ought to be posted as it is on the Milwaukee buses and it ought to be enforced. If a senior or handicapped person gets on the others should be asked to move.

All suggestions made by passengers now fall on deaf ears. Buses should go to or close to the Majestic Theater. There are no sidewalks along the area from the current bus stop to the theater. There is a new shopping area across from Brookfield Square that has no stop anywhere close to it. There is a new road built to serve this area and it would be easy for the route 71 buses to go straight across Bluemound, go down to the end of that road, make a left turn, go the end of that block and make another left turn onto Ruf Road and out to Bluemound. Meudonbrook Shopping Center is also not served.

Handicap people TAKE METRO! İ
Appendix A-3

ORAL COMMENTS PRESENTED TO COURT REPORTERS AT PUBLIC MEETINGS

STATE OF WISCONSIN

PUBLIC COMMENTS IN RE:

WAUKESHA METRO TRANSIT DEVELOPMENT PLAN 2013-2017

TRANSCRIPT OF PUBLIC COMMENTS, before

SHEILA FINNegan-MARTINEZ, a Registered Professional
Reporter and Notary Public in and for the State of
Wisconsin, at Waukesha Metro Transit Center,
212 East Saint Paul Avenue, Waukesha, Wisconsin, on
August 27, 2012, commencing at 4:00 p.m. and
concluding at 7:00 p.m.

CERTIFIED TRANSCRIPT

TRANSCRIPT OF PUBLIC COMMENTS, 08/27/2012

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PUBLIC COMMENTS BY:  Page

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MS. PAT REINERS 4

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TRANSCRIPT OF PUBLIC COMMENTS, 08/27/2012

TRANSCRIPT OF PUBLIC COMMENTS

MS. PAT REINERS: Being dropped off at
stop to wait for bus coming from terminal, many
times wait is long and could have gone to terminal
to get bus. Drivers are late too often! Handicap
people take Metrolift!!

MR. EDWARD BAGEMIH: Have they
considering extending services on Sunday? Because
Sundays are kind of a day, too, that a lot of
people need to get around, also. And that's been a
problem for some people that work on Sunday.

And, I mean, I said more services on
Sunday. Rather than having it actually -- more
buses on Sunday than there actually is, because
they run at such odd times, that sometimes people
need to make other arrangements to get to where
they need to go. Have they considered that?

MS. MARIA CIZEL: Hot Transit is doing
a great job. Please don't change anything.

Keep going.

MS. MARY ALMAI: Concerned for
handicapped brother who uses the bus, as he cannot
drive a car. The bus gives him mobility.

Thanks.

MR. MATTHEW PAUL STEIN: I would like to
say that I like the system improved, not

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A-4
disapproved, about having routes extended is what
the proposal to do seems like the best way I see
to figure to do or keep it the same, than having
It -- helping keeping better on-time performance.
And, also, to maybe think about having
better weekend service, of having earlier starts of
the days and extending the hours on the weekends a
little bit more than during the daytime. May be
having an hour later in the evening.
And maybe sticking with the current type
of bus fleet that we have with the low floor
areas -- from having hip surgery -- to get in and
out of -- and the ride helps with it, too, with
the improved capital improvement vehicles, too.
The buses are more comfortable and easier access
for somebody with a disability with having -- with
having my mobility the way it is, it sure helped
when I ended up having to have my surgery, having
the low floors on the routes, too, because I know I
wouldn’t have to use steps to get in and out of the
buses.
And, also, if they can still keep service
over by Aldi’s area and Aradale, which would be
nice.
I like to see how that they’re studying

TRANSCRIPT OF PUBLIC COMMENTS, 08/27/2012 6

everything in depth. It makes me feel that they’re
being fiscally responsible for the system, which I
appreciate.
And, also, if they could extend it later.
It would be nice; through the week, at least --
service. I would be willing to pay extra for bus
fare if they would be able to, even if it would be
a quarter or maybe, like, 10 more dollars for a bus
pass. If they would make extended service, I would
be willing to pay it, since I am in the market for
getting into the job force, and it would help me
be able to work different shifts, too.
And I do use the buses for everything I
do in my transportation needs, since the bus is my
main mode of transportation in the City of
Waukesha, and post the City of Waukesha to
Brookfield and to the Milwaukee County area, with
the connections in Brookfield Square to the
Milwaukee County Route 10.
Thank you for listening to the riders.
It’s much appreciated, as a valued rider since 1998
of Waukesha Metro Transit Authority. Keep up the
great work with your ideas and innovations of the
transit system of the Waukesha area. Much
appreciated.

MR. EUGENE NGOSCHE: Should expand
night service to 11:10, especially to New Berlin
and Milwaukee, for people who work second shift.

MS. DORIS KURKUDUCZAK: I think the Route
15 should be kept, as there are more people using
it now than there were in 1970 (sic). I use it at
least twice a week and see more passengers using
it. Slight times buses run for. Example: 9:00,
next one 10:10, next 11:10, etc.

MR. FRANK D. KINNEDER: Okay, what I
would like -- I would like to see people have
transportations to school and to work and, you
know, at a reasonable cost. I think busing is
something that’s reasonable.
You know what I’ve found over the years, a
lot of people think, “I have to have a car, I
have to have my own car. I have to drive by
myself.” And it’s, like, they don’t want to use
transportation.
Now, as I’m looking over here, the City
only spends a million-two-hundred-thousand dollars,
according to that chart, and that doesn’t seem to
me to be a -- I don’t have off the top of my head,
you know, what the total budget is. Somebody told
me it’s 15 million for the City. And, you
know, I mean, the other thing would be what do the
roads cost? What are we paying for costs? What
are we paying for the police department? What are
we paying for the fire department? How do we break
some of this down? A million dollars doesn’t seem to,
to me, to be that high.
In this economy, I would like to see
people have ability to get to work or get to the
hospital or kids get to school. And, I mean, you
know, you see at the high schools, kids are driving
cars. And I’m like, “Why are you buying a car for
the kid? Oh, they have to have their own car?
They don’t want to drive a bus?” And I’m like,
“Why?” I mean, I always took the bus to high
school when I went to high school in New Berlin.
And, you know, otherwise, you just walk somewhere.
You walk if you need to get around.
You know, I just would like to see the
lower-end people have some ways to get to the
places, and a million dollars doesn’t seem to be
that much. What routes are we cutting back?
My sister works at a company on Sunset
and Waukesha, and she was telling me one guy -- it
takes him an hour to get to work. He lives near
Summit, and it takes him an hour to get to work to

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the company down on Sunset. I mean, it's not that far, but sometimes -- if you cut more buses, it's not going to be taking some of the people longer to get to their places, I would guess.

And, you know, what I've heard over the years and complain -- a lot of time, they don't like to see empty buses. But, I mean, people don't want to use the buses. We all feel that we have to have our own car. And it's just, like, why can't you, you know, use the bus and, you know, try to save. Especially given some people that don't have the money and, you know, the ability to get around.

I mean, that just -- I'm looking at a million dollars. I don't think that that's that big an amount. I mean, I don't know what our budget costs for the police department, what it costs for the fire department, and what it maybe costs for the roads or some of that. What are we paying for the parks? Should we, you know, up the fees a little bit more on swimming or something?

So, you know, it is interesting that -- I mean, we are pretty spoiled. And the other thing is urban sprawl.

What I noticed in Europe is they don't allow their cities to sprawl out, and, you know, they have a

MR. MIKE NORDIN: I ride 15 to my job on East Sunset Avenue. Please do not eliminate 15. Thanks.

MR. AARON WASSER: Well, it's a few things. I suppose it's possible that the realignment of the Route 2 and Route 12 stopping at Brookfield Square is possible, although, on Route -- there are a lot of people who transfer between Route 1 and Route 2 at Westbrook, so that might actually make some people mad. Personally, I don't do it myself, but I do see a lot of that happening.

As for the Route 15, I do agree with its elimination. Before it went out of business, both the Route 3 and the Route 15 serviced many of the same areas.

I do not want to see a formation of the regional transit authority. I do not, for any reason. Not only are these people unelected, but they also have the power to raise taxes on us and to dictate us and to dictate us what we can and cannot do with our transportation funds.

And the main reason being is that these people that the citizens of Waukesha do not elect, for any reason, anybody on the Waukesha County Council proposing or voting for will find their jobs -- will find themselves out of office come election time.

Oh, yes. The route -- the stop over by
Main and Barstow, a lot of people transfer between the route because the buses wind up falling behind schedule; weather, construction, or external. A lot of people transfer between the Route 1 and Route 3, and the Route 4 at the stop over by Panos at Barstow and Main Street. So they will -- so the planner should seriously take that into consideration before they change the Route 1, the 3 and the 4 segments around that area. I think that's everything.

I've been going over the list of buses. It seems there are some that run purely on electricity. There is a -- it looks like there is also a hybrid vehicle. I would recommend that the Waukesha County Council and Waukesha Metro sticks with the newer generation of clean diesel buses as consumer -- as Popular Mechanics puts out, that those cleaner diesel buses with each new generation of diesel engines puts out less pollution that is actually harmful.

As for the hybrids and the 100 percent pure electric buses, I would stay away from those, as both Popular Mechanics and Consumer Reports -- both report that as far as hybrid and electrical vehicles, when it comes to the climate control system, the air conditioning and the ability to keep the heat on for hybrid and electric vehicles, cannot be -- doesn't work that well.

So if the Waukesha County Council is wise, they would stick with the clean, newer generation of cleaner-burning diesel gas engines than go with the hybrids.

Once again, as with the proposing and voting for the Waukesha Transit Authority, if I find out that any of the aldermen -- any of my aldermen either propose to purchase the hybrid or the electric bus, they will not get my vote in the next elections. Okay, that will do it.

MR. LUKE COUTU: My thing is -- one of the changes I just want to make sure that the -- I mean, don't cut away service like big parts, and I just want to make sure I can still depend on it on weekdays, and I ride it on the weekend, too. In other words, I don't want to see any reduction in any service whatsoever.

Like, if they cut weekend service or anything like that, I'm in trouble. I mean, because weekends -- I work during the week. And weekends, I like to do fun stuff: go to the lake or sometimes shopping or all over the place. And...
time. That's all I have to say. Thank you.

(Proceedings concluded at 7:00 p.m.)
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Appendix B

ATTENDANCE RECORD FOR PUBLIC INFORMATIONAL MEETING HELD ON AUGUST 27, 2012
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**Staff Present**

**SEWRPC Staff**
- Kenneth R. Yunker .................. Executive Director
- Albert A. Beck ....................... Principal Planner
- Kevin Muhs ......................... Transportation Engineer

**Waukesha Metro Staff**
- Robert C. Johnson ................. Transit Director
- Kevin Jay ........................... Dispatcher
- Kristin Zillmer .................... Customer Service Representative

**Brown and Jones Reporting**
- Sheila Finnegan-Martinez ........ Registered Professional and Notary Public
Appendix C

ANNOUNCEMENTS FOR PUBLIC INFORMATIONAL MEETING HELD ON AUGUST 27, 2012 AND SUMMARY MATERIALS DISTRIBUTED AT MEETING
PUBLIC INFORMATIONAL MEETING FOR THE
WAUKESHA METRO TRANSIT DEVELOPMENT PLAN

You are invited to attend a public informational meeting on the City of Waukesha Metro Transit Development Plan. The plan is being prepared by the Southeastern Wisconsin Regional Planning Commission (SEWRPC), at the request of the City of Waukesha. The plan will recommend transit service and capital improvements for the City of Waukesha transit system over the five-year period from 2013 to 2017. Meeting information is shown below.

Monday, August 27, 2012, 4:00-7:00 p.m.
Waukesha Downtown Transit Center Lobby
212 E. St. Paul Avenue, Waukesha

The meeting will be held in “open house” format, allowing you to attend at any time during the three-hour timeframe. Information will be provided on the findings of an evaluation of the existing transit system and on alternative transit routing and service changes. Your feedback on unmet transit service needs and alternative changes is very valuable to the preparation of this plan. More information about the plan is available on the study website at:

www.sewrpc.org/SEWRPC/Transportation/TransitDevelopmentPlans/CityWaukesha.htm

A court reporter will be available to record oral comments on the alternatives and other aspects of the plan. Written comments will be accepted through September 7, 2012, and may be submitted at the meeting or by U.S. mail, email, and fax using the address and telephone number listed below. Comments may also be submitted using the study website identified above.

The meeting location is handicapped accessible. Persons with special needs are asked to contact the SEWRPC office at (262) 547-6721 a minimum of 72 hours before the meeting so that appropriate arrangements can be made regarding access or mobility, review or interpretation of materials, active participation, or submission of comments.

Southeastern Wisconsin Regional Planning Commission, PO Box 1607, Waukesha, Wisconsin 53187-1607
Telephone: (262) 547-6721 Fax: (262) 547-1103 Email: waukeshametrotdp@sewrpc.org

Waukesha Freeman
August 21, 2012
PUBLIC INFORMATION MEETING

WAUKESHA METRO TRANSIT DEVELOPMENT PROGRAM

You are invited to attend a public information meeting on the City of Waukesha Metro Transit Development Program. The plan is currently being prepared by the Southeastern Wisconsin Regional Planning Commission (SEWRPC) at the request of the City of Waukesha. The plan will recommend transit service and capital improvements for the transit system over a five-year period from 2013 to 2017. The meeting will be held:

Monday, August 27, 2012, 4:00-7:00p.m.
Waukesha Downtown Transit Center Lobby
212 E. St. Paul Avenue, Waukesha

The meeting will be held in an “open house” format, allowing you to attend at any time during the time frame for the meeting. There will be exhibits to view and staff will be available to explain three different alternatives. A court reporter will be available to record oral comments on the plan.

To review chapters of the plan, go to www.waukeshametro.org.

Accessibility: The meeting location is accessible to persons with special needs. For accommodations, please contact the SEWRPC office at (262) 547-6721 a minimum of 72 hours before the meeting so that appropriate arrangements can be made regarding access or mobility, review or interpretation of materials, active participation, or submission of comments.
The Southeastern Wisconsin Regional Planning Commission (SEWRPC), at the request of the City of Waukesha, is preparing a short-range transit development plan for the Waukesha Metro Transit (WMT) system covering the years 2013-2017. This study includes:

- Evaluating the existing transit system to review its characteristics and identify areas of good and poor performance;
- Identifying alternative transit service options and capital improvements for the transit system; and
- Preparing a planning document that will help City officials implement the transit recommendations of the study through annual transit budgets and capital and operations programming.

**WAUKESHA METRO TRANSIT (WMT)**

Currently WMT operates 11 fixed bus routes and paratransit service for disabled individuals unable to use the bus routes. All 11 fixed routes pass through the Downtown Transit Center located on the north side of the Waukesha Central Business District. WMT buses meet at the Transit Center on a “pulse” schedule to facilitate transfers between routes.

- **Service Hours:** The fixed routes run from 5:30 a.m. to 9:30 p.m. on weekdays, from 8:15 a.m. to 10:15 p.m. on Saturdays, and from 9:15 a.m. to 7:15 p.m. on Sundays.

- **Service Frequency:** Buses on Route Nos. 1, 4, and 8 depart every 30 minutes on weekdays while buses on the other routes depart every 30 minutes during weekday peak periods, and every 60 minutes during weekday off-peak periods. On Saturdays, buses depart every 30 minutes on Route No. 1 and every 60 minutes on the other routes. On Sundays, buses depart every 30 minutes on Route No. 1 and every 60 minutes on the other routes (Nos. 2, 4, 5/6, and 7/8) operated.

- **Fares:** Adults pay $2.00 cash fare. Seniors and people with disabilities pay $1.00 and students pay $1.35.

The City of Waukesha operates the Metrolift paratransit service to fulfill the travel needs of those unable to use the WMT fixed-route bus service. The curb-to-curb transportation service is available to persons with disabilities during the same hours as the fixed-route service and serves the entire area within a three-quarter mile distance of all bus routes. The service complies with Federal requirements that fixed-route transit systems provide paratransit service to disabled persons as a complement to fixed-route service. Metrolift service is available during the same hours as the fixed-route service for a fare of $4.00 per one-way trip.
PUBLIC TRANSIT SERVICE OBJECTIVES AND STANDARDS

The following transit service objectives provide a basis for measuring the performance of the transit systems, identifying unmet transit service needs, and designing and recommending improvements:

1. Public transit should serve those areas of the City and its immediate environs which can be efficiently served, including those areas which are fully developed to medium or high densities and, in particular, the transit-dependent population in those areas;

2. The public transit system should promote utilization of its service by being safe, reliable, convenient, and comfortable;

3. The public transit system should be economical and efficient, meeting all other objectives at the lowest possible cost.

Key Findings from the Evaluation of WMT

• In 2011, WMT provided excellent coverage of the population, employment, and activity centers in the Waukesha area. The existing transit system served the vast majority (89%) of both the population and jobs in the City of Waukesha. Limited service was provided outside the City.

• A 2012 State management performance audit found that the system is about average for ridership and financial performance when compared to similar peer transit systems in Wisconsin and around the country, but its practices and programs make it one of the best transit systems in the Midwest.

• Six routes (Nos. 1, 3, 4, 5, 8, and 9) have performance measures that generally exceed the acceptable performance levels and could continue to be operated without change, while the remaining routes (Nos. 2, 6, 7, and 15) have some performance measures that do not meet targets and merit study of possible changes.

• The highest passenger activity occurs on route segments that serve the Downtown Transit Center, major commercial areas, or multi-family housing complexes.

• Overcrowding is not generally a problem on WMT buses. Passenger loads indicate that buses with as few as 20 seats could be operated on some routes.

Operating Funds
The transit system’s operating expenses are estimated to total about $5.14 million in 2012. The figure below shows the sources and distribution of the transit system’s operating funds.

POTENTIAL WMT SERVICE CHANGES

The evaluation of the transit system concluded that the level of service provided by the system was appropriate, and that the majority of routes performed at acceptable levels. To improve system performance and efficiency, three alternative service plans are being considered for 2013-2017.

Alternative 1 - No Changes to the Existing System
With the existing system largely performing at acceptable levels, continuing to operate the system in its current state is a viable option. In addition, this “no change” alternative serves as a basis for comparison to the other alternatives. Fares in this alternative (like all alternatives considered) would need to be increased in 2015 to keep pace with higher operating costs. Commission staff estimate a 10% increase in operating costs from the 2012 budget will be needed in 2017 to continue to operate the existing transit system, and an accompanying 33% jump in City funding (from $1.27 million to $1.69 million).

Alternative 2 - Desirable Service Levels
The second alternative details potential routing and service changes to provide a reasonable level of service expansion. This alternative proposes increases in both the quality and extent of WMT transit services by significantly modifying or extending Route Nos. 1, 2, 3, 6, 7, and 8 to reach new destinations such as the proposed Woodman’s Market, the Majestic Theater (on the weekends), and multiple shopping centers. Some unproductive service (Route No. 15) is eliminated to improve system efficiency.

WHO PAYS FOR WAUKESHA METRO TRANSIT’S OPERATING EXPENSES?

Source: City of Waukesha 2012 Budget
These changes represent a 7% increase in service levels (in bus operating miles and hours) over the expected service levels in 2012, and are projected to generate a 4% increase in ridership by 2017 (to 675,400 revenue passengers). The total cost of operating the transit system is estimated to increase by 17% by the year 2017 under this alternative, with the City of Waukesha’s contribution expected to increase 42%, to $1.80 million.

Alternative 3 - Fiscally Constrained Service Levels
Alternative 3 identifies potential service changes if public funding levels for the transit system were reduced due to decreases in Federal and State funding and City funding remaining at similar levels as in 2012. Due to potential funding limitations, this alternative focuses service on the highest performing routes operating in the core of the City, while reducing or eliminating service to outlying, lower-density areas. This includes eliminating Route No. 15, modifying Route Nos. 1, 2, 3, and 9, combining Route Nos. 5 and 6 to operate in a loop as currently operated on weekday evenings and weekends, combining Route Nos. 7 and 8 to operate in a loop as currently operated on Sundays, and reducing service to Waukesha high and middle schools.

If this alternative was implemented, the transit system’s service levels would decrease about 16 to 20 percent by 2017, and ridership is projected to fall by 10% (to 582,600 revenue passengers). The total cost of operating the system would be $4.92 million by 2017 (a decrease of 4%). The City of Waukesha’s funding level would increase about 10% compared to the 2012 level, to $1.4 million in funding in 2017. Should no additional City funding be available over from 2013-2017 (holding the current $1.27 million contribution constant), Commission staff estimate that further service reduction would be necessary, such as shortening the evening service period or eliminating all service on Sundays.

Analysis of Dial-a-Ride Transit (DART) Service
The transit development plan also studied the possibility of replacing all or some of the existing transit system with a shared-ride taxi, or DART, service that would transport passengers between their specific origin and destination on demand without fixed routes or schedules. Metrolift service currently operates in this fashion, and Commission staff reviewed the feasibility of modifying the Metrolift service to provide DART service to the general public.

A comparison between existing WMT service and DART services in Southeastern Wisconsin indicated that WMT costs were on the low end of those experienced by DART systems. WMT spends about $6.80 per passenger, while DART services across the region spend between $6.68 to $22.78 per passenger. In addition, the comparison showed that WMT provides more than 6 times the number of rides of the largest DART service in the region.

Staff noted that due to the operating cost per passenger of WMT, the density of WMT’s service area, and the existing Federal labor protection agreement that limits the contracting out of transit services, it would likely not be cost-effective for the City to convert its existing fixed-route service entirely to DART service. DART service may be appropriate as a replacement for bus service in areas or during periods with low transit ridership, but the Federal labor protection agreement would need to be modified first.
Analysis of Alternative Vehicle Types
Commission staff also reviewed alternative vehicle types and sizes for the transit system. While smaller buses (19 to 22 seats) may have enough capacity for the passenger loads on some routes, this analysis determined that the use of smaller diesel buses would not significantly reduce the emission of air pollutants, would require expansion of the vehicle parts inventory to accommodate a mixed vehicle fleet, and would provide no cost advantage due to the shorter lifespan of the smaller vehicles available. Alternative fuel buses (hybrid, CNG, electric) would not be cost-effective at this time, but staff recommended the use of the current 35-foot diesel buses be reevaluated if fuel costs ride significantly in the future.

FOR MORE INFORMATION
You are invited to attend an upcoming public informational meetings on the City of Waukesha Transit Development Plan. At the meeting, you can learn more about the alternatives described in this newsletter, discuss the plan with Southeastern Wisconsin Regional Planning Commission and Waukesha Metro Transit staffs, and comment on the plan and the service alternatives under consideration.

If you cannot attend the meeting, please visit the plan website to view the information presented, request a briefing by project staff, or comment on the project. You can submit written comments via mail, e-mail, or fax through September 7, 2012.

Website: www.sewrpc.org/sewrpc/transportation/transitdevelopmentplans/citywaukesha.htm
E-mail: waukeshametrotdp@sewrpc.org
Fax: (262) 547-1103
Mail: PO Box 1607, Waukesha, WI 53187

Kenneth R. Yunker, Executive Director
Southeastern Wisconsin Regional Planning Commission
Phone: (262) 547-6721

Albert Beck, Principal Planner
Southeastern Wisconsin Regional Planning Commission

PUBLIC INFORMATIONAL MEETING
The public meeting will be in an “open house” format, allowing you to attend at any time during the three-hour timeframe for the meeting. Attendees will have the opportunity to leave written comments, or speak to a court reporter, City of Waukesha staff, or Commission staff to submit oral comments.

Monday, August 27, 2012, 4:00-7:00pm
Waukesha Downtown Transit Center Lobby
212 E. St. Paul Avenue, Waukesha

The meeting location is wheelchair-accessible. Persons with special needs are asked to contact the SEWRPC office at (262) 547-6721 a minimum of 3 business days before the meeting so that appropriate arrangements can be made regarding access or mobility, review or interpretation of materials, active participation, or submission of comments.
Introduction to Waukesha Metro Transit Development Plan

The study will perform the following functions:

- Analyze public transit needs by examining land use patterns, concentrations of employment, and travel habits and patterns, particularly for the transit-dependent population.
- Evaluate the current operations of the Waukesha Metro Transit System.
- Identify and recommend alternative transit service improvements that address the performance evaluation findings and the identified transit service needs.
- Recommend service and capital improvements for Waukesha Metro Transit.

Who is preparing the plan?

The Southeastern Wisconsin Regional Planning Commission (SEWRPC) has been asked by the City of Waukesha to develop the plan. The Commission is preparing the plan under the guidance of the City Transit Commission.

Waukesha Transit Commission Board

Mike Liburdi
Eric Payne (Alderman)
Joe Pieper (Alderman)
Chad O’Donnell
Steve Kassens
Public Transit Service Objectives and Standards

The transit service objectives provide a basis for measuring the performance of the transit systems, identifying unmet transit service needs, and designing and recommending improvements. The following objectives were adopted by the Waukesha Transit Commission:

1. Public transit should serve those areas of the City and its immediate environs which can be efficiently served, including those areas which are fully developed to medium or high densities and, in particular, the transit-dependent population in those areas;

2. The public transit system should promote utilization of its service by being safe, reliable, convenient, and comfortable;

3. The public transit system should be economical and efficient, meeting all other objectives at the lowest possible cost.
Service Hours for Fixed Routes
- Weekdays: 5:30 a.m. to 9:30 p.m.
- Saturdays: 8:15 a.m. to 10:15 p.m.
- Sundays: 9:15 a.m. to 7:15 p.m.

Service Frequency
- Weekday peak periods: Buses depart every 30 min.
- Weekday off-peak periods: Buses on Routes 1, 4, and 8 depart every 30 min. Buses on all other routes depart every 60 min.
- Saturdays: Buses on Route 1 depart every 30 min., while buses on all other routes depart every 60 min.
- Sundays: Buses on Route 1 depart every 30 min. Buses on Routes 2, 4, 5/6, and 7/8 depart every 60 min.

Fares
- Adult cash fare: $2.00
- Seniors and people with disabilities: $1.00
- Students: $1.35

Metrolift paratransit service
- Operated by City of Waukesha, Metrolift provides curb-to-curb transportation to persons with disabilities who cannot use Waukesha Metro Transit’s fixed routes.
- Fulfills Federal requirements for Waukesha Metro Transit to provide paratransit service to complement its fixed-route service.
- Available during same hours as fixed-route service.
- Fare: $4.00
Waukesha Metro Transit: Annual Service Levels and Expenses

2012 ANNUAL OPERATING BUDGET: $5,136,800

ANNUAL RIDERSHIP AND SERVICE: 2005-2011

ANNUAL OPERATING EXPENSES AND REVENUES: 2005-2011

WHO PAYS FOR WAUKESHA METRO TRANSIT’S OPERATING EXPENSES?

2012 ANNUAL OPERATING BUDGET: $5,136,800
In 2010, WMT provided excellent coverage of the population, employment, and activity centers in the Waukesha area serving 89% of both the population and jobs in the City of Waukesha. Limited service was provided outside the City.

Six routes (Nos. 1, 3, 4, 5, 8, and 9) have acceptable performance levels and could continue to be operated without change, while the remaining routes (Nos. 2, 6, 7, and 15) have some performance measures that merit study of possible changes.
Evaluation of Waukesha Metro Transit System

PRODUCTIVE AND UNPRODUCTIVE ROUTE SEGMENTS: MARCH 2010

The highest passenger activity occurs on route segments that serve the Downtown Transit Center, major commercial areas, or multi-family housing complexes.
# Evaluation of Waukesha Metro Transit System

## Comparison to Peer Transit Systems

### Transit Systems in National Peer Group
- Altoona Metro Transit (Altoona, Pennsylvania)
- Battle Creek Transit (Battle Creek, Michigan)
- Cambria County Transit Authority (Johnstown, Pennsylvania)
- Decatur Public Transit System (Decatur, Illinois)
- Dubuque – KeyLine (Dubuque, Iowa)
- Great Falls Transit District (Great Falls, Montana)
- Saginaw Transit Authority Regional Service (Saginaw, Michigan)

### Transit Systems in Wisconsin Peer Group
- Eau Claire Transit System
- Janesville Transit System
- La Crosse Municipal Transit Utility
- Oshkosh Transit System
- Sheboygan Transit System
- Wausau Area Transit System

## Comparison of Key Indicators of Ridership and Financial Performance for Waukesha Metro Transit and Other Bus Systems in the Wisconsin and National Peer Groups: 2004 and 2008

<table>
<thead>
<tr>
<th>Performance Measure</th>
<th>Waukesha Metro Transit</th>
<th>Average1 for Bus Systems in Wisconsin Peer Group</th>
<th>Average2 for Bus Systems in National Peer Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ridership</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Passengers</td>
<td>730,247</td>
<td>819,046</td>
<td>2.9</td>
</tr>
<tr>
<td>Service Levels</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Revenue Vehicle Miles</td>
<td>784,376</td>
<td>682,177</td>
<td>-3.4</td>
</tr>
<tr>
<td>Revenue Vehicle Hours</td>
<td>58,566</td>
<td>51,488</td>
<td>-3.2</td>
</tr>
<tr>
<td>Service Effectiveness</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Passengers per Capita</td>
<td>10.81</td>
<td>12.04</td>
<td>2.7</td>
</tr>
<tr>
<td>Revenue Vehicle Hours per Capita</td>
<td>0.87</td>
<td>0.76</td>
<td>-3.3</td>
</tr>
<tr>
<td>Passengers per Revenue Vehicle Mile</td>
<td>0.93</td>
<td>1.20</td>
<td>6.6</td>
</tr>
<tr>
<td>Passengers per Revenue Vehicle Hour</td>
<td>12.47</td>
<td>15.91</td>
<td>6.3</td>
</tr>
<tr>
<td>Service Efficiency</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Operating Expense per Revenue Vehicle Mile</td>
<td>$4.55</td>
<td>$6.31</td>
<td>8.5</td>
</tr>
<tr>
<td>Operating Expense per Revenue Vehicle Hour</td>
<td>$60.92</td>
<td>$83.54</td>
<td>8.2</td>
</tr>
<tr>
<td>Cost Effectiveness</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Operating Expense per Passenger</td>
<td>$4.89</td>
<td>$5.25</td>
<td>1.8</td>
</tr>
<tr>
<td>Operating Revenue per Passenger</td>
<td>$0.94</td>
<td>$0.84</td>
<td>-2.7</td>
</tr>
<tr>
<td>Net Cost per Passenger</td>
<td>$3.95</td>
<td>$4.41</td>
<td>1.3</td>
</tr>
<tr>
<td>Farebox Recovery Rate</td>
<td>19.2</td>
<td>16.0</td>
<td>-4.4</td>
</tr>
</tbody>
</table>

*a* Based on ridership, service, and financial data obtained from the Federal Transit Administration National Transit Database and Waukesha Metro Transit for the years 2004 and 2008. Performance measures are for fixed-route bus operations only.

*b* Averages reflect the mean of the individual performance measure values calculated for each transit system in the peer group.

*c* Key performance indicators were developed based on information reported by six other urban bus systems in Wisconsin identified above.

*d* Key performance indicators were developed based on information reported by seven other urban bus systems in the United States identified above.

*e* This measure of ridership counts all passengers each time they board a transit vehicle. Passengers who transfer one or more times to different routes of a transit system are counted as two or more passengers in completing a single trip between a specific origin and destination.

Source: SEWRPC.
Waukesha Metro Transit System
Alternative Service Changes

Alternative service changes were grouped into three plans:

- Alternative 1 - Existing System
  Keep the existing 2012 transit system without any changes

- Alternative 2 - Desirable Service
  Proposes modest expansion of the transit system to provide some service expansion while eliminating unproductive services

- Alternative 3 - Fiscally Constrained Service
  Reflects potential for reductions in Federal and State transit assistance and limited local funding over planning period

Public Funding Assumptions for the Alternatives

- Combined Federal/State transit funds expected to fund about 55.5 percent of total transit system operating expenses under the 2012 budget
- Operating expenses increase with inflation (2%/yr)
- Federal and State transit assistance funds remain flat over next five years
- Combined percentage would decrease to about 52.5 percent in 2013 and to about 50.5 percent in 2017
Waukesha Metro Transit System
Alternative 1

- WisDOT management performance audit of existing transit system identified Waukesha Metro as “one of the best transit systems in the Midwest” in terms of policies and practices.
- Alternative would keep the existing 2012 transit system without any changes.
- 2010 population served estimated at about 65,100 persons.

Source: Waukesha Metro Transit and SEWRPC
Routing and service changes (see below) are intended to largely maintain existing system routes and service levels but would also provide for some expansion.

Savings from eliminating unproductive services would be used to fund new and improved services.

<table>
<thead>
<tr>
<th>Bus Route</th>
<th>Alignment Changes</th>
<th>Impact on Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Restructure route between downtown terminal and the Westbrook Shopping Center</td>
<td>Changes would reduce travel times between downtown terminal and the Brookfield Square Shopping Center</td>
</tr>
<tr>
<td>2</td>
<td>Restructure route between East Ave. and Main St. and the Westbrook Shopping Center</td>
<td>Changes would allow route to serve proposed new Woodman’s Market, Les Paul Pkwy., and Main St. Changes would replace service currently provided by Route No. 1 over Greenway Ter., Stardust Dr., Avalon Dr. and Ruben Dr.</td>
</tr>
<tr>
<td>3</td>
<td>Restructure route between downtown terminal and Hartwell Avenue and College Ave. and Minooka Parkway Estates Subdivision over Larchmont Dr. and Sunset Dr.</td>
<td>Changes allow route to replace service currently provided by Route No. 15 to east side industrial area and to the Minooka Park Estates Subdivision</td>
</tr>
<tr>
<td>4</td>
<td>No Changes</td>
<td>-</td>
</tr>
<tr>
<td>5</td>
<td>Eliminate route segments along Sunset Dr. serving the Fox Run Shopping Center and Badger Drive.</td>
<td>Segments identified as having low ridership in performance evaluation</td>
</tr>
<tr>
<td>6</td>
<td>Restructure route to follow Route No. 7 alignment between downtown terminal and Cambridge Ave. and Grandview Blvd.</td>
<td>Change would facilitate providing two-way service over route segments serving the Merrill Crest subdivision</td>
</tr>
<tr>
<td>7</td>
<td>Restructure route to follow Route No. 6 alignment between downtown terminal and Cambridge Ave. and Grandview Blvd. and extend route to the Heritage Hills subdivision and the Meadowbrook Marketplace Shopping Center</td>
<td>Change would serve new residential area and shopping center and facilitate providing two-way service over segments of Route Nos. 6 and 7 serving the Merrill Crest subdivision. Changes would eliminate service over Comanche Ln. and Crestwood Dr., and over Madison St. between University Dr. and Grandview Blvd.</td>
</tr>
<tr>
<td>8</td>
<td>Extend route to Silvernail Plaza and Grandview Plaza Shopping Centers</td>
<td>Change would eliminate unproductive route segments and would replace service to Pebble Valley subdivision provided by Route No. 9</td>
</tr>
<tr>
<td>9</td>
<td>Eliminate route segments operated over Pebble Valley Rd., University Drive, and Silvernail Rd. (segments to be served by restructured Route No. 8 as noted above)</td>
<td>Change would provide for more direct routing to the Pewaukee campus of the Waukesha County Technical College</td>
</tr>
<tr>
<td>15</td>
<td>Eliminate route</td>
<td>Segments with significant ridership incorporated into restructured Route No. 3 (see above)</td>
</tr>
<tr>
<td>16</td>
<td>No Changes</td>
<td>-</td>
</tr>
</tbody>
</table>

Source SEWRPC.
Waukesha Metro Transit System
Alternative 2 - Desirable Service

- The proposed changes would increase annual revenue bus miles and hours by about 7 percent from the 2012 budget.
- 2010 population served estimated at about 65,100 persons.

Source: Waukesha Metro Transit and SEWRPC
Alternative envisions reductions in Federal and State transit assistance and possible limits on local funds

A substantially reduced system of routes would need to be operated with service focused on the core areas of the City which have high residential and employment densities and good existing ridership

Proposed routing and service changes shown below

<table>
<thead>
<tr>
<th>Bus Route</th>
<th>Routing Changes</th>
<th>Service Changes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Restructure route between downtown terminal and the Westbrook Shopping Center</td>
<td>Changes would reduce travel times between downtown terminal and the Brookfield Square Shopping Center</td>
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<td>2</td>
<td>Restructure route between East Ave. and Main St. and the Westbrook Shopping Center</td>
<td>Changes would allow route to serve proposed new Woodman's Market, Les Paul Pkwy. and Main St. Changes would replace service currently provided by Route No 1 over Greenway Ter., Stardust Dr., Avalon Dr. and Ruben Dr.</td>
</tr>
<tr>
<td>3</td>
<td>Restructure route between downtown terminal and Hartwell Avenue and College Ave. Extend route to Minooka Parkway Estates Subdivision over Larchmont Dr. and Sunset Dr.</td>
<td>Changes allow route to replace service currently provided by Route No 15 to east side industrial area and to the Minooka Park Estates Subdivision</td>
</tr>
<tr>
<td>4</td>
<td>No Changes</td>
<td>-</td>
</tr>
<tr>
<td>5</td>
<td>Combine with Route No. 6 and operate as Route No. 5/6</td>
<td>Change would reduce service on weekdays to levels currently provided on evenings and weekends. Service to Waukesha West High School reduced and provided schooldays only</td>
</tr>
<tr>
<td>6</td>
<td>Combine with Route No. 5 (see above)</td>
<td>Change would reduce service on weekdays to levels currently provided on evenings and weekends. Service to Waukesha West High School eliminated</td>
</tr>
<tr>
<td>7</td>
<td>Combine with Route No. 8 and operate as Route No. 7/8 does on Sundays.</td>
<td>Change would reduce service on weekdays and Saturdays to the levels currently provided on Sundays</td>
</tr>
<tr>
<td>8</td>
<td>Combine with Route No. 7 (see above)</td>
<td>Change would reduce service on weekdays and Saturdays to the levels currently provided on Sundays</td>
</tr>
<tr>
<td>9</td>
<td>Eliminate route segments operated over Pebble Valley Rd., University Drive, and Silvernail Rd. (segments to be served by restructured Route No. 8 as noted above)</td>
<td>Change would provide for more direct routing to the Pewaukee campus of the Waukesha County Technical College</td>
</tr>
<tr>
<td>10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Eliminate route.</td>
<td>Segments with significant ridership incorporated into restructured Route No. 3 (see above)</td>
</tr>
<tr>
<td>16</td>
<td>No Changes</td>
<td>-</td>
</tr>
</tbody>
</table>

Source SEWRPC.
Waukesha Metro Transit System
Alternative 3 - Fiscally Constrained Service

- Proposed changes would reduce annual revenue bus miles and hours by between 16 and 20 percent from the 2012 budget.
- Changes would reduce the 2010 service area population to about 55,900 persons, or by about 9,600 persons (15 percent).
Waukesha Metro Transit System
Capital Costs

Current Waukesha Metro Transit fleet includes:
- 23 35-foot long fixed-route buses
- 7 25- to 29-foot long paratransit vehicles

Capital Improvement Program (CIP) for transit system proposes replacing or rehabilitating 10 of the 23 large buses between 2012 and 2017 and retiring 3 others. No paratransit vehicles are scheduled for replacement or rehabilitation over period.

Total five-year capital projects and their estimated costs (see table below)

- **Alternative 1 (Existing System)**
  - Total costs $6.41 million ($1.28 million annually)
  - Local share $1.11 million ($222,900 annually)

- **Alternative 2**
  - One additional bus needed for system with proposed changes
  - Total costs $6.82 million ($1.36 million annually)
  - Local share $1.18 million ($236,800 annually)

- **Alternative 3**
  - One less bus needed for system with proposed changes
  - Total costs $6.00 million ($1.04 million annually)
  - Local share $1.04 million ($208,900 annually)

<table>
<thead>
<tr>
<th>Year</th>
<th>Equipment or Project Description</th>
<th>Unit Cost</th>
<th>Quantity</th>
<th>Total Cost</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>Replacement of 1998 Gillig Low-floor Buses</td>
<td>$410,000</td>
<td>4</td>
<td>2,460,000</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Replace Make-up Air Units</td>
<td></td>
<td></td>
<td>40,000</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Skidsteer</td>
<td></td>
<td>1</td>
<td>85,000</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Upgrade Furnishings at Metro Offices</td>
<td></td>
<td></td>
<td>40,000</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Replace ID Badge machine</td>
<td></td>
<td>1</td>
<td>8,500</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Replace Floor Scrubber</td>
<td></td>
<td>1</td>
<td>12,000</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Replace Transit Van</td>
<td></td>
<td>1</td>
<td>25,000</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Subtotal</strong></td>
<td></td>
<td></td>
<td>2,670,500</td>
<td></td>
</tr>
<tr>
<td>2014</td>
<td>Rehab/Rebuild 2007 Bluebird Paratransit Buses</td>
<td>$50,000</td>
<td>4</td>
<td>200,000</td>
<td></td>
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<tr>
<td></td>
<td>Replace Maintenance Software</td>
<td></td>
<td></td>
<td>40,000</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Replace AC Reclaimer/Recycler</td>
<td></td>
<td></td>
<td>10,000</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Generator for Downtown Transit Center</td>
<td></td>
<td></td>
<td>40,000</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Outdoor Security Cameras at Downtown Transit Center</td>
<td>$75,000</td>
<td>1</td>
<td>75,000</td>
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</tr>
<tr>
<td></td>
<td><strong>Subtotal</strong></td>
<td></td>
<td></td>
<td>365,000</td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>Rehab/Rebuild 2008 Gillig Buses</td>
<td>$50,000</td>
<td>3</td>
<td>150,000</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Replace Back-up Generator</td>
<td></td>
<td>1</td>
<td>30,000</td>
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</tr>
<tr>
<td></td>
<td><strong>Subtotal</strong></td>
<td></td>
<td></td>
<td>180,000</td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>Replace 2004 Gillig Buses</td>
<td>$448,000</td>
<td>7</td>
<td>3,136,000</td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td>Replace AVL computer Equipment</td>
<td></td>
<td></td>
<td>60,000</td>
<td></td>
</tr>
</tbody>
</table>

**Total Cost**
- 6,411,500 $ (Federal Share $5,297,100, Local Share $1,114,400)
- 6,821,500 $ (Federal Share $5,637,400, Local Share $1,184,100)
- 6,001,500 $ (Federal Share $4,956,800, Local Share $1,044,700)

Average Annual Costs over Planning Period
- Total Costs $1,282,300 $ (Federal Share $1,059,400, Local Share $222,900)
- Federal Share 83 percent FTA funding for bus purchases to account for a 90 percent Federal share for ADA-related bus accessibility features and an 80 percent Federal share for all other capital projects.

Source: Waukesha Metro Transit and SEWRPC.
Waukesha Metro Transit System
Comparison of Alternatives

Comparative evaluation of alternatives conducted considering service, ridership, cost, and funding in the year 2017 (see table below)

Advantages and disadvantages of each alternative are being considered by the Waukesha Transit Commission.

| Characteristic | 2012 Budget | Alternative 1 | Alternative 2 | Alternative 3 | Forecast 2017
|----------------|-------------|-------------|-------------|-------------|-------------
| Fixed-Route Bus Service |             |             |             |             |             |
| Revenue Vehicle Hours | 53,100      | 53,100      | -3,600      | 6,600       | 56,700      |
| Ridership |             |             |             |             |             |
| Revenue Passengers | 630,000     | 598,500     | -31,700     | 89,900      | 656,800     |
| Total Passengers | 775,000     | 733,200     | -41,800     | 170,800     | 697,300     |
| Total Passengers per Revenue Vehicle Hour | 14.6 | 13.8 | -0.8 | 1.8 | 13.8 |
| Total System |             |             |             |             |             |
| Total Passengers | 794,300     | 751,600     | -42,700     | 138,800     | 651,400     |
| Total Operating Expenses | $5,136,800 | $5,636,000 | $-387,000 | $715,000 | $6,023,000 |
| Total Operating Revenues | $915,000 | $888,300 | -$26,700 | $82,800 | $915,000 |
| Total Public Assistance | $4,221,800 | $4,647,700 | $-325,900 | $94,200 | $4,949,500 |
| Cost Recovery Rate | 17.8% | 17.5% | -0.3% | 0.3% | 17.8% |
| Required Public Assistance | $6,471.800 | $7,500 | $-1,028 | $0.42 | $6,891 | $-616 |
| Public Assistance per Total Passenger | $5.32 | $6.18 | $0.86 | $0.59 | $6.00 |
| City of Waukesha Share | $1.60 | $2.25 | $0.65 | $0.26 | $2.18 |

* The forecasts of ridership, service levels, and financial data for the transit system for the years 2013 through 2017 were prepared by Commission staff based on the following assumptions:

1. All proposed routing and service changes would be implemented and in effect by January 1, 2013.
2. Systemwide average operating costs per total vehicle hour for the bus system would increase by about 5 percent in 2013 due to system contraction, then increase by 2 percent annually.
3. Increases in the total property tax levy for the bus and paratransit services provided by Waukesha Metro Transit would be limited to no more than 1 percent per year over the planning period.
4. The base adult cash fare for the bus system would increase in 2015 from $2.00 to $2.25 per trip (12.5%). Metrolift fares would increase in 2012 from $3.75 to $4.00 per trip (6.7%) and again in 2015 from $4.00 to $4.25 per trip (6.2%).
5. The annual allocation of Federal Section 5307/5340 funds to Waukesha County would remain at the 2011 level of about $467,000 from 2012 through 2017, and that allocation would continue to be divided equally between the City of Waukesha and Waukesha County resulting in a total of about $233,500 in Section 5307/5340 funds being available each year to the City. Of this amount, about $843,400 would be used for capital needs associated with system operations and the remainder used for capital and planning projects.
6. The combined Federal Section 5307/5340 program capital assistance funds and State 85.20 program operating assistance funds used by the transit system are expected to fund about 55.5 percent of total transit system operating expenses under the 2012 budget. This percentage would be expected to decrease to about 52.5 percent in 2013 and then by 0.5 percent per year over the planning period to about 50.5 percent in 2017.

Total passengers represent counts of all passengers boarding transit vehicles including transfer and free passengers.

Source SEWRPC.
Waukesha Metro Transit System
Other Analyses Done for Plan

ANALYSIS OF DIAL-A-RIDE TRANSIT (DART) SERVICE

Commission staff examined feasibility of providing Dial-A-Ride (DART) service in the Waukesha Metro Transit service area by expanding Waukesha Metrolift service. Shared-ride taxi service is an example of DART

- Research indicates DART services generally serve small urban areas with densities of less than 2,000 persons/square mile.
- 2010 Population densities within the central portions of the Metro service area exceed 3,000 persons/square mile (see map) making existing Metro service area inappropriate to be served by only a DART/taxi system.
- DART/taxi service could still be appropriate as a replacement for bus service in limited areas, or during periods, with low transit ridership.
- DART/taxi total costs and costs per passenger will be lower than a bus system only if transit ridership is low.
- Bus service can have a lower cost per passenger and lower total costs when transit ridership is high as buses have more passenger capacity than taxis and bus service is designed to carry multiple trips.

<table>
<thead>
<tr>
<th>Transit System</th>
<th>2010 Estimated</th>
<th>Total Operating Expenses</th>
<th>Total Operating Expense Per Passenger</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Waukesha Metro Transit</td>
<td>736,800</td>
<td>$5,007,300</td>
<td>$6.80</td>
</tr>
<tr>
<td>Shared-ride Taxi Systems in Region</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hartford Taxi</td>
<td>20,600</td>
<td>$226,600</td>
<td>$11.00</td>
</tr>
<tr>
<td>Ozaukee County Taxi Service</td>
<td>74,600</td>
<td>$1,348,000</td>
<td>$18.07</td>
</tr>
<tr>
<td>Port Washington Transport Taxi</td>
<td>19,200</td>
<td>$268,900</td>
<td>$14.01</td>
</tr>
<tr>
<td>Washington County Taxi Service</td>
<td>84,000</td>
<td>$1,913,200</td>
<td>$22.78</td>
</tr>
<tr>
<td>West Bend Taxi</td>
<td>120,400</td>
<td>$1,108,800</td>
<td>$9.21</td>
</tr>
<tr>
<td>Whitewater Taxi System</td>
<td>29,700</td>
<td>$198,500</td>
<td>$6.68</td>
</tr>
</tbody>
</table>

*Reflects the total number of passengers boarding the transit vehicles operated by each transit system during the year. For the fixed-route bus service provided by Waukesha Metro Transit, the figure includes passengers transferring between bus routes.

Source: SEWRPC.

- DART/Taxi systems tend to have higher costs per passenger than bus systems as they generally serve an individual ride. A DART/taxi system with high transit ridership will require more vehicles/drivers than a bus system which will increase the cost of operation.
- Replacing bus service with DART/taxi service within the existing Waukesha Metro Transit service area may not result in lower costs or improve efficiency of transit system (see table).

Analysis of replacing evening and Sunday bus service with DART service for all routes except Route Nos. 1 and 4 was conducted for 2012 transit system budget.

Concluded that the savings from reducing bus service would not offset higher costs for providing DART service due to need to operate more dial-a-ride vehicles than buses and need to use existing bus drivers per Federal labor protection agreement.
ANALYSIS OF ALTERNATIVE VEHICLES FOR FIXED-ROUTE SERVICE

Commission staff examined alternative bus types, sizes, and fuel types for the Metro bus system (see table below)

<table>
<thead>
<tr>
<th>Vehicle Category</th>
<th>Diesel</th>
<th>Diesel Electric Hybrid</th>
<th>Compressed Natural Gas (CNG)</th>
<th>Electric</th>
</tr>
</thead>
<tbody>
<tr>
<td>Typical Vehicle Size</td>
<td>35 to 40 seats</td>
<td>25 to 37 seats</td>
<td>35 to 40 seats</td>
<td>35 to 40 seats</td>
</tr>
<tr>
<td>Number of Seats</td>
<td>30 to 42 seats</td>
<td>19 to 22 seats</td>
<td>30 to 42 seats</td>
<td>30 to 42 seats</td>
</tr>
<tr>
<td>Peak Hour ridership</td>
<td>12 years (average)</td>
<td>12 years (average)</td>
<td>12 years (average)</td>
<td>12 years (average)</td>
</tr>
<tr>
<td>Total Capital Cost</td>
<td>$480,000 - $900,000</td>
<td>$480,000 - $900,000</td>
<td>$480,000 - $800,000</td>
<td>$480,000 - $900,000</td>
</tr>
<tr>
<td>Capital Cost per Seat</td>
<td>$16,000 - $23,000</td>
<td>$16,000 - $23,000</td>
<td>$16,000 - $23,000</td>
<td>$16,000 - $23,000</td>
</tr>
<tr>
<td>Fuel Efficiency</td>
<td>6.5 - 6.5 mpg</td>
<td>5.5 - 6.5 mpg</td>
<td>6.5 - 6.5 mpg</td>
<td>5.5 - 6.5 mpg</td>
</tr>
<tr>
<td>Fuel Cost</td>
<td>$0.05 - $0.01 per mile</td>
<td>$0.05 - $0.01 per mile</td>
<td>$0.05 - $0.01 per mile</td>
<td>$0.05 - $0.01 per mile</td>
</tr>
<tr>
<td>Maintenance Cost Per Mile</td>
<td>$0.65 - $0.10 per mile</td>
<td>$0.65 - $0.10 per mile</td>
<td>$0.65 - $0.10 per mile</td>
<td>$0.65 - $0.10 per mile</td>
</tr>
<tr>
<td>Availability of Vehicles</td>
<td>Very High Availability</td>
<td>Very High Availability</td>
<td>Very High Availability</td>
<td>Very High Availability</td>
</tr>
</tbody>
</table>

Major conclusions of analysis:

- **Vehicle Size:** Smaller diesel buses (19 to 22 seats) may have enough seating capacity for peak times on some, but not all, of the existing Waukesha Metro Transit routes and could be used instead of larger buses. However, smaller diesel buses would create issues with operating a mixed vehicle fleet (spare parts inventories, vehicle assignment, spare vehicles, driver training).

- **Air pollutant emissions:** Use of smaller diesel buses would not significantly reduce air pollutants emitted from buses. Transit system will only consider “clean” diesel buses like it currently operates for replacement vehicles.

- **Vehicle Fuel Type:** Alternative fuel buses (hybrid, CNG, electric) are not yet widely used and have several issues that would need to be considered before committing to them as they could increase system costs.

- **Capital Costs for Small Vehicles:** No cost advantage for buying smaller vehicles. Cost of small buses about one-half that of a large one but small buses have shorter lifespan (7 years versus 12-15 years). Savings in capital costs for small buses offset by their shorter lifespan. Maintenance costs for small buses would also be higher than for a large bus.

Continuing to provide fixed-route bus service with 35-foot diesel buses for the immediate future appears to be best option. Continued use of diesel buses should be evaluated in future relative to the costs of diesel fuel and experience of other transit systems with hybrid buses.
Introduction to Presentation

- Review of Significant Findings of Transit System Performance Evaluation
- Feasibility of Changing to Demand-Responsive Dial-A-Ride System
- Service Improvement Alternatives
- Comparison of Alternatives
- Next Steps
Major Findings of Transit System Performance Evaluation

Areas with Excellent Performance

- Existing transit system serves the vast majority (89%) of both the population and jobs in the City of Waukesha
- Limited service provided outside the City, largely to some densely populated residential areas and employment concentrations in the City and Town of Brookfield
- 2006 State management performance audit found that system is about average when compared to similar “peer” transit systems from around the country and in Wisconsin for ridership and financial performance

Findings of Transit System Evaluation (continued)

- Six routes (Nos. 1, 3, 4, 5, 8, and 9) have performance measures that generally exceed the acceptable performance levels and could continue to be operated without change
- The remaining routes (Nos. 2, 6, 7, and 15) have some performance measures that do not meet targets and merit study of possible changes
- The highest passenger activity occurs on route segments that serve the Downtown Transit Center, major commercial areas, or multi-family housing complexes.
- Overcrowding is not a problem on buses; buses with as few as 20 seats could be operated on some routes
Feasibility of Changing to Demand-Responsive Dial-A-Ride System

- Commission staff reviewed the feasibility of providing Dial-A-Ride (DART) service in the Waukesha Metro Transit service area
  - DART service typically provided as public transit using automobiles and accessible vans or small buses to transport passengers between their specific origins and destinations
  - DART vehicles do not operate over fixed routes or on fixed schedules except to satisfy special demand
  - Shared-ride taxi service is an example of DART service that is widely used in Wisconsin

Feasibility of Demand-Responsive Dial-A-Ride System (continued)

- Research indicates that the population density within the existing Metro service area is too high for DART service
  - DART services generally serve small urban areas with densities of less than 2,000 persons/square mile
  - 2010 Population densities within the central portions of the Metro service area generally exceed 3,000 persons/square mile (see Map 1)
  - DART service could still be appropriate as a replacement for bus service in areas, or during periods, with low transit ridership
Feasibility of Demand-Responsive Dial-A-Ride System (continued)

- DART/taxi total costs and costs per passenger will be lower than a bus system only if transit ridership is low
  - Bus service has a higher cost per vehicle mile than taxi service due, in part, to higher operator wages and higher bus capital/maintenance costs
  - Bus service can have a lower cost per passenger and lower total costs when transit ridership is high
    - Buses have more passenger capacity than taxis and service is designed to carry multiple trips
    - DART/Taxi systems tend to have higher costs per passenger than bus systems as they generally serve an individual ride
  - A DART/taxi system with high transit ridership will require more vehicles/drivers than a bus system increasing costs of operation
Feasibility of Demand-Responsive Dial-A-Ride System (continued)

- Replacing bus service with DART/taxi service within the existing Waukesha Metro Transit service area may not result in lower costs or improve efficiency of transit system (see Table 1).
- Analysis of replacing evening and Sunday bus service with DART service for all routes except Route Nos. 1 and 4 was conducted for 2012 transit system budget.
  - Assumed no change in Federal transit funding level; a 10 percent reduction in State transit operating assistance; and taxi fares higher than bus fares.
  - Concluded that the savings from reducing bus service would not offset higher costs for providing DART service due to need to operate more dial-a-ride vehicles than buses and need to use existing drivers per Federal labor protection agreement.

<table>
<thead>
<tr>
<th>Transit System</th>
<th>Total Passengers</th>
<th>Total Operating Expenses</th>
<th>Total Operating Expense Per Passenger</th>
<th>Public Operating Revenues</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Waukesha Metro Transit</td>
<td>736,800</td>
<td>$5,007,300</td>
<td>$6.80</td>
<td>$822,600</td>
</tr>
<tr>
<td>Hartford Taxi</td>
<td>20,600</td>
<td>$226,600</td>
<td>$11.00</td>
<td>$67,500</td>
</tr>
<tr>
<td>Ozaukee County Taxi Service</td>
<td>74,600</td>
<td>$1,348,000</td>
<td>$18.07</td>
<td>$156,200</td>
</tr>
<tr>
<td>Port Washington Transport Taxi</td>
<td>19,200</td>
<td>$288,900</td>
<td>$14.01</td>
<td>$48,000</td>
</tr>
<tr>
<td>Washington County Taxi Service</td>
<td>84,000</td>
<td>$1,813,200</td>
<td>$22.78</td>
<td>$308,700</td>
</tr>
<tr>
<td>West Bend Taxi</td>
<td>120,400</td>
<td>$1,108,600</td>
<td>$9.21</td>
<td>$365,000</td>
</tr>
<tr>
<td>Whitewater Taxi System</td>
<td>28,700</td>
<td>$198,500</td>
<td>$6.88</td>
<td>$57,300</td>
</tr>
</tbody>
</table>

*Reflects the total number of passengers boarding the transit vehicles operated by each transit system during the year. For the fixed-route bus service provided by Waukesha Metro Transit, the figure includes passengers transferring between bus routes.

Source: SEWRPC.
Alternatives Considered

- Three alternative service plans developed
  - Alternative 1 - Status Quo Alternative
    - Keep existing 2012 transit system
  - Alternative 2 - Desirable Service
    - Proposes modest expansion of the transit system to provide some service expansion while eliminating unproductive services
  - Alternative 3 - Fiscally Constrained Service
    - Reflects potential for limited local funding over planning period
- Table 2 presents the proposed service changes identified under Alternatives 2 and 3
- Performance in 2017 of all alternatives is compared in Table 3

### Table 2: SUMMARY OF PROPOSED ROUTING AND SERVICE CHANGES UNDER ALTERNATIVES 1 AND 2

<table>
<thead>
<tr>
<th>Bus Route</th>
<th>Alignment Changes</th>
<th>Impact or Service</th>
<th>Routing Changes</th>
<th>Service Changes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>- Restructure route between downtown terminal and Innovation Center</td>
<td>- Changes would reduce transfer time between downtown terminal and the Broadfield Square Shopping Center</td>
<td>- Restructure route between downtown terminal and the Broadfield Square Shopping Center</td>
<td>- Changes would reduce transfer times between downtown terminal and the Broadfield Square Shopping Center</td>
</tr>
<tr>
<td>2</td>
<td>- Restructure route between East Ave and Main St. and 1st and Westside Shopping Center</td>
<td>- Changes would allow route to serve new Central Market and Real Transportation Center</td>
<td>- Restructure route between East Ave and Main St. and 1st and Westside Shopping Center</td>
<td>- Changes would allow route to serve proposed new Central Market and Real Transportation Center</td>
</tr>
<tr>
<td>3</td>
<td>- Restructure route between downtown terminal and Hartwell Avenue and College Ave</td>
<td>- Extends route to Mars Hill Park and College Ave Subdivision over Hartwell and College Ave</td>
<td>- Restructure route between downtown terminal and Hartwell Avenue and College Ave</td>
<td>- Extends route to Mars Hill Park and College Ave Subdivision over Hartwell and College Ave</td>
</tr>
<tr>
<td>4</td>
<td>- No Changes</td>
<td>- Segments identified as having low ridership in performance evaluation</td>
<td>- Combine with Route 6 and operate as Route 6/9</td>
<td>- Change would reduce service on weekdays to levels currently provided on weekends and weekends</td>
</tr>
<tr>
<td>5</td>
<td>- Restructure route between Broom St. and Nevada Ave. and Broad Ave</td>
<td>- Segments identified as having low ridership in performance evaluation</td>
<td>- Combine with Route 6 (see above)</td>
<td>- Change would reduce service on weekdays to levels currently provided on weekends and weekends</td>
</tr>
<tr>
<td>6</td>
<td>- Restructure route to follow Route 7 alignment between downtown terminal and Cambridge Ave.</td>
<td>- Change would facilitate providing two-way service over route 7</td>
<td>- Combine with Route 6 (see above)</td>
<td>- Change would reduce service on weekdays to levels currently provided on weekends and weekends</td>
</tr>
<tr>
<td>7</td>
<td>- Restructure route to follow Route 7 alignment between downtown terminal and Cambridge Ave. and Girard Ave</td>
<td>- Change would serve new residential area and shopping center and facilitate providing two-way service over segments of Ridge Road, 6th Street, and Highland Drive</td>
<td>- Combine with Route 7 (see above)</td>
<td>- Change would reduce service on weekdays and Saturdays to levels currently provided on Sundays</td>
</tr>
<tr>
<td>8</td>
<td>- Extends route to Sycamore Plaza and Grandview Plaza Shopping Centers</td>
<td>- Change would eliminate airport shuttle route segments and replace service to Sycamore Plaza and Grandview Plaza Shopping Centers</td>
<td>- Combine with Route 7 (see above)</td>
<td>- Change would reduce service on weekdays and Saturdays to levels currently provided on Sundays</td>
</tr>
</tbody>
</table>
Table 2 (continued)

<table>
<thead>
<tr>
<th>Bus Route</th>
<th>Alignment Changes</th>
<th>Impact on Service</th>
<th>Routing Changes</th>
<th>Service Changes</th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td>Eliminate route segments operated over Pebble Valley Rd., University Drive, and Silverbell Rd. (segment to be served by restructured Route No. 8 as noted above)</td>
<td>Change would provide for more direct routing to the Pewaukee campus of the Waukesha County Technical College</td>
<td>Eliminate route segments operated over Pebble Valley Rd., University Drive, and Silverbell Rd. (segment to be served by restructured Route No. 8 as noted above)</td>
<td>Change would provide for more direct routing to the Pewaukee campus of the Waukesha County Technical College</td>
</tr>
<tr>
<td>15</td>
<td>Eliminate route segments with significant ridership incorporated into restructured Route No. 3</td>
<td>Eliminate route segments with significant ridership incorporated into restructured Route No. 3</td>
<td>Eliminate route segments with significant ridership incorporated into restructured Route No. 3</td>
<td>Eliminate route segments with significant ridership incorporated into restructured Route No. 3</td>
</tr>
<tr>
<td>16</td>
<td>No Changes</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: SEWRPC.

Table 3

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>2012 Budget</th>
<th>Alternative 1 - Existing 2012 Service</th>
<th>Alternative 2 - Designated Service</th>
<th>Alternative 3 - Fiscally Constrained Service</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Difference From</td>
<td>Number</td>
<td>Difference From</td>
</tr>
<tr>
<td>Fixed Route Bus Service</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Revenue Vehicle Hours</td>
<td>53,100</td>
<td>-3,600</td>
<td>9,600</td>
<td>44,500</td>
</tr>
<tr>
<td>Ridership</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Revenues</td>
<td>650,000</td>
<td>-25,200</td>
<td>31,200</td>
<td>606,000</td>
</tr>
<tr>
<td>Total Passengers</td>
<td>775,000</td>
<td>-12,300</td>
<td>35,800</td>
<td>894,000</td>
</tr>
<tr>
<td>Total Passengers per Revenue Vehicle Hour</td>
<td>14.6</td>
<td>-1.9</td>
<td>14.2</td>
<td>-1.5</td>
</tr>
<tr>
<td>Total System</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Passengers</td>
<td>754,000</td>
<td>-72,800</td>
<td>110,200</td>
<td>714,200</td>
</tr>
<tr>
<td>Total Operating Expenses</td>
<td>$5,136,800</td>
<td>$87,000</td>
<td>$1,162,000</td>
<td>$4,921,000</td>
</tr>
<tr>
<td>Total Operating Revenue</td>
<td>$6,000</td>
<td>-230,000</td>
<td>$1,162,000</td>
<td>$4,921,000</td>
</tr>
<tr>
<td>Total Public Assistance</td>
<td>$4,221,000</td>
<td>$362,400</td>
<td>$165,400</td>
<td>$3,965,400</td>
</tr>
<tr>
<td>Cost Recovery Rate</td>
<td>17.8%</td>
<td>-1.2%</td>
<td>18.2%</td>
<td>1.4%</td>
</tr>
<tr>
<td>Required Public Assistance</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>$4,221,000</td>
<td>$362,400</td>
<td>$165,400</td>
<td>$3,965,400</td>
</tr>
<tr>
<td>City of Waukesha</td>
<td>$1,270,000</td>
<td>$362,400</td>
<td>$165,400</td>
<td>$3,965,400</td>
</tr>
<tr>
<td>Total Operating Expense per Total Passenger</td>
<td>$6.47</td>
<td>$0.41</td>
<td>$0.19</td>
<td>$0.41</td>
</tr>
<tr>
<td>City of Waukesha Public Assistance per Total Passenger</td>
<td>$5.52</td>
<td>$0.18</td>
<td>$0.41</td>
<td>$0.41</td>
</tr>
</tbody>
</table>

* The forecasts of ridership, service levels, and financial data for the transit system for the years 2013 through 2017 were prepared by Commission staff based on the following assumptions:
1. All proposed routing and service changes would be implemented and in effect by January 1, 2013.
2. Systemwide average operating costs per total vehicle hour for the bus system would increase by about 5 percent in 2015 due to system contraction, when increase by 3 percent annually.
3. Increases in the total property tax levy for the bus and paratransit services provided by Waukesha Metro Transit would be limited to no more than one percent per year over the planning period.
4. The basic subsidy cash fare for the bus system would increase in 2016 from $2.00 to $2.25 per trip (12.5%). MetroNet fares would increase in 2016 from $2.10 to $2.35 per trip (6.7%) and again in 2015 from $2.00 to $2.35 per trip (12.5%)
5. The annual allocation of Federal Section 5307/5304 funds to Waukesha County would remain at the 2011 level of about $174,000 from 2012 through 2017, and that allocation would continue to be divided equally between the City of Waukesha and Waukesha County resulting in a total of about $487,000 in Section 5307/5304 funds being available each year to the City. Of this amount, about $485,000 would be used for capital needs associated with system operations and the remainder would be used by the Waukesha County Transit for operating expenses.
6. The combined Federal Section 5307/5304 program capital assistance funds and State 86.33 program operating assistance funds used by the transit system are expected to be about $1.5 million in 2015 and then be $1.3 million per year over the planning period to about $1.5 million in 2017.
7. Total passengers represent counts of all passengers boarding transit vehicles including transfers and free passengers.

Source: SEWRPC.
**Public Funding Assumptions**

- Combined Federal/State transit funds expected to fund about 55.5 percent of total transit system operating expenses under the 2012 budget
- Combined percentage would decrease to about 52.5 percent in 2013 and to about 50.5 percent in 2017
  - Operating expenses increase with inflation (2%/yr)
  - Federal and State transit assistance funds remain flat over next five years
  - Results in smaller Federal/State funding shares for all State transit systems

**Alternative 1 – Status Quo Alternative**

- WisDOT 2011 management performance audit of existing transit system
  - “one of the best transit systems in the Midwest”
- Maintain existing 2012 transit system over period without any changes
- 2010 population served estimated at about 65,100 persons
- Existing 2012 transit system shown on Map 2
Alternative 2 – Desirable Service

- Alternative 2 routing and service changes intended to largely maintain existing system routes and service levels and provide for some expansion
- Elimination of some unproductive services with savings used to fund new and improved services
- The proposed changes would increase annual revenue bus miles and hours by about 7 percent from the 2012 budget
- Alternative 2 transit system is shown on Map 3
Alternative 2 (continued)

- The major routing changes would include:
  - Modifying Route No. 1 to provide for faster travel into and out of downtown Waukesha
  - Modifying Route No. 2 to serve the proposed new Woodman’s Market and the Majestic Theater in the Town of Brookfield on weekends
  - Restructure Route No. 3 to incorporate segments serving east side industrial area and Minooka Park Estates subdivision presently served by Route No. 15; Route No. 15 would be eliminated
  - Swap alignments of Route Nos. 6 and 7 on the west side of the City to enable Route No. 7 to be extended to serve the Meadowbrook Marketplace Shopping Center and new residential development
Alternative 2 (continued)

- Reduce service over Route No. 6 to Waukesha West High School to four round trips on schooldays
- Extend Route No. 8 north over Pebble Valley Road, University Drive, and Silvernail Road to serve the Silvernail Plaza and Grandview Plaza Shopping Centers
- Eliminating segments on Route No. 9 operated over Pebble Valley Road, University Drive, and Silvernail Road to provide more direct service to the Pewaukee campus of the Waukesha County Technical College
- No changes are proposed for Route Nos. 4 and 16 which would continue to operate as at present
- The routing changes would reduce the 2010 service area population by about 400 persons to about 65,100 persons

Alternative 3 – Fiscally Constrained Service

- Alternative 3 envisions possible limits on local funds
  - Commission staff attempted to maintain the level of local funds provided under the transit system’s 2012 operating budget
  - Substantially reduced system of routes would be operated with service focused on the core areas of the City which have high residential and employment densities and good existing ridership
  - Service to outlying, lower-density areas would be significantly reduced or eliminated
Alternative 3 – Fiscally Constrained Service (continued)

- The major routing changes would include:
  - Modifying the alignments for Route Nos. 1, 2, 3, and 9 as proposed under Alternative 2
  - Combining Route Nos. 5 and 6 to operate as a large loop as currently operated on weekday evenings and weekends
  - Combining Route Nos. 7 and 8 to operate as a large loop as currently operated on Sundays
  - Eliminating Route No. 15
  - Reducing service to Waukesha high and middle schools including service to Waukesha West High School and other special school day trips
- Alternative 3 transit system shown on Map 4
Alternative 3 – Fiscally Constrained Alternative (continued)

- Proposed changes would reduce annual revenue bus miles and hours by between 16 and 20 percent from the 2012 budget
- Changes would reduce the 2010 service area population to about 55,900 persons, or by about 9,600 persons (15 percent)

Capital Needs

- The current Waukesha Metro Transit fleet includes:
  - 23 35-foot long fixed-route buses seven
  - 7 25- to 29-foot long paratransit vehicles
- The capital improvement program (CIP) for the transit system proposes replacing or rehabilitating 10 of the 23 large buses between 2012 and 2017 and retiring 3 others
- No paratransit vehicles are scheduled for replacement or rehabilitation
- Other equipment also needed for operations and maintenance
Capital Needs (continued)

- The total five-year capital projects and their estimated costs are shown in Table 4
- Alternative 1 (Existing System):
  - Total costs $6.41 million ($1.28 million annually)
  - Local share $1.11 million ($222,900 annually)
- Alternative 2:
  - Total costs $6.82 million ($1.36 million annually)
  - Local share $1.18 million ($236,800 annually)
- Alternative 3:
  - Total costs $6.00 million ($1.04 million annually)
  - Local share $1.04 million ($208,900 annually)

### Table 4

PROPOSED CAPITAL EQUIPMENT EXPENDITURES FOR WAUKESHA METRO TRANSIT: 2013-2017

<table>
<thead>
<tr>
<th>Year</th>
<th>Equipment or Project Description</th>
<th>Unit Cost</th>
<th>Alternative 1 - Existing 2013 System -</th>
<th>Alternative 2 - Desirable Service -</th>
<th>Alternative 2 - Feasibly Constraining Service -</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Quantity</td>
<td>Total Cost</td>
<td>Quantity</td>
<td>Total Cost</td>
</tr>
<tr>
<td>2013</td>
<td>Replacement of 1998 Gillig Low Floor Buses</td>
<td>$410,000</td>
<td>8</td>
<td>$3,360,000</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>Replace make-up Air Units</td>
<td>2</td>
<td>49,000</td>
<td>2</td>
<td>49,000</td>
</tr>
<tr>
<td></td>
<td>Deskiller</td>
<td>85,000</td>
<td>1</td>
<td>85,000</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Upgrade Furnishings at Metro Offices</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>Replace E34 badge machine</td>
<td>8,600</td>
<td>1</td>
<td>8,600</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Replace Floor Scrubber</td>
<td>17,500</td>
<td>1</td>
<td>17,500</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Replace Transit Van</td>
<td>25,000</td>
<td>1</td>
<td>25,000</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td><strong>Subtotal</strong></td>
<td></td>
<td>$2,674,000</td>
<td>5</td>
<td>$2,055,200</td>
</tr>
<tr>
<td>2014</td>
<td>Rehab/Retool 2007 Bluebird Paratransit Buses</td>
<td>$50,000</td>
<td>4</td>
<td>$200,000</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Replace Maintenance Software</td>
<td>40,000</td>
<td>-</td>
<td>40,000</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>Replace AD Accessible Recorder</td>
<td>10,000</td>
<td>-</td>
<td>10,000</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>Gateway for Downtown Transit Center</td>
<td>40,000</td>
<td>-</td>
<td>40,000</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>Outdoor Security Cameras at Downtown Transit Center</td>
<td>70,000</td>
<td>-</td>
<td>70,000</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td><strong>Subtotal</strong></td>
<td></td>
<td>$200,000</td>
<td>4</td>
<td>$200,000</td>
</tr>
<tr>
<td>2015</td>
<td>Rehab/Retool 2008 Gillig Buses</td>
<td>$50,000</td>
<td>3</td>
<td>$150,000</td>
<td>3</td>
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<tr>
<td></td>
<td>Replace Back-up Combustor</td>
<td>30,000</td>
<td>-</td>
<td>30,000</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td><strong>Subtotal</strong></td>
<td></td>
<td>$150,000</td>
<td>3</td>
<td>$150,000</td>
</tr>
<tr>
<td>2016</td>
<td>Replace 2004 Gillig Buses</td>
<td>$448,000</td>
<td>7</td>
<td>$3,136,000</td>
<td>7</td>
</tr>
<tr>
<td>2017</td>
<td>Replace A53 computer Equipment</td>
<td>-</td>
<td>$10,000</td>
<td>-</td>
<td>$10,000</td>
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<tr>
<td>2018</td>
<td>Federal Capital Assistance Funds</td>
<td>-</td>
<td>$5,420,000</td>
<td>-</td>
<td>$5,420,000</td>
</tr>
<tr>
<td></td>
<td><strong>Total Cost</strong></td>
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<td>$5,997,000</td>
<td>7</td>
<td>$5,997,000</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Category</th>
<th>Local Share</th>
<th>Capital Share</th>
<th>Federal Share</th>
<th>Total Capital Assistance Funds</th>
<th>Total Capital Assistance Funds</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>222,900</td>
<td>1,564,000</td>
<td>1,564,000</td>
<td>4,054,900</td>
<td>4,054,900</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td></td>
<td>1,044,705</td>
<td>1,044,705</td>
</tr>
</tbody>
</table>

- The existing 2013 transit system has 13 1998 Gillig buses in the bus fleet. Four of the 1999 buses are being replaced in 2017 with Federal funds allocated for in 2011, and the remaining City share is included in the approved City Budget. The other 3 Gillig buses will be retained.
- Under Alternative 2, one additional 1998 Gillig buses would need to be replaced and only two of the 1999 Gillig buses would be retained. The remainder of the capital projects would not change.
- Under Alternative 3, three former 1998 Gillig buses would need to be replaced and two more of the 1998 Gillig buses could be retained. The remainder of the capital projects would not change.
- Costs are expressed in estimated year of expenditure dollars.

Source: Waukesha County Transit and SDWPRC.
# Capital Needs – Vehicle Type Analysis

- **Alternative bus types, sizes, and fuel types analyzed by Commission staff**
- **Bus types and significant findings in Table 5**
- **Vehicle size**
  - Smaller diesel buses (19 to 22 seats) may have enough seating capacity for peak times on some, but not all, of the existing Waukesha Metro Transit routes and could be used instead of larger buses.
- **Use of smaller diesel buses would have issues associated with operating a mixed vehicle fleet** (spare parts inventories, vehicle assignment, spare vehicles, driver training).

## Table 5: Comparison of Alternative Bus Types and Sizes for City of Waukesha Metro Transit

<table>
<thead>
<tr>
<th>Vehicle Category</th>
<th>Diesel</th>
<th>Diesel-Electric Hybrid</th>
<th>Compressed Natural Gas (CNG)</th>
<th>Electric</th>
</tr>
</thead>
<tbody>
<tr>
<td>Typical Vehicle Size</td>
<td>35 - 40 feet</td>
<td>24 to 27 feet</td>
<td>35 to 40 feet</td>
<td>35 to 40 feet</td>
</tr>
<tr>
<td>Number of Seats</td>
<td>30 to 40 seats</td>
<td>19 to 22 seats</td>
<td>30 to 40 seats</td>
<td>30 to 40 seats</td>
</tr>
<tr>
<td>Minimum Useful Life</td>
<td>12 years (heavy-duty)</td>
<td>7 years (medium-duty)</td>
<td>12 years (heavy-duty)</td>
<td>12 years (heavy-duty)</td>
</tr>
<tr>
<td>Total Capital Cost (K)</td>
<td>$1,102,000 - $1,106,000</td>
<td>$1,314,000 - $1,328,000</td>
<td>$1,060,000 - $1,084,000</td>
<td>$1,260,000 - $1,284,000</td>
</tr>
<tr>
<td>Fuel/Energy Efficiency</td>
<td>4.0 - 4.5 mpg</td>
<td>5.5 - 6.5 mpg</td>
<td>38.00 fuel (heavy-duty diesel)</td>
<td>1 - 2 kWh/mile (electric)</td>
</tr>
<tr>
<td>Fuel Cost</td>
<td>$0.35 - 0.45/MBtu</td>
<td>$0.35 - 0.45/MBtu</td>
<td>$0.35 - 0.45/MBtu</td>
<td>$0.35 - 0.45/MBtu</td>
</tr>
<tr>
<td>Maintenance Cost Per Mile</td>
<td>$0.27 - $0.34/mile</td>
<td>$0.17 - $0.20/mile</td>
<td>$0.17 - $0.20/mile</td>
<td>$0.17 - $0.20/mile</td>
</tr>
<tr>
<td>Infrastructure Cost/ Special Considerations</td>
<td>Environmental Protection Agency rules that affect what in 2007</td>
<td>Regulation of California Air Resources Board rules that apply to California</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td></td>
<td>Environmental Protection Agency rules that affect what in 2007</td>
<td>Regulation of California Air Resources Board rules that apply to California</td>
<td>None</td>
<td>None</td>
</tr>
</tbody>
</table>

## Availability of Vehicles

<table>
<thead>
<tr>
<th>Very High Availability</th>
<th>High Availability</th>
<th>High Availability</th>
<th>Limited Availability</th>
</tr>
</thead>
</table>

*Note: Figures are subject to change. This information is intended to provide a general overview of the cost and benefits of different bus types and sizes for the City of Waukesha Metro Transit. The information is not intended to be exhaustive and should not be relied upon as a sole source of information.*

**Source:** Waukesha County Regional Planning Commission

**Contact:** admin@waukegan.org *901-282-2017*
Capital Needs – Vehicle Analysis (continued)

- Air pollutant emissions for small vehicles
  - No advantage to using small versus large diesel buses regarding
  - EPA rules require significantly reduced emissions from all new diesel buses; no longer emit large volumes of pollutants
  - Small diesel buses do not emit significantly less air pollutants; emissions largely related to the engine/drivetrain and fuel type used
  - Transit system currently operates such “clean” diesel buses; will only consider them for replacement vehicles

Capital Needs – Vehicle Analysis (continued)

- Capital Costs for small vehicles
  - No cost advantage to using small buses
  - Cost of a small buses about one-half that of a large one but small buses have shorter lifespan
  - Savings in capital costs for small buses offset by the shorter lifespan for small buses
    - Few bus manufacturers produce small buses with the 12-year, 500,000 mile useful life of larger heavy-duty buses
    - Every 7 years versus every 12-15 years; means small buses replaced more often
  - Maintenance costs for small bus would also be higher than for a large bus
**Capital Needs – Vehicle Analysis (continued)**

- Vehicle fuel type
  - Alternative fuel buses (hybrid, CNG, electric) not yet widely used
  - Issues should be considered before committing to such vehicles:
    - Fuel cost savings tend to be offset by the required higher capital investment
    - Use of CNG vehicles will require a new fueling system and infrastructure at the City bus garage (estimated cost: $2 million)
    - Maintenance costs for hybrid and CNG buses vary widely and substantial savings generally would not be expected; additional training for maintenance staff would be needed; insufficient data available to make conclusions on electric vehicle maintenance costs

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**Capital Needs – Vehicle Analysis (continued)**

- Issues to be considered (continued)
  - Hybrid and electric buses provide for quieter operation but require battery replacement which adds to operating costs
  - Electric buses have limited operating range under a single charge; likely to require overnight and/or on-route charging
  - Use of CNG and electric buses tend to result in cleaner garages with better indoor air quality
Capital Needs – Vehicle Analysis (continued)

- Conclusions for Vehicle Analysis
  - Continuing to provide fixed-route bus service with 35-foot diesel buses in the immediate future appears to be the best option
  - Continued use of diesel buses should be evaluated in future relative to the costs of diesel fuel and experience of other transit systems with hybrid buses
  - Waukesha should monitor Wisconsin transit operators using hybrid buses
    - Madison Metro Transit
    - Oshkosh Transit System

Comparison of Alternatives

- Comparative evaluation of alternatives conducted considering service, ridership, cost, and funding in the year 2017 (see Table 3)

  Alternative 1 (existing 2012 system)
  - Existing transit system would have productivity and cost measures close to those for Alternative 2 with desirable service expansion
  - Existing system would require much higher total and local public funding requirements than Alternative 3 fiscally constrained system
Comparison of Alternatives (continued)

- Alternative 2 (desirable service)
  - Would provide for both an expansion of transit service and the elimination of unproductive portions of existing system operations
  - Costs of route extensions and restructuring paid for largely by savings achieved through elimination of unproductive services
  - Proposed service expansion would still require a 41 percent increase in the City's public funding for the transit system by 2017

Comparison of Alternatives (continued)

- Alternative 3 (fiscally constrained service)
  - Would eliminate poorly performing routes and services in the outlying portions of the City; limit service to portions of City with densest development and highest transit-dependent person concentrations
  - Would improve productivity and the cost recovery rates over Alternative 2; total and City public funds in 2017 would be significantly below that for both Alternative 2 and existing system.
  - However, would greatly reduce service (about 16 percent below the existing system and about 22 percent below Alternative 2) and have much lower ridership than with the existing system or under Alternative 2
Next Steps

- Waukesha Transit Commission reviews alternatives
- Commission staff revise alternatives as necessary
- Public informational meeting held to obtain comment on study findings to date
- Public comments reviewed by Waukesha Transit Commission with potential changes identified by comments
- Recommended plan selected and final chapters prepared and reviewed
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Appendix D

NEWSPAPER ARTICLES CONCERNING WAUKESHA METRO TRANSIT
AND THE WAUKESHA METRO TRANSIT DEVELOPMENT PLAN: 2013-2017
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CRE Guide: Community Spotlight - Waukesha

The Business Journal by Kathy Bergstrom, Special To The Business Journal

Date: Tuesday, August 28, 2012, 6:00am CDT

Waukesha Mayor Jeff Scrima points to factors like quality of life, buying power and the city's business-friendly attitude as factors in the Waukesha County community's growth.

"The private sector knows best what they need and the city of Waukesha is ideally located. We have a strong employment, housing, education, transportation and quality of life base here," Scrima said.

Among the new developments in Waukesha is a Woodman's Food Market store under construction on the former Spanish Industries Inc. site at 1600 E. Main St. and Gaco Western, which makes waterproofing and insulation products, earned Waukesha Plan Commission approval Aug. 22 for an 85,000-square-foot expansion of its facility at 1245 Chapman Drive. In the city's downtown, a loft-style 42-unit apartment project called Kendal Lofts is under construction at 456 W. Main St.

A Waukesha native, Scrima was elected to a four-year term as mayor in 2010. He was a real estate broker and also served on a Downtown Waukesha Business Improvement District committee prior to being elected mayor.

Scrima answered questions from The Business Journal about commercial development.

Q: Downtown Waukesha seems to be a success story in attracting business, and development. How would you rate your downtown, why do you think it has been successful and what else would you like to see happen there?

A: "Things are getting brighter in Waukesha. Specifically in our downtown during the last two years, we have made significant progress. The city wisely invested in the restoration of the Frame Park river walk and also a new transit center, which has been the catalyst for new downtown development and events. Our downtown is really the best kept secret in all of southeastern Wisconsin. We have the largest and most diverse farmers market in the county. We have a music event called Friday Night Live, which runs every Friday night May until October and we’ve been averaging about 4,000 to 5,000 people downtown every Friday night. We close down Main Street and turn it into a pedestrian plaza. It is a family event in which people can come out and socialize and listen to local musicians. We call it our community’s front porch.

"We also recently landed a national community art project in partnership with the Gibson Guitar Corp. called GuitarTown, and that launched June 1 of this year. We have 10-10 foot tall outdoor sculptural guitars and 20 regular-size playable guitars, which have been painted by Wisconsin artists that are on display in our downtown. The mixed-use style town centers are the future of retail development and we want to have the real thing. We have a historic downtown, open air drivable streets, green spaces, walkways. We have condominiums. We have a boutique hotel. We have office space and unique retail."

Q: You’ve expressed support for a hotel and convention center downtown. Is anything happening with that proposal?

A: "There was community support for the concept just over a year ago, a feasibility study was conducted by a company called Partners in Development. They have done projects with The Marcus Corp. That feasibility study determined that downtown Waukesha would be an excellent location for a midsize convention center with a Hilton hotel. They especially liked the setting with the river walks, the transit center and then the renaissance happening in the downtown. Since that time, the local business owner who controls most of that parcel came to the city and asked for (tax incremental financing) money upfront. We gave that careful consideration and did not believe that would be responsible, and we are confident that the private sector can and should front the money for that specific type of development. However, we did offer a pay-as-you-go TIF, which presents no risk to the city, which is similar to how we provided assistance to Woodman’s. So we are confident that the project money can move forward. It’s up to the private sector at this point."

Q: Woodman’s is building a store in Waukesha. What impact do you think that will have on the city?

A: "We are delighted that Woodman’s will be opening in our community. As you’re probably aware, they broke ground about two months ago. They’ll be opening next year. They will add more than 200 jobs to our community and revitalize our east side. We suspect that there will be a lot of spin-off development that will occur around the Woodman’s, because they’re a magnet and it will draw in residents from other communities to come into Waukesha to shop. We’ve have people from Brookfield and New Berlin coming to Waukesha to the new Woodman’s store."

Q: What challenges do you have attracting commercial development and tax base to your community?

A: "It’s certainly a competitive world, as it should be. Our philosophy is first of all to aggressively pursue developers. Our role is to assist them in meeting their goals. Nobody knows what’s best for business than business. Our commitment is to not only assist them in meeting their goals but also to make the approval and construction
process swift, simple and certain, and that's our motto here. A lot of people know it
because I say it all the time, 'swift, simple and certain.'

"The simple truth is that private investment capital flows to the path of least
resistance and businesses and investors have choices on where to locate, and we are
committed to assisting them in meeting their goals and making it swift, simple and
certain here in Waukesha. This last year with city incentives, SPX Transformer
Solutions/ Waukesha Electric and Weidcall Manufacturing expanded, adding 325 new
family-supporting jobs to our community, and these are well-paying family-supporting
careers. Woodman's, with city incentives, will be adding more than 200 jobs.

"A company called Geco Western, they're a technology leader in waterproofing and
insulation products, they will be expanding their facility, which is currently located on
the south side of Waukesha. The site of the expansion will more than double what
they currently have, increasing by 65,000 square feet. They're seeking — because of
the growth they've had and their success they've had — to consolidate their
operations in the Wisconsin area into one facility. The jobs that they offer range from
warehouse positions all the way up to Phd senior research chemists. We're proud of
that. It adds to the momentum of renewal that we have happening in our
community."

Q: When a new business considers moving to your community, what are the
selling points you pitch to them?

A: "Before I got into office, the city's taxes were increasing at an average of more
than 5 percent per year. In 2011, for the first time, we held to a 0 percent increase.
And this year we came within $61,000 of our $51 million operating budget in
meeting our 0 percent goals. So we understand what our families are experiencing,
what our businesses are experiencing. We're aligning ourselves with that as far as city
operations and values. Businesses often want to locate in a community that's been
good for their employees. In 2010, Money magazine ranked us 50th on its list of 100
best places to live in the United States. We're confident that we're going to be on that
list again. (Waukesha placed 99th in the 2012 list) In 2010 and 2011, America's
Promise Alliance ranked Waukesha one of the 100 best communities for young
people.

"Last year, the National Recreation and Park Association granted Waukesha its Gold
Medal award. We are the only community with a population between 50,000 and
100,000 to receive the Gold Medal Award. Last year the Wisconsin Library Association
designated our city library as the Wisconsin Library of the Year. We also have a strong
transit system. The Wisconsin DOT system management performance review just
came out, and we scored very high on that for our transit system. We have diversity
of housing and employment opportunities in the city, which ends up being a strength
and helps us weather the larger economic bumps because people can still find
housing and find work here in the city."

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