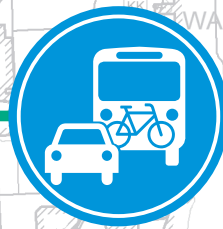


RECORD OF PUBLIC COMMENTS

OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN: 2019-2023



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Special acknowledgement is due the following individuals who previously served as members of the Committee during the course of the planning program: Kip Kinzel, Mayor of Cedarburg, Tom Mlada, Mayor of Port Washington, and Randy Tetzlaff, Director of Planning and Development, City of Port Washington.

RECORD OF PUBLIC COMMENTS

OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN: 2019-2023

FIRST ROUND OF OUTREACH

JUNE 2017

SECOND ROUND OF OUTREACH

FEBRUARY-MARCH 2018

Prepared by the
Southeastern Wisconsin Regional Planning Commission
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October 2018

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OVERVIEW

This report summarizes input received on transit services and transit service alternatives for the Ozaukee County Transit Development Plan during two rounds of public involvement. The first round of outreach was conducted in June 2017, with three meetings, including one business-focused meeting and two public meetings, to assist in the development of alternatives. The second round of outreach took place between February and March 2018, with a total of four meetings, including one business-focused meeting and three public meetings, to gather input on the transit service alternatives. The second round of public outreach also had a formal public comment period from February 15, 2018, through March 19, 2018.

The Ozaukee County Transit Development Plan is a short-range, five-year plan for public transit in Ozaukee County being prepared by the Southeastern Wisconsin Regional Planning Commission at the request of Ozaukee County. The plan will include recommendations for transit service and capital improvements for the County transit system over the period 2019 through 2023. The preparation of this transit plan is a joint effort by the staffs of Ozaukee County and the Commission, and the plan is being guided by an Advisory Committee that includes representatives from units of government in Ozaukee County and a variety of agencies with an interest in transportation in the County. The Committee is responsible for proposing to Ozaukee County and the Commission, after careful study and evaluation, a plan identifying the recommended transit system plan for the next five years.

SUMMARY OF COMMENTS RECEIVED DURING THE FIRST ROUND OF OUTREACH, REGARDING THE EXISTING CONDITIONS OF THE OZAUKEE COUNTY TRANSIT SERVICES

Introduction

This section summarizes the comments received on transit services as part of the first round public outreach for the Ozaukee County Transit Development Plan in June 2017. Three meetings were held to gather public input that would assist in the development of alternatives to be studied in the next phase of the planning process. The first meeting, held on June 20, 2017, at the Milwaukee Area Technical College (MATC) – Mequon campus, focused on gathering input from Ozaukee County businesses regarding the need for transit connections to jobs. Comments were also received during two public information meetings. The first public meeting was held on June 21, 2017, at Port Washington State Bank's Lakeview Community Room in Port Washington. The second public meeting was held at the Columbia St. Mary's Pavilion on the Ozaukee County Fairgrounds on June 22, 2017, in Cedarburg. The following section provides a summary of the comments received on the existing transit services in Ozaukee County.

Summary of Comments: Business-Focused Meeting June 20, 2017

Outreach for the business-focused meeting was coordinated with Ozaukee Economic Development to target key businesses utilizing an email flyer. An article, authored by Kathleen Cady Schilling in the June 6, 2017, edition of the Ozaukee News Graphic, also promoted the business meeting and the public information meetings. There were 38 attendees at the business-focused meeting held on June 20, 2017, at the MATC – Mequon Campus. Of the 38 people who attended, 19 participants completed a comment card stating they would like to be part of future discussions on transit services to businesses in Ozaukee County. A brief survey was taken using keypad polling devices to receive input on the location of the businesses, how long they have operated, if they have difficulty finding workers due to transportation, and their interest in a potential shuttle service. The results of the survey are included in Appendix A. Following the survey, the attendees provided feedback on transit services in small groups. Based on notes provided by the facilitators as well as comment cards, there were three main themes that emerged from the discussion including; (1) there is interest in a shuttle service in Ozaukee County, (2) employers need workers, and (3) employers need transit service that covers all potential shifts and is reliable.

- Overall, nearly all participants were interested, conceptually, in shuttle service and requested more specifics on the potential cost to employers and how it would operate.
- Some participants thought businesses should pay for the service since many employees are in lower-paying jobs. Further, it was noted that the cost of a shuttle could be off-set by the increase in employee retention since there is a high cost related to frequent rehiring and retraining of workers.

- Locations identified that could benefit from shuttles included downtown Cedarburg, the STH 60 corridor, and Port Washington Road in the Village of Grafton.
- One participant provided a comment card suggesting good data may be available by conducting a survey of Ozaukee County employees and those looking for work.
- Numerous participants noted that they are experiencing worker shortages due to transportation.
- Some participants noted that ride sharing or a vanpool could work.
- One participant commented that the County should explore ways to improve cost effectiveness while improving service to low-income individuals. They also suggested a contract with Uber or Lyft to improve service.
- One participant shared information from a recent study regarding how far employees would travel on transit based on hourly pay. The results indicated that approximately one-third of people completing the survey did not apply for jobs because of transportation issues.
- Participants noted that there needs to be more promotion to businesses about the existing Express and Shared-Ride Taxi services, and commuter benefit options for employees, which allow employers to subsidize commuting expenses related to transit, vanpool, parking, and biking.
- One participant provided a comment card recommending that the County consider pursuing Bus Rapid Transit (BRT) partially funded by a Transportation Investment Generating Economic Recovery (TIGER) grant.
- Many participants noted that the current transit services are not a viable option for their employees because they do not get employees to work by 6:00 AM, the start of many shifts. In addition, some participants noted that the Express service is not a viable option due to the distance between the bus stop and their location. For example, some participants identified a potential new bus route, which could run north along STH 181 to the City of Cedarburg and continue south along Cedarburg Road and STH 57 to serve businesses in the City of Mequon.
- Some participants commented that the Shared-Ride Taxi is not a good option because it doesn't offer same day service, and it's not always on time.
- One participant noted that there should be better cooperation between Washington and Ozaukee Counties.

The outreach materials, attendance records, comments, and survey results related to the business-focused meeting can be found in:

- Appendix A: Business-focused Meeting Held on June 20, 2017: Outreach and Related Materials Regarding the Ozaukee County Transit Development Plan: 2019-2023.

Summary of Comments: Public Information Meetings June 21 and June 22, 2017

Outreach for the public information meetings included multiple forms and media outlets. Advertisements for the meetings were placed in three papers on June 1, 2017 – the Ozaukee Press, the Ozaukee News Graphic and the Milwaukee Journal-Sentinel. Flyers were created and distributed on the Ozaukee Shared-Ride Taxi and on the Ozaukee County Express buses. At the request of Huda Alkaff, 50 flyers were sent to the Wisconsin Green Muslims organization to distribute at the Treasures of Oz event. A news release promoting the public meetings was sent to the Ozaukee Press, the Ozaukee News Graphic, and the Milwaukee Journal-Sentinel on June 6, 2017. An article, authored by Kathleen Cady Schilling in the June 6, 2017, edition of the Ozaukee News Graphic promoted the public information meetings, as well as the business meeting. Information about the meeting was posted on SEWPRC's website (sewrpc.org/OzaukeeTransit), Facebook and Twitter accounts, and also included in the June 2017 Commission Newsletter.

A total of 17 people attended the public information meetings held on June 21 and June 22, 2017. Each meeting included a brief presentation on the existing transit services and a summary of the analyses completed. At the end of each presentation, there was a five-question survey to learn more about the participants including: what zip code they reside in; how long they have lived at their current residence; their work zip code; what transit services they use; and, how they rate those services. Following the survey, there were opportunities to ask questions and break into small groups. Each meeting had two small groups, which were facilitated by Commission staff. The following section provides a summary of the discussions from the two public meetings.

Comments Related to the Ozaukee County Express

- Three people noted their experiences riding the Ozaukee County Express, including when buses were not on time or buses broke down. However, these participants also stated that they generally like taking the Express.
- Two people requested service to Bayshore Mall.
- One person noted that some bus stops are not accessible by wheelchair along Port Washington Road in Mequon.
- One person requested service to Menomonee Falls.
- One person suggested that the stop at Kilbourn Avenue and N. 6th Street be moved to Wells Street.
- One participant asked if the Express bus could use the shoulder on the freeway to get around congestion.
- One participant commented that riders should pay more for the service and that transit should be more like Uber. This person referenced a June 21, 2017, Wall Street Journal article about transit providers who are partnering with Uber or Lyft to offer on-demand services.

Comments Related to the Shared-Ride Taxi in Ozaukee County

- Six people commented that the Shared-Ride Taxi service provides good service and is valuable.
- Five people stated that the service is vital to their well-being and that they appreciate the customer service of the drivers and staff.
- Two people recommended that the weekday and weekend service hours could be extended.
- Two people noted that the service is not always on time and they need to build in an extra 30 minutes on each end to account for the variability in the schedule.
- Two people indicated that the service was expensive, especially if taken multiple times a day, and suggested that rates similar to those of TransitPlus in Milwaukee be considered or that Ozaukee County charge a reduced rate if the service is used at least three times a day.
- Two people noted that some drivers are not as professional as they would expect.
- Two people indicated that connecting to Washington County is a challenge and can be time consuming.

General Comments Related to Transit and the Ozaukee County Transit Development Plan

- One person requested that a survey be conducted of people with disabilities in Ozaukee County regarding their transportation needs.
- One person requested that a State Representative be added to the Advisory Committee to have a more direct connection to State policy.

- While some participants requested services to be more like “Uber,” others noted that they do not use a smart phone and need other ways to access the service.
- One participant requested commuter rail for the region and referenced the train that ran from Port Washington to Chicago in the 1970’s.

The comments, survey results, attendance records, meeting announcements, and meeting materials related to the public meetings held on June 21 and 22, 2017, can be found in:

- Appendix B: Comments Received from Public Meetings Held June 21, 2017, and June 22, 2017 Regarding the Ozaukee County Transit Development Plan: 2019-2023.
- Appendix C: Attendance Records of Public Meetings Held June 21, 2017 and June 22, 2017.
- Appendix D: Commission Announcements of Public Meetings Held on June 21, 2017, and June 22, 2017, and Summary Materials Distributed at Those Meetings.

SUMMARY OF COMMENTS AND RESPONSES RECEIVED DURING THE SECOND ROUND OF OUTREACH REGARDING THE OZAUKEE COUNTY TRANSIT SERVICE ALTERNATIVES

Introduction

This report also documents the comments received on a series of improvement alternatives developed as part of the Ozaukee County Transit Development Plan. Comments were received during a business-focused meeting on February 6, 2018, during public meetings held on February 28, 2018, at the Ozaukee County Fairgrounds in Cedarburg, March 1, 2018, at the Port Washington State Bank’s Lakeview Community Room in Port Washington, and on March 6, 2018, at the Villard Square Public Library in Milwaukee, and during a formal public comment period from February 15, 2018 through March 19, 2018.

As part of the Ozaukee County Transit Development Plan, a series of possible alternatives for future transit services were developed in careful consideration of the comments and ideas related to this planning effort received from the Advisory Committee, Ozaukee County businesses, and the public. At a meeting on November 14, 2017, the Advisory Committee approved the potential transit service improvement alternatives for public review and comment.

The following section provides a summary of the comments received on the potential transit service improvement alternatives and the Commission staff responses to the comments.

The outreach materials, attendance records, presentation, meeting materials, comments, and survey results related to the second round of outreach can be found in:

- Appendix E: Business-focused Meeting Held on February 6, 2018: Outreach and Related Materials Regarding Transit Service Alternatives for the Ozaukee County Transit Development Plan 2019-2023.
- Appendix F: Comments Received from Public Meetings Held February 28, March 1, and March 6, 2018, Regarding Transit Service Alternatives for the Ozaukee County Transit Development Plan: 2019-2023.
- Appendix G: Attendance Record from the Public Information Meetings Held February 28, March 1, and March 6, 2018.
- Appendix H: Commission Announcements of Public Meetings Held on February 28, March 1, and March 6, 2018, and Summary Materials Distributed at Those Meetings.

Business-Focused Meeting Held on February 6, 2018

Outreach for the business-focused meeting was coordinated with Ozaukee Economic Development to target key businesses utilizing an email flyer. The second business-focused meeting was held on Tuesday, February 6, 2018, at the MATC – Mequon Campus. Of the 45 people who attended, 14 provided additional feedback on comments cards. Commission staff provided an overview of the transit service alternatives

that were designed to serve Ozaukee County businesses. A representative from Allen Edmonds presented a summary of their private transportation services, as one potential approach to addressing transportation needs of employees. A survey was taken using keypad polling devices to gauge the level of interest for the nine employment-related alternatives presented. The results of the survey are included in Appendix E. The following summary includes highlights from the survey of alternatives and comments received on the returned comment cards. Responses to comments have been included where appropriate.

Four people commented on specific transportation challenges they experience.

- One person indicated that east-west transportation is a huge challenge.
- One person stated that their business's Cedarburg location limits their access to current transit options.
- One person indicated that more information is needed on available transportation options for employees who live in Milwaukee County.
- One company representative noted that 50 percent of their 220 employees live on the south side of Milwaukee

Response: The alternatives presented in the draft transit service alternatives focus on connecting workers residing in northern Milwaukee County to jobs in Ozaukee County. However, the three MCTS transfer points (Cherrywood Lane, Glencoe Place, and the Brown Deer Park & Ride) could offer connection points to the Ozaukee County Shared-Ride Taxi for those employees traveling from the south side of Milwaukee.

Three people commented on potential MCTS routes and improvements.

- One person suggested that a closer bus stop to the Mequon Business Park is needed indicating that the nearest one is in Brown Deer, which is a significant walk.
- One person noted the best alternative to serve their business needs is expansion of MCTS services, using Concordia University or MATC as transfer locations.
- One person requested more frequent service at the Grafton Commons stop.

Two people commented that on-time arrivals at shift changes are very important when determining which transit alternatives are best.

Additional comments asked questions or indicated their preferences or interest in next steps.

- One person inquired how technology might impact transportation services in the next five to ten years.

Response: The long-term impacts of technology on transportation services are difficult to predict given the fast pace of changes and the continuous evolution of Transportation Network Companies (e.g., Uber and Lyft). For purposes for this short-range, five-year Transit Development Plan, the impact of technology is expected to be limited to the use of mobile applications that can assist riders in accessing and tracking public transportation. For example, the County could invest in a smart phone app that would allow riders to track the arrival of the shared-ride taxi, book a reservation on the shared-ride taxi, and make payments. These technologies could increase ridership by increasing the perception of reliability and allowing riders to better anticipate when their ride will arrive.

Commission staff continues to track longer-term technology changes and their potential impact on transportation, land use, and socio-economic conditions. For instance, the regional transportation plan will be reevaluated and updated in 2020, and the Commission will be considering to what extent autonomous vehicles (AV) may change travel within Southeastern Wisconsin.

- One person asked why taxpayers should pay for transit services that benefit employers.

Response: The public transit service objectives in Chapter III, Public Transit Service Objectives and Standards, seek to provide efficient, safe, reliable, convenient, and comfortable transit services for residents traveling within Ozaukee County, County residents commuting to jobs in Milwaukee County, and County employers seeking workers, all at the lowest possible cost. During the development of the plan, there has been the expectation that future transit service expansion that assists businesses would include public-private partnerships to help the County pay for the costs of the service given limited public funds.

- One person asked how the “projected revenue passengers” and “local assistance” costs were determined.

Response: Projected revenue passengers were determined by extrapolating existing trends based on the characteristics of each alternative. For example, ridership projections for the “no change” Shared-Ride Taxi alternative, were developed by extrapolating existing ridership trends and increasing them at a rate reflecting projected growth in the senior population and employment within Ozaukee County. In projecting ridership for the Ozaukee County Express, it was assumed that ridership levels would remain constant but may fluctuate if an unexpected spike in gas prices occur. In cases where the fares would increase above the rate of inflation, a slight ridership decline was assumed given that typically a 10 percent increase in fares will result in a 3 percent decline in ridership. Ridership projections for additional alternatives were estimated using the most current ridership rates for similar services.

Transit service costs for the Ozaukee County Express and the Ozaukee County Shared-Ride Taxi assumed that operating expenses would increase by two percent and one percent, respectively, each year and that the percentage of operating expenses covered by a combination of Federal and State funds would remain at approximately 55 percent. The local assistance costs are thus, the remaining expenses after farebox revenues, Federal funds, and State funds are subtracted from the total operating expenses. For MCTS alternatives including the new Route 68, it was assumed that Ozaukee County would be responsible for the portion of additional miles within its border.

- One person indicated that flexible shuttles are the best option for Cedarburg businesses (one early shuttle for large employers, and one shuttle for downtown retailers later in the morning).
- One person stated their interest in extending the Shared-Ride Taxi hours.

At the end of the presentation summarizing the business-related transit service alternatives, Commission staff conducted a poll to gauge interest in each alternative. Of the 45 attendees, 37 participated in the poll. However, not all those participating in the poll voted on every question. Based on the poll, the following alternatives received the highest number of “very interested” votes:

- Extended Shared-Ride Taxi hours (25 out of 37 votes)
- Reduced pick-up/drop-off window (from 30 minutes to 15 minutes) using the Shared-Ride Taxi (22 out of 34 votes)
- On-demand service using the Shared-Ride Taxi (service within 2 hours of reservation) (22 out of 37 votes)
- Expanded marketing of transit services (21 out of 35 votes)

The outreach materials, meeting materials, presentation, attendance record, written comments, and survey responses related to the business-focused meeting can be found in Appendix E.

Public Meetings Held on February 28, March 1, and March 6, 2018

Outreach for the public involvement meetings included newspaper advertisements published in four newspapers, flyers provided to Ozaukee County Express riders and Shared-Ride Taxi passengers, a newsletter sent to over 250 contacts in Ozaukee County, a press release sent to five local and regional newspapers, and notices on the Commission's website. At the request of the Advisory Committee, Commission staff coordinated with local and regional workforce development groups to advertise the meeting in Milwaukee. More information regarding the outreach conducted for the second round of public involvement meetings can be found in Appendix H.

There were 14 people who attended the public meetings, held February 28, March 1, and March 6, 2018. During the public meetings, no attendees provided oral comments to the court reporters. However, two people provided input using the comment cards and other attendees spoke to Commission staff.

Comments Regarding the Employment-Related Transit Service Alternatives

- A total of nine people provided comments on the employment-related transit services targeting Ozaukee County businesses.
 - Three people commented on the alternatives to provide on-demand shared-ride taxi service.
 - » One person stated that the County should consider on-demand Shared-Ride Taxi and flexible shuttles, or some combination of both.
 - » One person noted that the on-demand Shared-Ride Taxi option is a great idea and added that the 24-hour notice is a deterrent for some riders who don't realize that the Shared-Ride Taxi can typically already accommodate rides with two to three hours' notice.
 - » One person asked if a partnership with Uber is created in Ozaukee County, would the 85.21 vouchers (available through State Statute 85.21) be available to be used for that service.

Response: State Statute 85.21, the specialized transportation assistance program for counties, allows private for-profit or private non-profit organizations to provide contract services for counties, with certain restrictions to ensure the drivers are properly trained and licensed. Should the County decide to enter into a contractual relationship with Uber or Lyft, Commission staff recommends that County staff coordinate with the Wisconsin Department of Transportation to ensure that all requirements under Section 85.21 are met by Uber or Lyft drivers prior to offering the service to those who utilize transportation services with 85.21 vouchers.

- Two people commented on marketing options for transit services.
 - » One person suggested that the County could utilize Channel 25, the City of Port Washington's cable access channel, to market transit options and to promote future public meetings related to transit.
 - » One person noted that marketing and marketing materials could address the safety concerns some seniors have about riding transit.
- Three comments were received on other employment related transit service alternatives.
 - » Two people expressed support for flexible shuttles.
 - » One person was supportive of additional MCTS routes into Mequon if employers need them and if the employers help fund the programs.

Comments Related to the Ozaukee County Express Service Alternatives

- Ten comments were provided regarding the Ozaukee County Express.

- Two people recommended extended hours on the Ozaukee County Express including later trips into Ozaukee County and weekend service.
- One person indicated support for bus stop improvements including upgrading shelters.
- One person noted that the Ozaukee County Express should accommodate riders taking northbound buses along Port Washington Road in the evening by providing better schedule adherence. For example, some riders might want to stop at Grafton Commons to shop and take a later bus northbound.
- One person recommended that reverse commuting hours should be expanded if the businesses or manufacturers have a demand.
- One person requested that all trips on the Ozaukee County Express should exit the IH 43 at Mequon Road and use Port Washington Road for the remainder of the trip.
- One person indicated that a route along CTH LL would help serve the Ozaukee County Justice Center.
- One person suggested that transit options should be considered for Ozaukee County students traveling to colleges in Milwaukee County, such as Alverno College.
- One person commented that the Ozaukee County Express has great drivers.
- One person stated that the Express fares are expensive for those with low wages and that increasing fares will negatively affect current riders.

Comments Related to the Shared-Ride Taxi Service Alternatives

- Eleven comments or questions were provided on the Shared-Ride Taxi service.
 - One person indicated that the Shared-Ride Taxi could help provide rides to students that would like to participate in the Saukville School's apprenticeship program.
 - One person noted that the County jail may have a need for transportation options offered by the Shared-Ride Taxi, including transporting riders from park-ride lots to the jail.
 - One person suggested that the County should offer the \$1.00 transfer fare to the Shared-Ride Taxi at the three MCTS bus stops.
 - One person suggested that the County should add Shared-Ride Taxi transfers at Brown Deer Road or Bayshore.
 - One person expressed appreciation for the Shared-Ride Taxi drivers who are patient and kind.
 - One person noted that many adults with disabilities use this service and added that it is wonderful for their independence.
 - One person supported a merger between the Ozaukee County and Washington County Shared-Ride Taxi services.
 - One person asked how riders can get to appointments in Milwaukee County without numerous transfers.

Response: In January 2017, the Shared-Ride Taxi's service area was extended to three specific locations in Milwaukee County (Cherrywood Lane, Glencoe Place, and the Brown Deer Park and Ride Lot) to provide transfers between the Shared-Ride Taxi and frequent, all-day MCTS services, allowing the Shared-Ride Taxi to connect with a much larger portion of Milwaukee County.

- One person asked if riders are questioned about their request for a sedan to verify if it is needed for health reasons, or if it is a personal preference.

Response: Riders usually inform the dispatcher of the reason for the sedan request voluntarily. Therefore, it has typically been unnecessary for the dispatcher to ask why a sedan is requested.

- One person asked if drivers are trained or educated to make riders with a disability comfortable.

Response: The Shared-Ride Taxi drivers have completed sensitivity training conducted through Portal Industries. In 2017, the drivers also participated in a training to understand the needs of those riders with dementia.

- One person asked if there is a system to make using the larger vans more efficient with more passengers and noted that they have observed multiple Shared-Ride Taxi vehicles transporting single riders home in the same area.

Response: Though the Shared-Ride Taxi service tries to maximize the number of people on shared rides within their reservation windows, occasionally passengers' space requirements may prevent others from boarding the vehicle once they are loaded, requiring multiple vehicles to serve an area.

The comments, attendance records, outreach materials, and meeting materials related to the public meetings can be found in Appendices F, G, and H.

Comments Received During the Public Comment Period from February 15, 2018 Through March 19, 2018

During the comment period of February 15, 2018, through March 19, 2018, a total of five people provided comments related to the proposed transit service improvement alternatives developed as part of the Ozaukee County Transit Development Plan via mail, email, phone, fax, or the online comment form (www.sewrpc.org/OzaukeeTransit).

Comments Regarding the Employment-Related Transit Service Alternatives

- The City of Mequon expressed support for the following alternatives in a letter dated March 19, 2018:
 - Extension of MCTS Route 12 and a new MCTS Route 68
 - Flexible shuttles
 - Expanded on-demand services through shared-ride taxis and partnerships with transportation network companies (e.g., Lyft, Uber) to provide on-demand services
 - Expanded reverse commute service
- One person expressed support for the extension of MCTS Route 12 and a new MCTS Route 68.
- One person was supportive of flexible shuttles.
- One person indicated support for on-demand partnerships with Lyft/Uber.
- One person indicated support for expanded reverse commute service.
- One person recommended increasing existing service on the Ozaukee County Express through Saturdays and providing a service connecting the 35th Street and Villard Street corridor, where new affordable housing is anticipated, to jobs in Ozaukee County.
- One person recommended inner-city shared-ride taxi zones to connect City of Milwaukee residents with jobs, shopping, schools, and recreation in Ozaukee County.

Response: There are currently three MCTS transfer points (Cherrywood Lane, Glencoe Place, and the Brown Deer Park & Ride) that provide connection points to the Ozaukee County Shared-Ride Taxi from the north side of Milwaukee County.

- One person expressed strong opposition to any MCTS route extensions, flexible shuttles that run from Brown Deer and Bayshore Town Center, and the expansion of reverse commute on the Ozaukee County Express, due to a concern that the routes will bring more crime to Mequon and Ozaukee County.

Response: The three alternatives noted are intended to help Ozaukee County businesses connect to potential workforce. The Advisory Committee utilized multiple performance measures to evaluate the alternatives including: maximizing the number of major activity centers and facilities for transit-dependent persons served by transit; maximizing the population served by transit; and maximizing the number of jobs served by transit. The potential of a transit service alternative to increase crime was not a performance measure, as there is no conclusive evidence of a link between transit expansions and increases in crime levels; and in some studies crime levels were shown to decrease after transit expansions. Furthermore, MCTS has rules, regulations, and ordinances that passengers must obey at all times. The bus drivers would not knowingly allow stolen property to be brought on board and would report suspicious activity immediately, making it difficult for someone to perpetrate a crime using transit.

Comments Related to the Ozaukee County Express Service Alternatives

- One person recommended more morning bus stop departures at Venture Court before 7:00 a.m.
- One person requested additional northbound stops at Mequon – Venture Court before and after 4:00 p.m. to increase flexibility for passengers.
- One person indicated that it would be nice to have dedicated buses for the Ozaukee County Express for consistency in the condition of buses.

Response: The vehicles previously purchased and owned by the County were largely paid for with Federal Transit Administration funds. Unfortunately, the Federal program used at that time no longer existed when the buses reached the end of their useful life, so the County was unable to purchase new vehicles. Should a similar program once again be funded on the Federal level, the County may consider purchasing dedicated vehicles to use on the Ozaukee County Express in the future.

Comments Related to the Shared-Ride Taxi Service Alternatives

- One person suggested that Shared-Ride Taxi service should begin at 7:00 a.m. on the weekend, while ending service earlier on weekends.
- One person recommended that Shared-Ride Taxi service begin on Saturday at 8:00 a.m. and extend Sunday service to 8:00 p.m.
- One person suggested that Shared-Ride Taxi services be extended into Milwaukee County at 76th Street to the Alexian Village bus stop to address concerns about people walking to the County line from MCTS Route 67.
- One person indicated opposition to higher fares.
- One person indicated support for merging the Ozaukee County and Washington County Shared-Ride Taxi services.

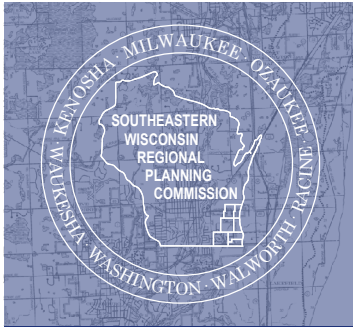

The written comments, including letters, emails, phone records, and comment cards related to the transit service alternatives can be found in Appendix F.

APPENDICES

**BUSINESS-FOCUSED MEETING HELD ON JUNE 20, 2017:
OUTREACH AND RELATED MATERIALS REGARDING THE
OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN: 2019-2023**

APPENDIX A

Figure A.1
Materials Announcing the Business Meeting on June 20, 2017



WE NEED YOUR INPUT!

- ▶ Are you having problems finding and retaining workers?
- ▶ Have you considered how transit could be part of the solution?

At the request of Ozaukee County, SEWRPC is preparing a 5-year transit plan for the County. This plan will evaluate the existing County transit services, analyze changes that could be made to the services, and make recommendations to the County to change and improve services.

Find out more at
sewrpc.org/OzaukeeTransit

Join us for a discussion about transit and how we can work together toward a solution

Date: Tuesday, June 20th
Time: 7:30 AM – 9:00 AM
Location: MATC – Mequon Campus
Lecture Hall A289
5555 West Highland Road
Mequon, WI 53092-1143

Please send your RSVP by June 12th to
ozaukeetransitplan@sewrpc.org

Breakfast will be provided

Free parking is available in front of the main entrance and in the west parking lot

A.2

Attendance Record from the Business-Focused Meeting held on June 20, 2017

OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN - BUSINESS MEETING				
SIGN-IN SHEET				
Tuesday, June 20, 2017				
7:30 AM - 9:00 AM				
MATC - Mequon Campus, Lecture Hall A289				
First Name	Last Name	Affiliation	Email	Initial here
Jennifer	Andreas	Cedarburg Chamber of Commerce	director@cedarburg.org	JA
Celina	Brault	SEEK	cbrault@seekcareers.com	CB
Nilda	Cintron-Cortez	Allen Edmonds Corporation	ncortez@allenedmonds.com	
Mohammad	Dakwar ✓	Milwaukee Area Technical College		
Jon	Edgren	Ozaukee County Public Works Director	jedgren@co.ozaukee.wi.us	JE
John	Escobar	Kleen Test Products	JESCOBAR@KLEENTEST.COM	JE
Kathlyn	Geracie ✓	County Board Supervisor	ktgeracie@gmail.com	
Dave	Hagemeier	Signature Two Company	dave@signaturetwo.com	
Sue	Henck	Gateway Plastics, Inc.	SHenck@gatewayplastics.com	
Alison	Henderson	Ozaukee News Graphic	ahenderson@conley.net	
Jean	Hill	Ozaukee Economic Development	jhill@co.ozaukee.wi.us	
Dave	Jackson		davejackson@apollo-systems.net	
Eric	Isbister	GenMet	EricI@genmet.com	
Pam	King	Grafton Area Chamber of Commerce	pam@grafton-wi.org	
Samantha	Kluck	Kleen Test Products	skluck@kleentest.com	
Elizabeth	Kohl ✓	Ozaukee Economic Development	ekohl@co.ozaukee.wi.us	
Amber	Koehler ✓	Ozaukee County Shared Ride	akoehler@co.ozaukee.wi.us	
Hannah	Koller	Norstar Aluminum Molds	hkoller@norstarmolds.com	
Gregory	Loisel	John Crane	Gregory.Loisel@johncrane.com	
Hailey	Nenonen	Aurora Medical Center	Hailey.Nenonen@aurora.org	

Figure A.2 (continued)

OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN - BUSINESS MEETING				
SIGN-IN SHEET				
Tuesday, June 20, 2017				
7:30 AM - 9:00 AM				
MATC - Mequon Campus, Lecture Hall A289				
Ben	Noffke	Noffke Roofing	ben@noffkeroofing.com	
Mike	Mallwitz ✓	MATC	mallwitm@matc.edu	✓
Sue	Meurer ✓	Aurora Medical Center	sue.meurer@aurora.org	✓
Cheryl	Milbauer ✓	Telsmith, Inc.	cmilbauer@Telsmith.com	✓
Tom	Misgen	Guy & O'Neill, Inc.	tmisgen@guyandoneill.com	
Orlando	Owens ✓	Office of Senator Ron Johnson	Orlando_Owens@ronjohnson.senate.gov	✓
Michelle	Pike	Aging and Disability Resource Center	mpike@co.ozaukee.wi.us	MP
Barry	Rich	Kapco Metal Stamping	rich@kapcoinc.com	SR
Sara	Rogers (A)	Employ Milwaukee	Sara.Rogers@employmilwaukee.org	SR
Betsy	Romo ✓	Pace Industries, Grafton Division	Betsy.Romo@paceind.com	BR
Tom	Ross	Ansay & Associates	Tom.Ross@ansay.com	
Terry	Schacht ✓	Express Employment Professionals	Terry.Schacht@ExpressPros.com	✓
Justin	Schoenemann	City of Mequon	jschoenemann@ci.mequon.wi.us	JS
Kathleen	Schilling ✓	Ozaukee Economic Development	kschilling@co.ozaukee.wi.us	
Scott	Solverson	HNTB	ssolverson@hntb.com	SS
Michael	Sitte	Milwaukee Area Technical College	sitem@matc.edu	MS
Blaine	Szudajski	Go Riteway	blaine.szudajski@goriteway.com	BS
Kerry	Thomas	MetroGo	Kthomas@MetroGO.org	KT
Kelly	Wiebelhaus	Allen Edmonds Corporation		KW
Willie	Wade	Employ Milwaukee	willie.wade@employmilwaukee.org	WW
Jason	Witteck	Ozaukee County	jwittek@co.ozaukee.wi.us	JW
Jessica	Wolff	Village of Grafton	jwolff@village.grafton.wi.us	JW
Eric	Ham	Aurora	eric.ham@aurora.org	EH

OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN

Name: SCOTT SOLVERSON
 Organization: HNTB CORPORATION
 Email: SSOLVERSON@HNTB.COM



Yes, I would like to be part of future discussions to improve transit services to businesses in Ozaukee County

Comments:

CONSIDER BRT w/ A TIGER GRANT

SEWRPC.ORG/OZAUKEETRANSIT

OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN

Name: DAVID HABEMER
 Organization: SIGNATURE TWO COMPANY
 Email: DAVE@SIGNATURETWO.COM



Yes, I would like to be part of future discussions to improve transit services to businesses in Ozaukee County

Comments:

SMALL EMPLOYER

SEWRPC.ORG/OZAUKEETRANSIT

Figure A.3 (continued)

OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN

Name: Michael Mallwitz
Organization: MATC
Email: m.mallwitz@matc.edu



Yes, I would like to be part of future discussions to improve transit services to businesses in Ozaukee County

Comments:

[SEWRPC.ORG/OZAUKEETRANSIT](https://sewrpc.org/ozaukeetransit)

OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN

Name: JOHN ESCOBAR
Organization: KLEEN TEST PRODUCTS
Email: JESCOBAR@KLEENTEST.COM



Yes, I would like to be part of future discussions to improve transit services to businesses in Ozaukee County

Comments:

WE WOULD LIKE TO SEE EAST TO WEST TRANSPO.

[SEWRPC.ORG/OZAUKEETRANSIT](https://sewrpc.org/ozaukeetransit)

Figure A.3 (continued)

OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN

Name: Samantha Hux
Organization: GreenTest Products
Email: ~~smh~~ SHux@greentest.com



Yes, I would like to be part of future discussions to improve transit services to businesses in Ozaukee County

Comments:

SEWRPC.ORG/OZAUKEETRANSIT

OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN

Name: Elizabeth Kohl
Organization: OZ. Economic Dev.
Email: ekohl@co.ozaukee.wi.us



Yes, I would like to be part of future discussions to improve transit services to businesses in Ozaukee County

Comments:

SEWRPC.ORG/OZAUKEETRANSIT

Figure A.3 (continued)

OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN

Name: Jennifer Andreas
Organization: Cedarburg Chamber of Commerce
Email: director@cedarburg.org

☒ Yes, I would like to be part of future discussions to improve transit services to businesses in Ozaukee County

Comments:

SEWRPC.ORG/OZAUKEETRANSIT

OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN

Name: SUE HENCK
Organization: GATEWAY PLASTICS
Email: shenck@gatewayplastics.com

☒ Yes, I would like to be part of future discussions to improve transit services to businesses in Ozaukee County

Comments:

SEWRPC.ORG/OZAUKEETRANSIT

Figure A.3 (continued)

OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN

Name: Cheryl Milbauer
Organization: Telsmith
Email: cmilbauer@telsmith.com

☒ Yes, I would like to be part of future discussions to improve transit services to businesses in Ozaukee County

Comments:

SEWRPC.ORG/OZAUKEETRANSIT

OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN

Name: Dave Jackson
Organization: Apollo Systems
Email: dave.jackson@apollo-systems.net

☒ Yes, I would like to be part of future discussions to improve transit services to businesses in Ozaukee County

Comments:

SEWRPC.ORG/OZAUKEETRANSIT

OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN

Name: Kelly Wiebelhaus
 Organization: Allen Edmonds
 Email: KWiebelhaus@allenedmonds.com

Yes, I would like to be part of future discussions to improve transit services to businesses in Ozaukee County

Comments:

SEWRPC.ORG/OZAUKEETRANSIT

Name: Hailey Nannonen

Organization: Aurora Health Care

Email: hailey.nannonen@aurora.org

Comments:

☒ Yes, I would like to be part of future discussions to improve transit services to businesses in Ozaukee County

SEWRPC.ORG/OZAUKEETRANSIT

Figure A.3 (continued)

OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN

Name: Barry Rich
Organization: Kapco
Email: rich@kapcoinc.com ☒ Yes, I would like to be part of future discussions to improve transit services to businesses in Ozaukee County

Comments:

SEWRPC.ORG/OZAUKEETRANSIT

OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN

Name: Celina Brault
Organization: SEEK Careers & Staffing
Email: cbrault@seekcareers.com ☒ Yes, I would like to be part of future discussions to improve transit services to businesses in Ozaukee County

Comments:

increasing hours of the service to accomodate more shifts

SEWRPC.ORG/OZAUKEETRANSIT

Figure A.3 (continued)

OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN

Name: Eric Ham
Organization: Aurora Health Care
Email: eric.ham@aurora.org

☒ Yes, I would like to be part of future discussions to improve transit services to businesses in Ozaukee County

Comments:

[SEWRPC.ORG/OZAUKEETRANSIT](https://sewrpc.org/ozaukeetransit)

OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN

Name: MIKE SITTE
Organization: MATC
Email: sittm@mgtc.edu

☒ Yes, I would like to be part of future discussions to improve transit services to businesses in Ozaukee County

Comments:

EXPLORE WAYS TO IMPROVE COST EFFECTIVENESS WHILE
IMPROVE SERVICE TO LOW-INCOME INDIVIDUALS NOT NEAR
HWY 48. CONTRACT WITH UBER/LYFT? OR USE SIMILAR
STRATEGY.

[SEWRPC.ORG/OZAUKEETRANSIT](https://sewrpc.org/ozaukeetransit)

Figure A.3 (continued)

OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN

Name: Terry Schacht
Organization: Express Employment
Email: terry.schacht@expresspros.com



Yes, I would like to be part of future discussions to improve transit services to businesses in Ozaukee County

Comments:

- * Separate 76 st feeder to Mequa-Thienerville & Cedarburg
- * Better cooperation between Washington & Ozaukee Cty
- * More flexible hours w/ Shared Taxi
- * Uber or ride board

SEWRPC.ORG/OZAUKEETRANSIT

OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN

Name: Hannah Koller
Organization: Norstar Aluminum Molds
Email: hkoller@norstarmolds.com



Yes, I would like to be part of future discussions to improve transit services to businesses in Ozaukee County

Comments:

SEWRPC.ORG/OZAUKEETRANSIT

Figure A.3 (continued)

OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN

Name: Eric Isbister
Organization: Gen Met Corp
Email: erici@genmet.com ☒ Yes, I would like to be part of future discussions to improve transit services to businesses in Ozaukee County

Comments:
Good data may be available by surveying current
Ozaukee employees and by surveying people
looking for work

SEWRPC.ORG/OZAUKEETRANSIT

Figure A.4
Survey Results from the Business-Focused Meeting held on June 20, 2017

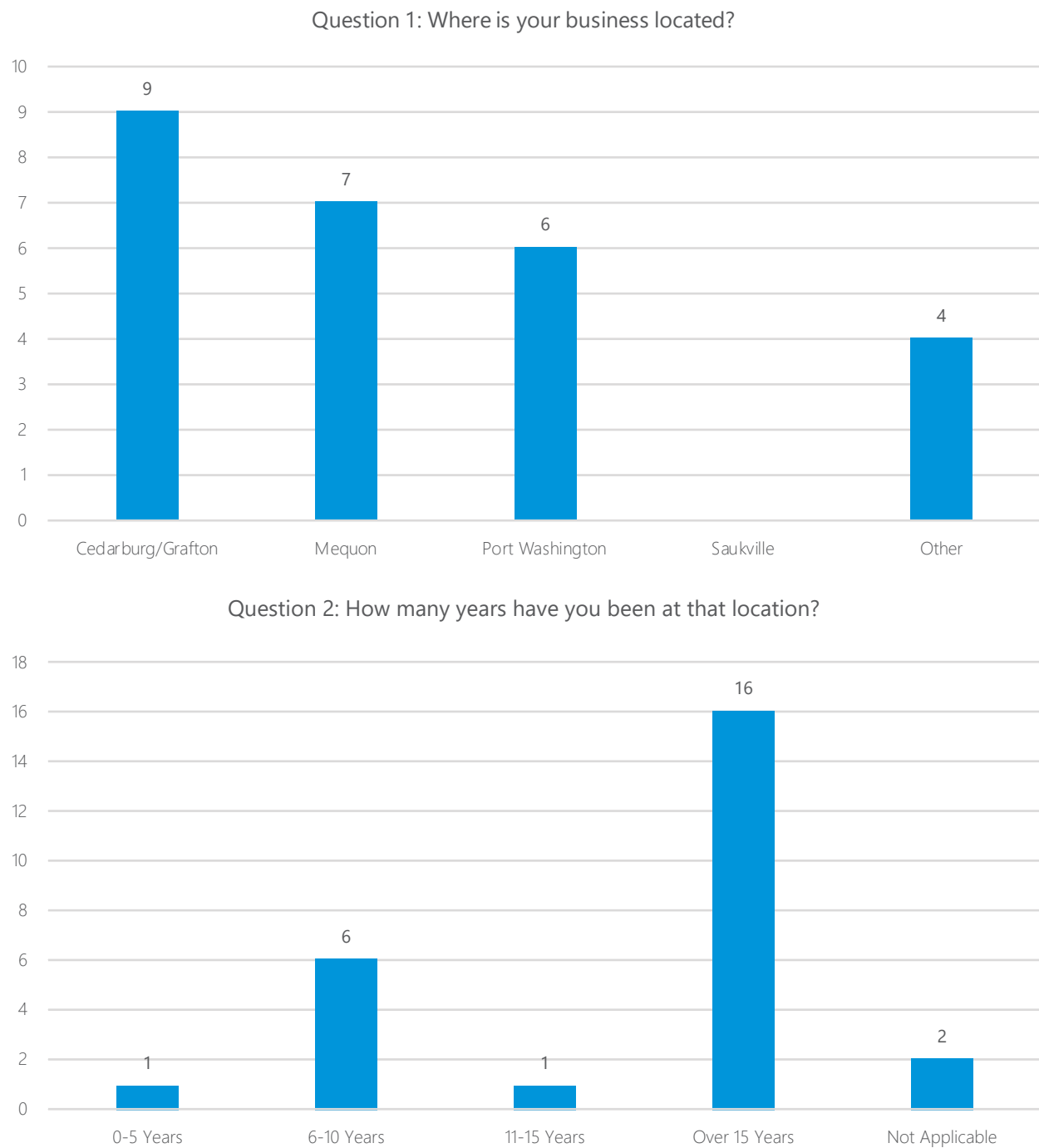


Figure A.4 (continued)

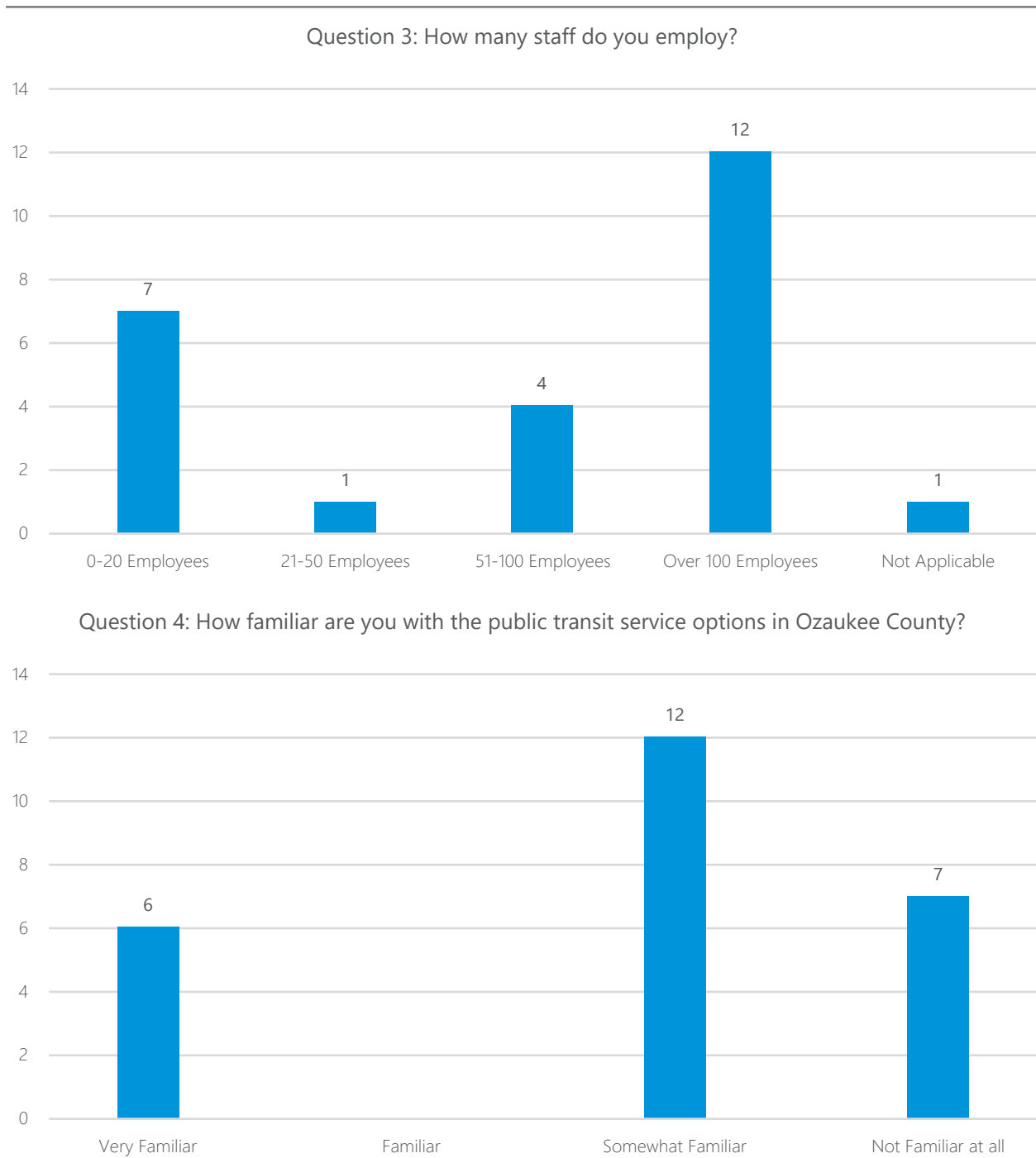


Figure A.4 (continued)

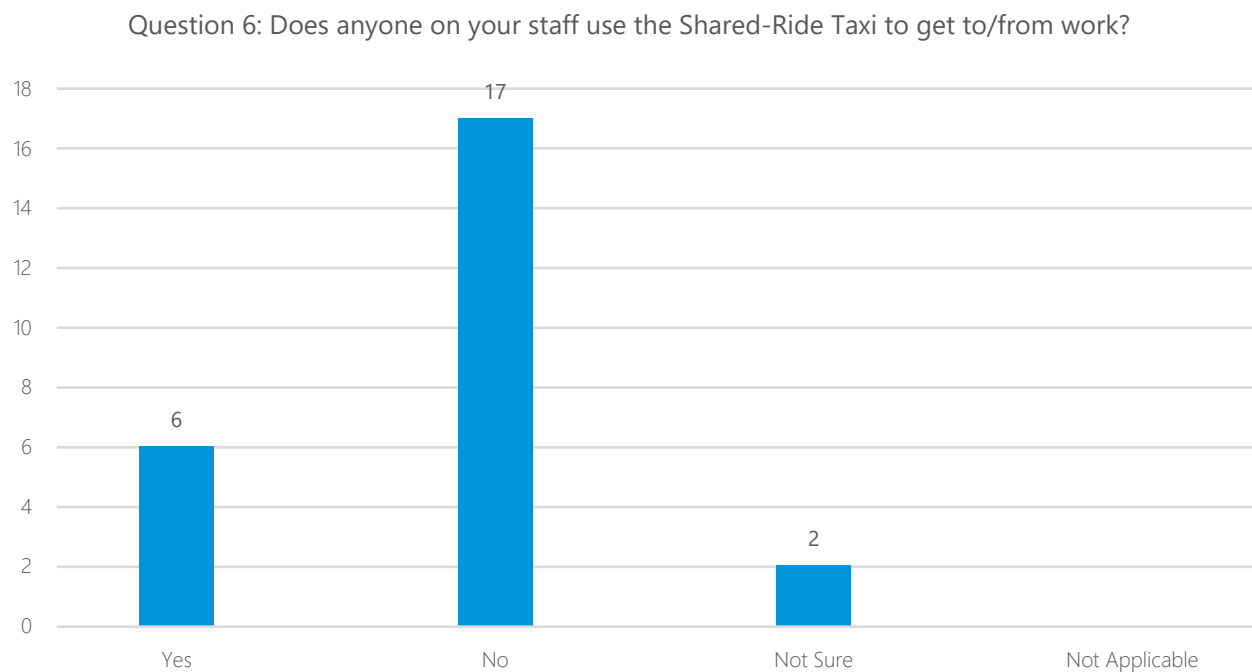
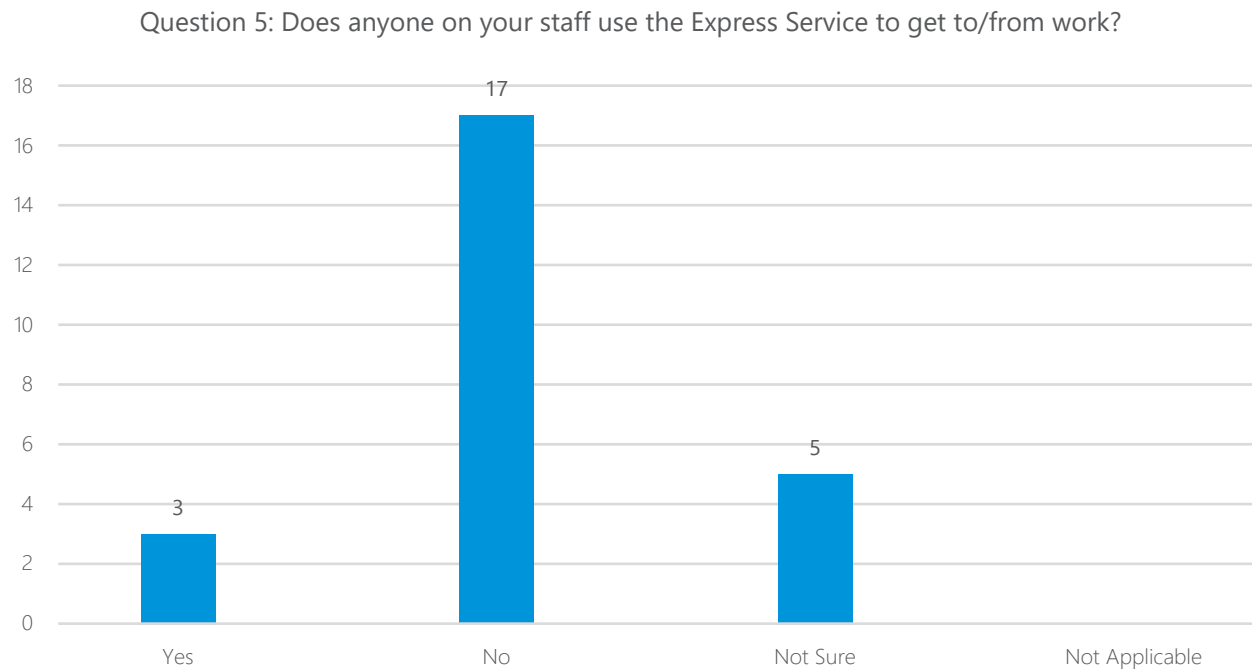


Figure A.4 (continued)

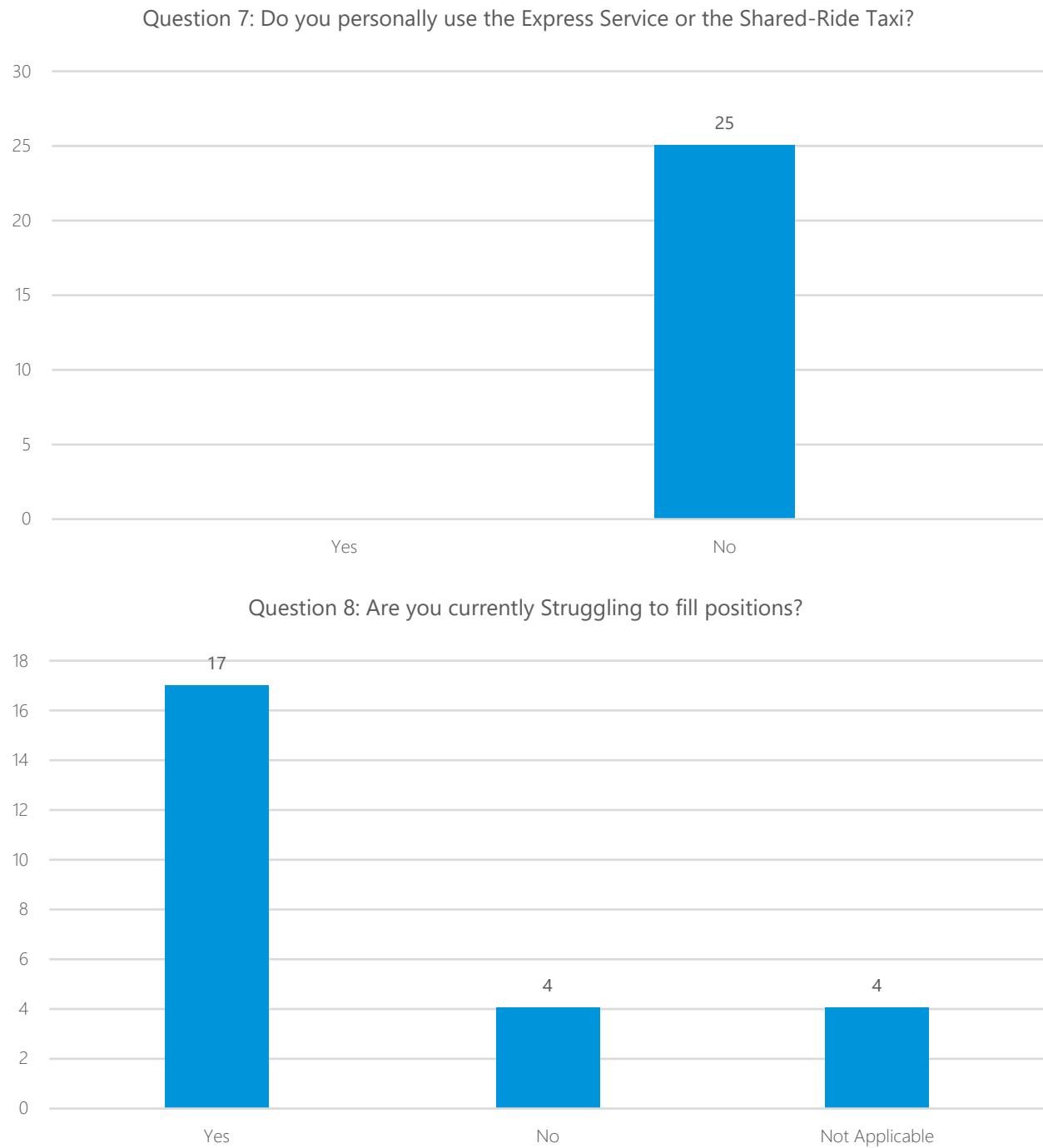


Figure A.4 (continued)

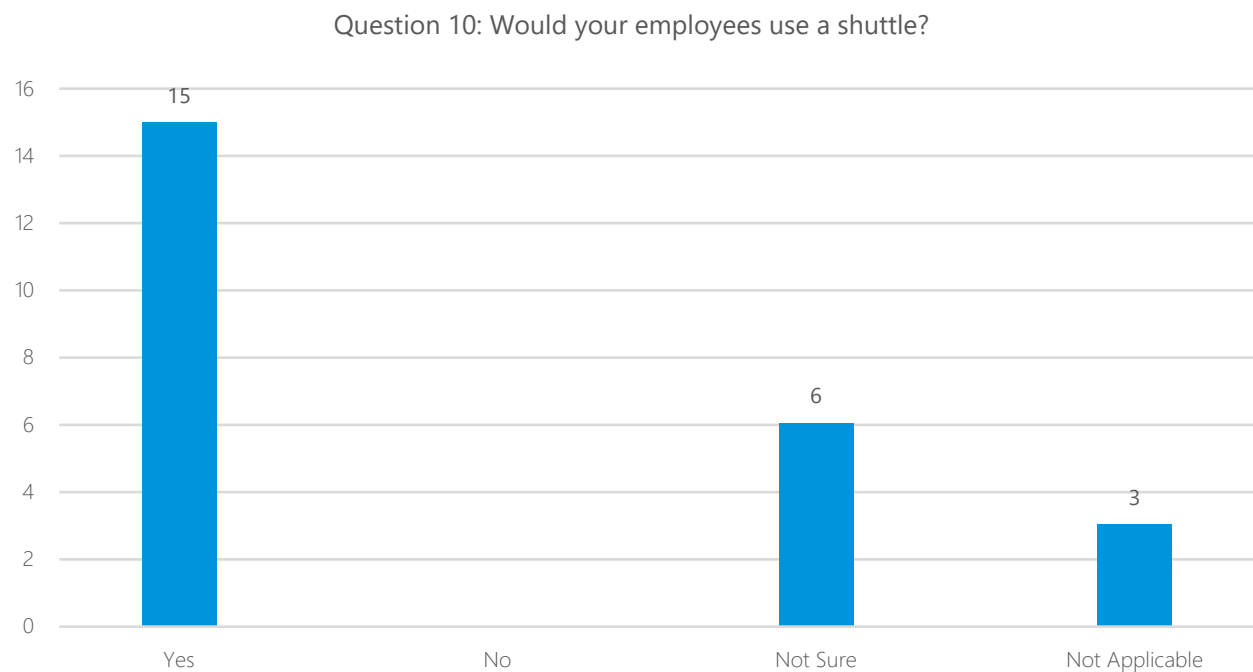
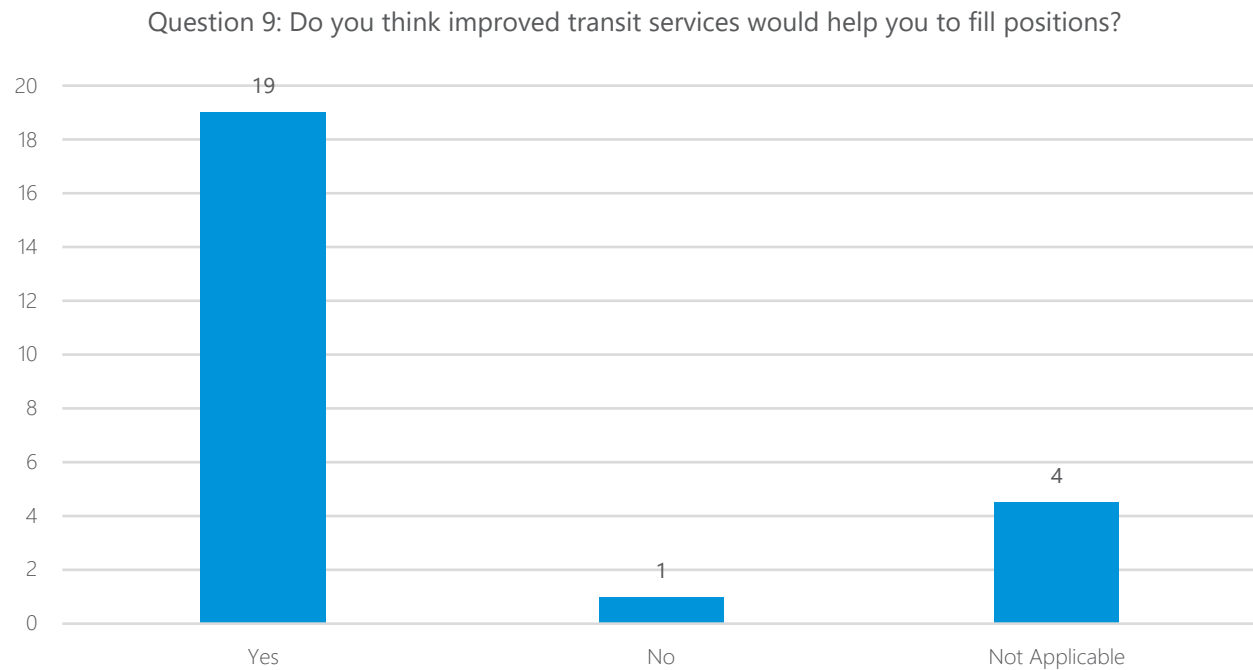
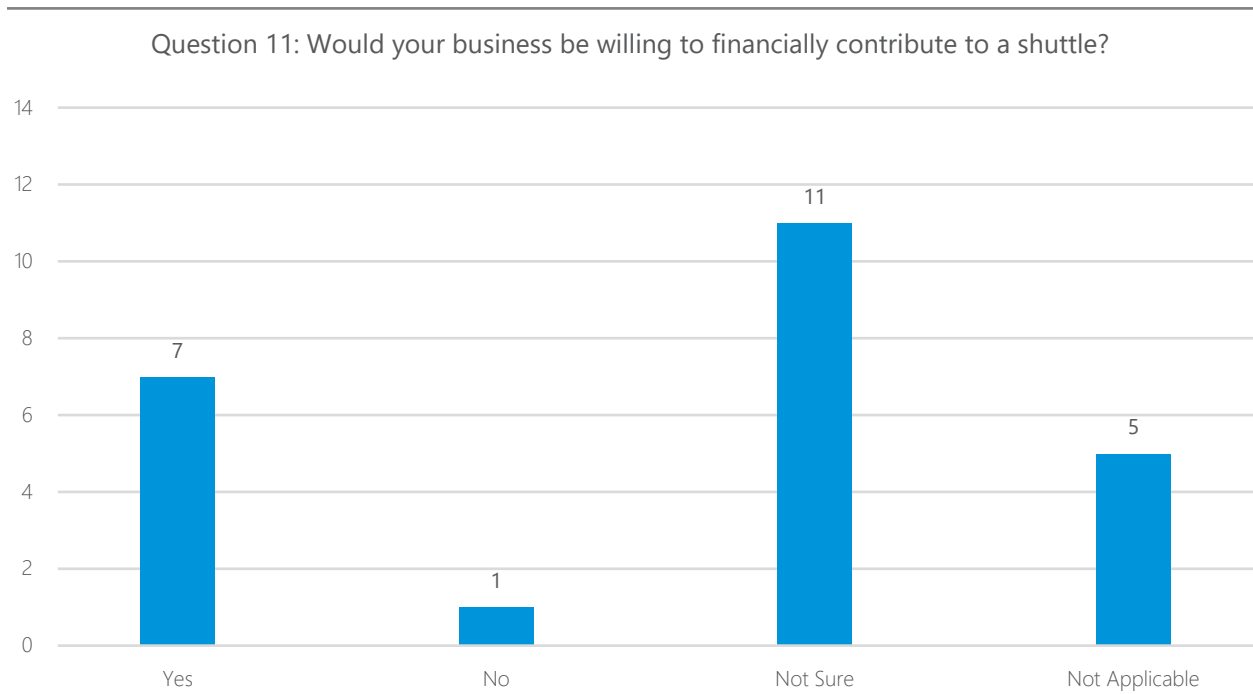


Figure A.4 (continued)



**COMMENTS RECEIVED FROM PUBLIC MEETINGS HELD
JUNE 21, 2017 AND JUNE 22, 2017 REGARDING THE OZAUKEE
COUNTY TRANSIT DEVELOPMENT PLAN: 2019-2023**

APPENDIX B

Figure B.1

Comments Received by Mail, Email, Phone, Fax, or Online Comment Form



Figure B.1 (continued)

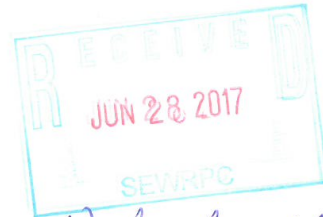
Public Transit Agencies Take a Lesson From Uber - WSJ https://www.wsj.com/articles/public-transit-agencies-take-a-lesson-...	Public Transit Agencies Take a Lesson From Uber - WSJ https://www.wsj.com/articles/public-transit-agencies-take-a-lesson-...
<p>Providing easier ways to get around town can make a difference for many residents. A 2014 study by professors at the University of Southern California found that residents in San Diego who could drive 30 minutes to work could get access to about 32 times more jobs than those making a 30-minute commute by mass transit.</p> <p>Some cities are helping residents integrate ride-sharing services into trip planning, with apps that allow users to plug in a destination and get various public or private travel options—and the best combinations.</p> <p>Los Angeles's Go LA app presents train, bus, bike, Lyft and other options. For example, a commuter looking to go from Santa Monica to USC would find options including Zipcar, train service, a Lyft ride to a train, and a ride to a bus on a bike. Riders can choose the fastest, cheapest or greenest option. Conduent Inc. built the app, as well as a similar app for Denver.</p> <p>"We want to give Angelenos multiple transportation options," says Bruce Gillman, spokesman for the city's Transportation Department. "No one is just a cyclist, driver or rider. We're some of those people at all different times."</p> <p>Portland, Ore.'s TriMet system, which has a trip-planner app that includes biking and walking options in addition to mass transit, has received a U.S. Transportation Department grant to integrate ride services such as Uber and Lyft. In the Research Triangle area of North Carolina, riders using TransLoc's Rider app can see trip options that include a bus and then an Uber, and can click to request the Uber ride. And Austin's Cap Metro is working on expanding its trip-planning apps to show commuters options including public transit, bike sharing, car sharing and ride sharing.</p> <p>"For Cap Metro and probably other transit agencies, this is a real paradigm shift—not looking at ourselves as a bus or rail company anymore," says Joe Iannello, vice president and chief information officer at Cap Metro. "We have to look at ourselves as a transportation provider. That means all kinds of transportation."</p> <p>The next step: one payment for every mode of transportation. MaaS Global Ltd. in Helsinki offers an app that enables users to pay a flat monthly fee for seamless access to a range of private and public transit options, including bus, train, taxi and rental bike. In the U.S., agencies in Austin, Portland and other cities are working on technology that will eventually allow residents to pay once for access to many different kinds of public and private transportation systems.</p>	<div><div>PREVIOUS TRANSPORTATION COVERAGE</div><ul style="list-style-type: none">• How Commuting Will Change• Dubai Thinks Big on Transportation• Autonomous Cars: Urban Misfit?• Gas Guzzlers Rule in China</div> <p>Meanwhile, many agencies now offer the ability to buy rides or monthly passes on a mobile app and use the app to get on buses or trains. The Regional Transportation Commission of Nevada's Washoe County, which includes Reno, rolled out a mobile app from San Francisco-based Token Transit Inc. in December that allows people to show a changing daily bus pass to the driver for rides. After four months, 4% of the system's riders are using the app and 6% of all bus passes are digital, says Ed Park, project manager at the commission. "We've been pleasantly surprised by how quickly people adopted it," he says.</p> <p>Big transit agencies such as Miami-Dade County's are also aiming to make payments easier by adding mobile apps. The county rolled out a mobile app in October for riders to use a one-day mobile bus pass and will soon add monthly passes. The app, built by Cubic Transportation Systems Inc., which also provides systems for the San Francisco Bay Area, London and Chicago, is expected to add near-field communication technology next year, which will enable riders to wave their phones to board buses, says Alice Bravo, director of transportation and public works for Miami-Dade County.</p> <p>That ability offers several advantages. There's no risk of the bus driver being tricked by a fake or outdated pass. And because the bus driver doesn't have to visually verify each person's pass, boarding could be faster, especially since passengers could board through both the front and rear doors.</p> <p><i>Mr. Geron is a Wall Street Journal reporter in San Francisco. Email him at tomio.geron@wsj.com.</i></p> <p><i>Appeared in the June 21, 2017, print edition.</i></p> <div><small>Copyright 2017 Dow Jones & Co. Company, Inc. All Rights Reserved. This copy is for your personal, non-commercial use only. To order presentation-ready copies for distribution to your colleagues, clients or customers visit http://www.djreprints.com.</small></div>
4 of 56/23/17, 9:51 AM	5 of 56/23/17, 9:51 AM

Figure B.2
Returned Comment Cards from the Public Meetings

OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN

Name: Lynn Cosentine

Address: Box 264
Port Washington, Wis
53074



Comments:

Thanks for coming to Port on Wednesday, the 21st.
① Forgot to mention at meeting that it'd be great if Amtrak Milwaukee could interface with Chicago Metra service in Waukesha. Then folks could go to jobs or Dr. Appointments or interesting places all along the Eastern shore of Lake Michigan. Current Amtrak is too far West, eg. Elmhurst and doesn't stop at places like Highland Park for the Chicago Botanic Garden.

SEWRPC.ORG/OZAUKEETRANSIT

② Maybe some summer service for kids out of school to Grafton and/or Barkshire or Brook Deer for Schlitz Audubon. Would keep kids out of their parents hair and cut down on parental chauffeuring. Also there's lots of stores in Grafton for kids to work at during summer.

③ Please involve more Seniors in your planning. Maybe better advertising after meeting might have brought more older folks out. Eg. The Cedarburg Senior Center runs grocery trips in their van but I believe Seniors throughout the County would like at least once or twice weekly grocery runs also.

Thanks again for coming,
L. Cosentine

Hand this card to a staff person, mail it to P.O. Box 1607, Waukesha, WI 53187-1607, or e-mail us your comments at ozaukeetransitplan@sewrpc.org. Thanks!

Figure B.3
Survey Results from the Public Meetings

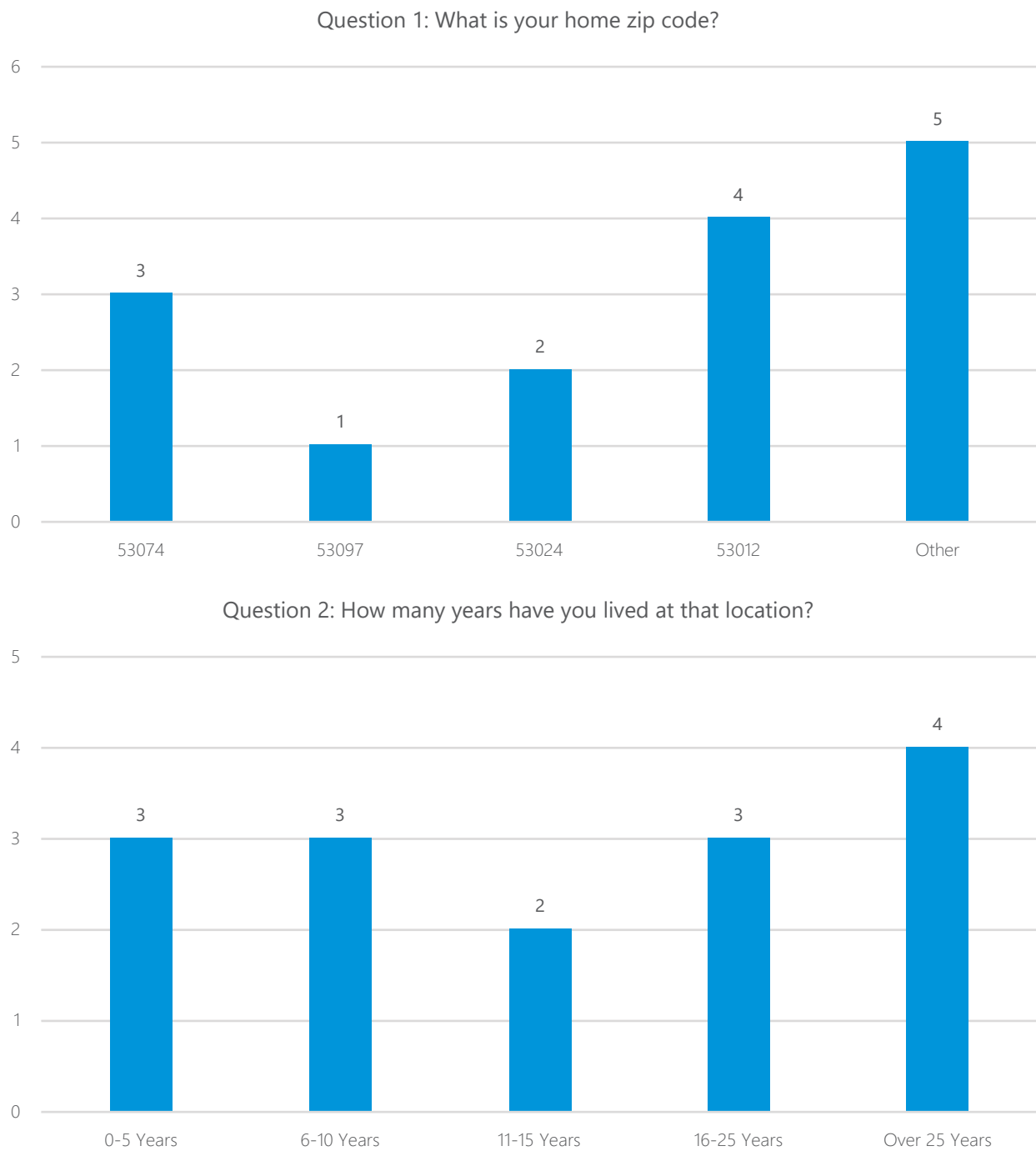


Figure B.3 (continued)

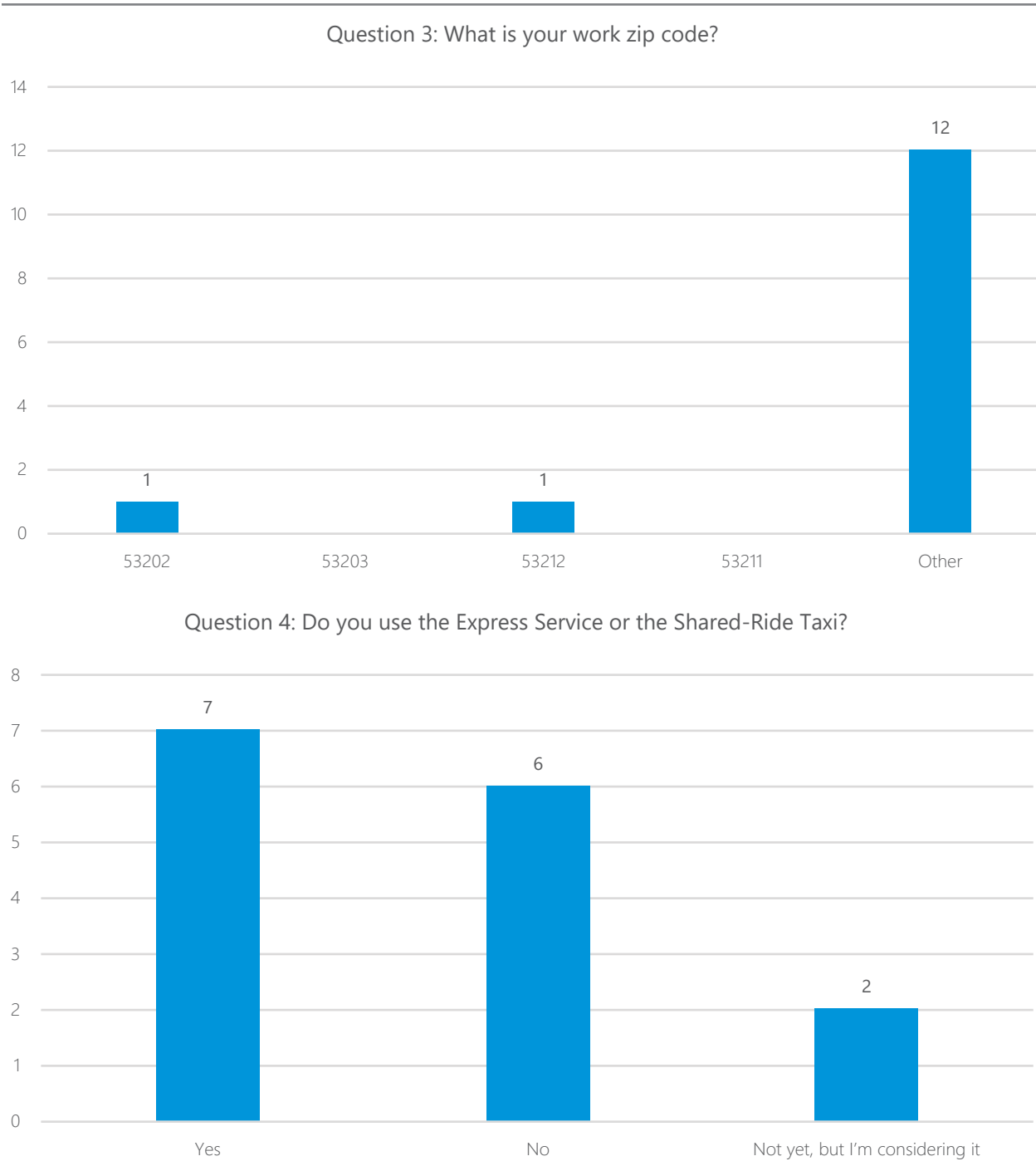
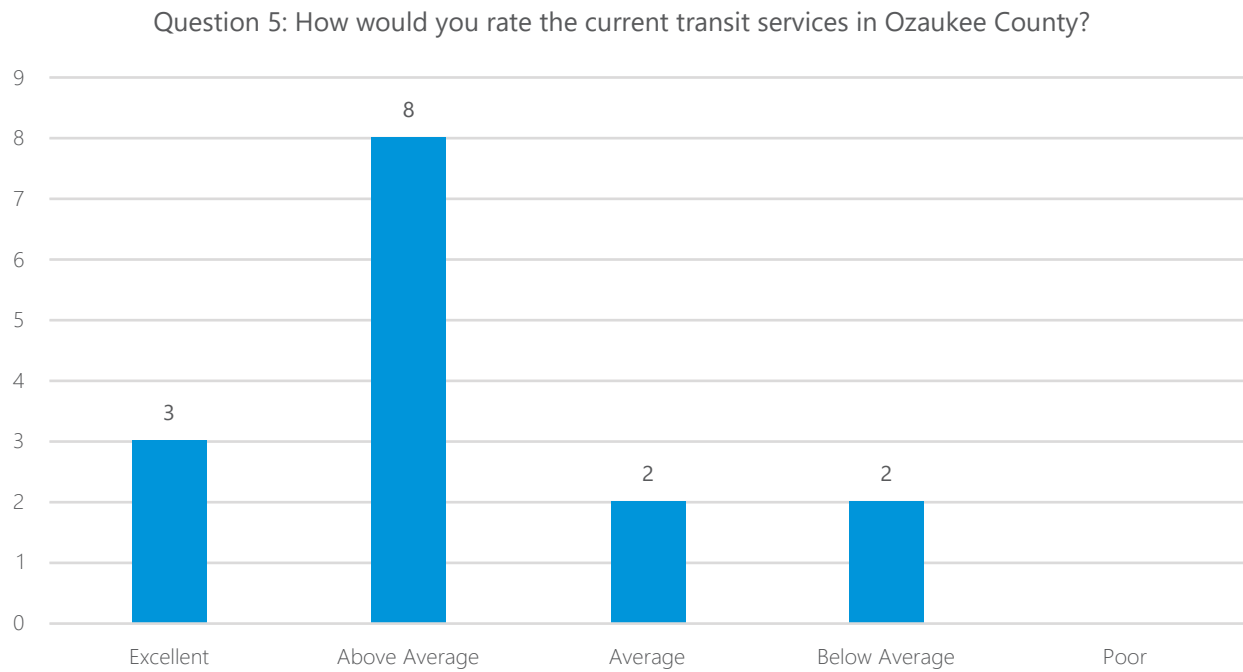


Figure B.3 (continued)



ATTENDANCE RECORDS OF PUBLIC MEETINGS HELD JUNE 21, 2017 AND JUNE 22, 2017 APPENDIX C

Figure C.1
Sign In Sheet for the Public Meeting held on June 21, 2017

#237882

DATE: June 21, 2017

TIME: 7:00 P.M.

PLACE: Port Washington State Bank
 206 N. Franklin Street
 Port Washington, Wisconsin

PUBLIC MEETING FOR THE OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN

Sign-in Sheet

	Name	Address	Community
1.	Megan Beane	805 Badger Circle Grafton WI.	Interfaith Congregat
2.	Lynn Casertino	Box 264 Port Washington, WI	City
3.	Jeannine Mandak	13709 N. Lake Shore, Waupun	List Longnegotiated UCC
4.	Marian Spive	885 Badger Circle Grafton WI	St. Peter's Ozaukee
5.	Bonnie Swiderski	324 Thomas Circle Port Washington WI	City
6.	William Wolff	625 S. Spring St. Port Washington	City
7.	Natalia Gomez	164 Pleasant Lane Fredonia	53004 Port & Providence
8.	Hoda Arkoff		WISCONSIN GREEN MUSLIMS
9.			
10.			

Figure C.2
Sign In Sheet for the Public Meeting held on June 22, 2017

#237886

DATE: June 22, 2017

TIME: 6:00 P.M.

PLACE: Ozaukee County Fairgrounds
 W67 N890 Washington Ave.
 Cedarburg, Wisconsin

PUBLIC MEETING FOR THE OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN

Sign-in Sheet

	Name	Address	Community
1.	KIM DREWS	N27W5707 Lincoln Blvd Cedarburg	
2.	John C Bergman	Los Ata Care Center	Cedarburg
3.	Jon Edgiren	Ozaukee County	
4.	Arlif RADWATZ	12065 LAKE SHORE DR	MEQUON
5.	Diane Boles	N88W5334 Covington Sq	Cedarburg
6.	Amber Koehler	Ozaukee County	
7.	Tom Richardt	Ozaukee County	
8.	Adele Walsh	W51N209 Fillmore Ave.	Cedarburg
9.	James Ruto	N50W7850 Western Rd	Cedarburg
10.			

**COMMISSION ANNOUNCEMENTS OF PUBLIC MEETINGS
HELD ON JUNE 21, 2017 AND JUNE 22, 2017, AND SUMMARY
MATERIALS DISTRIBUTED AT THOSE MEETINGS**

APPENDIX D

Figure D.1
Paid Newspaper Advertisements

WE NEED YOUR INPUT!

At the request of Ozaukee County, the Southeastern Wisconsin Regional Planning Commission (SEWRPC) is preparing a 5-year transit plan for the County. This plan will evaluate the existing County transit services, analyze changes that could be made to the services, and make recommendations to the County to change and improve services.

The input you give us at these meetings will help shape the alternatives that will be studied in the next phase. So far, the Advisory Committee has reviewed existing services and evaluated the performance of the Ozaukee County Express and Shared-Ride Taxi.



Key input we need:

- ▶What works with the current County transit services?
- ▶What could improve the County transit services?

Find out more at
sewrpc.org/OzaukeeTransit

PUBLIC INFORMATION MEETINGS ON THE OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN

Wednesday, June 21, 2017
7:00 – 8:30 PM

Port Washington State Bank
206 N. Franklin Street
Port Washington, WI 53074
Lakeview Community Room

Thursday, June 22, 2017
6:00 – 7:30 PM

Ozaukee County Fairgrounds
W67 N890 Washington Avenue
Cedarburg, WI 53012
Columbia St. Mary's Center

A short presentation will be given 15 minutes after the start of each meeting. Free transit access is available via the Ozaukee Shared-Ride Taxi by calling (262) 238-8294 (TAXI) with 24 hours advance notice. The meeting locations are wheelchair accessible. Persons needing disability-related accommodations are asked to contact the SEWRPC office at (262) 547-6721 a minimum of three business days before the meetings so that appropriate arrangements can be made regarding access or mobility, review or interpretation of materials, active participation, or submission of comments.

Milwaukee Journal Sentinel

June 1, 2017

Ozaukee News Graphic

June 1, 2017


Ozaukee Press


June 1, 2017

Figure D.2
Flyers Announcing the Public Meetings

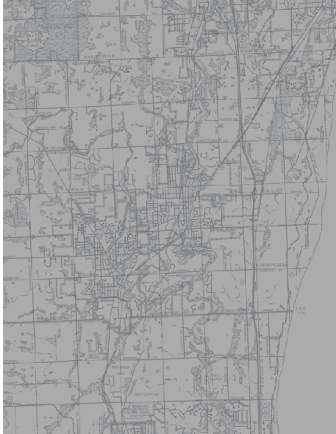
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Find out more at
sewrpc.org/OzaukeeTransit



The input you give us at these meetings will help shape the alternatives that will be studied in the next phase. So far, the Advisory Committee has reviewed existing services and evaluated the performance of the Ozaukee County Express and Shared-Ride Taxi.

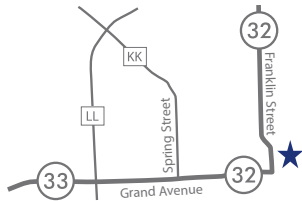
Key input we need:

- ▶What works with the current County transit service?
- ▶What could improve the County transit service?

PUBLIC INFORMATION MEETINGS ON THE OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN

Wednesday, June 21, 2017
7:00 – 8:30 PM


Port Washington State Bank
 206 N. Franklin Street
 Port Washington, WI 53074
 Lakeview Community Room



*Free Transit Access
 via Ozaukee County
 Shared-Ride Taxi*

Thursday, June 22, 2017
6:00 – 7:30 PM

Ozaukee County Fairgrounds
 W67 N890 Washington Ave.
 Cedarburg, WI 53012
 Columbia St. Mary's Center



*Free Transit Access
 via Ozaukee County
 Shared-Ride Taxi*

A short presentation will be given 15 minutes after the start of each meeting. Free transit access is available via the Ozaukee Shared-Ride Taxi by calling (262) 238-8294 (TAXI) with 24 hours advance notice. The meeting locations are wheelchair accessible. Persons needing disability-related accommodations are asked to contact the SEWRPC office at (262) 547-6721 a minimum of three business days before the meetings so that appropriate arrangements can be made regarding access or mobility, review or interpretation of materials, active participation, or submission of comments.

Figure D.3
Press Release and List of Media Outlets

SOUTHEASTERN WISCONSIN REGIONAL PLANNING COMMISSION

W239 N1812 ROCKWOOD DRIVE • PO BOX 1607 • WAUKESHA, WI 53187-1607 •

TELEPHONE (262) 547-6721

FAX (262) 547-1103

Serving the Counties of:

KENOSHA
MILWAUKEE
OZAUKEE
RACINE
WALWORTH
WASHINGTON
WAUKESHA



News Release

FOR IMMEDIATE RELEASE

June 6, 2017

Release No. 17-02

For more information:

Kevin Muhs

Deputy Director

Southeastern Wisconsin Regional Planning Commission

262-953-4288

kmuhs@sewrpc.org

ATTEND a PUBLIC INFORMATION MEETING for the Ozaukee County Transit Development Plan Input Needed on Improving Ozaukee County Transit Services

At the request of Ozaukee County, the Southeastern Wisconsin Regional Planning Commission (SEWRPC) is preparing a 5-year transit plan for the County. This plan will evaluate the existing County transit services, analyze changes that could be made to the services, and make recommendations to the County to change and improve services. To date, the Advisory Committee has reviewed existing services and evaluated the performance of the Ozaukee County Express and Shared-Ride Taxi.

More information, including a public comment form, is available at sewrpc.org/OzaukeeTransit

Two public meetings have been scheduled to gather input from Ozaukee County residents and those interested in transit services in the County. The public meetings will provide an opportunity to review materials developed so far, participate in a short survey and provide input on transit services in a small group setting. A short presentation will be given 15 minutes after the start of each meeting.

"The Transit Development Plan will provide the County with valuable recommendations to improve connections to jobs and services," said County Board Supervisor and Chair of the Public Works Committee Kathlyn Geracie. "I encourage everyone's participation in this process so that

Figure D.3 (continued)

News release No. 17-02
June 6, 2017
Page 2

we hear residents' thoughts on what works and what could be changed to meet the current and future demand for transit services."

Participants will be asked for feedback on existing transit services and changes that could be made to improve transit service in the future. This information will inform the Advisory Committee as they develop the list of alternatives to study in the next phase. Free transit access is available via the Ozaukee Shared-Ride Taxi. The meetings will be held:

Wednesday, June 21, 2017
7:00 – 8:30 pm
Port Washington State Bank
Lakeview Community Room
206 N. Franklin Street, Port Washington

Thursday, June 22, 2017
6:00 – 7:30 pm
Ozaukee County Fairgrounds
Columbia St. Mary's Center
W67 N890 Washington Ave., Cedarburg

The meeting locations are wheelchair accessible. Persons needing disability-related accommodations are asked to contact the SEWRPC office at (262) 547-6721 a minimum of three business days before the meetings so that appropriate arrangements can be made regarding access or mobility, review or interpretation of materials, active participation, or submission of comments.

List of Media Outlets

Ozaukee County News Graphic
Ozaukee Press
Milwaukee Journal-Sentinel

About SEWRPC

The Regional Planning Commission is the official areawide planning agency for infrastructure and land use for Southeastern Wisconsin. The Commission serves the following seven Southeastern Wisconsin Counties: Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington, and Waukesha. Under State law, Commission plans are advisory to local and State governments.

* * *

Figure D.4
Presentations Given at the Public Meetings

Ozaukee County Transit Development Plan

Public Information Meetings



June 21 and 22, 2017

Kevin Muhs

Deputy Director

#237946

Overview of today's meeting



- ☐ Today's goal is to learn from you:
 - What works with the current County transit services?
 - What could improve the County transit service?
- ☐ Short Presentation
 - Overview of Transit Development Plan
 - Transit Services in Ozaukee County
- ☐ Next Steps
- ☐ Survey
- ☐ Small group discussions

Ozaukee County Transit Development Plan



- ❑ Requested by Ozaukee County
- ❑ Last Transit Development Plan prepared covered 2002 through 2006
- ❑ Will help Ozaukee County respond to changes – residential, industrial and commercial development

3

Ozaukee County Express – Existing Services



- ❑ Traditional Commute
 - 9 traditional commute trips each direction each weekday
 - Traditional commute trips provide service to downtown Milwaukee from park-ride lots in Port Washington, Grafton, and Cedarburg
- ❑ Reverse Commute
 - 2 reverse commute trips each direction each weekday
 - Reverse commute trips provide service to N. Port Washington Rd. in Mequon, Walmart in Saukville, and Port Washington Park-Ride Lot

4

Figure D.4 (continued)

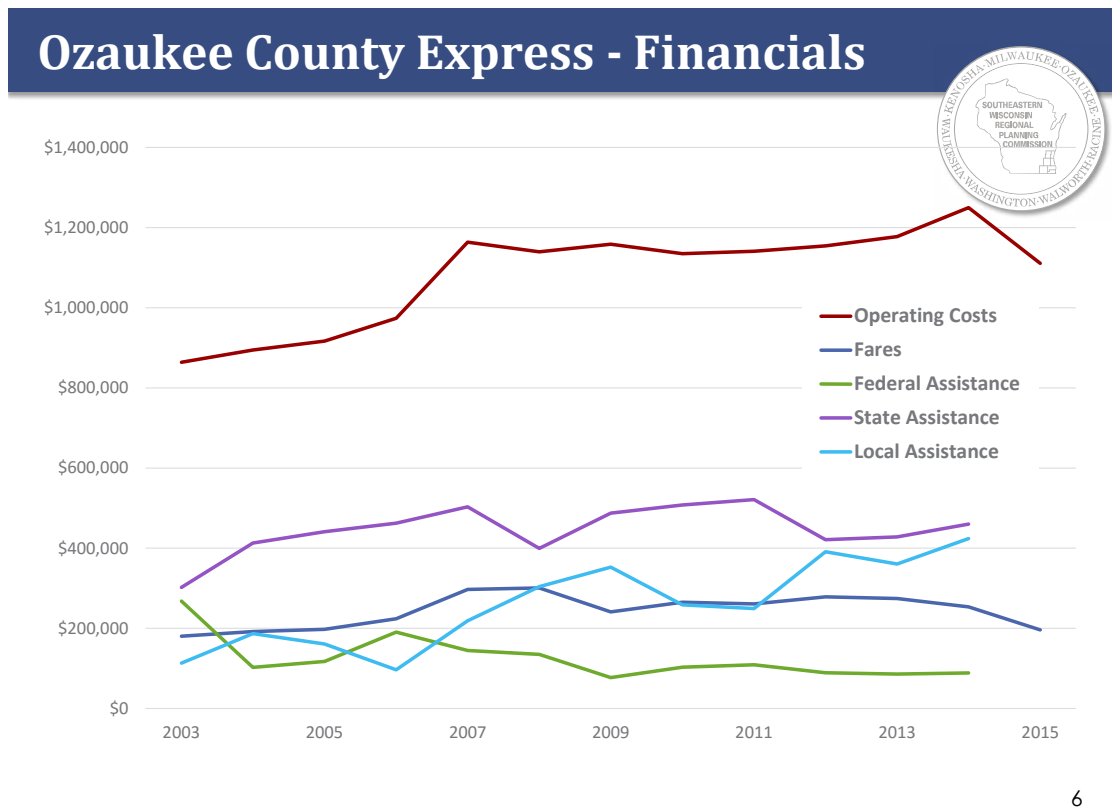
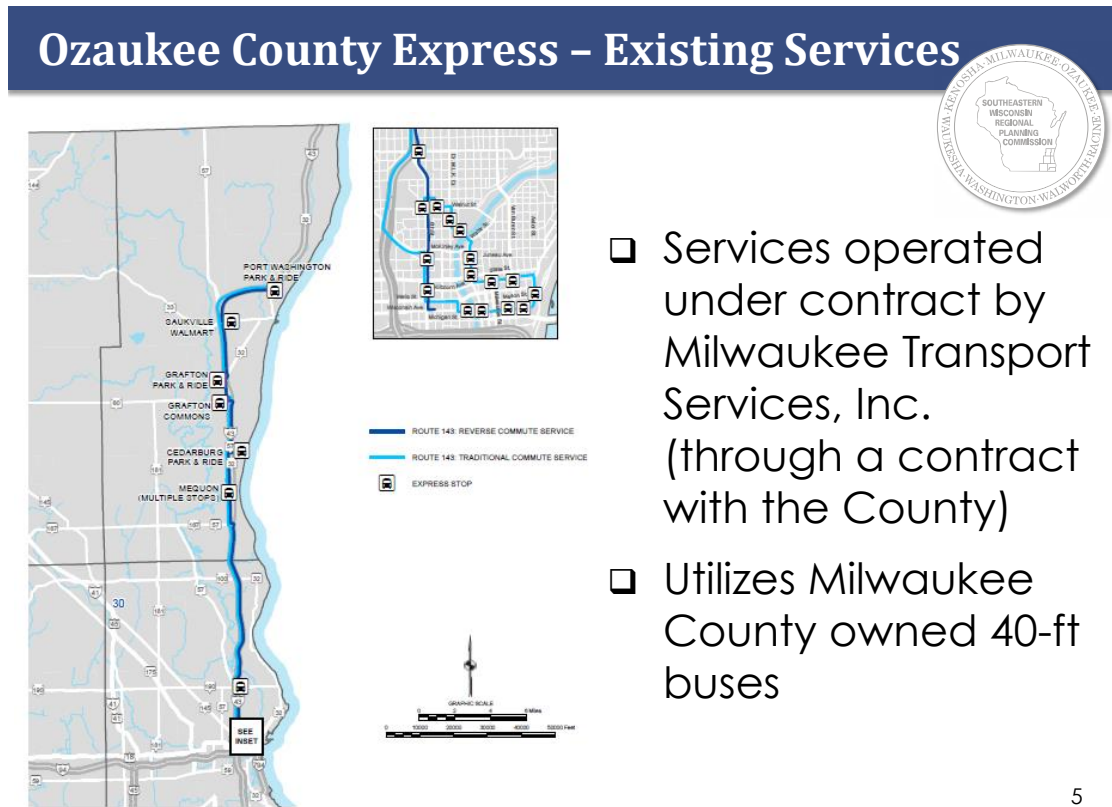


Figure D.4 (continued)

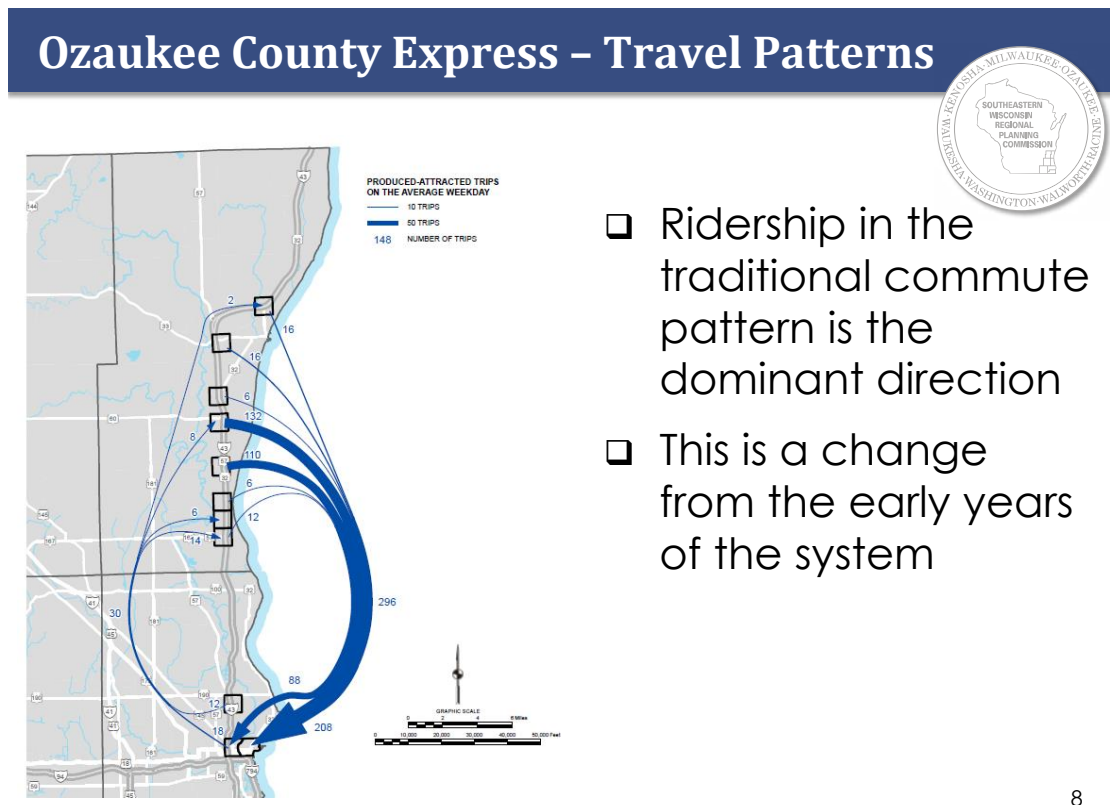
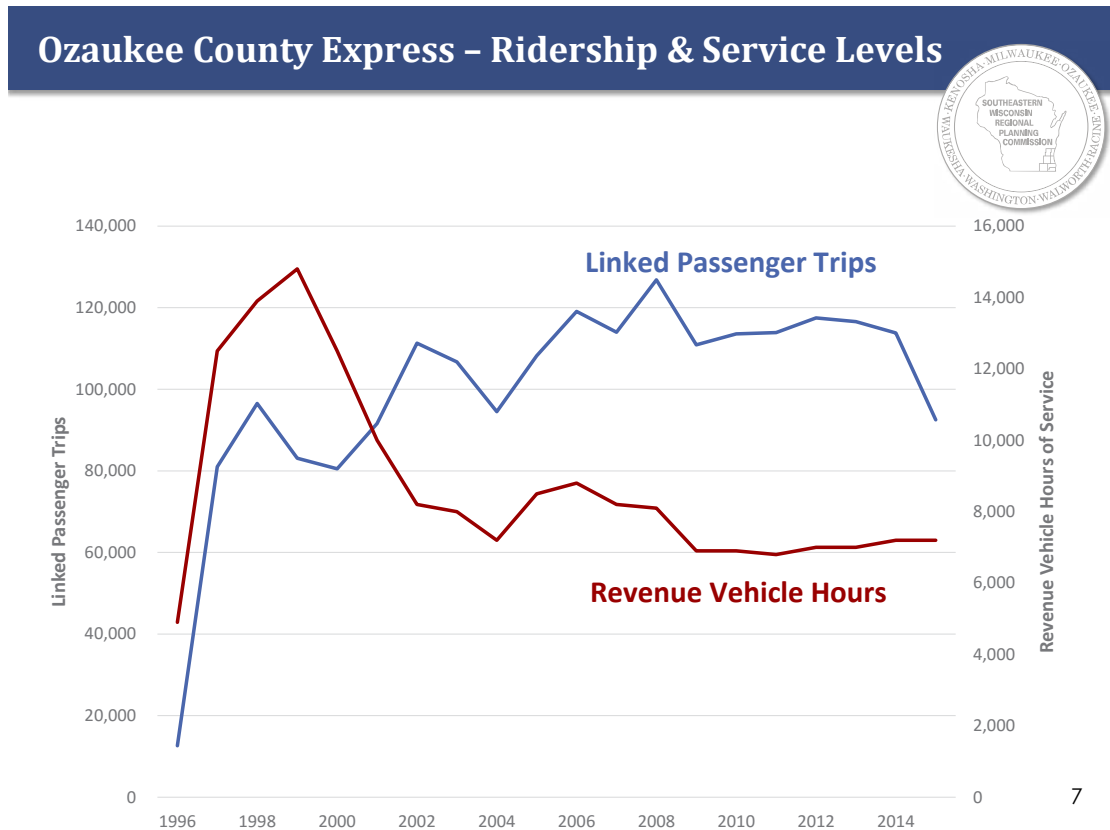


Figure D.4 (continued)

Ozaukee County Shared-Ride Taxi – Existing Services

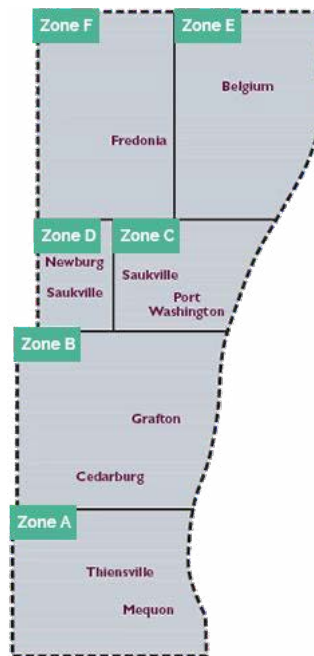
❑ Service Hours:

- Monday – Friday: 5 a.m. – 10 p.m.
- Saturday: 8:30 a.m. – 10 p.m.
- Sunday: 8 a.m. – 6 p.m.

❑ Fares (Zone-Based):

- Adults: \$3.00 - \$6.75
- Students: \$2.75 - \$6.00
- Seniors & People with Disabilities: \$2.50 - \$5.50

❑ Door-to-door, if needed



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Ozaukee County Shared-Ride Taxi – New Service Areas



Glencoe Place



Brown Deer Park & Ride



Cherrywood Lane

- ❑ Starting January 1, 2017, the Shared-Ride Taxi's service area was extended to three locations in Milwaukee County where the Taxi offers transfers from frequent, all-day MCTS services.



10

Figure D.4 (continued)

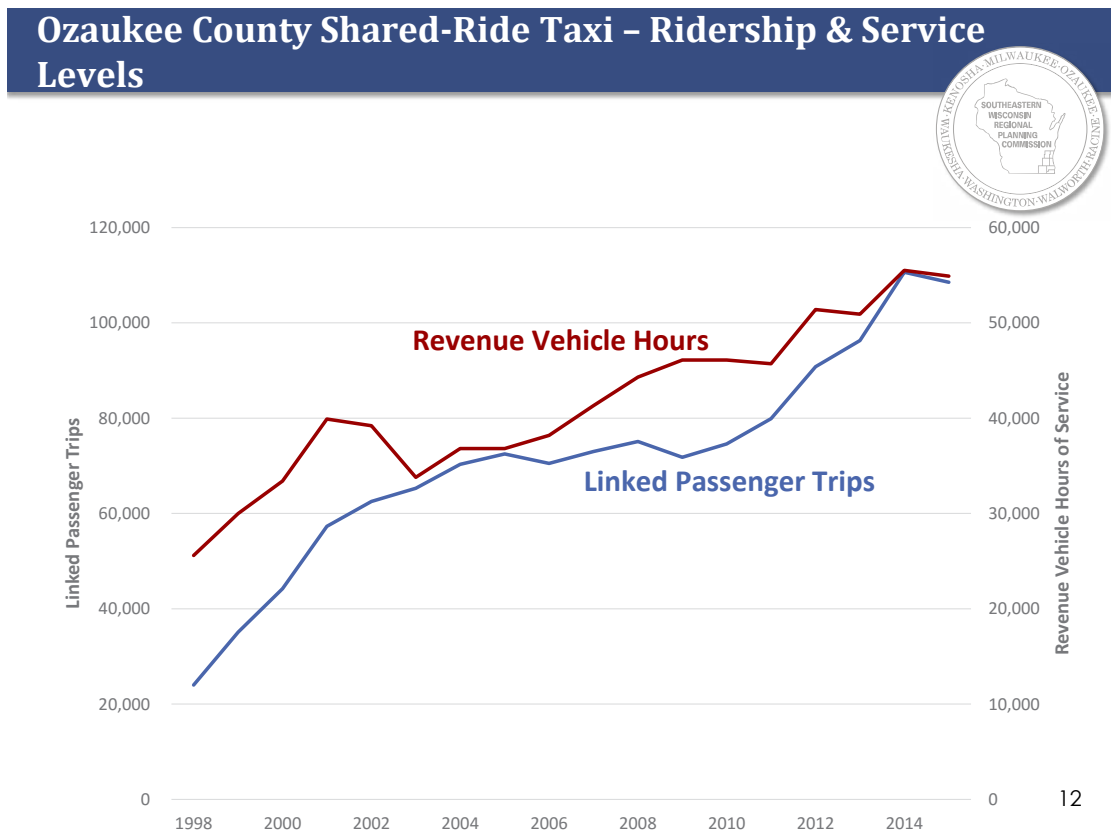
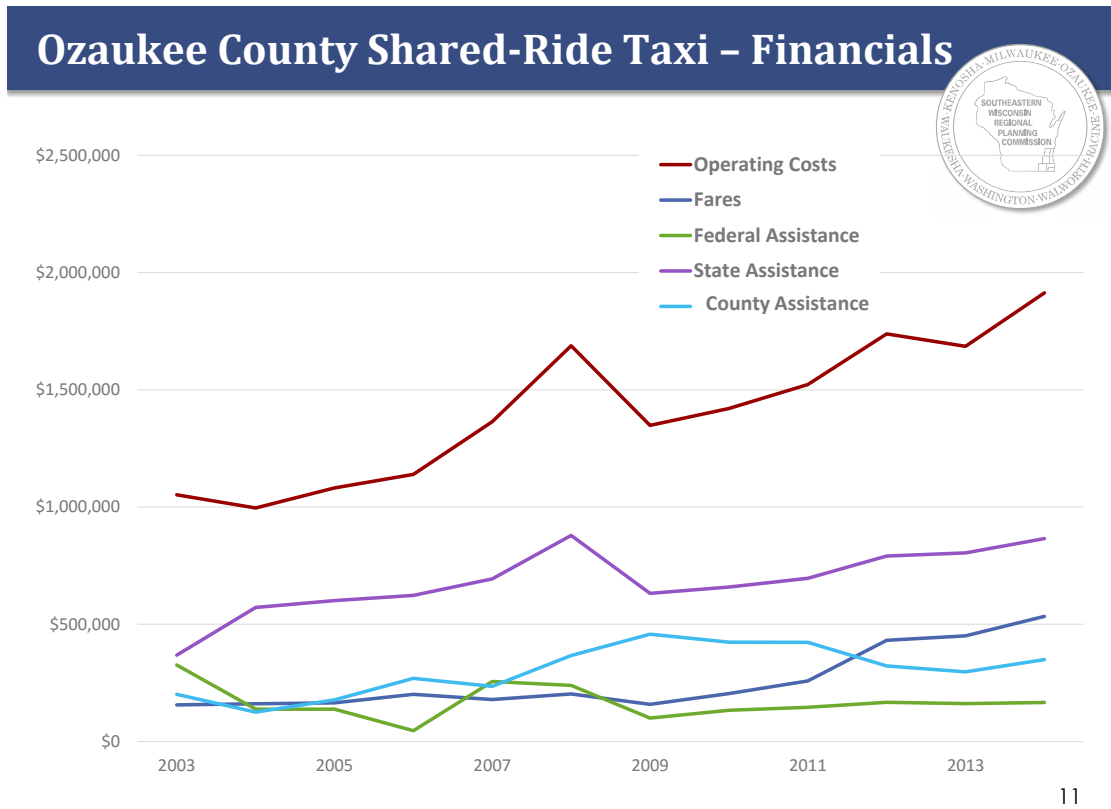
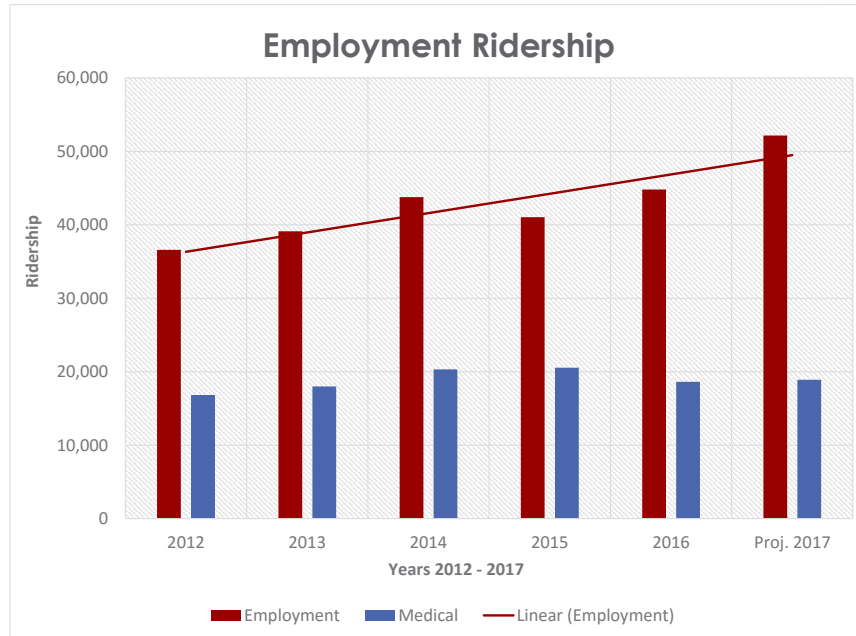


Figure D.4 (continued)

Ozaukee County Shared-Ride Taxi – Employment Ridership



- ❑ Projecting 52,000 Employment Rides in 2017
- ❑ 16% Increase over 2016



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Ozaukee County Shared-Ride Taxi – Cost Effectiveness



- ❑ Operating Expenses per passenger decreased 3.7% between 2011 and 2015
 - ❑ 2011 = \$19.01
 - ❑ 2015 = \$16.33
- ❑ Farebox recovery ratio increased 19% between 2011 and 2015
 - ❑ 2011 = 15%
 - ❑ 2015 = 28.01%



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Ozaukee County Transit – Peer Comparison



Ozaukee County Express

- ❑ Performs reasonably well, compared to peer systems
- ❑ Provides reasonable coverage of the county, with relatively easy access for the vast majority of residents



Shared-Ride Taxi

- ❑ Provides a robust level of service
- ❑ Performs well compared to peers in the Region and across the nation



15

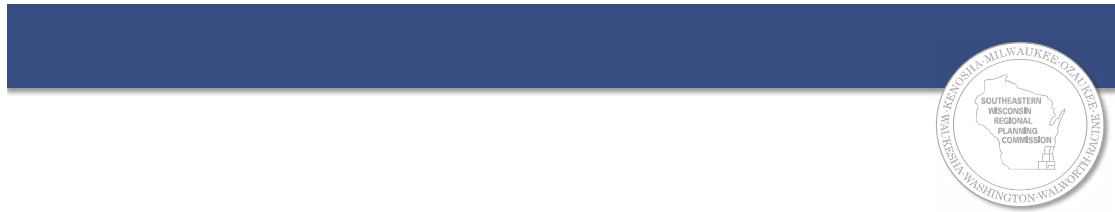
Next Steps



- ❑ Develop and evaluate alternatives based on input
- ❑ Hold a second round of public meetings
- ❑ Prepare a 5-year recommended transit service improvement plan for Ozaukee County
- ❑ The Ozaukee County Board of Supervisors may consider implementing some or all of the recommended transit service improvement plan

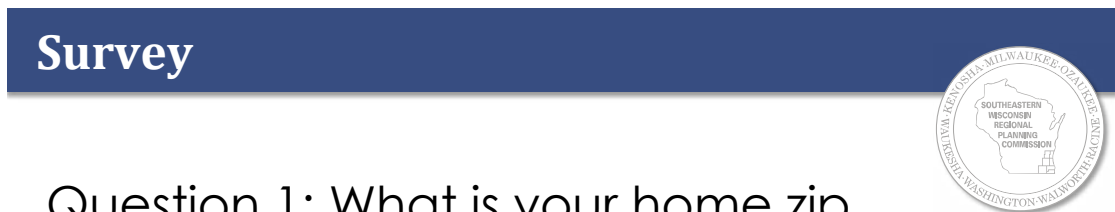
16

Figure D.4 (continued)



Survey

17



Question 1: What is your home zip code?

- A. 53074
- B. 53097
- C. 53024
- D. 53012
- E. Other

18

Survey



Question 2: How many years have you lived at that location?

- A. 0 – 5 years
- B. 6 – 10 years
- C. 11 – 15 years
- D. 16-25 years
- E. Over 25 years

19

Survey



Question 3: What is your work zip code?

- A. 53202
- B. 53203
- C. 53212
- D. 53211
- E. Other

20

Survey



Question 4: Do you use the Express Service or the Shared-Ride Taxi?

- A. Yes
- B. No
- C. Not yet, but I'm considering it

21

Survey



Question 5: How would you rate the current transit services in Ozaukee County?

- A. Excellent
- B. Above average
- C. Average
- D. Below average
- E. Poor

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Thank You and Questions



Kevin Muhs

Deputy Director

Southeastern Wisconsin Regional Planning Commission

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Waukesha, WI 53187-1607

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Fax: (262) 547-1103

E-mail: kmuhs@sewrpc.org

Web site: www.sewrpc.org

Transit Development Plan web site: sewrpc.org/OzaukeeTransit

23



Small Group Discussions

24

Figure D.5
Display Boards at the Public Meetings

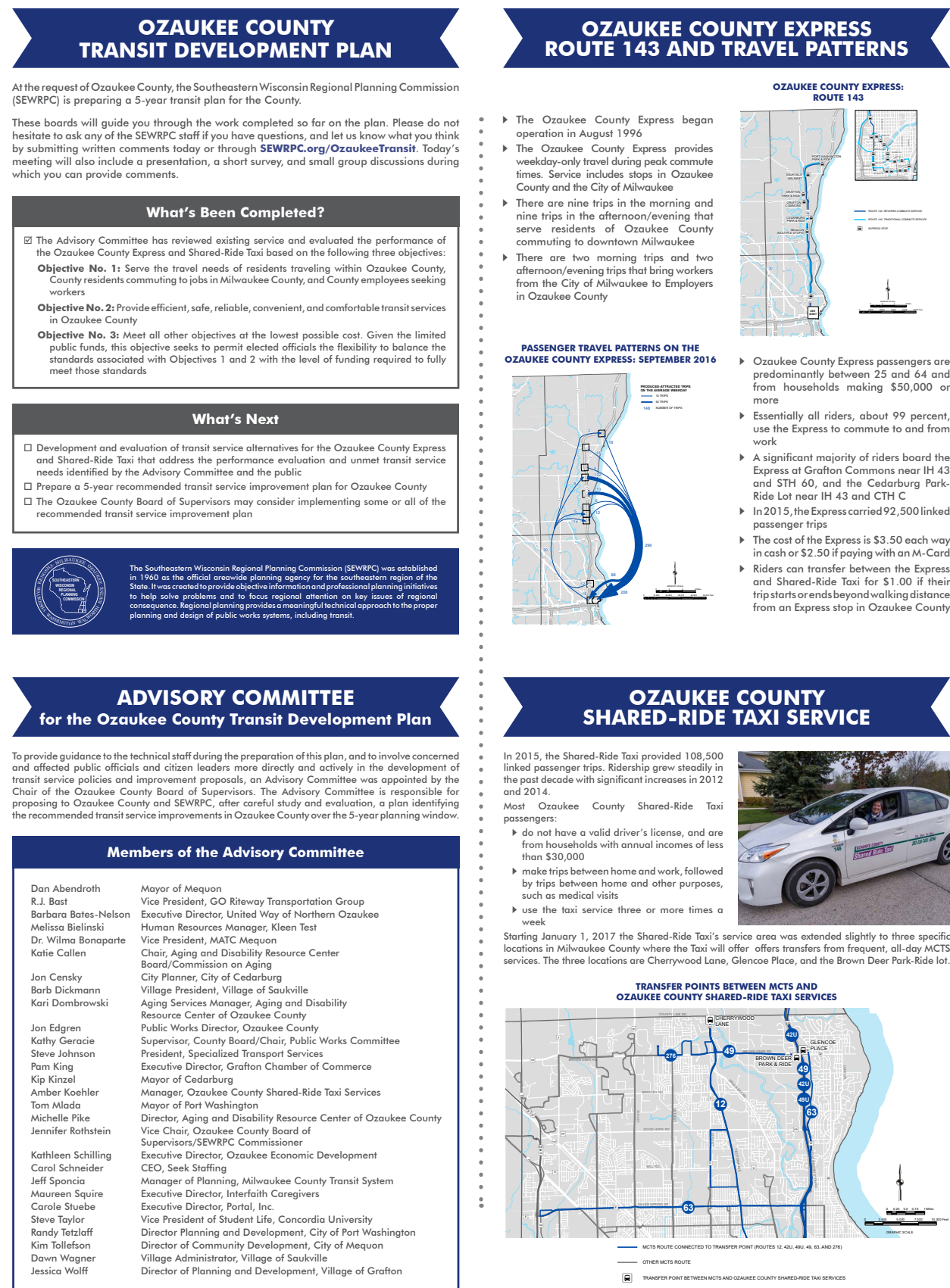


Figure D.5 (continued)

PERFORMANCE EVALUATION of Existing Ozaukee County Transit Services

Following the inventory of existing transit services in the County, Commission staff and the Advisory Committee evaluated the performance of the two County transit services using a series of standards developed from the three objectives identified by the Advisory Committee

Some standards compare the County's transit services to peer systems from across the country with similar service types, ridership, and budgets, and that serve areas of a similar density.



The performance evaluation results indicated:

- ▶ The Express service performed reasonably well. The service provides reasonable coverage of the County, with relatively easy access for the vast majority of residents.
- ▶ The Shared-Ride Taxi service provides a robust level of service, and performs well compared to peers in the Region and across the nation.

PEOPLE AND JOBS SERVED BY THE OZAUKEE COUNTY EXPRESS (Reverse Commute Trips)

Milwaukee County

Approximately 72,300 residents (80 percent of all County residents) live within a one-half mile walk of a bus stop served by the Express and 254,500 residents (27% of all Milwaukee County residents) live within a one-quarter mile walk of a local route that connects to the Express in 15 minutes or less

POPULATION IN MILWAUKEE COUNTY SERVED BY THE OZAUKEE COUNTY EXPRESS

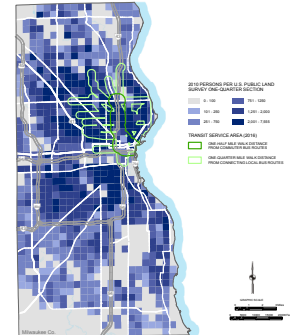


Figure D.5 (continued)

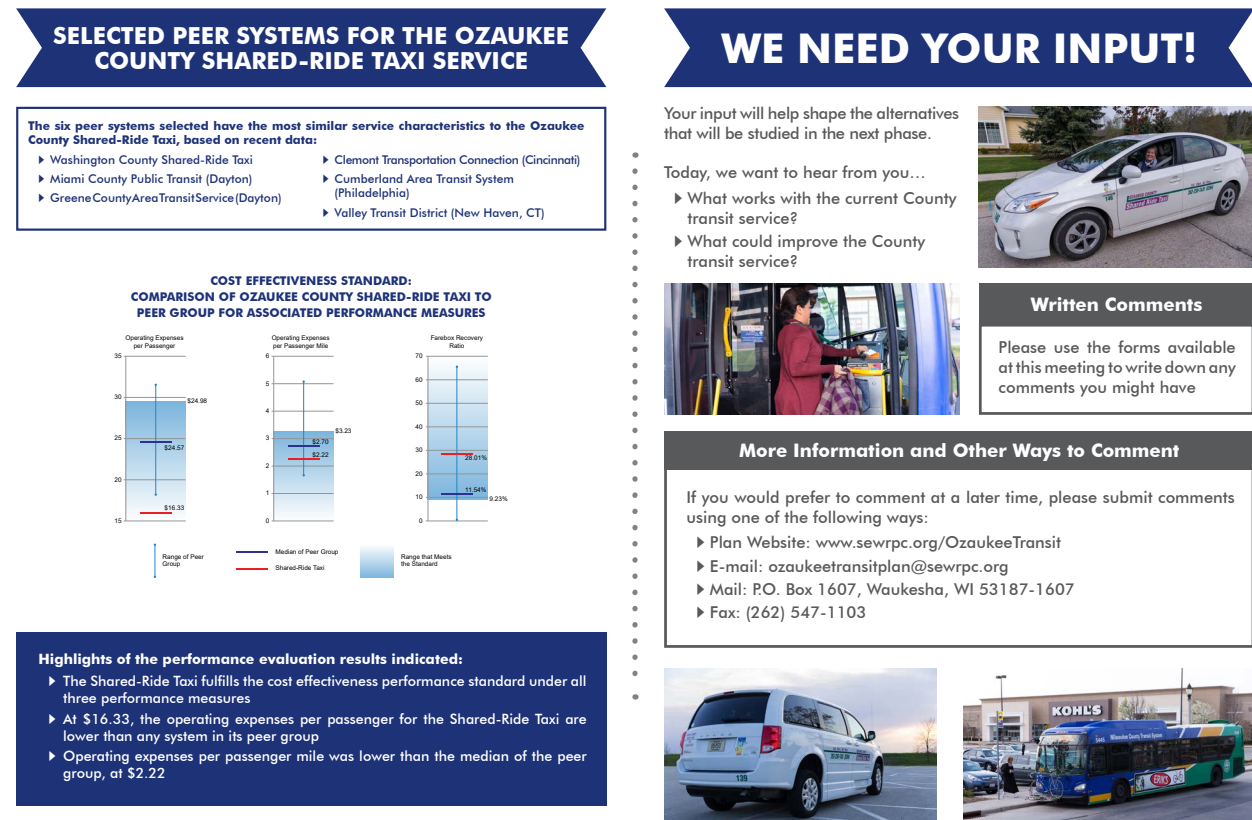




Figure D.6
Newspaper Articles and Editorials Concerning the Ozaukee County Transit Development Plan: 2019-2023



**BUSINESS-FOCUSED MEETING HELD ON FEBRUARY 6, 2018: OUTREACH
AND RELATED MATERIALS REGARDING TRANSIT SERVICE ALTERNATIVES
FOR THE OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN: 2019-2023**

APPENDIX E

Figure E.1
Materials Announcing the Business Meeting on February 6, 2018



WE NEED YOUR INPUT!

- ▶ Join us to learn about potential transit solutions to attract and retain workers
- ▶ Provide your valuable input on the transit options

At the request of Ozaukee County, SEWRPC is preparing a 5-year transit plan (2019-2023) for the County. This plan will evaluate the existing County transit services, analyze changes that could be made to the services, and make recommendations to the County to change and improve services.

Find out more at sewrpc.org/OzaukeeTransit

As a follow-up to the meeting on June 20, 2017, we invite you to learn about and comment on potential transit options to connect employees to jobs in Ozaukee County.

Date: Tuesday, February 6, 2018
Time: 7:30 AM – 9:00 AM
Location: MATC – Mequon Campus
Lecture Hall A289
5555 West Highland Road
Mequon, WI 53092-1143

Please send your RSVP by Friday, January 26, 2018 to ozaukeetransitplan@sewrpc.org

Breakfast will be provided

Free parking is available in front of the main entrance and in the west parking lot

Figure E.2
Presentation Given at the Business Meeting

Ozaukee County Transit Development Plan

Review of Draft Alternatives



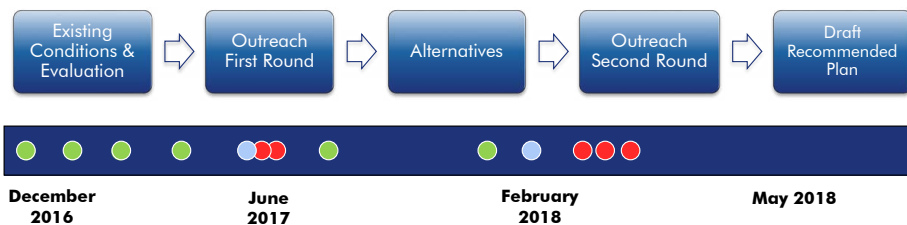
Business Meeting #2

February 6, 2018

Kevin Muhs, Deputy Director

#240026

Status of Transit Development Plan



We are here

- **Advisory Committee meetings**
- **Public Meetings**
- **Meetings with Ozaukee County Businesses**

What We Heard – First Business Meeting



- ☐ Interested in a shuttle service
- ☐ Employers need workers
- ☐ Employers need on-time service for all shifts
- ☐ 19 of the 38 participants indicated they would be interested in future transit discussions

3

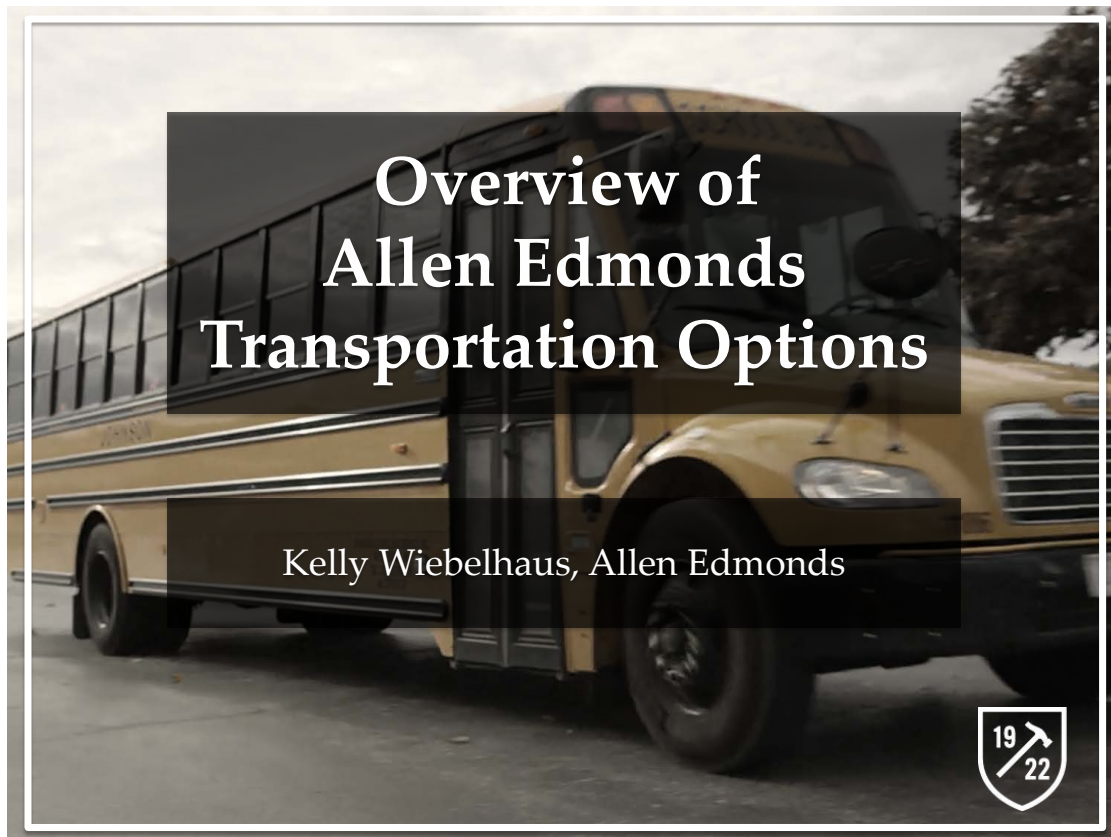
What We Heard –Public Meetings



- ☐ Ozaukee County Express
 - ☐ The Express is generally a good service, however there are some late buses
 - ☐ Some bus stops not accessible by persons with disabilities
- ☐ Ozaukee County Shared-Ride Taxi
 - ☐ Transit service should be more on-demand like Uber or Lyft
 - ☐ Shared-Ride Taxi service hours should be extended
 - ☐ Connecting to Washington County using the Shared-Ride Taxi is a challenge

4

Figure E.2 (continued)



Johnson Bus Company

Allen Edmonds has offered bus service since April, 2000

We work with **Johnson Bus Company**, an insured transportation partner. The bus picks up employees at 4:45am at the 9th and National Park and Ride in Milwaukee

Tried bus pick-ups at the Brown Deer Park and Ride as well as the Sheboygan Park and Ride, but did not have enough participation.



Figure E.2 (continued)

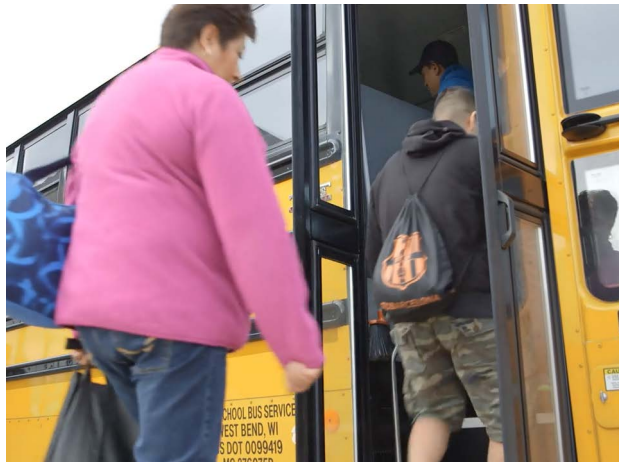


Cost and Riders

For **\$28 a week**, employees can ride busses between Milwaukee and Port Washington.

At its peak, we bused over 80 employees to work . Currently **37 employees** utilize the service.

There are two buses, one small that seats **13 employees** comfortably and one big bus that seats **43 employees** if you do two a seat.



Buses and Vanpools

The smaller bus was added to make the ride more comfortable for employees, particularly in the winter where they may have bulky jackets

Big Bus Cost: **\$260 a day**

Small Bus Cost: **222.50 a day**

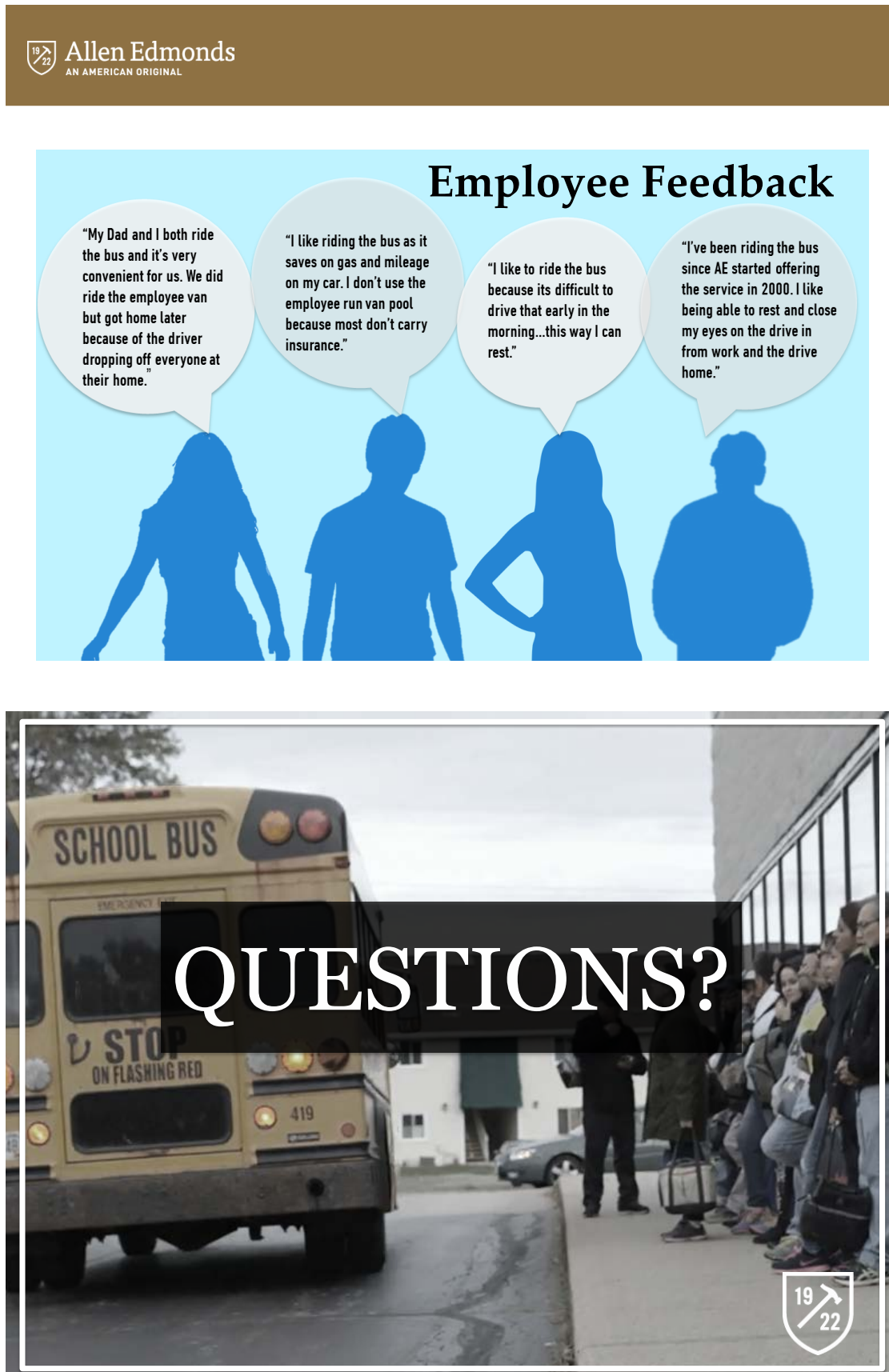
Additionally, there are **5 employee run van pools**.

2 of the vans pick up at the Park and Ride on 9th and National others do door to door to employees home and they charge between 20-25 an employee.

Allen Edmonds does not sponsor or endorse employee run van pools



Figure E.2 (continued)



Employment-Related Transit Alternatives



1. On-demand services – Partnership with a Transportation Network Company (Lyft/Uber)
2. On-demand Shared-Ride Taxi
3. Extended Shared-Ride Taxi hours
4. Flexible shuttles
5. Expanded MCTS Service Including Routes 12 and 68 to Serve Key Employment Destinations
6. Expand Reverse Commute from Milwaukee County to Ozaukee County
7. Expand Marketing of Transit Options

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Employment-Related Transit Alternatives



1. On-demand services – Partnership with a Transportation Network Company (Lyft/Uber)
2. On-demand Shared-Ride Taxi
3. Extended Shared-Ride Taxi hours
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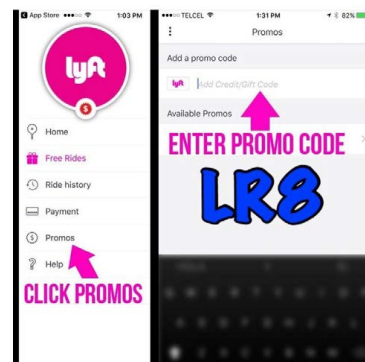
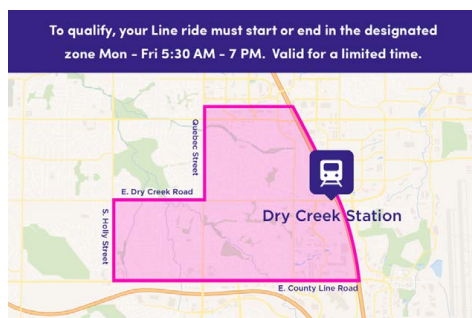
12

Figure E.2 (continued)

On-demand Services (Lyft/Uber)



- ❑ Use app to request when needed
- ❑ Businesses can designate locations for pick-up and drop-off using promo code (e.g., geofence)
- ❑ Average trips would total \$7.00 - \$10.00



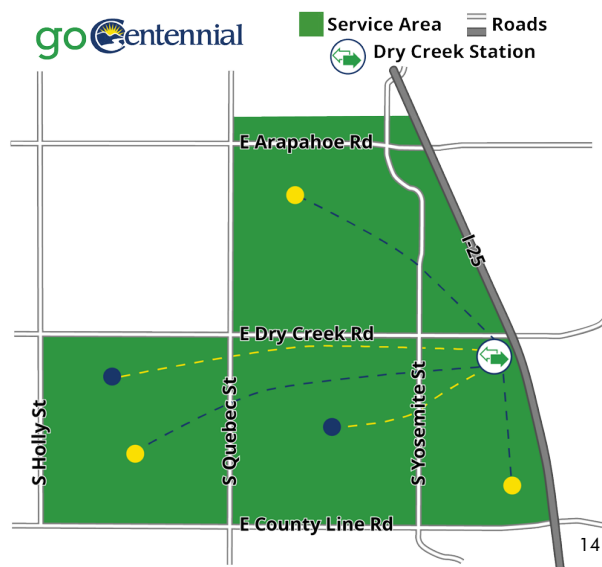
13

On-Demand Services (Lyft/Uber)



Example 1: Centennial, Colorado, goCentennial pilot

- ❑ Pilot partnership with Lyft
- ❑ First/last mile to light rail station
- ❑ Resulted in 78% reduction in costs compared to Call-n-Ride service



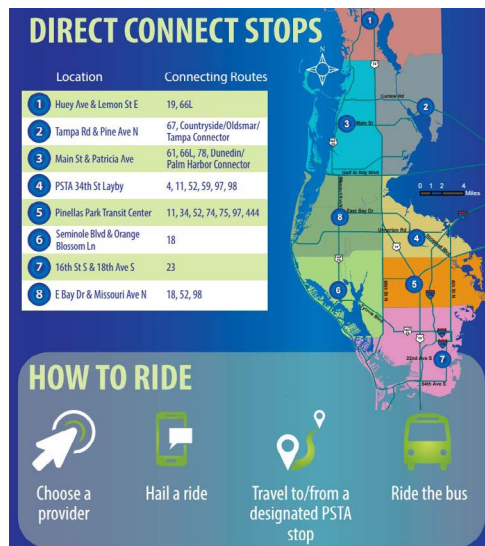
14

Figure E.2 (continued)

On-Demand Services (Lyft/Uber)



Example 2: Pinellas Suncoast Transit Authority (FL), Direct Connect



- ❑ Partnership with Uber
- ❑ Connects with bus routes in 8 zones
- ❑ PTSA pays first \$3.00 of the ride

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On-Demand Services (Lyft/Uber)



- ❑ Pros
 - Could help businesses with apprenticeships or seasonal workers
 - Best serves areas with short distance trips not well served by transit
 - No reservations required, lower wait times than Shared-Ride Taxi
- ❑ Cons
 - High cost per trip (\$4.00 - \$5.00 more than Shared-Ride Taxi per trip) if full cost is paid by passenger
 - Requires cell phone and credit card
 - Vehicles unlikely to be accessible

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Employment-Related Transit Alternatives



1. On-demand services – Partnership with a Transportation Network Company (Lyft/Uber)
2. On-demand Shared-Ride Taxi
3. Extended Shared-Ride Taxi hours
4. Flexible shuttles
5. Expanded MCTS Service Including Routes 12 and 68 to Serve Key Employment Destinations
6. Expand Reverse Commute from Milwaukee County to Ozaukee County
7. Expand Marketing of Transit Options

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On-Demand Shared-Ride Taxi



- ❑ Two options for expansion of current service:
 - On-demand rides provided within 2 hours of request
 - Reservation window of 15 minutes or less
- ❑ Could accommodate more timely service for businesses

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On-Demand Shared-Ride Taxi



- ❑ National examples
 - Call-n-Ride (Pace, suburban Chicago)
 - Transit Link (Twin Cities)



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On-Demand Shared-Ride Taxi



- ❑ Rides within two hours of request
- ❑ Five new vehicles recommended
- ❑ Projected Costs
 - Projected Operating Expenses = \$542,500
 - Projected Revenue Passengers = 38,500
 - Projected Local Assistance = \$53,100
- ❑ The County may consider partnering with Ozaukee County businesses to pay operating expenses and costs of new vehicles

20

On-Demand Shared-Ride Taxi



- ❑ Reservation window of 15 minutes or less
- ❑ Would still require 24 hour notice
- ❑ Three new vehicles recommended
- ❑ Projected Costs
 - Projected Operating Expenses = \$160,800
 - Projected Revenue Passengers = 8,900
 - Projected Local Assistance = \$28,600

21

On-Demand Shared-Ride Taxi



- ❑ Reservation window of 15 minutes or less
- ❑ Would still require 24 hour notice
- ❑ Three new vehicles recommended
- ❑ Projected Costs
 - Projected Operating Expenses = \$160,800
 - Projected Revenue Passengers = 8,900
 - Projected Local Assistance = \$28,600

21

Employment-Related Transit Alternatives



1. On-demand services – Partnership with a Transportation Network Company (Lyft/Uber)
2. On-demand Shared-Ride Taxi
3. Extended Shared-Ride Taxi hours
4. Flexible shuttles
5. Expanded MCTS Service Including Routes 12 and 68 to Serve Key Employment Destinations
6. Expand Reverse Commute from Milwaukee County to Ozaukee County
7. Expand Marketing of Transit Options

22

Extend Shared-Ride Taxi Service Hours



- ❑ Potential new hours:
 - Monday – Friday: 4:00 a.m. – 12:00 a.m.
 - Saturday: 8:30 a.m. – 12:00 a.m.
 - Sunday: 8:00 a.m. – 12:00 a.m.
- ❑ Addresses potential unmet need raised by the public and businesses
- ❑ Extended service would offer options to reach social and employment opportunities
- ❑ Assumes two vehicles would be available
- ❑ Projected Costs
 - Projected Operating Expenses = \$133,600
 - Projected Revenue Passengers = 9,800
 - Projected Local Assistance = \$11,900

23

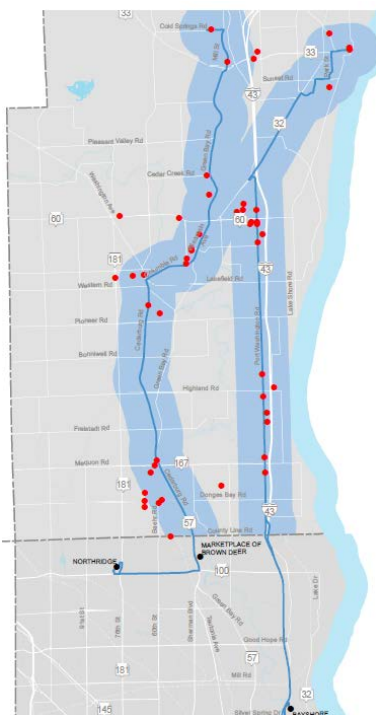
Employment-Related Transit Alternatives



1. On-demand services – Partnership with a Transportation Network Company (Lyft/Uber)
2. On-demand Shared-Ride Taxi
3. Extended Shared-Ride Taxi hours
4. **Flexible shuttles**
5. Expanded MCTS Service Including Routes 12 and 68 to Serve Key Employment Destinations
6. Expand Reverse Commute from Milwaukee County to Ozaukee County
7. Expand Marketing of Transit Options

24

Flexible Shuttles



- ☐ Connect to MCTS local bus service
- ☐ Routes with minor deviations within 0.75 miles
- ☐ Service from 5:00 a.m. to 8:00 p.m.
- ☐ Would serve key employers and destinations



A HARTFlex Bus in Florida's Hillsborough County.

Photo Courtesy of Center for Transportation Research at the University of South Florida

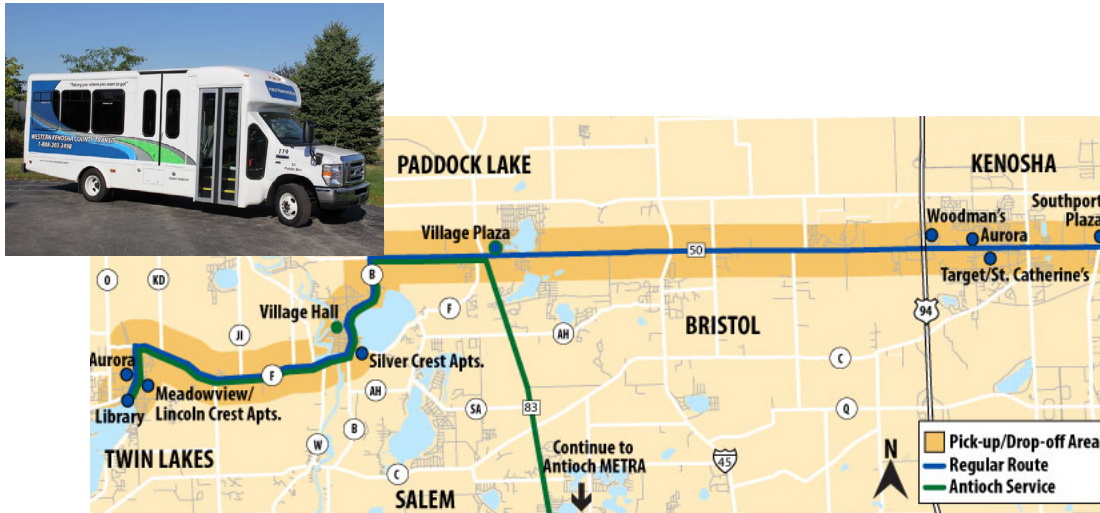
25

Figure E.2 (continued)

Flexible Shuttles



Western Kenosha County service is a local example



Source: Western Kenosha County Transit

26

Flexible Shuttles



❑ Projected Costs and Revenues 2022

- Projected Operating Expenses = \$214,000
- Projected Revenue Passengers = 10,300
- Projected Local Assistance = \$75,700

27

Flexible Shuttles



❑ Pros

- Could serve a more dispersed development pattern well
- Modified routes can serve transportation needs effectively

❑ Cons

- Potential variability impacts on-time arrivals
- Less viable for work trips

28

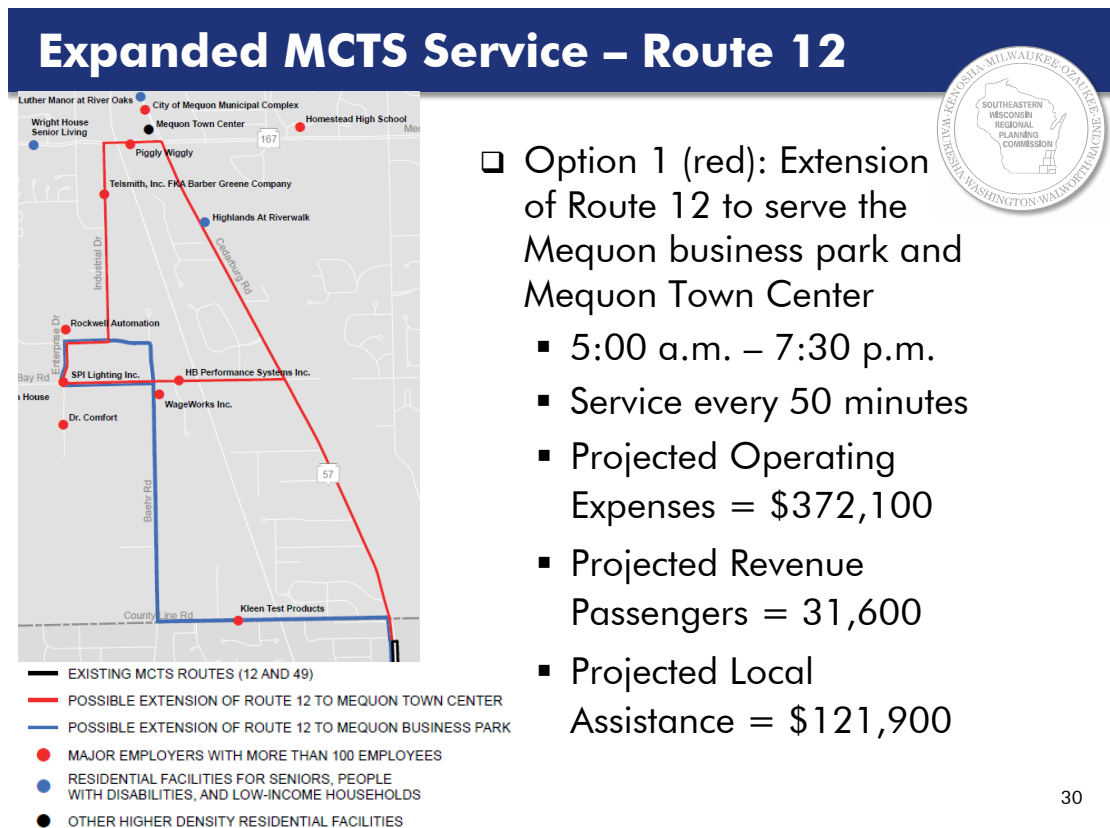
Employment-Related Transit Alternatives



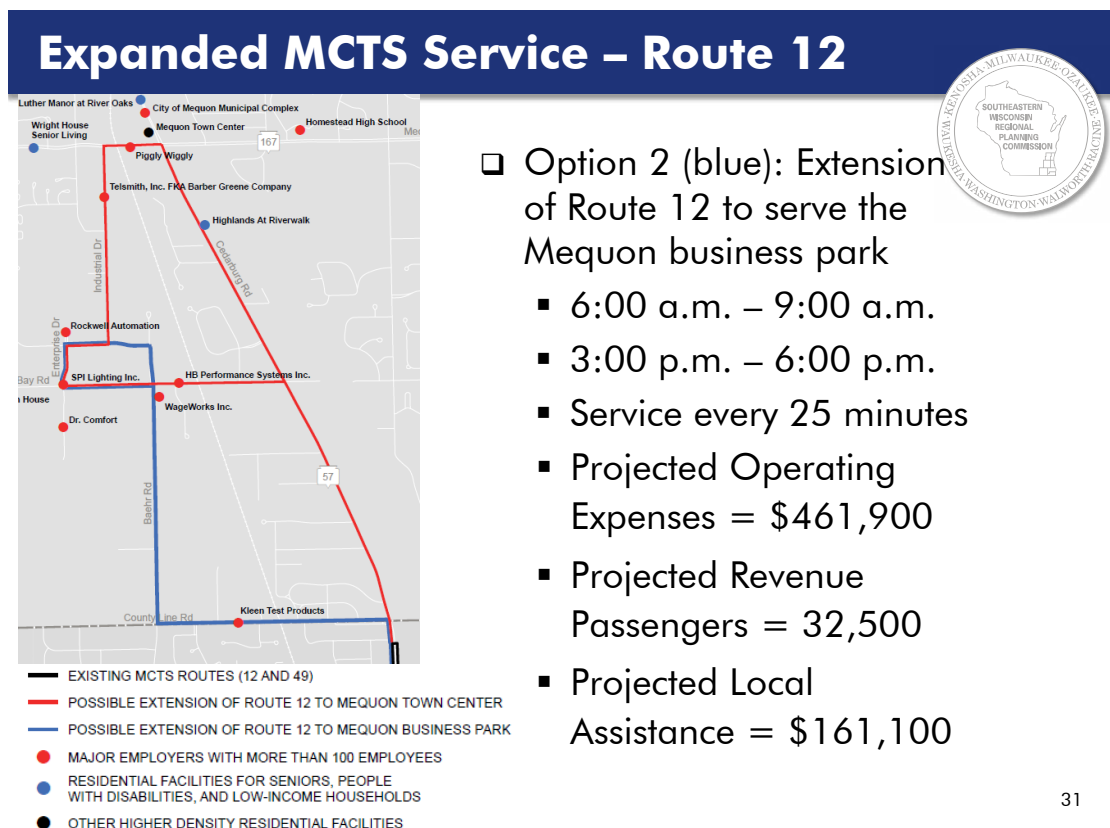
1. On-demand services – Partnership with a Transportation Network Company (Lyft/Uber)
2. On-demand Shared-Ride Taxi
3. Extended Shared-Ride Taxi hours
4. Flexible shuttles
5. Expanded MCTS Service Including Routes 12 and 68 to Serve Key Employment Destinations
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7. Expand Marketing of Transit Options

29

Figure E.2 (continued)



30



31

Expanded MCTS Service – Route 12



□ Pros

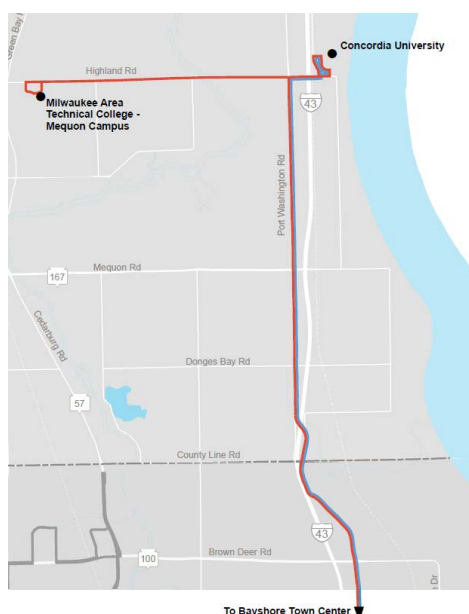
- Option 1 would also serve areas with relatively high population density at the Mequon Town Center
- Option 2 would focus more frequent service on areas with high job concentration in the Mequon business park

□ Cons

- Both routes would require additional local funding
- Would only serve a limited area of the County

32

Expanded MCTS Service – Route 68



- POTENTIAL WEEKDAY ROUTE 68
- POTENTIAL WEEKEND ROUTE 68
- MCTS ROUTE

□ Extension of Route 68 would serve Concordia University and MATC-Mequon

- Weekdays:
6:00 a.m. – 12:00 p.m.
- Saturday:
6:00 a.m. – 11:00 p.m.
- Sunday:
8:00 a.m. – 7:00 p.m.

□ Service every 30 minutes until 6:00 p.m.

□ Could replace Route 42U

33

Expanded MCTS Service – Route 68



- ❑ Route 68 Projected Costs and Revenues
 - Projected Operating Expenses = \$868,200
 - Projected Revenue Passengers = 50,300
 - Projected Local Assistance = \$318,300

34

Expanded MCTS Service – Route 68



- ❑ Pros
 - Connects high population areas in Milwaukee County to major employers in Ozaukee County
- ❑ Cons
 - The County would be responsible for additional miles within their border (\$318,300)
 - Only serves specific areas of the County

35

Employment-Related Transit Alternatives



1. On-demand services – Partnership with a Transportation Network Company (Lyft/Uber)
2. On-demand Shared-Ride Taxi
3. Extended Shared-Ride Taxi hours
4. Flexible shuttles
5. Expanded MCTS Service Including Routes 12 and 68 to Serve Key Employment Destinations
6. Expand Reverse Commute from Milwaukee County to Ozaukee County
7. Expand Marketing of Transit Options

36

Expanded Reverse Commute Options



- ❑ Three additional reverse commute trips added to existing Ozaukee Express bus service
 - One at 5:00 a.m.; two between 2:00 p.m. and 5:00 p.m.
 - Expected to serve approximately 2,300 riders in 2022

37

Figure E.2 (continued)

Expanded Reverse Commute Options



Northbound in the Morning

Walnut at 5th Street	6th at Highland	7th at North	Port Washington and Capitol	Grafton Commons	Grafton Park-Ride Lot	Saukville at Walmart	Port Washington Park-Ride Lot
	5:00 a.m.*	5:04 a.m.*	5:15 a.m.*	5:23 a.m.*	5:26 a.m.*	5:32 a.m.*	5:40 a.m.*
	5:25 a.m.	5:29 a.m.	5:37 a.m.	6:03 a.m.		6:13 a.m.	6:21 a.m.
	6:13 a.m.	6:17 a.m.	6:25 a.m.	6:51 a.m.			
7:07 a.m.				7:32 a.m.			
7:34 a.m.					7:59 a.m.		

*Additional proposed reverse commute trip, estimated times

38

Expanded Reverse Commute Options



Southbound in the Afternoon

Port Washington Park-Ride Lot	Saukville & Walmart	Grafton Commons	Port Washington & Venture Ct	Port Washington Rd. at Capitol	7th at North	6th at Highland
2:00 p.m.*	2:07 p.m.*	2:19 p.m.*	2:31 p.m.*	2:49 p.m.*	3:04 p.m.*	3:10 p.m.*
3:05 p.m.	3:12 p.m.	3:24 p.m.	3:36 p.m.	3:54 p.m.	4:01 p.m.	4:09 p.m.
4:07 p.m.	4:14 p.m.	4:26 p.m.	4:38 p.m.	4:56 p.m.	5:03 p.m.	5:11 p.m.
5:10 p.m.*	5:17 p.m.*	5:29 p.m.*	5:41 p.m.*	5:59 p.m.*	6:04 p.m.*	6:12 p.m.*

*Additional proposed reverse commute trip, estimated times

39

Expanded Reverse Commute Options



- ❑ Three additional reverse commute trips
- ❑ Ozaukee County responsible for approximately \$28,000 in 2022
- ❑ Commission staff does not currently recommend due to low ridership projections
- ❑ Would only be worthwhile if could be coordinated with multiple employers' shift changes
- ❑ Ridership could be increased with expanded marketing and collaboration with employers

40

Employment-Related Transit Alternatives



1. On-demand services – Partnership with a Transportation Network Company (Lyft/Uber)
2. On-demand Shared-Ride Taxi
3. Extended Shared-Ride Taxi hours
4. Flexible shuttles
5. Expanded MCTS Service Including Routes 12 and 68 to Serve Key Employment Destinations
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7. Expand Marketing of Transit Options

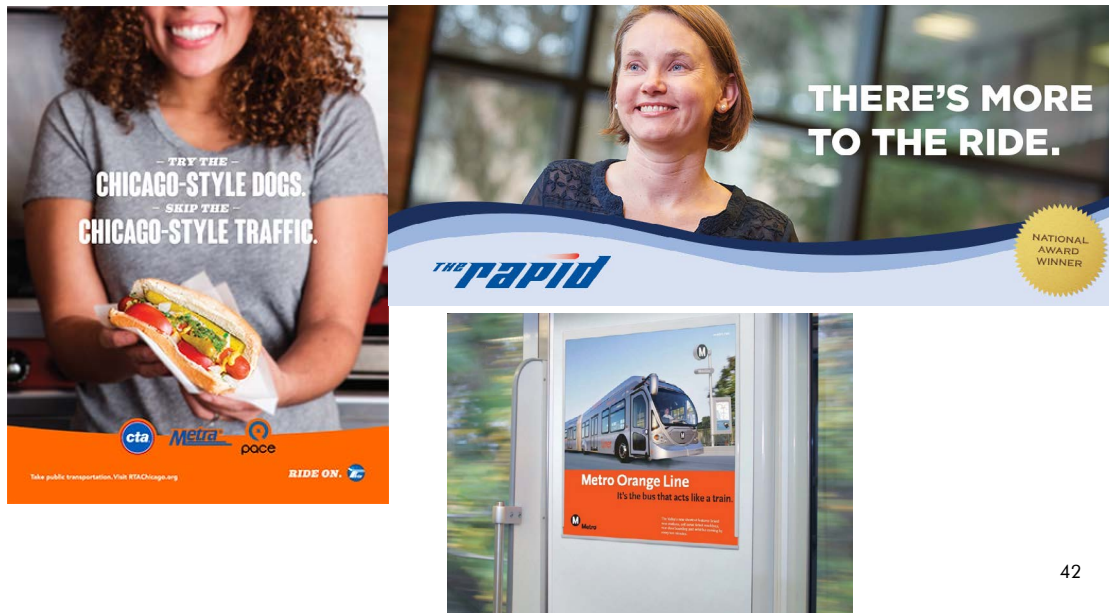
41

Figure E.2 (continued)

Expanded Marketing of Transit Options



Marketing examples



42

Expanded Marketing of Transit Options



- ❑ Opportunities to increase awareness
 - Subscriptions on the Shared-Ride Taxi
 - Existing community events such as job fairs
 - MCTS app
 - Wisconsin DOT Rideshare
 - Trip planning advice for employers, recruiters, and human resources staff
- ❑ Would likely require additional resources
 - Ozaukee County Transit Services
 - Ozaukee Economic Development
 - New mobility manager position

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Conclusion



- ❑ Few alternatives could be implemented without additional local funding
- ❑ Requires balancing two service objectives with the desire to minimize costs
- ❑ Your input will provide insight into potential public-private partnership opportunities

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Survey Question #1



1. What is your level of interest in partnering with Lyft/Uber?

- a) No interest
- b) Moderately interested
- c) Very interested

45

Survey Question #2



2. What is your level of interest in providing more on-demand service using the Shared-Ride Taxi?

- a) No interest
- b) Moderately interested
- c) Very interested

46

Survey Question #3



3. What is your level of interest in providing a reduced reservation window (15 minutes) service using the Shared-Ride Taxi?

- a) No interest
- b) Moderately interested
- c) Very interested

47

Survey Question #4



4. What is your level of interest in extended Shared-Ride Taxi hours?

- a) No interest
- b) Moderately interested
- c) Very interested

48

Survey Question #5



5. What is your level of interest in flexible shuttles?

- a) No interest
- b) Moderately interested
- c) Very interested

49

Survey Question #6



6. What is your level of interest in expanded MCTS Services to the Mequon business park?

- a) No interest
- b) Moderately interested
- c) Very interested

50

Survey Question #7



7. What is your level of interest in expanded MCTS Services up Port Washington Road?

- a) No interest
- b) Moderately interested
- c) Very interested

51

Survey Question #8



8. What is your level of interest in expanding reverse commuting trips from Milwaukee County?

- a) No interest
- b) Moderately interested
- c) Very interested

52

Survey Question #9



9. What is your level of interest in expanding marketing of transit options?

- a) No interest
- b) Moderately interested
- c) Very interested

53

Survey Question #10



10. Are you or your company willing to invest in any of the transit alternatives presented today?

- a) Yes
- b) No
- c) Maybe

*Please fill out a comment card if you would like to be contacted to discuss further

54

Thank You and Questions



Kevin Muhs
Deputy Director
Southeastern Wisconsin Regional Planning Commission
P.O. Box 1607
W239 N1812 Rockwood Drive
Waukesha, WI 53187-1607
Phone: (262) 953-3243
Fax: (262) 547-1103
E-mail: kmuhs@sewrpc.org

Web site: www.sewrpc.org
Transit Development Plan Web site: sewrpc.org/OzaukeeTransit

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OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN

Business Meeting on Alternatives

Tuesday, February 6, 2018

7:30 AM – 9:00 AM

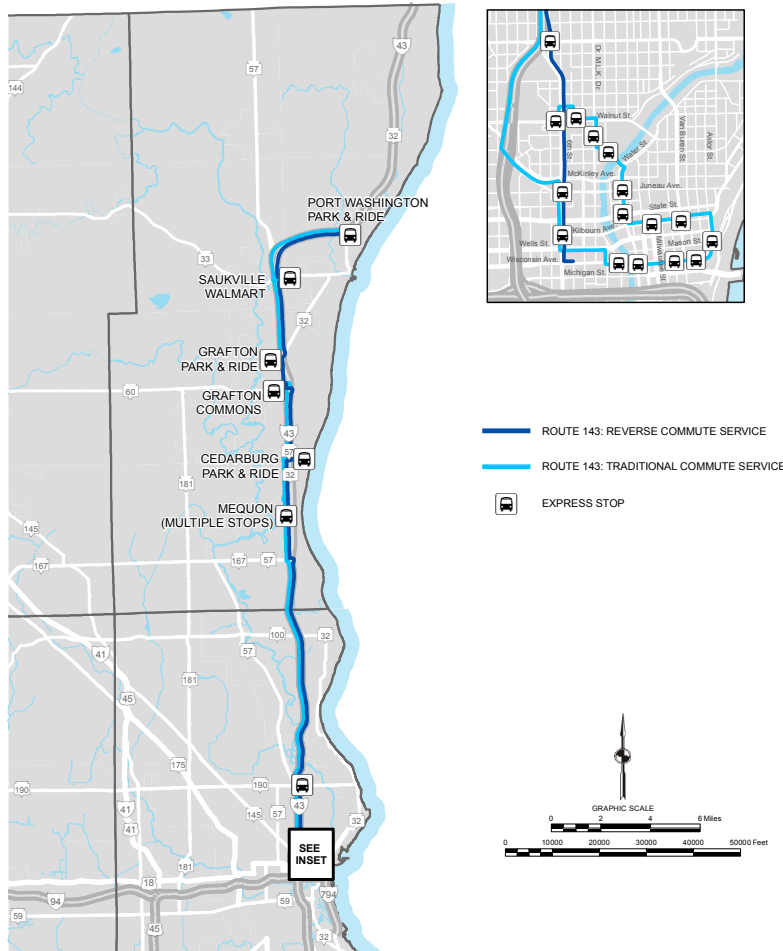
MATC-Mequon Campus, Lecture Hall A289

AGENDA

1. Welcome
 - Dr. Wilma Bonaparte, Vice President, MATC-Mequon
2. Overview of Allen Edmonds transportation options
 - Kelly Wiebelhaus, Allen Edmonds
3. Review of potential alternatives for the Ozaukee County Transit Development Plan
4. Group discussion on potential alternatives
5. Wrap-up and Next Steps

Figure E.3 (continued)

EXISTING TRANSIT SERVICE IN OZAUKEE COUNTY



Ozaukee County Express Route 143

- ▶ Provides weekday-only, peak, traditional and reverse commute service between Ozaukee County and downtown Milwaukee
- ▶ Nine morning trips to downtown Milwaukee, nine afternoon/evening return trips from downtown Milwaukee
- ▶ Four morning reverse commute trips to Ozaukee County and two return afternoon trips to Milwaukee
- ▶ \$3.50 one-way (cash) or \$2.50 one-way (M-CARD), \$96 for a 31-day pass
- ▶ Passengers can transfer to or from the Shared-Ride Taxi for \$1.00. Passengers can transfer to an MCTS route at no charge or transfer to the Express from an MCTS route by paying the difference between the two fares.
- ▶ 106,500 passenger trips made in 2016

Route 143 Northbound – Morning (Reverse Commute) Selected Times/Stops

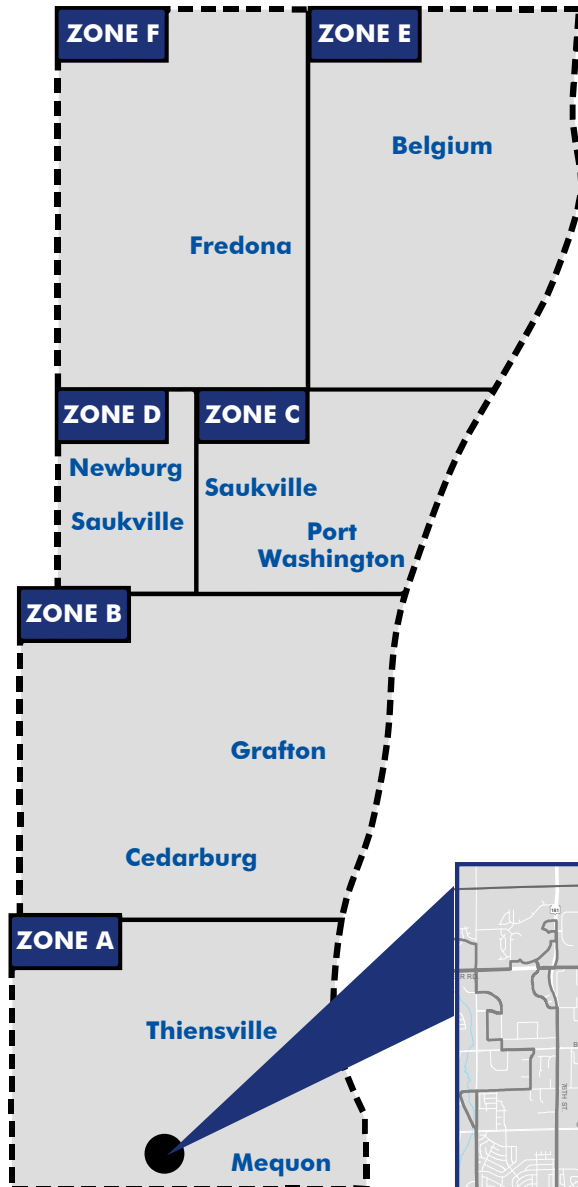
Walnut at 5th Street	N. 6th and Highland	Port Washington Road and Venture Court	Grafton Commons	Grafton Lot	Port Washington Lot
	5:25 a.m.	5:49 a.m.	6:03 a.m.		6:21 a.m.
	6:13 a.m.	6:37 a.m.	6:51 a.m.		
7:07 a.m.			7:32 a.m.		
7:34 a.m.				7:59 a.m.	

Route 143 Southbound – Afternoon (Reverse Commute) Selected Times/Stops

Port Washington Lot	Grafton Commons	Port Washington Road and Venture Court	6th Street and Highland
3:05 p.m.	3:24 p.m.	3:36 p.m.	4:09 p.m.
4:07 p.m.	4:26 p.m.	4:38 p.m.	5:11 p.m.

Figure E.3 (continued)

EXISTING TRANSIT SERVICE IN OZAUKEE COUNTY



Shared-Ride Taxi

- ▶ 24-hour advance reservation. Same-day requests accommodated if capacity is available
- ▶ Riders told service may occur within 30 minutes of reserved pick-up or drop-off time
- ▶ Curb-to-curb and door-to-door service for the general public and door-to-door and lobby-to-lobby for people with disabilities
- ▶ Schedule:
 - Monday – Friday, 5:00 a.m. – 10:00 p.m.
 - Saturday, 8:30 a.m. – 10:00 p.m.
 - Sunday, 8:00 a.m. – 6:00 p.m.
- ▶ Zone-based fare:
 - \$3.00 – \$6.75 for Adults
 - \$2.75 – \$6.00 for Students
 - \$2.50 – \$5.50 for Seniors and People with Disabilities
- ▶ 113,600 passenger trips made in 2016
- ▶ The Shared-Ride Taxi Service connects with Milwaukee Transit at three bus stops:
 1. Cherrywood Lane
 2. Glencoe Place
 3. Brown Deer Park & Ride Lot

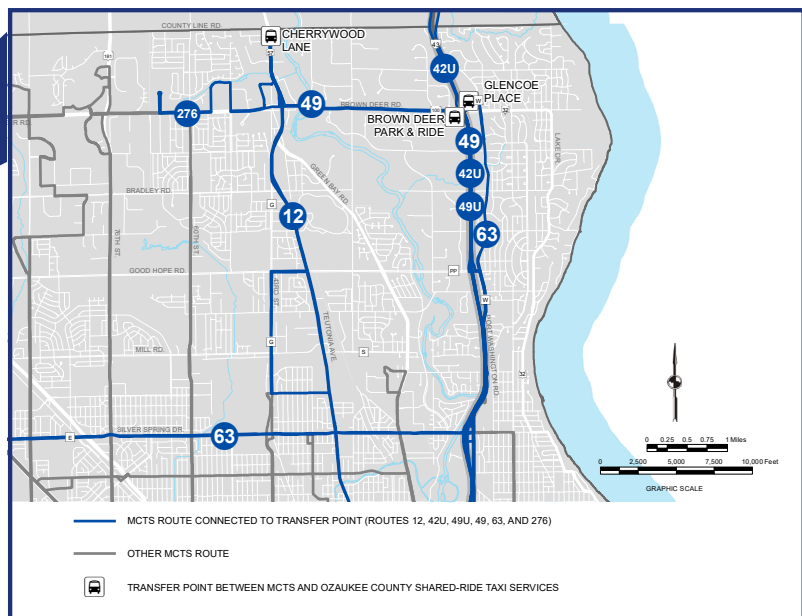


Figure E.3 (continued)

COMPARISON OF POTENTIAL ALTERNATIVES FOR OZAUKEE COUNTY BUSINESSES

Service Details	Summary of Transit Service	How it Would Operate	Types of Businesses that Could Benefit
On-Demand Partnerships (Lyft/Uber)	<ul style="list-style-type: none"> Use app to request when needed Average trips would total \$7.00 – \$10.00 	<ul style="list-style-type: none"> Businesses can designate locations for pick-up and drop-off using promo code (e.g., geofence) Could help businesses with apprenticeships or seasonal workers 	Businesses with apprenticeship/training programs that pay approximately \$15/hour or more, and/or seasonal workers
On-Demand Shared-Ride Taxi	<ul style="list-style-type: none"> Expansion of current Shared-Ride Taxi service 	<ul style="list-style-type: none"> Request service within 2 hours of request Reservation window of 15 minutes or less Could accommodate more timely service for businesses 	All businesses could benefit from this service.
Extended Shared-Ride Taxi Hours	<ul style="list-style-type: none"> Potential new hours: <ul style="list-style-type: none"> Monday – Friday: 4:00 a.m. – 12:00 a.m. Saturday: 8:30 a.m. – 12:00 a.m. Sunday: 8:00 a.m. – 12:00 a.m. 	<ul style="list-style-type: none"> Two extra vehicles and drivers would need to be available during new hours Could serve potential business needs for early and late shift changes 	Businesses and employees with shifts that begin or end between 4:00 a.m. and 5:00 a.m. or 10:00 p.m. and 12:00 a.m.
Flexible Shuttles	<ul style="list-style-type: none"> Connects to MCTS local bus service Two routes with deviations up to 0.75 miles Service from 5:00 a.m. to 8:00 p.m. Would serve key employers and destinations 	<ul style="list-style-type: none"> Passengers board at designated stops according to schedule Can request deviations to route Two routes envisioned with connections to MCTS Best for non-emergency medical, shopping or social trips 	Businesses that would accept slightly flexible start times (± 15 minutes) in the event the service runs late or early
MCTS Route Extensions	<ul style="list-style-type: none"> Two extensions of Route 12: one would serve Mequon business park and Mequon Town Center; the second would serve only the Mequon business park Route 68 extension would serve Concordia and MATC-Mequon 	<ul style="list-style-type: none"> Route 12 extension could operate during morning and afternoon, but could be tailored to shift changes Route 68 could replace 42U 	Businesses in or near Mequon business park, Mequon Town Center, on Port Washington Road in Mequon, Concordia University, or MATC-Mequon
Reverse Commute Expansion on the Ozaukee County Express	<ul style="list-style-type: none"> Three additional reverse commute trips: <ul style="list-style-type: none"> One at 5:00 a.m. Two between 2:00 p.m. and 5:00 p.m. 	<ul style="list-style-type: none"> Would serve approximately 2,300 riders in 2022 Ridership could be increased with expanded marketing and collaboration with employers 	Businesses and employees with shifts that begin or end at approximately 6:00 a.m., 2:00 p.m., or 5:00 p.m. Would best serve businesses on Port Washington Road in Mequon, or at/near Grafton Commons
Expanded Marketing of Transit Options	<ul style="list-style-type: none"> Leverage existing events and programs to increase awareness Would require more staffing 	A "mobility manager" could help inform employers and potential employees of transit options	Could pursue a mobility manager position that helps inform businesses and employees about transit options

[illegible]

Figure E.4
Attendance Record from the Business-Focused Meeting held on February 6, 2018

OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN - BUSINESS MEETING #2					
SIGN-IN SHEET					
Tuesday, February 6, 2018					
7:30 AM - 9:00 AM					
MATC - Mequon Campus, Lecture Hall A289					
First Name	Last Name	Affiliation	Email	Initial Here	Clicker ID
Huda	Alkaff	Wisconsin Green Muslims	interfaith.earth@yahoo.com		2270
Jennifer	Andreas	Cedarburg Chamber of Commerce	director@cedarburg.org	✓	2375
Rick	Bauzenberger	Ozaukee County Supervisor	rbauzenberger@co.ozaukee.wi.us	✓	1983
Kathryn	Berger	WEDC	kathryn.berger@wedc.org	✓	1976 1957
Melissa	Bielinski	Kleen Test Products	mbielinski@kleentest.com		2335
Dr. Wilma	Bonaparte	MATC Mequon	bonaparw@matc.edu	✓	2382
Kathleen	Cady Schilling	Ozaukee Economic Development	kschilling@co.ozaukee.wi.us	✓	1987
Yvonne	Clemins	SEEK Careers		✓	1963
Matthew	Crubel	Performance Health	Matthew.Crubel@performancehealth.com		1957 1976
Lisa	Drake	Ozaukee County Dept. of Human Services	ldrake@co.ozaukee.wi.us	✓	2303
Jon	Edgren	Ozaukee County Highway Department	jedgren@co.ozaukee.wi.us	✓	2287
Marty	Franzkowiak	Boehlke Bottled Gas Corp		✓	2298
Kathlyn	Geracie	County Board Supervisor	ktgeracie@gmail.com	✓	2273
Jerry	Gold	Johnson Bank	jgold@johnsonbank.com	✓	1939
Andrea	Harmelink	SEEK Careers		✓	2353
Jean	Hill	Ozaukee Economic Development	jhill@co.ozaukee.wi.us	✓	2339
La Toya	Jones	Social Development Commission	ljones@cr-sdc.org	✓	1990
Pam	King	Grafton Area Chamber of Commerce	pam@grafton-wi.org	✓	1946
Amber	Koehler	Ozaukee County Shared Ride Taxi	akoehler@co.ozaukee.wi.us	✓	1991
Elizabeth	Kohl	Ozaukee Economic Development	ekohl@co.ozaukee.wi.us	✓	2297
Megan	Kohlwey	Johnson Level & Tool	mkohlwey@johnsonlevel.com	✓	1981
Hannah	Koller	Norstar Aluminum Molds, Inc.	hkoller@norstarmolds.com	✓	2352
Chelsea	Kotes	Ascension Columbia St. Mary's		✓	2368
Chad	Kroening	Boehlke Bottled Gas Corp	chad@boehlkebgcorp.com		2359
Kristen	Lundeen	City of Mequon	klundeen@ci.mequon.wi.us	✓	2341

Figure E.4 (continued)

OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN - BUSINESS MEETING #2					
SIGN-IN SHEET					
Tuesday, February 6, 2018					
7:30 AM - 9:00 AM					
MATC - Mequon Campus, Lecture Hall A289					
Tiffany	Mason			✓	1998
Tyrone	McKee	Social Development Commission	tmckee@cr-sdc.org	✓	1922
Cheryl	Milbauer	Telsmith, Inc.	cmilbauer@Telsmith.com	✓	2279
Sophia	Nuckols	Johnson Bank			1965
Orlando	Owens	Office of Senator Ron Johnson	Orlando_Owens@ronjohnson.senate.gov	✓	2267
Steven	Pericak	Portal, Inc.	spericak@portalinc.org	✓	2331
Doug	Pinzer	Go Riteway	Doug.pinzer@goriteway.com	✓	2347
Tim	Pollock	Ascension Columbia St. Mary's	timothy.pollock3@ascension.org	✓	1970
Barry	Rich	Kapco University	rich@kapcoinc.com	✓	1984
Betsy	Romo	Pace Industries	betsy.romo@paceind.com	✓	2357
Jacob	Shully	Shully's Cuisine & Events	Jshully@shullyscuisine.com		2384
Maureen	Squire	Interfaith Caregivers of Ozaukee County	msquire@interfaithozaukee.org	✓	1954
Duey	Stroebe	State Senator, 20th Senate District	Chris.Lawrence@legis.wisconsin.gov		2314
Carole	Stuebe	Portal, Inc.	cstuebe@portalinc.org	✓	1951
Mary	Survis	Portal, Inc.	msurvis@portalinc.org	✓	1973
Steve	Taylor	Concordia University	steve.taylor@cuw.edu	✓	2286
Kerry	Thomas	MetroGO	kthomas@MetroGO.org		2266
Nicole	Weiland	SEEK Careers	nweiland@SEEKCareers.com	✓	2349
Kelly	Wiebelhaus	Allen Edmonds	kwiebelhaus@allenedmonds.com	✓	2332
Sue	Wiedemann	Gateway Plastics, Inc.	swiedemann@gatewayplastics.com	✓	1924
Jason	Witteck	Ozaukee County Transit Services	jwittek@co.ozaukee.wi.us	✓	2318
Jessica	Wolff	Village of Grafton	jwolff@village.grafton.wi.us	✓	2320
Gary	Achterberg	News Graphic	gachterberg@cronky.net.com		
Mike	Gross	Johnson Bros	Mgross@JohnsonBros.com		2340
Barbara	Bates Nelson			✓	2310
Haley	Norman	Horizon Health Care	haley.norman@horizon.org		2282
Terry	Schacht	Express Employment	terry.sch		2312
Nilda	Cintrón-Cortez	Allen Edmonds		✓	2380

Figure E.5

Returned Comment Cards from the Business-Focused Meeting held on February 6, 2018

OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN

Name: Steve Taylor
 Organization: Concordia
 Email: Steve.Taylor@CUW.edu



Yes, please contact me to discuss transit alternatives to improve transit services to businesses in Ozaukee County

Please provide additional information to help us understand which transit alternatives could best serve your business needs including shift times, staffing levels, employee transportation needs (both short- and long-term), and any other operational needs we should consider: _____

Expansion of MTS w/ Concordia w/ either county services add re and using concordia to manage transfer location

Please provide any additional comments to assist with the development of the Ozaukee County Transit Development Plan: _____

Concordia would like to be part of any discussion. we have a few private contracts

SEWRPC.ORG/OZAUKEETRANSIT

OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN

Name: Rick Banziger
 Organization: County Supervisor
 Email: rbanziger@gmail.com



Yes, please contact me to discuss transit alternatives to improve transit services to businesses in Ozaukee County

Please provide additional information to help us understand which transit alternatives could best serve your business needs including shift times, staffing levels, employee transportation needs (both short- and long-term), and any other operational needs we should consider: _____

(1) How will technology impact transportation services in next 5-10 yrs?
(2) If employers are the beneficiaries, why should taxpayers foot any of the costs?
(3) How were "Projected Revenue Prognosis" and "Local Assistance cost determined?"

Please provide any additional comments to assist with the development of the Ozaukee County Transit Development Plan: _____

SEWRPC.ORG/OZAUKEETRANSIT

Figure E.5 (continued)

OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN

Name: Sue Wiedemann
Organization: Gateway Plastics, Inc.
Email: swiedemann@gatewayplastics.com

☐

Yes, please contact me to discuss transit alternatives to improve transit services to businesses in Ozaukee County

Please provide additional information to help us understand which transit alternatives could best serve your business needs including shift times, staffing levels, employee transportation needs (both short- and long-term), and any other operational needs we should consider:

We operate 7 days a week, rotating 12 hour shifts. We employ approx. 220+ w/ current expansion of another 40 employ in 2018. About 50% of our population is from the southside of Milwaukee. Shift change is 6:30am + 6:30pm

Please provide any additional comments to assist with the development of the Ozaukee County Transit Development Plan:

SEWRPC.ORG/OZAUKEETRANSIT

OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN

Name: Terry Schacht
Organization: Express Employment
Email: _____

☐

Yes, please contact me to discuss transit alternatives to improve transit services to businesses in Ozaukee County

Please provide additional information to help us understand which transit alternatives could best serve your business needs including shift times, staffing levels, employee transportation needs (both short- and long-term), and any other operational needs we should consider:

Please provide any additional comments to assist with the development of the Ozaukee County Transit Development Plan:

Doing good - but I hope Ozaukee County is being kept informed

SEWRPC.ORG/OZAUKEETRANSIT

Figure E.5 (continued)

OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN

Name: Megan Kohlwey
Organization: Johnson Level & Tool
Email: mkohlwey@johnsonlevel.com

☐

Yes, please contact me to discuss transit alternatives to improve transit services to businesses in Ozaukee County

Please provide additional information to help us understand which transit alternatives could best serve your business needs including shift times, staffing levels, employee transportation needs (both short- and long-term), and any other operational needs we should consider: A closer bus stop to the mequon Business Park. The nearest one is in Brown Deer and I've had employees walk to work from there which is a significant walk. I believe other businesses would benefit from this as well depending on cost.

Please provide any additional comments to assist with the development of the Ozaukee County Transit Development Plan: Additional information on options available especially to employees who live in Milwaukee County

SEWRPC.ORG/OZAUKEETRANSIT

OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN

Name: Cheryl Milbauer
Organization: Telsmith
Email: cmilbauer@telsmith.com

☐

Yes, please contact me to discuss transit alternatives to improve transit services to businesses in Ozaukee County

Please provide additional information to help us understand which transit alternatives could best serve your business needs including shift times, staffing levels, employee transportation needs (both short- and long-term), and any other operational needs we should consider: shift times are most important followed by location of pick up / drop off

Please provide any additional comments to assist with the development of the Ozaukee County Transit Development Plan:

SEWRPC.ORG/OZAUKEETRANSIT

Figure E.5 (continued)

OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN	
Name: <u>Tyrone McKee</u>	<input checked="" type="checkbox"/> Yes, please contact me to discuss transit alternatives to improve transit services to businesses in Ozaukee County
Organization: <u>Social Development Commission</u>	
Email: <u>tmckee@cr-sdc.org</u>	
Please provide additional information to help us understand which transit alternatives could best serve your business needs including shift times, staffing levels, employee transportation needs (both short- and long-term), and any other operational needs we should consider: <u>Please continue to add me on additional meetings regarding transit alternatives</u>	
Please provide any additional comments to assist with the development of the Ozaukee County Transit Development Plan: <u>my organization is interested in developing workforce and training opportunities for potential jobseekers in Ozaukee County.</u>	
SEWRPC.ORG/OZAUKEETRANSIT	

OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN	
Name: <u>Yvonne Clemine</u>	<input type="checkbox"/> Yes, please contact me to discuss transit alternatives to improve transit services to businesses in Ozaukee County
Organization: <u>SEEK Career Staffing</u>	
Email: <u>yclemine@seekcareers.com</u>	
Please provide additional information to help us understand which transit alternatives could best serve your business needs including shift times, staffing levels, employee transportation needs (both short- and long-term), and any other operational needs we should consider: <u>Very interested in extending the shared-ride taxi hours -</u>	
Please provide any additional comments to assist with the development of the Ozaukee County Transit Development Plan:	
SEWRPC.ORG/OZAUKEETRANSIT	

Figure E.5 (continued)

OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN

Name: Doug PINZER
Organization: Go RiteWAY TRANSPORTATION ☒
Email: Doug.Pinzer@goriteway.com

Yes, please contact me to discuss transit alternatives to improve transit services to businesses in Ozaukee County

Please provide additional information to help us understand which transit alternatives could best serve your business needs including shift times, staffing levels, employee transportation needs (both short- and long-term), and any other operational needs we should consider: _____

Please provide any additional comments to assist with the development of the Ozaukee County Transit

Development Plan: Currently do (WCCF) Washington County Commuter Express
with Motor Coaches mornings and afternoon/evening service.

SEWRPC.ORG/OZAUKEETRANSIT

OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN

Name: Hannah Koller
Organization: Norstar Aluminum Molds
Email: hkoller@norstaraluminum.com

☐

Yes, please contact me to discuss transit alternatives to improve transit services to businesses in Ozaukee County

Please provide additional information to help us understand which transit alternatives could best serve your business needs including shift times, staffing levels, employee transportation needs (both short- and long-term), and any other operational needs we should consider: ~ 60 employees, 3 shifts - 1st: 6AM-2PM,

2nd: 2PM-10PM, 3rd: 10PM-6AM. Our location limits the number
of solutions that would work for us (Cedarburg)

Please provide any additional comments to assist with the development of the Ozaukee County Transit

Development Plan: Question about wage necessary for a car - MIT has a
great cost of living calculator online

SEWRPC.ORG/OZAUKEETRANSIT

Figure E.5 (continued)

OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN

Name: Jennifer Andreas
Organization: Cedarburg Chamber of Commerce
Email: director@cedarburg.org



Yes, please contact me to discuss transit alternatives to improve transit services to businesses in Ozaukee County

Please provide additional information to help us understand which transit alternatives could best serve your business needs including shift times, staffing levels, employee transportation needs (both short- and long-term), and any other operational needs we should consider:

Flexide Shuttles seem to be the best option for serving Cedarburg businesses. I could see one shuttle for the larger employers and one later in the am (10am) for the downtown retailers.

Please provide any additional comments to assist with the development of the Ozaukee County Transit Development Plan:

SEWRPC.ORG/OZAUKEETRANSIT

OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN

Name: Pam King
Organization: Grafton Area Chamber of Commerce
Email: pam@grafton-wi.org



Yes, please contact me to discuss transit alternatives to improve transit services to businesses in Ozaukee County

Please provide additional information to help us understand which transit alternatives could best serve your business needs including shift times, staffing levels, employee transportation needs (both short- and long-term), and any other operational needs we should consider:

Please provide any additional comments to assist with the development of the Ozaukee County Transit Development Plan: Transportation East+West is a huge challenge.

SEWRPC.ORG/OZAUKEETRANSIT

Figure E.5 (continued)

OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN	
Name: <u>Barry Rich</u>	<input type="checkbox"/> Yes, please contact me to discuss transit alternatives to improve transit services to businesses in Ozaukee County
Organization: <u>Kapco Inc</u>	
Email: <u>rich@kapcoinc.com</u>	
Please provide additional information to help us understand which transit alternatives could best serve your business needs including shift times, staffing levels, employee transportation needs (both short- and long-term), and any other operational needs we should consider: <u>more access to the Grafton Commons drop</u>	
Please provide any additional comments to assist with the development of the Ozaukee County Transit Development Plan: <u>Allen Edmond option interesting seems like a good option</u>	
SEWRPC.ORG/OZAUKEETRANSIT	

OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN	
Name: <u>Betsy Remo</u>	<input checked="" type="checkbox"/> Yes, please contact me to discuss transit alternatives to improve transit services to businesses in Ozaukee County
Organization: <u>Pace Industries (Grafton)</u>	
Email: <u>betsy.remoo@paceind.com</u>	
Please provide additional information to help us understand which transit alternatives could best serve your business needs including shift times, staffing levels, employee transportation needs (both short- and long-term), and any other operational needs we should consider: <u>MON-FRI, 7am-3pm 3pm-11pm 11pm-7am Occasional "6th" work day on SATURDAY too.</u>	
Please provide any additional comments to assist with the development of the Ozaukee County Transit Development Plan: <u>We can't be flexible with start times due to the type of production work work we do. They must be on time.</u>	
SEWRPC.ORG/OZAUKEETRANSIT	

Figure E.6
Survey Results from the Business-Focused Meeting held on February 6, 2018

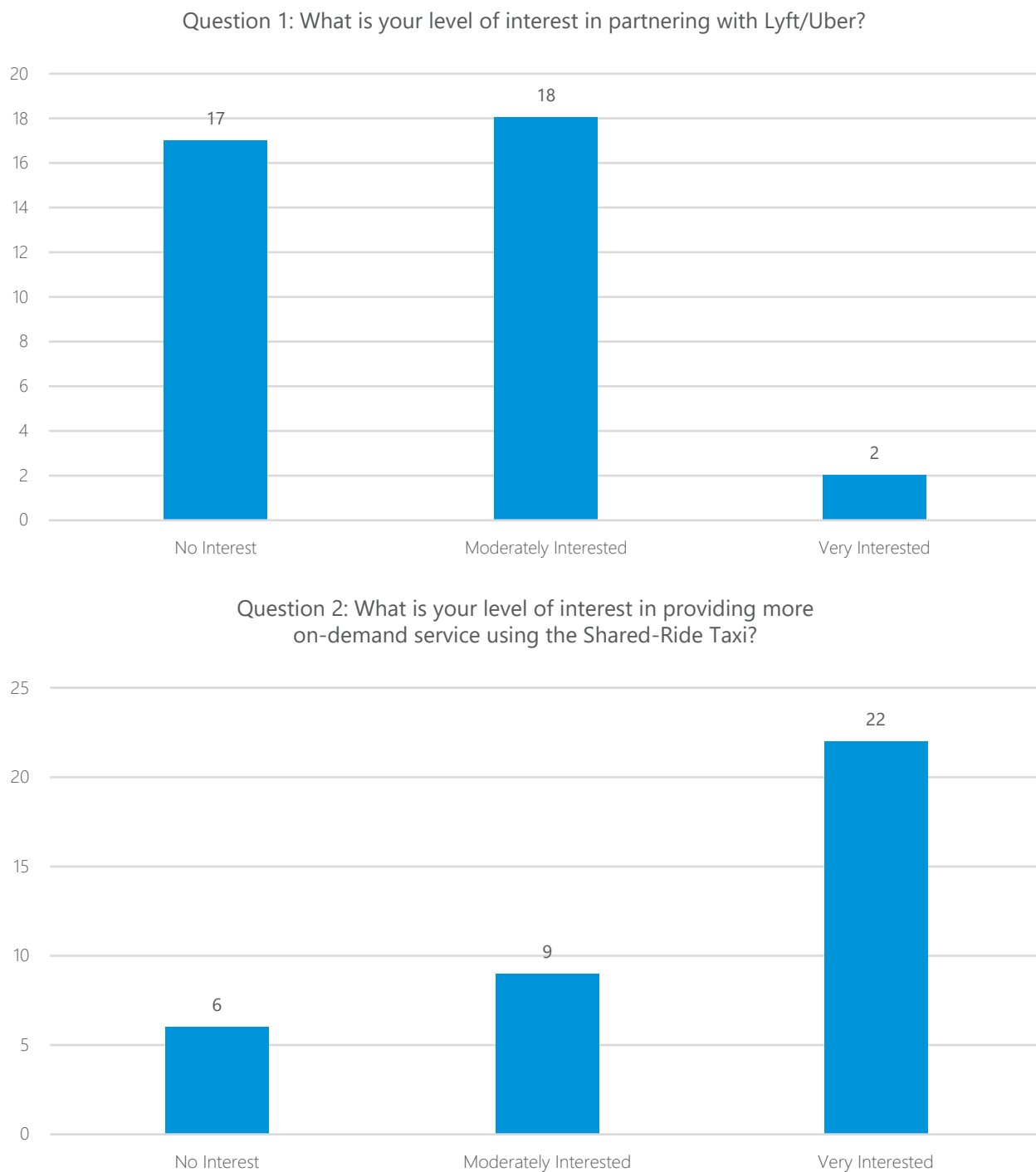


Figure E.6 (continued)

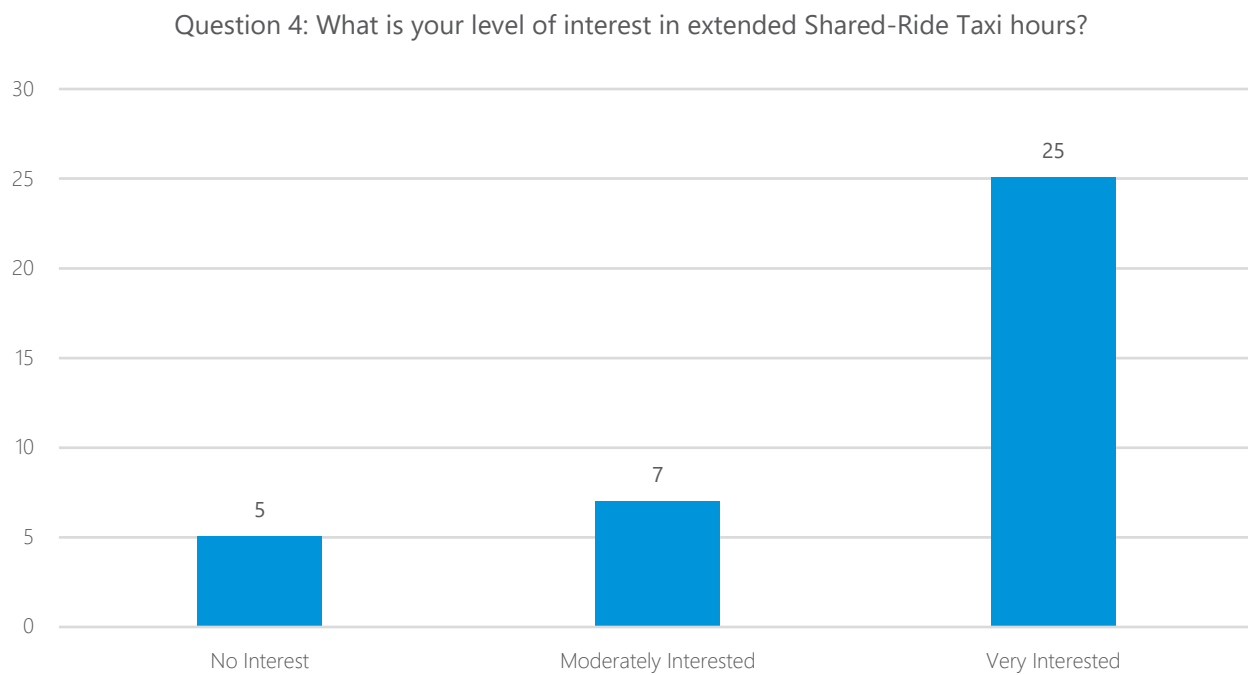
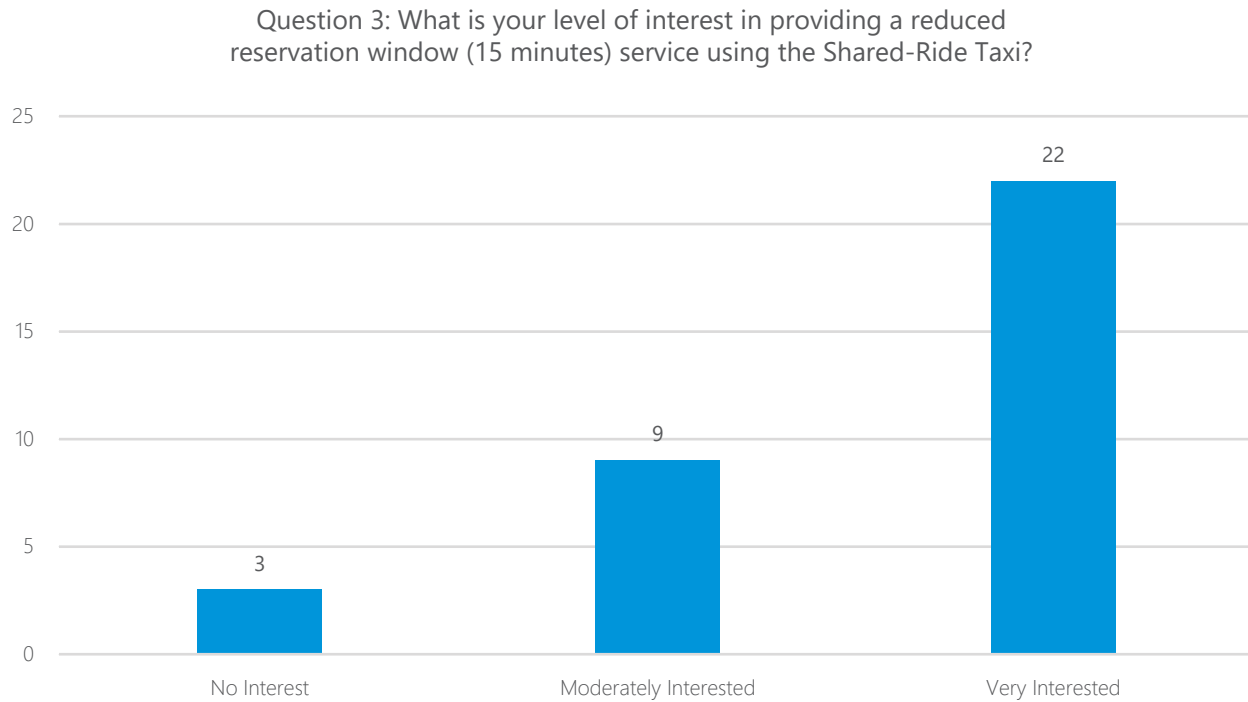


Figure E.6 (continued)

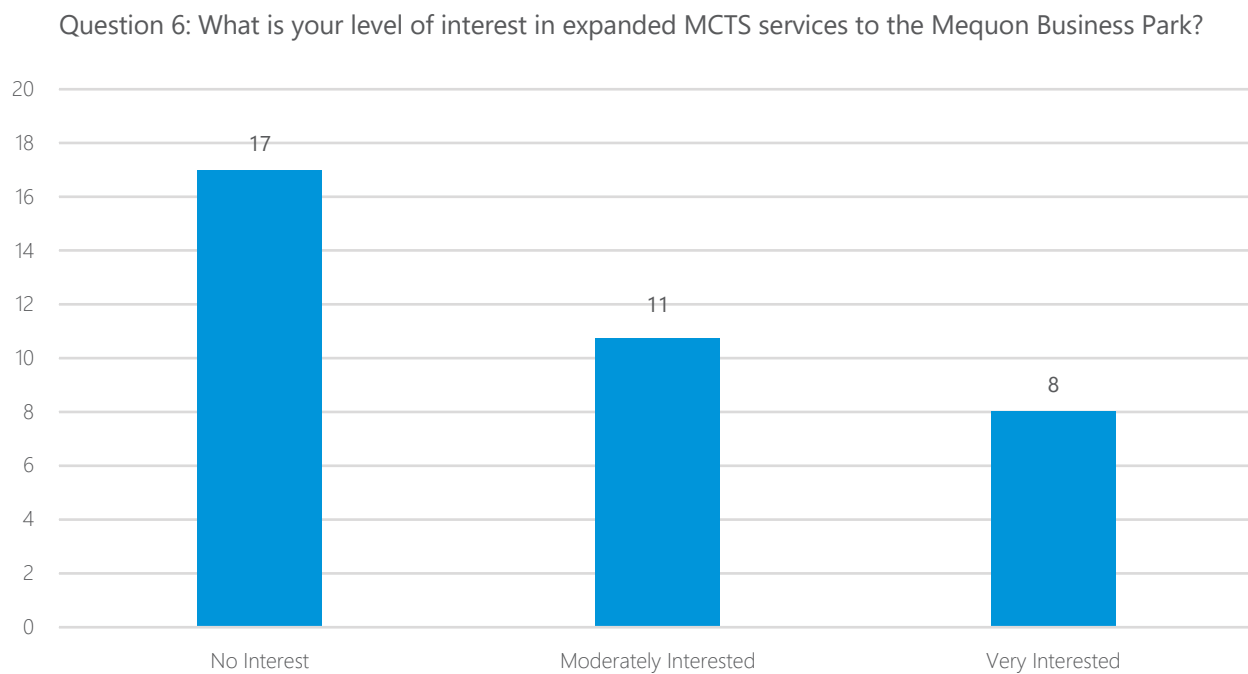
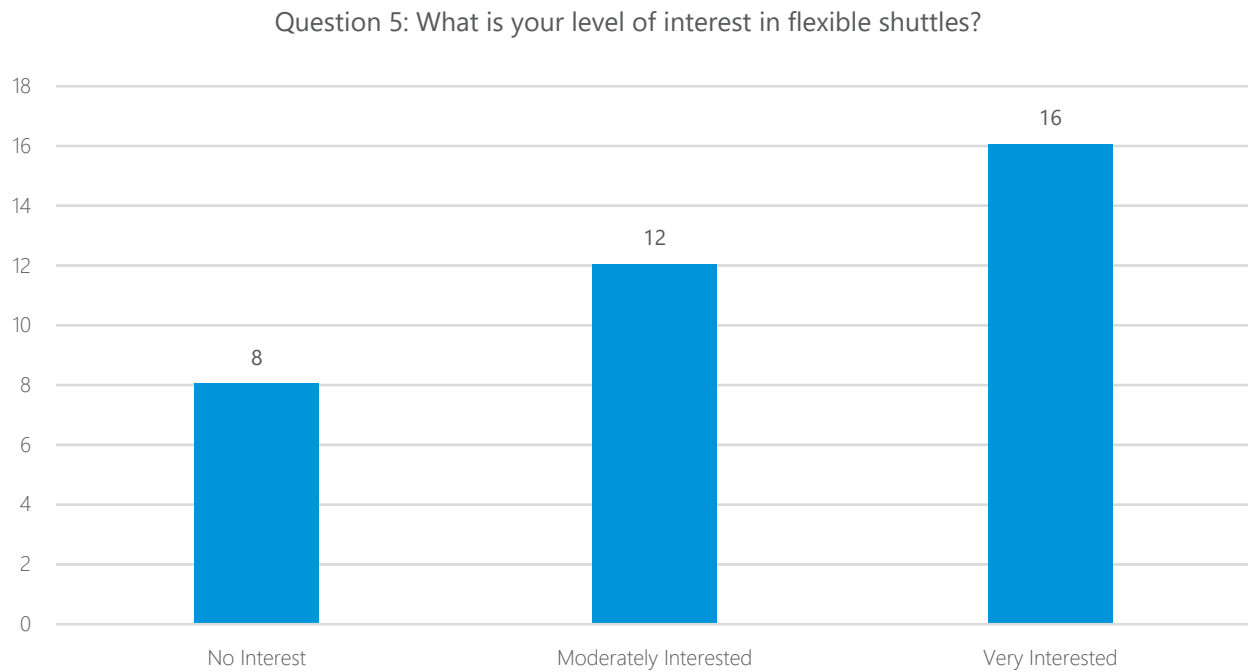


Figure E.6 (continued)

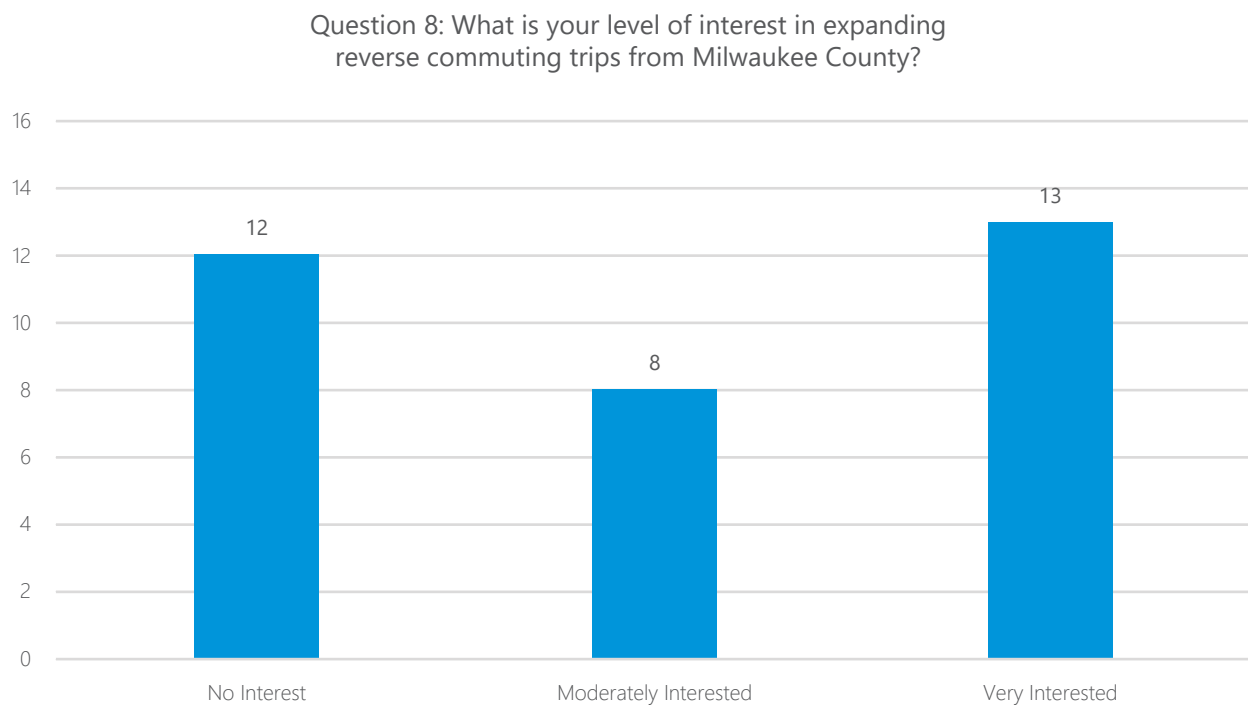
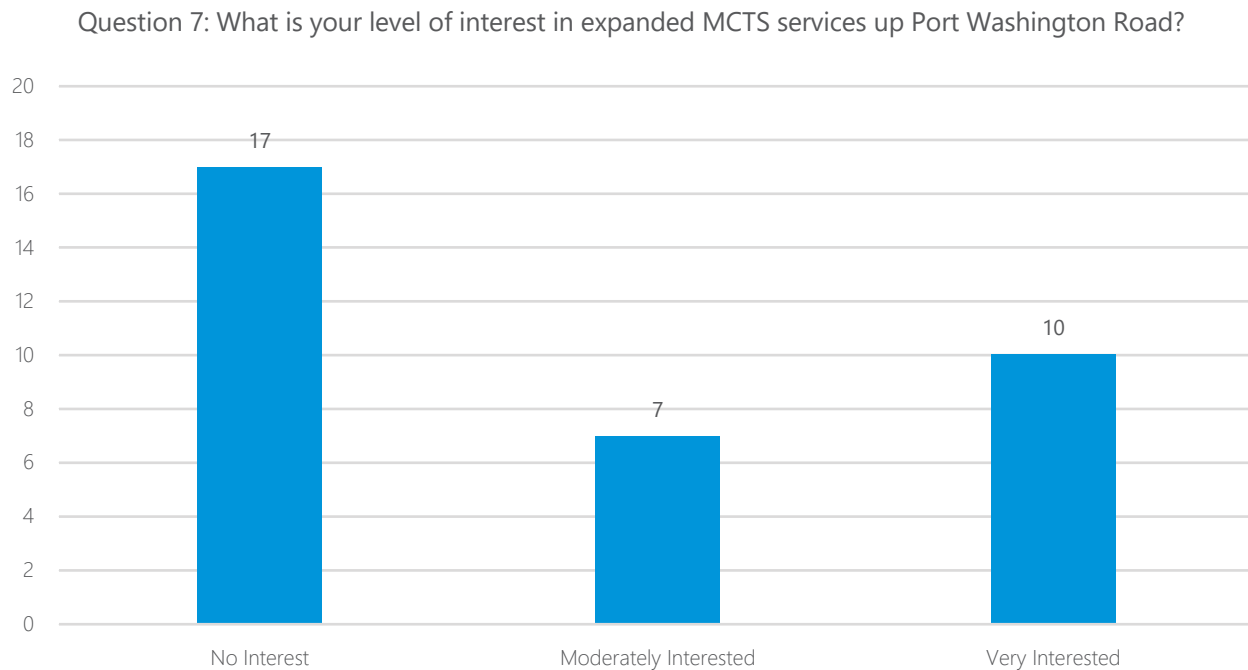
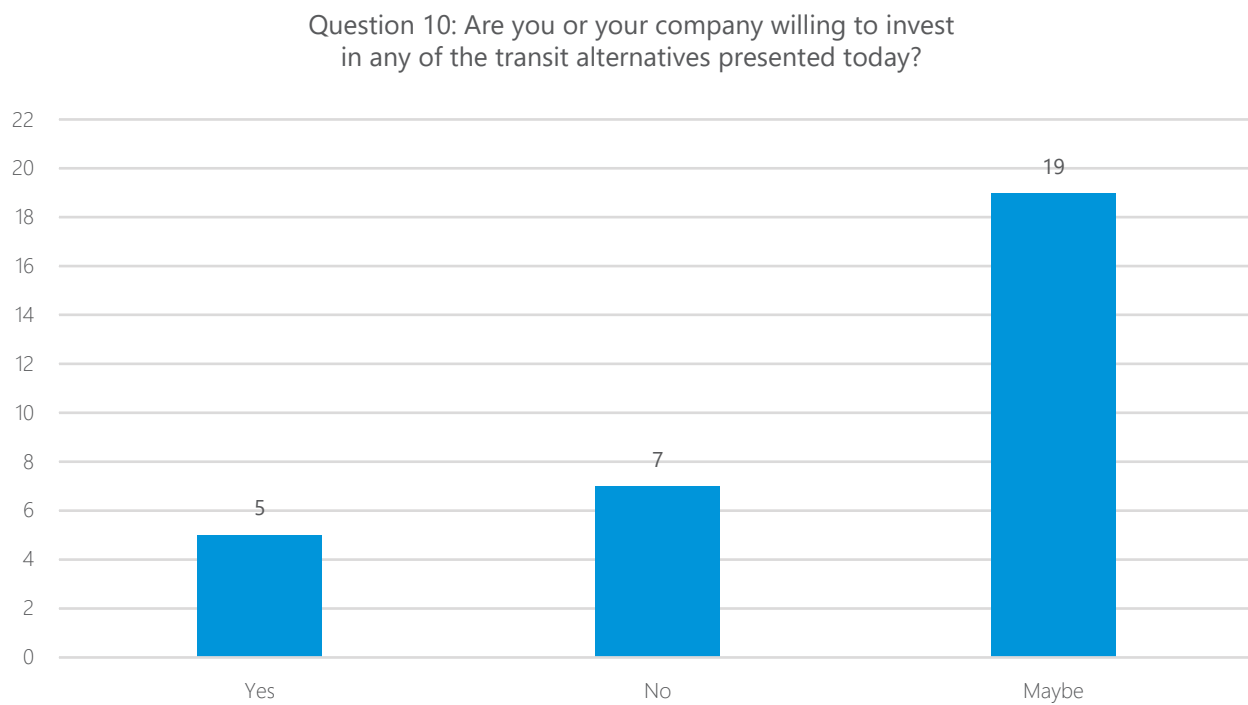
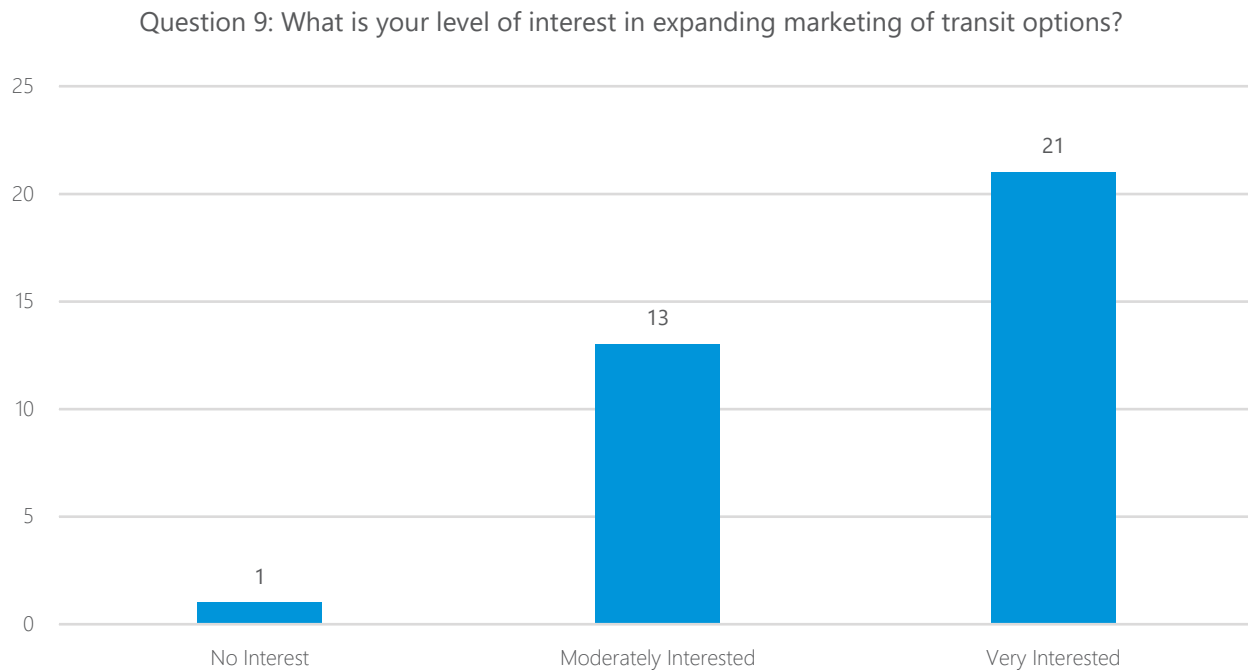


Figure E.6 (continued)



**COMMENTS RECEIVED DURING THE PUBLIC COMMENT PERIOD
AND THE PUBLIC MEETINGS HELD FEBRUARY 28, MARCH 1, AND
MARCH 6, 2018, REGARDING TRANSIT SERVICE ALTERNATIVES FOR
THE OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN: 2019-2023**

APPENDIX F

Figure F.1
Comments Received by Mail, Email, Phone, Fax, or Online Comment Form

May 17th 2018
 Judy McCary
 642 Maple St. #134
 Grafton, WI 53024

I'm in prayer that someone still reads this! I missed the meetings because of other commitments but highly regard all efforts to transport people safely and economically.

I'm responding to the items listed in the order they appear in the development plans. I'm a semi-retired artist and teacher who has been driving a shared-ride taxi with great joy for nine years.

Creating an "on demand" service in co-ordination with the existing shared-ride might work.

Using Uber/Lyft reduces the trust in quality vehicles and responsible well-trained drivers. Ozaukee Highway Dept. services for SRT vehicles is excellent and dependable.

It's important for workers to responsibly schedule their own transportation whenever possible.

The Ozaukee County Express is Excellent. I would recommend increasing existing service three Saturdays, commencing with the 33rd St., Villard corridor for jit access in Ozaukee because new \$400 affordable housing proposed and 19,000 new affordable housing by mayor announcement.

One might consider shared-ride "zones" for inner city residents to connect with jobs, shopping, schools and recreation and bus lines. (Lyft/ride save money)

Shared-ride Taxi - 115,000 rides last year up from 40,000 when I started driving 2 yrs. ago. Recommendation:
 Begin Sat. at 8:00 am
 Extend Sun. to 8:00 pm
 Extend services over county line at 76th St.
 In Glenside village bus stop. Currently people have to walk to County line from 67th for bus - but sometimes weather inclement and darkness, I city blocks (approx. 1 mile). Look for extended hours without compromising dependable driver performance and training.

Yes to extension of Routes 12 & 68

Expand reverse commute options definitely.

Do not "encourage" fewer rides with higher fares
 Ozaukee - shared-ride empowers and supports the economy positively

Increasing elder population in apartment complexes use it for shopping, medical appts. dialysis, family connections, recreation, courthouse appts. Independence & Autonomy = Healthy Longevity.

The Special needs population experiences choicemaking, day programs, job training, job access, recreation opportunities, counseling, encouraging autonomy & independence.

Allowing "free time" for supportive families to work, recreate,

Encourage the employment of "differently-abled" provides a pathway to earnings that are spent in the County.


Also, schools use the taxi to provide for individualized instruction at different locations

And people in fragile transitions find safety and comfort while healing.

The connection between Ozaukee & Washington County shared-rides is cordial and helpful to students and workers use transport.

Keeping them separate but "equal" services will not over "tax" the hardworking dispatch, trainers and management personnel who are to be applauded! along with Jason Wottek

Thank you; Judy 1-8-2018



11333 N. Cedarburg Rd 60W
 Mequon, WI 53092-1930
 Phone (262) 236-2903
 Fax (262) 242-9655
 Web www.ci.mequon.wi.us

MAYOR'S OFFICE

March 19, 2018

Mr. Kevin J. Muhs
 Deputy Director
 Southeastern Wisconsin Regional Planning Commission (SEWRPC)
 P.O. Box 1607
 Waukesha, Wisconsin 53187

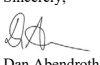
Dear Mr. Muhs:

In connection with the Southwest Wisconsin Regional Planning Commission's ongoing efforts to enhance public transit services within Ozaukee County, the City of Mequon is pleased to provide this letter in support of the various options that are currently under consideration. Of particular interest are the alternatives that address employment-related transit services for businesses located in Ozaukee County, and more specifically, the City of Mequon. These include expanded on-demand services through shared ride taxis and other transportation networks (e.g. Lyft, Uber), the introduction of flexible shuttles that allow buses to provide direct access to businesses near (within .75 miles) a fixed route, and expanding reverse commute services between Milwaukee and Ozaukee Counties.

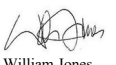
Additionally, the City supports the opportunity to extend two (2) Milwaukee County Transit Service (MCTS) bus routes that allow for expanded service to key employment and institutional destinations such as Mequon's business park(s), MATC's Mequon Campus and Concordia University. As envisioned, the extension of MCTS Route 12 to the Mequon business park and Mequon Town Center would provide weekday service in support of 32,000 riders by the year 2022. Additionally, the expansion of MCTS Route 68 would ensure a continuation of daily service between Bayshore Mall and the campuses of MATC and Concordia for 50,000 riders that are anticipated annually by the year 2022.

Mequon looks forward to continuing efforts to better serve the transportation needs of the City and County through its participation on the Ozaukee County Transit Planning Advisory Committee and attendance at upcoming public meetings regarding these initiatives. Should you require any additional information or if we can be of any further assistance, please do not hesitate to contact us.

Sincerely,



Dan Abendroth
 Mayor



William Jones
 City Administrator

Figure F.1 (continued)

OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN	
Name: <u>Monica Hill</u>	[Comment provided on a phone call, February 26, 2018]
Address: <u>1235 11th Avenue, Apt 1</u> <u>Grafton</u>	
Comments:	
• Suggestion: start earlier on the weekends - 7:00 AM end earlier on the weekends	
• There seems to be unmet demand, talk to the drivers	
• Has been a rider for 5 years, 5 days a week. Service allows her to have a job. Likes the \$30 pass and the reminder calls the night before	
• Amber is great. She does a very good job and is very nice!	
SEWRPC.ORG/OZAUKEETRANSIT	
Hand this card to a staff person, mail it to P.O. Box 1607, Waukesha, WI 53187-1607, or e-mail us your comments at ozaukeetransitplan@sewrpc.org . Thanks!	
From: <u>Matthew Wilson</u>	Leonid Gurevich
To: <u>ozaukeetransitplan</u>	ozaukeetransitplan
Subject: <u>Feedback Regarding Ozaukee Transit Plan</u>	Ozaukee County Transit Development Plan
Date: <u>Friday, February 23, 2018 3:36:06 PM</u>	Monday, March 12, 2018 7:57:26 PM
I will unfortunately not be able to attend the meeting next week February 28th but I wanted to share feedback from myself and what I have heard from other riders. I have been riding for 6+ years now.	
<ul style="list-style-type: none">• More morning bus stop departure times for Mequon - Venture Court before 7am.• More evening bus stop arrival times for Mequon - Venture Court before and after 4pm.<ul style="list-style-type: none">◦ A few years ago a bunch of these were cut which limits our ability to ride.	
We used to have dedicated buses for the Ozaukee County Flyer. It would be nice to have dedicated buses much like before. Some of the buses are new and clean and others are very dirty and have seen better days.	
Overall many of us enjoy riding the bus to work and home each day. The more options we have makes it more usable for more people to take the bus. If you are trying to increase ridership then I highly recommend providing more flexibility.	
Thank you,	
-Matt	
Hello,	
I would like to share my opinion about some proposed alternatives.	
• I'm strongly OPPOSED against the following:	
• - any MCTS route (12, 68 or any others) extensions	
• - flexible shuttles that run from Brown-Deer and Bayshore	
• - reverse commute expansion on the Ozaukee County Express	
• I strongly believe that these alternatives will bring more crime to Ozaukee County neighborhoods that are located along these routes, especially in Mequon.	
• I support the following:	
• - on-demand partnership with Lyft/Uber - this is a very interesting idea	
• - improvements into the shared-ride taxi	
• - implementation of bus shoulders	
Thanks,	
Leonid Gurevich	
lgurevich@gmail.com	

Figure F.2
Oral Comments Presented to Commission Staff or Court Reporters at the Public Meetings

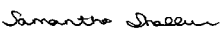


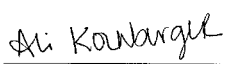
<div style="border: 1px solid black; padding: 10px; min-height: 350px;"> <p>STATE OF WISCONSIN } COUNTY OF MILWAUKEE }</p> <p>I, SAMANTHA SHALLUE, a Notary Public in and for the State of Wisconsin, do hereby certify that on February 28, 2018, at the Ozaukee County Fairgrounds, W67 N866 Washington Avenue, Cedarburg, Wisconsin, for SEWRPC, Ozaukee County Transit Plan Public Involvement Meeting, there were no statements taken.</p> <div style="text-align: center; margin-top: 20px;">  Samantha Shallue </div> </div>	<p>.....</p>	<div style="border: 1px solid black; padding: 10px; min-height: 350px;"> <p>STATE OF WISCONSIN } COUNTY OF MILWAUKEE }</p> <p>I, SAMANTHA SHALLUE, a Notary Public in and for the State of Wisconsin, do hereby certify that on March 1, 2018, at the Port Washington State Bank, 206 North Franklin Street, Port Washington, Wisconsin, for SEWRPC, Ozaukee County Transit Plan Public Involvement Meeting, there were no statements taken.</p> <div style="text-align: center; margin-top: 20px;">  Samantha Shallue </div> </div>
<p>.....</p>		
<p>BROWN & JONES REPORTING, INC.</p>		
<div style="border: 1px solid black; padding: 10px; min-height: 350px;"> <p>STATE OF WISCONSIN } COUNTY OF MILWAUKEE }</p> <p>I, ALI KORNBERGER, a Notary Public in and for the State of Wisconsin, do hereby certify that on March 6, 2018, at Villard Square Public Library, 5190 North 35th Street, Milwaukee, Wisconsin, for SEWRPC, Ozaukee County Transit Plan Public Involvement Meeting, there were no statements taken.</p> <div style="display: flex; justify-content: space-around; align-items: center; margin-top: 20px;">  <div style="text-align: center;">  Notary Public In and for the State of Wisconsin </div> </div> <p style="margin-top: 20px;">My Commission Expires: February 22, 2020</p> <div style="font-size: small; text-align: center; margin-top: 10px;"> 735 North Water Street, Suite M185 Milwaukee, WI 53202 (414) 224-9533 (800) 456-9531 </div> </div>	<p>.....</p>	

Figure F.3
Returned Comment Cards from the Public Meetings

OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN

Name: Tom Richart
Address: 840 5th Ave
Grafton, WI

Comments:

1. Improvements and Funding for Bus Stops. Need to consider an upgrade to shelters to encourage riders that need more than one mode of transit services. See photos as examples for future design.
2. Consider On-Demand Shared-Ride Taxi and Flexible Shuttles and/or some combining of both.
3. Expand Routes 12 and 68 if employers have needs and help fund the programs.

^{over}
SEWRPC.ORG/OZAUKEETRANSIT

4. Expand Reverse Commute if there becomes a demand from business/manufacturers.
5. Merge Ozaukee Co + Washington Co. Shared-Ride Taxi Services if new County Boards after April Elections are willing.

Thanks for your planning efforts.

Tom Richart
Ozaukee County Supervisor
District 12

Hand this card to a staff person, mail it to P.O. Box 1607, Waukesha, WI 53187-1607, or e-mail us your comments at ozaukeetransitplan@sewrpc.org. Thanks!

OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN

Name: Kari Dombrowski

Address: ADRC - Ozaukee Cty
121 W. Main St., Port Washington

Comments:

- People (riders) who request a sedan vehicle - are they questioned whether it is needed per health or is request based on their preference.
- wondering on disabled riders - are drivers trained / educated to make rides comfortable & non-stressful? A lot of adults w/ disabilities use this service - wonderful for their independence!! I have met a lot of the drivers - some are excellent & some seem impatient - kudos to those that are patient & kind!

SEWRPC.ORG/OZAUKEETRANSIT

- I want to promote the shared-ride to those that no longer drive - I will definitely like to coordinate some lunch & learn sessions - will be in touch.
- How can we help riders who need to get to appts (dr's) in Milwaukee County? without a lot of transfers?
- If a partnership w/ Uber is created in Oz. Co. would the 85.21 vouchers be available to be used for that service?
- Is there a system to make using the larger vans more efficient w/ more passengers. I appreciate the availability but I've seen several large vehicles come to take riders home in the same area.
- * Thank you for everything that is done - tough job & need for many. There will always be issues - thanks for looking @ this & pursuing improvements.

Hand this card to a staff person, mail it to P.O. Box 1607, Waukesha, WI 53187-1607, or e-mail us your comments at ozaukeetransitplan@sewrpc.org. Thanks!

**ATTENDANCE RECORD FROM THE PUBLIC
INFORMATION MEETINGS HELD ON
FEBRUARY 28, MARCH 1, AND MARCH 6, 2018**

APPENDIX G

Figure G.1

Sign In Sheet for the Public Meeting held on February 28, 2018

#241122

DATE: February 28, 2018

TIME: 5:00 P.M. – 7:00 P.M.

PLACE: Ozaukee County Fairgrounds
W67 N866 Washington Ave. – North Pavilion
Cedarburg, Wisconsin

PUBLIC MEETING FOR THE OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN

Sign-in Sheet

	Name	Agency/ Organization Represented	Mailing/Email Address
1.	Kari Dombrowski	ADRC	Kdombrowski@co.ozaukee.wi.us
2.	Tom Richard	OZ. CP.	tmr840@gmail.com
3.	Epica Turner	resident	justapking@aol.com
4.	Naween Spive	Ozaukee	msquire@interfaithozaukee.org
5.	Alele Walsh	independent	curwtaxes@yahoo.com
6.	Clyde Winter	resident	ucamp@earthlink.net
7.	Sharon Sumner	resident	ssummer@faley.com
8.			
9.			
10.			

Figure G.2
Sign In Sheet for the Public Meeting held on March 1, 2018

#241123

**PUBLIC MEETING FOR THE OZAUKEE
COUNTY TRANSIT DEVELOPMENT PLAN**

DATE: March 1, 2018

TIME: 6:00 P.M. – 8:00 P.M.

PLACE: Port Washington State Bank
206 N. Franklin Street – Lakeview Room
Port Washington, Wisconsin

Sign-in Sheet

Name	Agency/ Organization Represented	Mailing/Email Address
1. <i>Leonid Gurevich</i>	<i>—</i>	<i>lgurevich@gmail.com</i>
2. <i>Louise Mollinger</i>		<i>lmollinger@yahoo.com</i>
3. <i>David Franks</i>		<i>franksdj@uwec.edu</i>
4. <i>Annex Roewer</i>		<i>aroewer@co.ozaukee.wi.us</i>
5. <i>Sophia Stewart</i>		<i>jsiward@ATT.net</i>
6. _____		
7. _____		
8. _____		
9. _____		
10. _____		

Figure G.3
Sign In Sheet for the Public Meeting held on March 6, 2018

PUBLIC MEETING FOR THE OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN			
Sign-in Sheet			
#241124			
DATE: March 6, 2018			
TIME: 2:30 P.M. – 5:00 P.M.			
PLACE: Villard Square Public Library – Community Room 5190 N. 35 th Street Milwaukee, Wisconsin			
Name	Agency/ Organization Represented	Mailing/Email Address	
1. William Wulff	self	625 S. Spring, Port Wash 53074	
2. Ron Gibbs	fresh food movement	ashleecagibbs@gmail.com	
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			

**COMMISSION ANNOUNCEMENTS OF PUBLIC MEETINGS HELD
ON FEBRUARY 28, MARCH 1, AND MARCH 6 2018, AND
SUMMARY MATERIALS DISTRIBUTED AT THOSE MEETINGS**

APPENDIX H

Figure H.1
Paid Newspaper Advertisements

WE NEED YOUR INPUT!

You are invited to attend public involvement meetings on the Ozaukee County Transit Development Plan. At the request of Ozaukee County, the Southeastern Wisconsin Regional Planning Commission (SEWRPC) is preparing a transit plan for the County for the five-year period from 2019 to 2023. Please join us to provide feedback on draft transit alternatives and whether they meet your transportation needs. More information about this advisory plan is available on the study website at sewrpc.org/OzaukeeTransit.

A short presentation will be made 30 minutes after the start of each meeting. However, the "open house" format will allow you to attend at any time during each meeting. A court reporter will be available to record oral comments on the alternatives. Written comments will be accepted through Monday, March 19, 2018, and may be submitted at the meeting or by U.S. mail, email, or fax (see below). Comments may also be submitted using the plan website.



Key input we need:

- ▶ Would the draft transit alternatives fulfill your transportation needs?
- ▶ Which alternatives should Ozaukee County pursue?

Find out more at
sewrpc.org/OzaukeeTransit

PUBLIC INVOLVEMENT MEETINGS ON THE OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN

<p>Wednesday, February 28, 2018 5:00 – 7:00 PM</p> <p>Ozaukee County Fairgrounds W67 N866 Washington Ave. Cedarburg, WI 53012 Ozaukee Pavilion - North</p>	<p>Thursday, March 1, 2018 6:00 – 8:00 PM</p> <p>Port Washington State Bank 206 N. Franklin Street Port Washington, WI 53074 Lakeview Community Room</p>	<p>Tuesday, March 6, 2018 2:30 – 5:00 PM</p> <p>Villard Square Public Library 5190 N. 35th Street Milwaukee, WI 53209 Community Room</p>
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Free transit access to Ozaukee County locations are available via the Ozaukee Shared-Ride Taxi by calling (262) 238-8294 (TAXI) with 24 hours advance notice. The meeting locations are wheelchair-accessible. Persons needing disability-related accommodations are asked to contact the SEWRPC office at (262) 547-6721 a minimum of three business days before the meetings so that appropriate arrangements can be made regarding access or mobility, review or interpretation of materials, active participation, or submission of comments.

PO Box 1607, Waukesha, Wisconsin 53187-1607
E: ozaukeetransitplan@sewrpc.org | P: 262.547.6721 | F: 262.547.1103

Milwaukee Journal Sentinel

February 15, 2018

Ozaukee News Graphic

February 15, 2018

Ozaukee Press

February 15, 2018

Milwaukee Courier

February 17, 2018

Figure H.2
Flyers Announcing the Public Meetings

WE NEED YOUR INPUT!

You are invited to attend public involvement meetings on the Ozaukee County Transit Development Plan. At the request of Ozaukee County, the Southeastern Wisconsin Regional Planning Commission (SEWRPC) is preparing a transit plan for the County for the five-year period from 2019 to 2023. Please join us to provide feedback on draft transit alternatives and whether they meet your transportation needs. More information about this advisory plan is available on the study website at sewrpc.org/OzaukeeTransit.



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A short presentation will be made 30 minutes after the start of each meeting. However, the "open house" format will allow you to attend at any time during each meeting. A court reporter will be available to record oral comments on the alternatives. Written comments will be accepted through **Monday, March 19, 2018**, and may be submitted at the meeting or by U.S. mail, email, or fax (see below). Comments may also be submitted using the plan website.

Key input we need:

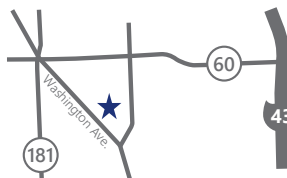
- ▶ Would the draft transit alternatives fulfill your transportation needs?
- ▶ Which alternatives should Ozaukee County pursue?

PO Box 1607, Waukesha, Wisconsin 53187-1607
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PUBLIC INVOLVEMENT MEETINGS ON THE OZAUKEE COUNTY TRANSIT DEVELOPMENT PLAN

Wednesday,
February 28, 2018
5:00 – 7:00 PM

Ozaukee County Fairgrounds
 W67 N866 Washington Ave.
 Cedarburg, WI 53012
 Ozaukee Pavilion - North

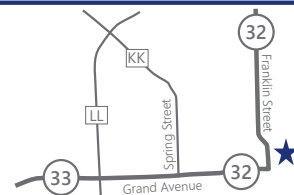


*Free Transit Access
 via Ozaukee County
 Shared-Ride Taxi*

Thursday,
March 1, 2018
6:00 – 8:00 PM

Port Washington State Bank
 206 N. Franklin Street
 Port Washington, WI 53074
 Lakeview Community Room

*Free Transit Access
 via Ozaukee County
 Shared-Ride Taxi*



Tuesday,
March 6, 2018
2:30 – 5:00 PM

Villard Square Public Library
 5190 N. 35th Street
 Milwaukee, WI 53209
 Community Room



*Transit Access via
 Milwaukee County
 Transit System
 Route Nos. 19 & 80*

Free transit access to Ozaukee County locations are available via the Ozaukee Shared-Ride Taxi by calling (262) 238-8294 (TAXI) with 24 hours advance notice. The meeting locations are wheelchair-accessible. Persons needing disability-related accommodations are asked to contact the SEWRPC office at (262) 547-6721 a minimum of three business days before the meetings so that appropriate arrangements can be made regarding access or mobility, review or interpretation of materials, active participation, or submission of comments.

Figure H.3
Press Release and List of Media Outlets

SOUTHEASTERN WISCONSIN REGIONAL PLANNING COMMISSION

W239 N1812 ROCKWOOD DRIVE • PO BOX 1607 • WAUKESHA, WI 53187-1607 •

TELEPHONE (262) 547-6721

FAX (262) 547-1103

Serving the Counties of:

KENOSHA
MILWAUKEE
OZAUKEE
RACINE
WALWORTH
WASHINGTON
WAUKESHA



News Release

FOR IMMEDIATE RELEASE

February 20, 2018

Release No. 18-01

For more information:

Kevin Muhs

Deputy Director

Southeastern Wisconsin Regional Planning Commission

262-953-4288

kmuhs@sewrpc.org

ATTEND A PUBLIC INVOLVEMENT MEETING

for the Ozaukee County Transit Development Plan

Input Needed on Alternatives for Improving Ozaukee County

Transit Services

Three public involvement meetings have been scheduled to gather input on different alternatives for improving public transit service in Ozaukee County. The transit service improvement alternatives have been developed as part of a short-range, five-year plan for public transit services in Ozaukee County. The feedback received from the public will help Ozaukee County determine which transit system alternatives they should pursue over the next five years. The meetings will be held:

Wednesday, February 28, 2018

5:00 – 7:00 PM

Ozaukee County Fairgrounds

W67 N866 Washington Ave.

Cedarburg, WI 53012

News release No. 18-01
February 20, 2018
Page 2

Ozaukee Pavilion - North

Thursday, March 1, 2018

6:00 – 8:00 PM

Port Washington State Bank
206 N. Franklin Street
Port Washington, WI 53074
Lakeview Community Room

Tuesday, March 6, 2018

2:30 – 5:00 PM

Villard Square Public Library
5190 N. 35th Street
Milwaukee, WI 53209
Community Room

The public meetings will be in an “open house” format, allowing participants to attend at any time during the meeting. A short presentation will be made 30 minutes after the start of each meeting. At any time during each meeting, attendees can leave written comments or speak to a court reporter or staff member to provide oral comments. Written comments may also be submitted through Monday, March 19, 2018. All comments will be considered when developing a final recommended Ozaukee County public transit plan. Comments can be submitted in any of the following ways:

Plan Website: www.sewrpc.org/OzaukeeTransit
E-mail: ozaukeetransitplan@sewrpc.org
Mail: P.O. Box 1607, Waukesha, WI 53187-1607
Fax: (262) 547-1103

At the request of Ozaukee County, the Southeastern Wisconsin Regional Planning Commission (SEWRPC) is preparing the plan. Guidance for the plan is being provided by an Advisory Committee made up of concerned and affected public officials and citizen leaders. The Advisory Committee has approved the transit service improvement alternatives for public comment.

In preparation for the public meetings, the Commission has published a [newsletter](#) summarizing the alternatives. It contains a brief overview of the study and each of the alternatives being considered by the Advisory Committee.

About SEWRPC

The Regional Planning Commission is the official areawide planning agency for infrastructure and land use for Southeastern Wisconsin. The Commission serves the following seven Southeastern Wisconsin Counties: Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington, and Waukesha. Under State law, Commission plans are advisory to local and State governments.

Figure H.3 (continued)

News release No. 18-01
February 20, 2018
Page 3

* * *

List of Media Outlets

Ozaukee County News Graphic
Ozaukee Press
Milwaukee Journal-Sentinel
Milwaukee Community Journal
Milwaukee Courier

Figure H.4
Ozaukee County Transit Development Plan Newsletter 1, February 2018



Figure H.4 (continued)

EXISTING PUBLIC TRANSIT SERVICES IN OZAUKEE COUNTY

OZAUKEE COUNTY EXPRESS

The Ozaukee County Express provides weekday-only, peak, traditional and reverse commute service on Route 143. In the traditional commute direction (southbound in the morning and northbound in the evening), Route 143 provides nine morning trips to downtown Milwaukee and nine afternoon/evening trips to Ozaukee County. In the reverse commute direction, there are four morning trips to Ozaukee County and two return afternoon trips to Milwaukee. Fares are currently \$3.50 each way in cash, or \$2.50 if paying with stored value on an M-card smartcard. Passengers can transfer to or from the Shared-Ride Taxi for \$1.00. Passengers can transfer to an MCTS route at no additional charge or transfer to the Express from an MCTS route by paying the difference between the two fares, which is typically \$0.50, if using the M-CARD. In 2016, there were 106,500 passenger trips made on Route 143.

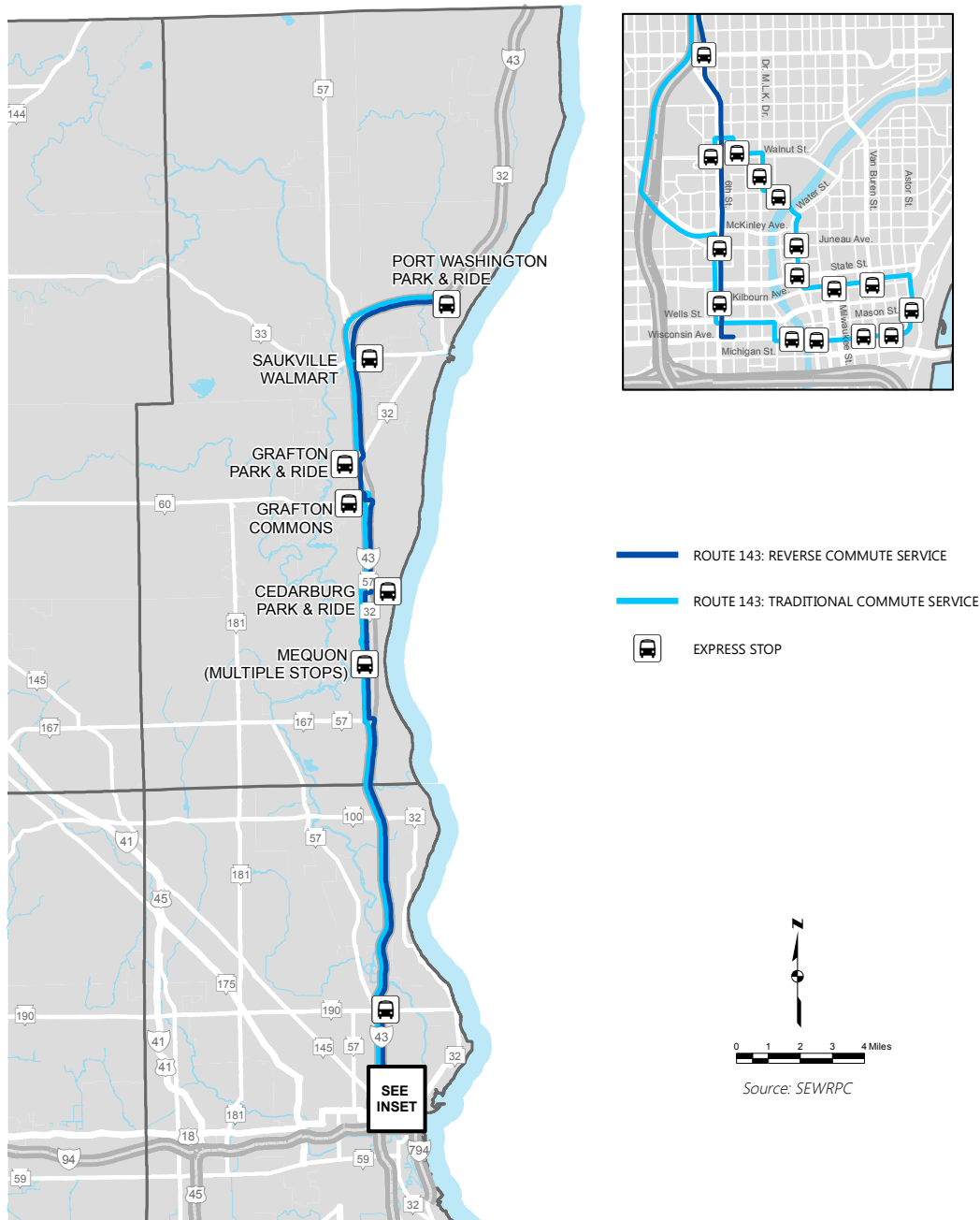


Figure H.4 (continued)

EXISTING PUBLIC TRANSIT SERVICES IN OZAUKEE COUNTY

OZAUKEE COUNTY SHARED-RIDE TAXI

The Ozaukee County Shared-Ride Taxi provides countywide mobility for all residents of Ozaukee County. It provides curb-to curb and door-to-door service for the general public and door-to-door and lobby-to-lobby service for people with disabilities. Service is provided on a shared-ride basis, with riders guaranteed service if they submit a request with 24-hour notice, although same-day requests can be accommodated if there is available capacity. Starting in 2017, the service area was extended slightly to three specific locations in Milwaukee County where the Taxi offers transfers from relatively frequent, all-day MCTS services. This extension provides Ozaukee County employers with improved access to the portion of the Milwaukee County workforce without reliable access to an automobile. The hours of operation are weekdays from 5:00 a.m. to 10:00 p.m., Saturdays from 8:30 a.m. to 10:00 p.m., and Sundays from 8:00 a.m. to 6:00 p.m. Fares for a one-way trip depend on the number of zones a passenger travels through on their trip. The adult fare is between \$3.00 and \$6.75, students pay between \$2.75 and \$6.00, and seniors and people with disabilities pay between \$2.50 and \$5.50. In 2016, the Shared-Ride Taxi provided 113,600 passenger trips.

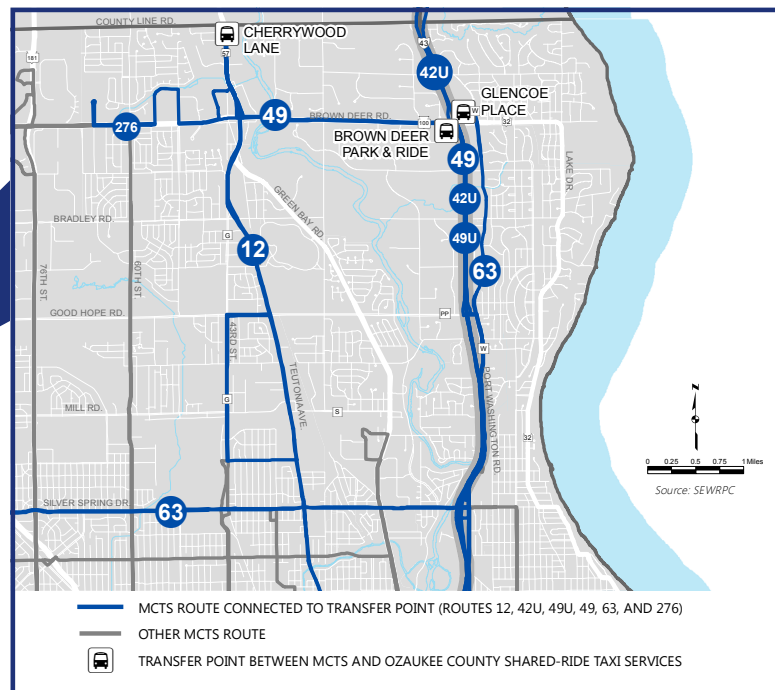
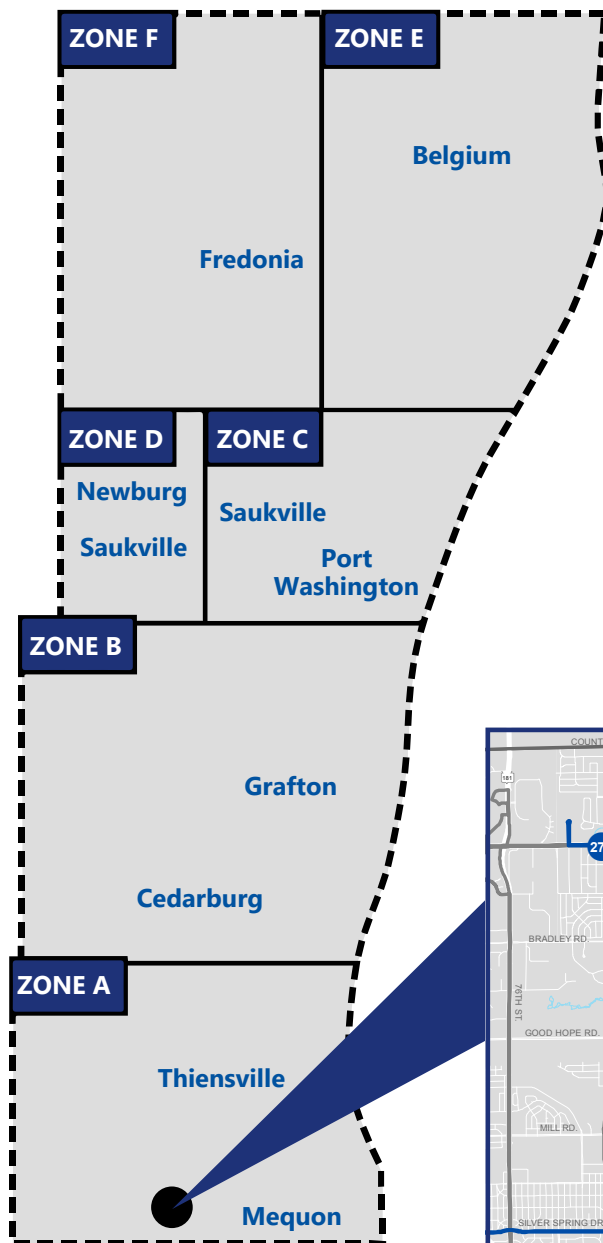


Figure H.4 (continued)

PERFORMANCE EVALUATION OF EXISTING TRANSIT SERVICES

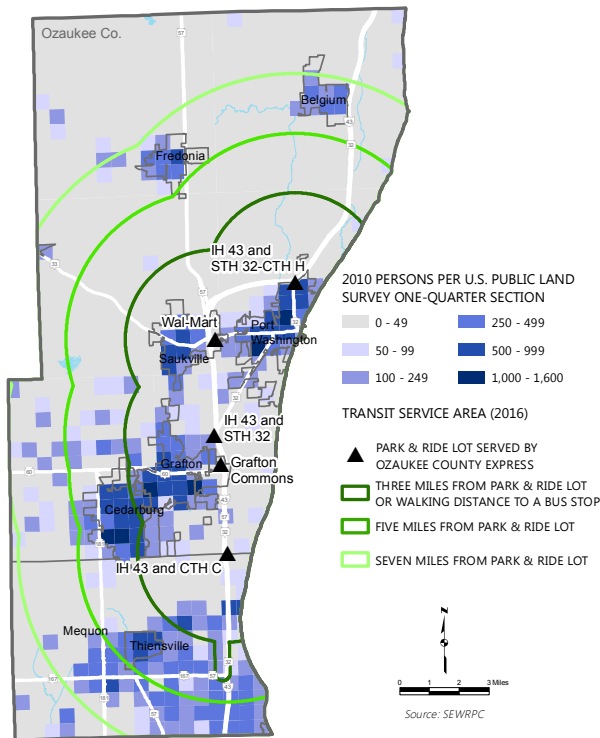
As part of the Ozaukee County Transit Development Plan, the existing County transit services were evaluated by comparing the performance of the Ozaukee County Express and the Ozaukee County Shared-Ride Taxi to a series of standards developed by the Advisory Committee. These standards were developed to evaluate how effectively the existing County transit services fulfilled the three objectives the Advisory Committee identified for the transit system.

A number of these standards required comparing the two transit services to peer systems from across the country, which were identified as peers because they had similar service types, routes, ridership, budgets, and served areas of a similar density to the Ozaukee County Transit System. The results of this performance evaluation are summarized in the following table, although not all standards are included in this table.

Objective	Standard	Express	Shared-Ride Taxi
Ozaukee County's public transit system should serve the travel needs of residents traveling within Ozaukee County, County residents commuting to jobs in Milwaukee County, and County employers seeking workers.	Major Activity Centers: Maximize the number of major activity centers and facilities for transit-dependent persons served by transit. This is measured by the number of activity centers within one-quarter mile of a local bus or shuttle route, one-half mile of a commuter bus route, or within the service area of a shared-ride taxi service.	Partially Fulfilled Serves between 64% and 98% of activity centers in Ozaukee County. Serves between 12% and 56% of activity centers in Milwaukee County.	Fulfilled Nearly 100% Ozaukee County activity centers accessible from the Express via Shared-Ride Taxi connection
	Population: Maximize the population served by transit. Residents are considered served if they are within a three mile driving distance of a fixed-route transit stop, or within the service area of a shared-ride taxi service.	Partially Fulfilled 50% served (please see next page for more detail)	Fulfilled 100% served
	Employment: Maximize the number of jobs served by transit. This is measured by one-half mile walk of a commuter bus route, or within the service area of a demand-response service.	Partially Fulfilled 19% jobs served by Express	Fulfilled 96% served (please see next page for more detail)
Ozaukee County's public transit system should operate services that are efficient, safe, reliable, convenient, and comfortable to ensure that riders view transit as an effective and attractive alternative to the private automobile.	Frequency and Availability: All fixed-route transit services should be operated at least every 30 minutes during the weekday peak periods. Shared-Ride Taxi services should have a maximum advance reservation requirement of 24 hours, and have less than three percent of same day service denied.	Partially Fulfilled Meets for traditional, not for reverse commute	Fulfilled 99% trips provided
	Travel Speeds: Average travel speeds for each trip should be more than 10 miles per hour for the Shared-Ride Taxi services, and more than 25 miles per hour for commuter bus service.	Partially Fulfilled Traffic congestion reduces speed	Fulfilled At least 24 m.p.h.
	Passenger Demand: The ratio of passengers to seats should not exceed 1.00 for the Shared-Ride Taxi and 1.50 for the commuter express.	Fulfilled Max 1.00	Fulfilled Max 1.00
	Ridership and Service Effectiveness: Transit services should not be more than 20 percent below the median of the peer comparison group on four measures: passengers per capita, total passengers per vehicle hour, total passengers per vehicle mile, and passenger miles per vehicle mile.	Partially Fulfilled Meets 3 out of 4 measures	Partially Fulfilled Meets 2 out of 4 measures
	On-Time Performance: Transit services should have more than 70 percent of trips on time – defined as being between zero minutes early and three minutes late for commuter bus service and 30 minutes early or late for Shared-Ride Taxi service.	Not Fulfilled 68% of trips on time	Partially Fulfilled 90% trips meet 30 minute standard
	Travel Time: The ratio of transit to automobile travel time should be kept reasonable for similar trips, which is 2.00 for the Express bus and 1.75 for the Shared-Ride Taxi.	Partially Fulfilled A few runs exceed 2.00	Fulfilled 1.75 or less
Ozaukee County's public transit system should meet all service objectives at the lowest possible cost.	Fare Structure: The fare policies for transit services should provide for premium services, as well as discounted fares for priority population groups and frequent riders.	Fulfilled	Fulfilled
	Operating Expenses: Transit services should not exceed the median increases experienced by peer transit systems on five measures: Annual increases in the operating expenses per total and revenue vehicle mile, Operating expense per total and revenue vehicle hour, and Operating assistance per passenger	Partially Fulfilled Meets 4 out of 5 measures	Fulfilled Meets all 5 measures
	Cost Effectiveness: The operating cost per passenger and the operating expense per passenger mile should not be more than 20 percent above, and the farebox recovery ratio more than 20 percent below, the median for peer transit system.	Not Fulfilled Fails to meet all 3 measures	Fulfilled Meets all 3 measures

Figure H.4 (continued)

PEOPLE AND JOBS SERVED IN OZAUKEE COUNTY



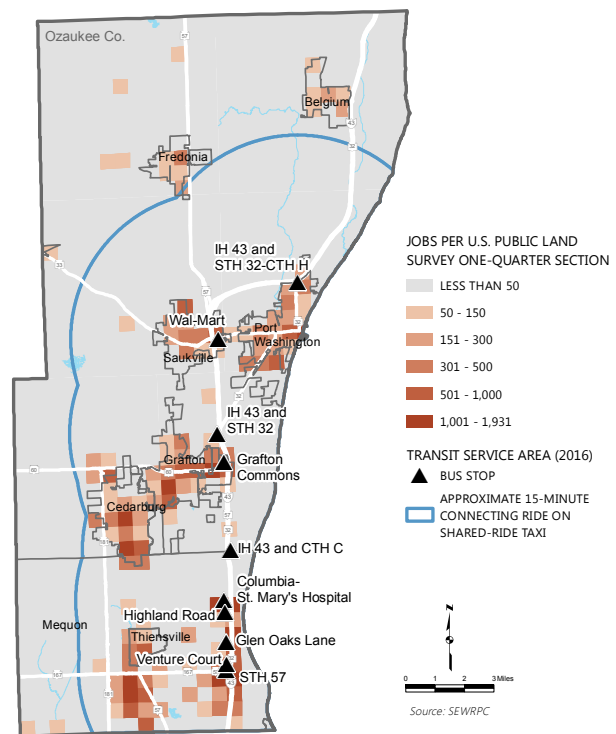
TRADITIONAL COMMUTE TRIPS

43,100 residents (50 percent of all County residents) live within a three-mile drive or taxi ride of a park and ride lot served by the Express



REVERSE COMMUTE TRIPS

Nearly all the employers in the County are within a 15-minute ride on the Shared-Ride Taxi of an Express stop, with approximately 49,100 jobs (96 percent of all Ozaukee County jobs) within that area



ALTERNATIVES FOR THE OZAUKEE COUNTY TRANSIT SYSTEM

Following the performance evaluation of the County's existing transit services, a series of possible alternatives for future transit services were developed. In June 2017, the County held two public meetings as well as a business-focused meeting to gather input on features that should be considered in the development of alternatives. Therefore, the following alternatives have been designed to improve the performance of the Ozaukee County Transit System based on the evaluation of the transit system's performance, and in careful consideration of the comments and ideas related to this planning effort received from the Advisory Committee, Ozaukee County businesses, and the public. The following alternatives are organized in three categories: employment-related transit services targeting Ozaukee County businesses; fixed-route service alternatives for the Ozaukee County Express; and Shared-Ride Taxi service alternatives.

EMPLOYMENT-RELATED TRANSIT SERVICES TARGETING OZAUKEE COUNTY BUSINESSES

On-Demand Services – Partnership with a Transportation Network Company (Lyft/Uber)

On-demand transit service could be provided through a private contract with a demand-responsive transportation network company such as Lyft or Uber. An employee could arrange a ride using a smartphone with a distinct coupon code provided to employees, which would allow the County and employers to track usage. In addition, specific pick-up and drop-off locations would be designated, or "geo-fenced" so that the coupon code would only work for those trips. This arrangement would ensure that employers or the County are only responsible for the costs associated with employment-related rides. Payment for the subsidized portion of the rides could come from the County, or directly from the employer being served.



Source: Flickr User Andrew Caballero-Reynolds

Without subsidies from private businesses or the County, the cost of using a private transportation network company for a daily commute would be relatively high given the current fare structures for Lyft and Uber. It is possible that costs could be reduced with subsidies from private businesses or the County. If this alternative is selected, it would require further discussions with transportation network companies and Ozaukee County businesses to ensure service, predict potential ridership, and estimate project costs.

On-Demand Shared-Ride Taxi

This alternative would enhance the existing Shared-Ride Taxi service by providing a more demand-responsive system for employees needing transportation to or from their workplace. One option under this alternative would reduce the required advance reservation time to two hours (from 24 hours currently). An on-demand service using the Ozaukee County Shared-Ride Taxi is expected to serve approximately 38,500 additional passengers in 2022, and operating this service would cost approximately \$542,500 in 2022, with \$53,100 needing to be generated locally. It is anticipated that at least five new vehicles, at approximately \$89,000 each, would be needed for the proposed increase in service, which is not included in the total operating expenses.

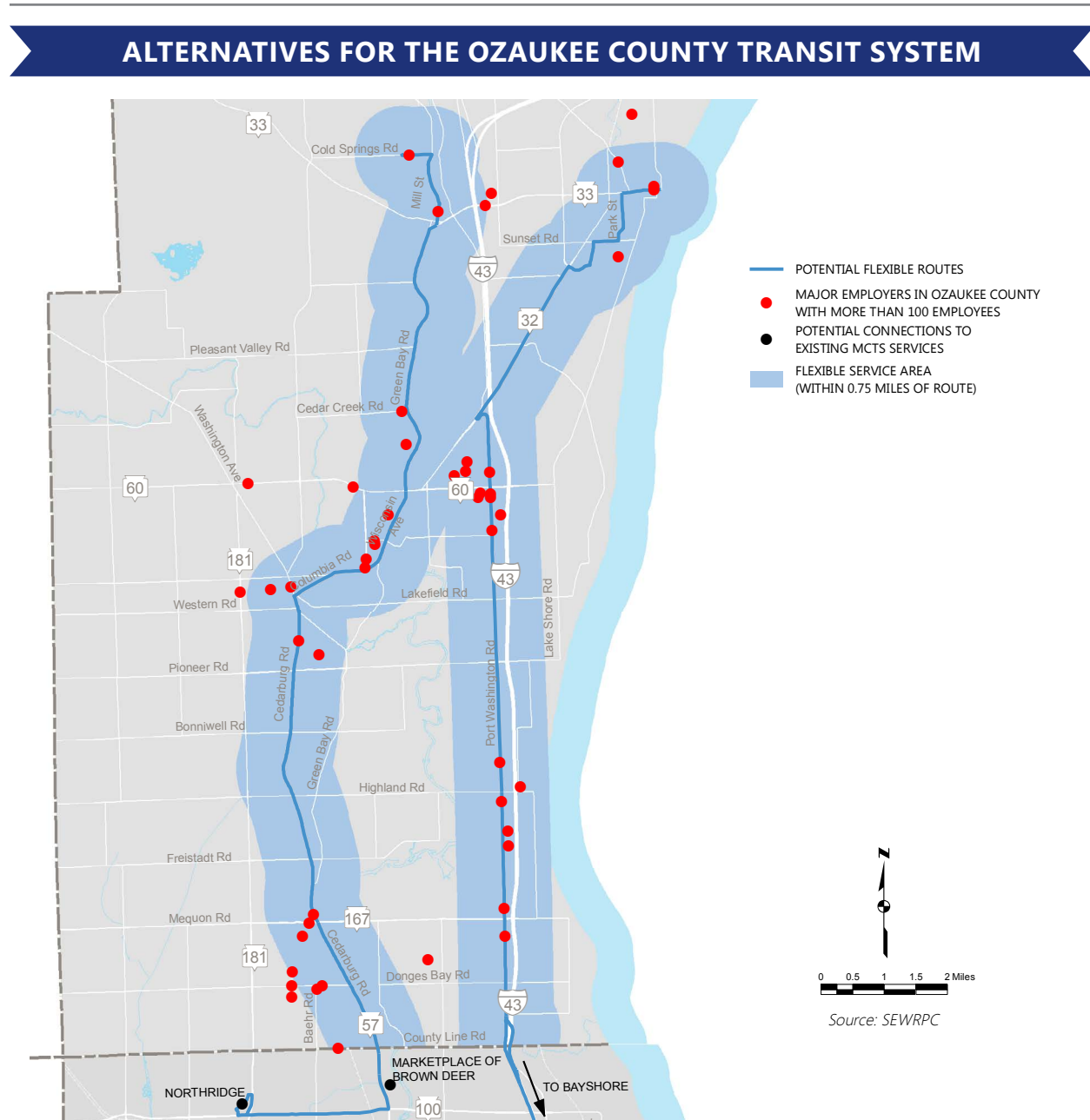
The second option is to reduce the wait time for the Shared-Ride Taxi from the current 30-minute window to a 15-minute window to provide more flexibility to riders, including riders

transferring from the Express to reach jobs in Ozaukee County. Additional service hours would be needed during the peak demand in the morning and afternoon, which results in operating costs of approximately \$160,800 in 2022, with \$28,600 needing to be generated locally. It is estimated that reducing the reservation window to 15 minutes would generate approximately 8,900 additional passengers in 2022, requiring three new vehicles (approximately \$89,000 each), which is not included in the operating expenses.

Extended Shared-Ride Taxi Hours

A potential unmet need that has been raised during the Advisory Committee meetings and the first round of outreach in June 2017 is the lack of transportation options for individuals outside of the current Shared-Ride Taxi service hours. This includes both transportation to social activities and second and third-shift employment. To address this concern, this alternative considers the potential extension of service hours of the Shared-Ride Taxi until 12:00 a.m. on both weekdays and weekends, and beginning service at 4:00 a.m. on weekdays. The operating expenses for the extended service hours would be \$133,600 in 2022, which would result in an additional local cost of \$11,900. Ridership as a result of the extended service hours is anticipated to be about 9,800 in 2022.

Figure H.4 (continued)



Flexible Shuttles

Based on input received from businesses during development of this plan, there is interest in a shuttle service to help employers in Ozaukee County attract and retain labor from Milwaukee County by improving connections between areas of higher unemployment and business parks and corridors. This alternative would include two routes with flexible service, meaning that the shuttle could deviate up to 0.75 miles from the route to provide direct access to businesses near the route. The Cedarburg Road route would provide up to eight one-way trips per day (four trips in the morning and four trips in the afternoon) and would serve destinations such as the Mequon business park, downtown Cedarburg, MATC-Mequon, and employers in Grafton and Saukville. The route along Port Washington Road would serve destinations including Ascension Columbia St. Mary's, Aurora Medical Center, and the Port Washington Industrial Park, providing up to ten one-way trips per day (five morning trips and five afternoon trips). Although flexible shuttles can efficiently provide transit service to less densely developed areas by allowing a set route to be modified to respond to customer needs, these modifications may cause the service to be less viable for work trips due to the potential variability in trip times. The annual cost of the service is estimated to be approximately \$214,000 in 2022, with \$75,700 needing to be generated locally. The capital cost to purchase two mini-buses (estimated at \$55,000 each), is not included in this total.

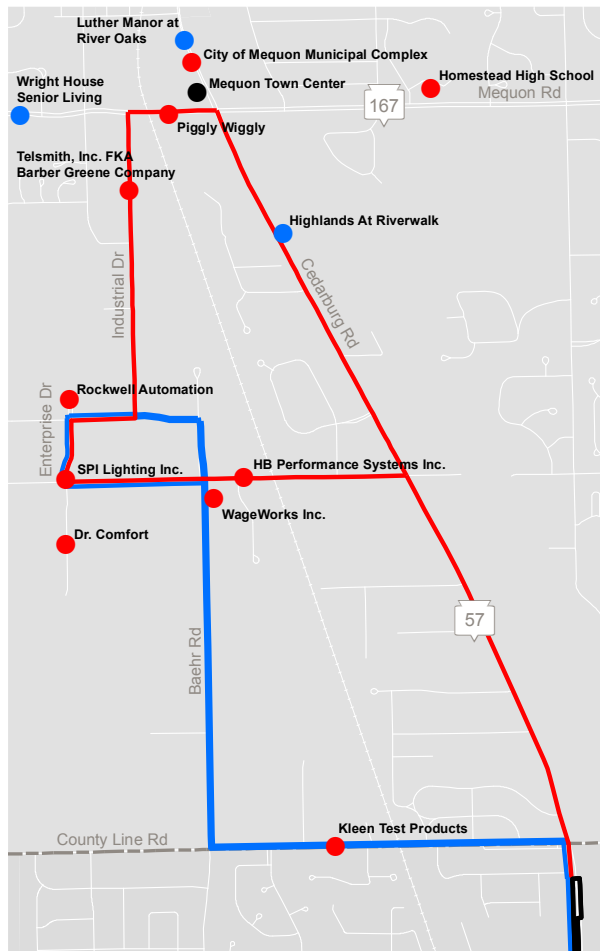
Figure H.4 (continued)

ALTERNATIVES FOR THE OZAUKEE COUNTY TRANSIT SYSTEM

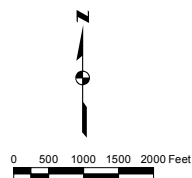
Expanded MCTS Service Including Routes 12 and 68 to Serve Key Employment Destinations

Two potential expansions of MCTS local routes were considered to serve Ozaukee County employers. The first expansion includes two optional extensions of MCTS Route 12 to the Mequon business park and the Mequon Town Center. The extension of MCTS Route 12 would lengthen an existing route, with one option serving both the business park in Mequon and the Mequon Town Center, and the second option limiting service to the Mequon business park. The second expansion considered a potential new Route 68 to serve Concordia University and MATC-Mequon. The service expansions are shown below.

Employment and Residential Facilities in Proximity of the Possible Extensions of Route 12 in the City of Mequon

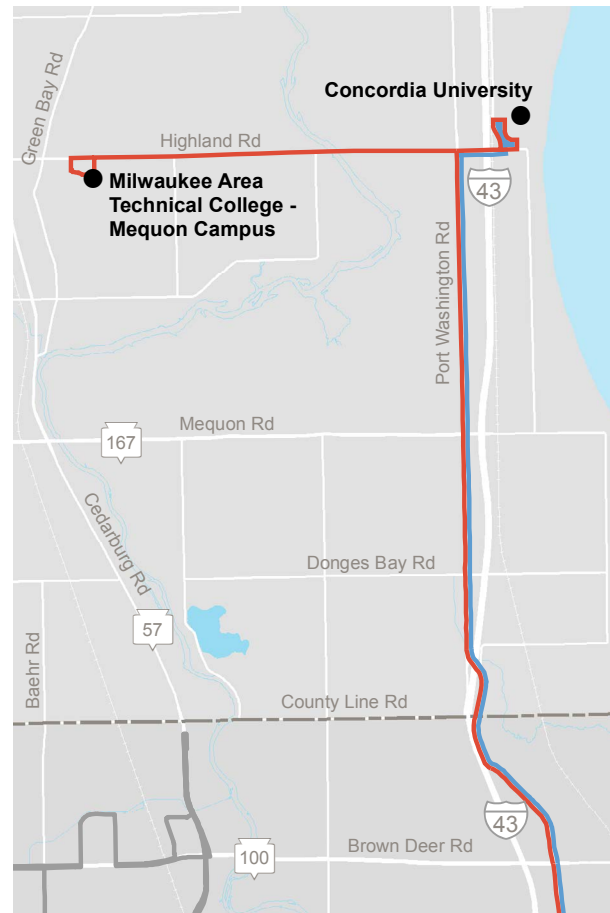


- EXISTING MCTS ROUTES (12 AND 49)
- POSSIBLE EXTENSION OF ROUTE 12 TO MEQUON TOWN CENTER
- POSSIBLE EXTENSION OF ROUTE 12 TO MEQUON BUSINESS PARK
- MAJOR EMPLOYERS WITH MORE THAN 100 EMPLOYEES
- RESIDENTIAL FACILITIES FOR SENIORS, PEOPLE WITH DISABILITIES, AND LOW-INCOME HOUSEHOLDS
- OTHER HIGHER DENSITY RESIDENTIAL FACILITIES

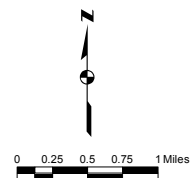


Source: SEWRPC

Potential Route 68 in Milwaukee and Ozaukee Counties



- POTENTIAL WEEKDAY ROUTE 68
- POTENTIAL WEEKEND ROUTE 68
- MCTS ROUTE



Source: SEWRPC

To Bayshore Town Center

Figure H.4 (continued)

ALTERNATIVES FOR THE OZAUKEE COUNTY TRANSIT SYSTEM



Source: MCTS

The extension of MCTS Route 12 to both the Mequon business park and the Mequon Town Center, as envisioned, would provide all day service on weekdays from 5:00 AM to 7:30 PM. The annual operating cost would be approximately \$372,100 in 2022, with the local share estimated at \$121,900. Service frequencies would be approximately every 50 minutes. Ridership is anticipated to be about 31,600 in 2022.

The second option for extending MCTS Route 12 would be to only serve the Mequon business park with weekday service during peak commute times from 6:00 AM to 9:00 AM and 3:00 PM to 6:00 PM. The total operating assistance for extending the service to the Mequon business park would be approximately \$415,100, of which the local share would be \$161,100 in 2022. Service frequencies would be approximately every 25 minutes. Ridership is anticipated to be about 32,500 in 2022.

The second proposed MCTS Route expansion would offer a new Route 68 starting at Bayshore Town Center and traveling north along Port Washington Road to Highland Road. This extension would serve Concordia University, and end with a stop at the MATC-Mequon campus. This route could replace Route 42U, which has historically underperformed compared to other MCTS Routes. It would offer weekday service approximately every 30 to 40 minutes from 6:00 AM to 12:00 AM and weekend service every 30 minutes from 6:00 AM to 11:00 PM on Saturdays and from 8:00 AM to 7:00 PM on Sundays. The operating expenses would be \$868,200 in 2022, of which the local share would be approximately \$318,300. Ridership is anticipated to be about 50,300 in 2022.

Expand Reverse Commute Options from Milwaukee County to Ozaukee County

If the County is interested in expanding reverse commute services from Milwaukee County to Ozaukee County, this alternative proposes three additional trips; one in the morning, one in the early afternoon, and one in the evening. The three additional trips would serve approximately 2,300 riders. It is possible that expanded marketing and coordination with employers could increase ridership. Operating expenses would total approximately \$78,000 in 2022, of which \$30,000 would be local funds.

Expand Outreach and Marketing of Transit Options

This alternative seeks to increase awareness about transit options in Ozaukee County by expanding the target audience to potential employers in Ozaukee County and residents in Milwaukee County. If the audience and messaging is expanded, the amount of time and money required to conduct a more extensive transit marketing campaign is expected to increase. One option for consideration is the hiring of a mobility manager to initiate and sustain a marketing campaign, as well as work with businesses to promote transit, analyze and evaluate transportation services, coordinate transportation services across county lines, and share information on transit services. The cost of a mobility manager varies by County, organization, and experience, but could range from \$35,000 to \$60,000. Federal grants could pay for up to 80 percent of this cost.

Figure H.4 (continued)

ALTERNATIVES FOR THE OZAUKEE COUNTY TRANSIT SYSTEM

FIXED-ROUTE SERVICE ALTERNATIVES FOR THE OZAUKEE COUNTY EXPRESS

No Changes to the Ozaukee County Express

Under the “no change” alternative, the existing Ozaukee County Express would continue to operate as is. This alternative serves as the base against which the remaining fixed-route service alternatives will be compared. Operating expenses for this service are expected to be relatively stable, with an inflation-based growth rate of two percent each year. Fare increases were assumed in 2018 and 2022, so that fare costs keep pace with inflation. Ridership is expected to stay constant at 110,000 but may fluctuate if an unexpected spike in gas prices occurs or the economy of the Region changes significantly. If the two fare increases are implemented, the local funding for the Ozaukee County Express will be about the same in 2022 as in 2018. The increases in the County’s level of assistance from 2015 to 2018 is due to a change in how Federal and State funds are distributed between the Express and Shared-Ride Taxi that began in 2016. More detail is provided by the table on this page.

Improvements and Funding Sources for Bus Stops Within Ozaukee County

This alternative provides cost estimates for seven bus stop improvements along the Port Washington Road segment of Route 143, which could be partially covered using funding from the Federal Transit Administration. The improvements would increase accessibility for all individuals using Route 143, including persons with disabilities, by providing bus pads and connecting sidewalks. The initial estimated cost is \$178,000, based on previous projects completed by MCTS, although further engineering studies would be needed to refine the costs. Federal grants could pay for up to 80 percent of those costs.

Implement Bus on Shoulder Along IH 43

This alternative would allow buses to use the outside shoulder on IH 43 when the general traffic lanes are congested, increasing the reliability of Route 143 during peak travel times. Numerous other metropolitan areas have implemented bus on shoulder. Generally, the shoulder is used by buses when traffic in the general travel lanes slows to less than 35 mph. Based on a review of travel speeds, congestion levels, shoulder widths, and structural impediments, Commission staff identified segments of Route 143 that would potentially benefit from bus on shoulder and reduce travel times on Route 143. If the County decides to pursue this alternative, final implementation will likely occur beyond the planning horizon of this five-year plan, as changes in State law and some roadway improvements to accommodate bus on shoulder use would be required. However, initial steps could be taken to coordinate with key stakeholders, including the Wisconsin Department of Transportation and MCTS, to refine the needed improvements and potential costs.

Projected Annual Operating Statistics for the Ozaukee County Express – No Change Alternative

Characteristics	Actual	Projected		
	2015	2018	2022	Average
Services Provided				
Revenue Vehicle Miles	182,900	182,900	182,900	182,900
Revenue Vehicle Hours	7,200	7,200	7,200	7,200
Revenue Passengers				
Total	92,500	110,000	110,000	110,000
Passengers per Revenue Vehicle Mile	0.51	0.60	0.60	0.60
Passengers per Revenue Vehicle Hour	12.85	15.28	15.28	15.28
Expenses and Revenues				
Operating Expenses ^a	\$1,253,800	\$1,542,700	\$1,592,700	\$1,567,700
Farebox Revenues ^a	\$196,300	\$265,100	\$282,700	\$273,900
Percent of Expenses Recovered Through Revenues	15.7	17.2	17.7	17.5
Operating Assistance				
Federal ^a	\$515,000	\$497,000	\$483,000	\$490,000
State ^a	\$441,300	\$397,500	\$407,500	\$402,500
County ^a	\$101,200	\$383,100	\$419,500	\$401,300
Total ^a	\$1,057,500	\$1,277,600	\$1,310,000	\$1,293,800
Per Trip Data				
Operating Expenses ^a	\$13.55	\$14.02	\$14.48	\$14.25
Farebox Revenue ^a	\$2.12	\$2.41	\$2.57	\$2.49
Total Operating Assistance ^a	\$11.43	\$11.61	\$11.91	\$11.76

^aExpenses and revenues are expressed in estimated year-of-expenditure dollars.

Increased Service Frequency and Service Hours

Another alternative considers improving the hours and frequency of the existing service. The proposed increases include two additional runs during peak ridership periods—one in the morning at 6:30 a.m., and one in the afternoon at approximately 4:40 p.m. This alternative could add 6,600 riders in 2022 for an expected cost of \$102,600, with the local share estimated at \$29,700.

Increase Fares at a Rate Greater than Inflation to Reduce the County’s Level of Assistance

If the County needs to reduce its financial support for the Ozaukee County Express or State funding is cut, the County would likely need to increase fares at a rate greater than inflation to make up the difference. Raising fares would slightly discourage ridership, which would result in 2,900 fewer revenue passengers than the “no change” alternative. Raising fares by \$0.75 over the course of the plan would reduce the local level of assistance required by approximately \$10,000 in 2022.

Reduced Service on the Ozaukee County Express

If the County needs to reduce its financial support for the Ozaukee County Express or State funding is cut, the County could consider eliminating a pair of round trips with less than nine passengers per run. No longer operating these runs could reduce local operating expenses by approximately \$37,300 and ridership by approximately 1,300 passengers in 2022. This alternative would reduce schedule flexibility for passengers, including options for Milwaukee County residents working in Ozaukee County or Ozaukee County residents working in Milwaukee.

Figure H.4 (continued)

ALTERNATIVES FOR THE OZAUKEE COUNTY TRANSIT SYSTEM

SHARED-RIDE TAXI SERVICE ALTERNATIVES FOR THE OZAUKEE COUNTY TRANSIT SYSTEM

No Changes to the Ozaukee County Shared-Ride Taxi

If services remain unchanged through 2022, it is expected that ridership will increase by 19 percent to 122,900 in 2022 due to employment growth and expected increases in the senior population. Fares are assumed to rise with inflation, necessitating a \$0.25 increase in 2020. Under this alternative the local share is expected to increase by about \$56,000 between 2015 and 2022. The table displays further detail regarding expected operating revenues and expenses if no significant changes are made to the Shared-Ride Taxi service during the plan timeframe.

Increase Fares at a Rate Greater than Inflation on the County Shared-Ride Taxi Service

If the County needs to reduce its level of assistance to the Shared-Ride Taxi service, it would likely need to increase fares. Given that the operating expenses are a function of the amount of service provided, and that the amount of service provided by a shared-ride taxi service is dependent on the number of rides provided, the County would need to increase fares to encourage fewer rides and reduce its expenses. To keep the level of local assistance at or below 2015 levels (\$298,600), the County could increase fares by \$0.25 in 2018, 2019, and 2022, resulting in an increase of \$0.75 over the plan timeframe. These fare increases are estimated to reduce local assistance by \$83,400 and ridership by 8,200 passengers in 2022.

Merging the Ozaukee County and Washington County Shared-Ride Taxi Services

At the request of the Ozaukee and Washington County Boards of Supervisors, Commission staff prepared a memorandum for consideration at a Joint Meeting of the Ozaukee County and Washington County Public Works Committees on November 16, 2017. The memorandum included an assessment of the benefits, costs, and impacts of combining the Ozaukee County and Washington County transit systems and serves as the basis for the following discussion. The two Public Works Committees voted against a motion to continue investigating a regional transit partnership between the Counties at the November 16, 2017, meeting. However, the information is included in the description of plan alternatives in the event a merger of the transit systems is reconsidered during the five-year planning horizon. Fully merging the two transit systems would require the creation of a transit commission, the only option allowed under current State law for the creation of a multi-county transit system. A merger of the Ozaukee County and Washington County transit systems could result in future annual ridership increases between 6,700 and 10,600 passengers as riders would have greater access to both counties' employment opportunities, medical facilities, and other resources.

Projected Annual Operating Statistics for the Ozaukee Shared-Ride Taxi – No Change Alternative

Characteristics	Actual	Projected		
	2015	2018	2022	Average
Services Provided				
Revenue Vehicle Miles	1,151,900	1,252,200	1,342,200	1,297,200
Revenue Vehicle Hours	54,891	59,900	64,200	62,100
Revenue Passengers				
Total	108,500	116,600	122,900	119,800
Passengers per Revenue Vehicle Mile	0.09	0.09	0.09	0.09
Passengers per Revenue Vehicle Hour	1.98	1.98	1.98	1.98
Expenses and Revenues				
Operating Expenses ^a	\$1,772,100	\$1,877,000	\$2,134,400	\$2,005,700
Farebox Revenues ^a	\$496,500	\$549,200	\$609,600	\$579,400
Percent of Expenses Recovered Through Revenues	28.0	29.3	28.6	28.9
Operating Assistance				
Federal ^a	\$2,100	\$92,000	\$95,600	\$93,800
State ^a	\$974,800	\$938,500	\$1,095,300	\$1,016,900
County ^a	\$298,600	\$293,200	\$354,100	\$323,700
Total ^a	\$1,275,500	\$1,323,700	\$1,545,000	\$1,434,400
Per Trip Data				
Operating Expenses ^a	\$16.33	\$16.10	\$17.37	\$16.73
Farebox Revenue ^a	\$4.58	\$4.71	\$4.96	\$4.84
Total Operating Assistance ^a	\$11.76	\$11.35	\$12.57	\$11.96

^aExpenses and revenues are expressed in estimated year-of-expenditure dollars.

Excluding any one-time startup costs and any potential savings at the contractor level or in county staffing, it is estimated that merging the transit services would increase the combined costs of the counties by \$22,800 to \$36,400 annually. Should both Ozaukee County and Washington County determine to proceed with a merger, the counties would need to determine how to proceed on a number of items including, but not limited to, the transfer of assets, vehicle storage, maintenance, branding, and fare structure.

FOR MORE INFORMATION

In addition to the information presented in this newsletter, the plan website (sewrpc.org/OzaukeeTransit) contains detailed information about the alternatives as well as other work completed to date for the plan. You can also submit comments or request a briefing by staff.

Kevin Muhs, Deputy Director
SEWRPC | (262) 953-4288

Jennifer Sarnecki,
Principal Transportation Planner
SEWRPC | (262) 953-3202

Figure H.4 (continued)

PUBLIC INVOLVEMENT MEETINGS ON ALTERNATIVES FOR THE OZAUKEE COUNTY TRANSIT SYSTEM

Please Join Us to Learn More and Provide Feedback!

Wednesday, February 28, 2018

5:00 – 7:00 PM

Ozaukee County Fairgrounds
W67 N866 Washington Ave.
Cedarburg, WI 53012
Ozaukee Pavilion - North

Thursday, March 1, 2018

6:00 – 8:00 PM

Port Washington State Bank
206 N. Franklin Street
Port Washington, WI 53074
Lakeview Community Room

Tuesday, March 6, 2018

2:30 – 5:00 PM

Villard Square Public Library
5190 N. 35th Street
Milwaukee, WI 53209
Community Room

A short presentation will be made 30 minutes after the start of each meeting. More information about this advisory plan is available on the study website at sewrpc.org/OzaukeeTransit.

Free transit access to Ozaukee County locations is available via the Ozaukee Shared-Ride Taxi by calling (262) 238-8294 (TAXI) with 24 hours advance notice. The meeting locations are wheelchair-accessible. Persons needing disability-related accommodations are asked to contact the SEWRPC office at (262) 547-6721 a minimum of three business days before the meetings so that appropriate arrangements can be made regarding access or mobility, review or interpretation of materials, active participation, or submission of comments.

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Figure H.5
Presentations Given at the Public Meetings

Ozaukee County Transit Development Plan

Review of Draft Alternatives



Public Involvement Meetings

February and March, 2018

Jennifer Sarnecki, Commission staff

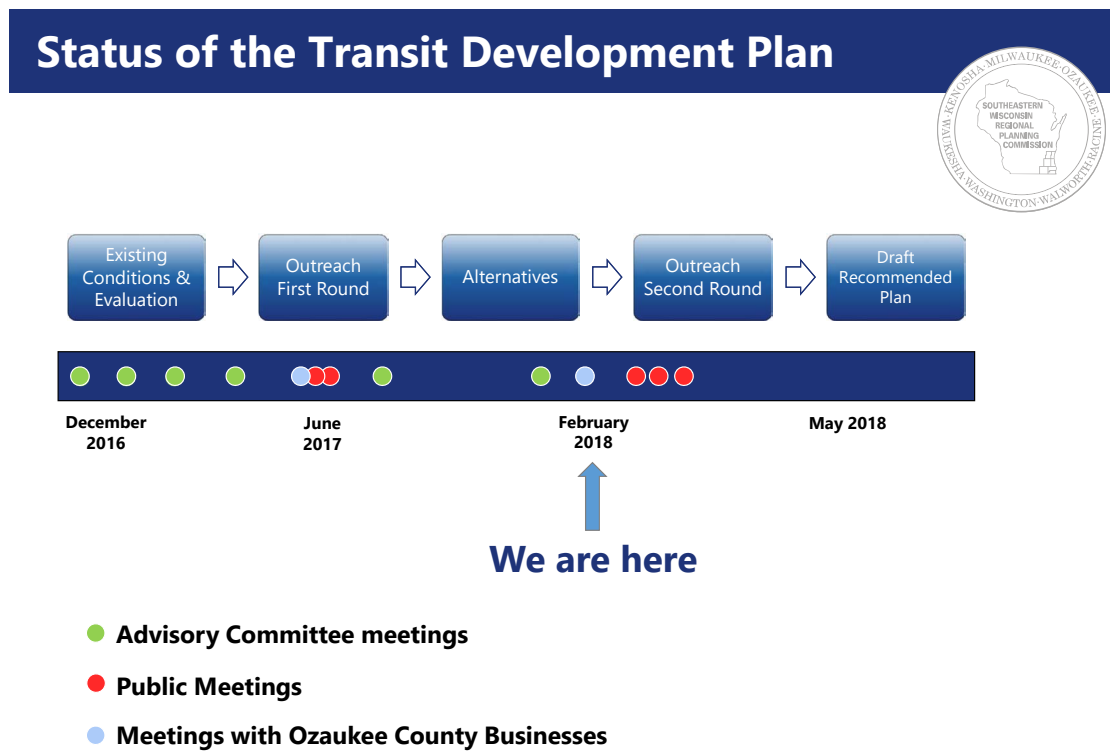
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Overview of Today's Meeting



- ☐ Presentation on draft transit alternatives
- ☐ Questions and answers
- ☐ You can provide input in the following ways:
 - ☐ Speak to a court reporter
 - ☐ Write your input on a comment card
 - ☐ Speak to Commission staff
 - ☐ Plan Website: www.sewrpc.org/OzaukeeTransit
 - ☐ E-mail: ozaukeetransitplan@sewrpc.org
 - ☐ Mail: P.O. Box 1607, Waukesha, WI 53187-1607
 - ☐ Phone: (262) 547-6721
 - ☐ Fax: (262) 547-1103
- ☐ Comments are due March 19, 2018

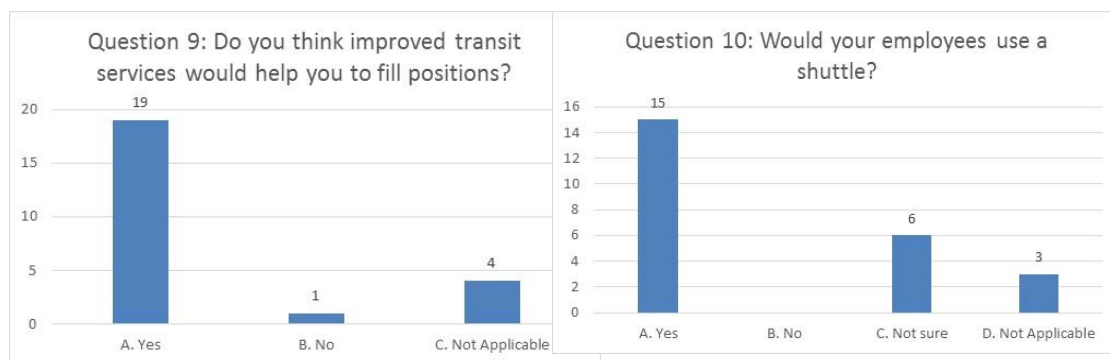
Figure H.5 (continued)



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What We Heard – First Business Meeting

- ☐ Employers need workers and transportation options
- ☐ Employers need on-time service for all shifts
- ☐ Interested in a shuttle service



4

What We Heard – Second Business Meeting



- ❑ Very interested in:
 - ❑ Extended Shared-Ride Taxi hours (68%)
 - ❑ Reduced reservation window service (15 minutes) using the Shared-Ride Taxi (65%)
 - ❑ Expanded marketing of transit services (60%)
 - ❑ On-demand service using the Shared-Ride Taxi (59%)



What We Heard – First Public Meetings



- ❑ Ozaukee County Express
 - ❑ The Express is generally a good service, however there are some late buses
 - ❑ Some bus stops not accessible by persons with disabilities
- ❑ Ozaukee County Shared-Ride Taxi
 - ❑ Transit service should be more on-demand like Uber or Lyft
 - ❑ Shared-Ride Taxi service hours should be extended
 - ❑ Connecting to Washington County using the Shared-Ride Taxi is a challenge

Draft Alternative Categories



- ❑ Employment-Related Transit Services Targeting Ozaukee County Businesses
- ❑ Ozaukee County Express Service Alternatives
- ❑ Shared-Ride Taxi Service Alternatives



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Employment-Related Transit Alternatives



1. On-demand services – Partnership with a Transportation Network Company (Lyft/Uber)
2. On-demand Shared-Ride Taxi
3. Extended Shared-Ride Taxi hours
4. Flexible shuttles
5. Expanded MCTS Service Including Routes 12 and 68 to Serve Key Employment Destinations
6. Expand Reverse Commute from Milwaukee County to Ozaukee County
7. Expand Marketing of Transit Options

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Figure H.5 (continued)

Employment-Related Transit Alternatives



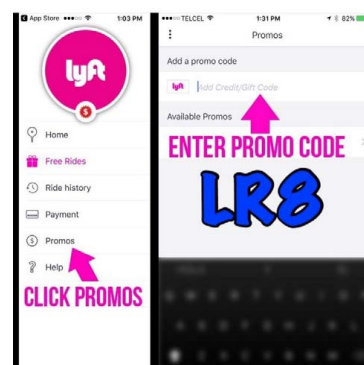
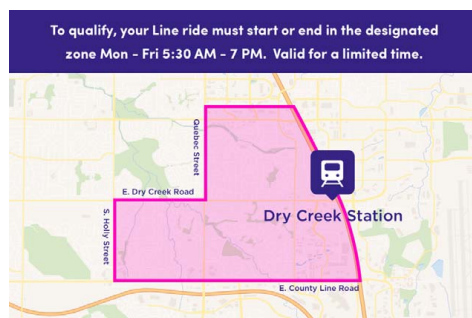
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On-demand Services (Lyft/Uber)



- ❑ Use app to request when needed
- ❑ Businesses can designate locations for pick-up and drop-off using promo code (e.g., geofence)
- ❑ Average trips would total \$7.00 - \$10.00



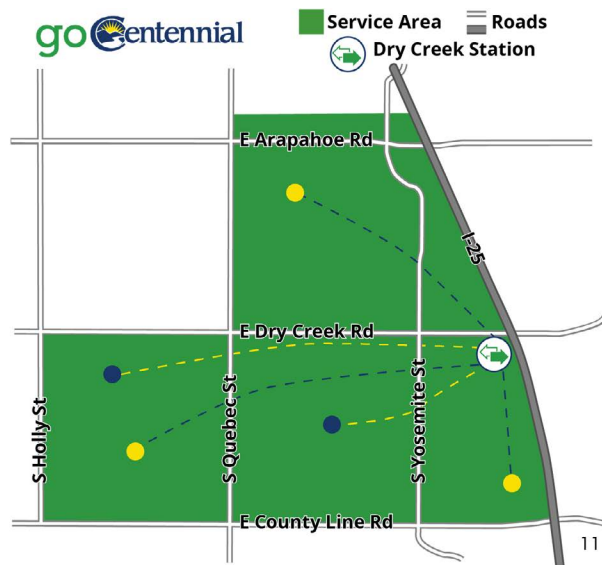
10

On-Demand Services (Lyft/Uber)



Example 1: Centennial, Colorado, goCentennial pilot

- ❑ Pilot partnership with Lyft
- ❑ First/last mile to light rail station
- ❑ Resulted in 78% reduction in costs compared to Call-n-Ride service



On-Demand Services (Lyft/Uber)



- ❑ Pros
 - Could help businesses with apprenticeships or seasonal workers
 - Best serves areas with short distance trips not well served by transit
 - No reservations required, lower wait times than Shared-Ride Taxi
- ❑ Cons
 - High cost per trip (\$4.00 - \$5.00 more than Shared-Ride Taxi per trip) if full cost is paid by passenger
 - Requires cell phone and credit card
 - Vehicles unlikely to be accessible

Employment-Related Transit Alternatives



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On-Demand Shared-Ride Taxi



- ❑ Two options for expansion of current service:
 - On-demand rides provided within 2 hours of request
 - Reservation window of 15 minutes or less
- ❑ Could accommodate more timely service for riders
- ❑ National examples
 - Call-n-Ride (Pace, suburban Chicago)
 - Transit Link (Twin Cities)



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Employment-Related Transit Alternatives



1. On-demand services – Partnership with a Transportation Network Company (Lyft/Uber)
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3. **Extended Shared-Ride Taxi hours**
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Extend Shared-Ride Taxi Service Hours



- ❑ Potential new hours:
 - Monday – Friday: 4:00 a.m. – 12:00 a.m.
 - Saturday: 8:30 a.m. – 12:00 a.m.
 - Sunday: 8:00 a.m. – 12:00 a.m.
- ❑ Addresses potential unmet need raised by the public and businesses
- ❑ Extended service would offer options to reach social and employment opportunities
- ❑ Assumes two vehicles would be available
- ❑ Projected Costs
 - Projected Operating Expenses = \$133,600
 - Projected Revenue Passengers = 9,800
 - Projected Local Assistance = \$11,900

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Figure H.5 (continued)

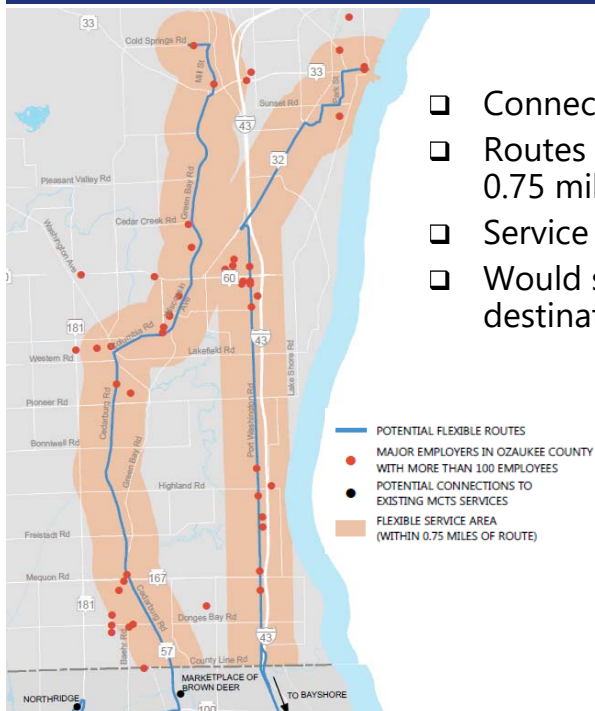
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Flexible Shuttles



- ❑ Connect to MCTS local service
- ❑ Routes with minor deviations within 0.75 miles
- ❑ Service from 5:00 a.m. to 8:00 p.m.
- ❑ Would serve key employers and destinations



A HARTFlex Bus in Florida's Hillsborough County.

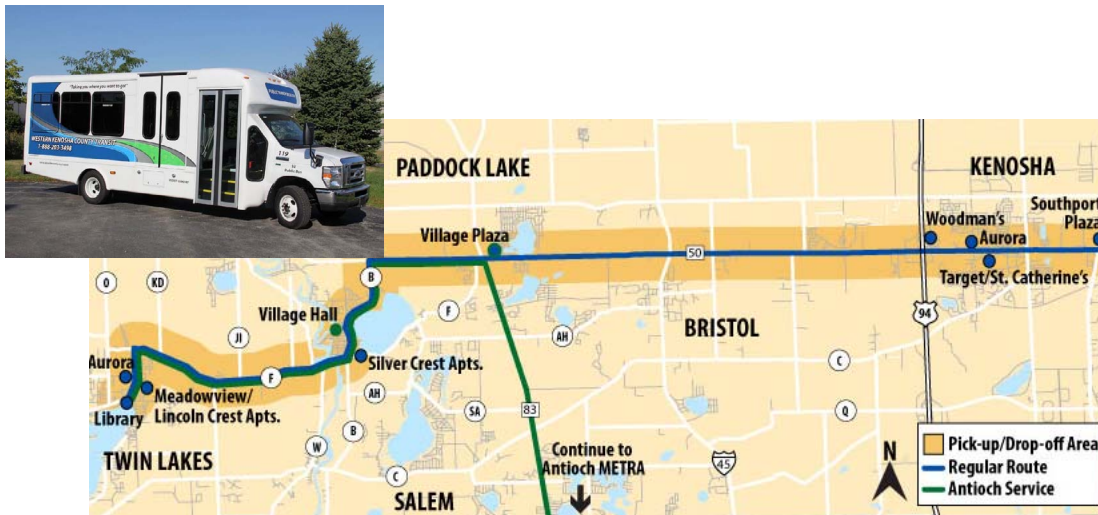
Photo Courtesy of Center for Transportation Research at the University of South Florida

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Figure H.5 (continued)

Flexible Shuttles

Western Kenosha County service is a local example



Source: Western Kenosha County Transit

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Flexible Shuttles

❑ Projected Costs and Revenues 2022

- Projected Operating Expenses = \$214,000
- Projected Revenue Passengers = 10,300
- Projected Local Assistance = \$75,700

❑ Pros

- Could serve a more dispersed development pattern well
- Modified routes can serve transportation needs effectively

❑ Cons

- Potential variability impacts on-time arrivals
- Less viable for work trips

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Figure H.5 (continued)

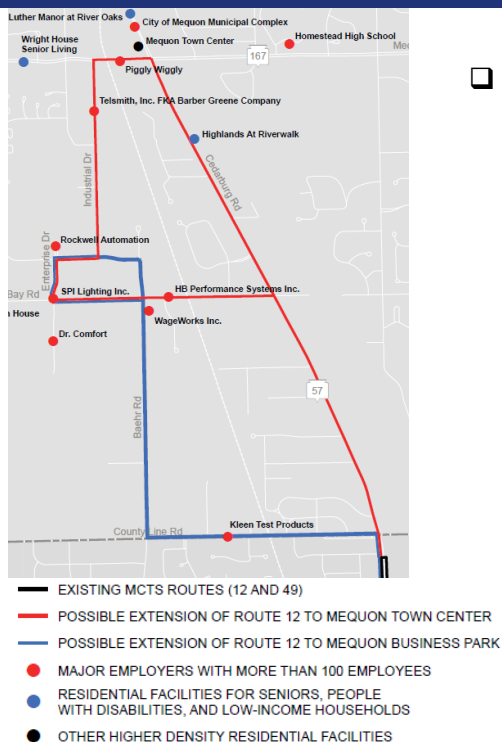
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Expanded MCTS Service – Route 12

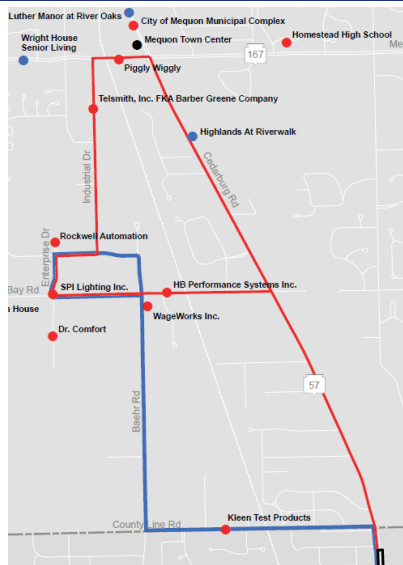


- ❑ Option 1 (red): Extension of Route 12 to serve the Mequon business park and Mequon Town Center
 - 5:00 a.m. – 7:30 p.m.
 - Service every 50 minutes
 - Projected Operating Expenses = \$372,100
 - Projected Revenue Passengers = 31,600
 - Projected Local Assistance = \$121,900

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Figure H.5 (continued)

Expanded MCTS Service – Route 12



- EXISTING MCTS ROUTES (12 AND 49)
- POSSIBLE EXTENSION OF ROUTE 12 TO MEQUON TOWN CENTER
- POSSIBLE EXTENSION OF ROUTE 12 TO MEQUON BUSINESS PARK
- MAJOR EMPLOYERS WITH MORE THAN 100 EMPLOYEES
- RESIDENTIAL FACILITIES FOR SENIORS, PEOPLE WITH DISABILITIES, AND LOW-INCOME HOUSEHOLDS
- OTHER HIGHER DENSITY RESIDENTIAL FACILITIES

- ❑ Option 2 (blue): Extension of Route 12 to serve the Mequon business park
 - 6:00 a.m. – 9:00 a.m.
 - 3:00 p.m. – 6:00 p.m.
 - Service every 25 minutes
 - Projected Operating Expenses = \$461,900
 - Projected Revenue Passengers = 32,500
 - Projected Local Assistance = \$161,100



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Expanded MCTS Service – Route 68



- POTENTIAL WEEKDAY ROUTE 68
- POTENTIAL WEEKEND ROUTE 68
- MCTS ROUTE

- ❑ Extension of Route 68 would serve Concordia University and MATC-Mequon
 - Weekdays: 6:00 a.m. – 12:00 p.m.
 - Saturday: 6:00 a.m. – 11:00 p.m.
 - Sunday: 8:00 a.m. – 7:00 p.m.
- ❑ Service every 30 minutes until 6:00 p.m.
- ❑ Could replace Route 42U



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Employment-Related Transit Alternatives



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Expanded Reverse Commute Options



- ❑ Three additional reverse commute trips added to existing Ozaukee Express bus service
 - One at 5:00 a.m.; two between 2:00 p.m. and 5:00 p.m.
 - Expected to serve approximately 2,300 riders in 2022
- ❑ Ozaukee County responsible for approximately \$28,000 in 2022
- ❑ Commission staff does not currently recommend due to low ridership projections
- ❑ Would only be worthwhile if could be coordinated with multiple employers' shift changes
- ❑ Ridership could be increased with expanded marketing and collaboration with employers

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Figure H.5 (continued)

Employment-Related Transit Alternatives



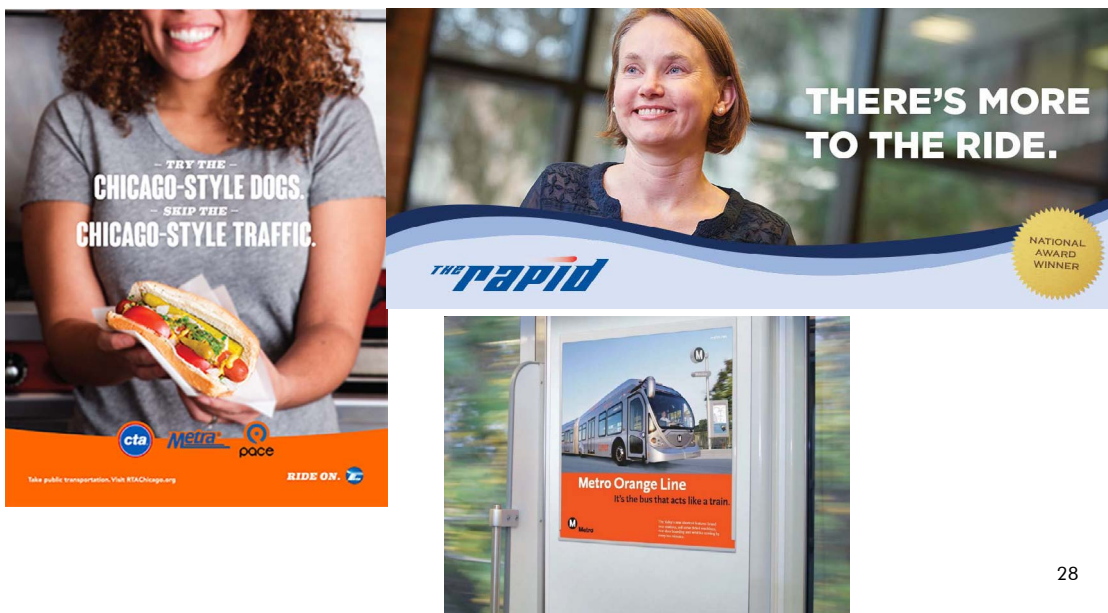
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Expanded Marketing of Transit Options



Marketing examples



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Expanded Marketing of Transit Options



- ❑ Opportunities to increase awareness
 - Subscriptions on the Shared-Ride Taxi
 - Existing community events such as job fairs
 - MCTS app
 - Wisconsin DOT Rideshare
 - Trip planning advice for employers, recruiters, and human resources staff
- ❑ Would likely require additional resources
 - Ozaukee County Transit Services
 - Ozaukee Economic Development
 - New mobility manager position

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Ozaukee County Express Service Alternatives



1. No Changes to the Ozaukee County Express
2. Improvements and Funding Sources for Bus Stops within Ozaukee County
3. Implement Bus on Shoulder along IH 43
4. Increased Service Frequency and Service Hours
5. Increase Fares at a Rate Greater than Inflation to Reduce the County's Level of Assistance
6. Reduced Service on the Ozaukee County Express

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Ozaukee County Express Service Alternatives



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No Changes to the Ozaukee County Express



- ❑ Serves as a base for the other Ozaukee County Express alternatives
- ❑ Assumptions
 - ❑ 2% growth in operating expenses
 - ❑ Federal and State funds at 55%
 - ❑ Fare increases in 2018 and 2022 to keep pace with inflation
- ❑ Results
 - ❑ Ridership constant
 - ❑ Similar costs to County



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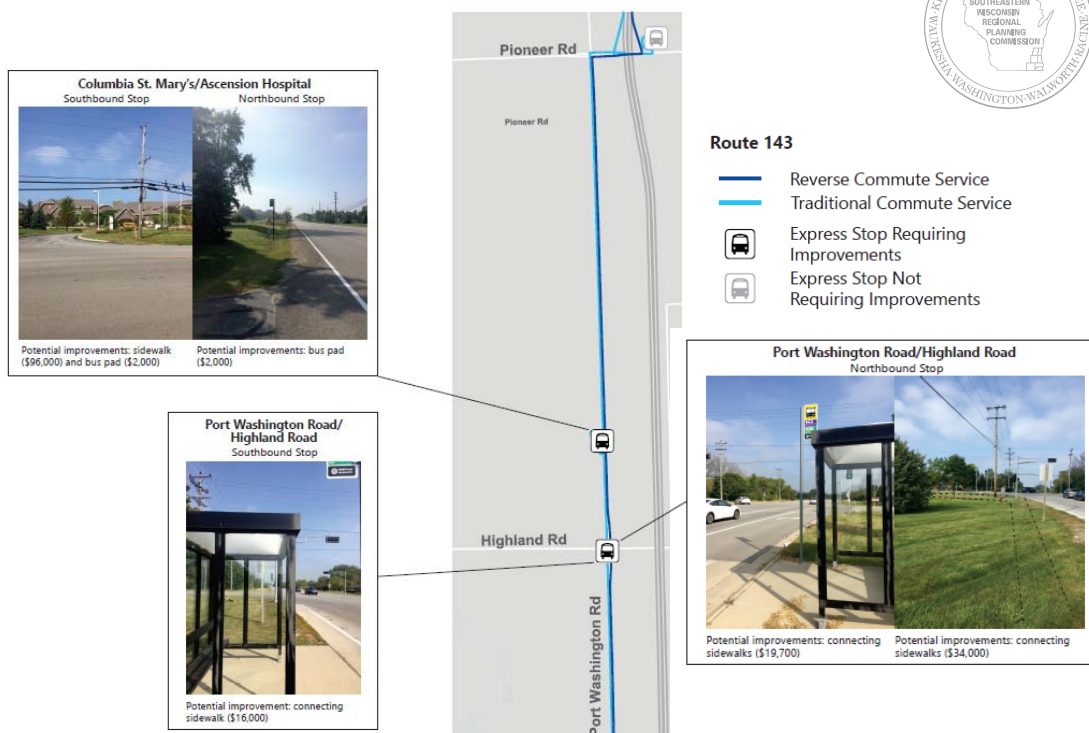
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Bus Stop Improvements



Bus Stop Improvements



- ❑ Improvements recommended at seven bus stops
 - ❑ Bus pads
 - ❑ Sidewalks
- ❑ Estimated Total = \$177,000
- ❑ Funds available
 - ❑ FTA Section 5307
 - ❑ FTA Section 5310

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Ozaukee County Express Service Alternatives



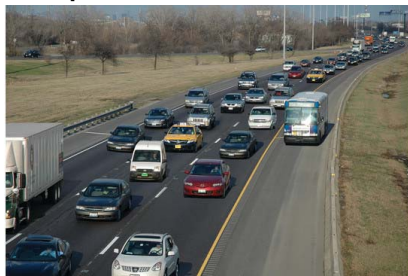
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Bus on Shoulder



- ❑ Allows buses to use shoulder during peak congestion
- ❑ Buses typically use shoulder when speeds slow to 30 – 35 mph or less
- ❑ Buses on shoulder can travel faster than general purpose lanes
- ❑ Requires 10 – 12 feet of lane width



Source: Pace Bus System, Chicago



Source: Metro Transit, Minneapolis/St. Paul Area

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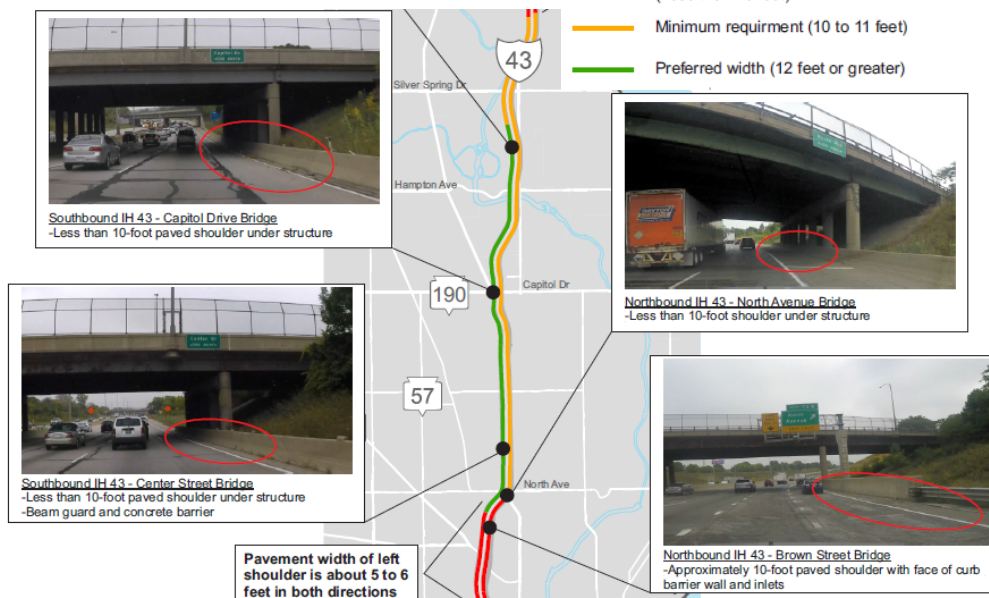
Bus on Shoulder



Geometric Constraints

Pavement Width of Right Shoulder

- Less than minimum requirement (Less than 10 feet)
- Minimum requirement (10 to 11 feet)
- Preferred width (12 feet or greater)



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Bus on Shoulder



- ❑ Reliability benefits
- ❑ Saves up to 3 – 7 minutes depending on operating speed
- ❑ Some opportunities for restriping to accommodate bus on shoulder lane
- ❑ Policy changes needed
- ❑ Discuss further with WisDOT, FHWA, MCTS
- ❑ Would require marketing and education



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Source: Minnesota Department of Transportation

Ozaukee County Express Service Alternatives



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Increased Service Frequency and Service Hours



- ❑ Option if the County decides to increase service
- ❑ Could add
 - ❑ 6:30 a.m. run from Grafton Commons
 - ❑ 4:38 p.m. run from downtown Milwaukee
- ❑ Projected Costs
 - ❑ Projected Operating Expenses = \$102,600
 - ❑ Projected Revenue Passengers = 6,600
 - ❑ Projected County Assistance = \$29,700



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Ozaukee County Express Service Alternatives



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Increased Fares on the Express



- ❑ Option should the County need to reduce its level of assistance
- ❑ Increases of \$0.75 (\$0.25 in 2018, 2020, and 2022)
- ❑ Decreases County's level of assistance by \$10,000 compared to "no change" alternative
- ❑ Ridership declines by 2,900 revenue passengers in 2022



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Ozaukee County Express Service Alternatives



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Reduced Service on the Express



- ❑ Should funding be reduced, this provides options for Ozaukee County
- ❑ Removes two round trips with the least revenue passengers per run
 - ❑ 7:34 a.m. northbound/8:06 a.m. southbound
 - ❑ 1:41 p.m. northbound/3:05 p.m. southbound
- ❑ Decreases County's level of assistance by approximately \$37,300 compared to "no change" alternative
- ❑ Results in less schedule flexibility

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Shared-Ride Taxi Service Alternatives



1. No changes to the Ozaukee County Shared-Ride Taxi
2. Increase Fares at a Rate Greater than Inflation on the County Shared-Ride Taxi Service
3. Merging the Ozaukee County and Washington County Shared-Ride Taxi Services



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Shared-Ride Taxi Service Alternatives



1. No changes to the Ozaukee County Shared-Ride Taxi
2. Increase Fares at a Rate Greater than Inflation on the County Shared-Ride Taxi Service
3. Merging the Ozaukee County and Washington County Shared-Ride Taxi Services

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No Changes to the Shared-Ride Taxi



- ❑ Serves as a base for the other Shared-Ride Taxi alternatives
- ❑ Assumptions
 - ❑ Growth in ridership due to increase in seniors and employment
 - ❑ Federal and State funds at 55%
 - ❑ Fare increase of \$0.25 in 2020 to keep pace with inflation
- ❑ Results
 - ❑ Ridership increases slightly
 - ❑ County funding levels increase by \$56,000

48

Shared-Ride Taxi Service Alternatives



1. No changes to the Ozaukee County Shared-Ride Taxi
2. Increase Fares at a Rate Greater than Inflation on the County Shared-Ride Taxi Service
3. Merging the Ozaukee County and Washington County Shared-Ride Taxi Services

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Increase Shared-Ride Taxi Fares



- ☐ Option should the County need to reduce its level of assistance
- ☐ Increases of \$0.25 in 2018, 2020, 2022
- ☐ Holds County operating assistance below 2015 amount
- ☐ Ridership declines by 6,200 revenue passengers

50

Shared-Ride Taxi Service Alternatives



1. No changes to the Ozaukee County Shared-Ride Taxi
2. Increase Fares at a Rate Greater than Inflation on the County Shared-Ride Taxi Service
3. Merging the Ozaukee County and Washington County Shared-Ride Taxi Services

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Merging Shared-Ride Taxi Services



- ❑ Currently not investigating a regional transit partnership between Ozaukee and Washington Counties
- ❑ Information included if reconsidered in next five years
- ❑ There are potential benefits and costs
- ❑ Future annual ridership could increase between 6,700 and 10,000 passengers

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Conclusion



- ❑ Few alternatives could be implemented without additional local funding
- ❑ Requires balancing two service objectives with the desire to minimize costs
- ❑ Your input will provide insight into which alternatives the County should pursue when developing a final recommended Ozaukee county public transit plan for 2019-2023

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Next Steps



- ❑ Comment period ends March 19, 2018
- ❑ Prepare five-year recommended transit service improvement plan for Ozaukee County
- ❑ Please provide your comments
 - ❑ Speak to a court reporter
 - ❑ Write your input on a comment card
 - ❑ Speak to Commission staff
 - ❑ Plan Website: www.sewrpc.org/OzaukeeTransit
 - ❑ E-mail: ozaukeetransitplan@sewrpc.org
 - ❑ Mail: P.O. Box 1607, Waukesha, WI 53187-1607
 - ❑ Phone: (262) 547-6721

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Thank You and Questions



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Transit Development Plan Web site:
sewrpc.org/OzaukeeTransit

Figure H.6
Display Boards at the Public Meetings

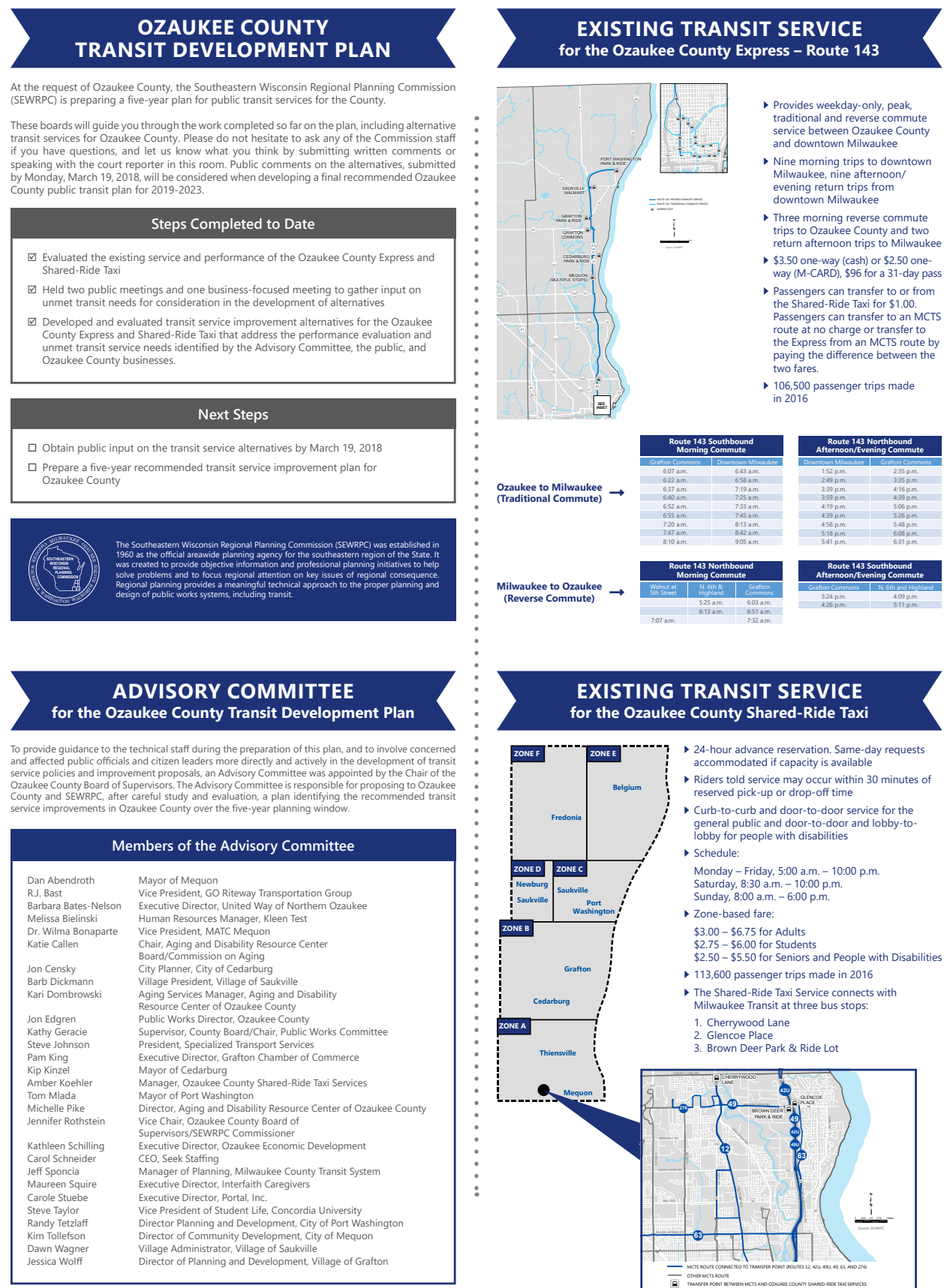


Figure H.6 (continued)

PERFORMANCE EVALUATION OF EXISTING TRANSIT SERVICES

As part of the Ozaukee County Transit Development Plan, the existing County transit services were evaluated by comparing the performance of the Ozaukee County Express and the Ozaukee County Shared-Ride Taxi to a series of standards developed by the Advisory Committee. These standards were developed to evaluate how effectively the existing County transit services fulfilled the three objectives the Advisory Committee identified for the transit system. A number of these standards required comparing the two transit services to peer systems from across the country, which were identified as peers because they had similar service types, routes, ridership, budgets, and served areas of a similar density to the Ozaukee County Transit System. The results of this performance evaluation are summarized in the following table, although not all standards are included in this table.

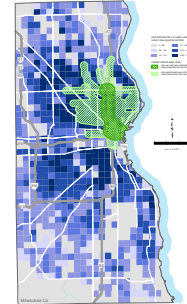
Objective	Standard	Express	Shared-Ride Taxi
Ozaukee County's public transit system should serve the travel needs of residents traveling within Ozaukee County, County residents commuting to jobs in Milwaukee County, and County employees seeking workers.	Major Activity Centers: Maximize the number of major activity centers and facilities for transit-dependent persons served by transit. This is measured by the number of activity centers within one-quarter mile of a local bus or shuttle route, one-half mile of a commuter bus route, or within the service area of a shared-ride taxi service.	Partially Fulfilled Serves between 64% and 88% of activity centers in Ozaukee County. Serves between 12% and 56% of activity centers in Milwaukee County.	Fulfilled Nearly 100% Ozaukee County activity centers accessible from the Express via Shared-Ride Taxi connection.
	Population: Maximize the population served by transit. Residents are considered served if they are within a three-mile driving distance of a fixed-route transit stop, or within the service area of a shared-ride taxi service.	Partially Fulfilled 10% served (please see next page for more detail).	Fulfilled 100% served.
	Employment: Maximize the number of jobs served by transit. This is measured by one-half mile of a commuter bus route, or within the service area of a demand-response service.	Partially Fulfilled 19% jobs served by Express.	Fulfilled 96% served (please see next page for more detail).
Ozaukee County's public transit system should operate services that are efficient, safe, reliable, convenient, and comfortable to ensure that riders view transit as an effective and attractive alternative to the private automobile.	Frequency and Availability: All fixed-route transit services should be operated at least every 30 minutes during the weekday peak periods. Shared-Ride Taxi services should have a maximum advance reservation requirement of 24 hours, and have less than three percent of same-day service denied.	Partially Fulfilled Meets for traditional, not for reverse commute.	Fulfilled 99% trips provided.
	Travel Speeds: Average travel speeds for each trip should be more than 10 miles per hour for the Shared-Ride Taxi services, and more than 25 miles per hour for commuter bus service.	Partially Fulfilled Traffic congestion reduces speed.	Fulfilled At least 24 m.p.h.
	Passenger Demand: The ratio of passengers to seats should not exceed 1.00 for the Shared-Ride Taxi and 1.50 for the commuter express.	Fulfilled Max 1.00.	Fulfilled Max 1.00.
Ozaukee County's public transit system should meet all service objectives at the lowest possible cost.	Ridership and Service Effectiveness: Transit services should not be more than 20 percent below the median of the peer comparison group on four measures: passengers per capita, total passengers per vehicle hour, total passengers per vehicle mile, and passenger miles per vehicle mile.	Partially Fulfilled Meets 3 out of 4 measures.	Partially Fulfilled Meets 2 out of 4 measures.
	On-Time Performance: Transit services should have more than 70 percent of trips on time – defined as being between two minutes early and three minutes late for commuter bus service and 30 minutes early or late for Shared-Ride Taxi service.	Not Fulfilled 68% of trips on time.	Fulfilled 96% trips meet 30 minute standard.
	Travel Time: The ratio of transit to automobile travel time should be kept reasonable for similar trips, which is 2.00 for the Express bus and 1.75 for the Shared-Ride Taxi.	Partially Fulfilled A few runs exceed 2.00.	Fulfilled 1.75 or less.
	Fare Structure: The fare policies for transit services should provide for premium services, as well as discounted fares for priority population groups and frequent riders.	Fulfilled	Fulfilled
	Operating Expenses: Transit services should not exceed the median increases experienced by peer transit systems on five measures: Annual increases in the operating expenses per total and revenue vehicle mile, Operating expense per total and revenue vehicle hour, and Operating assistance per passenger.	Partially Fulfilled Meets 2 out of 5 measures.	Fulfilled Meets all 5 measures.
	Cost Effectiveness: The operating cost per passenger and the operating expense per passenger mile should not be more than 20 percent above, and the farebox recovery ratio more than 20 percent below, the median for peer transit system.	Not Fulfilled Fails to meet all 3 measures.	Fulfilled Meets all 3 measures.

PEOPLE AND JOBS SERVED BY THE OZAUKEE COUNTY EXPRESS (Reverse Commute Trips)

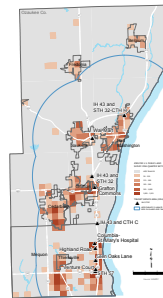
POPULATION IN MILWAUKEE COUNTY SERVED BY THE OZAUKEE COUNTY EXPRESS

Milwaukee County

Approximately 72,300 residents (80 percent of all County residents) live within a one-half mile walk of a bus stop served by the Express and 254,500 residents (27% of all Milwaukee County residents) live within a one-quarter mile walk of a local route that connects to the Express in 15 minutes or less.



EMPLOYMENT IN OZAUKEE COUNTY SERVED BY SHARED-RIDE TAXI CONNECTING TO THE OZAUKEE COUNTY EXPRESS



Ozaukee County

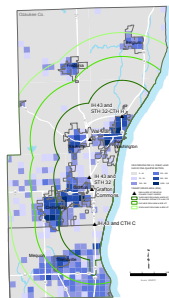
Nearly all of the employers in the County are within a 15-minute ride on the Shared-Ride Taxi of an Express stop, with approximately 49,100 jobs (96 percent of all Ozaukee County jobs) within that area. However, this is not intended to indicate that all of those jobs are served, as service hours and frequency on the Express are unlikely to align with every job within that buffer.

PEOPLE AND JOBS SERVED BY THE OZAUKEE COUNTY EXPRESS (Traditional Commute Trips)

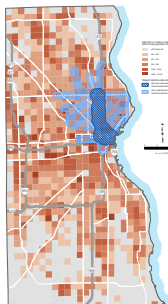
POPULATION IN OZAUKEE COUNTY SERVED BY THE OZAUKEE COUNTY EXPRESS

Ozaukee County

83,500 residents (97% of all Ozaukee County residents) live within a seven-mile drive or taxi ride of a park and ride lot served by the Express.



EMPLOYMENT IN MILWAUKEE COUNTY SERVED BY THE OZAUKEE COUNTY EXPRESS



Milwaukee County

Many areas with the highest employment density in Milwaukee County are served by the Express or a connecting local service including approximately:

- ▶ 110,800 jobs (19 percent of all Milwaukee County jobs) within a one-half mile walk of a bus stop served by the Express
- ▶ 195,800 jobs (34 percent of all Milwaukee County jobs) within a one-quarter mile walk of a local route that connects to the Express in 15 minutes or less

TRANSIT SERVICE ALTERNATIVES OVERVIEW

Following the performance evaluation of the County's existing transit services, a series of possible alternatives for future transit services were developed. In June 2017, the County held two public meetings as well as a business-focused meeting to gather input on features that should be considered in the development of alternatives.

The following alternatives have been designed to improve the performance of the Ozaukee County Transit System based on the evaluation of the transit system's performance, and in careful consideration of the comments and ideas received from the Advisory Committee, Ozaukee County businesses, and the public.

There are three categories of alternatives summarized on the following boards:

Employment-Related Transit Services Targeting Ozaukee County Businesses

- ▶ On-Demand Services – Partnership with a Transportation Network Company (Lyft/Uber)
- ▶ On-Demand Shared-Ride Taxi
- ▶ Expanded Shared-Ride Taxi Hours
- ▶ Flexible Shuttles
- ▶ Expanded MCTS Service Including Routes 12 and 68 to Serve Key Employment Destinations
- ▶ Expand Reverse Commute Options from Milwaukee County to Ozaukee County
- ▶ Expand Outreach of Marketing of Transit Options

Ozaukee County Express Service Alternatives

- ▶ No Changes to the Ozaukee County Express
- ▶ Improvements and Funding Sources for Bus Stops within Ozaukee County
- ▶ Implement Bus on Shoulder along IH 43
- ▶ Increased Service Frequency and Service Hours
- ▶ Increase Fares at a Rate Greater than Inflation to Reduce the County's Level of Assistance
- ▶ Reduced Service on the Ozaukee County Express

Shared-Ride Taxi Service Alternatives

- ▶ No Changes to the Ozaukee County Shared-Ride Taxi
- ▶ Increase Fares at a Rate Greater than Inflation on the County Shared-Ride Taxi Service
- ▶ Merging the Ozaukee County and Washington County Shared-Ride Taxi Services

Figure H.6 (continued)

EMPLOYMENT-RELATED TRANSIT SERVICES TARGETING OZAUKEE COUNTY BUSINESSES

On-Demand Services – Partnership with a Transportation Network Company (Lyft/Uber)

On-demand transit service could be provided through a private contract with a demand-responsive transportation network company such as Lyft or Uber.

How it could work:

- ▶ An employee could arrange a ride using a smartphone with a distinct coupon code provided to employees, which would allow the County and employers to track usage.
- ▶ Specific pick-up and drop-off locations would be designated, or “geo-fenced” so that the coupon code would only work on those trips. This arrangement would ensure that employers or the County are only responsible for the costs associated with employment-related rides.
- ▶ Payment for the subsidized portion of the rides could come from the County, or directly from the employer being served.



Pros:

- ▶ Could help businesses with apprenticeships or seasonal workers
- ▶ Best serves areas with short distance trips not well served by transit
- ▶ No reservations required, lower wait times than Shared-Ride Taxi

Cons:

- ▶ High cost per trip (\$4.00 - \$5.00 more than Shared-Ride Taxi per trip) if full cost is paid by passenger
- ▶ Requires cell phone and credit card
- ▶ Vehicles unlikely to be accessible to people with disabilities

EMPLOYMENT-RELATED TRANSIT SERVICES TARGETING OZAUKEE COUNTY BUSINESSES

On-Demand Shared-Ride Taxi

This alternative would enhance the existing Shared-Ride Taxi service by providing a more demand-responsive system for employees needing transportation to or from their workplace. Two options are presented:

- ▶ **Option 1: On-demand rides provided within 2 hours of request**
 - Would reduce the required advance reservation time on the Shared-Ride Taxi from 24 hours to 2 hours
 - Projected Operating Expenses = \$542,500
 - Projected Revenue Passengers = 38,500 additional passengers
 - Projected Local Assistance = \$53,100
 - At least five new vehicles, at approximately \$89,000 each, may be needed
- ▶ **Option 2: Reservation window of 15 minutes or less**
 - Would reduce the reservation window for the Shared-Ride Taxi from the current 30-minute window to 15 minutes
 - Projected Operating Expenses = \$160,800
 - Projected Revenue Passengers = 8,900 additional passengers
 - Projected Local Assistance = \$28,600
 - Would still require a 24 hour reservation notice but could provide more flexibility to riders, including riders transferring from the Express or from MCTS routes to reach jobs in Ozaukee County
 - At least three new vehicles, at approximately \$89,000 each, may be needed

Extended Shared-Ride Taxi Hours

This alternative would extend service hours for the Shared-Ride Taxi to address a potential unmet need raised during the Advisory Committee meetings and the first round of outreach in 2017. Features of this alternative are summarized below.

- ▶ Service until 12:00 a.m. on both weekdays and weekends
- ▶ Service beginning at 4:00 a.m. on weekdays
- ▶ Projected Operating Expenses = \$133,600
- ▶ Projected Revenue Passengers = 9,800 additional passengers
- ▶ Projected Local Assistance = \$11,900



EMPLOYMENT-RELATED TRANSIT SERVICES TARGETING OZAUKEE COUNTY BUSINESSES

Flexible Shuttles

Based on input received from businesses during development of this plan, there is interest in a shuttle service to help employers in Ozaukee County attract and retain labor from Milwaukee County by improving connections between areas of higher unemployment and business parks and corridors. This alternative would include two routes with flexible service, meaning that the shuttle could deviate up to 0.75 miles from the route to provide direct access to businesses near the route.

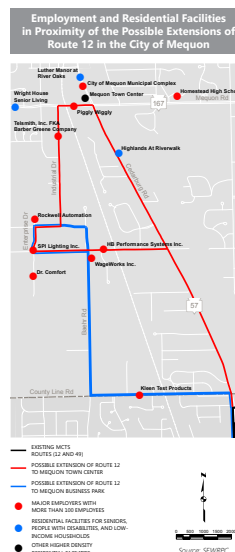
Although flexible shuttles can efficiently provide transit service to less densely developed areas by allowing a set route to be modified to respond to customer needs, these modifications may cause the service to be less viable for work trips due to the potential variability in trip times. The annual cost of the service is estimated to be approximately \$214,000 in 2022, with \$75,700 needing to be generated locally. The capital cost to purchase two mini-buses (estimated at \$55,000 each), is not included in this total.



EMPLOYMENT-RELATED TRANSIT SERVICES TARGETING OZAUKEE COUNTY BUSINESSES

Expanded MCTS Service on Route 12 to Serve Key Employment Destinations

Two potential expansions of MCTS local routes are being considered to serve Ozaukee County employers. The first expansion includes two optional extensions of MCTS Route 12 to the Mequon business park and the Mequon Town Center. The extension of Route 12 would lengthen an existing route, with one option serving both the business park and the Mequon Town Center, and the second option limiting service to the Mequon business park.



▶ Option 1 (shown in red): Extension of Route 12 to serve both the Mequon business park and Mequon Town Center

- 5:00 a.m. – 7:30 p.m.
- Service every 50 minutes
- Projected Operating Expenses = \$372,100
- Projected Revenue Passengers = 31,600
- Projected Local Assistance = \$121,900

▶ Option 2 (shown in blue): Extension of Route 12 to serve only the Mequon business park

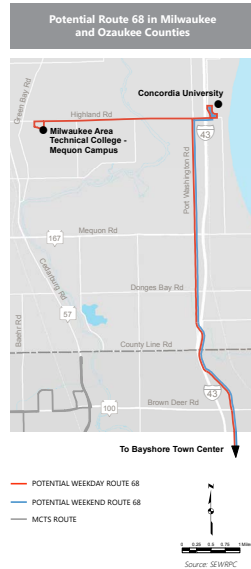
- 6:00 a.m. – 9:00 a.m. and 3:00 p.m. – 6:00 p.m.
- Service every 25 minutes
- Projected Operating Expenses = \$461,900
- Projected Revenue Passengers = 32,500
- Projected Local Assistance = \$161,100

Figure H.6 (continued)

EMPLOYMENT-RELATED TRANSIT SERVICES TARGETING OZAUKEE COUNTY BUSINESSES

Expanded MCTS Service on a new Route 68 to Serve Key Employment Destinations

The second MCTS Service expansion considered a potential new Route 68 to serve Concordia University and MATC-Mequn. This proposed new route would start at Bayshore Town Center and travel north along Port Washington Road to Highland Road. This route could replace 42U, which has historically underperformed compared to other MCTS Routes.



► Extension of Route 68 to serve Concordia University and MATC-Mequn:

- > Weekdays: 6:00 a.m. – 12:00 p.m.
- > Saturday: 6:00 a.m. – 11:00 p.m.
- > Sunday: 8:00 a.m. – 7:00 p.m.
- > Service every 30 minutes until 6:00 p.m.
- > Projected Operating Expenses = \$868,200
- > Projected Revenue Passengers = 50,300
- > Projected Local Assistance = \$318,300



OZAUKEE COUNTY EXPRESS SERVICE ALTERNATIVES

Characteristics	Actual 2015	No Change Alternative	Increased Fares	Increased Service Frequency	Reduced Service
Services Provided					
Revenue Vehicle Miles	182,900	182,900	182,900	211,100	157,900
Revenue Vehicle Hours	7,200	7,200	7,200	8,220	6,300
Revenue Passengers					
Total	92,200	110,000	107,100	116,000	108,700
Passengers per Revenue Vehicle Mile	0.51	0.60	0.59	0.23	0.69
Passengers per Revenue Vehicle Hour	12.85	15.28	14.88	13.00	5.00
Expenses and Revenues					
Operating Expenses*	\$1,253,800	\$1,592,700	\$1,592,700	\$1,695,300	\$1,502,800
Farebox Revenues*	\$196,300	\$282,700	\$292,400	\$299,200	\$279,500
Percent of Expenses					
Recovered Through Revenues	15.7	17.7	18.4	16.1	23.6
Operating Assistance					
Federal*	\$515,000	\$483,000	\$483,000	\$506,800	\$462,100
State*	\$441,300	\$407,500	\$407,500	\$445,100	\$379,000
County*	\$101,200	\$415,500	\$409,900	\$445,200	\$382,200
Total*	\$1,057,500	\$1,310,000	\$1,300,300	\$1,396,100	\$1,223,300
Per Trip Data					
Operating Expenses*	\$12.55	\$14.48	\$14.87	\$15.55	\$9.15
Farebox Revenue*	\$2.12	\$2.57	\$2.73	\$2.50	\$2.46
Total Operating Assistance*	\$11.43	\$11.91	\$12.14	\$13.05	\$6.69

* Expenses and revenues are expressed in estimated year-of-expenditure dollars.

No Changes to the Ozaukee County Express

- Serves as the base to compare remaining Ozaukee County Express service alternatives
- Fare increases of \$0.25 were assumed in 2018 and 2022, so that fare costs keep pace with inflation
- Projected Operating Expenses = \$1,592,700
- Projected Revenue Passengers = 110,000
- Projected Local Assistance = \$419,500

Increased Service Frequency and Service Hours

- Proposes two additional runs during peak ridership periods
 - > One in the morning at 6:30 a.m.
 - > One in the afternoon at approximately 4:40 p.m.
- Projected Operating Expenses = \$1,695,300
- Projected Revenue Passengers = 116,000
- Projected Local Assistance = \$449,200

Increase Fares at a Rate Greater than Inflation to Reduce the County's Level of Assistance

- Would raise fares by \$0.75 over the course of the plan
- Projected Operating Expenses = \$1,592,700
- Projected Revenue Passengers = 107,100
- Projected Local Assistance = \$409,800
- Slightly discourages ridership, resulting in 2,900 fewer revenue passengers than the "no change" alternative

Reduced Service on the Ozaukee County Express

- Eliminates a pair of round trips with less than nine passengers
- Projected Operating Expenses = \$1,502,800
- Projected Revenue Passengers = 108,700
- Projected Local Assistance = \$382,200
- Reduces schedule flexibility for passengers, including options for Milwaukee County residents working in Ozaukee County or Ozaukee County residents working in Milwaukee

EMPLOYMENT-RELATED TRANSIT SERVICES TARGETING OZAUKEE COUNTY BUSINESSES

Expanded Reverse Commute Options

If the County is interested in expanding reverse commute services from Milwaukee County to Ozaukee County, this alternative proposes three additional trips; one in the morning, one in the early afternoon, and one in the evening.

Three additional trips would serve approximately 2,300 riders. It is possible that expanded marketing and coordination with employers' shift changes could increase ridership. Ozaukee County would be responsible for approximately \$28,000 in 2022.



Washed at the Shore	5th at Highland	1st at North	Port Washington and Capitol	Griffith Commons	Griffith Park Ridge	Highland at Washburn	Port Washington Park Ridge
5:00 a.m.	5:04 a.m.	5:15 a.m.	5:23 a.m.	5:26 a.m.	5:32 a.m.	5:40 a.m.	
5:25 a.m.	5:29 a.m.	5:37 a.m.	5:43 a.m.	5:45 a.m.	5:51 a.m.	6:01 a.m.	
6:13 a.m.	6:17 a.m.	6:25 a.m.	6:31 a.m.				
7:07 a.m.			7:32 a.m.				
7:34 a.m.							

Port Washington Park Ridge	Griffith Commons	Griffith Park Ridge	Port Washington and Capitol	1st at North	5th at Highland	Washed at the Shore
2:00 p.m.	2:07 p.m.	2:19 p.m.	2:31 p.m.	2:49 p.m.	3:04 p.m.	3:10 p.m.
3:05 p.m.	3:12 p.m.	3:24 p.m.	3:36 p.m.	3:54 p.m.	4:01 p.m.	4:09 p.m.
4:07 p.m.	4:14 p.m.	4:26 p.m.	4:38 p.m.	4:56 p.m.	5:03 p.m.	5:11 p.m.
5:10 p.m.	5:17 p.m.	5:29 p.m.	5:41 p.m.	5:59 p.m.	6:04 p.m.	6:12 p.m.

*Additional proposed reverse commute trip, estimated times

Expanded Marketing of Transit Options

This alternative seeks to increase awareness about transit options in Ozaukee County by expanding the target audience to potential employers in Ozaukee County and residents in Milwaukee County. Examples of successful transit marketing campaigns are shown on the left.

One option for consideration is the hiring of a mobility manager to initiate and sustain a marketing campaign, as well as work with businesses to promote transit, analyze and evaluate transportation services, coordinate transportation services across county lines, and share information on transit services. The cost of hiring a mobility manager varies by County, organization, and experience, but could range from \$35,000 to \$60,000. Federal grants could pay for up to 80 percent of this cost.

OZAUKEE COUNTY EXPRESS SERVICE ALTERNATIVES

Improvements and Funding Sources for Bus Stops Within Ozaukee County

This alternative provides cost estimates for seven bus stop improvements along the Port Washington Road segment of Route 143, as shown on the map and photos below. The improvements would increase accessibility for all individuals using Route 143, including persons with disabilities, by providing bus pads and connecting sidewalks. The initial estimated cost is approximately \$177,000 based on previous projects completed by MCTS, although further engineering studies would be needed to refine the costs. Federal grants could pay for up to 80 percent of the costs.

POTENTIAL BUS STOP IMPROVEMENTS FOR THE OZAUKEE COUNTY EXPRESS ALONG PORT WASHINGTON ROAD IN THE CITY OF MEQUON

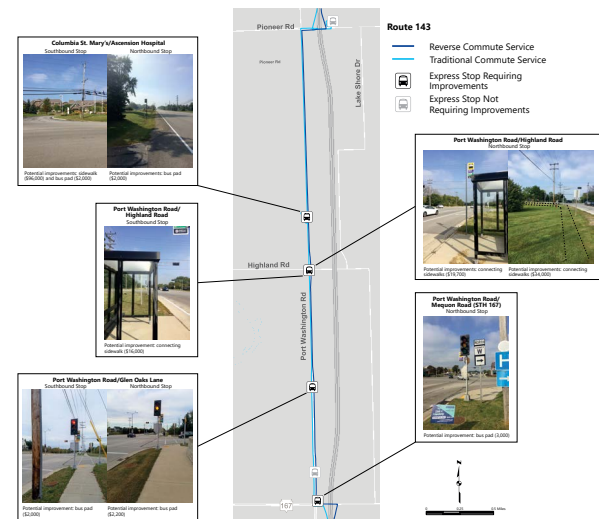


Figure H.6 (continued)

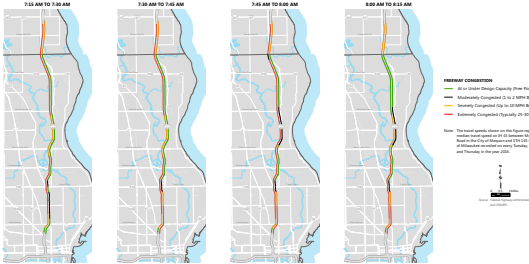
OZAUKEE COUNTY EXPRESS SERVICE ALTERNATIVES

Implement Bus on Shoulder Along IH 43

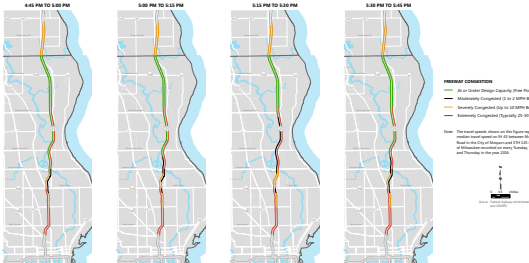
This alternative would allow buses to use the outside shoulder on IH 43 when the general traffic lanes are congested, increasing the reliability of Route 143 during peak travel times. Numerous other metropolitan areas have implemented bus on shoulder including the Chicago area, Minneapolis/St.Paul, and Denver. Generally, the shoulder is used by buses when traffic in the general travel lanes slows to less than 35 mph.

Along IH 43, there are times when the freeway speeds are extremely congested, as shown in red in the figures below. These figures indicate the potential locations and times where buses could use the shoulder on IH 43.

CONGESTION EXPERIENCED ON IH 43 ON AN AVERAGE WEEKDAY: 7:15 A.M. TO 8:15 A.M.



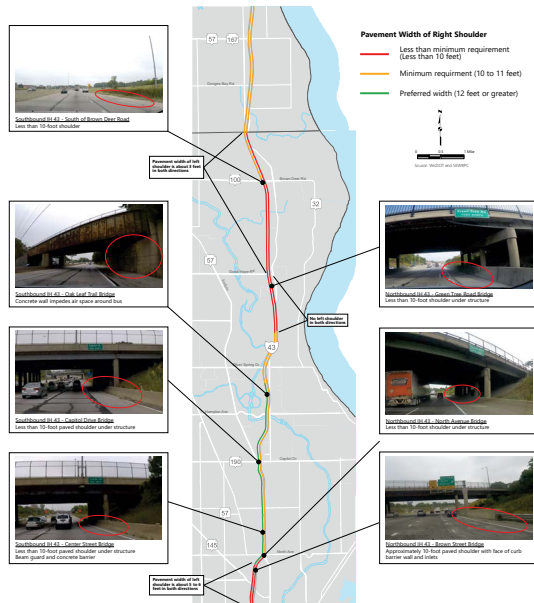
CONGESTION EXPERIENCED ON IH 43 ON AN AVERAGE WEEKDAY: 4:45 P.M. TO 5:45 P.M.



OZAUKEE COUNTY EXPRESS SERVICE ALTERNATIVES

After considering the locations and times that experience traffic congestion, Commission staff analyzed the shoulder widths and bridge alignments to identify where existing constraints could impede a bus traveling on the shoulder of IH 43. The map of geometric constraints shows the shoulder widths and structural barriers along the corridor and locations on IH 43 where the general purpose lanes could potentially be shifted to provide additional width to the right shoulder.

GEOMETRIC CONSTRAINTS FOR POTENTIAL BUS-ON-SHOULDER (BOS) ALONG IH 43



SHARED-RIDE TAXI SERVICE ALTERNATIVES

No Changes to the Ozaukee County Shared-Ride Taxi

- Shared-Ride Taxi services remain unchanged through 2022
- Fares are assumed to rise with inflation, necessitating a \$0.25 increase in 2020
- Projected Operating Expenses = \$2,134,400
- Projected Revenue Passengers = 122,900
- Projected Local Assistance = \$354,100

Increase Fares at a Rate Greater than Inflation on the County Shared-Ride Taxi Service

- Fares are increased by \$0.25 in 2018, 2019, and 2022 resulting in an increase of \$0.75 over the plan timeframe
- Projected Operating Expenses = \$2,134,400
- Projected Revenue Passengers = 116,700
- Projected Local Assistance = \$215,200
- These fare increases are estimated to reduce local assistance by \$83,400 and ridership by 8,200 passengers in 2022

Merging the Ozaukee County and Washington County Shared-Ride Taxi Services

At the request of the Ozaukee and Washington County Boards of Supervisors, Commission staff prepared a memorandum for consideration at a Joint Meeting of the Ozaukee County and Washington County Public Works Committees on November 16, 2017. The memorandum included an assessment of the benefits, costs, and impacts of merging.

Characteristics	Actual	2018	2019	2020	Average
Services Provided					
Revenue Vehicle Miles	1,151,900	1,252,200	1,342,200	1,297,200	
Revenue Vehicle Hours	54,881	59,900	64,200	62,100	
Revenue Passengers					
Total	108,500	116,600	122,900	119,000	
Passengers per Revenue Vehicle Mile	0.09	0.09	0.09	0.09	
Passengers per Revenue Vehicle Hour	1.98	1.98	1.98	1.98	
Expenses and Revenues					
Operating Expenses*	\$1,772,100	\$1,877,000	\$2,134,400	\$2,005,700	
Farebox Revenues*	\$496,500	\$549,200	\$609,600	\$579,400	
Percent of Expenses Recovered Through Revenues	28.0	29.3	28.6	28.5	
Operating Assistance					
Federal*	\$2,100	\$92,000	\$95,400	\$93,800	
State*	\$974,800	\$938,000	\$1,095,300	\$1,014,900	
County*	\$298,600	\$293,200	\$354,100	\$323,700	
Total*	\$1,275,500	\$1,323,200	\$1,545,000	\$1,432,400	
Per Trip Data					
Operating Expense*	\$16.33	\$16.10	\$17.37	\$16.73	
Farebox Revenue*	\$4.58	\$4.71	\$4.96	\$4.84	
Total Operating Assistance*	\$11.75	\$11.35	\$12.37	\$11.89	

*Expenses and revenues are expressed in estimated year-of-expenditure dollars.

Although the two Public Works Committees voted against a motion to continue investigating a regional transit partnership, the following information summarizes key points in the event a merger of the transit systems is reconsidered during the five-year planning horizon.

- Requires the creation of a transit commission
- Potential future annual ridership increases between 6,700 and 10,600 passengers as riders would have greater access to both counties' employment opportunities, medical facilities, and other resources
- Excluding any one-time startup costs and any potential savings at the contractor level or county staffing, it is estimated that merging the transit services would increase the combined costs of the counties by \$22,800 to \$36,400 annually
- Future considerations should both Ozaukee County and Washington County determine to proceed with a merger include: transfer of assets, vehicle storage, maintenance, branding, and fare structure

TELL US WHAT YOU THINK!

Now that you've reviewed the work Commission staff and the Advisory Committee have completed, help the Advisory Committee plan the future of the Ozaukee County Transit System by giving us your feedback.

Written Comments

Please use the comment cards available at this meeting to write down any comments you might have.

Verbal Comments

Please speak to the court reporter or staff member if you prefer to provide verbal comments.

More Information and Other Ways to Comment

If you would prefer to comment at a later time, please submit comments using one of the following ways:

- Plan Website: www.sewrpc.org/OzaukeeTransit
- E-mail: ozaukeetransitplan@sewrpc.org
- Mail: P.O. Box 1607, Waukesha, WI 53187-1607
- Fax: (262) 547-1103

Please Submit Your Comments by Monday, March 19, 2018

All comments submitted by March 19, 2018, will be entered into the public record, and will be considered when developing a recommended Ozaukee County public transit plan for 2019 – 2023.



Figure H.7
Summary of Alternatives Distributed at the Public Meetings

COMPARISON OF POTENTIAL ALTERNATIVES FOR OZAUKEE COUNTY BUSINESSES

Employment-Related Transit Services Targeting Ozaukee County Businesses		
Alternative	Summary of Transit Alternative	Service Details
On-Demand Partnerships (Lyft/Uber)	<ul style="list-style-type: none"> • Use app to request when needed • Average trips would total \$7.00 – \$10.00 	<ul style="list-style-type: none"> • Businesses can designate locations for pick-up and drop-off using promo code (e.g., geofence) • Could help businesses with apprenticeships or seasonal workers
On-Demand Shared-Ride Taxi	<ul style="list-style-type: none"> • Expansion of current Shared-Ride Taxi service 	<ul style="list-style-type: none"> • Request service within 2 hours of request • Reservation window of 15 minutes or less • Could accommodate more timely service for businesses
Extended Shared-Ride Taxi Hours	<ul style="list-style-type: none"> • Potential new hours: <ul style="list-style-type: none"> ◦ Monday – Friday: 4:00 a.m. – 12:00 a.m. ◦ Saturday: 8:30 a.m. – 12:00 a.m. ◦ Sunday: 8:00 a.m. – 12:00 a.m. 	<ul style="list-style-type: none"> • Two extra vehicles and drivers would need to be available during new hours • Could serve potential business needs for early and late shift changes
Flexible Shuttles	<ul style="list-style-type: none"> • Connects to MCTS local bus service • Two routes with deviations up to 0.75 miles • Service from 5:00 a.m. to 8:00 p.m. • Would serve key employers and destinations 	<ul style="list-style-type: none"> • Passengers board at designated stops according to schedule • Can request deviations to route • Two routes envisioned with connections to MCTS • Best for non-emergency medical, shopping or social trips
MCTS Route Extensions	<ul style="list-style-type: none"> • Two extensions of Route 12: one would serve Mequon business park and Mequon Town Center; the second would serve only the Mequon business park • Route 68 extension would serve Concordia and MATC-Mequon 	<ul style="list-style-type: none"> • Route 12 extension could operate during morning and afternoon, but could be tailored to shift changes • Route 68 could replace 42U
Reverse Commute Expansion on the Ozaukee County Express	<ul style="list-style-type: none"> • Three additional reverse commute trips: <ul style="list-style-type: none"> ◦ One at 5:00 a.m. ◦ Two between 2:00 p.m. and 5:00 p.m. 	<ul style="list-style-type: none"> • Would serve approximately 2,300 additional riders in 2022 • Ridership could be increased with expanded marketing and collaboration with employers
Expanded Marketing of Transit Options	<ul style="list-style-type: none"> • Leverage existing events and programs to increase awareness • Would require more staffing 	<ul style="list-style-type: none"> • A "mobility manager" could help inform employers and potential employees of transit options

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Figure H.7 (continued)

COMPARISON OF POTENTIAL ALTERNATIVES FOR OZAUKEE COUNTY BUSINESSES

Ozaukee County Express Service Alternatives		
Alternative	Summary of Transit Alternative	Service Details
No Changes to the Ozaukee County Express	<ul style="list-style-type: none"> Continue to operate as is 	<ul style="list-style-type: none"> Fare increases of \$0.25 assumed in 2018 and 2022 to keep pace with inflation Ridership expected to stay consistent at 110,000
Improvements and Funding Sources for Bus Stops	<ul style="list-style-type: none"> Seven bus stop improvements along Port Washington Road segment of Route 143 	<ul style="list-style-type: none"> Increase accessibility by providing bus pads and connecting sidewalks Initial estimate of \$178,000
Implement Bus Shoulder	<ul style="list-style-type: none"> Allow buses to use the outside shoulder on IH 43 during traffic congestion 	<ul style="list-style-type: none"> Increase the reliability of Route 143 during peak times
Increased Service Frequency and Service Hours	<ul style="list-style-type: none"> Two additional runs during peak ridership periods—one in the morning and one in the afternoon 	<ul style="list-style-type: none"> Could add 6,600 riders in 2022 Expected additional cost of \$102,600 with local share increase estimated at \$29,700
Increase Fares on the Ozaukee County Express	<ul style="list-style-type: none"> Increase at a rate greater than inflation to reduce the County's level of assistance 	<ul style="list-style-type: none"> Raising fares by \$0.75 would reduce level of assistance by approximately \$10,000 by 2022 Would discourage ridership, resulting in 2,900 fewer revenue passengers
Reduced Service	<ul style="list-style-type: none"> Eliminate a pair of round trips with less than nine passengers per run 	<ul style="list-style-type: none"> Could reduce local operating assistance by \$37,000

Shared-Ride Taxi Service Alternatives		
Alternative	Summary of Transit Alternative	Service Details
No Changes to the Ozaukee County Shared-Ride Taxi	<ul style="list-style-type: none"> Continue to operate as is 	<ul style="list-style-type: none"> Fare increase assumed in 2020 to keep pace with inflation Ridership increase by 19 percent to 122,900 in 2022 due to employment growth and expected increases in the senior population
Increase Fares on the Ozaukee County Shared-Ride Taxi	<ul style="list-style-type: none"> Increase at a rate greater than inflation to reduce the County's level of assistance 	<ul style="list-style-type: none"> Raising fares by \$0.75 would reduce level of assistance by approximately \$83,400 by 2022 Would discourage ridership, resulting in 8,200 fewer revenue passengers in 2022
Merge Shared-Ride Services	<ul style="list-style-type: none"> Merge the Ozaukee County and Washington County shared-ride taxi services Neither County is pursuing at this time 	<ul style="list-style-type: none"> Annual ridership increases between 6,700 and 10,600 passengers Would require the creation of a transit commission

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