

RACINE COUNTY PUBLIC TRANSIT PLAN: 2013-2017



Transit Service Improvement Alternatives

NEWSLETTER 2

FEBRUARY 2013

Racine County, the City of Racine, and the Southeastern Wisconsin Regional Planning Commission (SEWRPC) are jointly preparing a short-range, five-year plan for public transit in Racine County. Alternatives for improving transit service in the City and County have been developed and are summarized in this newsletter. Public comments on these alternatives submitted by Friday, March 8, 2013, will be considered when developing a final recommended Racine County public transit plan.

See the last page of this newsletter for more information about the plan, upcoming public meetings, and how to comment on the alternatives.

STEPS COMPLETED TO DATE

- Evaluate the performance of the City of Racine Belle Urban System (BUS);
- Evaluate other public and human services transportation provided in Racine County;
- Identify the unmet transit travel needs for trips within Racine County and to/from other counties;
- Develop and evaluate transit service improvement alternatives for the BUS that address the performance evaluation, including unmet transit service needs; and
- Develop and evaluate transit service improvement alternatives for the remainder of the County outside the BUS service area, to address unmet transit needs.

NEXT STEPS

- Obtain public input on the transit service improvement alternatives; and
- Prepare a final recommended transit service improvement plan for Racine County over the next five years.

RACINE COUNTY TRANSIT PLAN WORKGROUP

The Racine County Public Transit Plan is being developed under the guidance of a Workgroup formed specifically for the plan. Representatives from all units of government in Racine County and a wide variety of agencies and populations with an interest in transportation in the County have been invited to participate in the Workgroup. A list of the agencies and organizations can be found on the plan website: www.sewrpc.org/racinetransitplan.

WHAT'S INSIDE

This newsletter presents a summary of **alternatives for improving public transit service** in the City of Racine and Racine County.

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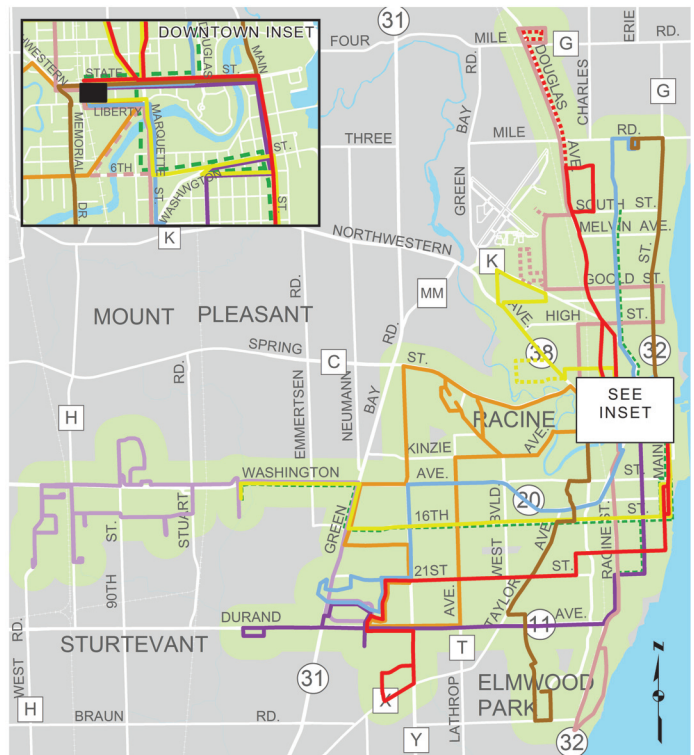
EXISTING TRANSIT SERVICES

City of Racine Belle Urban System

Map 1 shows the current Belle Urban System (BUS) routes. The BUS operates eight regular bus routes, several peak-hour routes, and paratransit service for disabled persons unable to use the regular routes. Almost all regular routes meet at the Corinne Reid-Owens Transit Center on a “pulse” schedule to allow transfers between routes. The regular routes operate between 5:10 a.m. and 10:10 p.m. on weekdays, between 5:40 a.m. and 6:40 p.m. on Saturdays, and between 9:40 a.m. and 6:40 p.m. on Sundays. Most buses arrive every 30 minutes during peak periods, and between 30 and 60 minutes during off-peak periods, evenings, and weekends.

Map 1

EXISTING BUS ROUTES



REGULAR BUS ROUTES

— ROUTE NO. 1	— ROUTE NO. 7	■ TRANSIT CENTER
— ROUTE NO. 2	— ROUTE NO. 27	■ 1/4-MILE WALK ACCESS
— ROUTE NO. 3	— ROUTE NO. 86	
— ROUTE NO. 4	- - - ROUTE NO. 30	
— ROUTE NO. 5		

Source: City of Racine Department of Transportation and SEWRPC.

The City's Dial-A-Ride Transport (DART) provides Federally-mandated demand-response transportation services within 3/4 mile of a fixed BUS route to people who cannot use the City's fixed-route service due to a physical

or mental impairment. DART paratransit is funded through operating revenues, local funds, and Federal and State urban transit operating assistance funds. The service is available during the same hours as the regular BUS routes.

County Transportation Services

The Racine County Human Services Department provides demand-response transportation to seniors and disabled persons outside the DART service area, and to seniors within the DART service area. The service operates on weekdays between 5:30 a.m. and 6:00 p.m. The County also runs a Burlington area shuttle service through the Shuttling People Around Racine County (SPARC) program. The Burlington SPARC route operates on weekdays between 9:00 a.m. and 3:00 p.m. The County contracts with First Transit to operate the demand-response service and with Kenson Enterprises to operate the SPARC program. The services are funded through operating revenues, County funds, Federal Section 5317 “New Freedom” funds, and the County's allocation of State Section 85.21 specialized transportation assistance funds.

Inter-County Transportation Services

Wisconsin Coach Lines (WCL) currently operates a commuter bus route between the Cities of Kenosha, Racine, and Milwaukee. The route includes seven round-trips on weekdays between 5:15 a.m. and 10:30 p.m., focused on the morning and afternoon peak periods, and six round-trips between 8:15 a.m. and 10:37 p.m. on Saturdays and Sundays. The WCL route is funded through operating revenues and the State urban mass transit operating assistance program. WCL recently made three service changes to the route:

- Reduced weekday round-trips from eight to seven,
- Eliminated service to UW-Milwaukee, and
- Began serving UW-Parkside on two weekday round-trips.

UW-Parkside, located in Kenosha County, currently operates a campus shuttle for its students and staff, which includes two round-trips between the campus and the McDonald's at Taylor Ave. and Meachem Rd. in the City of Racine. This service is offered on weekdays when class is in session.

PRELIMINARY RECOMMENDED ALTERNATIVE FOR THE CITY OF RACINE BELLE URBAN SYSTEM

Map 2 below shows the proposed BUS routes under the Workgroup's preliminary recommended alternative for the City of Racine. The alternative system is “financially-constrained”, keeping the local share of the needed annual operating assistance between about \$1.52 and \$1.65 million over the five-year planning period.

The proposed changes would make the BUS more efficient by combining and realigning poor-performing routes. The proposed changes would also result in a more understandable midday schedule and significantly reduced layover times during evenings and weekends.

Proposed Changes to BUS Routes

The alternative system would keep the same reduced service hours that were established in January 2012. On weeknights, the last trips would leave the Transit Center at 9:10 p.m. On Saturdays and Sundays, the last trips would leave the Transit Center at 6:10 p.m.

To easily identify where routes are proposed to change under the alternative system, the existing legs of Routes 1 through 5—which generally run north to south through the Transit Center—were labeled based on whether they run *north* (Routes 1N through 5N) or *south* (Routes 1S through 5S) of the Transit Center. The primary changes to route alignments include:

- Remove Route 1N loop on South St., Charles St., and Carlton Dr., and modify the route to serve Horlick High School and Rapids Plaza.
- Combine Routes 2N and 5N and Routes 2S and 5S (new route legs labeled 25N and 25S).
- Modify Route 3N to serve St. Mary's hospital.
- Modify Route 4N to serve downtown.
- Convert Route 86 from a one-way loop to a two-way out-and-back route (“Route 6”).
- Establish a southwest transfer point at Regency Mall for transfers between Routes 4S, 6, 7, and 27.

These changes, along with other minor route changes, equalize route lengths so each regular route will take

Each regular route will take 30 minutes to get from the Transit Center to its endpoint, then 30 minutes back to the Transit Center.

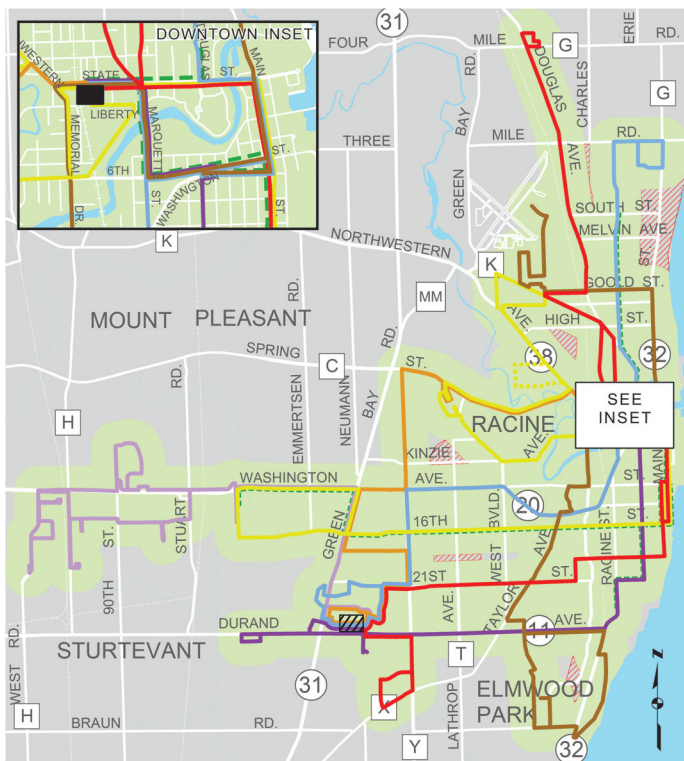
30 minutes to get from the Transit Center to its endpoint, then 30 minutes back to the Transit Center. Nearly all regular routes would run every 30 minutes during peak periods and every 60 minutes during off-

peak periods and on weekends (except Route 6, which would operate every 60 minutes all day). These service frequencies would allow the routes to “pulse” at the Transit Center on each trip. Transfers between routes would also be improved by constructing the proposed southwest transfer point.

Although the alternative system does not include changes to Route 27 (which was changed in fall 2012), BUS staff intends to monitor the route’s performance and decide whether to change or expand the route.

Map 2

ALTERNATIVE BUS ROUTES



REGULAR BUS ROUTES

- | | | | |
|--|----------------------|--|---|
| | ROUTE NO. 1N OR 1S | | TRANSIT CENTER |
| | ROUTE NO. 25N OR 25S | | PROPOSED SOUTHWEST TRANSFER POINT |
| | ROUTE NO. 3N OR 3S | | AREAS THAT WOULD LOSE TRANSIT SERVICE UNDER THE ALTERNATIVE |
| | ROUTE NO. 4N OR 4S | | 1/4-MILE WALK ACCESS |
| | ROUTE NO. 6 | | |
| | ROUTE NO. 7 | | |
| | ROUTE NO. 27 | | |
| | ROUTE NO. 30 | | |

Source: City of Racine Department of Transportation and SEWRPC.

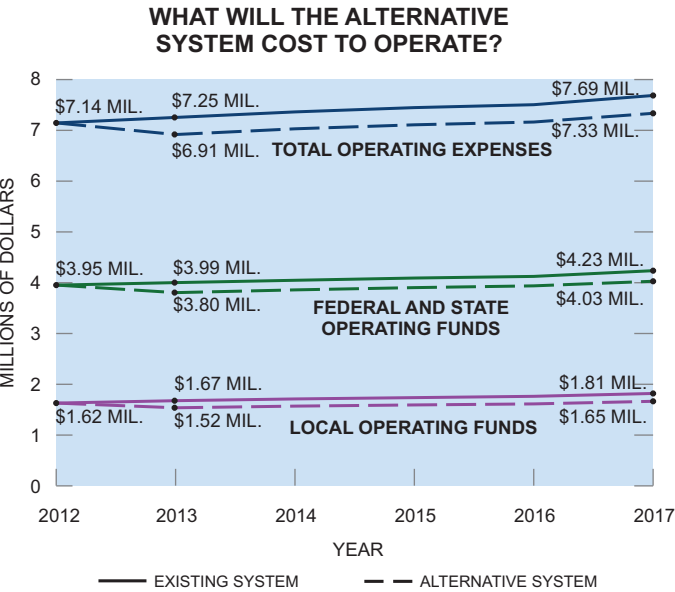
PRELIMINARY RECOMMENDED ALTERNATIVE FOR THE CITY OF RACINE BELLE URBAN SYSTEM

Performance Measures and Costs

Overall, the transit system's annual revenue hours would be slightly reduced—from 81,200 revenue hours in the system's 2012 budget to 77,000 under the alternative system.

The alternative system would save about \$340,000 in total operating costs in its first full year.

Ridership is assumed to modestly increase by 1 percent per year—from about 1.06 million revenue passengers in 2012 to about 1.11 million in 2017. Compared to continuing with existing service levels, the alternative system would save about \$340,000 in total operating costs and \$150,000 in required local operating assistance in its first full year.



Source: SEWRPC.

Capital Needs

The alternative system does not require any additional capital investment over the existing system. Over the five-year planning period, the following significant capital investments are planned:

- Maintain its existing fleet of 35 heavy-duty buses by replacing a total of 20 buses.
- Replace seven existing paratransit buses (in service since 2009) with new paratransit buses.
- Lease/purchase land at Regency Mall for a small transfer facility.
- Make various repairs, renovations, and upgrades to BUS facilities.

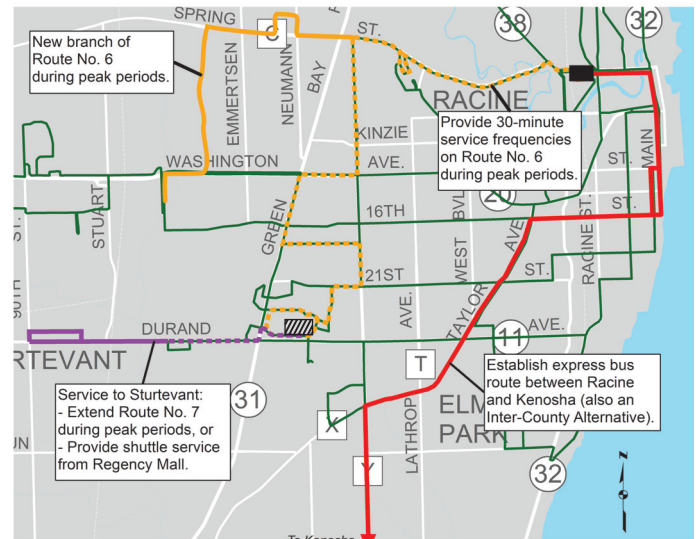
Over five years, 80 percent of these capital costs could be funded by a total of about \$8.8 million in Federal funds, with the City of Racine providing a local share of \$2.2 million.

Options if Operating Funding Levels Change

While the alternative system assumes essentially flat operating funding levels, it recognizes that future funding levels may change. Map 3 shows several possible service improvements that the City could consider if more funding becomes available. These improvements combined would cost about \$1.2 million more to operate annually, requiring \$1.0 million more in net operating assistance.

Map 3

POTENTIAL BUS SERVICE IMPROVEMENTS IF MORE FUNDING BECOMES AVAILABLE



- NEW ROUTE NO. 6 BRANCH
- 30-MIN. PEAK HEADWAYS ON ROUTE NO. 6
- ROUTE NO. 7 EXTENSION
- SHUTTLE FROM REGENCY MALL
- NEW EXPRESS BUS SERVICE
- ROUTES UNDER ALTERNATIVE
- TRANSIT CENTER
- PROPOSED SOUTHWEST TRANSFER POINT

Source: SEWRPC.

If local funding levels need to be reduced, the City could consider these service reductions or fare increase:

- Eliminate Route 25N/25S on Saturdays.
- Eliminate Route 1S after 6:30 p.m. on weeknights.
- Eliminate Route 1S on Saturdays and/or Sundays.
- Increase cash fares by \$0.25 (about 12 percent).

These options combined would reduce the alternative system's needed net operating assistance by about \$400,000. If even more severe funding cuts are faced, another option would be to cut back routes that run every 30 minutes during peak periods to run every 60 minutes all day. If done on all routes, total operating assistance would be reduced by about \$720,000 in the first year, with local assistance reduced by about \$240,000. As a less drastic option, the City could also select individual routes to cut back to 60 minutes all day, based on performance.

RACINE COUNTY TRANSIT ALTERNATIVES

Three alternatives for transit service were developed for Racine County to address an identified need for affordable transportation services with fewer eligibility restrictions. The County could choose to implement any or all of these alternatives, or to maintain existing services.

RACINE COUNTY TRANSIT ALTERNATIVES

1 – Expand/Coordinate Existing Services

2 – Public Shared-Ride Taxi

3 – Vanpools

Alternative 1: Expand/Coordinate Existing Services

Three ways to better coordinate and expand access to existing transportation services were developed:

- Sub-alternative 1A: West of IH 94, expand eligibility for the County's demand-response service—currently limited to seniors and disabled persons—to anyone who receives assistance from County agencies (except Medicaid-funded non-emergency transportation).
- Sub-alternative 1B: East of IH 94, combine the City DART paratransit and County demand-response services into a single service for seniors and disabled persons. The service hours would mirror the BUS service hours. Fares would be \$3.00 each way for most trips.
- Sub-alternative 1C: Continue to operate the existing County shuttle service (Burlington SPARC), refine as needed, and operate the service as public transit.

Analysis and Conclusions for Alternative 1

Under Sub-alternative 1A, expanding eligibility for the County's demand-response service would more than double ridership, which would require significantly more vehicle hours of service and cause annual operating expenses to increase by about 2.5 times by 2017. The service would not be eligible for Federal and State transit operating funds, so higher levels of State Section 85.21 and County funding would be needed.

Under Sub-alternative 1B, combining the City DART paratransit and County demand-response transportation service east of IH 94 would benefit seniors and disabled persons by providing a convenient, one-stop transportation service. Total ridership would be expected to slightly increase and utilizing only one operator would improve efficiency. However, combining City and County paratransit services east of IH 94 would be a

Combining City and County paratransit services would be a complex task. A potential first step would be an integrated call center.

complex task. A potential first step towards more coordination would be to establish an integrated call center, providing a single point of contact for information on both the City and County services.

Under Sub-alternative 1C, operating the shuttle service to serve trips made by the general public—in addition to trips made by seniors and disabled persons—would make the service eligible for Federal and State rural transit operating funds. This eligibility would require the operator to purchase and use vehicles that are accessible to disabled persons. Overall, this Federal and State funding would limit the amount of County funding needed, while still allowing the County to improve the shuttle service. It would also allow the County to set aside some State Section 85.21 funding to purchase vehicles for the County's various transportation services.



Operating the County shuttle service as public transit would make the service eligible for Federal and State rural transit operating assistance funds.

RACINE COUNTY TRANSIT ALTERNATIVES

Alternative 2: Public Shared-Ride Taxi West of IH 94

This option would replace the County's eligibility-limited (seniors and disabled persons only) demand-response transportation service with a shared-ride taxi program that anyone could use. The shared-ride taxi service would have the same service area as the existing eligibility-limited service (any trips with one trip end west of IH 94, including out-of-county medical trips) and would operate weekdays from 5:00 a.m. to 7:00 p.m. and Saturdays from 5:00 a.m. to 6:00 p.m. Adult one-way fares would range from \$4.00 to \$7.75, with discounts for students, seniors, and disabled persons.

WHAT IS SHARED-RIDE TAXI?

Shared-ride taxi is a curb-to-curb or door-to-door transit service open to the general public. Shared-ride taxi is usually provided using small vehicles, such as automobiles, vans, or small buses. As the term indicates, passengers share a vehicle for at least part of their trip. Dispatch handles service requests like a conventional taxicab service. Good examples of county-run shared-ride taxi services in southeastern Wisconsin are the services operated by Ozaukee and Washington Counties.

Analysis and Conclusions for Alternative 2

Replacing the current, eligibility-limited demand-response transportation service with a public shared-ride taxi program would likely more than triple ridership,

A shared-ride taxi program may eventually require a much higher County contribution than the existing service.

which would require significantly more vehicle hours of service and cause annual operating expenses to nearly quadruple by 2017. Since shared-ride taxi would be a public transit service, it would be eligible for Federal and State rural transit operating funds, reducing the initial amount of State Section 85.21 and County funding needed. However, as ridership, service levels, and the associated operating costs increase, the needed State Section 85.21 and County funding would return to about existing levels by 2017. Based on the experiences of Ozaukee and Washington Counties, which currently operate rural shared-ride taxi services, a shared-ride taxi program would eventually require a much higher County contribution than the existing service.

Alternative 3: Vanpools for Commuter Trips

Two ways to form a vanpool program were evaluated in which volunteer drivers would provide group transportation for long work-trip commutes (over 15 miles each way) starting or ending in the County:

- Sub-alternative 3A: County-run vanpool program.
- Sub-alternative 3B: Privately-run vanpool program.

WHAT IS A VANPOOL?

Vanpools are for workers with long commutes who cannot use public transportation or find it inconvenient to do so. They consist of groups of five to 15 people commuting together to and from work. Each member contributes to the cost of operating the van. One member volunteers to drive, usually in exchange for reduced monthly fees. Typically, the vans are owned by a third party, such as a government agency, an employer, or a private vanpool operator.

Vanpools are most useful to a narrowly-defined market:

- Workers whose commutes are longer than 15 miles;
- Workers who share a single employer or who work in an area with a concentrated group of employers with similar shift start-and-end-times;
- Workers who live near each other or who can travel to a common departure point (such as a park-ride lot).

Analysis and Conclusions for Alternative 3

Under Sub-alternative 3A, a County-funded vanpool program would be administered by County staff, with the County purchasing vans using Federal transit capital assistance funds which cover 80 percent of the vehicle costs. Fees charged to the vanpool users would cover the operating costs and the County's share of the cost to purchase additional or replacement vans.

Under Sub-alternative 3B, a private vanpool operator would provide vans and administer the vanpool program, using fees charged to the vanpool users to cover their own costs. Monthly user fees would be significantly higher under a private vanpool provider, because it would not receive Federal assistance for purchasing vehicles. To reduce these user fees, the County could contribute funding, or partner with employers willing to contribute funding, to cover part of the cost of the service.

RACINE COUNTY TRANSIT ALTERNATIVES

Discussion of Transit Service Alternatives for Racine County

The following should be considered with respect to the transit service alternatives proposed for Racine County:

1. *Purchasing Vehicles for County Transit Services:*

Racine County could consider purchasing the vehicles used for providing all County-funded transit services. The vehicle purchases would be eligible for Federal capital assistance that could cover 80 percent of the cost. Three advantages of Racine County purchasing vehicles needed for County-funded transit services are:

- The County could negotiate lower rates with the services' contract operators.
- There is a potential to increase competition for service contracts, which could decrease the costs for the service contract.
- Federal capital assistance could cover 80 percent of vehicle purchase costs, while Federal and State operating assistance covers only about 50-60 percent of operating expenses.

2. *Long Term Costs of Shared-Ride Taxi:* Sub-alternative 1A and Alternative 2 provide two options for demand-response public transit service in western Racine County. The shared-ride taxi program under Alternative 2 would provide a service open to everyone west of IH 94 and may have lower costs to the County in the short term. However, operating costs would likely grow for several years beyond the five-year planning period, because service levels would need to increase to accommodate increased ridership. This trend was seen by public shared-ride taxi services operated by Ozaukee and Washington Counties.

3. *Advantages/Drawbacks of Combined City/County Paratransit:*

Combining City and County demand-response paratransit service east of IH 94 (Sub-alternative 1B) could be done similar to Kenosha County. Short-term local and County funding would not be expected to increase, although there is potential for funding to increase if demand increases significantly. A combined service has the following advantages:

- Should benefit seniors and persons with disabilities who need transportation in eastern Racine County by providing a convenient, one-stop transportation service—one telephone number and one provider.
- More efficient since many of the County's demand-response passenger trips start or end within the BUS service area.

However, there are also drawbacks:

- If operated by drivers for the BUS, cost savings from a more efficient one-stop service would be cancelled out due to higher unit operating costs for the City DART paratransit service than for the current County service.
- Reaching agreement between the City and County on how to combine funding for the joint paratransit service could be a very complex task.

Which Transit Services can Racine County Afford?

The estimated costs of the alternatives presented in this section of the newsletter indicate that there may be enough funding from the existing County levy, the County's State Section 85.21 allocation, and Federal transit funding sources to adequately fund a number of the Racine County alternatives. For example, the County could implement the following three initiatives (while maintaining its existing eligibility-limited demand-response transportation service west of IH 94):

- Sub-alternative 1B: Combine City/County paratransit east of IH 94;
- Sub-alternative 1C: Continue/refine shuttle service and operate service as public transit; and
- Alternative 3: Vanpools.

By 2017, all four services would require an estimated \$332,000 in State Section 85.21 funds, which is well below

There may be enough funding to adequately fund a number of the Racine County alternatives.

the \$436,000 in State Section 85.21 funds expected to be available to the County in 2017. The total estimated County share of funds would be about \$64,000 by 2017—about the same as the existing \$62,000 in 2011.

Again assuming implementation of the three initiatives above, the County could also replace its existing eligibility-limited demand-response transportation service west of IH 94 with either Sub-alternative 1A or Alternative 2. However, implementing Sub-alternative 1A (expand eligibility to clients of County Human Services) or Alternative 2 (shared-ride taxi open to anyone) would be expected to require a significant increase in County funding. Sub-alternative 1A would require annual County funding to increase from \$62,000 to \$103,000 by 2017. Alternative 2, due to the availability of Federal and State funding, would not increase County funding by 2017, but would be expected to significantly increase County funding beyond 2017 as ridership grows.

INTER-COUNTY TRANSIT ALTERNATIVES

Four alternatives were developed for better connecting Racine County residents and activity centers to adjacent counties. The City and County could choose to implement any combination of these alternatives, or to maintain existing services.

- INTER-COUNTY TRANSIT ALTERNATIVES**
- 1 – Increased Commuter Bus Frequency
 - 2 – Public Transit to UW-Parkside
 - 3 – Kenosha-Racine Express Bus
 - 4 – Burlington-Milwaukee Commuter Bus

Alternative 1: Increase Service Frequency on the Milwaukee-Racine-Kenosha Commuter Bus Route

This option would include the following changes to the existing WCL commuter bus route:

- Increased weekday service frequency from seven to 10 round-trips:
 - Northbound one-way trips: one more in the morning and two more in the afternoon, and
 - Southbound one-way trips: one more in the midday and two more in the evening.
- A slight route alignment change to directly serve Gateway Technical College in Racine (shown on Map 4).

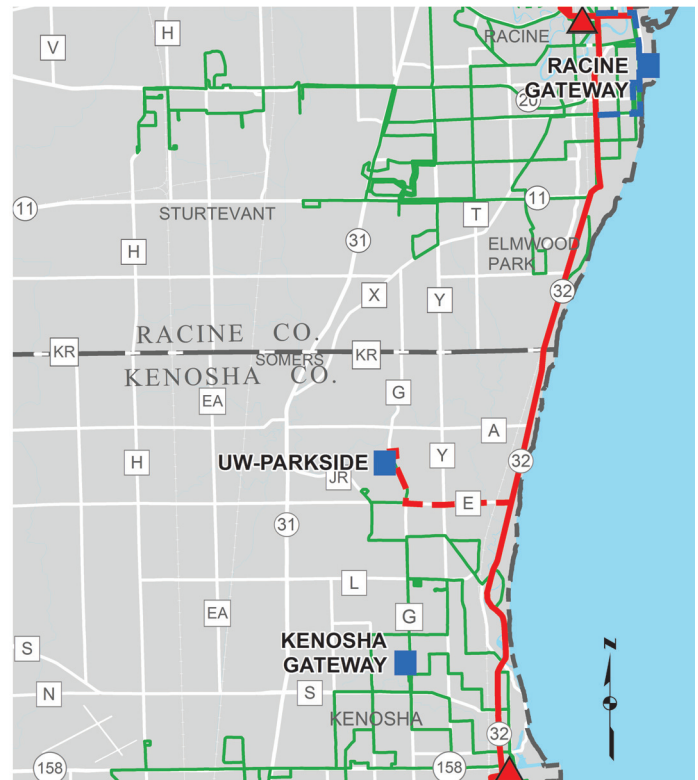
	<u>Year 2017 Estimates</u>		
	<u>Ridership</u>	<u>Operating Expenses</u>	<u>Local Funding*</u>
Existing	76,900	\$1.44 million	\$0.47 million
Alternative 1	96,100	\$1.98 million	\$0.67 million

*Local funding from WCL or Cities of Kenosha and Racine.

Alternative 1 would provide additional service to Milwaukee and Kenosha and increase travel options for City of Racine and Racine County residents at times when there is an apparent need for more frequent service. However, given current financial constraints, the increased local funding required to increase the service frequency may not be available. Regardless of whether or not the service frequency is increased, the City of Racine should consider taking steps to integrate the route with existing BUS routes in order to promote coordination between commuter and local transit services and make each easier and more attractive to use.

Map 4

INCREASE SERVICE FREQUENCY OF MILWAUKEE-RACINE-KENOSHA COMMUTER BUS ROUTE (ALTERNATIVE 1)



- ALTERNATIVE FOR INCREASING SERVICE FREQUENCY OF MILWAUKEE-RACINE-KENOSHA COMMUTER BUS ROUTE**
- — — ALIGNMENT CHANGE UNDER ALTERNATIVE 1
- EXISTING TRANSIT SERVICES**
- EXISTING LOCAL BUS ROUTES
 - EXISTING COMMUTER BUS ROUTE
 - - - EXISTING EXTENSION TO UW-PARKSIDE
- COLLEGES AND UNIVERSITIES
 - ▲ BUS TRANSIT CENTER

Source: SEWRPC.

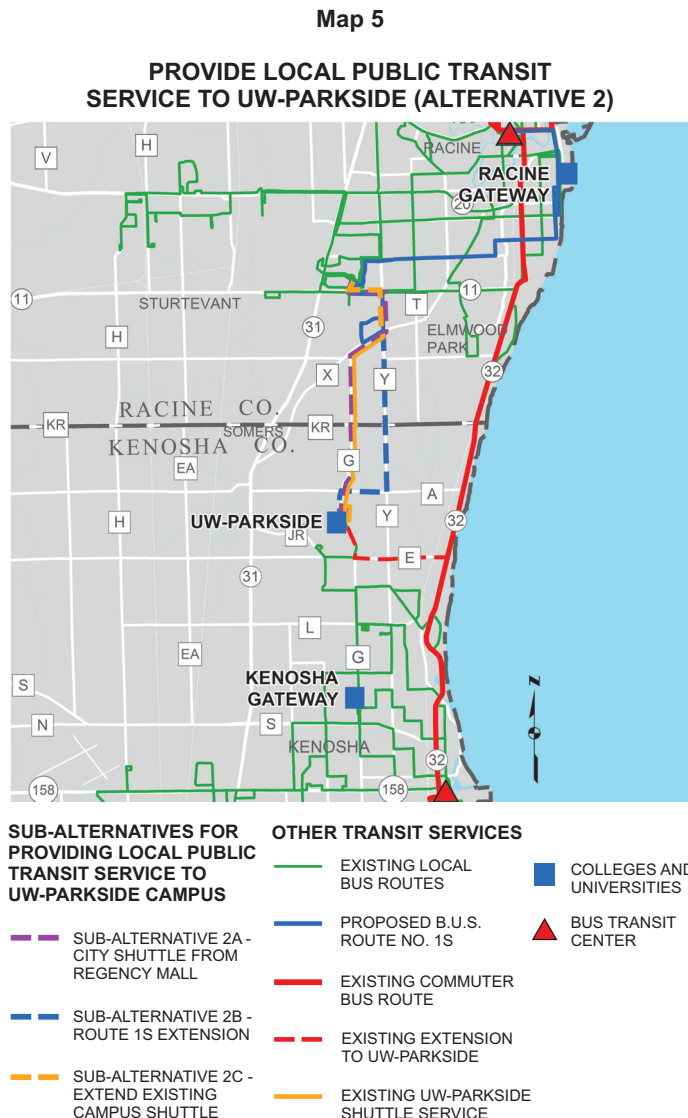
INTER-COUNTY TRANSIT ALTERNATIVES

Alternative 2: Provide Local Public Transit Service to UW-Parkside

Two ways to provide local public transit service to the UW-Parkside campus and one way to enhance the existing University shuttle service were developed:

- Sub-alternative 2A: Operate a shuttle between Regency Mall and UW-Parkside using a BUS paratransit vehicle.
- Sub-alternative 2B: Extend the proposed BUS Route 1 to serve UW-Parkside.
- Sub-alternative 2C: Extend and increase the existing UW-Parkside shuttle service.

Map 5 below shows the proposed alignments for each of the sub-alternatives.



Source: SEWRPC.

Under Sub-alternative 2A, the City would operate shuttle service between Tallent Hall and the proposed southwest transfer point at Regency Mall. The shuttle would replace the existing campus shuttle's two round-trips per weekday with six round-trips, and would be operated using a BUS paratransit vehicle and driver. The shuttle trips would run every two hours on weekdays when classes are in session and would meet BUS routes at transit “pulse” transfer times.

Under Sub-alternative 2B, the proposed extension of BUS Route 1 would provide frequent local bus service to UW-Parkside's Tallent Hall, permitting transfers between the proposed BUS Route 1 and Kenosha Area Transit (KAT) Route 1, which already serves UW-Parkside. Service to UW-Parkside would be operated between 7:00 a.m. and 6:00 p.m. on weekdays when classes are in session (15.5 weekday round-trips).

Under Sub-alternative 2C, the City would work with UW-Parkside to enhance the existing campus shuttle service, with the University implementing a 1.2-mile extension north to the southwest transfer point and one additional round-trip during the midday period, for a total of three weekday round-trips.

All three sub-alternatives would improve connections to BUS routes by providing service to the proposed southwest transfer point. A higher frequency service, like that under the extended BUS Route 1, would better serve both students needing transportation between the City and UW-Parkside and individuals who need to continue on to the KAT system. A lower frequency, like that of either a City or increased University shuttle service, would limit the ability to provide convenient transfers to KAT routes.

However, extending BUS Route 1 would require additional funding. It may also cause operational difficulties because the route would be longer (90 minutes round-trip from the Transit Center to UW-Parkside and back to the Transit Center) than other BUS routes (60 minutes round-trip from the Transit Center to each route’s endpoint and back to the Transit Center). It should be noted that any improved service to UW-Parkside would require collaboration between the City and University in terms of how the service is operated and funded.

	Year 2017 Estimates		
	Ridership	Operating Expenses	Local Funding*
Existing	600	\$ 12,200	\$12,200
Sub-alt. 2A	1,600	\$ 30,700	\$12,900
Sub-alt. 2B	3,400	\$160,500	\$74,500

*Local funding from UW-Parkside or local/County government.

INTER-COUNTY TRANSIT ALTERNATIVES

Alternative 3: Establish Express Bus Service between the Cities of Racine and Kenosha

Under Inter-County Alternative 3, the Cities of Racine and Kenosha would jointly establish and contract for an express bus service between the two Cities (see Map 6). The route would serve major public higher education institutions, including the Gateway Technical College campuses in Racine and Kenosha and the UW-Parkside campus in Kenosha County. On the proposed service, 16 round-trips would be operated between 7:00 a.m. and 7:00 p.m. on weekdays, with peak service frequencies of 30 minutes and off-peak service frequencies of 60 minutes. Fares would be \$2.25 each way.

WHAT IS EXPRESS BUS?

Express bus is a limited-stop public transit service provided with large, urban buses. Stops are usually spaced about every 1/4 mile to one mile along an express bus route. Express bus typically provides service in major travel corridors to connect major activity centers and medium- and high-density residential areas. An express route connecting downtown Racine and downtown Kenosha is recommended in the currently adopted year 2035 regional transportation system plan for Southeastern Wisconsin.

The year 2017 estimates (above right) reflect the Racine-Kenosha express bus service after four years of operation. The service would be funded through operating revenues, local funds from the Cities of Racine and Kenosha, and Federal and State urban transit operating assistance funds. Four buses would need to be purchased at a total cost of about \$1.7 million. Of that cost, 80 percent could be funded using Federal transportation grants, with the Cities of Racine and Kenosha responsible for providing the remaining 20 percent. The Cities of Racine and Kenosha would need to reach agreement on how to provide the needed local operating and capital funding.

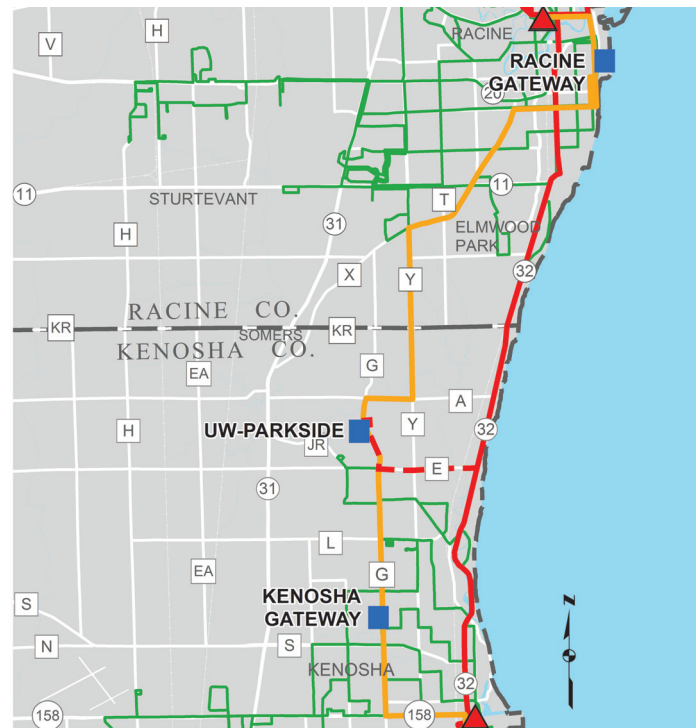
Year 2017 Estimates

	<u>Ridership</u>	<u>Operating Expenses</u>	<u>Local Funding*</u>
Alternative 3	82,600	\$800,000	\$260,000

*Local funding from Cities of Kenosha and Racine.

Map 6

ESTABLISH EXPRESS BUS SERVICE BETWEEN RACINE AND KENOSHA (ALTERNATIVE 3)



ALTERNATIVE FOR PROVIDING EXPRESS BUS SERVICE BETWEEN THE CITIES OF RACINE AND KENOSHA

— ALTERNATIVE 3 - EXPRESS BUS

■ COLLEGES AND UNIVERSITIES

EXISTING TRANSIT SERVICES

— EXISTING LOCAL BUS ROUTES

▲ BUS TRANSIT CENTER

— EXISTING COMMUTER BUS ROUTE

— EXISTING EXTENSION TO UW-PARKSIDE

Source: SEWRPC.

INTER-COUNTY TRANSIT ALTERNATIVES

Alternative 4: Establish Commuter Bus Service between the Cities of Burlington and Milwaukee

Under Inter-County Alternative 4, Racine County would establish and contract for a commuter bus service between the City of Burlington and the Milwaukee central business district. Map 7 shows the proposed route alignment over STH 36 and IH 43, as well as three proposed park-ride lots that would be served by the route (an additional park-ride lot could be considered in the Wind Lake area). The service would provide two round-trips on weekdays, focused on service from Burlington to Milwaukee in the morning and the reverse direction in the afternoon. Racine County could contract for operation of the route from a private transit operator, much like Waukesha County contracts for commuter bus service. Fares would be \$3.25 each way.

Year 2017 Estimates

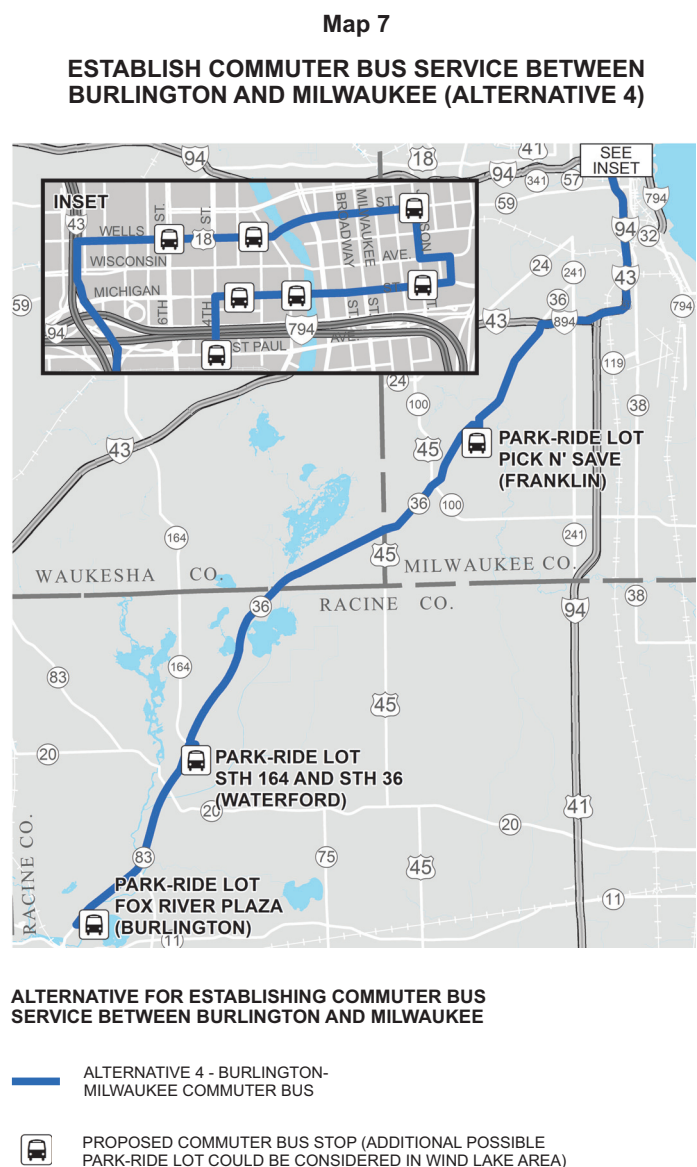
	Ridership	Operating Expenses	Local Funding*
Alternative 4	20,500	\$230,000	\$40,000

**Local funding from Racine County.*

WHAT IS COMMUTER BUS?

Commuter bus is a limited-stop public transit service focused on providing work commute trips (often referred to as “freeway flyer” service). Commuter bus connects urban centers through buses operating over freeways or major highways, with stops spaced every three to five miles. Many commuter bus routes already exist in southeastern Wisconsin, with most focused on serving work commute trips to downtown Milwaukee.

The year 2017 estimates (above right) reflect the Burlington-Milwaukee commuter bus service after four years of operation. The service would be funded through operating revenues, County funds, and Federal and State rural transit operating assistance funds. The County may also be able to obtain Federal Highway Administration Congestion Management and Air Quality Improvement (CMAQ) grant funding to cover about 80 percent of the total cost to operate the service during its first three years. During those three years, passenger revenues may be expected to provide the 20 percent local matching funds.



Source: SEWRPC.

TELL US WHAT YOU THINK!

We want to hear your opinion of the alternatives for improving public transit in Racine County. There will be two public meetings that you are invited and encouraged to attend. The public meetings will be in an "open house" format, allowing you to attend at any time during the two-hour timeframe for each meeting. A short presentation will be made at 5:30 p.m. at each meeting. To provide comments, please attend one of the public meetings, where you will have the opportunity to leave written comments or speak to a court reporter or staff member to provide oral comments. If you are unable to attend one of the meetings, you can send written comments in any of the following ways by March 8, 2013:

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

All comments will be considered when developing a final recommended Racine County public transit plan.

FOR MORE INFORMATION

In addition to the information presented in this newsletter, the plan website 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.

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

Eric Lynde, Senior Transportation Planner/Engineer
Southeastern Wisconsin Regional Planning Commission
(262) 547-6721

SCHEDULE OF PUBLIC MEETINGS

Tuesday, March 5, 2013, 4:30-6:30 pm
Veterans Terrace - Patriot Room
589 Milwaukee Avenue, Burlington

Wednesday, March 6, 2013, 4:30-6:30 pm
Corinne Reid-Owens Transit Center
1421 State Street, Racine

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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