2017 CONFERENCE ON REGIONAL AND METROPOLITAN PLANNING IN WISCONSIN

SESSION FOUR PRESENTATIONS
SESSION FOUR

What are the short-term employment trends and workforce issues in Wisconsin? This session will offer perspectives from the Southeastern Region, but these issues likely impact the rest of the state and the upper Midwest. Topics include what employers are saying regarding labor force shortages and skill sets. In addition, how are we meeting the labor challenge through training and mentoring? Lastly, this session will explore transportation challenges and what is being done to address them.

DISCUSSION QUESTIONS

• What are some workforce issues in your region?
• Has your region been engaged in workforce or employment issues? If so, how?
• Is your region experiencing transportation challenges for certain segments of the labor force? If yes, has your region been engaged and how?
**PRESENTATIONS**

**Tim Casey, Waukesha County Business Alliance**  
Tim Casey is the Director of Economic Development for the Waukesha County Center for Growth, a non-profit organization dedicated to growing business and communities in Waukesha County.

Tim has over 30 years of experience in economic development and real estate development in both the public and private sector. He most recently served as the Economic Development Administrator for the City of Brookfield for six years, and assisted in creation of 3 new TIF Districts, redevelopment along the Bluemound Road Corridor, and the expansion of Milwaukee Tool’s Corporate Headquarters. Tim previously led economic development efforts in Eau Claire and Oshkosh, WI, and served as Director of Economic Development for Milwaukee County.

Tim received his Bachelor of Science from Michigan State University, and a Master’s degree in Urban Planning from UW – Milwaukee.

**Willie Wade, Employ Milwaukee**  
Mr. Wade currently serves as Chief Marketing Officer for Employ Milwaukee. Throughout his career he has been a champion of projects and policies that improve the quality of life for his constituency. During his time as Alderman, he served on committees where he could have the greatest opportunities to positively impact Milwaukee’s economic growth and improve neighborhoods. Mr. Wade’s numerous committees and boards, include the Survive Alive House, Local Initiative Support Corporation, Milwaukee Metropolitan Sewerage District, the Environmental Justice Task Force for the Southeastern Wisconsin Regional Planning Commission, Mary Ryan Boys & Girls Club Advisory Board, Century City Redevelopment Corporation, Fresh Coast Classic Board, Fellowship Open Honorary Chair, and the General Manager of Golda Meir High School’s basketball program.

**Joe Peterangelo, Public Policy Forum**  
Joe Peterangelo is a senior researcher with the Public Policy Forum. Peterangelo’s research focuses on economic development, workforce development, and transportation.

Before joining the Forum in 2011, Peterangelo worked as a planning assistant for the City of Milwaukee’s Department of City Development and as a research assistant with the Metro Chicago Information Center. Prior to moving to Milwaukee in 2008, he was a program coordinator for United Way of Dane County in Madison, Wisconsin.

Peterangelo holds a Master of Urban Planning degree from the University of Wisconsin, Milwaukee and a bachelor’s degree in sustainable development from the Evergreen State College in Olympia, Washington. He is a member of the American Planning Association.
Where does Waukesha County’s workforce come from?

Commuting to Waukesha County: 93,599
Commuting from Waukesha County: 68,802
Net Inflow: 24,797

Waukesha County
Population: 398,424
Live and Work in Waukesha County: 127,596

Sources:
- 5-year American Community Survey, 2009-2013

Job Density and current Transit Service in Metro

Source: Public Policy Forum Last Mile Study, March 2017
Job density data provided by SEWRPC, 2010
Transit service of MCTS and Waukesha Metro as of March 2017

Tim Casey
Waukesha County Business Alliance
Changing Modes of Transportation

- Fewer young people are getting their driver’s for a variety of reasons
- Most cited reasons, from survey data by University of Michigan TRI:
  - Too busy/not enough time to get Drivers license
  - High cost of owning and maintaining vehicle
  - Able to get transportation from others
- Since 1983, the number of people who are licensed drivers, as a percentage of their age-group population, has consistently decreased
- Only 60% of 18 year-olds have DL today compared to 80% in 1983
Transit
Challenges & Opportunities in Metro Milwaukee

Barriers to Employment
N = 8,668

No high school diploma/GED: 23%
No driver’s license: 50%
Criminal backgrounds: 42%
Multiple barriers: 39%
Recent Transit Research

Getting to Work
Opportunities and obstacles to improving transit access to suburban Milwaukee job hubs

Picking Up the Pace
An analysis of best practices for improving bus service and their potential applicability to Milwaukee

THE LAST MILE
Connecting workers to places of employment

Getting to Work
2013

Joe Peterangelo
Public Policy Forum
Common Transit Challenges

Transit travel time is prohibitive
  • Examples: Brookfield, Oak Creek

“Last mile” problem
  • Examples: Franklin, Mequon, New Berlin

Bus service attempted before but eliminated
  • Examples: New Berlin, Franklin

Service not designed for reverse commuters
  • Examples: Menomonee Falls, Mequon

Picking up the Pace – 2015
Strategies for Improved Transit Speed & Efficiency

- Bus stop consolidation
- Transit signal prioritization
- Bus-only lanes or shoulders
- Bus rapid transit (BRT)

Increased Stop Spacing

1,589 stops less than 1/4 mile apart

30%
Bus Rapid Transit (BRT)

Cleveland’s HealthLine

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East-West Corridor

19 routes

BRT Developments

• East-West BRT proposed by County Executive and currently in advanced planning phase

• Consensus reached for dedicated lanes on roughly ½ of the 9-mile route

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Public Policy Forum
The Last Mile – 2017

Current Strategies

- MCTS Shuttle Routes
- Shared-Ride Taxi Services
- Bikes on Buses
- Bublr Bike Share
- Private Shuttles
MCTS Shuttle Routes

<table>
<thead>
<tr>
<th>Route Number</th>
<th>Route Name</th>
<th>Passengers per Hour (Sept 2015)</th>
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<tbody>
<tr>
<td>219</td>
<td>Oak Creek Shuttle</td>
<td>5.3</td>
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<tr>
<td>223</td>
<td>Park Place - Bradley Woods Shuttle</td>
<td>7.1</td>
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<tr>
<td>276</td>
<td>Brown Deer Shuttle</td>
<td>6.4</td>
</tr>
<tr>
<td></td>
<td>MCTS System Average</td>
<td>26.3</td>
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Ozaukee County
Shared-Ride Taxi Service

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<thead>
<tr>
<th>Year</th>
<th>Passengers</th>
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<tbody>
<tr>
<td>2010</td>
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<tr>
<td>2011</td>
<td>79,886</td>
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<td>2012</td>
<td>90,751</td>
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<tr>
<td>2015</td>
<td>108,513</td>
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<tr>
<td>2016</td>
<td>116,000</td>
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</tbody>
</table>

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Bikes on Buses

In 2015, **159,381** passengers boarded an MCTS bus with a bike.

Bublr Bike Share

**74 Stations**
Strategies in Other Metro Areas

- Flexible Transit Services
- Ride-Hailing
- Micro-Transit
- Bike Share
- Employer Shuttles
Flexible Transit Services

**Typical Features**
- 14-passenger mini-buses
- Lower-density, 4-10 sq. mile areas

**Common Models**
- Route deviation
- Demand-responsive connector

Flexible Transit Services

Englewood, CO

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Public Policy Forum
Ride-Hailing Partnerships

**Typical features**
- On-demand service
- Often in lower-density areas
- Serve designated transit stops

**Possible Models**
- Subsidized rides
- Marketing partnerships
- Mobile app integration
Last Mile Developments

• New “BusIt” pass
• MCTS mobile app by end of 2017
• Menomonee Valley survey of employers and workers

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