



Kenosha County Transit Development Plan: 2012-2016





Overview of Presentation

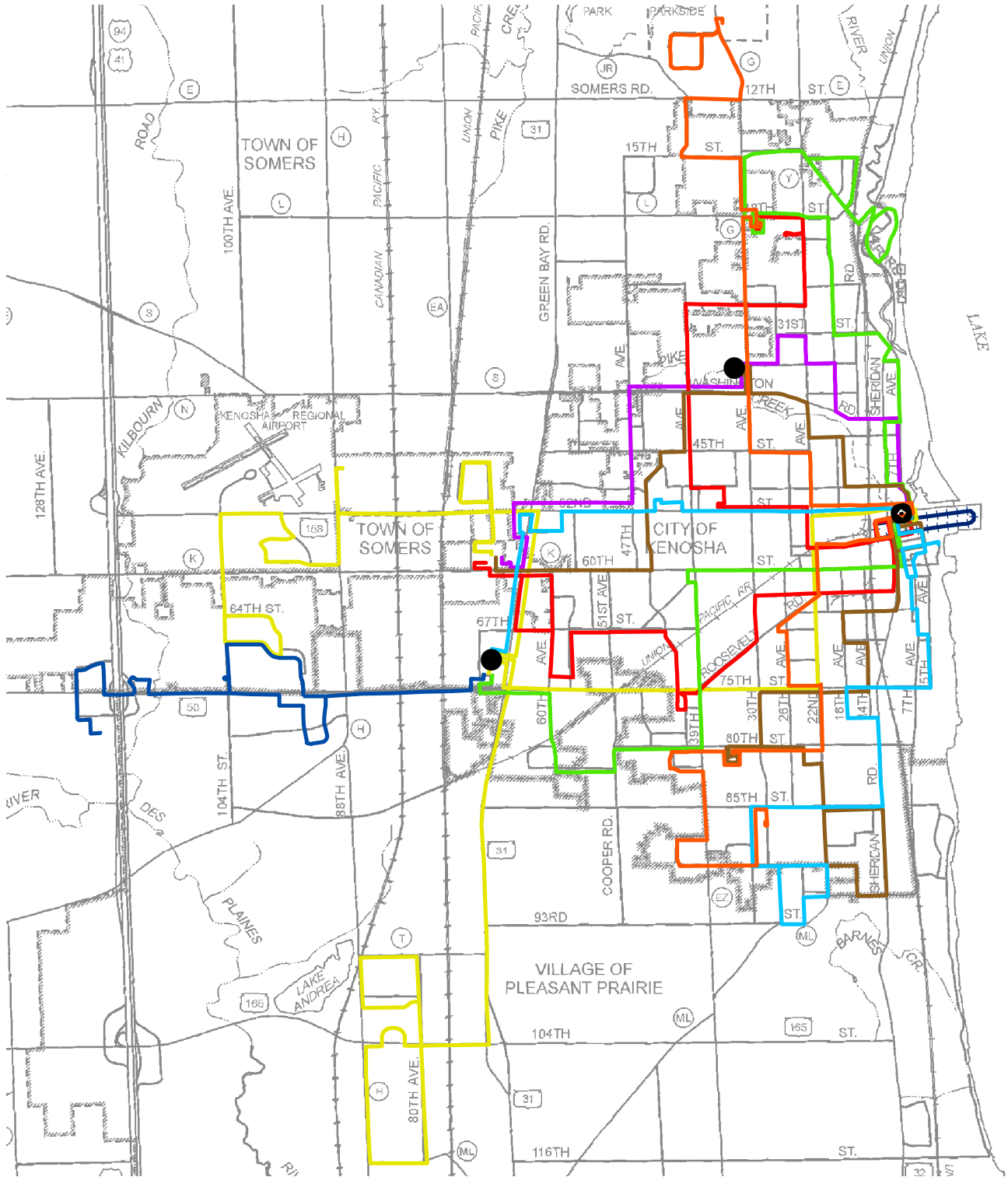
1. Recent changes to Kenosha Area Transit routes
2. Unmet needs in eastern Kenosha County
3. Potential transit service improvements in eastern Kenosha County
4. Transit service deficiencies in western Kenosha County
5. Potential transit service changes in western Kenosha County
6. Unmet needs for service between Kenosha County and surrounding Counties, and potential transit services to be considered
7. Remaining steps in plan development



Recent Changes to Kenosha Area Transit (KAT) Routes

- Service to Village of Pleasant Prairie has been cut:
 - Route 35, which served Lakeview Corporate Park
 - Route 31, which used to serve multiple destinations south of STH 50, now only serves St. Catherine's hospital, which is paying for the service.
 - Small changes to Routes 2, 4, 5 to eliminate/reduce service that passes through the Village of Pleasant Prairie
- Two other routes have been eliminated:
 - Route 36 replaced with restructured Route 31
 - Route 30 service
- Route 1 serving UW-Parkside no longer goes into main campus area

2010 KENOSHA AREA TRANSIT ROUTES

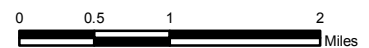


- ROUTE NO. 1
- ROUTE NO. 31
- ROUTE NO. 2
- ROUTES ELIMINATED FOR 2011
- ROUTE NO. 3
- STREETCAR
- ROUTE NO. 4
- TRANSFER POINT
- ROUTE NO. 5
- ROUTE NO. 6

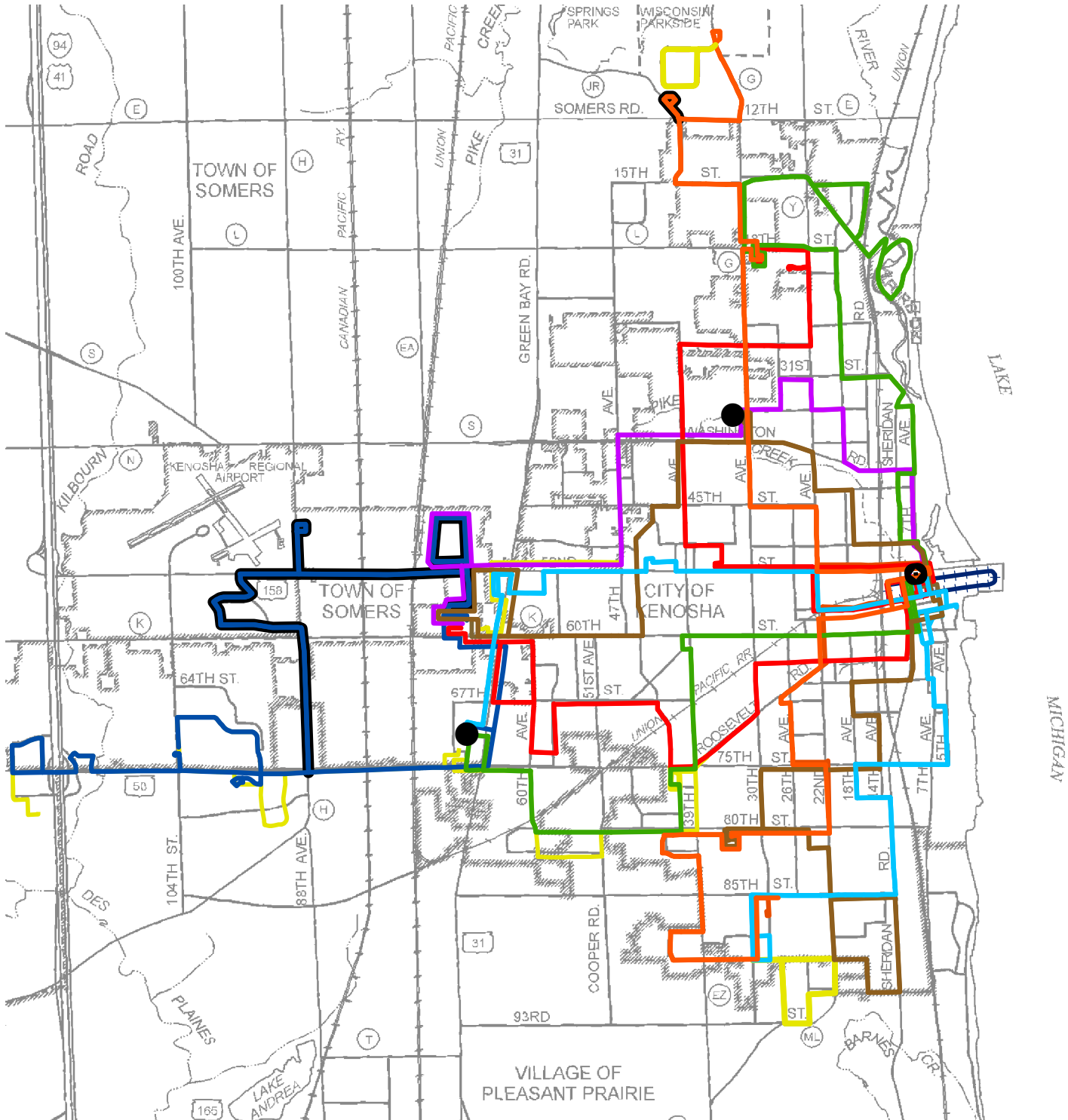
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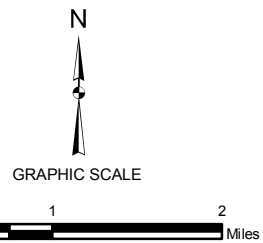
GRAPHIC SCALE



2011 KENOSHA AREA TRANSIT ROUTES



- ROUTE NO. 1
- ROUTE NO. 2
- ROUTE NO. 3
- ROUTE NO. 4
- ROUTE NO. 5
- ROUTE NO. 6
- ROUTE NO. 31
- ROUTE SEGMENTS THAT WERE ELIMINATED
- NEW ROUTE SEGMENTS (HIGHLIGHTED)
- STREETCAR
- TRANSFER POINT





Unmet Needs for Transit Service in Eastern Kenosha County

Unmet needs include:

- Lakeview Corporate Park and the RecPlex in the Village of Pleasant Prairie
- Shoppes at Prairie Ridge along STH 50 in the Village of Pleasant Prairie
- Commercial development at Somers Market Center (Walmart and Sam's Club)
- Evening service later than 7:30 p.m.
- More extensive weekend service
- Shorter, more convenient transit travel times.



Potential KAT Service Changes to be Considered in Eastern Kenosha County

- Restore service to Lakeview Corporate Park and the Shoppes at Prairie Ridge, taking into account the concerns of the City of Kenosha and the Village of Pleasant Prairie on local funding for routes operated outside City.
- Extend service to Somers Market Center, taking into account the funding concerns of the City of Kenosha and the Town of Somers.
- Change route alignments to eliminate duplication of service along routes, possibly resulting in the elimination of a route.
- Use the savings from service reductions to extend transit service hours later than 7:30 p.m.



Transit Service Deficiencies in Western Kenosha County

- County uses five vehicles to provide Western Kenosha County Transit (WKCT) service; fewer vehicles could be used to provide the service more efficiently.
- Ridership on WKCT needs to increase substantially to be comparable with peer systems and forecasted demand for the system.



Potential Transit Service Changes to be Considered for WKCT

Two alternatives will be considered:

1. "Maintain Service Levels", which would maintain most of the WKCT service but improve efficiency:
 - Reduce the number of trips to Antioch
 - Coordinate the vehicles to reduce the number of vehicles needed to four
2. "Financially Constrained Alternative", which would substantially reduce the amount of WKCT service in order to maintain the County's current level of funding in 2012:
 - Next year WKCT will transition from Federal STRAP funds (90% of net operating costs) to Federal 5311 funds and State Operating Assistance (65% of operating costs).



Unmet Needs for Transit Travel between Kenosha County and Surrounding Area

- Unmet need for frequent and convenient transit service connecting downtown Kenosha and downtown Racine.
- Need to restore transit service to the University of Wisconsin-Parkside for students residing in the City of Racine
- Consider potential for express transit service between downtown Kenosha and downtown Racine, along with potential costs and sources of funding.



Remaining Steps in Plan Development

- Hold public informational meetings on study findings to date
- Review public comments and finalize unmet transit service needs
- Develop alternative transit service improvement plans for both eastern and western Kenosha County
- Finalize recommended transit service improvement plans for KAT and WKCT