Introduction to Kenosha County Transit Development Plan

The study will perform the following functions:

- Analyze transportation needs by examining land use patterns, concentrations of employment, and travel habits and patterns, particularly for the transit-dependent population.
- Identify the unmet transit travel needs within Kenosha County and to/from adjacent counties.
- Evaluate the current operations of the Kenosha Area Transit and the Western Kenosha County Transit systems.
- Identify and recommend alternative transit service improvements that address the performance evaluation findings and the unmet transit service needs.
- Recommend transit service and capital improvements for both the City and County systems.

Who is preparing the plan?

The Southeastern Wisconsin Regional Planning Commission (SEWRPC) has been asked by Kenosha County and the City of Kenosha to develop the plan. The Commission is preparing the plan under the guidance of an advisory committee appointed by the City of Kenosha Mayor and the Kenosha County Executive.
The Kenosha County Transit Development Plan is being developed under the guidance of an Advisory Committee.

The City of Kenosha Mayor and the Kenosha County Executive appointed the members of the Advisory Committee, who include representatives from units of government in Kenosha County and agencies and populations with an interest in transportation.

The Advisory Committee will be responsible for proposing transit service improvements to the City of Kenosha, Kenosha County, and SEWRPC, after careful study and evaluation.

Advisory Committee

- Bryan Albrecht, President, Gateway Technical College
- John Alley, Transit Section Chief, Bureau of Transit, Local Roads, and Harbors, Wisconsin Department of Transportation
- Todd Battle, President, Kenosha County Area Business Alliance
- Keith Bosman, Mayor, City of Kenosha
- Kim Breunig, Supervisor, Kenosha County Board
- Steven Coons, Urban Planning Manager, Wisconsin Department of Transportation—Southeast Region
- Dr. Art Cyr, Professor, Carthage College
- Pam Devuyst, Transit Commissioner and Transit System User, City of Kenosha
- Dennis Duchene, President, Kenosha Convention and Visitor’s Bureau
- Carolyn Feldt, Manager, Elderly and Disability Services, Kenosha County Department of Human Services
- Ron Iwen, Director, City of Kenosha Department of Transportation
- Bill Jordan, Amalgamated Transit Union, Local 998
- Dr. Lenny Klaver, Vice Chancellor, University of Wisconsin-Parkside
- Jim Kreuser, County Executive, Kenosha County
- Jeff Labahn, Director of City Development, City of Kenosha
- Jeff Marx, Transportation Supervisor, Kenosha Unified School District
- George Melcher, Director, Kenosha County Department of Planning and Development
- John Milisauskas, Manager, Kenosha County Job Center
- Sandy Milligan, Congregations United to Save Humanity
- Bill Morris, Town Administrator, Town of Somers
- Ana Ortiz, Human Services and Outreach Coordinator, Spanish Center
- Dr. R. Scott Pierce, Superintendent, Central High School District of Westosha
- Michael Pollocoff, Village Administrator, Village of Pleasant Prairie
- Marisol Simón, Region 5 Director, Federal Transit Administration
- Jude Tindall, Citizen, Village of Twin Lakes
- Stan Torstenson, Citizen, Village of Twin Lakes
- Paula Williams, Executive Director, Kenosha Achievement Center
## Schedule for Completing the Kenosha County Transit Development Plan

<table>
<thead>
<tr>
<th>Work Element</th>
<th>2009 thru 2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inventory and Analysis - Chapter II - Existing Public Transit Services</td>
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<tr>
<td>Inventory and Analysis - Chapter III - Land Use and Travel Patterns</td>
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<td>Chapter IV - Objectives and Standards</td>
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<tr>
<td>Chapter V - Evaluation of Existing Transit Services and Identification of Unmet Needs</td>
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<td>Chapter VI - Alternative and Recommended Transit Service Improvements</td>
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<tr>
<td>Chapter VII - The Recommended Plan</td>
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<td></td>
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<tr>
<td>Chapter VIII - Summary and Conclusions</td>
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<td>Report Publication</td>
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<tr>
<td>Advisory Committee Meetings (AC) and Public Informational Meetings (PIM)</td>
<td>AC PIM AC AC AC</td>
<td></td>
</tr>
</tbody>
</table>
Public Transit Service Objectives and Standards

The following objectives were adopted by the Advisory Committee:

- The public transit system should effectively serve the existing land use pattern and support the implementation of planned land uses, meeting the demand and need for transit services, and particularly the needs of the transit-dependent population.

- The public transit system should promote effective utilization of transit services and operate service that is safe and reliable and provides for user convenience and comfort.

- The public transit system should promote efficiency in the total transportation system and help minimize the amount of energy consumed to serve travel by the residents of the transit service area.

- The public transit system should be economical and efficient, meeting all other objectives at the lowest possible cost.
In 2011, the transit system cut service to Village of Pleasant Prairie:
- Route No. 35, which served Lakeview Corporate Park
- Route No. 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 Route Nos. 2, 4, and 5 to eliminate/reduce service that passed through the Village of Pleasant Prairie

The transit system has also made the following changes to its fixed-route service:
- Route No. 36 was replaced with a restructured Route No. 31
- Route No. 30 service was eliminated
- Route No. 1 serving UW-Parkside no longer goes into main campus area
Kenosha Area Transit: 2011
Service Characteristics

- **Service Hours:**
  
  - Weekdays: Regular routes run from 6 a.m. to 7:30 p.m.
  - Saturdays: Regular routes run from 6 a.m. to 6 p.m.

- **Service Frequency**
  
  - Weekday peak periods: Buses arrive every 30 minutes
  - Weekday off-peak periods: Buses arrive every 60 minutes
  - Saturdays: Buses arrive every 60 minutes

- **Fares**
  
  - Adult cash fare: $1.50
  - Seniors and people with disabilities: $0.70
  - Students: $0.75

- **Care-A-Van paratransit service**
  
  - Provides door-to-door transportation east of IH 94 to seniors and to people with disabilities who cannot use Kenosha Area Transit’s fixed routes.
  - Jointly funded by the City of Kenosha and Kenosha County
  - Fulfills Federal requirements for Kenosha Area Transit to provide complementary paratransit service
  - Available during the same hours as the fixed-route service
  - Fare: $2.50
Kenosha Area Transit: Annual Service Levels and Expenses

**ANNUAL RIDERSHIP AND SERVICE: 2000-2010**

**ANNUAL OPERATING EXPENSES AND REVENUES: 2000-2010**

**WHO PAYS FOR KENOSHA AREA TRANSIT'S OPERATING EXPENSES?**

- **CITY OF KENOSHA**: $1,280,000 (19.0%)
- **STATE OPERATING ASSISTANCE**: $1,862,000 (27.7%)
- **FEDERAL OPERATING ASSISTANCE**: $2,319,000 (34.8%)
- **PASSENGER FARES AND OTHER REVENUE**: $1,251,300 (18.6%)

- **VILLAGE OF PLEASANT PRAIRIE AND LAKEVIEW CORPORATE PARK**: $14,500 (0.2%)

**2010 ANNUAL OPERATING BUDGET:** $6,728,000

**WHO PAYS FOR KENOSHA AREA TRANSIT'S CAPITAL EXPENSES?**

- **FEDERAL CAPITAL ASSISTANCE**: $3,850,000 (79.9%)
- **CITY OF KENOSHA**: $966,000 (20.1%)

**2005-2008 AVERAGE ANNUAL CAPITAL EXPENSES:** $4,816,000
Results of a 2009 survey of employers in the service area of the Kenosha Area Transit System:

- Work schedules were determined for 5,300 jobs. About 9 percent of those jobs were fully served by the transit system schedule.
- 53 percent of the 5,300 jobs for which work schedules were determined were partially served by the transit system schedule. (Either the shift start or end time was served, but not both.)
- 38 percent of the jobs for which work schedules were determined were not served at all by the transit system schedule.
Evaluation of Kenosha Area Transit: Comparison to Peer Transit Systems

Transit Systems in National Peer Group
- Bay Metro (Bay City, Michigan)
- Broome County Department of Transportation (Binghamton, New York)
- The Bus (Springfield, Missouri)
- Cherriots (Salem, Oregon)
- Erie Metropolitan Transit Authority (Erie, Pennsylvania)
- Metro Transit (Kalamazoo, Michigan)
- Metropolitan Evansville Transit System (Evansville, Indiana)
- Metropolitan Transit Authority of Black Hawk County (Waterloo and Cedar Falls, Iowa)
- Valley Ride (Boise, Idaho)
- Whatcom Transportation Authority (Bellingham, Washington)

Transit Systems in Wisconsin Peer Group
- Appleton Valley Transit
- Eau Claire Transit System
- Green Bay Metro
- La Crosse Municipal Transit Utility
- Racine Belle Urban System
- Sheboygan Transit System

<table>
<thead>
<tr>
<th>Performance Measure</th>
<th>Kenosha Area</th>
<th>Average² for Bus Systems in Wisconsin Peer Group</th>
<th>Average² for Bus Systems in National Peer Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ridership</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Passengers</td>
<td>1,601,400</td>
<td>0.9%</td>
<td>1,147,300</td>
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<tr>
<td>Service Levels</td>
<td></td>
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<tr>
<td>Revenue Vehicle Miles</td>
<td>1,019,500</td>
<td>0.8%</td>
<td>1,011,100</td>
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<tr>
<td>Revenue Vehicle Hours</td>
<td>69,300</td>
<td>0.6%</td>
<td>69,300</td>
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<tr>
<td>Service Effectiveness</td>
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<td></td>
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<tr>
<td>Passengers per Capita</td>
<td>17.5</td>
<td>0.8%</td>
<td>11.6</td>
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<tr>
<td>Revenue Vehicle Hours per Capita</td>
<td>0.8</td>
<td>0.0%</td>
<td>0.7</td>
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<tr>
<td>Passengers per Revenue Vehicle Mile</td>
<td>1.6</td>
<td>0.0%</td>
<td>1.1</td>
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<tr>
<td>Passengers per Revenue Vehicle Hour</td>
<td>23.1</td>
<td>0.3%</td>
<td>16.6</td>
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<td>Service Efficiency</td>
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<tr>
<td>Operating Expense per Revenue Vehicle Mile</td>
<td>$5.07</td>
<td>3.1%</td>
<td>$3.96</td>
</tr>
<tr>
<td>Operating Expense per Revenue Vehicle Hour</td>
<td>$74.59</td>
<td>3.3%</td>
<td>$57.42</td>
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<td>Cost Effectiveness</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Operating Expense per Passenger Fixed Route Service</td>
<td>$3.23</td>
<td>3.0%</td>
<td>$3.66</td>
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<tr>
<td>Total Operating Assistance per Passenger, for All Service</td>
<td>$3.10</td>
<td>2.0%</td>
<td>$3.39</td>
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<tr>
<td>Farebox Recovery Rate for Fixed Route Service (percent)</td>
<td>11.1</td>
<td>-0.7%</td>
<td>17.2</td>
</tr>
</tbody>
</table>

¹Based on ridership, service, and financial data obtained from the Federal Transit Administration National Transit Database for the years 2003 and 2007. Performance measures are for fixed-route bus operations only.
²Averages reflect the mean of the individual performance measure values calculated for each transit system in the peer group.
³This measure of ridership counts all passengers each time they board a transit vehicle. Passengers who transfer one or more times to different routes of a transit system are counted as two or more passengers in completing a single trip between a specific origin and destination.

Source: SEWRPC.
The minimum acceptable performance level for the passengers per revenue vehicle hour is 20 percent below the overall average for all regular routes. The maximum acceptable performance level for the operating cost per passenger is about 20 percent above the overall average for all regular routes.
Evaluation of Kenosha Area Transit: Route Segments Performance

Productive and Nonproductive Route Segments of the Kenosha Area Transit System: April 25-27, 2006

Route 1
Route Segments with the Least Boardings and Alightings per Bus Trip

Route 2

Route 3

Route 4

Route 5

Route 6

Routes 30, 31, 35 & 36

Route Segments

- Blue: Route segments with the most boardings and alightings per bus trip
- Red: Route segments with the least boardings and alightings per bus trip
- Dotted: Other route segments
Unmet Needs for Transit Services 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)
- Weekday evening service later than 7:30 p.m., Saturday evening service later than 5:00 p.m.
- More extensive weekend service
- Shorter, more convenient transit travel times

Potential Service Changes under Consideration

Two alternatives are proposed to be considered:

- “Desirable Alternative”, which would maintain the annual levels of the KAT service but improve efficiency:
  - Change route alignments to provide more direct routes and reduce some duplication of service
  - Use the savings from the service reductions to extend transit service hours on evenings and weekends
  - Provide service to Lakeview Corporate Park, the Shoppes at Prairie Ridge, and Somers Market Center taking into account the local funding concerns.

- “Financially-Constrained Alternative”, which would reduce KAT service according to possible reductions in State, Federal, and local transit assistance:
  - Estimate the range in potential future funding, then calculate the potential annual hours and miles of fixed-route and paratransit service that could be provided given that funding.
  - Eliminate some routes
  - Consider how to reduce service hours by reducing frequency
  - Consider other service changes as appropriate
Western Kenosha County Transit
Ridership and Operating Costs

RIDERSHIP HAS INCREASED STEADILY SINCE THE SYSTEM BEGAN OPERATING IN SEPTEMBER 2007

SOURCES OF OPERATING FUNDING FOR WESTERN KENOSHA COUNTY TRANSIT: 2010

2010 ANNUAL OPERATING BUDGET:
$605,000
Evaluation of Western Kenosha County Transit: Service to Population, Employment, and Activity Centers

Transit Supportive Areas for Conventional Fixed-Route Transit Services Within and Outside the Walk Service Area for Western Kenosha County Transit

Major Activity Centers Within and Outside the Walk Access Service Area for Western Kenosha County Transit

Activity Centers
- Non-Employment Center: 2009
- Major Employers (over 500 Employees in Lake County; over 100 Employees All Other Areas): 2009
- Major Commercial Areas: 2010
- Office and Industrial Park/Area: 2010
- Western Kenosha County Transit Evaluation Area
- Western Kenosha County Bus Routes: 2010
- One-Quarter Mile Walk Distance From Bus Stops: 2010
### Comparison of Key Indicators of Ridership and Financial Performance for Western Kenosha County Transit (2010) and Other Transit Systems in Peer Group (2009)

#### Transit Systems in Peer Group
- Allegan County Transportation Department (Michigan)
- Bay Area Rural Transit (Wisconsin)
- Clay County Rural Transit (Minnesota)
- Eastern Upper Peninsula Transit Authority (Michigan)
- Hubbard County Heartland Express (Minnesota)
- Iosco Transit Corporation (Michigan)
- Namekagon Transit (Wisconsin)
- Timber Trails Public Transit, Inc. (Minnesota)

#### Operating Data

<table>
<thead>
<tr>
<th>Performance Measure</th>
<th>Western Kenosha County Transit</th>
<th>Bus Systems in Peer Group</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Average</td>
<td>Minimum</td>
</tr>
<tr>
<td>Service Area Population</td>
<td>37,100</td>
<td>47,000</td>
</tr>
<tr>
<td>Ridership</td>
<td>14,400</td>
<td>41,700</td>
</tr>
<tr>
<td>Total Passengers</td>
<td>14,400</td>
<td>41,700</td>
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<tr>
<td>Service Levels</td>
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<tr>
<td>Revenue Vehicle Miles</td>
<td>285,500</td>
<td>270,100</td>
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<tr>
<td>Revenue Vehicle Hours</td>
<td>14,400</td>
<td>12,900</td>
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<tr>
<td>Service Effectiveness</td>
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<tr>
<td>Revenue Vehicle Hours per Capita</td>
<td>0.39</td>
<td>0.38</td>
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<tr>
<td>Passengers per Capita</td>
<td>0.39</td>
<td>1.49</td>
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<tr>
<td>Passengers per Revenue Vehicle Mile</td>
<td>0.05</td>
<td>0.19</td>
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<tr>
<td>Passengers per Revenue Vehicle Hour</td>
<td>1.00</td>
<td>3.87</td>
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<td>Service Efficiency</td>
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<td>Operating Expense per Revenue Vehicle Mile</td>
<td>$2.06</td>
<td>$1.86</td>
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<td>Operating Expense per Revenue Vehicle Hour</td>
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<td>Cost Effectiveness</td>
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<td>Operating Expense per Passenger</td>
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<td>Operating Revenue per Passenger</td>
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<td>Net Cost per Passenger</td>
<td>39.96</td>
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<tr>
<td>Farebox Recovery Rate (percent)</td>
<td>2.2</td>
<td>23.1</td>
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*a* Operating data are reported for fixed-route and demand-response operations combined. Western Kenosha County Transit data are for year 2010; the peer data are for 2009.

*b* Western Kenosha County Transit does not collect and report data on revenue vehicle miles or revenue vehicle hours, so the two measures are estimated using total vehicle miles and total vehicle hours and subtracting the approximate non-revenue vehicle miles and non-revenue vehicle hours.

*c* Key performance indicators were developed based on information reported by the eight other rural bus systems identified above. Average, minimum, and maximum values are calculated from individual performance measures calculated for each transit system in the peer group.

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

Source: Rural National Transit Database, Western Kenosha County Transit, and SEWRPC.
The minimum acceptable performance level for the passengers per revenue vehicle hour standard is 20 percent below the overall average for all regular routes. The maximum acceptable performance level for the operating cost per passenger standard is about 20 percent above the overall average for all regular routes.
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 forecast demand for the system

Potential Transit Service Changes to be Considered for WKCT

Two alternatives will be considered:

- “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

- “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 demonstration funds (80% of net operating costs) to Federal 5311 funds and State Operating Assistance (65% of operating costs)
Travel Patterns between Kenosha County and Surrounding Counties

DISTRIBUTION OF AVERAGE WEEKDAY PERSON TRIPS
BETWEEN KENOSHA COUNTY AND SURROUNDING AREAS: 2001

Total travel between analysis areas of less than 1,500 trips per day are not shown.

Trips are based on the resident household survey and included all trip purposes. Trips are shown in produced-attracted format, that is, from area of production to area of attraction. This format generally indicates the trips made on an average weekday by the residents of an area to and from each other area. The production area for a trip having one end at "home"—that is, either beginning at or ending at home—is the area containing the location of the "home"; and the attraction area is the area containing the "non-home" end of that trip. The production area for trips having neither end at "home" is the area containing the location of the trip origins and the attraction area is the location of the trip destination.

Approximately 127,100 of about 167,400 total trips between Kenosha County and surrounding counties, or about 75 percent, are shown here. This does not include the internal trips within eastern and western Kenosha County.
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
## Your Suggestions For Service Changes: Vote Your Preference!

| EASTERN KENOSHA COUNTY: POTENTIAL SERVICE IMPROVEMENTS OR CHANGES | "VOTES"
<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>Restore service to LakeView Corporate Park</td>
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<tr>
<td>More convenient service to IH 94 and STH 50 interchange</td>
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<tr>
<td>More frequent midday service</td>
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<tr>
<td>Longer service hours weekday evenings</td>
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<tr>
<td>Longer service hours on Saturdays</td>
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<tr>
<td>Provide Sunday service</td>
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<tr>
<td>Provide service on holidays</td>
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<tr>
<td>Make bus routes more direct</td>
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</tr>
<tr>
<td>Vanpooling or ridesharing program</td>
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<tr>
<td>Improve bus schedules so they leave stops on time</td>
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</table>

| WESTERN KENOSHA COUNTY TRANSIT: POTENTIAL SERVICE IMPROVEMENTS OR CHANGES | "VOTES"
<table>
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<tr>
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<tbody>
<tr>
<td>More frequent service</td>
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<tr>
<td>Longer service hours in the weekday evenings/mornings</td>
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<tr>
<td>Provide Saturday service</td>
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<td>Provide Sunday service</td>
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<td>Provide service on holidays</td>
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<td>Vanpooling or ridesharing program</td>
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<td>More door-to-door service</td>
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<td>Service to Burlington</td>
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| TRAVEL BETWEEN KENOSHA COUNTY AND SURROUNDING COUNTIES | "VOTES"
<table>
<thead>
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<tbody>
<tr>
<td>Provide more service between downtown Kenosha and downtown Racine</td>
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<tr>
<td>Bus service to destinations in Lake County</td>
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Your Suggestions For Service Changes: Where do You Have a Problem?