

**CHAPTER OUTLINE OF
SEWRPC COMMUNITY ASSISTANCE PLANNING REPORT NO. 279
MILWAUKEE COUNTY TRANSIT SYSTEM DEVELOPMENT PLAN: 2006-2010**

Chapter I – “Introduction”

This chapter will provide an overview of the study that will be undertaken to prepare the short-range transit system development plan for the Milwaukee County Transit System. The chapter will describe the need for the transit system development plan, identify the study purpose, discuss the role of the Advisory Committee, and summarize the scope of work and major steps to be undertaken in preparing the plan.

Chapter II – “Land Use and Travel Patterns”

This chapter will describe the existing characteristics of Milwaukee County which directly affect the need for and use of public transit services. The data examined will include the levels and characteristics of the general population of Milwaukee County and the County’s minority, low-income, and transit dependent populations; the number and location of jobs in Milwaukee County; the extent and density of urban development in the County; and the location of major activity centers in the County that currently attract significant transit and total person trips. Travel data on the characteristics of the County population and of the users of the County transit system will be identified for trips made within Milwaukee County and between Milwaukee County and the surrounding counties using data from regional travel surveys conducted by the Commission. The chapter will also present information for Ozaukee, Washington, and Waukesha Counties that will assist in identifying the unmet transit service needs of Milwaukee County residents including data on employment concentrations and major activity centers.

Chapter III – “Existing Transit System”

This chapter will describe the existing Milwaukee County Transit System including fixed-route bus service, paratransit service for the disabled, passenger fares, operating equipment and facilities, ridership, costs and financing, marketing, and administrative structure. Historical trends for the transit system with respect to service and ridership levels, fares, costs and revenues, and public funding will be reviewed. The chapter will also briefly describe other significant transit services for the general public and specialized transit services for transit dependent persons and employers that operate within the Milwaukee County Transit System service area and interface with the County transit system.

Chapter IV – “Public Transit Service Objectives and Standards”

This chapter will identify the set of transit service objectives and supporting performance standards that will be used to evaluate the performance of the existing transit system, identify unmet transit service needs, and evaluate and compare alternative transit service plans.

Chapter V – “Evaluation of the Existing Milwaukee County Transit System”

This chapter will document an assessment of the performance of the existing transit system and an identification of transit needs that are not being met by the existing system. The assessment of system performance will be conducted on systemwide level and for each individual route of the transit system. Information on systemwide performance will be based on a comparison of specific criteria measuring the overall ridership, service, financial, safety, and other performance levels of the Milwaukee County Transit System to other transit systems in the United States with comparable service area populations and service characteristics. For the route-by-route performance evaluation, the chapter will present information for specific criteria measuring the ridership, cost, and service quality for each route to enable the identification of the best and worst performing routes and route segments. The assessment of unmet needs will identify travel which cannot be made within reasonable travel times on the existing system, or which cannot be made on the existing system.

Chapter VI – “Alternative and Recommended Transit System Improvements”

In this chapter, a range of potential transit service changes and improvements will be identified and organized into alternative transit service plans. The alternatives presented will include a status quo transit system and an alternative which would assume continued service reductions as in recent years, both of which would serve as baselines for making comparisons with alternative plans proposing service improvement and expansion to address the identified deficiencies in the performance of the existing system and the defined unmet transit service needs. The alternative service changes, and expansion improvements to be considered include: new arterial express and freeway flyer bus routes; extensions of bus service to provide access to jobs; improvements in service frequencies; expanded service periods; and service modification, consolidation, and elimination as suggested by the route-by-route performance evaluation. Also, the use of transit centers, flex-routing, and smaller buses will be considered. The potential service changes and improvements will be grouped into three alternative service plans--a limited improvement plan, a moderate improvement plan, and an extensive improvement plan--which would differ with respect to the number of proposed routing and service

changes, the areal extent of service, potential changes in service levels and ridership, and required public funding. The chapter will also document the evaluation of the alternative transit service plans based on their ability to meet the objectives and standards defined for the study and identify a preliminary recommended plan.

Chapter VII – “Recommended Transit System Development Plan”

This chapter will describe a preliminary recommended transit system development plan taken to public informational meetings and hearings, summarize the public involvement process and public comments received, identify the changes made to the preliminary plan in response to the comments received, and describe the final transit system development plan recommended by the Advisory Committee for adoption. Detailed documentation for both the operational and financial elements of the plan will be presented. The chapter will also identify the actions required to implement the recommended plan including actions by Milwaukee County, as the governmental unit responsible for overseeing the operation of the Milwaukee County Transit System, and by all other concerned levels and units of government.

Chapter VIII – “Summary and Conclusions”

This chapter will provide a summary of the transit system development plan study effort and will document the key information and findings concerning the population, employment and land use characteristics of the Milwaukee County; the ridership, operating and financial characteristics of the existing Milwaukee County Transit System; the performance evaluation of the existing transit system and the assessment of unmet transit needs; the alternative transit service plans considered and the evaluation of those alternatives; and the preliminary and final recommended transit system development plan including the public involvement process followed and the public comments received in developing the final plan.

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