Ozaukee County Transit Development Plan

Review of Draft Alternatives

Public Involvement Meetings
February and March, 2018

Jennifer Sarnecki, Commission staff
Overview of Today’s Meeting

- Presentation on draft transit alternatives
- Questions and answers
- You can provide input in the following ways:
  - Speak to a court reporter
  - Write your input on a comment card
  - Speak to Commission staff
  - Plan Website: www.sewrpc.org/OzaukeeTransit
  - E-mail: ozaukeeetransitplan@sewrpc.org
  - Mail: P.O. Box 1607, Waukesha, WI 53187-1607
  - Phone: (262) 547-6721
  - Fax: (262) 547-1103
- Comments are due March 19, 2018
Status of the Transit Development Plan

- Existing Conditions & Evaluation
- Outreach First Round
- Alternatives
- Outreach Second Round
- Draft Recommended Plan

- December 2016
- June 2017
- February 2018
- May 2018

We are here

- Advisory Committee meetings
- Public Meetings
- Meetings with Ozaukee County Businesses
What We Heard – First Business Meeting

- Employers need workers and transportation options
- Employers need on-time service for all shifts
- Interested in a shuttle service

Question 9: Do you think improved transit services would help you to fill positions?

- A. Yes: 19
- B. No: 1
- C. Not Applicable: 4

Question 10: Would your employees use a shuttle?

- A. Yes: 15
- B. No: 6
- C. Not sure: 3
- D. Not Applicable: 4
What We Heard – Second Business Meeting

- Very interested in:
  - Extended Shared-Ride Taxi hours (68%)
  - Reduced reservation window service (15 minutes) using the Shared-Ride Taxi (65%)
  - Expanded marketing of transit services (60%)
  - On-demand service using the Shared-Ride Taxi (59%)
What We Heard – First Public Meetings

- Ozaukee County Express
  - The Express is generally a good service, however there are some late buses
  - Some bus stops not accessible by persons with disabilities

- Ozaukee County Shared-Ride Taxi
  - Transit service should be more on-demand like Uber or Lyft
  - Shared-Ride Taxi service hours should be extended
  - Connecting to Washington County using the Shared-Ride Taxi is a challenge
Draft Alternative Categories

- Employment-Related Transit Services Targeting Ozaukee County Businesses
- Ozaukee County Express Service Alternatives
- Shared-Ride Taxi Service Alternatives
Employment-Related Transit Alternatives

1. On-demand services – Partnership with a Transportation Network Company (Lyft/Uber)
2. On-demand Shared-Ride Taxi
3. Extended Shared-Ride Taxi hours
4. Flexible shuttles
5. Expanded MCTS Service Including Routes 12 and 68 to Serve Key Employment Destinations
6. Expand Reverse Commute from Milwaukee County to Ozaukee County
7. Expand Marketing of Transit Options
Employment-Related Transit Alternatives

1. On-demand services – Partnership with a Transportation Network Company (Lyft/Uber)
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On-demand Services (Lyft/Uber)

- Use app to request when needed
- Businesses can designate locations for pick-up and drop-off using promo code (e.g., geofence)
- Average trips would total $7.00 - $10.00
On-Demand Services (Lyft/Uber)

Example 1: Centennial, Colorado, goCentennial pilot

- Pilot partnership with Lyft
- First/last mile to light rail station
- Resulted in 78% reduction in costs compared to Call-n-Ride service
On-Demand Services (Lyft/Uber)

- **Pros**
  - Could help businesses with apprenticeships or seasonal workers
  - Best serves areas with short distance trips not well served by transit
  - No reservations required, lower wait times than Shared-Ride Taxi

- **Cons**
  - High cost per trip ($4.00 - $5.00 more than Shared-Ride Taxi per trip) if full cost is paid by passenger
  - Requires cell phone and credit card
  - Vehicles unlikely to be accessible
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On-Demand Shared-Ride Taxi

- Two options for expansion of current service:
  - On-demand rides provided within 2 hours of request
  - Reservation window of 15 minutes or less
- Could accommodate more timely service for riders
- National examples
  - Call-n-Ride (Pace, suburban Chicago)
  - Transit Link (Twin Cities)
1. On-demand services – Partnership with a Transportation Network Company (Lyft/Uber)
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Extend Shared-Ride Taxi Service Hours

- Potential new hours:
  - Monday – Friday: 4:00 a.m. – 12:00 a.m.
  - Saturday: 8:30 a.m. – 12:00 a.m.
  - Sunday: 8:00 a.m. – 12:00 a.m.
- Addresses potential unmet need raised by the public and businesses
- Extended service would offer options to reach social and employment opportunities
- Assumes two vehicles would be available
- Projected Costs
  - Projected Operating Expenses = $133,600
  - Projected Revenue Passengers = 9,800
  - Projected Local Assistance = $11,900
Employment-Related Transit Alternatives

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Flexible Shuttles

- Connect to MCTS local service
- Routes with minor deviations within 0.75 miles
- Service from 5:00 a.m. to 8:00 p.m.
- Would serve key employers and destinations

A HARTFlex Bus in Florida's Hillsborough County.

Photo Courtesy of Center for Transportation Research at the University of South Florida
Flexible Shuttles

Western Kenosha County service is a local example

Source: Western Kenosha County Transit
Flexible Shuttles

- **Projected Costs and Revenues 2022**
  - Projected Operating Expenses = $214,000
  - Projected Revenue Passengers = 10,300
  - Projected Local Assistance = $75,700

- **Pros**
  - Could serve a more dispersed development pattern well
  - Modified routes can serve transportation needs effectively

- **Cons**
  - Potential variability impacts on-time arrivals
  - Less viable for work trips
Employment-Related Transit Alternatives

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Option 1 (red): Extension of Route 12 to serve the Mequon business park and Mequon Town Center

- 5:00 a.m. – 7:30 p.m.
- Service every 50 minutes
- Projected Operating Expenses = $372,100
- Projected Revenue Passengers = 31,600
- Projected Local Assistance = $121,900
Option 2 (blue): Extension of Route 12 to serve the Mequon business park
- 6:00 a.m. – 9:00 a.m.
- 3:00 p.m. – 6:00 p.m.
- Service every 25 minutes
- Projected Operating Expenses = $461,900
- Projected Revenue Passengers = 32,500
- Projected Local Assistance = $161,100
Expanded MCTS Service – Route 68

- Extension of Route 68 would serve Concordia University and MATC-Mequon
  - Weekdays: 6:00 a.m. – 12:00 p.m.
  - Saturday: 6:00 a.m. – 11:00 p.m.
  - Sunday: 8:00 a.m. – 7:00 p.m.
- Service every 30 minutes until 6:00 p.m.
- Could replace Route 42U
Employment-Related Transit Alternatives

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Expanded Reverse Commute Options

- Three additional reverse commute trips added to existing Ozaukee Express bus service
  - One at 5:00 a.m.; two between 2:00 p.m. and 5:00 p.m.
  - Expected to serve approximately 2,300 riders in 2022

- Ozaukee County responsible for approximately $28,000 in 2022

- Commission staff does not currently recommend due to low ridership projections

- Would only be worthwhile if could be coordinated with multiple employers’ shift changes

- Ridership could be increased with expanded marketing and collaboration with employers
Employment-Related Transit Alternatives

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7. Expand Marketing of Transit Options
Expanded Marketing of Transit Options

Marketing examples
Expanded Marketing of Transit Options

- Opportunities to increase awareness
  - Subscriptions on the Shared-Ride Taxi
  - Existing community events such as job fairs
  - MCTS app
  - Wisconsin DOT Rideshare
  - Trip planning advice for employers, recruiters, and human resources staff

- Would likely require additional resources
  - Ozaukee County Transit Services
  - Ozaukee Economic Development
  - New mobility manager position
Ozaukee County Express Service Alternatives

1. No Changes to the Ozaukee County Express
2. Improvements and Funding Sources for Bus Stops within Ozaukee County
3. Implement Bus on Shoulder along IH 43
4. Increased Service Frequency and Service Hours
5. Increase Fares at a Rate Greater than Inflation to Reduce the County’s Level of Assistance
6. Reduced Service on the Ozaukee County Express
1. No Changes to the Ozaukee County Express

2. Improvements and Funding Sources for Bus Stops within Ozaukee County

3. Implement Bus on Shoulder along IH 43

4. Increased Service Frequency and Service Hours

5. Increase Fares at a Rate Greater than Inflation to Reduce the County’s Level of Assistance

6. Reduced Service on the Ozaukee County Express
No Changes to the Ozaukee County Express

- Serves as a base for the other Ozaukee County Express alternatives

- Assumptions
  - 2% growth in operating expenses
  - Federal and State funds at 55%
  - Fare increases in 2018 and 2022 to keep pace with inflation

- Results
  - Ridership constant
  - Similar costs to County
Ozaukee County Express Service Alternatives

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Bus Stop Improvements

Columbia St. Mary’s/Ascension Hospital
Southbound Stop
Northbound Stop

Potential improvements: sidewalk ($96,000) and bus pad ($2,000)

Port Washington Road/Highland Road
Southbound Stop

Potential improvement: connecting sidewalk ($16,000)

Port Washington Road/Highland Road
Northbound Stop

Potential improvements: connecting sidewalks ($19,700)

Potential improvements: connecting sidewalks ($34,000)

Route 143

- Reverse Commute Service
- Traditional Commute Service
- Express Stop Requiring Improvements
- Express Stop Not Requiring Improvements

SOUTHEASTERN WISCONSIN REGIONAL PLANNING COMMISSION
Bus Stop Improvements

- Improvements recommended at seven bus stops
  - Bus pads
  - Sidewalks
- Estimated Total = $177,000
- Funds available
  - FTA Section 5307
  - FTA Section 5310
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3. Implement Bus on Shoulder along IH 43
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Bus on Shoulder

- Allows buses to use shoulder during peak congestion
- Buses typically use shoulder when speeds slow to 30 – 35 mph or less
- Buses on shoulder can travel faster than general purpose lanes
- Requires 10 – 12 feet of lane width

Source: Pace Bus System, Chicago

Source: Metro Transit, Minneapolis/St. Paul Area
Bus on Shoulder

Geometric Constraints

- Southbound IH 43 - Capitol Drive Bridge
  - Less than 10-foot paved shoulder under structure

- Southbound IH 43 - Center Street Bridge
  - Less than 10-foot paved shoulder under structure
  - Beam guard and concrete barrier

- Northbound IH 43 - North Avenue Bridge
  - Less than 10-foot shoulder under structure

- Northbound IH 43 - Brown Street Bridge
  - Approximately 10-foot paved shoulder with face of curb barrier wall and inlets

Pavement width of left shoulder is about 5 to 6 feet in both directions

Pavement Width of Right Shoulder
- Less than minimum requirement (Less than 10 feet)
- Minimum requirement (10 to 11 feet)
- Preferred width (12 feet or greater)
Reliability benefits

Saves up to 3 – 7 minutes depending on operating speed

Some opportunities for restriping to accommodate bus on shoulder lane

Policy changes needed

Discuss further with WisDOT, FHWA, MCTS

Would require marketing and education

Source: Minnesota Department of Transportation
Ozaukee County Express Service Alternatives

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6. Reduced Service on the Ozaukee County Express
Increased Service Frequency and Service Hours

- Option if the County decides to increase service
- Could add
  - 6:30 a.m. run from Grafton Commons
  - 4:38 p.m. run from downtown Milwaukee
- Projected Costs
  - Projected Operating Expenses = $102,600
  - Projected Revenue Passengers = 6,600
  - Projected County Assistance = $29,700
Ozaukee County Express Service Alternatives

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5. Increase Fares at a Rate Greater than Inflation to Reduce the County’s Level of Assistance
6. Reduced Service on the Ozaukee County Express
Increased Fares on the Express

- Option should the County need to reduce its level of assistance
- Increases of $0.75 ($0.25 in 2018, 2020, and 2022)
- Decreases County’s level of assistance by $10,000 compared to “no change” alternative
- Ridership declines by 2,900 revenue passengers in 2022
Ozaukee County Express Service Alternatives

1. No Changes to the Ozaukee County Express
2. Improvements and Funding Sources for Bus Stops within Ozaukee County
3. Implement Bus on Shoulder along IH 43
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5. Increase Fares at a Rate Greater than Inflation to Reduce the County’s Level of Assistance
6. Reduced Service on the Ozaukee County Express
Reduced Service on the Express

- Should funding be reduced, this provides options for Ozaukee County
- Removes two round trips with the least revenue passengers per run
  - 7:34 a.m. northbound/8:06 a.m. southbound
  - 1:41 p.m. northbound/3:05 p.m. southbound
- Decreases County’s level of assistance by approximately $37,300 compared to “no change” alternative
- Results in less schedule flexibility
1. No changes to the Ozaukee County Shared-Ride Taxi

2. Increase Fares at a Rate Greater than Inflation on the County Shared-Ride Taxi Service

3. Merging the Ozaukee County and Washington County Shared-Ride Taxi Services
Shared-Ride Taxi Service Alternatives

1. No changes to the Ozaukee County Shared-Ride Taxi

2. Increase Fares at a Rate Greater than Inflation on the County Shared-Ride Taxi Service

3. Merging the Ozaukee County and Washington County Shared-Ride Taxi Services
No Changes to the Shared-Ride Taxi

- Serves as a base for the other Shared-Ride Taxi alternatives

- Assumptions
  - Growth in ridership due to increase in seniors and employment
  - Federal and State funds at 55%
  - Fare increase of $0.25 in 2020 to keep pace with inflation

- Results
  - Ridership increases slightly
  - County funding levels increase by $56,000
Shared-Ride Taxi Service Alternatives

1. No changes to the Ozaukee County Shared-Ride Taxi
2. Increase Fares at a Rate Greater than Inflation on the County Shared-Ride Taxi Service
3. Merging the Ozaukee County and Washington County Shared-Ride Taxi Services
Increase Shared-Ride Taxi Fares

- Option should the County need to reduce its level of assistance
- Increases of $0.25 in 2018, 2020, 2022
- Holds County operating assistance below 2015 amount
- Ridership declines by 6,200 revenue passengers
Shared-Ride Taxi Service Alternatives

1. No changes to the Ozaukee County Shared-Ride Taxi

2. Increase Fares at a Rate Greater than Inflation on the County Shared-Ride Taxi Service

3. Merging the Ozaukee County and Washington County Shared-Ride Taxi Services
Currently not investigating a regional transit partnership between Ozaukee and Washington Counties

Information included if reconsidered in next five years

There are potential benefits and costs

Future annual ridership could increase between 6,700 and 10,000 passengers
Conclusion

- Few alternatives could be implemented without additional local funding
- Requires balancing two service objectives with the desire to minimize costs
- Your input will provide insight into which alternatives the County should pursue when developing a final recommended Ozaukee county public transit plan for 2019-2023
Next Steps

- Comment period ends March 19, 2018
- Prepare five-year recommended transit service improvement plan for Ozaukee County
- Please provide your comments
  - Speak to a court reporter
  - Write your input on a comment card
  - Speak to Commission staff
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Thank You and Questions

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