

COMPARISON OF POTENTIAL ALTERNATIVES FOR OZAUKEE COUNTY BUSINESSES

Employment-Related Transit Services Targeting Ozaukee County Businesses

Alternative	Summary of Transit Alternative	Service Details
On-Demand Partnerships (Lyft/Uber)	<ul style="list-style-type: none"> • Use app to request when needed • Average trips would total \$7.00 – \$10.00 	<ul style="list-style-type: none"> • Businesses can designate locations for pick-up and drop-off using promo code (e.g., geofence) • Could help businesses with apprenticeships or seasonal workers
On-Demand Shared-Ride Taxi	<ul style="list-style-type: none"> • Expansion of current Shared-Ride Taxi service 	<ul style="list-style-type: none"> • Request service within 2 hours of request • Reservation window of 15 minutes or less • Could accommodate more timely service for businesses
Extended Shared-Ride Taxi Hours	<ul style="list-style-type: none"> • Potential new hours: <ul style="list-style-type: none"> ○ 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. 	<ul style="list-style-type: none"> • Two extra vehicles and drivers would need to be available during new hours • Could serve potential business needs for early and late shift changes
Flexible Shuttles	<ul style="list-style-type: none"> • Connects to MCTS local bus service • Two routes with deviations up to 0.75 miles • Service from 5:00 a.m. to 8:00 p.m. • Would serve key employers and destinations 	<ul style="list-style-type: none"> • Passengers board at designated stops according to schedule • Can request deviations to route • Two routes envisioned with connections to MCTS • Best for non-emergency medical, shopping or social trips
MCTS Route Extensions	<ul style="list-style-type: none"> • Two extensions of Route 12: one would serve Mequon business park and Mequon Town Center; the second would serve only the Mequon business park • Route 68 extension would serve Concordia and MATC-Mequon 	<ul style="list-style-type: none"> • Route 12 extension could operate during morning and afternoon, but could be tailored to shift changes • Route 68 could replace 42U
Reverse Commute Expansion on the Ozaukee County Express	<ul style="list-style-type: none"> • Three additional reverse commute trips: <ul style="list-style-type: none"> ○ One at 5:00 a.m. ○ Two between 2:00 p.m. and 5:00 p.m. 	<ul style="list-style-type: none"> • Would serve approximately 2,300 additional riders in 2022 • Ridership could be increased with expanded marketing and collaboration with employers
Expanded Marketing of Transit Options	<ul style="list-style-type: none"> • Leverage existing events and programs to increase awareness • Would require more staffing 	<ul style="list-style-type: none"> • A "mobility manager" could help inform employers and potential employees of transit options

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Ozaukee County Express Service Alternatives

Alternative	Summary of Transit Alternative	Service Details
No Changes to the Ozaukee County Express	<ul style="list-style-type: none"> Continue to operate as is 	<ul style="list-style-type: none"> Fare increases of \$0.25 assumed in 2018 and 2022 to keep pace with inflation Ridership expected to stay consistent at 110,000
Improvements and Funding Sources for Bus Stops	<ul style="list-style-type: none"> Seven bus stop improvements along Port Washington Road segment of Route 143 	<ul style="list-style-type: none"> Increase accessibility by providing bus pads and connecting sidewalks Initial estimate of \$178,000
Implement Bus Shoulder	<ul style="list-style-type: none"> Allow buses to use the outside shoulder on IH 43 during traffic congestion 	<ul style="list-style-type: none"> Increase the reliability of Route 143 during peak times
Increased Service Frequency and Service Hours	<ul style="list-style-type: none"> Two additional runs during peak ridership periods—one in the morning and one in the afternoon 	<ul style="list-style-type: none"> Could add 6,600 riders in 2022 Expected additional cost of \$102,600 with local share increase estimated at \$29,700
Increase Fares on the Ozaukee County Express	<ul style="list-style-type: none"> Increase at a rate greater than inflation to reduce the County's level of assistance 	<ul style="list-style-type: none"> Raising fares by \$0.75 would reduce level of assistance by approximately \$10,000 by 2022 Would discourage ridership, resulting in 2,900 fewer revenue passengers
Reduced Service	<ul style="list-style-type: none"> Eliminate a pair of round trips with less than nine passengers per run 	<ul style="list-style-type: none"> Could reduce local operating assistance by \$37,000

Shared-Ride Taxi Service Alternatives

Alternative	Summary of Transit Alternative	Service Details
No Changes to the Ozaukee County Shared-Ride Taxi	<ul style="list-style-type: none"> Continue to operate as is 	<ul style="list-style-type: none"> Fare increase assumed in 2020 to keep pace with inflation Ridership increase by 19 percent to 122,900 in 2022 due to employment growth and expected increases in the senior population
Increase Fares on the Ozaukee County Shared-Ride Taxi	<ul style="list-style-type: none"> Increase at a rate greater than inflation to reduce the County's level of assistance 	<ul style="list-style-type: none"> Raising fares by \$0.75 would reduce level of assistance by approximately \$83,400 by 2022 Would discourage ridership, resulting in 8,200 fewer revenue passengers in 2022
Merge Shared-Ride Services	<ul style="list-style-type: none"> Merge the Ozaukee County and Washington County shared-ride taxi services Neither County is pursuing at this time 	<ul style="list-style-type: none"> Annual ridership increases between 6,700 and 10,600 passengers Would require the creation of a transit commission