At the request of Ozaukee County, the Southeastern Wisconsin Regional Planning Commission (SEWRPC) is preparing a 5-year transit plan for the County. These boards will guide you through the work completed so far on the plan. Please do not hesitate to ask any of the SEWRPC staff if you have questions, and let us know what you think by submitting written comments today or through SEWRPC.org/OzaukeeTransit. Today’s meeting will also include a presentation, a short survey, and small group discussions during which you can provide comments.

What’s Been Completed?

- The Advisory Committee has reviewed existing service and evaluated the performance of the Ozaukee County Express and Shared-Ride Taxi based on the following three objectives:
  
  **Objective No. 1:** Serve the travel needs of residents traveling within Ozaukee County, County residents commuting to jobs in Milwaukee County, and County employees seeking workers
  
  **Objective No. 2:** Provide efficient, safe, reliable, convenient, and comfortable transit services in Ozaukee County
  
  **Objective No. 3:** Meet all other objectives at the lowest possible cost. Given the limited public funds, this objective seeks to permit elected officials the flexibility to balance the standards associated with Objectives 1 and 2 with the level of funding required to fully meet those standards

What’s Next

- Development and evaluation of transit service alternatives for the Ozaukee County Express and Shared-Ride Taxi that address the performance evaluation and unmet transit service needs identified by the Advisory Committee and the public
- Prepare a 5-year recommended transit service improvement plan for Ozaukee County
- The Ozaukee County Board of Supervisors may consider implementing some or all of the recommended transit service improvement plan

The Southeastern Wisconsin Regional Planning Commission (SEWRPC) was established in 1960 as the official areawide planning agency for the southeastern region of the State. It was created to provide objective information and professional planning initiatives to help solve problems and to focus regional attention on key issues of regional consequence. Regional planning provides a meaningful technical approach to the proper planning and design of public works systems, including transit.
To provide guidance to the technical staff during the preparation of this plan, and to involve concerned and affected public officials and citizen leaders more directly and actively in the development of transit service policies and improvement proposals, an Advisory Committee was appointed by the Chair of the Ozaukee County Board of Supervisors. The Advisory Committee is responsible for proposing to Ozaukee County and SEWRPC, after careful study and evaluation, a plan identifying the recommended transit service improvements in Ozaukee County over the 5-year planning window.

### Members of the Advisory Committee

<table>
<thead>
<tr>
<th>Name</th>
<th>Position/Title</th>
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<tbody>
<tr>
<td>Dan Abendroth</td>
<td>Mayor of Mequon</td>
</tr>
<tr>
<td>R.J. Bast</td>
<td>Vice President, GO Riteway Transportation Group</td>
</tr>
<tr>
<td>Barbara Bates-Nelson</td>
<td>Executive Director, United Way of Northern Ozaukee</td>
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<tr>
<td>Melissa Bielinski</td>
<td>Human Resources Manager, Kleen Test</td>
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<tr>
<td>Dr. Wilma Bonaparte</td>
<td>Vice President, MATC Mequon</td>
</tr>
<tr>
<td>Katie Callen</td>
<td>Chair, Aging and Disability Resource Center, Board/Commission on Aging</td>
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<tr>
<td>Jon Censky</td>
<td>City Planner, City of Cedarburg</td>
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<tr>
<td>Barb Dickmann</td>
<td>Village President, Village of Saukville</td>
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<tr>
<td>Kari Dombrowski</td>
<td>Aging Services Manager, Aging and Disability Resource Center of Ozaukee County</td>
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<tr>
<td>Jon Edgren</td>
<td>Public Works Director, Ozaukee County</td>
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<tr>
<td>Kathy Geracie</td>
<td>Supervisor, County Board/Chair, Public Works Committee</td>
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<tr>
<td>Steve Johnson</td>
<td>President, Specialized Transport Services</td>
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<tr>
<td>Pam King</td>
<td>Executive Director, Grafton Chamber of Commerce</td>
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<tr>
<td>Kip Kinzel</td>
<td>Mayor of Cedarburg</td>
</tr>
<tr>
<td>Amber Koehler</td>
<td>Manager, Ozaukee County Shared-Ride Taxi Services</td>
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<tr>
<td>Tom Mlada</td>
<td>Mayor of Port Washington</td>
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<tr>
<td>Michelle Pike</td>
<td>Director, Aging and Disability Resource Center of Ozaukee County</td>
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<tr>
<td>Jennifer Rothstein</td>
<td>Vice Chair, Ozaukee County Board of Supervisors/SEWRPC Commissioner</td>
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<tr>
<td>Kathleen Schilling</td>
<td>Executive Director, Ozaukee Economic Development</td>
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<tr>
<td>Carol Schneider</td>
<td>CEO, Seek Staffing</td>
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<tr>
<td>Jeff Sponcia</td>
<td>Manager of Planning, Milwaukee County Transit System</td>
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<tr>
<td>Maureen Squire</td>
<td>Executive Director, Interfaith Caregivers</td>
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<tr>
<td>Carole Stuebe</td>
<td>Executive Director, Portal, Inc.</td>
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<tr>
<td>Steve Taylor</td>
<td>Vice President of Student Life, Concordia University</td>
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<tr>
<td>Randy Tetzlaff</td>
<td>Director Planning and Development, City of Port Washington</td>
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<tr>
<td>Kim Tollefson</td>
<td>Director of Community Development, City of Mequon</td>
</tr>
<tr>
<td>Dawn Wagner</td>
<td>Village Administrator, Village of Saukville</td>
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<tr>
<td>Jessica Wolff</td>
<td>Director of Planning and Development, Village of Grafton</td>
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The Ozaukee County Express began operation in August 1996.

The Ozaukee County Express provides weekday-only travel during peak commute times. Service includes stops in Ozaukee County and the City of Milwaukee.

There are nine trips in the morning and nine trips in the afternoon/evening that serve residents of Ozaukee County commuting to downtown Milwaukee.

There are two morning trips and two afternoon/evening trips that bring workers from the City of Milwaukee to Employers in Ozaukee County.

Ozaukee County Express passengers are predominantly between 25 and 64 and from households making $50,000 or more.

Essentially all riders, about 99 percent, use the Express to commute to and from work.

A significant majority of riders board the Express at Grafton Commons near IH 43 and STH 60, and the Cedarburg Park-Ride Lot near IH 43 and CTH C.

In 2015, the Express carried 92,500 linked passenger trips.

The cost of the Express is $3.50 each way in cash or $2.50 if paying with an M-Card.

Riders can transfer between the Express and Shared-Ride Taxi for $1.00 if their trip starts or ends beyond walking distance from an Express stop in Ozaukee County.
In 2015, the Shared-Ride Taxi provided 108,500 linked passenger trips. Ridership grew steadily in the past decade with significant increases in 2012 and 2014.

Most Ozaukee County Shared-Ride Taxi passengers:
- do not have a valid driver’s license, and are from households with annual incomes of less than $30,000
- make trips between home and work, followed by trips between home and other purposes, such as medical visits
- use the taxi service three or more times a week

Starting January 1, 2017 the Shared-Ride Taxi’s service area was extended slightly to three specific locations in Milwaukee County where the Taxi will offer transfers from frequent, all-day MCTS services. The three locations are Cherrywood Lane, Glencoe Place, and the Brown Deer Park-Ride lot.
PERFORMANCE EVALUATION of Existing Ozaukee County Transit Services

Following the inventory of existing transit services in the County, Commission staff and the Advisory Committee evaluated the performance of the two County transit services using a series of standards developed from the three objectives identified by the Advisory Committee.

Some standards compare the County’s transit services to peer systems from across the country with similar service types, ridership, and budgets, and that serve areas of a similar density.

The performance evaluation results indicated:

- The Express service performed reasonably well. The service provides reasonable coverage of the County, with relatively easy access for the vast majority of residents.
- The Shared-Ride Taxi service provides a robust level of service, and performs well compared to peers in the Region and across the nation.
Ozaukee County

83,500 residents (97% of all Ozaukee County residents) live within a seven-mile drive or taxi ride of a park and ride lot served by the Express.

EMPLOYMENT IN MILWAUKEE COUNTY SERVED BY THE OZAUKEE COUNTY EXPRESS

Many of the highest employment density areas in Milwaukee County are served by the Express or a connecting local service including approximately:

- 110,800 jobs (19 percent of all Milwaukee County jobs) within a one-half mile walk of a bus stop served by the Express
- 195,800 jobs (34 percent of all Milwaukee County jobs) within a one-quarter mile walk of a local route that connects to the Express in 15 minutes or less
Milwaukee County

Approximately 72,300 residents (80 percent of all County residents) live within a one-half mile walk of a bus stop served by the Express and 254,500 residents (27% of all Milwaukee County residents) live within a one-quarter mile walk of a local route that connects to the Express in 15 minutes or less.

Ozaukee County

Nearly all of the employers in the County are within a 15-minute ride on the Shared-Ride Taxi of an Express stop, with approximately 49,100 jobs (96 percent of all Ozaukee County jobs) within that area. However, this is not intended to indicate that all of those jobs are served, as service hours and frequency on the Express are unlikely to align with every job within that buffer.
Peer systems were selected based on their service type and characteristics, annual ridership, urban area population, total vehicle miles operated annually, total annual operating budget, and proximity to Ozaukee County. Highlights of some key comparisons are provided.

Selected Peer Transit Systems for the Ozaukee County Express:
- Washington County Commuter Express
- Waukesha County Express Bus
- Butler County Transit Authority – Express (Cincinnati)
- Cobb Community Transit (Atlanta)
- Merrimack Valley Regional Transit Authority – Commuter Bus (Boston)
- Western Contra Costa Transit Authority (San Francisco)

RIDERSHIP AND SERVICE EFFECTIVENESS STANDARD:
COMPARISON OF OZAUKEE COUNTY EXPRESS TO PEER GROUP FOR ASSOCIATED PERFORMANCE MEASURES

Highlights of the performance evaluation results indicated:
- The Express performs well compared to peers in regards to passengers per revenue vehicle hour of service
- The Express also performs well, although not quite as strongly, on the passengers per revenue vehicle mile of service measure, averaging near the median of the peer group
The six peer systems selected have the most similar service characteristics to the Ozaukee County Shared-Ride Taxi, based on recent data:

- Washington County Shared-Ride Taxi
- Miami County Public Transit (Dayton)
- Greene County Area Transit Service (Dayton)
- Clemont Transportation Connection (Cincinnati)
- Cumberland Area Transit System (Philadelphia)
- Valley Transit District (New Haven, CT)

**COST EFFECTIVENESS STANDARD:**

**COMPARISON OF OZAUKEE COUNTY SHARED-RIDE TAXI TO PEER GROUP FOR ASSOCIATED PERFORMANCE MEASURES**

<table>
<thead>
<tr>
<th>Performance Measure</th>
<th>Range of Peer Group</th>
<th>Median of Peer Group</th>
<th>Shared-Ride Taxi</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operating Expenses per Passenger</td>
<td>$16.33 - $24.98</td>
<td>$24.57</td>
<td>$18.33</td>
</tr>
<tr>
<td>Operating Expenses per Passenger Mile</td>
<td>$2.22 - $3.23</td>
<td>$2.70</td>
<td>$2.22</td>
</tr>
<tr>
<td>Farebox Recovery Ratio</td>
<td>9.23% - 28.01%</td>
<td>11.54%</td>
<td>28.01%</td>
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</table>

**Highlights of the performance evaluation results indicated:**

- The Shared-Ride Taxi fulfills the cost effectiveness performance standard under all three performance measures.
- At $16.33, the operating expenses per passenger for the Shared-Ride Taxi are lower than any system in its peer group.
- Operating expenses per passenger mile was lower than the median of the peer group, at $2.22.
WE NEED YOUR INPUT!

Your input will help shape the alternatives that will be studied in the next phase.

Today, we want to hear from you…

- What works with the current County transit service?
- What could improve the County transit service?

We need your input for the transit service.

Written Comments

Please use the forms available at this meeting to write down any comments you might have.

More Information and Other Ways to Comment

If you would prefer to comment at a later time, please submit comments using one of the following ways:

- Plan Website: www.sewrpc.org/OzaukeeTransit
- E-mail: ozaukeetransitplan@sewrpc.org
- Mail: P.O. Box 1607, Waukesha, WI 53187-1607
- Fax: (262) 547-1103