Ozaukee County Transit Development Plan

Record of Public Comments and Recommended Transit Service Plan

June 5, 2018

Kevin Muhs
Deputy Director
Status of the Transit Development Plan

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

Advisory Committee meetings
Public Meetings
Meetings with Ozaukee County Businesses

December 2016
June 2017
February 2018
June 2018

We are here
Overview of Outreach and Attendance

- First Round of Outreach: June 2017
  - One Business-Focused Meeting (38 attendees)
  - Two Public Meetings (17 attendees)

- Second Round of Outreach: February/March 2018
  - One Business-Focused Meeting (45 attendees)
  - Three Public Meetings (14 attendees)
  - Formal comment period between February 15, 2018 through March 19, 2018 (5 formal comments)
Getting the Word Out

Announcements

- Paid Newspaper Advertisements
- Flyers provided to passengers
- News Releases
- Newsletter (February 2018)

News Release

FOR IMMEDIATE RELEASE

June 4, 2017

Release No. 17-02

For more information:
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ATTEND a PUBLIC INFORMATION MEETING for the Oaukeee County Transit Development Plan

Input Needed on Improving Oaukeee County Transit Services

At the request of Oaukeee County, the Southeastern Wisconsin Regional Planning Commission (SWRPC) is preparing a 5-year transit plan for the County. This plan will evaluate the existing County transit service, analyze changes that could be made to the services, and make recommendations to the County to change and improve services. To date, the Advisory Committee has reviewed existing services and evaluated the performance of the Oaukeee County Express and Shared-Ride Taxi.

More information, including a public comment form, is available at swrpc.org/OaukeeeTransit

Two public meetings have been scheduled to gather input from Oaukeee County residents and those interested in transit services in the County. The public meetings will provide an opportunity to review materials developed so far, participate in a short survey and provide input on transit services in a small group setting. A short presentation will be given 15 minutes after the start of each meeting.

“The Transit Development Plan will provide the County with valuable recommendations to improve connections to jobs and services,” said County Board Supervisor and Chair of the Public Works Committee Kathleen Diers. “I encourage everyone’s participation in this process so that

WE NEED YOUR INPUT!

You are invited to attend public involvement meetings on the Oaukeee County Transit Development Plan. At the request of Oaukeee County, the Southeastern Wisconsin Regional Planning Commission (SWRPC) is preparing a transit plan for the County for the five-year period from 2019 to 2023. Please join us to provide feedback on draft transit alternatives and whether they meet your transportation needs. More information about this advisory plan is available on the study website at swrpc.org/OaukeeeTransit.

A short presentation will be made 30 minutes after the start of each meeting. The public is invited to attend the meeting at any time during each meeting. A comment form can be downloaded at swrpc.org/OaukeeeTransit

AT THE M受伤 March 19, 2018, and may be submitted for public consideration at any time prior to March 19, 2018.

Key input needed:

- How would the Oaukeee County Public Transit Alternatives fulfill your transportation needs?
- Which transit alternatives should Oaukeee County pursue?

Find out more at swrpc.org/OaukeeeTransit

TELL US WHAT YOU THINK!

We want to hear your opinion of the alternatives for improving public transit in Oaukeee County. You are invited and encouraged to attend any of the three public involvement meetings. Transcripts for the public meetings will be posted on the Oaukeee County website at swrpc.org/OaukeeeTransit. Comments can be submitted at any time by March 19, 2018.

For information, contact:

E-mail: oaukeee@swrpc.org
Phone: (262) 935-1133

All comments submitted by March 19, 2018, will be considered when developing a recommended Oaukeee County public transit plan.

OGUKEE COUNTY TRANSIT DEVELOPMENT PLAN

TRANSIT SERVICE IMPROVEMENT ALTERNATIVES

NEWSLETTER FEBRUARY 2018

WHAT’S INSIDE

Existing Public Transit Services in Oaukeee County
Transit Service Improvement Alternatives

PROPOSAL FOR THE OAUKEE COUNTY TRANSIT DEVELOPMENT PLAN

To provide guidance to the public on the implementation of this plan, and to involve concerned and affected public officials and citizens in future decisions, the Advisory Committee will be appointed by the Oaukeee County Board. A list of Advisory Committee members can be found at swrpc.org/OaukeeeTransit

NEXT STEPS

Obtain public input on the transit service alternatives
Prepares a five-year recommended transit service improvement plan for Oaukeee County

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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: 3
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
What We Heard – Second Business Meeting

- Very interested in:
  - Extended Shared-Ride Taxi hours (25 out of 37 votes)
  - Reduced reservation window service (15 minutes) using the Shared-Ride Taxi (22 out of 34 votes)
  - Expanded marketing of transit services (21 out of 35 votes)
  - On-demand service using the Shared-Ride Taxi (22 out of 37 votes)
What We Heard – Second Public Meetings

Interest expressed in:
- On-demand Shared-Ride Taxi
- Flexible Shuttles
- Extending hours on the Ozaukee County Express
- Extending the $1.00 transfer fare to Shared-Ride Taxi passengers transferring at the three MCTS bus stops

City of Mequon expressed support for:
- Extension of MCTS Route 12 and a new MCTS Route 68
- Flexible Shuttles
- Expanded on-demand services
- Expanded reverse commute service
Draft Plan based on input from the Advisory Committee and the public

- Recommends transit services for three funding scenarios and two additional categories:
  1. If funding is maintained
  2. If funding is reduced
  3. If funding is increased
  4. Require further study
  5. Not recommended
Recommended if Funding is Maintained

1. Continue Operating the Ozaukee County Express and Increase Fares at the Rate of Inflation
2. Continue Operating the Shared-Ride Taxi and Increase Fares at the Rate of Inflation
3. Provide On-Demand Service for a Premium Fare
Assumptions

- 2% growth in operating expenses
- Federal and State funds at 55%
- Fare increases in 2019 and 2023 to keep pace with inflation
- County receives additional funds from fares paid with cash or the M-Card (38% of total fares collected)

Results

- Ridership constant
- Similar costs to County
Assumptions
- Growth in ridership due to increase in seniors and employment
- Federal and State funds at 55%
- Fare increase in 2020 to keep pace with inflation

Results
- Ridership increases
- County funding levels increase by $63,300
Input from businesses and the public indicated two concerns:
1. Need for same-day service guarantee
2. Desire to reduce transfer times between MCTS and the Shared-Ride Taxi

Service requirements
- More revenue vehicle hours of service, drivers, and vehicles
- May reduce the efficiency of the Shared-Ride Taxi (e.g., fewer shared rides)
- Premium fare of $10.00

Results
- Increase ridership by approximately 6,000 passengers in 2023
- Local share approximately $5,900 in 2023
Recommended if Funding is Reduced

1. Increase Fares at a Rate Greater than Inflation on the Ozaukee County Express
2. Increase Fares at a Rate Greater than Inflation on the Ozaukee County Shared-Ride Taxi
Express: Increase Fares at a Rate Greater than Inflation

- Not a preferred option during public outreach
- Few other options
- Assumptions
  - Fare increases of $0.25 in 2019, 2021, and 2023
  - County receives additional funds from fares paid with cash or the M-Card (38% of total fares collected)
- Results
  - Reduces local assistance by approximately $47,400 between 2019 and 2023
  - Ridership reduction of approximately 3,000 between 2019 and 2023
Not a preferred option during public outreach

Few other options

Assumptions

- Fare increases of $0.25 in 2019, 2021, and 2023

Results

- Reduces local assistance by approximately $58,000 between 2019 and 2023
- Ridership reduction of approximately 3,600 between 2019 and 2023, decreasing the amount of operating assistance
Recommended if Funding is Increased

1. Extend Shared-Ride Taxi service hours from 10:00 p.m. to 11:30 p.m. on weekdays
2. Expand marketing of transit options
3. Increase service frequency and service hours on the Ozaukee County Express
4. Improve bus stops within Ozaukee County
5. Implement reduced transfer fares at the three MCTS bus stop connection points
Extend Shared-Ride Taxi Service Hours

- Public and businesses supported
- Prioritizes extending to 11:30 p.m. on weekdays on a trial basis
- Allows County to track usage
- Estimated to serve 500 additional passengers between 2019 and 2023
- Local cost approximately $3,000 in 2023
- Ridership may increase if well promoted
Expanded Marketing of Transit Options

- Strong support from businesses and the public
- Would increase awareness about transit options
- May include hiring a mobility manager
- Costs could range from $25,000 to $60,000 annually
- Federal grants could fund 80 percent
Could add

- 6:30 a.m. run from Grafton Commons
- 4:30 p.m. run from downtown Milwaukee

Projected Costs

- Projected Operating Expenses = $102,600
- Projected Revenue Passengers = 6,600
- Projected County Assistance = $29,700
Improve Bus Stops Along Port Washington Road

- Improvements recommended at seven bus stops
  - Bus pads
  - Sidewalks
- Estimated Total = $177,000
- Funds available
  - FTA Section 5307
  - FTA Section 5310
Requested during public outreach

In 2017, the three transfer points generated 2,516 Shared-Ride Taxi trips

Transfer points could be used to schedule regularly occurring employment trips, “subscription” services

Estimated to generate 700 additional revenue passengers

Loss of farebox revenue of $8,900

Increase in operating expenses of $9,200
1. Study implementation of Bus-on-Shoulder along IH 43
2. Consider merging the Ozaukee County and Washington County Shared-Ride Taxi services
3. Consider implementing a new route to serve Port Washington Road
4. Consider implementing flexible shuttles
Bus-on-Shoulder along IH 43

- **Benefits:**
  - Reliability benefits
  - Saves up to 3 to 7 minutes depending on operating speed
  - Some opportunities for restriping to accommodate bus on shoulder lane

- **Challenges:**
  - Requires changes to State law
  - Could be incorporated into regional bus-on-shoulder feasibility study
  - Requires significant funding, coordination, and education

Source: Metro Transit, Minneapolis/St. Paul Area
Merging Shared-Ride Taxi Services

- **Benefits:**
  - Greater access to both Counties’ employment opportunities, medical facilities, and other resources
  - Future annual ridership could increase between 6,700 and 10,000 passengers
  - Combined reporting could save staff time in the future
  - Support expressed during public comment period

- **Challenges:**
  - Requires the creation of a transit commission
  - Increased combined costs by $22,800 to $36,000 annually
  - Requires decisions on transfer of assets, vehicle storage, maintenance, branding, and fare structure
New Route to Serve Port Washington Road

- **Benefits:**
  - Would serve Concordia University and MATC-Mequon
  - Service every 30 minutes until 6:00 p.m.
  - Could replace Route 42U
  - Could be part of MCTS’ system redesign

- **Challenges:**
  - Significant local funds needed ($318,300)
  - Further study needed to identify additional funding
Flexible Shuttles

- Benefits:
  - Connects to MCTS
  - Routes with deviations up to 0.75 miles would serve key employers and destinations

- Challenges:
  - Flexible service reduces reliability
  - Further study needed to identify how shuttles could provide on-time service
Not Recommended for Implementation or Study

1. Providing on-demand services through a partnership with a transportation network company (Lyft/Uber)
   - Relatively high user costs
2. Extending MCTS service on Route 12
   - Limited service area relative to cost
3. Expanded reverse commute services on the Ozaukee County Express
   - Low projected ridership relative to added costs
4. Reducing service on the Ozaukee County Express by eliminating the lowest performing runs
   - Results in less schedule flexibility
   - Current route operates efficiently due to recent refinements
The recommendations represent the culmination of public processes and input received from the Advisory Committee.

The recommended plan presents a course of action and prepares the County to make informed decisions in the future.