

Ozaukee County Transit Development Plan

Transit Service Alternatives



November 14, 2017

Kevin Muhs

Deputy Director

Overview of Draft Alternatives



- ❑ Employment-Related Transit Services Targeting Ozaukee County Businesses
- ❑ Fixed-Route Service Alternatives for the Ozaukee County Express
- ❑ Shared-Ride Taxi Service Alternatives for the Ozaukee County Transit System

Employment-Related Transit Alternatives



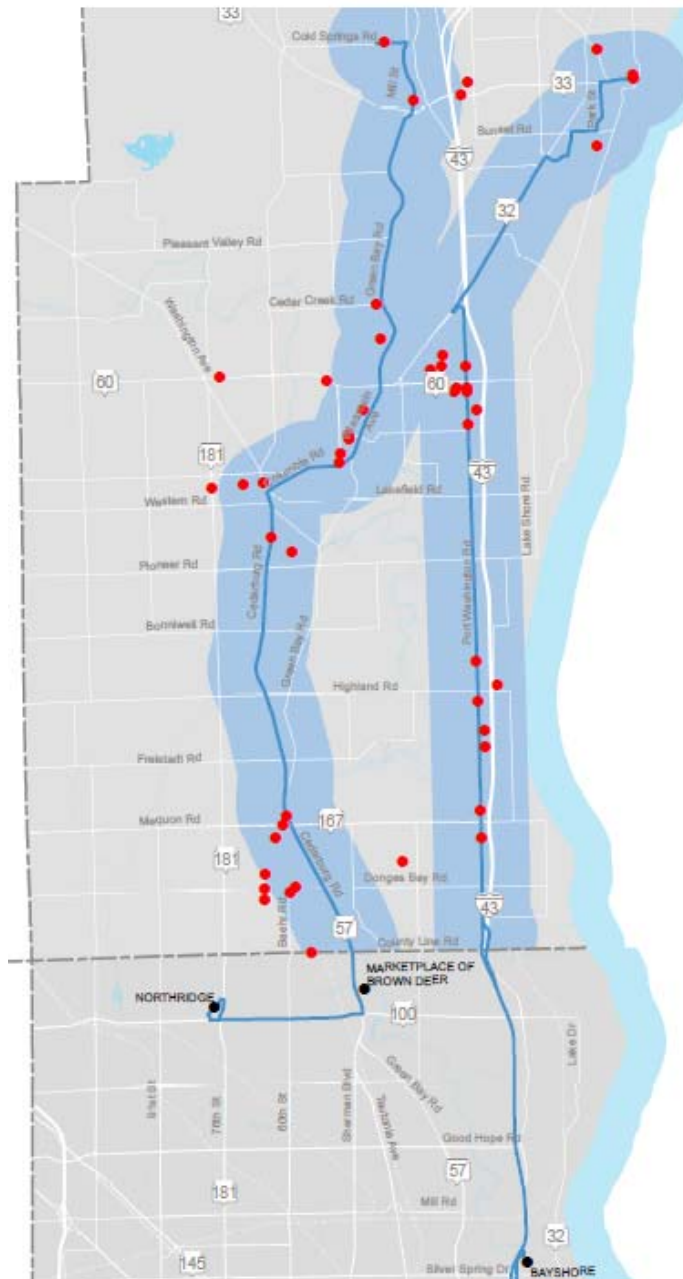
1. Flexible or fixed-route shuttles
2. On-demand services – Partnership with a Transportation Network Company
3. Expanded MCTS Service Including Routes 276, 12, and 68 to Serve Key Employment Destinations
4. Expand Reverse Commute from Milwaukee County to Ozaukee County
5. Expand Marketing of Transit Options

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Flexible or Fixed-route Shuttles



- ❑ Route with minor deviations within 0.75 miles
- ❑ Service from 5:00 AM to 8:00 PM
- ❑ Would serve key employers and destinations

Flexible or fixed-route shuttles



Western Kenosha County service is a local example



Source: Western Kenosha County Transit

Flexible or fixed-route shuttles



❑ Projected Costs and Revenues 2022

- Projected Operating Expenses = \$214,000
- Projected Revenue Passengers = 10,300
- Projected County Assistance = \$75,700

Flexible or fixed-route shuttles



□ 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



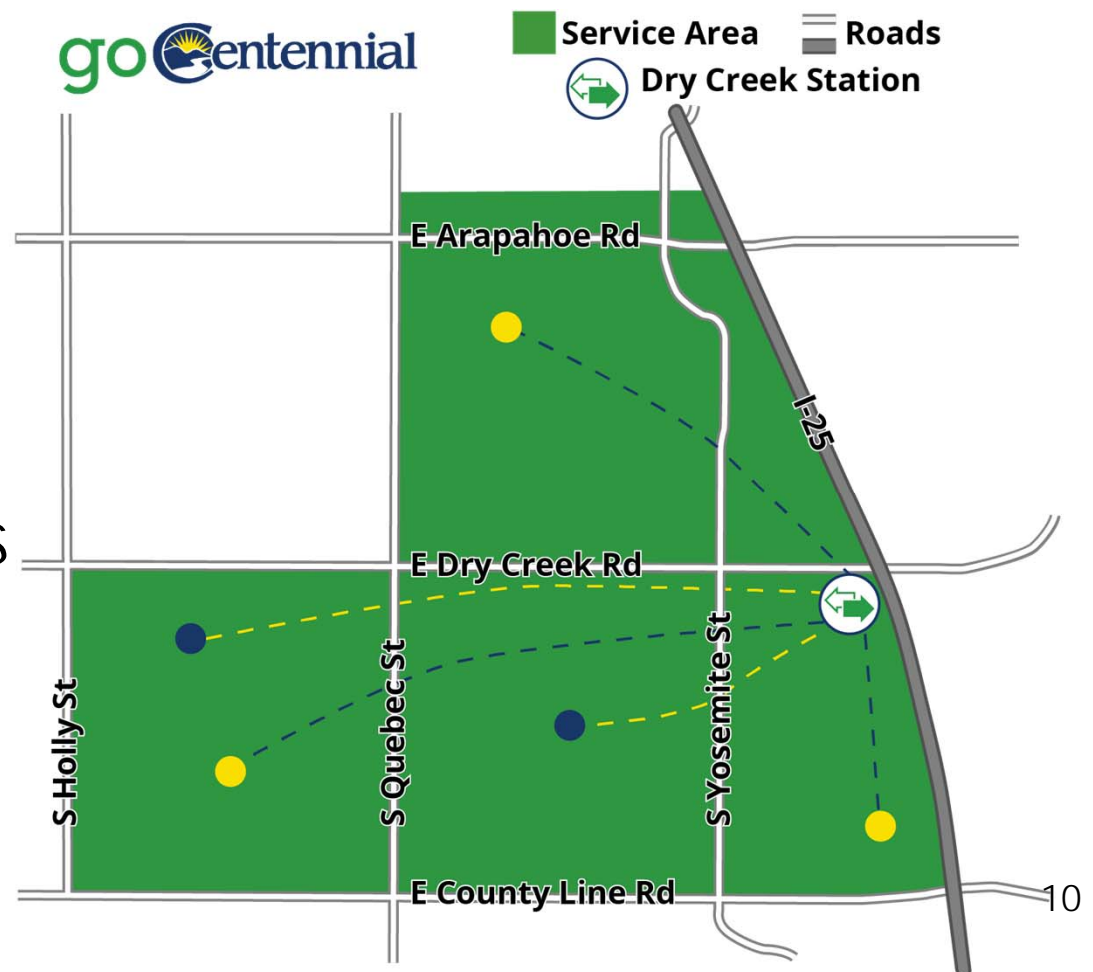
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On-demand Services



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



Example 2: Pinellas Suncoast Transit Authority (FL), Direct Connect

DIRECT CONNECT STOPS

Location	Connecting Routes
1 Huey Ave & Lemon St E	19, 66L
2 Tampa Rd & Pine Ave N	67, Countryside/Oldsma/Tampa Connector
3 Main St & Patricia Ave	61, 66L, 78, Dunedin/Palm Harbor Connector
4 PSTA 34th St Layby	4, 11, 52, 59, 97, 98
5 Pinellas Park Transit Center	11, 34, 52, 74, 75, 97, 444
6 Seminole Blvd & Orange Blossom Ln	18
7 16th St S & 18th Ave S	23
8 E Bay Dr & Missouri Ave N	18, 52, 98

HOW TO RIDE

- Choose a provider
- Hail a ride
- Travel to/from a designated PSTA stop
- Ride the bus

- ❑ Partnership with Uber
- ❑ Connects with bus routes in 8 zones
- ❑ PTSA pays first \$3.00 of the ride

On-demand Services



□ Pros

- Could provide demand-responsive transportation for employees
- Suggested during public involvement meetings and business meetings

□ Cons

- High cost per trip (\$4.00 - \$5.00 more than Shared-Ride Taxi per trip)
- Requires cell phone and credit card

Employment-Related Transit Alternatives



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Expanded MCTS Service – Routes 276 & 12



- ❑ Extension of Route 276 would serve the Mequon business park and Mequon Town Center
 - 5:00 AM – 7:30 PM
 - Option for two buses to maintain frequency of 30 minutes
- ❑ Extension of Route 12 would serve the Mequon business park
 - 6:00 AM – 9:00 AM
 - 3:00 PM – 6:00 PM

Expanded MCTS Service – Routes 276 & 12



- ❑ Route 276 Projected Costs and Revenues one bus/two buses
 - Projected Operating Expenses = \$189,600/\$379,100
 - Projected Revenue Passengers = 12,700/19,500
 - Projected County Assistance = \$67,000/\$139,300

- ❑ Route 12 Projected Costs and Revenues
 - Projected Operating Expenses = \$461,900
 - Projected Revenue Passengers = 32,500
 - Projected County Assistance = \$161,100

Expanded MCTS Service – Routes 276 & 12



❑ Pros

- Routes 12 and 276 would serve areas with high job concentration
- Route 276 would serve areas with relatively high population density

❑ Cons

- Both routes would require additional County funding

Expanded MCTS Service – Route 68



- POTENTIAL WEEKDAY ROUTE 68
- POTENTIAL WEEKEND ROUTE 68
- MCTS ROUTE

- ❑ Extension of Route 68 would serve Concordia University and MATC-Mequon
 - Weekdays: 6:00 AM – 12:00 PM
 - Saturday: 6:00 AM – 11:00 PM
 - Sunday: 8:00 AM – 7:00 PM
- ❑ If 42U continues its route, this could extend to Ascension/Columbia St. Mary's Hospital instead

Expanded MCTS Service – Route 68



- ❑ Route 68 Projected Costs and Revenues
 - Projected Operating Expenses = \$868,200
 - Projected Revenue Passengers = 50,300
 - Projected County Assistance = \$318,300

Expanded MCTS Service – Route 68



❑ Pros

- Connects high population areas in Milwaukee County to major employers in Ozaukee County

❑ Cons

- Assumed the County would be responsible for additional miles within their border (\$318,300)

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Expanded Reverse Commute Options



- ❑ Three additional reverse commute trips
 - One at 5:00 AM; two between 2:00 PM and 5:00 PM
 - Would serve approximately 2,300 riders in 2022
 - Ozaukee County responsible for \$28,000 in 2022
 - Commission staff does not recommend due to low ridership
 - Ridership may be able to be increased with expanded marketing and collaboration with employers

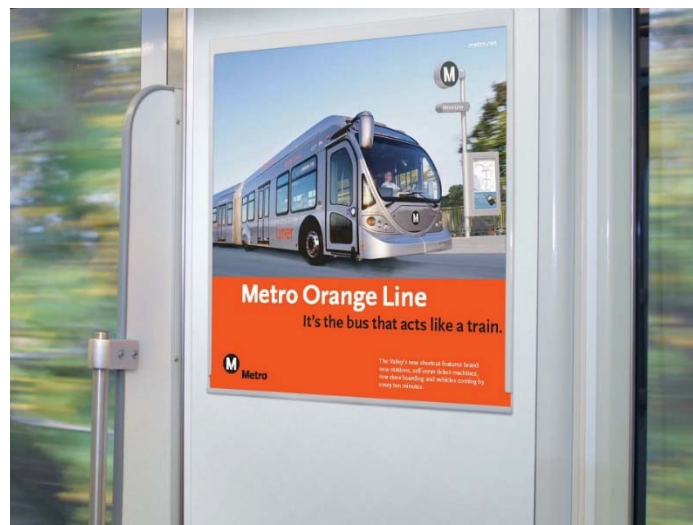
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Expanded Marketing of Transit Options

Marketing examples



Expanded Marketing of Transit Options



- ❑ Opportunities to increase awareness
 - 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

Fixed-Route 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

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No Changes to the Ozaukee County Express



- ❑ Serves as a base for the other fixed-route 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

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Bus Stop Improvements



- ❑ Improvements recommended at seven bus stops
 - Bus pads
 - Sidewalk
- ❑ Estimated total = \$176,760
- ❑ Funds available
 - FTA Section 5307
 - FTA Section 5310

Columbia St. Mary's/Ascension Hospital

Southbound Stop

Northbound Stop



Looking west at Columbia St. Mary's/Ascension Hospital entrance

Looking south on Port Washington Rd

Port Washington Rd/Highland Rd

Southbound Stop



Looking north on Port Washington Rd

Port Washington Rd/Highland Rd



Northbound Stop



Looking north on Port Washington Rd

Looking west at northbound bus stop from New Castle Place entrance on Highland Rd

Route 143

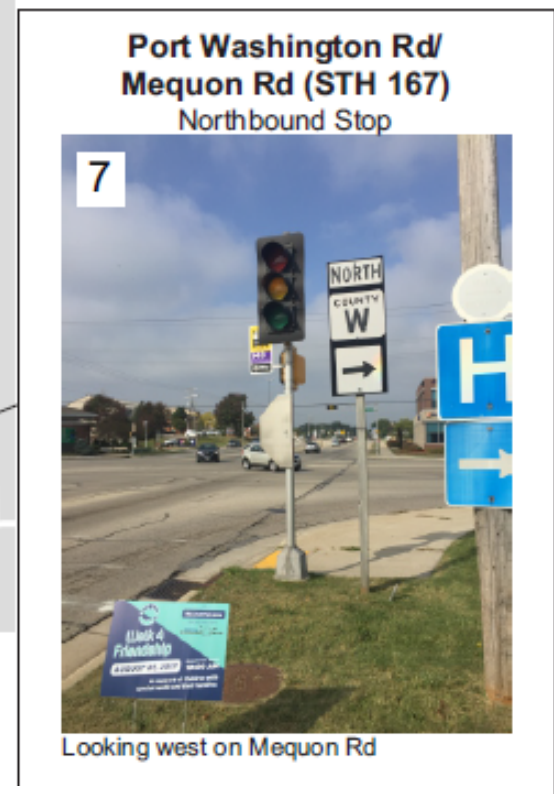
- Reverse Commute Service
- Traditional Commute Service
-  Express Stop Requiring Improvements
-  Express Stop Not Requiring Improvements
- 5 Corresponding Number on Table 5-8





GRAPHIC SCALE

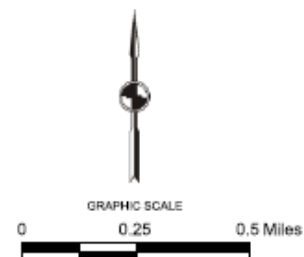
0 0.25 0.5 Miles





Route 143

- Reverse Commute Service
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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

Bus on Shoulder

Examples in the U.S.



Source: Pace Bus System



Source: Metro Transit



Source: Denver RTD

Bus on Shoulder

Congestion and Geometric Constraints



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)



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



Northbound IH 43 - North Avenue Bridge
-Less than 10-foot 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 - 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

Bus on Shoulder



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

Bus on Shoulder



- ❑ Policy changes needed
- ❑ Discuss further with WisDOT, FHWA, MCTS
- ❑ Would require marketing and education

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Increased Service Frequency and Service Hours



- ❑ Option if the County decides to increase service
- ❑ Could add
 - 6:30 AM run from Grafton Commons
 - 4:38 PM run from downtown Milwaukee
- ❑ Projected Costs
 - Projected Operating Expenses = \$102,600
 - Projected Revenue Passengers = 6,600
 - Projected County Assistance = \$29,700

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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

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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 AM northbound/8:06 AM southbound
 - 1:41 PM northbound/3:05 PM southbound
- ❑ Decreases County's level of assistance by approximately \$37,300 compared to "no change" alternative
- ❑ Results in less schedule flexibility

Shared-Ride Taxi Alternatives



1. No changes to the Ozaukee County Shared-Ride Taxi
2. Extend Shared-Ride Taxi service hours to 4:00 A.M. in the Morning and 12:00 A.M. in the Evening
3. On-demand Transportation Services Provided by the Ozaukee County Shared-Ride Taxi
4. Increase Fares at a Rate Greater than Inflation on the County Shared-Ride Taxi Service
5. Merging the Ozaukee County and Washington County Shared-Ride Taxi Services

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No Changes to Ozaukee County 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 in 2020 to keep pace with inflation
- ❑ Results
 - Ridership increases slightly
 - County funding levels increase by \$56,000

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Extend Shared-Ride Taxi Service Hours



- ❑ 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 County Assistance = \$11,900

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On-Demand Services on Shared-Ride Taxi



- ❑ Five new vehicles recommended
- ❑ Projected Costs
 - Projected Operating Expenses = \$542,500
 - Projected Revenue Passengers = 38,500
 - Projected County Assistance = \$53,100
- ❑ The County may consider partnering with Ozaukee County businesses to pay operating expenses and costs of new vehicles

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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

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Merging Shared-Ride Taxi Services



❑ Potential Benefits

- Would provide Ozaukee County and Washington County residents with greater access and mobility
- Provides business access to a greater labor pool
- Greater efficiencies in operations, reporting, and contracting

❑ Potential Costs

- New trips will be more expensive than average due to increased length of trips
- Would cost Counties a combined total between \$22,800 and \$36,400
- Additional vehicles needed to meet demand for a cost to the Counties of between \$15,000 and \$30,000

Merging Shared-Ride Taxi Services



- ❑ Funding a merged service
 - The counties or future transit commission would need to determine how to distribute costs
 - SEWRPC staff recommends each county provide funding for its share of service
- ❑ Creating a Transit Commission
 - State law requires for a multi-county transit system
 - Counties would determine the membership
- ❑ Additional Decision Items
 - Transfer of assets, vehicle storage and dispatch, branding, etc.

Conclusion



- ❑ Few alternatives could be implemented without additional Ozaukee County funding
- ❑ Further discussions with Ozaukee County businesses may provide insight into potential public-private partnership opportunities
- ❑ Requires balancing two service objectives with the desire to minimize costs