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
Employment-Related Transit Alternatives

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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
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

- **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

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 service on the Ozaukee County Express
5. Expanded Marketing of Transit Options
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
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
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**

- 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
Route 68 Projected Costs and Revenues

- Projected Operating Expenses = $868,200
- Projected Revenue Passengers = 50,300
- Projected County Assistance = $318,300
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)
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
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
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
Expanded Marketing of Transit Options

Marketing examples

- Try the Chicago-style dogs.
- Skip the Chicago-style traffic.

THERE'S MORE TO THE RIDE.

Metro Orange Line
it's the bus that acts like a train.

NATIONAL AWARD WINNER
Expanded Marketing of Transit Options

- Opportunities to increase awareness
  - Existing community events such as job fairs
  - MCTS app
  - Wisconsin DOTRideshare
  - 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
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
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
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
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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Bus Stop Improvements

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

Columbia St. Mary's/Ascension Hospital
Southbound Stop

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

Northbound Stop
2. Looking south on Port Washington Rd

Port Washington Rd/Highland Rd
Southbound Stop

3. Looking north on Port Washington Rd

Northbound Stop
4. Looking north on Port Washington Rd
5. Looking west at northbound bus stop from New Castle Place entrance on Highland Rd

Route 143

Graphic Scale

| 0 | 0.25 | 0.5 Miles |
Reverse Commute Service
Traditional Commute Service
Express Stop Requiring Improvements
Express Stop Not Requiring Improvements
Corresponding Number on Table 5-8
Port Washington Rd/Glen Oaks Ln
Southbound Stop

Port Washington Rd/Mequon Rd (STH 167)
Northbound Stop

Route 143

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

5 Corresponding Number on Table 5-8

Looking south on Port Washington Rd
Looking north on Port Washington Rd
Looking west on Mequon Rd

GRAPHIC SCALE
0 0.25 0.5 Miles
Fixed-Route Service Alternatives

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6. Reduced Service on the Ozaukee County Express
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: Denver RTD

Source: Metro Transit

Only RTD buses are authorized to use the shoulder with the following conditions:

- The traffic speed in the general purpose lanes is slower than 35 mph.
- The bus does not exceed 15 mph over the speed of traffic in general purpose lanes, with the maximum speed being 35 mph.

All private vehicles must remain in the general purpose lanes or the Express Lanes. Do not follow the bus onto the shoulder.
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

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

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

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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
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
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
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
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
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
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
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
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
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
Shared-Ride Taxi Alternatives

1. No changes to the Ozaukee County Shared-Ride Taxi
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3. On-demand Transportation Services Provided by the Ozaukee County Shared-Ride Taxi
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5. Merging the Ozaukee County and Washington County Shared-Ride Taxi Services
On-Demand Services on Shared-Ride Taxi

- Expansion of current service
- Rides provided within 2 hours of request
- Could accommodate more timely service for businesses

National examples
- Call-n-Ride (Pace, suburban Chicago)
- Transit Link (Twin Cities)
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
Shared-Ride Taxi Alternatives

1. No changes to the Ozaukee County Shared-Ride Taxi
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3. On-demand Transportation Services Provided by the Ozaukee County Shared-Ride Taxi
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5. 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 Alternatives

1. No changes to the Ozaukee County Shared-Ride Taxi
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3. On-demand Transportation Services Provided by the Ozaukee County Shared-Ride Taxi
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5. Merging the Ozaukee County and Washington County Shared-Ride Taxi Services
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.
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.