

# Southeastern Wisconsin **Regional Planning Commission**



## **Potential Mobility On Demand Options**

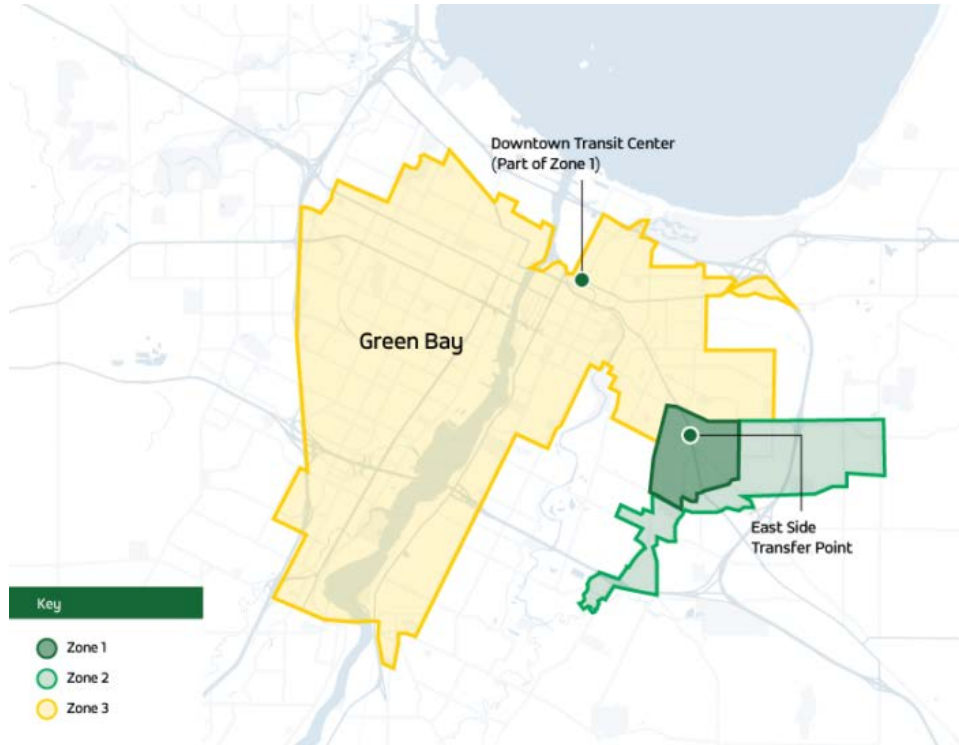
Waukesha Transit Development Plan Advisory Committee  
February 2, 2021

# ●●●●● Purpose and Overview

- Request input on potential mobility on demand (MOD) service options
  - On-demand transportation in the City of Waukesha to provide service coverage in areas of currently unproductive route segments and/or during evenings and weekends
  - On-demand shuttles in Waukesha County to expand employment transportation options
  - Input will refine potential alternatives
- Future alternatives will include potential routes, service types, and costs



# Potential MOD in City of Waukesha



- Evening or weekend service
- Serve potential locations with unproductive bus route segments
- Dynamically scheduled



Top: Green Bay On Demand Service Areas; Bottom: Image of vehicle serving Green Bay On Demand

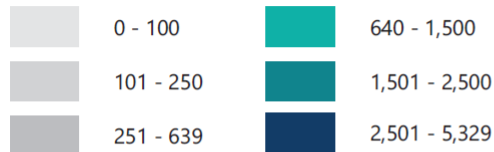


# Potential Business-oriented MOD

➤ Service recommended during focused outreach in Spring 2020

- Flexible on-demand shuttles
- Aligned with shift times
- Direct and efficient routing

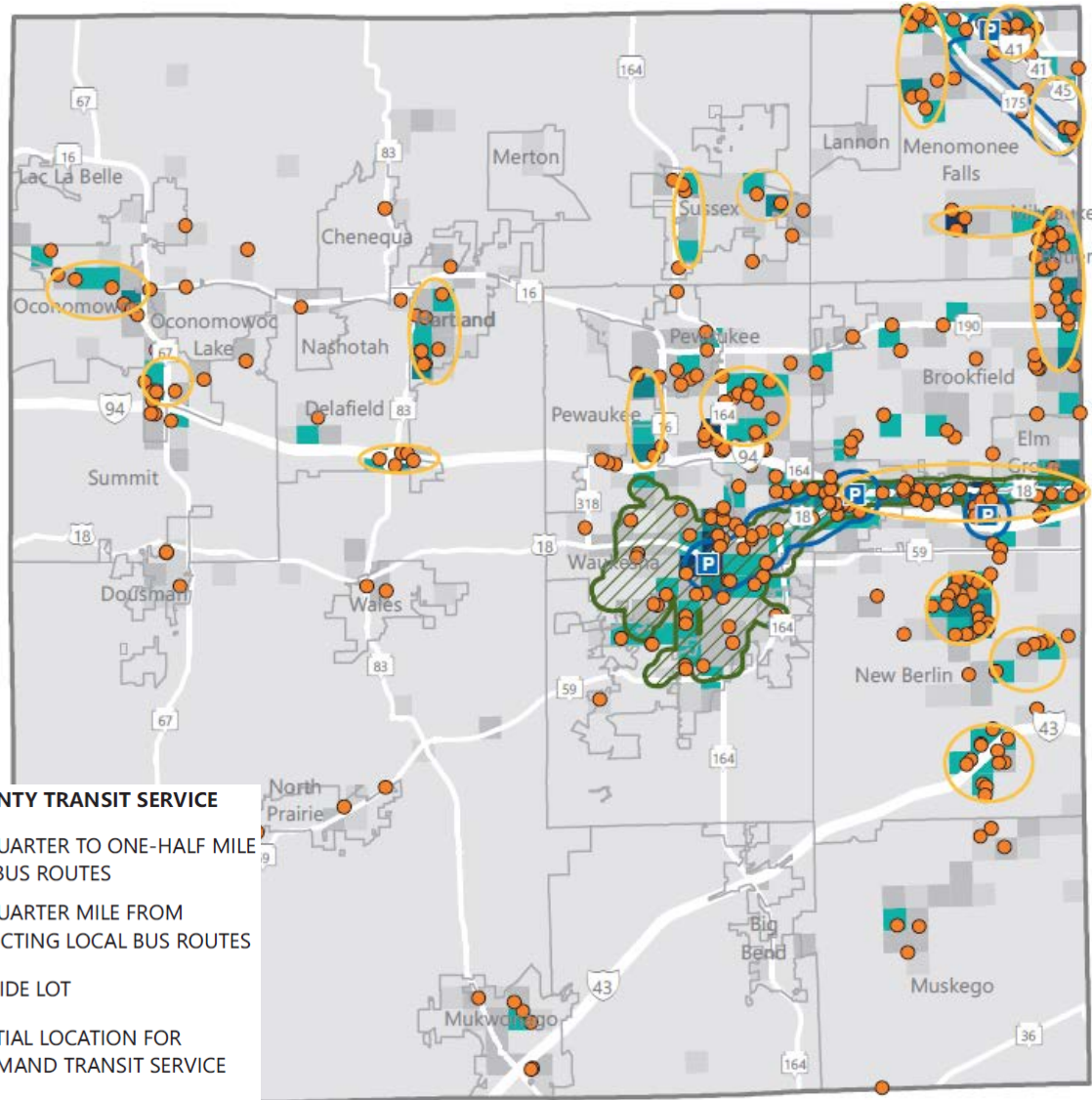
### EMPLOYMENT BY QUARTER SECTION (2010)



### WAUKESHA COUNTY TRANSIT SERVICE

- ONE-QUARTER TO ONE-HALF MILE FROM BUS ROUTES
- ONE-QUARTER MILE FROM CONNECTING LOCAL BUS ROUTES
- P PARK-RIDE LOT
- POTENTIAL LOCATION FOR ON-DEMAND TRANSIT SERVICE

MAJOR EMPLOYER WITH MORE THAN 100 EMPLOYEES



# ●●●●● Potential Business-oriented MOD

- Shuttle service for workforce transportation in Waukesha County
- Could be provided through a group of employers
- Could be scheduled or flexibly served depending on needs

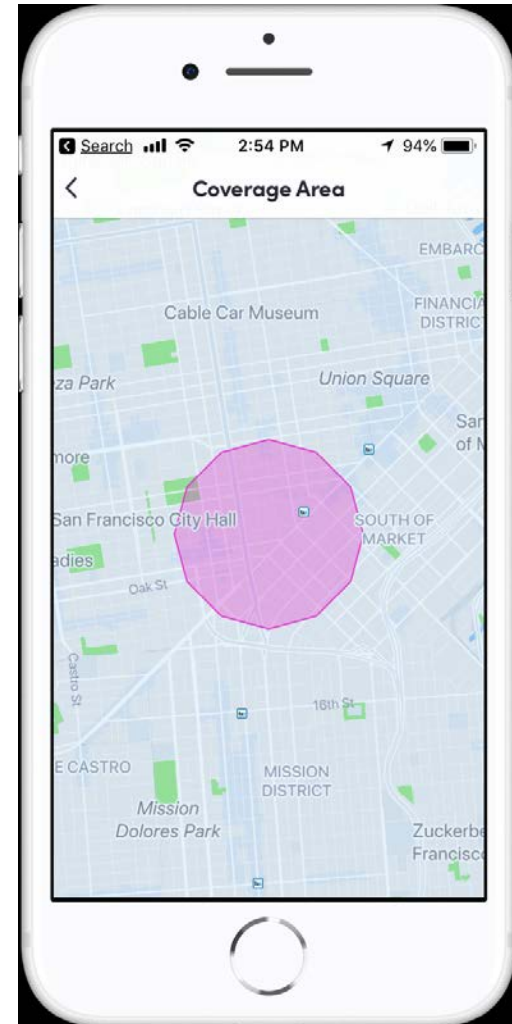


Image of employer shuttles in Dublin, OH



# ●●●●● Ride-Sourcing

- Transportation Network Companies (TNCs)
- Digital platform delivers on-demand service
- Includes a business platform to allow scheduling, tracking, and payment
- Pros: provides rides when needed and allows customization of service and coverage area
- Cons: relatively high cost and may not be accessible to people with disabilities



Service area shown in the Lyft app



# ●●●●● Microtransit

- Range of service options
  - Fixed or flexible route
  - Fixed or on-demand schedule
- Multiple public-private partnership options
  - Public agency vehicles and drivers
  - Public agency vehicles with non-profit agency drivers
  - Private drivers and public agency vehicles
  - All private (turnkey)



Microtransit shuttle provided by the City of Arlington, TX



Microtransit shuttle provided by Los Angeles Metro



# ●●●●● Conclusion and Next Steps

- Request input on which on-demand routes and service elements to consider
- Refined on demand concepts will be included in the draft plan
- Commission staff will draft potential alternatives based on input





# Thank You

**Jennifer Sarnecki** | Principal Planner

jsarnecki@sewrpc.org | 262.953.3202

SEWRPC.org



/SEWRPC



@SEW\_RPC