

# SOUTHEASTERN WISCONSIN REGIONAL PLANNING COMMISSION

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## MEMORANDUM

TO: Advisory Committee for the Waukesha Area Transit Development Plan

FROM: Southeastern Wisconsin Regional Planning Commission Staff

DATE: June 4, 2020

**SUBJECT: POTENTIAL ALTERNATIVES FOR CONSIDERATION IN THE NEXT PHASE OF THE WAUKESHA AREA TRANSIT DEVELOPMENT PLAN**

This memorandum identifies a range of potential alternatives that could be studied in the next phase of the Waukesha Area Transit Development Plan. The alternatives are based on input received during the outreach meetings and surveys conducted in February through April 2020, as well as from discussions during previous Advisory Committee meetings. As potential alternatives are considered, it may be helpful to consider the transit service objectives, and the supporting performance standards and design criteria identified in Chapter III, as well as the evaluation of existing services in Chapter IV.

Based on input from the Advisory Committee and comments received from businesses and the public, Commission staff will analyze selected alternatives. The analysis will consider potential future expenses, revenues, and ridership changes. A “no-change” alternative will be analyzed for Waukesha Metro Transit and Waukesha County Transit to provide a base scenario to which potential service changes will be compared.

### **POTENTIAL WAUKESHA METRO TRANSIT ALTERNATIVES**

1. Providing on-demand and/or flexible shuttle services, potentially utilizing smaller transit vehicles
2. Combine paratransit and demand responsive service
3. Partnering with Uber or Lyft for on-demand services beyond service area and hours
4. Redesigning routes that have segments with low productivity
5. Increasing frequency on Route 1 to align with the frequency on the Gold Line
6. Providing shuttles to serve UWM at Waukesha from Goerke’s Corners, which may include additional service to UWM campuses in Washington County and in the City of Milwaukee
7. Increased marketing and how to ride guidance for the general public and in partnership with the Waukesha Public School District
8. Develop an app to allow payment and a bus tracker to provide real-time arrival information

### **POTENTIAL WAUKESHA COUNTY TRANSIT ALTERNATIVES**

1. Creating a “mobility hub” at Goerke’s Corners Park-Ride Lot and possibly other locations in Waukesha County where shuttles, on-demand services, and buses could pick up and drop off passengers

2. Providing shuttle service from Goerke's Corners Park-Ride Lot to major business destinations
3. Eliminating stops in western Waukesha County
4. Increasing the number of reverse commute trips into Waukesha County on Route 901

**POTENTIAL ALTERNATIVES FOR BOTH WAUKESHA METRO TRANSIT AND WAUKESHA COUNTY TRANSIT**

1. Identify initial steps to conduct a feasibility study of bus rapid transit (BRT) along Bluemound Road to downtown Waukesha with a connection to the East-West BRT in Milwaukee County
2. Adding trips to increase the frequency of Waukesha Metro Route 1 to provide additional connections to the Milwaukee Regional Medical Center
3. Provide countywide shared-ride taxi service
4. Identify opportunities to leverage faith-based programs to serve transit needs beyond the service areas and times of Waukesha Metro Transit and Waukesha County Transit
5. Combine paratransit service and RideLine program
6. Pursue a shared fare payment system with Milwaukee County
7. Develop a range of strategies to provide shuttles to/from Waukesha Metro Transit stops, Waukesha County Transit stops, and/or park and ride lots to businesses in Waukesha County, which may include various models such as:
  - a. Waukesha County owns, insures, and maintains the vehicles
  - b. Services developed and operated independently by an employer or group of employers
  - c. Services developed and operated through a public-private partnership, with cost-share between the County, City, and employers (e.g., a partnership with a ride-hailing service such as Lyft or Uber)