



Credit: Ozaukee County

1.1 INTRODUCTION

At the request of Ozaukee County, the Regional Planning Commission prepared this transit system operations analysis and short-range service plan. The last short-range transit development plan prepared by the Commission for the County covered the period from 2002 through 2006.¹ The new plan is needed in order for the transit system to respond to changes in residential, industrial, and commercial development occurring within the County and Southeastern Wisconsin, respond to an increased demand for labor from Milwaukee County by Ozaukee County businesses, and to adjust services to reflect the needs of existing Ozaukee County Transit System users.

This operations analysis and short-range service plan was conducted within the context of the continuing regional transportation planning program. In 2016, the Commission adopted VISION 2050, a regional land use and transportation plan with a design year 2050.² That plan includes a public transit element that recommends a significant improvement in and expansion of transit service in the Region over a 35-year period (see Map 1.1). The regional plan also has some specific recommendations that pertain to transit services in Ozaukee County:

- Improve existing commuter bus services between Ozaukee and Milwaukee Counties. The regional plan recommends that the existing service be refined and improved by increasing the frequency of service to every 15 minutes or better during rush hour, and every 60 minutes or better during the midday and nighttime, with service operating from 5 a.m. to midnight, covering all three work shifts. Weekend service is also recommended, as is exploring operating commuter bus service in the shoulder of a freeway where possible during congested periods, allowing buses to bypass congestion. It is also recommended that a park-ride lot be constructed at Highland Road and be served by commuter bus service once it is completed.

¹ See *SEWRPC Community Assistance Planning Report No. 265, Ozaukee County Transit System Development Plan: 2002-2006, October 2002.*

² See *SEWRPC Planning Report No. 55, VISION 2050: A Regional Land Use and Transportation System Plan for Southeastern Wisconsin, July 2016.*

Map 1.1
Public Transit Element: VISION 2050

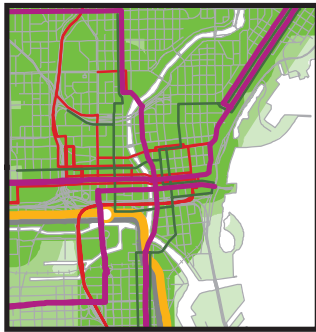
TRANSIT SERVICES

- RAPID TRANSIT LINE
- EXPRESS BUS ROUTE
- COMMUTER RAIL LINE & STATION
- COMMUTER BUS ROUTE & PARK-RIDE
- INTERCITY RAIL
- STREETCAR LINE

LOCAL TRANSIT SERVICE AREA AND PEAK FREQUENCY

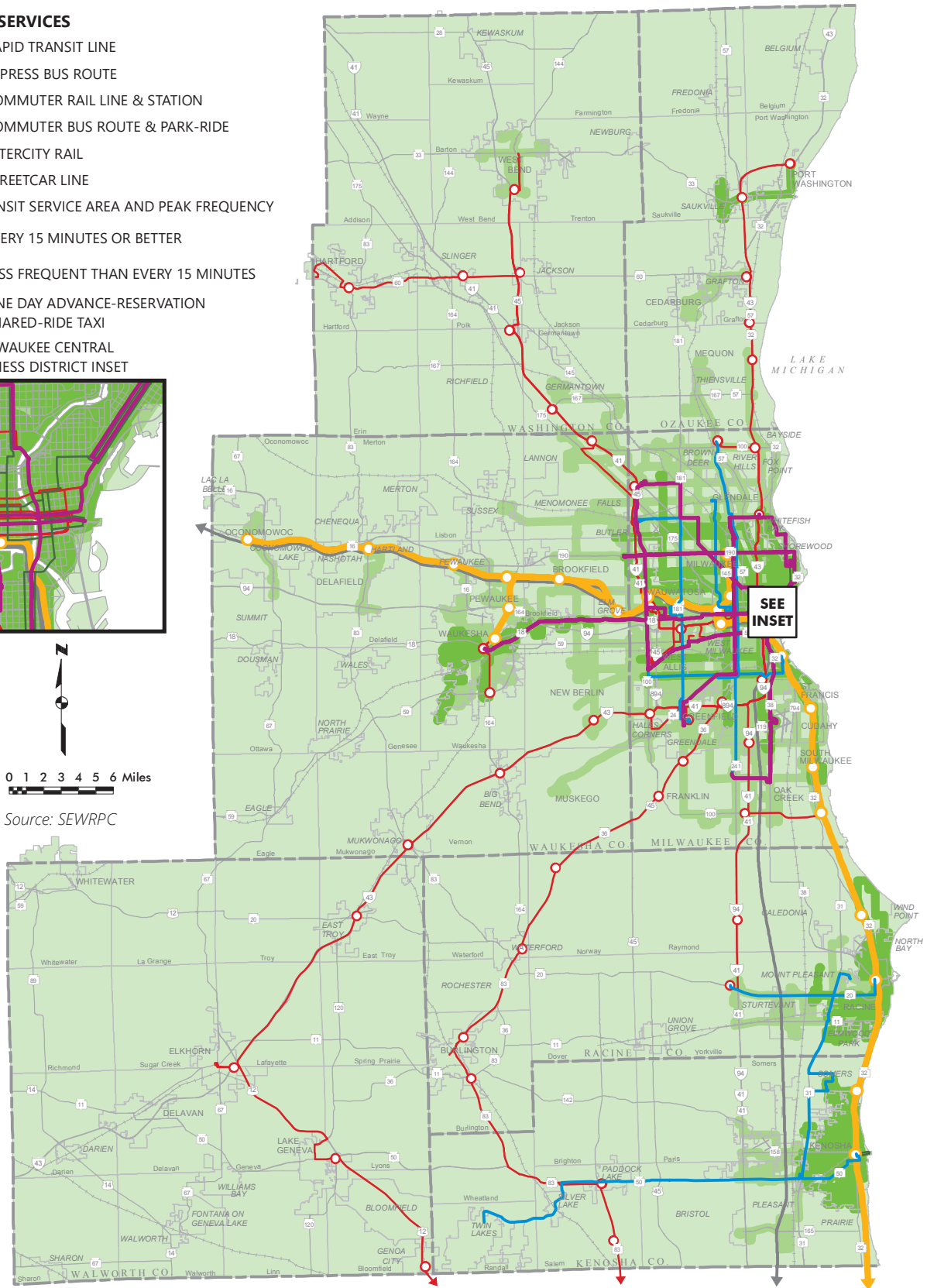
- EVERY 15 MINUTES OR BETTER
- LESS FREQUENT THAN EVERY 15 MINUTES
- ONE DAY ADVANCE-RESERVATION SHARED-RIDE TAXI

MILWAUKEE CENTRAL BUSINESS DISTRICT INSET



0 1 2 3 4 5 6 Miles

Source: SEWRPC



- Extend two local bus routes northward from the Milwaukee County border to provide access to jobs and destinations along Port Washington Road between the Columbia St. Mary's Hospital and the county line, and along Cedarburg Road, Mequon Business Park along Donges Bay Road, and into Thiensville.
- Initiate local shuttle service connecting the developed areas of Cedarburg and Grafton to the commuter bus route, and local shuttle service connecting the developed areas of Port Washington and Saukville to the commuter bus route. Both of these routes would be intended to increase access for Milwaukee County residents to jobs in these areas, visitors to the Region to the attractions in these areas, and residents of these areas to the commuter bus route and destinations in Milwaukee County. They would include timed transfers with the commuter bus route at park-ride lots.
- Continued operation of the shared-ride taxi service countywide, with consideration of merging the shared-ride taxi services across the Region into one larger service, providing residents of the County with greater access to destinations across Southeastern Wisconsin.

This operations analysis and short-range service planning study is considered an initial stage of implementation of the adopted regional plan. The transit development plan is short-range in nature, covering the period 2019 through 2023, and is based on a performance review of the existing county transit system, and analyses of the travel habits, patterns, and needs of system users based on travel data and surveys collected in 2012 and 2016. The plan, completed in 2018, proposes a set of recommended service changes for the transit system and forecasts ridership, service levels, and operating and capital expenses that would be expected from implementing the changes.

This operations analysis and service plan is documented in the following chapters of this report:

- Chapter 2, "Existing Transit Services and Travel Patterns," which describes the public transit system in Ozaukee County, the travel patterns of existing ridership, and summarizes the other major transit services presently available in the County
- Chapter 3, "Service Objectives and Standards," which provides a set of transit service objectives, supporting performance standards, and design criteria that were used in evaluating the performance of the existing bus and taxi services; in designing any changes to the existing transit services; and in evaluating service alternatives
- Chapter 4, "Evaluation of Existing Transit Services," which describes how well the existing transit services meet the performance standards, thereby identifying service-related problems, successes, and deficiencies
- Chapter 5, "Transit Service Alternatives," which identifies, describes, and evaluates potential service changes, and provides forecasts of ridership, service levels and costs for each alternative
- Chapter 6, "Recommended Transit Services," which sets forth a description of the transit service improvements that have been considered and recommended by the Ozaukee County Transit Development Plan Advisory Committee and a plan for the implementation of the identified service improvements

