

# EXISTING TRANSIT SERVICES AND TRAVEL PATTERNS

# 2



Credit: Ozaukee County

## 2.1 INTRODUCTION

This chapter 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. The chapter first presents a description of the County transit system, including its history, administrative structure, and the County's progress on implementing the principal recommendations from the previous Transit Development Plan. Following that overview, the chapter provides more detail on both the Ozaukee County Express and Shared-Ride Taxi services, including describing service operations, vehicle fleet, ridership, and costs. A description of the other major public transit service providers in the County follows, including an additional fixed bus route serving Ozaukee County, intercity bus service, and the principal human services transportation providers for seniors and people with disabilities.

## 2.2 OZAUKEE COUNTY TRANSIT SYSTEM

The Ozaukee County Transit System has two major services. The Express service provides peak traditional and reverse commute service using 40-foot, accessible transit buses. It connects park-ride lots in the City of Port Washington, the Village of Saukville, the Town of Grafton, and the Village of Grafton to downtown Milwaukee, and also connects downtown Milwaukee and near north side neighborhoods with retail, medical facilities, and manufacturing facilities in the City of Mequon, Village of Grafton, Village of Saukville, and City of Port Washington. The Shared-Ride Taxi service provides door-to-door, curb-to-curb, and lobby-to-lobby countywide transit service by dispatching sedans, minivans, accessible minivans, and accessible minibuses using an advance reservation system.

### System History

The current Ozaukee County Transit System is an evolution of the system recommended in SEWRPC Community Assistance Planning Report No. 218, *A Transit Service Plan for Ozaukee County: 1996-2000*. Following that report's publication in July 1995, County staff, with the assistance of Commission staff, worked to implement the recommended commuter bus service and series of coordinating shuttles, with the County receiving a Federal Highway Administration Congestion Mitigation and Air Quality (CMAQ) grant to begin operation of the services in August 1996. The Shared-Ride Taxi service began more than a year later,

in January 1998, as a one-year pilot expansion of the County's existing taxi service for seniors and people with disabilities.

During the initial three-year, CMAQ-funded period, traditional and reverse commute bus services were offered between Ozaukee County and Milwaukee County. The spine of the system was a commuter service that connected park-ride lots in Ozaukee County to downtown Milwaukee using IH 43, and the near south and near north sides of the City of Milwaukee to jobs along Port Washington Road and the park-ride lots in Ozaukee County, again predominately using IH 43. The reverse commute service was paired with a series of shuttle services that connected residents of Milwaukee County to jobs in Ozaukee County, including shuttles from park-ride lots in Ozaukee County to job centers in the Cities of Cedarburg and Mequon, and the Villages of Fredonia, Grafton, and Saukville. For a brief period of time, there was also a commuter service from the City of Cedarburg and the Village of Thiensville that traveled down STH 181, STH 100, and IH 43 into the City of Milwaukee.

At the end of the three-year period, significant modifications were made to many of the shuttle services, with reverse commute services and the associated shuttles scaled back to focus on the most productive routes. By 2001, shuttles coordinated with the Express service served only the City of Mequon and the Villages of Grafton and Saukville. These shuttle services remained for a number of years, but were eliminated by the end of 2008 due to low ridership and constraints on County funding, both related to the recession. Following the elimination of the shuttles, reverse commute service on the Express commuter route was significantly scaled back, although it still exists today in a limited form. While the Express service and its associated shuttles were initially envisioned primarily as services to help employers in Ozaukee County attract labor from Milwaukee County, today the majority of the ridership is Ozaukee County residents traveling to jobs in downtown Milwaukee.

Compared to the Express and its associated shuttles, the Shared-Ride Taxi service has remained largely unchanged since its initiation in 1998. Service hours have been gradually extended throughout the life of the service, most recently with the addition of service on Sunday afternoons. Previous to 2012, the City of Port Washington had its own shared-ride taxi service, and therefore the County Shared-Ride Taxi did not serve trips with both the origin and destination within the City. However, Port Washington's service ceased operation on January 1, 2012, and the County's Shared-Ride Taxi has provided service within the City since that date.

### **Progress Implementing the Previous Transit Development Plan**

In addition to the transit development plan mentioned in the previous section, one other transit development plan has been completed for Ozaukee County, SEWRPC Community Assistance Planning Report No. 265, *Ozaukee County Transit System Development Plan: 2002-2006*, published in October 2002. The Advisory Committee guiding the development of this study requested an analysis of the progress implementing the Transit Development Plan from 2002, an important step in understanding the evolution of the Ozaukee County Transit System since its inception. Reviewing the implementation of the previous Plan may also be useful to the Committee as it considers what service and infrastructure alternatives should be studied in this Transit Development Plan.

### **Recommendations Related to the Ozaukee County Express**

The report had three principal recommendations for the County related to the Express:

- Eliminate unproductive segments or trips on the Express Bus Route – A route performance evaluation included in the Transit Development Plan determined that some trips or segments of trips operated as part of Route 143 could be dropped or modified to improve the efficiency of the service. In early 2002, as a result of these recommendations, the County eliminated service to the Northshore Park & Ride Lot near E. Silver Spring Drive and N. Port Washington Road (now the Bayshore Park & Ride Lot) and the Fredonia Park & Ride Lot near STH 57 and CTH H. The County also adjusted the departure times for the weekday afternoon trips leaving downtown Milwaukee, and eliminated a northbound trip which left the near south side of the City of Milwaukee at 9:50 p.m. and a southbound trip which left Grafton at 12:35 a.m.

- Respond to changes in demand on shuttle routes – At the time the previous Transit Development Plan was written, some of the shuttle routes were experiencing low ridership on certain trips, while others did not appear to serve all of the locations where service was requested. The Plan recommended that the County react to increases and decreases in demand by adding or reducing the number of trips on a service, and replacing low performing routes with a timed transfer to the Shared-Ride Taxi service. As demand for the routes fell during the most recent recession, the County eliminated shuttle routes and replaced them with timed transfers to the Shared-Ride Taxi.
- Implement a connecting Express service to UWM – The Plan recommended that the County initiate a new shuttle service or add a stop to the Route 143 to facilitate a transfer to various MCTS routes to allow residents of Ozaukee County to access UWM via transit more easily. The options discussed included adding a stop to Route 143 at the Brown Deer Park & Ride Lot near W. Brown Deer Road and IH 43 (so that passengers could transfer to Route 49U), adding a stop to the traditional commute trips of Route 143 at W. Capitol Drive and N. Port Washington Road (so that passengers could transfer to Route 62), adding a stop to the traditional commute trips of the Route 143 at W. Center Street and N. 8th Street (so that passengers could transfer to Route 22), or adding a special shuttle trip to the Route 143 timed to reach the Brown Deer Park & Ride Lot at the same time as Route 49U. It does not appear that the County implemented any of these alternatives.

The previous Transit Development Plan also made recommendations for the development of two new park-ride lots within Ozaukee County: a new park-ride lot at STH 60 and IH 43, which was constructed as part of the development of Grafton Commons; and a new park-ride lot either in the northeast quadrant of the IH 43 interchange at Mequon Road or adjacent to the Pick 'n' Save at W. Venture Court and N. Port Washington Road. Due to a lack of agreement at the time between the City of Mequon and Ozaukee County on this issue, this option was never pursued further by the implementing agency, the Wisconsin Department of Transportation (WisDOT).

### ***Recommendations Related to the Ozaukee County Shared-Ride Taxi***

The report also had three principal recommendations for the County in regards to its Shared-Ride Taxi service:

- Expand vehicle availability to meet demand during weekday midday periods – The Transit Development Plan noted that, in 2001, the County experienced difficulty meeting the demand for taxi service during the midday on many weekdays, and recommended that the County expand its vehicle fleet from 13 vehicles to 15 vehicles. Demand has since increased, and the County has responded by increasing its current Shared-Ride Taxi fleet to 26 vehicles.
- Increase service hours during the evening hours – In 2001, a number of residents with disabilities were struggling to access employment opportunities where the shift time extended into the evening hours, past the time that the Shared-Ride Taxi service operated. At that time, the Shared-Ride Taxi ended service at 6 p.m. on Mondays through Thursdays. To address this concern, the Transit Development Plan recommended extending service until 9:30 p.m. on Mondays through Thursdays (service was already provided until 9:30 p.m. on Friday evenings). Service has since been extended even further, now operating until 10 p.m. on Mondays through Saturdays.
- Consider absorbing the City of Port Washington taxi service if appropriate – The Transit Development Plan studied merging the City of Port Washington taxi service with the County Shared-Ride Taxi service to improve the efficiency of both services. However, the Plan recommended that the two systems continue to operate separately as long as the City of Port Washington desired to provide a higher level of service (on-demand, rather than advance reservation, operations) to its residents. The Plan did note that the County should be receptive to absorbing the City taxi service in the future, if Port Washington determined that it was unable to continue to provide the service. The County fulfilled this recommendation in January 2012, when it extended the services of the Shared-Ride Taxi to include trips inside the City of Port Washington following the discontinuation of the City's taxi service.

## **Administrative Structure**

Ozaukee County owns the Ozaukee County Transit System, with the Ozaukee County Board of Supervisors Public Works Committee serving as the policy-making entity of the Transit System. The staff of the Ozaukee County Department of Public Works report to the Public Works Committee, conduct the Requests for Proposals for the operations of the Express and Shared-Ride Taxi services, procure the vehicles for the Shared-Ride Taxi system, and work closely with the operators to ensure smooth and efficient operations. Milwaukee Transport Services, Inc., the operator of the Milwaukee County Transit System (MCTS), is the current operator for the Express service between Ozaukee County and Milwaukee County, using vehicles and a fleet maintenance facility owned by Milwaukee County. The park-ride lots utilized by the Express service are owned by the Wisconsin Department of Transportation (WisDOT) or are privately-owned lots, such as at the Walmart in Saukville. Specialized Transportation Services, Inc. operates the vehicles for the Shared-Ride Taxi service, while Ozaukee County owns the vehicles, which are maintained by the adjacent Ozaukee County Highway Department. The Ozaukee County Board of Supervisors has the ultimate responsibility for the review and approval of certain important matters, including the annual budget for the Transit System.

## **Ozaukee County Express**

The Ozaukee County Express provided weekday-only, peak, traditional and reverse commute service during 2017 on Route 143, shown in Map 2.1. The operating characteristics, service levels, ridership, fares, and financial data for the system are summarized below.

### ***Routing and Times of Service***

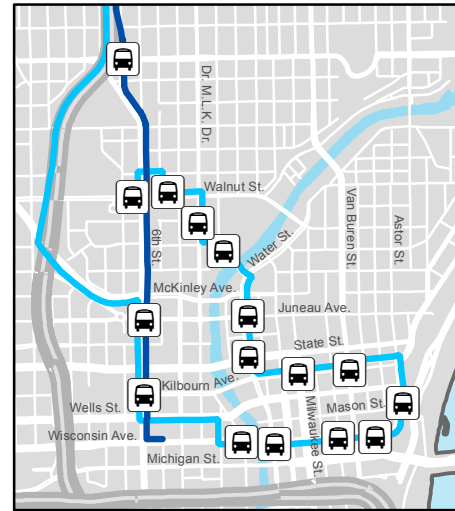
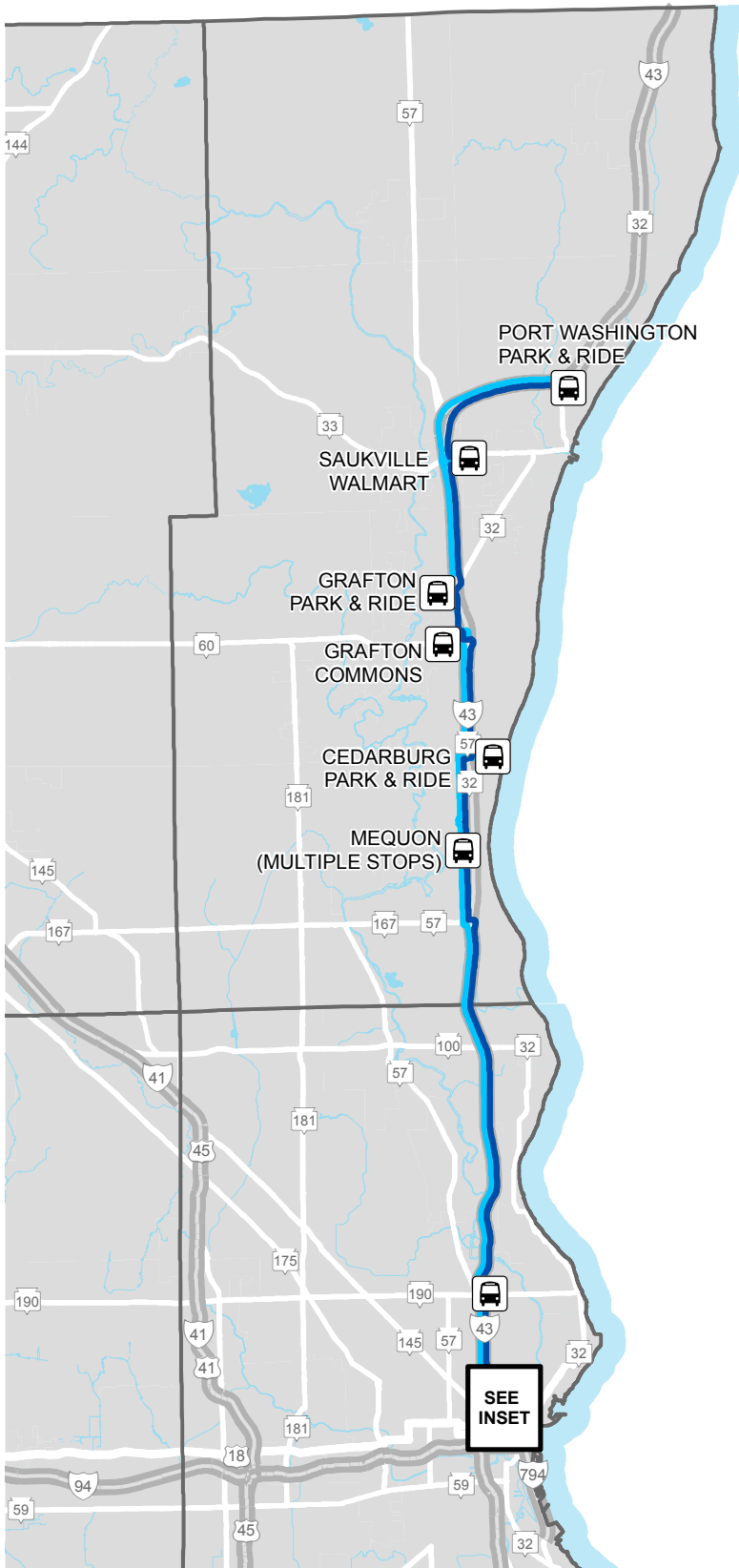
In the traditional commute direction (southbound in the morning and northbound in the afternoon and evening), Route 143 provides service from the following locations in Ozaukee County:

- The Port Washington Park & Ride Lot at IH 43 and STH 32 in the City of Port Washington (served by two trips in the morning and five trips in the afternoon/evening)
- The Walmart parking lot at IH 43 and STH 33 in the Village of Saukville (served by two trips in the morning and five trips in the afternoon/evening)
- The Grafton Park & Ride Lot at IH 43 and CTH V in the Town of Grafton (served by five trips in the morning and five trips in the afternoon/evening)
- Grafton Commons and the surrounding area at IH 43 and STH 60 in the Village of Grafton (served by all nine trips in the morning and all nine trips in the afternoon/evening)
- The Cedarburg Park & Ride Lot at IH 43 and CTH C in the Town of Grafton (served by all nine trips in the morning and all nine trips in the afternoon/evening)
- A number of destinations along N. Port Washington Road between CTH C and STH 167 in the City of Mequon (served by four trips in the morning and six trips in the afternoon/evening)

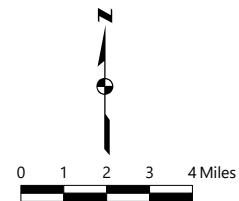
All nine trips connect these locations in Ozaukee County to downtown Milwaukee, where passengers can alight at stops along N. 6th Street, Wisconsin Avenue, and at Schlitz Park. The nine morning trips serve the Cedarburg Park & Ride Lot between 6:15 a.m. and 8:25 a.m., reaching downtown between 6:35 a.m. and 8:57 a.m. The nine afternoon/evening trips leave downtown between 1:57 p.m. and 5:49 p.m., reaching the Cedarburg Park & Ride Lot between 2:26 p.m. and 6:27 p.m.

In the reverse commute direction, Route 143 provides service from downtown and neighborhoods to the north in the City of Milwaukee (between W. Wisconsin Avenue and W. Capitol Drive, along N. 6th Street, N. 7th Street, N. 8th Street, and N. Port Washington Road) to locations in Ozaukee County, including destinations along N. Port Washington Road between STH 167 and CTH C in the City of Mequon, Grafton Commons and the surrounding area in the Village of Grafton, Walmart in the Village of Saukville, and Allen Edmonds in the City of Port Washington. Two morning trips leave N. 6th Street and W. Wisconsin Avenue at 5:24 a.m. and 6:12 a.m., serving Grafton Commons at 6:04 a.m. and 6:52 a.m. Two afternoon trips serve Grafton Commons at 3:25 p.m. and 4:27 p.m., reaching N. 6th Street and W. Highland Avenue at 4:09 p.m. and 5:11 p.m.

**Map 2.1**  
**Ozaukee County Express: Route 143**



- ROUTE 143: REVERSE COMMUTE SERVICE
- ROUTE 143: TRADITIONAL COMMUTE SERVICE
- EXPRESS STOP



Source: Ozaukee County Department of Public Works and SEWRPC

A passenger whose journey starts or ends at a location in Ozaukee County not served by the Express may transfer to or from the Shared-Ride Taxi at a discounted fare for the initial or final segment of their journey. Passengers on the Express can also transfer to an MCTS route at no charge, or transfer from an MCTS route to the Express by paying the difference between the two fares. This transfer policy gives residents of Ozaukee County who cannot drive or do not have access to an automobile access to Milwaukee County, and gives Milwaukee County residents access to jobs and other destinations in all of Ozaukee County during the times that the Express is operating.

### ***Park-Ride Lots***

As discussed previously, the Express route serves three publicly-owned park-ride lots in Ozaukee County, and three private parking lots where passengers of the Express are permitted to park.

- The Port Washington Park & Ride Lot at IH 43 and STH 32 in the City of Port Washington has free parking for approximately 50 vehicles, although more may fit in a -paved overflow area to the east of the main lot. The lot includes a passenger shelter and bicycle lockers, and is owned by WisDOT. On a typical weekday in 2015, 34 vehicles were parked, utilizing 68 percent of the lot's capacity.
- The Grafton Park & Ride Lot at IH 43 and CTH V in the Town of Grafton has free parking for approximately 85 vehicles. The lot includes a passenger shelter and bicycle lockers, and is owned by WisDOT. On a typical weekday in 2015, 22 vehicles were parked, utilizing 26 percent of the lot's capacity.
- The Cedarburg Park & Ride Lot at IH 43 and CTH C in the Town of Grafton has free parking for approximately 65 vehicles. The lot includes a passenger shelter and bicycle lockers, and is owned by WisDOT. On a typical weekday in 2015, 74 vehicles were parked, utilizing 114 percent of the lot's capacity.
- Passengers of the Express can also park in the Walmart parking lot at IH 43 and STH 32 in the Village of Saukville, the Kohl's parking lot at Grafton Commons and the Target parking lot just south of Grafton Commons, both near IH 43 and STH 60 in the Village of Grafton. All three lots include a passenger shelter, and the Walmart lot includes a bicycle locker as well. As these are private lots shared with businesses, no estimate of capacity or utilization is available.

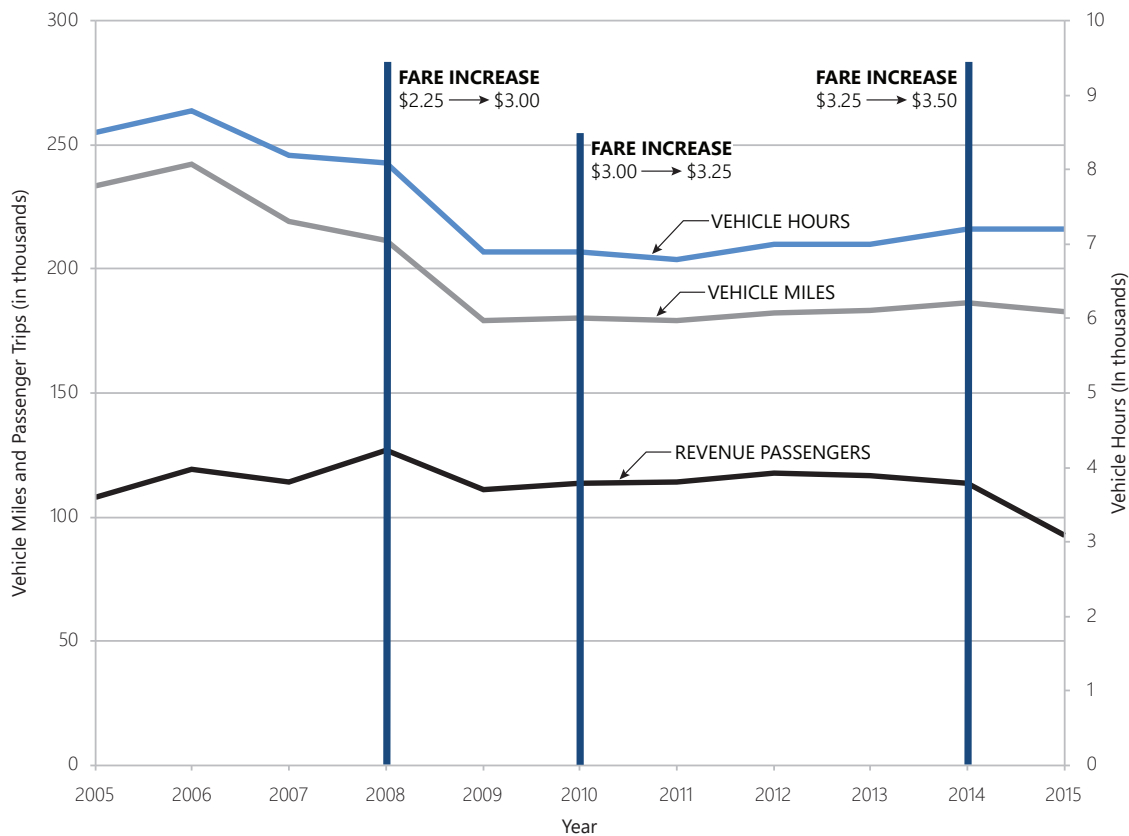
### ***Ridership and Service Levels***

In 2015, the Express carried 92,500 linked passenger trips. This was the first significant decline in ridership after five years of stable ridership between 2009 and 2014 (see Figure 2.1). The 2015 decrease can likely be attributed to the approximately 30 percent decline in gas prices between 2014 and 2015, and may also be related to a change in how ridership was estimated starting in 2015. Excluding 2015, ridership decreased slightly over the past decade, decreasing approximately 5 percent between 2006 and 2014 (from 119,100 to 113,500), while the amount of service offered declined approximately 18 percent during that period (from 8,800 revenue vehicle hours to 7,200 revenue vehicle hours of service). Table 2.1 details the ridership and service provided per year, and the percent changes year-over-year between 2010 and 2015. Table 2.1 also includes two measures of service effectiveness, passengers per vehicle hour and passengers per vehicle mile. In general, the effectiveness of the Express remained relatively unchanged in recent years, until the significant decline in ridership in 2015. The 19 percent decline in measured ridership during that period led to a similar decline in the measures of service effectiveness, although due to a change in passenger counting methodologies between 2014 and 2015, it is difficult to determine how much of that decline truly occurred.

### ***Fares***

The latest fare increase occurred on January 1, 2014, bringing fares for the Express to their current level of \$3.50 each way in cash, or \$2.50 if paying with stored value on an M-Card smartcard. Seniors, people with disabilities, and children pay \$1.60, and additional fare options are available to riders with a 1-, 7-, or 31-day MCTS pass. Historic changes in the one-way cash fare are shown in Figure 2.1.

**Figure 2.1**  
**Ozaukee County Express Service Ridership, Service Levels, and Fare Changes**



Source: National Transit Database, Ozaukee Department of Public Works, and SEWRPC

**Vehicle Fleet and Maintenance Facilities**

Ozaukee County does not own any vehicles or maintenance facilities for the Express Service. As part of their operating contract with the County, Milwaukee Transport Services, Inc. operates a fleet of Milwaukee County-owned 40-foot, 35-seat, handicap-accessible transit buses maintained at a MCTS operating and maintenance facility located at 1900 W. Fiebrantz Avenue in the City of Milwaukee.

**Expenditures and Revenue**

Trends in operating expenses, state and federal assistance, county funding, and farebox revenue for the years 2005 through 2014 are shown in Figure 2.2. Operating expenses increased over that period, although they were relatively stable between 2007 and 2013. Over the decade, operating expenses increased 36 percent, from \$916,800 in 2005 to \$1,249,700 in 2014. At the same time, the amount of vehicle hours of service decreased 15 percent, indicating that a significant portion of the increase in operating expenses is a result of an increase in the cost per vehicle hour of the service. Some of that increase can be seen in Table 2.2, which shows operating expenses, revenues, and assistance for 2010 through 2014 and indicates that operating expenses per vehicle hour of service climbed \$9.12 over those five years, or 5.5 percent. Table 2.2 also shows that the service became slightly less efficient over those five years, with total and County operating assistance per passenger increasing 13.5 percent and 43.8 percent, respectively. The large disparity between the increases in total operating assistance per passenger and the increase in County operating assistance per passenger reflect the decline in Federal and State funding during this five year period, particularly in 2012, when decreases in Statewide funding for transit shifted more of the burden of supporting transit to local governments.

Recent increases in operating expenses have been accompanied by increases in county operational assistance, (by \$165,200 (or 63.8 percent) between 2010 and 2014, from \$258,800 to \$424,000), as farebox revenues, state funding, and federal funding have been relatively flat.

**Table 2.1**  
**Ozaukee County Express Service Ridership and Service Levels**

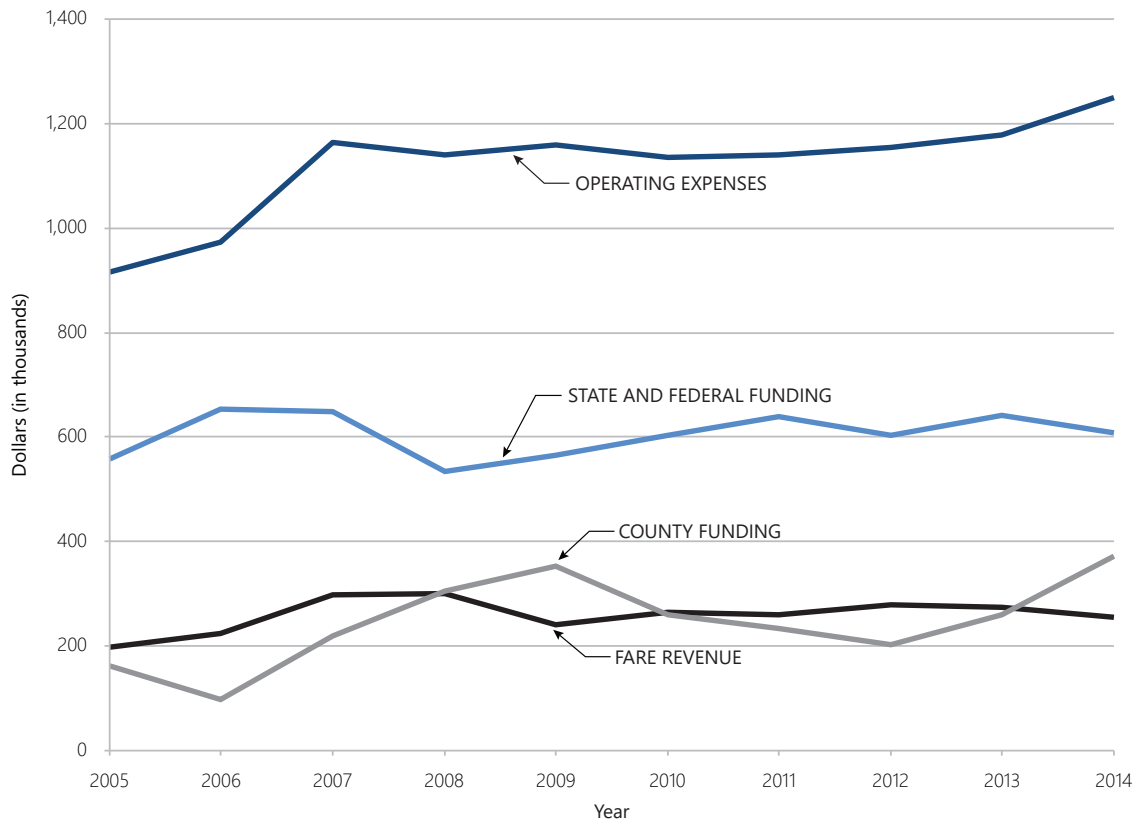
Characteristic	Year					
	2010	2011	2012	2013	2014	2015
Passenger Trips						
Annual Passengers	113,600	113,900	117,500	116,600	113,800	92,500
Average Weekday Passengers	445	447	461	457	446	363
Service Provided						
Annual Revenue Vehicle Miles	180,300	179,100	182,400	183,500	186,500	182,900
Annual Revenue Vehicle Hours	6,900	6,800	7,000	7,000	7,200	7,200
Service Effectiveness						
Passengers per Vehicle Mile	0.63	0.64	0.64	0.64	0.61	0.51
Passengers per Vehicle Hour	16.46	16.75	16.79	16.66	15.81	12.85

Characteristic	Annual Change from Previous Year by Percent					
	2010	2011	2012	2013	2014	2015
Passenger Trips						
Annual Passengers	2.4%	0.3%	3.2%	-0.8%	-2.4%	-18.7%
Average Weekday Passengers	2.4%	0.3%	3.2%	-0.8%	-2.4%	-18.7%
Service Provided						
Annual Revenue Vehicle Miles	0.7%	-0.7%	1.8%	0.6%	1.6%	-1.9%
Annual Revenue Vehicle Hours	0.0%	-1.4%	2.9%	0.0%	2.9%	0.0%
Service Effectiveness						
Passengers per Vehicle Mile	1.7%	0.9%	1.3%	-1.4%	-4.0%	-17.1%
Passengers per Vehicle Hour	2.4%	1.7%	0.2%	-0.8%	-5.1%	-18.7%

Source: National Transit Database, Ozaukee County Department of Public Works, and SEWRPC

**Figure 2.2**  
**Ozaukee County Express Service Operating Expenses, Revenues, and Assistance**



Source: Wisconsin Department of Transportation, Ozaukee County Department of Public Works, and SEWRPC



**Table 2.2**  
**Annual Operating Expenses, Revenues, and Assistance for**  
**the Ozaukee County Express Service: 2010-2014**

Characteristics	Year					Change 2010-2014	
	2010	2011	2012	2013	2014	Number	Percent
Services Provided							
Total Vehicle Miles	180,300	179,100	182,400	183,500	186,500	6,200	3.4
Total Vehicle Hours	6,900	6,800	7,000	7,000	7,200	300	4.3
Revenue Passengers	113,600	113,900	117,500	116,600	113,800	200	0.2
Expenses and Revenues							
Operating Expenses	\$1,134,700	\$1,140,800	\$1,154,200	\$1,177,700	\$1,249,700	\$115,000	10.1
Farebox Revenues	\$265,100	\$260,800	\$278,800	\$274,400	\$253,700	-\$11,400	-4.3
Percent of Expenses							
Recovered through Revenues	23.4	22.9	24.2	23.3	20.3	-3.1	-13.1
Operating Assistance							
Federal	\$155,800	\$165,600	\$167,000	\$159,800	\$151,600	\$48,600	-2.7
State	\$448,200	\$473,400	\$435,900	\$482,400	\$456,700	-\$51,100	1.9
County	\$258,800	\$232,200	\$201,700	\$258,900	\$372,900	\$114,100	44.1
Total	\$862,800	\$871,200	\$804,600	\$901,100	\$981,200	\$162,700	13.7
Per Trip Data							
Operating Expenses	\$9.99	\$10.02	\$9.82	\$10.10	\$10.98	\$0.99	9.9
Farebox Revenue	\$2.33	\$2.29	\$2.37	\$2.35	\$2.23	-\$0.10	-4.5
Total Operating Assistance	\$7.60	\$7.65	\$6.85	\$7.73	\$8.62	\$0.97	13.5
County Operating Assistance	\$2.28	\$2.04	\$1.72	\$2.22	\$3.28	\$1.00	43.8
Operating Expenses Per Mile	\$6.29	\$6.37	\$6.33	\$6.42	\$6.70	\$0.41	6.5
Operating Expenses Per Hour	\$164.45	\$167.76	\$164.89	\$168.24	\$173.57	\$9.12	5.5

Source: Wisconsin Department of Transportation, Ozaukee County Department of Public Works, and SEWRPC

Ozaukee County has had no recent direct expenditure of funds for capital facilities and equipment for the Express service, except for approximately \$80,000 in pavement improvements to the Cedarburg Park & Ride Lot in 2015. The capital costs of the vehicles and other equipment are included in the contract operating expenses paid to Milwaukee Transport Services, Inc.

### **Characteristics of Users**

The Southeastern Wisconsin Regional Planning Commission (SEWRPC) conducted a passenger survey of the Ozaukee County Express in October 2012. The survey entailed distributing a prepaid, pre-addressed, mail-back survey questionnaire to all passengers on each scheduled weekday bus trip operated by the transit system on the survey day. Passengers who preferred to use Spanish were provided with a Spanish translation of the questionnaire. Commission staff received 280 completed survey questionnaires, representing about 74 percent of the 380 passenger trips made on the day of the survey. Table 2.3 provides a summary of the socio-economic characteristics of Ozaukee County Express passengers using the bus service on the survey day. The following observations may be made based upon examination of this information:

- Ozaukee County Express passengers are predominantly between the ages 25 and 64, have a valid driver's license, and from households making \$50,000 per year or more
- Essentially all riders, about 99 percent, used the Express to commute to and from work
- About 74 percent of the riders have two or more vehicles available in their household
- Over 92 percent of the riders use the Express three or more times per week

### **Travel Patterns of Users**

Map 2.2 shows production-attraction flows on the Express based on passenger count information collected on Route 143 in September 2016. A significant majority of riders in the traditional commute direction board the Express at Grafton Commons near IH 43 and STH 60, and the Cedarburg Park & Ride Lot near IH 43 and CTH C. It can also be seen that ridership in the traditional commute direction is the dominant direction

of travel on the Express, a change from the early years of the system. It is unknown at this time if more extensive reverse commute service would result in greater ridership, as the limited reverse-commute service could be suppressing demand by making it difficult for many individuals to coordinate their shift times with the few reverse commute runs on the Express.

### Ozaukee County Shared-Ride Taxi

The Ozaukee County Shared-Ride Taxi provides countywide mobility for all residents of Ozaukee County utilizing a fleet of hybrid sedans, minivans, accessible minivans, and accessible mini-buses.

#### Service Area

The Shared-Ride Taxi service is designed to serve any trip made within Ozaukee County during its operating hours. Starting January 1, 2017, the Shared-Ride Taxi's service area was extended slightly to three specific locations in Milwaukee County where the Taxi offers transfers from frequent, all-day MCTS services. This new service extension allows workers from Milwaukee County better access to jobs in Ozaukee County, and allows Ozaukee County employers improved access to the portion of the Milwaukee County workforce without reliable access to an automobile. Before this extension, only jobs with shift times coordinated with the Express service were accessible, and even then only easily accessible to Milwaukee County residents living in the neighborhoods directly served by the Express. The local MCTS routes now connected to the Shared-Ride Taxi serve a much larger portion of Milwaukee County, and provide relatively frequent all-day service, including on weekends. Map 2.3 displays the location and connecting bus routes of the three transfer points in Milwaukee County.

#### Service Level

The Shared-Ride Taxi provides curb-to curb and door-to-door service for the general public and door-to-door and lobby-to-lobby service for people with disabilities. Service is provided on a shared-ride basis where passengers with different origins and destinations may share a vehicle for a portion of their trips. The taxi is an advance reservation system, with riders guaranteed service if they submit a request by the preceding day. If the request is made the same day, the trip will be accommodated if capacity is available. The hours of operation for the Shared-Ride Taxi service are:

- Monday through Friday, 5:00 a.m. to 10:00 p.m.
- Saturday, 8:30 a.m. to 10:00 p.m.
- Sunday, 8:00 a.m. to 6:00 p.m.

#### Ridership and Service Levels

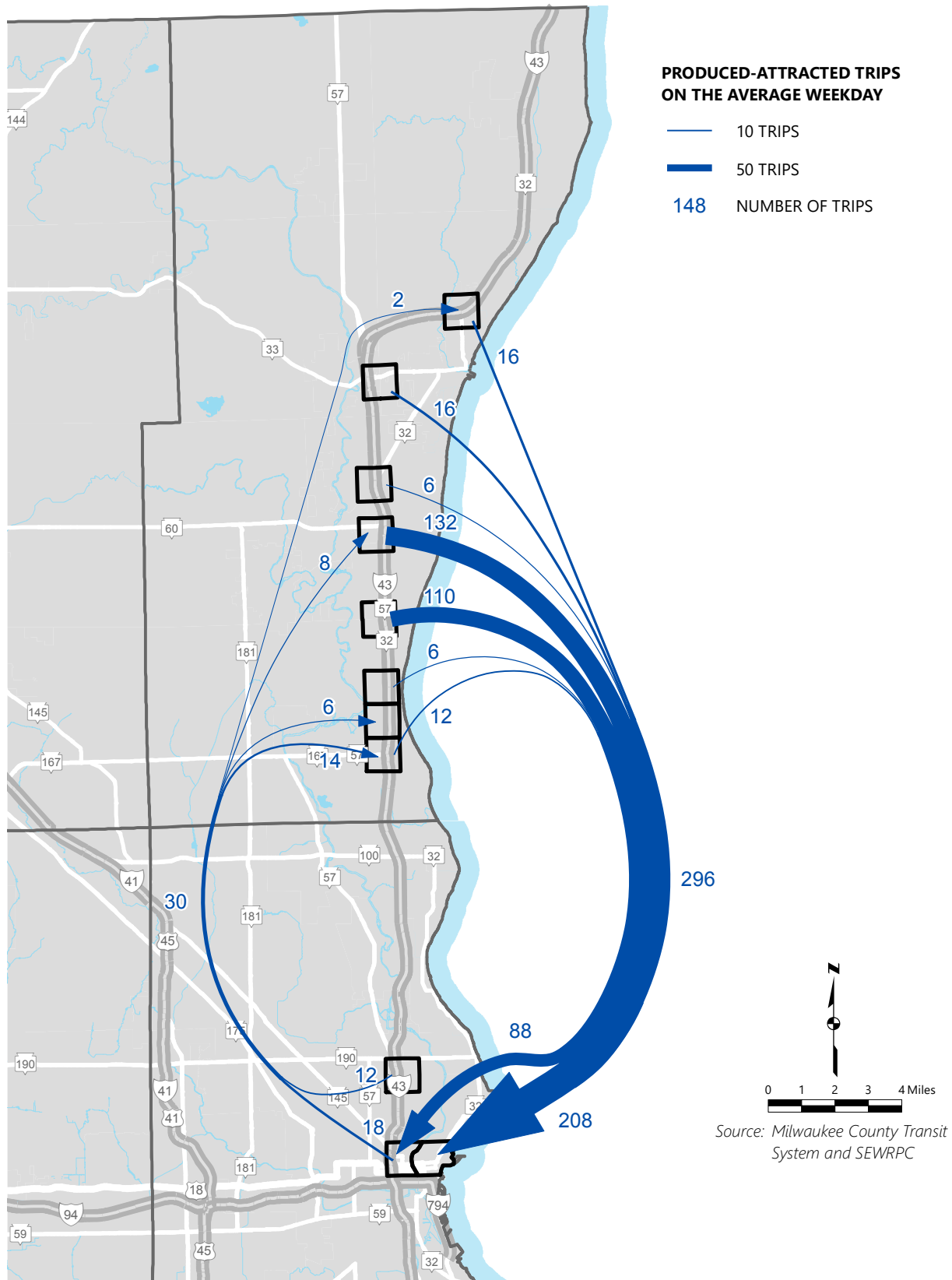
In 2015, the Shared-Ride Taxi provided 108,500 linked passenger trips. Ridership grew steadily for much of the past decade, but significant increases occurred in 2012 and in 2014 (see Figure 2.3). These increases are likely due to the discontinuation of the

**Table 2.3**  
**Socioeconomic Characteristics**  
**of Weekday Transit Riders on**  
**the Ozaukee County Express**  
**Service: October 2012**

Category	Percent of Total Trips
<b>Age</b>	
18 and under	0.8
19 to 24	11.6
25 to 34	14.1
35 to 44	17.0
45 to 54	31.1
55 to 64	24.4
65 and over	1.0
Total	100.0
<b>Sex</b>	
Male	52.4
Female	47.6
Total	100.0
<b>Licensed Driver</b>	
Yes	94.5
No	5.5
Total	100.0
<b>Household Income</b>	
Under \$10,000	3.7
\$10,000-\$19,999	7.2
\$20,000-\$29,999	4.7
\$30,000-\$39,999	4.8
\$40,000-\$49,999	3.9
\$50,000-\$74,999	20.5
\$75,000-\$99,999	22.9
\$100,000-\$199,999	29.1
\$200,000 and over	3.2
Total	100.0
<b>Trip Purpose</b>	
Home-Based Work	99.3
Home-Based Shopping	--
Home-Based Other	0.7
Nonhome Based	--
School	--
Total	100.0
<b>Vehicles Available per Household</b>	
No vehicle	4.6
One vehicle	21.3
Two or more vehicles	74.1
Total	100.0
<b>Frequency of Use</b>	
Less than once a month	1.1
1-3 times a month	2.9
1-2 times a week	3.7
3-5 times a week	87.3
More than 5 times a week	5.1
Total	100.0

Source: SEWRPC

**Map 2.2**  
**Passenger Travel Patterns on the Ozaukee County Express: September 2016**



City of Port Washington's shared-ride taxi service on January 1, 2012, and then the discontinuation of the private taxi operator that took its place in early 2014. Table 2.4 displays the linked passenger trips, revenue vehicle hours of service, and revenue vehicle miles of service provided each year for the past decade. Revenue vehicle hours and revenue vehicle miles of service have increased during the period shown, although less rapidly in recent years, indicating that the Shared-Ride Taxi has become more efficient during that period by serving more passengers per hour and mile of service (as the two taxi services in Port Washington stopped operations).

### ***Fares***

Fares most recently changed on January 1, 2012 when they increased by \$0.25. This increase brought standard adult fares for a one-way trip on the Shared-Ride Taxi to their current level: between \$3.00 and \$6.75, depending on the number of zones a passenger travels through on his or her trip (see Figure 2.4 for a map of the zones). Students pay between \$2.75 and \$6.00, and seniors and people with disabilities pay between \$2.50 and \$5.50. A passenger transferring between the Express and Shared-Ride Taxi services pays \$1.00 to use the Shared-Ride Taxi service. Table 2.5 shows fares for 2017, while Figure 2.3 shows historic changes in the one-way standard adult fare for travel within one fare zone.

### ***Vehicle Fleet and Maintenance Facilities***

The Shared-Ride Taxi service uses publicly owned vehicles provided by Ozaukee County and maintained by the Ozaukee County Highway Department. The County-owned storage and dispatch facility is located at 741 W. Oakland Avenue in Port Washington, and the maintenance facility is in an adjacent building. The vehicles owned by the County for the Shared-Ride Taxi service have an average mileage of 149,861 as of January 2017, and are cataloged in Table 2.6.

### ***Expenditures and Revenue***

Trends in operating expenses, state and federal assistance, county funding, and farebox revenue for the years 2005 through 2014 are shown in Figure 2.5. Operating expenses increased year-over-year in all but two years during that decade. Operating expenses increased 77 percent, from \$1,081,300 in 2005 to \$1,913,600 in 2014. At the same time, the amount of vehicle hours of service increased 49 percent (from 36,800 hours in 2005 to 54,900 hours in 2015), meaning that operating expenses per vehicle hour have roughly kept pace with inflation, which was approximately 22 percent over those 10 years. Because State funding and Federal funding for the Shared-Ride Taxi grew more slowly than expenses, County assistance grew slightly faster than overall operating expenses during the period. However, the amount of County funding required to support the service declined somewhat in the later years of the period due to the increase in fare revenue following the institution of an agency fare of \$8 per trip (later increased to \$10) and the discontinuation of the City of Port Washington's taxi service in 2012, which increased the overall efficiency of the service.

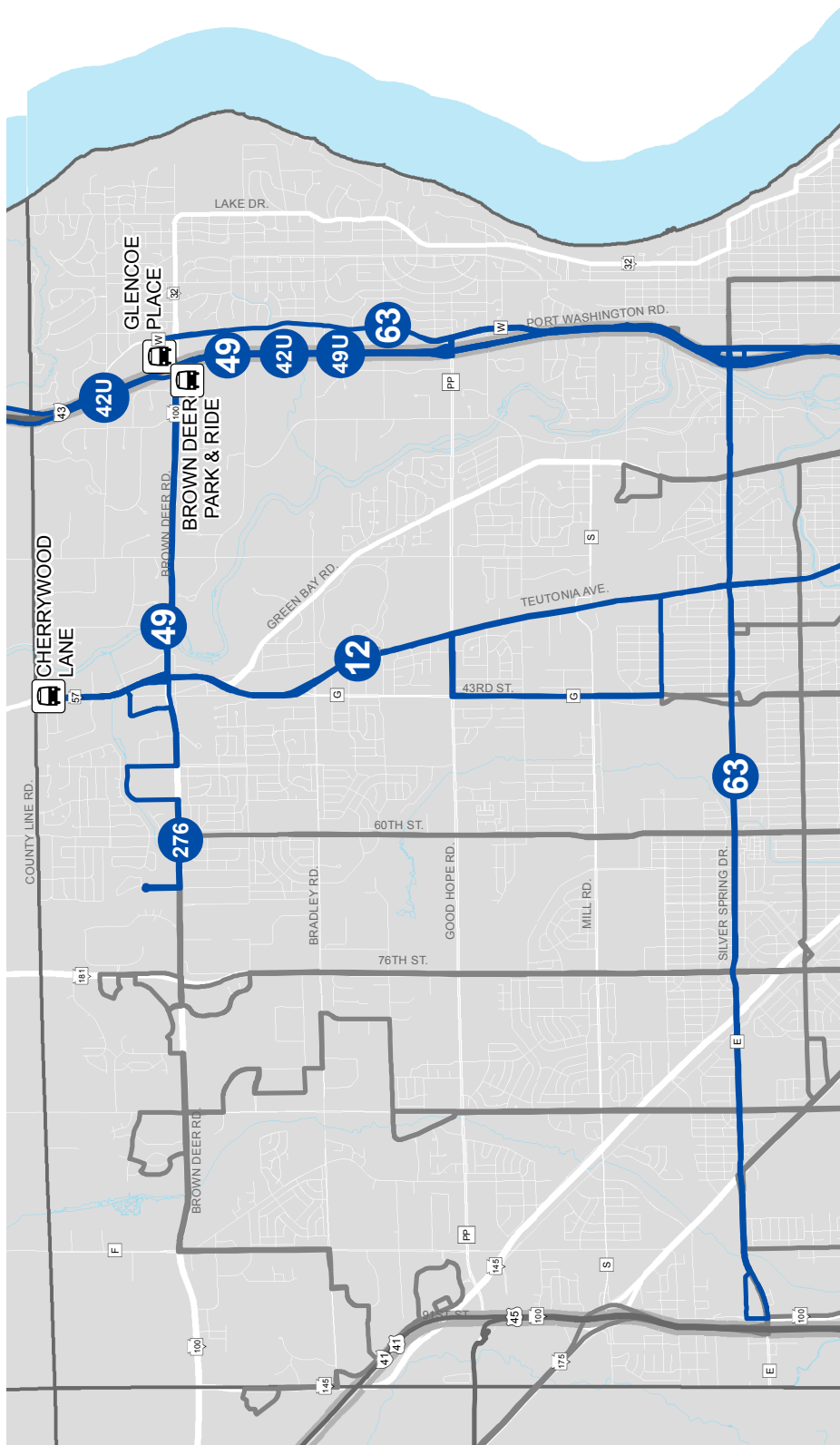
Table 2.7 displays more detailed operating expenditures and revenues for 2010 through 2014. The percent of expenses recovered through farebox revenues during the period displayed in the table increased 94 percent, from 14.4 percent to 27.9 percent. With the increase in the percent of expenses recovered through farebox revenues, as well as an increase in State and Federal assistance, the amount of County assistance per passenger declined 39 percent, from \$5.68 to \$3.48.

Ozaukee County procures the vehicles for the Shared-Ride Taxi, typically requiring an annual capital expenditure to replace vehicles as they age. In addition, the County invested approximately \$2.2 million in a new storage facility and dispatch center in 2012. The vehicles listed in Table 2.6 are owned by Ozaukee County, and are planned to be replaced when they reach 300,000 miles on a schedule set by the Ozaukee County Department of Public Works with the budgetary approval of the Ozaukee County Board. Due to the expenditures on the maintenance facility, slightly fewer vehicles were replaced in between 2010 and 2014. From 2010 to 2014, an average of \$153,200 was spent annually on new vehicle purchases, with \$30,600 of that being County funds. The County intends to replace five to seven vehicles a year in the coming years, and budgeted \$275,000 for vehicle purchases in 2017.

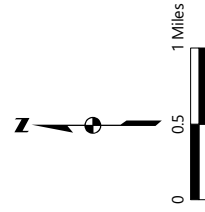
### ***Characteristics of Users***

The Commission conducted a passenger survey of the Ozaukee County Shared-Ride Taxi in October 2012. The survey entailed distributing a prepaid, pre-addressed, mail-back survey questionnaire to all passengers

**Map 2.3  
Transfer Points Between MCTS and Ozaukee County Shared-Ride Taxi Services**

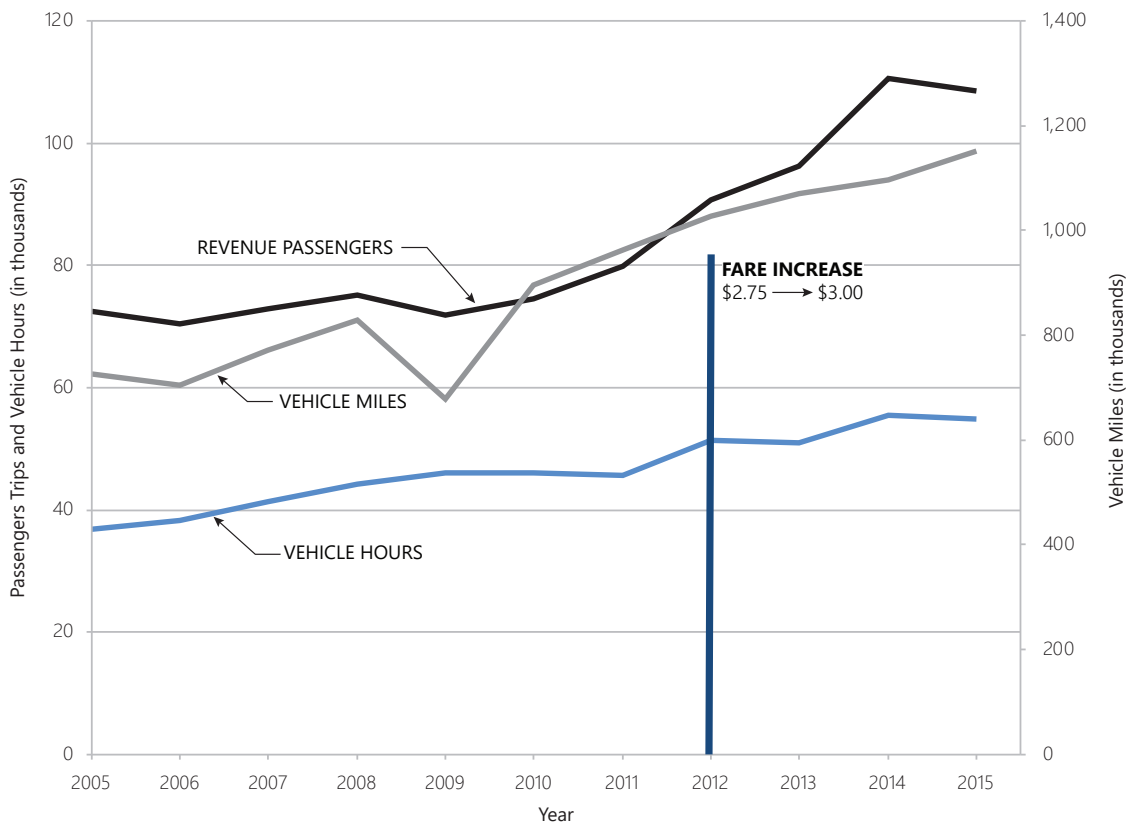


-  MCTS ROUTE CONNECTED TO TRANSFER POINT (ROUTES 12, 42U, 49U, 49, 63, AND 276)
-  OTHER MCTS ROUTE
-  TRANSFER POINT BETWEEN MCTS AND OZAUKEE COUNTY SHARED-RIDE TAXI SERVICES



Source: Ozaukee County Department of Public Works and SEWRPC

**Figure 2.3**  
**Ozaukee County Shared-Ride Taxi Service Ridership, Service Levels, and Fare Changes**



Source: National Transit Database, Ozaukee Department of Public Works, and SEWRPC

**Table 2.4**  
**Ozaukee County Shared-Ride Taxi Service Ridership and Service Levels**

Characteristic	Year					
	2010	2011	2012	2013	2014	2015
Passenger Trips						
Annual Passengers	74,600	79,900	90,800	96,300	110,600	108,500
Average Weekday Passengers	235	252	286	304	349	342
Service Provided						
Annual Revenue Vehicle Miles	895,000	963,800	1,026,900	1,070,800	1,097,900	1,151,900
Annual Revenue Vehicle Hours	46,100	45,700	51,400	50,900	55,500	54,900
Service Effectiveness						
Passengers per Vehicle Mile	0.08	0.08	0.09	0.09	0.10	0.09
Passengers per Vehicle Hour	1.62	1.75	1.77	1.89	1.99	1.98

Characteristic	Annual Change from Previous Year by Percent					
	2010	2011	2012	2013	2014	2015
Passenger Trips						
Annual Passengers	3.9%	7.1%	13.6%	6.1%	14.8%	-1.9%
Average Weekday Passengers	3.9%	7.1%	13.6%	6.1%	14.8%	-1.9%
Service Provided						
Annual Revenue Vehicle Miles	31.7%	7.7%	6.5%	4.3%	2.5%	4.9%
Annual Revenue Vehicle Hours	0.0%	-0.9%	12.5%	-1.0%	9.0%	-1.1%
Service Effectiveness						
Passengers per Vehicle Mile	-21.1%	-0.5%	6.7%	1.7%	12.0%	-6.5%
Passengers per Vehicle Hour	3.9%	8.0%	1.0%	7.1%	5.3%	-0.8%

Source: National Transit Database, Ozaukee County Department of Public Works, and SEWRPC

using the Taxi system on the survey day. Passengers who preferred to use Spanish were provided with a Spanish translation of the questionnaire. Commission staff received 122 completed surveys, representing about 33 percent of the 367 passenger trips made on the Ozaukee County Shared-Ride Taxi on the day of the survey. Table 2.8 is a summary of the socio-economic characteristics of Ozaukee County Shared-Ride Taxi passengers using the service on the survey day. The following observations may be made based upon examination of this information from the survey:

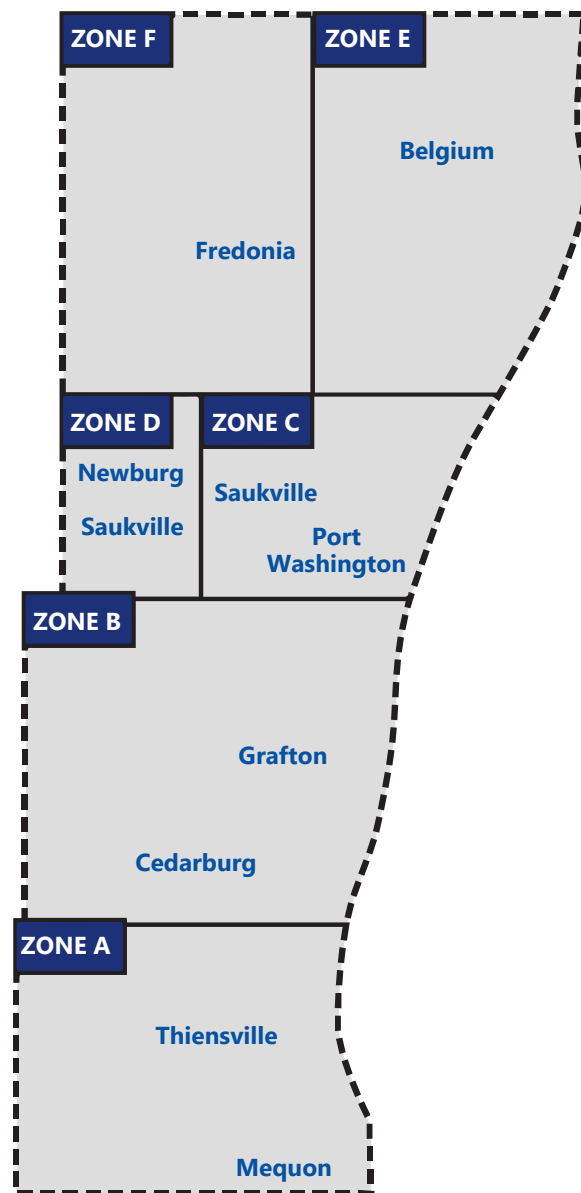
- Most Ozaukee County Shared-Ride Taxi passengers do not have a valid driver's license, and are from households with annual incomes of \$29,999 or less
- Most riders used the Shared-Ride Taxi service to make trips between home and work, followed by trips between home and other purposes, such as medical visits
- About 37 percent of the riders have no vehicle available in their household
- About 60 percent of the weekday riders use the taxi service regularly, that is, three or more times a week.

**Travel Patterns of Users**

Utilizing vehicle logs from September 2016, Map 2.4 shows travel on an average day in September 2016 within and between subareas of Ozaukee County in a produced-attracted format. The production area for trips having one end at "home"—that is, either coming from or going to home—is the area containing the location of the "home". The attraction area is the area containing the "non-home" end of that trip. The production area for trips having neither end at "home" is the area where the trip started and the attraction area is the location of the trip destination.

Examining the map, it can be noted that the distribution of weekday trip productions in the study area largely reflects the concentrations of population and attractions within the County. The more urbanized areas of the County, which have the highest residential density and the most jobs and services, show the highest number of trip productions and trip attractions. In particular, there appears to be a significant amount of travel between the City of Port Washington and most other parts of the County, and the highest density of trips within the City of Port Washington as well. The Village of Grafton is another significant producer of trips,

**Figure 2.4**  
Ozaukee County Shared-Ride  
Taxi Service Fare Zones



Source: Ozaukee County Department of Public Works, and SEWRPC

**Table 2.5**  
Fares for the Ozaukee County Shared-Ride  
Taxi Service: January 2017

Zones Traveled	Fare Type		
	Adult	Seniors and People with Disabilities	Student
1	\$3.00	\$2.50	\$2.75
2	\$4.00	\$3.50	\$3.75
3	\$5.50	\$4.25	\$4.75
4	\$6.75	\$5.50	\$6.00

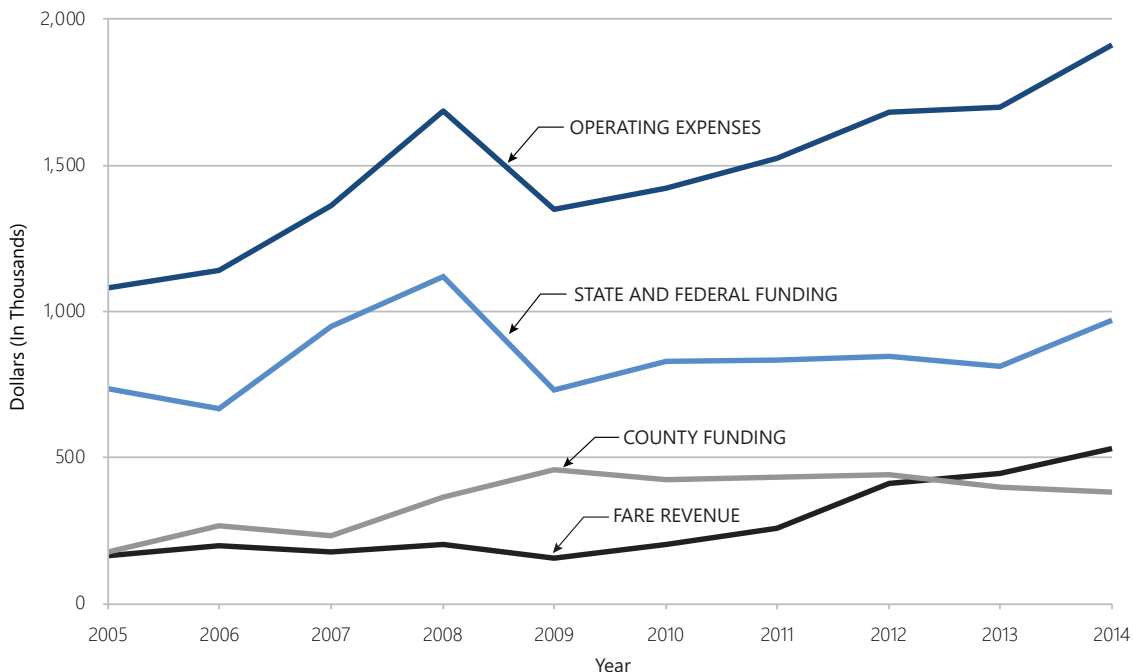
Source: Ozaukee County Department of Public Works, and SEWRPC

**Table 2.6**  
**Vehicle Fleet Used for the Ozaukee County Shared-Ride Taxi Service: January 2017**

Vehicle Type		Year of Manufacture	Capacity		Mileage
Make	Model		Ambulatory	Wheelchair	
Ford	Metrolite	2009	4	2	318,866
Ford	Starcraft	2010	4	2	289,840
Ford	Starcraft	2010	4	2	300,709
Ford	Starcraft	2010	4	2	292,154
Ford	Starcraft	2010	4	2	295,403
Ford	Starcraft	2011	12	2	269,653
Ford	Starcraft	2011	12	2	237,621
Ford	Starcraft	2011	12	2	296,235
Ford	Startrans	2012	6	1	220,712
Ford	Metrolite	2012	8	2	173,269
Ford	Metrolite	2012	8	2	128,112
Dodge	Caravan	2014	6	--	144,368
Dodge	Caravan	2014	6	--	138,654
Dodge	Caravan	2014	6	--	138,110
Dodge	ADA-Cara	2014	4	1	113,926
Dodge	ADA-Cara	2014	4	1	79,039
Ford	Metrolite	2015	4	2	87,888
Ford	Metrolite	2015	4	2	67,151
Ford	Metrolite	2015	4	2	67,020
Toyota	Prius	2015	4	--	65,129
Toyota	Prius	2015	4	--	68,783
Toyota	Prius	2015	4	--	54,925
Toyota	Prius	2016	7	--	19,156
Toyota	Prius	2016	4	--	15,586
Toyota	Prius	2016	4	--	14,075
Dodge	ADA-Cara	2016	4	1	0
Average					149,861

Source: Ozaukee County Department of Public Works, and SEWRPC

**Figure 2.5**  
**Ozaukee County Shared-Ride Taxi Service Operating Expenses, Revenues, and Assistance**



Source: Wisconsin Department of Transportation, Ozaukee County Department of Public Works, and SEWRPC



**Table 2.7**  
**Annual Operating Expenses, Revenues, and Assistance for**  
**the Ozaukee County Shared-Ride Taxi Service: 2010-2014**

Characteristics	Year					Change 2010-2014	
	2010	2011	2012	2013	2014	Number	Percent
Services Provided							
Total Vehicle Miles	895,000	963,800	1,026,900	1,070,800	1,097,900	202,900	22.7
Total Vehicle Hours	46,100	45,700	51,400	50,900	55,500	9,400	20.4
Revenue Passengers	74,600	79,900	90,800	96,300	110,600	36,000	48.3
Expenses and Revenues							
Operating Expenses	\$1,420,600	\$1,522,800	\$1,682,000	\$1,697,500	\$1,913,600	\$493,000	34.7
Farebox Revenues	\$204,400	\$258,400	\$410,900	\$447,200	\$533,900	\$329,500	161.2
Percent of Expenses							
Recovered through Revenues	14.4	17.0	24.4	26.3	27.9	13.5	93.9
Operating Assistance							
Federal	\$132,500	\$89,400	\$89,900	\$87,700	\$103,300	-\$30,300	-22.0
State	\$698,600	\$743,700	\$755,400	\$725,500	\$868,700	\$206,500	24.3
County	\$424,000	\$432,400	\$443,600	\$397,900	\$384,500	-\$74,800	-9.3
Total	\$1,255,100	\$1,265,400	\$1,288,900	\$1,211,100	\$1,356,500	\$140,300	8.1
Per Trip Data							
Operating Expenses	\$19.04	\$19.06	\$18.52	\$17.63	\$17.30	-\$1.74	-9.1
Farebox Revenue	\$2.74	\$3.23	\$4.53	\$4.64	\$4.83	\$2.09	76.2
Total Operating Assistance	\$16.30	\$15.84	\$14.19	\$12.58	\$12.26	-\$4.04	-24.8
County Operating Assistance	\$5.68	\$5.41	\$4.89	\$4.13	\$3.48	-\$2.21	-38.8
Operating Expenses Per Mile	\$1.59	\$1.58	\$1.64	\$1.59	\$1.74	\$0.16	9.8
Operating Expenses Per Hour	\$30.82	\$33.32	\$32.72	\$33.35	\$34.48	\$3.66	11.9

Source: Wisconsin Department of Transportation, Ozaukee County Department of Public Works, and SEWRPC

both internally and to other nearby communities. Interestingly, the City of Mequon tends to attract trips from other communities (and has a fairly high number of trips produced and attracted internally), but does not produce many trips that travel to other communities in the County.

Table 2.9 displays the origin or destination of individuals who transferred to or from the Express or an MCTS route to start or complete their journey. In September 2016, approximately 170 trips were made on the Shared-Ride Taxi that involved a transfer to or from the Express or an MCTS route. The park-ride lot at the Grafton Commons was by far the most used transfer stop, with 139 trips transferring there. This result is unsurprising, given the relatively central location of the Commons, and the fact that it is the only stop served by all Express trips.

59 of the 170 trips were reverse commute, to jobs in the Cities of Mequon and Port Washington, Villages of Fredonia and Saukville, and the Town of Grafton. One individual appears to use the Express and the Shared-Ride Taxi for his daily commute to the Village of Fredonia, while others appear to use the Shared-Ride Taxi to complete their journeys more occasionally; perhaps as a secondary option to get to work should a carpool fall through or their vehicle be unavailable, or to travel to less regular destinations, such as shopping or visiting friends or relatives.

Of the remaining 111 transfer trips, all individuals appear to be using the Shared-Ride Taxi to connect to and from their home to the Express or an MCTS Route, with the most frequent users coming from the City of Port Washington, the Village of Grafton, and the Town of Saukville.

## 2.3 OTHER MAJOR PUBLIC TRANSIT SERVICES

Ozaukee County is the principal provider of public transit service within the County. However, a number of other transit services were also available in 2017 to County residents, including local transit services for the general public and human services transportation for seniors and people with disabilities.

## Route 42U

In addition to operating the Express for Ozaukee County, MCTS operates an additional route in Ozaukee County during that fall and spring semesters, coordinated with the academic calendar of the Milwaukee Area Technical College (MATC), which has a campus on Highland Road in the City of Mequon, and Concordia University, also located on Highland Road in the City of Mequon.

Route 42U connects Milwaukee County and Ozaukee County residents to higher education opportunities in the City of Mequon and Milwaukee County. The route serves between W. Wisconsin Avenue in downtown Milwaukee and the W. Good Hope Road in the City of Glendale, with stops along N. 6th Street, N. 7th Street, N. 8th Street, and N. Port Washington Road; serves the Brown Deer Park & Ride Lot at IH 43 and W. Brown Deer Road; and serves N. Port Washington Road in the City of Mequon, with stops between W. County Line Road and Highland Road. The route connects all of these locations with MATC Downtown, located near N. 6th Street and W. Highland Avenue in the City of Milwaukee; Cardinal Stritch University, located near W. Coventry Court and N. Port Washington Road; MATC North, located near Highland Road and Green Bay Road in the City of Mequon; and Concordia University Wisconsin, located near Highland Road and N. Lake Shore Road in the City of Mequon. Map 2.5 displays the route in detail.

The service is intended to provide access to classes at all four campuses, and therefore service is only provided during the fall and spring semester, and on weekdays only. Service is spread throughout the day, with 14 northbound trips a day between 6:48 a.m. and 10:17 p.m., and 12 southbound trips a day between 7:38 a.m. and 11:17 p.m.

## Intercity Bus Services

Two companies provided intercity bus service through Ozaukee County in 2017, but do not serve any locations within the County.

- Indian Trails, Inc. – Indian Trails operates service connecting the Cities of Green Bay and Milwaukee that travels through Ozaukee County on IH 43
- Jefferson Lines, Inc. – Jefferson operates service connecting the Cities of Green Bay and Milwaukee that travels through Ozaukee County on IH 43

## Human Services Transportation Programs

In addition to the transit services for the general public that were summarized above, many agencies provided transportation services specifically for seniors or people with disabilities for trips that would be difficult to make on existing public transit services. In 2016, the Commission conducted a transportation coordination planning effort, which included a detailed inventory of all the human services transportation providers in

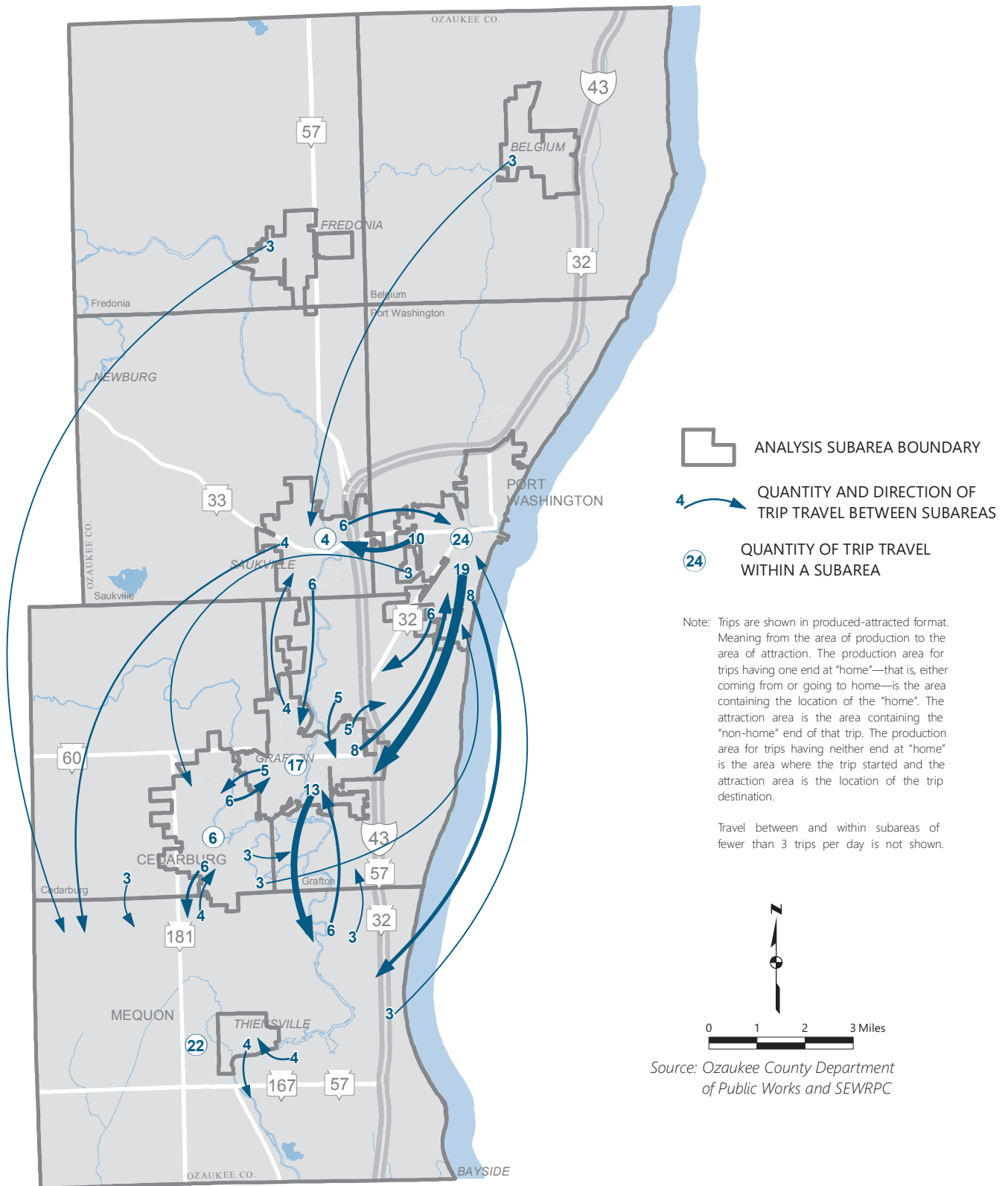
**Table 2.8**  
**Socioeconomic Characteristics**  
**of Weekday Transit Riders on**  
**the Ozaukee County Shared Ride**  
**Taxi Service: October 2012**

Category	Percent of Total Trips
<b>Age</b>	
18 and under	6.4
19 to 24	12.7
25 to 34	22.2
35 to 44	7.9
45 to 54	17.5
55 to 64	11.1
65 and over	22.2
Total	100.0
<b>Sex</b>	
Male	43.1
Female	56.9
Total	100.0
<b>Licensed Driver</b>	
Yes	38.1
No	61.9
Total	100.0
<b>Household Income</b>	
Under \$10,000	28.3
\$10,000-\$19,999	9.4
\$20,000-\$29,999	24.5
\$30,000-\$39,999	11.3
\$40,000-\$49,999	3.8
\$50,000-\$74,999	15.1
\$75,000-\$99,999	3.8
\$100,000-\$199,999	3.8
\$200,000 and over	--
Total	100.0
<b>Trip Purpose</b>	
Home-Based Work	61.3
Home-Based Shopping	4.8
Home-Based Other	14.5
Nonhome Based	8.1
School	11.3
Total	100.0
<b>Vehicles Available per Household</b>	
No vehicle	36.7
One vehicle	41.6
Two or more vehicles	21.7
Total	100.0
<b>Frequency of Use</b>	
Less than once a month	20.6
1-3 times a month	3.2
1-2 times a week	15.9
3-5 times a week	50.8
More than 5 times a week	9.5
Total	100.0

Source: SEWRPC

## Map 2.4

### Travel Patterns on the Ozaukee County Shared-Ride Taxi Service: September 2016



**Table 2.9  
Productions or Attractions of Trips Using the Shared-Ride Taxi  
to Transfer to Another Service: September 2016**

Transfer Point	Area of Production							Total
	City of Cedarburg	City of Mequon	City of Port Washington	Town of Grafton	Town of Saukville	Village of Grafton	Village of Saukville	
Walmart in Saukville	--	--	4	--	--	--	3	7
Grafton Park & Ride Lot	--	--	2	--	--	--	--	2
Grafton Commons	--	--	13	--	15	54	--	82
Cedarburg Park & Ride Lot	9	--	--	--	--	--	1	10
Concordia University	--	--	--	1	--	--	--	1
Highland Road	--	--	--	1	--	--	--	1
W. Venture Court	--	3	2	--	--	--	--	5
W. Mequon Road	--	3	--	--	--	--	--	3
<b>Total</b>	<b>9</b>	<b>6</b>	<b>21</b>	<b>2</b>	<b>15</b>	<b>54</b>	<b>4</b>	<b>111</b>

Transfer Point	Area of Attraction					Total
	City of Mequon	City of Port Washington	Town of Grafton	Village of Fredonia	Village of Saukville	
W. County Line Road & STH 57	--	--	--	--	1	1
MATC – Mequon Campus	1	--	--	--	--	1
Grafton Commons	1	2	16	38	--	57
<b>Total</b>	<b>2</b>	<b>2</b>	<b>16</b>	<b>38</b>	<b>1</b>	<b>59</b>

Source: Ozaukee County Department of Public Works and SEWRPC

Ozaukee County, and identified some of the unmet needs<sup>3</sup> for human services transportation and strategies to address those unmet needs. The main human services transportation programs in the County are listed below, while a comprehensive list can be found in Table 2.10:

- Cedarburg Senior Center Van Service – The Senior Center provides shared-ride transportation services for City of Cedarburg residents aged 55 and older. The Senior Center owns one vehicle, which is driven by volunteers. Twenty-four hour advance reservation is required, and service is provided curb-to-curb.
- Interfaith Caregivers of Ozaukee County – Interfaith provides transportation services for seniors and adults with disabilities, including out-of-county services to medical appointments in Milwaukee County. Volunteer drivers generally operate their own vehicles, although Interfaith is expanding their service using an accessible Interfaith-owned vehicle. Three-day advance reservation is required, and service is provided door-through-door.

## 2.4 CONCLUSION

This chapter summarized existing public transit services and human services transportation providers in Ozaukee County as of January, 2017. Inventorying and understanding the existing transit services in the County is a necessary first step in determining what service alternatives should be studied as part of the planning process.

<sup>3</sup> See SEWRPC Memorandum Report No. 230, Public Transit – Human Services Transportation Coordination Plan for Ozaukee County: 2016, April 2017.

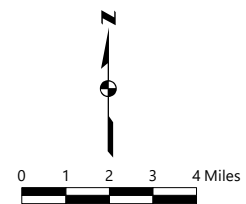
**Map 2.5  
Milwaukee County Transit System: Route 42U**



— MCTS ROUTE 42U



BUS STOP



Source: Ozaukee County Department of Public Works and SEWRPC

**Table 2.10  
Inventory of Human Services Transit Service Providers in Ozaukee County: 2016**

Name of Service Provider	Type of Provider	Type of Service	Service Area	Eligible Users	Days and Hours of Operation	Fare Per Trip	Vehicles Used	Funding Sources in Addition to Fares
Away We Go (414) 559-6779	Private, non-profit	Fixed routes and on-demand rides	Milwaukee and Ozaukee Counties	Seniors and people with disabilities	As required	No charge	7 non-ambulatory accessible vehicles	Federal \$5310
Balance Inc. (262) 268-6811	Private, non-profit	Scheduled for activities and day trips	Ozaukee and Washington Counties	Participants in Balance Inc. programs	As required	No charge	9 accessible vans 8 minivans 4 sedans	Family Care United Way Donations
Bright Star (262) 677-9200	Private, for-profit	Scheduled for activities and medical appointments	Ozaukee, Washington, and Dodge Counties	Seniors and adults with disabilities	Seven days a week, 24 hours a day	\$38.00 per hour up to 3 hours \$25.00 per hour over 3 hours	Volunteers use own vehicles	--
Cedarburg Senior Center (262) 375-7644	Public	Advance reservation, curb-to-curb	15-mile radius around City of Cedarburg	City of Cedarburg residents age 55 years and older	Monday – Friday: 8:00 a.m. – 4:00 p.m.	Distance-based. Within city: \$1.00 Outside of city: \$2.00 to \$5.00	1 6-passenger van	Private Donations City of Cedarburg
Home Instead Senior Care (262) 546-0226	Private, for-profit	Advanced reservation, door-through-door	Ozaukee, Milwaukee, and Washington Counties	Ambulatory individuals	Seven days a week, 24 hours a day	Private pay: \$23 per hour	1 passenger van	--
Interfaith Caregivers of Ozaukee County (262) 376-5362	Private, Non-profit	Advance reservation, door-through-door	Ozaukee County to appointments inside and outside of the County	Seniors and people with disabilities	Monday – Thursday: 9:00 a.m. – 5:00 p.m. Limited service at other times	No charge	Volunteers use own vehicles 2 accessible vans	Federal \$5310 Private Grants Private Donations
Lifestar (262) 338-9798	Private, for-profit	Advance reservation, door-to-door	Ozaukee and Milwaukee Counties and long distance locations	Seniors and people with disabilities	Seven days a week, 24 hours a day	Private pay and Title 19 Medicaid reimbursement	Accessible vans	Title 19 Medical Assistance
Ozaukee Family Services (262) 376-7774	Private, non-profit	Advance reservation, door-through-door	Ozaukee County	Seniors and people with disabilities	Monday – Friday: 9:00 a.m. – 3:00 p.m.	No charge	Volunteers use own vehicles	Private donations
Ozaukee County Veteran Services (262) 284-8326	Public	1 week advanced reservation, door-through-door	Ozaukee County VA Medical Hospital	Military veterans	Monday – Friday: 8:30 a.m. – 5:00 p.m.	\$10 co-pay round trip	Accessible vans and volunteers	--
Pineview (Good Hope Manor) (262) 692-2817	Private, for-profit	Scheduled for activities and day trips	As required	Residents of Pineview facilities	As required	No charge	2 accessible van	--
Port of Hope (Good Hope Manor) (262) 268-0301	Private, for-profit	Scheduled for activities and day trips	As required	Residents of Port of Hope facilities	As required	No charge	1 accessible van	--

Table continued on next page.

**Table 2.10 (continued)**

Name of Service Provider	Type of Provider	Type of Service	Service Area	Eligible Users	Days and Hours of Operation	Fare Per Trip	Vehicles Used	Funding Sources in Addition to Fares
Portal Industries (262) 377-4410	Private, non-profit	Fixed route for curbside or door-to-door	Ozaukee County	Seniors and people with disabilities	Monday – Friday: 7:00 a.m. – 4:45 p.m. Limited service at other times	No charge	4 5-passenger mini-vans 7 15-passenger accessible vans	Federal \$5310 Community Care
Community Integration and Community-Based Program Transportation	Private, non-profit	Advance reservations, door-to-door	Ozaukee County	Seniors residing in senior housing	By appointment	Varies with program		
Advanced Reservation Transportation	Private, non-profit	Advance reservations, door-to-door	Ozaukee County	Seniors and people with disabilities	Weekdays: 5:00 a.m. – 6:00 p.m. Saturdays: 5:00 a.m. – 3:00 p.m.	Title 19 Medicaid reimbursement or private pay \$50.00 base rate and \$2.50 per mile	Accessible vans	Title 19 Medical Assistance
Transtar Medical Transport (800) 972-8080	Private, for-profit	Advance reservation, door-to-door for medical activities	Ozaukee and Milwaukee Counties and long distance locations	Seniors and people with disabilities				

Source: SEWRPC

