

Chapter II

EXISTING TRANSIT SERVICES AND TRAVEL PATTERNS

INTRODUCTION AND SUMMARY

This chapter describes the public transit system in Washington County, provides 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 Washington County Commuter Express and Shared-Ride Taxi services, including service operations, vehicle fleet, ridership, and costs. A description of the other major public transit service providers in the County follows, including the Hartford City Taxi and West Bend Taxi services, intercity bus service, and the principal human services transportation providers for seniors and people with disabilities. A summary of the most important findings follows:

1. The major provider of local public transit service in the County is the Washington County Transit System, which has operated since January 1998. The system has two major services, the Commuter Express traditional commute service and the Shared-Ride Taxi service. The system is owned by the County and operated by two private contractors under the supervision of the staff of the Washington County Highway Department. The Washington County Board of Supervisors Transportation Committee sets the policies of the transit system; the ultimate responsibility for review and approval of important matters, including the budget, is with the Washington County Board of Supervisors.
2. In 2013, the Washington County Commuter Express consisted of two weekday-only traditional commute routes operating from three park and ride lots in Washington County to destinations in Milwaukee County. Eight morning and 10 evening trips provided residents of Washington County with transit access to downtown Milwaukee, while four morning and four evening trips provided access to the Milwaukee Regional Medical Center and the Milwaukee County Research Park. The base adult cash fare for the Commuter Express service was \$3.75 per trip. Between 2003 and 2011, ridership increased more than 150 percent—from 46,600 passengers to 127,600 passengers—despite the amount of service offered remaining nearly flat since 2004. From 2007 to 2011, annual operating expenditures for the transit system rose by 19 percent, to \$1.2 million in 2011. Of this total, about \$370,000, or 31 percent, was covered by farebox revenues. Operating expenses per hour of service rose significantly between 2007 and 2008, but held relatively steady between 2008 and 2011. Federal and State operating funding kept pace with the inflation in costs; therefore, County operating assistance was 43 percent lower in 2011 than in 2007. The Commuter Express service's passengers are predominantly between the ages of 25 and 64, with a valid driver's license, and from households with incomes above \$50,000 per year. Eighty-five percent of riders have two or more vehicles in their household, and nearly all riders use the service to travel to and from work.

3. The Washington County Shared-Ride Taxi service provided county-wide mobility for County residents using a fleet of sedans, accessible vans, and accessible buses to serve trips within the County and into northeastern Waukesha County. This service excluded trips where both trip ends were within the borders of the City of Hartford or within the borders of the City of West Bend. The base adult cash fare for 2013 was distance-based, and ranged between \$4.25 and \$9.00 per trip. After a decade of continuous growth, ridership stabilized in 2008, and remained between 90,000 and 100,000 passengers from then until 2011. From 2001 to 2011, annual expenditures for operating the taxi service increased 141 percent, from \$0.89 million to \$2.14 million. Of this 2011 total, about \$0.33 million, or 15.5 percent, was covered by farebox revenues. The amount of County operating assistance rose from 2007 to 2011, with two factors contributing to this significant increase. An 11 percent increase in operating expenses per hour following the start of a new operating contract on January 1, 2008, and a 24 percent decrease in State operating assistance between 2008 and 2011 (from \$1.10 million to \$0.84 million) combined to raise the County's annual operating assistance for the Shared-Ride Taxi service nearly 460 percent over five years, to \$0.58 million in 2011. A passenger survey performed in fall of 2012 indicated that the Shared-Ride Taxi passengers were predominantly without a valid driver's license, and from households with incomes below \$30,000 per year. About 25 percent of riders had no vehicle in their household and most used the transit system for work or to travel to medical appointments.
4. The Hartford City Taxi serves trips within the City of Hartford, or between the City and any point within one mile of its borders in Washington County and 10 miles of its borders in Dodge County. The City Taxi provided demand-response, curb-to-curb, accessible service to 21,000 passengers in 2011. Standard fare was \$3.00 in 2013, with an additional charge of \$1.25 for each mile of travel outside City limits. Operating expenses steadily increased between 2001 and 2011, but increases in farebox revenue (due to multiple fare increases) and increases in State and Federal funding helped keep the City's financial contribution (\$10,400 in 2011) relatively stable.
5. The West Bend Taxi provides service for any trip within its borders or within two miles of its borders. The demand-response, curb-to-curb service provided 123,000 passenger journeys in 2011, an annual number that has been relatively stable since 2000. Service effectiveness increased significantly in 2011 compared to previous years, with passengers per vehicle mile and passengers per vehicle hour increasing 12 percent and 14 percent, respectively, over their 2010 numbers. With a standard fare of \$4.00 and a new contract operator, the City was able to eliminate its share of operating assistance in 2011.
6. Taxicab service is provided in Washington County by A-Taxi, LLC. Numerous non-profits provide transportation for seniors and individuals with disabilities. Two of the largest are Interfaith Caregivers of Washington County, and The Threshold, Inc., which offer volunteer-driven transportation services and transportation for individuals attending their programs.

WASHINGTON COUNTY TRANSIT SYSTEM

The Washington County Transit System has two major services. The Commuter Express service provides peak traditional commute service using long-distance, accessible motorcoaches traveling from park and ride lots in the City of West Bend, the Village of Richfield, and the Village of Germantown to the Milwaukee Regional Medical Center and downtown Milwaukee, while the Shared-Ride Taxi service provides door-to-door county-wide transit service by dispatching sedans, accessible vans, and accessible small buses using an advanced reservation system.

The current Washington County Transit System is an evolution of the system recommended in SEWRPC Community Assistance Planning Report No. 223, "*A Public Transit Service Plan for Washington County: 1998-2002.*" Following that report's publication in November 1996, County staff, with the assistance of Commission staff, worked to purchase vehicles and select an operator for the Shared-Ride Taxi, which initiated service on January 1, 1998. A Federal Highway Administration Congestion Mitigation and Air Quality (CMAQ) grant was received to begin operation of the Commuter Express service on May 3, 1999.

During the three-year, CMAQ-funded pilot period, traditional and reverse commute services were offered between Washington County and Milwaukee County. The reverse commute services were paired with a series of shuttle services that connected residents of Milwaukee County to jobs in Washington County, including shuttles from park and ride lots in Washington County to the Cities of Hartford and West Bend, and the Village of Slinger. An additional shuttle served the Germantown Industrial Park from Milwaukee County's Mill Road Transit Center near the intersection of N. 76th Street and W. Mill Road. At the end of the pilot period, significant modifications were made to many of the shuttle services, with all reverse commute services and associated shuttles ceasing operation by April 2003. While a recession decreased demand by Washington County employers for labor from outside the County, leading to the elimination of all reverse commute services, demand for traditional commute services has continued to increase, with more frequent service and additional destinations added (including the Milwaukee Regional Medical Center and Milwaukee County Research Park) since 2003.

Administrative Structure

Washington County owns the Washington County Transit System, with the Washington County Board of Supervisors Transportation Committee serving as the policy-making entity of the Transit System. The staff of the Washington County Highway Department report to the Transportation Committee, conduct the Requests for Proposals for the operations of the Commuter 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. GoRiteway Transportation Group is the current operator, fleet owner, and maintenance facility owner for the Commuter Express service between the City of West Bend, Village of Richfield, Village of Germantown, and Milwaukee County. The park and ride lots utilized by the Commuter Express service are owned either by the Wisconsin Department of Transportation or Washington County. Specialized Transportation Services, Inc. operates and owns the maintenance facility for the Shared-Ride Taxi service. The Washington County Board of Supervisors has the ultimate responsibility for review and approval of certain important matters, including the annual budget for the Transit System.

Washington County Commuter Express

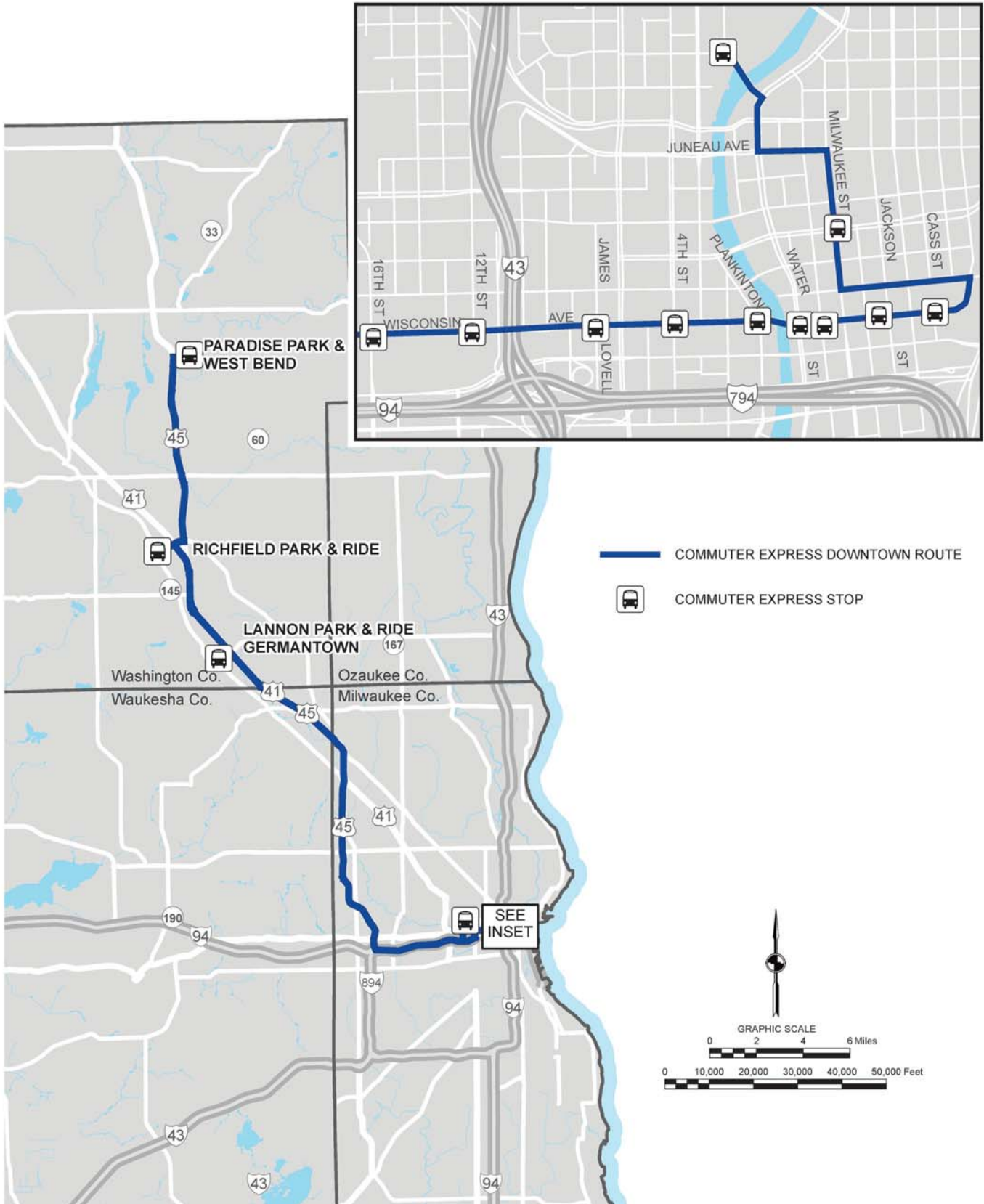
The Washington County Transit System provided weekday-only peak commute service during 2013 on two routes shown in Maps 2 and 3. The operating characteristics, service levels, ridership, fares, and financial data for the system are summarized below.

Routes

- The Downtown Route provides service from the Paradise Park and Ride in West Bend, the Richfield Park and Ride, and the Lannon Park and Ride in Germantown to Wisconsin Avenue in Downtown Milwaukee, with stops stretching from Marquette University to Northwestern Mutual. Some return trips in the evening also serve Marquette University High School on N. 35th Street and W. Wisconsin Avenue. Eight morning trips leave the Paradise Park and Ride from 5:25 a.m. to 8:24 a.m., reaching downtown Milwaukee between 6:14 a.m. and 9:33 a.m. Ten evening trips leave Northwestern Mutual's campus between 12:45 p.m. and 6:35 p.m., reaching West Bend between 1:59 p.m. and 7:47 p.m.
- The Regional Medical Center Route provides service from the Paradise Park and Ride in West Bend, the Richfield Park and Ride, and the Lannon Park and Ride in Germantown to the Milwaukee County Research Park and Milwaukee Regional Medical Center. Some trips also serve Marquette University High School, the Veterans Administration Medical Center, and the Renaissance Faire Office Complex at S. 60th Street and W. Pierce Street. Four morning trips leave the Paradise Park and Ride from 5:40 a.m. and 8:15 a.m., reaching the Regional Medical Center between 6:29 a.m. and 8:57 a.m. Four evening trips leave Marquette University High School between 12:15 p.m. and 4:40 p.m., reaching West Bend between 1:34 p.m. and 6:14 p.m.

Map 2

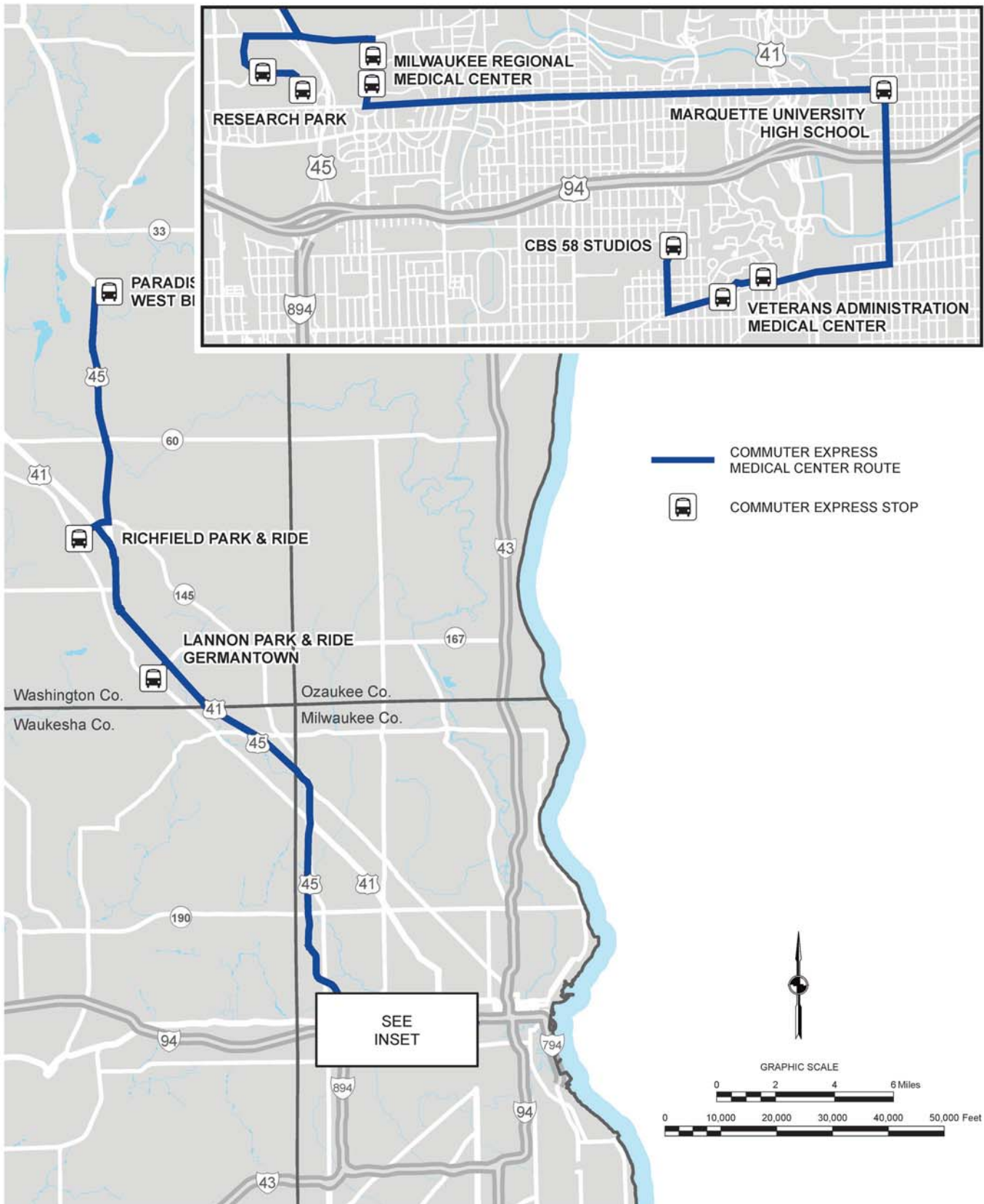
WASHINGTON COUNTY COMMUTER EXPRESS DOWNTOWN ROUTE EXTENSION TO SERVE SCHLITZ PARK



Source: Washington County Highway Department and SEWRPC.

Map 3

WASHINGTON COUNTY COMMUTER EXPRESS MEDICAL CENTER ROUTE: 2013



Source: Washington County Highway Department and SEWRPC.

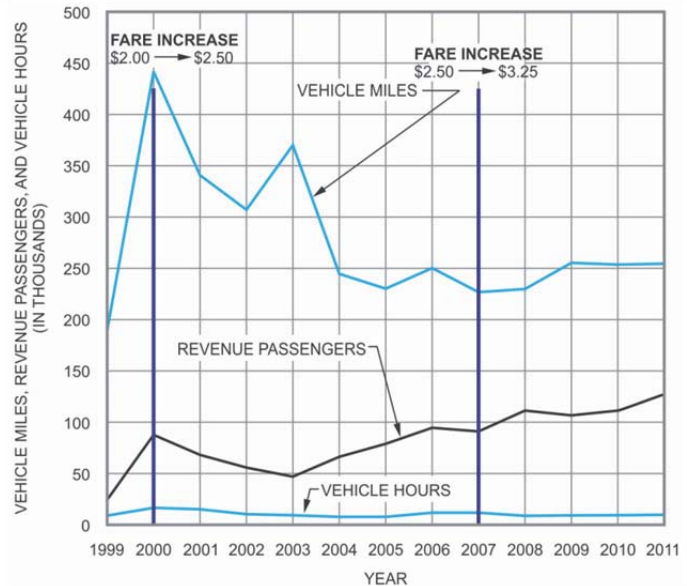
Park and Ride Lots

As discussed previously, the Commuter Express routes serve three park and ride lots in Washington County.

- The Paradise Park and Ride on Parkway Drive in the City of West Bend has free parking for up to 100 vehicles, and includes bicycle facilities. This lot is owned by the Wisconsin Department of Transportation, and on the typical weekday in 2011, 108 vehicles were parked (108 percent of capacity).
- The Richfield Park and Ride near Pioneer Road on Richfield Parkway in the Village of Richfield has free parking for up to 275 vehicles, and also provides bicycle facilities. This lot is owned by the Washington County Highway Department, and on the typical weekday in 2012, 75 vehicles were parked (27 percent of capacity).
- The Lannon Park and Ride in the Village of Germantown has free parking for up to 155 vehicles. This lot is owned by the Wisconsin Department of Transportation, and on the typical weekday in 2011, 113 vehicles were parked (73 percent of capacity).

Figure 1

WASHINGTON COUNTY COMMUTER EXPRESS SERVICE RIDERSHIP AND SERVICE LEVELS: 1999-2011



Source: Wisconsin Department of Transportation, Washington County Highway Department, and SEWRPC.

Ridership

Ridership for 2011 on the Commuter Express service was 127,600 revenue passengers. This continues a trend of ridership growth nearly every year since 2003, with only 2007 and 2009 seeing slight decreases in revenue passengers as compared to the preceding year (see Figure 1). The 2007 decrease can likely be attributed to the 30 percent fare increase enacted at the beginning of that year, while the 2009 decrease in ridership may be related to the continued economic downturn that year. Overall, ridership increased more than 150 percent between 2003 and 2011 (from 46,600 to 127,600), despite the amount of service offered (as measured by vehicle miles operated) remaining nearly flat since 2004. Table 1 details the service effectiveness, revenue passengers, and service provided per year since the reverse commute services were eliminated. Service effectiveness (as measured by passengers per vehicle mile and passengers per vehicle hour operated) improved overall, with passengers per vehicle mile seeing a steady increase during the time period shown in the table, while passengers per vehicle hour improved until 2008, then held relatively steady at 12 and 14 passengers per vehicle hour.

Fares

A fare increase occurred on January 1, 2012, bringing fares for the Commuter Express to their 2013 level of \$3.75 each way in cash, or \$32.50 for a pack of 10 one-way tickets. Historic changes in the one-way cash fare are shown in Figure 1.

Vehicle Fleet and Maintenance Facilities

Washington County does not own any vehicles or maintenance facilities for the Commuter Express Service. As part of their operating contract with the County, GoRiteway Transportation Group operates a fleet of long-distance, 55-seat, handicap-accessible motorcoaches maintained at a facility located at W201N13900 Fond Du Lac Avenue in the Village of Richfield.

Table 1

WASHINGTON COUNTY COMMUTER EXPRESS SERVICE RIDERSHIP AND SERVICE LEVELS: 2004-2011

Characteristic	Year							
	2004	2005	2006	2007	2008	2009	2010	2011
Revenue Passengers								
Annual Passengers	66,300	78,900	94,300	90,600	111,400	106,500	111,200	127,600
Average Weekday Passengers	260	309	370	355	437	418	436	500
Service Provided								
Annual Revenue Vehicle Miles.....	242,800	230,000	250,900	226,200	229,900	255,900	253,600	254,400
Annual Revenue Vehicle Hours	7,300	7,300	11,600	11,600	8,200	8,800	9,000	9,400
Service Effectiveness								
Passengers per Vehicle Mile.....	0.27	0.34	0.38	0.40	0.48	0.42	0.44	0.50
Passengers per Vehicle Hour.....	9.08	10.81	8.13	7.81	13.59	12.10	12.36	13.57

Characteristic	Annual Change by Quantity						
	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011
Revenue Passengers							
Annual Passengers	12,600	15,400	-3,700	20,800	-4,900	4,700	16,400
Average Weekday Passengers	49	60	-15	82	-19	18	64
Service Provided							
Annual Revenue Vehicle Miles.....	-12,800	20,900	-24,700	3,700	26,000	-2,300	800
Annual Revenue Vehicle Hours	--	4,300	--	-3,400	600	200	400
Service Effectiveness							
Passengers per Vehicle Mile.....	0.07	0.04	0.02	0.08	-0.06	0.02	0.06
Passengers per Vehicle Hour.....	1.73	-2.68	-0.32	5.78	-1.49	0.26	1.21

Characteristic	Annual Change by Percent						
	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011
Revenue Passengers							
Annual Passengers	19.0	19.5	-3.9	23.0	-4.4	4.4	14.7
Average Weekday Passengers	19.0	19.5	-3.9	23.0	-4.4	4.4	14.7
Service Provided							
Annual Revenue Vehicle Miles.....	-5.3	9.1	-9.8	1.6	11.3	-0.9	0.3
Annual Revenue Vehicle Hours	--	58.9	--	-29.3	7.3	2.3	4.4
Service Effectiveness							
Passengers per Vehicle Mile.....	25.6	9.6	6.6	21.0	-14.1	5.4	14.4
Passengers per Vehicle Hour.....	19.0	-24.8	-3.9	73.9	-10.9	2.1	9.9

Source: Wisconsin Department of Transportation, Washington County Highway Department, and SEWRPC.

Expenditures and Revenue

Trends in operating expenses, State and Federal assistance, County funding, and farebox revenue for the years 2001 – 2011 are shown in Figure 2. Operating expenses have continued to climb for nearly every year since 2004, when the County eliminated the last reverse commute shuttles. During that time period, operating expenses increased 71 percent, from \$701,500 in 2004 to \$1,201,800 in 2011. At the same time, the amount of vehicle hours of service increased 29 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, which shows operating expenses, revenues, and assistance for 2007 – 2011 and indicates that operating expenses per vehicle hour of service climbed \$40.42 over those five years. Table 2 also shows that the service became more efficient over those five years, with total and County operating assistance per passenger decreasing 23.9 percent and 59.3 percent, respectively.

Recent increases in operating expenses have not been accompanied by increases in County operational assistance, as farebox revenues and State and Federal funding have simultaneously increased. These increases have allowed County operating assistance to fall \$105,000, from \$246,100 in 2007 to \$140,900 in 2011.

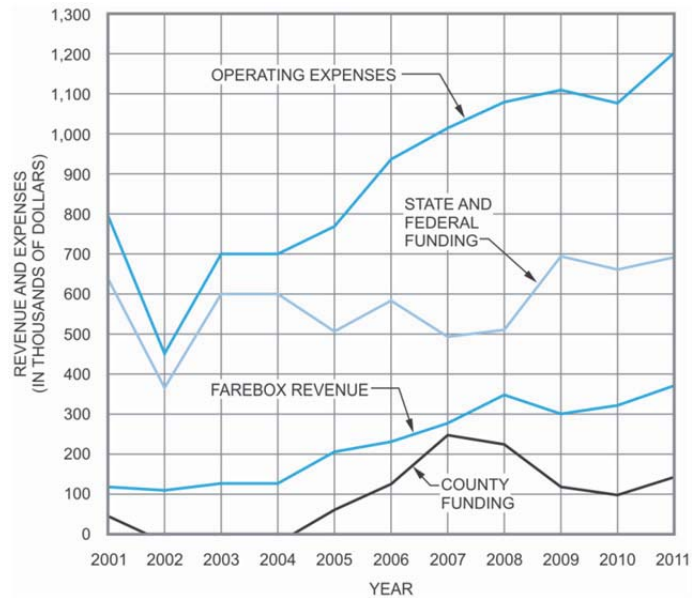
Washington County has had no direct expenditure of funds for capital facilities and equipment for the Commuter Express service, except for the Richfield Park and Ride lot. The Richfield Park and Ride lot was recently constructed utilizing a combination of a Federal Congestion Mitigation and Air Quality Improvement Program grant, Federal Transit Enhancement funds, and County funds. The capital costs of the vehicles and other equipment have been included in the contract operating expenses of GoRiteway Transportation Group.

Characteristics of Users

The Southeastern Wisconsin Regional Planning Commission (SEWRPC) conducted a passenger survey of the Washington County Commuter Express system in October 2012. The survey

Figure 2

WASHINGTON COUNTY COMMUTER EXPRESS SERVICE OPERATING REVENUES AND EXPENSES: 2001-2011



Source: Wisconsin Department of Transportation, Washington County Highway Department, and SEWRPC.

Table 2

ANNUAL OPERATING EXPENSES, REVENUES, AND ASSISTANCE FOR THE WASHINGTON COUNTY COMMUTER EXPRESS SERVICE: 2007-2011

Characteristics	Year					Change 2007-2011	
	2007	2008	2009	2010	2011	Number	Percent
Services Provided							
Total Vehicle Miles	226,200	229,900	255,900	253,600	254,400	28,200	12.5
Total Vehicle Hours	11,600	8,200	8,800	9,000	9,400	-2,200	-19.0
Revenue Passengers	90,600	111,400	106,500	111,200	127,600	37,000	40.8
Expenses and Revenues							
Operating Expenses	\$1,014,200	\$1,079,500	\$1,109,800	\$1,076,500	\$1,201,800	\$187,600	18.5
Farebox Revenues	275,600	346,800	299,500	320,100	369,900	94,300	34.2
Percent of Expenses							
Recovered through Revenues	27.2	32.1	27.0	29.7	30.8	3.6	13.3
Operating Assistance							
Federal	\$128,200	\$125,600	\$206,600	\$200,100	\$218,700	\$90,500	70.6
State	364,300	383,500	487,200	460,400	472,300	108,000	29.6
County	246,100	223,600	116,500	95,900	140,900	-105,200	-42.7
Total	\$738,600	\$732,700	\$810,300	\$756,400	\$831,900	\$93,300	12.6
Per Trip Data							
Operating Expenses	\$11.19	\$9.69	10.42	\$9.68	\$9.42	-\$1.77	-15.9
Farebox Revenue	3.04	3.11	2.81	2.88	2.90	-0.14	-4.7
Total Operating Assistance	14.89	12.03	13.28	11.80	11.33	-3.56	-23.9
County Operating Assistance	2.72	2.01	1.09	0.86	1.10	-1.62	-59.3
Operating Expenses Per Mile	\$4.48	\$4.70	\$4.34	\$4.24	\$4.72	\$0.24	5.4
Operating Expenses Per Hour	87.43	131.65	126.11	119.61	127.85	40.42	46.2

Source: Wisconsin Department of Transportation, Washington County Highway Department, and SEWRPC.

Table 3

SOCIOECONOMIC CHARACTERISTICS OF WEEKDAY TRANSIT RIDERS ON THE WASHINGTON COUNTY COMMUTER EXPRESS SERVICE: OCTOBER 2012

Category	Percent of Total Trips
Age	
18 and under	6.7
19 to 24.....	5.0
25 to 34.....	10.0
35 to 44.....	15.0
45 to 54.....	33.8
55 to 64.....	25.4
65 and over.....	4.1
Total	100.0
Sex	
Male	37.9
Female.....	62.1
Total	100.0
Licensed Driver	
Yes.....	94.4
No	5.6
Total	100.0
Household Income	
Under \$10,000.....	2.6
\$10,000-\$19,999	4.4
\$20,000-\$29,999	0.9
\$30,000-\$39,999	3.5
\$40,000-\$49,999	7.8
\$50,000-\$74,999	25.0
\$75,000-\$99,999	23.0
\$100,000-\$199,999	27.6
\$200,000 and over.....	5.2
Total	100.0
Trip Purpose	
Home-Based Work	96.6
Home-Based Shopping	-.
Home-Based Other.....	-.
Nonhome Based.....	1.3
School.....	2.1
Total	100.0
Vehicles available per Household	
No vehicle	2.7
One vehicle.....	12.7
Two or more vehicles	84.6
Total	100.0
Frequency of Use	
Less than once a month	2.0
1-3 times a month.....	0.6
1-2 times a week	5.3
3-5 times a week	88.4
More than 5 times a week	3.7
Total	100.0

Source: SEWRPC.

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. Spanish-speaking bus passengers were provided with a Spanish translation of the questionnaire. One hundred and sixty-nine completed survey questionnaires were returned, representing about 40 percent of the 421 passenger trips made on the day of the survey. Table 3 provides a summary of the socioeconomic characteristics of Washington County Commuter Express passengers using the bus service on the survey day. The following observations can be made based upon examination of this information:

- Washington County Commuter Express passengers were predominantly between the ages 25 and 64, had a valid driver’s license, and were from households making \$50,000 per year or more.
- Most riders, about 97 percent, used the Commuter Express to commute to and from work. Virtually no weekday riders used the Commuter Express to go shopping, while a few used it to travel to school or with their home not being a beginning or destination end of their trip.
- About 85 percent of the riders had two or more vehicles available in their household.
- Over 90 percent of the riders rode the Commuter Express three or more times per week.

Travel Patterns of Users

Depending on the route and run of the Commuter Express service, different park and ride lots are more popular, suggesting different production areas for the two routes, and perhaps for different runs as well. Table 4 details the boardings and alightings by park and ride lot per route and run of the Commuter Express, showing that some run times are more popular than others, and that the Paradise Park and Ride Lot in the City of West Bend is the most popular for both routes, although not on every run. Table 4 also displays the percentage of seats that are filled on each 55-seat motorcoach.

Map 4 shows production-attraction flows on the Commuter Express based on the results of the transit passenger survey conducted in October 2012 by SEWRPC that is included in this section. Nearly a

Table 4

**WASHINGTON COUNTY COMMUTER EXPRESS SERVICE
AVERAGE DAILY BOARDINGS AND ALIGHTINGS BY PARK AND RIDE LOT: SEPTEMBER 2012**

DOWNTOWN ROUTE

Run	Start Time	Boardings by Park and Ride Lot			Total Ridership	Percent of Seats Filled
		West Bend	Richfield	Germantown		
1	5:25 AM	14	7	6	27	49.1
2	5:44 AM	8	12	8	28	50.9
4	6:10 AM	13	8	9	30	54.5
5	6:20 AM	13	6	11	30	54.5
7	6:30 AM	11	8	7	26	47.3
8	7:01 AM	12	8	9	29	52.7
9	7:29 AM	6	6	5	17	30.9
11	8:24 AM	5	3	4	12	21.8
Total		82	58	59	199	--

Run	Start Time	Alightings by Park and Ride Lot			Total Ridership	Percent of Seats Filled
		West Bend	Richfield	Germantown		
13	12:45 PM	4	1	1	6	11.2
15	1:40 PM	3	1	1	5	9.9
16	2:35 PM	4	3	2	9	16.4
18	3:35 PM	14	13	8	35	62.9
20	3:55 PM	11	9	7	28	50.0
21	4:10 PM	11	8	11	29	52.3
22	4:35 PM	13	8	9	31	55.5
24	5:15 PM	13	8	16	37	67.2
25	6:05 PM	6	3	6	16	28.9
26	6:35 PM	2	1	1	5	8.6
Total		82	55	62	200	--

MEDICAL CENTER ROUTE

Run	Start Time	Boardings by Park and Ride Lot			Total Ridership	Percent of Seats Filled
		West Bend	Richfield	Germantown		
3	5:40 AM	9	5	5	19	34.5
6	6:25 AM	14	5	11	30	54.5
10	7:40 AM	5	3	3	11	20.0
12	8:15 AM	--	1	--	1	1.8
Total		28	14	19	61	--

Run	Start Time	Alightings by Park and Ride Lot			Total Ridership	Percent of Seats Filled
		West Bend	Richfield	Germantown		
14	12:15 PM	2	1	--	4	6.4
17	3:20 PM	9	4	5	19	33.9
19	3:55 PM	7	6	6	19	34.8
23	4:40 PM	4	2	3	9	17.0
Total		23	13	15	51	--

Source: Washington County Highway Department, GoRiteway Transportation Group, and SEWRPC.

AVERAGE WEEKDAY TRIPS ON THE WASHINGTON COUNTY COMMUTER EXPRESS

MEDICAL CENTER ROUTE



DOWNTOWN ROUTE



NOTE: TRIPS ARE SHOWN IN PRODUCED-ATTRACTED FORMAT. THAT IS, FROM AREA OF PRODUCTION TO AREA OF ATTRACTION.

Source: SEWRPC.

majority of Medical Center Route trips begin in the two subareas that contain the City of West Bend, while only a third of Downtown Route trips are produced from the City of West Bend subareas. A much larger proportion of Downtown Route trips than Medical Center Route trips are produced in the Village of Germantown. Other than these differences, the trip production for both routes generally matches the distribution of population throughout the County.

Washington County Shared-Ride Taxi

The Washington County Shared-Ride Taxi provides county-wide mobility for all residents of Washington County and utilizes a fleet of sedans, accessible vans, and accessible buses.

Service Area

The Shared-Ride Taxi service is designed to serve any trip made within Washington County during its operating hours, excluding trips where both ends are within the City of Hartford or within the City of West Bend. Those trips are served by the Hartford City Taxi and the West Bend Taxi (see Map 5). Such trips are only served if they are made outside the operating hours of either city's taxi system, or are trips transferring to or from the Washington County Commuter Express service within the City of West Bend. The County Shared-Ride Taxi also provides service between Washington County and northeastern Waukesha County.

Service Level

The Shared-Ride Taxi provides curb-to-curb service for the general public and door-to-door service for individuals with disabilities. Service is provided on a shared-ride basis in which passengers with different origins and destinations share a vehicle for a portion of their trip. The taxi is an advanced reservation system, with riders guaranteed service if they submit a request the preceding day. If the request is made the same day, the trip will be accommodated if capacity is available. In 2013, the hours of operation for the Shared-Ride Taxi services were:

- Monday through Saturday, 5:00 a.m. to 10:00 p.m.
- Sunday, 8:00 a.m. to 4:00 p.m.

Ridership

Ridership for 2011 was 99,600 revenue passengers. After nearly a decade of continuous growth, ridership stabilized in 2008, and remained between 90,000 and 100,000 revenue passengers from 2008 – 2011 (see Figure 3). Fare increases in 2008 and 2009 have likely contributed to the stability in ridership, so it is difficult to determine if ridership levels will continue to increase disproportionate to County population increases in the future. Table 5 displays the service effectiveness, revenue passengers, and service provided each year since the Shared-Ride Taxi began operations. Other than a slight increase in service provided between 2007 and 2008, the level of service provided during the time period shown in the table has been relatively stable. During this time period, service effectiveness fell slightly, with less passengers per vehicle mile and vehicle hour in 2011 than in 2007.

Fares

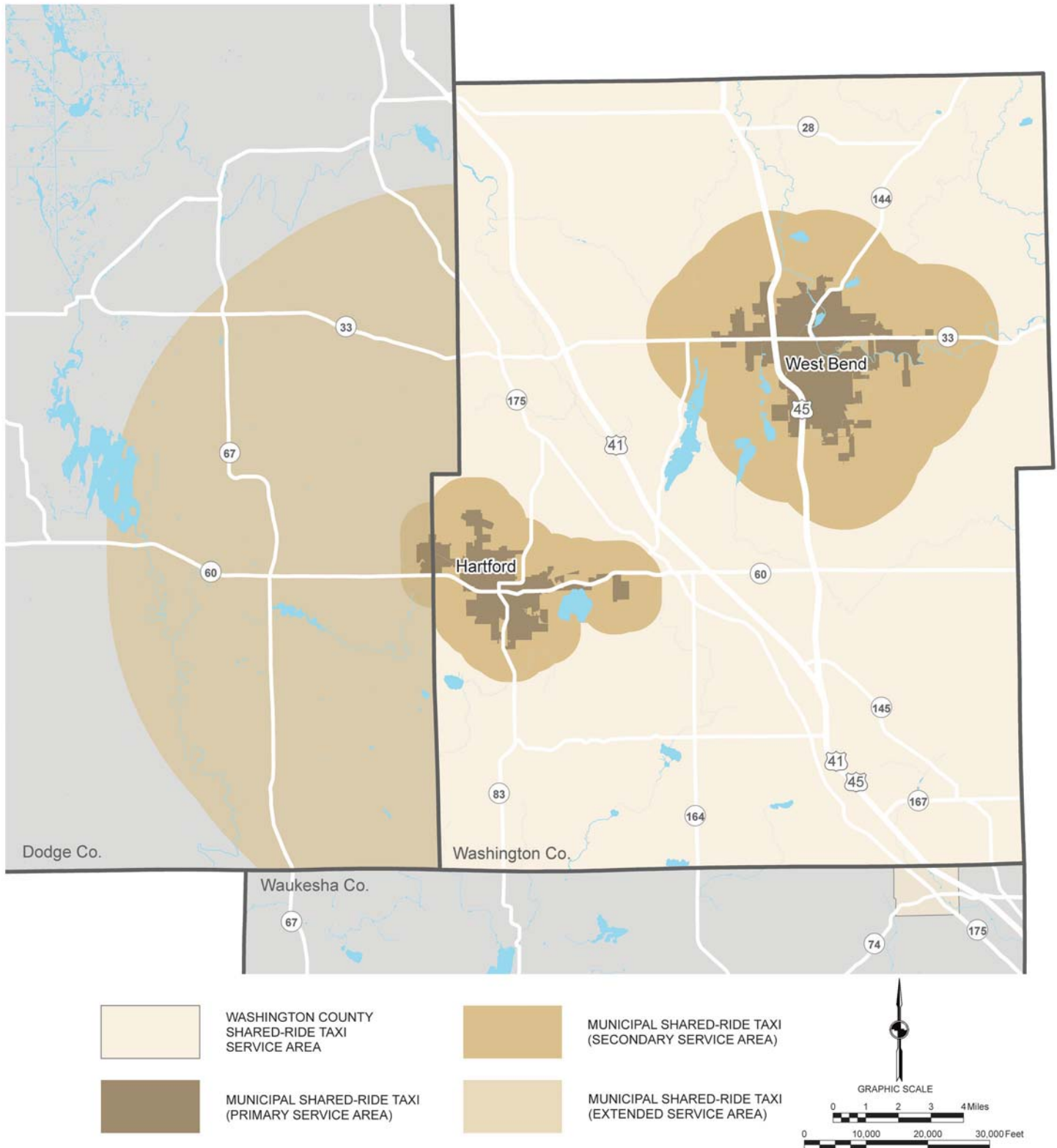
A fare increase occurred on January 1, 2012, bringing standard adult fares for the Shared-Ride Taxi to their 2013 level: between \$4.25 and \$9.00, depending on the distance traveled. A passenger transferring between the Commuter Express and Shared-Ride Taxi services paid only \$1.00 to use the Shared-Ride Taxi service. Fares for 2013 are shown in Table 6, while historic changes in the one-way standard adult fare are shown in Figure 3.

Vehicle Fleet and Maintenance Facilities

The Shared-Ride Taxi service uses publicly owned vehicles provided by Washington County and maintained at a private facility by the service operator. Specialized Transport Services, Inc. uses a facility located at 510 Schoenhaar Drive in West Bend for activities associated with the operations and maintenance of the Shared-Ride Taxi service. The vehicles owned by the County for the Shared-Ride Taxi service have an average age of three years as of January 2013, and are catalogued in Table 7.

Map 5

SERVICE AREAS OF SHARED-RIDE TAXI SERVICES IN WASHINGTON COUNTY: 2013



Source: SEWRPC.

Table 5

WASHINGTON COUNTY SHARED-RIDE TAXI SERVICE RIDERSHIP AND SERVICE LEVELS: 2007-2011

Characteristic	Year				
	2007	2008	2009	2010	2011
Revenue Passengers					
Annual Passengers	97,600	98,000	90,100	94,000	99,600
Average Weekday Passengers	407	408	375	392	415
Service Provided					
Annual Vehicle Miles	1,215,000	1,322,100	1,252,700	1,298,500	1,342,400
Annual Vehicle Hours	55,200	59,600	58,000	60,200	62,400
Service Effectiveness					
Passengers per Vehicle Mile	0.08	0.07	0.07	0.07	0.07
Passengers per Vehicle Hour	1.77	1.64	1.55	1.56	1.60

Characteristic	Annual Change by Quantity			
	2007-2008	2008-2009	2009-2010	2010-2011
Revenue Passengers				
Annual Passengers	400	-7,900	3,900	5,600
Average Weekday Passengers	1	-33	17	23
Service Provided				
Annual Vehicle Miles	107,100	-69,400	45,800	43,900
Annual Vehicle Hours	4,400	-1,600	2,200	2,200
Service Effectiveness				
Passengers per Vehicle Mile	-0.01	--	--	--
Passengers per Vehicle Hour	-0.13	-0.09	0.01	0.04

Characteristic	Annual Change by Percent			
	2007-2008	2008-2009	2009-2010	2010-2011
Revenue Passengers				
Annual Passengers	0.4	-8.1	4.3	6.0
Average Weekday Passengers	0.4	-8.1	4.3	6.0
Service Provided				
Annual Vehicle Miles	8.8	-5.2	3.7	3.4
Annual Vehicle Hours	8.0	-2.7	3.8	3.7
Service Effectiveness				
Passengers per Vehicle Mile	-7.7	--	--	--
Passengers per Vehicle Hour	-7.0	-5.5	0.5	2.2

Source: National Transit Database, Washington County Highway Department, and SEWRPC.

Expenditures and Revenue

Trends in operating expenses, state and federal assistance, county funding, and farebox revenue for the years 2001 – 2011 are shown in Figure 4. Operating expenses increased annually nearly every year from 2001 to 2011. During that time period, operating expenses increased 141 percent, from \$885,200 in 2001 to \$2,135,300 in 2011. At the same time, the amount of vehicle hours of service increased 45 percent (from 43,000 hours in 2001 to 62,400 hours in 2011) and vehicle miles of service increased 49 percent (from 0.90 million miles in 2001 to 1.34 million miles in 2011). Farebox revenue grew over this time period as a function of ridership and fares, while the level of County assistance has fluctuated in relation to the amount of service provided and changes in the level of State and Federal funding.

Table 6

FARES FOR THE WASHINGTON COUNTY SHARED-RIDE TAXI SERVICE: JANUARY 2013

Trip Distance	Fare Type		
	Senior/Disabled	Adult	Student
5.0 miles or less.....	\$2.50	\$4.25	\$3.25
5.1 to 10.0 miles	\$3.50	\$5.75	\$4.75
10.1 to 15.0 miles	\$4.25	\$7.00	\$6.00
15.1 to 20.0 miles	\$5.00	\$8.00	\$7.00
20.1 miles or more.....	\$5.75	\$9.00	\$8.00

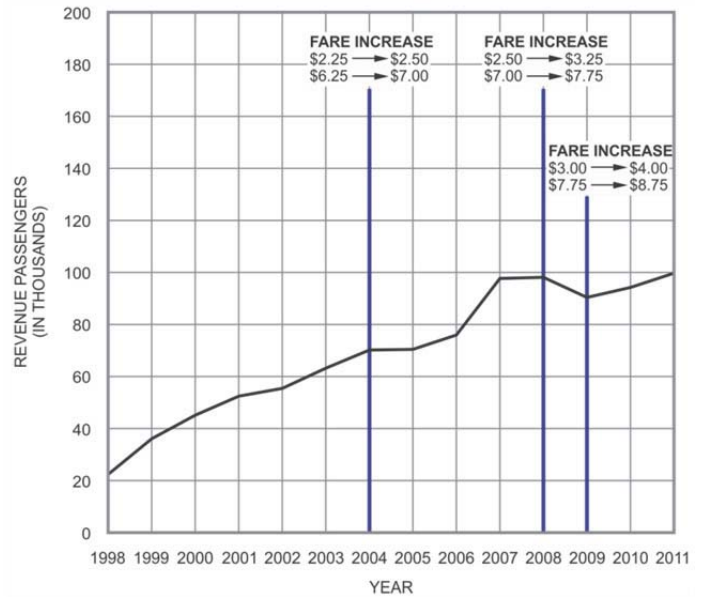
Source: Wisconsin Department of Transportation, Washington County Highway Department, and SEWRPC.

Table 8 displays more detailed operating expenditures and revenues for 2007 – 2011. Due to the fare increases in 2008 and 2009, the percentage of expenses recovered through farebox revenues during the time period displayed in the table increased 25 percent, from 12.4 percent to 15.5 percent. Despite the increase in the percentage of expenses recovered through farebox revenues, the amount of County operating assistance per passenger grew 447 percent, from just over \$1.00 to just over \$5.75. This increase in County operating assistance per passenger can be attributed to an 11 percent increase in operating expenses per hour between 2007 and 2008 due to the start of a new operating contract on January 1, 2008, and a 23 percent decrease in State operating assistance between 2008 and 2011 (from \$1.10 million to \$0.84 million).

Washington County procures the vehicles for the Shared-Ride Taxi, requiring an annual capital expenditure to replace vehicles as they age. The vehicles listed in Table 7 are owned by Washington County, and are replaced as needed on a schedule set by the Washington County Highway Department with the budgetary approval of the Washington County Board. From 2008 to 2012, an average of \$210,100 was spent annually on new vehicle purchases, with \$58,100 of that being County funds. Washington County has had no direct expenditure of funds for facilities for the Shared-Ride Taxi service, as the capital costs of the maintenance and dispatch facility have been included in the contract operating expenses of Specialized Transportation Services, Inc.

Figure 3

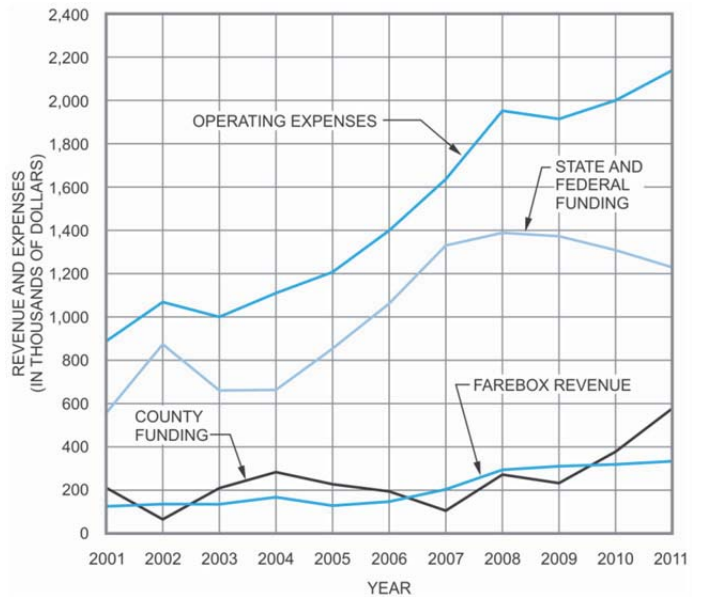
WASHINGTON COUNTY SHARED-RIDE TAXI SERVICE RIDERSHIP: 1998-2011



Source: Wisconsin Department of Transportation, Washington County Highway Department, and SEWRPC.

Figure 4

WASHINGTON COUNTY SHARED-RIDE TAXI SERVICE OPERATING REVENUES AND EXPENSES: 2001-2011



Source: Wisconsin Department of Transportation, Washington County Highway Department, and SEWRPC.

Table 7

VEHICLE FLEET USED FOR THE WASHINGTON COUNTY SHARED-RIDE TAXI SERVICE: JANUARY 2013

Vehicle Type		Year of Manufacture	Capacity		Mileage	Age in Years
Make	Model		Amblatory	Wheelchair		
Chevrolet	StarTrans Candidate S2	2012	4	2	17,782	0.7
Chevrolet	StarTrans Candidate S2	2012	4	2	21,032	0.7
Chevrolet	StarTrans Candidate S2	2012	7	1	23,895	0.7
Chevrolet	StarTrans Candidate S2	2012	7	1	33,044	0.7
Chevrolet	Glaval Titan II / G3500	2012	10	2	20,174	0.9
Chevrolet	Glaval Titan II / G3500	2012	10	2	31,992	0.9
Dodge	Braun Grand Caravan	2012	4	1	38,086	1.0
Dodge	Braun Grand Caravan	2010	4	1	107,828	3.0
Dodge	Braun Grand Caravan	2010	4	1	131,789	3.0
Dodge	Braun Grand Caravan	2010	4	1	162,142	3.1
Ford	Crown Victoria	2010	5	--	149,337	3.2
Ford	Crown Victoria	2010	5	--	126,194	3.2
Ford	Crown Victoria	2010	5	--	119,362	3.2
Ford Starcraft	Starlight BUS	2010	4	2	155,747	3.2
Ford Starcraft	Starlight BUS	2010	4	2	179,500	3.2
Ford Starcraft	Starlight BUS	2010	4	2	148,272	3.2
Ford Starcraft	Starlight BUS	2010	4	2	154,451	3.2
Ford Starcraft	Starlight BUS	2010	4	2	214,254	3.2
Ford Starcraft	Starlight BUS	2010	4	2	199,911	3.2
Chevrolet Mini-Van	Braun EnterVan	2008	4	1	272,005	3.6
Chevrolet Mini-Van	Braun EnterVan	2008	4	1	229,700	3.6
Chevrolet Mini-Van	Braun EnterVan	2008	4	1	264,960	3.6
GMC	MiniBus (van)	2008	7	1	262,532	5.0
Ford E350 Braun	Van	2008	4	2	284,104	5.1
Ford E350 Braun	Van	2008	4	2	307,479	5.1
Ford E350 Braun	Van	2008	4	2	240,324	5.1
Chevrolet	Impala	2007	5	--	309,459	6.2
				Average	155,754	3.0

Source: Wisconsin Department of Transportation, Washington County Highway Department, and SEWRPC.

Characteristics of Users

SEWRPC conducted a passenger survey of the Washington County Shared-Ride Taxi system in October 2012. A prepaid, pre-addressed, mail-back survey questionnaire was provided to all passengers using the Taxi system on the survey day. Spanish-speaking passengers were provided with a Spanish translation of the questionnaire. Ninety-three completed survey questionnaires were returned, representing about 26 percent of the 358 passenger trips made on the Washington County Shared-Ride Taxi on the day of the survey. Table 9 is a summary of the socioeconomic characteristics of Washington County Shared-Ride Taxi passengers using the service on the survey day. The following observations can be made based upon examination of this information from the survey:

- Most Washington County Shared-Ride Taxi passengers did not have a valid driver's license, and were from households making \$29,999 per year or less.
- Most riders used the Shared-Ride Taxi service to make trips between home and work, followed by trips between home and medical visits, and home and social/recreational activities.
- About 25 percent of the riders had no vehicle available in their household.
- Over half of the weekday riders used the taxi service regularly, that is, three or more times a week.

Table 8

**ANNUAL OPERATING EXPENSES, REVENUES, AND ASSISTANCE
FOR THE WASHINGTON COUNTY SHARED-RIDE TAXI SERVICE: 2007-2011**

Characteristics	Year					Change 2007-2011	
	2007	2008	2009	2010	2011	Number	Percent
Service Provided							
Total Vehicle Miles	1,215,000	1,322,100	1,252,700	1,298,500	1,342,400	127,400	10.5
Total Vehicle Hours	55,200	59,600	58,000	60,200	62,400	7,200	13.0
Revenue Passengers	97,600	98,000	90,100	94,000	99,600	2,000	2.0
Expenses and Revenues							
Operating Expenses	\$1,632,600	\$1,950,200	\$1,913,200	\$1,998,800	\$2,135,300	\$502,700	30.8
Farebox Revenues	202,500	292,500	309,700	317,400	331,800	129,300	63.9
Percent of Expenses							
Recovered through Revenues	12.4	15.0	16.2	15.9	15.5	3.1	25.3
Operating Assistance							
Federal	\$246,100	\$284,300	\$408,900	\$395,900	\$388,600	\$142,500	57.9
State	1,080,800	1,103,300	964,000	911,000	839,200	-241,600	-22.4
County	103,200	270,100	230,600	374,500	575,700	472,500	457.8
Total	\$1,430,100	\$1,657,700	\$1,603,500	\$1,681,400	\$1,803,500	\$373,400	26.1
Per Trip Data							
Operating Expenses	\$16.73	\$19.90	\$21.23	\$21.26	\$21.44	\$4.71	28.2
Farebox Revenue	2.07	2.98	3.44	3.38	3.33	1.26	60.6
Total Operating Assistance	14.65	16.92	17.80	17.89	18.11	3.45	23.6
County Operating Assistance	1.06	2.76	2.56	3.98	5.78	4.72	446.6
Operating Expenses Per Mile	\$1.34	\$1.48	\$1.53	\$1.54	\$1.59	\$0.25	18.4
Operating Expenses Per Hour	29.58	32.72	32.99	33.20	34.22	4.64	15.7

Source: National Transit Database, Wisconsin Department of Transportation, Washington County Highway Department, and SEWRPC.

Travel Patterns of Users

Utilizing vehicle logs from May 7 – May 18, 2012, Map 6 shows travel within and between subareas of Washington 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; 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 reflect the concentrations of population within the County. The more urbanized areas of the County, which have the highest residential density, show the highest number of trip productions and trip attractions. In addition, it is important to note the high level of internal trips within the subarea containing the Village of Germantown, perhaps implying potential cost savings by operating a secondary vehicle base in the southeastern part of the County.

OTHER MAJOR PUBLIC TRANSIT SERVICES

Washington County is the principal provider of public transit service within the County. However, a number of other transit services were also available in 2013 to County residents, including local transit services for the general public and human services transportation for seniors and people with disabilities.

Hartford City Taxi

The City of Hartford initiated a publicly subsidized taxi system in January 1981 in response to a perceived need for better transportation for its population. The taxi system was the first public taxicab system in the Southeastern Wisconsin Region, and is staffed by employees managed through the City’s Department of Recreation.

Table 9

**SOCIOECONOMIC CHARACTERISTICS OF WEEKDAY
TRANSIT RIDERS ON THE WASHINGTON COUNTY
SHARED RIDE TAXI SERVICE: OCTOBER 2012**

Category	Percent of Total Trips
Age	
18 and under	-.
19 to 24.....	13.7
25 to 34.....	29.3
35 to 44.....	9.8
45 to 54.....	11.8
55 to 64.....	15.8
65 and over.....	19.6
Total	100.0
Sex	
Male.....	42.6
Female.....	57.4
Total	100.0
Licensed Driver	
Yes	27.5
No	72.5
Total	100.0
Household Income	
Under \$10,000.....	26.8
\$10,000-\$19,999	14.6
\$20,000-\$29,999	9.8
\$30,000-\$39,999	9.8
\$40,000-\$49,999	7.3
\$50,000-\$74,999	12.2
\$75,000-\$99,999	12.2
\$100,000-\$199,999	4.9
\$200,000 and over.....	2.4
Total	100.0
Trip Purpose	
Home-Based Work	51.0
Home-Based Shopping	-.
Home-Based Other.....	23.5
Nonhome Based.....	2.0
School.....	23.5
Total	100.0
Vehicles available per Household	
No vehicle.....	24.5
One vehicle.....	34.7
Two or more vehicles	40.8
Total	100.0
Frequency of Use	
Less than once a month	20.4
1-3 times a month.....	8.5
1-2 times a week	14.3
3-5 times a week	51.0
More than 5 times a week	6.1
Total	100.0

Source: SEWRPC.

Service Area

The Hartford City Taxi serves trips within the City. Additionally, the City Taxi serves trips between the City and any point within one mile of its borders in Washington County and 10 miles of its borders in Dodge County.

Service Level

The Hartford City Taxi provides demand-response, curb-to-curb service for the general public. Service is provided on a shared-ride basis in which passengers with different origins and destinations share a vehicle for a portion of their trips. The hours of operation for the City Taxi are:

- Monday through Friday, 6:00 a.m. to 9:00 p.m. September through May, and June through August, 6:00 a.m. to 8:00 p.m.
- Saturday, 8:00 a.m. to 8:00 p.m.
- Sunday, 9:00 a.m. to 4:00 p.m.

Ridership

Ridership in 2011 was 21,000 revenue passengers. Figure 5 indicates that ridership was relatively stable between 1992 and 2011, varying between 17,600 and 21,400 passengers annually. Table 10 shows ridership, service provided, and service effectiveness from 2007 – 2011. The figures indicate that measures of service effectiveness were, as expected, relatively stable over that time period, with slight increases in both measures every year in nearly all of that five-year period.

Fares

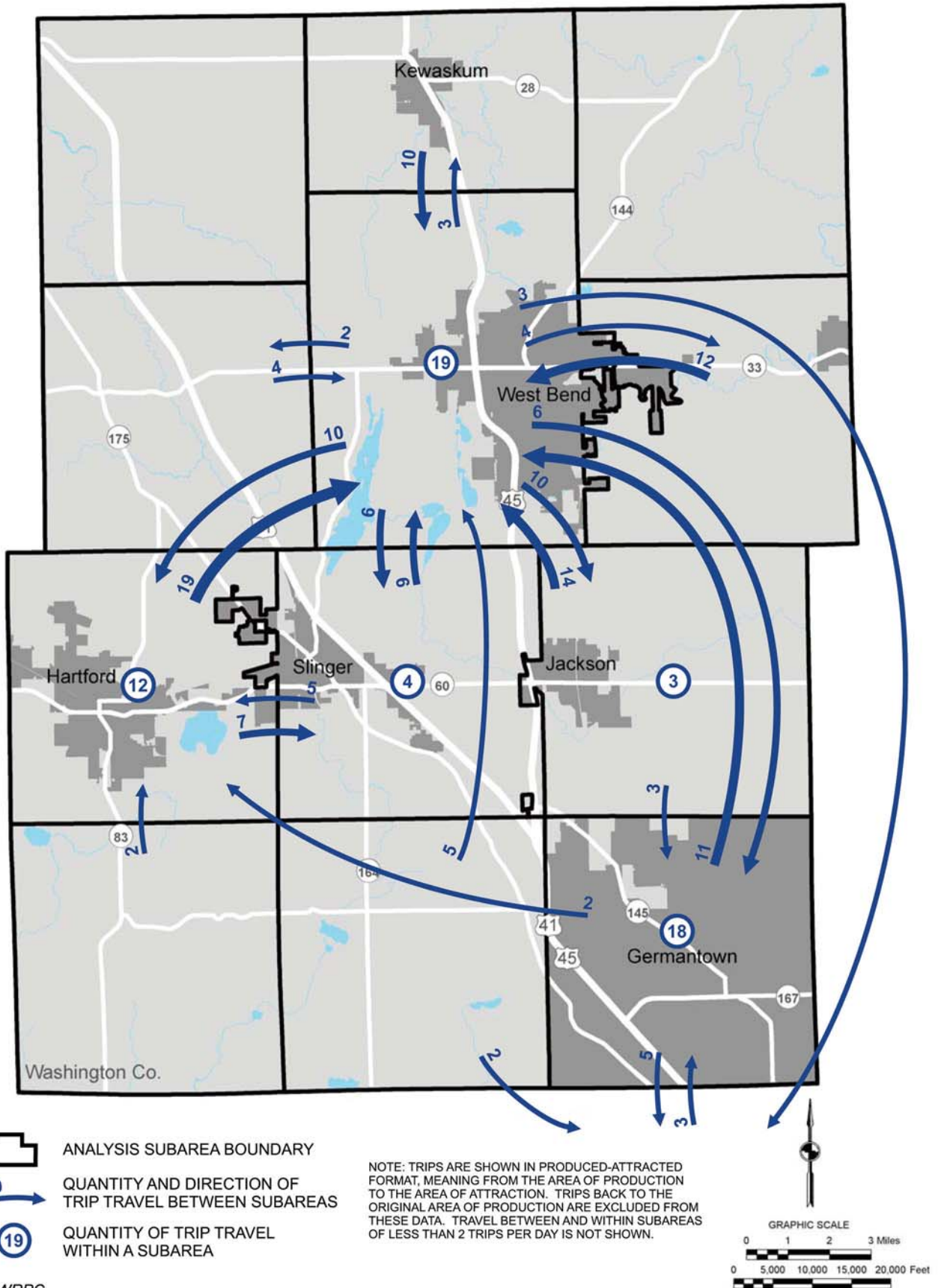
The standard fare for the Taxi in 2013 was \$3.00. The 2013 fare for seniors and people with disabilities was \$2.75, while all riders are charged an additional \$1.25 for each mile of travel outside City limits. Historic changes in the one-way standard adult fare are shown in Figure 5.

Vehicle Fleet and Maintenance Facilities

The Hartford City Taxi service uses three publicly owned accessible vans provided by the City of Hartford. The administrative office and vehicles are located at the Recreation Center at 125 N. Rural Street in the City of Hartford.

Map 6

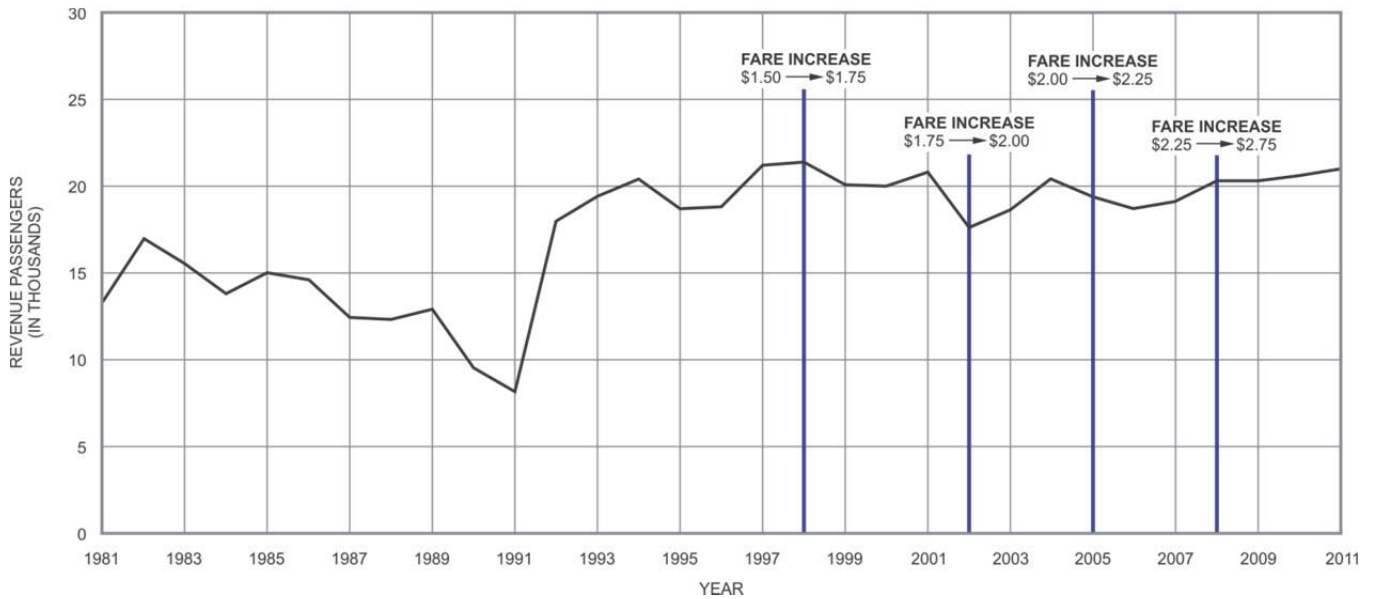
AVERAGE WEEKDAY TRIPS ON THE WASHINGTON COUNTY SHARED RIDE TAXI BETWEEN SUBAREAS IN WASHINGTON COUNTY: MAY 2012



Source: SEWRPC.

Figure 5

HARTFORD CITY TAXI SERVICE RIDERSHIP: 1981-2011



Source: Wisconsin Department of Transportation, City of Hartford, and SEWRPC.

Expenditures and Revenue

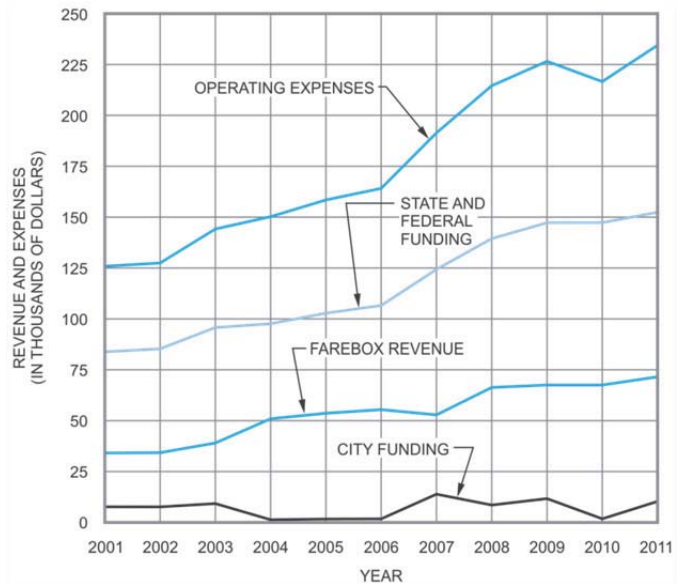
Trends in operating expenses, State and Federal assistance, City funding, and farebox revenue for the years 2001 – 2011 are shown in Figure 6. Although operating expenses increased over that time period, increasing farebox revenue and State and Federal funding helped keep the City’s contribution to the service relatively stable. Table 11 provides more detail on operating expenses, assistance, and ridership from 2007 – 2011, and indicates that the City’s operating expenses per mile and hour rose between those years, but that those increases did not result in an increase in the level of City operating assistance during this time period.

Characteristics of Users

SEWRPC conducted a passenger survey of the Hartford City Taxi system in October 2012. A prepaid, pre-addressed, mail-back survey questionnaire was distributed to all passengers using the Taxi system on the survey day. Spanish-speaking passengers were provided with a Spanish translation of the questionnaire. Sixty-two completed survey questionnaires were returned, representing about 83 percent of the estimated 75 average weekday passenger trips made using the Hartford City Taxi system in 2012. Table 12 is a summary of the socioeconomic characteristics of Hartford City Taxi passengers using the service on the survey day. The following observations can be made based upon examination of this information from the survey:

Figure 6

HARTFORD CITY TAXI SERVICE OPERATING REVENUES AND EXPENSES: 2001-2011



Source: Wisconsin Department of Transportation, City of Hartford, and SEWRPC.

Table 10

HARTFORD CITY TAXI SERVICE RIDERSHIP AND SERVICE LEVELS: 2007-2011

Characteristic	Year				
	2007	2008	2009	2010	2011
Revenue Passengers					
Annual Passengers	19,100	20,300	20,300	20,600	21,000
Average Weekday Passengers	68	73	73	74	75
Service Provided					
Annual Vehicle Miles	55,700	55,400	55,000	52,700	55,200
Annual Vehicle Hours	5,100	5,300	5,300	5,300	5,300
Service Effectiveness					
Passengers per Vehicle Mile	0.34	0.37	0.37	0.39	0.38
Passengers per Vehicle Hour	3.75	3.83	3.83	3.89	3.96

Characteristic	Annual Change by Quantity			
	2007-2008	2008-2009	2009-2010	2010-2011
Revenue Passengers				
Annual Passengers	1,200	--	300	400
Average Weekday Passengers	5	--	1	1
Service Provided				
Annual Vehicle Miles	-300	-400	-2,300	2,500
Annual Vehicle Hours	200	--	--	--
Service Effectiveness				
Passengers per Vehicle Mile	0.03	--	0.02	-0.01
Passengers per Vehicle Hour	0.08	--	0.06	0.07

Characteristic	Annual Change by Percent			
	2007-2008	2008-2009	2009-2010	2010-2011
Revenue Passengers				
Annual Passengers	6.3	--	1.5	1.9
Average Weekday Passengers	6.3	--	1.5	1.9
Service Provided				
Annual Vehicle Miles	-0.5	-0.7	-4.2	4.7
Annual Vehicle Hours	3.9	--	--	--
Service Effectiveness				
Passengers per Vehicle Mile	6.9	--	5.9	-2.7
Passengers per Vehicle Hour	2.3	--	1.5	1.9

Source: Wisconsin Department of Transportation, City of Hartford, and SEWRPC.

- Hartford City Taxi passengers were mostly from households with \$19,999 per year or less in income.
- Most riders used the City Taxi service to make trips between home and shopping destinations or school destinations.
- About 78 percent of the riders had no vehicle available in their household.
- A plurality of riders used the Taxi service one to two times per week.

Table 11

**ANNUAL OPERATING EXPENSES, REVENUES, AND ASSISTANCE
FOR THE HARTFORD CITY TAXI SERVICE: 2007-2011**

Characteristics	Year					Change 2007-2011	
	2007	2008	2009	2010	2011	Number	Percent
Service Provided							
Total Vehicle Miles	55,700	55,400	55,000	52,700	55,200	-500	-0.9
Total Vehicle Hours	5,100	5,300	5,300	5,300	5,300	200	3.9
Revenue Passengers	19,100	20,300	20,300	20,600	21,000	1,900	9.9
Expenses and Revenues							
Operating Expenses	\$191,400	\$214,600	\$226,600	\$216,600	\$234,400	\$43,000	22.5
Farebox Revenues	53,000	66,400	67,500	67,400	71,600	18,600	35.1
Percent of Expenses Recovered through Revenues	27.7	30.9	29.8	31.1	30.5	2.9	10.3
Operating Assistance							
Federal	\$66,200	\$73,400	\$81,800	\$82,700	\$81,400	\$15,200	23.0
State	58,200	66,100	65,500	64,600	71,000	12,800	22.0
City	14,000	8,700	11,800	1,900	10,400	-3,600	-25.7
Total	\$138,400	\$148,200	\$159,100	\$149,200	\$162,800	\$24,400	17.6
Per Trip Data							
Operating Expenses	\$10.02	\$10.57	\$11.16	\$10.51	\$11.16	\$1.14	11.4
Farebox Revenue	2.77	3.27	3.33	3.27	3.41	0.63	22.9
Total Operating Assistance	7.25	7.30	7.84	7.24	7.75	0.51	7.0
City Operating Assistance	0.73	0.43	0.58	0.09	0.50	-0.24	-32.4
Operating Expenses Per Mile	\$3.44	\$3.87	\$4.12	\$4.11	\$4.25	\$0.81	23.6
Operating Expenses Per Hour	37.53	40.49	42.75	40.87	44.23	6.70	17.8

Source: Wisconsin Department of Transportation, City of Hartford, and SEWRPC.

West Bend Taxi

The City of West Bend initiated the operation of a publicly subsidized taxi system in January 1993 at the recommendation of a transit service feasibility study¹ completed by SEWRPC staff in February 1991. Staff of the City's Vehicle Maintenance Department administer the service, which is operated under contract by F.D.S. Enterprises, Inc.

Service Area

The West Bend Taxi serves trips within the City. Additionally, the Taxi serves trips between the City and any point within two miles of its borders.

Service Level

The West Bend Taxi provides demand-response, curb-to-curb service for the general public. Service is provided on a shared-ride basis in which passengers with different origins and destinations share a vehicle for a portion of their trips. The hours of operation for the Taxi are:

- Monday through Saturday, 6:00 a.m. to 10:00 p.m.
- Sunday and Holidays, 8:00 a.m. to 4:00 p.m.

¹See SEWRPC Community Assistance Planning Report No. 189, A Transit System Feasibility Study and Development Plan for the City of West Bend: 1992-1996, February 1991.

Table 12

**SOCIOECONOMIC CHARACTERISTICS OF
WEEKDAY TRANSIT RIDERS ON THE
HARTFORD CITY TAXI SERVICE: OCTOBER 2012**

Category	Percent of Total Trips
Age	
18 and under	--
19 to 24.....	13.9
25 to 34.....	11.0
35 to 44.....	13.9
45 to 54.....	13.9
55 to 64.....	14.0
65 and over.....	33.3
Total	100.0
Sex	
Male	27.0
Female.....	73.0
Total	100.0
Licensed Driver	
Yes.....	40.5
No	59.5
Total	100.0
Household Income	
Under \$10,000.....	44.5
\$10,000-\$19,999	29.6
\$20,000-\$29,999	14.8
\$30,000-\$39,999	3.7
\$40,000-\$49,999	--
\$50,000-\$74,999	3.7
\$75,000-\$99,999	3.7
\$100,000-\$199,999	--
\$200,000 and over.....	--
Total	100.0
Trip Purpose	
Home-Based Work	5.3
Home-Based Shopping	50.0
Home-Based Other.....	10.5
Nonhome Based.....	2.6
School.....	31.6
Total	100.0
Vehicles available per Household	
No vehicle	77.8
One vehicle.....	11.1
Two or more vehicles	11.1
Total	100.0
Frequency of Use	
Less than once a month	--
1-3 times a month.....	11.1
1-2 times a week	44.4
3-5 times a week	16.7
More than 5 times a week	27.8
Total	100.0

Source: SEWRPC.

Ridership

Ridership in 2011 was 123,000 revenue passengers. Figure 7 indicates that ridership was relatively stable between 2001 and 2011, varying between 115,000 and 135,000 passengers annually. Information shown in Table 13 indicates little year-to-year change in service provided and service effectiveness between 2007 and 2010, but significant increases of 12 to 14 percent in service effectiveness between 2010 and 2011. This is likely related to a change in contract operators during that time period.

Fares

A fare increase occurred on January 1, 2013, bringing the standard fare for the Taxi to \$4.00. The 2013 fare for seniors and individuals with disabilities is \$3.00, and the 2013 fare for students is \$3.50. Historic changes in the one-way standard adult fare are shown in Figure 7.

Vehicle Fleet and Maintenance Facilities

The West Bend Taxi service uses seven publicly owned accessible vans and seven publicly owned non-accessible vans provided by the City of West Bend and maintained by F.D.S. Enterprises, Inc. at their facility.

Expenditures and Revenue

Trends in operating expenses, State and Federal assistance, City funding, and farebox revenue for the years 2001 – 2011 are shown in Figure 8. Operating expenses, and therefore State, Federal, and City assistance, have decreased dramatically since 2009 after the selection of a new contract operator. Increased farebox revenue and diminishing operating expenses have helped the City eliminate its funding contribution since 2011. The data in Table 14 demonstrate the decrease in expenses, showing a steep decline in all measures of operating expenses and assistance, and a 36 percent increase in the percentage of expenses recovered through farebox revenues.

Characteristics of Users

SEWRPC conducted a passenger survey of the West Bend Taxi system in October 2012. A prepaid, pre-addressed, mail-back survey questionnaire was distributed to all passengers using the Taxi system on the survey day. Spanish-speaking passengers were provided with a Spanish translation of the questionnaire. Two hundred and forty-one completed survey questionnaires were returned, representing about 59 percent of the 408 passenger

Table 13

WEST BEND TAXI SERVICE RIDERSHIP AND SERVICE LEVELS: 2007-2011

Characteristic	Year				
	2007	2008	2009	2010	2011
Revenue Passengers					
Annual Passengers	119,000	119,400	116,100	120,400	123,000
Average Weekday Passengers	425	426	415	430	439
Service Provided					
Annual Vehicle Miles	399,800	396,200	381,000	383,800	349,800
Annual Vehicle Hours	37,000	36,900	37,100	37,300	33,300
Service Effectiveness					
Passengers per Vehicle Mile	0.30	0.30	0.30	0.31	0.35
Passengers per Vehicle Hour	3.22	3.24	3.13	3.23	3.69

Characteristic	Annual Change by Quantity			
	2007-2008	2008-2009	2009-2010	2010-2011
Revenue Passengers				
Annual Passengers	400	-3,300	4,300	2,600
Average Weekday Passengers	1	-11	15	9
Service Provided				
Annual Vehicle Miles	-3,600	-15,200	2,800	-34,000
Annual Vehicle Hours	-100	200	200	-4,000
Service Effectiveness				
Passengers per Vehicle Mile	--	--	0.01	0.04
Passengers per Vehicle Hour	0.02	-0.11	0.10	0.46

Characteristic	Annual Change by Percent			
	2007-2008	2008-2009	2009-2010	2010-2011
Revenue Passengers				
Annual Passengers	0.3	-2.8	3.7	2.2
Average Weekday Passengers	0.3	-2.8	3.7	2.2
Service Provided				
Annual Vehicle Miles	-0.9	-3.8	0.7	-8.9
Annual Vehicle Hours	-0.3	0.5	0.5	-10.7
Service Effectiveness				
Passengers per Vehicle Mile	--	--	2.9	12.1
Passengers per Vehicle Hour	0.6	-3.3	3.1	14.4

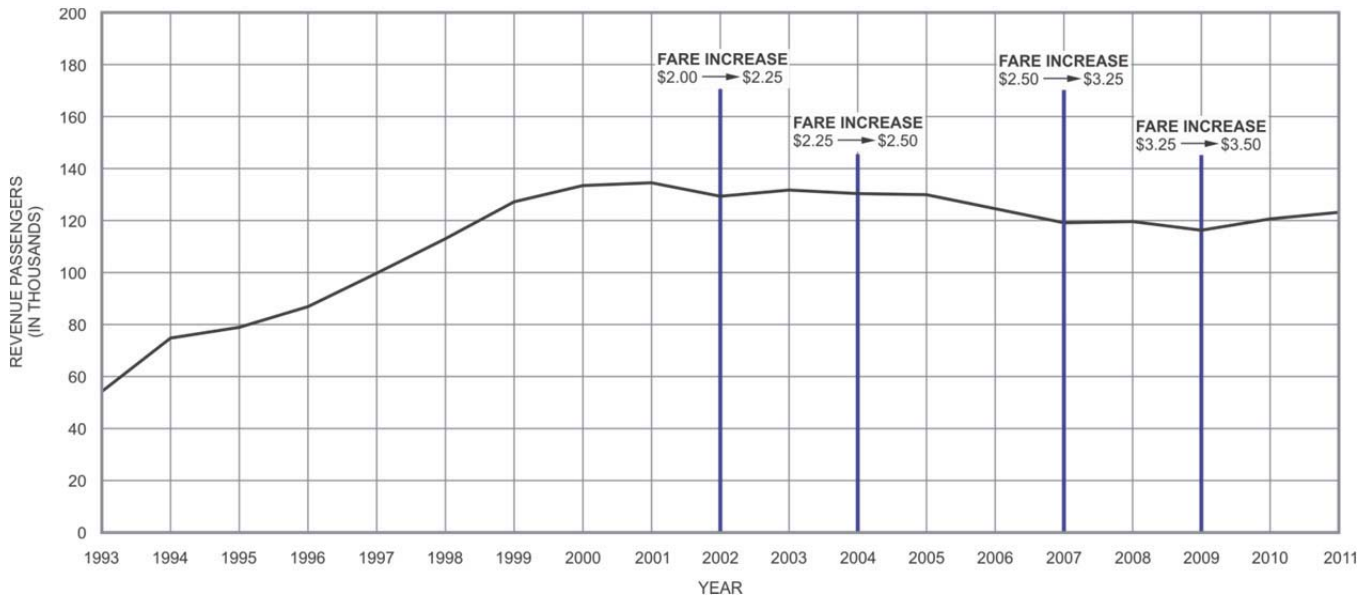
Source: Wisconsin Department of Transportation, City of West Bend, and SEWRPC.

trips made using the West Bend Taxi system on the day of the survey. Table 15 is a summary of the socio-economic characteristics of the West Bend Taxi passengers using the service on the survey day. The following observations can be made based upon examination of this information from the survey:

- West Bend Taxi passengers were predominantly age 55 or older, without a valid driver's license, and from households making less than \$10,000.
- Most riders used the Taxi service to make trips between home and work, home and shopping destinations, and home and medical/dental visits, or home and social/recreational activities.
- More than 80 percent of the riders had no vehicle available in their household.
- About 60 percent of the weekday riders used the Taxi service regularly, that is, three or more times a week.

Figure 7

WEST BEND TAXI SERVICE RIDERSHIP: 1993-2011



Source: Wisconsin Department of Transportation, City of West Bend, and SEWRPC.

Table 14

ANNUAL OPERATING EXPENSES, REVENUES, AND ASSISTANCE FOR THE WEST BEND TAXI SERVICE: 2007-2011

Characteristics	Year					Change 2007-2011	
	2007	2008	2009	2010	2011	Number	Percent
Services Provided							
Total Vehicle Miles.....	399,800	396,200	381,000	383,800	349,800	-50,000	-12.5
Total Vehicle Hours	37,000	36,900	37,100	37,300	33,300	-3,700	-10.0
Revenue Passengers	119,000	119,400	116,100	120,400	123,000	4,000	3.4
Expenses and Revenues							
Operating Expenses	\$1,007,900	\$1,067,300	\$1,108,800	\$1,015,600	\$791,700	-\$216,200	-21.5
Farebox Revenues	323,400	354,400	350,000	341,400	310,700	-12,700	-3.9
Percent of Expenses							
Recovered through Revenues	32.1	33.2	31.6	33.6	39.2	7.2	22.3
Operating Assistance							
Federal.....	\$342,700	\$356,500	\$379,400	\$336,600	\$215,300	-\$127,400	-37.2
State	312,400	337,300	341,300	337,600	223,700	-88,700	-28.4
City.....	29,400	19,100	38,100	-	-	-29,400	-100.0
Total	\$684,500	\$712,900	\$758,800	\$674,200	\$439,000	-\$245,500	-35.9
Per Trip Data							
Operating Expenses	\$8.47	\$8.94	\$9.55	\$8.44	\$6.44	-\$2.03	-24.0
Farebox Revenue	2.72	2.97	3.01	2.84	2.53	-0.19	-7.1
Total Operating Assistance.....	5.75	5.97	6.54	5.60	3.57	-2.18	-38.0
City Operating Assistance	0.25	0.16	0.33	0.00	0.00	-0.25	-100.0
Operating Expenses Per Mile	\$2.52	\$2.69	\$2.91	\$2.65	\$2.26	-\$0.26	-10.2
Operating Expenses Per Hour	\$27.24	\$28.92	\$29.89	\$27.23	\$23.77	-\$3.47	-12.7

Source: Wisconsin Department of Transportation, City of West Bend, and SEWRPC.

Table 15

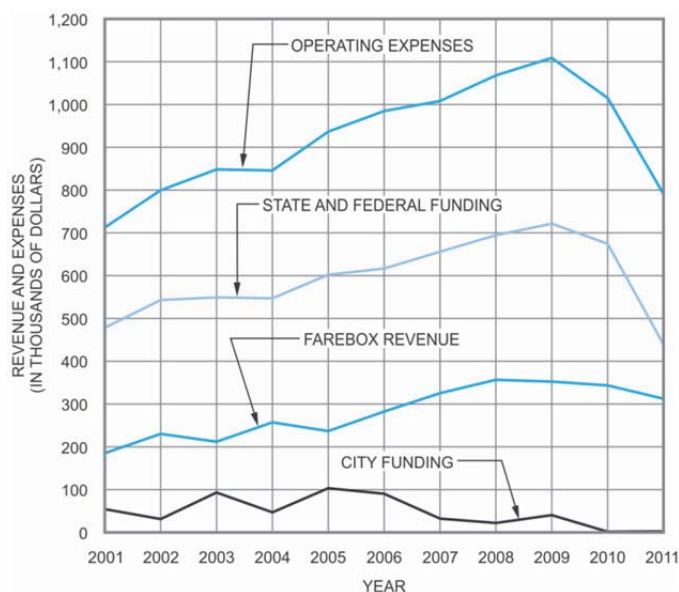
SOCIOECONOMIC CHARACTERISTICS OF WEEKDAY TRANSIT RIDERS ON THE WEST BEND TAXI SERVICE: OCTOBER 2012

Category	Percent of Total Trips
Age	
18 and under	0.9
19 to 24	7.0
25 to 34	11.3
35 to 44	7.0
45 to 54	23.7
55 to 64	18.5
65 and over	31.6
Total	100.0
Sex	
Male	35.2
Female	64.8
Total	100.0
Licensed Driver	
Yes	25.0
No	75.0
Total	100.0
Household Income	
Under \$10,000	52.2
\$10,000-\$19,999	20.4
\$20,000-\$29,999	11.4
\$30,000-\$39,999	5.7
\$40,000-\$49,999	2.3
\$50,000-\$74,999	5.7
\$75,000-\$99,999	2.3
\$100,000-\$199,999	--
\$200,000 and over	--
Total	100.0
Trip Purpose	
Home-Based Work	27.1
Home-Based Shopping	22.0
Home-Based Other	14.4
Nonhome Based	11.9
School	24.6
Total	100.0
Vehicles available per Household	
No vehicle	80.9
One vehicle	7.3
Two or more vehicles	11.8
Total	100.0
Frequency of Use	
Less than once a month	9.6
1-3 times a month	15.7
1-2 times a week	14.8
3-5 times a week	29.6
More than 5 times a week	30.3
Total	100.0

Source: SEWRPC.

Figure 8

WEST BEND TAXI SERVICE OPERATING REVENUES AND EXPENSES: 2001-2011



Source: Wisconsin Department of Transportation, City of West Bend, and SEWRPC.

Intercity Bus Services

Two companies provided intercity bus service through Washington County in 2013; no stops are within the County.

- Lamers Bus Lines, Inc. – Lamers operated service connecting the Cities of Milwaukee and Wausau that traveled through Washington County on U.S.H. 41.
- Greyhound Lines, Inc. – Greyhound operated service between the Cities of Green Bay and Milwaukee that traveled through Washington County on U.S.H. 41.

Taxicab Service

In 2013, taxicab service in Washington County is provided 24 hours a day, seven days a week by A-Taxi, LLC. This service uses passenger sedans for service; fares are based on trip distance.

Human Services Transportation Programs

In addition to the transportation services for the general public 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. The Regional Planning Commission in

2012 conducted a transportation coordination planning effort, which included a detailed inventory of all the human services transportation providers in Washington County, and identified some of the unmet needs for human services transportation and strategies to address those unmet needs.² The main human services transportation programs in the County are listed below; a comprehensive list can be found in Table 16:

- Interfaith Caregivers of Washington County – Interfaith Caregivers provides a free transportation service to seniors ages 60 and over in the County using volunteers driving their own vehicles, and also has seven vehicles that are used for persons participating in their programs and services.
- The Threshold, Inc. – The Threshold provides demand-response and fixed-route services to seniors or individuals with disabilities who participate in their programs and the programs of other agencies in the County coordinating with The Threshold.

²See *SEWRPC Memorandum Report No. 212, Public Transit – Human Services Transportation Coordination Plan for Washington County: 2012, February 2013.*

Table 16

HUMAN SERVICES TRANSPORTATION PROVIDERS WITHIN WASHINGTON COUNTY: 2013

Name of Service Provider	Type of Provider	Type of Service	Service Area	Eligible Users	Days and Hours of Operation	Fare Per Trip	Vehicles Used
Balance Inc. (262) 376-0695	Private, non-profit	Scheduled for activities and day trips	Ozaukee and Washington Counties	Participants in Balance Inc. programs	As required	No charge	4 accessible sedans 8 accessible vans
Germantown Senior Van Service (262) 250-4712	Public	Advance reservation, curb-to-curb	From 5-mile radius of senior center, to destinations up to 20 miles away	Seniors 55 years and older	Monday-Friday: 9:00 am to 3:00 pm	Distance-based. Germantown Residents: \$1.00 to \$3.50 Non-residents: \$1.25 to \$3.75	1 4-passenger sedan 1 accessible minibus
Home Instead Senior Care (262) 546-0226	Private, for-profit	Advanced reservation, door-through-door	Washington, Milwaukee, and Ozaukee Counties	Ambulatory individuals	Seven days a week, 24 hours a day	Private pay: \$15/half hour	1 non-accessible van
Interfaith Caregivers of Washington County (262) 365-0902	Private, non-profit	Advance reservation, door-to-door and door-through-door	Washington County and into Milwaukee county	Residents of Washington County who are 60 years of age or older	Dependent on demand and availability of volunteer drivers	No charge	4 non-accessible vans 3 accessible vans Volunteers provide their own vehicles.
Lifestar (262) 338-9798	Private, for-profit	Advance reservation, door-to-door	Washington and surrounding Counties	Seniors & disabled individuals	Seven days a week, 24 hours a day	Private pay and Title 19 Medicaid reimbursement	7 accessible vans 3 ambulatory vans
Medical Center Foundation of Hartford (262) 670-7568	Private, non-profit ^c	Advance reservation, door-to-door, for patients of Aurora clinics in Hartford, Slinger, and West Bend	Washington County	Residents of Washington County who are seniors, disabled, or without other means of transport	Monday-Friday: 7:00 am to 5:00 pm	\$2.00	Vehicles and drivers provided by the Hartford City Taxi and the Washington County Shared-Ride Taxi.
St. Joseph's Hospital/Froedtert Health (262) 334-5533	Private, non-profit ^c	Advance reservation, door to door	Washington County	Residents of Washington County who are patients, volunteers, or employees of St. Joseph's Hospital	Monday-Friday: 6:00 am to 10:00 pm Saturday: 6:00 am to 10:00 pm Sunday: 8:00 am to 4:00 pm	\$2.00	Vehicles and drivers provided by Washington County Shared-Ride Taxi
The Threshold, Inc. (262) 338-1188	Private, non-profit	Fixed-route, fixed-schedule, and door-to-door	Washington County	Seniors or disabled persons who participate in daily program offerings at The Threshold and other agencies.	Monday-Friday: 7:30 am to 4:00 pm Saturday: As needed Sunday: As needed	No charge	10 28-passenger accessible buses 2 6-passenger accessible minivans 3 8-passenger accessible vans 1 10-passenger accessible minibus 1 13-passenger minibus 1 9-passenger van Volunteers also use own vehicles
Transtar Medical Transport (800) 972-8080	Private, for-profit	Advance reservation, door-to-door	Washington and Milwaukee Counties and long distance locations	Seniors & disabled individuals	Monday-Friday: 6:00 am to 6:00 pm Saturday: 6:00 am to 4:00 pm Sunday: As needed	Private pay and Title 19 Medicaid reimbursement	32 Accessible vans

Source: SEWRPC.