

WAUKESHA AREA TRANSIT DEVELOPMENT PLAN



At the request of the City and County of Waukesha, the Southeastern Wisconsin Regional Planning Commission (SEWRPC) is preparing a short-range transit development plan (TDP). The TDP includes both Waukesha Metro Transit and Waukesha County Transit and evaluated the current systems and analyzed potential transit service recommendations to meet the needs of the community.

These boards will guide you through the work completed on the plan, including the draft transit service recommendations for the City of Waukesha and Waukesha County. Please ask any of the Commission staff if you have questions, and let us know what you think by submitting written comments or speaking with a court reporter. Public comments on the alternatives, submitted by **Friday, November 11, 2022**, will be considered when developing the final recommended Waukesha Area Transit Development Plan.

What's Been Completed?

- Reviewed existing transit services
- Evaluated the performance of transit services offered by Waukesha Metro Transit and Waukesha County Transit
- Gathered input to help shape the draft transit service recommendations
- Developed and evaluated recommendations for Waukesha Metro Transit and Waukesha County Transit that address the performance evaluation and unmet transit service needs identified by the Advisory Committee and input from focused outreach

What's Next?

- Obtain public input on the draft transit service recommendations
- Prepare a 5-year recommended transit service improvement plan for the City of Waukesha and Waukesha County
- The City of Waukesha Common Council and Waukesha County Board of Supervisors may consider implementing some or all of the recommended transit service improvement plan



The Southeastern Wisconsin Regional Planning Commission (SEWRPC) was established in 1960 as the official areawide planning agency for the southeastern region of the State. It was created to provide objective information and professional planning initiatives to help solve problems and to focus regional attention on key issues of regional consequence. Regional planning provides a meaningful technical approach to the proper planning and design of public works systems, including transit.

ADVISORY COMMITTEE

FOR THE WAUKESHA AREA TRANSIT DEVELOPMENT PLAN

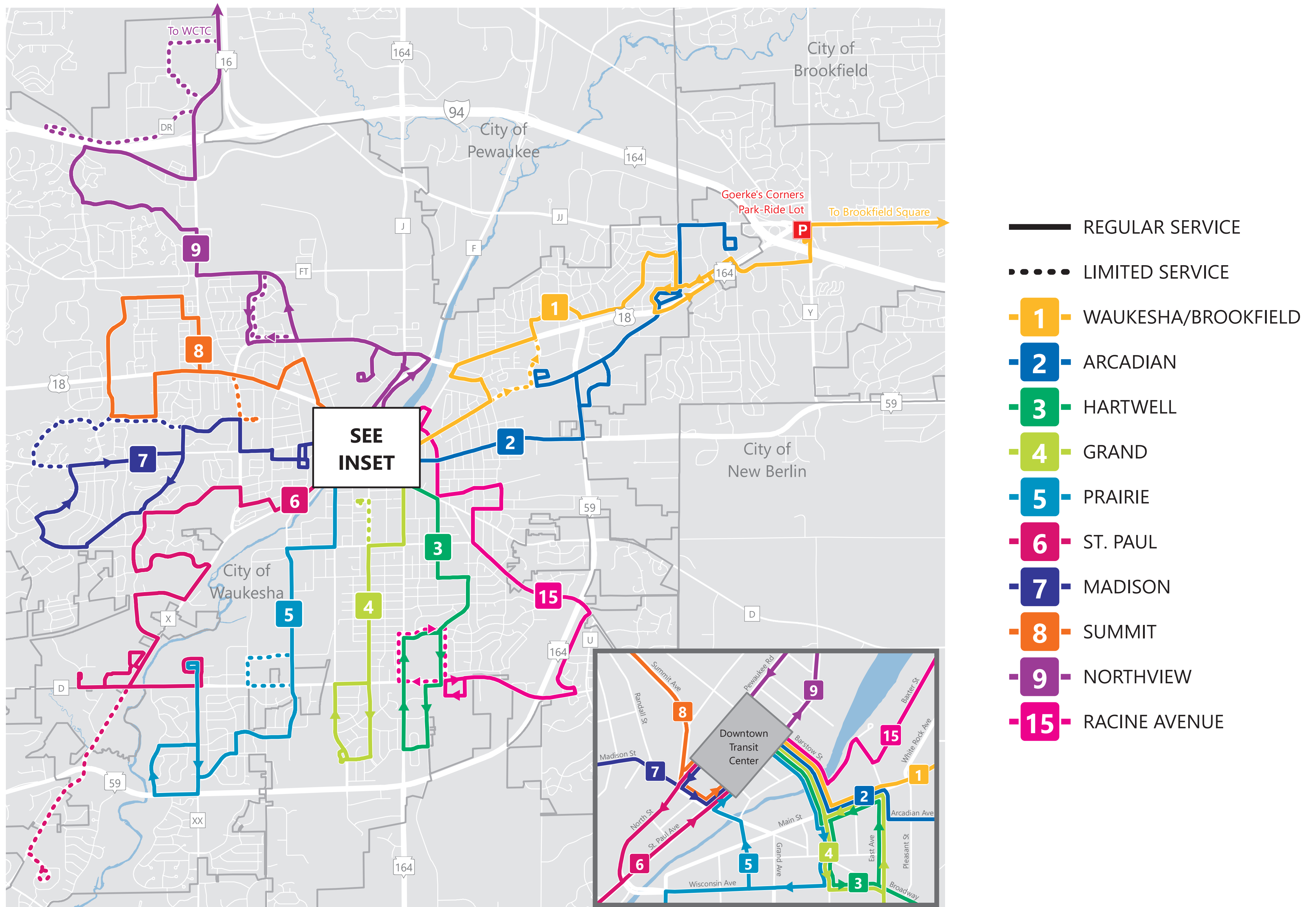
To provide guidance to the technical staff during the preparation of this plan, and to involve concerned and affected public officials and citizen leaders in the development of transit service policies and improvement proposals, an Advisory Committee was appointed by the Waukesha County Director of Public Works and the City of Waukesha Director of Public Works. The Advisory Committee is responsible for proposing to Waukesha County, the City of Waukesha's Transit Commission, and SEWRPC, after careful study and evaluation, a plan identifying the recommended transit service improvements for the Waukesha Area over the planning timeframe.

Members of the Advisory Committee

Kathy Gale, Chair	Executive Director Eras Senior Network
Jennifer Andrews	Director of Community Development City of Waukesha
Mark Blegen	Provost and Vice-President for Academic Affairs Carroll University
Sarah Butz	Director Community Benefit Waukesha Memorial Hospital
Mary Check Smith	Manager Waukesha County Aging and Disability Resource Center
Dan Ertl	Director of Community Development, City of Brookfield
Tom Hagie	Administrator, Town of Brookfield
Evonne Johnson	Transportation Manager School District of Waukesha
Nancy Justman	President/CEO, Visit Brookfield
Prasanna Nanda	Director UW-Milwaukee Transportation Services
Maria Pandazi	City Planner City of Waukesha Community Development
Amanda Payne	Vice President Public Policy, Waukesha County Business Alliance
Joe Peterangelo	Senior Researcher Public Policy Forum
Jenna Wampole	Vice President of Administration Easterseals Southeast Wisconsin
Carol White	President/CEO Greater Brookfield Chamber of Commerce

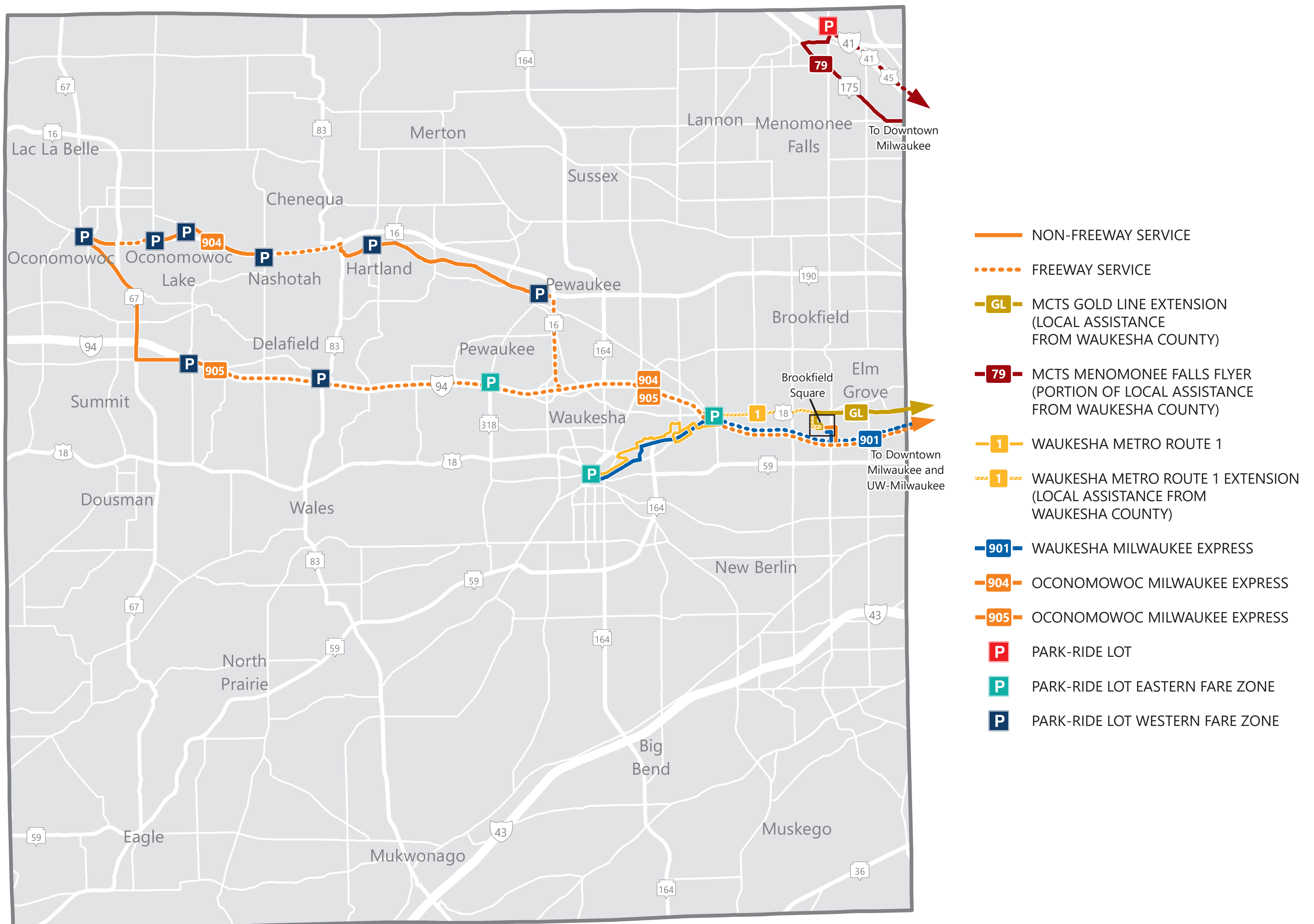
EXISTING PUBLIC TRANSIT SERVICES

IN THE CITY OF WAUKESHA



- ▶ Waukesha Metro operates ten routes in a radial network, which originate from the Downtown Transit Center.
- ▶ Bus schedules are designed so that they meet at the Downtown Transit Center approximately every 30 to 35 minutes during the weekday peak periods and approximately every 60 to 70 minutes during other weekday times and weekends.
- ▶ Adult cash fare is \$2.00, with 31-day passes and 10-ride cards available for \$50.00 and \$18.00, respectively. There are reduced fares offered for students, seniors, and people with disabilities.
- ▶ The City of Waukesha offers paratransit service, Metrolift, for persons whose disability is of such a nature that they are unable to use fixed-route transit services.
- ▶ The one-way fare for a Waukesha Metrolift ride is \$4.00 and Ride Cards for two rides can be purchased at Metro fare outlets.
- ▶ Ridership for Waukesha Metro's fixed-route bus service carried 578,000 boarding passenger trips in 2019, with declining ridership occurring over the past decade. Due to the impact of the COVID-19 pandemic on travel behavior, transit ridership is slowly returning but has not fully recovered with Waukesha Metro transit ridership at about 60 percent of pre-pandemic levels.

EXISTING PUBLIC TRANSIT SERVICES IN WAUKESHA COUNTY



- ▶ Waukesha County provides commuter transit services between Waukesha County communities, downtown Milwaukee, and the University of Wisconsin – Milwaukee campus.
- ▶ The commuter routes currently operating under a contract with Wisconsin Coach Lines include 901, 904, and 905.
- ▶ One-way adult cash fares for the 900 series routes are \$3.75 for Route 901 and eastern fare zones on Route 904/905 and \$4.50 for western fare zones on Routes 904/905.
- ▶ Waukesha County provides curb-to-curb, demand responsive paratransit service for people with disabilities within 0.75 miles of Route 901 and extended paratransit service is provided for an additional fee.
- ▶ Waukesha County funds portions of local transit services including the service along Bluemound Road between the Goerke's Corners Park & Ride Lot and 124th Street.
- ▶ Similar to regional and national commuter bus ridership trends, Waukesha County Transit has experienced declining ridership over the past ten years which was exacerbated by the COVID-19 pandemic. However, local services transit services funded by Waukesha County along the Bluemound Road Corridor generally perform well.

PERFORMANCE EVALUATION

OF EXISTING TRANSIT SERVICES

As part of the Waukesha Area Transit Development Plan, the existing Waukesha Metro and Waukesha County Transit services were evaluated by comparing their performance to a series of standards developed by the Advisory Committee. These standards were developed to evaluate how effectively existing transit services fulfilled the three objectives the Advisory Committee identified for the transit systems. A number of these standards required comparing the transit services to peer systems from across the country, which were identified as peers because they had similar service types, routes, ridership, budgets, and served areas of similar density to the Waukesha Metro and Waukesha County Transit systems. A summary of this performance evaluation is included in the following table, although not all standards are included.

Objective	Standard	Waukesha Metro Transit	Waukesha County Transit
Objective 1 Transit should efficiently serve the travel needs of residents and employers within their service areas.	Major Activity Centers: Maximize the number of major activity centers and facilities for transit-dependent people served by transit. Residents are considered served in they are within a one-quarter mile of a local bus route or within one-half mile of a commuter bus route.	Largely Fulfilled: Serves most of the major activity centers within the City of Waukesha	Partially Fulfilled: 24% of major employers and 68% institutions of higher education are accessible with a connecting ride on Waukesha Metro
	Population: Maximize the population served by transit, particularly the transit-dependent population. Residents are considered served in they are within a one-quarter mile of a local bus route or within one-half mile walk and three-mile drive of a commuter bus route.	Largely Fulfilled: 77% of all City of Waukesha residents served	Largely Fulfilled: 70% of all Waukesha County residents lived within a three-mile drive of a stop and 27% of Milwaukee County residents live within one-half mile walk and connecting local route
	Employment: Maximize the number of jobs served by transit. This is measured by the total employment within one-quarter mile of a local bus route or within one-half mile of a commuter bus route.	Largely Fulfilled: 82% jobs in the City of Waukesha served	Partially Fulfilled: 12% of Waukesha County jobs served and 37% of Milwaukee County jobs within one-half mile walk and connecting local route
Objective 2 Transit services should be operated in a manner that is safe, reliable, convenient, comfortable, and efficient to ensure that riders view transit as an effective and attractive alternative to the private automobile.	Route Design and Operations: Routes should have direct alignments and commuter routes could be paired with a local shuttle at the end of routes.	Largely Fulfilled: Some routes have numerous turns to provide maximum coverage	Partially Fulfilled: Provides direct alignment with limited turns and no shuttles provided
	Bus Stop and Park-Ride Lot Design: Bus stops should be clearly marked and easy to access.	Partially Fulfilled: Some bus stops missing amenities, but being addressed	Partially Fulfilled: Some commuter bus stops missing signage
	Travel Time: The ratio of transit to automobile travel time should be kept reasonable.	Fulfilled: Some routes have longer travel times to maximize coverage	Largely Fulfilled: Most routes meet, although transfer times can make transit travel less attractive
Objective 3 Elected officials should have the flexibility to balance the standards associated with Objectives 1 and 2 with the level of public funding required to fully meet those standards.	Operating Expenses: Transit services should not exceed the median increases experienced by peer transit systems on five measures: Annual increases in the operating expenses per total and revenue vehicle mile, operating expense per total and revenue vehicle hour, and operating assistance per passenger.	Fulfilled: Performs well on all 5 measures	Largely Fulfilled: Meets 4 out of 5 measures
	Cost Effectiveness: The operating cost per passenger and the operating expense per passenger mile should not be more than 20 percent above, and the farebox recovery ratio more than 20 percent below, the median for comparable transit systems.	Fulfilled: Meets all 3 measures	Largely Fulfilled: Meets 2 out of 3 measures

DRAFT TRANSIT SERVICE RECOMMENDATIONS

The draft recommendations below seek to improve the performance of each transit system and were developed in response to input from the public and a number of groups involved with the planning effort.

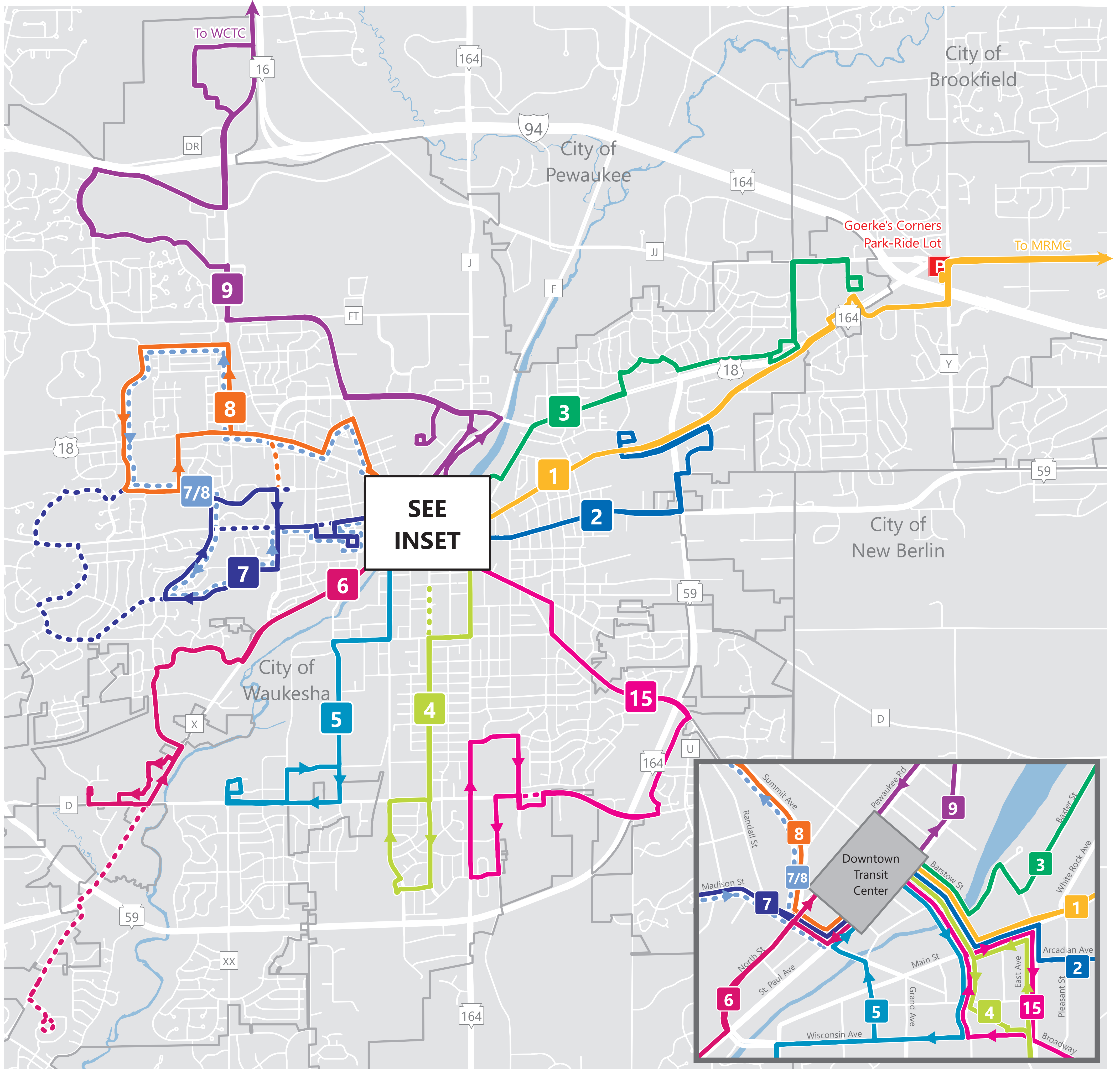
The draft recommendations are presented in three elements: (1) fixed-route recommendations for the City of Waukesha and Waukesha County; (2) potential on-demand or flexible transportation services that could replace or extend existing fixed-route bus services; and (3) potential recommendations for paratransit services.

	City of Waukesha	Waukesha County	Both
Fixed-Route Transit Service Element			
Implement Transit Enhancements on Metro Route 1			✓
Restructure Waukesha Metro Routes	✓		
Service Options for Route 9 and Route 15	✓		
Combine Routes 904 and 905, with Runs Terminating at Goerke's Corners and the City of Delafield		✓	
Option to Eliminate Stops on the 904/905 West of Goerke's Corners Park-Ride Lot		✓	
Reduce Frequency on Route 901		✓	
Implement an Enhanced Fare Payment System			✓
Consider Fare Policy Changes			✓
Implement Prioritized Improvements to Waukesha Metro Bus Stops	✓		
Continue Exploring Alternative Bus Propulsion Systems and Sizes for Future Purchases	✓		
Pursue Coordinated Transportation Solutions with Regional Transit Operators			✓
Develop an Enhanced Marketing and Travel Training Program			✓
On-Demand Transportation Service Element			
Implement Employment-Related On-Demand Transportation Solutions			✓
Replace Poorly Performing Waukesha Metro Segments or Times of Day with On-Demand Transportation Services	✓		
Develop Supplemental On-Demand Paratransit and Non-Emergency Medical Transportation Options			✓
Develop Mobility Hubs			✓
Paratransit and Specialized Transportation Service Element			
Continue Collaboration Between the Aging and Disability Resource Center of Waukesha County, Waukesha Metro, and Waukesha County Transit on Paratransit Services			✓
Long-Term Option to Consider Providing County-Wide Shared-Ride Taxi Service		✓	

DRAFT RECOMMENDED WAUKESHA METRO ROUTE CHANGES

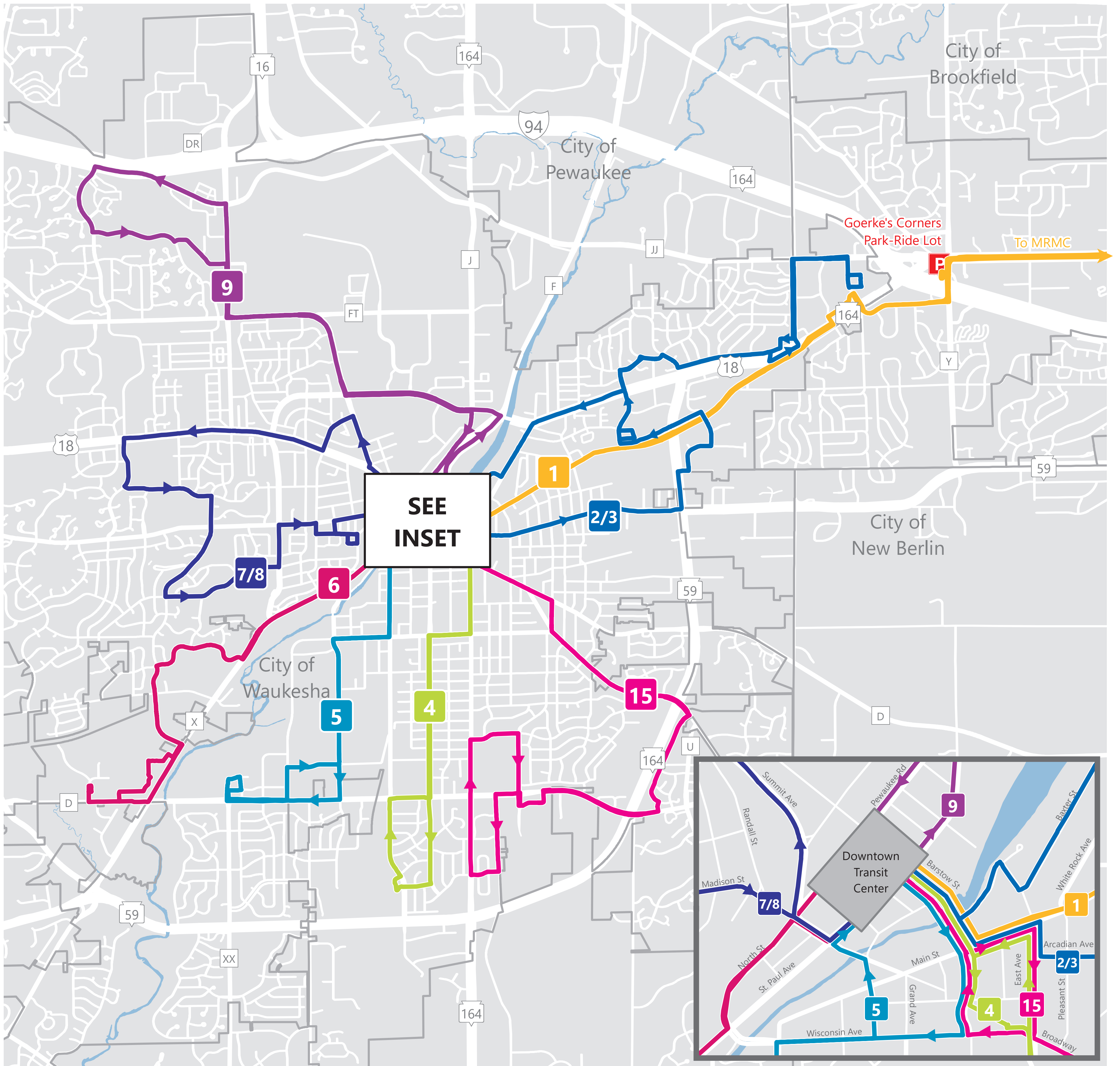
Route	Proposed Changes	Potential Year	Days of Operation	Hours of Service (Approximate)
1	Extends to Milwaukee Regional Medical Center Serve Main Street in City of Waukesha More direct service along Moreland Boulevard Removed service to Avalon Drive and Ruben Drive	2023	M-F and Saturday, Sunday	M-F 5:15 a.m. - 11:55 p.m. Saturday 6:10 a.m. - 11:44 p.m. Sunday 7:05 a.m.- 10:14 a.m.
2	Shortened route to a 30 minute round trip Includes service to Woodman's Market	2023	M-F	M-F 6:00 a.m. - 7:00 p.m.
3	Updated routing serves Westbrook Shopping area, including Target Serves areas in downtown Waukesha along Corrina Boulevard, Baxter Street, and White Rock Avenue Serves Horning Middle School	2023	M-F	M-F 6:00 a.m. - 7:00 p.m.
2/3	Saturday service to Woodman's Market, Westbrook Shopping Center, and Target	2023	Saturday	Saturday: 8:00 a.m. - 7:45 p.m.
15	Includes service to Roberta Avenue and East Avenue (north and south of Sunset Drive), which was previously served by Route 3 Removes service on Corrina Boulevard, which is now served by Route 3 Serves Navajo Lane rather than Chippewa Drive Serves South High School Could offer truncated route by not serving areas north of Sunset Drive (Tenny Avenue, Roberta Avenue, and East Avenue)	2023	M-F and Saturday	M-F 6:30 a.m. - 6:30 p.m. Saturday 8:15 a.m. - 6:45p.m.
4	Minor routing changes around the downtown Transit Center	2024	M-F and Saturday, Sunday	M-F 6:00 a.m. - 9:30 p.m. Saturday 8:00 a.m. - 9:00 p.m. Sunday 8:00 a.m. - 7:00 p.m.
5	Serves the Shoppes at Fox River Does not serve areas south of Sunset Drive	2024	M-F and Saturday, Sunday	M-F 6:30 a.m. - 6:30 p.m. Saturday 8:00 a.m. - 8:30 p.m. Sunday 8:00 a.m. - 5:00 p.m.
6	Does not serve the Shoppes at Fox River No longer serves Motor Avenue, Cambridge Avenue, or Macarthur Road Runs along North Avenue to/from the Transit Center Continues school service to West High School	2024	M-F	M-F 6:00 a.m. - 9:30 p.m. Saturday 8:00 a.m. - 8:30 p.m. Sunday 8:00 a.m. - 5:00 p.m.
7	Does not serve areas west of Grandview Boulevard due to low ridership Continues school service to Butler Middle School and North High School Adds service on Cambridge Avenue, previously served by Route 6	2024	M-F	M-F 6:30 a.m. - 7:00 p.m.
7/8	Weekday evening service to UWM-Waukesha Weekend service on Summit Avenue, Michigan Avenue, Grandview Avenue, and Memorial Hospital	2024	M-F Evenings and Saturday, Sunday	M-F 7:00 p.m. - 9:00 p.m. Saturday 8:30 a.m. - 7:00 p.m. Sunday 9:30 a.m. - 7:00 p.m.
8	No significant route changes Continues school service	2024	M-F	M-F 5:30 a.m. - 9:00 p.m.
9	Removes service on Irving Place due to low ridership Additional data and outreach needed to determine routing to Ingelside Hotel, WCTC, and GE campus	2024	M-F	M-F 6:00 a.m. - 9:00 p.m.
9 Weekend	Serves Silvernail Road, University Avenue, and Pebble Valley Road on weekends	2024	Saturday	Saturday 9:00 a.m. - 6:00 p.m.

DRAFT RECOMMENDED WAUKESHA METRO WEEKDAY ROUTES



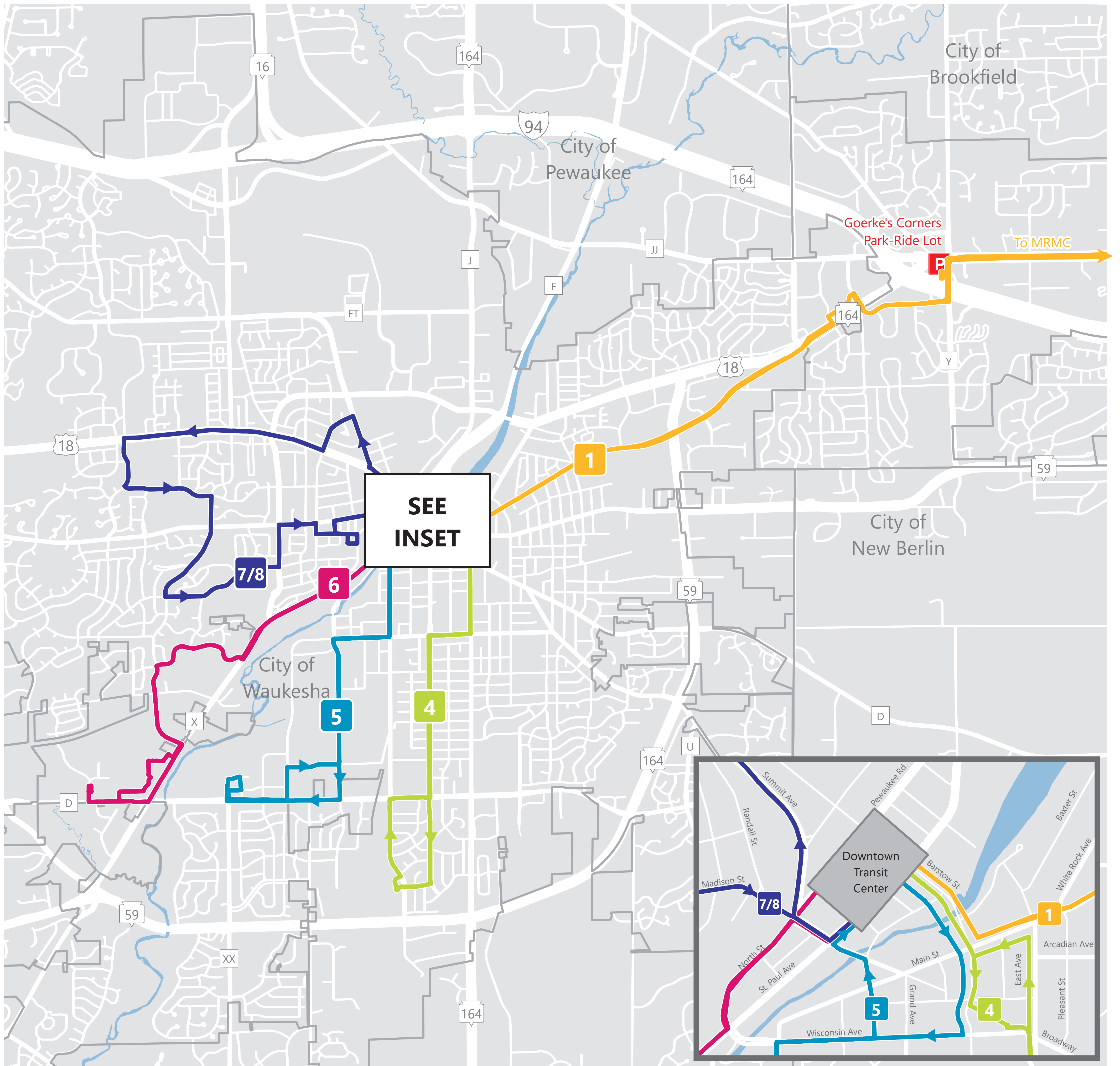
- REGULAR SERVICE
- LIMITED SERVICE
- 1 - WAUKESHA/BROOKFIELD
- 2 - ARCADIAN
- 3 - HARTWELL
- 4 - GRAND
- 5 - PRAIRIE
- 6 - ST. PAUL
- 7 - MADISON
- 7/8 - SUMMIT
- 8 - MADISON/SUMMIT
- 9 - NORTHVIEW
- 15 - RACINE AVENUE

DRAFT RECOMMENDED WAUKESHA METRO SATURDAY ROUTES



- REGULAR SERVICE
- 1 - WAUKESHA/BROOKFIELD
- 2/3 - ARCADIAN/HARTWELL
- 4 - GRAND
- 5 - PRAIRIE
- 6 - ST. PAUL
- 7/8 - MADISON/SUMMIT
- 9 - NORTHVIEW
- 15 - RACINE AVENUE

DRAFT RECOMMENDED WAUKESHA METRO SUNDAY ROUTES

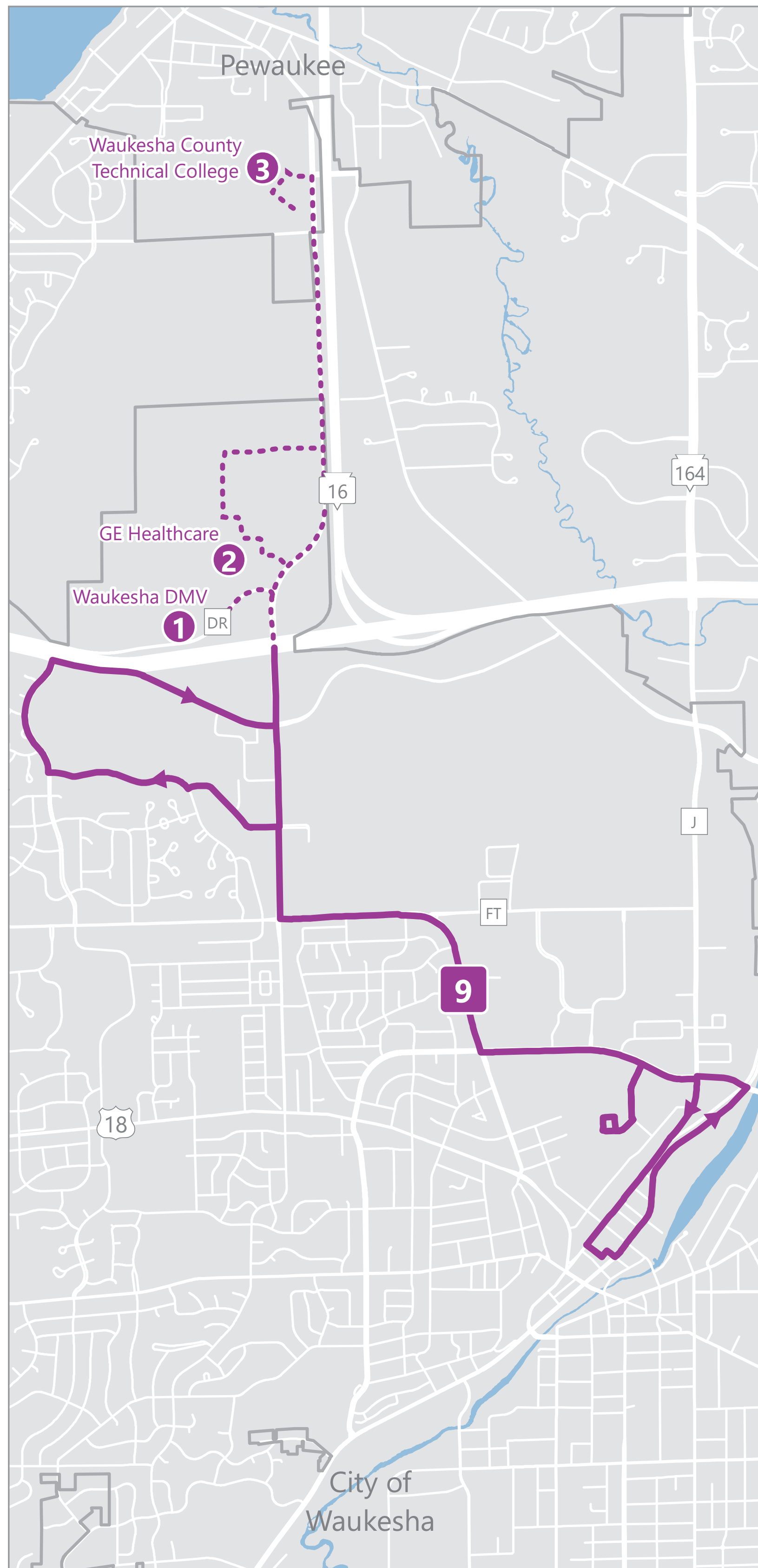


- REGULAR SERVICE
- 1 - WAUKESHA/BROOKFIELD
- 4 - GRAND
- 5 - PRAIRIE
- 6 - ST. PAUL
- 7/8 - MADISON/SUMMIT

Source: Waukesha Metro Transit and SEWRPC

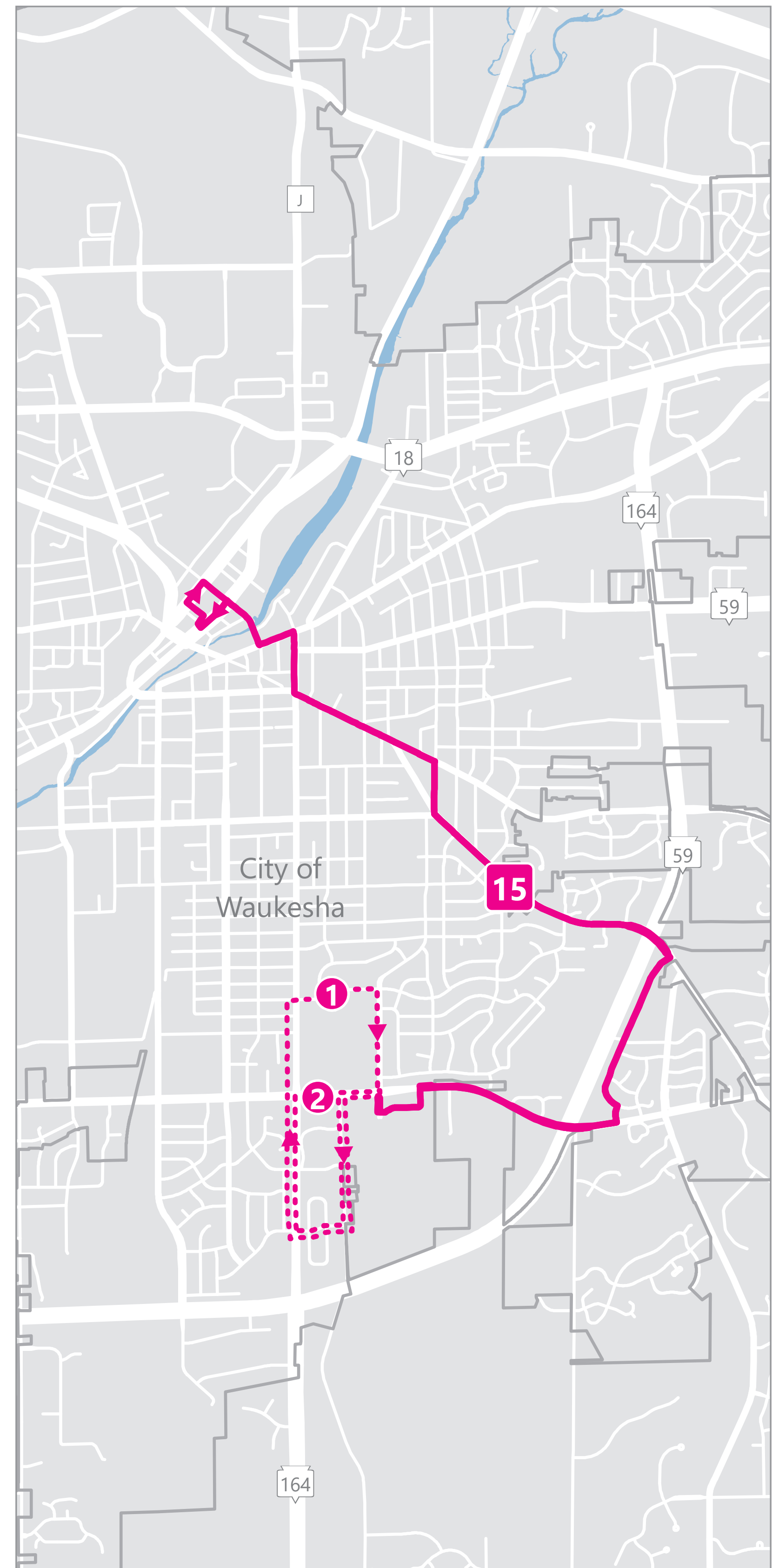
DRAFT SERVICE OPTIONS

FOR ROUTE 9 AND ROUTE 15



ALTERNATIVE ROUTE 9 - NORTHVIEW

- 9** REGULAR SERVICE
- 1** ROUTING OPTIONS



ALTERNATIVE ROUTE 15 - RACINE AVENUE

- 15** REGULAR SERVICE
- 1** ROUTING OPTIONS

Source: Waukesha Metro Transit and SEWRPC

- ▶ Route 9 has three destination options: the (1) Department of Motor Vehicles, (2) GE Healthcare, and/or (3) Waukesha County Technical College.
- ▶ Route 15 has two destination options: (1) whether to serve destinations along Roberta Avenue and Tenny Avenue north of Sunset Drive as part of the regular service or (2) only locations south of Sunset Avenue.
- ▶ Continuing to serve these destinations provides access to services and jobs, although the extra distance would increase travel time for passengers and the costs to the City of Waukesha. The City of Waukesha would like to hear feedback on which destinations and locations should be served with these trade offs in mind.

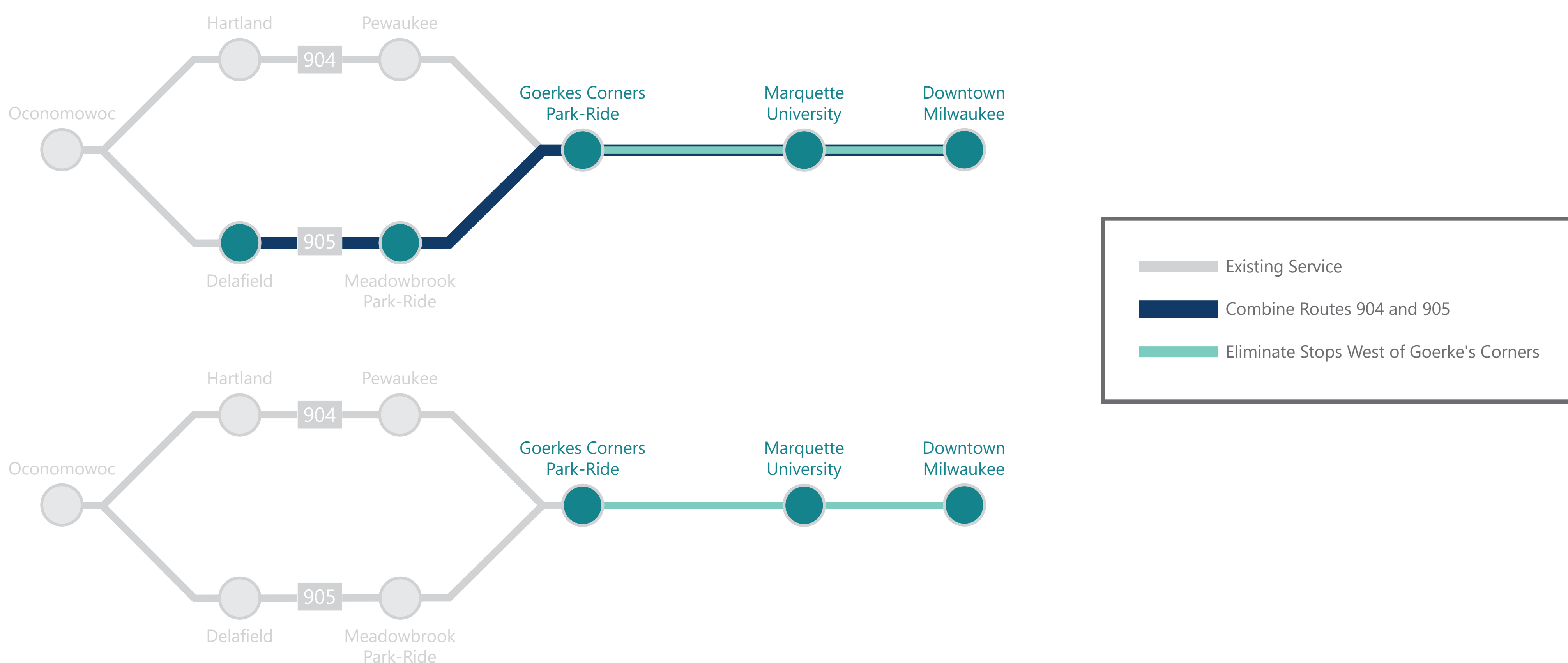
WAUKESHA COUNTY COMMUTER BUS DRAFT RECOMMENDATIONS

Combine Routes 904 and 905, with Runs Terminating at Goerke's Corners and the City of Delafield

- ▶ Runs would end at either Goerke's Corners Park-Ride Lot or Nagawaukee Park-Ride Lot
- ▶ Estimated to reduce annual operating expenses by approximately \$160,000 and reduce annual operating assistance by about \$150,000

Service Option: Eliminate Stops on Routes 904 and 905 West of Goerke's Corners Park-Ride Lot

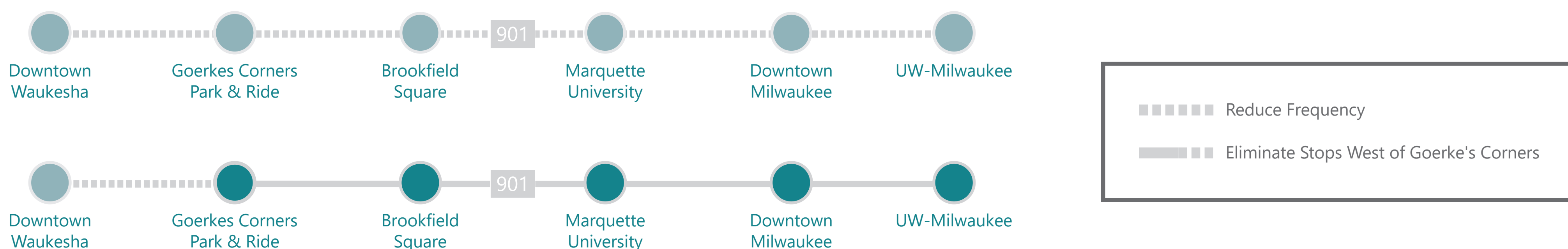
- ▶ If ridership remains at current levels Waukesha County could consider eliminating stops west of the Goerke's Corners Park-Ride Lot for all runs of Routes 904 and 905
- ▶ Estimated to reduce annual operating expenses by approximately \$218,000 and reduce annual operating assistance by approximately \$203,000



Source: SEWRPC

Reduce Frequency on Route 901

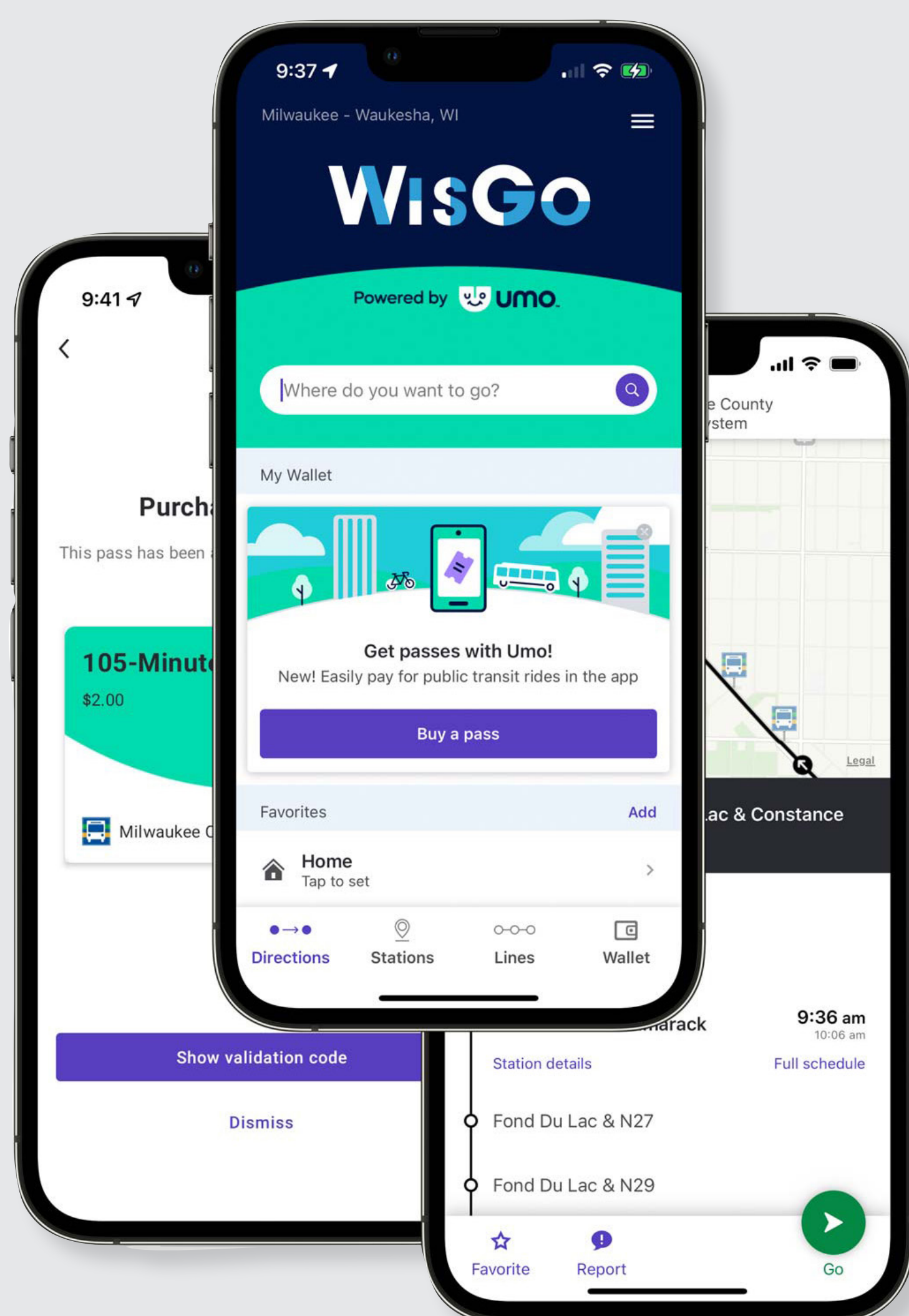
- ▶ Would eliminate two eastbound and two westbound runs
- ▶ Estimated to reduce annual operating expenses by approximately \$162,000 and reduce annual operating assistance by approximately \$151,000



Source: SEWRPC

ADDITIONAL FIXED-ROUTE TRANSIT RECOMMENDATIONS

- ▶ Implement Transit Enhancements on Metro Route 1
- ▶ Implement an Enhanced Fare Payment System
- ▶ Consider Fare Policy Changes
- ▶ Implement Prioritized Improvements to Waukesha Metro Bus Stops
- ▶ Continue Exploring Alternative Bus Propulsion Systems and Sizes for Future Purchases
- ▶ Pursue Coordinated Transportation Solutions with Regional Transit Operators
- ▶ Develop an Enhanced Marketing and Travel Training Program



**CHOOSE
TRANSIT.**



NO TRAFFIC. 🚶 🚗 🚚 🚙



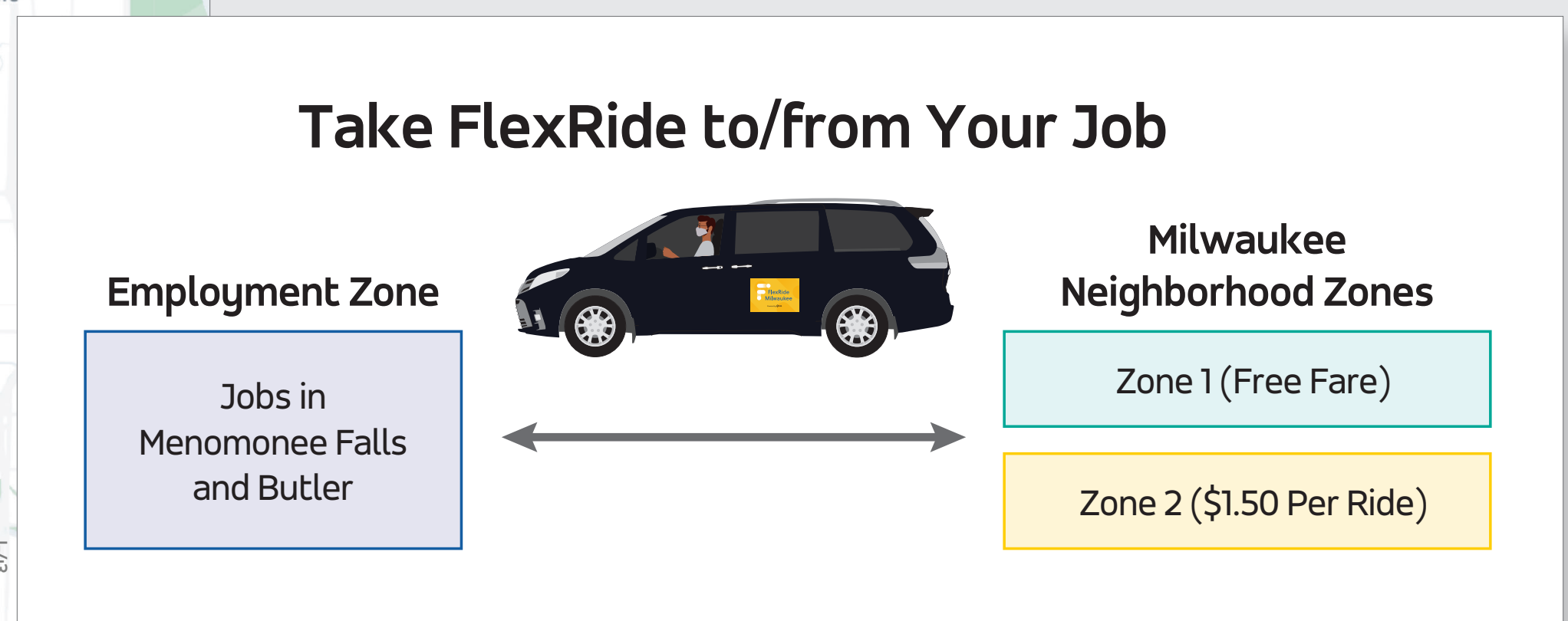
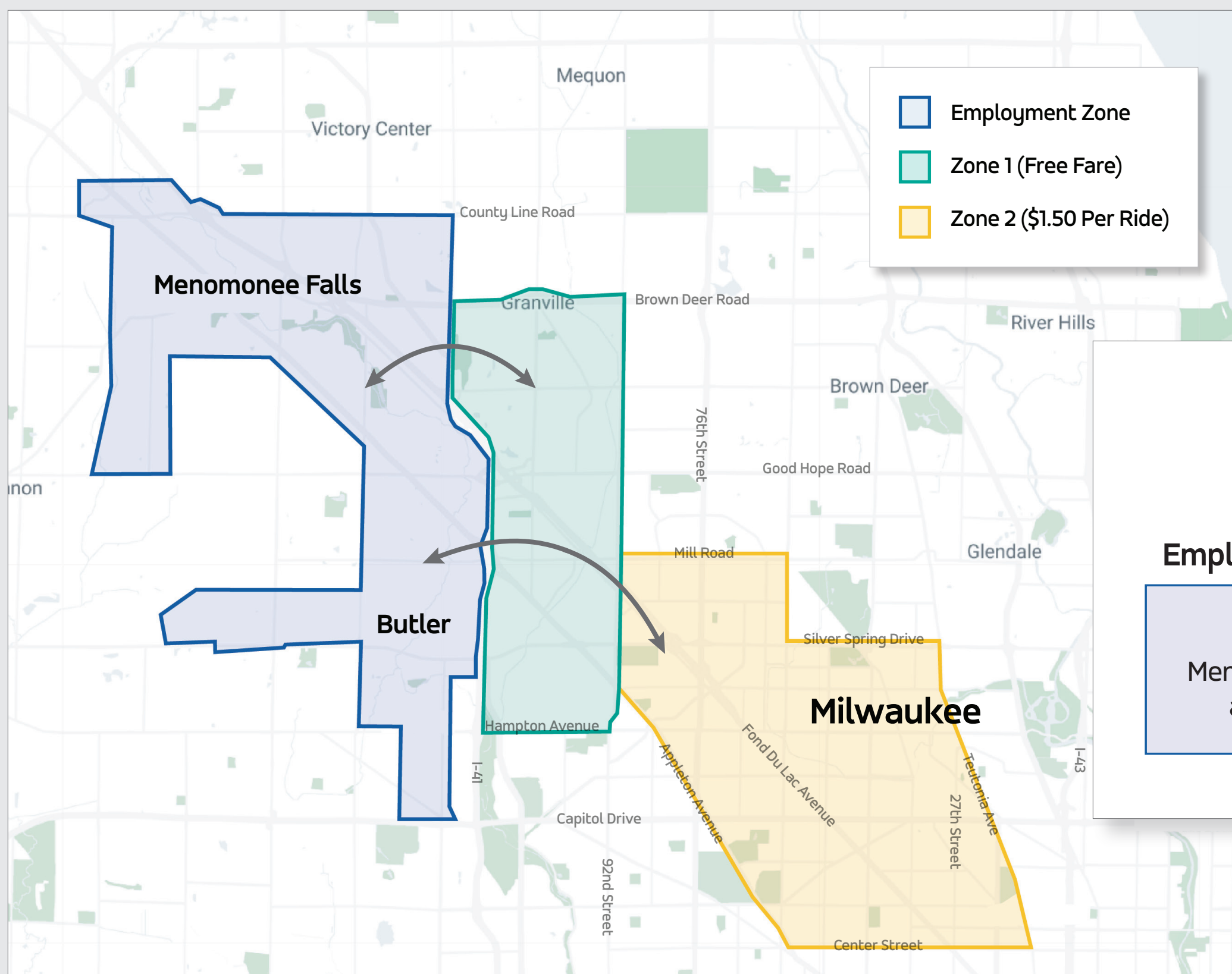
SAVE MONEY. 💰 💵



GOOD VIBES. 😊 🎧 🤤

ON-DEMAND TRANSPORTATION SERVICE DRAFT RECOMMENDATIONS

- ▶ **Implement Employment-Related On-Demand Transportation Solutions:** proposes to consider flexible rides focused on job clusters within eastern Waukesha County. FlexRide Milwaukee provides one example with on-demand transportation between the City of Milwaukee and the villages of Menomonee Falls and Butler.
- ▶ **Replace Poorly Performing Waukesha Metro Segments or Times of Day with On-Demand Transportation Services:** could provide an extension of fixed-route segments or span of service.
- ▶ **Develop Supplemental On-Demand Paratransit and Non-Emergency Medical Transportation Options:** considers options to provide on-demand services as a supplement to existing paratransit and specialized transportation services.
- ▶ **Develop Mobility Hubs:** identifies potential locations for multimodal connectivity including the Goerke's Corners Park-Ride Lot and locations near Brookfield Square Mall.



PARATRANSIT AND SPECIALIZED TRANSPORTATION SERVICE DRAFT RECOMMENDATIONS



Credit: Waukesha Metro Transit

Continue Collaboration Between the Aging and Disability Resource Center of Waukesha County, Waukesha Metro, and Waukesha County Transit on Paratransit and Specialized Transportation Services

Incorporates several strategies identified in the Waukesha County Aging and Disability Resource Center's (ADRC) *Waukesha County Specialized Transportation Program Review Study*, which focused on changing processes within the control of Waukesha County to improve the delivery of service and prepare for any future service changes.

Option to Provide County-Wide Shared-Ride Taxi Service

While out of scope for the *Waukesha County Specialized Transportation Program Review Study*, this service option would address an unmet need in Waukesha County for transportation for those who cannot or would prefer to not drive outside of existing transit service areas by providing a county-wide public shared-ride taxi program. Would require extensive coordination with Waukesha County Transit, Waukesha Metro, the ADRC.

SHARE YOUR THOUGHTS!

Now that you have reviewed the work Commission staff and the Advisory Committee have completed, please provide your feedback on the draft recommendations and whether they meet your transportation needs.

Written Comments

Please use the comment cards available at this meeting to write down any comments you might have.



Verbal Comments

Please speak to the court reporter or staff member if you prefer to provide verbal comments



Online Survey

Please share your feedback via our survey



More information and Other Ways to Comment

Written comments will be accepted through **Friday, November 11, 2022**, and may be submitted at the meeting or by U.S. mail, website, email, or fax.

- ▶ U.S. Mail: P.O. Box 1607, Waukesha, WI, 53187-1607
- ▶ Website: www.sewrpc.org/WaukeshaTransit
- ▶ Email: waukeshatdp@sewrpc.org
- ▶ Fax: (262) 547-1103

All comments submitted by **Friday, November 11, 2022**, will be considered when developing a final recommended Waukesha Area Transit Development Plan.