

RECORD OF PUBLIC COMMENTS

WAUKESHA AREA TRANSIT DEVELOPMENT PLAN: 2023-2027



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RECORD OF PUBLIC COMMENTS

WAUKESHA AREA TRANSIT DEVELOPMENT PLAN: 2023-2027

FIRST ROUND OF OUTREACH

FEBRUARY 2020 – APRIL 2020

SECOND ROUND OF OUTREACH

OCTOBER 2022 – NOVEMBER 2022

Prepared by the
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June 2023

OVERVIEW 1

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OVERVIEW

This document summarizes the input received on transit services and recommendations for the Waukesha Area Transit Development Plan during two rounds of outreach. The first round of outreach was conducted between February and April 2020, and included focused meetings with business groups, educational institutions, and organizations serving individuals who use public transit. The second round of outreach took place between October and November 2022, with a total of four meetings, including one business meeting and three public meetings, to gather input on the draft transit service recommendations.

At the request of the City and County of Waukesha, the Southeastern Wisconsin Regional Planning Commission (SEWRPC) prepared this 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. The plan also includes a set of recommended service changes for the transit system.

Commission staff prepared the plan in a joint effort with the staffs of the City of Waukesha and Waukesha County. The plan was guided by an Advisory Committee including representatives from the City and County, local municipalities, and interested educational institutions, business groups, and non-profit organizations. After careful study and evaluation, the Advisory Committee developed and approved the transit service recommendations for the City and County of Waukesha that are included in this plan.

SUMMARY OF COMMENTS RECEIVED DURING THE FIRST ROUND OF OUTREACH REGARDING THE EXISTING CONDITIONS AND EVALUATION OF THE WAUKESHA METRO TRANSIT AND WAUKESHA COUNTY TRANSIT SYSTEMS FEBRUARY 2020 – APRIL 2020

Introduction

This section summarizes comments received on transit services as part of the first round of outreach for the Waukesha Area Transit Development Plan between February 2020 and April 2020. Following the performance evaluation of the City's and County's existing transit services, focused outreach was conducted between February and April 2020, to gather feedback from business groups, educational institutions, and organizations serving individuals who use public transit to understand transit use, challenges and barriers, and ideas for improvement. General themes from this outreach effort included an interest in on-demand transportation options for businesses, requests to consider cross-county travel options, and suggestions to expand marketing of transit services. Based on this input, a set of potential transit recommendations was developed.

Feedback was received during a series of meetings and surveys. The meetings included a workshop at the University of Wisconsin-Milwaukee (UWM) at Waukesha campus, a meeting hosted by the Waukesha County Business Alliance, and a discussion with various non-profit organizations within Waukesha County. In coordination with the Waukesha Public School District, Commission staff administered an online survey to gather feedback on transit use, challenges, and ideas for improvement from the approximately 12,000 families and students in the district. The public health response to COVID-19 impacted two opportunities to gather feedback on transit services, including scheduled meetings at Saratoga Heights Apartments and a meeting at the Adaptive Community Approach Program's offices with staff and clients. In lieu of in-person discussions, paper copies of a survey were distributed.

Summary of Comments

Summary of Comments from the Educational-Focused Meeting Held on February 11, 2020

On Tuesday, February 11, 2020, Commission staff facilitated a series of small group discussions with students, faculty, and staff at the UWM at Waukesha campus. The meeting was promoted through campus emails, faculty communications, and posters placed around campus. The meeting was held during lunch time and a free meal was provided. There were 32 participants, who were divided into six small groups throughout the 60-minute workshop. Participants were asked a series of questions to understand how frequently they used public transit, any challenges or barriers they had to using or while using public transit, other experiences, and to gather suggestions for improvements. Participants were also asked if they were interested in a U-Pass, funded through student fees, which would provide unlimited transit service. The following sections provide a list of key feedback received, including potential areas for improvement that could be addressed in the recommendations chapter.

Challenges and Barriers

- The main reasons why participants do not take transit were because the commute would take too long, they live in an area with little or no service, or they own a car
- Some participants noted that their busy schedules, including balancing school and work, make transit less attractive due to the length of time transit may take and the lack of frequent service to their destinations
- The added travel time due to transfers was noted as a barrier multiple times by participants

Major Themes

- There was interest in more direct connectivity to Milwaukee County
- Participants requested transportation options between the three UWM campuses (Milwaukee, Waukesha, and Washington County)
- 80 percent of participants were interested in a U-Pass, answering yes or maybe
- A majority of participants were not familiar with the transit services offered by Waukesha Metro Transit or Waukesha County Transit

Ideas for Improvement

- More direct service, including from Milwaukee County and Brookfield Square Mall
- Shuttle service between UWM campuses in Washington County, Waukesha, and Milwaukee
- More information on transit service, including how to use, service areas, and routes

Summary of Comments from the Business-Focused Meeting Held on February 25, 2020

The Waukesha County Business Alliance hosted a business meeting on February 25, 2020, which focused on input regarding workforce transportation. Outreach for the business-focused meeting was coordinated with the Waukesha County Business Alliance through an email invitation. There were 21 attendees, including representatives from businesses with varying levels of access to transit that are struggling to attract and retain employees due to a lack of transportation options. The participants were divided among four groups based on their geographic location and proximity to transit services. Commission staff developed a map of attendees, a one-page summary of the transit planning process, a brochure of maps showing employment data and transit service, and three summary boards.

Of the 21 people who attended, 13 participants expressed interest in future discussions on transit services to businesses in Waukesha County. After a short presentation by Commission staff, the attendees provided feedback on transit services in small groups. The groups generally included the following: businesses in the New Berlin Business Park, businesses along the Bluemound Road corridor served by transit, businesses located in the City of Waukesha served by transit, and businesses outside of transit service areas within the City of Brookfield, the City of Pewaukee, and the Village of Menomonee Falls. Waukesha County Board Chair Paul Decker participated in the meeting and small group discussions. The major themes are summarized below.

Participating Businesses

Group 1: Businesses along the Bluemound Road corridor

- Blaze Pizza
- Herzing University
- Courtyard by Marriott Brookfield
- Portillo's
- Waukesha County Board Chair Paul Decker

Group 2: Businesses without direct access to existing transit

- Froedtert & the Medical College of Wisconsin
- LindenGrove Communities
- ProHealth Care
- Wenthe-Davidson Engineering Co.

Group 3: Businesses without direct access to existing transit

- Milwaukee Marriott West
- Embassy Suites by Hilton – Milwaukee/Brookfield
- Leonardo DRS
- Milwaukee Tool
- School District of Elmbrook

Group 4: Businesses with some access to existing transit

- Brookfield Square Shopping Center
- Landmark Credit Union
- Eaton
- Firestone Building Products

At the beginning of the small group discussions, businesses were asked a series of questions to understand if they provide transportation information to employees. The results are summarized in the following table.

Table 1
Waukesha Area Transit Development Plan Focused Outreach Summary

Questions	Yes	No
Does your company currently offer transportation to employees?	4	12
Do you provide information about transportation options, such as transit or carpooling, to potential, new, or current employees?	6	8
Would you find it helpful to have more information available about transportation options and transit schedules?	11	4

Note: Responses were voluntary and not all attendees responded to each question

Source: Discussion summaries from meeting with Waukesha County businesses on February 25, 2020

Challenges and Barriers

- Employee attraction and retention due to lack of access to a reliable vehicle is a significant issue
- The length of the commute by bus between the City of Milwaukee and locations along the Bluemound Road corridor can be long, impacting the number of individuals willing to work at businesses in these locations
- Although some businesses are on a transit route, the schedules do not align with their shift times
- Employees do not feel safe walking to bus stops at night, particularly when the walk is over one mile

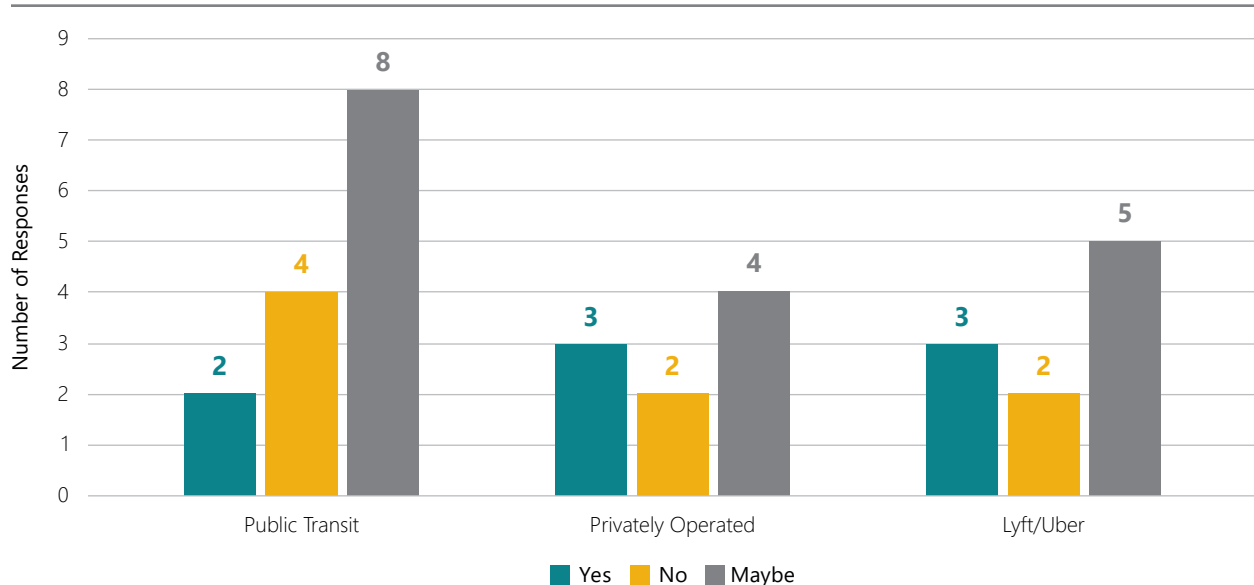
Major Themes

- Flexible or on-demand shuttles were identified as a preference, particularly for businesses that are located in corporate business parks
- Interest was expressed in bus rapid transit (BRT) along the Bluemound Road corridor
- Additional transit service to the Village of Menomonee Falls is desired
- Employers would like more site-specific information about transportation options, including walk distance from transit, to include in their on-boarding materials

Willingness to Financially Contribute to Transportation Options

As shown in Figure 1, Willingness to Contribute to Transportation Services, a majority of participating businesses expressed that they might be willing to financially contribute to a transportation solution, with the greatest number potentially willing to contribute to a public transit option. Most participants were reluctant to commit to an option without an understanding of the operations and costs. The costs will be further analyzed in the alternatives chapter of the plan and will be presented during the next phase of public outreach.

Figure 1
Willingness to Contribute to Transportation Services



Ideas for Improvement

Overall, nearly all participants were interested, conceptually, in shuttle service and requested more specifics on the potential cost to employers and how it would operate. Some participants suggested that shuttles could serve business parks with operating hours that accommodate the shift changes. The following concepts were mentioned in multiple groups:

- Van or shuttle service to areas with significant employment density
- Considering BRT service along Bluemound Road in Waukesha County
- Provision of site-specific information about transportation options to include in employer on-boarding materials
- Partnerships with ridehailing services, including Lyft or Uber

Summary of Comments from Non-Profit Focused Meeting Held on February 26, 2020

On February 26, 2020, Commission staff held a discussion with non-profit groups that serve clients who utilize public transportation. The meeting was held at the City of Waukesha Public Library. The purpose of the meeting was to understand how each group utilizes transit, what challenges their clients face when riding transit, and identify potential improvements or solutions that should be considered for future transit service recommendations. The meeting consisted of a short overview by Commission staff and continued with a facilitated discussion among participants. The discussion included seven participants from the following organizations: Hope Center, Waukesha County Food Pantry, James Place, Housing Action Coalition for Waukesha County, and Hebron House. The following section summarizes the meeting:

Challenges and Barriers

- Clients need to access jobs that are typically third shift, outside of transit service hours.
- Portions of Waukesha County are not well served by transit, including the Village of Menomonee Falls, Village of Butler, the City of New Berlin, and the western half of the county.
- Some clients have difficulty reading the timetables due to font size and understanding how to navigate the bus network. For example, if their stop is not at a timepoint on the schedule, they cannot determine when the bus will arrive.

Major Themes

- Many clients are interested in accessing jobs, but public transit does not work due to service hours, challenges navigating the bus schedules, lack of sidewalks (specifically along Pewaukee Road), or lack of bike racks on buses
- There was interest in shuttles or vans, with specific reference to the Joseph Project, which is a faith-based jobs initiative that connects people to jobs and provides free transportation for the first 30 days of employment, with a nominal fee charged afterward
- Jobs and services that are located beyond current transit service areas are very difficult to access

Ideas for Improvement

- Providing shuttle services to accommodate shift changes outside of transit service hours, potentially in coordination with faith-based programs
- Consideration of a countywide shared-ride taxi to reach underserved areas in Waukesha County
- Increase travel training to assist potential riders

Survey Response During Focused Outreach February 2020 – April 2020

Online Survey of the School District of Waukesha

In coordination with the Waukesha Public School District, Commission staff administered an online survey between March 5, 2020, and March 19, 2020. The survey was offered in English and Spanish. Invitations to participate were distributed by the Waukesha Public School District through email to the approximately 12,000 families in the district. There was a total of 1,054 respondents to the survey. The survey included a series of questions for parents and guardians and a similar but separate series of questions for students. The student questions focused on transit use for school trips. The survey questions for parents and guardians included questions related to transit use for their school-aged children and question about personal travel utilizing Waukesha Metro Transit or Waukesha County Transit. Approximately 25 percent of the respondents were students and 75 percent of the respondents were parents or guardians. A summary of the results is provided in this section, while a complete compilation of survey answers and responses are included in Appendix E.

Challenges and Barriers

The survey asked what challenges students experience when utilizing Waukesha Metro for school trips. The main challenges identified were that the ride takes too long and the lack of shelters. Other challenges expressed included issues such as the lack of a nearby bus stop, concerns about reliability, and specific issues related to safety such as students being bullied on the bus.

There were varying responses as to why students do not take transit. For parents, the top four responses to why their children do not take transit were that they take the yellow bus service, they get a ride, they are not familiar with the service, and they are not old enough. For students, the top four responses were that they get a ride, it's too cold to take the bus, they are not familiar with the service, and that they walk. Safety was identified as a concern by both groups, although more parents/guardians expressed concerns about safety than students. In reviewing the open-ended responses to why individuals do not take transit, the most frequent response noted that they drive a personal vehicle, that transit is not perceived as convenient, and that the bus routes do not travel to their destinations. In addition, respondents noted the need to make multiple trips, including picking up other school-aged children.

Major Themes

There were 16 parents/guardians that reported that they use Waukesha Metro or Waukesha County Transit for personal trips. One parent/guardian indicated that they ride Route 901. For those individuals that ride Waukesha Metro Transit, the most frequently used routes were routes 1, 4, 5, and 6. Most respondents utilized Waukesha Metro Transit a few times each week or a few times each month.

A majority of the respondents were unfamiliar with the bus services offered by Waukesha Metro Transit, with 76 percent of parents/guardians and 56 percent of students indicating that they are not familiar with the bus service to area schools offered by Waukesha Metro Transit. This seems reasonable given that most students qualify for yellow bus service paid for by the School District of Waukesha.

Over 90 percent of the students and parent/guardians participating in the survey do not ride Waukesha Metro Transit or Waukesha County Transit. For those respondents reporting the use of Waukesha Metro Transit for school trips, the majority use it every day, with Routes 15, 8, and 4 being the most frequently used.

Ideas for Improvement

Based on the survey responses, the following improvements were identified for inclusion in future planning options:

- Additional marketing of transit services for school trips and personal travel
- Sharing information about Waukesha Metro Transit's safety and security measures with the Waukesha Public School District
- Providing additional bus shelters, particularly along segments that serve school trips
- Providing real time travel information using an app

Written Survey Responses

The in-person meetings planned with the Adaptive Community Approach Program (ACAP) and at the Saratoga Height Apartments were canceled due to the COVID-19 pandemic. In lieu of meetings, Commission staff distributed a survey form electronically. Three surveys were returned from staff at ACAP, whose clients frequently use Waukesha Metro Transit and MetroLift. No surveys were received from Saratoga Heights Apartments.

In general, the responses indicated that the Waukesha Metro Transit services and paratransit services are well utilized by ACAP clients and some staff. The main barriers identified by ACAP staff include the lack of cleared sidewalks, concerns about safety, limited service or no service to their destinations, and lack of awareness of transit and paratransit services.

The following improvements were identified by respondents:

- Make the Waukesha Metro App compatible with the Apple operating system
- Provide additional transit training and general information about transit services
- Extend the paratransit service area and hours

SUMMARY OF COMMENTS AND RESPONSES RECEIVED DURING THE SECOND ROUND OF OUTREACH REGARDING THE WAUKESHA METRO TRANSIT AND WAUKESHA COUNTY TRANSIT DRAFT RECOMMENDATIONS

Introduction

To gather feedback on the draft transit recommendations, a formal public involvement process was held between October 2022 and November 2022. The public involvement process included three public meetings, an online survey, and opportunities to submit comments via email, fax, phone, online comment form, or mail. A business-focused meeting, hosted by the Waukesha County Business Alliance, was held to discuss potential route changes, transit enhancements along the Bluemound Road corridor, and on-demand transportation options. Information about the public meetings was distributed in following formats: a public notice in the Waukesha Freeman, a newsletter sent to over 600 individuals, a press release sent to four local and regional newspapers, flyers in English and Spanish provided at the Waukesha Transit Center and on buses, notices sent to families in the Waukesha Public School District, and social media posts.

Summary of Comments

A total of 22 people attended the public meetings, including 17 in-person attendees and 5 virtual meeting attendees. The in-person meetings were conducted in an open house format with informational boards, a summary handout, and staff from the Commission and Waukesha Metro Transit were available to answer questions. The virtual meeting included a staff presentation and allowed time for questions and comments. During the in-person meetings, six written comment cards were returned, and three verbal comments were received. The business meeting had 11 attendees representing employers, business associations, and educational institutions in Waukesha County. There were 45 completed online surveys, seven emails, three online comments, and eight comments from social media postings.

Major themes from the public involvement process included: overall support for restructured Waukesha Metro routes, requests for longer service hours and greater frequency (particularly on Route 1), acknowledgement that service reductions are needed given the lower ridership on Waukesha County Transit commuter bus routes, interest in on-demand transportation to improve access to jobs, and support for paratransit services. The following section summarizes all comments received during the public comment period organized by plan element, with the fixed-route element further divided by Waukesha Metro Transit and Waukesha County Transit. A complete compilation of outreach materials, meeting attendees, comments, and survey responses, are available in Appendices F through I.

Comments Related to Fixed-Route Transit Services Draft Recommendations

Comments Related to the Waukesha Metro Transit Services

Overall, the public comments related to Waukesha Metro Transit services expressed support for the restructured routes with some specific recommendations regarding bus stop locations and route directionality. There was support for the Route 9 to continue service to the Waukesha County Technical College (WCTC) and add service to the Department of Motor Vehicles.

- 13 commenters requested later night service on Waukesha Metro routes, particularly along Route 1 to accommodate employment
- Eight commenters supported the continuation of Route 9 to the WCTC
- Eight commenters did not support more funding for transit due to perceptions about low ridership
- Seven commenters requested that transit services be expanded and continued to grocery stores, fitness centers, Goodwill, Hope Center, and other social services
- Four commenters requested additional bus service that allows students to participate in after school programs
- Three commenters supported service to the Wisconsin Department of Motor Vehicles on Route 9

- Three commenters requested enhancements to bus stops including shelters and lighting
- Two commenters requested service between WCTC and the University of Wisconsin-Milwaukee at Waukesha campuses
- Two commenters suggested using smaller transit vehicles
- Two commenters noted that there is litter left at bus stop locations
- Two comments were received requesting more information regarding the potential changes to routes that serve the Waukesha Transitional Academy, as the transit service allows students to access jobs and activities that provide experiential learning opportunities.
- The following route changes were requested, with each comment made once:
 - Request for a route that operates along Sunset drive that provides connections between St. Paul Avenue and Tenny Avenue
 - Request for transit services to the New Berlin Industrial Park to allow individuals from Milwaukee County to access jobs in Waukesha County
 - Request for transit services to Orthopaedic Associates of Wisconsin on Golf Road in Pewaukee
 - Suggestion to update Route 7 to follow a similar directional pattern on weekdays and weekends
 - Update Route 4 to serve Wisconsin Avenue
 - Suggestion that both Routes 5 and 6 continue service to the Shoppes at Fox River and could be combined on weekends
 - Suggestion that buses provide service to front doors of major shopping destinations
 - Request that Route 1 not serve Avalon Drive
 - Request for more frequent bus service on Routes 1 and 4
 - Request that Route 1 continue to serve Woodman's Market
 - Request that Route 9 continue to service GE Healthcare
 - Request that Route 4 continue service to Les Paul Middle School
 - Request that Route 2 stay the same
 - Request that Route 2 be extended to serve New Berlin
 - Request to change the location of the bus stop on Big Bend Road to be right after the entrance to the condos allowing for drivers to access the parking lot
 - Support for changes to the Route 3
 - Support for removing service south of Sunset Avenue
 - Request for service between Waukesha South High School and Goerke's Corners

- The following general comments were provided, with each comment made once:
 - Request for more marketing about the transit services
 - Request for faster service
 - Recommended additional detail regarding the local subsidy amounts for Route 1
 - Suggestion to note that current buses are clean diesel
 - Suggestion to hire new drivers for Route 1
 - Request to extend transfer time to two hours

Comments Related to the Waukesha County Transit Services

- Eight commenters supported continued transit service to the City of Oconomowoc
- Five commenters supported continued service to the Nagawaukee Park-Ride Lot
- Four commenters supported continued service on Route 901
- Four commenters supported truncated or reduced runs rather than eliminating commuter services
- Three commenters supported reductions for Routes 904 and 904
- Three commenters supported reductions on Route 901
- Two commenters suggested that funding should not be expended on commuter routes
- Two commenters requested additional marketing
- One commenter expressed concern that there would be vandalism at the proposed mobility hubs
- One commenter suggested that commuter routes serve the downtown area in the City of Delafield

Comments Related to On-Demand Transportation Service Draft Recommendations

- 28 commenters expressed support of on-demand transportation, including 11 comments received during the business-focused discussion
- 13 commenters, including 11 comments provided during the business meeting, expressed support for employment-focused on-demand transportation to provide service until 12:00 a.m., seven days a week
- One commenter supported the use of smaller vehicles for on-demand services
- One commenter requested on-demand service to the New Berlin Industrial Park
- One commenter was opposed to on-demand service that connected to Milwaukee County

Comments Related to the Paratransit and Specialized Transportation Service Draft Recommendations

- Four commenters suggested that the services offered by the Waukesha County Aging and Disability Resource Center should be maintained
- One commenter supported Countywide shared-ride taxi
- One commenter requested that destinations be identified with seniors in mind

APPENDICES

**SUMMARY MATERIALS DISTRIBUTED DURING
FOCUSED OUTREACH FEBRUARY 2020 – APRIL 2020**

APPENDIX A

Figure A.1
Handout Provided at Focused Outreach Meetings

WAUKESHA AREA TRANSIT DEVELOPMENT PLAN: 2021–2025

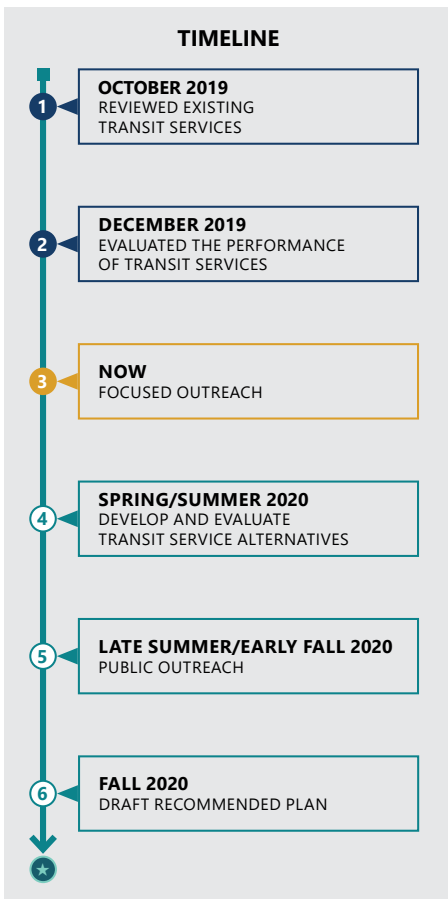
▶▶▶ What is the Waukesha Area Transit Development Plan? ◀◀◀

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 will evaluate the current systems and analyze potential transit alternatives to meet the needs of the community.

The plan, anticipated to be completed in fall 2020, will propose a set of recommended service changes for the transit systems and identify the forecast ridership, service levels, and operating expenses that would be expected from implementing the changes. The Advisory Committee for the Waukesha TDP directed Commission staff to conduct focused outreach before identifying potential alternatives.

▶▶▶ We Need Your Input! ◀◀◀

Your feedback will help shape the alternative transit services that will be analyzed next. We want to hear your input about the transit services offered by Waukesha Metro Transit and Waukesha County Transit and any ideas you have to improve the transit services in the future.



▶▶▶ What's Been Completed? ◀◀◀

- 1 Reviewed existing transit services
- 2 Evaluated the performance of transit services offered by Waukesha Metro Transit and Waukesha County Transit
- 3 Gathering input to help shape alternative transit services

▶▶▶ What's Next? ◀◀◀

- 4 Develop and evaluate transit service alternatives for Waukesha Metro Transit and Waukesha County Transit that address the performance evaluation and unmet transit service needs identified by the Advisory Committee and as part of the outreach process
- 5 Obtain public input on the transit service alternatives
- 6 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

Find out more at:
sewrpc.org/WaukeshaTransit

Figure A.1 (Continued)

ADVISORY COMMITTEE FOR THE WAUKESHA AREA TRANSIT DEVELOPMENT PLAN

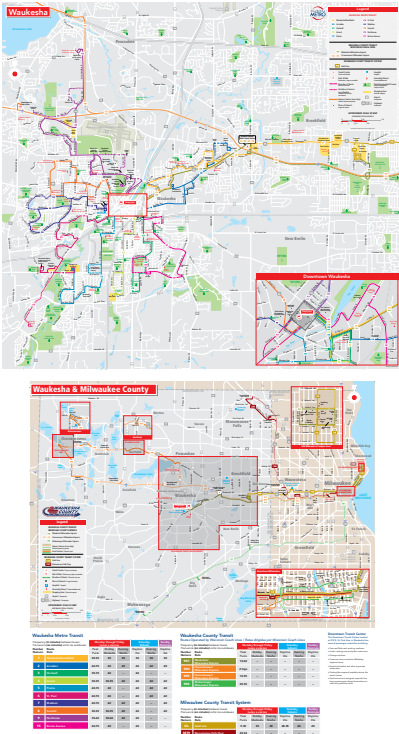
To provide guidance to the technical staff during the preparation of this plan, and to involve concerned and affected public officials and citizen leaders more directly and actively in the development of transit service policies and improvement proposals, an Advisory Committee was appointed by the Waukesha 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 five-year planning window.

Members of the Advisory Committee

Kathy Gale, <i>Chair</i>	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
Todd Willis	Economic Development Coordinator, City of Brookfield

**Figure A.2
Display Boards at Focused Outreach Meetings**

WAUKESHA METRO AND WAUKESHA COUNTY SERVICE MAPS: 2019



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 more directly and actively 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 five-year planning window.

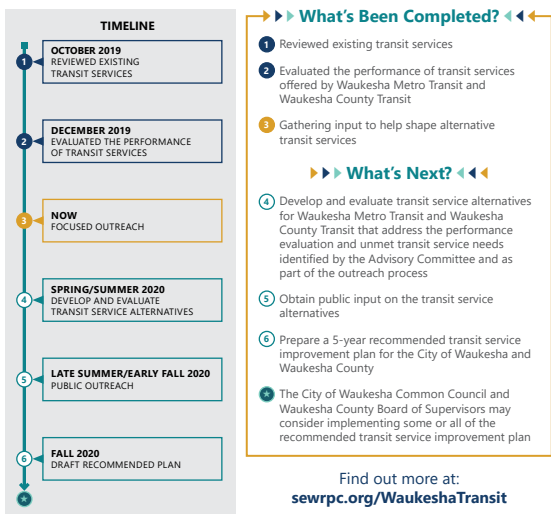
Members of the Advisory Committee

Kathy Gale, <i>Chair</i>	Executive Director Eras Senior Network
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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
Todd Willis	Economic Development Coordinator City of Brookfield

WAUKESHA AREA TRANSIT DEVELOPMENT PLAN: 2021-2025

>Welcome!

We welcome your input about the current services offered by Waukesha Metro Transit and Waukesha County Transit and ideas about how to improve transit service in the future. Your feedback will help shape the alternative transit services that will be analyzed next.



Find out more at:
sewrpc.org/WaukeshaTransit



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.

**EDUCATIONAL-FOCUSED MEETING
HELD ON FEBRUARY 11, 2020
APPENDIX B**

Figure B.1
Materials Announcing the UWM at Waukesha Meeting



GOT IDEAS?

We need your input!

Come share your *thoughts* on the public transit options in Waukesha County

WHERE	UWM-Waukesha (Room C101)
WHEN	Tuesday, February 11, 2020
TIME	12-1pm <i>(Free food and drinks)</i>
INFO	sewrpc.org/WaukeshaTransit

Figure B.2 (Continued)



Sign-in Sheet

DATE: Tuesday, February 11, 2020

TIME: 12:00 p.m. – 1:00 p.m.

PLACE: UWM-Waukesha
1500 N. University Drive
Waukesha, WI 53188

	Name	Email	I would like to receive future information about the Waukesha TDP
16	Paul Guard	pguard1@uwm.edu	YES / NO
17	Roxane Brown	brownr@uwm.edu	YES / NO
18	Holly Wehrhahn	holwehrh@uwm.edu	YES / NO
19	Barbara Wilson	wilson397@uwm.edu	YES / NO
20	Alana Michaels		YES / NO
21	Angela MG	angelama@uwm.edu	YES / NO
22	Matt Resman	mresman@uwm.edu	YES / NO
23	Sue Kalinka	Kalinkas@uwm.edu	YES / NO
24	Mrimmy Sarker (MK)	msarker@uwm.edu	YES / NO
25	Nicolette Pasoda	fugerinn@uwm.edu	YES / NO
26	Ricardo Soto Robles	sotorob2@uwm.edu	YES / NO
27	Briana Baerra	baerra4@uwm.edu	YES / NO
28	Yumil Tucayo-LaRiz	ylariz@uwm.edu	YES / NO
29	Diego James	diegojames@uwm.edu	YES / NO
30	Walter James	walterjames@uwm.edu	YES / NO

Waukesha Area Transit Development Plan: 2021–2025

Figure B.2 (Continued)



Sign-in Sheet

DATE: Tuesday, February 11, 2020

TIME: 12:00 p.m. – 1:00 p.m.

PLACE: UWM-Waukesha
1500 N. University Drive
Waukesha, WI 53188

	Name	Email	I would like to receive future information about the Waukesha TDP
31	Tom Piederma		YES / NO
32	Kari Schultz	tom.piederma@ceschusa.com schul739@uwm.edu	<input checked="" type="checkbox"/> YES / NO
33			YES / NO
34			YES / NO
35			YES / NO
36			YES / NO
37			YES / NO
38			YES / NO
39			YES / NO
40			YES / NO
41			YES / NO
42			YES / NO
43			YES / NO
44			YES / NO
45			YES / NO

Figure B.3
Comment Cards Completed at the UWM at Waukesha Meeting

WAUKESHA AREA TRANSIT DEVELOPMENT PLAN: 2021-2025
Comment Form

Name: Faye Flesia Date: Feb 11 2020
Address: 726 N. Cumberland Dr Affiliation: UWM at Waukesha retired
Waukesha WI 53188 (if any) (FF)
Email: fflesia@wi.rr.com + S.O.P.H.I.A. member -

Comments: I think it would be very valuable to have
more lines that bus routes between Milwaukee +
Waukesha also it would be helpful to have
buses run directly from UWM in Waukesha
to UWM. Cost should also be considered because
many students are not able to afford high fees.
It also important that employees who live in
Milwaukee - County are able to get to Waukesha County
sewrpc.org/WaukeshaTransit employ employees

Employers + Employees would ~~be~~ both
benefit.

Please return your completed comment form to a staff person.
Additional comments can be emailed to waukeshatdp@sewrpc.org

**BUSINESS-FOCUSED MEETING
HELD ON FEBRUARY 25, 2020
APPENDIX C**

Figure C.1
Materials Announcing the Business-Focused Meeting



WE NEED YOUR INPUT!

- Are you having problems finding and retaining workers?
- Have you considered how transit could be part of the solution?

At the request of Waukesha County and the City of Waukesha, SEWRPC is preparing a 5-year transit plan for the County and City. This plan will evaluate the existing transit services, analyze changes that could be made to the services, and make recommendations to Waukesha County and the City of Waukesha to change and improve services.



JOIN US for a discussion about existing transit services and to share your input on potential transit improvements

DATE: Tuesday, February 25, 2020

TIME: 11:30 a.m. – 1:00 p.m. (*Lunch will be provided*)

LOCATION: Waukesha County Business Alliance
2717 N. Grandview Boulevard
Waukesha, WI 53188

Please RSVP by February 17th to: apayne@waukesha.org

Find out more at: sewrpc.org/WaukeshaTransit

**Figure C.2
Sign In Sheet for the Business-Focused Meeting**



Sign-in Sheet

DATE: Tuesday, February 25, 2020

TIME: 11:30 p.m. – 1:00 p.m.

PLACE: Waukesha County Business Alliance
2717 N. Grandview Boulevard
Waukesha, WI 53188

Initial Here	Last Name	First Name	Affiliation	Email	I would like to receive future information about the Waukesha TDP
FA	Anderson	Frederick	Wenthe-Davidson Engineering Co	Fredson@wenthe-davidson.net	YES / NO
JS	Bellis	Jared	Portillo's	Jbelli@port-11os.com	YES / NO
BR	Bruemmer	Robert	Landmark Credit Union	robert@landmarkcu.com	YES / NO
CS	Casey	Tim	Waukesha County Center for Growth, Inc.		YES / NO
FR	Dorsey	Frank	Milwaukee Marriott West	fdorsey@ccsmcorp.net	YES / NO
AD	Dresang	Andy	Froedtert & the Medical College of Wisconsin	andrea.dresang@froedtert.com	YES / NO
BN	Engelking	Brian	Waukesha Metro Transit	ben@mta.waukesha-wisconsin.gov	YES / NO
KG	Gale	Kathy	Eras Senior Network	Kathy@eras.waukesha-wisconsin.gov	YES / NO
GL	Glasgow	Mike	ADRC Waukesha County		YES / NO
HA	Hall	Bob	School District of Elmbrook		YES / NO
TR	Hornbeck	Tracy	Firestone Building Products	hornbeck.tracy@BFUSA.com	YES / NO
HP	Huppertz	Ilidiko	ProHealth Care		YES / NO
BR	Jackson	Brandie	Embassy Suites by Hilton - Milwaukee Brookfield	brandie.jackson@hilton.com	YES / NO
JA	Jaremko	Shawn	Courtyard by Marriott Brookfield	shawn.jaremko@marriott.com	YES / NO
JP	Jepsen	Julie	Blaze Pizza	Julie@jepsen.com	YES / NO
JI	Jimenez	Stephanie	LindenGrove Communities		YES / NO

Figure C.2 (Continued)



Sign-in Sheet

DATE: Tuesday, February 25, 2020

TIME: 11:30 p.m. – 1:00 p.m.

PLACE: Waukesha County Business Alliance
2717 N. Grandview Boulevard
Waukesha, WI 53188

Initial Here	Last Name	First Name	Affiliation	Email	I would like to receive future information about the Waukesha TDP
<i>mm</i>	Johnson	Evonne	School District of Waukesha.		YES / NO
	Kovacs	John	Blaze Pizza		YES / NO
<i>JK</i>	Kulka	Brittany	Milwaukee Tool		YES / NO
<i>JK</i>	Livermore	Jennifer	ProHealth Care		YES / NO
	Malone	Katie	Wenthe-Davidson Engineering Co		YES / NO
<i>SO</i>	Oleson	Scott	Brookfield Square Shopping Center	<i>Scott.Oleson@BLPrudential.com</i>	YES / NO
<i>Q</i>	Ott	Nicole	Firestone Building Products		YES / NO
	Payne	Amanda	Waukesha County Business Alliance, Inc.		YES / NO
<i>JP</i>	Pride	Jackie	Eaton		YES / NO
<i>JK</i>	Racine	Jarvis	Herzing University	<i>J.Racine@Herzzy.edu</i>	YES / NO
	Radisic	DJ	Portillo's		YES / NO
<i>JS</i>	Stephenson	Joseph	Leonardo DRS	<i>JOSEPH.STEPHENSON@DRS.COM</i>	YES / NO
	Zeqiri	Jehona	Concurrency Inc		YES / NO
	<i>Decker Paul</i>		<i>Waukesha County</i>		YES / NO
					YES / NO
					YES / NO

Figure C.3
Presentation Given at Business-Focused Meeting

Southeastern Wisconsin
Regional Planning Commission



Waukesha Area Transit Development Plan
Waukesha County Business Alliance
February 25, 2020

#252515

Overview of today's meeting 2

- Goal: Hear from you what transportation services should be considered in the Waukesha Area Transit Development Plan
- Short presentation
 - Brief overview of transit planning process
 - Review of current transit services in the City of Waukesha and Waukesha County
 - Overview of potential transportation services to consider
- Facilitated small group discussions





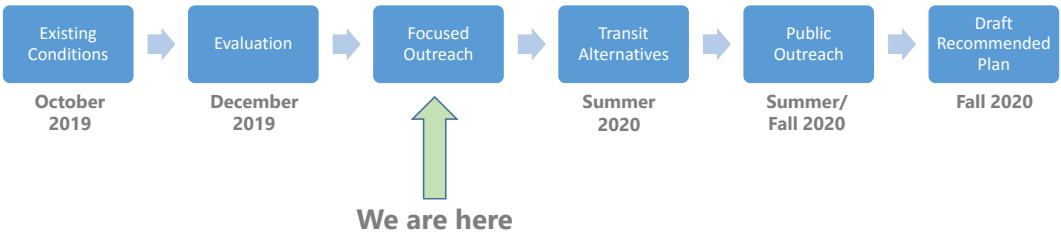
Figure C.3 (Continued)

●●●●● Waukesha Area Transit Development Plan 3

- Requested by the City of Waukesha and Waukesha County
- Last Transit Development Plans
 - City of Waukesha: 2012
 - Waukesha County: 2001
- Will help the City and County:
 - Respond to changes in development, employment, and demographics
 - Consider new and emerging mobility services
 - Address feedback from transit users, businesses, and higher education



●●●●● Status of the Transit Development Plan 4



```
graph LR; A[Existing Conditions  
October 2019] --> B[Evaluation  
December 2019]; B --> C[Focused Outreach]; C --> D[Transit Alternatives  
Summer 2020]; D --> E[Public Outreach  
Summer/Fall 2020]; E --> F[Draft Recommended Plan  
Fall 2020];
```

↑
We are here




Figure C.3 (Continued)

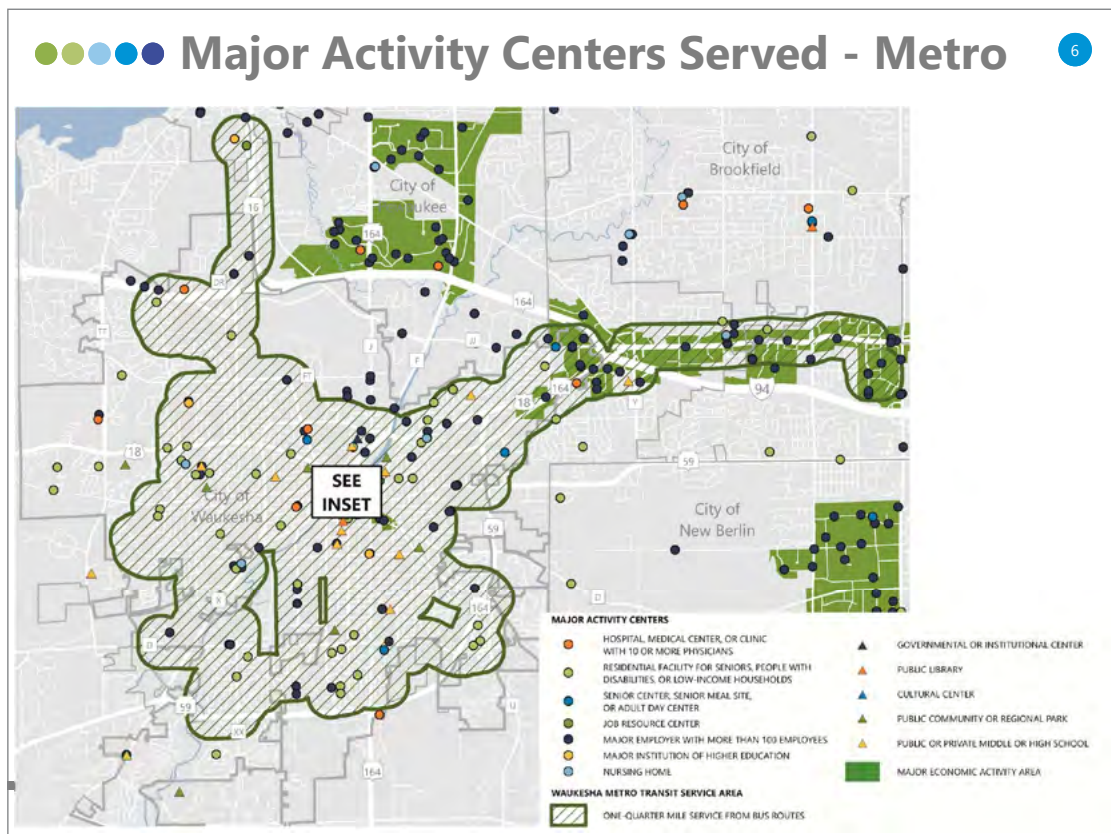
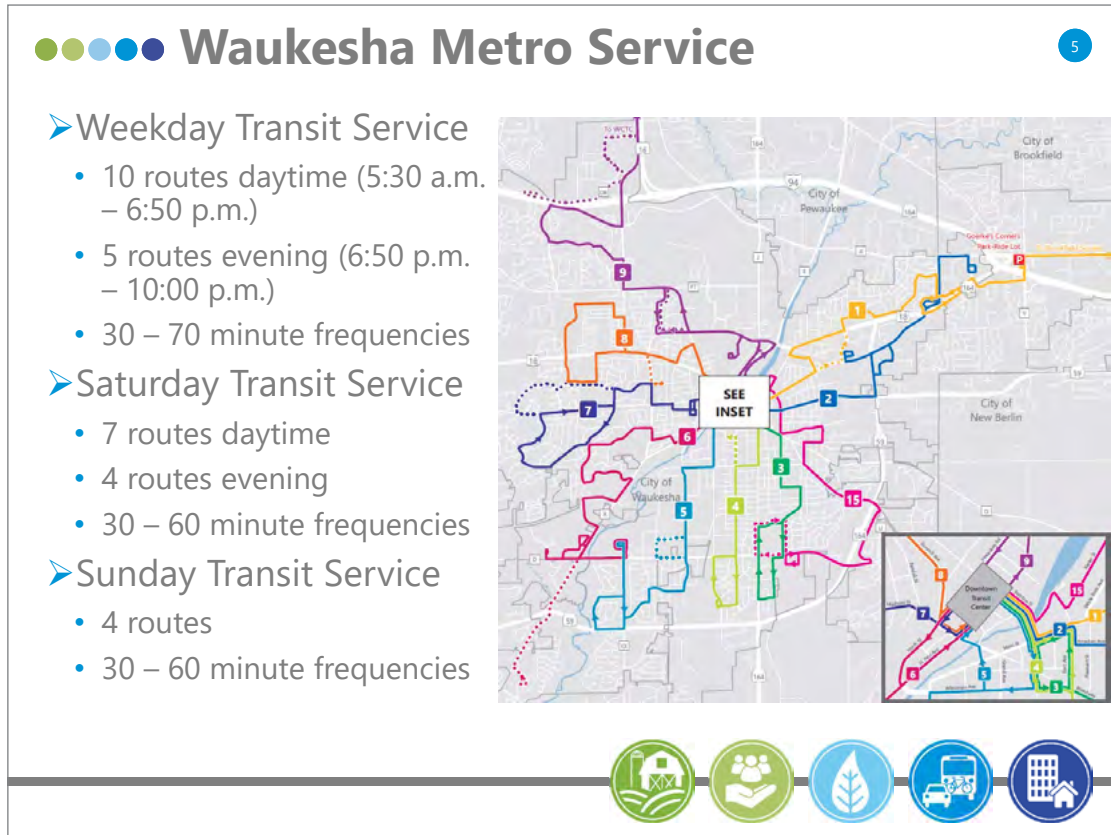


Figure C.3 (Continued)

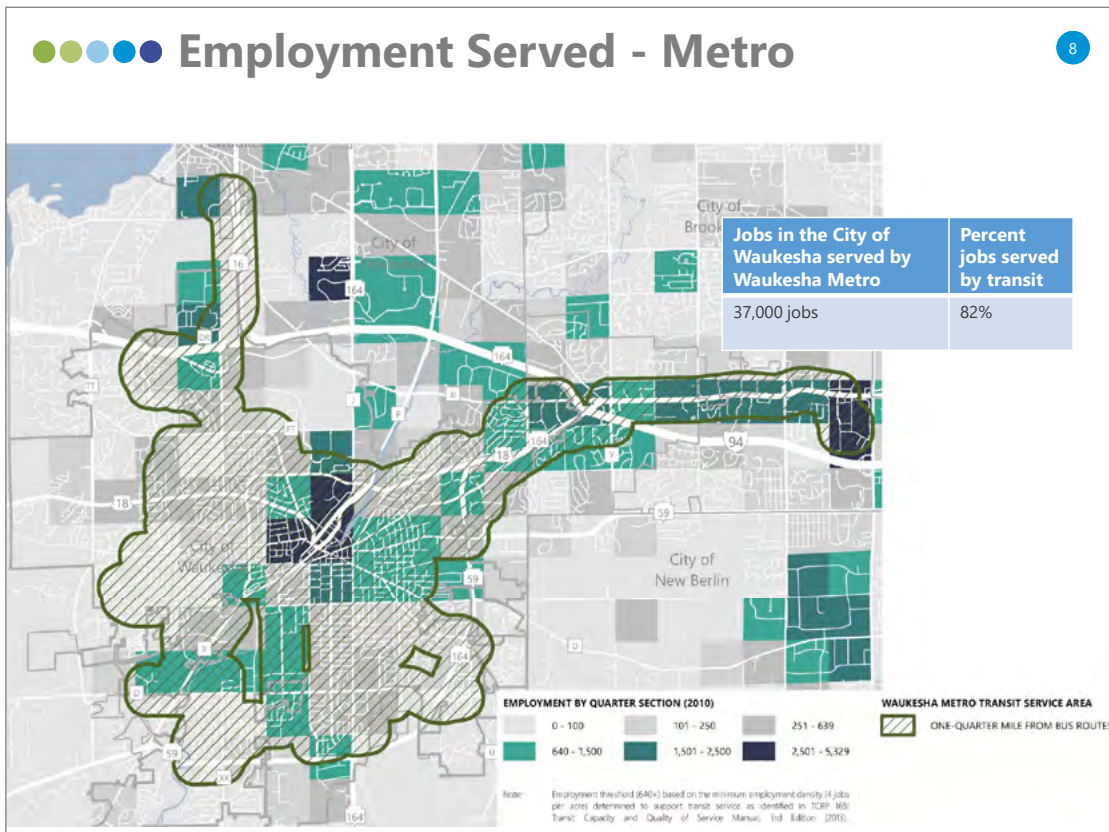
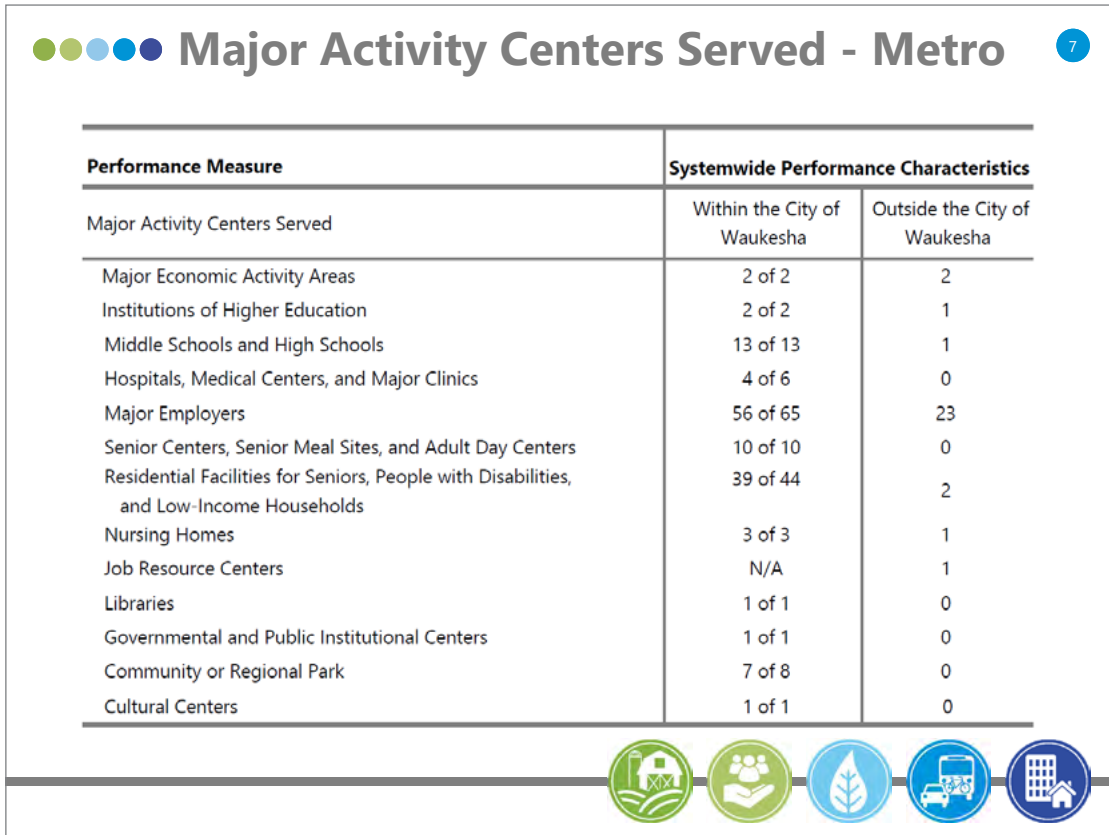


Figure C.3 (Continued)

●●●● Waukesha County Transit 9

➤ Local Service

- Routes along the Bluemound Road corridor (Waukesha Metro Route 1 and Gold Line Connection)
- Waukesha County funds a portion
- Connects Waukesha County and Milwaukee County
- Operates 7 days a week with day and evening service
- Most service and ridership in Waukesha County's transit system

●●●● Waukesha County Transit 10

➤ Commuter Routes

- Three commuter routes operated by Wisconsin Coach Lines (901, 904/905, 906)
- Menomonee Falls Flyer operated by Milwaukee County Transit System (Route 79)

Figure C.3 (Continued)

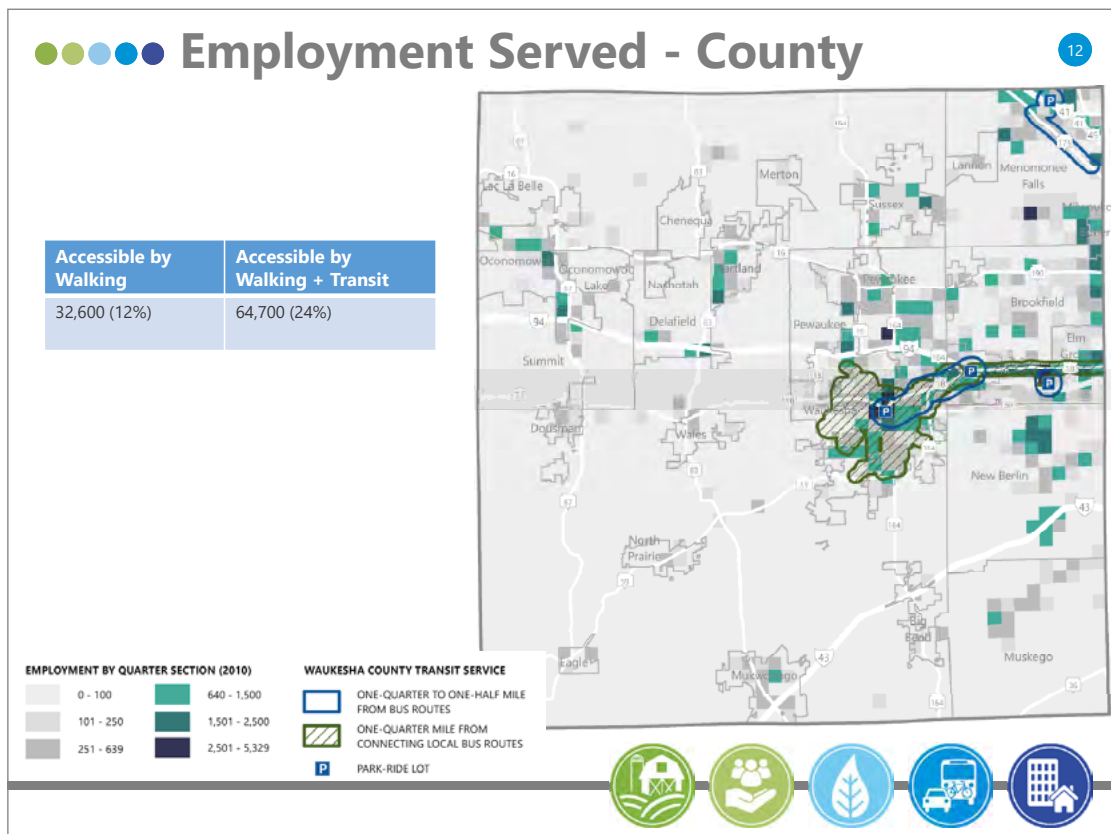
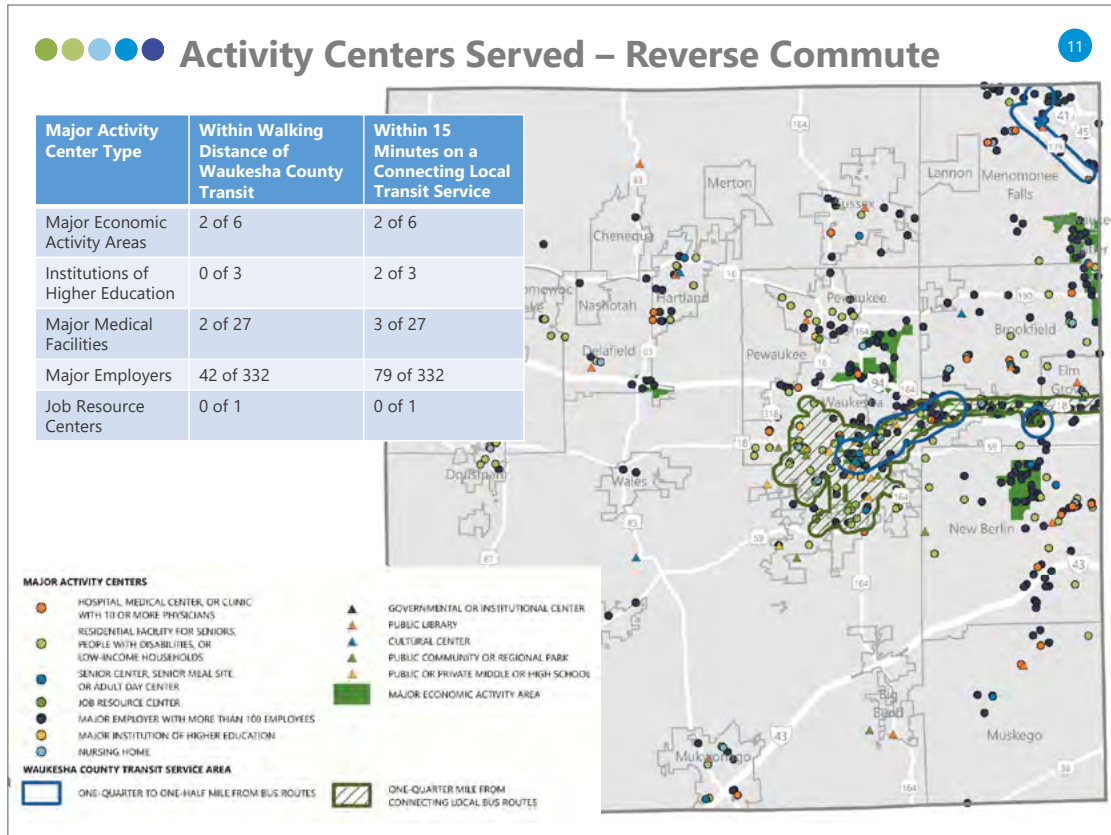
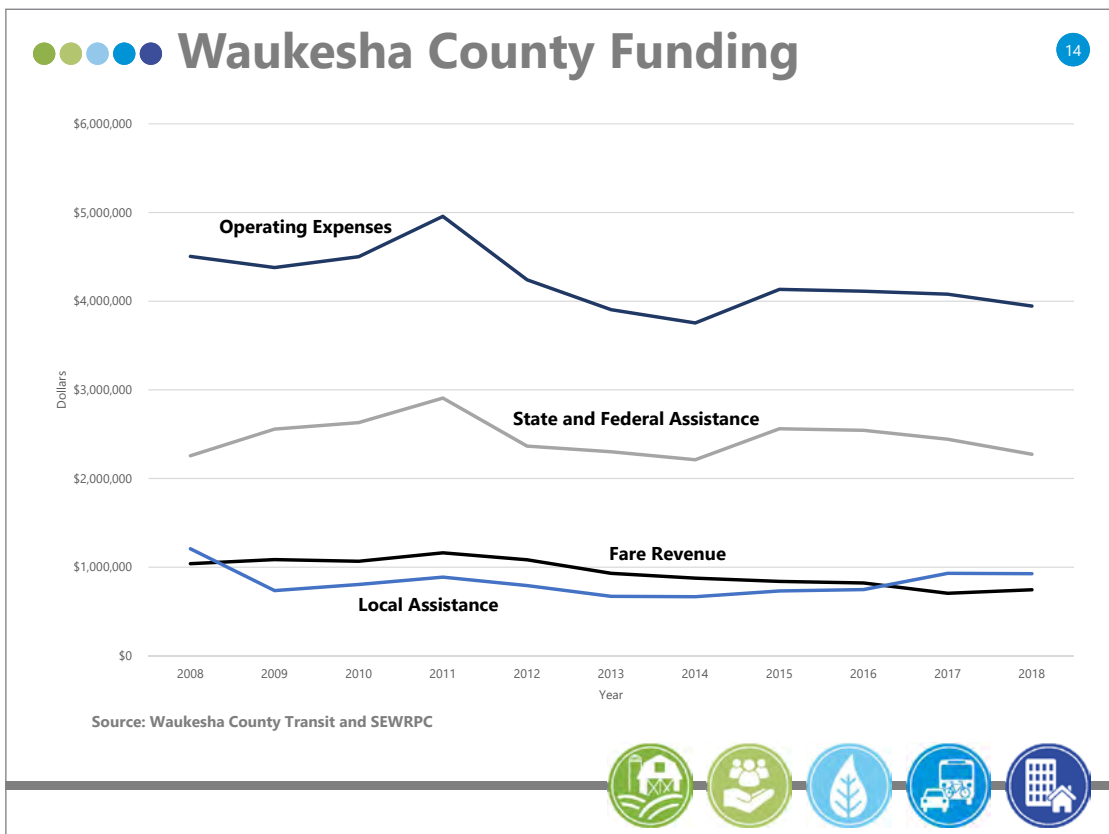
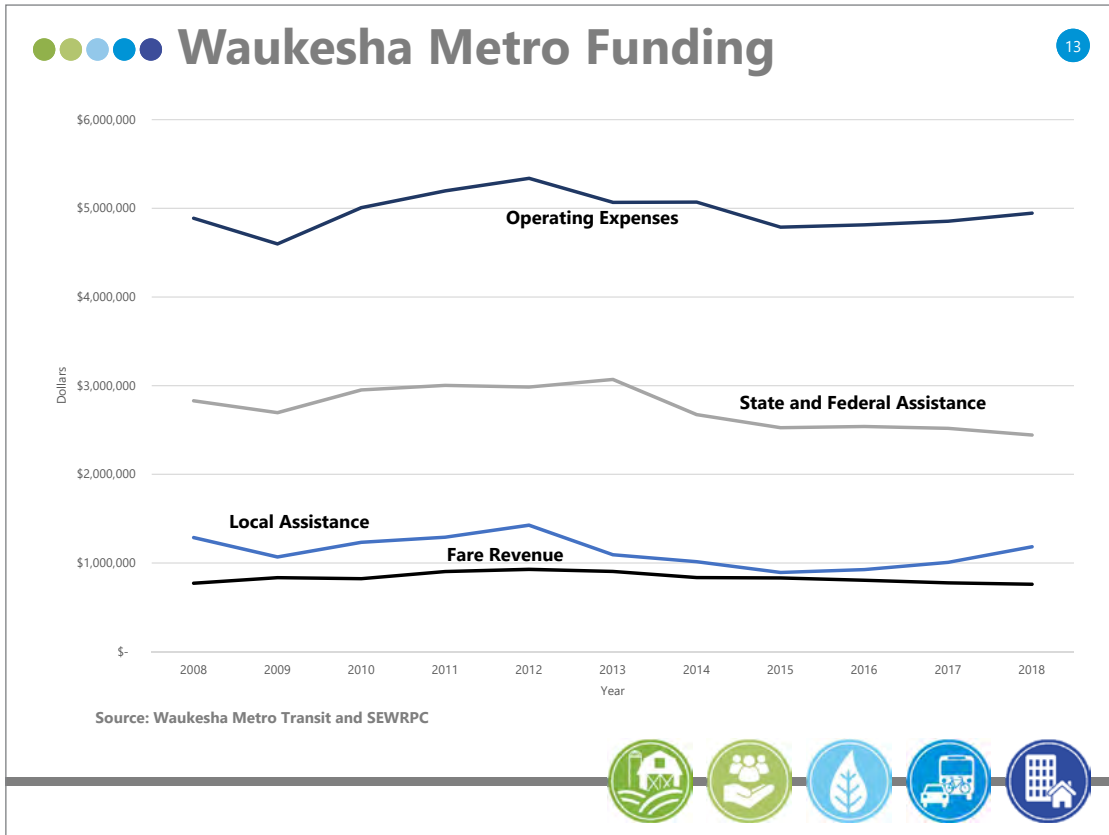



Figure C.3 (Continued)




●●●●● Evaluation of Transit Services 15

- Used Objectives and Standards approved by the Advisory Committee
- Included peer comparisons
- Provided insight into potential areas of improvement
- Assists in alternatives development



●●●●● Evaluation Summary 16

- The evaluation of both systems indicate potential service changes to fulfill objectives and standards
- These service changes could include:
 - Improvements to routes, runs, service areas, and service periods
 - Potential partnerships with ride-hailing services (Lyft/Uber)
 - Providing flexible shuttles to areas with a concentration of jobs



●●●● Next Steps

17

- Focused outreach
- Develop and evaluate alternatives based on input
- Public Involvement to gather input on potential alternatives
- Prepare 5-year recommended transit service improvement plans 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 plans



●●●● Small Group Discussion Overview

18

- Process – facilitated discussion
- Questions to consider
 - Have you heard from potential employees that transportation may be a barrier to accepting or keeping a position?
 - What transportation services would you like to see?
 - Would your business be willing to financially contribute to potential transportation services?



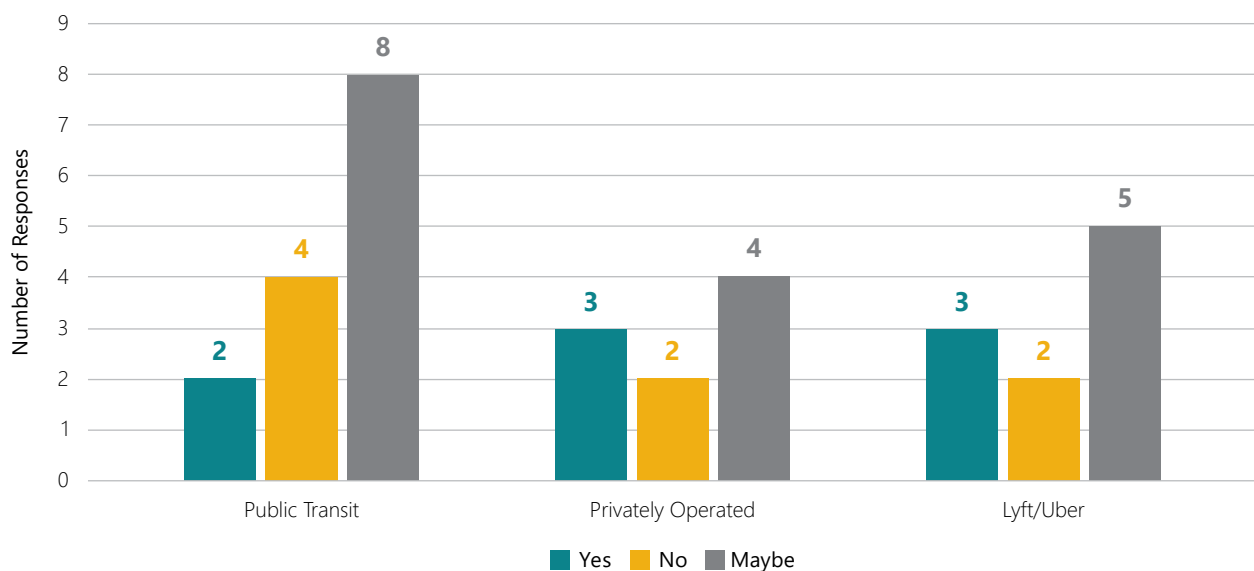
Figure C.3 (Continued)

Thank You

Jennifer Sarnecki | Transportation Planner
jsarnecki@sewrpc.org | 262.953.3202

SEWRPC.org  /SEWRPC  @SEW_RPC

Figure C.4
Willingness to Contribute to Transportation Services



**NON-PROFIT FOCUSED MEETING
HELD ON FEBRUARY 26, 2020
APPENDIX D**

Figure D.1
Materials Announcing the Non-Profit Focused Meeting

WAUKESHA AREA TRANSIT DEVELOPMENT PLAN: 2021–2025



YOU'RE INVITED!

Do you have ideas to improve existing transit services?

Come and share your thoughts about current services offered by Waukesha Metro Transit and Waukesha County Transit and your ideas about how to improve transit service in the future.

WHERE

Waukesha Public Library, Community Room
321 Wisconsin Avenue, Waukesha, WI 53186

WHEN

Wednesday, February 26, 2020

TIME

1:00 p.m. – 2:30 p.m.
Light snacks will be provided

▶▶ Please RSVP by **Wednesday, February 19th** to waukeshatdp@sewrpc.org or by calling **262.953.3202**

▶▶▶ At the request of Waukesha County and the City of Waukesha, the Regional Planning Commission is preparing a 5-year transit plan for the County and City. This plan will evaluate the existing transit services, analyze changes that could be made to the services, and make recommendations to Waukesha County and the City of Waukesha to change and improve services. ◀◀◀

Find out more at
sewrpc.org/WaukeshaTransit



Figure D.2
Sign In Sheet for the Non-Profit Focused Meeting



Sign-in Sheet

DATE: Wednesday, February 16, 2020

TIME: 1:00 p.m. – 2:30 p.m.

PLACE: Waukesha Public Library (Community Room)
 321 Wisconsin Avenue
 Waukesha, WI 53186

	Name	Email	I would like to receive future information about the Waukesha TDP
1	Ramon Zick		YES / NO
2	Aluzi	r_zick@independent.org aluzi@independent.org	YES / NO
3	Maureen Atwell	matwell@hebronhouse.org	YES / NO
4	Michael Egly	michael.e@waukeshafoodpantry.org	YES / NO
5	JANIS FERGUSON	J.FERGUSON@ATT.NET	YES / NO
6	Jen Hoggatt	jhogatt@elmbrook.org	YES / NO
7	Jacarie Smith	jacari@waukesha@gmail.com	YES / NO
8			YES / NO
9			YES / NO
10			YES / NO
11			YES / NO
12			YES / NO
13			YES / NO
14			YES / NO
15			YES / NO

**SURVEY RESPONSES DURING FOCUSED
OUTREACH FEBRUARY 2020 – APRIL 2020
APPENDIX E**

Figure E.1
Survey Results from the School District of Waukesha

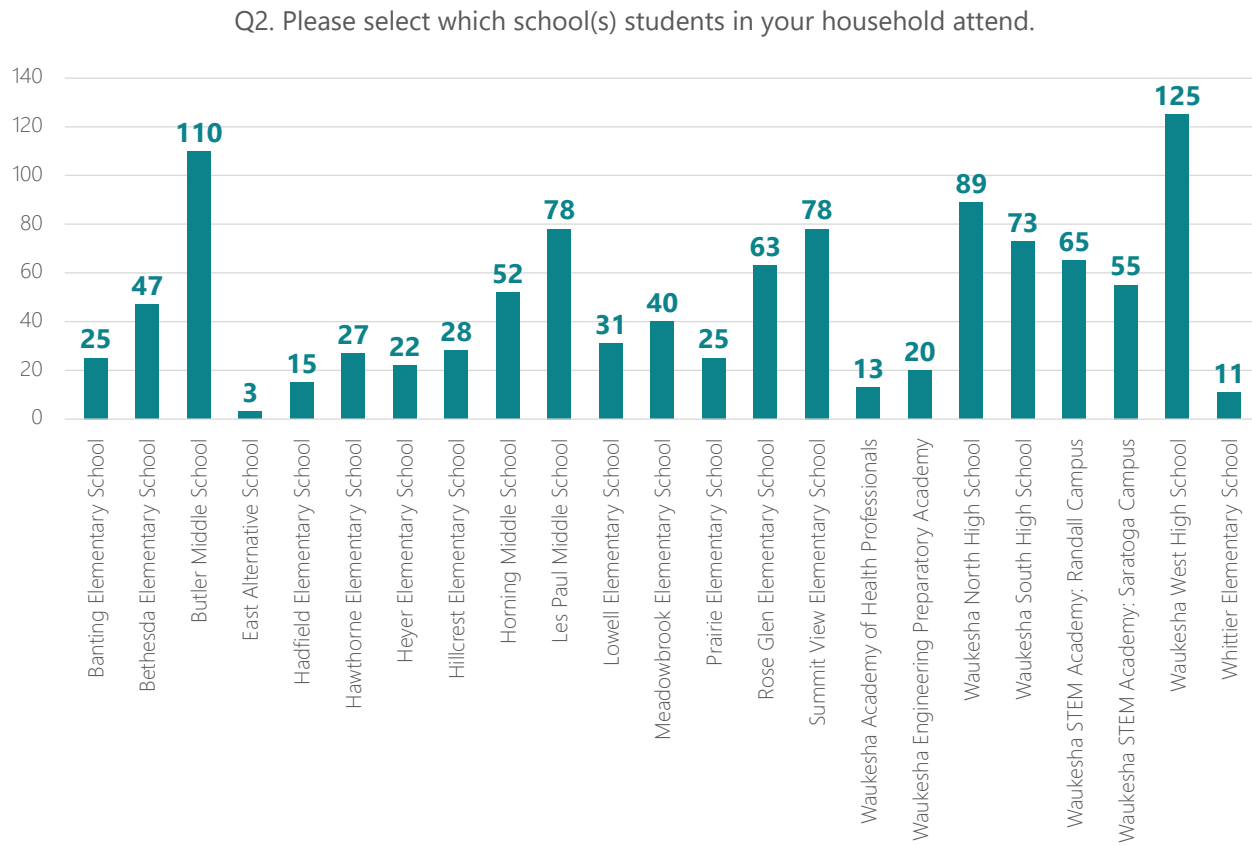
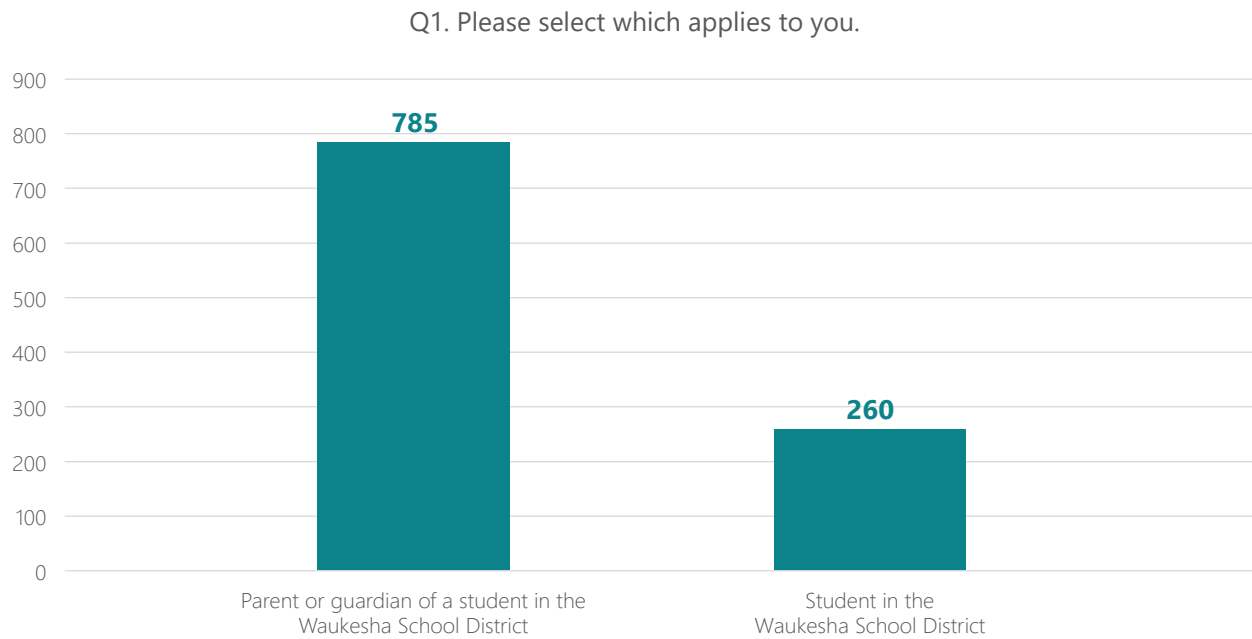


Figure E.1 (Continued)

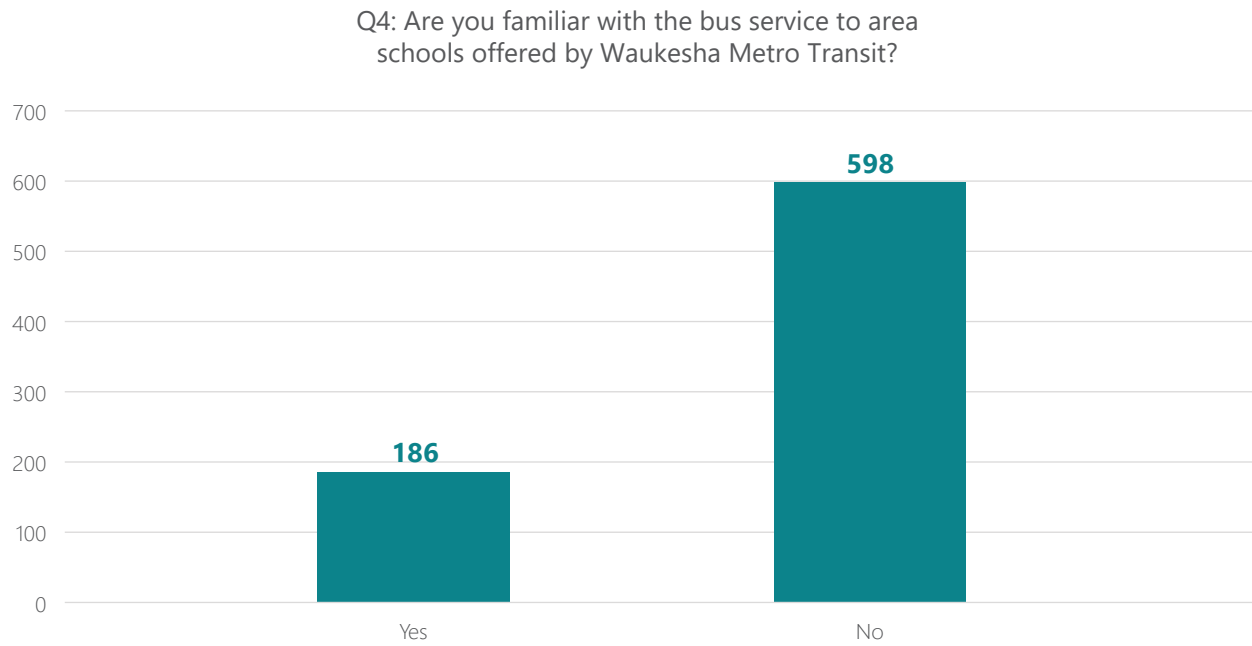
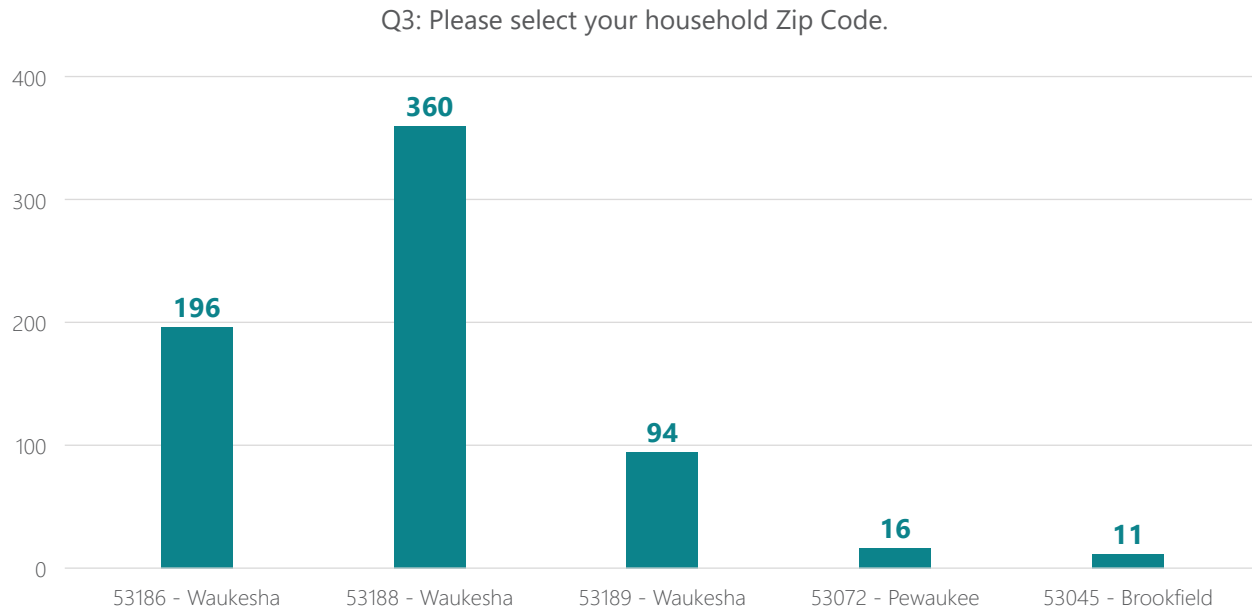
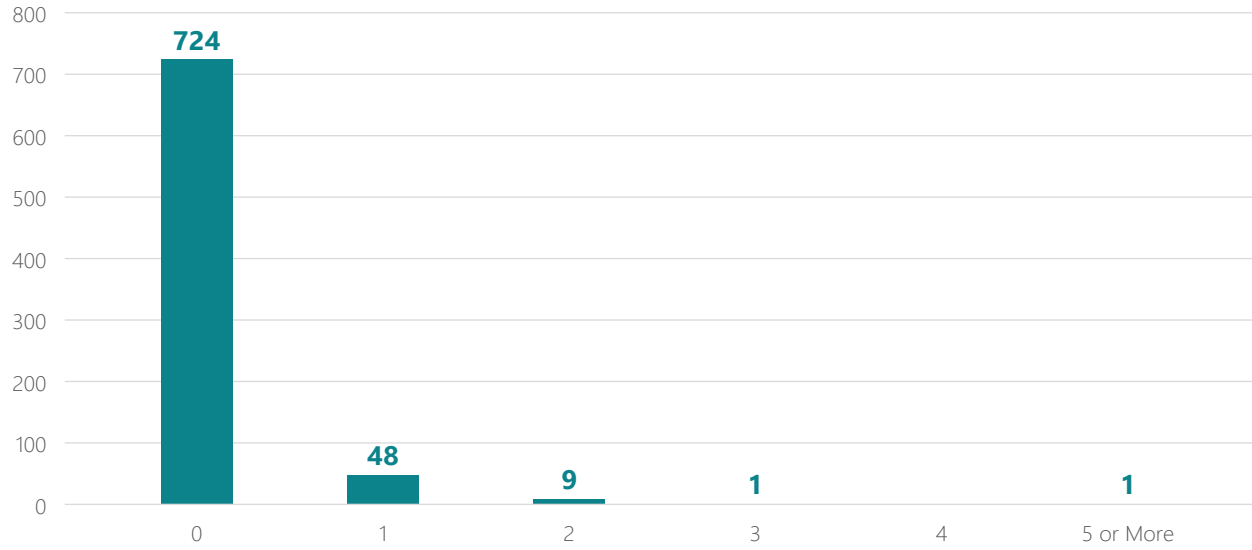


Figure E.1 (Continued)

Q5: Please indicate the number of students in your household that ride Waukesha Metro Transit to/from school.



Q6: Which routes does student 1 take to school?

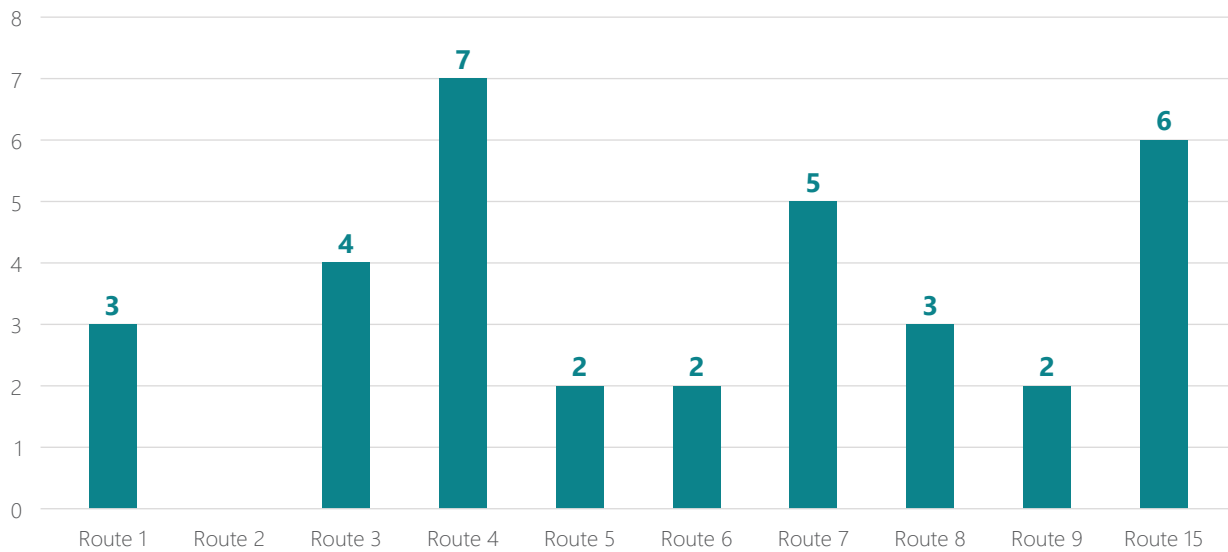


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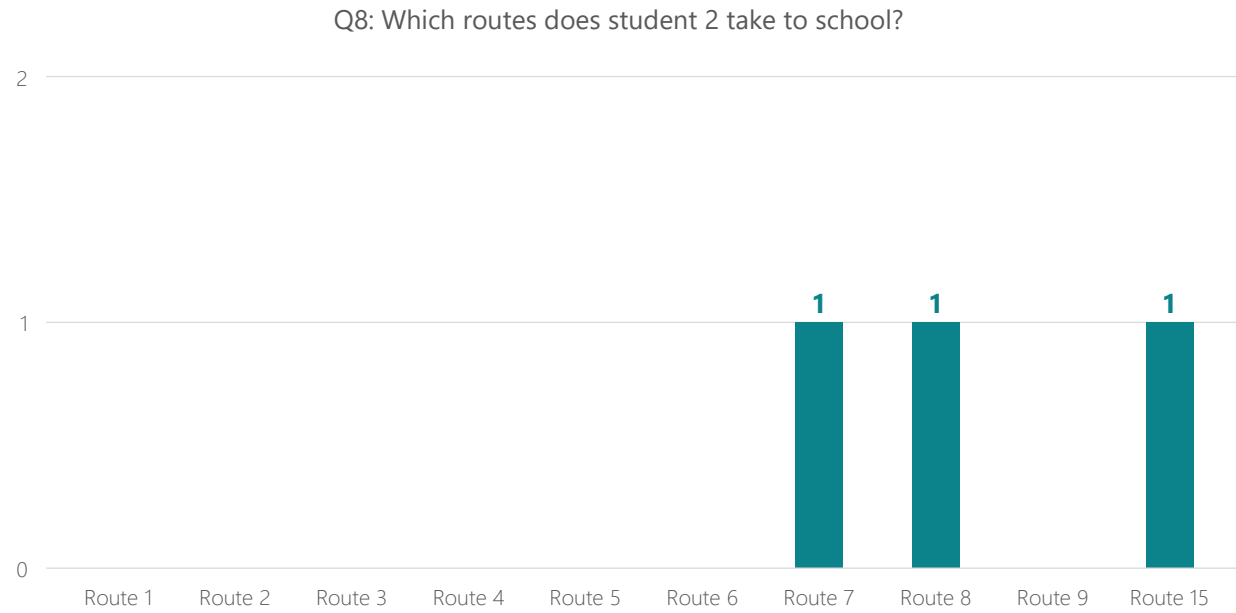
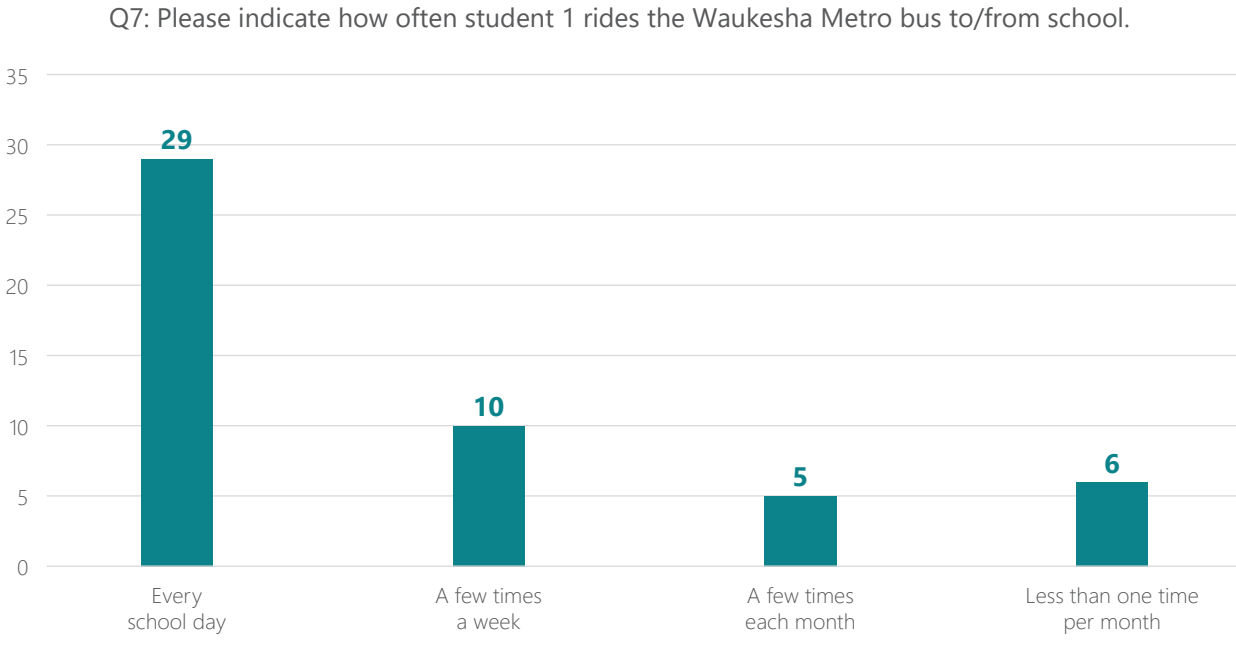


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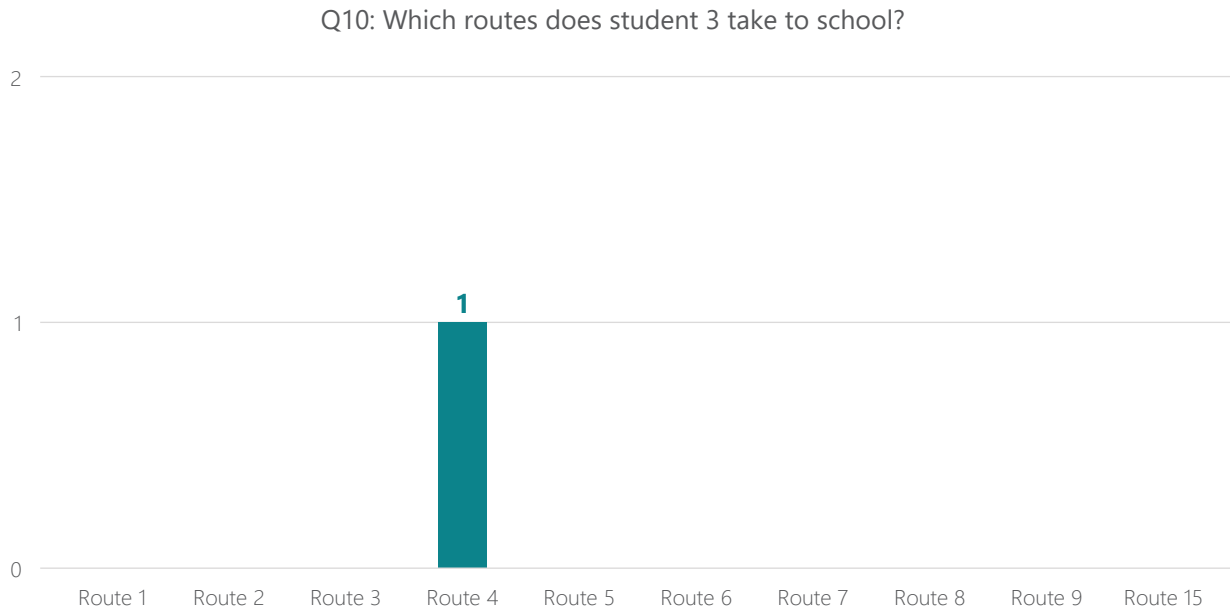
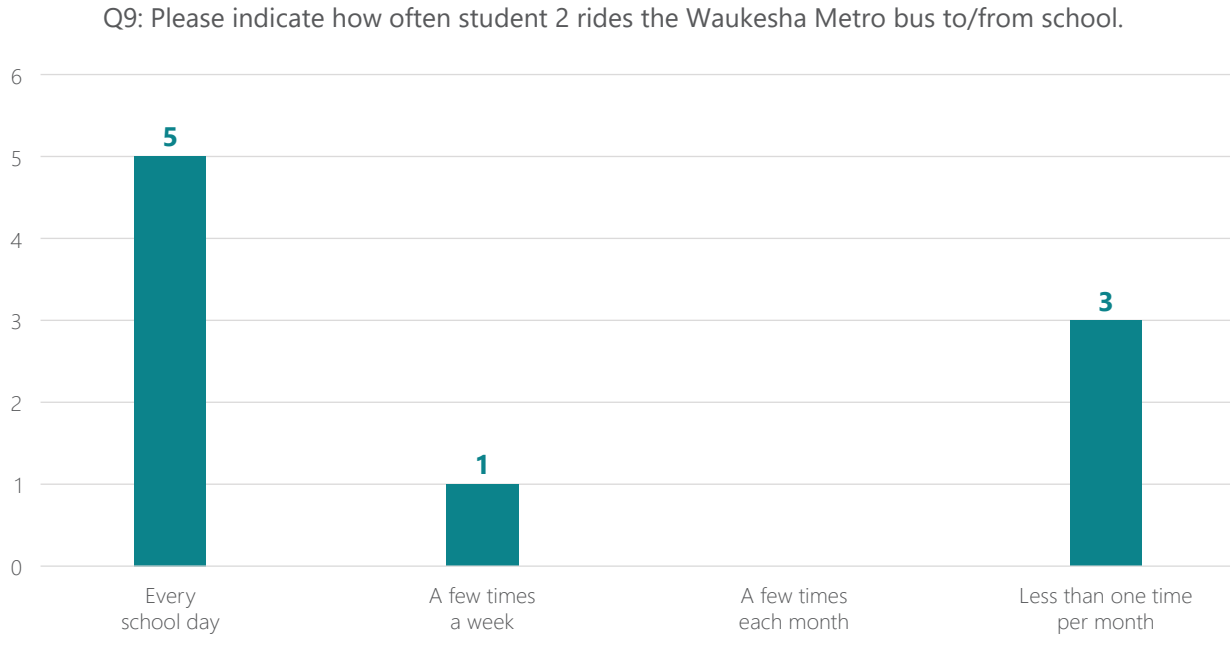
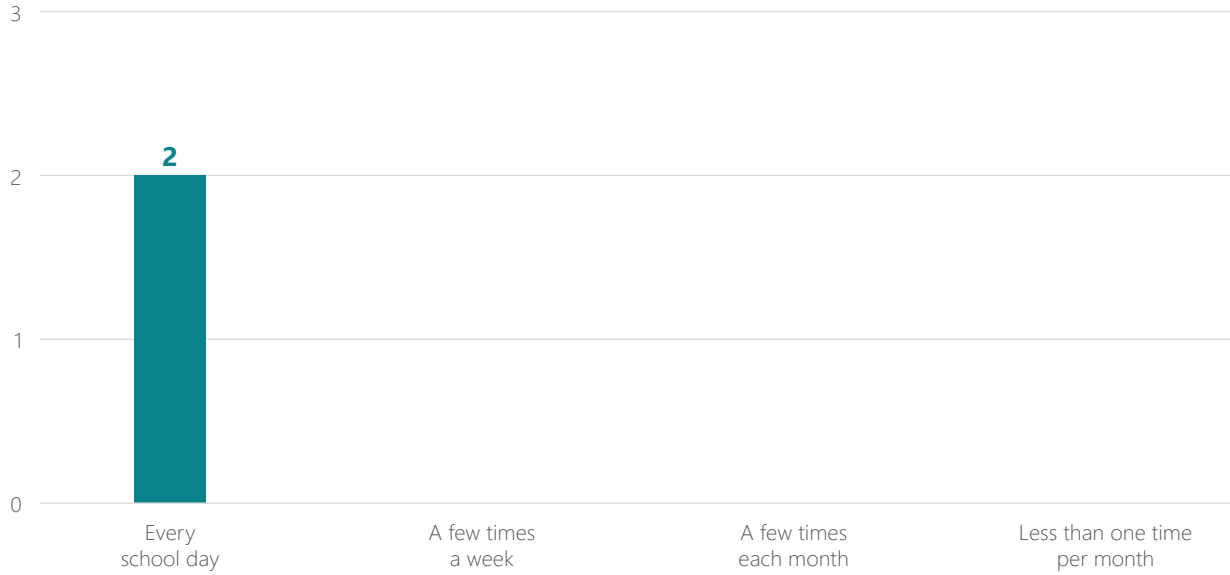


Figure E.1 (Continued)

Q11: Please indicate how often student 3 rides the Waukesha Metro bus to/from school.



Q12: Which routes does student 5 take to school?

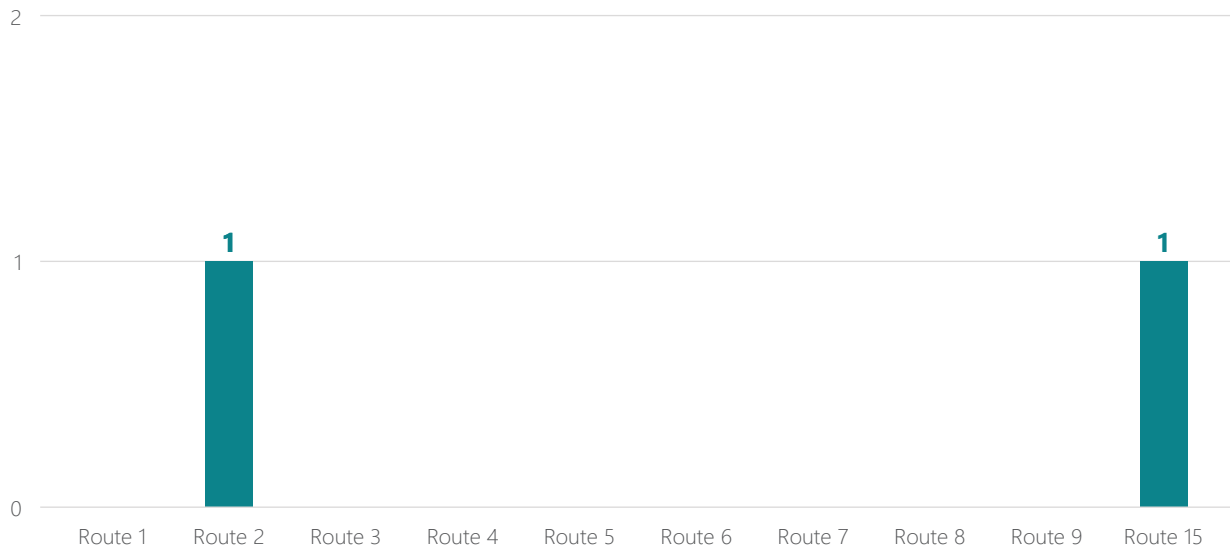
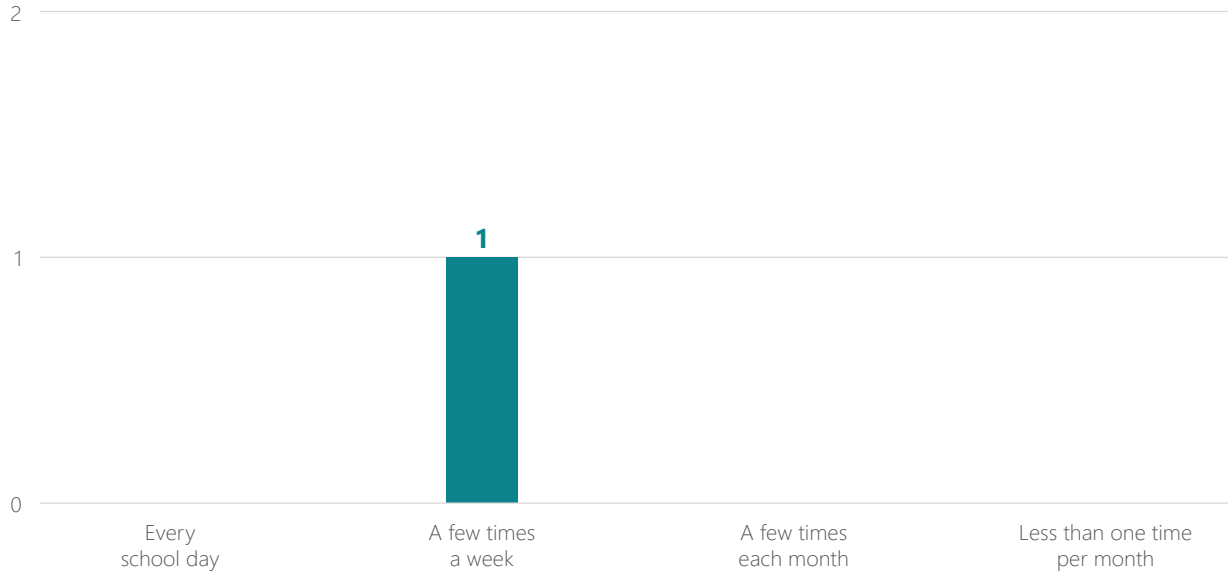
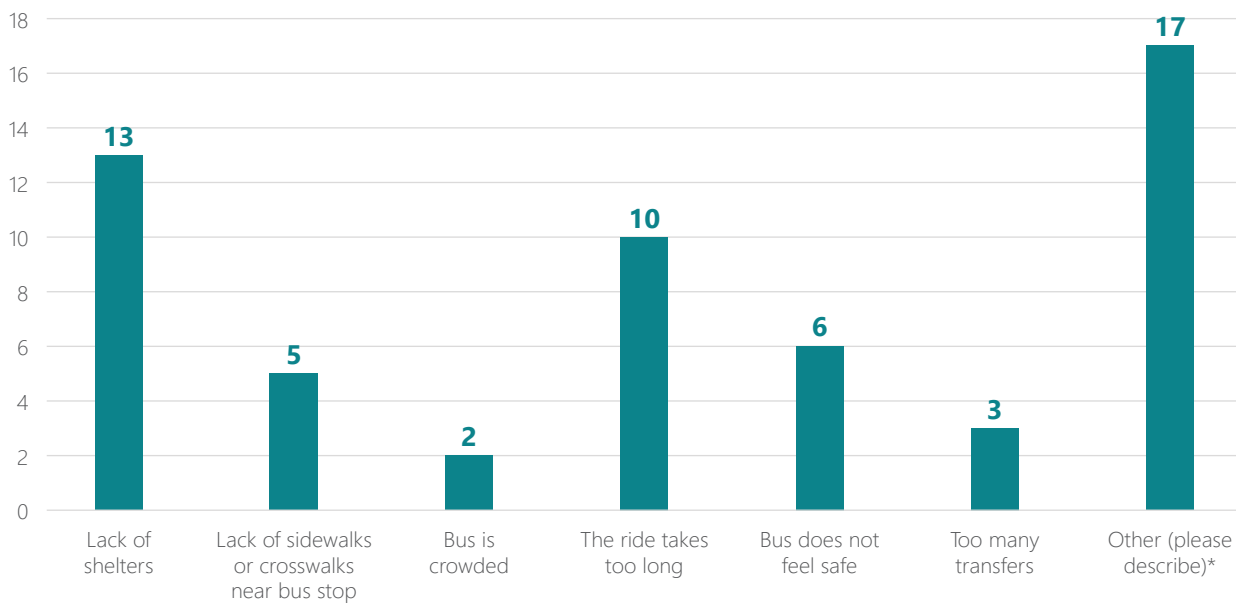


Figure E.1 (Continued)

Q13: Please indicate how often student 5 rides the Waukesha Metro bus to/from school.

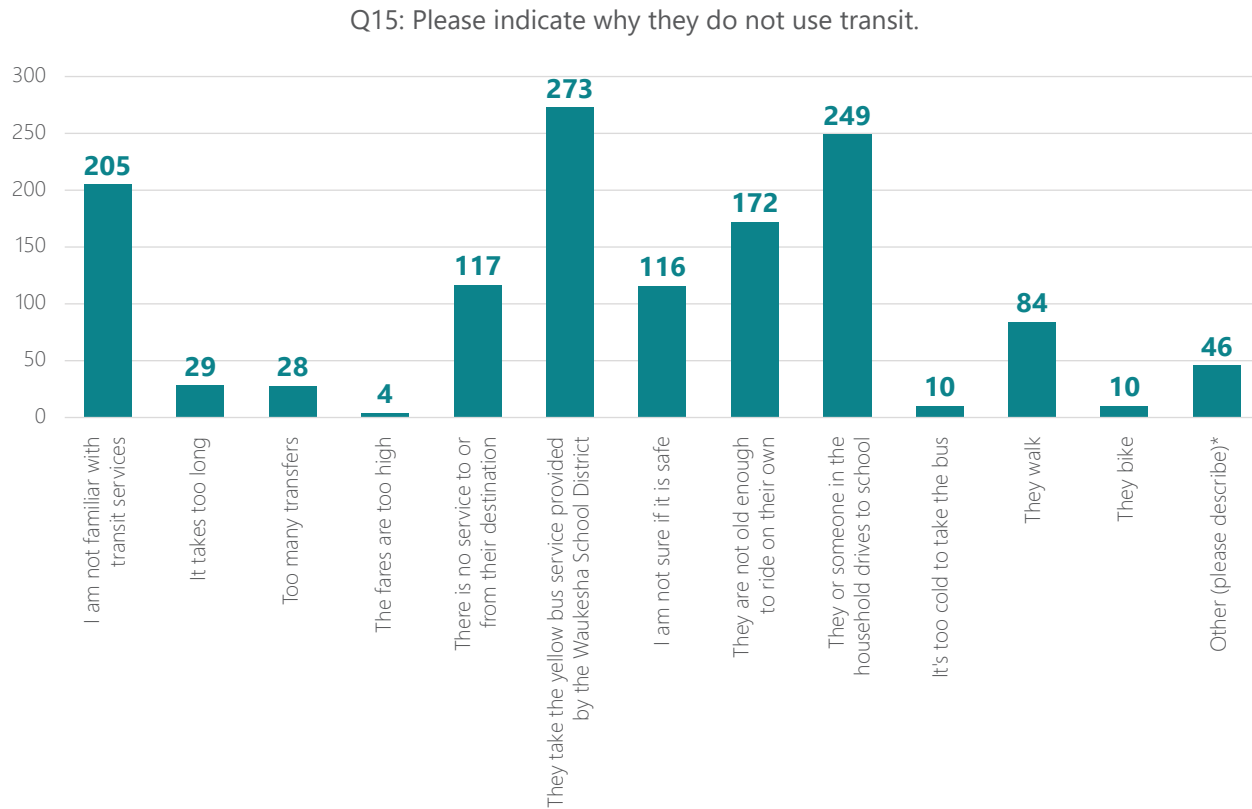


Q14: Please identify challenges student(s) in your household experience when riding to/from school



*Other: Stops not located nearby (6); Schedule does not work (4); Concerned about safety (3)

Figure E.1 (Continued)



*Other: Other transportation service available (24); Service not available from my location (7)

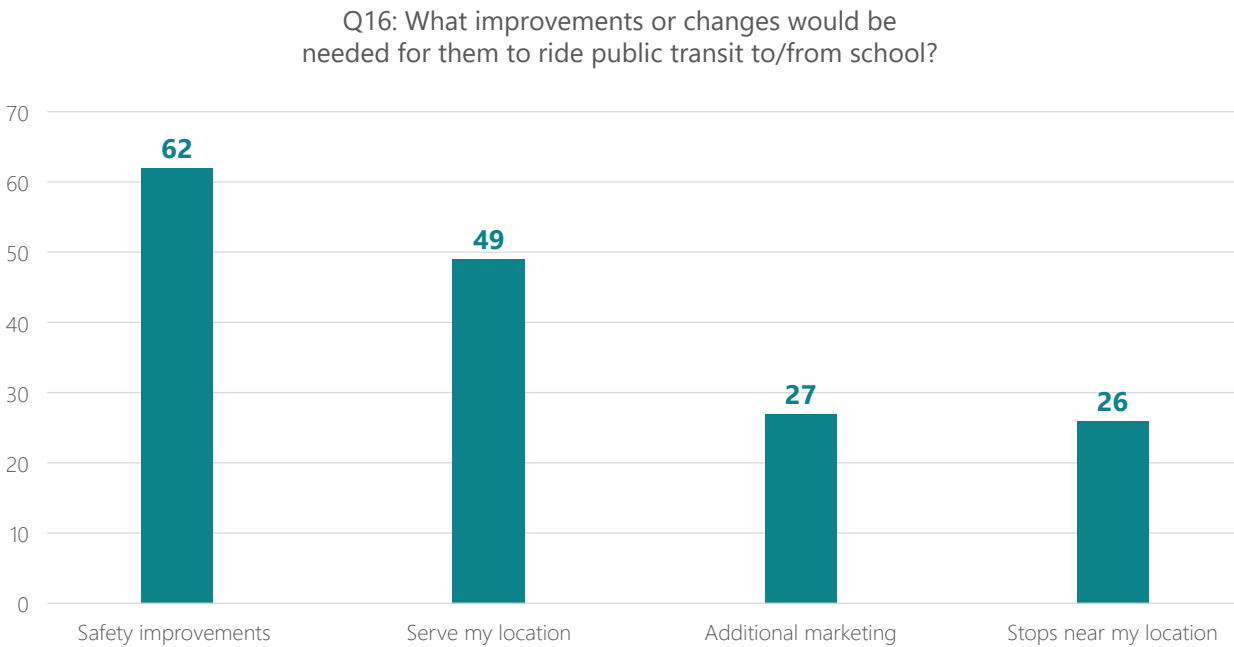
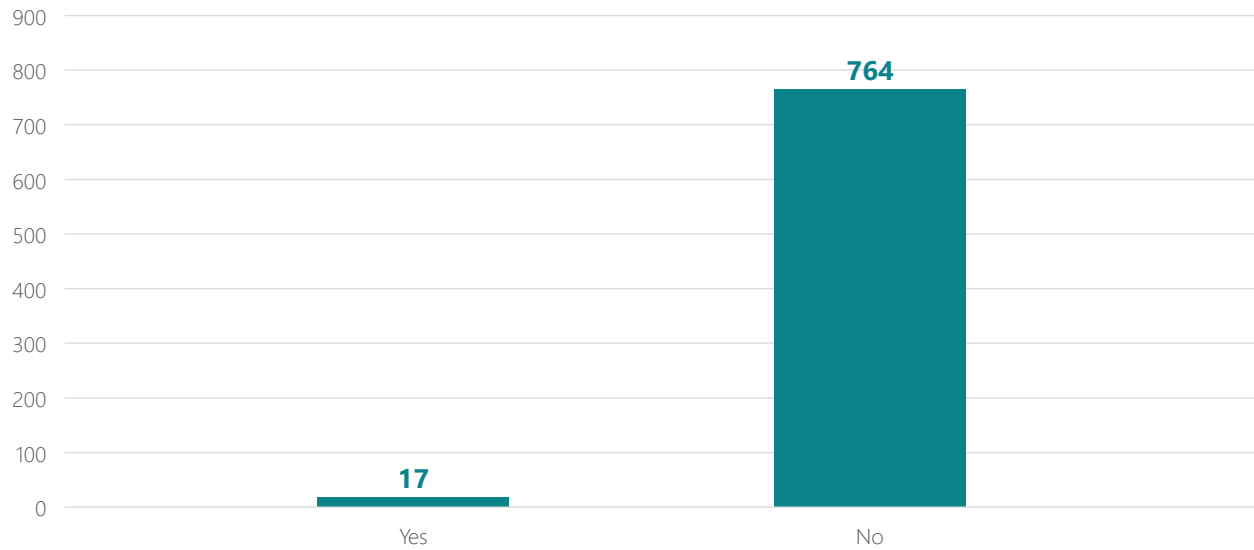


Figure E.1 (Continued)

Q17: Do you ride Waukesha Metro Transit or Waukesha County Transit for your daily activities?



Q18: Which transit services do you use?

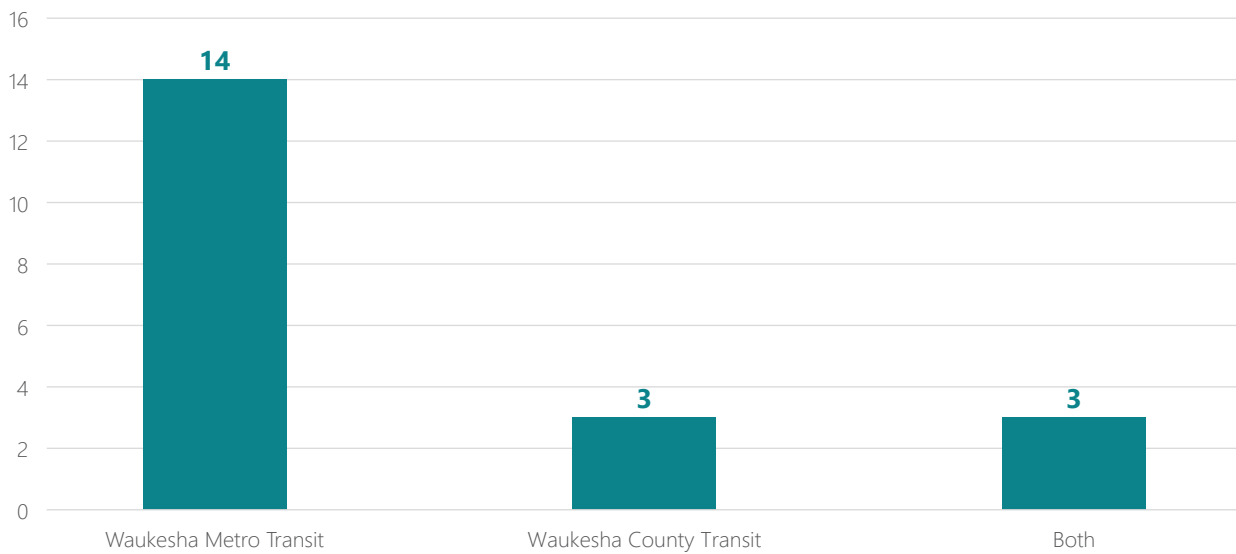


Figure E.1 (Continued)

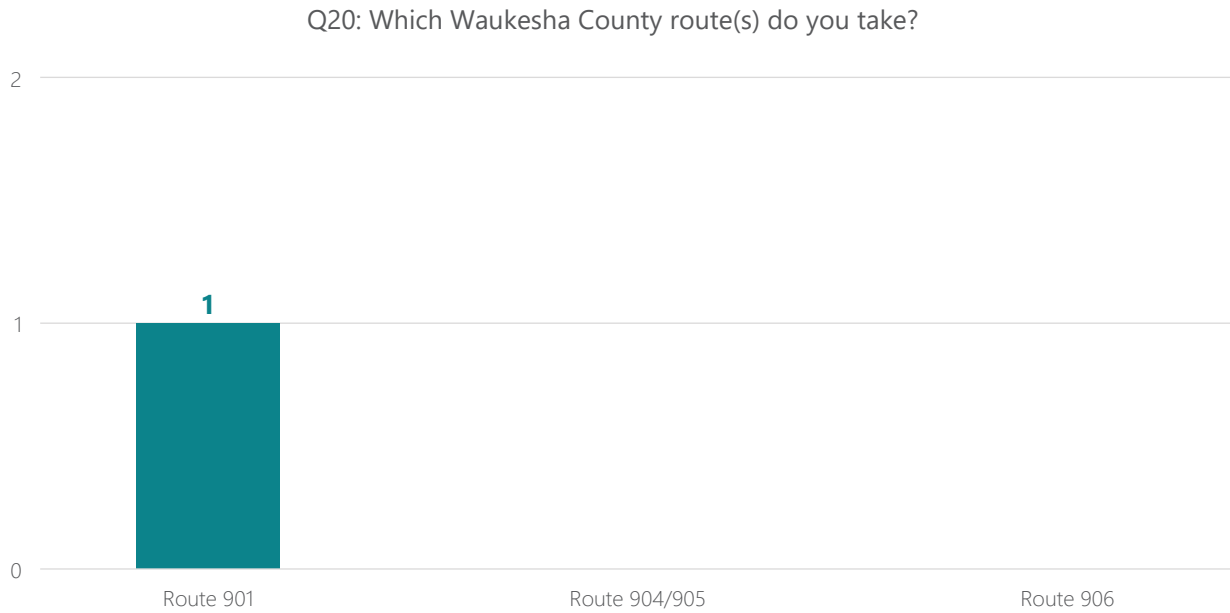
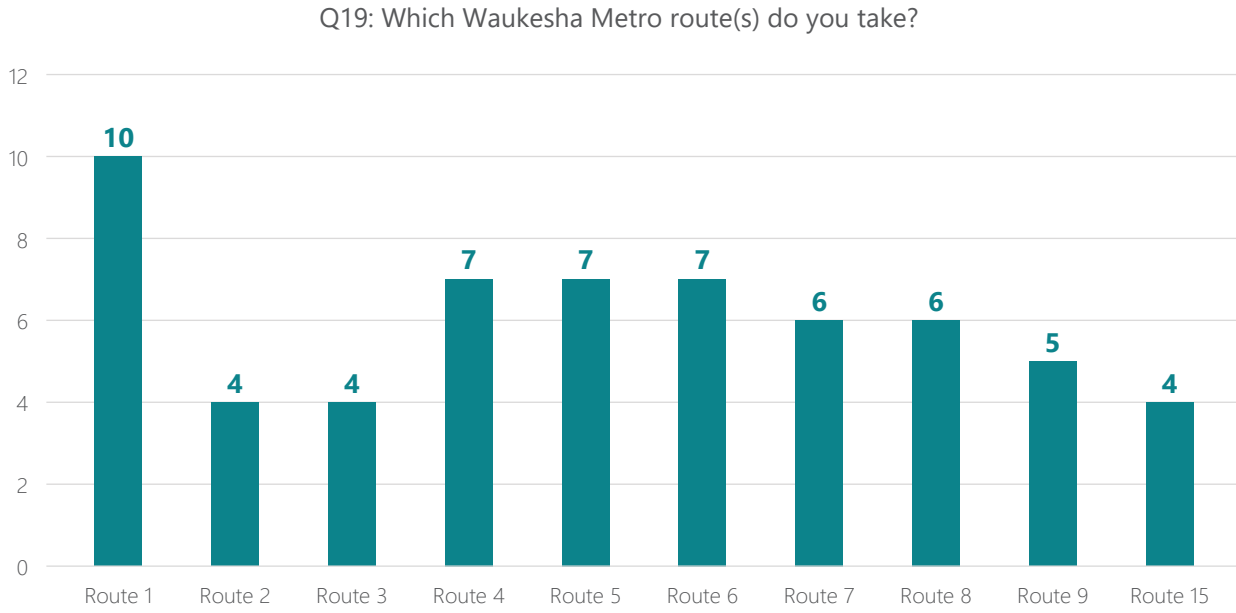
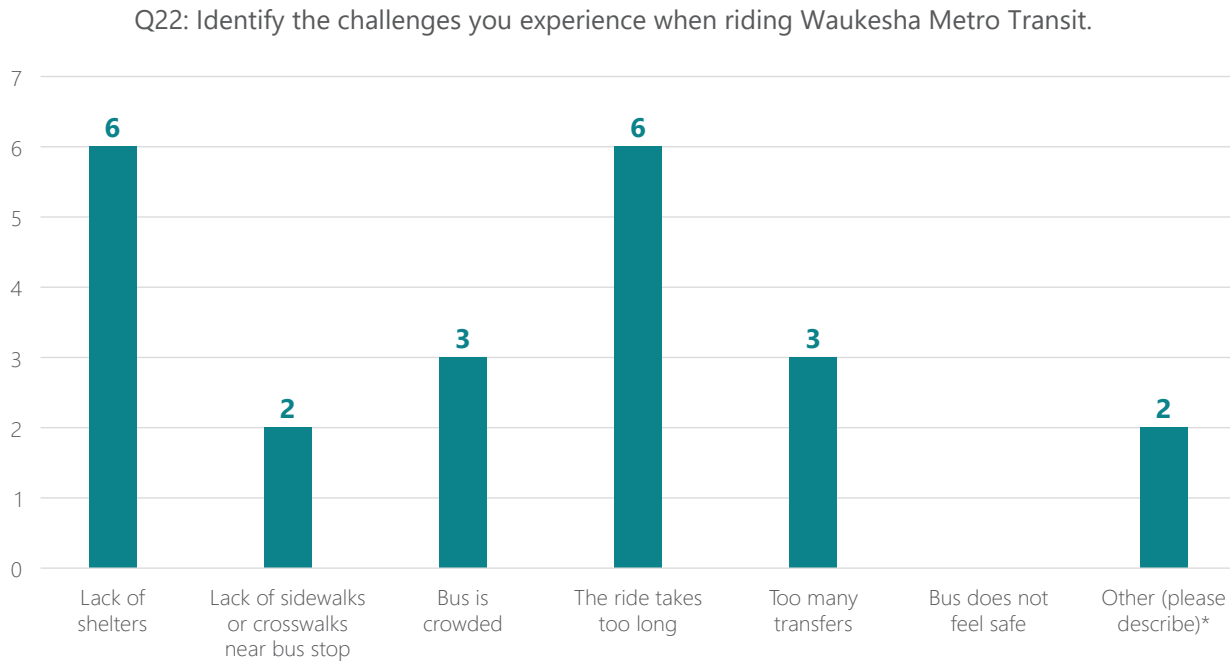
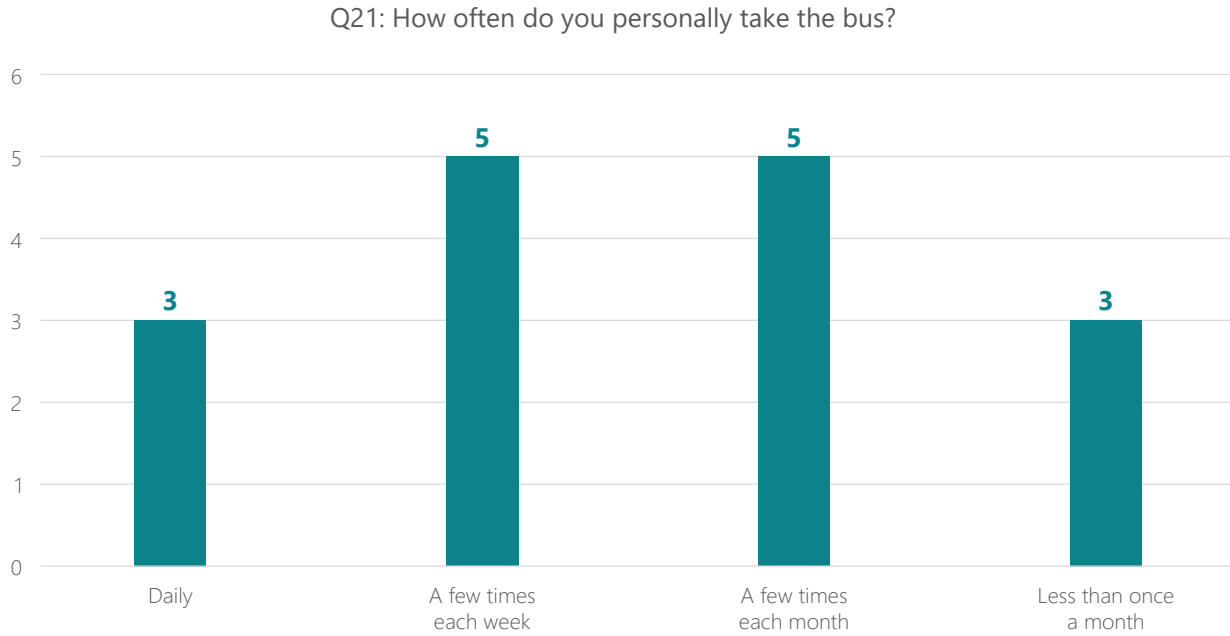


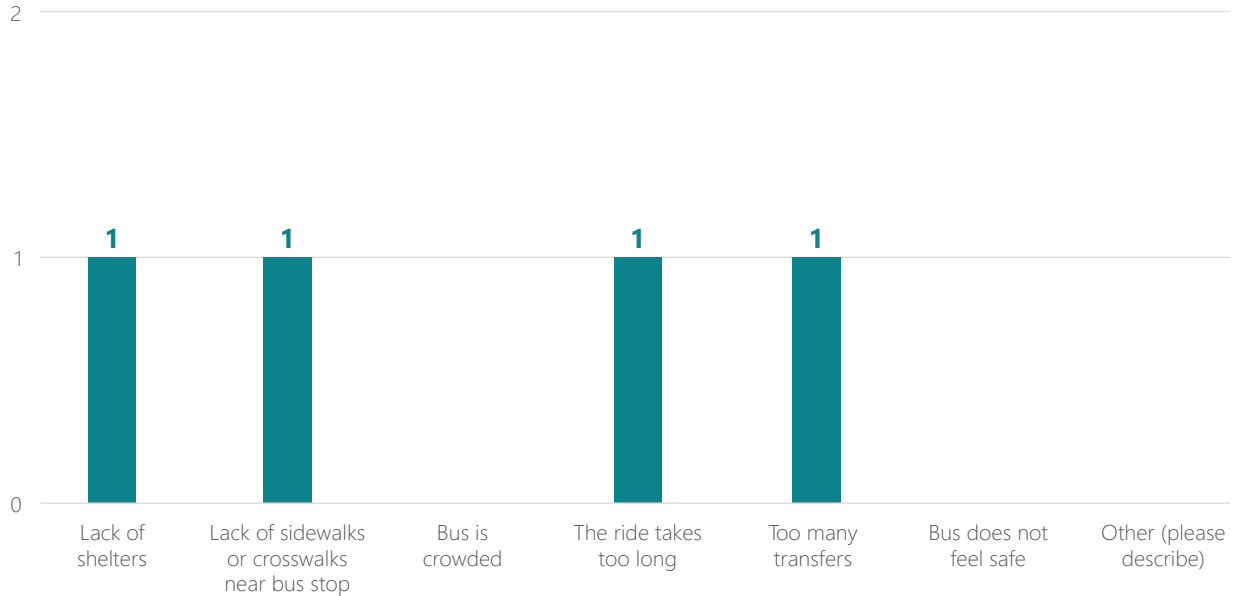
Figure E.1 (Continued)



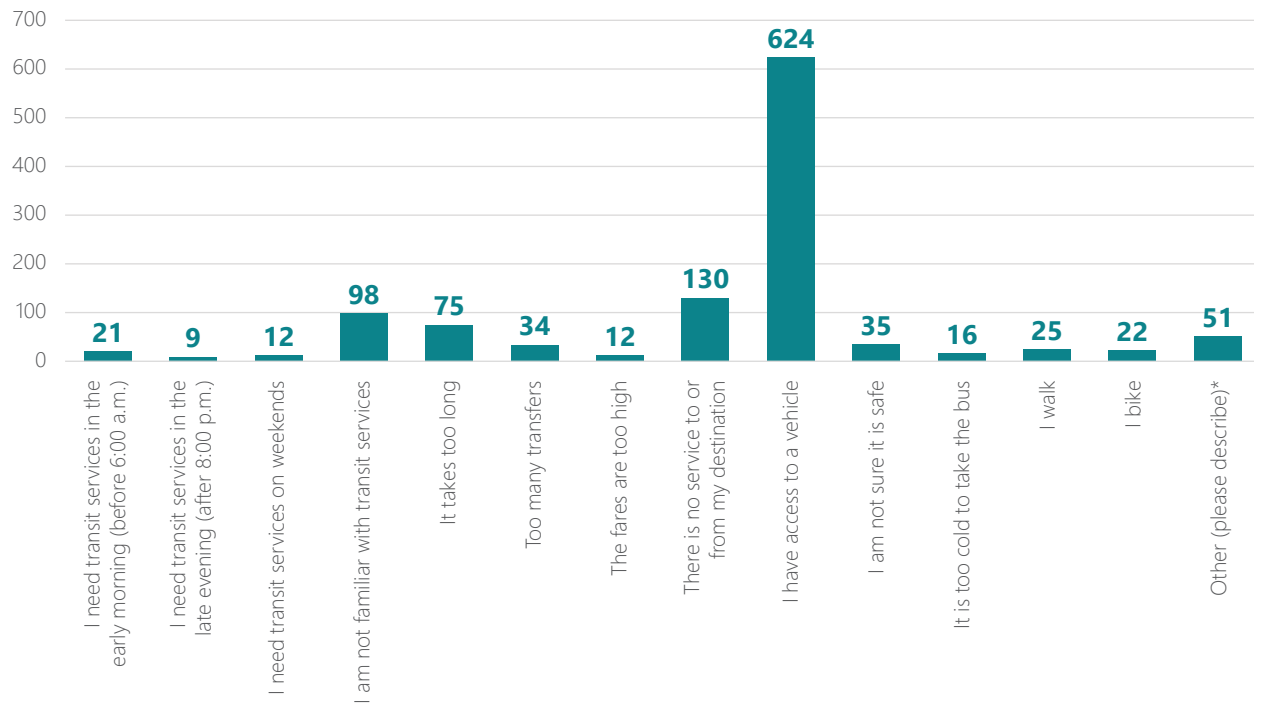
*Other: Safety (1)

Figure E.1 (Continued)

Q23: Identify the challenges you experience when riding Waukesha County Transit.



Q24: Please indicate why you do not use transit.



*Other: Other transportation is available (19); Does not serve my location (13)

Figure E.1 (Continued)

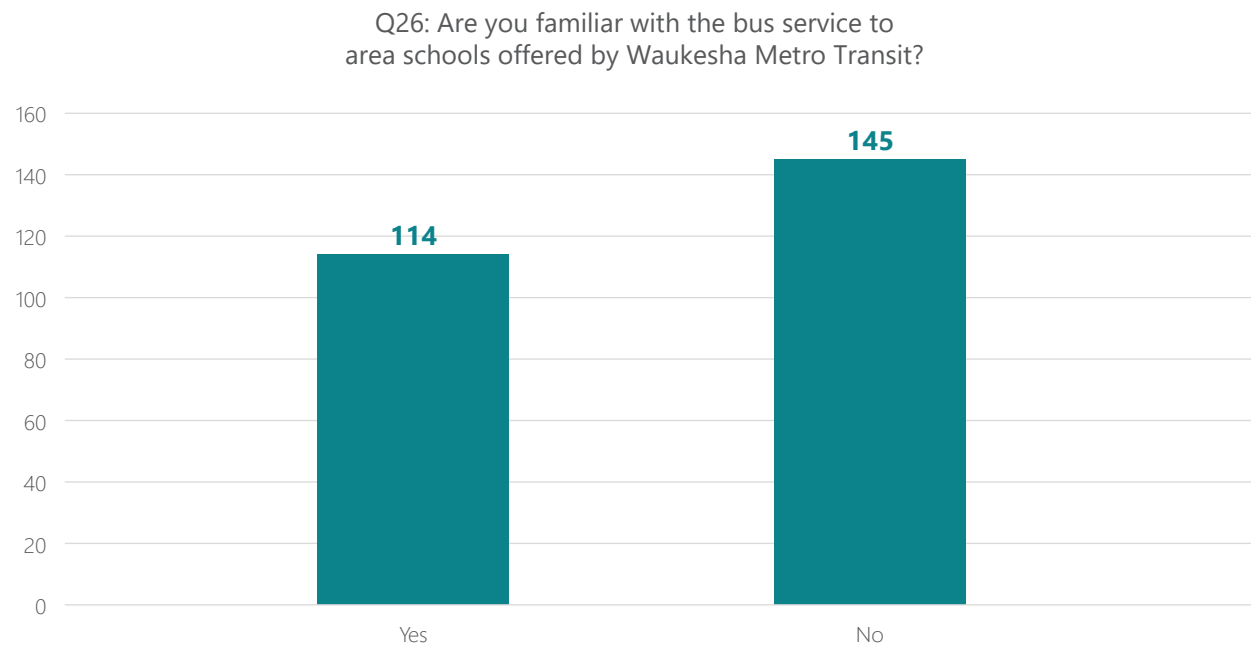
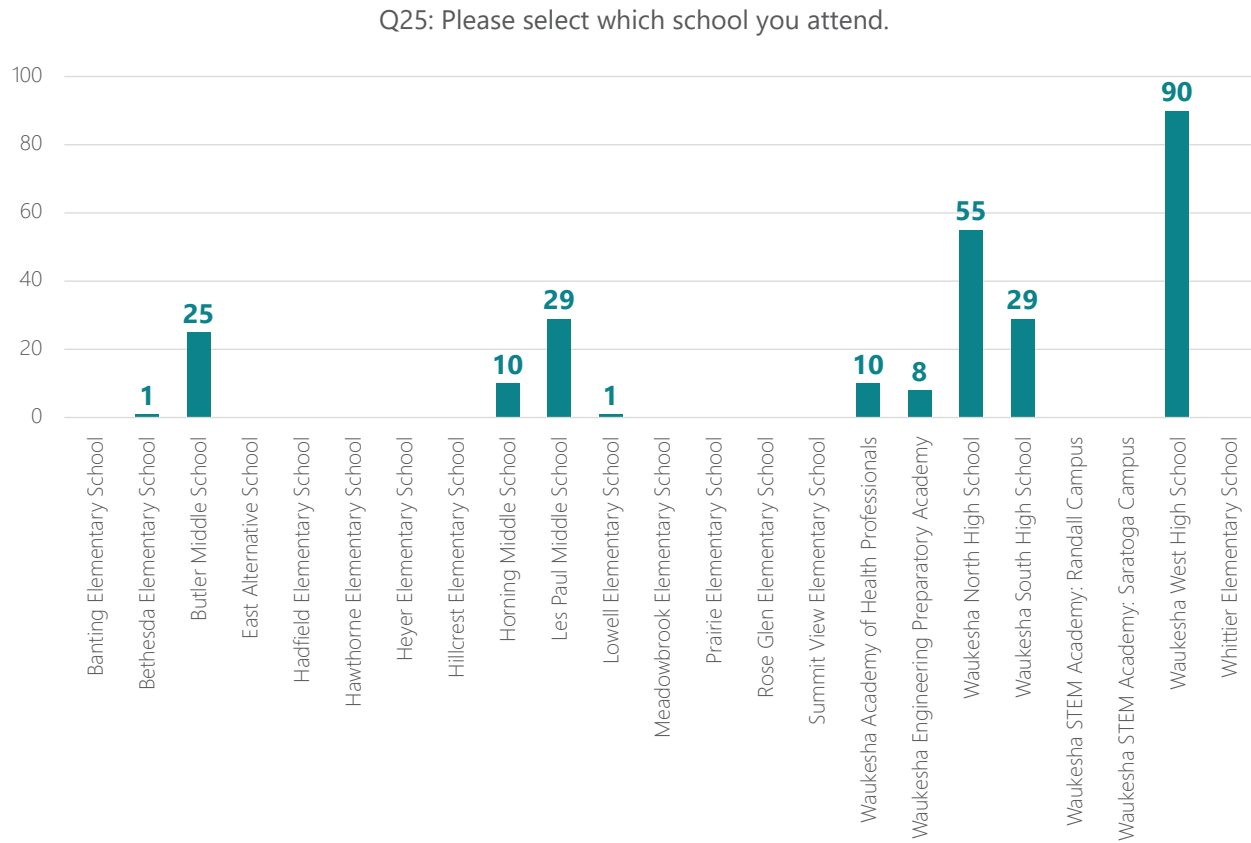


Figure E.1 (Continued)

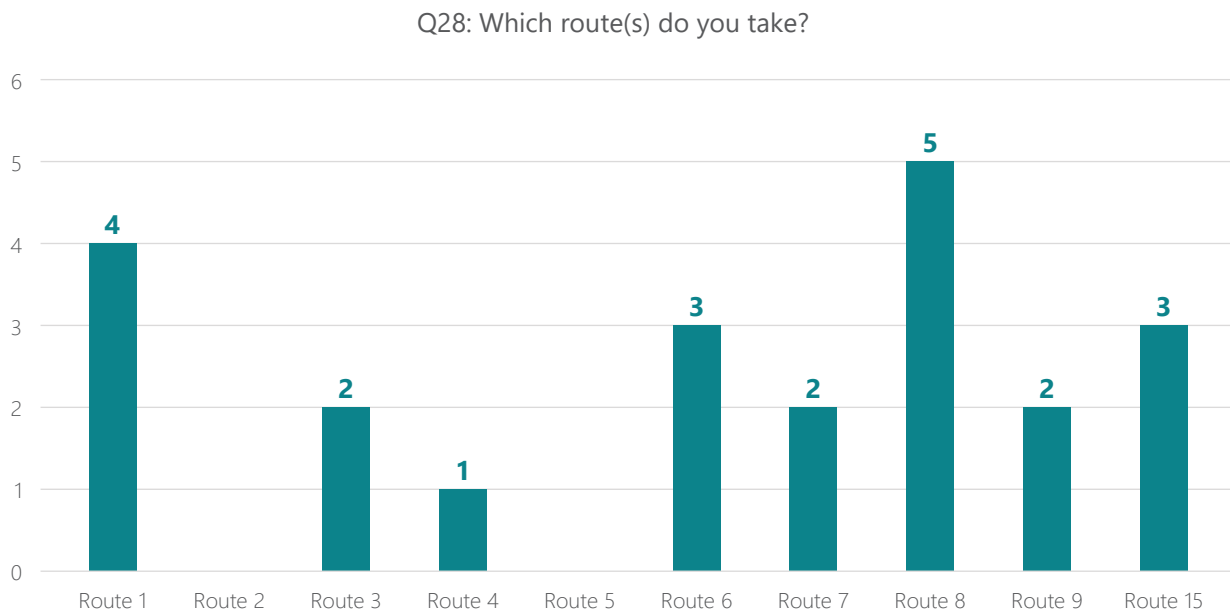
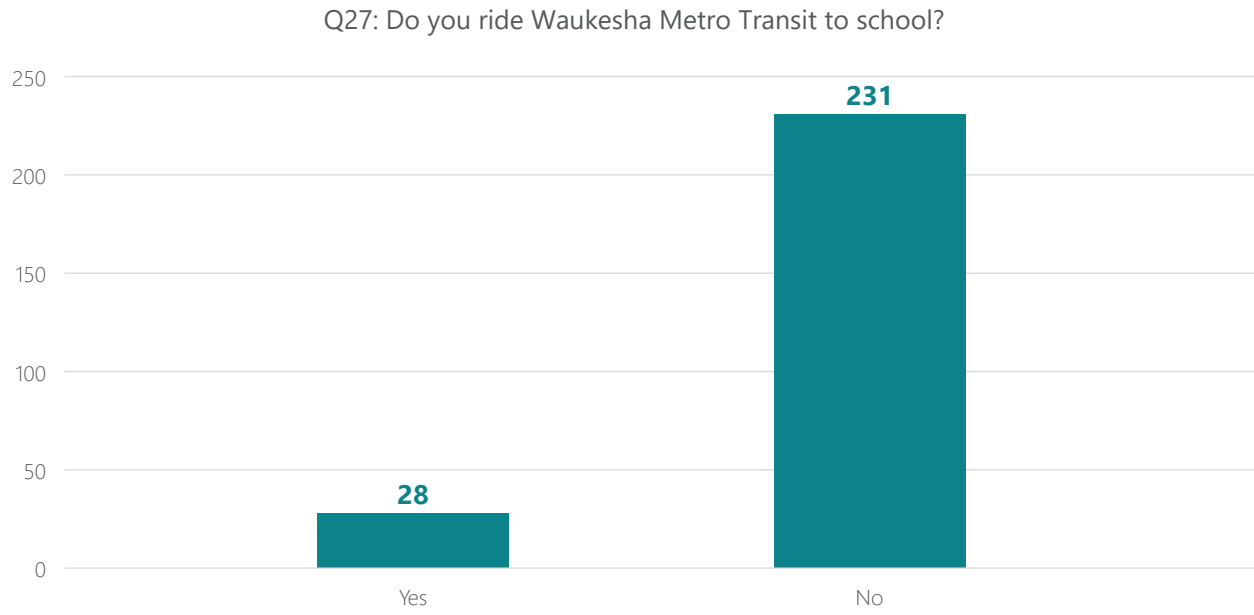
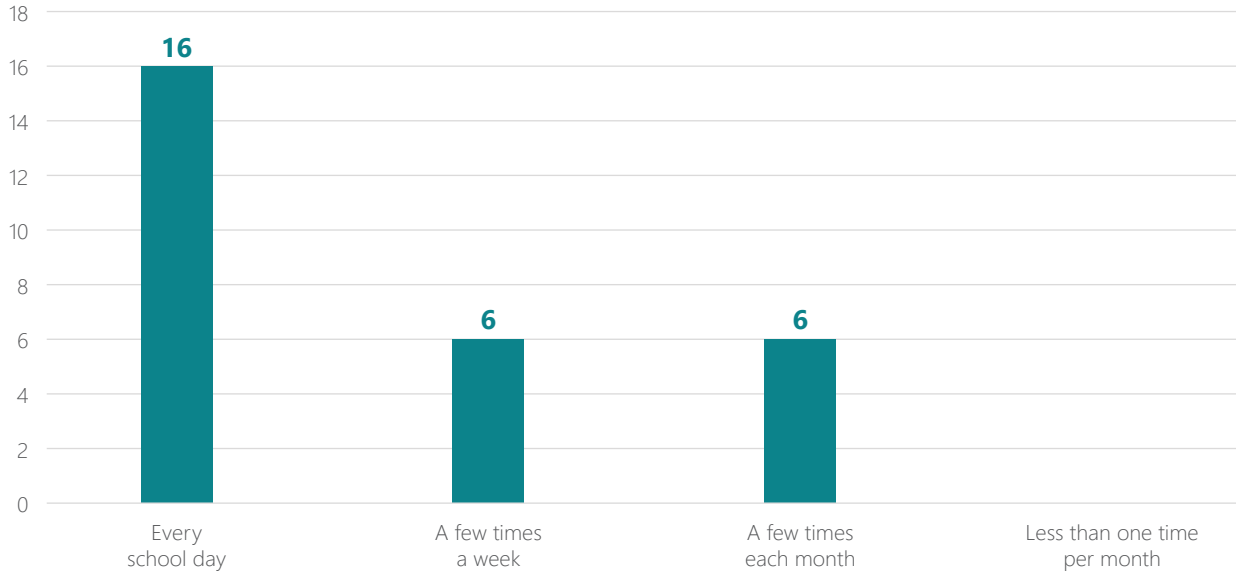
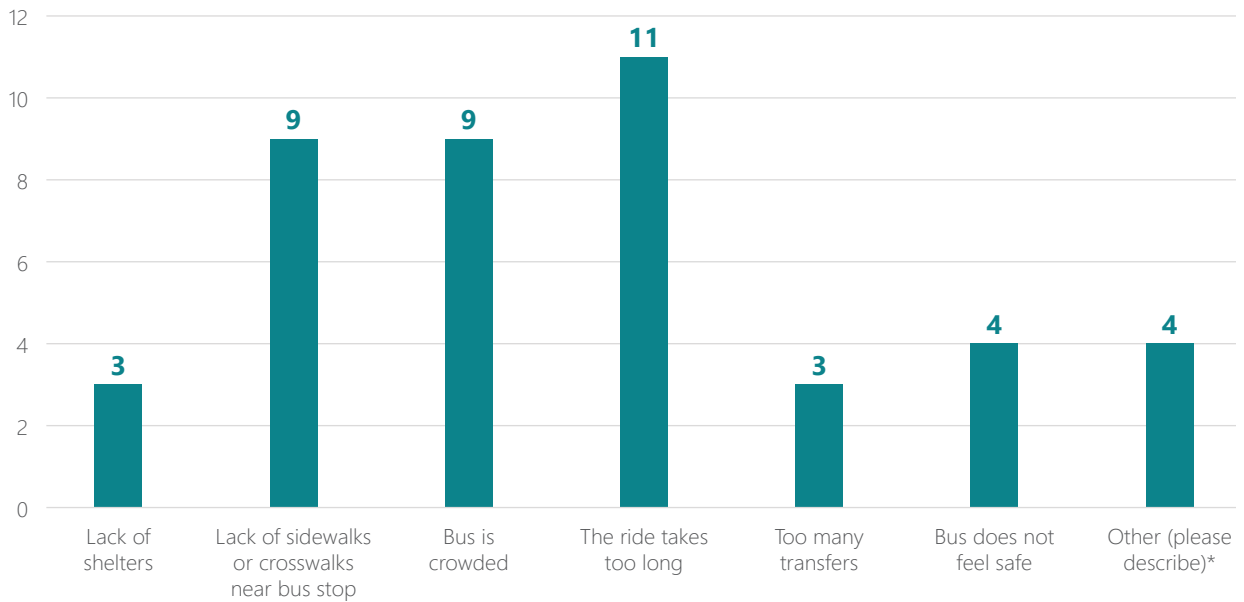


Figure E.1 (Continued)

Q29: How often do you take the bus to school?

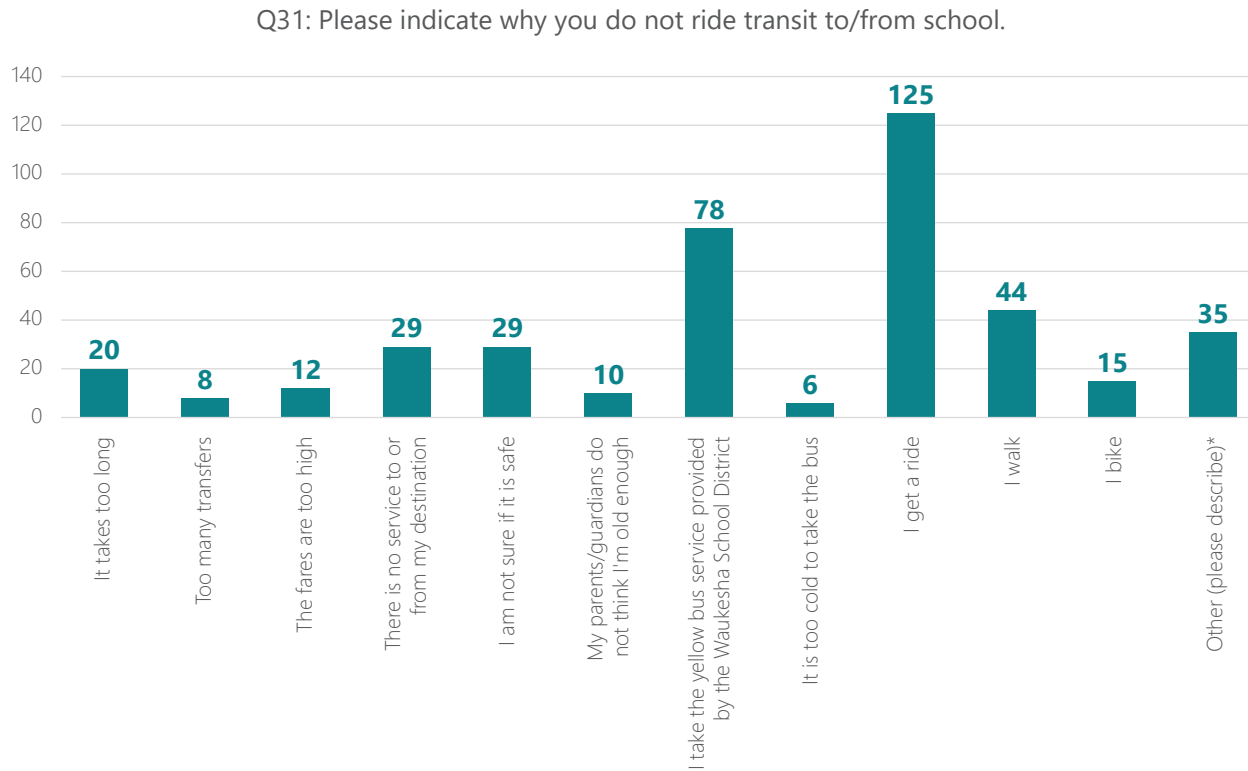


Q30: Identify challenges you experience when riding transit to/from school.



*Other: Safety concerns (2); Doesn't work with my schedule (2)

Figure E.1 (Continued)



*Other: Other transportation available (26); I live close to school (2)

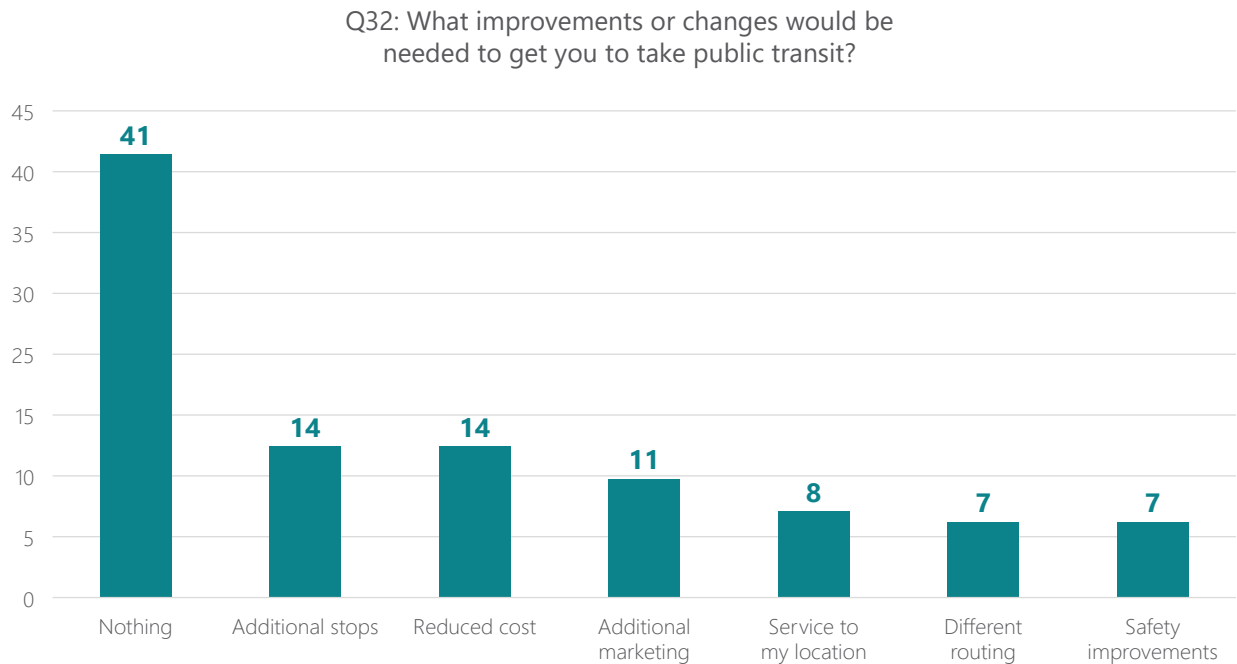
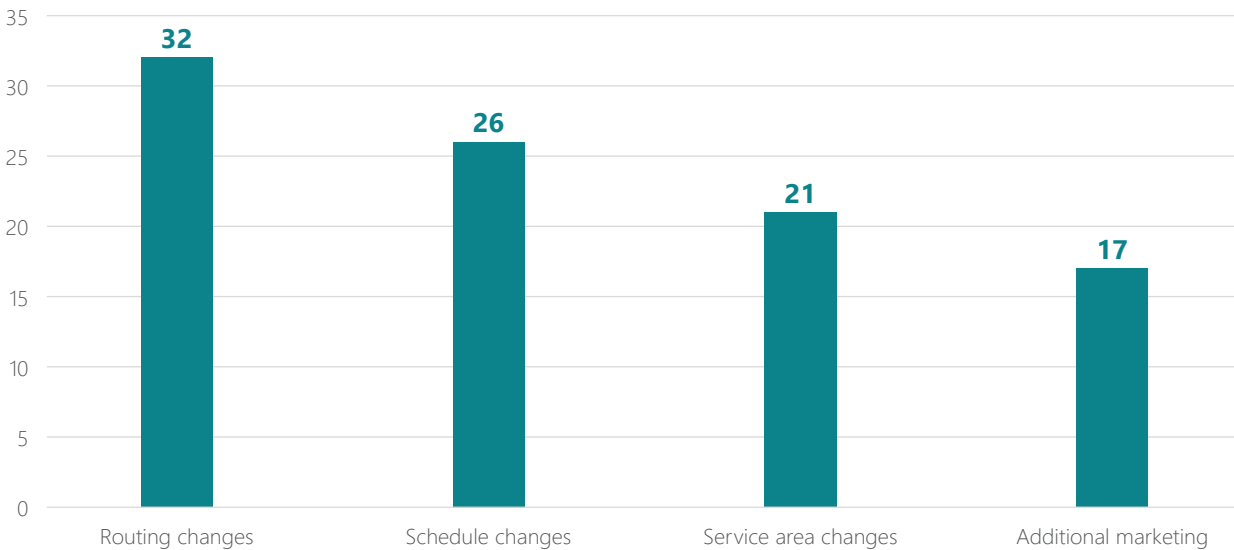


Figure E.1 (Continued)

Q33: Do you have suggestions or ideas for improvements for Waukesha Metro Transit, such as fare changes, new areas to serve, additional routes, extended routes, extended service days, or extended service hours?



Q34: Do you have suggestions or ideas for improvements for Waukesha County Transit, such as fare changes, new areas to serve, additional routes, extended routes, extended service days, or extended service hours?

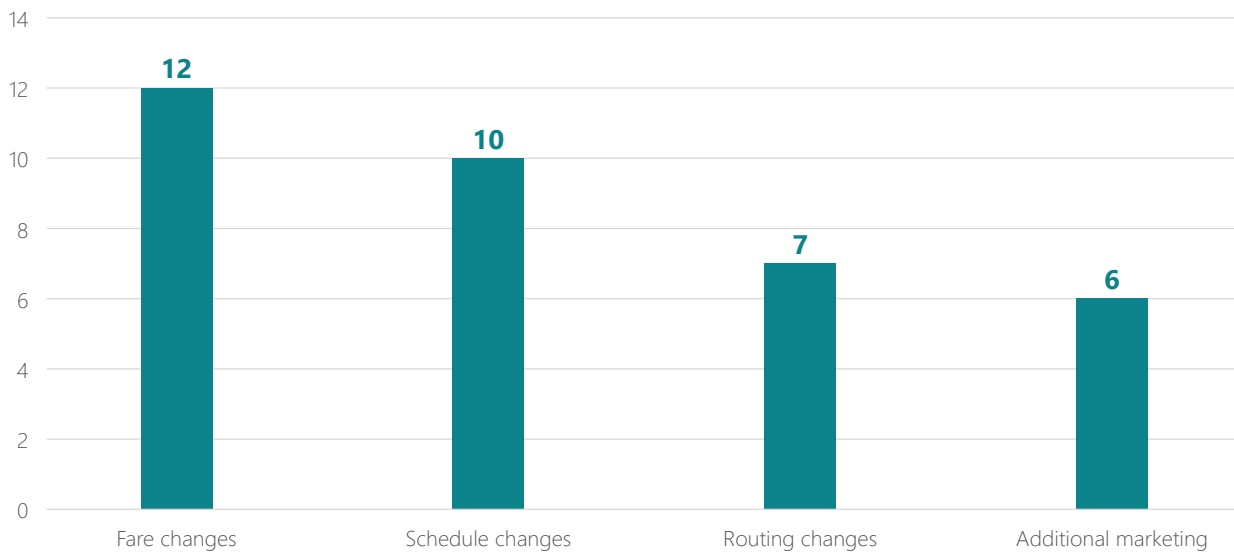


Figure E.1 (Continued)

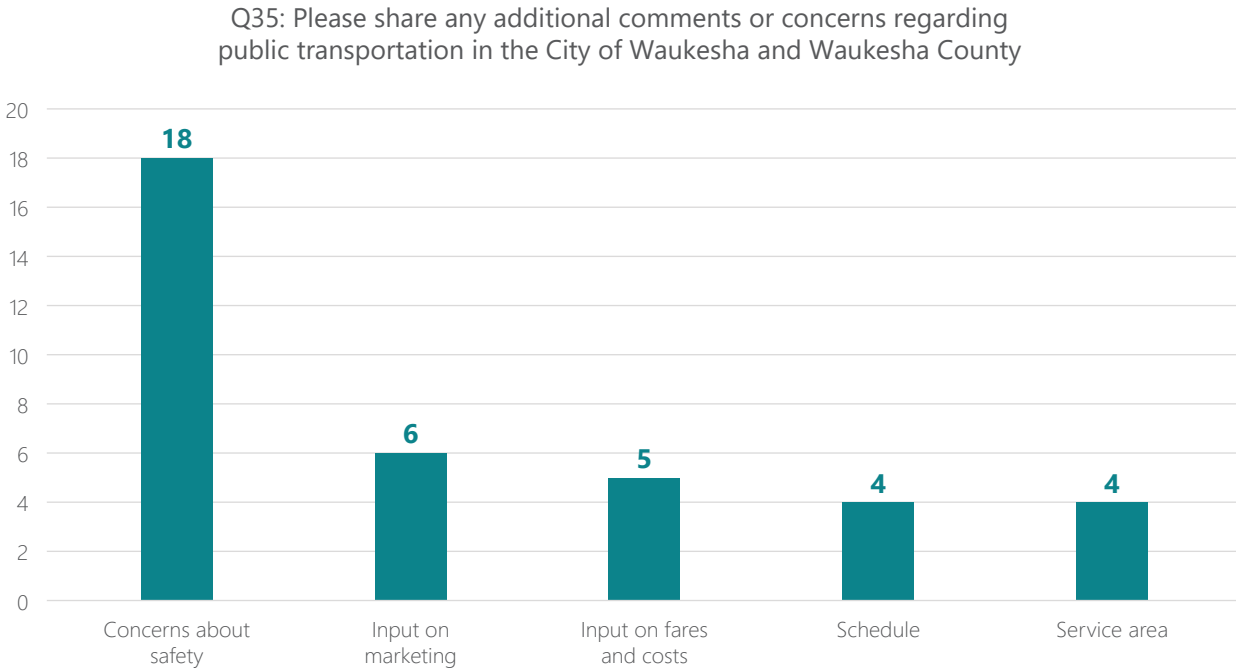


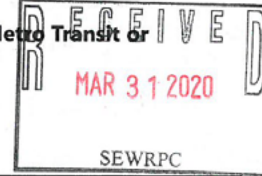
Figure E.2
Survey Responses from the Adaptive Community Approach Program Staff Survey

①

**WAUKESHA AREA TRANSIT
 DEVELOPMENT PLAN: 2021-2025**

Are your clients familiar with the transportation services offered by Waukesha Metro Transit or Waukesha County Transit? Use the space below for any comments.

Yes No



Do your clients ride local routes offered by Waukesha Metro Transit or Waukesha County Transit? Use the space below for any comments.

Yes No

If yes, generally how often?

Daily 2 – 4 times a week Once a month Infrequently

Which route(s) do your clients take?

If no, which mode(s) of transportation do your clients primarily use? Check all that apply. Use the space below for any comments.

Car Walk Bike Carpool Ride-Hailing (Uber, Lyft)

Other: _____

Do your clients use paratransit services offered by Waukesha Metro Transit or Waukesha County Transit? Check all that apply.

Yes, they use Waukesha Metrolift Yes, they use Waukesha County Paratransit

They do not use paratransit services

If yes, generally how often?

Daily 2 – 4 times a week Once a month Infrequently

Figure E.2 (Continued)

(2)

WAUKESHA AREA TRANSIT DEVELOPMENT PLAN: 2021-2025

If your clients do not take local transit routes, please tell us why. Check all that apply. Use the space below for any comments.

- Fares too expensive Limited or no service Commute takes too long
 Too many transfers Doesn't work with their schedules Safety
 Have access to a car Not familiar with transit service

Other: Group Home Staff Require that they drive

If your clients do not use paratransit services, please tell us why. Check all that apply. Use the space below for any comments.

- Fares too expensive Doesn't serve their destinations Trip takes too long
 Safety Doesn't work with their schedules Do not qualify
 Have access to a car Not familiar with paratransit service

Other: _____
Other: _____

Figure E.2 (Continued)

3

WAUKESHA AREA TRANSIT DEVELOPMENT PLAN: 2021-2025

What are some of the challenges or barriers your clients have experienced when using transit? Check all that apply. Use the space below for any comments.

- Fares too expensive Limited or no service Transit takes too long
 Too many transfers Doesn't work with their schedules Lack of cleared sidewalk
 No sidewalk Lack of bench/shelter Safety Cleanliness

Other: _____
 Other: not well supported / educated on bus use

What are some of the challenges or barriers your clients have experienced when using paratransit services? Check all that apply. Use the space below for any comments.

- Fares too expensive Doesn't work with their schedules Trip takes too long
 Safety Lack of cleared sidewalk No sidewalk
 Cleanliness Limited or no service to their destinations

Other: _____
 Other: NOT AWARE of Benefit

Figure E.2 (Continued)

(4)

WAUKESHA AREA TRANSIT DEVELOPMENT PLAN: 2021-2025

Do you have suggestions or ideas for improvements for Waukesha Metro Transit or Waukesha County Transit, including paratransit services, such as, additional routes, extended service areas, extended service days, or extended service hours?

I am beyond thankful for the continued support and continued ways to improve services.

I would like the METRO App to be more user friendly for those using AAC / Communication Devices.

* Could be a great Grant opportunity!

Figure E.2 (Continued)

WAUKESHA AREA TRANSIT DEVELOPMENT PLAN: 2021–2025

Are your clients familiar with the transportation services offered by Waukesha Metro Transit or Waukesha County Transit? *Use the space below for any comments.*

Yes No

At, ACAP we have 93 members, that use various forms of transportation. Either, Metro, Metrolift, transportation companies or family. Not all members live in the city of Waukesha.

Do your clients ride local routes offered by Waukesha Metro Transit or Waukesha County Transit? *Use the space below for any comments.*

Yes No

If yes, generally how often?

Daily 2 – 4 times a week Once a month Infrequently

Which route(s) do your clients take?

At ACAP, we have about 6 members that take Metro probably daily. 10 members that use it 2-4 times a week. And several that use it once a month. At ACAP, we use Metro as much as possible for programming and community needs. I am unsure which routes certain members take. Routes 3 and 4 are common routes used for ACAP programming.

If no, which mode(s) of transportation do your clients primarily use? *Check all that apply. Use the space below for any comments.*

Car Walk Bike Carpool Ride-Hailing (Uber, Lyft)

Other: Rideline, Comfort, Seniorsonthego,

Do your clients use paratransit services offered by Waukesha Metro Transit or Waukesha County Transit? *Check all that apply.*

Yes, they use Waukesha Metrolift Yes, they use Waukesha County Paratransit

They do not use paratransit services

If yes, generally how often?

Daily 2 – 4 times a week Once a month Infrequently

Figure E.2 (Continued)

WAUKESHA AREA TRANSIT DEVELOPMENT PLAN: 2021–2025

If your clients do not take local transit routes, please tell us why. Check all that apply. Use the space below for any comments.

- Fares too expensive Limited or no service Commute takes too long
 Too many transfers Doesn't work with their schedules Safety
 Have access to a car Not familiar with transit service

Other: _____

Other: _____

If your clients do not use paratransit services, please tell us why. Check all that apply. Use the space below for any comments.

- Fares too expensive Doesn't serve their destinations Trip takes too long
 Safety Doesn't work with their schedules Do not qualify
 Have access to a car Not familiar with paratransit service

Other: _____

Other: _____

Figure E.2 (Continued)

WAUKESHA AREA TRANSIT DEVELOPMENT PLAN: 2021–2025

What are some of the challenges or barriers your clients have experienced when using transit? *Check all that apply. Use the space below for any comments.*

- Fares too expensive Limited or no service Transit takes too long
 Too many transfers Doesn't work with their schedules Lack of cleared sidewalk
 No sidewalk Lack of bench/shelter Safety Cleanliness

Other: _____

Other: At ACAP, sometimes the times and schedules for some routes do not work best with our programming times. It sometimes would allow us too little of time at destination in order to catch transfers back to ACAP with in our programming times.

What are some of the challenges or barriers your clients have experienced when using paratransit services? *Check all that apply. Use the space below for any comments.*

- Fares too expensive Doesn't work with their schedules Trip takes too long

- Safety Lack of cleared sidewalk No sidewalk
 Cleanliness Limited or no service to their destinations

Other: _____

Other: _____

**COMMISSION ANNOUNCEMENTS OF PUBLIC MEETINGS
HELD ON OCTOBER 25, 26, AND 27, 2022,
AND SUMMARY MATERIALS DISTRIBUTED DURING THOSE MEETINGS**

APPENDIX F

Figure F.1
Paid Newspaper Advertisements

WAUKESHA AREA TRANSIT DEVELOPMENT PLAN

Public Involvement Meetings on Draft Transit Service Recommendations

SHARE YOUR THOUGHTS!

We're planning the future of Waukesha's transit systems and we need your input! Please join us to provide feedback on draft recommendations and whether they meet your transportation needs.

Key input we need:

- ▶ Do the draft transit recommendations fulfill your transportation needs?
- ▶ Which recommendations should be pursued?

Meeting details:


- ▶ The in-person meetings will be in an "open house" format, allowing you to attend at any time during each meeting
- ▶ The virtual meeting will include a presentation and an opportunity to provide comments
- ▶ 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 (see below)

Tuesday, October 25, 2022
3:00 p.m. - 6:00 p.m.
Downtown Transit Center Main Lobby
212 E. St. Paul Avenue | Waukesha, WI 53188

Wednesday, October 26, 2022
4:00 p.m. - 5:30 p.m.
Virtual Meeting
Register on our website at:
www.sewrpc.org/WaukeshaTransit

Thursday, October 27, 2022
3:00 p.m. - 6:00 p.m.
Waukesha South High School Cafeteria
401 E. Roberta Avenue | Waukesha, WI 53186
Served by routes 3 and 15

Unable to attend a public meeting?
Please share your feedback via our survey



PO Box 1607, Waukesha, Wisconsin 53187-1607
W: www.sewrpc.org/WaukeshaTransit | E: waukeshatdp@sewrpc.org | F: 262.547.1103

The meeting locations are wheelchair-accessible. People needing disability-related accommodations are asked to contact the SEWRPC office at (262) 547-6721 a minimum of three business days before the meetings so that appropriate arrangements can be made regarding access or mobility, review or interpretation of materials, active participation, or submission of comments.

Waukesha Freeman

October 13, 2022

Oconomowoc Enterprise

October 13, 2022

El Conquistador

October 20, 2022

Milwaukee Journal-Sentinel, Waukesha NOW Edition

October 19, 2022

**Figure F.2
Flyers Announcing the Public Meetings**

WAUKESHA AREA TRANSIT DEVELOPMENT PLAN

Public Involvement Meetings on Draft Transit Service Recommendations

SHARE YOUR THOUGHTS!

We're planning the future of Waukesha's transit systems and we need your input! Please join us to provide feedback on draft recommendations and whether they meet your transportation needs.

Key input we need:

- ▶ Do the draft transit recommendations fulfill your transportation needs?
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Downtown Transit Center Main Lobby
212 E. St. Paul Avenue | Waukesha, WI 53188

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4:00 p.m. - 5:30 p.m.

Virtual Meeting
Register on our website at:
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3:00 p.m. - 6:00 p.m.

Waukesha South High School Cafeteria
401 E Roberta Avenue | Waukesha, WI 53186
Served by routes 3 and 15

Unable to attend a public meeting?

Please share your feedback
via our survey



The in-person meetings will be in an "open house" format, allowing you to attend at any time during each meeting. Registration is required for our virtual meeting. 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.

The meeting locations are wheelchair-accessible. Persons needing disability-related accommodations are asked to contact the SEWRPC office at (262) 547-6721 a minimum of three business days before the meetings so that appropriate arrangements can be made regarding access or mobility, review or interpretation of materials, active participation, or submission of comments.



Southeastern Wisconsin Regional Planning Commission

Figure F.2 (Continued)

DRAFT TRANSIT SERVICE RECOMMENDATIONS

The following draft recommendations for the Waukesha Metro Transit System and the Waukesha County Transit System have been designed to improve the performance of each system based on the evaluation of the transit system's performance and in careful consideration of the comments received from the Advisory Committee, Waukesha County businesses, transit riders, non-profit organizations that serve clients that use transit, students and parents/guardians in the Waukesha Public School District, and the public related to this 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		✓	

Figure F.2 (Continued)

PLAN DE DESARROLLO DEL TRÁNSITO EN WAUKESHA

Reuniones de Participación Pública sobre el Proyecto de Recomendaciones del Servicio de Tránsito

¡COMPARTA SU OPINIÓN!

Estamos planeando el futuro de los sistemas de transporte de Waukesha y necesitamos su opinión. Por favor, únase a nosotros para dar su opinión sobre el proyecto de recomendaciones y si satisfacen sus necesidades de transporte.

Martes, Octubre 25, 2022

3:00 p.m. - 6:00 p.m.

Vestíbulo principal del Centro de Tránsito del Centro de la Ciudad
212 E. St. Paul Avenue | Waukesha, WI 53188

Miércoles, Octubre 26, 2022

4:00 p.m. - 5:30 p.m.

Reunión Virtual
Regístrese en nuestro sitio web en:
www.sewrpc.org/WaukeshaTransit

Jueves, Octubre 27, 2022

3:00 p.m. - 6:00 p.m.

Cafetería escuela secundaria Waukesha South
401 E Roberta Avenue | Waukesha, WI 53186
Servido por las rutas 3 y 15

¿No puede asistir a una reunión pública?

Por favor, comparta sus comentarios a través de nuestra encuesta



Aportaciones claves:

- ▶ ¿El proyecto de recomendaciones de tránsito satisface sus necesidades de transporte?
- ▶ ¿Qué recomendaciones deben seguirse?

Las reuniones tendrán un formato de "casa abierta", lo que le permitirá asistir en cualquier momento de cada reunión. Es necesario registrarse para la reunión virtual. Se aceptarán comentarios por escrito hasta el **viernes 11 de noviembre de 2022**, que podrán enviarse en la reunión o por correo postal, sitio web, correo electrónico o fax.

- ▶ Correo: P.O. Box 1607, Waukesha, WI, 53187-1607
- ▶ Sitio Web: www.sewrpc.org/WaukeshaTransit
- ▶ Correo Electrónico: waukeshatdp@sewrpc.org
- ▶ Fax: (262) 547-1103

Todos los comentarios enviados antes del **viernes 11 de noviembre de 2022** se tendrán en cuenta a la hora de elaborar un Plan de Desarrollo de Tránsito del Área de Waukesha final recomendado.

Los lugares de reunión son accesibles para sillas de ruedas. Se pide a las personas que necesiten servicios relacionados con la discapacidad que se pongan en contacto con la oficina de SEWRPC a (262) 547-6721 un mínimo de tres días hábiles antes de las reuniones para que se puedan hacer los arreglos apropiados en relación con el acceso o la movilidad, la revisión o interpretación de los materiales, la participación activa o la presentación de comentarios.



Southeastern Wisconsin Regional Planning Commission

Figure F.2 (Continued)

PROYECTO DE RECOMENDACIONES SOBRE EL SERVICIO DE TRÁNSITO

El siguiente borrador de recomendaciones para el Sistema de Tránsito del Metro de Waukesha y el Sistema de Tránsito del Condado de Waukesha ha sido diseñado para mejorar el desempeño de cada sistema basado en la evaluación del desempeño del sistema de tránsito y en la cuidadosa consideración de los comentarios recibidos del Comité Consultivo, los negocios del Condado de Waukesha, las organizaciones sin fines de lucro que sirven a los clientes que usan el tránsito, los estudiantes y los padres/tutores del Distrito Escolar Público de Waukesha, y el público relacionado con este esfuerzo.

El proyecto de recomendaciones se presenta en tres elementos: (1) recomendaciones de rutas fijas para la ciudad de Waukesha y el condado de Waukesha; (2) posibles servicios de transporte a demanda o flexibles que podrían sustituir o ampliar los servicios de autobús de ruta fija existentes; y (3) posibles recomendaciones para los servicios de paratransito.

	Ciudad de Waukesha	Condado de Waukesha	Ambos
Elemento de Servicio de Tránsito de Ruta Fija			
Implementar Mejoras de Tránsito en la Ruta 1 del Metro			✓
Reestructuración de las Rutas del Metro de Waukesha	✓		
Opciones de Servicio para las Rutas 9 y 15	✓		
Combinar las Rutas 904 y 905, con Recorridos que Terminen en Goerke's Corners y la Ciudad de Delafield		✓	
Opción de Eliminar las Paradas en la 904/905 al Oeste de Goerke's Corners Park-Ride Lot		✓	
Reducir la Frecuencia de la Ruta 901		✓	
Implantar un Sistema Mejorado de Pago de Tarifas			✓
Considerar la posibilidad de cambiar la política de tarifas			✓
Implementar mejoras prioritarias en las paradas de autobús del metro de Waukesha	✓		
Seguir explorando sistemas de propulsión de autobuses alternativos y tamaños para futuras compras	✓		
Buscar soluciones de transporte coordinadas con los operadores de transporte regionales			✓
Desarrollar un programa mejorado de formación en marketing y viajes			✓
Elemento del servicio de transporte a demanda			
Implantar soluciones de transporte a demanda relacionadas con el empleo			✓
Sustituir los tramos de metro de Waukesha que funcionan mal o las horas del día por servicios de transporte a demanda	✓		
Desarrollar opciones suplementarias de paratransito a la demanda y de transporte médico no urgente			✓
Desarrollar centros de movilidad			✓
Elemento de servicio de paratransito y transporte especializado			
Continuar la colaboración entre el Centro de Recursos para Personas Mayores y Discapacitadas del Condado de Waukesha, Metro y el Tránsito del Condado en los servicios de paratransito			✓
Opción a largo plazo para considerar servicio de taxi compartido en todo Waukesha		✓	

Figure F.3
Press Release and List of Media Outlets

SOUTHEASTERN WISCONSIN REGIONAL PLANNING COMMISSION

W239 N1812 ROCKWOOD DRIVE • PO BOX 1607 • WAUKESHA, WI 53187-1607•

TELEPHONE (262) 547-6721
FAX (262) 547-1103

Serving the Counties of:

KENOSHA
MILWAUKEE
OZAUKEE
RACINE
WALWORTH
WASHINGTON
WAUKESHA



News Release

FOR IMMEDIATE RELEASE

October 18, 2022
Release No. 22-02

For more information:

Ben McKay

Interim Executive Director

Southeastern Wisconsin Regional Planning Commission

bmckay@sewrpc.org

(262) 953-3229

ATTEND A PUBLIC INVOLVEMENT MEETING

for the Waukesha Area Transit Development Plan

Input Needed on Draft Recommendations for

Waukesha County and Waukesha Metro Transit Services

Three public involvement meetings have been scheduled to gather input on the future of Waukesha's transit systems. The draft transit service improvement recommendations have been developed as part of a short-range, five-year plan for public transit services. The feedback received from the public will help the City of Waukesha and Waukesha County determine which transit system recommendations they should pursue over the next five years. The meetings will be held:

Tuesday, October 25, 2022

3:00 p.m. - 6:00 p.m.

Downtown Transit Center Main Lobby

212 E. St. Paul Ave.

Waukesha, WI 53188

Figure F.3 (Continued)

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Wednesday, October 26, 2022

Virtual Meeting

4:00 p.m. – 5:30 p.m.

Register on our website: www.sewrpc.org/WaukeshaTransit

Thursday, October 27, 2022

3:00 p.m. - 6:00 p.m.

Thursday, October 27, 2022

Waukesha South High School Cafeteria

401 E Roberta Ave

Waukesha, WI 53186

The in-person meetings will be in an “open house” format, allowing you to attend at any time during each meeting. Registration is required for our virtual meeting. 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.

Comments can be submitted in any of the following ways:

Plan Website: www.sewrpc.org/WaukeshaTransit

E-mail: waukeshatdp@sewrpc.org

Mail: P.O. Box 1607, Waukesha, WI 53187-1607

Fax: (262) 547-1103

At the request of the City and County of Waukesha, the Southeastern Wisconsin Regional Planning Commission (SEWRPC) is preparing the plan. Guidance for the plan is being provided by an Advisory Committee made up of concerned and affected public officials and citizen leaders. The Advisory Committee has approved the transit service improvement recommendations for public comment.

In preparation for the public meetings, the Commission has published a [newsletter](#) summarizing the draft recommendations. It contains a brief overview of the study and each of the recommendations being considered by the Advisory Committee.

About SEWRPC

The Regional Planning Commission is the official areawide planning agency for infrastructure and land use for Southeastern Wisconsin. The Commission serves the following seven Southeastern Wisconsin Counties: Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington, and Waukesha. Under State law, Commission plans are advisory to local and State governments.

* * *

Figure F.3 (Continued)

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List of Media Outlets

Waukesha Freeman
El Conquistador
Milwaukee Journal Sentinel/NOW Newspapers

WAUKESHA AREA TRANSIT DEVELOPMENT PLAN

Draft Transit Service Recommendations

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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. This newsletter summarizes the draft recommendations developed by the plan's Advisory Committee, with input from Waukesha County businesses, transit riders, educational institutions, and organizations serving individuals who use public transit. Your input will help shape how any future transit changes may be implemented. More information on ways you can share your thoughts on the draft recommendations are included at the back of this newsletter.

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

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. A list of Advisory Committee members can be found at: www.sewrpc.org/WaukeshaTransit

EXISTING PUBLIC TRANSIT SERVICES IN THE CITY OF WAUKESHA



Credit: Waukesha Metro Transit

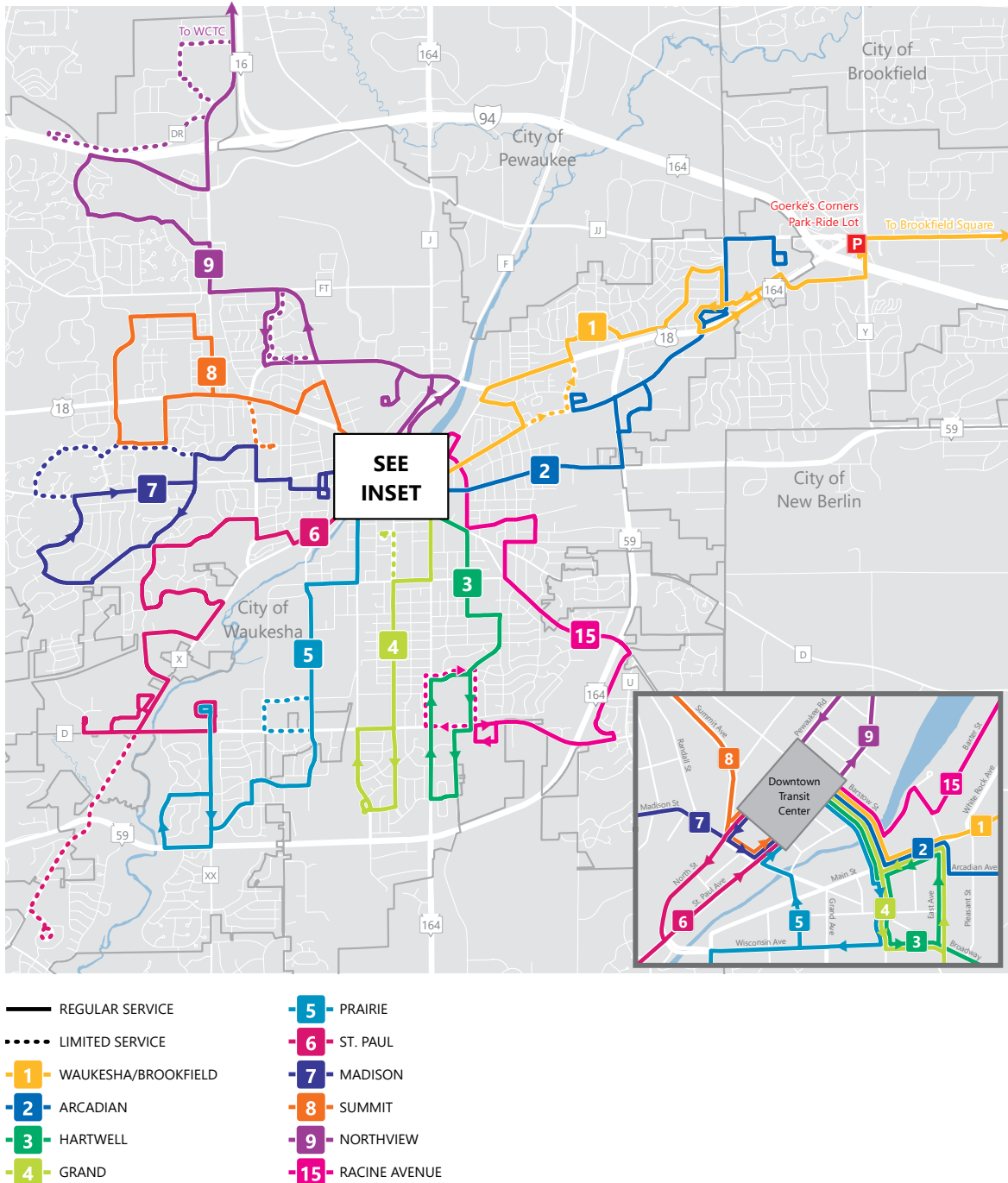
Waukesha Metro Transit

Waukesha Metro operates ten routes in a radial network, which originate from the Downtown Transit Center. The bus routes serve key destinations such as the Waukesha Memorial Hospital, Waukesha County Technical College, the University of Wisconsin-Milwaukee at Waukesha, shopping centers, and public and private K-12 schools. The current 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. This cycle, or “pulse” scheduling allows passengers the opportunity to transfer conveniently between bus routes and complete a trip with minimal delay. The 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 for persons whose disability is of such a nature that they are unable to use fixed-route transit services. Waukesha Metro Transit Metrolift is a curb-to-curb, demand-responsive service that operates within the municipal boundaries of the City of Waukesha and within 0.75 miles of the fixed route outside the City. 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 577,969 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.

Figure F.4 (Continued)

EXISTING PUBLIC TRANSIT SERVICES IN THE CITY OF WAUKESHA



Source: Waukesha Metro Transit and SEWRPC

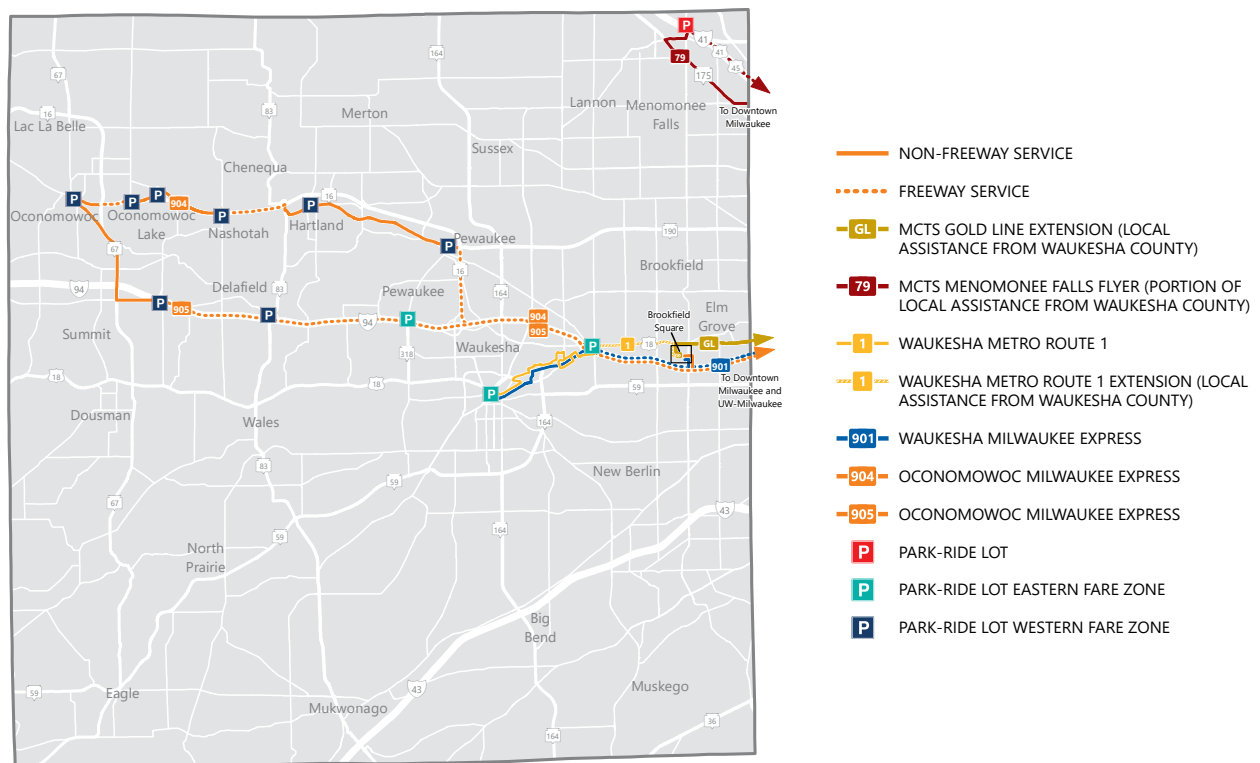
Figure F.4 (Continued)

EXISTING PUBLIC TRANSIT SERVICES IN WAUKESHA COUNTY

Waukesha County Transit

Waukesha County provides commuter transit services between Waukesha County communities, downtown Milwaukee, and the University of Wisconsin – Milwaukee Main campus. The commuter routes currently operating under a contract with Wisconsin Coach Lines include 901, 904, and 905. As of this writing, Route 79, the Menomonee Falls Flyer, which is operated under contract with the County by MCTS, has been suspended since January 2022. 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. Reservations are required by noon the day prior to the requested trip. Service hours are 5:30 a.m. to 7:20 p.m., Monday through Friday.

Waukesha County also funds portions of local transit services that provide connections between Waukesha County and Milwaukee County including the approximately three mile portion of the route that extends outside the City of Waukesha serving numerous retail outlets and restaurants along Bluemound Road between the Goerke's Corners Park & Ride Lot and Brookfield Square mall. Waukesha County also contributes a portion of the operating expenses for the Gold Line between Brookfield Square Mall and 124th Street. 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. 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 transit services funded by Waukesha County along the Bluemound Road Corridor generally perform well, as they serve as a major connection between Waukesha County and Milwaukee County.



Source: Waukesha County Transit, Waukesha Metro Transit, and SEWRPC

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. The results of this performance evaluation are summarized below:

Waukesha Metro Transit

- ▶ Overall Waukesha Metro performs very well
- ▶ Provides relatively good coverage of activity centers, population, and employment in the City of Waukesha
- ▶ Some routes have alignments with numerous turns to accommodate the street grid and hills
- ▶ The best performing route segments serve major commercial areas or pass through the Transit Center
- ▶ Fulfills the service effectiveness and cost effectiveness performance standards
- ▶ Routes that have poor performance were studied and changes are included in the draft recommendations

Waukesha County Transit

- ▶ Waukesha County transit services provide fairly good coverage for residents commuting to jobs and activity centers in Milwaukee County
- ▶ Waukesha County Transit's local bus services (Route 1 extension and Gold Line connection) perform better than the commuter bus services (900-series, Route 79)
- ▶ Waukesha County transit services do not meet the operating expenses per revenue vehicle hour standard or the operating expenses per passenger mile standard
- ▶ Potential changes to routes, runs, service areas, and service periods are considered for routes that do not meet performance standards



Figure F.4 (Continued)

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		✓	

FIXED-ROUTE TRANSIT SERVICE DRAFT RECOMMENDATIONS

Implement Transit Enhancements on Metro Route 1

During this planning process, the City of Waukesha and the City of Brookfield requested that Commission staff develop a more in-depth analysis of potential transit enhancements from downtown Waukesha to the Milwaukee Regional Medical Center (MRMC). The purpose of the analysis was to generate discussion and provide details that help the communities determine if and how to move forward with transit enhancements or bus rapid transit (BRT) along the corridor, including the extent of improvements, the potential benefits of such improvements, potential funding sources, and next steps.

Based on recent discussions with local governments along the corridor, a feasibility study is being conducted to consider potential station locations, pedestrian amenities, the extent of additional dedicated lanes, ridership, costs, benefits, funding sources, and timing of possible enhancements. Public involvement will occur as part of the feasibility study process.

Restructure Waukesha Metro Routes

This recommendation envisions that the route updates would occur in two phases, with the first round of potential updates occurring in coordination with revisions to the Route 1 to serve the MRMC beginning in 2023, to match the anticipated start of revenue service for Milwaukee County's East-West BRT. See map on the following page.

Based on the proposed changes to Route 1, nearby routes (Route 2, Route 3, and Route 15) are proposed to be updated to provide coverage to these neighborhoods, businesses, and important destinations. It is anticipated that the remaining Waukesha Metro routes (4, 5, 6, 7, 8, and 9) will be updated in subsequent years, potentially as soon as 2024, pending public input. Operating expenses are expected to decrease due to reductions in service hours with shorter trip lengths.

The draft recommendations also include options for future Waukesha Metro route changes based on ridership levels, which may include straightening or removing segments if ridership does not return to 2019 levels. Any future change is recommended to consider how it might impact areas with high transit needs, access to major activity centers, pedestrian access, and steep terrain that can reduce access.



Credit: Flickr User Oran Viriyincy

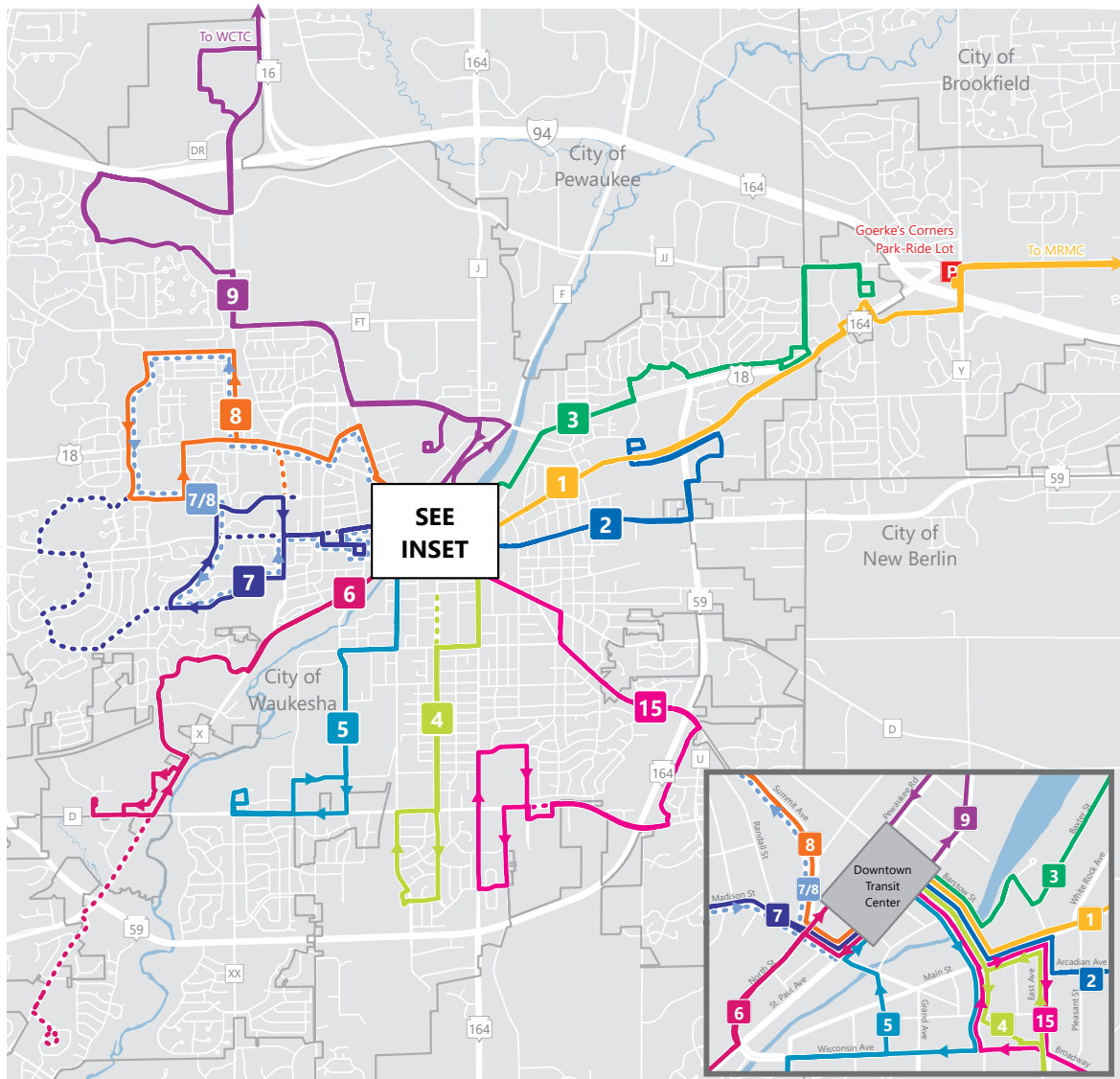


Credit: The Rapid

Figure F.4 (Continued)

FIXED-ROUTE TRANSIT SERVICE DRAFT RECOMMENDATIONS

Draft Recommended Weekday Routes



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

Note: All routes except for Route 7/8 provide service on weekday mornings.

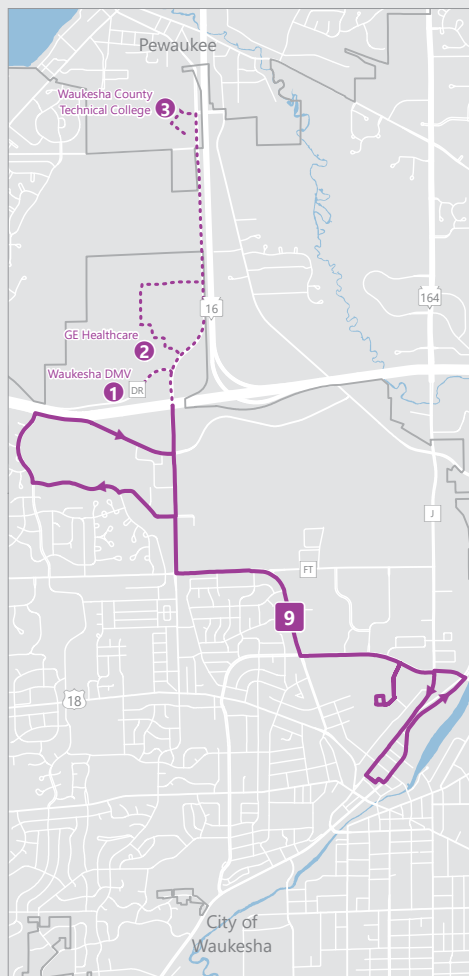
Source: Waukesha Metro Transit and SEWRPC

Figure F.4 (Continued)

FIXED-ROUTE TRANSIT SERVICE DRAFT RECOMMENDATIONS

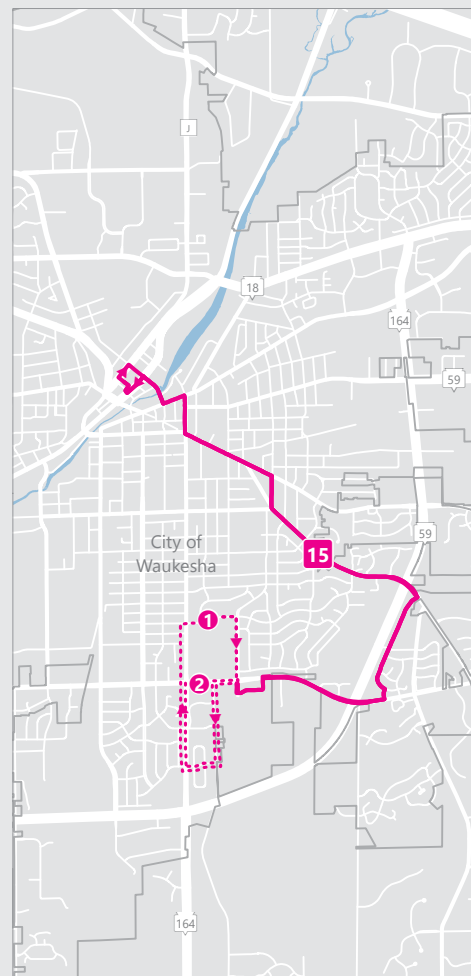
Service Options for Route 9 and Route 15

Within the draft Waukesha Metro changes, Route 9 has three destination options: the (1) Department of Motor Vehicles, (2) GE Healthcare, and/or (3) Waukesha County Technical College. The options associated with the draft Route 15 include whether to serve destinations along Roberta Avenue and Tenny Avenue north of Sunset Drive as part of the regular service (option 1) or only locations south of Sunset Avenue (option 2). 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. As part of the public outreach process, the City of Waukesha would like to hear feedback on which destinations and locations should be served with these trade offs in mind.



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

Figure F.4 (Continued)

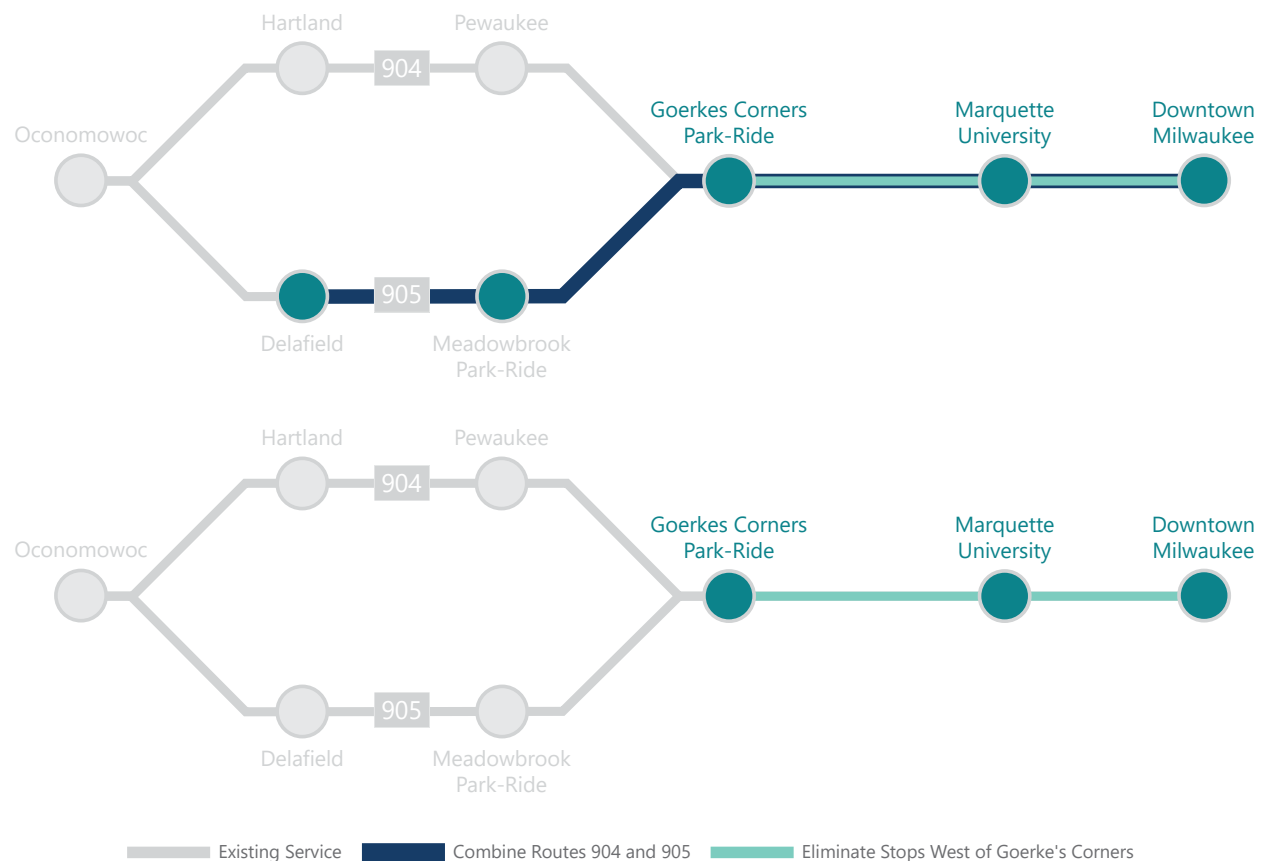
FIXED-ROUTE TRANSIT SERVICE DRAFT RECOMMENDATIONS

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

Given the declining ridership trends on Waukesha County Transit’s commuter routes, which were trending downward even prior to the COVID-19 pandemic, this draft recommendation includes a lower level of service by combining Routes 904 and 905 and ending runs at either Goerke’s Corners Park-Ride Lot or Nagawaukee Park-Ride Lot. It is estimated that these changes would 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 Route 904 and 905. It is estimated that this draft recommendation would reduce annual operating expenses by approximately \$218,000 and reduce annual operating assistance by approximately \$203,000.



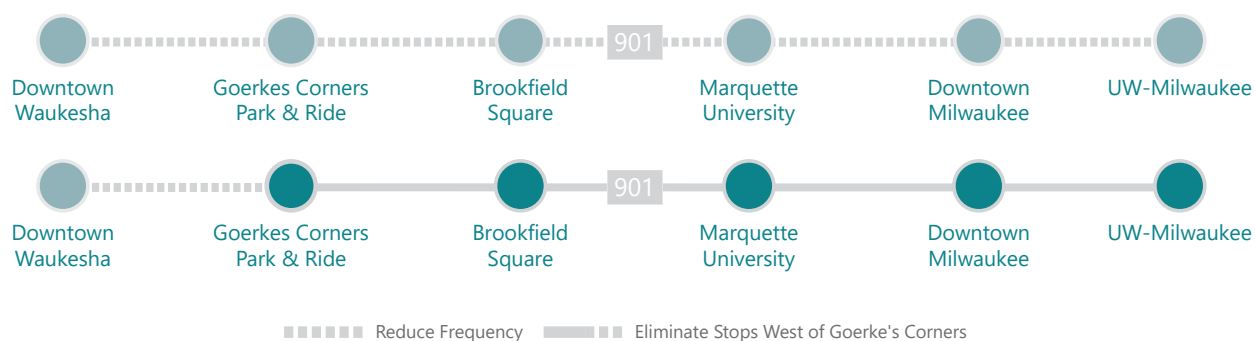
Source: SEWRPC

Figure F.4 (Continued)

FIXED-ROUTE TRANSIT SERVICE DRAFT RECOMMENDATIONS

Reduce Frequency on Route 901

The recommendation would reduce service on the Route 901 by eliminating two eastbound and two westbound runs. These changes to westbound service may result in only one remaining run that serves as a “reverse commute” for travel from Milwaukee County to Waukesha County and no mid-afternoon service between UW-Milwaukee and Waukesha. However, the East-West BRT and the Waukesha Metro Route 1 will provide frequent, all-day service that will assist passengers requiring this trip. It is estimated that this draft recommendation would reduce annual operating expenses by approximately \$162,000 and reduce annual operating assistance by approximately \$151,000. Waukesha County could consider an option to continue the number of runs on Route 901, but end the trips at Goerke’s Corners Park-Ride Lot. It should be noted that while service reductions are considered for the 900-series services in Waukesha County, portions of this plan consider enhancements to Waukesha County services provided along the Bluemound Corridor (Route 1 Extension, GoldLine Extension) to provide greater service frequency in a corridor that is the best performing route and serves as the main connector to Milwaukee County.



Source: SEWRPC

Additional Draft Recommendations: Fixed-Route Transit

- ▶ **Implement an Enhanced Fare Payment System:** An enhanced fare payment could offer the opportunity to support seamless regional connectivity for commuters traveling between Waukesha County and Milwaukee County. As these fare payment and transportation service innovations continue to evolve, they provide options that enhance the passenger experience and encourage ridership. As these technologies continue to be implemented in the region, it is recommended that Waukesha Metro continue to discuss options with the Milwaukee County Transit System (MCTS) to provide seamless transfers and mobile payment options, starting with the Route 1 extension between the MRMC and the downtown Waukesha Transit Center.
- ▶ **Consider Fare Policy Changes:** Waukesha Metro may consider establishing a fare threshold, called **fare capping**, for frequent transit riders by upgrading their transit pass to a higher-level, such as a daily, weekly, monthly, or annual pass when the threshold is met. Fare capping would be implemented concurrently with the adoption of advanced fare payment technologies that can count how frequently a passenger uses the system. More information on how to implement fare capping will be available as MCTS pursues it in 2023. In addition, some transit agencies in the U.S. implemented **fare free programs** to boost ridership, improve operations, and enhance social equity. Within this context, the Advisory Committee indicated that this effort should include an analysis of eliminating fares on Waukesha Metro. Should the transit system move towards a no-fare system, a pilot program targeting small groups or service zones is recommended to analyze the stability of the program and ensure its success. For example, a fare free program could be piloted with certain rider groups such as seniors or youth to study how the change impacts ridership, customer satisfaction, and system performance. In addition, certain areas, such as the core downtown area, could be fare free to promote mobility between downtown businesses and services.

FIXED-ROUTE TRANSIT SERVICE DRAFT RECOMMENDATIONS

Additional Draft Recommendations: Fixed-Route Transit (Continued)

- ▶ **Implement Prioritized Improvements to Waukesha Metro Bus Stops:** At the request of the Advisory Committee, Commission staff collected and analyzed bus stop data for 589 stop locations served by Waukesha Metro and Waukesha County Transit, during June through September 2020. Data collected included the presence of pedestrian accommodations, bus pads, curb ramps, bus shelters, and amenities. The information gathered identified locations in need of bus stop improvements, indicating that some Waukesha Metro Transit bus stops are missing amenities or are not located near accessible paths. This recommendation includes a list of stops needing improvement, with the first tier representing the highest priority. Prioritizing the first two tiers will assist Waukesha Metro in meeting a recommendation from the Wisconsin Department of Transportation to ensure that all bus stops are accessible to people with disabilities.
- ▶ **Continue Exploring Alternative Bus Propulsion Systems and Sizes for Future Purchases:** This recommendation compares several bus fuel types for potential use by Waukesha Metro Transit including diesel, diesel-electric hybrid, battery electric, and hydrogen fuel cell. It also includes different-sized vehicles that could be used for fixed-route, paratransit, and potential on-demand services. Waukesha Metro Transit has completed needed fleet replacements in 2022 and no new replacements are planned until 2027. As transit vehicles are replaced, Waukesha Metro could consider a range of vehicles that may have greater fuel efficiency and are smaller to accommodate potential on-demand transportation services while continuing to provide paratransit services.
- ▶ **Pursue Coordinated Transportation Solutions with Regional Transit Operators:** As part of the anticipated reconfiguration of commuter bus services, Waukesha County has an opportunity to collaborate with transit operators in Washington County and Milwaukee County to provide coverage for Waukesha County residents to major destinations and employers while leveraging each operators' services. This coordination may also include connections at the Watertown Plank Park-Ride Lot or on the campus of the MRMC, which would allow passengers to access locations in Waukesha County along the Route 1, connect to the East-West BRT to access downtown Milwaukee, and to access destinations served by the Washington County Commuter Express.
- ▶ **Develop an Enhanced Marketing and Travel Training Program:** This recommendation envisions leveraging and expanding outreach about transportation options, building on the current efforts of travel trainers and staff at Waukesha Metro Transit, Eras, and the Aging and Disability Resource Center of Waukesha County. Local and national examples are provided that aim to renew ridership, address safety concerns, and strengthen community partnerships, such as the example below.



Source: San Diego Metropolitan Transit System

Figure F.4 (Continued)

ON-DEMAND TRANSPORTATION SERVICE DRAFT RECOMMENDATIONS

On-demand transportation services offer flexibly scheduled rides, typically to or from higher-frequency transit stops on an as-needed basis. They use a ride-matching and routing software to enable efficient on-demand, shared rides that can be arranged through a smartphone app, web-based booking software, and/or phone-based booking system. On-demand transportation services typically share these characteristics:

- ▶ Allow users to request trips on demand
- ▶ Allow for electronic payment
- ▶ Allow users to manage personal information, payment method, and ride history
- ▶ Provide users real-time vehicle location before and during trip

Implement Employment-Related On-Demand Transportation Solutions

This draft recommendation proposes that on-demand transportation services be focused on job clusters within eastern Waukesha County, such as the Villages of Butler, Menomonee Falls, and Pewaukee and the Cities of New Berlin and Pewaukee.

Within the Region, the FlexRide Milwaukee service provides one example of the utilization of on-demand service to expand access to employment opportunities. FlexRide is a research pilot funded with a \$1 million grant from the National Science Foundation and led by the University of Wisconsin-Milwaukee. On-demand rides are provided on weekdays between 4:30 a.m. and 11:30 p.m. and the vehicle operators are independent contractors largely utilizing their own vehicles. In June 2022, MobiliSE and partners including the Waukesha-Ozaukee-Washington Workforce Development Board, received a \$4.2 million Workforce Innovation Grant to sustain and expand FlexRide Milwaukee. At the time of writing, specific locations to be served with future on-demand services are being determined. Waukesha County and the City of Waukesha will continue to be involved in project planning and updates.



Figure F.4 (Continued)

ON-DEMAND TRANSPORTATION SERVICE DRAFT RECOMMENDATIONS

Replace Poorly Performing Waukesha Metro Segments or Times of Day with On-Demand Transportation Services

This recommendation considers how microtransit services could provide an extension of fixed-route segments that are determined to be unproductive or an extension of the span of service to serve late night or weekend trips. If ridership does not rebound to pre-pandemic levels, it is expected that existing transit service could be reduced or eliminated along certain segments or during times of the day or week that experience lower ridership such as evenings and weekends. An example of this type of service is in operation in the City of Green Bay where Green Bay Metro launched GBM On Demand in August 2020 and expanded the service area in August 2021, to complement and extend the City's existing transit service.

Develop Supplemental On-Demand Paratransit and Non-Emergency Medical Transportation Options

Waukesha Metro could consider partnering with ride-sourcing companies such as Uber and Lyft to provide on-demand paratransit and non-emergency health care transportation rides as a supplement to existing paratransit and specialized transportation services. One option would allow health care providers to schedule rides on behalf of patients. Another option would include health insurance companies expanding benefits to include transportation to and from medical appointments. Lastly, another type of emerging service includes paratransit providers partnering with ride-sourcing companies to supplement existing paratransit services. These three models could be considered within the timeframe of this plan to supplement the traditional paratransit services.

Develop Mobility Hubs

Mobility hubs are places of multimodal connectivity that provide a range of transportation options and amenities for safe, convenient, and efficient travel. The most common elements include bus infrastructure, vehicle connections, bicycle connections, signage and travel information, active use space, and safety features. Two potential locations in Waukesha County were identified by the Advisory Committee for locating a mobility hub, including the Goerke's Corners Park-Ride Lot in the Town of Brookfield and potential locations near Brookfield Square Mall in the City of Brookfield. Future coordination to discuss potential amenities, maintenance, and funding will be needed with the communities, the Wisconsin Department of Transportation, and property owners.



PARATRANSIT AND SPECIALIZED TRANSPORTATION SERVICE DRAFT RECOMMENDATIONS



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

The Waukesha County Aging and Disability Resource Center (ADRC) finalized the *Waukesha County Specialized Transportation Program Review Study* on August 2, 2022, which included program alternatives to improve the efficiency, effectiveness, and awareness of the services. This proposed recommendation incorporates several strategies identified in the program review, which focused on changing processes within the control of Waukesha County to improve the delivery of service and prepare for any future service changes. In the short-term, strategies may include resuming quarterly transportation coordination meetings with taxi providers, the RideLine contractor, Waukesha Metro, Waukesha County Transit, and the Milwaukee County Transit System to identify opportunities for training and joint procurement. In the medium-term, this on-going collaboration may identify strategies, such as options to pursue a technology pilot program and establish service standards.

Option to Provide County-Wide Shared-Ride Taxi Service

The *Waukesha County Specialized Transportation Program Review Study* noted that a single contractor to operate a curb-to-curb or corner-to-corner public transit service could be considered in the long term. 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. Given that this service option would require extensive coordination with Waukesha County Transit, Waukesha Metro, the ADRC, and current senior taxi providers, this option is likely outside the planning horizon for this plan.

Figure F.4 (Continued)

SHARE YOUR THOUGHTS!

We're planning the future of Waukesha's transit systems and we need your input! Please join us to provide feedback on draft recommendations and whether they meet your transportation needs.

Key input we need:

- ▶ Do the draft transit recommendations fulfill your transportation needs?
- ▶ Which recommendations should be pursued?

Tuesday, October 25, 2022

3:00 p.m. - 6:00 p.m.
Downtown Transit Center Main Lobby
212 E. St. Paul Avenue | Waukesha, WI 53188

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3:00 p.m. - 6:00 p.m.
Waukesha South High School Cafeteria
401 E Roberta Avenue | Waukesha, WI 53186
Served by routes 3 and 15

Unable to attend a public meeting?

Please share your feedback via our survey



The in-person meetings will be in an "open house" format, allowing you to attend at any time during each meeting. Registration is required for our virtual meeting. 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.

The meeting locations are wheelchair-accessible. Persons needing disability-related accommodations are asked to contact the SEWRPC office at (262) 547-6721 a minimum of three business days before the meetings so that appropriate arrangements can be made regarding access or mobility, review or interpretation of materials, active participation, or submission of comments.



Southeastern Wisconsin Regional Planning Commission

Figure F.5
Public Notice in the Waukesha Freeman



WAUKESHA AREA TRANSIT DEVELOPMENT PLAN PUBLIC MEETINGS ON DRAFT TRANSIT SERVICE RECOMMENDATIONS

We're planning the future of Waukesha's transit systems and we need your input! Please join us to provide feedback on draft recommendations and whether they meet your transportation needs.

Key input we need:

- Do the draft transit recommendations fulfill your transportation needs?
- Which recommendations should be pursued?

Meeting details:

- The in-person meetings will be in an "open house" format, allowing you to attend at any time during each meeting
- The virtual meeting will include a presentation and an opportunity to provide comments

Tuesday, October 25, 2022
3:00 p.m. - 6:00 p.m.
Downtown Transit Center Main Lobby 212 E. St. Paul Avenue, Waukesha, WI 53188

Wednesday, October 26, 2022
4:00 p.m. - 5:30 p.m.
Virtual Meeting
Register on our website at:
www.sewrpc.org/WaukeshaTransit

Thursday, October 27, 2022
3:00 p.m. - 6:00 p.m.
Waukesha South High School Cafeteria

2005 Legal Notices

401 E. Roberta Avenue,
Waukesha, WI 53188
Served by routes 3 and 15
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

PO Box 1607
Waukesha, Wisconsin 53187-1607

Website:
www.sewrpc.org/WaukeshaTransit
Email:
waukeshatdp@sewrpc.org
Fax: 262.547.1103

The meeting locations are wheelchair-accessible. People needing disability-related accommodations are asked to contact the SEWRPC office at (262) 547-6721 a minimum of three business days before the meetings so that appropriate arrangements can be made regarding access or mobility, review or interpretation of materials, active participation, or submission of comments.

Publish: 10/13

WNAXLP

Figure F.6
News Article in the Waukesha Freeman

The Freeman - 10/22/2022

SEWRPC looking for feedback on public transit

WAUKESHA — The Southeastern Wisconsin Regional Planning Commission (SEWRPC) is planning the future of Waukesha's public transportation. Three meetings will be held this week for residents to give their feedback on draft recommendations.

The recommendations, for both the Waukesha Metro Transit System and the Waukesha County Transit System, include fixed-route, on-demand, and paratransit recommendations.

Meetings will be held on Tuesday from 3 to 6 p.m. at the Downtown Transit Center Main Lobby, 212 E. St. Paul Ave., on Wednesday from 4:40 to 5:30 p.m. virtually, and Thursday from 3 to 6 p.m. in the Waukesha South High School Cafeteria, 401 E. Roberta Ave.

The recommendations are designed to improve the performance of the transit systems based on evaluation of the pub-

lic transit and comments from the Advisory Committee, county businesses, transit riders, nonprofit organizations that use transit, students and parents in the School District of Waukesha, and the public, a flyer from SEWRPC says.

For fixed-route transit service, SEWRPC has 12 recommendations, which include restructuring metro routes, combining routes, changing frequency on routes and considering changes to fare policy.

The commission is also recommending employment-related on-demand transportation solutions.

The public can also submit written feedback to P.O. Box 1607, Waukesha, WI 53187 or to waukeshatdp@sewrpc.org. To register for the virtual meeting or to submit online feedback, visit www.sewrpc.org/WaukeshaTransit. Feedback will be accepted through Nov. 11.

Figure F.7
Display Boards at the Public Meetings

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.

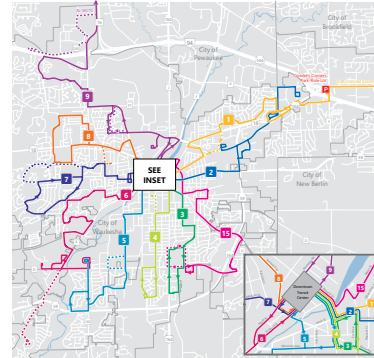
ADVISORY COMMITTEE FOR THE WAUKESHA AREA TRANSIT DEVELOPMENT PLAN

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.

Figure F.7 (Continued)

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 services 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: 10% of major employers and 68% of major educational and 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 routes.
	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: 52% jobs in the City of Waukesha served.	Partially Fulfilled: 1% of Waukesha County jobs served and 57% of Milwaukee County jobs within one-half mile walk and connecting local routes.
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 expenses per total and revenue vehicle hour, and operating assistance per passenger mile.	Fulfilled: Performs well on all 5 measures.	Largely Fulfilled: Meets 4 out of 5 measures.
	Cost Effectiveness: The operating cost per passenger mile 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 RECOMMENDED WAUKESHA METRO ROUTE CHANGES

Route	Proposed Changes	Potential Year	Days of Operation	Hours of Service (Approximate)
1	Extends to Milwaukee Regional Medical Center. Serves Main Street in City of Waukesha. More direct service along Montello 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	Reoriented route to a 10 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 Central 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 Corral 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 (Terry 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. – 6:45 p.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 a.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. – 7:00 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. – 8:30 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 Ingoldsby Hotel, WTC, and GE campus.	2024	M-F	M-F 6:00 a.m. – 9:00 p.m.
9 Weekend	Serves Silvermill Road, University Avenue, and Pebble Valley Road on weekends.	2024	Saturday	Saturday 9:00 a.m. – 6:00 p.m.

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 WEEKDAY ROUTES

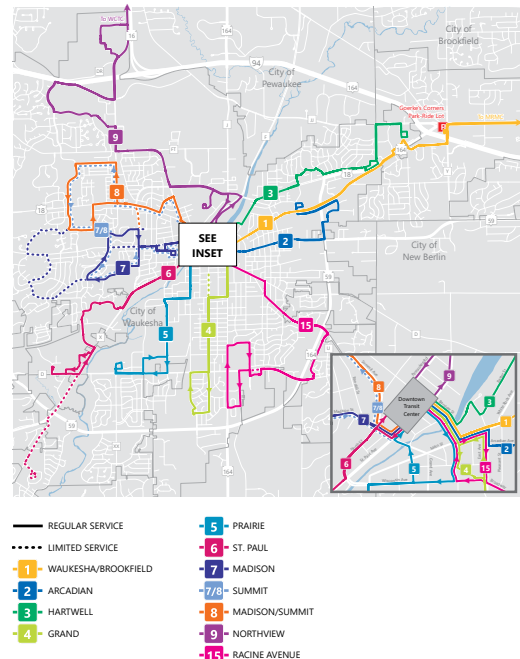
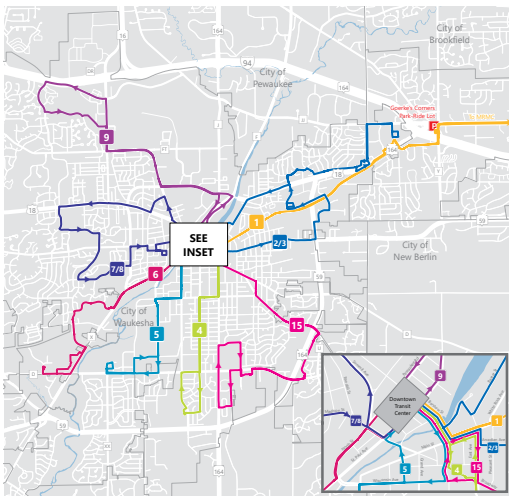


Figure F.7 (Continued)

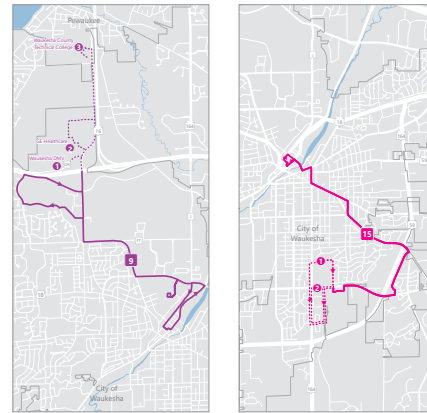
DRAFT RECOMMENDED WAUKESHA METRO SATURDAY ROUTES



- 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

Source: Waukesha Metro Transit and SEWRPC

DRAFT SERVICE OPTIONS FOR ROUTE 9 AND ROUTE 15

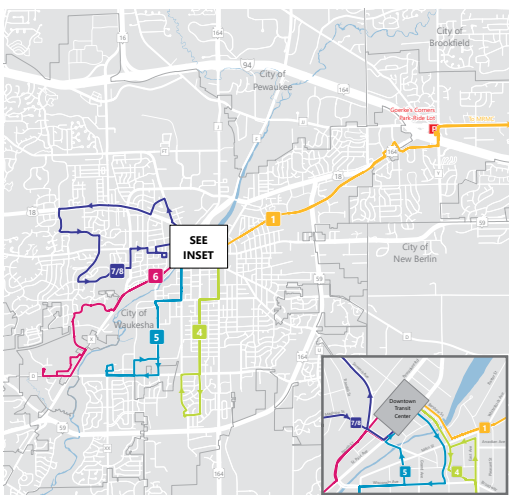


- ALTERNATIVE ROUTE 9 - NORTHVIEW
 - 9 - REGULAR SERVICE
 - 9 - ROUTING OPTIONS
- ALTERNATIVE ROUTE 15 - RACINE AVENUE
 - 15 - REGULAR SERVICE
 - 15 - ROUTING OPTIONS

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.

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

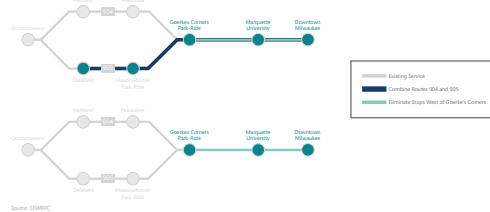
WAUKESHA COUNTY COMMUTER BUS DRAFT RECOMMENDATIONS

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



Reduce Frequency on Route 901

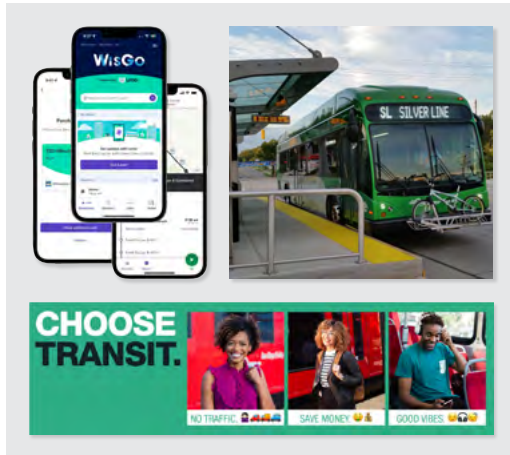
- Would eliminate two eastbound and two westbound runs
- Estimated to reduce annual operating expenses by approximately \$162,000 and reduce annual operating assistance by approximately \$151,000



Figure F.7 (Continued)

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



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



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.

Figure F.8
Presentation Given at Virtual Public Meeting

Southeastern Wisconsin
Regional Planning Commission



Waukesha Area Transit Development Plan
Virtual Public Information Meeting
October 26, 2022

#265301

●●●●● **Meeting Agenda** 2

1. Welcome, Staff Introductions, and Housekeeping
2. Overview of Waukesha Area Transit Development Plan
3. Review draft transit service recommendations and options
4. Gather input and respond to questions from participants
5. Share additional opportunities to provide input




Figure F.8 (Continued)

●●●● Meeting Logistics 3

If you would like to speak, you can raise your hand to request to be unmuted.

Use the 'Questions' pane to ask staff questions or submit a written comment.

Meeting is being recorded. Recording will be posted on our website after the meeting.

●●●● Written Questions or Comments 4


All meeting attendees can use the Questions pane at any point during the meeting to ask a question or submit written comment.

Only the staff will see the questions or comments in the Question pane, unless the answer to your question would be helpful to the entire audience.

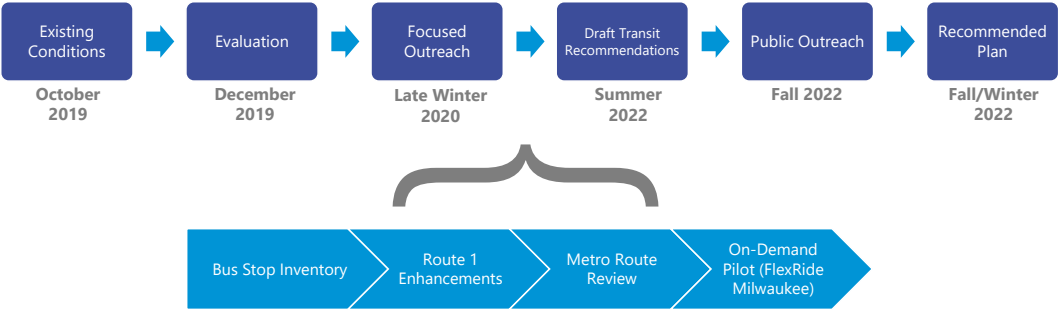
Figure F.8 (Continued)

●●●●● Waukesha Area Transit Development Plan 5

- Requested by the City of Waukesha and Waukesha County
- Short-term (5-year) plan
- Last Transit Development Plans
 - City of Waukesha: 2012
 - Waukesha County: 2001
- Will help the City and County:
 - Respond to changes in development, employment, and demographics
 - Consider new and emerging mobility services
 - Address feedback from transit users, businesses, and higher education




●●●●● Status of the Transit Development Plan 6



```
graph LR; A[Existing Conditions  
October 2019] --> B[Evaluation  
December 2019]; B --> C[Focused Outreach  
Late Winter 2020]; C --> D[Draft Transit Recommendations  
Summer 2022]; D --> E[Public Outreach  
Fall 2022]; E --> F[Recommended Plan  
Fall/Winter 2022];
```

Sub-process details (linked to C and D):

```
graph LR; G[Bus Stop Inventory] --> H[Route 1 Enhancements]; H --> I[Metro Route Review]; I --> J[On-Demand Pilot (FlexRide Milwaukee)];
```



●●●●● Draft Recommendations and Options 7

- Draft recommendations seek to improve the performance of each transit system
- Organized in three main sections or “elements”
 1. Fixed-Route Transit Service
 2. On-Demand Transportation Service
 3. Paratransit and Specialized Transportation Service



●●●●● Fixed-Route Transit Element 8

- Transit enhancements along Route 1
- Restructure Waukesha Metro Routes
- Combine Routes 904 and 905
- Reduce Frequency on Route 901



●●●●● Route 1 Transit Enhancements

9

- At the request of the Cities of Waukesha and Brookfield, Commission staff analyzed potential enhancements such as, improved stations, pedestrian accommodations, and additional exclusive travel lanes
- Feasibility study underway to further analyze potential station locations, pedestrian amenities, ridership, timing of possible enhancements, and funding sources



Image of a Silver Line station in Grand Rapids, Michigan



●●●●● Restructure Waukesha Metro Routes

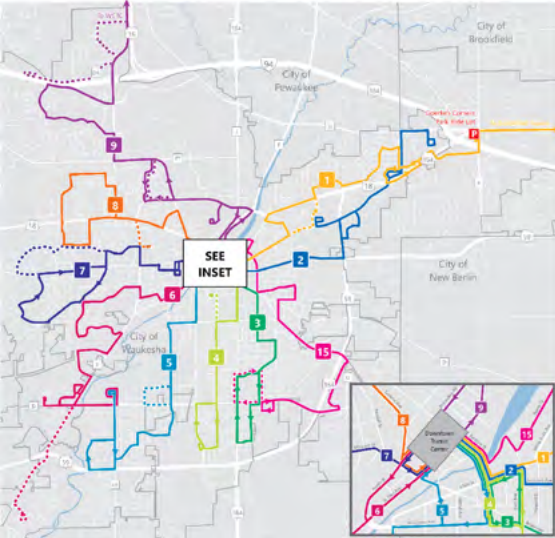
10

- Based on performance evaluation, input from Advisory Committee, and recent ridership trends
- Considered the presence of individuals with high transit needs
 - Seniors
 - Persons in low-income households
 - People with disabilities
 - Households with no vehicle
- Goals
 - Serve core transit riders
 - Improve efficiency
 - Make transit more attractive




●●●● Current Waukesha Metro Routes

11



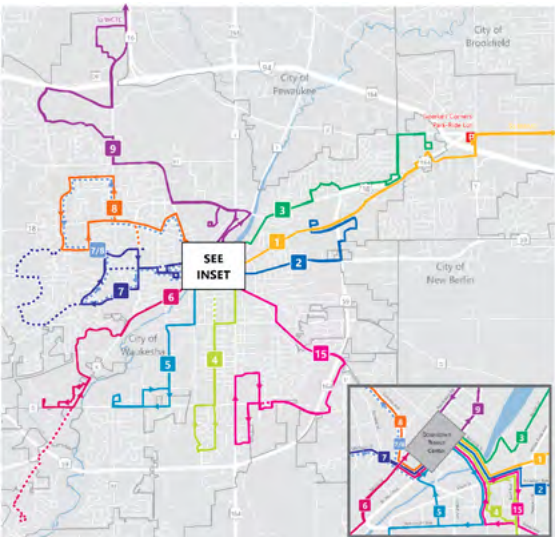
- Good coverage
- Some alignments with numerous turns due to street grid and hills
- Best performing routes segments serve major commercial areas and the Transit Center

Image of existing Waukesha Metro Routes shown in Chapter 2



●●●● Restructured Waukesha Metro Routes

12



- Proposed changes in 2023 and 2024
 - Straightening Route 1 and supplemental changes to nearby routes
 - Shortening duration of some routes to 30 minutes
 - Service options on Route 9 and Route 15
 - Weekend route changes to serve major trip generators
 - Future ridership will determine further changes

Image of draft recommended weekday Waukesha Metro Routes





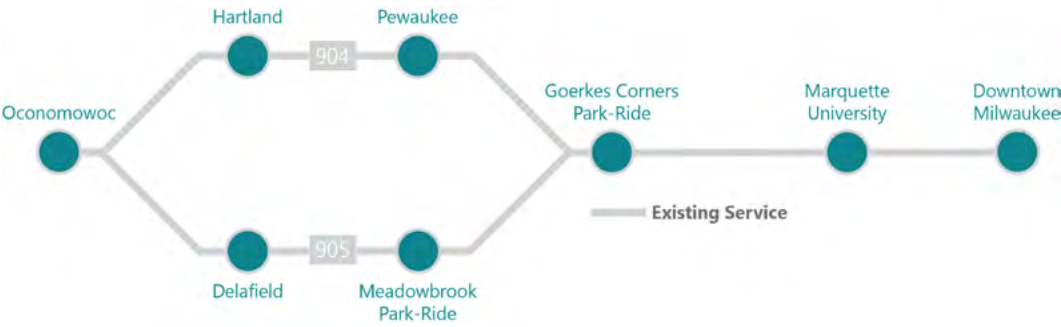
Figure F.8 (Continued)

●●●● Waukesha County Commuter Routes 13

- Developed in context of declining ridership trends on the commuter routes
- Assumes a lower level of service, combining routes, considering partnerships, and potential on-demand services



●●●● Existing 904/905 Service 14



Oconomowoc Hartland Pewaukee Goerkes Corners Park-Ride Marquette University Downtown Milwaukee

904

905

Delafield Meadowbrook Park-Ride

Existing Service




Figure F.8 (Continued)

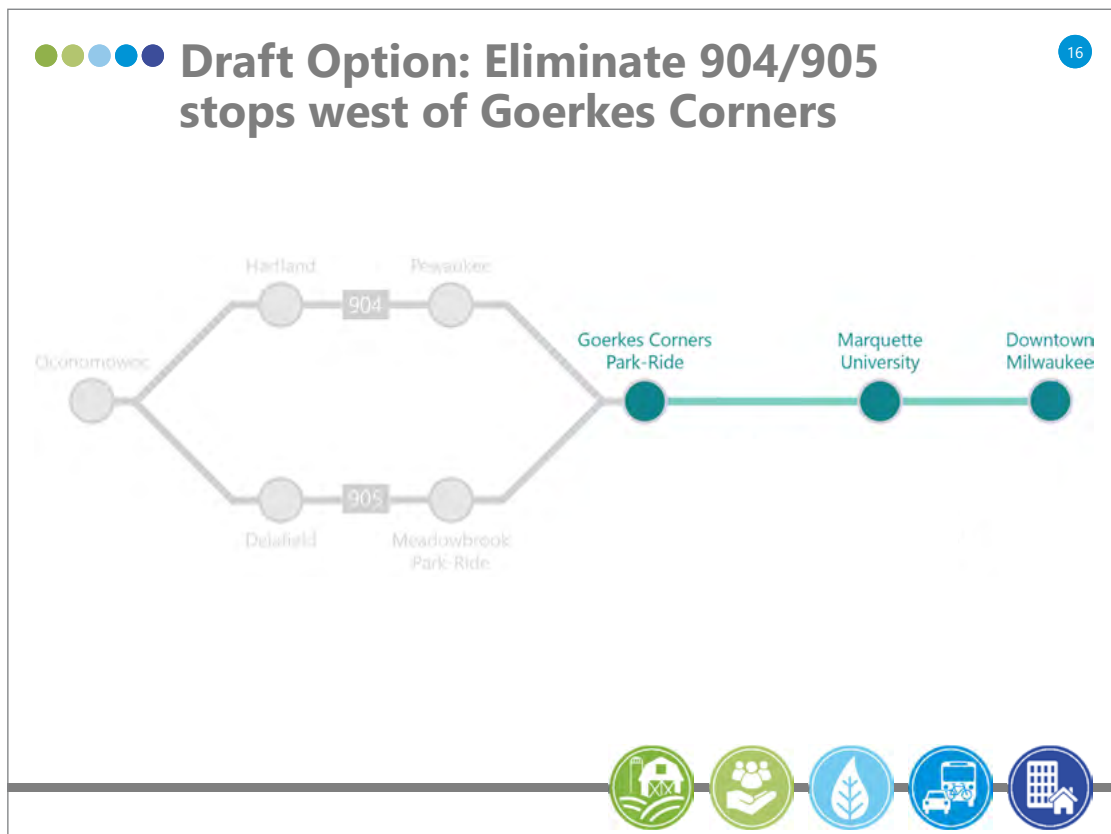


Figure F.8 (Continued)

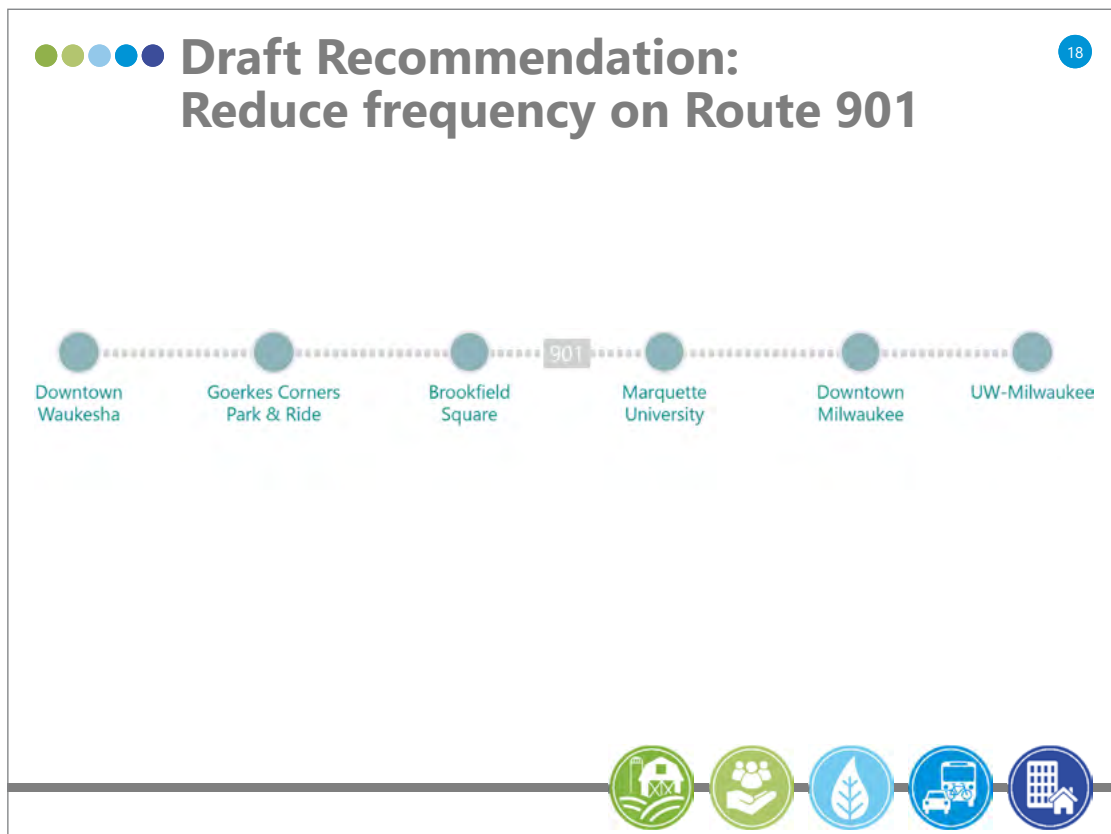
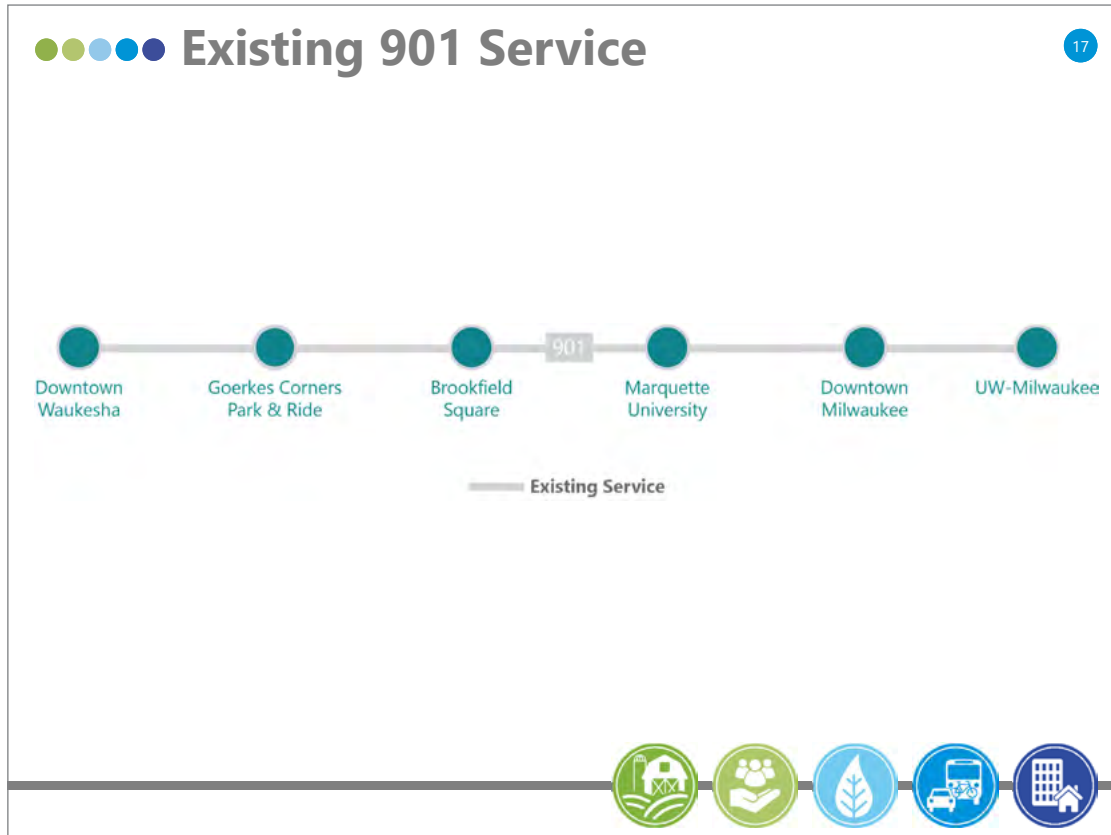
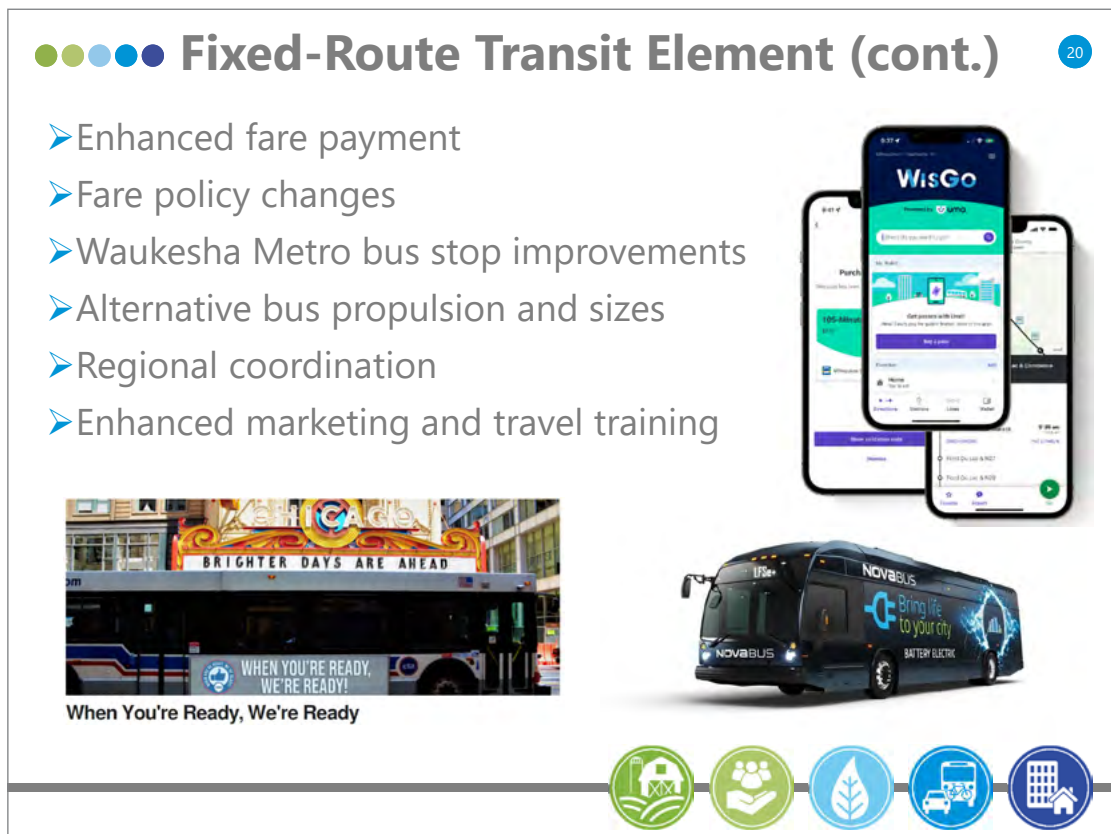
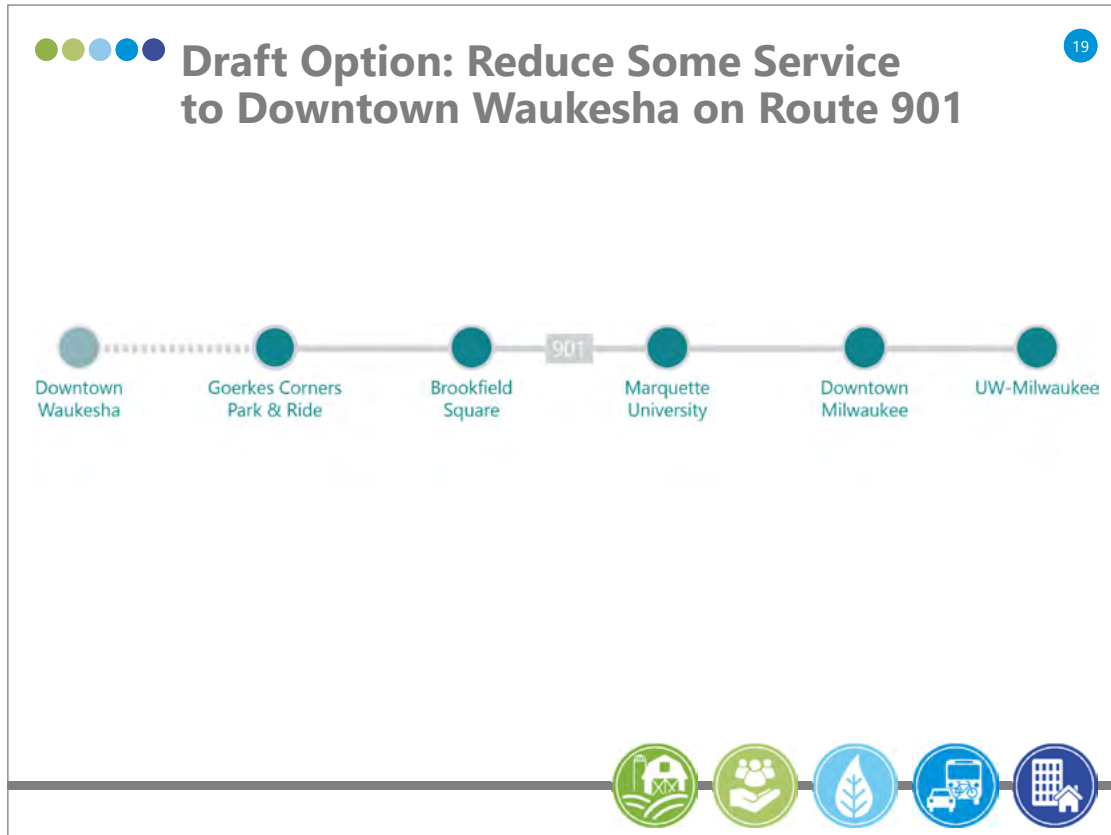


Figure F.8 (Continued)



●●●●

On-Demand Transportation Element

21

- Employment-related On-demand transportation
- Replace poorly performing Waukesha Metro segments with on-demand
- Supplemental on-demand paratransit
- Mobility hubs

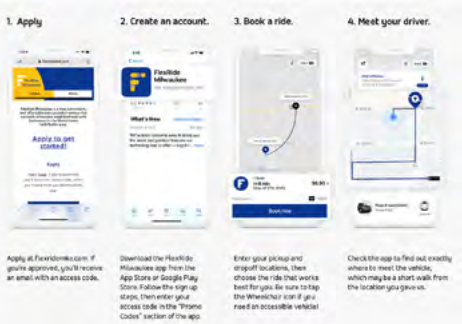


Image of FlexRide Milwaukee ride request app





Image of a conceptual mobility hub from Mobility Hub Guidance, CoMoUK



●●●●

Employment Related On-Demand

22

- Conducted a travel time analysis for employment locations in Waukesha County
- FlexRide Milwaukee is serving employers in Menomonee Falls/Butler
 - Workforce Innovation Grant awarded to Mobilise to continue and expand FlexRide through 2024
 - Future public-private partnerships being explored, led by Mobilise







Image of employer shuttles in Dublin, OH






●●●●● Replace Segments with On-Demand 23



Green Bay Metro On-Demand service map

- Serves as an extension of fixed-route segments
- Green Bay On-Demand is an example in the State
 - Green Bay Metro contracts with technology company (Via) to provide software and vehicles
 - Serves four zones and expands to Metro service area at night



●●●●● Develop Mobility Hubs 24

- Considers Goerke’s Corners Park-Ride Lot and Brookfield Square Mall as potential locations due to their transportation connections and proximity to commercial and employment centers
- Goerke’s Corners location would require discussions with WisDOT regarding parking needs and maintenance
- Brookfield Square provides multiple locations for a mobility hub, with challenges and opportunities
- Funding options are summarized that may help implement improvements




Figure F.8 (Continued)

●●●●● **Paratransit & Specialized Transportation Element** 25

- Recommends continued collaboration with the Aging and Disability Resource Center of Waukesha County
- Recommendation is consistent with the Waukesha County Specialized Transportation Program Review Study (August 2022)
 - Short-term – resume quarterly transportation coordination meetings
 - Medium-term – identify improvements (e.g., technology pilot or service standards)
- Identifies topics and steps to consider if paratransit service would be combined in the future
- Out of scope – County shared-ride taxi
 - Identifies service characteristics to consider if pursued in the future



●●●●● **Next Steps** 26

- Gather and present public input on draft recommendations
- Prepare final recommended transit service improvement plans 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 plans




●●●●● Share Your Feedback! 27

➤ Submit written comments by Friday, November 11th

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

➤ Take our online [survey](#)



Thank You

Jennifer Sarnecki | Transportation Planner
jsarnecki@sewrpc.org | 262.953.3202

SEWRPC.org  /SEWRPC  @SEW_RPC

**ATTENDANCE RECORDS FROM PUBLIC
MEETINGS HELD OCTOBER 25, 26, AND 27, 2022
APPENDIX G**

**Figure G.1
Sign In Sheet for Public Meeting Held on October 25, 2022**



Sign-in Sheet

DATE: Tuesday, October 25, 2022

TIME: 3:00 p.m. – 6:00 p.m.

PLACE: Downtown Transit Center Main Lobby
212 E. St. Paul Avenue
Waukesha, WI 53188

	Name	Email	I would like to receive future information about the Waukesha TDP
1	Alicia Perez		YES / NO
2	dc		YES / NO
3	Brianna Jordan		YES / NO
4	Eric Mading	eric.mading@jake.com	YES / NO
5	Robert C Johnson	rcmj@wi.rr.com	YES / NO
6	Bryce Harris	harris9811@att.net	YES / NO
7	Marissa Wells		YES / NO
8	Nassra Wawi	Nassra.Wawi@gmail.com	YES / NO
9	JEFF ROEMER	jb-roemer@atflood.com	YES / NO
10	ALEX DIAMOND	9dijam362@live.com	YES / NO
11	Luke Smith	LUKEJAMESMTH@gmail.com	YES / NO
12	Tory Welch	TWRichardson@gmail.com	YES / NO
13			YES / NO
14			YES / NO
15			YES / NO

Figure G.2
Sign In Sheet for Virtual Public Meeting Held on October 26, 2022

Waukesha Area Transit

Attendee Report: Development Plan Virtual Public

Report Generated:

10/27/2022 10:26 AM CDT

Webinar ID	Duration	# Registered
776-613-083	56 minutes	13

Attendee Details

Attended	Last Name	First Name
Yes	Dudley	Sadi
Yes	Edwards	Laura
Yes	Engelking	Brian
Yes	Fabian	Patricia
Yes	Hiebert	Christopher
Yes	Johnson	Evonne
Yes	Krupp	Alexander
Yes	Moore	Montre
Yes	Nenaydykh	Yan
Yes	S	ASL Interpreter Amy
No	Naughton	Brian
No	Seegers	Samantha
No	Weise	Sheryl

**Figure G.3
Sign In Sheet for Public Meeting Held on October 27, 2022**



Sign-in Sheet

DATE: Thursday, October 27, 2022
 TIME: 3:00 p.m. – 6:00 p.m.
 PLACE: Waukesha South High School Cafeteria
 401 E Roberta Avenue
 Waukesha, WI 53186

	Name	Email	I would like to receive future information about the Waukesha TDP
1	Jeanne Krajewski	jeannekrajewski@hotmail.com	<input checked="" type="radio"/> YES / <input type="radio"/> NO
2	Derrick Rendon	drendon@waukesha.wi.us	<input checked="" type="radio"/> YES / <input type="radio"/> NO
3	MARTIN KULINSKI	martinkulinski@yahoo.com	<input checked="" type="radio"/> YES / <input type="radio"/> NO
4	Z. Miller County Luke	FH@lukecounty@gmail.com	<input checked="" type="radio"/> YES / <input type="radio"/> NO
5	Alexander Krapp	SonicSpeed57@gmail.com	<input checked="" type="radio"/> YES / <input type="radio"/> NO
6			YES / NO
7			YES / NO
8			YES / NO
9			YES / NO
10			YES / NO
11			YES / NO
12			YES / NO
13			YES / NO
14			YES / NO
15			YES / NO

**COMMENTS RECEIVED DURING THE PUBLIC COMMENT PERIOD
OCTOBER 13, 2022 THROUGH NOVEMBER 11, 2022 AND
FROM PUBLIC MEETINGS HELD OCTOBER 25, 26, AND 27, 2022**

APPENDIX H

Figure H.1
Comments Submitted via by Email and Online Comment Form

From: Bence, Vickie <xxxxxxxxxxxxxxxx>
Sent: Tuesday, November 1, 2022 8:45 AM
To: WaukeshaTDP
Subject: Keeping Delafield routes

I ride the bus from the Delafield Park N Ride 2-3 times a week. It is apparent too many options available for too few of riders. However, cutting the routes in Oconomowoc area might force those folks to drive to Delafield like I have done in the past few years as the Oconomowoc return routes did not work with my schedule.

I am usually on the 6:52 out of Delafield and take the 5:00 from Cass and Wisconsin home. I did not like taking the 6:40 bus because of the stop at Brookfield Square which with the road construction and low to none ridership was a waste of time. With winter approaching, my ridership was going to increase as we will be in 4-5 days a week. With the cost of parking downtown, this was a great option.

Being in Accounting I can appreciate the need to economize but don't squeeze the Waukesha County workers out of downtown. Having a 6:30 option in the morning and two options of return times would be workable for me.

Thank you for your consideration.

From: Russel Evans <xxxxxxxxxxxxxxxx>
Sent: Thursday, October 20, 2022
To: WaukeshaTDP
Subject: comments or questions from the Waukesha Area TDP web page

I'm from the exurbs west of Waukesha, so drive everywhere. Years ago when my car was unavailable I could walk the 1 1/2 miles to the end of the Waukesha bus system if I needed to. But now I can't walk that far, even in favorable weather, so I'm car-dependent in old age. The only service that would help me would be individual pickups and return to my home.

Figure H.1 (Continued)

From: website@sewrpc.org
Sent: Thursday, November 10, 2022 6:57 PM
To: WaukeshaTDP
Subject: comment form
Requestreport: no
Requestbriefing: no
FirstName1: Megan
LastName1: Goodlad
Email: <xxxxxxxxxxxxxxxxxx>
Organization1: Salvation Army
Phone: 2628754572
MailingAddress1: 445 Madison Street
City1: Waukesha
State1: Wisconsin
Zipcode1:

comments:

As a case manager for the homeless population, I continue to see difficulties faced regularly by a significant portion of our community. We need smaller buses or other modes of transportation to be accessible during hours that are currently not provided for. Right now there is insufficient transportation for those partaking in 2nd and 3rd shift jobs. How can people sustain their employment to save and get themselves out of poverty when there are immediate obstacles obstructing their cash flow? 24hr modes of transportation help our community prosper.

Additionally, since most of the homeless population relies heavily on the bus, shelters need to be a critical part of future surveys and assessments. I would also like to see more frequent stops for places like Health and Human Services, Hope Center, St. Vincent De Paul, NAMI, James Place, Workforce Development Center, Waukesha Library, DMV, La Casa De Esperanza, Siena House, Hebron House, and other places that serve the public on a daily basis.

ClientIP: 24.209.172.108

SessionID: iec1izog50jdbn5waetosptj

Figure H.1 (Continued)

From: <xxxxxxxxxxxxxxxx>
Sent: Friday, November 11, 2022 12:58:57 AM
To: WaukeshaTDP
Subject: Public Transit/Community/Shelter

To whom this may concern,

As a case manager for the homeless population, I continue to see difficulties faced regularly by a significant portion of our community. We need smaller buses or other modes of transportation to be accessible during hours that are currently not provided for. Right now there is insufficient transportation for those partaking in 2nd and 3rd shift jobs. How can people sustain their employment to save and get themselves out of poverty when there are immediate obstacles obstructing their cash flow? 24hr modes of transportation help our community prosper.

Additionally, since most of the homeless population relies heavily on the bus, shelters need to be a critical part of future surveys and assessments.

I would also like to see more frequent stops for places like Health and Human Services, Hope Center, St. Vincent De Paul, NAMI, James Place, Workforce Development Center, Waukesha Library, DMV, La Casa De Esperanza, Siena House, Hebron House, and other places that serve the public on a daily basis. I would like to see seminars and advertised training to use such facilities offered to clients at shelters as well.

Figure H.1 (Continued)

From: website@sewrpc.org <website@sewrpc.org>

Sent: Tuesday, October 25, 2022 6:24 PM

To: WaukeshaTDP

Subject: comment form

Requestreport: no

Requestbriefing: no

FirstName1: Janet

LastName1: Nelson

Email: <xxxxxxxxxxxxxxxxxx>

Organization1:

Phone: xxxxxxxxxxxxxxxx

MailingAddress1: 603 N Barstow St #1

City1: Waukesha

State1: WI

Zipcode1: 53186

comments:

I think the vending machine proposal for Goerke's Corners is really a bad idea. 1) It's EXPENSIVE. Machines will require maintenance (paying the machine suppliers for that I imagine) 2) It is asking for VANDALISM (mostly by non-riders.) Break-ins to grab snacks and to get at coins possibly requiring guards on duty 24/7 3) People DON'T NEED it. There is food and water available everywhere we go these days. Besides, commuters are adults and capable of handling their own food and water needs. I do like the understanding that riders need more bus shelters! I don't think shelters needs to be all fancy, use the money to provide more utilitarian ones. And please, put a decent shelter at Brookfield Square! Actually, buses could just drive up along the west side of the mall where there's an overhang. No need for new construction. Back in the 70's that how all Milwaukee buses used to stop at malls.

ClientIP: 107.136.147.76

SessionID: 2at1seljygwuz4npr5aonie

From: <xxxxxxxxxxxxxxxxxx>

Sent: Friday, November 11, 2022 1:15:51 AM

To: WaukeshaTDP

Subject: Roads and Places

recognize the sender and know the content is safe. Me was trying to prove that in a huge state there doesn't need to have many buses anyway. Also some roads and places need to have buses running down them too sometimes.

Figure H.1 (Continued)

From: website@sewrpc.org <website@sewrpc.org>
Sent: Thursday, November 3, 2022 3:25 PM
To: WaukeshaTDP
Subject: comment form

Requestreport: yes
Requestbriefing: no
FirstName1: James
LastName1: Reed
Email: <XXXXXXXXXXXXXXXXXX>
Organization1:
Phone: <XXXXXXXXXXXXXXXXXX>
MailingAddress1: 290 Wakefield Downs
City1: Wales
State1: WI
Zipcode1: 53183

Hello! I have some comments and ideas on the future of Waukesha transit. I'll roll them into my suggestions. THE POTENTIAL REMOVAL OF BUS STOPS WEST OF GOERKE'S CORNERS. For me personally, this is a non-starter: If I have to drive all the way to Goerke's Corners, I might as well drive all the way downtown -- the cost savings isn't worth the inflexibility, longer commute, bus maintenance issues, etc. That said, for many commuters, the time of the route isn't super- important: I would say if companies are willing to let workers have hybrid schedules, most of them will allow some flexibility on start and end times. Even if you just have one bus going to Pewaukee, Delafield and Oconomowoc, I'd be willing to adjust my incoming and outgoing times to meet that schedule. TICKETING. It's time to turn in your hole-punchers. An app that lets riders buy tickets online for the driver to scan to admit passage shouldn't be hard to implement -- the Brewers have little old ladies do that for parking. Better still, if you need to communicate to riders, you can push messages out through the app. No need to leave flyers on the bus, plus a dramatic reduction in calls from angry riders wondering where their bus is. BUS STOP MAINTENANCE. Currently at the Meadowbrook stop, there is a giant yellow CAUTION tape across the structure and trash piling up. I imagine you're thinking, "what does it matter if no one is getting on the bus there?" I would reverse it -- you're never going to increase ridership, especially in the suburbs, if the bus stops look like hot garbage. I know that they often get trashed during Summerfest, and that makes me mad too, but this is a must. CONSIDER A LARGER PRESENCE. Maybe you've tried this before, but have you considered creating a Brewers line for home games? What about one for Bucks games, or the new symphony venue? Waukesha County is filled with old people who are nervous about driving downtown. With a little community outreach (like 55+ / senior living centers), I bet this could be a profitable addition that increases your visibility. CLEAN UP YOUR DIGITAL PROPERTIES. The website is hard to navigate (at least to get to where I want to go), and there are multiple apps but for parts of the country I'm not going to. I think you can create a better user experience, especially if you have the capabilities of online buss pass purchases. I know these are hard times -- a shortage of drivers, maintenance workers, parts, riders, fewer employers requiring in-office workers -- but I think you can make this work. Let me know if you'd like additional feedback. :)

ClientIP: 165.225.63.66
SessionID: k5ff2ocpt4tygvfhdrfzbiq

Figure H.1 (Continued)

From: <xxxxxxxxxxxxxxxx>

Sent: Tuesday, November 8, 2022 4:01 PM

To: WaukeshaTDP

Subject: RE: Waukesha Area Transit Development Plan

Southeastern Wisconsin Regional Planning Commission RE: Waukesha Area Transit Development Plan
Government issued identification is critical for accessing a wide variety of public and private resources.

Currently, Waukesha Metro provides only limited service (Route #9 - 4 stops daily) to the Wisconsin Department of Motor Vehicles Customer Service Center at 2019 Golf Road, Pewaukee, WI 53072.

The next nearest bus stops to the DMV are located at either GE Medical Systems or on the corner of Grandview Blvd & Silvernail Rd. Both are a 10-15 minute walk from the bus stop to the DMV in an area without sidewalks.

Please consider providing full service on Waukesha Metro Route #9 to the Wisconsin Department of Motor Vehicles

Figure H.1 (Continued)

From: <xxxxxxxxxxxxxxxxxx>
Sent: Tuesday, October 25, 2022 10:33 AM
To: WaukeshaTDP
Subject: Fwd: Ridership Information
Jim Strand
2215 Napa Trail
Waukesha, WI, 53188 cell: xxxxxxxxxxxx
----- Forwarded message -----
From: Brian Engelking
Date: Mon, Oct 24, 2022 at 9:49 AM
Subject: Ridership Information

Cc: Transit Web E-Mail <Transit@waukesha-wi.gov>

Dear Sewrpc:

These are my comments on the following lists of ridership for the Waukesha Metro System from city of Waukesha Trtansit Manager:

For the Metro ridership numbers alone (not including the Wis. Coach Service), taking ridership from 2013 where the total was 759,000 to 2021

the total was 324,000, the numbers are one that lead me to the following comments:

1. I would hope that the city of Waukesha does not add one dollar in increased funding for a system that is in freefall. I assume that the virus had an affect on these numbers.
2. I would also recommend that the city of Waukesha wait at least two years to do anything to increase any new funding for the bus system.
3. I realize there are 68 pages to your report, and if you feel that all the route changes, etc. would save money for the system, that is a good idea.
4. But I recommend that no new routes be added to "help" ridership numbers.

In conclusion, no new routes that increase funding for the bus system, and that the city of Waukesha waits at least two years before any action will be taken for these pathetic ridership numbers.

In fact, with these ridership numbers going down so much, that funding for the Metro system be cut.

Sincerely, Jim Strand

Dear Jim

It was nice to speak to you this morning about bus ridership. You are correct, the numbers you cited are City and County ridership combined. Per your request, I have included the ridership for 2013-2022 for Waukesha Metro (City Bus). I also included the total for Waukesha Metrolift which is the service for disabled individuals that serves the same area as Waukesha Metro. In addition, I am including the ridership for Waukesha County Commuter Routes 901,904,

905 & 906 operated by Wisconsin Coach Lines over the same time period. Note: the Route 906 ceased operations in mid 2020. Thank you.

Figure H.1 (Continued)

	Metro	Metrolift	Total
2013	746,767	12,315	759,082
2014	706,447	11,916	718,363
2015	695,391	10,906	706,297
2016	643,451	10,578	654,029
2017	630,003	9,683	639,686
2018	619,488	10,772	630,260
2019	577,696	11,063	588,759
2020	364,383	5,984	370,367
2021	317,605	7,296	324,901

Wis. Coach Service

2013	170,582
2014	165,915
2015	164,457
2016	158,773
2017	138,233
2018	111,726
2019	95,862

From: noreply=revize.com@turbo-smtp.info <noreply=revize.com@turbo-smtp.info> On Behalf Of noreply@revize.com

Sent: Saturday, October 22, 2022 10:10 AM

To: Transit Web E-Mail

Subject: Contact Us Online Request

From: Sheryl Weise <xxxxxxxxxxxxxxxxxx>

Sent: Tuesday, November 1, 2022 8:16 AM

To: WaukeshaTDP

Subject: Route 9

My son is autistic and rides the route 9 bus every weekday. What are the changes planned please?
We were down in NC during the October meetings.

Thanks,

Sheryl Weise

Figure H.2
Oral Comments Presented to Commission Staff or Court Reporters at the Public Meetings

October 25

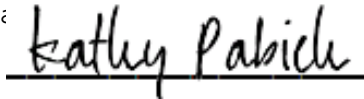
Page 1

1 STATE OF WISCONSIN)

2)

3 COUNTY OF MILWAUKEE)

4 I, KATHY P. PABICH, a Notary Public in and
5 for the State of Wisconsin, do hereby certify that on
6 October 25, 2022, at Waukesha Metro Transit, 212 East
7 St. Paul Avenue, Waukesha, Wisconsin, for SEWRPC,
8 Waukesha Area Transit Development Plan Meeting, there
9 were no statements to:



10

KATHY P. PABICH

11

Notary Public

12

In and for the State of Wisconsin

13

My Commission Expires: July 9, 2023

14

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Brown & Jones Reporting
A Veritext Company

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www.veritext.com

[2022 - wisconsin]

2	o
2022 1:6	october 1:6
2023 1:14	p
212 1:6	p 1:4,11
25 1:6	pabich 1:4,11
7	paul 1:7
7089 1:10	plan 1:8
9	public 1:4,12
9 1:14	s
a	sewrpc 1:7
area 1:8	signature 1:10
avenue 1:7	st 1:7
c	state 1:1,5,13
certify 1:5	statements 1:9
commission 1:14	t
county 1:3	taken 1:9
d	transit 1:6,8
development 1:8	w
e	waukesha 1:6,7
east 1:6	1:8
expires 1:14	wisconsin 1:1,5
j	1:7,13
july 1:14	
k	
kathy 1:4,11	
m	
meeting 1:8	
metro 1:6	
milwaukee 1:3	
n	
notary 1:4,12	

Wisconsin Rules of Civil Procedure
Chapter 804, Depositions and Discovery
Section 804.05

(6) Submission to Deponent; Changes; Signing.

If requested by the deponent or any party, when the testimony is fully transcribed the deposition shall be submitted to the deponent for examination and shall be read to or by the deponent. Any changes in form or substance which the deponent desires to make shall be entered upon the deposition by the officer with a statement of the reasons given by the deponent for making them. The deposition shall then be signed by the deponent, unless the parties by stipulation waive the signing or the witness is ill or cannot be found or refuses to sign. If the deposition is not signed by the deponent within 30 days after its submission to the deponent, the officer shall sign it and state on the record the fact of the waiver or of the illness or absence of the deponent or the fact of the refusal or failure to sign together with the reason, if any, given therefor; and the deposition may then be used as fully as though signed unless on a motion to suppress under s. 804.07 (3) (d) the court holds

Figure H.2 (Continued)

that the reasons given for the refusal or failure to sign require rejection of the deposition in whole or in part.

DISCLAIMER: THE FOREGOING CIVIL PROCEDURE RULES ARE PROVIDED FOR INFORMATIONAL PURPOSES ONLY. THE ABOVE RULES ARE CURRENT AS OF APRIL 1, 2019. PLEASE REFER TO THE APPLICABLE STATE RULES OF CIVIL PROCEDURE FOR UP-TO-DATE INFORMATION.

Figure H.2 (Continued)

VERITEXT LEGAL SOLUTIONS
COMPANY CERTIFICATE AND DISCLOSURE STATEMENT

Veritext Legal Solutions represents that the foregoing transcript is a true, correct and complete transcript of the colloquies, questions and answers as submitted by the court reporter. Veritext Legal Solutions further represents that the attached exhibits, if any, are true, correct and complete documents as submitted by the court reporter and/or attorneys in relation to this deposition and that the documents were processed in accordance with our litigation support and production standards.

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In Re: Waukesha Area Transit Development Plan
Jeanne Krajewski
Luke Coutu
Martin Kulinski - Part 1
Martin Kulinski - Part 2

1 JEANNE KRAJEWSKI

2 JEANNE KRAJEWSKI: Hi, Dan. I spent
3 many years living in Waukesha. And I no longer
4 live here, but I have a 41-year-old daughter who
5 does, and she is both disabled and low-income.

6 And I think Waukesha is an incredibly
7 wonderful city. And things I really like about
8 Waukesha is the bus system. I think you have a
9 fantastic bus system.

10 I think you have a wonderful police
11 force. The NAMI organization is very, very
12 strong here, and so there's really good resources
13 for the disabled community.

14 My daughter lives on Big Bend Road,
15 South of Sunset. And that's what I'm here about.
16 Because for years, I'll stop in at the transit
17 center and say, how come there's not a route
18 running east and west on Sunset? And everybody
19 says, I don't know.

20 And why isn't there a route? I feel
21 very passionate that it would serve the community
22 from everybody south of Wisconsin Avenue and then
23 even south of Sunset, and then all the way to the
24 east end of Sunset and then just up St. Paul, you
25 have -- where's my other paper -- lost my other

1 paper -- you have apartments up there. You have
2 a whole senior community up there, sort of across
3 from that Kwik Trip on St. Paul on the West End.
4 And then you have an Aldis, you have a Kohls, you
5 have a haircutting place. You have the Ascension
6 Health Center.

7 And then all the way down to Meijer,
8 you have a tremendous number of businesses;
9 doctors, chiropractors, foot doctor, banks, plus
10 tons and tons of shopping and vision services.
11 There's so many wonderful things on Sunset
12 Avenue.

13 But if you live down on the east end
14 and you want to get to the middle -- say you want
15 to get to Badger Health Care, which is
16 approximately Prairie, you -- and especially if
17 you're not real mobile, you have to go -- what is
18 it -- the 15 -- you ride the 15 up to the depot
19 and then you've got to come back down on the 4 or
20 the 5, and then you're still not really where you
21 need to be.

22 You know, and the food pantry's over
23 there and all these wonderful places to shop.
24 Kohls is a nice place to shop, the Ascension
25 Healthcare Center. They're all there. But the

1 only way is to go all the way up and all the way
2 down. And even then, you might not be close
3 enough to where you want to be. I just -- I
4 can't understand why.

5 Okay, so I understand that you have no
6 circular routes so that people can't just keep
7 riding all day long. You know, I get that. But
8 to be able to go east and west on Sunset and then
9 down to Walmart or over to Meijer or to CVS or to
10 Walgreens, those are all options. Especially
11 like vision options and things, those are all
12 options that somebody's insurance may cover one
13 or the other. But there just really isn't a way
14 -- it's so close, but you can't get there.

15 And so I feel very, very passionate
16 that it would be such a benefit to the non-
17 driving community if there was an east-west route
18 on Sunset Avenue, you know, all the way down to
19 like where Aldis and Kohls is, which is called
20 the Fox Run shops -- well, there's the Fox Run
21 Center, you know, and then you have the shops at
22 the Fox River, you've got the food pantry, and
23 then way at the other end you've got the Meijer.
24 It would be so beneficial.

25 Because like even to go to the library,

1 if you live on Big Bend Road, you can take the 15
2 up, but no matter where you get off, you're going
3 to be several blocks from the library. And you
4 could have back down to 5, at least get off on
5 Grant, but you have to go to the depot and come
6 back down, where -- and the 15 is a long route.
7 And if you could just ride down Sunset and go up
8 to 5, you'd be right at the library. It just
9 think it just makes so much more sense.

10 So I appreciate you hearing me out. As
11 you can tell, I feel very passionate about this.
12 And like I said, I stopped at the depot multiple
13 times and asked why doesn't this route exist?
14 You know, the one time and place where your
15 routes really, truly intersect is in the very
16 downtown area around Main Street and Barstow.
17 All these routes intersect, but outside of the
18 depot, that the only place. Whereas you could
19 really do a service to a lot of people if Sunset
20 had a circular route.

21 Thank you very much.

22 LUKE COUTU:

23 WOMAN: Okay. You can keep talking in
24 general, but just make it (indiscernible).

25 LUKE COUTU: Okay. So I think it would

1 be beneficial to have bus service to the
2 Orthopedic Associates of Wisconsin in Pewaukee
3 for myself. I mean, currently I am carpooling
4 and I have a normal ride. Sometimes, if she's
5 not available I can find other rides, and
6 sometimes it's not always as easy.

7 And also, there's patients. I think
8 the service would be beneficial to patients. We
9 used to be out more of the medical center and
10 accessible by bus, and that's not the case
11 anymore. So I'm thinking a bus route to
12 Orthopedic Associates of Wisconsin and Pewaukee
13 on Golf Road would be beneficial.

14 WOMAN: Thank you.

15 LUKE COUTU: Yeah, I'm going to take a
16 look and see what else we've got going.

17 WOMAN: That's good.

18 MARTIN KULINSKI - Part 1:

19 WOMAN: All right. You may begin.

20 MARTIN KULINSKI: Okay. My comment is
21 the New Berlin -- City of New Berlin area where
22 there industrial park is off of Moorland
23 Boulevard, there was -- I mean, talk in the past
24 years with Milwaukee County and getting people
25 that take mass transportation to the industrial

1 park over there from Milwaukee. Just was
2 wondering if anything is going to be addressed on
3 that issue.

4 MAN: Lunch break (indiscernible).

5 MARTIN KULINSKI - Part 2:

6 MARTIN KULINSKI: Apartment building
7 plan there to hold 500 units was shot down by the
8 residents, which makes no sense to me, but people
9 in New Berlin don't make any sense in the first
10 place.

11 That's it.

12 WOMAN: That's it?

13 MAN: All right.

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C E R T I F I C A T I O N

I, Sonya Ledanski Hyde, certify that the
foregoing transcript is a true and accurate
record of the proceedings.



Veritext Legal Solutions
330 Old Country Road
Suite 300
Mineola, NY 11501

Date: November 16, 2022

1	associates 6:2,12 available 6:5 avenue 2:22 3:12 4:18	close 4:2,14 come 2:17 3:19 5:5 comment 6:20 community 2:13 2:21 3:2 4:17 country 8:12 county 6:24 coutu 1:15 5:22 5:25 6:15 cover 4:12 currently 6:3 cvs 4:9	exist 5:13
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[street - years]

<p>street 5:16 strong 2:12 suite 8:13 sunset 2:15,18 2:23,24 3:11 4:8 4:18 5:7,19 system 2:8,9</p>	<p>v</p> <p>veritext 8:11 vision 3:10 4:11</p>
<p>t</p> <p>t 8:1,1 take 5:1 6:15,25 talk 6:23 talking 5:23 tell 5:11 thank 5:21 6:14 things 2:7 3:11 4:11 think 2:6,8,10 5:9,25 6:7 thinking 6:11 time 5:14 times 5:13 tons 3:10,10 transcript 8:4 transit 1:13 2:16 transportation 6:25 tremendous 3:8 trip 3:3 true 8:4 truly 5:15</p>	<p>w</p> <p>walgreens 4:10 walmart 4:9 want 3:14,14 4:3 waukesha 1:13 2:3,6,8 way 2:23 3:7 4:1 4:1,1,13,18,23 we've 6:16 west 2:18 3:3 4:8 4:17 wisconsin 2:22 6:2,12 woman 5:23 6:14,17,19 7:12 wonderful 2:7 2:10 3:11,23 wondering 7:2</p>
<p>u</p> <p>understand 4:4 4:5 units 7:7</p>	<p>y</p> <p>yeah 6:15 year 2:4 years 2:3,16 6:24</p>

Figure H.3
Returned Comment Cards from Public Meetings

WAUKESHA AREA TRANSIT DEVELOPMENT PLAN: 2023-2027
Comment Form

Name: Marissa Wells Date: 25-Oct-2022
Address: 1032 Canterbury Lane Affiliation: None
Waukesha, WI 53188 (if any)
Email: _____

Comments:
• Keep 4 and under "free of charge"
• Quicker routes please
• Increase efforts to educate public how safe, affordable, and easy it is to ride
• Keep great service and staff 😊

www.sewrpc.org/WaukeshaTransit

WAUKESHA AREA TRANSIT DEVELOPMENT PLAN: 2023-2027
Comment Form

Name: Tory Welch Date: 10/25/22
Address: 214 S Grand Ave Affiliation: _____
Email: TRRichardson@gmail.com (if any)

Comments:
Keep The #2 Route unchanged / ~~the~~ ~~in~~
increased frequency Along The L4 Routes

www.sewrpc.org/WaukeshaTransit

Figure H.3 (Continued)

WAUKESHA AREA TRANSIT DEVELOPMENT PLAN: 2023-2027
Comment Form

Name: Alicia Perez Date: 10/25/22
Address: 339 W. Wabash Ave Affiliation: _____
Waukesha, WI 53186 (if any)
Email: _____

Comments:
Not sure what other buses go past the schools, but would like if a bus can go past Lepaul middle school more times during the day, if not all day, so children do not have to hurry and rush after school, to catch the OME bus. What if students want to take extra curriculars after school, or need extra help with homework, or need the library for something. I feel, the bus needs to be more accessible for students after classes.
www.sewrpc.org/WaukeshaTransit
Thank you 😊

WAUKESHA AREA TRANSIT DEVELOPMENT PLAN: 2023-2027
Comment Form

Name: Eric Mading Date: 10-25-2022
Address: 809 John St #2 Affiliation: _____
Waukesha, WI 53188 (if any)
Email: ericmading@yabw.com

Comments:
I think that route 1 on Sundays should serve Woodman's like it does now. Also, route 9 should continue to serve WCIC, as some students have study classes.

www.sewrpc.org/WaukeshaTransit

Figure H.3 (Continued)

WAUKESHA AREA TRANSIT DEVELOPMENT PLAN: 2023-2027

Comment Form

Name: Nassra Kawi Date: 10/25/22
Address: 1132 Dopp St Affiliation: _____
(if any)
Email: Nassra.Kawi@gmail.com

Comments:

I would love if the transit system could incorporate after school activities (+highschool+West) in the bus schedule Summerschedule:
I would feel more comfortable having my youth use the transit system if it does not involve changing bus at the transit center. In Particular it would be nice if ~~the~~ instead of transit ^{www.sewrpc.org/WaukeshaTransit} you offered a route that ~~went~~ goes around town

with stops at the different activity points around Waukesha ex library, Horeb pool, Bucher pool, Lowell tennis Court etc. As a parent to a youth and being in Waukesha City it doesn't make sense to have ~~be~~ them change buses at the transit center.

Please return your completed comment form to a staff person.
Additional comments can be emailed to waukeshatdp@sewrpc.org

Figure H.3 (Continued)

WAUKESHA AREA TRANSIT DEVELOPMENT PLAN: 2023-2027

Comment Form

Name: Maria Pieters Date: 10/27/2022
Address: _____ Affiliation: SDW
(if any)
Email: Mpieters@Waukesha.K12.WI.US

Comments:
Coordinate bus pick up times with school's dismissal times. This way more students can take the bus home. This would be very helpful to parents, mainly in winter.

www.sewrpc.org/WaukeshaTransit

Figure H.4
Online Survey Results During the Public Comment Period October 13, 2022 – November 11, 2022

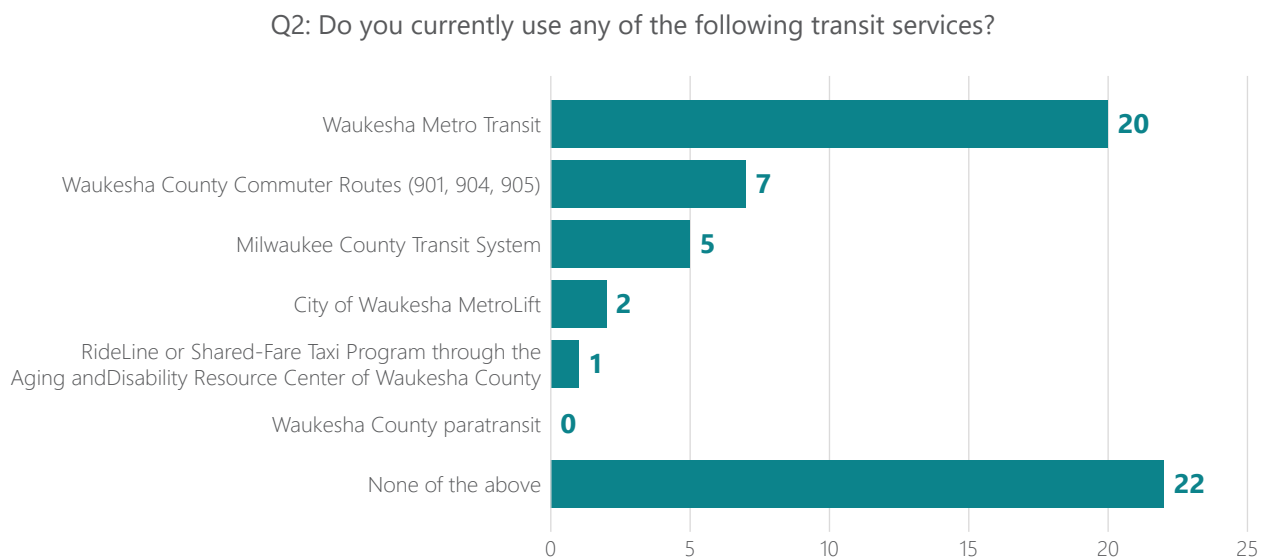
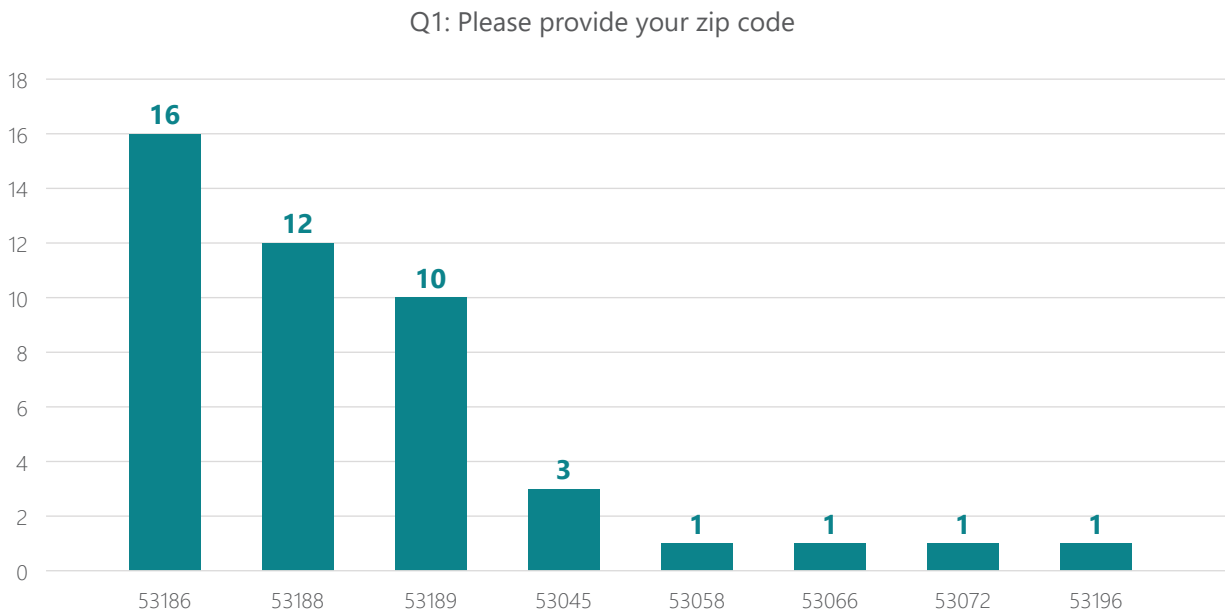


Figure H.4 (Continued)

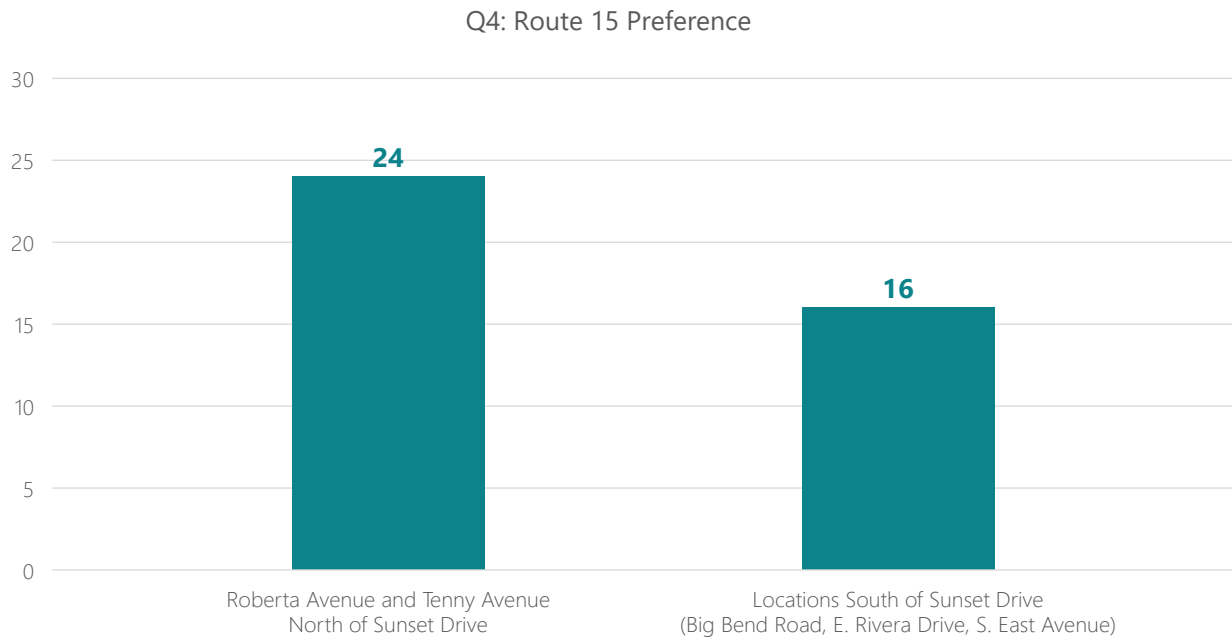
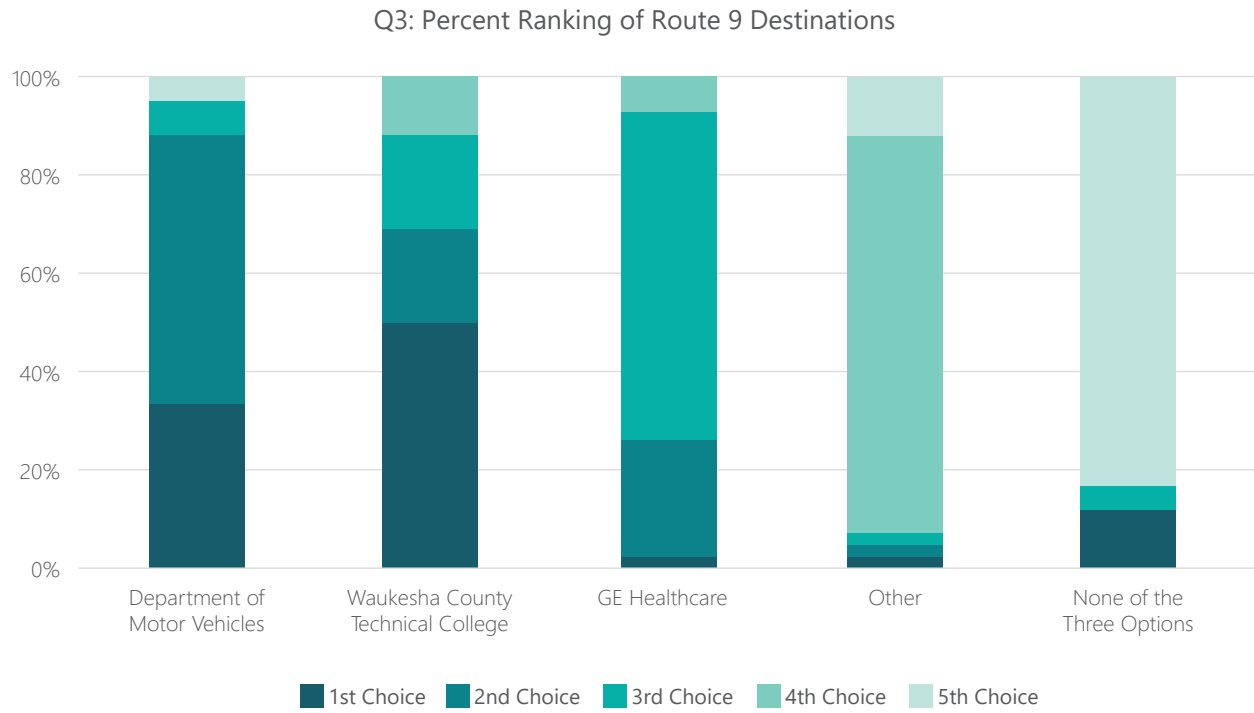
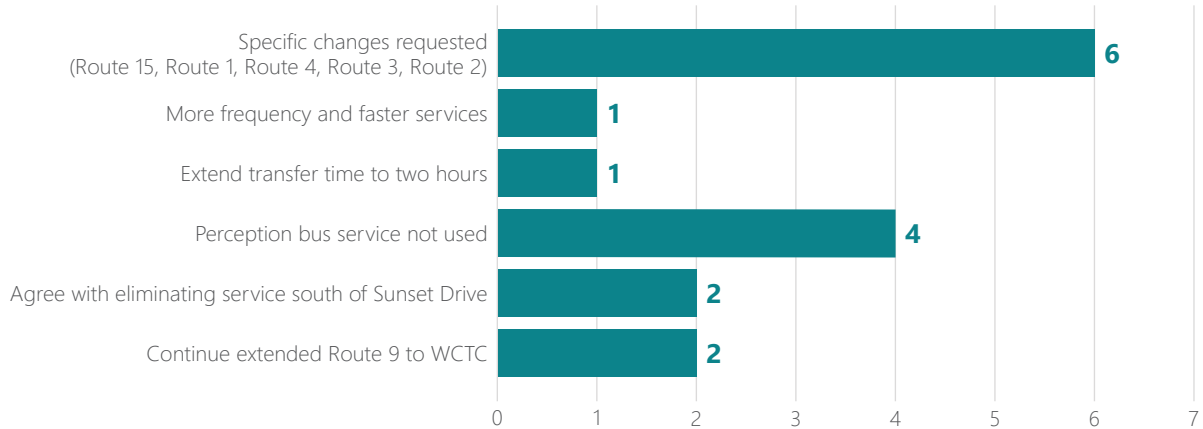
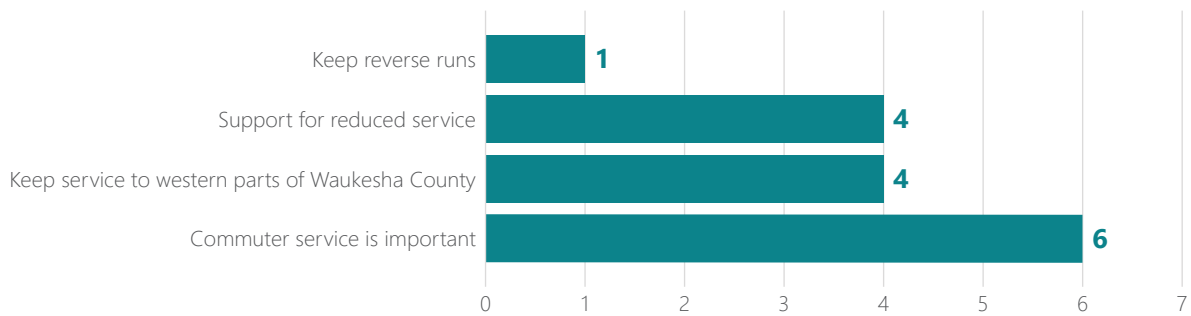


Figure H.4 (Continued)

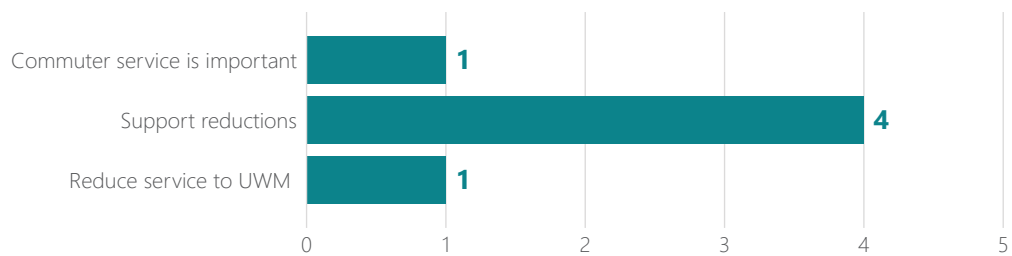
Q5: Comment Themes Regarding Waukesha Metro Transit Recommendations



Q6: Comment Themes Regarding County Commuter Bus Routes 904 and 905 Recommendations



Q7: Comment Themes Regarding County Commuter Bus Route 901 Recommendations



Q8: Comment Themes Regarding Route 901 Service Option to End Service at Goerke's Corners

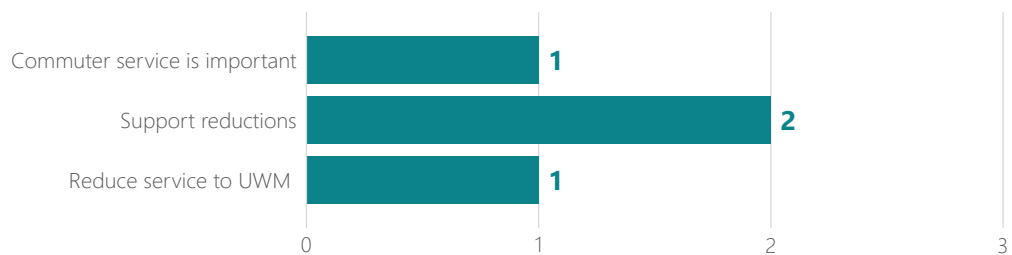
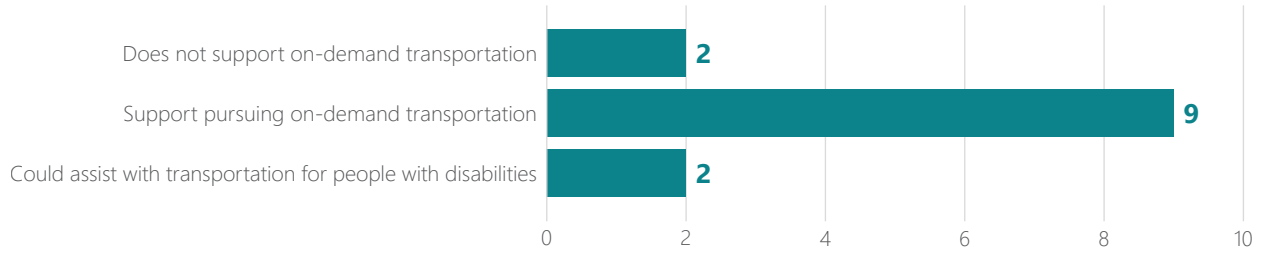


Figure H.4 (Continued)

Q9: Comment Themes Regarding On-Demand Transportation



Q10: Additional Comments Not Addressed in Survey

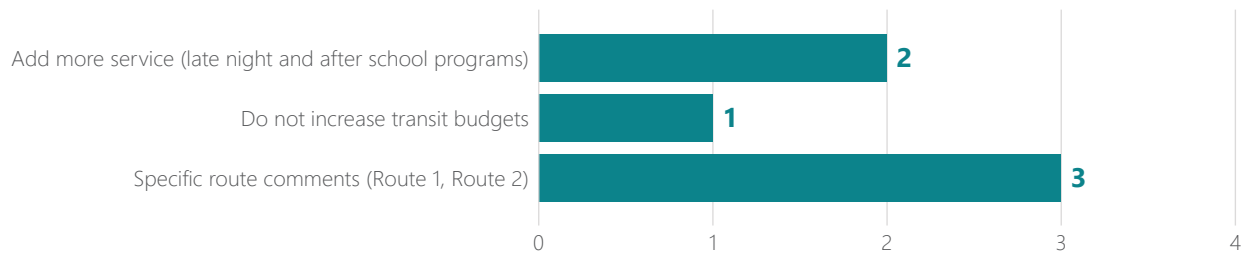


Figure H.5
Comments Received via Social Media

City of Waukesha

Transit Facebook Post 10/25/2022

We're planning the future of Waukesha's transit systems and we need your input! Please join us to provide feedback on draft recommendations and whether they meet your transportation needs.

Public Information Meetings:

- Tuesday, October 25, 3pm-6pm. Downtown Transit Center (212 E. St. Paul)
- Wednesday, October 26, 4pm-5:30pm. Virtual. (Register at the link below)
- Thursday, October 27, 3pm-6pm. Waukesha South High School Cafeteria (401 E Roberta Avenue)

The in-person meetings will be in an "open house" format, allowing you to attend at any time.

More Information: <https://www.sewrpc.org/.../TransitDev.../WaukeshaAreaTDP.htm>



Figure H.5 (Continued)



Figure H.5 (Continued)

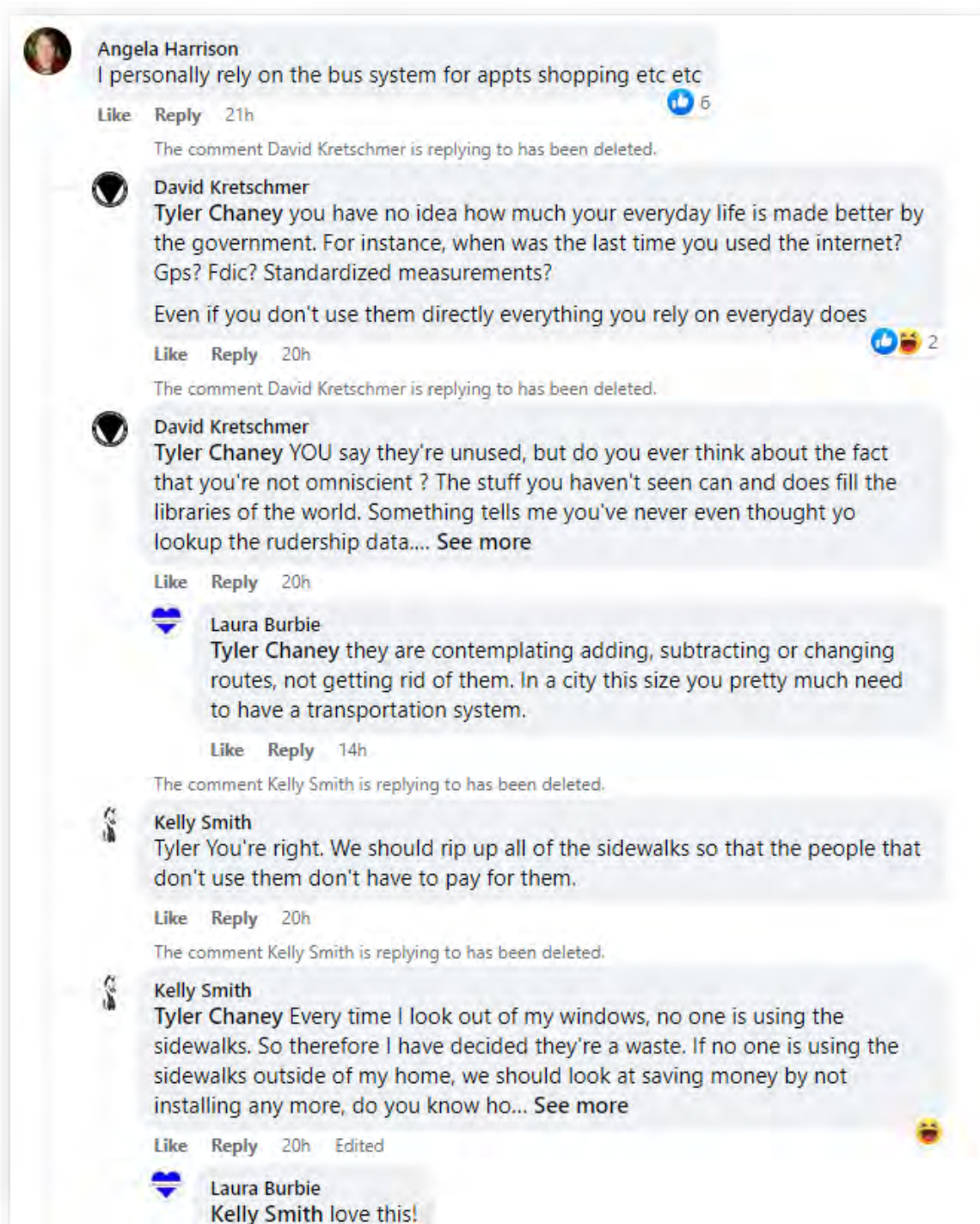


Figure H.5 (Continued)



Figure H.5 (Continued)



**BUSINESS-FOCUSED MEETING
HELD ON NOVEMBER 9, 2022
APPENDIX I**


Figure I.1
Materials Announcing the Business Meeting

SHARE YOUR FEEDBACK!


Share your feedback on the draft public transit recommendations for Waukesha Metro Transit and Waukesha County Transit.

Key input we need:

- ▶ Do the draft transit recommendations meet your company's transportation needs?
- ▶ Which recommendations should be pursued?



Date: Wednesday, November 9, 2022
Time: 1:00 p.m. - 3:00 p.m.
Location: Waukesha County Business Alliance
2717 N. Grandview Boulevard
Waukesha, WI 53188



At the request of Waukesha County and the City of Waukesha, SEWRPC is preparing a 5-year transit plan. Draft recommendations have been prepared and your input will help inform how the final plan is implemented. Draft recommendations we plan to discuss include:

- ▶ Waukesha Metro route changes
- ▶ Transit enhancements along the Bluemound Road corridor
- ▶ Employment-related on-demand transportation

Please RSVP before Wednesday, November 2 to: apayne@waukesha.org

Find out more at: sewrpc.org/WaukeshaTransit

Figure I.2
Presentation Given at the Business Meeting

Southeastern Wisconsin
Regional Planning Commission



Waukesha Area Transit Development Plan

Business Meeting
November 9, 2022

#265301

●●●●● **Meeting Agenda** 2

1. Introductions
2. Overview of Waukesha Area Transit Development Plan
3. Review draft transit service recommendations and options
 - a. Draft Waukesha Metro and Waukesha County Transit Routes
 - b. On-Demand Employment Transportation
 - c. Route 1/Bluemound Road Corridor Enhancements
4. Gather your input


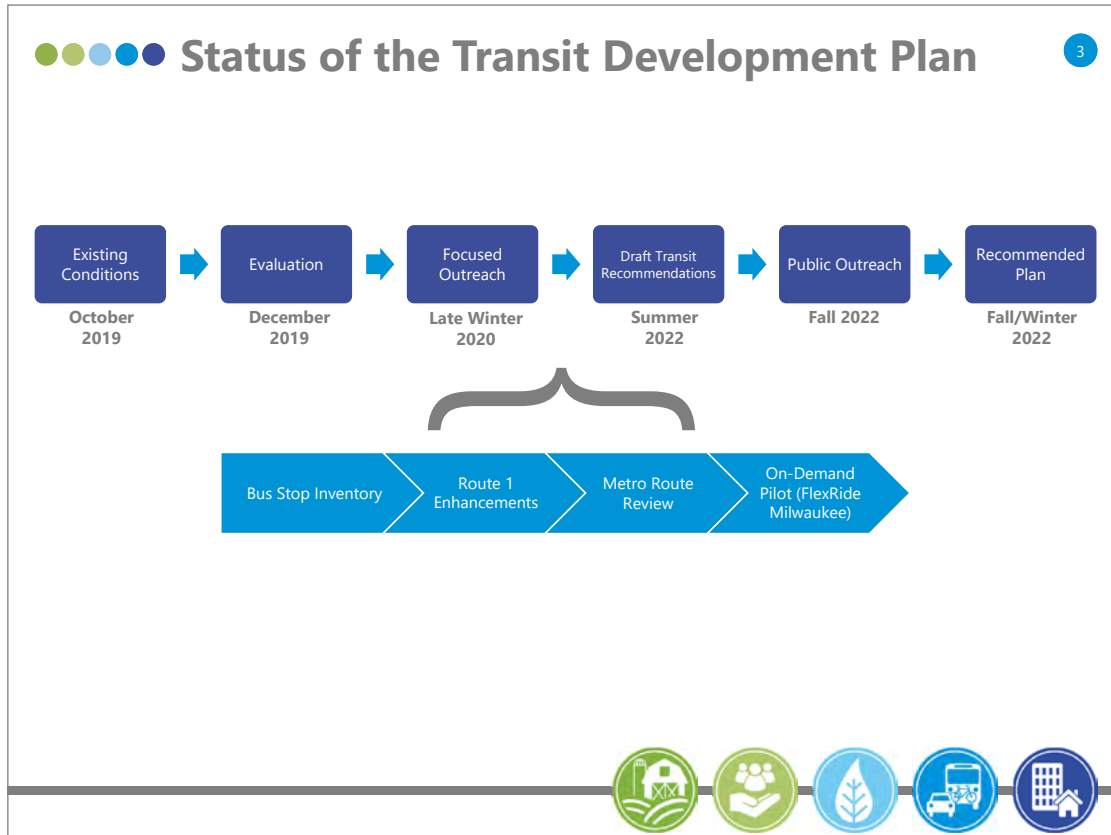



Figure I.2 (Continued)



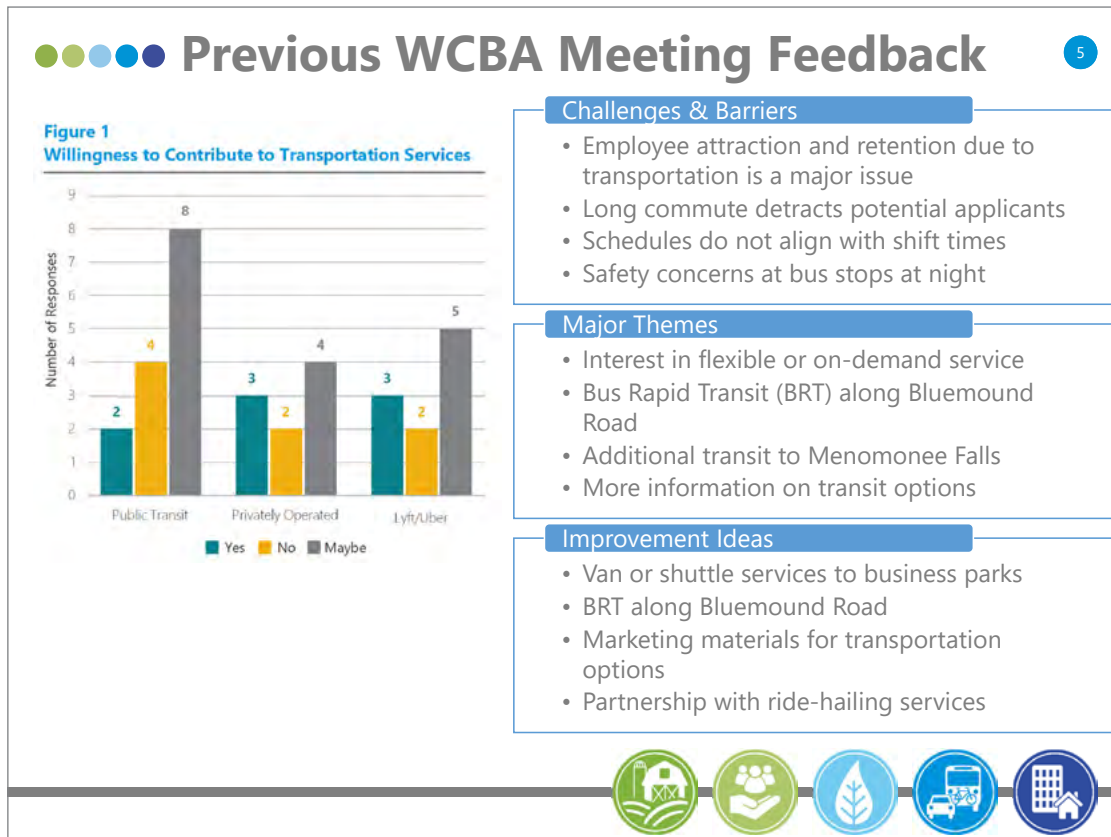
●●●●● Previous WCBA Meeting 4

- February 25, 2020
- Hosted by Waukesha County Business Alliance
- Focused on workforce transportation
- 21 attendees
- Small group discussions

Questions	Yes	No
Does your company currently offer transportation to employees?	4	12
Do you provide information about transportation options, such as transit or carpooling, to potential, new, or current employees?	6	8
Would you find it helpful to have more information available about transportation options and transit schedules?	11	4



House Group Leaf Bus Building



●●●●● Restructure Waukesha Metro Routes 6

- Based on performance evaluation, input from Advisory Committee, and recent ridership trends
- Considered the presence of individuals with high transit needs
 - Seniors
 - Persons in low-income households
 - People with disabilities
 - Households with no vehicle
- Goals
 - Serve core transit riders
 - Improve efficiency
 - Make transit more attractive

Figure I.2 (Continued)

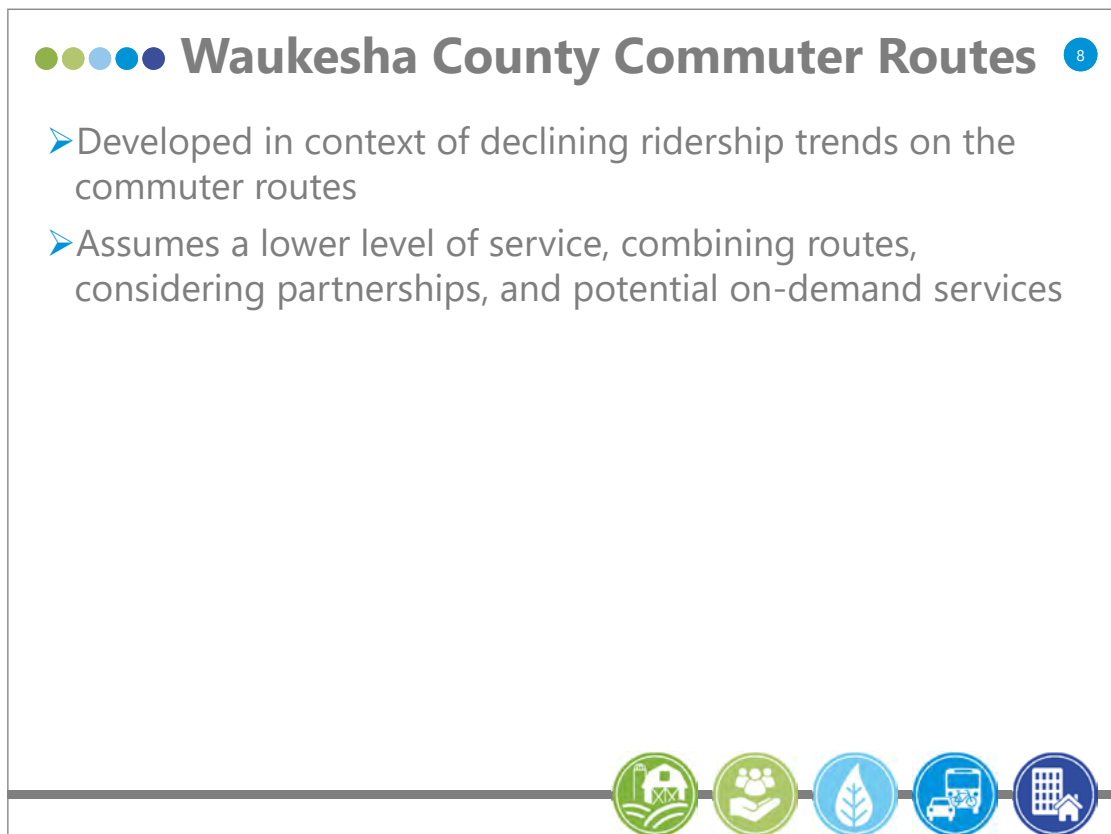
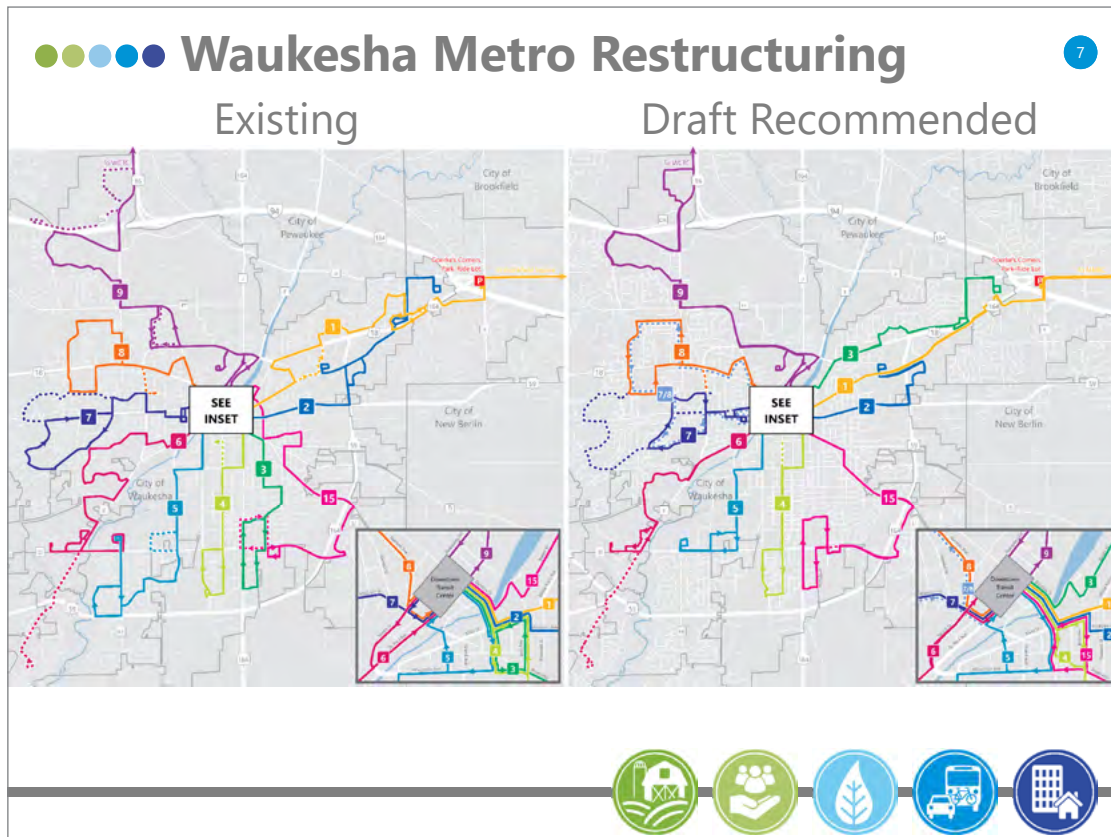


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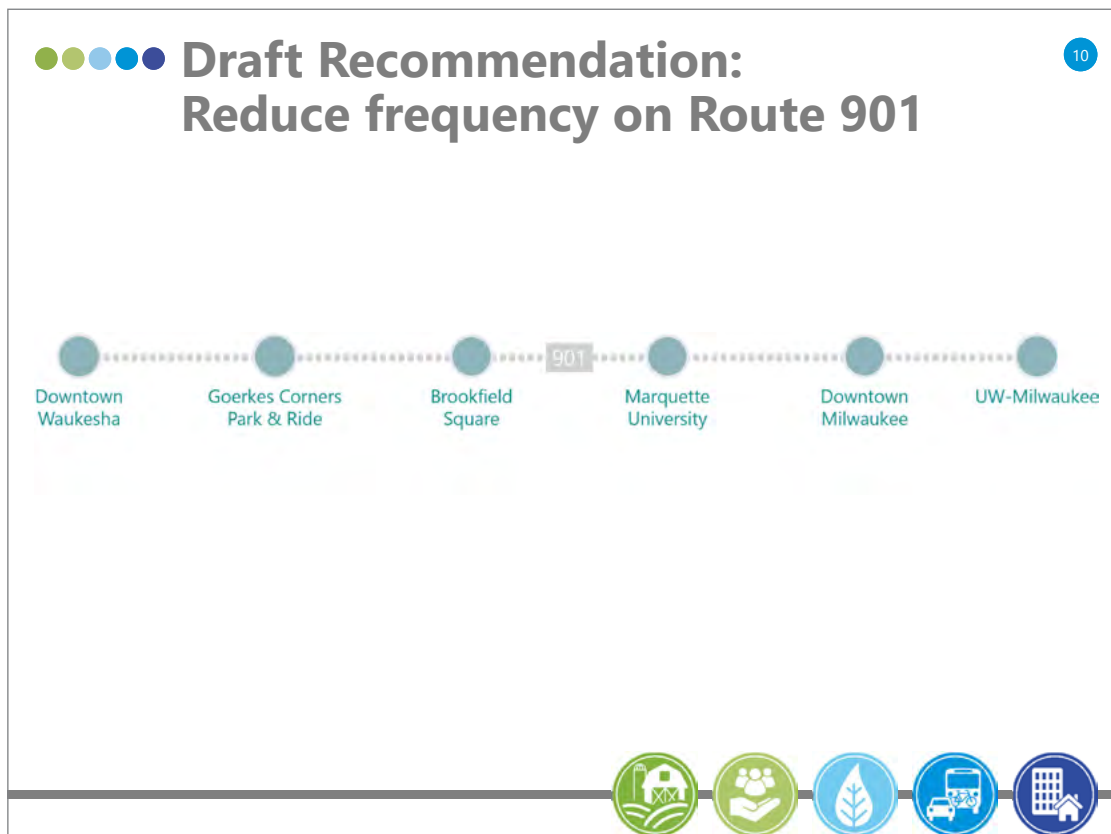
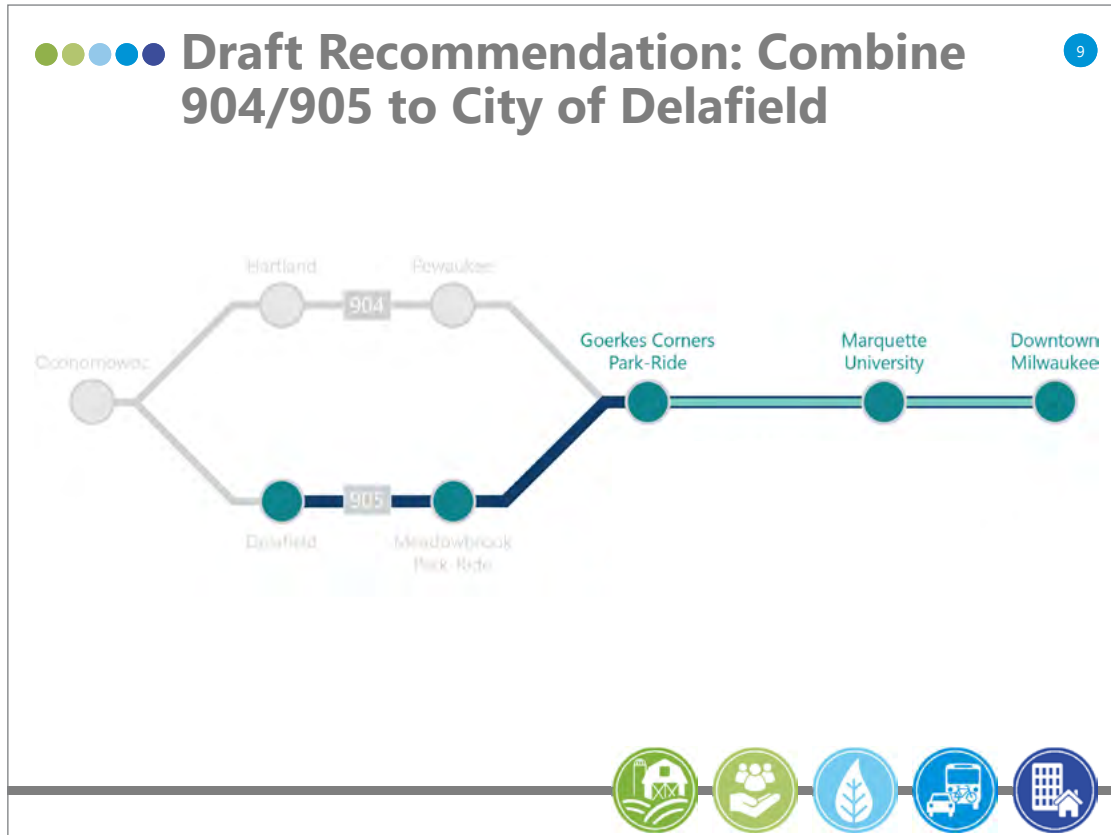


Figure I.2 (Continued)

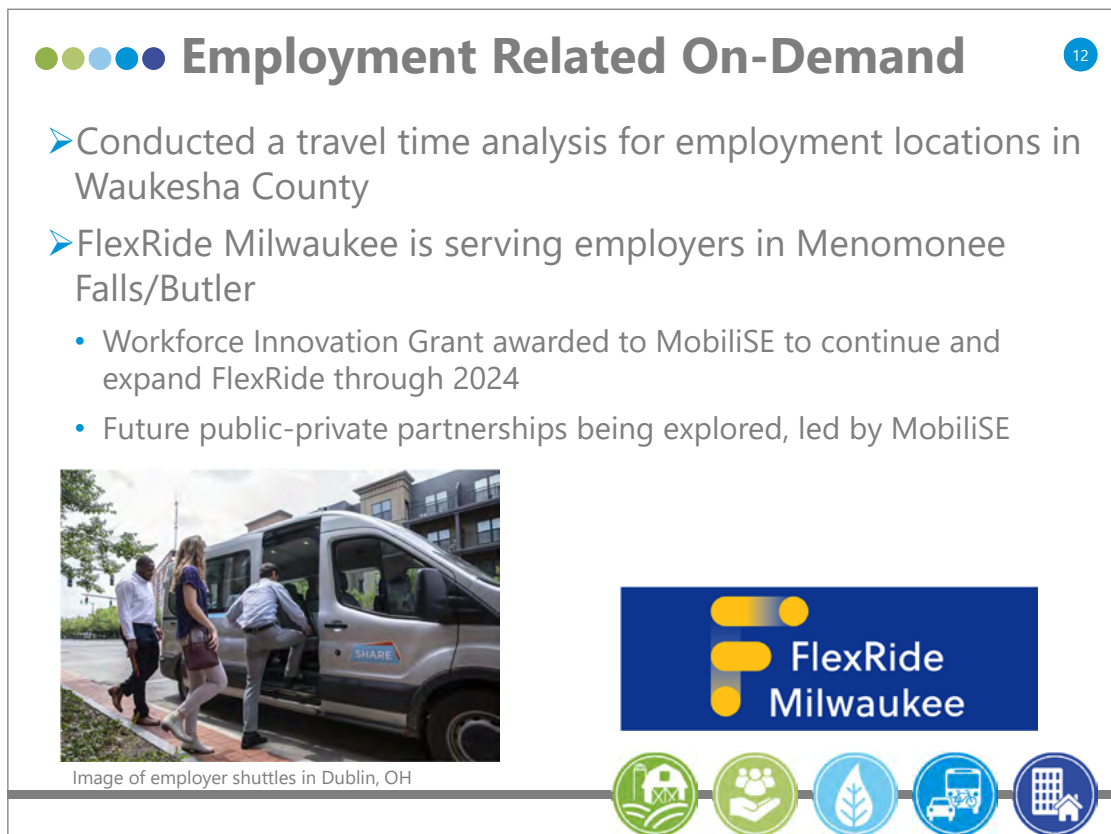
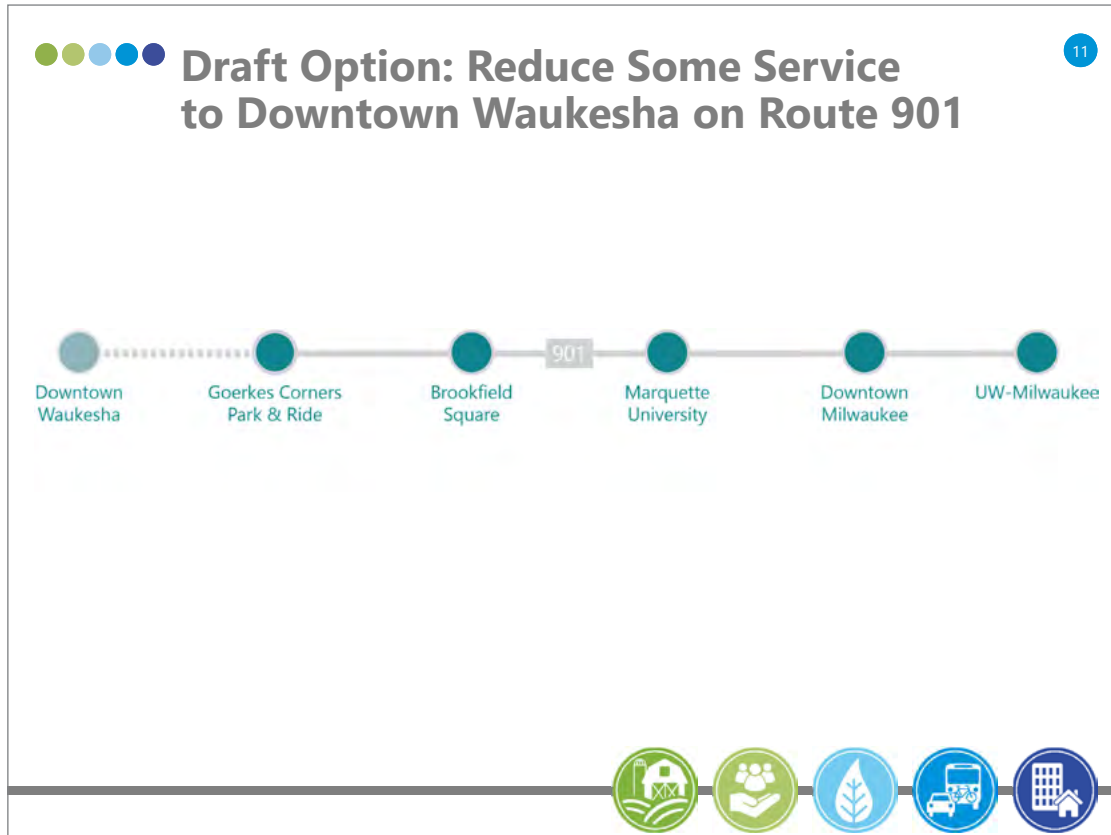
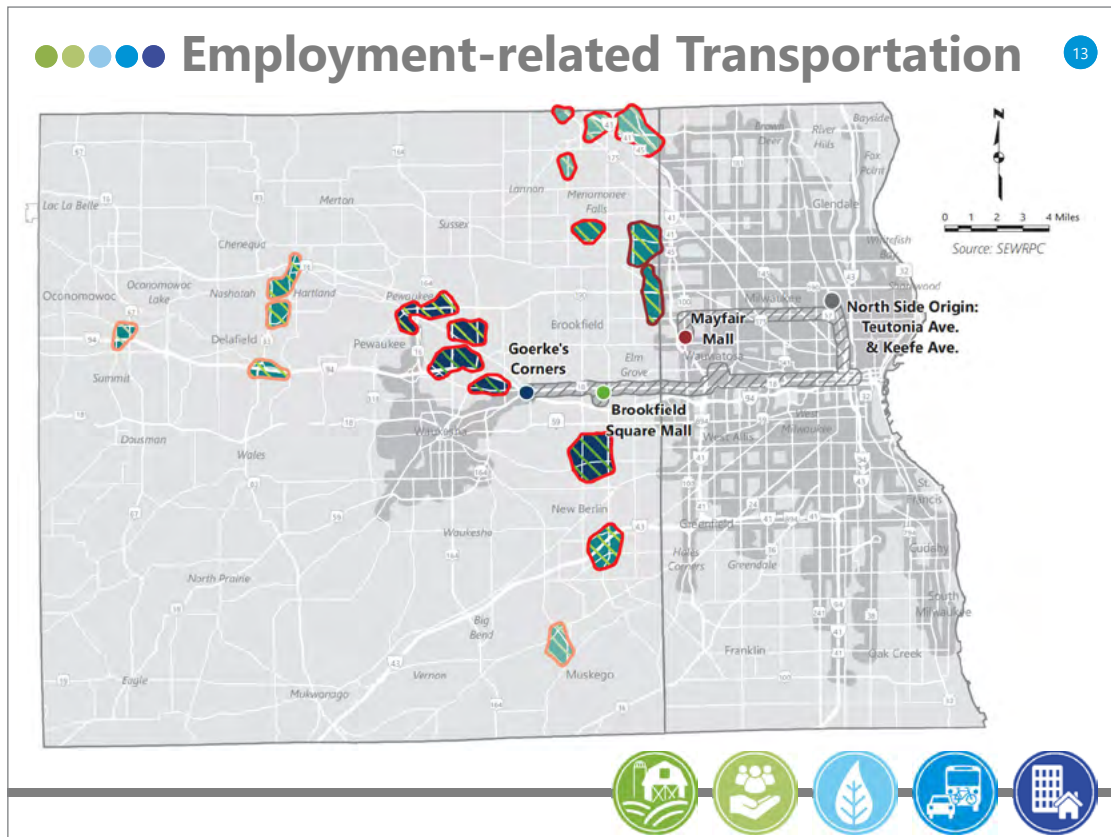


Figure I.2 (Continued)



●●●● Background & BRT Concept Plan 14

- Completed as part of the Waukesha Transit Development Plan in January 2022
- Identified options including alignments and potential station locations for enhanced local service, corridor BRT, and fixed-guideway/full BRT
- Feasibility study identified as next step

Bus Rapid Transit Concept Plan for the **Bluemound Road Corridor**

Figure I.2 (Continued)

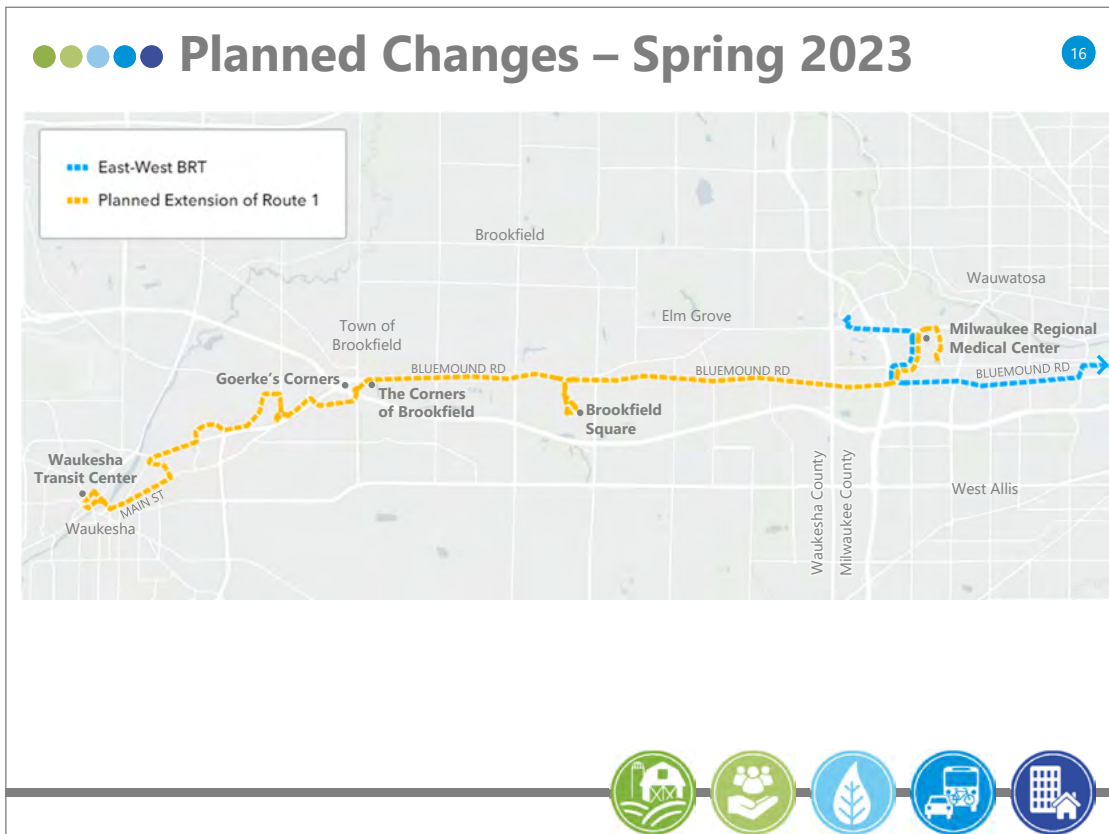
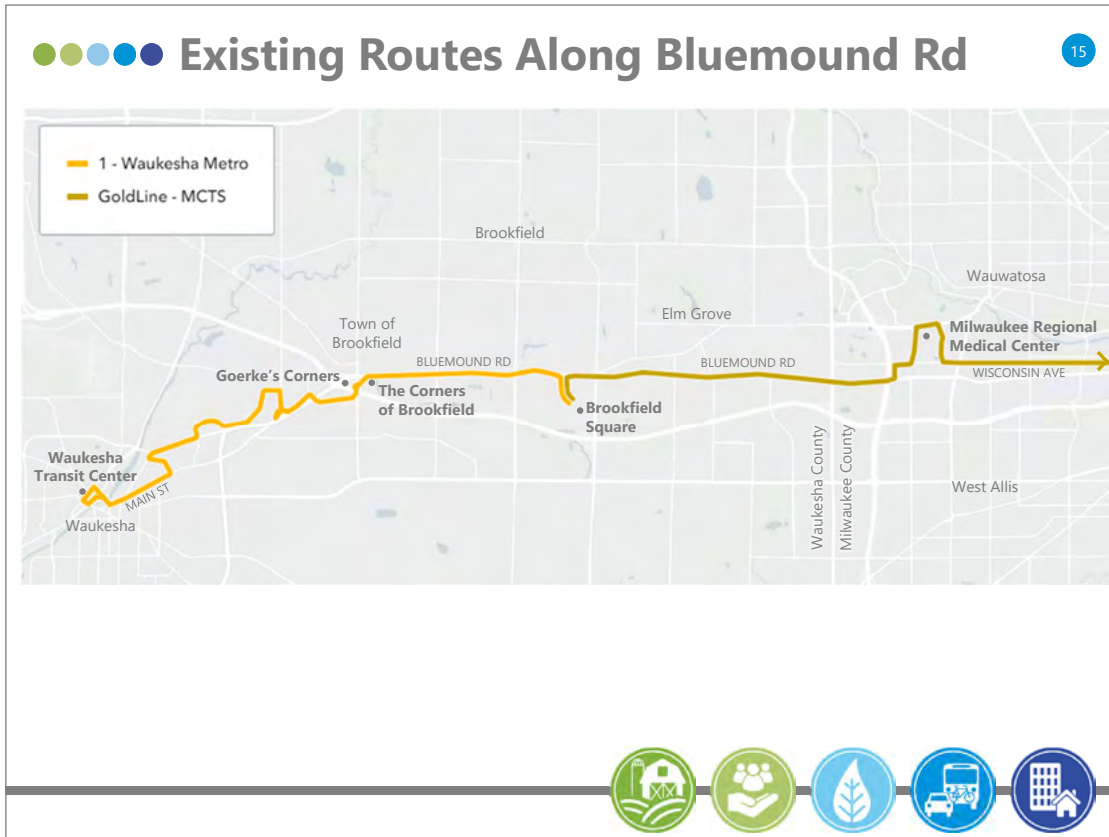


Figure I.2 (Continued)

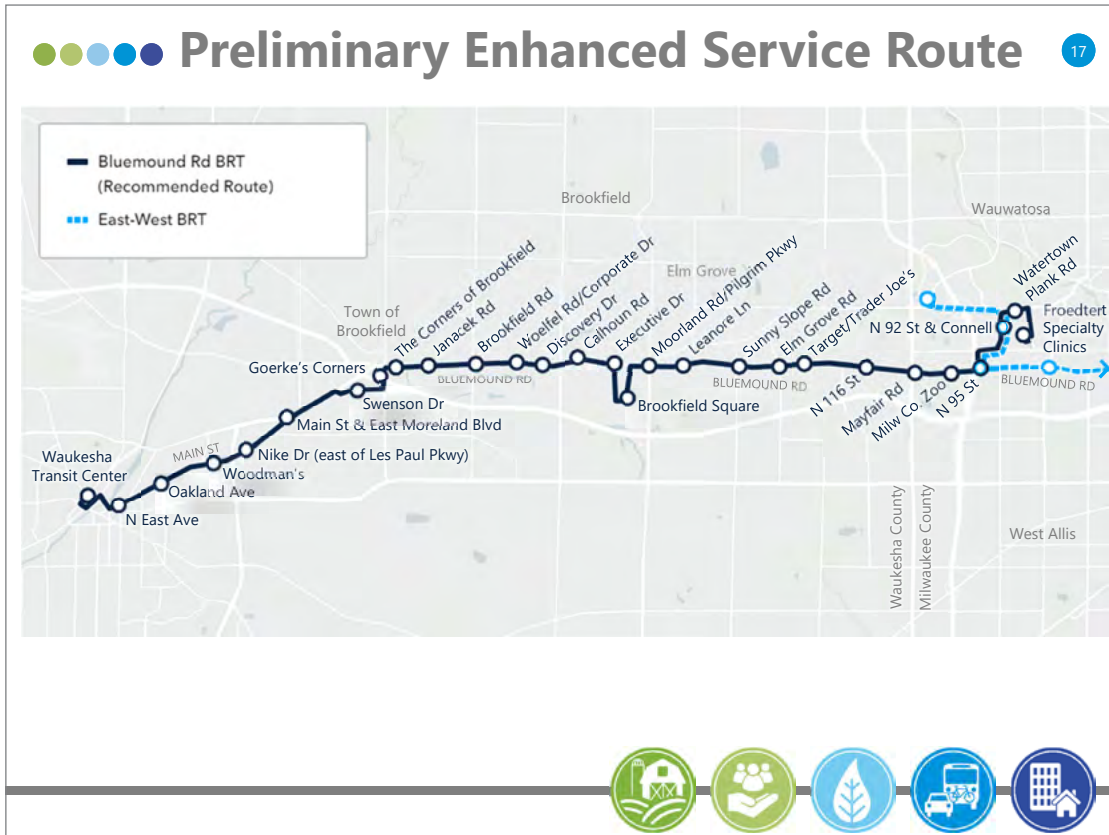



Figure I.2 (Continued)

●●●●● **Features and Running Type Under Consideration** 19




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- Outside-running dedicated transit lanes (maintain existing and study extension options)
- Colored pavement for dedicated transit lanes
- Enhanced stations
- Stations approximately every 0.5 to 1 mile
- Distinctive branding
- Traffic signal priority or transit queue jump signals could be used

●●●●●

●●●●● **Station Options + Features** 20

- Level Boarding
- Attractive Shelters
- Real-Time Screens
- Lighting and Safety Equipment
- Off-Board Ticketing



- Pedestrian enhancements
 - Curb bulb outs
 - Refuge islands
 - High-visibility crossings
 - Improved nighttime lighting

●●●●●

●●●● Implementation Packages

21

- Develop planning-level cost estimates
- Break features/investments into separate packages
- Identify funding sources and staging

Complete work Spring 2023



●●●● Next Steps

22

- Gather and present public input on draft recommendations
- Prepare final recommended transit service improvement plans 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 plans



Thank You

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**Figure I.3
Attendance Record from the Business Meeting**



Sign-in Sheet

DATE: Wednesday, November 9, 2022
 TIME: 1:00 p.m. - 3:00 p.m.
 PLACE: Waukesha County Business Alliance
 2717 N. Grandview Boulevard
 Waukesha, WI 53188

Initial Here	Last Name	First Name	Affiliation	Email	I would like to receive future information about the Waukesha TDP
	Alan	Stacy	KHS USA, Inc.		YES / NO
	Bero	Bobee	Express Employment Professionals	Bobee.Bero@expresspros.com	YES / NO
	Bronner	Simon	UWM at Waukesha	bronners@uwm.edu	YES / NO
ms	Dieckelmann	Tom	Wisconsin Coach Lines	tom.dieckelmann@coachlines.com	YES / NO
	Gonzales	Julia	Hilton Garden Inn Milwaukee Brookfield Conference Center		YES / NO
	Harris	Nick	Smart Asset Realty		YES / NO
ms	Justman	Nancy	Visit Brookfield	nancy@visitbrookfield.com	YES / NO
	Mattioli-Tolfa	Gia	Capri Senior Communities		YES / NO
ms	Mustin	Stephanie	Husco International		YES / NO
ms	Olson	Megan	ProHealth Care	megan.olson@phci.org	YES / NO
	Pride	Jackie	Eaton		YES / NO
ms	Rieck	Katie	Capri Senior Communities	kriek@capricommunities.com	YES / NO
	Suro	Cassandra	The Corners of Brookfield	CS	YES / NO
	Witzcak	Stan Bob	Stan's Fit For Your Feet	Bob@stansfitforfeet.com	YES / NO
					YES / NO

Waukesha Area Transit Development Plan: 2023-2027

