



CITY OF WAUKESHA

Administration

201 Delafield Street, Waukesha, WI 53188
 Tel: 262.524.3701 fax: 262.524.3899
 www.ci.waukesha.wi.us

Committee: Transit Commission	Date: 6/9/2016
Common Council Item Number: 16-0938	Date: 6/21/2016
Submitted By: Fred Abadi- Public Works	City Administrator Approval: Kevin Lahner, City Administrator KL
Finance Department Review: Rich Abbott, Finance Director RA	City Attorney's Office Review: Brian Running, City Attorney BER
Subject: Approval of Route and Service Changes	

Details:

This item is to seek the approval for route and service changes that would take effect approximately August 1, 2016. The changes include modifying the routing of Route 15 to operate to the new Meijer Store. Meijer has not provided a firm date for opening their Waukesha store hence why the start date of the service changes is not set. In order to operate Route 15 on schedule on weekdays and operate to Meijer, the Route 15 will only operate East Ave, Roberta Ave. and Tenny Ave. (South High Loop) for two morning trips, the afternoon school route trip and up to two other afternoon trips when there is 1 hour and 10 minutes to operate a full round trip. The Route 15 South High Loop gets very low ridership on mid day and later afternoon trips. In addition, Route 3 also operates the South High Loop so there still will be a bus operating to South High throughout the school day.

The combined Route 3/15 which operates on Saturdays is also proposed to operate to Meijer but to accommodate service to Meijer, the inbound portion of the route will change to continue to operate north on East Ave. north of Sunset and route like a weekday Route 3 inbound to Tenny Ave. at Newhall Ave. From Tenny at Newhall, Route 3/15 would continue north on Tenny Ave. to College Ave, east on College Ave. to Oakland Ave and then resume the current inbound routing on Route 3/15 once on Oakland Ave. Transit staff does not believe there is enough time to operate to Meijer using the current routing given the expected passenger volume and traffic volume at Meijer. Racine Ave., Fleetfoot Dr. and Chippewa Dr. would then be served on a one directional loop on Saturdays. Ridership on a Saturday to these areas are low (Racine Ave.) and moderate (Fleetfoot/Chippewa).

In addition to these changes, it is also proposed to change the Route outbound routing to operate from W. Moreland Blvd to Delafield St. to Northview Rd. on most weekday trips and all Saturday trips. The current outbound routing (W. Moreland Blvd to Irving to Northview referred to as the Irving Loop) would continue during select trips during the early morning peak and late afternoon/evening peak service to serve a visually impaired customer who rides the Route 9 on a daily weekday basis at those times. Overall the Irving Loop has low ridership and bypassing this area on the midday trips will help provide more time for the Route 9 as the mid day trips have heavy volume and can at times be delayed. The new routing also will allow for the addition of a bus stop at the Police Station which is included in the proposed changes.



Additional changes include eliminating the weekday Route 2 trip leaving the Transit Center at 9:15 pm. This trip only travels to the Westbrook Shopping Center and then goes out of service and has low ridership. Route 1 serves Westbrook and several adjacent areas of the Route 2 on a full round trip beginning at 9:15 pm. Eliminating the 9:15 pm Route 2 will then allow to add a Route 6 9:15 pm trip to operate to Badger Drive. This has been requested by passengers and drivers alike. These changes will actually save about a half hour of paid time that will go back into more service as it will also allow the Route 15 to operate a full roundtrip at 6:15 pm weekdays back to the Transit Center as ridership is expected to increase with the addition of Meijer.

The service change approval would also include immediately reinstating bus stops on Route 9 at Irving at Aldoro (both directions) and Route 7 and 8 at Michigan at MacKenzie. These stops along with over 20 others were eliminated on paper by Council Consent back on May 17th but the stops have not been removed physically. After posting notices that these bus stops will go out of service in the future, we learned that visually impaired customers were using these three stops. Due to this, the bus stops Irving at Aldoro (both directions) and at Michigan at MacKenzie have remained and we request they be formally reinstated. Staff had vetted these bus stops set for elimination on several fronts prior to bringing to the Transit Commission but to avoid future issues with bus stop eliminations, further vetting will include having seasoned drivers provide feedback on proposed bus stop eliminations.

Options & Alternatives:

In order to serve the new Meijer Store, the Route 15 and 3/15 will need to be altered. It is anticipated to be a high value destination for our customers. The other service changes and justifications are explained in the detail section.

Financial Remarks:

As with any service changes, there are some upfront costs associated, but these changes are designed to improve service for our customers which should help to increase ridership and revenue.

Executive Recommendation:

Recommend approval.