



CITY OF WAUKESHA

Administration

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Committee: Transit Commission	Date: 4/20/2017
Common Council Item Number: 17-0568	Date: 5/2/2017
Submitted By: Fred Abadi- Public Works	City Administrator Approval: Kevin Lahner, City Administrator Click here to enter text.
Finance Department Review: Rich Abbott, Finance Director RA	City Attorney's Office Review: Brian Running, City Attorney Click here to enter text.
Subject: Approval of Proposed Service Changes Effective Monday, May 15th, 2017	

Details:
 This item is to seek the approval of service changes proposed to Routes 1, 2, and 3-15 effective Monday, May 15th, 2017.

Route 1 & 2 Changes to Serving Westbrook Shopping Center
 The reconstruction of Hwy 18 (E. Moreland Blvd) last year included eliminating the south exit of the Westbrook Shopping Center onto Springdale Rd. This has made operating buses in and out of Westbrook much more difficult as the south exit was used for buses to exit. Both Routes 1 and 2 had been operating into Westbrook in both their inbound and outbound direction. Since the construction, only the Route 2 Inbound (to downtown Waukesha) has been operating to Westbrook.

In the past few years, staff had been looking at possible ways to reduce the number of trips into Westbrook as it would enter nearly 70 times per weekday and the ridership was about 25-30 per weekday but it was decided to wait until this project was over to decide any changes. The proposed changes to service to Westbrook were presented to the Waukesha Metro Transit Safety Committee and the Safety Committee agreed with the plan.

The Westbrook Service changes proposed include:
 Route 1 – Outbound (to Brookfield Square). Continue to operate into Westbrook, exit through southern exit onto E. Moreland Blvd., then east on E. Moreland to Parklawn Dr., north on Parklawn Dr. to Abbott Dr. and then resume current routing. Route 1 would bypass Heritage Lane and would result in the elimination of the bus stop on the south side of Heritage Lane opposite Stein's Garden Center which has very low ridership and is not accessible.

Route 1 -Inbound (to the Transit Center). Eliminate entering Westbrook from Heritage Lane and continue north on Springdale Dr. Transit staff and the Safety Committee both have safety concerns with the bus trying to cross Springdale Dr. into Westbrook. A bus stop is available at Heritage and Springdale which is across from Westbrook and the Route 2 will still operate into Westbrook.



Route 2 -Outbound (To Target on Kossow Rd.)-Eliminate service into Westbrook in this direction. The bus will still operate in the inbound (towards the Transit Center) direction. Westbrook is close to the east end of the route so passengers would only need to ride the bus an extra 10-12 minutes to go into Westbrook on the inbound trip. The alternative is for a passenger to use a stop on Springdale and walk to Westbrook.

Other Service Changes

Route 2- Elimination of bus stops on Arcadian Ave. at East Ave. both sides of the street. Both of these stops are utilized fairly well but both stops present safety concerns for passengers and/or traffic on Arcadian Ave. The Waukesha Metro Safety Committee concurs with the removal of the bus stops for safety reasons. There are other stops a block to the east and a block and one half to the north.

Route 3/15-When Meijer opened last August, the Route 3/15 routing inbound to the Transit Center was changed to give additional time to the route as it was unknown what the traffic conditions would be on Saturdays in and around Meijer. Operating through Meijer has been much better than expected and therefore it is proposed to return the Route 3/15 inbound routing to:

East Ave. to E. Sunset Drive, E. Sunset Drive to Chippewa Dr., Chippewa Dr. to Fleetfoot Dr., Fleetfoot Dr. to Racine Ave. and Racine Ave. to its current routing.

The current inbound pattern utilizes the inbound pattern of the weekday Route 3 until Newhall and does not generate much ridership. Returning to the previous Route 3/15 routing will allow for more convenient two-way service for residents living on E. Sunset Dr. and areas served east of the Bypass. Currently passengers in these areas have to ride almost an entire loop of the Route 3/15 to return home.

Route 8

Elimination of the bus stop on the east side on Washington Ave. just north of Summit Ave. and reinstate the bus stop at Washington Ave. at Lemira Ave. The stop is too close to the intersection and when the bus turns off of Summit to Washington and picks up/drops off a passenger, the tail of the bus can be in traffic on Washington Ave. This stop is not accessible. The stop at Washington Ave. at Lemira Ave. is just one block to the north and a concrete pad exists so the stop is accessible. This was a recommendation from the Waukesha Metro Safety Committee and Transit Management concurs with the recommendation.

Options & Alternatives:

The proposed changes will provide more service to the Westbrook Shopping Center than what is currently being provided. The other proposed changes are based on safety concerns and convenience for the passengers. Various alternatives have been vetted by transit staff and the ones proposed are what is identified the best at balancing safety and convenience of our customers.

Financial Remarks:

These changes will have minimal financial impact to implement and will be covered in the transit operating budget. Long term, some of these changes are designed to increase ridership which will increase revenue as well.

Executive Recommendation:

Recommend approval.