

Southeastern Wisconsin **Regional Planning Commission**



Waukesha Area Transit Development Plan

City of Waukesha Transit Commission

July 7, 2022



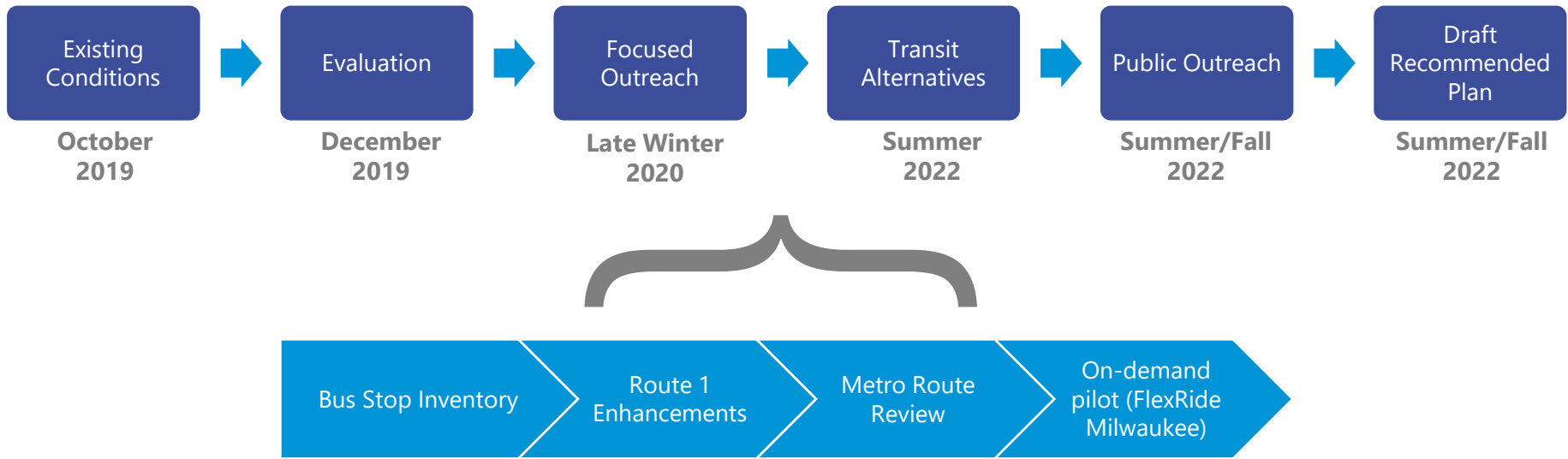
Waukesha Area Transit Development Plan

- 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



●●●●● Waukesha Metro Evaluation Summary

- 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
- Informed potential route adjustments



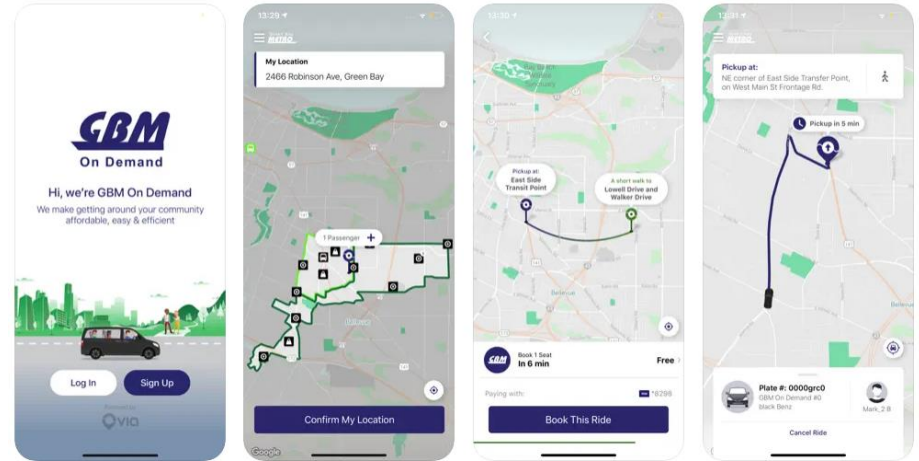


- February – April 2020
- Met with businesses, non-profits, UWM at Waukesha, and others
- Requested input on transit use, challenges, and ideas for improvement
- Informs potential transit service changes



Transit Trends

- Nationally, transit ridership is about 60% of pre-pandemic levels, but increasing (APTA Ridership Trends)
- National and regional focus on attracting riders, growing new ridership, and new technology
 - Green Bay Metro On-Demand
 - MCTS NEXT
- Gas prices could result in changes to travel behavior – continue to track ridership



Source: Green Bay On-Demand App, Via Transportation, Inc.



Source: Milwaukee Public Transit System, MCTS NEXT logo



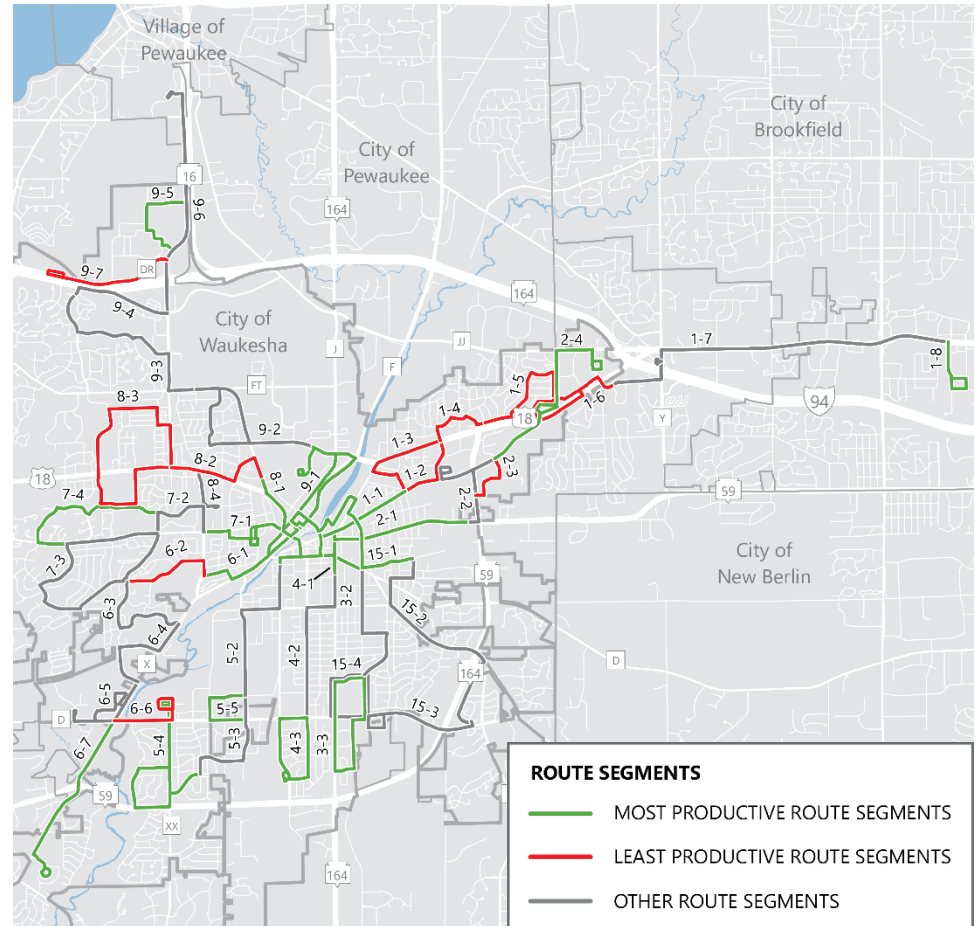
➤ Goals:

- Serve travel needs
- Make transit more attractive
- Improve efficiency

➤ Potential Changes:

- Serving core transit riders
- Straightening Route 1 and supplemental changes to nearby routes
- Shortening duration of some routes to 30 minutes

Route Productivity per Trip Over Segments



Source: SEWRPC



Additional Potential Transit Changes

➤ Transit enhancements along Bluemound Road

- High-quality stations
- Pedestrian enhancements
- Additional exclusive travel lanes

➤ First/Last-Mile Options

- Replacing poorly performing routes or segments with on-demand transportation
- Mobility Hub connections at Brookfield Square and Goerke's Corners
- Employment transportation

➤ Bus stop improvements

- Signage
- Curb ramps
- Sidewalks
- Shelters where needed



Source: Active Transportation Alliance, Silver Line, Grand Rapids, MI



Source: City of Dublin OH, Last Mile Shuttle Service



Next Steps

- Present potential alternatives to Advisory Committee
- Public Involvement to gather input on potential changes
- 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



Thank You

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