

SOUTHEASTERN WISCONSIN REGIONAL PLANNING COMMISSION

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April 3, 2018

Mr. Dan Abendroth
Mayor
City of Mequon
11333 N. Cedarburg Road 60W
Mequon, WI 53092-1930

Mr. William Jones
City Administrator
City of Mequon
11333 N. Cedarburg Road 60W
Mequon, WI 53092-1930

Dear Mayor Abendroth and Mr. Jones:

Thank you for providing input on the Ozaukee County Transit Development Plan: 2019-2023. Your support for the employment-related alternatives that could serve Ozaukee County businesses, and more specifically, the City of Mequon, is appreciated and will be incorporated into the public record. The comments received from the public and businesses have informed the list of recommended transit service alternatives Commission staff intends to put forth for the Advisory Committee's consideration at their next meeting. The information provided in this letter reflects the draft recommendations proposed by Commission staff for the Advisory Committee's review and consideration.

On-demand Shared-Ride Taxi: Based on the input received, there is strong support for expanded on-demand service using the Ozaukee County Shared-Ride Taxi. Specifically, 59 percent of the participants surveyed at the business-focused meeting held on February 6, 2018, voted that they were very interested in providing Shared-Ride Taxi service within two hours of a reservation request. Similarly, 65 percent of the participants indicated they were very interested in reducing the Shared-Ride Taxi reservation window from 30 minutes to 15 minutes. These alternatives were further supported during the public meetings and from emails received during the public comment period. Commission staff recommends that on-demand service provided as an expansion of the Ozaukee County Shared-Ride Taxi be considered by the Advisory Committee for inclusion in the final Ozaukee County Transit Development Plan.

Flexible Shuttles: Flexible shuttles, which would allow buses to provide direct access to businesses within 0.75 miles of a fixed route, were supported by the public and businesses. During the business meeting, 44 percent of the participants were very interested in flexible shuttles. Flexible shuttles provide service options in less densely populated areas but the ability to modify the routes may cause the service to be less viable for work trips due to the variability in trip times. Comment cards returned from the business meeting noted that start times for some employers are not flexible, likely resulting in a lower interest among participants. However, given the relatively high support for flexible shuttles among businesses and during the public meetings, Commission staff recommends this alternative be considered by the Advisory Committee for inclusion in the final plan.

Expand Reverse Commute: This alternative proposed three additional trips to expand reverse commute services from Milwaukee County to Ozaukee County. Interest in this alternative was relatively low, with 36 percent of the participants at the business meeting indicating they had no interest and one email commenter stating they were opposed. Further, given the low ridership estimates (2,300 additional riders in 2022), Commission staff does not recommend this alternative for further study.

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Extend MCTS Services to Mequon: The two proposed route extensions (Routes 12 and 68) would help serve Ozaukee County employers in the Mequon business park and Mequon Town Center. As noted in your letter, the extension of Route 12 to both the Mequon business park and the Mequon Town Center is anticipated to increase ridership by approximately 32,000 by the year 2022. However, the level of interest at the business-focused meeting was low, and given the limited areas of the County served by this alternative relative to its cost, Commission staff does not expect that the County will pursue this alternative. Depending on the future status of Route 42U, which currently serves MATC-Mequon and Concordia University, Commission staff expects that a route similar to the Route 68 alternative may be attractive in the future. Therefore, Commission staff recommend this alternative be studied further in the future.

We appreciate the City's continued service on the Ozaukee County Transit Planning Advisory Committee and Ms. Kimberly Tollefson's participation in meetings related to the development of the Ozaukee County Transit Development Plan. Should you have any questions or comments concerning this matter, please do not hesitate to contact me at (262) 953-4288, or kmuhs@sewrpc.org.

Sincerely,



Kevin J. Muhs
Deputy Director

KJM/CTH/JBS/md
#241851v2 - Oz Co TDP 2017 - Response Letter Mequon March 2018

cc: Kathy Geracie, Ozaukee County Board Supervisor