

## LRB – RESEARCH AND ANALYSIS SECTION ANALYSIS

**JULY 6, 2006 AGENDA  
COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE**

**ITEM 11, FILE 060298  
Emma J. Stamps**

File #060298 is a resolution authorizing an expenditure from the Development Fund for public transit improvements along Canal Street in the Menomonee Valley, in the 8<sup>th</sup> and 12<sup>th</sup> Aldermanic Districts.

### **Background**

1. Public transportation is essential for quality of life and equal access to jobs, health care, and community involvement. No local bus service runs along Canal Street.

### **Discussion**

1. Rider fares and property taxes support the Milwaukee County Transit Authority.
2. Local businesses and agencies envision creating a new bus route for the Menomonee Valley (Canal Street Bus Route) that loops from the Downtown Transit Terminal, west along W. Wisconsin Avenue, south along N. 6<sup>th</sup> Street, west along Canal Street to Miller Park Way and back commencing August 21, 2006.
3. The route stops at Miller Park, the Harley Davidson Museum, and Summerfest.
4. Commencing August 21, 2006, the proposed Canal Street Bus Route will operate:
  - Weekdays from approximately 5:00 AM until 8:00 AM, 2:00 PM until 5:00 PM, and 10:00 PM until 1:00 AM
  - Saturday morning service, or
  - Sunday late-night service to accommodate third work shifts
5. The Milwaukee County Transit System (MCTS) will apply for a Federal Job Access Reverse Commute (JARC) program grant to begin a new bus route along Canal Street (versus extending an existing route). The grant requires a local match.
6. The 3-year grant term expires in 2008. The estimated total project cost is \$878,300.
  - \$150,300 Fare box revenue (MCTS)
  - \$364,000 JARC grantor (50% of total grant)
  - \$364,000 Local Match (50% of total grant)
    - \$114,000 City of Milwaukee (33% of local over 3 years)
    - \$30,000 MVP BID No. 26\* (> 9% of local over 3 years)
    - \$220,000 State of Wisconsin\* (58% of local over 3 years)
7. Funds to support the new route beyond 2008 are not provided for by this grant.
8. No draft agreements or commitment letters from the State of Wisconsin or the Milwaukee County were on file at the time of this writing.

*\*Contingent upon adoption of 2007 Operating Plan by the Common Council in Oct-Nov 2006 as offset to State of Wisconsin original \$250,000 commitment per Corey Zettes, MVP BID No. 26*

9. File 060298 authorizes the following:

- \$114,000 in total from the Development Fund capital account UR03390000
- DCD to enter into a “Canal Street Bus Route” project agreement with MCTS

**Fiscal Impact**

Adopting File #060298 authorizes a \$114,000 transfer but not expenditure from the Capital Improvements Development Fund UR03390000 to a sub account. From the \$114,000, annual payments up to \$38,000 will be paid to the MVP BID No. 26 or MCTS.

**Other Information**

1. Milwaukee County Executive Scott Walker, in recent news articles, reported plans to reduce public bus service by eliminating and modifying many existing routes in 2007.
2. The Milwaukee County Board of Supervisors may consider adopting a resolution authorizing the filing of this grant application. The County Transportation, Public Works & Transit Committee meets July 12, 2006 and the Board of Supervisors meets July 27, 2006. These agendas are not yet available.
3. Daily ridership is estimated at 200.

Transit Service Project Program Specifics	Year 1	Year 2
Implementation Date of New or Expanded Service	8/21/2006	8/21/2007
Number of One-Way Rides Weekly 5:00 AM to 8:00 PM	750	750
Number of One-Way Rides Weekly 8:00 PM to 5:00 AM	250	250
Number of One-Way Rides Friday 8:00 PM to Monday 5:00 AM	225	225
Hours of Service	2540	2540
Total Miles of Service	17,500	17,500
<b>Service Effectiveness and Efficiency</b>		
Cost Per Ride	\$ 5.03	\$5.30
Cost Per Hour	\$95	\$100
Cost Per Mile	\$13.63	\$14.35
Rides Per Hour	22	22
Rides Per Mile	2.7	2.7
<b>Improved Access to Jobs, Support Services, and Residents</b>		
Additional Vehicle Hours of Service Provided	2540	2540
Additional Vehicle Hours During Traditional Hours (5:00 AM to 8:00 PM)	1760	1760
Additional Vehicle Hours During Off-Peak (8:00 PM to 5:00 AM)	650	650
Additional Weekend Vehicle Service Hours	130	130
Number of New Stops Within ¼ Mile of or Directly Reaching Employment Sites Not Previously Accessible by Transit	10	10
New Service Stops Connecting Employers Previously Not Geographically Reachable by Transit	10	10
New Service Stops Connecting Employers During Times Not Previously Served, e.g., Late Night or Weekend Service	10	10
Number of New Transportation Service Stops Within ¼ Miles of or Directly Reaching Child Care Facilities, Training, & Other Employment Support Svcs	n/a	n/a
Number of New Stops Within ¼ Mile of or Directly Reaching Residence of Welfare Recipients or Low-Income Persons	n/a	n/a

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