



WVCCE

**WASHINGTON COUNTY
COMMUTER EXPRESS**

Providing public transportation since 1999
between Washington and Milwaukee Counties



Background Information

- Started in 1999, funded by a three-year CMAQ grant. Employers and fare revenue covered local match.
- The primary focus of the new service was to transport workers from Milwaukee County to employers in Washington County. A secondary focus was to provide commuter service from Washington County to downtown Milwaukee.
- April 2002, Washington County took over the transit program as a permanent county program.
- May 2003, eliminated route to transport workers from Milwaukee County to Washington County, due to decline in ridership.
- June 2003, added second southbound route to serve Milwaukee Regional Medical Center.
- November 2005, a stop was added to serve the VA Medical Center.

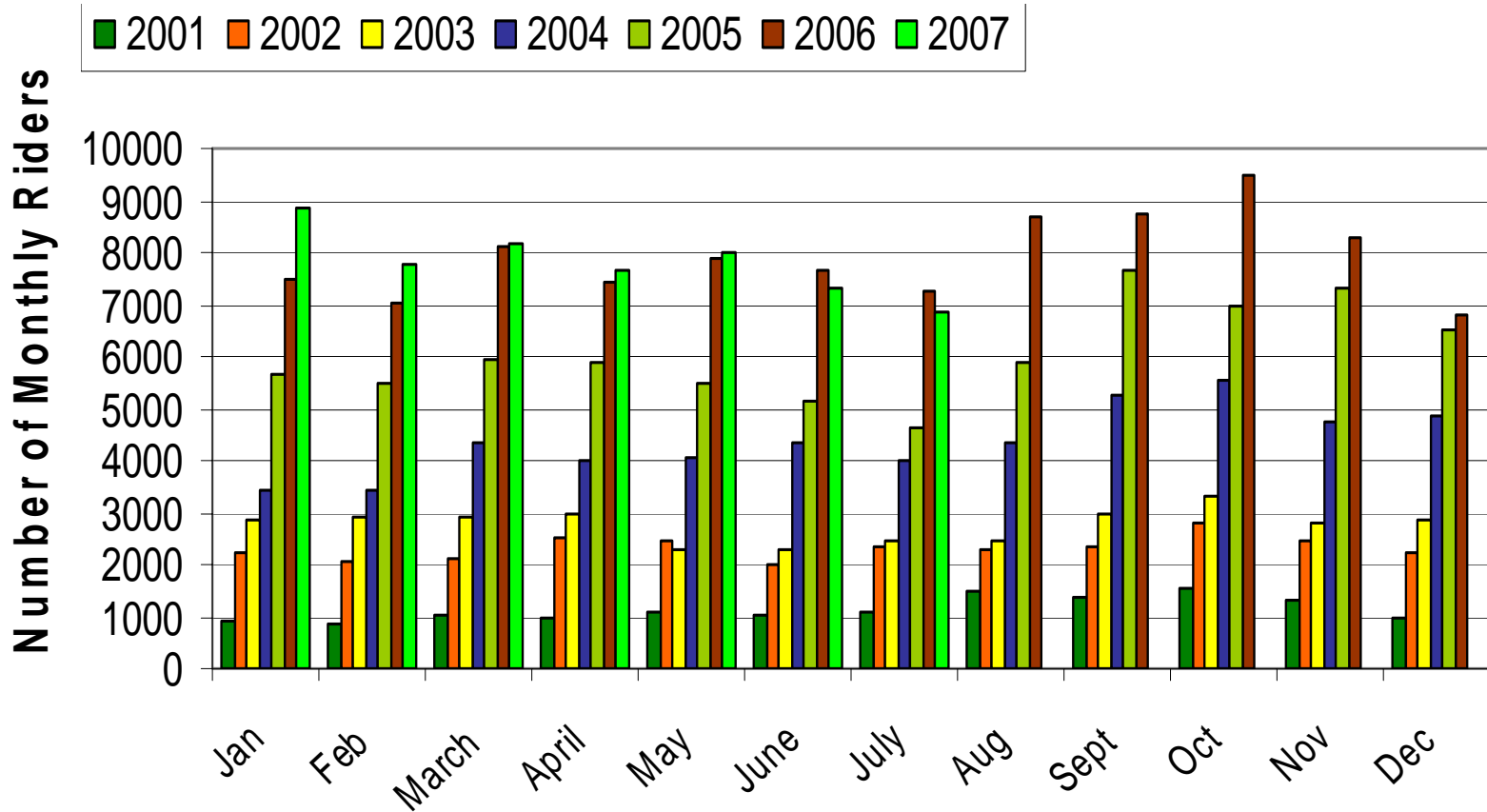
Current Service Area

- The Downtown Milwaukee route runs southbound weekday mornings, with bus stops along Wisconsin Avenue beginning at 22nd Street and ending at Cass. Stops include: Marquette University, Federal Building, 100 East Wisconsin, Northwest Mutual. The evening route runs northbound to Washington County.
- The Milwaukee/Medical route runs southbound weekday mornings to: Mayfair Mall, Milwaukee Regional Medical Center, Marquette University High School, the Clement Zablocki VA Medical Center, and the Milwaukee County Research Park. The evening route runs northbound to Washington County.
- A State Fair route provides transportation for Washington County residents during the 11-day event.

Park and Ride Locations

- **West Bend** -- Paradise Park and Ride. Located east of West Bend Tire Company, on Parkway Drive, in the proximity of Hwy. 45 and Paradise Road.
(Opened July 27, 2007)
- **Washington Co. Fair Park** -- Located east of the intersection of Hwy. 45 and Pleasant Valley Road (PV). Commuters park in Section U, west of Bob Fish GM Boulevard.
- **Richfield** -- Northeast corner of the intersection of Pioneer Rd. and Mayfield Rd. (Temporary location. A permanent location will be partially funded by a CMAQ grant and county funds.)
- **Germantown** -- Germantown Park & Ride, at Lannon Road & Hwy 41/45 (Currently 25% over capacity)

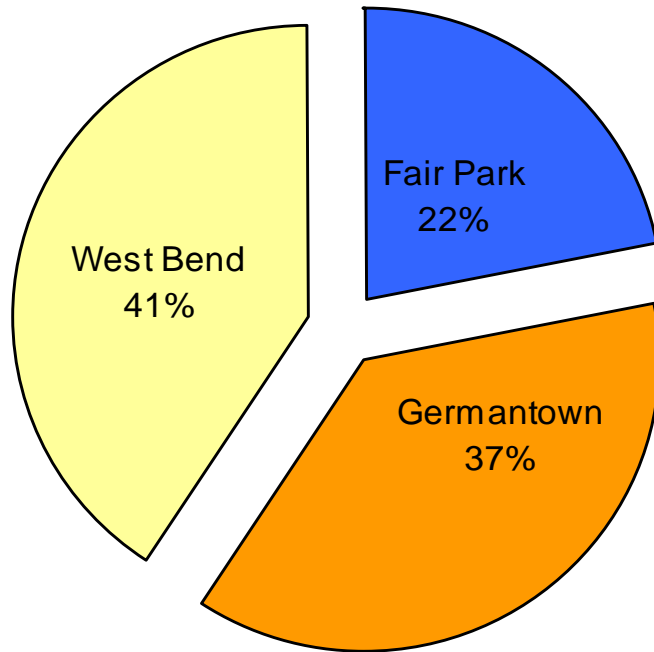
WCCE Monthly Ridership 2001 - 2007



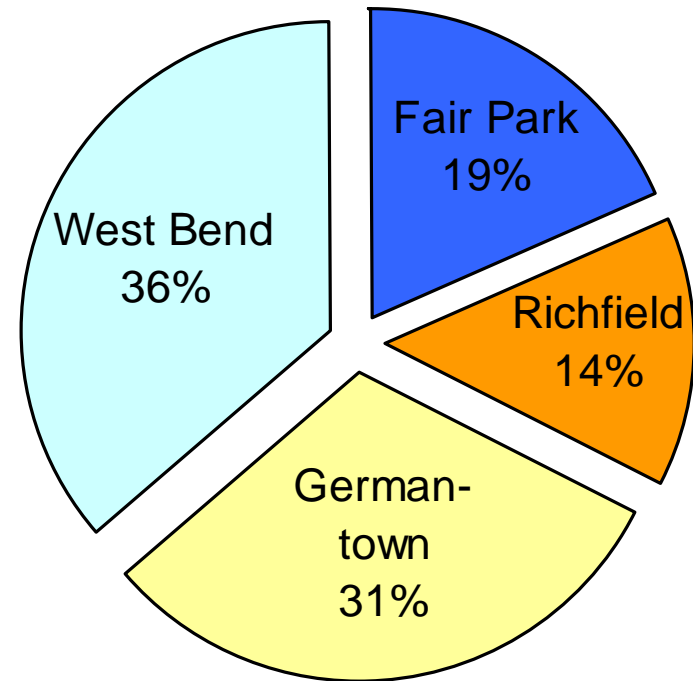
Year	Total Ridership	% Increase From Previous Year
2003	39,963	13%
2002	34,652	20%
2001	27,649	50%
2000	13,701	N/A

Year	Total Ridership	% Increase From Previous Year
2007	54,620	3.4% YTD
2006	94,869	18%
2005	80,468	28%
2004	58,613	32%

Park & Ride Usage 2006



Park & Ride Usage 2007 YTD



Additional DOT Park & Rides

- Richfield Area – Temporary location, opened February 2007.

Needs to be expanded.

- West Bend Area – Permanent location opened July 2007

- Hwy 60/41 Area – Future location (2013-2016)

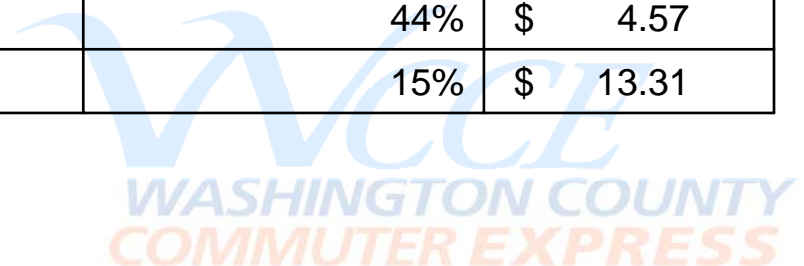
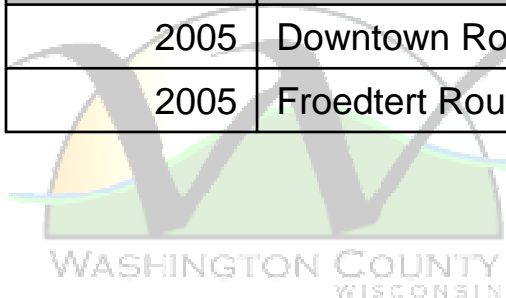
Transit Services Revenue/Costs

Transit Service 2006

	2006		
	Expenses	Revenues	Co. Levy
Commuter Bus	\$ 896,005	\$ 866,964	\$ 29,041

WCCE Fare to Revenue Evaluations 2006

		Percent of cost paid by fares	Cost per rider
2006	Downtown Route	36%	\$ 5.62
2006	Froedtert Route	15%	\$ 13.24
2005	Downtown Route	44%	\$ 4.57
2005	Froedtert Route	15%	\$ 13.31



WCCE Rider Profile – Survey completed 3/2006

- 98% of riders own a vehicle but choose to ride the WCCE
- 57% have a Bachelor's degree or higher
- Reasons for commuting
 - 84% employed full-time
 - 6% employed part-time
 - 9% students
 - Professional workers, including:
 - Nurses
 - Managerial
 - Law firm employees
 - Marquette University employees, including professors
 - Students
 - Day commuters for seminars/shopping/entertainment/medical appointments
- 44% of commuters have been riding the WCCE between 6 months to 2 years, and 26% have been riding less than 6 months, indicating many new riders
- Use of the WCCE
 - 66% daily
 - 28% 3 to 4 times per week
 - 6% 1 to 2 times per week
- Age varies with type of commute
 - Worker age ranges from 25-60 years
 - 43% male – 57% female



Local Advertising Includes Riders

- In 2003, the WCCE became a part of the Southeast Wisconsin Transit Marketing Partnership. This has given us the opportunity to do more advertising at a fraction of the cost.
- Jason is a regular rider who is a dentist that teaches at Marquette University School of Dentistry.
- The regional program has allowed WCCE to also do billboard advertising.



The WCCE is Jason's Ride

For Jason, getting to work in downtown Milwaukee from his home in West Bend is the most relaxing part of his day, until his ride back home. That's because Jason takes the Washington County Commuter Express. He simply goes to the Park-Ride lot, gets on the bus then sits back and relaxes. There's no need to worry about bad weather or traffic, plus he uses the time to get things done, so he has no stress. Jason makes the bus his ride.



Try the WCCE and make the bus your ride.



WCCE
WASHINGTON COUNTY
COMMUTER EXPRESS
262.677.3455
ridewcce.com

WASHINGTON COUNTY
COMMUTER EXPRESS

Billboard Ads

WCCE
WASHINGTON COUNTY
COMMUTER EXPRESS

Still Driving?
Try the Bus!
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1-888-675-WCCE

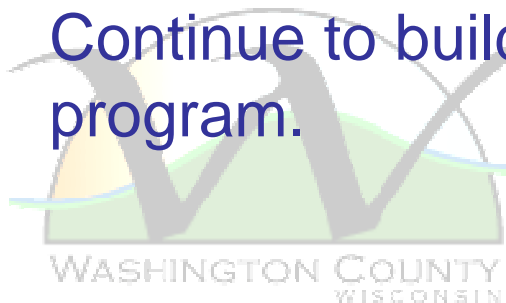
Routes to Downtown Milw/Medical Centers

CLEARCHANNEL



Opportunities and Challenges of the WCCE Transit Program

- Construction continues to cause routing issues at MRMC, including loss of riders.
- Park and Ride locations are over capacity.
- New Park and Ride funding has been approved but it is a slow process.
- Commuters would like the service expanded in other areas of Milwaukee County, but we cannot add service without adding vehicles. The seven motor coaches we have funded are being used to their capacity in terms of hours and service.
- Continue to build public awareness of the transit program.



Future Plans and Goals of the WCCE

Park and Ride Facilities:

- Work with the DOT, State officials, and the Town of Richfield, in building the Hwy 41/145/45 Park and Ride
- Work with the DOT and State officials regarding the widening of HWY. 60 and interchange construction to include a Park and Ride
- Potential development of another route along Hwy. 41, south from Allenton, with Park and Ride locations at Hwy 41/60 and Lannon Road Park and Ride.

Work with the DOT regarding the reconstruction of the ZOO interchange planned for 2012-2016

