Wausau Metro Area Transit Development Program

Final Report

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Wausau Metropolitan Planning Organization

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Introduction

This 2017 Transit Development Plan (TDP) has been prepared for the Metro Ride System in the Wausau Metropolitan Area and builds upon the previous TDPs completed in 1999, 2006, and 2012. The purpose of this TDP is to evaluate the current transit system in the Wausau Metropolitan Area amid a challenging period for Metro Ride, the service provider. Since 2012, the service area for Metro Ride has been reduced, reinstated, and reduced again. With a challenging fiscal situation at the local level as well as reduced funding from state and federal sources, the future of transit in the Wausau Area is unknown. This plan not only looks at the current and future Metro Ride system but through this process aims to restart the conversation about transit in the Wausau Metropolitan Area.

Vision, Mission, and Goals

In 2017, Metro Ride in cooperation with the City of Wausau Transit Commission developed new mission and vision statements. In developing these statements there was a desire to create simple and clear message that still encompassed the wide scope of benefits Metro Ride delivers.

A mission statement describes the reason an organization exists and is used to guide action and decision making. The vision statement is an aspirational statement that describes the future position of the organization.

MISSION STATEMENT:

Efficiently, safely, and sustainably provide mobility services

to enhance quality of life.

VISION STATEMENT:

Enriching lives and independence through mobility.

The statements are designed to be non-specific to any community and focus on the customer experience. The Vision statement was seen as a reminder of the importance of Metro Ride to people that have limited mobility and for its ability to provide more transportation options to anyone.

GOALS

By focusing on key issues derived from the Mission and Vision statements, the following goals can help provide a sense of direction, purpose, and urgency.

Enhance the customer experience

- The expansion of service hours, geographic reach, and reduced fares should be considered as funding and opportunities exist.

- Promote equity of all Metro Ride users and employees to provide a safe and inviting experience.

Improve mobility for all users

- Improve connectivity across multiple modes including vehicular, bicycling, and walking.

- Explore using new technologies when appropriate.

Improve economic vitality

- Work with stakeholders to identify solutions to increase access to jobs, shopping, healthcare, and education.

Focus on implementation

- Fund Metro Ride at a level that provides the best customer experience and efficient operation.

- Identify new sources of funding.

- Communicate with municipal leaders, general public, and stakeholders about services Metro Ride can provide.

Public Engagement

Extensive public input was sought for this plan from transit riders, metro area public, local business, and metro area community leaders. Since this planning process was designed to not only produce a plan but restart the conversation on transit, three different surveys were conducted that focused on the current transit riders, business community, and metro area residents. MPO staff met with municipal leaders to help determine transit needs. Meetings with the Wausau Area Chamber of Commerce and MCDEVCO board were good conversations on the benefits of transit but also spurred the need for a business survey. Full survey results can be found in Appendix A.

MEETING WITH COMMUNITIES

Starting in January of 2017, MPO staff met with municipal administrators and elected officials of the metropolitan area to discuss transportation issues, including transit, in their communities. Most communities voiced support for transit but had political or financial issues that would halt expansion plans at this point. These conversations helped determine which communities should be surveyed.

MAIL SURVEY

Surveys were mailed to 8,463 randomly selected metro area residents to determine their attitudes about transit, the need for it in their community, and their need for paratransit service. Surveys were mailed in October of 2017 to randomly selected residents of the City of Wausau, City of Schofield, Village of Weston, Village of Rothschild, and Town of Rib Mountain. 2,375 surveys were returned. Each community surpassed their mark for a statistically significant response except for Schofield which missed by 23 responses. Due to the high response rate of 29%, these responses should still be considered significant.

Key findings of this survey, shown in Table 1 and 2, suggest that a majority of respondents from each community surveyed showed support for their community having transit and budgeting for it in the next few years. Both of those results held across all communities, almost all ages, and almost all income levels.

Table 1: Should your community have transit?								
	Yes		No		Maybe		No Response	Grand Total
Village of Rothschild	333	65%	49	10%	128	25%	1	511
Town of Rib Mountain	292	48%	152	25%	163	27%	3	610
City of Wausau	357	76%	25	5%	64	14%	25	471
Village of Weston	260	55%	98	21%	116	24%	3	477
City of Schofield	205	67%	38	13%	61	20%		304
N/A	2	33%	1	17%	2	33%	1	6
Grand Total	**1449**		**363**		**534**		**33**	**2379**

Table 2: Should your community budget for transit?								
	Yes		No		Maybe		No Response	Grand Total
Village of Rothschild	292	57%	50	10%	168	33%	1	511
Town of Rib Mountain	249	41%	154	25%	204	33%	3	610
City of Wausau	303	64%	40	8%	113	24%	16	472
Village of Weston	242	51%	106	22%	127	27%	2	477
City of Schofield	177	58%	46	15%	78	26%	3	304
N/A	2	33%	1	17%	2	33%	1	6
Grand Total	**1265**		**397**		**692**		**26**	**2380**

Although 46% of the respondents are retired, there were zero responses that indicated people felt they could use paratransit service in the future. Additionally, if a respondent had a permanent or temporary disability, they preferred (60%) to be transported in a car by a family member or friend. Paratransit service is often an overlooked benefit to transit service in the community which can provide access to services while helping people maintain independence.

Overall, 62% of respondents feel their community should have transit and 54% feel their community should budget for transit in the next few years. This information provides a perspective that has been lacking in previous discussions about transit where often the loudest negative voices dominate the conversation.

BUSINESS SURVEY

In October 2017 surveys were emailed to the membership of the Wausau Area Chamber of Commerce and the Hmong Area Chamber of Commerce. There were 224 responses. Parts of this survey may be discounted due to errors in execution and the small number of responses outside of the City of Wausau. By sending to the email list of Chamber members it did not focus on decision makers in companies. The survey also did not have the respondent self-identity their position. The respondents also were overwhelmingly from the City of Wausau, the remaining communities did not have enough responses to be considered significant. There was strong support from

respondents to support transit by speaking with local elected officials, writing letters of support, and financial contributions. Fourteen individuals self-identified as willing to be contacted by MPO staff for further discussion on that matter.

RIDER SURVEY

Surveys were administered from January 24-30th by volunteers from the NAOMI coalition. Regular, express, and special routes as well as paratransit were surveyed. Not all express routes were surveyed and not all hours of the regular routes were covered. This may lead to some underrepresentation of certain rider groups. In total, 485 surveys were returned.

Information provided by riders was not very different from previous surveys. The ridership is largely transit dependent for getting to school and work. When asked where Metro Ride should focus on service improvements, 39% asked for weekend service over 23% wanting service to other communities (see Table 3). This result was further tabulated by age and trip purpose with the likely result that weekend service was desirable for working additional shifts or performing errands that could not be done during the work week. When asked about trip purpose to surrounding communities, overwhelmingly 'shopping' was the preferred choice. Metro Ride riders are looking for more options to support the local economy.

Table 3: What are the improvements Metro Ride should make?		
Provide evening service	83	17%
Provide more frequent service	57	12%
Provide weekend service	190	39%
Service to other communities	113	23%
No Answer	42	9%
Total	485	

Population and Demographics in the Wausau Metropolitan Area

The Wausau Metropolitan Area is located in Marathon County which is the largest county in the state of Wisconsin. Wausau is the crossroads of the state, located between Green Bay and Minneapolis, with Madison 140 miles to the south. Wausau is the last large metro area before entering the northern counties of Wisconsin and serves as a crossroads in the state.

Table 4: Metro Area Population by Municipality

Municipality	Population 2015	Census 2010	Numeric Change	Percent Change
T Mosinee	2,189	2,174	15	0.69%
T Rib Mountain	6,900	6,825	75	1.10%
T Stettin	2,566	2,554	12	0.47%
T Wausau	2,249	2,229	20	0.90%
T Weston	655	639	16	2.50%
V Brokaw	243	251	- 8	-3.19%
V Kronenwetter	7,525	7,210	315	4.37%
V Rothschild	5,302	5,269	33	0.63%
V Maine	2,345	2,337	8	0.34%
V Weston	15,276	14,868	408	2.74%
C Mosinee	4,021	3,988	33	0.83%
C Schofield	2,212	2,169	43	1.98%
C Wausau	39,063	39,106	- 43	-0.11%
Total	92,797	91,875	922	1.00%

Source: Wisconsin Department of Administration, 2015

Source: US Census Bureau, 2010

The Metro Area has a population of 92,797 although there are some communities included in their entirety in this count but only a small portion of their area is within the MPO planning boundary. Therefore, the actual population of the MPO area could be considered slightly less than the number above.

Table 5: Population Projection by Municipality					
Municipality	**2015 Projection**	**2020 Projection**	**% change from 2015**	**2030 Projection**	**% change from 2015**
T Rib Mountain	6,900	7,055	2.2%	7,190	4.2%
V Rothschild	5,302	5,525	4.2%	5,755	8.5%
V Weston	15,276	16,770	9.8%	18,890	23.7%
C Schofield	2,212	2,205	-0.3%	2,205	-0.3%
C Wausau	39,063	40,460	3.6%	41,490	6.2%

Source: Wisconsin Department of Administration

The communities determined by this plan to be most suitable for transit are shown in Table 5 with population projections to the year 2030. These core communities of the metro area are the main providers of services and employment for the area and county. Growth is projected for all communities except for the City of Schofield. This is likely due to the lack of expansion opportunity with Schofield's location however they maintain an important industrial park with longtime area employers. The Village of Weston is projected to have the most dramatic growth in this period with an increase of almost 24%.

Demographic measures were examined for the five main metro communities. Factors such as population density, youth density, senior density, and income were examined for their influence on transit suitability. The City of Wausau was shown to have routes serving areas that are dense with youths, seniors, and low income households. Similar areas exist outside of Wausau in the neighboring communities but are not served by transit. An area like Rib Mountain is the exception by being less dense and a higher income than the other communities evaluated. However, Rib Mountain does have other amenities that would be attractive to transit service. Further demographic maps and analysis can be found in Appendix B.

Metro Ride Service

Metro Ride operates bus and paratransit service only in the City of Wausau. It provides services on 7 regular routes and 10 express routes. Regular routes run every half-hour between 6:30am and 6:30pm. Express routes supplement the regular routes to help accommodate the influx of students within the City of Wausau and operate from 6:30am-7:30am and 2:30pm to as late as 6:30pm. Metro Ride Paratransit service provides origin to destination service for ADA-eligible passengers within ¾ mile of any regular bus route. Appendix C provides a description of the Metro Ride service.

In 2013, limited transit service was restored to the communities of Village of Rothschild, City of Schofield, and Village of Weston in the form of a single shared route operating on an intermittent schedule. The new route did not perform well and in 2015 the residents of Village of Weston voted down a referendum to continue funding transit service. Metro Ride had to discontinue the fixed route and paratransit service to all three communities at that time as well as remove weekend service and raise fares.

Peer Group Analysis

The systems selected for the nationwide peer group were used in subsequent plans and are all located in northern climates with a similar size to Metro Ride. This allows for a historical as well as a current service comparison. The national peer group systems are:

- Battle Creek, MN
- Billings, MT
- Bloomington, IN
- Missoula, MT
- Great Falls, MT
- Rochester, MN
- Sioux City, IA

The Wisconsin peers are all cities with less than 80,000 people. They are:

- Beloit
- Eau Claire
- Janesville
- La Crosse
- Oshkosh

The last few years have been challenging for transit nationwide and especially in the Wausau area. As mentioned before, service area changes in 2012 and 2015 ended up confining the system to the City of Wausau. This also came with removal of weekend service and higher fares. Again, this plan is using data from 2014 for peer cities and 2016 from Metro Ride to best reflect the current service area.

Full results of the Peer Analysis can be found in Appendix D. Overall Metro Ride did not compare well to both peer groups due to the system contraction which resulted in a loss of revenue miles and revenue hours. None of the peer systems in this time frame endured the service area loss, fare hikes, and service hour restrictions that Metro Ride did. There are metrics, such as Peak Vehicles per capita, Passengers per mile, and Passengers per hour where Metro Ride still ranked well.

Challenges & Consequences

CHALLENGES

Funding

The City of Wausau may evaluate how long it can keep funding the Metro Ride system alone. In 2016, citing budget concerns Wausau Mayor Mielke questioned the ability of Wausau to continue funding the system at current levels within the next five years. Loss of local funding would precipitate the loss of state and federal funds.

State and Federal funding has reduced over the years and this trend may continue. Funding for all transportation infrastructure has faced funding challenges as state and federal taxes on fuel have not been increased (in Wisconsin) to keep up with inflation or needs.

Aging Fleet

In 2014, Metro Ride purchased four used buses (500,000+ miles) from Ozaukee County for a total of $14,000. In 2016 and 2017 an additional three buses (300,000+ miles) were purchased from Duluth Transit Authority at a total cost of $26,520. While these buses have been useful in their service, repairs are very costly….often more than the purchase price. The State of Wisconsin is considering using funds resulting from a settlement with Volkswagen over faulty diesel engine emissions testing to subsidize the purchase price of buses for local systems. This is a welcome development but due to the procurement backlog of the bus manufacturer it could take 2-3 years for any new buses to be delivered.

Ride Share

A major change in the transportation landscape since the previous transit plan is the creation of the shared ride economy through services such as Lyft and Uber. By making hailing and paying for a car ride as easy as a few clicks on a smartphone these services have had a measurable impact on city transportation networks. Taxi medallion values have fallen dramatically, riders have been siphoned from transit networks, and congestion has increased.[1]

While these services are simple and convenient, there are some underlying issues that present problems. The current rideshare fares are subsidized with riders only seeing 40% of the cost. In 2016, Uber was reported as losing $3 billion.[2] The future of these systems is not guaranteed. Currently, the system allows drivers to work at their discretion with no requirements for geographic area and hours of the day coverage. This may lead to holes in the service area that reflect inequities society. Vehicle type will vary widely and are not required to be handicapped accessible. Current use of rideshare in the Wausau Metro Area is minimal with only a few drivers for Uber and an unknown number for Lyft.

[1] Evidence From Boston That Uber Is Making Traffic Worse. Angie Schmitt, Streetsblog USA. February 8, 2018.

[2] Is the Era of Cheap Uber Rides Over?. Alison Griswold, Akshat Rathi. Quartz. March 24, 2017.

Rideshare service and technology will likely continue to grow and could be considered for last-mile connections or other opportunities[3] but it is unlikely these services will be able to replace the hundreds of thousands of trips Metro Ride provides.

Autonomous Vehicles

All major auto manufactures and rideshare companies are developing vehicles that operate with minimal or no driver interaction. Sensors on the car and detailed maps allow these vehicles to recognize hazards, navigate around them and deliver passengers. This technology, when fully implemented and available, promises to be truly revolutionary. It may change the need for personal vehicles, and allow more freedom of movement but more importantly it could almost completely reduce injuries and fatalities due to automobile crashes. Adoption is expected to take place in larger, warmer weather markets due to the higher costs of the vehicles and poor performance in adverse weather conditions. Full automation vehicles are not expected to be in wide use until the year 2040. This is an exciting technology but many legal and ethical issues remain.

Land Use

Transit routes work best when they can link multiple land use types together to provide as many options as possible for the users. Communities seek to place light or heavy industrial business in segregated areas often far from the city center. While this allows the reuse of traditional industrial land in the urban core, it pushes major employment generators to an area where personal cars are the only option for transportation. Business parks in Wausau and Weston are at an almost prohibitive distance for routes that would fit into the current network.

Myths

When discussing public transportation options there are often misguided beliefs people cling to in order to justify their opposition. Metro Ride and it's advocates must work to overcome these ideas and present the benefits of bus service. Here are just a few examples:

- The transit system should make a profit and not be subsidized by tax payers. In the USA there is almost no form of public transportation that operates without government assistance. In Wisconsin, the gas tax, local tolls, and user fees only cover 40.7% of the share of state and local road spending.[4] Airports, trains, and ferries are all subsidized. The conversation should focus on the benefits from a service.
- Shorter buses are more efficient. There are times during the day when the larger vehicles are full. There would be a need for a much larger fleet of smaller vehicles adding to the overall cost to purchase, maintain, and operate.
- The bus is always empty. While it may be true that sometimes buses can be seen with very few people in them, there are plenty of other times where this is not the case. If this same standard was applied to roads there would be very few residential streets built.

These myths are not unique to Metro Ride or the Wausau area. They are common across the country.

[3] New Jersey town is subsidizing Uber rides. Hope King. CNN.com. October 3, 2016.

[4] How are your state's roads funded? Tax Foundation. July 13, 2017.

CONSEQUENCES

Metro Ride does face the very real possibility of discontinuing service should the City of Wausau find it necessary to drastically reduce or eliminate funding. If the current service level disappeared there are several consequences to consider:

- State and federal funding, currently $1,762,121 (2017) per year, would be removed from the local economy and redistributed to peer transit systems in Eau Claire, Oshkosh, Beloit, Sheboygan and Appleton. The Wausau Metro Area competes with these cities for jobs and employers.
- A percentage of Wausau Public School students would be without a ride to and from school. This would shift the burden of transportation to parents, require children to cross dangerous streets, increase congestion around schools, and require the School District to seek additional transportation options for funding and use private buses entirely.
- Transit dependent population is adversely impacted and left with very few and expensive options. Employers would lose employees and the quality of life for these individuals would decline.
- Loss of paratransit services would adversely impact a population that has very few options to begin with and reduce their quality of life.
- Increased numbers of cars on the road would adversely impact the road condition and increase congestion, especially around schools.
- The Wausau area may not be able to retain retiring Baby Boomers or attract Millennials to live and work here. The Wausau Metropolitan area would be at risk of losing population, tax base, and economic competitiveness.

Recommendations

CAPITAL

The development of a dedicated and consistent funding source is important for the stability and health of the Metro Ride system. The ability to budget for long term capital costs will increase the efficiency and reduce repair costs.

- Consistent bus funding: Every two years the Wausau MPO distributes federal transportation dollars for area projects. The City of Wausau would be able to submit a request to use these dollars to fund the purchase of a new bus on an 80% federal and 20% local cost share.
- Metro Ride should also yearly budget for the purchase of two used buses. Having the money allocated would allow Metro Ride to sustain services until more dedicated funding for new buses is allocated.
- Invest in technologies that allow for a Wi-Fi network on the bus, GPS modules on each bus that could provide arrival times to users and performance information to Metro Ride.
- Mobile ticketing – alternative fare media sales and collection.
- Develop a tracking system so drivers can easily count the number of riders boarding at each stop. This may be an opportunity to collaborate with local high school engineering programs.

OPERATIONAL

Marketing

The Metro Ride budget for marketing has been drastically reduced in the recent years. Increasing this budget would allow for promotion of the benefits of transit and recruit new riders.

- Website: The Metro Ride website has the requisite information for transit users but could be reorganized and brought up to a modern standard. This may be an opportunity to collaborate with a local high school program.
- Social media: Metro Ride should establish accounts with Facebook, Twitter, and any other relevant social media services. These accounts can reach a large audience, update followers with important information, and respond to customer inquiries. Student interns could provide the staff time to set up and manage the accounts.
- Student programs: Metro Ride has taken steps to provide a one-time cost student summer pass. This is a positive step to further serve a large ridership group. Metro Ride and the Wausau School District can work together to secure funding for students to access the bus using their school ID. This could speed up morning and afternoon onboarding and provide all students with access to a dependable ride to school.

ENGAGEMENT

- Communicate with respondents from the Business transit survey and other interested parties to begin forming a coalition of business leaders that will publically support transit service. Continue working with the Wausau Area Chamber of Commerce and MCDEVCO to facilitate these discussions.
- Work with the Wausau School District to help students understand and use the system as well as address any concerns that may arise.
- Host a Regional Transit Summit that can bring together stakeholders, advocates, and state and local elected officials. The goals of the summit can be as follows; presenting a united front for RTA legislation to state representatives, educating on the need for and benefits of transit service, and determining a path forward for expansion or enhancement of the current system.
- Meet with community staff and officials to discuss survey results and interest in transit service or further engagement.
- Create a Transit Ambassador program to assist new riders in becoming familiar with the system.

EXPANSION OF SERVICE

Current Service

- City of Wausau: The Business Campus located at 72nd Avenue has been mentioned multiple times for transit service. Located on the far west side of Wausau at 72nd Avenue, this industrial park houses many different companies and employment opportunities. Although there are several barriers such as service hours, distance, and funding to overcome. This area should be thoroughly examined for expansion possibility. Westwood Drive, an area that has seen a growth in medical offices, and Rasmussen College, could be an opportunity.
- Metro Ride: As indicated in the rider survey, expansion of service days was a higher priority than expansion to other communities. Expanding the service days and or the hours served should be examined for feasibility. Current costs of these options should be available to discuss with community leaders and stakeholders. Expansion of hours may help capture some of the multiple shift companies and allow riders more opportunities for recreational events in the evening.

Neighboring communities

Expansion of service to neighboring communities would help create a regional transit system that allows riders to access many community benefits. Any agreement with other communities should commence when the community has committed to a contract of at least 5 years and when Metro Ride has the available vehicles to begin service. While this plan does not outline specific routes it does identify opportunities within each community. Of course, any good route combines a mix of origins and destinations. While fixed route bus service should be considered

for these communities, a demand responsive system should also be examined. When considering a service expansion, elected representatives, staff, and residents from the community should be involved in the process.

- City of Schofield: Service to Schofield is a priority since it would be difficult to access communities to the southeast without traveling on Business 51. The business, restaurants and apartments on Business 51 could be serviced with a couple of stops but the real opportunity is in the industrial park north of Ross Avenue. Service to the residential neighborhoods could also be included along Grand Avenue.
- Village of Rothschild: Service to Rothschild was previously ended in 2015. The Village could be accessed via Grand Avenue in Schofield. Businesses along Business 51, residential neighborhoods near River Street Park and George Street Park, and the Shopko commercial area are opportunities for service. It is unlikely the Cedar Creek Mall area would be a trip generator due to the type of businesses located there but future study could be warranted.
- Village of Weston: Service to this area could follow past routes. There are grocery stores and big box retailers on Schofield Avenue that would be good destinations. While the Weston Business Park may be located too far west to adequately serve, the industrial area near Schofield is a prime candidate. This is especially important with major employers like Crystal Finishing looking for workers. Small scale service just to the industrial area on Ross Ave should be pursued. Residential areas off of Ross Ave and also south of Schofield Avenue would be opportunities for a future route. Future development of the Camp Phillips Centre would provide another destination for shopping and employment. Previous Weston area service used a transfer point at the North Central Healthcare Clinic in Wausau. Potential routes should examine Weston, Rothschild and Schofield loop that transfers in Schofield to an express route to downtown Wausau.
- Town of Rib Mountain: Rib Mountain Drive is a shopping and employment draw that presents many opportunities for service. Routes could travel up and down Rib Mountain Drive to the various big box stores, incorporating the residential areas to the east of the road or loop back on County Road R. Plans for a regional senior center on County Road NN do not incorporate transit at this time and could be a good opportunity. Due to the distance, any route in Rib Mountain may need a transfer point in Wausau. This transfer could be done on 17th Avenue near Thomas Street or further north near Stewart Avenue.
- Other metro area communities: Metro Area communities of Kronenwetter, Mosinee, Stettin, and others could utilize a demand responsive system that would allow for a flexible route and scheduling. At this time, the demand is not seen and the resources are not available to provide services to these communities.
- Marathon County: If Marathon County offered a rural transit route that brought riders from outlying communities into the Wausau Metro Area, Metro Ride could work to coordinate schedules to best take advantage of both systems. The County could also provide the regional governance structure necessary to provide a structure similar to an

Regional Transit Authority. County government could also work with metro communities to share resources and leverage funding opportunities.

- If current service levels are significantly diminished a planning process is recommended to determine the best use of remaining resources.

FUNDING OPPORTUNITIES

Additional funding could allow Metro Ride staff the flexibility to take care of overdue projects, lower fares, expand service, and take advantage of other opportunities. The benefits of transit service are a benefit to their communities and could present opportunities for residents and employers. The following options are outside the normal municipal budgeting process that could also be used to fund service.

- *Regional Transit Authority:* This would allow the formation of a regional body that would own and operate the transit system. RTA's are typically funded by a portion of the property tax, sales tax, or a combination of both. This would require enabling legislation at the state level.
- *Business Improvement District (BID)* that allows businesses to self-fund initiatives. This is most often seen in downtown districts such as the River District in Wausau. Opportunities for this include Rib Mountain Drive where the high number of businesses could fund transit service and other improvements that make shopping there an easier and more enjoyable experience.
- *An outside source:* A group of foundations, businesses, or even Marathon County could provide seed funding to expansion communities. Ideally this would be in the form of a reducing payment over a few years. It would allow communities that want transit to ease it into their budgets over four or five years.
- *Fee on rideshare trips:* The City of Chicago has recently implemented a fee on rideshare trips that was increased to 67 cents per ride in 2018. This is expected to generate $179 million for rail and bus transit. While Wausau is far from Chicago in terms of ride share trip, this should be considered for future technologies or services that may have a negative impact on transit ridership or other transportation modes.[5]

POLICY

- RTA: A Regional Transit Authority allows for a region to work together and raise funds for transit service. Current state legislation does not allow for the formation of an RTA. Metro Ride should work with local and state legislators, and stakeholders from the business community for Regional Transit Authority enabling legislation.

[5] Freund, Sara. City rideshare fee to pay for $179 million in CTA upgrades. Curbed Chicago, February 5, 2018.

- Wausau School District: Students comprise a high proportion of the Metro Ride ridership and are an integral part of the community. Metro Ride should work with the School District to explore transportation options for school age children.
- Citizen Transit Advocacy Committee: There is a clear need for a new independent voice for transit. With the Transit Commission comprised solely of members within the City of Wausau, and NAOMI having received backlash after the Weston vote in 2015 an independent body of transit advocates is needed. This group could be an independently organized and financed group of stakeholders that serves as the advocates for transit in the Wausau Area. This group could also be formed as a sub-committee of the Wausau MPO and MPO staff could provide technical assistance.

PATH FORWARD

It is recommended Metro Ride, the Transit Commission, and other groups work together to begin implementing this plan. To that end, there are steps that can be undertaken quickly while decisions are made on the other elements.

- Meet with surveyed Communities, Wausau School District, Wausau Region Chamber of Commerce, MCDEVCO, and respondents to the Business Survey to discuss Plan and Survey results and determine their level of interest.
- Focus on cultivating business community contacts and stakeholders.
- Develop the structure and placement of the Citizens Transit Advisory Committee.

Appendix A: Survey Results

Public Engagement

This plan included an extensive public and stakeholder outreach program to not only listen to current Metro Ride users, but also reengage the communities and residents in the transit discussion. This effort included three surveys, a mail survey to the five major metro communities, a survey to the business community, and a transit rider survey. MPO staff also interviewed member community staff and elected leaders on a variety of topics including transit as well as talking to the Wausau Region Chamber of Commerce and MCDEVCO board. The following information presents information from the surveys and discussions.

MAIL SURVEY

The following results were taken from a survey administered in mid-October 2017 in the Wausau Metropolitan Area communities of City of Wausau, City of Schofield, Village of Weston, Village of Rothschild, and Town of Rib Mountain. A copy of the questionnaire can be found at the end of this Appendix. Over 9,000 surveys were mailed to randomly selected addresses in those communities. Respondents could reply by pre-paid envelope or on an online version of the survey. The mailing was designed with the hope of a significant number of responses using a 95% Confidence Interval. Due to the high response rate, this level was met in every community except the City of Schofield. However, due to the City of Schofield's low population, it is likely the results can still be considered important for the purposes of this report.

Table A-1: Surveys Mailed

	# Responses	Mailed Surveys	Response Rate	Response for 95% Confidence
City of Schofield	304	1063	29%	327
City of Wausau	473	1905	25%	380
Village of Weston	477	1875	25%	375
Village of Rothschild	511	1795	28%	358
Town of Rib Mountain	610	1825	33%	365
Grand Total	**2375**	**8463**		

Table A-2: Where do you live?		
	# Responses	% Total Responses
City of Schofield	304	13%
City of Wausau	473	20%
Village of Weston	477	20%
Village of Rothschild	511	22%
Town of Rib Mountain	610	26%
Grand Total	**2375**	**100%**

Respondents were asked to self-identify the community they live in. As seen above, the survey responses were fairly evenly distributed with Schofield on the low end and Rib Mountain on the high. Overall, the response was beyond expectations.

Table A-3: Where do you work?		
	# Responses	% Total Responses
Retired	988	46%
City of Wausau	566	27%
N/A	142	7%
City of Schofield	115	5%
Village of Weston	104	5%
At Home	80	4%
Village of Rothschild	66	3%
Town of Rib Mountain	65	3%
Grand Total	**2126**	**100%**

Respondents were asked to identify their work community to determine possible commute patterns and predict the possible future need of paratransit services. Almost half of the respondents identified as retired which is not unexpected as senior or retired individuals are more likely to fill out a survey. The City of Wausau is the main center of employment with over a quarter of the remaining responses.

Table A-4: What is your primary mode of transportation?		
	# Responses	% Total Responses
Car	2066	96%
Walk	30	1%
Rideshare or taxi service	18	1%
Bus	28	1%
Bike	11	1%
Grand Total	**2153**	**100%**

This question does not have any surprises as the Wausau area in whole is largely car-dependent. The number of people that primarily walk or bike could be potential Metro Ride customers for longer trips. The respondents that primarily use rideshare or taxi service could be potential customers for a more cost-effective trip.

Table A-5: In your opinion, what should be the main goal of a public transit service?		
	# Responses	% Total Responses
Provide an efficient and cost-effective transportation option	699	33%
Provide a more environmentally friendly transportation option	40	2%
Reduce traffic congestion	28	1%
All of the above	1335	64%
Grand Total	**2102**	**100%**

This question was asked to help understand how the public viewed the goals of a public transit service. Overwhelmingly, the responses suggest that an efficiency, cost-effective, congestion reducing, and environmentally friendly transportation service is important. The second answer, provide an efficient and cost-effective transportation option, at 33% is perhaps more telling to the attitude of respondents.

Table A-6: Would you or someone you know be able to use a paratransit service?		
	# Responses	% Total Responses
I could use it in the future	0	0%
I know someone that could use it now	958	61%
I know someone that could use it in the future	502	32%
I could use it now	106	7%
Grand Total	**1566**	**100%**

After providing a paragraph describing the paratransit service, the survey asked people to determine their or other's future need for the service. Surprisingly, there were zero responses for individuals that could use the service in the future. There was a stronger response if the respondents knew of someone that could use it now or in the future. This provides an insight in to the potential and current need for paratransit service in the Wausau Metro Area.

Table A-7: What would be the preferred way to move around the community?

	# Responses	% Total Responses
Car driven by family member/friend	1277	60%
Bus	369	17%
Paratransit	223	11%
Rideshare or taxi	143	7%
Walk	53	2%
Other	26	1%
Bike	30	1%
Grand Total	**2121**	**100%**

If the respondent had a permanent or temporary inability to drive, the survey asked how they would like to move around the community. While not surprising that 60% would like to be driven by a family member or friend, the desire for bus or paratransit service comes well above even taxi service. This question also should be examined for the burden and scheduling complexity it may impose on the family members and friends that could be required to make those trips.

Table A-8: Should your community have transit?

	# Responses	% Total Responses
Yes	1449	62%
No	363	15%
Maybe	534	23%
Grand Total	**2346**	**100%**

The survey asked in a very clear manner if the respondents felt their community needs transit service. With 62% responding as yes, only 15% as no, and 23% as maybe, there is a desire by respondents to have transit service.

Table A-9: Should your community budget for transit?		
	# Responses	% Total Responses
Yes	1265	54%
No	397	17%
Maybe	692	29%
Grand Total	**2354**	**100%**

When asked if their community should budget for transit within the next few years, again a strong majority of responses were in the affirmative. There were more 'Maybe' votes than the previous question, likely to the complicated nature of local financing and budgets. No previous survey has had this kind of direct questioning and response for the metro area communities.

Table A-10: What is your age?		
	# Responses	% Total Responses
60 years and above	1185	55%
40 – 49 years old	242	11%
50 – 59 years old	417	19%
30 – 39 years old	202	9%
19 – 29 years old	94	4%
Under 19 years old	3	0.140%
Grand Total	**2143**	**100%**

The majority of respondents indicated their age as 60 years old or greater. This is not surprising given the high number of retired respondents indicated earlier. Across the other ages the distribution was fairly even except in the younger categories.

Table A-11: What is your household income?		
	# Responses	% Total Responses
Less than $25,000 per year	358	18%
$50,001 - $75,000 per year	399	20%
$75,001 - $100,000 per year	312	16%
$25,001 - $50,000 per year	589	30%
$100,001 or more per year	291	15%
Grand Total	**1949**	**100%**

The distribution of responses for household income was fairly even. The survey reached all income levels and helps provide insight into responses in the following cross-tabulations of questions seven and eight.

Table A-12: Please specify your ethnicity		
	# Responses	**% Total Responses**
White	1989	95%
Asian/Pacific Islander	30	1%
Other	55	3%
Black or African American	6	0%
Native American or American Indian	7	0%
Hispanic or Latino	9	0%
Grand Total	**2096**	**100%**

95% of respondents identified as white, 1% as Asian/Pacific Islander and 3% as Other. All other responses were less than 1%. This distribution is consistent with the area racial population.

The questions from Table 8 and 9 were deemed important enough to warrant further analysis. Specifically, these questions were cross-tabulated by home community of the respondent, age, and income. For both questions, across location, age, or income there was over or near 50% support for having and budgeting for transit with only a few exceptions. For the question of having transit in the community, by age the 'no response' and 'under 19 years old' categories had 26% and 33% 'Yes' votes, respectively. Rib Mountain residents were the only community to respond with less than 50% affirmative for having and budgeting for transit.

Table A-13: Should your community have transit?								
	Yes		**No**		**Maybe**		**No Response**	**Grand Total**
Village of Rothschild	333	65%	49	10%	128	25%	1	511
Town of Rib Mountain	292	48%	152	25%	163	27%	3	610
City of Wausau	357	76%	25	5%	64	14%	25	471
Village of Weston	260	55%	98	21%	116	24%	3	477
City of Schofield	205	67%	38	13%	61	20%		304
N/A	2	33%	1	17%	2	33%	1	6
Grand Total	**1449**		**363**		**534**		**33**	**2379**

Table A-14: Should your community have transit? By Age								
	Yes		No		Maybe		No Response	Total
No Response	5	26%	10	53%	3	16%	1	19
Under 19 years old	1	33%		0%	2	67%		3
19 – 29 years old	63	55%	23	20%	26	23%	2	114
30 – 39 years old	144	61%	39	16%	55	23%		238
40 – 49 years old	150	55%	43	16%	77	28%	1	271
50 – 59 years old	278	60%	77	17%	105	23%	4	464
60 years and above	808	64%	171	13%	266	21%	25	1270
Grand Total	**1449**		**363**		**534**		**33**	**2379**

Table A-15: Should your community have transit? By Income								
	Yes		No		Maybe		No Response	Total
Less than $25,000 per year	371	61%	89	15%	136	23%	8	604
$50,001 - $75,000 per year	71	52%	28	21%	37	27%		136
$75,001 - $100,000 per year	60	63%	18	19%	18	19%		96
$25,001 - $50,000 per year	87	57%	29	19%	36	24%		152
$100,001 or more per year	55	59%	17	18%	22	23%		94
Grand Total	**644**		**181**		**249**		**8**	**1082**

Table A-16: Should your community budget for transit?								
	Yes	%	No	%	Maybe	%	No Response	Grand Total
Village of Rothschild	292	57%	50	10%	168	33%	1	511
Town of Rib Mountain	249	41%	154	25%	204	33%	3	610
City of Wausau	303	64%	40	8%	113	24%	16	472
Village of Weston	242	51%	106	22%	127	27%	2	477
City of Schofield	177	58%	46	15%	78	26%	3	304
N/A	2	33%	1	17%	2	33%	1	6
Grand Total	**1265**		**397**		**692**		**26**	**2380**

Table A-17: Should your community budget for transit? By Age								
	Yes	**%**	**No**	**%**	**Maybe**	**%**	**No Response**	**Total**
No Response	4	21%	8	42%	5	26%	2	19
19 – 29 years old	50	44%	26	23%	37	32%	1	114
30 – 39 years old	120	50%	40	17%	77	32%	1	238
40 – 49 years old	128	47%	47	17%	95	35%	1	271
50 – 59 years old	253	54%	86	18%	123	26%	3	465
60 years and above	708	56%	190	15%	354	28%	18	1270
Under 19 years old	2	67%		0%	1	33%		3
Grand Total	**1265**		**397**		**692**		**26**	**2380**

Table A-18: Should your community budget for transit? By Income								
	Yes	**%**	**No**	**%**	**Maybe**	**%**	**No Response**	**Total**
Less than $25,000 per year	324	54%	95	16%	180	30%	5	604
$50,001 - $75,000 per year	69	51%	30	22%	37	27%		136
$75,001 - $100,000 per year	55	57%	19	20%	23	24%		97
$25,001 - $50,000 per year	75	49%	33	22%	44	29%		152
$100,001 or more per year	52	55%	16	17%	25	27%	1	94
Grand Total	**575**		**193**		**309**		**6**	**1083**

Wausau Area Public Transit Survey

The Wausau Metropolitan Planning Organization, in conjunction with Marathon County staff, is developing a Transit Development Plan for the Wausau Metro Area. The following survey will help us in the development of this plan and just take a couple of minutes of your time. All responses are anonymous and will be used in our report.

If you would prefer to fill this survey out online please go to: **https://www.surveymonkey.com/r/MPOTDP**

1. Where do you live?

a. City of Wausau
b. City of Schofield
c. Village of Weston
d. Village of Rothschild
e. Town of Rib Mountain

2. Where do you work?

a. City of Wausau
b. City of Schofield
c. Village of Weston
d. Village of Rothschild
e. Town of Rib Mountain
f. At Home
g. Retired
h. N/A

3. What is your primary mode of transportation?

a. Car
b. Bus
c. Bike
d. Walk
e. Rideshare or taxi service

4. In your opinion, what should be the main goal of a public transit service?

a. Provide an efficient and cost-effective transportation option
b. Reduce traffic congestion
c. Provide a more environmentally friendly transportation option
d. All of the above

Metro Ride is required by the Americans with Disabilities Act to provide curb-to-curb transportation known as paratransit, for people with qualifying disabilities. Paratransit service can be used for most trip purposes, including medical appointments, grocery shopping, and social events, at a cost of $2.25 a ride.

5. Would you or someone you know be able to use a paratransit service?

a. I could use it now.
b. Someone I know could use it now.
c. I could use it in the future.
d. Someone I know could use it in the future.

Questions? Contact Andrew Lynch 715-261-6034

6. If you or someone you know was not able to use a car for transportation (ex: temporary or permanent medical condition) what would be the preferred way to move around the community? Consider multiple types and lengths of trips.

a. Car driven by family member/friend
b. Walk
c. Bike
d. Bus
e. Paratransit
f. Rideshare or taxi
g. Other_____

7. Metro Ride service is currently only available in the City of Wausau. Metro Ride services could be extended to surrounding areas if communities are willing to contribute to the cost of the services. Do you think your community should have bus and paratransit service?

a. Yes
b. No
c. Maybe

8. Would you support the community you live in budgeting funds for bus and paratransit service within the next few years?

a. Yes
b. No
c. Maybe

9. What is your age?

a. Under 19 years old
b. 19 - 29 years old
c. 30 - 39 years old
d. 40 - 49 years old
e. 50 - 59 years old
f. 60 years and above

10. What is your household income?

a. Less than $25,000 per year
b. $25,001 - $50,000 per year
c. $50,001 - $75,000 per year
d. $75,001 - $100,000 per year
e. $100,001 or more per year

11. Please specify your ethnicity

a. White
b. Hispanic or Latino
c. Black or African American
d. Native American or American Indian
e. Asian/Pacific Islander
f. Other_____

BUSINESS SURVEY

In October 2017 surveys were emailed to the membership of the Wausau Area Chamber of Commerce and the Hmong Area Chamber of Commerce. 224 Surveys responded. This survey should be discounted due to several errors in execution. By sending to the email list of Chamber members it did not focus on decision makers in companies. The survey also did not have the respondent self-identity their position. The respondents also were overwhelming from the City of Wausau, the remaining communities did not have enough responses to constitute a significant response.

Table A-19: Where is your business located?

City of Mosinee	3
City of Schofield	12
City of Wausau	160
Town of Maine	1
Town of Mosinee	1
Town of Rib Mountain	10
Town of Stettin	3
Town of Texas	2
Town of Wausau	3
Town of Weston	4
Village of Kronenwetter	3
Village of Weston	11
Village or Rothschild	9
Grand Total	222

Table A-20: Type and Size of Business

Type of Business	**Business type frequency**	**Average number of full-time employees**	**Average number of part- or less-than full-time employees.**
Accommodation and Food Services	2	8	21
Arts, Entertainment and Recreation	6	18	21
Construction	10	55	8
Educational Services	20	242	64
Finance and Insurance	22	39	4
Health Care	20	851	208

Information	4	105	16
Manufacturing	27	267	21
Non-profit	26	249	81
Other (please specify)	20	49	21
Professional, Scientific and Technical Services	30	34	2
Real Estate, Rental and Leasing	6	15	4
Retail	16	140	97
Support Services	8	72	2
Transportation & Warehousing	5	40	11

This survey did reach a wide type of businesses as shown by the above figure. These business ranged in size from an average of 8 full-time to 851 full-time employees. It is possible that more than one person in a company would answer the survey.

Table A-21: Hours of Operation	
	# of Businesses
Normal business hours (8 am - 5 pm)	168
Three - 8 hr shifts	25
Two - 12 hr shifts	7
Two - 8 hr shifts	19
Grand Total	**219**

The overwhelming number of respondents use normal (8am-5pm) business hours. This time frame fits better into the Metro Ride schedule although there is potentially room to grow servicing the business that utilize multiple shifts.

Table A-22: Do you feel your ability to recruit employees is hampered by the candidates' transportation issues?	
Yes	34
No	144
Unknown	44
Grand Total	**222**

This question was asked because in discussions with stakeholders there was an impression that transportation insecurity was hampering employment and retention. Although not indicated by the responses to the question, this may still be the case since the person replying may not have full

knowledge of hiring difficulties.

Table A-23: Do you think transit services in your community would be beneficial to your business?

	C. of Schofield	C. of Wausau	T. of Rib Mountain	V. of Weston	V. of Rothschild	Grand Total
Yes	6	83	3	4	3	99
No	2	37	3	6	4	52
Maybe	4	39	4	1	2	50
Grand Total	**12**	**159**	**10**	**11**	**9**	**201**

Table A-24: Would you support the community your business is located in budgeting funds for transit service within the next few years?

	C. of Schofield	C. of Wausau	T. of Rib Mountain	V. of Weston	V. of Rothschild	Grand Total
Yes	5	61	3	4	2	75
No	2	34	3	5	4	48
Maybe	5	62	4	2	3	76
Grand Total	**12**	**157**	**10**	**11**	**9**	**199**

These two questions are essentially identical to the questions from the mail survey. In the grand total the support for transit is in the positive. With regards to budgeting it is less clear as the maybe votes total one more than the yes votes. The budgeting question is slightly moot for the City of Wausau since Metro Ride is already part of the city budget. The remaining communities have to few responses to draw any conclusions.

Table A-25: How would you or your business be willing to support transit service in your community?	
Organize community leaders	38
Write letters of support	66
Financial contributions	12
Talk with local government officials	63
N/A	107

Table A-25 does show support for transit and willingness for businesses to step up and support the service in some manner. The majority of respondents indicated they would write letters of support or talk with their local officials. While financial contributions came in last with only 12 that is more information than what was known before the survey was conducted. The subsequent question asked the respondents to self identigy if they were interested in MPO staff contacting them in the future about supporting transit. There were 14 individuals or business that provided their information and they will be contacted as part of the implementation of this plan.

WAUSAU MPO *Transit Development Plan*

Business Survey

Welcome! The Wausau Metropolitan Planning Organization is developing a Transit Development Plan for the Wausau Metro Area. The following survey will help us in the development of this plan and just take a couple of minutes of your time. All responses are anonymous unless authorized and will be used in our report.

1. Where is your business located?
    a. Pull down list of all MPO member communities
2. Please pick the category that best describes your business.
    a. Manufacturing, Utilities, Construction, Retail, Transportation & Warehousing, Information, Finance & Insurance, Real Estate, Rental and Leasing, Health Care, Professional Scientific and Technical Services, Arts Entertainment and Recreation, Accommodation and Food Services, Support Services, Educational Services, Non-profit
3. Number of Full Time employees?
4. Number of Part-Time or less than Full-Time employees?
5. What are your hours of operation?
    a. Normal Business Hours 8am-5pm
    b. Two – 12 hr shifts
    c. Two – 8 hr shifts
    d. Three – 8hr shifts
6. Current transit service is provided from 6:30am – 6:30pm. Does this time frame accommodate your employees or customers?
    a. Employees Yes/No/NA
    b. Customers Yes/No/NA
7. Do you feel your ability to recruit employees is hampered by the candidates' transportation issues?
    a. Yes
    b. No
    c. Unknown
8. In the past 12 months how many employees do you estimate have you lost (fired or quit) due to unreliable transportation to and from work?
9. Do you provide any assistance to employees who need reliable transportation?
    a. Vehicle Down payment, Taxi fare, Bus passes/fares, Coordinate carpools, Company vehicles, No assistance
10. Would you be interested in providing transportation assistance to your employees?
    a. Yes
    b. No
    c. Maybe
11. Is your organization interested in parterning with other companies and Metro Ride to discuss transportation options?
12. Metro Ride is currently only available in the City of Wausau. Metro Ride bus and paratransit services could be extended to surrounding areas if communities are willing to contribute to the cost of the services. Do you think transit services in your community would be beneficial to your business?
13. Would you support the community your business is located in budgeting funds for transit service within the next few years?
14. How would you or your business be willing to support transit service in your community?
    a. Organize community leaders; Talk with local government officials; Financial contributions; Write letters of support; N/A; Other
15. Please let us know if you have any comments on this topic
16. If you would like MPO staff to contact you regarding partnership or support opportunities, please leave your contact information below.

Thank you for you participation!

RIDER SURVEY

The following results were taken from a survey administered in January 2018 on the Metro Ride Transit System located in Wausau, WI. Surveys were administered from January 24-30th by volunteers from the NAOMI coalition. Regular, express, and special routes as well as paratransit were surveyed. Not all express routes were surveyed and not all hours of the regular routes were covered. This may lead to some underrepresentation of certain rider groups. In total, 485 surveys were returned.

Table A-26: Route Surveyed

A	47	10%
B	107	22%
D	42	9%
G	36	7%
H	23	5%
I	59	12%
IGA	25	5%
J	35	7%
NO ROUTE	6	1%
PARA	9	2%
WKSHP	9	2%
X1	15	3%
X4	23	5%
X5	30	6%
X6	15	3%
X9	4	1%
Grand Total	485	

Riders were asked to identify the route the received the survey on. Higher number of returned surveys is likely due to the time spent surveying the route, the higher ridership, persistence of the survey administrator, or time of day. For example, X1, X4, X5, X6, show a consistent level of response and these routes were sampled in the morning hours versus X9 being sampled in the afternoon when students are less likely to fill out surveys.

Table A-27: Purpose of your trip		
Medical	34	7%
Other	42	9%
School	151	31%
Shopping	94	19%
Social/Recreational	32	7%
Work	124	26%
No Answer	8	2%
Grand Total	485	

Riders were asked to identify the purpose of their trip that day. School trips are the most common with work and shopping next. With students comprising a large part of the ridership this result is not surprising. Work was also a close second in the 2011 survey.

Table A-28: How often do you ride?		
1-2 days/week	47	10%
3-5 days/week	389	80%
Less than once a week	31	6%
No Answer	18	4%
Grand Total	485	

Riders were asked to identify the frequency of their rides. 80% of respondents indicated 3-5 days a week which corresponds with the school and work week. It also indicates that for various reasons the ridership of Metro Ride relies on the service.

Table A-29: What fare did you pay?		
Adult cash	35	7%
Adult monthly pass	92	19%
Adult token	63	13%
Elderly & disabled cash	28	6%
Elderly & disabled monthly pass	88	18%
Student cash	7	1%
Student monthly pass	39	8%
Student ticket	95	20%
Transfer	4	1%

No Answer	34	7%
Grand Total	485	

Respondents indicated the fare they paid for their trip that day. The largest response was a student ticket which is not as cost efficient as a monthly student pass. Adult and elderly monthly pass were the next highest responses. This indicates a regular rider that will capture the value of a monthly pass.

Table A-30: What is the improvement Metro Ride should make?		
Provide evening service	83	17%
Provide more frequent service	57	12%
Provide weekend service	190	39%
Service to other communities	113	23%
No Answer	42	9%
Total	485	

When asked what improvement Metro Ride could make to the current service, 39% favored restoring weekend service over 23% for service to other communities. This was a surprising result given much of the rhetoric about expansion to other communities.

Table A-31: Trip purpose to other communities			
What would be the purpose of your trip to Weston, Rothschild, or Schofield?		**What would be the purpose of your trip to Rib Mt?**	
School	29	**School**	13
Work	85	**Work**	75
Shop	190	**Shop**	291
Medical	79	**Medical**	18
Social	75	**Social**	42

Riders were asked to identify the purpose of their trip to areas outside of Wausau if Metro Ride service was extended. Weston, Rothschild, and Schofield were combined as one community due to the past route history and overlapping services in that area. The majority response for this area was shopping with work a distant second. The trip purpose for the Rib Mountain area is also shopping but by a much wider option. Work opportunities in Rib Mountain is also a distant second but well above other options for the area. In whole, it is likely that given the opportunity, Metro Ride

riders would spend their money in adjoining communities if given the opportunity.

Table A-32: Could you have made this trip without bus service?		
Yes	51	11%
No	200	41%
Yes but with greater inconvenience or cost	205	42%
No Answer	29	6%
Total	485	

This question attempts to ascertain the transit dependent nature of the Metro Rider user and measure the need for the service in Wausau. 41% of the respondents indicated they could not make this trip without bus service and another 42% could complete the trip but with greater cost or inconvenience. This indicates that, for many reasons, Metro Rider has a transit dependent ridership.

Table A-33: Age of respondent		
Under 18	128	26%
18-29	59	12%
30-44	91	19%
45-64	132	27%
65+	61	13%
No Answer	14	3%
Total	485	

Riders were asked to identify their age. The largest ridership groups were under 18 and 45-64 with all other groups between 12-19%. Given the large number of students and riders using the bus for work transport these results are not surprising.

Table A-34: Service Improvements by Age Group							
	Age						
	18-29	**30-44**	**45-64**	**65+**	**Under 18**	**#N/A**	**Grand Total**
Provide evening service	13	14	24	4	25	3	83
Provide more frequent service	5	12	19	5	15	1	57
Provide weekend service	21	35	50	31	50	3	190
Service to other communities	16	26	33	10	26	2	113
#N/A	4	4	6	11	12	5	42

Service improvements responses were cross-tabulated by age group and the highest number of response asking for weekend service were Under 18 and 45-64. If this is also looked at with the cross-tabulation of Service Improvements by Trip Purpose a clearer picture begins to emerge.

Table A-35: Service Improvements by Trip Purpose								
	Trip Purpose							
	Medical	**Other**	**School**	**Shopping**	**Social/ Recreational**	**Work**	**#N/A**	**Grand Total**
Provide evening service	6	10	30	18	3	16		83
Provide more frequent service	2	4	22	7	5	16	1	57
Provide weekend service	11	17	56	38	14	53	1	190
Service to other communities	12	9	32	21	8	30	1	113
#N/A	3	2	11	10	2	9	5	42

It is likely the higher number of responses for weekend service is due to the need of workers to either complete errands they are unable to do during the week or to have the opportunity to work more shifts during the weekend. It is hard to speculate why students would want weekend service but it would provide a level of freedom they may not currently enjoy.

Metro Ride Customer Survey - 2017

Dear customers: We'd like to learn more about you and your travel needs to help Metro Ride plan its future services. Please read each question and mark the most appropriate answer. Please mark only one response to each question and please complete only one survey form during this survey week. After you finish answering all questions, please return the completed survey form to the survey worker or to the bus driver on your next trip.

On what bus route did you receive this survey?

Route ____

What is the purpose of this trip today?

__School __Medical
__Work __Social/Recreational
__Shopping Other_____

How many days do you usually use the bus?

__Less than once a week
__1-2 days/week __3-5 days/week

What fare did you pay for this trip?

__Adult cash __Student cash
__Adult token __Student ticket
__Adult monthly pass __Student monthly pass
__Transfer __Elderly & disabled cash
__Elderly & disabled monthly pass

What do you think would be the most important improvement we could make to Metro Ride service? (choose one)

__Provide more frequent service __Provide weekend service
__Provide evening service __Service to other communities
Other_____

If service was expanded to communities outside of Wausau what would be the primary purpose of your trip there? (School, Work, Shopping, Medical, Social, Other)

Weston, Rothschild, Schofield
_____
Rib Mountain
_____

Could you have made this trip if bus service was not available?

__Yes __No __Yes but with greater inconvenience or cost.

Your age: __Under 18 __18-29
__30-44 __45-64 __65+

Is there a destination within the City of Wausau that needs bus service?

_____

Is there a specific destination outside the City of Wausau that needs bus service?

_____

Thank You.

Appendix B: Demographics

The Wausau Metropolitan Area is located in Marathon County which is the largest county in the state of Wisconsin. Wausau is the crossroads of the state, located between Green Bay and Minneapolis, with Madison 140 miles to the south. Wausau is the last large metro area before entering the northern counties of Wisconsin and serves as a crossroads in the state.

Table B-1: Metro Area Population by Municipality

Municipality	Population 2015	Census 2010	Numeric Change	Percent Change
T Mosinee	2,189	2,174	15	0.69%
T Rib Mountain	6,900	6,825	75	1.10%
T Stettin	2,566	2,554	12	0.47%
T Texas	1,614	1,615	- 1	-0.06%
T Wausau	2,249	2,229	20	0.90%
T Weston	655	639	16	2.50%
V Brokaw	243	251	- 8	-3.19%
V Kronenwetter	7,525	7,210	315	4.37%
V Rothschild	5,302	5,269	33	0.63%
V Maine	2,345	2,337	8	0.34%
V Weston	15,276	14,868	408	2.74%
C Mosinee	4,021	3,988	33	0.83%
C Schofield	2,212	2,169	43	1.98%
C Wausau	39,063	39,106	- 43	-0.11%
Total	92,797	91,875	922	1.00%

Source: Wisconsin Department of Administration, 2015

Source: US Census Burearu, 2010

The Metro Area has a population of 92,797 although there are some communities included in their entirety in this count but only a small portion of their area is within the MPO planning boundary. Therefore, the actual population of the MPO area could be considered slightly less than the number above.

Table B-2: Population Projection by Municipality

Municipality	2015 Projection	2020 Projection	% change from 2015	2030 Projection	% change from 2015
T Rib Mountain	6,900	7,055	2.2%	7,190	4.2%
V Rothschild	5,302	5,525	4.2%	5,755	8.5%
V Weston	15,276	16,770	9.8%	18,890	23.7%
C Schofield	2,212	2,205	-0.3%	2,205	-0.3%
C Wausau	39,063	40,460	3.6%	41,490	6.2%

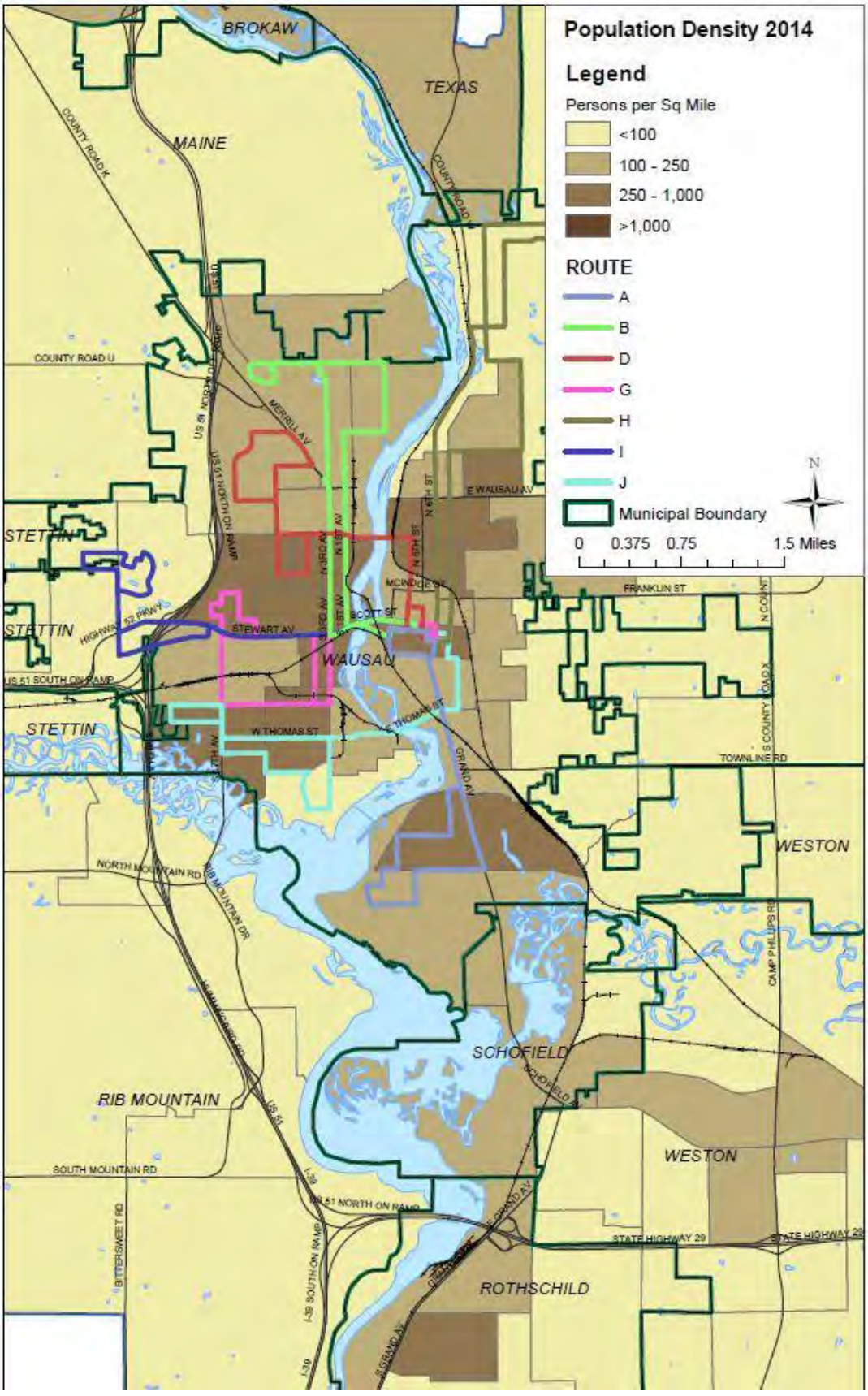
Source: Wisconsin Department of Administration

After discussion with community municipal leaders and considering factors such as distance, population, and feasibility it was determined that five communities were most suitable for near term transit service. The communities determined by this plan to be most suitable for transit are shown in Table 1-2 with population projections to the year 2030. These core communities of the metro area are the main providers of services and employment for the area and county. Growth is shown for all communities except for the City of Schofield. This is likely due to the lack of expansion opportunity with Schofield's location however they maintain an important industrial park with longtime area employers. The Village of Weston is projected to have the most dramatic growth in this period with an increase of almost 24%.

Population Density

Well-designed transit routes will contain a mix of land use types (commercial, residential, employment centers, schools). Identifying areas of high residential density allows for a route to have the highest potential ridership base. Figure 1 shows the population density by census block group. Areas of highest population density in the Wausau Metro Area are predictably in Wausau. Areas of Schofield, Rothschild and Weston have similar densities. Areas of newer development, west of Highway 52 in Wausau or Rib Mountain, may have a lower population density but possess other attributes that could be attractive rider generators.

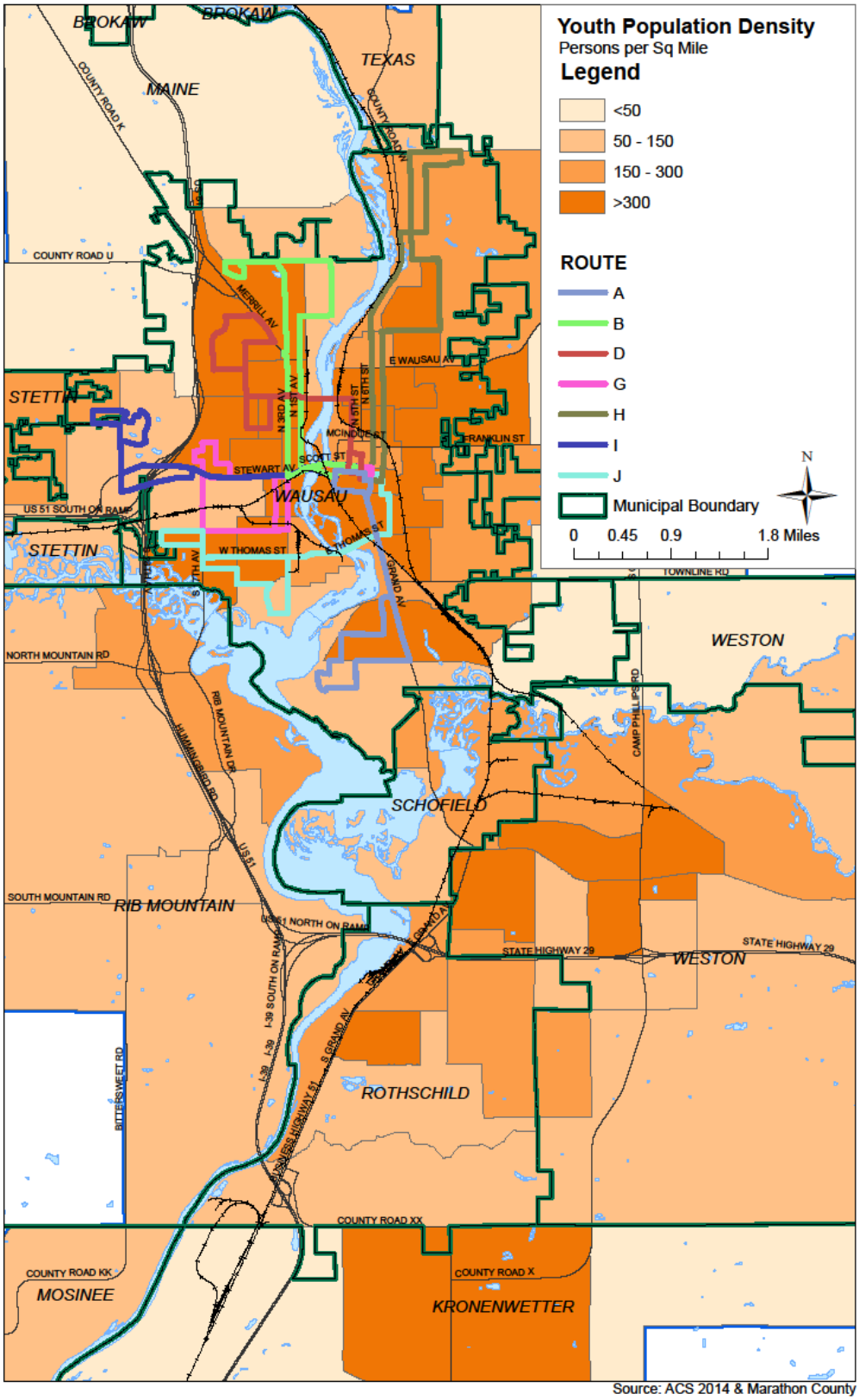
Figure 1: Population Density



Youth Density

Youth under the age of 18 are a ridership group that is dependent on transit service and is Metro Ride's largest customer group. Figure 2 shows the youth population density in the metro area. Metro Ride does provide express routes that serve the schools in the City of Wausau and this provides a significant level of ridership and service to the community. It should be noted that the Wausau School District extends into Rib Mountain and only serves that area with private buses paid for by the School District.

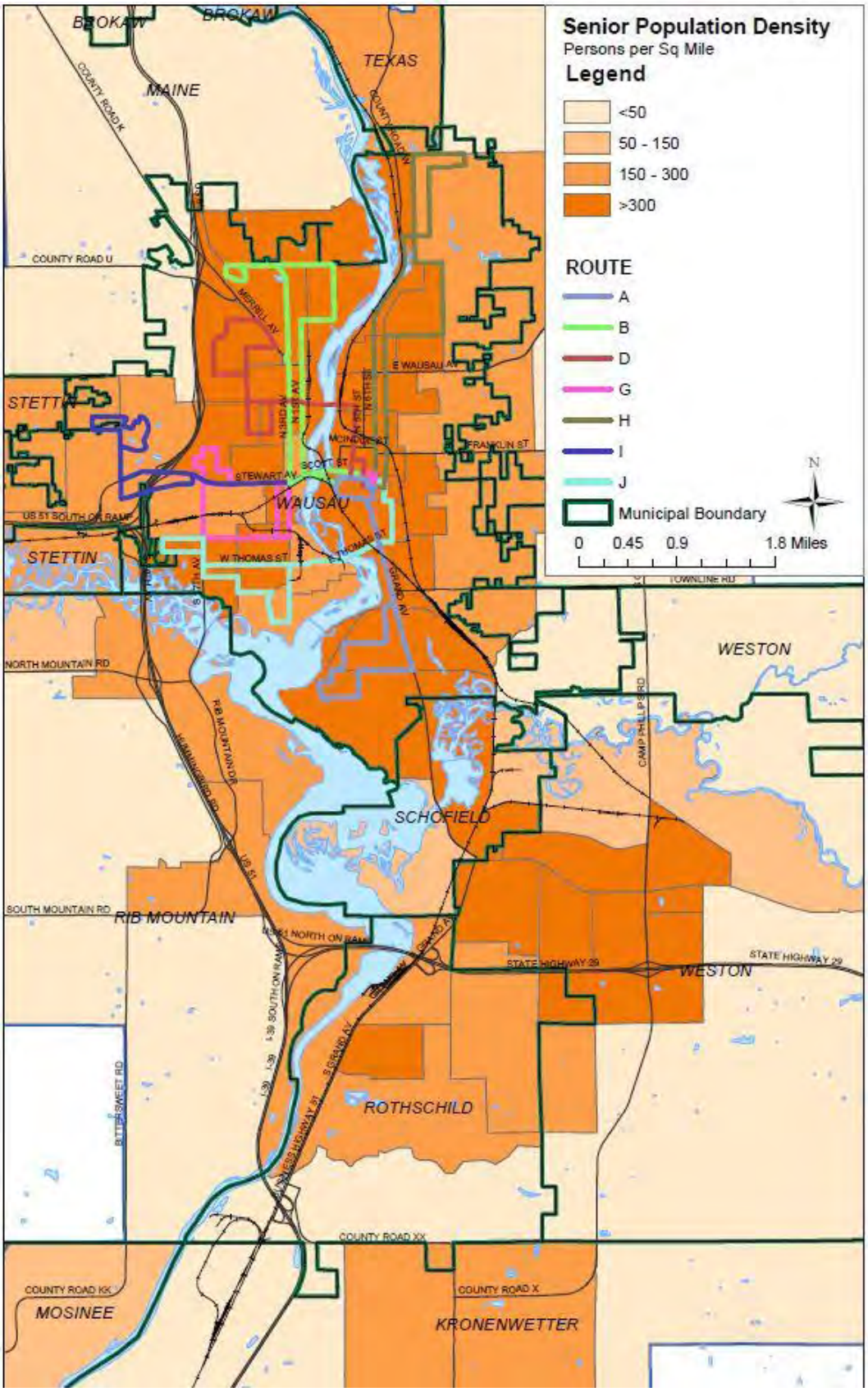
Figure 2: Youth Population Density



Senior Population

Senior citizens are likely to live in urban areas to easily access services. Income, ability to drive, proximity to healthcare and other reasons may make transit a popular choice for this age group. Figure 3, shows that senior citizens are more heavily concentrated in Wausau, Schofield and Weston with Rothschild, Rib Mountain, and Kronenwetter. Senior populations are also more likely to need paratransit services in the future.

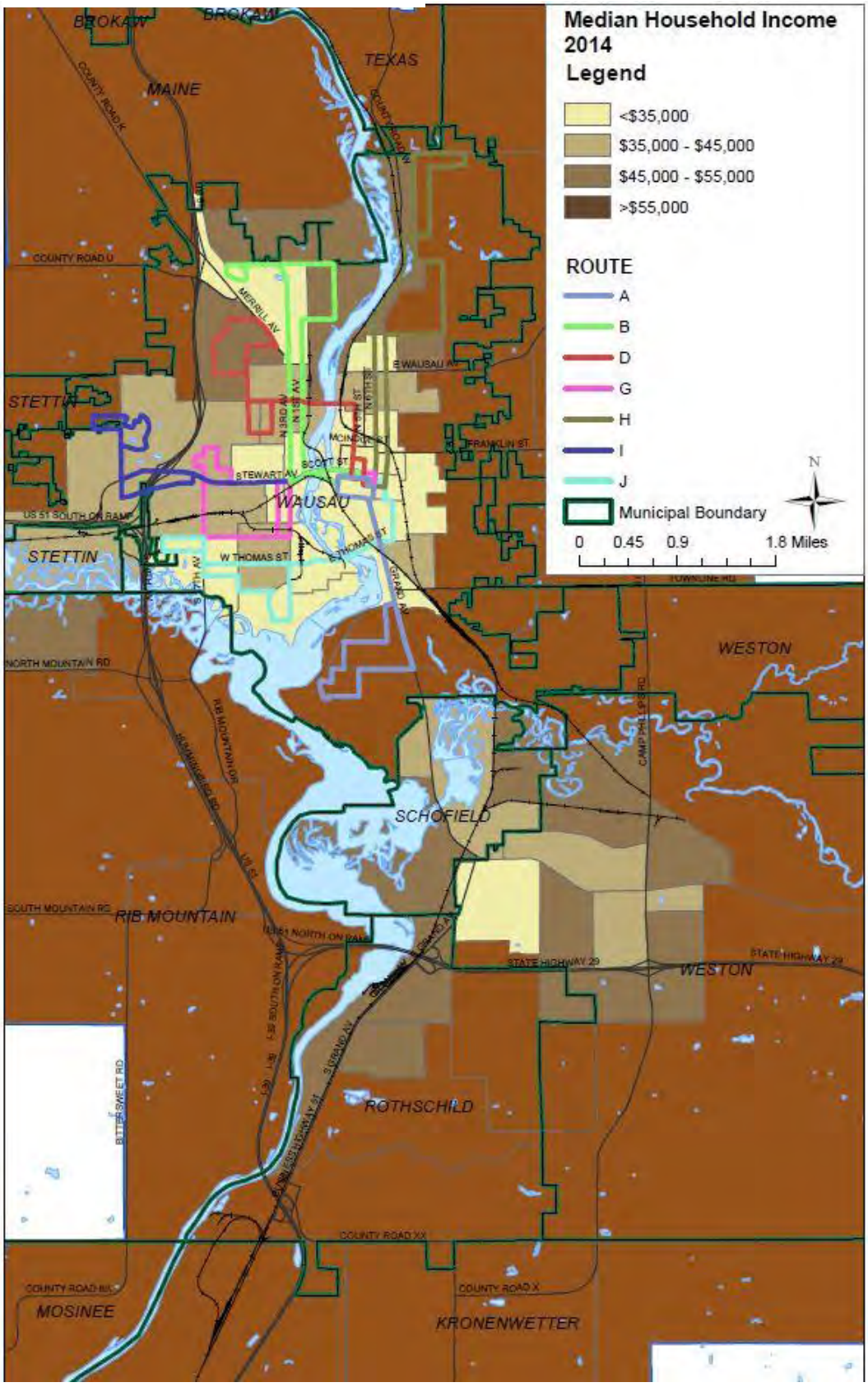
Figure 3: Senior Population Density



Income

Figure 4 shows the Median Household Income for the Wausau Metro Area. Metro Ride has a transit dependent population of riders and does have good route coverage of the low income areas in Wausau. Areas outside of Wausau with low income households include Schofield, Weston, and Rothschild and do not have route coverage.

Figure 4: Median Household Income

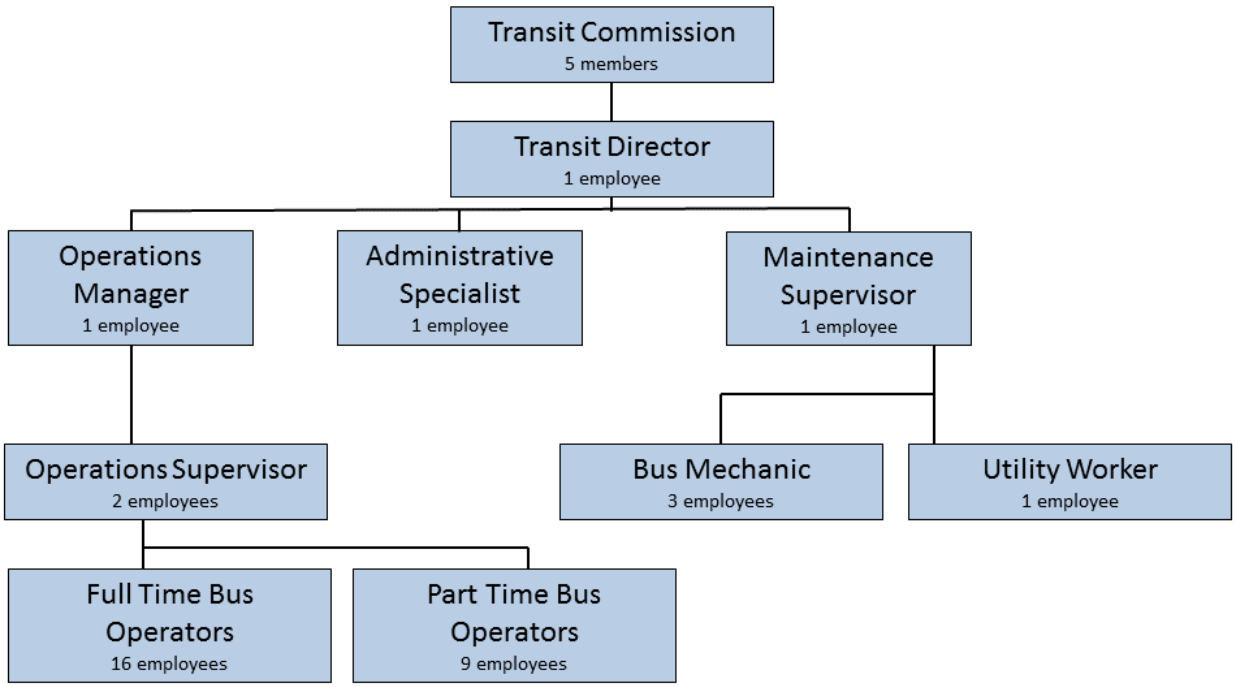


Appendix C: Current Service

ORGANIZATIONAL STRUCTURE

Metro Ride is a department of the City of Wausau. Figure C-1 presents an organization chart for Metro Ride. It is governed by a 5 member Transit Commission, which are divided between 3 City Council members and 2 community representatives. Metro Ride is headed by a transit director, and organized into 2 departments – operations and maintenance - each headed by either a supervisor or coordinator. There is also an administrative specialist who reports directly to the transit director. The operations manager is responsible for the fixed route bus and paratransit operations, and the maintenance supervisor is responsible for maintenance of the vehicles.

Figure 5: Organizational Structure



FIXED ROUTE SERVICE

Fixed route bus service is provided on 7 regular weekday routes and 10 express routes in the City of Wausau. Regular routes operate from 6:30am to 6:30pm weekdays and express routes from 6:30am to 7:30am then again at 2:30pm to as late as 6:30pm. Express routes only run on school days. There is no service on weekends or to areas outside the City of Wausau. There are also several special routes that run on a more infrequent basis.

Express routes are open to the general public and are focused towards providing supplemental service during the peak school periods. Generally, the express routes operate only one or two trips in the morning and afternoon to coincide with school arrival and dismissal times.

Bus stop signs are located at every other block and at major traffic generators, and are the only locations where buses stop.

Below is a description of the regular bus routes:

Route A – This route operates between the Downtown Wausau Transit Center and North Central Health Care Facilities in southeast Wausau via South Grand Avenue. Generators served by this route include North Central Health Care Facilities, Mount View Care Center, Wausau Municipal Airport, John Marshall Elementary School, Sturgeon Bluff Apartments, Riverview Towers East, and Downtown Wausau. Roundtrip travel time on this route is 30 minutes.

Route B – This route is operated between the Downtown Wausau Transit Center and Northcentral Technical College (NTC) in the northern part of the city, via 1st Avenue North and 3rd Avenue North. Generators include NTC, Thomas Jefferson Elementary School, Grant Elementary, and Downtown Wausau. Roundtrip travel time on this route is 30 minutes.

Route D – This route operates between the Downtown Wausau Transit Center and Kanneberg Plaza via North 3rd Street, Bridge Street, 6th Avenue North and 10th Avenue North. Generators served by this route include Kanneberg Plaza, Wausau West High School, Randolph Court Apartments, Newman High School, Saint Anne School, Grant Elementary, and Downtown Wausau. Roundtrip travel time on this route is 30 minutes.

Route G – This route operates between the Downtown Wausau Transit Center and ShopKo in West Wausau via Sherman Street. Generators served by this route include ShopKo, John Muir Middle School, Trinity Elementary School, and Downtown Wausau. Roundtrip travel time on this route is 30 minutes.

Route H – This route operates between the Downtown Wausau Transit Center and North Wausau via North 6th Street and North 7th Street. Generators served by this route include American Legion Golf Course, Riverview Elementary School, Horace Mann Middle School, Franklin Elementary, Saint Michael's School, and Downtown Wausau. Roundtrip travel time on this route is 30 minutes.

Route I – This route operates between the Downtown Wausau Transit Center and Aspirus Hospital and Clinic via Stewart Avenue. Generators served by this route include Aspirus Hospital and Clinic, Wausau Manor, Westhill Professional Center, Faith Christian Academy, Marshfield Clinic, University of Wisconsin-Marathon Campus, Trinity School, and Downtown Wausau. Roundtrip travel time on this route is 30 minutes.

Route J – This route operates between the Downtown Wausau Transit Center and southwest Wausau via Thomas Street. Generators served by this route include G.D. Jones Elementary School, Our Savior's School, Wausau Social Services, Riverview Tower East, and Downtown Wausau. Roundtrip travel time on this route is 30 minutes.

The nine express routes enhance the regular route network by accommodating increased passenger loads on school days. These routes only operate when school is in session (weekdays during the school year only). Most of these routes do not serve the Wausau Transit Center,

bypassing downtown Wausau to provide direct service between neighborhoods around the community and Wausau schools. All but two of these routes provide one or two trips timed to arrive at Wausau schools before the "opening bell" and depart once schools let out. The exceptions, as noted earlier, are the X4, which provides all day service (minus a three hour block from 8:30 to 11:30 AM), and the X9 which operates during peak periods.

Express bus stops are signed differently than regular routes. The express bus route descriptions are provided below:

Route X1 – This route operates between southeast Wausau and Wausau East High School via Grand Avenue and North 7th Street. Schools served by this route include the John Marshall School, Horace Mann Middle School, and Wausau East School. This route provides additional capacity to routes A, C, and H as well as providing a direct connection between the southeast and northeast areas of Wausau. The morning trip does serve the Wausau Transit Center.

Route X2 – This route operates between southeast Wausau and Wausau East High School via North 10th Street. Schools served by this route include the John Marshall School (only in the afternoon), Horace Mann Middle School, and Wausau East High School. This route provides additional capacity to routes A, C, and H as well as providing a direct connection between the southeast and northeast areas of Wausau. This route does not serve the Wausau Transit Center.

Route X3 – This route operates between northeast Wausau and Wausau East High School. Schools served by this route include the Riverview School, Horace Mann Middle School, and Wausau East High School. This route provides additional capacity to route H and provides connections to areas of Wausau that are not served by route H. This route does not serve the Wausau Transit Center.

Route X4 – This route operates between the Wausau Transit Center in downtown Wausau and East High School. This route provides 30 minute service all day, except between 8:30 AM and 11:30 AM, with midday service paid for by the Board of Education. One bus is necessary to run this route all day. This route meets the pulses at the Wausau Transit Center during its time of operation. While this route does operate all day service on weekdays, it does not operate on Saturdays or during summer months. This route provides service to the Franklin School, Saint Michael's School, and Wausau East High School.

Route X5 – This route operates between southwest Wausau and John Muir Middle School. This route provides service to G.D. Jones School, Faith Christian Academy, John Muir Middle School, Newman Middle School, Newman High School, Wausau West High School, and Saint Anne School. This very circuitous route provides additional capacity to routes D, G, I, and J and provides connections between the areas of Wausau that are west of the Wisconsin River. This route does not serve the Wausau Transit Center.

Route X6 – This route operates between northwest Wausau and John Muir Middle School. This route provides service to Wausau West High School, Newman Middle and High Schools, and John Muir Middle School. This route provides additional capacity to routes B and D while providing a direct connection through northwest Wausau. This route does not serve the Wausau Transit Center.

Route X7 – This route operates between the Wausau Transit Center and Horace Mann Middle School via North 6th Street. Schools served by this route include Saint Michael, Franklin, and Horace Mann Middle. This route provides additional capacity to route H, providing a more direct route to Horace Mann Middle School from the Wausau Transit Center.

Route X9 – This route operates from the Wausau Transit Center to the Terrace Heights Apartments. Service is provided only during peak periods when school is open. This route operates to the Wausau Transit Center, meeting every peak period "pulse." Generators served by this route include Terrace Heights Apartments, Saint Michael School and Downtown Wausau. Service is provided using one bus.

FARE STRUCTURE

Due to service cutbacks and lost revenue in 2015, Metro Ride had to raise the standard fare from $1.25 to $1.75. The full range of fares available is shown in Figure C-2. Paratransit fares are $2.25 per ride and must be scheduled at least one day in advance. For both adult, senior/disabled, and student fares there is a monthly pass option that offers savings for frequent riders. Passes are available for purchase at several schools, businesses, and residential buildings around the city.

Table C-1: Fare Structure	
Adults	
Cash	$1.75
Tokens	10 for $10
Monthly Pass	$38.00
Seniors/Disabled (with Medicare card or ID issued by Metro Ride)	
Cash	$0.85
Monthly Pass	$19.00
Students (age 5 through high school)	
Cash	$1.50
Tickets	10 for $8.50
Monthly Pass	$19.00
Children (under the age of 5 accompied by an adult)	
Free	
Paratransit	
Cash	$2.25

METRO RIDE PARATRANSIT SERVICE

Metro Ride Paratransit Service is the ADA service provided by Metro Ride. Service is available within ¾ of a mile of any bus route, and operates only when regular bus routes are in operation. The service is operated by Metro Ride. It is a shared ride service, which means the van may not necessarily take passengers non-stop to their destination, rather the paratransit van may make other drop-offs and pick-ups along the way. The service is available for patrons who because of mental or physical disabilities are not able to use regular Metro Ride buses, all of which are ADA accessible. The service is a curb-to-curb service, which means that drivers can only assist passengers getting into and out of the paratransit vehicle; operators cannot assist patrons in getting to the vehicle.

Eligibility for paratransit service is determined by Metro Ride. Passengers can be certified to use the service for a maximum of two years, after which it is the passenger's responsibility to apply for re-certification. Passengers are notified 60 days prior to the expiration of certification. "Conditional eligibility" may be granted to some riders where only ADA eligible trips may be made on paratransit, with the fixed route bus service providing all other trips. To be certified to use paratransit, passengers need to contact Metro Ride and provide documentation of disability and

duration of the disability if it is a short term condition. Certified riders are allowed to carry packages and bring guests on paratransit trips. Riders are allowed a maximum of three packages of grocery bag size or similar. Personal care attendants may ride for free when traveling with a certified passenger. One passenger may ride with a certified passenger, but must pay full fare if an adult, or for free if the passenger is a child. ADA eligible guests from out of town must contact Metro Ride to obtain a 21-day Metro Ride certification. Service animals can ride for free, but the passenger needs to inform Metro Ride before riding.

Metro Ride operating statistics for fixed route and paratransit can be seen in Figure C-3 below. There was a spike of paratransit riders from 2015 to 2016 as the numbers rebound from previous lows. In 2016, Metro Ride provided 3,021 rides or 11.8 per day. It should be noted that Revenue Hours and Revenue Miles were calculated differently by the subcontractor in 2010 and 2011.

Table C-2: Ridership and Revenue Hours/Miles

	Fixed Route Bus				Paratransit			
Year	Riders	Rev. Hrs.	Rev. Mi.	Peak Veh.	Riders	Rev. Hrs.	Rev. Mi.	Peak Veh.
2010	773,991	37,620.73	542,404.44	21	8,064	5,936.15	84,701.94	8
2011	778,748	38,739.65	543,845.94	21	8,697	5,014.87	68,915.32	8
2012	631,360	26,728.95	375,987.65	18	3,370	855.30	9,680.00	4
2013	672,224	29,371.73	411,843.48	20	3,388	832.89	11,316.00	3
2014	654,078	29,853.79	404,710.05	20	3,303	805.88	10,772.00	3
2015	577,044	27,027.72	375,625.55	18	2,504	577.64	6,749.00	3
2016	529,831	26,722.35	376,478.00	18	3,021	689.91	8,376.00	2

Note: ***Paratransit services were provided by a contactor prior to 2012. It would seem that the contactor calculated miles and hours differently than Metro Ride.***

FINANCIAL INFORMATION

Metro Ride finances are made up of its operating expenses and its revenue sources. The capital program is presented in later in this chapter. Operating expenses include vehicle operations, which represents the largest portion of operating expenses, costs paid for paratransit operation, vehicle maintenance, non-vehicle maintenance, and general/administration costs.

Table C-3: 2016 Operating Budget		
Total Expense	$2,869,722.03	
s85.205	-$28,537.00	
	$2,841,185.03	
Revenue	$468,803.02	
Net Expense	$2,372,382.01	
		Percent of Net Expense
State s85.20	$736,284.02	31%
Federal s5307	$968,427.00	41%
State s85.21	$43,631.80	2%
School Dist	$12,243.00	1%
City of Wausau	$611,796.19	26%
	$2,372,382.01	100%

CAPITAL RESOURCES

Metro Ride capital resources include its vehicle fleet, bus stop signs, administrative and maintenance base, Transit Center, and shelters located throughout Wausau. The Metro Ride administration and maintenance facility is located at 420 Plumer Street in Wausau. The Transit Center, recently upgraded and expanded in 2005, is located in downtown Wausau at 555 Jefferson Street near the Marathon County Courthouse and the Wausau Center Mall.

Metro Ride owns eight bus shelters located at: North Central Health Care Center, Sturgeon Bluff Apartments, Riverview Towers Apartments, North Central Technical College, Kannenberg Plaza, Aspirus Wausau Hospital, Marshfield Clininc, Horace Mann Middle School.

Metro Ride currently operates 22 fixed route buses, 4 paratransit vehicles, and 6 non-revenue vehicles. There are no buses currently on order and it is expected vehicles will be used beyond their projected replacement.

Table C-4: Metro Ride Fleet 2016					
# in Fleet	Year	Make	Model	Seats / Standees	Projected Replacement
Paratransit Vehicles					
4	2012	Chev/Glavel	Titan II	8/2	2024
Fixed Route Vehicles					
4	2002	Gillig	Low Floor	38/47	2019
3	2004	Gillig	Low Floor	32/57	2019
9	2009	Gillig	Low Floor	32/53	2024
6	2011	Gillig	Low Floor	31/57	2026
Non-Revenue Vehicles					
	1997	Ford	F-Superduty	NA	2012
	2005	Dodge	Caravan	NA	2020
	1998	Chevy	Cheyenne	NA	2013
	2011	Ford	---	NA	2026
	2002	Ford	---	NA	2017
	2008	Chrysler	Town & Country	NA	2023

The five year capital program as identified in the Wausau MPO Transportation Improvement Program 2017-2020 is shown in Table C-5. The State of Wisconsin is currently considering using settlement monies from a lawsuit against the car manufacturer Volkswagen over the manipulated diesel emissions testing. This could allow transit systems to purchase new buses with minimal local share cost. However, this has yet to be finalized at the state level and the long purchase cycle of a new bus could take two to three years.

Table C-5: Capital Program				
Project	Year	Total Cost	Federal Share	Local Share
Bus Garage Roof Rehabilitation	2017	$170,000	$136,000	$34,000
Floor Scrubber Replacement	2017	$46,000	$36,800	$9,200
Supervisor Van Replacement	2017	$25,000	$20,000	$5,000
Transit Buses (6)	2020	$2,834,752	$2,267,802	$566,950
Revenue Collection System	2019	$558,208	$446,556	$111,642
Total		$3,633,960	$2,907,158	$726,792

HISTORICAL TRENDS

The historical trend below is data compiled between 1996 and 2016. This looks at revenue miles and hours as well as peak vehicles over a long period that has seen large changes both locally and nationally. Poor economic conditions beginning in 2008 squeezed government revenue at all levels and reduced funding to programs across the board. Service area reductions and fare increases also contribute to the negative changes in service.

Table C-6: Service Trends on Fixed Routes

Year	Revenue Hours	Revenue Miles	Peak Vehicles
1996	38,541	553,916	20
1997	37,562	557,047	21
1998	37,920	558,796	21
1999	38,827	564,311	21
2000	38,327	556,607	21
2001	37,961	556,023	21
2002	37,929	557,007	20
2003	37,946	556,501	20
2004	38,315	555,801	21
2005	37,596	535,183	21
2006	41,100	588,475	22
2007	40,776	578,288	22
2008	40,925	569,706	22
2009	38,738	540,514	21
2010	37,621	542,404	21
2011	38,740	543,846	21
2012	26,729	375,988	18
2013	29,372	411,843	20
2014	29,854	404,710	20
2015	27,028	375,626	18
2016	26,722	376,478	18
Total Change	-31%	-32%	-10%

Paratransit trend data is shown in Table C-7:

Table C-7: Service Trends Paratransit			
Year	Revenue Hours	Revenue Miles	Peak Vehicles
1996	5,638	76,878	8
1997	5,721	84,507	9
1998	5,044	72,592	5
1999	5,350	80,811	6
2000	5,758	87,538	7
2001	4,738	77,700	6
2002	4,781	77,450	6
2003	4,064	66,833	6
2004	2,711	42,354	6
2005	14,658	235,598	14
2006	13,046	195,862	28
2007	18,386	270,438	28
2008	19,373	288,890	28
2009	15,569	251,065	28
2010	5,936	84,702	8
2011	5,015	68,915	8
2012	855	9,680	4
2013	833	11,316	3
2014	806	10,772	3
2015	578	6,749	3
2016	690	8,376	2
Total Change	-88%	-89%	-75%

Ridership over the period of 2010-2016 reflects the recent changes in service area.

Figure 6: Fixed Route Ridership 2010-16

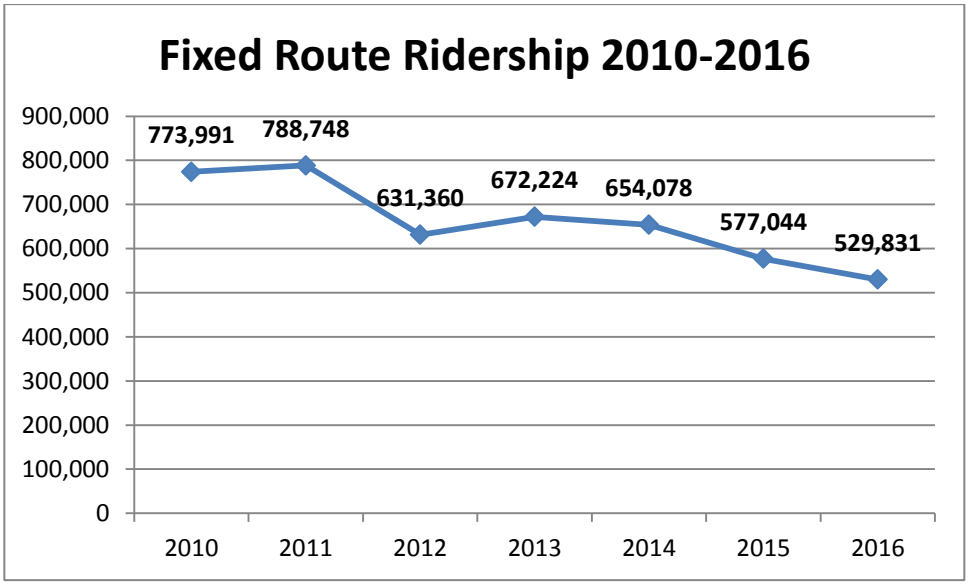
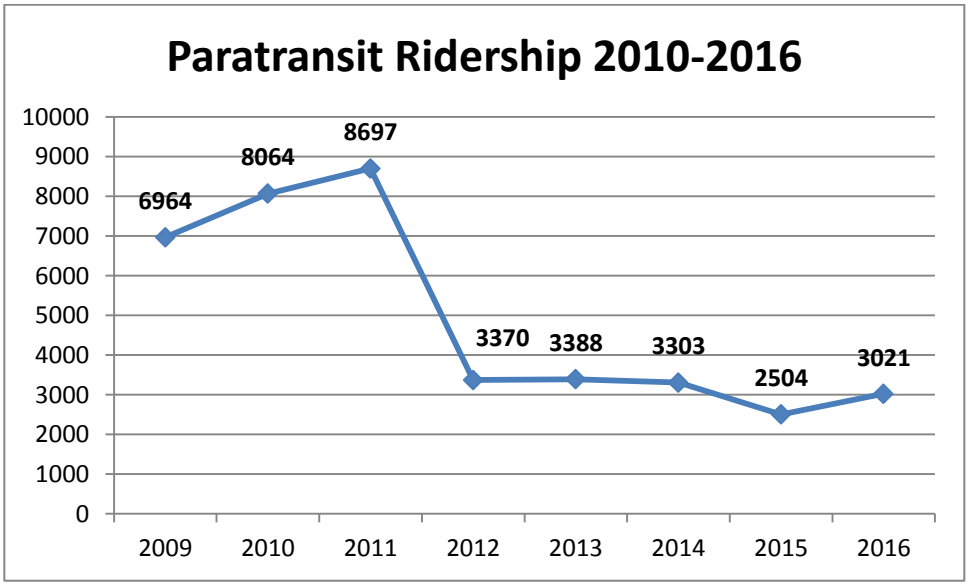


Figure 7: Paratransit Ridership 2010-16



Overall, fixed route ridership has decreased over the period in connection with service area changes and fare increases. Paratransit ridership may have stabilized and could be trending upwards however more time will be needed to see if this trend continues.

ROUTE & SCHEDULE
PASS SALES
LOST & FOUND

715-842-9287

TDD: 715-843-6827

Email: metroride@ci.wausau.wi.us

Website:
http://metroride.ci.wausau.wi.us

X4 - Wausau Ave/East High

TRANSIT CENTER	END OF LINE
	6:45 AM
7:00 AM	7:15 AM
7:30 AM	7:45 AM
8:00 AM	8:15 AM
8:30 AM	TO GARAGE
11:30 AM	11:45 AM
12:00 PM	12:15 PM
12:30 PM	12:45 PM
1:00 PM	1:15 PM
1:30 PM	1:45 PM
2:00 PM	2:15 PM
2:30 PM	2:45 PM
3:00 PM	3:15 PM
3:30 PM	3:45 PM
4:00 PM	4:15 PM
4:30 PM	4:45 PM
5:00 PM	5:15 PM
5:30 PM	5:45 PM
6:00 PM	TO GARAGE

X9 - South 10th Street

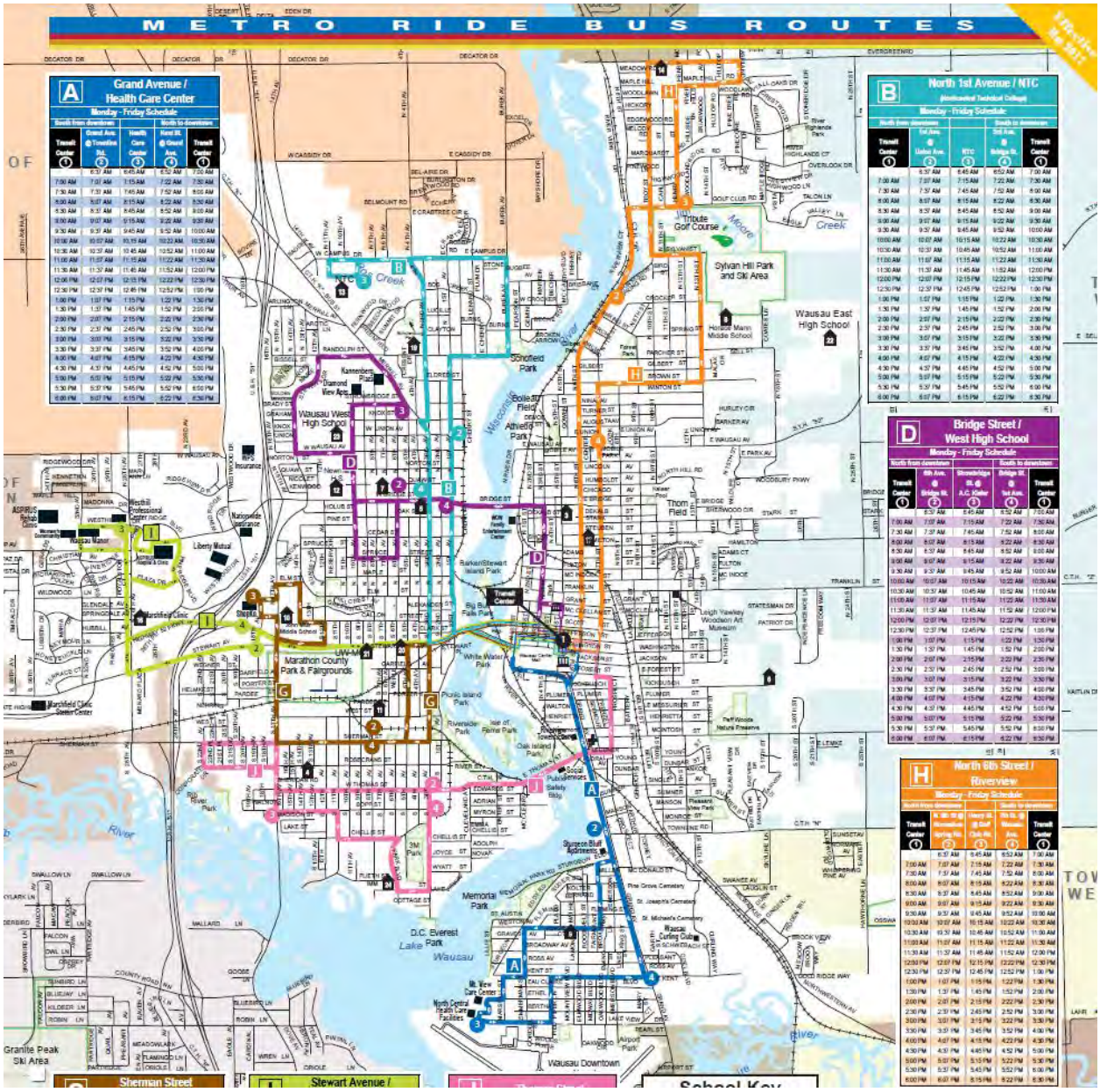
TRANSIT CENTER	END OF LINE
	6:45 AM
7:00 AM	7:15 AM
7:30 AM	7:45 AM
8:00 AM	8:15 AM
8:30 AM	TO GARAGE
2:30 PM	2:45 PM
3:00 PM	3:15 PM
3:30 PM	3:45 PM
4:00 PM	4:15 PM
4:30 PM	4:45 PM

DON'T

- smoke, chew tobacco, or use e-cigarettes.
- eat or drink.
- play a radio, tape player or other electronic device unless you use headphones.
- be boisterous or push or scuffle.
- put your feet on the seats, seat backs, or walls.
- leave trash on the bus.
- hang out the windows.
- throw or spit anything out of the bus window.
- bring bulky items on the bus especially at busy times.
- bring animals, except service animals, onto the bus or transit system property unless enclosed in a container that can be held on your lap.

DO

- ask your driver for help if you need directions.
- take a seat if one is available and remain seated while the bus is moving.
- listen to and obey instructions given by the driver.
- give your seat to any person who, because of age or physical condition, is less able to stand than you are.
- read informational hand-outs and notices posted in the bus.
- wear proper clothing. (Shirts and shoes are required. Ice skates and roller skates should not be worn on the bus.)
- fold up child strollers so the aisle remains clear for passengers.


METRO RIDE BUS ROUTES
A Grand Avenue / Health Care Center
Monday - Friday Schedule
B North 1st Avenue / NTC
Monday - Friday Schedule
D Bridge Street / West High School
Monday - Friday Schedule
H North 6th Street / Riverview
Monday - Friday Schedule
Wausau West High School
Wausau East High School
Sylvan Hill Park and Ski Area
Tribute Golf Course
Schofield Park
Athletic Park
Thorn Field
Marathon County Park & Fairgrounds
Memorial Park
D.C. Everest Park
Lake Wausau
Wausau Downtown
Granite Peak Ski Area
Sherman Street
Stewart Avenue /

Appendix D: Peer Group Analysis

Systems represented in this peer group were originally selected by the 1999 TDP and used in every subsequent document. Data for these systems was taken from the 2014 National Transit Database (NTD) reports, the most recent year available. This is with exception of the Metro Ride data provided by Metro Ride for the year 2016. 2014 Metro Ride data was not used because the system in those reports does not exist at this time and would have provided an inaccurate comparison.

PEER GROUP

The systems selected for the nationwide peer group in 1999 are all located in northern climates and a similar size to Metro Ride. The national peer group systems are:

- Battle Creek, MN
- Billings, MT
- Bloomington, IN
- Missoula, MT
- Great Falls, MT
- Rochester, MN
- Sioux City, IA

The Wisconsin peers are all cities with less than 80,000 people. They are:

- Beloit
- Eau Claire
- Janesville
- La Crosse
- Oshkosh

Table D-1: Wausau Area Transit Peer Systems							
System	**Service Area Population**	**Revenue Miles**	**Revenue Hours**	**Peak Vehicles**	**Unlinked Passengers**	**Operating Cost**	**Farebox Revenue**
Nationwide Peers							
Battle Creek, MI	80,259	597,505	43,815	21	570,892	$ 4,154,806	$ 390,151
Billings, MT	114,773	715,125	51,461	31	671,907	$ 5,150,742	$ 499,183
Bloomington, IN	80,405	1,127,492	107,244	36	3,539,581	$ 7,212,619	$ 1,610,892
Missoula, MT	70,158	700,199	54,624	25	922,768	$ 4,631,261	$ 334,426
Great Falls, MT	63,000	561,241	45,415	19	468,006	$ 2,750,393	$ 296,839
Rochester, MN	104,230	1,297,547	82,938	41	1,709,824	$ 7,165,490	$ 2,097,466
Sioux City, IA	106,494	749,630	57,293	28	1,113,770	$ 4,204,131	$ 822,313
Average	88,474	821,248	63,256	29	1,285,250	$ 5,038,492	$ 864,467
Wisconsin Peers							
Beloit	35,871	310,576	21,516	9	243,698	$ 1,977,428	$ 209,191
Eau Claire	73,000	1,264,723	82,697	49	1,043,917	$ 5,439,217	$ 952,757
Janesville	63,600	522,693	33,211	15	446,496	$ 3,591,567	$ 640,561
La Crosse	71,201	1,113,534	81,247	28	1,223,182	$ 5,190,050	$ 986,039
Oshkosh	66,083	959,970	65,584	34	1,000,921	$ 4,410,549	$ 950,273
Average	61,951	834,299	56,851	27	791,643	$ 4,121,762	$ 747,764
Wausau, WI	39,106	403,813	32,288	19	529,831	$ 2,869,722	$ 399,246

Source: National Transit Database, 2014
Source: Metro Ride, 2016

FINANCIAL EFFICIENCY

Financial Efficiency, the measure of resource use versus service delivery, is based on three main measures: cost per mile, cost per hour, and cost per peak vehicle. Lower costs per unit of service delivered show a greater financial efficiency.

Since the previous TDP the Metro Ride system has seen a reduction in communities served and as such, the measures of efficiency have declined. Previously the Metro Ride system ranked in the mid-range of national and Wisconsin peers it has fallen to the lower range for cost per mile and cost per hour. A cost per mile of $7.11 puts Metro Ride well above the national and Wisconsin averages. The cost per hour is closer in percentage terms but still ranks the system in the bottom tier of the peer group. Where Metro Ride does very well is the cost per peak vehicle ranking almost at the top of the national and middle of the Wisconsin groups. Metro Ride operates 19 vehicles during peak hours. This would also indicate that given past history, adding service would increase efficiency with minimal increase in cost.

Table D-2: Financial Efficiency

	Cost per Mile		Cost per Hour		Cost per Peak Vehicle	
	Nationwide	**Wisconsin**	**Nationwide**	**Wisconsin**	**Nationwide**	**Wisconsin**
Lowest	$4.90	$4.30	$60.56	$63.88	$144,758.00	$111,004.00
Highest	$7.20	$6.87	$100.09	$108.14	$200,351.00	$239,438.00
Average	$6.17	$5.36	$81.04	$79.39	$174,182.00	$177,047.00
MetroRide	$7.11	$7.11	$88.88	$88.88	$151,038.00	$151,038.00
% Difference	15.18%	32.59%	9.67%	11.95%	-13.29%	-14.69%
Rank	6 of 8	6 of 6	6 of 8	4 of 6	2 of 8	4 of 6

Source: National Transit Database, 2014

Source: Metro Ride, 2016

SERVICE EFFECTIVENESS

This is the measure of service consumed (rides) per service provided (miles, hours, vehicles). The higher the number, more passengers per unit of service, shows a higher effectiveness.

Metro Ride service effectiveness in Passengers per Mile ranks in the lower half compared to national peers but is only 8% lower than the group average. It excels compared to the Wisconsin peers at 33.04% better than the group average. A similar trend continues for Passengers per Hour where Metro Ride has 9% fewer passengers per hour than the national peers but ranks at the top of the Wisconsin group. In Passengers per Peak Vehicle where Metro Ride dramatically lags behind the national group, it is only 6.61% below the Wisconsin peers. Service area characteristics unique to each area such as land use type and distance between stops could influence these measures.

Table D-3: Financial Efficiency						
	Passengers per Mile		Passengers per Hour		Passengers per Peak Vehicle	
	Nationwide	Wisconsin	Nationwide	Wisconsin	Nationwide	Wisconsin
Lowest	0.83	0.78	10.31	11.33	21674.42	21304.43
Highest	3.14	1.31	33.00	16.41	98321.69	43685.07
Average	1.43	0.99	18.05	14.02	41457.80	29859.69
MetroRide	1.31	1.31	16.41	16.41	27885.84	27885.84
% Difference	-8.06%	33.04%	-9.08%	17.04%	-32.74%	-6.61%
Rank	5 of 8	1 of 6	5 of 8	1 of 6	5 of 8	4 of 6

Source: National Transit Database, 2014

Source: Metro Ride, 2016

COST EFFECTIVENESS

Cost effectiveness measures how well resources are utilized to produce trips and how much of the overall trip cost is recovered by fare revenue. Lower cost per passenger and higher farebox recovery are an indicator of a cost effective system.

Cost per passenger is the ratio of the total cost of service and the number of passengers carried in the year. Metro Ride ranks more than 5% higher than the national peers but delivers service at 8% the cost of the Wisconsin group. Metro Ride ranks in the lower half in both peer groups.

Farebox recovery measures the percent of the operating expenses recovered by passenger fares. Fares and the various discounts (student, senior, etc.) are often determined as a local policy decision and can vary widely among transit systems. It should be noted that transit systems are not designed to turn a profit from farebox recovery; rather they provide an integral public service. In 2015, due to service cuts, Metro Ride increased the base fare to $1.75. Metro Ride collects about 14% of its operating expenses from passengers. While this is 10% less than the national group average it has improved from the previous TDP where the difference was 26%. Overall the system performs average in both groups and continues to outperform the Wisconsin peers in cost per passenger.

Table D-4: Cost Effectiveness				
	Cost per Passenger		Farebox Recovery	
	Nationwide	Wisconsin	Nationwide	Wisconsin
Lowest	$2.04	$4.24	9.39%	10.58%
Highest	$7.67	$8.11	29.27%	21.55%
Average	$5.12	$5.91	15.47%	16.73%
MetroRide	$5.42	$5.42	13.91%	13.91%
% Difference	5.78%	-8.29%	-10.04%	-16.85%
Rank	5 of 8	4 of 6	4 of 8	5 of 6

Source: National Transit Database, 2014

Source: Metro Ride, 2016

SERVICE PROVIDED PER CAPITA

Metro Ride clearly shines in these measures. It ranks near the top in most categories except Miles and Hours per capita against the Wisconsin peers. Even the hours per capita is less than 5% below the Wisconsin average and while the miles per capita is 17% below the Wisconsin average there are areas of Wausau and the surrounding communities that are not served and their future inclusion could improve this measure.

Table D-5: Service per capita

	Miles per Capita		Hours per capita		Peak Vehicles per 10,000 people	
	Nationwide	**Wisconsin**	**Nationwide**	**Wisconsin**	**Nationwide**	**Wisconsin**
Lowest	6.23	8.22	0.45	0.52	2.62	2.36
Highest	14.02	17.32	1.33	1.14	4.48	6.71
Average	9.44	12.45	0.74	0.87	3.28	4.25
MetroRide	10.33	10.33	0.83	0.83	4.86	4.86
% Difference	9.43%	-17.03%	12.16%	-4.60%	48.17%	14.35%
Rank	3 of 8	4 of 6	2 of 8	4 of 6	1 of 8	3 of 6

Source: National Transit Database, 2014

Source: Metro Ride, 2016

Table D-6: Peer Comparison Data						
	Comparison Data 2009-2014					
	Metro Ride		Wisconsin Peers		National Peers	
	2009	2016	2009	2014	2009	2014
Service Baseline						
Ridership	794121	529831	761981	791643	1166684	1285250
Farebox Revenue	436701	399246	459199	747764	778039	864467
Operating Expense	3078200	2869722	2919140	4121762	3526099	5038492
Revenue Hours	38738	32288	38803	56851	47879	63256
Revenue Miles	540514	403813	554892	834299	649978	821248
Peak Vehicles	21	19	13	27	20	29
Service Area Population	45513	39106	62304	61951	84617	88474
Financial Efficiency						
Cost per Revenue Mile	5.69	7.11	5.31	5.36	5.57	6.17
Cost per Revenue Hour	79.46	88.88	77.45	79.39	77.72	81.04
Cost per Peak Vehicle	146581	151038	226300	177047	189940	174182
Service Effectiveness						
Passengers per Revenue Mile	1.47	1.31	1.31	0.99	1.63	1.43
Passengers per Revenue Hour	20.5	16.41	18.82	14.02	21.96	18.05
Passengers per Peak Vehicle	37815	27885.84	57872	29859.69	54831	41457.8
Cost Effectiveness						
Cost per Passenger Trip	3.88	5.42	4.31	5.91	3.9	5.12
Farebox Recovery	14.19	13.91	15.39	16.73	19.41	15.47
Revenue per Passenger Trip	0.55	0.75	0.6	0.94	0.67	0.67
Amount and Use of Service						
Revenue Miles per Capita	11.88	10.33	8.86	12.45	7.88	9.44
Revenue Hours per Capita	0.83	0.83	0.61	0.87	0.59	0.74
Peak Vehicles per 10,000 People	4.39	4.86	2.1	4.25	2.36	3.28

Source: National Transit Database, 2014

Source: Metro Ride, 2016

The last few years have been challenging for transit nationwide and especially in the Wausau area. As mentioned before, service area changes in 2012 and 2015 ended up confining the system to the City of Wausau. This also came with removal of weekend service and higher fares. Again, this plan is using data from 2014 for peer cities and 2016 from Metro Ride to best reflect the current service area.

Metro Ride has had a negative percentage change in almost every category. This is not surprising given the service area changes and challenges it has faced. The farebox recovery has had minimal loss, although not remarkable given the fare increase. Costs have increased in all categories and at rates great than the peer groups. At any other time period these numbers may be alarming but given the upheaval in the Metro Ride system it is understandable.

Table D-7: Percentage change 2009 – 2014 & 2016						
	Percentage Change 2009 - 2014					
	Metro Ride		Wisconsin Peers		National Peers	
	Total	Annual	Total	Annual	Total	Annual
Service Baseline						
Ridership	-33.28%	-4.75%	3.89%	0.78%	10.16%	2.03%
Farebox Revenue	-8.58%	-1.23%	62.84%	12.57%	11.11%	2.22%
Operating Expense	-6.77%	-0.97%	41.20%	8.24%	42.89%	8.58%
Revenue Hours	-16.65%	-2.38%	46.51%	9.30%	32.12%	6.42%
Revenue Miles	-25.29%	-3.61%	50.35%	10.07%	26.35%	5.27%
Peak Vehicles	-9.52%	-1.36%	107.69%	21.54%	45.00%	9.00%
Service Area Population	-14.08%	-2.01%	-0.57%	-0.11%	4.56%	0.91%
Financial Efficiency						
Cost per Revenue Mile	24.96%	3.57%	0.94%	0.19%	10.77%	2.15%
Cost per Revenue Hour	11.86%	1.69%	2.50%	0.50%	4.27%	0.85%
Cost per Peak Vehicle	3.04%	0.43%	-21.76%	-4.35%	-8.30%	-1.66%
Service Effectiveness						
Passengers per Revenue Mile	-10.88%	-1.55%	-24.43%	-4.89%	-12.27%	-2.45%
Passengers per Revenue Hour	-19.95%	-2.85%	-25.50%	-5.10%	-17.81%	-3.56%
Passengers per Peak Vehicle	-26.26%	-3.75%	-48.40%	-9.68%	-24.39%	-4.88%
Cost Effectiveness						
Cost per Passenger Trip	39.69%	5.67%	37.12%	7.42%	31.28%	6.26%
Farebox Recovery	-1.97%	-0.28%	8.71%	1.74%	-20.30%	-4.06%
Revenue per Passenger Trip	-100.00%	-14.29%	-100.00%	-20.00%	-100.00%	-20.00%
Amount and Use of Service						
Revenue Miles per Capita	-13.05%	-1.86%	40.52%	8.10%	19.80%	3.96%
Revenue Hours per Capita	0.00%	0.00%	42.62%	8.52%	25.42%	5.08%
Peak Vehicles per 10,000 People	10.71%	1.53%	102.38%	20.48%	38.98%	7.80%

Source: National Transit Database 2014
Source: Metro Ride 2016

Appendix E: Public Review and Resolution

PUBLIC REVIEW

The draft of this plan was authorized for the public review period by the Wausau MPO Technical Advisory Committee and the MPO Commission on April 10, 2018. Public meetings were held at the following locations and times:

City of Wausau on April 18th at the Marathon County Public Library

Village of Rothschild on April 30th at the Village Hall

Town of Rib Mountain on May 7th at the Quality Inn

On May 8th the Wausau MPO Commission unanimously passed Resolution 4-18 adopting the final version of this plan.

MARATHON COUNTY METROPOLITAN PLANNING COMMISSION

RESOLUTION # 4-18

RESOLUTION ADOPTING THE
2018 TRANSIT DEVELOPMENT PROGRAM (TDP) FOR
THE WAUSAU METROPOLITAN AREA

WHEREAS, the Marathon County Metropolitan Planning Commission was designated the Metropolitan Planning Organization for the Wausau Urbanized Area; and

WHEREAS, in compliance with Metropolitan Transportation Planning Regulations by the U.S. Department of Transportation and the Federal Transit Administration, the Marathon County Metropolitan Planning Organization has developed Long Range Transportation Plans for the Wausau Metropolitan Area, and Transit Development Programs for the Wausau Metropolitan Area; and

NOW, THEREFORE, BE IT RESOLVED, that the Marathon County Metropolitan Planning Commission Adopts the *2018 Transit Development Program for the Wausau Metropolitan Area,* which will be continually updated and maintained as part of the urban transportation planning process;

BE IT FURTHER RESOLVED, in accordance with 23 CFR 450.336, the Wausau Metropolitan Planning Organization for the Wausau, WI urbanized area hereby certifies that the metropolitan transportation planning process is addressing the major issues facing the metropolitan planning area and is being conducted in accordance with all applicable requirements of:

1. 23 U.S.C. 134 and 49 U.S.C. 5303, and this subpart;

2. In non-attainment and maintenance areas, Sections 174 and 176 (c) and (d) of the Clean Air Act as amended (42 U.S.C. 7504, 7506 (c) and (d)) and 40 CFR part 93;

3. Title VI of the Civil Rights Act of 1964, as amended (42 USC 2000d-1) and 49 CFR part 21;

4. 49 USC 5332, prohibiting discrimination on the basis of race, color, creed, national origin, sex, or age in employment or business opportunity;

5. Section 1101(b) of the Fixing America's Surface Transportation Act (FAST Act) (Pub. L. 114-357) and 49 CFR Part 26 regarding the involvement of disadvantaged business enterprises in the US DOT funded projects;

6. 23 CFR part 230, regarding the implementation of an equal employment opportunity program on Federal and Federal-aid highway construction contracts;

7. The provisions of the Americans with Disabilities Act of 1990 (42 U.S.C. 12101 *et seq.)* and 49 CRF Parts 27, 37, and 38;

8. The Older Americans Act, as amended (42 U.S.C. 6101), prohibiting discrimination on the basis of age in programs or activities receiving Federal financial assistance;

9. Section 324 of title 23, U.S.C. regarding the prohibition of discrimination based on gender; and

10. Section 504 of the Rehabilitation Act of 1973 (29 U.S.C. 794) and 49 CFR 27 regarding discrimination against individuals with disabilities.

BE IT FURTHER RESOLVED, that the Marathon County Metropolitan Planning Commission recommends that the *2018 Transit Development Program* document be submitted to the appropriate federal and state agencies for approval.

Dated this 8th day of MAY 2018.

George Peterson

George Peterson, Commission Vice-Chairman

Rebecca J. Frisch

Rebecca J. Frisch, Commission Secretary
Director, Marathon County
Conservation, Planning and Zoning Department