METRO RIDE
TRANSIT SERVICE
OVERVIEW

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<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>1906</td>
<td>Streetcar service introduced</td>
<td>Operated by local electric utility</td>
</tr>
<tr>
<td>1940</td>
<td>Streetcars replaced by bus service</td>
<td>Bus company was a profitable private business</td>
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<tr>
<td>1972</td>
<td>Bus company purchased by City of Wausau after referendum</td>
<td>Private bus company was no longer profitable</td>
</tr>
<tr>
<td>1991</td>
<td>ADA paratransit service introduced</td>
<td>Provided by Contractor</td>
</tr>
</tbody>
</table>
Electric Streetcar - 1907
Transit Services Today

Bus Service

- 7 Regular Routes – Monday-Friday 6:30am-6:30pm
- 10 “Express Routes” – on school days only
- Weekly Shopping Route for Seniors
- Route to Northern Valley Industries
- Community Events - Balloon Rally & Chalk Fest
Transit Services Today

Paratransit Service
• Demand-responsive, origin to destination service for persons with disabilities.
• Required by ADA.
• Operates in the same general area and during the same hours as fixed-route bus service.
• Cost containment is a significant challenge.
BUS SYSTEM DESIGN

“Hub and Spoke”
Funding Sources 2018

- **State**: $874,504 (28%)
- **Federal**: $1,012,517 (32%)
- **Local**: $816,105 (26%)
- **Fares**: $398,825 (13%)
- **Misc**: $34,829 (1%)

- **City of Wausau, Wausau School District**
- **Ad Revenue**
Bus Riders by Fare Category

- Students, 43.1%
- Elderly/Disabled, 31.1%
- Adult, 21.7%
- Other, 4.1%

Bus Riders by Trip Purpose

- Work, 26%
- School, 32%
- Shopping, 20%
- Social, 7%
- Medical, 7%
- Other, 9%
- Medical, 7%
- Other, 9%

Operating Stats

<table>
<thead>
<tr>
<th>Category</th>
<th>2018</th>
</tr>
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<tbody>
<tr>
<td>Bus Miles:</td>
<td>401,607</td>
</tr>
<tr>
<td>Bus Passengers:</td>
<td>503,359</td>
</tr>
<tr>
<td>Bus Expense:</td>
<td>$2,970,590</td>
</tr>
<tr>
<td>Bus Exp./Passenger:</td>
<td>$5.90</td>
</tr>
<tr>
<td>Bus Revenue:</td>
<td>$388,037</td>
</tr>
<tr>
<td>Revenue/Expense</td>
<td>13.06%</td>
</tr>
<tr>
<td>Paratransit Riders:</td>
<td>3,841</td>
</tr>
<tr>
<td>Paratransit Expense:</td>
<td>$166,190</td>
</tr>
<tr>
<td>Paratransit Exp./Rider</td>
<td>$43.27</td>
</tr>
<tr>
<td>Paratransit Revenue:</td>
<td>$7,714</td>
</tr>
<tr>
<td>Paratransit Rev/Expense:</td>
<td>4.64%</td>
</tr>
</tbody>
</table>
Ridership History
Fixed-Route Bus

- Elimination of service to Schofield, Rothschild & Weston; elimination of Saturday service; reduced M-F hours; major fare increase.
- Restoration of limited service to Schofield, Rothschild & Weston.
- Elimination of service to Schofield, Rothschild & Weston.
Ridership History
Paratransit

Service level reduced from door-thru-door to door-to-door

Service level reduced from door-to-door to curb-to-curb

Elimination of service to Schofield, Rothschild & Weston
Transit Service Gaps

- Locations in Wausau are not served – business campus, etc.
- Surrounding municipalities are not served.
- Hours of service are limited – Monday-Friday 6:30am-6:30pm.
- No service on weekends.
- Limited service for disabled riders.
Why Gaps Exist

• The transit system is not a regional entity.
• Crossing local boundaries is prohibited without a cost sharing agreement.
• State transit funding was cut 10% in 2012 and has been largely frozen since.
• State imposed levy limits have made it difficult for municipalities to retain, much less expand services.
• State statutes do not permit the creation of regional funding mechanisms for transit services - RTAs.
Transit at a Crossroads

• Levels of service are insufficient to meet the basic needs of residents and important destinations are out of reach.

• Changing demographics are likely to drive transit demand in the community.
  o Baby boomers will leave the workforce, drive less and seek transportation alternatives.
  o Younger adults who increasingly forgo a driver’s license and drive less than previous generations will need to replenish the diminishing labor pool.
A community without a transit system . . .
What are the consequences?

• Attracting young professionals, retaining older adults and meeting travel needs of a shrinking workforce will be more challenging.
• Wausau would be the only urban area this size in Wisconsin without a public transit system.
• The Wausau School District would be obligated to provide additional transportation services, but without the funding resources available to Metro Ride.
• Without the availability of transit services we risk the loss of population, tax base and economic competitiveness.