

**OFFICIAL NOTICE AND AGENDA**

of a meeting of the County Board, Committee, Agency,  
Corporation or Sub-Unit thereof,

COUNTY OF MARATHON  
WAUSAU, WI 54403

**MARATHON COUNTY METROPOLITAN PLANNING COMMISSION'S  
CITIZENS TRANSIT ADVISORY COMMITTEE  
AGENDA**

**May 28, 2019**  
**3:00 pm**

**LARGE CONFERENCE ROOM**  
**210 RIVER DRIVE, WAUSAU, WI**

**Marathon County Mission Statement:** *Marathon County Government serves people by leading, coordinating, and providing county, regional, and statewide initiatives. It directly or in cooperation with other public and private partners provides services and creates opportunities that make Marathon County and the surrounding area a preferred place to live, work, visit, and do business. (Last updated: 12-20-05)*

**Commission Purpose:** *The Commission shall be concerned with studies and recommendations relating to activities including but not limited to land-use; natural resources; utilities; and transportation systems within the metropolitan planning area. (Commission Bylaws last updated: 12-18)*

**AGENDA ITEMS:**

1. CALL TO ORDER;
2. WELCOME AND INTRODUCTIONS;
3. PUBLIC COMMENT;
4. APPROVE MINUTES OF THE APRIL 22, 2019 MEETING;
5. BUSINESS TRANSIT SURVEY REVIEW;
6. TRANSIT FUNDING;
7. COMMUNITY DEMOGRAPHICS;
8. ITEMS FOR THE NEXT AGENDA;
9. NEXT MEETING DATE – To Be Determined;
10. ADJOURN.

**Any person planning to attend this meeting who needs some type of special accommodation in order to participate should call the County Clerk's Office at 715-261-1500 or e-mail [infomarathon@mail.co.marathon.wi.us](mailto:infomarathon@mail.co.marathon.wi.us) one business day before the meeting.**

SIGNED



**PRESIDING OFFICER OR DESIGNEE**

FAXED TO: Daily Herald 848-9361 City Pages 848-5887  
Mid-west Radio Group - 848-3158  
CenterState Marketplace – 446-2370

FAXED BY: BI  
FAXED DATE/TIME: 05/22/2019 11:35pm

NOTICE POSTED AT COURTHOUSE:

By: \_\_\_\_\_  
Date: \_\_\_\_\_  
Time: \_\_\_\_\_

**MARATHON COUNTY METROPOLITAN PLANNING COMMISSION**  
**Citizen's Transit Advisory Sub-Committee**  
**Minutes – April 22, 2019**

**Members:** Kathi Zoern, Brian Bushnell, Ann Micholic, Scott Miles, Becky Zoromski, Linda Esker, Becky Hebda  
**Staff:** Andrew Lynch, Brenda Iczkowski, Dave Mack, Greg Seubert,  
**Others Present:** Christian Halbach, Kristin Verhulst, Christine Seidler, John Robinson

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**1. CALL TO ORDER**

The agenda being properly signed and posted, the meeting was called to order by Commission Chairperson Robinson at 3:00pm.

**2. WELCOME AND INTRODUCTIONS**

All were welcomed and introductions were made.

**3. COMMITTEE LEADERSHIP APPOINTMENTS**

After a brief description of the Metropolitan Planning Commission, Robinson appointed Hebda chairperson of the Citizen's Transit Advisory sub-committee.

**4. FUNCTION AND STRUCTURE OF THE COMMITTEE**

Mack shared that this meeting would be a recap of the first couple of meetings with the new members. The committee is structured to meet through 2020. The committee was created to provide recommendations to the Metropolitan Planning Organization (MPO). The Commission is made up of the chief elected officials of the Wausau Metro area which include the Cities of Mosinee, Schofield, and Wausau. The Villages of Kronenwetter, Maine, Rothschild, and Weston and the Towns of Mosinee, Rib Mountain, Stettin, Wausau and Weston.

**5. EXPLANATION OF THE WAUSAU METROPOLITAN PLANNING ORGANIZATION (MPO)**

The packet included the Wausau Metropolitan Planning Organization area 2019 planning boundary map in Marathon County. In 1983, the MPO was formed. The planning commission membership is the chief elected officials of all the communities in the Metropolitan area. Mack shared the 12 communities are part of the MPO and there are also members of the group represented by Marathon County which is John Robinson who chairs the Infrastructure Committee for Marathon County and the district director of the Wisconsin Department of Transportation. According to federal law, the MPO is instructed to complete a Long Range Transportation Plan, which is a 5 year plan looking at the transportation of the metro area. The MPO also has to create a Transit Development Plan (TDP), a Unified Planning Work Program and a Transportation Improvement Plan which lists the projects using state and federal funds in the metro area. The MPO is an independent body and does not require County Board approval except for changes to the MPO bylaws.

**6. METRORIDE OVERVIEW**

Seubert handed out an overview of the Metro Ride Transit Service. The history of the services provided in the area were explained. In 1972, the City of Wausau bought the bus company and in 1991 the American Disabilities Act (ADA) paratransit was introduced. All metro ride transit buses are wheelchair accessible and they have numerous paratransit buses. The funding is from state and federal money with fares and the local share from the City. The largest fare shares are school related. Metro Ride has 7 regular routes 5 days a week and 10 express routes on school days only. The paratransit service is operated in the same general area and hours as the fixed route service, and is for persons with disabilities and required by ADA. The ridership history of the fixed route bus has dropped from 773,991 in 2010 to 503,359 in 2018 partially due to the elimination of services to Schofield, Rothschild and Weston, Saturday services, and major fare increases.

**7. EXPLANATION OF THE TRANSIT DEVELOPMENT PROGRAM (TDP)**

Lynch explained in 2018, the Wausau MPO approved the 5 years Transit Development Program. The plan examines the current transit system, compares Metro Ride to peer systems throughout the state and country and has for recommendations for the future. Handed out at the meeting was the TDP Appendix A that includes the survey results from October 2017. The mail survey was sent to 8,463 residents in the City of Wausau, City of Schofield, Village of Weston, Village of Rothschild, and Town of Rib Mountain. The Business survey that was emailed to approximately 10,000 emails were briefly reviewed. Lynch shared that the link to the TDP is included in the handout and on the MPO website.

**8. ITEMS FOR THE NEXT AGENDA:** The committee was asked to bring ideas to the next meeting. The committee expressed interest doing another Business Survey with a more focused mailing list. List of existing and potential funding options. Community statistics (ex: % residents without a driver license).

**9. NEXT MEETING DATE – MAY 28, 2019 3:00 pm**

**10. ADJOURN**

Consensus to adjourn the meeting. Meeting Adjourned at 4:35 pm.

Submitted by:  
David Mack  
Program Manager/MPO Director  
Marathon County  
Conservation, Planning and Zoning/Wausau MPO  
BI



## Wausau MPO Business Transit Survey Results

Prepared by: Andrew Lynch and Dave Mack

The following results were taken from a survey administered in mid-October 2017. The survey was distributed to the Wausau Area Chamber of Commerce and the Hmong Chamber of Commerce email lists and available to complete online. 223 surveys were completed and a copy of the survey is attached. Unless shown, results are from all returned surveys.

Surveys were returned from businesses located in the following municipalities:

<b>Where is your business located?</b>	
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 of Rothschild	9
<b>Grand Total</b>	<b>222</b>

<b>Type and Size of Business</b>			
<b>Type of Business</b>	<b>Business type frequency</b>	<b>Average number of full-time employees</b>	<b>Average number of part- or less-than full-time employees.</b>
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

<b>Hours of Operation</b>	
	<b># of Businesses</b>
Normal business hours (8 am - 5 pm)	168
Three - 8 hr shifts	25
Two - 12 hr shifts	7
Two - 8 hr shifts	19
<b>Grand Total</b>	<b>219</b>

<b>Do you feel your ability to recruit employees is hampered by the candidates' transportation issues?</b>	
Yes	34
No	144
Unknown	44
<b>Grand Total</b>	<b>222</b>

<b>Do you think transit services in your community would be beneficial to your business?</b>							
	<b>C. of Schofield</b>	<b>C. of Wausau</b>	<b>T. of Rib Mountain</b>	<b>V. of Weston</b>	<b>V. of Rothschild</b>	<b>Grand Total</b>	
<b>Yes</b>	6	83	3	4	3	99	
<b>No</b>	2	37	3	6	4	52	
<b>Maybe</b>	4	39	4	1	2	50	
<b>Grand Total</b>	<b>12</b>	<b>159</b>	<b>10</b>	<b>11</b>	<b>9</b>	<b>201</b>	

<b>Would you support the community your business is located in budgeting funds for transit service within the next few years?</b>							
	<b>C. of Schofield</b>	<b>C. of Wausau</b>	<b>T. of Rib Mountain</b>	<b>V. of Weston</b>	<b>V. of Rothschild</b>	<b>Grand Total</b>	
<b>Yes</b>	5	61	3	4	2	75	
<b>No</b>	2	34	3	5	4	48	
<b>Maybe</b>	5	62	4	2	3	76	
<b>Grand Total</b>	<b>12</b>	<b>157</b>	<b>10</b>	<b>11</b>	<b>9</b>	<b>199</b>	

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