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A resolution by Supervisor Lipscomb, Sr., authorizing and requesting the Department of Transportation and Milwaukee County Transit System provide a written report with recommendations pursuant to the Public Policy Forum Report titled “The Last Mile: Connecting Workers to Places of Employment,” so as to improve workers’ access to employment opportunities in Milwaukee County and in the Metro Milwaukee region, by recommending adoption of the following:

**AN AMENDED RESOLUTION**

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WHEREAS, the March 2017, Public Policy Forum (PPF) Report, “The Last Mile: Connecting Workers to Places of Employment,” discusses options for improving last mile connections for the workforce in the Metro Milwaukee area; and

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WHEREAS, “the last mile” problem arises when transit services enable individuals to get relatively close, but not all the way to their places of employment; and

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WHEREAS, the last mile is a challenge facing both suburban areas in Milwaukee County (the County) and parts of the City of Milwaukee that are difficult to access by transit; and

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WHEREAS, the PPF report focuses on reducing transportation barriers for City of Milwaukee residents traveling for employment throughout the Metro Milwaukee region; and

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WHEREAS, the PPF acknowledges there is no “silver bullet” in addressing last mile challenges, however a combination of multiple strategies are viable for improving public transportation access in the Metro Milwaukee area, including:

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- The development of a Milwaukee County Transit System (MCTS) mobile application with robust capabilities
- Expanding and ensuring the affordability of shared bike services
- Co-locating complementary transportation options near future Bus Rapid Transit (BRT) stations
- Further expansion of shared-ride taxi service
- Developing flexible transit and/or on-demand transportation service
- Modify existing routes

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WHEREAS, the PPF recommends that MCTS develop a more robust mobile application to increase convenience, efficiency, accessibility for passengers to buy bus passes, view routes, and to connect to transit options in neighboring counties; and

45 WHEREAS, the PPF also recommends further integrating the Bublr bike share  
46 system with MCTS, by co-locating Bublr stations near transit stops, and continuing the  
47 expansion of Bublr into suburban areas of the County; and  
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49 WHEREAS, to address financial barriers that often hinder participation in bike  
50 share systems, PPF recommends that Bublr and partners seek options to make bike  
51 sharing financially accessible in the County, such as strategies implemented in  
52 Philadelphia, which include a \$5 monthly membership for food stamp recipients, and in  
53 Chicago, which offers a \$5 annual membership for qualifying low-income residents; and  
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55 WHEREAS, the possibility of BRT opens the door to additional last mile  
56 solutions, such as co-locating complementary transportation services and amenities  
57 near BRT stations, including bike share stations, bike parking, connections to ride-share  
58 services, or employer shuttle services; and  
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60 WHEREAS, the PPF recommends improving access points around Brown Deer  
61 Road, so as to link additional MCTS bus routes with Ozaukee County’s shared-ride taxi  
62 service, connecting workers between the two counties with greater ease; and  
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64 WHEREAS, the PPF also recommends that MCTS and Waukesha Metro  
65 experiment with “flexible transit” often characterized by small passenger vans or buses  
66 that operate at a limited number of locations at set times, an opportunity to better  
67 connect workers from the County to suburban business parks and lower-density areas  
68 in Waukesha County; and  
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70 WHEREAS, modifications to existing bus routes, such as Route 17, which  
71 primarily connects workers from the South Side to jobs in the Menomonee Valley, could  
72 be expanded to attract and transport workers from the North Side and East Side to  
73 jobs; and  
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75 WHEREAS, the combination of the aforementioned strategies has the potential  
76 to modernize, improve accessibly, and increase ridership for MCTS; and  
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78 WHEREAS, the Committee on Transportation, Public Works, and Transit, at its  
79 meeting of May 9, 2017, recommended adoption as amended of File No. 17-407 (vote  
80 5-0); now, therefore,  
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82 BE IT RESOLVED, the Milwaukee County Board of Supervisors (County Board)  
83 authorizes and requests the Department of Transportation (DOT) and the Milwaukee  
84 County Transit System (MCTS) to provide a written report with recommendations  
85 pursuant to the Public Policy Forum (PPF) Report, titled “The Last Mile: Connecting  
86 Workers to Places of Employment”, so as to improve workers’ access to employment  
87 opportunities in Milwaukee County (the County) and in the Metro Milwaukee region; and  
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89 BE IT FURTHER RESOLVED, the County Board authorizes and requests DOT  
90 and MCTS to provide a plan for the implementation of a more advanced MCTS mobile  
91 application for the ~~June~~ July 2017 cycle, to enable passengers to purchase bus passes,  
92 add value to fare cards, receive transit directions, track bus arrivals in real-time, and to  
93 access Waukesha County's transit and Ozaukee County's share-ride taxi through the  
94 use of mobile devices; and

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96 BE IT FURTHER RESOLVED, the County Board authorizes and requests DOT  
97 to provide a written request to Bublr, to pursue options to make bike sharing more  
98 equitable and financially accessible to economically disadvantaged citizens across the  
99 County; and

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101 BE IT FURTHER RESOLVED, the County Board authorizes and requests DOT  
102 and MCTS, to develop a model with recommendations for co-locating complementary  
103 transit services and amenities near Bus Rapid Transit (BRT) stations; and

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105 BE IT FURTHER RESOLVED, the County Board authorizes and requests MCTS  
106 to provide a written report on the feasibility of piloting a flexible transit service on the  
107 North and South Sides; and

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109 BE IT FURTHER RESOLVED, the County Board authorizes and requests the  
110 Southeastern Wisconsin Regional Planning Commission (SEWRPC) to develop a  
111 model and concrete recommendations for the expansion of Ozaukee County's shared-  
112 ride taxi service to additional routes in the County; and

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114 BE IT FURTHER RESOLVED, the County Board authorizes and requests  
115 SEWRPC to present a written report as to modification options for Route 17 to increase  
116 access points for workers traveling to and from the North, East, and West, and to  
117 include discussion of costs and an analysis of ridership on Route 17.

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