

**COUNTY OF MILWAUKEE
INTEROFFICE COMMUNICATION**

DATE: August 19, 2013

TO: Michael Mayo, Sr., Chairperson
Transportation, Public Works & Transit Committee

FROM: Brian Dranzik, Director, Department of Transportation

SUBJECT: Temporary Routing Changes at Developers Diversified Realty Shopping Centers

POLICY

This report is for informational purposes only.

BACKGROUND

DDR Request

MCTS was contacted by representatives from Developers Diversified Realty (DDR) in spring of 2013 regarding transit service that operates in shopping centers that are owned and managed by DDR: Shoppers World at 124th & Capitol Dr., West Allis Center at 108th & Cleveland, and Market Place of Brown Deer at Brown Deer & Green Bay Rd (see table on page 3). Representatives from DDR stated that buses have caused damaged to their roadways and that the presence of buses interferes with the commercial development of these centers. DDR also stated that the current bus stops are situated in the middle of a parking lot without a curb or raised median and questioned ADA compliance.

MCTS responded that bus service to these shopping centers serve hundreds of people per day, many of whom work or shop at the businesses within the shopping center. Due to the high use of these bus stop locations, MCTS offered to apply grant funding towards the upgrade of these stops to make them ADA-compliant. However, DDR requested that transit service be removed from these centers as soon as possible.

Solutions

MCTS explored alternative routings and bus stop locations that would comply with DDR's request and minimize negative impact to customers without increasing operating expense. MCTS staff consulted with local municipalities, Transit Services Advisory Committee (TSAC) and Milwaukee County Office on Disabilities in effort to pursue and achieve the most viable bus stop and layover alternatives.

RedLine Express (124th & Capitol Drive layover): While seeking alternatives, MCTS learned that at Shoppers World shopping center in Brookfield, the adjacent Pick n' Save property is *not* owned/managed by DDR. Representatives from Roundy's Corporation were instrumental in identifying a desirable new bus stop adjacent to the sidewalk near the Pick n' Save. Roundy's

welcomed the opportunity to ensure bus passengers would continue to have convenient access to the shopping center.

The temporary RedLine Express routing would continue west on Capitol Dr. from the intersection of 124th & Capitol. The route would then turn south at 128th St. into Pick n Save entrance, operate south and east through the parking lot to layover at the east end of the Pick n' Save store. Eastbound buses would continue north, west and north through the Pick n' Save parking lot, exit east on Capitol Dr. and regular route. This new layover location is considered an improvement over the current location in that it is ADA accessible and provides closer access to many of the stores at Shoppers World (see attached map). The City Engineer in Brookfield has verbally agreed that operating buses on Capitol Drive west of 124th St. would be acceptable.

Route 54 (108th & Cleveland layover):

The closest bus stop alternatives to the West Allis Center, identified to-date, are situated on the east side of 108th St. The westbound bus stop is on National Ave., nearside at 108th St. and the eastbound bus stop is on Cleveland Ave., farside at 108th St.

The temporary Route 54 routing would continue southwest on National Avenue from the intersection of National Ave. & Cleveland Ave. The route would then make a U-turn in the 4th median cut after 108th Street on National Avenue and layover. After laying over, the route would travel northeast on National Ave., north on 108th Street, east on Cleveland Ave., and northeast on National Ave. and regular route.

MCTS received approval from City of West Allis to install 3 new bus stops on National Avenue. These bus stops would be located at approximately:

1. 10740 W. National Avenue (north side of National Avenue by western Office Max driveway)
2. 11200 W. National Avenue (north side of National Avenue)
3. 11151 W. National Avenue (south side of National Avenue) – This would be the layover location. (See attached map)

MCTS is concerned that passengers will be inconvenienced by having to cross 108th St. and walk about a block further to their destination. Members of TSAC and Milwaukee County Office on Disabilities have also voiced concerns over the significant difficulty that this alternative presents, especially for seniors and passengers with disabilities. MCTS staff is continuing the process to identify a more suitable alternative. However, in the interim, buses will service the new National Ave. bus stops and layover on a temporary basis.

Route 49, Route 49U, Summerfest Flyer & State Fair Flyer, (Green Bay Rd. & Brown Deer Rd Park-Ride Lot):

The temporary Route 49 inbound routing would operate from a layover on Green Bay Rd. at Cherrywood Lane, south on Green Bay Rd. and service Route 49 passengers at a bus stop on Green Bay Rd. at Deerwood Dr. and regular route. The outbound routing would continue to

operate north on Green Bay Rd., service Route 49 passengers at a bus stop on Green Bay Rd. at Deerwood Dr. to a layover on Green Bay Rd, at Cherrywood Lane. (See attached map)

Unfortunately, there is not enough space at Cherrywood Lane to layover Route 49U buses. Nor are there any alternative park-ride lots in this vicinity. Route 49U would be modified to operate from Brown Deer East Park-Ride lot, which it currently serves, to the UWM campus. It is anticipated that the students would drive their vehicles further east to board the bus at the Brown Deer East Park-ride lot.

Currently, there are no alternative park-ride locations in this area for the Summerfest and State Fair Flyers.

Shopping Center	<i>Shoppers World of Brookfield</i>	<i>Market Place of Brown Deer</i>	<i>West Allis Center</i>
Location:	124 th & Capitol	Green Bay & Brown Deer	Highway 100 & Cleveland
Transit Routes:	MetroEXpress RedLine (Capitol Drive)	Freeway Flyer Routes 49 and 49U; Summerfest and State Fair Flyers	Route 54 (Mitchell – Burnham)
Average Rides/Day:	383 rides per day (156 ons, 227 offs)	283 rides per day, 49 & 49U (160 ons, 123 offs)	194 rides per day (112 ons, 78 offs)

These temporary route changes will take effect with the start of the fall schedule on August 25, 2013. In the meantime, MCTS will continue to pursue alternate locations that would provide comparable or improved transit access. Once this process is complete, MCTS will provide permanent routing recommendations to the Board.

RECOMMENDATION

This report is for information purposes only.

Prepared by: Mike Giugno, Managing Director, MCTS
Sandra Kellner, Chief Operating Officer, MCTS

Approved by:

Brian Dranzik
Director, Department of Transportation

Attachment (3)

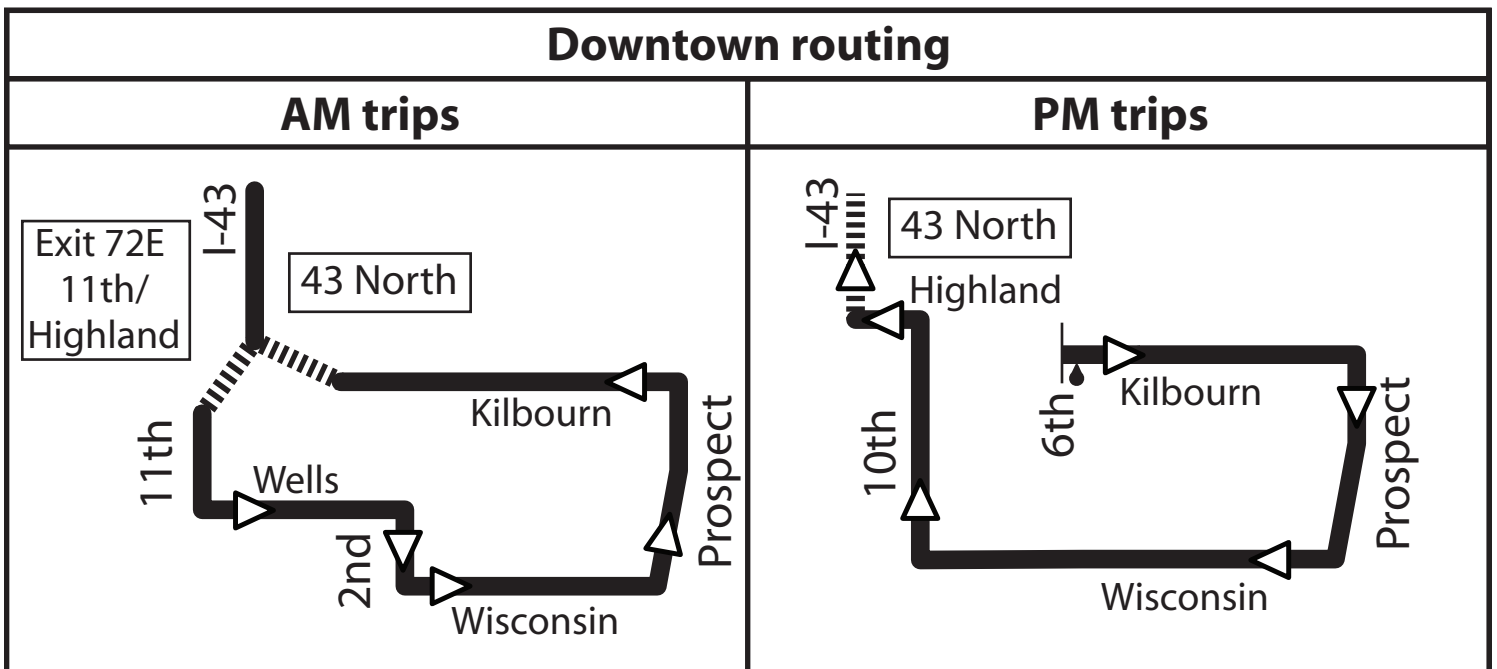
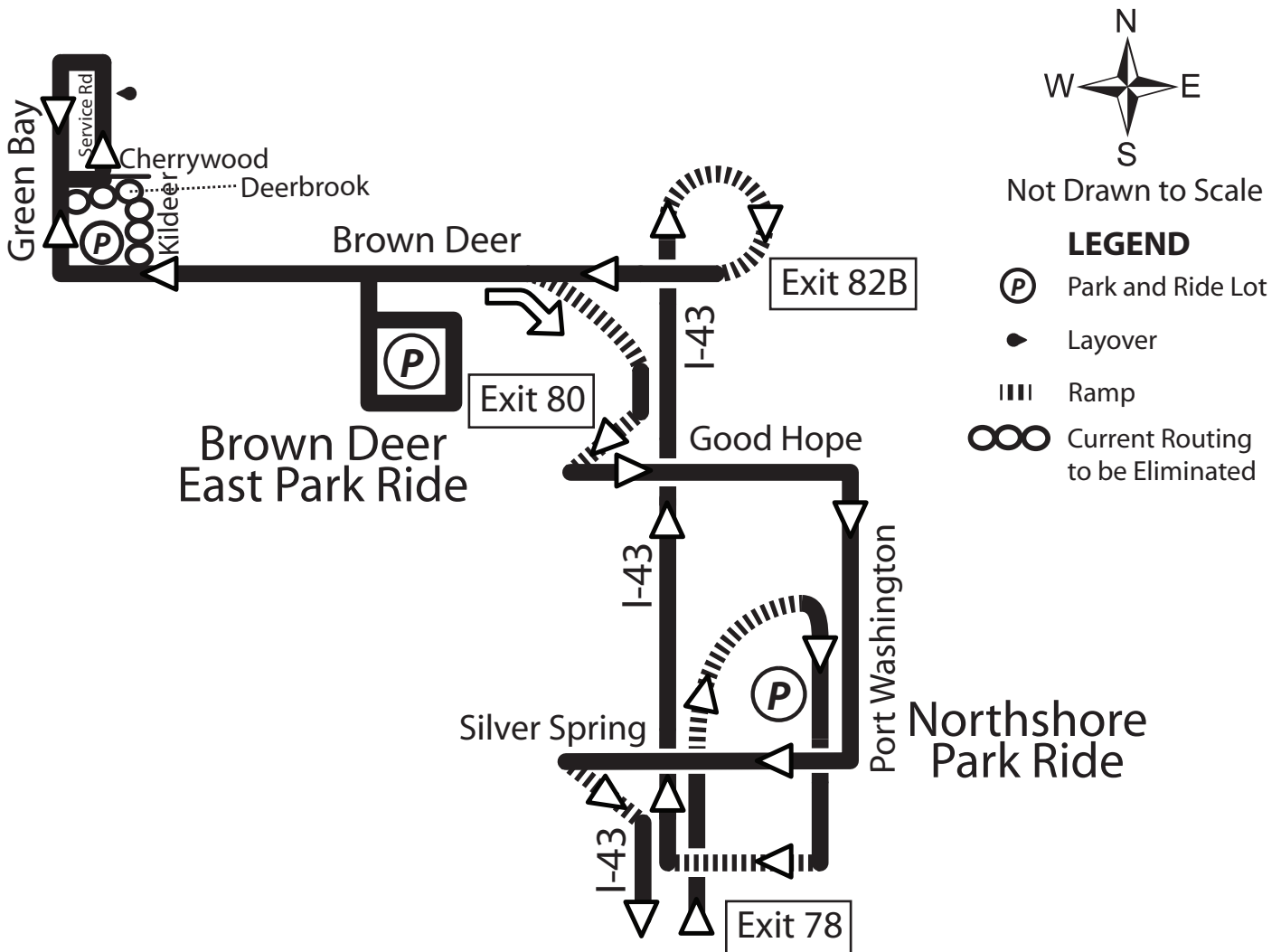
August 19, 2013

Page 4

cc: Chris Abele, Milwaukee County Executive
Marina Dimitrijevic, Chairwoman, County Board of Supervisors
Kelly Bablitch, Chief of Staff, County Board of Supervisors
Amber Moreen, Chief of Staff, Milwaukee County Executive Chris Abele
John Zapfel, Deputy Chief of Staff, Milwaukee County Executive Chris Abele
Don Tyler, Director, Department of Administrative Services
Josh Fudge, Interim Fiscal and Budget Administrator, Department of Administrative Services
Antionette Thomas-Bailey, Fiscal and Budget Analyst, Department of Administrative Services

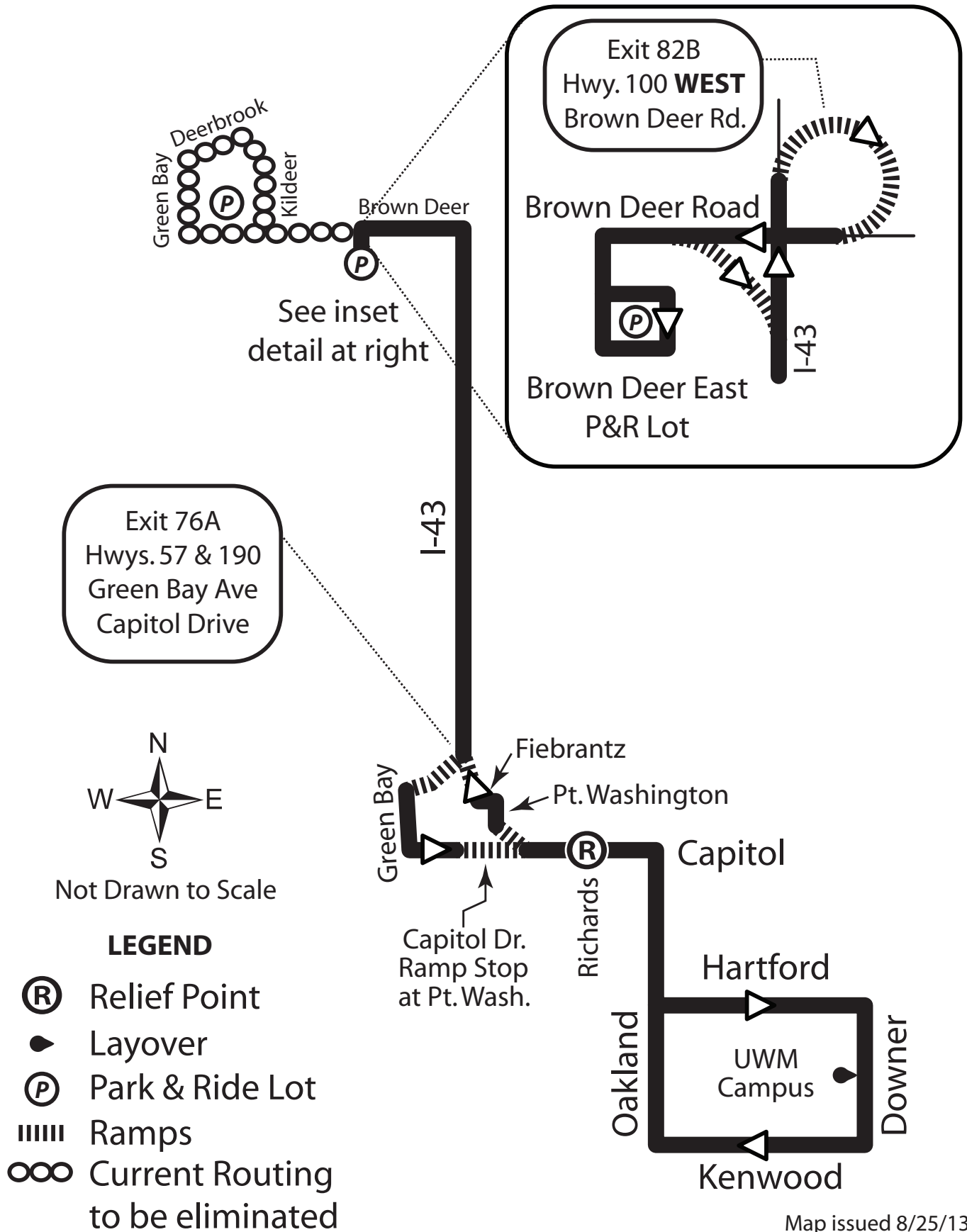


49 Brown Deer - Northshore Flyer Temporary Routing - Fall 2013



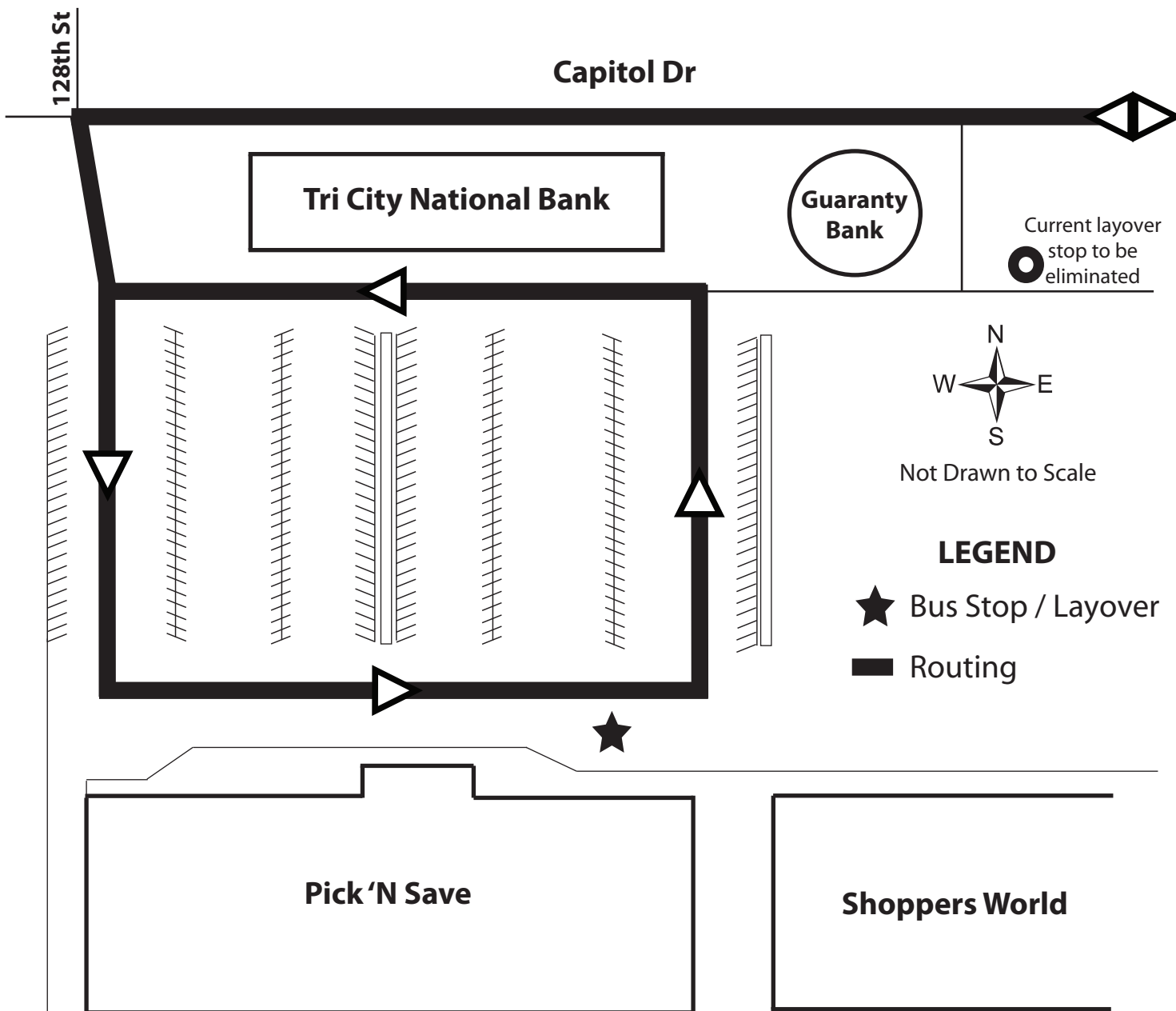


49U Brown Deer UBUS Temporary Routing - Fall 2013





RedLine Temporary Routing - Fall 2013

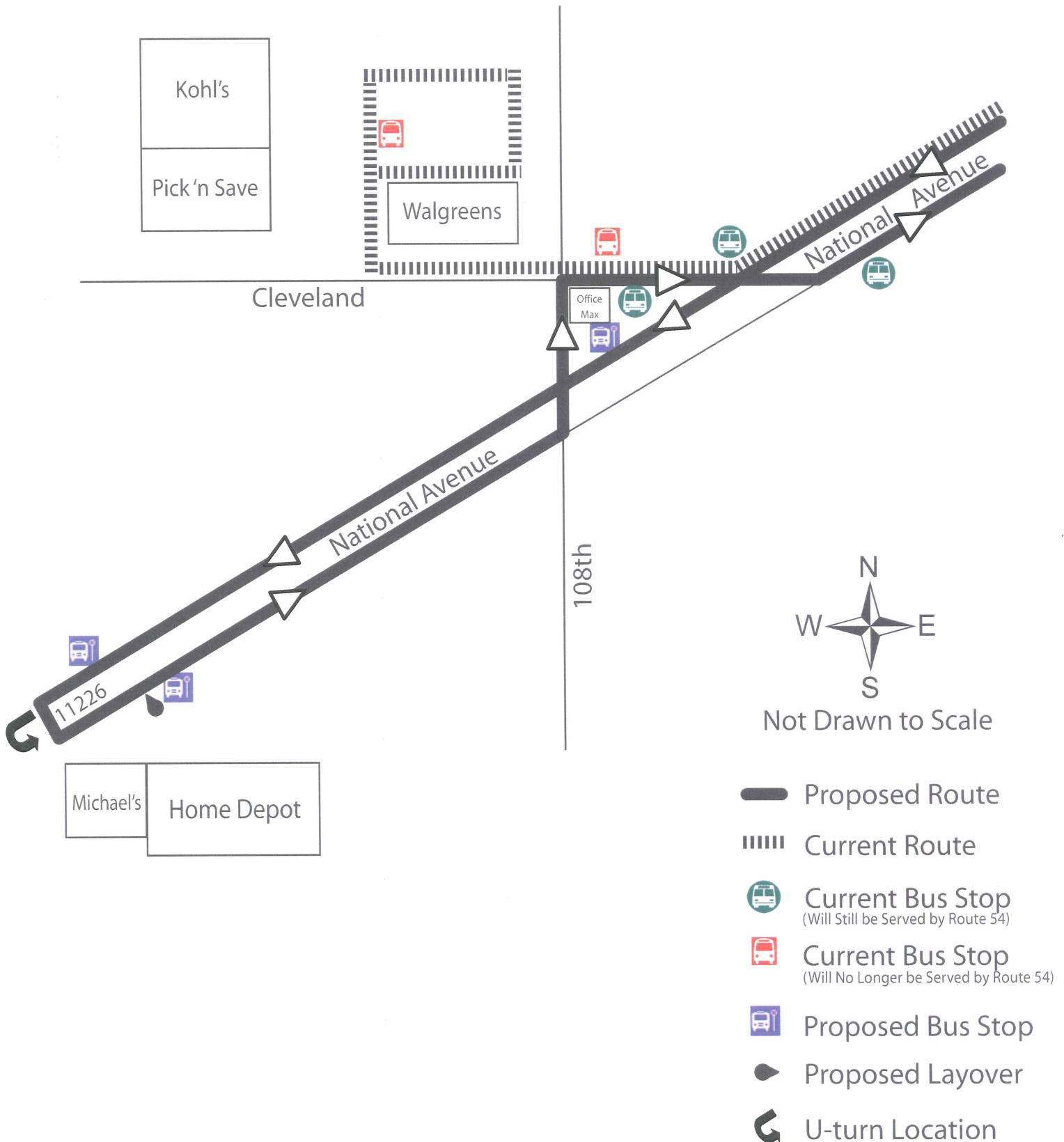











Milwaukee County Transit System



Route 54 (Mitchell - Burnham) West End



-  Proposed Route
-  Current Route
-  Current Bus Stop
(Will Still be Served by Route 54)
-  Current Bus Stop
(Will No Longer be Served by Route 54)
-  Proposed Bus Stop
-  Proposed Layover
-  U-turn Location