



Milwaukee County

Legislation Details (With Text)

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Title: From the Acting Director, Department of Transportation, and the Managing Director, Milwaukee County Transit System (MCTS), submitting an informational report regarding bus service at Southridge Mall. (INFORMATIONAL ONLY UNLESS OTHERWISE DIRECTED BY THE COMMITTEE)

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Date	Ver.	Action By	Action	Result
1/18/2012	1	Transportation, Public Works and Transit Committee	DISCUSSED WITH NO ACTION TAKEN	
1/4/2012	1	Board Chairman	ASSIGNED	

From the Acting Director, Department of Transportation, and the Managing Director, Milwaukee County Transit System (MCTS), submitting an informational report regarding bus service at Southridge Mall. (INFORMATIONAL ONLY UNLESS OTHERWISE DIRECTED BY THE COMMITTEE)

POLICY

MCTS periodically provides informational updates to the Committee on transit service issues.

BACKGROUND

MCTS has operated service to the Southridge shopping center since it opened in 1970. Today, Southridge Mall is serviced by four MCTS regular bus routes: Route 14 (Forest Home), Route 55 (Layton Avenue), Route 64 (S. 60th Street), and Route 76 (N. 60th - S. 70th). These routes provide easy access to the mall via bus stops located on the mall property. There are approximately 1,200 rides/day generated on these routes. A fifth route, Route 46 (Loomis - Southridge), provides freeway flyer service to residents from southwestern Milwaukee County to downtown and generates about 310 rides/day.

Southridge Mall is owned by the Simon Property Group - which is located in Indianapolis, Indiana. Discussion as to the operation of transit service on the mall property has taken place over the last year with representatives of Southridge Mall, MCTS and the Milwaukee County Department of Transportation and Public Works (DTPW). Concerns raised by the Simon Property Group have included removal of bus service on the mall property before and after mall hours; financial assistance for continued operation along ring roads during mall hours; signing a hold harmless agreement for continued operation; addressing noise concerns from nearby residents; and overall consolidation of bus service during mall hours.

In October 2011, DTPW and MCTS representatives met with the manager of Southridge Mall and representatives of the Village of Greendale regarding transit service operating on the mall property. The Southridge Mall representative informed us that transit buses would be required to operate off property starting around February 2012. Discussion also took place as to possible off-site locations for passenger drop-off and pick-up. Subsequent to that meeting, DTPW requested that Southridge provide a firm date as to when MCTS buses could no longer operate on the mall property, but there has been no response to date.

MCTS believes that the removal of bus stops on the mall property will very likely have an adverse impact on shoppers and employees who rely on public transportation services to access the mall. Bus patrons would be required to navigate through large parking lots to access the mall, which can be particularly challenging during periods of inclement weather such as winter months.

RECOMMENDATION

This report is informational only.

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Approved by:

Frank Busalacchi
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cc: Chris Abele, Milwaukee County Executive
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