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915 S. 11th Street, Manitowoc, WI 54220-5965
September 24, 2016

To: Public Infrastructure Committee
From: Jim Muenzenmeyer, Transit Manager 
Re: Revised Transit Routes

Dear Alderman Soeldner,

With this memo I am asking for draft approval of the revised Transit Routes, to recommend Public Hearings be held in October to disseminate information and collect input from the general public regarding the new routes, and to introduce a rate increase of \$1.00 for monthly bus passes.

Over three years ago I was approached by Silver Lake College to service their growing campus on the west side of town. As we received additional requests for service in the general area of the Manitowoc Industrial Park, we developed this new route layout to better serve both Manitowoc and Two Rivers. Rather than adding the labor and capital that would occur with an additional route; we chose to re-configure all existing routes to cover the new service areas. We are not expanding our platform time, our fleet size, or our number of drivers.

The new layout considers trip generators that were not present 20 years ago when the existing routes were plotted, safety of students at local schools, vehicular traffic patterns, input from focus group meetings held in Manitowoc and Two Rivers, and input from the Transit Drivers.

Below you'll find a synopsis of the changes of each route. Draft maps are being developed and will be available at your next meeting.

Route 1

This hour long route connects Manitowoc and Two Rivers. New areas served will include the Two Rivers Industrial Park on 18th Street, Zander Park, Neshotah Beach, Atrium Senior Center, the new Washington Park off 30th Street, the north central neighborhood of Monroe Street, the southeast neighborhood of Lincoln Street, and the new developments along Roosevelt Avenue.

Route 2

This 30 minute route changes the least. It is our second busiest route that connects our downtown transfer station to people using Route 1. Some of our largest trip generators along this route include Manitou Manor, Riverhills, YMCA, Salvation Army, Social Security, and the Library. The combination of a tight route and a shifting Route 6 has moved an eight block section of bus movement from north 5th street to north 7th street; this change aligns our service area to the near north side of Manitowoc.

Route 3

The new Route 3 is a combination of the existing Route 3 & 5 and serves our largest trip generator – Walmart. This route will also meet up with the new satellite route, Route 5, at a west-side transfer point on South 39th Street. This route will employ new technology where a customer can request a pick-up at the Job Center by pushing button inside the building. Once pushed, a self-cancelling “stop request light” will be activated on the electronic sign on Dewey Street indicating to the driver to pull into that long private driveway to the Job Center. If no light is present, we drive past saving 2 minutes.

Route 4

By reversing the rotational direction of Route 4 we are able to correct several safety issues. We will now drop children off on the correct side of the street for Lincoln High School, Washington Junior High School, Jefferson and Monroe Elementary Schools. In addition we will be cutting the number of times crossing Dewey Street and the close-by railroad tracks from four times to two. Major trip generators besides the schools include Felician Village, Shady Lane and the University of Manitowoc.

Route 5

This route covers an entirely new area of the City. Silver Lake College, Americollect, the Industrial Park, Menards, the Manitowoc County Health Care Center, apartment complexes on Expo Drive, and the new Meijer store will be served by mass transit. This will be a satellite route that will connect to Route 3 at the new transfer point on South 39th Street.

Route 6

Route 6 still serves the northeast part of the City but will now cover a small section of the former Route 5 (Fleet Farm area). The return path on the northeast section has been shifted west to conserve time.