

# WCCE

WASHINGTON COUNTY  
COMMUTER EXPRESS

## THE WCCE CONNECTION

July 2008



### WELCOME TO THE NEW TRANSIT MANAGER

Joe Steier began his new position as Transit Manager for the Washington County Transportation Program on April 1. This newly created position was approved by the Washington County Board to help manage the growing Washington County Shared-Ride Taxi and the Washington County Commuter Express (WCCE) public transportation programs.

Joe was most recently the Land Use Technician for the Washington County Planning and Parks Department and has worked for the County for ten years. He was born in West Bend, grew up in Boltonville and currently resides in West Bend. Joe stated "I see transit as an important service to provide residents of Washington County, presently and in the future." He manages both the Shared-Ride Taxi and the Washington County Commuter Express. In addition to adding the Transit Manager, the transportation program was relocated to the Highway Department under the direction of Washington County Highway Commissioner, Ken Pesch.

Some of you might have met Joe as he handed out coffee mugs and coolers to riders on the bus. Joe will also be riding the bus to meet some of the riders. Any questions or suggestions for Joe, please email them to [info@ridewcce.com](mailto:info@ridewcce.com)

Since the inception of the two programs, in 1998 and 1999 respectively, the programs have grown 328% for the Taxi and 569% for the WCCE. Thank you to all of you for using the WCCE and helping make it a success.

### WCCE WASHINGTON CO. FAIR GROUNDS PARK & RIDE TEMPORARILY RELOCATED

#### JULY 21—JULY 25 & AUG. 25—AUG. 29

As in the past, the **WCCE will not** be stopping at the **Washington County Fair Grounds** during the weeks of the **County Fair, July 21 – 25. and during the Hog Rally, August 25—August 29.**

An alternative stop will be at Kerry Specialty Ingredients in Jackson at N168 W21455 Main Street/HWY 60, east of Dairy Queen. However, there will only be 25 spots available. The

parking area will be located at the far east of the parking lot, away from the building. Individuals parking there will need to park at the east end of the lot parallel to HWY 60. The rest of the vehicles will need to use the Richfield or Lannon Road Park & Rides.

Thank you for your understanding and continued patronage..

#### Points of Interest

- Park and Ride Update
- Carbon Footprint/Gas Calculator
- Emergency Ride Home
- Commuter Value Certificate

#### WCCE

W201N13900 Fond du Lac  
Richfield, WI 53076  
262- 677-3445 or  
1-888-675-WCCE (9223)

**Washington County  
Shared Ride Service**  
1-888-285-TAXI (8294)

#### Comments:

[info@RideWCCE.com](mailto:info@RideWCCE.com)  
414-640-5165

#### Website:

[www.RideWCCE.com](http://www.RideWCCE.com)



# PARK AND RIDE UPDATE

With rising gas prices, more people are interested in saving money by riding the WCCE or car pooling. This is great for the transit service except we need places for them to park. We are working closely with the Department of Transportation (DOT) to build a permanent park and ride in the Richfield area. There are many steps to take in the process of building the park and ride, and we are grateful to you for your continued patience as we move forward with purchasing some land. In the meantime, the DOT is also working with Germantown School District to expand the current temporary lot on Mayfield and Pioneer Road.

We also realize there is an over capacity issue at the Germantown Park and Ride. Pictures have been sent to the DOT as well as state legislators. We have con-

tacted the State Patrol regarding ticketing cars parked in the lot. We were told to make sure you park legally. The State Patrol is a division of the DOT.

There is still room at the West Bend Park and Ride, but we need to encourage you to not park in the West Bend Tire Company lot. Overflow parking for this Park and Ride lot is in the Paradise Theater lot. Please do not park west of the white parking lines.

We know that the DOT would encourage individuals to car pool or take public transit to help reduce traffic congestion and help improve air quality. It might help if the DOT and the state legislators would hear from their constituents about the lack of parking in the Washington County park and rides

If you would like to email your state legislators, go to

[www.legis.state.wi.us](http://www.legis.state.wi.us) and click on the Assembly or Senate email addresses by District.

Washington County Assembly Districts are:

- 24 District Rep. Sue Jeskewitz
- 58 District Rep. Pat Strachota
- 59 District Rep. Daniel LeMahieu
- 60 District Rep. Mark Gottlieb
- 99 District Rep. Don Pridemore

Washington County Senate Districts are:

- 08 District Senator Alberta Darling
- 20 District Senator Glenn Grothman
- 33 District Senator Theodore Kanavas

Or call the Legislator Hotline to give them your comments about the lack of parking for individuals who would like to save some fuel energy and money at: Statewide Toll-Free: 800-362-9472

# COMMUTER VALUE CERTIFICATE

Many commuters ask about the Commuter Value Certificate and how they can obtain one. Let us explain:

The Commuter Value Certificate program is administered by Milwaukee County Transit to Milwaukee-based employers. It enables employers to offer a no-charge and tax-free transit benefit to their employees. Employers purchase Commuter Value Certificates from Milwaukee County Transit after signing a Letter of Agreement which details their responsibilities while participating in the program. Employers then provide the Commuter Value Certificate to their employees.

The Washington County Commuter Express does accept the Milwaukee County Transit System Commuter Value Certificate. We do not accept the Commuter Value Pass.

## REDEMPTION OF THE COMMUTER VALUE CERTIFICATE:

WCCE ticket outlets are authorized to accept the Commuter Value Certificates in exchange only for WCCE ticket strips. The Commuter Value Certificate has an exchange value equal to the cost of a standard Milwaukee County Transit System (MCTS) adult weekly pass or 10 adult tickets, but has no actual cash value, and cannot be used for cash refund, exchange, or cash-back transactions. The current value is \$16.00.

**There is no cash refund or change given for the Commuter Value Certificates. The certificates are accepted only in exchange for WCCE Ticket strips.**

For example, a WCCE ticket strip sells for \$27.50 each. A commuter may redeem two \$16 Commuter Value Certificates for one \$27.50 WCCE ticket strip. The Commuter Value Certificates will be accepted, but no cash refund or change will be given in return. Or, the commuter may redeem one \$16 Commuter Value Certificate and pay an additional \$11.50 cash for one \$27.50 WCCE ticket strip.



**The reverse side of the Commuter Value Certificate should be completed by the commuter before redeeming, including the commuter's name, address, and telephone number.**

## EMERGENCY RIDE HOME

Since the beginning of the WCCE Transit program, the Department of Transportation and Washington County have offered riders a way home in case of emergency, through the “Emergency Ride Home” program. The program will provide transportation to a WCCE commuter ONLY in case of an emergency; for example, illness at work or illness of a family member.

If you have an emergency and need a ride back to Washington County, you should:

- 1) Call the Washington County Taxi Service at 1-888-285-TAXI (8294).
- 2) Identify yourself as a WCCE commuter and request an emergency ride.
- 3) Once the taxi vehicle has arrived to provide you transportation, you will be requested to fill out a form .

The ER Program is provided strictly to WCCE commuters only. If the program privileges are abused, the program will be restricted or eliminated. We want our commuters to know that they will never have to worry about getting home. You can obtain an Emergency Ride Home card from your bus driver.

## CARBON FOOTPRINT/GAS CALCULATOR

What may be the first ever bus vs. car carbon footprint calculator on a transit Web site is now available at both RideWCCE.com and YourOtherWheels.com.

A carbon footprint is the measurement of carbon dioxide (CO<sub>2</sub>), a greenhouse gas, caused by an individual’s life activities. By using the calculator it is possible to determine the difference in CO<sub>2</sub> emissions when riding a bus compared to driving alone in an automobile. And the difference could be substantial.

If a person who makes a 24-mile, round-trip commute daily parks their mid-size car for a year and rides the bus instead, they would save 3,000 pounds of carbon dioxide. According to the United States Environmental Protection Agency (EPA), 19.4 pounds of CO<sub>2</sub> emissions come from the use of just one gallon of gasoline.

The car vs. bus carbon footprint calculator was developed for the YourOtherWheels.com site by Versant, a Milwaukee-based full-service marketing firm. Sources for the calculations are from the Sightline Institute, the U.S. Department of Energy and the EPA. A link to a full carbon footprint calculator

showing the CO<sub>2</sub> generated by activities other than transportation is also available on the site.

YourOtherWheels.com is a portal site for the transit systems in the following southeast Wisconsin counties: Kenosha, Milwaukee, Ozaukee, Racine, Waukesha and Washington County. In addition to linking to the Web sites of each transit system and hosting the car vs. bus carbon footprint calculator, this site also features a calculator showing car vs. bus costs based on the price of gasoline, (see example below) a guide to riding the bus, and has the video capability to show the award-winning TV com-

mercials produced for the regional collaborative effort. You can also find the gas calculator on the RideWCCE.com website.

“People can now use this carbon footprint calculator to make more informed and greener decisions about the way they travel,” said Ingrid Koch, Program Manager, WisDOT. “For those concerned about air quality in the region, this tool is more proof that public transportation is an important part of the solution for cleaner air.” Both websites are funded by a federal Congestion Mitigation and Air Quality (CMAQ) Improvement Program.

	Day	Week	Month	Year
<b>Bus</b>	\$3.30	\$16.50	\$70.95	\$858.00
<b>Car</b>	\$13.67	\$68.35	\$293.92	\$3554.35
<b>YOU SAVE:</b>	10.37	51.85	222.97	2696.35
<b>Gas Calculator*</b>				

\* FARES USED FOR CALCULATIONS ARE BASED ON MONTHLY FARES. WEEK BASED ON 4.3 WEEKS P/M. BASED ON 2 FARES A DAY. WEEK BASED ON 4.3 WEEKS P/M. SAVINGS ARE CALCULATED USING EACH TRANSIT SYSTEM'S LOWEST APPLICABLE FARE. COST CALCULATOR IS BASED ON AVERAGES AND IS NOT NECESSARILY AN EXACT AMOUNT.

# GOING TO THE WISCONSIN STATE FAIR

## WHY NOT TAKE THE WCCE DELUXE MOTOR COACH

### DAILY SERVICE FROM JULY 31—AUGUST 10

- \$6.50 Round-trip Fare for ages 13-64
- \$3.25 Seniors 65+ and Medicare cardholders
- \$3.25 Children ages 7-12
- FREE Children ages 6 & under (Children must be accompanied by an adult)
- Departure every 30 minutes from West Bend and Germantown



### SOUTHBOUND TO STATE FAIR

From Sears Grand (West Bend)  
Departs from the southwest corner of the Sears parking lot, located at 230 North 18th Avenue every 30 minutes, on the hour and half-hour **from 7:30 am through 7pm.**

From Germantown  
Departs from the southeast corner of the Life Church parking lot, located at the corner of Squire Drive and Mequon Road, every 30 minutes on the hour and half-hour **from 8:00 a.m. through 7:30 p.m.**

Arrival times at State Fair will be approximately 30 minutes after leaving Germantown parking location.

### NORTHBOUND TO WASHINGTON COUNTY

Departs from State Fair every 30 minutes, on the hour and half-hour beginning at 11:30 am. Monday through Thursday, last departure is at midnight. Fridays, Saturday and first Sunday, last departure is at 30 minutes past midnight. Sunday, August 10th, last departure is at 10:00 pm. Arrival times in Germantown will be approximately 30 minutes after leaving State Fair Park. Arrival times at the Sears Grand (West Bend) will be approximately 50 minutes after leaving State Fair.



### Comments from WCCE Rider

"I appreciate your service and have utilized it since it began. You guys do a really good job under very difficult circumstances (weather & people)."

"I think it is amazing that you can keep the schedule you run and still keep the majority of the riders happy. I know this is no small accomplishment."

"Anyway, wanted you to know that your kindness was appreciated. Keep up the great work".—Thanks James!

An advertisement for WCCE. On the left is a white bus with "1033" on the front and "WCCE" on the side. A yellow banner in the top left corner says "Routes to State Fair". The background is a blue sky with clouds and green trees. The main text reads "Stress-free commute Ride the Washington County Commuter Express". At the bottom, it says "RideWCCE.com 1-888-675-WCCE" and includes the WCCE logo: "WCCE WASHINGTON COUNTY COMMUTER EXPRESS".