

# Western Kenosha County Transit News

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## Ridership Survey Results

Riders on Western Kenosha County Transit (WKCT) participated in an on-board survey during the month of May. The purpose of the survey is to gain demographic information of the riders, while also gathering ridership feedback about the system. This survey is conducted twice a year.

The results of this survey supported the continuing trend of the ridership reflecting a “younger”, non-disabled, transit-dependent population using the service for a variety of reasons.

At a glance, a typical rider of WKCT:

Aged 25-54 (50%)

Not disabled (72%)

Has a valid driver's license (52%), but no access to a vehicle to make that trip (66%).

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Western Kenosha County Transit schedules are available from the drivers and at all Town and Village Halls. You may also download a schedule at [www.co.kenosha.wi.us/transit](http://www.co.kenosha.wi.us/transit). To schedule a trip, or for more information, please call: **888-203-3498**

## New Bus Stop Amenities

*Signs and benches improve bus stop locations*

Western Kenosha County Transit received a Federal grant in 2009 to purchase bus stop amenities. The grant covered bus stop signs, poles and benches. The purpose of the grant was to assist Western Transit in making its bus stops more accessible for riders, while also boosting the visibility of bus stop locations.



*New Western Transit Bus Stop Sign at Silver Lake Village Hall.  
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The County is still in the early stages of deploying the new signs and benches. All bus stops will be marked with a sign and the most frequently used stops will also have a bench.

For more information about the bus stop amenity program, please contact Stephanie Phillips at 262-605-6615.

## Ridership Survey Results (continued)

A majority of customers ride 10 or more times per month (59%) and have recommended the service to others (98%).

During the survey period, the trip purpose varied greatly. Riders reported trip purpose to be:

- Shopping 30%
- Work 28%
- Social 14%
- Recreation 9%
- Medical 7%
- School 3%
- Other 9%

For complete survey results, please contact Stephanie Phillips at 262-605-6615 or sphillip@co.kenosha.wi.us



New Bus Stop Sign at Bristol Town Hall

## Western Transit Launches New Communication Tools.

Western Kenosha County Transit has unveiled two new features of communications to better inform riders and supporters of agency happenings.

### New Website

Western Transit is now more accessible online! Full route descriptions, transit links and news about Western Transit is all available at:

[www.co.kenosha.wi.us/transit](http://www.co.kenosha.wi.us/transit)

Western Transit "buttons" are available for partner websites to ease linking between sites. Please let us know if you'd like one.



### Newsletter

This newsletter is the other new communication tool recently launched. Western Kenosha County Transit News will be issued quarterly and will include brief updates about the transit service. We are interested in your feedback about information included in the newsletter. This newsletter will be available online at [www.co.kenosha.wi.us/transit](http://www.co.kenosha.wi.us/transit) or can be emailed or sent if requested.

### Help Spread the Word About Western Transit!

Western Transit buses may be available for community parades and at some events.

We are planning to run shuttle service to Kenosha County Fair this summer, and are also looking for other events at which we can showcase our Western Kenosha County Transit buses.

If you know of such an event, please let Stephanie Phillips know at 262-605-6615 or sphillip@co.kenosha.wi.us.

### Western Transit Upcoming Events:

Monday, May 31 – Memorial Day – No Transit Service

Monday, May 31- American Legion Post 544 Memorial Day Parade – Twin Lakes – 11:00 AM

July 3, Libertyfest Parade – Twin Lakes – 11:00 AM