

# VALLEY TRANSIT TRANSIT DEVELOPMENT PLAN

March 2009



VALLEY TRANSIT  
TRANSIT DEVELOPMENT PLAN

MARCH 2009

Prepared by the  
EAST CENTRAL WISCONSIN REGIONAL PLANNING COMMISSION

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## ABSTRACT

TITLE: VALLEY TRANSIT TRANSIT DEVELOPMENT PLAN

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SUBJECT: An evaluation of transit services in the Fox Cities Area and recommendations for improved service.

DATE: March 2009

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## TABLE OF CONTENTS

TRANSIT OVERVIEW .....	1
Service Area .....	1
History .....	1
Governance .....	1
Staff .....	1
Changing Conditions Affecting Transit .....	1
Population.....	2
Household Size .....	5
Population Projections .....	7
Land Use, Development, and Density .....	8
Changing Work and Shopping Habits .....	13
Other Demographic and Socio-Economic Trends.....	13
Past Planning Efforts .....	14
Fixed-Route Service .....	15
Existing Routes .....	15
Fares .....	61
Ridership .....	61
Expenses .....	61
Revenues .....	61
Funding .....	61
Changes in Service .....	63
The Connector .....	64
How It Works .....	64
Paratransit Service .....	65
Ridership .....	65
Expenses .....	65
Revenues .....	65
Funding .....	65
Fares .....	66
Call-A-Ride .....	66
School Tripper .....	66
Total Ridership .....	66
Funding Outlook .....	67
Assumptions (2008 – 2012) .....	67
Equipment and Facilities .....	68
Vehicles .....	68
Administration and Maintenance Facility .....	69
Transit Centers .....	69
Passenger Shelters and Schedule Holders .....	70
Capital Needs and Improvements .....	71
 RIDERSHIP PROFILE	
Overboard User Survey .....	73
Survey Results .....	74
Socioeconomic Data .....	74
Automobile Access and Driving Characteristics .....	78

Trip Characteristics .....	79
System Usage .....	82
Service Ratings and Opinions .....	84
Call-A-Ride Survey .....	87
Socioeconomic Data .....	87
Automobile Access and Driving Characteristics .....	91
Trip Characteristics .....	92
Service Usage .....	93
Service Ratings and Opinions .....	95
 VALLEY TRANSIT SURVEY COMPARISON.....	 97
Socioeconomic Background .....	97
Gender .....	97
Age Group .....	97
Marital Status .....	98
Occupation .....	98
Annual Household Income .....	98
Municipality of Residency .....	98
Automobile Access and Driving Characteristics .....	98
Automobile per Household .....	98
Driving Status .....	99
Trip Characteristics .....	99
Trip Purpose .....	99
Distance from Nearest Bus Stop .....	99
Frequency of Use .....	99
 ROUTE RIDERSHIP PATERNS .....	 101
Total Daily Boardings .....	101
Route Boardings/Maximum Load Profiles .....	101
Ramp Usage .....	123
Comparison of Route Performance .....	124
Average Daily Boardings .....	124
Boardings per Hour .....	125
Boardings per Mile .....	126
 EVALUATION OF PERFORMANCE WITH GOALS AND OBJECTIVES .....	 127
Goal .....	127
Objectives .....	127
Standards .....	127
Performance Evaluation .....	128
 NONUSER SURVEYS .....	 141
UW-Fox Valley Nonuser Survey .....	141
Socioeconomic Data .....	141
Valley Transit Use.....	146
Automobile Access and Use .....	151
Information and Familiarity with Valley Transit .....	154
Valley Transit Opinions and Perceptions .....	156

UW-Fox Valley Question of the Day .....	159
Appleton East High School Sociology Focus Groups .....	161
<b>FOX CITIES AREA REGIONAL TRANSIT AUTHORITY (RTA) STUDY COMMITTEE .....</b>	<b>163</b>
Fast Facts .....	163
Stakeholder Interviews .....	165
Interview Results .....	166
Conclusion .....	170
<b>MARKET RESEARCH SURVEY</b>	
Background .....	171
Objectives .....	171
Summary of Findings.....	171
Typical Respondent Profile .....	171
Awareness of Valley Transit.....	172
Existing Valley Transit Usage.....	172
Satisfaction of Existing Users.....	172
Future Valley Transit Usage.....	172
Perceptions of Valley Transit .....	172
Suggested Changes to Increase Ridership.....	174
Alternative Transportation Options.....	174
Community Involvement and Influencers .....	174
Demographics .....	174
<b>RECOMMENDATIONS</b>	
Transit Model.....	175
Model Assumptions.....	175
New Routes and Service .....	175
Consolidation of Routes 3 – Mason and 4 – Richmond .....	175
Wisconsin Avenue Route .....	178
Service to the Town of Greenville .....	179
Doubling of Frequencies on Routes 1, 7, 30, 31, and 32 .....	180
New Routes and Service Conclusions .....	180
Existing Routes and Service .....	181
Route 1 – Midway.....	181
Route 2 – Prospect .....	181
Route 3 – Mason and Route 4 – Richmond.....	181
Route 5 – North Oneida .....	181
Route 6 – Meade .....	181
Route 7 – Ballard.....	181
Route 8 – Telulah .....	181
Route 11 – East College/Buchanan .....	182
Route 12 – Fox Valley Technical College .....	182
Route 15 – West College.....	182
Route 20 – Heart of the Valley .....	182
Route 20 – Neenah/Menasha .....	182
Route 31 – East Neenah .....	182
Route 32 – West Neenah .....	182

Route 41 – West Fox Valley .....	183
Other System Recommendations .....	183
Passes and Fares .....	184
Information and Technology .....	184
Planning and Policy .....	184
Marketing and Education .....	184
Bicycle and Pedestrian Connections .....	185
Funding.....	185
Image .....	185
 PUBLIC INPUT .....	 187

## EXHIBITS AND TABLES

Exhibit 1 - Valley Transit Services Overview .....	3
Table 2 – Fox Cities Urbanized Area Population Characteristics .....	5
Table 3 - Fox Cities Urbanized Area Household Characteristics .....	6
Table 4 - Fox Cities Urbanized Area Population Projections .....	7
Table 5 - Land Use Characteristics .....	9
Exhibit 6 - Valley Transit System and Existing Land Use .....	11
Table 7 - Fox Cities Urbanized Area Employment Characteristics .....	13
Table 8 - Daily Revenue House by Route .....	15
Table 9 - Daily Revenue Miles by Route .....	16
Exhibit 10 - Valley Transit Services Overview .....	17
Exhibit 11 - Valley Transit Route #1 – Midway .....	19
Exhibit 12 - Valley Transit Route #2 – Prospect .....	21
Exhibit 13 - Valley Transit Route #3 –Mason .....	23
Exhibit 14 - Valley Transit Route #4 – Richmond .....	25
Exhibit 15 - Valley Transit Route #5 – North Oneida .....	27
Exhibit 16 - Valley Transit Route #6 – Meade .....	29
Exhibit 17 - Valley Transit Route #7 – Ballard .....	31
Exhibit 18 - Valley Transit Route #8 – Telulah .....	33
Exhibit 19 - Oshkosh Transit System Route #10 – Neenah .....	35
Exhibit 20 - Valley Transit Route #11 – East College – Buchanan .....	37
Exhibit 21 - Valley Transit Route #12 – Fox Valley Tech .....	39
Exhibit 22 - Valley Transit Route #15 – West College – West Half .....	41
Exhibit 23 - Valley Transit Route #15 – West College - East Half .....	43
Exhibit 24 - Valley Transit Route #20 – Heart of the Valley – East Half .....	45
Exhibit 25 - Valley Transit Route #20 – Heart of the Valley – West Half .....	47
Exhibit 26 - Valley Transit Route #30 – Neenah/Menasha – South Half .....	49
Exhibit 27 - Valley Transit Route #30 – Neenah/Menasha – North Half .....	51
Exhibit 28 - Valley Transit Route #31 – East Neenah .....	53
Exhibit 29 - Valley Transit Route #32 – West Neenah .....	55
Exhibit 30 - Valley Transit Route #41 – West Fox Valley – South Half .....	57
Exhibit 31 - Valley Transit Route #41 – West Fox Valley – North Half .....	59
Table 32 - Fixed Route Passengers, Expenses, Revenues 2001-2006 .....	62
Table 33 - Funding and Revenue Sources (%).....	62
Table 34 - Service Changes Since 2001 .....	63

Table 35 -	Paratransit Passengers, Expenses, Revenues 2001-2006 .....	65
Table 36 -	Call-A-Ride Passengers, Expenses, Revenues 2001-2006 .....	66
Table 37 -	Systemwide Passengers, Expenses, Revenues 2001-2006 .....	67
Table 38 -	Funding Outlook 2008-2012 .....	67
Table 39 -	Vehicle Inventory .....	68
Table 40 -	Location of Passenger Shelters and Schedule Holders .....	70
Table 41 -	Capital Needs and Improvements .....	71
Table 42 -	Responses by Route .....	73
Table 43 -	Responses by Gender .....	74
Table 44 -	Responses by Age Group .....	74
Table 45 -	Responses by Occupation .....	75
Table 46 -	Responses by Educational Attainment .....	75
Table 47 -	Responses by Municipality of Residency .....	76
Table 48 -	Persons per Household .....	76
Table 49 -	Household Income .....	77
Table 50 -	Responses by Race .....	77
Table 51 -	Marital Status .....	77
Table 52 -	Automobiles per Household .....	78
Table 53 -	Driving Status .....	78
Table 54 -	Access to an Automobile .....	79
Table 55 -	Responses by Time of Day .....	80
Table 56 -	Distance Walked to Bus From Origin .....	80
Table 57 -	Distance Walked from Bus to Final Destination .....	81
Table 58 -	Trip Purpose .....	81
Table 59 -	Trip Choice .....	81
Table 60 -	Fare Type .....	82
Table 61 -	Do You Plan to Ride Again Today? .....	82
Table 62 -	Number of Anticipated Trips .....	83
Table 63 -	Frequency of Use .....	83
Table 64 -	Frequency of Use After 6PM.....	84
Table 65 -	Frequency of Use Compared to One Year Ago .....	84
Table 66 -	Have You Accessed Valley Transit's Website? .....	84
Table 67 -	Overall Quality of Valley Transit Service .....	85
Table 68 -	Would You Pay a Higher Fare to Maintain Service? .....	85
Table 69 -	Interest in a Monthly Pass? .....	85
Table 70 -	Passenger Service Ratings .....	86
Table 71 -	Service Rankings .....	86
Table 72 -	Responses by Gender .....	87
Table 73 -	Responses by Age Group .....	87
Table 74 -	Responses by Occupation .....	88
Table 75 -	Responses by Educational Attainment .....	88
Table 76 -	Responses by Municipality of Residency .....	89
Table 77 -	Persons per Household .....	89
Table 78 -	Household Income .....	90
Table 79 -	Responses by Race .....	90
Table 80 -	Marital Status .....	90
Table 81 -	Automobiles per Household .....	91
Table 82 -	Driving Status .....	91

Table 83 -	Access to an Automobile .....	91
Table 84 -	Responses by Time of Day .....	92
Table 85 -	Trip Purpose .....	92
Table 86 -	Trip Choice .....	93
Table 87 -	Fare Type .....	93
Table 88 -	Do You Plan to Ride Again Today? .....	93
Table 89 -	Number of Anticipated Trips .....	94
Table 90 -	Frequency of Use .....	94
Table 91 -	Frequency of Use Compared to One Year Ago .....	94
Table 92 -	Have You Accessed Valley Transit's Website? .....	95
Table 93 -	Overall Quality of Call-A-Ride Service .....	95
Table 94 -	Would You Pay a Higher Fare to Maintain Service? .....	95
Table 95 -	Passenger Service Ratings .....	96
Table 96 -	Service Rankings .....	96
Table 97 -	Boardings by Route .....	101
Exhibit 98 -	Boardings by Time Period: Route 1 – Midway .....	103
Exhibit 99 -	Boardings by Time Period: Route 2 – Prospect .....	104
Exhibit 100 -	Boardings by Time Period: Route 3 – Mason .....	105
Exhibit 101 -	Boardings by Time Period: Route 4 – Richmond .....	106
Exhibit 102 -	Boardings by Time Period: Route 5 – North Oneida .....	107
Exhibit 103 -	Boardings by Time Period: Route 6 – Meade .....	108
Exhibit 104 -	Boardings by Time Period: Route 7 – Ballard .....	109
Exhibit 105 -	Boardings by Time Period: Route 8 – Telulah .....	110
Exhibit 106 -	Boardings by Time Period: Route 11 – East College/Town of Buchanan .....	111
Exhibit 107 -	Boardings by Time Period: Route 12– Fox Valley Technical College .....	112
Exhibit 108 -	Boardings by Time Period: Route 14 – West College .....	113
Exhibit 109 -	Boardings by Time Period: Route 20 – Heart of the Valley .....	114
Exhibit 110 -	Boardings by Time Period: Route 30 – Neenah/Menasha .....	115
Exhibit 111 -	Boardings by Time Period: Route 31 – East Neenah .....	116
Exhibit 112 -	Boardings by Time Period: Route 32 – West Neenah .....	117
Exhibit 113 -	Boardings by Time Period: Route 41 – West Fox Valley .....	118
Table 114 -	Peak and Offpeak Boardings by Route and Time Period .....	121
Table 115 -	Ramp Use by Route and Location .....	123
Table 116 -	Route Ridership Comparison .....	124
Table 117 -	Boardings Per Hour .....	125
Table 118 -	Boardings Per Mile.....	126
Exhibit 119 -	Valley Transit System and Existing Land Use .....	129
Exhibit 120 -	Fox Cities Urbanized Area Fixed Transit Routes (2005) and Percent Households by Census Tract with Low to Extremely Low Income .....	131
Exhibit 121 -	Fox Cities Urbanized Area Fixed Routes (2005) and Minority (Non-White) Population Concentration (2000) .....	133
Table 122 -	System Cash Fares .....	135
Table 123 -	2006 Peer Performance Statistics .....	139
Table 124 -	Gender .....	141
Table 125 -	Age Group .....	141
Table 126 -	Marital Status .....	142
Table 127 -	Number of People in Household .....	142
Table 128 -	Municipality of Residency .....	143

Table 129 - Municipality of Residency (Other) .....	144
Table 130 - Occupation .....	144
Table 131 - Education .....	145
Table 132 - Household Income .....	145
Table 133 - Race .....	146
Table 134 - Have You Ever Used Valley Transit? .....	146
Table 135 - Have You Used Valley Transit in the Past Twelve Months .....	146
Table 136 - How Frequently Have You Used Valley Transit .....	147
Table 137 - Which of the Following Purposes Have You Used Valley Transit In the Past Twelve Months? .....	147
Table 138 - Which of the Following Purposes Have You Used Valley Transit In the Past Twelve Months? – Other .....	148
Table 139 - How Likely Are You to Use Valley Transit in the Next Twelve Months? .....	148
Table 140 - How Frequently Do You Expect to Use Valley Transit in the Next Twelve Months? .....	149
Table 141 - How Likely Would You Be to Use Transit if the Following Change Was Made in the Next Twelve Months? .....	150
Table 142 - Automobiles in the Household .....	151
Table 143 - Driving Status .....	151
Table 144 - Have Gas Prices Impacted Your Driving Habits Over the Past Year? .....	151
Table 145 - What Change(s) Have You Made In Your Driving Habits Due to Gas Prices In Tithe Past Year? .....	152
Table 146 - What Change(s) Have You Made In Your Driving Habits Due to Gas Prices In The Past Year? – Other .....	153
Table 147 - What Is the Minimum Gasoline Price, If Any, At Which You Would Begin To Change Your Driving Habits? .....	154
Table 148 - Have You Visited Valley Transit’s Website?.....	154
Table 149 - Resources Used To Find Information About Bus Service .....	155
Table 150 - Resources Used To Find Information About Bus Service – Other .....	155
Table 151 - Valley Transit Familiarity .....	156
Table 152 - How Far Is The Nearest Bus Stop From Each Location? .....	156
Table 153 - Valley Transit Service Ratings .....	157
Table 154 - Valley Transit Service Opinions Based On Travel Needs, Experiences, and Perception .....	158
Table 155 - Perception and Opinions Of Public Transportation .....	159
Table 156 - Would You Use Valley Transit If It Was Free? .....	160
Table 157 - Appleton East High School Sociology Focus Group Responses .....	161
Table 158 - Fox Cities Area Regional Transit Authority (RTA) Study Committee .....	164
Table 159 - Stakeholder Interviews .....	166
Exhibit 160 - Valley Transit Top of Mind Perception .....	173
Exhibit 161 - Consolidation of Route 3 and 4 .....	176
Table 162 - Ridership Impacts of Consolidating Routes 3 and 4 to One Route .....	177
Exhibit 163 - Wisconsin Avenue Route .....	178
Exhibit 164 - Greenville Route .....	179
Table 165 - Collective Ridership Impacts of the Transit Alternatives.....	180

## APPENDICIES

Appendix A – Onboard Survey – Question #34

Appendix B – UW-Fox Valley Nonuser Survey – Question #31

Appendix C – RTA Stakeholder Interview Responses

Appendix D – Valley Transit TDP Steering Committee Summary of Proceedings

## **TRANSIT OVERVIEW**

## **TRANSIT OVERVIEW**

### **Service Area**

The Valley Transit System, which is owned and operated by the City of Appleton, provides transit services throughout the Fox Cities Urbanized Area. Such services include fixed route bus service, paratransit service (Valley Transit II), Connector and Call-A-Ride service. These services are contracted out to municipalities which contribute financially. As of April 2007, these municipalities included: the Cities of Appleton, Kaukauna, Menasha, and Neenah, the Towns of Buchanan, Grand Chute, and Menasha; the Villages of Kimberly and Little Chute; as well as Calumet, Outagamie, and Winnebago Counties. An overview of the service area is on Exhibit 1.

### **History**

Public transportation has existed throughout the Fox Cities since 1886. At that time, electric streetcars were operated until replaced by buses in 1930. In the late 1960's, Fox River Bus Lines began receiving local subsidies from the City of Appleton to provide public transportation. In 1977, the City of Appleton, using an UMTA Section 3 Capital grant, purchased the urban assets of the privately owned Appleton City Transit for \$405,130. Public operation as Valley Transit began January 1, 1978.

### **Governance**

The system is operated under the policy and procedures of the Fox Cities Transit Commission. The eight members of the Commission serve from various participating municipalities. Two of the members are Appleton alderpersons appointed by the Mayor. The Appleton Common Council has final decision making authority for budget and major service changes. The Fox Cities Transit Commission is also the final authority in non-financial related decision for the Valley Transit II paratransit service.

### **Staff**

All Valley Transit staff are employees of the City of Appleton. Valley Transit has a General Manager who coordinates Administrative Services, Marketing, Operations and Maintenance. Valley Transit also employs an Administrative Services Manager, a Maintenance Supervisor, two Operations Supervisors, a Community Relations Specialist, Administrative Assistants, Operators, Mechanics and Dispatchers. Operators, Mechanics, and Dispatchers are members of Teamsters Local 662. Located at 801 South Whitman Avenue in the City of Appleton, Valley Transit's Administrative facility and garage includes the administrative offices, an operations area, maintenance area, bus service area, and bus storage garage.

## **CHANGING CONDITIONS AFFECTING TRANSIT**

Over the last decade, Valley Transit use and travel in general have been affected by the decentralization of population and major land use. In light of these factors, and with the general trend of rising costs and fluctuating operating funds and revenues, Valley Transit and

other systems nationwide have faced significant challenges in maintaining the integrity of regional service.

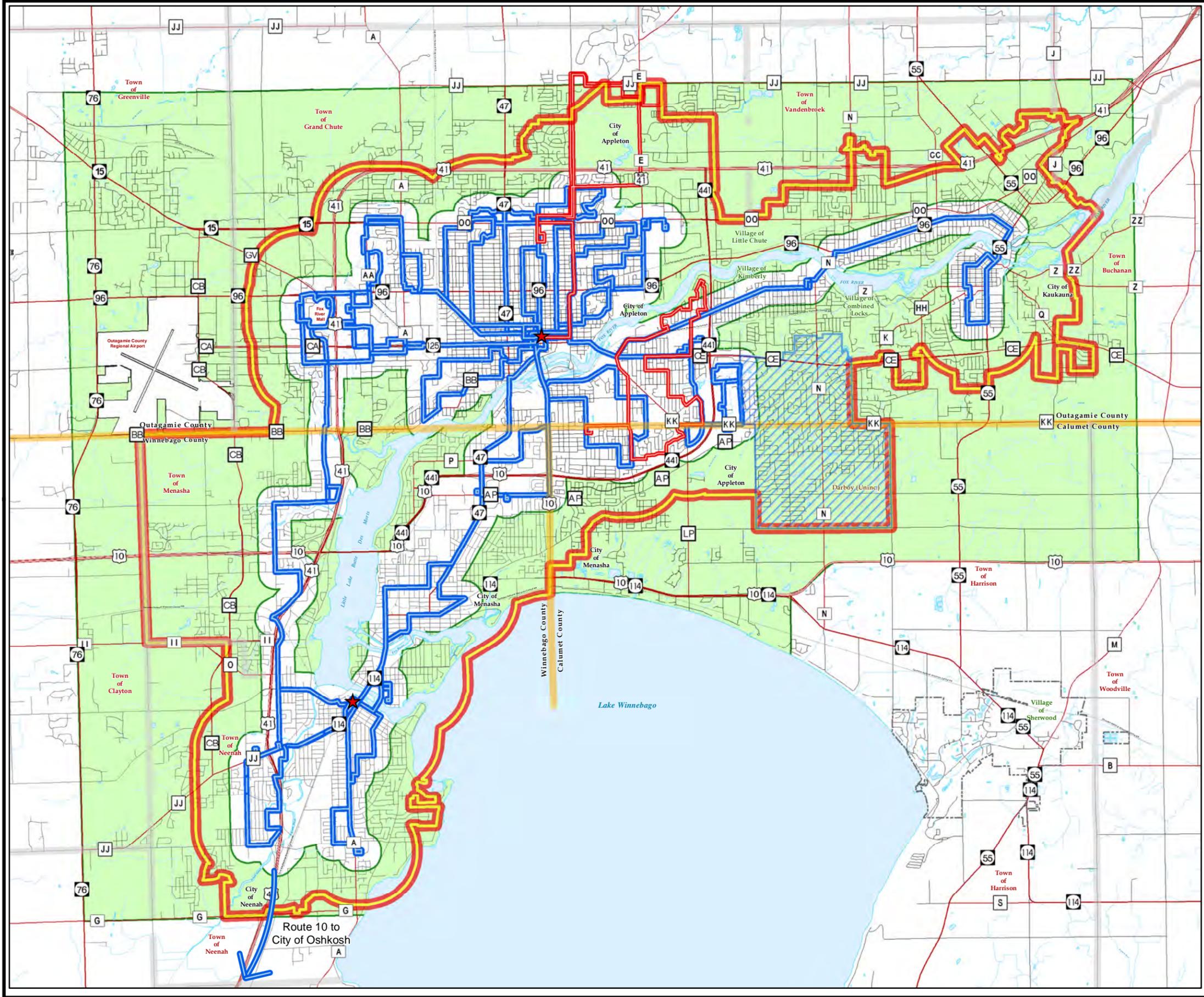
## **Population**

Changes in population characteristics are the key factor in determining land use and transportation demands. Population growth or decline are obvious indicators of change. However, age of population, fertility rates and migration are factors which can have major impacts. Table 2 shows the historic population changes of the governmental units within the Fox Cities study area. The study area has experienced steady growth between 1970 and 2005. Perhaps the most critical demographic to watch is the aging of the baby-boom generation, born between 1946 and 1964. In 2006, the first wave of baby-boomers turned 60. In the next 30 years, there is also expected to be a significant increase in ethnic diversity throughout the Fox Cities area.

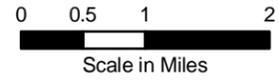
Between 2000 and 2005, it is projected that population throughout the Fox Cities Urbanized Area has increased by a little more than five percent.

# Exhibit #1 VALLEY TRANSIT SERVICES OVERVIEW

- ★ Transit Centers
- Tripper Routes
- Transit Routes
- ◻ ADA Service Area Boundary
- ◻ Call-A-Ride Area
- ◻ Connector Service Area



Sources: Valley Transit data provided by City of Appleton, 2007.  
Boarding/Alighting data compiled by ECWRPC, 2006.  
Digital Base data provided by Outagamie Co.,  
Winnebago Co., and Calumet Co., 2007.



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Prepared By  
EAST CENTRAL WISCONSIN  
REGIONAL PLANNING COMMISSION - SEPTEMBER 2008



**TABLE 2**  
**FOX CITIES URBANIZED AREA**  
**POPULATION CHARACTERISTICS\***  
**(Total Population)**

<b>Jurisdiction</b>	<b>1970</b>	<b>1980</b>	<b>1990</b>	<b>2000</b>	<b>2005</b>
City of Appleton	56,377	58,913	65,695	70,087	72,083
City of Kaukauna	11,308	11,310	11,982	12,983	13,777
City of Menasha	14,836	14,748	14,711	16,331	16,547
City of Neenah	22,902	22,432	23,219	24,507	24,723
Village of Combined Locks	2,771	2,573	2,190	2,422	2,594
Village of Little Chute	5,522	7,907	9,207	10,476	11,065
Village of Kimberly	6,131	5,881	5,406	6,146	6,399
Town of Buchanan	1,987	1,742	2,484	5,827	6,759
Town of Grand Chute	7,089	9,529	14,490	18,392	20,439
Town of Greenville	2,675	3,310	3,806	6,844	7,884
Town of Harrison	3,260	3,521	3,195	5,756	7,375
Town of Kaukauna	961	998	939	1,116	1,239
Town of Menasha	8,682	12,307	13,975	15,858	16,776
Town of Neenah	2,942	2,864	2,691	2,657	2,647
Town of Vandebroek	1,653	1,538	1,291	1,351	1,360
Town of Vinland	1,472	1,632	1,688	1,849	1,901
<b>Urbanized Area Total</b>	<b>150,568</b>	<b>161,205</b>	<b>176,969</b>	<b>202,602</b>	<b>213,568</b>

Source: U.S. Census Bureau, 1970-2000; Wisconsin DOA, 2005

\* Some municipalities are only partially within the designated Fox Cities Urbanized Area. These figures include the population for the entire municipality and do not truly depict the actual population of the urbanized area.

## Household Size

Household formation rates provide a demand factor for new housing units. Household size provides a basis for estimating the number of residential units required. Table 3 shows the historic number of households for the jurisdictions in the planning area. Total households have expanded steadily through the 1970 to 2005 period. This steady increase is due to a declining household size coupled with the high household formation rate during the 1970s.

Between 2000 and 2005, it is estimated that the number of households throughout the Fox Cities Urbanized Area grew by more than six percent. As a result of population growing by five percent and the number of households growing by six percent between 2000 and 2005, the rate of persons per household decreases. Persons per household rates throughout the Fox Cities have dropped every census year since 1970. Much of the increase in population has

occurred on the urban fringe, away from the medium to high-density areas where transit traditionally operates. The combination of urban fringe development and decreasing household sizes results in decreased population density.

**TABLE 3  
FOX CITIES URBANIZED AREA  
HOUSEHOLD CHARACTERISTICS\*  
(Number of Households)**

<b>Jurisdiction</b>	<b>1970</b>	<b>1980</b>	<b>1990</b>	<b>2000</b>	<b>2005</b>
City of Appleton	16,939	21,095	24,818	26,864	27,875
City of Kaukauna	3,187	3,907	4,365	4,971	5,351
City of Menasha	4,490	5,560	5,980	6,951	7,096
City of Neenah	6,740	8,112	9,024	9,834	10,021
Village of Combined Locks	585	685	733	884	961
Village of Little Chute	1,346	2,482	3,158	3,878	4,155
Village of Kimberly	1,534	1,907	2,043	2,507	2,649
Town of Buchanan	399	436	737	1,846	2,172
Town of Grand Chute	1,551	3,213	5,465	7,586	8,550
Town of Greenville	670	970	1,250	2,301	2,690
Town of Harrison	809	1,063	1,059	1,998	2,575
Town of Kaukauna	199	261	278	370	416
Town of Menasha	2,156	4,177	5,351	6,298	6,730
Town of Neenah	955	889	970	976	983
Town of Vandebroek	481	416	400	460	469
Town of Vinland	413	535	595	693	719
<b>Urbanized Area Total</b>	<b>42,454</b>	<b>55,718</b>	<b>66,226</b>	<b>78,417</b>	<b>83,412</b>
<b>Persons per Household</b>	<b>3.55</b>	<b>2.89</b>	<b>2.67</b>	<b>2.58</b>	<b>2.56</b>

Source: U.S. Census Bureau, 1970-2000; Wisconsin DOA, 2005

\* Some municipalities are only partially within the designated Fox Cities Urbanized Area. These figures include households for the entire municipality and do not truly depict the actual number of households for the urbanized area.

## Population Projections

It is anticipated that population will continue to grow by another five percent between 2005 and 2010 (the next census year). Although population is anticipated to increase, the rate at which it increases will slowly decrease between 2010 and 2025.

**TABLE 4  
FOX CITIES URBANIZED AREA  
POPULATION PROJECTIONS\*  
(Total Population)**

<b>Jurisdiction</b>	<b>2010</b>	<b>2015</b>	<b>2020</b>	<b>2025</b>
City of Appleton	74,609	77,057	79,573	81,786
City of Kaukauna	14,514	15,249	15,992	16,673
City of Menasha	16,706	16,873	17,103	17,412
City of Neenah	24,862	25,018	25,274	25,665
Village of Combined Locks	2,756	2,917	3,080	3,230
Village of Little Chute	11,559	12,052	12,551	13,002
Village of Kimberly	6,631	6,862	7,098	7,306
Town of Buchanan	7,674	8,587	9,503	10,381
Town of Grand Chute	22,435	24,426	26,429	28,326
Town of Greenville	8,901	9,915	10,932	11,906
Town of Harrison	8,941	10,445	11,954	13,396
Town of Kaukauna	1,369	1,500	1,631	1,756
Town of Menasha	17,630	18,474	19,375	20,370
Town of Neenah	2,645	2,646	2,658	2,684
Town of Vandebroek	1,427	1,494	1,562	1,624
Town of Vinland	1,947	1,994	2,048	2,112
<b>Urbanized Area Total</b>	<b>224,606</b>	<b>235,509</b>	<b>246,763</b>	<b>257,629</b>

Source: Wisconsin Department of Administration, 2007

\* Some municipalities are only partially within the designated Fox Cities Urbanized Area. These figures include the population projections for the entire municipality and do not truly depict the actual population projections of the urbanized area. Other municipalities may be incorporated into the urbanized area over this time period as well.

## Land Use, Development, and Density

The Fox Cities area covers approximately 242 square miles. An inventory of existing land use was completed in July of 2004 as part of the Fox Cities Urbanized Area/Metropolitan Planning Organization (MPO) planning process. The land uses are quantified in Table 5 and illustrated in Exhibit 6.

Historical land use trends and existing land use characteristics are basic to determining future land use/transportation relationships. Since 1960, the Fox Cities study area has experienced significant changes in urban land use patterns. While the urban core (contiguous urban development) has expanded, the 1960s began a 20 year period of significant scattered urban uses throughout the planning area. Between 1960 and 1970, approximately 25 percent of urban development was scattered beyond the urban core. This trend was most evident in the towns surrounding the urban core, such as the towns of Buchanan, Grand Chute, and Menasha. During the 1970s, various state and local land use and environmental regulations were adopted, which impacted these land use trends and provided for more compact and dense development. By the 1990s, significantly less scattered urban development was occurring. This trend continues today.

The changing density of development has also had an impact on land consumption. In 1957, scattered single family residential development averaged 1.7 units per acre. In 1995, scattered single family residential development averaged 2.6 units per acre. 1957 urban core estimates are not available. In 1995 single family residential development in the urban core area averaged 4.5 units per acre. Over this period, land uses have changed from very scattered residential or agricultural to more developed residential on the urban fringe. Scattered residential persists further out in the urbanizing areas. In the urban core area, industrial and commercial land consumption has also increased significantly with a trend toward less dense development. As an example, significant increases in parking areas for retail centers have created greater land consumption.

**TABLE 5**  
**LAND USE CHARACTERISTICS**  
**(Total Acres by Use Classification)**

Urban Area Municipality	Single Family Residential	Multi-Family Residential	Farmsteads	Mobile Home Parks	Commercial	Industrial	Quarries	Institutional Facilities	Transportation	Utilities and Communications	Non-Irrigated Cropland	Irrigated Cropland	Other Agricultural Land/Pasture	Water Features	Recreational Facilities	Planted Woodlands	General Woodlands	Open Other Land	Total
City of Appleton	4,081	301	9	1	1,040	531	0	735	2,835	116	534	0	0	399	2,230	4	197	994	14,007
City of Kaukauna	1,076	34	3	0	145	298	28	123	748	156	176	0	0	288	326	6	485	486	4,378
City of Menasha	1,211	99	3	40	229	203	17	146	690	61	125	0	0	794	148	1	227	557	4,551
City of Neenah	1,926	134	2	1	408	425	6	264	1,138	10	90	0	0	244	317	0	168	611	5,744
Village of Combined Locks	379	0	0	0	18	39	0	45	159	38	82	0	0	106	30	0	138	72	1,106
Village of Little Chute	827	34	4	27	141	205	3	60	556	64	254	0	0	215	62	0	117	296	2,865
Village of Kimberly	452	15	0	0	92	129	0	82	265	12	0	0	0	88	109	0	21	69	1,334
Town of Buchanan	1,190	23	182	0	171	65	0	48	713	26	5,938	0	0	280	217	47	961	824	10,685
Town of Grand Chute	2,661	313	125	10	1,214	390	34	295	1,745	248	3,171	0	0	156	546	56	2,179	2,723	15,866
Town of Greenville	1,839	12	152	30	188	281	8	69	1,845	4	5,329	0	0	113	225	177	1,595	2,165	14,032
Town of Harrison	1,527	8	274	0	87	24	0	59	919	27	7,658	0	0	113	222	98	1,263	541	12,820
Town of Kaukauna	292	0	117	0	33	14	0	8	527	3	3,894	0	0	307	8	3	734	963	6,903
Town of Menasha	1,728	191	73	60	382	530	286	99	1,495	23	852	0	0	693	179	7	622	1,266	8,486
Town of Neenah	804	1	88	0	128	98	214	45	436	31	1,691	0	0	28	44	53	685	1,145	5,491
Town of Vandebroek	570	0	82	0	122	26	0	2	379	175	3,707	0	0	71	5	42	483	388	6,052
Town of Vinland	486	0	153	2	77	105	0	4	483	202	7,463	0	0	43	17	32	836	893	10,796
<b>Study Area Total</b>	<b>21,049</b>	<b>1,165</b>	<b>1,267</b>	<b>171</b>	<b>4,475</b>	<b>3,363</b>	<b>596</b>	<b>2,084</b>	<b>14,933</b>	<b>1,196</b>	<b>40,964</b>	<b>0</b>	<b>0</b>	<b>3,938</b>	<b>4,685</b>	<b>526</b>	<b>10,711</b>	<b>13,993</b>	<b>125,116</b>

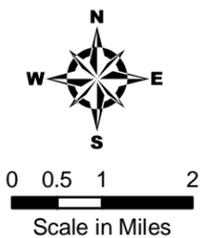
Source: ECWRPC, 2004



# Exhibit #6 VALLEY TRANSIT SYSTEM AND EXISTING LAND USE

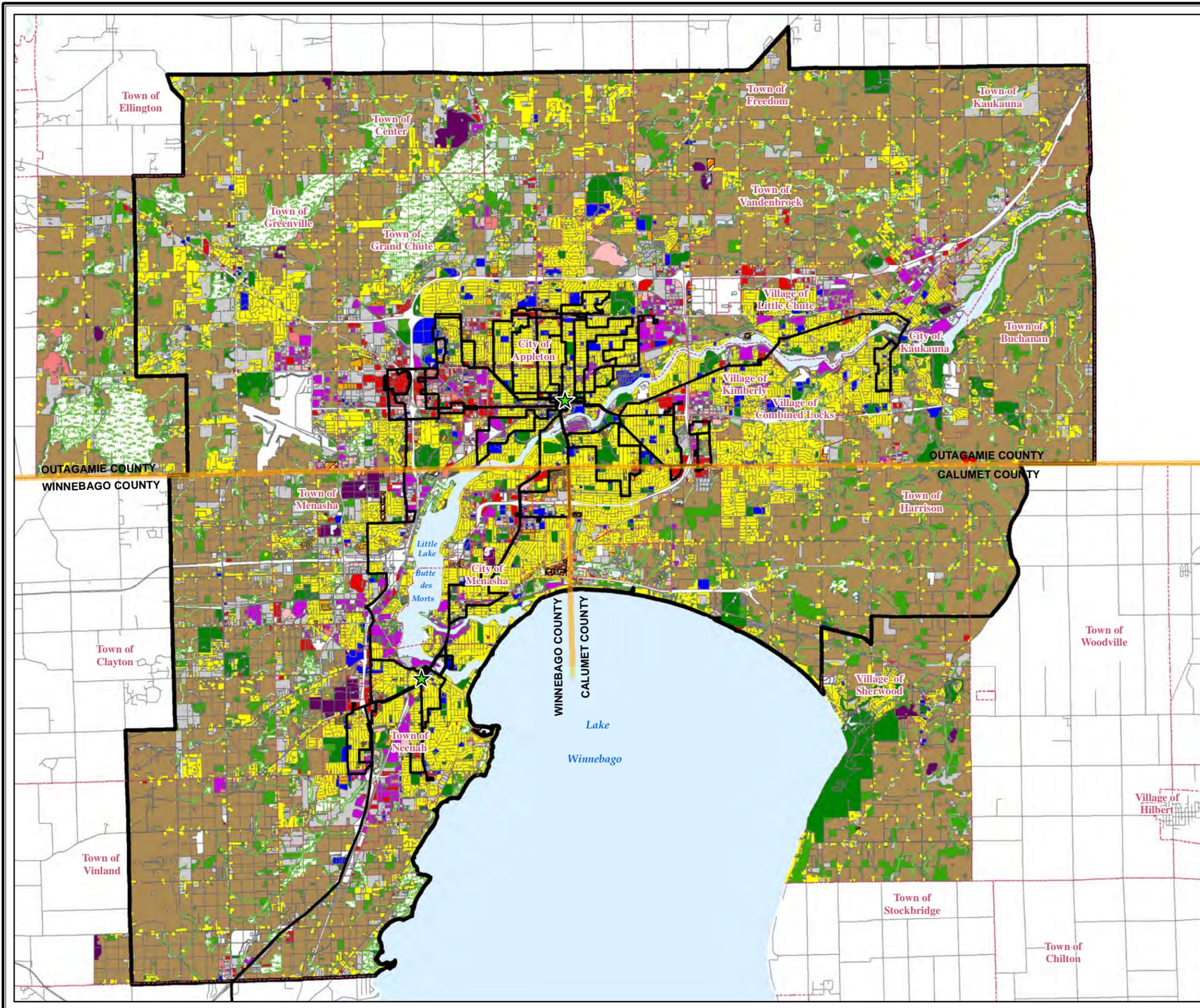
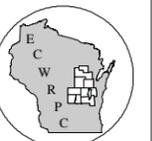
-  SINGLE FAMILY RESIDENTIAL
-  MULTI-FAMILY RESIDENTIAL
-  MOBILE HOME PARKS
-  COMMERCIAL
-  WHOLESALE TRADE
-  SERVICE
-  MANUFACTURING
-  QUARRY
-  PUBLIC INSTITUTIONAL
-  WATER FEATURES
-  PARKS/RECREATION
-  WOODLANDS
-  WETLANDS/RESOURCE PROTECTION
-  AGRICULTURAL
-  VACANT/UNDEVELOPED
-  TRANSPORTATION/UTILITIES
-  TRANSIT ROUTES
-  2000 METROPOLITAN PLANNING BOUNDARY
-  MUNICIPALITY BOUNDARIES
-  TRANSIT CENTER

Source: 2004 base data provided by Calumet, Outagamie, and Winnebago Counties. 2004 Existing land use provided by ECWRPC. WisDOT and ECWRPC provided the 2000 metropolitan planning boundary.



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## Changing Work and Shopping Habits

The work schedules of retail employment and shopping hours associated with outlying malls and commercial strip development are concentrated during the evening hours and weekends. These are times when transit service is not always provided.

Increased employment has been the primary factor for urban development within the Fox Cities area. Table 7 shows employment by economic sector for the study area. As indicated, the service sector has nearly doubled up the manufacturing sector in terms of total number of employees.

**TABLE 7  
FOX CITIES URBANIZED AREA  
EMPLOYMENT CHARACTERISTICS  
(Employees by Sector)**

Year	Manufacturing	Trade	Service	Other	Total
1969	23,303	3,531	7,187	1,946	35,967
1980	27,263	5,792	14,421	3,328	50,804
1995	39,021	25,489	37,226	11,603	113,339
2000	34,400	7,036	56,594	6,351	131,776

Source: ECWRPC, 2004

## Other Demographic and Socio-Economic Trends

In addition to the decentralization of population and land use, other demographic and socio-economic trends are affecting transit. Among these are:

***Increasing Auto Ownership.*** A major trend since 1970 has been greater automobile ownership per household. This was largely a result of an increasing incidence of two career families. In addition to the necessity of two vehicles for work trips, it creates a residual need for teens to be responsible for much of their own trip-making, frequently resulting in a third, or fourth vehicle in the household.

The overall effect of this trend is evidenced in the growth of daily vehicle trips on the urban street system and increased traffic congestion. Combined with fairly stable fuel prices over the last 20 years, more fuel-efficient cars, and plentiful and inexpensive parking, transit service in the Fox Cities is in an increasingly less competitive position with the auto. The recent increases in fuel costs over the last few years has sparked some individuals to utilize transit service, although it would most likely take a drastic increase in fuel costs for most individuals to change their vehicle usage.

***Increasing Incomes.*** According to the 2006 Fox Cities L.I.F.E. Study, the median household income for the Fox Cities increased from \$47,342 in 2002 to \$50,300 in 2004, and as incomes rise, the ability for more people to own a vehicle also increases. Although the median household income for the region has increased, the poverty rate also increased by two-tenths of a percent from 5.8 percent to 6 percent over the same period.

***Increasing Elderly Population.*** The number of people that will reach the age of 65 is expected to increase dramatically in the next few decades. According to the Wisconsin Department of Administration, it is projected that Wisconsin's elderly population (65 and older) will increase from 702,000 (13 percent of the state's population) in 2000 to 1,336,000 (21 percent of the state's population) in 2030. Individuals age 85 and older is projected to increase by 66 percent over the same period, while persons age 100 and over are anticipated to increase by nearly 400 percent.

The number of retirement complexes and services for the elderly has also proliferated over the past few decades. These factors may increase ridership, since the elderly have traditionally relied on transit services for their transportation needs.

***Changing Elderly Needs.*** More so than in the past, however, the younger elderly within this age group are accustomed to driving and can be expected to continue driving for as long as possible. It is the older, frail elderly, no longer able to drive, who rely on public transportation. This expanding population group may be increasingly in need of specialized transportation services because of physical infirmity and age-related disability.

***Expanding Needs of Disabled Populations.*** A large number of disabled Fox Cities residents are employed throughout the community. Because this group of people is unlikely to be licensed to drive, they are often transit dependent, riding both regular and specialized transit systems.

## **Past Planning Efforts**

Since city operations began in 1978, a new operations and maintenance facility was built in 1983 and a downtown transfer center opened in 1990. Several bus procurements have also occurred roughly every 12 years including 1980, 1992/1994, and 2005. Valley Transit currently operates sixteen regular fixed routes and one Call-A-Ride zone throughout the Fox Cities urbanized area, with most routes operating until 10:30 p.m. Planning is carried out on an annual basis through the Transportation Improvement Plan (TIP) and on a more long term basis through the Transit Development Plan (TDP). Past TDPs have been done in 1975, 1981, 1986, 1996, and 2001, and were instrumental in instituting, among other things, evening transit services and purchasing heavy-duty vehicles rather than vans to operate fixed-route service in the Fox Cities.

The Americans with Disabilities Act of 1990 (ADA) requires bus systems to provide complementary paratransit service for those persons who cannot utilize the fixed route system due to a disability. Through a contract with a private provider, Valley Transit II, specialized curb-to-curb (or door-through-door for a higher fare) service is available to persons with disabilities and older adults. VT established an ADA Implementation Committee shortly after the ADA was passed, which later evolved into a Paratransit Coordinating Committee, to coordinate services and to help insure that riders' needs are being met and that reasonable cost controls are carried out. Valley Transit submitted ADA plans annually after passage of the ADA to show progress to compliance, and it achieved full compliance with ADA in 1995. In 1999 a Paratransit Coordination Plan was developed and adopted by the Appleton Common Council which called for, among other recommendations, the use of advanced technology to improve services and for the Fox Cities Transit Commission to have final decision-making authority on most paratransit contract issues, rather than the City of Appleton. This latter recommendation reflected the reality that almost all local tax dollars for paratransit are paid for by Outagamie, Winnebago, and Calumet Counties.

The last two adopted Fox Cities TDPs recommended a number of changes, some changes more sweeping than others. The 1996 TDP recommended the reduction of three routes to two in the southern portion of Appleton due to lower ridership, and the elimination of half-hour service throughout the day (peak service in the a.m. and p.m. retains half-hour headways, but mid-day service was changed to hourly.) These cost savings helped fund evening service which was implemented in June 1997. The 2001 TDP recommended, among other things, a new cross-town route between the Fox River Mall and Little Chute along Highways 96 and OO, the adjustment of bus routes on the southside to serve the new Wal-Mart, and changing late evening service from bus to a call-a-ride concept until midnight. The new route and late evening call-a-ride service have not been implemented due to funding constraints.

## FIXED-ROUTE SERVICE

### Existing Routes

Valley Transit operates sixteen regular routes that operate ranging from 5:45 a.m. to 10:45 p.m. Monday through Saturday totaling nearly 169 miles per trip. Routes 1, 2, 3, 4, 5, 6, 7 and 8 operate at half-hour headways during peak hours of service and one hour headways during off-peak hours of service. Routes 11, 12, 15, 20, 30, and 41 operate at one hour headways throughout the day. Routes 31 and 32 alternate at half-hour headways once per hour and are operated by the same bus. An inter-city route between Oshkosh and Neenah (Route 10) which operates from 5:45 a.m. to 6:40 p.m. Monday through Friday and from 7:30 a.m. to 6:40 p.m. on Saturday is contracted through the Oshkosh Transit System.

Daily revenue hours by route and daily revenue miles by route for both weekdays and Saturdays are listed in Tables 8 and 9.

**TABLE 8  
DAILY REVENUE HOURS BY ROUTE**

Route	Revenue Hours	
	Weekdays	Saturdays
1	10.5	10.5
2	10.5	10.5
3	10.5	10.5
4	10.5	10.5
5	10.5	10.5
6	10.5	10.5
7	10.5	10.5
8	10.5	10.5
11	16.0	16.0
12	15.0	15.0
15	16.0	16.0
20	17.0	17.0
30	17.0	17.0
31/32	12.0	12.0
41	11.5	11.5

Source: Valley Transit, 2007

**TABLE 9  
DAILY REVENUE MILES BY ROUTE**

<b>Route</b>	<b>Revenue Miles Per Trip</b>	<b># of Weekday Trips</b>	<b>Total Weekday Revenue Miles</b>	<b># of Saturday Trips</b>	<b>Total Saturday Revenue Miles</b>
1	7.104	21	149.184	14	99.456
2	6.016	21	126.336	14	84.224
3	6.622	21	139.062	14	92.708
4	7.020	21	147.420	14	98.280
5	7.192	21	151.032	14	100.688
6	7.007	21	147.147	14	98.098
7	7.726	21	162.246	14	108.164
8	8.182	21	171.822	14	114.548
11	14.386	16	230.176	14	201.404
12	14.879	15	223.185	13	193.427
15	13.224	16	211.584	14	185.136
20	19.730	17	335.41	15	295.95
30	15.372	17	261.324	15	230.58
31/32*	15.065	12	180.780	10	150.65
41	19.338	11.5	222.387	10.5	203.049

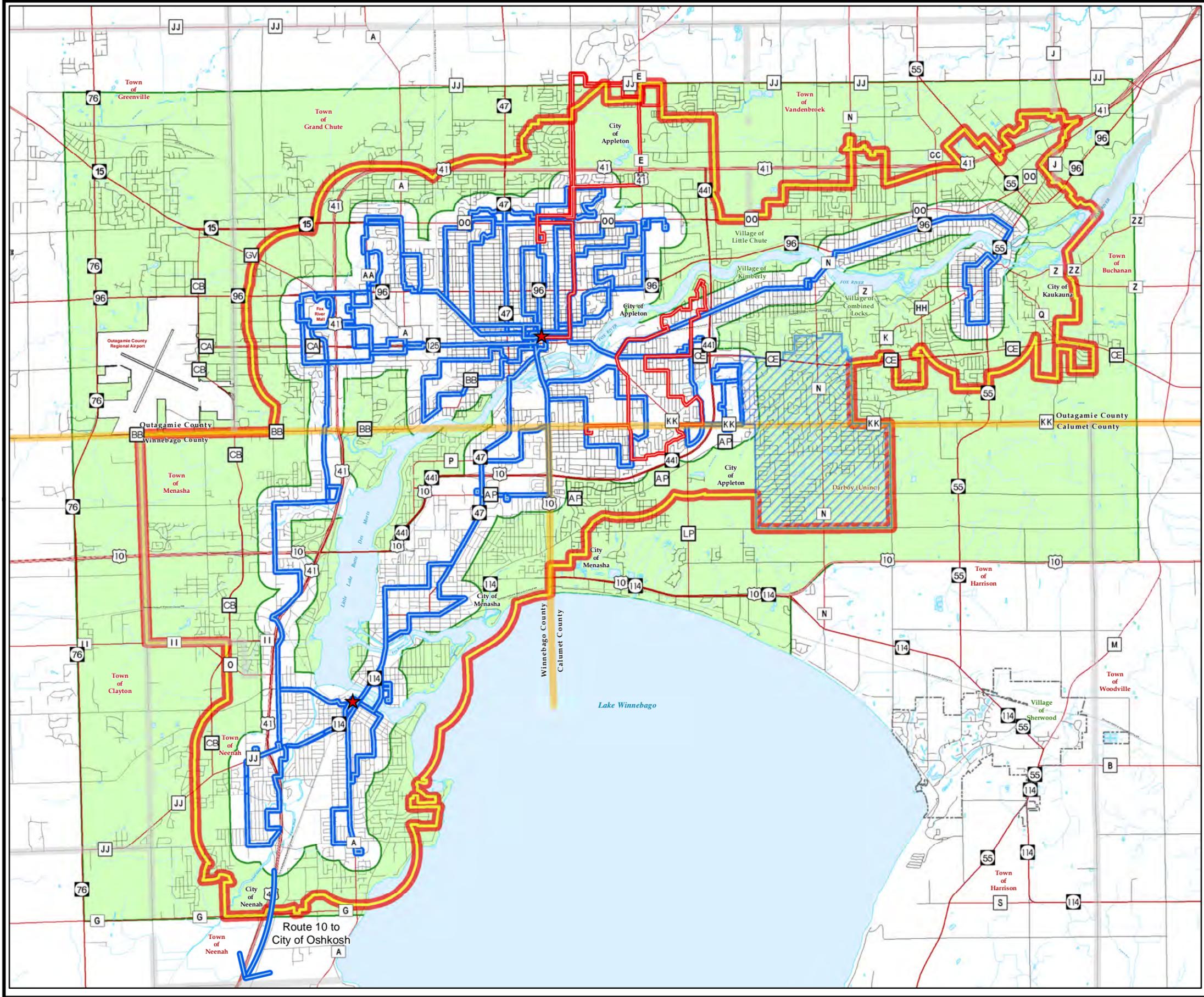
Source: Valley Transit, 2007

\* Route 31 – East Neenah and Route 32 – West Neenah are both alternating half-hour routes operated by the bus.

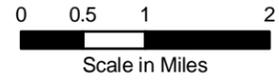
Maps of the system and each route are also displayed in Exhibits 10 through 31. These maps contain designated bus stops, shelters, stop signs, ramp usage information, and undesignated bus stops with boarding and alighting counts. Boarding and alighting count data and ramp usage will be analyzed in the *Route Ridership Patterns* chapter.

# Exhibit #10 VALLEY TRANSIT SERVICES OVERVIEW

- ★ Transit Centers
- Tripper Routes
- Transit Routes
- ◻ ADA Service Area Boundary
- ◻ Call-A-Ride Area
- ◻ Connector Service Area



Sources: Valley Transit data provided by City of Appleton, 2007.  
Boarding/Alighting data compiled by ECWRPC, 2006.  
Digital Base data provided by Outagamie Co.,  
Winnebago Co., and Calumet Co., 2007.

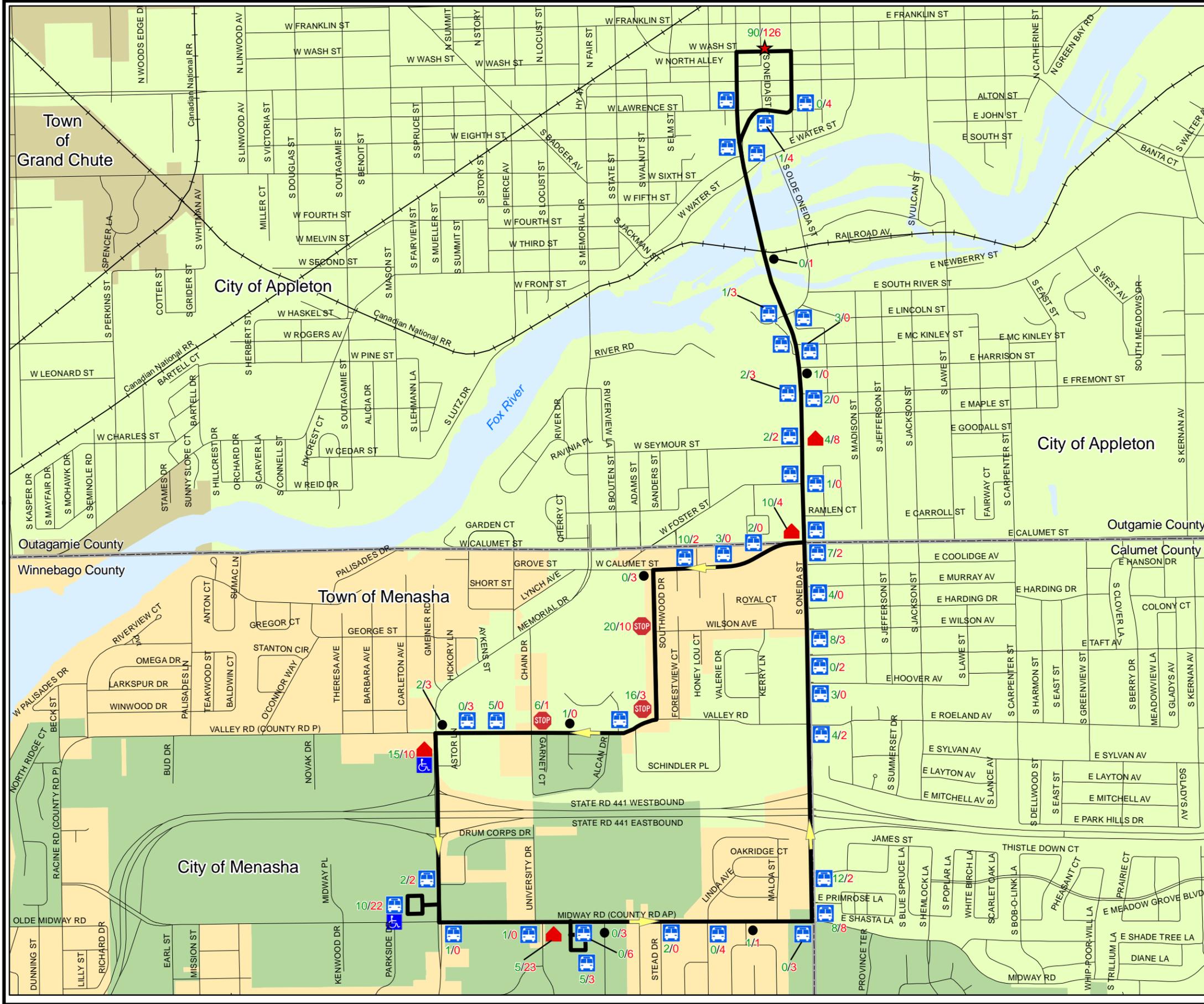


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# Exhibit #11 VALLEY TRANSIT ROUTE #1 - MIDWAY



- Transit Center
- Designated Bus Stop Sign
- Undesignated Bus Stop
- Shelter
- Stop Sign
- Ramp Used at Stop
- 3/6 Boarding/Alighting
- Route 1
- County Boundary

Sources: Valley Transit data provided by City of Appleton, 2006.  
Boarding/Alighting data compiled by ECWRPC, 2006.  
Digital Base data provided by Outagamie Co., Winnebago Co.,  
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# Exhibit #12 VALLEY TRANSIT ROUTE #2 - PROSPECT\*



- ★ Transit Center
- ☒ Designated Bus Stop Sign
- Undesignated Bus Stop
- 🏠 Shelter
- STOP Stop Sign
- ♿ Ramp Used at Stop
- 3/6 Boarding/Alighting
- Route 2
- - - County Boundary

Sources: Valley Transit data provided by City of Appleton, 2006.  
Boarding/Alighting data compiled by ECWRPC, 2006.  
Digital Base data provided by Outagamie Co. and Winnebago Co., 2007.

\* Boarding/Alighting data was collected prior to the detour of this route. All current bus stops are now on the other side of the street.

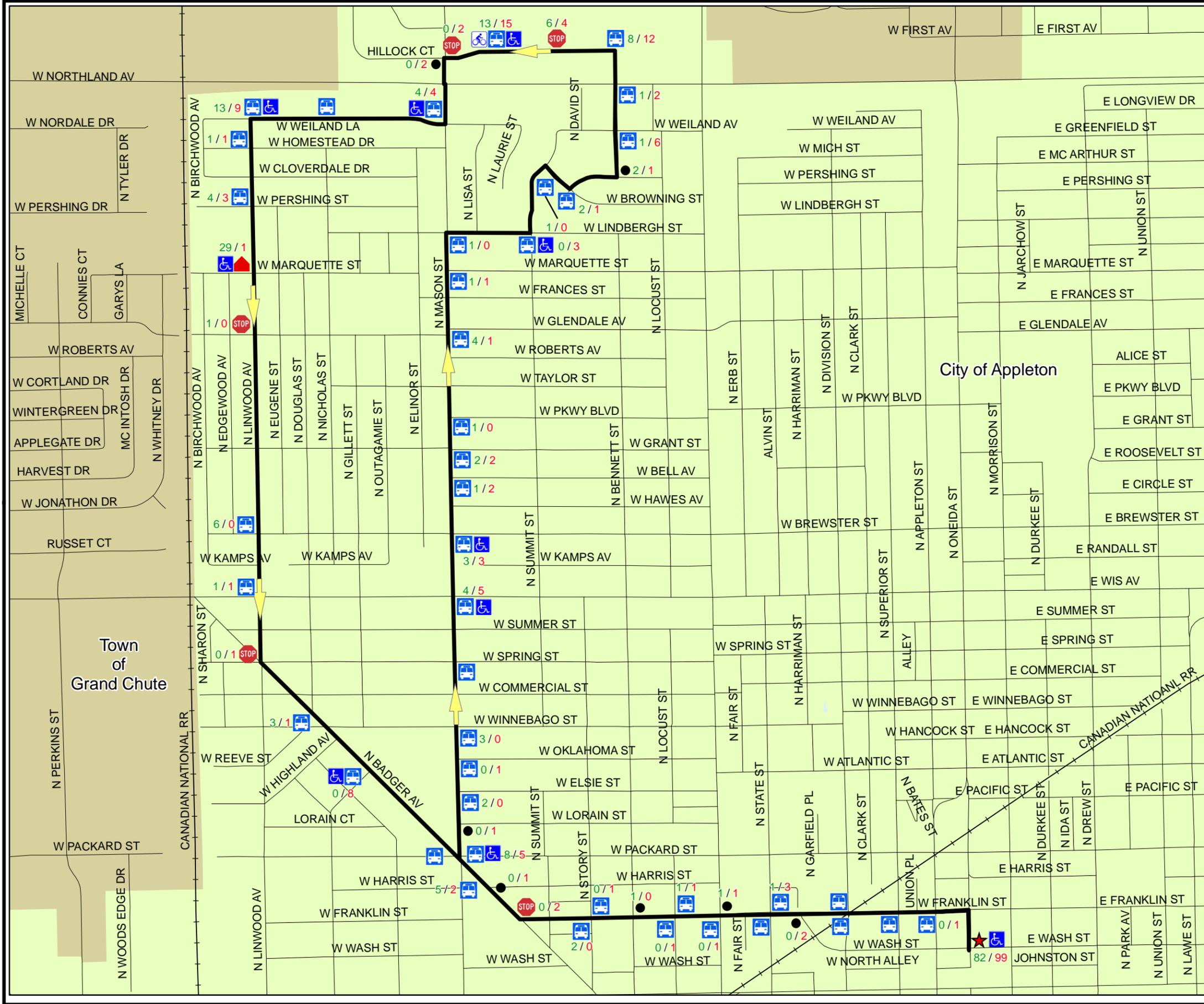


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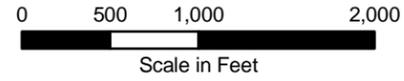


# Exhibit #13 VALLEY TRANSIT ROUTE #3 - MASON



- ★ Transit Center
- 🚌 Designated Bus Stop Sign
- Undesignated Bus Stop
- 🏠 Shelter
- 🛑 Stop Sign
- ♿ Ramp Used at Stop
- 🚲 Bike Rack Used at Stop
- 3/6 Boarding/Alighting
- Route 3

Sources: Valley Transit data provided by City of Appleton, 2006.  
Boarding/Alighting data compiled by ECWRPC, 2006.  
Digital Base data provided by Outagamie Co., 2007.



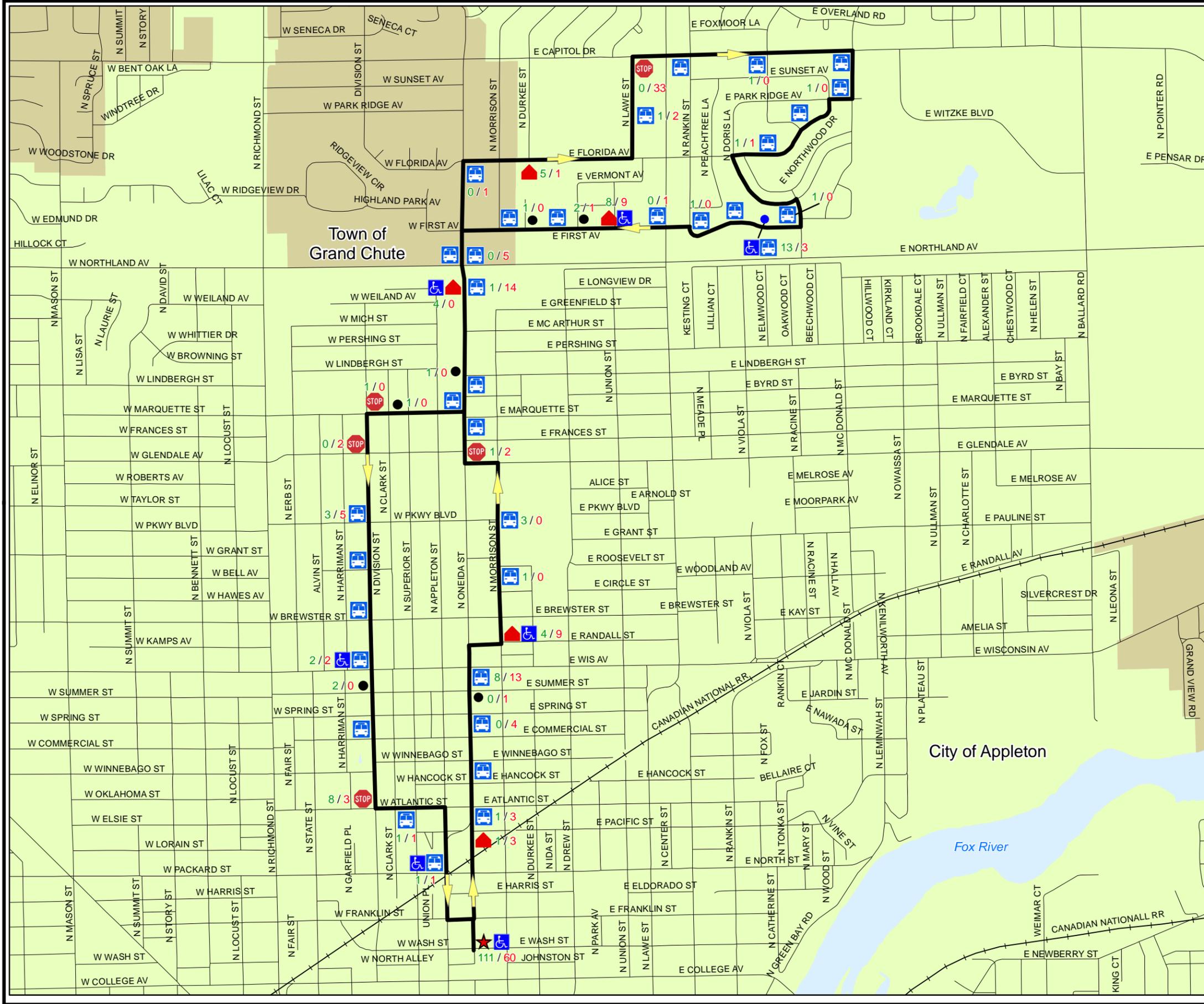
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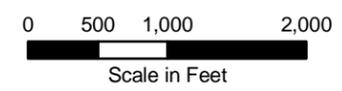


# Exhibit #15 VALLEY TRANSIT ROUTE #5 - NORTH ONEIDA



- ★ Transit Center
- 🚌 Designated Bus Stop Sign
- Undesignated Bus Stop
- 🏠 Shelter
- STOP Stop Sign
- ♿ Ramp Used at Stop
- 3/6 Boarding/Alighting
- Route 5

Sources: Valley Transit data provided by City of Appleton, 2006.  
Boarding/Alighting data compiled by ECWRPC, 2006.  
Digital Base data provided by Outagamie Co., 2007.



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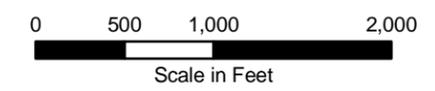




# Exhibit #17 VALLEY TRANSIT ROUTE #7 - BALLARD

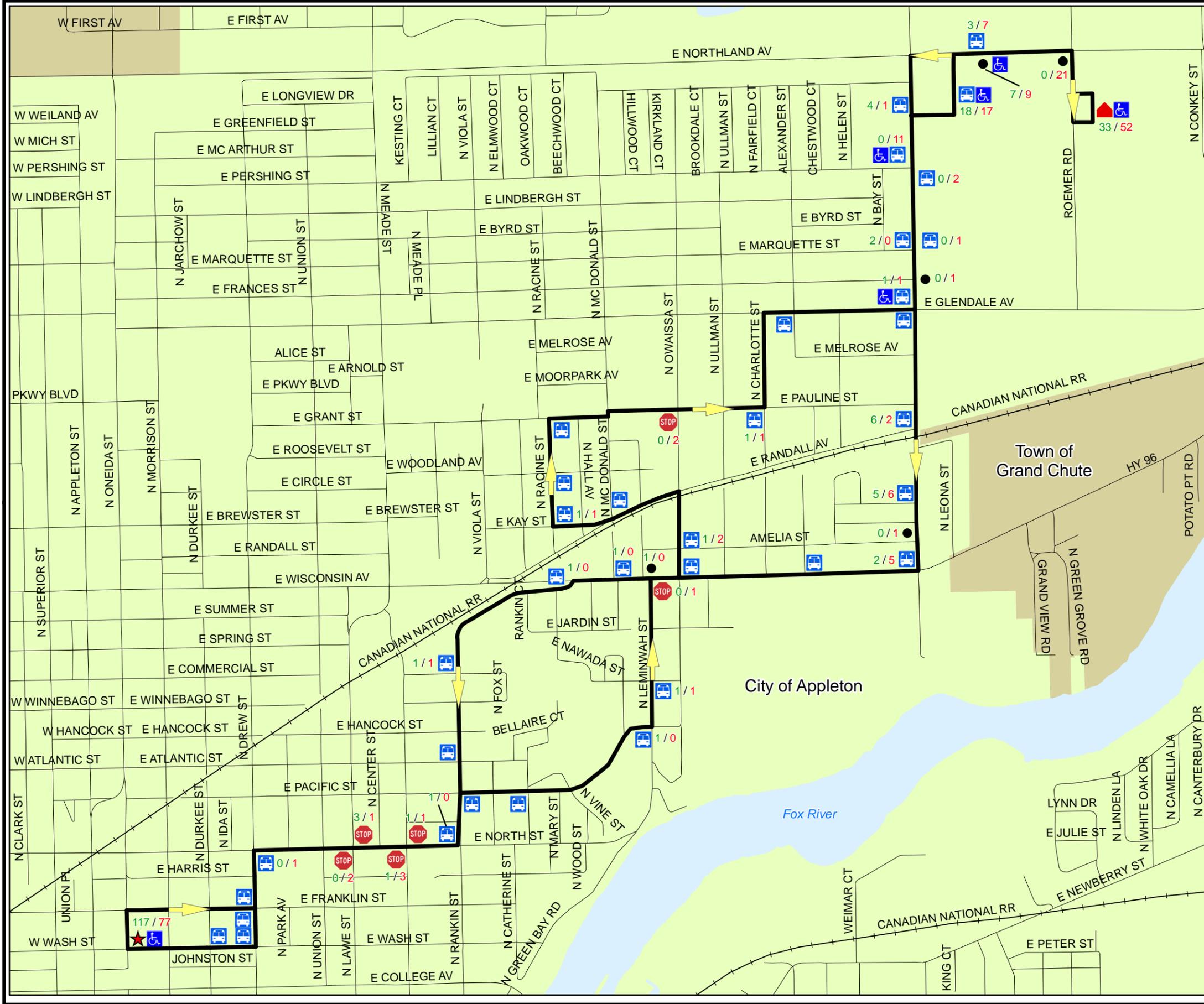
- ★ Transit Center
-  Designated Bus Stop Sign
- Undesignated Bus Stop
-  Shelter
-  Stop Sign
-  Ramp Used at Stop
- 3/6 Boarding/Alighting
- Route 7

Sources: Valley Transit data provided by City of Appleton, 2006.  
Boarding/Alighting data compiled by ECWRPC, 2006.  
Digital Base data provided by Outagamie Co., 2007.

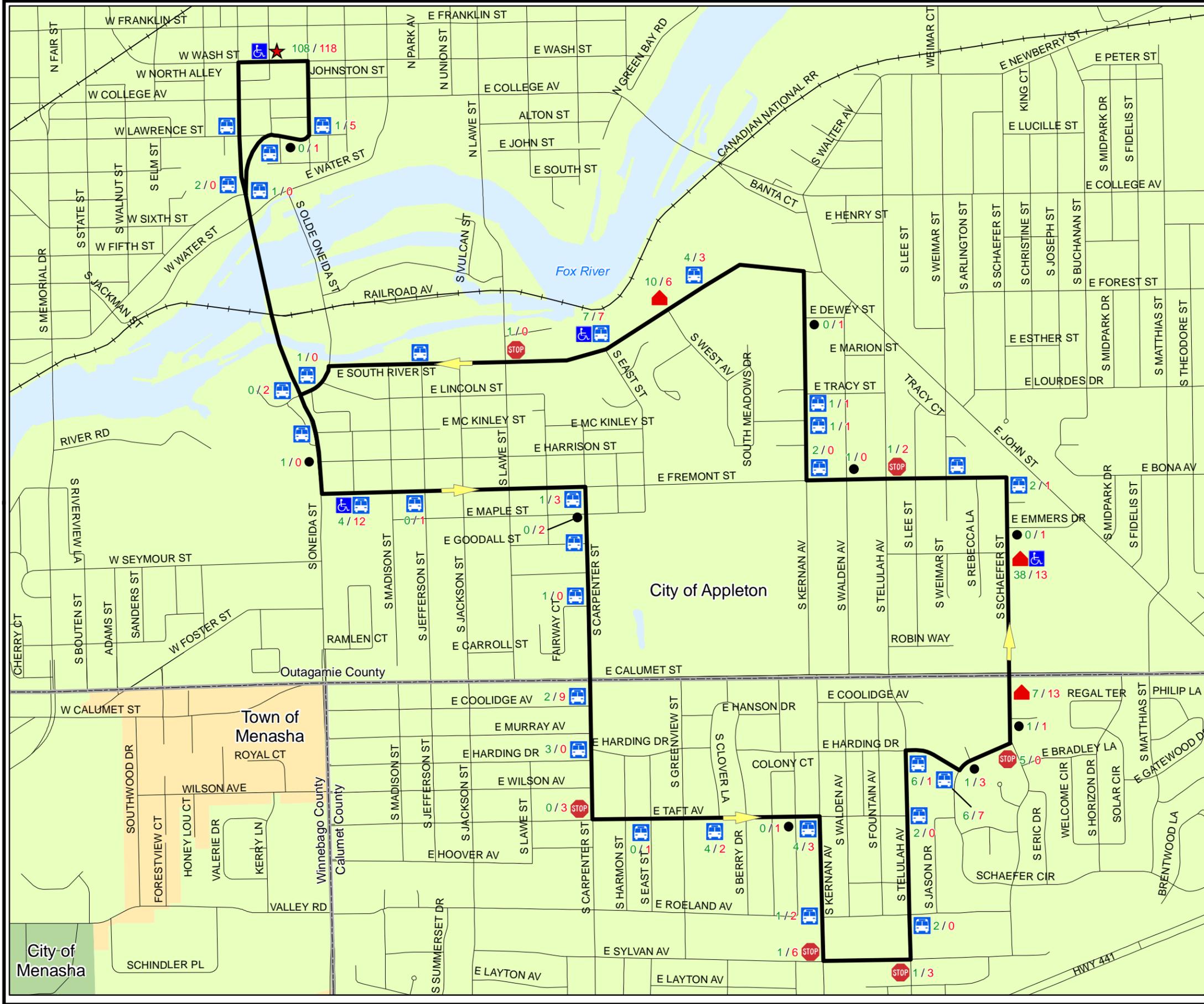


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# Exhibit #18 VALLEY TRANSIT ROUTE #8 - TELULAH



- Transit Center
- Designated Bus Stop Sign
- Undesignated Bus Stop
- Shelter
- Stop Sign
- Ramp Used at Stop
- 3/6 Boarding/Alighting
- Route 8
- County Boundary

Sources: Valley Transit data provided by City of Appleton, 2006.  
Boarding/Alighting data compiled by ECWRPC, 2006.  
Digital Base data provided by Outagamie Co., Winnebago Co., and Calumet Co., 2007.



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# Exhibit #19 OSHKOSH TRANSIT SYSTEM Route #10 - NEENAH

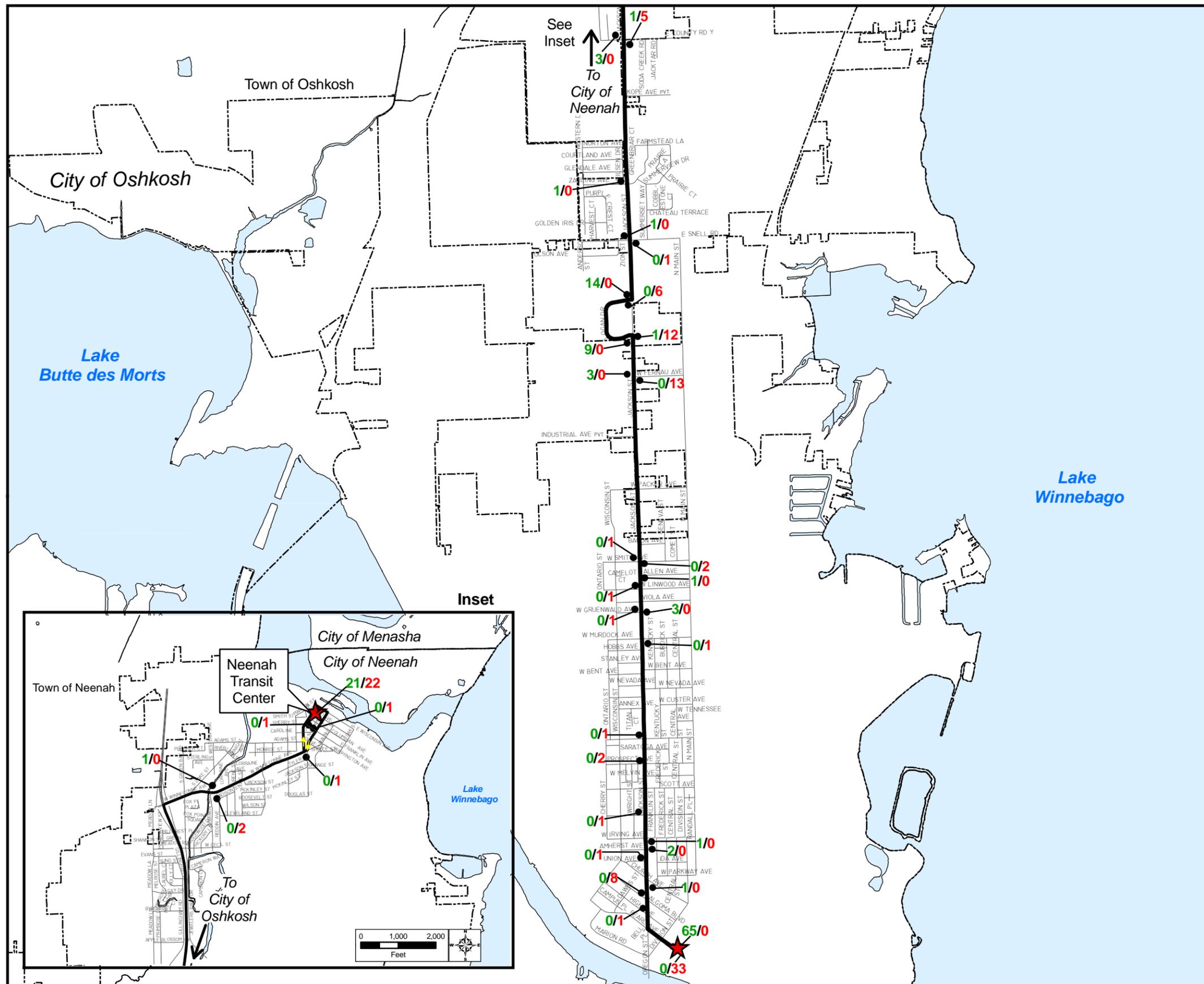
-  Transit Center
-  Bus Stop with Bench
-  Bus Stop with Shelter
-  Bus Stop with Bench/Shelter
- 3/6 Boarding / Alighting
-  Ramp Used at Stop
-  Route 10

Source: Route Data provided by City of Oshkosh, 2005.  
Digital Base Data provided by Winnebago County, 2005.

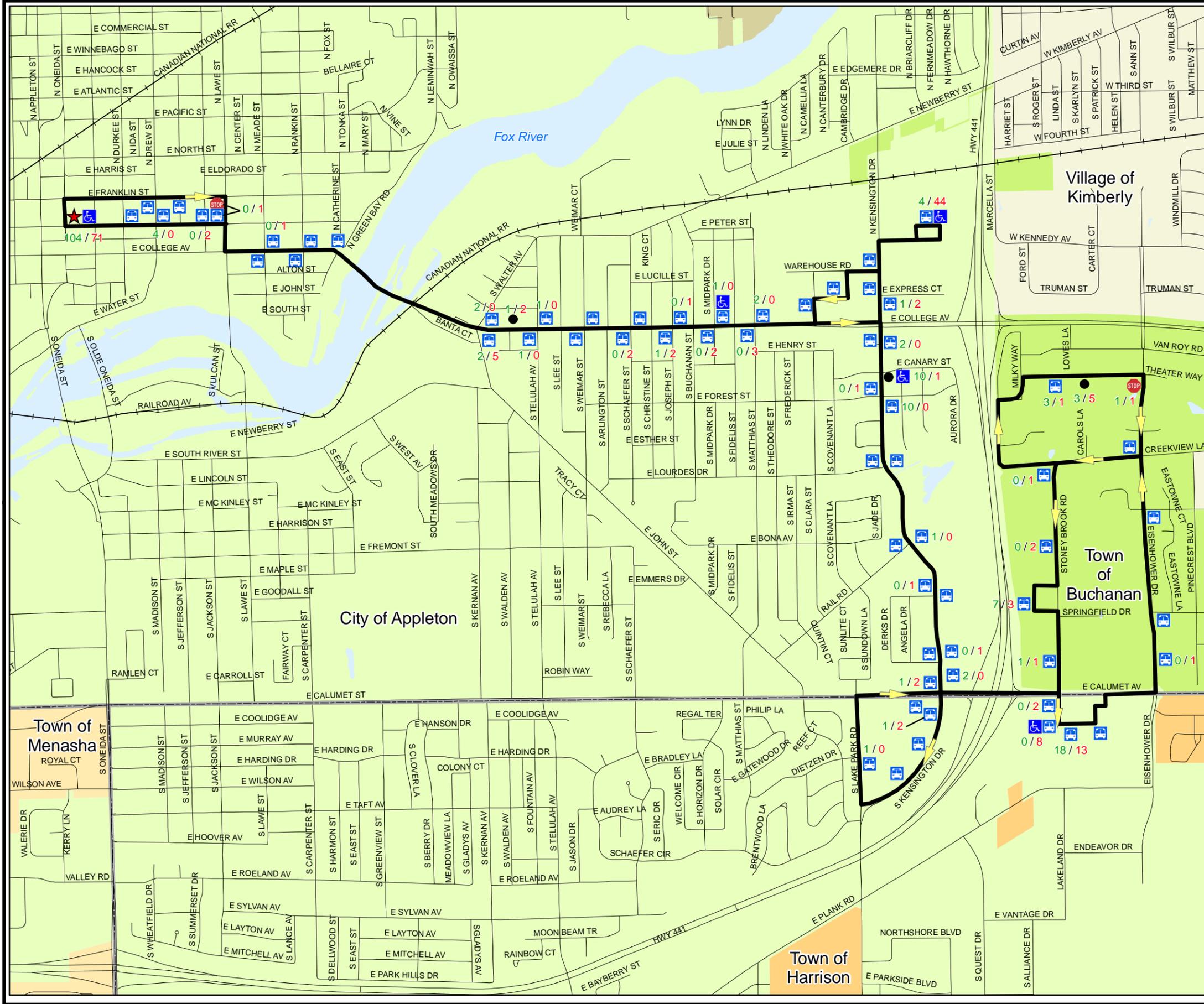


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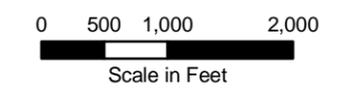


# Exhibit #20 VALLEY TRANSIT ROUTE #11 EAST COLLEGE - BUCHANAN



- Transit Center
- Designated Bus Stop Sign
- Undesignated Bus Stop
- Shelter
- Stop Sign
- Ramp Used at Stop
- 3/6 Boarding/Alighting
- Route 11
- County Boundary

Sources: Valley Transit data provided by City of Appleton, 2006.  
Boarding/Alighting data compiled by ECWRPC, 2006.  
Digital Base data provided by Outagamie Co., Winnebago Co.,  
and Calumet Co., 2007.

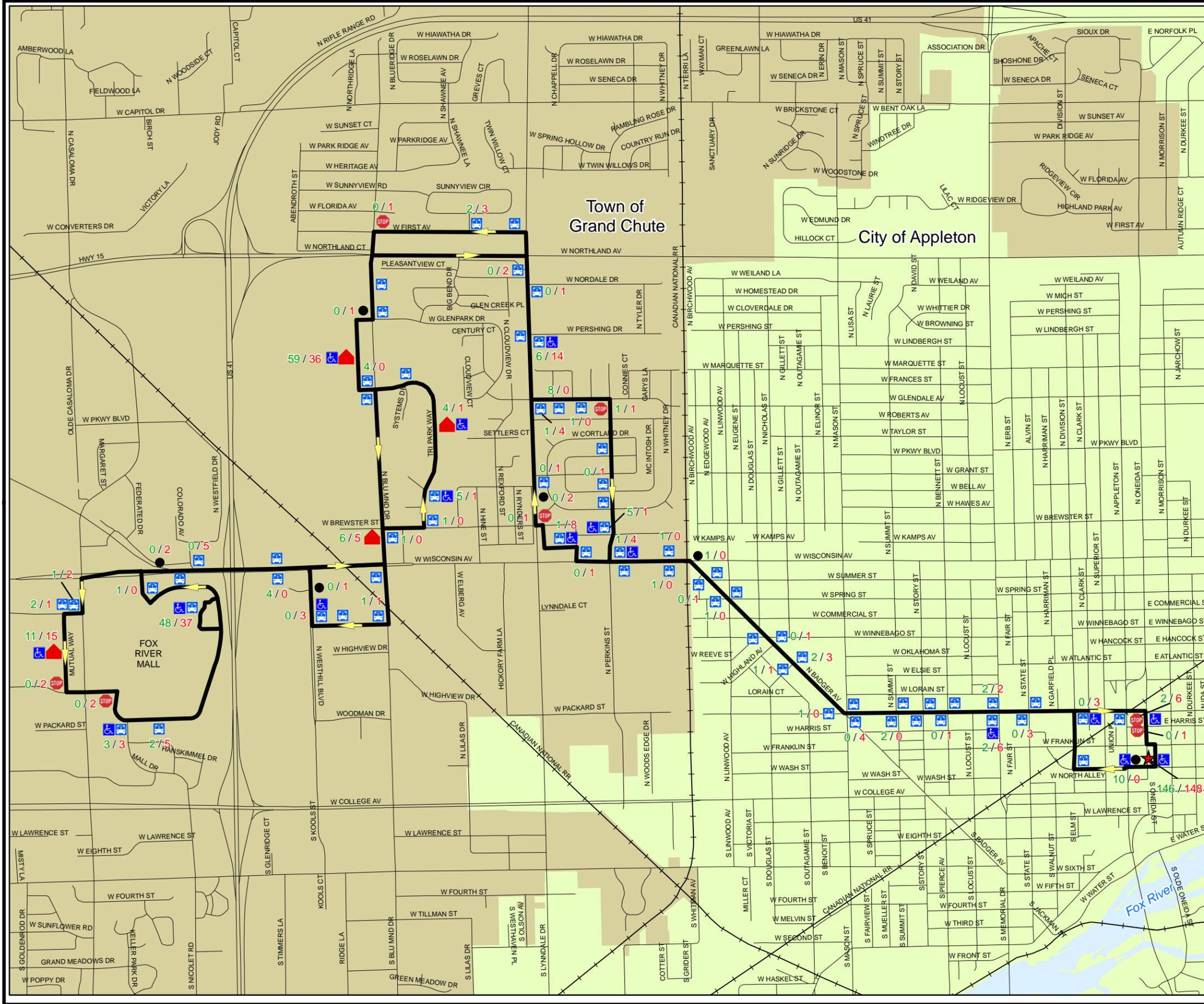


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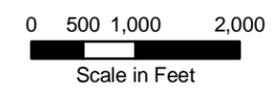


# Exhibit #21 VALLEY TRANSIT ROUTE #12 FOX VALLEY TECH



- ★ Transit Center
- 🚌 Designated Bus Stop Sign
- Undesignated Bus Stop
- 🏠 Shelter
- 🛑 Stop Sign
- ♿ Ramp Used at Stop
- 3/6 Boarding/Alighting
- Route 12

Sources: Valley Transit data provided by City of Appleton, 2006.  
Boarding/Alighting data compiled by ECWRPC, 2006.  
Digital Base data provided by Outagamie Co., 2007.

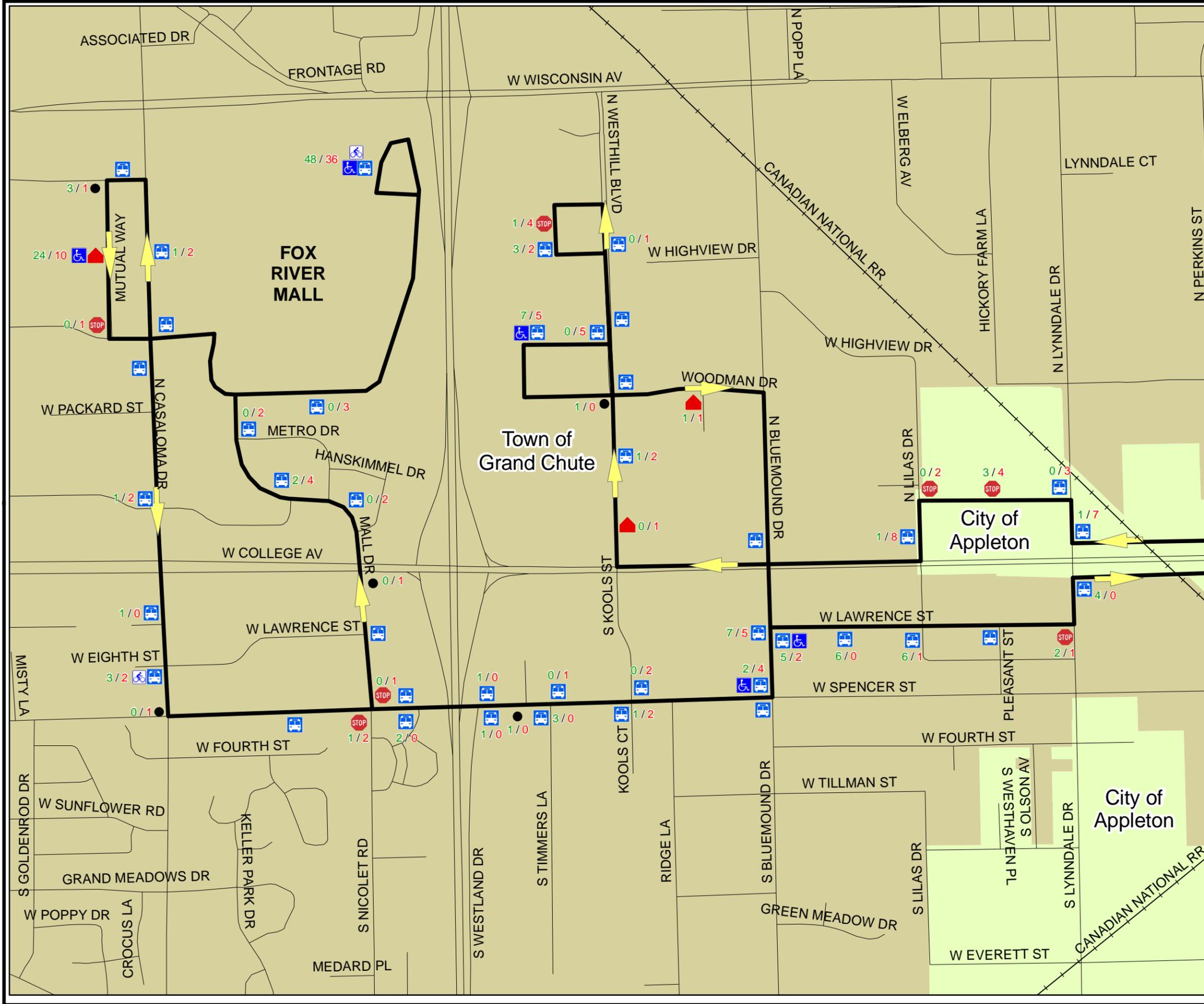


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# Exhibit #22 VALLEY TRANSIT ROUTE #15 - WEST COLLEGE -West Half-



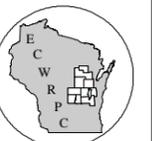
- ★ Transit Center
- ☒ Designated Bus Stop Sign
- Undesignated Bus Stop
- ▲ Shelter
- STOP Stop Sign
- ♿ Ramp Used at Stop
- 🚲 Bike Rack Used at Stop
- 3/6 Boarding/Alighting
- Route 15

Sources: Valley Transit data provided by City of Appleton, 2006.  
Boarding/Alighting data compiled by ECWRPC, 2006.  
Digital Base data provided by Outagamie Co., 2007.



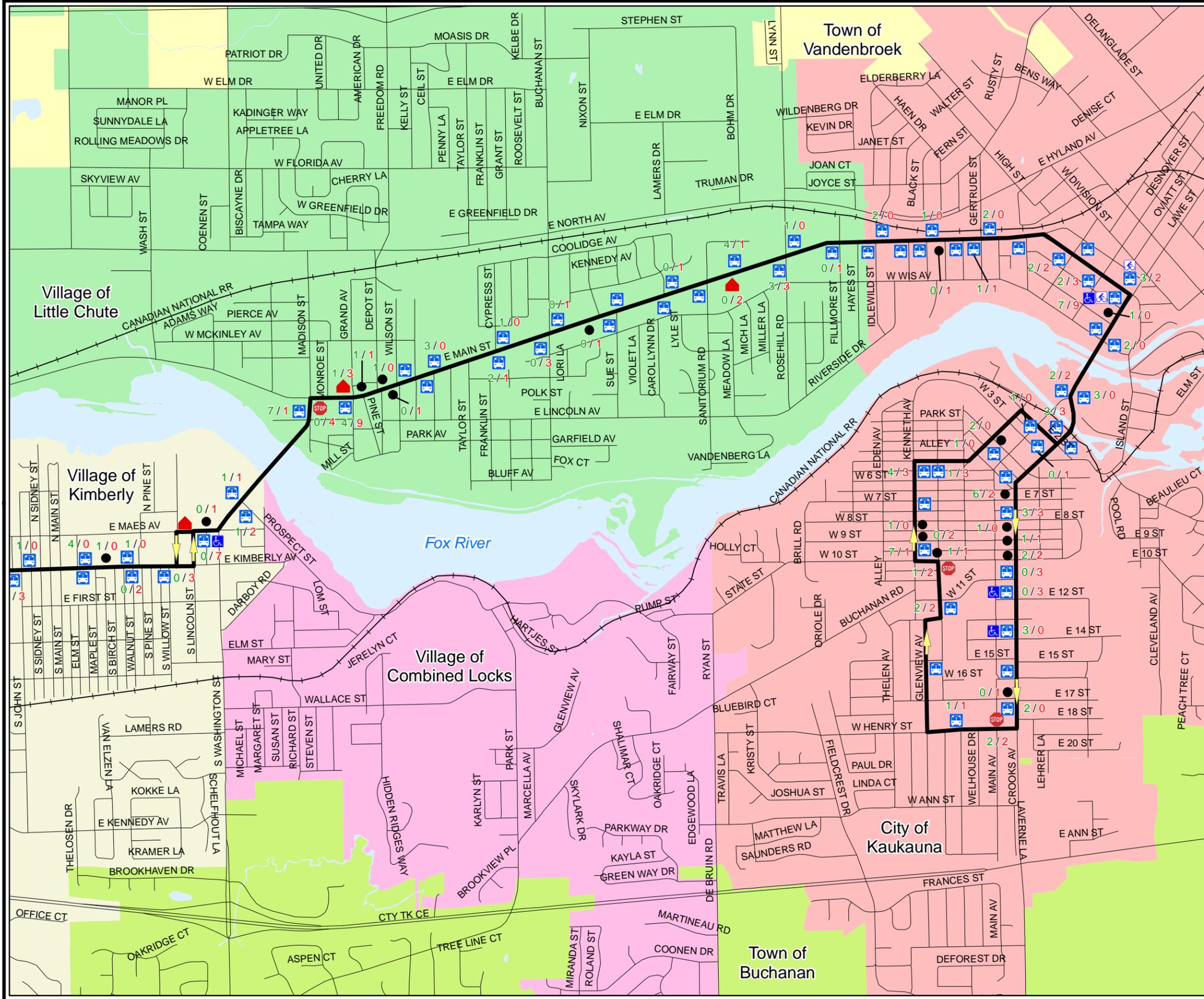
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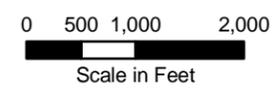


# Exhibit #24 VALLEY TRANSIT ROUTE #20 HEART OF THE VALLEY -East Half-



- ★ Transit Center
- ☐ Designated Bus Stop Sign
- Undesignated Bus Stop
- ▲ Shelter
- ⊘ Stop Sign
- ♿ Ramp Used at Stop
- 🚲 Bike Rack Used at Stop
- 3/6 Boarding/Alighting
- Route 20

Sources: Valley Transit data provided by City of Appleton, 2006.  
Boarding/Alighting data compiled by ECWRPC, 2006.  
Digital Base data provided by Outagamie Co., 2007.



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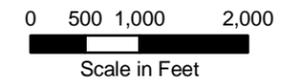
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# Exhibit #25 VALLEY TRANSIT ROUTE #20 HEART OF THE VALLEY -West Half-

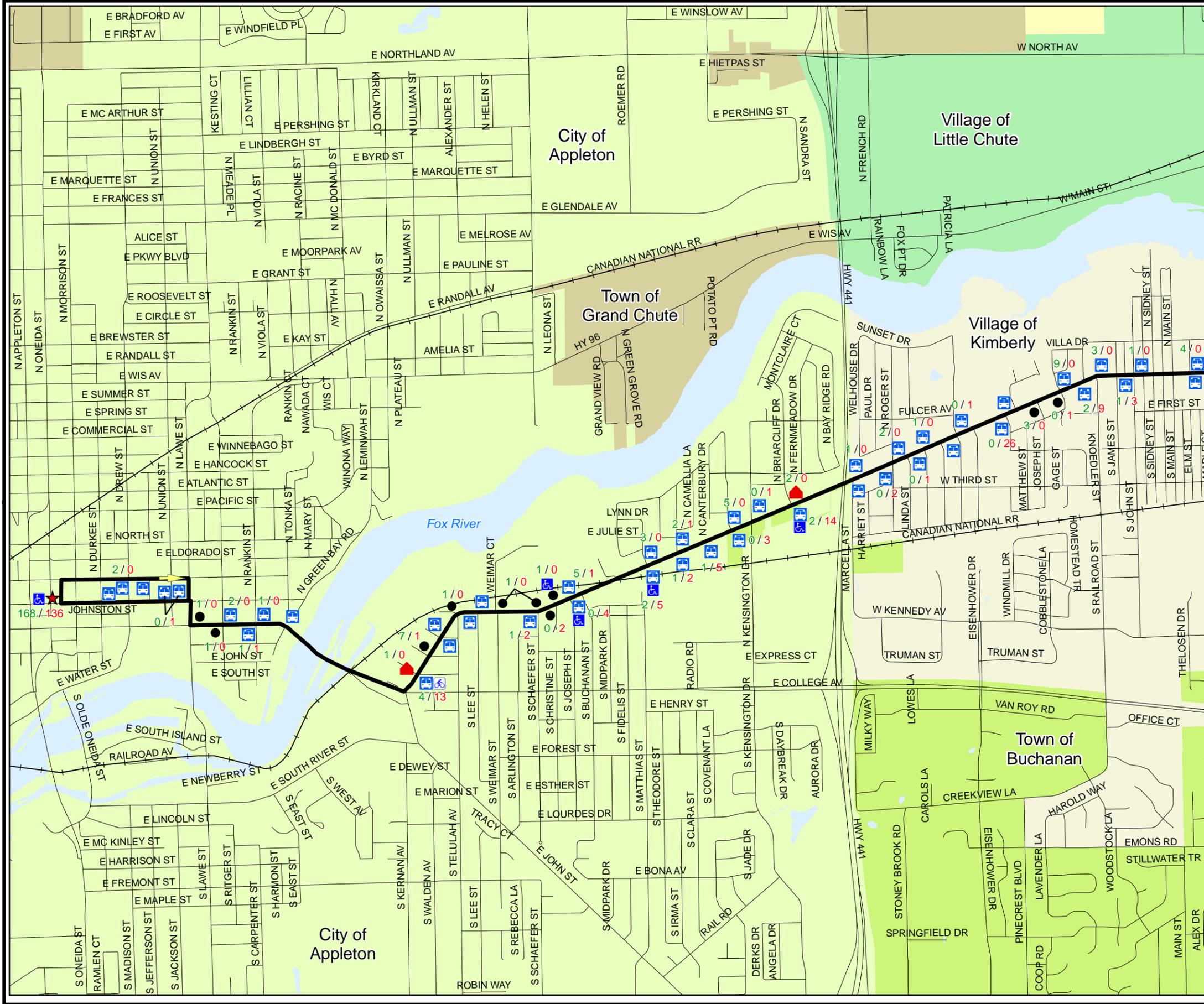
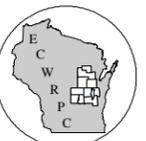
-  Transit Center
-  Designated Bus Stop Sign
-  Undesignated Bus Stop
-  Shelter
-  Stop Sign
-  Ramp Used at Stop
-  Bike Rack Used at Stop
- 3/6 Boarding/Alighting
-  Route 20

Sources: Valley Transit data provided by City of Appleton, 2006.  
Boarding/Alighting data compiled by ECWRPC, 2006.  
Digital Base data provided by Outagamie Co., 2007.

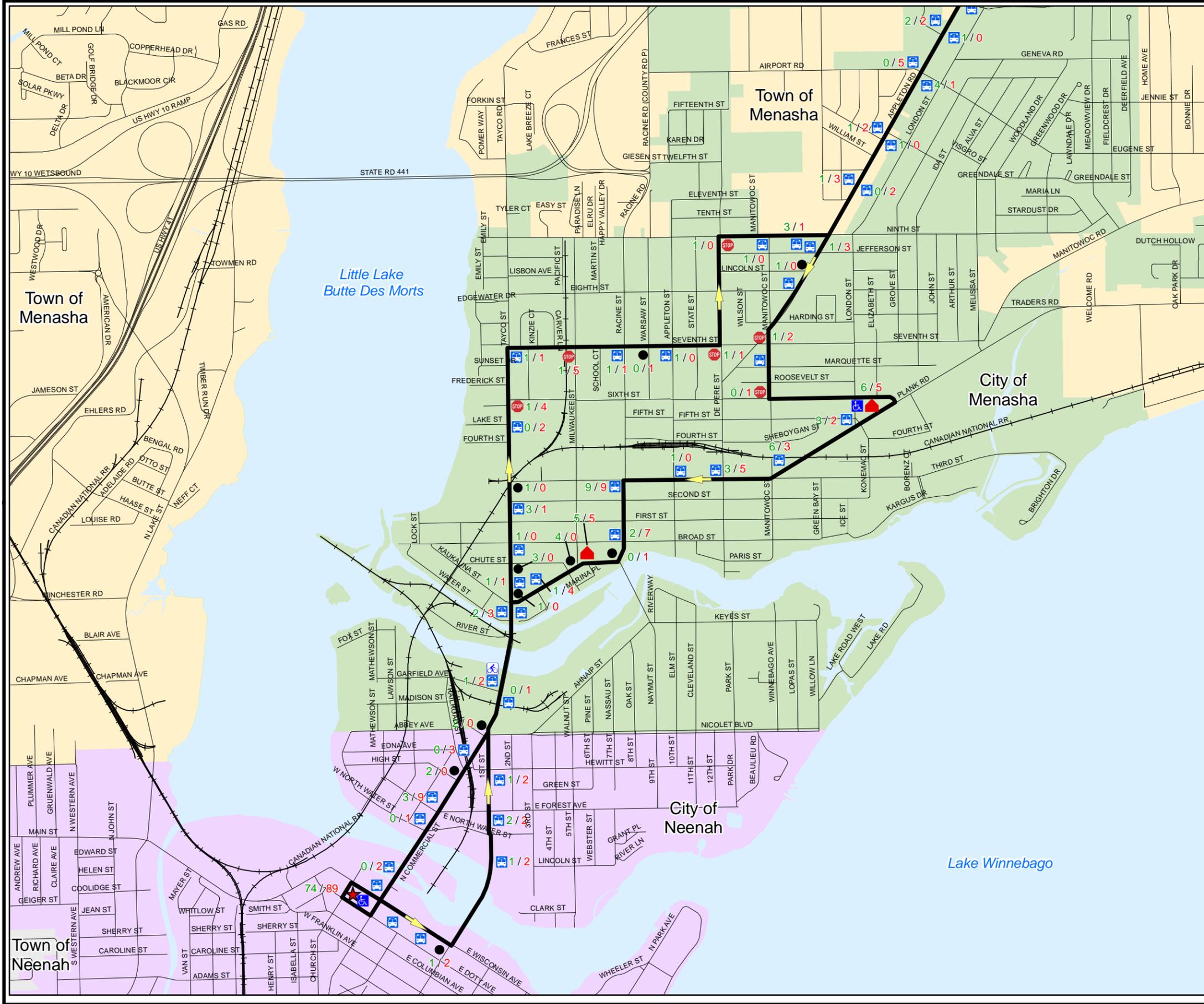


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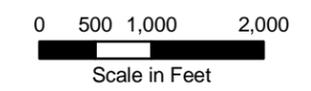


# Exhibit #26 VALLEY TRANSIT ROUTE #30 NEENAH / MENASHA -South Half-



- ★ Transit Center
- 🚌 Designated Bus Stop Sign
- Undesignated Bus Stop
- 🏠 Shelter
- 🛑 Stop Sign
- ♿ Ramp Used at Stop
- 🚲 Bike Rack Used at Stop
- 3/6 Boarding/Alighting
- Route 30

Sources: Valley Transit data provided by City of Appleton, 2006.  
Boarding/Alighting data compiled by ECWRPC, 2006.  
Digital Base data provided by Winnebago Co., 2007.

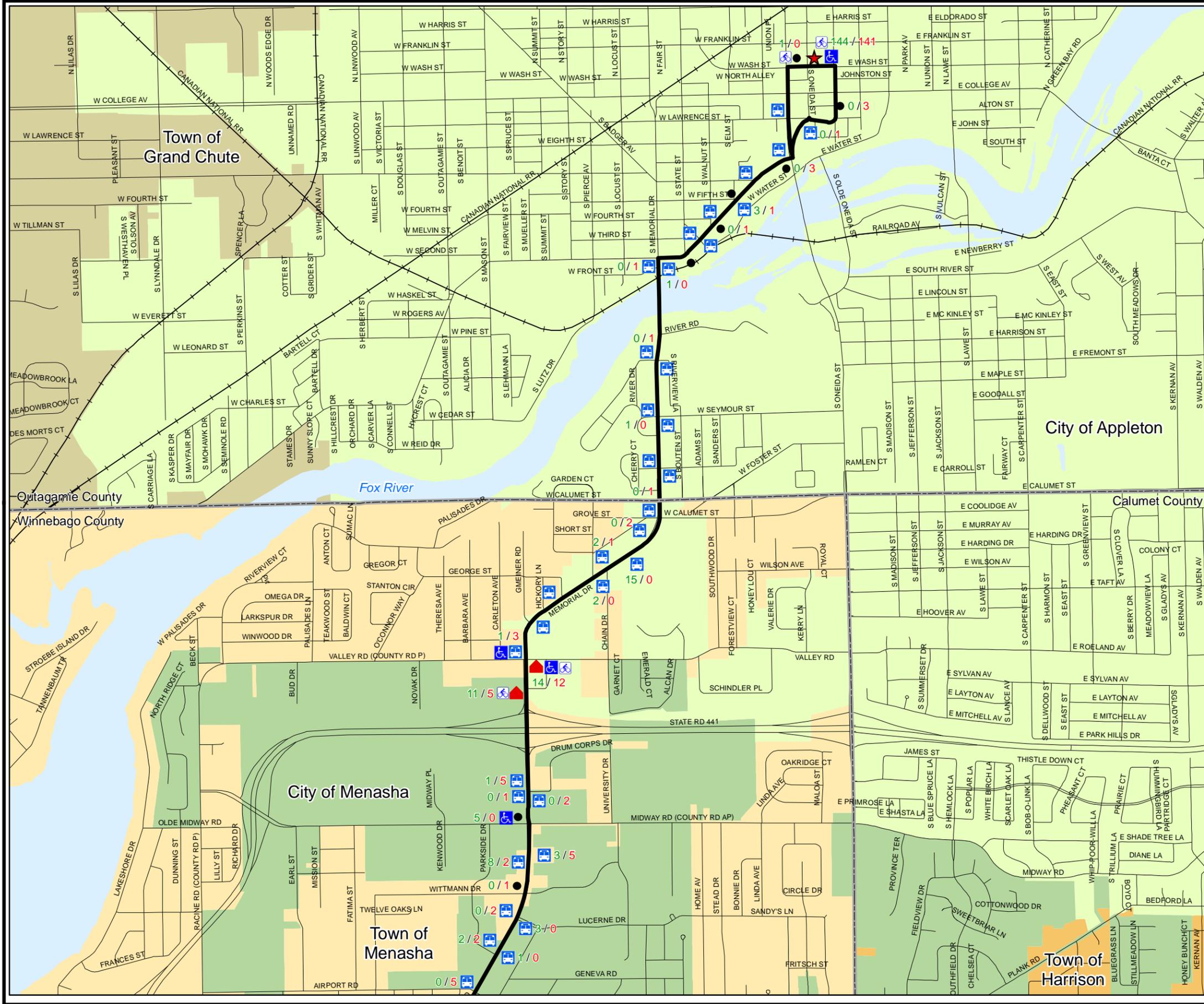


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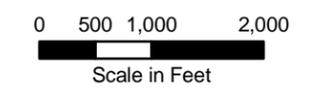


# Exhibit #27 VALLEY TRANSIT ROUTE #30 NEENAH / MENASHA -North Half-



- Transit Center
- Designated Bus Stop Sign
- Undesignated Bus Stop
- Shelter
- Stop Sign
- Ramp Used at Stop
- Bike Rack Used at Stop
- 3/6 Boarding/Alighting
- Route 30
- County Boundary

Sources: Valley Transit data provided by City of Appleton, 2006.  
Boarding/Alighting data compiled by ECWRPC, 2006.  
Digital Base data provided by Outagamie Co., Winnebago Co., and Calumet Co., 2007.

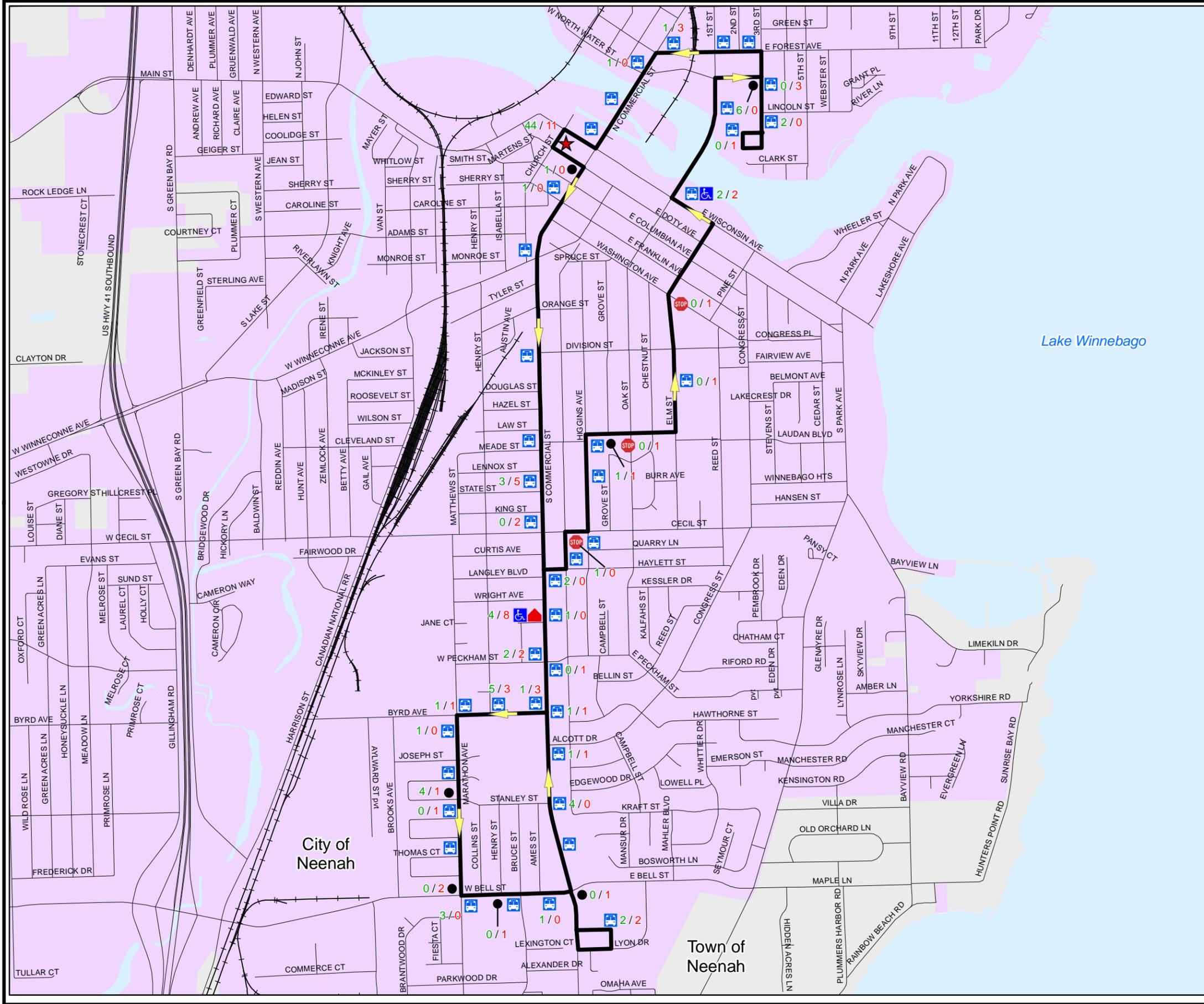


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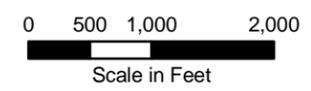


# Exhibit #28 VALLEY TRANSIT ROUTE #31 - EAST NEENAH



-  Transit Center
-  Designated Bus Stop Sign
-  Undesignated Bus Stop
-  Shelter
-  Stop Sign
-  Ramp Used at Stop
- 3/6 Boarding/Alighting
-  Route 31

Sources: Valley Transit data provided by City of Appleton, 2006.  
Boarding/Alighting data compiled by ECWRPC, 2006.  
Digital Base data provided by Winnebago Co., 2007.

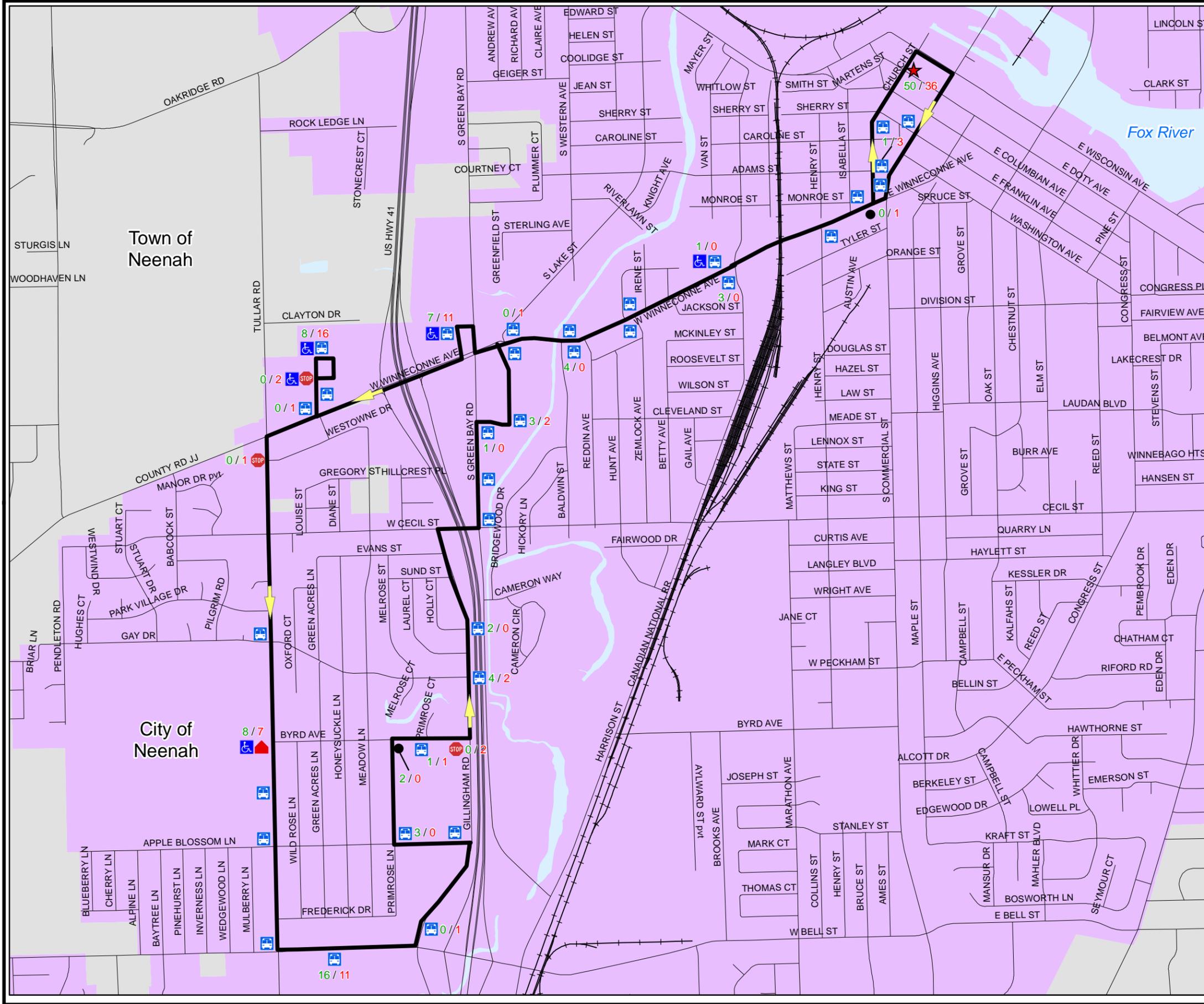


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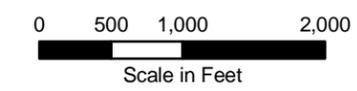


# Exhibit #29 VALLEY TRANSIT ROUTE #32 - WEST NEENAH



- Transit Center
- Designated Bus Stop Sign
- Undesignated Bus Stop
- Shelter
- Stop Sign
- Ramp Used at Stop
- 3/6 Boarding/Alighting
- Route 32

Sources: Valley Transit data provided by City of Appleton, 2006.  
Boarding/Alighting data compiled by ECWRPC, 2006.  
Digital Base data provided by Winnebago Co., 2007.



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# Exhibit #30 VALLEY TRANSIT ROUTE #41 WEST FOX VALLEY -South Half-

-  Transit Center
-  Designated Bus Stop Sign
-  Undesignated Bus Stop
-  Shelter
-  Stop Sign
-  Bike Rack Used at Stop
- 3/6 Boarding/Alighting
-  Route 41
-  County Boundary

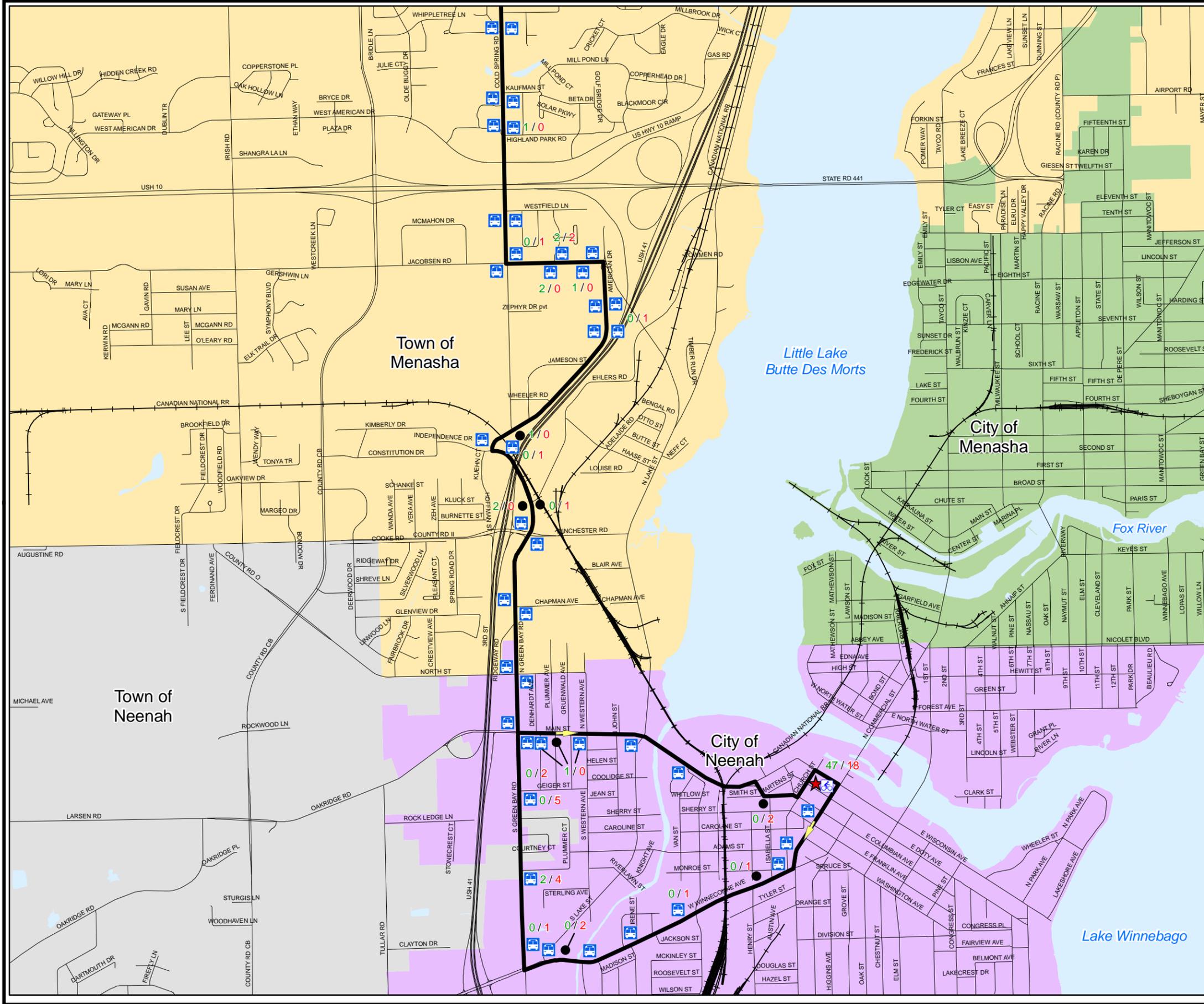
Sources: Valley Transit data provided by City of Appleton, 2006.  
Boarding/Alighting data compiled by ECWRPC, 2006.  
Digital Base data provided by Winnebago Co., 2007.



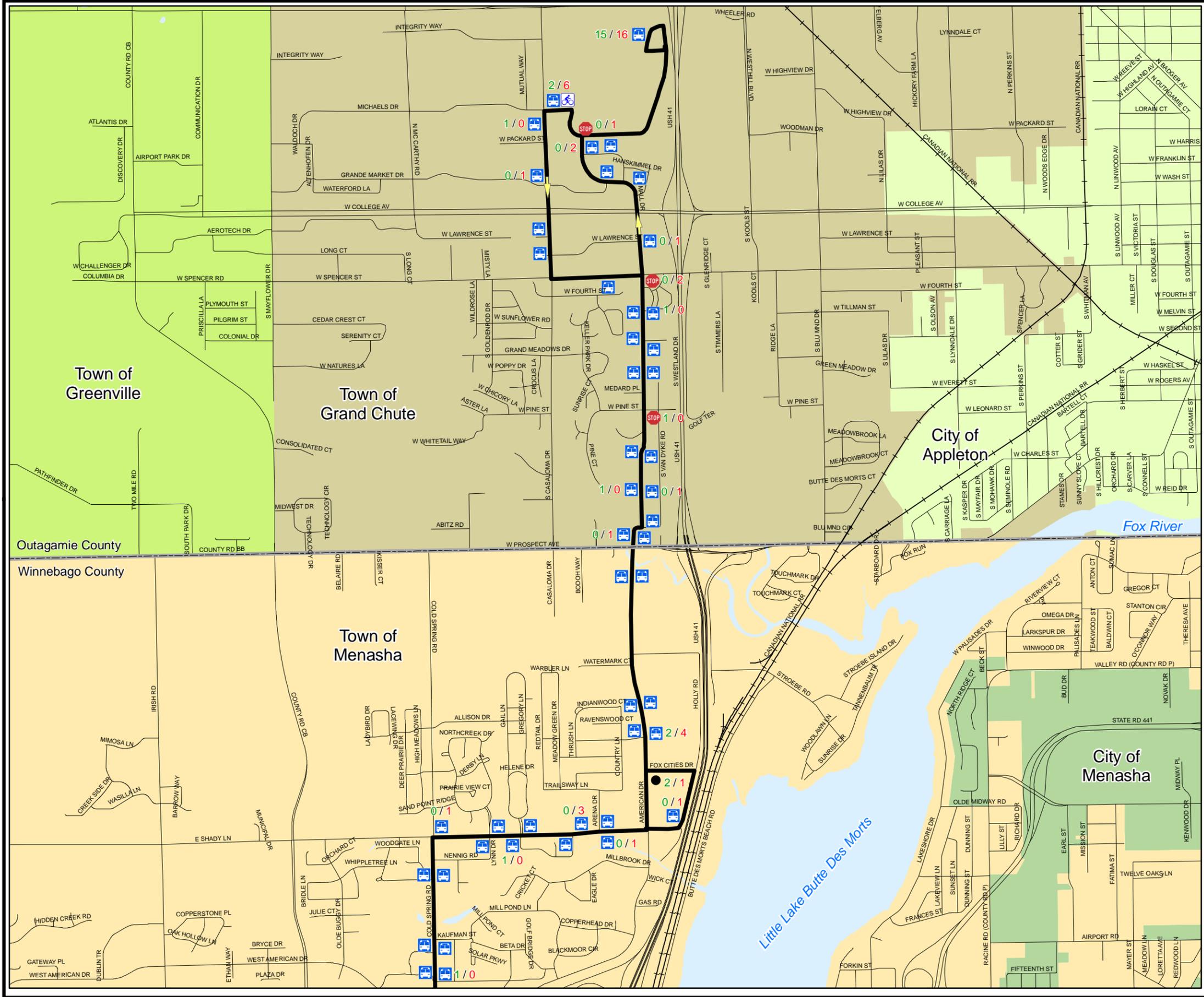
0 500 1,000 2,000  
Scale in Feet

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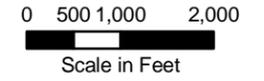


# Exhibit #31 VALLEY TRANSIT ROUTE #41 WEST FOX VALLEY -North Half-



- Transit Center
- Designated Bus Stop Sign
- Undesignated Bus Stop
- Shelter
- Stop Sign
- Bike Rack Used at Stop
- 3/6 Boarding/Alighting
- Route 41
- County Boundary

Sources: Valley Transit data provided by City of Appleton, 2006.  
Boarding/Alighting data compiled by ECWRPC, 2006.  
Digital Base data provided by Outagamie Co. and Winnebago Co., 2007.



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## Fares

As of January 1, 2009, fixed route cash fares are \$1.80. Senior and disabled fares are discounted at \$0.90. Senior and disabled users must show a Valley Transit identification card, Medicare card, or ADA certification card as proof of eligibility for the discounted rate. Children that are four years old or younger are free. Transfers within the fixed route system are also free. Valley Transit also offers a fixed route day pass for \$5.00. A regular thirty day pass is also available for \$56.00, while a discounted thirty day pass is also available to senior and the disabled for \$40.00. Ten ride tickets are \$15.00, while ten ride tickets are also available at the senior and disabled discounted rate of \$9.00. Groups of six to twenty-eight children that are chaperoned by an adult qualify for the "Kids on the Go" fare at \$0.60. Adult chaperones must pay the regular cash fare. Due to increased fuel costs experienced over the last few years, Valley Transit has built-in a fuel surcharge which could be implemented in July of 2009 if the average fuel cost for the first half of the year exceeds \$3.61 per gallon.

## Ridership

After steady declines in ridership through 2003, ridership has been on the rise. In 2006, Valley Transit witnessed its highest revenue passenger total since 2001 with 628,251. As noted in Table 32, there were over 937,000 unlinked passengers in 2006. Unlinked passengers represent the total number of boardings, including all transfers on the system, while revenue passengers represent the total number of boardings which generate revenue.

## Expenses

Although fixed route expenses have fluctuated since 2003, the system reached its highest expense total in 2006 at \$4,180,667. Overall, expenses have increased at a modest rate, mainly the result of inflationary and general cost increases. Fixed route expenses by year are also shown in Table 32.

## Revenues

Passenger revenues for fixed route service have been on the rise since 2002 and also reached its highest total in 2006 at over \$691,000. Additional revenues, such as advertising and contracts, have been on the rise since 2003. Such revenues brought in nearly \$98,000 in 2006.

## Funding

Valley Transit receives funding from four primary sources: local, county, state and federal. Funding support from state and federal sources has contributed to improvements in transit service. While funding grew steadily during the 1970's and 1980's, some fluctuations occurred during the 1990's and over the first half of the current decade. The impact of these fluctuations has affected the local cost of service, and to some degree service levels. Table 32 shows funding trends from these sources since 2001 in dollar amounts, while Table 33 breaks down funding and revenues as a percentage.

**TABLE 32  
FIXED ROUTE PASSENGERS, EXPENSES, REVENUES  
2001 - 2006**

	2006	2005	2004	2003	2002	2001
Revenue Passengers	628,251	620,072	597,244	582,606	621,837	637,553
Revenue Miles	843,759	858,812	859,016	871,748	885,300	896,830
Unlinked Passengers	937,297	954,725	937,410	909,197	970,417	965,664
Fixed Route Expenses	\$4,180,667	\$4,053,105	\$4,135,494	\$3,735,265	\$3,641,405	\$3,555,995
Fixed Route Passenger Revenue	\$691,307	\$611,950	\$535,621	\$518,886	\$435,921	\$457,120
Other Revenues	\$97,447	\$88,227	\$75,792	\$50,022	\$62,923	\$61,675
Revenues	\$788,754	\$700,177	\$611,413	\$568,908	\$498,844	\$518,795
Deficit	\$3,391,913	\$3,352,928	\$3,524,081	\$3,166,357	\$3,142,561	\$3,037,200
Federal Share	\$1,434,139	\$1,182,751	\$1,241,357	\$1,201,541	\$1,108,335	\$1,381,987
State Share	\$1,070,861	\$1,196,251	\$1,286,123	\$1,141,579	\$1,165,007	\$805,220
Local Share**	\$659,712	\$764,924	\$785,539	\$626,783	\$651,785	\$646,817
County Share	\$227,202	\$209,002	\$211,062	\$209,398	\$204,489	\$203,176

\*\* Without depreciation and interest included  
2001 and 2002 Fed Share incl. WETAP Grant funds  
Source: Valley Transit, 2007

**TABLE 33  
FUNDING AND REVENUE SOURCES (%)**

Year	Revenues	Federal Share	State Share	Local Share	County Share
2001	14.6%	38.9%	22.6%	18.2%	5.7%
2002	13.8%	30.5%	32.1%	18.0%	5.6%
2003	15.2%	32.1%	30.4%	16.7%	5.6%
2004	14.8%	30.0%	31.1%	19.0%	5.1%
2005	17.3%	29.2%	29.5%	18.9%	5.1%
2006	18.9%	34.3%	25.6%	15.8%	5.4%

Source: Valley Transit, 2007

## Changes in Service

Since the 2001 TDP, there have been several route changes (Table 34).

**TABLE 34  
SERVICE CHANGES SINCE 2001**

<b>Date</b>	<b>Service/Route</b>	<b>Change*</b>
February 2002	Paratransit	Fare Increase
March 2002	Route 8 – East College	Route Altered
March 2002	Route 9 – Meadow Grove	Route Altered
March 2002	Route 11 – Midway	Route Altered
March 2002	System Renumbering	Route Altered
June 2002	Route 8 – East College	Route Altered
June 2002	Route 9 – Telulah	Route Altered and Renamed
June 2002	Route 11 – Midway	Route Altered
June 2002	Route 31 – East and West Inner Neenah	Service Hours Shortened
August 2002	Route 2 – Fox Valley Tech	Route Altered
October 2002	Route 31 – East Inner Neenah	Route Altered
January 2003	Fixed Route and Paratransit	Fares Increases
September 2003	Route 7 – Ballard	Route Expanded
September 2003	Route 15 – West College	Route Altered
September 2003	Route 41 – West Fox Valley	Route Altered
March 2004	Route 3 – Mason	Route Altered
March 2004	Route 6 – Meade	Route Altered
March 2004	Route 7 – Ballard	Route Altered
March 2004	Route 12 – Fox Valley Tech	Route Altered
March 2004	Route 20 – Heart of the Valley	Route Altered
October 2004	Route 30 – Neenah/Menasha	Demand Response Service to Affinity Clinic Eliminated
November 2004	Route 9 – East College	Front Door Service to Wal-Mart Eliminated
January 2005	Route 20 – Heart of the Valley	Route Altered
March 2005	Route 2 – Prospect	Route Altered
March 2005	Route 9 – East College	Route Altered
March 2005	Route 20 – Heart of the Valley	Route Altered
March 2005	Route 31- East Neenah	Route Altered
June 2005	Fixed Route	Fare Increase
September 2005	Route 1A – Midway	Daily Trips Reduced
September 2005	Route 9 – East College	Route Expanded and Renamed to Route 11 – East College/Buchanan
April 2006	Route 2 – Prospect	Route Altered
April 2006	Route 32 – West Neenah	Route Altered

Source: Valley Transit, 2007

## THE CONNECTOR

In October of 2007 Valley Transit, in partnership with United Way Fox Cities, launched The Connector. The Connector extends regular bus routes beyond standard route boundaries to help local residents more easily reach their jobs or other places that may fall outside of regular Valley Transit service areas. The Connector also operates beyond normal Valley Transit hours, which provides access to public transportation for those who work second or third shift. The Connector is available to all area residents.

The Connector is a unique solution developed by Valley Transit and the United Way Fox Cities Basic Needs & Self-Sufficiency Impact Area, which discovered the need for expanded hours and coverage area when it came to public transportation in the Fox Cities during its most recent LIFE Study conducted in 2006.

The Connector offers transportation 20 hours a day, six days a week. (The Connector does not operate between midnight and 4 a.m., on Sundays or on holidays.) The Connector Zone is roughly bordered by County JJ to the north, State 76 to the West, County G to the south and Harwood Road to the east. An overview of The Connector service area is included in Exhibit 10.

The United Way and Valley Transit have been working with four local non-profit organizations – ADVOCAP, Emergency Shelter of the Fox Valley, Goodwill Industries and Valley Packaging Industries – to track and measure the impact The Connector has in helping individuals improve their employment situation.

To access The Connector, residents can call United Way 2-1-1, who will transfer them to a dispatcher to schedule a ride. Or residents can call Valley Transit directly at (920) 832-5800. All rides need to be scheduled at least two hours in advance and can be arranged up to 14 days in advance. If riders need to cancel, a call is required at least one hour prior to the scheduled ride. Transportation is provided by Kobussen Buses, Ltd., under contract with Valley Transit.

### How it Works

There are three main ways The Connector will provide service to local residents. All fares must be paid with cash in the exact amount. Drivers cannot make change.

- Traveling TO The Connector Zone: Valley Transit bus service will take passengers to a transfer point closest to their final destination and The Connector will then take passengers the rest of the way. For each one-way trip, passengers will pay \$1.50 (or their normal fare) on the bus and \$1.50 on The Connector.
- Traveling FROM The Connector Zone: Transportation will be provided by The Connector to the nearest Valley Transit bus transfer point. Valley Transit bus service will then take passengers to their final destination. For each one-way trip, passengers will pay \$1.50 on The Connector and \$1.50 (or their normal fare) on the bus.
- Traveling WITHIN The Connector Zone: The Connector will transport passengers from their specified pick-up point to their final destination. For each one-way trip, passengers will pay \$3.

## PARATRANSIT SERVICE

### Ridership

In addition to fixed-route service, Valley Transit also provides paratransit service. Wheelchair-accessible Valley Transit II is offered to the non-ambulatory disabled. Paratransit service is eligible for the same federal and state aids as fixed-route service. Paratransit ridership has fluctuated since 2001. Ridership figures since 2001 are listed in Table 35.

### Expenses

Paratransit expenses have been on the rise since 2002, in which the system reached its highest expense total in 2006 at \$2,055,943. This figure is without depreciation and interest factored in. Overall, expenses have increased at a modest rate, mainly the result of inflationary and general cost increases, as well as a slight increase in ridership. Paratransit expenses by year are also shown in Table 35.

### Revenues

Fortunately, revenues have consistently increased since 2001, although there was a slight decrease in revenue between 2004 and 2005. However revenues from 2005 to 2006 went up by more than 23 percent.

### Funding

A breakdown of paratransit funding streams is also included in Table 35.

**TABLE 35  
PARATRANSIT PASSENGERS, EXPENSES, REVENUES  
2001 - 2006**

	2006	2005	2004	2003	2002	2001
ADA Passengers	59,451	60,206	58,702	59,185	63,422	71,495
Ancillary Paratransit Passengers	136,538	134,357	130,027	107,652	131,662	122,747
Total Paratransit	195,989	194,563	188,729	166,837	195,084	194,242
ADA Related Expenses	\$1,079,563	\$ 968,487	\$ 917,139	\$ 859,198	\$ 778,068	\$ 830,126
Other Paratransit Expenses	\$ 976,380	\$ 902,734	\$ 861,297	\$ 828,909	\$ 853,567	\$ 874,495
Expenses*	\$2,055,943	\$1,871,221	\$1,778,436	\$1,688,107	\$1,631,635	\$1,704,621
ADA Passenger Revenue	\$ 225,323	\$ 175,392	\$ 173,880	\$ 174,921	\$ 170,359	\$ 169,721
Other Paratransit Passenger Revenue	\$ 119,246	\$ 104,467	\$ 110,165	\$ 99,650	\$ 67,578	\$ 66,827
Revenues	\$ 344,569	\$ 279,859	\$ 284,045	\$ 274,571	\$ 237,937	\$ 236,548
Deficit	\$1,711,374	\$1,591,362	\$1,494,391	\$1,413,536	\$1,393,698	\$1,468,073
Federal Share	\$ 703,188	\$ 545,171	\$ 504,076	\$ 525,114	\$ 468,730	\$ 622,013
State Share	\$ 530,378	\$ 556,043	\$ 574,435	\$ 530,065	\$ 543,334	\$ 410,814
Local Share**	\$ 49,651	\$ 57,448	\$ 51,618	\$ 36,729	\$ 24,951	\$ 37,908
County Share	\$ 428,157	\$ 432,701	\$ 364,262	\$ 321,627	\$ 356,683	\$ 397,339

\* Without depreciation

\*\* Without depreciation and interest included

2001 and 2002 Federal Share includes WETAP Grant funds

Source: Valley Transit, 2007

## Fares

Curb to curb paratransit service Mondays through Saturdays is \$3.00 per one-way trip, while premium service and will-calls for the same days are \$5.00 per one-way trip. Sunday service is \$11.00 per one-way trip.

## CALL-A-RIDE

Call-A-Ride service, which is operated through a contract with Fox Valley Cab, is open the general public with hours of operation running from 7 a.m to 7 p.m. Monday through Saturday. A two hour advanced reservation is required. The fare for this service is \$2.00 or \$1.00 with a valid Valley Transit transfer ticket. In 2006, the Town of Harrison was incorporated into the service area.

**TABLE 36**  
**CALL-A-RIDE PASSENGERS, EXPENSES, REVENUES**  
**2001 - 2006**

	2006	2005	2004	2003	2002	2001*
Revenue Passengers	2,115	2,417	2,517	1,419	1,696	1,089
Expenses	\$19,988	\$20,498	\$20,922	\$12,119	\$13,632	\$8,085
Revenues	\$3,399	\$3,742	\$3,786	\$2,050	\$2,387	\$1,537
Deficit	\$16,589	\$16,756	\$17,136	\$10,069	\$11,245	\$6,548
Federal Share	\$6,836	\$5,972	\$5,930	\$3,770	\$3,916	\$2,950
State Share	\$5,156	\$6,091	\$6,758	\$3,805	\$4,539	\$1,948
Local Share	\$4,596	\$4,693	\$4,448	\$2,494	\$2,789	\$1,649

\* 2001 July - December only  
Source: Valley Transit, 2007

## School Tripper

In addition to these routes, Valley Transit operates tripper service during the school year. While designed to serve various area schools and operate on school days only, the routes generally follow the alignment of the regular routes and can be used by anyone. Route 6031 provides service from Badger and Jefferson Elementary Schools to the Boys and Girls Club. Route 7071 and 7031 serve Appleton North High School, Fox Valley Lutheran, and Thrivent Financial. Route 8471 serves Madison Middle School in the morning and Route 8431 serves Madison Middle School in the afternoon. Route 8631 provides service between St. Joe's Middle School and transit center in the afternoon. The majority of the remaining schools are located along or near fixed routes.

## TOTAL RIDERSHIP

Ridership totals since 2001, for both fixed route service and paratransit service, are listed below in Table 37. Total revenue passengers has been on the rise since fare increases were imposed for both services in 2003. Unlinked passenger trips fell to 1,135,401 in 2006 after increasing since 2003.

**TABLE 37**  
**SYSTEMWIDE PASSENGERS, EXPENSES, AND REVENUES**  
**2001 – 2006**

	2006	2005	2004	2003	2002	2001
Revenue Passengers	826,355	817,052	788,490	750,862	818,617	832,884
Unlinked Passengers	1,135,401	1,151,705	1,128,656	1,077,453	1,167,197	1,160,995
Total Expenses	\$6,256,598	\$5,944,824	\$5,934,851	\$5,435,491	\$5,286,672	\$5,268,701
Total Revenues	\$1,136,722	\$983,778	\$899,244	\$845,529	\$739,168	\$756,880
Deficit	\$5,119,876	\$4,961,046	\$5,035,607	\$4,589,962	\$4,547,504	\$4,511,821
Federal Share	\$2,144,164	\$1,733,894	\$1,751,363	\$1,730,426	\$1,580,981	\$2,006,950
State Share	\$1,606,395	\$1,758,384	\$1,867,315	\$1,675,450	\$1,712,881	\$1,217,983
Local Share**	\$713,959	\$827,064	\$841,605	\$666,006	\$679,526	\$686,374
County Share	\$655,359	\$641,703	\$575,324	\$531,025	\$561,172	\$600,515

\*\* Without depreciation and interest included

2001 and 2002 Federal Share included WETAP Grant funds

Source: Valley Transit, 2007

## FUNDING OUTLOOK

Future year cost projections include both fixed-route service and paratransit service.

Valley Transit fixed route and paratransit expenses are anticipated to increase from roughly \$6,784,000 in 2007 to approximately \$7,024,000 in 2008, an increase of roughly 3.5 percent. This modest increase is a relief from the high rates of increase in the 1980's which were largely due to the addition of paratransit services. These service expenses are projected to increase as indicated in Table 38. Between 2008 and 2012, the following annual assumptions are made:

### Assumptions (2008 - 2012)

Annual expense growth	3.64%
Annual revenue growth	1.60%
Annual federal share of expenses	28.00%
Annual state share of expenses	30.00%

These assumptions are subject to change during the projection period.

**TABLE 38**  
**FUNDING OUTLOOK 2008-2012**

Year	Operating Expenses	Revenues	Deficit	Federal Share	State Share	Municipal Local Share	Other Local Share/ Contracts
2008	\$7,024,000	\$1,117,000	\$5,907,000	\$1,966,000	\$2,107,000	\$1,014,000	\$819,000
2009	\$7,281,000	\$1,135,000	\$6,146,000	\$2,038,000	\$2,185,000	\$1,055,000	\$868,000
2010	\$7,548,000	\$1,153,000	\$6,395,000	\$2,114,000	\$2,265,000	\$1,103,000	\$914,000
2011	\$7,819,000	\$1,170,000	\$6,649,000	\$2,189,000	\$2,346,000	\$1,155,000	\$959,000
2012	\$8,101,000	\$1,190,000	\$6,911,000	\$2,269,000	\$2,431,000	\$1,207,000	\$1,006,000

Source: Valley Transit, 2007

## EQUIPMENT AND FACILITIES

### Vehicles

Valley Transit currently owns thirty fixed route buses ranging in age from two to thirteen years old. The seating capacity of these buses ranges from thirty-one to forty-three. Fixed route buses are equipped with bicycle racks and video surveillance systems. Valley Transit also owns several other service and staff vehicles. All vehicles are listed in Table 39.

**TABLE 39  
VEHICLE INVENTORY**

	IDENTIFICATION #	MAKE	# OF SEATS	YEAR MANUFACTURED	YEAR PURCHASED	PURCHASED FROM	COST	LICENSE #
311	2B1529S70R6031889	Orion	35	1994	1994	BIA	\$195,235.00	23076
312	2B1529S77R6031890	Orion	35	1994	1994	BIA	\$195,235.00	23078
313	2B1529S70R6031892	Orion	35	1994	1994	BIA	\$195,235.00	23080
314	2B1529S72R6031893	Orion	35	1994	1994	BIA	\$195,235.00	23097
315	2B1529S78R6031896	Orion	35	1994	1994	BIA	\$195,235.00	23098
316	2B1529S7XR6031897	Orion	35	1994	1994	BIA	\$195,235.00	36280
351	2B1529S78R6031899	Orion	43	1994	1994	BIA	\$199,935.00	36281
352	2B1529S70R6031900	Orion	43	1994	1994	BIA	\$199,935.00	36282
353	2B1529S74R6031902	Orion	43	1994	1994	BIA	\$199,935.00	23050
354	2B1529S76R6031903	Orion	43	1994	1994	BIA	\$199,935.00	23121
401	1VHFD6K2146701167	Orion	31	2004	2004	OBI	\$266,271.00	67293
402	1VHFD6K2246701226	Orion	31	2004	2004	OBI	\$266,271.00	67292
403	1VHFD6K2646701228	Orion	31	2004	2004	OBI	\$266,271.00	67294
404	1VHFD6K2846701229	Orion	31	2004	2004	OBI	\$266,271.00	67295
405	1VHFD6K2446701230	Orion	31	2004	2004	OBI	\$266,271.00	67296
406	1VHFD6K2646701231	Orion	31	2004	2004	OBI	\$266,271.00	67297
407	1VHFD6K2846701232	Orion	31	2004	2004	OBI	\$266,271.00	67298
408	1VHFD6K2146701234	Orion	31	2004	2004	OBI	\$266,271.00	67299
409	1VHFD6K2346701235	Orion	31	2004	2004	OBI	\$266,271.00	67300
410	1VHFD6K2746701240	Orion	31	2004	2004	OBI	\$266,271.00	67301
411	1VHFD6K2946701241	Orion	31	2004	2004	OBI	\$266,271.00	67302
412	1VHFD6K2046701242	Orion	31	2004	2004	OBI	\$266,271.00	67303
413	1VHFD6K2246701243	Orion	31	2004	2004	OBI	\$266,271.00	67304
414	1VHFD6K2446701244	Orion	31	2004	2004	OBI	\$266,271.00	67305
415	1VHFD6K2846701246	Orion	31	2004	2004	OBI	\$266,271.00	67306
416	1VHFD6K2X46701247	Orion	31	2004	2004	OBI	\$266,271.00	67307
451	1VHFH3K2256701876	Orion	39	2005	2005	OBI	\$292,903.00	69424
452	1VHFH3K2456701877	Orion	39	2005	2005	OBI	\$292,903.00	69425
453	1VHFH3K2656701878	Orion	39	2005	2005	OBI	\$292,903.00	69426
454	1VHFH3K2856701879	Orion	39	2005	2005	OBI	\$292,903.00	69427
Service Truck	1GDK7DIG4KV516631	GMC	NA	1989	1989	F.V. Truck	\$42,691.00	32223
F250	2FTHF26HOSCA57692	F250 Ford 4X4	NA	1995	1995	Stumpf Ford	\$22,605.50	45195
Staff 8	1GNDX06E3VD176936	Chev.-Venture Van	NA	1997	1997	Bergstrom-App.	\$22,110.00	49537
Staff 9	1GNDX06E9VD178576	Chev.-Venture Van	NA	1997	1997	Bergstrom-App.	\$22,110.00	49534
Staff 10	1GNEL19W2PB157092	Chev.-Truck	NA	1993	1997	City of App.	\$2,800.00	49536
Staff 12	NA	Chev.-Lumina	NA	NA	NA	City of App.	NA	NA
Staff 13	1GNV33L66D182726	Chev.-Uplander	NA	2006	2006	Bergstrom-App.	\$24,319.00	69507
Staff 14	1GNV33L56D182443	Chev.-Uplander	NA	2006	2006	Bergstrom-App.	\$24,319.00	69508

Source: Valley Transit, 2007

### **Administration and Maintenance Facility**

Valley Transit's administrative offices, maintenance facility, and garage are located at 801 South Whitman Avenue in Appleton. This facility was opened in 1983.

### **Transit Centers**

The Appleton Transit Center has been in operations since 1990. This central hub is located in downtown Appleton at 100 East Washington Street. This facility contains restrooms, payphones, an information booth, ticket sales, and a snack shop.

The transfer point for Routes 31, 32, and 41 is the downtown Neenah Transit Center. The Neenah Transit Center is located at the northeast corner of the intersection of Church Street and Doty Street.

## Passenger Shelters and Schedule Holders

Valley Transit owns and maintains forty-two passenger shelters and thirty-six schedule holders throughout its service area.

**TABLE 40  
LOCATION OF PASSENGER SHELTERS AND SCHEDULE HOLDERS**

Landmark	Municipality	Shelter/Schedule Holder/Both
Lawrence University - Library	Appleton	Schedule Holder
Hardee's Restaurant	Appleton	Both
Fox Cities United Pentecostal Church	Menasha	Both
St. Joseph Food Pantry	Menasha	Both
St. Elizabeth Hospital	Appleton	Both
WOW Logistics	Appleton	Both
Valley Transit (S. Whitman)	Appleton	Both
Health & Human Services/Outagamie County Administration	Appleton	Both
Marquette Highlands Apartments	Appleton	Shelter
Northland Mall	Appleton	Schedule Holder
Oneida Heights	Appleton	Both
Randall Court Apartments	Appleton	Schedule Holder
The Renaissance Assisted Living	Appleton	Both
Regency North Apartments	Appleton	Both
St. Joseph Middle School	Appleton	Shelter
Appleton Medical Center	Appleton	Shelter
Piggly Wiggly	Appleton	Both
Valley Packaging Industries, Inc.	Appleton	Shelter
M & I Bank	Appleton	Both
Appleton East Senior High School	Appleton	Shelter
Pioneer Village	Appleton	Shelter
Goodwill Industries Store & Donation Center	Darboy	Shelter
Fox Valley Technical College - Appleton	Grand Chute	Both (2 Shelters)
UW Extension Cooperative - Outagamie County	Grand Chute	Both
Wal-Mart Supercenter	Grand Chute	Both
Department of Veterans Affairs - Fox Valley Outpatient Clinic	Grand Chute	Both
Thompson Community Center	Appleton	Both
Exel Inn of Appleton	Grand Chute	Both
Bluemound Court Apartments	Grand Chute	Both
Larry's Piggly Wiggly Stores	Little Chute	Both
City of Kaukauna Municipal Services Building - Police Dept.	Kaukauna	Schedule Holder
Mc Donald's Restaurant	Kimberly	Both
Associated Bank	Kimberly	Shelter
Colony Oaks Apartments	Appleton	Both
Walter Avenue Center - Design Lines Hair Studio	Appleton	Both
Goodwill Industries of North Central Wisconsin, Inc.	Menasha	Both
Elizabeth Court Apartments	Menasha	Shelter
Menasha Hotel	Menasha	Both
Mc Donald's Restaurant	Menasha	Both
Neenah, City of - Police Department	Neenah	Schedule Holder
Clayton's Auto Repair, Inc.	Neenah	Both
Neenah High School	Neenah	Both
Valley Packaging Industries, Inc.	Appleton	Both (2 Shelters)
Ponderosa Steak House	Grand Chute	Both
Anchor Food Products, Inc.	Grand Chute	Both

Source: Valley Transit, 2007

## Capital Needs and Improvements

Projected capital needs through 2012 are listed in Table 41.

**TABLE 41  
CAPITAL NEEDS AND IMPROVEMENTS**

<b>Year</b>	<b>Equipment</b>	<b>Cost</b>
2008	Bus shelter replacements	\$10,000
	Computers/office equipment/furniture	\$15,000
	Parts component replacement	\$50,000
	Facility renovation and improvements	\$81,000
2009	Bus shelter replacements	\$10,000
	Computers/office equipment/furniture	\$10,000
	Parts component replacement	\$50,000
2010	Bus shelter replacements	\$10,000
	Computers/office equipment/furniture	\$15,000
	Parts component replacement	\$50,000
2011	Bus shelter replacements	\$10,000
	Computers/office equipment/furniture	\$10,000
	Transit Development Plan (TDP) update	\$75,000
	Parts component replacement	\$50,000
2012	Bus shelter replacements	\$10,000
	Computers/office equipment/furniture	\$15,000
	Parts component replacement	\$50,000

Source: Valley Transit, 2007

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## **RIDERSHIP PROFILE**

## RIDERSHIP PROFILE

### ONBOARD USER SURVEY

An onboard user survey was conducted in November and December of 2006, to collect data on trip origin, trip destination, socioeconomic information, trip characteristics, system usage, and service ratings and opinions. Surveys were distributed to all boarding passengers who were willing to participate. Cadre Staffing Services was contracted to provide staff to conduct the onboard survey. Valley Transit offered a free trip ticket for each completed survey returned. The survey was composed of 34 questions, not all of which were responded to by all passengers willing to take the survey. Surveys were provided in English and Spanish. A total of 1,336 surveys were returned, of which 1,311 were English and 25 were Spanish.

A Hmong survey was not conducted, due to the fact that a huge majority of Hmong speaking individuals cannot read the language. According to the National Center on Educational Outcomes, "Hmong individuals are often not literate in their first language due to a lack of educational experiences in Hmong, which was first put into written form in the 1970's." Input from the Hmong speaking community will be pursued through other efforts in this planning process.

Route 12 – Fox Valley Technical College had the highest number of returned surveys with 170 or 12.7 percent of the total responses, while Route 32 – West Neenah had the lowest with 34 or 2.6 percent. Of the 1,336 surveys returned, 80 or 6.0 percent did not designate which route they were riding at the time of the survey.

**TABLE 42  
RESPONSES BY ROUTE**

Route	Frequency	Percent
NO RESPONSE	80	6.0%
ROUTE 1 - MIDWAY	120	9.0%
ROUTE 2 - PROSPECT	76	5.7%
ROUTE 3 - MASON	63	4.7%
ROUTE 4 - RICHMOND	45	3.4%
ROUTE 5 - NORTH ONEIDA	45	3.4%
ROUTE 6 - MEADE	38	2.8%
ROUTE 7 - BALLARD	57	4.3%
ROUTE 8 - TELULAH	114	8.5%
ROUTE 11 - EAST COLLEGE/ BUCHANAN	106	7.9%
ROUTE 12 - FOX VALLEY TECH	170	12.7%
ROUTE 15 - WEST COLLEGE	125	9.4%
ROUTE 20 - HEART OF THE VALLEY	94	7.0%
ROUTE 30 - NEENAH/MENASHA	90	6.7%
ROUTE 31 - EAST NEENAH	39	2.9%
ROUTE 32- WEST NEENAH	34	2.6%
ROUTE 41 - WEST FOX VALLEY	40	3.0%
<b>Total</b>	<b>1,336</b>	<b>100.0%</b>

## SURVEY RESULTS

The survey results are broken down into five major categories: socioeconomic data, automobile access and driving characteristics, trip characteristics, system usage, and service ratings and opinions. The results have been tabulated and analyzed for the entire system and for each individual route.

### Socioeconomic Data

Responses by gender were fairly split. Of the 1,259 respondents which listed their gender, just over half (50.5 percent) were female. For roughly 5.8 percent of the total responses, gender was not designated.

**TABLE 43  
RESPONSES BY GENDER**

Gender	Frequency	Percent
Male	623	46.6%
Female	636	47.6%
No Response	77	5.8%
<b>Total</b>	<b>1,336</b>	<b>100.0%</b>

Age of the consumers was also examined. The largest consumer group was 30 to 45 years old category which accounted for 26.2 percent of the surveys returned. Ten years old and under had the lowest rate with 1.4 percent. Roughly 2.6 percent of the surveys returned did not respond to the question.

**TABLE 44  
RESPONSES BY AGE GROUP**

Age Group	Frequency	Percent
No response	34	2.6%
10 or under	18	1.4%
11 – 15	92	6.9%
16 – 18	145	10.9%
19 – 22	154	11.5%
23 -29	207	15.5%
30 – 45	350	26.2%
46 – 64	286	21.4%
65 or over	50	3.7%
<b>Total</b>	<b>1,336</b>	<b>100.0%</b>

Nearly 20 percent of respondents listed "Laborer" as their occupation, which accounted for the majority of users. "Other" and "Student (K-12)" closely followed with 18.3 percent respectively. An estimated 7.0 percent noted that they are currently unemployed, while 4.1 percent did not respond.

**TABLE 45  
RESPONSES BY OCCUPATION**

<b>Occupation</b>	<b>Frequency</b>	<b>Percent</b>
No response	55	4.1%
Student (K - 12)	245	18.3%
College Student	111	8.3%
Homemaker	45	3.4%
Professional/Technical	63	4.7%
Laborer	265	19.8%
Retired	76	5.7%
Sales	112	8.4%
Manager	27	2.0%
Other	244	18.3%
Unemployed	93	7.0%
<b>Total</b>	<b>1,336</b>	<b>100.0%</b>

More than 37 percent of users are high school graduates or have a GED, while college graduates accounted for less than 9 percent.

**TABLE 46  
RESPONSES BY EDUCATIONAL ATTAINMENT**

<b>Education</b>	<b>Frequency</b>	<b>Percent</b>
No response	79	5.9%
Did not or have not finished high school	325	24.3%
High school graduate/have GED	497	37.2%
Some college/technical school	323	24.2%
College graduate/advanced degree	112	8.4%
<b>Total</b>	<b>1,336</b>	<b>100.0%</b>

The overwhelming majority of users reside in the City of Appleton (over 61 percent), while the City of Neenah is a distant second with just over 8 percent. Only about 1 percent of the surveys did not respond. Another 1 percent noted that they reside in another municipality other than the choices listed.

**TABLE 47  
RESPONSES BY MUNICIPALITY OF RESIDENCY**

<b>Municipality</b>	<b>Frequency</b>	<b>Percent</b>
No response	15	1.1%
City of Appleton	817	61.2%
City of Kaukauna	56	4.2%
City of Neenah	108	8.1%
City of Menasha	55	4.1%
City of Oshkosh	10	0.8%
Village of Kimberly	47	3.5%
Village of Little Chute	28	2.1%
Village of Combined Locks	3	0.2%
Town of Harrison	5	0.4%
Town of Buchanan	1	0.1%
Town of Grand Chute	57	4.3%
Town of Kaukauna	4	0.3%
Town of Neenah	43	3.2%
Town of Menasha	74	5.5%
Other	13	1.0%
<b>Total</b>	<b>1,336</b>	<b>100.0%</b>

Over 30 percent of users, stated that they are the only individual in the household.

**TABLE 48  
PERSONS PER HOUSEHOLD**

<b>Persons per Household</b>	<b>Frequency</b>	<b>Percent</b>
No response	43	3.2%
1	405	30.3%
2	324	24.3%
3	220	16.5%
4	170	12.7%
5	95	7.1%
6	40	3.0%
7 or more	39	2.9%
<b>Total</b>	<b>1,336</b>	<b>100.0%</b>

Over 28 percent of respondents have a household income of less than \$10,000 per year. Nearly 36 percent either did not know or did not respond. An estimated 5.5 percent have an annual household income of more than \$40,000.

**TABLE 49  
HOUSEHOLD INCOME**

<b>Income</b>	<b>Frequency</b>	<b>Percent</b>
No response	251	18.8%
Under \$10,000	375	28.1%
\$10,000 - \$19,999	234	17.5%
\$20,000 - \$29,999	101	7.6%
\$30,000 - \$39,999	74	5.5%
\$40,000 - or more	74	5.5%
Don't know	227	17.0%
<b>Total</b>	<b>1,336</b>	<b>100.0%</b>

As demographics estimates for the Fox Cities Area regarding race would support, the vast majority of users of the system are white, accounting for nearly 64 percent. African American responses were a distance second with just over 10 percent. More than 9 percent of surveys did not designate race. Hispanic/Latino users accounted for about 6 percent of responses.

**TABLE 50  
RESPONSES BY RACE**

<b>Race</b>	<b>Frequency</b>	<b>Percent</b>
No response	125	9.4%
White (Non-Hispanic)	848	63.5%
African American	138	10.3%
Asian	27	2.0%
Hispanic/Latino	83	6.2%
Native American	46	3.4%
Pacific Islander	9	0.7%
Two or more races	38	2.8%
Other	22	1.7%
<b>Total</b>	<b>1,336</b>	<b>100.0%</b>

In terms of marital status, 70 percent of users are single. As noted earlier, a majority of users are the only individual in the household.

**TABLE 51  
MARITAL STATUS**

<b>Marital Status</b>	<b>Frequency</b>	<b>Percent</b>
No response	76	5.7%
Single	936	70.0%
Married	167	12.5%
Divorced	125	9.4%
Widowed	32	2.4%
<b>Total</b>	<b>1,336</b>	<b>100.0%</b>

### Automobile Access and Driving Characteristics

Of the 1,336 surveys returned, over 51 percent of the system users do not have an automobile at their household. Over 6 percent replied that there are three or more vehicles at their household.

**TABLE 52  
AUTOMOBILES PER HOUSEHOLD**

<b>Autos per Household</b>	<b>Frequency</b>	<b>Percent</b>
No response	66	4.9%
None	683	51.1%
One	316	23.7%
Two	190	14.2%
Three or more	81	6.1%
<b>Total</b>	<b>1,336</b>	<b>100.0%</b>

Lack of automobile ownership also correlates with the lack of a driver's license. More than 60 percent of users confirmed that they are not licensed to drive.

**TABLE 53  
DRIVING STATUS**

<b>Autos per Household</b>	<b>Frequency</b>	<b>Percent</b>
No response	101	7.6%
Licensed and able to drive	298	22.3%
Not licensed to drive	808	60.5%
Licensed but unable to drive	129	9.7%
<b>Total</b>	<b>1,336</b>	<b>100.0%</b>

In contrast to automobiles per household, access to any automobile in general is also examined. Automobile access amongst users is fairly scattered. Nearly 28 percent of users noted that they have occasional access to an automobile, followed by never (22.2 percent), almost never (21.0 percent), most of the time (14.2 percent), and always (8.3 percent) respectively. Just over 6 percent of all surveys returned did not respond to the question.

**TABLE 54  
ACCESS TO AN AUTOMOBILE**

<b>Autos per Household</b>	<b>Frequency</b>	<b>Percent</b>
No response	87	6.5%
Always	111	8.3%
Most of the Time	190	14.2%
Occasionally	371	27.8%
Almost Never	281	21.0%
Never	296	22.2%
<b>Total</b>	<b>1,336</b>	<b>100.0%</b>

### **Trip Characteristics**

Public transportation, especially in the Fox Cities area, is driven by peak hours of service. On a typical day of service for Valley Transit, peak hours run from 5:45 a.m. to 9 a.m. in the morning and from 2 p.m. to 6 p.m. in the afternoon. During these two peak time periods, a majority of the trips experienced by the system occur. This is largely driven by employment and education, which typically have routine starting and ending times. Those willing to complete a survey were asked to confirm the time when the survey was distributed to them.

Roughly 25 percent of the surveys returned were within the 5 a.m. to 9 a.m. timeframe, with the 7 a.m. to 8 a.m. category accounting for nearly 11 percent of all responses. While roughly 30 percent were completed between 2 p.m. and 6 p.m., with the 3 p.m. to 4 p.m. category accounting for over 12 percent of all responses.

**TABLE 55  
RESPONSES BY TIME OF DAY**

<b>Time of Day</b>	<b>Frequency</b>	<b>Percent</b>
No response	38	2.8%
5-6 am	23	1.7%
6-7 am	84	6.3%
7-8 am	144	10.8%
8-9 am	82	6.1%
9-10 am	101	7.6%
10-11 am	71	5.3%
11-noon	86	6.4%
noon-1 pm	78	5.8%
1-2 pm	79	5.9%
2-3 pm	88	6.6%
3-4 pm	163	12.2%
4-5 pm	81	6.1%
5-6 pm	66	5.0%
6-7 pm	34	2.6%
7-8 pm	22	1.7%
8-9 pm	37	2.8%
9-10 pm	44	3.3%
10-11 pm	15	1.1%
<b>Total</b>	<b>1,336</b>	<b>100.0%</b>

A big factor in the use of public transportation is convenience and accessibility. Users were asked to provide the number of blocks it took them to walk to the bus from their point of origin. An overwhelming 60.8 percent of responses show that the user only had to walk one block or less to access the bus.

**TABLE 56  
DISTANCE WALKED TO BUS FROM ORIGIN**

<b># of Blocks</b>	<b>Frequency</b>	<b>Percent</b>
No response	29	2.2%
1 block or less	812	60.8%
2 blocks	189	14.2%
3 blocks	118	8.8%
4 blocks	68	5.1%
5 blocks or more	120	9.0%
<b>Total</b>	<b>1,336</b>	<b>100.0%</b>

Users were also asked to provide the number of anticipated blocks it will take them to walk to their final destination upon their departure from the bus. Again, a majority of respondents (61.2 percent) noted that that distance would be one block or less.

**TABLE 57  
DISTANCE WALKED FROM BUS TO FINAL DESTINATION**

<b># of Blocks</b>	<b>Frequency</b>	<b>Percent</b>
No response	40	3.0%
1 block or less	817	61.2%
2 blocks	212	15.9%
3 blocks	99	7.4%
4 blocks	72	5.4%
5 blocks or more	96	7.2%
<b>Total</b>	<b>1,336</b>	<b>100.0%</b>

With regards to trip purpose, over 40 percent of respondents confirmed that their trip was for employment. School, personal business, and shopping all came in between 14 and 18 percent each.

**TABLE 58  
TRIP PURPOSE**

<b>Trip Purpose</b>	<b>Frequency</b>	<b>Percent</b>
No response	41	3.1%
School	232	17.4%
Shopping	189	14.1%
Social/Recreational	94	7.0%
Medical/Dental	49	3.7%
Work	540	40.4%
Personal Business	191	14.3%
<b>Total</b>	<b>1,336</b>	<b>100.0%</b>

The majority of respondents (nearly 57 percent) confirmed that they choose to use Valley Transit because they have no other transportation options available.

**TABLE 59  
TRIP CHOICE**

<b>Trip Choice</b>	<b>Frequency</b>	<b>Percent</b>
No response	45	3.4%
Economy	125	9.4%
Convenience	331	24.8%
No other transportation available	760	56.9%
Other	76	5.7%
<b>Total</b>	<b>1,336</b>	<b>100.0%</b>

The standard \$1.50 cash fare was the most popular mode of payment for respondents with roughly 32 percent.

**TABLE 60  
FARE TYPE**

<b>Fare Type</b>	<b>Frequency</b>	<b>Percent</b>
No response	22	1.7%
\$1.50 cash	421	31.5%
\$0.75 cash	95	7.1%
Day Pass	63	4.7%
Regular 10 - Ride Ticket	377	28.2%
S/D 10 - Ride Ticket	269	20.1%
Single Ride Ticket	36	2.7%
Free Pass	52	3.9%
Student ID	1	0.1%
<b>Total</b>	<b>1,336</b>	<b>100.0%</b>

### System Usage

Individuals willing to take the survey were asked several questions about their system usage patterns. Of the 1,336 surveys returned, a majority (over 57 percent) noted that they plan to use the system at some point throughout the day, in addition to their current trip.

**TABLE 61  
DO YOU PLAN TO RIDE AGAIN TODAY?**

<b>More Trips Anticipated That Day?</b>	<b>Frequency</b>	<b>Percent</b>
No Response	105	7.9%
Yes	766	57.3%
No	465	34.8%
<b>Total</b>	<b>1,336</b>	<b>100.0%</b>

The number of anticipated trips throughout the remainder of the day was also asked of the respondents. Respondents had the ability to write in the number of anticipated trips. Of those which anticipated making more trips and responded to the question, nearly 44 percent anticipated one more trip at some point throughout the day.

**TABLE 62  
NUMBER OF ANTICIPATED TRIPS**

<b># of Anticipated Trips</b>	<b>Frequency</b>	<b>Percent</b>
No Anticipated Trips/No Response	695	52.0%
1	281	21.0%
2	174	13.0%
3	47	3.5%
4	36	2.7%
5	14	1.1%
6	10	0.8%
7	10	0.8%
8	9	0.7%
9	1	0.1%
10	3	0.2%
11	9	0.7%
12	13	1.0%
13	1	0.1%
15	6	0.5%
20	12	0.9%
30	15	1.1%
<b>Total</b>	<b>1,336</b>	<b>100.0%</b>

Five or six trips a week was the most popular choice of respondents for frequency of use, with just over 24 percent.

**TABLE 63  
FREQUENCY OF USE**

<b>Trips Per Week</b>	<b>Frequency</b>	<b>Percent</b>
No response	60	4.5%
Less than once a week	99	7.4%
1 or 2 times a week	170	12.7%
3 or 4 times a week	232	17.4%
5 or 6 times a week	325	24.3%
7 or 8 times a week	140	10.5%
9 or 10 times a week	136	10.2%
11 or more times a week	174	13.0%
<b>Total</b>	<b>1,336</b>	<b>100.0%</b>

Frequency of use after 6 p.m. was also asked of willing respondents. Responses amongst users were fairly scattered, although one or two times per week had the highest percentage with 25.5 percent, followed closely by less than once per month with 25.2 percent.

**TABLE 64**  
**FREQUENCY OF USE AFTER 6PM**

<b>Trips After 6PM</b>	<b>Frequency</b>	<b>Percent</b>
No Response	97	7.3%
About Everyday	301	22.5%
1 or 2 times a week	341	25.5%
A few times per month	260	19.5%
Less than once per month	337	25.2%
<b>Total</b>	<b>1,336</b>	<b>100.0%</b>

Nearly 40 percent of respondents felt that they use the system more then they did one year ago, while another 33.8 percent felt they use the system about the same as they did one year ago.

**TABLE 65**  
**FREQUENCY OF USE COMPARED TO ONE YEAR AGO**

<b>Usage Compared to One Year Ago</b>	<b>Frequency</b>	<b>Percent</b>
No response	104	7.8%
More than I did one year ago	521	39.0%
About the same as I did one year ago	453	33.8%
Less than I did one year ago	95	7.1%
I am a new rider and did not ride the bus one year ago	163	12.2%
<b>Total</b>	<b>1,336</b>	<b>100.0%</b>

System users were also asked of their ability to access Valley Transit's website. Nearly 47 percent of respondents stated no.

**TABLE 66**  
**HAVE YOU ACCESSED VALLEY TRANSIT'S WEBSITE?**

<b>Accessed Valley Transit's Website?</b>	<b>Frequency</b>	<b>Percent</b>
No Response	102	7.6%
Yes	296	22.2%
No	627	46.9%
Do not have Internet access	311	23.3%
<b>Total</b>	<b>1,336</b>	<b>100.0%</b>

### **Service Ratings and Opinions**

All survey respondents were also asked questions about personal opinions and service ratings of the system. With regards to the overall quality of Valley Transit service, nearly 45 percent of respondents rated it as "good" with 33 percent rating service as "excellent." Only four individuals rated the service as poor.

**TABLE 67**  
**OVERALL QUALITY OF VALLEY TRANSIT SERVICE**

<b>Overall Quality</b>	<b>Frequency</b>	<b>Percent</b>
No response	86	6.4%
Excellent	441	33.0%
Good	596	44.6%
Average	168	12.6%
Below Average	41	3.1%
Poor	4	0.3%
<b>Total</b>	<b>1,336</b>	<b>100.0%</b>

Nearly 48 percent of respondents confirmed that they would not be willing to pay a higher fare to maintain service.

**TABLE 68**  
**WOULD YOU PAY A HIGHER FARE TO MAINTAIN SERVICE?**

<b>Pay More to Maintain Service?</b>	<b>Frequency</b>	<b>Percent</b>
No Response	235	17.6%
Yes	461	34.5%
No	640	47.9%
<b>Total</b>	<b>1,336</b>	<b>100.0%</b>

Interest in a monthly bus pass was clearly expressed by Valley Transit users, with over 68 percent of respondents showing interest in such a pass. It is important to note that Valley Transit implemented a 30 day bus pass program after this onboard survey was conducted.

**TABLE 69**  
**INTEREST IN A MONTHLY PASS?**

<b>Monthly Pass?</b>	<b>Frequency</b>	<b>Percent</b>
No Response	106	7.9%
Interested	915	68.5%
Neutral	206	15.4%
Not Interested	109	8.2%
<b>Total</b>	<b>1,336</b>	<b>100.0%</b>

A total of nine bus service aspects were also rated by Valley Transit users. These service aspects included: frequency of buses, convenience of transfers, schedule reliability, condition of the buses, driver competence, driver courtesy, level of fares, time it takes to reach your destination, and the walking distance to and from bus stops. Each respondent was asked to rate each aspect as either very good, good, fair, poor, or don't know.

"Very good" had the highest percentage for each of the nine aspects. Driver competence had the highest "very good" rating with nearly 55 percent, while level of fares had the lowest "very

good” percentage with 34 percent. In contrast, “time it takes to reach your destination” had the highest poor ratings at nearly 9 percent, while “driver competence” had the lowest poor rating with just over 1 percent.

**TABLE 70  
PASSENGER SERVICE RATINGS**

Bus Service Aspects	Ratings (Percent)					
	Very Good	Good	Fair	Poor	Don't know	No Response
Frequency of buses	41.8%	29.4%	14.4%	7.3%	0.2%	6.9%
Convenience of transfers	47.4%	29.1%	8.8%	5.9%	1.2%	7.6%
Schedule reliability	43.7%	29.8%	13.0%	4.7%	0.4%	8.4%
Condition of the buses	51.6%	29.4%	8.3%	2.1%	0.1%	8.5%
Driver competence	54.9%	27.7%	7.5%	1.1%	0.3%	8.5%
Driver courtesy	54.0%	25.3%	9.1%	2.2%	0.2%	9.2%
Level of fares	34.0%	28.1%	21.2%	7.0%	0.6%	9.1%
Time it takes to reach your destination	35.5%	27.8%	18.5%	8.6%	0.5%	9.1%
Walking distance to and from bus stops	40.0%	28.2%	15.8%	7.0%	0.3%	8.6%

Survey respondents were also asked to rank the top three service aspects which are most important to them. Respondents concluded that the top three service aspects were the frequency of buses, schedule reliability, and the time it takes to reach your destination. The condition of the buses received the least amount of votes.

**TABLE 71  
SERVICE RANKINGS**

Rank	Service
1	Frequency of buses
2	Schedule reliability
3	Time it takes to reach your destination
4	Walking distance to and from bus stops
5	Convenience of transfers
6	Level of fares
7	Driver courtesy
8	Driver competence
9	Condition of the buses

Survey respondents were also asked where they would like to see new bus service provided. Of the 1,336 surveys received, 653 included legitimate comments addressing the question. A listing of these comments is attached as Appendix A.

## CALL-A-RIDE SURVEY

A survey (English only) was also conducted in November of 2006 for the Call-A-Ride service area, which includes portions of the Towns of Harrison and Buchanan, as well as Darboy which is unincorporated. A total of seven surveys were returned. Again, the survey results are broken down into five major categories: socioeconomic data, automobile access and driving characteristics, trip characteristics, system usage, and service ratings and opinions.

### Socioeconomic Data

Four of the seven responses, roughly 57 percent, were submitted by females.

**TABLE 72  
RESPONSES BY GENDER**

Gender	Frequency	Percent
Male	3	42.9%
Female	4	57.1%
No Response	0	0.0%
<b>Total</b>	<b>7</b>	<b>100.0%</b>

Over 71 percent of Call-A-Ride users which completed the survey were between the ages of 46 and 64. One respondent was between the ages of 23 and 29, while one survey did not decipher age.

**TABLE 73  
RESPONSES BY AGE GROUP**

Age Group	Frequency	Percent
No response	1	14.3%
23 -29	1	14.3%
46 – 64	5	71.4%
<b>Total</b>	<b>7</b>	<b>100.0%</b>

Two of the seven users (28.6 percent) designated "laborer" as their occupation. College student, professional/technical, sales, and other all received one response. One user did not designate his or her occupation.

**TABLE 74  
RESPONSES BY OCCUPATION**

<b>Occupation</b>	<b>Frequency</b>	<b>Percent</b>
No response	1	14.3%
Student (K - 12)	0	0.0%
College Student	1	14.3%
Homemaker	0	0.0%
Professional/Technical	1	14.3%
Laborer	2	28.6%
Retired	0	0.0%
Sales	1	14.3%
Manager	0	0.0%
Other	1	14.3%
Unemployed	0	0.0%
<b>Total</b>	<b>7</b>	<b>100.0%</b>

More than 42 percent of Call-A-Ride users which responded are high school graduates or have a GED, while college graduates/advanced degree holders accounted for another 28.6 percent.

**TABLE 75  
RESPONSES BY EDUCATIONAL ATTAINMENT**

<b>Education</b>	<b>Frequency</b>	<b>Percent</b>
No response	2	28.6%
Did not or have not finished high school	0	0.0%
High school graduate/have GED	3	42.9%
Some college/technical school	0	0.0%
College graduate/advanced degree	2	28.6%
<b>Total</b>	<b>7</b>	<b>100.0%</b>

Nearly 43 percent of users were from the City of Appleton, followed by the Town of Buchanan with 28.6 percent, and both the City of Menasha and the Town of Kaukauna with 14.3 percent each.

**TABLE 76  
RESPONSES BY MUNICIPALITY OF RESIDENCY**

<b>Municipality</b>	<b>Frequency</b>	<b>Percent</b>
No response	0	0.0%
City of Appleton	3	42.9%
City of Kaukauna	0	0.0%
City of Neenah	0	0.0%
City of Menasha	1	14.3%
City of Oshkosh	0	0.0%
Village of Kimberly	0	0.0%
Village of Little Chute	0	0.0%
Village of Combined Locks	0	0.0%
Town of Harrison	0	0.0%
Town of Buchanan	2	28.6%
Town of Grand Chute	0	0.0%
Town of Kaukauna	1	14.3%
Town of Neenah	0	0.0%
Town of Menasha	0	0.0%
Other	0	0.0%
<b>Total</b>	<b>7</b>	<b>100.0%</b>

One, two, and three persons per household each accounted for nearly 29 percent of survey responses.

**TABLE 77  
PERSONS PER HOUSEHOLD**

<b>Persons per Household</b>	<b>Frequency</b>	<b>Percent</b>
No response	1	14.3%
1	2	28.6%
2	2	28.6%
3	2	28.6%
4	0	0.0%
5	0	0.0%
6	0	0.0%
7 or more	0	0.0%
<b>Total</b>	<b>7</b>	<b>100.0%</b>

Of the four individuals which replied to the question, a response was received for each of the following household income categories: under \$10,000, \$10,000 to \$19,999, \$30,000 to \$39,999, and \$40,000 or more.

**TABLE 78  
HOUSEHOLD INCOME**

<b>Income</b>	<b>Frequency</b>	<b>Percent</b>
No response	3	42.9%
Under \$10,000	1	14.3%
\$10,000 - \$19,999	1	14.3%
\$20,000 - \$29,999	0	0.0%
\$30,000 - \$39,999	1	14.3%
\$40,000 - or more	1	14.3%
Don't know	0	0.0%
<b>Total</b>	<b>7</b>	<b>100.0%</b>

Comparable to fixed route ridership, the majority of users of the service are white (over 71 percent). One respondent was African American.

**TABLE 79  
RESPONSES BY RACE**

<b>Race</b>	<b>Frequency</b>	<b>Percent</b>
No response	1	14.3%
White (Non-Hispanic)	5	71.4%
African American	1	14.3%
Asian	0	0.0%
Hispanic/Latino	0	0.0%
Native American	0	0.0%
Pacific Islander	0	0.0%
Two or more races	0	0.0%
Other	0	0.0%
<b>Total</b>	<b>7</b>	<b>100.0%</b>

In terms of marital status, the majority of Call-A-Ride users which responded are single, just over 71 percent. The remaining 28.6 percent are married.

**TABLE 80  
MARITAL STATUS**

<b>Marital Status</b>	<b>Frequency</b>	<b>Percent</b>
No response	0	0.0%
Single	5	71.4%
Married	2	28.6%
Divorced	0	0.0%
Widowed	0	0.0%
<b>Total</b>	<b>7</b>	<b>100.0%</b>

## Automobile Access and Driving Characteristics

The majority of Call-A-Ride users have at least one vehicle in the household. Over 57 percent have one vehicle, while another 14.3 percent have two vehicles.

**TABLE 81  
AUTOMOBILES PER HOUSEHOLD**

<b>Autos per Household</b>	<b>Frequency</b>	<b>Percent</b>
No response	0	0.0%
None	2	28.6%
One	4	57.1%
Two	1	14.3%
Three or more	0	0.0%
<b>Total</b>	<b>7</b>	<b>100.0%</b>

Both licensed and able to drive and not licensed to drive had the highest number of responses with three or nearly 43 percent each.

**TABLE 82  
DRIVING STATUS**

<b>Autos per Household</b>	<b>Frequency</b>	<b>Percent</b>
No response	0	0.0%
Licensed and able to drive	3	42.9%
Not licensed to drive	3	42.9%
Licensed but unable to drive	1	14.3%
<b>Total</b>	<b>7</b>	<b>100.0%</b>

Access to an automobile responses were fairly scattered. Of the five responses to the question, one answered "always", one "occasionally", one "never", and two "almost never."

**TABLE 83  
ACCESS TO AN AUTOMOBILE**

<b>Autos per Household</b>	<b>Frequency</b>	<b>Percent</b>
No response	2	28.6%
Always	1	14.3%
Most of the Time	0	0.0%
Occasionally	1	14.3%
Almost Never	2	28.6%
Never	1	14.3%
<b>Total</b>	<b>7</b>	<b>100.0%</b>

## Trip Characteristics

Survey respondents were asked to confirm the time of day in which they were given the survey. Again, survey responses were scattered by time of day.

**TABLE 84  
RESPONSES BY TIME OF DAY**

Time of Day	Frequency	Percent
No response	0	0.0%
5-6 am	1	14.3%
6-7 am	1	14.3%
7-8 am	1	14.3%
8-9 am	0	0.0%
9-10 am	0	0.0%
10-11 am	1	14.3%
11-noon	0	0.0%
noon-1 pm	0	0.0%
1-2 pm	0	0.0%
2-3 pm	1	14.3%
3-4 pm	0	0.0%
4-5 pm	1	14.3%
5-6 pm	0	0.0%
6-7 pm	1	14.3%
7-8 pm	0	0.0%
8-9 pm	0	0.0%
9-10 pm	0	0.0%
10-11 pm	0	0.0%
<b>Total</b>	<b>7</b>	<b>100.0%</b>

With regards to trip purpose, the majority of respondents (over 71 percent) noted that their trip purpose was for work.

**TABLE 85  
TRIP PURPOSE**

Trip Purpose	Frequency	Percent
No response	0	0.0%
School	0	0.0%
Shopping	1	14.3%
Home	1	14.3%
Social/Recreational	0	0.0%
Medical/Dental	0	0.0%
Work	5	71.4%
Personal Business	0	0.0%
<b>Total</b>	<b>7</b>	<b>100.0%</b>

Nearly 43 percent of the responses chose “no other transportation available” as their answer for trip choice.

**TABLE 86  
TRIP CHOICE**

<b>Trip Choice</b>	<b>Frequency</b>	<b>Percent</b>
No response	0	0.0%
Economy	2	28.6%
Convenience	2	28.6%
No other transportation available	3	42.9%
Other	0	0.0%
<b>Total</b>	<b>7</b>	<b>100.0%</b>

All but one of the respondents paid a cash fare for the trip, rather than use of a transfer ticket.

**TABLE 87  
FARE TYPE**

<b>Fare Type</b>	<b>Frequency</b>	<b>Percent</b>
Cash	6	85.7%
Transfer	1	14.3%
<b>Total</b>	<b>7</b>	<b>100.0%</b>

### Service Usage

The majority of responses (62.5%) confirmed that they do plan to use the fixed route system at some point during the remainder of the day. One individual also anticipated using the Call-A-Ride service again during the day. Eight responses were received, due to the fact that the individual planning to use the Call-A-Ride service, also anticipated using the fixed route system.

**TABLE 88  
DO YOU PLAN TO RIDE AGAIN TODAY?**

<b>More Trips Anticipated That Day?</b>	<b>Frequency</b>	<b>Percent</b>
No Response	0	0.0%
No	2	25.0%
Yes – Fixed Route Transit	5	62.5%
Yes – Call-A-Ride	1	12.5%
<b>Total</b>	<b>8</b>	<b>100.0%</b>

The number of anticipated trips throughout the remainder of the day was also asked of the respondents for both fixed route service and Call-A-Ride. Half of the responses noted that one trip on the fixed route system was anticipated; while five trips on the fixed route and one trip using Call-A-Ride both received one response.

**TABLE 89  
NUMBER OF ANTICIPATED TRIPS**

<b># of Anticipated Trips</b>	<b>Frequency</b>	<b>Percent</b>
None	2	25.0%
Fixed Route – 1 Trip	4	50.0%
Fixed Route – 5 Trips	1	12.5%
Call-A-Ride – 1 Trip	1	12.5%
<b>Total</b>	<b>8</b>	<b>100.0%</b>

“Once or twice a week” and “nine or ten times a week” each received nearly 43 percent of the responses. “Three or four times a week” accounted for the remainder with 14.3 percent.

**TABLE 90  
FREQUENCY OF USE**

<b>Trips Per Week</b>	<b>Frequency</b>	<b>Percent</b>
No response	0	0.0%
Less than once a week	0	0.0%
1 or 2 times a week	3	42.9%
3 or 4 times a week	1	14.3%
5 or 6 times a week	0	0.0%
7 or 8 times a week	0	0.0%
9 or 10 times a week	3	42.9%
11 or more times a week	0	0.0%
<b>Total</b>	<b>7</b>	<b>100.0%</b>

The majority of users (over 57 percent) noted that they use the Call-A-Ride service about the same as they did one year ago. The remaining 42.9 percent stated that they use it more than they did one year ago.

**TABLE 91  
FREQUENCY OF USE COMPARED TO ONE YEAR AGO**

<b>Usage Compared to One Year Ago</b>	<b>Frequency</b>	<b>Percent</b>
No response	0	0.0%
More than I did one year ago	3	42.9%
About the same as I did one year ago	4	57.1%
Less than I did one year ago	0	0.0%
I am a new rider and did not ride the bus one year ago	0	0.0%
<b>Total</b>	<b>7</b>	<b>100.0%</b>

System users were also asked of their ability to access Valley Transit’s website. The majority of users have not accessed Valley Transit’s website.

**TABLE 92  
HAVE YOU ACCESSED VALLEY TRANSIT'S WEBSITE?**

<b>Accessed Valley Transit's Website?</b>	<b>Frequency</b>	<b>Percent</b>
No Response	1	14.3%
Yes	2	28.6%
No	4	57.1%
Do not have Internet access	0	0.0%
<b>Total</b>	<b>7</b>	<b>100.0%</b>

### Service Ratings and Opinions

All survey respondents were also asked questions about personal opinions and service ratings of the Call-A-Ride service. With regards to the overall quality, six out of seven respondents rated the service as "excellent", while the remaining respondent rated the service as "good."

**TABLE 93  
OVERALL QUALITY OF CALL-A-RIDE SERVICE**

<b>Overall Quality</b>	<b>Frequency</b>	<b>Percent</b>
No response	0	0.0%
Excellent	6	85.7%
Good	1	14.3%
Average	0	0.0%
Below Average	0	0.0%
Poor	0	0.0%
<b>Total</b>	<b>7</b>	<b>100.0%</b>

The majority of service users (roughly 57 percent) confirmed that they would pay a higher fare to maintain the level of service.

**TABLE 94  
WOULD YOU PAY A HIGHER FARE TO MAINTAIN SERVICE?**

<b>Pay More to Maintain Service?</b>	<b>Frequency</b>	<b>Percent</b>
No Response	2	28.6%
Yes	4	57.1%
No	1	14.3%
<b>Total</b>	<b>7</b>	<b>100.0%</b>

A total of seven service aspects were also rated by Call-A-Ride users. These service aspects included: convenience, schedule reliability, condition of the vehicles, driver competence, driver courtesy, level of fares, and time it takes to reach your destination. Each respondent was asked to rate each aspect as either very good, good, fair, poor, or don't know. All aspects received a majority rating of "very good" with nothing lower than "good."

**TABLE 95  
PASSENGER SERVICE RATINGS**

Service Aspects	Ratings (Percent)					
	Very Good	Good	Fair	Poor	Don't know	No Response
Convenience	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Schedule reliability	85.7%	14.3%	0.0%	0.0%	0.0%	0.0%
Condition of the vehicles	71.4%	28.6%	0.0%	0.0%	0.0%	0.0%
Driver competence	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Driver courtesy	85.7%	14.3%	0.0%	0.0%	0.0%	0.0%
Level of fares	71.4%	28.6%	0.0%	0.0%	0.0%	0.0%
Time it takes to reach your destination	85.7%	14.3%	0.0%	0.0%	0.0%	0.0%

Survey respondents were also asked to rank the top three service aspects which are most important to them. Overall, the three most important aspects were convenience, schedule reliability, and the time it takes to reach your destination.

**TABLE 96  
SERVICE RANKINGS**

Rank	Service
1	Convenience
2	Schedule reliability
3	Time it takes to reach your destination
4	Driver courtesy
T-5	Condition of the vehicles
T-5	Driver competence
7	Level of fares

Respondents were also given the opportunity to provide any additional comments of the service. One response was received in which the customer noted that they would like to see Call-A-Ride service provided "north of USH 41." The same respondent also stated, "I have made good use of Call-A-Ride in my work at Rogan's. Very reliable and convenient, especially in the winter."

## **VALLEY TRANSIT SURVEY COMPARISON**

## VALLEY TRANSIT SURVEY COMPARISON

In 2006 and 1998 surveys were conducted for the Valley Transit system. The "2006 onboard user survey" was conducted in November and December by Cadre Staffing Services. Surveys were completed by boarding passengers who were willing to participate. As an incentive, Valley Transit offered a free trip ticket for each completed survey that was returned. A very important component of the 2006 survey is that surveys were conducted in English and Spanish. This is very helpful in presenting a more accurate picture of Valley Transit's customers, as some pronounced response differences are revealed.

The "1998 On-board Survey" was conducted throughout an entire service day on December 3, 1998. Temporary employees were used to assist in the dispersal and collection of questionnaires. It is important to note that "Tripper routes", defined as mainly school children, were not surveyed. This could constitute differences between this survey and 2006 survey in almost all responses. This survey as well as the "1993 Telephone Survey of Non-Riders" is included in the "Fox Cities Transit Development Plan; Final Project Report, November, 2001" by Pertee Engineering, Inc. and is used as the source for this comparison.

These surveys can be compared in the following areas; socioeconomic background, automobile access and driving characteristics, and trip characteristics.

In comparing the 1998 and 2006 surveys, it is best to see the 2006 survey as two separate surveys being classified into the English speaking and Spanish speaking. This allows for a more accurate analysis and planning for future services. The following is a brief comparison of the survey results.

### SOCIOECONOMIC BACKGROUND

#### Gender

The 2006 survey had 614 (46.8%) male English speaking respondents, 624 (47.6%) female English speaking respondents. Lastly, 73 (5.6%) of English speaking respondents did not respond. Spanish respondents included 9 (36.0%) males, 12 (48.0%) female, and 4 (16.0%) did not respond. The 1998 survey included 151 (50.3%) males, and 149 (49.6%) females. These totals bring about the realization that the 2006 Spanish speaking survey had a small sample size when compared with the other survey's sample sizes.

#### Age Group

The largest age group for the 2006 English speaking respondents was the 30 to 45 age group with 26.3% responding. This was closely followed by the 46 to 64 age group with 21.8% respondents. The smallest user group was 10 and under, which accounted for 1.4% of those surveyed. The Spanish speaking respondents are comprised of younger people. The largest 2006 Spanish speaking respondents was the 19 to 22 age group with 48% responding. This was followed by the 30 to 45 age group with 20% responding. There were no responses for the 10 and under, 11 to 15, 46 to 64, and 65 and over age groups. This could be a result of the small sample size. Age group data was not available for the 1998 Valley Transit rider survey.

## **Marital Status**

Individuals who have never married make up the largest portions of the 2006 English and Spanish speaking responses. English speaking respondents made up 69.9% of those surveyed, as well as 76% of Spanish speaking respondents. Married persons make up 12.5% on English speaking respondents, and 12% of Spanish speaking respondents. Marital Status data was not provided for the 1998 Valley Transit rider survey.

## **Occupation**

2006 English speaking respondents for Occupation were similar for three occupation types. 17.8% of respondents cited "Student (K-12)", 20.2% cited Laborer, and 18.5% listed "Other" as occupations. The majority (44%) of Spanish speaking respondents listed "Student (K-12)". This was followed by "No Response" at 16%, "College Student" at 16% and "Homemaker at 12%. From this we could conclude that the Valley Transit plays a significant role in transporting Spanish speaking students to school (K-12). This conclusion is at odds with the age group responses which do not identify a large amount of school aged children. If the numbers are valid, we should also be mindful that this survey was conducted during the school year. 1998 Valley Transit rider survey information is not available.

## **Annual Household Income**

2006 English speaking respondents had "Under \$10,000" as the most significant response at 28.2%. The smallest annual income user groups are "\$30,000 to \$39,999" and "\$40,000 – or more" with 5.6% each. The majority (48%) of Spanish speaking respondents did not provide a response for household income. This was followed by "Don't know" at 28%, and "Under \$10,000" at 20%. Again, occupation data was not available for the 1998 Valley Transit rider survey.

## **Municipality of Residency**

The City of Appleton is where the vast majority of riders reside with 61.9% of 2006 English speaking riders and 60% of 1998 surveyed riders. 2006 Spanish speaking riders identified the City of Appleton (24%) and the City of Kaukauna (20%) as the highest two cities of residency. It should be noted that in comparing the remaining municipalities; Menasha, Neenah, and Kaukauna the 1998 rider survey does not identify as either a "city" or "town". Each of these municipalities exists independently as a city and as a town. The 2006 survey delineates this, therefore to compare the surveys; one should look at possibly combining the city and town of the 2006 surveys for comparison with the 1998 survey.

## **AUTOMOBILE ACCESS AND DRIVING CHARACTERISTICS**

### **Automobiles per Household**

The majority of respondents do not have automobiles in the household. The 2006 survey reported that 51.3% of English speaking, and 44% of Spanish speaking respondents do not have an automobile in their household. Beyond providing "No response", households with three or more automobiles make up the smallest amount of ridership with 6.2% of English speaking

respondents, and 0% of Spanish speaking respondents. Automobile per Household data was not provided for the 1998 Valley Transit rider survey.

### **Driving Status**

Along with not having automobiles, it is also common for survey respondents not to have a driver's license. 60.3% of English speaking respondents and 72% of Spanish speaking respondents are not licensed to drive. The lowest response for English speaking riders was for "No response" at 7.2%. Spanish speaking riders had lowest responses with "Licensed and able to drive" at 0%, and "Licensed but unable to drive" at 4%. Driving Status data was not provided for the 1998 Valley Transit rider survey.

## **TRIP CHARACTERISTICS**

### **Trip Purpose**

There are varied purposes for using Valley Transit. The 2006 English speaking riders and 1998 surveyed riders identified "Work" as their trip purpose with 34.8% and 50% respectively. The 2006 Spanish speaking riders identified "School" as their main trip purpose with 68% of the responses. The 2006 survey does not define "School", so it is impossible to delineate whether it suggests "K-12" or "College" or a combination of the two. The least chosen trip purpose for the 2006 English speaking and 1998 rider survey is for "Medical". The 2006 English speaking riders had 3.2% choosing this, and the 1998 riders had 4%. The 2006 Spanish speaking riders had zero responses for selecting "Shopping", "Social/Recreational", "Medical/Dental", and "Personal Business".

### **Distance from Nearest Bus Stop**

The 2006 English speaking survey response reported the highest amount of responses (61.5%) with the shortest distance from origin to bus stop at one block or less. The 1998 survey reported the majority of riders walking four to seven blocks to a bus stop. Lastly, the 2006 Spanish speaking responses were somewhat varied. 24% of surveys indicated that their distance walked from origin to bus was either one block or less, two blocks, or less, or five blocks or more.

### **Frequency of Use**

The 2006 English and Spanish speaking surveys showed that approximately 24% of riders travel on the bus five or six times a week. The lowest result for both (excluding "No Response" was "Less than once a week with English speaking riders at 7.6% and Spanish speaking riders at 0%. The 1998 survey revealed that 70% of riders use the bus everyday, and the lowest result was "less than once per month" at 4%. This indicates that bus riders heavily rely on this service for their transportation needs.

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## **ROUTE RIDERSHIP PATTERNS**

## ROUTE RIDERSHIP PATTERNS

In November and December of 2006, boarding and alighting counts were conducted on all Valley Transit fixed routes by the East Central Wisconsin Regional Planning Commission to gather information on route ridership patterns. During this effort, surveyors counted and recorded the number of passengers getting on and off at each possible stop, on every route, and during every hour of operation. The total number of passengers onboard after each stop and whether or not the kneeling feature on the bus was enabled or the bike rack was used was also tallied for each stop. Again, these figures were counted during every hour of operation, for every route. These figures should depict an accurate representation of what typical boarding and alighting patterns look like on Valley Transit routes during an average day of service.

### TOTAL DAILY BOARDINGS

Table 97 displays total daily boardings for each route on the system. Daily boardings totaled 3,544. Of the sixteen fixed routes, Route 30 – Neenah/Menasha had the highest number of daily boardings with 414, while Route 41 – West Fox Valley had the lowest with 88.

**TABLE 97  
BOARDINGS BY ROUTE**

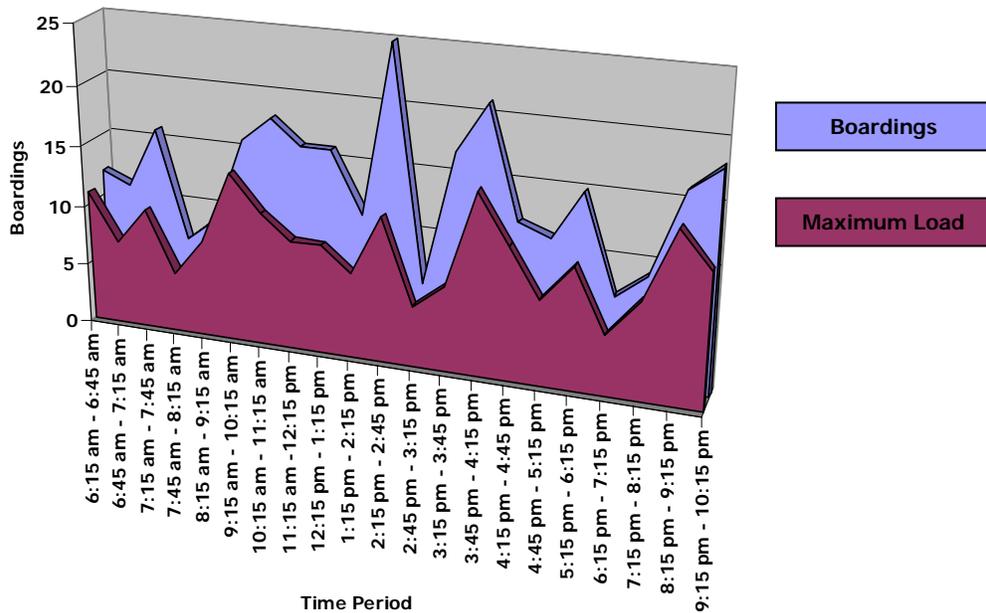
Route	Daily Boardings
ROUTE 1 - MIDWAY	289
ROUTE 2 - PROSPECT	165
ROUTE 3 - MASON	221
ROUTE 4 - RICHMOND	151
ROUTE 5 - NORTH ONEIDA	190
ROUTE 6 - MEADE	136
ROUTE 7 - BALLARD	239
ROUTE 8 - TELULAH	240
ROUTE 11 - EAST COLLEGE/ BUCHANAN	185
ROUTE 12 - FOX VALLEY TECH	352
ROUTE 15 - WEST COLLEGE	292
ROUTE 20 - HEART OF THE VALLEY	350
ROUTE 30 - NEENAH/MENASHA	414
ROUTE 31 - EAST NEENAH	109
ROUTE 32- WEST NEENAH	123
ROUTE 41 - WEST FOX VALLEY	88
<b>TOTAL</b>	<b>3,544</b>

## **ROUTE BOARDINGS/MAXIMUM LOAD PROFILES**

Exhibits 98 through 113 on the proceeding pages show the boardings and maximum loads by time period for each route on the system. Alightings are not included because, when analyzed by run or time of day, alightings should equal the number of boardings. Alightings are more pertinent when analyzed by location. These exhibits indicate that most routes have fairly continuous boarding patterns along the entire length of the route, although there is some variation by route with regards to the peak boarding patterns and maximum loads at various time periods throughout the day. Route 20 – Heart of the Valley had the highest maximum load with 43 passengers on the bus at one point. This incident occurred during the 2:45 p.m. to 3:45 p.m. headway.

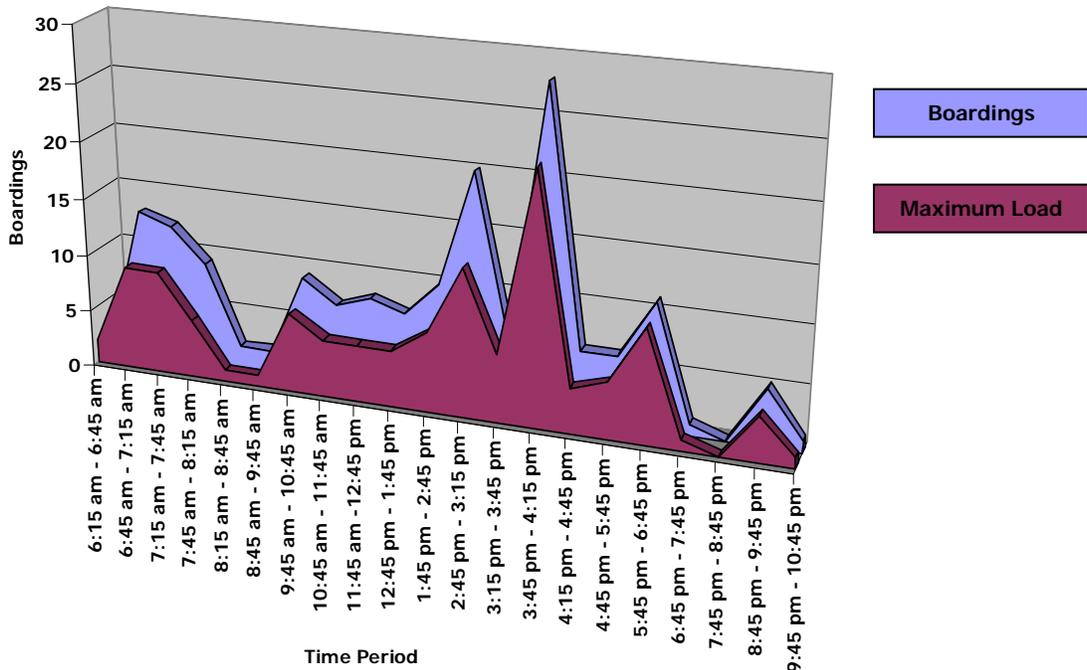
Route 1 - Midway		
Time Period	Boardings	Maximum Load
6:15 am - 6:45 am	12	11
6:45 am - 7:15 am	11	7
7:15 am - 7:45 am	16	10
7:45 am - 8:15 am	7	5
8:15 am - 9:15 am	9	8
9:15 am - 10:15 am	16	14
10:15 am - 11:15 am	18	11
11:15 am -12:15 pm	16	9
12:15 pm - 1:15 pm	16	9
1:15 pm - 2:15 pm	11	7
2:15 pm - 2:45 pm	25	12
2:45 pm - 3:15 pm	6	5
3:15 pm - 3:45 pm	17	7
3:45 pm - 4:15 pm	21	15
4:15 pm - 4:45 pm	12	11
4:45 pm - 5:15 pm	11	7
5:15 pm - 6:15 pm	15	10
6:15 pm - 7:15 pm	7	5
7:15 pm - 8:15 pm	9	8
8:15 pm - 9:15 pm	16	14
9:15 pm - 10:15 pm	18	11
<b>Total</b>	<b>289</b>	<b>NA</b>

**EXHIBIT 98**  
**BOARDINGS BY TIME PERIOD: ROUTE 1 – MIDWAY**



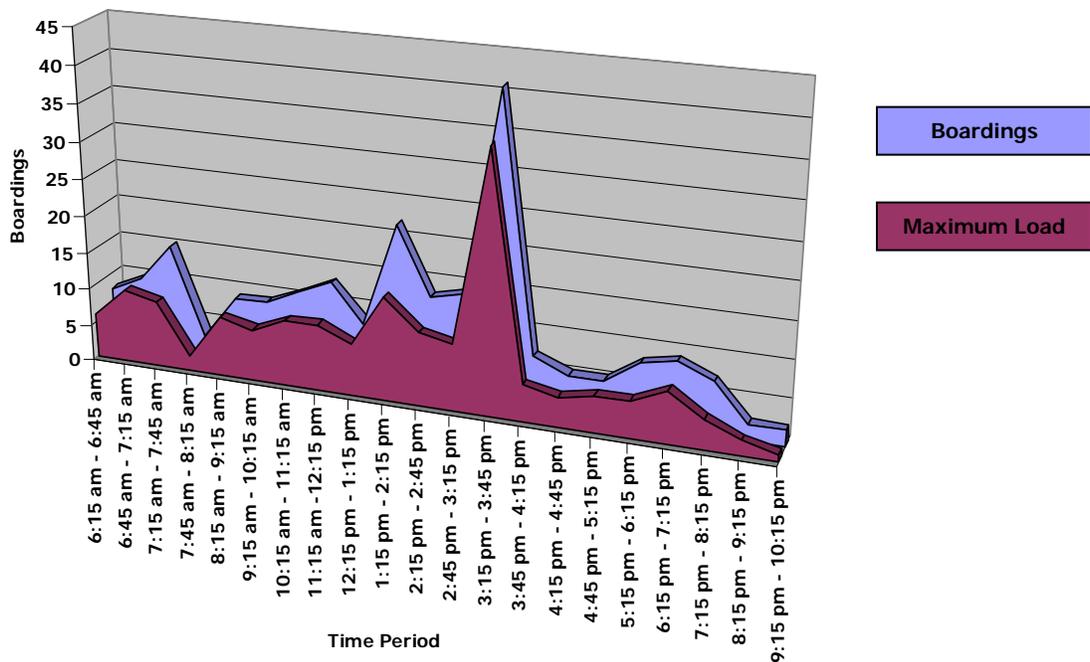
Route 2 - Prospect		
Time Period	Boardings	Maximum Load
6:15 am - 6:45 am	2	2
6:45 am - 7:15 am	13	9
7:15 am - 7:45 am	12	9
7:45 am - 8:15 am	9	5
8:15 am - 8:45 am	2	1
8:45 am - 9:45 am	2	1
9:45 am - 10:45 am	9	7
10:45 am - 11:45 am	7	5
11:45 am - 12:45 pm	8	5
12:45 pm - 1:45 pm	7	5
1:45 pm - 2:45 pm	10	7
2:45 pm - 3:15 pm	20	13
3:15 pm - 3:45 pm	6	6
3:45 pm - 4:15 pm	28	22
4:15 pm - 4:45 pm	6	4
4:45 pm - 5:45 pm	6	5
5:45 pm - 6:45 pm	11	10
6:45 pm - 7:45 pm	1	1
7:45 pm - 8:45 pm	0	0
8:45 pm - 9:45 pm	5	4
9:45 pm - 10:45 pm	1	1
<b>Total</b>	<b>165</b>	<b>NA</b>

**EXHIBIT 99  
BOARDINGS BY TIME PERIOD: ROUTE 2 - PROSPECT**



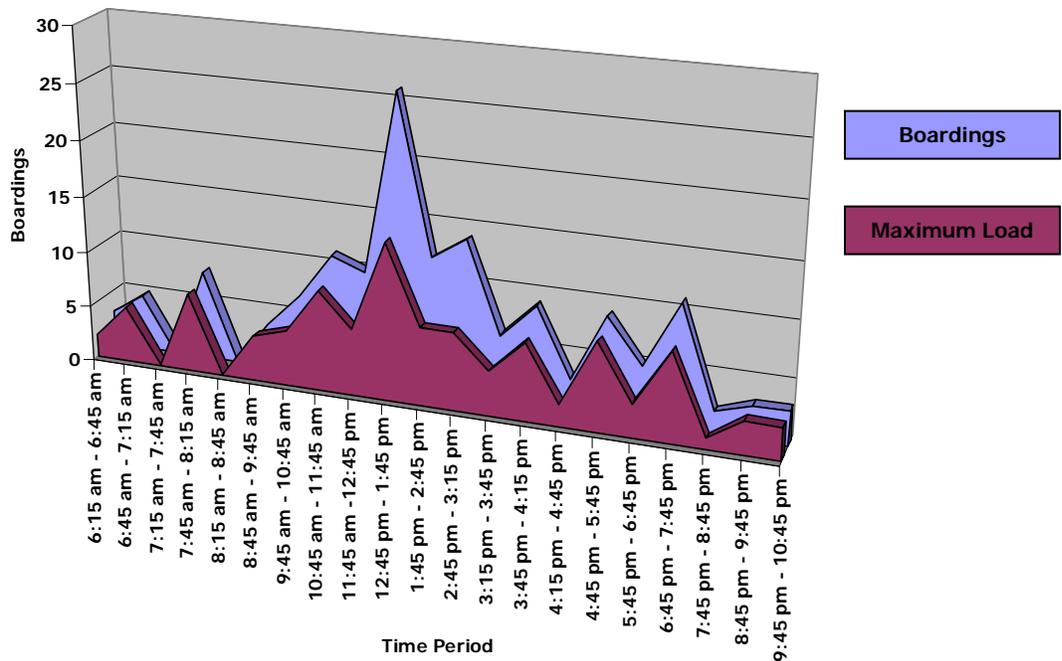
Route 3 - Mason		
Time Period	Boardings	Maximum Load
6:15 am - 6:45 am	8	6
6:45 am - 7:15 am	10	10
7:15 am - 7:45 am	15	9
7:45 am - 8:15 am	3	2
8:15 am - 9:15 am	9	8
9:15 am - 10:15 am	9	7
10:15 am - 11:15 am	11	9
11:15 am -12:15 pm	13	9
12:15 pm - 1:15 pm	8	7
1:15 pm - 2:15 pm	22	14
2:15 pm - 2:45 pm	13	10
2:45 pm - 3:15 pm	14	9
3:15 pm - 3:45 pm	41	35
3:45 pm - 4:15 pm	7	5
4:15 pm - 4:45 pm	5	4
4:45 pm - 5:15 pm	5	5
5:15 pm - 6:15 pm	8	5
6:15 pm - 7:15 pm	9	7
7:15 pm - 8:15 pm	7	4
8:15 pm - 9:15 pm	2	2
9:15 pm - 10:15 pm	2	1
<b>Total</b>	<b>221</b>	<b>NA</b>

**EXHIBIT 100  
BOARDINGS BY TIME PERIOD: ROUTE 3 – MASON**



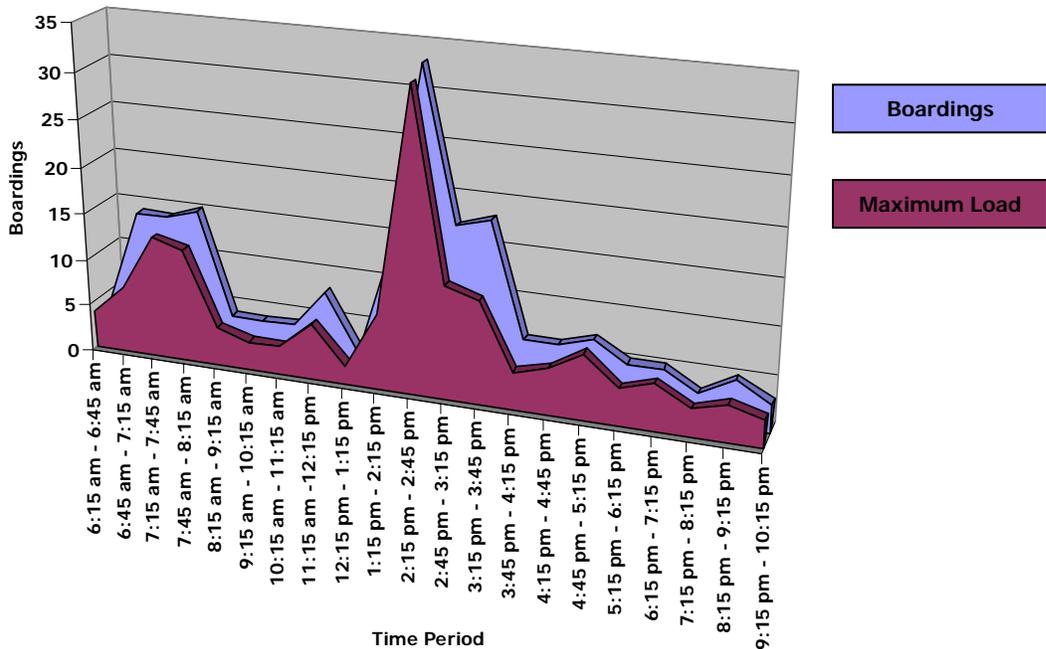
Route 4 - Richmond		
Time Period	Boardings	Maximum Load
6:15 am - 6:45 am	3	2
6:45 am - 7:15 am	5	5
7:15 am - 7:45 am	0	0
7:45 am - 8:15 am	8	7
8:15 am - 8:45 am	0	0
8:45 am - 9:45 am	4	4
9:45 am - 10:45 am	7	5
10:45 am - 11:45 am	11	9
11:45 am -12:45 pm	10	6
12:45 pm - 1:45 pm	26	14
1:45 pm - 2:45 pm	12	7
2:45 pm - 3:15 pm	14	7
3:15 pm - 3:45 pm	6	4
3:45 pm - 4:15 pm	9	7
4:15 pm - 4:45 pm	3	2
4:45 pm - 5:45 pm	9	8
5:45 pm - 6:45 pm	5	3
6:45 pm - 7:45 pm	11	8
7:45 pm - 8:45 pm	2	1
8:45 pm - 9:45 pm	3	3
9:45 pm - 10:45 pm	3	3
<b>Total</b>	<b>151</b>	<b>NA</b>

**EXHIBIT 101  
BOARDINGS BY TIME PERIOD: ROUTE 4 –RICHMOND**



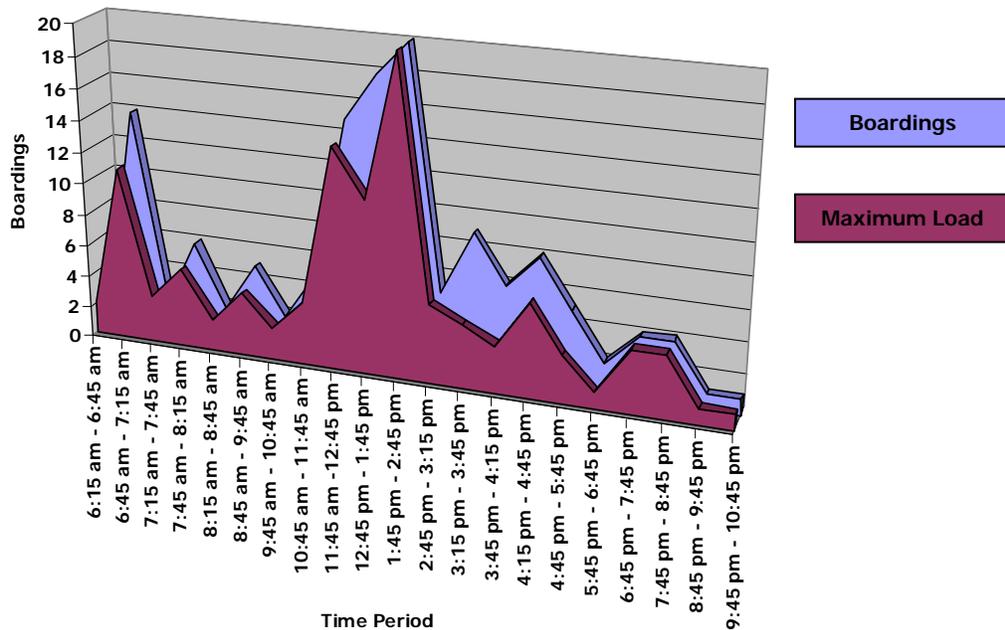
Route 5 - North Oneida		
Time Period	Boardings	Maximum Load
6:15 am - 6:45 am	4	4
6:45 am - 7:15 am	14	7
7:15 am - 7:45 am	14	13
7:45 am - 8:15 am	15	12
8:15 am - 9:15 am	4	4
9:15 am - 10:15 am	4	3
10:15 am - 11:15 am	4	3
11:15 am -12:15 pm	8	6
12:15 pm - 1:15 pm	2	2
1:15 pm - 2:15 pm	13	8
2:15 pm - 2:45 pm	33	32
2:45 pm - 3:15 pm	17	12
3:15 pm - 3:45 pm	18	11
3:45 pm - 4:15 pm	6	4
4:15 pm - 4:45 pm	6	5
4:45 pm - 5:15 pm	7	7
5:15 pm - 6:15 pm	5	4
6:15 pm - 7:15 pm	5	5
7:15 pm - 8:15 pm	3	3
8:15 pm - 9:15 pm	5	4
9:15 pm - 10:15 pm	3	3
<b>Total</b>	<b>190</b>	<b>NA</b>

**EXHIBIT 102  
BOARDINGS BY TIME PERIOD: ROUTE 5 – NORTH ONEIDA**



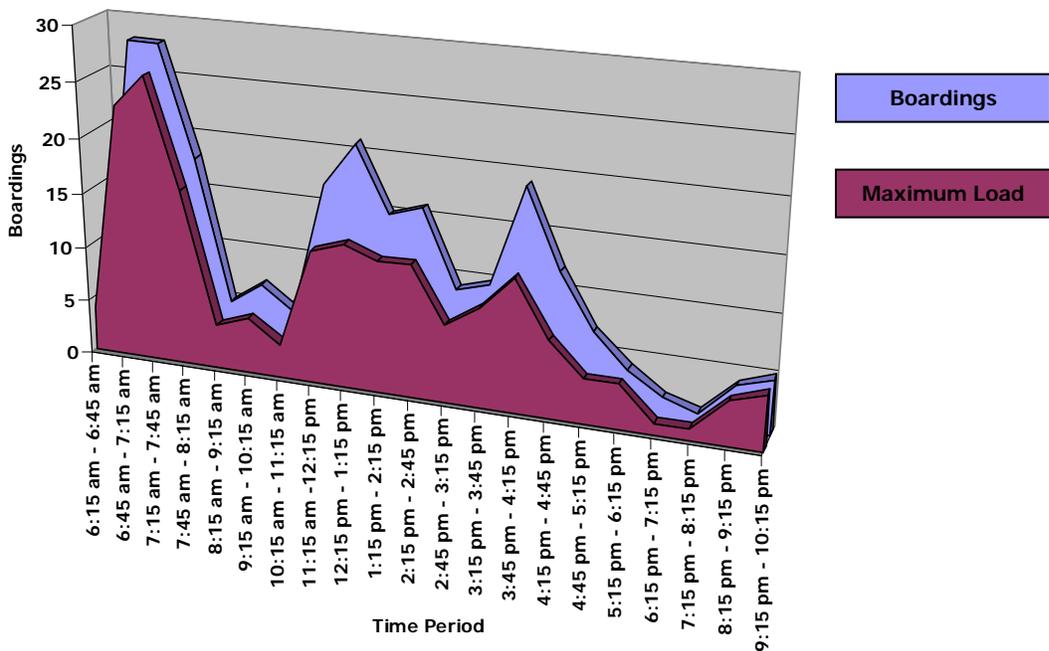
Route 6 - Meade		
Time Period	Boardings	Maximum Load
6:15 am - 6:45 am	2	2
6:45 am - 7:15 am	14	11
7:15 am - 7:45 am	2	3
7:45 am - 8:15 am	6	5
8:15 am - 8:45 am	2	2
8:45 am - 9:45 am	5	4
9:45 am - 10:45 am	2	2
10:45 am - 11:45 am	5	4
11:45 am - 12:45 pm	15	14
12:45 pm - 1:45 pm	18	11
1:45 pm - 2:45 pm	20	20
2:45 pm - 3:15 pm	5	5
3:15 pm - 3:45 pm	9	4
3:45 pm - 4:15 pm	6	3
4:15 pm - 4:45 pm	8	6
4:45 pm - 5:45 pm	5	3
5:45 pm - 6:45 pm	2	1
6:45 pm - 7:45 pm	4	4
7:45 pm - 8:45 pm	4	4
8:45 pm - 9:45 pm	1	1
9:45 pm - 10:45 pm	1	1
<b>Total</b>	<b>136</b>	<b>NA</b>

**EXHIBIT 103**  
**BOARDINGS BY TIME PERIOD: ROUTE 6 -MEADE**



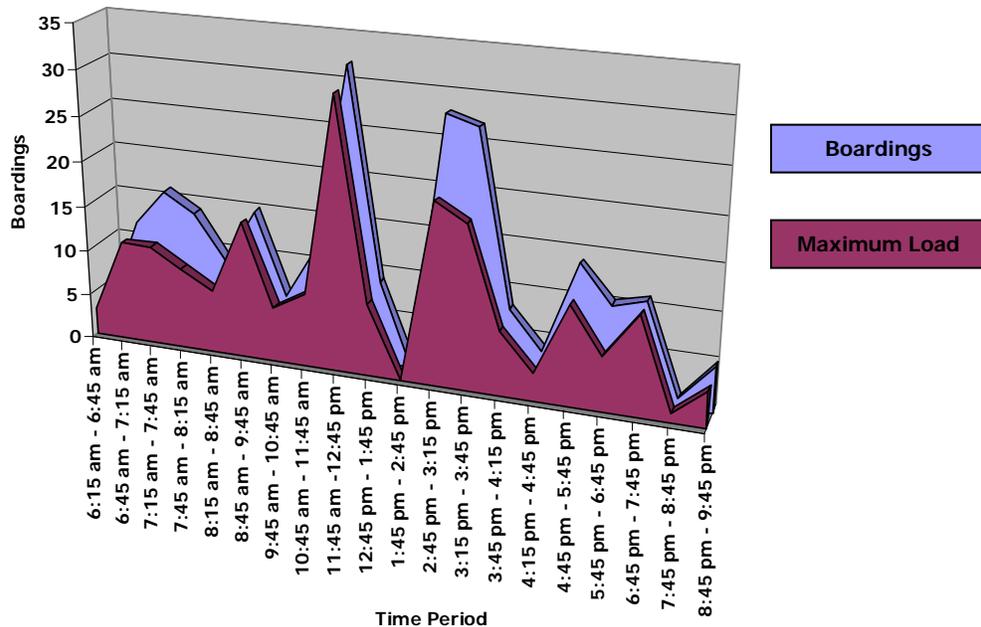
Route 7 - Ballard		
Time Period	Boardings	Maximum Load
6:15 am - 6:45 am	6	4
6:45 am - 7:15 am	28	23
7:15 am - 7:45 am	28	26
7:45 am - 8:15 am	18	16
8:15 am - 9:15 am	5	4
9:15 am - 10:15 am	7	5
10:15 am - 11:15 am	5	3
11:15 am -12:15 pm	17	12
12:15 pm - 1:15 pm	21	13
1:15 pm - 2:15 pm	15	12
2:15 pm - 2:45 pm	16	12
2:45 pm - 3:15 pm	9	7
3:15 pm - 3:45 pm	10	9
3:45 pm - 4:15 pm	19	12
4:15 pm - 4:45 pm	12	7
4:45 pm - 5:15 pm	7	4
5:15 pm - 6:15 pm	4	4
6:15 pm - 7:15 pm	2	1
7:15 pm - 8:15 pm	1	1
8:15 pm - 9:15 pm	4	4
9:15 pm - 10:15 pm	5	5
<b>Total</b>	<b>239</b>	<b>NA</b>

**EXHIBIT 104**  
**BOARDINGS BY TIME PERIOD: ROUTE 7 – BALLARD**



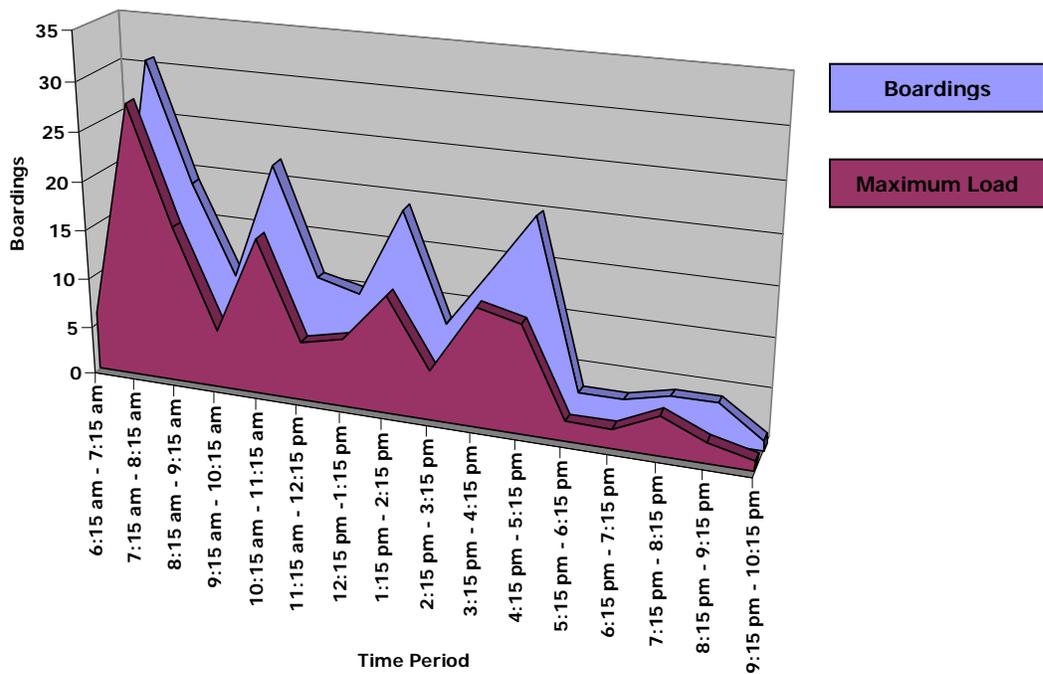
Route 8 - Telulah		
Time Period	Boardings	Maximum Load
6:15 am - 6:45 am	3	3
6:45 am - 7:15 am	12	11
7:15 am - 7:45 am	16	11
7:45 am - 8:15 am	14	9
8:15 am - 8:45 am	9	7
8:45 am - 9:45 am	15	15
9:45 am - 10:45 am	6	6
10:45 am - 11:45 am	12	8
11:45 am - 12:45 pm	32	30
12:45 pm - 1:45 pm	9	8
1:45 pm - 2:45 pm	0	0
2:45 pm - 3:15 pm	28	20
3:15 pm - 3:45 pm	27	18
3:45 pm - 4:15 pm	8	7
4:15 pm - 4:45 pm	4	3
4:45 pm - 5:45 pm	14	11
5:45 pm - 6:45 pm	10	6
6:45 pm - 7:45 pm	11	11
7:45 pm - 8:45 pm	1	1
8:45 pm - 9:45 pm	5	4
9:45 pm - 10:45 pm	4	4
<b>Total</b>	<b>240</b>	<b>NA</b>

**EXHIBIT 105  
BOARDINGS BY TIME PERIOD: ROUTE 8 - TELULAH**



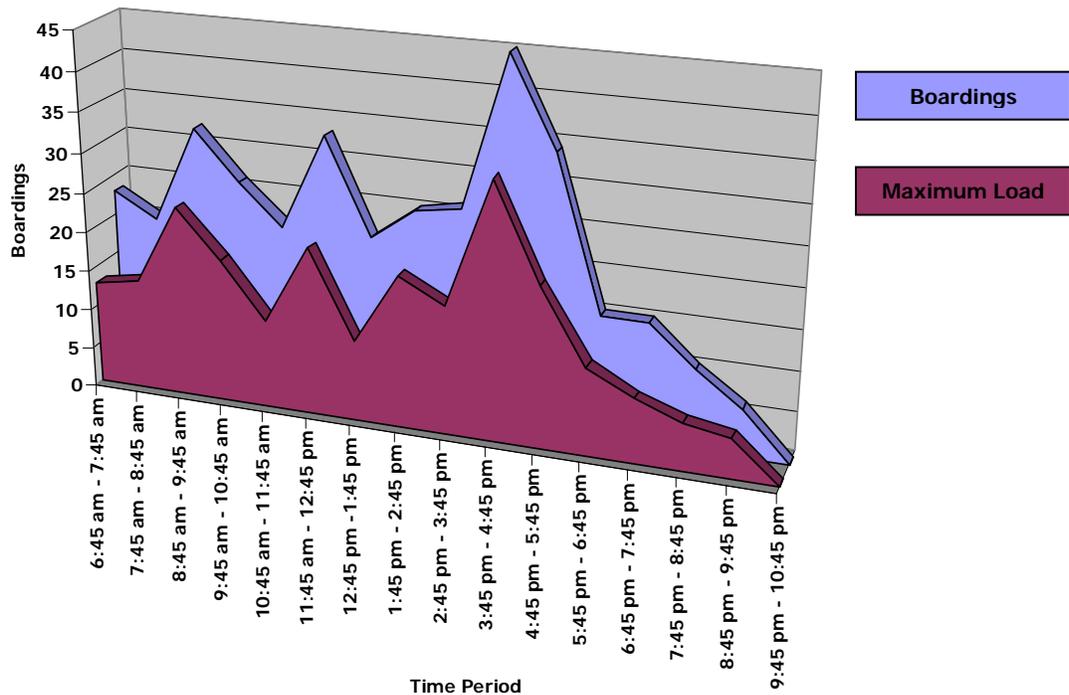
Route 11 - East College/Town of Buchanan		
Time Period	Boardings	Maximum Load
6:15 am - 7:15 am	6	6
7:15 am - 8:15 am	31	28
8:15 am - 9:15 am	19	16
9:15 am - 10:15 am	10	6
10:15 am - 11:15 am	22	16
11:15 am - 12:15 pm	11	6
12:15 pm - 1:15 pm	10	7
1:15 pm - 2:15 pm	19	12
2:15 pm - 3:15 pm	8	5
3:15 pm - 4:15 pm	14	12
4:15 pm - 5:15 pm	20	11
5:15 pm - 6:15 pm	3	2
6:15 pm - 7:15 pm	3	2
7:15 pm - 8:15 pm	4	4
8:15 pm - 9:15 pm	4	2
9:15 pm - 10:15 pm	1	1
<b>Total</b>	<b>185</b>	<b>NA</b>

**EXHIBIT 106  
BOARDINGS BY TIME PERIOD:  
ROUTE 11 – EAST COLLEGE/TOWN OF BUCHANAN**



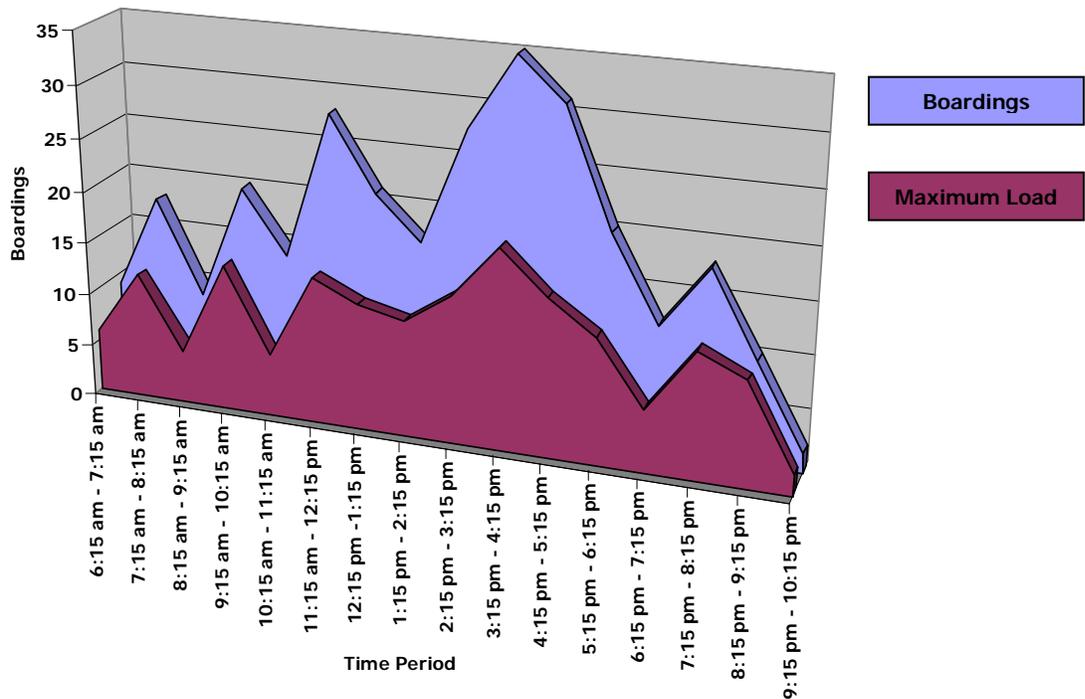
Route 12 - Fox Valley Technical College		
Time Period	Boardings	Maximum Load
6:45 am - 7:45 am	23	13
7:45 am - 8:45 am	20	14
8:45 am - 9:45 am	32	24
9:45 am - 10:45 am	26	18
10:45 am - 11:45 am	21	11
11:45 am - 12:45 pm	33	21
12:45 pm - 1:45 pm	21	10
1:45 pm - 2:45 pm	25	19
2:45 pm - 3:45 pm	26	16
3:45 pm - 4:45 pm	45	32
4:45 pm - 5:45 pm	34	20
5:45 pm - 6:45 pm	15	11
6:45 pm - 7:45 pm	15	8
7:45 pm - 8:45 pm	10	6
8:45 pm - 9:45 pm	6	5
9:45 pm - 10:45 pm	0	0
<b>Total</b>	<b>352</b>	<b>NA</b>

**EXHIBIT 107  
BOARDINGS BY TIME PERIOD:  
ROUTE 12 - FOX VALLEY TECHNICAL COLLEGE**



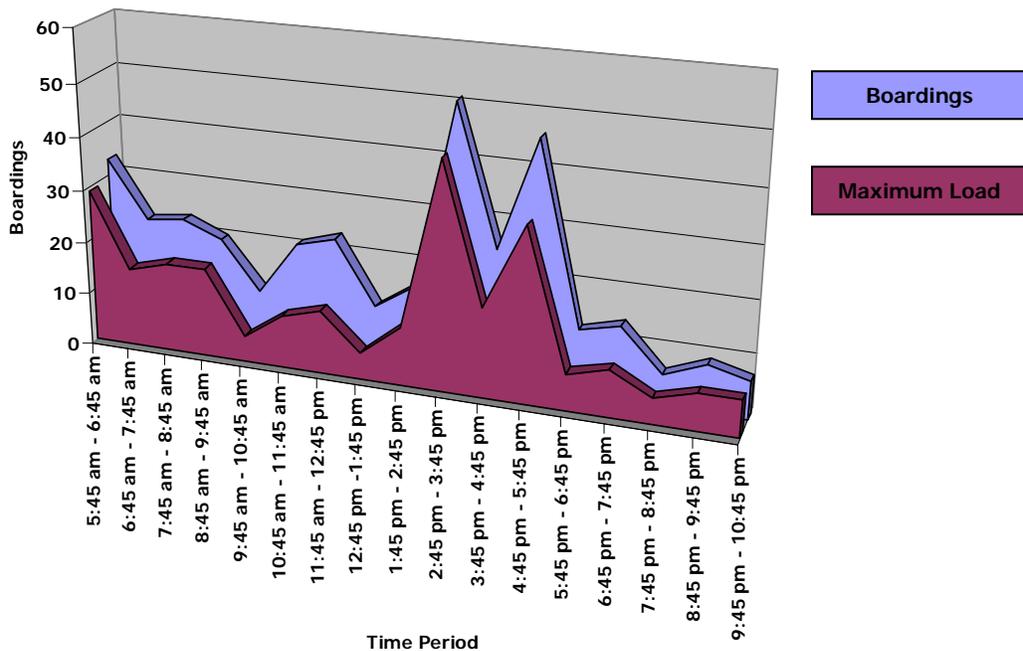
Route 15 - West College		
Time Period	Boardings	Maximum Load
6:15 am - 7:15 am	9	6
7:15 am - 8:15 am	18	12
8:15 am - 9:15 am	9	5
9:15 am - 10:15 am	20	14
10:15 am - 11:15 am	14	6
11:15 am - 12:15 pm	28	14
12:15 pm - 1:15 pm	21	12
1:15 pm - 2:15 pm	17	11
2:15 pm - 3:15 pm	28	14
3:15 pm - 4:15 pm	35	19
4:15 pm - 5:15 pm	31	15
5:15 pm - 6:15 pm	20	12
6:15 pm - 7:15 pm	12	6
7:15 pm - 8:15 pm	18	12
8:15 pm - 9:15 pm	10	10
9:15 pm - 10:15 pm	2	2
<b>Total</b>	<b>292</b>	<b>NA</b>

**EXHIBIT 108  
BOARDINGS BY TIME PERIOD:  
ROUTE 15 – WEST COLLEGE**



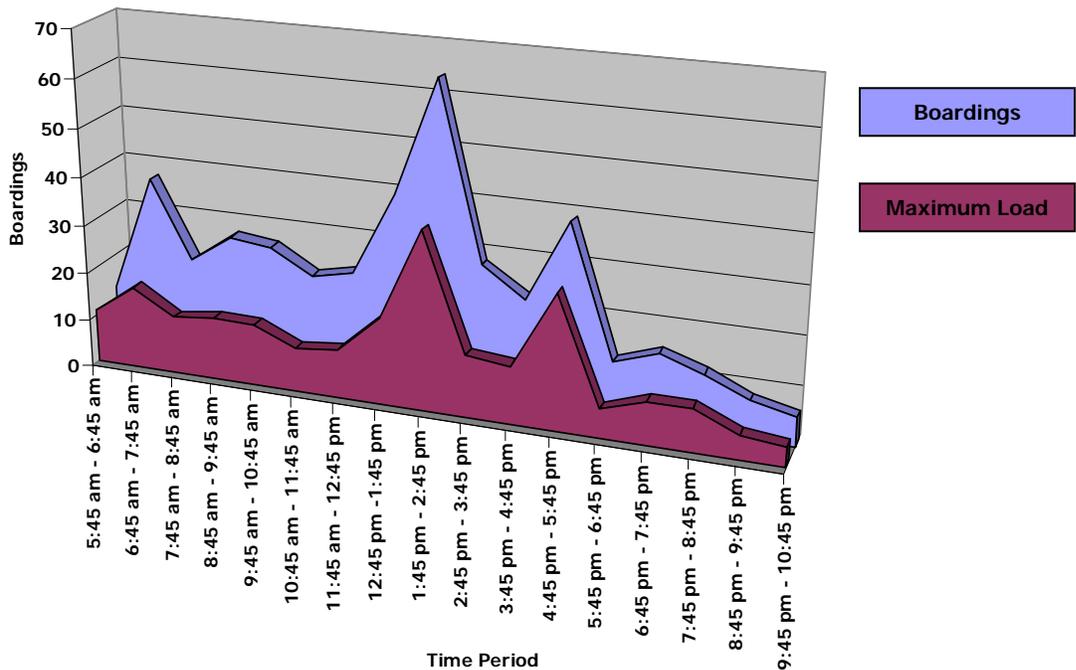
Route 20 - Heart of the Valley		
Time Period	Boardings	Maximum Load
5:45 am - 6:45 am	33	29
6:45 am - 7:45 am	22	15
7:45 am - 8:45 am	23	17
8:45 am - 9:45 am	20	17
9:45 am - 10:45 am	11	5
10:45 am - 11:45 am	21	10
11:45 am - 12:45 pm	23	12
12:45 pm - 1:45 pm	11	5
1:45 pm - 2:45 pm	16	11
2:45 pm - 3:45 pm	51	43
3:45 pm - 4:45 pm	25	17
4:45 pm - 5:45 pm	46	33
5:45 pm - 6:45 pm	12	7
6:45 pm - 7:45 pm	14	9
7:45 pm - 8:45 pm	6	5
8:45 pm - 9:45 pm	9	7
9:45 pm - 10:45 pm	7	7
<b>Total</b>	<b>350</b>	<b>NA</b>

**EXHIBIT 109  
BOARDINGS BY TIME PERIOD:  
ROUTE 20 – HEART OF THE VALLEY**



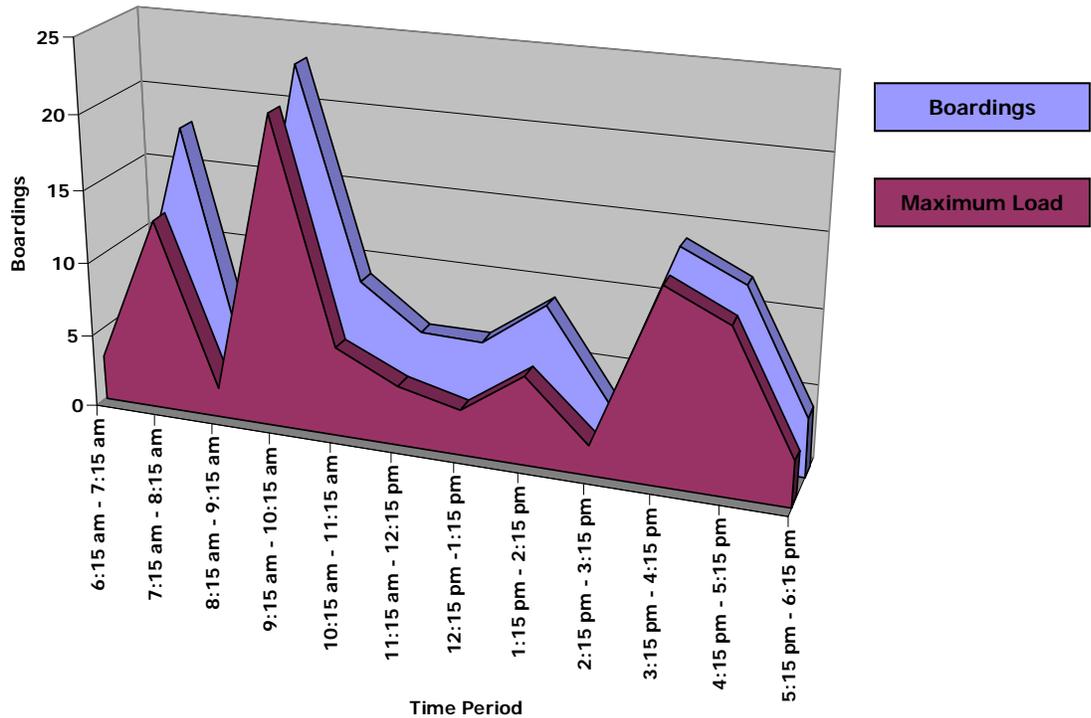
Route 30 - Neenah/Menasha		
Time Period	Boardings	Maximum Load
5:45 am - 6:45 am	13	11
6:45 am - 7:45 am	37	17
7:45 am - 8:45 am	21	12
8:45 am - 9:45 am	27	13
9:45 am - 10:45 am	26	13
10:45 am - 11:45 am	21	9
11:45 am - 12:45 pm	23	10
12:45 pm - 1:45 pm	40	18
1:45 pm - 2:45 pm	64	37
2:45 pm - 3:45 pm	28	13
3:45 pm - 4:45 pm	22	12
4:45 pm - 5:45 pm	39	28
5:45 pm - 6:45 pm	12	6
6:45 pm - 7:45 pm	15	9
7:45 pm - 8:45 pm	12	9
8:45 pm - 9:45 pm	8	5
9:45 pm - 10:45 pm	6	4
<b>Total</b>	<b>414</b>	<b>NA</b>

**EXHIBIT 110  
BOARDINGS BY TIME PERIOD:  
ROUTE 30 – NEENAH/MENASHA**



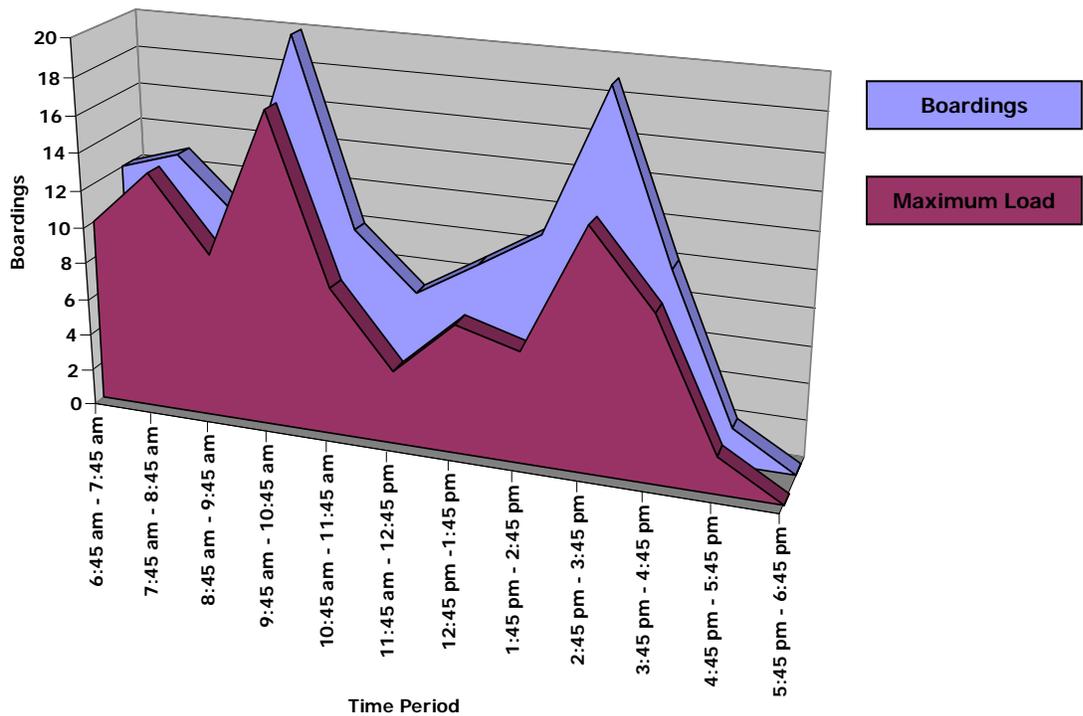
Route 31 - East Neenah		
Time Period	Boardings	Maximum Load
6:15 am - 7:15 am	3	3
7:15 am - 8:15 am	18	13
8:15 am - 9:15 am	2	2
9:15 am - 10:15 am	23	21
10:15 am - 11:15 am	9	6
11:15 am - 12:15 pm	6	4
12:15 pm - 1:15 pm	6	3
1:15 pm - 2:15 pm	9	6
2:15 pm - 3:15 pm	3	2
3:15 pm - 4:15 pm	14	13
4:15 pm - 5:15 pm	12	11
5:15 pm - 6:15 pm	4	3
<b>Total</b>	<b>109</b>	<b>NA</b>

**EXHIBIT 111  
BOARDINGS BY TIME PERIOD:  
ROUTE 31 – EAST NEENAH**



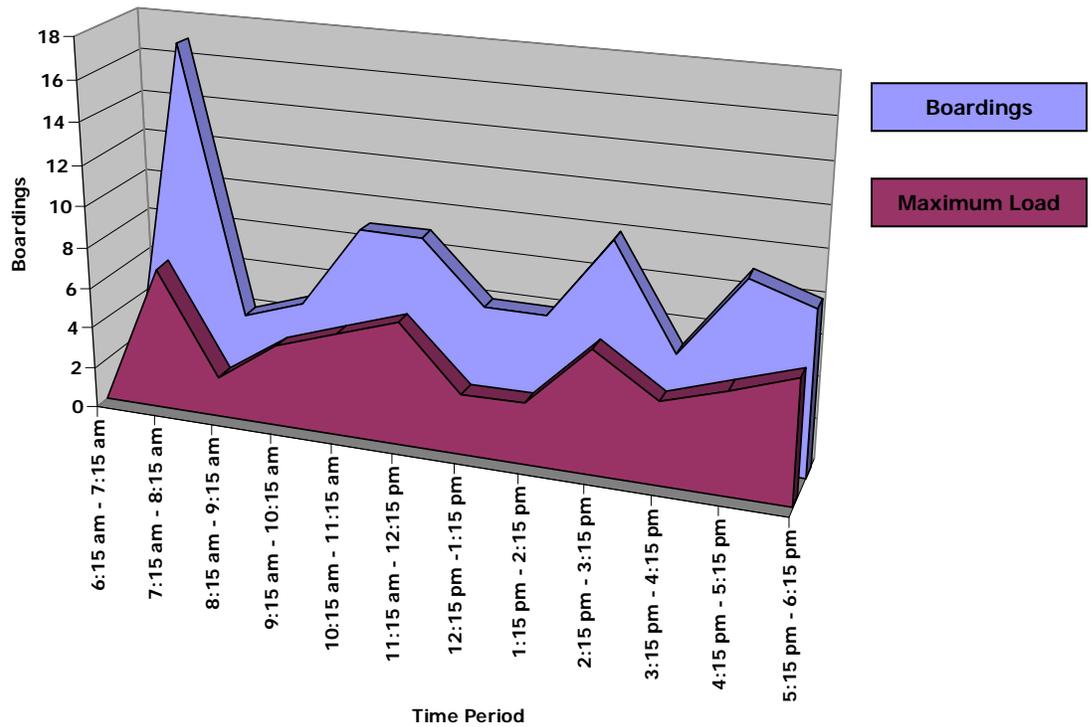
Route 32 - West Neenah		
Time Period	Boardings	Maximum Load
6:45 am - 7:45 am	12	10
7:45 am - 8:45 am	13	13
8:45 am - 9:45 am	10	9
9:45 am - 10:45 am	20	17
10:45 am - 11:45 am	10	8
11:45 am - 12:45 pm	7	4
12:45 pm - 1:45 pm	9	7
1:45 pm - 2:45 pm	11	6
2:45 pm - 3:45 pm	19	13
3:45 pm - 4:45 pm	10	9
4:45 pm - 5:45 pm	2	2
5:45 pm - 6:45 pm	0	0
<b>Total</b>	<b>123</b>	<b>NA</b>

**EXHIBIT 112  
BOARDINGS BY TIME PERIOD:  
ROUTE 32 – WEST NEENAH**



Route 41 - West Fox Valley		
Time Period	Boardings	Maximum Load
6:15 am - 7:15 am	0	0
7:15 am - 8:15 am	17	7
8:15 am - 9:15 am	4	2
9:15 am - 10:15 am	5	4
10:15 am - 11:15 am	9	5
11:15 am - 12:15 pm	9	6
12:15 pm - 1:15 pm	6	3
1:15 pm - 2:15 pm	6	3
2:15 pm - 3:15 pm	10	6
3:15 pm - 4:15 pm	5	4
4:15 pm - 5:15 pm	9	5
5:15 pm - 6:15 pm	8	6
<b>Total</b>	<b>88</b>	<b>NA</b>

**EXHIBIT 113  
BOARDINGS BY TIME PERIOD:  
ROUTE 41 – WEST FOX VALLEY**



As discussed in the ridership profile section, public transportation is driven by peak hours of service. This is largely driven by employment and education, which typically have routine starting and ending times. Table 114 shows peak and offpeak boardings by route and time period. Again, on a typical day of service for Valley Transit, peak hours run from 5:45 a.m. to 9 a.m. in the morning and from 2 p.m. to 5 p.m. in the afternoon. The morning peak hours of service accounted for 723 trips, while the afternoon peak hours of service accounted for 1,094 trips. Therefore, during these two peak time periods, a majority of the trips (51.3 percent) occurred.

Route 7 - Ballard had the highest volume of passengers during the morning peak hours of service with 85 passengers, while Route 4 – Richmond had the lowest with 16 passengers. In terms of afternoon peak hours of service, Route 20 – Heart of the Valley had the highest ridership volume with 122 passengers, while Route 41 – West Fox Valley had the lowest with 24 passengers.

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**TABLE 114  
PEAK AND OFFPEAK BOARDINGS BY ROUTE AND TIME PERIOD**

	Route 1	Route 2	Route 3	Route 4	Route 5	Route 6	Route 7	Route 8	Route 11	Route 12	Route 15	Route 20	Route 30	Route 31	Route 32	Route 41	Total
5:45 am - 6:45 am*												33	13				46
6:15 am - 6:45 am*	12	2	8	3	4	2	6	3									40
6:15 am - 7:15 am*									6		9			3		0	18
6:45 am - 7:15 am*	11	13	10	5	14	14	28	12									107
6:45 am - 7:45 am*										23		22	37		12		94
7:15 am - 7:45 am*	16	12	15	0	14	2	28	16									103
7:15 am - 8:15 am*									31		18			18		17	84
7:45 am - 8:15 am*	7	9	3	8	15	6	18	14									80
7:45 am - 8:45 am*										20		23	21		13		77
8:15 am - 8:45 am*		2		0		2		9									13
8:15 am - 9:15 am*	9		9		4		5		19		9			2		4	61
8:45 am - 9:45 am		2		4		5		15		32		20	27		10		115
9:15 am - 10:15 am	16		9		4		7		10		20			23		5	94
9:45 am - 10:45 am		9		7		2		6		26		11	26		20		107
10:15 am - 11:15 am	18		11		4		5		22		14			9		9	92
10:45 am - 11:45 am		7		11		5		12		21		21	21		10		108
11:15 am - 12:15 pm	16		13		8		17		11		28			6		9	108
11:45 am - 12:45 pm		8		10		15		32		33		23	23		7		151
12:15 pm - 1:15 pm	16		8		2		21		10		21			6		6	90
12:45 pm - 1:45 pm		7		26		18		9		21		11	40		9		141
1:15 pm - 2:15 pm	11		22		13		15		19		17			9		6	112
1:45 pm - 2:45 pm		10		12		20		0		25		16	64		11		158
2:15 pm - 2:45 pm**	25		13		33		16										87
2:15 pm - 3:15 pm**									8		28			3		10	49
2:45 pm - 3:15 pm**	6	20	14	14	17	5	9	28									113
2:45 pm - 3:45 pm**										26		51	28		19		124
3:15 pm - 3:45 pm**	17	6	41	6	18	9	10	27									134
3:15 pm - 4:15 pm**									14		35			14		5	68
3:45 pm - 4:15 pm**	21	28	7	9	6	6	19	8									104
3:45 pm - 4:45 pm**										45		25	22		10		102
4:15 pm - 4:45 pm**	12	6	5	3	6	8	12	4									56
4:15 pm - 5:15 pm**									20		31			12		9	72
4:45 pm - 5:15 pm**	11		5		7		7										30
4:45 pm - 5:45 pm**		6		9		5		14		34		46	39		2		155
5:15 pm - 6:15 pm	15		8		5		4	3		20				4		8	67
5:45 pm - 6:45 pm		11		5		2		10		15		12	12		0		67
6:15 pm - 7:15 pm	7		9		5		2		3		12						38
6:45 pm - 7:45 pm		1		11		4		11		15		14	15				71
7:15 pm - 8:15 pm	9		7		3		1		4		18						42
7:45 pm - 8:45 pm		0		2		4		1		10		6	12				35
8:15 pm - 9:15 pm	16		2		5		4		4		10						41
8:45 pm - 9:45 pm		5		3		1		5		6		9	8				37
9:15 pm - 10:15 pm	18		2		3		5		1		2						31
9:45 pm - 10:45 pm		1		3		1		4		0		7	6				22
<b>Total</b>	<b>289</b>	<b>165</b>	<b>221</b>	<b>151</b>	<b>190</b>	<b>136</b>	<b>239</b>	<b>240</b>	<b>185</b>	<b>352</b>	<b>292</b>	<b>350</b>	<b>414</b>	<b>109</b>	<b>123</b>	<b>88</b>	<b>3544</b>

\* Morning Peak Hours  
\*\* Afternoon Peak Hours



## RAMP USAGE

Ramp usage on fixed route buses was tracked to get a better understanding of where individuals with mobility difficulties are boarding and departing. Table 115 breaks down ramp use by route and location.

**TABLE 115  
RAMP USE BY ROUTE AND LOCATION**

Route	Location	Times Ramp Was Used
1 – Midway	Appleton Road and Goodwill/Workforce Development	1
	Appleton Road and Shopko	1
2 – Prospect	Spencer and Outagamie	1
3 – Mason	Badger and Packard	1
	Packard and Wisconsin	1
	Packard and Brewster	1
	Mason and Weiland	1
	Weiland and Apartment Complex	2
	Linwood and Marquette	1
	Bennett and Cub Foods	4
	Lindbergh and Summit	1
Badger and Appleton West High School	1	
4 – Richmond	Ridgeview and Apartment Complex	1
	Northland and Cub Foods	1
5 – North Oneida	Windfield and Theda Care Clinic	1
	Morrison and Randall Court Apartments	1
	First Avenue and Union	3
	Oneida and St. Joseph's Middle School	1
	Division and Wisconsin	1
Appleton and bus stop before railroad tracks	1	
6 – Meade	Pershing and Helen	1
7 – Ballard	Roemer and Valley Packaging	1
	Ballard and Pershing	1
	Ballard and Glendale	1
	Ballard and Copps	1
	Northland and Super Bowl	1
8 – Telulah	Fremont and St. Elizabeth's Hospital	1
	Schaefer and Calumet	1
	Schaefer and Bluebird	1
	Kernan and East	2
11 – East College/Buchanan	Kensington and Valley Packaging	1
	Town Road and Culver's	1
	Calumet and Canary	1
	College and Midpark	1
12 – Fox Valley Technical College	Washington and Oneida	1
	Wisconsin and Perkins	2
	Wisconsin and Copps	1
	Lynndale and Pershing	1
	Bluemound and Innovation	1
	Bluemound and Fox Valley Tech #2	1
	Bluemound and the VA Clinic	1
	Highview and Westhill	1
	Mutual and Walmart	5
	Fox River Mall	3
	Perkins and Russet	1
	Packard and Richmond	1
	Packard and Clark	1
Packard and Oneida	2	
15 – West College	Westhill and Woodman's	1
	Bluemound and Lawrence	1
	Bluemound and Spencer	1
	Mall Drive and Fox River Mall	2
	Integrity and Walmart	2
	College and Mason	1
	College and State	1
20 – Heart of the Valley	Newberry and King	1
	Newberry and Buchanan	1
	Newberry and Briarcliff	2
	Lawe and 12 <sup>th</sup> Street	1
	Lawe and 14 <sup>th</sup> Street	1
	Taylor and Lawe	1
Lincoln and Maes	1	
30 – Neenah/Menasha	Appleton and Valley	2
	Memorial and Valley	1
	Memorial and Midway	1
	Sixth and Elizabeth	1
31 – East Neenah	Wisconsin and Oak	1
	Doty and Professional Plaza	1
32 – West Neenah	Winneconne and Washington Park	1
	Winneconne and Walmart	2
	Winneconne and Kohls	1
	Green Bay and Shopko	3
	Tullar and Neenah High School	2
41 – West Fox Valley	None	0

## COMPARISON OF ROUTE PERFORMANCE

The following comparison of route performance ranks routes according to average daily boardings, boardings per mile, boardings per hour, and vehicle capacity utilization.

### Average Daily Boardings

Boardings by route are ranked in order from highest to lowest in Table 116. Routes throughout the system averaged roughly 221 boardings daily. Again, Route 30 – Neenah/Menasha had the highest number of boardings with 414 (nearly 187 percent of the route average), while Route 41 – West Fox Valley had the lowest with 88 boardings (less than 40 percent of the route average).

**TABLE 116  
ROUTE RIDERSHIP COMPARISON**

Route	Daily Boardings	% of Total	% of System Average
ROUTE 30 - NEENAH/MENASHA	414	11.7%	186.9%
ROUTE 12 - FOX VALLEY TECH	352	9.9%	158.9%
ROUTE 20 - HEART OF THE VALLEY	350	9.9%	158.0%
ROUTE 15 - WEST COLLEGE	292	8.2%	131.8%
ROUTE 1 - MIDWAY	289	8.2%	130.5%
ROUTE 8 - TELULAH	240	6.8%	108.4%
ROUTE 7 - BALLARD	239	6.7%	107.9%
<b>ROUTE AVERAGE</b>	<b>221.5</b>	<b>6.3%</b>	<b>100.0%</b>
ROUTE 3 - MASON	221	6.2%	99.8%
ROUTE 5 - NORTH ONEIDA	190	5.4%	85.8%
ROUTE 11 - EAST COLLEGE/ BUCHANAN	185	5.2%	83.5%
ROUTE 2 - PROSPECT	165	4.7%	74.5%
ROUTE 4 - RICHMOND	151	4.3%	68.2%
ROUTE 6 - MEADE	136	3.8%	61.4%
ROUTE 32- WEST NEENAH	123	3.5%	55.5%
ROUTE 31 - EAST NEENAH	109	3.1%	49.2%
ROUTE 41 - WEST FOX VALLEY	88	2.5%	39.7%
<b>TOTAL</b>	<b>3,544</b>	<b>100.0%</b>	<b>NA</b>

## Boardings per Hour

Although Route 30 – Neenah/Menasha had the highest total of daily boardings, Route 1 – Midway had the highest rate of boardings per hour with 27.52 (over 155 percent of the route average) in comparison to 24.35 (nearly 138 percent of the route average) for Route 30. Route 41 – West Fox Valley had the lowest boardings per hour rate with 7.65 (just over 43 percent of the route average). The route average for boardings per hour was 17.68 passengers, while an average of roughly 280 passengers boarded each hour system-wide.

**TABLE 117  
BOARDINGS PER HOUR**

Route	Daily Boardings	% of Total	Service Hours	Boardings per Hour	% of System Average
ROUTE 1 - MIDWAY	289	8.2%	10.50	27.52	155.7%
ROUTE 30 - NEENAH/MENASHA	414	11.7%	17.00	24.35	137.8%
ROUTE 12 - FOX VALLEY TECH	352	9.9%	15.00	23.47	132.7%
ROUTE 8 - TELULAH	240	6.8%	10.50	22.86	129.3%
ROUTE 7 - BALLARD	239	6.7%	10.50	22.76	128.8%
ROUTE 3 - MASON	221	6.2%	10.50	21.05	119.1%
ROUTE 20 - HEART OF THE VALLEY	350	9.9%	17.00	20.59	116.5%
ROUTE 15 - WEST COLLEGE	292	8.2%	16.00	18.25	103.2%
ROUTE 5 - NORTH ONEIDA	190	5.4%	10.50	18.10	102.4%
<b>ROUTE AVERAGE</b>	<b>221.5</b>	<b>6.3%</b>	<b>12.53</b>	<b>17.68</b>	<b>100.0%</b>
ROUTE 2 - PROSPECT	165	4.7%	10.50	15.71	88.9%
ROUTE 4 - RICHMOND	151	4.3%	10.50	14.38	81.4%
ROUTE 6 - MEADE	136	3.8%	10.50	12.95	73.3%
ROUTE 11 - EAST COLLEGE/ BUCHANAN	185	5.2%	16.00	11.56	65.4%
ROUTE 32- WEST NEENAH	123	3.5%	12.00	10.25	58.0%
ROUTE 31 - EAST NEENAH	109	3.1%	12.00	9.08	51.4%
ROUTE 41 - WEST FOX VALLEY	88	2.5%	11.50	7.65	43.3%
<b>TOTAL</b>	<b>3,544</b>	<b>100.0%</b>	<b>200.50</b>	<b>280.54</b>	<b>NA</b>

## Boardings per Mile

Route 1 – Midway also had the highest rate of boardings per mile with 1.94 (178.8 percent of the route average). Again, Route 41 – West Fox Valley had the lowest with 0.40 boardings per mile (under 37 percent of the route average). Four other routes had less than one boarding per mile, Route 6 – Meade, Route 11 – East College/Buchanan, Route 32 - West Neenah, and Route 31 – East Neenah. Boardings per mile average 1.08 for all sixteen routes, while the system as a whole averaged nearly 19 boardings per mile.

**TABLE 118  
BOARDINGS PER MILE**

Route	Daily Boardings	Route Length (Miles)	# of Trips	Total Miles	Boardings per Mile	% of System Average
ROUTE 1 - MIDWAY	289	7.104	21.00	149.18	1.94	178.8%
ROUTE 3 - MASON	221	6.622	21.00	139.06	1.59	146.7%
ROUTE 30 - NEENAH/MENASHA	414	15.372	17.00	261.32	1.58	146.2%
ROUTE 12 - FOX VALLEY TECH	352	14.879	15.00	223.19	1.58	145.5%
ROUTE 7 - BALLARD	239	7.726	21.00	162.25	1.47	135.9%
ROUTE 8 - TELULAH	240	8.182	21.00	171.82	1.40	128.9%
ROUTE 15 - WEST COLLEGE	292	13.224	16.00	211.58	1.38	127.4%
ROUTE 2 - PROSPECT	165	6.016	21.00	126.34	1.31	120.5%
ROUTE 5 - NORTH ONEIDA	190	7.192	21.00	151.03	1.26	116.1%
<b>ROUTE AVERAGE</b>	<b>221.5</b>	<b>11.496</b>	<b>17.78</b>	<b>204.40</b>	<b>1.08</b>	<b>100.0%</b>
ROUTE 20 - HEART OF THE VALLEY	350	19.730	17.00	335.41	1.04	96.3%
ROUTE 4 - RICHMOND	151	7.020	21.00	147.42	1.02	94.5%
ROUTE 6 - MEADE	136	7.007	21.00	147.15	0.92	85.3%
ROUTE 11 - EAST COLLEGE/ BUCHANAN	185	14.386	16.00	230.18	0.80	74.2%
ROUTE 32- WEST NEENAH	123	15.065	12.00	180.78	0.68	62.8%
ROUTE 31 - EAST NEENAH	109	15.065	12.00	180.78	0.60	55.6%
ROUTE 41 - WEST FOX VALLEY	88	19.338	11.50	222.39	0.40	36.5%
<b>TOTAL</b>	<b>3,544</b>	<b>183.928</b>	<b>284.50</b>	<b>3039.88</b>	<b>18.98</b>	<b>NA</b>

**EVALUATION OF PERFORMANCE  
WITH GOALS AND OBJECTIVES**

## EVALUATION OF PERFORMANCE WITH GOALS AND OBJECTIVES

This chapter will address various performance measures to determine if standard transit goals and objectives are being met. Performance measure data will also be compared to transit peers in the State of Wisconsin, Midwest, and across the United States.

For a complete overview of this data, which is from the National Transit Database through the Federal Transit Administration (FTA), refer to Table 123. The data was acquired from Section 15 reports, a system of financial and operating data reports required of all FTA operating grant recipients. This data is from 2006.

### GOAL

*To provide efficient and effective transit service which addresses the accessibility and mobility needs of all segments of the population.*

### OBJECTIVES

- 1) Valley Transit should maximize ridership.
- 2) Valley Transit should maintain a low fare structure while maintaining financial stability.
- 3) Valley Transit should provide efficient service.
- 4) Valley Transit should provide effective service.
- 5) The service provided should be provided at a reasonable cost.

### STANDARDS

Standards and performance measures related to each objective help quantify progress of the system in meeting the overall goal and associated objectives. The following analysis evaluates Valley Transit's performance compared to a peer group of transit systems from throughout the State, Midwest, and United States. These peer groups were selected as part of the "2007 Cost-Efficiency Analysis for Wisconsin's Public Transit Systems Report" which was drafted by the Wisconsin Department of Transportation in 2007. This peer group consists of nine other medium-sized transit systems in Wisconsin:

- Beloit
- Eau Claire
- Fond du Lac
- Green Bay
- Janesville
- La Crosse
- Oshkosh
- Sheboygan
- Wausau

Six medium-sized transit systems throughout the Midwest:

- Dubuque, Iowa
- Decatur, Illinois
- Springfield, Illinois
- Battle Creek, Michigan
- Bay City, Michigan
- Muskegon, Michigan

Three medium-sized transit systems throughout the United States:

- Pittsfield, Massachusetts
- Erie, Pennsylvania
- Jackson, Tennessee

## PERFORMANCE EVALUATION

**Objective #1:** Valley Transit should maximize ridership.

**Standard #1:** The population served shall be maximized.

**Performance Measure:** Rides per capita.

**Evaluation:** In relation to its State peers, Valley Transit has the second lowest trips per capita ratio with 4.50; only Fond du Lac was lower at 3.97 trips per capita. Wausau had the highest ratio with 19.39 trips per capita. Only one Midwestern peer had a lower trips per capita ratio, which was Muskegon, Michigan at 2.9. The system with the highest ratio amongst the Midwestern peers was Decatur, Illinois with just over 13 trips per capita. Finally, in comparison to its national peers, Valley Transit again had the second lowest trips per capita ratio, with the lowest being Pittsfield, Massachusetts at 4.34 trips per capita. Erie, Pennsylvania had the highest ratio at just over 14 trips per capita. The peer average was 10.61 trips per capita.

**Objective #1:** Valley Transit should maximize ridership.

**Standard #2:** Service to transit-dependent populations and land uses should be maximized.

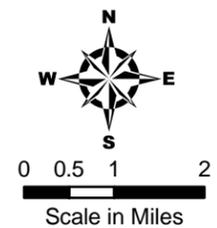
**Performance Measures:** Percentage of service area within one-quarter mile of a bus route. Transit-dependent populations and land uses not within one-quarter mile of a bus route. Fixed routes and percent of households by census tract with extremely low income. Fixed routes and minority (non-white) population concentration.

**Evaluation:** Roughly 42.9 percent of Valley Transit's service area is within one-quarter mile of a transit route. There are several types of transit-dependent land uses within the service area that are not within this buffer. However, the majority of residential developments are low density developments on the urban fringe which are typically more auto dependent. An overview of the Valley Transit System, as well as the service area land use with the one-quarter mile buffer is displayed on Exhibit 119. Exhibit 120 shows fixed routes with the percentage of households by census tract with extremely low income. Exhibit 121 shows fixed routes with minority (non-white) population concentration by census tract.

# Exhibit #119 VALLEY TRANSIT SYSTEM AND EXISTING LAND USE

-  SINGLE FAMILY RESIDENTIAL
-  MULTI-FAMILY RESIDENTIAL
-  MOBILE HOME PARKS
-  COMMERCIAL
-  WHOLESALE TRADE
-  SERVICE
-  MANUFACTURING
-  QUARRY
-  PUBLIC INSTITUTIONAL
-  WATER FEATURES
-  PARKS/RECREATION
-  WOODLANDS
-  WETLANDS/RESOURCE PROTECTION
-  AGRICULTURAL
-  VACANT/UNDEVELOPED
-  TRANSPORTATION/UTILITES
-  1/4 MILE ROUTE BUFFER
-  MUNICIPALITY BOUNDARIES
-  TRANSIT CENTER

Source: 2004 base data provided by Calumet, Outagamie, and Winnebago Counties. 2004 Existing land use provided by ECWRPC. WisDOT and ECWRPC provided the 2000 metropolitan planning boundary.



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EAST CENTRAL WISCONSIN  
REGIONAL PLANNING COMMISSION-JUNE 2007

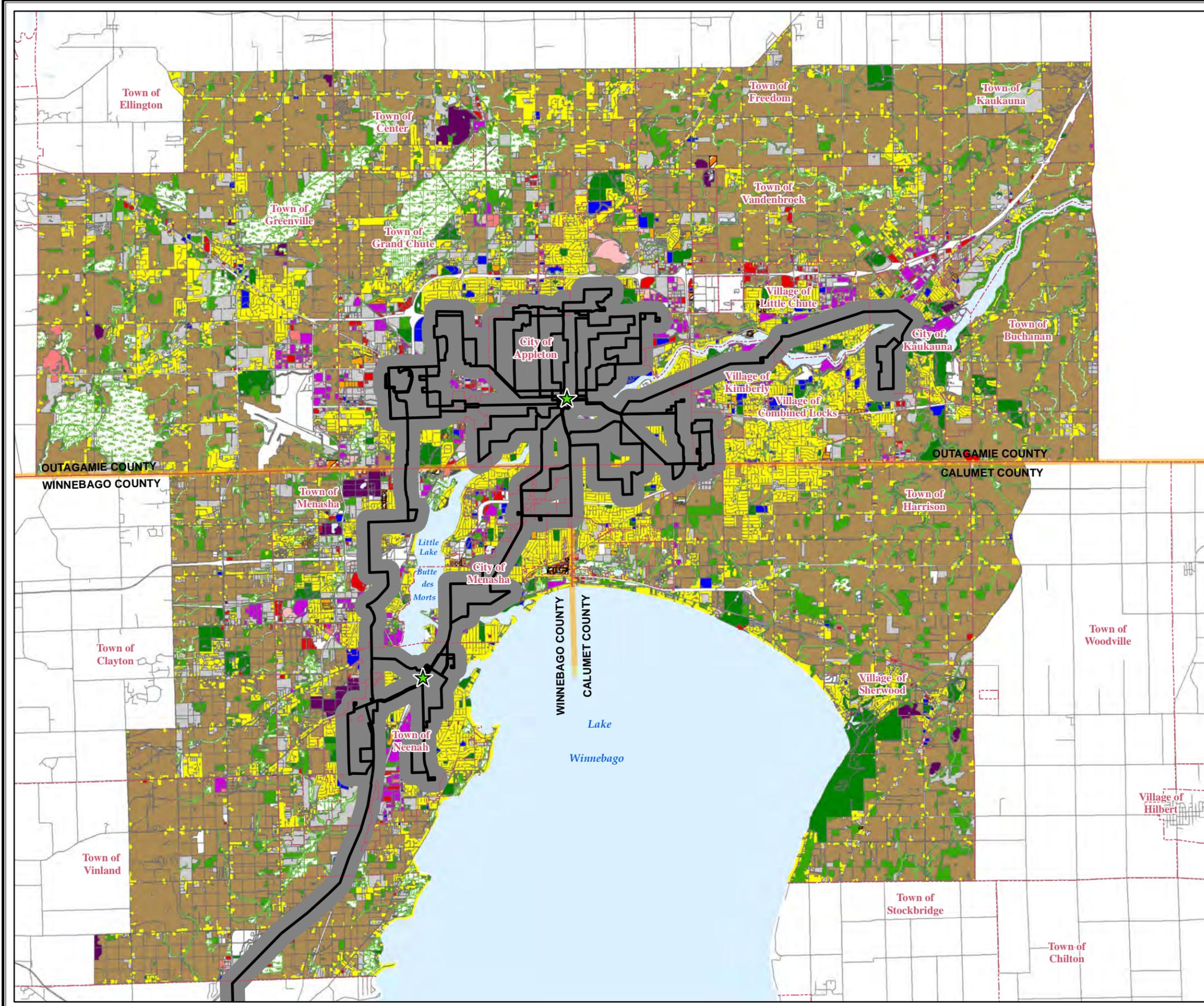
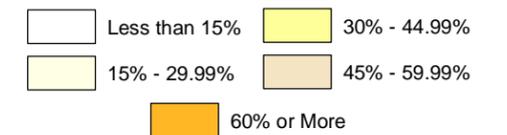


Exhibit #120  
**FOX CITIES URBANIZED  
 AREA FIXED TRANSIT  
 ROUTES (2005) AND PERCENT  
 HOUSEHOLDS BY CENSUS  
 TRACT WITH LOW TO  
 EXTREMELY LOW INCOME  
 (2000)**

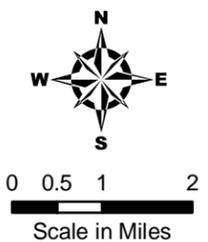
★ TRANSIT CENTER  
 ~ TRANSIT ROUTES

**Households with Low to Extremely Low Income**



--- 2000 Metropolitan Planning Boundary  
 - - - 2000 Adjusted Urbanized Boundary

Source: ECWRPC and WisDOT provided the 2000 metropolitan planning area, the 2000 adjusted urbanized area, and the traffic analysis zones (TAZs).



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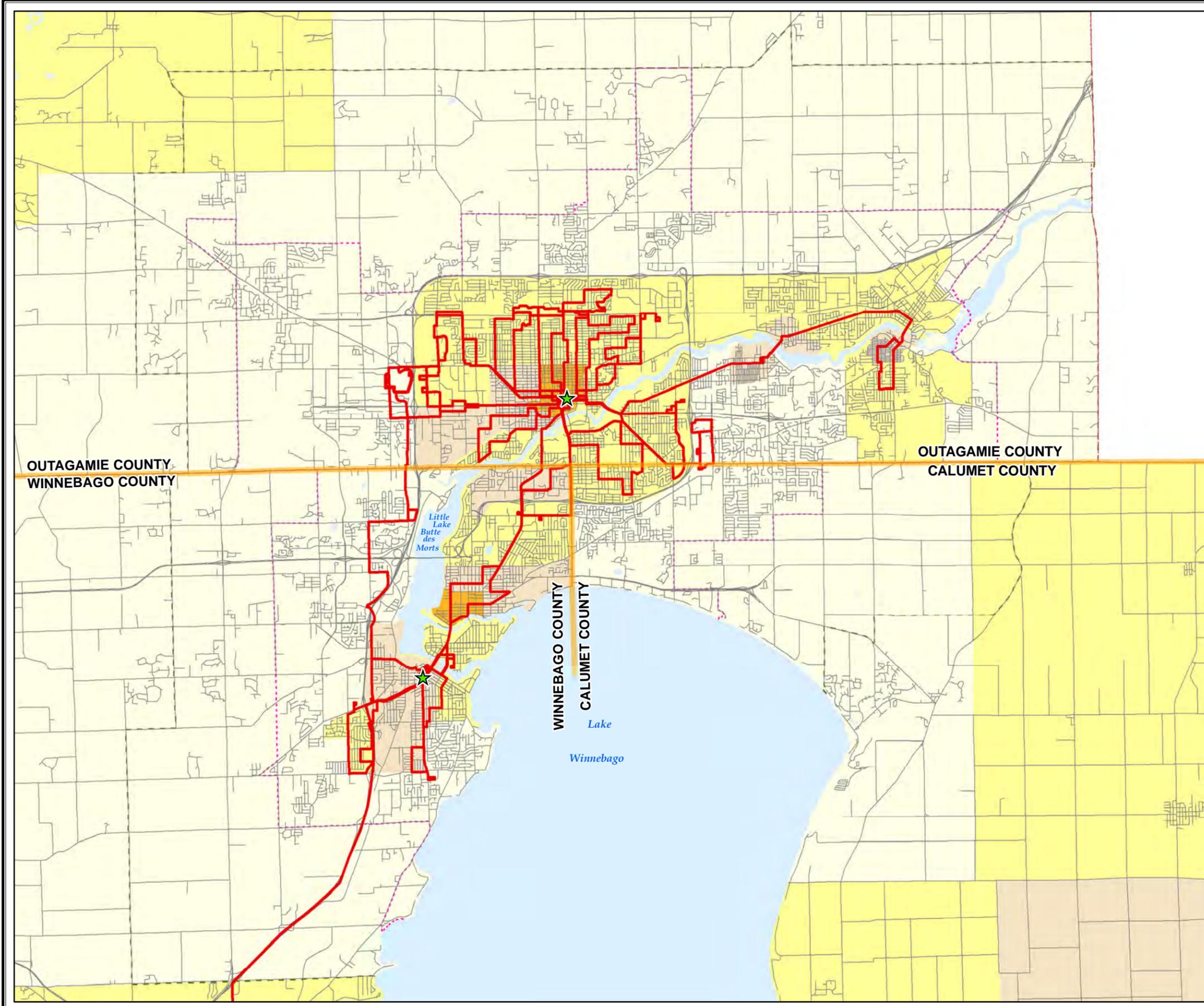


Exhibit #121  
 FOX CITIES URBANIZED  
 AREA FIXED TRANSIT  
 ROUTES (2005) AND  
 MINORITY (NON-WHITE)  
 POPULATION  
 CONCENTRATION (2000)

★ TRANSIT CENTER  
 ~ TRANSIT ROUTES

**Percent Minority by Census Tracts**

 Less than 5%	 10% - 14.99%
 5% - 9.99%	 15% or More

--- 2000 Metropolitan Planning Boundary  
 - - - 2000 Adjusted Urbanized Boundary

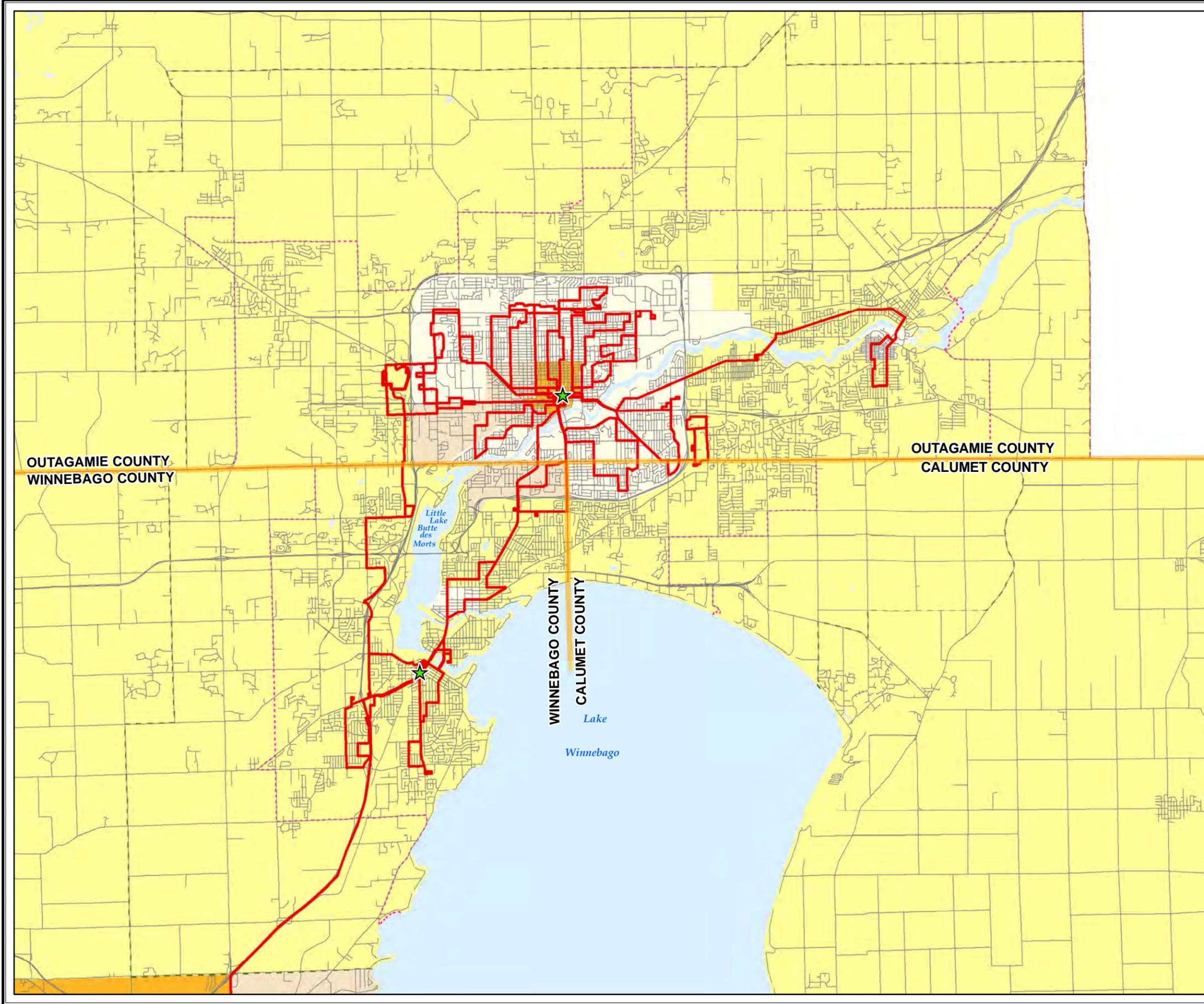
Source: ECWRPC and WisDOT provided the 2000 metropolitan planning area, the 2000 adjusted urbanized area, and the traffic analysis zones (TAZs).



0 0.5 1 2  
 Scale in Miles

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**Objective #1:** Valley Transit should maximize ridership.

**Standard #3:** Transit utilization should be maximized.

**Performance Measure:** Unlinked trips.

**Evaluation:** Monitoring unlinked trips, which are the total number of boardings on the system, is a useful evaluation tool to analyze transit utilization. In 2006, Valley Transit provided 1,135,399 rides, ranking fourth amongst all of its State peers. In terms of ridership, Valley Transit is most comparable to the system in Decatur, Illinois, which had 1,132,948 rides. However, the service area for Decatur, Illinois has roughly one-third of the population of the Valley Transit service area (86,080 versus 252,477). The peer average was 911,775 unlinked trips.

**Objective #2:** Valley Transit should maintain a low fare structure while maintaining financial stability.

**Standard #1:** Maintain affordable cash fares.

**Performance Measure:** Cash fares.

**Evaluation:** The current cash fare for Valley Transit is \$1.80. This is the highest cash fare in the State of Wisconsin. Oshkosh has the lowest cash fare at \$0.75. The system average is \$1.26. Due to differences in cost of living and other economic conditions, cash fares will not be evaluated amongst Midwest and national peers. A list of cash fares amongst the State peer group is included below in Table 122.

**TABLE 122  
SYSTEM CASH FARES**

<b>System</b>	<b>Cash Fare</b>
<b>Valley Transit</b>	<b>\$1.80</b>
Beloit	\$1.25
Eau Claire	\$1.25
Fond du Lac	\$1.10
Green Bay	\$1.50
Janesville	\$1.25
La Crosse	\$1.25
Oshkosh	\$0.75
Sheboygan	\$1.50
Wausau	\$1.25
<b>System Average</b>	<b>\$1.29</b>

**Objective #2:** Valley Transit should maintain a low fare structure while maintaining financial stability.

**Standard #2:** System operation costs should be stable.

**Performance Measure:** Operating ratios.

**Evaluation:** An operating ratio is the total passenger generated revenue divided by the total cost of operation. Therefore, if passenger revenues are able to cover a larger portion of the system's operating costs, the operating ratio will be higher. Valley Transit's operating ratio is 13.58 percent. This ranks Valley Transit seventh amongst its State peers with only Fond du Lac (13.16 percent), Oshkosh (12.81 percent), and La Crosse (11.68 percent) having lower operating ratios. Amongst its Midwestern peers, only one of the six peers had a lower operating ratio, which was Decatur, Illinois (13.11 percent). With regards to its national peers, Valley Transit has the lowest operating ratio, with Pittsfield, Massachusetts being the closest at 17.37 percent. The peer group average was 19.75 percent. In theory, a higher fare would generate more revenue, which would increase the operating ratio.

**Objective #3:** Valley Transit should provide efficient service.

**Standard #1:** The necessary revenue miles served should be as inexpensive as possible.

**Performance Measure:** Operating expense per revenue mile.

**Evaluation:** Valley Transit has the third lowest rate of operating expense per revenue mile amongst its State peers at \$4.59. Only Green Bay (\$4.22) and Oshkosh (\$4.57) were lower. Midwestern peers range from \$4.13 (Decatur, Illinois) to \$6.27 (Springfield, Illinois). National peers range from \$3.18 (Jackson, Tennessee) to \$6.48 (Erie, Pennsylvania). The peer group average is \$5.01.

**Objective #3:** Valley Transit should provide efficient service.

**Standard #2:** The necessary revenue hours served should be as inexpensive as possible.

**Performance Measure:** Operating expenses per revenue hour.

**Evaluation:** Valley Transit is seventh when it comes to operating expenses per revenue hour amongst its State peers at \$72.42. In comparison, rates range from \$67.63 (Oshkosh) to \$81.38 (Janesville). Midwestern peers range from \$56.77 (Decatur, Illinois) to \$87.52 (Battle Creek, Michigan). National peers range from \$43.04 (Jackson, Tennessee) to \$91.21 (Pittsfield, Massachusetts). The peer group average is \$71.93.

**Objective #4:** Valley Transit should provide effective service.

**Standard #1:** Passenger trips per mile should be maximized.

**Performance Measure:** Passenger trips per revenue mile.

**Evaluation:** Valley Transit has the fourth lowest passenger trips per revenue mile rate amongst its State peers at 1.01. Sheboygan has the lowest at 0.83, while Oshkosh has the highest at 1.77. Midwestern peers range from 0.52 (Bay City, Michigan) to 2.04 (Dubuque, Iowa), while national peers range from 0.60 (Pittsfield, Massachusetts) to 1.82 (Erie, Pennsylvania). The peer group average was 1.22 passenger trips per revenue mile.

**Objective #4:** Valley Transit should provide effective service.

**Standard #2:** Passenger trips per hour should be maximized.

**Performance Measure:** Passenger trips per revenue hour.

**Evaluation:** Valley Transit has the fifth lowest passenger trips per revenue hour rate amongst its State peers at 15.90. Fond du Lac had the lowest at 11.32, while Oshkosh had the highest rate at 26.21 passenger trips per revenue hour. Midwestern peers range from 8.94 (Bay City, Michigan) to 24.77 (Dubuque, Iowa). National peers range from 11.41 (Pittsfield, Massachusetts) to 20.18 (Erie, Pennsylvania). The peer group average was 17.22 passenger trips per revenue hour.

**Objective #5:** The service provided should be provided at a reasonable cost.

**Standard #1:** Necessary passenger miles served should be as inexpensive as possible.

**Performance Measure:** Operating expense per passenger mile.

**Evaluation:** Valley Transit has the third lowest operating expense per passenger mile rate amongst its State peers at \$0.91. Fond du Lac had the highest at \$5.91, while Eau Claire had the lowest at \$0.80. Midwestern peers range from \$0.75 (Dubuque, Iowa) to \$2.10 (Springfield, Illinois). National peers range from \$0.89 (Jackson, Tennessee) to \$4.83 (Pittsfield, Massachusetts). The peer group average was \$1.68 per passenger mile.

**Objective #5:** The service provided should be provided at a reasonable cost.

**Standard #2:** Necessary passenger hours served should be as inexpensive as possible.

**Performance Measure:** Operating expense per passenger trip.

**Evaluation:** Valley Transit has the fourth highest operating expense per passenger trip rate amongst its State peers at \$4.55. Fond du Lac had the highest at \$6.70, while Oshkosh had the lowest at \$2.58. Midwestern peers range from \$2.45 (Dubuque, Iowa) to \$8.90 (Bay City, Michigan). National peers range from \$3.57 (Erie, Pennsylvania) to \$8.00 (Pittsfield, Massachusetts). The peer group average was \$4.63 per passenger trip.

Again, all of this data is listed in Table 123.

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**TABLE 123  
2006 PEER PERFORMANCE STATISTICS**

	System	Service Area Population	Annual Passenger Miles	Annual Unlinked Trips	Trips/Capita	Annual Vehicle Revenue Miles	Annual Vehicle Revenue Hours	Vehicles Operated During Maximum Service	Vehicles Available for Maximum Service	Operating Ratio	Operating Expense/Vehicle Revenue Mile	Operating Expense/Vehicle Revenue Hour	Operating Expense/Passenger Mile	Operating Expense/Unlinked Passenger Trip	Unlinked Passenger Trips/Vehicle Revenue Mile	Unlinked Passenger Trips/Vehicle Revenue Hour
Wisconsin Medium Bus Systems	<b>Valley Transit</b>	<b>252,477</b>	<b>5,846,421</b>	<b>1,135,399</b>	<b>4.5</b>	<b>1,729,228</b>	<b>114,403</b>	<b>74</b>	<b>103</b>	<b>13.58%</b>	<b>\$4.59</b>	<b>\$72.42</b>	<b>\$0.91</b>	<b>\$4.55</b>	<b>1.01</b>	<b>15.9</b>
	Beloit	35,871	1,080,642	307,274	8.57	342,481	21,844	11	18	17.66%	\$5.14	\$80.45	\$1.58	\$5.55	0.93	14.49
	Eau Claire	69,300	4,735,126	1,267,761	18.29	1,374,092	88,553	34	44	24.00%	\$4.63	\$69.48	\$0.80	\$2.66	1.74	26.15
	Fond du Lac	47,329	382,678	187,785	3.97	382,514	31,537	19	24	13.16%	\$5.91	\$75.82	\$5.91	\$6.70	0.88	11.32
	Green Bay	173,422	6,477,401	1,775,092	10.24	1,819,974	125,402	56	67	16.17%	\$4.22	\$68.75	\$0.93	\$3.22	1.31	21.36
	Janesville	62,540	1,935,449	536,794	8.58	475,244	30,846	15	23	17.33%	\$5.20	\$81.38	\$1.24	\$4.46	1.17	18.27
	La Crosse	65,000	3,669,630	1,129,393	17.38	1,190,297	89,331	29	37	11.68%	\$5.12	\$69.41	\$1.17	\$3.58	1.43	19.37
	Oshkosh	65,510	3,429,990	1,138,602	17.38	1,125,196	71,146	45	53	12.81%	\$4.57	\$67.63	\$0.88	\$2.58	1.77	26.21
	Sheboygan	59,490	2,078,163	585,449	9.84	783,598	55,663	30	40	20.15%	\$4.92	\$69.67	\$1.73	\$5.92	0.83	11.77
	Wausau	45,513	2,950,857	882,270	19.39	784,337	54,146	50	56	14.95%	\$5.02	\$71.93	\$1.09	\$3.45	1.46	20.86
Midwest Medium Bus Systems	Dubuque, IA	58,000	2,308,591	688,634	11.87	577,474	49,439	19	23	21.25%	\$5.01	\$60.70	\$0.75	\$2.45	2.04	24.77
	Decatur, IL	86,080	3,804,860	1,132,948	13.16	1,092,293	79,609	31	41	13.11%	\$4.13	\$56.77	\$1.04	\$3.45	1.2	16.44
	Springfield, IL	132,100	3,834,846	1,418,184	10.74	1,479,259	117,373	66	72	14.61%	\$6.27	\$79.15	\$2.10	\$5.49	1.14	14.43
	Battle Creek, MI	83,000	1,989,764	544,729	6.56	620,173	44,068	17	27	14.50%	\$5.64	\$87.52	\$1.39	\$4.98	1.13	17.58
	Bay City, MI	110,000	3,119,626	578,317	5.26	1,513,829	89,537	50	63	23.39%	\$4.60	\$79.63	\$1.69	\$8.90	0.52	8.94
	Muskegon, MI	170,200	2,346,137	493,631	2.9	553,740	40,983	14	21	13.89%	\$5.28	\$70.10	\$1.02	\$4.77	1.11	14.7
National Medium Bus Systems	Pittsfield, MA	127,500	1,180,698	553,480	4.34	1,180,698	82,586	84	84	17.37%	\$4.83	\$91.21	\$4.83	\$8.00	0.6	11.41
	Erie, PA	189,872	8,729,351	2,676,620	14.1	2,568,676	220,979	99	117	58.70%	\$6.48	\$72.01	\$1.18	\$3.57	1.82	20.18
	Jackson, TN	61,772	2,225,516	514,983	8.34	735,777	56,363	13	22	30.75%	\$3.18	\$43.04	\$0.89	\$3.68	0.86	11.71
	<b>Peer Group Average</b>	<b>91,250</b>	<b>3,126,629</b>	<b>911,775</b>	<b>10.61</b>	<b>1,033,314</b>	<b>74,967</b>	<b>38</b>	<b>46</b>	<b>19.75%</b>	<b>\$5.01</b>	<b>\$71.93</b>	<b>\$1.68</b>	<b>\$4.63</b>	<b>1.22</b>	<b>17.22</b>

Source: National Transit Database (NTD), Federal Transit Administration (FTA) – 2006



**NONUSER SURVEYS**

## NONUSER SURVEYS

A nonuser survey was conducted in October and November of 2007. Steering committee member Dr. Gregory Peter, sociology professor at UW-Fox Valley, and several of his students offered to conduct the survey, using students, faculty, and staff at UW-Fox Valley as their target audience. A thirty-one question survey was distributed to those willing to complete the survey, in which 163 surveys were returned. This equates to a roughly 10 percent return amongst the total number of students, faculty, and staff at the university. Dr. Peter and his students also posted a "Question of the Day" outside the university library in which students could anonymously respond to the question "would you use Valley Transit bus service if all rides were free?" Dr. Peter also gave several guest sociology lectures at Appleton East High School and posed several questions to these focus groups as well. A complete analysis follows.

### UW-FOX VALLEY NONUSER SURVEY

#### Socioeconomic Data

The majority of survey respondents, over 56 percent, were female.

**TABLE 124  
GENDER**

Gender	Frequency	Percent
Male	71	43.6%
Female	92	56.4%
<b>Total</b>	<b>163</b>	<b>100.0%</b>

More than 57 percent of the respondents were traditional aged university students between the ages of 19 and 22.

**TABLE 125  
AGE GROUP**

Age Group	Frequency	Percent
Under 16	2	1.2%
16 - 18	11	6.7%
19 - 22	93	57.1%
23 - 29	18	11.0%
30 - 45	19	11.7%
46 - 64	19	11.7%
65 and over	1	0.6%
<b>Total</b>	<b>163</b>	<b>100.0%</b>

Nearly 70 percent of respondents are single.

**TABLE 126  
MARITAL STATUS**

<b>Marital Status</b>	<b>Frequency</b>	<b>Percent</b>
No Response	6	3.7%
Single	113	69.3%
Married	39	23.9%
Divorced	5	3.1%
No Response	6	3.7%
<b>Total</b>	<b>163</b>	<b>100.0%</b>

The number of individuals in the household was fairly scattered.

**TABLE 127  
NUMBER OF PEOPLE IN HOUSEHOLD**

<b>Number of People in Household</b>	<b>Frequency</b>	<b>Percent</b>
No Response	1	0.6%
1	11	6.7%
2	37	22.7%
3	43	26.4%
4	36	22.1%
5	23	14.1%
6	6	3.7%
7	1	0.6%
8 or more	5	3.1%
<b>Total</b>	<b>163</b>	<b>100.0%</b>

With regards to the municipality of residency, the City of Appleton had the highest percentage with nearly 29 percent of the survey respondents. "Other" was a distant second with 19 percent.

**TABLE 128  
MUNICIPALITY OF RESIDENCY**

<b>Municipality of Residency</b>	<b>Frequency</b>	<b>Percent</b>
No response	1	0.6%
City of Appleton	47	28.8%
City of Kaukauna	10	6.1%
City of Neenah	10	6.1%
City of Menasha	10	6.1%
City of Oshkosh	5	3.1%
Village of Kimberly	8	4.9%
Village of Little Chute	10	6.1%
Village of Combined Locks	2	1.2%
Town of Harrison	3	1.8%
Town of Buchanan	5	3.1%
Town of Grand Chute	7	4.3%
Town of Neenah	1	0.6%
Town of Menasha	13	8.0%
Other	31	19.0%
<b>Total</b>	<b>163</b>	<b>100.0%</b>

"Other" municipalities of residency were fairly scattered with individuals commuting from all over Northeast and East Central Wisconsin. The Town of Greenville had the highest percentage of "other" responses with a little more than 3 percent of the total responses.

**TABLE 129  
MUNICIPALITY OF RESIDENCY (OTHER)**

<b>Municipality of Residency (Other)</b>	<b>Frequency</b>	<b>Percent</b>
Black Creek	1	0.6%
Brillion	1	0.6%
De Pere	1	0.6%
Green Bay	2	1.2%
Greenville	5	3.1%
Hilbert	1	0.6%
Hollandtown	3	1.8%
Hortonville	2	1.2%
Larsen	1	0.6%
New London	1	0.6%
Shawano	1	0.6%
Town of Chilton	1	0.6%
Town of Clayton	2	1.2%
Town of Freedom	2	1.2%
Town of Maine	1	0.6%
Town of Stockbridge	1	0.6%
Town of Vandenberg	1	0.6%
Town of Winchester	2	1.2%
Waupaca	2	1.2%

The obvious majority of survey respondents, over 70 percent, selected "college student" as their occupation.

**TABLE 130  
OCCUPATION**

<b>Occupation</b>	<b>Frequency</b>	<b>Percent</b>
Student (K-12)	7	4.3%
College Student	115	70.6%
Homemaker	1	0.6%
Professional/Technical	29	17.8%
Laborer	3	1.8%
Sales	1	0.6%
Manager	1	0.6%
Other	6	3.7%
<b>Total</b>	<b>163</b>	<b>100.0%</b>

Survey respondents were also asked where they work to see if there were any common employers amongst students. The only employer that had a multiple response was UW-Fox Valley with 33 responses out of 135. Again, staff and faculty participated in the survey.

Obviously, a majority of respondents, over 60 percent, have had some college/technical school education; while another 19.6 percent of respondents are college graduates and/or hold an advanced degree (i.e. university faculty and staff).

**TABLE 131  
EDUCATION**

<b>Education</b>	<b>Frequency</b>	<b>Percent</b>
No response	1	0.6%
Did not or have not finished high school	6	3.7%
High school graduate/ have GED	25	15.3%
Some college/technical school	99	60.7%
College graduate/advanced degree	32	19.6%
<b>Total</b>	<b>163</b>	<b>100.0%</b>

Household incomes were also fairly scattered, however nearly 23 percent listed their household income as \$75,000 or more. This figure is assumed that the overwhelming majority of respondents are faculty and staff.

**TABLE 132  
HOUSEHOLD INCOME**

<b>Household Income</b>	<b>Frequency</b>	<b>Percent</b>
No response	1	0.6%
Under \$10,000	12	7.4%
\$10,000 - \$19,999	16	9.8%
\$20,000 - \$29,999	11	6.7%
\$30,000 - \$39,999	11	6.7%
\$40,000 - \$49,999	13	8.0%
\$50,000 - \$74,999	28	17.2%
\$75,000 or more	37	22.7%
Don't know	34	20.9%
<b>Total</b>	<b>163</b>	<b>100.0%</b>

The overwhelming majority of respondents are white (non-Hispanic). This figure is comparable to local demographics.

**TABLE 133  
RACE**

Race	Frequency	Percent
White (Non-Hispanic)	143	87.7%
Asian	6	3.7%
Hispanic/Latino	7	4.3%
Native American	1	0.6%
Two or more races	6	3.7%
<b>Total</b>	<b>163</b>	<b>100.0%</b>

### Valley Transit Use

When asked if they have ever used Valley Transit, the number of responses was fairly split, however nearly 52 percent have not.

**TABLE 134  
HAVE YOU EVER USED VALLEY TRANSIT?**

Response	Frequency	Percent
No Response	3	1.8%
Yes	76	46.6%
No	84	51.5%
<b>Total</b>	<b>163</b>	<b>100.0%</b>

Of the 76 individuals that noted they have used Valley Transit, over 72 percent noted that they have not used it in the past twelve months.

**TABLE 135  
HAVE YOU USED VALLEY TRANSIT IN THE PAST TWELVE MONTHS?**

Response	Frequency	Percent
Yes	21	27.6%
No	55	72.4%
<b>Total</b>	<b>76</b>	<b>100.0%</b>

Of the 76 individuals which have used Valley Transit, nearly 65 percent noted that they have used it or still use it less than once per month.

**TABLE 136**  
**HOW FREQUENTLY HAVE YOU USED VALLEY TRANSIT?**

Frequency	Frequency	Percent
No response	17	22.4%
Less than once per month	49	64.5%
Once per month	7	9.2%
2 or 3 times per month	1	1.3%
Once per week	0	0.0%
Less than 5 times but more than once per week	2	2.6%
5 or more times per week	0	0.0%
<b>Total</b>	<b>76</b>	<b>100.0%</b>

Respondents were also asked which purposes they have used Valley Transit for in the past twelve months. A total of 43 responses were given, with some giving multiple answers. The majority of respondents, 32.6 percent, have used Valley Transit for special events (i.e. Oktoberfest and Performing Art Center (PAC) events).

**TABLE 137**  
**WHICH OF THE FOLLOWING PURPOSES HAVE YOU USED VALLEY TRANSIT IN THE PAST TWELVE MONTHS?**

Trip Purpose	Frequency	Percent
Commute to/from work	8	18.6%
Commute to/from school	5	11.6%
Special events (Oktoberfest, PAC events)	14	32.6%
Shopping	2	4.7%
Dental/medical appointment	2	4.7%
Recreation/entertainment	5	11.6%
Personal business/errands	4	9.3%
Other	3	6.9%
<b>Total</b>	<b>43</b>	<b>100.0%</b>

In the previous question, three respondents chose "other" as their trip purpose. These included one response of "car was in the shop" and two respondents listed "field trip".

**TABLE 138**  
**WHICH OF THE FOLLOWING PURPOSES HAVE YOU USED VALLEY TRANSIT IN THE PAST TWELVE MONTHS? - OTHER**

<b>Trip Purpose</b>	<b>Frequency</b>	<b>Percent</b>
Car was in the shop	1	33.3%
Field trip	2	66.6%
<b>Total</b>	<b>3</b>	<b>100.0%</b>

When asked how likely it is that they will use Valley Transit in the next twelve months, an overwhelming 82.8 percent of respondents chose "not at all likely".

**TABLE 139**  
**HOW LIKELY ARE YOU TO USE VALLEY TRANSIT IN THE NEXT TWELVE MONTHS?**

<b>Response</b>	<b>Frequency</b>	<b>Percent</b>
Not at all likely	135	82.8%
Somewhat likely	19	11.7%
Likely	5	3.1%
Very likely	3	1.8%
Extremely likely	1	0.6%
<b>Total</b>	<b>163</b>	<b>100.0%</b>

Of the 28 individuals that noted that they are likely to use Valley Transit in the next twelve months, a majority of nearly 54 percent noted that they would expect to use it less than once per month.

**TABLE 140**  
**HOW FREQUENTLY DO YOU EXPECT TO USE VALLEY TRANSIT IN THE NEXT TWELVE MONTHS?**

<b>Frequency</b>	<b>Frequency</b>	<b>Percent</b>
Less than once per month	15	53.6%
Once per month	6	21.4%
2 or 3 times per month	3	10.7%
Once per week	1	3.6%
Less than 5 times but more than once per week	2	7.1%
5 or more times per week	1	3.6%
<b>Total</b>	<b>28</b>	<b>100.0%</b>

Respondents were asked how likely they would be to use transit if a variety of changes were made to the system in the next year. Responses by category are fairly comparable across the board. Responses are listed below.

**TABLE 141**  
**HOW LIKELY WOULD YOU BE TO USE TRANSIT IF THE FOLLOWING CHANGE WAS MADE IN THE NEXT TWELVE MONTHS?**

<b>Change</b>	<b>Not Likely</b>	<b>Somewhat Likely</b>	<b>Likely</b>	<b>Very Likely</b>	<b>No Response</b>
The nearest stop is within one block of your home	38.0%	26.4%	19.0%	11.0%	5.5%
The nearest stop is within one block of work or school	35.6%	27.0%	19.6%	12.3%	5.5%
Buses operate when I need to travel	28.8%	31.9%	21.5%	12.3%	5.5%
Travel times by bus are at most 20% longer than by car	37.4%	21.5%	23.9%	11.7%	5.5%
Sunday bus service is available	47.9%	20.2%	17.8%	7.4%	6.7%
The bus operates in 15 minute headways during rush hours	33.1%	23.9%	23.3%	12.9%	6.7%
The bus operates in 30 minute headways during non-rush hours	38.0%	24.5%	19.6%	10.4%	7.4%
Bus tickets/passes can be purchased in your neighborhood	38.7%	23.3%	22.7%	9.2%	6.1%
Bus routes are expanded to cover more locations	30.1%	28.2%	24.5%	11.0%	6.1%
Bus service information/ schedules are more easily available	32.5%	27.6%	21.5%	11.7%	6.7%
Discounted fares are offered for frequent bus use	30.1%	23.3%	23.3%	16.0%	7.4%
Buses operate until 11:00 pm on weeknights	38.0%	17.8%	24.5%	12.9%	6.7%

### Automobile Access and Use

All but one individual responded to a question asking about the number of vehicles in the household and of the individuals that did respond, every household has at least one vehicle, with an overwhelming majority of households (55.8 percent) having three or more vehicles.

**TABLE 142  
AUTOMOBILES IN THE HOUSEHOLD**

<b>Automobiles</b>	<b>Frequency</b>	<b>Percent</b>
No response	1	0.6%
One	18	11.0%
Two	53	32.5%
Three or more	91	55.8%
<b>Total</b>	<b>163</b>	<b>100.0%</b>

All but 7 of the 163 individuals surveyed are licensed to drive.

**TABLE 143  
DRIVING STATUS**

<b>Driving Status</b>	<b>Frequency</b>	<b>Percent</b>
Licensed and able to drive	156	95.7%
Not licensed to drive	7	4.3%
<b>Total</b>	<b>163</b>	<b>100.0%</b>

In reaction the recent increases in fuel costs, nearly 56 percent of respondents noted that gas prices have impacted their driving habits over the past year.

**TABLE 144  
HAVE GAS PRICES IMPACTED YOUR DRIVING HABITS OVER THE PAST YEAR?**

<b>Response</b>	<b>Frequency</b>	<b>Percent</b>
No Response	6	3.7%
Yes	91	55.8%
No	66	40.5%
<b>Total</b>	<b>163</b>	<b>100.0%</b>

In response to what changes they have made in their driving habits, the majority of respondents noted that they are combining trips to drive less. Multiple responses were given by the majority of those surveyed.

**TABLE 145**  
**WHAT CHANGE(S) HAVE YOU MADE IN YOUR DRIVING HABITS DUE TO GAS PRICES**  
**IN THE PAST YEAR?**

<b>Changes in Driving Habits</b>	<b>Frequency</b>	<b>Percent</b>
Combining trips to drive less	96	58.9%
Make fewer trips by car	89	54.6%
Shop around for the cheapest gas prices	56	34.4%
Car pooling more often	43	26.4%
Walk to places that I would usually drive to	43	26.4%
Ride my bike more often	40	24.5%
Considering buying or have bought a non-hybrid car with higher gas mileage	27	16.6%
Considering buying or have bought a hybrid car	21	12.9%
Changed the grade of gas used (i.e. premium to regular)	15	9.2%
Considering relocating or have relocated closer to my or my spouse's employment or school	14	8.6%
Other	8	4.9%
Riding the bus system more often	7	4.3%

Eight respondents felt that their changes in driving habits were not listed and chose "other". These responses are listed below.

**TABLE 146**  
**WHAT CHANGE(S) HAVE YOU MADE IN YOUR DRIVING HABITS DUE TO GAS PRICES**  
**IN THE PAST YEAR? - OTHER**

<b>Changes in Driving Habits</b>	<b>Frequency</b>	<b>Percent</b>
Don't speed or accelerate quickly and suddenly	2	1.2%
Drive so I get optimum gas mileage	1	0.6%
Give myself a \$10-\$15 allowance for gas each week	1	0.6%
I stay with friends when I know I have to be in that town the next day because I live far away from work and school.	1	0.6%
Less traveling	1	0.6%
Drive one of my other cars with higher gas mileage	1	0.6%
Take my motorcycle	1	0.6%

Respondents were also asked what the minimum price of gasoline would need to get to, if any, before they would make changes to their driving habits. These figures were fairly spread out, although the majority of respondents, roughly 55 percent, said they would begin to make changes to their driving habits if gas was \$4.49 a gallon or less. Just over 4 percent of individuals noted that there is no price at which they would change their driving habits.

**TABLE 147**  
**WHAT IS THE MINIMUM GASOLINE PRICE, IF ANY, AT WHICH YOU WOULD BEGIN TO CHANGE YOUR DRIVING HABITS?**

Gas Price	Frequency	Percent
Less than \$3.00 per gallon	15	9.2%
\$3.00 to \$3.49 per gallon	18	11.0%
\$3.50 to \$3.99 per gallon	23	14.1%
\$4.00 to \$4.49 per gallon	33	20.2%
\$4.50 to \$4.99 per gallon	26	16.0%
\$5.00 to \$5.99 per gallon	8	4.9%
\$6.00 to \$6.99 per gallon	26	16.0%
\$7.00 to \$7.99 per gallon	3	1.8%
\$8.00 to \$8.99 per gallon	1	0.6%
\$9.00 to \$9.99 per gallon	2	1.2%
\$10.00 per gallon or more	1	0.6%
There is no gas price at which I would change my driving habits	7	4.3%
<b>Total</b>	<b>163</b>	<b>100.0%</b>

### Information and Familiarity with Valley Transit

An overwhelming 82.2 percent of individuals noted that they have never visited Valley Transit's website.

**TABLE 148**  
**HAVE YOU VISITED VALLEY TRANSIT'S WEBSITE?**

Response	Frequency	Percent
Do not have Internet access	2	1.2%
Yes	27	16.6%
No	134	82.2%
<b>Total</b>	<b>163</b>	<b>100.0%</b>

Those that have used Valley Transit were asked to select the resources they have used to find information on Valley Transit services. Some respondents selected more than one answer. Nearly 18 percent noted that they get their information at the bus stops and transit centers.

**TABLE 149**  
**RESOURCES USED TO FIND INFORMATION ABOUT BUS SERVICE**

<b>Location</b>	<b>Frequency</b>	<b>Percent</b>
Postings at bus stops/transit centers	29	17.8%
Valley Transit's website	25	15.3%
Schools or colleges	22	13.5%
Other	12	7.3%
Library	11	6.7%
Shopping centers/malls	5	3.1%
Grocery/drug stores	4	2.5%
Work	3	1.8%
Community/senior centers	2	1.2%
City Hall	2	1.2%
Your bank	1	0.6%

Other resources, not listed in the survey, which were noted by respondents, are listed below.

**TABLE 150**  
**RESOURCES USED TO FIND INFORMATION ABOUT BUS SERVICE - OTHER**

<b>Resource</b>	<b>Frequency</b>	<b>Percent</b>
Friends and family	5	3.1%
Phone call	3	1.8%
Bus schedule	2	1.2%
Newspaper	1	0.6%

Respondents were asked about their familiarity with a number of transit related aspects. Besides the location of the bus stops, the majority of respondents are not at all familiar with the remainder of the service aspects.

**TABLE 151  
VALLEY TRANSIT FAMILIARITY**

<b>How familiar are you with.....?</b>	<b>Not at all familiar</b>	<b>Somewhat familiar</b>	<b>Familiar</b>	<b>No Response</b>
Routes of the bus system	62.0%	32.5%	3.1%	2.5%
Schedules of the bus system	73.0%	21.5%	2.5%	3.1%
Fares of the bus system	71.2%	19.0%	7.4%	2.5%
Transit centers	58.3%	27.0%	11.0%	3.7%
Where to purchase tickets	69.3%	17.2%	11.0%	2.5%
Location of the bus stops	37.4%	49.1%	10.4%	3.1%

Respondents were also asked to estimate the distance, in blocks, of the nearest bus stop from popular locations. "Not sure" responses ranged from 31.9 percent (their home) to 63.2 percent (their doctor's office).

**TABLE 152  
HOW FAR IS THE NEAREST BUS STOP FROM EACH LOCATION?**

<b>Location</b>	<b>Less than 1 block</b>	<b>1 to 4 blocks</b>	<b>More than 4 blocks</b>	<b>Not Sure</b>	<b>No Response</b>
Home	19.0%	24.5%	23.9%	31.9%	0.6%
Work	30.1%	19.6%	12.3%	36.8%	1.2%
School	41.1%	16.6%	4.9%	32.5%	4.9%
Your bank	17.8%	22.7%	9.8%	48.5%	1.2%
Favorite grocery store	28.2%	17.8%	6.7%	46.0%	1.2%
Favorite restaurant	12.3%	18.4%	7.4%	61.3%	0.6%
Favorite shopping center	33.7%	13.5%	6.7%	44.8%	1.2%
Your doctor's office	9.2%	12.9%	13.5%	63.2%	1.2%
Your dentist's office	9.2%	14.1%	16.0%	60.1%	0.6%

Finally, respondents were asked under what circumstances/scenarios they would use Valley Transit. A complete list of responses is attached in Appendix B.

### **Valley Transit Opinions and Perceptions**

Respondents were asked to rate various aspects of Valley Transit services based upon their personal experiences. Obviously the majority of responses for each aspect was "don't know", however for those that did rate each aspect, the relatively response was "fair to good". The service aspect with the highest percentage of "good" responses was the condition of the buses,

while the aspect with the highest percentage of “poor” responses was the time it takes to reach your destination.

**TABLE 153  
VALLEY TRANSIT SERVICE RATINGS**

<b>Service Aspect</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>	<b>Don't Know</b>	<b>No Response</b>
Frequency of the buses	18.4%	18.4%	7.4%	54.6%	1.2%
Convenience of transfers	14.7%	16.6%	8.0%	59.5%	1.2%
Schedule reliability	17.8%	12.3%	4.3%	63.8%	1.8%
Condition of the buses	25.8%	14.7%	2.5%	55.2%	1.8%
Driver competence	19.0%	16.0%	1.2%	62.0%	1.8%
Driver courtesy	18.4%	14.1%	4.3%	61.3%	1.8%
Level of fares	12.9%	19.6%	3.7%	62.0%	1.8%
Times it takes to get to your destination	9.2%	15.3%	15.3%	59.5%	0.6%
Walking distance to and from bus stops	18.4%	19.0%	7.4%	54.0%	1.2%
Routes of the system	11.7%	19.0%	6.1%	61.3%	1.8%
Transit centers	14.7%	19.6%	4.3%	58.3%	3.1%
Location of the bus stops	21.5%	21.5%	3.7%	51.5%	1.8%

A list of Valley Transit service related statements were given to respondents. Each respondent was asked if they strongly disagree, disagree, agree, or strongly agree with each of the statements based upon their travel needs, experiences, and their perceptions. The vast majority of responses were in the “disagree to agree” range. However, the statement that triggered both the highest percentage of “strongly disagree” responses with nearly 25 percent and the highest percentage of “strongly agree” responses with over 20 percent was, “there are no bus stops close to my home”. Only one aspect statement had a majority of respondents either “agree” or “strongly agree”, which was “travel time by bus takes too long”.

**TABLE 154**  
**VALLEY TRANSIT SERVICE OPINIONS**  
**BASED ON TRAVEL NEEDS, EXPERIENCES, AND PERCEPTION**

<b>Statement</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Agree</b>	<b>Strongly Agree</b>	<b>No Response</b>
The public bus system is a poor service	20.2%	50.9%	16.6%	3.1%	9.2%
Travel time by bus takes too long	4.9%	31.3%	42.3%	12.3%	9.2%
There are no bus stops close to my home	24.5%	32.5%	14.7%	20.2%	8.0%
There are no bus stops to where I need to go	15.3%	55.2%	12.9%	6.7%	9.8%
It is too difficult to bring the things I need on the bus	13.5%	44.2%	25.2%	7.4%	9.8%
Bus service does not run frequently enough	8.0%	41.1%	31.9%	8.6%	10.4%
Bus service does not start early enough	8.6%	58.9%	12.9%	4.9%	14.7%
Bus service does not run late enough	6.1%	37.4%	33.1%	8.0%	15.3%
Too many transfers are required	4.9%	39.9%	34.4%	6.1%	14.7%
Bus service is inconvenient for groups traveling together	9.8%	50.3%	22.7%	5.5%	11.7%
Weekend services do not operate frequently enough	2.5%	41.1%	31.9%	9.2%	15.3%
Bus service does not go where I need/want it to go	6.1%	43.6%	22.7%	15.3%	12.3%

Finally, respondents were also asked to react to another set of statements, but this time the statements are with regards to perceptions and opinions of public transportation in general, as well as automobile usage. The same rating scale was used from the previous question. The statement with the highest percentage of "strongly disagree" responses with over 33 percent was, "I love riding the bus system". The statement with the highest percentage of "strongly agree" responses with nearly 58 percent was "driving is more convenient than taking the bus."

**TABLE 155  
PERCEPTION AND OPINIONS OF PUBLIC TRANSPORTATION**

Statement	Strongly Disagree	Disagree	Agree	Strongly Agree	No Response
Riding the bus is better for the environment than driving	4.3%	10.4%	40.5%	42.3%	2.5%
Riding the bus is less expensive than driving a car	3.7%	13.5%	46.6%	32.5%	3.7%
Riding a bus is safer than driving a car	6.7%	29.4%	40.5%	18.4%	4.9%
Riding the bus is easier than driving a car	22.1%	36.2%	26.4%	12.9%	2.5%
Driving a car is faster than taking the bus	1.2%	3.1%	36.2%	57.1%	2.5%
Driving is more convenient than taking the bus	0.6%	4.3%	33.7%	57.7%	3.7%
Driving is more relaxing than taking the bus	5.5%	28.2%	36.2%	26.4%	3.7%
People ride the bus only when they have to	4.3%	20.9%	54.0%	17.8%	3.1%
There is a negative perception about people that ride the bus	8.0%	15.3%	50.9%	23.3%	2.5%
Most people who are like me do not use the bus system	4.9%	20.2%	42.9%	27.0%	4.9%
Only the poor and disabled ride the bus	20.9%	50.3%	20.2%	5.5%	3.1%
Driving a car gives me more flexibility than riding the bus	1.8%	4.3%	36.2%	54.0%	3.7%
There are no benefits to riding the bus	27.6%	54.0%	10.4%	5.5%	2.5%
There is no scenario where I could see myself riding the bus	22.1%	48.5%	17.2%	9.8%	2.5%
My friends and colleagues do not ride the bus	2.5%	22.1%	44.8%	27.6%	3.1%
I love riding the bus system	33.1%	47.9%	9.2%	0.6%	9.2%
I get peace of mind using the bus system	27.0%	46.6%	16.6%	0.6%	9.2%
I get peace of mind driving my own car	6.7%	16.0%	46.6%	23.3%	7.4%
I feel bad about myself when I ride the bus	25.8%	51.5%	12.3%	1.8%	8.6%
I feel bad about myself when I drive my car	30.1%	49.1%	11.7%	3.1%	6.1%
I feel supportive of my community when riding the bus	12.3%	33.7%	37.4%	6.7%	9.8%
I am concerned about my safety when riding the bus	17.2%	46.6%	23.3%	3.7%	9.2%
I do not like waiting outside for the bus	5.5%	12.3%	49.7%	23.3%	9.2%
I do not like riding the bus with people that I do not know	10.4%	36.2%	34.4%	9.8%	9.2%
I save money by riding the bus	9.2%	20.2%	52.8%	5.5%	12.3%

### UW-FOX VALLEY QUESTION OF THE DAY

Again, Dr. Peter and his students also posted a "Question of the Day" outside the university library in which students could anonymously respond to the question "would you use Valley Transit bus service if all rides were free?" A total of 38 responses were received and categorized by yes (12 responses), no (15 responses), maybe (5 responses) or can't (6 responses), due to limiting conditions such as location of residency.

**TABLE 156**  
**WOULD YOU USE VALLEY TRANSIT IF IT WAS FREE?**

<b>Yes (12)</b>
Yes! (3)
Yes, but not often
Yes, but not exclusively
I already do, but it is not free
If it came by my house, yes!
Yes I would definitely use it all of the time, it would save me gas.
I ride the bus as is, go green, get on the bus!
Yes! The commute here is a killer, only get 16 mpg, put on 150 miles per week.
Me too, or better yet, a TRAIN like in Europe.
Yes that's some cheap transportation, the only variable I would be concerned with is punctuality.
<b>No (15)</b>
No (3)
Nope, it's nice to have my own car everywhere I go.
Probably not, my car has heated seats and a moon roof.
No, I have a car and a motorcycle to get to areas too far or late for buses.
Honestly no, it is still an inconvenience.
Even if it wasn't free if the time it took to get from place to place was reasonable I would be on it right now!
Ditto, I used it through two years of high school, no fun.
Even if free, the times available and the distance away from the bus stop (1 mile) is inconvenient.
Would not like to ride with strangers.
No, not comfortable riding with people that I don't know.
Nope, probably not.
No, its dirty.
The buses should be smaller and run more often. This would be more fuel efficient, but not cost efficient. You would have to employ more drivers. However it would be better for our Earth.
<b>Maybe (5)</b>
Maybe, it depends.
Maybe, if the transit were at all convenient. The transportation system in the Fox Cities is not very good.
If I had better access and it fit my schedule.
Only if it was free.
If the buses came more.
<b>Can't (6)</b>
I live in the country, there are no buses out there.
I live in New London, it is too far away, if the bus would come I would <u>definitely</u> ride it.
Me too, I'd have to drive 30 miles anyway.
Same here.
Weyauwega is also a long drive, too much for the bus.
If I lived in the area yes.

## APPLETON EAST HIGH SCHOOL SOCIOLOGY FOCUS GROUPS

Dr. Peter also gave several guest sociology lectures at Appleton East High School and posed the following questions to 79 sociology students:

- What is good about riding the bus?
- What is bad about riding the bus?
- What suggestions do you have to improve Valley Transit?

Students provide the following responses to each question:

**TABLE 157**  
**APPLETON EAST HIGH SCHOOL SOCIOLOGY FOCUS GROUP RESPONSES**

<b>What is good about riding the bus?</b>
The customer service, they are very helpful and friendly.
I save money on gas and it is good for the environment.
The buses are clean.
The stops are close to my home.
It is good for people that have physical disabilities.
The bike racks are convenient.
It would be fun to have a group of friends together on the bus.
<b>What is bad about riding the bus?</b>
Riding with people you do not know.
Some people are intimidating on the bus.
One guy stared at me and I told my parents and they won't let me ride the bus anymore.
It is not cool to ride the bus.
The way some people act while on the bus.
My car is more fun, I just turned 16.
The bus is just not an option for me.
Riding with strangers.
<b>What suggestions do you have to improve Valley Transit?</b>
Have our parents model the behavior by riding the bus.
More marketing and advertising.
Make it more appealing to students.
Make it free to ride the bus.
Make it free only on certain days of the week.

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**FOX CITIES AREA REGIONAL TRANSIT  
AUTHORITY (RTA) STUDY COMMITTEE**

## FOX CITIES AREA REGIONAL TRANSIT AUTHORITY (RTA) STUDY COMMITTEE

In March 2006, the Fox Cities Area Regional Transit Authority (RTA) Study Committee was formed to look at the current public transit system (Valley Transit) as well as explore potential options for the future. Among other areas of interest, one of the driving forces behind formation of the Study Committee was the potential impending loss of nearly one-third of Valley Transit's federal funding (\$1.5 million) once the Fox Cities Urbanized Area reaches a population of 200,000. While it is projected that the Fox Cities has already reached this population, it will not become official until the results of the 2010 Census are completed in 2012 - 2013. As a subset of the Study Committee, a Work Group was formed with the charge to explore whether or not an RTA should be considered as a viable option for future Fox Cities transit, and if so, provide recommendations regarding next steps, how it might be structured, and the like.

### Fast Facts

The Work Group and Study Committee quickly concluded some key findings on the fate of Valley Transit and the Regional Transit Authority concept:

- Currently, the City of Appleton owns and operates Valley Transit and contracts services out to over a dozen entities throughout the Fox Cities. If cost increases occur or are projected, Valley Transit goes to each of the entities to collect additional funds. If these entities reject providing additional funds, services are cut and/or fare increases are passed down to the consumer.
- Current federal regulations dictate that once the population of an Urbanized Area reaches 200,000, the area's eligibility for federal transit funding is dramatically reduced.
- The Fox Cities Urbanized Area will likely reach a population of 200,000 during the next Census (2010).
- Assuming no changes in the federal regulations for transit funding, once the 2010 Census figures are released, Valley Transit could lose up to \$1.5 million in federal operating expenses.
- An RTA (Regional Transit Authority) is an official body with revenue-generating authority (i.e. a local sales tax) for a determined geographic area. Specifics regarding board officials, representation, and the like vary and are determined by each RTA at the time it is formed.
- The formation of an RTA in the Fox Cities would provide a vehicle to generate revenues to make up the anticipated federal funding losses to maintain current transit services. RTAs are also being explored more broadly as a way to improve efficiencies in the way that public transportation is planned, budgeted, and managed.
- Current Wisconsin statutes do not allow for the formation of RTAs. Wisconsin is the only Midwestern state that does not have RTA-enabling legislation. If the study committee determines an RTA is a viable option for the Fox Cities, its next step would be to work with area legislators and the community to enact RTA-enabling legislation.

**TABLE 158**  
**FOX CITIES AREA REGIONAL TRANSIT AUTHORITY (RTA) STUDY COMMITTEE**

FOX CITIES AREA REGIONAL TRANSIT AUTHORITY (RTA) FULL STUDY COMMITTEE PARTICIPATION LIST MARCH 2006 TO PRESENT	
NAME	MUNICIPALITY/AGENCY/ORGANIZATION
State Senator Michael Ellis	19 <sup>th</sup> Senate District
Representative Al Ott	3 <sup>rd</sup> Assembly District
Representative Dean Kaufert	55 <sup>th</sup> Assembly District
Representative Roger Roth	56 <sup>th</sup> Assembly District
Representative Tom Nelson	5 <sup>th</sup> Assembly District
Bill Craig	Calumet County Administrator
Todd Romenesko	Calumet County Human Services
Ken Pabich	Calumet County Planning Department
Chris Behrens	City of Appleton Attorney's Office
Pete Hensler	City of Appleton Economic Development
Bruce Roskom	City of Appleton Planning Department
Tim Hanna	City of Appleton, Mayor
Thomas German	City of Brillion - Citizen
Greg Keil*	City of Menasha Community Development
George Scherck	City of Neenah, Mayor
Patti Julius	Consumer/Citizen
Jody Moesch Ebeling	DHFS, Division of Disability and Elder Services
Jill Gretzinger*	Easter Seals/Fox Valley Advocacy Coalition
Dave Moesch*	ECWRPC
Eric Fowle*	ECWRPC
Jason Kakatsch*	ECWRPC
Melissa Kraemer Badtke*	ECWRPC
Walt Raith*	ECWRPC
Thom Ciske*	Fox Cities Chamber of Commerce
Carol Kasimor*	Fox Cities Transit Commission
Dick Kendall*	Fox Cities Transit Commission
John Mueller	Fox Cities Transit Commission
Judy Lange*	Fox Cities Transit Commission
Chuck Rundquist*	Fox Cities Transit Commission – Chair
Kathy Groat*	Fox Cities Transit Commission/Fox Cities Housing Coalition
Lynn Erickson	Fox Cities Transit Commission/Valley Packaging
Jo Egelhoff*	FoxPolitics.net
Mary Bloomer	Goodwill Industries NCW
Holly Keenan	Making the Ride Happen
John Meissner	Options for Independent Living/Fox Valley Advocacy Coalition
Toby Paltzer	Outagamie County Executive
Tom Stratton	Outagamie County Health and Human Service Department
Jerry Tate*	Outagamie County Planning Department
Mike Hendrick*	Outagamie County Planning Department
Kurt Schultz	State Senator Michael Ellis' Office
Mike Marsden*	Town of Grand Chute Chair
Mark Rohloff	Town of Grand Chute Chair Administrator
Allen Davis	Town of Grand Chute Community Development
Tracy Flucke	Town of Harrison Administrator
Joe Sprangers	Town of Harrison Chair
George Dearborn	Town of Menasha Community Development
Rebecca Deschane	U.S. Representative Mark Green's Office
Nate Williams	U.S. Representative Steve Kagen's Office
James Fenlon	U.S. Representative Tom Petri's Office
Melissa Kok	U.S. Representative Tom Petri's Office
Rhonda Hannemann	United Way
Bob Russo	Valley Packaging
Chuck Kamp*	Valley Transit
Deborah Wetter*	Valley Transit
Susan Kappell*	Valley Transit
Rick Hermus	Village of Kimberly Administrator
Chuck Kell	Village of Little Chute Administrator
Brenda Timm*	Willems Marketing
Dave Willems	Willems Marketing
Mark Harris*	Winnebago County Executive
John Fink*	Winnebago County Executive's Office
Mark Weisensel	Winnebago County Human Services
Ed Huck	Wisconsin Alliance of Cities
Jim Tenuta	Wisconsin Alliance of Cities
Rod Clark*	WisDOT

\* Represents consistent participation on the smaller Working Committee.

## Stakeholder Interviews

As part of its planning, the Work Group determined that it would be helpful to identify key transit stakeholders in the Fox Cities and speak with them regarding their views about Fox Cities transit in the future, as well as the concept of an RTA. A list of organizations and individuals was developed and a subset of the list was selected for a first round of interviews. Initially, a list of 32 organizations/individuals was selected. Because the goal is ultimately to talk with all of the stakeholders, the sample was not selected using any strict criteria. Rather, the goal was to select a group of organizations/individuals that represented a variety of segments of the community. The sample should not be considered to be random or representative of the entire community. The Work Group was successful in contacting 30 of the organizations/individuals. Of these 30, 24 interviews were scheduled. With three cancellations, 21 interviews were completed as of March 2, 2007.

A subset of the Work Group developed a list of items for which they were interested in garnering opinions from transit stakeholders in the community. With input from the larger Work Group, the list was reviewed, refined, and converted into the final instrument consisting of a page of "Fast Facts" background information and nine questions. As each interview was scheduled, the instrument (background information and nine questions) was sent via email to the interviewee for their review prior to the interview. The interviewee was told that they might find the information useful, but that they were not expected to have answers prepared for the interview. All responses were obtained during personal interviews conducted in the setting chosen by the interviewee (except for one telephone interview requested by the interviewee). Responses were recorded via handwritten notes and were not recorded electronically. Interviewees were assured that their responses would remain confidential and general in nature, and would not be connected to their names.

Hand-written notes were reviewed, summarized to capture main points and typed into an electronic document. The order of responses was randomly shuffled to further ensure anonymity.

**TABLE 159  
STAKEHOLDER INTERVIEWS**

Agency/Organization	Name
Appleton Downtown Inc.	Jennifer Stephany
Cerebral Palsy of Mideast Wisconsin	Judy Britton and Lynnae Sievert
Fox Cities Chamber of Commerce & Industry	William Welch
Fox River Mall	John Burgland
Future Neenah	Karen Harkness
Goodwill	Bob Pedersen
Goodwill	Mary Bloomer
Hispanic Interagency Committee	Willie Pekah
Kobussen Buses	Dan Kobussen and Joe Kobussen
Making the Ride Happen	Holly Keenan
New Hope Center	Dan Witt
Options for Independent Living	John Meissner
Outagamie County Health & Family Services	Tom Stratton
Pinnacle Perspectives	Kathi Seifert
Wisconsin Department of Health, Division of Disability & Elder Services	Jody Moesch Ebeling
The ARC Fox Cities	Beth Tourville and LeAnne Stein
United Way Fox Cities	Peter Kelly and Rhonda Hannemann
UW-Fox Valley	Greg Peter
Valley Packaging	Bob Russo and Lynn Erickson
Winnebago County Human Services	Mark Weisensel
YMCA of the Fox Cities	Fred Hauser

### Interview Results

Following are tallied results for the nine questions asked of our 21 respondents, followed by brief text summaries of the findings.

1. Will the role for public transportation increase in the future due to increase in aging/disabled population?

Yes:	15
No:	2
Maybe:	4
Total:	21
Mentioned paratransit specifically:	8

Most of the respondents indicated that they understood the aging trend in our state and felt there would be an increase in the need for some type of transportation for seniors who cannot or prefer not to drive. However, a majority of respondents indicated some concern regarding the likelihood of seniors actually turning to public transit for their needs. Most respondents indicated that paratransit will likely be a much more palatable option as compared to buses.

There were several recurring reasons given regarding why the demand for public transit may not increase and why seniors may not use public transit: future seniors are unlikely to give up the keys to their cars; public transit is not considered an option (too inconvenient, too complex/confusing, not on the radar screen). Many who expressed concerns about seniors not using public transit also pointed to the need to educate the public regarding services, how to use, and the like.

2. Who is responsible to provide transportation if Federal funding loss causes cuts/elimination of service?

Local govt./municipalities through taxes/fees:	9
Combination (govt., business, individual, other):	10
Private sector:	1
RTA:	1
Total:	21

First, although the question was not asked directly, it should be noted that the overwhelming majority of respondents indicated that public transportation is needed and should be continued. The vast majority of respondents indicated that providing public transportation is an obligation owed to the community by the community, with about one-half specifying that other sources in addition to taxing should be implemented to the degree possible. While several felt it would be ideal if taxes weren't needed, they also indicated that, realistically, some form of taxation/fees would be needed to supplement any other sources found.

3. Would you support an RTA as financial solution for Federal funding losses?

Yes:	18
No:	1
Not sure:	2
Total	21

The vast majority of respondents indicated they would support the concept of an RTA for the Fox Cities given the information we were able to provide at the time of the interview. There were various reasons given, including greater efficiency, better planning through a regional approach, and a more stable funding source. However, many respondents also indicated that their support would be predicated on proper set-up of the system and responsible management of funds. In addition, there were some who indicated that funding should be garnered first from other sources (municipalities continuing to contribute their share, other community sources), and then the RTA could make up the funding shortfall.

4. What should revenue collected by an RTA cover?

Shortfall:	2	(shortfall in short term, budget plus surplus in long term)
Annual budget:	1	
Budget plus surplus:	11	(+2 additional who qualified it as a long-term solution)
Budget plus surplus*:	1	(*only if property tax now used to fund VT is returned to citizens)

Shortfall plus surplus:	3
Don't know/no answer:	3
Total	21

The majority of respondents indicated that funds collected by an RTA should cover the annual budget at a minimum. Most also indicated that it should also allow for a “surplus” of some sort to cover unanticipated costs, stating that planning for contingencies is simply part of good business/good budgeting. Many who supported collection of a surplus did, however, express reservations and the desire to strictly control various factors related to the surplus monies (set a cap, clearly define what the surplus funds can/cannot be used for, who determines how/when it is used, etc.).

[It should be noted that use of the word “surplus” was somewhat troubling to several respondents, but we explained it during the interviews as more of a “risk reserve”. If there are more interviews to be conducted in the future, we would modify the instrument to replace “surplus” with “risk reserve”.]

5. Would you support an RTA as a planning/budgeting/operational structure even if there are no funding shortfalls?

Yes:	18
Not sure:	3
Total	21

The overwhelming majority of respondents indicated support of the RTA concept for the Fox Cities, indicating that it would seem to provide greater efficiency, more stability, and an improved planning and fund-management vehicle.

6. Should an RTA be enacted via public referendum or by elected officials? If a referendum, should it come back for renewal on a cyclical basis?

Referendum?		Cycle?	
Yes:	10	Yes:	9
No:	10	No:	8
Not sure:	1	Not sure:	1
Total	21	No answer:	3 (because said “no” to referendum)

While the numbers show a split regarding the need for a public referendum to put an RTA into place, nearly every respondent indicated that it would be very difficult to get it to pass, pointing to the need for a great deal of public education regarding the issues at hand. Many who indicated the need for a referendum also expressed that they would prefer to avoid it, but felt it was necessary. Regarding whether a passed referendum should be permanent or come back for renewal periodically, the votes are again split. However, most of those indicating the need to revisit the issue expressed the need to have the cycle be long enough to give the system a chance to be tried and tested – a minimum of five years and more often 7-10 years. Some also indicated that while they felt it should be revisited, it should only come up for renewal once.

## 7. Is taxing the general public the most feasible option to fund public transportation?

Yes:	13
Yes, but not only source:	1
No:	6
Don't know/not sure:	1
Total	21

While every respondent indicated the public's disdain for additional taxes (especially in Wisconsin), the majority indicated support for taxes as the most feasible funding option for public transit. Several indicated that they perceive the costs to not fund public transportation equal or exceed the costs to fund it; via one tax or another, the people will be providing support to the community and the RTA/public transit approach is the better option.

## 8. Would you support funding an RTA through levy of local sales tax (max ½-cent)?

Yes:	13
Other first, then tax if/as needed:	2
No:	2
Different tax (wheel):	1
Undecided:	3
Total	21

Again, while expressing the general public's resistance to taxes overall, the majority of respondents indicated support for an RTA to levy a local sales tax (up to ½-cent) to fund public transportation in the Fox Cities. Several also indicated that this local sales tax would be preferred over additional property taxes.

## 9. What will be the most controversial aspect of the RTA concept in our region?

How to pay for it / taxes:	14
Turf/control/cooperation of municipalities:	8
Referendum:	2
Pay for service no one is using:	2
Change:	2
Term limits for RTA board:	1
Other:	5
Total (multiple responses from many individuals)	n/a

Clearly, the most controversial aspect of the RTA concept in our region was perceived to be the need to levy a tax to fund the system, followed by concerns that it may be difficult to get municipalities to cooperate with regard to control, services, and the like.

In summary, the respondents we spoke with generally indicated support for continued public transportation and support the concept of an RTA for the Fox Cities, both as a source of funding and more broadly as an improved system overall. It is clear that while taxation may be unpopular, it is perceived as the most feasible option to secure funds for public transportation. The responses also clearly indicate that obtaining support of the general public is perceived to

be an enormous challenge, pointing to the tremendous need for education for both the general public and our elected officials.

A listing of all of the specific comments received during the stakeholder interview process is included in Appendix C.

### **Conclusion**

In conclusion, the Fox Cities Area Regional Transit Authority (RTA) Study Committee unanimously supported the need for statewide RTA enabling legislation. After multiple drafts have been written by multiple agencies and organizations, the issue was being examined by a Study Committee of the Wisconsin State Legislature – Legislative Council. Initially, it was anticipated that the potential for a statewide RTA enabling proposal could be as early as the first quarter of 2009. However, the leadership of this Study Committee has recently changed and it will not reconvene until February of 2009.

# **MARKET RESEARCH SURVEY**

## MARKET RESEARCH SURVEY

### BACKGROUND

In the fall of 2008, Valley Transit and the East Central Wisconsin Regional Planning Commission cooperatively funded a *"Market/Customer Research Consumer Telephone Survey"*. The bid to complete the survey was awarded to the Dieringer Research Group, Inc. of Brookfield, Wisconsin. The goal of the project is to further understand current and future transit markets in the Fox Cities Urbanized Area. The data collected will be beneficial to this planning process, as well as future strategic planning efforts.

### OBJECTIVES

Several key objectives for examination were desired for this project. These include:

- Identify opportunities for increasing revenue via increased ridership and continued community/municipal support. With regards to increasing ridership, it is essential that existing riders are highly satisfied with service and that non-users are attracted to the system.
- Design a system that can be used to measure changes in perceptions and the effectiveness of marketing efforts and products. Such performance measures include:
  1. Awareness of Valley Transit and the services that are offered
  2. Perceptions of Valley Transit (usage of Valley Transit and reasoning for use or nonuse).
  3. Primary methods of transportation
  4. Future usage of Valley Transit
  5. User profiles and demographics

### SUMMARY OF FINDINGS

Between November 10<sup>th</sup> and 24<sup>th</sup> of 2008, the Dieringer Research Group, Inc. conducted 367 telephone interviews with a margin of error of roughly +/- 5 percent. To ensure a representative mix of respondents from the Valley Transit service area was received, less than 50 percent of the interviews (44 percent) were forecasted for the City of Appleton.

### Typical Respondent Profile

A typical respondent who participated in the survey:

- is female
- is an Appleton resident
- is 46 years old
- has an annual income of \$67,000
- uses a personal vehicle as their primary mode of transportation
- is married
- is white
- is employed full-time
- has some level of college education

## **Awareness of Valley Transit**

Overall, public awareness of Valley Transit is high, with 61 percent of respondents identifying the area transit system as Valley Transit without prompting. When prompted another 36 percent (a total of 97 percent) were able to identify the transit system as Valley Transit. Nearly all respondents (98 percent) were aware that some form of public bus service was available in the Fox Cities Area.

## **Existing Valley Transit Usage**

With regards to system usage, an anticipated 89 percent of respondents have not used Valley Transit in the past year. Of these respondents, 83 percent stated that the main reason for not using the bus system was the access to a car or other type of vehicle. Other popular responses for not using the system included: no stops near their residence (8 percent), don't need it (4 percent), and general inconvenience (3 percent).

Of those that noted that they have used the system in the past year, 71 percent stated that they used Valley Transit less than once per month. Such trip purposes for these users include: special events (42 percent), recreation (26 percent), commute to and from work (21 percent), shopping (16 percent), personal business and errands (16 percent), medical appointments (5 percent) and other or unknown (each with 3 percent).

## **Satisfaction of Existing Users**

Overall satisfaction of existing users is relatively high at 87 percent, ranging from somewhat satisfied with 32 percent of responses to extremely satisfied with 55 percent of the responses. Of those that were dissatisfied with the system, the majority of respondents mentioned the inconvenience of the bus stops for their reasoning.

## **Future Valley Transit Usage**

The likelihood of overall respondents using Valley Transit in the next year is low (87 percent) with 76 percent stating "not at all likely" and another 11 percent stating "somewhat unlikely". As anticipated, 94 percent stated that they are unlikely to use the system in the next year, ranging from "not at all likely" with 82 percent to "somewhat unlikely" with another 12 percent. Roughly 76 percent of respondents that are unlikely to use Valley Transit cited that the main issue is having alternative transportation available to them, such as their own vehicle.

With regards to existing users of the system, 56 percent noted that they are likely to use the system in the next year, with 40 percent choosing "extremely likely" and another 16 percent choosing "somewhat likely". Of those anticipated to use the system in the next year, over two-thirds (67 percent) thought they would use Valley Transit less than once per month.

## **Perceptions of Valley Transit**

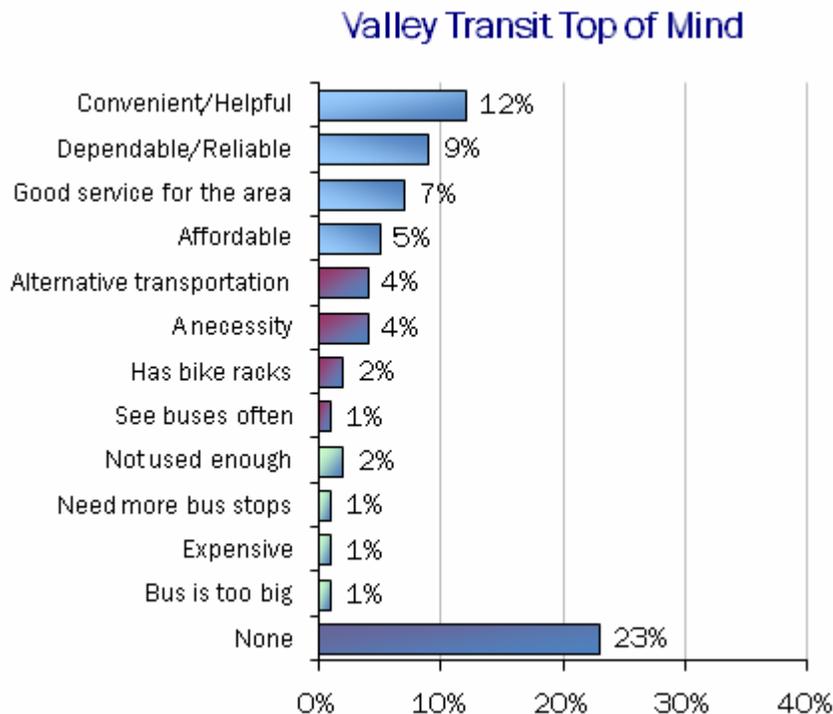
Open-ended perceptions of the system were received and categorized into the following: positive responses, negative responses, and neutral responses. Overall, positive and neutral

responses accounted for 82 percent of the responses received, each with 41 percent respectively. Positive responses included: a good service for the community (13 percent), dependable and reliable (6 percent), arrives on schedule (6 percent), convenient (5 percent), and affordable (5 percent). Neutral response included: necessity for some people (8 percent), for low income, elderly, and disabled (5 percent), public transportation (5 percent), often see the buses (4 percent), and used in the past (4 percent). Negative responses included: too few riders (9 percent), buses are too big (4 percent), takes a long time to go places (3 percent), no stops where I need to go (2 percent), and unnecessary (1 percent).

Next, respondents were asked to rate their level of agreement (5 equals "strongly agrees" and 1 equals "strongly disagree") with provided statements. More than 8 out of 10 respondents agreed that Valley Transit is a benefit to the community (88 percent), is a safe mode of transportation (85 percent) and stated that they would feel safe on the bus (80 percent). Of the five phrases that received the lowest rankings, most respondents were unsure as to how to answer and therefore selected "don't know or refused to answer". Of those that were concerned with safety, most respondents (38 percent) noted that "distrust of other people" or "younger people on the bus" was their reasoning.

Finally, to follow these aided perceptions, respondents were again asked to offer any other phrases to describe aspects of Valley Transit. Exhibit 160 is a breakdown of those responses.

**EXHIBIT 160**  
**VALLEY TRANSIT TOP OF MIND PERCEPTION**



**Source:** The Dieringer Group, Inc., 2009

### **Suggested Changes to Increase Ridership**

Although 32 percent of respondents were unable to identify suggestions for increasing ridership, a wide range of responses were received. Such suggestions included: more routes (11 percent), more stops (8 percent), stops closer to my home (7 percent), provide more information (6 percent), more direct routes, more buses, won't use the bus, would only use it if my vehicle was unavailable, and run longer hours (each with 5 percent), and lower the cost (4 percent).

### **Alternative Transportation Options**

As anticipated, 94 percent of respondents noted that a car or truck is their primary mode of transportation. Aside from a personal vehicle as the preferred mode of transportation, respondents were asked to rank the following modes of transportation: call a friend or family member, bicycle/motorcycle/moped, taxi, walk, and bus. Most respondents (68 percent) noted that their first preference would be to call a friend or family member. Although fairly split, the mode selected as the second preference was a taxi with 23 percent. The bus was ranked as the third preference with 30 percent.

### **Community Involvement and Influencers**

Nearly 40 percent of respondents (38 percent) have attended some form of public meeting on municipal or school affairs. A similar sized group (36 percent) has been active or served on a committee for their church. One-quarter of respondents have served on a committee for a local organization. Nearly 20 percent (19 percent) have served as an officer for a local club or organization. Roughly 13 percent have been active on a school board or parent/teacher association. Two percent of respondents have also held or run for public office. Collectively it is determined that 38 percent of the respondents are considered community influencers by participating in two or more of the previously-noted activities.

### **Demographics**

It was determined that 73 percent of the respondents to the survey are married and living in a household averaging 2.9 people. Comparative to Fox Cities demographics, 95 percent of respondents were white. Nearly 70 percent of respondents have some college-level education and a little more than half (51 percent) are employed full-time. More than half of respondents also earn \$50,000 or more per year with the average household income being \$67,000 per year.

## **RECOMMENDATIONS**

## **RECOMMENDATIONS**

### **TRANSIT MODEL**

In coordination between the Wisconsin Department of Transportation, HNTB Corporation, the East Central Wisconsin Regional Planning Commission, and other northeastern Wisconsin entities, the North East (NE) Regional Travel Demand Model was developed to forecast travel volumes and movements for autos, trucks, and transit. HNTB Corporation provided assistance by utilizing the transit model component of the North East (NE) Region Demand model to develop and evaluate routes and corresponding ridership for various transit alternatives in the Valley Transit service area.

#### **Model Assumptions**

The analyses in this section, shows the expected ridership trends for various route alternatives, as indicated by the North East Region (NE) Travel Demand Model. The model is based on socioeconomic data as well as utility equations based on user surveys. The transit model is therefore expected to broadly reflect the overall trend. However it is possible that for some specific individual routes there may be other factors guiding the total ridership that the model may not necessarily have fully accounted for. The results obtained from the model should therefore be tempered with any other available data as well as the judgment of professional staff.

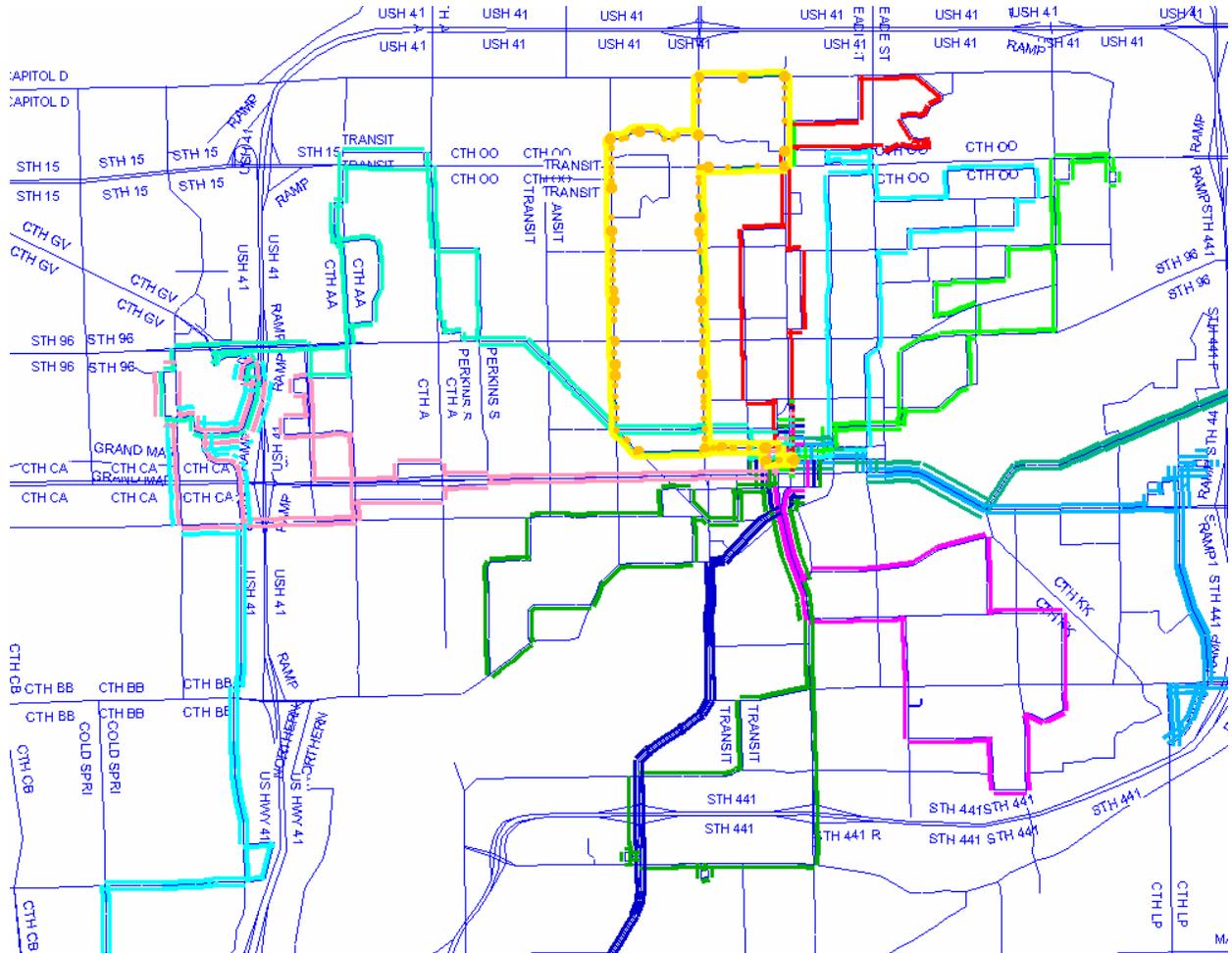
### **NEW ROUTES AND SERVICE**

#### **Consolidation of Routes 3 - Mason and 4 - Richmond**

A single route was designed that could replace route 3 and route 4, which have had steady declines in ridership the last few years. Exhibit 161 illustrates the new designed route highlighted in yellow. The route was designed keeping in mind the attractions within the area served by routes 3 and 4. In addition to that, the various transit dependency maps were utilized to include areas that may have potential transit ridership, without any major diversion the existing routes. The final route was therefore extended in the north to include a section of the Capitol Dr. The bus run time based on congested travel time was estimated to be 25 minutes from the model. A headway of 30 minutes was assumed for the AM (6:00 AM- 9:00 AM), 50 minutes for Mid-Day (9:00 AM- 3:00 PM) and 30 minutes for PM (3:00 PM- 6:00 PM).

Table 162 summarizes the ridership effects of consolidating routes 3 and 4 into one route. The percent change column represents the percent increase or decrease in boardings after implementing the new route. As seen in this table, there is no significant change in systemwide boardings. The new route developed to substitute routes 3 and 4 has a marginal increase in the number of boardings when compared to the total route 3 and route 4 boardings. However, the model predicts an equivalent ridership being sustained with one route, rather than two.

### EXHIBIT 161 CONSOLIDATION OF ROUTE 3 AND 4



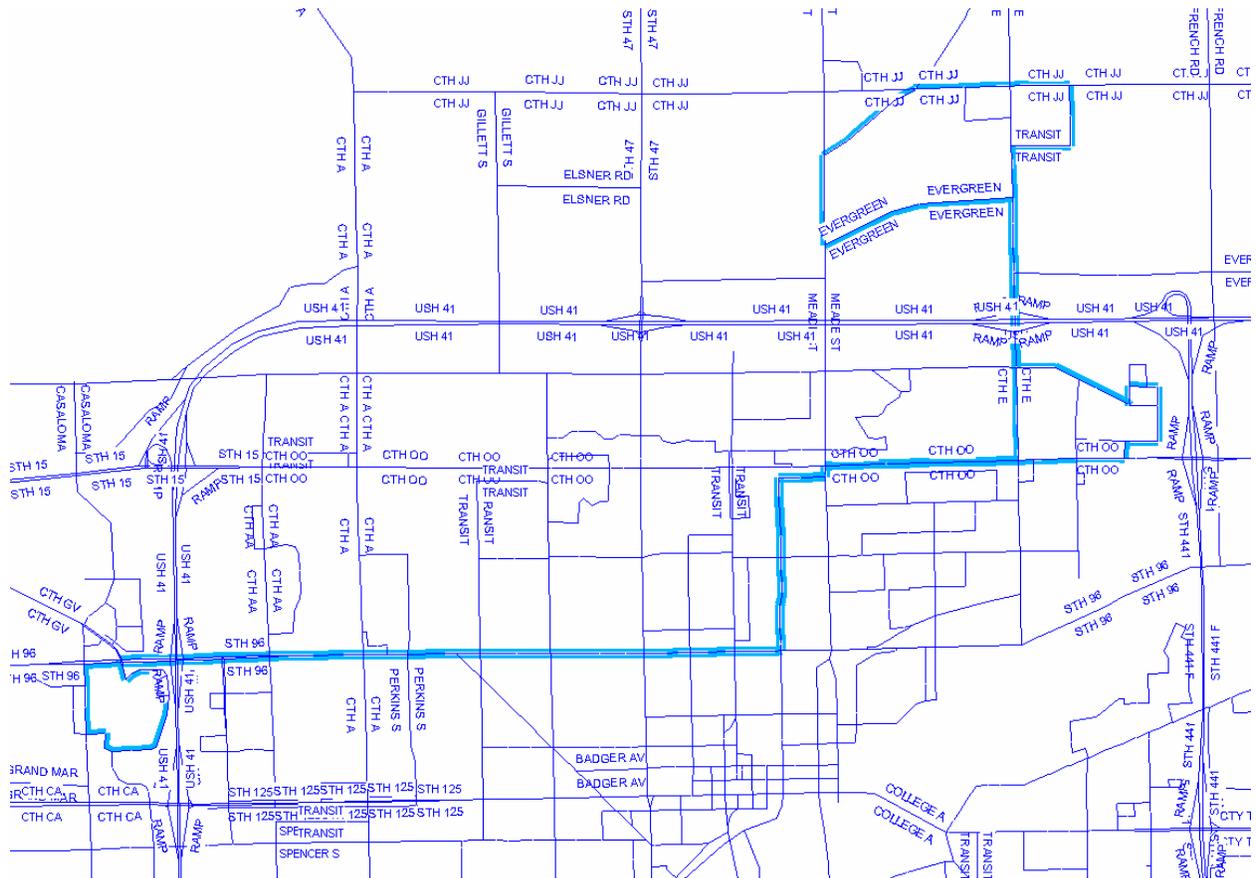
**TABLE 162**  
**RIDERSHIP IMPACTS OF CONSOLIDATING ROUTES 3 AND 4 TO ONE ROUTE**

<b>Route</b>	<b>Percent change</b>
FOX ROUTE 1	0.6%
FOX ROUTE 2	-1.5%
FOX ROUTE 3	5.6%
FOX ROUTE 4	
FOX ROUTE 5	1.6%
FOX ROUTE 6	-0.8%
FOX ROUTE 7	1.2%
FOX ROUTE 8	1.9%
FOX ROUTE 11	0.8%
FOX ROUTE 12	-2.2%
FOX ROUTE 15	-0.1%
FOX ROUTE 20	0.6%
FOX ROUTE 30	0.4%
FOX ROUTE 31	0.0%
FOX ROUTE 32	0.0%
FOX ROUTE 41	0.0%
<b>Total</b>	<b>0.2%</b>

### Wisconsin Avenue Route

Two items that were heavily voiced in the public input aspects of this planning process were routes that would provide more express-like service to the Fox River Mall, service on Wisconsin Avenue, and to new commercial and industrial areas being developed in northeastern Appleton. A Wisconsin Avenue route with service to the Fox River Mall in the west to northeastern Appleton serving the Evergreen and Ballard park and ride lot, Appleton North High School, Thrivent, and the new ThedaCare site was developed and tested in the transit model. This route is displayed in Exhibit 163. Based on congested travel time estimates obtained from the model, the modified Wisconsin Avenue route runtime was estimated to be 50 minutes. Headway for the modified Wisconsin Avenue route was assumed to be 50 minutes in the AM, mid-day and PM time periods.

**EXHIBIT 163  
WISCONSIN AVENUE ROUTE**





## Doubling of Frequencies on Routes 1, 7, 30, 31, And 32

After extensive model testing of all Valley Transit routes it was determined that several routes had a more positive response to increased frequencies. Thus, the headways were doubled in the AM, mid-day and PM time periods from their current values for routes 1, 7, 30, 31, and 32. An analysis of these frequency increases in conjunction with the previously examined alternatives follows in the next section.

## New Routes and Service Conclusions

Table 165 summarizes the percent change (i.e. percent increase or decrease) in boardings for each route on the system with all of the alternatives examined in this section being implemented. The highlighted routes are the routes where the frequency was doubled. Note that routes 3 and 4 were replaced by the new route designed in Exhibit 161. From Table 165, it can be seen that the boardings more than doubled for routes 1, 7 and 32. The boardings doubled for the new route substituting routes 3 and 4. The boardings estimate changes are below a 100 percent increase for routes 30 and 31. A 43 percent increase in Valley Transit system boardings was estimated by the model. The total number of transit trips (Origin-Destination pairs) was also analyzed, and a 31.5 percent increase in trips was estimated by the model. This implies that a share of the boardings increase was due to transfers. For the new routes, the Wisconsin Avenue route was estimated to have 373 daily boardings and the Greenville route was estimated to have 128 daily boardings.

**TABLE 165**  
**COLLECTIVE RIDERSHIP IMPACTS OF THE TRANSIT ALTERNATIVES**

<b>Route</b>	<b>Percent Change</b>
FOX ROUTE 1	132.00%
FOX ROUTE 2	10.05%
FOX ROUTE 3	106.00%
FOX ROUTE 4	
FOX ROUTE 5	9.78%
FOX ROUTE 6	19.17%
FOX ROUTE 7	160.49%
FOX ROUTE 8	14.65%
FOX ROUTE 11	25.66%
FOX ROUTE 12	-22.66%
FOX ROUTE 15	5.91%
FOX ROUTE 20	12.58%
FOX ROUTE 30	85.46%
FOX ROUTE 31	96.88%
FOX ROUTE 32	148.08%
FOX ROUTE 41	15.31%
WISCONSIN AVENUE	New Route
GREENVILLE	New Route
<b>Total</b>	<b>42.81%</b>

## **EXISTING ROUTES AND SERVICE**

### **Route 1 - Midway**

As previously mentioned, it is of considerable merit to increase the frequency of Route 1 – Midway.

Valley Transit should examine the rerouting of route 1 - Midway to get better service to the UW – Fox Valley campus. Currently, students utilizing the route which passes UW – Fox Valley need to cross the street to access the nearest bus stop. This is a safety concern and a deterrent for potential users from the university. The installation of a marked pedestrian crossing with flashing lights may also be of consideration.

Consideration should also be given to extending Route 1 – Midway to better serve commercial areas along the route or in the general vicinity, such as Piggly Wiggly, Shopko, and nearby medical clinics. The exiting of the Shopko parking lot onto Midway Road should also be examined.

### **Route 2 - Prospect**

There are no recommendations for Route 2 at this time.

### **Route 3 – Mason and Route 4 – Richmond**

As previously discussed, it is recommended that Routes 3 and 4 be consolidated into one route. This redesigned route has been projected to generate roughly the same ridership as one route, rather than two.

### **Route 5 – North Oneida**

There are no recommendations for Route 5 at this time.

### **Route 6 – Meade**

There are no recommendations for Route 6 at this time.

### **Route 7 - Ballard**

As previously mentioned, it is of considerable merit to increase the frequency of Route 7 – Ballard.

### **Route 8 – Telulah**

There are no recommendations for Route 8 at this time.

### **Route 11 – East College/Buchanan**

From August of 2008 to December of 2009, Route 11 will be detoured due to the closure of the College Avenue Bridge. Several objectives should be considered for this route upon completion of the bridge and the potential conversion back to the original route. These objectives include:

- increased access to the Village of Kimberly
- increased access to the Town of Buchanan
- increased access to newly developing commercial areas in eastern Appleton and the Town of Buchanan

### **Route 12 – Fox Valley Technical College**

Two changes should be considered for Route 12. The first is serving Sam's Club on the inbound trip, rather than the outbound trip. The second is an adjustment of time points at Fox Valley Technical College (:00 rather than :02 on the hour for the outbound trip) and Appleton West High School (:35 rather than :37 on the hour for the inbound trip).

### **Route 15 – West College**

There are no recommendations for Route 15 at this time.

### **Route 20 – Heart of the Valley**

Route 20 – Heart of the Valley was also detoured in 2008, due to the closure of the College Avenue Bridge. Several objectives should be considered for this route upon completion of the bridge and the potential conversion back to the original route. These objectives include:

- peak hour service
- an inner Kaukauna route

### **Route 30 – Neenah/Menasha**

As previously mentioned, it is of considerable merit to increase the frequency of Route 30 – Neenah/Menasha.

### **Route 31 – East Neenah**

As previously mentioned, it is of considerable merit to increase the frequency of Route 31 – East Neenah.

### **Route 32 – West Neenah**

As previously mentioned, it is of considerable merit to increase the frequency of Route 32 – West Neenah.

## Route 41 – West Fox Valley

With regards to Route 41 – West Fox Valley, two major objectives should be considered for implementation. The first is to better coordinate the Route 41 schedule with the new schedule for Route 10, which is a route operated by the City of Oshkosh/Oshkosh Transit System with intercity transit between the Oshkosh Transit Center and the Neenah Transit Center. Numerous timing inefficiencies exist, which greatly impacts the intercity movement between Oshkosh and the Fox Cities, as well as internal movement throughout the Fox Cities via Valley Transit. Second, is the extension of service to newly developed commercial and industrial areas along West American Drive and nearby surrounding areas.

## Other System Recommendations

Through steering committee discussions, staff analysis, and public input, several other system recommendations have arisen throughout this planning process with the notion of improving the efficiency of Valley Transit. These system recommendations include:

- Conducting a cost-benefit analysis of operating Valley Transit II (ADA paratransit) in-house.
- Reduce route lengths where boarding and alighting counts are low to nonexistent – decrease residential service and increase arterial service.
- Eliminate areas of duplicated service between Call-A-Ride/Dial-A-Ride/Connector.
- Extend peak hour service in the afternoons/increase frequency.
- Reduce travel and transfer times.
- Cover more area instead of backtracking on routes.
- Review and adjust routes more frequently than annually.
- Flexible routes that can be adjusted based on bad weather/traffic/etc.
- Initiate discussions with Green Bay Metro on examining intercity bus transportation.
- Service to Fox Cities Stadium for games.
- Renew discussions with Combined Locks for service.
- Development of multiple transit centers/transfer centers throughout the service area.
- Serve businesses on Grande Market Drive west of McCarthy Road.
- Make a connection to the VA Milwaukee shuttle at 7:00 am.
- Examine ways to incorporate recent service requests into service areas without major changes:
  - Affinity Pediatrics in Neenah
  - Intersection of Racine Street and Midway Road
  - Evergreen Drive and Ballard Road Medical offices/Park and Ride
  - Railroad Street and Kimberly Avenue in Kimberly
  - Later service to Wal-Mart in Neenah
  - Park and Ride lot in Greenville
  - Indoor Skate Park in Kimberly
  - Time Warner Cable on Plank Road

## **PASSES AND FARES**

Valley Transit should consider the following pass and fare recommendations for future implementation:

- a student bus pass program (K – 12/universities/technical colleges).
- expand the number of outlets where tickets can be purchased.
- examine online ticket printing.
- a frequent user discounts/rewards program/daily specials.

## **INFORMATION AND TECHNOLOGY**

With regards to information and technology, Valley Transit should consider:

- the use of color coded signage along the routes to match up with route maps.
- use reflective tape on signage so it is more visible at night.
- continue to utilize the transit model maintained by the East Central Wisconsin Regional Planning Commission.
- include minor civil division (MCD) boundaries on all routes maps and riders guides.
- coordinated expansion of the Bus Buddy Program with Making the Ride Happen to include all age groups.
- expansion of Intelligent Transportation Systems (ITS) such as:
  - global positioning systems (GPS) on buses.
  - cell phone technology with real-time updates (GPS is needed on the buses).
  - message boards at the transit center with important real time information.
  - wireless internet on buses.
  - audio/visual entertainment on buses.

## **PLANNING AND POLICY**

Planning and policy recommendations include:

- further examination and implementation of a regional transit authority (RTA) pending statewide enabling legislation.
- participation in the planning and design of the reconstruction of Wisconsin Avenue.
- expanded involvement in land use planning and development efforts to curb sprawl and facilitate transit oriented development patterns, but continue to maintain extensive service in downtown Appleton and other central business districts where the densities are higher.
- continue to participate in security/evacuation plans.

## **MARKETING AND EDUCATION**

The following marketing and education-related recommendations are proposed:

- target potential teen users that choose not to get a drivers license due to increasing costs of vehicle operation and maintenance.

- invest/market more heavily in the notion that Valley Transit is an affordable alternative to commuting.
- invest/market more heavily to a vast market of residents not aware of Valley Transit.
- continue to pursue feasible marketing partnerships with other agencies and organizations.
- expand discussions with major employers to subsidize transit cost for employees.
- participation in area Health and Wellness Fairs.

## **BICYCLE AND PEDESTRIAN CONNECTIONS**

Recommendations for improved connectivity to bicycle and pedestrian modes of transportation include:

- participate in regional Safe Routes to Schools Programs.
- bike rack/bus schedule training at schools in connection with the Safe Routes to Schools Program – coordination with other safety efforts (i.e. police departments and bike rodeos).
- increased access to bicycle and pedestrian facilities for better utilization of the bike racks.
- installation of larger bike racks on future buses and as bike rack usage continues to increase. It was determined that larger bike racks are not mechanically feasible on the current buses.

## **FUNDING**

Funding recommendations include the following:

- continued pursuit of JARC/WETAP and other alternative grants and funding sources to fund the Connector service.
- continued pursuit of other nontraditional funding opportunities both public and private, for both operation and capital improvements.
- further examine the staffing of a mobility manager, with the potential pursuit of a federal New Freedom grant for start-up.

## **IMAGE**

- continue to enhance the public image/perception of the Appleton Transit Center.
- enhance the public image/perception of public transportation throughout the region by expanding education and outreach efforts particularly to groups not aware of Valley Transit. Future marketing efforts should also focus on the notion that the bus system is alternative to commuting by vehicle.
- increase staffing presence at the Appleton Transit Center (staff, community leaders, police, etc.).
- pursue "Safe Place" signage for the transit centers.
- recruitment of minority staff, particularly bus drivers (especially Hispanic and Hmong).
- reexamine the Carry-on Policy to have more flexibility for the consumer.

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**PUBLIC INPUT**

## PUBLIC INPUT

Valley Transit and the East Central Wisconsin Regional Planning Commission provided several opportunities for public input on the *Draft Valley Transit - Transit Development Plan (TDP)* prior to its adoption by the Valley Transit TDP Steering Committee on March 19, 2009. All public input was taken into consideration prior to the adoption of the plan. Four input sessions throughout the Fox Cities were held. The sessions began with a brief presentation of the draft plan, followed by any opportunity to ask questions and/or provide input. The public had the opportunity to examine a copy of the draft online, request a copy by mail, and also provide input via e-mail, telephone, or by filling out a comment sheet. All public input processes were marketed in the *Appleton Post Crescent*, on all Valley Transit vehicles, and by mass mailing to Valley Transit stakeholders. Public input from the four sessions, comment sheets, and e-mail are listed below.

### **Wednesday, March 4, 2009 – 10:00 AM** **(East Central Wisconsin Regional Planning Commission) – 25 attendees**

- Examine opportunities to increase school-aged children ridership.
- Concern regarding how a Regional Transit Authority (RTA) is formed, governed, and represented. Municipalities should have the right to determine whether to participate or not. Concern that a local sales tax would drive businesses away was also expressed.
- Regional Transit Authorities should be limited to mass transit and not street, highway, and bridge projects.
- Continue to advocate for federal legislation that will exempt Valley Transit from the loss of federal operating assistance.

### **Wednesday, March 11, 2009 – 5:30 PM** **(Appleton Public Library – Lower Level) – 5 attendees**

- Consider smaller or hybrid buses for Valley Transit's next bus fleet.
- Improve access to UW-Fox Valley.
- Valley Transit should work with local school districts to begin educating students about public transportation at a young age.
- Offer, encourage, and market bus transportation for more special/community events (i.e. Earth Day).
- Begin planning for passenger rail now.
- Provide access to Thrivent.
- Provide access to Fox Valley Lutheran.
- Valley Transit should take the lead in implementing a free bicycle or bicycle rental type program.
- Take advantage of the green movement to further market public transportation.
- Work with local schools, especially universities and colleges, to subsidize public transportation for students.
- Implementation of a Regional Transit Authority (RTA) pending enabling legislation.
- Do not charge a premium fare for peak hour service. This is a disincentive for avid transit users.
- Consider having "bus greeters" on all buses to ensure comfort and peace of mind amongst all users.

- Pursue intelligent information system (ITS) technologies such as GPS (global positioning systems) to provide real time transit related information to all users via cell phones, computers, message boards, etc.
- Consider a no-idle policy due to the effects of unnecessary pollution and wasted energy.
- Work with communities to develop disincentives for automobile users (i.e. increased parking costs) to encourage transit use.

**Monday, March 16, 2009 – 3:30 PM**  
**(Fox Valley Technical College – Room A160) – 2 attendees**

- Like the Greenville route.
- Concern with Kobussen losing the Valley Transit II contract.
- There needs to be better communication/public input opportunities from Valley Transit when important decisions are made with regards to service changes (i.e. Valley Transit II).
- Concern with the vehicle fleet that will be used by Running Inc. for Valley Transit II.
- Concern with potential Valley Transit II scheduling glitches in the upcoming transfer between Kobussen and Running Inc. Will the phone number be the same? If not, has Valley Transit marketed this information to consumers?
- Concern that costs were more important to Valley Transit than quality of service for consumers in the recent Valley Transit II contract process.
- Concern with Kobussen drivers losing their jobs and the potential of having new Valley Transit II drivers. Consumers have developed bonds with Kobussen drivers for many years.
- Concern about accessibility in the bathrooms at the transit center.

**Thursday, March 19, 2009 – 1:30 PM**  
**(Appleton City Hall) – 14 attendees (includes Steering Committee)**

There were no comments received.

**E-Mails and Comment Sheets Received**

- My son with a disability uses public transit and the paratransit as a student in special education at Neenah High School. As far as I know, it works well for those students, thanks for the good work!
- Valley Transit should be promoted more to kids to use it to get to the mall or wherever. Too often we parents just jump in the car and take them. Sadly, I am one of those parents. I did have my daughter when in 8<sup>th</sup> grade use the bus with a friend to get to the mall. They were curious and I thought it would be fun for them. I remember as a child riding the bus from Menasha to Appleton on the weekend just to walk around the avenue with friends. My child and her friend didn't find it too exciting so I guess that shows the times of kids now a days appreciate things differently. So many kids have their own cars now or are able to use their parents for any time they need a ride.
- It would be nice if, with all the "green" going on that we promote more public transit when able to kids or at least to buddy up in cars. It seems that many don't even carpool, they all drive to themselves to school, school events, etc.
- Thanks for the opportunity to comment.

- Develop Information packets for distribution to the community (we keep hearing the same questions from the public)
  - Bus mileage & maintenance costs versus bus size
  - How many rider to account for the future federal budget short-fall pending
  - Cost of driving car versus riding the bus
- Develop a Hybrid/Green Bus acquisition plan for community visibility (note that Frank Tower (Mayor) in Oshkosh is **now** buying 3 hybrids for their system and claims that it is economically justifiable even in today's monetary climate.
- Develop bus system service overlay by community, showing stores, places of interest, high density dwelling to help get local community input on logical route needs versus existing service.
- Airport bus service, matched to flights
- Routes to churches on Sunday... people have a different attitude to time on Sunday and are more likely to ride; could reach a different segment of the community with this.
- Coordinate service with bus routes, park & rides, etc
- Have buses set-up to handle large numbers of grocery bags, etc for shoppers, carts
- Get communities to install bike racks in support of the bus rack service
- Develop more crossing bus routes to increase number of transit hubs and shorten overall time to get to places in the wider community
- As trials for rider ship increase, try:
  - Increase the frequency of certain routes
  - Cut the fare on routes that tie in with park & ride to encourage larger rider ship to work, events, etc. that would just use the car without incentive
  - Schedule more fun special trip service in the city in coordination with communities
  - Evaluate a smaller more flexible on demand bus option for the general public in smaller communities

## **APPENDICES**

## **Appendix A**

**APPENDIX A  
ONBOARD SURVEY - QUESTION #34**

**WHERE WOULD YOU LIKE TO SEE NEW BUS SERVICE PROVIDED?**

Response	Frequency
Better Accomodations for Disabled	2
Expanded Service to Oshkosh	2
Casaloma Dr.	2
Northland Ave.	2
McCarthy Rd.	2
Thrivent	3
CTH N	3
Cheaper Fares	4
Lawrence University	4
Fox Cities Stadium	4
Affinity	4
Ballard Rd.	6
John St.	6
Appleton East	6
Express Route to the Fox River Mall/Grand Chute	7
College Ave./CTH CE	7
CTH OO	7
Expanded Service to Appleton	9
Calumet St.	10
Appleton North	13
Expanded Service on Midway Rd.	15
Wisconsin Ave.	15
Outagamie County Airport	16
Greenville	17
Green Bay Area	19
Old Route 9 Returned	22
Increased Frequency	25
Sunday service	27
Extended hours	35
Expanded Service to Neenaha and Menasha	43
Exapnded Service to the Heart of the Valley	63
Service is fine	75
Expanded Service (General)	85
Other Single Responses	97

## **Appendix B**

**APPENDIX B  
UW-FOX VALLEY NON-USER SURVEY**

**QUESTION #31:  
UNDER WHAT CIRCUMSTANCES/SCENARIOS WOULD YOU USE VALLEY TRANSIT?**

Basically if I smashed my car, was not able to get a new one, couldn't borrow my parent's car and couldn't get a ride from someone else.
Clean bus, more frequent operation intervals.
Convenient location for me to get on/off.
Currently, as my last option. Traveling with a toddler would be difficult on a public bus and the extra time it takes to get from point A to point B is time I cannot afford to waste being a single mom, a full-time student working 15-20 hrs a week.
Difficult to say – I live well outside of the Fox Cities, and it's not reasonable to think that bus service might even extend to my region, in order for me to use the bus while I'm in the Fox Cities. Though, it would have to be convenient and it would have to be easy for me to learn about the routes and times the busses arrive at stops.
Disabled, retired.
Environmentally/non pollution buses, punctuality and frequently of buses service, convenient for long and short journeys, bus journeys for long weekend trips to other town and places, convenient stores to shop (door-to-door), town-to-town journeys within Fox Valley.
Going out at night with a bunch of friends, too many to all fit in a car but bus would need to operate later at night.
I am extremely unfamiliar with fares, schedules and locations and have no idea how/where to buy tickets. Main reason: extremely unfamiliar with how the system works!
I can drive home/work in 6 minutes – not realistic that Valley Transit could match that for schedule or convenience. I do believe Valley Transit has a big role and would succeed if fares were reduced and the frequency of the buses was increased. The cost of running full busses can't be too much different than running nearly empty ones! Address the cost of the fares (free) and schedule (frequency) issues and you'll have a winner.
I can't use Valley Transit since I don't live in this area.
I could see myself using Valley Transit or another bus system elsewhere if I wasn't living at home and going to a "commuter" campus.
I do not live in Appleton. I live an hour away. So if it ran an hour away I would use it!
I don't live in the area. If the bus came to my house, picked me up and drove me directly to my job.
I don't think I will ever ride the bus.
I have 2 foreign exchange students living with me for the school year. They depend heavily on the bus to get to the library, YMCA, school events and shopping. They complain that "our" bus system is inefficient, time consuming and never on time or reliable. They state that most all of their teenaged friends from school using the bus system have the same problems.

I have a motorcycle and a car in addition to all my friends having cars. So unless gas prices sky rocket to an unaffordable price I honestly don't see myself using the bus.
I live 4 miles from downtown Appleton. I can ride my bike there faster than the bus can make the same trip. Also, my bike is (mostly) free. Cheaper & Faster busses!
I live out in the country so there are no opportunities to ride the bus. I would consider riding but right now, it isn't even an option.
I really don't see myself taking the transit unless I receive more information, and the price of gas goes up, or my spending needs to decrease.
I use the system when I know I can get to and from places with ease. But I have two major issues: 1) I have a tight schedule from school to work and don't have much time to wait for a bus, I would be late. 2) also, I have a funny schedule and study late to study at night at places like Barnes & Noble (which closes at 11 pm) and then would not be able to get home. So driving is best option at the time. By the way – issues of race or social class really have no effect on my riding it is really purely schedule and locations of destination. (Oh urban sprawl).
I would like to Valley Transit Study the use of vehicles about half the size of their buses on certain routes. It seems a shame to ride around with a big bus when there are typically only three people in it.
I would love to use Valley Transit if the buses ran more often and to more locations. I currently would have to walk to get to the bus an hour or more before work and transfer once each ride and I don't currently have time for that.
I would use Valley Transit if I had no other means of transportation and if it were closer to home.
I wouldn't use Valley Transit. I love driving my car. I have everything I need in my car.
I wouldn't...I like my car and I like to drive.
If buses are frequently available.
If gas prices become over 3.50 a gallon.
If gas prices keep rising and if I knew about their locations.
If gas was over \$5.00 gallon.
If I did not have a car and did not have any other way (family, friends) that could transport me. Also if I did not have the money 4 gas & could not borrow money 4 gas.
If I did not have a car and did not have some one to drive me some where.
If I did not have a car available to drive.
If I didn't have a car and my license. And if there was no one who could drive me places at the times I needed.
If I didn't have a car and needed to get to work to make money or school to go to class and there was no other car I could use.
If I didn't have a ride back home or coming to or going home from the mall.
If I didn't have any way to get around.
If I didn't have my own car and a steady job. Also if I knew more about it, where the stops are, how much it costs, and times.
If I didn't live 15 minutes away from the nearest city, I would use the Valley Transit system more often. If I lived in a more urban environment, I would use the bus more.

If I had a broken car and had no money to fix it. And my motorcycle broke down at the same time, only if I had absolutely no option other than the bus.
If I had absolutely no other means of transportation and really needed to get somewhere.
If I had no car.
If I had no money for a car and on welfare.
If I had no other choice.
If I had no other options of driving my POV i.e. (Losing a license or not having a car).
If I had no other transportation options.
If I have no other options, like my car doesn't work, can't afford gas prices, etc.
If I have time to wait for the bus and if I have no other options.
If I knew more about Valley Transit, I think my teenage would be interested in using the system to visit friends or the mall. There is a misperception or possible an accurate one about "How Safe Bus Riding" is. It seems that my schedule is so busy, that riding the bus would be one additional stress that I do not care to carry. I prefer to cut down the number of trips with my car and simply address better time management to conserve fuel and the environment.
If I live close to a stop that dropped me off within a block or two.
If I lived in the Appleton area I would consider it.
If I lived in the Fox Cities and knew the bus routes.
If I lived in the Fox Cities instead of Waupaca, I would probably never drive my car, and I would bike whenever possible/reasonable.
If I lived in town or had a method of connecting to the town's transit system but living 15-minutes away prevents a lot of methods of transportation for me.
If I lost license or gas became really ridiculous, but most likely never.
If I lost my car, i.e. lost job, crashed in accident and had no one to take me where I wanted to go.
If I lost my license (again), or if I was disabled – physically incapable to drive my own (or someone else's) vehicle. If I was also unable to get rides from friends.
If I lost my license and couldn't find someone to ride with.
If I was forced too. If my vehicles were broken down and I couldn't find a ride to work or to school, or maybe I would use the bus for a safe ride home if I was drinking heavily. People would use the bus to get home from downtown at night or the weekends if the buses ran. It's a lot cheaper than DUI!
If I was really extremely desperate and had no other option.
If I was without my car, gas became too expensive, I couldn't drive anymore.
If it expanded to where I live.
If it had a more welcoming atmosphere, it seems dirty and kind of scary to ride the bus right now. More luxury would make me ride more.
If it was a straight shot from one place to another.
If it was available around my neighborhood.
If it was close enough to my house and it took me directly to my stop, (Obviously with pickups along the way). They should be clean and I shouldn't feel uncomfortable because of the driving and other riders.

<p>If it was more available, and I knew more about it. Honestly I can't remember much about how to use it. It needs to be free or very cheap for college students, then yeah I would use it a lot but I can't afford it, plus there isn't a bus stop around my house, I am way out by JJ &amp; Richmond and Gillett, no bus stops even close.</p>
<p>If it were close to my home, and close to my son's daycare (I think there maybe a stop near there). If I moved into town and didn't work as early and as late.</p>
<p>If my car broke down and I was in the Fox Cities.</p>
<p>If my car broke down and none of my friends were unavailable to pick me up.</p>
<p>If my car broke down or gas got too expensive to pay for.</p>
<p>If my car broke down or to go to places on the weekend with relatives that come to visit.</p>
<p>If my car broke down, I couldn't afford a car.</p>
<p>If my car was broken down or if they had a station near my house.</p>
<p>If my car was operable, and I had no other means of transportation. Really, there isn't a need otherwise.</p>
<p>If my car was to break down and I needed to get somewhere I would use the bus. That's probably the only time also.</p>
<p>If my car wasn't working or was being repaired, if I could work my schedule around the bus schedule, if it became cheaper to ride the bus than drive a car.</p>
<p>If my husband wouldn't worry so much about my "safety" on a bus I would most likely take it more often (I feel perfectly safe by the bus).</p>
<p>If service was available in evening to UW Fox and I could get to work in 30 minutes or so.</p>
<p>If the bus stop was closer to our home, my children (teens) would be more likely to ride the bus.</p>
<p>If the routes allowed for quicker travel times and bus frequency was greater. Now it is just not viable to travel by bus to the places I must go in a time efficient manner. This is due in part to the way the Fox Cities were developed. There must be a link between current development and public transportation to make for more viable results in the future!</p>
<p>If the Valley Transit system added any amount of stress towards my life/routine I would not use it. There aren't enough buses, in fact, I've never seen a Valley Transit bus in my area (Greenville) for one to ever have the option of considering their services.</p>
<p>If there was a stop by my house, and if my car wasn't operating properly – also if gas is too high.</p>
<p>If there was stops conveniently located and information was made more easily available.</p>
<p>If there were buses closer to my home and if my destination was where parking is difficult.</p>
<p>If there were more bus routes and it didn't take so long to get to your desired location, I would use the bus to go to work, school, places with my children, etc.</p>
<p>If there were more shelters available to wait for the bus.</p>
<p>If they had a fast bus serving De Pere to Hwy 441. I would walk from 441 to Midway Rd.</p>
<p>In my home we have four people with three cars, so the availability of a car depends on the schedules of my family members along w/my own. Rarely am I just left though without a car and told to figure it out. Usually in my family we figure out rides and who has the cars beforehand.</p>

It is hard because I need to drive to De Pere and Green Bay for work. If the bus could get me from school to my destination in 30 minutes, to Kaukauna from UW Fox for example I could use it, but it seems like there would be too many transfers and take too long.
It takes me 6 minutes to drive to work and 40 minutes by bus. No comparison unless my car brakes down.
It's very inconvenient to buy the tickets only during regular hour. Otherwise you need to have the exact change to buy them from the vending machine. Maybe allowing purchasing/printing tickets online can solve the problem! Good service.
More convenient times that bus operates.
My car blew up and there was no other option.
My car breaks down and I have to go somewhere where I cannot carpool with someone.
My car broke down, either while out or home, where I had no other choice or way to get places.
My car is unavailable.
My car ride is only 3 minutes from home to work. I don't think I would use it for short "quick" trips. I like the idea of being able to ride my bike to the bus and carry it on the buses bike rack. I would do this to go on longer trips. Probably because I would know my travel time would be longer anyways!
N/A
None
None.
None.
On vacation and didn't have a car as an option.
Only if I had no other alternative.
Only if I really had to get somewhere and my car broke down, my friends were busy, and my bike was broken. Also, I think I would still rather walk.
Only if I was drunk and needed a ride home.
Only if it was absolutely necessary and I had no other way of getting any where.
Only if it were required by law.
Possibly right now, but I don't know anything about Valley Transit, where its route goes, etc.
Probably not, I had an older man trying to look up my skirt, and therefore am scared to ride it. I would probably never ever even let my son on it!
Public transportation from the Valley to more outlying communities – New London and beyond (not likely, but a wonderful idea).
Right now, only if all of my families vehicles weren't working and even then we would probably rent a car.
The negative connotations and stigma has to be taken away from riding the bus. Make it a multi-media and fun experience...have TVs running sit-coms, have more of a coach experience and it could be cool, and appreciated for people to rethink the stigma!
The only scenario in which I could foresee myself and my friends/relatives/co-workers using Valley Transit is after going out in order to avoid drunk driving. Thus, late night and weekend routes would be most utilized. Other than that, I think the major reason people ride buses in general is to avoid driving in traffic. I have lived in Milwaukee and regularly rode the bus for this reason. Since there is not major traffic showing in the Fox Valley, Valley Transit Ridership is low. All other reasons for bus use/non use are much less salient than this reason.

The Valley Transit would need to meet my schedule and be closer to my home. Currently, I live 25 minutes from campus.
There are no stops any where near my home. The nearest stop is about 2 miles away meaning I'd have to drive my car to the bus stop and find someplace to park.
To far away from home, I live 20 miles away from Appleton.
To get to school but it is inconvenient to have to wake up way earlier to catch the bus and it is inconvenient that it only goes to my school at 30 after each hour.
To travel to Milwaukee or Chicago I would take a Bus.
Very regular service (as is the case in Madison).
When gas-prices get too high.
When I become more comfortable riding with strangers, when I don't have friends/family available to carpool with.
When I don't have a car.
When I lived in Germany, I used the bus a lot more frequently because it was easier than driving a car downtown. The places in Europe are using public transportation more because it is easier, cheaper to do that instead of driving a personal vehicle.
When I'm without a vehicle, when parking is limited at my destination and if it's too expensive to drive.
When it is cheaper than driving and always on schedule.
When it is needed for a sober ride home – later weekend hours.
When stops are nearer to my home as so I do not have to travel 3 miles via bike in the wrong direction, on my way to school. Larger infrastructure will help
Wireless internet, TV's, make it more electronically/technologies. Frequent usage rewards ride 3 times a week get a day free. I don't even know ho much it is to ride the bus; I changed colleges so I don't have to drive as far. I can now use my bike/walk.
Yes

## **Appendix C**

## APPENDIX C RTA STAKEHOLDER INTERVIEW RESPONSES

Following are the nine questions asked of our 21 respondents, along with brief summaries of the main points from each interviewee's responses. The responses are in no particular order and cannot/should not be linked from one item to the next.

1. Demographic projections show that the State of Wisconsin as a whole is aging rapidly in comparison to other states. In conjunction with aging populations, the number of disabilities also increases. What role, if any, do you foresee public transportation playing with regard to an aging population in the future, especially in the Fox Cities?
  - Agree that WI population is aging and will be HUGE issue in the future. Public transportation will be highly important for the aged to participate in primary activities and services: food, medical, social, recreational, etc.
  - There is no simple answer to this; the answer/outcome is dependent on a range of things from wealth of the elderly to cost/availability of oil/transport. Public transportation could be increased, but it's dependent upon how pt is provided – are the routes/times effective, etc.?
  - Yes, the need will increase. BUT much more likely to need/use personalized transport (paratransit) versus mass/buses.
  - Not buses – maybe paratransit. Will probably be some demand, but not sure very much more. Current trends show paratransit use continuing to go down.
  - This region will need to prepare, further research, and market to these populations in order for it to be successful in the future.
  - The need for public transportation will go up.... BUT seniors currently not inclined to use it, don't consider it an option. NEED education regarding the fact that it's a good transportation option, how to use it, etc.
  - Not buses, BUT PARATRANSIT. The need will only increase – not only aging, but as costs (car, fuel, etc.) go up.
  - Likely that public transportation will be even more important as population ages.
  - Probably not much of an increase. Considering that a large percentage of the aging population is middle- to upper-middle class, probably won't affect much at all. Not likely to use public transit. Paratransit would be more likely, but still not much use.
  - The need will increase – transit and esp. PARATRANSIT. Note: it must be affordable; must include ability to partake in normal activities such as going to church on Sundays, etc.

- More demand in the future. Concern: not sure when it (the demand) will hit because this generation of people is not going to want to give up the keys to their cars.
- Increasing role/more demand. Look to the results of the Life Study... points to greater need for public transportation.
- Very limited need/increase – and would be for PARATRANSIT, not buses. The elderly of the future are going to be a much more demanding group... are going to want/insist on door-to-door service...not bus stops, etc. Everything will have to be more convenient, more comfortable, and probably tied into the health system as well.
- Public transit will be huge. As age, skills diminish – both physical and mental; to remain involved, will need alternate transport: public transportation. Retirement age is also rising, so people will be working longer... people also living farther from work... some form of public transportation will be needed to address these and other issues.
- Not sure, need more info – looks like the need will grow. Also, poverty levels growing, so may be an additional need.
- We have to have a public transportation system!  
Increasing demand. Public transit is the life-blood for these folks – provides them the opportunity to work, etc. The more we can keep them self-sufficient, the better it is for the whole community.
- Huge. Money needs to meet the needs. Programs are bound by where people can go. A regional approach makes sense. An assessment needs to occur for what comes first, the use itself or the ease of use.
- Huge for low income and especially aging and disabled populations. People are living longer and there will be more demand.
- Will see increased need, BUT will have to find a way to overcome barriers/fears they have.
- Definitely crucial in the future. As people age, can't drive anymore so need other options. Probably even greater for PARATRANSIT.
- Not a big role for buses – perceives that most elderly are afraid (not safety, but to complex, etc.) of the buses. PARATRANSIT much more likely.

2. Public transportation is crucial for many in attaining and maintaining employment. If the Fox Cities does lose its federal funding and no alternate funding source is found, public transit service would be drastically cut if not eliminated. Who, if anyone, should be responsible for providing transportation for those individuals who rely on public transit? (General public through taxes? the individual? employers? other?)
- Municipalities; possibly through increases in fees and/or taxes?
  - A Partnership: public, private and consumer; local tax dollars, contributions from industry, maybe some county (but not much because they have caps on spending/budgets), city, fares, etc.
  - Combination of all of the above.
  - The loss of public transportation is not an option – majority of those using it are those who need it/have no other options and cannot afford private options such as cabs. There is also an unmet need for those working 2nd/3rd shifts – perhaps employers could help with this with vans or vouchers. Probably a combination of sources from the community.
  - MUST have public transportation; not a choice. No one entity can do it – needs to be shared. An RTA is the option.
  - NEED to provide transportation. Cannot put the burden on the users (most are in lower-paying jobs, etc., and cannot afford). Everyone has to share/contribute: business leaders, individual taxpayers, etc. (We'll pay one way or another – if don't support transit, people lose jobs, etc...)
  - The community, NOT individual companies; most businesses understand that mass transit is needed and will likely to OK with some tax dollars to support it.
  - NEED public transportation!! Even though personally don't currently use the system, am willing to pay to provide the service for others – they need it.
  - The United Way should be a big contributor. Also, employers should help too. Plus others... really a community effort.
  - General public through taxes. It's a NEEDED service!  
Cannot be the employers...when elderly or disabled finally find a job they can do, we cannot then turn around and tell the employers that they have to pay for the worker to get there and home!!
  - Public transportation is needed! It will never be a standalone (unsupported) venture – is already funded in part by taxes... it's just a matter of which kind of tax.
  - Partnering by the WHOLE community. General public need to support and needs to view public transportation as alternative for themselves. Municipalities, employers, healthcare system, churches, families, etc.

- Not really sure, need more info. (Maybe a combination, including select employers who have many users (both workforce and consumers) and maybe counties?)
- If Valley Transit stopped today, business wouldn't skip a beat – there aren't enough people using it. Business and community leaders would come up with other creative plans to take care of it. Will depend somewhat on the state of the economy – for example, if employers need workforce, they'll go out and get them.
- All of the above. (general public through taxes, the individual, employers, other)
- Community-wide effort. Should be a wheel tax (where things like purchase of new tires, mufflers, license renewals and registration, etc. get taxed/have higher fees). This would probably need to be combined with other funds including local sales tax.
- The community/general public – it's the community's responsibility. (Not the responsibility of the individual or the employers.)
- It's the responsibility of the community/general public to take care of the community; transit serves the less advantaged (among others). It's an obligation we have to step up and take care of.
- Combination of taxes with others, including corporations who have larger numbers of these populations using transit. Do NOT raise FARES!! The service CANNOT go away! Let's examine the issue long-term – 50+ years.
- Begin with the individual to the degree possible.

Government is the safety net (and does have a responsibility to be there).

Employers: should never be mandated (already paying wages) – but could be used by employers as a nice marketing feature/benefit to employees (support for transport).

Ideally, fares would be based on ability to pay/sliding scale – but may not be feasible. Maybe can't do it with box fares, but could with monthly passes or something similar.

Significant increase in ridership (to help pay for system) – but would be tough here. Look at implementing new structure/routes to make the system more accessible and improve the service (lead to more use).

- It should be supported by the general public through taxes. Employers will not take on the responsibility and if they did, the costs may come down on the employee. Low income individuals would rather have the cash in hand than the employer provide transportation.

3. Would you support the concept of an RTA as a financial solution to address the potential federal funding losses for Valley Transit? (If no, why not?)

- Yes.
- Yes. It would offer a stable means of transport, including paratransit.
- Yes. Important that legislation is flexible so that each community (region) can adapt it to their needs.
- Yes – there is no better answer on the table at this point.
- Yes. BUT need to know more about it – the details... a little nervous about one small group with too much influence/power, how are funds managed, etc.
- Yes – BUT not a blank check AND it should be mandated that area municipalities participate and contribute money to fund/support. RTA CANNOT be used to relieve cities/municipalities of their responsibility. If they do their part and there is shortfall, then would maybe be OK to use taxes to make up the difference.
- YES!!
- Yes. In the current system, the burden is completely borne by the City of Appleton; this isn't right. Should have a regional governance, policy considerations, etc.

RTA should not be responsibility of a single community, and should be shared financially too. Business community probably willing to support RTA by levying a tax to make up the shortfall, but NOT to raise money for other items (like bike paths, trails, etc.) Need to clearly define what it can/cannot do with funds, etc. (what can be spent on).

- Yes, because my understanding is that it's a partnership – combination of public (govt) and private people/partners. Also better because would allow for better understanding of the whole system and better problem-solving.
- Yes. Need more information/details, but it sounds good so far.
- Likes concept, but concerned about the possibility it might open for the Federal government [FTA] to get more power, control, etc.
- Not sure. I support the concept, but would need more information/details before could say for sure that support it for Valley Transit/Fox Cities.
- Yes.
- Yes. [Our community] is working/thinking regionally more and more; this (RTA) fits right in.
- No. The current state of affairs is not sustainable. Although would love to say that a public transit system should/can work here, it's just not true right now. So, no.

- Yes.
- Yes, definitely.
- Yes, as long as it's managed properly and thereby maintains the good will of the public.
- Need to do something – RTA seems like the next logical step.
- Yes.
- Yes, absolutely.

4. Would you rather see the revenues collected by an RTA cover the Valley Transit shortfall only, the entire annual budget, or the entire annual budget with a surplus to address potential and unexpected increases (fuel, health insurance premiums for transit staff, vehicle insurance, and other operational expenses)?
- Entire budget with risk reserve; should be a stepped reserve – a percentage of the operating budget, etc. – or some such mechanism to control size and use.
  - Don't like the word 'surplus'. Any good business is built on a budget that includes contingency funds – if that's what you mean, then yes, entire budget with surplus. However, need to answer important questions: how big of a surplus? how administered? Ideally, no "surplus" – rather, budget accordingly.
  - Budget with surplus. However, needs to be a limit on the amount of surplus allowed, how it would work, etc.
  - Entire budget plus surplus, if can.
  - As a private citizen, first reaction is to cover shortfall only. BUT knowing the needs of the community for this service and about how successful businesses are run, need some sort of surplus – but only if managed in proper manner, etc.
  - Budget plus surplus. Endowment fund concept. BUT surplus only if it's a reasonable sum of money, managed properly, etc.
  - Ideally, budget plus surplus. Allows for stability both in transit and employees.
  - Budget with surplus. Something always goes up in cost.
  - Need more info... until have more details, would say shortfall only. BUT ALSO want to see a commitment from the city. Plus have to plan for contingencies (things always go up). Right now, shortfall only with the city picking up the rest. When know more about the details (how it operates, etc.), maybe take over the entire budget... possibly with 'risk reserve'.
  - Not sure, just too far in the future and too many unknowns to say...
  - Could go either way – probably lean toward entire budget.
  - Prefer shortfall, PLUS some sort of risk reserve.
  - RTA/public transit is only going to happen if it's crisis driven. This community is very resilient – if something is needed, the businesses and leaders will get together, figure it out, and make it happen. Our community figures out the work-arounds!
  - Ideally, budget plus surplus. But it may only be feasible to get it passed with shortfall only.
  - The budget with a surplus to address any future unexpected costs like the fuel situation a few years ago. Stay away from the word surplus. Use risk reserve. The risk reserve should be kept to a reasonable amount.

- Budget plus surplus.
- In the short term, shortfall OK. But long-term, budget plus risk reserve.
- Shortfall, BUT there needs to be some sort of SURPLUS built into the budget; need to find some sort of formula to determine how much each municipality would pay annually. (It should be mandated that area municipalities participate and contribute money to fund/support – then any shortfall can be addressed by RTA.)
- Not sure... budget plus surplus. BUT only if the property taxes currently used for transport are returned to the public (property taxes down by that amount).
- Shortfall only is shortsighted! Need to do a long-term, strategic, comprehensive plan and make decision based on that.
- Ideally, budget plus surplus – BUT prefers to leave it to the experts to study and determine what is the best way (not enough info/qualified to say for sure). In terms of getting it passed, probably best to keep the figures lower/more palatable.

5. If there were no funding shortfalls, would you support the concept of an RTA more broadly as an improvement to Valley Transit's current planning, budgeting, and operational structure? (If no, why not?)

- Yes. Simplify/more efficient organizational structure.
- Yes!!
- Yes. Current system/set-up works OK now, but a bit of a 'house of cards' – if any key player would pull out, entire system could fall apart. RTA would provide stability in funding, etc., not currently in place.
- Yes. Would likely be easier, more efficient than current set-up.
- Not sure – depends – need more information regarding:  
Long-term planning regarding transit, not just locally, but regionally and statewide; what relationship does this transit system have to the future of the state?; what will the Fox Cities be like in 2035?; what's the plan?

We need to look at regional transportation needs: minimum Oshkosh to Green Bay; ultimate Marinette to Chicago.

- Yes/not sure: only if it's needed and if it's done in a proper manner; if it's not broken, don't fix it.
- Yes. More systematic approach works best. It's the next step: building on an already good partnership/program.
- Yes, good idea. Takes pressure of Valley Transit; more people share the responsibility; a governing body, 'objective third party', etc. Very wise.
- Yes.
- Sounds like it could be a good/more workable option, but would need more information before could say for sure.
- Yes! Regional focus, efficiencies, etc.
- Support the concept, but would have to be set up properly in terms of governing body, make-up, etc.
- Overall, yes – has positives like greater efficiencies, better able to manage funds, etc. Good option for Valley Transit and "urban areas".

But not for rural or other areas where they could just do it without an RTA (within a single county, etc.). RTA would entail an additional level of government, have to pay people to run it, etc. – this would not be necessary in all areas and would not support its use if not needed.

- Yes.

- Yes. Seems like it would be a more efficient way to provide service; also better because it's a more regional approach and more regional service.
- Yes.
- Yes definitely. It is not fair to Appleton as the owner as well as for the municipalities which contract services the way it is currently structured. There are too many entities to go through for change to occur. An RTA from Green Bay to Fond du Lac makes sense.
- Yes, definitely.
- Yes, as long as it's managed properly and thereby maintains the good will of the public.
- Yes! Current system way too inefficient, and RTA is good because of movement toward regionality overall.
- Yes

6. Assuming RTA-enabling legislation is in place:
- Do you feel that the formation of an RTA should be supported through a public referendum?
  - If so, should that be a one-time referendum or on some sort of cycle?
    - Yes, referendum. Revisit periodically to help keep accountability. Cyclical approach also allows people to reaffirm the system (or not) over time. Note: probably a difficult battle...
    - Referendum needed, otherwise no buy-in from the public. Re-visit with new referendum repeatedly until passes. Once passed, do not revisit.
    - Yes, referendum. Cyclical – need to re-evaluate things over time because things change, etc.
    - Yes, referendum – need to let people have a say. However, afraid that general public will not understand the issues/need, etc., and therefore it won't pass. Need to EDUCATE. Cycle: yes, but not less than 5 years, and would prefer something more like 7-10 years. Need time for the new system to take root, have time to really try/test it.
    - Yes, referendum. Need to have input from all of the people. Cyclical approach good because it's always good to have the opportunity to review over time – things change; minimum 5 years... probably more. NOT every year!!
    - Probably need a referendum – that's just how things work here. But will be a struggle, especially involving taxes. Cycle: probably need to build in an option to revisit and reevaluate the program (not sure regarding cycle length – depends on area growth, etc.).
    - No referendum. A public referendum is the 'easy way out' for public officials to hide behind/avoid making the right decisions. Also, the public should not have to support the tremendous costs of a referendum. No cycle – one-time win.
    - Assume yes, need a referendum. Cycle: yes; will actually make it more likely to get it through better – a good selling point (indicates it's 'not permanent', etc.) Cycle: around 10 years. DON'T rely on the politicians to sell it! Rather get respected/credible people in the community to publicly show their support/be associated with the effort. Also need MAJOR effort to try to educate the populace about Valley Transit, etc.
    - Yes, referendum – people need to have a voice. But referenda are EXPENSIVE. And it will be hard to pass, so EDUCATION is KEY. Not sure about cycle... depends on how program is set up, etc. If revisit, certainly not right away.
    - Referendum OK, but do not revisit; once passed, it's a done deal.
    - No referendum. The general public will not understand the complexity of the issues, etc. Should be done by elected officials.

- Yes, referendum – BUT would never pass unless you do an amazing media blitz to education/persuade the public to support (because most don't use it, understand the need, etc.) Definitely NO cycle!
- No referendum – won't be able to get public support/it will never pass.
- No referendum. (If did go referendum, would need to give opportunity to revisit – minimum cycle of five years... probably longer would be better.)
- No referendum – need our elected officials to step up and make a decision. No cycle.
- No, not at this time. We live in an anti-taxing climate and a referendum would lose. If it did go to a referendum, it should be a one-time shot.
- No referendum – very expensive, etc. Plus elected officials need to do this for us. We need to get this into place and serve the need – the easiest most efficient way to get it into place is how it should be done.
- Could go either way: elected officials decide or referendum. But if referendum, would be hard sell and it should be one-time (pass) only; no cycle.
- Avoid referendum at all costs! Referendum is not appropriate because a very low percentage of the current Valley Transit users vote, plus they are a small minority (in terms of numbers) – so essentially non-users would be controlling something for the users; this is an issue.

If do go to referendum, might have to have a cycle because it might make it easier to get the public and municipalities to get on board. Also would need campaign/education to turn it into a “we” thing (versus a “them” thing).

- Better to have elected officials put it into place (versus referendum). Referendum is problematic because it would be non-representative – the majority of the general public are non-users. If referendum, no cycle.
- No referendum – explaining this to the public would be a nightmare and would lose for sure.

Idea: 2-phase approach. 1st is RTA as operational/managerial only (no funding/taxing role) – get this to pass. 2nd as a funding source.

Cycle: (if did go to referendum) 10-year once; then not again.

7. Do you feel that taxing the general public for the provision of public transportation services is the most feasible option? (If no, what would be feasible?)
- Taxes are a sore spot for everyone, but how else are we going to raise the money? Will run into struggles, i.e., people who don't use it – why should we pay?, etc. Cannot raise fares – not only bad for the consumer (many financially disadvantaged) but also drops ridership, which negatively affects revenues...
  - Yes, because it spreads the cost out over the entire population. Cannot/should not increase fares. Not likely to get businesses to contribute. Counties, not likely to be willing or able to add to the tax rolls. Would be great to form some sort of public-private partnership.
  - Not sure. Raising fares and cutting service are NOT good options, so that probably leaves some form of tax as best option. But we'll really need to EDUCATE the public regarding the issues, the absolute need for the service, etc.
  - Not the first choice... try other options first – need backing/support/contributions from business, etc.
  - Yes.
  - In best of all worlds, transit system would be self-supporting, but that's not likely to happen here. Therefore, some sort of shared community effort needed, including taxes.
  - Would like to see some responsibility from the business sector (but this is especially hard on small businesses because it's harder for them to come up with the money and they don't get all the tax breaks larger businesses do). BUT taxing is probably the primary way to raise the funds. People may not like taxes, but without transit, we'll with different taxes (people will lose jobs, etc.)
  - Yes. In fact, the ONLY option.
  - Taxing the general public is the ONLY option.
  - Need to have buy-in; many times need to use taxes for these types of things. I am willing to pay for it because it's NEEDED.
  - Prefers wheel tax. But yes – IF can combine with other community resources (not alone/the only).
  - Yes!
  - No – won't happen in current situation. (Creative work-arounds/alternatives would be implemented as needed.)
  - Yes – (as long as it's above and beyond the funding provided by municipalities as their responsibility).
  - Yes.

- Would support a ½-cent sales tax.
- Yes.
- No. Should be combination of funding venues, including the individual, employers, general public through taxes, other.
- Yes
- It's a possibility; sales tax is more palatable than others would be.
- Yes.

8. A Madison group called the Wisconsin Alliance of Cities is working at drafting RTA-enabling legislation at the state level. They are suggesting the use of a local sales tax to generate revenues through the RTA. Would your group/agency/organization support this taxing mechanism at the local level?
- Unsure. The local units of government should have options.
  - Yes.
  - No – public won't accept it. Also feels that the local Chamber is opposed to/won't accept any new taxes.
  - Yes – but only because I understand the issues, etc. The general public won't without a LOT of EDUCATION.
  - There is no perfect way, but sales tax probably makes more sense than property tax. (Concerned that certain county/counties will not pass it.)
  - As a private citizen, yes would support – this makes sense. But would like to combine it with other efforts as well (not just levy the tax without tapping into other community resources).
  - Yes. But would need to know that it would be used/managed properly, efficiently, wisely, etc.
  - Yes.
  - Wheel tax seems like the most logical option.
  - Yes. The region needs to be able to stipulate their own level of tax (not to exceed).
  - Yes!
  - Yes. Prefer sales tax over property tax.
  - Yes, up to ½-cent.
  - If the mayor supports it, I/we will support it.
  - Yes – it's probably the best option. Especially because of the popularity/success of the Fox River Mall... "outsiders" pay a large portion of it.
  - Yes, BUT it really needs to be the WHOLE region – otherwise it will face the same problems as Appleton's smoking ban... people may not shop there, etc., if higher taxes.
  - Yes – (as long as it's above and beyond the funding provided by municipalities as their responsibility).
  - No. Sales tax is somewhat of a regressive tax. However, sales tax is better than property tax.

- Yes, I would – but not sure the population would.
- It's a possibility; sales tax is more palatable than others would be.
- Yes, personally. (Not sure about the organization.)

9. What do you feel would be the most controversial aspect of the Regional Transit Authority concept throughout our region?
- Taxing authority and term limits on representation on the RTA board- no more than two consecutive terms.
  - Getting the tax in place and acceptance of it by the people.
  - Taxes.
  - Taxes. Also the “power” of an RTA to tax... how control, etc.
  - How to generate funds / taxes. Also, getting the communities to see the benefit. Also city giving up control and territorial issues.
  - Fear of who will control.
  - Another tax. Also, getting support from elected officials publicly.
  - Taxes.
  - Depends on who talking to:  
Local government – regionality and loss of control  
General public – taxes
  - How large of a funding net will you cast? Also what service population are will you cover?
  - Getting municipalities to agree (services, representation, etc.).
  - Taxation.
  - Referendum/vote – every vote is a battle. Also change – people don’t like change. These items point to the need for EDUCATION!! And remember to think ahead regarding the long-term plan and effects (50+ years).
  - Taxes. Also hurdles with communities agreeing on service, control, etc.
  - Taxes. Also, getting municipalities to all work together/agree.
  - Municipal boundaries, leadership and turf issues. Also change: change is hard for everyone/everything.
  - Taxes.
  - Who decides (gen public vs. elected officials). Also the general public questioning ‘do we need it, they’re empty!’.
  - Taxes.
  - People paying for a system that’s not being used.
  - How to pay for it and taxes. Also getting the municipalities to cooperate – without full cooperation, will not work.

## **Appendix D**

SUMMARY OF PROCEEDINGS

Valley Transit: Transit Development Plan (TDP) Steering Committee  
East Central Wisconsin Regional Planning Commission  
Appleton City Hall, Room 6A/B  
Tuesday, February 22, 2007

Committee Members Present

Deborah Wetter ..... Valley Transit  
Susan Kappell ..... Valley Transit  
Jess Lathrop ..... WisDOT  
Lynn Erikson ..... Valley Packaging Industries  
Allen Davis ..... Town of Grand Chute  
Jill Gretzinger ..... Easter Seals/Advocacy Coalition  
Mary Bloomer ..... Goodwill NCW  
Jon Corelis ..... Appleton Resident/Consumer  
Jessica Beckendorf ..... City of Menasha  
Thom Ciske ..... Fox Cities Chamber of Commerce  
Jason Kakatsch ..... East Central WI Regional Planning Commission  
Melissa Kraemer Badtke ..... East Central WI Regional Planning Commission

1. Welcome and Introductions

Mr. Kakatsch welcomed the committee and began introductions.

2. Role of the Committee – Goals and Objectives

Mr. Kakatsch explained that East Central WI Regional Planning Commission will be the lead agency on the Valley Transit TDP. The TDP is reviewed every five years to look at operations and existing conditions of the system and to identify some ways that transit could be improved. Mr. Kakatsch stated that the steering committee will guide this process. The goal of this committee is to meet four to six times over the course of the next 18 months to guide this planning process. There will be public participation in this process to make some formal recommendations for Valley Transit.

3. Review of the 2001 TDP

There was a packet of recommendations from the 2001 TDP that was included in the mailing. Perteet Engineering out of the state of Washington did the Valley Transit TDP in 2001. ECWRPC sat down with Valley Transit about a year ago and discussed East Central's capabilities to generate the Valley Transit TDP. Perteet Engineering was selected in 2001 to provide an external perspective to guide the process. Mr. Kakatsch stated that he included the chapter from 2001 Valley Transit TDP and a lot of changes have occurred since then. For example, there are route changes in terms of short term recommendations. All of the routes are correct, but there are no longer routes 9, 14, 22. Route 31W and route 31E are now one route. Route 40 is now Route 41. Route 12 has been added. There were recommendations on capital and operational including expanding the Neenah Transit Center and the possibly having discounted fare structure. The goal of this committee is to produce some formal recommendations for over the next five years.

#### 4. Anticipated TDP Outline and Timeline

Mr. Kakatsch stated that he developed a draft timeline and outline for the process. East Central has done the TDP for the City of Oshkosh in the past and as recent as 2005. East Central will be the lead agency for the Fond du Lac Transit TDP that will begin later this month. Mr. Kakatsch stated that the draft outline is the basic structure used by East Central. The key chapters include looking at previous reports that have been done in the past including the Fox Cities (Appleton) Urbanized Area Long-Range Transportation/Land Use Plan that was developed by East Central. East Central is the designated Metropolitan Planning Organization (MPO) for the Fox Cities (Appleton) Urbanized Area, the Oshkosh Urbanized Area, and staff for the Fond du Lac Urbanized Area. A Metropolitan Planning Organization (MPO) is an urbanized area with 50,000 people or more. The MPO must draft a Long-Range Transportation/Land Use Plan in place in order to receive federal allocations for transportation projects (including highway projects). There is a federal transportation bill in place called SAFETEA-LU, Safe Accountable Flexible Efficient Transportation Equity Act: A Legacy for Users, that is re-authorized every 5 years for allocations to all fifty states for transportation. SAFETEA-LU was re-authorized in August 2005 and it is a 5 year bill. The Fox Cities (Appleton) MPO has addressed public transportation in the Long-Range Transportation/Land Use plan and there were several recommendations that were made and this committee will look at those recommendations. Mr. Corelis stated that the City of Appleton has a Downtown Plan: Vision 2020 and there are recommendations regarding public transportation in that plan. Mr. Corelis asked what the role of the Vision 2020 plan is in this process. Mr. Kakatsch stated that the committee would want to include any recommendations and take a look at what that plans has to say regarding public transportation. Mr. Kakatsch stated that the committee will want to look at these planning documents to look at recommendations. Mr. Kakatsch stated that the outline is just a guideline and if there are changes that the committee would like to see, they should let Mr. Kakatsch know. Mr. Kakatsch stated that the TDP will look at a number of different factors that affect public transportation including population, land use (residential, industrial and commercial growth), fringe development, socioeconomic trends that occur in the area, transit service characteristics, and funding outlook.

Mr. Kakatsch stated that East Central is working with Valley Transit and the Fox Cities Urbanized Area with looking at Regional Transit Authorities (RTA) and whether it would be effective for the Fox Cities to participate in a RTA if there was state enabling legislation in place. Currently the state of Wisconsin is the only state in the Midwest that does not have legislation to create an RTA. An RTA would give ownership (planning, managerial, operational, budgeting) duties to one body rather than to 13 units of government, which currently hold stake in Valley Transit. As of right now, Valley Transit is owned by the City of Appleton and they contract services out to the municipalities that would like service. A Metropolitan Planning Organization (MPO) that reaches 200,000 in population makes that urbanized area a transportation management area (TMA) and at that point, the federal government feels that the transit systems for these urbanized areas should be able to generate their own revenues and provide public transportation in their urbanized area. For the Fox Cities, this is not the case, so the RTA study committee is looking at an RTA as a possible option. One issue of concern is that a taxing mechanism would have to be determined to generate the shortfall in the federal funds. Worst case scenario is that Valley Transit is looking at a 30% cut or roughly \$1.5 million of federal operating funds. Mr. Kakatsch stated that there is a study group in place looking at an RTA. In order for Valley Transit to make up this shortfall, they would have to 1.) roughly triple the fare (from \$1.50 to \$4.50) assuming ridership does not change 2.) go to communities for additional funding for the services 3.) cut service. So the study group is looking at the RTA has a financial solution to make up the funding shortfall. The MPO recommended looking at a RTA as a operational planning efficiency. Mr. Davis asked how Madison and Milwaukee will fund their transit. The southeastern Wisconsin is the only area in the state that has the ability to generate a RTA. There was a legislative bill that was passed through the joint committee of finance to allow the Kenosha, Milwaukee, Racine urbanized area to create a RTA. The SE region is still looking at the taxing mechanism that would be used to generate revenues. Currently they are charging a \$2.00 car rental tax in order to generate the actual the study. A \$2.00 car rental fee was chosen to tax individuals coming into the area to avoid taxing

local residents, however, they have discovered that 60% of the car rental usage is internal to the urbanized area. As of right now, the Wisconsin Alliance of Cities is looking at drafting language that could potentially be passed through the State Legislature and incorporated into the state biennial budget, which could be passed around June. Mr. Kakatsch stated that many of the steering committee members should have received an invitation to the full RTA group meeting on March 6<sup>th</sup>. The full RTA group meeting met last March and it was decided at that point to create a smaller study committee to look at the pros and cons of an RTA. If anyone would like any additional information regarding the RTA issue, please let Mr. Kakatsch know. All of the RTA meeting information is available at East Central's website ([www.eastcentralrpc.org](http://www.eastcentralrpc.org)). Mr. Corelis asked if Valley Transit does receive state financial support. Mr. Kakatsch stated that it does. Ms. Kappell stated that in 2006 the state covered about 26% of Valley Transit's expenses. Ms. Wetter stated that there are a number of communities that receive state funding at different tiers and that the money in that tier is used to equalize the combined federal/state share. If Appleton takes a huge hit in terms of federal funding, it would affect every community that is in the same tier as Appleton. It was stated that Appleton would still be in tier B, there would be a cut, but not as much and the state funding would bring up Appleton's total share. Mr. Kakatsch stated that Green Bay Metro will be in the same situation as Appleton, with regards to hitting that 200,000 in population. Mr. Kakatsch stated that East Central projected that the Appleton Urbanized area hit that 200,000 population threshold last year. Mr. Kakatsch stated that it will take a couple of years for the U.S. Census data to be processed and so they are anticipating that something would happen in 2012 or 2013. Mr. Kakatsch stated that Green Bay will be in the same situation as the Fox Cities. Mr. Kakatsch stated that the Fox Cities communities are looking at this now, so we can plan ahead rather than react to it when it happens. Mr. Kakatsch stated that they will not know what those cuts are until it happens. Mr. Kakatsch stated that the RTA will be an issue that is discussed in the TDP and Mr. Kakatsch will keep the steering committee updated on the RTA issue.

Mr. Kakatsch stated that the boarding and alighting counts were done in November and December 2007. There was someone on the bus for every hour, on every route, so we know how many people where on any route at any point in time, where they got on, and where they got off. Mr. Kakatsch stated that there was a user opinion survey that was done and all riders were approached and asked to fill out a survey. The user opinion survey was in English and Spanish for the fixed route services. The Call-a-Ride services were also surveyed. The Darboy area and Town of Buchanan has no fixed route service, but there is a Call-A-Ride service that will bring users to fixed route system. The User Opinion Survey was not done in Hmong because those that speak Hmong typically do not read Hmong. Mr. Kakatsch has been in contact with Hmong American Partnership to get some feedback from the Hmong community. Mr. Kakatsch stated that East Central is in the process of entering in the survey data and the boarding and alighting counts. Mr. Kakatsch stated that he would like to have some of the statistics at the next meeting available for the committee. The survey is not only getting some feedback from users on the services, it is also getting some data for another project. East Central received some funding for the Federal Highway Administration (FHWA) and WisDOT to add transit to the travel demand model for the Fox Valley. East Central has a travel demand model that they use in house to generate what traffic is going to look like over time based on development patterns, population projections, etc. The first few questions on the survey will be used for entering data into the transit model to generate the transit projections. The transit model will be able to have some of the factors variables to be changed and then forecast what the expected transit routes will look like. Ms. Berkendorf asked if any surveys had been done of the area regarding why the general population does not take the bus. Ms. Kappell stated that a non-rider survey was done in the last TDP. Ms. Beckendorf suggested doing a non-rider survey for this TDP. Ms. Bloomer stated that there are a lot of companies that have downside since the last 5 years. Mr. Kakatsch stated that a non-user survey is something that the committee can take a look at and it could be put on the agenda for the next meeting. Mr. Kakatsch stated that Petreet did some phone calls and randomly selected people in the phone book and asked them questions regarding transit.

Mr. Kakatsch stated that one recommendation would be to get Dr. Greg Peter from UW-Fox Valley involved in this steering committee. He is a sociology professor at UW-Fox Valley and he has a lot of interest in public transportation. He is considering doing a study on the common misconceptions of transit use. Ms. Beckendorf stated that a non-user survey may identify gaps in the service. Mr. Kakatsch stated that there is a misconception that public transit is for low income, disabled, and minority populations.

Mr. Corelis asked if this group would consider looking and/or using rail systems for public transportation. Ms. Wetter stated that there is a group working on a system of hub and spoke connecting a lot of the Midwestern cities together called the Midwest Rail Initiative. Ms. Wetter stated that it is still a high speed rail focus although the reality is that it is not going to be high speed for a long time because it is very expensive. There is a group called the Midwest High Speed Rail Association that has been working on that. Amtrak is very closely involved in it to see if there is the possibility to provide more rail service within the nine states. At one point, they had gone out to bid for cars because the idea was if you could same equipment, it was cheaper overall and it made more sense because you could be moving equipment around and you would have a couple of maintenance facilities. The Midwest High Speed Rail Association is still an advocacy group and they were very successful in getting Illinois to fund additional frequencies on some the Amtrak services between various cities in Illinois. There is Amtrak service between Milwaukee and Chicago that is funded by both states. Mr. Corelis asked if anyone in the Fox Cities has thought about urban light rail, subways, or trolleys in the Fox Cities. Mr. Kakatsch stated that the MPO does discuss it in the Long-Range Transportation/Land Use Plan, but that is long range. Mr. Kakatsch stated that the MPO does not foresee anything being on the ground in the next 20 years. Ms. Wetter stated that part of the problem is that the Fox Cities is the least dense out of any of the urbanized area in the state. Ms. Wetter stated that rail is more successful and more likely to be funded if you have a high population density. Mr. Kakatsch stated that as part of that Midwest Rail Initiative there is a proposed corridor that would run from Milwaukee and go around Fond du Lac to the west of Lake Winnebago, through the Fox Cities, and up to Green Bay. Ms. Wetter stated that WisDOT that has 2-3 people that are very active in rail and they have been working to increase commuter rail that goes between major urban areas and there is a lot of conversation regarding this. Ms. Wetter stated that there is one that under study that would run from Minneapolis to Milwaukee. Mr. Kakatsch believed that it would connect Milwaukee, West Bend, Madison, La Crosse, and Minneapolis. Ms. Wetter noted that one of the problems being examined is the notion of having passenger rail and freight rail on the same track system. Ms. Wetter stated that to do any high speed rail, it will probably have to have its own track. Ms. Beckendorf stated that the reputation for rail is important and that the reputation for rail may have to be built up. Mr. Kakatsch stated that the Hiawatha route is the route that runs from Milwaukee to Chicago and that has been pretty successful. Ms. Wetter mentioned that it has pretty good on-time performance and it has good ridership and they have added a couple more frequencies.

Ms. Wetter stated that that is the other issue, if you have a train running once a day whose is going to take it? Nobody with real lives will take it because you would have to plan to well. If you have 6-10 frequencies, you do not have to plan very well and it becomes more of a convenience. Mr. Ciske stated that that is a good point. You have the population densities to use rail and anyone that has driven from here to Milwaukee to Chicago knows that it is easier to take the train. Do we really have the population densities here for passenger rail to be successful and functional? Many years ago, someone that worked for Valley Transit asked Mr. Ciske if he would use some free passes for Valley Transit and get back to the person regarding his experience. Mr. Ciske stated that he could not find an efficient time that would get him from where he was to where he was going. You need to know the bus route and need to have some sort of exchange. Mr. Ciske stated that Las Vegas has a terrific transit system and all you have to do is wait by a sign that says bus stop and you wait there 6-7 minutes. Mr. Ciske stated that he cannot imagine driving anywhere in Washington D.C. Their metro system is fast, clean, safe, and cheap and you don't have to know what the schedule is. Here you have to understand the system and you may have a 30-40 minute wait at a bus stop. How do we really make it convenient to people other than those who don't seem to have any other mode of

transportation? Mr. Kakatsch stated that the Fox Cities urbanized area has the lowest population density of any urbanized area in the state. Mr. Kakatsch stated that this group as part of the TDP planning process could look at land use patterns and make some recommendations to make land use more dense over time by working with groups and agencies. The biggest driving force behind rail is going to be population and population density. Over the life of the Long-Range Plan for 2035, a population of roughly 310,000 people is projected. Mr. Ciske stated that land use patterns and density certainly have a great deal to do with that, we are also dealing with culture. If you were born and raised in New York, the fact that you may never own a car your entire life. Here kids are driving by the time they are 16 and probably own a car by the time. Mr. Ciske noted when he comes to work in the morning from Hortonville, there is a string of cars in both directions and almost everyone is alone, but the culture here is into convenience. Even if we tackle the land use and the population density, we still have to deal with the culture here. Ms. Beckendorf stated that part of that culture is not wanting high population density. Ms. Beckendorf stated that there have been several discussions with citizens that do not want buildings higher than three stories. The City of Menasha is land locked and there is approximately 500 more acres that can be annexed and then that is it. The City of Menasha has been trying to increase population density, but it has not been easy when a lot of the citizens do not want it. Mr. Ciske stated that land is cheap here. Mr. Kakatsch stated that the land is cheap, driving is cheap, parking here is cheap and those are big factors. Mr. Corelis stated that the congestion is not bad here and in other places the congestion is the driving force for some people to take public transportation. Mr. Kakatsch stated that there are a number of factors that need to be looked at if we decide to get involved in looking at light rail in the future. Ms. Beckendorf stated that she thought that part of East Central's role could be to work with the communities on that portion of their comprehensive plan, making sure that the land use and density issues are address. Mr. Davis stated that East Central could at least provide some guidance as to how to make it more successful than it has in the past. Mr. Davis stated that 10 units per acre is the minimum for a bus line and we do not reach that in some suburban communities. Mr. Kakatsch stated that we are seeing some areas that are consistently 2-3 units per acre.

Mr. Kakatsch stated that another factor is peer performance, where the Valley Transit system is compared to other systems around the state and how they rate in various service aspects. Mr. Kakatsch stated that in the TDP there will be route specific recommendations, recommendations for the transit center, policy, governance, RTA, route network design, and land use planning and zoning. Mr. Kakatsch stated that the TDP outline is just a template that East Central has used in the past for TDPs in the past. This is the first time that East Central has taken the lead role on the Valley Transit TDP, in the past East Central has participated in the TDP process. Mr. Kakatsch stated that he would like any comments or feedback on the draft outline.

Ms. Wetter stated that the committee should find a way to get some opinions from the Hmong community. Ms. Wetter stated that the Hmong community is a community that is pretty well spread out. Ms. Bloomer stated that someone with their radio program might be a good person to contact about that. Mr. Kakatsch stated that he has been in contact with Lo Lee from the Hmong American Partnership and we want to get them involved. Mr. Kakatsch stated that they have identified in the timeline some opportunities for public participation to go out to the public and have some public information meetings to get some feedback on what this committee has been working on. Mr. Kakatsch stated that the committee should get the Hmong community involved. Ms. Erikson stated that transportation is being examined with the Hmong community through another study. Ms. Wetter stated that Valley Transit would provide assistance if needed. Ms. Erikson stated the marketing manager for Valley Transit came to one or two of those meetings. Mr. Kakatsch stated that there is a Hispanic Interagency Council and he has attended a few of those meetings. Mr. Kakatsch stated that there are other ethnic groups in the Fox Cities, although smaller in size, that most people are not aware. Ms. Beckendorf suggested seeking input from the different colleges within the area including UW-Oshkosh. Mr. Kakatsch stated if that group agrees that these entities should be contacted, then Mr. Kakatsch would contact them and invite them to the next meeting. Ms. Bloomer suggested inviting a younger person from the Hmong community. Ms. Bloomer said that she would get a

contact to Mr. Kakatsch for a Hmong community. There is a Hmong radio station and perhaps someone could go and talk about how the committee would like to reach out to the Hmong community about transportation issues. Ms. Erikson stated that unfortunately with that population they have ESL classes at Valley Packaging and they do have individuals learn the transit system. There are interpreters for the Hmong population who take the bus and Valley Packaging does this on a regular basis, unfortunately they still do not want to ride the bus because it is a cultural issue. Until the culture changes in the Hmong community, they still want someone to come and pick them up and their family. Mr. Ciske stated that the second generation is Americanized. Mr. Ciske stated that the second generation which speaks and reads English have become adjusted to the American culture. Convenience and love of the automobile is the same.

A discussion regarding how the increase in gas prices may influence people to take public transportation versus driving their own car occurred. Mr. Kakatsch stated that the transit model may be able to analyze various scenarios. Mr. Kakatsch stated that East Central is the only MPO besides Milwaukee that has their model in house otherwise it is done by WisDOT. Ms. Gretzinger asked if the recommendations that are made every 5 years are mandated that Valley Transit has to do them. Mr. Kakatsch replied that it is up to Valley Transit to do the ones that they want. The TDP is advisory and it is not a requirement that areas have a TDP in place, but it does provide recommendations for the system. Ms. Beckendorf stated that Valley Transit also seeks input from the community if there is an anticipated change.

Mr. Kakatsch asked if anyone on the committee had any contacts for the Hispanic community. Ms. Bloomer stated that Casa Hispania is in their building and it part of the Latino Link and someone from there could be added to the committee. Mr. Kakatsch asked the committee if they contacts for the Universities such as UW-Oshkosh and UW-Fox Valley. Ms. Beckendorf stated that she had a contact for UW-Fox Valley. Mr. Kakatsch stated that Dr. Greg Peter from UW-Fox Valley is looking at the study at misconceptions of public transportation. Mr. Corelis asked if there should be senior citizens included on the committee for input. Mr. Kakatsch asked if the committee had any elderly consumers in mind that could serve on this committee. Mr. Kakatsch stated that the Thompson Center has the bus buddy program and Ms. Holly Keenan may know of someone that could serve the committee. Ms. Beckendorf asked to add a contact from Lawrence University onto the committee. Mr. Davis stated two of the big destinations for Valley Transit are Fox Valley Technical College and the Fox River Mall and there might be some larger business such as McCain Foods that might have ridership. Mr. Davis asked if they have been contacted in the last 5 years with regards to services that might need to be looked at in regards to this study. Mr. Kakatsch stated that he was unsure if those places have been contacted regarding the Valley Transit services, but he would look into it. Mr. Kakatsch stated that the RTA study committee is going through an interview process for the RTA and Mr. John Burgland of the Fox River Mall was interviewed. Mr. Kakatsch would also ask if he would like to participate in this process. Mr. Corelis asked about having someone from Appleton downtown perhaps Jennifer Stephany. Mr. Ciske asked if the bus went past Jack's Pizza. Ms. Kappell stated that one of the recommendations from the last plan was to run a route past McCains and Jack's Pizza.

Mr. Kakatsch explained the draft timeline for the TDP process and he stated that this should be finished in approximately 18 months. The origin/destination study, user survey and boarding and alighting data was collected in November 2006. Approximately 1,400 user surveys were filled out and Valley Transit gave each rider a free pass for filling out a survey. East Central will be developing the transit model within the year. Mr. Kakatsch stated that over the next few months the committee will be looking at historic data and the existing conditions data. There will be public information meetings in June and July to get public input on the issues that are identified. Mr. Kakatsch stated that as part of the RTA study group process, we are going through a stakeholder interview process. Mr. Kakatsch thought that a stakeholder interview process similar to the one that is being done for the RTA process might provide some valuable input. Mr. Kakatsch stated that there will be another meeting in August 2007 to discuss the findings from the public information meetings and the stakeholder interview process. Mr. Kakatsch stated that the steering committee would be forming some

recommendations in November 2007. Mr. Kakatsch stated that they would bring the plan back a year from now and then bring that draft plan to the public in March/April 2008 to get feedback. Mr. Kakatsch stated that a final plan would be brought to the steering committee in May 2008 for any comments that the committee might have and adopt the plan in August 2008. Mr. Kakatsch asked if there was anything that was missed and if this is a feasible timeline. Ms. Beckendorf asked when the meetings would fall within the timeline. Mr. Kakatsch stated that he would like to meet quarterly. Those meetings would be in May 2007, August 2007, November 2007, February 2008, May 2008, and August 2008. Mr. Corelis asked if there were copies of the old plan. Mr. Kakatsch noted that he had a hard copy of the 2001 TDP. Ms. Beckendorf stated that she has one as well and offered to scan the document for inclusion on East Central's and Valley Transit's website. Ms. Beckendorf asked if the committee could get the meeting materials out far enough in advance so that they have time to review them. Mr. Kakatsch stated that he would try to get out the meeting materials as soon as possible. Ms. Bloomer asked if the meeting would always be at the City of Appleton's City Hall in this room and at this time. The committee set up dates and times for all of the meetings throughout the process.

#### 5. Examination of Preliminary Existing Conditions Data and Survey Results

Mr. Kakatsch stated that he will be working with Valley Transit staff to gather more data in the near future. In 2006, there were 937,297 fixed route rides and 195,989 paratransit rides. There were 1,504 ADA certifications which resulted in 447 re-certifications. There are also 3,400 people within the area that are ADA certified and the highest uses for paratransit have been employment at 43% and medical appointments at 32%. Mr. Ciske asked what the trend is in terms of ridership. Mr. Kakatsch stated that ridership took a hit a couple of years ago when the fares were increased to a \$1.50, they have come up since then, but last year's ridership numbers were down. Ms. Beckendorf asked if there were certain routes that were increasing while others were decreasing. Ms. Kappell stated that the change was across the board. Mr. Davis stated that Ms. Kappell did a presentation on 2006 Annual Report to the Transit Commission and it might be helpful for the steering committee to hear that presentation. Mr. Kakatsch handed out a list of transit data needed for the TDP.

Mr. Davis stated that in 2001 a large issue was replacing the buses and asked if there was a bit issue that the steering committee would be looking at besides the RTA. Mr. Kakatsch stated that the main effort is the RTA. Mr. Kakatsch stated that the buses are brand new and they have a life span of 12 years. Ms. Beckendorf asked if the RTA would help meet the budget numbers that we currently need or will it help with future increases as well. Ms. Wetter stated that it would depend on how it was funded. If it were a half cent sales tax, it would more than meet the needs. Mr. Kakatsch stated that the preference of the RTA study group is to generate the losses, and not the entire revenue of the system. An area could generate enough revenue to make up the difference, to make up the total operation budget, or generate enough that you would have a cash reserve on hand. The Federal Transit Administration recommends that you have a cash reserve to deal with unanticipated costs, but there is some issues to having this additional money just sitting there. Ms. Beckendorf asked what would happen if Valley Transit would become self-sufficient, would they lose all funding. Ms. Wetter stated that they would not. Ms. Wetter stated that you could still apply for funding, it just depends on what things are you trying to do. Ms. Wetter stated that there would still be able to get funds from WisDOT and FHWA. Ms. Wetter stated that with a RTA you are talking about a larger regional area.

Mr. Kakatsch stated that in the Long Range Transportation/Land Use plan, it talks about by 2035 a RTA along the USH 41 corridor from Green Bay, Fox Cities, Oshkosh, and Fond du Lac. What could happen is largely dependent about what the state legislation decides. The legislation could state that the RTA body is appointed, it could go through a public referendum (a one time referendum), it could go through a public referendum that could go back to the public every 3-5 years, there is no taxing mechanism that is defined and there is a lot of variables that could impact this. Mr. Davis stated as a representative of local unit of government and anticipating the caps to continue on revenues to local

units of governments, Town of Grand Chute contributes \$200,000-\$250,000 to Valley Transit. So property tax revenue to Valley Transit and as their cap is fixed based on growth, the more that you can relieve other units of government of property tax levies to support Valley Transit, the easier it would be for local units of government to support anything that the RTA study committee is proposing. Ms. Beckendorf asked about the Milwaukee, Kenosha, and Racine RTA. Mr. Kakatsch stated that Milwaukee area is the only area in the state to create an RTA. There would have to be legislation that pinpoints the Fox Cities to establish an RTA or statewide RTA legislation, which would allow any area in the state to develop an RTA to generate revenue. Mr. Kakatsch stated that there are a lot of rural counties that are interested in the RTA concept as well. Ms. Beckendorf asked why there is not RTA legislation already. Mr. Kakatsch stated it was because of the taxing issue. Ms. Wetter stated that the state legislation just enables an area to tax themselves. Ms. Wetter stated that in the legislation that she has seen it has dealt with sales and property taxes. Ms. Beckendorf asked if in order to get an RTA created if it would have to go to a referendum. Mr. Kakatsch stated that it would not have too. Ms. Wetter stated that what the Wisconsin Alliance of Cities is trying to do with the proposed state enabling legislation is to make it as broad as they can, so that local areas can choose any combination. Ms. Wetter stated that the property tax would not be an option and it is proposed as a sales tax and it says up to a half cent sales tax. Mr. Kakatsch stated that the proposed enabling legislation is being created by the Wisconsin Alliance of Cities and Mayor Hanna has been assisting with that process. Mr. Corelis asked what the legislator's perspective is on the proposed enabling legislation. Mr. Kakatsch replied that the majority of legislators stated that as long as it does not affect the state budget, they support it. Mr. Ciske stated that he assumes that most of the counties would not introduce a new tax without a referendum. Ms. Wetter stated that even if this enabling legislation passes, then as a region, we'll have the whole issue of what do we want to do here, is it going to be a sales tax and if so, how much, is there going to be a referendum, and who is going to be on the board. Ms. Beckendorf stated that if there would be referendum there would have to be a lot of marketing. Mr. Kakatsch stated that Willems Marketing is providing marketing services to Valley Transit and the RTA study committee is working with them to create a RTA educational brochure that could bring that to the public, elected officials, etc. The educational brochure would educate them about the issues in the Fox Cities and what the work group has done. In terms of specifics, those have not been developed.

The Fox Cities RTA study committee is looking to see if the proposed RTA enabling legislation is the best solution for the Fox Cities. Ms. Beckendorf stated that changing perceptions and behaviors is going to be a large effort in the Fox Cities. Ms. Wetter stated that once there is a decision to move in that direction, Valley Transit can provide information, but they cannot lobby for it. Mr. Ciske stated that they may want to talk to the school districts regarding a referendum. Ms. Kappell stated that even if the proposed enabling legislation passed, we are talking years before everything would be in place. Mr. Kakatsch stated that that is why the RTA study committee is meeting now, if we decide to do it collectively, to start deciding those variables before we start losing those funds. Ms. Wetter stated that the next TDP would be looking at implementation. Mr. Kakatsch stated that there are also Regional Transportation Authorities, which not only give authorities to raise money for transit, but also gives the authority the ability to raise money for streets, roads, and trails. The RTA study committee wants to look at a Regional Transit Authority and not a Regional Transportation Authority. Ms. Wetter stated that Regional Transportation Authorities have worked in other areas and is not sure that should be ruled out. Mr. Kakatsch stated that the majority of the group wants to look at a transit authority. Mr. Kakatsch stated that this is something that needs to be addressed into the future. Ms. Beckendorf felt that it would be easier to pass a referendum for a Regional Transportation Authority. Mr. Kakatsch stated that the subcommittee was developed to bring back recommendations to the larger committee.

#### 6. TDP Interest List

Mr. Kakatsch provided a list of individuals who want to be kept up to date on the TDP process and Mr. Kakatsch will contact the additional individuals that the committee suggested to add to the list.

7. Selection of Committee Officers

Mr. Kakatsch asked if the committee was comfortable with an informal committee structure or if they would like to elect a chair and vice chair for this committee. The committee was comfortable with the informal meeting structure.

8. Next Meeting Date

The committee agreed to meet on the 4<sup>th</sup> Thursday of February, May, August, and November at 2:00 p.m. at the Appleton City Hall in Room 6A/B. Future meeting dates are as follows:

- Thursday, May 24, 2007
- Thursday, August 23, 2007
- Thursday, November 29, 2007
- Thursday, February 28, 2008
- Thursday, May 22, 2008
- Thursday, August 28, 2008

9. Other Business

Mr. Corelis asked if there is public transit to the Outagamie Regional Airport. Mr. Kakatsch stated that fixed route service goes as far as the Fox River Mall and there is no fixed route service to the airport.

Mr. Kakatsch confirmed that the next meeting will be Thursday, May 24<sup>th</sup> at 2:00 p.m. at Appleton City Hall in room 6 A/B. The meeting adjourned at 2:45 p.m.

SUMMARY OF PROCEEDINGS

Valley Transit: Transit Development Plan (TDP) Steering Committee  
East Central Wisconsin Regional Planning Commission  
Appleton City Hall, Room 6A/B  
Thursday, May 24, 2007  
1:30 pm

Committee Members Present

Deborah Wetter .....Valley Transit  
Susan Kappell .....Valley Transit  
Jess Lathrop .....WisDOT  
Allen Davis .....Town of Grand Chute  
Jill Gretzinger .....Easter Seals/Advocacy Coalition  
Mary Bloomer .....Goodwill NCW  
Jessica Beckendorf .....City of Menasha  
Thom Ciske .....Fox Cities Chamber of Commerce  
Jim Resick .....UW-Extension, Outagamie County  
John Burgland .....Fox River Mall  
Jennifer Stephany .....Appleton Downtown Inc.  
George Dearborn .....Town of Menasha  
Holly Keenan .....Making the Ride Happen  
Maiyoua Thao .....Universal Translation, Inc.  
Jerry Shadewald .....HNTB Corporation  
Walt Raith .....East Central WI Regional Planning Commission  
Jason Kakatsch .....East Central WI Regional Planning Commission  
Melissa Kraemer Badtke.....East Central WI Regional Planning Commission

1. Welcome and Introductions

Mr. Kakatsch welcomed the committee and began introductions.

2. Approval of the Summary of Proceedings from 2/22/07

Mr. Ciske made a motion to approve the summary of proceedings from February 22, 2007. The motion was seconded by Mr. Davis and passed unanimously.

3. Fox Cities Urbanized Area Transit Model Presentation – Walt Raith and Jerry Shadewald

Mr. Raith explained that East Central has a travel demand model in-house which was developed as part of the Metropolitan Planning Organization (MPO) planning process for three urbanized areas in its region (Fox Cities, Oshkosh, and Fond du Lac). This model is able to project auto and truck trips based upon the socioeconomic, traffic counts, and other various data which is incorporated into the model. East Central is now pursuing the addition of transit into this model, which will enable staff to project transit use and behavior based on similar data put into the model.

Mr. Shadewald gave a brief overview of travel demand modeling with regards to what it is, how it looks at travel behavior, what types of data can be put into the model, and what types of output can be received. Mr. Shadewald noted that travel demand modeling is a process of estimating travel behavior based upon socioeconomic and transportation system attributes. He also noted that data such as transportation networks and land use are types of data which can be input into a base

model. Future transportation networks and land use patterns, as well as other attributes can then be tested within the model. Other examples included the travel implications of a new mall or a new highway. Mr. Shadewald noted that this tool can be a valuable asset in prioritizing transportation investments.

Mr. Shadewald covered a five step process in traditional model development. This process includes network building, trip generation, trip distribution, mode choice, and trip assignment. Network building is the construction of the transportation network in the model. Trip generation is determining trip rates which occur on the network, from a facility, or household. Trip distribution is determining the destination of those trips. Mode choice defines whether the trip occurs via the automobile, transit, bicycle, walking, etc. Trip assignment determines the route which is taken with the network.

Mr. Shadewald then discussed types of data needed to project future travel patterns, such as land use and population projections, transportation network attributes (i.e. one-way, traffic signals, classification, etc.). In the case of transit, routes, transfer times, fares, fuel and parking costs are examples of data which can be added to the model to estimate transit trips. Mr. Shadewald demonstrated how such a model with a transit component works by using the Green Bay Travel Demand Model.

Mr. Raith noted that various census data which is incorporated into the model, is calibrated to the known traffic counts provided by the Wisconsin Department of Transportation to give an accurate representation of what is on the ground. Future population projections can then be put into the model and future impacts on the system can be examined before anything is ever on the ground with some reasonable level of confidence. Mr. Raith also explained that the model is area is broken down into smaller zones referred to as Transportation Analysis Zones (TAZs). Mr. Ciske noted that population seems to be the primary driving force in this modeling process and population projections made by East Central have been traditionally conservative. Mr. Ciske questioned how accurate future projections need to be to get a good representation of how the transportation system will be impacted. Mr. Raith noted that this modeling tool is constantly updated to ensure accuracy. Mr. Raith noted that population projection data from the Department of Administration (DOA) is used as a base projection; however these projections do not factor in new transportation facilities and development which is occurring. East Central examines development patterns, the construction of new transportation facilities, local comprehensive plans, etc. to realign these projections with what is occurring or is anticipated to occur on the ground. Mr. Raith noted that these projections can at times be conservative, but East Central tries to update these projections roughly every five years.

Mr. Raith noted that through the last Long Range Transportation/Land Use Plan update for the Fox Cities Urbanized Area conducted in 2005, various scenarios with the horizon year of 2035 were tested in the travel demand model. The most drastic was called the Full Build scenario. This scenario assumes that the Fox Cities Urbanized Area is completely developed by 2035. Using the current population projection of 316,000 people in the Fox Cities Urbanized Area for 2035 and factoring in "full build" development patterns, the model assumes a population of 772,000 people and the impacts on the transportation network are severe. Mr. Shadewald noted that such output is only as good as the input and noted the amount of effort that went into the process to ensure the calibrations were as accurate as possible.

Ms. Beckendorf noted the difficulty of factoring in public attitudes with regards to mode choice. She questioned whether or not the model can project mode choices based on development patterns. Mr. Raith noted that the Fox Cities area is automobile dependent because the region has developed in a low density manner and the automobile is by far the most convenient mode for most people. However, having a vast range of socioeconomic data (persons per household, employees per household, vehicles per household, etc.) in the model can forecast where many of the transit trips are coming from or would come from if there was a transit route nearby. Mr. Raith provided an

example in which an area not currently served by transit with a high rate of employees per household and a low rate of vehicles per household could be tested to project transit trips. The transit model will be crucial in analyzing existing routes, alterations to existing routes, or testing entirely new routes before they are ever run on the ground.

Mr. Raith noted that in terms of automobile trips, the model anticipates driver behavior based on speeds and distances or getting from A to B in the shortest amount of time. Mr. Shadewald added that what is difficult to project is a bias factor. The automobile is the primary mode choice for the majority of residents in the Fox Cities, but will that change over time based upon development patterns, the cost of fuel, etc.

Mr. Kakatsch noted that the addition of a transit component to the travel demand model will be a valuable tool in testing routes and alternatives during the recommendations phase of the Transit Development Plan (TDP) process. Mr. Kakatsch questioned Mr. Raith and Mr. Shadewald when they believe the transit component will be finished. Mr. Raith noted that the project timeline is roughly twelve months. Origin and destination data collected through the onboard survey process, as well as transit route data needs to be input into the model and calibrated. Mr. Raith felt that the transit model should be ready by the recommendations phase of the TDP process.

#### 4. Draft Chapters: Route Ridership Patterns and Ridership Profile

Mr. Kakatsch noted he has completed two draft chapters of the TDP which was included in the meeting packet. The first chapter, the Ridership Profile, examines the results of the onboard survey which was conducted in November of 2006 for both the fixed route system and the Call-A-Ride zone (Buchanan/Harrison/Darboy Area). Surveys were offered in both English and Spanish. As mentioned earlier, a portion of the data collected during the onboard survey will be used to develop the transit model. The remainder of the survey was designed to get a wide variety of socioeconomic, transit use, and user opinion data. The survey was developed by East Central and Valley Transit staff. Mr. Kakatsch noted that over 1,300 total surveys were completed by Valley Transit fixed route and Call-A-Ride users. There were 1,311 English fixed route responses, 25 Spanish fixed route responses, and 7 Call-A-Ride responses. Every hour of service on every route for a full service day was covered on the fixed route and all users of the Call-A-Ride service were offered a survey over a complete day of operation. Mr. Kakatsch explained that all of the data was entered into an SPSS database. This software has the ability to do a wide range of analysis. Mr. Kakatsch noted that Cadre Staffing Services was contracted to provide staff to administer the onboard survey, while coordination of the survey process was facilitated by Mr. Kakatsch and Cadre management staff. Valley Transit issued a free ride ticket for each completed survey which was returned.

The committee briefly reviewed the Ridership Profile chapter and Mr. Kakatsch asked committee members to bring a list of key cross tabulations between the survey data that they would like to see analyzed to the next meeting. Mr. Burgland questioned whether or not the English and Spanish responses were going to be blended together, due to the fact that there were only 25 Spanish responses. Mr. Kakatsch noted that he initially separated the English and Spanish responses for examination by the Steering Committee to determine if there were any drastic differences in the responses by English and Spanish speaking users. He noted that he had intended to blend the data together in the finalized chapter. Ms. Wetter noted that the majority of Spanish speaking users utilized the system primarily for education and agreed that the responses should be blended together due to the relatively low number of Spanish responses. Ms. Wetter felt that other outreach efforts to the Spanish speaking community for input on the system are needed. Mr. Burgland questioned why a Hmong survey was not conducted. Mr. Kakatsch noted that based on past survey projects he has been involved with; an overwhelming majority of Hmong speaking individuals do not read the language. Mr. Kakatsch recommended that future outreach efforts throughout this planning process also include the Hmong community. Ms. Beckendorf noted that the chapter did discuss why a Hmong survey was not conducted, but recommended that the statement regarding a majority of

Hmong speaking individuals not being able to read the language be sourced. Mr. Kakatsch confirmed he would pursue a source for this comment and after further research, according to the National Center on Educational Outcomes, "Hmong speaking individuals are often not literate in their first language due to a lack of educational experiences in Hmong, which was first put into written form in the 1970's." Ms. Thao noted that several Hmong affiliated groups throughout the Fox Cities could be able to assist with future outreach. Ms. Wetter mentioned that not only would she like to receive input from Hmong and Spanish speaking system users, but also non-users and why they are not using the system. Ms. Thao noted that new Hmong refugees to the community have extremely limited transportation options and targeting this group should be a priority.

Ms. Gretzinger questioned whether or not the comments included within the appendix can be consolidated in categories so it is easier to track the types and number of responses. Mr. Kakatsch noted that he intends to consolidate these comments, but ran out of time prior to the meeting. Ms. Wetter questioned the relevance of "home" as a trip purpose, due to the fact that the original trip had a different purpose like work, school, or medical care. Mr. Kakatsch noted that "home" responses can be eliminated and the remaining responses can be used as a sample to generate figures previously designated as home trips. Ms. Wetter felt that it was important so that current survey data and prior survey data can be accurately compared to see if transit use purposes are changing. Ms. Lathrop questioned whether the ridership profile of Valley Transit has been compared to other systems throughout the State or if there are plans to do so. Mr. Kakatsch noted that he does intend to do a peer performance evaluation of between Valley Transit, peer systems across the State, and potentially peer systems of similar size in the Midwest.

Mr. Kakatsch then began to examine the second chapter distributed to the committee, Route Ridership Patterns. He noted that boarding and alighting counts were conducted in conjunction with the survey process. In this case, East Central staff performed the counts for each hour of service on every transit route for a complete day of service. Individuals exiting and boarding the bus at each stop was tracked, as well as total passengers, wheelchair ramp usage, and bike rack usage. Theoretically, total alightings should equal total boardings. Mr. Kakatsch also noted that maximum loads for each headway on every route were analyzed. The maximum load is the highest number of passengers on the bus over a given time period. Mr. Kakatsch encouraged the committee to review the chapter and noted that comments can be forwarded to him for consideration of the committee at future meetings. Mr. Burgland recommended that the charts within the chapter showing counts by route use the same numerical scale so counts are easier to compare visually by route. Mr. Kakatsch confirmed he would update those charts accordingly. Ms. Gretzinger questioned what the capacity of the buses is. Ms. Wetter noted that Valley Transit owns both 32 foot and 40 foot buses with a maximum capacity of 40 seats. Any loads with more than 40 individuals would require passengers to stand. Ms. Wetter noted that most successful transit systems have standing room only during peak hours of operation. Ms. Wetter noted that Valley Transit buses rarely exceed capacity.

Mr. Burgland questioned whether or not transfers were tracked during the boarding and alighting counts process. Mr. Kakatsch noted that due to the complexity of tracking exactly where each individual is coming from and going to, transfers were not tracked as part of this process. Ms. Kappell noted that transfers account for roughly 30 percent of system trips, but starting route and ending route are not tracked by Valley Transit. Ms. Wetter noted that Valley Transit staff has discussed tracking such data as early as this fall and there are feasible and efficient ways in collecting such data. Ms. Beckendorf questioned whether the rider needs to notify the bus driver which bus route they are planning to transfer to or if transfer tickets are good for any route. Ms. Kappell noted that transfers are good for any route, but in order to ensure that the rider will make the transfer, the rider should notify the bus driver which route they are planning to transfer to in case the bus is running behind and their next bus leaves the transit center. The driver can notify other drivers of an anticipated transfer. Mr. Davis questioned how the boarding and alighting counts differ from the origin and destination data that Mr. Raith had discussed. Mr. Kakatsch noted that the boarding and alighting counts track only the counts at each stop and the initial origin and final destination of the

trip are unknown. Mr. Kakatsch felt that the origin and destination data collected as part of the survey process, which will eventually be incorporated into the model would be able to give a fairly good representation of where trips are originating and ending systemwide. The origin and destination data will be calibrated in conjunction with the boarding and alighting counts to ensure the highest level of accuracy within the model. Ms. Lathrop questioned whether or not the model will be able to determine transfers based on the origin and destination. Mr. Kakatsch noted that although the model does not track transfers, it can make assumptions when the origin and destination is known. Mr. Kakatsch noted that once all of the data is put into the model and calibrated, the model will be able to generate transit trips between the Transportation Analysis Zones (TAZs). Origin and destination questions in the survey asked for a specific geographic location (i.e. address, business name, street intersection, landmark, etc.) and will be geocoded with data attached to each point and trip. Mr. Kakatsch also noted that they asked responders to the survey to not only list where they boarded and exited the bus, but to where and how far they had to walk to and from the bus as well. Ms. Wetter felt that it would still be of benefit for Valley Transit to physically track transfers in the future.

#### 5. Revised Timeline

Mr. Kakatsch noted that a revised timeline was included in the meeting packet. A timeline was distributed at the kickoff meeting in February, but will be continuously updated to give an accurate overview of the process as time goes on. Mr. Kakatsch noted that the TDP is still scheduled for completion in late summer/early fall of 2008. Mr. Kakatsch noted that in the original timeline, public information meeting were scheduled for the summer, but Mr. Kakatsch felt that those meeting may have more participation if held off until the fall.

#### 6. Stakeholder Interviews

Mr. Kakatsch explained that during the last TDP, a variety of stakeholders in Valley Transit were interviewed to offer input on the system. He also noted that a similar effort was just completed by the Fox Cities Area Regional Transit Authority Study Committee. Nearly two dozen interviews were conducted to get feedback on the system and attitudes towards the potential benefits of a Regional Transit Authority, pending statewide enabling legislation. Many of those interviewed in the current process, were interviewed as part of the previous TDP process. Therefore, Mr. Kakatsch and Ms. Wetter came to the conclusion that another interview process would be redundant. Ms. Wetter noted that much of what was said as part of the Fox Cities Area RTA Study Committee interview process was echoed in the previous TDP interview process. Ms. Wetter did feel it was important to identify individuals or groups which were not represented in either process to have the opportunity to provide input in the current planning process. Mr. Kakatsch again noted that public input opportunities will exist in the future and that he is maintaining a list of stakeholders and interested parties in this process which will be formally invited to participate in future public input opportunities. Mr. Davis asked Mr. Kakatsch if the comments from the RTA interviews could be distributed amongst the steering committee. Ms. Gretzinger also asked if the list of stakeholders and interested parties in the TDP process could be distributed as well. Mr. Kakatsch confirmed he would distribute those at the next meeting. It was concluded that the stakeholder interviews will not be conducting stakeholder interviews.

#### 7. Non-User Survey

Mr. Kakatsch noted that in 2001 a telephone survey was conducted as part of the TDP process in which a random sample of 400 Fox Cities households was surveyed. The survey included questions on transit riding experiences and awareness of transit issues, attitudes towards public transit, and various survey respondent characteristics. Mr. Kakatsch explained that prior to this TDP process, he has had discussions with Mr. Resick and Dr. Greg Peter, a sociology professor at UW-Fox Valley, about conducting a non-user survey to examine non-user attitudes towards public transportation in

the Fox Cities area. Mr. Kakatsch introduced Mr. Resick, a Community Development Educator with the UW-Extension Outagamie County, who has begun researching methodologies on how to approach and conducted such a survey.

After discussions with Dr. Peter and Mr. Kakatsch, Mr. Resick noted that a potential strategy to conduct such a survey is by utilizing UW-Fox Valley students in Dr. Peter's classes. However, there would still be costs associated with such a survey, including survey design, data tabulation, report preparation, and surveyor training. Mr. Resick noted that he also had discussions about survey approaches with the Survey Research Center at UW-River Falls in which he has utilized in the past. He mentioned that phone survey costs typically ranged between \$4 and \$6 for each completed survey. Mr. Resick distributed information provided by the Survey Research Center. Mr. Resick recommended that the committee first define what type of nonuser information they would like to know. It was suggested that committee members bring a listing of questions they would like answered or information they would like to gather as part of a nonuser survey to the next meeting. Ms. Beckendorf questioned what type of sample would be needed to get an accurate representation of data. Mr. Resick felt that in the case of the Fox Cities area, 400 respondents would be a sufficient sample. Mr. Burgland questioned Valley Transit staff on whether or not they feel they would find anything out that they don't already know. Ms. Wetter felt that such data would back up many assumptions being made in the region. Ms. Beckendorf felt that it would be useful in marketing by pinpointing potential riders and how transit services can be better suited for populations not currently using the service, but are considering using the service based on gas prices etc.

Ms. Gretzinger noted that she felt that many nonuser responses would state that the transit system is not convenient enough for them in contrast to the automobile. She questioned how realistic any alterations in service would be to improve convenience in a financially sound manner. Ms. Bloomer felt that other factors could be raised through this process and noted recent issues, such as increasing gas prices, parking costs, a slower economy, and flat-lining incomes in some sectors, which may alter attitudes towards transit from what they were the last time a nonuser survey was conducted. Ms. Wetter noted that the committee may not want to conduct a nonuser transit survey as a separate effort, but piggyback another effort in getting useful data without being designated as exclusively a survey on public attitudes towards transit. Mr. Kakatsch confirmed he would examine potential efforts throughout the region in which such data could be collected and encouraged the group to bring a list of questions or types of data they would like see as part of a nonuser survey to the next meeting. Ms. Wetter mentioned that specific nonuser audiences which are more prone to using transit services may want to be targeted, such as elderly, Hmong, and Hispanic nonusers, rather than targeting all nonusers knowing that a majority will not use transit service no matter what. Mr. Resick noted that large employer newsletters could be a potential strategy in getting nonuser participation in a survey process, especially if it is marketed as an environmental and sustainability initiative. Mr. Dearborn stated that the perceptions of individuals could be very different even a few months from now as gas prices continue to rise. Mr. Resick noted the challenge of getting individuals to change their behavior, even if the attitudes are known and changes are made. He recommended examining behaviors in conjunction with attitudes and opinions. Ms. Stephany noted that one of the advantages of the downtown Appleton trolley is that it gets individuals which don't typically use transit services on a bus and familiar with the system. She felt it was a step in the right direction in changing public attitudes towards transit in the Fox Cities region. Mr. Kakatsch noted that Dr. Peter currently has a summer course in session that conflicts with the TDP meeting schedule, but would be interested in participating in a nonuser survey this coming fall.

## 8. Public Information Meetings

Mr. Kakatsch noted that opportunities for public participation and input will be exercised throughout the remainder of the process. He also noted that public information meetings on the process and data and issues discussed to date by the Steering Committee would be held at some point in the fall. Ms. Beckendorf questioned what type of format Mr. Kakatsch envisioned for the public information

meetings. Mr. Kakatsch noted that he envisioned a public information meeting with a number of displays, exhibits, and maps on hand showing existing conditions of the system, analysis which has been done up to this point, including the onboard survey and boarding and alighting counts etc. Mr. Kakatsch also noted that he envisions this as an opportunity to get feedback and input from citizens on public transportation issues and recommendations. Ms. Beckendorf recommended approaching the City of Appleton Planning Department on any feedback and comments they have received on transit as part of their recent comprehensive planning efforts.

#### 9. Issue Identification

Mr. Kakatsch noted that he would like to identify key public transportation issues which should be examined as part of the public participation process, but would also like the Steering Committee to identify key issues which they feel are impacting public transportation services throughout the Fox Cities. This list will serve as a starting point for the public participation process.

#### 10. Next Meeting Date

The next steering committee meeting is scheduled for Thursday, August 23<sup>rd</sup>, 2007 at 1:30 pm at the Appleton City Hall in rooms 6 A/B.

#### 11. Other Business

A brief discussion occurred regarding the impacts of increased gas prices on ridership. Valley Transit staff noted that increased inquiries on transit information have been fairly noticeable. Ms. Wetter noted that an event was held recently to promote the bike racks on the buses and quite a few comments and questions were received on this issue. Ms. Wetter noted that to date, 167 users are certified to use the bike racks on the buses. Mr. Dearborn felt that a threshold was inevitable in terms of gas prices and how consumers will alter their transportation mode choices when that threshold is exceeded. Mr. Resick mentioned that the Energy Coalition for a Sustainable Fox Valley (ECOS-FV) has also discussed such issues. He noted that the group may be able to aid in social marketing. He also questioned whether or not such large employment destinations like Thrivent and the industrial parks on the urban fringe of the Fox Cities are serviced by transit. Ms. Beckendorf noted that her husband works in the northeast business park and desires to take the bus, but service is not available, and safety concerns prevent him from biking to work. Ms. Bloomer noted she used to work for Thrivent and was approached by Valley Transit regarding the interest level of employees on having transit service. She noted that the response was relatively low. Mr. Resick noted that the park and ride at USH 41 and Evergreen Road had cars parked on the grass, which could be a sign that gas prices are influencing driver behavior. The meeting was adjourned at 3:00 pm.

SUMMARY OF PROCEEDINGS

Valley Transit: Transit Development Plan (TDP) Steering Committee  
East Central Wisconsin Regional Planning Commission  
Appleton City Hall, Room 6A/B  
Thursday, August 23, 2007  
1:30 pm

Committee Members Present

Deborah Wetter ..... Valley Transit  
Nicole Voelzke ..... Valley Transit  
Jon Corelis ..... Appleton Resident/Consumer  
Jill Gretzinger ..... Easter Seals/Fox Valley Advocacy Coalition  
Kor Xiong ..... Hmong Wisconsin Radio  
Mark Harris ..... Winnebago County Executive  
Tom Stratton ..... Outagamie County Health and Family Services  
Lynn Erickson ..... Valley Packaging  
Chuck Rundquist ..... Fox Cities Transit Commission, Chair  
Holly Keenan ..... Making the Ride Happen  
Jessica Beckendorf ..... City of Menasha  
George Dearborn ..... Town of Menasha  
Greg Peter ..... UW-Fox Valley  
Carol Kasimor ..... City of Neenah  
Jess Lathrop ..... WisDOT  
Jason Kakatsch ..... East Central WI Regional Planning Commission

1. Welcome and Introductions

Mr. Kakatsch welcomed the committee and began introductions.

2. Approval of the Summary of Proceedings from 5/24/07

Mr. Dearborn made a motion to approve the summary of proceedings from May 24, 2007. The motion was seconded by Mr. Xiong and passed unanimously.

3. Fox Cities Area Regional Transit Authority (RTA) Study Committee Stakeholder Interview Comments

Mr. Kakatsch noted that a request was made at the previous meeting to distribute comments from the Fox Cities Area Regional Transit Authority (RTA) Study Committee Stakeholder Interview process. Mr. Kakatsch noted that East Central has been facilitating meetings of this group since March of 2006. Roughly two dozen stakeholders were interviewed regarding their attitudes towards Regional Transit Authorities and their potential impacts, both positive and negative, on the Fox Cities pending statewide RTA enabling legislation. Mr. Kakatsch noted that a packet of information collected from all of the stakeholder interviews was included in the mailing. The information was not examined by the committee in great detail and Mr. Kakatsch advised the committee to review the materials at their convenience. Mr. Kakatsch noted that committee members with questions about the information could contact him. It was also noted that some of the information from that process would be valuable when the committee discusses TDP recommendations.

#### 4. Mapping

Mr. Kakatsch continued by advising the committee that East Central is currently in the process of producing various maps needed for the Transit Development Plan. Mr. Kakatsch explained that included in the packet was a copy of each fixed route, some routes split into two maps due to size. Each map includes the boarding and alighting counts along the route which were collected in November of 2006. Mr. Kakatsch also stated that the maps also show where the wheelchair accessible ramps and where the bike racks were used along each route. The maps also show designated bus stops and bus shelters.

Additional mapping included in the packet was also discussed. These maps include:

- a. The Valley Transit system in comparison to the Fox Cities land use.
- b. The Valley Transit system with a ¼ mile buffer in comparison to the Fox Cities land use. The purpose of this map is to identify areas that are typically transit dependent types of development within the urbanized area (i.e. residential and commercial) which lie outside a reasonable or suitable walking distance of ¼ mile to access a bus route.
- c. The Valley Transit system in comparison to low to extremely low income households by census tract.
- d. The Valley Transit system in comparison to minority population concentration by census tract.
- e. An overview map of the entire Valley Transit system showing fixed routes, paratransit, and Call-A-Ride service areas.

Ms. Beckendorf noted that the ¼ mile buffer map did not have the distance of the buffer identified in the map legend. Mr. Kakatsch confirmed he would get that fixed. Ms. Beckendorf also questioned what threshold was used to determine population. Mr. Kakatsch noted that poverty designation is defined by the U.S. Census Bureau.

Ms. Wetter questioned whether or not East Central has been working with the City of Appleton's GIS Department in obtaining current data to create these maps. Mr. Kakatsch did confirm that East Central's GIS Department has been working with the City of Appleton to obtain current data. Ms. Wetter also noted that the new Connector service (a demand responsive, urban fringe service with extended hours of service funded through the United Way) which is scheduled to begin service soon should be added to the map. Mr. Kakatsch ensured that he would get that added to the overview map as well.

Ms. Beckendorf asked how the ADA service area boundary is determined. Mr. Kakatsch noted that fixed route transit systems are required to provide paratransit services of up to ¾ of mile outside of the fixed route service area under the Americans with Disabilities Act. Mr. Kakatsch noted that Valley Transit's paratransit service is Valley Transit II which is contracted through Kobussen. Mr. Kakatsch also noted that paratransit services do exist outside of the ADA boundary. Those services are provided by Calumet, Outagamie, and Winnebago Counties. Ms. Lathrop questioned how the paratransit service provided by Valley Transit is funded. Ms. Wetter noted that Valley Transit II is largely funded through local share, as well as state and federal funding. Mr. Stratton noted that counties are required to provide specialized transportation services. Mr. Kakatsch noted that the majority of county services in the State of Wisconsin are funded through the State 85.21 County Elderly and Disabled Transportation Assistance Program. Mr. Stratton noted that the extension of paratransit services beyond the ¾ mile buffer can be negotiated between Valley Transit, municipalities, and the counties. Ms. Beckendorf noted that portions of the City of Menasha, especially where most of the City's development is occurring, are not currently being served by Valley Transit II. Ms. Wetter noted that the new Connector service will now provide accessible transportation to many areas which were not previously served and there are no restrictions as to who can use it. Reservations can be made in as little as 2 hours in advance or up to 14 days. Ms.

Wetter also noted that the Connector service will only connect with the fixed route service during fixed route hours of operation. The Connector will offer point to point service when the fixed route system is not in operation. The major intent is to provide transportation for second and third shift employees. The fare is \$3.00. A transfer on the fixed route system is free. The United Way is paying the local share of funding in addition to state and federal funds received. Connector service will be provided by Kobussen. Ms. Beckendorf questioned whether or not the federal funds received for this service would also be lost pending the urbanized area reaches Transportation Management Area (TMA) status as part of the 2010 census. Ms. Wetter said that it would because it is coming from the same pot of operation funds that Valley Transit is currently receiving. Mr. Corelis noted that many cities offer discounted passes to employers for their employees to utilize transit and questioned whether or not Valley Transit has that intent in the near future. Ms. Wetter noted that Valley Transit is not in a position where that would be financial feasible at this point in time. However, Ms. Wetter noted that a 30 day bus pass is being considered that would offer the same discount rate as the 10 ride ticket currently offered by Valley Transit. The \$1.50 fare would come out to be roughly \$1.30. Success of the Connector service may influence employers to help subsidize transit fares/passes for their employees in the future. Ms. Beckendorf questioned what the service area boundary was. Ms. Wetter noted that the service area is quite large and she would be willing to bring a map of the service area to the next meeting. Ms. Gretzinger felt that some individuals which currently rely on a vehicle for transportation may choose to use the Connector service.

Mr. Kakatsch noted that East Central will make the necessary changes and updates to the mapping.

#### 5. Survey Analysis

Mr. Kakatsch noted that an onboard survey was conducted in November of 2006 in which nearly 1,400 surveys were filled out and returned. Mr. Kakatsch noted that preliminary survey data was examined at the last committee meeting and that he had asked committee members to think about specific cross tabulation analysis they would like to see completed. Ms. Beckendorf felt that it would be useful to compare "automobile driving status" with "why did you choose to make this trip by bus?", "how often do you have access to an automobile for your trips?", and "how often do you ride the bus (one-way trips)?". Mr. Kakatsch also noted that an onboard survey was conducted as part of the 2001 TDP and data between the two surveys would also be compared to identify trends or drastic differences. Mr. Kakatsch also reaffirmed that as part of the onboard survey, East Central also collected origin and destination data which will be incorporated into a travel demand model for the Fox Cities Urbanized Area. The model currently has the ability to forecast auto and truck trips, but with the addition of origin and destination data for transit, the model will be able to forecast transit trips. Ms. Wetter noted that she has spent some time comparing 2001 and 2006 survey data and found there were some drastic differences. She thought it would be beneficial to do some further survey work to verify that those drastic differences really are true.

#### 6. Issue Identification

A brief discussion occurred about Regional Transit Authorities (RTAs) and the status of potential enabling legislation in the State of Wisconsin. Mr. Rundquist thought that the committee should continue to discuss and examine the issue and that a potential RTA envisioned for the area should be defined. Mr. Harris felt that local concerns about RTAs and their ability to impose taxes were growing, especially due to discussions occurring in the Madison and Milwaukee urbanized areas. Mr. Kakatsch noted that a draft RTA legislative bill was being worked on with bipartisan support and that introduction could occur sometime this fall. Ms. Wetter noted that a lot of work still needs to be done in determining what an RTA will look like and how it will operate, but the enabling legislation must come first. The challenge will be drafting legislation which caters to the needs of everyone across the state. It was also noted that many state legislators have supported the concept in theory as a right for local control. Ms. Wetter explained the looming financial crisis for public transportation in the State of Wisconsin, much of it which is going to be driven by the loss of federal operating

expenses by both Valley Transit and the Green Bay Transit systems. Mr. Dearborn noted that planning efforts in the Town of Menasha have concluded the need for public transportation and felt that the enabling legislation is the first goal. All the other details would come after. Mr. Dearborn was confident that the support for and RTA would be there. Mr. Harris noted that some of the opposition he was hearing was the notion of local units of government having the direct authority to impose a tax. Many of those which favor the concept, but oppose direct taxing authority, feel there should be a public referendum. Mr. Kakatsch noted that there is some fear from local units of government across the State that this process will be forced upon them. Mr. Kakatsch explained that the Wisconsin Alliance of Cities proposal would give municipalities ways to opt in or out of an RTA. Mr. Kakatsch explained that Dane County is looking for legislation to create a countywide RTA that would fund fixed route bus service in the urbanized area, as well as commuter rail in the surrounding areas in the future. Mr. Harris also noted the opportunity for federal legislative changes for systems of over 200,000 people with less than 100 vehicles to be exempt from the loss of federal operating assistance. Mr. Harris questioned whether such federal changes would fix the problem or if an RTA would still be needed or desired in the Fox Cities. Ms. Wetter felt that the current structure of the system puts limitations on the way the system is planned, managed, and operated, especially on a regional scale. Other alternatives include raising fares and cutting service, which was already done recently in response to drastic increases in fuel and employee health insurance costs. These factors decrease ridership, which in turn some municipalities cannot justify providing sustained funding for a service with decreased use. This ends up forcing more service cuts.

Other items addressed by the committee as major issues which should be addressed in this planning process included:

- a. Urban sprawl, land use, and density
- b. New businesses not serviced by Valley Transit
- c. Intercity transit between the Fox Cities and Green Bay
- d. Affordability of the service
- e. Service levels
- f. Revenue vs. expenses
- g. Marketing and education for local officials and the general public
- h. Input/voice of the consumers
- i. On-street bike lanes
- j. School IDs
- k. Connection to the Safe Routes to Schools Program
- l. Service to Lawrence University and UW-Fox Valley
- m. Local officials having office hours on the bus
- n. Public image
- o. Technologies to improve transit efficiencies
- p. Lack of outlets to buy tickets
- q. Newsletter article
- r. Expansion of the Valley Transit website
- s. Trip planning on Google Transit
- t. East and West bound route on Wisconsin Avenue
- u. Complexity of the route maps and schedules
- v. Recruiting nonusers and nonuser perception
- w. Walking distance to destinations and from origins

## 7. Non-User Survey

In previous committee meetings it was discussed that a nonuser survey regarding public attitudes and perceptions towards Valley Transit be conducted. Mr. Kakatsch noted that Oktoberfest would be held in downtown Appleton in late September and that might be an opportunity to have access to a vast number of Fox Cities residents which do not use Valley Transit. Mr. Kakatsch also introduced Dr. Greg Peter, a sociology professor at UW-Fox Valley to the committee. Aware of Dr. Peter's interest in

such a survey, Mr. Kakatsch has discussed the feasibility of Dr. Peter's class conducting this survey as part of the TDP process. Dr. Peter noted that he often has his classes, composed of roughly 140 students, conduct various research projects each semester. Dr. Peter also explained some of the past projects his classes have conducted. Dr. Peter noted that one of his classes, 42 students, begins soon and they have already expressed interest in conducting the survey. Mr. Kakatsch noted that East Central would be able to produce the survey, tabulate the data, and analyze the data. The big challenge is the amount of people and time needed to administer the survey and assistance from UW-Fox Valley would be an excellent opportunity.

Mr. Kakatsch questioned whether or not the committee felt that conducting a nonuser survey at Oktoberfest would be the best option. Ms. Erickson noted a captive audience which may get the best participation and results may be surveying people which use the bus during the Oktoberfest event. It was noted that many of these may only use the service for this one particular event throughout the year, making them infrequent users. Mr. Dearborn thought it would be best to have as random of a sampling as possible. Ms. Lathrop questioned what the goals of collecting such data would be. Ms. Beckendorf felt that such data would identify many of the barriers the system faces. Mr. Kakatsch noted that such data would be beneficial in developing new or altering current marketing strategies for catering to needs and recruiting new users.

Ms. Wetter noted that a similar survey was conducted in the southeastern part of the State, through the Department of Transportation. Ms. Wetter felt that it would be valuable to research that effort and design a similar effort to conduct in the Fox Cities. Ms. Wetter felt that one item that she would like to see implemented is to survey an area in the Fox Cities where we know good transit service is provide to see what local opinions, attitudes, and perceptions are. Ms. Wetter felt that in this case education and lack of public awareness may be the biggest barriers. Mr. Harris questioned whether or not we know what those barriers are already or if they are more or less assumptions. Ms. Wetter noted that many of the opinions, attitudes, and perceptions towards Valley Transit are assumptions and that is why this effort will be valuable in confirming those assumptions or identify barriers which were not known.

The committee discussed concerns about conducting the survey at Oktoberfest. Mr. Stratton felt that it would be of value to target major employers throughout the Fox Cities. The committee heavily supported this idea. Ms. Wetter noted that one of Valley Transit's biggest targets in this effort should be UW-Fox Valley students and staff. She felt that this phase might be the easiest for Dr. Peter's class to begin now. Dr. Peter agreed. Ms. Wetter then noted that the next phase of a nonuser survey could target specific neighborhoods and employers in the spring of 2008. The committee supported this process. Mr. Rundquist noted that it would be beneficial to target Fox Valley Technical College as well. Dr. Peter noted that Fox Valley Technical College has a sociology department as well that could be contacted. Mr. Kakatsch noted that he would get in contact with Fox Valley Technical College about conducting the nonuser survey as part of phase two of this process.

#### 8. Public Information Meetings

Mr. Kakatsch noted that opportunities for public input continually exist throughout this process, however some formal public information meetings/input sessions would be scheduled later on in the process to review all of the data examined by this committee throughout this planning process. Ms. Wetter noted that it may be best to conduct such public participation opportunities in the spring, due to the budget process in the fall. Mr. Kakatsch felt that participation wouldn't be as high in the winter. The committee agreed that the public information meetings should be held in spring.

#### 9. Next Meeting Date

The next steering committee meeting is scheduled for Thursday, November 29<sup>th</sup>, 2007 at 1:30 pm at the Appleton City Hall in rooms 6 A/B.

SUMMARY OF PROCEEDINGS

Valley Transit: Transit Development Plan (TDP) Steering Committee  
East Central Wisconsin Regional Planning Commission  
Appleton City Hall, Room 6A/B  
Thursday, November 29th, 2007  
1:30 pm

Committee Members Present

Deborah Wetter ..... Valley Transit  
Susan Kappell ..... Valley Transit  
Nicole Voelzke ..... Valley Transit  
Jon Corelis ..... Appleton Resident/Consumer  
Jill Gretzinger ..... Easter Seals/Fox Valley Advocacy Coalition  
Kor Xiong ..... Hmong Wisconsin Radio  
Holly Keenan ..... Making the Ride Happen  
Mary Bloomer ..... Goodwill NCW  
Allen Davis ..... Town of Grand Chute  
Greg Peter ..... UW-Fox Valley  
Jim Resick ..... Outagamie County UW-Extension  
Jason Kakatsch ..... East Central WI Regional Planning Commission

1. Welcome and Introductions

Mr. Kakatsch welcomed the committee and began introductions.

2. Approval of the Summary of Proceedings from August 23, 2007

Ms. Bloomer made a motion to approve the summary of proceedings from August 23, 2007. The motion was seconded by Mr. Corelis and passed unanimously.

3. UW-Fox Valley Nonuser Survey Update

Mr. Kakatsch noted that a discussion occurred at the previous Steering Committee meeting about conducting a nonuser transit survey at UW-Fox Valley. Mr. Kakatsch noted that a template of the survey had been reviewed and approved by the Steering Committee and a final version of the survey was included in the meeting packet. Mr. Peter noted he and three of his sociology students had surveyed roughly 200 faculty members, staff, and students. Mr. Peter noted that all of his sociology students have filled out the survey and that it takes about 15 minutes to fill out the entire survey. Mr. Peter noted that 31 faculty members and staff have filled out the survey, which is about 30 percent. There were roughly 150 students that filled out the survey to date. Mr. Peter noted that he and his students working on the project intended to get more surveys filled out by the end of the semester.

Mr. Peter noted that his classes had several discussions about attitudes toward Valley Transit and also did a guest lecture at Appleton East High School. He plans to type out all of the comments received to date and distribute to the Steering Committee at a later date. A "Question of the Day" was also posted at UW-Fox Valley in which students can write confidential responses on the board to the question, "Would you use Valley Transit if it was free?" Mr. Peter discussed some of the comments received, but noted he would include those comments in his report. Mr. Peter noted that his students working on the project intend to do some analysis of some of the more sociological related questions. Qualitative comments received to date have been grouped into the following

major categories: route reliability and convenience, not knowing how the system works, and image/safety/security. Mr. Peter noted that although the focus was to survey nonusers, it was concluded that quite a few students have used the system at some point. He also discussed the vast number of students, staff, and faculty members that commute to UW-Fox Valley from all across northeastern Wisconsin and therefore do not use the system. Another major factor is timing, many students have scattered schedules in which they may attend class, go to work, and then back to class. In many cases, the system does not conveniently serve such schedules. Mr. Peter also noted that some of the image/social stigma issues were not as relevant with nontraditional students as compared to traditional students.

Ms. Gretzinger noted that she was shocked by some of the comments received, especially related to diversity. She noted that with so much effort spent on diversity, especially in the school systems that more adults seem to be more open about diversity than some of the younger generations. Mr. Peter noted that the classes he worked with were very candid, especially since it was confidential and he affirmed that all of these perception/image issues needed and wanted to be heard by Valley Transit and East Central as part of this planning process. He also noted that again many of these perception issues are coming from individuals that have never used the system and that many of the comments received from people that have used the system were positive. Ms. Voelzke explained a situation shared at another meeting of a teenage girl that does use the system but had run out of 10 ride tickets and called her mom to ask if she could go into the transit center to purchase more, but wasn't sure she should go in because she heard it was not safe. The mother said it was fine and she goes in there all the time. It was noted that many of these perceptions are attributed by word of mouth, whether inaccurate or not, by both kids and adults. Mr. Corelis discussed the lack of diverse ridership in comparison to larger urbanized areas. People from many social and economic backgrounds use transit in these larger metropolitan areas and the stigma associated with smaller systems is that it is a social service for low income, elderly, and the disabled. The issue of comfort and personal space was also discussed. Mr. Peter noted that several of his sociology students rode the bus as part of the project and noticed the social distance factor in which people keep one or more seats in between them and another person. It was noted that in some cases, especially during peak hours, that it is standing room only on certain routes.

Mr. Peter noted he would appreciate a thank you letter to be sent to the students that worked on the project and also have it forwarded to the Dean of the University. Ms. Wetter noted that she would definitely do so. Mr. Kakatsch thanked Mr. Peter for all of his work on the project. Mr. Peter reaffirmed he would process the qualitative comments. Mr. Kakatsch noted that East Central would take care of the remaining data entry and analysis in an SPSS survey analysis program.

#### 4. Future Public Participation Opportunities

Mr. Kakatsch noted that it was discussed at the previous meeting that a public information meeting be held sometime in the spring of 2008. Mr. Kakatsch also recommended that a Public Participation Plan be drafted and made readily accessible to identify ways that stakeholders, the general public, and other interested entities can provide public comment/input as part of the TDP process. Mr. Kakatsch thought that it would be beneficial to identify ways that these individuals can participate on their own schedules rather than at a scheduled public information/input meeting. Mr. Kakatsch noted that he would draft a Public Participation Plan and include it in the packet for the next meeting in February. An ad in the Post Crescent could be run noting the procedures for obtaining a copy of the plan that will allow individuals to examine ways to participate in the planning process. The committee felt that would be beneficial to do so.

#### 5. "The Connector" Service Update

Ms. Voelzke gave an overview of the service and its service area. Mr. Kakatsch also displayed a map that displays the service area of "The Connector" and its relationship to the fixed route system and

ADA service boundary. Ms. Voelzke also noted that the service has been up and running since October. Ms. Voelzke noted that the service was \$3.00 for a one-way trip. Ms. Voelzke noted that the service is contracted through Kobussen. Many users are using a combination of "The Connector" and the fixed route system. There are also 4 transfer zones within the service area.

Ms. Kappell noted that there were 284 trips in October and the total to date was well over 400. Ms. Kappell will continue to track trips by month. Ms. Voelzke noted that the major focus of the new service is to broaden access to employment options for Fox Cities residents by both expanding the transit service area and the hours of operation, in which "The Connector" runs from 4 am to midnight. Ms. Voelzke also noted that there are many common trips which are occurring that they are trying to coordinate as efficiently as possible. Valley Transit has been working with numerous agencies and employers to coordinate service. Although the service has been extremely successful, Ms. Voelzke noted that the biggest challenge has been cancellations and no-shows for rides. The system has been absorbing these costs, which has been averaging about 10% of the trips. Valley Transit is currently in the process of drafting a no-show policy, in which individuals that have three no-shows over a given time frame, they would be suspended from the service. An appeals process would be established as well. Valley Transit will continue to work with various agencies to educate users on this policy. Ms. Wetter noted that the majority of ridership has been utilizing the service during the time periods when the fixed route system is not in operation, primarily second and third shift employees. Ms. Kappell noted that a good portion of the remaining ridership is using it in the expanded service area where fixed route transit does not operate.

Ms. Wetter encouraged members to direct their clientele to Valley Transit for more information on the service. Ms. Wetter also noted that this has sparked a great deal more discussion and attention toward public transportation. Ms. Gretzinger questioned whether Valley Transit has seen any major trends, such as a larger number of individuals going to the same destination, especially employers, in which Valley Transit could approach them to contribute towards the service. Ms. Wetter noted that there has been some interest by several entities which have not had access to transit until now. Ms. Wetter noted that having origin and destination data would give some merit into expanding fixed route service where feasible. Mr. Corelis questioned what some of the cluster destinations have been to date. Ms. Voelzke noted R.R. Donnelly, Outlook Graphics in Neenah, Jack's Pizza, the Outagamie County Airport, and Plexus.

Mr. Kakatsch noted that Valley Transit had applied for a Wisconsin Employment Transportation Assistance Program (WETAP) grant to help fund the program for 2008. He questioned whether or not Ms. Kappell had heard if they were awarded that grant. Ms. Kappell noted that the awards have not yet been announced. Ms. Kappell noted that the grant would replace funding from the United Way. Mr. Xiong noted that many new Hmong refugees to the region have transportation challenges and also noted that there are a variety of grants available that cater to the Hmong refugee populations. Some of these grants may be another funding source to enhance employment transportation opportunities for this population.

#### 6. 30 Day Bus Pass Update

Ms. Wetter noted that a 30 day bus pass is in the works. The City Council has approved the concept, effective January 1<sup>st</sup>, 2008, but must be reexamined in six months. The pass will be \$52, which is equivalent to 40 rides at a rate of \$1.30. The current cash fare is \$1.50. It will be a great deal for frequent transit users. A senior and disabled pass will also be available for \$30. The passes can be purchased at all of the traditional ticket outlets. The pass would not be activated until the first time that it is used and could be purchased at anytime. A goal of Valley Transit at the beginning of 2008 is to meet with major employers throughout the Fox Cities and try and convince them to subsidize their employees' transportation costs. Passes could then be made available at these employers.

It was noted that by offering a 30 day pass, it is projected that this efficiency for the users would cost Valley Transit an additional \$34,000 per year. Mr. Davis asked how that figure was calculated. Ms. Wetter noted that in the onboard survey conducted by East Central it was determined that about 13% of users ride the system more than 40 times per month. The rate for elderly and disabled users was about 4.9%. If Valley Transit maintains their current ridership figures and this percentage of frequent users remains, the reduced rate of the cash fare through the 30 day pass would result in a \$34,000 loss in previously generated revenue which was generated through the \$1.50 cash fare and 10-ride tickets. However, if employers buy into subsidizing employees' transportation costs, the 30 day bus pass could be profitable for Valley Transit. In contrast, there is also a downside risk that the losses may increase if more and more users take advantage of the 30 day pass. Ms. Gretzinger noted the numerous benefits for low-income individuals. The financial impacts will be re-evaluated in six months and a determination on continuation would be made. It was noted that Janesville has a similar bus pass program. Mr. Davis questioned what their long term financial impacts were. Ms. Wetter was unsure of the financial impacts, but was aware that they have had a monthly bus pass available for some time, which is also substantially cheaper at \$37.50. Ms. Wetter noted that even a partial employer subsidy would make it a really good deal for users. This would theoretically increase ridership. Ms. Voelzke plans to target downtown Appleton businesses first. Ms. Wetter noted that this may increase the diversity of individuals using the system, as middle class ridership is extremely low at this point.

Accessibility of park and ride lots with bus service was also discussed which may increase ridership amongst the middle class. Mr. Xiong noted that he was aware of some programs that have used wrist bands as bus passes, especially amongst student populations, that have been extremely successful. Mr. Davis questioned whether one of the major employers being targeted to subsidize transit costs would be the City of Appleton itself. Ms. Wetter she has had preliminary discussions with Mayor Hanna. Ms. Wetter felt that things won't change overnight, but hopes such changes will get new individuals to try the system. A choice of a bus pass or a parking pass for City of Appleton employees may be an option. Mr. Davis noted the parking issues in downtown Appleton and at the Outagamie County Courthouse and felt that increased transit use amongst employees in these areas may alleviate some of the issues. Ms. Wetter also noted that a group is currently looking at the image and perception of the downtown Appleton Transit Center. The group is made up of individuals representing businesses and agencies in downtown Appleton near the Transit Center and City Center. They are discussing strategies to improve the image of this "square". The group is looking at safety, marketing, education, etc. Ms. Wetter noted the numerous attractions in the area, but it has a negative image. The group is working on a longer range plan for what has been named "Washington Square." One goal is to connect "Washington Square" with College Avenue which is currently obstructed by City Center. Mr. Resick felt that the improvement of greenspace was critical in the project. Ms. Wetter noted that the group has discussed and will continue to discuss this issue. Mr. Corelis felt that a plaza where the library parking lot is would be an asset in improving the image of the area. Ms. Wetter noted that they are using the book "How to Turn a Place Around: A Handbook for Creating Successful Public Spaces." Ms. Wetter noted that she would keep the TDP committee informed on progress.

Mr. Peter noted that the President of the Student Association at UW-Fox Valley works at the Harmony Café and is supportive of transit. The Student Association has roughly \$250,000 annually in funding and is discussing using a portion of the funds to purchase transit tickets for students. Mr. Peter felt it would be important to run some numbers on ridership at UW-Fox Valley to assist them in purchasing a feasible number of tickets. Ms. Wetter noted she would be more than willing to work with them on this issue.

#### 7. Next Meeting Date

Mr. Kakatsch noted that the next steering committee meeting is scheduled for Thursday, February 28, 2008 at 1:30 pm at the Appleton City Hall in rooms 6 A/B.

Mr. Kakatsch noted that he plans to discuss some preliminary TDP recommendations at the next meeting. He noted that quite a bit of data and input has been received to date in which some preliminary recommendations could start to be examined. Mr. Kakatsch reaffirmed the transit model being constructed by East Central will be extremely valuable in testing route specific recommendations and alternatives. He felt that the model should be operational in late spring or early summer, but may have some capabilities before then. Mr. Kakatsch noted he would draft this preliminary list for discussion at the next meeting, as well as the Public Participation Plan, and continue to provide updates on the nonuser survey data.

SUMMARY OF PROCEEDINGS

Valley Transit: Transit Development Plan (TDP) Steering Committee  
East Central Wisconsin Regional Planning Commission  
Appleton City Hall, Room 6A/B  
Thursday, February 28th, 2008  
1:30 pm

Committee Members Present

Deborah Wetter ..... Valley Transit  
Nicole Voelzke ..... Valley Transit  
Jessica Beckendorf ..... City of Menasha  
Jon Corelis ..... Appleton Resident/Consumer  
Holly Keenan ..... Making the Ride Happen  
Tom Stratton ..... Outagamie County Health and Human Services  
Lynn Erickson ..... Valley Packaging  
Mary Bloomer ..... Goodwill NCW  
Allen Davis ..... Town of Grand Chute  
Joe Martin ..... Citizen/Consumer  
Dr. Greg Peter ..... UW-Fox Valley  
Jim Resick ..... Outagamie County UW-Extension  
Jason Kakatsch ..... East Central WI Regional Planning Commission

1. Welcome and Introductions

Mr. Kakatsch welcomed the committee and began introductions.

2. Approval of the Summary of Proceedings from November 29th, 2007

Ms. Bloomer made a motion to approve the summary of proceedings from November 29th, 2007. The motion was seconded by Ms. Wetter and passed unanimously.

3. Revised Timeline

Mr. Kakatsch noted that he has had some discussions with Valley Transit staff about extending the timeline for the TDP to December, due to the fact the transit model currently being constructed by East Central, WisDOT, and HNTB will not be completely operational until summer. Mr. Kakatsch noted that he would like to have full capabilities of the transit model for the recommendations phase of the TDP, which was previously scheduled for summer. Mr. Kakatsch noted that the transit model will be critical in testing new routes and route alternatives. Mr. Kakatsch noted that the funding availability for completing the TDP is dated up to December 31<sup>st</sup> of 2008 in the contract with WisDOT. Mr. Davis questioned whether or not this would impact Valley Transit financially. Ms. Wetter stated no and that she agrees with Mr. Kakatsch that the transit model should be fully utilized in this planning process. Ms. Wetter noted that another benefit of extending the timeline would be to have more public participation opportunities. Mr. Kakatsch noted that one particular situation in which the transit model will be extremely valuable is testing route alternatives while the College Avenue Bridge is out of operation for 18 months starting this spring. Mr. Kakatsch pointed out that due to a room scheduling conflict, the August 2008 meeting will be held on August 21<sup>st</sup>, rather than the 28<sup>th</sup>. The final Steering Committee meeting would be held on November 20<sup>th</sup>, 2008.

4. Public Participation Plan

Mr. Kakatsch noted that he has developed a public participation plan which explains procedures for getting involved with the planning process. Mr. Kakatsch noted that he plans to place an ad in the newspaper, noting the existence of the plan and ways to obtain it. The goal of the plan is to identify

mechanisms for stakeholders, the general public, consumers, and other interested parties to provide input in the planning process. The committee briefly paged through the public participation plan. Ms. Wetter noted that the listing of business community stakeholders identified in the appendix was fairly light. Parties listed in the appendix will receive a formal copy of the public participation plan. Ms. Wetter noted in particular that she would like to add Future Neenah to the list as well. Several other agencies and organizations were pointed out by committee members. Mr. Kakatsch noted that he would add those groups to the stakeholders list. Service to the Outagamie County Airport and surrounding areas was briefly discussed. It was noted that the new "Connector" service serves this area. Mr. Kakatsch noted that East Central is working with the Town of Greenville on their comprehensive plan and that many have expressed interest in fixed route transit as part of that planning process. Mr. Kakatsch again noted that he would finalize the public participation plan and post the ad in the newspaper noting where to obtain a copy of the document. Ms. Voelzke noted that she would be willing to make sure copies were accessible at the transit centers and on the buses.

#### 5. Public Information Meeting Update

Mr. Kakatsch noted that he would like to plan one or more public information meetings on the TDP planning process for the upcoming spring/summer. Mr. Kakatsch questioned the committee if they had any thoughts on what might draw the best attendance and input. Ms. Bloomer felt that having two different times for individuals to attend would be appropriate. Mr. Kakatsch questioned Ms. Wetter whether or not she felt that having one of the sessions as part of the Transit Commission meeting. Ms. Wetter noted that she has briefly discussed this with the Transit Commission Chair and they have also discussed the notion of arranging Transit Commission meetings at different times of the day, as well as at different locations throughout the Fox Cities to cater to consumers or interested parties that want to attend. Ms. Wetter noted that having public input sessions as part of the Transit Commission meeting would definitely be an option.

Ms. Wetter also felt that giving TDP updates to the city councils and town and village boards would be an opportunity. Mr. Resick noted that many of those municipal meetings have a designated comment period in which maybe that could be an opportunity to gain TDP input from residents. Ms. Erickson noted that she enjoys the TDP updates that are given at the Transit Commission meetings and something similar which is short and precise may be beneficial to the towns, villages, and cities. The committee agreed with this approach. Mr. Kakatsch noted that he would coordinate with Valley Transit staff to arrange these meetings throughout the Fox Cities. Ms. Beckendorf noted that it would be best to wait until after the elections in April to hold any of these meetings, due to the fact that there will be new board/council representatives. Mr. Kakatsch noted that they will aim for late spring through summer.

Mr. Corelis noted that as many cost effective mechanisms to distribute information about public information sessions should be pursued because often individuals that would like to participate still do not get the appropriate information in a timely manner. Ms. Wetter noted that a number of opportunities will be provided and she hopes that the public participation is responsive. Ms. Voelzke noted that she is on WHBY monthly to give Valley Transit updates and would be willing to discuss this information on the radio. Ms. Wetter also noted that many stakeholders have websites and networks in which information could be shared ahead of time. Mr. Resick noted that there is a group called "Fox Communities Online" that may be able to assist with getting information on websites and distributing information throughout the Fox Cities. Mr. Resick also noted FoxPolitics.net might be another entity that may be willing to assist. Mr. Corelis noted that another possible venue could be Harmony Café in Appleton. Mr. Stratton felt that an e-mail tree would be extremely effective in distributing information quite rapidly.

#### 6. UW-Fox Valley Nonuser Survey Data Update

Mr. Kakatsch noted that Dr. Greg Peter and his sociology students have completed the nonuser survey at UW-Fox Valley and East Central has begun data entry into an SPSS software database for

analysis. Mr. Kakatsch noted that there were 163 surveys completed amongst students, staff, and faculty, which equates to about a 10 percent return. He noted that the analysis would be completed in time for the steering committee's next meeting in May.

Dr. Peter did note that he has put together some of the qualitative comments from the nonuser survey and distributed that information to the group. Dr. Peter noted that there are three parts to the packet: three focus group sessions with students at Appleton East High School, a "question of the day" which was posted in the UW-Fox Valley library which asked if students would use Valley Transit if it was free, and the written comments from question #31 of the nonuser survey. Dr. Peter noted that the general awareness of Valley Transit amongst students was relatively low. Dr. Peter briefly discussed image, perception, and stigma issues regarding Valley Transit and public transportation in general. He noted to keep in mind that many of the individuals making these comments may have never ridden the bus. Dr. Peter mentioned that he also gave extra credit to his students which rode the bus and did a short write-up about their experience. He discussed several examples with the group.

Ms. Erickson noted that some of these themes have been expressed to the Transit Commission in the past, yet it is a hard thing to address and change people's perception, especially if they have had a negative experience. Ms. Wetter briefly noted that there is a group looking at improving the image of the "Washington Square" area near the transit center, City Centre, and the public library. The need for more information at the transit center and various funding programs which may be suitable for some of these projects were also discussed. Ms. Wetter noted that police calls and various small-scale crimes and violations at the transit center have gone down. Mr. Corelis noted that it may be of benefit though for the Appleton Police Department to have a presence or sub-station at the transit center. Ms. Bloomer noted that she was shocked that many of the perception and stigma issues were coming from younger generations that have been more heavily exposed to social, racial, and economic diversity. Dr. Peter noted that he is interested to see the survey responses to the statement, "most people that use the bus are not like me."

#### 7. Future Nonuser Survey Opportunities

Mr. Kakatsch noted that there have been previous discussions about pursuing other nonuser survey opportunities. Mr. Kakatsch questioned the steering committee if that is still something that they wanted to pursue. Ms. Wetter expressed interested in doing a larger scale nonuser survey and strategic plan. Ms. Wetter noted that Valley Transit plans to do more market research as well. Ms. Wetter noted that these efforts should most likely be an effort outside of the TDP process due to the short remaining timeframe of the planning process and costs of conducting these efforts. She also noted that Valley Transit has begun looking at funding sources to conduct such efforts. Ms. Wetter noted that as they pursue and conduct such efforts, data could be incorporated into the remainder of the TDP process. Therefore, it was concluded by the steering committee that they would not take a leadership role in facilitating further nonuser surveys as part of the TDP process.

#### 8. Preliminary TDP Recommendations

Mr. Kakatsch noted that a two-sided sheet of preliminary TDP recommendations was included in their packet. Mr. Kakatsch explained that he has been maintaining a list of common themes and issues that have risen through various public input opportunities to date, as well as information that has been relayed to Valley Transit in recent years regarding services requests and suggestions, etc. Mr. Kakatsch noted that the list was broken down into major categories which include: routes and service, passes and fares, information and technology, planning and policy, marketing and education, bicycle and pedestrian connections, funding, and image. Mr. Kakatsch noted that fixed route recommendations/alternatives would be able to be tested in a travel demand model which includes a transit mode that East Central is currently working on in conjunction with HNTB.

Mr. Kakatsch noted that today he would like the steering committee to briefly brainstorm and identify any issues that they would like to see added to the list.

- a. Ms. Beckendorf noted that she agreed with one of the suggestions to reinstate old Route #9.
- b. Ms. Beckendorf also noted that she agreed with one of the suggestions to expand service on Midway Road to the medical clinic and multi-family/senior housing units.
- c. Mr. Corelis noted that Valley Transit should continue to participate in the redesign of local street projects.
- d. Mr. Resick noted that many of the recommendations to date address serving new developments/the urban fringe. He noted that although urban fringe development is a reality, service of the downtown/urban center must not be negatively impacted by new development.
- e. Ms. Keenan noted that she would like to see expansion of the Bus Buddy program to include all age groups.
- f. Ms. Bloomer noted that many high school aged children choose not to get a drivers license due to the cost of owning and operating a vehicle. Therefore, these groups should be targeted more directly to use transit service.
- g. Ms. Beckendorf noted that it would be nice to have discounted transit fares/passes for municipal employees with stake in Valley Transit.
- h. Ms. Beckendorf also felt that development of a school-aged children peer group system coordinated through Valley Transit may be of benefit to relieve safety concerns of for both children and their parents.
- i. Mr. Corelis noted that it would be nice to expand technological capabilities to get information via your cell phone. Ms. Wetter noted that the entire system would need to have GPS in order for that feature to be implemented and cost is definitely the issue. Ms. Voelzke noted that web-based technologies are currently being pursued by Valley Transit. Ms. Wetter felt that real-time information is extremely important.
- j. Mr. Stratton noted that it may be of benefit to expand the Connector to formal and informal park and ride sites beyond its current service area.
- k. Mr. Davis expressed that the mind-set of communities regarding density and development patterns need to change to in order for transit to be successful. It was noted that the Fox Cities Urbanized Area has the lowest population density and units per acre rate in Wisconsin. Ms. Wetter noted that lack of service in these areas is an unmet need and it will take some creative thinking on ways to cater to these areas in a cost-effective and convenient manner. Mr. Davis felt that demand responsive transit will need to continue growing over time in the Fox Cities. Ms. Wetter noted that the challenge is getting the costs of operation down.
- l. Ms. Beckendorf felt that online ticket printing should be a priority.
- m. Ms. Beckendorf also felt that the development of additional transit centers throughout the service area should be a priority. Ms. Wetter agreed and noted that the challenge is coordinate schedules between those nodes so that service is convenient and efficient.

#### 9. Next Meeting Date

Mr. Kakatsch thanked the committee for their participation and noted that the next steering committee meeting is scheduled for Thursday, May 22nd, 2008 at 1:30 pm at the Appleton City Hall in rooms 6 A/B.

SUMMARY OF PROCEEDINGS

Valley Transit: Transit Development Plan (TDP) Steering Committee  
East Central Wisconsin Regional Planning Commission  
Appleton City Hall, Room 6A/B  
Thursday, May 22nd, 2008  
1:30 pm

Committee Members Present

Deborah Wetter ..... Valley Transit  
Nicole Voelzke ..... Valley Transit  
Holly Keenan ..... Making the Ride Happen  
Tom Stratton ..... Outagamie County Health and Human Services  
Thom Ciske ..... Fox Cities Chamber of Commerce  
Allen Davis ..... Town of Grand Chute  
Jill Gretzinger ..... Easter Seals  
Dr. Greg Peter ..... UW-Fox Valley  
Jim Resick ..... Outagamie County UW-Extension  
Jason Kakatsch ..... East Central WI Regional Planning Commission

1. Welcome and Introductions

Mr. Kakatsch welcomed the committee and began introductions.

2. Approval of the Summary of Proceedings from February 28<sup>th</sup>, 2008

Mr. Stratton made a motion to approve the summary of proceedings from February 28th, 2008. The motion was seconded by Mr. Ciske and passed unanimously.

3. UW-Fox Valley Nonuser Survey Data Analysis

Mr. Kakatsch noted that Dr. Peter and some of his sociology students conducted a nonuser survey last semester. Mr. Kakatsch noted that materials analyzing their findings were included in the meeting packet. The target audience included students, faculty, and staff at UW-Fox Valley. It was noted that some of the qualitative data was shared by Dr. Peter at the last meeting. Mr. Kakatsch noted that there were a total of 163 surveys returned or roughly 10 percent of the total university population. Mr. Kakatsch briefly went through the materials analyzing the data. Some of the key findings in the analysis include:

- the typically respondent was a single, white, female student
- roughly 30 percent of respondents reside in the City of Appleton
- nearly 20 percent of respondents are commuters that reside outside of the Fox Cities
- previous use of Valley Transit was fairly split
- the majority of past and present users noted that they use the system less than once per month
- the majority of past and present users also noted that their primary use is for special events like Oktoberfest and events at the Performing Arts Center
- nearly 83 percent of respondents noted that they were not likely to use the system in the next 12 months even under numerous scenarios/service changes listed in the survey
- nearly 56 percent of respondents have access to 3 or more vehicles in their household
- roughly 56 percent of respondents also noted that the recent hike in gas prices has impacted their driving habits over the last 12 months
- such changes to driving habits include: combining trips and making fewer trips by car both had over a 50 percent response

- when asked at what price range for gas respondents would begin to make some changes to their driving habits, more than 20 percent noted between \$4.00 and \$4.50 per gallon
- 49 percent of all respondents noted that they are familiar with the bus stops throughout the Fox Cities
- 42 percent of respondents noted that travel time by bus takes too long
- the vast majority of respondents felt that Valley Transit is a needed service
- 58 percent of respondents noted that driving their own car is more convenient
- more than 70 percent of respondents felt that most people that use the bus are not like them

Ms. Wetter noted that based on the population that was surveyed, there is quite a bit of potential to attract new users to the system. She also noted that fixed route ridership has been increasing in conjunction with the recent hike in gas prices. Valley Transit continues to get inquiries from a diverse group of nonusers that want to learn more about transit. However, fuel costs for Valley Transit also continue to increase and it is projected that the system could experience a \$200,000 shortfall on fuel alone by year's end. Mr. Kakatsch questioned at what point Valley Transit would consider a fare increase to make up the difference. Ms. Wetter noted that the Fox Cities Transit Commission has asked her to begin examining that very issue. Ms. Wetter noted that there would be a series of public discussions and hearings if that does occur. Ms. Wetter feels that a fare increase is not the only answer in making up this shortfall. Ms. Wetter noted that she also plans to sit down with the municipal members to discuss what they could do financially to help. Ms. Wetter noted that a fuel escalator clause for Valley Transit II is saving the system from further financial challenges.

Ms. Voelzke mentioned that not only is Valley Transit receiving inquiries from individuals interested in the service, but a number of businesses are also showing interest in how transit can benefit them and their employees. Some businesses have offered to assist employees with their transit costs. Ms. Wetter was curious how representative the demographic responses were in comparison with the demographics of the university. Dr. Peter noted that he could access that information from the Student Services Department.

Mr. Kakatsch noted that also included in this chapter were comments related to a "question of the day" posted by Dr. Peter and his students outside the library at UW-Fox Valley. Students were asked, "would you use Valley Transit if it was free?" Responses were categorized (yes, no, maybe, can't). Mr. Stratton noted that some of the comments were a verbal slam against some transit users and does not think it is appropriate to list these comments in the final document because many are personal opinions with no justification. Mr. Kakatsch noted that the intent was to show the committee some of the comments that were received and some of the perceptions that are out there, however Mr. Kakatsch agreed that any negative comments regarding transit users should not be included in the document. Mr. Kakatsch noted that he will filter through those comments and include general themes echoed in this part of the plan.

Ms. Gretzinger questioned the merit of the comments and what purpose they will serve in the study. Mr. Kakatsch noted that the intent of this analysis is to gauge some of the misperceptions that are out there in the public and identify strategies to change them. Mr. Ciske questioned Mr. Kakatsch if any of the comments stood out to him as a theme. Mr. Kakatsch noted that one theme that stood out in particular came from young women that were concerned about their safety. Mr. Ciske asked Ms. Wetter if the drivers are trained to handle various safety related incidents or conflict between passengers. Ms. Wetter noted that they are. She noted that the incidence rate is extremely low. Ms. Wetter noted the presence of security cameras on all of the buses and the drivers are in constant communications with the dispatch center. Ms. Voelzke noted that the vast majority of police incident reports pertain to smoking and loitering. The issue of personal space and having control of your own personal space was also discussed. Mr. Kakatsch noted that of the 48 comments received via the "question of the day" board, only 15 of those comments could be interpreted as completely opposed to using transit.

Mr. Kakatsch explained that also included in the chapter was some analysis of comments received by Dr. Peter from students at Appleton East High School. Dr. Peter noted that he guest lectures with

sociology class at Appleton East and asked the students about their attitudes towards public transportation. Mr. Kakatsch and the Steering Committee thanked Dr. Peter for his work on this project. Ms. Wetter also noted that Valley Transit is pursuing a larger scale market/consumer research survey to identify strategies to increase ridership. The East Central Wisconsin Regional Planning Commission has agreed to help fund the survey. The project will go out for proposals in summer with a goal to complete this project by the end of the year.

#### 4. Peer Performance Evaluation

Mr. Kakatsch noted that the intent of this evaluation is to compare Valley Transit to its State, Midwestern, and National peers with regards to service operations, expenses, efficiency, etc. These peers included:

State: Beloit, Eau Claire, Fond du Lac, Green Bay, Janesville, Kenosha, La Crosse, Oshkosh, Racine, Sheboygan, Waukesha, Wausau

Midwestern: Dubuque (Iowa), Iowa City (Iowa), Decatur (Illinois), Springfield (Illinois), Bloomington (Indiana), Muncie (Indiana), Battle Creek (Michigan), Bay City (Michigan), Kalamazoo (Michigan), Muskegon (Michigan), St. Cloud (Minnesota)

National: Greeley (Colorado), Pittsfield (Massachusetts), Missoula (Montana), Broome County (New York), Salem (Oregon), Erie (Pennsylvania), Jackson (Tennessee), Bellingham (Washington)

Mr. Kakatsch noted that this peer group was chosen based upon recent analysis done by the State of Wisconsin and other transit peers across the State. Ms. Wetter noted that she would like to see Kenosha and Waukesha deleted from this evaluation due to the direct connection to the Milwaukee County Transit System, which is much larger than and not as comparable as the other systems. Mr. Kakatsch noted that he would eliminate them from the evaluation. Mr. Kakatsch questioned if Racine was a stand alone system. Ms. Wetter noted that there are some ties between Racine and some of the previously mentioned systems in the Milwaukee Metro Area and felt Racine should be taken out as well.

Mr. Davis noted that a number of the cities listed in the analysis have universities and felt that would skew the performance evaluation. Ms. Wetter noted that such cities may have substantial ridership coming from the university, especially if the transit system is under contract with the university to provide specialized service. Ms. Wetter felt that such cities with universities should be deleted or replaced by other comparable systems. Mr. Kakatsch encouraged the steering committee to contact him with suggestions, as researching such systems is very time consuming. Ms. Wetter suggested that the American Public Transportation Association be contacted for suggestions as well. Ms. Gretzinger felt that the biggest challenge in comparing systems similar to Valley Transit is the issue of population density.

Mr. Kakatsch began going through the performance evaluation. Items included in the peer performance evaluation included:

- service area population
- annual passenger miles
- annual unlinked trips
- trips per capita
- annual vehicle revenue miles
- annual vehicle revenue hours
- vehicles operated during maximum service
- vehicles available for maximum service
- operating ratios
- operating expense per vehicle revenue mile
- operating expense per vehicle revenue hour

- operating expense per passenger mile
- operating expense per unlinked passenger trip
- unlinked passenger trips per vehicle revenue mile
- unlinked passenger trips per vehicle revenue hour

Ms. Wetter noted that another challenge is comparing Valley Transit to other systems is that Valley Transit appears to be much larger than they really are. Ms. Wetter also explained how the system is evaluated at the federal level. Mr. Kakatsch noted that one figure that stood out was the percentage of the urbanized area that is served (within 4 blocks of a transit route) by Valley Transit, which is roughly 43 percent. Mr. Kakatsch reaffirmed that the Fox Cities Urbanized Area has the lowest population density for an urbanized area in the State, which is a definite challenge for Valley Transit. Mr. Resick questioned whether or not an examination of transit oriented development would be included in the final document. Ms. Wetter noted that it would a good opportunity to conduct an examination of land use and development patterns of peers in this section to see how other systems are doing with denser development patterns. Mr. Davis said that increasing density in the Fox Cities area is going to be a challenge, especially to a threshold that is going to be transit friendly. The notion that dense development is not highly desirable at this time and in this region was discussed. Mr. Resick noted that as our population continues to age, this may change. Mr. Kakatsch noted that he would look into additional urbanized areas that may be more comparable.

#### 5. Valley Transit Staff Input

Mr. Kakatsch noted that Valley Transit staff recently went through some training exercises in-house in which Valley Transit took the opportunity to gather input from staff on the TDP process, specifically service changes and improvement suggestions. Mr. Kakatsch distributed a list of those comments which were grouped into the following categories: routes and service, planning and policy, passes and fares, marketing and education, information and technology, bicycle and pedestrian connections, funding, image, and other. Mr. Kakatsch noted that he will bring back these comments when conducting the recommendations phase of the planning process.

#### 6. Route 11 and 20 Detours

Mr. Kakatsch noted that the College Avenue Bridge is scheduled to be under construction for roughly 18 months beginning this summer. Valley Transit currently has two routes that utilize that bridge, route 11 and route 20. Mr. Kakatsch explained how the travel demand model that is operated by the East Central Wisconsin Regional Planning Commission was used to assist (primarily analyzing traffic trips on the network when the bridge is under construction) in making detour decisions to these two routes. Ms. Wetter noted that public hearings were held to get public input on the detours. She also noted that several new areas will now receive service that may increase ridership on those routes. Mr. Kakatsch noted that it will be interesting to see how ridership on the detoured routes compares with what the transit model is projecting. Ms. Wetter expressed how happy she was with the planning process of those detours and noted the transit model will be a valuable tool in the recommendations phase of the TDP process.

#### 7. Public Information Meetings

Mr. Kakatsch noted that he, Ms. Wetter, and Ms. Voelzke met a couple weeks ago to discuss the public participation process and came to the conclusion that it should be delayed until this coming fall. It was determined that as much information from this process be available to the public to receive their reaction. Also, the transit mode of the travel demand model is still under construction and will not be completed until mid to late summer. This model will be an extremely valuable tool in analyzing route specific alternatives and recommendations. In response, the steering committee agreed that the public information meetings be scheduled for this coming fall. The steering committee split the service area into five mini-regions for these public information meetings, which include: eastern Appleton, northern Appleton/Grand Chute, downtown Appleton, Heart of the Valley, and Neenah/Menasha. Mr. Kakatsch suggested that these meetings have a brief presentation on the

planning process, showcase the transit model and its abilities, and show participants some route alternatives and recommendations in their area. Ms. Wetter also added that she feels participation would be better in the fall than in the summer.

Mr. Resick felt that it may be of benefit to try and coordinate this with other events to draw further public participation. He added that one particular group that may be of interest to coordinate with is ECOS, which is a sustainability group that meets in Menasha each month. Roughly 20 to 30 people attend these meetings and they have already discussed issues related to transportation and specifically transit. Mr. Kakatsch and former Valley Transit General Manager Chuck Kamp presented such issues at the group's kickoff meeting a couple years ago. Ms. Wetter noted that she would like to discuss stirring up participation for the downtown meeting with Appleton Downtown Inc. Ms. Voelzke also noted that she has been discussing the possibility of having the northern Appleton/Grand Chute public information meeting at the Fox River Mall and tie it into some other promotions. The idea of tying one of the public information meetings into the Fox Cities Transit Commission meeting was also brought up. Ms. Wetter recommended having the steering committee go through a test run of the public information meeting process at the next meeting in August, if the transit model is ready. Mr. Kakatsch also noted that they hope to have dates for the public information meetings lined up by then as well. Ms. Wetter noted that one thing that she would like to see is increasing the frequency of existing transit routes. Mr. Ciske added that he would be curious to see what fixed route service to faster growing areas like Greenville and Darboy would look like.

#### 8. Next Meeting Date

Mr. Kakatsch thanked the committee for their participation and noted that the next steering committee meeting is scheduled for Thursday, August 21st, 2008 at 1:30 pm at the East Central Wisconsin Regional Planning Commission Offices.

SUMMARY OF PROCEEDINGS

Valley Transit: Transit Development Plan (TDP) Steering Committee  
East Central Wisconsin Regional Planning Commission Offices  
Thursday, September 18, 2008  
1:30 pm

Committee Members Present

Deborah Wetter .....	Valley Transit
Nicole Voelzke .....	Valley Transit
Holly Keenan .....	Making the Ride Happen
Thom Ciske .....	Fox Cities Chamber of Commerce
Mark Harris .....	Winnebago County Executive
Jessica Beckendorf .....	City of Menasha
Mary Bloomer .....	Goodwill
Lynn Erickson .....	Valley Packaging
Jill Gretzinger .....	Easter Seals
Jon Corelis .....	Appleton Resident and Valley Transit User
Dr. Greg Peter .....	UW-Fox Valley
Sarah Behling .....	UW-Fox Valley
Jeff Kuepper .....	UW-Fox Valley
Jason Kakatsch .....	East Central WI Regional Planning Commission
Walt Raith .....	East Central WI Regional Planning Commission
Jerry Shadewald .....	HNTB
Arup Dutta .....	HNTB

1. Welcome and Introductions

Mr. Kakatsch welcomed the committee and began introductions.

2. Approval of the Summary of Proceedings from May 22<sup>nd</sup>, 2008

Mr. Ciske made a motion to approve the summary of proceedings from May 22<sup>nd</sup>, 2008. The motion was seconded by Ms. Erickson and passed unanimously.

3. Fox Cities Urbanized Area Transit Model Testing

Mr. Shadewald and Mr. Dutta began their presentation on the status of the Fox Cities Urbanized Area Transit Model and preliminary route testing conducted for Valley Transit. Mr. Dutta explained that the travel demand modeling process is a mathematical process in which trip making decisions are split into four steps: trip generation, trip distribution, mode choice, and traffic assignment. Aggregate datasets are also included, which contain land use, roadway attributes, transit attributes, and driver attributes. Mr. Dutta noted that the objectives of such modeling for transit are to estimate person trips on transit by provider, corridor, route, time period, and at each bus stop.

Mr. Dutta continued by explaining the service area included in the Northeast Wisconsin Travel Demand Model and that in addition to Valley Transit, other transit systems in the model include Oshkosh Transit, Fond du Lac Transit, and Green Bay Transit, to name a few. He also explained other key attributes associated with each system in the model including: headways, run times, walking speed, maximum walking distance, maximum path time, boarding penalties, perceived wait time factors, parking costs, and average fares, all of which impact transit trip generation in the model. Calibration and validation of the transit model was also discussed. Mr. Ciske questioned whether or not the headway times/peak hour service times for the system could be adjusted to see what type of ridership more frequent service would generate. Mr. Dutta explained that headway frequencies could be adjusted. Parking costs and levels of density were also briefly examined.

Mr. Dutta then examined some of the things that can be tested by the model. Such things include: boarding estimates for new routes, boarding comparisons for alternative routes, the effect of adding a new route on ridership of the other routes, and modifications of headways and run times. Things that can not be tested by the model include: bus stop location optimization, bus capacity modification effects, and bus time synchronization. Mr. Dutta also provided the group with additional things that could be evaluated by the model, such as: the effects of transit fare modifications, the effects of change in generalized automobile costs, and non-bus route introductions (i.e. light rail).

Ms. Wetter questioned whether or not demand responsive service, like The Connector or Valley Transit II (curb to curb/door to door service) could be modeled. Mr. Shadewald noted that although it would be extremely complex, adjustments could be made in model to make some assumptions. Mr. Raith noted that as the population ages, data can be incorporated into the model to project what ridership will look like on these services in 2020 or 2035.

The presentation continued with analysis of two new bus routes into the Fox Cities model. First, a route with service to the Town of Greenville/Outagamie County Airport/Fox River Mall was examined. Second, a route in northern Appleton with service to Thrivent and the Ballard/Evergreen Park and Ride lot was also examined. Both routes had to be coded into the model which include the roadway routes for the bus, bus stop locations, headways, and run times. The effects of a new route in northern Appleton on the current school tripper in that area were also examined.

Finally, Mr. Shadewald went over a timeline explaining the transit model objectives HNTB will continue to assist East Central with for inclusion in the TDP for Valley Transit. In addition to the coding of routes to be tested, HNTB will assist East Central in some demographic analysis, census geography mapping, and documentation. Mr. Kakatsch noted that he will continue to work with Valley Transit and the committee on getting route suggestions for testing to HNTB for testing. The idea of a Fox River Mall circulator route was also briefly discussed.

#### 4. Public Information Meetings

Mr. Kakatsch noted that he and Ms. Voelzke have been working on setting up some meetings to get public input on this planning process. At this point, these meetings are tentatively planned to be held in late October or early November. Meeting locations being examined include: Neenah/Menasha, Heart of the Valley, northern/eastern Appleton, Grand Chute/Greenville, and downtown Appleton. Mr. Kakatsch noted that he and Ms. Voelzke will continue to set up these meetings and provide the committee with necessary information as they are scheduled. Ms. Bloomer noted the importance to get feedback from the public on the planning process. Ms. Keenan noted that a big challenge is getting feedback from many consumers and offered to assist in getting consumer feedback, especially from her clientele. Ms. Wetter noted that it is important to mention that this is a planning exercise, not a plan that is set in stone for changes, but important to get reactions to some alternatives.

#### 5. Market Research Survey Update

Ms. Wetter noted that Valley Transit has hired a consultant, Dieringer Research Group Inc., to conduct some market/consumer research. The goal of the research project is to get some input from nonusers/potential customers on their opinions, attitudes, and perceptions of Valley Transit. A survey of a sample of Fox Cities residents will be conducted in the early fall with a final report to be concluded in late fall/early winter. These findings will also be incorporated into the TDP.

#### 6. Fares

Ms. Wetter noted that due to rapid increases in fuel and general operations costs, Valley Transit must examine a fare increase. It was noted that municipal budgets are tight and local units of government will most likely not be able to provide additional funding. Another factor in general operations costs is the rapid increase in paratransit ridership, which is up over 12% for the year. Ms. Wetter noted

that Valley Transit will be examining a fare increase and if it is considered to be the most feasible option to offset costs, Valley Transit will hold public hearings to get feedback from stakeholders, advocates, and consumers. Ms. Wetter also noted that there may be some federal assistance available, pending what happens with a recent federal fuel relief bill for transit systems.

## 7. Future Meetings

Mr. Kakatsch noted that he'd like the committee to meet more frequently as the TDP process comes to end. He noted that he would like to begin meeting once a month until the planning process is complete. Mr. Kakatsch questioned whether or not October 23<sup>rd</sup> or 30<sup>th</sup> would work for the committee. Both options were feasible for the vast majority of the group. Mr. Corelis noted that he'd prefer to meet back at Appleton City Hall or somewhere in downtown Appleton, which the committee was comfortable with. Ms. Wetter noted that she would look into reserving rooms 6 A/B at City Hall for either date. Mr. Ciske offered the Chamber of Commerce's meeting room as an option as well. Mr. Kakatsch noted a meeting packet would be mailed out a couple weeks in advance, noting the meeting date.

It was later determined that the next meeting would be held on Thursday, October 30<sup>th</sup>, 2008 at 1:30 p.m. in the lower level of the Fox Cities Chamber of Commerce Office in downtown Appleton.

SUMMARY OF PROCEEDINGS

Valley Transit: Transit Development Plan (TDP) Steering Committee  
Fox Cities Chamber of Commerce Offices  
Thursday, October 30<sup>th</sup>, 2008  
1:30 pm

Committee Members Present

Deborah Wetter ..... Valley Transit  
Sal LaPuma ..... Valley Transit  
Nicole Voelzke ..... Valley Transit  
Tom Luehring ..... Valley Transit  
Holly Keenan ..... Making the Ride Happen  
Thom Ciske ..... Fox Cities Chamber of Commerce  
Allen Davis ..... Town of Grand Chute  
Jessica Beckendorf ..... City of Menasha  
Mary Bloomer ..... Goodwill  
Jill Gretzinger ..... Easter Seals  
Jason Kakatsch ..... East Central WI Regional Planning Commission

1. Welcome and Introductions

Mr. Kakatsch welcomed the committee and began introductions.

2. Approval of the Summary of Proceedings from September 18<sup>th</sup>, 2008

Mr. Ciske made a motion to approve the summary of proceedings from September 18<sup>th</sup>, 2008. The motion was seconded by Ms. Bloomer and passed unanimously.

3. Transit Model Testing

Mr. Kakatsch began discussing various mapping that were generated by HNTB-Madison in the transit model. These maps included a breakdown of elderly populations, households with zero vehicles, minority populations, poverty populations, and transit dependent populations throughout the Fox Cities Urbanized Area. Each zone contains a transit factor, or the percentage of the population within that zone, that would most likely utilize transit. This data is useful in transit model testing for forecasting transit trips. Mr. Kakatsch then began discussing several route alternatives that were tested by HNTB in the model.

First, a route alternative which consolidates existing route 3 and 4 into a single route. Mr. Kakatsch noted that the transit model projects that when this alternative was tested, route 3 and 4 ridership increases by 5.6%, but it only results in a 0.2% increase in ridership system-wide. However, he emphasized that this is a consolidation of two routes into one. It was also projected that implementation of this route would also have various impacts on other routes in the system due to their interactions with each other. Routes 1 (0.6%), 5 (1.6%), 7 (1.2%), 8 (1.9%), 11 (0.8%), 20 (0.6%), and 30 (0.4%) each witnessed a slight increase. Routes 2 (1.5%), 6 (0.8%), 12 (2.2%), and 15 (0.1%) witnessed slight decreases. Routes 31, 32, and 41 were unaffected.

Second, the headway frequencies for all Valley Transit routes were doubled. By doing so the model projects that system-wide boardings increase by 90% with the total number of trips system-wide increasing by 58%. One trip may have multiple boardings. All routes on the system witnessed an increase in ridership under this scenario. Some increases were significant, some not. These include: Route 1 (168%), Route 2 (93%), Route 3 (219%), Route 4 (106%), Route 5 (134%), Route 6 (77%), Route 7 (202%), Route 8 (108%), Route 11 (147%), Route 12 (59%), Route 15 (41%), Route 20 (80%), Route 30 (104%), Route 31 (106%), Route 32 (126%), and Route 41 (79%). Mr.

Kakatsch noted that although implementation of this scenario is not fiscally feasible at this point in time, it could assist in analyzing where increased frequencies may be beneficially in the near future. Ms. Voelzke noted that increased frequencies on specific routes may only be needed during peak service hours, which would also help keep the costs down. Mr. Luehring noted that one route in particular that he would like to further examine, with regards to increased frequency, is Route 1 – Midway which at one point had half-hour service and has increasing ridership levels. Mr. Kakatsch noted that these items of discussion will be passed along to HNTB for further testing.

Next, an express route to the Fox River Mall was examined. This route which was tested would operate between the Downtown Appleton transit center and the Fox River Mall via College Avenue with limited stops to operate on a 30 minute headway. The transit model projects a 1.36% increase in system-wide ridership if this route was implemented. Again, implementation of this route would have impacts on other routes. Routes witnessing a decrease in ridership include: Route 2 (1.01%), Route 12 (8.33%), and Route 15 (2.19%). Routes witnessing an increase in ridership include: Route 1 (0.66%), Route 4 (1.55%), Route 5 (1.60%), Route 6 (2.46%), Route 7 (1.23%), and Route 8 (1.27%). Routes 3, 11, 20, 30, 31, 32, and 41 were unaffected. Mr. Luehring noted that this express route would cut headway times down by 15 minutes. Mr. Ciske questioned Valley Transit staff if they felt a 15 minute headway cut would be a big deal to users. Ms. Voelzke felt that any time reduction from origin to destination would be beneficial. Ms. Wetter also noted that it greatly depends on the types of connections that are available as well. Mr. Kakatsch noted that one alternative that has yet to be tested is the development of a circulator route that will provide service on a routine basis looping around the Fox River Mall and adjacent commercial areas with connection opportunities with routes origination from the downtown transit center.

Finally, a route alternative serving Wisconsin Avenue was examined. This route runs from the Fox River Mall in the west, down Wisconsin Avenue through the City of Appleton, and connecting to CTH OO to serve numerous transit dependent zones to the east to the Village of Little Chute. The transit model projects an increase of 190 boardings or 5.43% with the implementation of this route. Again, implementation of this route would have impacts on other routes. Routes witnessing a decrease in ridership include: Route 1 (0.66%), Route 2 (0.50%), Route 5 (10.70%), Route 6 (2.46%), Route 11 (0.87%), Route 20 (0.89%), and Route 30 (0.44%). Routes witnessing an increase in ridership include: Route 3 (2.50%), Route 4 (17.05%), and Route 7 (11.11%). Routes 8, 12, 15, 31, 32, and 41 were unaffected. Ms. Beckendorf noted that it may be of benefit to test the Fox River Mall express route on the western portion of the previously examined Wisconsin Avenue route, which would reduce some duplication. Mr. Kakatsch noted that is a great point, especially with the amount of service on College Avenue already and that he will bring that to the attention of HNTB for testing. Mr. Luehring also noted that some preliminary testing was done regarding potential service in the Town of Greenville, which would link to transit service at the Fox River Mall/Town of Grand Chute. Mr. Kakatsch concluded that there are still a number of alternatives that are scheduled to be tested in the model by HNTB.

#### 4. Market Research Survey Update

Ms. Voelzke noted that staff recently met with DRG out of Brookfield, who was awarded the contract, to discuss implementation of a market research survey. She noted that due to the upcoming elections, the phone survey would be held off until the elections are complete. She noted that the study should be finalized by year's end. DRG will be contacting Fox Cities residents that are served by Valley Transit to complete a phone survey that ranges from 8 to 10 minutes, with a goal of completing 425 surveys. This study will be critical in pinpointing new target audiences. Ms. Wetter noted that the study sample will be statistically valid by surveying a cross-section of Fox Cities residents. Ms. Voelzke also noted that she advised DRG to offer a survey mechanism which would be made available to individuals without landlines. It was concluded that an internet-based survey would be made available. Mr. Kakatsch hoped that findings of the study could be incorporated into the transit development plan.

## 5. Fare Increase Update

Ms. Wetter gave a brief overview of the Valley Transit fare increases, due to the increased cost of operations that will be going into effect on January 1, 2009. Ms. Wetter also noted that the Fox Cities Transit Commission could decide to reduce these fares in the future if the cost of fuel continues to come down. The table below illustrates the increases which were discussed.

Service	2008	2009	2009 with fuel surcharge*
Fixed Route Cash (5-64)	\$1.50	\$1.80	\$2.00
Fixed Route Cash (senior/disabled)	\$0.75	\$0.90	\$1.00
Kids on the Go	\$0.50	\$0.60	\$0.75
Day Pass	\$4.00	\$5.00	\$5.00
10 Ride Ticket	\$13.00	\$15.00	\$15.00
10 Ride Ticket (senior/disabled)	\$7.50	\$9.00	\$10.00
30 Day Pass	\$52.00	\$56.00	\$60.00
30 Day Pass (senior/disabled)	\$30.00	\$40.00	\$45.00
Valley Transit II (curb to curb)	\$3.00	\$3.60	\$4.00
Valley Transit II (premium)	\$5.00	\$6.00	\$6.00
Valley Transit II (Sunday)	\$11.00	\$11.00	\$11.00
Connector (within zone)	\$3.00	\$4.00	\$4.00
Connector (to or from zone)	\$1.50 + fixed route fare	\$2.00 + fixed route fare	\$2.00 + fixed route fare

\* A fuel surcharge would be implemented in July 2009 if the average fuel cost from January through June of 2009 exceeds \$3.61 per gallon.

## 6. Draft Transit Plan to Date

Mr. Kakatsch displayed a draft copy of the transit development plan to date and briefly outlined the sections covered in the plan. To date the plan includes the following sections:

- Transit Overview
- Ridership Profile
- Survey Comparison
- Route Ridership Patterns
- Evaluation of Performance with Goals and Objectives
- Nonuser Surveys
- Fox Cities Area Regional Transit Authority (RTA) Study Committee
- Market Research Survey
- Public Participation
- Recommendations

Mr. Kakatsch noted that copies of the draft plan would be mailed to the Steering Committee for discussion at the next meeting. He noted that the Market Research Survey, Public Participation, and Recommendations chapters are still in the works and will continued to be discussed up until the final plan is adopted. In addition, as part of the recommendations chapter, Mr. Kakatsch noted that he thought it would be beneficial for he, Valley Transit staff, and HNTB-Madison staff (who is currently conducting transit model testing) to sit down and finalize a list of transit alternative to be tested as part of this planning process. Ms. Wetter agreed that that would be beneficial and wondered if the final results could be shared with the steering committee at the next meeting. Mr. Kakatsch thought that would be feasible. Ms. Wetter noted that she would also like to share the plan with the Transit Commission. Mr. Kakatsch noted he would also get copies of the completed plan to the Commission.

## 7. Next Meeting Date

The meeting of the steering committee will be held on Thursday, December 11<sup>th</sup>, 2008 at 1:30 pm.

## SUMMARY OF PROCEEDINGS

Valley Transit: Transit Development Plan (TDP) Steering Committee  
Appleton City Hall Room 6A/B  
Thursday, December 11<sup>th</sup>, 2008  
1:30 pm

### Committee Members Present

Deborah Wetter .....	Valley Transit
Nicole Voelzke .....	Valley Transit
Holly Keenan .....	Making the Ride Happen
Thom Ciske .....	Fox Cities Chamber of Commerce
Jon Corelis .....	Citizen/Consumer
Jim Resick .....	Outagamie County UW-Extension
Mary Bloomer .....	Goodwill
Jill Gretzinger .....	Easter Seals
Jason Kakatsch .....	East Central WI Regional Planning Commission

### 1. Welcome and Introductions

Mr. Kakatsch welcomed the committee and began introductions.

### 2. Approval of the Summary of Proceedings from October 30<sup>th</sup>, 2008

Mr. Ciske made a motion to approve the summary of proceedings from October 30<sup>th</sup>, 2008. The motion was seconded by Ms. Voelzke and passed unanimously.

### 3. Transit Model Testing

Mr. Kakatsch noted that several transit route alternatives were discussed at the last meeting. Since then, Mr. Kakatsch and Valley Transit staff met with HNTB staff to identify several other route alternatives for testing. Mr. Kakatsch distributed copies of the analysis of these alternatives tested by HNTB. This analysis included all existing routes, with the exception of routes 3 and 4 which were consolidated into one route during the previous analysis done by HNTB. In addition to this consolidated route, the analysis also includes the doubling of AM and PM frequencies for routes 1, 7, 30, 31, 32, and the route replacing routes 3 and 4, inclusion of a new route with service to the Town of Greenville, and a modified route on Wisconsin Avenue with service to the Fox River Mall in the west and extending east to serve a new ThedaCare site, Thrivent, and the Ballard/Evergreen park and ride lot.

Mr. Kakatsch noted that by implementing all of the above mentioned alternatives, the transit model projected a 43 percent increase in daily boardings systemwide. If transfers are subtracted from this total, the model projects that the number of trips would increase by roughly 32 percent systemwide. Mr. Resick questioned whether or not these scenarios are anticipated to be cost-effective. Ms. Wetter noted that no cost-benefit analysis has been done to this point for these alternatives. She also noted that these alternatives would require additional vehicles and drivers which would increase expenses. Cost-benefit analysis will need to be done for these alternatives. Ms. Wetter did note that in the case of the Town of Greenville route, the town has noted that it would contribute financially by paying the local share. Mr. Kakatsch noted that the doubling of frequencies on several routes would also require more buses.

Mr. Kakatsch went over the rest of the model analysis. All of the routes witnessed an increase, besides route 12 which saw a roughly 23 percent decrease due to some competition with the Wisconsin Avenue route. All other routes witnessed increases between 6 and 160 percent.

Route	Percent Change
FOX ROUTE 1	132.00%
FOX ROUTE 2	10.05%
FOX ROUTE 3	
FOX ROUTE 4	106.00%
FOX ROUTE 5	9.78%
FOX ROUTE 6	19.17%
FOX ROUTE 7	160.49%
FOX ROUTE 8	14.65%
FOX ROUTE 11	25.66%
FOX ROUTE 12	-22.66%
FOX ROUTE 15	5.91%
FOX ROUTE 20	12.58%
FOX ROUTE 30	85.46%
FOX ROUTE 31	96.88%
FOX ROUTE 32	148.08%
FOX ROUTE 41	15.31%
WISCONSIN AVE.	New Route
GREENVILLE	New Route
Total	42.81%

Source: HNTB

Mr. Ciske questioned whether or not these alternatives should be prioritized. Ms. Wetter noted that if additional transit funding was authorized, most likely at the federal level, a list of priorities would be nice to have for short term implementation. Mr. Resick questioned whether or not the transit model factors in the cost of fuel. Mr. Kakatsch noted that the model does not directly include fuel costs as a factor, but the model could be coded in a way that makes transit a more attractive trip choice than the car. This figure can then be scaled up or down to calibrate with ridership patterns. Ms. Voelzke also noted that the model is not able to take into account employers that are willing to subsidize transit cost for their employees. Ms. Wetter noted that it would be important to continually take ridership counts and factor it into the model to further calibrate it over time. It was also noted that the counts that went into the model represent snap shot in time.

#### 4. Market Research Survey Update

Ms. Voelzke noted that the data has been collected and the market research firm should have a report prepared by the next TDP meeting. She noted that a good sample group representative of the Fox Cities participated in the survey. About one half of the participants were Appleton residents, while the second half represent the remaining municipalities of the Fox Cities/Valley Transit service area. Ms. Voelzke noted that she will share this report with the steering committee upon completion.

#### 5. Review of the Draft Transit Development Plan to Date

Mr. Kakatsch noted that he mailed draft copies of the TDP to date to steering committee members. To date these chapters include: a transit overview, a ridership profile (derived from an onboard survey), route ridership patterns (derived from the boarding and alighting counts), an evaluation of performance with goals and objectives, nonuser surveys, and the findings of the Fox Cities Area Regional Transit Authority (RTA) Study Committee. Mr. Kakatsch took comments and corrections on the draft plan. Mr. Kakatsch noted that the final product will also include a chapter on the findings of the market research survey, public input and comment, and recommendations.

The group began paging through the document chapter by chapter offering comments and corrections. Mr. Kakatsch noted that he would make the appropriate changes and corrections. The production of a smaller document/executive summary was also discussed. Mr. Kakatsch noted that in addition to the larger plan, he would also piece together a smaller executive summary document with key information and findings throughout this planning process. The group also talked about preliminary production and distribution.

#### 6. Future Meetings

It was determined that the next meeting would be held on Thursday, January 22<sup>nd</sup>, 2009 at 1:30 pm. Mr. Kakatsch noted that he plans to distribute a draft of the recommendations chapter to the committee for review at this meeting. These recommendations would then be prioritized based on feasibility. At that point, the final plan would be completed and opportunities for the public to comment on the plan would be held.

SUMMARY OF PROCEEDINGS

Valley Transit: Transit Development Plan (TDP) Steering Committee  
Appleton City Hall Room 6A/B  
Thursday, January 22<sup>nd</sup>, 2009  
1:30 pm

Committee Members Present

Nicole Voelzke ..... Valley Transit  
Holly Keenan ..... Making the Ride Happen  
Thom Ciske ..... Fox Cities Chamber of Commerce  
Allen Davis ..... Town of Grand Chute  
Jim Resick ..... UW-Extension – Outagamie County  
George Dearborn ..... Town of Menasha  
Jon Corelis ..... Citizen/Consumer  
Mary Bloomer ..... Goodwill  
Jill Gretzinger ..... Easter Seals  
Kathy Plank ..... City of Appleton - District 7 Candidate  
Jason Kakatsch ..... East Central WI Regional Planning Commission

1. Welcome and Introductions

Mr. Kakatsch welcomed the committee and began introductions.

2. Approval of the Summary of Proceedings from December 11<sup>th</sup>, 2008

Mr. Ciske made a motion to adopt the summary of proceedings from the December 11<sup>th</sup>, 2008 meeting. The motion was seconded by Ms. Voelzke and passed unanimously.

3. Market Research Survey Findings

Mr. Kakatsch noted that a market research survey has been conducted by The Dieringer Research Group, Inc. on behalf of Valley Transit and the East Central Wisconsin Regional Planning Commission. Their findings were prepared in a final report, in which Mr. Kakatsch has summarized for inclusion in the TDP. That summary chapter was included in the meeting packet. Mr. Kakatsch and Ms. Voelzke briefly went through the summary of the 367 completed surveys with the committee. Such findings included:

- The typical respondent is female, an Appleton resident, 46 years old, has an annual income of \$67,000, uses a personal vehicle as their primary mode of transportation, is married, white, employed full-time, and has some level of college education.
- Overall awareness of Valley Transit is high.
- Valley Transit usage is low.
- Of those that use the system, service satisfaction is high.
- Future use of Valley Transit is anticipated to be low.
- The majority of perception related comments were positive (82 percent).
- The vast majority of respondents feel that Valley Transit is a benefit to the community (88 percent).

4. Case Study: Boulder, Colorado

Mr. Kakatsch noted that he was contacted by Mr. Corelis after the last steering committee via e-mail which outlined some research he had done regarding the multi-modal transportation system in Boulder, Colorado. Mr. Kakatsch noted that a copy of that e-mail was included in the meeting packet. Some of the findings concluded that the Boulder Urbanized Area and the Fox Cities

Urbanized Area are both similar with regards to population, land area, density, and demographics. The one big difference though between the two urbanized areas is that Boulder is home to a major state university, the University of Colorado. Recent planning processes in the Boulder area have focused on a multi-modal and regional transportation network. Mr. Corelis also discussed Boulder's extensive technology systems used for communication of transportation information and an Eco-Pass program used by over 800 employers throughout the area. Both Mr. Corelis and Mr. Kakatsch felt that the multimodal system in Boulder could be a long range model for the Fox Cities Urbanized Area. Mr. Kakatsch thanked Mr. Corelis for all of his research.

## 5. Draft Recommendations

### New Routes and Service:

- Consolidation of Routes 3 - Mason and 4 – Richmond into one route
- Wisconsin Avenue Route
- Service to the Town of Greenville
- Doubling of Frequencies on Routes 1, 7, 30, 31, And 32

### Existing Routes and Service:

- Route 1 – Improve access to UW – Fox Valley and commercial areas along the route.
- Route 11 (currently detoured) – Upon completion of the College Avenue Bridge, examine increased service to the Village of Kimberly, the Town of Buchanan, and eastern Appleton due to commercial/industrial development.
- Route 12 –Serve Sam's Club on the inbound trip, rather than the outbound trip and adjust the time points at Fox Valley Technical College (:00 rather than :02 on the hour for the outbound trip) and Appleton West High School (:35 rather than :37 on the hour for the inbound trip).
- Route 20 (currently detoured) – Upon completion of the College Avenue Bridge, examine peak hour service and an inner/circulator route in Kaukauna.
- Route 41 – Better coordinate interaction with Route 10 which is provided by the City of Oshkosh for intercity transit to Neenah. Extended service to West American Drive should also be considered due to recent commercial and industrial development.

### Other System Recommendations:

- Conducting a cost-benefit analysis of operating Valley Transit II (ADA paratransit) in-house.
- Reduce route lengths where boarding and alighting counts are low to nonexistent – decrease residential service and increase arterial service.
- Eliminate areas of duplicated service between Call-A-Ride/Dial-A-Ride/Connector.
- Extend peak hour service in the afternoons/increase frequency.
- Reduce travel and transfer times.
- Cover more area instead of backtracking on routes.
- Review and adjust routes more frequently than annually.
- Flexible routes that can be adjusted based on bad weather/traffic/etc.
- Initiate discussions with Green Bay Metro on examining intercity bus transportation.
- Service to Fox Cities Stadium for games.
- Renew discussions with Combined Locks for service.
- Development of multiple transit centers/transfer centers throughout the service area.
- Serve businesses on Grande Market Drive west of McCarthy Road.
- Make a connection to the VA Milwaukee shuttle at 7:00 am.
- Examine ways to incorporate recent service requests into service areas without major changes:
  - Affinity Pediatrics in Neenah
  - Intersection of Racine Street and Midway Road
  - Evergreen Drive and Ballard Road Medical offices/Park and Ride
  - Railroad Street and Kimberly Avenue in Kimberly
  - Later service to Wal-Mart in Neenah
  - Park and Ride lot in Greenville

- Indoor Skate Park in Kimberly
- Time Warner Cable on Plank Road

#### Passes and Fares:

- a student bus pass program (K – 12/universities/technical colleges).
- expand the number of outlets where tickets can be purchased.
- examine online ticket printing.
- a frequent user discounts/rewards program/daily specials.
- charge a premium fare for peak hour service.

#### Information and Technology:

- the use of color coded signage along the routes to match up with route maps.
- use reflective tape on signage so it is more visible at night.
- continue to utilize the transit model maintained by the East Central Wisconsin Regional Planning Commission.
- include minor civil division (MCD) boundaries on all routes maps and riders guides.
- coordinated expansion of the Bus Buddy Program with Making the Ride Happen to include all age groups.
- expansion of Intelligent Transportation Systems (ITS) such as:
  - global positioning systems (GPS) on buses.
  - cell phone technology with real-time updates (GPS is needed on the buses).
  - message boards at the transit center with important real time information.
  - wireless internet on buses.
  - audio/visual entertainment on buses.

#### Planning and Policy:

- further examination and implementation of a regional transit authority (RTA) pending statewide enabling legislation.
- participation in the planning and design of the reconstruction of Wisconsin Avenue.
- expanded involvement in land use planning and development efforts to curb sprawl and facilitate transit oriented development patterns, but continue to maintain extensive service in downtown Appleton and other central business districts where the densities are higher.
- continue to participate in security/evacuation plans.

#### Marketing and Education:

- target potential teen users that choose not to get a drivers license due to increasing costs of vehicle operation and maintenance.
- invest/market more heavily in the notion that Valley Transit is an affordable alternative to commuting.
- invest/market more heavily to a vast market of residents not aware of Valley Transit.
- continue to pursue feasible marketing partnerships with other agencies and organizations.
- expand discussions with major employers to subsidize transit cost for employees.
- participation in area Health and Wellness Fairs.

#### Bicycle and Pedestrian Connections:

- participate in regional Safe Routes to Schools Programs.
- bike rack/bus schedule training at schools in connection with the Safe Routes to Schools Program – coordination with other safety efforts (i.e. police departments and bike rodeos).
- increased access to bicycle and pedestrian facilities for better utilization of the bike racks.
- installation of larger bike racks on future buses and as bike rack usage continues to increase. It was determined that larger bike racks are not mechanically feasible on the current buses.

#### Funding:

- continued pursuit of JARC/WETAP and other alternative grants and funding sources to fund the Connector service.
- continued pursuit of other nontraditional funding opportunities both public and private, for both operation and capital improvements.
- further examine the staffing of a mobility manager, with the potential pursuit of a federal New Freedom grant for start-up.

#### Image:

- continue to enhance the public image/perception of the Appleton Transit Center.
- enhance the public image/perception of public transportation throughout the region by expanding education and outreach efforts particularly to groups not aware of Valley Transit. Future marketing efforts should also focus on the notion that the bus system is alternative to commuting by vehicle.
- increase staffing presence at the Appleton Transit Center (staff, community leaders, police, etc.).
- pursue "Safe Place" signage for the transit centers.
- recruitment of minority staff, particularly bus drivers (especially Hispanic and Hmong).
- reexamine the Carry-on Policy to have more flexibility for the consumer.

#### 6. Public Input and Review

Mr. Kakatsch noted that he planned to have a draft plan completed in February so that a public review and input process could be conducted in February and March, prior to the steering committee's final meeting in March. Mr. Kakatsch noted that the final meeting in March would include a report of the public input on the draft plan and the eventual adoption of a plan for final consideration by the Fox Cities Transit Commission, most likely in April. Mr. Kakatsch and Ms. Voelzke noted that they would plan and market the public input sessions.

#### 7. Future Meetings

The final meeting of the steering committee was scheduled for Thursday, March 19th at 1:30 pm in room 6 A/B of the Appleton City Hall.

SUMMARY OF PROCEEDINGS

Valley Transit: Transit Development Plan (TDP) Public Input Session and Steering Committee Meeting  
Appleton City Hall Room 6A/B  
Thursday, March 19, 2009  
1:30 pm

Committee Members Present

Deborah Wetter ..... Valley Transit  
Nicole Voelzke ..... Valley Transit  
Mark Harris ..... Winnebago County Executive  
Tom Stratton ..... Outagamie County Department of Health and Human Services  
Thom Ciske ..... Fox Cities Chamber of Commerce  
Allen Davis ..... Town of Grand Chute  
Jim Resick ..... UW-Extension – Outagamie County  
George Dearborn ..... Town of Menasha  
Jon Corelis ..... Citizen/Consumer  
Mary Bloomer ..... Goodwill  
Jill Gretzinger ..... Easter Seals  
Jason Kakatsch ..... East Central WI Regional Planning Commission

Others Present

Jackie Ranes ..... Lutheran Social Services P.W.D.  
Corrine Goldgar ..... Citizen

1. Welcome and Introductions

Mr. Kakatsch welcomed the committee and began introductions.

2. Approval of the Summary of Proceedings from January 22, 2009

Mr. Ciske made a motion to adopt the summary of proceedings from the December 11<sup>th</sup>, 2008 meeting. The motion was seconded by Mr. Davis and passed unanimously.

3. Draft Transit Development Plan Presentation

Mr. Kakatsch began a presentation on the transit development plan. His presentation included:

- A transit overview
- Ridership profile
- Survey comparisons
- Route ridership patterns analysis
- An evaluation of performance with goals and objectives
- Nonuser surveys
- Fox Cities Regional Transit Authority (RTA) Study Committee findings
- Market research survey findings
- Recommendations
- Public input

Recommendations for improving the system over the next five years include:

New Routes and Service:

- Consolidation of Routes 3 - Mason and 4 – Richmond into one route

- Wisconsin Avenue Route
- Service to the Town of Greenville
- Doubling of Frequencies on Routes 1, 7, 30, 31, And 32

#### Existing Routes and Service:

- Route 1 – Improve access to UW – Fox Valley and commercial areas along the route.
- Route 11 (currently detoured) – Upon completion of the College Avenue Bridge, examine increased service to the Village of Kimberly, the Town of Buchanan, and eastern Appleton due to commercial/industrial development.
- Route 12 –Serve Sam's Club on the inbound trip, rather than the outbound trip and adjust the time points at Fox Valley Technical College (:00 rather than :02 on the hour for the outbound trip) and Appleton West High School (:35 rather than :37 on the hour for the inbound trip).
- Route 20 (currently detoured) – Upon completion of the College Avenue Bridge, examine peak hour service and an inner/circulator route in Kaukauna.
- Route 41 – Better coordinate interaction with Route 10 which is provided by the City of Oshkosh for intercity transit to Neenah. Extended service to West American Drive should also be considered due to recent commercial and industrial development.

#### Other System Recommendations:

- Conducting a cost-benefit analysis of operating Valley Transit II (ADA paratransit) in-house.
- Reduce route lengths where boarding and alighting counts are low to nonexistent – decrease residential service and increase arterial service.
- Eliminate areas of duplicated service between Call-A-Ride/Dial-A-Ride/Connector.
- Extend peak hour service in the afternoons/increase frequency.
- Reduce travel and transfer times.
- Cover more area instead of backtracking on routes.
- Review and adjust routes more frequently than annually.
- Flexible routes that can be adjusted based on bad weather/traffic/etc.
- Initiate discussions with Green Bay Metro on examining intercity bus transportation.
- Service to Fox Cities Stadium for games.
- Renew discussions with Combined Locks for service.
- Development of multiple transit centers/transfer centers throughout the service area.
- Serve businesses on Grande Market Drive west of McCarthy Road.
- Make a connection to the VA Milwaukee shuttle at 7:00 am.
- Examine ways to incorporate recent service requests into service areas without major changes:
  - Affinity Pediatrics in Neenah
  - Intersection of Racine Street and Midway Road
  - Evergreen Drive and Ballard Road Medical offices/Park and Ride
  - Railroad Street and Kimberly Avenue in Kimberly
  - Later service to Wal-Mart in Neenah
  - Park and Ride lot in Greenville
  - Indoor Skate Park in Kimberly
  - Time Warner Cable on Plank Road

#### Passes and Fares:

- a student bus pass program (K – 12/universities/technical colleges).
- expand the number of outlets where tickets can be purchased.
- examine online ticket printing.
- a frequent user discounts/rewards program/daily specials.
- charge a premium fare for peak hour service.

#### Information and Technology:

- the use of color coded signage along the routes to match up with route maps.
- use reflective tape on signage so it is more visible at night.

- continue to utilize the transit model maintained by the East Central Wisconsin Regional Planning Commission.
- include minor civil division (MCD) boundaries on all routes maps and riders guides.
- coordinated expansion of the Bus Buddy Program with Making the Ride Happen to include all age groups.
- expansion of Intelligent Transportation Systems (ITS) such as:
  - global positioning systems (GPS) on buses.
  - cell phone technology with real-time updates (GPS is needed on the buses).
  - message boards at the transit center with important real time information.
  - wireless internet on buses.
  - audio/visual entertainment on buses.

#### Planning and Policy:

- further examination and implementation of a regional transit authority (RTA) pending statewide enabling legislation.
- participation in the planning and design of the reconstruction of Wisconsin Avenue.
- expanded involvement in land use planning and development efforts to curb sprawl and facilitate transit oriented development patterns, but continue to maintain extensive service in downtown Appleton and other central business districts where the densities are higher.
- continue to participate in security/evacuation plans.

#### Marketing and Education:

- target potential teen users that choose not to get a drivers license due to increasing costs of vehicle operation and maintenance.
- invest/market more heavily in the notion that Valley Transit is an affordable alternative to commuting.
- invest/market more heavily to a vast market of residents not aware of Valley Transit.
- continue to pursue feasible marketing partnerships with other agencies and organizations.
- expand discussions with major employers to subsidize transit cost for employees.
- participation in area Health and Wellness Fairs.

#### Bicycle and Pedestrian Connections:

- participate in regional Safe Routes to Schools Programs.
- bike rack/bus schedule training at schools in connection with the Safe Routes to Schools Program – coordination with other safety efforts (i.e. police departments and bike rodeos).
- increased access to bicycle and pedestrian facilities for better utilization of the bike racks.
- installation of larger bike racks on future buses and as bike rack usage continues to increase. It was determined that larger bike racks are not mechanically feasible on the current buses.

#### Funding:

- continued pursuit of JARC/WETAP and other alternative grants and funding sources to fund the Connector service.
- continued pursuit of other nontraditional funding opportunities both public and private, for both operation and capital improvements.
- further examine the staffing of a mobility manager, with the potential pursuit of a federal New Freedom grant for start-up.

#### Image:

- continue to enhance the public image/perception of the Appleton Transit Center.
- enhance the public image/perception of public transportation throughout the region by expanding education and outreach efforts particularly to groups not aware of Valley Transit. Future marketing efforts should also focus on the notion that the bus system is alternative to commuting by vehicle.

- increase staffing presence at the Appleton Transit Center (staff, community leaders, police, etc.).
- pursue "Safe Place" signage for the transit centers.
- recruitment of minority staff, particularly bus drivers (especially Hispanic and Hmong).
- reexamine the Carry-on Policy to have more flexibility for the consumer.

#### 4. Public Input

Mr. Kakatsch addressed several questions about the planning process, however no additional comments or input was received.

#### 5. Input from Previous Public Input Sessions

##### **Wednesday, March 4, 2009 – 10:00 AM**

##### **(East Central Wisconsin Regional Planning Commission) – 25 attendees**

- Examine opportunities to increase school-aged children ridership.
- Concern regarding how a Regional Transit Authority (RTA) is formed, governed, and represented. Municipalities should have the right to determine whether to participate or not. Concern that a local sales tax would drive businesses away was also expressed.
- Regional Transit Authorities should be limited to mass transit and not street, highway, and bridge projects.
- Continue to advocate for federal legislation that will exempt Valley Transit from the loss of federal operating assistance.

##### **Wednesday, March 11, 2009 – 5:30 PM**

##### **(Appleton Public Library – Lower Level) – 5 attendees**

- Consider smaller or hybrid buses for Valley Transit's next bus fleet.
- Improve access to UW-Fox Valley.
- Valley Transit should work with local school districts to begin educating students about public transportation at a young age.
- Offer, encourage, and market bus transportation for more special/community events (i.e. Earth Day).
- Begin planning for passenger rail now.
- Provide access to Thrivent.
- Provide access to Fox Valley Lutheran.
- Valley Transit should take the lead in implementing a free bicycle or bicycle rental type program.
- Take advantage of the green movement to further market public transportation.
- Work with local schools, especially universities and colleges, to subsidize public transportation for students.
- Implementation of a Regional Transit Authority (RTA) pending enabling legislation.
- Do not charge a premium fare for peak hour service. This is a disincentive for avid transit users.
- Consider having "bus greeters" on all buses to ensure comfort and peace of mind amongst all users.
- Pursue intelligent information system (ITS) technologies such as GPS (global positioning systems) to provide real time transit related information to all users via cell phones, computers, message boards, etc.
- Consider a no-idle policy due to the effects of unnecessary pollution and wasted energy.
- Work with communities to develop disincentives for automobile users (i.e. increased parking costs) to encourage transit use.

**Monday, March 16, 2009 – 3:30 PM**  
**(Fox Valley Technical College – Room A160) – 2 attendees**

- Like the Greenville route.
- Concern with Kobussen losing the Valley Transit II contract.
- There needs to be better communication/public input opportunities from Valley Transit when important decisions are made with regards to service changes (i.e. Valley Transit II).
- Concern with the vehicle fleet that will be used by Running Inc. for Valley Transit II.
- Concern with potential Valley Transit II scheduling glitches in the upcoming transfer between Kobussen and Running Inc. Will the phone number be the same? If not, has Valley Transit marketed this information to consumers?
- Concern that costs were more important to Valley Transit than quality of service for consumers in the recent Valley Transit II contract process.
- Concern with Kobussen drivers losing their jobs and the potential of having new Valley Transit II drivers. Consumers have developed bonds with Kobussen drivers for many years.
- Concern about accessibility in the bathrooms at the transit center.

**E-Mails and Comment Sheets Received**

- My son with a disability uses public transit and the paratransit as a student in special education at Neenah High School. As far as I know, it works well for those students, thanks for the good work!
- Valley Transit should be promoted more to kids to use it to get to the mall or wherever. Too often we parents just jump in the car and take them. Sadly, I am one of those parents. I did have my daughter when in 8<sup>th</sup> grade use the bus with a friend to get to the mall. They were curious and I thought it would be fun for them. I remember as a child riding the bus from Menasha to Appleton on the weekend just to walk around the avenue with friends. My child and her friend didn't find it too exciting so I guess that shows the times of kids now a days appreciate things differently. So many kids have their own cars now or are able to use their parents for any time they need a ride.
- It would be nice if, with all the "green" going on that we promote more public transit when able to kids or at least to buddy up in cars. It seems that many don't even carpool, they all drive to themselves to school, school events, etc.
- Thanks for the opportunity to comment.
- Develop Information packets for distribution to the community (we keep hearing the same questions from the public)
- Bus mileage & maintenance costs versus bus size
- How many rider to account for the future federal budget short-fall pending
- Cost of driving car versus riding the bus
- Develop a Hybrid/Green Bus acquisition plan for community visibility (note that Frank Tower (Mayor) in Oshkosh is **now** buying 3 hybrids for their system and claims that it is economically justifiable even in today's monetary climate.
- Develop bus system service overlay by community, showing stores, places of interest, high density dwelling to help get local community input on logical route needs versus existing service.
- Airport bus service, matched to flights
- Routes to churches on Sunday... people have a different attitude to time on Sunday and are more likely to ride; could reach a different segment of the community with this.
- Coordinate service with bus routes, park & rides, etc
- Have buses set-up to handle large numbers of grocery bags, etc for shoppers, carts
- Get communities to install bike racks in support of the bus rack service
- Develop more crossing bus routes to increase number of transit hubs and shorten overall time to get to places in the wider community
- As trials for rider ship increase, try:
- Increase the frequency of certain routes

- Cut the fair on routes that tie in with park & ride to encourage larger rider ship to work, events, etc. that would just use the car without incentive
- Schedule more fun special trip service in the city in coordination with communities
- Evaluate a smaller more flexible on demand bus option for the general public in smaller communities

#### 6. Plan Adoption

Mr. Ciske noted that he is pleased with the planning process and that the amount of time, effort, and participation put into the process shows that transit is important to the community. Mr. Ciske made a motion to adopt the Valley Transit – Transit Development Plan and Executive Summary Report as presented. The motion was seconded by Ms. Bloomer and passed unanimously.

#### 7. Next Steps

Mr. Kakatsch thanked everyone for their participation throughout the entire planning process. He noted that the next step will be to take the plan to the Fox Cities Transit Commission in April for adoption. Once it is adoption by the transit commission, Mr. Kakatsch will coordinate the plan's production and distribution with Valley Transit.

Ms. Voelzke briefly explained that Valley Transit now has a trip planner through Google.

#### 8. Adjourn

The meeting adjourned at 3:00 PM.

## MINUTES— FOX CITIES TRANSIT COMMISSION

April 15, 2009

### Commissioners present

Allen Davis  
Lynn Erickson  
Roger Kanitz  
Dick Kendall  
Carolyn Mewhorter (Vice-Chair)  
Aldersperson Joe Martin  
Aldersperson Chad Van Daalwyk

### Staff present

Deborah Wetter, General Manager  
Sal LaPuma, Assistant General Manager  
Chris Doverspike, Recording Secretary

### Others present

Chris Behrens – City of Appleton  
Jason Kakatsch, ECWRPC

### Commissioners Excused

Chuck Rundquist (Chair)

Vice-Chair Mewhorter called the meeting to order at 3:00 p.m.

### APPROVAL OF MINUTES

There being no questions, a motion to approve the minutes of the March 25, 2009 meeting was approved. (6/0)

### APPEARANCES

There were no appearances.

### ACTION ITEMS

#### Approval of Fox Cities Transit Development Plan (TDP)

Ms. Wetter said after two years of planning and discussion, a plan was ready to present, and she asked Jason Kakatsch of East Central Wisconsin Regional Planning Commission to provide a brief summary. Mr. Kakatsch said all commissioners had received a copy of the full report, but he referred to the executive summary which highlighted the major recommendations. This five-year plan outlined potential service improvements that could be implemented. As part of the plan, the existing conditions of the system were analyzed, including ridership data. On-board surveys were done, both of rider characteristics and of boarding and alighting counts. Valley Transit was also evaluated against other state and national transit system peers. A Regional Transit Authority Study Committee, was formed and looked into the potential for RTA enabling legislation. A market research survey was also performed in which non-users were questioned. Finally a Travel Demand Model was used to forecast ridership of different route alternatives and the affect of the alternatives on the system as a whole. The model was used to assess the impacts of proposed recommendations before they were included in the TDP.

Major recommendations included the consolidation Routes 3 and 4 which have been under-performing for several years. Service from downtown Appleton along Wisconsin Avenue westbound to the Fox River Mall was recommended. Additional service route from downtown eastbound along Northland Ave. would serve Thrivent Financial, North High School, and a Ballard Park 'n Ride, among other businesses in the growing area. Another route proposed would operate in the Greenville Industrial Park, and would serve the Outagamie County Airport, the Fox River Mall, as well as residential areas of the town. Increasing route frequencies on 1-Midway, 7-Ballard, 30-Neenah/Menasha, and 31/32 East and West Inner Neenah has also been proposed. The Travel Demand Model has shown that a 43% increase in ridership could be realized from these service improvements. A cost-benefit analysis was not done and would be needed to determine the feasibility of implementing the recommendations.

Answering Mr. Kendall's question, Mr. Kakatsch said that all the associated demographic data that could be obtained was fed into the travel model to predict the most logical and beneficial solutions. The demographic data included number of autos per household, people per household, local household income, boarding and alighting numbers, and others.

Mr. Kakatsch said that other recommendations were made including passes, fares, student bus programs, and other technology upgrades that provided real time information, GPS, cell-phone technology, policy, education and new funding source recommendations. Gas prices would also play into implementation of any of recommendations. A motion was made to approve the Fox Cities Transit Development Plan (TDP). The motion was seconded and passed 7/0.