VALLEY TRANSIT
TRANSIT DEVELOPMENT PLAN

EXECUTIVE SUMMARY REPORT

March 2009

Prepared for
Valley Transit
Valley Transit - Transit Development Plan (TDP) Steering Committee

Prepared by
East Central Wisconsin
Regional Planning Commission

VALLEY TRANSIT

TRANSIT DEVELOPMENT PLAN

EXECUTIVE SUMMARY REPORT

MARCH 2009

Prepared by the

EAST CENTRAL WISCONSIN REGIONAL PLANNING COMMISSION

EAST CENTRAL WISCONSIN REGIONAL PLANNING COMMISSION

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ABSTRACT

TITLE:	VALLEY TRANSIT TRANSIT DEVELOPMENT PLAN – EXECUTIVE SUMMARY REPORT
CONTACT:	Jason Kakatsch, Principal Planner
AUTHORS:	Jason Kakatsch, Principal Planner
SUBJECT:	An evaluation of transit services in the Fox Cities Area and recommendations for improved service.
DATE:	March 2009
PLANNING AGENCY:	East Central Wisconsin Regional Planning Commission
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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 2.

Population

The estimated population of the Fox Cities Urbanized Area for 2005 was 213,568. 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.

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.

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 illustrated in Exhibit 4.

Changing Work and Shopping Habits

The Fox Cities has seen a rapid change in employment characteristics over the last several decades. In 1969, nearly 65 percent of the nearly 36,000 employees were in manufacturing. In 2000, that percentage was reduced to just 26 percent with service related jobs accounting for nearly 43 percent.

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.
- Increasing Incomes.
- Increasing Elderly Population.
- Changing Elderly Needs.
- Expanding Needs of Disabled Populations.

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. 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. Boarding and alighting count data will be analyzed in the *Route Ridership Patterns* chapter.

Fares

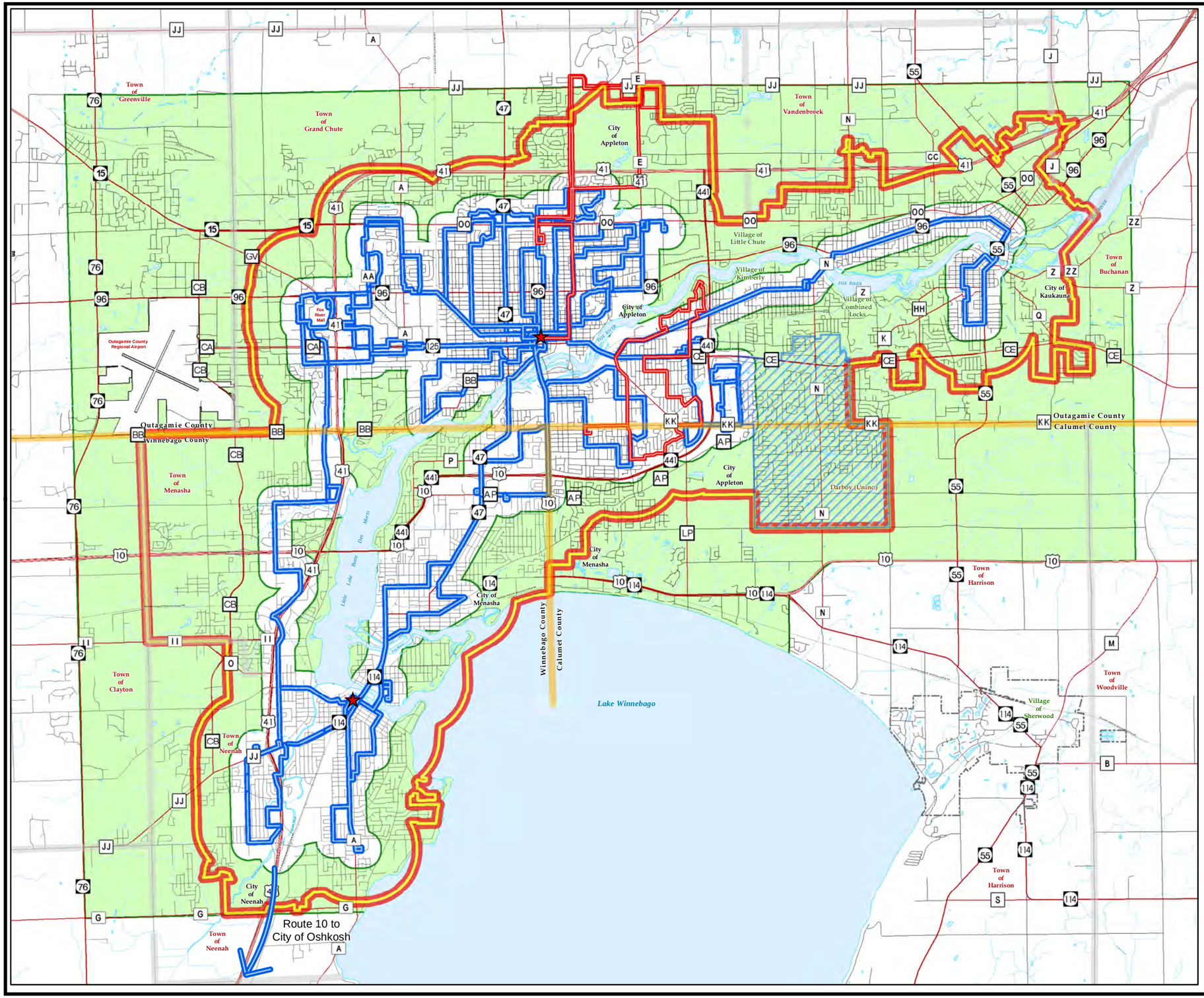
TABLE 1
FIXED ROUTE FARES

Fare Type	Rate
Standard Cash	$1.80
Cash (Senior/Disabled)	$0.90
Children 4 and under	Free
Transfers	Free
Day Pass	$5.00
10 Ride Ticket	$15.00
10 Ride Ticket (Senior/Disabled)	$9.00
30 Day Pass	$56.00
30 Day Pass (Senior/Disabled)	$40.00

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.

Exhibit #2

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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Scale in Miles

Prepared By
EAST CENTRAL WISCONSIN
REGIONAL PLANNING COMMISSION - SEPTEMBER 2008

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TABLE 3
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

Changes in Service

Since the 2001 TDP, there have been numerous route changes due to construction and/or riderhship performance.

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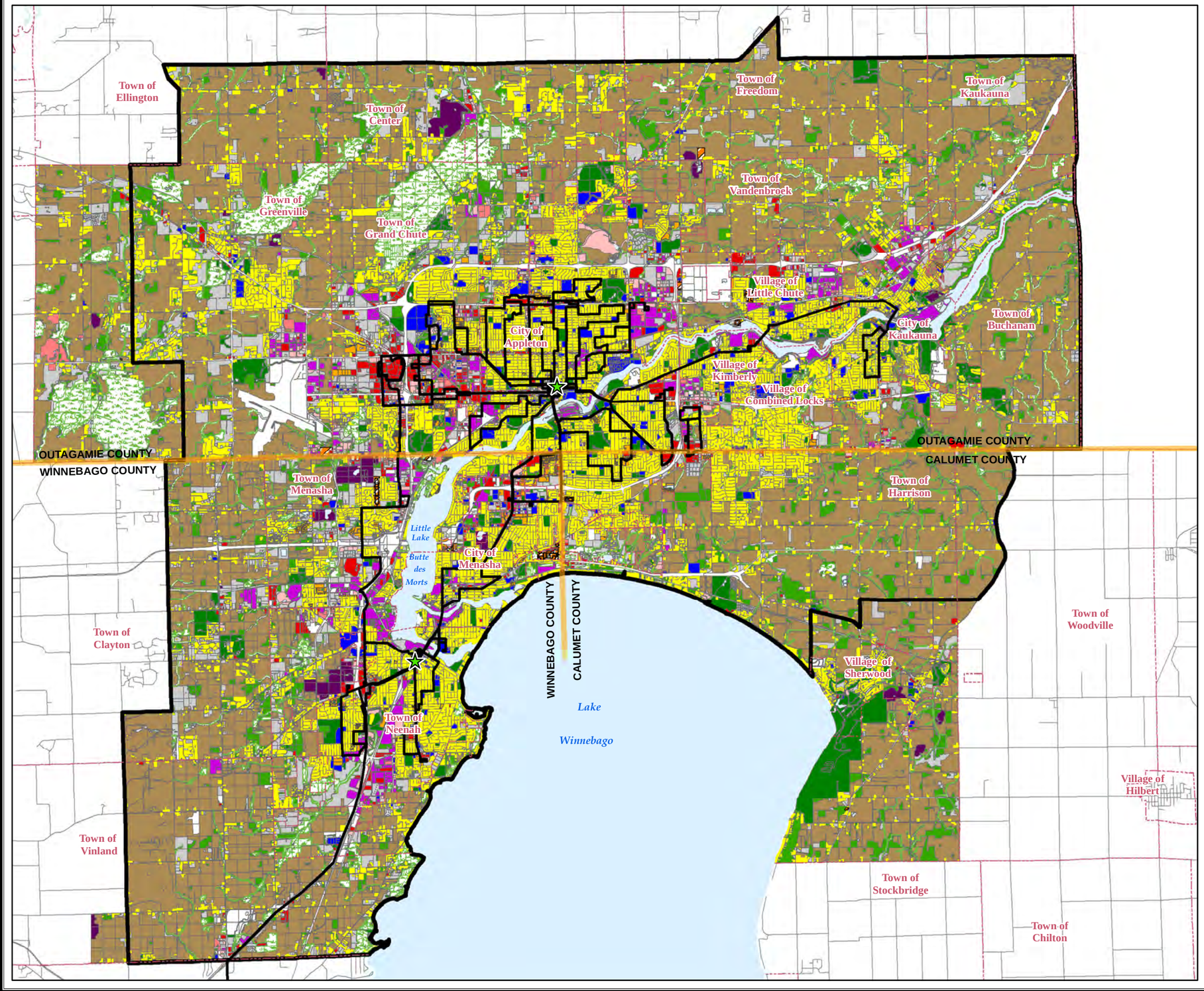
Exhibit #4
VALLEY TRANSIT SYSTEM AND EXISTING LAND USE



- 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
- TRANSIT ROUTES
- 2000 METROPOLITAN PLANNING BOUNDARY
- MUNICIPALITY BOUNDARIES
- TRANSIT CENTER

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

N W E S

0 0.5 1 2

Scale in Miles

Prepared By
EAST CENTRAL WISCONSIN
REGIONAL PLANNING COMMISSION-JUNE 2007

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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:

- offers transportation 20 hours a day (4 AM to Midnight), six days a week.
- 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 4.

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

Required paratransit service is also provided throughout the Fox Cities.

TABLE 5
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 6
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 7. 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 7
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.

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 8
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.

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.

Capital Needs and Improvements

Valley Transit has numerous capital needs through projected through 2012.

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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 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.

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

The typical survey respondent was:

- Female
- White
- Single
- 30 to 45 years old
- A laborer as an occupation
- A high school graduate/GED
- Lives in Appleton
- Is the only person in their household
- Makes less than $10,000 per year

Automobile Access and Driving Characteristics

The typical survey respondent:

- Does not own a vehicle
- Is not licensed to drive
- Has occasional access to a vehicle

Trip Characteristics

The typical respondent:

- Filled out a survey between 3pm and 4pm
- Walked less than one block to the bus from their origin
- Walked less than one block to their final destination from the bus
- Used Valley Transit for work trips

- Chose Valley Transit because they had no other mode of transportation
- Paid the regular cash fare as their method payment

System Usage

The typical respondent:

- Planned to use Valley Transit at some point throughout the remainder of the day
- Anticipated making roughly one more trip
- Uses Valley Transit 5 or 6 times per week
- Uses Valley Transit 1 or 2 times per week after 6 PM
- Uses Valley Transit more than they did one year ago
- Have not been on Valley Transit's website

Service Ratings and Opinions

The typical respondent:

- Felt that the overall quality of service is good (a rating of 4 out of 5)
- Would not pay a higher fare to maintain service
- Is interested in a monthly pass (which has since been implemented)

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.

TABLE 9
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 10
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

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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 11
BOARDINGS BY ROUTE

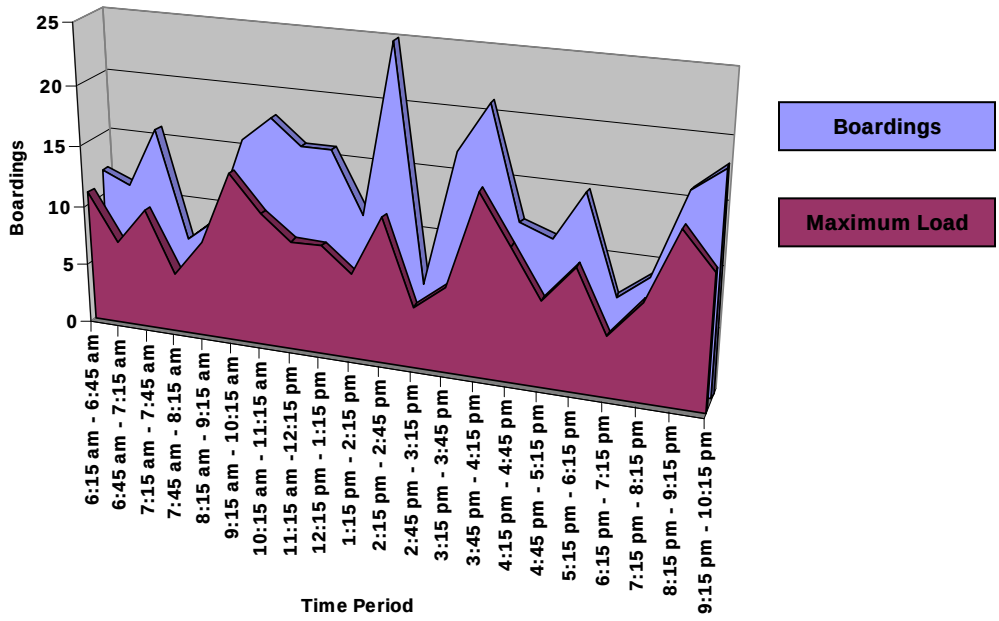
Route	Daily Boardings
ROUTE 1 - MIDWAY	289
ROUTE 2 - PROSPECT	165
ROUTE 3 - MASON	221
ROUTE 4 - RICHMOND	151
ROUTE 5 - NORTH ONEIDA	190
ROUTE 6 - MEADE	136
ROUTE 7 - BALLARD	239
ROUTE 8 - TELULAH	240
ROUTE 11 - EAST COLLEGE/ BUCHANAN	185
ROUTE 12 - FOX VALLEY TECH	352
ROUTE 15 - WEST COLLEGE	292
ROUTE 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
TOTAL	**3,544**

ROUTE BOARDINGS/MAXIMUM LOAD PROFILES

Exhibits 12 through 27 on the proceeding pages show the boardings and maximum loads by time period for each route on the system.

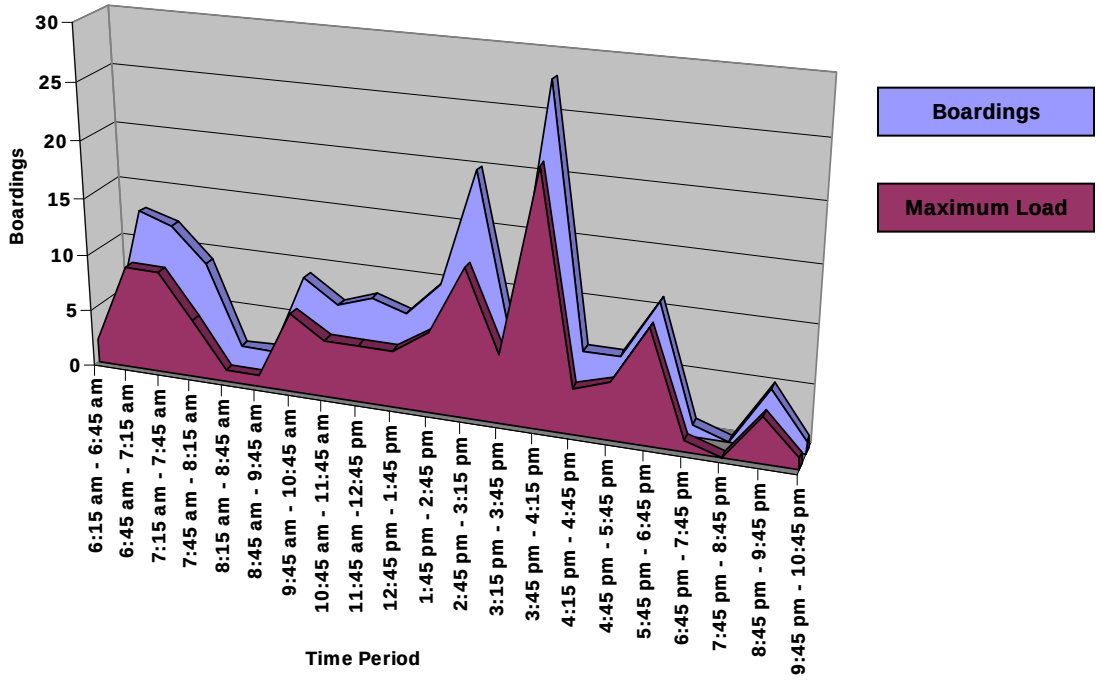
Route 1 - Midway		
Time Period	**Boardings**	**Maximum Load**
6:15 am - 6:45 am	12	11
6:45 am - 7:15 am	11	7
7:15 am - 7:45 am	16	10
7:45 am - 8:15 am	7	5
8:15 am - 9:15 am	9	8
9:15 am - 10:15 am	16	14
10:15 am - 11:15 am	18	11
11:15 am -12:15 pm	16	9
12:15 pm - 1:15 pm	16	9
1:15 pm - 2:15 pm	11	7
2:15 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
Total	**289**	**NA**

EXHIBIT 12
BOARDINGS BY TIME PERIOD: ROUTE 1 – MIDWAY



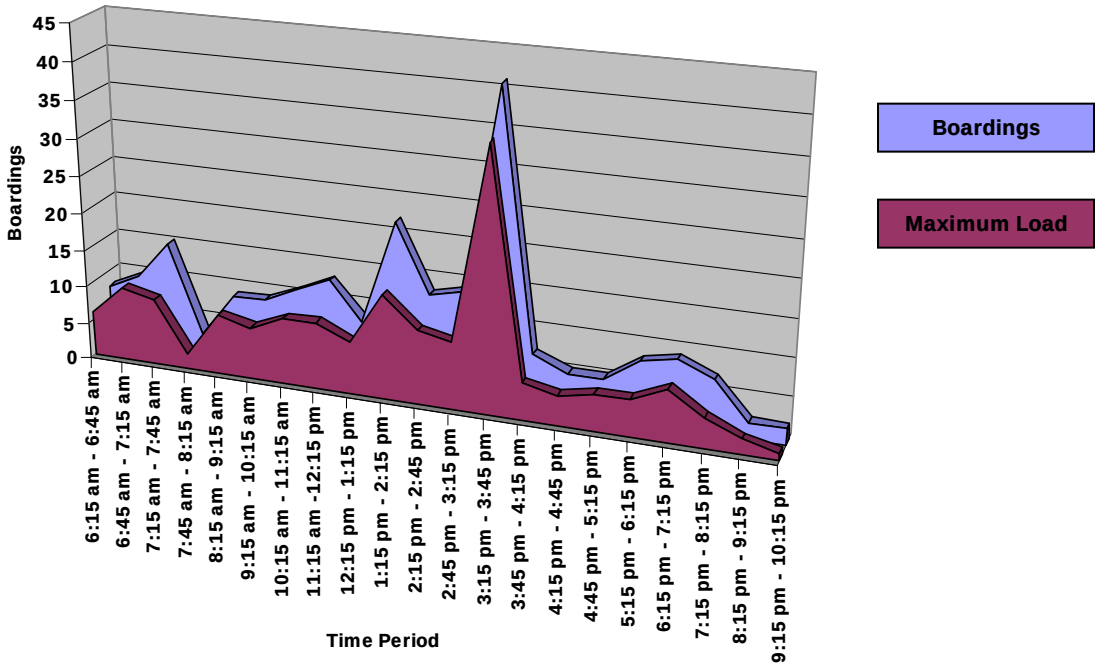
Route 2 - Prospect		
Time Period	**Boardings**	**Maximum Load**
6:15 am - 6:45 am	2	2
6:45 am - 7:15 am	13	9
7:15 am - 7:45 am	12	9
7:45 am - 8:15 am	9	5
8:15 am - 8:45 am	2	1
8:45 am - 9:45 am	2	1
9:45 am - 10:45 am	9	7
10:45 am - 11:45 am	7	5
11:45 am -12:45 pm	8	5
12:45 pm - 1:45 pm	7	5
1:45 pm - 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
Total	**165**	**NA**

EXHIBIT 13
BOARDINGS BY TIME PERIOD: ROUTE 2 - PROSPECT



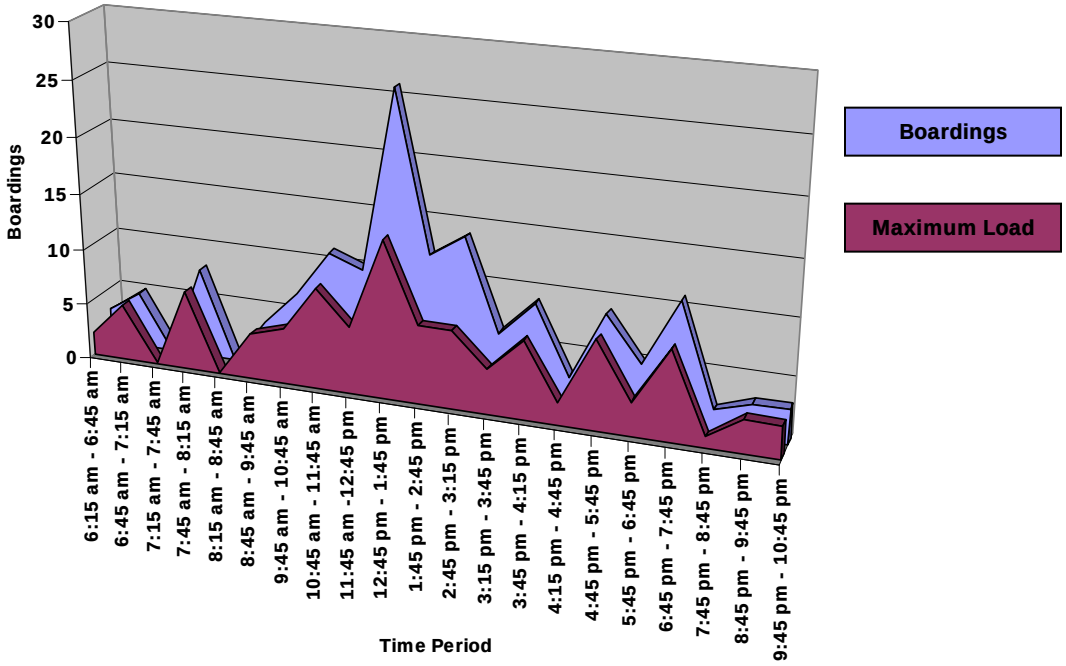
Route 3 - Mason		
Time Period	**Boardings**	**Maximum Load**
6:15 am - 6:45 am	8	6
6:45 am - 7:15 am	10	10
7:15 am - 7:45 am	15	9
7:45 am - 8:15 am	3	2
8:15 am - 9:15 am	9	8
9:15 am - 10:15 am	9	7
10:15 am - 11:15 am	11	9
11:15 am -12:15 pm	13	9
12:15 pm - 1:15 pm	8	7
1:15 pm - 2:15 pm	22	14
2:15 pm - 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
Total	**221**	**NA**

EXHIBIT 14
BOARDINGS BY TIME PERIOD: ROUTE 3 – MASON



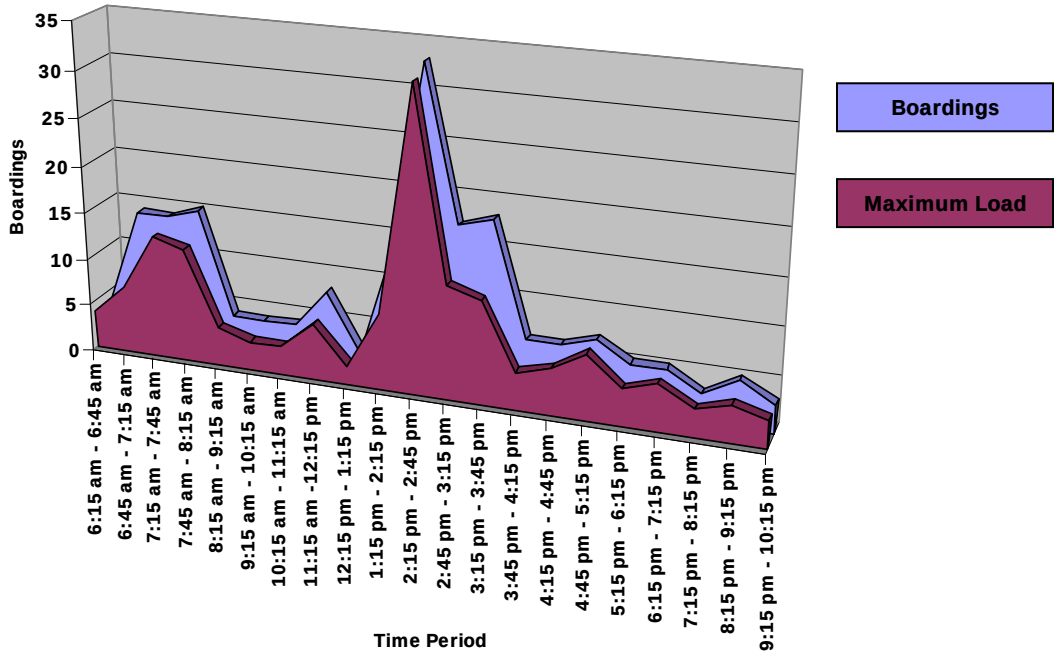
Route 4 - Richmond		
Time Period	**Boardings**	**Maximum Load**
6:15 am - 6:45 am	3	2
6:45 am - 7:15 am	5	5
7:15 am - 7:45 am	0	0
7:45 am - 8:15 am	8	7
8:15 am - 8:45 am	0	0
8:45 am - 9:45 am	4	4
9:45 am - 10:45 am	7	5
10:45 am - 11:45 am	11	9
11:45 am -12:45 pm	10	6
12:45 pm - 1:45 pm	26	14
1:45 pm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

EXHIBIT 15
BOARDINGS BY TIME PERIOD: ROUTE 4 –RICHMOND



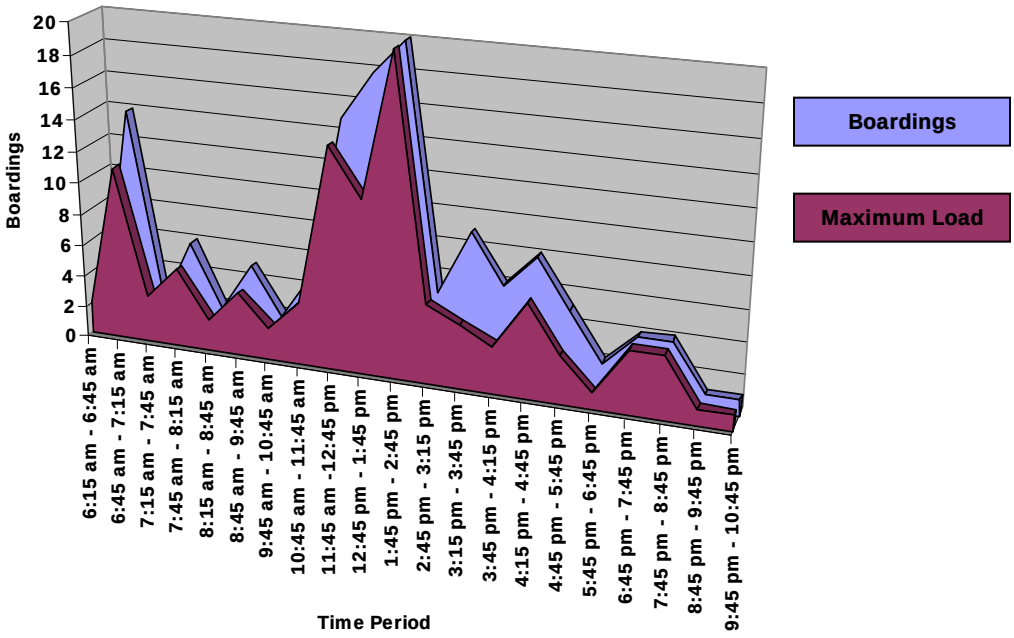
Route 5 - North Oneida		
Time Period	**Boardings**	**Maximum Load**
6:15 am - 6:45 am	4	4
6:45 am - 7:15 am	14	7
7:15 am - 7:45 am	14	13
7:45 am - 8:15 am	15	12
8:15 am - 9:15 am	4	4
9:15 am - 10:15 am	4	3
10:15 am - 11:15 am	4	3
11:15 am -12:15 pm	8	6
12:15 pm - 1:15 pm	2	2
1:15 pm - 2:15 pm	13	8
2:15 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
Total	**190**	**NA**

EXHIBIT 16
BOARDINGS BY TIME PERIOD: ROUTE 5 – NORTH ONEIDA



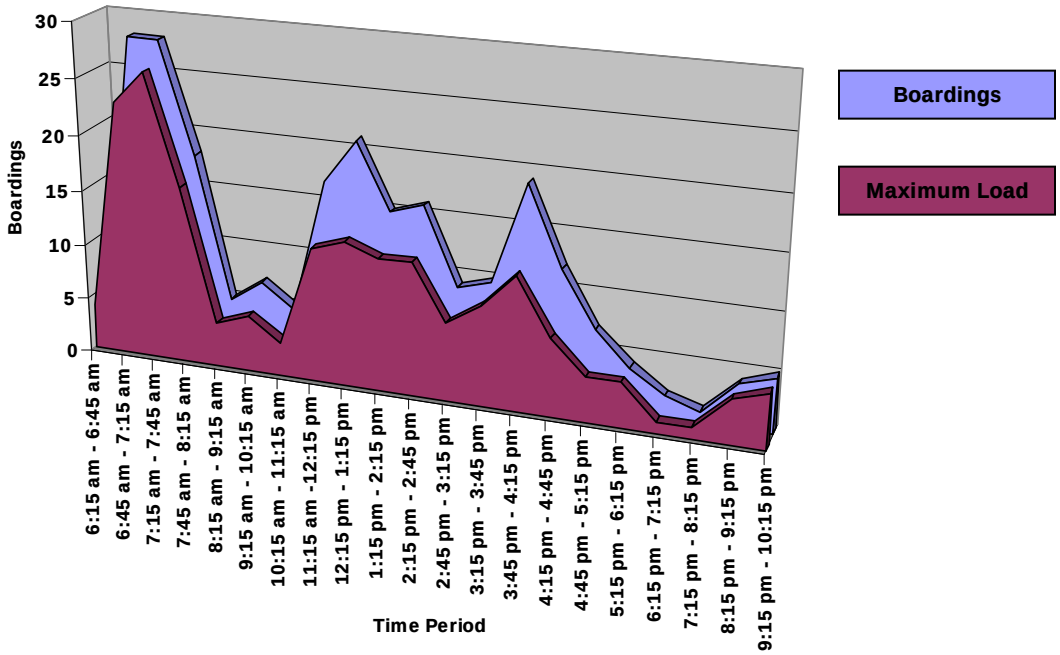
Route 6 - Meade		
Time Period	**Boardings**	**Maximum Load**
6:15 am - 6:45 am	2	2
6:45 am - 7:15 am	14	11
7:15 am - 7:45 am	2	3
7:45 am - 8:15 am	6	5
8:15 am - 8:45 am	2	2
8:45 am - 9:45 am	5	4
9:45 am - 10:45 am	2	2
10:45 am - 11:45 am	5	4
11:45 am -12:45 pm	15	14
12:45 pm - 1:45 pm	18	11
1:45 pm -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

EXHIBIT 17
BOARDINGS BY TIME PERIOD: ROUTE 6 -MEADE



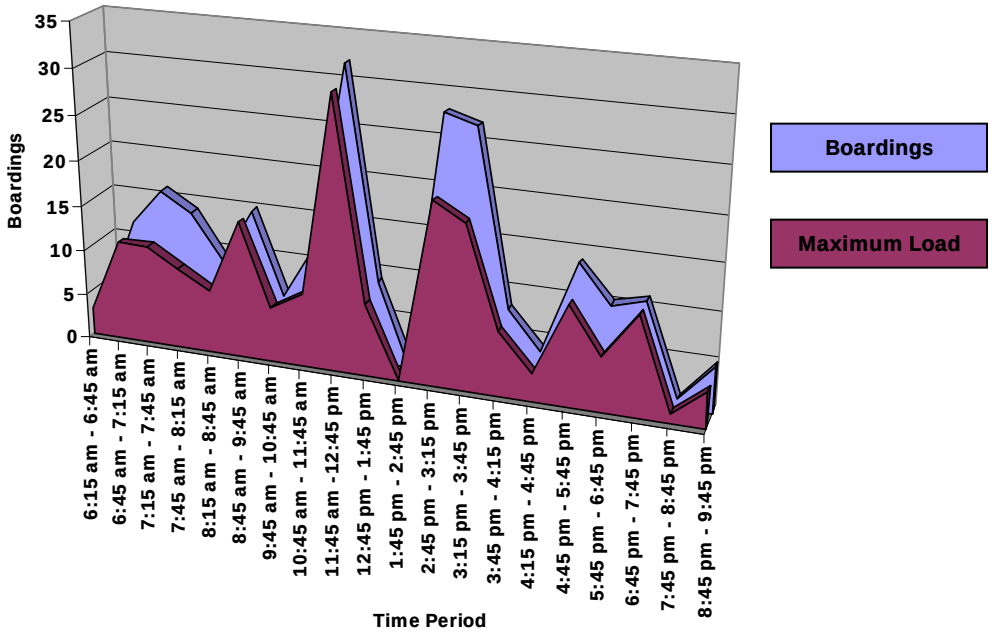
Route 7 - Ballard		
Time Period	**Boardings**	**Maximum Load**
6:15 am - 6:45 am	6	4
6:45 am - 7:15 am	28	23
7:15 am - 7:45 am	28	26
7:45 am - 8:15 am	18	16
8:15 am - 9:15 am	5	4
9:15 am - 10:15 am	7	5
10:15 am - 11:15 am	5	3
11:15 am -12:15 pm	17	12
12:15 pm - 1:15 pm	21	13
1:15 pm - 2:15 pm	15	12
2:15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

EXHIBIT 18
BOARDINGS BY TIME PERIOD: ROUTE 7 – BALLARD



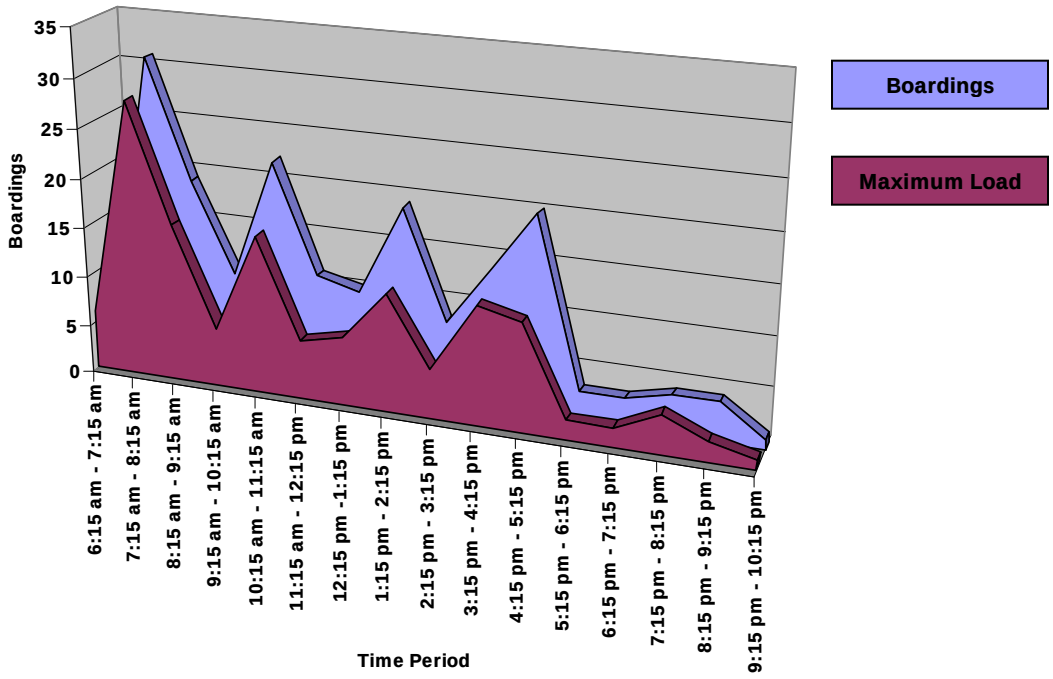
Route 8 - Telulah		
Time Period	**Boardings**	**Maximum Load**
6:15 am - 6:45 am	3	3
6:45 am - 7:15 am	12	11
7:15 am - 7:45 am	16	11
7:45 am - 8:15 am	14	9
8:15 am - 8:45 am	9	7
8:45 am - 9:45 am	15	15
9:45 am - 10:45 am	6	6
10:45 am - 11:45 am	12	8
11:45 am -12:45 pm	32	30
12:45 pm - 1:45 pm	9	8
1:45 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
Total	**240**	**NA**

EXHIBIT 19
BOARDINGS BY TIME PERIOD: ROUTE 8 - TELULAH



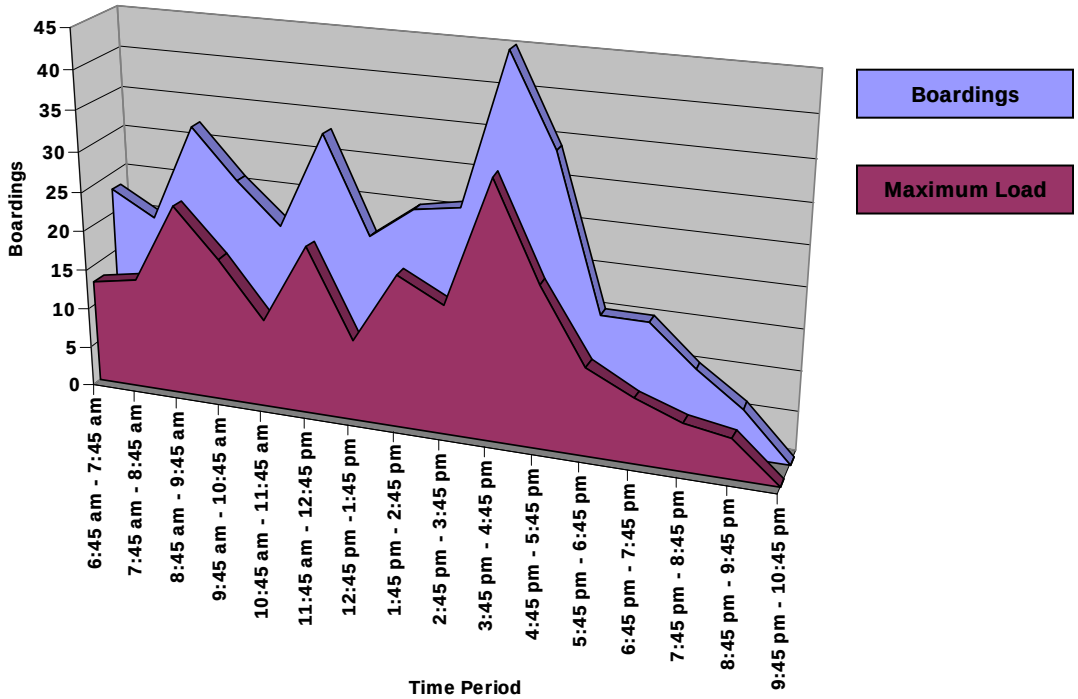
Route 11 - East College/Town of Buchanan		
Time Period	**Boardings**	**Maximum Load**
6:15 am - 7:15 am	6	6
7:15 am - 8:15 am	31	28
8:15 am - 9:15 am	19	16
9:15 am - 10:15 am	10	6
10:15 am - 11:15 am	22	16
11:15 am - 12:15 pm	11	6
12:15 pm -1:15 pm	10	7
1:15 pm - 2:15 pm	19	12
2:15 pm - 3:15 pm	8	5
3:15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

EXHIBIT 20
BOARDINGS BY TIME PERIOD:
ROUTE 11 – EAST COLLEGE/TOWN OF BUCHANAN



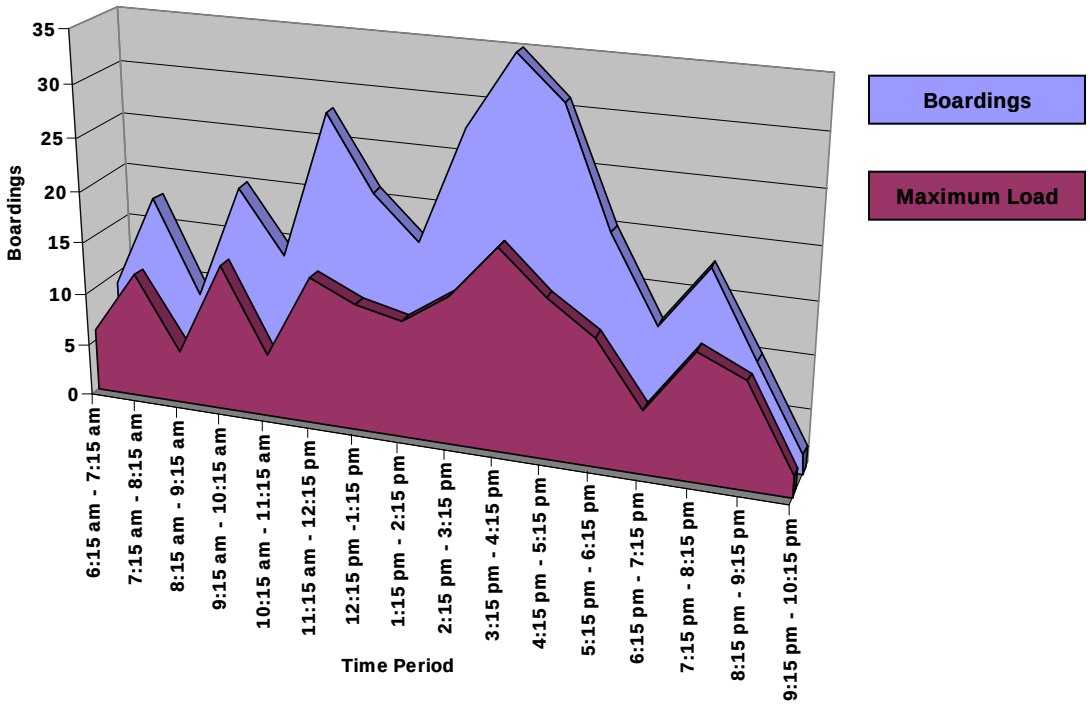
Route 12 - Fox Valley Technical College		
Time Period	**Boardings**	**Maximum Load**
6:45 am - 7:45 am	23	13
7:45 am - 8:45 am	20	14
8:45 am - 9:45 am	32	24
9:45 am - 10:45 am	26	18
10:45 am - 11:45 am	21	11
11:45 am - 12:45 pm	33	21
12:45 pm -1:45 pm	21	10
1:45 pm - 2:45 pm	25	19
2:45 pm - 3:45 pm	26	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
Total	**352**	**NA**

EXHIBIT 21
BOARDINGS BY TIME PERIOD:
ROUTE 12 - FOX VALLEY TECHNICAL COLLEGE



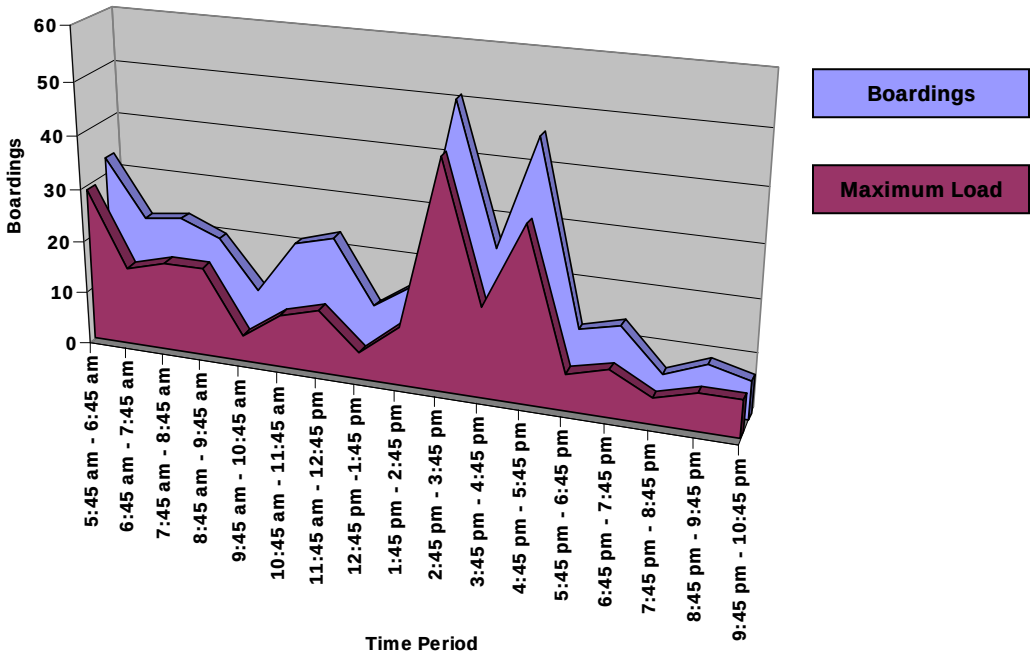
Route 15 - West College		
Time Period	**Boardings**	**Maximum Load**
6:15 am - 7:15 am	9	6
7:15 am - 8:15 am	18	12
8:15 am - 9:15 am	9	5
9:15 am - 10:15 am	20	14
10:15 am - 11:15 am	14	6
11:15 am - 12:15 pm	28	14
12:15 pm -1:15 pm	21	12
1:15 pm - 2:15 pm	17	11
2:15 pm - 3:15 pm	28	14
3:15 pm - 4:15 pm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

EXHIBIT 22
BOARDINGS BY TIME PERIOD:
ROUTE 15 – WEST COLLEGE



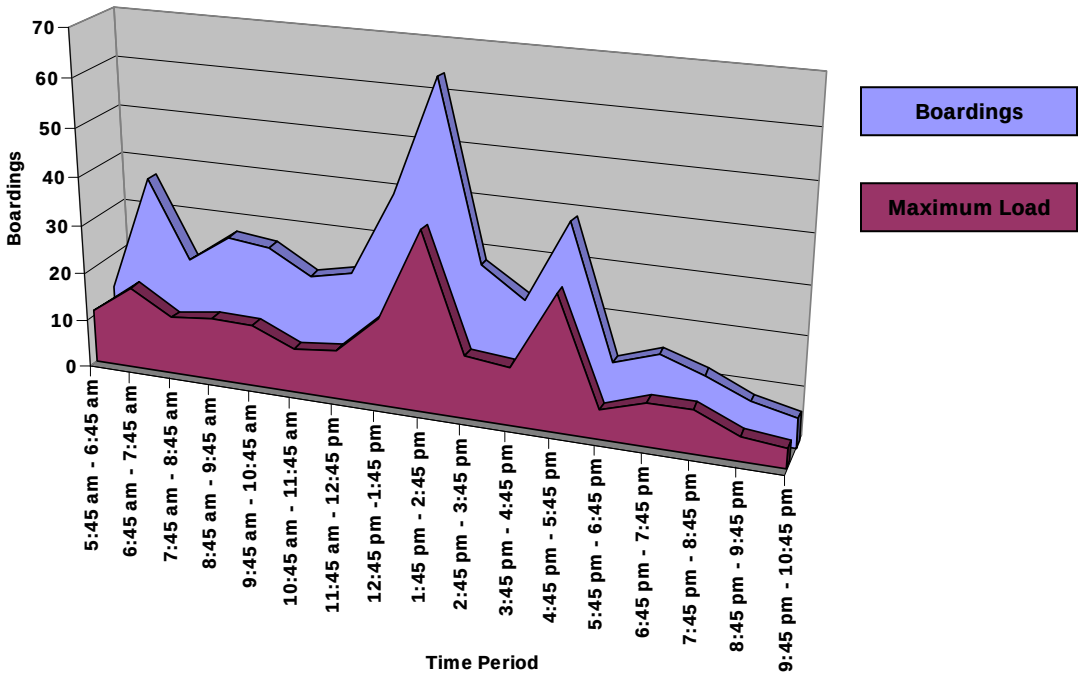
Route 20 - Heart of the Valley		
Time Period	**Boardings**	**Maximum Load**
5:45 am - 6:45 am	33	29
6:45 am - 7:45 am	22	15
7:45 am - 8:45 am	23	17
8:45 am - 9:45 am	20	17
9:45 am - 10:45 am	11	5
10:45 am - 11:45 am	21	10
11:45 am - 12:45 pm	23	12
12:45 pm -1:45 pm	11	5
1:45 pm - 2:45 pm	16	11
2:45 pm - 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
Total	**350**	**NA**

EXHIBIT 23
BOARDINGS BY TIME PERIOD:
ROUTE 20 – HEART OF THE VALLEY



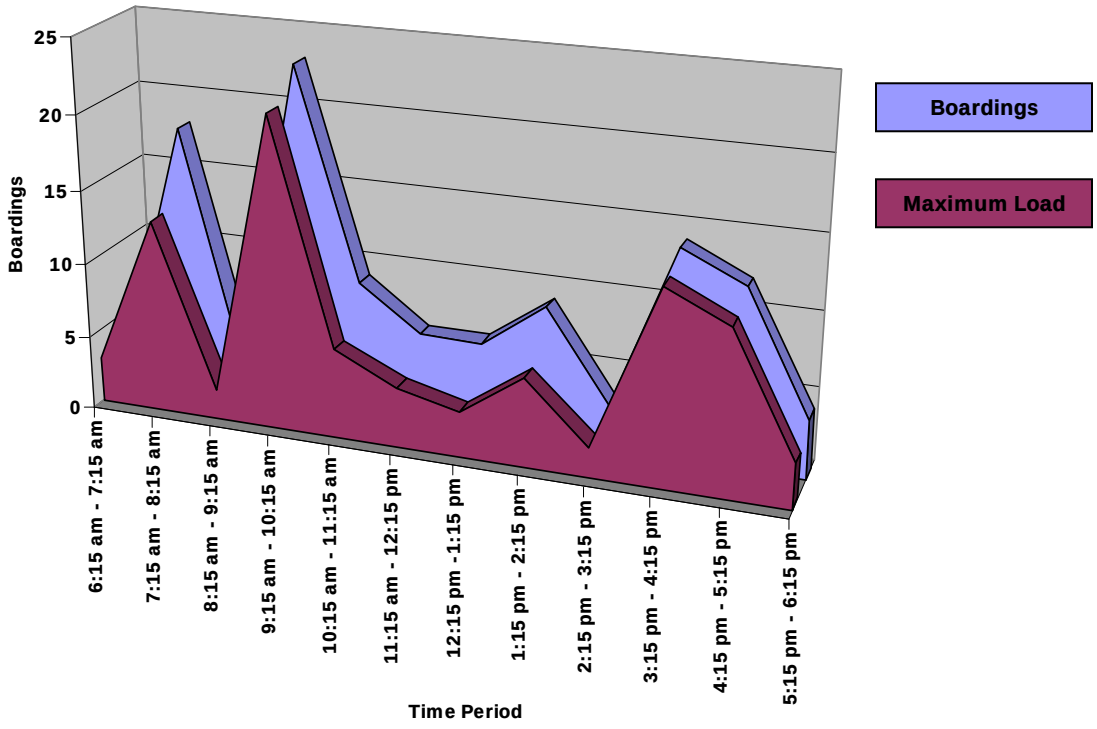
Route 30 - Neenah/Menasha		
Time Period	**Boardings**	**Maximum Load**
5:45 am - 6:45 am	13	11
6:45 am - 7:45 am	37	17
7:45 am - 8:45 am	21	12
8:45 am - 9:45 am	27	13
9:45 am - 10:45 am	26	13
10:45 am - 11:45 am	21	9
11:45 am - 12:45 pm	23	10
12:45 pm -1:45 pm	40	18
1:45 pm - 2:45 pm	64	37
2:45 pm - 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
Total	**414**	**NA**

EXHIBIT 24
BOARDINGS BY TIME PERIOD:
ROUTE 30 – NEENAH/MENASHA



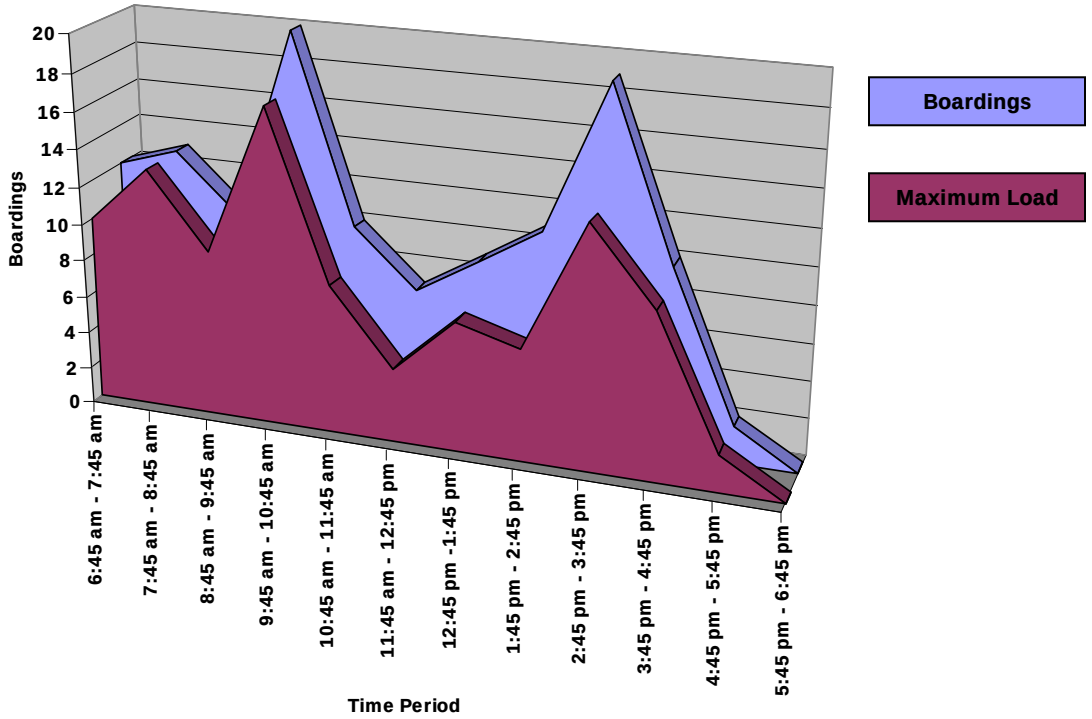
Route 31 - East Neenah		
Time Period	**Boardings**	**Maximum Load**
6:15 am - 7:15 am	3	3
7:15 am - 8:15 am	18	13
8:15 am - 9:15 am	2	2
9:15 am - 10:15 am	23	21
10:15 am - 11:15 am	9	6
11:15 am - 12:15 pm	6	4
12:15 pm -1:15 pm	6	3
1:15 pm - 2:15 pm	9	6
2:15 pm - 3:15 pm	3	2
3:15 pm - 4:15 pm	14	13
4:15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

EXHIBIT 25
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
Total	**123**	**NA**

EXHIBIT 26
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
Total	**88**	**NA**

EXHIBIT 27
BOARDINGS BY TIME PERIOD:
ROUTE 41 – WEST FOX VALLEY

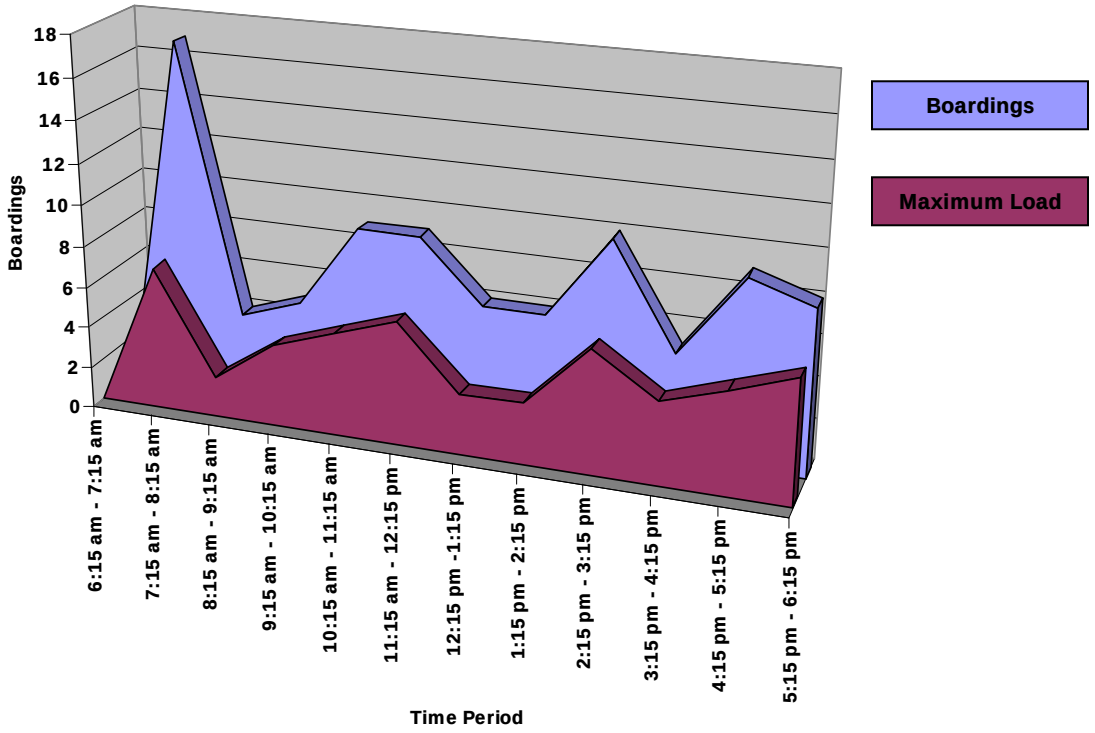


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TABLE 28
PEAK AND OFFPEAK BOARDINGS BY ROUTE AND TIME PERIOD

* Morning Peak Hours
** Afternoon Peak Hours

	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**
Total	**289**	**165**	**221**	**151**	**190**	**136**	**239**	**240**	**185**	**352**	**292**	**350**	**414**	**109**	**123**	**88**	**3544**

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.

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

TABLE 29
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%
ROUTE AVERAGE	**221.5**	**6.3%**	**100.0%**
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%
TOTAL	**3,544**	**100.0%**	**NA**

Boardings per Hour

TABLE 30
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%
ROUTE AVERAGE	**221.5**	**6.3%**	**12.53**	**17.68**	**100.0%**
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%
TOTAL	**3,544**	**100.0%**	**200.50**	**280.54**	**NA**

Boardings per Mile

TABLE 31
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%
ROUTE AVERAGE	**221.5**	**11.496**	**17.78**	**204.40**	**1.08**	**100.0%**
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%
TOTAL	**3,544**	**183.928**	**284.50**	**3039.88**	**18.98**	**NA**

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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 36. 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.

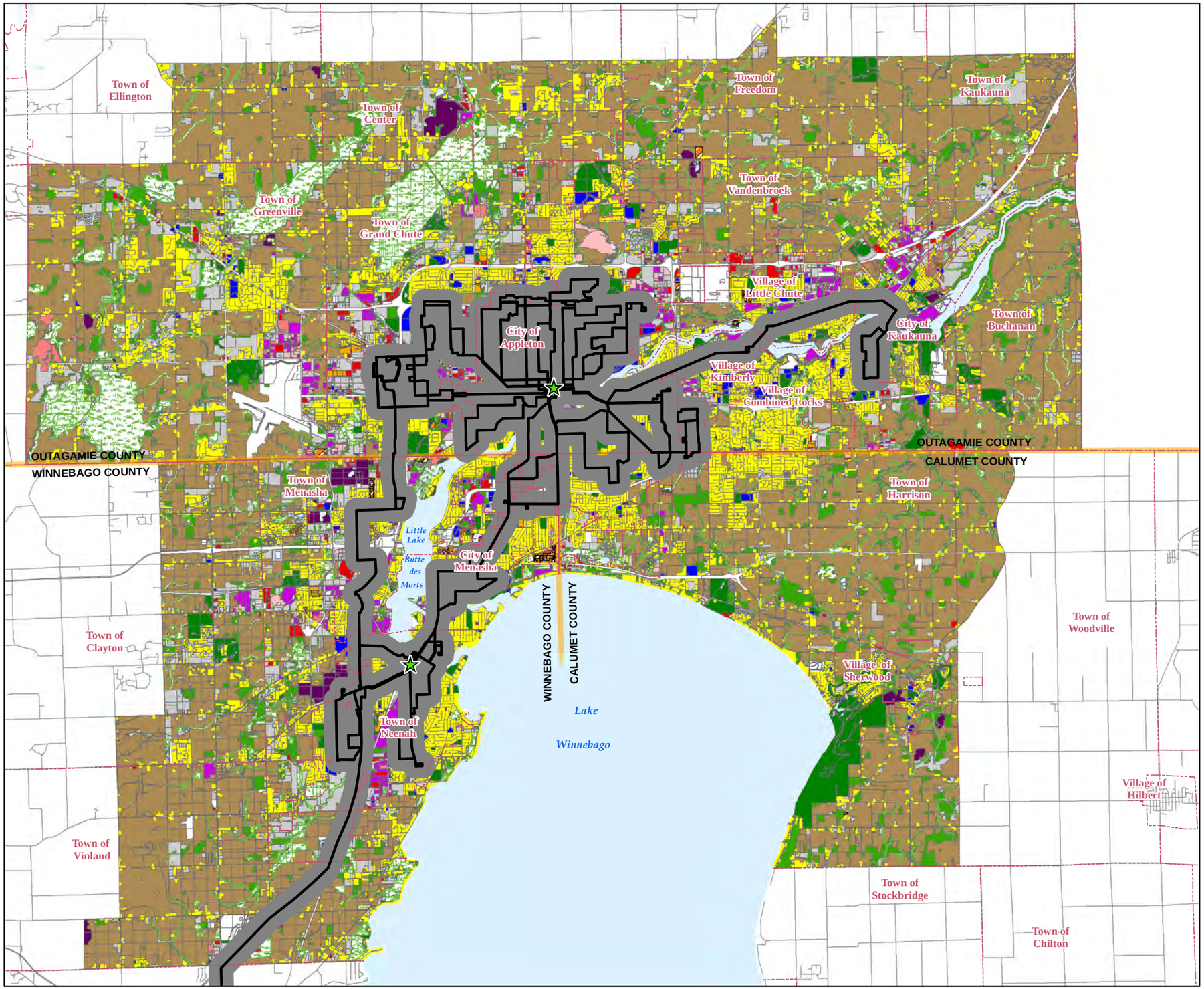
Performance Measure: Rides per capita.

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.

Exhibit #32
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 Exisiting land use provided by ECWRPC. WisDOT and ECWRPC provided the 2000 metropolitan planning boundary.

N
W E
S

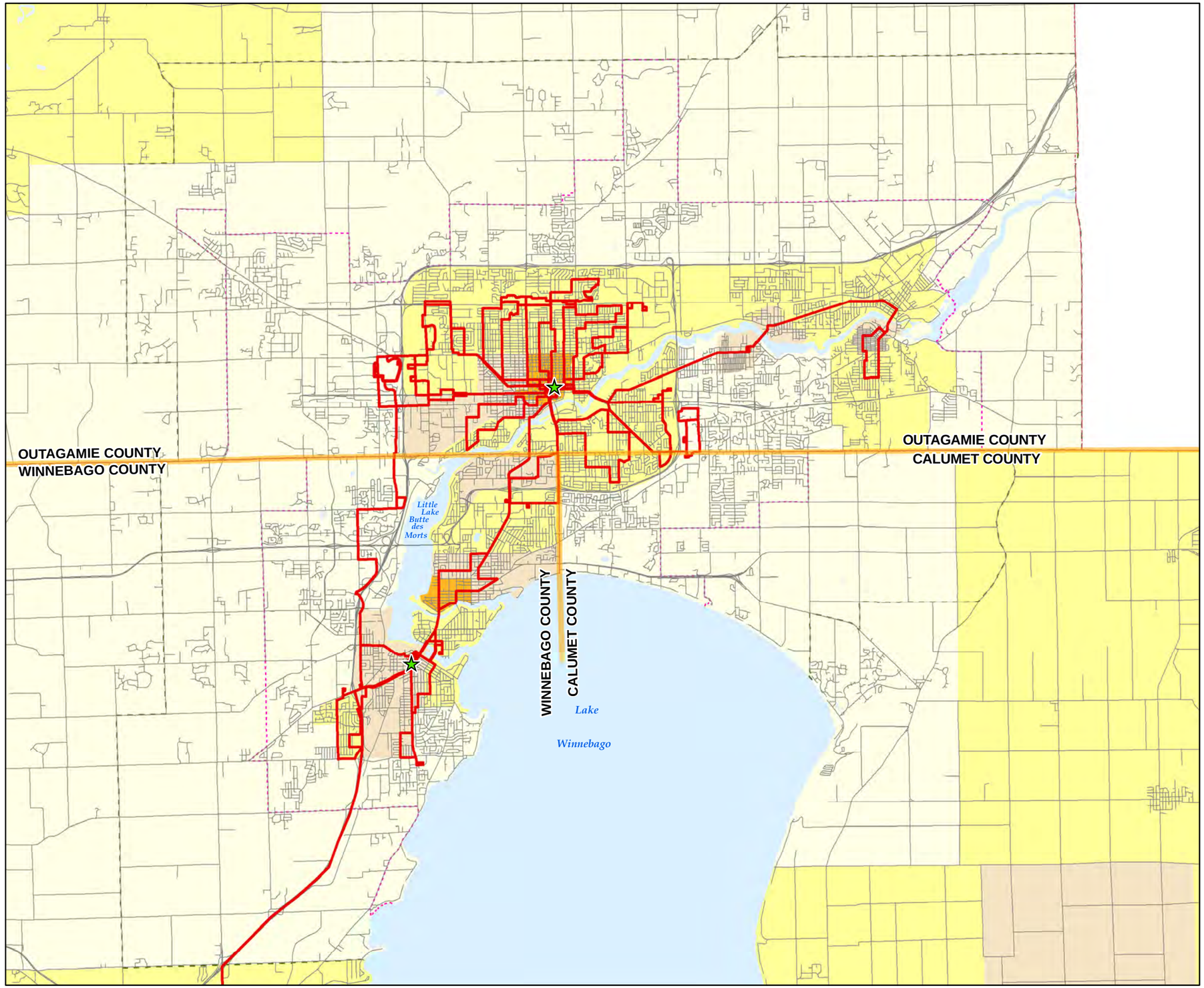
0 0.5 1 2

Scale in Miles

Prepared By
EAST CENTRAL WISCONSIN
REGIONAL PLANNING COMMISSION-JUNE 2007

mkb- d:/D1_Final/1300/1312/FCUpdatedLRPMaps/Projects/FXExhibit003Buffer.mxd

Exhibit #33
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

- Less than 15%
- 15% - 29.99%
- 30% - 44.99%
- 45% - 59.99%
- 60% 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).

N W E S

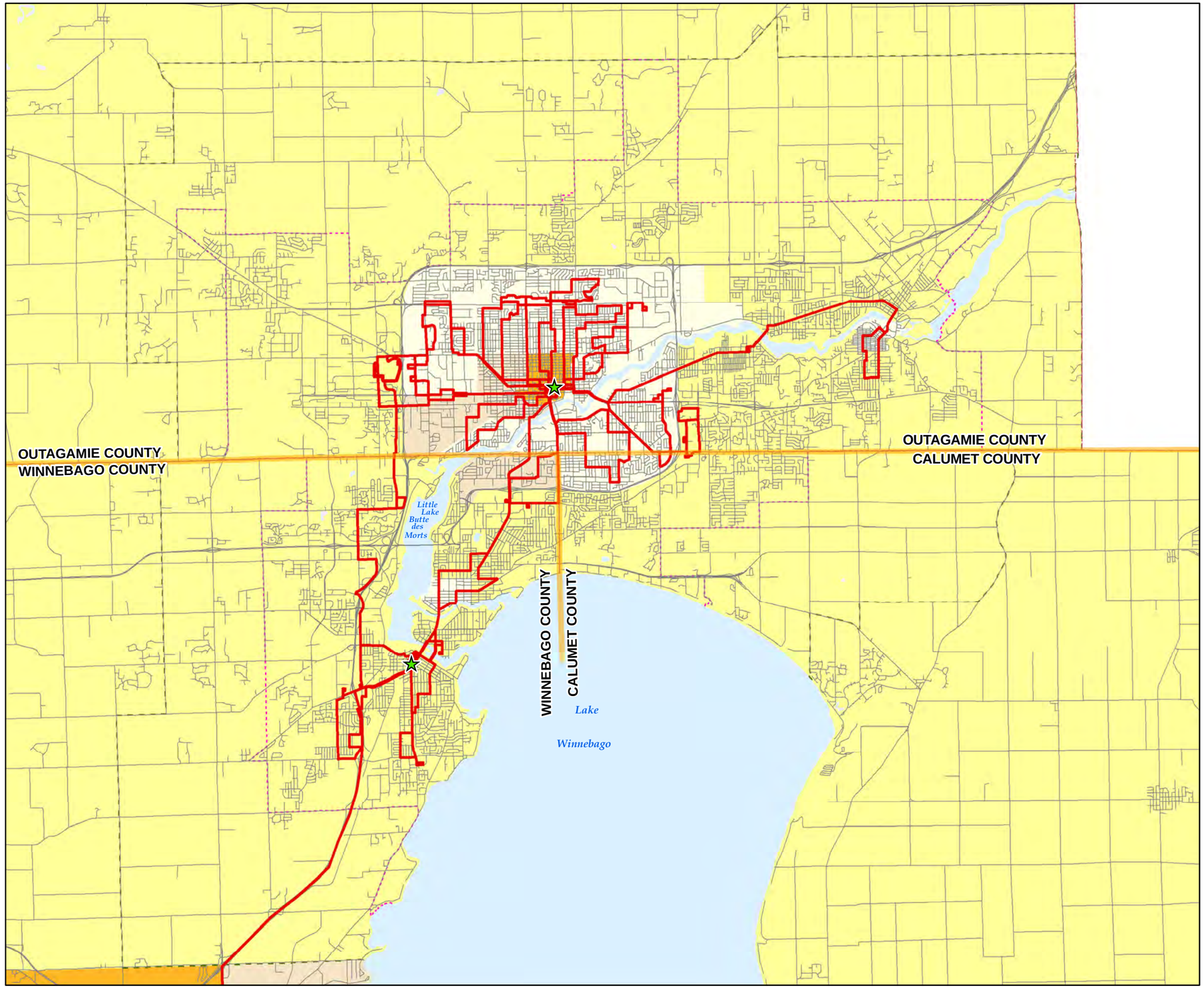
0 0.5 1 2

Scale in Miles

Prepared By
EAST CENTRAL WISCONSIN
REGIONAL PLANNING COMMISSION-JUNE 2007

mkb- d:/D1_Final/1300/1312/FCUpdatedLRPMaps/Projects/FXExhibit083.mxd

Exhibit #34
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%
- 5% - 9.99%
- 10% - 14.99%
- 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).

N W E S

0 0.5 1 2

Scale in Miles

Prepared By
EAST CENTRAL WISCONSIN
REGIONAL PLANNING COMMISSION-JUNE 2007

mkb- d:/D1_Final/1300/1312/FCUpdatedLRPMaps/Projects/FXExhibit083.mxd

Objective #1: Valley Transit should maximize ridership.

Standard #3: Transit utilization should be maximized.

Performance Measure: 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.

TABLE 35
SYSTEM CASH FARES

System	Cash Fare
Valley Transit	**$1.80**
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
System Average	**$1.29**

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.

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.

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.

Objective #4: Valley Transit should provide effective service.

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

Performance Measure: 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.

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.

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.

Again, all of this data is listed in Table 36.

TABLE 36
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
	Valley Transit	**252,477**	**5,846,421**	**1,135,399**	**4.5**	**1,729,228**	**114,403**	**74**	**103**	**13.58%**	**$4.59**	**$72.42**	**$0.91**	**$4.55**	**1.01**	**15.9**
Wisconsin Medium Bus Systems	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
	Peer Group Average	**91,250**	**3,126,629**	**911,775**	**10.61**	**1,033,314**	**74,967**	**38**	**46**	**19.75%**	**$5.01**	**$71.93**	**$1.68**	**$4.63**	**1.22**	**17.22**

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. 163 surveys were returned. 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.

UW-FOX VALLEY NONUSER SURVEY

Socioeconomic Data

The typical survey respondent:

- Is female
- Is white
- 19 to 22 years old
- Single
- Has three people in their household
- Lives in Appleton
- Is a full-time college student
- Has some college/technical school education
- Has a household income of more than $75,000

Valley Transit Use

The typical survey respondent has not used Valley Transit. However, of those that have used Valley Transit, the typical user:

- Uses Valley Transit less than once per month
- Uses Valley Transit for special events (i.e. Octoberfest/P.A.C events)
- Anticipates using Valley Transit less than once per month in the next year

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 37
HOW LIKELY WOULD YOU BE TO USE TRANSIT IF THE FOLLOWING CHANGE WAS MADE IN THE NEXT TWELVE MONTHS?

Change	Not Likely	Somewhat Likely	Likely	Very Likely	No Response
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

The typical respondent:

- Has three or more vehicles in the household
- Is licensed to drive
- Noted that recent increases in gas prices have impacted their driving habits
- Has combined trips to save gas in the past year
- Would change their driving habits if gas reached $4.00 to $4.49 per gallon

Information and Familiarity with Valley Transit

The typical respondent:

- Has not accessed Valley Transit's website
- Gets Valley Transit information from bus stop posting and transit centers

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 38
VALLEY TRANSIT FAMILIARITY

How familiar are you with.....?	Not at all familiar	Somewhat familiar	Familiar	No Response
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 39
HOW FAR IS THE NEAREST BUS STOP FROM EACH LOCATION?

Location	Less than 1 block	1 to 4 blocks	More than 4 blocks	Not Sure	No Response
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%

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 40
VALLEY TRANSIT SERVICE RATINGS

Service Aspect	Good	Fair	Poor	Don't Know	No Response
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 41
VALLEY TRANSIT SERVICE OPINIONS
BASED ON TRAVEL NEEDS, EXPERIENCES, AND PERCEPTION

Statement	Strongly Disagree	Disagree	Agree	Strongly Agree	No Response
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 42
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.

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 43
APPLETON EAST HIGH SCHOOL SOCILOGY FOCUS GROUP RESPONSES

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

Stakeholder Interviews

Twenty-one stakeholder interviews were completed as of March 2, 2007 to get feedback on the RTA concept.

Interview Results

Following are tallied results for the nine questions asked of our 21 respondents.

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

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

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

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

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	

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

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)

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

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

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

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 10th and 24th 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

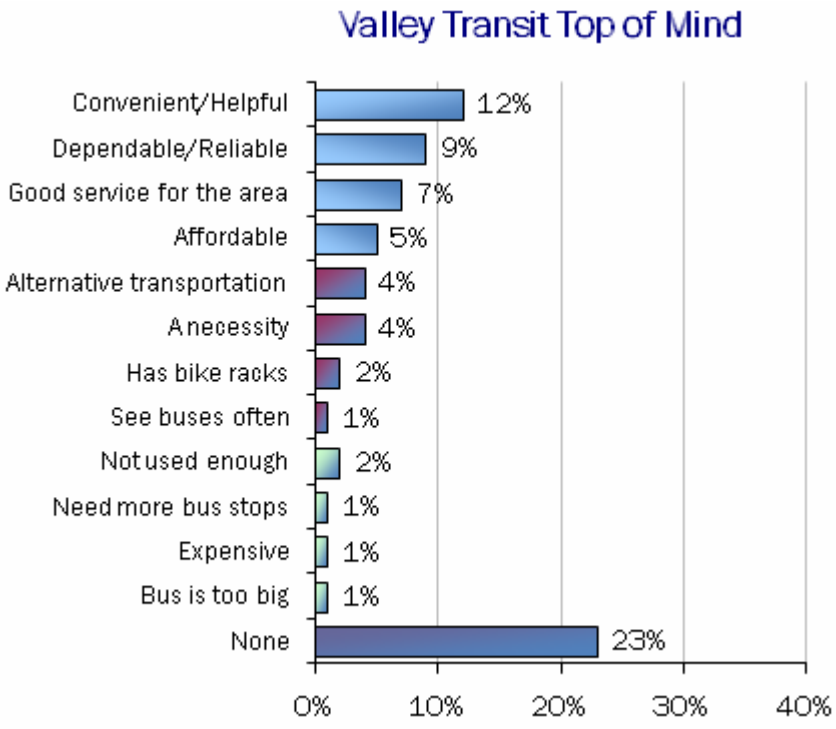
Open-ended perceptions of the system were received and categorized into the following: positive responses, negative responses, and neutral responses. Overall, positive and neutral responses accounted for 82 percent of the responses received, each with 41 percent

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 44 is a breakdown of those responses.

EXHIBIT 44
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 45 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 46 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 45
CONSOLIDATION OF ROUTE 3 AND 4

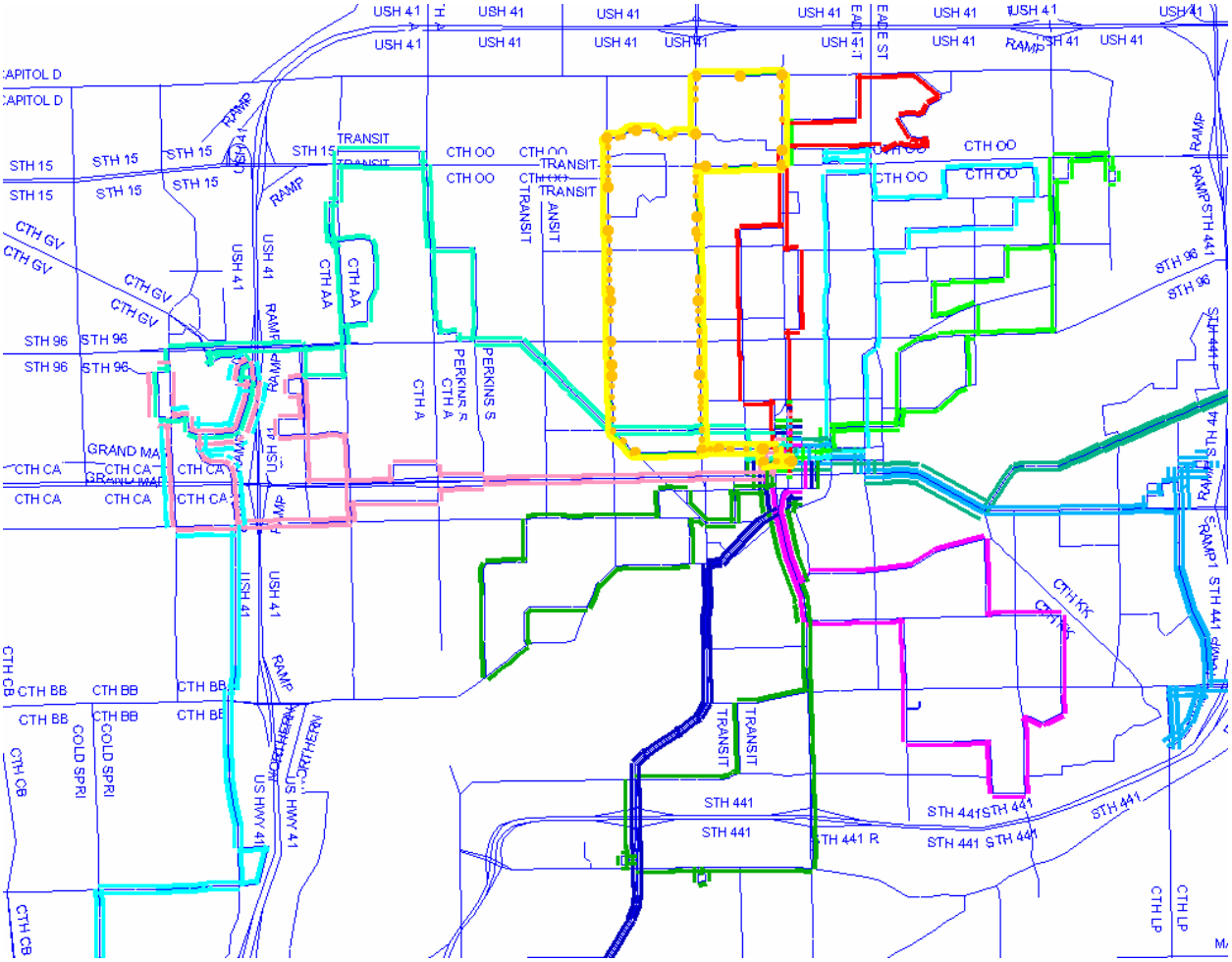


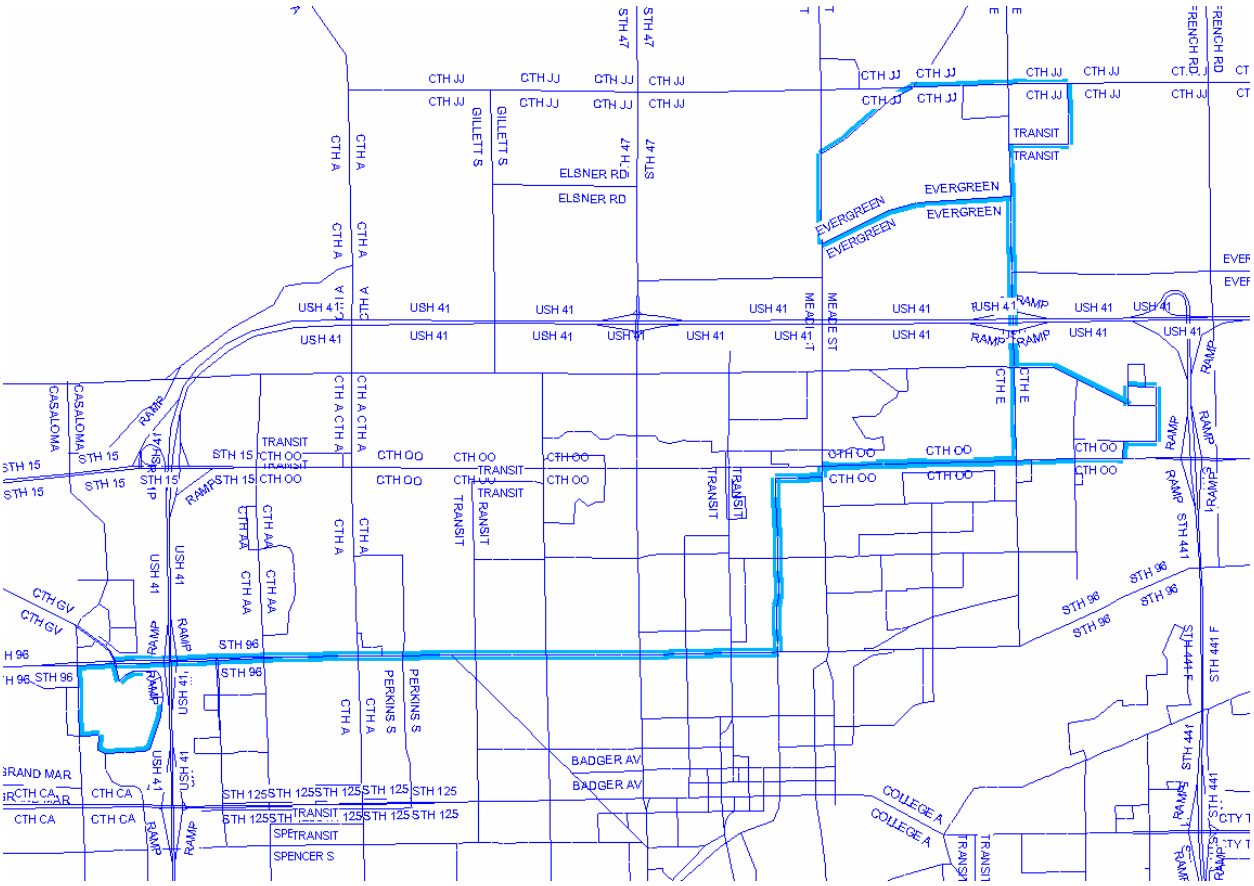
TABLE 46
RIDERSHIP IMPACTS OF CONSOLIDATING ROUTES 3 AND 4 TO ONE ROUTE

Route	Percent change
FOX ROUTE 1	0.6%
FOX ROUTE 2	-1.5%
FOX ROUTE 3	
FOX ROUTE 4	5.6%
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%
Total	**0.2%**

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 47. 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.

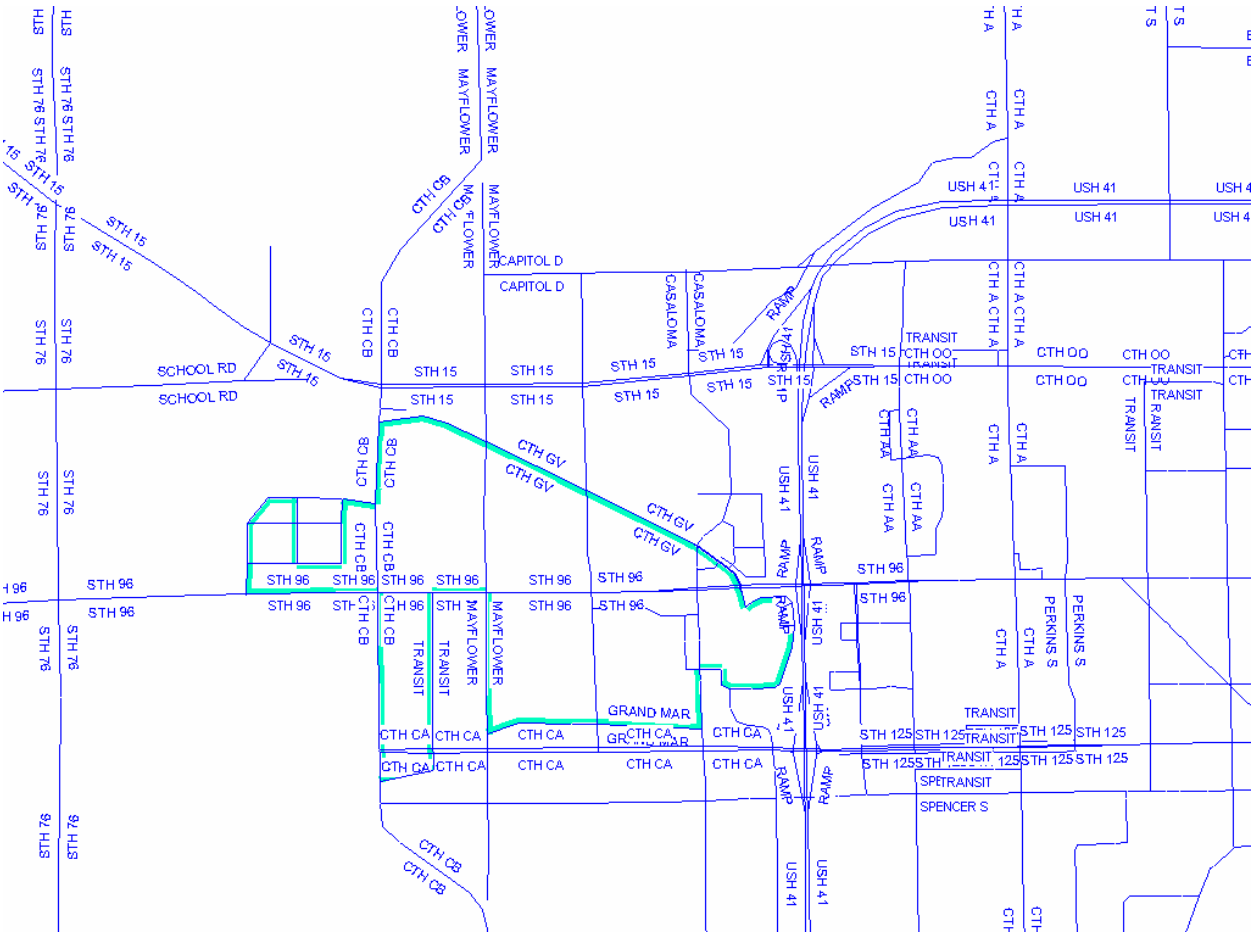
EXHIBIT 47
WISCONSIN AVENUE ROUTE



Service to the Town of Greenville

Due to recent discussions between Valley Transit and the Town of Greenville, a route with service to the Town of Greenville, including the Outagamie County Airport and area industrial parks was designed and tested in the transit model. The Greenville route, as well as the runtime, was provided by Valley Transit officials. The runtime for the Greenville route was 30 minutes. A headway of 35 minutes was assumed for the AM, mid-day and PM time periods.

EXHIBIT 48
GREENVILLE 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 49 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 45. From Table 49, 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 49
COLLECTIVE RIDERSHIP IMPACTS OF THE TRANSIT ALTERNATIVES

Route	Percent Change
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
Total	**42.81%**

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 detour 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 Grand 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.

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 8th 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