

The City of Fond du Lac Transit Development Plan 2016



East Central Wisconsin
Regional Planning Commission

ECWRPC

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Fond du Lac Transit Development Plan

City of Fond du Lac

October 2016

Prepared by the
East Central Wisconsin Regional Planning Commission

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SUBJECT: Transit

DATE: October 2016

PLANNING AGENCY: East Central Wisconsin Regional Planning Commission

SOURCE OF COPIES: East Central Wisconsin Regional Planning Commission
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A Transit Development Plan (TDP) is typically a five-year strategic plan which assists with the near-term future direction of a transit system. The goal of the Fond du Lac TDP is to define the community's transit needs through soliciting input from partner agencies and local businesses; involving the public through numerous public outreach opportunities; exploring community goals with decision makers and other stakeholders; defining alternative courses of action, and developing a systematic plan to move Fond du Lac Area Transit (FDLAT) into the future. FDLAT and East Central Regional Wisconsin Regional Planning Commission (ECWRPC), along with support from the steering committee and from public comments helped develop this document.

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EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

APPROACH

A Transit Development Plan (TDP) is typically a five-year strategic plan which assists with the near-term future direction of a transit system. The goal of the Fond du Lac TDP is to define the community's transit needs through soliciting input from partner agencies and local businesses; involving the public through numerous public outreach opportunities; exploring community goals with decision makers and other stakeholders; defining alternative courses of action, and developing a systematic plan to move Fond du Lac Area Transit (FDLAT) into the future. FDLAT and East Central Regional Wisconsin Regional Planning Commission (ECWRPC), along with support from the steering committee and from public comments helped develop this document.

VISION

A visioning exercise occurred at the first steering committee meeting. To help the committee develop goals, objectives and a shared vision for the planning process, all participants were asked to participate in a "headliner" exercise. The headliner exercise encouraged participants to think about transit's role in the community ten years into the future and to develop a newspaper headline to capture it. The following vision statement was developed by the committee to guide this process:

Fond du Lac Community Partners working together to provide people with accessible, economical and comprehensive transportation options throughout the Fond du Lac Area Transit System.

HISTORY

Although forms of public transportation have existed in the Fond du Lac area since the 1880's, the system as it is known today was founded in 1944, then the Fond du Lac City Bus Lines. Between 1944 and 1958, multiple carriers provided transit service throughout the Fond du Lac area. By 1958, the Fond du Lac Bus Company was formed and ran until 1967 when operations were discontinued due to rising costs and weak ridership volumes. Public transportation was unavailable until August of 1968 when the Fondy Area Bus Cooperative, which was privately funded, was approved by the City Council. In 1970, the cooperative requested that the City subsidized its operating losses. On December 20, 1972, the City of Fond du Lac purchased the Fondy Area Bus Cooperative and operations of the Fond du Lac Area Transit System began on January 15, 1973. The system began receiving state aid in 1975 and federal aid in 1979.

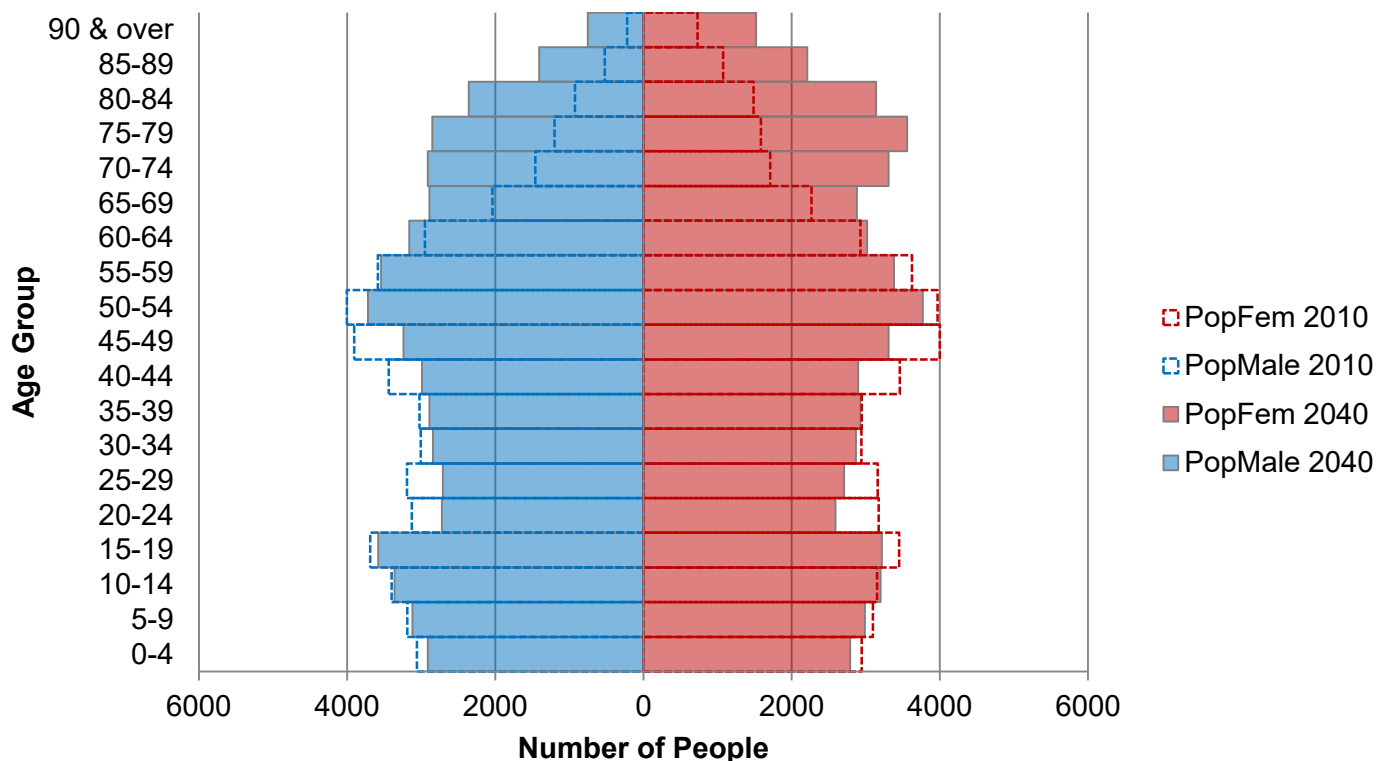
SERVICE AREA

Today, the Fond du Lac Area Transit System (FDLAT) provides transit services exclusively within the City of Fond du Lac. The fixed route system is comprised of eight fixed routes (#20, #35, #40, #45, #55, #60, #70 and #120). JOBTRANS, a shared ride taxi service, is also available in designated portions of the City of Fond du Lac and the Village of North Fond du Lac. HANDIVAN is a curb to curb wheelchair lift-equipped paratransit service also administered by FDLAT.

CHANGING DEMOGRAPHICS

Across Wisconsin and the nation, there is and will continue to be a steady increase in an aging population. The City of Fond du Lac and to a greater extent Fond du Lac County are projected to show similar demographic changes in the coming decades. Public transportation options should be viable options for area residents wishing to age in place.

Figure 1: Fond du Lac County Age-Sex Pyramid by Cohort 2010 and 2040 Final Projections



Source: Demographic Services Center, DOA State of Wisconsin, Vintage 2013 projections

SURVEYS

Paper surveys and survey cards (with link to take survey online) were distributed to riders on the buses and at the Transfer Zone on November 18, 2014 and on May 20, 2015. For the May survey component, staff also distributed surveys specifically to gather bus driver input on the system and non-user surveys to engage those currently not riding the bus. These non-rider surveys were shared at the following locations throughout the community and surrounding service area:

- Fond du Lac YMCA;
- Fond du Lac Senior Center;
- Fond du Lac Public Library;
- Fond du Lac High School;

- St. Vincent De Paul;
- Agnesian Hospital/Clinic; and
- North Fond du Lac Village Hall (for JOBTRANS riders).

Additional survey outreach was also coordinated with Mercury Marine to gather the business perspective. Further efforts may evolve from this effort, but only Mercury Marine survey results are included in this plan.

PUBLIC OUTREACH EVENTS

In addition to gathering public feedback through surveys, staff solicited comments and recommendations at various public events and spoke to over 100+ individuals. These events included:

- Fond du Lac Transit Free Fare Day on 8.31.16 from 9am – Noon;
- Saturday Downtown Fond du Lac Farmers Market on 6.25.16 from 8am – Noon;
- Wednesday Downtown Fond du Lac Farmers Market on 6.15.16 from 11am – 3pm;
- Walleye Weekend at Waste Management Conservation Station/Sustainability Tent on 6.10.16 from 5 – 6pm; and
- Saturday Downtown Fond du Lac Farmers Market on 7.25.15 from 8am – Noon.

ACTION PLAN

An action plan is a detailed plan illustrating the steps that should be taken, or activities that should be performed for a vision to be achieved. The FDLAT TDP consists of three action plans:

- communication planning;
- organizational planning; and
- service and route planning.

Within each action plan are sub actions denoted by a number and corresponding action, performance measure/metrics, deliverables/outcomes and timeline to assist in accomplishing the goals and objectives of the planning process.

RECOMMENDATIONS

Recommendations were developed primarily from input from the steering committee, public comments received at outreach events/surveys and through analysis with the Travel Demand Model for transit route alternatives. The steering committee developed the vision, objectives and goals which helped with the creation of the Action Plan. The Action Plan, as previously noted has three components: Communication, Organizational, and Service and Routes (for full details please see Action Plan Chapter) and was created to guide FDLAT into the future. Recommendations include:

- communication planning;
- organizational planning;
- service and routes planning;
- transit route alternatives;
- half hour service for AM and PM peak travel;
- new route pairs and times; and
- miscellaneous recommendations.



CHAPTER 1

INTRODUCTION

CHAPTER 1: INTRODUCTION

APPROACH

A Transit Development Plan (TDP) is typically a five-year strategic plan which assists with the near-term future direction of a transit system. The goal of the Fond du Lac TDP is to define the community's transit needs through soliciting input from partner agencies and local businesses; involving the public through numerous public outreach opportunities; exploring community goals with decision makers and other stakeholders; defining alternative courses of action, and developing a systematic plan to move Fond du Lac Area Transit (FDLAT) into the future. To assist FDLAT in long term planning the TDP will cover a ten year period from 2016 to 2026, which will allow FDLAT to adequately plan for long term service and facility improvements. In addition to long term planning, FDLAT will focus on short term planning activities such as marketing/education, route improvements and extensions and asset management.

East Central Wisconsin Regional Planning Commission (ECWRPC) serves as the staff to the Fond du Lac Metropolitan Planning Organization (MPO) of which FDLAT is a member. FDLAT is an important part of the MPO transportation planning process and the TDP is a necessary component to the MPO's long range transportation plan.

FDLAT and ECWRPC, along with local community members worked to develop the near and long term recommendations of this TDP and will facilitate them over the near and long term future. As mentioned, a typical TDP covers a five-year period; this planning document is intended to be a ten-year strategic plan from 2016 to 2026. Different from previous TDPs, this update to the plan includes a chapter with a logic model, an asset management approach and a detailed action plan with recommendations.

Steering Committee

As part of this TDP, the steering committee invitation to participate was extended to include a variety of stakeholders serving the greater Fond du Lac community. Most of those contacted have strong ties to transit and/or serve those who are customers of transit. The complete list of steering committee invitees can be found at the beginning of this plan. In addition to inviting traditional government agencies to participate, the list of those invited included:

- consumers;
- local businesses;
- non-profits;
- faith-based organizations;
- public and private k-12 schools;
- public and private universities and technical colleges;
- hospitals/clinics; and
- county health officials.

Meeting Locations and Personal Testimony

Steering committee meetings rotated locations for each meeting. Organizations who volunteered to host meetings were also asked to provide a short personal testimony to the members as to why transit was (and is) important to them or to the clients/customers/employees they serve within the community.

VISIONING

A visioning exercise occurred at the very first steering committee meeting which was also part of the introduction to the TDP process. To help the committee develop goals, objectives and a shared vision for the planning process, all participants were asked to participate in a “headliner” exercise. The headliner exercise encouraged the group to think about transit’s role in the community ten years into the future and to develop a newspaper headline to capture it.

Headline Exercise

The scenario for the brainstorming session:

Scenario

It is ten years from now and a local newspaper has decided to do a feature on Fond du Lac Transit. The story will focus on the changes and accomplishments achieved by Fond du Lac Transit over the last ten years. The reporters have interviewed you and many other community members about the history, problems and issues in the community, how residents came together, and the changes the community has undergone. The focus of the article will be on both the accomplishments and changes in the way that Fond du Lac Transit functions and is structured.

Additionally, everyone was asked to brainstorm three ideas/actions to accompany their newspaper headline. The headliners and their ideas are included below:

Headline: Transit Serves Additional Areas:

1. More Areas-Village of North Fond du Lac
2. Fringe Areas-Camelot Drive, Industrial Parks
3. More coordination with Department of Social Services/Senior Services

Headline: FDL Transit Serves Everyone:

1. Serve a diverse/broad range of transit users
2. Increase in areas/times served by transit
3. Ease of riding (purchasing passes, finding routes, etc.)

Headline: Area Transit Offers Suite of Services to FDL Community:

1. Bus routes and schedules that make the community accessible to even its most vulnerable citizens
2. Local transit drivers recognized for their safe conduct, courtesy, and professionalism

3. A school/city partnership get students to school and home again safely and inexpensively

Headline: Fond du Lac Transit Contributes to Economic Vitality of Community:

1. Increases in job opportunities
2. Healthy community
3. Economically viable and thriving

Headline: FDL Transit Ridership Doubles in Last Decade:

1. Half hour service
2. Nights and Saturdays service
3. Private/public partnerships with schools, businesses and agencies

Headline: FDL Area Transit-Creating a Happy Community:

1. Transit pairs with k-12 to create polite behavior in school and out
2. FDL Area Transit college pass explodes
3. Local businesses' thank transit for convenient night and weekend service

Headline: Fond du Lac Introduces Fuel-Less Mass Transit-A Cool Way to Travel:

1. Cashless system
2. App-trackable (times and location of buses)
3. Wi-Fi Smart system on buses

Headline: Baby Boomers Embrace Public Transportation!:

1. Boomers are going green to save resources for next generations
2. Boomers love saving time and money with updated route changes
3. Transit keeps boomers informed with classes at the local senior center

Headline: FDL Transit Connecting the Dots:

1. Expansion of service-weekends and shift changes for healthcare and industry sectors
2. Everyone within 2 blocks of service area
3. Partnership with employers within the City-bus passes part of EE Benefit packages

Headline: FDL Transit Saves Jobs and Strengthens Community:

1. Transit gets multi million federal grant for route expansion
2. Transit backs initiative for ride share and van pools
3. Community joins transit efforts to bring new jobs to the areas

Headline: Fond du Lac Gets Connected:

1. Downtown thriving: business district, Thelma PAC, shopping
2. Green initiatives
3. YMCA's strategic decision back in the day (access, location, location, location)

Headline: FDL Transit-A Model for Mid-Sized Cities:

1. Links growing communities, employers and commerce
2. Perfectly scaled
3. Major “bang” for low cost

Headline: Transit Ridership Up-Service, Reliability and Convenience Sited as Main Reasons for Success:

1. Increased service coverage
2. Increased service frequency (half hour service, night and Saturdays)
3. Focused effort to increase service amenities (shelters, expanded and heated transit center)

Headline: Fond du Lac Makes Transit Cool:

1. Fond du Lac High School goes green, increase in student ridership
2. 100% of Fond du Lac companies provide incentives to employees to utilize public transit
3. Collaborative effort amongst TDP steering committee drives increase in ridership

Headline: You Can Get There from Here, By Bike in Fond du Lac:

1. Bike lanes on all major roadways making biking an easy option
2. Easy, safe in/out to middle schools and high school via walking and biking from all directions
3. Employer incentives to bikers

Headline: Partners in Transit:

1. The City of Fond du Lac and its boundaries have grown-expanded service area
2. Increased costs outpaced resources to provide transportation services
3. Advocate with legislators

Headline: Families Moving to a One Car Lifestyle:

1. Healthy lifestyle choices make bike and walking paths very popular
2. Gasoline prices hit ten year low based on supply and demand
3. New communities of friends are connecting on bus rides, while walking kids to school, biking together and more

Headline: FDL Transit Meets Needs of Residents:

1. Free transportation for all students
2. Increase ridership and accessibility
3. Taking the bus is now the norm

Headline: FDL Area Transit Focuses on Community:

1. Creation of more partnerships like Boys & Girls Club, Fond du Lac School District and FDL Area Transit
2. Increased presence in the community
3. Increased user friendliness which equals more riders

The headliner exercise helped the group start the conversation on the goals, objectives and vision for the TDP and set the discussion for future meetings. In addition, the headliner exercise gives the reader an insight into the minds behind the recommendations of this document.

VISION

The vision developed from the headliner exercise and various discussions is as follows:

Fond du Lac Community Partners working together to provide people with accessible, economical and comprehensive transportation options throughout the Fond du Lac Area Transit System.

The vision is simple and to the point, highlighting what the Steering Committee felt is important. They wanted to focus on a comprehensive system which is accessible, efficient and economical.

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CHAPTER 2

TRANSIT OVERVIEW

CHAPTER 2: TRANSIT OVERVIEW

HISTORY

Although forms of public transportation have existed in the Fond du Lac area since the 1880's, the system as it is known today was founded in 1944, then the Fond du Lac City Bus Lines. Between 1944 and 1958, multiple carriers provided transit service throughout the Fond du Lac area. By 1958, the Fond du Lac Bus Company was formed and ran until 1967 when operations were discontinued due to rising costs and weak ridership volumes. Public transportation was unavailable until August of 1968 when the Fondy Area Bus Cooperative, which was privately funded, was approved by the City Council. In 1970, the cooperative requested that the City subsidized its operating losses. With the future operations of public transportation in question, a Bus Study Committee was formed in 1972. This study led to the inclusion of a subsidy and public ownership referendum question on the ballot on November 7, 1972, which was strongly supported. On December 20, 1972, the City of Fond du Lac purchased the Fondy Area Bus Cooperative and operations of the Fond du Lac Area Transit System began on January 15, 1973. The system began receiving state aid in 1975 and federal aid in 1979.

SERVICE AREA

Today, the Fond du Lac Area Transit System (FDLAT) provides transit services exclusively within the City of Fond du Lac. The fixed route system is comprised of eight fixed routes (#20, #35, #40, #45, #55, #60, #70 and #120). JOBTRANS, a shared ride taxi service, is also available in designated portions of the City of Fond du Lac and the Village of North Fond du Lac. HANDIVAN is a curb to curb wheelchair lift-equipped paratransit service also administered by FDLAT. An overview of the service area is found on **Map 1**. **Table 1** also shows the total mileage by each fixed route.

Route 20 primarily serves the northeast portions of the City. Route destinations and areas served include: St. Agnes Hospital, National Avenue and Johnson Street areas, Arndt Street and Park Avenue areas, Fond du Lac High School, Johnson Street and Country Lane areas. Please reference **Map 2** for full route details.

Route 35 primarily serves the southeast portions of the City and runs in conjunction with Route 20. Areas served by this route include: Park Avenue and 9th Street areas, Park Avenue and Pioneer Road areas, Fond du Lac Avenue and County Highway V areas, and the Health Care Center (E. 1st Street). Please reference **Map 3** for the full route.

Route 40 focuses its service on the north-south Main Street corridor. Primary areas served include: 12th Street and Main Street, 21st Street and Main Street, the Social Security Office, Camelot Business Park (including Agnesian Healthcare Center and Health Shoppe) and 9th Street and Main Street. For more route details, please see **Map 4**.

Route 45 serves the southwest portion of the City which includes numerous businesses and the industrial park. Important destinations served include: Riverview Apartments, Dixie Street and Hickory Street areas, Hickory Street and Larsen Drive areas (industrial), Holiday Inn and other hotels near Interstate 41 and the Rogersville Road and Military Road areas (near Fleet Farm and Mercury Marine). Please reference **Map 5** for complete route details.

Route 55 serves the central and west portions of the City. It serves the elementary and middle schools within this area as well as providing access to commercial and retail areas near Highway 23 and Interstate 41. Other areas serviced by this route include: Forest Avenue and Hickory Street areas, Forest Mall and Plaza, Forest Avenue and Berger Parkway areas, Peters Avenue and Grove Street areas, and Forest Avenue and Seymour Street areas. For complete route details, please see **Map 6**.

Route 60 serves the northwest portion of the City and additional retail areas located west of Interstate 41. Primary areas served include Arndt Street and Military Road areas, Westnor Apartments, Forest Mall, Wal-Mart, Target, and Scott Street and Main Street areas. Please see **Map 7** for more details.

Route 70 also serves the northwest areas of the City beyond the commercial and retail west of Interstate 41 and the industrial park. Key destinations of this route include: Johnson Street and Hickory Street areas, Johnson Street and Rolling Meadows Drive areas, Brooke Industries (and other industrial businesses), Scott Street and Hickory Street areas, and Main Street and Arndt Street areas. Complete route details can be found on **Map 8**.

Route 120 is an abbreviated route in the morning and afternoon to k-12 schools. Areas served by this route include: Pick 'N Save (Johnson Street), Hickory Street and Forest Avenue areas, Pioneer Road and Morris Street areas, 11th Street and Farwell Avenue areas, Fond du Lac High School, St. Mary's Springs Academy and STEM Academy. Please see **Map 9** for more route information.

Table 1: Fixed Route Mileage

Route #	Mileage
20	8.4
35	7.5
40	7.7
45	7.9
55	6.2
60	6.3
70	6.5
120	13.8
Total	64.2

Source: Google Maps (measure tool) to determine distances of routes - round to nearest 1/10 mile

CHANGING CONDITIONS AFFECTING TRANSIT

Over the last several decades, Fond du Lac Area Transit System use and travel in general have been affected primarily by the decentralization of population and major land use. This results in increased dependency on the automobile. In light of these factors, and with the general trend of rising costs and declining state and federal operating funds, FDLAT and other systems nationwide have faced significant challenges in maintaining the integrity of a regional service.

Population and Housing

Between 1990 and 2010, the City's population increased by approximately 5,200 (14 percent increase). Households during this same time period increased approximately 3,300 (23 percent increase). Interestingly, the persons per household decreased slightly. See **Table 2**.

Table 2: Population and Household Changes, 1990 – 2010, City of Fond du Lac

City of Fond du Lac	1990	2000	2010	Change (1990 - 2010)	% Change (1990 - 2010)
Population	37,755	42,203	43,021	5,266	13.95%
Households	14,637	16,638	17,942	3,305	22.58%
Persons Per Household	2.58	2.54	2.40		

Source: US Census 1990, 2000, 2010 - Tables: DP-1

Future population projections comparing 2010 to 2040 age cohorts show considerable increases in cohorts age 60+. Population within the City is expected to peak in 2030 (46,300); overall it is expected to increase approximately 2,900 (7 percent) between 2010 and 2040. Households are projected to peak in 2040 (21,000); increasing to 2,800 (16 percent) between 2010 and 2040. Please refer to **Figure 1** and **Tables 3 and 4**.

Table 3: Population and Household Projections, 2010 – 2040 City of Fond du Lac

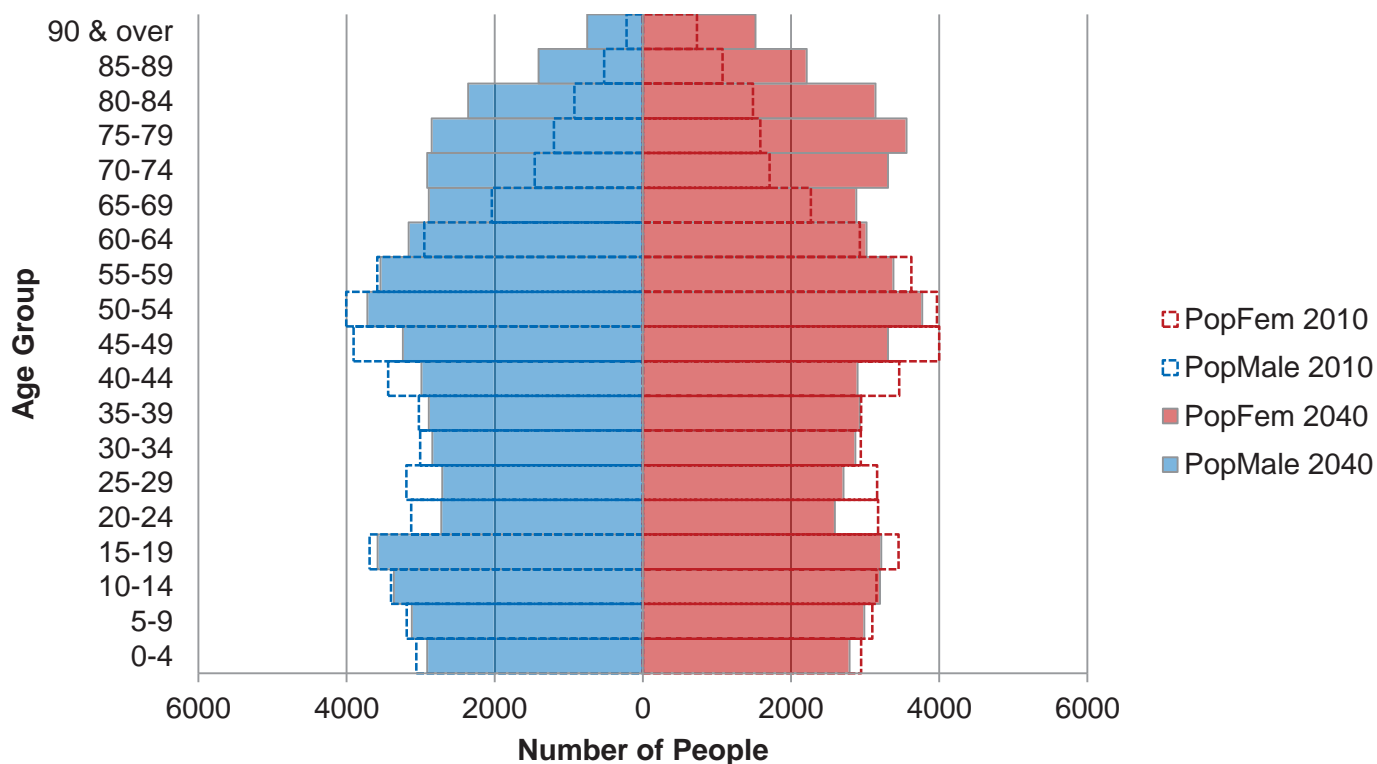
City of Fond du Lac	2010	2020	2030	2040	Change (2010 - 2040)	% Change (2010 - 2040)
Population	43,021	44,510	46,300	45,920	2,899	6.74%
Households	17,942	19,415	20,645	20,773	2,831	15.78%
Person Per Household	2.40	2.29	2.24	2.21		

Source: US Census 2010, DOA - Demographic Services Center, Division of Intergovernmental Relations 2014

Population Density

One of the strongest determinants of the productivity and efficiency of a public transportation system is population density. An exception to this could be an outlying destination frequented by transit dependent persons, but in general, lower density, scattered development is not conducive to this type of transit. Other types of public transit are more appropriate in lower density, or even in rural, areas. Demand responsive service responds only to requested trips, and therefore does not incur constant costs. In many rural areas, public transportation is offered at a much lower service level. Often scarce resources provide only weekly opportunities to travel to the central city, likely on a very inflexible schedule. Generally, the service level provided is dictated by density and the related trip generation potential. The aging of the baby-boomer population over the next few decades will increase the dependence on public transportation, worsening this difficult situation.

Figure 1: Fond du Lac County Age-Sex Pyramid by Cohort 2010 and 2040 Final Projections



Source: Demographic Services Center, DOA State of Wisconsin, Vintage 2013 projections

Increasing Elderly Population

The number of people that will reach the age of 60 is expected to increase dramatically in the next few decades. The number of retirement complexes and services for the elderly has also proliferated over the past 10 years. These factors may increase ridership, since the elderly have traditionally relied on transit services for their transportation needs.

Changing Elderly Needs

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

Table 4: Fond du Lac County Population by Age and Sex 2010, 2040

Age Group	Pop Male 2040	Pop Fem 2040	Pop Male 2010	Pop Fem 2010
0-4	2,910	2,790	3,059	2,944
5-9	3,120	2,990	3,188	3,095
10-14	3,360	3,200	3,398	3,155
15-19	3,580	3,220	3,688	3,451
20-24	2,720	2,590	3,125	3,173
25-29	2,710	2,710	3,190	3,164
30-34	2,840	2,870	3,004	2,941
35-39	2,890	2,930	3,024	2,944
40-44	2,990	2,900	3,440	3,459
45-49	3,240	3,310	3,903	4,000
50-54	3,720	3,770	4,006	3,969
55-59	3,540	3,380	3,583	3,625
60-64	3,160	3,020	2,952	2,928
65-69	2,890	2,880	2,038	2,269
70-74	2,910	3,310	1,460	1,710
75-79	2,850	3,560	1,199	1,587
80-84	2,360	3,140	926	1,486
85-89	1,410	2,210	523	1,077
90 & over	750	1,520	220	730

Source: Wisconsin DOA, Demographic Service Center Vintage 2013

Land Use and Development

Historical land use trends and existing land use characteristics are basic to determining future land use/transit relationships. Throughout the years, the City of Fond du Lac has experienced significant changes in urban land use patterns. During the 1970's, various state and local land use trends and environmental regulations were adopted, which impacted these land use trends and provided for more compact and dense development. By the 1990's, significantly less scattered urban development was occurring. This trend continues today. The changing density of development has also had an impact on land consumption.

In 2003, the City of Fond du Lac covered approximately 11,278 acres. Of this area, residential development accounted for roughly 28 percent, 8 percent for commercial use, 5 percent for industrial use, and 15 percent for roads and other transportation facilities. The remaining acreage is in low intensity uses.

Since 1990, most residential growth has occurred in the southeastern portion of the City. Major commercial areas within the City are located downtown on Main Street and along West Johnson Street (Highway 23). Recent commercial growth has also occurred on East Johnson Street (Highway 23), on both sides of the Highway 151 overpass. The Highway 151 Bypass was completed in 2005 to the east and south of the City of Fond du Lac. Commercial growth is expected to continue along a variety of main traffic arterials within the City.

The Fond du Lac Southwest Industrial Park is the primary industrial area located in the southwest portion of the City along Pioneer Road, Military Road, and Hickory Street with direct access to the Interstate 41 interchange. Throughout the years, this industrial area has expanded. This expansion is located to the west of Interstate 41 and just north of Highway 151. Some lots have rail access as well.

Another major industrial area within the city limits is the Fond du Lac West Industrial Park which is located in the northwest portion of the City just south of the Village of North Fond du Lac. This 18 acre industrial area which is to the south of West Scott Street and to the west of North Rolling Meadows Drive is within a ½ mile of the Interstate 41 interchange.

A third industrial park is also in the southern portion of the City along Interstate 41 (Fox Ridge Industrial Park). This 276 acre area was purchased by the City of Fond du Lac with anticipated industrial development continuing to occur. Fox Ridge Industrial Park is also a designated TIF district.

Additionally, a privately owned corporate / office park is located on the southern borders of the City. Ledgeview Corporate Park is roughly bounded by Main Street to the west, Interstate 41 and USH 151 to the south and Martin Road to the east. This corporate park is home to numerous private employers including: Excel Engineering, Charter Communications, Society Insurance, Agnesian Healthcare, Grande Cheese, the Social Security Administration and other office tenants.

Increasing Auto Ownership

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

The overall effect of this trend is evidenced in the growth of daily vehicle trips on the urban street system and increased traffic congestion. Combined with fairly stable fuel prices over the last few decades, more fuel-efficient cars, and plentiful and inexpensive parking, transit service in Fond du Lac is in an increasingly less competitive position with the auto. A climb in fuel costs may influence some individuals to utilize transit service, although it would most likely take drastic increases in fuel costs over time for most individuals to change their vehicle usage.

Income

In 2000, the median household income for the City of Fond du Lac was \$41,139. In 2006, this figure increased to \$51,275. Estimates from the American Community Survey (2010-2014, five year estimates) show the median income for the City of Fond du Lac dipped to \$45,914.

De-Institutionalization of the Disabled Population

A large number of disabled City of Fond du Lac residents are employed throughout the community. Because this group of people is unlikely to be licensed to drive, they are often transit dependent, riding both regular and specialized transit systems.

Changing Work and Shopping Habits

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

Service Characteristics – Fixed Routes

Table 5: Location of Passenger Shelters

St. Agnes Hospital (Division St)
Moraine Park Technical College
Transfer Zone (Rees Street and Macy Street)
Health Care Center (1st street)
Goodwill (Main St)
Westnor Apartments (Arndt St)

Source: Fond du Lac Area Transit 2016

Table 6: Location of Passenger Benches

Route #20	Route #55
Division (S. of Amory)	Peters Ave (ShopKo)
St. Agnes Hospital	Pick n Save
National (N. of Division)	Route #60
Dental Assoc.	Johnson & Military
Luco Road (Lakeview)	Johnson & Hickory
Prairie Road	Arndt & Briarcrest
Route #35	Kohl's
Ellis (SW Corner)	Johnson & Rolling Meadows
Martin & Sherwood	Walmart South and North
Route #40	Scott & Macy
Main & 9th	Scott & Main
Southtown	Main & Follett
Walgreens South	Route #70
Social Security	Brooke Industries
Route #45	
Hickory (Mercury)	
Hickory & Larsen	
Larson (x RB Royal)	
Trowbridge (BAM)	
Trowbridge Freund and Blodgett	
Rolling M & Holiday	
Military (x Fleet Farm)	

Source: Fond du Lac Area Transit 2016

Revenues and Expenses

Table 7: Funding and Revenue Sources

Operating Year	Operating Revenue	Federal Share	State Share	Local Share	Other Revenue	Total Revenue
2009	\$228,721	\$525,680	\$402,568	\$402,752	\$116,821	\$1,676,542
2010	\$288,506	\$526,562	\$423,617	\$273,353	\$120,038	\$1,632,076
2011	\$285,653	\$505,592	\$436,369	\$278,372	\$201,510	\$1,707,496
2012	\$326,026	\$461,070	\$397,228	\$426,674	\$15,525	\$1,626,523
2013	\$514,098	\$521,843	\$373,989	\$221,591	\$67,724	\$1,699,245
2014	\$474,323	\$414,643	\$381,394	\$221,591	\$77,834	\$1,569,785

Source: FDLAT 2009-2014

Table 8: Funding and Revenue Sources (%)

Operating Year	Operating Revenues	Federal Share	State Share	Local Share	Other Revenue
2009	14%	31%	24%	24%	7%
2010	18%	32%	26%	17%	7%
2011	17%	30%	26%	16%	11%
2012	20%	28%	24%	26%	2%
2013	30%	31%	22%	13%	4%
2014	30%	27%	24%	14%	5%

Source: FDLAT 2009-2014

Table 9: FDLAT Passenger Revenues by Service

Operating Year	Fixed Route	Demand Response	Demand Response - Taxi	Total Revenue
2009	\$103,481	\$125,240	not available	\$228,721
2010	\$106,542	\$141,072	\$40,892	\$288,506
2011	\$118,925	\$120,126	\$46,602	\$285,653
2012	\$133,085	\$152,040	\$40,921	\$326,046
2013	\$132,788	\$342,194	\$39,116	\$514,098
2014	\$125,590	\$309,042	\$39,691	\$474,323

Source: FDLAT 2009-2014

Table 10: FDLAT Expenses by Services

Operating Year	Fixed Route	Demand Response	Demand Response - Taxi	Total Expenses
2009	\$1,084,259	\$592,283	not available	\$1,676,542
2010	\$1,043,666	\$449,914	\$138,496	\$1,632,076
2011	\$1,119,860	\$405,627	\$182,009	\$1,707,496
2012	\$994,951	\$533,194	\$95,378	\$1,623,523
2013	\$1,036,539	\$560,751	\$101,955	\$1,699,245
2014	\$949,683	\$539,133	\$80,969	\$1,569,785

Source: FDLAT 2009-2014

Service Characteristics – Transit Fares

Table 11: Transit Fares

	2009	2010	2011	2012	2013	2014	2015	2016
Fixed Route/School Tripper Fares								
Adult Cash	\$1.10	\$1.10	\$1.10	\$1.50	\$1.50	\$1.50	\$1.50	\$1.50
Student Cash	\$1.00	\$1.00	\$1.00	\$1.25	\$1.25	\$1.25	\$1.25	\$1.25
Elderly/Disabled	\$0.55	\$0.55	\$0.55	\$0.75	\$0.75	\$0.75	\$0.75	\$0.75
Adult Token	10/\$10 .00	10/\$10 .00	10/\$10 .00	10/\$13 .00	10/\$13 .00	10/\$13 .00	10/\$13 .00	10/\$13 .00
Student Token	10/\$9. 00	10/\$9. 00	10/\$9. 00	10/\$11 .00	10/\$11 .00	10/\$11 .00	10/\$11 .00	10/\$11 .00
Monthly Pass								
Adult	\$38.00	\$38.00	\$38.00	\$38.00	\$38.00	\$38.00	\$38.00	\$38.00
Student	\$32.00	\$32.00	\$32.00	\$32.00	\$32.00	\$32.00	\$32.00	\$32.00
Day Pass	\$3.00	\$3.00	\$3.00	\$4.00	\$4.00	\$4.00	\$4.00	\$4.00
Summer Youth Pass				\$35.00	\$35.00	\$35.00	\$35.00	\$35.00
HANDIVAN ADA								
6:00 am – 6:00 pm	\$1.50	\$1.50	\$1.50	\$3.00	\$3.00	\$3.00	\$3.00	\$3.00
6:40 pm – 9:45 pm	\$4.00	\$4.00	\$4.00					
Saturday	\$1.50	\$1.50	\$1.50					
JOBTRANS								
Age 6-64	\$4.00	\$4.00	\$4.00	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00
Under 6 with Adult	\$2.00	\$2.00	\$2.00	\$2.50	\$2.50	\$2.50	\$2.50	\$2.50
Elderly/Disabled	\$2.00	\$2.00	\$2.00	\$2.50	\$2.50	\$2.50	\$2.50	\$2.50

Source: Fond du Lac Area Transit 2016

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CHAPTER 3

RIDERSHIP PROFILE

CHAPTER 3: RIDERSHIP PROFILE

Since 1973, the Fond du Lac Area Transit System has transported over 10 million passengers, with a peak ridership year of 1981 with over 456,000 passengers. Since 2001, fixed route ridership has drastically decreased, although ridership has increased since 2004. Unlinked passengers represent the total number of boardings, including all transfers on the system, while revenue passengers represent the total number of boardings which generate revenue. A drastic decrease in ridership between 2002 and 2003 occurred due to major cuts in service with the loss of 36.7 percent of the system's federal aid and 31.9 percent of state aid by reaching urbanized area designation (50,000 or more people) with the processing of the 2000 U.S. Census. Up until July of 2004, fixed route service was contracted out to the Village of North Fond du Lac.

SERVICE CHARACTERISTICS

Unlinked Passenger Trips is the number of times passengers board public transportation vehicles. Passengers are counted each time they board vehicles no matter how many vehicles they use to travel from their origin to their destination and regardless of whether they pay a fare, use a pass or transfer, ride for free, or pay in some other way; also called boardings.¹

Vehicle Revenue Miles are the miles traveled when the vehicle is in revenue service (i.e., the time when a vehicle is available to the general public and there is an expectation of carrying passengers). Vehicles operated in free-fare service are considered in revenue service. Please reference **Table 12**.

Table 12: Fixed Route Ridership Trends

Operating Year	Annual Unlinked Trips	Annual Vehicle Revenue Miles
2009	135,579	168,736
2010	138,731	167,537
2011	132,907	163,743
2012	170,898	161,814
2013	163,810	145,116
2014	154,184	145,312
2015	149,202	138,387

Source: National Transit Database Agency Profiles 2009-2014, FDLAT 2015

For those unable to use the fixed route transit system, the Fond du Lac Area Transit System offers lift equipped van service. This curb to curb service only serves individuals which are eligible under the Americans with Disabilities Act (ADA) of 1990. The Americans with Disabilities Act of 1990 (ADA) requires bus systems to provide complimentary paratransit service for those persons who cannot utilize the fixed route system due to a disability. This service is contracted by the City of Fond du Lac with a private provider. This service operates anywhere within the

¹ <http://www.apta.com/resources/statistics/Pages/glossary.aspx>.

Fond du Lac Area Transit System service area and during the same hours, as required by the ADA.

Going beyond these requirements, HANDIVAN also offers evening service to those that are ADA eligible. ADA allows a transit system to charge twice the full cash fare as a fixed route system for paratransit service, therefore HANDIVAN fares are \$3.00 per ride. Attendants assisting service users are not required to pay a fare. Trip reservations for the service should be made by 4:30 pm of the prior day that the service is requested for, although same day requests for paratransit service is available if vehicle schedules and capacity permit. Routine service appointments must be confirmed every two weeks.

Revenue passengers are the number of paying customers who used the paratransit services.² Paratransit passengers have remained steady (15,000) from 2011-2015. Non-ADA passengers have also remained steady (21,000) from 2010-2015. Please see **Tables 13 and 14**.

Table 13: Handivan Paratransit Ridership

Operating Year	Revenue Passengers	Revenue Miles
2010	12,948	96,041
2011	15,471	105,544
2012	15,774	107,463
2013	16,239	106,531
2014	15,808	113,691
2015	15,081	114,911

Source: FDLAT 2010-2015

Table 14: Non-ADA Ridership

Operating Year	Revenue Passengers	Revenue Miles
2010	22,871	63,384
2011	21,742	54,783
2012	22,582	51,452
2013	21,605	50,596
2014	20,971	58,173
2015	20,318	58,901

Source: FDLAT 2010-2015

Service Characteristics – Route 120

Route 120 is the school bus route; ridership is consistently between 6,000 and 9,000 for revenue passengers (2010-2015). Similarly, unlinked trips consistently ranged from 7,000 and 10,000 (2010-2015). Please see **Table 15**.

² <http://www.investopedia.com/terms/r/revenue-passenger-mile-rpm.asp>.

Table 15: Route 120 Ridership

Operating Year	Revenue Passengers	Unlinked Passengers	Revenue Miles
2010	6,691	7,921	8,137
2011	7,865	8,406	8,088
2012	8,692	9,387	7,812
2013	9,282	9,925	6,773
2014	7,756	8,720	7,212
2015	9,108	10,077	7,903

Source: FDLAT 2010-2015

Service Characteristics – JOBTRANS

JOBTRANS is a demand responsive, shared ride taxi service available through the Fond du Lac Area Transit System (FDLAT). Eligible trips for this service have an origin or destination within the City of Fond du Lac, but at least $\frac{3}{4}$ of mile from a bus route or within the Village of North Fond du Lac corporate limits. Fares for the JOBTRANS service are \$5.00 for adults (\$4.25 with a FDLAT Monthly Pass) and \$2.50 for children (under age 6), the elderly, and the disabled. The service hours for JOBTRANS are the same as the fixed route system (6:00 am to 6:00 pm). JOBTRANS or the public shared ride taxi service has declined from 19,000 revenue passengers (2010) to about 11,000 in the last few years. Please see **Table 16**.

Table 16: JOBTRANS Ridership

Operating Year	Revenue Passengers	Revenue Miles
2010	19,071	65,708
2011	17,726	67,904
2012	12,460	48,447
2013	11,217	39,921
2014	10,521	38,869
2015	11,514	42,680

Source: FDLAT 2010-2015

SURVEY

An onboard user and non-user survey was conducted on Tuesday, November 18, 2014 and Wednesday, May 20, 2015 to collect data on demographics, trip origin, trip destination, socioeconomic information, trip characteristics, system usage, and service ratings and opinions. Surveys were distributed to all boarding passengers who were willing to participate. Volunteers distributed user surveys on each of the routes in two shifts: 7:30 AM to 9:30 AM and 3:00 PM to 4:30 PM. The AM and PM shift times covered peak AM and PM ridership. Non-user surveys were handed out at Fond du Lac High School, Agnesian Hospital, Saint Vincent De Paul, Fond du Lac Senior Center, Fond du Lac YMCA, Fond du Lac Public Library and the Village of North Fond du Lac Village Hall. In addition to the paper survey, volunteers handed out survey cards containing a QR code to the online version of the survey, which included the user and non-user

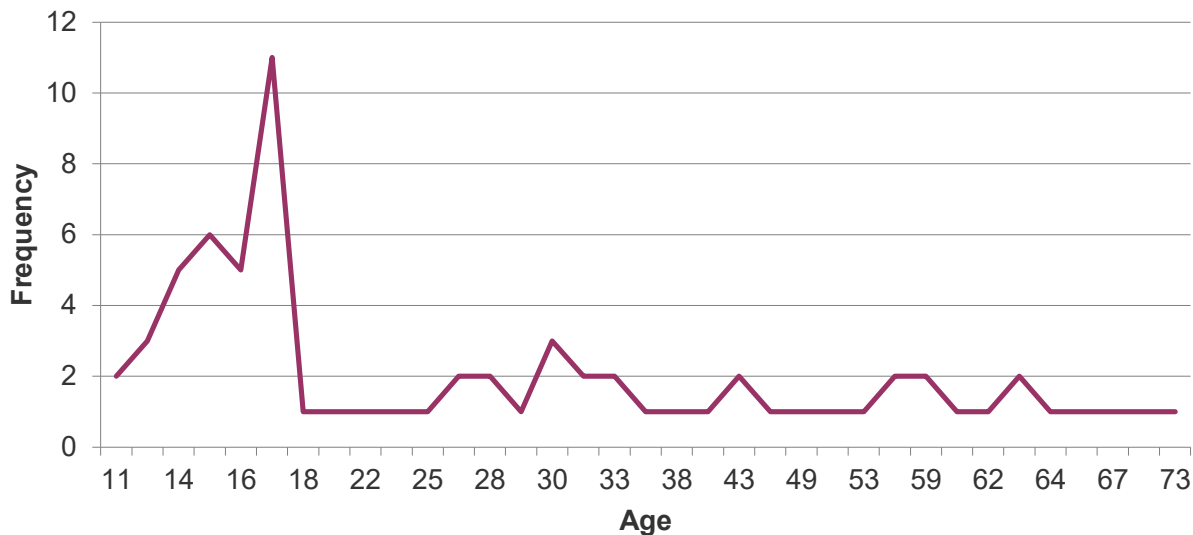
surveys. Surveys were also distributed to the bus drives and the JOBTRANS shared ride taxi users. Highlights from each of these survey days are included below.

Highlights (Transit User Survey Summary Tuesday, November 18, 2014)

Age

The average age of riders is approximately 31 years.

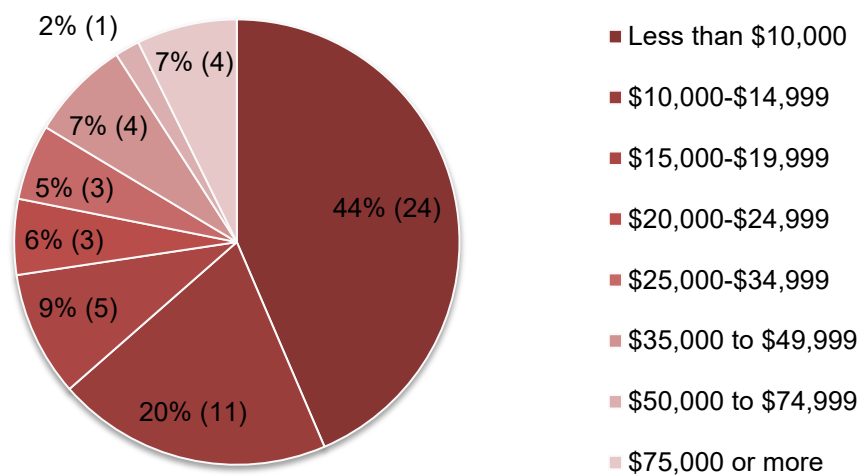
Figure 2: Average Age of Riders (2014)



Household (Combined) Annual Income

73 percent (40 respondents) reported a household (combined income) of less than \$20,000.

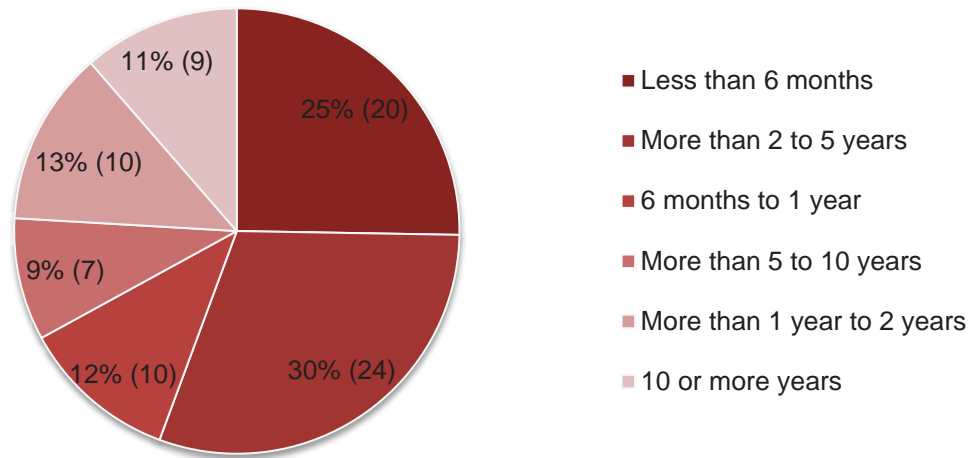
Figure 3: Household (Combined) Annual Income (2014)



Transit Ridership (Duration)

20 percent (16 respondents) have used transit for 5 or more years.

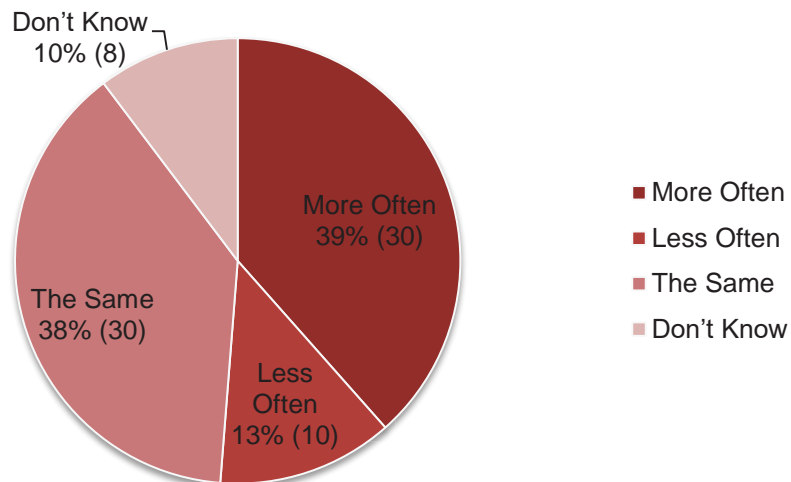
Figure 4: Transit Ridership (Duration) (2014)



Transit Ridership (Comparison)

77 percent (60 respondents) reported using FDLAT both 'More Often' and 'The Same' compared to last year.

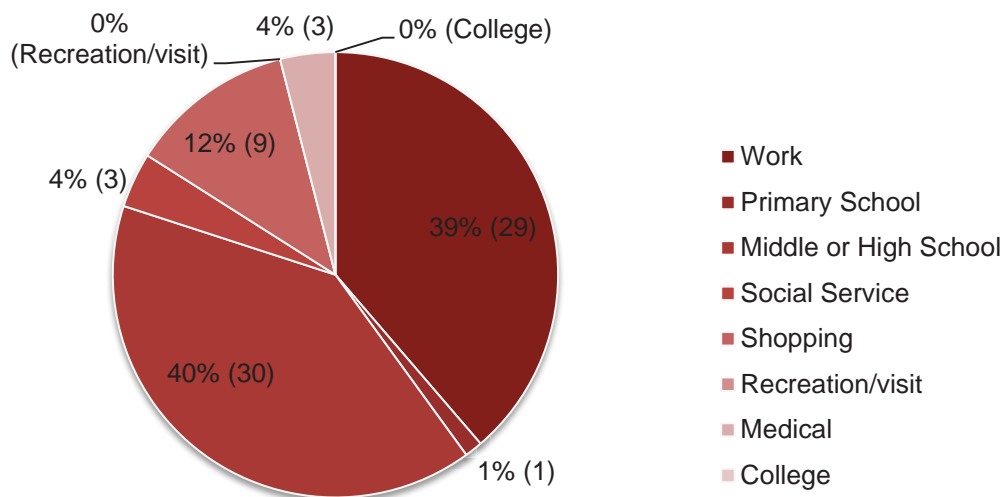
Figure 5: Transit Ridership (Comparison) (2014)



Transit Ridership (Purpose)

39 percent (29 respondents) used FDLAT for work; 40 percent (30 respondents) used FDLAT for getting to/from middle school/high school.

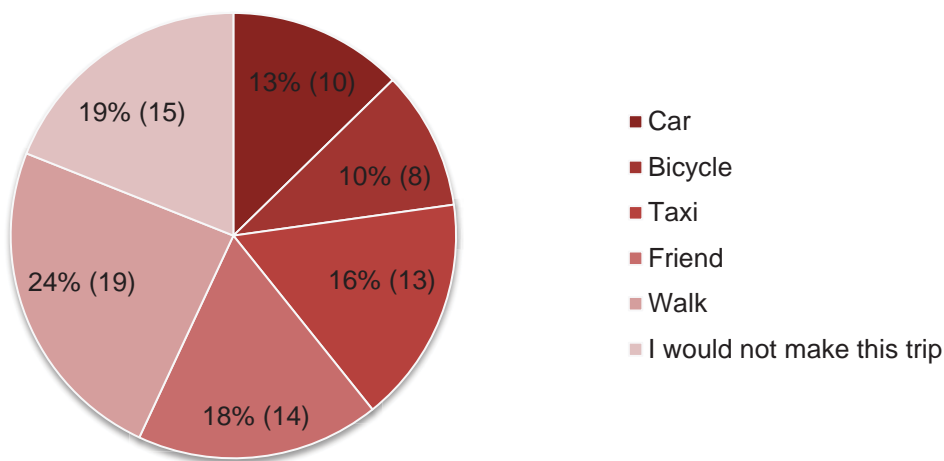
Figure 6: Transit Ridership (Purpose) (2014)



Transit Ridership (Availability)

Close to 20 percent (15 respondents) noted they 'Would not be able to make their trip today' if FDLAT did not exist.

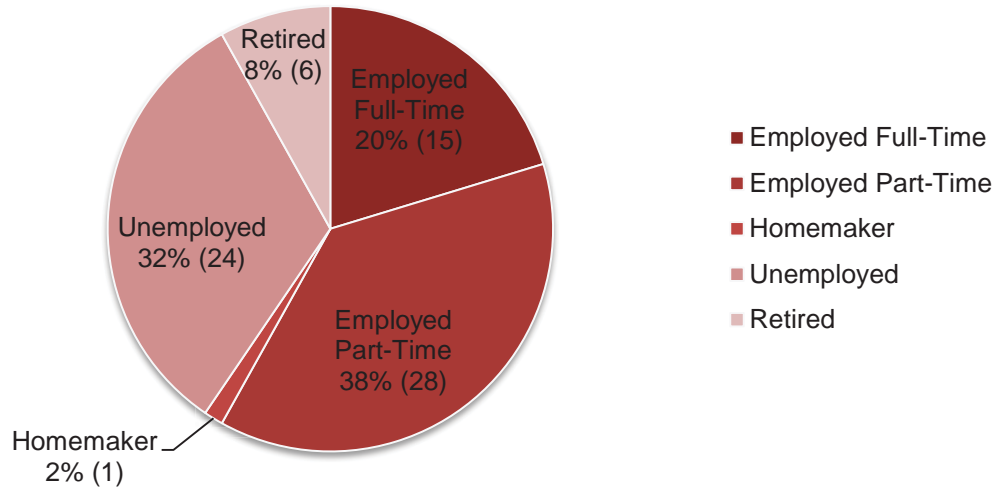
Figure 7: Transit Ridership (Availability) (2014)



Employment Status

About 58 percent (43 respondents) were employed either full or part time; 32 percent (24 respondents) were unemployed.

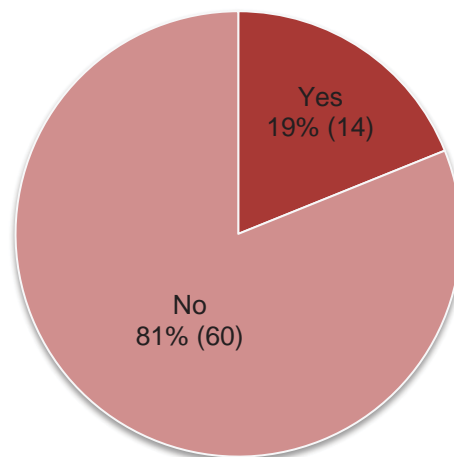
Figure 8: Employment Status (2014)



Access to Transportation

81 percent (60 respondents) did not have access to a car to make their trip.

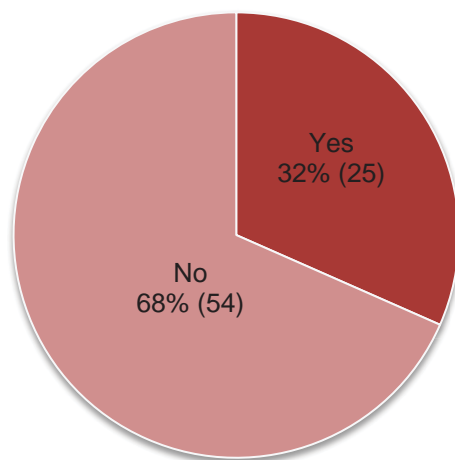
Figure 9: Access to Transportation (2014)



Driver License

68 percent (54 respondents) did not have a valid driver's license.

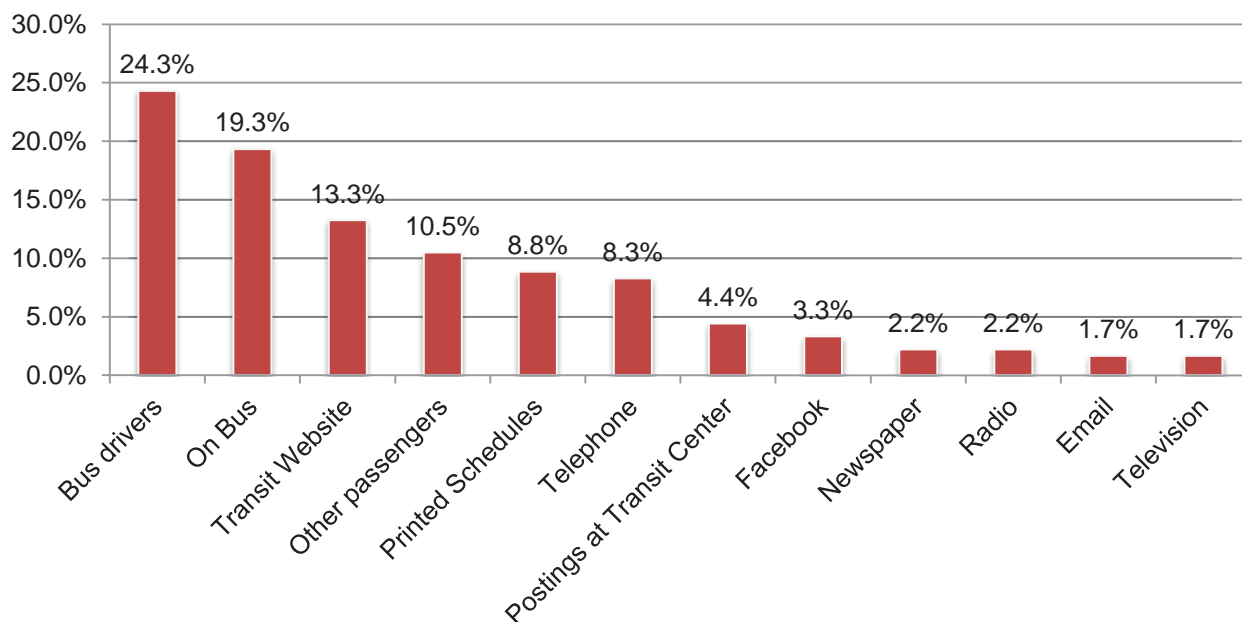
Figure 10: Driver License (2014)



Ways to Get Information

Respondents' top three choices to get information about FDLAT included: the bus drivers, flyers/signs on the bus and the transit website.

Figure 11: Ways to Get Information (2014)



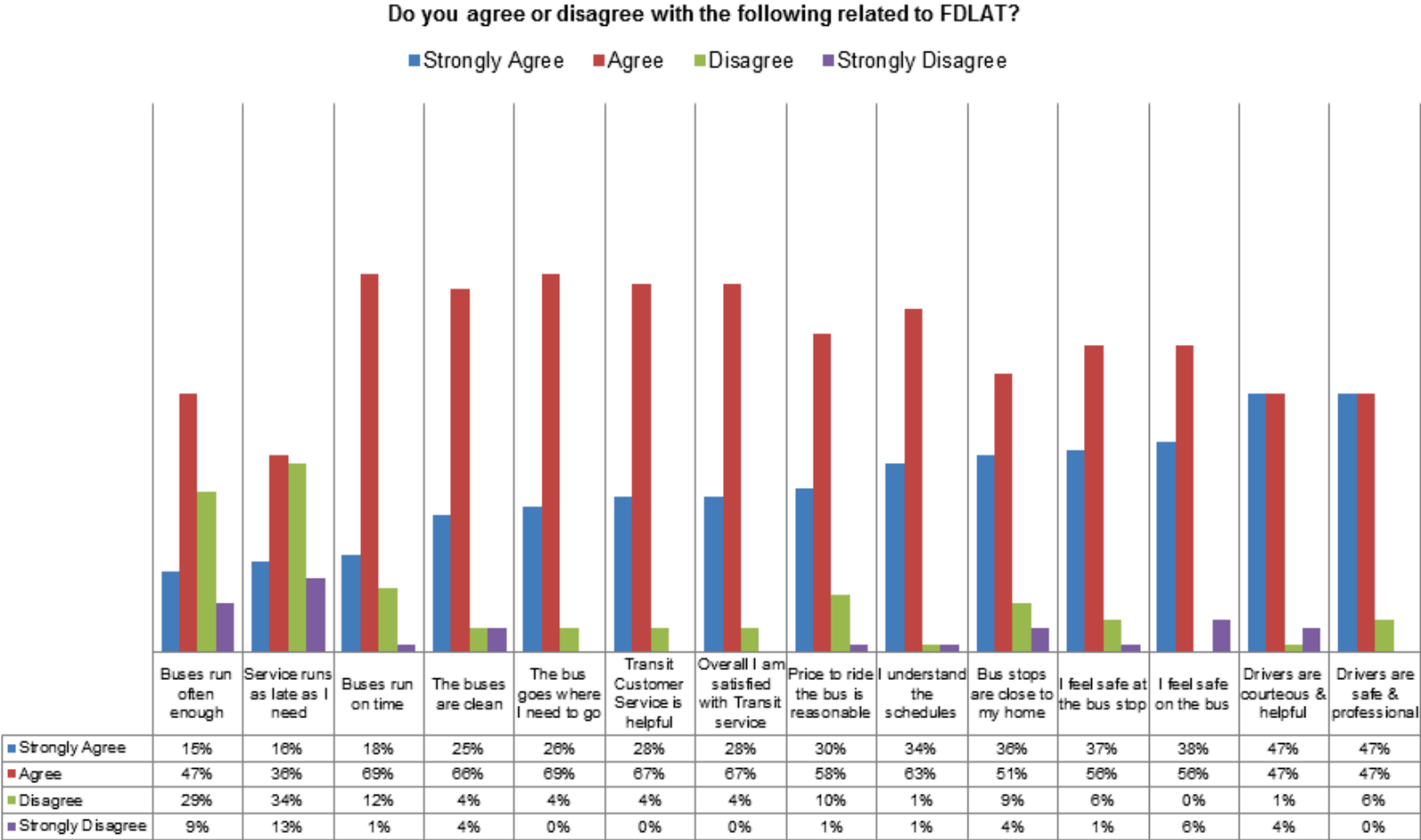
Rider's Recommendations

Respondents top three improvements for FDLAT included: weekend service, half hour service at stops and extended evening hours.

Customer's Satisfaction

Almost 96 percent of respondents strongly agreed/agreed with the following: "Overall, I am satisfied with transit service."

Figure 12: Customer Satisfaction (2014)

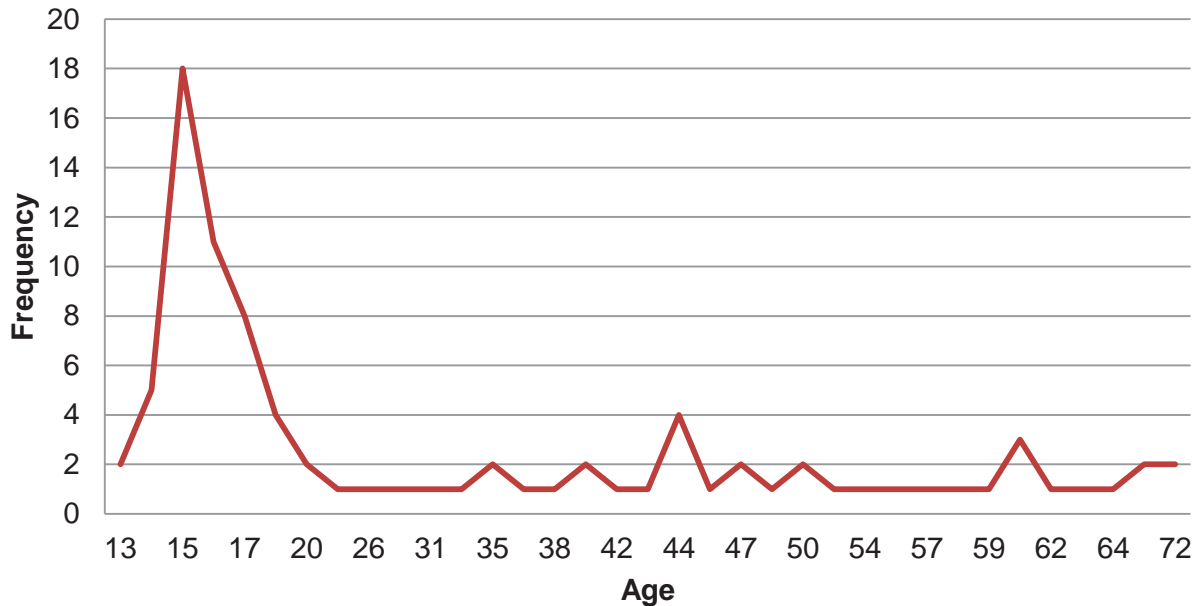


Highlights (Transit User Survey Summary Wednesday, May 20, 2015)

Age

Average age of riders was approximately 30 years.

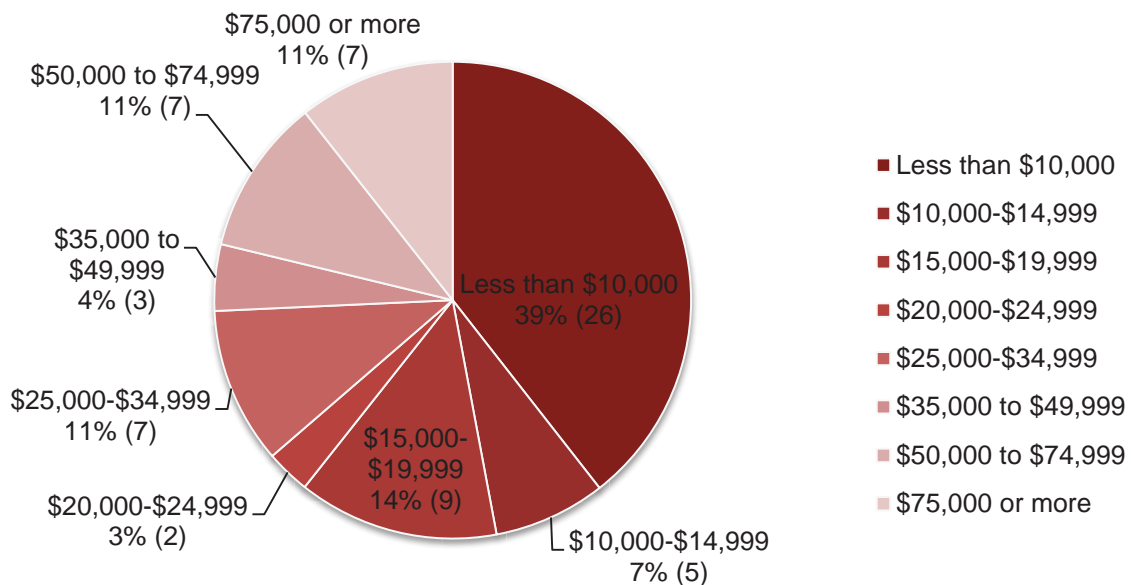
Figure 13: Average Age of Riders (2015)



Household (Combined) Annual Income

61 percent (40 respondents) reported a household (combined income) of less than \$20,000.

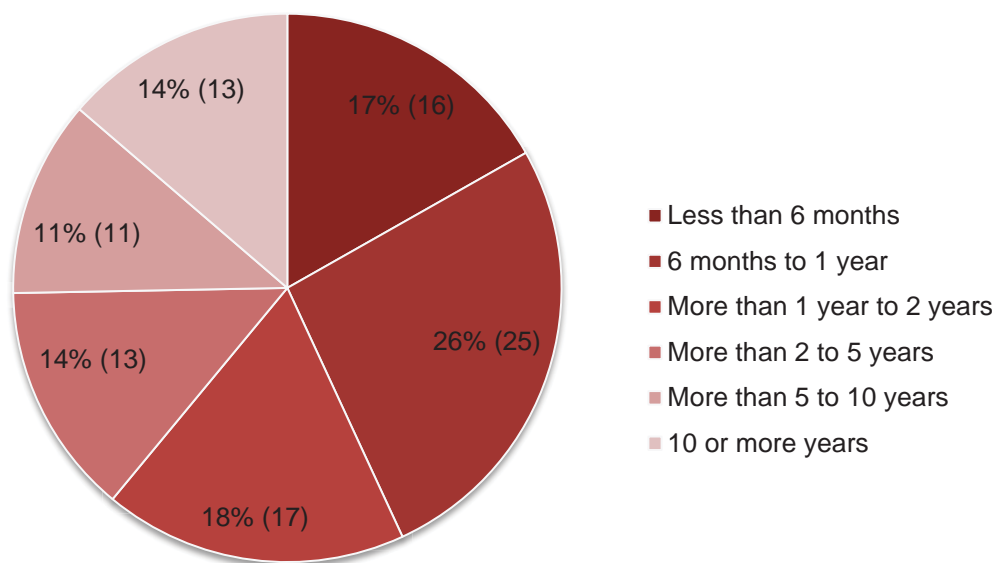
Figure 14: Household (Combined) Annual Income (2015)



Transit Ridership (Duration)

25 percent (24 respondents) have used transit for 5 or more years.

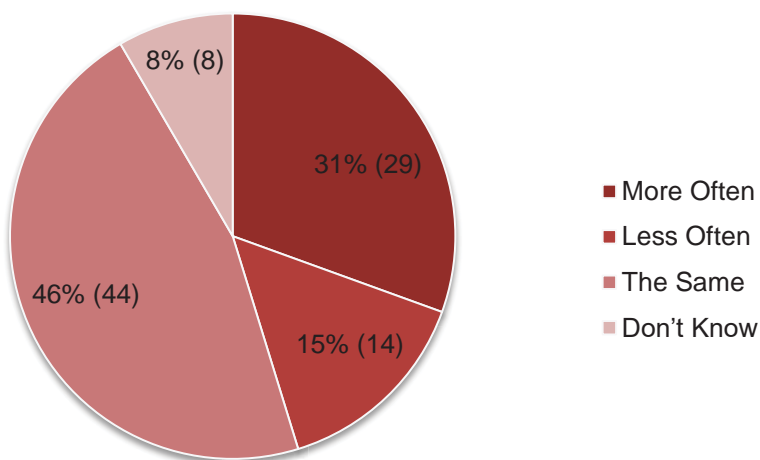
Figure 15: Transit Ridership (Duration) (2015)



Transit Ridership (Comparison)

77 percent (73 respondents) reported using FDLAT both 'More Often' and 'The Same' compared to last year.

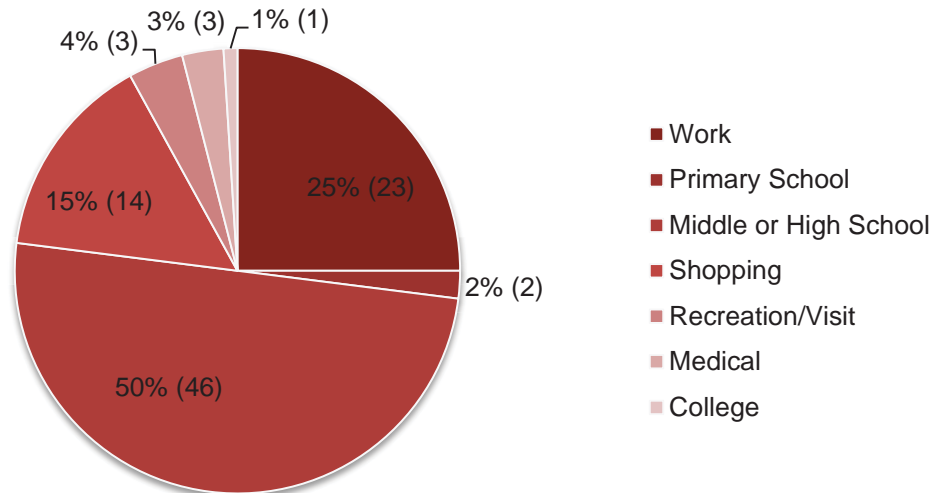
Figure 16: Transit Ridership (Comparison) (2015)



Transit Ridership (Purpose)

25 percent (23 respondents) used FDLAT for work; 50 percent (69 respondents) used FDLAT for getting to/from middle school/high school.

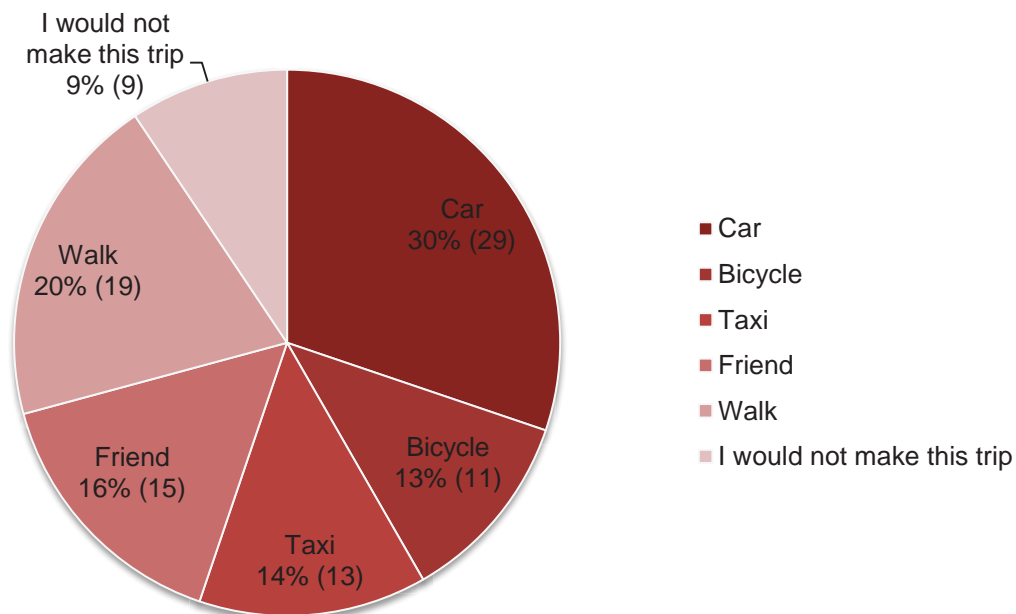
Figure 17: Transit Ridership (Purpose) (2015)



Transit Ridership (Availability)

Close to 10 percent (9 respondents) noted they 'Would not be able to make their trip today' if FDLAT did not exist.

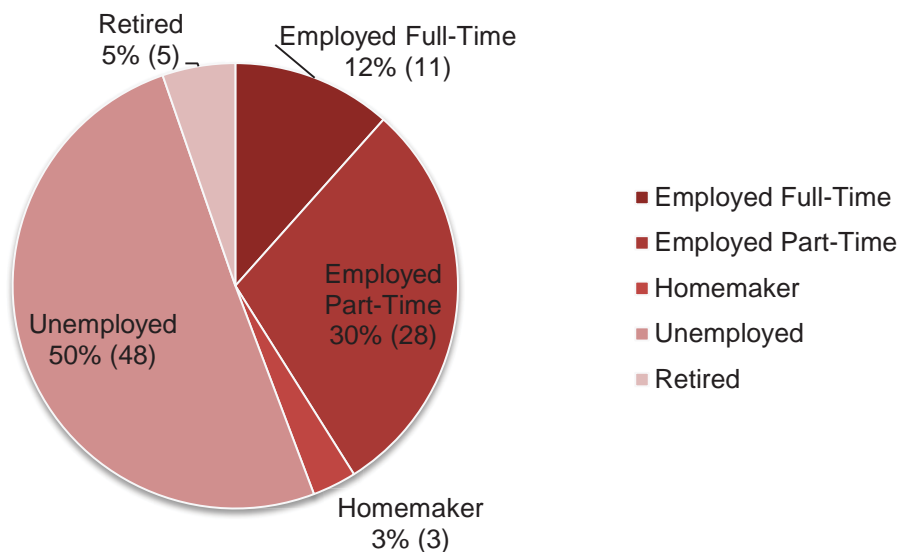
Figure 18: Transit Ridership (Availability) (2015)



Employment Status

About 41 percent (39 respondents) were employed either full or part time; 51 percent (48 respondents) were unemployed.

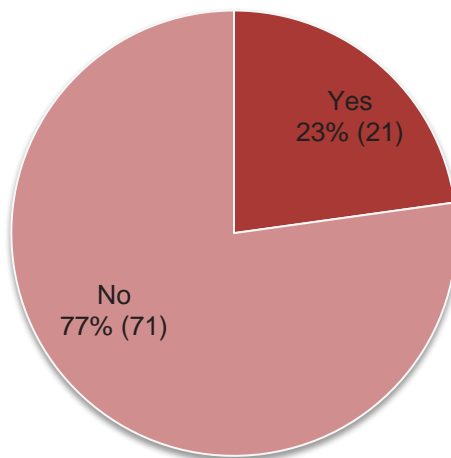
Figure 19: Employment Status (2015)



Access to Transportation

77 percent (71 respondents) did not have access to a car to make their trip.

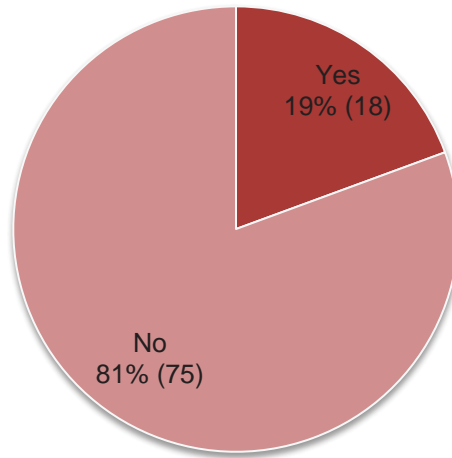
Figure 20: Access to Transportation (2015)



Driver License

81 percent (75 respondents) did not have a valid driver's license.

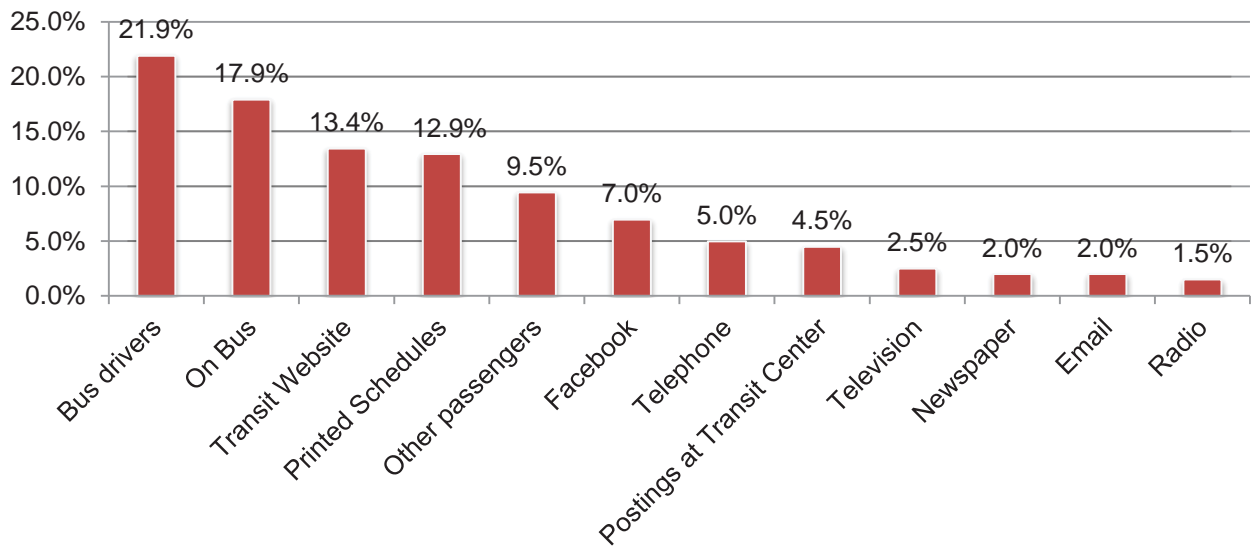
Figure 21: Driver License (2015)



Ways to Get Information

Respondents top three choices to get information about FDLAT included: the bus drivers, flyers/signs on the bus and the transit website (same as fall survey)

Figure 22: Ways to Get Information (2015)



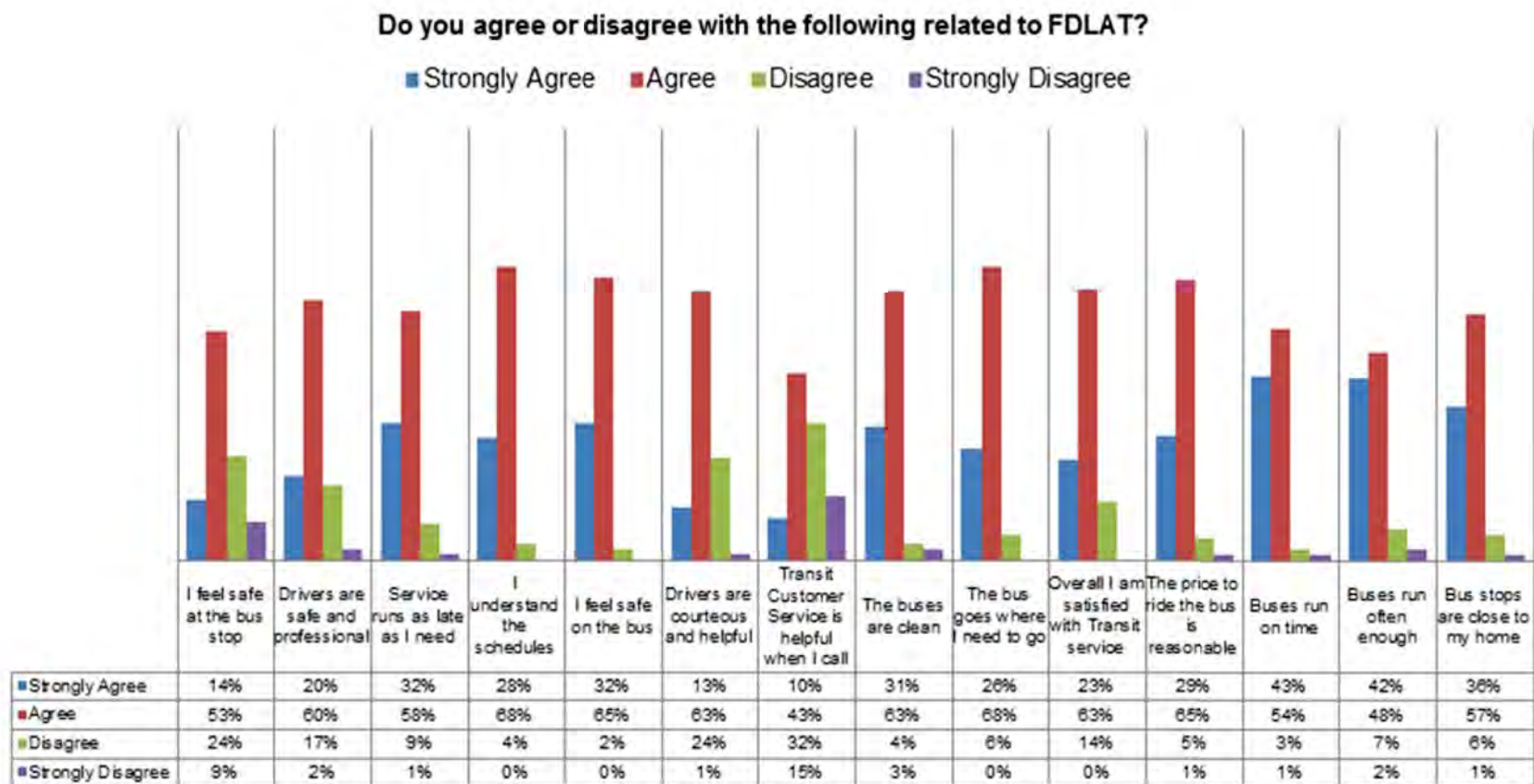
Rider's Recommendations

Respondent's top three improvements for FDLAT included: weekend service, half hour service at stops and extended evening hours (same as fall survey).

Customer's Satisfaction

Almost 93 percent of respondents strongly agreed/agreed with the following: "Overall, I am satisfied with transit service."

Figure 23: Customer Satisfaction (2015)



Regional Transportation System

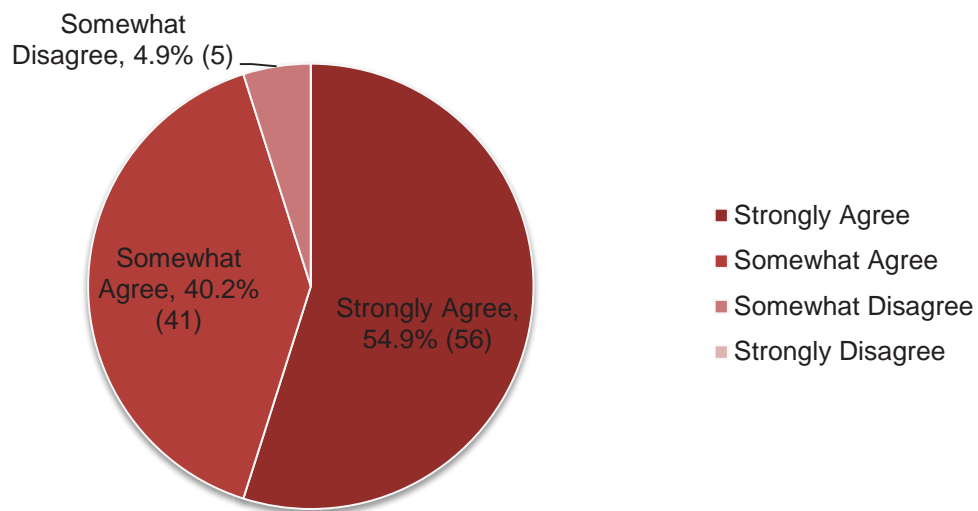
59 percent (43 respondents) noted they would use a regional transportation system to Oshkosh, Fox Cities and Green Bay; 29 percent (21 respondents) answered 'Maybe' to this question.

Highlights (Transit Non-User Survey Summary Wednesday, May 20, 2015)

Opinion on Transit

55 percent of respondents 'strongly agree' Fond du Lac Area Transit provides a valuable and necessary transportation service to the community; 40 percent of respondents 'somewhat agree' Fond du Lac Area Transit provides a valuable and necessary transportation service to the community.

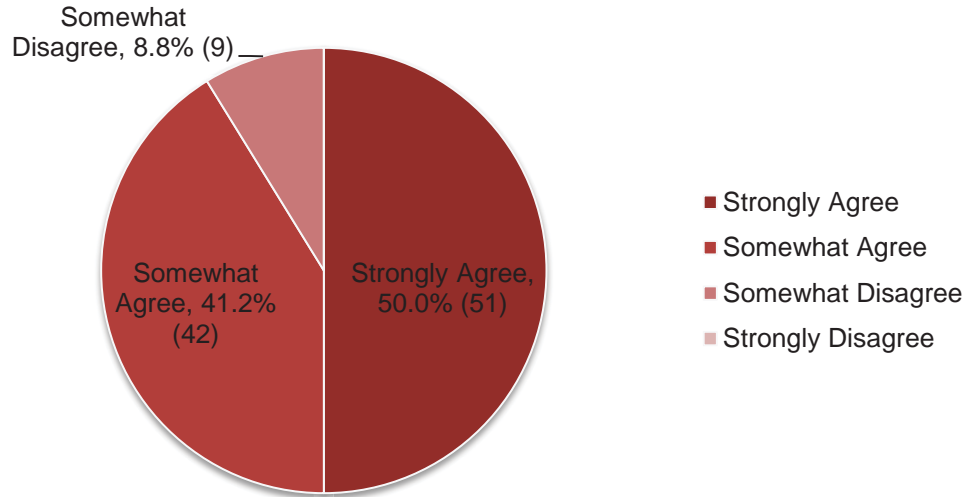
Figure 24: Opinion on Transit (2015)



Opinion on Transit and Economy

50 percent of respondents 'strongly agree' Fond du Lac Area Transit is important for the local economy; 41 percent of respondents 'somewhat agree' Fond du Lac Area Transit is important for the local economy.

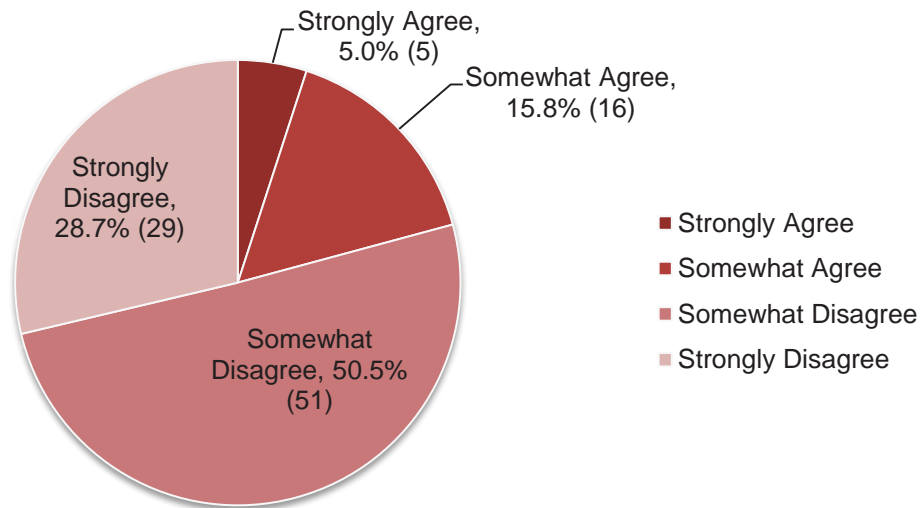
Figure 25: Opinion on Transit and Economy (2015)



Opinion on Transit and Affordability

5 percent of respondents 'strongly agree' Fond du Lac Area Transit is only for those who cannot afford a car.

Figure 26: Opinion on Transit and Affordability (2015)

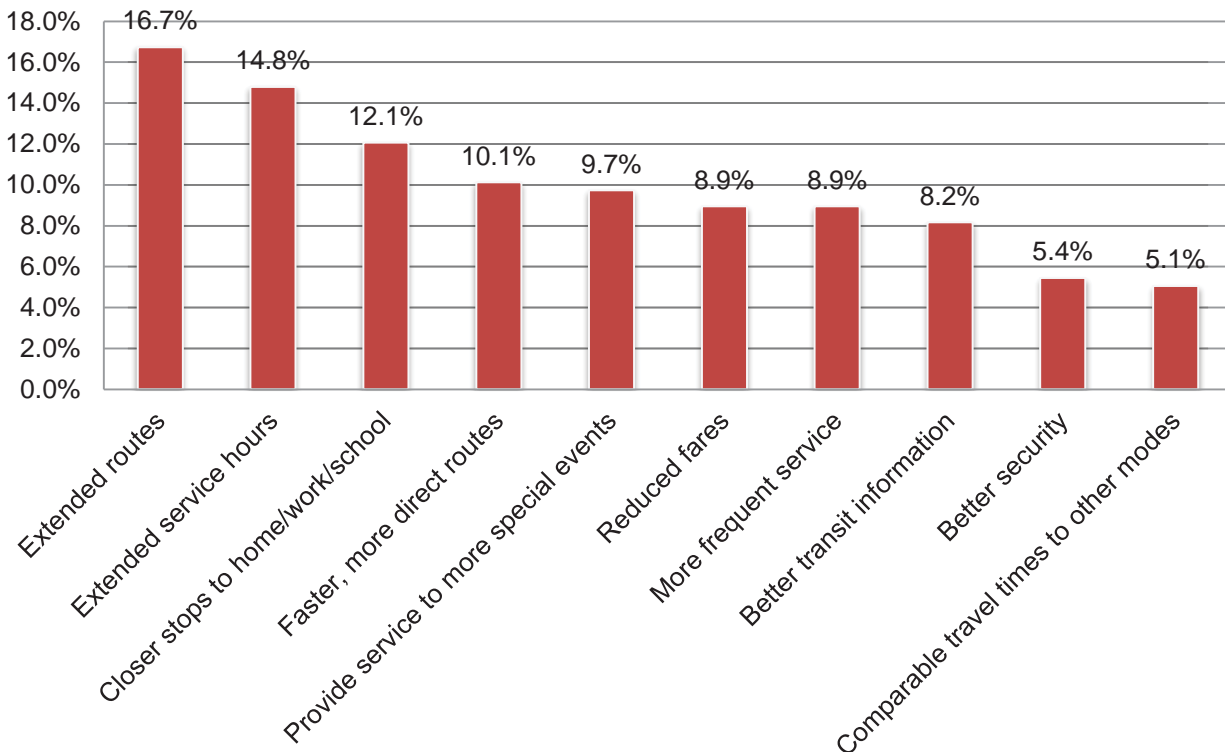


Reasons to Ride

Top three changes to get respondents to ride the bus:

- 17 percent (43 respondents) said extended routes
- 15 percent (38 respondents) said extended service hours
- 12 percent (31 respondents) noted closer stops to home/work/school

Figure 27: Reasons to Ride (2015)

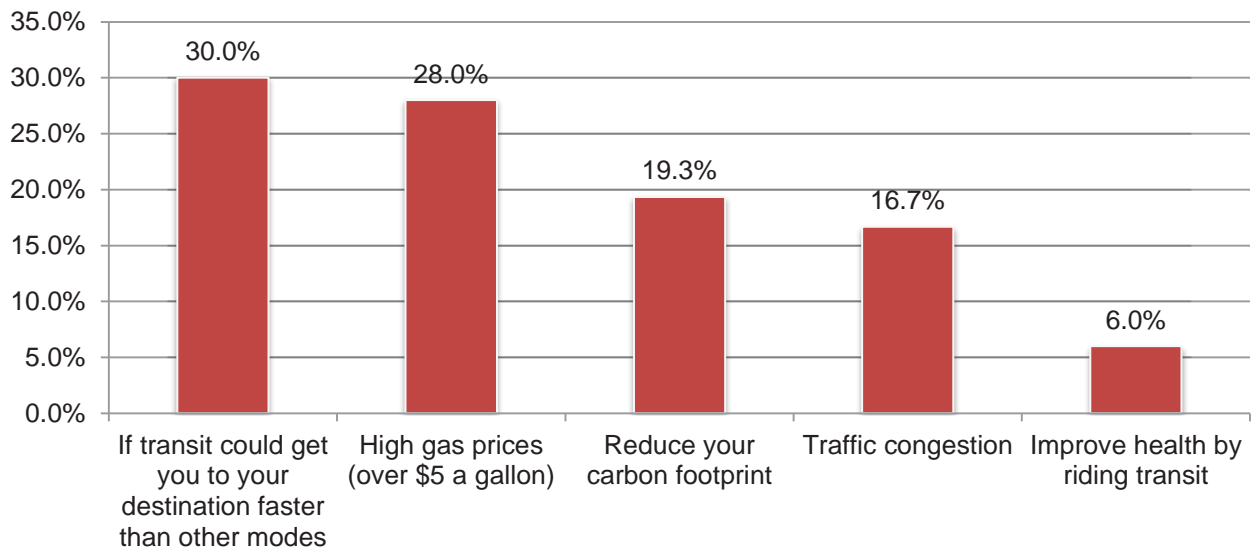


Factors to Ride

Top three factors for non-users to become more likely to use Fond du Lac Area Transit bus service:

- If transit could get you to your destination faster than other modes (30 percent, 45 respondents)
- High gas prices over \$5 a gallon (28 percent, 42 respondents)
- Reduce your carbon footprint (19 percent, 29 respondents)
- 29 percent (30 respondents) noted they would use a regional transportation system to Oshkosh, Fox Cities and Green Bay; 50 percent (50 respondents) answered 'Maybe' to this question

Figure 28: Factors to Ride (2015)



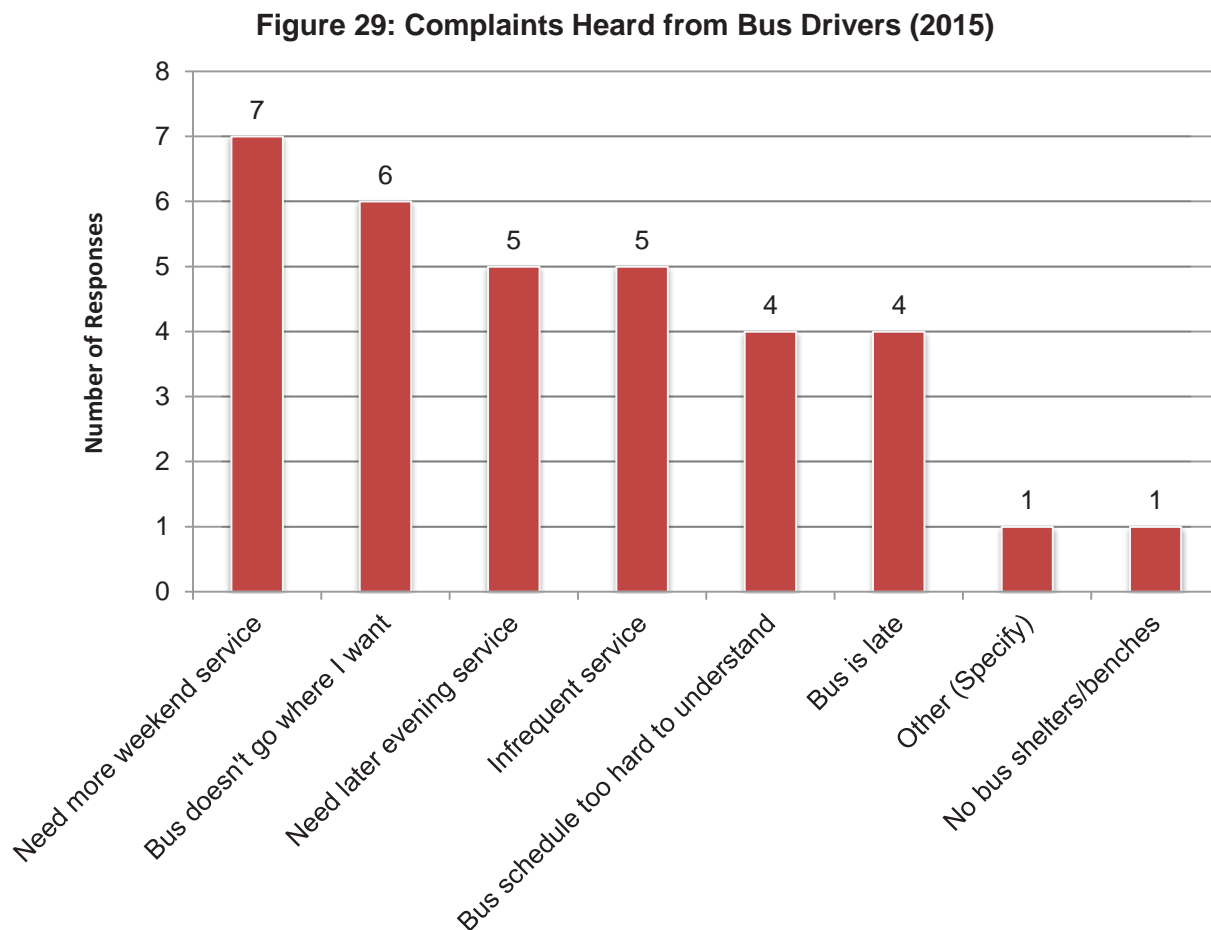
Bus Driver Survey Highlights

A separate bus driver survey was also developed and shared amongst FDLAT drivers to gather their vital input on the system. Their input is included below.

Complaints Heard from Bus Drivers

Seven complaints were selected as the most common; these were:

- Need more weekend service
- Bus doesn't go where I want
- Need later evening service
- Infrequent service
- Bus schedule is too hard to understand
- Bus is late
- No bus shelters/benches



Comments Heard from Bus Drivers

The most frequent comments received from the traveling public are:

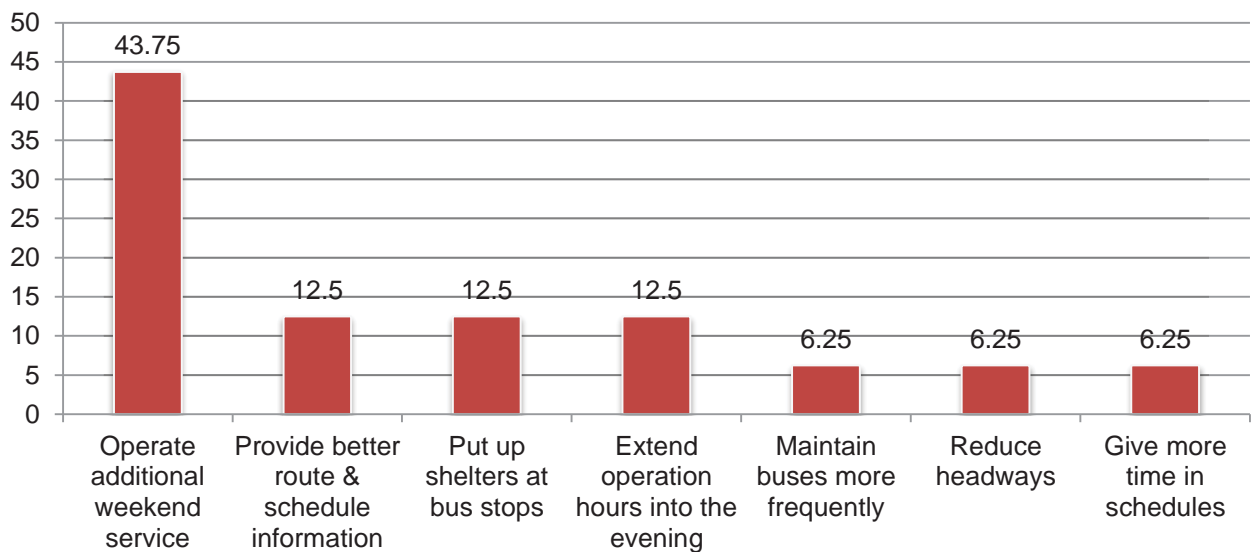
- Appreciative of transit service
- Friendly drivers and service
- Appreciate low-step buses
- Appreciate new benches at stops

Improvements to the Transit System

The top four transit improvements from bus drivers consist of the following:

- Operate additional weekend service (Seven out of seven bus drivers surveyed were in favor)
- Provide better route and schedule information
- Put up shelters at bus stops
- Extend operation hours into the evening

Figure 30: Improvements to the Transit System (2015)



Safety Concerns

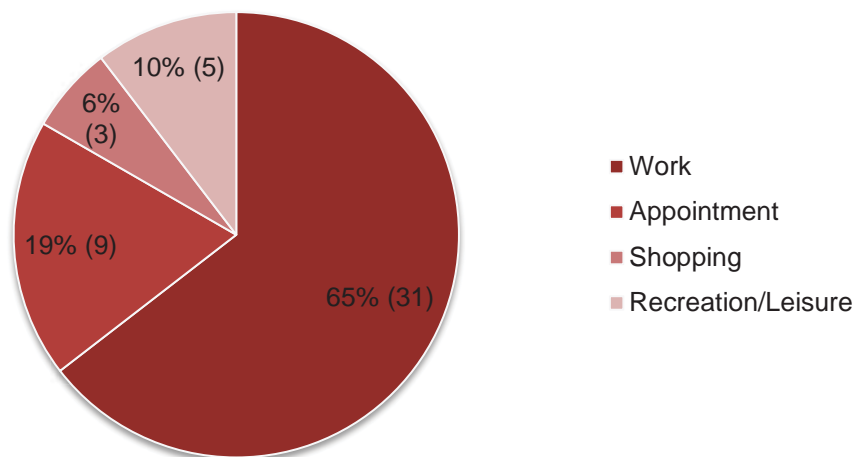
The top four safety concerns identified by bus drivers include:

- Route 35 – County Highway V and Fond du Lac Ave
- Route 60 – Arndt St at N Peters Ave
- Transfer Zone – winter snow removal/ice
- Sight lines to better see passengers at stops

JOBTRANS Survey Highlights

65 percent of respondents used JOBTRANS for work, 19 percent for appointments, 10 percent for recreation/leisure and 6 percent for shopping.

Figure 31: Trip Purpose (2015)



Additional survey highlights:

- 96 percent paid for JOBTRANS services in cash
- 45 percent of respondents had a combined annual income less than \$10,000

Major Highlights (Across all survey takers)

Overall, the majority of respondents including users and bus drivers would support weekend service (mostly Saturday), half hour service and extended evening hours.

Over 90 percent of transit users surveyed are satisfied with the services provided.

Over 90 percent of non-users surveyed feel transit is important to the community and local economy.

Fifty-nine percent (43 respondents) of transit users and 29 percent (27 respondents) of non-users would use some kind of regional transit system.

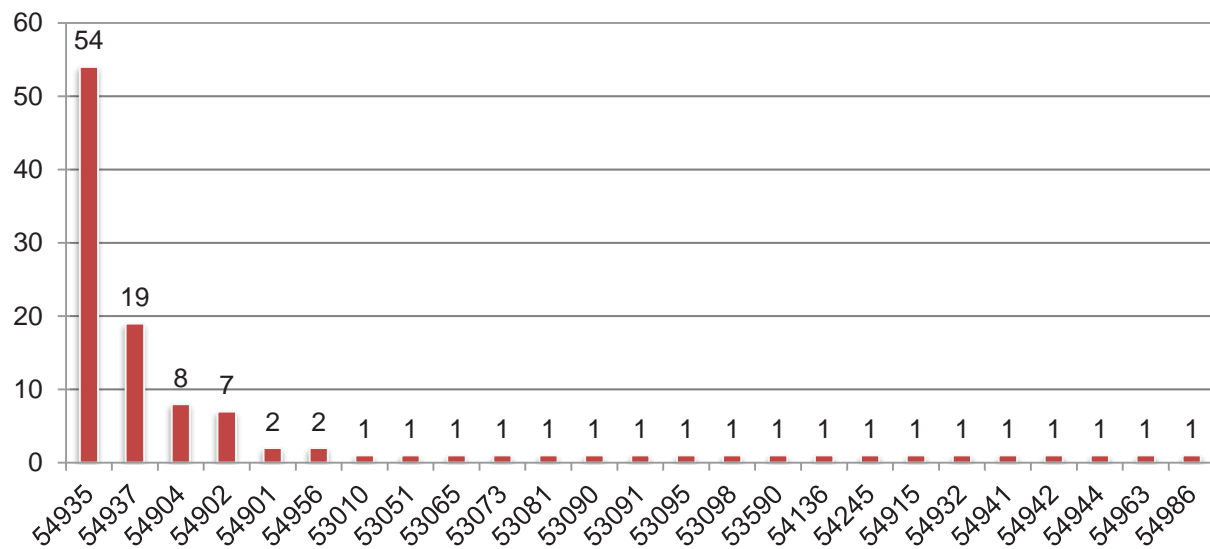
Mercury Marine Employee Surveys

As part of the planning process, staff contacted and worked with the HR department at Mercury Marine to gauge the interest of transit ridership with their workforce. A 15 question survey was sent out to Mercury Marine employees. In total, 115 surveys were completed by their employees. A summary of this survey and responses is included below.

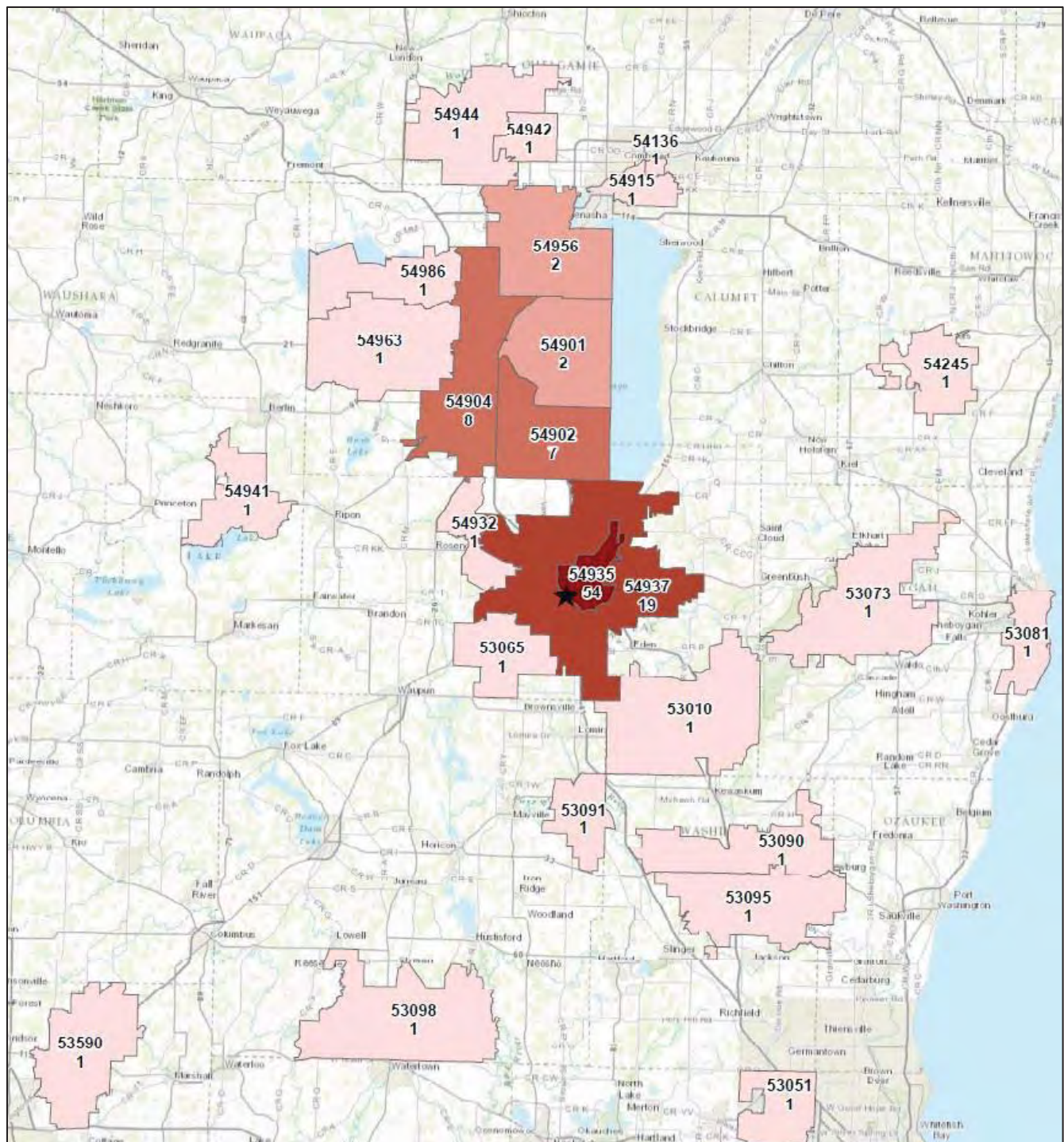
Home Zip Code of Employees

What is your home zip code? See Figure 32 and image below.

Figure 32: Home Zip Code of Employees



The image below represents the home zip codes of Mercury Marine employees who participated in this survey. Mercury Marine location is denoted by the black star.



Shift Start and End Times

Workers shift start and end times are noted below. The majority of respondents could potentially ride transit and be able to get to and from work within the service hours of Fond du Lac Area Transit (6:00am to 6:30pm).

Figure 33: Shift Start Time

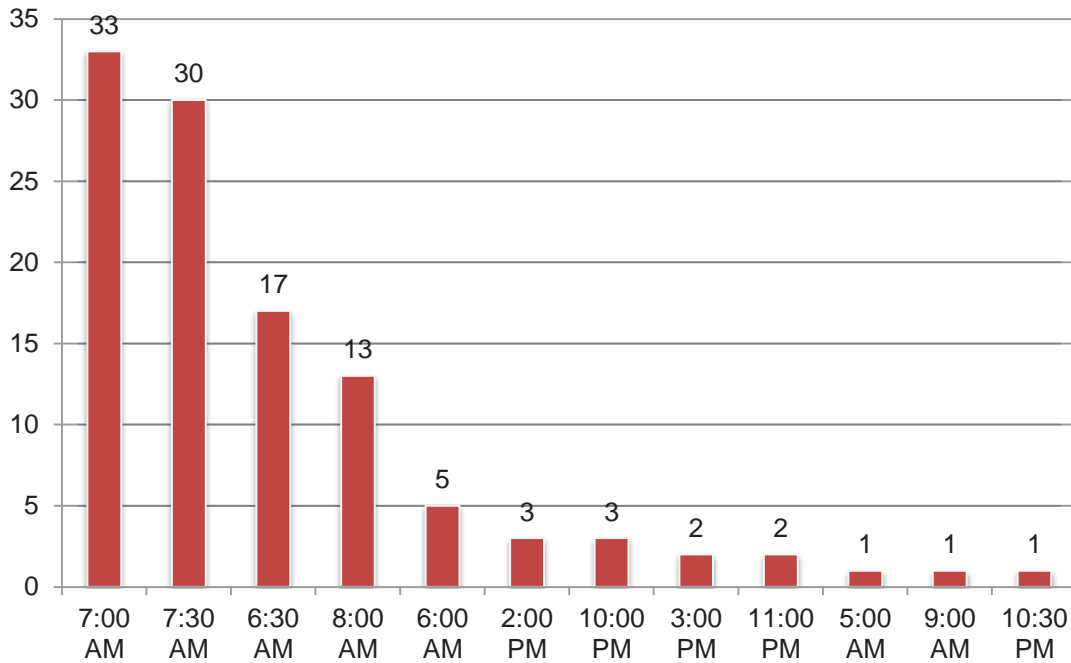
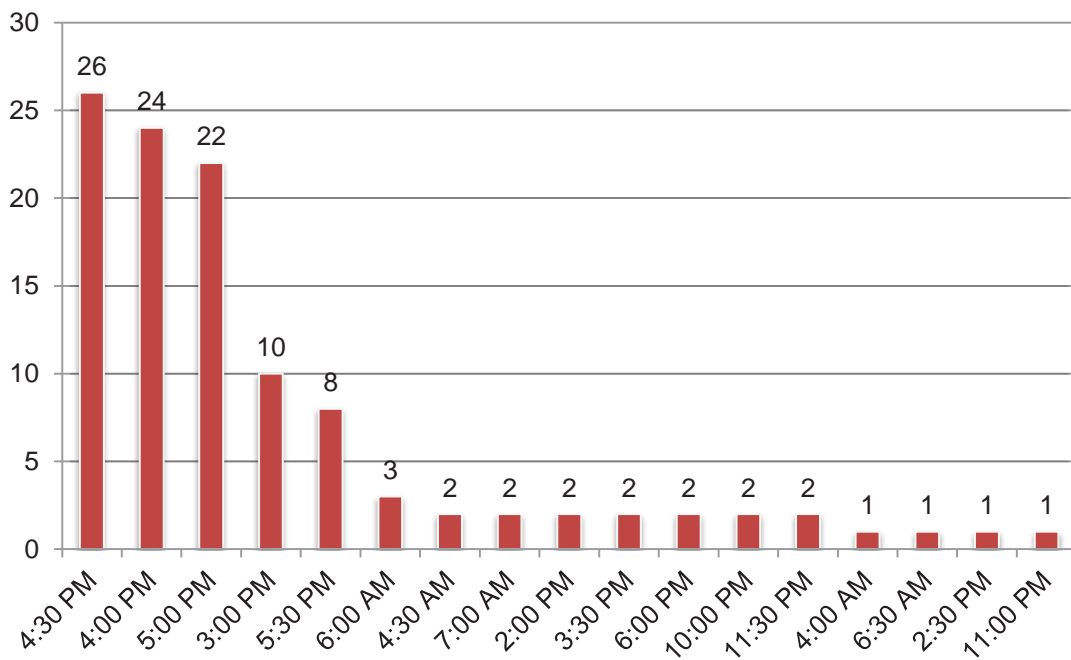
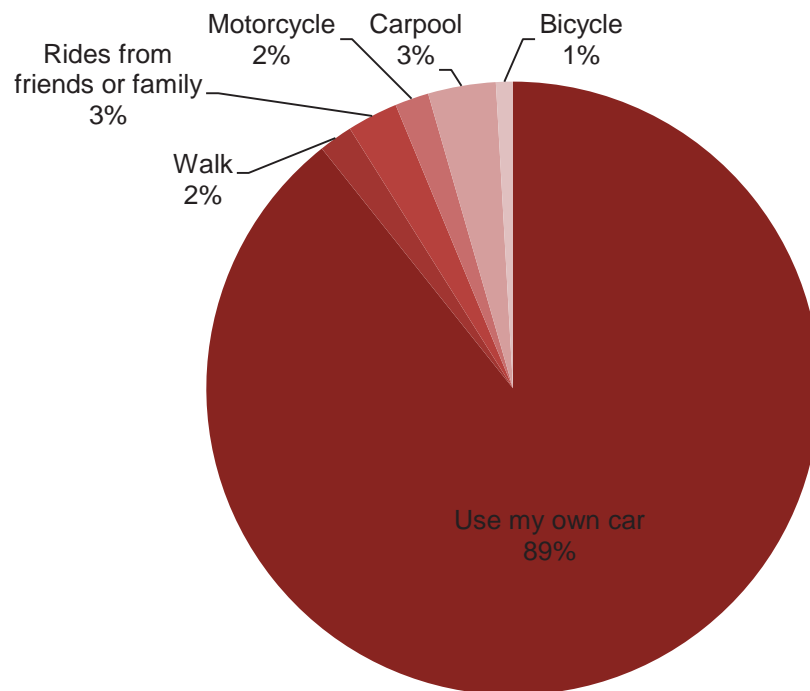


Figure 34: Shift End Time



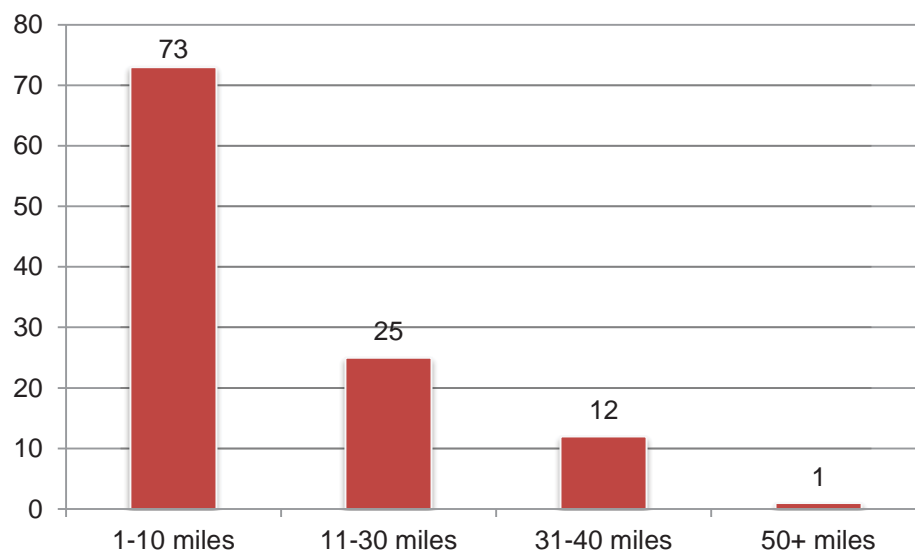
Mode of Travel to Work

Figure 35: How do you typically travel to work each day?

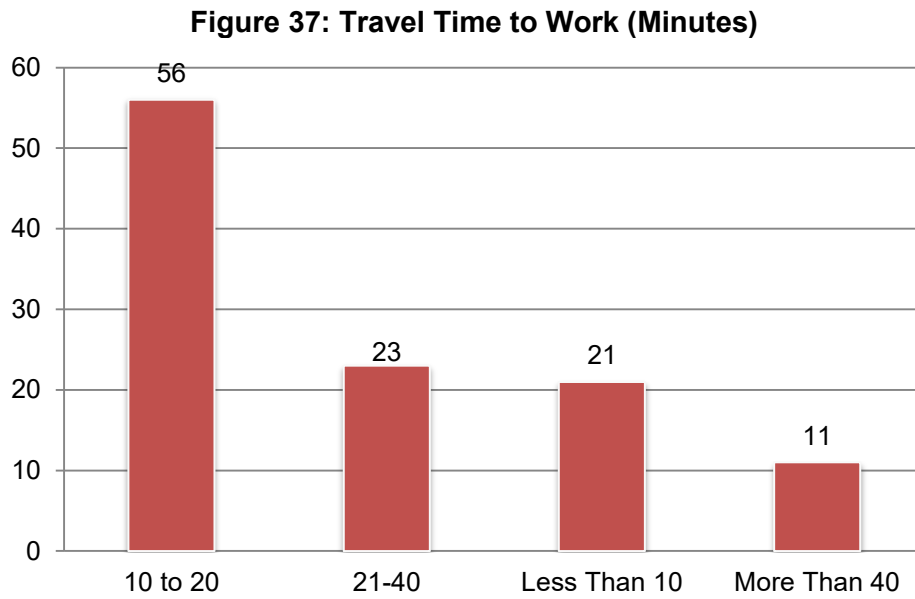


Miles to Work

Figure 36: Miles to Work (One-Way)

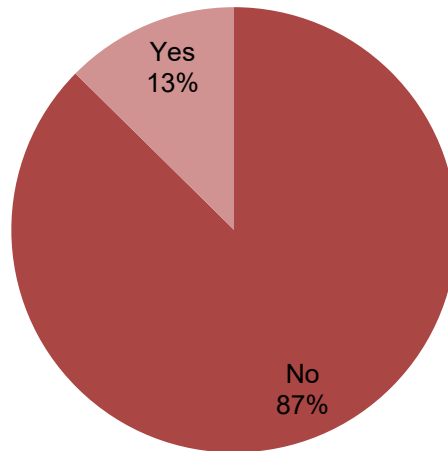


Travel Time to Work (Minutes)



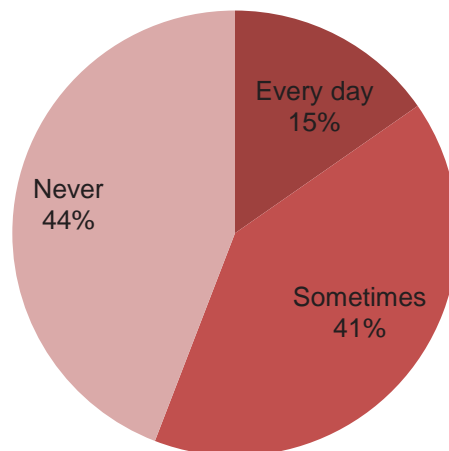
Reliable Transportation

Figure 38: Do you have difficulty finding reliable transportation to work?



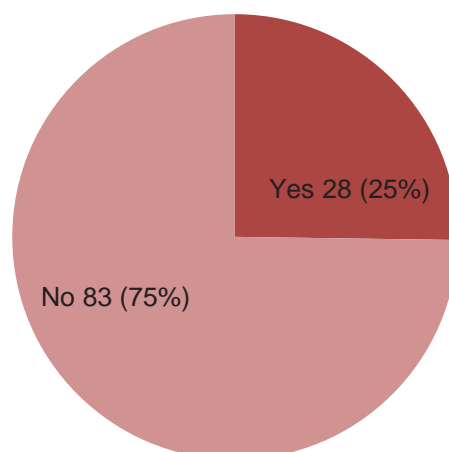
Commuting Preference

Figure 39: If a bus route stopped near your employer, how often would you use it for your daily commute?



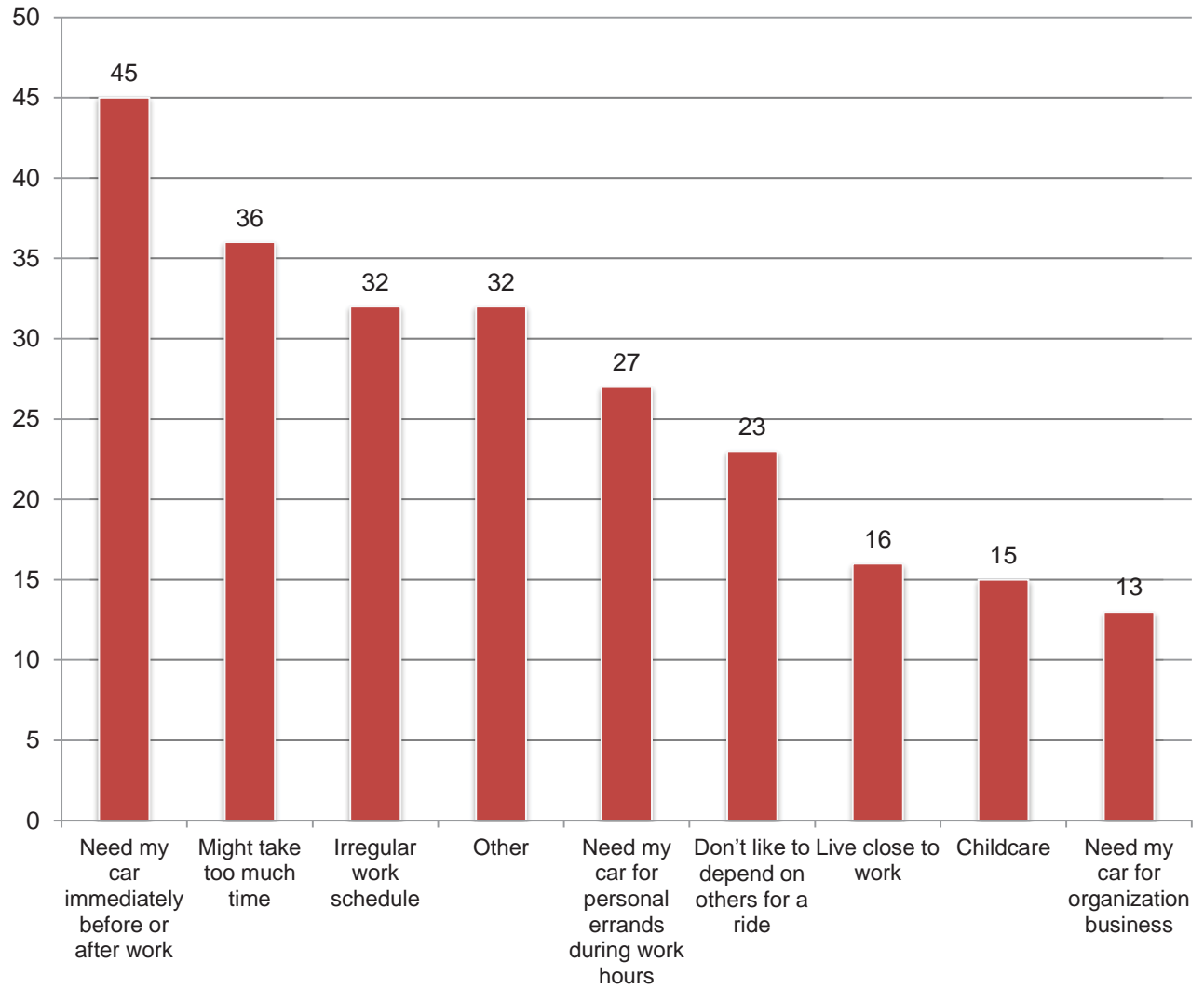
Use of Transit for Trips Other Than Work

Figure 40: Use Transit for Trips Other Than Work



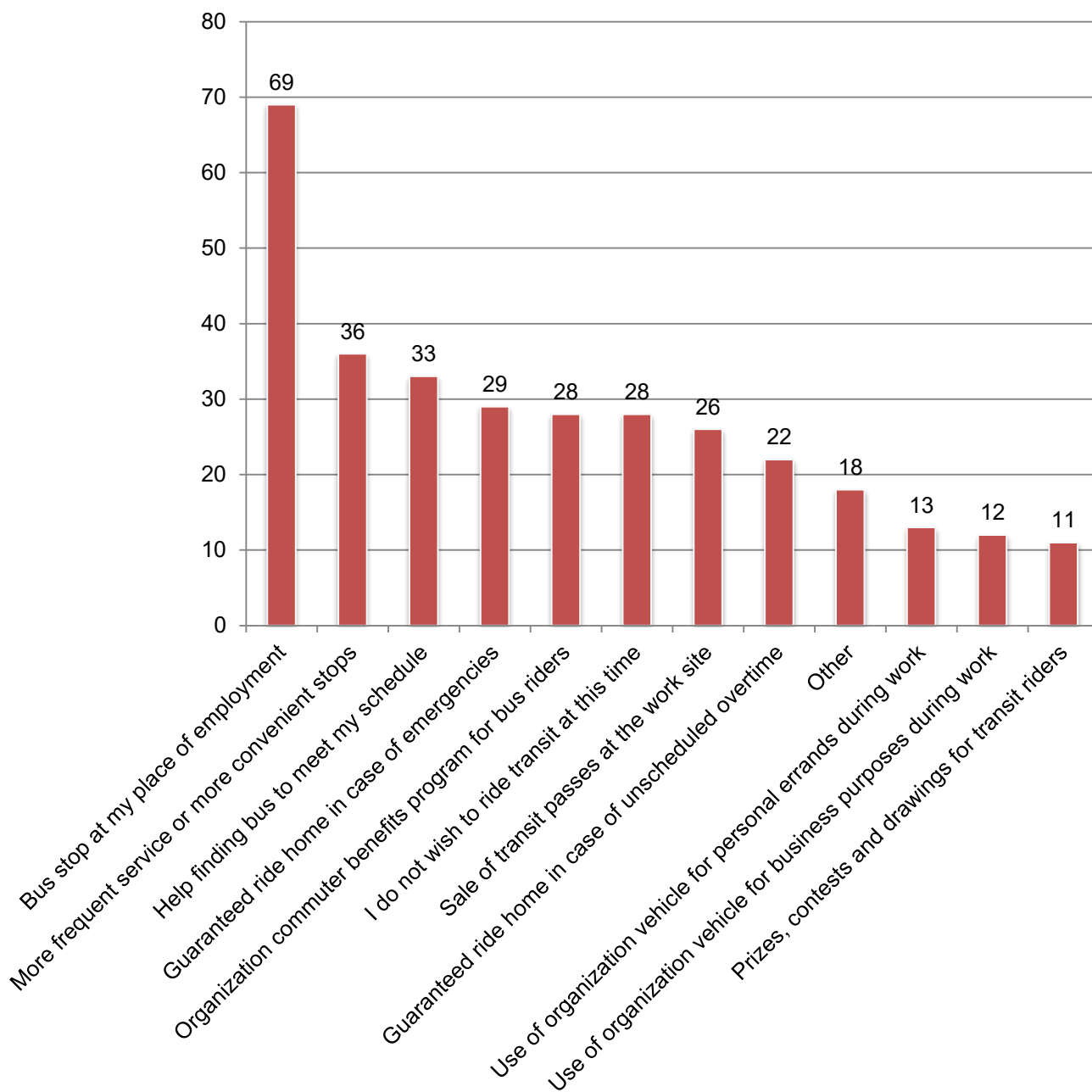
Reasons Not To Use Transit

Figure 41: Reasons Not To Use Transit



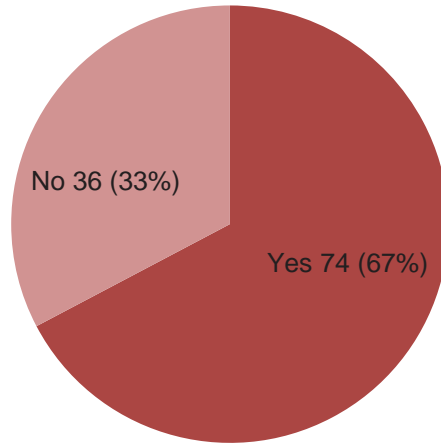
Reasons to Use Transit

Figure 42: Reasons to Use Transit



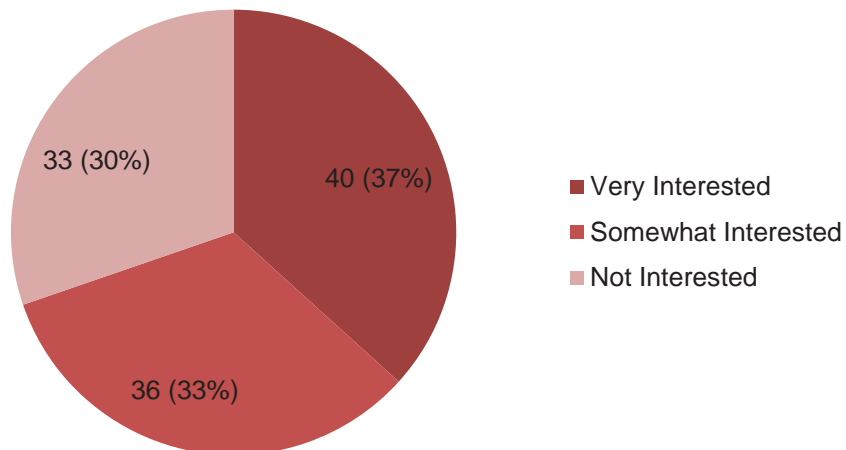
Transit Fares

Figure 43: Would you be willing to pay \$1.50 to ride transit to work?



Subsidized Bus Passes

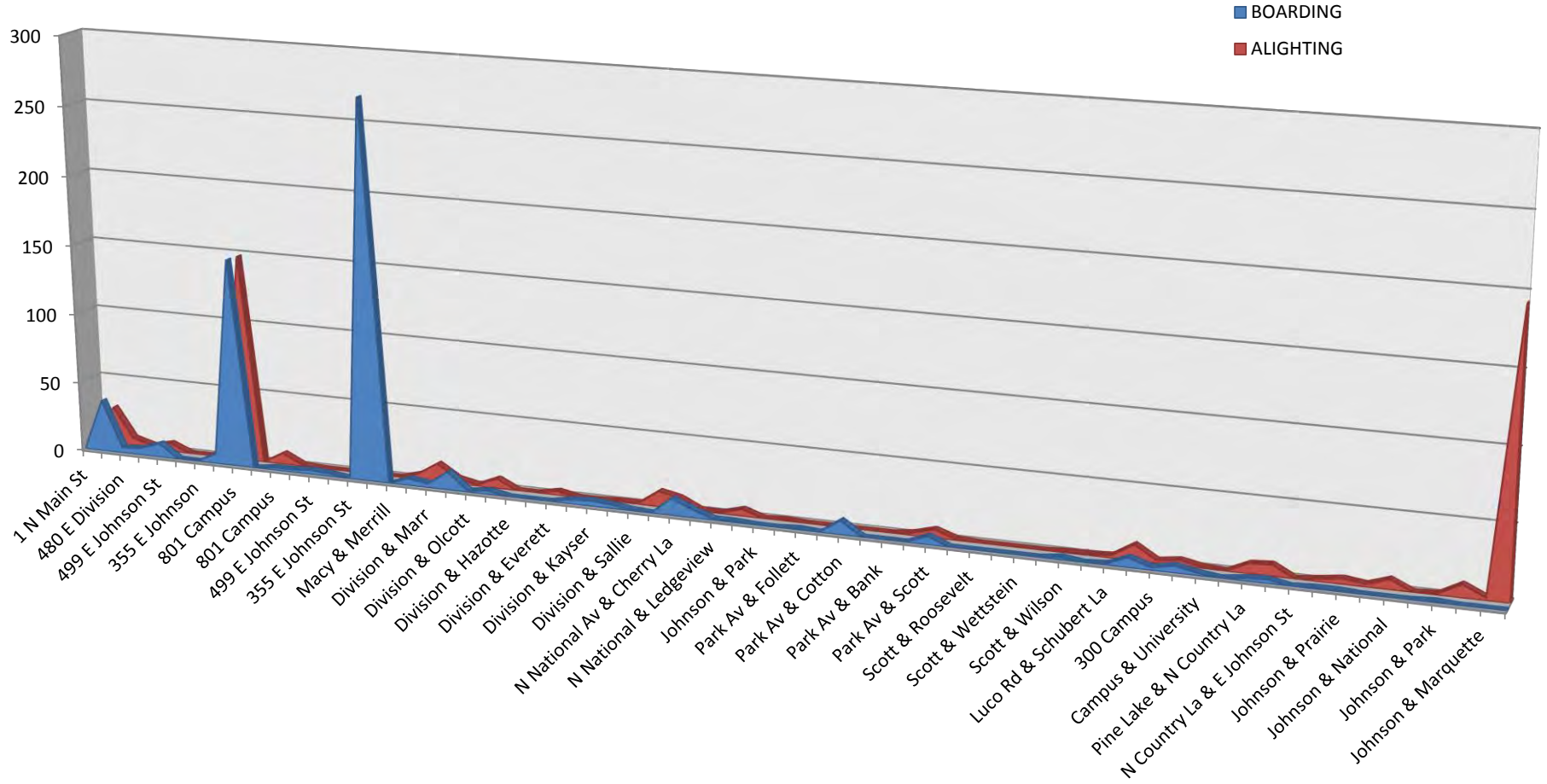
Figure 44: Interest in Subsidized Bus Passes



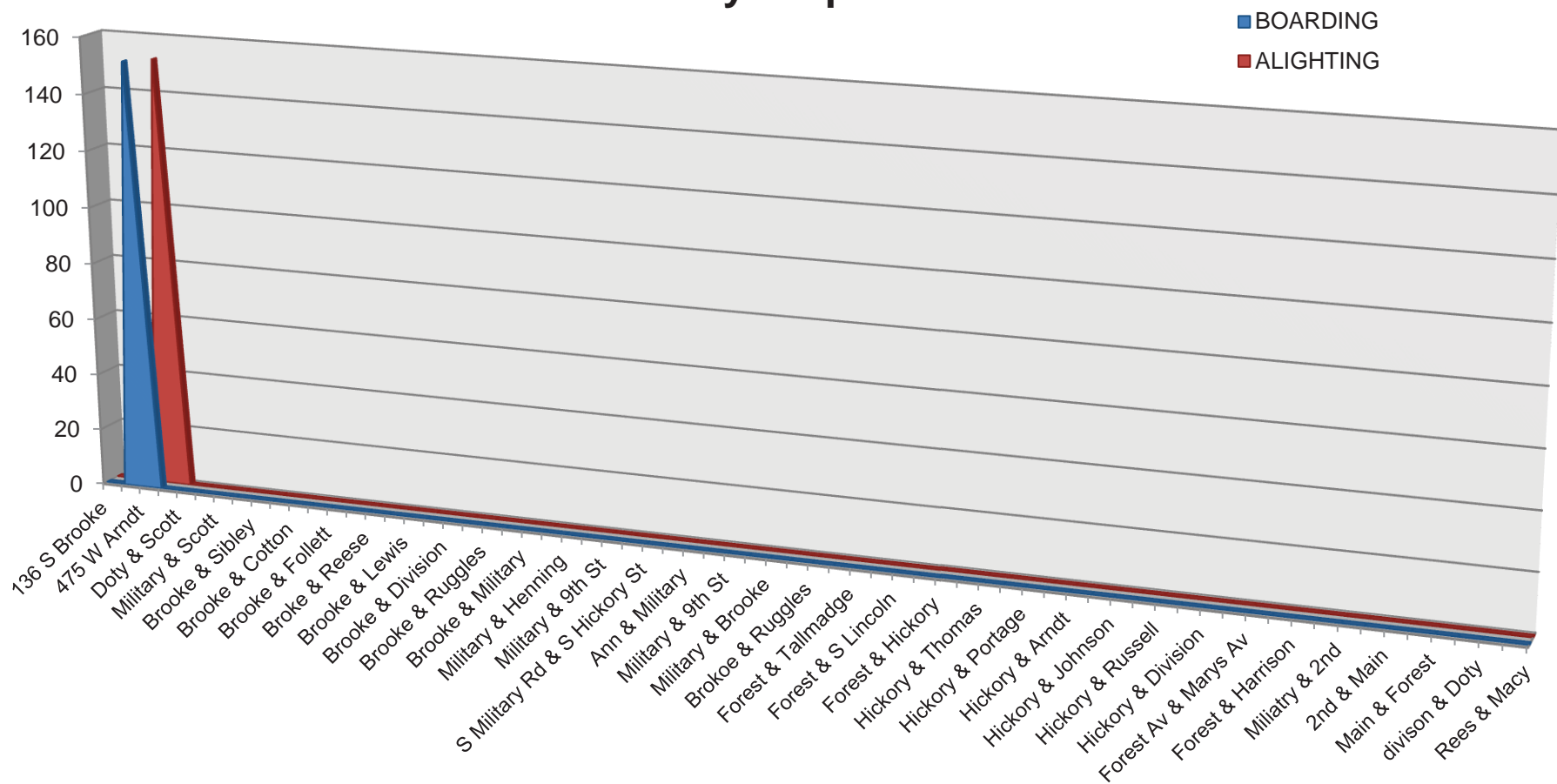
BOARDING AND ALIGHTING

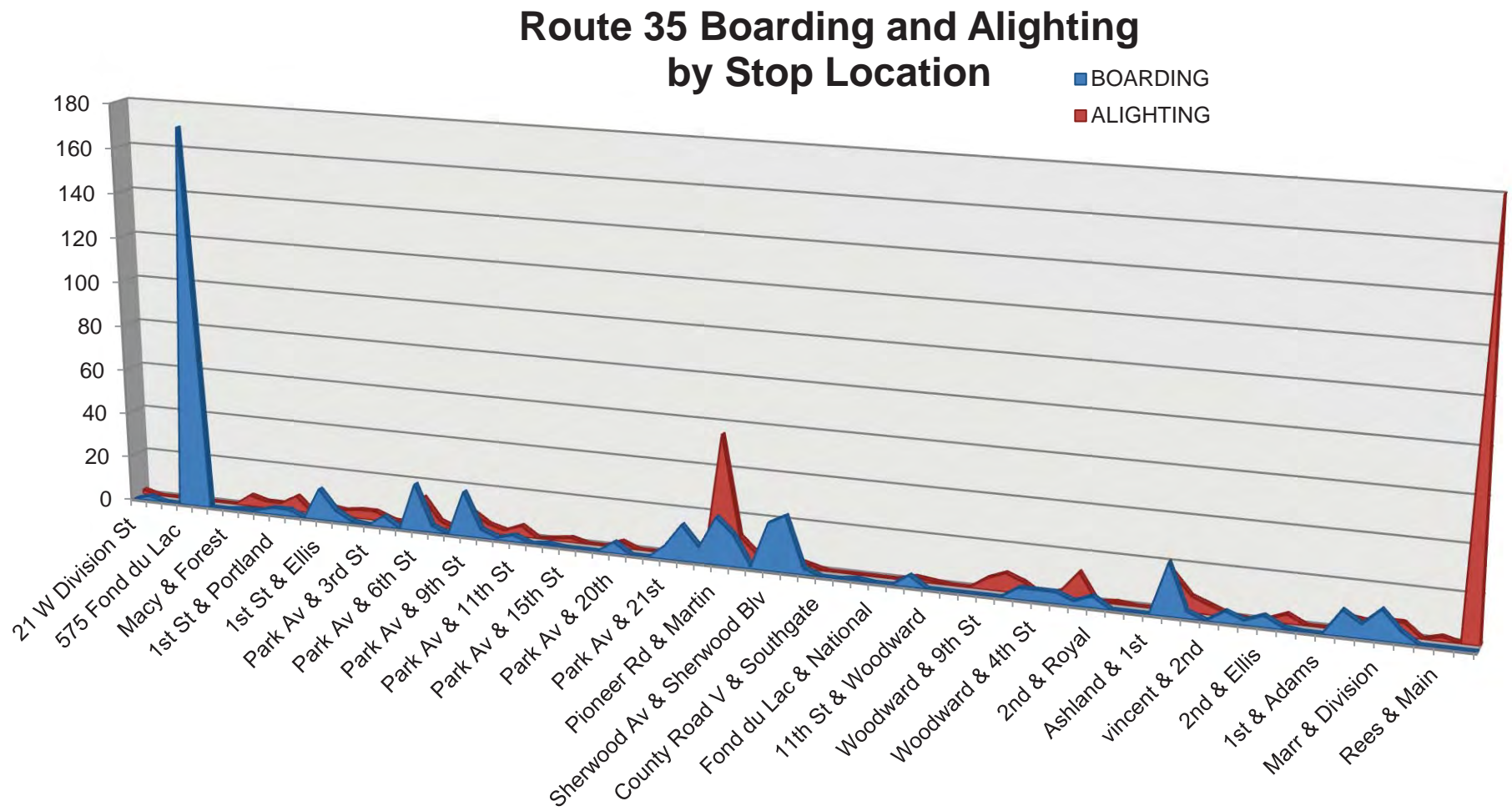
The charts on the proceeding pages show the boarding and alighting counts for each route by location for the week of September 15 to 19 of 2014. These exhibits illustrate the stops where there are higher and lower boarding and alighting counts. Boarding and alighting counts are used in calibrating the Northeast Regional Travel Demand Model which is explained in greater detail in Chapter 6: Performance and Evaluation.

Route 20 Boarding and Alighting by Stop Location

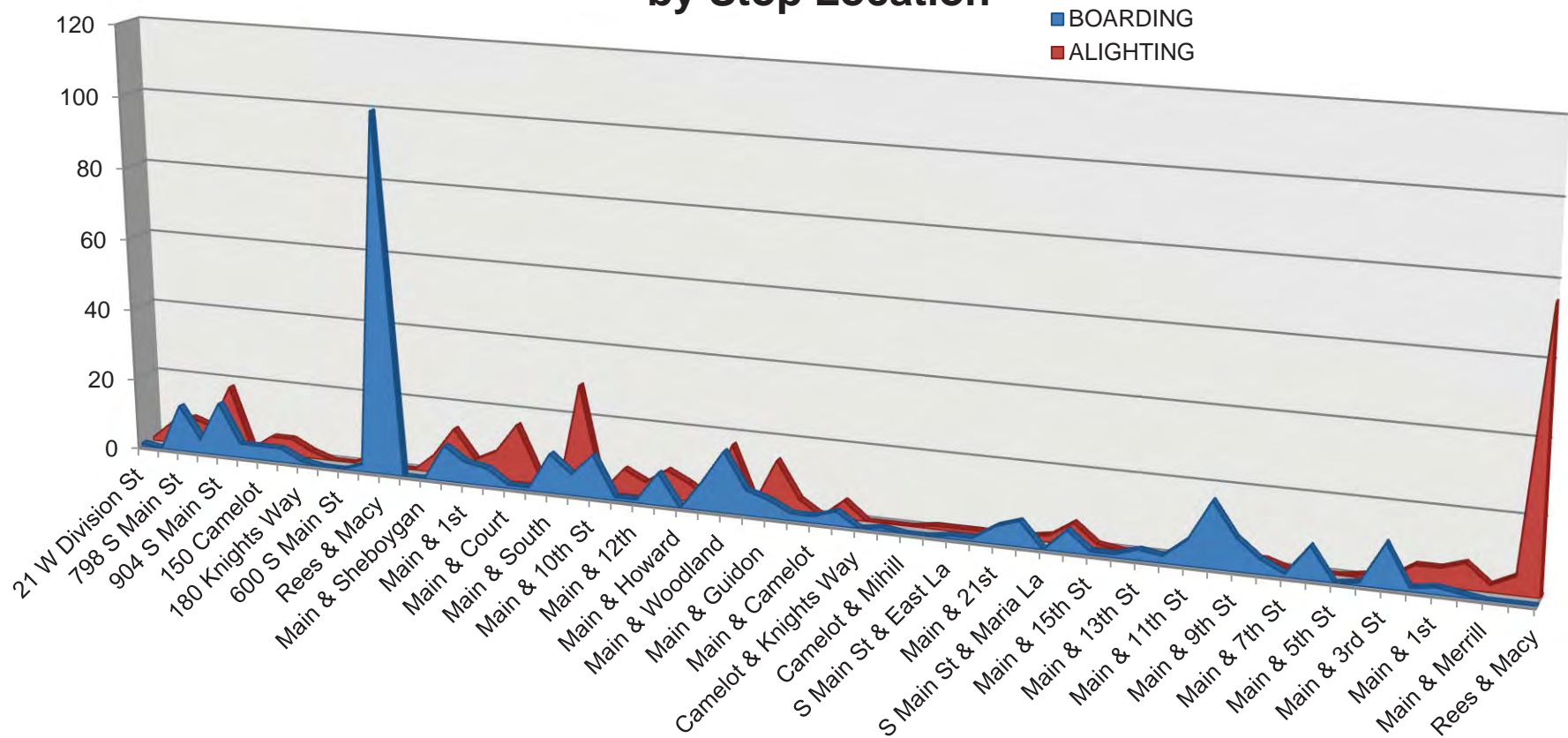


Route 10 Boarding and Alighting by Stop Location

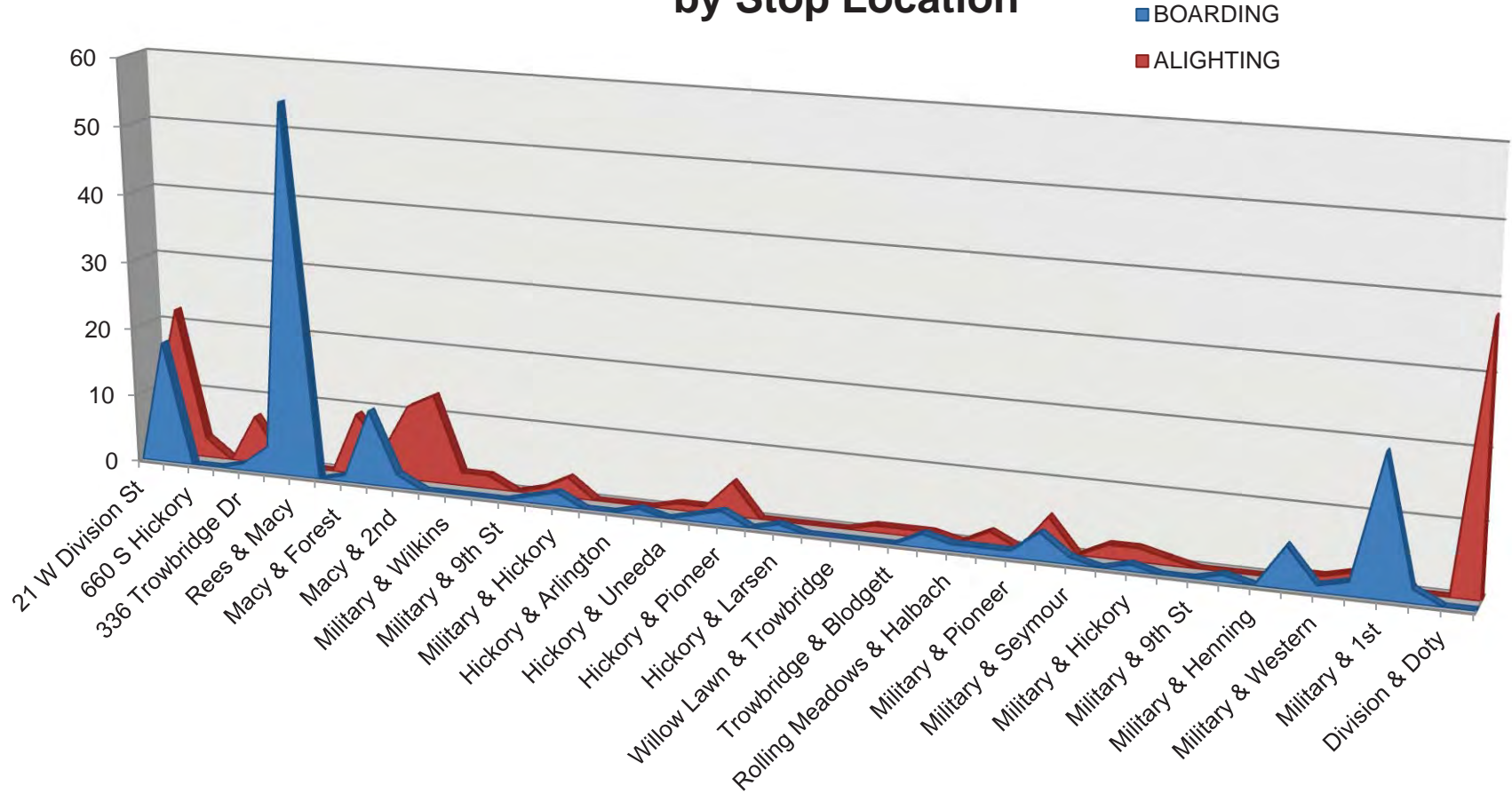




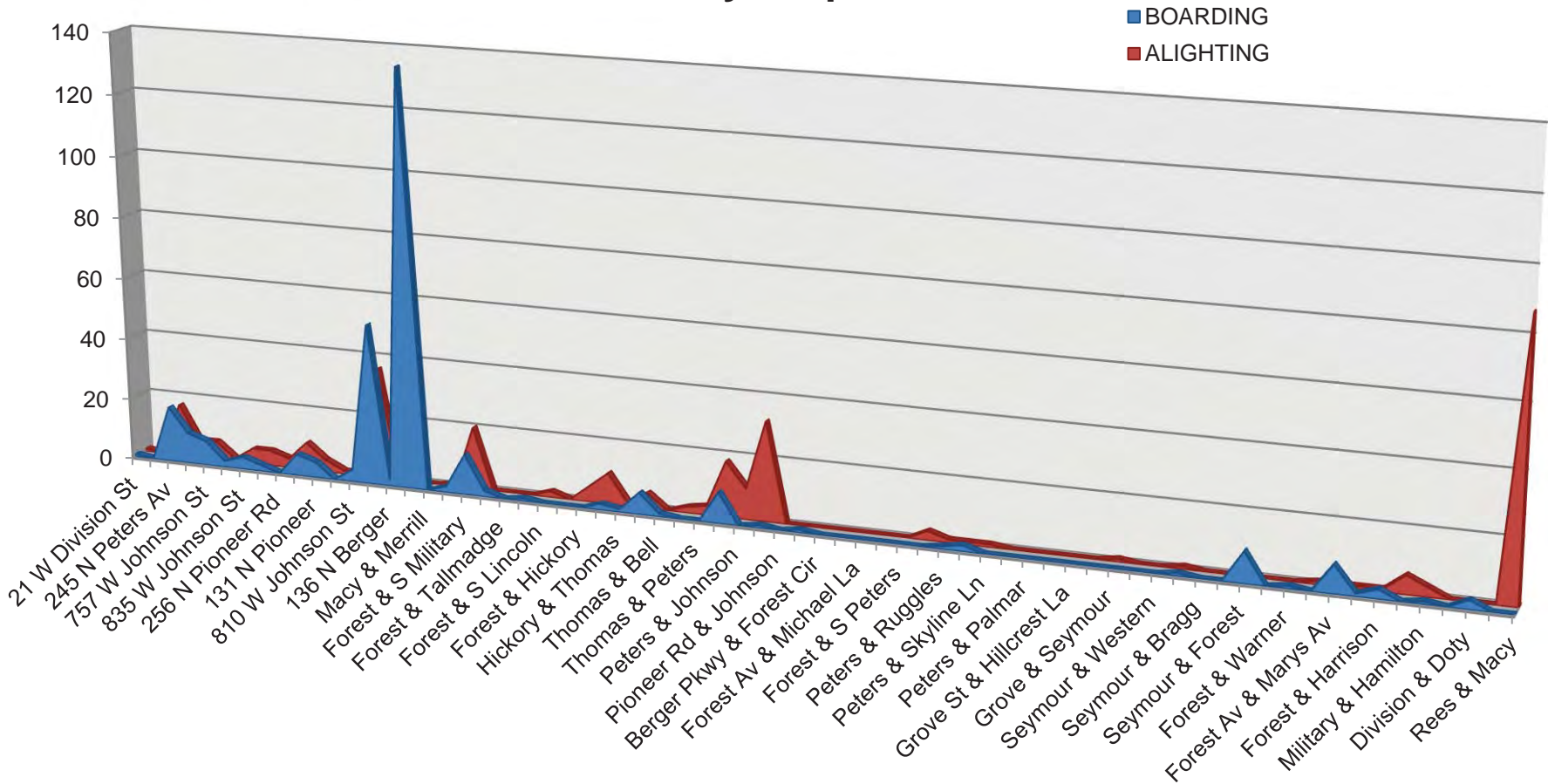
Route 40 Boarding and Alighting by Stop Location



Route 45 Boarding and Alighting by Stop Location

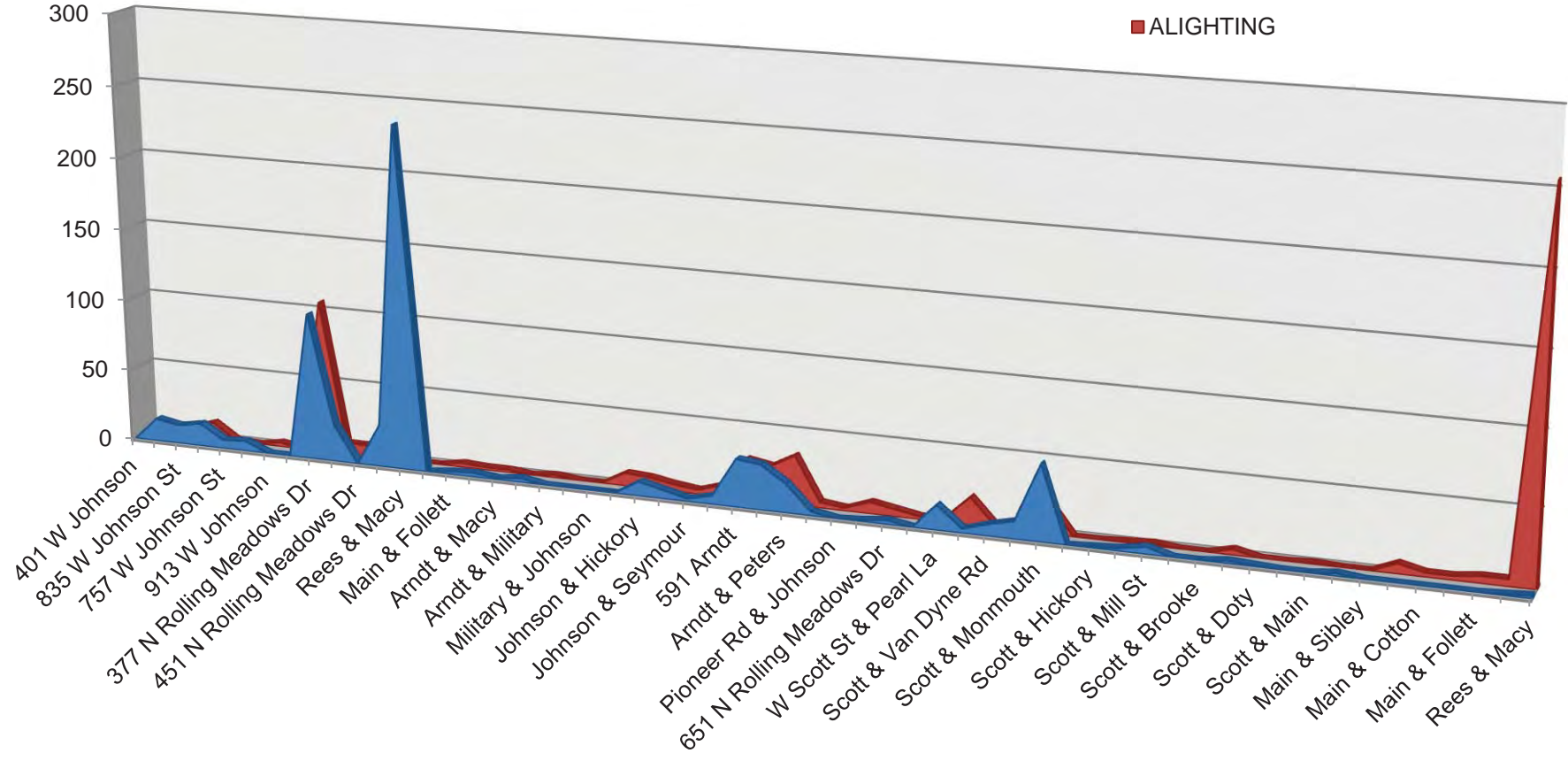


Route 55 Boarding and Alighting by Stop Location

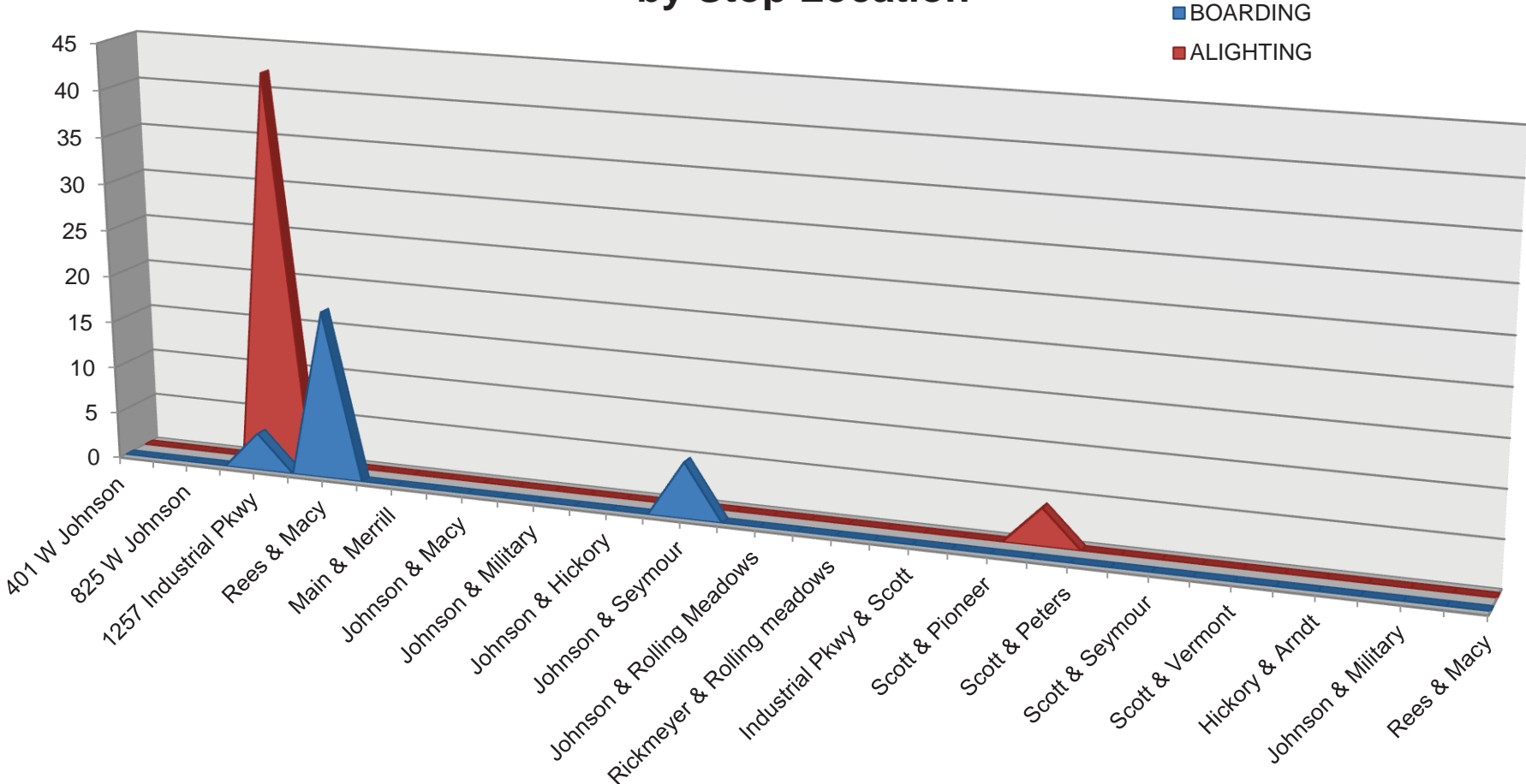


Route 60 Boarding and Alighting by Stop Location

BOARDING
ALIGHTING



Route 70 Boarding and Alighting by Stop Location





CHAPTER 4

TRANSIT ASSET MANAGEMENT

CHAPTER 4: TRANSIT ASSET MANAGEMENT

Asset management is a strategic and systematic approach to procuring, operating, inspecting, maintaining, rehabilitating, and replacing transit capital assets to manage their performance, risks, and costs over their life cycles, for the purpose of providing safe, cost-effective, and reliable public transportation.³ The goal of this chapter is to ensure Fond du Lac's capital assets are in a State of Good Repair (SGR) to provide a consistent level of service to their passengers by identifying Fond du Lac Transit's assets through an inventory, rate the existing conditions of the assets, identify a strategy used for investing in those assets, and plan for future asset rehabilitation and replacement. A Transit Asset Management (TAM) plan aids a transit provider in making more informed investment decisions to improve the state of good repair of its capital assets.

TRANSIT ASSET MANAGEMENT DEFINITIONS

- **State of Good Repair (SGR)** means the condition in which a capital asset is able to operate at a full level of performance.
- **Capital asset** means a unit of rolling stock, a facility, a unit of equipment, or an element of infrastructure used for providing public transportation.
- **Asset inventory** means a register of capital assets, and information about those assets.
- **Investment prioritization** means a transit provider's ranking of capital projects or programs to achieve or maintain a state of good repair. An investment prioritization is based on financial resources from all sources that a transit provider reasonably anticipates will be available over the TAM plan horizon period.
- **Performance measure** means an expression based on a quantifiable indicator of performance or condition that is used to establish targets and to assess progress toward meeting the established targets.
- **Performance target** means a quantifiable level of performance or condition, expressed as a value for the measure, to be achieved within a time period required by the Federal Transit Administration (FTA).
- **Rolling stock** means a revenue vehicle used in providing public transportation, including vehicles used for carrying passengers on fare-free services.
- **Service vehicle** means a unit of equipment that is used primarily either to support maintenance and repair work for a public transportation system or for delivery of materials, equipment, or tools.
- **Sub recipient** means an entity that receives federal transit grant funds indirectly through a state or a direct recipient.

³ TCRP Report 172, Guidance for Developing a Transit Asset Management Plan, 2014.

- **TERM Scale** means the five (5) category rating system used in the Federal Transit Administration's Transit Economic Requirements Model (TERM) to describe the condition of an asset: 5.0 – Excellent, 4.0 – Good; 3.0 – Adequate, 2.0 – Marginal, and 1.0 – Poor.
- **Transit asset management (TAM)** means the strategic and systematic practice of procuring, operating, inspecting, maintaining, rehabilitating, and replacing transit capital assets to manage their performance, risks, and costs over their life cycles, for the purpose of providing safe, cost-effective, and reliable public transportation.

Fond du Lac Transit's Capital Asset Inventory and Rating

Capital assets include all rolling stock (revenue vehicles), passenger stations, administrative and exclusive use maintenance facilities, and guideway infrastructure owned by a third-party and used by the provider in the provision of public transportation. Assets are excluded if the acquisition value is than \$5,000, unless the asset is service vehicle equipment. In addition to the list of capital assets, a condition rating has been assigned to all assets. The condition rating uses a TERM scale to describe the condition: 5.0 – Excellent, 4.0 – Good; 3.0 – Adequate, 2.0 – Marginal, and 1.0 – Poor.

Performance Measures and Targets

Transit providers set performance measures and targets in coordination with the state and MPO.

Table 17: State of Good Repair (SRG)

Asset Category	Performance Measure	Target	FDL Measure
Rolling Stock	Age - % of revenue vehicles within a particular asset class that have met or exceeded their Useful Life Benchmark (ULB) - rating below 3.0	25%	0%
<i>All revenue vehicles</i>			
Equipment	Age - % of vehicles that have met or exceeded their Useful Life Benchmark (ULB) - rating below 3.0 (support vehicles)	25%	50%
<i>Non-revenue vehicles</i>			
Facilities	Condition - % of facilities with a condition rating below 3.0 on a the FTA Transit Economic Requirements Model (TERM) Scale	25%	0%
<i>All buildings or structures</i>			

FDLAT rolling stock, equipment and facility inventory and TERM scale rating.

Table 18: TERM Scale Vehicle

5.0 – Excellent	4 years or 100,000 miles
4.0 – Good	5 years or 150,000 miles
3.0 – Adequate	7 years or 200,000 miles
2.0 – Marginal	10 years or 350,000 miles
1.0 – Poor	12 years or 500,000 miles

Table 19: Fixed Route Buses

Vehicle #	Year	Make	Model	# of Seats	Mileage*	Price	Date Added	TERM Scale
+910	2011	Gillig	G27E102N2	29	115,140	\$346,136.00	4/4/2011	4.0 – Good
+911	2011	Gillig	G27E102N2	29	111,724	\$346,136.00	4/4/2011	4.0 – Good
+912	2011	Gillig	G27E102N2	29	126,252	\$346,136.00	4/4/2011	4.0 – Good
+913	2011	Gillig	G27E102N2	29	134,804	\$346,156.00	4/4/2011	4.0 – Good
+914	2012	Gillig	G27E102N2	29	74,924	\$356,911.00	11/2/2012	5.0 – Excellent
+915	2013	Gillig	G27E102N2	29	64,745	\$362,766.00	4/15/2013	5.0 – Excellent
+916	2013	Gillig	G27E102N2	29	62,215	\$362,766.00	4/15/2013	5.0 – Excellent

*as of July 18, 2016

Table 20: Fixed Route Support Vehicle Characteristics

Vehicle #	Year	Make	Model	# of Seats	Mileage*	Price	Date Added	Support Type	TERM Scale
+932	2002	Ford	Goshen	14	30,271	\$57,180	5/23/2002	Service	1.0 – Poor
+917	2008	Chevy	Tahoe	5	101,837	\$11,000	2/2/2016	Service	3.0 – Adequate

*as of July 18, 2016

Table 21: Handivan Vehicle Characteristics

Vehicle #	Year	Make	Model	# of Seats	Mileage*	Price	Date Added	TERM Scale
++944	2008	Ford	Starcraft	14	136,630	\$52,941.00	9/29/2008	3.0 – Adequate
++945	2008	Ford	Starcraft	14	143,789	\$52,941.00	9/29/2008	3.0 – Adequate
++946	2010	Ford	Startrans	14	90,338	\$55,175.00	4/6/2010	4.0 – Good
++947	2012	Ford	Starcraft	14	73,772	\$54,506.50	4/29/2012	5.0 – Excellent
++948	2014	Ford	Starcraft	14	46,221	\$54,588.50	3/3/2014	5.0 – Excellent
++950	2015	Ford	Starcraft	14	1,108	\$56,796.50	10/9/2015	5.0 – Excellent

*as of July 18, 2016

Table 22: TERM Scale – Facility Condition

5.0 – Excellent
4.0 – Good
3.0 – Adequate
2.0 – Marginal
1.0 – Poor

Table 23: FDLAT Facilities

Facility	Value	Condition Rating
Shelter (Transfer Zone)	\$100,000	4.0 – Good
Municipal Service Center	\$419,701	4.0 – Good

Future Asset Rehabilitation and Replacement

Table 24: Projected Capital Improvements

Year	Improvement	Cost
2017	Handi-Van replacement (1) & Bus Wash replacement	\$181,000
2018	Handi-Van replacement (1) & Bus Shelter replacements	\$173,000
2019	Handi-Van replacement (1) & Bus replacement (3)	\$1,265,000
2020	Handi-Van replacement (1) & Bus replacement (2)	\$883,000
2021	Handi-Van replacement (1) & Bus replacement (2)	\$902,000



CHAPTER 5

LOGIC MODEL

CHAPTER 5: LOGIC MODEL

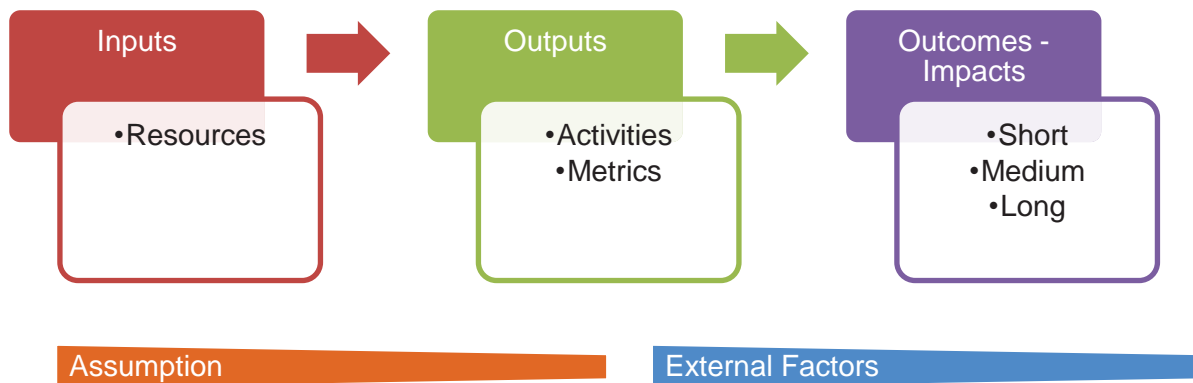
A logic model or logical framework is a tool used to bring together planning, evaluation and action to systematically and visually present the understanding of the relationship of the resources that operate a program. It is a series of “if-then” relationships that, if implemented as intended, lead to the desired outcomes. The purpose of a logic model is to provide a roadmap describing the sequence of events connecting the need for planning and the desired results. A very basic logic model is displayed in **Figure 45**.

Figure 45: Example of a Simple Logic Model



The logic model used to develop the Fond du Lac Transit Development Plan is a bit more complicated (See **Figure 46**). It is broken up into four categories: the planned work; the intended results; assumptions and external factors. The planned work describes what resources you think you need to implement your program and what you intend to do. The intended results include all of the program’s desired results (outputs, outcomes and impacts). The assumptions are the things that are accepted as true or certain to happen without proof. The complete Fond du Lac logic model can be found in Appendix A.

Figure 46: The Fond du Lac Transit Logic Model



The following is the definitions of the specific components of the logic model.

Intended Results:

- Resources include the human, financial, organizational, and community resources a program has available to direct toward doing the work. Sometimes this component is referred to as Inputs.

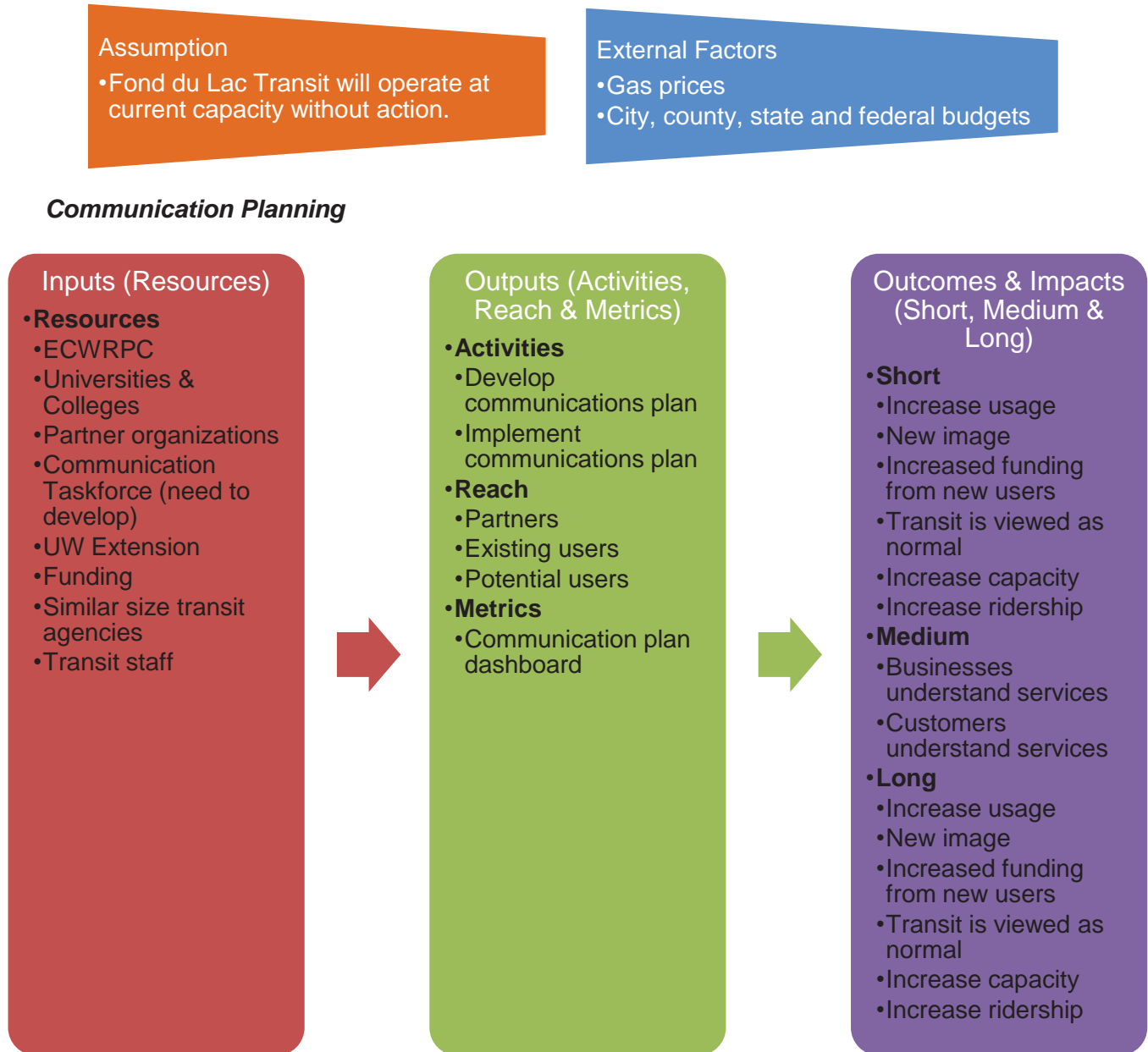
- Activities are the processes, tools, events, technology, and actions that are an intentional part of the program implementation. These interventions are used to bring about the intended program changes or results.
- Performance measures or matrices are the measurements of the outcomes and results, which provide reliable data on the effectiveness and efficiency of the program.

Intended Results:

- Outputs are the direct products of program activities and may include types, levels and targets of services to be delivered by the program.
- Outcomes (short, medium and long) are the specific changes in program participants' behavior, knowledge, skills, status and level of functioning. Short-term outcomes should be attainable within 1 to 3 years, while longer-term outcomes should be achievable within a 4 to 6 year timeframe. The logical progression from short-term to long-term outcomes should be reflected in impact occurring within about 7 to 10 years.
- Impact is the fundamental intended or unintended change occurring in organizations, communities or systems as a result of program activities within 7 to 10 years.

FOND DU LAC TRANSIT DEVELOPMENT PLAN LOGIC MODEL

Figure 47: Goal Area: Communication



User Outreach



Business Outreach

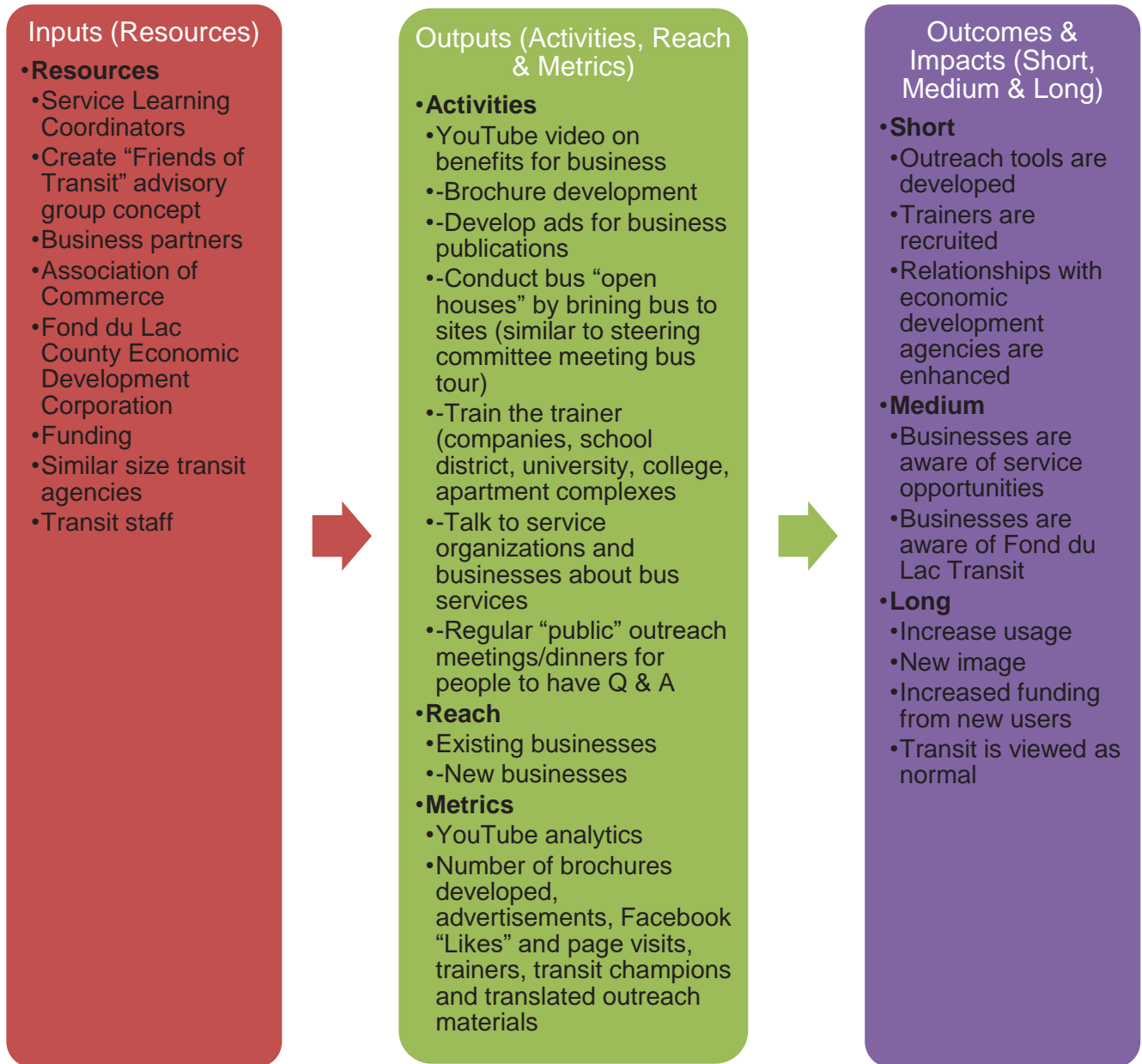
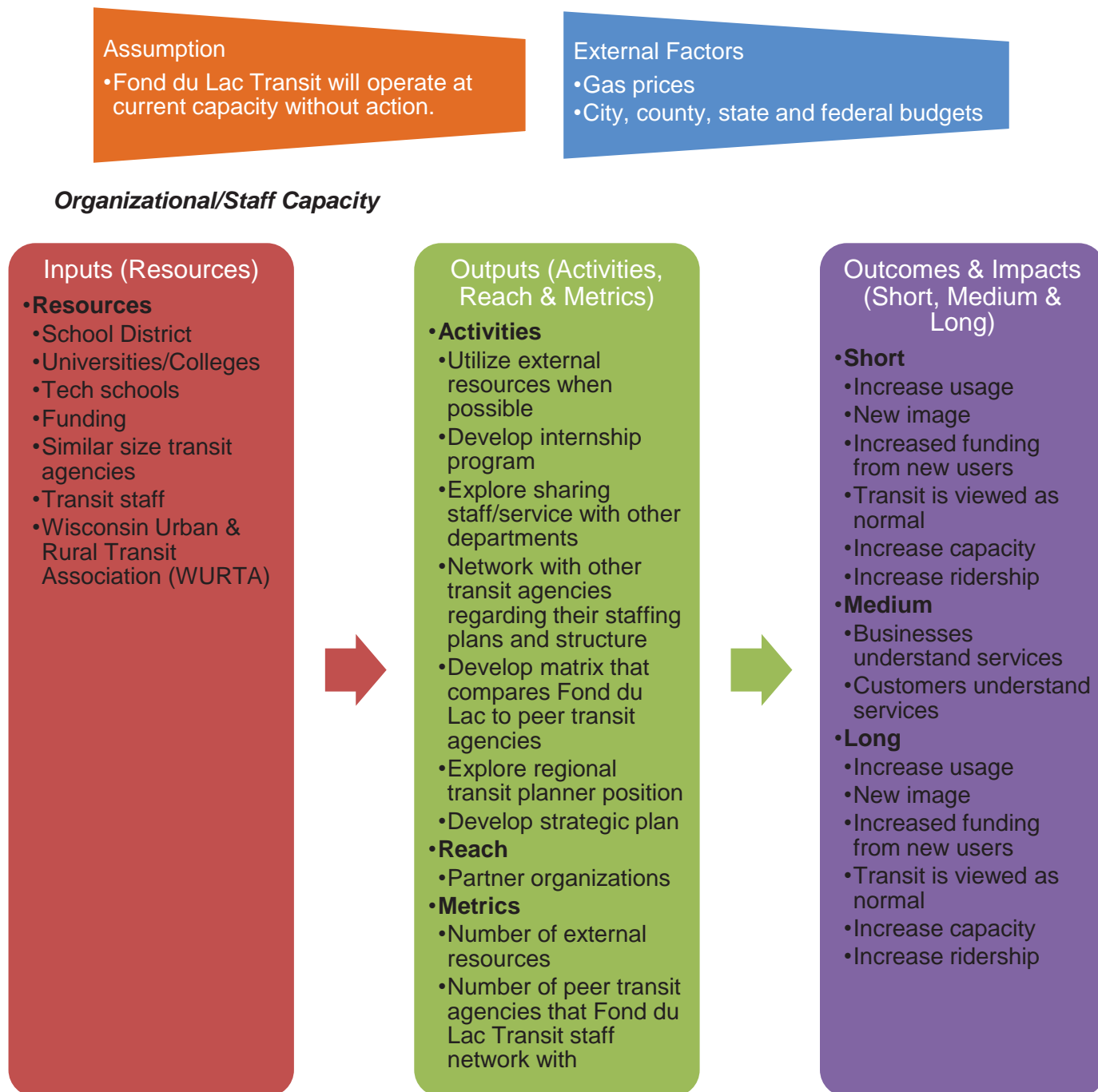


Figure 48: Goal Area: Organizational/Staff Capacity and Funding



Funding

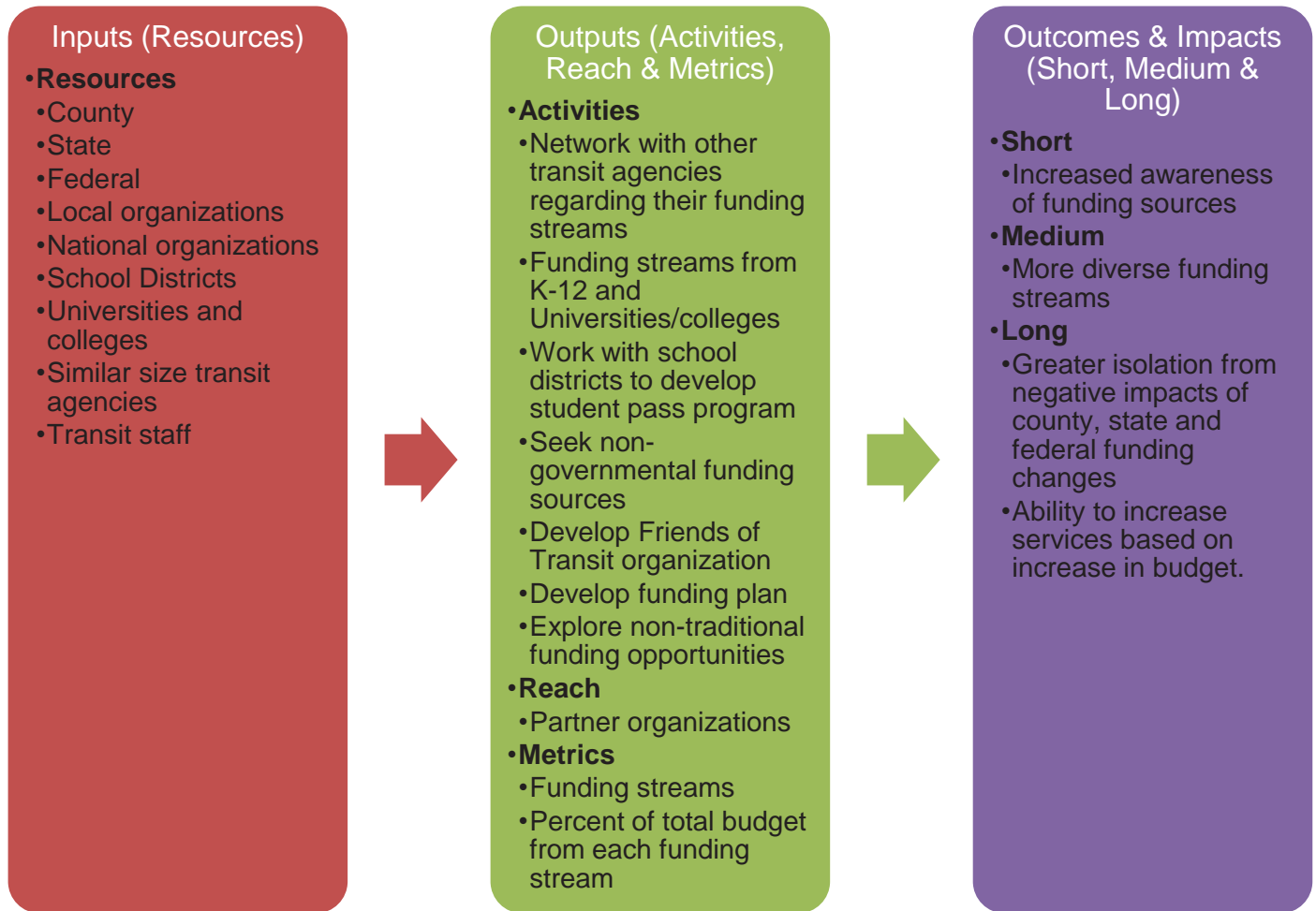
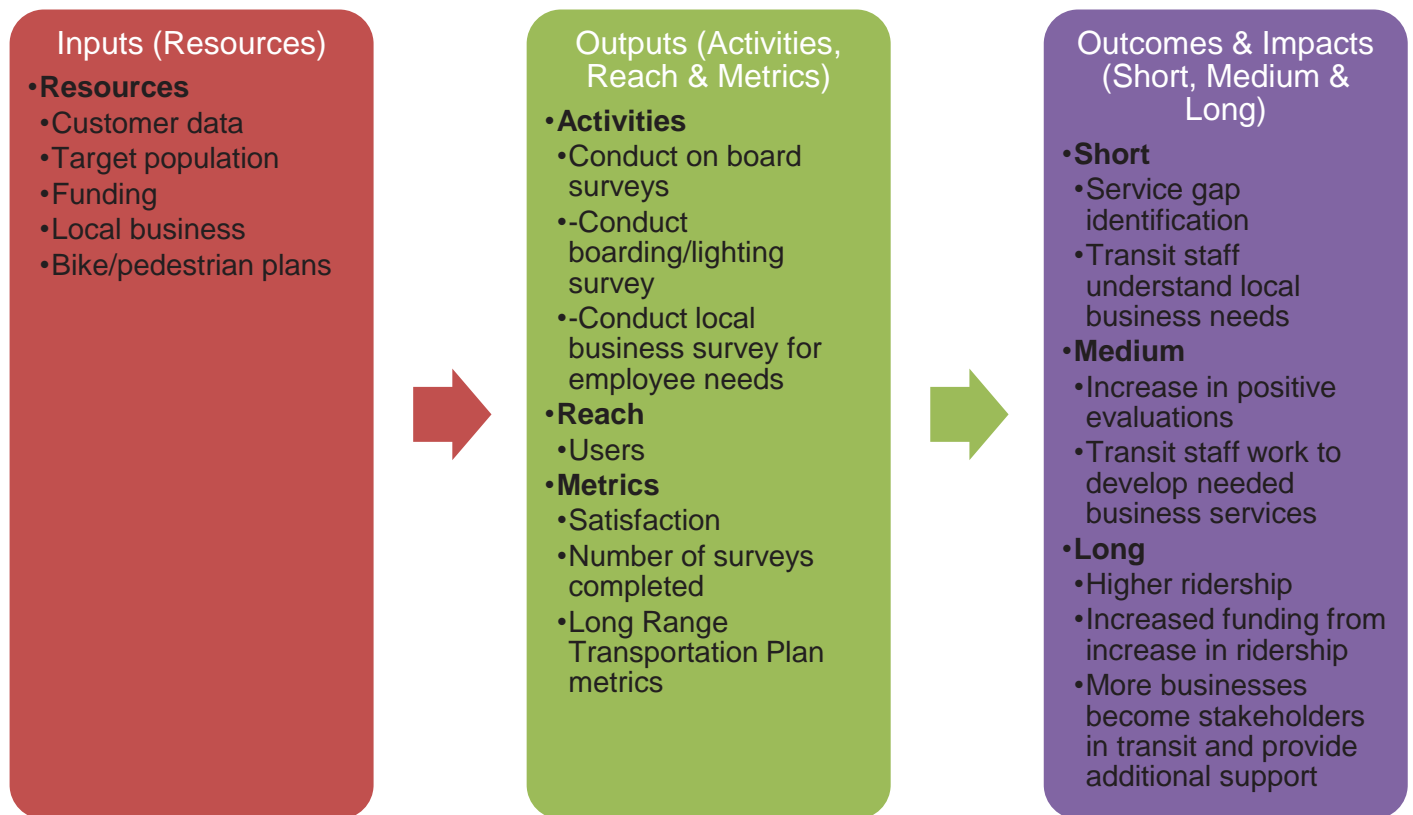


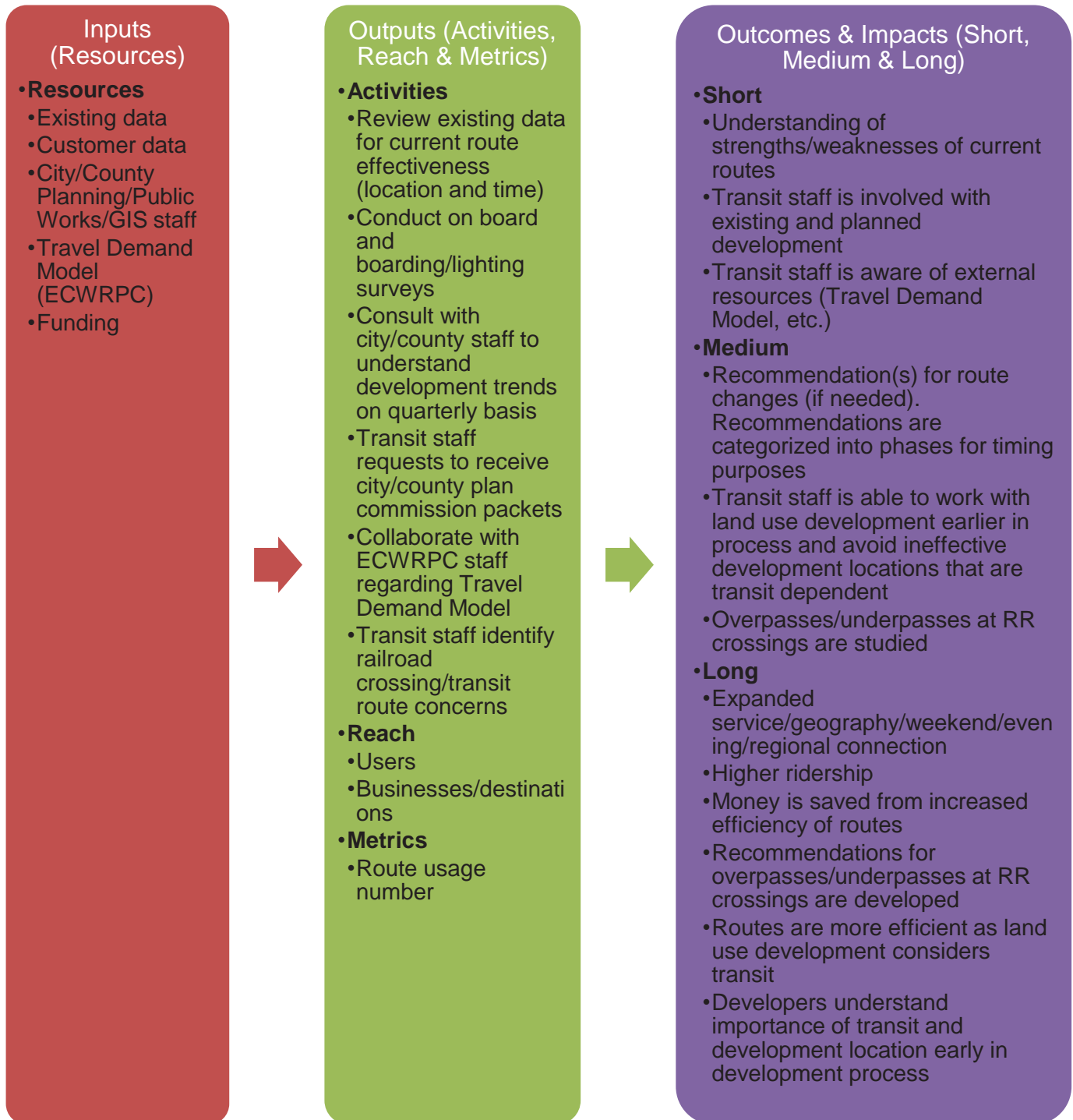
Figure 49: Goal Area: Service and Route Planning



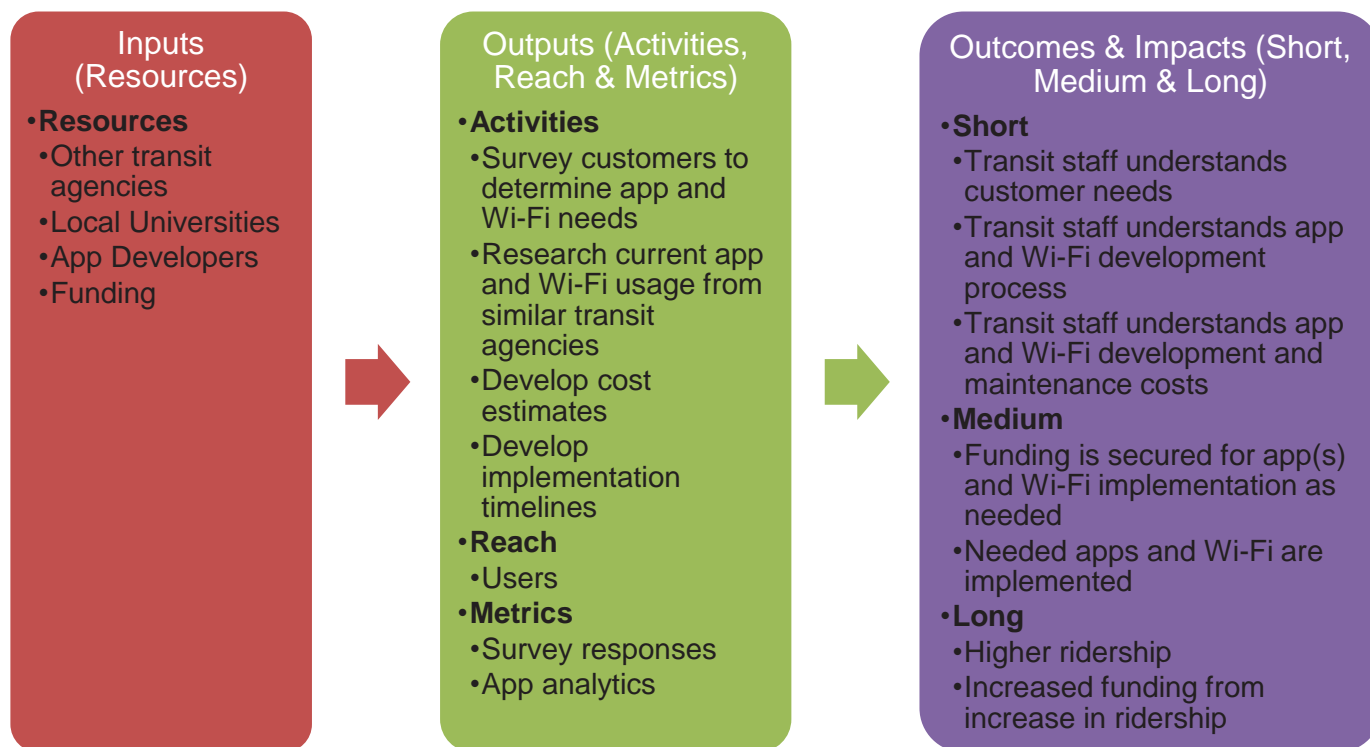
Service



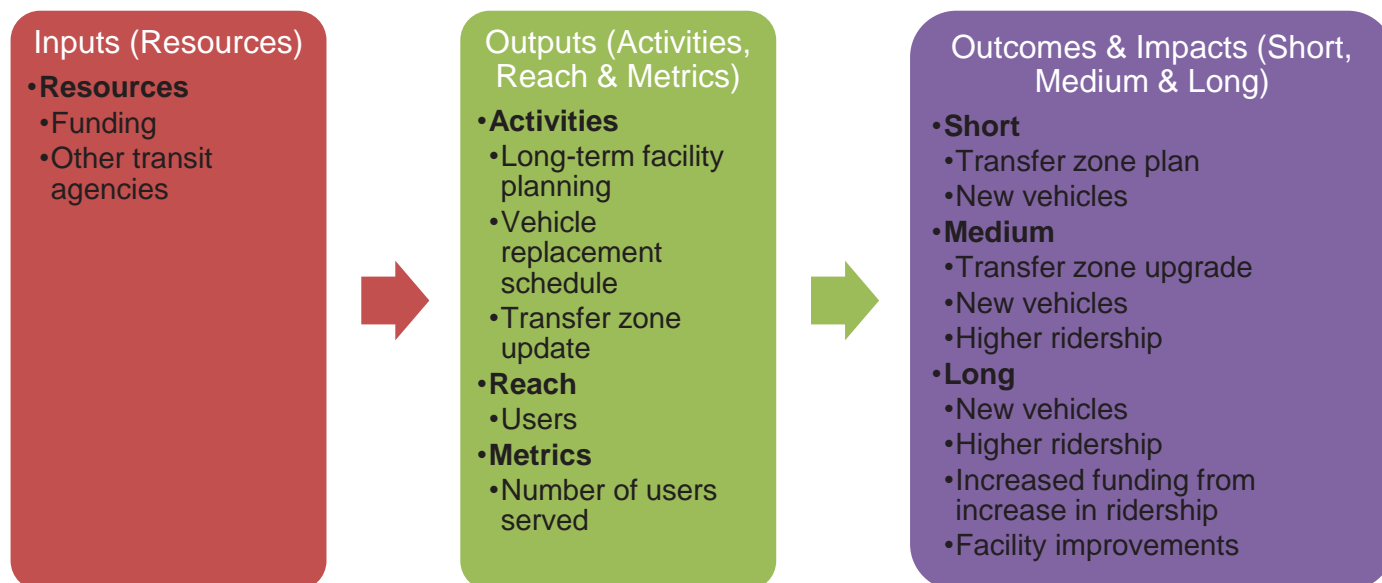
Route Planning



Technology/Apps



Facilities and Equipment





CHAPTER 6

PERFORMANCE & EVALUATION

CHAPTER 6: PERFORMANCE AND EVALUATION

TRAVEL DEMAND MODEL ANALYSIS

Travel Demand Models (TDMs) are used to evaluate transportation systems and predict future traffic demands. The 2013 Northeast Regional TDM covers all of Outagamie, Winnebago, Calumet, Fond du Lac, Sheboygan, Manitowoc, Brown, Kewaunee, Door Counties and parts of Oconto, Shawano, Waupaca, Dodge, Washington Counties and portions of Waupaca County. The model is further broken down into trip generation areas which include the Appleton/Fond du Lac/Oshkosh, Green Bay, Sheboygan/Manitowoc and rural areas. The Northeast TDM uses a trip based four-step model consisting of trip generation, trip distribution, mode choice, and assignment. The TDM uses socio-economic data, roadway attributes and various parameters to estimate the trip making within and across the model planning area. New for the 2013 model version is the integration of the transportation network with a geodatabase. A geodatabase allows for demographic/socio-economic data to be linked to geographic features such as census tracts, census block groups, municipal boundaries and other geographic features. Having the capabilities of a geodatabase linked with the Northeast TDM lets planners and others use data to show spatial relationships and ultimately gain a better understanding of the region in terms of transportation needs for the future.

The model estimates trips by calculating the number and types of trips traveling between transportation analysis zones (TAZs) across the transportation network. The model uses base year data from 2010 to forecast travel demands/patterns out to year 2045. Within each analysis year, the Northeast TDM estimates traffic movement for four distinct time periods, AM, midday, PM and evening. The TDM is used to analyze the composition of traffic, purpose of travel, peak hour usage, and origin-destination linkages. The TDM is also useful for forecasting traffic volumes and patterns across the region.

As part of the TDP, the travel model was used for scenario planning for the transit routes. Various scenarios were developed with consultation from the steering committee. The scenarios or route alternatives were evaluated through the travel model. These scenarios are included here.

Route Scenarios

The route scenarios analysis includes a variety of abbreviations and their descriptions are included in **Table 25** for reference.

Table 25: Travel Demand Model Definitions

Variable	Description
RIDERS	Total system wide ridership during a given day
PASSMI	Total distance that passengers travel on the bus during a given day
PASSHR	Total all passengers time spent sitting on a bus
REVM	Total distance traveled by the buses
REVHR	Length of time buses are serving routes
Occupancy Rate	Passenger miles divided by revenue miles = system wide average number of people on the bus

Also, a base year comparison (control data) was developed to help analyze the various route scenarios. **Table 26** includes these control data.

Table 26: Travel Demand Model Base Control Data

	LENGTH	RIDERS	PASSMI	PASSHR	REVM	REVHR
Fond du Lac Transit Base	78.84	626	1346.22	74.21	619.00	5.83

Source: Travel Demand Model 2016

Route Alternatives – Existing Time Schedules

Route alternatives were tested using the existing time schedules to measure the effect on service characteristics. Please see **Table 27**.

Table 27: Alternatives with Existing Time Schedule

Route	RIDERS	PASSMI	PASSHR	REVM	REVHR	Occupancy Rate
Fond du Lac Transit Base	626	1346.22	74.21	619.00	5.83	2.17
Fond du Lac Transit Aurora	615	1375.12	77.05	619.00	5.83	2.22
Fond du Lac Transit Marian	629	1394.94	77.18	605.00	5.83	2.31
Fond du Lac Transit Merc 1	625	1349.76	74.38	619.00	5.83	2.18
Fond du Lac Transit Merc 2	629	1369.50	74.95	619.00	5.83	2.21
Fond du Lac Transit Merc 3	616	1329.21	74.77	595.00	5.83	2.23
Fond du Lac Transit Merc 4	622	1334.29	74.59	607.00	5.83	2.20
Fond du Lac Transit Railroad	627	1390.61	75.91	619.00	5.83	2.25
Fond du Lac Transit Aurora & Marian	621	1338.68	75.71	605.00	5.83	2.21

Source: Travel Demand Model 2016

Route Alternatives – Existing Time Schedules with Night Time Service

Route alternatives were also tested with the addition of night time services extending to 9:00 pm, Monday through Friday. With the increased service, all routes would likely see an increase across all data measured compared to the base year. Please refer to **Table 28**.

Table 28: Alternatives with Existing Time Schedule and Night Time Service

Route	RIDERS	PASSMI	PASSHR	REVM	REVHR	Occupancy Rate
Fond du Lac Transit Base	626	1346.22	74.21	619	5.83	2.17
Fond du Lac Transit Base NT	778	1652.84	91.06	731.00	7.08	2.26
Marian RT 35 & Aurora RT 20 both	770	1661.34	93.78	714.00	7.08	2.33
Aurora RT 20	764	1691.05	94.66	731.00	7.08	2.31
Marian RT 35	779	1718.21	94.98	714.00	7.08	2.41
Mercury RT 45 ALT 1	777	1657.10	91.26	731.00	7.08	2.27
Mercury RT 45 ALT 2	781	1685.66	92.17	731.00	7.08	2.31
Mercury RT 45 ALT 3	766	1632.75	91.85	703.00	7.08	2.32
Mercury RT 45 ALT 4	774	1640.24	91.68	717.00	7.08	2.29
Railroad RT 55	778	1706.09	93.02	731.00	7.08	2.33

Source: Travel Demand Model 2016

Route Alternatives – Existing Time Schedules with Half Hour Service (All Day)

Route alternatives were tested with existing time schedules with the addition of half hour service available the entire day. Night time service was not included as part of this scenario, however, data across all routes is comparable for ridership. Please see **Table 29**.

Table 29: Alternatives with Existing Time Schedules w/ Half Hour Service (All Day)

Route	RIDERS	PASSMI	PASSHR	REVM	REVHR	Occupancy Rate
Fond du Lac Transit Base	626	1346.22	74.21	619	5.83	2.17
Fond du Lac Transit Base HH	762	1610.02	88.57	1098.00	10.00	1.47
Marian RT 35 & Aurora RT 20 both	755	1605.42	90.50	1074.00	10.00	1.49
Aurora RT 20	752	1640.78	91.73	1098.00	10.00	1.49
Marian RT 35	764	1642.55	90.83	1074.00	10.00	1.53
Mercury RT 45 ALT 1	762	1613.30	88.71	1098.00	10.00	1.47
Mercury RT 45 ALT 2	763	1633.52	89.26	1098.00	10.00	1.49
Mercury RT 45 ALT 3	759	1597.37	89.67	1052.00	10.00	1.52
Mercury RT 45 ALT 4	758	1597.23	89.06	1075.00	10.00	1.49
Railroad RT 55	759	1649.39	89.89	1098.00	10.00	1.50

Source: Travel Demand Model 2016

Route Alternatives – Existing Time Schedules with Half Hour Service (All Day) and Night Time Service

Route scenarios with the addition of both half hour service (all day) and night time service to 9:00 PM were tested. Daily ridership numbers across all route alternatives increases significantly for the entire bus system. Please refer to **Table 30**.

Table 30: Alternatives with Existing Time Schedules with Half Hour Service (All Day) and Night Time Service

Route	RIDERS	PASSMI	PASSHR	REVM	REVHR	Occupancy Rate
Fond du Lac Transit Base	626	1346.22	74.21	619	5.83	2.17
Fond du Lac Transit Base HH & NT	890	1870.74	102.98	1323.00	12.08	1.41
Marian RT 35 & Aurora RT 20 both	880	1880.26	105.97	1294.00	12.08	1.45
Aurora RT 20	876	1905.01	106.56	1323.00	12.08	1.44
Marian RT 35	890	1921.50	106.27	1294.00	12.08	1.48
Mercury RT 45 ALT 1	890	1875.14	103.18	1323.00	12.08	1.42
Mercury RT 45 ALT 2	889	1903.76	104.08	1323.00	12.08	1.44
Mercury RT 45 ALT 3	882	1854.83	104.25	1267.00	12.08	1.46
Mercury RT 45 ALT 4	886	1857.67	103.71	1295.00	12.08	1.43
Railroad RT 55	888	1917.49	104.51	1323.00	12.08	1.45

Source: Travel Demand Model 2016

Route Alternatives – Existing Time Schedules with Half Hour Peak AM and PM Service Only

Scenarios were with the addition of half hour service on all routes during both the morning and evening peak hours were also tested. Peak hour service was considered 6:00 AM to 9:00 AM and from 3:00 PM to 6:00 PM. Mercury Route 45 alternatives 3 and 4 were not included with this model run as steering committee decided not to pursue these service alternatives. Please see **Table 31**.

Table 31: Existing Time Schedules with Half Hour Peak AM and PM Service Only

	RIDERS	PASSMI	PASSHR	REVM	REVHR	Occupancy Rate
Fond du Lac Transit Base	626	1346.22	74.21	619	5.83	2.17
Fond du Lac Transit Base AM & PM (no peak service)	694	1480.16	81.43	806.00	7.08	1.84
Fond du Lac Transit All Routes	688	1524.50	84.55	789.00	7.08	1.93
Marian RT 35 & Aurora RT 20 both	688	1467.33	82.77	789.00	7.08	1.86
Mercury RT 45 ALT 1	695	1483.99	81.60	806.00	7.08	1.84
Mercury RT 45 ALT 2	697	1503.97	82.18	806.00	7.08	1.87
Railroad RT 55	693	1519.41	82.71	806.00	7.08	1.89

Source: Travel Demand Model 2016

Summary

Table 32 summarizes the scenarios across each alternatives tested with the travel demand model. This data represents system-wide daily totals which are to be expected with each alternative.

Table 32: Route Alternatives Summary of Scenarios

Route	RIDERS	PASSMI	PASSHR	REVMi	REVHR	Occupancy Rate
Fond du Lac Transit Base	626	1346.22	74.21	619	5.83	2.17
Fond du Lac Transit Base NT Only	778	1652.84	91.06	731.00	7.08	2.26
Fond du Lac Transit Base HH	762	1610.02	88.57	1098.00	10.00	1.47
Fond du Lac Transit Base NT & HH	890	1870.74	102.98	1323.00	12.08	1.41
Fond du Lac Transit All Routes AM & PM (peak service)	688	1524.50	84.55	789.00	7.08	1.93

Source: Travel Demand Model 2016

PERFORMANCE EVALUATION

A transit peer group analysis was conducted to provide some context of the performance of FDLAT with other similar sized transit agencies within Wisconsin and the Midwest. This data is summarized in **Table 33**, and was provided by the National Transit Database (NTD) for 2014 data.

Please note, while it is useful to compare transit agencies across certain metrics and to give context to service conditions, each transit system is unique to its service area (geography, population, socioeconomic issues, etc.). It should also be noted this data measures the combined performance of each system and includes both the performance of the fixed route and demand response services.

All transit agencies included in the performance evaluation are classified as Tier II. The Federal Transit Administration (FTA)⁴ defines a Tier II transit agency as one which:

- Operates less than or equal to 100 vehicles in peak revenue service **AND**
- Does not operate rail fixed-guideway public transportation systems **OR**
- Receives federal funds exclusively from §5310 or §5311 programs

Tier II transit agencies from Wisconsin in the evaluation include: Oshkosh, Sheboygan, Janesville and Wausau. Tier 2 transit agencies from the Midwest include: Dubuque (Iowa) and Muncie (Indiana).

⁴ https://www.transit.dot.gov/sites/fta.dot.gov/files/TAMFactSheet_10_2_15.pdf.

Table 33: Peer Group Evaluation 2014 National Transit Database Profiles

	Fond du Lac	Oshkosh	Sheboygan	Janesville	Wausau	Dubuque, IA	Muncie, IN	Peer Group Average
Service Area Population	49,167	66,083	59,490	63,600	50,000	58,000	70,085	59,489
Annual Passenger Miles	not available	3,120,535	1,650,523	not available	not available	not available	5,721,417	3,497,492
Annual Unlinked Trips	201,484	1,000,921	576,189	446,496	657,381	475,527	1,922,062	754,294
Annual Vehicle Revenue Miles	356,047	959,970	783,993	522,693	415,482	741,502	1,052,538	690,318
Annual Vehicle Revenue Hours	28,620	65,584	59,497	33,211	30,390	62,927	78,934	51,309
Operating Expenses per Passenger Mile	not available	\$1.41	\$2.45	not available	not available	not available	\$1.15	\$1.67
Operating Expense per Vehicle Revenue Mile	\$4.41	\$4.59	\$5.16	\$6.87	\$7.61	\$4.52	\$6.26	\$5.63
Operating Expense per Vehicle Revenue Hour	\$54.85	\$67.25	\$67.96	\$108.14	\$104.02	\$53.26	\$83.46	\$76.99
Operating Expense per Passenger Trip	\$7.79	\$4.41	\$7.02	\$8.04	\$4.81	\$7.05	\$3.43	\$6.08
Unlinked Passenger Trips per Vehicle Revenue Mile	0.6	1.0	0.7	0.9	1.6	0.6	1.8	1.0
Unlinked Passenger Trips per Vehicle Revenue Hour	7.0	15.3	9.7	13.4	21.6	7.6	24.4	14.1

Source: National Transit Database 2014



CHAPTER 7

ACTION PLAN

CHAPTER 7: ACTION PLAN

An action plan is a detailed plan illustrating the steps that should be taken, or activities that should be performed for a vision to be achieved. The FDLAT TDP consists of three action plans: Communication Planning, Organizational Planning and Service and Route Planning. Within each action plan is sub actions denoted by a number and the following action, performance measure/metrics, deliverables/outcomes and timeline. The following figures illustrate the number of actions needed for FDLAT to achieve their overall vision.

Figure 50: Communication Action Plan

1. Communication Planning

1.1

Action

Develop and implement communications plan

Performance Measures/Metrics

Communication plan dashboard to track progress

Deliverables/Outcomes

Communication plan

Time Line (Year)									
2017	2018	2019	2020	2021	2022	2023	2024	2025	2026

2. User Outreach

2.1

Action

YouTube videos (how to use bus service, using bike racks, etc.)

Performance Measures/Metrics

YouTube Analytics / Google Analytics (views)

Deliverables/Outcomes

Videos on Transit & Facebook websites

Time Line (Year)									
2017	2018	2019	2020	2021	2022	2023	2024	2025	2026

2.2

Action

Public education / outreach / translate materials to Spanish and Hmong

Performance Measures/Metrics

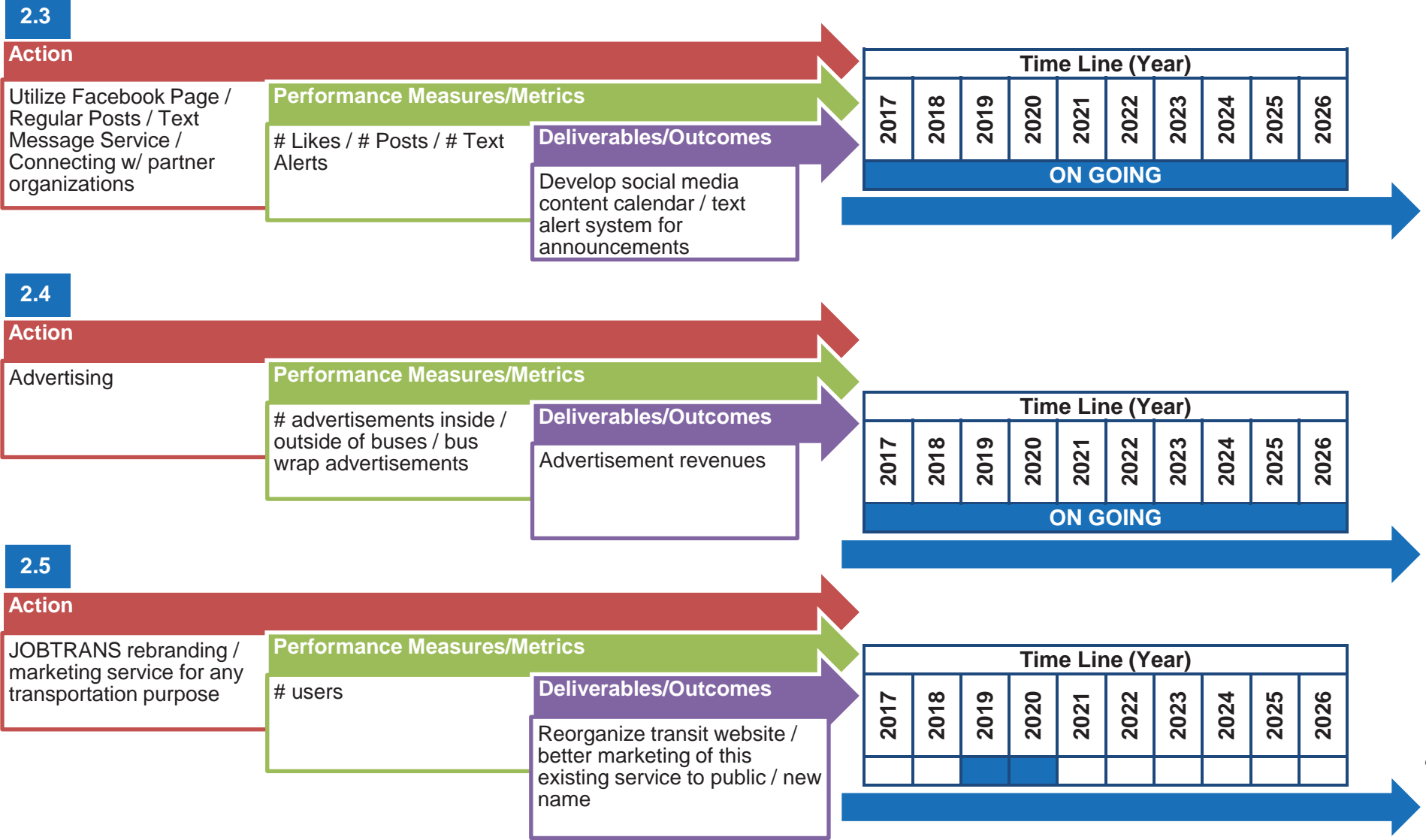
events attended per year / transit champions reached & created

Deliverables/Outcomes

Creating transit "champions", share education / marketing materials (standardized brochures / information for partnering agencies to promote on behalf of transit), utilize Google Translate

Time Line (Year)									
2017	2018	2019	2020	2021	2022	2023	2024	2025	2026

ON GOING



3. Business Outreach

3.1

Action

YouTube videos (engage local businesses to encourage transit use for employers)

Performance Measures/Metrics

YouTube Analytics / Google Analytics (views)

Deliverables/Outcomes

Videos on Transit & Facebook websites

Time Line (Year)

2017	2018	2019	2020	2021	2022	2023	2024	2025	2026

3.2

Action

Circulate transit brochures to businesses

Performance Measures/Metrics

businesses contacted / sent information

Deliverables/Outcomes

Monitor ridership

Time Line (Year)

2017	2018	2019	2020	2021	2022	2023	2024	2025	2026

ON GOING

3.3

Action

Conduct "open houses" w/ bus on site of businesses and service organizations / central location to showcase transit (attend community events, farmers markets, festivals)

Performance Measures/Metrics

events attended / hosted

Deliverables/Outcomes

Monitor ridership

Time Line (Year)

2017	2018	2019	2020	2021	2022	2023	2024	2025	2026

ON GOING

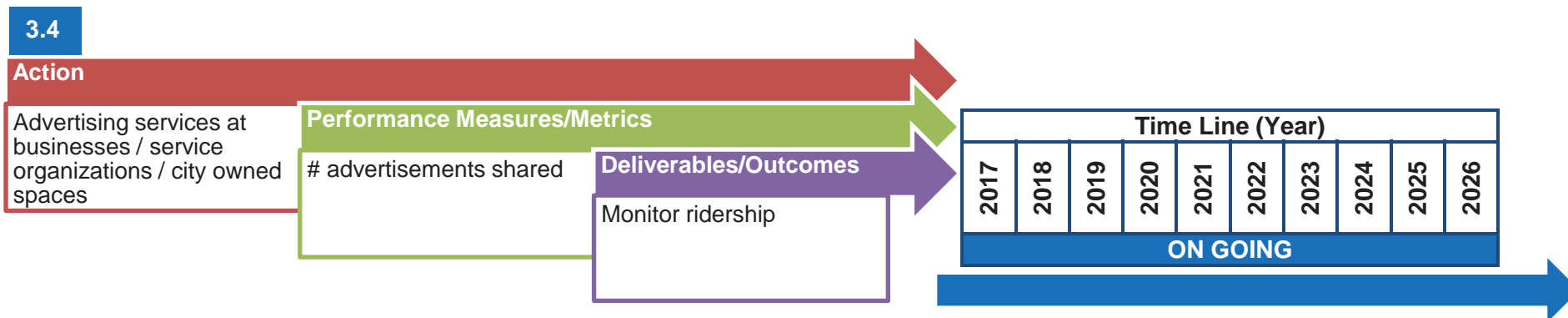
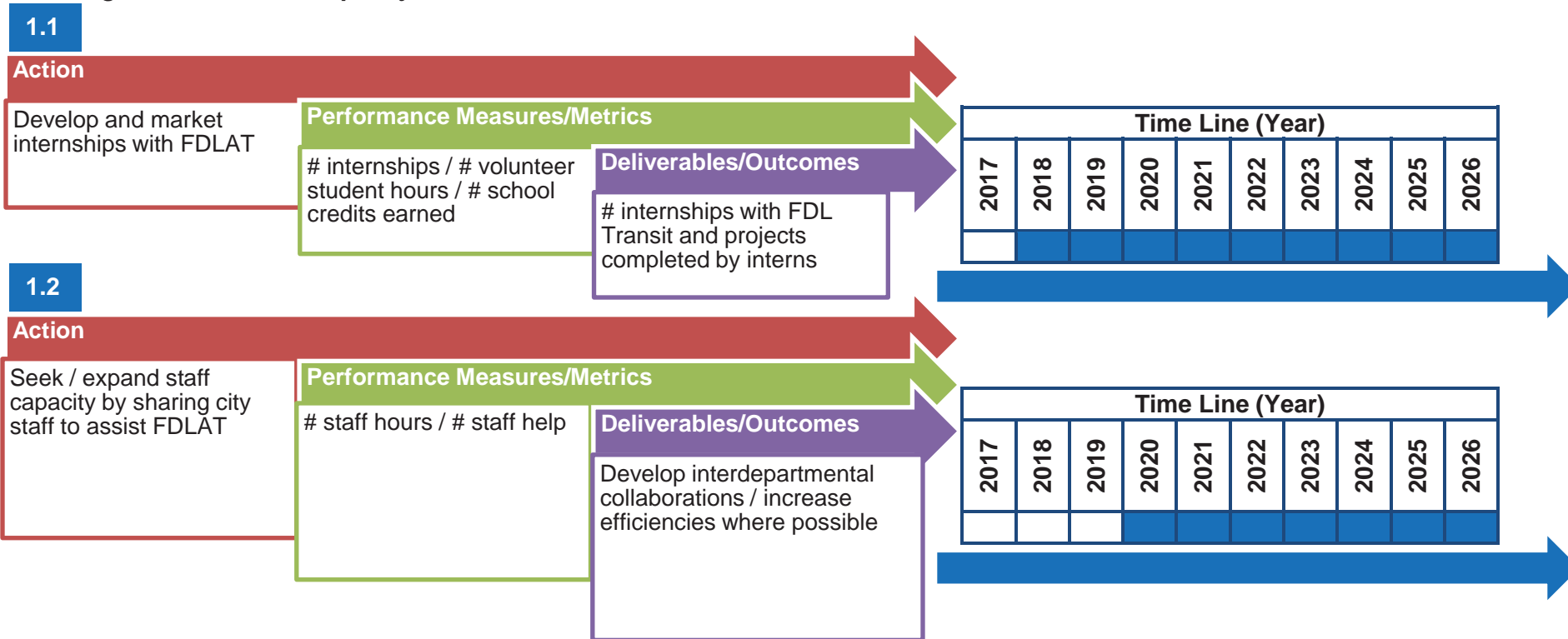


Figure 51: Organizational Action Plan

1. Organizational/Staff Capacity



1.3

Action

Network / learn from other similar sized transit agencies about staffing and organization structure across Wisconsin and nationally

Performance Measures/Metrics

transit agencies contacted / # researched

Deliverables/Outcomes

Incorporate ideas / recommendations of "best practices" from peer transit agencies on staffing

Time Line (Year)

2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
ON GOING									

2. Funding

2.1

Action

Network / learn from other similar sized transit agencies about funding resources across Wisconsin and nationally

Performance Measures/Metrics

transit agencies contacted / # researched

Deliverables/Outcomes

Incorporate ideas / recommendations of "best practices" from peer transit agencies on funding

Time Line (Year)

2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
ON GOING									

2.2

Action

Develop partnerships with K-12, Marian University, UW-Fond du Lac and Technical College with bus pass programs

Performance Measures/Metrics

student passes sold / funded

Deliverables/Outcomes

K-12 / universities' bus pass programs

Time Line (Year)

2017	2018	2019	2020	2021	2022	2023	2024	2025	2026

2.3

Action

Seek private / non-profit / non-traditional funding and grant opportunities

Performance Measures/Metrics

Amount funding received

Deliverables/Outcomes

Amount funding utilized

Time Line (Year)

2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
ON GOING									

2.4

Action

Investigate starting "Friends of Transit" advocacy group

Performance Measures/Metrics

partners / advocacy groups

Deliverables/Outcomes

Advocacy / marketing of transit

Time Line (Year)

2017	2018	2019	2020	2021	2022	2023	2024	2025	2026

2.5

Action

Develop a permanent Fond du Lac Transit Steering Committee to implement Transit Development Plan and keep current on other relevant transit issues

Performance Measures/Metrics

stakeholders / # items implemented

Deliverables/Outcomes

Proactively implement Transit Development Plan / keep current on transit issues and opportunities

Time Line (Year)

2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
ON GOING									

Figure 52: Service and Route Action Plan

1. Service and Route

1.1

Action

Conduct on board rider surveys

Performance Measures/Metrics

surveys completed on as needed basis

Deliverables/Outcomes

Keep current on riders' perspective / customer satisfaction of service and routes

Time Line (Year)

2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
ON GOING									

1.2

Action

Conduct boarding / alighting surveys

Performance Measures/Metrics

boardings & alightings at bus stops (as needed basis; or create regular schedule to monitor)

Deliverables/Outcomes

Review counts to monitor bus stops locations; make necessary route changes

Time Line (Year)

2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
ON GOING									

1.3

Action

Conduct business surveys to gauge employer & employee interest in transit

Performance Measures/Metrics

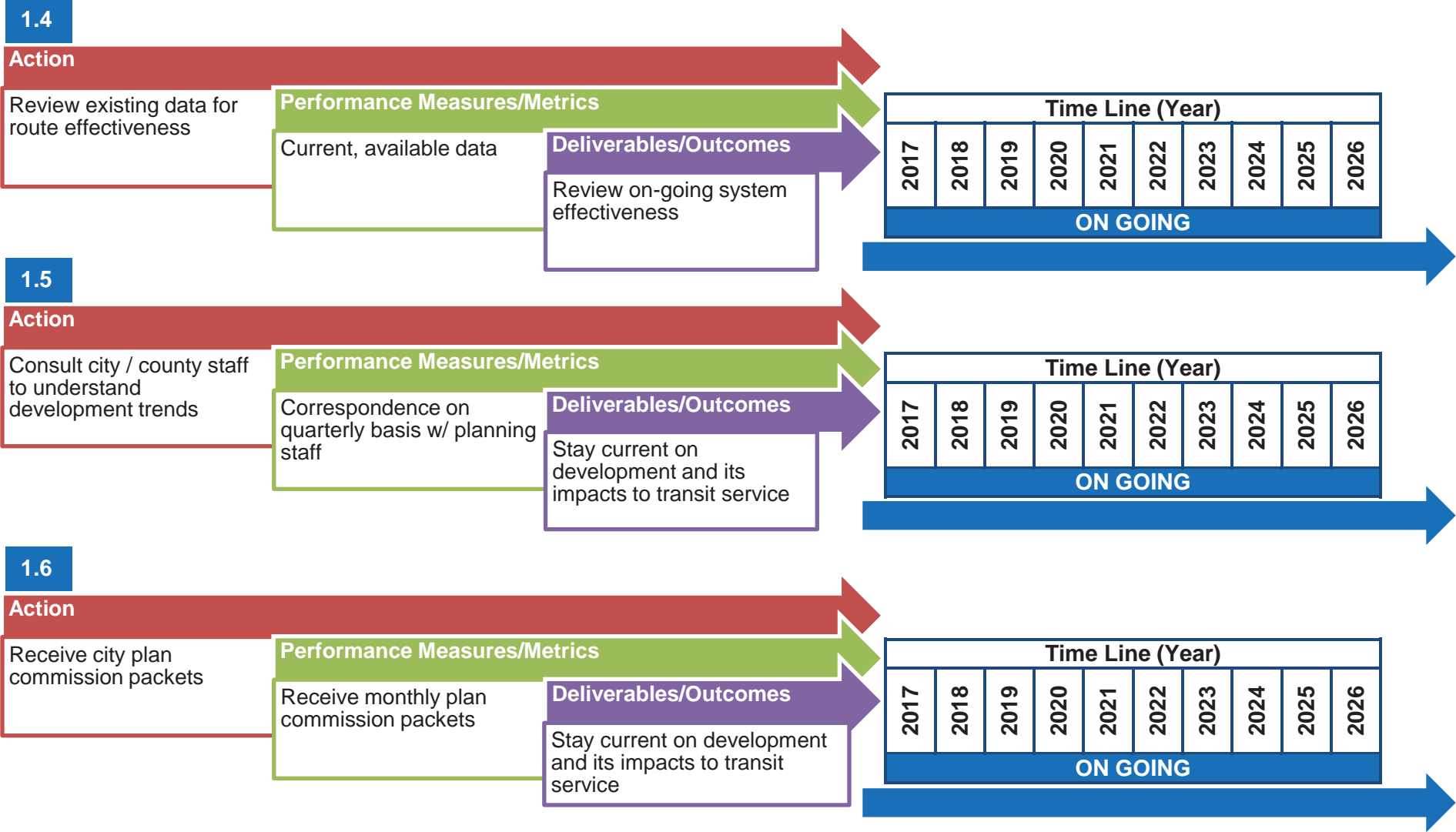
surveys completed on as needed basis

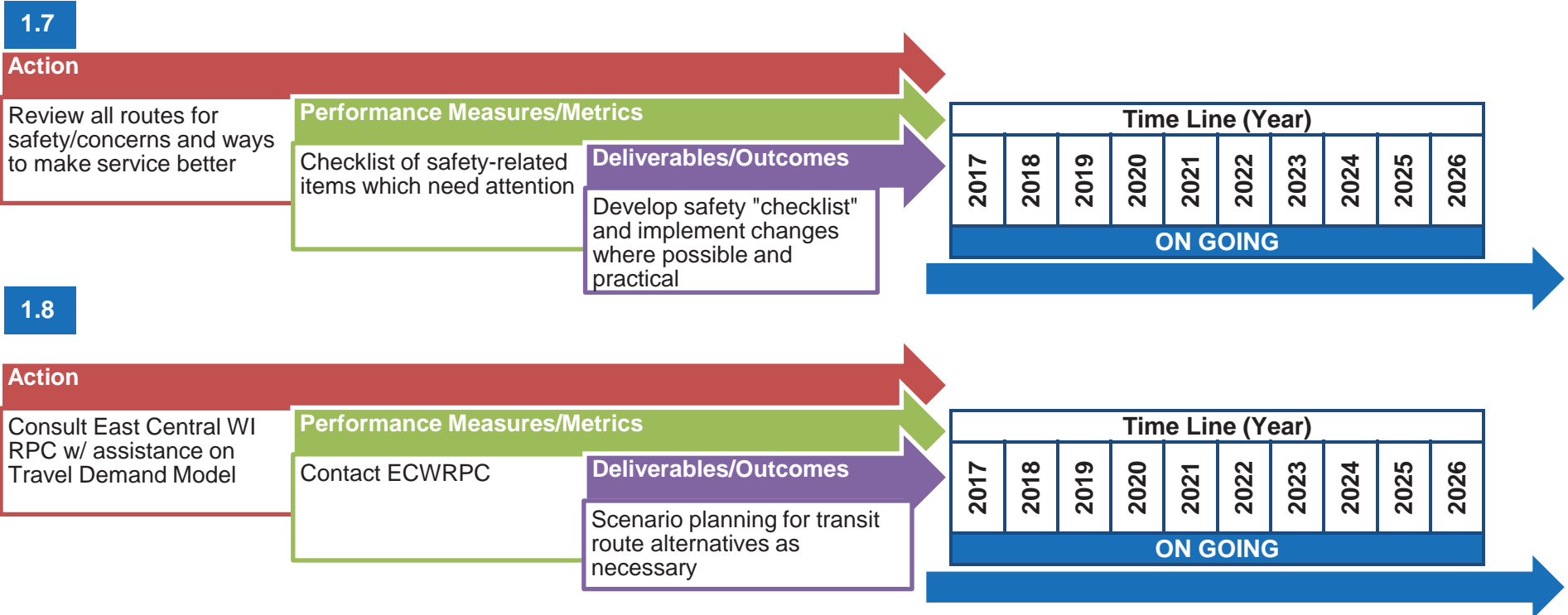
Deliverables/Outcomes

Potential route changes to increase ridership

Time Line (Year)

2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
ON GOING									





2. Technology/Apps

2.1

Action

Look into using Transit Trip Planner with Google Maps on website

Performance Measures/Metrics

Use Google Analytics

Deliverables/Outcomes

Add Transit Trip Planner to FDLAT website; consult Appleton, Oshkosh and Sheboygan Transit agencies for examples

Time Line (Year)

2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
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ON GOING

2.2

Action

Integrate bus location app

Performance Measures/Metrics

downloads of app / app analytics

Deliverables/Outcomes

Incorporate service / funding for service

Time Line (Year)

2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
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ON GOING

2.3

Action

Text Alert Message System

Performance Measures/Metrics

subscribers / # text messages sent

Deliverables/Outcomes

Incorporate service / funding for service

Time Line (Year)

2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
------	------	------	------	------	------	------	------	------	------

ON GOING

3. Facilities and Equipment

3.1

Action

Long term facilities planning

Performance Measures/Metrics

N/A

Deliverables/Outcomes

List of prioritized facility needs (signage, upgrading and adding shelters, upgrade transfer zone)

Time Line (Year)

2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
ON GOING									

3.2

Action

Vehicle replacement schedule

Performance Measures/Metrics

buses needing replacement

Deliverables/Outcomes

List of prioritized vehicle needs and year of expected replacement

Time Line (Year)

2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
ON GOING									



CHAPTER 8

PUBLIC INVOLVEMENT

CHAPTER 8: PUBLIC INVOLVEMENT

APPROACH

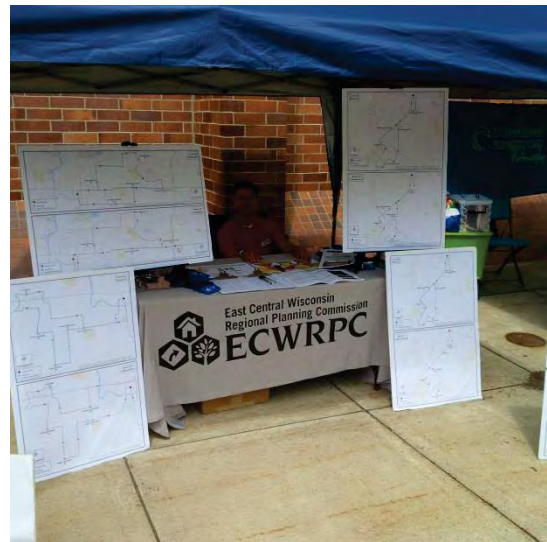
Public input into the planning process involved three main components: surveys (both paper and digital versions), active engagement at local community events and promotion through social media. It was important to gather the input of the transit riders, but others including transit bus drivers and non-riders. By taking into consideration this broad group of the public, hopefully we can plan for and make the transit system a more efficient and effective service for its customers. Below is an overview of public involvement activities for this plan.

Surveys

Paper surveys and survey cards (with link to take survey online) were distributed to riders on the buses and at the Transfer Zone on November 18, 2014 and on May 20, 2015. For the May survey component, staff also distributed surveys specifically to gather bus driver input on the system and non-user surveys to engage those currently not riding the bus. These non-rider surveys were shared at the following locations throughout the community and surrounding service area:

- Fond du Lac YMCA
- Fond du Lac Senior Center
- Fond du Lac Public Library
- Fond du Lac High School
- St. Vincent De Paul
- Agnesian Hospital/Clinic
- North Fond du Lac Village Hall (for JOBTRANS riders)

Additional survey outreach was also coordinated with Mercury Marine. Further efforts may evolve from this effort, but only Mercury Marine survey results are included in this plan. A complete summary of the survey results may be found in the Ridership Chapter of this plan and in Appendix B.



Downtown Farmers Market (6.15.16)

Community Events

The TDP recommendations developed through the steering committee were also shared with the public at various outreach events in 2015 and 2016. These are summarized in **Table 34**:

Table 34: Public Outreach Events

Event	Description	Comments Received
Saturday Downtown Fond du Lac Farmers Market on 7.25.15 from 8am – Noon	Distributed surveys, and spoke with 40 people as part of Long Range Transportation Plan (Fond du Lac Metropolitan Planning Organization)	<ul style="list-style-type: none"> Coordinate transportation systems (roads, sidewalks, trails, bike lanes, transit) for a better system-wide approach
Walleye Weekend at Waste Management Conservation Station/Sustainability Tent on 6.10.16 from 5 – 6pm	Presentation about benefits of transit and sustainability; distributed surveys and took comments	<ul style="list-style-type: none"> Reaching out to schools and universities to communicate benefits of transit should be a priority Have a QR smartphone code for additional information to help spread message about impending changes to the system
Wednesday Downtown Fond du Lac Farmers Market on 6.15.16 from 11am – 3pm	Distributed surveys, shared maps with route alternatives and spoke with 20+ people about the bus system	<ul style="list-style-type: none"> Increase frequency of routes Weekend service (adding Saturday) Service to better meet shift changes for workers Keep service open to 7pm or 8pm; Saturday to noon Need way to pay for bus without cash Saturday service until noon Changes to Route 35 are good, but should keep it running in same direction Support changes for route 45 Changes to system are good as long as they keep the people as the first priority
Saturday Downtown Fond du Lac Farmers Market on 6.25.16 from 8am – Noon	Distributed surveys, shared maps with route alternatives and spoke with 50 people about the bus system	<ul style="list-style-type: none"> Like additional service to Aurora Clinic Concerned about proposed services leaving Fond du Lac County Social Services on 1st Street Would like to see more wheelchair accessible seating that is forward facing rather than from side to side Additional night service for 2nd shift workers More education/marketing of services Support ½ hour service for the AM and PM peak times

Event	Description	Comments Received
		<ul style="list-style-type: none"> • Clients riding bus for 2-3 hours to get child/children to child care and then to work • Collaborate with Transit agency with V-Ride Program • Discounted fares for low-income clients • Improvements to the Transfer Zone • Additional weekend hours (mostly Saturday) • Want more connections to downtown by using transit
Fond du Lac Transit Free Fare Day on 8.31.16 from 9am – Noon	Distributed surveys, shared maps with route alternatives and spoke with people about the bus system	<ul style="list-style-type: none"> • Route 45 Alternative (inbound to Transfer Zone) reconfigure route to use Western Ave or 2nd Street and connect route with Main Street and then end at the Transfer Zone; current portion of this route could be covered by Route 55 • Add route to North Fond du Lac • Prefer Route 45 Alternative A • Review Route 35 direction because Marian University nursing students are not going to be at downtown campus building • Adding evening and weekend (Saturday) service • Consider making monthly bus passes simply 30 day passes which could be used anytime for 30 rides



Walleye Weekend at the Waste Management Sustainability Tent (6.10.16)

Social Media

Social media was used as another way to connect with the public and to promote involvement from a larger audience.



ECWRPC Facebook post promoting TDP outreach events in 2016.



CHAPTER 9

RECOMMENDATIONS

CHAPTER 9: RECOMMENDATIONS

Recommendations were developed primarily from input from the steering committee, public comments received at outreach events/surveys and through analysis with the Travel Demand Model for transit route alternatives. The steering committee developed the vision, objectives and goals which helped with the creation of the Action Plan. The Action Plan, as previously noted has three components: Communication, Organizational, and Service and Routes (for full details please see Action Plan Chapter) and was created to guide FDLAT over the next 5-10 years. The Action Plan recommendations are include here as well:

COMMUNICATION PLANNING

- Develop and implement internal communications plan to promote services
- Develop YouTube videos
 - How to use bus service
 - How to use bike racks on buses
 - Engage local businesses on benefits of transit
 - Other pertinent informational videos as necessary
- Conduct public education / outreach / translate materials and signage to Spanish and Hmong
- Utilize FDLAT Facebook Page / Regular Posts / Text Message Service / Connect with partner organizations to share important transit information (to become transit “champions” for FDLAT)
- Maintain and increase advertising program and revenues; promote advertising on the bus as a win-win for FDLAT and local businesses; advertise at partnering organizations/businesses at city owned spaces and look for additional advertising opportunities (at bus shelters and at Transfer Zone)
- Rebrand JOBTRANS (shared ride taxi service) and market this service for any transportation purpose (not simply to use for transportation to and from work)
- Develop and circulate transit brochures to riders and businesses to share service information
- Conduct "open houses" with bus on site of businesses and service organizations / central location to showcase transit as a viable transit option (attend community events, farmers markets, festivals)

ORGANIZATIONAL PLANNING

- Develop and market potential internships with FDLAT
- Seek out / expand staff capacity by sharing existing City staff to assist FDLAT (temporary and full-time help)
- Network / learn from other similar sized transit agencies about staffing, funding opportunities and organization structure across Wisconsin and nationally
- Continue to develop and expand partnerships with K-12, Marian University, UW-Fond du Lac and Technical College with bus pass programs or other relevant areas for collaboration with students
- Seek and apply for private / non-profit / non-traditional funding and grant opportunities
- Investigate possibility of starting “Friends of Transit” advocacy group
- Investigate developing a permanent Fond du Lac Area Transit Steering Committee to implement Transit Development Plan recommendations/action plan and keep current on other relevant transit issues locally, state-wide and nationally

SERVICE AND ROUTES PLANNING

- Develop a regular schedule to conduct on board rider surveys and boarding and alighting surveys to measure service effectiveness
- Find local businesses to survey employees and employers potential interest in using transit
- Develop regular contact / staff time with City and county officials to understand development trends which may affect future bus service and customer needs
- Monitor existing routes and data for service efficiency / effectiveness and safety concerns along routes
- Receive planning commission materials and packets to keep current on development activities within the City
- Consult ECWRPC with assistance on Travel Demand Model (to test route alternatives, gather advice on traffic movements and socioeconomic data) at the local and regional level
- Integrate Transit Trip Planner with Google Maps on FDLAT website to help riders plan their trips
- Integrate real-time bus location application to help customers find their route

- Integrate text alert message system to notify riders of route detours, closures, emergency events and other important service announcements, etc.
- Implement long-term facilities planning (bus shelters, benches, sidewalk access / inventory of needs) for budgetary purposes
- Develop a vehicle maintenance and replacement schedule

TRANSIT ROUTE ALTERNATIVES

As part of the planning process, the steering committee reviewed the entire bus route system and time schedules. Route alternatives were developed through their input, public input as well as assistance from the Travel Demand Model (TDM) to estimate ridership changes. These changes are summarized below.

Route 20

Please refer to **Map 10** for route alternative. Recommendations for Route 20 include:

- Adding a dedicated stop to Aurora Clinic on Wisconsin American Drive (just east of STH 23 and USH 151 interchange)
- Reversing the order of the route to a counterclockwise direction to allow entry and exit on the right side of the route (to safely serve areas such as Festival Foods, Fond du Lac High School, UW-Fond du Lac)
- Changing the route number from 20 to 25 to correspond to schedule times (for example, routes ending in a “zero” denote routes which start on the top of the hour; routes ending in a “five” denote routes which start on the bottom of the hour); route start time is 6:30 am

Route 35

Please refer to **Map 11** for route alternative. Recommendations for Route 35 include:

- Reversing the order of the route to a clockwise direction to increase the number of right turns versus left turns (helpful at CTH V and STH 45)
- Changing the route number from 35 to 30 to correspond to schedule time start at the top of the hour (start at 6:00 am)
- Adding key service destinations at St. Agnes Hospital on Division St, Marian University on National Ave, Woodworth and Theisen Junior High Schools, and the Senior Center on E 1st St

Route 40

No route recommendations were proposed for Route 40, only its route number would be changed to 65 to accommodate with a new start time of 6:30 am.

Route 45 Alternative A

Please refer to **Map 12** for route alternative. Recommendations for Route 45 Alternative A include:

- Adding a designated stop within the Mercury Marine parking lot off of Hickory Street and exit at Pioneer Road and then continue to ride existing route
- Changing the route number from 45 to 50 to correspond to schedule time start at the top of the hour (start at 6:00 am)

Route 45 Alternative B

Please refer to **Map 13** for route alternative. Recommendations for Route 45 Alternative B include:

- Reducing service on Hickory St (from Military Rd to Pioneer Rd) but add service on Pioneer Rd (from Military Rd to Hickory St) with a designated stop(s) along the Mercury Marine facilities; route then continues on existing path
- Changing the route number from 45 to 50 to correspond to schedule time start at the top of the hour (start at 6:00 am)
- This is not a current recommendation, but should be considered in the future if ridership numbers increase and the demand warrants a change to the route

Route 55

Please refer to **Map 14** for route alternative. Recommendations for Route 55 include:

- Modifying the existing route to reduce crossing the railroad line at Forest Ave only once
- Recommend route to travel from the Transfer Zone to STH 23 (west) over the railroad line and reconnect with existing route via Hickory St and connecting at Thomas St to resume regular route
- Route number and time schedule remain the same from existing service

Routes 60

Please refer to **Map 19** for route alternative. Recommendations for Route 60 include:

- Modifying the existing route to bypass Arndt Street and the mall to make the route more efficient.

Route 70 and 120

Routes 70 and 120 will continue to provide existing services and remain on the same schedules unless changes are needed in the future and deemed necessary by FDLAT.

Half Hour Service

Providing half hour service was a common recommendation voiced through the surveys, public comments and from the steering committee. Half hour service is recommended for peak travel times in both morning and afternoon from 6:00 am to 9:00 am and from 3:00 pm to 6:00 pm (Monday through Friday).

Adding weekend service (especially Saturday) was also another reoccurring recommendation. At this time, weekend service will not be considered unless additional funding is allocated or the demand warrants adding this service.

New Route Pairs and Times

Table 35 summarizes the recommended route renumbering and start times for the proposed changes to the system. The colors in the rows denote the routes which are paired together and will synchronize at the Transfer Zone for transfer riders. The new route numbers and time schedules will also provide complete route coverage on the half hour starting at 6:00 am and ending at 6:00 pm during peak morning and afternoon travel times.

Table 35: Route Pairs and Times

Original Route #	New Route #	Original Start Time	New Start Time
20	25	6:30	6:30
45	50	6:30	6:00
35	30	6:00	6:00
55	55	6:30	6:30
40	65	6:00	6:30
60	60	6:00	6:00
70	70	8:00	8:00
120	120	7:00	7:00

Additional Recommendations

- Create an adopt-a-bus shelter program as a means to increase advertisement from participating businesses, non-profits, churches, city departments etc.; could also be used as an opportunity for participating groups to clean up and maintain their bus shelters, volunteer time to the community and create comradery for those volunteering; each participating group could possibly help in the designing of the bus shelters to encourage community ownership of the system; could create a yearly competition to see which shelter is the best designed, which is most improved and which is best maintained

- Increase amenities at shelters such as garbage and recycling containers, paved landing pads / paths to benches and shelters (where possible), landscape around shelters, digital message boards for the next route arrivals, planters, public art and FDLAT logo/signage, lighting, pedestrian amenities (visible crosswalks, curb cut-outs, pedestrian crossing signage/flashing beacons, etc.)
- Invest in and develop permanent facilities at the Transfer Zone with potential for enclosed waiting space, service desk, restrooms, bicycle parking/lockers, FDLAT logo/signage, vending machines, water fountains, fare payment system/card reader system to encourage prepayment of fares, add a bicycle repair station nearby, other rider amenities
- Invest in equipment for FDLAT such as bus washing station(s), a regular bus replacement schedule to purchase standard low-floor diesel buses (preferably 40 foot buses) and para-transit buses
- Work with Community Development and Public Works to coordinate bicycle and pedestrian street improvements nearby Transfer Zone, bus shelter locations and other bus stops to increase safety and reduce barriers for transit riders
- Add amenities inside the bus including free Wi-Fi, overhead storage compartments, ADA-compatible fold-out ramps for main bus doors
- Find ways to provide transit to local festivals, special events, New Year's Eve, etc.
- Develop a "frequent rider" rewards/membership program to reward riders who use transit. Incentives could include meals at participating local restaurants, retail stores, grocery stores, public library rentals, etc.
- Develop a ridership competition where if so many rides are provided in a year, FDLAT could donate a portion of their revenue back to a local charity/non-profit agency if the goal is met
- Develop a "bus buddy" program where trained volunteers could help riders navigate the fixed route system and where possible, encourage paratransit riders to use the fixed route system
- Work with local universities and businesses to invest in a ridership programs for students and employees
- Focus on customer service: convenient services, clean and comfortable facilities and buses and basic fundamentals to keep existing riders and encourage new riders to use transit
- Market transit as a means to reduce gasoline consumption, reduce costs for households (to potentially downsize to a single car per family) and for riders to maintain their independence to get to work, appointments, social gatherings, etc.

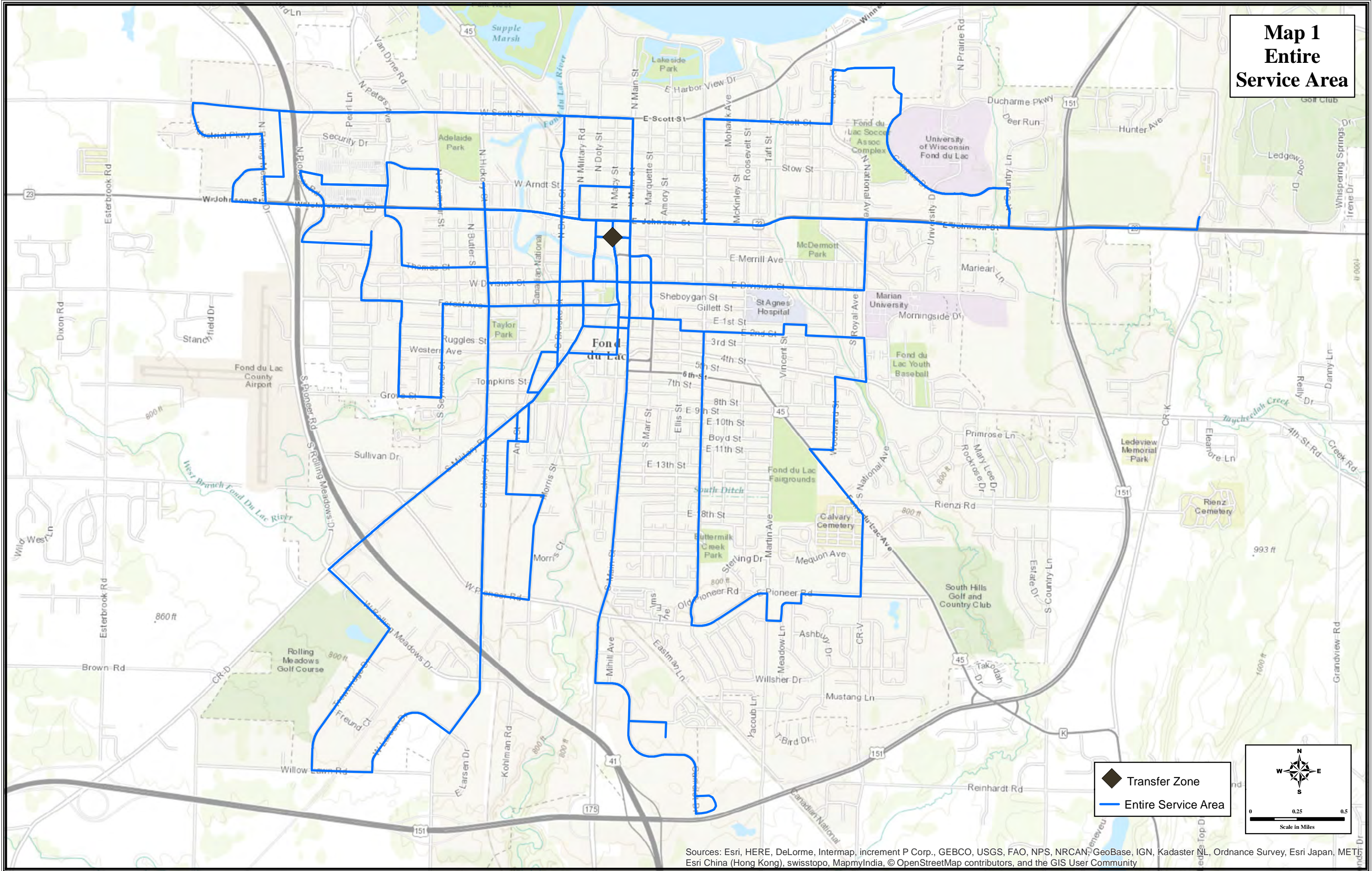
- Investigate adding real-time digital message board(s) at Transfer Zone to provide arrival times of buses or other important transit information on future route delays / changes or weather statements, etc.
- Increase investing resources into transit and work with local partners and businesses who support the mission of FDLAT

2017 Revised Route Maps

The transit route maps have been updated to reflect the recommended changes in this plan. Please see **Maps 15 to 20** for the 2017 revised route maps.

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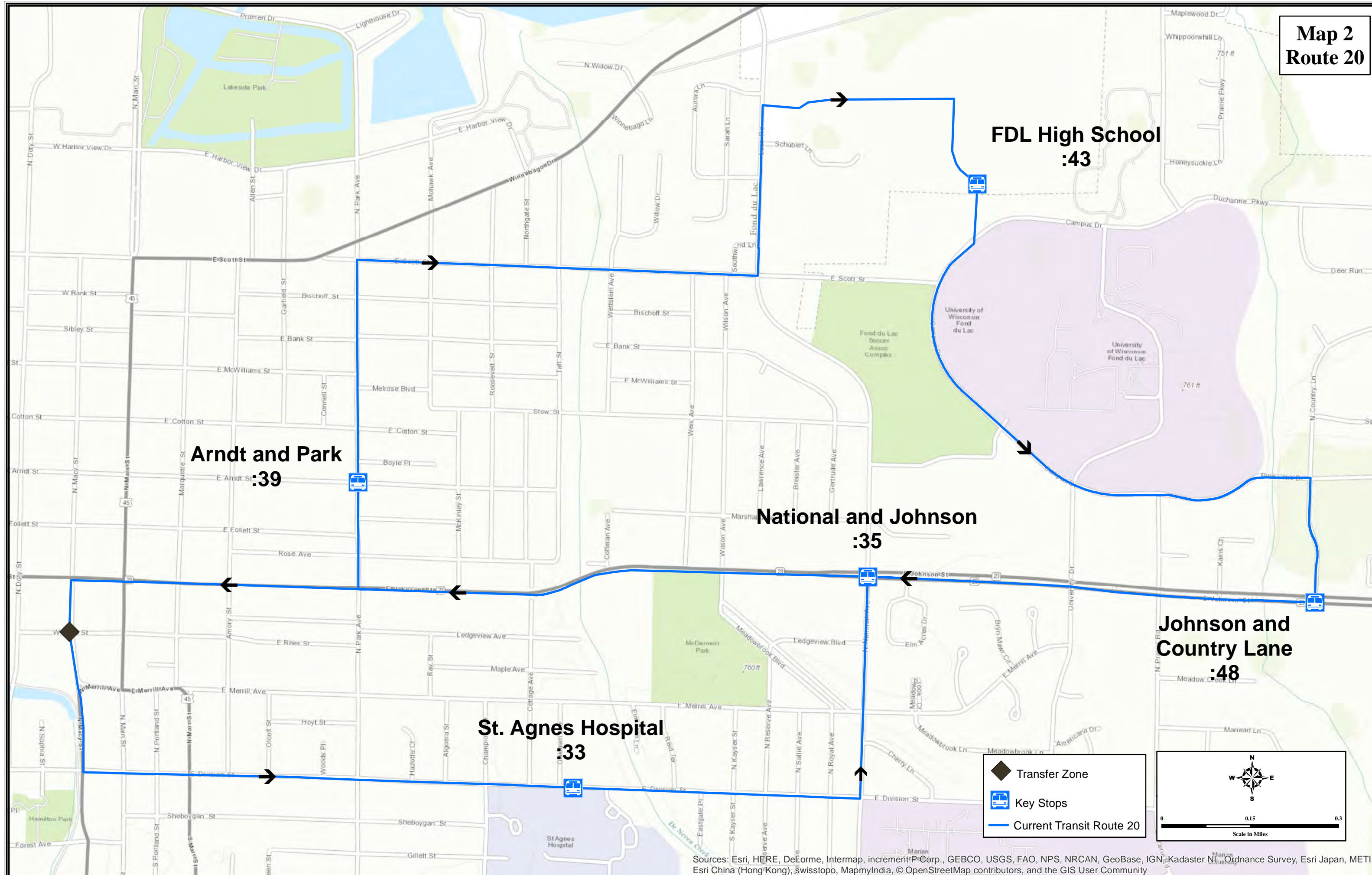
Map 1
Entire
Service Area



Sources: Esri, HERE, DeLorme, Intermap, increment P Corp., GEBCO, USGS, FAO, NPS, NRCAN, GeoBase, IGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong), swisstopo, MapmyIndia, © OpenStreetMap contributors, and the GIS User Community

Map 2

Route 20



Sources: Esri, HERE, DeLorme, Intermap, increment P Corp., GEBCO, USGS, FAO, NPS, NRCAN, GeoBase, IGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong), swisstopo, MapmyIndia, © OpenStreetMap contributors, and the GIS User Community

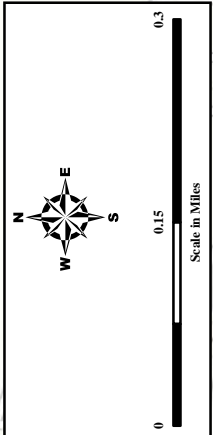
Map 3
Route 35

Health Care Center
:20

Park and 9th
:04

FDL Ave and
County V
:16

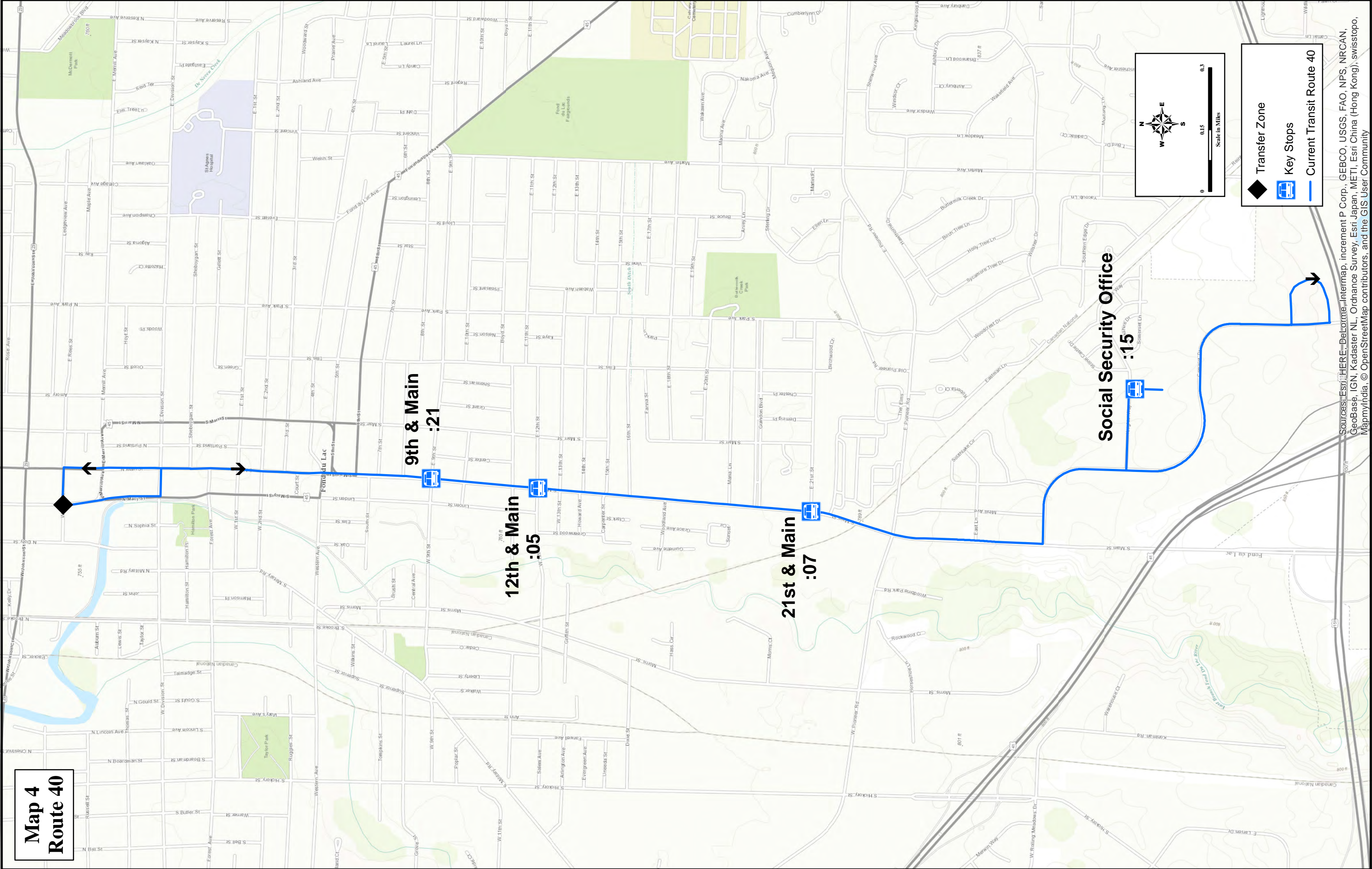
Park and Pioneer
:08



- Transfer Zone
- Key Stops
- Current Transit Route 35

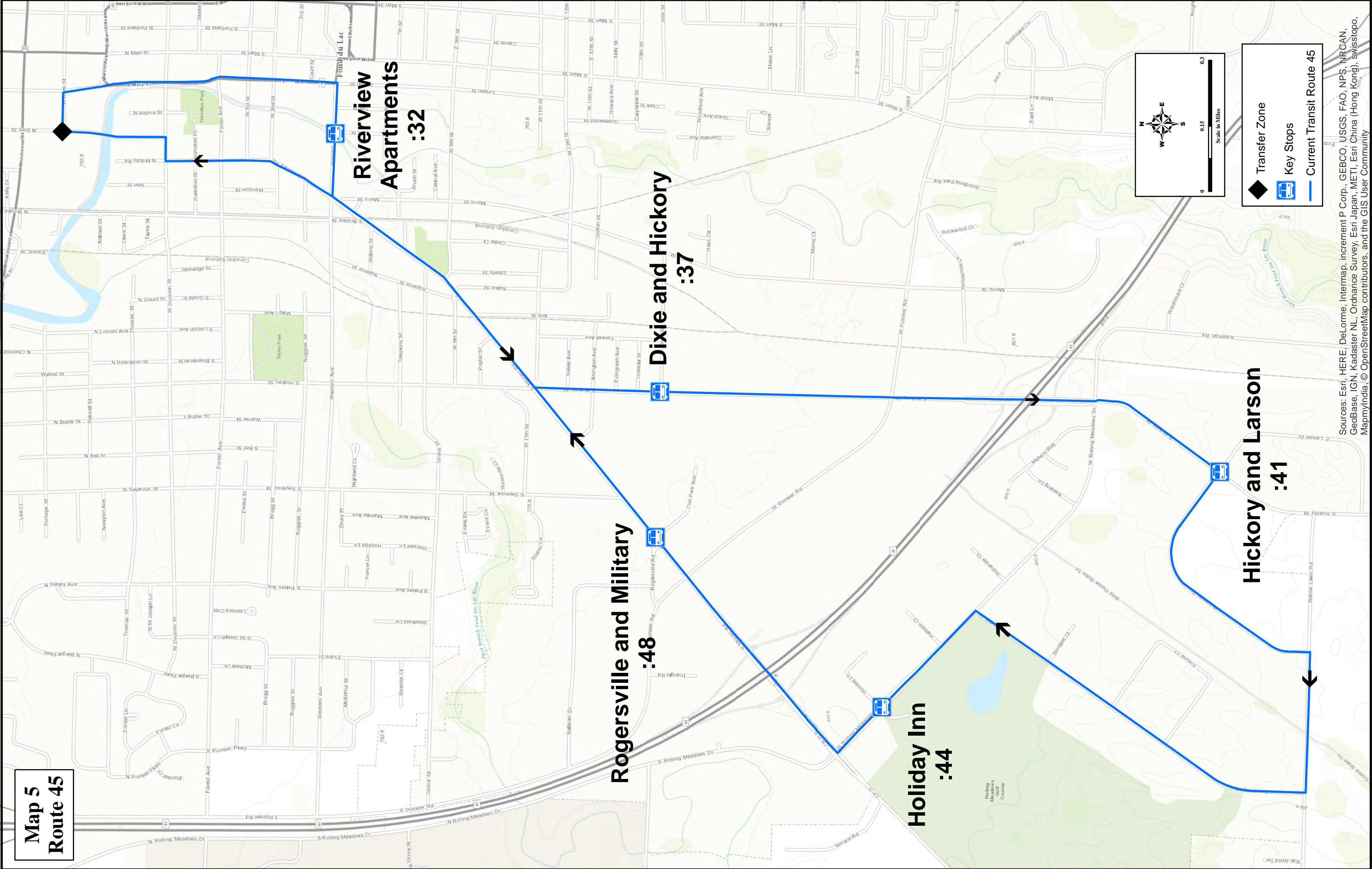
Sources: Esri, HERE, DeLorme, Intermap, increment P Corp., GEBCO, USGS, FAO, NPS, NRCAN, GeoBase, IGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong), swisstopo, Mapbox India, © OpenStreetMap contributors, and the GIS User Community

Map 4
Route 40



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Map 5
Route 45

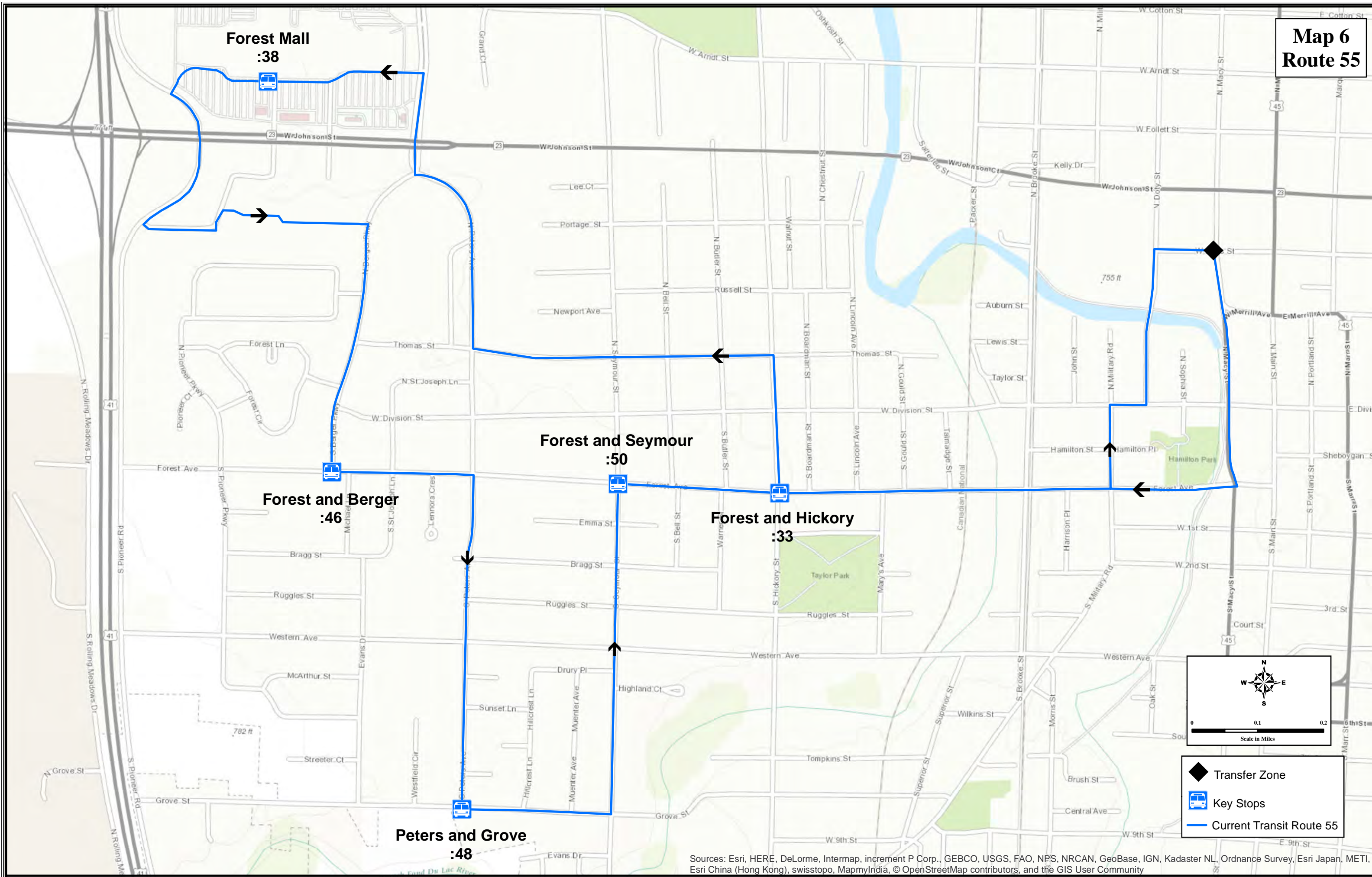


- Transfer Zone
- Key Stops
- Current Transit Route 45

Sources: Esri, HERE, DeLorme, Intermap, increment P Corp., GEBCO, USGS, FAO, NPS, NRCAN, GeoBase, IGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong), Swisstopo, MapmyIndia, © OpenStreetMap contributors, and the GIS User Community

Map 6

Route 55



Sources: Esri, HERE, DeLorme, Intermap, increment P Corp., GEBCO, USGS, FAO, NPS, NRCAN, GeoBase, IGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong), swisstopo, MapmyIndia, © OpenStreetMap contributors, and the GIS User Community

Map 7
Route 60

Scott & Main
:20

Walmart/
Target
:12

Westnor Apartments
:07

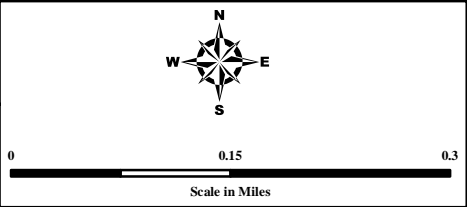
Forest Mall
:09

Arndt & Military
:03

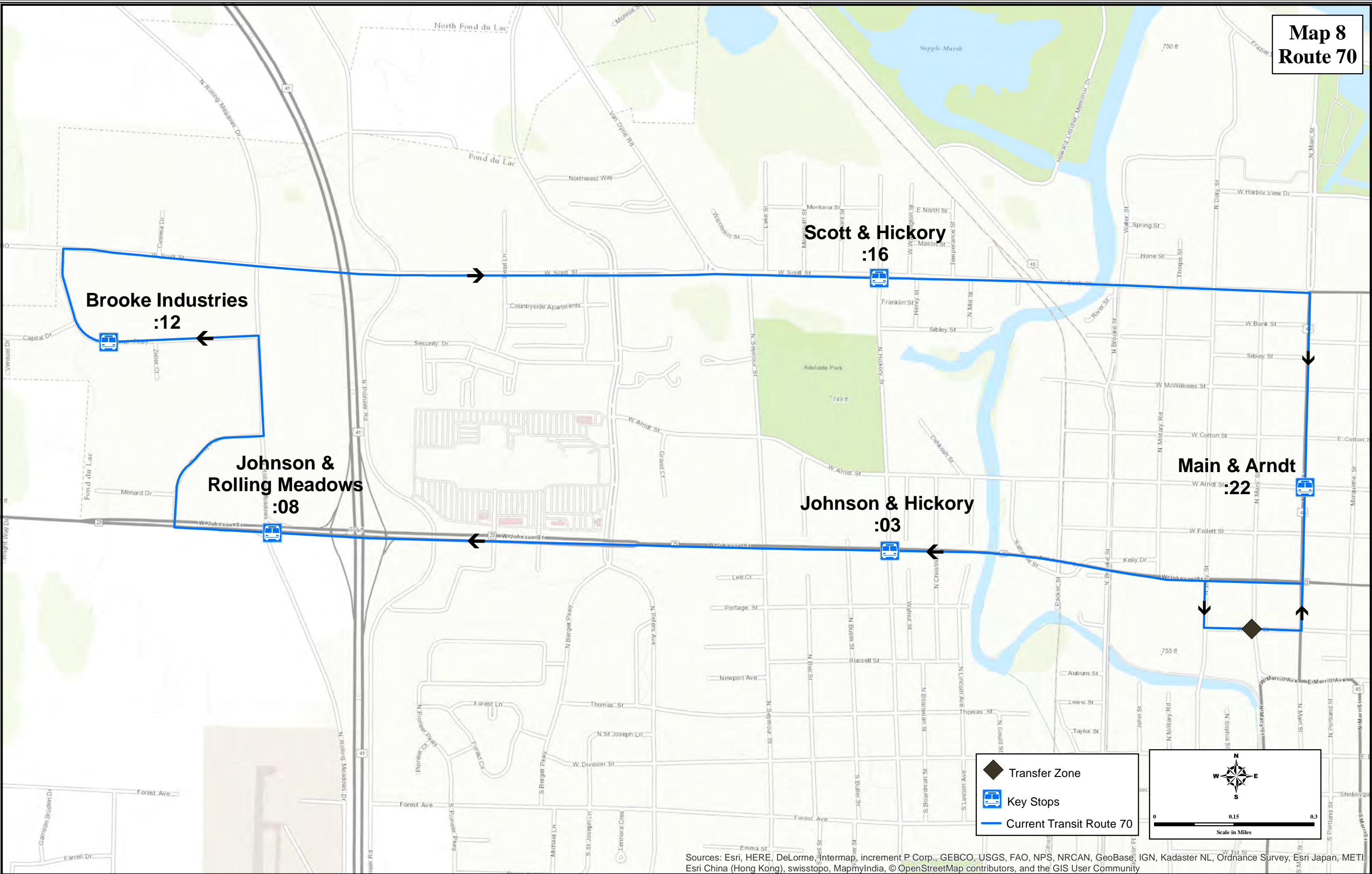
◆ Transfer Zone

🚌 Key Stops

— Current Transit Route 60

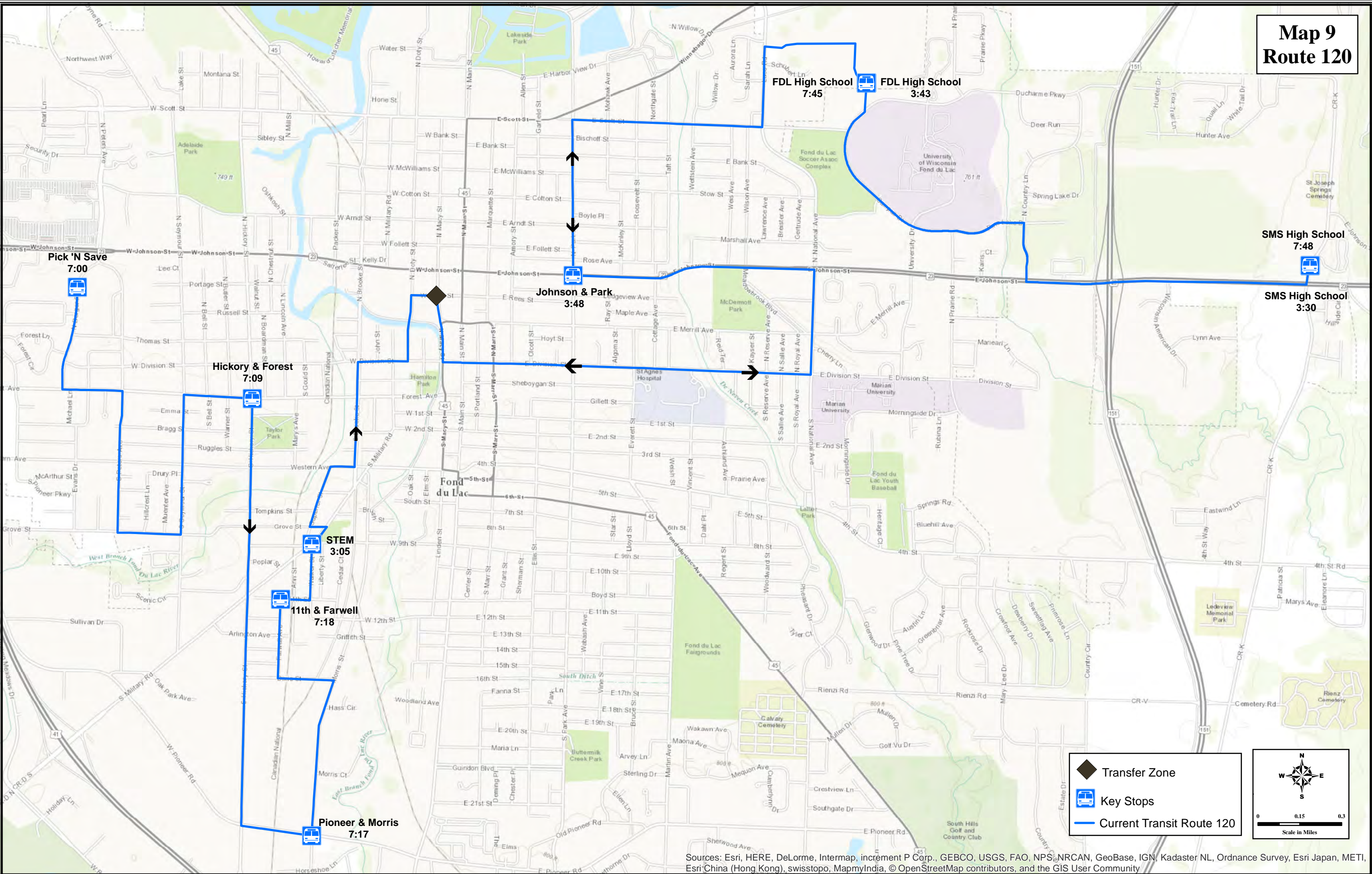


**Map 8
Route 70**

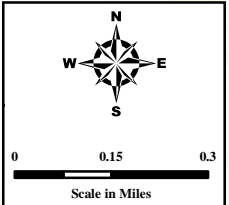


Sources: Esri, HERE, DeLorme, Intermap, increment P Corp., GEBCO, USGS, FAO, NPS, NRCAN, GeoBase, IGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong), swiss topo, MapmyIndia, © OpenStreetMap contributors, and the GIS User Community

Map 9
Route 120

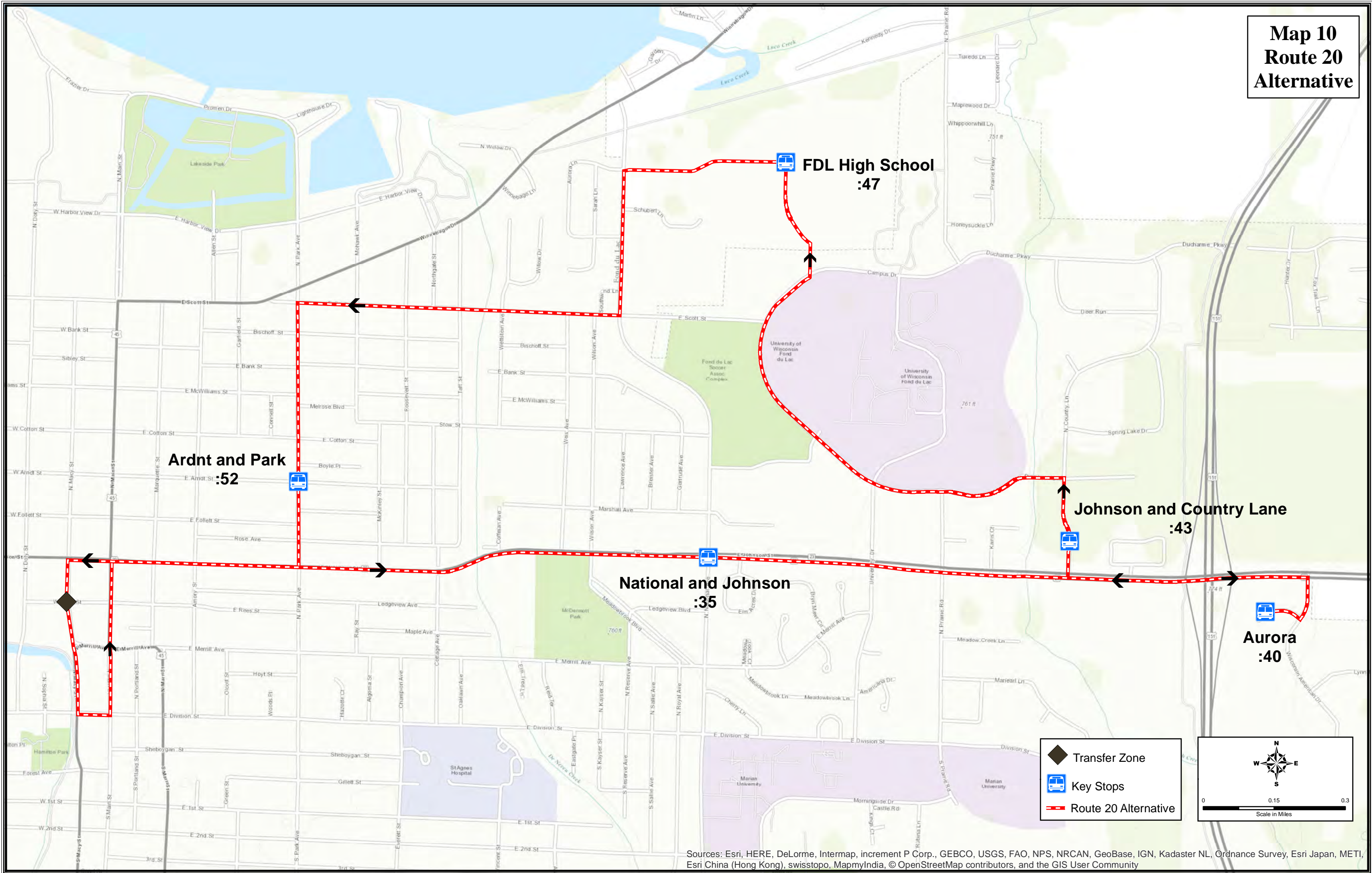


◆ Transfer Zone
🚌 Key Stops
— Current Transit Route 120



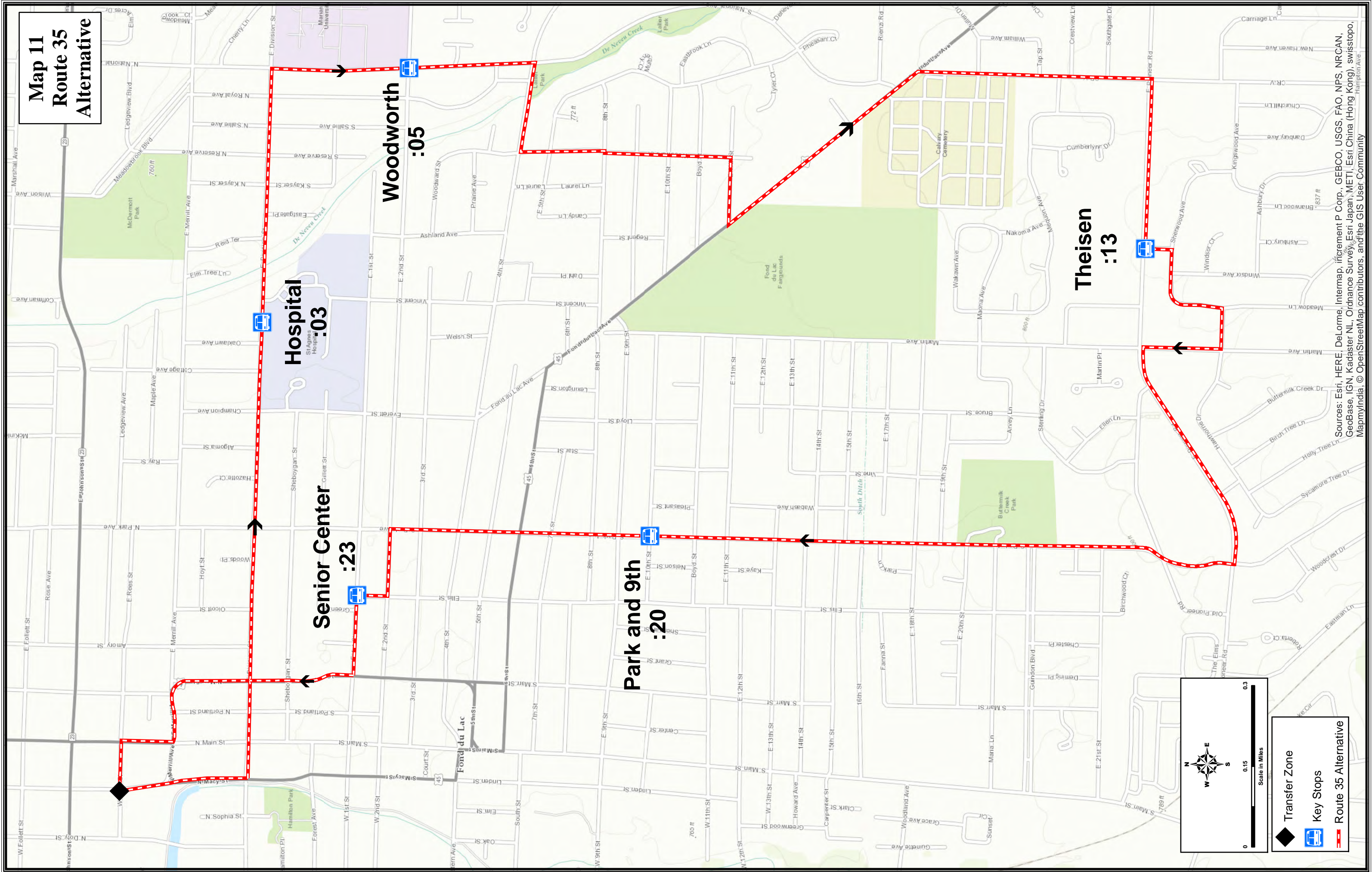
Sources: Esri, HERE, DeLorme, Intermap, increment P Corp., GEBCO, USGS, FAO, NPS, NRCAN, GeoBase, IGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong), swisstopo, MapmyIndia, © OpenStreetMap contributors, and the GIS User Community

Map 10
Route 20
Alternative



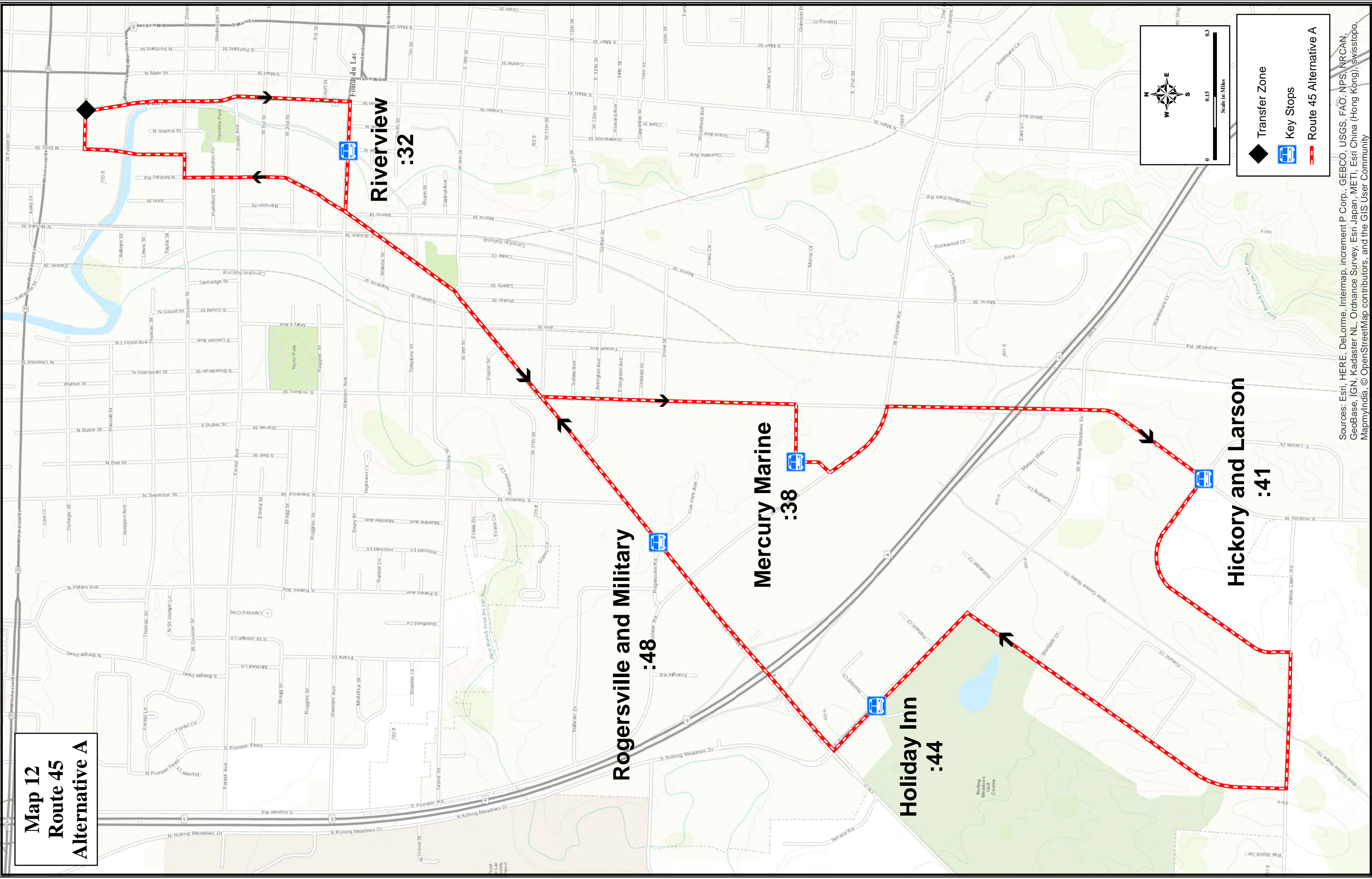
Sources: Esri, HERE, DeLorme, Intermap, increment P Corp., GEBCO, USGS, FAO, NPS, NRCAN, GeoBase, IGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong), swisstopo, MapmyIndia, © OpenStreetMap contributors, and the GIS User Community

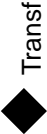
Map 11
Route 35
Alternative





Sources: Esri, HERE, DeLorme, Intermap, increment P Corp., GEBCO, USGS, FAO, NPS, NRCAN, GeoBase, IGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong), swisstopo, MapmyIndia, © OpenStreetMap contributors, and the GIS User Community

Map 12
Route 45
Alternative A



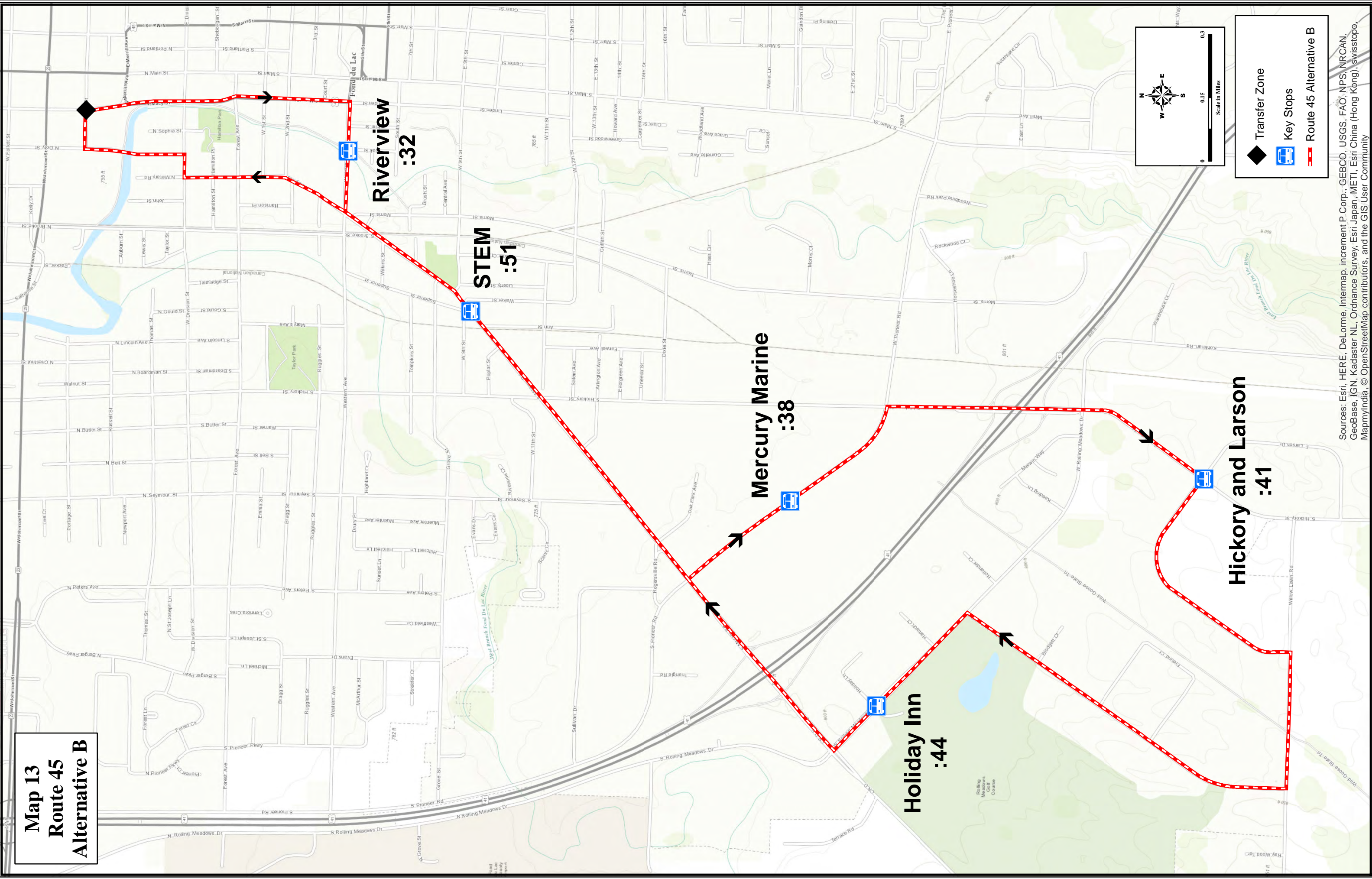
**Transfer Zone**

**Key Stops**

**Route 45 Alternative A**

Sources: Esri, HERE, DeLorme, Intermap, increment P Corp., GEBCO, USGS, FAO, NPS, NRCAN, GeoBase, IGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong), Swisstopo, MapmyIndia, © OpenStreetMap contributors, and the GIS User Community

Map 13
Route 45
Alternative B



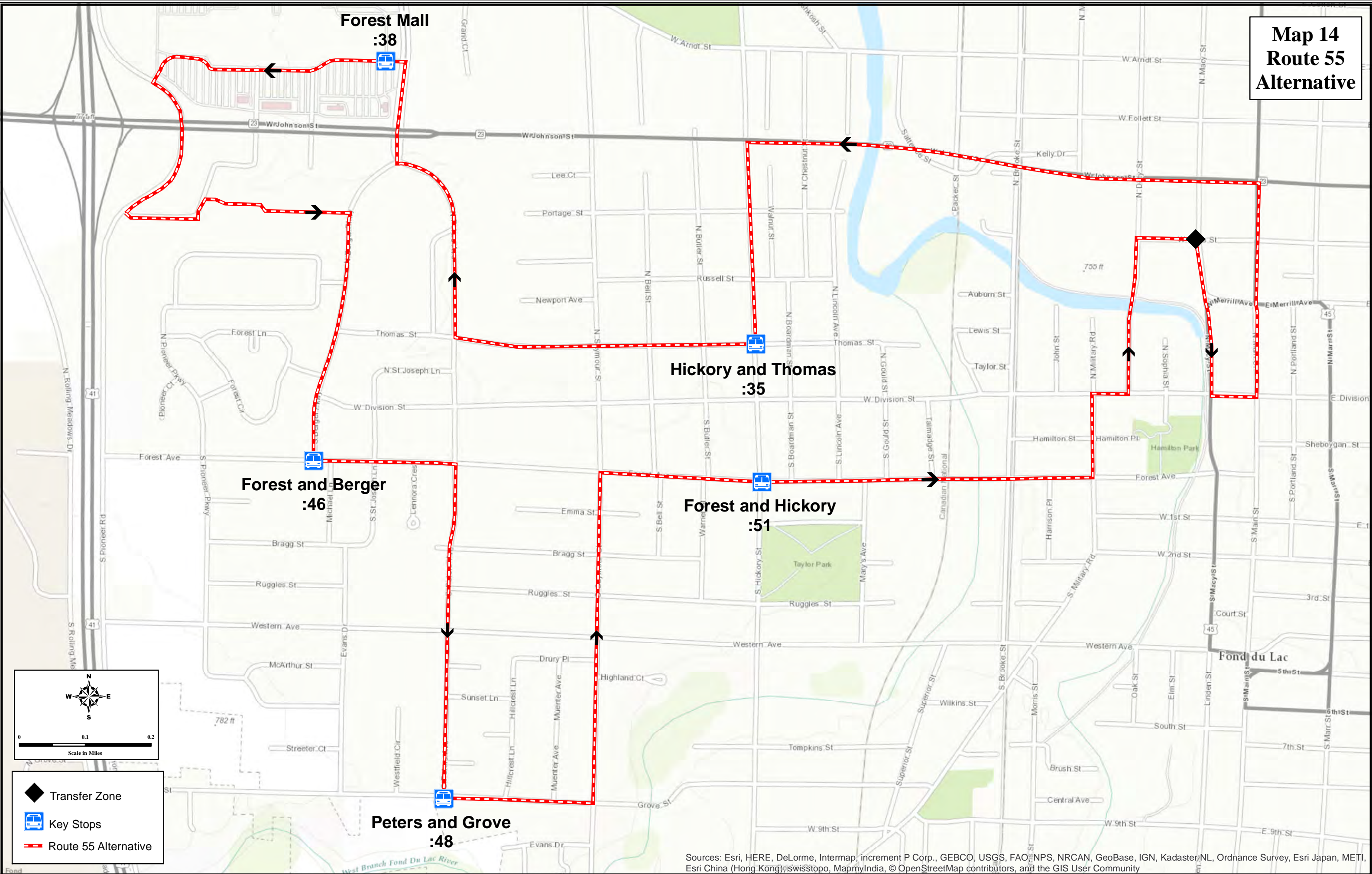
Transfer Zone

Key Stops

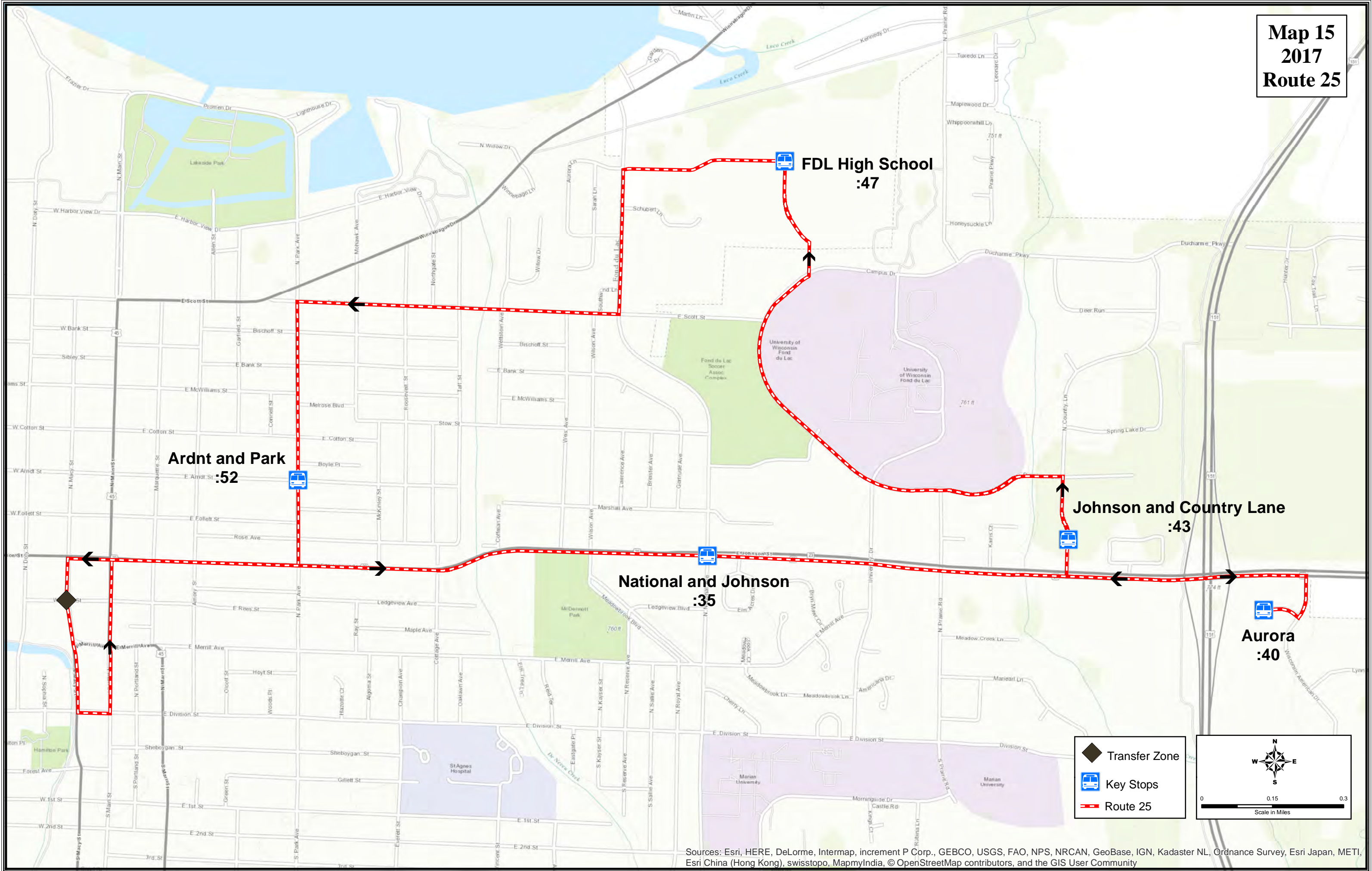
Route 45 Alternative B

Sources: Esri, HERE, DeLorme, Intermap, increment P Corp., GEBCO, USGS, FAO, NPS, NRCAN, GeoBase, IGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong), Swisstopo, MapmyIndia, © OpenStreetMap contributors, and the GIS User Community

Map 14
Route 55
Alternative

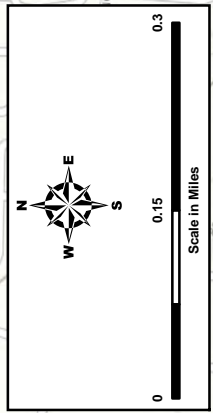
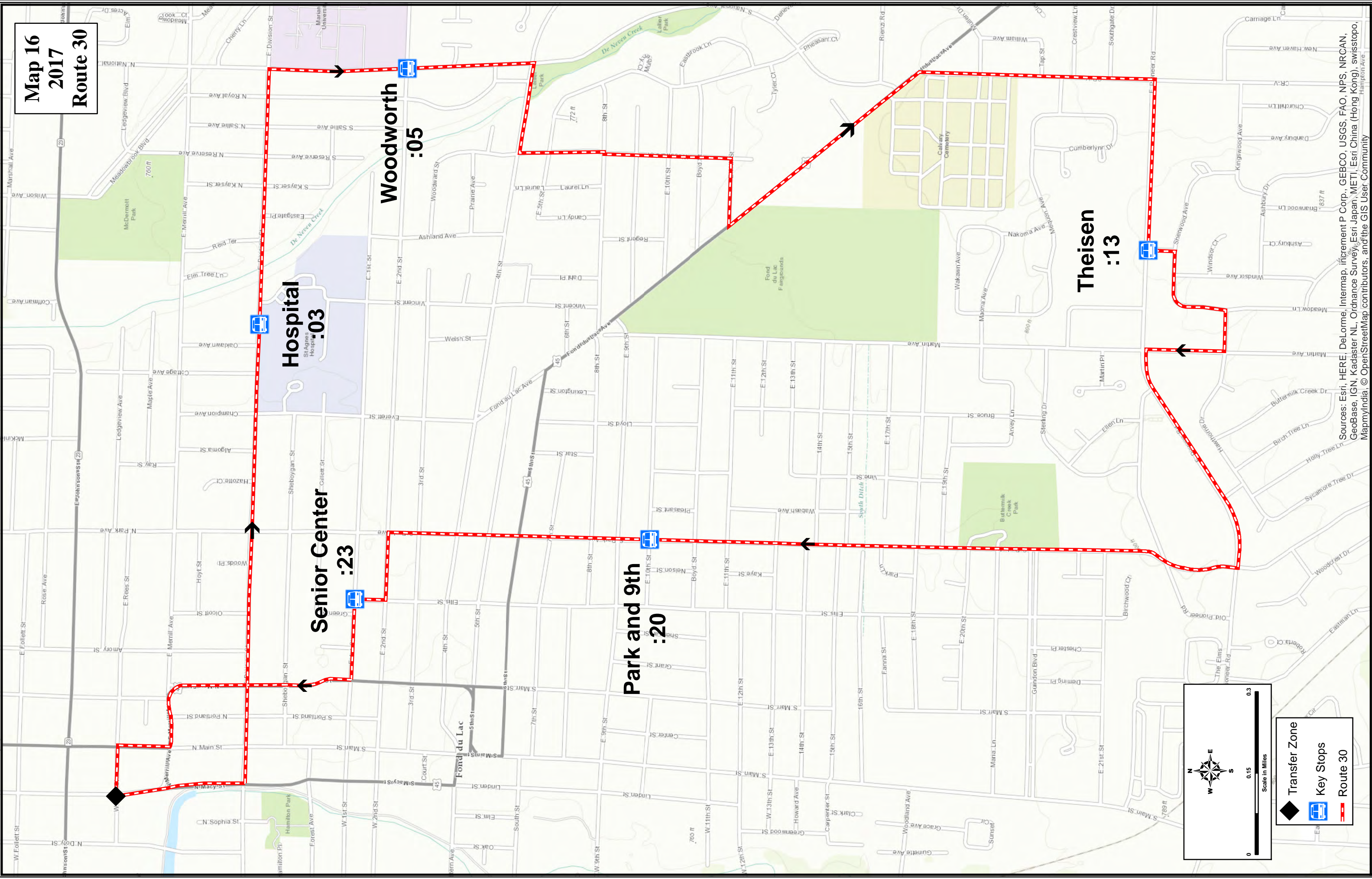


Map 15
2017
Route 25



Sources: Esri, HERE, DeLorme, Intermap, increment P Corp., GEBCO, USGS, FAO, NPS, NRCAN, GeoBase, IGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong), swisstopo, MapmyIndia, © OpenStreetMap contributors, and the GIS User Community

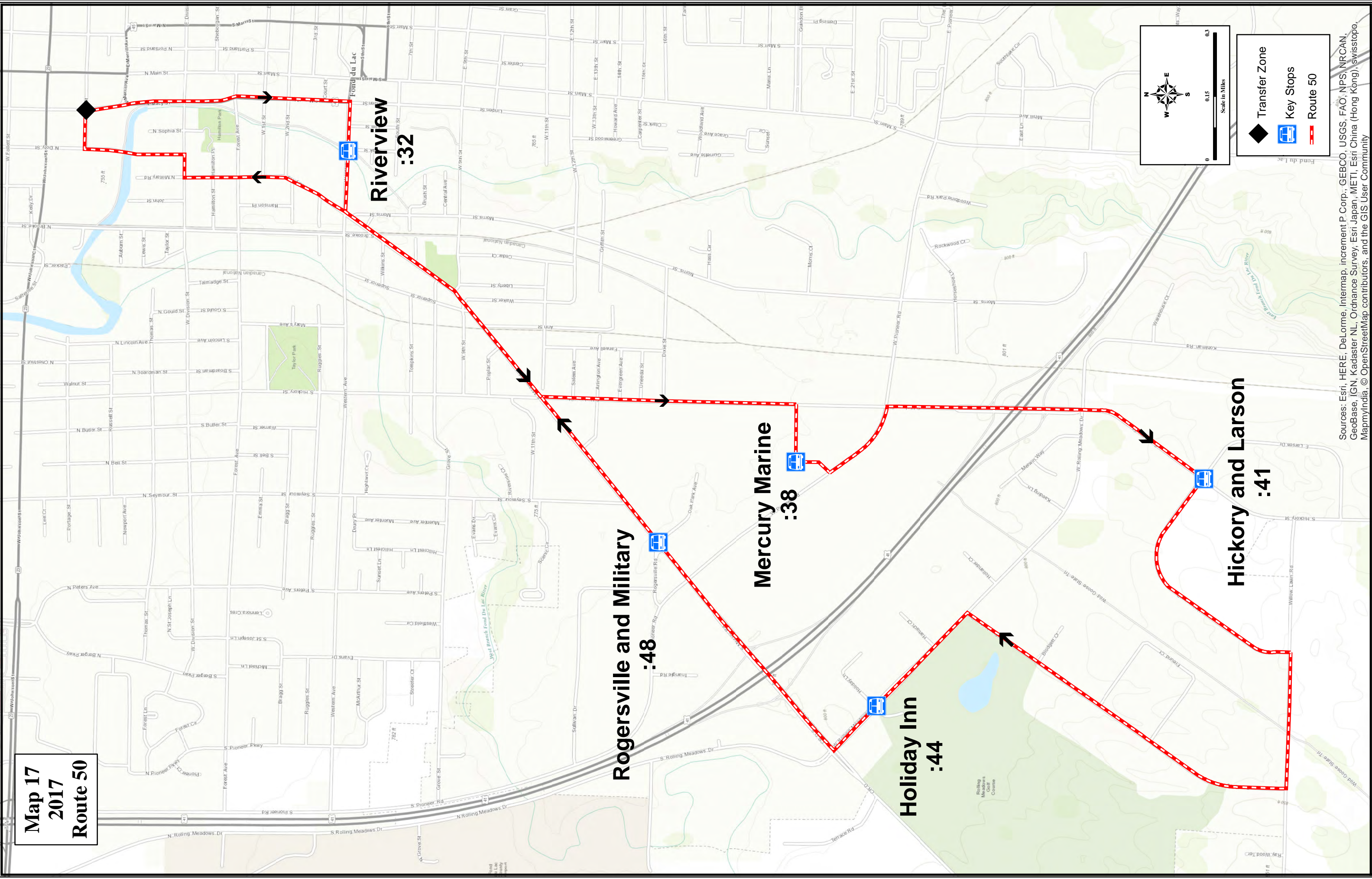
Map 16
2017
Route 30



Transfer Zone
Key Stops
Route 30

Sources: Esri, HERE, DeLorme, Intermap, increment P Corp., GEBCO, USGS, FAO, NPS, NRCAN, GeoBase, IGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong), swisstopo, MapmyIndia, © OpenStreetMap contributors, and the GIS User Community

Map 17
2017
Route 50



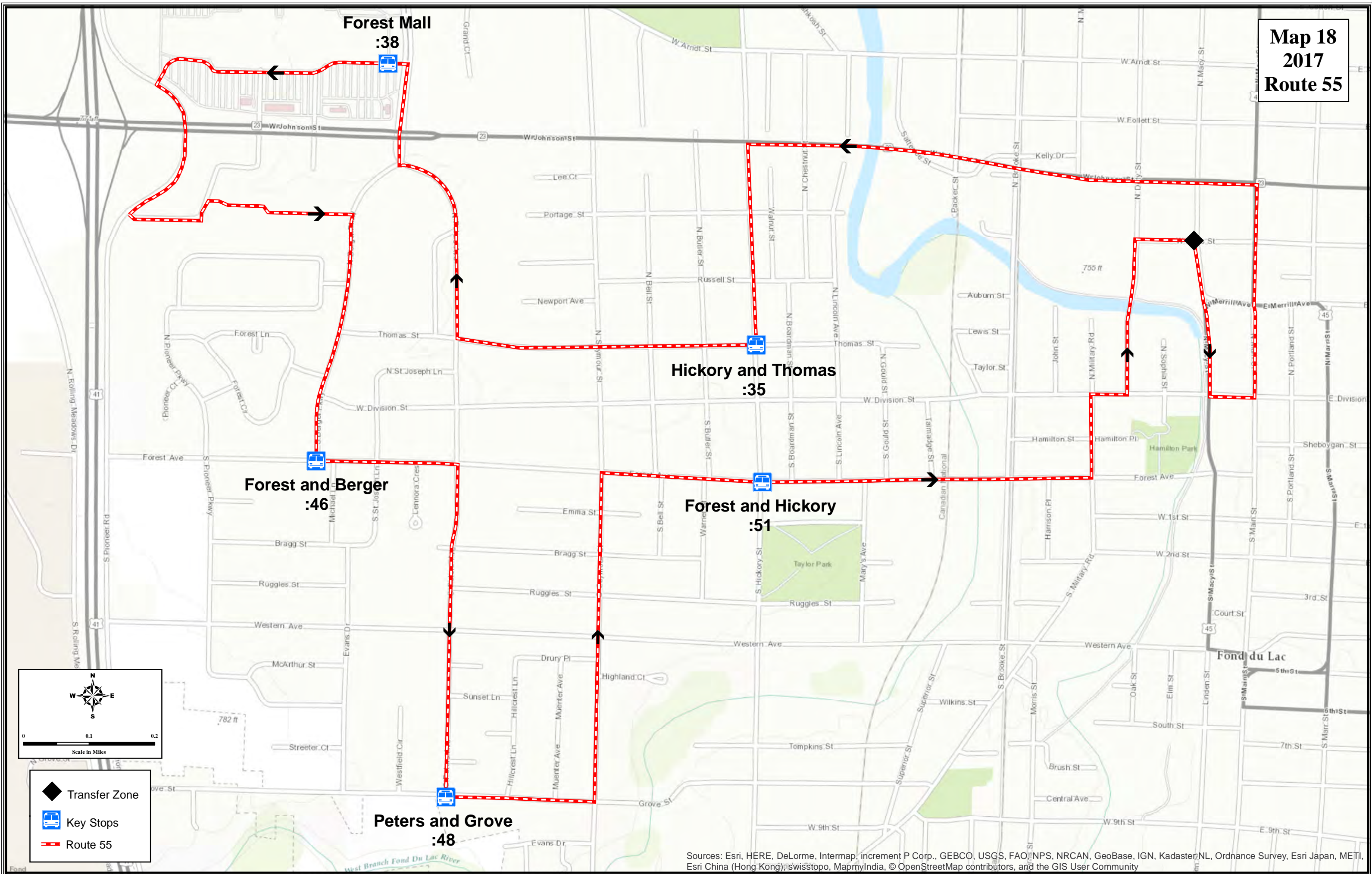
Transfer Zone

Key Stops

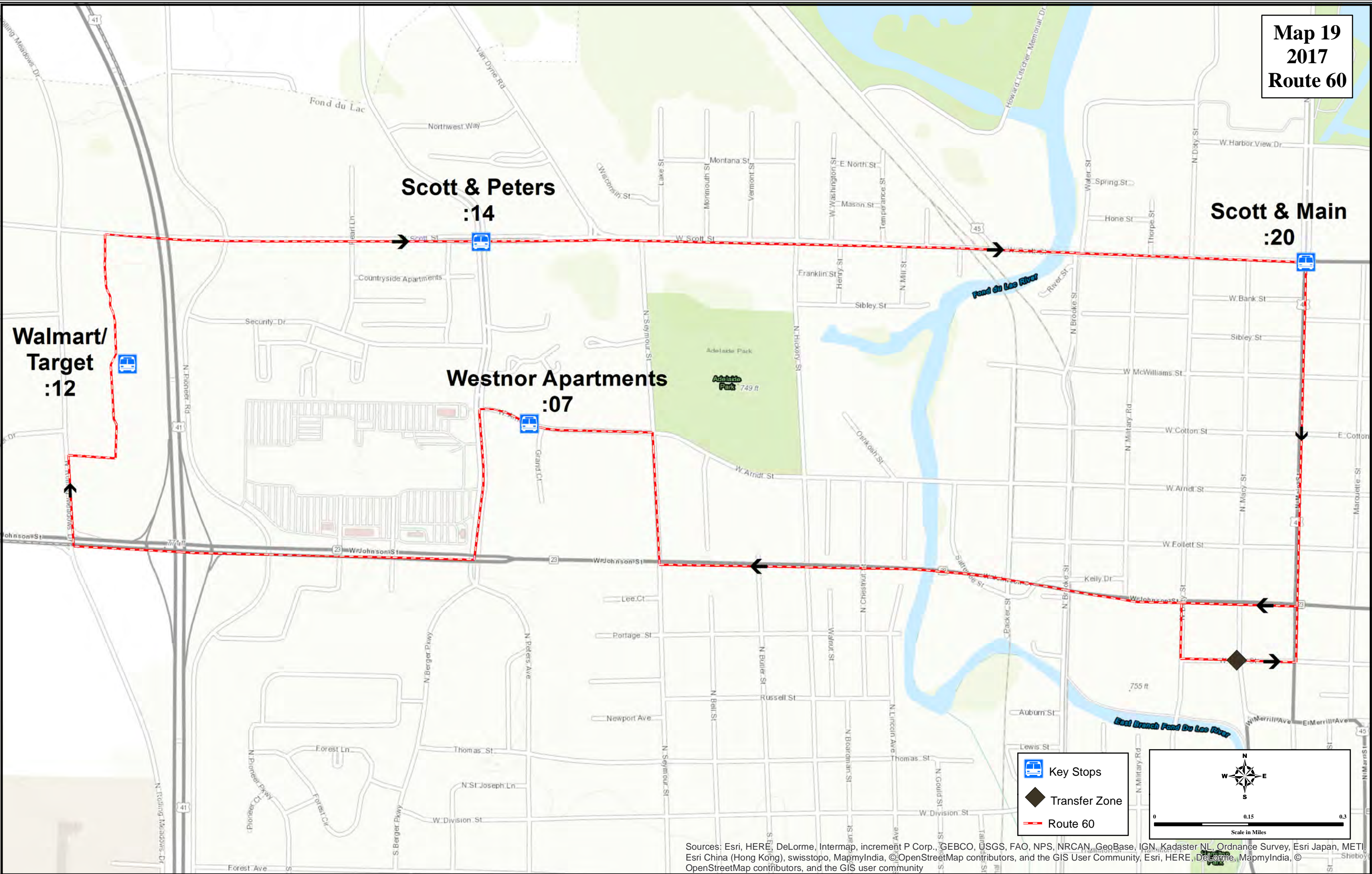
Route 50

Sources: Esri, HERE, DeLorme, Intermap, increment P Corp., GEBCO, USGS, FAO, NPS, NRCAN, GeoBase, IGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong), Swisstopo, MapmyIndia, © OpenStreetMap contributors, and the GIS User Community

Map 18
2017
Route 55



Sources: Esri, HERE, DeLorme, Intermap, increment P Corp., GEBCO, USGS, FAO, NPS, NRCAN, GeoBase, IGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong), swisstopo, MapmyIndia, © OpenStreetMap contributors, and the GIS User Community






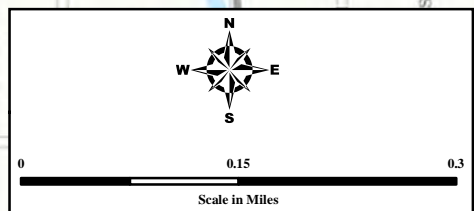
**Walmart/
Target**
:12

Scott & Peters
:14

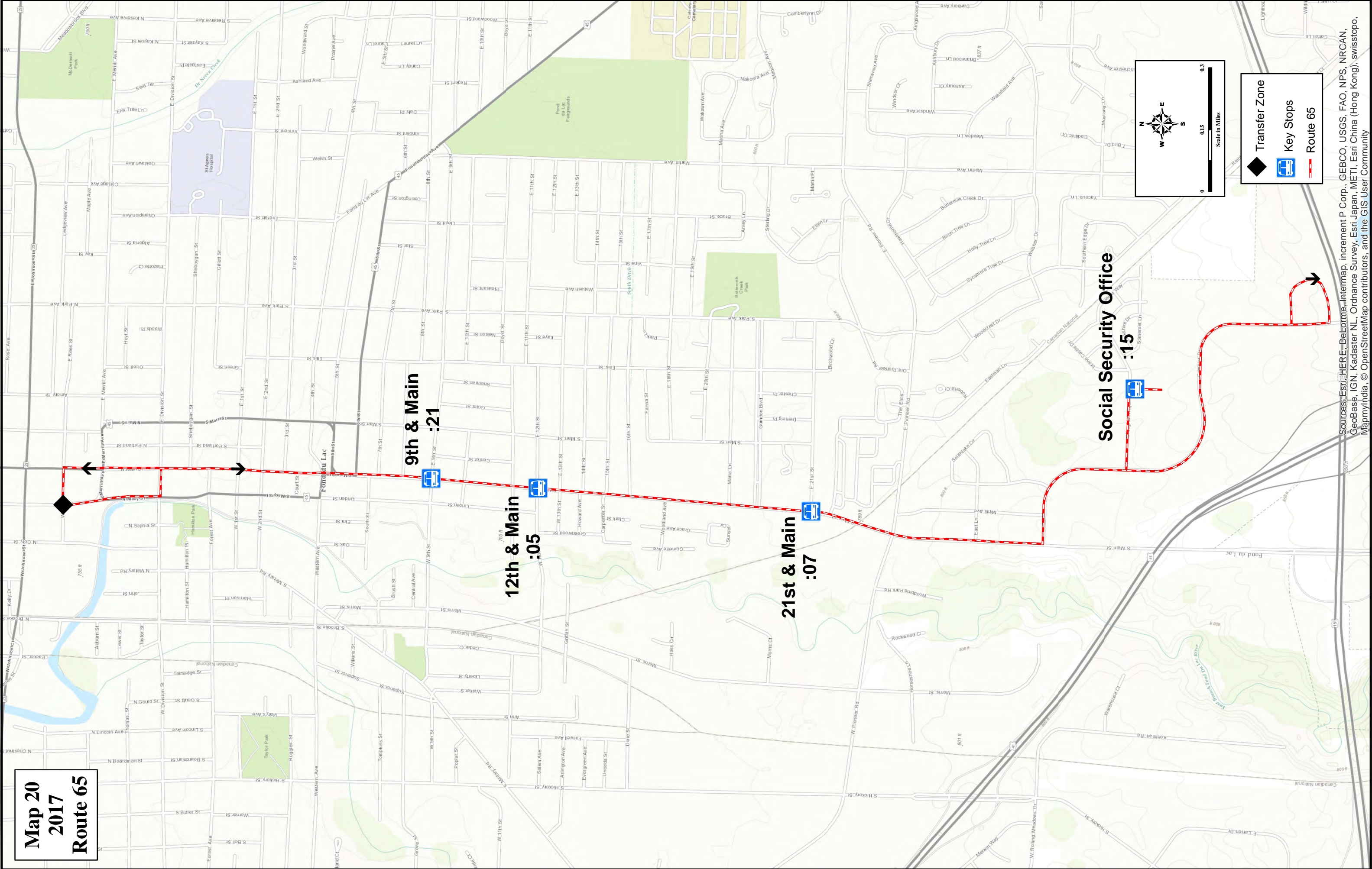
Westnor Apartments
:07

Scott & Main
:20

 Key Stops
 Transfer Zone
 Route 60



Map 20
2017
Route 65



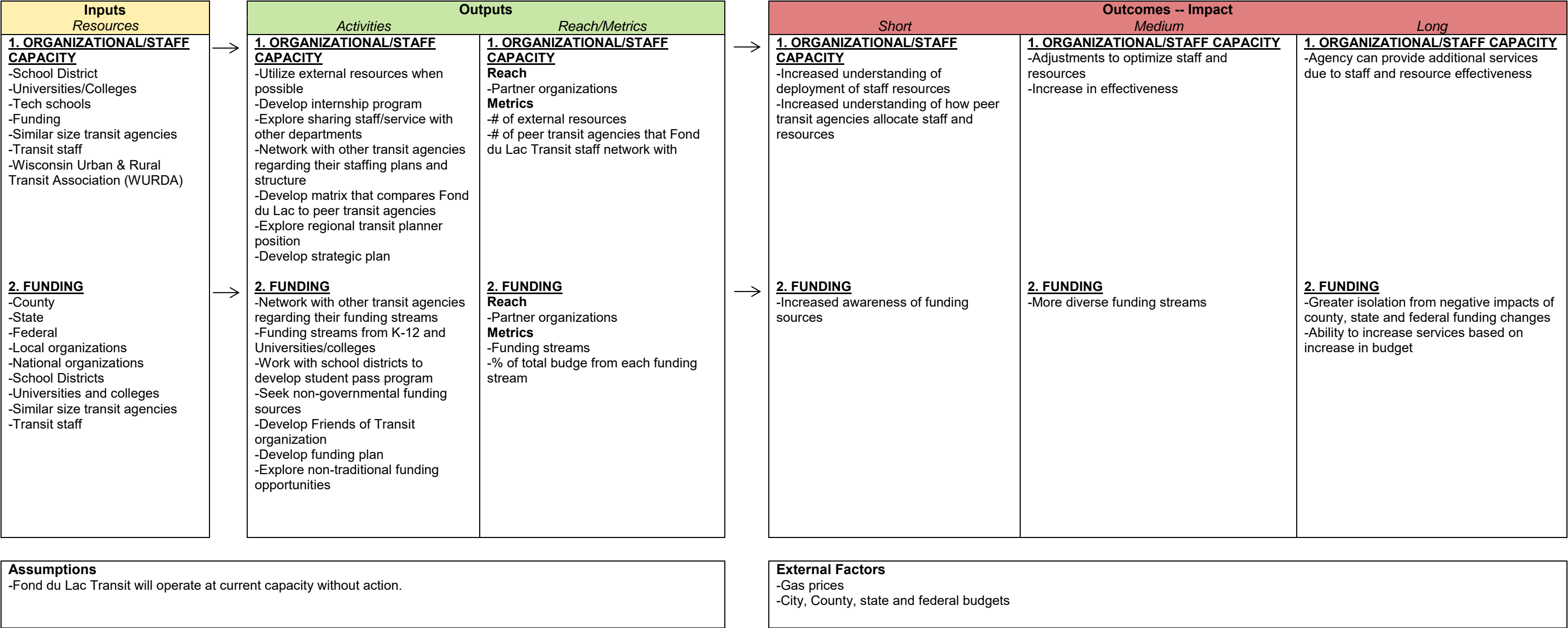
Sources: Esri, HERE, DeLorme, Intermap, increment P Corp., GEBCO, USGS, FAO, NPS, NRCAN, GeoBase, IGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong), swisstopo, MapmyIndia, © OpenStreetMap contributors, and the GIS User Community



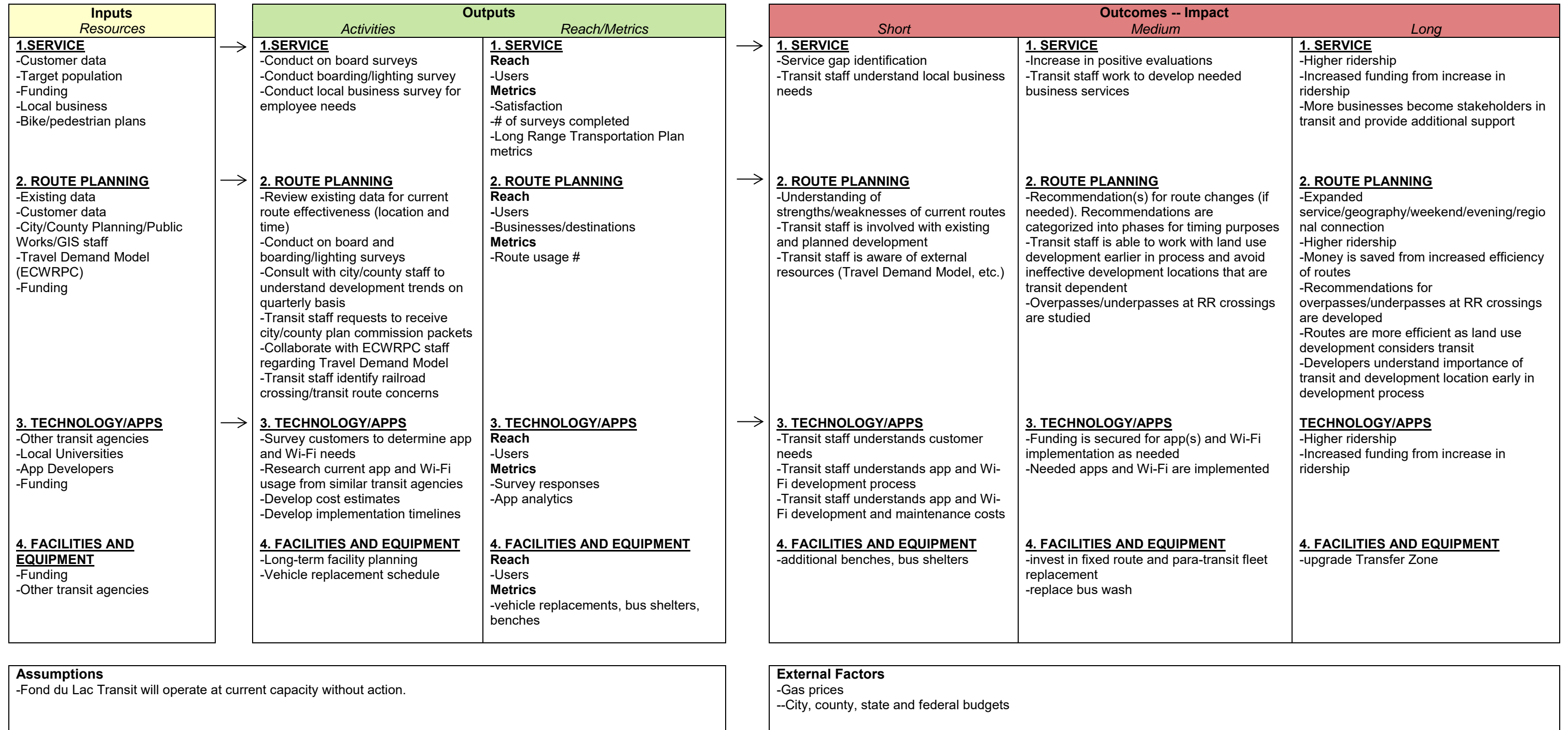
APPENDIX A

FOND DU LAC LOGIC MODELS

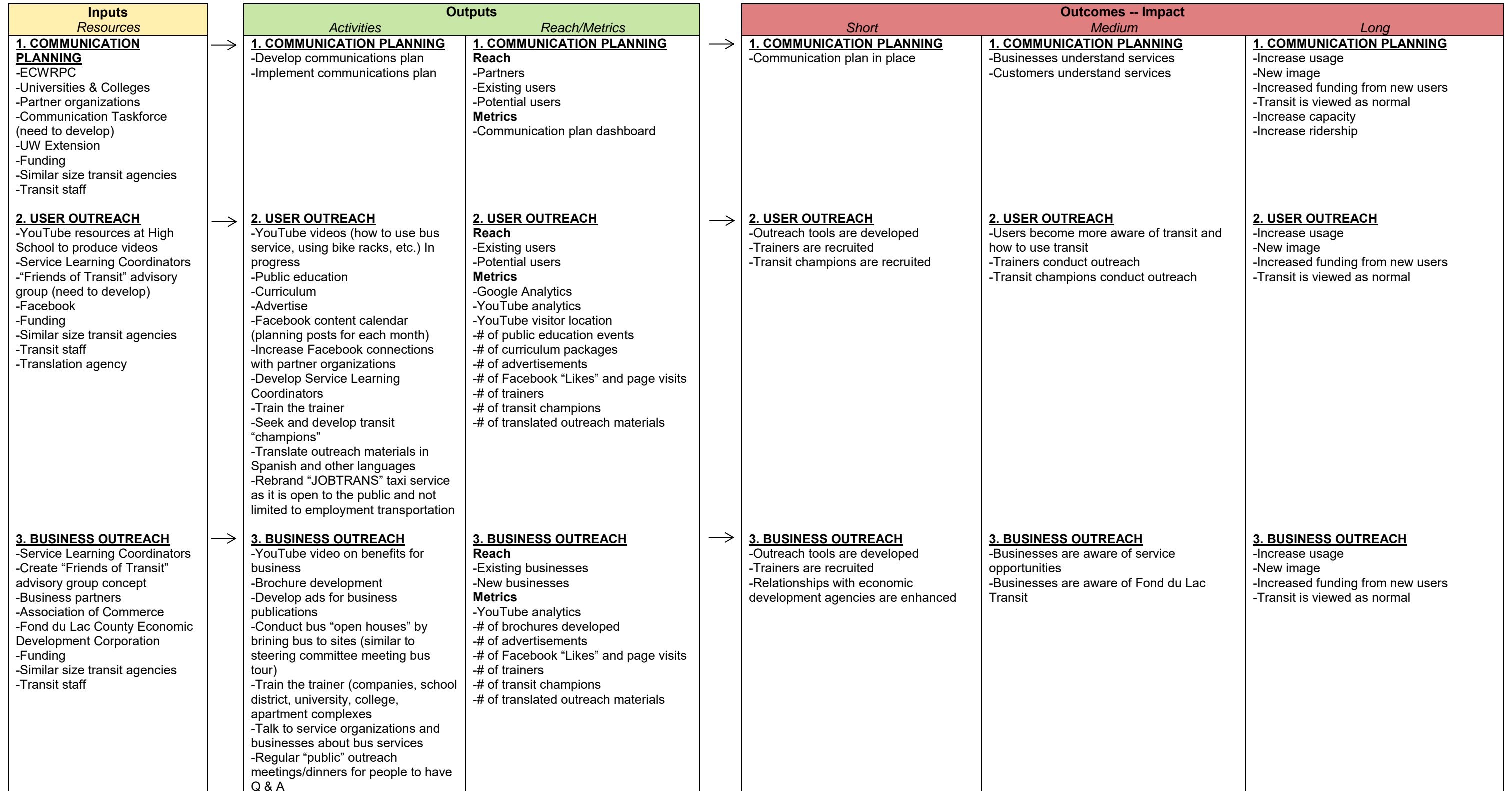
Revised: 8/27/15, 7/22/15, 7/14/15



Revised: 8/27/15, 7/22/15, 7/14/15



Revised: 8/27/15, 7/22/15, 7/14/15



Assumptions
 -Fond du Lac Transit will operate at current capacity without action.

External Factors
 -Gas prices
 -City, county, state and federal budgets

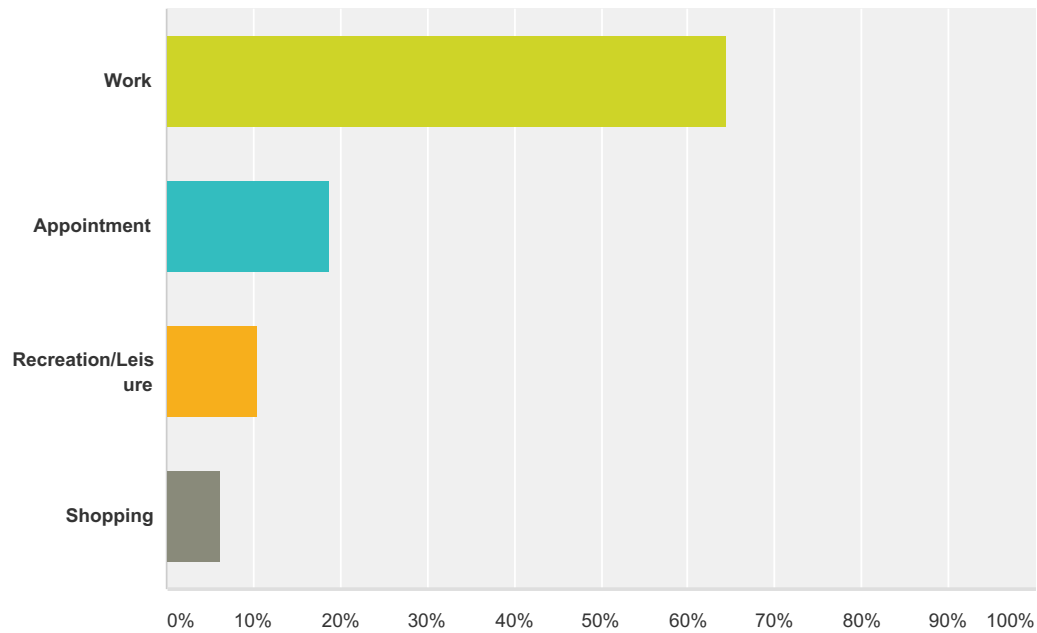


APPENDIX B

SURVEY SUMMARY RESULTS

Q1 What is the purpose of your trip today?

Answered: 48 Skipped: 3



Answer Choices	Responses
Work	64.58% 31
Appointment	18.75% 9
Recreation/Leisure	10.42% 5
Shopping	6.25% 3
Total	48

#	Other (please specify)	Date
1	visiting daughter	8/24/2015 3:06 PM
2	medical	8/24/2015 2:43 PM
3	transferring houses	8/24/2015 1:58 PM

Q2 Where are you going?

Answered: 45 Skipped: 6

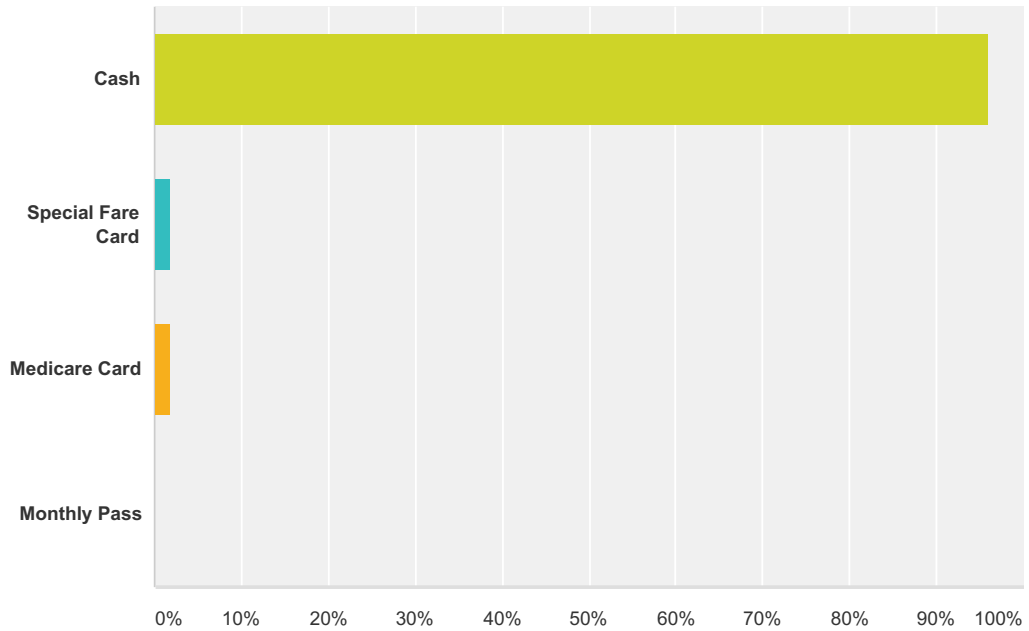
#	Responses	Date
1	Camelot Drive	8/24/2015 3:48 PM
2	YMCA	8/24/2015 3:46 PM
3	Boda's Restaurant	8/24/2015 3:45 PM
4	work	8/24/2015 3:45 PM
5	doctor	8/24/2015 3:43 PM
6	Service Master	8/24/2015 3:40 PM
7	3 different locations on this trip	8/24/2015 3:38 PM
8	Habitat For Humanity Restore	8/24/2015 3:37 PM
9	Shining Start Woodlands	8/24/2015 3:33 PM
10	work	8/24/2015 3:23 PM
11	home	8/24/2015 3:21 PM
12	work	8/24/2015 3:19 PM
13	home	8/24/2015 3:18 PM
14	home	8/24/2015 3:16 PM
15	Shining Starts North Fond du Lac	8/24/2015 3:12 PM
16	home	8/24/2015 3:10 PM
17	Taycheedah Correctional Institute	8/24/2015 3:06 PM
18	home	8/24/2015 3:03 PM
19	home	8/24/2015 3:02 PM
20	Woodlands Senior Park	8/24/2015 3:00 PM
21	Aspen Dental	8/24/2015 2:56 PM
22	Boda's Restaurant	8/24/2015 2:54 PM
23	work	8/24/2015 2:53 PM
24	East 1st Street (healthcare center)	8/24/2015 2:52 PM
25	Thurke Ave	8/24/2015 2:49 PM
26	home	8/24/2015 2:47 PM
27	work	8/24/2015 2:45 PM
28	Aurora	8/24/2015 2:43 PM
29	work	8/24/2015 2:42 PM
30	work at Applebee's	8/24/2015 2:41 PM
31	Boda's Restaurant	8/24/2015 2:39 PM
32	Thurke Ave	8/24/2015 2:38 PM
33	work	8/24/2015 2:31 PM
34	girlfriend's house	8/24/2015 2:30 PM
35	doctor appointment	8/24/2015 2:29 PM

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36	hospital	8/24/2015 2:27 PM
37	friend's place	8/24/2015 2:06 PM
38	Ozburn-Hessey Logistics	8/24/2015 2:04 PM
39	West Johnson Street	8/24/2015 2:00 PM
40	home	8/24/2015 1:58 PM
41	2nd home	8/24/2015 1:56 PM
42	Save-A-Lot	8/24/2015 1:55 PM
43	Walmart for haircut	8/24/2015 1:53 PM
44	home	8/24/2015 1:52 PM
45	home	8/24/2015 1:48 PM

Q3 How are you paying for this trip?

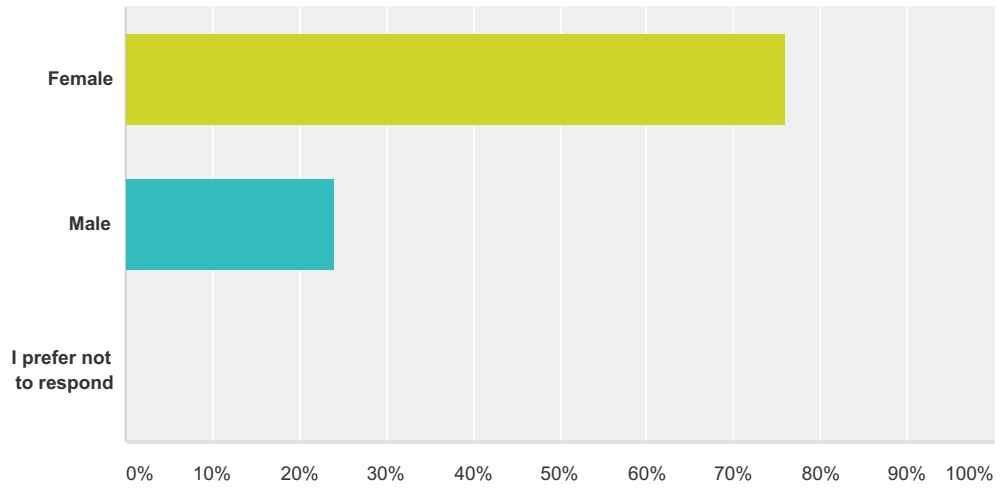
Answered: 51 Skipped: 0



Answer Choices	Responses	
Cash	96.08%	49
Special Fare Card	1.96%	1
Medicare Card	1.96%	1
Monthly Pass	0.00%	0
Total		51

Q4 What is your gender?

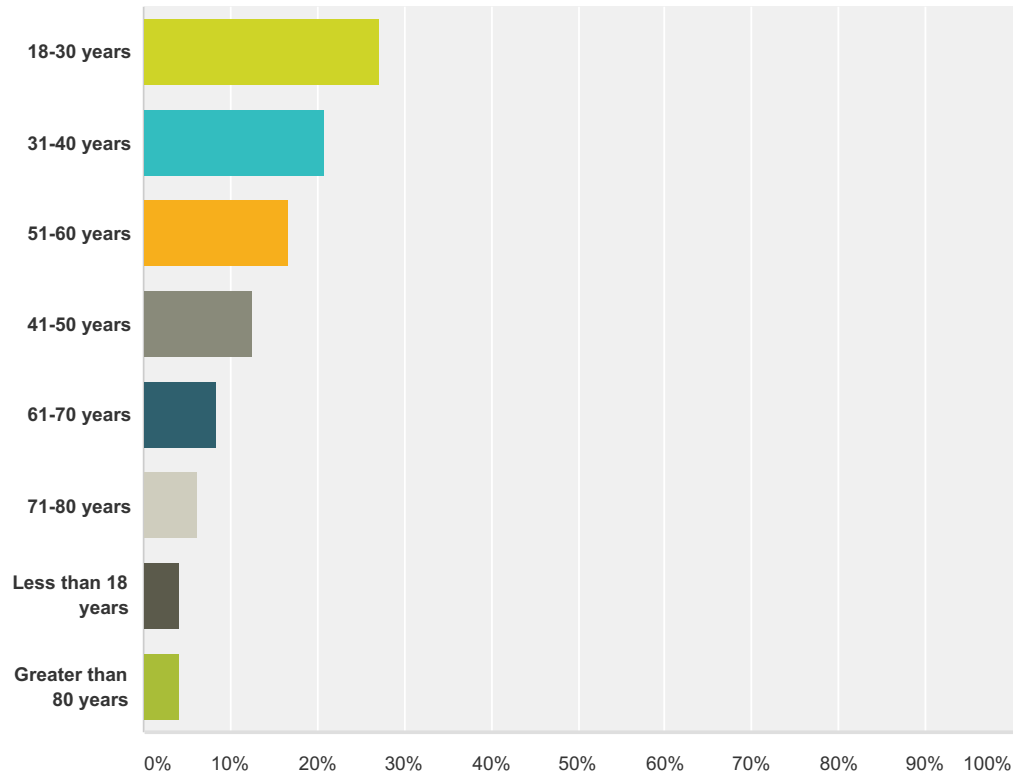
Answered: 50 Skipped: 1



Answer Choices	Responses	
Female	76.00%	38
Male	24.00%	12
I prefer not to respond	0.00%	0
Total		50

Q5 What is your age?

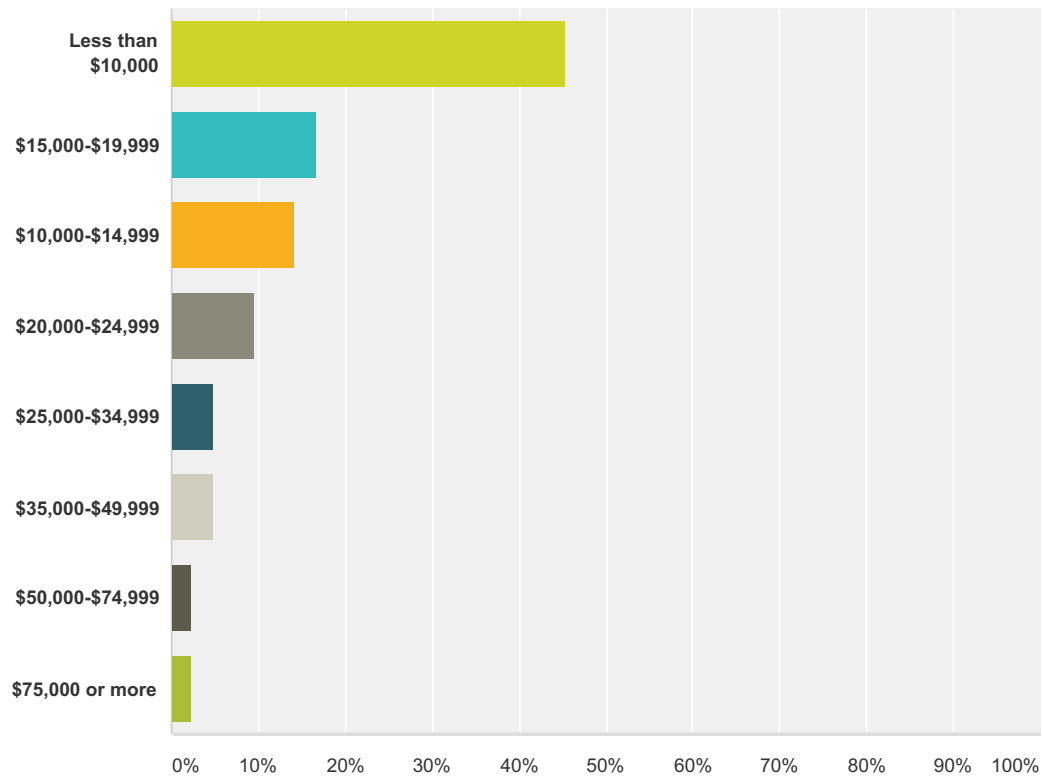
Answered: 48 Skipped: 3



Answer Choices	Responses	
18-30 years	27.08%	13
31-40 years	20.83%	10
51-60 years	16.67%	8
41-50 years	12.50%	6
61-70 years	8.33%	4
71-80 years	6.25%	3
Less than 18 years	4.17%	2
Greater than 80 years	4.17%	2
Total		48

Q6 What is your household's (combined) annual income?

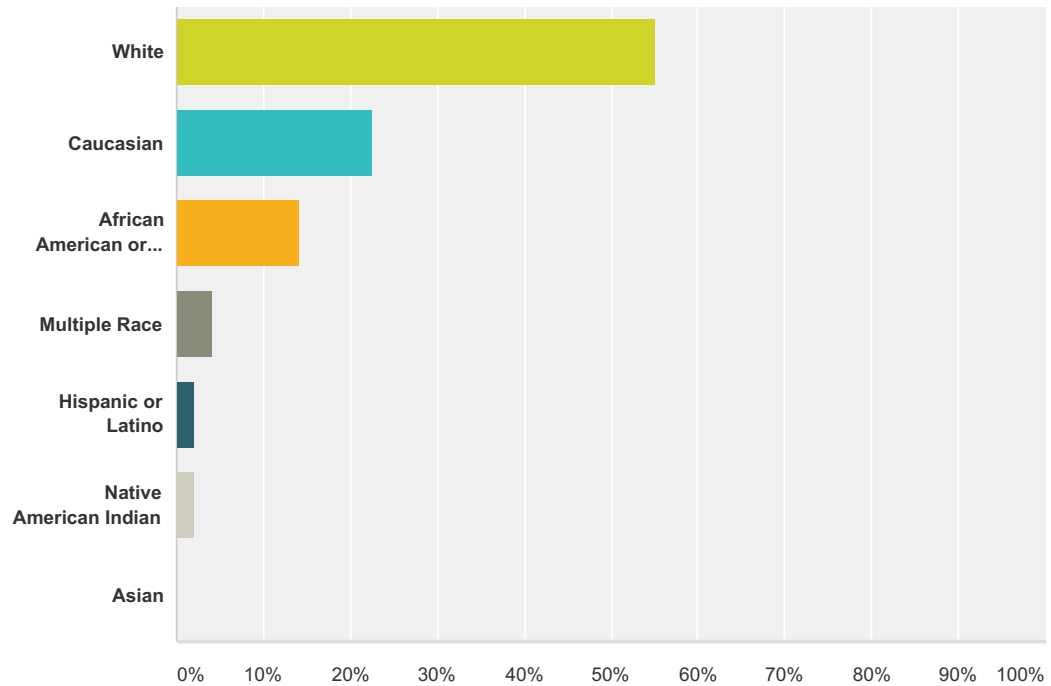
Answered: 42 Skipped: 9



Answer Choices	Responses	
Less than \$10,000	45.24%	19
\$15,000-\$19,999	16.67%	7
\$10,000-\$14,999	14.29%	6
\$20,000-\$24,999	9.52%	4
\$25,000-\$34,999	4.76%	2
\$35,000-\$49,999	4.76%	2
\$50,000-\$74,999	2.38%	1
\$75,000 or more	2.38%	1
Total		42

Q7 Do you consider yourself:

Answered: 49 Skipped: 2



Answer Choices	Responses
White	55.10% 27
Caucasian	22.45% 11
African American or Black	14.29% 7
Multiple Race	4.08% 2
Hispanic or Latino	2.04% 1
Native American Indian	2.04% 1
Asian	0.00% 0
Total	49

#	Other (please specify)	Date
	There are no responses.	

**Q8 Please list your top three (3)
destinations you would like to access with
public transit in your area:**

Answered: 36 Skipped: 15

Answer Choices	Responses
1st Choice:	100.00% 36
2nd Choice:	86.11% 31
3rd Choice:	63.89% 23

#	1st Choice:	Date
1	Classic	8/24/2015 3:48 PM
2	work	8/24/2015 3:45 PM
3	work	8/24/2015 3:45 PM
4	doctor	8/24/2015 3:43 PM
5	work	8/24/2015 3:40 PM
6	Wal-Mart	8/24/2015 3:38 PM
7	restaurants	8/24/2015 3:37 PM
8	church	8/24/2015 3:34 PM
9	Wal-Mart	8/24/2015 3:33 PM
10	work	8/24/2015 3:21 PM
11	work	8/24/2015 3:18 PM
12	work	8/24/2015 3:16 PM
13	Ashwood Grove	8/24/2015 3:12 PM
14	home	8/24/2015 3:10 PM
15	Taycheedah Correctional Institute	8/24/2015 3:06 PM
16	work	8/24/2015 3:03 PM
17	work	8/24/2015 3:02 PM
18	Lakeside Park	8/24/2015 3:00 PM
19	mall	8/24/2015 2:58 PM
20	medical	8/24/2015 2:56 PM
21	work	8/24/2015 2:54 PM
22	restaurant	8/24/2015 2:52 PM
23	work	8/24/2015 2:47 PM
24	work	8/24/2015 2:45 PM
25	medical	8/24/2015 2:43 PM
26	work	8/24/2015 2:41 PM
27	work	8/24/2015 2:39 PM
28	work	8/24/2015 2:31 PM
29	North Fond du Lac	8/24/2015 2:30 PM

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30	stores	8/24/2015 2:27 PM
31	work	8/24/2015 2:06 PM
32	Gamestop	8/24/2015 2:04 PM
33	home	8/24/2015 2:00 PM
34	school	8/24/2015 1:58 PM
35	school	8/24/2015 1:56 PM
36	work	8/24/2015 1:53 PM
#	2nd Choice:	Date
1	North Fond du Lac Bank	8/24/2015 3:48 PM
2	home	8/24/2015 3:45 PM
3	home	8/24/2015 3:45 PM
4	work	8/24/2015 3:43 PM
5	Wal-Mart	8/24/2015 3:40 PM
6	Menards	8/24/2015 3:38 PM
7	park	8/24/2015 3:37 PM
8	shopping	8/24/2015 3:34 PM
9	mall	8/24/2015 3:33 PM
10	home	8/24/2015 3:21 PM
11	home	8/24/2015 3:18 PM
12	home	8/24/2015 3:16 PM
13	Wal-Mart	8/24/2015 3:12 PM
14	work	8/24/2015 3:10 PM
15	home	8/24/2015 3:03 PM
16	mall	8/24/2015 3:00 PM
17	grocery	8/24/2015 2:58 PM
18	store	8/24/2015 2:56 PM
19	school	8/24/2015 2:54 PM
20	restaurant/bar	8/24/2015 2:47 PM
21	church	8/24/2015 2:43 PM
22	store	8/24/2015 2:41 PM
23	store	8/24/2015 2:39 PM
24	Wal-Mart	8/24/2015 2:31 PM
25	North Fond du Lac	8/24/2015 2:30 PM
26	hospital	8/24/2015 2:27 PM
27	store	8/24/2015 2:06 PM
28	N/A	8/24/2015 2:04 PM
29	mom's home	8/24/2015 1:58 PM
30	mom's home	8/24/2015 1:56 PM
31	home	8/24/2015 1:53 PM
#	3rd Choice:	Date
1	store	8/24/2015 3:45 PM

Fond du Lac Area Transit-JOBTRANS surveys 2015

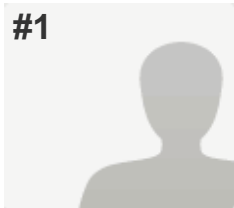
2	store	8/24/2015 3:45 PM
3	home	8/24/2015 3:43 PM
4	Westnor	8/24/2015 3:40 PM
5	store	8/24/2015 3:37 PM
6	restaurants	8/24/2015 3:34 PM
7	Festival Foods	8/24/2015 3:33 PM
8	random places	8/24/2015 3:21 PM
9	Lakeside Park	8/24/2015 3:12 PM
10	random places	8/24/2015 3:10 PM
11	Festival Foods	8/24/2015 3:00 PM
12	restaurants	8/24/2015 2:58 PM
13	laundry	8/24/2015 2:56 PM
14	paying bills	8/24/2015 2:54 PM
15	gas station	8/24/2015 2:47 PM
16	doctor	8/24/2015 2:41 PM
17	home	8/24/2015 2:39 PM
18	restaurant/bar	8/24/2015 2:31 PM
19	North Fond du Lac	8/24/2015 2:30 PM
20	friend's house	8/24/2015 2:27 PM
21	friends	8/24/2015 2:06 PM
22	N/A	8/24/2015 2:04 PM
23	store	8/24/2015 1:53 PM

Q9 Additional Comments

Answered: 11 Skipped: 40

#	Responses	Date
1	Always great drivers in mornings!	8/24/2015 3:21 PM
2	Great work!!!	8/24/2015 3:18 PM
3	You guys are doing great! Good service and timing.	8/24/2015 3:16 PM
4	Great Drivers!	8/24/2015 3:10 PM
5	I've used JobTrans for years even when I worked at Brooke's and Action Advertiser. It helps a lot.	8/24/2015 3:06 PM
6	no complaints	8/24/2015 2:56 PM
7	I would like the JobTrans service area to be larger and on the weekends.	8/24/2015 2:52 PM
8	none	8/24/2015 2:49 PM
9	None	8/24/2015 2:38 PM
10	Budget Cab is my go-to company; the only one I use.	8/24/2015 2:06 PM
11	none	8/24/2015 1:50 PM

#1

**COMPLETE***Answers Entered Manually***Collector:** Web Link - Manual Entry 1 (Web Link)**Started:** Friday, July 17, 2015 8:19:38 AM**Last Modified:** Friday, July 17, 2015 8:28:10 AM**Time Spent:** 00:08:31**IP Address:** 69.130.23.110

PAGE 1

Q1: The following is a list of possible complaints passengers may voice to bus operators. Please rank the five(5) complaints you hear most frequently from 1 to 5 (with 1 referencing the most frequent complaint).

bus doesn't go where I want	3
bus is late	4
no bus shelters/benches	1
need later evening service	5
need more weekend service	2

Q2: What is your opinion of these complaints? Are any of them valid? If so, which ones?

Shelters-could use more because of bad weather; benches and stops note cleared of snow in winter; Saturday service is frequently mentioned; 1/2 hour service is mentioned (all routes) and to Aurora Clinic.

Q3: What is the most frequent positive comment you get from the traveling public?

Appreciate that Fond du Lac has a transit system; also like the lower step-in buses.

Q4: The following is a list of possible improvements to the transit system. Please check the top three improvements that you think would be helpful.

put up shelters at bus stops,
operate additional weekend service,
reduce headways

Q5: Do you know of any safety problems on any routes? Please describe.

bus stops not cleared during winter, vehicles running 4-way stop at Rees and Macy, transfer area street and sidewalks not cleared of snow until nearly 3 hours after start of service (very slippery for passengers)

Q6: Are there any schedules or parts of schedules which are difficult to maintain? If yes, which routes? Are there any routes which should be modified in any way? If so, what would you recommend?

Yes-Routes 60 and 55 with trains and after 9 am due to traffic on all routes; Route 20 is too long; Would like to see Route 20 modified.

Q7: In your opinion, is night service necessary? If yes, how late do you think service should operate?

No

Q8: In your opinion, is weekend service necessary? If yes, which days would you add?

Yes, Saturday only

Q9: If you could change anything to make buses more attractive to the public, what would be the FIRST thing you would change?

Improve Transfer Area with enclosed-heated shelter and better shelter areas on other routes

Q10: Are there any other comments that would be helpful to us?

Respondent skipped this question

#2

**COMPLETE***Answers Entered Manually***Collector:** Web Link - Manual Entry 1 (Web Link)**Started:** Friday, July 17, 2015 8:28:13 AM**Last Modified:** Friday, July 17, 2015 8:33:14 AM**Time Spent:** 00:05:01**IP Address:** 69.130.23.110

PAGE 1

Q1: The following is a list of possible complaints passengers may voice to bus operators. Please rank the five(5) complaints you hear most frequently from 1 to 5 (with 1 referencing the most frequent complaint).

infrequent service	2
bus doesn't go where I want	5
need later evening service	3
need more weekend service	1
OTHER (specify)	4

Q2: What is your opinion of these complaints? Are any of them valid? If so, which ones?

All complaints valid, but we need more money if we want to expand service.

Q3: What is the most frequent positive comment you get from the traveling public?

They are glad for the service we have.

Q4: The following is a list of possible improvements to the transit system. Please check the top three improvements that you think would be helpful.

operate additional weekend service ,
Other (please specify)
We need to get to Wal-Mart and Target every half hour.

Q5: Do you know of any safety problems on any routes? Please describe.

Respondent skipped this question

Q6: Are there any schedules or parts of schedules which are difficult to maintain? If yes, which routes? Are there any routes which should be modified in any way? If so, what would you recommend?

Yes, Route 55 when we hit the tracks twice with train delays;
Route 60-we need to get to Walmart and Target every 30 minutes; this area is the "new mall"; Route 55 if we could change route to cross railroad tracks only once.

Q7: In your opinion, is night service necessary? If yes, how late do you think service should operate?

No

Q8: In your opinion, is weekend service necessary? If yes, which days would you add?

Yes, Saturday AM

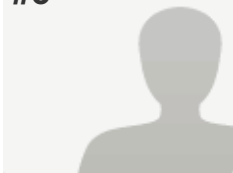
Q9: If you could change anything to make buses more attractive to the public, what would be the FIRST thing you would change?

I like the new bus wraps.

Q10: Are there any other comments that would be helpful to us?

Respondent skipped this question

#3

**COMPLETE***Answers Entered Manually***Collector:** Web Link - Manual Entry 2 (Web Link)**Started:** Friday, July 17, 2015 8:34:22 AM**Last Modified:** Friday, July 17, 2015 8:38:13 AM**Time Spent:** 00:03:50**IP Address:** 69.130.23.110

PAGE 1

Q1: The following is a list of possible complaints passengers may voice to bus operators. Please rank the five(5) complaints you hear most frequently from 1 to 5 (with 1 referencing the most frequent complaint).

infrequent service	3
bus doesn't go where I want	5
bus is late	2
need later evening service	4
need more weekend service	1

Q2: What is your opinion of these complaints? Are any of them valid? If so, which ones?

- 1) is valid, however no funding
- 2) nothing can be done about trains and detours
- 3) funding
- 4) funding
- 5) funding

Q3: What is the most frequent positive comment you get from the traveling public?

Drivers are helpful; good to have bus service in a smaller city; new benches are very nice

Q4: The following is a list of possible improvements to the transit system. Please check the top three improvements that you think would be helpful.

provide better route & schedule information ,
operate additional weekend service

Q5: Do you know of any safety problems on any routes? Please describe.

Water boxes sticking out above grade at Festival/Johnson St crossing stop; also at Scott/Peters stop there is a stop tripping hazard

Q6: Are there any schedules or parts of schedules which are difficult to maintain? If yes, which routes? Are there any routes which should be modified in any way? If so, what would you recommend?

No

Q7: In your opinion, is night service necessary? If yes, how late do you think service should operate?

No

Q8: In your opinion, is weekend service necessary? If yes, which days would you add?

Yes, Saturday only

Fond du Lac Area Transit-Bus Driver Surveys Spring 2015

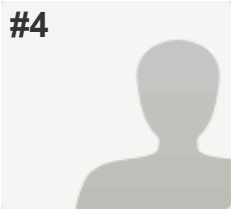
Q9: If you could change anything to make buses more attractive to the public, what would be the FIRST thing you would change?

Respondent skipped this question

Q10: Are there any other comments that would be helpful to us?

Respondent skipped this question

#4

**COMPLETE***Answers Entered Manually***Collector:** Web Link - Manual Entry 2 (Web Link)**Started:** Friday, July 17, 2015 8:38:24 AM**Last Modified:** Friday, July 17, 2015 8:59:40 AM**Time Spent:** 00:21:16**IP Address:** 69.130.23.110

PAGE 1

Q1: The following is a list of possible complaints passengers may voice to bus operators. Please rank the five(5) complaints you hear most frequently from 1 to 5 (with 1 referencing the most frequent complaint).

infrequent service	3
bus schedule too hard to understand	5
bus is late	4
need later evening service	2
need more weekend service	1

Q2: What is your opinion of these complaints? Are any of them valid? If so, which ones?

I think it would be nice to see some sort of limited service (like just routes 40 and 60) for a half-day on an occasional Saturday to help those who need to go to Wal-Mart or Goodwill a chance for 1-2 Saturdays a month but I'm not sure if the ridership can justify the costs.

Q3: What is the most frequent positive comment you get from the traveling public?

That the bus drivers are friendly and to the regular riders they seem like an extension of the family. That's really nice to hear.

Q4: The following is a list of possible improvements to the transit system. Please check the top three improvements that you think would be helpful.

put up shelters at bus stops,
operate additional weekend service,
Other (please specify)
somehow get those trains to cooperate

Q5: Do you know of any safety problems on any routes? Please describe.

Some bus stops are difficult to see from the road (obscured by trees, parked cars, offset from curb, etc) making it a challenge to see those waiting for a ride (

Q6: Are there any schedules or parts of schedules which are difficult to maintain? If yes, which routes? Are there any routes which should be modified in any way? If so, what would you recommend?

No, but biggest challenge is dealing with trains which is beyond our control.
It would be nice if route 55 could be changed to allow it to cross the railroad tracks only once per run instead of twice.

Q7: In your opinion, is night service necessary? If yes, how late do you think service should operate?

No

Q8: In your opinion, is weekend service necessary? If yes, which days would you add?

No, I don't think it's necessary, but a half-day on Saturday once or twice a month would help better service those who only depend on the bus

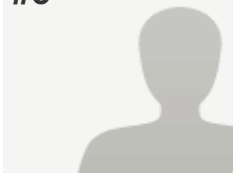
Q9: If you could change anything to make buses more attractive to the public, what would be the FIRST thing you would change?

Expand service to include a couple Saturdays a month. Maybe have funding shared by those businesses that benefit mostly by its like Wal-Mart, Pick N' Save, etc.

Q10: Are there any other comments that would be helpful to us?

I'm not sure if there are any "free ride" promo days, but that may help to increase community awareness and support of us. Are the buses used for some kind of free shuttle service for any annual event like the County Fair, Walleye Weekend, etc (or maybe even over New Years to help curb drinking and driving?) This may also help to expand awareness and show others in the community this is their bus and their service, not only for a small minority of riders.

#5

**COMPLETE***Answers Entered Manually***Collector:** Web Link - Manual Entry 2 (Web Link)**Started:** Friday, July 17, 2015 8:59:48 AM**Last Modified:** Friday, July 17, 2015 9:17:43 AM**Time Spent:** 00:17:55**IP Address:** 69.130.23.110

PAGE 1

Q1: The following is a list of possible complaints passengers may voice to bus operators. Please rank the five(5) complaints you hear most frequently from 1 to 5 (with 1 referencing the most frequent complaint).

infrequent service	2
bus schedule too hard to understand	3
bus doesn't go where I want	5
bus is late	4
need more weekend service	1

Q2: What is your opinion of these complaints? Are any of them valid? If so, which ones?

Can't help but to agree that a lot of people need to shop on Saturdays; Also many people who ride, work retail on Saturdays; Many riders get confused with the staggered routes; I believe many riders don't understand which buses connect to which routes (transfers)

Q3: What is the most frequent positive comment you get from the traveling public?

The simple "thank you" as most of all the riders alight. Of course immediately following a "you're welcome".

Q4: The following is a list of possible improvements to the transit system. Please check the top three improvements that you think would be helpful.

maintain buses more frequently ,
operate additional weekend service ,
extend operation hours into the evening

Q5: Do you know of any safety problems on any routes? Please describe.

Route 35-intersection of CTH V at Fond du Lac Ave (should be a stop sign for Fond du Lac Ave traffic; Arndt Street at N Peters Ave should also be a stop sign for traffic (Route 60)

Q6: Are there any schedules or parts of schedules which are difficult to maintain? If yes, which routes? Are there any routes which should be modified in any way? If so, what would you recommend?

Yes, Route 35 and Route 60; Route 35 from Pioneer Road: no right turn on Martin Ave, keep straight on Pioneer Rd directly to CTH V; also no right turn on 11th Ave from Fond du Lac Ave (go directly to 4th Ave on Fond du Lac Ave);

Q7: In your opinion, is night service necessary? If yes, how late do you think service should operate?

Yes, should operate to 9 pm

Q8: In your opinion, is weekend service necessary? If yes, which days would you add?

Yes, Saturday only

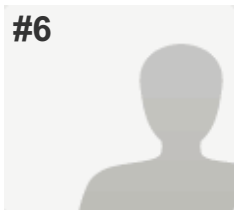
Q9: If you could change anything to make buses more attractive to the public, what would be the FIRST thing you would change?

I think our buses are very attractive throughout. The current "wraps" are very eye appealing; more colors would be nice like red or maybe yellow or a fluorescent type color to attract more attention.

Q10: Are there any other comments that would be helpful to us?

I believe that every driver should wear the exact same uniform (i.e. same exact shirt type and color, same exact pant color, same color shorts in summer and/or short/long sleeves; every driver wears an official transit badge pinned to the shirt; I believe the riders would feel more "peace of mind" with consistency of authority.

#6

**COMPLETE***Answers Entered Manually***Collector:** Web Link - Manual Entry 2 (Web Link)**Started:** Friday, July 17, 2015 9:17:46 AM**Last Modified:** Friday, July 17, 2015 9:21:25 AM**Time Spent:** 00:03:39**IP Address:** 69.130.23.110

PAGE 1

Q1: The following is a list of possible complaints passengers may voice to bus operators. Please rank the five(5) complaints you hear most frequently from 1 to 5 (with 1 referencing the most frequent complaint).

infrequent service	3
bus schedule too hard to understand	4
bus doesn't go where I want	5
need later evening service	2
need more weekend service	1

Q2: What is your opinion of these complaints? Are any of them valid? If so, which ones?

I think passengers just don't take the time to read bus schedules and some passengers just complain for no reason.

Q3: What is the most frequent positive comment you get from the traveling public?

friendly service and friendly drivers

Q4: The following is a list of possible improvements to the transit system. Please check the top three improvements that you think would be helpful.

operate additional weekend service ,
extend operation hours into the evening

Q5: Do you know of any safety problems on any routes? Please describe.

No

Q6: Are there any schedules or parts of schedules which are difficult to maintain? If yes, which routes? Are there any routes which should be modified in any way? If so, what would you recommend?

No

Q7: In your opinion, is night service necessary? If yes, how late do you think service should operate?

Yes, should operate to 7 pm

Q8: In your opinion, is weekend service necessary? If yes, which days would you add?

Yes, Saturday only

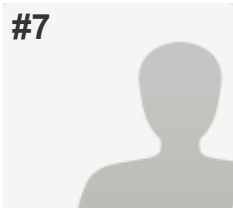
Q9: If you could change anything to make buses more attractive to the public, what would be the FIRST thing you would change?

Add another route

Q10: Are there any other comments that would be helpful to us?

No

#7

**COMPLETE***Answers Entered Manually***Collector:** Web Link - Manual Entry 2 (Web Link)**Started:** Friday, July 17, 2015 9:21:28 AM**Last Modified:** Friday, July 17, 2015 9:24:35 AM**Time Spent:** 00:03:06**IP Address:** 69.130.23.110

PAGE 1

Q1: The following is a list of possible complaints passengers may voice to bus operators. Please rank the five(5) complaints you hear most frequently from 1 to 5 (with 1 referencing the most frequent complaint).

bus schedule too hard to understand	2
bus doesn't go where I want	3
need more weekend service	1

Q2: What is your opinion of these complaints? Are any of them valid? If so, which ones?

Need more weekend service

Q3: What is the most frequent positive comment you get from the traveling public?

Thankful we have transit

Q4: The following is a list of possible improvements to the transit system. Please check the top three improvements that you think would be helpful.

provide better route & schedule information ,
operate additional weekend service ,
give more time in schedules

Q5: Do you know of any safety problems on any routes? Please describe.

Have to be careful on all of the routes.

Q6: Are there any schedules or parts of schedules which are difficult to maintain? If yes, which routes? Are there any routes which should be modified in any way? If so, what would you recommend?

Yes, Routes 20 and 60; Route 20 should be modified somehow.

Q7: In your opinion, is night service necessary? If yes, how late do you think service should operate?

No

Q8: In your opinion, is weekend service necessary? If yes, which days would you add?

Yes, both Saturday and Sunday

Q9: If you could change anything to make buses more attractive to the public, what would be the FIRST thing you would change?

I think the buses look good now.

Q10: Are there any other comments that would be helpful to us?

Respondent skipped this question

Fond du Lac Transit User and Non User Demographic Survey Summary 2014 - 2015



Calumet • Menominee • Outagamie • Shawano • Waupaca • Waushara • Winnebago

City of Fond du Lac Transit Survey Outreach Summary

2014-2015

Prepared by the
East Central Wisconsin Regional Planning Commission

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Deborah Wetter

Executive Summary

An onboard user and non-user survey was conducted on Tuesday, November 18, 2014 and Wednesday, May 20, 2015 to collect data on demographics, trip origin, trip destination, socioeconomic information, trip characteristics, system usage, and service ratings and opinions. Surveys were distributed to all boarding passengers who were willing to participate. Volunteers distributed user surveys on each of the routes in two shifts: 7:30 AM to 9:30 AM and 3:00 PM to 4:30 PM. The AM and PM shift times covered peak AM and PM ridership. Non-user surveys were handed out at Fond du Lac High School, Agnesian Hospital, Saint Vincent De Paul, Fond du Lac Senior Center, Fond du Lac YMCA, Fond du Lac Public Library and the Village of North Fond du Lac Village Hall. In addition to the paper survey, volunteers handed out survey cards containing a QR code to the online version of the survey, which included the user and non-user surveys. Surveys were also distributed to the bus drives and the JOBTRANS shared ride taxi users.

Highlights (Transit User Survey Summary Tuesday, November 18, 2014)

- Average age of riders was approximately 31 years (**question 2**)
- 73 percent (40 respondents) reported a household (combined income) of less than \$20,000 (**question 4**)
- 20 percent (16 respondents) have used transit for 5 or more years (**question 5**)
- 77 percent (60 respondents) reported using FDLAT both 'More Often' and 'The Same' compared to last year (**question 7**)
- 38.7 percent (29 respondents) used FDLAT for work; 40 percent (30 respondents) used FDLAT for getting to/from middle school/high school (**question 10**)
- Close to 20 percent (15 respondents) noted they 'Would not be able to make their trip today' if FDLAT did not exist (**question 14**)
- About 58 percent (43 respondents) were employed either full or part time; 32 percent (24 respondents) were unemployed (**question 17**)
- 81 percent (60 respondents) did not have access to a car to make their trip (**question 19**)
- 68 percent (54 respondents) did not have a valid driver's license (**question 20**)
- Respondents top three choices to get information about FDLAT included: the bus drivers, flyers/signs on the bus and the transit website (**question 23**)
- Respondents top three improvements for FDLAT included: weekend service, half hour service at stops and extended evening hours (**question 30**)
- Almost 96 percent of respondents strongly agreed/agreed with the following: Overall, I am satisfied with transit service." (**question 31**)

Highlights (Transit User Survey Summary Wednesday, May 20, 2015)

- Average age of riders was approximately 30 years (**question 2**)
- 61 percent (40 respondents) reported a household (combined income) of less than \$20,000 (**question 4**)
- 25 percent (24 respondents) have used transit for 5 or more years (**question 5**)
- 77 percent (73 respondents) reported using FDLAT both 'More Often' and 'The Same' compared to last year (**question 7**)
- 25 percent (23 respondents) used FDLAT for work; 50 percent (69 respondents) used FDLAT for getting to/from middle school/high school (**question 10**)
- Close to 10 percent (9 respondents) noted they 'Would not be able to make their trip today' if FDLAT did not exist (**question 14**)
- About 41 percent (39 respondents) were employed either full or part time; 51 percent (48 respondents) were unemployed (**question 17**)
- 77 percent (71 respondents) did not have access to a car to make their trip (**question 19**)
- 81 percent (75 respondents) did not have a valid driver's license (**question 20**)
- Respondents top three choices to get information about FDLAT included: the bus drivers, flyers/signs on the bus and the transit website (same as fall survey) (**question 23**)
- Respondents top three improvements for FDLAT included: weekend service, half hour service at stops and extended evening hours (same as fall survey) (**question 30**)
- Almost 93 percent of respondents strongly agreed/agreed with the following: Overall, I am satisfied with transit service."(**question 31**)
- 59 percent (43 respondents) noted they would use a regional transportation system to Oshkosh, Fox Cities and Green Bay; 29 percent (21 respondents) answered 'Maybe' to this question (**question 32**)

Highlights (Transit Non-User Survey Summary Wednesday, May 20, 2015)

- 55 percent of respondents 'strongly agree' Fond du Lac Area Transit provides a valuable and necessary transportation service to the community; 40 percent of respondents 'somewhat agree' Fond du Lac Area Transit provides a valuable and necessary transportation service to the community. **(question 5)**
- 50 percent of respondents 'strongly agree' Fond du Lac Area Transit is important for the local economy; 41 percent of respondents 'somewhat agree' Fond du Lac Area Transit is important for the local economy. **(question 6)**
- **5 percent** of respondents 'strongly agree' Fond du Lac Area Transit is only for those who cannot afford a car. **(question 7)**
- Top three changes to get respondents to ride the bus **(question 9)**:
 - 17 percent (43 respondents) said extended routes
 - 15 percent (38 respondents) said extended service hours
 - 12 percent (31 respondents) noted closer stops to home/work/school
- Top three factors for non-users to become more likely to use Fond du Lac Area Transit bus service **(question 10)**:
 - If transit could get you to your destination faster than other modes (30 percent, 45 respondents)
 - High gas prices over \$5 a gallon (28 percent, 42 respondents)
 - Reduce your carbon footprint (19 percent, 29 respondents)
- 29 percent (30 respondents) noted they would use a regional transportation system to Oshkosh, Fox Cities and Green Bay; 50 percent (50 respondents) answered 'Maybe' to this question **(question 11)**

Bus Driver Survey Highlights

- Seven complaints were selected as the most common; these were **(question 1)**
 - Need more weekend service
 - Bus doesn't go where I want
 - Need later evening service
 - Infrequent service
 - Bus schedule is too hard to understand
 - Bus is late
 - No bus shelters/benches
- The number one complaint bus drivers hear is the need for more weekend service. **(question 1)**
- The most frequent comments received from the traveling public are: appreciative of transit service, friendly drivers and service, appreciate low-step buses and appreciate new benches at stops. **(question 3)**

- The top four transit improvements from bus drivers consist of the following: operate additional weekend service, Provide better route and schedule information, put up shelters at bus stops and extend operation hours into the evening. Seven out of seven bus drivers selected “operate additional weekend service”. **(question 4)**
- Top four safety concerns identified by bus drivers. **(question 5)**
 - Route 35 – County Highway V and Fond du Lac Ave
 - Route 60 – Arndt St at N Peters Ave
 - Transfer Zone – winter snow removal/ice
 - Sight lines to better see passengers at stops
- Six out of seven drivers were in favor of adding weekend service at some capacity; mostly for Saturdays only. **(question 8)**

JOBTRANS Survey Highlights

- 65 percent respondents used JOBTRANS for work, 19 percent for appointments, 10 percent for recreation/leisure and 6 percent for shopping. **(question 1)**
- 96 percent paid for JOBTRANS services in cash. **(question 3)**
- 45 percent of respondents had a combined annual income less than \$10,000. **(question 6)**

Major Highlights

Overall, the majority of respondents including users and bus drivers would like weekend service, half hour service and extended evening hours.

Over 90 percent of transit users are satisfied with the service.

Over 90 percent of non-users feel transit is important to the community and local economy.

Fifty-nine percent (43 respondents) of transit users and 29 percent (27 respondents) of non-users would use some kind of regional transit system.

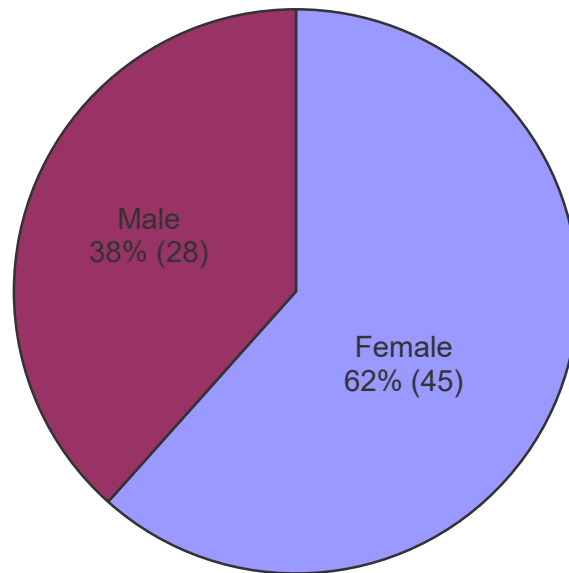
Transit User Survey Summary

Tuesday, November 18, 2014

Total of 84 user surveys

Question 1:

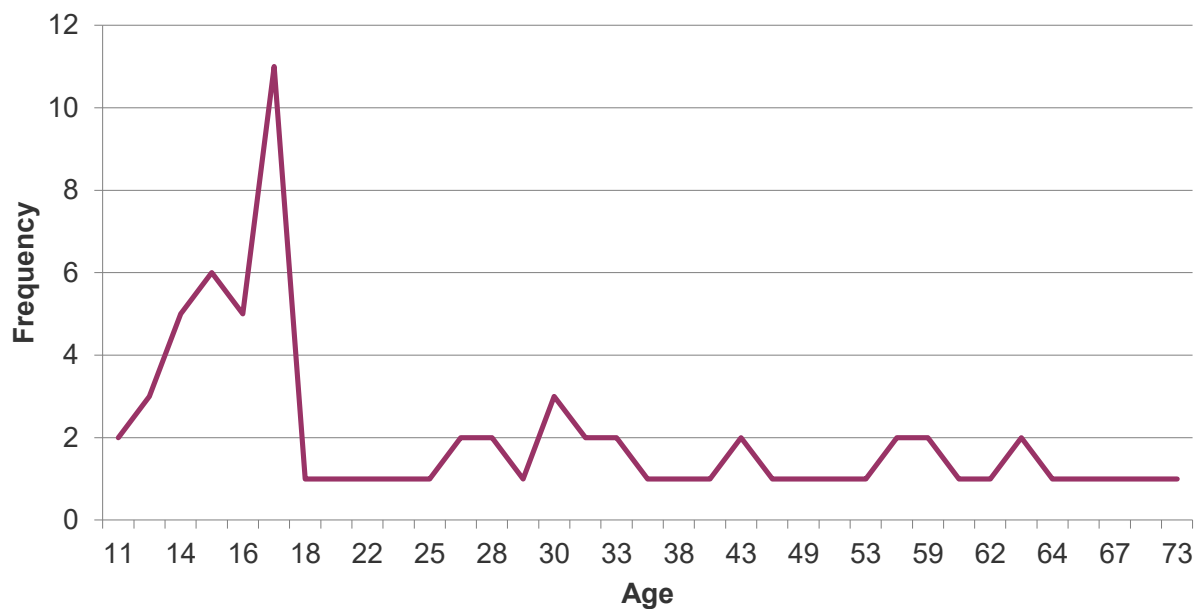
What is your gender?



Question 2:

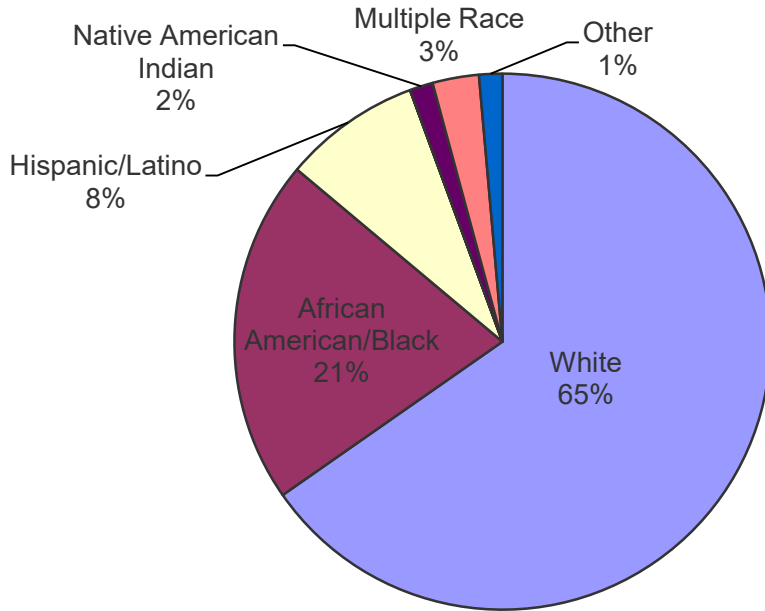
~ The average age is 30.5 years ~

How old are you (in years)?



Question 3:

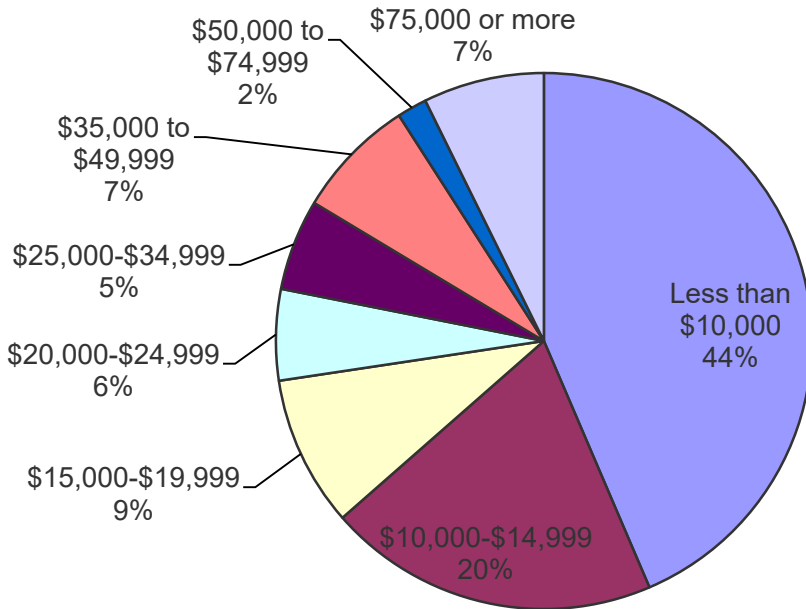
Do you consider yourself:



Answer Options	Response Percent	Response Count
White	65.3%	47
African American/Black	20.8%	15
Hispanic/Latino	8.3%	6
Multiple Race	2.8%	2
Native American Indian	1.4%	1
Other	1.4%	1
Asian	0.0%	0

Question 4:

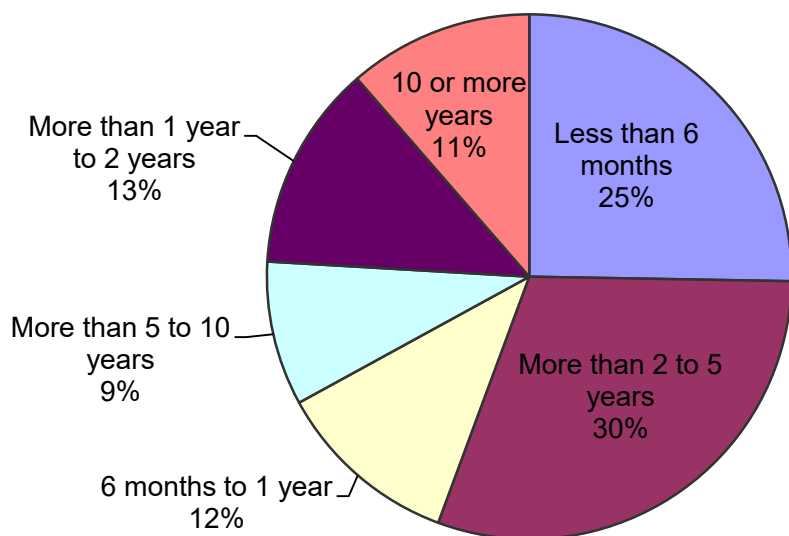
What is your household's (combined) annual income?



Answer Options	Response Percent	Response Count
Less than \$10,000	43.6%	24
\$10,000-\$14,999	20.0%	11
\$15,000-\$19,999	9.1%	5
\$35,000 to \$49,999	7.3%	4
\$75,000 or more	7.3%	4
\$20,000-\$24,999	5.5%	3
\$25,000-\$34,999	5.5%	3
\$50,000 to \$74,999	1.8%	1

Question 5:

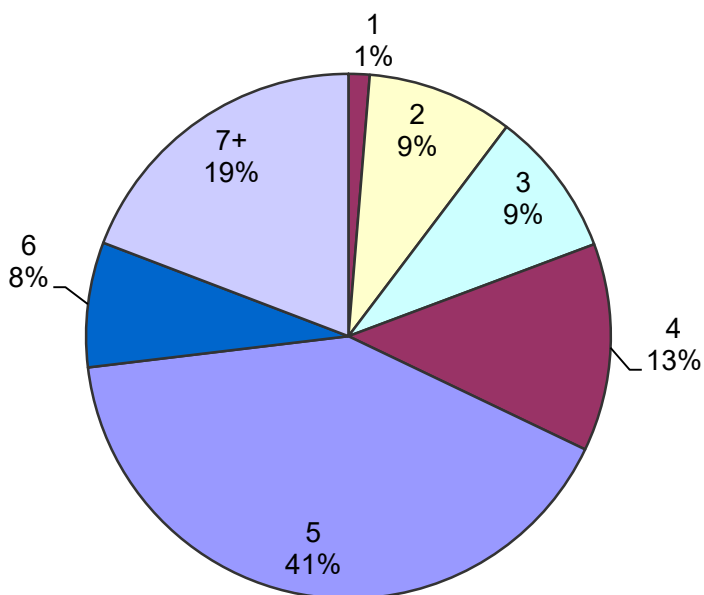
How long have you been using Fond du Lac Area Transit (FDLAT)?



Answer Options	Response Percent	Response Count
More than 2 to 5 years	30.4%	24
Less than 6 months	25.3%	20
More than 1 year to 2 years	12.7%	10
6 months to 1 year	11.4%	9
10 or more years	11.4%	9
More than 5 to 10 years	8.9%	7

Question 6:

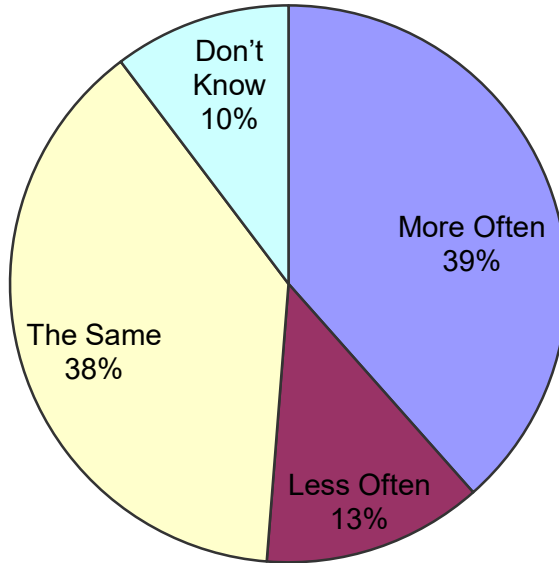
In an average week, how many days do you ride the bus?



Answer Options	Response Percent
Less than one	0.0%
1	1.3%
2	9.0%
3	9.0%
4	12.8%
5	41.0%
6	7.7%
7+	19.2%

Question 7:

Compared to one year ago, are you using FDLAT:



Answer Options	Response Percent	Response Count
More Often	38.5%	30
The Same	38.5%	30
Less Often	12.8%	10
Don't Know	10.3%	8

Question 8:

If using FDLAT less often, why?

- Just moved here
- I get rides from other people.
- This is my first year
- I don't always need to use public transportation
- Too expensive and takes all day to do an outing that is only 20 minutes.
- 35
- We had a car
- I get a ride from a friend
- Lost job
- School
- Just moved in August
- Work
- Not enough routes
- Graduated
- Don't have school
- Work

Question 9:

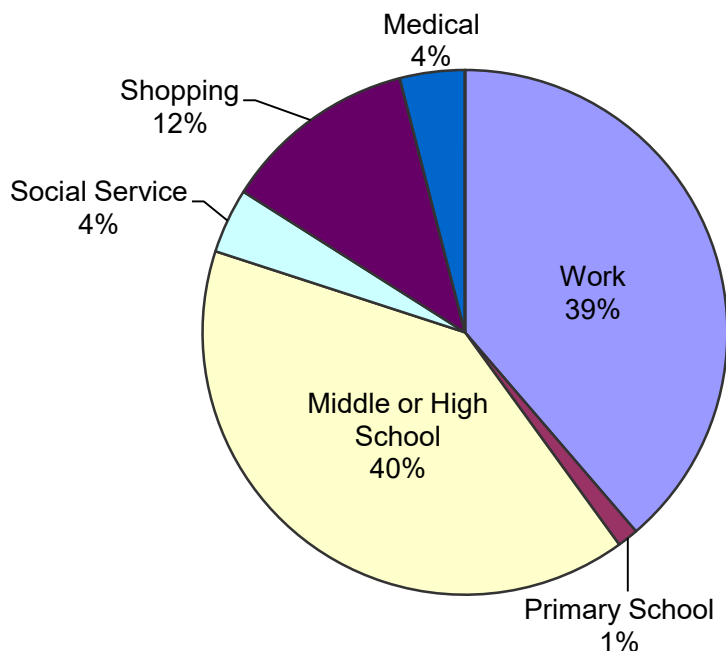
What are the cross streets at the location of your bus stop (or a major building landmark if you are not sure)?

Bus stop number or street where you get on the bus:	Nearest cross street to the stop:
35 martin	
Peters and Arndt	
Grove/Military	
Art museum	Military and Morris
35	
Peters Ave and pick and save	
55	Hickory and Division
Pick and Save	
Hamilton	Hamilton
Johnson and Marquette	Main Street
Hickory and Military	
Forest Ave, Route 55	Hickory
hospital, Wal-Mart, Dollar Tree, Mall, Main Street	Main and 14th Street
Western Avenue	
45 Forest and Macy	45 Rolling Meadows/Trowbridge
9th and Main Street	
65 W Arndt Street	Grand Ct
45 transfer station	Military Road and Rolling Meadows
	Main and Follette
Seymour/Pioneer/Military	Seymour/Pioneer/Military
transfer terminal	I don't know
National Ave	Johnson Street
120,55 hickory and forest	hickory
60	Arndt
transfer zone	
Johnson	
Forest and Macy	Pioneer
S. park	
bus 35	
route 35 2nd Street	1st Street
9th and Park Ave	
Maplewood's commons	Maplewood's commons
Martin Ave	I don't know
Ellis and E 1st Street	S Marr Street
60	
55	Mary's Ave
Arndt	Peters
Bakery	Martin
South Main Street	Main and 9th
60 Seymour St and Arndt St	
6th and Main. 40	

Bus stop number or street where you get on the bus:	Nearest cross street to the stop:
9th and South Main Street	
by Eaton's Pizza	10th Street
by Eden's Pizza	10th Street
45 western Ave	45 western Ave by jail
55 bus on Forest Ave	Macy Street
El Dorado Building	Hamilton Place
N. Park Ave	
Scott	Peters
Park Avenue	10th Street
Sallie Ave	Royal Ave
Marr and Sheboygan	Marr
35 Pioneer Road and Martin	
9th and Park Ave	
Macy Transfer stop	Macy Street
60	W Arndt Street
60 Transit Center	Macy Street
Park Ave and 10th Street	
Weston Apartments	Peters Ave
Western Ave (Riverview Apartment)	Military Road
mall to CTH V and Mullen	
55 and 65	
YMCA	Military Road
Division Street	
60	Johnson Street
South Main Street	
#35 route	Mullen & CTH V

Question 10:

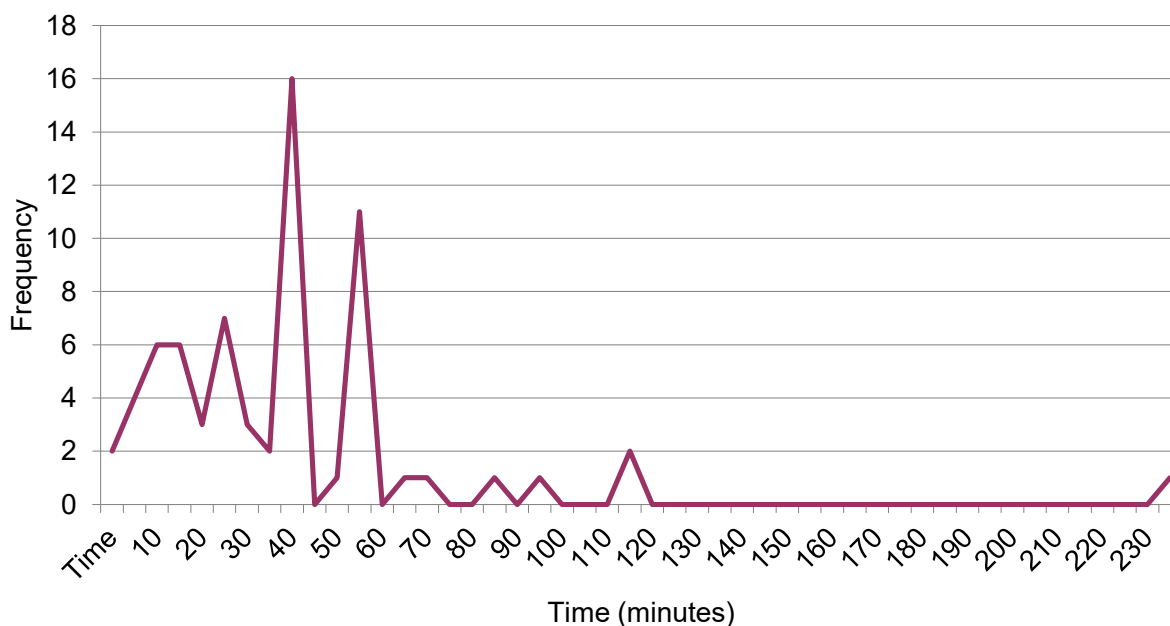
What is your main purpose in using the bus for this trip?



Answer Options	Response Percent	Response Count
Middle or High School	40.0%	30
Work	38.7%	29
Shopping	12.0%	9
Social Service	4.0%	3
Medical	4.0%	3
Primary School	1.3%	1
Recreation/visit	0.0%	0
College	0.0%	0
Other (please specify)		5
Library		
Daycare		
Barber shop		
Everywhere (no car)		
Pharmacy		

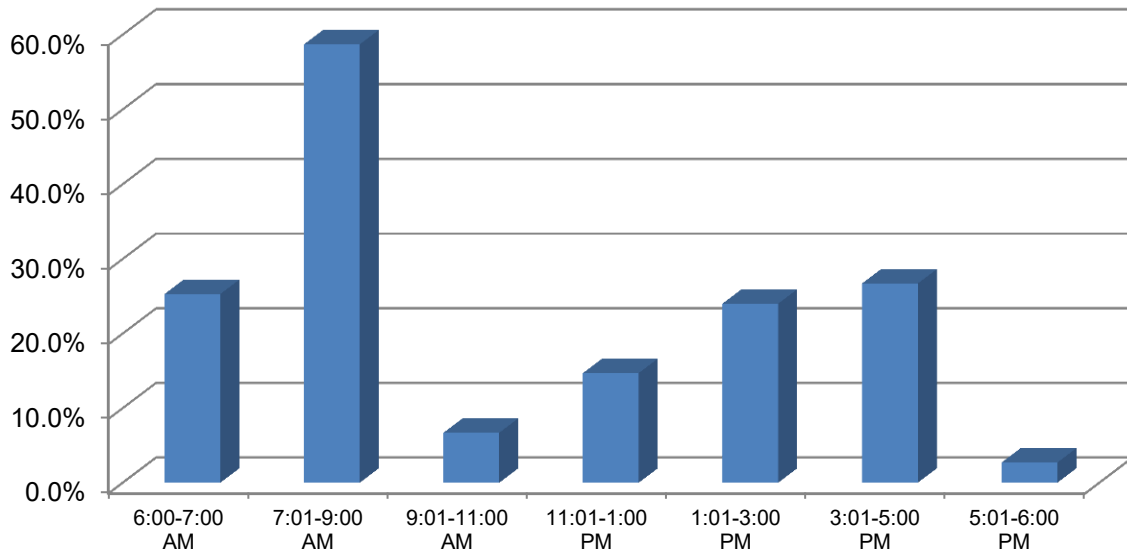
Question 11:

About how long (in minutes) will your trip take from your front door to your final destination (including transfers)?



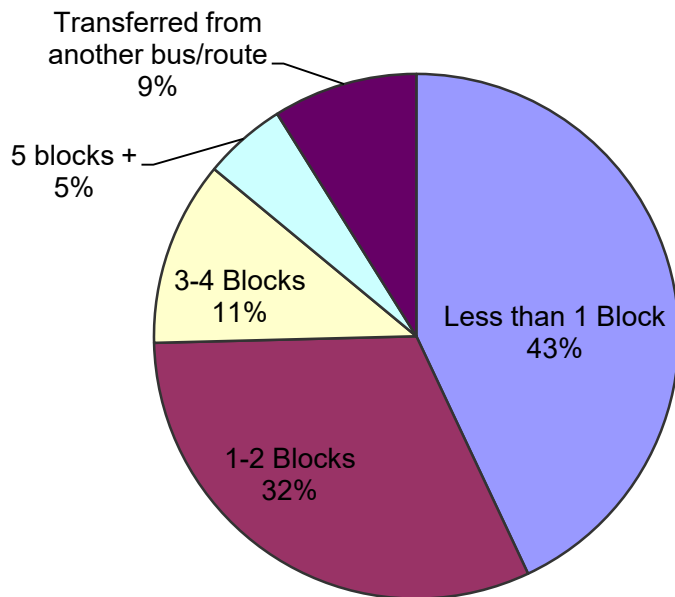
Question 12:

What times of day do you most often use Fond du Lac Transit?



Question 13:

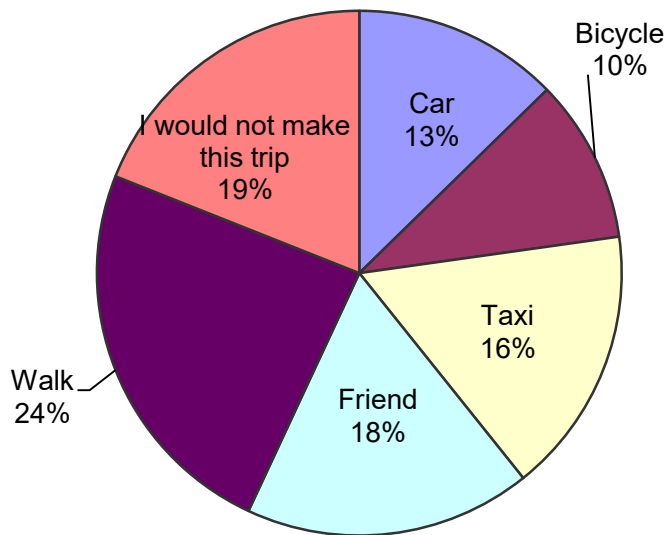
How far did you come to get to the bus stop for this bus?



Answer Options	Response Percent	Response Count
Less than 1 Block	43.0%	34
1-2 Blocks	31.6%	25
3-4 Blocks	11.4%	9
Transferred from another bus/route	8.9%	7
5 blocks +	5.1%	4

Question 14:

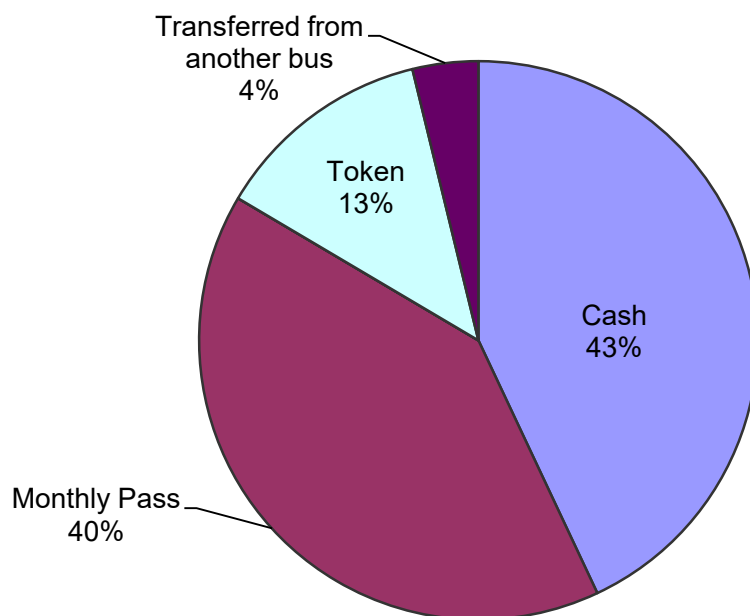
If FDLAT were not available, how would you make this trip?



Answer Options	Response Percent	Response Count
Walk	24.1%	19
I would not make this trip	19.0%	15
Friend	17.7%	14
Taxi	16.5%	13
Car	12.7%	10
Bicycle	10.1%	8

Question 15:

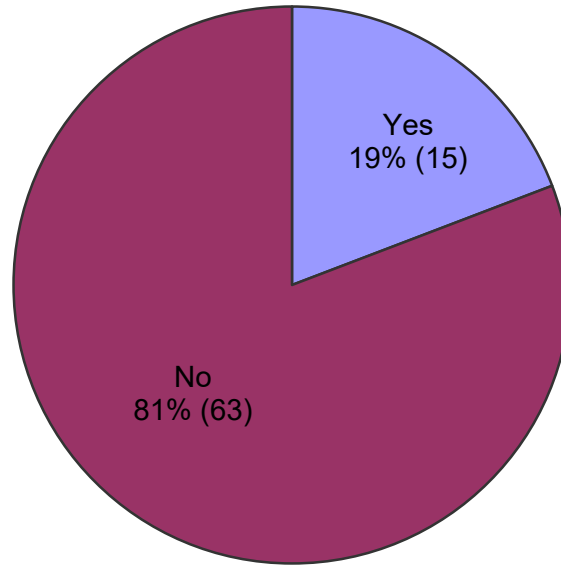
How will you pay your fare on this bus today?



Answer Options	Response Percent	Response Count
Cash	43.0%	34
Monthly Pass	40.5%	32
Token	12.7%	10
Transferred from another bus	3.8%	3
Day Pass	0.0%	0

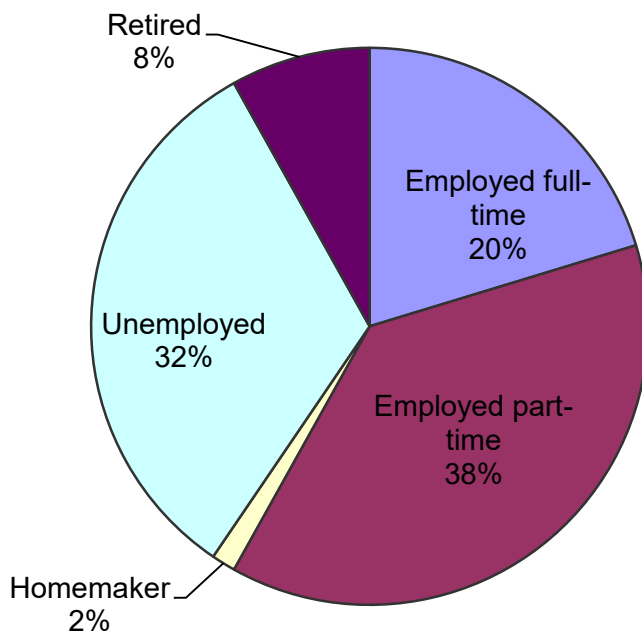
Question 16:

Do you use Senior or Disabled discounts?



Question 17:

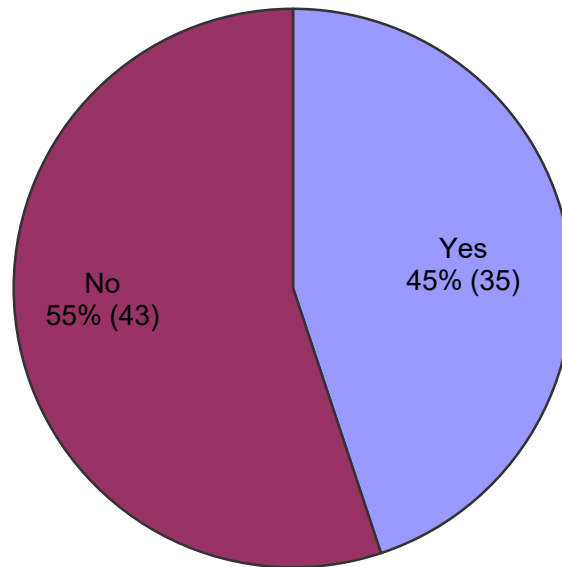
Are you presently?



Answer Options	Response Percent	Response Count
Employed part-time	37.8%	28
Unemployed	32.4%	24
Employed full-time	20.3%	15
Retired	8.1%	6
Homemaker	1.4%	1

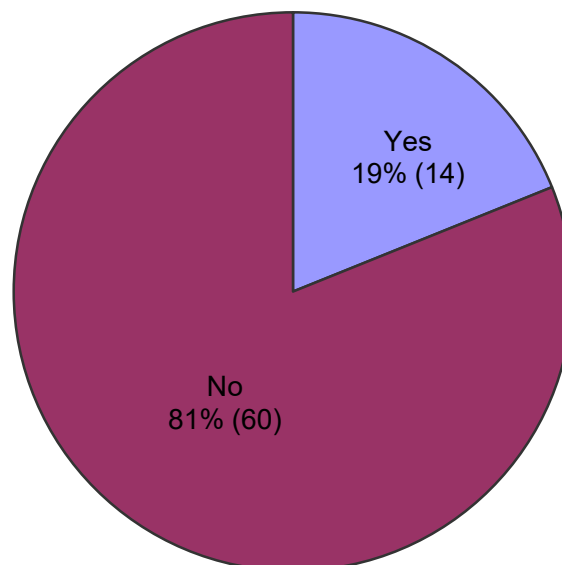
Question 18:

Are you a student?



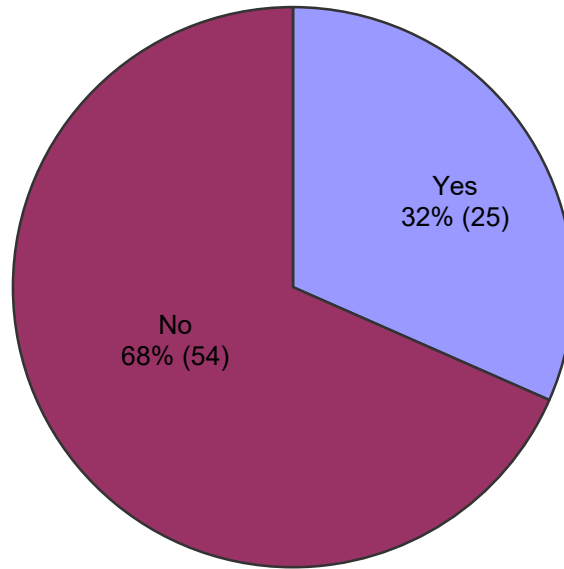
Question 19:

Was a motor vehicle available to you for this trip today?



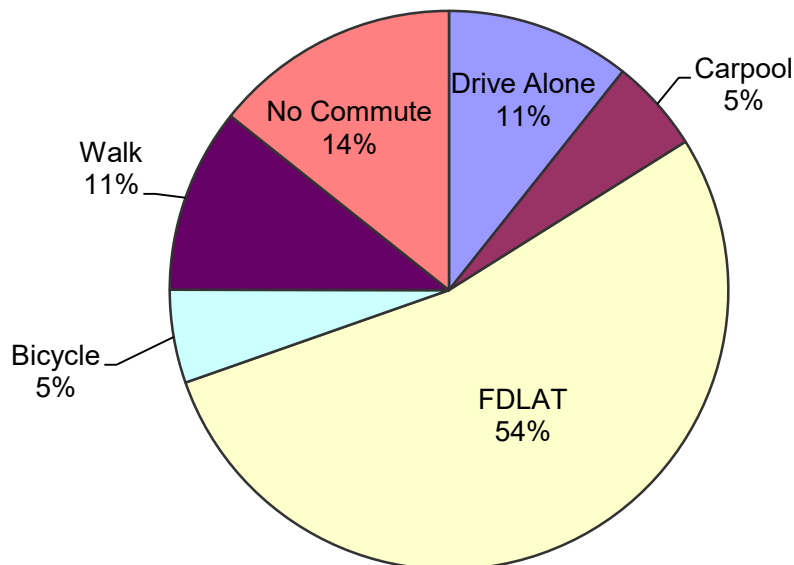
Question 20:

Do you have a currently valid driver's license?



Question 21:

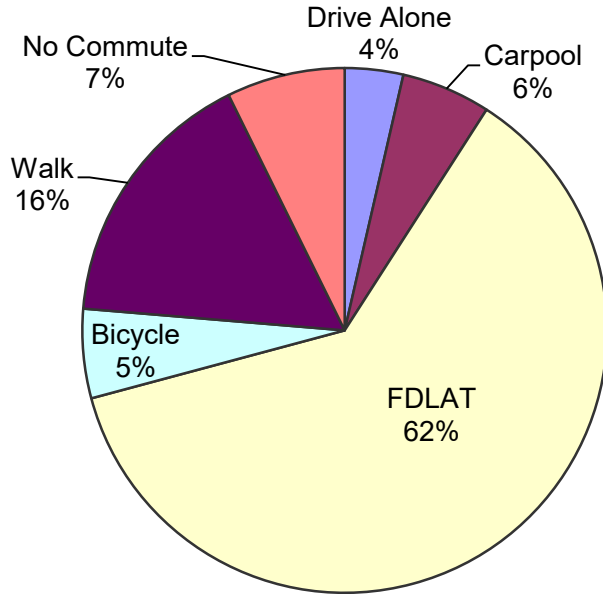
Which is your main mode of transportation for work?



Answer Options	Response Percent	Response Count
FDLAT	53.6%	30
No Commute	14.3%	8
Drive Alone	10.7%	6
Walk	10.7%	6
Carpool	5.4%	3

Question 22:

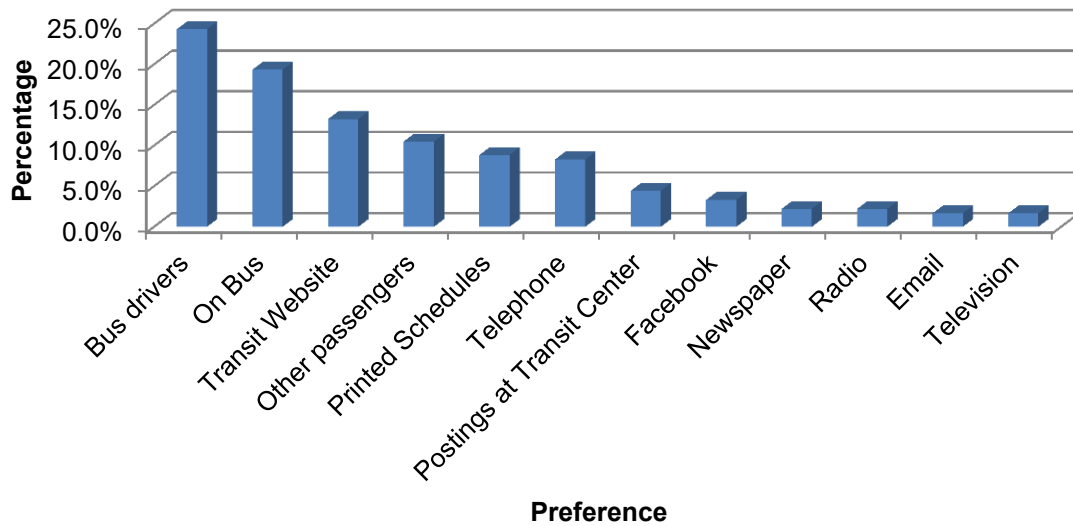
Which is your main mode of transportation for purposes other than work?



Answer Options	Response Percent	Response Count
FDLAT	61.8%	34
Walk	16.4%	9
No Commute	7.3%	4
Carpool	5.5%	3
Bicycle	5.5%	3

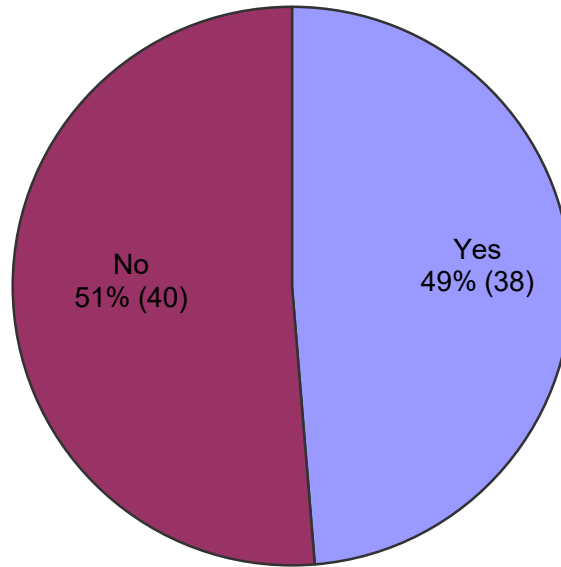
Question 23:

What are your top 3 choices to get information on Fond du Lac Area Transit?



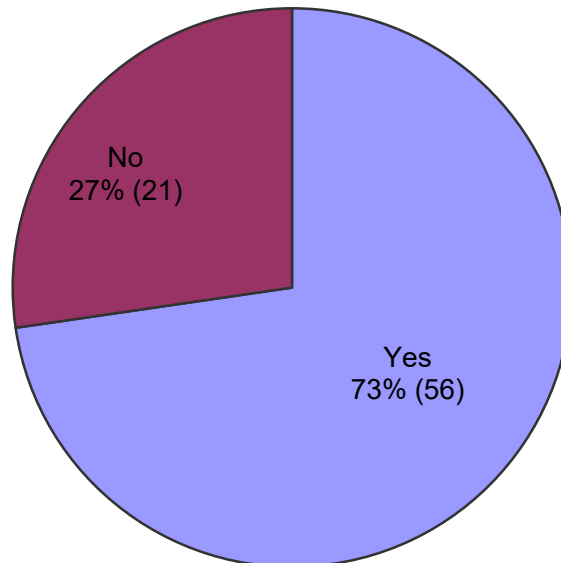
Question 24:

Do you have a smartphone?



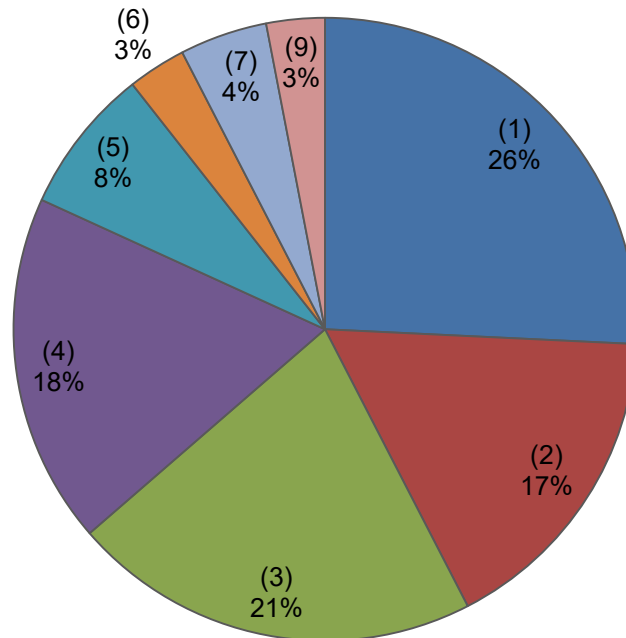
Question 25:

Do you have a phone that allows text messages?



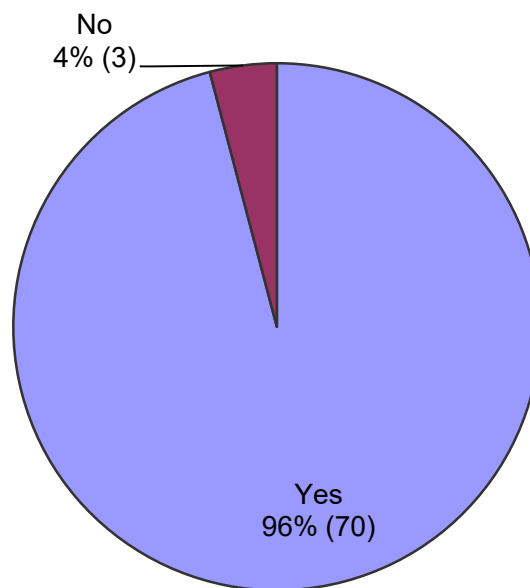
Question 26:

How many people (adults and children) live in your household?



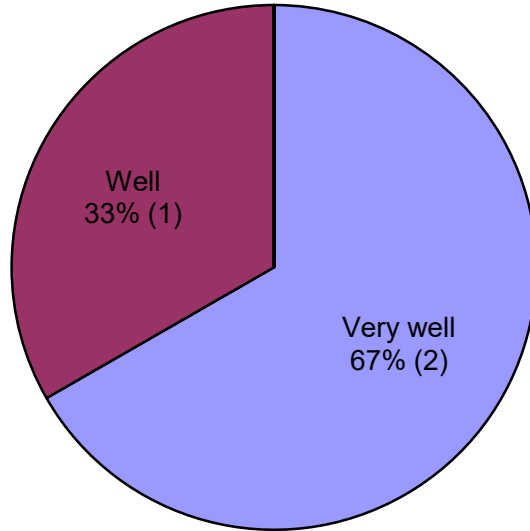
Question 27:

Is English your primary language?



Question 28:

If English is not your primary language, how well do you understand the English language?



Question 29:

What do you like best about Fond du Lac Area Transit?

- I can get where I'm going, nice drivers
- Close to home - pick up
- The warmth and friendliness
- I can ride with my friends
- Nice bus drivers
- Nothing
- Not a lot
- People
- Nothing
- It's cheap
- They're on time and the friendliness of the drivers
- Goes all over town
- It gets me to my destination safely.
- Good job
- Convenient throughout day
- On time
- Safe and nice people
- Meet new people
- Good transportation
- Very much
- Warmer than walking in winter

- The new buses
- Organized
- On time
- Drivers are fabulous, friendly, and great people.
- It's on time
- It's convenient
- Getting to where I need to go.
- The drivers are very nice
- Nice people
- That it doesn't cost as much
- Warmth
- The quickness
- Nothing
- Drivers
- Quiet
- The bus drivers
- Able to work
- They're on time most of the time
- Best and friendliest drivers
- Transportation
- It's very cheap
- That we can sit on bus if its cold outside
- To get to other places without walking
- It keeps you warm and gets you there safely.
- It takes me where I need to go
- The bus
- Effectiveness
- Fast, easy access
- You can go any were you want
- Bus drivers are friendly and helpful
- Nice drivers
- Able to get to work
- The bus drivers
- Affordable
- That we have buses
- It's convenient
- On time outside of rush hour (3-5 pm)
- Cost
- The view
- Go places
- Goes past my home

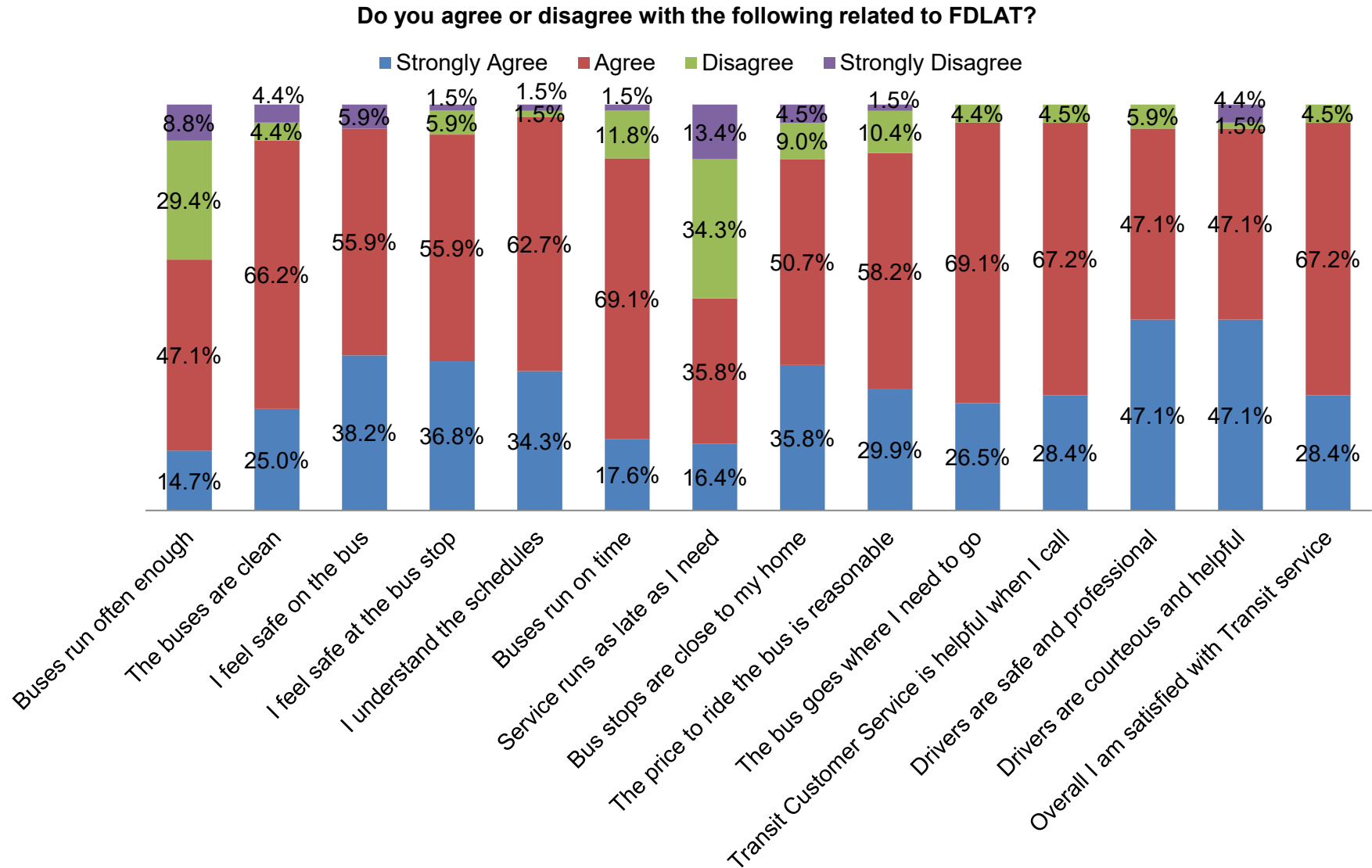
Question 30:

What would you like to see Fond du Lac Transit improve? Top three

- More routes come more often
- Saturday morning routes in summer
- Nothing
- Temperature, it's always cold
- Yes but drivers be more strict on behavior
- Faster buses
- When people get in fights on the bus to stop it
- Nothing
- Warmer and faster buses
- Heater, TV
- Weekend transit, later hours
- The route lengths
- Nothing
- Weekend routes even if sparse
- Nothing
- Arrival time a little earlier
- Nothing
- None
- More frequent routes, later service, weekend service
- The cost is not worth the wasted waiting for runs only going once an hour.
- Faster/more often service, more routes
- Riding at night
- Run on weekends
- I would like to see it continue for us.
- Buses running Saturday and Sunday
- Saturday mornings and half hour runs
- More buses
- For the bus to run later than 6 pm
- Stroller seats
- Running at 30 minute runs
- Bus drivers
- Being on time
- More hours of operation available
- Routes every half an hour
- Saturday service
- Have bus routes going on the weekends
- More support for driver's choices
- Not allowing people who make me feel uncomfortable on the bus
- I would like Saturday service
- If people pick on others then kick off the bus like they going to
- Put some music
- Nothing, it's good
- Later service
- Nothing

- Times of day
- More routes arriving on the 1/2 hour
- Longer hours (at least until 6 pm for route 35), Saturday service/routes
- Make hours longer, run on weekends
- Further routes to the industrial park
- More routes in industrial area
- Later hours, Saturday service from 7 am to 6 pm
- Later hours
- When the Fond du Lac High School students get on, help control them.
- Sometimes late during rush hour (3-5 pm)
- Bring back Backup GO
- Some weekend hours

Question 31:



Responses for Question 31 above:

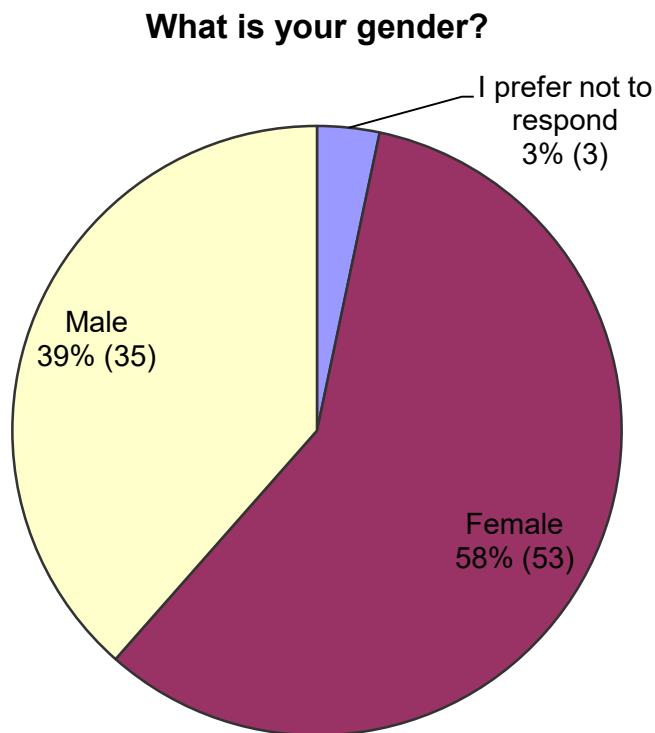
	Strongly Agree	Agree	Disagree	Strongly Disagree	Response Count
Buses run often enough	14.7%	47.1%	29.4%	8.8%	68
The buses are clean	25.0%	66.2%	4.4%	4.4%	68
I feel safe on the bus	38.2%	55.9%	0.0%	5.9%	68
I feel safe at the bus stop	36.8%	55.9%	5.9%	1.5%	68
I understand the schedules	34.3%	62.7%	1.5%	1.5%	67
Buses run on time	17.6%	69.1%	11.8%	1.5%	68
Service runs as late as I need	16.4%	35.8%	34.3%	13.4%	67
Bus stops are close to my home	35.8%	50.7%	9.0%	4.5%	67
The price to ride the bus is reasonable	29.9%	58.2%	10.4%	1.5%	67
The bus goes where I need to go	26.5%	69.1%	4.4%	0.0%	68
Transit Customer Service is helpful when I call	28.4%	67.2%	4.5%	0.0%	67
Drivers are safe and professional	47.1%	47.1%	5.9%	0.0%	68
Drivers are courteous and helpful	47.1%	47.1%	1.5%	4.4%	68
Overall I am satisfied with Transit service	28.4%	67.2%	4.5%	0.0%	67

Transit User Survey Summary

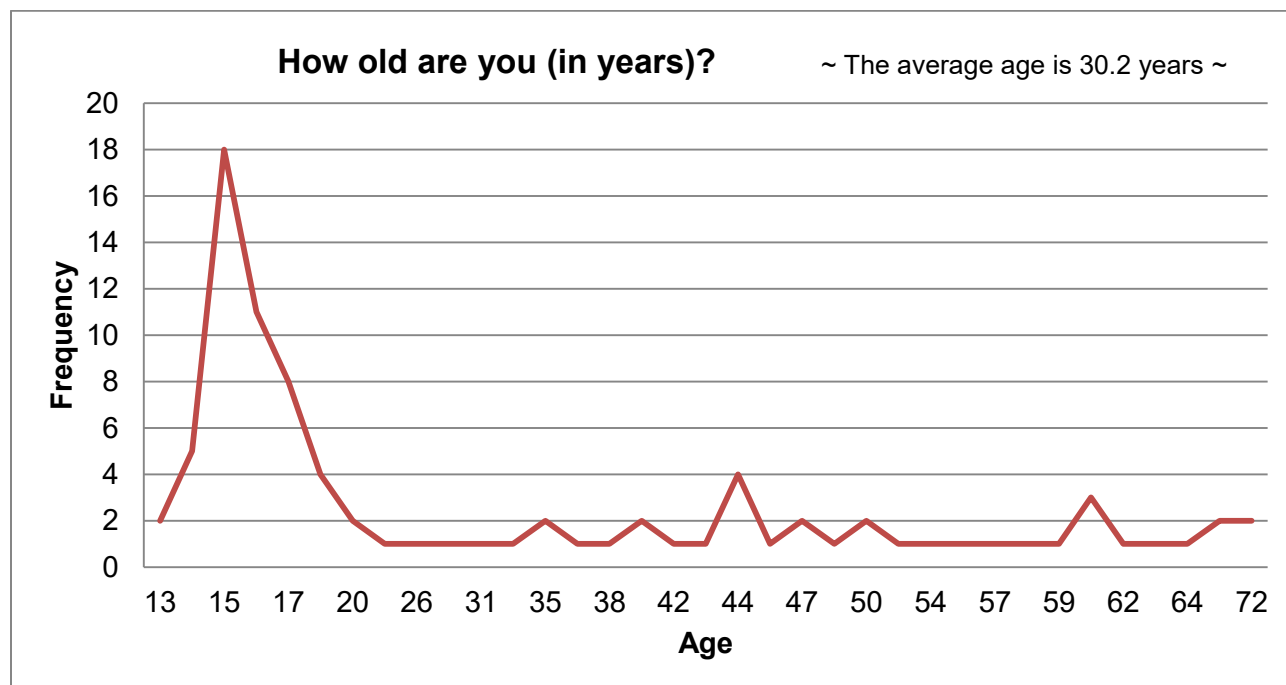
Wednesday, May 20, 2015

Total of 99 user surveys

Question 1:

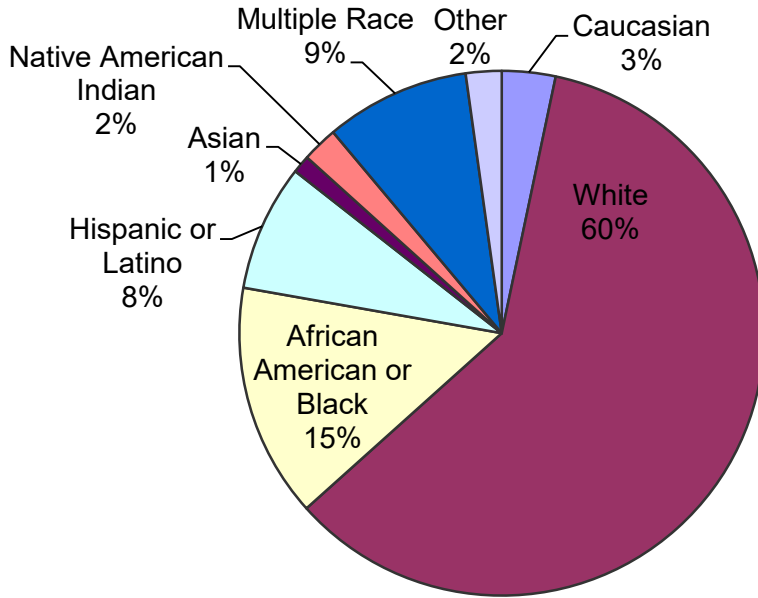


Question 2:



Question 3:

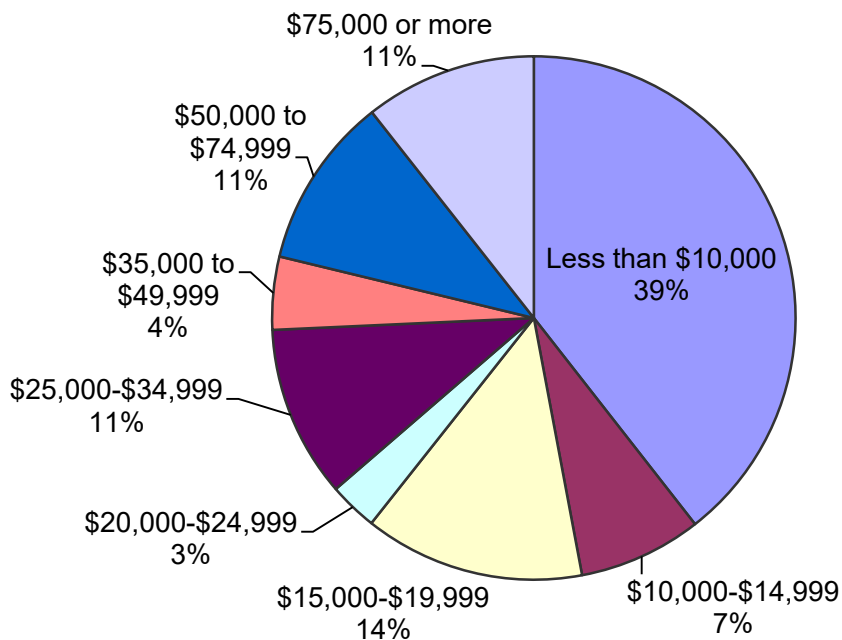
Please select the race or ethnicity that best describes you.



Answer Options	Response Percent	Response Count
White	60.0%	54
African American or Black	14.4%	13
Multiple Race	8.9%	8
Hispanic or Latino	7.8%	7
Caucasian	3.3%	3
Native American Indian	2.2%	2
Other	2.2%	2
Asian	1.1%	1

Question 4:

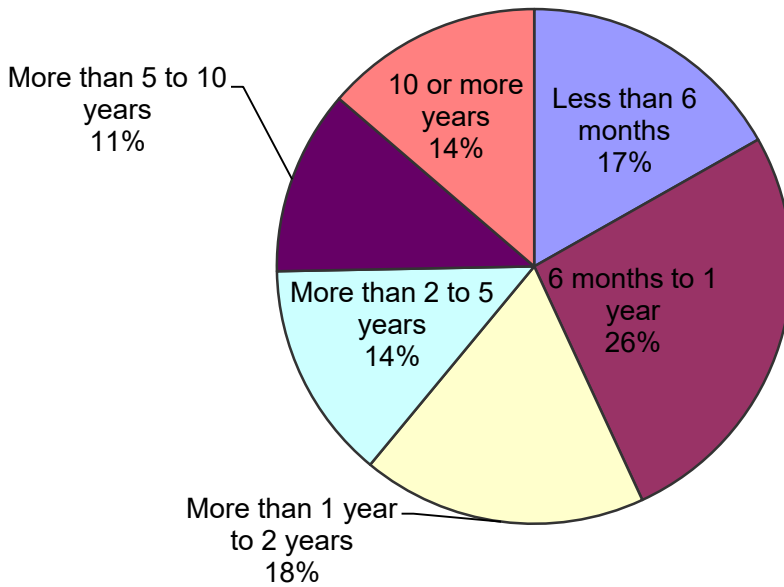
What is your household's (combined) annual income?



Answer Options	Response Percent	Response Count
Less than \$10,000	39.4%	26
\$15,000-\$19,999	13.6%	9
\$25,000-\$34,999	10.6%	7
\$50,000 to \$74,999	10.6%	7
\$75,000 or more	10.6%	7
\$10,000-\$14,999	7.6%	5
\$35,000 to \$49,999	4.5%	3
\$20,000-\$24,999	3.0%	2

Question 5:

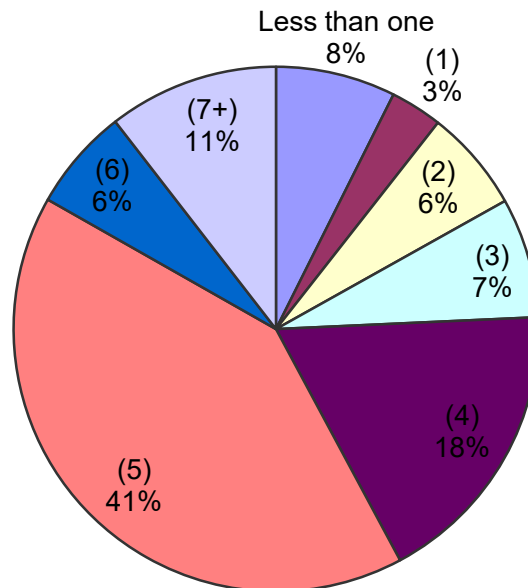
How long have you been using Fond du Lac Area Transit (FDLAT)?



Answer Options	Response Percent	Response Count
6 months to 1 year	26.3%	25
More than 1 year to 2 years	17.9%	17
Less than 6 months	16.8%	16
More than 2 to 5 years	13.7%	13
10 or more years	13.7%	13

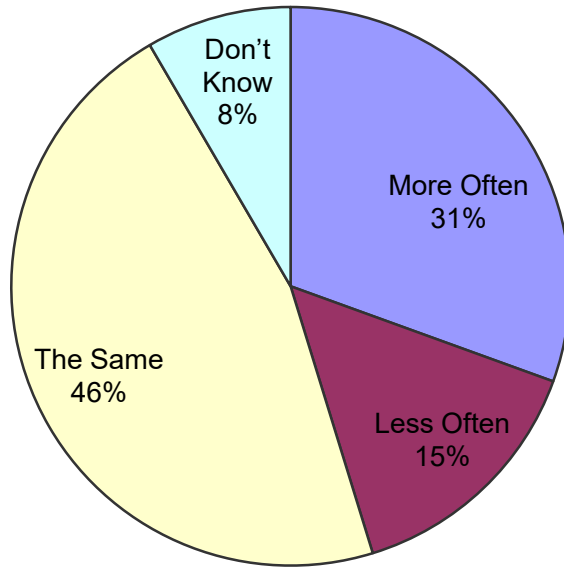
Question 6:

In an average week, how many days do you ride the bus?



Question 7:

Compared to one year ago, are you using FDLAT:



Answer Options	Response Percent	Response Count
The Same	46.3%	44
More Often	30.5%	29
Less Often	14.7%	14
Don't Know	8.4%	8

Question 8:

If using FDLAT less often, why?

- got driver's license
- other means of transportation
- got rides
- I have a broken ankle.
- started getting rides
- home bound
- to get to school and home
- 40
- I wasn't riding the bus.
- doesn't take me everywhere
- school
- take the bus everyday
- moving around
- High School
- not needing it as much
- Now that I am not married, my husband will drive me
- Don't have the need

Question 9:

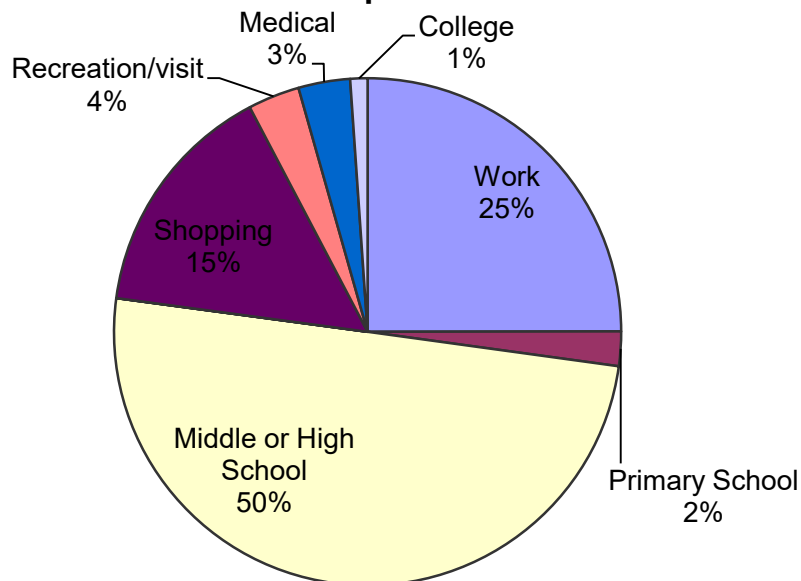
What are the cross streets at the location of your bus stop (or a major building landmark if you are not sure)?

Bus stop number or street where you get on the bus:	Nearest cross street to the stop:
120	120
6th and Main Street	6th and Main Street
transfer zone	
Seymour Street	Seymour Street
High School	
Merrill and park	Marquette and division
Forest #55	Hickory St
Riverview Apartments	
royal oaks	right across the street
transit station	forest and main
e 9th and main	
60	60
60	60
south main by royal oaks apartments	guidon blvd and main street
Arndt street and peters	
101 western ave	
western	western
s park ave & e 10th bus 35	
main and 8th	theisen light stops
2nd street	2nd street
main street, pioneer	
Mental Health Center	
Front of YMCA	Military & 2nd
35	
Tripper route (Seymour Street)	Forest Ave
35	
Route 20	
Park Ave and 7th St	7th St
Peters Ave	
35	
Westnor Apartments	
1st and Ellis (35)	1st and Ellis (35)
Arndt Street	
Martin Avenue	
Scott Street by indoor tennis courts	
40	Main St
40	Main and 12th Streets
20	Fond du Lac High School
at National Ave	University Dr
35	7th Street
Forest Avenue	

Bus stop number or street where you get on the bus:	Nearest cross street to the stop:
Seymour Street	
Martin and Pioneer (35)	
Ellis and 1st Street	1st Street
Martin Avenue	
Martin and Pioneer	
1st Street	
Senior Center and 1st Street	
police station	
Main St (route 60)	Main St
transfer zone	transfer zone
45 or Tripper	
35	1st and Ellis
near Shell gas station	
Johnson Street	
hospital	North Kayser
40	
Johnson St/ Fond du Lac High School	Johnson St
mall (routes 60 and 55)	Target
2nd and Portland	
40	
High School	Eighth
jail stop	
Military	
9th and Military	
40/60	
Rees and Macy	Pioneer and Johnson
Division	Division
Main	Main
Mall	
35	Martin
Forest Ave and Mary's Ave (35)	National and 4th Street
S. Main St near 21st	
40	10th and Main
Route 55-Forest and Hickory	
20-High School	20-High School
15th and main	
55 Seymour and groove or military by McDonalds route 45	Seymour
Transit Zone	Hickory & Johnson
depends...either the 40 or the 35	Ninth and (depending on which direction)Main/Park
35	National Ave
Westonor Apts.	Peters
35	Everett
Arndt St.	Seymour St.

Question 10:

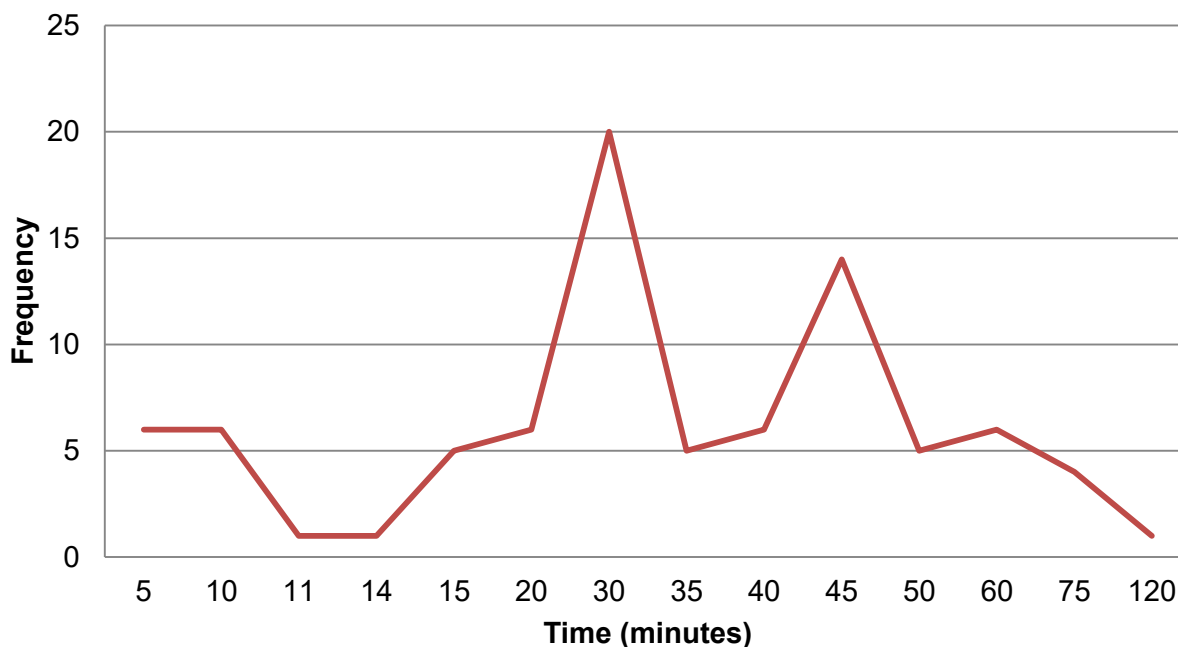
What is your main purpose in using the bus for this trip?



Answer Options	Response Percent	Response Count
Middle or High School	50.0%	46
Work	25.0%	23
Shopping	15.2%	14
Recreation/visit	3.3%	3
Medical	3.3%	3
Primary School	2.2%	2
College	1.1%	1
Social Service	0.0%	0
Other (please specify)		5
friends		
job search		
daycare		
training / transition to adult living for special ed. students		
Shopping, the gym		

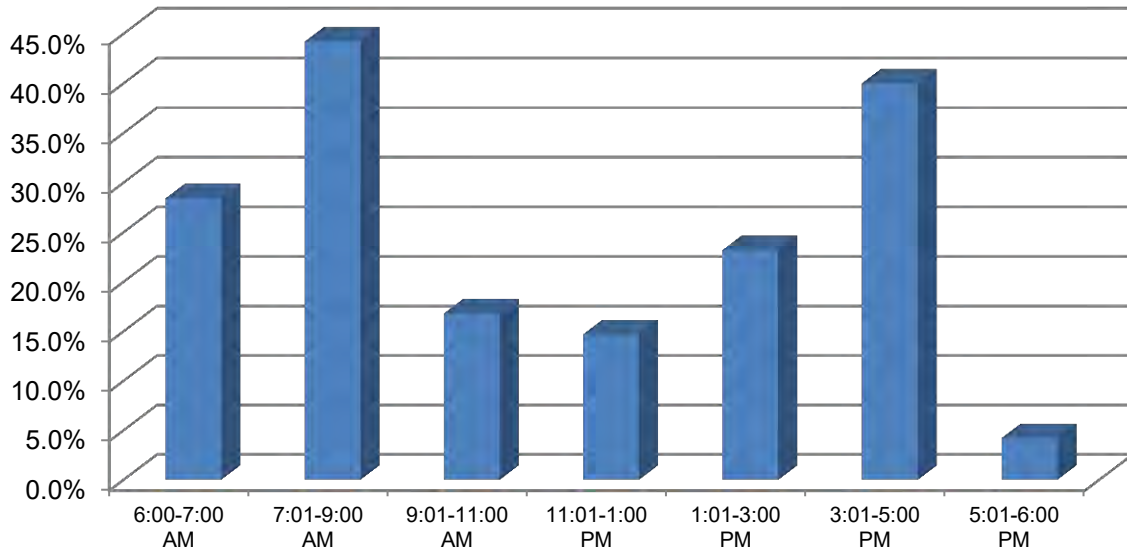
Question 11:

About how long (in minutes) will your trip take from your front door to your final destination (including transfers)?



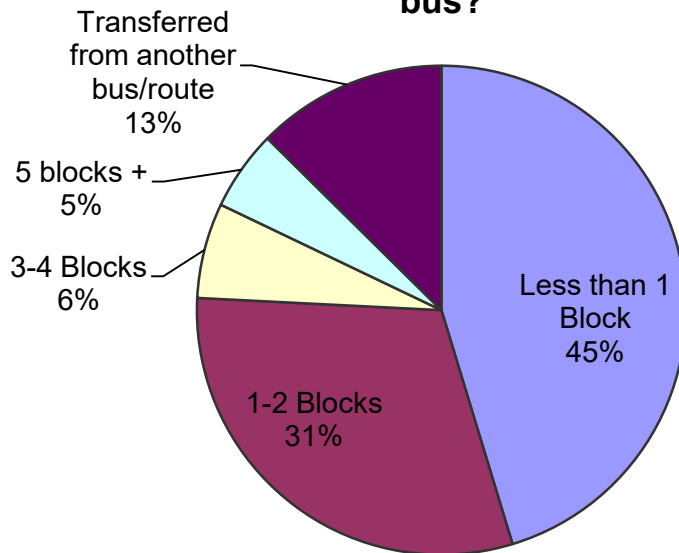
Question 12:

What times of day do you most often use Fond du Lac Transit?



Question 13:

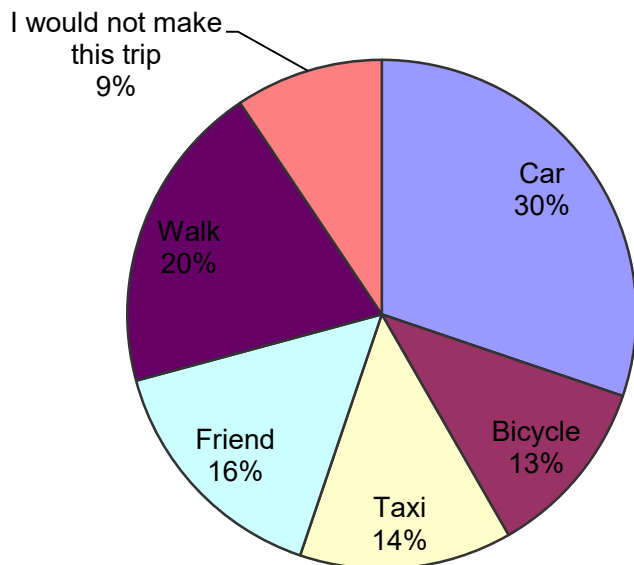
How far did you come to get to the bus stop for this bus?



Answer Options	Response Percent	Response Count
Less than 1 Block	45.3%	43
1-2 Blocks	30.5%	29
Transferred from another bus/route	12.6%	12
3-4 Blocks	6.3%	6
5 blocks +	5.3%	5

Question 14:

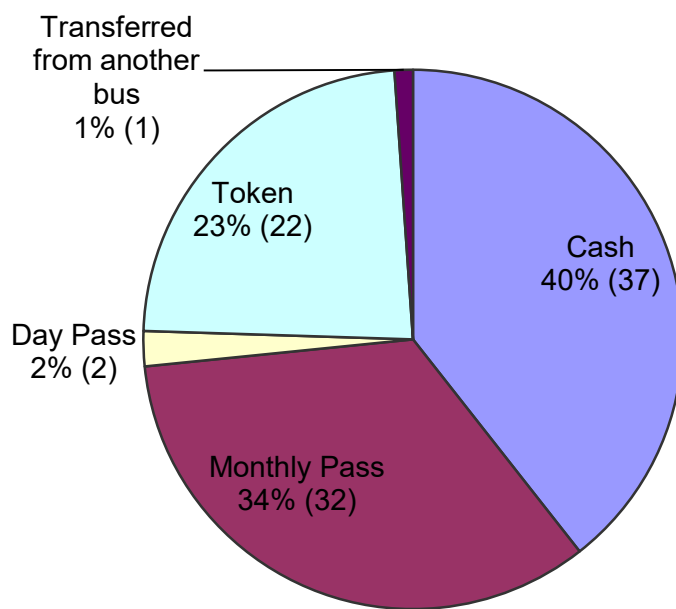
If FDLAT were not available, how would you make this trip?



Answer Options	Response Percent	Response Count
Car	30.2%	29
Walk	19.8%	19
Friend	15.6%	15
Taxi	13.5%	13
Bicycle	11.5%	11
I would not make this trip	9.4%	9

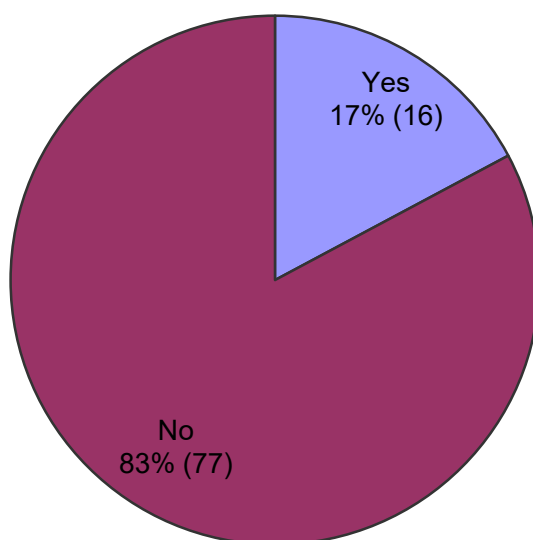
Question 15:

How will you pay your fare on this bus today?



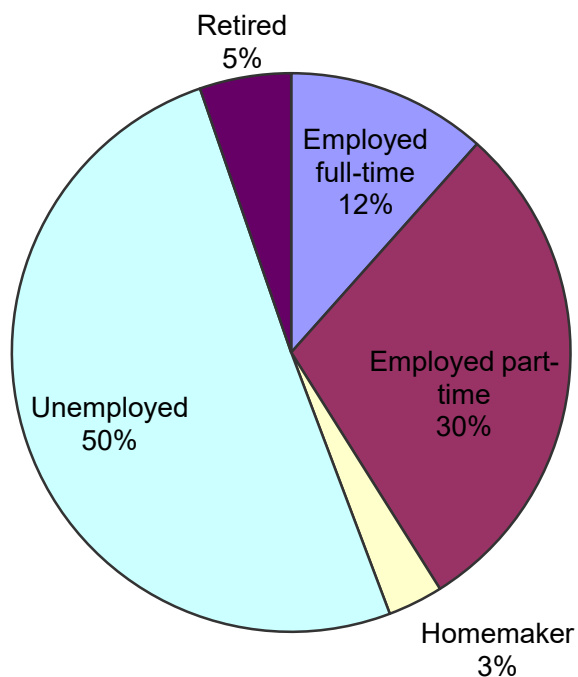
Question 16:

Do you use Senior or Disabled discounts?



Question 17:

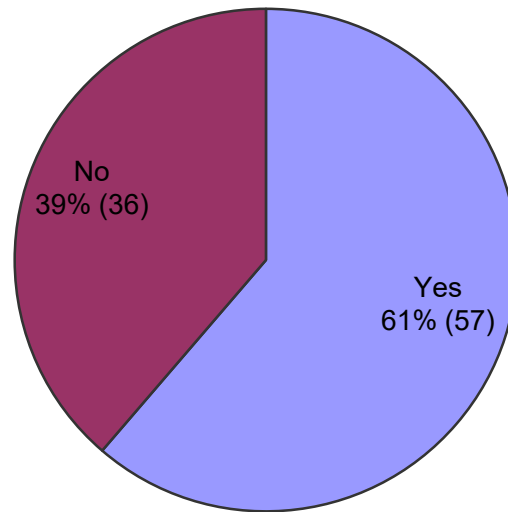
Are you presently?



Answer Options	Response Percent	Response Count
Unemployed	50.5%	48
Employed part-time	29.5%	28
Employed full-time	11.6%	11
Retired	5.3%	5
Homemaker	3.2%	3

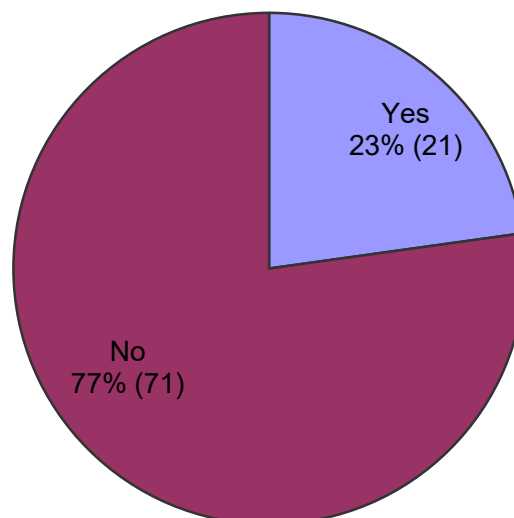
Question 18:

Are you a student?



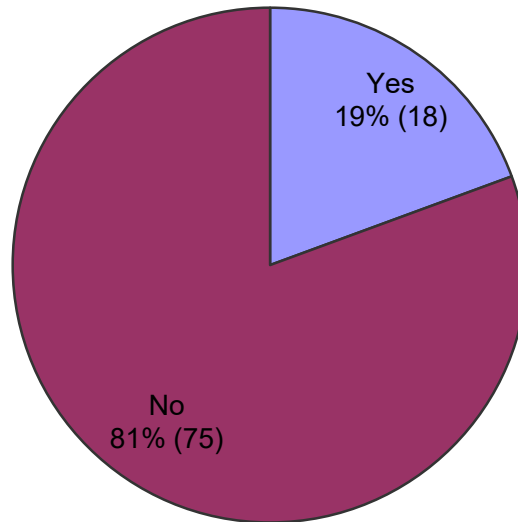
Question 19:

Was a motor vehicle available to you for this trip today?



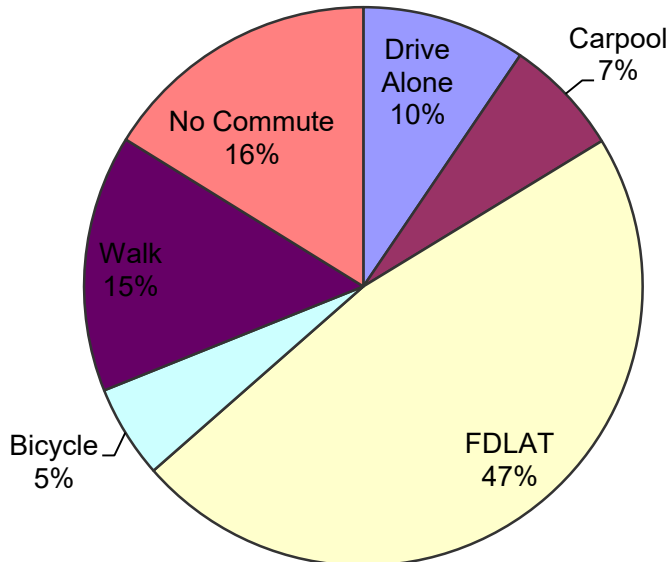
Question 20:

Do you have a currently valid driver's license?



Question 21:

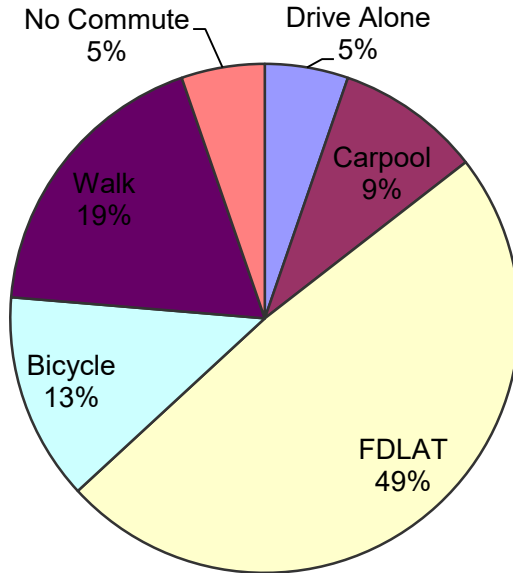
Which is your main mode of transportation for work?



Answer Options	Response Percent	Response Count
FDLAT	47.3%	35
No Commute	16.2%	12
Walk	14.9%	11
Drive Alone	9.5%	7
Carpool	6.8%	5
No Commute	16.2%	12

Question 22:

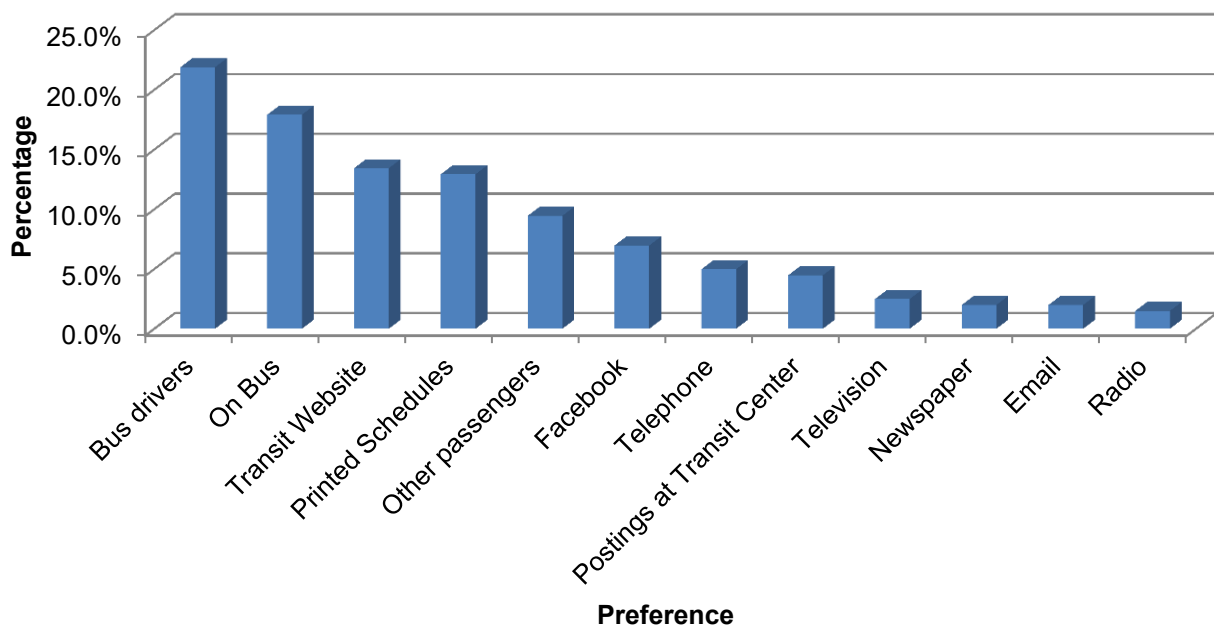
Which is your main mode of transportation for purposes other than work?



Answer Options	Response Percent	Response Count
FDLAT	48.7%	37
Walk	18.4%	14
Bicycle	13.2%	10
Carpool	9.2%	7
Drive Alone	5.3%	4
No Commute	5.3%	4

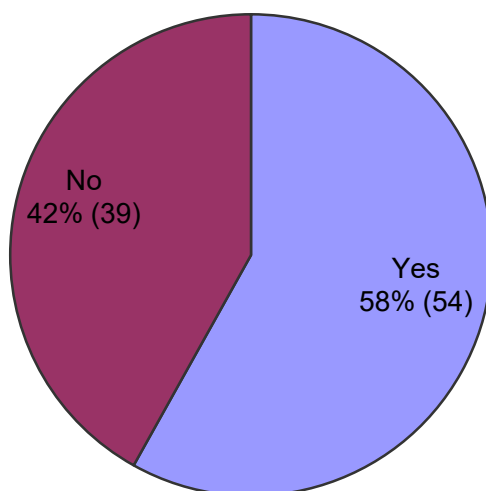
Question 23:

What are your top 3 choices to get information on Fond du Lac Area Transit?



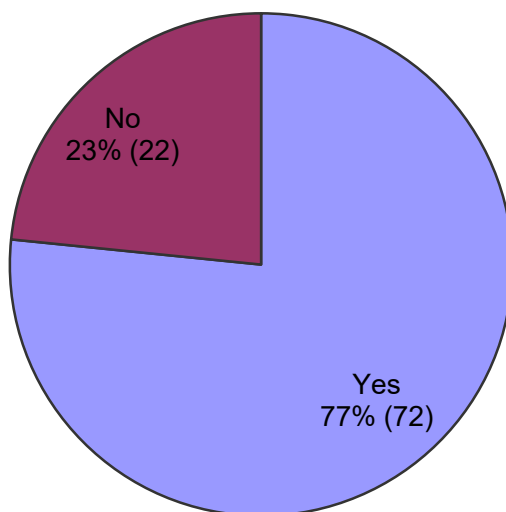
Question 24:

Do you have a smartphone?



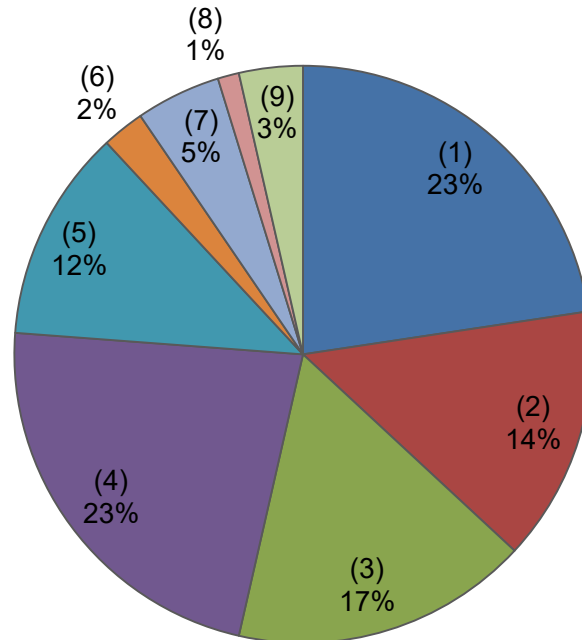
Question 25:

Do you have a phone that allows text messages?



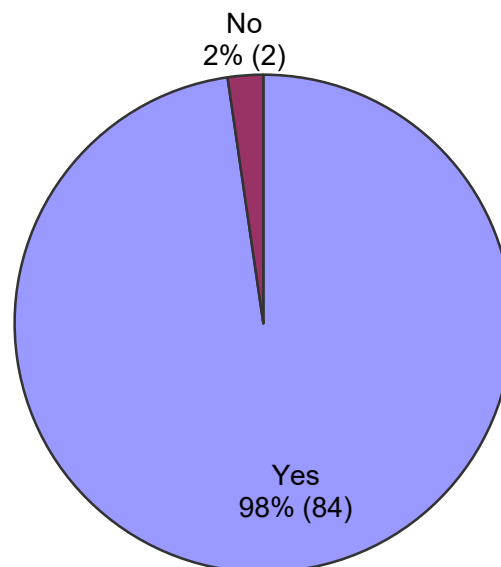
Question 26:

How many people (adults and children) live in your household?



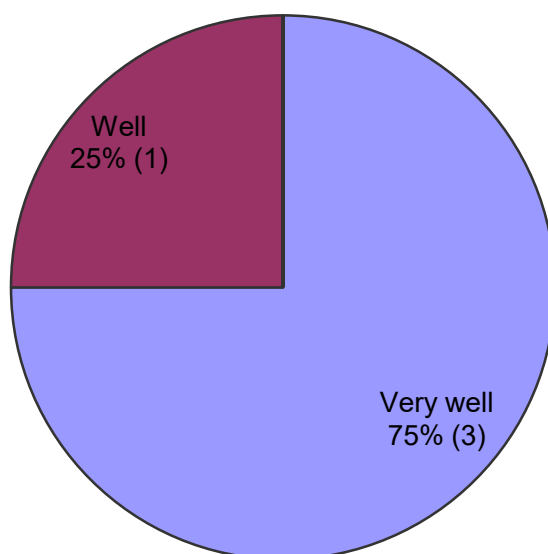
Question 27:

Is English your primary language?



Question 28:

If no to #27, how well do you understand the English language?



Question 29:

What do you like best about Fond du Lac Area Transit?

- Get to school
- It's convenient when I don't have a ride.
- Convenient for getting heavy items home
- It gets me place to place
- I get to see friends.
- Friendly drivers
- Everyone is so kind.
- Friendly people
- They are always on time
- The new benches.
- Professional and friendly drivers
- It's easy.
- The bus drivers friendliness
- Pick up is close to home
- That we have a bus service
- Gets me places
- Timely
- It gives me a ride to and from school when I have no ride
- Gets me to my destinations
- People, drivers, goes where I need

- The drivers welcome you onto the bus.
- Nothing
- It takes me to my destination.
- I get to school and to see friends.
- It has wheels.
- Some of the riders
- It takes me where I need to go.
- Easy, reliable
- It takes me to school.
- It is fast.
- Reliable
- It takes me where I need to go.
- It's clean.
- Cheap
- Kim the driver
- They mostly come on time.
- It gets me where I need to go.
- I don't know.
- Friendly drivers, transportation option, meet new friends
- Fast
- The bus drivers
- Friendly drivers
- I can get to school.
- How nice they are.
- Easy transitioning between routes
- Friendliness of the drivers and passengers
- The people
- Meeting people
- It takes me places
- I like talking to the drivers.
- Cost
- That I can get home from school
- Easy
- Convenient
- Gets me where I need to go.
- I can get to where I need to go
- Reliable
- Drivers
- Good People
- The time schedule.
- Punctuality
- The drivers
- Able to get around
- It takes me where I need to go.
- So far we have had helpful friendly drivers.
- Buses are handicapped accessible

- It gets me where I need to go for medical reasons I have mental illness and have problems socializing so I go to the healthcare center to be with people. If I didn't have the bus I would have to stay home and that would make me sick mentally.
- Friendly staff.
- I live in the middle so I can catch either bus, helpful when I miss the 35...I can still get back up to Main and catch the 40
- Works with my daily schedule.
- My bus drops me off in front of my place of employment
- The rides, people, and bus drivers
- Nice drivers.

Question 30:

What would you like to see Fond du Lac Transit improve?

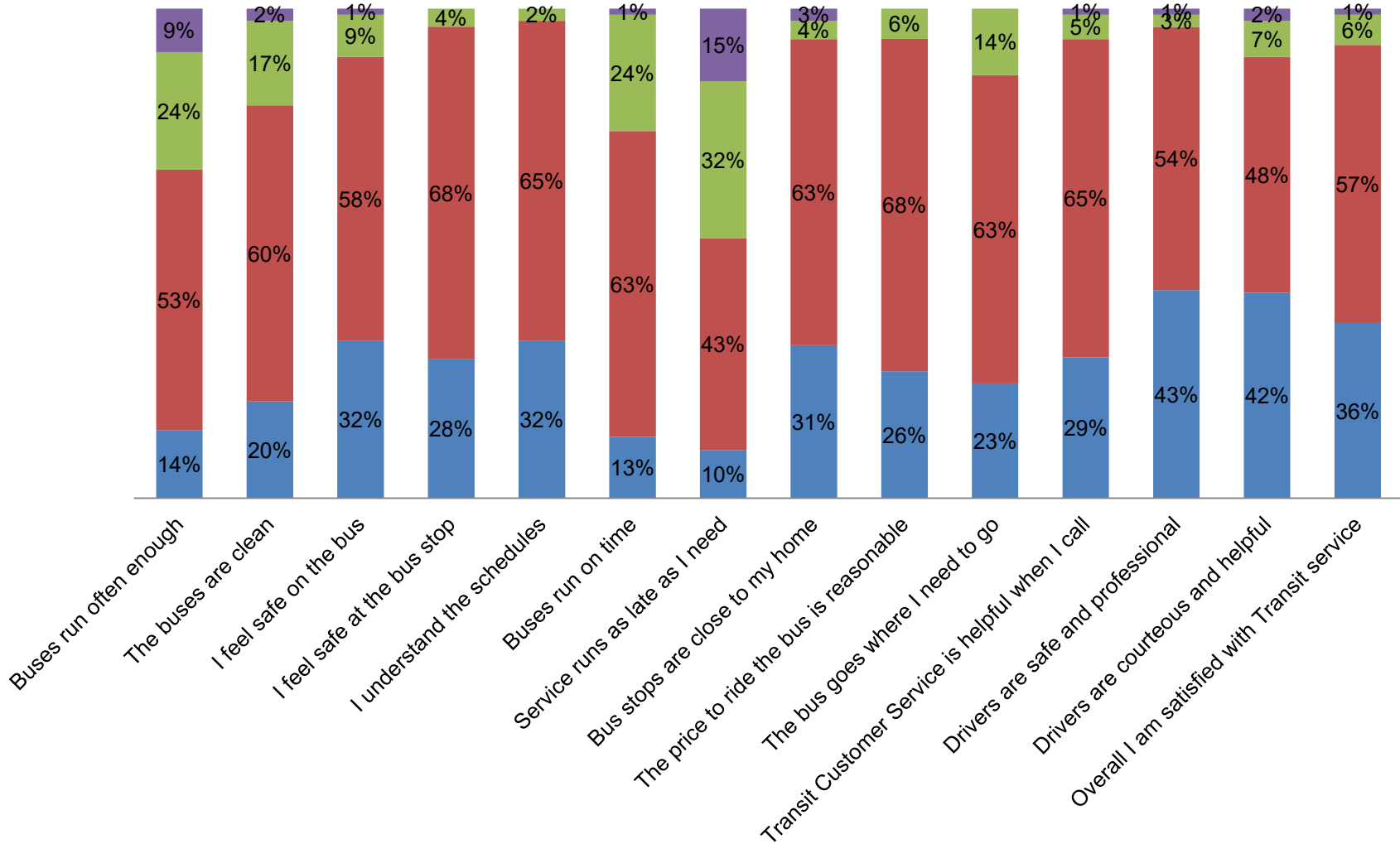
- Weekends
- I would like to see expanded routes to Menards, Aldi, Festival, etc.
- Better drivers
- No cussing!
- No smoking
- Time
- The time.
- More buses and every 30 minutes
- Run Saturday and Sunday
- Bigger buses
- Yes weekend
- Increase times to 30 minutes instead of one hour
- Yes
- Later hours - Saturday hours
- Not being late
- Saturday service
- Work on the weekends
- Nothing
- Less noise
- Bus drivers
- The way they let the high school student's act sometimes and don't do anything about it.
- Nothing
- Go faster
- I don't know.
- Nothing
- I don't know.
- Cleaner buses
- Available on the weekends
- Buses running until 7-8 PM.
- Nothing really.
- Bigger busses
- Time and run on the weekends.
- To not be stopped by the trains

- Weekend service
- I don't know.
- 1/2 day Saturday AM
- Nothing
- I like it the way it is.
- Saturday routes
- Buses run longer
- More seats so people won't have to stand
- Cleaner buses and weekend service
- Saturday operation
- Nothing, it's pretty good.
- Nothing
- Safer driving and nicer bus drivers
- Be early on bad weather days.
- Run on weekends and longer service past 6:00pm
- More routes
- Nothing
- Weekend buses
- Bus Driver Courtesy
- Weekend hours
- Saturday Drivers
- Later Buses
- Nothing
- Service run on weekends.
- Some driver's attitudes
- Weekends (Saturdays)
- Saturday Service
- Nothing
- I think the bus should run more into the evenings if able. I think people without a car would like to be able to get places in the evening as well as daytime.
- There's more extra bus routes during after school time
- Either longer working hours or running on weekends.
- Less time between routes.
- Saturday service, better control of the school kids, run until at least 7pm on the weekdays. Shopper shuttle-direct to mall/Walmart; a "cross the street" option i.e. from mall to Walmart etc. Not free perhaps but not full fare either.
- Buses operating later than 5:00 and on weekends.
- I would like the bus to run at night and on weekends
- If it ran on weekends and after 6:30pm
- Some drivers are good at it, but some should work on calling out the stops so people know their coming up (blind people in particular.)

Question 31:

Do you agree or disagree with the following related to FDLAT?

Strongly Agree Agree Disagree Strongly Disagree

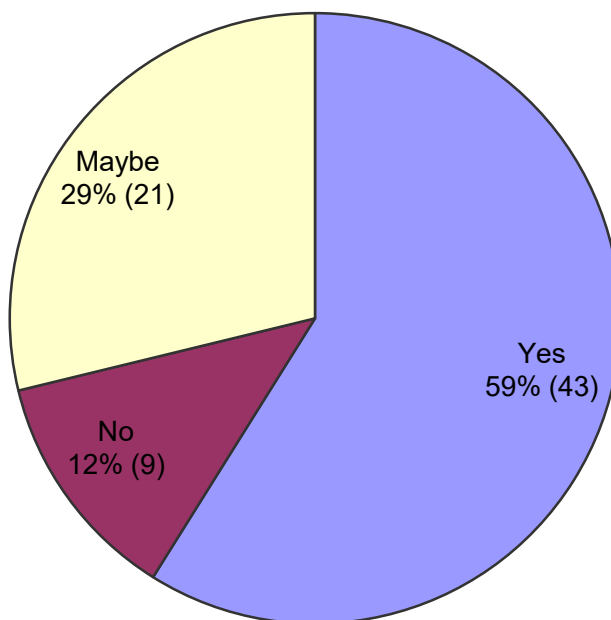


Responses for Question 31 above:

Answer Options	Strongly Agree	Agree	Disagree	Strongly Disagree	Response Count
Buses run often enough	13.92%	53.16%	24.05%	8.86%	79
The buses are clean	19.75%	60.49%	17.28%	2.47%	81
I feel safe on the bus	32.10%	58.02%	8.64%	1.23%	81
I feel safe at the bus stop	28.40%	67.90%	3.70%	0.00%	81
I understand the schedules	32.10%	65.43%	2.47%	0.00%	81
Buses run on time	12.50%	62.50%	23.75%	1.25%	80
Service runs as late as I need	9.88%	43.21%	32.10%	14.81%	81
Bus stops are close to my home	31.25%	62.50%	3.75%	2.50%	80
The price to ride the bus is reasonable	25.93%	67.90%	6.17%	0.00%	81
The bus goes where I need to go	23.46%	62.96%	13.58%	0.00%	81
Transit Customer Service is helpful when I call	28.75%	65.00%	5.00%	1.25%	80
Drivers are safe and professional	42.50%	53.75%	2.50%	1.25%	80
Drivers are courteous and helpful	41.98%	48.15%	7.41%	2.47%	81
Overall I am satisfied with Transit service	35.80%	56.79%	6.17%	1.23%	81

Question 32:

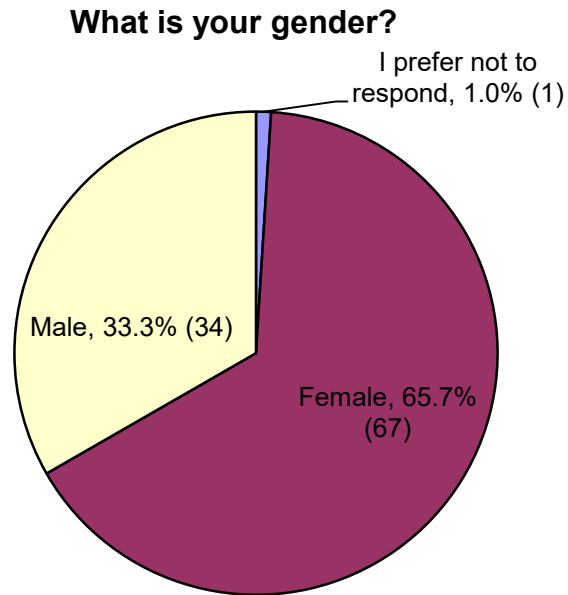
**Would you use a regional transit system if one was in place?
Transportation to Oshkosh, Appleton or Green Bay.**



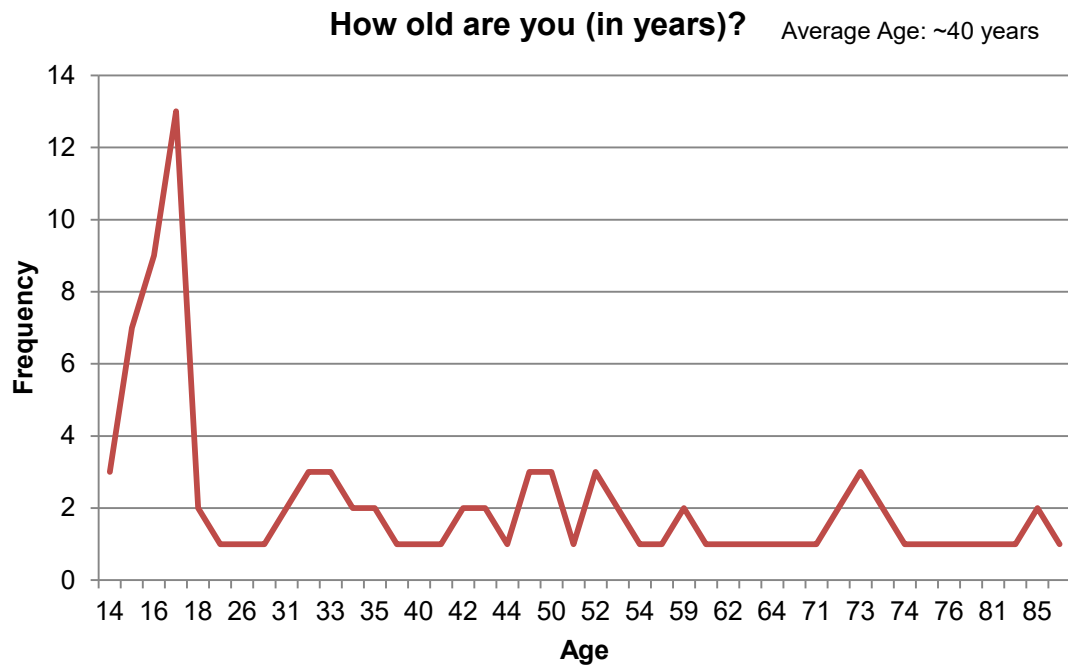
Transit Non-User Survey Summary

Wednesday, May 20, 2015

Question 1:

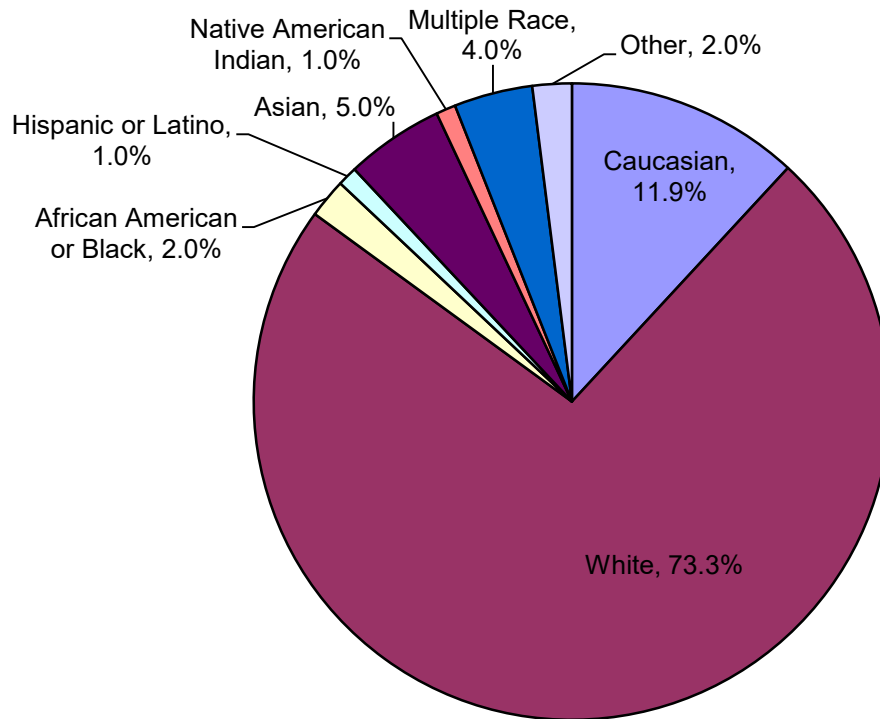


Question 2:



Question 3:

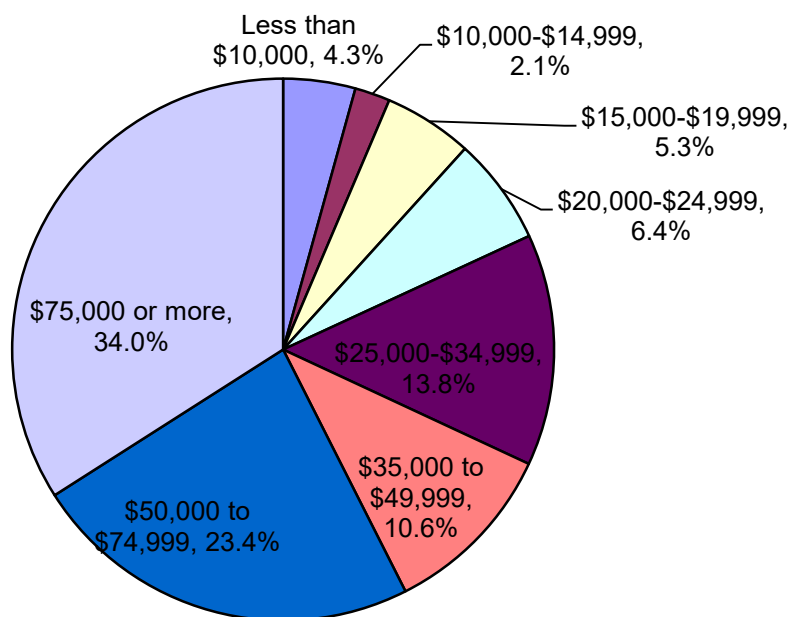
Please select the race or ethnicity that best describes you.



Answer Options	Response Percent	Response Count
White	72.6%	69
Caucasian	11.6%	11
Asian	5.3%	5
Multiple Race	4.2%	4
African American or Black	2.1%	2
Other	2.1%	2
Hispanic or Latino	1.1%	1
Native American Indian	1.1%	1

Question 4:

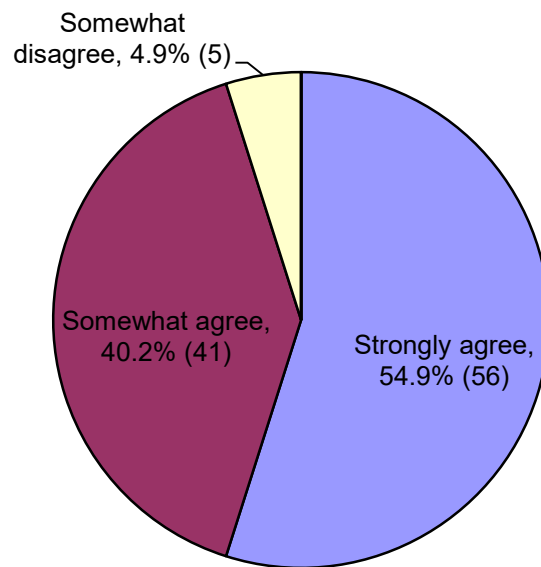
What is your household's (combined) annual income?



Answer Options	Response Percent	Response Count
\$75,000 or more	34.0%	32
\$50,000 to \$74,999	23.4%	22
\$25,000-\$34,999	13.8%	13
\$35,000 to \$49,999	10.6%	10
\$20,000-\$24,999	6.4%	6
\$15,000-\$19,999	5.3%	5
Less than \$10,000	4.3%	4
\$10,000-\$14,999	2.1%	2

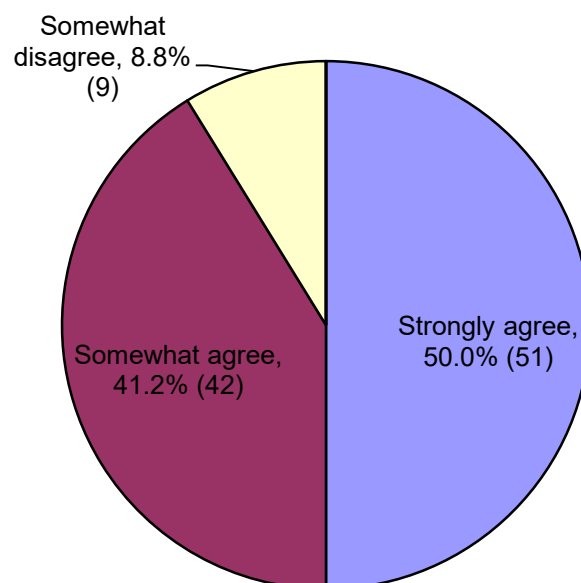
Question 5:

Fond du Lac Area Transit provides a valuable and necessary transportation service to the community.



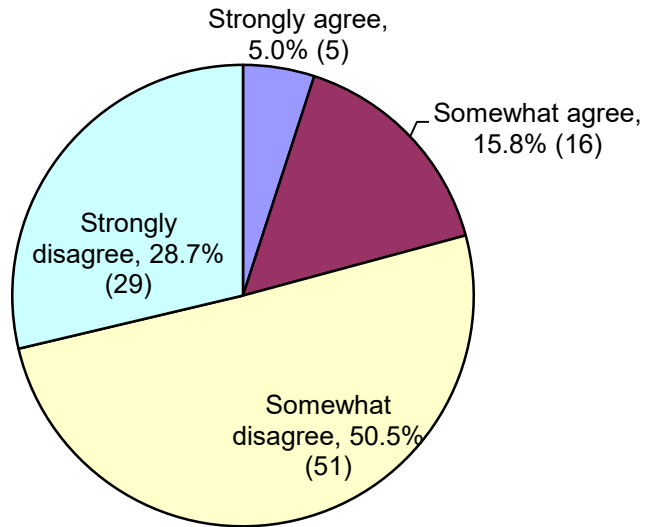
Question 6:

Fond du Lac Area Transit is important for the local economy.



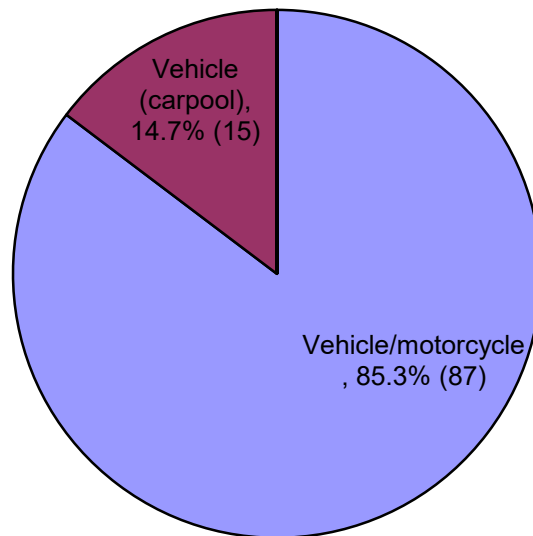
Question 7:

Fond du Lac Area Transit is only for those who cannot afford a car.



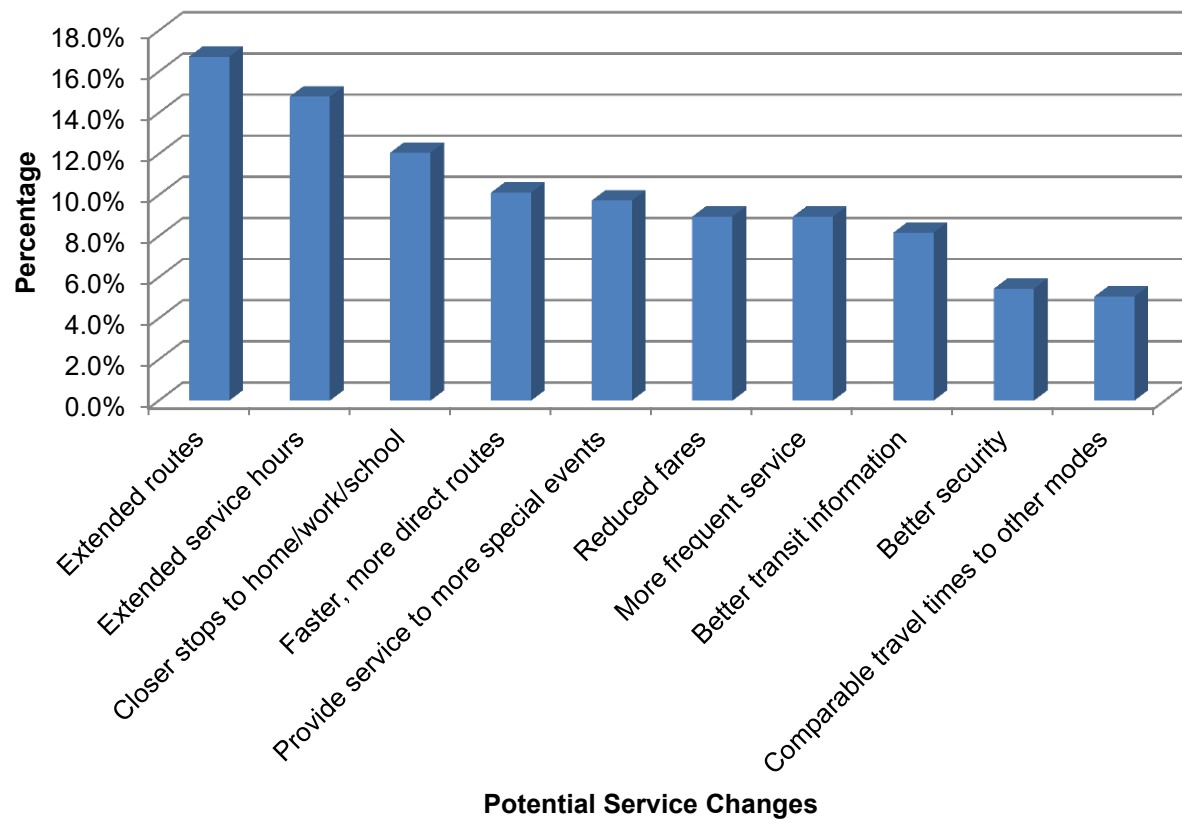
Question 8:

What method of transportation do you use most often for traveling around the City of Fond du Lac?

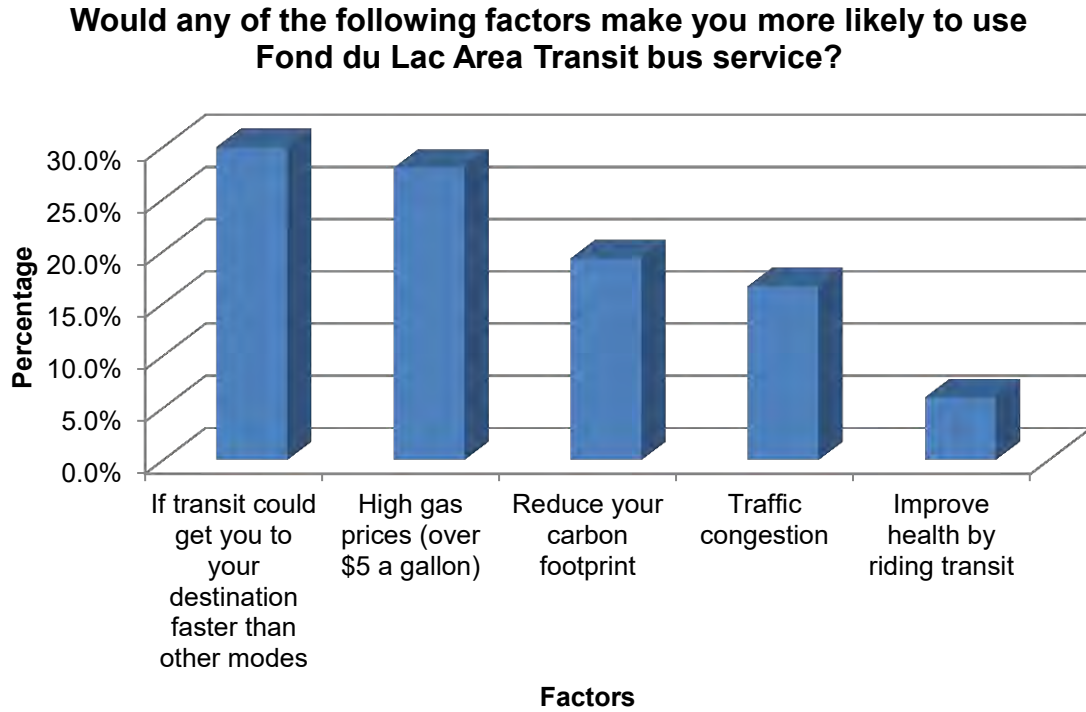


Question 9:

What change(s) in service could Fond du Lac Area Transit implement to get you to ride the bus?

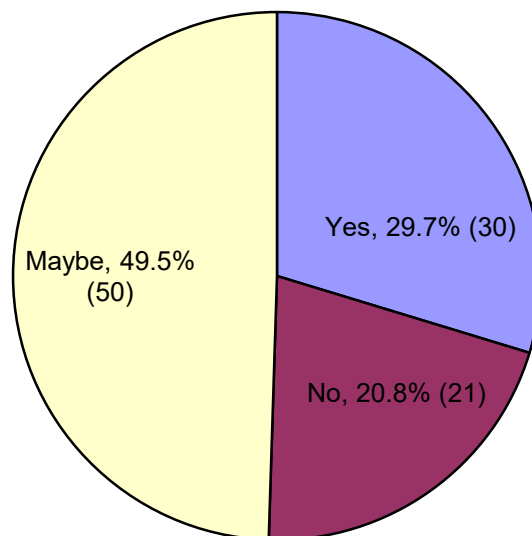


Question 10:



Question 11:

Would you use a regional transit system if one was in place? Transportation to Oshkosh, Appleton or Green Bay.



Bus Driver Survey Summary

Question 1:

The following is a list of possible complaints passengers may voice to bus operators. Please rank the five (5) complaints you hear most frequently from 1 to 5 (with 1 referencing the most frequent complaint).

- | | |
|---|--------------------------------------|
| _____ fare is too high | _____ bus leaves stop too early |
| _____ passengers cannot get information | _____ route or destination not clear |
| _____ infrequent service | _____ bus is not clean |
| _____ bus schedule too hard to understand | _____ no bus shelters/benches |
| _____ bus doesn't go where I want | _____ bus is not comfortable |
| _____ eating or drinking on the bus | _____ need later evening service |
| _____ bus is late | _____ need more weekend service |
| _____ smoking on bus | |
| _____ OTHER (specify) _____ | |

Responses:

Responses (1 = highest complaint; 5 = lowest complaint)

Answer Options	1	2	3	4	5
need more weekend service	6	1	0	0	0
bus doesn't go where I want	0	0	2	0	4
need later evening service	0	2	1	1	1
infrequent service	0	2	3	0	0
bus schedule too hard to understand	0	1	1	1	1
bus is late	0	1	0	3	0
no bus shelters/benches	1	0	0	0	0

Seven out of these fifteen complaints were selected as the most common; these were:

- Need more weekend service
- Bus doesn't go where I want
- Need later evening service
- Infrequent service
- Bus schedule is too hard to understand
- Bus is late
- No bus shelters/benches

Of these seven, the number one complaint was for the need for more weekend service.

Question 2:

What is your opinion of these complaints? Are any of them valid? If so, which ones?

Need more weekend service
I think passengers just don't take the time to read bus schedules and some passengers just complain for no reason.
Can't help but to agree that a lot of people need to shop on Saturdays; Also many people who ride, work retail on Saturdays; Many riders get confused with the staggered routes; I believe many riders don't understand which buses connect to which routes (transfers)
I think it would be nice to see some sort of limited service (like just routes 40 and 60) for a half-day on an occasional Saturday to help those who need to go to Wal-Mart or Goodwill a chance for 1-2 Saturdays a month but I'm not sure if the ridership can justify the costs.
1) is valid, however no funding 2) nothing can be done about trains and detours 3) funding 4) funding 5) funding
All complaints valid, but we need more money if we want to expand service.
Shelters-could use more because of bad weather; benches and stops not cleared of snow in winter; Saturday service is frequently mentioned; 1/2 hour service is mentioned (all routes) and to Aurora Clinic.

Summary of complaints:

- Weekend service needed at some capacity
- Increase funding (all around) to address service needs
- ½ hour service for all routes

Question 3:

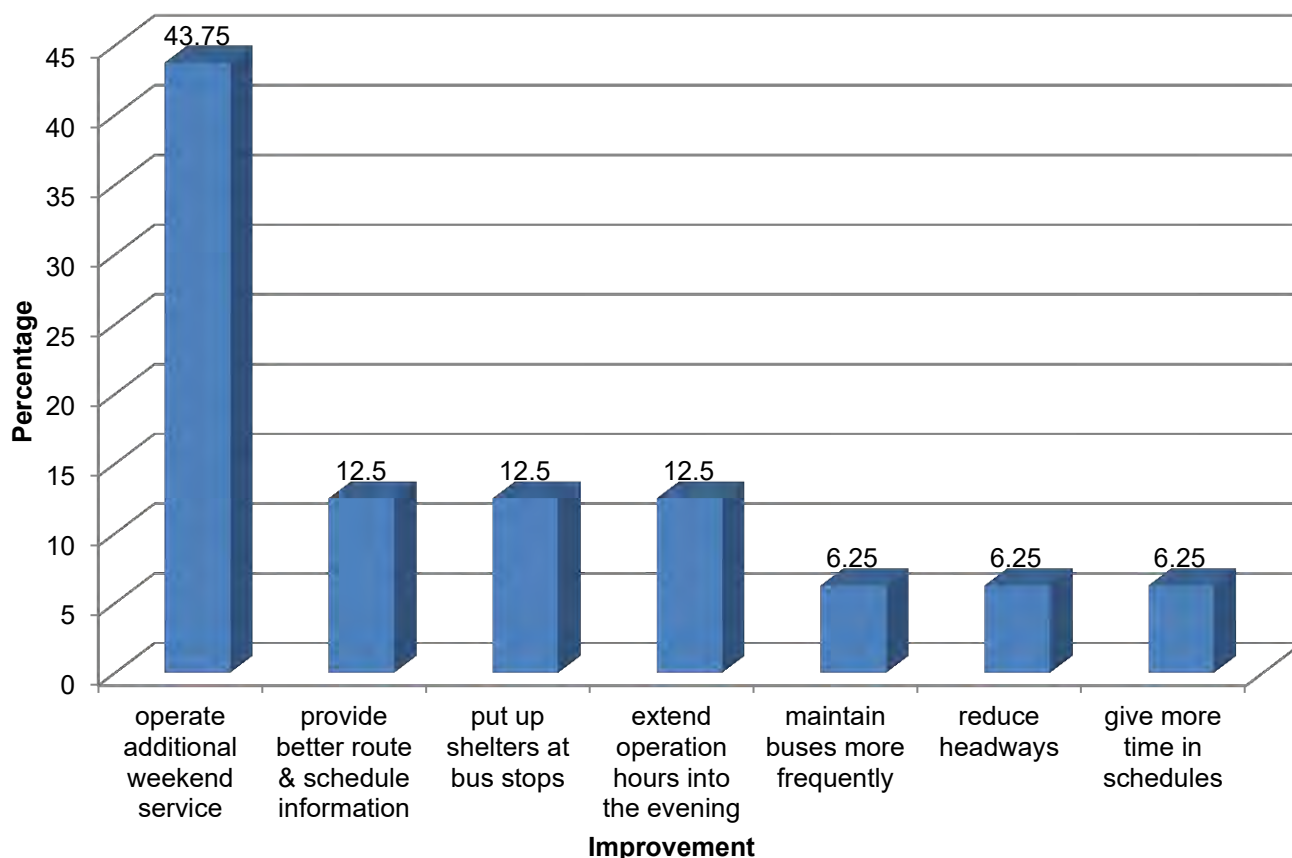
What is the most frequent positive comment you get from the traveling public?

Thankful we have transit
friendly service and friendly drivers
The simple "thank you" as most of all the riders alight. Of course immediately following a "you're welcome".
That the bus drivers are friendly and to the regular riders they seem like an extension of the family. That's really nice to hear.
Drivers are helpful; good to have bus service in a smaller city; new benches are very nice
They are glad for the service we have.
Appreciate that Fond du Lac has a transit system; also like the lower step-in buses.

Summary of comments:

- Appreciative of transit service
- Friendly drivers and service
- Appreciate low-step buses
- Appreciate new benches at stops

Question 4:

Top list of improvements which could be made to transit system:

Question 5:

Do you know of any safety problems on any routes? Please Describe.

Have to be careful on all of the routes.
No
Route 35-intersection of CTH V at Fond du Lac Ave (should be a stop sign for Fond du Lac Ave traffic; Arndt Street at N Peters Ave should also be a stop sign for traffic (Route 60)
Some bus stops are difficult to see from the road (obscured by trees, parked cars, offset from curb, etc.) making it a challenge to see those waiting for a ride (
Water boxes sticking out above grade at Festival/Johnson St crossing stop; also at Scott/Peters stop there is a stop tripping hazard
bus stops not cleared during winter, vehicles running 4-way stop at Rees and Macy, transfer area street and sidewalks not cleared of snow until nearly 3 hours after start of service (very slippery for passengers)

Summary of Safety Concerns:

- Route 35 – County Highway V and Fond du Lac Ave
- Route 60 – Arndt St at N Peters Ave
- Transfer Zone – winter snow removal/ice
- Sight lines to better see passengers at stops

Question 6:

Are there any schedules or parts of schedules which are difficult to maintain? If yes, which routes? Are there any routes which should be modified in any way? If so, what would you recommend?

Yes, Routes 20 and 60; Route 20 should be modified somehow.
No
Yes, Route 35 and Route 60; Route 35 from Pioneer Road: no right turn on Martin Ave, keep straight on Pioneer Rd directly to CTH V; also no right turn on 11th Ave from Fond du Lac Ave (go directly to 4th Ave on Fond du Lac Ave);
No, but biggest challenge is dealing with trains which is beyond our control. It would be nice if route 55 could be changed to allow it to cross the railroad tracks only once per run instead of twice.
No
Yes, Route 55 when we hit the tracks twice with train delays; Route 60-we need to get to Walmart and Target every 30 minutes; this area is the "new mall"; Route 55 if we could change route to cross railroad tracks only once.
Yes-Routes 60 and 55 with trains and after 9 am due to traffic on all routes; Route 20 is too long; Would like to see Route 20 modified.

Summary of potential changes:

- Route 55: crossing railroad tracks twice
- Route 60: more frequent service to Target and Wal-Mart
- Route 35: from Pioneer Road: no right turn on Martin Ave, keep straight on Pioneer Rd directly to CTH V; also no right turn on 11th Ave from Fond du Lac Ave (go directly to 4th Ave on Fond du Lac Ave)
- Route 20: too long; consider modifying

Question 7:

In your opinion, is night service necessary? If yes, how late do you think service should operate?

Two out of seven drivers where in favor of extended evening weekday service

Question 8:

In your opinion, is weekend service necessary? If yes, which days would you add?

Six out of seven drivers were in favor of adding weekend service at some capacity; mostly for Saturdays only.

Question 9:

If you could change anything to make buses more attractive to the public, what would be the FIRST thing you would change?

I think the buses look good now.
Add another route
I think our buses are very attractive throughout. The current "wraps" are very eye appealing; more colors would be nice like red or maybe yellow or a fluorescent type color to attract more attention.
Expand service to include a couple Saturdays a month. Maybe have funding shared by those businesses that benefit mostly by its like Wal-Mart, Pick N' Save, etc.
I like the new bus wraps.
Improve Transfer Area with enclosed-heated shelter and better shelter areas on other routes

Summary of Changes:

- drivers like the bus advertising wraps
- expand service to local businesses such as Wal-Mart and grocery stores
- Improve Transfer Zone with enclosed heated shelters and additional bus shelters on other routes

Question 10:

Are there any other comments that would be helpful to us?

I believe that every driver should wear the exact same uniform (i.e. same exact shirt type and color, same exact pant color, same color shorts in summer and/or short/long sleeves; every driver wears an official transit badge pinned to the shirt; I believe the riders would feel more "peace of mind" with consistency of authority.
I'm not sure if there are any "free ride" promo days, but that may help to increase community awareness and support of us. Are the buses used for some kind of free shuttle service for any annual event like the County Fair, Walleye Weekend, etc. (or maybe even over New Years to help curb drinking and driving?) This may also help to expand awareness and show others in the community this is their bus and their service, not only for a small minority of riders.

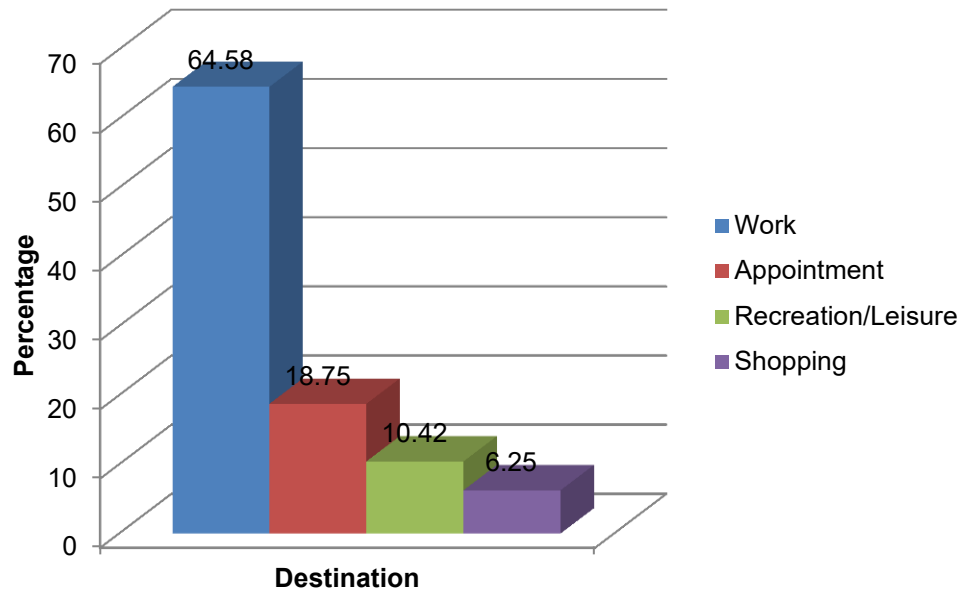
Summary:

- continuity of driver uniforms
- add free promo days to increase community awareness and try shuttle service for events such as Walleye Weekend, Fond du Lac County Fair, New Year's Eve

JOBTRANS Shared Ride Taxi Survey Summary

Question 1:

What is the purpose of your trip today?



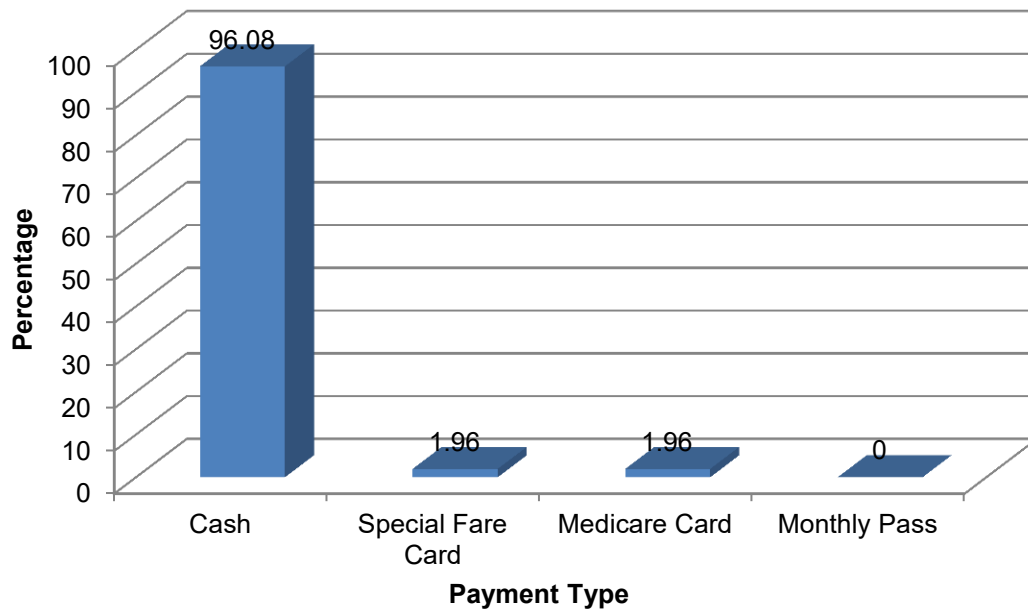
Question 2:

Where are you going?

Responses		
Camelot Drive	Aspen Dental	Second home
YMCA	Boda's Restaurant	Save-A-Lot Foods
Boda's Restaurant	Work	Wal-Mart for haircut
Work	East 1 st Street	Home
Doctor	Thurke Ave	Home
Service Master	Home	
3 different locations	Work	
Habitat for Humanity Restore	Aurora	
Shining Start Woodlands	Work	
Work	Work at Applebee's	
Home	Boda's Restaurant	
Work	Thurke Ave	
Home	Work	
Home	Girlfriend's house	
Shining Starts North Fond du Lac	Doctor appointment	
Home	Hospital	
Taycheedah Correctional Institute	Friend's place	
Home	Ozburn-Hessey Logistics	
Home	West Johnson Street	
Woodlands Senior Park	Home	

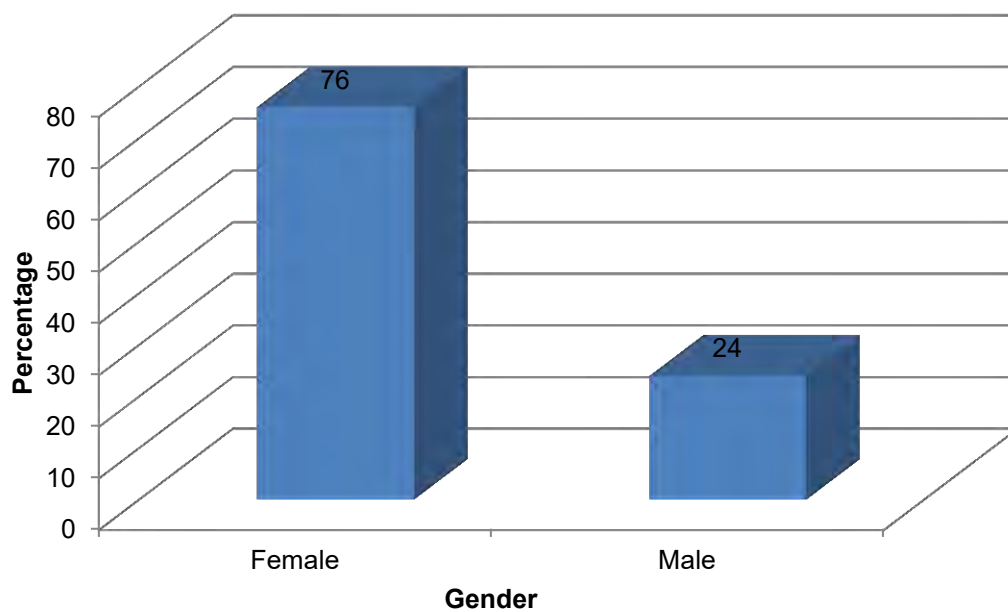
Question 3:

How are you paying for this trip?



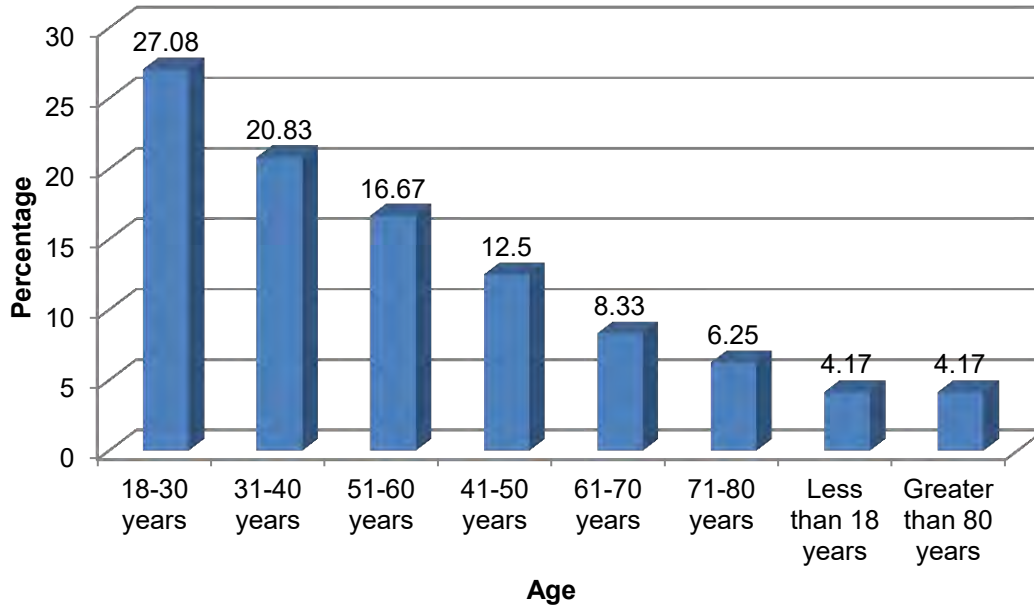
Question 4:

What is your gender?



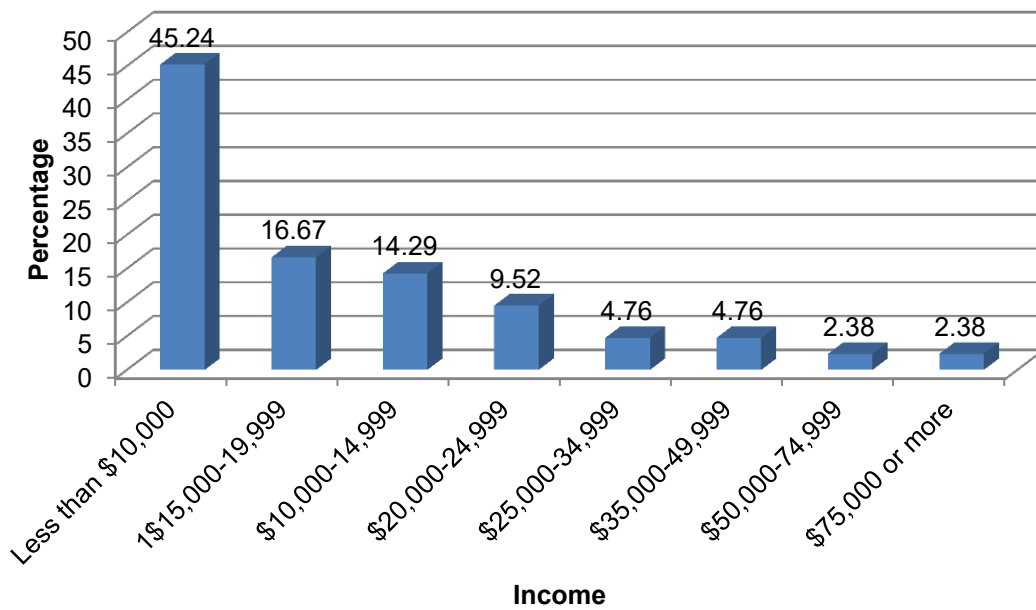
Question 5:

What is your age?



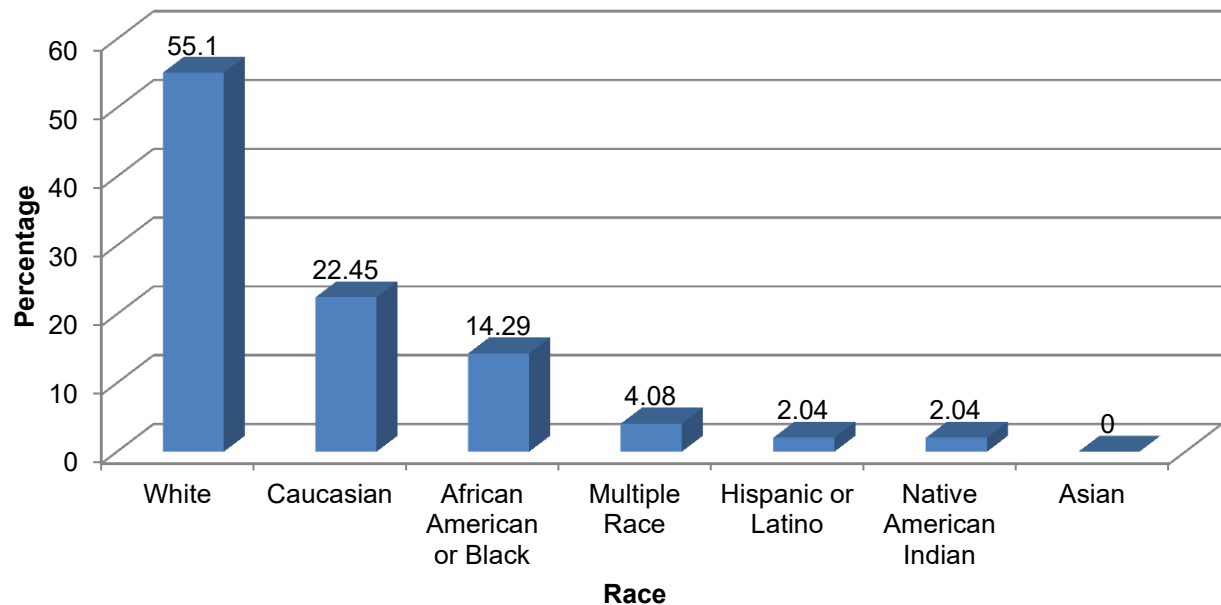
Question 6:

What is your household's (combined) annual income?



Question 7:

Do you consider yourself:



Question 8:

Please list your top three (3) destinations you would like to access with public transit in your area:

1 st Choice:	2 nd Choice:	3 rd Choice:
Work	North Fond du Lac bank	Store
Work	Home	Store
Doctor	Home	Home
Work	Work	Westnor
Wal-Mart	Wal-Mart	Store
Restaurants	Menards	Restaurants
Church	Park	Festival Foods
Wal-Mart	Shopping	Random places
Work	Mall	Lakeside Park
Work	Home	Random places
Work	Home	Festival Foods
Ashwood Grove	Home	Restaurants
Home	Wal-Mart	Laundry
Taycheedah Correctional Institute	Work	Paying bills
Work	Home	Gas station
Work	Mall	Doctor
Lakeside Park	Grocery	Home
Mall	Store	Restaurant/bar
Medical	School	North Fond du Lac
Work	Restaurant/bar	Friend's house

1 st Choice:	2 nd Choice:	3 rd Choice:
Restaurant	Church	Friends
Work	Store	N/A
Work	Store	Store
Medical	Wal-Mart	
Work	North Fond du Lac	
Work	Hospital	
Work	Store	
North Fond du Lac	N/A	
Stores	Mom's home	
Work	Mom's home	
Gamestop	home	
Home		
School		
School		
Work		

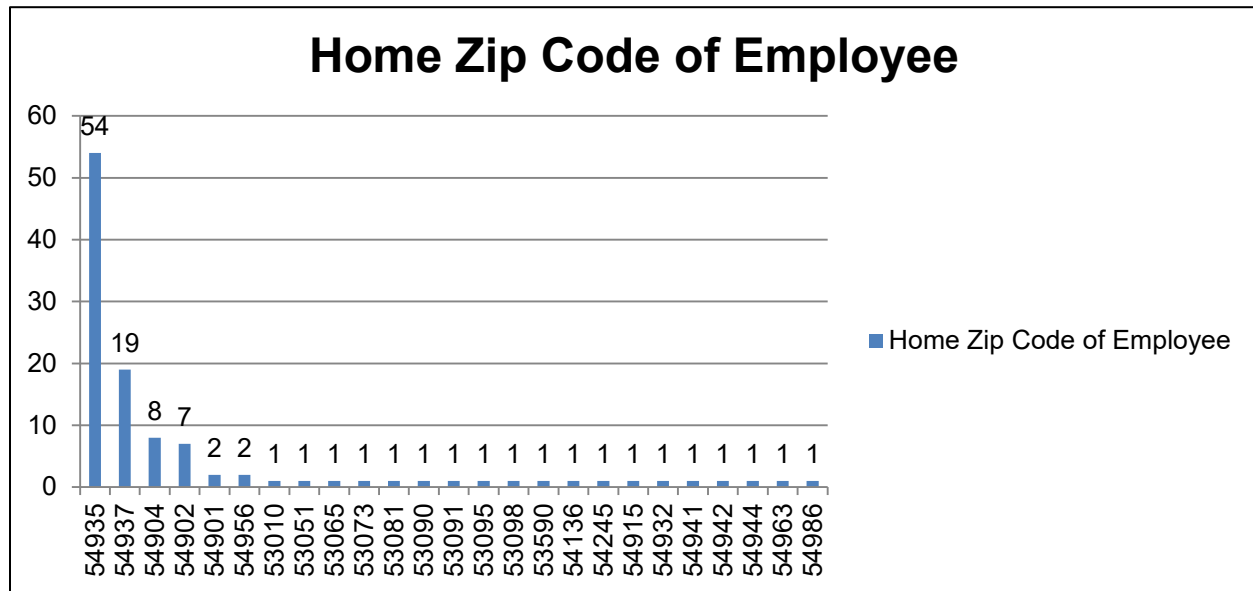
Question 9:

Additional Comments:

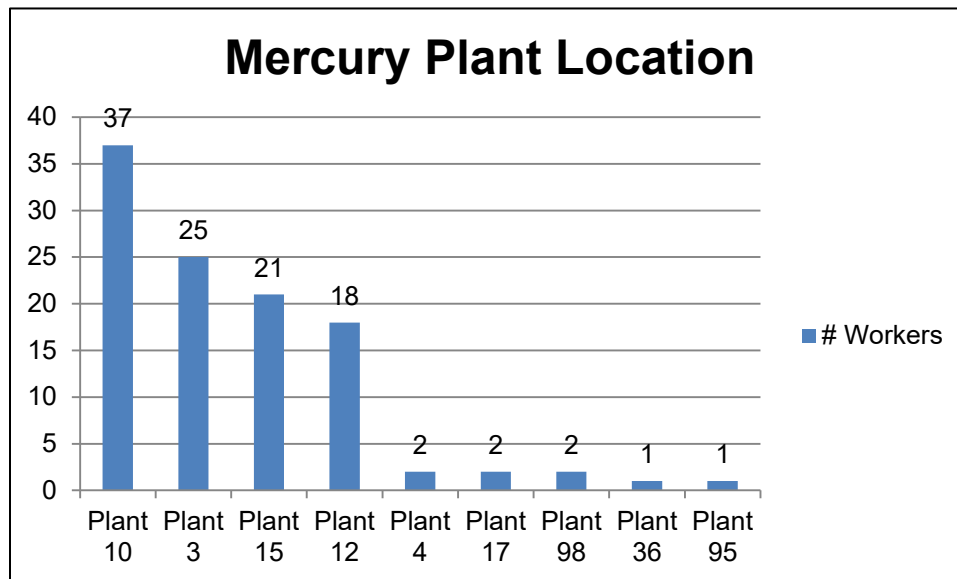
Comment
Always great drivers in mornings!
Great Work!
You guys are doing great! Good service and timing.
Great drivers!
I've used JobTrans for years even when I worked at Brooke's and Action Advertiser. It helps a lot.
No complaints
I would like the JobTrans service area to be larger and on the weekends.
None
None
Budget Cab is my go-to company; the only one I use.
None

Mercury Marine Transit Survey Results Summary

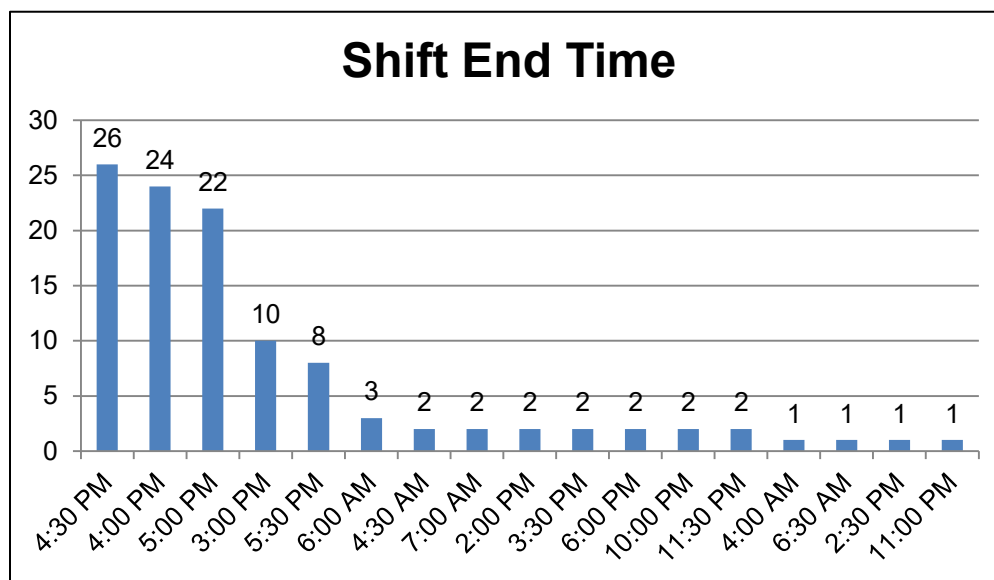
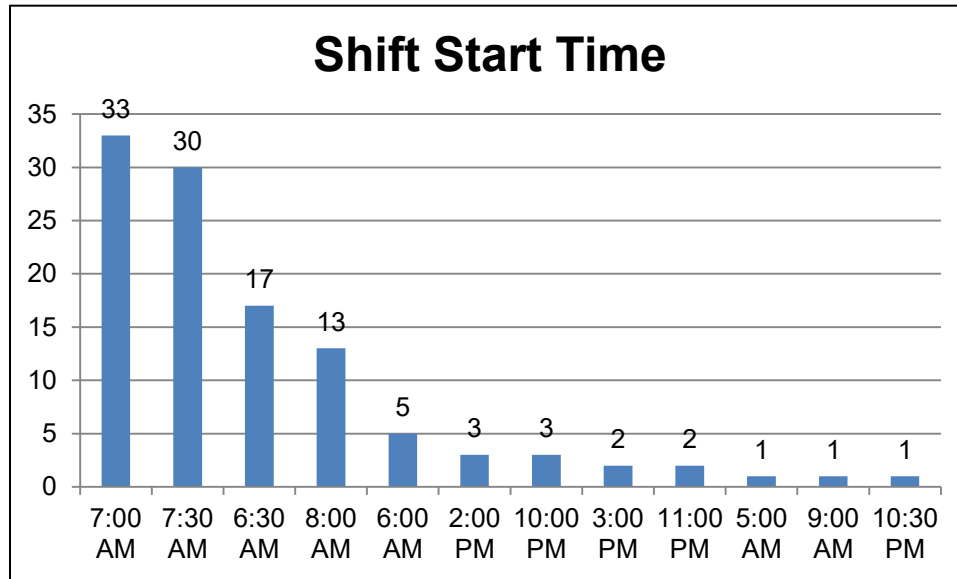
Question 1: What is your home zip code?



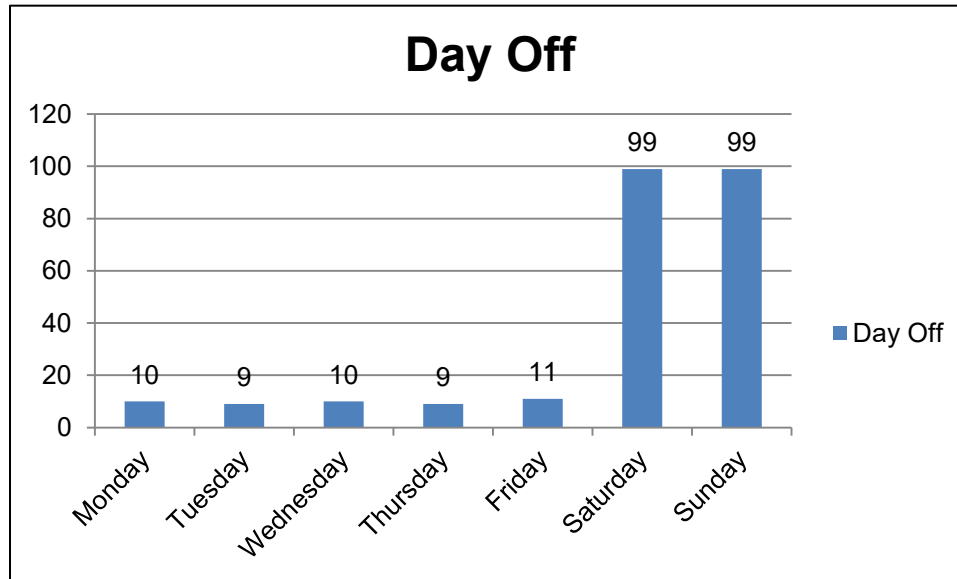
Question 2: At which Mercury plant location do you work?



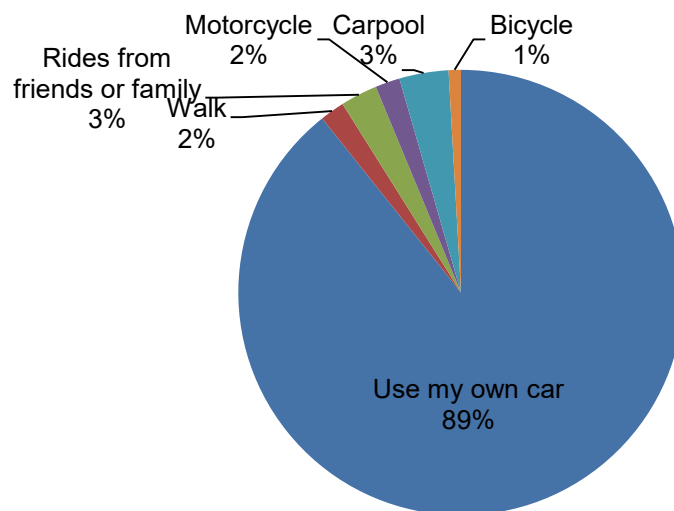
Question 3: What is your shift start and end time?



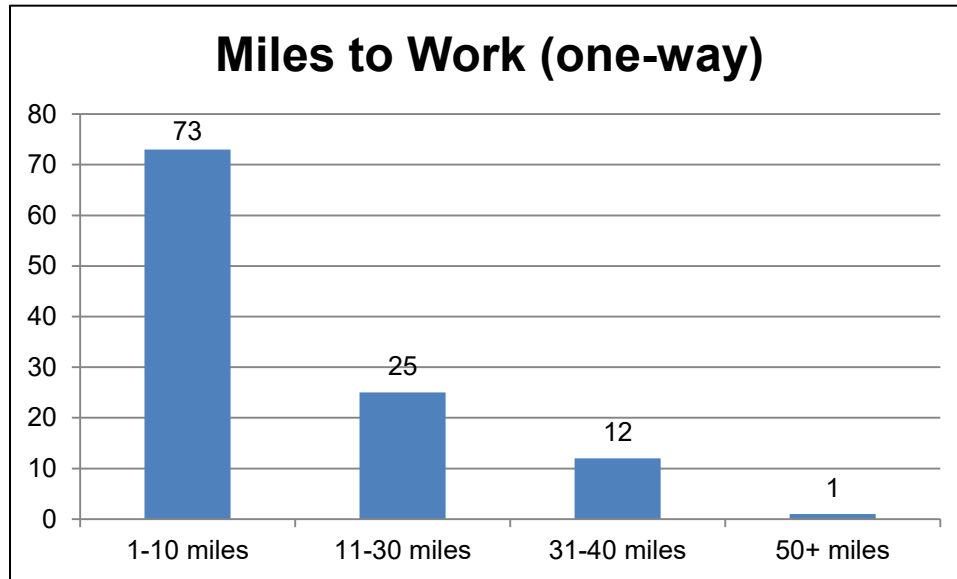
Question 4: What day(s) do you normally have off from work? (Select all that apply)?



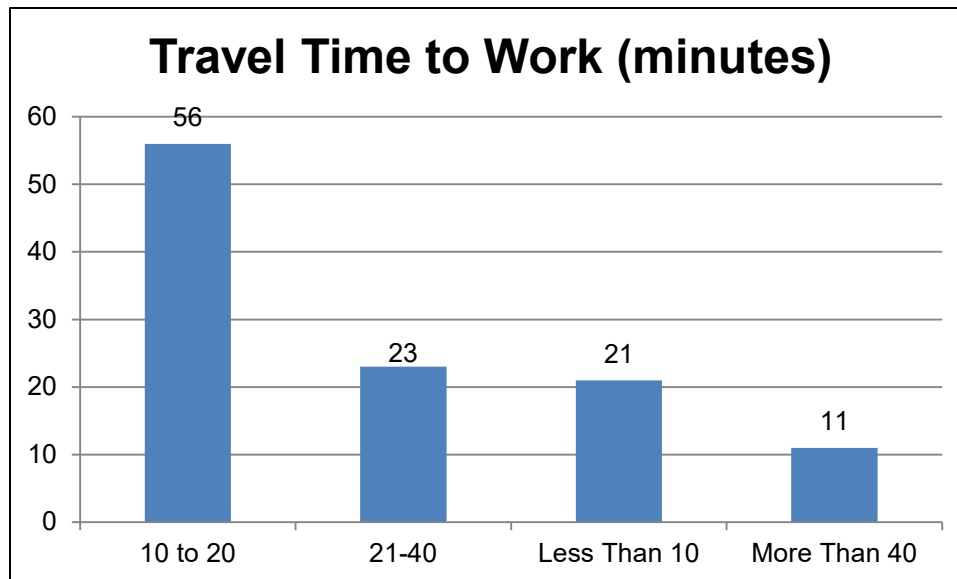
Question 5: How do you typically travel to work each day?



Question 6: How many miles do you travel to work one-way?



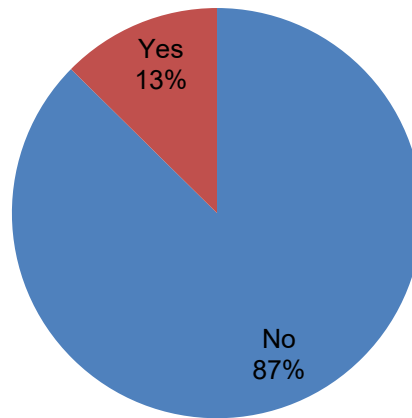
Question 7: How many minutes does it usually take for you to get to work?



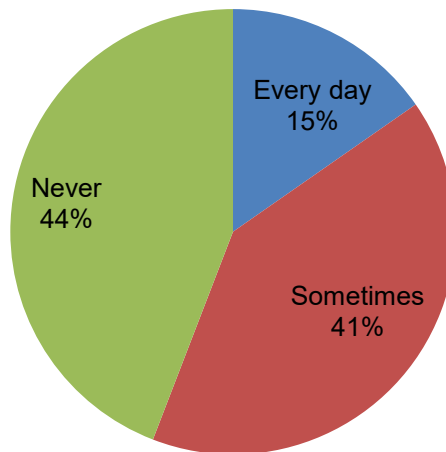
Question 8: If you drive a vehicle to work, where do you usually park? (Select one)

All 110 responses were “organizational parking lot”.

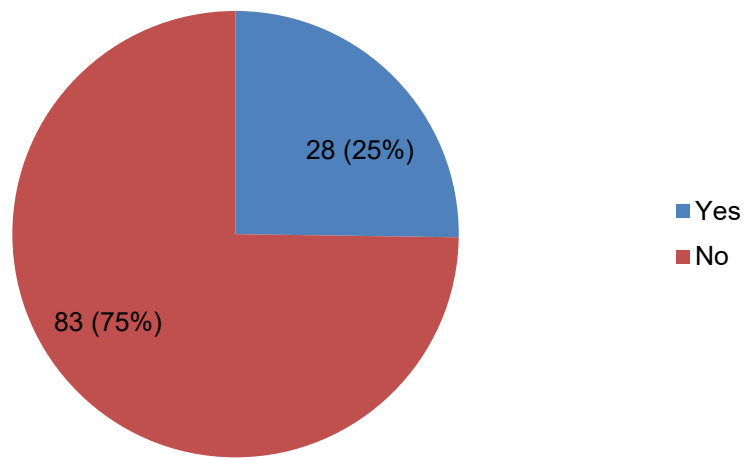
Question 9: Do you have difficulty finding reliable transportation to work?



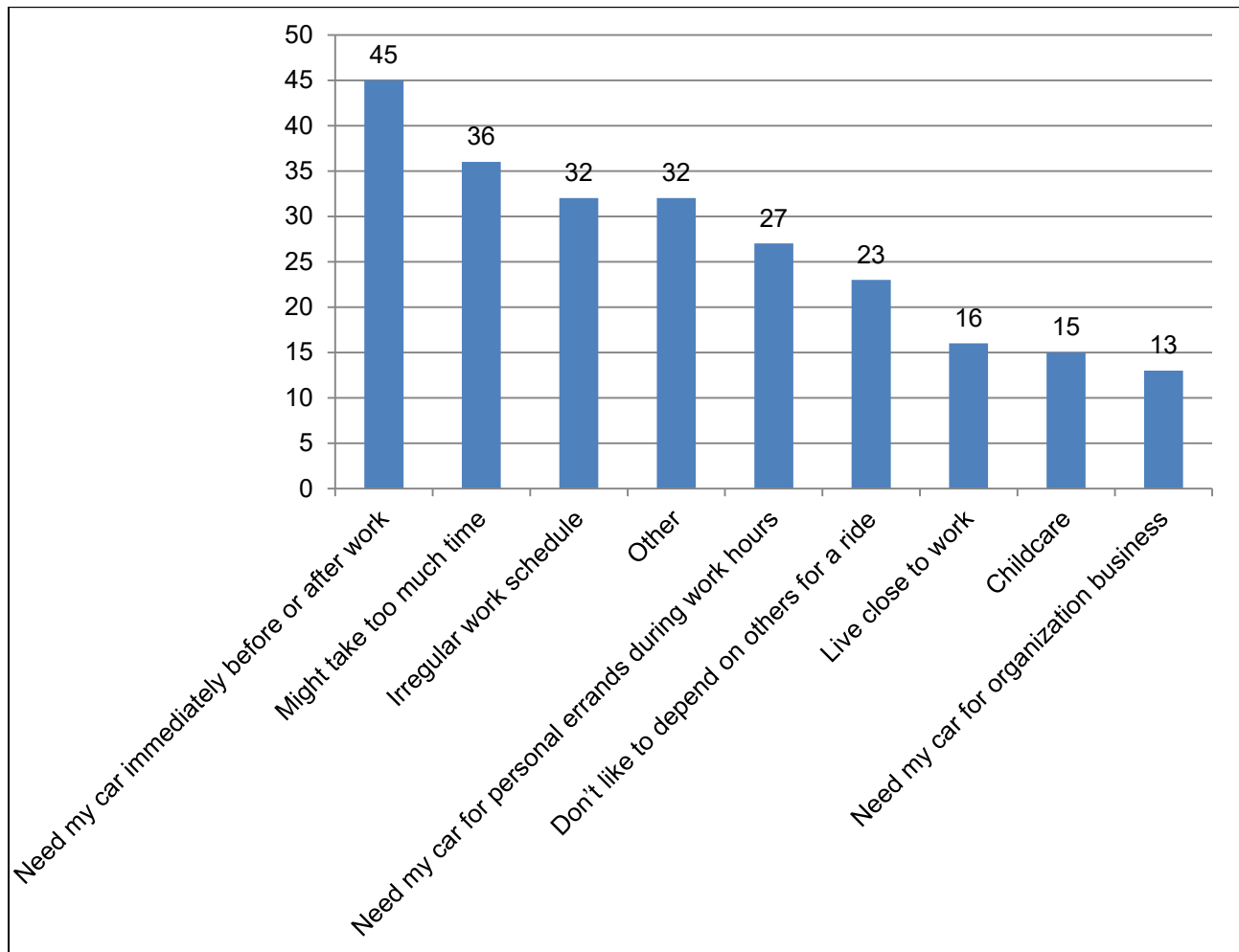
Question 10: If a bus route stopped near your employer, how often would you use it for your daily commute?



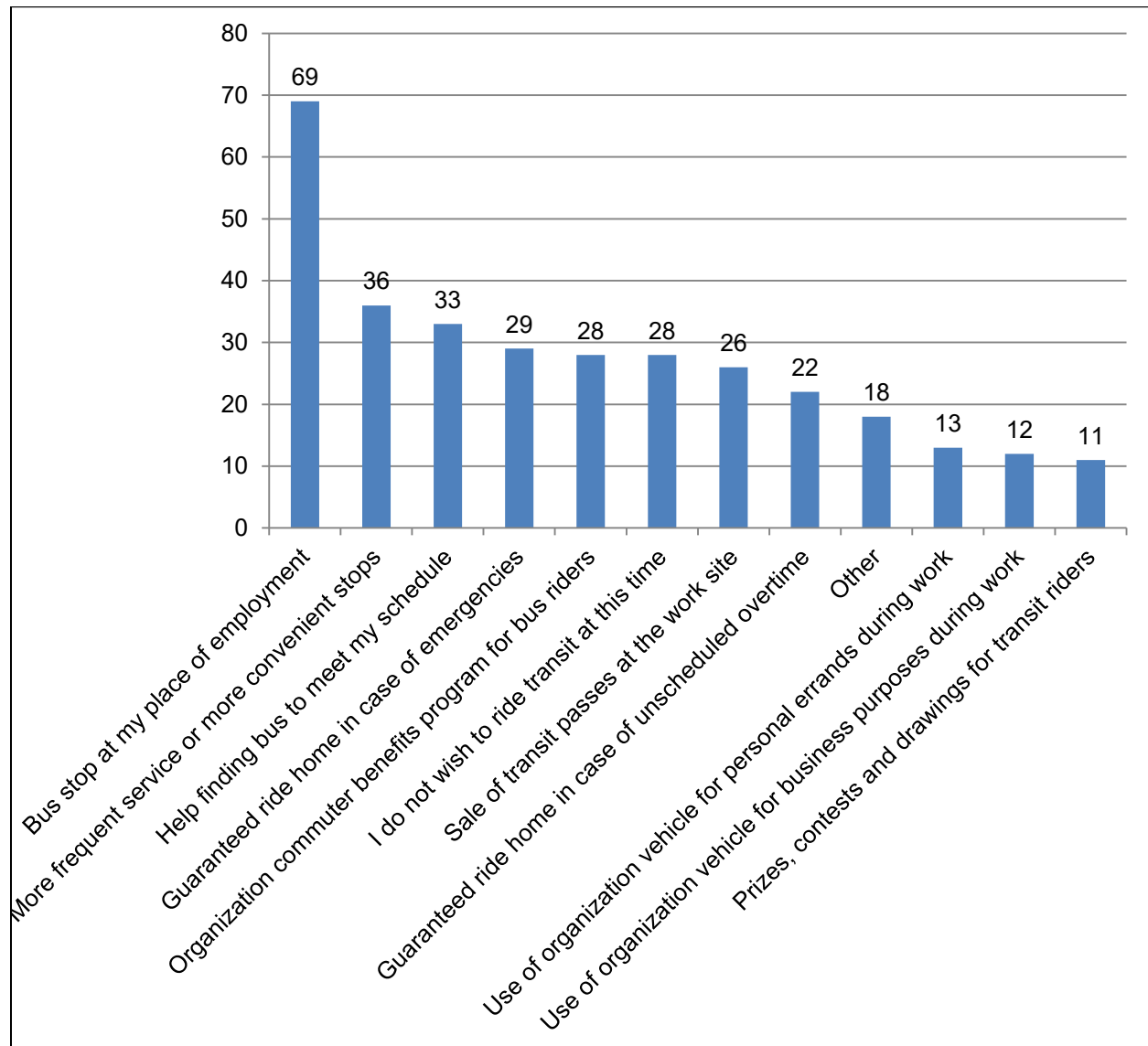
Question 11: Do you use public transit for trips other than work?



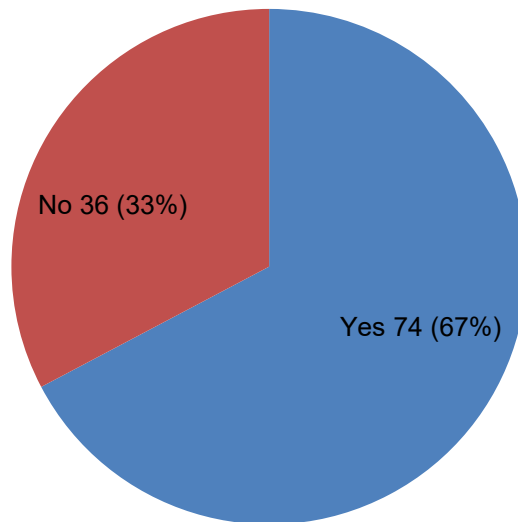
**Question 12: What would prevent you from taking public transit to/from work?
(Select up to 3 choices)**



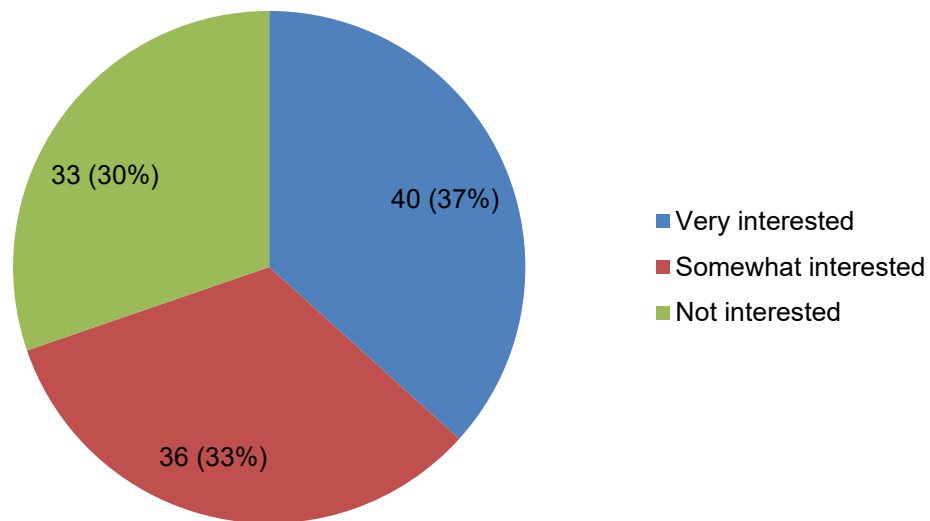
**Question 13: What would encourage you to use public transit for your commute?
(Select up to 5 choices)**



Question 14: Would you pay \$1.50 to be able to ride transit to work if it was available?



Question 15: If the organization offered you a subsidized bus pass that would save you money on your commute to work, how interested would you be in using bus transportation?





APPENDIX C

MEETING MINUTES

Committee name: Fond du Lac Transit Development Plan (TDP) Update
Date: 10/20/16
Location: Fond du Lac Public Library, Midstates Training Room
Minutes taken by: Kolin Erickson

Attendees:			
Kim Bernthal		Cathy Loomans	
Joey Kunde		Andy Nygaard	
Lynn Gilles		Nick Musson	
Kate Candee		Kolin Erickson	
Dyann Benson		Ebony (transit customer)	
Esther Mukand			

Topic	Facilitated by:	Discussion	Actions
Welcome & Introductions	Nick Musson	Mr. Musson welcomed the committee members and began with introductions.	None
Approval of August 11, 2016 meeting minutes	Nick Musson	Mr. Musson reviewed the August 11, 2016 steering committee meeting minutes with the group and asked if anyone had questions/comments. Mr. Musson asked for an approval of the meeting minutes.	1 st : Lynn Gilles 2 nd : Andy Nygaard Motion carried.
Public Input	Nick Musson	Transit customer (Ebony) spoke about her experiences using transit and expressed interest in working with a future transit coalition.	None

Committee name: Fond du Lac Transit Development Plan (TDP) Update
Date: 10/20/16
Location: Fond du Lac Public Library, Midstates Training Room
Minutes taken by: Kolin Erickson

Topic	Facilitated by:	Discussion	Actions
Friends of Transit Coalition	Nick Musson	The committee discussed the potential options of creating a coalition to advocate on behalf of transit services within the city. Coalition would also serve to keep current on transportation issues and relay to Fond du Lac Area Transit. Mr. Musson agreed to coordinate four meetings (quarterly) for 2017 to start the process of creating the coalition. Any members of the current steering committee are welcome to join.	ECWRPC will coordinate initial meeting location and times for quarterly meetings in 2017.
Free Fare Day Recap	Kolin Erickson	Mr. Erickson provided a handout of the comments received at the free fare day event on August 31 st at the Transfer Zone. Most customer feedback was positive to the proposed recommendations and route changes. Common suggestions included adding evening and Saturday service and adding a route to the Village of North Fond du Lac.	None
Approval of the 2016 Draft Plan	Nick Musson	Mr. Musson mentioned staff sent out the draft plan for the committee to review. He noted the comment period on the plan will go until November 8 th . If approved by the steering committee, this plan would also be approved by the Fond du Lac Metropolitan Planning Organization (MPO) at the November 9 th meeting.	1 st : Andy Nygaard 2 nd : Dyann Benson Motion carried, subject to receiving further public comments. Reconvene steering committee only if any major comments are received through November 8 th .
Next Steps	Nick Musson	Mr. Musson would bring final plan for approval at the Fond du Lac MPO meeting on November 9 th .	ECWRPC will seek approval of plan from MPO Policy Board/Technical Advisory Committee on November 9 th .
Adjournment	Nick Musson	None	1 st : Kate Candee 2 nd : Andy Nygaard Motion carried.

SUMMARY OF PROCEEDINGS

Fond du Lac Metropolitan Planning Organization Policy Board and Technical Advisory Committee
Fond du Lac County Economic Development Corporation, 116 N. Main Street, Fond du Lac
Wednesday, November 9, 2016

The meeting was called to order by Vice Chair Ms. Dyann Benson at 10:05 A.M.

Committee Members Present

Allen Buechel	Fond du Lac County
Joe Moore	City of Fond du Lac
Dyann Benson	City of Fond du Lac
Jordan Skiff	City of Fond du Lac
Thomas Janke	Fond du Lac County
Karyn Merkel	Fond du Lac City Council
Lynn Gilles	Fond du Lac Area Transit
Charles Hornung	Village of North Fond du Lac
Jeff Meisenburg	Town of Friendship
Matt Parmenter	Town of Fond du Lac
Robert Giese	Town of Fond du Lac

WisDOT Members Present

Matt Halada	WisDOT – NE Region
Jill Michaelson	WisDOT – NE Region
Kris Canto (via conference call)	WisDOT – Central Office

Staff Members Present

Walt Raith	ECWRPC
Dave Moesch	ECWRPC
Nick Musson	ECWRPC
Kolin Erickson	ECWRPC

1. Introductions, Statement of compliance with Wis. Stats. Ch. 19, Subchapter V, Sec. 19.84 regarding Open Meetings

Ms. Benson welcomed the group and noted the meeting was properly posted and in compliance with open meeting requirements.

2. Public Comment

No members of the public were present.

3. Discussion and action on Summary of Proceedings from the October 5, 2016 Policy Board meeting

Ms. Benson stated the summary of proceedings from the October 5, 2016 meeting was enclosed in the meeting materials. Ms. Benson asked the committee if they had any comments or questions regarding the summary of proceedings. Hearing no other comments, Ms. Benson asked the committee for a motion to approve the summary of proceedings.

Mr. Moore made a motion to approve the summary of proceedings, Mr. Halada seconded the motion and the motion passed unanimously.

4. Discussion and action on Proposed Resolution 03-16: Approval of the Fond du Lac Transit Development Plan – 2017

Mr. Musson noted ECWRPC staff and Fond du Lac Area Transit collaborated to update the Transit Development Plan over the last year two years. Recommendations were developed with input from the steering committee, various public comment events/opportunities and surveys. He reviewed the plan recommendations with the committee. Mr. Musson stated Transit staff has begun implementing some of the recommendations, including developing YouTube videos on how to ride the bus and to use the bicycle racks on the buses.

Mr. Musson also noted ECWRPC will work with Transit staff next year to start up a “Friends of Transit” coalition to build upon the momentum generated with the steering committee through this planning process. ECWRPC will lead the efforts to start the coalition, which will likely meet on a quarterly basis. Mr. Musson reviewed each of the proposed route alternatives. Lastly, Mr. Musson noted the Transit Development Plan is a strategic short to long term plan to be implemented over the next five-ten years.

Ms. Benson asked the committee if they had any comments or questions regarding proposed Resolution 03-16. Hearing none, Ms. Benson asked the committee for a motion to approve Resolution 03-16. Mr. Skiff made a motion to approve the Transportation Improvement Program, Ms. Benson seconded the motion and the motion passed unanimously.

5. Discussion and action on Proposed Resolution 04-16: Cooperative Agreement for Continuing Transportation Planning for the Fond du Lac, Wisconsin Metropolitan Area between the State of Wisconsin, Department of Transportation and the Fond du Lac Metropolitan Planning Organization and Fond du Lac Area Transit

Mr. Raith stated the updated transportation planning agreement outlines all of the responsibilities for the Metropolitan Planning Organization (MPO), Wisconsin DOT (WisDOT) and Fond du Lac Area Transit as required by Federal Highway and Federal Transit Administrations. Mr. Canto noted this agreement was last updated in 2008 and was updated to reflect updates since the passage of the FAST Act (Federal Transportation Bill). Mr. Raith stated this agreement will be valid until Federal Highway and Federal Transit Administrations require an update by the MPO and Fond du Lac Area Transit.

Ms. Benson asked the committee if they had any comments or questions regarding proposed Resolution 04-16. Hearing none, Ms. Benson asked the committee for a motion to approve Resolution 04-16. Mr. Skiff made a motion to approve the Transportation Improvement Program, Mr. Moore seconded the motion and the motion passed unanimously.

6. Discussion on WisDOT regional projects for the Fond du Lac Area

Mr. Halada noted both the CTH T and CTH V projects on the USH 151 Bypass are on pace to be completed by mid-November (18th). There will also be a press release on Friday noting the jurisdictional transfer of former USH 45 segments to the City of Fond du Lac.

There was a general discussion regarding various transportation projects in the area, including traffic concerns on Reinhardt Road (Towns of Empire and Fond du Lac), speed limits on STH 23 between city limits and CTH T, CTH H intersection reconstruction with the USH 45 project, funding for engineering/drainage study near Lake DeNeveu, funding for overpass of railroad line at CTH N and traffic concerns with slotted left turn lanes at Rickmeyer Drive near Menards.

7. Adjourn

Mr. Buechel asked if there was any other business. Hearing none, Mr. Giese made a motion to adjourn and Mr. Meisenburg seconded the motion. The motion passed unanimously and the Committee adjourned at 10:50 A.M. The next meeting is on Wednesday, February 8, 2017 at 10:00 A.M. (Fond du Lac City/County Government Center-Rooms D-E)



APPENDIX D

FINAL RESOLUTION

RESOLUTION NO. 03-16

APPROVAL OF THE FOND DU LAC TRANSIT DEVELOPMENT PLAN – 2017.

WHEREAS, the Fond du Lac area has been designated by the Governor as a Metropolitan Planning Organization (MPO) for the purpose of meeting federal requirements for cooperative, comprehensive and continuing urban transportation planning in the Fond du lac urbanized area; and

WHEREAS, Fond du Lac Area Transit (FDLAT), with help from the MPO is updating its Transit Development Plan (TDP) to guide the development of the local bus system for the next five to ten years; and

WHEREAS, a completed TDP is good practice and encouraged by the State and Federal Transit Administration (FTA); and

WHEREAS, the Policy Board affirms the validity of the transportation plans for the urbanized area; and

WHEREAS, MPO staff has worked with the TDP steering committee, principal elected officials of general purpose local governments, their designated staffs, and private and non-profit entities to solicit their input into this TDP; and

WHEREAS, in accordance with the Fixing America's Surface Transportation Act (FAST Act), coordination has occurred between the MPO, the state and transit operators in programming multimodal projects; and

WHEREAS, all required public participation procedures have been followed; now therefore

BE IT RESOLVED BY THE FOND DU LAC METROPOLITAN PLANNING ORGANIZATION:

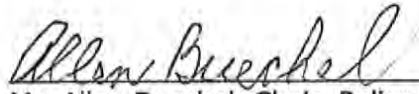
Section 1: That the Policy Board, as the designated MPO, adopt the Transit Development Plan for the Fond du Lac Urbanized Area - 2017.

Section 2: That the Policy Board certifies the metropolitan planning process is addressing the major transportation issues in these areas in conformance with all applicable requirements.

Section 3: That the Policy Board further certifies the TDP contains recommendations and policies which are consistent with the metropolitan plans for the urbanized area.

RESOLUTION NO. 03-16

Effective Date: November 9, 2016
Submitted By: MPO Staff
Prepared By: Kolin Erickson, Transportation Planner

A handwritten signature in cursive script, reading "Allen Buechel", written in black ink over a horizontal line.

Mr. Allen Buechel, Chair, Policy Board
Fond du Lac Metropolitan Planning Organization



APPENDIX E

PUBLIC NOTICE AFFIDAVIT

THE REPORTER

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BROWN COUNTY

EAST CENTRAL WI PLANNING COMM

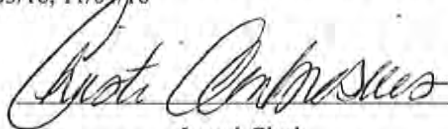
400 AHNAIP ST STE 100
MENASHA

WI 549523388

I, being duly sworn, doth depose and say I am an authorized representative of The Reporter, a daily newspaper published in the city of Fond du Lac, Wisconsin, in said county, and that a notice of which the annexed is a printed copy, taken from said paper, which published therein on:

Account Number: GWM-N5251
Order Number: 0001659574
No. of Affidavits: 1
Total Ad Cost: \$258.10
Published Dates: 10/23/16, 10/24/16, 10/25/16, 10/26/16, 10/27/16,
10/28/16, 10/30/16, 10/31/16, 11/01/16, 11/02/16,
11/03/16, 11/04/16

(Signed)



(Date)

11-4-16

Legal Clerk



Signed and sworn before me



My commission expires

5-25-18

NOTICE OF OPPORTUNITY TO REVIEW THE CITY OF FOND DU LAC 2017 TRANSIT DEVELOPMENT PLAN
Fond du Lac Area Transit (FDLAT), with help from the East Central WI Regional Planning Commission (ECWRPC) is updating its Transit Development Plan (TDP) to guide the development of the bus system for the next ten years. A TDP takes an in depth look at the transit system operations including: routes, times, policies, demographics and public comment to help define short and long term goals to guide the system into the future. As part of this year and a half effort, a committee was formed to help guide the planning effort. The committee would like to unveil the plan recommendations. The recommendations include route alternatives, new start times for some routes and half-hour service for morning and afternoon peak times amongst other recommendations. The draft TDP can be viewed on the internet at: <http://fdlmpo.org/>
A public review and comment period for this document will commence on Sunday, October 23, and end on Friday, November 4, 2016. Please contact East Central Wisconsin Regional Planning Commission at (920)751-4770 for more information or for a copy of the document. Forward any comments on the document to the Commission at 400 Ahnaip Street, Suite 100, Menasha, WI 54952-3100 or nmusson@ecwrpc.org.
RUN: Oct 23, 24, 25, 26, 27, 28, 30, 31, Nov 1, 2, 3, 4, 2016 WNAJLP

EAST CENTRAL WI PLANNING COMM

Re: 2017 Transit Dev

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East Central Wisconsin Regional Planning Commission

E-1

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