

Challenges and Opportunities in Transportation



**CASE STUDY: FOND DU LAC AREA TRANSIT
BASED ON TRANSIT DEVELOPMENT PLAN
2015-2016**

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Challenges and Opportunities during the 2015-2016 FDLAT Transit Development Plan



- ❖ Overview: Fond du Lac Area Transit
- ❖ Challenges: Fiscal constraint, System size, and Government Regulation
- ❖ Opportunities: Stakeholder input, ECWRPC/logic model, and revenue streams
- ❖ Conclusion

Overview: Fond du Lac Area Transit



- ❖ Fond du Lac Area Transit is the smallest urbanized transit system in the United States.
- ❖ Fond du Lac reached the 50,000 population milestone with the 2000 census.
- ❖ In 2003, when the census results were realized, FDLAT went from a rural system to an urban system.
- ❖ By January 2003, the Transit system lost 40% of its service.
- ❖ Since that time we have made incremental steps to replace peak half hour service.
- ❖ FDLAT's current TDP will conclude in October 2016, with system changes in place for January 2017.

Transit Development Plan Challenges



FISCAL CONSTRAINT
SYSTEM SIZE
FTA /STATE REGULATIONS

Fiscal Constraint



- ❖ State and Federal Subsidies continuing to decline. 2017 combined operating subsidy is estimated to be 54.5%. Current history was near 60%.
- ❖ Local share is continuing to decline. 2003 local share was double of what it will be in 2017.

Fond du Lac Area Transit System Size



- ❖ Fond du Lac Area Transit is too small to be the experiment. Due to our limited operating and capital funding we are not able to test new technologies. Example: hybrid buses were too expensive for our limited capital budget.
- ❖ Fond du Lac Area Transit has a limited number of administrative personnel. So ideas that might be easy on funding but heavy on manpower are still out of our reach. Example: Marketing was a task for which we seldom had time. FDLAT solved this issue by starting a summer internship program in 2016.

FTA/State Regulations



- ❖ Many ideas put forth by our stakeholders were not fully realized because they were against government regulation. Example: Event shuttle service wasn't feasible due to the FTA rule against competition with private entities. This is the Charter Service rule.
- ❖ State regulation also limits our service area. Example: FDLAT cannot enter the Town of Fond du Lac because they do not contribute to our operational costs.

Transit Development Plan Opportunities



**STAKEHOLDER INPUT
ECWRPC/LOGIC MODEL
REVENUE STREAMS**

Stakeholder Input



- ❖ Stakeholder enthusiasm was kept fresh by introducing a new meeting format to the process. The Transit Development Plan meetings were held at a different location each time. The host, a transit stakeholder, gave testimony as to how transit was valuable to themselves or their clients.
- ❖ Stakeholder input was invaluable, including non-user input. Example: With the input of Mercury Marine, we have redesigned a route to include a bus stop at their Pioneer Road plant. The outcome will be a greater number of Transit users.

ECWRPC/Logic Model



- ❖ The logic model introduced by ECWRPC during our TDP explored Transit's future using various inputs, and outputs. We explored various goal areas and the available mix of resources to determine what we could accomplish in the next 5-10 years.
- ❖ Based on the logic model, ECWRPC then came up with the Fond du Lac Area Transit Action Plan. The Action Plan illustrates the steps that must be taken in order for FDLAT to achieve the goals set forth during the Transit Development Plan.

Revenue Streams



- ❖ Fond du Lac Area Transit has been aggressively marketing its bus advertising plan. Since the inception of the program in 2003, approximately \$300,000 has been put back into the system.
- ❖ A focus on safety has lessened Fond du Lac Area Transit's expenses. Example, due to our relatively accident free past, we have received dividends from our insurance carrier.

Conclusion



DUE TO THE UNSTABLE FUNDING FUTURE FOR TRANSIT, WE NEED TO BE EFFECTIVE AND CREATIVE. THE TRANSIT DEVELOPMENT PROCESS ENABLED US TO FIND THE RIGHT ROUTE TO FOLLOW FOR FUTURE GROWTH.

**THANK YOU
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