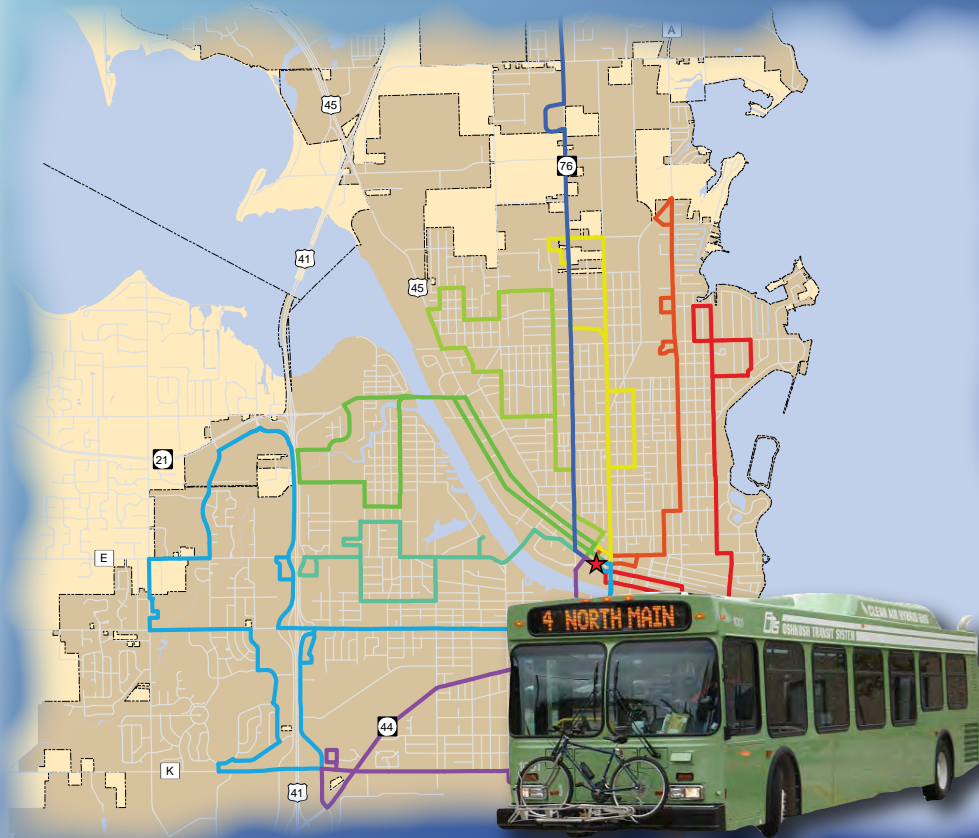


OSHKOSH TRANSIT TRANSIT DEVELOPMENT PLAN

July 2011



OSHKOSH TRANSIT TRANSIT DEVELOPMENT PLAN

JULY 2011

Prepared by the
EAST CENTRAL WISCONSIN REGIONAL PLANNING COMMISSION

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ABSTRACT

TITLE: OSHKOSH TRANSIT - TRANSIT DEVELOPMENT PLAN

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SUBJECT: An evaluation of transit services in the City of Oshkosh and recommendations for improved service.

DATE: July, 2011

PLANNING AGENCY: East Central Wisconsin Regional Planning Commission

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APPENDICIES

Appendix A – Public Participation Plan
Appendix B – Summary of Proceedings
Appendix C – Press Releases and Legal Notices

EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

PLAN PURPOSE

This plan is a comprehensive analysis and evaluation of transit service in the City of Oshkosh, which identifies recommendations to improve service over the next 5 years.

PLANNING PROCESS

In February of 2010, the Oshkosh Transit System and the Wisconsin Department of Transportation contracted with the East Central Wisconsin Regional Planning Commission (ECWRPC) to administer the planning process. ECWRPC subcontracted with HNTB-Madison to assist in evaluating transit route alternatives using a transit model. A steering committee was developed to assist in guiding the planning process with representation from: the American Red Cross, ARC of Winnebago County, Chamber of Commerce, Oshkosh Common Council, City of Oshkosh Transit Advisory Board, Winnebago County Board, Oshkosh Department of Community Development, Oshkosh Transit System, ECWRPC, HNTB Madison, Making the Ride Happen, UW-Oshkosh staff and students, and the Wisconsin Department of Transportation. The steering committee composed and released a public participation plan to engage community involvement in the planning process.

EXISTING CONDITIONS (pages 1 – 42)

A review of existing conditions examines fixed route service statistics, mapping, paratransit service statistics, finances, property and equipment needs and improvements, and identifies conditions that may have an adverse effect on transit like population, land use, and social and economic trends. A map of the existing system is included in Exhibit 1. Key trends include:

- Population decrease in Oshkosh since 2004
- Changing land use – residential, commercial, and industrial growth, and urban fringe development
- Increasing auto ownership, incomes, and elderly population
- Decreasing school enrollments
- Changing elderly needs and work/shopping habits
- Deinstitutionalization of disabled populations
- Fixed route ridership has been up and down since 2004
- Expenses continue to rise
- Increasing paratransit ridership since 2004

PUBLIC INPUT

Numerous efforts were made to receive public input throughout the planning process and the response was overwhelming. These public input opportunities included: an onboard survey, e-mailed comments, S.W.O.T. (strength, weakness, opportunity, and threat) exercises with the steering committee and OTS staff, stakeholder interviews, and surveys of industrial/business park employers, UW-Oshkosh students, faculty, and staff, and senior citizens. A Public Participation Plan (Appendix A), which identifies mechanisms to provide public input, was adopted and distributed by the Oshkosh Transit Development Plan (TDP) Steering Committee.

Onboard Survey (pages 43-50) - A survey of Oshkosh Transit users was conducted on Tuesday, April 27th, 2010, during peak hours of service on all fixed routes, to collect trip characteristic information and opinions of the service. A total of 705 surveys were completed and returned.

E-mailed Comments (pages 51 – 52) - From February through July of 2010, questions were posted on Oshkosh Transit's website to draw input from interested participants. All responses were then e-mailed directly to Oshkosh Transit and East Central Wisconsin Regional Planning Commission staff for review and processing. In response to these questions, a total of 105 e-mails were received during the six month comment period.

S.W.O.T. Exercises (pages 52 – 58) - Exercises to identify strengths, weaknesses, opportunities, and threats associated with the Oshkosh Transit System were conducted amongst the Oshkosh Transit TDP Steering Committee and all Oshkosh Transit staff.

Stakeholder Interviews (pages 58 – 70) - Between July 13, 2010 and September 24, 2010, interviews were conducted with key stakeholders throughout the community to gauge attitudes towards Oshkosh Transit and receive input on strategies to improve the system over the life of this plan. Face to face interviews included: UW-Oshkosh, Oshkosh Housing Authority, Fox Valley Technical College (Oshkosh Campus), United Way, Oshkosh Community Foundation, Unified Catholic Schools, City Center, and the Oshkosh Area School District. An additional five responses were received on-line, through e-mail, or standard mail from stakeholders receiving a letter to participate. These stakeholders included: Lakeside Packaging Plus, Christine Ann Domestic Abuse Services, Oshkosh Area School District, American Red Cross, and the Boys and Girls Club of Oshkosh.

Industrial/Business Parks Survey (pages 71 – 81) - In September of 2010, transit surveys were mailed out to over 120 employers located within City of Oshkosh industrial/business parks. A total of fifty-six surveys (nearly half) were returned.

University of Wisconsin – Oshkosh Survey (pages 82 – 90) - In September and October of 2010, a survey was sent out to all University of Wisconsin – Oshkosh students, faculty, and staff via e-mail to gauge attitudes and perceptions, and to analyze usage of the Oshkosh Transit System. The University of Wisconsin – Oshkosh, which is also a financial contributor to Oshkosh Transit, accounts for roughly 15 percent of Oshkosh Transit's total fixed route ridership. A total of 331 surveys were returned.

Senior Citizen Survey (pages 91 – 99) - Throughout the month of October 2010 surveys were distributed to all Oshkosh meal sites, the Oshkosh Senior Center, voluntary residential facilities, and at the Winnebago County Senior Expo to gauge attitudes and perceptions, and to analyze usage of the Oshkosh Transit System. A total of 150 surveys were returned.

Key Findings of Public Input - A typical Oshkosh Transit user rides the system 5 or 6 times per week to get to school or work (which accounted for roughly 52 percent of trip purposes) because they have no other means of transportation. Overall, respondents noted that Oshkosh Transit is affordable, reliable, and clean, has good frequency and coverage, a helpful staff, and contributes to economic development as it provides access to things like jobs, healthcare, education, and shopping. However, many noted that there appears to be a public perception that Oshkosh Transit is a social service that is strictly for the elderly, disabled, and low income.

The vast majority of respondents noted that some improvements to the system that should be made include: extending evening service, service to 20th Avenue YMCA and outlet mall, efficiency of some routes/route timing, and more benches and shelters at bus stops.

BUS STOP INVENTORY/SYSTEM ACCESSIBILITY (pages 103 – 138)

In July of 2010, all marked Oshkosh Transit fixed route bus stops, a total of 228, were plotted using GPS and examined for major deficiencies which impede safe and efficient access. Such deficiencies include: safe and efficient access especially ramp access for those with mobility devices, lack of curb cuts/sidewalks where appropriate, visual obstructions (i.e. caused by vegetation), on-street parking obstruction, surface impediments/damage, damaged equipment (i.e. signage, benches, and shelters), and missing signage. Of the 228 bus stops which were examined, 154 were found to have no major deficiencies as outlined above. There were 93 occurrences of a major deficiency, in which numerous bus stops had multiple deficiencies. Those stops which had a deficiency were also photographed.

NUMBER OF DEFICIENCIES BY TYPE

Deficiency Type	Number of Occurrences
No major deficiency	154
Safe and efficient access	52
Visual obstruction (i.e. vegetation)	10
Lack of sidewalks or curb cuts where appropriate	9
On-street parking obstruction	7
Surface impediments/damage	5
Damaged equipment (i.e. signage, benches, shelters)	5
Missing signage	5

ROUTE RIDERSHIP PATTERNS (pages 139 – 176)

In October and November of 2010, a boarding and alighting survey was conducted to gather information on route ridership patterns. During this effort, surveyors counted and recorded the number of passengers getting on and off at each bus stop on every route for an entire service day. The total number of passengers aboard, whether the ADA accessible ramps on the buses were used, and whether the bicycle racks on the front of the bus were used were also tallied for each stop on every route for an entire service day. These figures depict an accurate representation of what boarding and alighting patterns look like for OTS on a typical day of operation.

Total Daily Boardings - Average daily boardings in the 2004 survey totaled 3,465. Counts for 2010 were down 7.2 percent system wide with 3,217 daily boardings. Seven of the nine routes experienced a decrease in average daily boardings, ranging from decreases from a little over 4 percent on Route 4 – North Main to nearly 24 percent on Route 11 – South Park. These decreases are believed to be the result of a substantial fare increase, in which the fare was raised from \$0.50 to \$1.00 in January of 2009 and a weakened economy over the last several years.

AVERAGE DAILY BOARDINGS BY ROUTE, 2004 VS. 2010

Route	Average Daily Boardings		% Difference
	2004	2010	
1 - East Loop	418	345	-17.5%
2 - Bowen Street	401	415	3.5%
4 - North Main	425	407	-4.2%
5 - Algoma Park	370	310	-16.2%
6 - UWO/North Sawyer	432	487	12.7%
7 - West High	379	347	-8.4%
9 - Ninth Avenue	593	543	-8.4%
10 - Neenah	128	119	-7.0%
11 - South Park	319	244	-23.5%
Total	3,465	3,217	-7.2%

EVALUATION OF PERFORMANCE AND PEER COMPARISON (pages 177 – 198)

Performance statistics were used to compare Oshkosh Transit to:

- 9 State peer systems: Beloit, Eau Claire, Fond du Lac, Green Bay, Janesville, La Crosse, Sheboygan, Valley Transit, and Wausau
- 10 Midwest peer systems: Dubuque and Iowa City, Iowa; Decatur and Springfield, Illinois; Bloomington, Indiana; Battle Creek, Bay City, and Muskegon, Michigan; Rochester, Minnesota; and Springfield, Ohio
- 11 national peer systems: Hanford, California; Pocatello, Idaho; Monroe, Louisiana; Pittsfield, Massachusetts; Lewiston, Maine; Bismarck, North Dakota; Altoona and Erie, Pennsylvania; Jackson, Tennessee; and Longview and Bellingham, Washington.

In summary, Oshkosh Transit performed well above the peer group average in the vast majority of performance measures such as:

- Trips per capita – 2nd amongst Wisconsin peers, 4th amongst Midwestern peers, and 3rd amongst national peers
- Operating ratio (passenger revenue/expenses) – 6th amongst Wisconsin peers, 5th amongst Midwestern peers, and 7th amongst national peers
- Operating expenses per vehicle revenue mile – 5th amongst Wisconsin peers, 5th amongst Midwestern peers, and 8th amongst national peers
- Operating expenses per vehicle revenue hour – 1st amongst Wisconsin peers, 6th amongst Midwestern peers, and 7th amongst national peers
- Operating expenses per passenger mile – 1st amongst Wisconsin peers, 4th amongst Midwestern peers, and 2nd amongst national peers
- Operating expenses per passenger trip – 1st amongst Wisconsin peers, 4th amongst Midwestern peers, and 2nd amongst national peers
- Unlinked passenger trips per vehicle revenue mile – 1st amongst Wisconsin peers, 4th amongst Midwestern peers, and 2nd amongst national peers
- Unlinked passenger trips per vehicle revenue hour – 1st amongst Wisconsin peers, 4th amongst Midwestern peers, and 5th amongst national peers

PLAN RECOMMENDATIONS (pages 199 – 241)

Plan recommendations were developed based on input from the public, the Steering Committee, and staff. Proposed route alternatives which were developed were also tested in a transit model to gauge what forecasted ridership/performance would be.

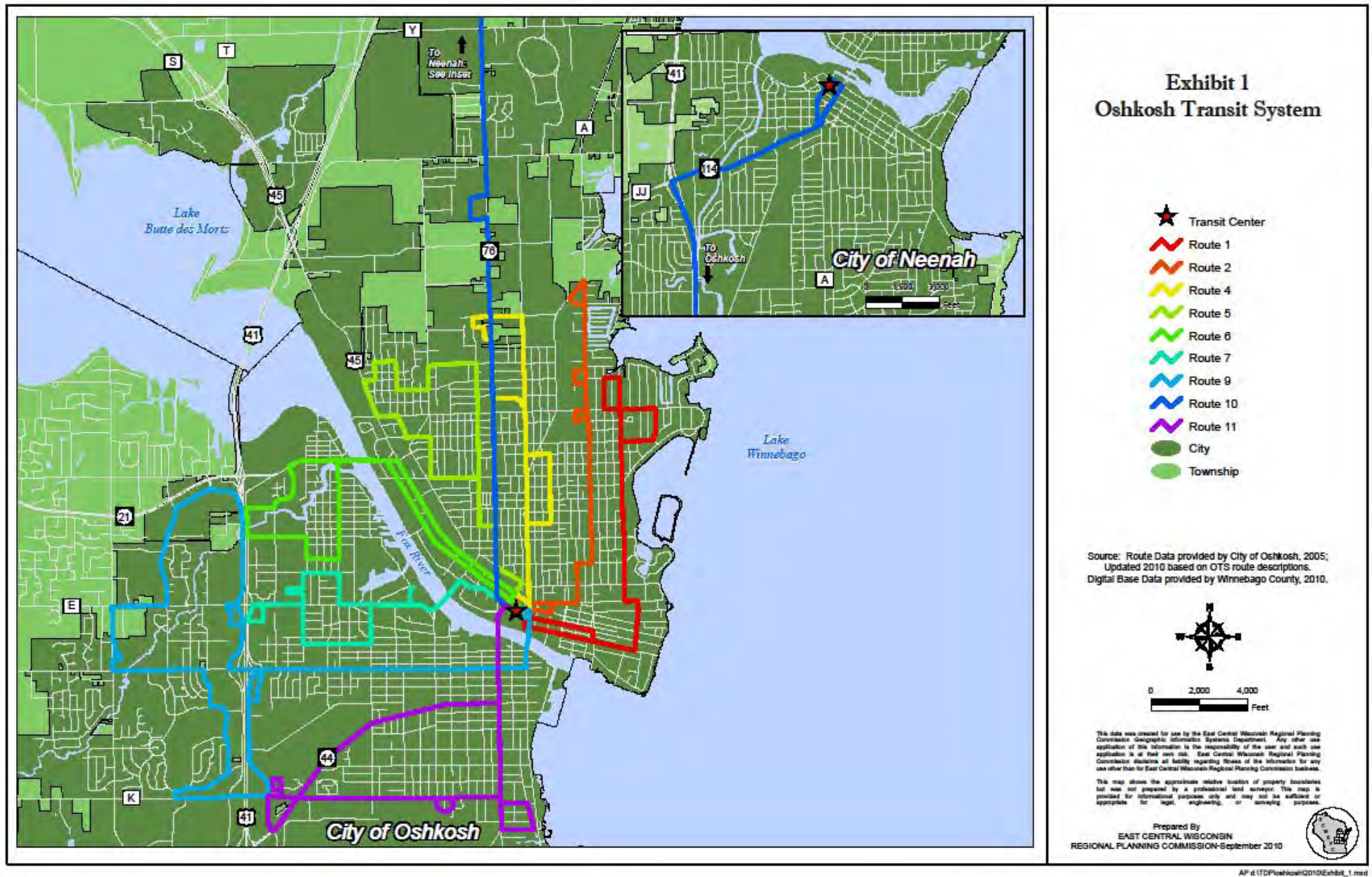
Transit Model - In coordination between the Wisconsin Department of Transportation, HNTB Madison, ECWRPC, and other northeastern Wisconsin entities, the North East (NE) Regional Travel Demand Model was developed to forecast travel volumes and movements for autos, trucks, and transit. HNTB Madison provided assistance by utilizing the transit model component of the regional model to develop and evaluate routes and corresponding ridership for various transit alternatives in the Oshkosh Transit service area. Although the forecasted model boardings are within two percent of the actual daily boardings, the results obtained from the model should still be tempered with any other available data as well as the judgment of professional staff.

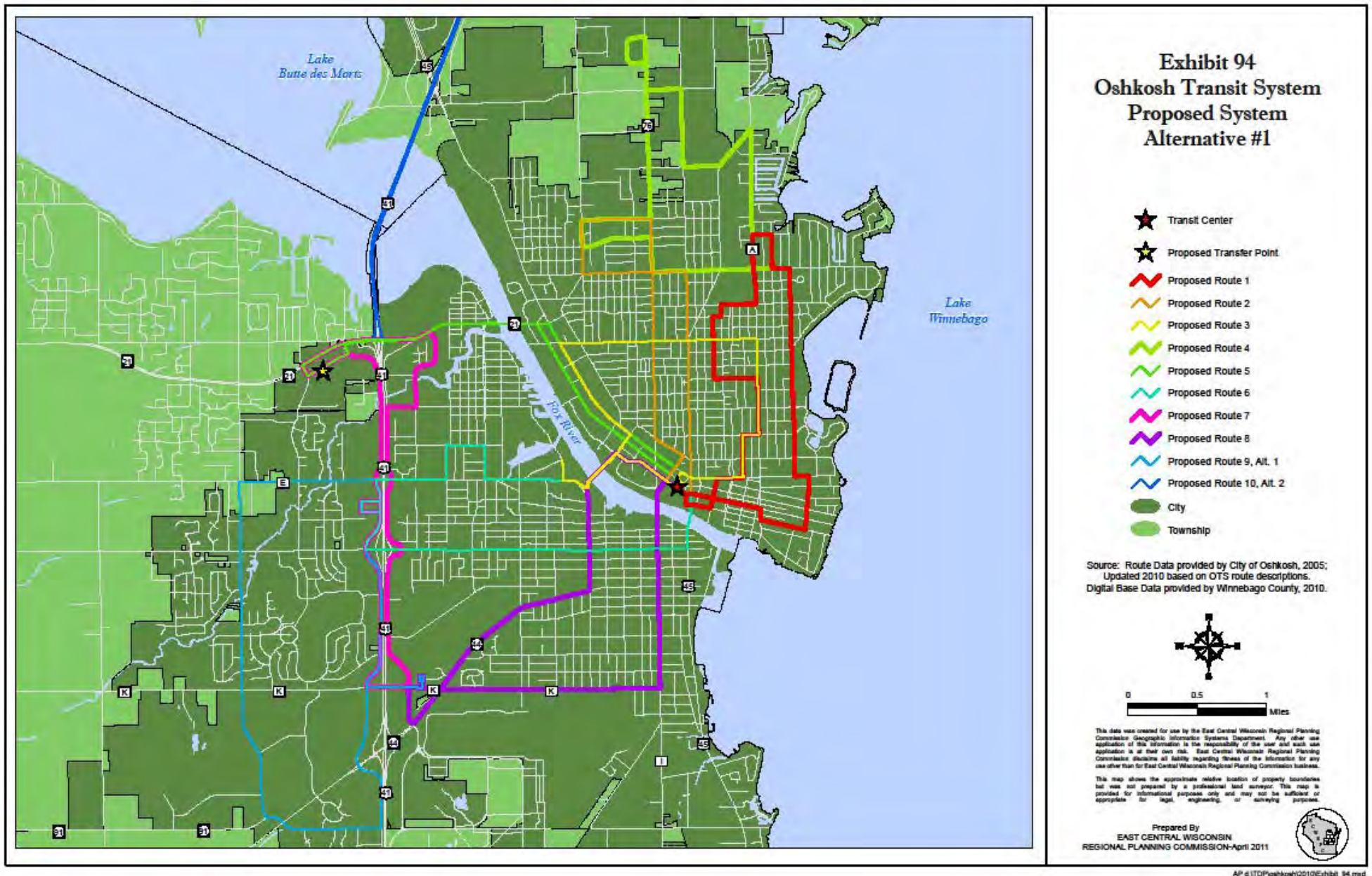
Proposed System Alternatives/Routes - Two fixed route system alternatives are being proposed for the Oshkosh Transit System. Again, system and route alternative recommendations were devised based on public input, staff input, and discussions amongst the Oshkosh Transit - Transit Development Plan (TDP) Steering Committee. Public demand for new service areas, service areas with no or very little ridership, timing, and route connectivity/transfer capability were the primary factors in route alternative design. Both system proposals extend service with the same amount of time and resources and improve route interaction and timeliness of getting to key high traffic destinations. The only differences between the two alternatives are the alignments of newly proposed Routes 9 and 10 and the inclusion of a West Transfer Point (near Lowes) for proposed system alternative #1.

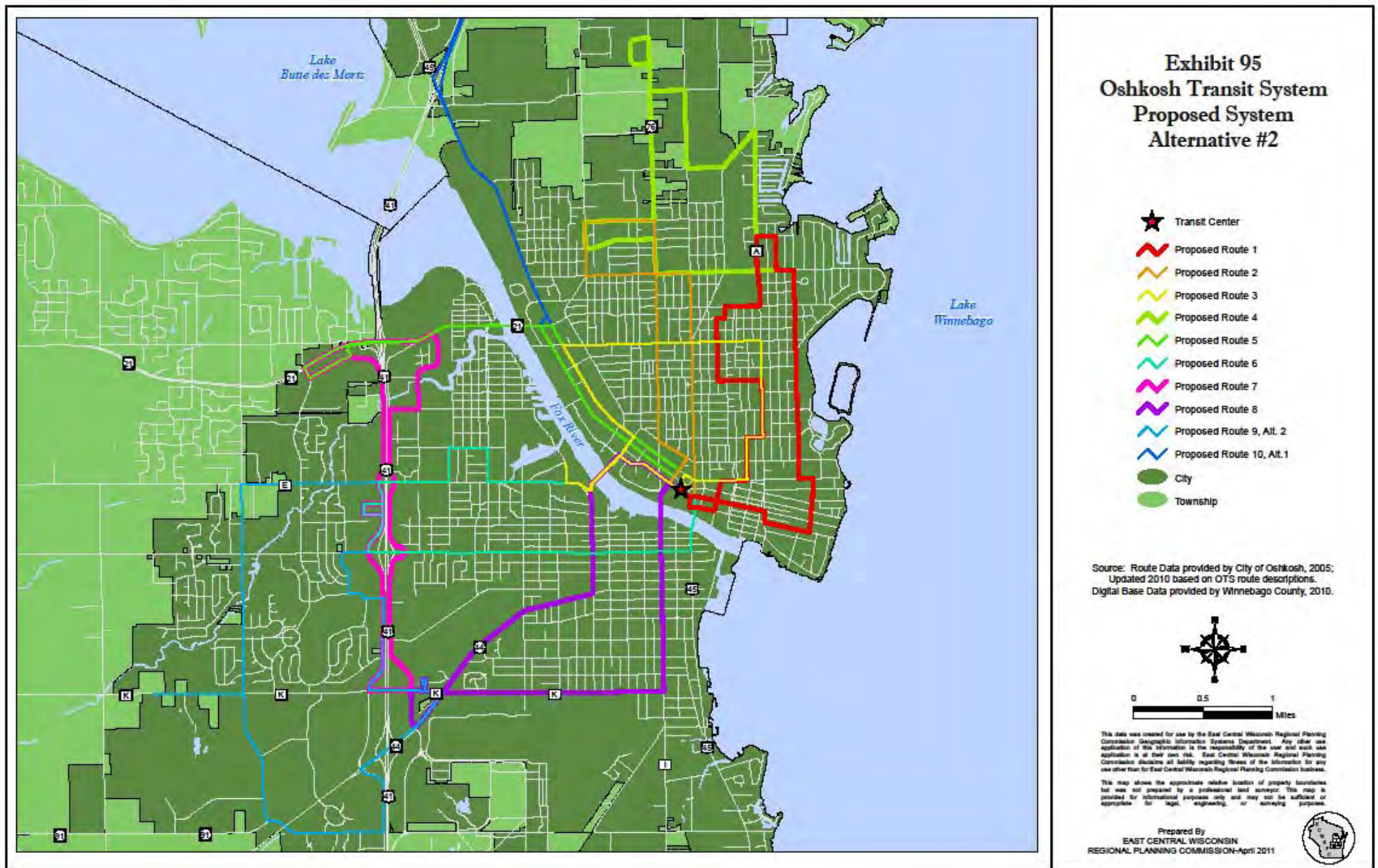
Proposed System Alternative #1 (Exhibit 94) - Again, proposed system alternative #1 includes a formal West Transfer Point in which routes 5, 7, and 10 would intersect for transfer capabilities. Route 10 would also depart from the City of Oshkosh from this transfer point with express service to the City of Neenah for transfer opportunities with Valley Transit. A newly designed Route 4 would cover the majority of old Route 10's local service.

Proposed System Alternative #2 (Exhibit 95) - Proposed Route 9 in system alternative #2 is on the same alignment as in system alternative #1; however it extends service to the 20th Avenue YMCA, which was a highly demanded destination in the public input process. Route 10 would continue to depart from the Downtown Transit Center; however service would be realigned to Algoma Boulevard with one stop at the UW-Oshkosh campus before entering USH 41 to the City of Neenah for transfer opportunities with Valley Transit. Again, a newly designed Route 4 would cover the majority of old Route 10's local service. The proposed system alternative would not have a formal West Transfer Point.

Proposed Route 1 - Proposed Route 1 would be a consolidation of existing routes 1 and 2 which have been underperforming for some time. Existing routes 1 and 2 combined ridership is 760 daily riders and a redesign/consolidation of the two routes into one is projected to draw 500 daily riders, with only one bus rather than two. The run time would continue to be 25 minutes with a headway of 30 minutes.







Proposed Route 2 - Proposed Route 2 substitutes portions of existing routes 4 and 5, which in total generated 717 daily riders. Proposed Route 2 is projected to draw 569 riders with a run time of 25 minutes and a headway of 30 minutes.

Proposed Route 3 - Proposed Route 3 would act as a downtown circulator route which would substitute for portions of existing routes 5 and 6, which currently generate a total daily ridership of 797 riders. Proposed Route 3 is projected to attract 377 daily riders with a run time of 25 minutes and a headway of 30 minutes.

Proposed Route 4 - Proposed Route 4 substitutes portions of existing routes 1, 2, and 10 which currently generate a total of 1,120 daily riders. Proposed Route 4 is anticipated to generate 144 daily riders with a run time of 25 minutes and a headway of 30 minutes. This route would also expand service to the North Industrial Park in the City of Oshkosh.

Proposed Route 5 - Proposed Route 5 substitutes portions of existing Route 6, which currently generates 487 daily rides. Proposed Route 5 is forecasted to generate 363 daily rides with a run time of 25 minutes and a headway of 30 minutes. This route will provide extensive service to UW-Oshkosh and also improve the amount of time it takes to get to popular destinations like grocery/department stores (i.e. Wal-Mart).

Proposed Route 6 - Proposed Route 6 covers portions of existing Routes 7 and 9 which currently generate 890 daily rides. Proposed Route 6 is projected to draw 508 daily riders with a run time of 25 minutes and a headway of 30 minutes.

Proposed Route 7 - Proposed Route 7 covers portions of existing Route 9 which currently draws 543 daily riders. Proposed Route 7 is forecasted to provide 293 daily rides with a run time of 25 minutes and a headway of 30 minutes. The primary focus of this route is to service the frontage roads along USH 41.

Proposed Route 8 - Proposed Route 8 substitutes portions of existing Route 11 which currently experiences 244 riders per day. Proposed Route 8 is projected to attract 302 riders daily with a run time of 25 minutes and a headway of 30 minutes. This route would also expand service to the Aviation Industrial Park.

Proposed Route 9 – Alternative #1 - Proposed Route 9 – Alternative #1 covers portions of existing Route 9 which currently provides 543 daily rides using two buses. Proposed Route 9 – Alternative #1 is forecasted to draw 137 daily riders with only using one bus to serve the route with a run time of 35 minutes and a headway of 40 minutes. This route would also expand service to the Southwest Industrial Park and Universal Business Park.

Proposed Route 9 – Alternative #2 - Again, proposed Route 9 – Alternative #2 covers portions of existing Route 9 which currently provides 543 daily rides using two buses. Proposed Route 9 - Alternative #2 is on the same alignment as alternative #1; however it extends service to the 20th Avenue YMCA, which was a highly demanded destination in the public input process. Proposed Route 9 – Alternative #2 is forecasted to draw the exact same ridership as alternative #1 (137 daily riders) with only using one bus to serve the route with a run time of 35 minutes and a headway of 40 minutes. The ridership projection in the model remains constant for this alternative because the YMCA is not an explicit trip generator. However, based on overwhelming demand one would assume this facility would generate ridership if serviced.

Implementation of this alternative is dependent on identifying a safe, efficient, and maneuverable entry and exiting plan at the 20th Avenue YMCA facility. This route would also expand service to the Southwest Industrial Park and Universal Business Park.

Proposed Route 10 – Alternative #1 - Proposed Route 10 – Alternative #1 would substitute the existing Route 10 with service to the City of Neenah. Rather than providing local service along Jackson Street before entering USH 41 to the City of Neenah, alternative #1 would act exclusively as an express route. After departing the Downtown Transit Center, alternative #1 would travel up Algoma Boulevard with one formal stop at the UW-Oshkosh campus before entering USH 41 with express route service to the City of Neenah. Originally intended to be an express route, this new alignment will ensure that a run time of 55 minutes and a headway time of 60 minutes can be accomplished and improve interaction with Valley Transit. Existing Route 10 provides 119 daily rides in which roughly half of the ridership is local in nature and the other half is commuter traffic to and from the City of Neenah. Although the transit model only forecasts 46 daily riders for alternative #1 as an express route, due to the fact that intercity transit is not as attractive as the automobile, it is closely in line with existing intercity commuter ridership. Although the transit model does not project significant ridership due to lack of key stops/trip generators, timelier express service may attract more commuters between the two urbanized areas. Proposed Route 4 would cover the vast majority of existing Route 10's local ridership.

Proposed Route 10 –Alternative #2 - Proposed Route 10 – Alternative #2 would also provide express route service to the City of Neenah with a run time of 55 minutes and a headway of 60 minutes. However, rather than departing the Downtown Transit Center, alternative #2 would depart from the West Transfer Point (via proposed routes 5 or 7) with express route service to the City of Neenah via USH 41. Although the transit model does not project any ridership for alternative #2, again due to the fact that intercity transit is not as attractive as the automobile and the lack of key stops/trip generators, timelier express service may attract more commuters between the two urbanized areas. Again, proposed Route 4 would cover the vast majority of existing Route 10's local ridership.

Alignment of Route 10 - Alignment of Route 10 is dependent upon the route's desired purpose, whether express route service to the City of Neenah or a local ridership carrier to destinations along the way en route to the City of Neenah. Again, half of existing Route 10's ridership is local in nature which impedes timeliness of express service to the City of Neenah. By ensuring a maximum run time of 55 minutes and a headway time of 60 minutes and improving interaction and timing with Valley Transit, more commuters may choose to use the express service between the two urbanized areas. Again, proposed Route 4 would cover the vast majority of existing Route 10's local ridership. Discussions should occur between the Oshkosh Transit System and Winnebago County to examine what Route 10's long term purpose should be.

Other System Recommendations - Through steering committee discussions, staff analysis, and public input, several other system recommendations have arisen throughout this planning process with the notion of improving the efficiency of the Oshkosh Transit System. HNTB Madison also contributed to the development of other system recommendations related to: fixed route service enhancements, passes and fares, planning and policy, equipment and facilities, information/image/marketing, technology, and funding. Recommendations in the plan by category are ranked by priority. A list of key overall recommendations were also identified

(listed below) but are not ranked, as all are considered to be major priorities throughout the life of this plan. Key overall recommendations include:

- **Implement proposed route structure** - Implementation of the proposed route structure will extend geographic coverage and improve timing and route interaction/transfer capabilities, all while using the same amount of existing resources. The transit model used to test the proposed route alternatives anticipates that ridership will remain comparable as it is today. However, factors like the recent spike in gas prices are not taken into account. Therefore, ridership levels are anticipated to be even higher than those outlined in the transit model performance analysis.
- **Develop a uniform brand of all components of OTS (color scheme, stops, rider's guides, maps, other printed materials, etc.) to ensure that consumers associate them OTS** - Development of a current and uniform brand will better allow Oshkosh Transit to market itself to potential users of Oshkosh Transit in the future.
- **Expand direct marketing/information/promotions (Free Ride the Bus Day/Destination Oshkosh) to increase awareness of Oshkosh Transit** - In an aging of rising gas prices, transit becomes more and more of an attractive transportation alternative for those that typically would not use the service. Although marketing can be quite costly and time consuming, it is a critical component in increasing awareness of the service and attracting new users. There are some cost-effective marketing strategies that OTS can use, which include:
 - i. Show the cost savings in using transit vs. the automobile
 - ii. Approach UW-Oshkosh to inquire about working with marketing students/classes for marketing projects and programs
 - iii. Targeted marketing campaigns for students, commuters, etc.
 - iv. Market positive and unique aspects of OTS service
 - v. Periodically conduct market research of targeted groups (students, area employers and their employees, etc.) throughout the community and determine their attitudes toward OTS and their potential usage of OTS in the future
 - vi. Continued use of social media
- **Consider extending evening service (6PM to 10PM)** - Extending evening service was clearly the most requested need throughout the public input process. The extension of evening service will enable those working some second shift jobs to get home from work. It may also encourage more individuals working service sector jobs to use transit, as these jobs tend to have a broader range of scheduled hours/shifts. Extending evening service should also be popular amongst UW-Oshkosh students and K-12 students and their ability to participate in after-school activities.
- **New student fare structures/student ID/bus pass program with Oshkosh Public Schools** - Not only will the extension of evening service improve transportation for K-12 students, but a financial partnership with the Oshkosh Public Schools to reduce the out of pocket cost for students should enhance usage. New student fare structures such as using one's student ID as a bus pass, as currently used by UW-Oshkosh students, should increase student use.

- **Incentive programs with local employers for employee usage of transit** - As gas prices have once again exceeded \$4.00 per gallon; transit should become more and more of an attractive alternative to the automobile. Yet, some individuals don't know what to do, how to use the system, or are unaware of the service. One opportunity to connect with potential consumers of Oshkosh Transit is to work with area employers and establish incentive programs for their employees to use the system, which will benefit the employee, the employer, and Oshkosh Transit.
- **Formalization of bus stops should be considered in the future** - Oshkosh Transit currently has a very liberal boarding policy, which for the most part a bus will pick you up anywhere along a route. Based on the boarding and alighting counts which were taken as part of this planning process, it is quite apparent that some routes have a high degree of stops along the route during various headways throughout the day. Thus, the more often a bus is required to stop, the longer the route takes to complete. Also factor in stopping for trains, drawn bridges, and weather delays and the tardiness of routes throughout the day can be quite frequent, time consuming, and an inconvenience and annoyance for consumers. Therefore by formalizing the stops along the route in which individuals can board, the amount of time to complete the route should be reduced by consolidating the number of access points. Exemptions for individuals with mobility devices should be considered.
- **Enhanced accessibility at bus stops** - Enhancing accessibility for some stops can be very costly; however there are several measures that can be taken to improve accessibility of both existing and future stops. These include:
 - i. Maintain a hard/stable service like a concrete pad at all curbside stops
 - ii. Ensure that an accessible path leads to each curbside stop
 - iii. Eliminate any barriers/obstructions that may inhibit accessibility/safety
 - iv. Address accessibility of bus stops in any new/reconstruction project
 - v. Increase bus drivers' identification of stops with accessibility concerns
 - vi. Enhance communications with residents, businesses, advocacy groups, public works, elected officials, and other stakeholders, etc. about the need to maintain bus stops, especially in the winter to increase accessibility
- **Expansion of Intelligent Transportation Systems (ITS) such as:**
 - i. **Global positioning systems (GPS) on buses**
 - ii. **Cell phone technology with real-time updates (GPS is needed on the buses)**
 - iii. **Wireless internet on buses**

Increased technology cannot only lead to more efficient operations for Oshkosh Transit but also attract new users to the service. The inclusion of global positioning systems (GPS) on buses will allow Oshkosh Transit to track vehicles and respond to consumer inquiries about locations of vehicles and to address complaints such as speeding, not stopping, timeliness, etc. Inclusion of GPS will allow Oshkosh Transit to pursue other technologies that should be attractive to consumers such as real-time updates on cell phones and the internet. Wireless internet on the buses should also be considered as an attractive technology especially for commuters and students.

- **Senior/disabled discounted punch pass** - Currently Oshkosh Transit does offer senior/disabled discounts, however a discounted punch pass is not available at this time. Based on public input these punch passes are popular amongst the area schools for transporting students with disabilities to and from school and school related activities.
- **Improvement of fare collection** - Technology is needed to improve fare collection to reduce fraudulent payments, eliminate the need for staff to count money, and accurately track finances in a timely and cost-effective fashion.
- **Joint promotions with retail commercial areas located along bus routes** - It is a fact that transit contributes to economic development, whether it be access to jobs or goods and services. Establishing joint promotions and relationships with area businesses should be a win-win for both Oshkosh Transit and participating businesses.
- **More shelters/benches at high traffic stops** - Although benches and shelters cannot be placed at every stop, it is important that high traffic stops continue to include benches and shelters, especially where there is a knowingly high concentration of young, elderly, and disabled populations.

Identification of Service Priorities for Future Budgeting - Numerous changes in funding levels and structure are anticipated for transit in the State of Wisconsin in the near future, in which transit systems are expected to lose a substantial portion of state and federal operating assistance. However, little is known at this time. To begin planning ahead for these unknown funding cuts, the steering committee conducted an identification of service priorities to assist in determining where cuts may need to occur and which service characteristics are most vital to the transit system. The following table identifies primary service priorities. Additional analysis will need to be conducted once funding level cuts are known.

SERVICE PRIORITIES

Service	Average Score	Rank
High frequency service (1/2 hour) which misses some destinations	2.73	1
Evening service (after 6pm)	3.00	2
Low fares	3.09	3
Earlier morning service (before 6am)	5.00	4
Limited Saturday service	5.55	5
All day Saturday service	5.64	6
Low frequency service (one hour) which covers more destinations	5.73	7
Above and beyond ADA paratransit services	6.73	8
Other: Economical way to transport anywhere in City of Oshkosh	8.36	9
Other: Access to Jobs program	8.45	10
Other: Better connectivity with Valley Transit	8.73	11

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EXISTING CONDITIONS

EXISTING CONDITIONS

The Oshkosh Transit System (OTS) provides transit services primarily within the City of Oshkosh. An exception to this is a route between the City of Oshkosh and the City of Neenah. For planning purposes, the OTS service area generally follows the Oshkosh Urbanized Area boundary. This boundary includes the City of Oshkosh and parts of the Towns of Algoma, Black Wolf, Nekimi, and Oshkosh.

CHANGING CONDITIONS AFFECTING TRANSIT

Over the last several decades, Oshkosh Transit use and travel in general have been affected by the decentralization of population and major land use. In light of these factors, and with the general trend of rising costs and declining federal operating funds, OTS and other systems nationwide have faced significant challenges in maintaining the integrity of regional service.

Population

Since the completion of the 2005 TDP, population within the City of Oshkosh has decreased by less than 1 percent from an estimated 2004 population of 65,095 to an estimated 2008 population of 64,635.

TABLE 1
POPULATION AND HOUSING CHANGES, 1997 – 2008
City of Oshkosh

	1997	2004 (est.)	2008 (est.)
Population	61,824	65,095	64,635
Dwelling Units	23,596	26,935	27,316
Persons Per Household	2.62	2.25	2.23

Source: U.S. Bureau of the Census, ECWRPC, and American Community Survey (ACS) estimates.

Much of the increase in population has occurred on the city's edge, away from the medium to high-density areas where transit traditionally operates. Shrinking household size, from 2.62 persons per household in 1997, to 2.25 persons per household in 2004, to 2.23 persons per household in 2008 also indicates a continued decrease in density throughout the community over the last decade. The City of Oshkosh is forecast to have a moderate rate of growth over the next 20 years (Table 2). In 2010, populations are projected to increase to 67,996, roughly a 10 percent increase since 1997. By 2030, populations are projected to reach 77,676, roughly a 25.6 percent increase since 1997. Although the end of the last decade witnessed a slight decrease, an increased population growth rate has been evident in the City of Oshkosh and the Oshkosh Urbanized Area for the past twenty years.

**TABLE 2
POPULATION PROJECTIONS -
CITY OF OSHKOSH AND OSHKOSH URBANIZED AREA**

	2010	2015	2020	2030
City of Oshkosh	67,996	70,080	72,416	77,676
Oshkosh Urbanized Area	76,412	78,701	81,271	87,059

Source: U.S. Bureau of the Census and ECWRPC estimates.

Land Use

Between 1997 and 2007, the city has increased in land area, enlarging its size by nearly 20 percent, from 20.8 square miles to 24.9 square miles (Table 3). Since 1997, the City of Oshkosh has experienced a significant amount of industrial and public/institutional/parks/recreational growth, while residential development has also seen moderate growth. Much of this growth has occurred on the City's perimeter. This decentralization of major activity centers has resulted in a need for more dispersed trip-making than the traditional transit system allows.

**TABLE 3
LAND USE CHANGES 1997 – 2007
CITY OF OSHKOSH**

Characteristic	1997	2004	2007
Land Area	20.8 sq./mi.	24.7 sq./mi.	24.9 sq./mi.
<u>Developed Acreage:</u>			
Single family	3,560	3,757	3,794
Multi-Family	478	656	656
Commercial	1,226	1,562	1,312
Industrial	1,246	1,375	1,834
Public/Institutional/Parks/Recreational	2,363	2,643	3,877
Agricultural	493	442	585
Vacant	1,784	1,658	1,739
ROW	2,039	2,085	2,173
Water	97*	637	609
Total	13,286	14,815	16,579

Source: City of Oshkosh and ECWRPC

* In 1997, portions of Lake Butte Des Morts within the City of Oshkosh were not include in the total water acreage and have been include for 2004 and 2007.

Residential Growth. Between 1997 and 2007, there has been 412 acres of residential growth in the City of Oshkosh. The majority of this growth is on the City's perimeter. The southwest corner of the City from West 9th Avenue to the north and State Road 91 to the south, and west of Oakwood Road, continues to experience extensive residential growth. Some neighborhoods in the northern section of the City, between Fox River Valley Road to the south and County Road Y to the north, have also experienced some residential growth since 1997.

Commercial Growth. Since 1997, commercial acreage has fluctuated. This can be attributed to reclassification as primarily industrial or vacant land uses. Again, most of the growth that has occurred since 1997 has been concentrated on the edge of the city to the west of USH 41, primarily between West 20th Avenue to the north and West Ripple Avenue to the south and along the State Road 21 Corridor. Commercial development has also occurred on the southern end of the City along the Oregon Street Corridor (CTH I).

Industrial Growth. Industry, too, has increasingly relocated away from the central city, gradually diminishing the significance of this core industrial area. Industry has experienced over 47 percent growth since 1997, with the addition of 588 acres. Although a few industries are still located near the Fox River in the central portion of the city, the primary locations are in industrial parks on the city's edge. Recent industrial development has occurred in the northern and southwestern industrial parks.

Governmental Institutions. Various governmental institutions are located north of the City of Oshkosh. The Winnebago County Mental Health Institute is a sprawling complex located along Lake Winnebago. Directly north of the City is the prison and the county landfill. Several other potential transit trip generators in this area include the Huber Center, Coughlin Center, recycling center, and a subsidized housing complex on Logan Drive. The county fairgrounds are also located in this area.

Fringe Development. Current growth on the urban fringe is occurring primarily in the Town of Algoma, which borders the City of Oshkosh on the west side of USH 41 south of the Fox River. Residential growth in the Town of Algoma is concentrated to the south along Oakwood Road. In recent years, little development has occurred in the Town of Black Wolf or the Town of Oshkosh. The Long-Range Transportation/Land Use Plan for the Oshkosh Urbanized Area (October, 2005) shows priority growth areas to the north (Town of Oshkosh), west (Town of Algoma), and southwest (Town of Nekimi).

Other Demographic and Socio-Economic Trends

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

Increasing Auto Ownership. A major trend since 1970 has been greater automobile ownership per household. This was largely a result of an increasing incidence of two career families. In addition to the necessity of two vehicles for work trips, it creates a residual need for teens to be responsible for much of their own trip-making, frequently resulting in a third, or fourth vehicle in the household. In 1990, there was an estimated 1.59 vehicles per household in the City of Oshkosh, which increased slightly to 1.60 vehicles per household in the year 2000. According to the American Community Survey (ACS), this figure increased to an estimated 1.67 vehicles per household in 2008.

The overall effect of this trend is evidenced in the growth of daily vehicle trips on the urban street system and increased traffic congestion. Combined with fairly stable fuel prices over the last 20 years, more fuel-efficient cars, and plentiful and inexpensive parking, transit service in Oshkosh is in an increasingly less competitive position with the auto. However, the recent climb in fuel costs in the last few years has influenced some individuals to utilize transit service,

although it would most likely take a drastic increase in fuel costs for most individuals to change their vehicle usage patterns.

Increasing Incomes. According to the American Community Survey (ACS), the median household income for the City of Oshkosh was \$43,236 in 2008. This is up from \$37,636 in the year 2000. As incomes rise, the ability for more people to own a vehicle also increases.

Decreasing School Enrollments. Since 2000, school age population in the Oshkosh Area Public School District has slowly decreased. The Oshkosh Area Public School District's total enrollment for the 2000-2001 school year was 10,738 students. According to the Wisconsin Department of Public Instruction, it is estimated that 10,213 students were enrolled in the Oshkosh Area Public School District during the 2009-2010 school year. For the 2000-2001 school year, private school enrollment totaled 1,719 students and according to the Wisconsin Department of Public Instruction, it is estimated that 1,288 students were enrolled in private schools for the 2009-2010 school year.

As part of the onboard survey conducted in April of 2010, 29 percent of all responses noted that "school" was their primary trip purpose, which was the highest response. This figure is inclusive to K-12, technical college, and university students. The second highest response was "work" with 22 percent.

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 couple decades. These factors may increase ridership, since the elderly have traditionally relied on transit services for their transportation needs.

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

Deinstitutionalization of the Disabled Population. A large number of disabled City of Oshkosh 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 malls and commercial strip development are concentrated during the evening hours and weekends. These are times when transit service is not provided.

TRANSIT SERVICE CHARACTERISTICS

The Oshkosh Transit System (OTS) was acquired by the City of Oshkosh on January 1, 1978. Organized as a department of the City, its policies and procedures are subject to approval of the Oshkosh Common Council. A Transit Advisory Board, composed of seven members, including one member of the City Council, was formed at the time of acquisition to oversee bus operations and recommend changes to the Council. The Transportation Director, appointed by

the City Manager, is responsible for daily operations, budget, public relations, and marketing. A Transit Operations Supervisor, Transit Coordinator, Maintenance Supervisor, Administrative Assistant and a part-time Dispatcher/Office Clerk assist the Director. The system also employs 18 full-time bus drivers, 3 full-time mechanics, 1 full-time service technician, 1 part-time bus driver, and 1 bus driver/mechanic.

The system currently provides fixed-route bus service and contracts with a private provider for elderly and disabled paratransit service within the city limits.

FIXED-ROUTE SERVICE

Existing Routes

OTS operates nine regular routes that operate from 6:15 a.m. to 6:10 p.m. Monday through Saturday totaling 91.2 miles. These routes operate on 30 minute frequencies throughout the day, except route 10 which operates on a 90 minute frequency. Route 9, which is a 60 minute route, uses two buses to cover the route, with 30 minute frequencies to the Transit Center. The Route 9 bus arrives at the Transit Center at fifteen minutes after the hour and the Route 9A bus arrives at the Transit Center at 45 minutes after the hour. Each route has two buses operating alternately over two routes, except for routes 10 and 9, beginning and ending at the Transit Center. The Transit Center, constructed in 1990, is located downtown. It offers a sheltered transfer area out of the weather and traffic. OTS also contracts an inter-city route between Oshkosh and Neenah which operates from 6:45 a.m. to 6:25 p.m. Monday through Friday and from 7:45 a.m. to 6:25 p.m. on Saturday.

In addition to these routes, OTS operates tripper service during the school year. While designed to serve various area schools and operate on school days only, the routes generally follow the alignment of the regular routes and can be used by anyone. This service requires three additional buses in the afternoon. Route characteristics are listed below in Table 4. Maps of the system and each route are also displayed in Exhibits 1 through 11.

**TABLE 4
ROUTE CHARACTERISTICS**

Route	Route Length (miles)	Service Frequency (minutes)	Buses Required	
			Peak	Off-Peak
1 East Loop	7.4	30	1	1
2 Bowen Street	6.8	30	1	1
4 North Main	6.4	30	1	1
5 Algoma Park	6.7	30	1	1
6 UW-Oshkosh/N. Sawyer	7.3	30	1	1
7 West High	6.5	30	1	1
9 Ninth Avenue*	14.7	30	2	2
10 Neenah	28.5	≈ 90	1	1
11 South Park	6.9	30	1	1

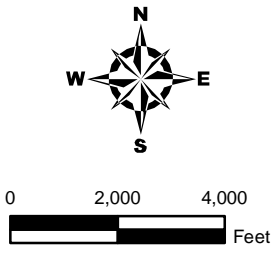
* Route 9 – Ninth Avenue is served by 2 buses with one (9) arriving at the Transit Center at: 15 after the hour and another (9A) at: 45 minutes after the hour. The 9A bus begins service at the intersection of 20th Avenue and Koeller Street at 6am.

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Exhibit 1 Oshkosh Transit System

- ★ Transit Center
- Route 1
- Route 2
- Route 4
- Route 5
- Route 6
- Route 7
- Route 9
- Route 10
- Route 11
- City
- Township

Source: Route Data provided by City of Oshkosh, 2005;
Updated 2010 based on OTS route descriptions.
Digital Base Data provided by Winnebago County, 2010.



This data was created for use by the East Central Wisconsin Regional Planning Commission Geographic Information Systems Department. Any other use application of this information is the responsibility of the user and such use application is at their own risk. East Central Wisconsin Regional Planning Commission disclaims all liability regarding fitness of the information for any use other than for East Central Wisconsin Regional Planning Commission business.

This map shows the approximate relative location of property boundaries but was not prepared by a professional land surveyor. This map is provided for informational purposes only and may not be sufficient or appropriate for legal, engineering, or surveying purposes.

Prepared By
EAST CENTRAL WISCONSIN
REGIONAL PLANNING COMMISSION-September 2010

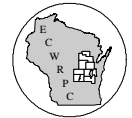






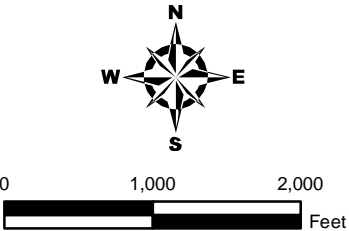


Exhibit 2 Oshkosh Transit System Route #1 - East Loop

-  Transit Center
-  Bus Stop with Bench
-  Bus Stop with Shelter
-  Route 1
-  City
-  Township

Source: Route Data provided by City of Oshkosh, 2005;
 Updated 2010 based on OTS route descriptions.
 Digital Base Data provided by Winnebago County, 2010.



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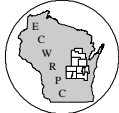







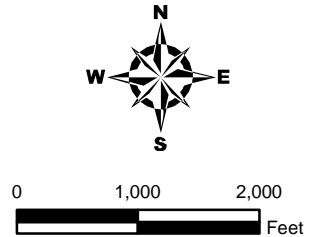


Exhibit 3 Oshkosh Transit System Route #2 - Bowen Street

-  Transit Center
-  Bus Stop with Bench
-  Bus Stop with Shelter
-  Route 2
-  Route 2 Deviation
-  City
-  Township

Source: Route Data provided by City of Oshkosh, 2005;
Updated 2010 based on OTS route descriptions.
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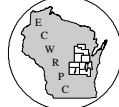







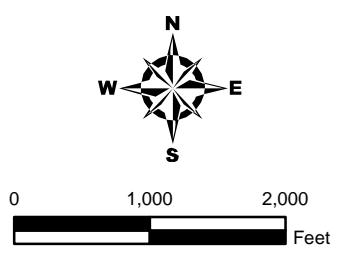


Exhibit 4 Oshkosh Transit System Route #4 - North Main

-  Transit Center
-  Bus Stop with Bench
-  Bus Stop with Shelter
-  Route 4
-  Route 4 Deviation
-  City
-  Township

Source: Route Data provided by City of Oshkosh, 2005;
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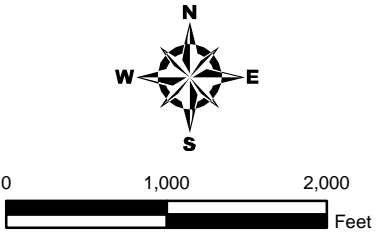
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Exhibit 5 Oshkosh Transit System Route #5 - Algoma Park

-  Transit Center
-  Bus Stop with Bench
-  Bus Stop with Shelter
-  Route 5
-  City
-  Township

Source: Route Data provided by City of Oshkosh, 2005;
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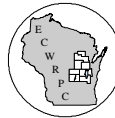






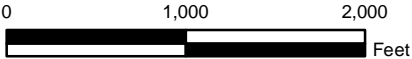


Exhibit 6 Oshkosh Transit System Route #6 - UWO/North Sawyer

-  Transit Center
-  Bus Stop with Bench
-  Bus Stop with Shelter
-  Route 6
-  City
-  Township

Source: Route Data provided by City of Oshkosh, 2005;
Updated 2010 based on OTS route descriptions.
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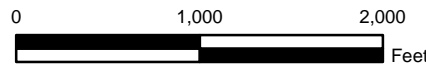
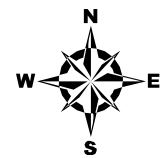
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Exhibit 7
Oshkosh Transit System
Route #7 - West High

- ★ Transit Center
- Bus Stop with Bench
- Bus Stop with Shelter
- Route 7
- City
- Township

Source: Route Data provided by City of Oshkosh, 2005;
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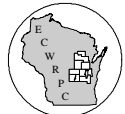









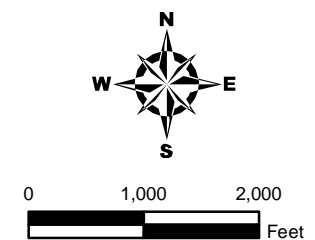
Exhibit 8

Oshkosh Transit System

Route #9 - Ninth Avenue

-  Transit Center
-  Bus Stop with Bench
-  Bus Stop with Shelter
-  Route 9
-  Route 9 Deviation
-  City
-  Township

Source: Route Data provided by City of Oshkosh, 2005;
Updated 2010 based on OTS route descriptions.
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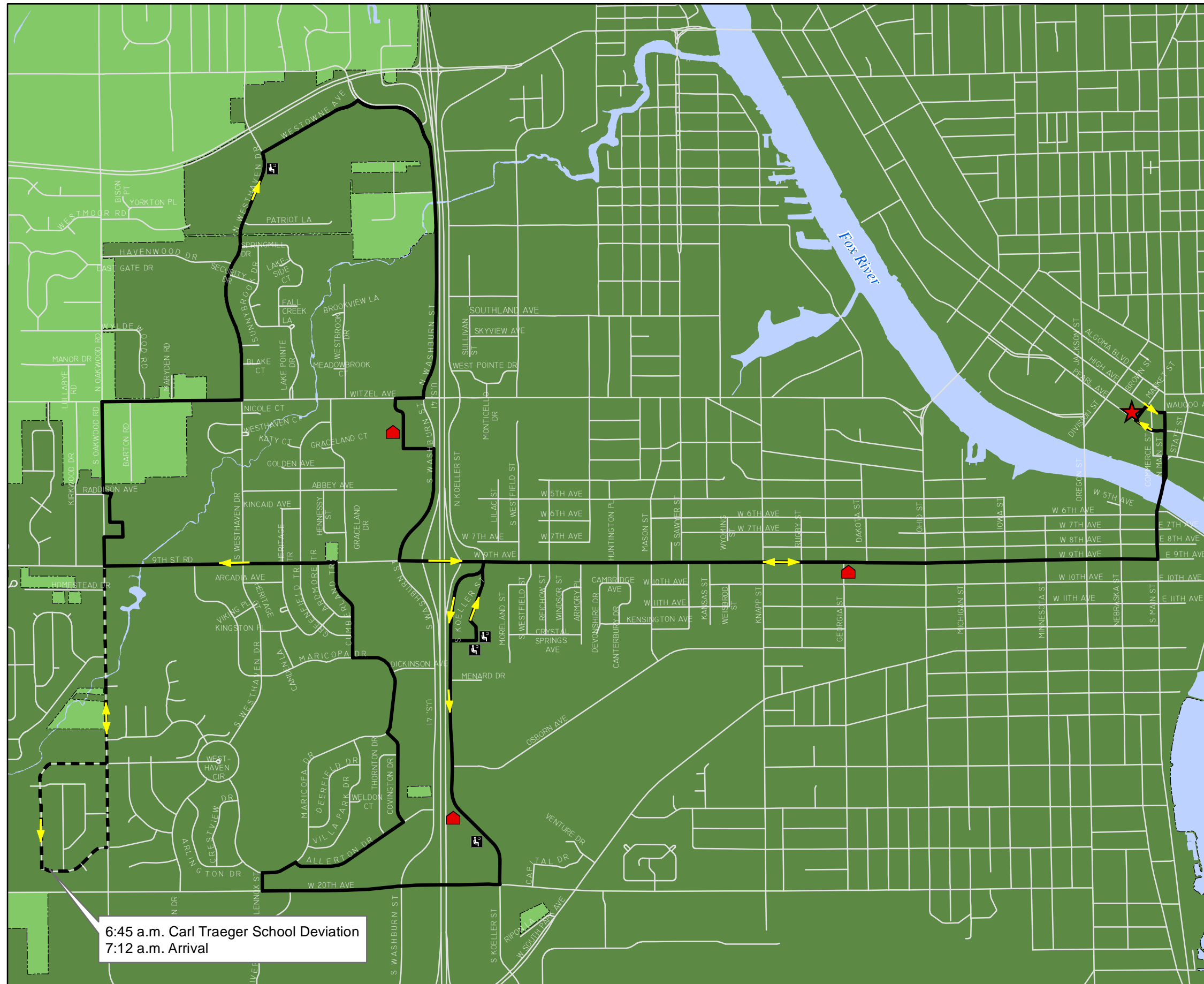
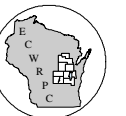






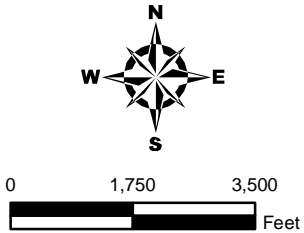


Exhibit 9 Oshkosh Transit System Route #10 - Neenah

-  Transit Center
-  Bus Stop with Bench
-  Bus Stop with Shelter
-  Route 10
-  City
-  Township

Source: Route Data provided by City of Oshkosh, 2005;
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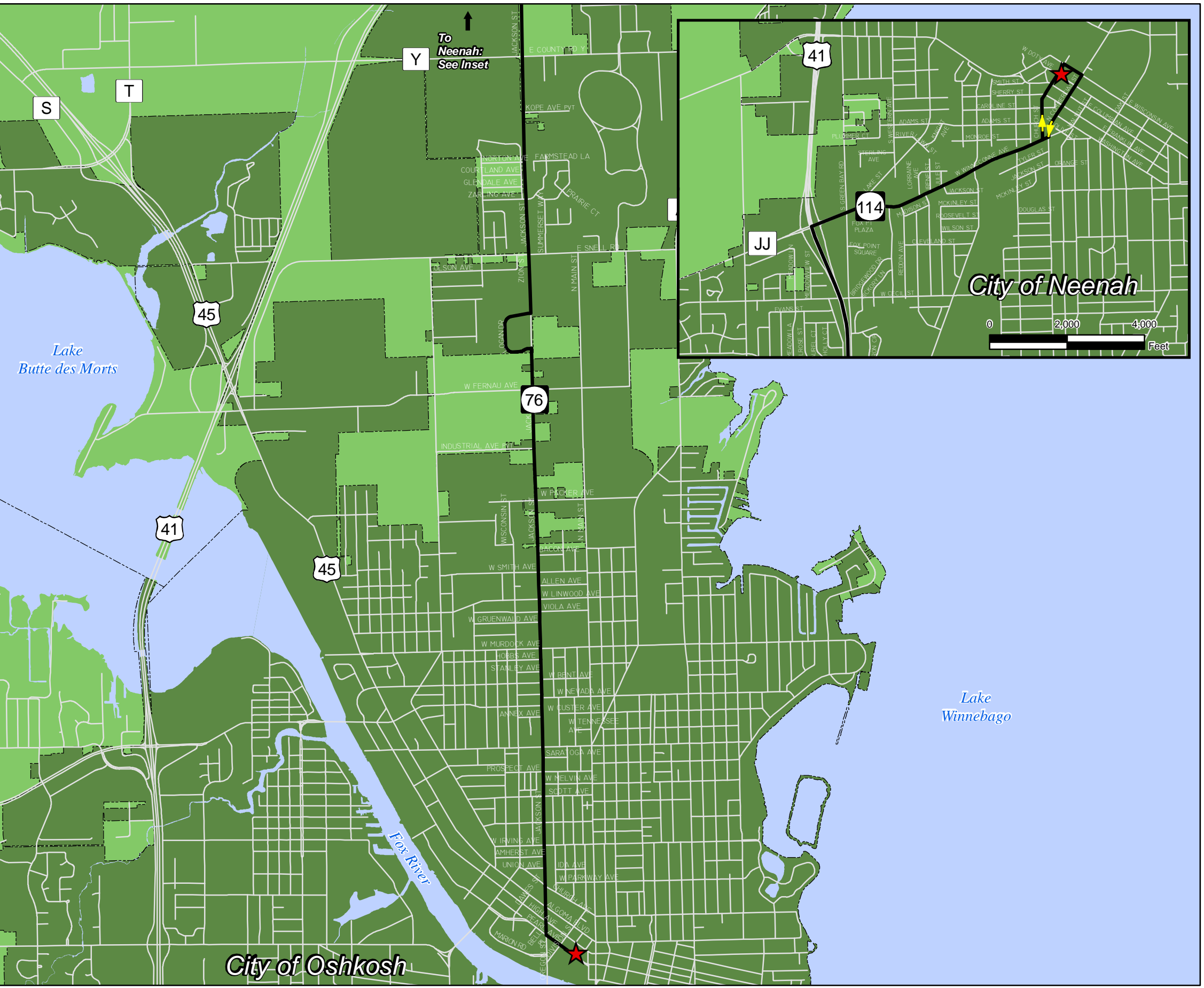
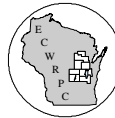


Exhibit 10 Oshkosh Transit System Route #11 - South Park

- 3/6

Boarding / Alighting
- ★

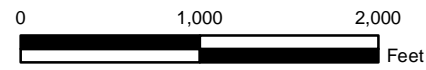
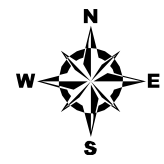
Transit Center
- 🚏

Bus Stop with Bench
- 🏠

Bus Stop with Shelter
- Route 11
- - -

Route 11 Deviation
- City
- Town

Source: Route Data provided by City of Oshkosh, 2005;
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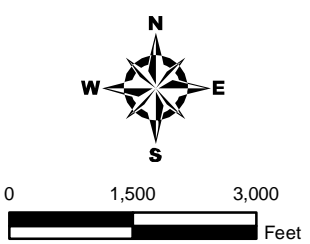
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Exhibit 11 Oshkosh Transit System Tripper Routes

- ★ Transit Center
- ↪ East Loop Tripper
- ↪ Ninth Avenue Tripper
- ↪ South Park Tripper
- City
- Township

Source: Route Data provided by City of Oshkosh, 2005;
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Route History

While the number of regular routes has remained nearly the same since 1980, their general placement has varied somewhat. In August 1980, as recommended in the TDP, routes were revised and three new routes added to the seven already in existence. This increased the density of route coverage and provided more service to non-CBD shopping areas, elderly housing projects, major employment centers and medical facilities. The new route configurations also eliminated large loops, providing more direct service and reducing travel times.

The 1980 TDP also recommended initiation of express routes during peak hours to the North and South industrial parks and establishment of the University shuttle route. The express routes were incorporated into the system at that time, but the shuttle was not implemented until 1989. All of these services have since been discontinued due to low ridership.

Minor service improvements were implemented in 1986 in response to information from on-board and boarding and alighting surveys conducted by the East Central Wisconsin Regional Planning Commission. In 1989, however, a major change occurred when the University Shuttle finally was implemented, replacing the Grand-New York route. Three other routes were also modified to pick up portions of the former route. In 1990 the Ninth Avenue route was modified to pick up a portion of the Westhaven route which was shortened. Other modifications were made to the Westhaven route to accommodate retail growth on the Westside, and most routes in the downtown area were slightly realigned when the Transfer Center opened in 1990. In 1996, routes #10 – South Main and #11 – South Park were consolidated because of reductions in federal operating assistance.

Since the 2005 TDP, there have been several other route changes (Table 5).

TABLE 5
ROUTE CHANGES SINCE 2005

Date	Route	Status
January 2005	Senior Shuttle	Created
October 2005	Senior Shuttle	Discontinued due to low ridership
August 2007	Route 9	Route 9 extended to serve Westowne Ave
January 2008	Route 10	Route 10 frequency reduced from 60 minutes to approximately 90 minutes.
March 2009	Route 4	Eliminated stop in Affinity's parking lot; added stop near the entrance of St. Vincent De Paul Store off of Jackson Street.

Ridership

Since 2004 fixed route ridership had steadily increased, until experiencing a nearly 13 percent decrease in 2009. The steady increase between 2004 and 2008 can be attributed to a period of relatively high gas prices, which at one point exceeded \$4.00 per gallon, as well as a heightened movement of green and sustainable practices. In addition to the declining cost of gas, the drastic decrease in fixed route ridership in 2009 can be attributed to a fare increase (from \$0.50 to \$1.00) and the recent conditions of local and regional economies, in which unemployment rates exceeded 10 percent.

However, other traditional factors do impact transit ridership. Among these factors are: increased auto ownership because of higher incomes, movement of business and residential activity to outlying areas, dispersing travel patterns and a shift in social priorities which, during the 1970's, looked to transit as a solution to urban congestion, pollution and mobility problems. Until 2009, the unlinked ridership has been on the rise since 2001, after several years of fluctuation.

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.

TABLE 6
FIXED ROUTE RIDERSHIP TRENDS (2004-2009)

Year	Trippler Passengers	Revenue Passengers	Revenue Miles	Unlinked Passengers
2004	26,698	715,009	581,075	911,265
2005	20,577	778,647	598,942	984,625
2006	21,319	769,508	569,041	1,007,609
2007	23,157	794,552	574,701	1,056,364
2008	22,090	803,737	546,381	1,097,189
2009	16,277	699,529	538,328	929,503

Funding Availability

Since 1974, OTS has received transit funding from state and federal sources, which over the years have paid up to 75 percent of the operating budget. Funding support from state and federal sources has contributed to improvements in transit service. While funding grew steadily during the 1970's, some fluctuations occurred during the 1980's and 1990's. The impact of these fluctuations has affected the local cost of service, and to some degree service levels.

Table 7 shows the trends in expenses and funding sources since 2004. Overall, expenses have increased at a modest rate, averaging roughly 6 percent annually, mainly the result of inflationary and general cost increases. Aside from a decrease in 2003, operating revenues have generally been on the rise since 1998.

The relative share of transit expenses paid by all sources during the past six years is also shown on Table 7 in dollars and in Table 8 by percentage. Overall, the general trend has been a

fluctuation in federal, state, county, and local shares. Federal subsidies have increased by nearly 60 percent since 2004 and have more than tripled since 1998. State, county, and local shares continue to fluctuate, with the local share crossing the \$1 million threshold for the first time in 2008. Operating revenues as a share of expenses have also fluctuated since 2004, which did peak at over 16 percent in 2009.

TABLE 7
SYSTEM-WIDE TRANSIT EXPENSES AND REVENUES (2004 – 2009)

Operating Year	Expenses	Revenues	Deficit	Federal Share	State Share	Local Share	County Share
2004	\$3,515,331	\$508,444	\$3,006,887	\$989,869	\$1,126,375	\$617,355	\$273,288
2005	\$3,837,251	\$529,318	\$3,307,933	\$1,114,938	\$1,128,607	\$753,928	\$310,460
2006	\$3,924,959	\$573,399	\$3,351,560	\$1,388,004	\$953,815	\$680,741	\$329,000
2007	\$4,201,192	\$602,759	\$3,598,433	\$1,355,474	\$1,088,355	\$812,664	\$341,940
2008	\$4,483,790	\$657,697	\$3,826,093	\$1,309,050	\$1,198,265	\$1,000,258	\$318,520
2009	\$4,818,173	\$784,329	\$4,033,844	\$1,581,596	\$1,211,194	\$868,978	\$372,076

TABLE 8
FUNDING AND REVENUE SOURCES

Year	Operation Revenues	Federal Share	State Share	Local Share	County Share
2004	14%	28%	32%	18%	8%
2005	14%	29%	29%	20%	8%
2006	15%	35%	24%	17%	8%
2007	14%	32%	26%	19%	8%
2008	15%	29%	27%	22%	7%
2009	16%	33%	25%	18%	8%

Federal Transit Aids. Until 1983, the Oshkosh area consistently received federal funding for the full 50 percent formula entitlement. Since that time, federal operating assistance has funded a lower share, with a significant decrease yearly until 1996. Since getting back to the 25 percent threshold in 2001, federal shares have fluctuated between 32 percent (2002) and 41 percent (2006) over the past decade. Since 2005, the federal transportation bill SAFETEA-LU (Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users) has provided a steady increase in federal subsidies to transit systems. For the first time in many years, federal funding accounted for the majority of OTS funding in 2006.

State Transit Aids. State shares as a percentage of funding have gradually declined since 1998 and more so since the recent increases in federal funding enacted in SAFETEA-LU.

Local and County Subsidy. The most consistent shares of funding have been at the local and county level. With local shares averaging roughly 18 percent and county shares averaging about 8 percent of funding since 1998. Both of these share sources have remained fairly constant due to the increase in federal subsidies which has helped offset increasing expenses.

**TABLE 9
FEDERAL FORMULA SHARE OF THE TRANSIT DEFICIT**

Year	Federal Recognized Loss	Federal Share	Formula Share
2004	\$3,006,887	\$989,869	33%
2005	\$3,307,933	\$1,114,938	34%
2006	\$3,351,560	\$1,388,004	41%
2007	\$3,598,433	\$1,355,474	38%
2008	\$3,826,093	\$1,309,050	34%
2009	\$4,033,844	\$1,581,596	39%

Operating Revenues. Fixed route passenger fares and non-farebox revenues have averaged about 10 percent of transit expenses since 2004. Fixed route passenger fares account for most of this. Non-farebox revenues have been declining since 2006 (Table 10).

**TABLE 10
FIXED ROUTE RIDERSHIP AND FARE REVENUES (2004 – 2009)**

Year	Revenue Passengers	Passenger Revenue	Other Revenues	Total Revenues
2004	715,009	\$270,379	\$41,298	\$311,677
2005	778,577	\$302,801	\$40,370	\$343,171
2006	769,916	\$345,975	\$42,874	\$388,849
2007	794,552	\$369,811	\$35,066	\$404,877
2008	803,737	\$410,797	\$28,481	\$439,278
2009	699,529	\$481,632	\$26,000	\$507,632

In 1978, when the City acquired the Oshkosh Transit System, fares were established at \$0.25 for adults and \$0.10 for children, elderly, and handicapped. Rates have been raised several times over the years and are currently \$1.00 for adults and children over six years old. Elderly and disabled rates during off-peak hours are at \$0.50 (Table 11), currently the lowest fares in the State. Punch passes for 20 rides are available for \$20.00, and monthly passes (unlimited rides during the calendar month) are available for \$25.00. In December 2003, OTS began selling three month passes at a non-discounted rate, which are currently at \$60.00.

TABLE 11
TRANSIT FARES (CHANGES SINCE JANUARY 2004)

Type	January 2004	July 2005	January 2006	January 2007	July 2008	January 2009
Cash Fare	\$0.50	\$0.50	\$0.50	\$0.50	\$0.75	\$1.00
Senior	\$0.25	\$0.25	\$0.25	\$0.25	\$0.25	\$0.50
Disabled	\$0.25	\$0.25	\$0.25	\$0.25	\$0.25	\$0.50
Children	FREE <6	FREE <6	FREE <6	FREE <6	FREE <6	FREE <6
Punch Pass (20 rides)	\$10.00	\$10.00	\$10.00	\$10.00	\$15.00	\$20.00
Tokens (20 rides)	\$15.00	\$15.00	\$15.00	\$15.00	\$20.00	\$25.00
Monthly Pass	\$12.50	\$15.00	\$18.00	\$20.00	\$20.00	\$25.00
3 Month Pass	\$37.50	\$45.00	\$50.00	\$50.00	\$50.00	\$60.00
Route 10 to Neenah	\$1.00	\$1.50	\$1.50	\$1.50	\$1.50	\$2.00
Route 10 to Neenah – Senior & Disabled	\$0.50	\$0.75	\$0.75	\$0.75	\$0.75	\$1.00
EAA	\$1.00 (one way)	\$3.00 (round trip)	\$4.00 (round trip)	\$4.00 (round trip)	\$5.00 (round trip)	\$1.50 (one way)
EAA Pass	\$15.00	\$21.00	\$25.00	\$20.00	\$20.00	\$20.00

PARATRANSIT SERVICE

In addition to fixed-route service, OTS currently provides paratransit service within the city limits. Wheelchair-accessible Cabulance is offered to the non-ambulatory disabled and Dial-A-Ride taxi service is provided to the ambulatory disabled and elderly populations, age 60 and over. Paratransit service is eligible for the same federal and state aids as fixed-route service. Paratransit ridership has fluctuated over the last decade. Ridership figures since 2004 are listed in Table 12 and a comparison between Cabulance and Dial-A-Ride is exhibited in Table 13.

TABLE 12
OTS PARATRANSIT RIDERSHIP (2004 – 2009)

Year	Revenue Passengers	Unlinked Passengers
2004	100,056	141,545
2005	94,056	139,780
2006	87,054	130,893
2007	87,958	139,886
2008	104,944	148,557
2009	103,044	147,923

TABLE 13
OTS PARATRANSIT SERVICE, 2009

Characteristic	Cabulance	Dial-A-Ride
Eligibility	Wheelchair with an ADA card	Ambulatory with an ADA card and Seniors age 60 and over
Service Area	City of Oshkosh	City of Oshkosh
Service Provider	Cabulance, Inc.	Oshkosh City Cab
Service Hours	24 hours daily	24 hours daily
Fleet	12 lift-equipped vans	12 taxi sedans
Fares	\$1.50 during hours OTS of operation; \$5.00 other hours	ADA fare is \$1.50 during hours of OTS operation and \$5.00 for other times. Non-ADA fares are always \$2.50.
Ridership	24,527	66,160
Operating Cost	\$398,556	\$562,360

Cabulance

OTS has been in compliance with federal 504 regulations since acquiring 14 lift-equipped buses in 1980. The level of service to the disabled was increased in 1990 by contracting with a private operator, Oshkosh City Cab, for Cabulance door to door wheelchair accessible service 24 hours daily. In 2009, Cabulance provided 24,527 rides at a cost of \$398,556. The fare is \$5.00 a trip for hours other than OTS hours of operation.

In 1992, an ADA Paratransit Plan was prepared in compliance with the new Americans with Disabilities Act. This act requires fixed-route systems to have lifts on all newly-purchased buses

and provide paratransit service to persons unable to use the fixed route system. Since the fixed route system is fully lift-equipped and paratransit is already in place, the only changes required were adjustments to Cabulance to meet ADA service parameters regarding fares and eligibility criteria. OTS fulfilled their compliance with ADA by 1993, when fares were reduced to twice the adult fare, from \$2.50 to \$1.00, and new ADA eligibility criteria became fully effective.

Dial-A-Ride

As a component of the ADA planning process and to improve coordination and cost-effectiveness, in 1991 OTS assumed responsibility for the Dial-A-Ride program administered by the City through the Oshkosh Seniors Center. Service is provided to the elderly age 60 or over and the disabled, 24 hours daily by Oshkosh City Cab. Fares are \$5.00 a trip for hours other than OTS hours of operation. 66,160 rides were provided in 2009, at a cost of \$562,360. ADA fares are \$1.50 during hours of OTS operation and non-ADA fares are \$2.50.

Paratransit services and related information is listed in Table 14.

TABLE 14
OSHKOSH PARATRANSIT FACT SHEET

Program	Description of Service	Hours of Operation	Cost	Eligibility Requirements	Certification to Use Program	Phone Numbers
Cabulance	Van-assisted paratransit services within the City of Oshkosh	24 hours a day, 7 days a week	Monday – Saturday: 6:15 am to 6:15 pm = \$1.50/\$2.50* Holidays, all day Sunday, Monday – Saturday: 6:15 pm to 6:15 am = \$5.00 1 attendant per passenger can ride free	Passenger must require a wheelchair* to be mobile. *Passenger must provide their own wheelchair. **Special Considerations (see bottom of table)	American With Disabilities (ADA) card obtained through application process administered by the American Red Cross	Cabulance: 426-3900 American Red Cross: 231-3590
Dial-A-Ride Elderly	Subsidized cab service within the City of Oshkosh for the elderly	24 hours a day, 7 days a week	\$2.50 per one-way trip Holidays, all day Sunday, Monday – Saturday: 6:15 pm to 6:15 am = \$5.00	Passenger must be elderly (60 years or older)	Dial-A-Ride card for the elderly obtained through the Oshkosh Senior Center	Dial-A-Ride: 426-1551 Oshkosh Senior Center: 232-5300
Dial-A-Ride ADA	Subsidized cab service within the City of Oshkosh for the disabled	24 hours a day, 7 days a week	Monday – Saturday: 6:15 am to 6:15 pm = \$1.50/\$2.50 Holidays, all day Sunday, Monday – Saturday: 6:15 pm to 6:15 am = \$5.00	Passenger must be disabled (unable to use the regular bus service) **Special Considerations (see bottom of table)	American With Disabilities (ADA) card obtained through application process administered by the American Red Cross	Dial-A-Ride: 426-1551 American Red Cross: 231-3590

Rural Over 60	Transportation service for senior citizens throughout rural Winnebago County to any location within Winnebago County Limited to 10 one-way trips per month.	24 hours a day, 7 days a week	\$6.00 per one-way trip if township contributes to the program \$12.00 per one-way trip if township does not contribute to the program	Passenger must be 60 years old or older and a resident of rural Winnebago County (excluding residents of the Cities of Menasha, Neenah, and Oshkosh)	Proof of age Card obtained through application process administered by the American Red Cross	Cabulance: 426-3900 City Cab: 235-7000 American Red Cross: 231-3590
Rural Under 60	Transportation service for disabled individuals throughout rural Winnebago County to any location within Winnebago County Limited to 10 one-way trips/month	24 hours a day, 7 days a week	\$6.00 per one-way trip if township contributes to the program \$12.00 per one-way trip if township does not contribute to the program	Passenger must be disabled and a resident of rural Winnebago County (excluding residents of the Cities of Menasha, Neenah, and Oshkosh)	Disabling condition verified through application process administered by the American Red Cross	Cabulance: 426-3900 City Cab: 235-7000 American Red Cross: 231-3590
Private Pay	Option available, when none of the above programs apply	24 hours a day, 7 days a week	Call provider for current rates	None	None	Cabulance: 426-3900 City Cab: 235-7000

* \$1.50 if the passenger does not require driver assistance beyond the immediate vicinity of the vehicle. \$2.50 if passenger requires driver assistance beyond the immediate vicinity of the vehicle.

** Special Considerations: Drivers will wait a maximum of 5 minutes after their arrival. Effective 1/1/2005

TOTAL RIDERSHIP

Ridership totals since 2004, for both fixed route service and paratransit service, are listed below in Table 15. Total ridership is equal to the total number of unlinked trips for both services.

TABLE 15
TOTAL OTS RIDERSHIP

Year	Total OTS Ridership (Unlinked Trips)
2004	1,052,810
2005	1,124,405
2006	1,138,502
2007	1,196,250
2008	1,245,746
2009	1,077,426

FUNDING OUTLOOK

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

Expenses from 2009 to 2010 are anticipated to increase from an estimated \$4,818,173 to \$5,059,082, an increase of roughly 5 percent. This modest increase is a relief from the high rates of increase in the 1980's which were largely due to the addition of paratransit services. These service expenses slowly continue to increase as indicated in Table 16. Using 2009 as the base year, the following assumptions were made for the projection period:

Assumptions

Annual expense growth	5%
Annual revenue growth	1.5%
Annual federal share of expenses	31%
Annual state share of expenses	27%

Over the past 10 years, OTS has experienced fluctuations in fare, paratransit policy, and other factors that complicate projections for revenues and expenses. The assumptions above are based on anticipated budget resources and a static fare structure. These assumptions are subject to change during the projection period.

TABLE 16
OTS FUNDING OUTLOOK 2009 - 2013

Year	Operating Expenses*	Revenues	Deficit	Federal Share	State Share	Local Share	County Share
2009	\$4,818,173	\$784,329	\$4,033,844	\$1,581,596	\$1,211,194	\$868,978	\$372,076
2010	\$5,059,082	\$796,094	\$4,262,988	\$1,568,315	\$1,365,952	\$951,063	\$377,657
2011	\$5,312,036	\$808,035	\$4,504,000	\$1,646,731	\$1,434,250	\$1,039,698	\$383,322
2012	\$5,577,638	\$820,156	\$4,757,482	\$1,729,068	\$1,505,962	\$1,133,380	\$389,072
2013	\$5,856,519	\$832,458	\$5,024,061	\$1,815,521	\$1,581,260	\$1,232,372	\$394,908

*includes depreciation and interest expense

EQUIPMENT AND FACILITIES

Buses

OTS operates a fleet of 21 buses. These accessible buses are rotated among the fixed-route service. All OTS buses have the following accessibility features: low floor, ramp entry, two wheelchair tie-downs, kneeling feature, lighted stairwells, handrails, courtesy seating, and air conditioning (Table 17).

TABLE 17
FLEET CHARACTERISTICS

Fleet	Number	Age (years)	35-foot	40-foot	Average Mileage
1997 New Flyers	6	14	0	6	278,069
2003 New Flyers	11	8	8	3	203,851
2010 New Flyer Hybrid	4	1	0	4	~12,000
Total	21	-	8	13	164,640

Future Equipment Needs

TABLE 18
CAPITAL EQUIPMENT NEEDS 2011 - 2015

Year	Equipment	Cost
2011	4 Hybrid Buses (35')	\$2,400,000
	5 Bus Shelters	\$25,000
	Bus Wash System	\$170,000
	Maintenance Service Truck	\$40,000
2012	Automated Pass Purchasing System	\$20,000
	18 Fareboxes	\$180,000
	4 Bus Shelters	\$22,000
	Camera System Upgrade – Transit Center	\$50,000
	Camera System Upgrade - Buses	\$68,000
2013	Vehicle Location System	\$100,000
	Passenger Counting/Data System	\$40,000
	Radio System Upgrade	\$50,000
	4 Bus Shelters	\$22,000
	Van (All Wheel Drive)	\$40,000
2014	None	None
2015	9 Hybrid Buses (35')	\$5,625,000

Future Property Improvements

TABLE 19
PROJECTED PROPERTY IMPROVEMENTS 2011 - 2015

Year	Improvement	Cost
2011	Maintenance Facility Ceiling	\$35,000
	Security Upgrades – Garage	\$50,000
2012	Maintenance Facility Painting	\$28,500
2013	Admin. Office Upgrades	\$300,000
2014	None	None
2015	None	None

Maintenance Facility

Oshkosh Transit is housed in a single facility in Oshkosh. Constructed in 1968 as the City's incinerator plant and converted to a bus garage in 1981, the building contains several sections designated for offices, bus storage, maintenance, and cleaning. The conversion included the addition of a service land bay with a bus washer. A separate area within the main garage is designated for repairs. Two bus lifts are located in the repair area as well as a small machine shop section. The buses are stored in the remaining area of the garage. Another section of the garage houses the tire shop area.

Transit Center

OTS operates as a pulse system with a single transfer point in the central business district. The transfer point was moved one block west from the 200 block of Main Street early in 1990 when the new Transit Center was opened on the corner of Market Street and Pearl Avenue, across from Park Plaza. The center consists of a long shelter with a metal roof. A large, enclosed heated section is located in the middle, with an enclosed, unheated section on each end. A bus lane on each side of the shelter allows ten 35-foot buses to line up at one time. Although the shelter was designed to meet federal and state guidelines for wheelchair accessibility, the passenger island was widened by four feet in 1991 to make it easier for disabled people to maneuver around support pillars.

Passenger Shelters

OTS has shelters located at 18 sites. These are glass enclosed on three sides, with a bench on the back wall (Table 20).

**TABLE 20
LOCATION OF PASSENGER SHELTERS**

Hazel Street at Parkway Avenue
Monroe Street at Merritt Avenue (Marion Manor)
Bowen Street at Oshkosh Medical & Rehabilitation
Doctor's Court at Coe Drug
Advocap
Washington Avenue at Social Services Building
North Main Street at Mainview Apartments
Pick 'N Save North
Algoma Boulevard at Reeve Union, UW-Oshkosh
High Avenue at Kolf Sports Center
Bethel Home
Simeanna
Seniors Center
Koeller Street at Affinity Health Care
Wal-Mart
Target
9 th Avenue at Georgia Gardens
Festival Foods

Passenger Benches

Wooden or metal benches are located at 23 sites (Table 21).

**TABLE 21
LOCATION OF PASSENGER BENCHES**

Transit Center
Grove Street at Mallard Avenue
Hazel Street at Cleveland Avenue
Otter Avenue at Court Street (Social Security Building)
Doctor's Court at 414 Block
Monroe Street at Merritt Avenue
Wisconsin Street at Scott Avenue
Algoma Boulevard at Dawes Street (Court House)
Algoma Boulevard at Woodland Avenue
Westfield Street at Oshkosh Avenue
Taft Avenue at Koeller Street
Taft Avenue at Westfield Street
Sawyer Street at Porter Avenue
Witzel Avenue at Fox Valley Technical College
Sawyer Street at Faust Avenue
Eagle Street at 2 nd Avenue
Koeller Street at Fazoli's
Westhaven Drive at Festival Foods
ShopKo
20 th Avenue at 1100 Block
20 th Avenue at Patrician Village
20 th Avenue at Goodwill
Koeller Street across from Arby's

ONBOARD SURVEY

ONBOARD SURVEY

A survey of Oshkosh Transit users was conducted on Tuesday, April 27th, 2010, during peak hours of service on all fixed routes, to collect trip characteristic information and opinions of the service. In addition to surveying all of the fixed routes during peak hours, a survey station was also housed at the downtown transit center for the entire day of operation. Surveys were distributed to all boarding passengers that were willing to participate. OTS provided one free bus pass per completed survey. The survey was composed of 11 questions, not all of which were responded to by all passengers willing to take the survey. Each passenger was asked to fill out only one survey. A total of 705 surveys were completed and returned.

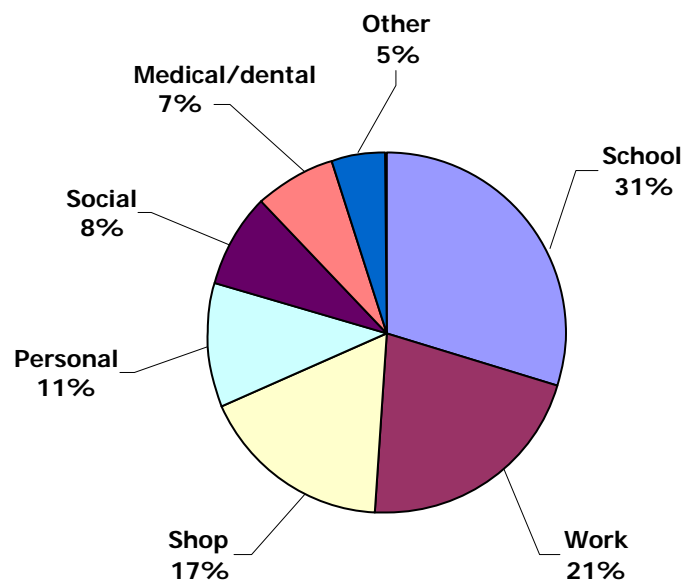
SURVEY RESULTS

The survey results are broken down into three major categories which include: trip characteristics, usage characteristics and open-ended comments. Some of the results from this survey (when applicable) are also compared to the previous user survey which was conducted in 2004. A cross tabulation of data amongst new users was performed; however no discrepancies between long-term users and new users were considered noteworthy for this analysis.

Trip Purpose

As compared to the survey conducted in 2004, school trips continue to be the number one trip purpose amongst OTS users with 31 percent. Work trips were second, as in 2004, with 21 percent. Collectively these two trip purposes account for 52 percent which is up slightly from 51 percent in 2004.

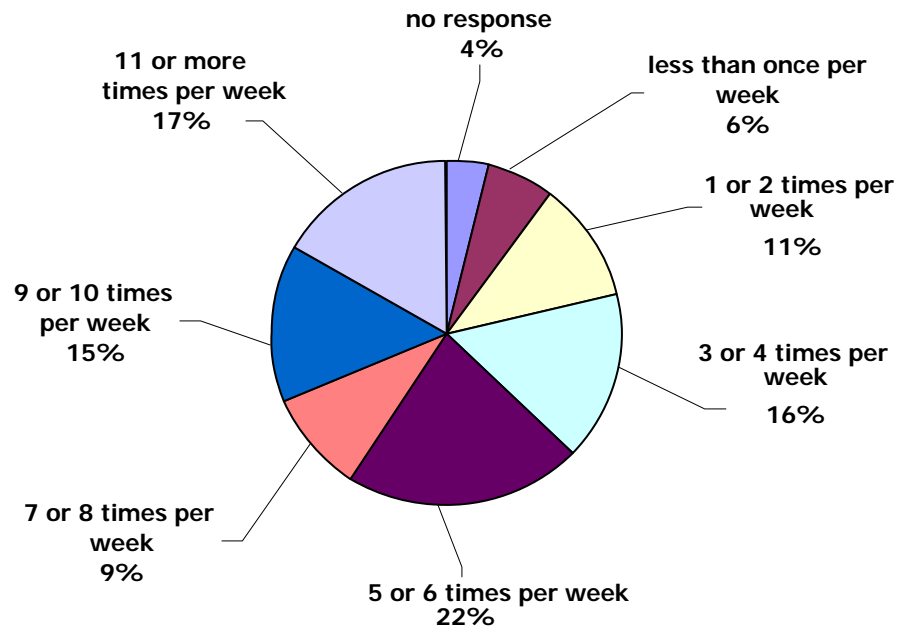
**EXHIBIT 12
TRIP PURPOSE**



Trip Frequency

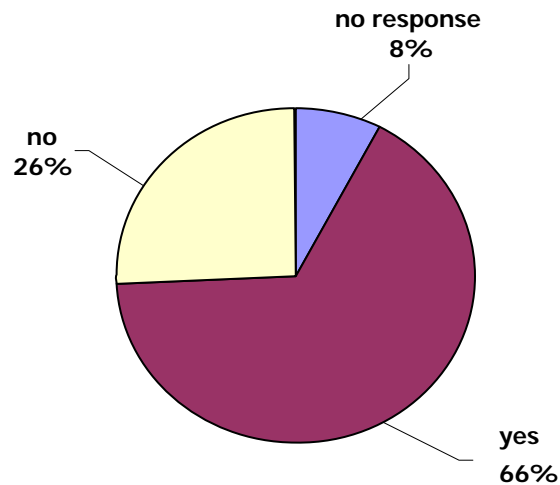
As in 2004, a typical OTS rider uses the system 5 or 6 times a week, accounting for 22 percent of responses. Roughly 17 percent of respondents noted that they are using the system 11 or more times per week, which is down from 20 percent in 2004. Of those users that do use OTS 11 or more times per week, it is most likely due to the fact that they rely on OTS for all of their mobility needs.

**EXHIBIT 13
TRIP FREQUENCY PER WEEK**



Survey respondents were also asked if they intended to make another trip on that same service day. Roughly two-thirds (66 percent) noted that it was their intent to make another trip later in the day. This figure was up from 63 percent in 2004.

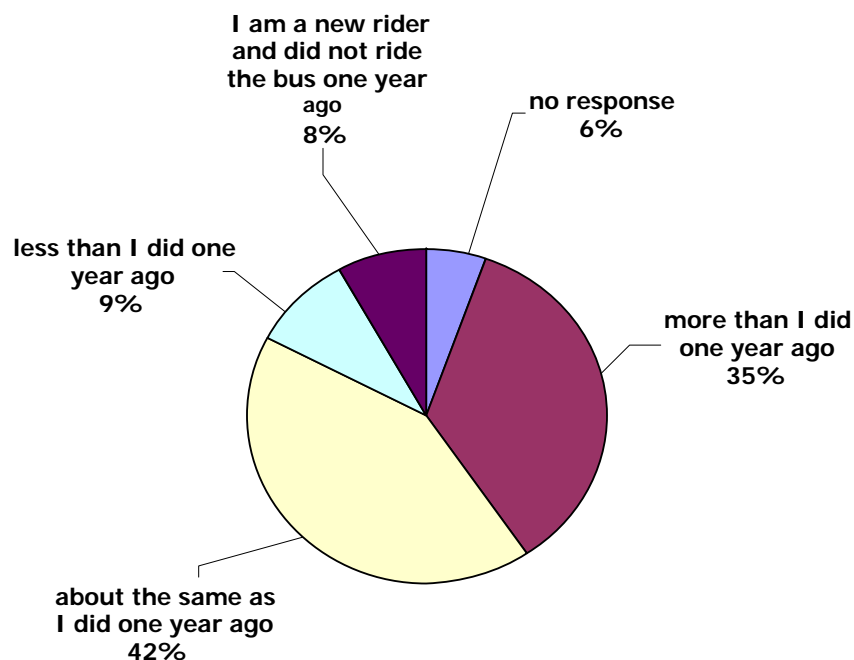
**EXHIBIT 14
ANTICIPATED TRIPS LATER IN THE DAY**



Usage Compared to One Year Ago

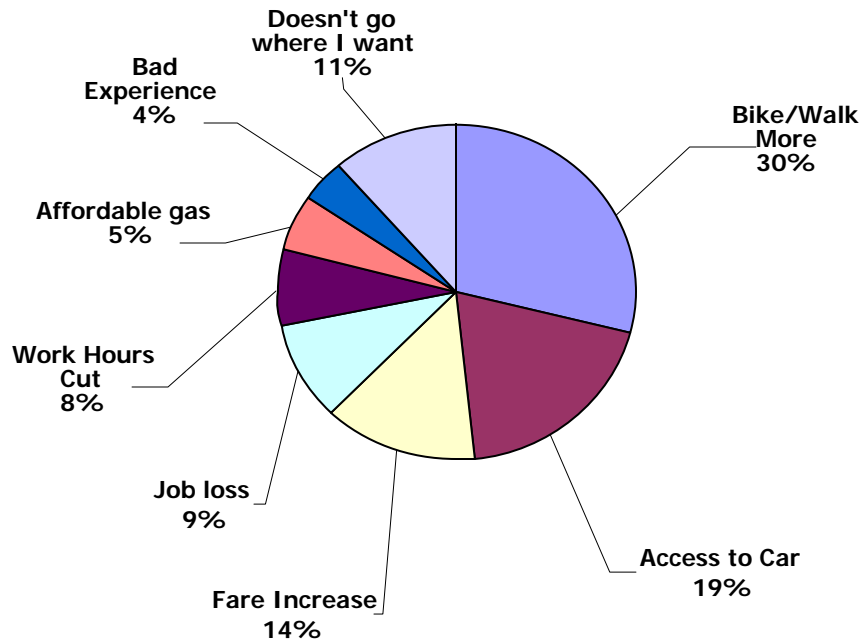
When respondents were asked how their transit usage compares to one year ago, more than three-fourths (77 percent) noted that they are using the system about the same or more than they did one year ago. This figure is down slightly from 79 percent in 2004.

**EXHIBIT 15
USAGE COMPARED TO ONE YEAR AGO**



Of the 9 percent of respondents that noted that they are using the system less than they did one year ago, 30 percent noted that it is because they are biking and/or walking more. Access to car (19 percent) and the recently imposed fare increase (14 percent) rounded out the top three responses.

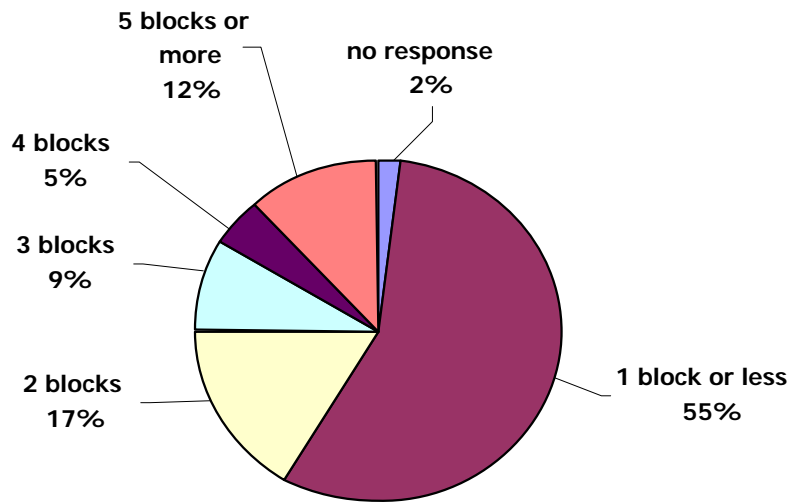
EXHIBIT 16
REASONING FOR LESS USAGE COMPARED TO ONE YEAR AGO



Trip Origin and Destination Distance

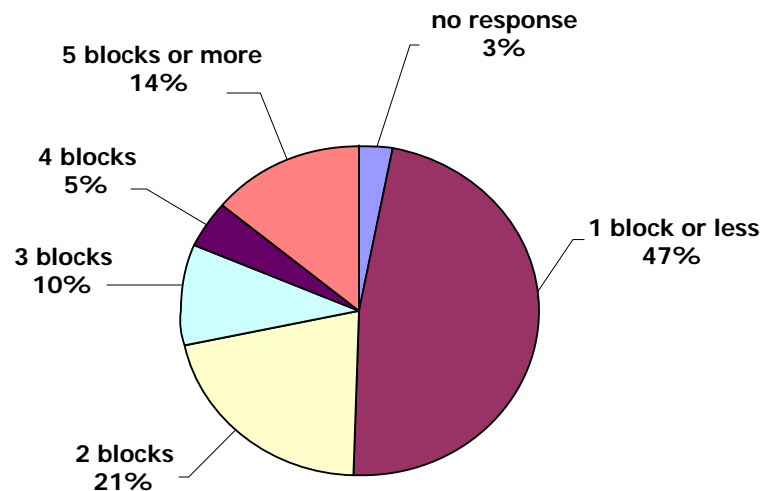
Although nearly three-fourths (72 percent) noted that they typically need to walk 2 blocks or less to the bus stop from their point of origin, this figure is down from 82 percent in 2004. Since 2004, the percentage of respondents noting that they need to walk 5 or more blocks has doubled from 6 percent to 12 percent.

EXHIBIT 17 DISTANCE TO BUS STOP FROM ORIGIN



In comparison, about 68 percent walk two blocks or less from the bus stop to their final destination. This figure is also down from 2004 in which it was 84 percent. The percentage of users that need to walk 5 or blocks from the bus stop to their final destination has nearly tripled since 2004 from 5 percent to 14 percent.

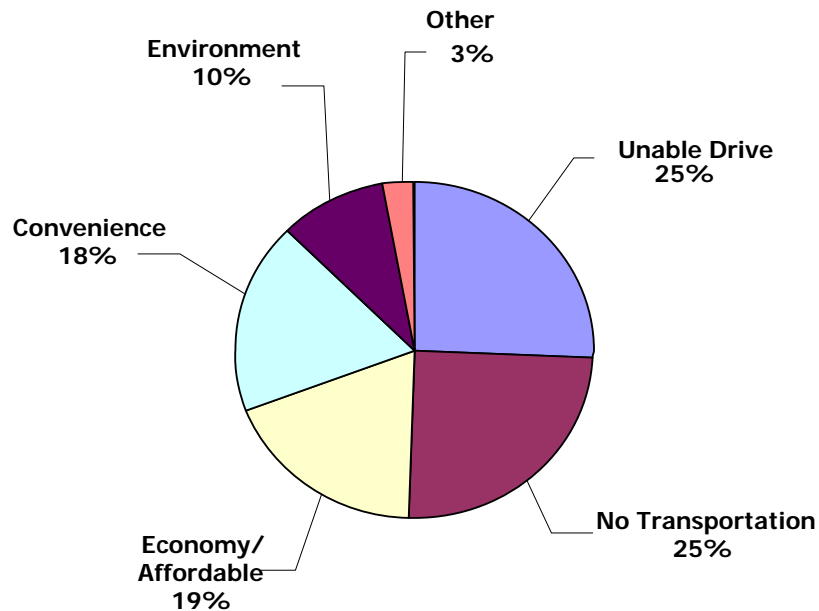
EXHIBIT 18 DISTANCE FROM BUS STOP TO DESTINATION



Trip Choice

When asked why they choose to use the fixed route bus system, 50 percent of all respondents noted that it was either because they have no other transportation or they are unable to drive, with 25 percent responding to each. It is important to note that in 2004, 59 percent of respondents confirmed that they use OTS because they had no other transportation available to them.

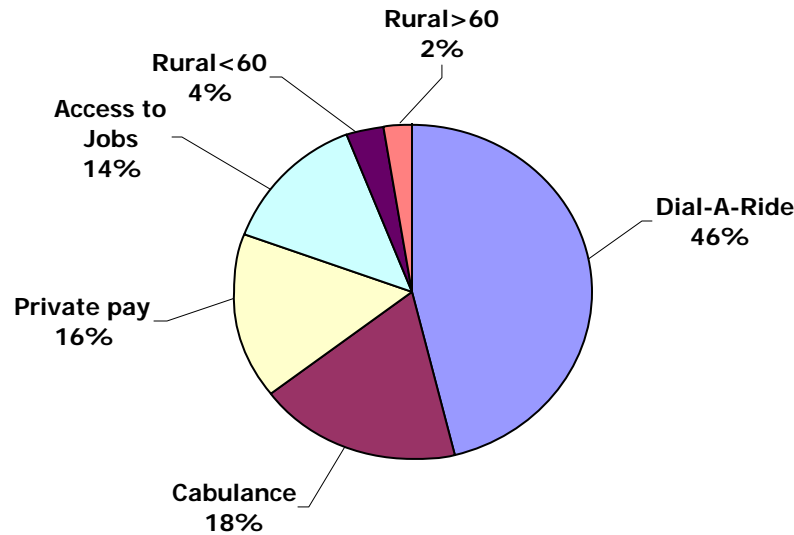
**EXHIBIT 19
TRIP CHOICE**



Use of Other Area Transit Services

Survey respondents were also asked if they have used any other transit services available in the Oshkosh area. Only 9 percent of respondents confirmed that they have, with nearly half (46 percent) having used Dial-A-Ride.

**EXHIBIT 20
USE OF OTHER AREA TRANSIT SERVICES**



Additional Comments

Finally, survey respondents were asked to comment on where they would like bus routes to go that is not currently served by Oshkosh Transit and/or to address any other comments or concerns they may have. A total of 772 comments were received and categorized with the top ten responses accounting for roughly 40 percent of all comments. Table 22 lists the top ten categorized responses received.

**TABLE 22
TOP 10 CATEGORIZED COMMENTS RECEIVED**

Comment	Frequency
Extended service hours	71
Service to the Outlet Mall	60
Service to the 20th Avenue YMCA	42
Satisfied with existing service area	42
Service further north throughout Oshkosh	24
Direct service to Appleton	18
Sunday service	16
Service to EAA	13
Service to industrial parks	12
Service further south throughout Oshkosh	10
Total	308

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ADDITIONAL PUBLIC INPUT

ADDITIONAL PUBLIC INPUT

In addition to conducting an onboard survey, numerous public input processes were conducted throughout the planning process, as identified in the Public Participation Plan (Appendix A) adopted and distributed by the Oshkosh Transit Development Plan (TDP) Steering Committee. This chapter will outline all of public comment received.

E-MAILED COMMENTS

From February through July of 2010, three questions were posted on Oshkosh Transit's website to draw input from interested participants. All responses were then e-mailed directly to Oshkosh Transit and East Central Wisconsin Regional Planning Commission staff for review and processing. Participants were asked:

1. What do you like most about Oshkosh Transit?
2. How can the Oshkosh Transit System improve over the next 5 years?
3. Do you have any other comments? (For the most part, responses to this question were related to comments received in the previous two questions. For this analysis, these responses will be incorporated where appropriate.)

In response to these questions, a total of 105 e-mails were received during the six month comment period.

What do individuals like about Oshkosh Transit?

A total of 197 separate comments could be extracted and categorized for this question. Table 23 outlines the top ten categorized responses received, which accounted for nearly 79 percent of all comments for this question.

TABLE 23
TOP 10 CATEGORIZED COMMENTS RECEIVED
WHAT DO YOU LIKE MOST ABOUT OSHKOSH TRANSIT?

Comments	Frequency
Most drivers/staff are friendly/helpful	38
On-time/reliable schedule	21
Affordable	17
That it exists for those that need it	16
Clean and reliable buses	15
Accessible	13
Coverage	11
Bike racks	9
Convenient and easy to use	8
Neenah Route	7
Total	155

How can the Oshkosh Transit System improve in the next 5 years?

A total of 285 separate comments could be extracted and categorized for this question. Table 24 outlines the top fifteen categorized responses received, which accounted for roughly 58 percent of all comments for this question.

TABLE 24
TOP 15 CATEGORIZED COMMENTS RECEIVED
HOW CAN THE OSHKOSH TRANSIT SYSTEM IMPROVE IN THE NEXT 5 YEARS?

Comments	Frequency
Extend service hours - PM	54
Some of the drivers' courtesy and job performance	17
Serve outlet mall	12
Sunday service	11
Serve YMCA	9
Improve Route 10 schedule/frequency/time	8
More shelters and benches at bus stops (i.e. Bethel, Festival Foods)	7
Extend service hours - AM	6
Event transportation (i.e. Waterfest/Sawdust Days/EAA)	6
Serve industrial parks	6
More regional routes throughout Fox Cities/USH 41 corridor	6
Reduce time on Route 9/split the route	6
Drivers speeding	6
Improve driver training to secure wheelchairs	6
Student rate/ID pass program	6
Total	166

S.W.O.T. EXERCISE –OSHKOSH TRANSIT TDP STEERING COMMITTEE

Following the completion of the first Oshkosh TDP Steering Committee meeting, committee members were given a homework assignment to identify strengths, weaknesses, opportunities, and threats associated with the Oshkosh Transit System. A total of three responses were received. Comments with multiple responses in this exercise are noted.

Strengths

- Affordable fare structure **(3 responses)**
- OTS provides 30 minute headways/Frequent service **(2 responses)**
- Partnership with UWO and other partners **(2 responses)**
- 24/7 paratransit service
- Intercity connection
- Bike racks
- Vehicles in good repair
- Passengers can board at any intersection along the route
- Economic impact
- Provides basic service to low-income residents

- Good geographic coverage
- Experienced, professional staff
- Easiness to get on and off the buses

Weaknesses

- Service ends at 6 pm **(3 responses)**
- Route 10's frequency and connectivity in Neenah with VT
- Passengers can board at any intersection along the route
- Need more support from local employers and health care centers
- Lack of public knowledge about the benefit of transit system to users and non-users
- Route 9 structure can make for a long trip
- No service to a few important destinations (YMCA, SW industrial park, outlet mall, Parkview, etc.)
- No student passes or reduced fare for kids
- Perception that we serve only low-income riders
- Serve doesn't interface well with larger employers
- Dated image and marketing
- Inconsistent times when buses arrive at stops

Opportunities

- Informing the public on and promoting the benefits of using OTS **(2 responses)**
- Hybrid buses may help to bring new rides and support for OTS **(2 responses)**
- Implement new technology to track data and improve communication with riders
- Improve accessibility for people with disabilities
- Find new funding partners
- Community interest in sustainability
- Higher fuel prices could encourage modal shift
- Openness to change
- Partnering with other groups to expand service
- Making routes more flexible to meet ridership needs

Threats

- Sudden loss or reduction of local, state, or federal funding **(2 responses)**
- Local political/public support could always deteriorate **(2 responses)**
- Fuel prices
- Community is changing faster than routes/route structure
- Significant increase in demand for paratransit services
- The unexpected incident that could cause significant damage to the system's reputation (e.g. violence at the transit center)
- Keep fares affordable
- Having routes run every 30 minutes

S.W.O.T. EXERCISE – OSHKOSH TRANSIT STAFF

In addition to the steering committee exercise, three sessions were held with Oshkosh Transit staff (administrative, drivers, mechanics, dispatcher, etc.) on April 22, 2010, to participate in an identification of strengths, weaknesses, opportunities, and threats associated with the Oshkosh Transit System. Comments were also received from staff which could not be in attendance. Staff was also asked to identify the top three most important weaknesses associated the system. Results included:

Session One

Strengths

- Affordability
- Clean, reliable, and safe
- Service provided in all weather
- Customer service
- 24/7 paratransit service
- Excellent geographic coverage of the fixed routes
- Guaranteed transfers
- Community partnerships
- Good frequency

Weaknesses

- Lack of staff **(2 votes)**
- Perception of transit **(2 votes)**
- Service ends at 6pm **(2 votes)**
- Lack of service to the YMCA/outlet mall **(2 votes)**
- Fare collection equipment/technology **(2 votes)**
- Lack of funding **(1 vote)**
- Reliability of the schedule **(1 vote)**
- Public buy-in of transit
- Length of trips, especially on Route 9
- Night service/Sunday service
- Stay out of parking lots
- Access and departure is too flexible/need to keep formal bus stops
- Limitations of Route 10 connecting with Valley Transit
- No reduced fares for kids/students
- Transit center is not customer friendly
- Quality of the maintenance facility
- Lack of meeting space
- Not enough monthly pass outlets
- Riders guide/maps
- Data availability/accessibility
- Too many services are subcontracted out

Opportunities

- Aging population
- Green movement
- Increased energy costs = market transit as an alternative
- Increasing support of transit and transit funding at the federal level
- Regional transit
- Tax incentives
- Improving accessibility
- Student bus pass program
- Expansion of partnerships with area business/UW-O/tech school/etc.
- Local political support for transit

Threats

- Gas prices
- Declining ridership
- Aging fleet
- Land use/development patterns = not transit friendly
- Construction/constant detouring of routes
- Aging facilities
- Loss of funding
- Lack of qualified applicants for vacancies
- Retiring staff/turnover rate
- Bad press for incidents that occur on the buses/at the transit center
- Increasing demand for paratransit

Session Two

Strengths

- Low fares
- Dependable/reliable service
- Great customer service
- Good coverage
- Good staff
- Safety record
- Access flexibility/pick up and drop off points

Weaknesses

- Transfer ticket system – marking on the transfers **(5 votes)**
- Accessibility is too flexible – formal stops are needed **(4 votes)**
- Improving public awareness **(4 votes)**
- Efficiency of some routes **(3 votes)**
- Lack of information/center to buy tickets and passes **(2 votes)**
- Someone is needed in the office at all times for communications **(2 votes)**
- Need to extend the A.M. hours **(2 votes)**
- Get the buses out of the parking lots –safety **(1 vote)**

- Lack of service to the industrial parks/YMCA/outlet mall **(1 vote)**
- No service after 6 pm **(1 vote)**
- Dirty buses **(1 vote)**
- Declining ridership
- Ridership on Saturdays (could get by with 4 routes)
- Road conditions and impact on buses
- No public restroom at transit center
- More driver support needed
- Lack of marketing
- Fare collection system
- Condition of shelters and benches
- Transit center
- Length of driver shifts/lack of breaks/forced overtime
- Information on buses

Opportunities

- Aging population
- Expanding ADA service/demand
- Improving ADA accessibility
- Relocate the transit center
- Expand partnership with UW-Oshkosh/Titan Transit
- Employer subsidies to serve the industrial parks
- Improve access to jobs
- Rider safety

Threats

- Open radio/communications
- Increases in energy costs
- Federal funding
- Rider safety – information on website and buses
- Police officer availability/driver safety

Session Three

Strengths

- Low fares
- Good service/flexible
- Drivers know the customers
- Reliable service
- Drivers are a resource for area information

Weaknesses

- Route timing – causes drivers to speed/safety concerns **(6 votes)**
- Lack of service on the west side of USH41 and other needed areas such as DMV/YMCA/Industrial park/outlet mall/Bethel Homes **(6 votes)**

- Convert routes from a 30 minute route to a 45 minute route **(3 votes)**
- Dirty buses **(3 votes)**
- Not enough staff **(2 votes)**
- Double shifts/forced overtime for drivers **(2 votes)**
- No incentive programs for area employers **(1 vote)**
- The system is not growing with the City/service area **(1 vote)**
- Route 10 – timing/reliability/breakdowns/operated by Kobussen **(1 vote)**
- Driver safety **(1 vote)**
- Road construction
- Does not serve the outlet mall
- Access to jobs (industrial parks)
- Hours of service – lack of AM service
- Transfer ticket system
- Fare collection system
- Punch passes
- Transfer points
- Lack of service on frontage roads
- Need more training opportunities

Opportunities

- Aging population = increasing demand
- Expanded partnership with UW-O
- Expanded service for UW-O – circulator route to bring students to places they want to go (grocery stores/shopping/etc.)
- Better coordination with Titan Transit
- Run Route 6 with two buses
- Regional transit – connection to Fond du Lac
- Avoid backtracking
- Satellite transfer centers
- Employer incentives for industrial parks

Threats

- Energy costs
- Availability of funding

Additional comments from staff that could not attend (strengths and weaknesses only)

Strengths

- Reliable/dependable schedule
- Courteous drivers/offer assistance beyond expectations
- OTS coordinator/supervisor intervening under special circumstances to transport passenger in van as a courtesy
- Very few mechanical breakdowns
- Bus will stop at any intersection along its route, not just designated stops

- Bike racks
- Multiple pass sale locations
- Tokens for individual distributions
- Very few accidents per miles driven
- Drivers secure wheelchairs
- Low cash fares
- Monthly, quarterly, and punch passes
- Upper management makes himself available, listens and takes into consideration input from all employees

Weaknesses

- A realistic timetable with some built in “down” time for trains, inclement weather, etc. is needed
- Buses should stop at designated bus stops only
- Another centralized transfer point (old Sears?) is needed. Implement two transfer points for shorter trips.
- Focus on points of interest and move away from low ridership areas.
- Expand hours of service to accommodate work hours (2 votes)
- Consider peak and off-peak hours (6am to 8:30am – peak, 8:30am to 1pm – off-peak, 1pm to 6pm – peak, 6pm to 7:30pm – off-peak)
- Incorporate Route 10 into our service as a commuter service with no stops between a new transfer center and the Neenah Transit Center
- Offer minimal service in the late evening (7pm to 11pm)
- Get the buses out of parking lots
- Place signs and shelters at well-lit locations
- Examine industrial park hours of operation, locations, and needs of employees. Survey employers to see if there is a need to these locations.
- Establish a route that travels continually along the Koeller/Washburn corridor which would serve the Outlet Mall, Wal-Mart, restaurants, hotels, and other businesses, etc.
- Combine Routes 1 and 2
- More outreach to nonusers
- Expand service area (Outlet mall, SJ Spanbauer Center (Fox Valley Technical College), North Industrial Park, South Industrial Park)
- Partner with businesses to transport their employees/shoppers
- Tour of Christmas Lights (business sponsored?) – people would see how nice bus transportation is during this event and then use the bus rather than drive themselves
- Improve advertising and promoting the system

STAKEHOLDER INTERVIEWS

Stakeholder Responses Summary

Between July 13, 2010 and September 24, 2010, interviews were conducted with key stakeholders throughout the community to gauge attitudes towards Oshkosh Transit and receive input on strategies to improve the system over the life of this plan. Stakeholder interviews were conducted in two formats, face to face and by sending an additional 50+ stakeholders letters inviting them to answer interview questions online, via e-mail, or through

standard mail. Face to face interviews were conducted with eight stakeholders. Interviews included: UW-Oshkosh, Oshkosh Housing Authority, Fox Valley Technical College (Oshkosh Campus), United Way, Oshkosh Area Community Foundation, Unified Catholic Schools, City Center, and the Oshkosh Area School District. The Dept. of Workforce Development and the Town of Algoma were contacted multiple times to participate with no response. An additional five responses were received on-line, through e-mail, or standard mail from stakeholders receiving a letter to participate. These stakeholders included: Lakeside Packaging Plus, Christine Ann Domestic Abuse Services, Oshkosh Area School District, American Red Cross, and the Boys and Girls Club of Oshkosh.

Below is a list of questions asked of stakeholders, followed by a summary of the responses:

- Do you feel that Oshkosh Transit is a valuable asset to the community? Why or why not?
 - All participants agreed that Oshkosh Transit is an asset to the community. Most participants noted that many depend on it as their only mode of transportation to access jobs, education, healthcare, etc.
- What are the strengths of the Oshkosh Transit System?
 - Most participants spoke of Oshkosh Transit's coverage/access, bike racks, affordability, staff, cleanliness, safety, and reliability.
- Where does transit rank amongst other issues in the community?
 - Overall the vast majority felt that transit ranks low, although for those that depend on it, it is a very high priority.
- Where should transit rank amongst other issues in the community?
 - All of those which responded felt that it should be a higher priority. Oshkosh Transit's role in economic development was mentioned numerous times.
- What do you feel is the general perception of Oshkosh Transit amongst the majority of Oshkosh area residents?
 - Responses to this question were fairly scattered ranging from "it's dirty and unsafe/not a needed service" to "positive/overall the community supports it". For the most part, respondents felt that there is an overall perception that OTS is viewed as a social service for the elderly, low-income, and disabled.
- How can Oshkosh Transit attract nonusers?
 - A number of strategies were offered including: reducing trip times/number of transfers, more linear routes/express routes, expanded marketing and education, extended hours of services, offering a "free ride the bus day", and show nonusers how much more cost-effective transit is over their automobiles.
- What improvements do you believe need to be made to Oshkosh Transit in the next 5 years?

- A wide array of improvements were discussed. Some commonalities which were discussed included: extended service coverage (industrial parks, 20th Ave. YMCA, DMV, Town of Algoma, etc.), improved timing and schedule reliability, quicker express routes, expanded service hours for 2nd shift employees, improvement to Route 10, addition of more shelters, Sunday service, and improving affordability for some users.
- What do you feel is the biggest threat or barrier facing Oshkosh Transit in the future?
 - Some common themes identified included: funding/taxes, economic recovery, political/community support, crime/safety, public perception, and convenience of the automobile.
- Oshkosh Transit currently ends service at roughly 6 p.m. Do you think extended evening service would be successful?
 - All respondents felt that extended evening service would be successful, especially for individuals working 2nd shift.
- Based on your knowledge of the system, where is bus service needed where it is not already provided?
 - Commonalities identified included: 20th Ave. YMCA, DMV, Town of Algoma, Omro, Winneconne, industrial parks, and outlet mall.
- Questions/Other Comments?
 - Transit can be intimidating for some people, which prevent them from using it.
 - Get community leaders on the buses so they can see how important the system is first-hand.
 - Transit needs to be more convenient than the automobile to get nonusers to try it and use it.
 - Free ride tickets for people that get bikes through WINR.
 - Destination Oshkosh promotions.
 - Promotions with bike stores – tickets or passes with a bike purchase.
 - You need to think beyond business hours. People need to move about in the evening hours. Other cities do this, why not Oshkosh?

Individual Stakeholder Responses

Below is a list of all the responses received from each stakeholder for each question. Several stakeholder agencies/organizations had multiple staff respond to the list of questions.

1. Do you feel that Oshkosh Transit is a valuable asset to the community? Why or why not?

UW- Oshkosh: Yes. For some clients it is the only mode of transportation. For some clients it is the preferred mode of transportation. Demand for the service is expected to increase.

Oshkosh Housing Authority (multiple responses): Yes. Critical for access to healthcare, employment, education, etc. for users. Oshkosh has a lot of elderly/disabled people who

depend on the transit system. Also, those people who cannot afford to drive and the students who are too young to drive.

Community Foundation: Yes because there are people that depend on it.

United Way: Yes, but it needs to be expanded in an affordable manner. It is critical for self-sufficiency/access to jobs.

FVTC: Yes, huge for students.

Unified Catholic Schools: Yes, especially for those that depend on it. It may take more time than by car, but for the most part you can go anywhere in the city.

Lakeside Packaging Plus: I believe it is extremely valuable. It allows people independence and it is a lifeline for those who do not have access to a personal vehicle.

Christine Ann Domestic Abuse Services (multiple responses): Yes, now more than ever, OTS is a VITAL link not only helping our clients maintain safety and independence, but it's one of the main, public goods that help connect clients with the ever-tightening pool of job opportunities. Daily, I'm impressed by the reliance on OTS by the people we serve.

Yes, definitely. A lot of people depend on it for transportation to work, school and appointments.

YES! There are a large number of people without transportation in the Oshkosh community - the city is pretty widespread and it would be difficult to get places without it. For residents at the shelter or those we work with outside - we rely on it for people to get to appointments, groceries and other items. For myself - I have medical reasons I cannot drive - cab is way to expensive, hence not an option and it saves me an hour walk otherwise to work.

Yes, public transportation is a must have.

Oshkosh Area School District: Yes, I feel it is an asset to the community. We have students who rely on Oshkosh Transit for movement about the city, even getting them to and from school. With the downturn in the economy, poverty and homelessness is on the rise and Oshkosh Transit is their only source of transportation. Many students and volunteers use the service for school activities. Use amongst students is on the rise.

American Red Cross: Yes, a city the size of Oshkosh needs to have a public transit system that is willing to be a part of the local community and not a stand-alone entity.

City Center: Yes, especially for City Center which houses 30+ tenants and over 1,800 employees with different transportation needs.

2. What are the strengths of the Oshkosh Transit System?

UW- Oshkosh: Access is good. Users are never turned away due to high capacity. Service is good to downtown and UW-Oshkosh campus. The addition of the bicycle racks.

Oshkosh Housing Authority (multiple responses): That the service exists. It is well connected with the bicycle and pedestrian network, especially via the bike racks on the bus. The drivers are nice. The service works well for most. The service is safe. The transit center is heated. Reaches major areas of Oshkosh. Clean vehicles. Professionally driven.

Community Foundation: Geographic coverage and affordable.

United Way: There is flexibility to add stops. There is a discounted rate for the elderly and disabled. The bus stops are convenient. The buses look nice. There is a great staff. There is a nice transit center. Many great partnerships have been formed with UW-O, the library, 211, etc. It is there for emergency transportation.

FVTC: Affordable/timely/accessible/bike racks.

Unified Catholic Schools: It is a mode of transportation for the schools to take students on local field trips. It is flexible and relatively affordable. Bike racks.

Boys and Girls Club of Oshkosh: Good for day travelers and business users.

Lakeside Packaging Plus: It is dependable. Buses show up on time. Drivers look out for and after people who need that type of support.

Christine Ann Domestic Abuse Services (multiple responses): Clean, safe bus system. Central, downtown hub is a real plus. A decent array of stops throughout Oshkosh. Timely, reliable.

The Oshkosh Transit System has always been dependable and safe.

Friendly drivers - lots of stop options - easy access to stores, offices, and services.

Clean, safe, reliable service.

Oshkosh Area School District: Reliability, comprehensive transportation. Willingness to partner with different agency and organizations (i.e. the public library). Transportation for school field trips. Offer education and training on how to use the bus. Changing/accommodating routes to meet demands of consumers.

American Red Cross: Reliable, affordable and willing to listen to community suggestions and try new things.

City Center: Location and condition of the transit center. The system has wonderful downtown coverage. Reasonable costs. Vehicles are clean and well-kept.

3. Where does transit rank amongst other issues in the community?

UW- Oshkosh: Low, because people are uneducated about it. The overall population has negative perceptions of the service and overall it is underappreciated.

Oshkosh Housing Authority (multiple responses): Critical for access to healthcare, employment, education, etc. for users. Bottom of the top 10. Depends on who you are talking to and the need for the person.

Community Foundation: It ranks high when there is a need.

United Way: Amongst users it is very high.

FVTC: Not so high.

Unified Catholic Schools: Depends on the person, but overall it is a service that we can't forget about and needs support. Many people rely on it.

Lakeside Packaging Plus: I believe the transit system ranks quite low on the priority list of many people in the community.

Christine Ann Domestic Abuse Services (multiple responses): I'll venture a guess to say OTS is a lower priority among the masses of our community -- not viewed as a top-10 core service. However, to the people with lesser voice in the political and leadership structure (something I studied greatly while working with our community's newspaper for a decade) I can clearly see that OTS is a top-5 core service -- one that MUST be expanded to meet the increasing needs of a population of people whose wellbeing and prosperity can only uplift the entire community footing the bill for public transportation.

Important but a lot of people who do not depend on the buses seem to not be aware of how important this service is to a lot of people in the community.

Low ~ I think other transit (fox valley) is a much better / cleaner system with more options

Transportation always ranks as a major issue for those that we serve.

American Red Cross: Between 5th and 10th

City Center: It is a high priority, especially for those that rely on it (elderly, disabled, students, etc.) As energy costs are projected to increase, it may become a higher priority for everyone.

4. Where should transit rank amongst other issues in the community?

UW- Oshkosh: It should be higher.

Oshkosh Housing Authority (multiple responses): Higher. On a scale of 1-10, a 5 or 6.

Community Foundation: It should rank higher for economic development.

United Way: Should be higher.

FVTC: Should be higher with regards to economic development and business retention.

Unified Catholic Schools: Transit may rank higher in the future with increased energy costs.

Lakeside Packaging Plus: I believe it should rank high on the list of community issues. OTS does far more than move people from point A to point B. Unless a person depends on its service, or knows people who do, one cannot understand the social and economic impact the transit system has on this community.

Christine Ann Domestic Abuse Services (multiple responses): Currently, it should be a Top-5 issue, alongside the needs to control flooding and runoff, infrastructure improvements including residential street reconstruction, community development in the central city and along the waterfront and new, innovative concentration on seeding 21st Century non-manufacturing jobs in the community.

Pretty high.

I would hope high.

High.

Oshkosh Area School District: It needs to be near the top.

American Red Cross: Top 5

5. What do you feel is the general perception of Oshkosh Transit amongst the majority of Oshkosh area residents?

UW- Oshkosh: It is dirty and unsafe. It is a service for transit dependent people. Although for those which would use it but don't it is because it is inconvenient. There needs to be more education of the service amongst the general public.

Oshkosh Housing Authority (multiple responses): That it is a social service for the low income, elderly, and disabled. Overall, not a service that is needed. Some stops could be cut and new stops could start.

Community Foundation: Most people don't think about it because they don't need to use it. It can be intimidating for some. For some, it doesn't go where they want when they want. It is inconvenient.

United Way: It is a nice service to have for those that need it, but I am glad I don't have to use it.

FVTC: It has a positive image amongst those that use it, but has a negative image/stigma amongst those that don't.

Unified Catholic Schools: Overall, the community supports it. It is a great service for those that need it. It is safe and clean, as opposed to some larger metropolitan areas.

Boys and Girls Club of Oshkosh: Good for general day use.

Lakeside Packaging Plus: Bigger buses, emptier.

Christine Ann Domestic Abuse Services (multiple responses): It's not on most middle-class residents' radars -- understandable, but unfortunate. I think people admire its work but aren't users. More can and should be done by our leaders to get those people rallying around the expansion of services on behalf of the residents who need additional hours, bus stops, options, etc.

I think the majority of Oshkosh residents take the service for granted and are not aware of just how important it is to people without any other transportation.

From those I know that don't use the transit system - the perception is dirty and a lot of homeless people use the system

People who use the system are frustrated with its limitations of routes and hours.

Oshkosh Area School District: It is not as controlled as a school bus. Parents may have some safety concerns with their children riding with strangers. There may be some lack of awareness.

American Red Cross: It would seem that only those who need the service know much about it. That it is mainly for students and low income individuals and there are often times large buses running without many riders.

City Center: Positive, never heard anything negative.

6. How can Oshkosh Transit attract nonusers?

UW- Oshkosh: More linear trips. Reduced trip times/number of transfers. Short downtown loop/express route. More marketing and promotions.

Oshkosh Housing Authority (multiple responses): Nonusers are unlikely to use it in the future unless major changes are made and perceptions are changed. Nonusers do not use the transit system because they can afford to drive. Those that would use transit but don't use it is because it is inconvenient in terms of the amount time needed to make a trip and the complexity of having to make transfers to complete a trip. More extensive marketing could be done to show nonusers how much money they could save by using transit and that there is no considerable loss of time in comparison to their own vehicle. The services should be geared more toward existing users rather than trying to attract new users. Start earlier than 6am and run longer than 6pm.

Community Foundation: People would need to try it to know. A smaller bus would be more inviting. Limited carry-on capacity makes it a challenge for many people, especially young families.

United Way: Free Ride the Bus Day. Make the scheduling system easier to follow. Better marketing of the bike racks. Offer maps showing where the bus stops are. Educational campaign with the Oshkosh Northwestern. Examine best practices in other communities.

FVTC: There needs to be a cultural change. The green movement/being more energy-conscious can tap into a number of nonusers.

Unified Catholic Schools: Nonusers may consider using it when they are in a time of need and have no other transportation options (i.e. not enough cars in the family with teenage drivers). Enhance marketing/awareness. If the amount of time it takes to make trips is reduced, it may attract more people to use it for work.

Boys and Girls Club of Oshkosh: Offer evening hours.

Lakeside Packaging Plus: Different types of routes that do not necessarily all meet downtown every 30 minutes.

Christine Ann Domestic Abuse Services (multiple responses): Greater education with strategic stakeholders (like our agency and others) to simplify how the system operates, where it goes, etc. and who at OTS to contact and work with when questions come up, etc.

Extended hours. A lot of people need transportation later in the evening and on weekends.

Encourage the "green" aspect, the perks - clean up the buses BIG thing - It takes a LONG time to get places - try and streamline the process. Expand times

I believe increased hours and routes would help to attract more nonusers.

Oshkosh Area School District: A free ride day. Make it a more group or family oriented service. Try something fun for families to do like a scavenger hunt in partnership with local businesses.

City Center: Free ride day. Coupons/subsidized passes for employers to offer their employees. Transit may be able to alleviate some of the on-site parking congestion that is occurring at City Center.

7. What improvements do you believe need to be made to Oshkosh Transit in the next 5 years?

UW-Oshkosh: Service on frontage roads. Improve timing, buses are consistently late. Short route lengths and times. More heated bus shelters. Bus drivers need to slow down. Live GPS/bus arrival updates.

Oshkosh Housing Authority (multiple responses): The system needs to be more affordable for low income individuals. It isn't fair that select users (i.e. UW – Oshkosh student, faculty, and staff) get to use the system for "free" although they pay for it indirectly.

The system is outdated and needs to be redesigned to meet needs/demands. The system should be more regional in nature and better coordinated with Valley Transit.

The ADA certifications need to be more liberal for individuals with cognitive/learning disabilities. They may be able to physical use the fixed route system but do not have the cognitive ability to use the system due to its complexity.

There needs to be Sunday service, even if there are reduced routes with longer headways. There needs to be service outside of Oshkosh i.e. Algoma, Winneconne, Omro, etc. There needs to be a daily and/or weekly pass available, as well as a senior/disabled pass.

Marketing/education needs to be expanded which will create more funding opportunities via greater use. Partner with local businesses (coupons if they show a bus pass, you receive 5% off, etc.). Have stops to the 20th Ave. YMCA, DMV, etc.

Community Foundation: Smaller buses and extended hours of service. A downtown express route/trolley. Service to Parkview Health Center. Improve timing. More direct/quicker routes.

United Way: Service hours need to be expanded to cover 2nd shift employment. Improve Route 10 between Oshkosh and Neenah.

FVTC: Timing of Route 10 between Oshkosh and Neenah needs to be improved. Expand the service area (i.e. industrial parks) and extend the hours of service, especially so 2nd shift employees can use it.

Unified Catholic Schools: The use of greener vehicles.

Boys and Girls Club of Oshkosh: Need to offer later hours on routes. Teens that come to the Boys and Girls Club have no way to go home at 8:30 pm.

Lakeside Packaging Plus: More shelter areas. The city should enforce snow and ice removal so people feel safer walking to catch a bus.

Christine Ann Domestic Abuse Services (multiple responses): More hours in P.M. and on weekends. More lines; to other, additional work stops.

Probably just extended hours of service.

Expand hours of service, expand routes, clean the buses, and offer direct routes to larger stop locations.

Longer hours, a route to the outlet mall, who can provide retail employment opportunities to many struggling with unemployment issues

Oshkosh Area School District: Extended hours of service, as many students and families are using taxis to go to after school activities (i.e. parent-teacher conferences) outside busing hours. Many cannot afford to do this.

American Red Cross: Sunday and second shift hours. Reduced rates for low income individuals.

City Center: A public restroom at the transit center should be examined.

8. What do you feel is the biggest threat or barrier facing Oshkosh Transit in the future?

UW- Oshkosh: The system is heavily subsidized. Availability of cheap parking.

Oshkosh Housing Authority (multiple responses): Funding. Residents do not want to pay more in taxes. Lack of necessity for non-users (cost of personal transportation is still too low; location of destinations is still too close).

Community Foundation: Economic recovery. Crime. Budget cuts/politics.

United Way: Economy/size and frequency of the buses.

FVTC: Tight budgets.

Unified Catholic Schools: Ensuring the system is safe and enjoyable for all that choose to use it.

Lakeside Packaging Plus: I believe that the biggest threat in the future is the attitude many people have about Oshkosh Transit and people that rely on it.

Christine Ann Domestic Abuse Services (multiple responses): Public support; our leadership needs to politically convince the broader population that OTS and greater investment/expansion in/of it is in THEIR best interest. Hard sell, but certainly a noble one. If the populace cuts back on OTS, the whole community suffers.

I realize that as gas prices go higher fares need to increase but that can definitely affect some of the lower income persons in the community.

Increase in fare - doesn't give people or make it affordable for people to use it.

Funding.

Oshkosh Area School District: Providing quality service with limited resources.

American Red Cross: Oshkosh is a very mobile community. Today's society thinks nothing of getting into their car and driving to get a gallon of milk. Individuals do not want to spend an hour on the bus to get to a destination it would take them 10 minutes to drive to. Traveling by bus is also not as convenient for families with small children. Needing to transfer from one bus to another with strollers and little kids would be extremely frustrating and exhausting.

City Center: Cost containment

9. Oshkosh Transit currently ends service at roughly 6 p.m. Do you think extended evening service would be successful?

UW- Oshkosh: Yes, especially at UW-O, downtown, grocery stores, 2nd shift employment.

Oshkosh Housing Authority (multiple responses): Yes, until 10 or 11 pm, especially for second shift employees to get home. Extend A.M. to get 3rd shift workers to work. And maybe this would cut down on DUIs.

Community Foundation: Yes, personal trips after work. 2nd shift employees will use it to get home. Sunday service is needed.

United Way: Yes, for 2nd shift employment.

FVTC: Yes, especially so 2nd shift employees can use it.

Unified Catholic Schools: Yes, especially for after school activities.

Boys and Girls Club of Oshkosh: Yes. We have many young people who need a ride at night.

Lakeside Packaging Plus: I believe that some of the people who rely on the bus service would use the system if it ran later at night. I do not know if this would necessarily encourage new riders as people might have safety concerns using a bus at night.

Christine Ann Domestic Abuse Services (multiple responses): Yes. No question. Absolutely.

I think it would be. It may take a little while to catch on. There are a lot of people in the community needing transportation for work and the bus hours may make a difference in finding a job.

YES!!! as those that work different shifts have a hard time using bus service - for example - if I need to go pick up my kids and then go to the grocery store - working until 5 I would be able to pick up my kids and hope there was no issues that would make us run late or miss the bus and the store isn't an option as I won't have time to make the bus back home.

Oshkosh Area School District: Yes, especially for after school activities and events.

American Red Cross: Yes, on specific routes

City Center: Yes, especially for 2nd shift employment. For the most part, City Center operates 24 hours a day/7 days a week/365 days a year.

10. Based on your knowledge of the system, where is bus service needed where it is not already provided?

UW- Oshkosh: Getting UW-O students to Wal-Mart, grocery stores, expanded hours

Oshkosh Housing Authority (multiple responses): DMV/20th Ave. YMCA/County Park/County Fairgrounds/Coughlin Center/Industrial Parks/Omro/Winneconne/Town of Algoma

Community Foundation: Parkview Health Center/prison/Omro/Winneconne. Make it more of a regional system.

United Way: Industrial parks (Bemis/Miles Kimball)

FVTC: Major employers at industrial parks.

Unified Catholic Schools: The Town of Algoma.

Lakeside Packaging Plus: People need transportation into the industrial parks.

Christine Ann Domestic Abuse Services (multiple responses): More stops in high-traffic, commercial/retail locations and fortification of service/stops in industrial parks.

Further towards Algoma area if possible. Service is provided to Westhaven and the hospitals, but there are a number of residents and neighborhoods that have been set up on the other side.

The outlet mall.

Oshkosh Area School District: Although a bus comes out to Traeger School in an extended route before school and after school, it would be nice to have options for early dismissal and special event days such as registration, school graduation, etc. Bus transportation is needed for summer school. Low income housing near the golf course and Traeger School. It would be nice to operate a shuttle between Oshkosh Schools and UW-O for students that are doing clinical work.

American Red Cross: 20th Ave YMCA, Town of Algoma and Outlet Mall

11. Questions/Other Comments?

Oshkosh Housing Authority (multiple responses): The UW-Oshkosh Head Start Program should be made aware of this planning process. Transit should run on Sundays. Even if its shorter hours like 8am to 2pm. The banks are open. Would be good for businesses. Should be offered at least a couple times a month.

Community Foundation: Transit can be intimidating for some people, which prevent them from using it. Get community leaders on the buses so they can see how important the system is first-hand. Transit needs to be more convenient than the automobile to get nonusers to try it and use it.

United Way: Work with the Tavern League. Free ride tickets for people that get bikes through WINR. Destination Oshkosh promotions. More event transportation. Promotions with bike stores – tickets or passes with a bike purchase.

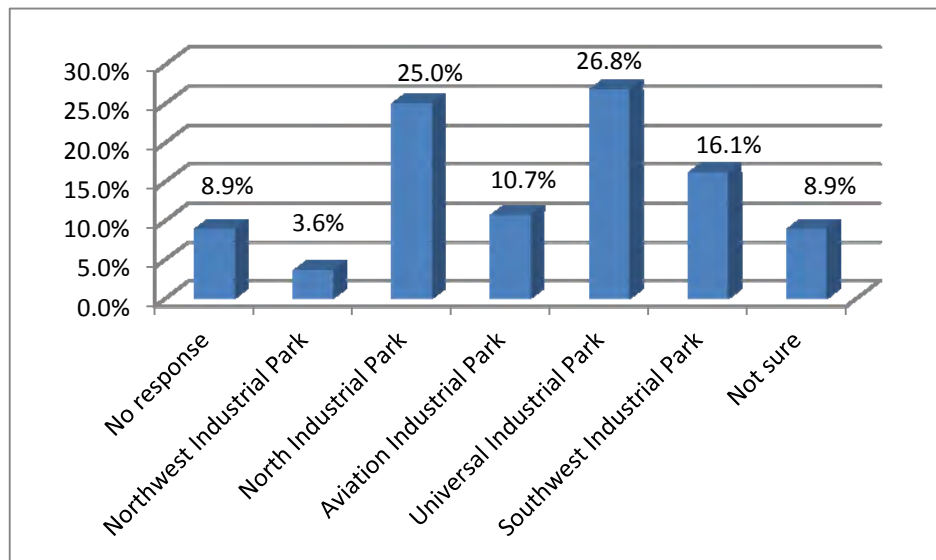
Boys and Girls Club of Oshkosh: You need to think beyond “business hours”. People need to move about in the evening hours. Other cities do this, why not Oshkosh?

Oshkosh Area School District: Thank you for continuing the extended loop to Traeger Elementary. It is greatly appreciated and a necessary service to our families. Transportation is a huge challenge for the school district.

INDUSTRIAL/BUSINESS PARKS SURVEY

In September of 2010, transit surveys were mailed out to over 120 employers located within City of Oshkosh industrial/business parks to examine items such as: workforce demographics, transportation challenges, and the potential usage of public transportation amongst employees. Through other public input opportunities, access to the industrial/business parks has been identified as a relatively major demand. A total of fifty-six surveys (nearly half) were returned. More than half of the surveys returned (51.8 percent) originated from either the Universal Industrial Park or the North Industrial Park.

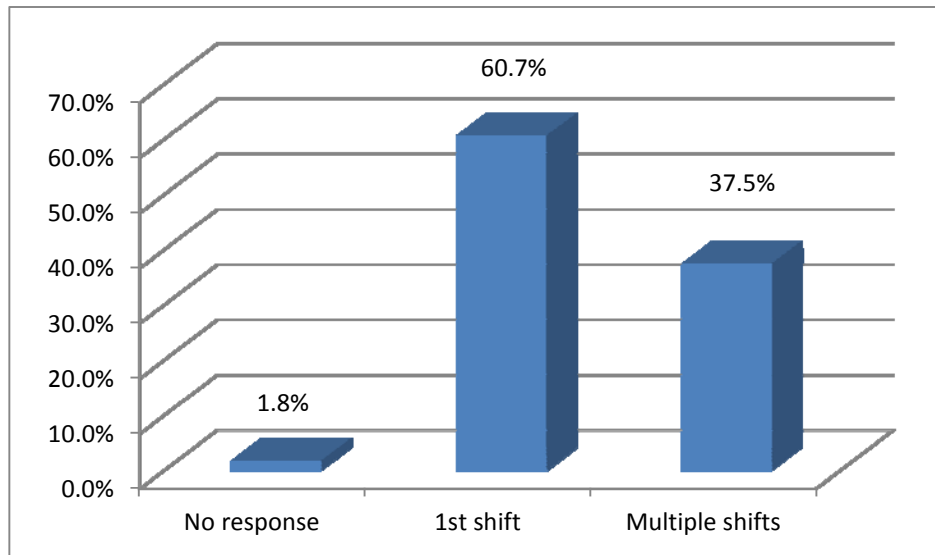
**EXHIBIT 21
EMPLOYER LOCATION**



Over 60 percent of employers only operate varied hours of first shift, while the remaining employers offer multiple shifts. Out of the 60 employers that noted they operate a first shift, only five have a first shift that starts before 6:00 a.m. and another nine employers start exactly at 6:00 a.m. With Oshkosh Transit service starting at 6:15 a.m., about one-quarter of employers would not be able to utilize Oshkosh Transit to get employees to work for first shift.

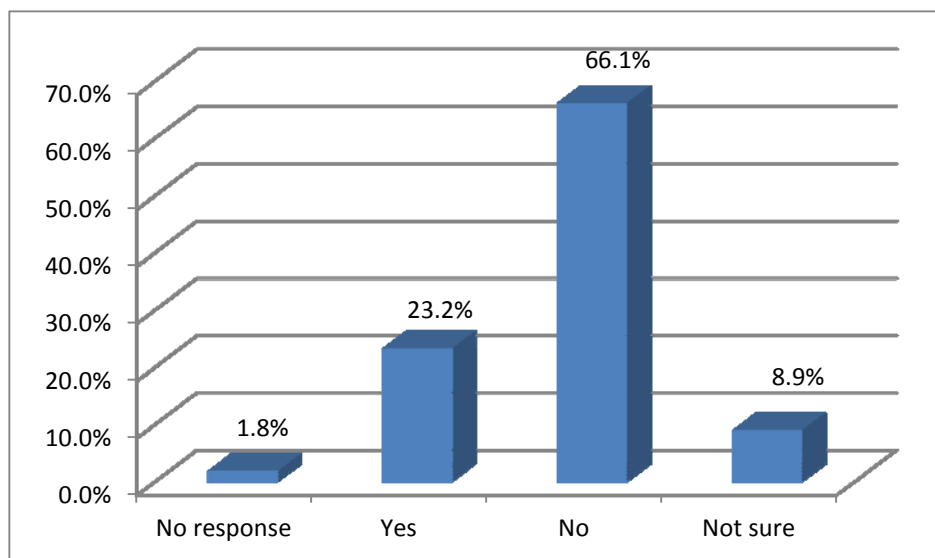
With Oshkosh Transit ending service at 6:10 p.m. any future service to the industrial parks would not provide effective service for second and third shift employment. Most second shift employees would be able to get to work via Oshkosh Transit, but not home as the vast majority of second shift employment ends after 10:00 p.m.

EXHIBIT 22
SHIFTS OF OPERATION



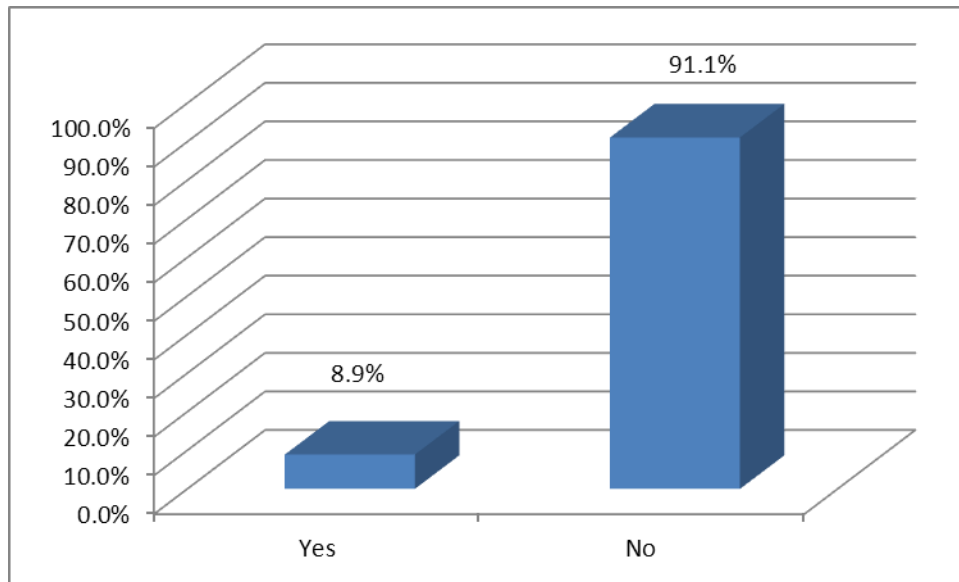
Roughly two-thirds of employers noted that transportation is not a challenge for some of their employees. Nearly one-quarter felt that transportation is a challenge, while 8.9 percent of employers are not sure.

EXHIBIT 23
IS TRANSPORTATION A CHALLENGE FOR SOME OF YOUR EMPLOYEES?



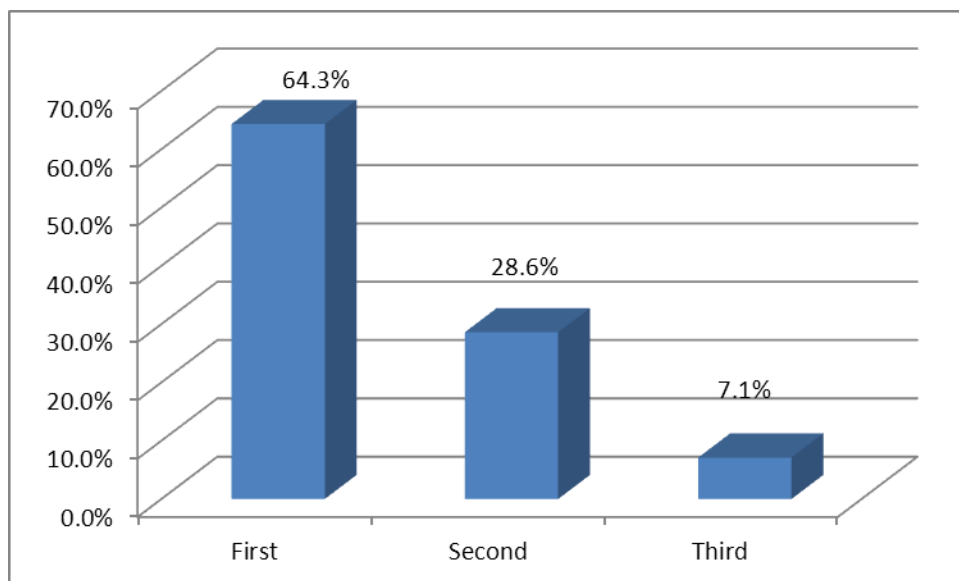
An overwhelming majority of respondents (roughly 91 percent) noted that parking is not an issue at their facility.

EXHIBIT 24
IS PARKING A CHALLENGE FOR YOUR EMPLOYEES, CLIENTS, AND VISITORS?



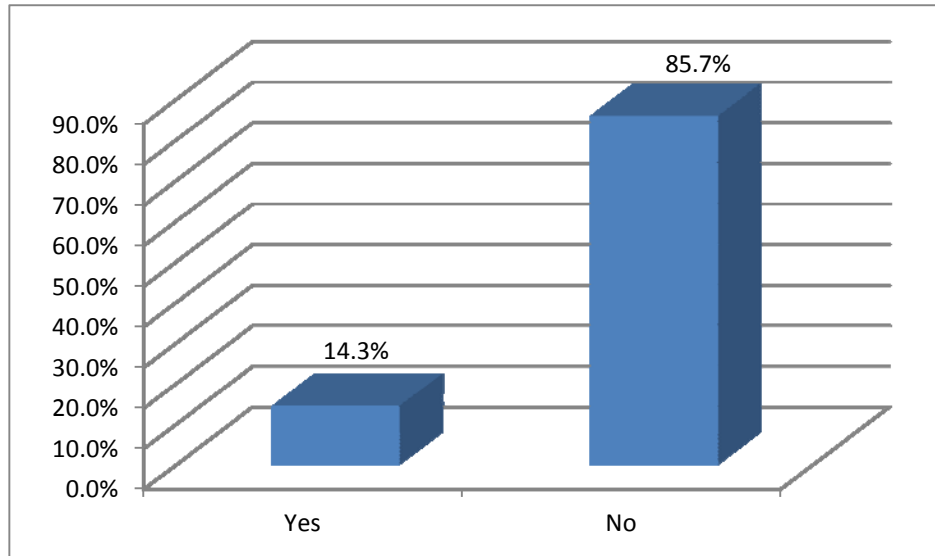
Of the employers that felt that there are transportation challenges at their facility, nearly two-thirds noted that first shift is most impacted.

EXHIBIT 25
WHICH SHIFT IS MOST IMPACTED BY TRANSPORTATION CHALLENGES?



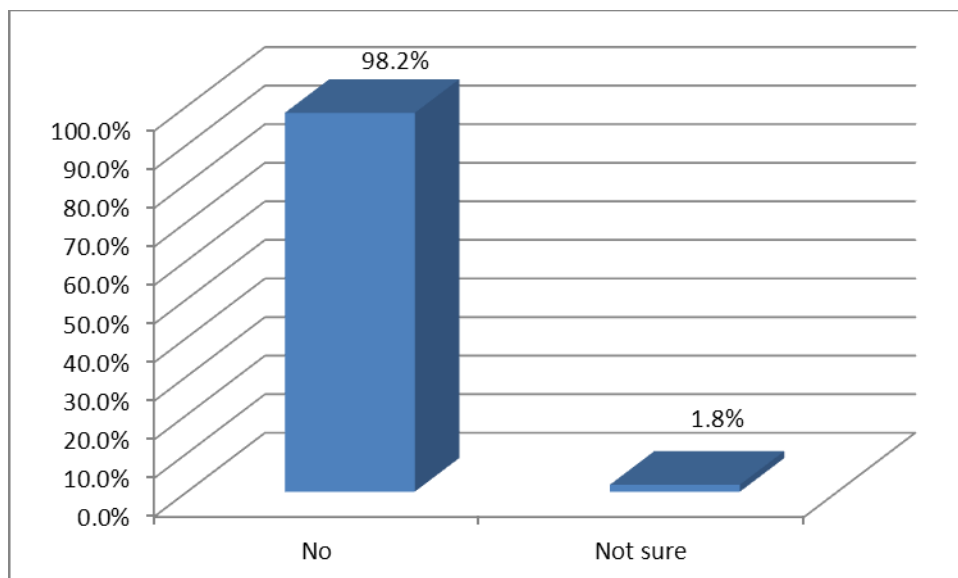
Roughly 14 percent of respondents felt that bicycling to work is the primary mode of transportation for some of their workforce.

EXHIBIT 26
IS BICYCLING TO WORK THE PRIMARY MODE OF TRANSPORTATION FOR ANY OF YOUR EMPLOYEES?



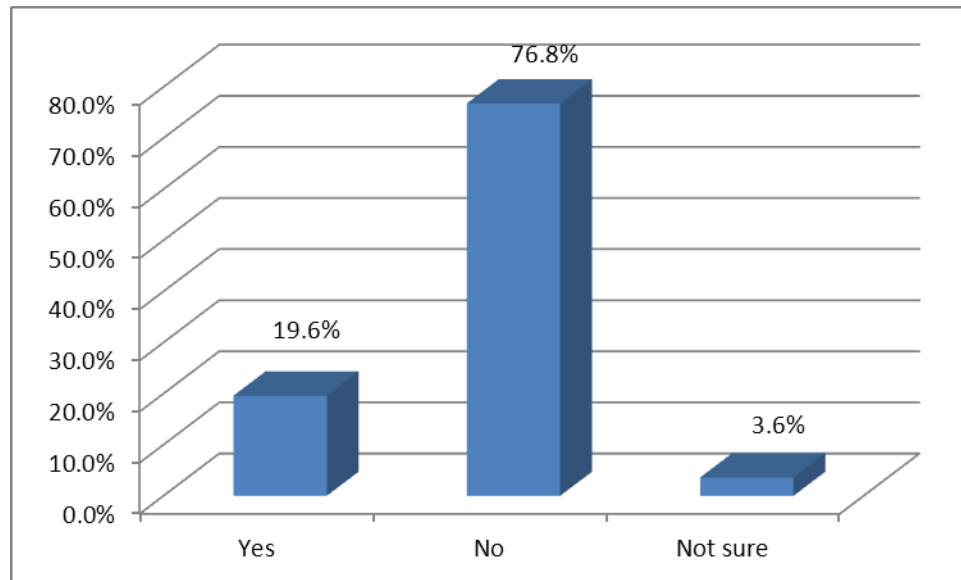
In contrast to biking, none of the respondents felt that walking to work is the primary mode of transportation for any of their employees.

EXHIBIT 27
IS WALKING TO WORK THE PRIMARY MODE OF TRANSPORTATION FOR ANY OF YOUR EMPLOYEES?



Roughly 20 percent of employers have made efforts to expand transportation options available to their workforce. The vast majority of responses noted that they have installed bicycle racks at their facility or have set up car pool/ride share programs. One employer noted that they altered the release of their first shift to make it easier for those wanting to catch the bus downtown.

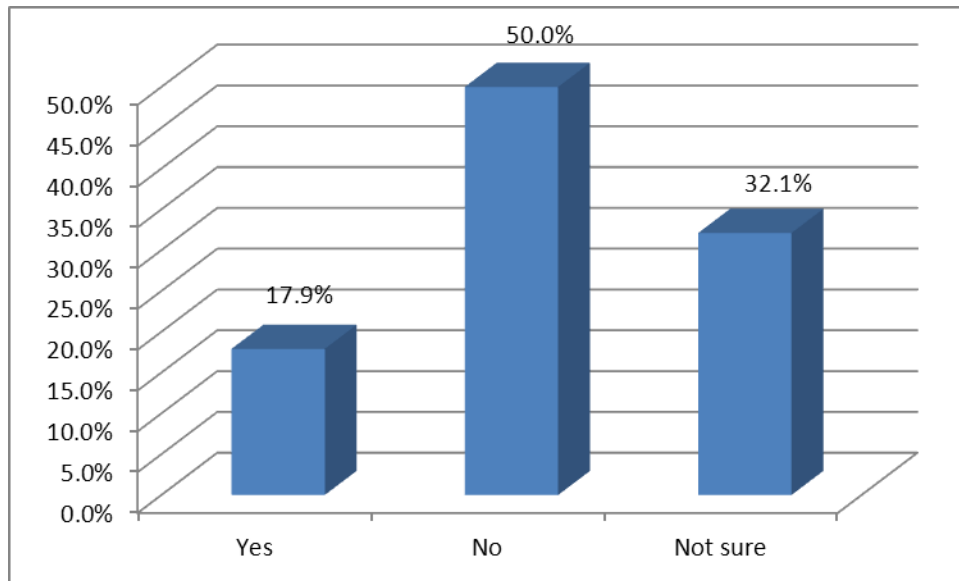
EXHIBIT 28
HAS YOUR BUSINESS MADE EFFORTS TO EXPAND TRANSPORTATION OPTIONS FOR
EMPLOYEES (I.E. VAN POOLS, RIDE SHARING, INSTALLING BIKE RACKS)?



Exactly half of all respondents felt that their employees would not use Oshkosh Transit if it was available at or near their facility. Roughly one-third of respondents were unsure, while nearly 18 percent felt that transit service at their facility would be utilized.

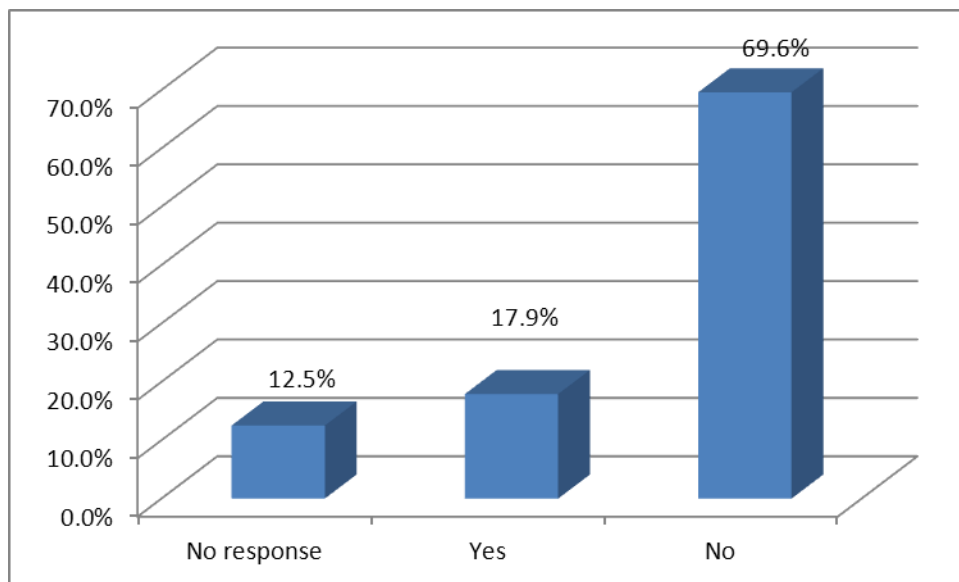
For the most part, those that felt that it would not be utilized noted that most of their employees live outside of the Oshkosh Area and love the convenience of having their own vehicle. Those that felt that it would be utilized noted the cost savings of using transit and that many of their employees do not have transportation options.

EXHIBIT 29
DO YOU FEEL YOUR EMPLOYEES WOULD USE OSHKOSH TRANSIT IF IT WAS AVAILABLE AT OR NEAR YOUR BUSINESS? WHY OR WHY NOT?



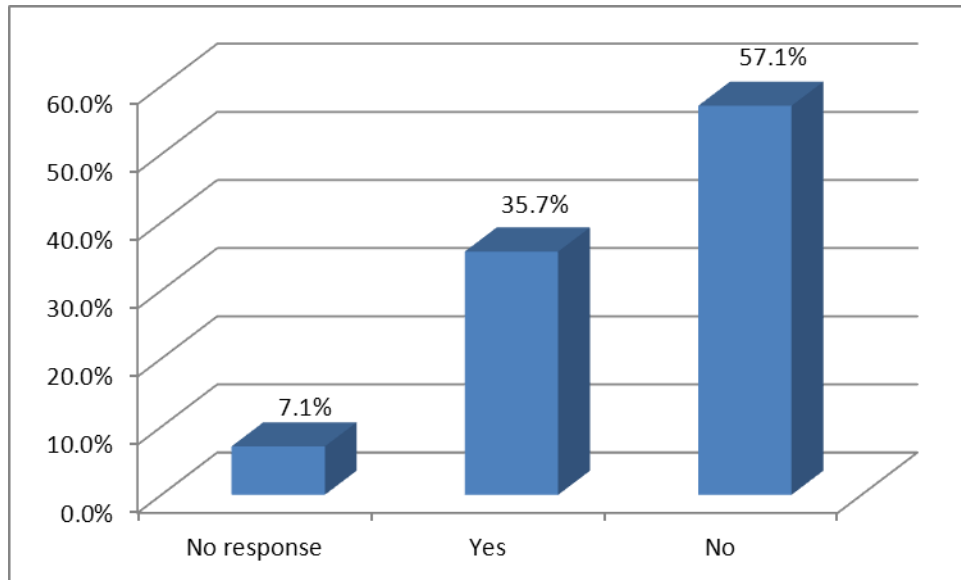
Nearly 70 percent of employers felt that their ability to maintain their workforce would not be impacted by \$3.00 per gallon fuel.

EXHIBIT 30
WOULD YOUR ABILITY TO MAINTAIN YOUR WORKFORCE BE IMPACTED BY \$3.00 PER GALLON GAS?



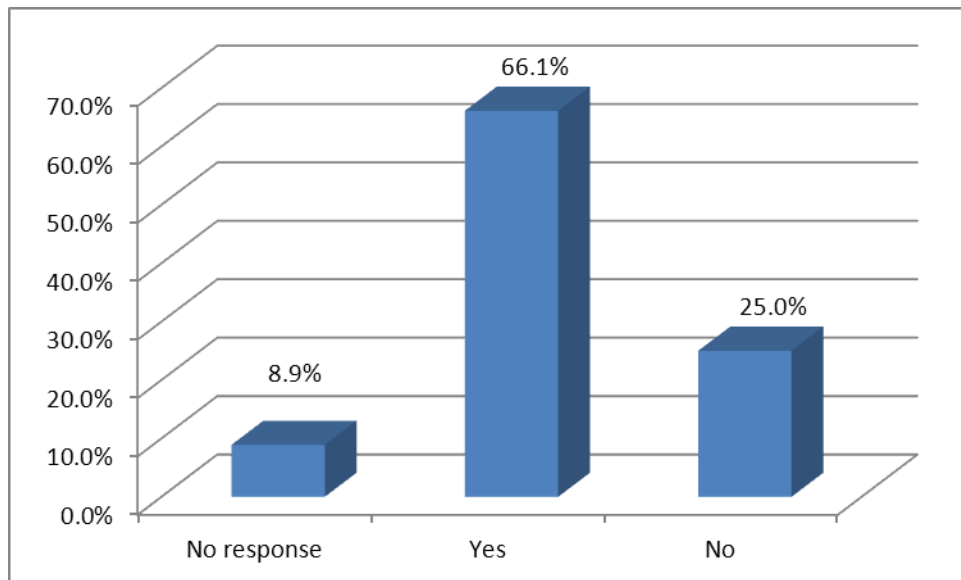
Over one-third of employers felt that their ability to maintain their workforce would be impacted if fuel exceeded the \$4.00 per gallon threshold. However, still well more than half noted that their workforce would not be impacted.

EXHIBIT 31
WOULD YOUR ABILITY TO MAINTAIN YOUR WORKFORCE BE IMPACTED BY \$4.00 PER GALLON GAS?



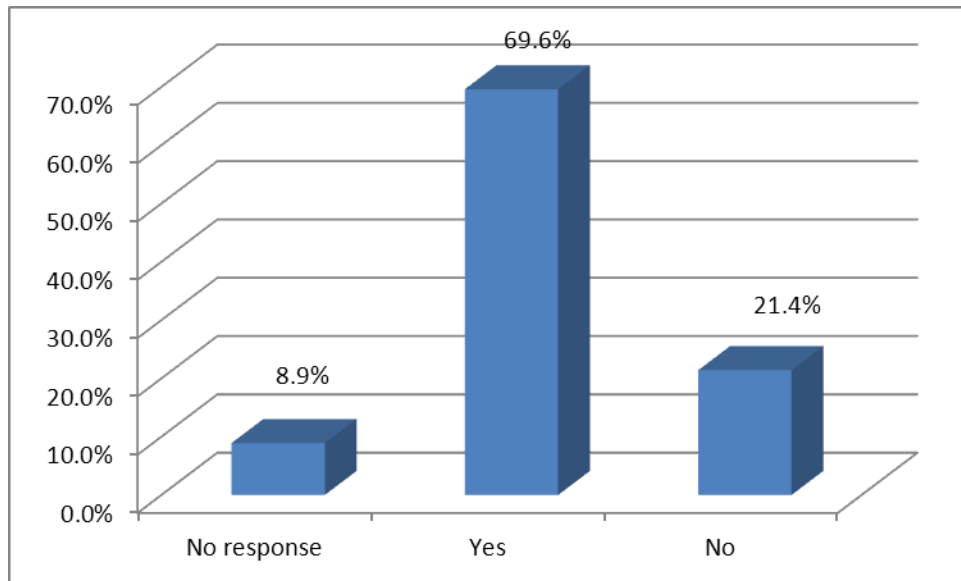
With gas reaching \$5.00 per gallon, roughly two-thirds of employers felt that their ability to maintain their workforce would be impacted, with only one-quarter noting that there would be no impact.

EXHIBIT 32
WOULD YOUR ABILITY TO MAINTAIN YOUR WORKFORCE BE IMPACTED BY \$5.00 PER GALLON GAS?



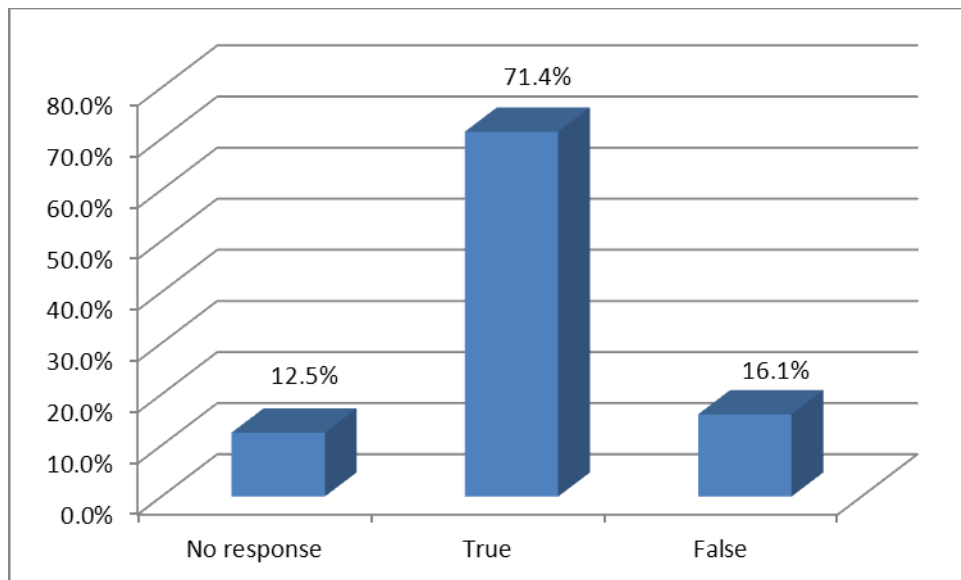
With gas reaching \$6.00 per gallon, nearly 70 percent of employers felt that their ability to maintain their workforce would be impacted. Still, over 21 percent felt \$6.00 per gallon gas would not impact their ability to maintain their workforce.

EXHIBIT 33
WOULD YOUR ABILITY TO MAINTAIN YOUR WORKFORCE BE IMPACTED BY \$6.00 PER GALLON GAS?



More than 71 percent of respondents felt that Oshkosh Transit contributes to economic development throughout the community.

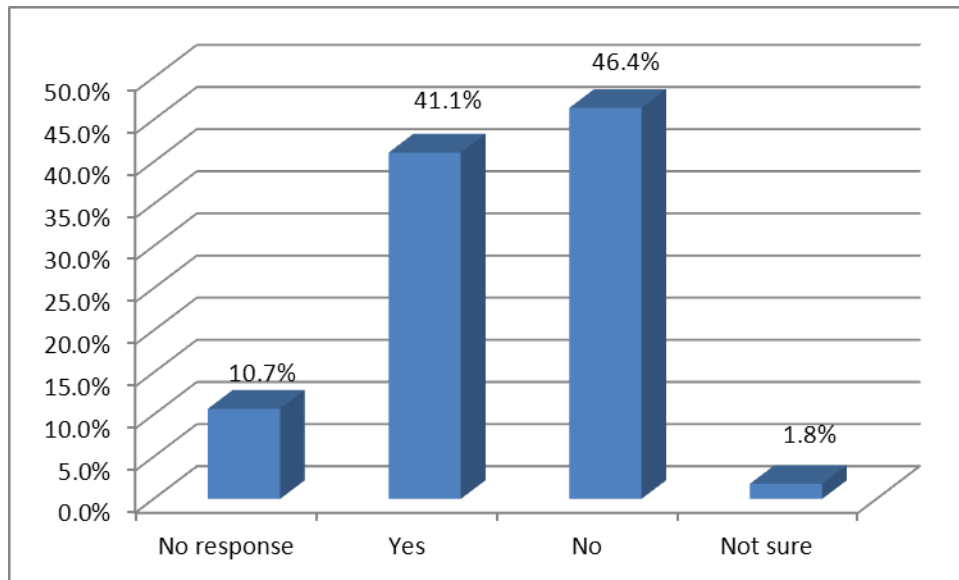
EXHIBIT 34
TRUE OR FALSE: OSHKOSH TRANSIT CONTRIBUTES TO ECONOMIC DEVELOPMENT



Survey respondents were notified in the survey that Oshkosh Transit fixed route service ends at roughly 6pm. Respondents were then asked whether or not they felt extended hours of evening service (i.e. until 10pm) would be successful. Respondents were fairly split with

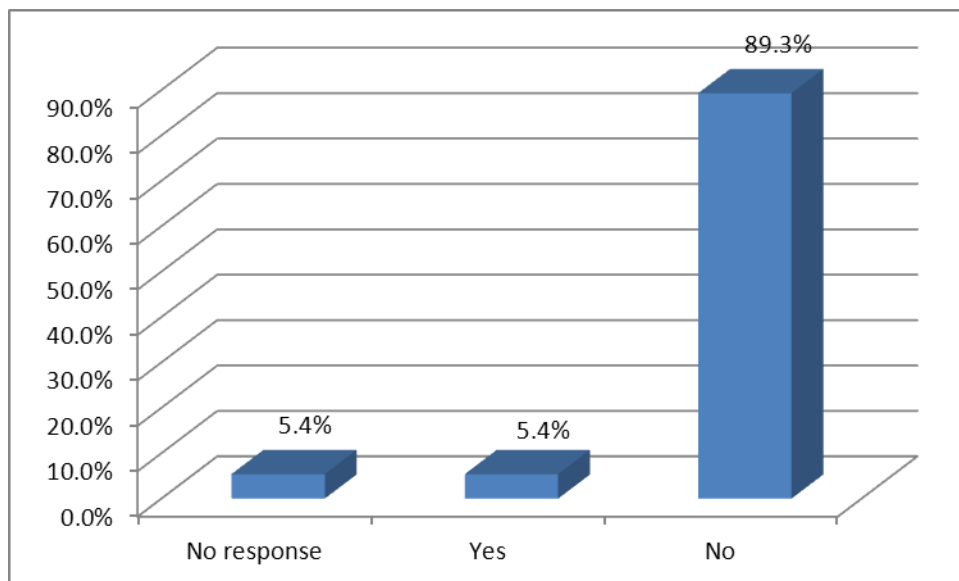
roughly 41 percent noting it would be successful and over 46 percent noting it would not be successful.

EXHIBIT 35
DO YOU FEEL THAT EXTENDING EVENING SERVICE (I.E. UNTIL 10PM) WOULD BE SUCCESSFUL?



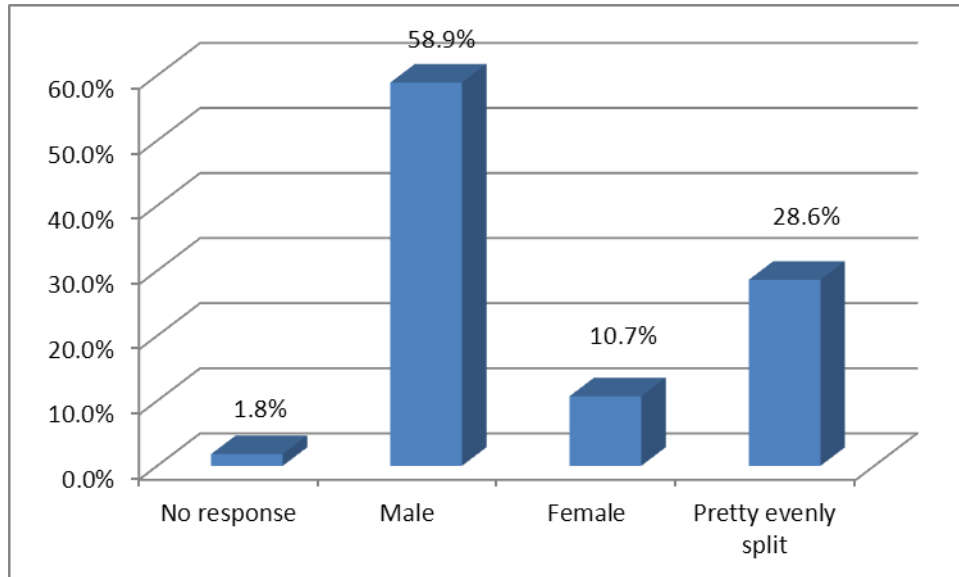
An overwhelming 89 percent of respondents were unaware that employer/employee tax benefits are available for those that utilize public transportation.

EXHIBIT 36
DO YOU KNOW THERE ARE EMPLOYER/EMPLOYEE TAX BENEFITS AVAILABLE FOR USING TRANSIT?



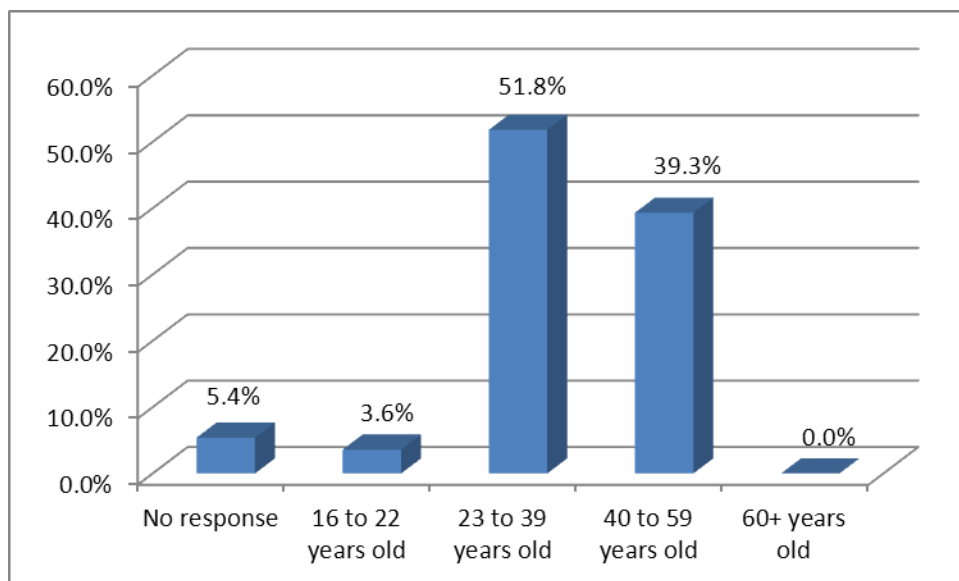
Nearly 59 percent of employers noted that the majority of their workforce is male.

EXHIBIT 37
MAJORITY OF WORKFORCE: SEX



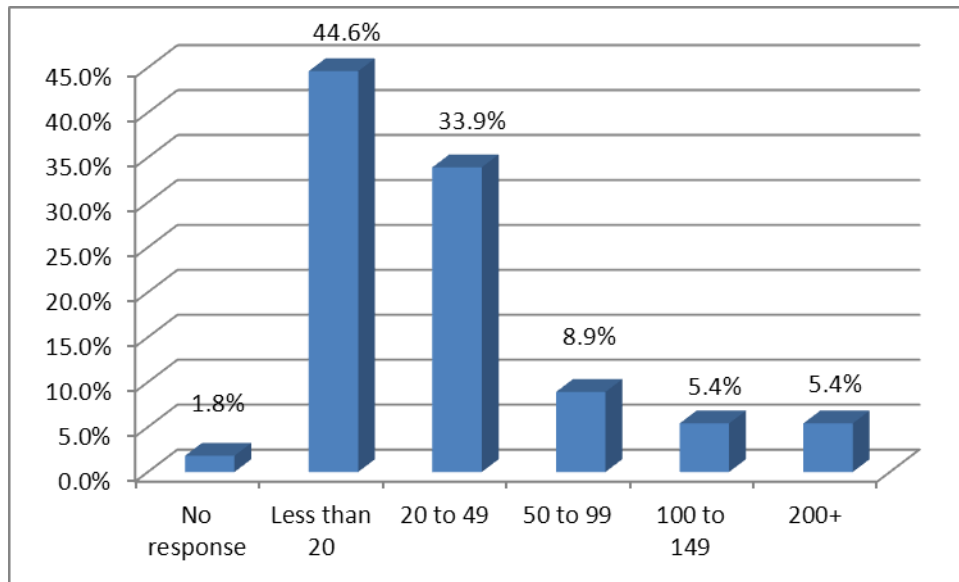
Over half of employers noted that the majority of their workforce is between the ages of 23 and 29. Another 39 percent noted that the majority of their workforce is between the ages of 40 and 59.

EXHIBIT 38
MAJORITY OF WORKFORCE: AGE



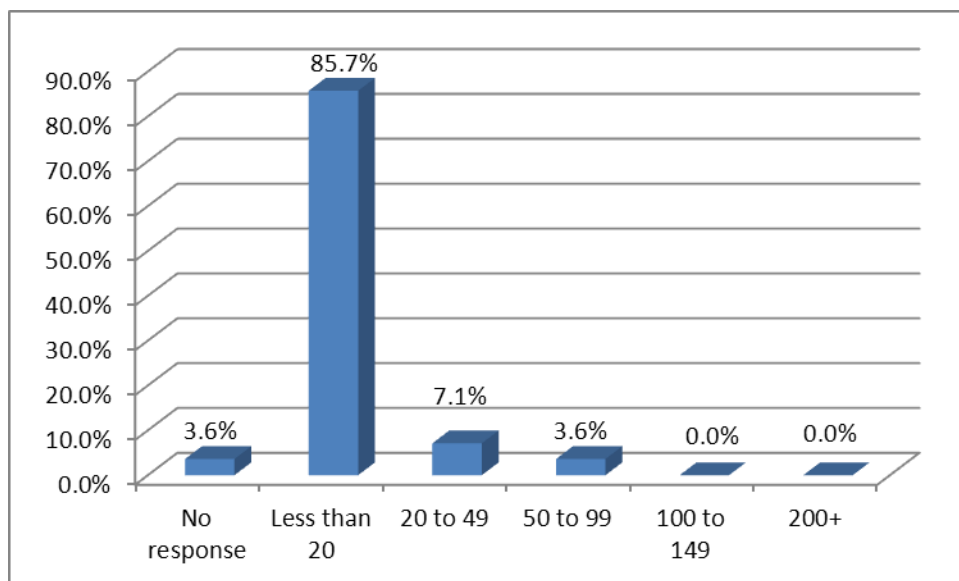
More than three-quarters of employers noted that their workforce consists of less than 50 permanent full-time employees, with more than 44 percent having less than 20.

**EXHIBIT 39
PERMANENT FULL-TIME EMPLOYEES**



Over 85 percent of employers noted that their workforce consists of less than 20 seasonal and part-time employees.

**EXHIBIT 40
SEASONAL AND PART-TIME EMPLOYEES**



UNIVERSITY OF WISCONSIN – OSHKOSH SURVEY

In September and October of 2010, a survey was sent out to all University of Wisconsin – Oshkosh students, faculty, and staff via e-mail to gauge attitudes and perceptions, and to analyze usage of the Oshkosh Transit System. The University of Wisconsin – Oshkosh, which is also a financial contributor to Oshkosh Transit, accounts for roughly 15 percent of Oshkosh Transit's total fixed route ridership. A total of 331 surveys were returned.

Roughly 41 percent of survey respondents confirmed that they have used Oshkosh Transit within the last year (Exhibit 41). Of those that have not, the majority of respondents (81.3 percent) noted they have not used Oshkosh Transit because they have their own transportation (Exhibit 42). Roughly one-third of respondents also selected "other" as a reason for not using Oshkosh Transit and listed things such as: it is confusing, they live outside the Oshkosh area and commute, they are not sure how to use it, and it does not operate late enough for them.

EXHIBIT 41
HAVE YOU USED THE OSHKOSH TRANSIT SYSTEM IN THE LAST 12 MONTHS?

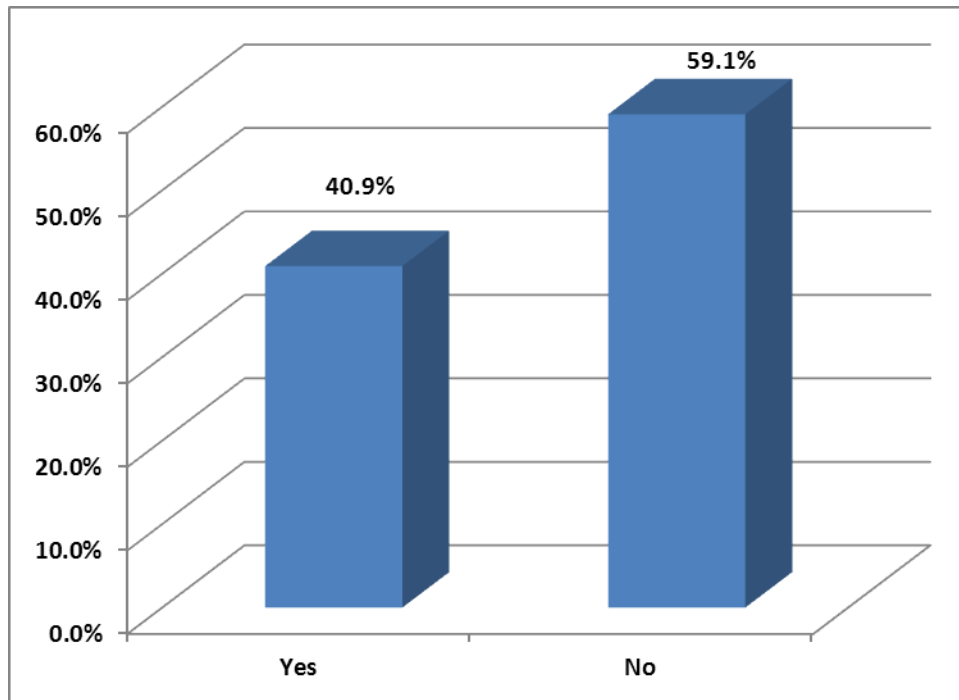
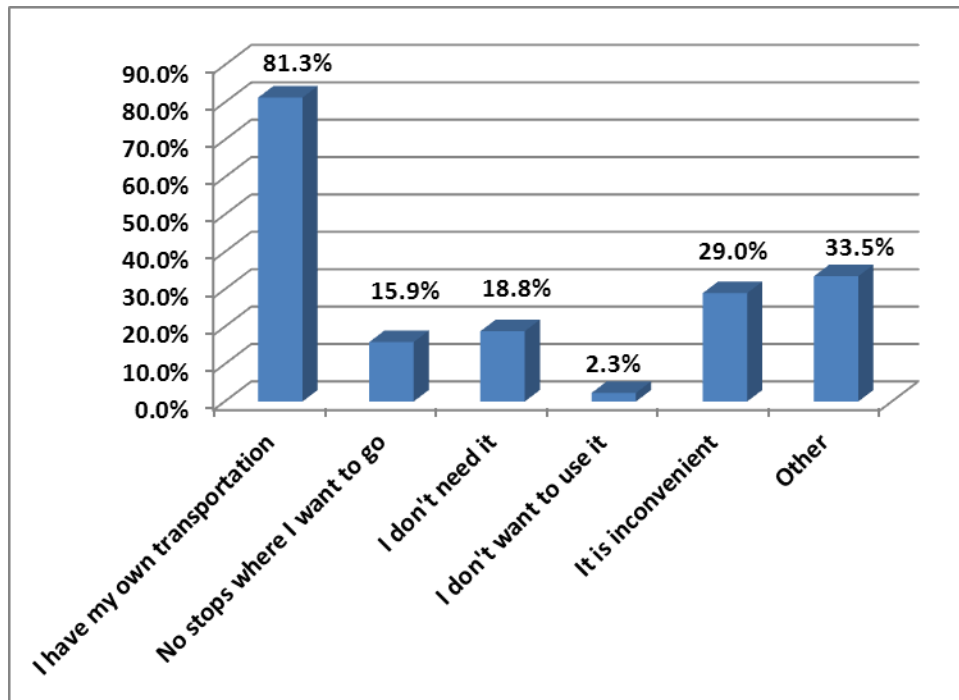
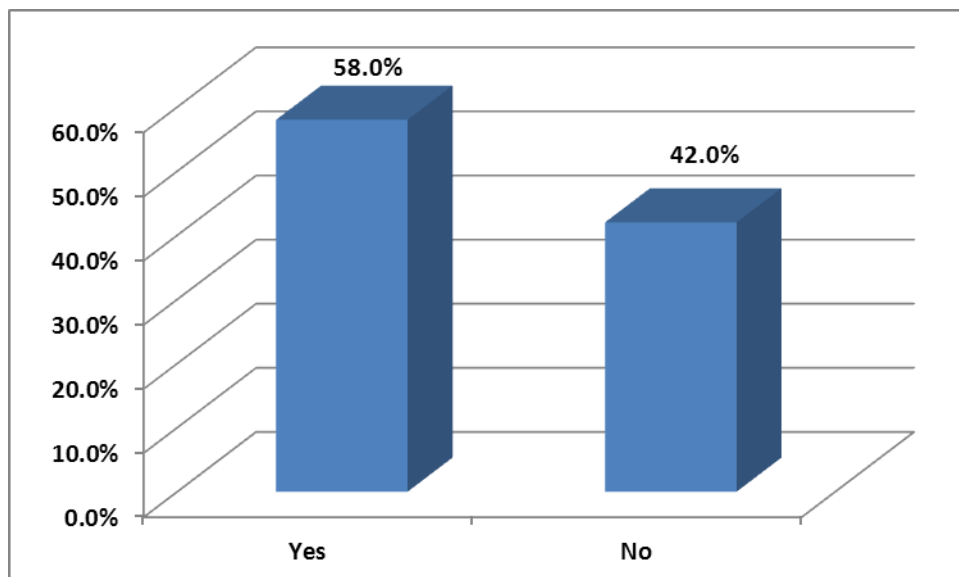


EXHIBIT 42
IF NOT, WHY NOT?
(SELECT ALL THAT APPLY)



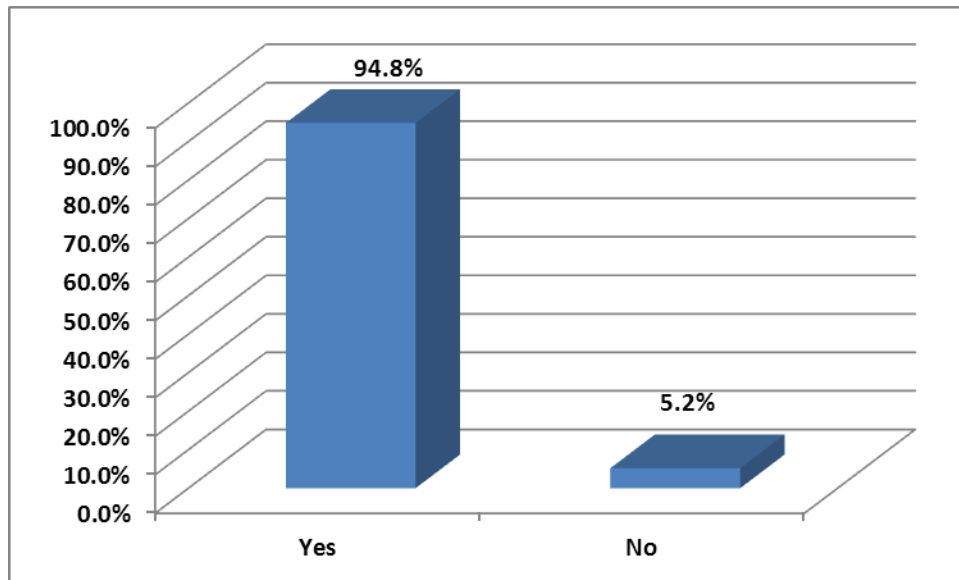
Although the majority of respondents noted that they have not used Oshkosh Transit within the last year, 58 percent of respondents noted that they do intend to use it at some point in the following year.

EXHIBIT 43
DO YOU INTEND TO USE THE OSHKOSH TRANSIT SYSTEM IN THE NEXT 12 MONTHS?



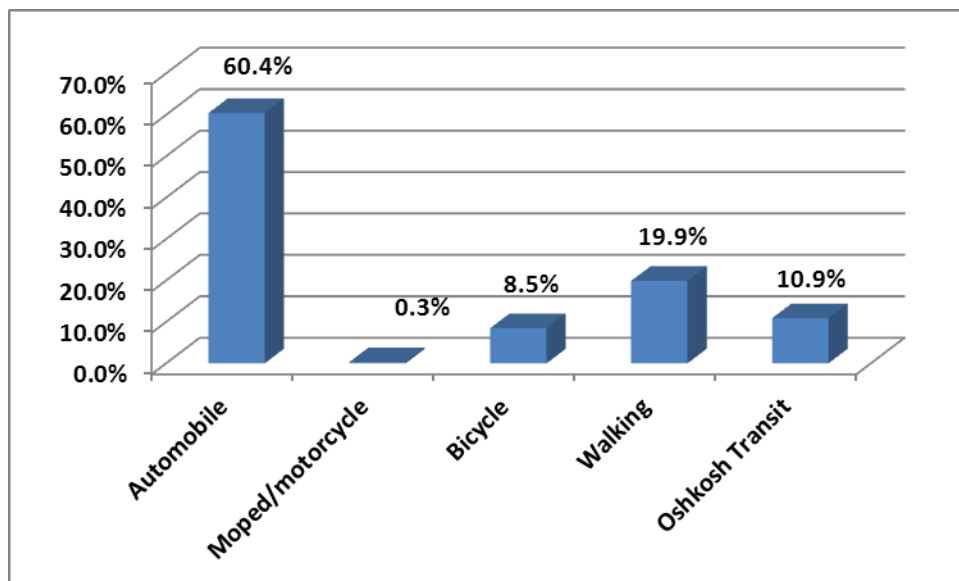
Only 5 percent of respondents were not aware that their student ID card allows them to ride Oshkosh Transit for free.

EXHIBIT 44
ARE YOU AWARE THAT YOUR TITAN ID CARD ALLOWS YOU TO RIDE OSHKOSH
TRANSIT FOR FREE?



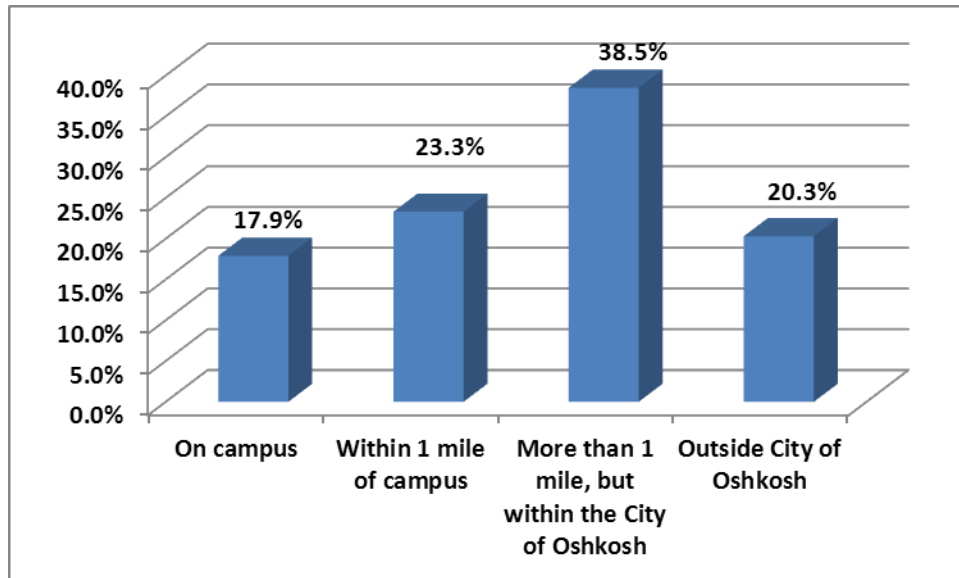
Roughly 60 percent of respondents noted that their primary mode of transportation is an automobile, followed by walking with about 20 percent, and Oshkosh Transit with nearly 11 percent.

EXHIBIT 45
PRIMARY MODE OF TRANSPORTATION



Distance of one's residence from campus was fairly spread out. One in five respondents resides outside of the City of Oshkosh.

EXHIBIT 46
HOW FAR IS YOUR RESIDENCE FROM CAMPUS?



Nearly two-thirds of respondents noted that their residence is on or near bus route (Exhibit 47) and 57 percent noted that their residence is at or near a bus stop (Exhibit 48).

EXHIBIT 47
IS YOUR RESIDENCE ON OR NEAR A BUS ROUTE?

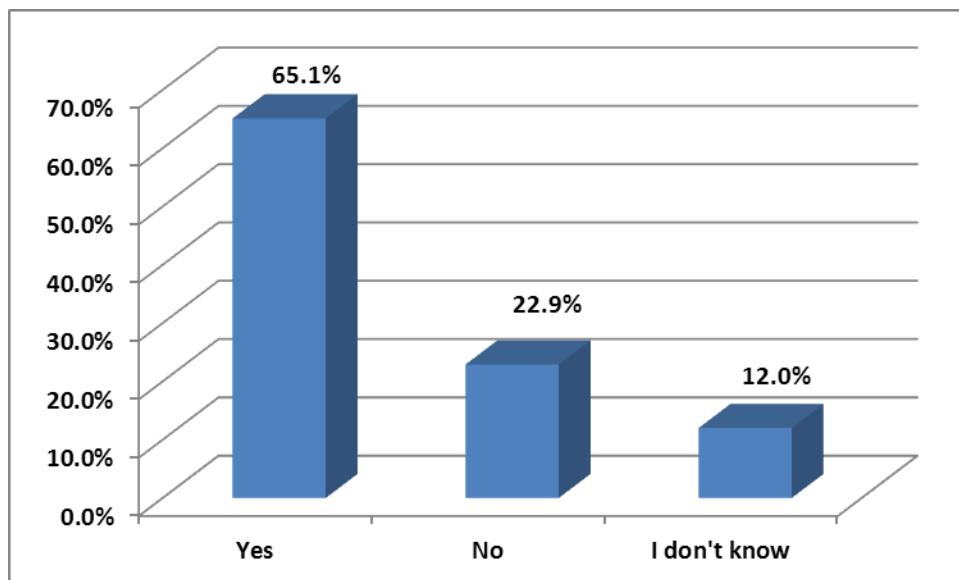


EXHIBIT 48
IS YOUR RESIDENCE AT OR NEAR A BUS STOP?

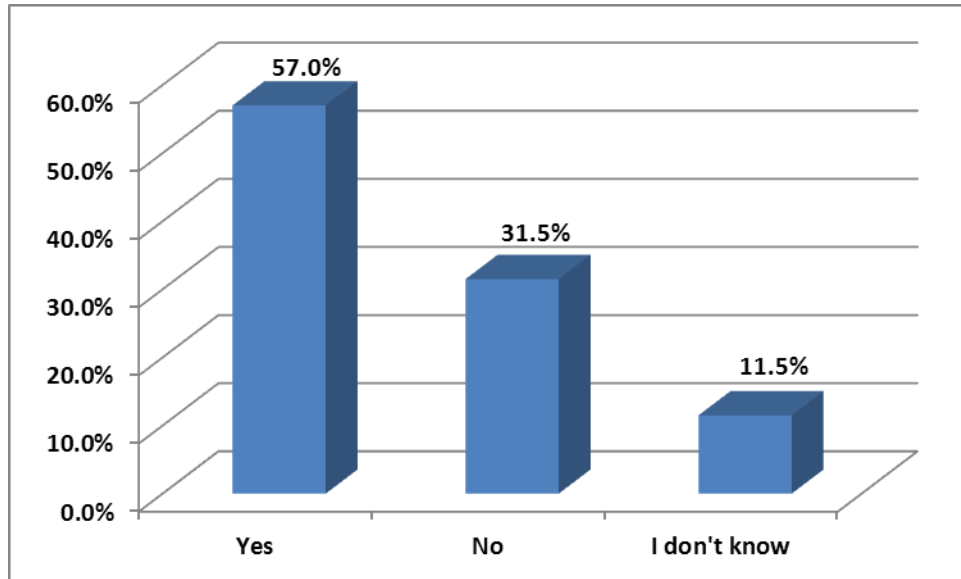
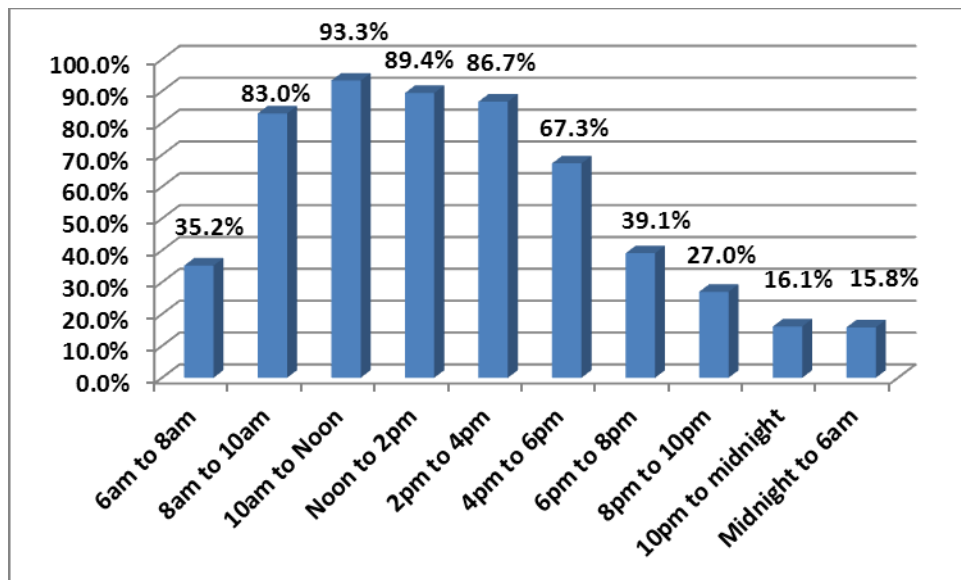


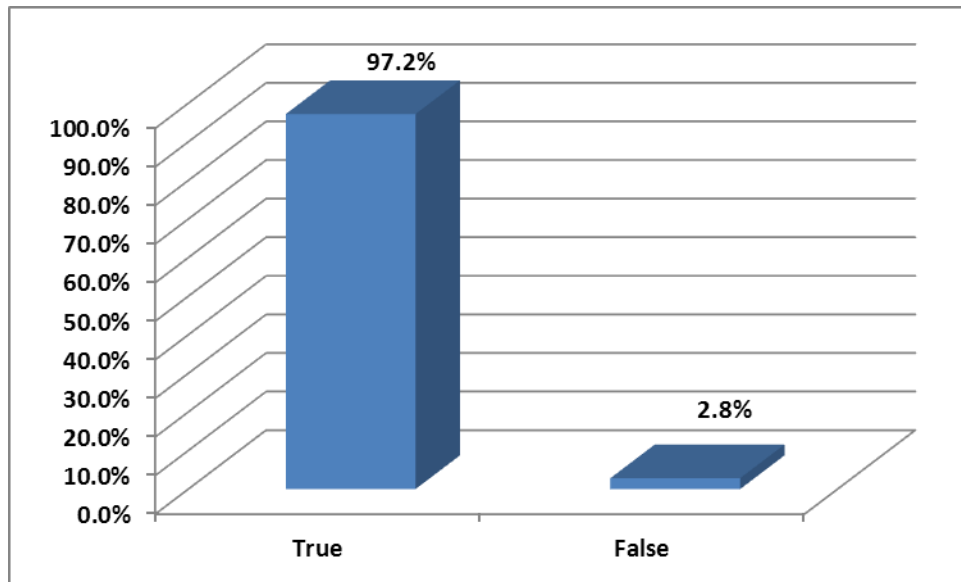
Exhibit 49 shows the percentage of respondents that are normally on campus throughout the day, with the vast majority of respondents being on campus between 8am and 6pm.

EXHIBIT 49
AT WHAT PERIODS OF THE DAY ARE YOU NORMALLY ON CAMPUS?
(SELECT ALL THAT APPLY)



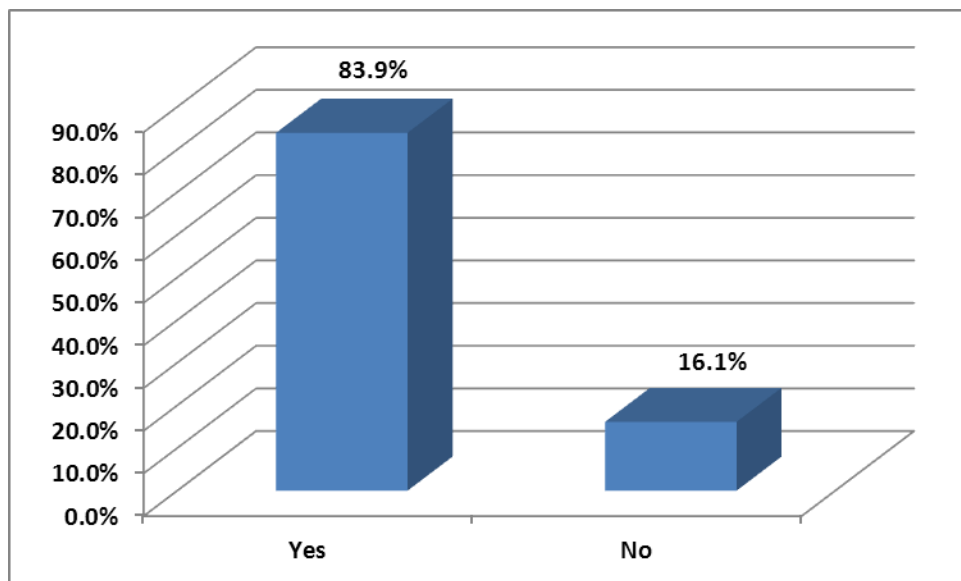
An overwhelming 97.2 percent of respondents feel that Oshkosh Transit is an asset to the community.

EXHIBIT 50
TRUE OR FALSE: OSHKOSH TRANSIT IS AN ASSET TO THE COMMUNITY.



The vast majority of respondents (nearly 84 percent) feel that extending evening service would be successful.

EXHIBIT 51
DO YOU FEEL EXTENDING EVENING SERVICE (I.E. UNTIL 10 PM) WOULD BE SUCCESSFUL?



More than 72 percent of respondents were female (Exhibit 52). Nearly half of all respondents (45.9 percent) were between the traditional undergraduate and graduate student ages of 16 and 24 years old (Exhibit 53), while more than 51 percent being full-time students (Exhibit 54).

EXHIBIT 52
SEX

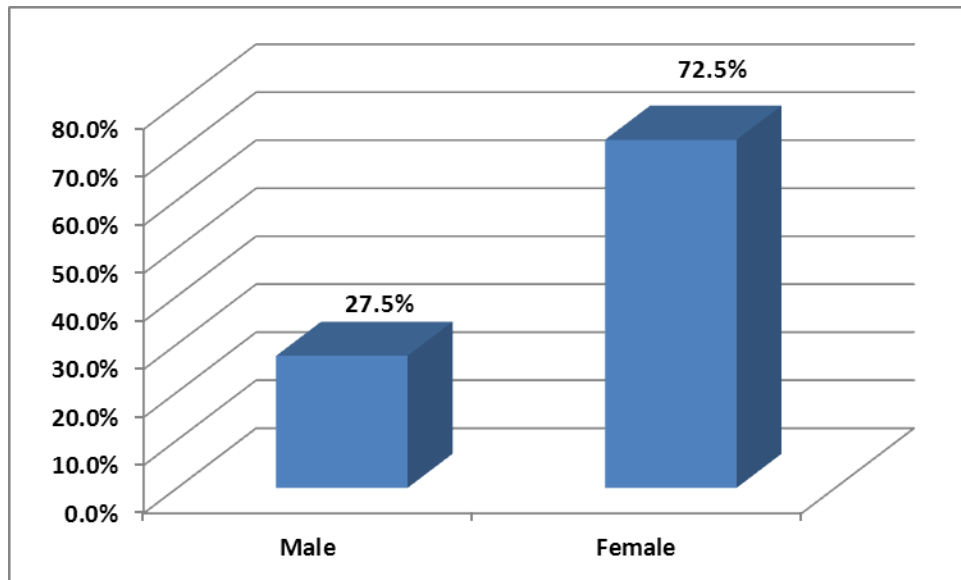
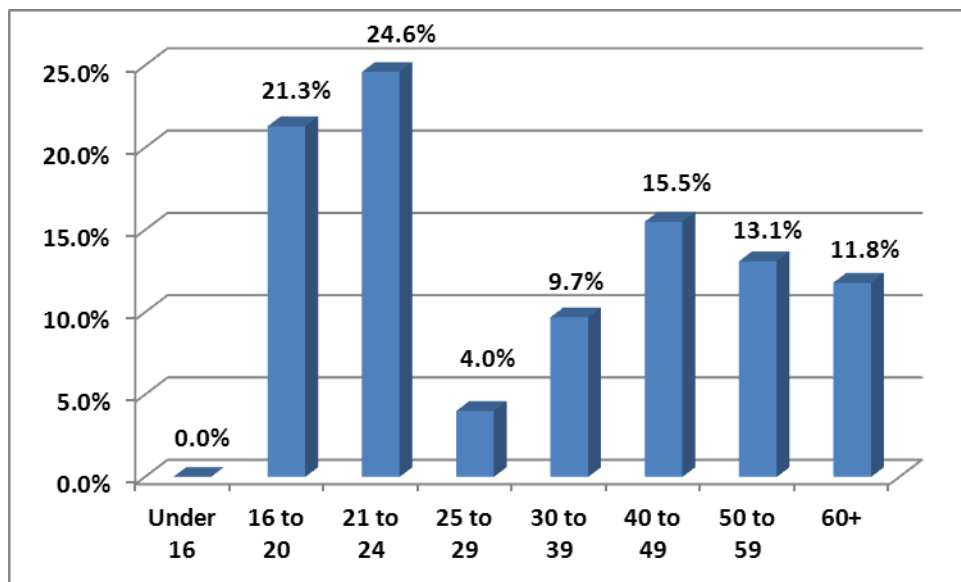
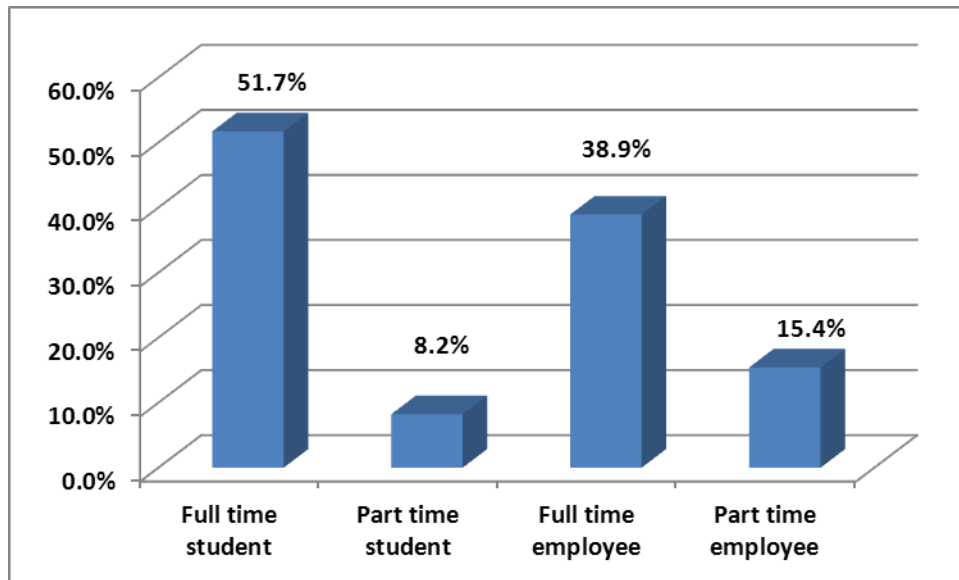


EXHIBIT 53
AGE GROUP



**EXHIBIT 54
UNIVERSITY AFFILIATION**



An overwhelming 83 percent noted that they have access to at least one vehicle (Exhibit 55), while nearly 93 percent of respondents are licensed and able to drive (Exhibit 56).

**EXHIBIT 55
HOW MANY AUTOMOBILES DO YOU HAVE ACCESS TO AT A MOMENT'S NOTICE?**

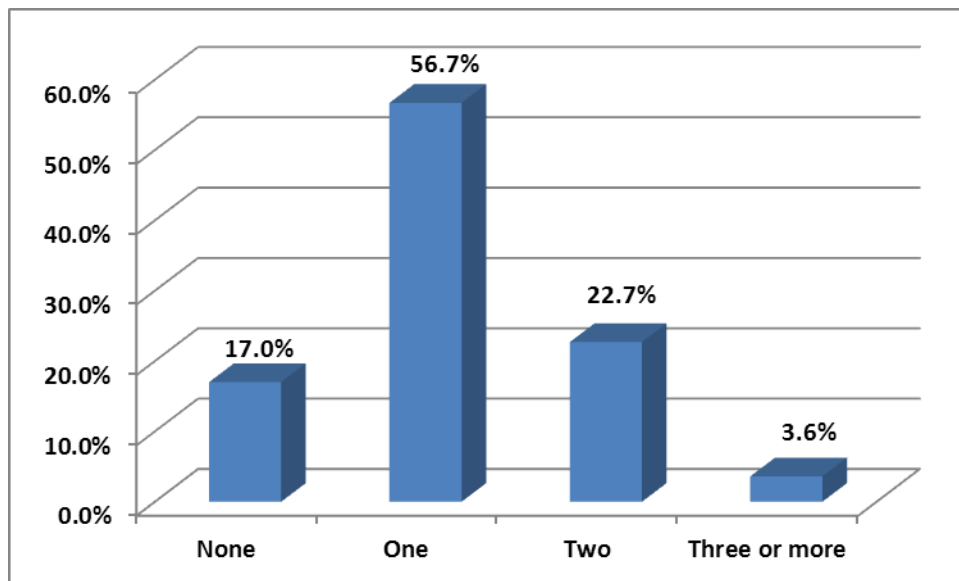
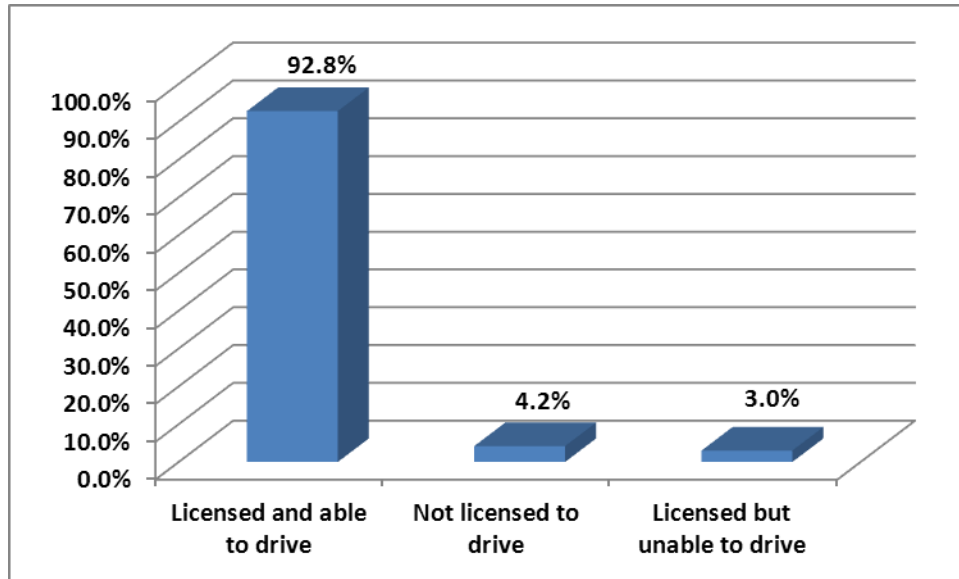


EXHIBIT 56 AUTOMOBILE DRIVING STATUS



When respondents were asked what would get them to use the bus system more, a total of 247 comments were received, in which the majority of responses mentioned the following: later hours, if they knew how to use it, quicker travel times between origins and destinations (i.e. Wal-Mart and grocery store)/shorter wait times/more express routes which don't have to transfer downtown, Sunday service, higher gas prices, expanded service area, more frequent service, and routes/stops closer to their residence.

Respondents were also asked where they would like to see service provided which currently is not being served by Oshkosh Transit. Another 154 comments were received in which the vast majority addressed the following: the outlet mall, 20th Avenue YMCA, industrial parks, Fond du Lac, and Elmwood Avenue.

Finally, respondents had the opportunity to submit any other additional comments they may have had. Another 78 comments were received in which the vast majority noted the following: appreciation for the opportunity to provide input, they like the new hybrid buses, like the service in general, Oshkosh Transit is an asset to the community, and evening service is needed.

SENIOR CITIZEN SURVEY

Throughout the month of October 2010 surveys were distributed to all Oshkosh meal sites, the Oshkosh Senior Center, voluntary residential facilities, and at the Winnebago County Senior Expo to gauge attitudes and perceptions, and to analyze usage of the Oshkosh Transit System. A total of 150 surveys were returned.

More than half (52.7 percent) of survey respondents confirmed that they have used Oshkosh Transit within the last year (Exhibit 57). Of those that have not, nearly one-third (32 percent) noted they have not used Oshkosh Transit because they have their own transportation (Exhibit 58). Roughly 13 percent of respondents also selected "other" as a reason for not using Oshkosh Transit and listed things such as: they use a taxi, they don't know how to use it, and they are new to the area.

EXHIBIT 57
HAVE YOU USED THE OSHKOSH TRANSIT SYSTEM IN THE LAST 12 MONTHS?

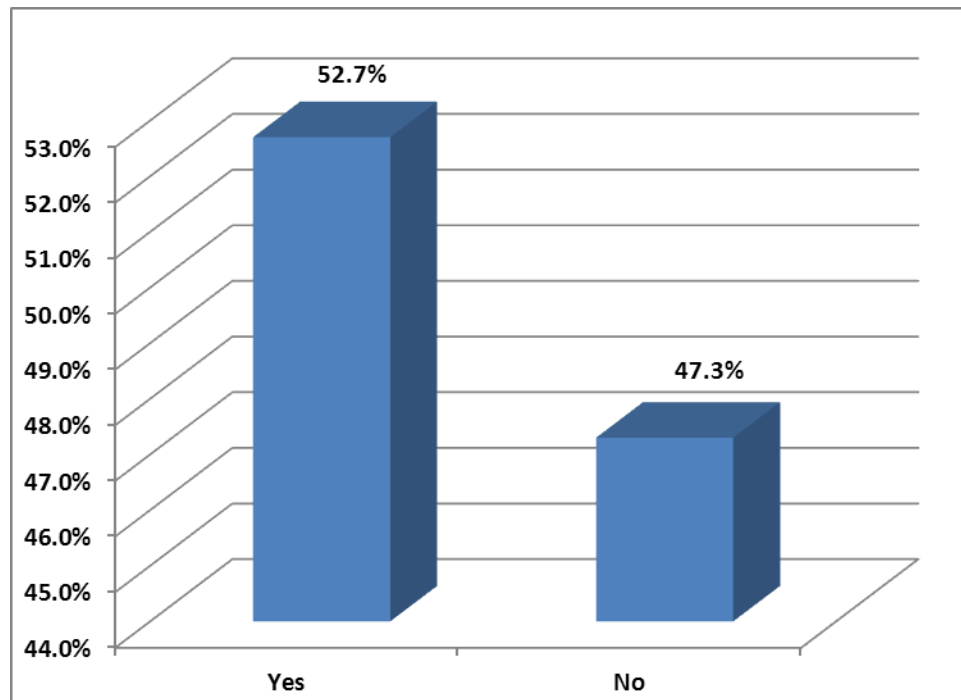
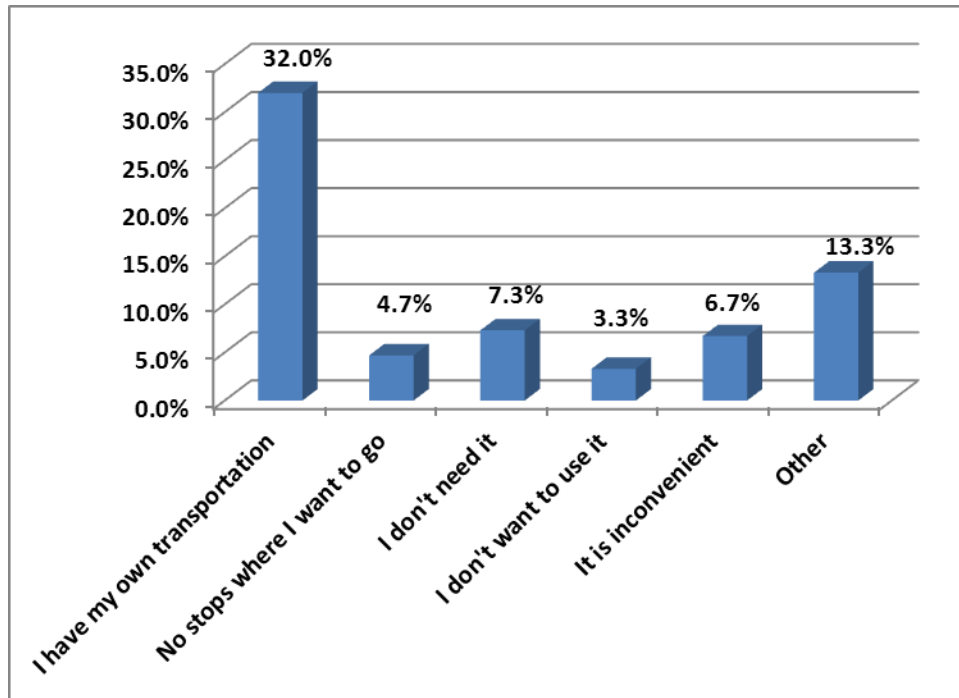
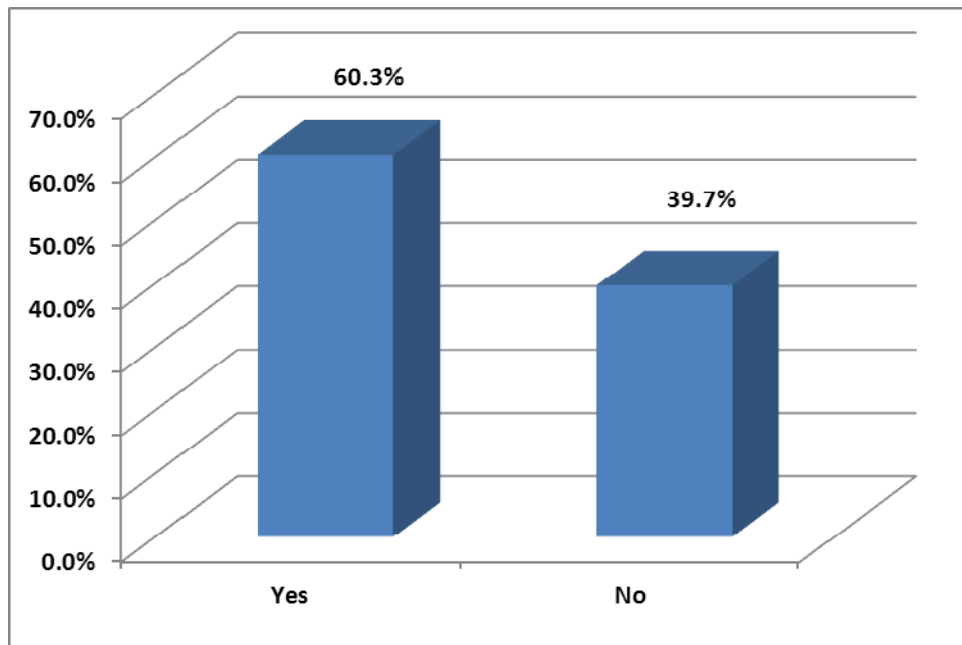


EXHIBIT 58
IF NOT, WHY NOT?
(SELECT ALL THAT APPLY)



Over 60 percent of respondents noted that they do intend to use Oshkosh Transit at some point in the following year.

EXHIBIT 59
DO YOU INTEND TO USE OSHKOSH TRANSIT IN THE NEXT 12 MONTHS?



Of the nearly 40 percent of respondents which noted that they do not intend to use Oshkosh Transit within the next year, nearly 56 percent noted that they do intend to use Oshkosh Transit at some point in the future (Exhibit 60). Over 75 percent of respondents know someone who uses Oshkosh Transit on a regular basis (Exhibit 61).

EXHIBIT 60
IF NOT, DO YOU INTEND TO USE OSHKOSH TRANSIT AT ANY POINT IN THE FUTURE?

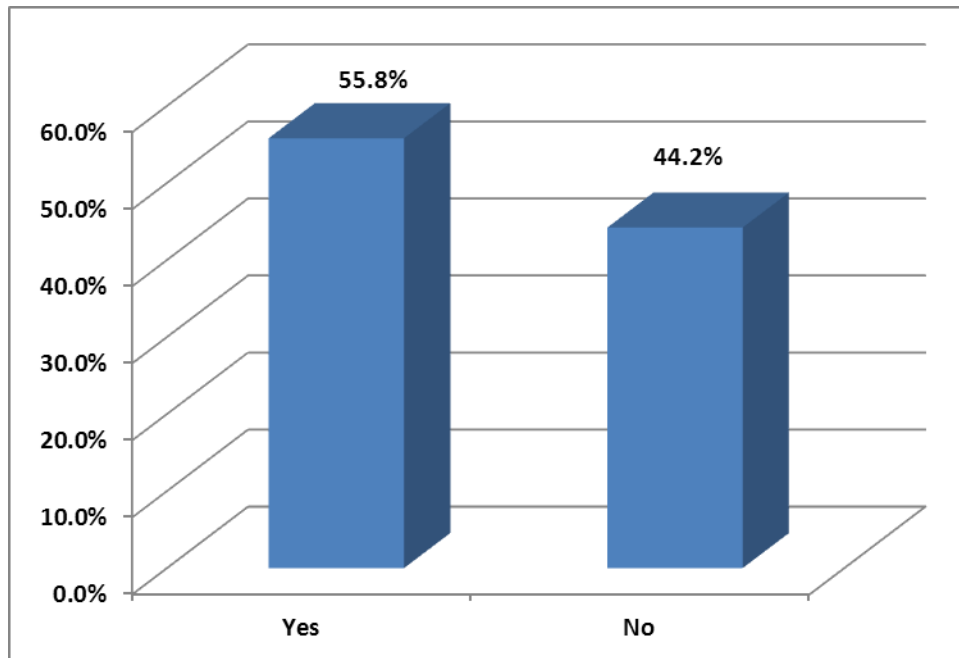
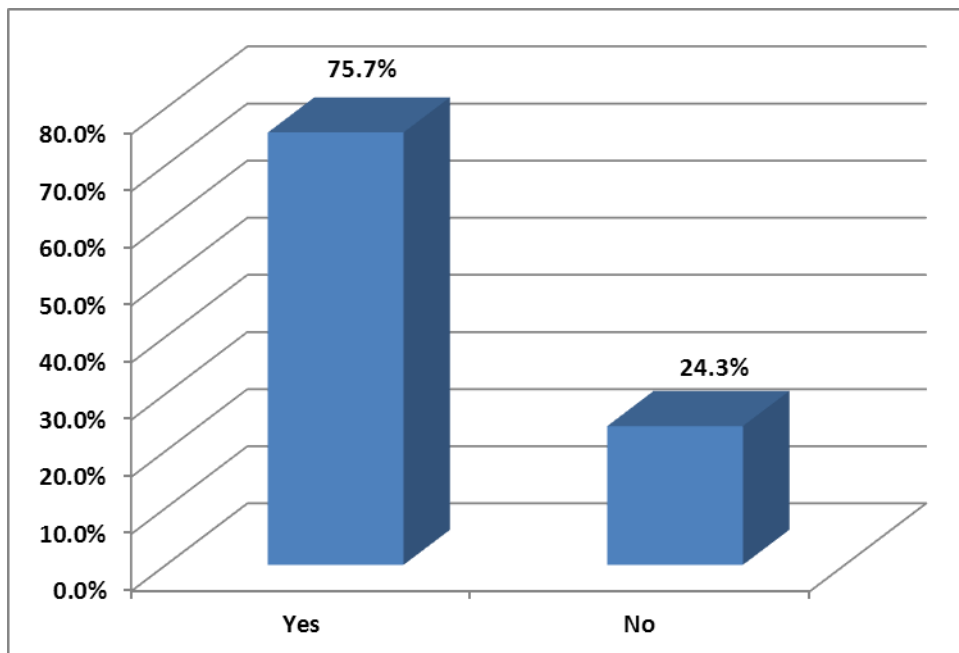
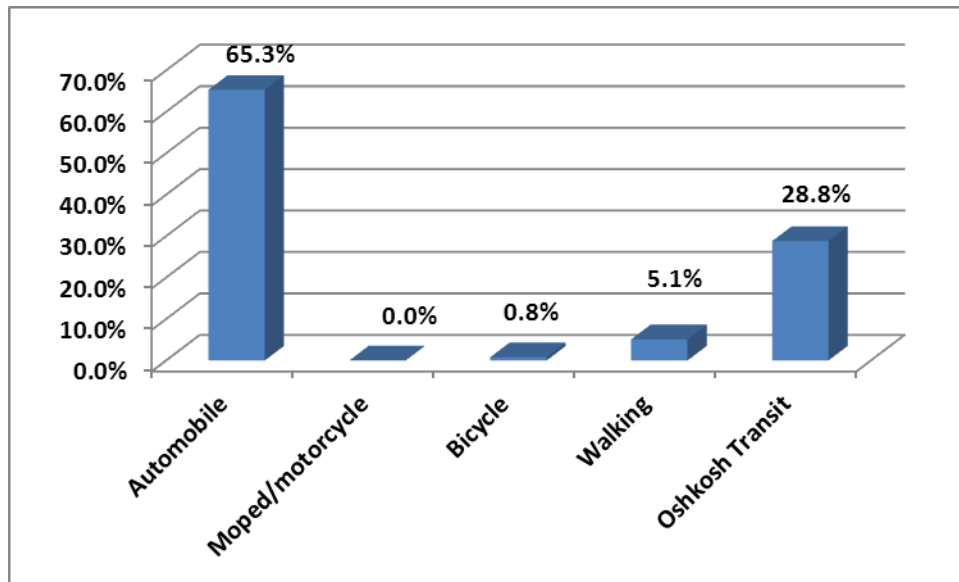


EXHIBIT 61
DO YOU KNOW SOMEONE THAT USES OSHKOSH TRANSIT REGULARLY?



Nearly two-thirds of respondents noted that their primary mode of transportation is an automobile, followed by Oshkosh Transit with roughly 29 percent.

EXHIBIT 62
PRIMARY MODE OF TRANSPORTATION



Over 90 percent of respondents noted that their residence is on or near bus route (Exhibit 63), with nearly 89 percent noting that their residence is at or near a bus stop (Exhibit 64).

EXHIBIT 63
IS YOUR RESIDENCE ON OR NEAR A BUS ROUTE?

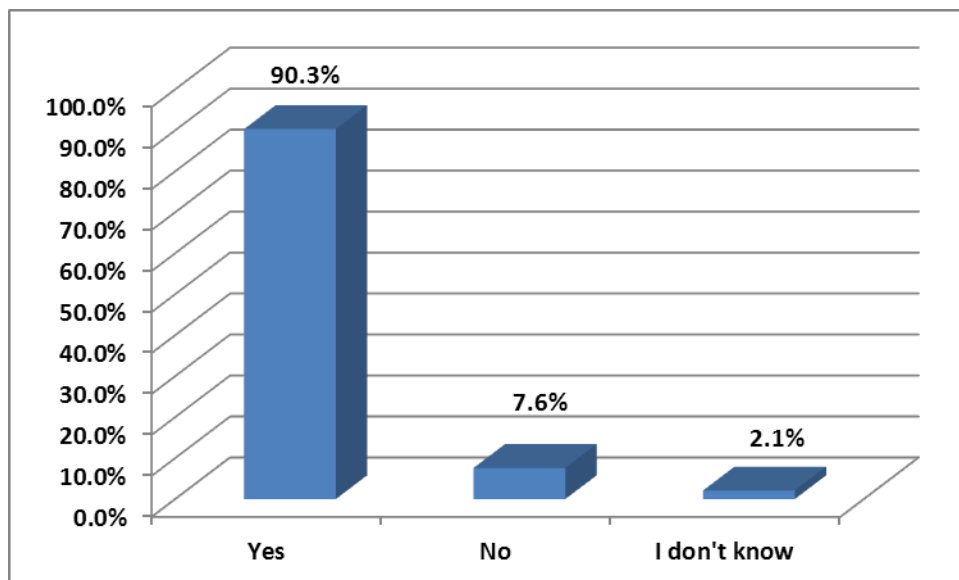
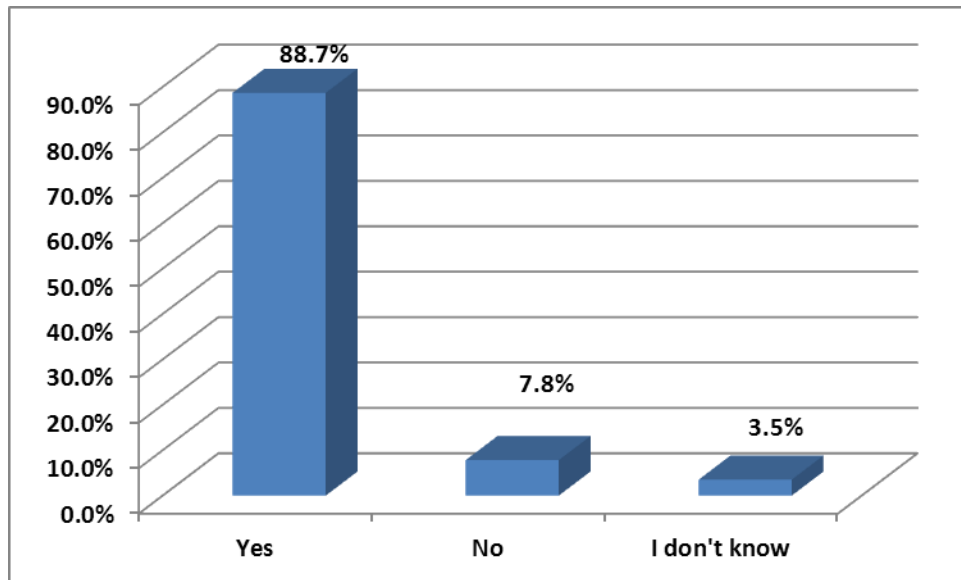
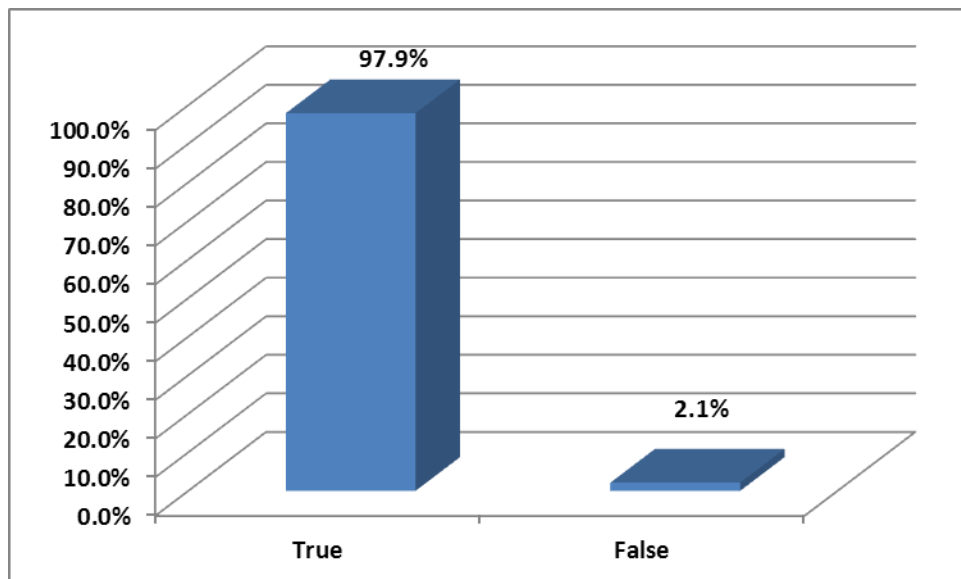


EXHIBIT 64
IS YOUR RESIDENCE AT OR NEAR A BUS STOP?



Nearly 98 percent of respondents feel that Oshkosh Transit is an asset to the community.

EXHIBIT 65
TRUE OR FALSE: OSHKOSH TRANSIT IS AN ASSET TO THE COMMUNITY.



When asked if using the bus system is intimidating, generally speaking, a little over 16 percent noted that it is intimidating to use (Exhibit 66), although safety does not appear to be a concern with over 97 percent noting that the bus system is safe to use (Exhibit 67).

EXHIBIT 66
TRUE OR FALSE: USING THE BUS SYSTEM IS INTIMIDATING.

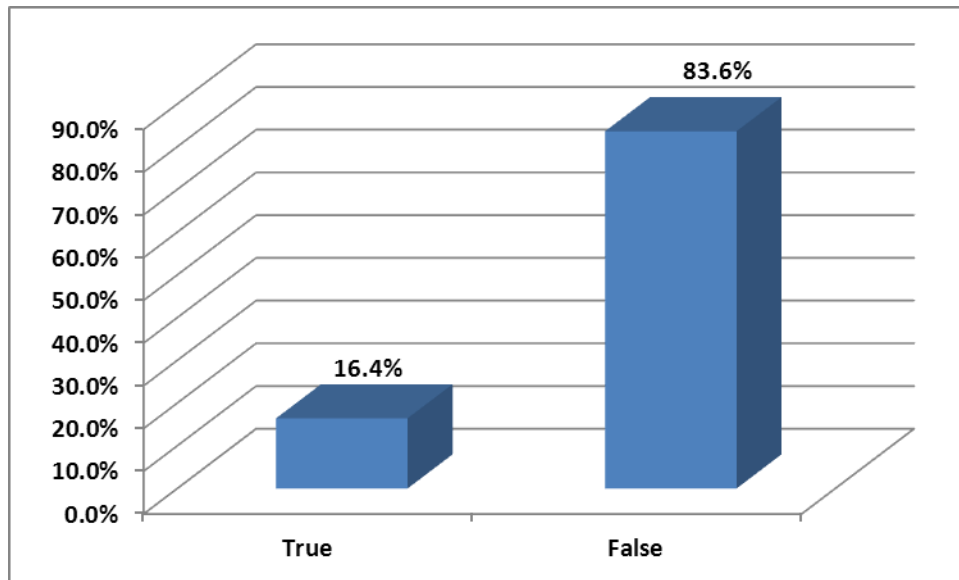
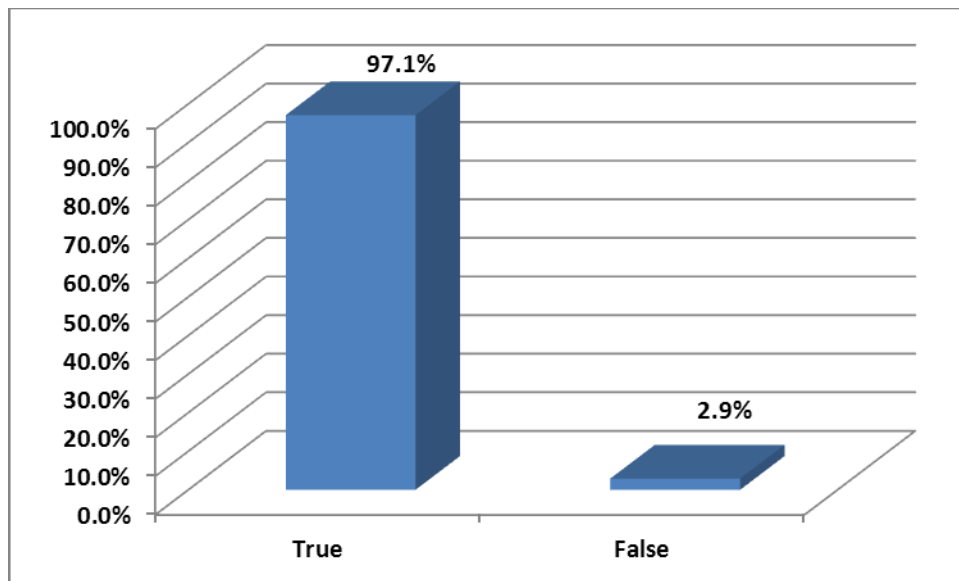
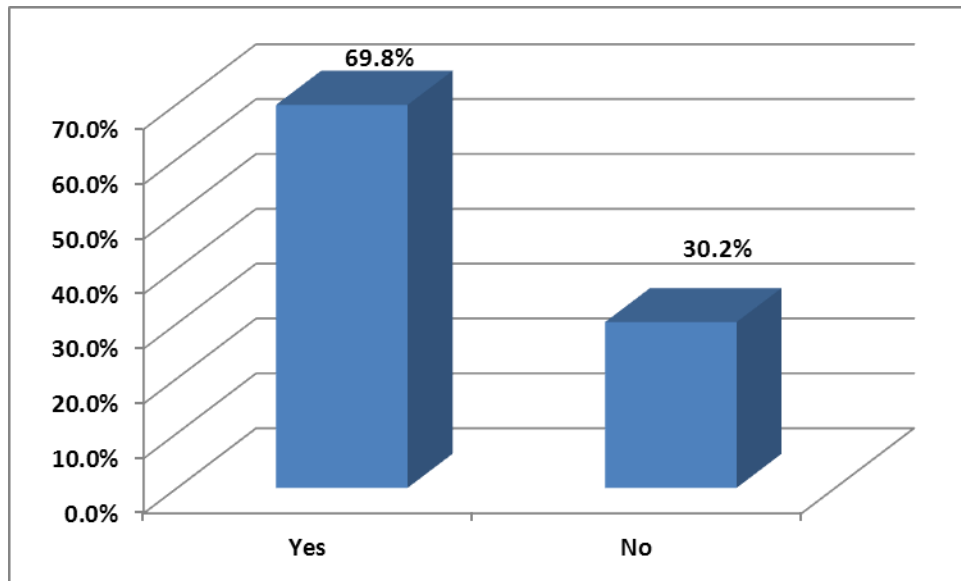


EXHIBIT 67
TRUE OR FALSE: THE BUS SYSTEM IS SAFE.



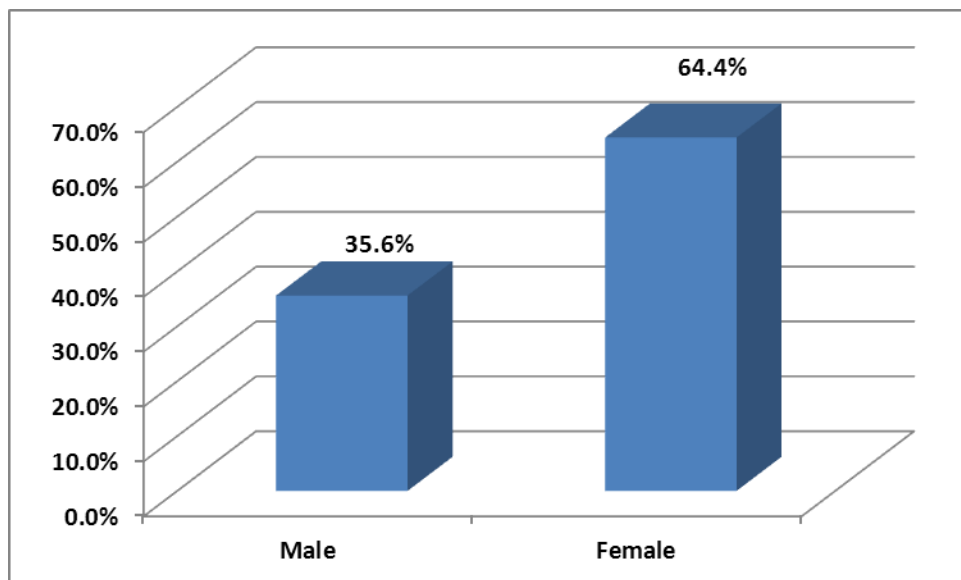
The majority of respondents (nearly 70 percent) feel that extending evening service would be successful.

EXHIBIT 68
DO YOU FEEL THAT EXTENDING EVENING SERVICE (I.E UNTIL 10 PM) WOULD BE SUCCESSFUL?



Nearly two-thirds of respondents to the survey were female.

EXHIBIT 69
SEX



Nearly half of all respondents do not have a vehicle available at their household (Exhibit 70), while roughly the same percentage are either not licensed to drive or are licensed but unable to drive (Exhibit 71).

EXHIBIT 70
AUTOMOBILES AVAILABLE IN YOUR HOUSEHOLD

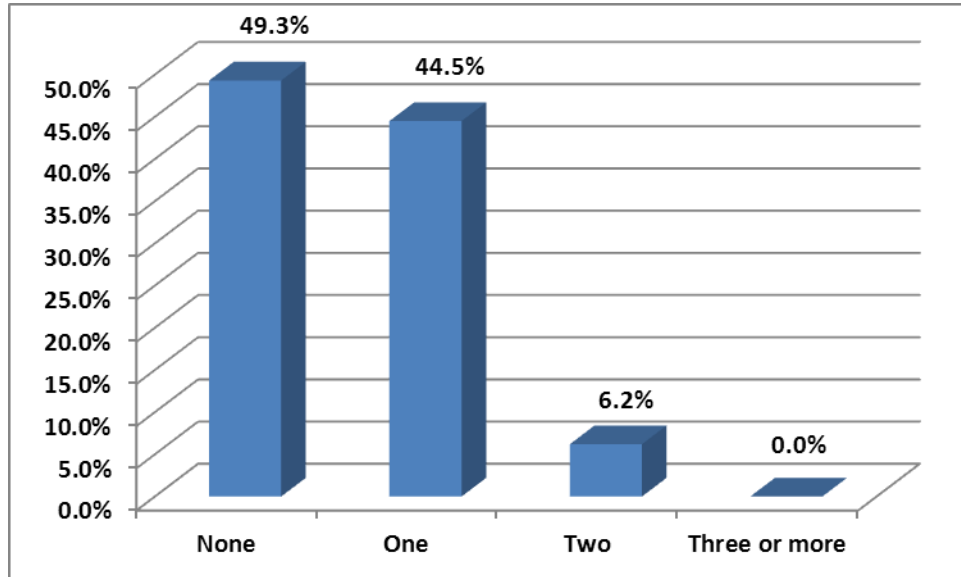
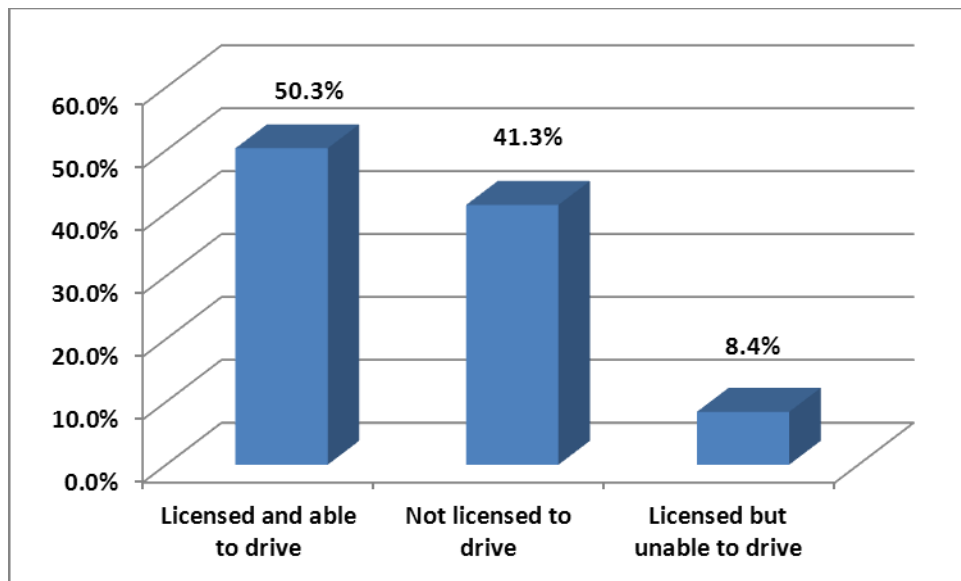


EXHIBIT 71
AUTOMOBILE DRIVING STATUS



When respondents were asked what would get them to use the bus system more, a total of 65 comments were received, in which the majority of responses mentioned the following: extended evening service, their inability to drive in the future, if their car broke down, high gas prices, extended service area, quicker access to grocery stores and medical facilities, and nothing they will never use it.

Respondents were also asked where they would like to see service provided which currently is not being served by Oshkosh Transit. Another 101 comments were received in which the vast majority addressed the following: the industrial parks, outlet mall, better service to grocery stores, quicker service to Wal-Mart, and the service area coverage is great.

Finally, respondents had the opportunity to submit any other additional comments they may have had. Another 98 comments were received in which the vast majority noted the following: how pleased they are with the bus service and bus drivers, the need for having the service in the community, and the need for extended service hours and Sunday service.

SURVEY CROSSTABULATION ANALYSIS

After processing all of the survey data, several important cross-tabulations were conducted to further examine how several key survey attributes correlate with one another.

UW-Oshkosh Survey

Table 25 breaks down the primary mode of transportation by UW-Oshkosh affiliation, as collected by our survey efforts in October. The automobile was highest amongst part-time students at 88.5 percent. It is assumed that this rate is highest due to part-time students being more likely to commute further distances and having class hours outside of OTS hours of operation. As expected, full-time students had the lowest percentage at 38.5 percent and a comparable percentage (36.1 percent) listed walking as their primary mode of transportation. Transit use is highest amongst full-time students (12.7 percent) and lowest amongst full-time employees (9.7 percent).

TABLE 25
UW-OSHKOSH AFFILIATION VERSUS PRIMARY MODE OF TRANSPORTATION

	Automobile	Moped/ Motorcycle	Bicycle	Walking	Oshkosh Transit
Full-time students	38.5%	0.0%	12.7%	36.1%	12.7%
Part-time students	88.5%	0.0%	0.0%	0.0%	11.5%
Full-time employees	80.7%	0.8%	3.2%	5.6%	9.7%
Part-time employees	53.1%	0.0%	20.4%	16.3%	10.2%
Overall	60.4%	0.3%	8.5%	19.9%	10.9%

Table 26 identifies UW-Oshkosh survey respondents' reasons for not using Oshkosh Transit in the last 12 months versus whether or not they intend to use Oshkosh Transit in the next 12 months. Overall, anticipated use of the system is higher than expected amongst nonusers. As previously discussed, "other" responses with regards to reasoning for not using the system primarily included: it is confusing, they live outside the service area and commute, they are not sure how to use it, and it does not operate late enough.

TABLE 26
REASONS FOR NOT USING OTS IN THE LAST 12 MONTHS VERSUS
INTENDED USE IN THE NEXT 12 MONTHS

		Do you intend to use Oshkosh Transit in the next 12 months?	
		Yes	No
Why have you not used Oshkosh Transit in the last 12 months?	I have my own transportation	24.3%	75.7%
	No stops where I want to go	39.3%	60.7%
	I don't need it	30.3%	69.7%
	I don't want to use it	25.0%	75.0%
	It is inconvenient	26.0%	74.0%
	Other	44.6%	55.4%

Table 27 identifies UW-Oshkosh survey respondents' reasons for not using Oshkosh Transit in the last 12 months versus whether or not they are aware that their Titan ID card allows them to ride Oshkosh Transit for free. The vast majority of respondents are aware of this. Those that selected "I don't need it" had the highest lack of awareness that their Titan ID card allows them to use OTS for free at 12.1 percent.

TABLE 27
REASONS FOR NOT USING OTS IN THE LAST 12 MONTHS VERSUS
AWARENESS OF USING TITAN ID CARD TO RIDE OTS FOR FREE

		Are you aware that your Titan ID card allows you to ride Oshkosh Transit for free?	
		Yes	No
Why have you not used Oshkosh Transit in the last 12 months?	I have my own transportation	91.6%	8.4%
	No stops where I want to go	96.4%	3.6%
	I don't need it	87.9%	12.1%
	I don't want to use it	100.0%	0.0%
	It is inconvenient	94.1%	5.9%
	Other	93.2%	6.8%

Respondents anticipated use of OTS in the next 12 months was also compared to awareness of using their Titan ID card to ride the bus for free. Overall the vast majority of respondents are aware of this, but those with no intent to use the system had a higher lack of awareness in the ability to use their Titan ID card to ride the bus for free.

TABLE 28
INTENDED USE OF OTS IN THE NEXT 12 MONTHS VERSUS
AWARENESS OF USING TITAN ID CARD TO RIDE OTS FOR FREE

		Are you aware that your Titan ID card allows you to ride Oshkosh Transit for free?	
		Yes	No
Do you intend to use Oshkosh Transit in the next 12 months?	Yes	98.9%	1.1%
	No	91.2%	8.8%

Industrial/Business Park Survey

Table 29 breaks down responses from industrial/business park businesses as to whether or not they feel their employees would use OTS if it was available at or near their business versus whether or not they feel that extending evening service would be successful. Of those that felt bus service would be utilized, 77.8 percent also felt that evening service would be successful. Of those that felt bus service would not be utilized at their business, 64.0 percent felt that evening service would not be successful. Finally, of those that were not sure whether that bus service would be used at their business, exactly half noted that evening service would not be successful, with 43.8 percent noting that it would be successful and the remaining 6.2 percent unsure.

TABLE 29
ANTICIPATED EMPLOYEE USE VERSUS SUCCESS OF EVENING SERVICE

		Do you feel that extending evening service would be successful?		
		Yes	No	Not Sure
Do you feel your employees would use Oshkosh Transit if it was available at or near your business?	Yes	77.8%	22.2%	0.0%
	No	36.0%	64.0%	0.0%
	Not Sure	43.8%	50.0%	6.2%

BUS STOP INVENTORY/SYSTEM ACCESSIBILITY

BUS STOP INVENTORY/SYSTEM ACCESSIBILITY

In July of 2010, all marked Oshkosh Transit fixed route bus stops, a total of 228, were plotted using GPS and examined for major deficiencies which impede safe and efficient access. Such deficiencies include: safe and efficient access especially ramp access for those with mobility devices, lack of curb cuts/sidewalks where appropriate, visual obstructions (i.e. caused by vegetation), on-street parking obstruction, surface impediments/damage, damaged equipment (i.e. signage, benches, and shelters), and missing signage.


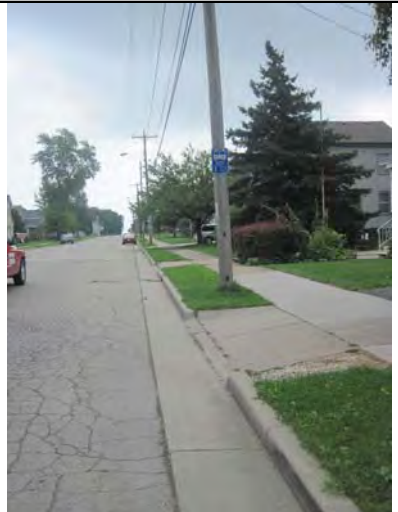
Of the 228 bus stops which were examined, 154 were found to have no major deficiencies as outlined above. There were 93 occurrences of a major deficiency, in which numerous bus stops had multiple deficiencies. Those stops which had a deficiency were also photographed. Table 30 outlines the number of occurrences for each deficiency type.




**TABLE 30
NUMBER OF DEFICIENCIES BY TYPE**




Deficiency Type	Number of Occurrences
No major deficiency	154
Safe and efficient access	52
Visual obstruction (i.e. vegetation)	10
Lack of sidewalks or curb cuts where appropriate	9
On-street parking obstruction	7
Surface impediments/damage	5
Damaged equipment (i.e. signage, benches, shelters)	5
Missing signage	5

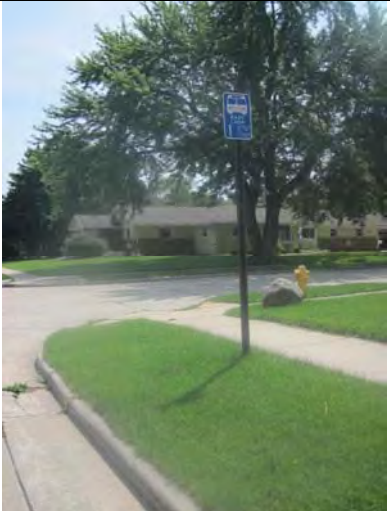
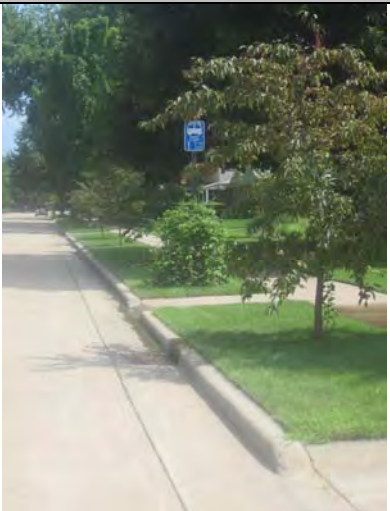

The remainder of this chapter examines each bus stop by route and lists any deficiencies at each bus stop. Those stops with deficiencies will also include a photograph. As part of the recommendations phase of this planning process, boarding and alighting count data can be used to assist in prioritizing the order in which correcting these bus stop deficiencies are addressed.

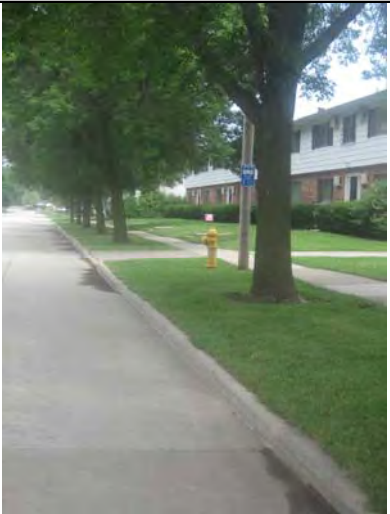
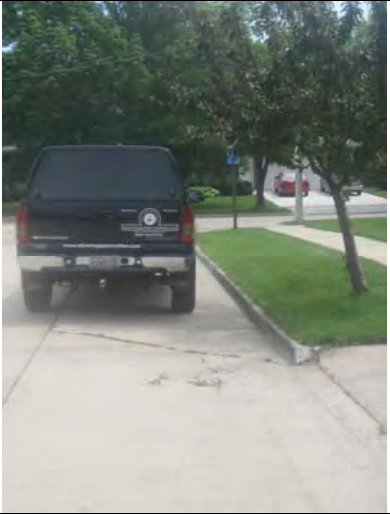

ROUTE #1 – EAST LOOP

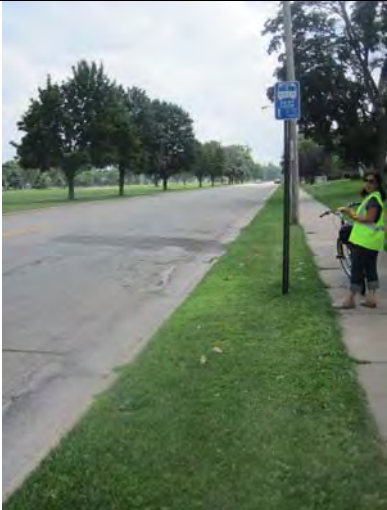
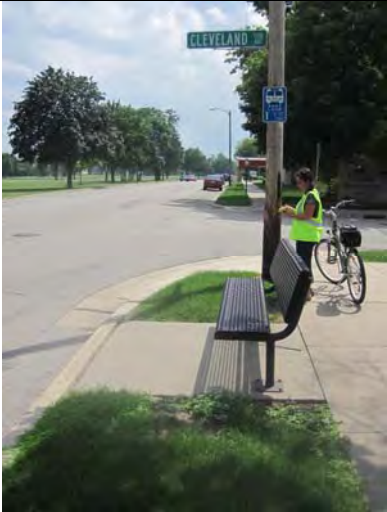
Bus Stop	Bench/ Shelter?	Deficiencies	Photos of Deficiencies
Ceape @ Court	None	Vegetation totally obstructs bus stop. On-street parking could impede access.	
Ceape @ Broad	None	No major deficiencies.	
Ceape @ Bay	None	No major deficiencies.	
Ceape @ 925 Block	None	Ramp access would require use of private driveway.	

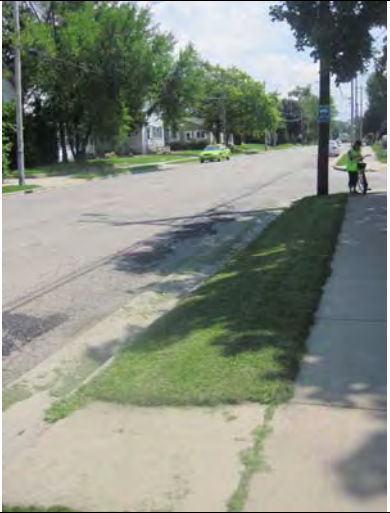
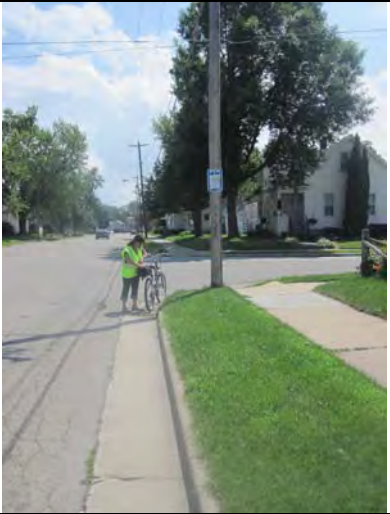
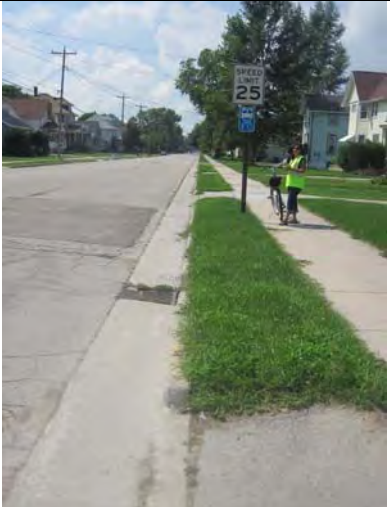
Ceape @ Rosalia	None	On street parking impedes access and vision. Private driveways would need to be used for ramp access if parked cars do not impede this.	
Rosalia @ Otter	None	Vegetation totally obstructs sign.	
Hazel @ Parkway - Bella Vista	Shelter	No sidewalks on that side of street.	

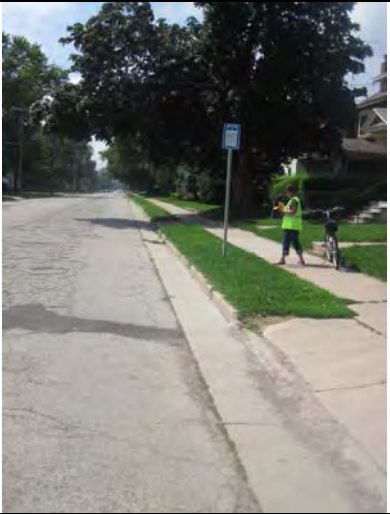
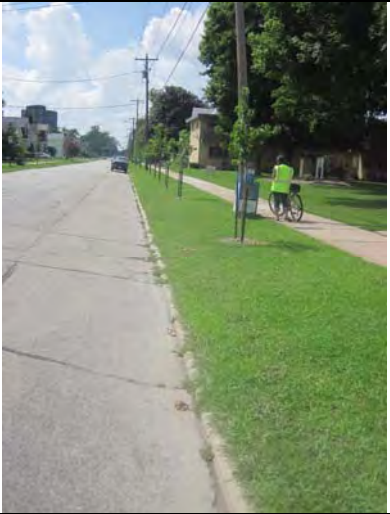
Hazel @ E. Lincoln	None	No sidewalk on that side of street (only park path). Crosswalk paint is faded. On-street parking could impede access.	
Hazel @ Siewert	None	No curb cut or sidewalk. Anyone in a wheelchair would need to wait in the street. All users would need to stand in accumulated snow or in the street.	
Hazel @ Baldwin	None	No curb cut or sidewalk. Anyone in a wheelchair would need to wait in the street. All users would need to stand in accumulated snow or in the street.	
Hazel @ Custer	None	No major deficiencies.	

Nevada @ Fairview	None	Ramp placement would need to occur on the grass or in the street, as there is no concrete slab within the terrace, and the terrace to the sidewalk exceeds the 44 ½" reach of the ramp.	
Nevada @ North Point	None	No major deficiencies.	
Cliffview @ White Swan	None	Vegetation partially obstructing sign/stop.	
White Swan @ Murdock	None	Ramp placement would need to occur on the grass or in the street, as there is no concrete slab within the terrace, and the terrace to the sidewalk exceeds the 44 ½" reach of the ramp.	
Murdock @ Fairview	None	No major deficiencies.	


Murdock @ Hazel	None	No major deficiencies.	
Grove @ 1902 Block	None	Tree obstructs sign/stop, should be moved closer to the road. Ramp access would need to occur in private driveway within 10 ft. of the stop as there are no curb cuts or concrete slabs within the terrace.	
Grove @ Mallard	Bench	No major deficiencies.	
Mallard @ Hazel	None	On-street parking could impede access, especially for someone in a wheel chair.	
Hazel @ Bent	None	Ramp placement would need to occur on the grass or in the street, as there is no concrete slab within the terrace, and the terrace to the sidewalk exceeds the 44 1/2" reach of the ramp.	

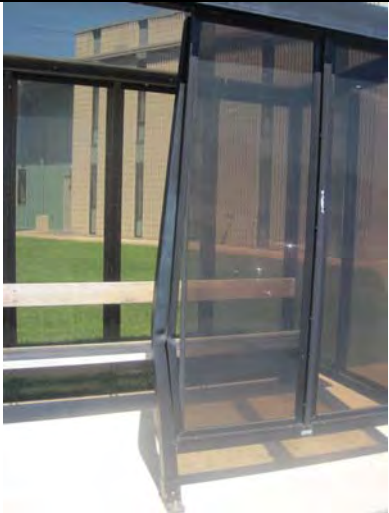

Hazel @ Nevada	None	No major deficiencies.	
Hazel @ Tennessee	None	No major deficiencies.	
Hazel @ Siewert	None	No major deficiencies.	
Hazel @ Irving	None	Ramp placement would need to occur on the grass, as there is no curb cut to the street or concrete slab within the terrace. Grass terrace exceeds the 44-1/2" reach of the ramp. Especially problematic for all users in the winter, as it would require individuals to tread through accumulated snow to access the bus.	
Hazel @ Cleveland	Bench	Ramp access would need to occur in the street as the bench on the concrete slab impedes ramp access at the stop.	
Hazel @ Washington	None	No major deficiencies.	
Rosalia @ Winnebago	None	No major deficiencies.	


Rosalia @ School	None	Ramp access by crossing over the grass terrace is questionable, especially in winter with accumulated snow. Otherwise ramp access would be required at a nearby private driveway or in the street at the intersection.	
Rosalia @ Waugoo	None	Ramp placement would need to occur on the grass or in the street, as there is no concrete slab within the terrace, and the terrace to the sidewalk exceeds the 44 ½" reach of the ramp.	
Rosalia @ Ceape	None	No major deficiencies.	
Ceape @ Frankfort	None	Ramp access by crossing over the grass terrace is questionable, especially in winter with accumulated snow. Otherwise ramp access would be required at a nearby private driveway.	

Ceape @ 930 Block	None	Ramp access by crossing over the grass terrace is questionable, especially in winter with accumulated snow. Otherwise ramp access would be required at the nearby private driveway.	
Ceape @ Bowen	None	No major deficiencies.	
Bowen @ Otter	None	No major deficiencies.	
Otter @ Mill	None	Ramp placement would need to occur on the grass, as there is no curb cut to the street or concrete slab within the terrace. Grass terrace exceeds the 44-1/2" reach of the ramp. Especially problematic for all users in the winter, as it would require individuals to tread through accumulated snow to access the bus.	
Otter @ Court	Bench	No major deficiencies.	
Otter @ Main	None	No major deficiencies.	




ROUTE #2 – BOWEN STREET

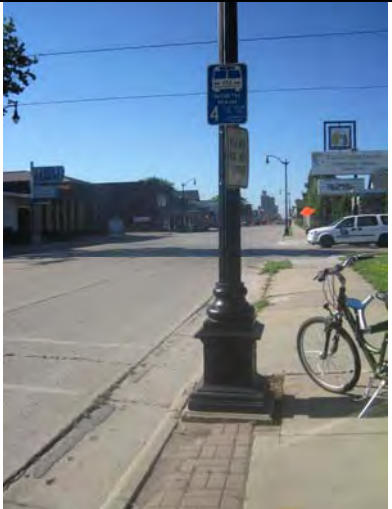
Bus Stop	Bench/ Shelter?	Deficiencies	Photos of Deficiencies
Monroe @ Washington	None	No major deficiencies.	
Monroe @ Merritt	Shelter	No major deficiencies.	
Bowen @ Irving	None	Bent bus stop sign.	
Bowen @ Lincoln	None	No major deficiencies.	
Bowen @ Baldwin	None	No major deficiencies.	
Bowen @ Custer	None	No major deficiencies.	
Bowen @ Bent	None	No major deficiencies.	
Bowen @ Murdock	None	No major deficiencies.	
Bowen @ 1850 Block	Shelter	No major deficiencies.	
Doctor's Court @ 414 Block	Bench	No major deficiencies.	
Doctor's Court @ 503 Block	None	No major deficiencies.	
Doctor's Court @ Coe Drug	Shelter	No major deficiencies.	
Bowen @ Greenwood	None	No major deficiencies.	
Bowen @ Anchorage	None	No major deficiencies.	

Bowen @ Windward	None	No major deficiencies.	
Bowen @ Nicolet	None	No major deficiencies.	
Harrison @ ADVOCAP	Shelter	Shelter support buckled.	
Nicolet @ Bowen	None	Ramp placement would need to occur on the grass or in the street, as there is no concrete slab within the terrace, and the terrace to the sidewalk exceeds the 44 ½" reach of the ramp.	
Bowen @ Greenwood	None	No major deficiencies.	

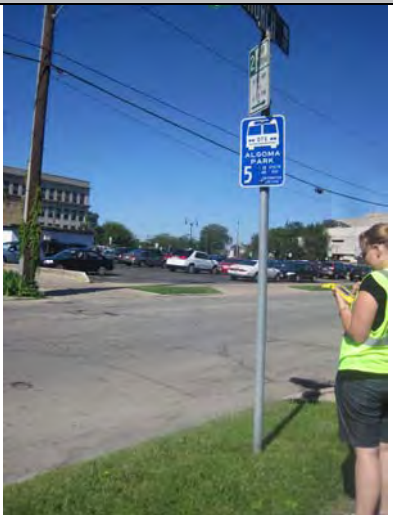

Bowen @ 1800 Block	None	No sidewalk. Ramp placement would need to occur on an unpaved business driveway, in the street, or on the grass.	
Bowen @ Huron	None	No major deficiencies.	
Bowen @ Tennessee	None	No major deficiencies.	
Bowen @ Baldwin	None	No major deficiencies.	
Bowen @ Lincoln	None	No major deficiencies.	
Monroe @ Parkway	None	No major deficiencies.	
Monroe @ Merritt	Bench	No major deficiencies.	
Washington @ Medical Arts Bldg.	None	No major deficiencies.	
Washington @ YMCA	None	No major deficiencies.	
Washington @ Social Service Bldg.	Shelter	No major deficiencies.	




ROUTE #4 – NORTH MAIN

Bus Stop	Bench/ Shelter?	Deficiencies	Photos of Deficiencies
Lincoln @ Eastman	None	No curb cut, ramp placement on grass or private driveway located 10 ft. from stop	
Main @ Huron	None	No major deficiencies.	
Main @ Smith	None	No major deficiencies.	
Main @ Packer	None	No curb cut, lift placement on grass	
Packer @ Jackson	None	No curb cut, ramp or sidewalk, lift placement on grass.	
Packer @ 540 Block - Wisconsin	None	No major deficiencies.	
St. Vincent De Paul @ Front Door	None	No major deficiencies.	
Jackson @ Viola	None	No major deficiencies.	

Pick N Save @ Store Front	Shelter	No major deficiencies.	
Main @ Bent	None	No major deficiencies.	
Main @ Custer	None	No major deficiencies.	
Main @ New York (Farside)	None	No major deficiencies.	
Main @ Lincoln	None	Uneven and faded crosswalk.	



ROUTE #5 – ALGOMA PARK



Bus Stop	Bench/ Shelter?	Deficiencies	Photos of Deficiencies
Church @ Central	None	No curb cut, lift placement on grass.	
Lincoln @ Jackson	None	Vegetation obstructing signage.	
Wisconsin @ Annex	None	No major deficiencies.	
Wisconsin @ Bent	None	No major deficiencies.	


Smith @ North High School	None	Sign has graffiti on it.	
Smith @ Walnut	None	No curb cut, lift placement on grass. Crosswalk with curb cut within 20 feet of the stop.	
Vinland @ Alden	None	No major deficiencies.	
Vinland @ Linwood	None	No major deficiencies.	
Sheridan @ Roosevelt	None	Very rough surface at the stop.	
Sheridan @ Winchester	None	No major deficiencies.	
Winchester @ Plymouth	None	No major deficiencies.	



Hamilton @ Wilson	None	No major deficiencies.	
Algoma @ Linwood	None	No curb cut, ramp or sidewalks, lift placement on grass and pedestrians would have to wait on Cemetery Rd.	
Algoma @ Columbia	None	No major deficiencies.	
Murdock @ Algoma	None	No major deficiencies.	
New York @ Cedar	None	No major deficiencies.	
Wisconsin @ Scott	Bench	No bus stop sign.	
Church @ Franklin	None	No major deficiencies.	

ROUTE #6 – UW-OSHKOSH/NORTH SAWYER

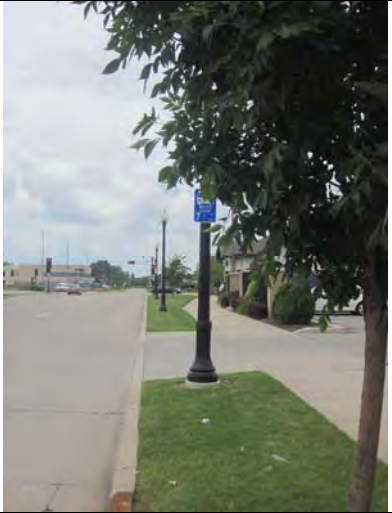

Bus Stop	Bench/ Shelter?	Deficiencies	Photos of Deficiencies
Algoma @ City Hall	None	No major deficiencies.	
Algoma @ Dawes	Bench	No curb cut. Ramp use would need to be on the grass. Bench is on concrete slab which impedes wheelchair access. Access difficult for all with the presence of accumulated snow.	
Algoma @ Union	None	No major deficiencies.	
Algoma @ Osceola	None	No major deficiencies.	
Algoma @ Albee Hall	Shelter	No major deficiencies.	
Algoma @ Woodland	Bench	No major deficiencies.	
Algoma @ New York	None	No major deficiencies.	
Algoma @ Public Museum	None	Vegetation totally obstructs bus stop sign. Ramp placement would need to occur on the grass or in the street, as there is no concrete slab within the terrace, and the terrace to the sidewalk exceeds the 44 ½" reach of the ramp.	

Congress @ Arboretum	None	No major deficiencies.	
Oshkosh @ Fox	None	No major deficiencies.	
Oshkosh @ Punhoqua	None	No major deficiencies.	
Westfield @ Oshkosh	Bench	No major deficiencies.	
Westfield @ Locust	None	No major deficiencies.	
Westfield @ Robin	None	No major deficiencies.	
Robin @ Midblock	None	No major deficiencies.	
Kmart	None	No sign.	
Taft @ Dairy Queen	Bench	No curb cut, ramp placement on grass. Access would be further inhibited by snow in the winter. Extend existing concrete slab to the street.	
Taft @ 1765 block	None	Vegetation obstructs sign.	
Taft @ Westfield	Bench	No major deficiencies.	
Taft @ Eagle	None	No major deficiencies.	
Eagle @ Porter	None	No major deficiencies.	




Sawyer @ Porter	Bench	Sign should be moved closer to curb cut and crosswalk.	
Sawyer @ Pierce	None	No major deficiencies.	
Sawyer @ Coolidge	None	No major deficiencies.	
Sawyer @ Buchanan	None	Vegetation has to potential to obstruct sign in the future.	
Sawyer @ Filmore	None	No major deficiencies.	
High @ 1319 Block	None	No curb cut, ramp placement would need to occur on the grass.	
High @ New York	None	No major deficiencies.	
High @ 1151 Block	None	No major deficiencies.	
High @ Kolf Sports Center	Shelter	No major deficiencies.	
High @ Kolf Sports Center	None	No major deficiencies.	



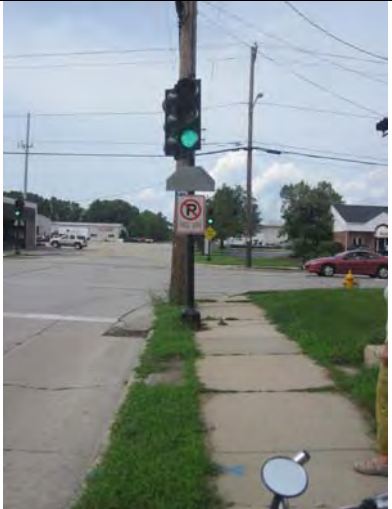
High @ Wisconsin (Far side)	None	On-street parking has potential to obstruct the bus from stopping close to curb.	
High @ Dawes	None	On-street parking has the potential to obstruct the bus from stopping close to curb.	
High @ Jackson (Far side)	None	No major deficiencies.	


ROUTE #7 – WEST HIGH

Bus Stop	Bench/ Shelter?	Deficiencies	Photos of Deficiencies
Pearl @ Riverway	None	No major deficiencies.	
Pearl @ Marion	None	Vegetation obstruction to sign (east of sign). A row of trees blocks the stop and passengers from the sight of the driver coming around a curve. Ramp access would need to occur in nearby business driveway.	
Witzel @ FVTC	Bench	No major deficiencies.	
Campbell @ Senior Center	Shelter	No major deficiencies.	
Witzel @ Knapp	None	No major deficiencies.	
Sawyer @ Faust	Bench	No major deficiencies.	
Sawyer @ Southland	None	Ramp access would require use of private driveway which has a large pothole at the base of the apron. With significant snow accumulation, all of those waiting at the stop would have to wait and board at the private driveway.	
Southland @ Sawyer	None	No major deficiencies.	

Southland @ West High School	None	No major deficiencies.	
Bethel Home	Shelter	No bus stop sign, just bench.	
Simeanna	Shelter	No bus stop sign, just shelter.	
Witzel @ Monticello	None	No bus stop sign, road currently under construction.	
Cinema 10	None	No curb cut, sidewalk or ramp, anyone in wheel chair would have to wait in street. All users would need to wait in the street with the presence of significant snow accumulation.	

Stein Plaza @ North Parking Lot	None	Stop is closed for construction, directs peds to Witzel/Eagle but sidewalk is closed, should use Cinema 10.	
Eagle @ 2nd	Bench	No curb cut. Ramp use would need to be on the grass. Bench is on concrete slab which impedes wheelchair access. Access difficult for all with the presence of accumulated snow.	
Eagle @ Bismarck	None	No major deficiencies.	
5th @ Meadow	None	Ramp access would need to occur in the street as the terrace is too wide to place the ramp on the sidewalk.	


5th @ Guenther	None	Ramp access would need to occur in nearby private driveway.	
Knapp @ 4th	None	Curb cut/crosswalk empties onto 4th St. approximately 10 ft. in from intersection with Knapp. However sidewalk at the stop could be used for ramp access.	
Knapp @ Witzel	None	Total obstruction of bus stop sign by stop light and no parking sign	

Witzel @ Ohio	None	<p>Ramp placement would need to occur on the grass, as there is no curb cut or concrete slab within the terrace, and the terrace to the sidewalk exceeds the 44 ½" reach of the ramp. All users would need to tread through any accumulated snow at the stop to access the bus.</p>	
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ROUTE #9 – NINTH AVENUE

Bus Stop	Bench/ Shelter?	Deficiencies	Photos of Deficiencies
9th @ Oregon	None	No major deficiencies.	
9th @ Minnesota	None	No major deficiencies.	
9th @ Ohio	None	Sign is turned away from street.	
9th @ Knapp	None	No major deficiencies.	
9th @ Sawyer	None	No major deficiencies.	
9th @ Mason	None	No major deficiencies.	
9th @ Huntington	None	No major deficiencies.	
9th @ Reichow	None	No major deficiencies.	
Menard Plaza @ Coppes/Shopko	None	No curb cut or safe waiting area for pedestrians, stop is located on little strip of grass in busy shopping center. Someone in a wheelchair would need to wait for the bus in the street.	



Menard @ McDonalds	None	No curb cut or safe waiting area for pedestrians, stop is located on little strip of grass in busy shopping center. Someone in a wheelchair would need to wait for the bus in the street.	
Osborn @ Ben Franklin	None	No curb cut, business parking lot entrance is the only waiting area for pedestrians which is unsafe.	
Koeller @ Affinity Health Care	Shelter	No major deficiencies.	
Koeller @ Fazoli's	Bench	Ramp access would need to occur in the street as the grass terrace is too wide.	
20th @ Oshkosh Gymnastic Center	None	No major deficiencies.	




Allerton @ 2300 Block	None	No major deficiencies.	
Covington @ Allerton	None	No major deficiencies.	
Cumberland @ Ardmore	None	No major deficiencies.	
Cumberland @ 9th	None	No major deficiencies.	
9th @ Westhaven	None	No major deficiencies.	
Mercy Medical Center @ Front door	None	No major deficiencies.	
Westhaven @ Witzel	Bench	No major deficiencies.	
Festival Food	Bench	No major deficiencies.	
Aurora Heath Ctr	None	No major deficiencies.	
Westowne @ Menard's	None	No major deficiencies.	
N. Washburn @ Lowe's	None	No major deficiencies.	
N. Washburn @ Fleet Farm	None	Currently under construction.	
Wal-Mart	Shelter	No major deficiencies.	
Wal-Mart (Alternate/temporary stop due to Construction)	None	No major deficiencies.	
S. Washburn @ Red Cross	None	No major deficiencies.	


S. Washburn @ Tower West	None	No major deficiencies.	
Menard @ Cousins Subs	None	No curb cut or safe waiting area for pedestrians, stop is located on little strip of grass in busy shopping center. Someone in a wheelchair would need to wait for the bus in the street.	
Menard Plaza @ Shopko	Bench	No major deficiencies.	
Menard Plaza @ Hobby Lobby	None	No major deficiencies.	
Menard Plaza @ Walgreens	None	No curb cut or safe waiting area for those waiting for the bus. Stop is located on a small terrace of shrubs and grass at the entrance and exit to a busy shopping center.	
9th @ Westfield	None	No major deficiencies.	
9th @ Huntington	None	No major deficiencies.	
9th @ Sawyer	None	No major deficiencies.	
9th @ Knapp	None	No major deficiencies.	
9th @ Georgia Gardens	Shelter	No major deficiencies.	

9th @ Ohio	None	No major deficiencies.	
9th @ Minnesota	None	No major deficiencies.	
9th @ Oregon (Far side)	None	No major deficiencies.	
9th @ Nebraska	None	No major deficiencies.	
9th @ Main	None	No major deficiencies.	

ROUTE #10 – NEENAH

Bus Stop	Bench/ Shelter?	Deficiencies	Photos of Deficiencies
St Vincent (Inbound)	None	No major deficiencies.	
Lakeside Packaging Plus(outbound and inbound)	None	No major deficiencies.	
Logan Drive @ 3390 block (outbound)	None	No curb cut or sidewalks. Those in a wheelchair would need to wait in the street. Unsafe waiting conditions.	
Logan Drive @ 3390 block (inbound)	None	No major deficiencies.	
Jackson @ Snell (outbound)	None	No curb cut or sidewalk. Unsafe waiting area for riders. Someone in a wheelchair would need to wait in the street.	

Jackson @ Snell (inbound)	None	No curb cut or sidewalk. Unsafe waiting area for riders. Someone in a wheelchair would need to wait in the street.	
Jackson @ Kobe (outbound)	None	No curb cut or sidewalks. Those in a wheelchair would need to wait in the street. Unsafe waiting conditions.	
Jackson @ Winnebago Co Sheriff's Office (inbound)	Shelter	Access to the shelter for someone in a wheelchair would need to occur in the street, as there are no sidewalks.	

Jackson @ County Road Y	None	No curb cut or sidewalk. Unsafe waiting area for riders where traffic is traveling at 55+ MPH.	
Neenah Transit Transfer Station	None	No major deficiencies.	

ROUTE #11 – SOUTH PARK

Bus Stop	Bench/ Shelter?	Deficiencies	Photos of Deficiencies
Oregon @ 6th	None	No major deficiencies.	
Oregon @ 8th	None	No major deficiencies.	
Oregon @ 18th	None	No major deficiencies.	
Oregon @ 19th	None	No major deficiencies.	
20th @ Arizona	None	No major deficiencies.	
20th @ Simpson	None	No major deficiencies.	
20th @ Knapp	None	No major deficiencies.	
20th @ 1100 Block	Bench	No curb cut, driveway next to stop in poor condition but could be used for ramp placement.	
20th @ Patrician Village	Bench	No curb cut, ramp placement on grass. Access would be further inhibited by snow in the winter. Extend existing concrete slab to the street.	
20th @ Goodwill	Bench	No major deficiencies.	

Capitol @ Fox Valley Savings	Shelter	Shelter panels worn, lots of garbage. Access to the shelter would need to be in the road.	
Old Wal-Mart	None	No major deficiencies.	
South Park @ Venture Dr	None	No major deficiencies.	
South Park @ 1200 Block	None	An unpaved driveway could be used for ramp access at the stop, however grass and gravel could impede access.	
South Park @ 1100 Block	None	No major deficiencies.	
South Park @ Delaware	None	No major deficiencies.	
South Park @ Iowa	None	No major deficiencies.	
South Park @ Oregon	None	No major deficiencies.	
Oregon @ 10th	None	On-street parking has the potential to obstruct the bus from stopping close to curb.	
Oregon @ 6th	None	No major deficiencies.	
Division @ Jackson	None	No major deficiencies.	

ROUTE RIDERSHIP PATTERNS

ROUTE RIDERSHIP PATTERNS

In October and November of 2010, a boarding and alighting survey was conducted to gather information on route ridership patterns. During this effort, surveyors counted and recorded the number of passengers getting on and off at each bus stop on every route for an entire service day. The total number of passengers aboard, whether the ADA accessible ramps on the buses were used, and whether the bicycle racks on the front of the bus were used were also tallied for each stop on every route for an entire service day. These figures depict an accurate representation of what boarding and alighting patterns look like for OTS on a typical day of operation.

TOTAL DAILY BOARDINGS

Table 31 compares average daily boardings for each route between 2004 and 2010. Average daily boardings in the 2004 survey totaled 3,465. Counts for 2010 were down 7.2 percent system wide with 3,217 daily boardings. Seven of the nine routes experienced a decrease in average daily boardings, ranging from decreases from a little over 4 percent on Route 4 – North Main to nearly 24 percent on Route 11 – South Park. These decreases are believed to be the result of a substantial fare increase, in which the fare was raised from \$0.50 to \$1.00 in January of 2009 and a weakened economy over the last several years.

TABLE 31
AVERAGE DAILY BOARDINGS BY ROUTE, 2004 VS. 2010

Route	Average Daily Boardings		% Difference
	2004	2010	
1 - East Loop	418	345	-17.5%
2 - Bowen Street	401	415	3.5%
4 - North Main	425	407	-4.2%
5 - Algoma Park	370	310	-16.2%
6 - UWO/North Sawyer	432	487	12.7%
7 - West High	379	347	-8.4%
9 - Ninth Avenue	593	543	-8.4%
10 - Neenah	128	119	-7.0%
11 - South Park	319	244	-23.5%
Total	3,465	3,217	-7.2%

MAXIMUM LOADS

Table 32 shows the maximum loads on all routes for all time periods of OTS operation. Maximum loads are the highest volume of passengers on a bus at any given time. Route 5 experienced the highest maximum load of 54 passengers between 7:15 am and 7:45 am, which was a result of K-12 students going to school.

TABLE 32
MAXIMUM LOADS BY TIME PERIOD

Time Period	Route									
	1	2	4	5	6	7	*9	*9A	**10	11
6:00 am – 6:15 am								14		
6:15 am – 6:45 am	7	12	10	6	8	2	21			15
6:45 am – 7:15 am	27	15	10	18	11	25		14	7	16
7:15 am – 7:45 am	13	10	10	54	17	33	12			4
7:45 am – 8:15 am	8	12	6	5	18	4		8	14	5
8:15 am – 8:45 am	7	8	17	5	6	13	21			6
8:45 am – 9:15 am	6	14	14	9	7	6		23		6
9:15 am – 9:45 am	12	13	9	14	8	11	9		9	4
9:45 am – 10:15 am	5	9	8	4	7	8		17		5
10:15 am – 10:45 am	13	12	9	5	7	8	11			9
10:45 am – 11:15 am	6	11	11	14	9	9		8	12	3
11:15 am – 11:45 am	7	4	9	5	11	8	15			6
11:45 am – 12:15 pm	8	11	6	5	11	9		13		7
12:15 pm – 12:45 pm	6	6	7	10	7	10	10		7	5
12:45 pm – 1:15 pm	6	11	9	6	11	4		14		3
1:15 pm – 1:45 pm	4	14	9	4	8	5	15			6
1:45 pm – 2:15 pm	14	8	10	8	11	18		10	14	6
2:15 pm – 2:45 pm	8	11	14	12	13	6	14			8
2:45 pm – 3:15 pm	28	10	26	29	32	39		16		11
3:15 pm – 3:45 pm	19	38	20	8	18	11	29		6	25
3:45 pm – 4:15 pm	14	7	17	3	12	9		13		6
4:15 pm – 4:45 pm	7	12	11	1	15	8	5			8
4:45 pm – 5:15 pm	8	14	6	4	12	7		10	3	8
5:15 pm – 5:45 pm	4	9	4	10	9	6	8			2
5:45 pm – 6:15 pm	5	7	4	0	14	10		3	3	2

* Route 9 – Ninth Avenue is conducted by two buses, with one (9) arriving at the Transit Center at :15 minutes after the hour and the other (9A) at :45 minutes after the hour. The 9A bus begins service at the intersection of 20th Avenue and Koeller Street at 6 am.

** Route 10 – Neenah operates in both one hour and one and a half hour frequencies, aside from the last run which ends in Neenah around 6:15 pm.

PEAK HOUR BOARDINGS

Most of the larger passenger loads occurred during peak hours of operation, from 6:45 am to 8:45 am and from 2:45 pm to 4:45 pm. Of the 3,217 total passenger boardings, 1,457 or roughly 45 percent occurred on the system during these peak hours. The majority of these trips is school related or represents first shift workers. Collectively, Route 9 which is operated by two buses had the highest peak hour ridership with 240 passengers.

TABLE 33
PEAK HOUR RIDERSHIP VOLUMES

Time Period	Route									
	1	2	4	5	6	7	*9	*9A	**10	11
6:00 am – 6:15 am										
6:15 am – 6:45 am										
6:45 am – 7:15 am	41	16	16	22	21	30	25			
7:15 am – 7:45 am	26	16	12	61	24	36	21	21	12	20
7:45 am – 8:15 am	10	14	11	9	31	5				6
8:15 am – 8:45 am	10	12	20	9	14	16	31	18	23	8
8:45 am – 9:15 am										10
9:15 am – 9:45 am										
9:45 am - 10:15 am										
10:15 am - 10:45 am										
10:45 am - 11:15 am										
11:15 am - 11:45 am										
11:45 am - 12:15 pm										
12:15 pm - 12:45 pm										
12:45 pm - 1:15 pm										
1:15 pm – 1:45 pm										
1:45 pm – 2:15 pm										
2:15 pm – 2:45 pm							23		19	
2:45 pm – 3:15 pm	37	16	41	40	47	41		29		18
3:15 pm – 3:45 pm	21	44	36	14	30	17	40			27
3:45 pm – 4:15 pm	17	13	26	5	16	12			10	9
4:15 pm – 4:45 pm	11	17	16	2	29	12	8	24		13
4:45 pm – 5:15 pm										
5:15 pm – 5:45 pm										
5:45 pm – 6:15 pm										
Total	173	148	178	162	212	169	148	92	64	111

OFF-PEAK HOUR BOARDINGS

Of the 3,217 total boardings, 1,760 or roughly 55 percent occurred during off-peak hours. Again route 9 carried the highest off-peak ridership, with 303 passengers.

TABLE 34
OFFPEAK HOUR RIDERSHIP VOLUMES

Time Period	Route									
	1	2	4	5	6	7	*9	*9A	**10	11
6:00 am – 6:15 am								14		
6:15 am – 6:45 am	7	13	12	7	8	3				18
6:45 am – 7:15 am										
7:15 am – 7:45 am										
7:45 am – 8:15 am										
8:15 am – 8:45 am										
8:45 am – 9:15 am	8	22	24	12	13	8		33		11
9:15 am – 9:45 am	19	23	13	15	16	14	16	25	17	7
9:45 am - 10:15 am	5	14	16	5	14	10	21	18	13	8
10:15 am - 10:45 am	21	12	16	5	19	13	20	28	16	12
10:45 am - 11:15 am	11	16	18	15	15	13	24	22		3
11:15 am - 11:45 am	13	5	13	7	29	11	31	19		8
11:45 am - 12:15 pm	13	22	11	7	20	15				10
12:15 pm - 12:45 pm	10	11	13	14	15	14				7
12:45 pm - 1:15 pm	11	20	17	11	18	5				3
1:15 pm – 1:45 pm	7	20	13	7	13	9				8
1:45 pm – 2:15 pm	17	13	18	14	14	26				9
2:15 pm – 2:45 pm	9	21	21	13	21	8				13
2:45 pm – 3:15 pm										
3:15 pm – 3:45 pm										
3:45 pm – 4:15 pm										
4:15 pm – 4:45 pm										
4:45 pm – 5:15 pm	8	30	13	4	26	9		12	6	11
5:15 pm – 5:45 pm	6	18	6	12	17	7	16	4	3	3
5:45 pm – 6:15 pm	7	7	5	0	17	13				2
Total	172	267	229	148	275	178	128	175	55	133

ROUTE BOARDING PROFILES

Exhibits 72 through 80 on the proceeding pages show the boardings by time period for each route. Alightings are not noted on the tables because, when analyzed by run or time of day, alightings equals the number of boardings. Alightings are more pertinent when analyzed by location. As noted earlier, although a good portion of ridership occurs during peak hours of service, these exhibits indicate that most routes have pretty continuous boarding patterns throughout the entire day.

Following these exhibits, exhibits 81 through 89 illustrate where boardings and alightings occurred along each route. These maps also illustrate where the ADA accessible ramps on the buses were used for individuals with mobility devices, as well as where the bicycle racks on the front of the buses were used.

EXHIBIT 72
ROUTE 1 – EAST LOOP RIDERSHIP

Time Period	Boardings
6:15 am – 6:45 am	7
6:45 am – 7:15 am	41
7:15 am – 7:45 am	26
7:45 am – 8:15 am	10
8:15 am – 8:45 am	10
8:45 am – 9:15 am	8
9:15 am – 9:45 am	19
9:45 am - 10:15 am	5
10:15 am - 10:45 am	21
10:45 am - 11:15 am	11
11:15 am - 11:45 am	13
11:45 am - 12:15 pm	13
12:15 pm - 12:45 pm	10
12:45 pm - 1:15 pm	11
1:15 pm – 1:45 pm	7
1:45 pm – 2:15 pm	17
2:15 pm – 2:45 pm	9
2:45 pm – 3:15 pm	37
3:15 pm – 3:45 pm	21
3:45 pm – 4:15 pm	17
4:15 pm – 4:45 pm	11
4:45 pm – 5:15 pm	8
5:15 pm – 5:45 pm	6
5:45 pm – 6:15 pm	7
Total	345

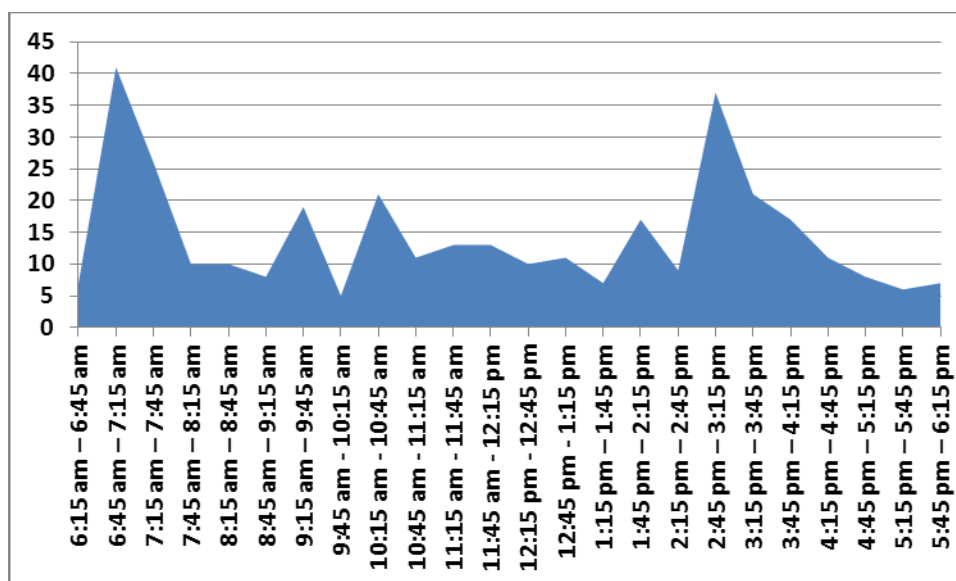


EXHIBIT 73
ROUTE 2 – BOWEN STREET RIDERSHIP

Time Period	Boardings
6:15 am – 6:45 am	13
6:45 am – 7:15 am	16
7:15 am – 7:45 am	16
7:45 am – 8:15 am	14
8:15 am – 8:45 am	12
8:45 am – 9:15 am	22
9:15 am – 9:45 am	23
9:45 am - 10:15 am	14
10:15 am - 10:45 am	12
10:45 am - 11:15 am	16
11:15 am - 11:45 am	5
11:45 am - 12:15 pm	22
12:15 pm - 12:45 pm	11
12:45 pm - 1:15 pm	20
1:15 pm – 1:45 pm	20
1:45 pm – 2:15 pm	13
2:15 pm – 2:45 pm	21
2:45 pm – 3:15 pm	16
3:15 pm – 3:45 pm	44
3:45 pm – 4:15 pm	13
4:15 pm – 4:45 pm	17
4:45 pm – 5:15 pm	30
5:15 pm – 5:45 pm	18
5:45 pm – 6:15 pm	7
Total	415

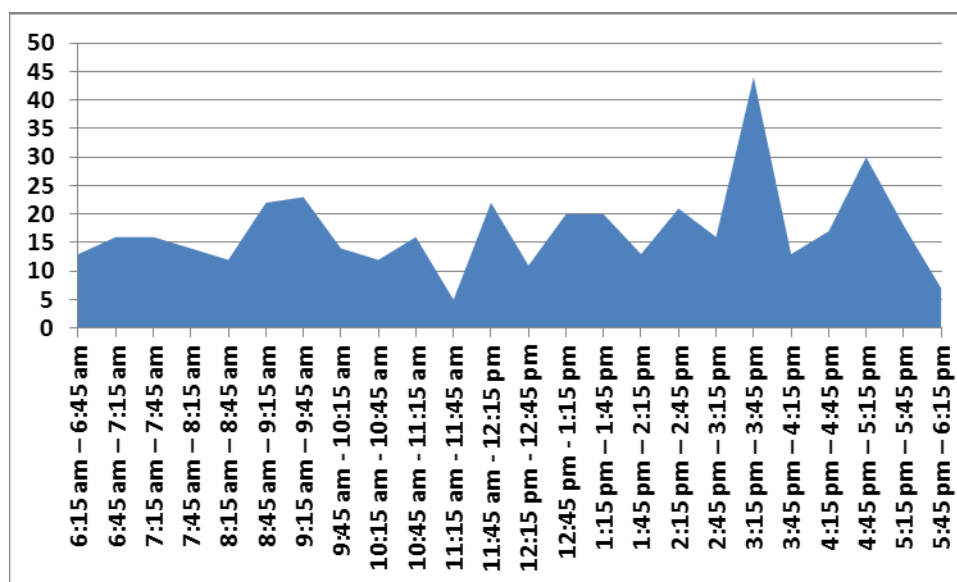


EXHIBIT 74
ROUTE 4 – NORTH MAIN RIDERSHIP

Time Period	Boardings
6:15 am – 6:45 am	12
6:45 am – 7:15 am	16
7:15 am – 7:45 am	12
7:45 am – 8:15 am	11
8:15 am – 8:45 am	20
8:45 am – 9:15 am	24
9:15 am – 9:45 am	13
9:45 am - 10:15 am	16
10:15 am - 10:45 am	16
10:45 am - 11:15 am	18
11:15 am - 11:45 am	13
11:45 am - 12:15 pm	11
12:15 pm - 12:45 pm	13
12:45 pm - 1:15 pm	17
1:15 pm – 1:45 pm	13
1:45 pm – 2:15 pm	18
2:15 pm – 2:45 pm	21
2:45 pm – 3:15 pm	41
3:15 pm – 3:45 pm	36
3:45 pm – 4:15 pm	26
4:15 pm – 4:45 pm	16
4:45 pm – 5:15 pm	13
5:15 pm – 5:45 pm	6
5:45 pm – 6:15 pm	5
Total	407

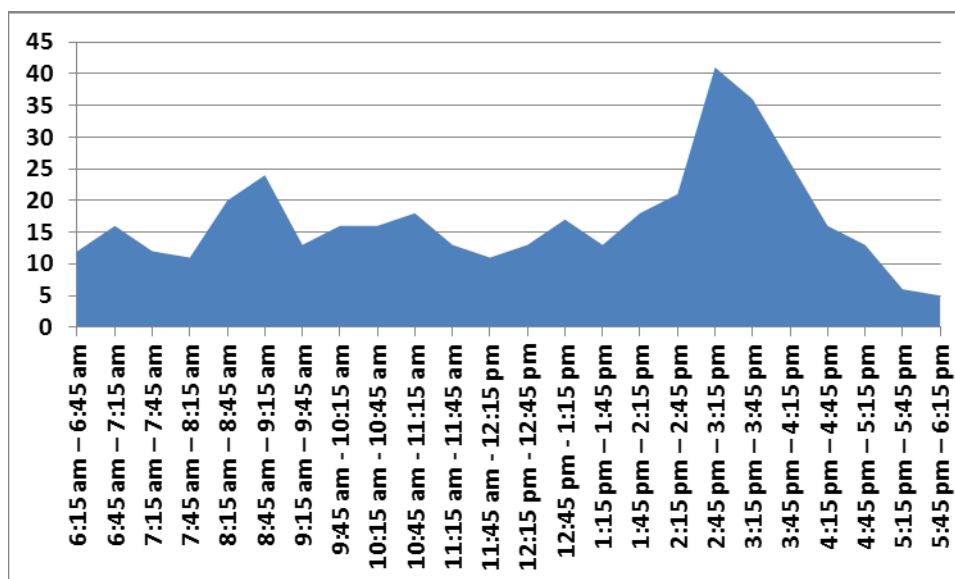


EXHIBIT 75
ROUTE 5 – ALGOMA PARK RIDERSHIP

Time Period	Boardings
6:15 am – 6:45 am	7
6:45 am – 7:15 am	22
7:15 am – 7:45 am	61
7:45 am – 8:15 am	9
8:15 am – 8:45 am	9
8:45 am – 9:15 am	12
9:15 am – 9:45 am	15
9:45 am - 10:15 am	5
10:15 am - 10:45 am	5
10:45 am - 11:15 am	15
11:15 am - 11:45 am	7
11:45 am - 12:15 pm	7
12:15 pm - 12:45 pm	14
12:45 pm - 1:15 pm	11
1:15 pm – 1:45 pm	7
1:45 pm – 2:15 pm	14
2:15 pm – 2:45 pm	13
2:45 pm – 3:15 pm	40
3:15 pm – 3:45 pm	14
3:45 pm – 4:15 pm	5
4:15 pm – 4:45 pm	2
4:45 pm – 5:15 pm	4
5:15 pm – 5:45 pm	12
5:45 pm – 6:15 pm	0
Total	310

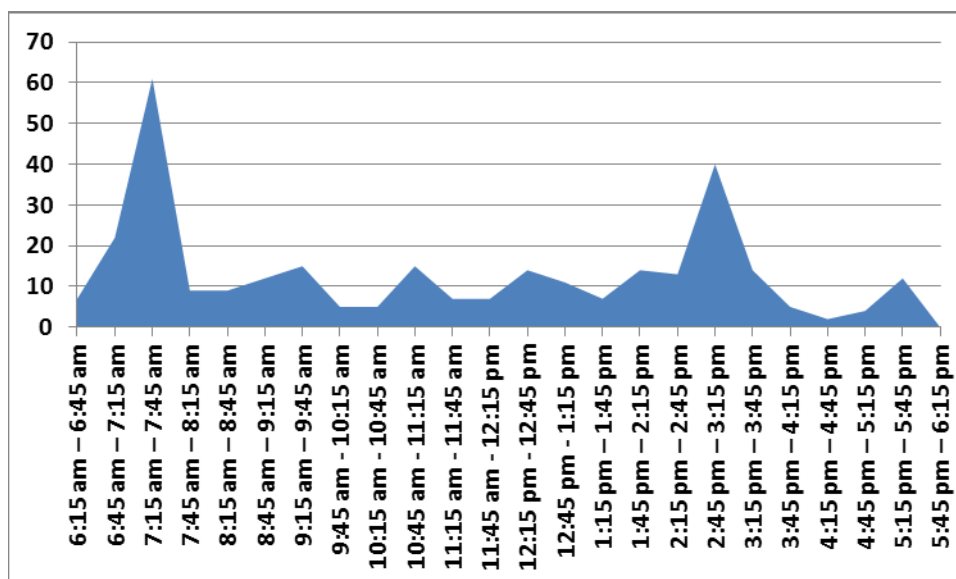


EXHIBIT 76
ROUTE 6 – UW-O/NORTH SAWYER RIDERSHIP

Time Period	Boardings
6:15 am – 6:45 am	8
6:45 am – 7:15 am	21
7:15 am – 7:45 am	24
7:45 am – 8:15 am	31
8:15 am – 8:45 am	14
8:45 am – 9:15 am	13
9:15 am – 9:45 am	16
9:45 am - 10:15 am	14
10:15 am - 10:45 am	19
10:45 am - 11:15 am	15
11:15 am - 11:45 am	29
11:45 am - 12:15 pm	20
12:15 pm - 12:45 pm	15
12:45 pm - 1:15 pm	18
1:15 pm – 1:45 pm	13
1:45 pm – 2:15 pm	14
2:15 pm – 2:45 pm	21
2:45 pm – 3:15 pm	47
3:15 pm – 3:45 pm	30
3:45 pm – 4:15 pm	16
4:15 pm – 4:45 pm	29
4:45 pm – 5:15 pm	26
5:15 pm – 5:45 pm	17
5:45 pm – 6:15 pm	17
Total	487

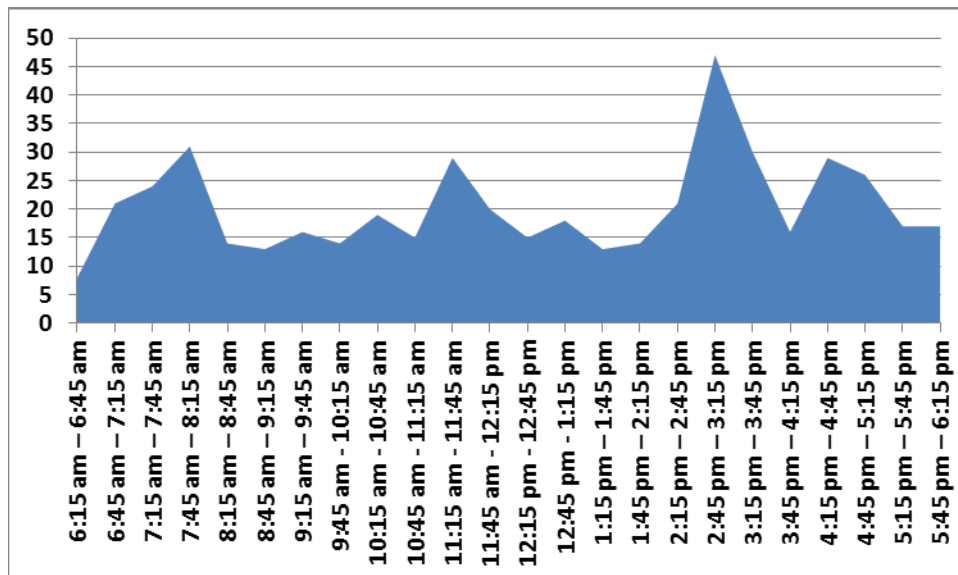


EXHIBIT 77 ROUTE 7 – WEST HIGH RIDERSHIP

Time Period	Boardings
6:15 am – 6:45 am	3
6:45 am – 7:15 am	30
7:15 am – 7:45 am	36
7:45 am – 8:15 am	5
8:15 am – 8:45 am	16
8:45 am – 9:15 am	8
9:15 am – 9:45 am	14
9:45 am - 10:15 am	10
10:15 am - 10:45 am	13
10:45 am - 11:15 am	13
11:15 am - 11:45 am	11
11:45 am - 12:15 pm	15
12:15 pm - 12:45 pm	14
12:45 pm - 1:15 pm	5
1:15 pm – 1:45 pm	9
1:45 pm – 2:15 pm	26
2:15 pm – 2:45 pm	8
2:45 pm – 3:15 pm	41
3:15 pm – 3:45 pm	17
3:45 pm – 4:15 pm	12
4:15 pm – 4:45 pm	12
4:45 pm – 5:15 pm	9
5:15 pm – 5:45 pm	7
5:45 pm – 6:15 pm	13
Total	347

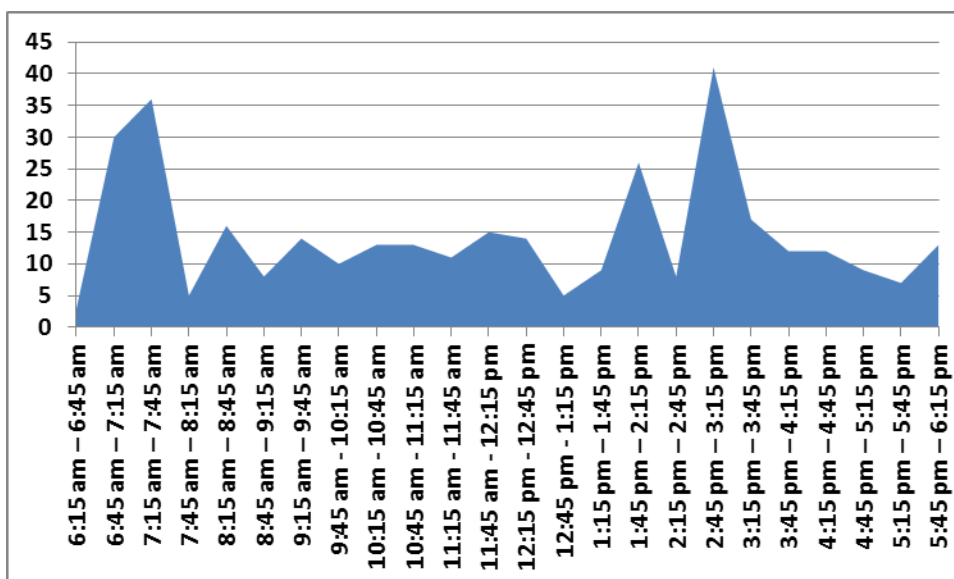


EXHIBIT 78
ROUTE 9 – NINTH AVENUE RIDERSHIP

Time Period	Boardings
6:00 am – 6:45 am	14
6:15 am – 7:15 am	25
6:45 am – 7:45 am	21
7:15 am – 8:15 am	21
7:45 am – 8:45 am	18
8:15 am – 9:15 am	31
8:45 am – 9:45 am	33
9:15 am – 10:15 am	16
9:45 am - 10:45 am	25
10:15 am - 11:15 am	21
10:45 am - 11:45 am	18
11:15 am - 12:15 pm	20
11:45 am - 12:45 pm	28
12:15 pm - 1:15 pm	24
12:45 pm - 1:45 pm	22
1:15 pm – 2:15 pm	31
1:45 pm – 2:45 pm	19
2:15 pm – 3:15 pm	23
2:45 pm – 3:45 pm	29
3:15 pm – 4:15 pm	40
3:45 pm – 4:45 pm	24
4:15 pm – 5:15 pm	8
4:45 pm – 5:45 pm	12
5:15 pm – 6:15 pm	16
5:45 pm – 6:15 pm	4
Total	543

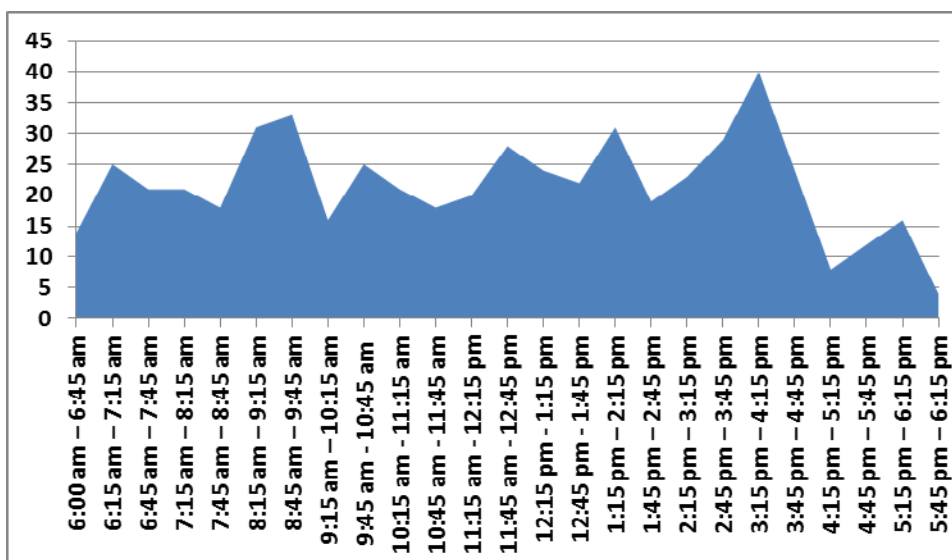


EXHIBIT 79
ROUTE 10 – NEENAH RIDERSHIP

Time Period	Boardings
6:45 am – 7:45 am	12
7:45 am – 9:15 am	23
9:15 am – 10:45 am	17
10:45 am - 12:15 pm	13
12:15 pm - 1:45 pm	16
1:45 pm - 3:15 pm	19
3:15 pm – 4:45 pm	10
4:45 pm – 5:45 pm	6
5:45 pm – 6:15 pm	3
Total	119

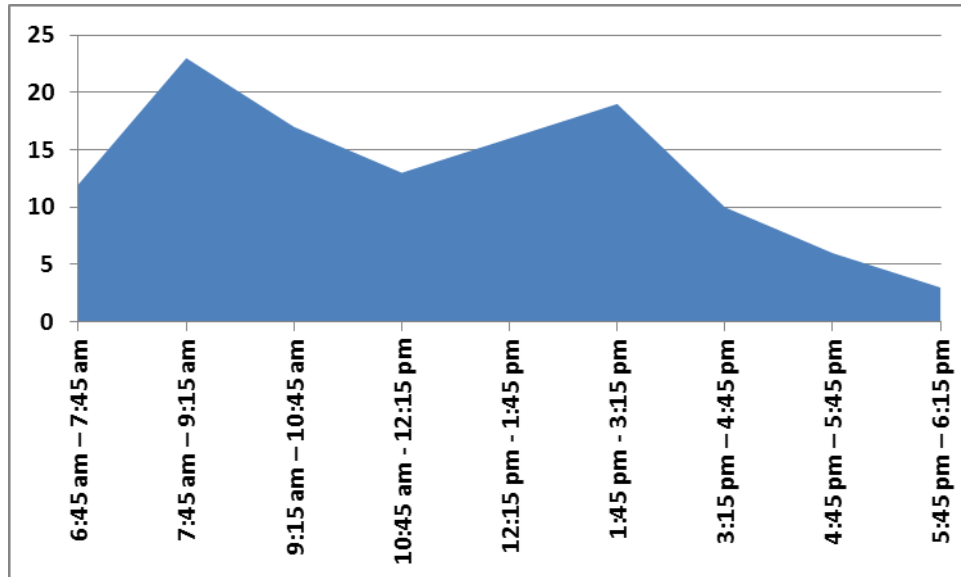


EXHIBIT 80
ROUTE 11 – SOUTH PARK RIDERSHIP

Time Period	Boardings
6:15 am – 6:45 am	18
6:45 am – 7:15 am	20
7:15 am – 7:45 am	6
7:45 am – 8:15 am	8
8:15 am – 8:45 am	10
8:45 am – 9:15 am	11
9:15 am – 9:45 am	7
9:45 am - 10:15 am	8
10:15 am - 10:45 am	12
10:45 am - 11:15 am	3
11:15 am - 11:45 am	8
11:45 am - 12:15 pm	10
12:15 pm - 12:45 pm	7
12:45 pm - 1:15 pm	3
1:15 pm – 1:45 pm	8
1:45 pm – 2:15 pm	9
2:15 pm – 2:45 pm	13
2:45 pm – 3:15 pm	18
3:15 pm – 3:45 pm	27
3:45 pm – 4:15 pm	9
4:15 pm – 4:45 pm	13
4:45 pm – 5:15 pm	11
5:15 pm – 5:45 pm	3
5:45 pm – 6:15 pm	2
Total	244

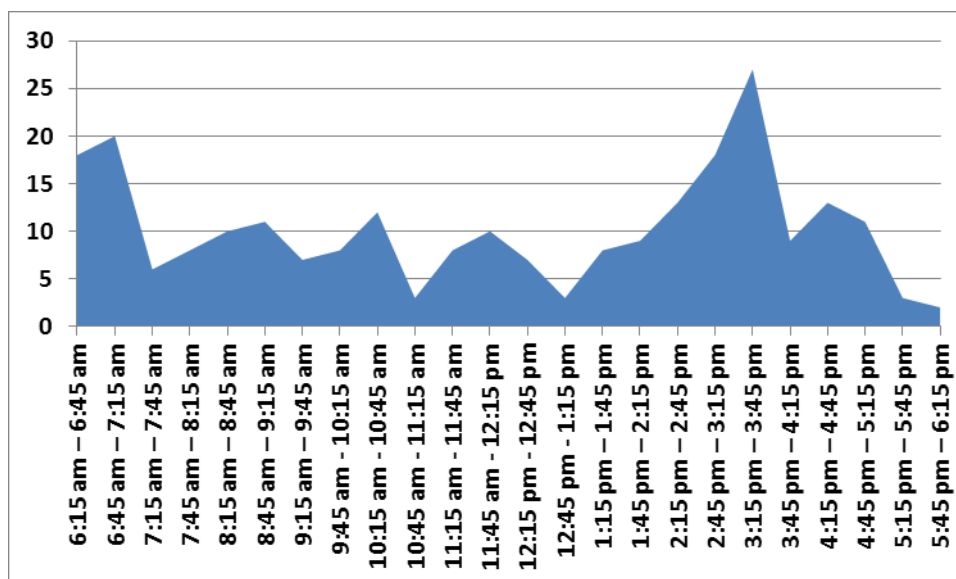


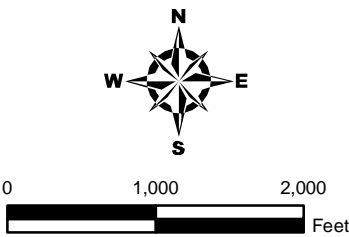
Exhibit 81

Oshkosh Transit System

Route #1 - East Loop

- 3/6 Boarding/Alighting
- ★ Transit Center
- Bus Stop with Bench
- Bus Stop with Shelter
- Ramp Used at Stop
- Bike Rack Used at Stop
- Route 1
- City
- Township

Source: Route Data provided by City of Oshkosh, 2005;
Updated 2010 based on OTS route descriptions.
Digital Base Data provided by Winnebago County, 2010.



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This map shows the approximate relative location of property boundaries but was not prepared by a professional land surveyor. This map is provided for informational purposes only and may not be sufficient or appropriate for legal, engineering, or surveying purposes.

Prepared By
EAST CENTRAL WISCONSIN
REGIONAL PLANNING COMMISSION-November 2010

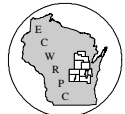
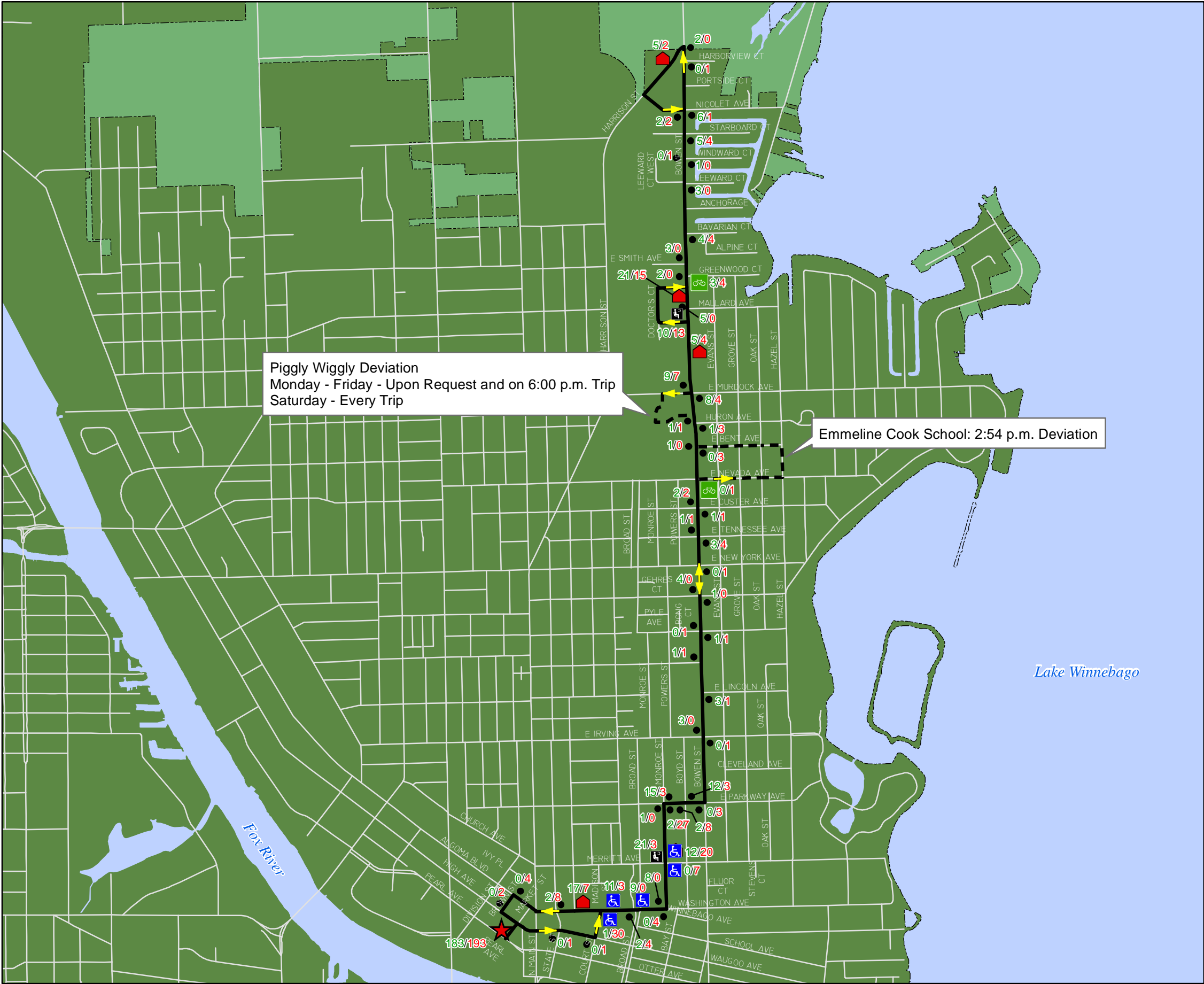


Exhibit 82 Oshkosh Transit System Route #2 - Bowen Street



3/6 Boarding/Alighting

★ Transit Center

Bus Stop with Bench

Bus Stop with Shelter

Ramp Used at Stop

Bike Rack Used at Stop

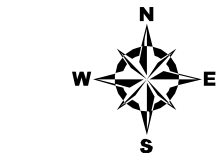
Route 2

Route 2 Deviation

City

Township

Source: Route Data provided by City of Oshkosh, 2005;
Updated 2010 based on OTS route descriptions.
Digital Base Data provided by Winnebago County, 2010.



0 1,000 2,000
Feet

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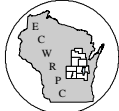
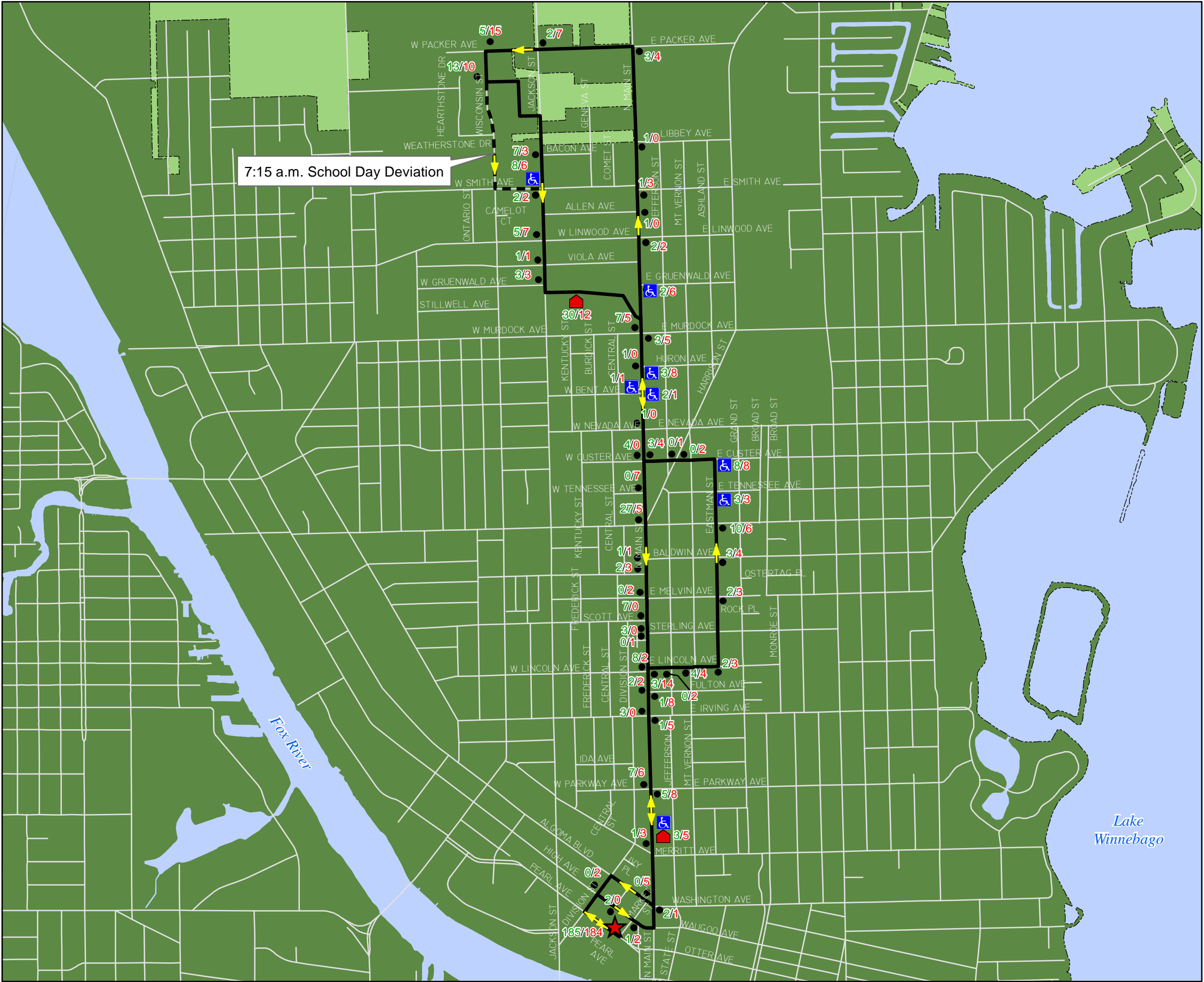


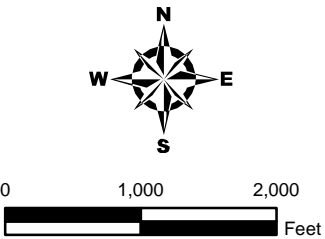
Exhibit 83

Oshkosh Transit System

Route #4 - North Main



Source: Route Data provided by City of Oshkosh, 2005;
Updated 2010 based on OTS route descriptions.
Digital Base Data provided by Winnebago County, 2010.



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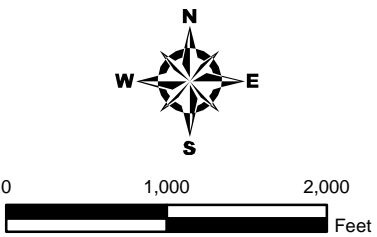
Prepared By
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REGIONAL PLANNING COMMISSION-November 2010



Exhibit 84
Oshkosh Transit System
Route #5 - Algoma Park

- 3/6 Boarding / Alighting
- ★ Transit Center
- Bus Stop with Bench
- Bus Stop with Shelter
- Ramp Used at Stop
- Route 5
- City
- Township

Source: Route Data provided by City of Oshkosh, 2005;
Updated 2010 based on OTS route descriptions.
Digital Base Data provided by Winnebago County, 2010.



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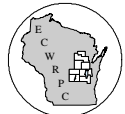


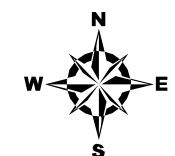
Exhibit 85

Oshkosh Transit System

Route #6 - UWO/North Sawyer

- 3/6 Boarding / Alighting
- ★ Transit Center
- Bus Stop with Bench
- Bus Stop with Shelter
- Ramp Used at Stop
- Bike Rack Used at Stop
- Route 6
- City
- Township

Source: Route Data provided by City of Oshkosh, 2005;
Updated 2010 based on OTS route descriptions.
Digital Base Data provided by Winnebago County, 2010.



0 1,000 2,000
Feet

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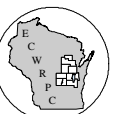
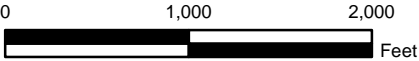


Exhibit 86 Oshkosh Transit System Route #7 - West High

- 3/6 Boarding / Alighting
- ★ Transit Center
- Bus Stop with Bench
- Bus Stop with Shelter
- Ramp Used at Stop
- Bike Rack Used at Stop
- Route 7
- City
- Township

Source: Route Data provided by City of Oshkosh, 2005;
Updated 2010 based on OTS route descriptions.
Digital Base Data provided by Winnebago County, 2010.



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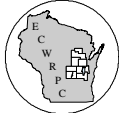


Exhibit 87

Oshkosh Transit System

Route #9 - Ninth Avenue

3/6 Boarding / Alighting

★ Transit Center

Ⓜ Bus Stop with Bench

🏠 Bus Stop with Shelter

♿ Ramp Used at Stop

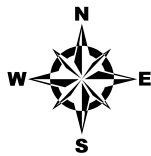
— Route 9

- - - Route 9 Deviation

City

Township

Source: Route Data provided by City of Oshkosh, 2005;
Updated 2010 based on OTS route descriptions.
Digital Base Data provided by Winnebago County, 2010.



0 1,000 2,000
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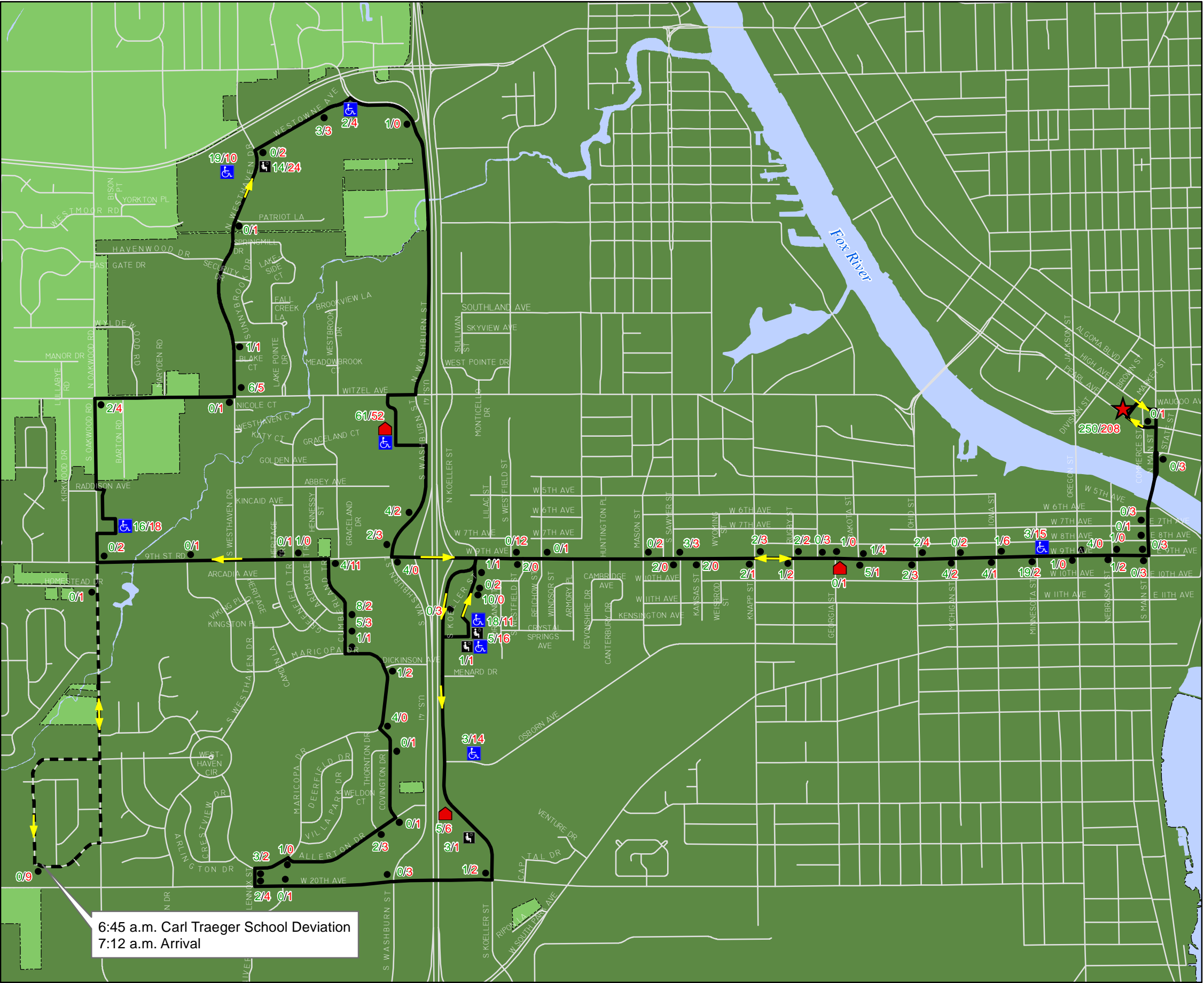
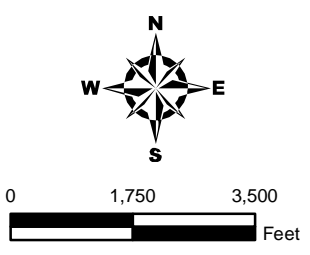


Exhibit 88 Oshkosh Transit System Route #10 - Neenah

- 3/6 Boarding / Alighting
- ★ Transit Center
- Bus Stop with Bench
- Bus Stop with Shelter
- Ramp Used at Stop
- Bike Rack Used at Stop
- Route 10
- City
- Township

Source: Route Data provided by City of Oshkosh, 2005;
Updated 2010 based on OTS route descriptions.
Digital Base Data provided by Winnebago County, 2010.



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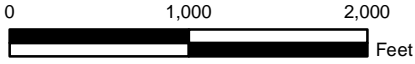
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Exhibit 89
Oshkosh Transit System
Route #11 - South Park

- 3/6 Boarding / Alighting
- ★ Transit Center
- Bus Stop with Bench
- Bus Stop with Shelter
- Ramp Used at Stop
- Bike Rack Used at Stop
- Route 11
- Route 11 Deviation
- City
- Town

Source: Route Data provided by City of Oshkosh, 2005;
Updated 2010 based on OTS route descriptions.
Digital Base Data provided by Winnebago County, 2010.



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COMPARISON OF ROUTE PERFORMANCE

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

Average Daily Boardings

Boardings by route as part of the 2010 boarding and alighting counts are ranked in order from highest to lowest in Table 35. The system averaged 357 boardings per route, which is roughly 11 percent of the total ridership. Route 9 – Ninth Avenue had the highest rate at 44.3 boardings per hour, which is nearly 17 percent of the total ridership and over 152 percent of the system average.

**TABLE 35
ROUTE RIDERSHIP COMPARISON**

Route	Daily Boardings	% of Total	Boardings per Hour	% of System Average
9 - Ninth Avenue	543	16.9%	44.3	152.1%
6 - UWO/North Sawyer	487	15.1%	40.6	136.4%
2 - Bowen Street	415	12.9%	34.6	116.2%
4 - North Main	407	12.7%	33.9	114.0%
System Average	357	11.1%	29.8	100.0%
7 - West High	347	10.8%	28.9	97.2%
1 - East Loop	345	10.7%	28.8	96.6%
5 - Algoma Park	310	9.6%	25.8	86.8%
11 - South Park	244	7.6%	20.3	68.3%
10 - Neenah	119	3.7%	10.3	33.3%
Total	3,217	100.0%	267.6	NA

Boardings per Mile

Boardings per mile averaged 1.47 passengers for the entire system. Only Route 10 - Neenah was below the system average with roughly 0.46 boardings per mile. Route 10 has a relatively low passenger per mile rate due to the fact that there are fewer stops on a longer route. Route 6 – UWO/North Sawyer ranked first in boardings per mile with 2.78, which is 189.1 percent of the system average. All boardings per mile data can be examined in Table 36.

**TABLE 36
BOARDINGS PER MILE**

Route	Daily Boardings	Route Length	Boardings per Mile	% of System Average
6 - UWO/North Sawyer	487	7.3	2.78	189.1%
4 - North Main	407	6.4	2.65	180.3%
2 - Bowen Street	415	6.8	2.54	173.0%
7 - West High	347	6.5	2.22	151.3%
1 - East Loop	345	7.4	1.94	132.1%
5 - Algoma Park	310	6.7	1.93	131.1%
9 - Ninth Avenue	543	14.7	1.48	100.5%
11 - South Park	244	6.9	1.47	100.2%
System Average	357	10.1	1.47	100.2%
10 - Neenah	119	28.5	0.46	31.6%
Total	3,217	91.2	17.48	NA

Boardings per Hour

Boardings per hour, which relate passengers carried to the hours of service operation, averaged 29.8 riders per hour. Route 9 – Ninth Avenue had the highest with 44.3 boardings per hour and Route 10 – Neenah had the lowest with 10.3 boardings per hour.

**TABLE 37
BOARDINGS PER HOUR**

Route	Daily Boardings	% of Total	Boardings per Hour	% of System Average
9 - Ninth Avenue	543	16.9%	44.3	152.1%
6 - UWO/North Sawyer	487	15.1%	40.6	136.4%
2 - Bowen Street	415	12.9%	34.6	116.2%
4 - North Main	407	12.7%	33.9	114.0%
System Average	357	11.1%	29.8	100.0%
7 - West High	347	10.8%	28.9	97.2%
1 - East Loop	345	10.7%	28.8	96.6%
5 - Algoma Park	310	9.6%	25.8	86.8%
11 - South Park	244	7.6%	20.3	68.3%
10 - Neenah	119	3.7%	10.3	33.3%
Total	3,217	100.0%	267.6	NA

Vehicle Capacity Utilization

Vehicle capacity utilization is calculated using a number of different factors which includes: a maximum load factor, which is the maximum load experienced on a route divided by the route's seating capacity; an average peak hour load factor, which is the average peak hour boardings divided by the route's seating capacity; and an average off-peak hour load factor, which is the average off-peak hour boardings divided by the route's seating capacity. Tables 38, 39, and 40 outline each of these three factors by route.

**TABLE 38
MAXIMUM LOAD FACTOR**

Route	Seating Capacity	Maximum Load	Maximum Load Factor
5 - Algoma Park	29 to 39	54	138 to 186%
7 - West High	29 to 39	39	100 to 134%
2 - Bowen Street	29 to 39	38	97 to 131%
6 - UWO/North Sawyer	29 to 39	32	82 to 110%
9 - Ninth Avenue	29 to 39	29	74 to 100%
1 - East Loop	29 to 39	28	72 to 97%
4 - North Main	29 to 39	26	67 to 90%
11 - South Park	29 to 39	25	64 to 86%
10 - Neenah	29	14	48%

**TABLE 39
AVERAGE PEAK HOUR LOAD FACTOR**

Route	Seating Capacity	Average Peak Hour Boardings	Average Peak Hour Load Factor
6 - UWO/North Sawyer	29 to 39	27	69 to 93%
9 - Ninth Avenue	29 to 39	24	62 to 83%
4 - North Main	29 to 39	22	56 to 76%
1 - East Loop	29 to 39	22	56 to 76%
7 - West High	29 to 39	21	54 to 72%
5 - Algoma Park	29 to 39	20	51 to 69%
2 - Bowen Street	29 to 39	19	49 to 66%
10 - Neenah	29	16	55%
11 - South Park	29 to 39	14	36 to 48%

**TABLE 40
AVERAGE OFF-PEAK HOUR LOAD FACTOR**

Route	Seating Capacity	Average Off-peak Hour Boardings	Average Off-peak Hour Load Factor
9 - Ninth Avenue	29 to 39	20	51 to 69%
6 - UWO/North Sawyer	29 to 39	17	44 to 59%
2 - Bowen Street	29 to 39	17	44 to 59%
4 - North Main	29 to 39	14	36 to 48%
10 - Neenah	29	11	38%
7 - West High	29 to 39	11	28 to 38%
1 - East Loop	29 to 39	11	28 to 38%
5 - Algoma Park	29 to 39	9	23 to 31%
11 - South Park	29 to 39	8	21 to 28%

Again, by using these three factors, a capacity utilization ranking can be determined for each route. The lowest composite score corresponds to the highest or best ranked route. As illustrated in Table 41, Route 6 – UWO/North Sawyer ranked number one in capacity utilization, while Route 11 – South Park ranked last.

**TABLE 41
CAPACITY UTILIZATION**

Route	Maximum Load Factor Ranking	Average Peak Hour Boardings Ranking	Average Off-peak Hour Boardings Ranking	Composite Score	Capacity Utilization Ranking
6 - UWO/North Sawyer	4	1	T-2	7	1
9 - Ninth Avenue	5	2	1	8	2
2 - Bowen Street	3	7	T-2	12	3
7 - West High	2	5	T-6	13	4
4 - North Main	7	T-3	4	14	5
1 - East Loop	6	T-3	T-6	15	T-6
5 - Algoma Park	1	6	8	15	T-6
10 - Neenah	9	8	5	22	8
11 - South Park	8	9	9	26	9

Overall Route Performance

Table 42 ranks each route according to its performance in all analytical categories. Again, the lowest composite score corresponds to the highest or best ranked route. Route 6 – UWO/North Sawyer had the lowest composite score of 6, while Route 10 – Neenah had the highest composite score of 35. Route 10 was anticipated to have the highest composite score due to the relatively low number of stops, high mileage, and time it takes to complete the route.

**TABLE 42
OVERALL ROUTE PERFORMANCE RANKING**

Route	Daily Boardings	Boardings per Mile	Boardings per Hour	Capacity Utilization	Composite Score	Ranking
6 - UWO/North Sawyer	2	1	2	1	6	1
9 - Ninth Avenue	1	7	1	2	11	2
2 - Bowen Street	3	3	3	3	12	3
4 - North Main	4	2	4	5	15	4
7 - West High	5	4	5	4	18	5
1 - East Loop	6	5	6	T-6	23	6
5 - Algoma Park	7	6	7	T-6	26	7
11 - South Park	8	8	8	9	33	8
10 - Neenah	9	9	9	8	35	9

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EVALUATION OF PERFORMANCE AND PEER COMPARISON

EVALUATION OF PERFORMANCE AND PEER COMPARISON

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

For a complete overview of this data, which is from the National Transit Data base through the Federal Transit Administration (FTA), refer to Table 53. The data was acquired from Section 15 reports, a system of financial and operating data reports required of all FTA operating grant recipients. This data is from 2008.

GOAL

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

OBJECTIVES

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

STANDARDS

Standards and performance measures related to each objective help quantify progress of the system in meeting the overall goal and associated objectives. The following analysis evaluates OTS's performance compared to a peer group of medium-sized transit systems throughout the State, Midwest, and United States. A medium-sized system is defined as having a service area population of between 50,000 and 200,000 people.

Peers were selected in combination between their identification in the "2007 Cost-Efficiency Analysis for Wisconsin's Public Transit Systems Report" which was drafted by the Wisconsin Department of Transportation and based on internal research of systems with a number of comparable characteristics such as: service area population, service area density, ridership volume, passenger miles, and operating ratios. All of the data used in this analysis is included in Table 53.

The State peer group consists of nine medium-sized transit systems which include:

- Beloit
- Eau Claire
- Fond du Lac
- Green Bay
- Janesville
- La Crosse
- Sheboygan
- Valley Transit (Appleton/Fox Cities)
- Wausau

The Midwest peer group consists of ten medium-sized transit systems:

- Dubuque, Iowa
- Iowa City, Iowa
- Decatur, Illinois
- Springfield, Illinois
- Bloomington, Indiana
- Battle Creek, Michigan
- Bay City, Michigan
- Muskegon, Michigan
- Rochester, Minnesota
- Springfield, Ohio

The National peer group consists of eleven medium-sized transit systems:

- Hanford, California
- Pocatello, Idaho
- Monroe, Louisiana
- Pittsfield, Massachusetts
- Lewiston, Maine
- Bismarck, North Dakota
- Altoona, Pennsylvania
- Erie, Pennsylvania
- Jackson, Tennessee
- Longview, Washington
- Bellingham, Washington

PERFORMANCE EVALUATION

Objective #1: OTS should maximize ridership.

Standard #1: The population served shall be maximized.

Performance Measure: Trips per capita.

Evaluation: When analyzing trips per capita, OTS ranks amongst the top in the State when compared to its counterparts. In 2008, OTS provided roughly 16.3 trips per person. Only one comparable transit system within the State generated more trips per capita, Wausau with 18.7. Trips per capita are exhibited in Table 43.

**TABLE 43
TRIPS PER CAPITA**

WISCONSIN SYSTEMS	TRIPS PER CAPITA
Wausau	18.7
Oshkosh	16.3
La Crosse	15.4
Eau Claire	15.0
Green Bay	10.9
Sheboygan	8.9
Beloit	8.7
Janesville	8.0
Valley Transit – Appleton	4.2
Fond du Lac	2.7

Source: National Transit Database, 2008

Among Midwestern peers, OTS ranks in the top four for providing most trips per capita. The highest rate being Bloomington, Indiana at 40.8 trips per capita; the lowest being Muskegon, Michigan at 3.5 trips per capita.

Nationally, OTS comes in third among the ten selected comparable systems. The highest being Bellingham, Washington at 26.3 trips per capita and the lowest being Bismarck, North Dakota at 1.4 trips per capita. The peer average among all thirty-one cities is roughly 11.7 trips per capita, putting OTS well above this average.

Objective #1: OTS should maximize ridership.

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

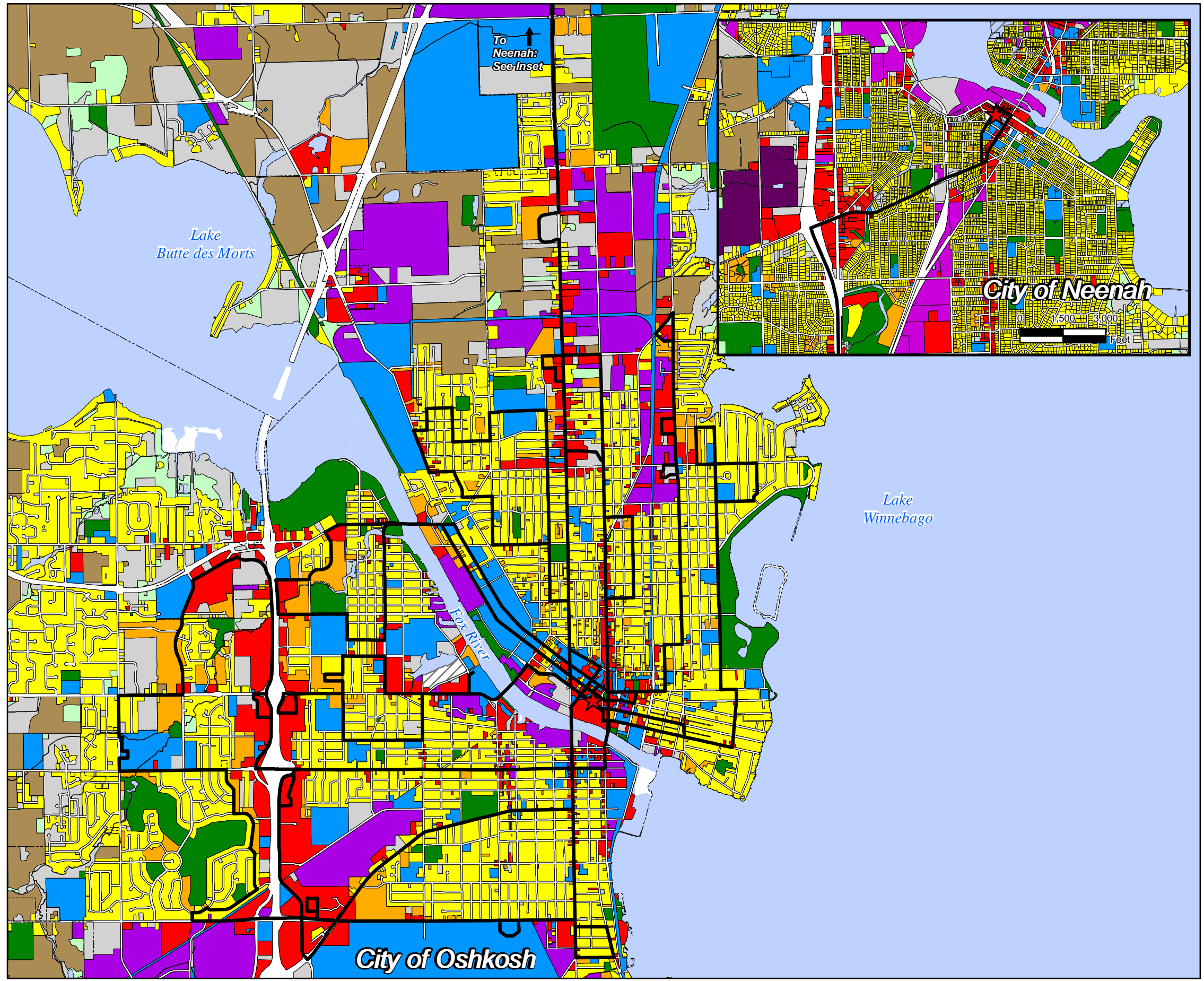
Performance Measures: Percentage of City land area within one-quarter mile of a bus route. Transit-dependent populations and land uses not within one-quarter mile of a bus route.

Evaluation: Roughly 53.5 percent of the City of Oshkosh's land area is within one-quarter mile of a transit route. The airport takes up roughly 10 percent of the City's land area which is not within this buffer. There are several types of transit-dependent land uses within the City that are not within this buffer. Residential areas include neighborhoods to the east of the airport along Lake Winnebago, neighborhoods near the Westhaven Golf Club, and an area located just north of the airport within a loop of the South Park route. The majority of these residential developments are low density developments on the urban fringe which are typically more auto dependent.

Other land uses which are generally transit dependent, but not within this one-quarter mile buffer include commercial and industrial/manufacturing. Areas both to the east and west of the airport have a fair amount of land area in these land uses which are not within this buffer. An overview of the Oshkosh Transit System and the City of Oshkosh's land use is depicted in Exhibit 90. The same map with the one-quarter mile buffer is displayed on Exhibit 91. Exhibits 92 and 93 also illustrate areas with low income households and minority populations, which traditionally are more likely to be transit dependent.

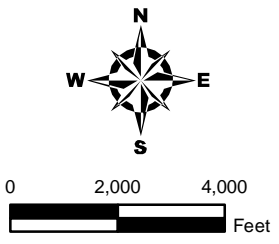
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Exhibit 90
Oshkosh Transit System
2007 Existing Land Use



- ★ Transit Center
- Oshkosh Transit Routes
- Agricultural
- Commercial
- Industrial
- Multi-Family Residential
- Open Space/Recreational
- Open Water
- Public Institutional
- Roadways/Transportation
- Single Family Residential
- Vacant/Developable
- Wastewater Treatment Facility
- Woodlands

Source: Route Data provided by City of Oshkosh, 2005;
Updated 2010 based on OTS route descriptions.
Digital Base Data provided by Winnebago County, 2005.
Land use created by ECWRPC, 2007.



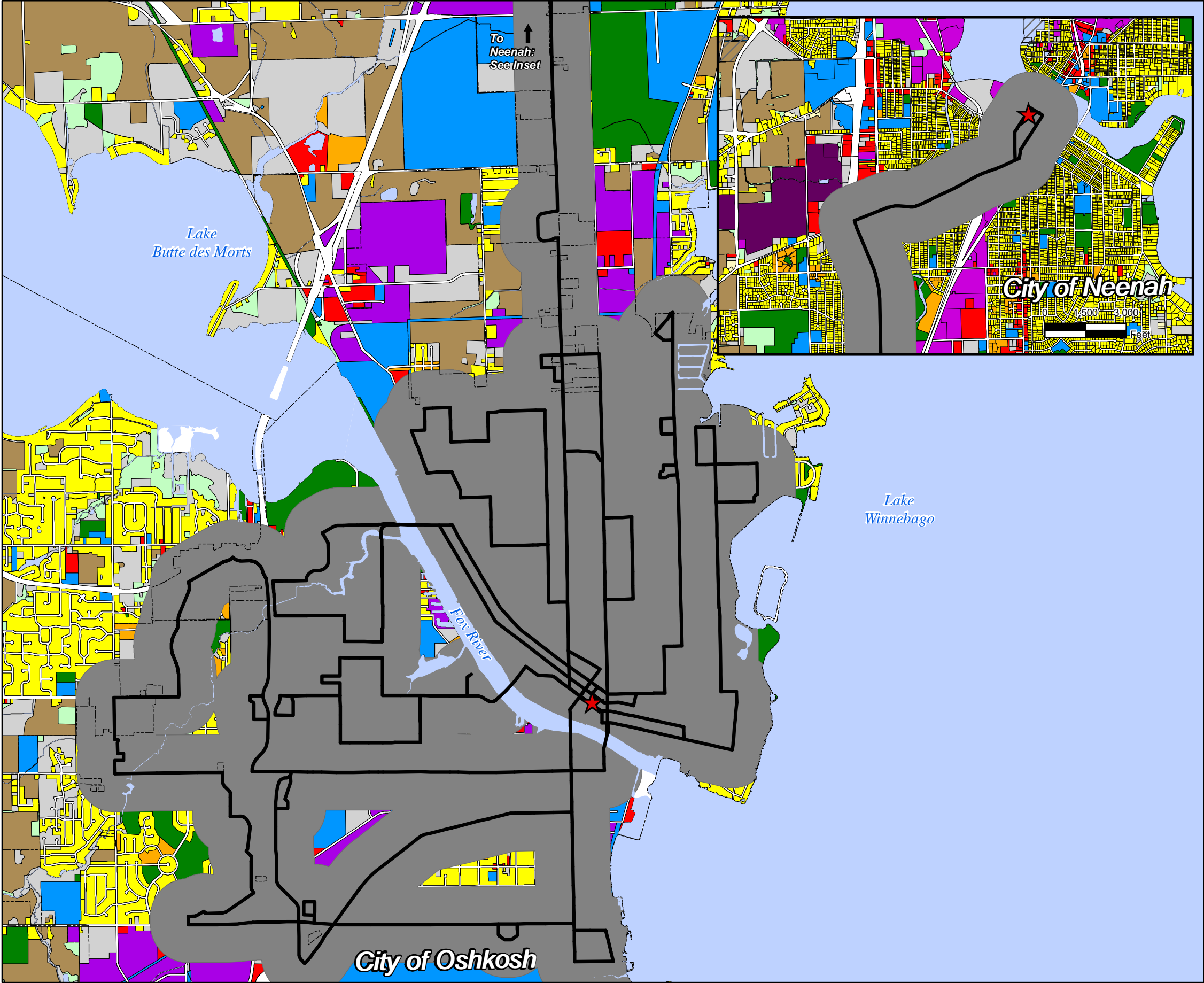
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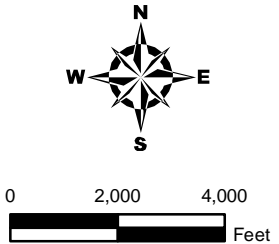


Exhibit 91 Oshkosh Transit System 2007 Existing Land Use 1/4 Mile Buffer



- ★ Transit Center
- ~ Oshkosh Transit System
- 1/4 Mile Route Buffer
- Agricultural
- Commercial
- Industrial
- Multi-Family Residential
- Open Space/Recreational
- Open Water
- Public Institutional
- Roadways/Transportation
- Single Family Residential
- Vacant/Developable
- Wastewater Treatment Facility
- Woodlands

Source: Route Data provided by City of Oshkosh, 2005;
Updated 2010 based on OTS route descriptions.
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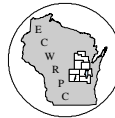
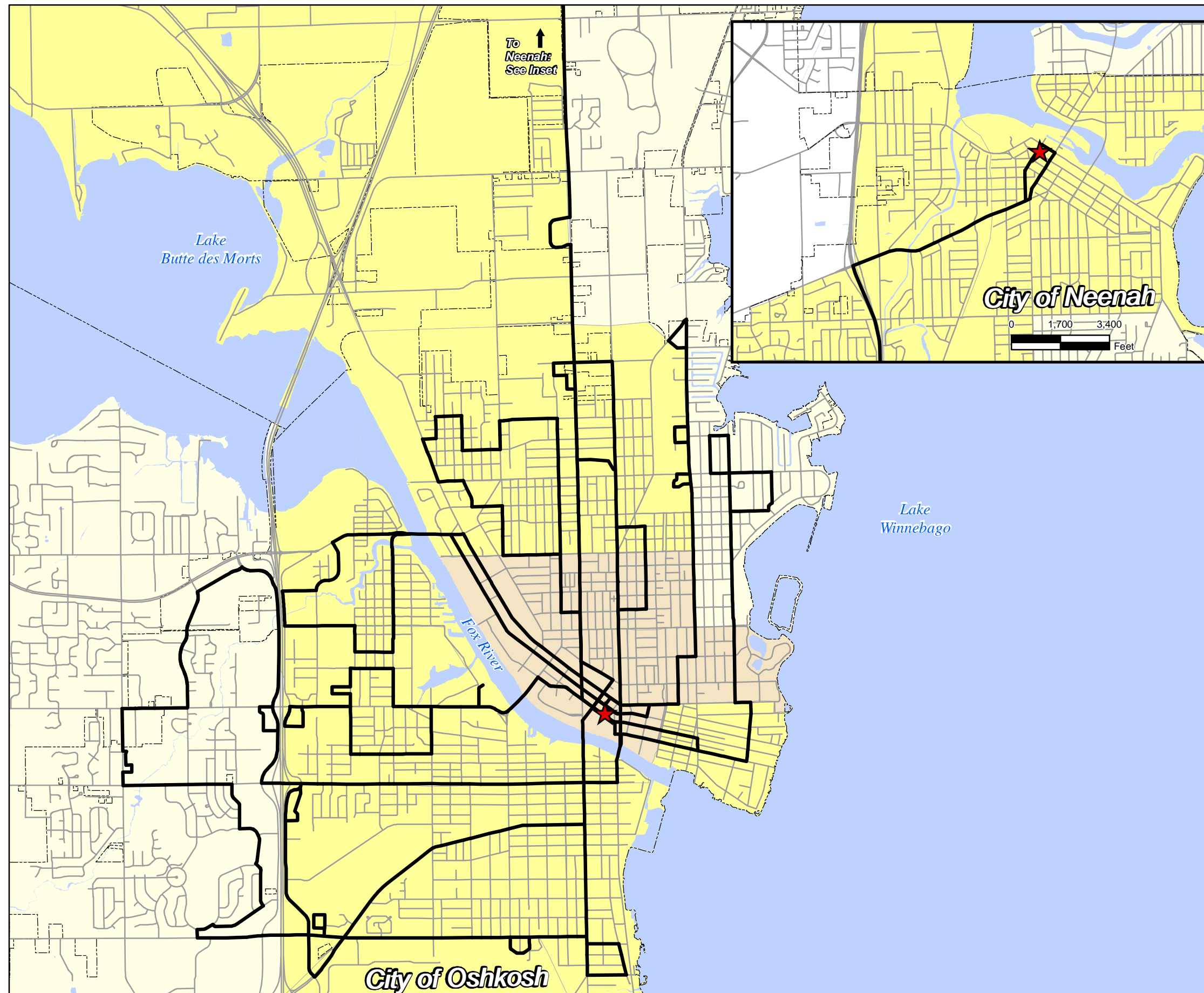
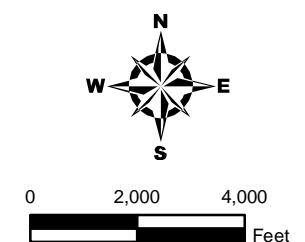


Exhibit 92 Oshkosh Urbanized Area OTS Routes and Percent Households by Census with Low to Extremely Low Income



- Transit Center
- OshkoshTransitSystem
- Percent Low Income**
 - Less than 15%
 - 15% to 29.99%
 - 30% to 44.99%
 - 45% to 59.99%
 - 60% or more

Source: Route Data provided by City of Oshkosh, 2005;
Updated 2010 based on OTS route descriptions.
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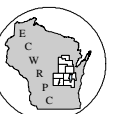
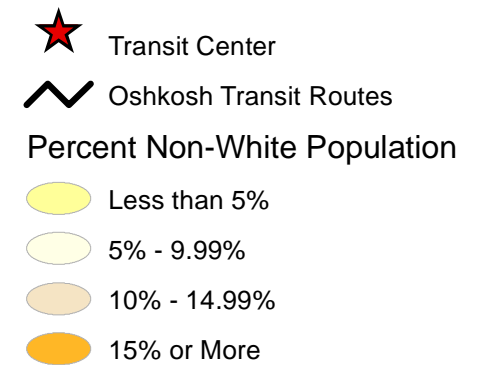
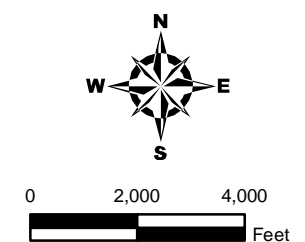


Exhibit 93 Oshkosh Urbanized Area OTS Routes and Non-White Population Concentration



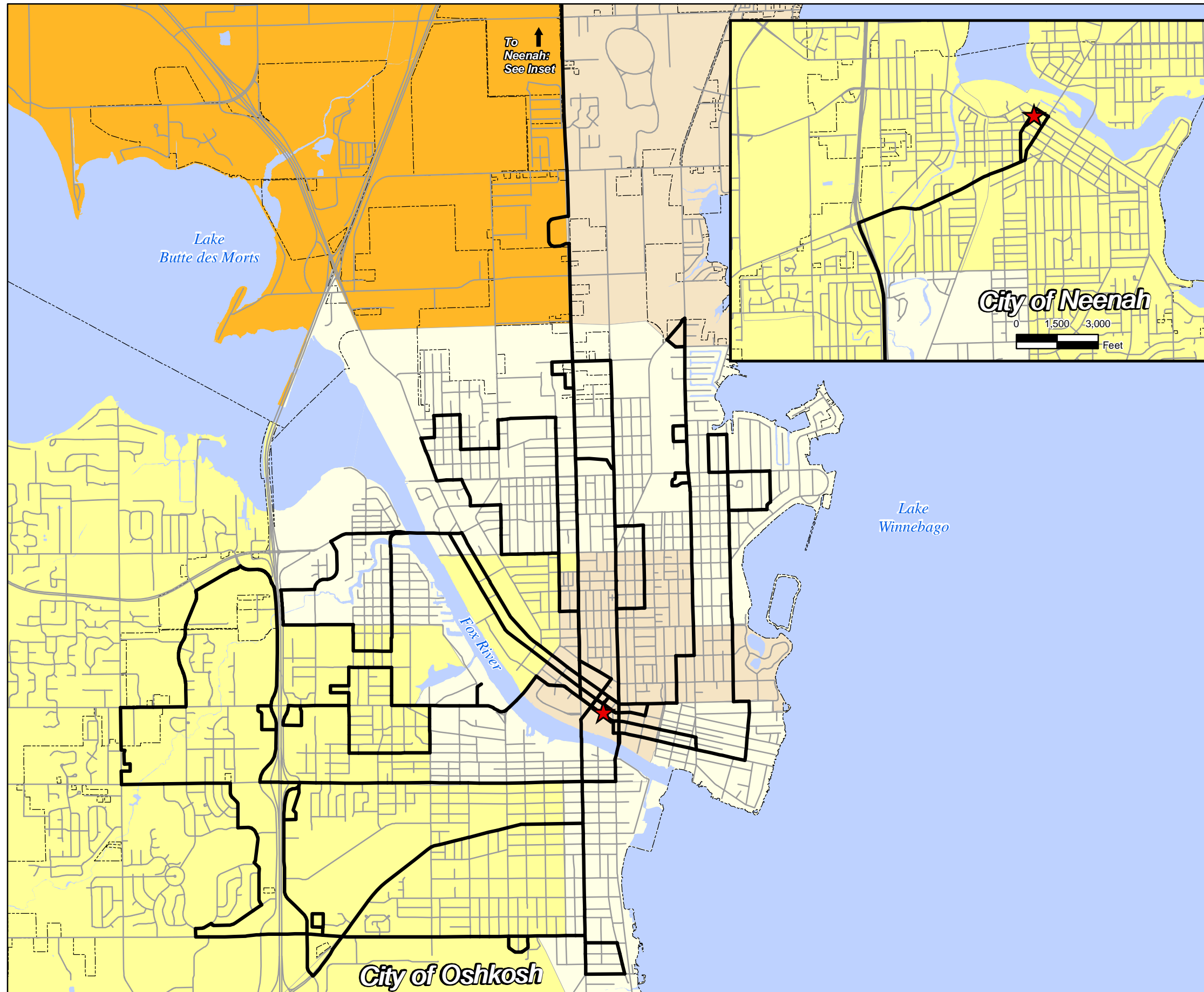
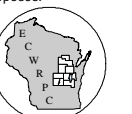
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U.S. Census Bureau - 2000 TIGER Census Tracks.



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Objective #1: OTS should maximize ridership.

Standard #3: Transit utilization should be maximized.

Performance Measure: Unlinked trips.

Evaluation: Monitoring unlinked trips, which are the total number of boardings on the system, is a useful evaluation tool to analyze transit utilization. In 2008, OTS provided 1,075,099 unlinked trips. This number is up from 1,030,064 unlinked trips in 2005. Unlinked trips for OTS and its peers are ranked in Table 44. As shown, Oshkosh ranks in the top three among State peers. In terms of ridership, Oshkosh is most comparable to Valley Transit – Appleton (1,060,854 trips) amongst State peers; Decatur, Illinois amongst Midwestern peers (1,207,608 trips); and Monroe, Louisiana (1,204,307 trips) amongst national peers. The peer average, for all thirty-one cities, is 1,048,156.

**TABLE 44
UNLINKED TRIPS**

SYSTEM	UNLINKED TRIPS
Green Bay	1,896,323
La Crosse	1,202,018
Oshkosh	1,075,099
Valley Transit - Appleton	1,060,854
Eau Claire	1,036,520
Wausau	851,895
Sheboygan	531,714
Janesville	498,490
Beloit	312,067
Fond du Lac	131,350

Source: National Transit Database, 2008

Objective #2: OTS should maintain a low fare structure while maintaining financial stability.

Standard #1: Maintain affordable cash fares.

Performance Measure: Cash fares.

Evaluation: For decades, OTS has maintained the lowest cash fare in the State. Despite increasing its fare from \$0.50 to \$1.00 in 2008, it remains the lowest in the State. Five out of the ten other comparable systems in the State cost \$1.25. Due to differences in cost of living and other economic conditions, cash fares will not be evaluated amongst Midwest and national peers. Rankings of cash fares throughout the State are exhibited in Table 45.

**TABLE 45
CASH FARES**

SYSTEM	CASH FARES
Valley Transit - Appleton	\$1.80
Sheboygan	\$1.75
Green Bay	\$1.50
Eau Claire	\$1.50
Wausau	\$1.25
Janesville	\$1.25
Beloit	\$1.25
Fond du lac	\$1.25
La Crosse	\$1.25
Oshkosh	\$1.00

Source: National Transit Database, 2008

Objective #2: OTS should maintain a low fare structure while maintaining financial stability.

Standard #2: System operation costs should be stable.

Performance Measure: Operating ratios.

Evaluation: An operating ratio is the total passenger generated revenue divided by the total cost of operation. Therefore, if passenger revenues are able to cover a larger portion of the system's operating costs, the operating ratio will be higher. In terms of operating ratio, OTS ranks in the bottom half (at 14.0 percent) in comparison to its peers throughout the State. Therefore, roughly 14 percent of OTS operational expenses are relieved by passenger revenues. In theory, a higher fare would generate more revenue, which would increase the operating ratio.

Amongst its Midwestern peers, OTS ranks fifth, with Rochester, Minnesota ranking the highest (at 41.2 percent), and Dubuque, Iowa ranking the lowest (at 8.2 percent). With regards to its national peers, OTS comes in under the mid-range; the highest being Erie, Pennsylvania at 19.5 percent, and the lowest being Pocatello, Idaho at 6.1 percent. The peer average out of thirty-one cities compared is 14.5 percent. Table 46 lists State transit system operating ratios.

**TABLE 46
OPERATING RATIOS**

SYSTEM	OPERATING RATIO
Eau Claire	18.5%
Janesville	15.5%
Green Bay	14.7%
Sheboygan	14.4%
Valley Transit - Appleton	14.1%
Oshkosh	14.0%
Wausau	13.6%
La Crosse	12.9%
Beloit	11.6%
Fond du Lac	9.6%

Source: National Transit Database, 2008

Objective #3: OTS should provide efficient service.

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

Performance Measure: Operating expense per revenue mile.

Evaluation: OTS ranks fifth (down from fourth in 2005) amongst its State peers, as well as Midwestern peers, with an operating expense of \$5.38 per revenue mile (Table 47). Amongst national peers, OTS ranks in the bottom half with systems ranging from Pocatello, Idaho operating at \$3.08 per revenue mile to Altoona, Pennsylvania operating at \$8.31 per revenue mile. The averages for each peer group are: Wisconsin at \$5.51, the Midwest at \$5.76, and the nation at \$5.30. The overall peer average of all thirty-one cities selected is \$5.69.

**TABLE 47
OPERATING EXPENSES PER REVENUE MILE**

SYSTEM	OPERATING EXPENSE PER REVENUE MILE
Valley Transit - Appleton	\$5.01
Green Bay	\$5.04
Eau Claire	\$5.11
Sheboygan	\$5.25
Oshkosh	\$5.38
La Crosse	\$5.64
Beloit	\$5.66
Wausau	\$5.81
Janesville	\$5.83
Fond du Lac	\$6.37

Source: National Transit Database, 2008

Objective #3: OTS should provide efficient service.

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

Performance Measure: Operating expenses per revenue hour.

Evaluation: In terms of operating expenses per hour, OTS ranks first in the State at \$73.66 (up from fifth at \$58.99 in 2005). Operating expenses per revenue hour range from \$73.66 to \$91.36 amongst the State transit systems (Table 48).

Amongst Midwest peers, OTS ranks sixth. OTS ranks in the mid-range nationally, which ranges from \$38.29 in Pocatello, Idaho to \$110.65 per revenue hour in Bellingham, Washington; although OTS ranks below the peer group average of \$78.91 per revenue hour.

TABLE 48
OPERATING EXPENSE PER REVENUE HOUR

SYSTEM	OPERATING EXPENSE PER REVENUE HOUR
Oshkosh	\$73.66
Eau Claire	\$76.25
La Crosse	\$76.97
Sheboygan	\$78.00
Valley Transit - Appleton	\$79.84
Wausau	\$80.90
Green Bay	\$81.51
Beloit	\$87.95
Fond du Lac	\$89.39
Janesville	\$91.36

Source: National Transit Database, 2008

Objective #4: OTS should provide effective service.

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

Performance Measure: Passenger trips per revenue mile.

Evaluation: OTS ranks first in trips per revenue mile in the State at 2.0. Rankings of State transit systems by passenger trips per revenue mile are listed in Table 49.

Amongst Midwestern peers, OTS ranks third with rates ranging from 0.6 (Bay City, Michigan) to 2.9 (Bloomington, Indiana) and averaging 1.6 trips per revenue mile.

When compared to its national peers, OTS ranks second. Only Bellingham, Washington has a higher rate with 2.6 trips per revenue mile.

Overall, OTS is above the peer group average of 1.5 trips per revenue mile.

TABLE 49
PASSENGER TRIPS PER REVENUE MILE

SYSTEM	PASSENGER TRIPS PER REVENUE MILE
Oshkosh	2.0
La Crosse	1.6
Green Bay	1.5
Wausau	1.5
Eau Claire	1.5
Janesville	1.1
Valley Transit - Appleton	1.0
Sheboygan	0.9
Fond du Lac	0.8
Beloit	0.2

Source: National Transit Database, 2008

Objective #4: OTS should provide effective service.

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

Performance Measure: Passenger trips per revenue hour.

Evaluation: OTS ranks first in the State compared to its peers with regards to passenger trips per hour with 26.9 (up from 23.1 in 2005). Rankings of transit systems in the State, by passenger trips per revenue hour, are listed in Table 50.

Amongst Midwestern peers, OTS ranks fourth, which ranges from 10.1 (Bay City, Michigan) to 34.2 (Iowa City, Iowa) and averages 20.6 trips per revenue hour.

Amongst national peers, OTS ranks second behind Bellingham, Washington (35.5 trips per revenue hour).

TABLE 50
PASSENGER TRIPS PER REVENUE HOUR

SYSTEM	PASSENGER TRIPS PER REVENUE HOUR
Oshkosh	26.9
Green Bay	23.7
Eau Claire	22.8
La Crosse	21.9
Wausau	20.8
Janesville	17.1
Valley Transit - Appleton	16.5
Beloit	15.0
Sheboygan	13.4
Fond du Lac	10.9

Source: National Transit Database, 2008

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

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

Performance Measure: Operating expense per passenger mile.

Evaluation: OTS ranks first (up from fourth in 2005) amongst its State counterparts in operating expenses per passenger mile at \$0.94. Operating expenses per passenger mile for OTS and its State peers are listed in Table 51.

Compared to Midwestern peers, OTS ranks fourth, with a peer group average of \$1.38.

Amongst the selected national counterparts, OTS ranks fifth, with a peer group average of \$1.13.

TABLE 51
OPERATING EXPENSE PER PASSENGER MILE

SYSTEM	OPERATING EXPENSE PER PASSENGER MILE
Oshkosh	\$0.94
Green Bay	\$1.10
Wausau	\$1.12
Eau Claire	\$1.20
La Crosse	\$1.22
Janesville	\$1.37
Beloit	\$1.39
Valley Transit - Appleton	\$1.53
Sheboygan	\$2.65
Fond du Lac	\$6.59

Source: National Transit Database, 2008

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

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

Performance Measure: Operating expense per passenger trip.

Evaluation: Amongst State peers, OTS ranks first in operating expenses per passenger trip at \$2.74, which is well below the peer group average of \$4.70.

OTS ranks fourth amongst Midwestern peers, which is again well below the peer group average of \$4.41.

Finally, when compared to its national counterparts, OTS is tied for second with Monroe, Louisiana at \$2.74, but well ahead of the peer group average of \$4.54 per passenger trip.

The average for all thirty-one peer systems was \$3.74.

TABLE 52
OPERATING EXPENSE PER PASSENGER MILE

SYSTEM	OPERATING EXPENSE PER PASSENGER TRIP
Oshkosh	\$2.74
Eau Claire	\$3.35
Green Bay	\$3.44
La Crosse	\$3.52
Wausau	\$3.89
Valley Transit - Appleton	\$4.85
Janesville	\$5.36
Sheboygan	\$5.82
Beloit	\$5.87
Fond du Lac	\$8.20

Source: National Transit Database, 2008

**TABLE 53
2008 FIXED ROUTE PEER PERFORMANCE STATISTICS**

	Fixed Route System	Operating Expenses	Service Area Population	Annual Passenger Miles	Annual Unlinked Trips	Trips/ Capita	Annual Vehicle Revenue Miles	Annual Vehicle Revenue Hours	Vehicles Operated During Maximum Service	Vehicles Available for Maximum Service	Operating Ratio (Passenger Revenue/ Expenses)	Operating Expense/ Vehicle Revenue Mile	Operating Expense/ Vehicle Revenue Hour	Operating Expense/ Passenger Mile	Operating Expense/ Unlinked Passenger Trip	Unlinked Passenger Trips/ Vehicle Revenue Mile	Unlinked Passenger Trips/ Vehicle Revenue Hour
Wisconsin Medium Bus Systems	Oshkosh	\$2,941,287	65,810	3,130,593	1,075,099	16.3	546,381	39,931	13	19	14.0%	\$5.38	\$73.66	\$0.94	\$2.74	2.0	26.9
	Beloit	\$1,833,061	35,871	1,315,987	312,067	8.7	323,787	20,842	9	12	11.6%	\$5.66	\$87.95	\$1.39	\$5.87	1.0	15.0
	Eau Claire	\$3,468,569	69,300	2,885,418	1,036,520	15.0	678,151	45,491	15	22	18.5%	\$5.11	\$76.25	\$1.20	\$3.35	1.5	22.8
	Fond du Lac	\$1,077,698	48,250	163,598	131,350	2.7	169,083	12,056	6	8	9.6%	\$6.37	\$89.39	\$6.59	\$8.20	0.8	10.9
	Green Bay	\$6,531,172	174,760	5,950,000	1,896,323	10.9	1,296,480	80,130	32	37	14.7%	\$5.04	\$81.51	\$1.10	\$3.44	1.5	23.7
	Janesville	\$2,669,758	62,540	1,944,111	498,490	8.0	458,006	29,222	14	21	15.5%	\$5.83	\$91.36	\$1.37	\$5.36	1.1	17.1
	La Crosse	\$4,229,741	78,000	3,469,226	1,202,018	15.4	750,397	54,950	14	21	12.9%	\$5.64	\$76.97	\$1.22	\$3.52	1.6	21.9
	Sheboygan	\$3,094,309	59,490	1,169,784	531,714	8.9	589,276	39,670	17	25	14.4%	\$5.25	\$78.00	\$2.65	\$5.82	0.9	13.4
	Valley Transit - Appleton	\$5,141,096	252,477	3,366,183	1,060,854	4.2	1,025,222	64,389	24	41	14.1%	\$5.01	\$79.84	\$1.53	\$4.85	1.0	16.5
	Wausau	\$3,310,877	45,513	2,964,595	851,895	18.7	569,706	40,925	22	29	13.6%	\$5.81	\$80.90	\$1.12	\$3.89	1.5	20.8
Midwest Medium Bus Systems	Dubuque, IA	\$1,472,562	58,000	816,990	247,968	4.3	301,395	23,646	9	10	8.2%	\$4.89	\$62.28	\$1.80	\$5.94	0.8	10.5
	Iowa City, IA	\$4,726,903	67,026	3,794,956	1,844,634	27.5	692,490	53,860	21	26	17.7%	\$6.83	\$87.76	\$1.25	\$2.56	2.7	34.2
	Decatur, IL	\$4,347,358	86,080	3,550,368	1,207,608	14.0	932,091	66,505	18	24	10.2%	\$4.66	\$65.37	\$1.22	\$3.60	1.3	18.2
	Springfield, IL	\$8,620,705	132,100	4,120,196	1,430,475	10.8	1,203,481	98,692	50	53	9.5%	\$7.16	\$87.35	\$2.09	\$6.03	1.2	14.5
	Bloomington, IN	\$5,135,429	69,291	6,302,299	2,829,950	40.8	976,332	87,774	30	41	29.5%	\$5.26	\$58.51	\$0.81	\$1.81	2.9	32.2
	Battle Creek, MI	\$2,592,673	83,000	1,782,231	484,829	5.8	377,440	27,068	9	13	11.2%	\$6.87	\$95.78	\$1.45	\$5.35	1.3	17.9
	Bay City, MI	\$5,155,564	110,000	3,232,688	581,618	5.3	1,023,787	57,428	37	52	12.3%	\$5.04	\$89.77	\$1.59	\$8.86	0.6	10.1
	Muskegon, MI	\$2,381,984	170,200	2,710,285	598,297	3.5	415,818	31,854	11	17	14.5%	\$5.73	\$74.78	\$0.88	\$3.98	1.4	18.8
	Rochester, MN	\$4,511,600	104,230	6,344,333	1,727,630	16.6	981,866	62,679	27	38	41.2%	\$4.59	\$71.98	\$0.71	\$2.61	1.8	27.6
	Springfield, OH	\$1,522,967	73,675	749,275	451,628	6.1	233,650	20,820	11	15	9.0%	\$6.52	\$73.15	\$2.03	\$3.37	1.9	21.7
National Medium Bus Systems	Hanford, CA	\$2,777,742	51,965	3,334,849	793,972	15.3	767,251	57,859	16	21	18.3%	\$3.62	\$48.01	\$0.83	\$3.50	1.0	13.7
	Pocatello, ID	\$913,017	61,166	1,852,748	401,900	6.6	296,787	23,845	10	14	6.1%	\$3.08	\$38.29	\$0.49	\$2.27	1.4	16.9
	Monroe, LA	\$3,295,424	55,000	11,320,485	1,204,307	21.9	623,726	45,198	14	21	16.3%	\$5.28	\$72.91	\$0.29	\$2.74	1.9	26.6
	Pittsfield, MA	\$4,119,997	127,500	3,925,851	496,277	3.9	831,954	43,513	13	21	16.2%	\$4.95	\$94.68	\$1.05	\$8.30	0.6	11.4
	Lewiston, ME	\$886,609	46,052	760,832	230,912	5.0	212,736	15,872	7	8	13.0%	\$4.17	\$55.86	\$1.17	\$3.84	1.1	14.5
	Bismarck, ND	\$959,245	94,719	424,700	136,933	1.4	305,000	23,000	7	9	9.3%	\$3.15	\$41.71	\$2.26	\$7.01	0.4	6.0
	Altoona, PA	\$3,702,296	69,608	1,852,522	540,094	7.8	445,692	34,947	23	33	17.5%	\$8.31	\$105.94	\$2.00	\$6.85	1.2	15.5
	Erie, PA	\$11,048,116	189,872	8,510,875	2,883,745	15.2	1,660,161	139,446	58	73	19.5%	\$6.65	\$79.23	\$1.30	\$3.83	1.7	20.7
	Jackson, TN	\$2,055,980	61,772	2,279,583	496,571	8.0	555,425	42,115	8	14	14.6%	\$3.70	\$48.82	\$0.90	\$4.14	0.9	11.8
	Bellingham, WA	\$15,396,728	188,015	14,497,694	4,945,912	26.3	1,902,962	139,149	47	56	8.3%	\$8.09	\$110.65	\$1.06	\$3.11	2.6	35.5
	Longview, WA	\$1,587,119	46,210	1,510,050	361,256	7.8	214,747	16,920	5	7	7.6%	\$7.39	\$93.80	\$1.05	\$4.39	1.7	21.4
	Peer Group Average	\$3,919,600	91,532	3,549,461	1,048,156	11.7	689,074	49,671	19	26	14.5%	\$5.69	\$78.91	\$1.10	\$3.74	1.5	21.1

Source: National Transit Database, 2008

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PLAN RECOMMENDATIONS

PLAN RECOMMENDATIONS

This chapter outlines recommendations to improve Oshkosh Transit service over the life of this plan (roughly five years). Recommendations were devised based on public input, staff input, and discussions amongst the Oshkosh Transit - Transit Development Plan (TDP) Steering Committee. Proposed route alternatives which were developed were also tested in a transit model to gauge what forecasted ridership/performance would be.

TRANSIT MODEL

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

Model Assumptions

The analyses in this section, shows the expected ridership trends for various route alternatives, as indicated by the North East Region (NE) Travel Demand Model. The model is based on socioeconomic data as well as utility equations based on user surveys. The transit model is therefore expected to broadly reflect the overall trend. However it is possible that for some specific individual routes there may be other factors guiding the total ridership that the model may not necessarily have fully accounted for. Although the forecasted model boardings are within two percent of the actual daily boardings as noted in Table 54, the results obtained from the model should still be tempered with any other available data as well as the judgment of professional staff.

TABLE 54
ACTUAL DAILY BOARDINGS VERSUS FORECASTED MODEL BOARDINGS

Existing Routes	Actual Daily Boardings (Fall 2010)	Forecasted Model Boardings (2011)	Difference
1	345	278	-67
2	415	339	-76
4	407	285	-122
5	310	439	129
6	487	270	-217
7	347	325	-22
9	543	521	-22
10	119	141	22
11	244	555	311
Total	3217	3153	-64

PROPOSED SYSTEM ALTERNATIVES/ROUTES

Two fixed route system alternatives are being proposed for the Oshkosh Transit System. Again, system and route alternative recommendations were devised based on public input, staff input, and discussions amongst the Oshkosh Transit - Transit Development Plan (TDP) Steering Committee. Public demand for new service areas, service areas with no or very little ridership, timing, and route connectivity/transfer capability were the primary factors in route alternative design. Both system proposals extend service with the same amount of time and resources and improve route interaction and timeliness of getting to key high traffic destinations. The only differences between the two alternatives are the alignments of newly proposed Routes 9 and 10 and the inclusion of a West Transfer Point (near Lowes) for proposed system alternative #1 (Exhibit 94). The proposed system alternatives/routes are illustrated in Exhibits 94 through 107 at the end of this chapter.

Proposed System Alternative #1

Again, proposed system alternative #1 (Exhibit 94) includes a formal West Transfer Point in which routes 5, 7, and 10 would intersect for transfer capabilities. Route 10 would also depart from the City of Oshkosh from this transfer point with express service to the City of Neenah for transfer opportunities with Valley Transit. A newly designed Route 4 would cover the majority of old Route 10's local service.

TABLE 55
PROPOSED SYSTEM #1
PROJECTED MODEL RIDERSHIP

New Route	New Route Projected Model Ridership
1	500
2	569
3	377
4	144
5	363
6	508
7	293
8	302
9	137
10	1
Total	3194
Current System Total Ridership	3217

Proposed System Alternative #2

Proposed Route 9 in system alternative #2 (Exhibit 95) is on the same alignment as in system alternative #1; however it extends service to the 20th Avenue YMCA, which was a highly demanded destination in the public input process. Route 10 would continue to depart from the Downtown Transit Center; however service would be realigned to Algoma Boulevard with one stop at the UW-Oshkosh campus before entering USH 41 to the City of Neenah for transfer opportunities with Valley Transit. Again, a newly designed Route 4 would cover the majority of old Route 10's local service. The proposed system alternative would not have a formal West Transfer Point.

TABLE 56
PROPOSED SYSTEM #2
PROJECTED MODEL RIDERSHIP

New Route	New Route Projected Model Ridership
1	500
2	569
3	369
4	144
5	357
6	511
7	290
8	296
9	137
10	46
Total	3218
Current System Total Ridership	3217

Proposed Route 1

Proposed Route 1 (Exhibit 96) would be a consolidation of existing routes 1 and 2 which have been underperforming for some time. Existing routes 1 and 2 combined ridership is 760 daily riders and a redesign/consolidation of the two routes into one is projected to draw 500 daily riders, with only one bus rather than two. The run time would continue to be 25 minutes with a headway of 30 minutes.

Proposed Route 2

Proposed Route 2 (Exhibit 97) substitutes portions of existing routes 4 and 5, which in total generated 717 daily riders. Proposed Route 2 is projected to draw 569 riders with a run time of 25 minutes and a headway of 30 minutes.

Proposed Route 3

Proposed Route 3 (Exhibit 98) would act as a downtown circulator route which would substitute for portions of existing routes 5 and 6, which currently generate a total daily ridership of 797 riders. Proposed Route 3 is projected to attract 377 daily riders with a run time of 25 minutes and a headway of 30 minutes.

Proposed Route 4

Proposed Route 4 (Exhibit 99) substitutes portions of existing routes 1, 2, and 10 which currently generate a total of 1,120 daily riders. Proposed Route 4 is anticipated to generate 144 daily riders with a run time of 25 minutes and a headway of 30 minutes. This route would also expand service to the North Industrial Park in the City of Oshkosh.

Proposed Route 5

Proposed Route 5 (Exhibit 100) substitutes portions of existing Route 6, which currently generates 487 daily rides. Proposed Route 5 is forecasted to generate 363 daily rides with a run time of 25 minutes and a headway of 30 minutes. This route will provide extensive service to UW-Oshkosh and also improve the amount of time it takes to get to popular destinations like grocery/department stores (i.e. Wal-Mart).

Proposed Route 6

Proposed Route 6 (Exhibit 101) covers portions of existing Routes 7 and 9 which currently generate 890 daily rides. Proposed Route 6 is projected to draw 508 daily riders with a run time of 25 minutes and a headway of 30 minutes.

Proposed Route 7

Proposed Route 7 (Exhibit 102) covers portions of existing Route 9 which currently draws 543 daily riders. Proposed Route 7 is forecasted to provide 293 daily rides with a run time of 25 minutes and a headway of 30 minutes. The primary focus of this route is to service the frontage roads along USH 41.

Proposed Route 8

Proposed Route 8 (Exhibit 103) substitutes portions of existing Route 11 which currently experiences 244 riders per day. Proposed Route 8 is projected to attract 302 riders daily with a run time of 25 minutes and a headway of 30 minutes. This route would also expand service to the Aviation Industrial Park.

Proposed Route 9 – Alternative #1

Proposed Route 9 – Alternative #1 (Exhibit 104) covers portions of existing Route 9 which currently provides 543 daily rides using two buses. Proposed Route 9 – Alternative #1 is forecasted to draw 137 daily riders with only using one bus to serve the route with a run time of 35 minutes and a headway of 40 minutes. This route would also expand service to the Southwest Industrial Park and Universal Business Park.

Proposed Route 9 – Alternative #2

Again, proposed Route 9 – Alternative #2 (Exhibit 105) covers portions of existing Route 9 which currently provides 543 daily rides using two buses. Proposed Route 9 - Alternative #2 is on the same alignment as alternative #1; however it extends service to the 20th Avenue YMCA, which was a highly demanded destination in the public input process. Proposed Route 9 – Alternative #2 is forecasted to draw the exact same ridership as alternative #1 (137 daily riders) with only using one bus to serve the route with a run time of 35 minutes and a headway of 40 minutes. The ridership projection in the model remains constant for this alternative because the YMCA is not an explicit trip generator. However, based on overwhelming demand one would assume this facility would generate ridership if serviced. Implementation of this alternative is dependent on identifying a safe, efficient, and maneuverable entry and exiting plan at the 20th Avenue YMCA facility. This route would also expand service to the Southwest Industrial Park and Universal Business Park.

Proposed Route 10 – Alternative #1

Proposed Route 10 – Alternative #1 (Exhibit 106) would substitute the existing Route 10 with service to the City of Neenah. Rather than providing local service along Jackson Street before entering USH 41 to the City of Neenah, alternative #1 would act exclusively as an express route. After departing the Downtown Transit Center, alternative #1 would travel up Algoma Boulevard with one formal stop at the UW-Oshkosh campus before entering USH 41 with express route service to the City of Neenah. Originally intended to be an express route, this new alignment will ensure that a run time of 55 minutes and a headway time of 60 minutes can be accomplished and improve interaction with Valley Transit. Existing Route 10 provides 119 daily rides in which roughly half of the ridership is local in nature and the other half is commuter traffic to and from the City of Neenah. Although the transit model only forecasts 46 daily riders for alternative #1 as an express route, due to the fact that intercity transit is not as attractive as the automobile, it is closely in line with existing intercity commuter ridership. Although the transit model does not project significant ridership due to lack of key stops/trip generators, timelier express service may attract more commuters between the two urbanized areas. Proposed Route 4 would cover the vast majority of existing Route 10's local ridership.

Proposed Route 10 –Alternative #2

Proposed Route 10 – Alternative #2 (Exhibit 107) would also provide express route service to the City of Neenah with a run time of 55 minutes and a headway of 60 minutes. However, rather than departing the Downtown Transit Center, alternative #2 would depart from the West Transfer Point (via proposed routes 5 or 7) with express route service to the City of Neenah via USH 41. Although the transit model does not project any ridership for alternative #2, again due to the fact that intercity transit is not as attractive as the automobile and the lack of key stops/trip generators, timelier express service may attract more commuters between the two urbanized areas. Again, proposed Route 4 would cover the vast majority of existing Route 10's local ridership.

Alignment of Route 10

Alignment of Route 10 is dependent upon the route's desired purpose, whether express route service to the City of Neenah or a local ridership carrier to destinations along the way en route to the City of Neenah. Again, half of existing Route 10's ridership is local in nature which impedes timeliness of express service to the City of Neenah. By ensuring a maximum run time of 55 minutes and a headway time of 60 minutes and improving interaction and timing with Valley Transit, more commuters may choose to use the express service between the two urbanized areas. Again, proposed Route 4 would cover the vast majority of existing Route 10's local ridership. Discussions should occur between the Oshkosh Transit System and Winnebago County to examine what Route 10's long term purpose should be.

OTHER SYSTEM RECOMMENDATIONS

Through steering committee discussions, staff analysis, and public input, several other system recommendations have arisen throughout this planning process with the notion of improving the efficiency of Oshkosh Transit. HNTB Corporation also contributed to the development of other system recommendations related to: fixed route service enhancements, passes and fares, planning and policy, equipment and facilities, information/image/marketing, technology, and funding. Recommendations by category are ranked by priority. A list of key overall recommendations are listed but are not ranked, as all are considered to be major priorities throughout the life of this plan.

Fixed Route Service Enhancement Recommendations

1. Implement proposed route structure
2. Consider extending evening service (6PM to 10PM)
3. Start routes off-site rather than at the transit center
4. Consideration of expanded special events routes (i.e. Waterfest/Sawdust Days/EAA/Tour of Christmas Lights/Country USA) which meet federal charter regulations

The radial pulse system configuration used by OTS has been proven effective in literally hundreds of smaller urban communities. A key is the central hub that allows passengers to transfer conveniently among routes. Routes in these systems are typically more interdependent than those in other larger systems. All routes should access the central hub unless there is a compelling reason not to. The risk is that any route that doesn't access the hub will not function as part of the system.

Route design obviously is a function of the specifics of the community; however there are guidelines that are helpful in service planning:

- Simple easily understood route alignments are desirable.
- Large loops give the illusion of better coverage but are often ineffective because the service is diluted and many passengers along the route have longer out of direction travel.
- Route variations should be avoided because they are confusing.
- Adherence to schedule is critical because of the independency of the routes in the system. Route length must not be extended beyond schedule limits.

Downtown circulator routes in smaller communities are usually not effective because of the short distances involved and the limited market. Also, funding limits result in service levels inadequate for circulator services.

By far the most demanded service enhancement as part of the public input process was the implementation of evening service after 6pm (i.e. until 10pm). Although the transit model is unable to forecast the performance evening service, it is recommended that Oshkosh Transit test evening service at some point throughout the life of this plan.

Passes and Fare Recommendations

1. New student fare structures/student ID/bus pass program with Oshkosh Public Schools
2. Incentive programs with local employers for employee usage of transit
3. Senior/disabled discounted punch pass
4. Improvement of fare collection
5. Joint promotions with retail commercial areas located along bus routes
6. Expand the number of accessible outlets where tickets can be purchased
7. Frequent user discounts/reward program/daily specials aside from discounted passes
8. Examine online ticket printing
9. Improve transfer ticketing system
10. Commuter pass for Route 10
11. Targeted distribution of free ride tickets to introduce new markets to transit, i.e. free bus pass/tickets incentive program in cooperation with bike stores when a bicycle is purchased

The current cash fare for adult riders is \$1.00 per trip; transfers are issued at no additional cost. A half-fare discount is available for seniors (60 years of age) and disabled persons. Disabled veterans and children under six years ride free. Students, faculty and staff at UW Oshkosh ride free with their identification card, the Titan Card. Prepaid fares are available with a 20 ride punch pass (\$20), a monthly pass (\$25) and a three month pass (\$60).

Generally a transit system's fare policy and fare structure offer a variety of opportunities for promotions and targeting specific markets. Fare programs have been found to be very effective, relatively inexpensive and good public relation tools. OTS already has a "deep discounted" prepaid fare instrument, the monthly and three-month unlimited ride pass. OTS also has a cooperative arrangement with UW Oshkosh. Thus the system has experience with these types of programs.

Extending a cooperative fare arrangement to employers located along transit routes is a technique other systems have used to increase work-related trips. With such a program, the monthly pass, already discounted by OTS, could be further discounted by OTS in return for the employer covering a portion or the remainder of the cost, making the pass free to employees. This could enhance the Commuter Benefit Program which provides tax benefits to participating employers.

Planning and Policy Recommendations

1. Formalization of bus stops should be considered in the future
2. Reduce service where boarding and alighting counts are low to nonexistent and utilize those resources somewhere else
3. Cover more area instead of backtracking on routes
4. Consider the creation of a Disability Advisory Board
5. Conduct a cost-benefit analysis of operating paratransit in-house
6. Expanded involvement in land use planning and development efforts (*also cited in the city's comprehensive plan and sustainability plan*)
7. Try to get buses out of parking lots when possible
8. Initiate service discussions with the Town of Algoma

Development patterns in suburban areas and strip commercial development along arterial roadways are typically difficult to serve with transit because bus stop locations are inconvenient to final destinations. Routing buses into parking areas results in slowing running times and exposing the transit system to liability for damage to driveway surfaces. However, popular retail commercial areas sometimes cannot be served effectively without leaving the public roadways.

These decisions must be made on a case by case basis. Large destinations, such as Wal-Mart stores, warrant special treatment and routing into the parking area for a more convenient stop. In such cases OTS should secure an agreement that covers the liability for driveway surface damage. The stop area can be made more visible and convenient by installing a passenger shelter and creating a loading area using curbing.

Stops located on roadways adjacent to commercial destinations should be surveyed for "walkability." This includes the presence of continuous sidewalks and access to safe pedestrian crossings at intersections. If issues are identified pedestrian improvements can be made through cooperative agreements with the jurisdiction responsible for public works. This planning process included an analysis of system accessibility at all bus stops but not walkability along the routes at this time.

Many smaller transit systems employ an operating practice wherein buses stop at any intersection on hand signal by a passenger. This practice results in several issues. The operation can be slowed if the bus stops too often and the opportunity to increase the system's visibility is missed. One approach is to create a zone in the core of the system where the bus stops only at marked stops. In this denser area the operation is rationalized with stops spaced two to three blocks apart. And bus stop signs including the transit system's logo installed at bus stops will serve as a reminder that transit is available. Supplemental user information can also be provided at key stop locations to provide on-street transit information found to be very effective. The practice of stopping on hand signal can be continued in lower density areas. At

this time, it is recommended that the informal bus stop structure be maintained, however a formalized bus stop structure should be a primary consideration with funding losses anticipated in the near future to best utilize resources.

Oshkosh Transit System offers paratransit service to individuals with disabilities within the City of Oshkosh, as required by ADA. This is a demand response sedan or van service provided through a contract with Cabulance and City Cab. These types of arrangements are usually cost effective compared to similar operations because they take advantage of infrastructure in place. An analysis should be done in the future to determine whether there is any opportunity for savings with regards to bringing the service in-house.

Land use planning and development coordination. Many communities offer developers guidelines on how to make their developments more “user friendly.” These guidelines can be as simple as providing developers concepts on how to incorporate bus stops into designs. Codes can be revised to require developers to provide pedestrian access between bus stops and final destinations.

Equipment and Facility Recommendations

1. Enhanced accessibility at bus stops
 - i. Maintain a hard/stable service like a concrete pad at all curbside stops
 - ii. Ensure that an accessible path leads to each curbside stop
 - iii. Eliminate any barriers/obstructions that may inhibit accessibility/safety
 - iv. Address accessibility of bus stops in any new/reconstruction project
 - v. Increase bus drivers' identification of stops with accessibility concerns
 - vi. Enhance communications with residents, businesses, advocacy groups, public works, elected officials, and other stakeholders, etc. about the need to maintain bus stops, especially in the winter to increase accessibility
2. More shelters/benches at high traffic stops
3. Get Wal-Mart stop closer to the store
4. Continued improvement of bus stop signage along all routes
5. Work with community groups/business/schools/etc. to enhance the beautification of areas around benches and shelters/adopt a shelter or bench program for maintenance/snow removal
6. House a ticket/pass vending machine at the transit center

Investment in passenger facilities is regarded as a value to current riders and an incentive for prospective riders. These investments also heighten the transit system's profile. Shelters and bus stops enhancements are relatively inexpensive improvements and FTA funding is available to cover up to 80% of the cost. Bus stop signs, especially with user information, are inexpensive valuable improvements. TCRP Synthesis 17, “Customer Information at Bus Stops” (John J. Dobies, 1996) has many practical ideas on how to do signs and information postings effectively.

Although highly demanded in the planning process, public restrooms at this type of facility are usually not regarded as a good idea for a number of reasons. Restrooms are expensive to construct and maintain, and can create security issues. The relatively short trips made on the OTS do not seem to warrant restrooms at this time.

Information, Image, and Marketing Recommendations

1. Develop a uniform brand of all components of OTS (color scheme, stops, rider's guides, maps, other printed materials, etc.) to ensure that consumers associate them OTS
2. Expand direct marketing/information/promotions (Free Ride the Bus Day/Destination Oshkosh) to increase awareness of Oshkosh Transit
 - i. Show the cost savings in using transit vs. the automobile
 - ii. Approach UW-Oshkosh to inquire about working with marketing students/classes for marketing projects and programs
 - iii. Targeted marketing campaigns for students, commuters, etc.
 - iv. Market positive and unique aspects of OTS service
 - v. Periodically conduct market research of targeted groups (students, area employers and their employees, etc.) throughout the community and determine their attitudes toward OTS and their potential usage of OTS in the future
 - vi. Continued use of social media
3. Approach UW-Oshkosh to inquire about working with marketing students/classes for marketing projects and programs
4. Bus Buddy Training in coordination with Making the Ride Happen, especially during UW-Oshkosh student orientation
5. Expand training for drivers (customer service/courtesy/wheelchair tie-downs, etc.)
6. Develop a more formalized system to receive and process rider/stakeholder feedback

Technology Recommendations

1. Expansion of Intelligent Transportation Systems (ITS) such as:
 - i. Global positioning systems (GPS) on buses
 - ii. Cell phone technology with real-time updates (GPS is needed on the buses)
 - iii. Wireless internet on buses
2. Continue to utilize the transit model maintained by the East Central Wisconsin Regional Planning Commission

GPS and AVL/CAD technology is a very effective tool to support both operations and customer service. Today a transit system without this technology is like an office without email and Microsoft office applications. And this technology has come down in cost substantially. Several vendors have targeted smaller transit systems with applications that are scaled to the smaller systems. This may be the single most important enhancement that Oshkosh Transit could make over the life of this plan.

Funding Recommendations

1. Pursuit of other nontraditional funding opportunities both public and private, for both operational and capital improvements. Such improvements could be a demand responsive type service (comparable to the Connector in the Fox Cities) which offers transportation services to areas within the City of Oshkosh not serviced by Oshkosh Transit.

Key Overall Recommendations

- **Implement proposed route structure**

Implementation of the proposed route structure will extend geographic coverage and improve timing and route interaction/transfer capabilities, all while using the same amount of existing resources. The transit model used to test the proposed route alternatives anticipates that ridership will remain comparable as it is today. However, factors like the recent spike in gas prices are not taken into account. Therefore, ridership levels are anticipated to be even higher than those outlined in the transit model performance analysis.

- **Develop a uniform brand of all components of OTS (color scheme, stops, rider's guides, maps, other printed materials, etc.) to ensure that consumers associate them OTS**

Development of a current and uniform brand will better allow Oshkosh Transit to market itself to potential users of Oshkosh Transit in the future.

- **Expand direct marketing/information/promotions (Free Ride the Bus Day/Destination Oshkosh) to increase awareness of Oshkosh Transit**

In an aging of rising gas prices, transit becomes more and more of an attractive transportation alternative for those that typically would not use the service. Although marketing can be quite costly and time consuming, it is a critical component in increasing awareness of the service and attracting new users. There are some cost-effective marketing strategies that OTS can use, which include:

- i. Show the cost savings in using transit vs. the automobile
- ii. Approach UW-Oshkosh to inquire about working with marketing students/classes for marketing projects and programs
- iii. Targeted marketing campaigns for students, commuters, etc.
- iv. Market positive and unique aspects of OTS service
- v. Periodically conduct market research of targeted groups (students, area employers and their employees, etc.) throughout the community and determine their attitudes toward OTS and their potential usage of OTS in the future
- vi. Continued use of social media

- **Consider extending evening service (6PM to 10PM)**

Extending evening service was clearly the most requested need throughout the public input process. The extension of evening service will enable those working some second shift jobs to get home from work. It may also encourage more individuals working service sector jobs to use transit, as these jobs tend to have a broader range of scheduled hours/shifts. Extending evening service should also be popular amongst UW-Oshkosh students and K-12 students and their ability to participate in after-school activities.

- **New student fare structures/student ID/bus pass program with Oshkosh Public Schools**

Not only will the extension of evening service improve transportation for K-12 students, but a financial partnership with the Oshkosh Public Schools to reduce the out of pocket cost for students should enhance usage. New student fare structures such as using one's student ID as a bus pass, as currently used by UW-Oshkosh students, should increase student use.

- **Incentive programs with local employers for employee usage of transit**

As gas prices have once again exceeded \$4.00 per gallon, transit should become more and more of an attractive alternative to the automobile. Yet, some individuals don't know what to do, how to use the system, or are unaware of the service. One opportunity to connect with potential consumers of Oshkosh Transit is to work with area employers and establish incentive programs for their employees to use the system, which will benefit the employee, the employer, and Oshkosh Transit.

- **Formalization of bus stops should be considered in the future**

Oshkosh Transit currently has a very liberal boarding policy, which for the most part a bus will pick you up anywhere along a route. Based on the boarding and alighting counts which were taken as part of this planning process, it is quite apparent that some routes have a high degree of stops along the route during various headways throughout the day. Thus, the more often a bus is required to stop, the longer the route takes to complete. Also factor in stopping for trains, drawn bridges, and weather delays and the tardiness of routes throughout the day can be quite frequent, time consuming, and an inconvenience and annoyance for consumers. Therefore by formalizing the stops along the route in which individuals can board, the amount of time to complete the route should be reduced by consolidating the number of access points. Exemptions for individuals with mobility devices should be considered.

- **Enhanced accessibility at bus stops**

Enhancing accessibility for some stops can be very costly; however there are several measures that can be taken to improve accessibility of both existing and future stops. These include:

- i. Maintain a hard/stable service like a concrete pad at all curbside stops
- ii. Ensure that an accessible path leads to each curbside stop
- iii. Eliminate any barriers/obstructions that may inhibit accessibility/safety
- iv. Address accessibility of bus stops in any new/reconstruction project
- v. Increase bus drivers' identification of stops with accessibility concerns
- vi. Enhance communications with residents, businesses, advocacy groups, public works, elected officials, and other stakeholders, etc. about the need to maintain bus stops, especially in the winter to increase accessibility

- **Expansion of Intelligent Transportation Systems (ITS) such as:**
 - i. **Global positioning systems (GPS) on buses**
 - ii. **Cell phone technology with real-time updates (GPS is needed on the buses)**
 - iii. **Wireless internet on buses**

Increased technology cannot only lead to more efficient operations for Oshkosh Transit but also attract new users to the service. The inclusion of global positioning systems (GPS) on buses will allow Oshkosh Transit to track vehicles and respond to consumer inquiries about locations of vehicles and to address complaints such as speeding, not stopping, timeliness, etc. Inclusion of GPS will allow Oshkosh Transit to pursue other technologies that should be attractive to consumers such as real-time updates on cell phones and the internet. Wireless internet on the buses should also be considered as an attractive technology especially for commuters and students.

- **Senior/disabled discounted punch pass**

Currently Oshkosh Transit does offer senior/disabled discounts, however a discounted punch pass is not available at this time. Based on public input these punch passes are popular amongst the area schools for transporting students with disabilities to and from school and school related activities.

- **Improvement of fare collection**

Technology is needed to improve fare collection to reduce fraudulent payments, eliminate the need for staff to count money, and accurately track finances in a timely and cost-effective fashion.

- **Joint promotions with retail commercial areas located along bus routes**

It is a fact that transit contributes to economic development, whether it be access to jobs or goods and services. Establishing joint promotions and relationships with area businesses should be a win-win for both Oshkosh Transit and participating businesses.

- **More shelters/benches at high traffic stops**

Although benches and shelters cannot be placed at every stop, it is important that high traffic stops continue to include benches and shelters, especially where there is a knowingly high concentration of young, elderly, and disabled populations.

IDENTIFICATION OF SERVICE PRIORITIES FOR FUTURE BUDGETING

Numerous changes in funding levels and structure are anticipated for transit in the State of Wisconsin in the near future, in which transit systems are expected to lose a substantial portion of state and federal operating assistance. However, little is known at this time.

State Cuts and Legislative Impacts

A recently proposed state budget repair bill could strip collective bargaining rights away from public unions. This could result in the loss of federal operating assistance, which requires collective bargaining rights for employees of publicly managed systems be in place in order to obtain federal operating assistance. Privatization of the system may be one strategy to resolve this issue. The current proposed State Biennial Budget also calls for a 10 percent reduction in state transit aid over a two year period and a shift in transit funds from the transportation fund to the general fund.

Federal Cuts and Legislative Impacts

Oshkosh Transit could also lose federal operating assistance if two other state transit systems' service areas (Valley Transit in the Fox Cities and Green Bay Metro) exceed 200,000 people with the processing of the 2010 census anticipated for the spring of 2012. When an urbanized area reaches this threshold it is designated as a transportation management area (TMA) and federal operating assistance is stripped. Federal transit funding comes into Wisconsin as one lump sum and is allocated amongst tiered peer systems. Less federal money collectively coming into the state would result in federal funding losses for all transit systems in Wisconsin.

Service Priorities

To begin planning ahead for these unknown funding cuts, the steering committee conducted an identification of service priorities to assist in determining where cuts may need to occur and which service characteristics are most vital to the transit system. Table 57 identifies primary service priorities; with high frequency service (1/2 hour) ranking number one overall. Additional analysis will need to be conducted once funding level cuts are known.

**TABLE 57
SERVICE PRIORITIES**

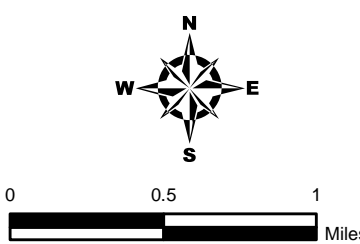
Service	Average Score	Rank
High frequency service (1/2 hour) which misses some destinations	2.73	1
Evening service (after 6pm)	3.00	2
Low fares	3.09	3
Earlier morning service (before 6am)	5.00	4
Limited Saturday service	5.55	5
All day Saturday service	5.64	6
Low frequency service (one hour) which covers more destinations	5.73	7
Above and beyond ADA paratransit services	6.73	8
Other: Economical way to transport anywhere in City of Oshkosh	8.36	9
Other: Access to Jobs program	8.45	10
Other: Better connectivity with Valley Transit	8.73	11

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Exhibit 94 Oshkosh Transit System Proposed System Alternative #1

- ★ Transit Center
- ★ Proposed Transfer Point
- Proposed Route 1
- Proposed Route 2
- Proposed Route 3
- Proposed Route 4
- Proposed Route 5
- Proposed Route 6
- Proposed Route 7
- Proposed Route 8
- Proposed Route 9, Alt. 1
- Proposed Route 10, Alt. 2
- City
- Township

Source: Route Data provided by City of Oshkosh, 2005;
Updated 2010 based on OTS route descriptions.
Digital Base Data provided by Winnebago County, 2010.



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This map shows the approximate relative location of property boundaries but was not prepared by a professional land surveyor. This map is provided for informational purposes only and may not be sufficient or appropriate for legal, engineering, or surveying purposes.

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EAST CENTRAL WISCONSIN
REGIONAL PLANNING COMMISSION-June 2011

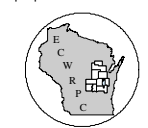


Exhibit 95

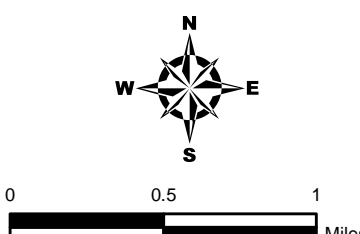
Oshkosh Transit System

Proposed System

Alternative #2

- ★ Transit Center
- Proposed Route 1
- Proposed Route 2
- Proposed Route 3
- Proposed Route 4
- Proposed Route 5
- Proposed Route 6
- Proposed Route 7
- Proposed Route 8
- Proposed Route 9, Alt. 2
- Proposed Route 10, Alt.1
- City
- Township

Source: Route Data provided by City of Oshkosh, 2005;
 Updated 2010 based on OTS route descriptions.
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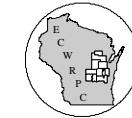
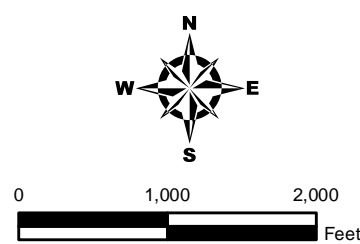


Exhibit 96 Oshkosh Transit System Proposed Route 1

- ★ Transit Center
- ~ Proposed Route 1
- City
- Township

Source: Route Data provided by City of Oshkosh, 2005;
Updated 2010 based on OTS route descriptions.
Digital Base Data provided by Winnebago County, 2010.



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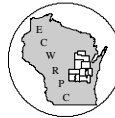


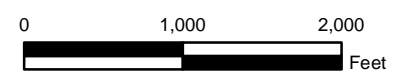
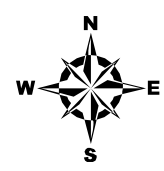
Exhibit 97

Oshkosh Transit System

Proposed Route 2

- ★ Transit Center
- ↗ Proposed Route 2
- City
- Township

Source: Route Data provided by City of Oshkosh, 2005;
 Updated 2010 based on OTS route descriptions.
 Digital Base Data provided by Winnebago County, 2010.



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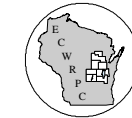






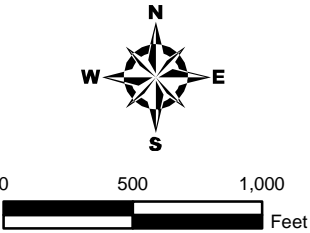
Exhibit 98

Oshkosh Transit System

Proposed Route 3

-  Transit Center
-  Proposed Route 3
-  City
-  Township

Source: Route Data provided by City of Oshkosh, 2005;
Updated 2010 based on OTS route descriptions.
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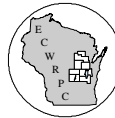




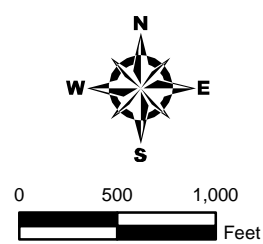
Exhibit 99

Oshkosh Transit System

Proposed Route 4

-  Proposed Route 4
-  City
-  Township

Source: Route Data provided by City of Oshkosh, 2005;
Updated 2010 based on OTS route descriptions.
Digital Base Data provided by Winnebago County, 2010.



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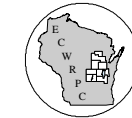


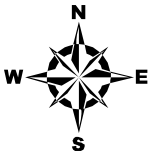
Exhibit 100

Oshkosh Transit System

Proposed Route 5

- ★ Transit Center
- ★ Proposed Transfer Point
- ~ Proposed Route 5
- City
- Township

Source: Route Data provided by City of Oshkosh, 2005;
Updated 2010 based on OTS route descriptions.
Digital Base Data provided by Winnebago County, 2010.



0 1,000 2,000
Feet

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REGIONAL PLANNING COMMISSION-April 2011



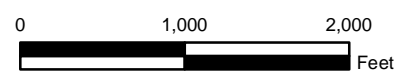
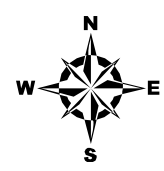
Exhibit 101

Oshkosh Transit System

Proposed Route 6

- ★ Transit Center
- ~ Proposed Route 6
- City
- Township

Source: Route Data provided by City of Oshkosh, 2005;
Updated 2010 based on OTS route descriptions.
Digital Base Data provided by Winnebago County, 2010.



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EAST CENTRAL WISCONSIN
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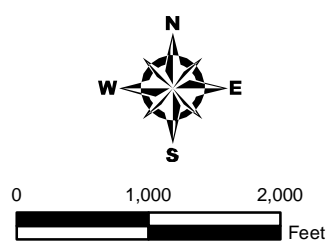
Exhibit 102

Oshkosh Transit System

Proposed Route 7

-  Proposed Transfer Point
-  Proposed Route 7
-  City
-  Township

Source: Route Data provided by City of Oshkosh, 2005;
 Updated 2010 based on OTS route descriptions.
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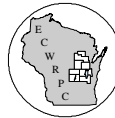






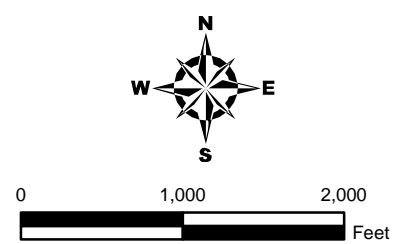
Exhibit 103

Oshkosh Transit System

Proposed Route 8

-  Transit Center
-  Proposed Route 8
-  City
-  Township

Source: Route Data provided by City of Oshkosh, 2005;
Updated 2010 based on OTS route descriptions.
Digital Base Data provided by Winnebago County, 2010.



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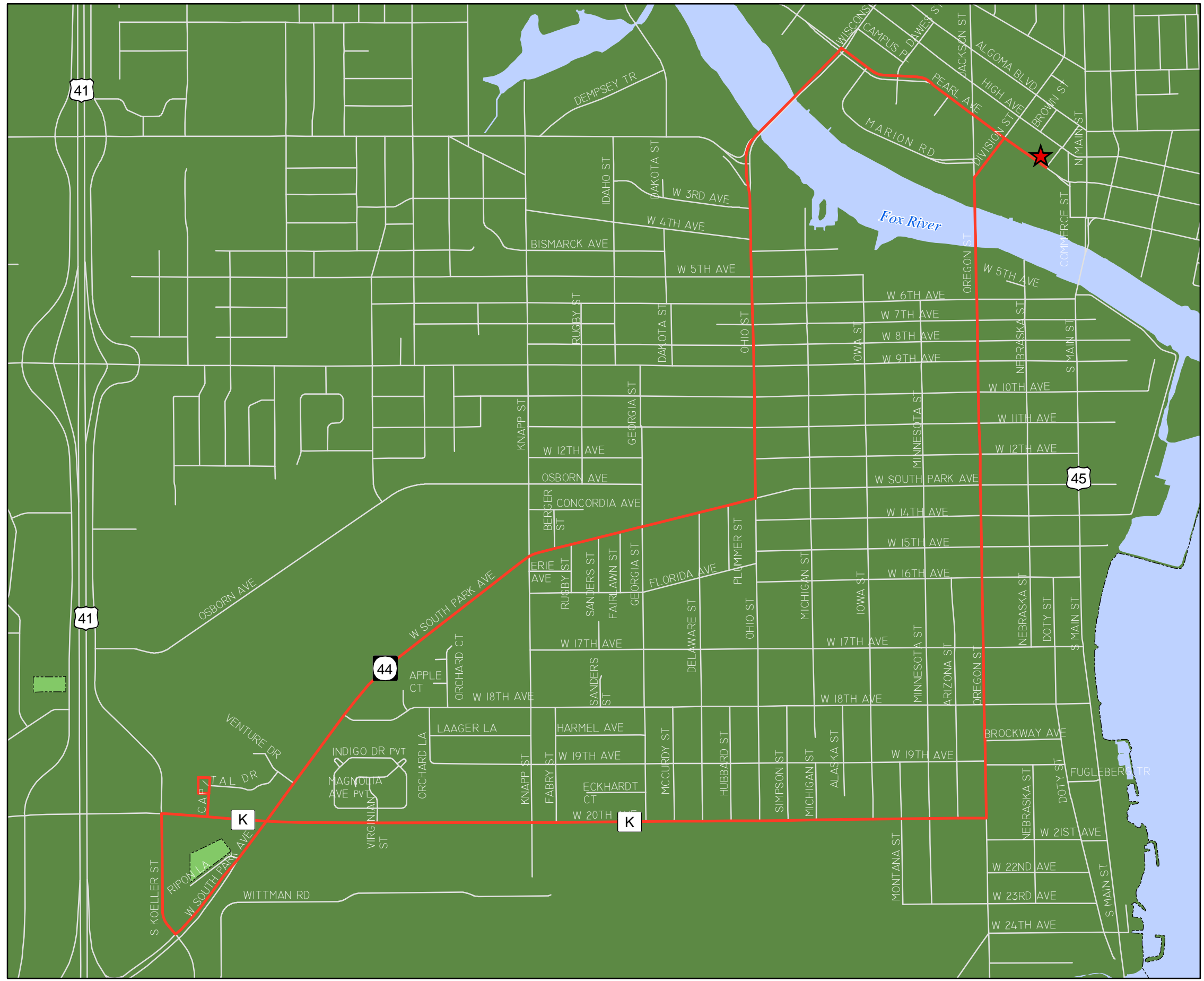
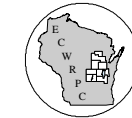





Exhibit 104

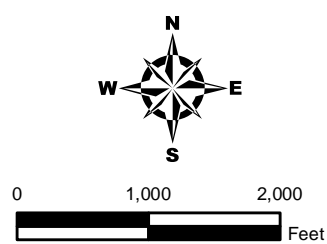
Oshkosh Transit System

Proposed Route 9

Alternative #1

-  Proposed Route 9, Alt #1
-  City
-  Township

Source: Route Data provided by City of Oshkosh, 2005;
Updated 2010 based on OTS route descriptions.
Digital Base Data provided by Winnebago County, 2010.



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Prepared By
EAST CENTRAL WISCONSIN
REGIONAL PLANNING COMMISSION-June 2011

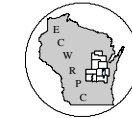





Exhibit 105

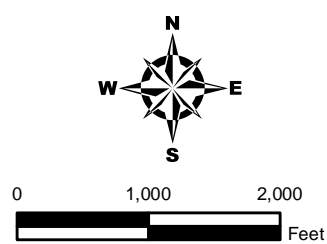
Oshkosh Transit System

Proposed Route 9

Alternative #2

-  Proposed Route 9, Alt #2
-  City
-  Township

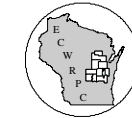
Source: Route Data provided by City of Oshkosh, 2005;
Updated 2010 based on OTS route descriptions.
Digital Base Data provided by Winnebago County, 2010.



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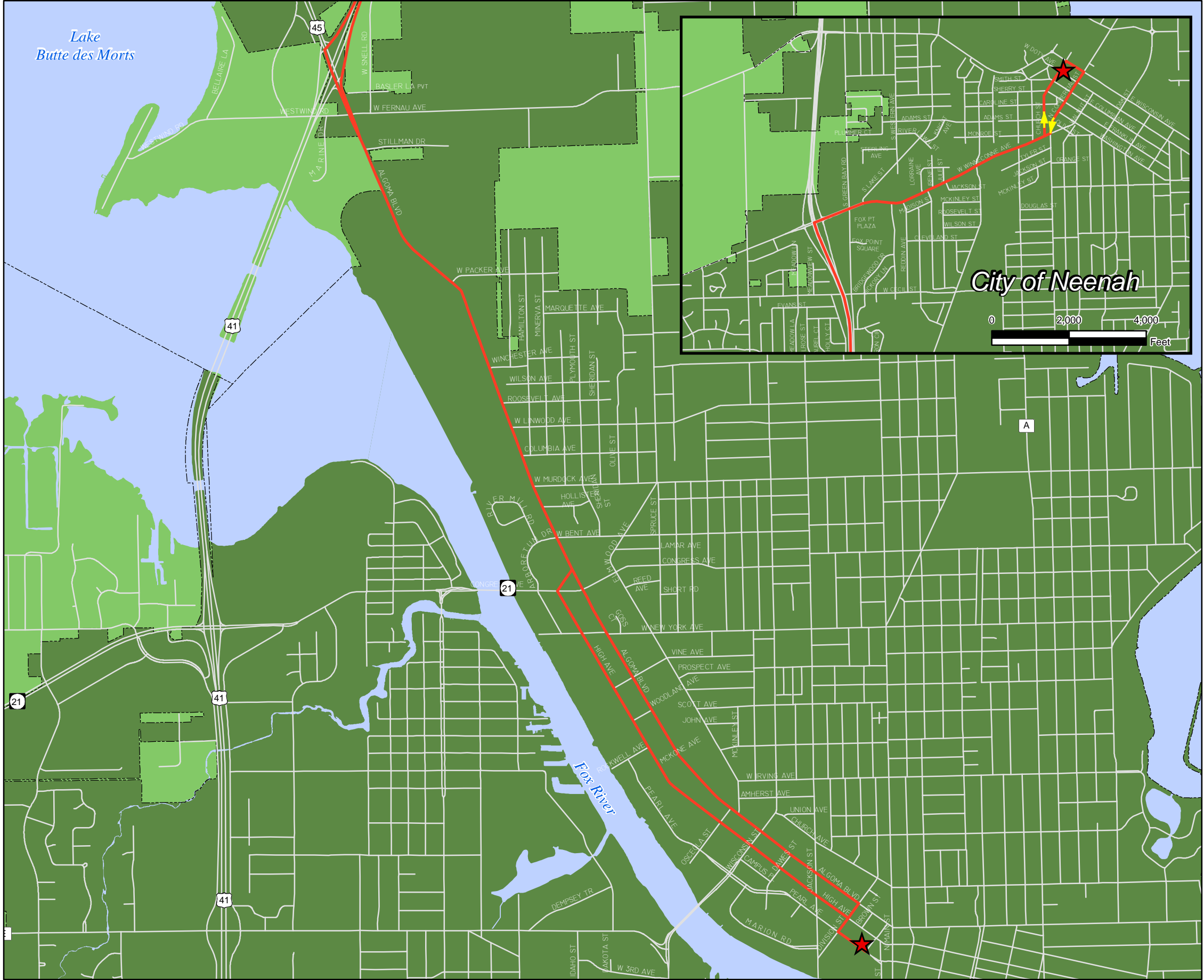
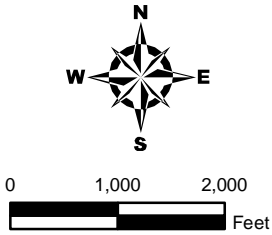


Exhibit 106
Oshkosh Transit System
Proposed Route 10
Alternative #1

- ★ Transit Center
- Proposed Route 10, Alt #1
- City
- Township

Source: Route Data provided by City of Oshkosh, 2005;
Updated 2010 based on OTS route descriptions.
Digital Base Data provided by Winnebago County, 2010.



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Prepared By
EAST CENTRAL WISCONSIN
REGIONAL PLANNING COMMISSION-April 2011



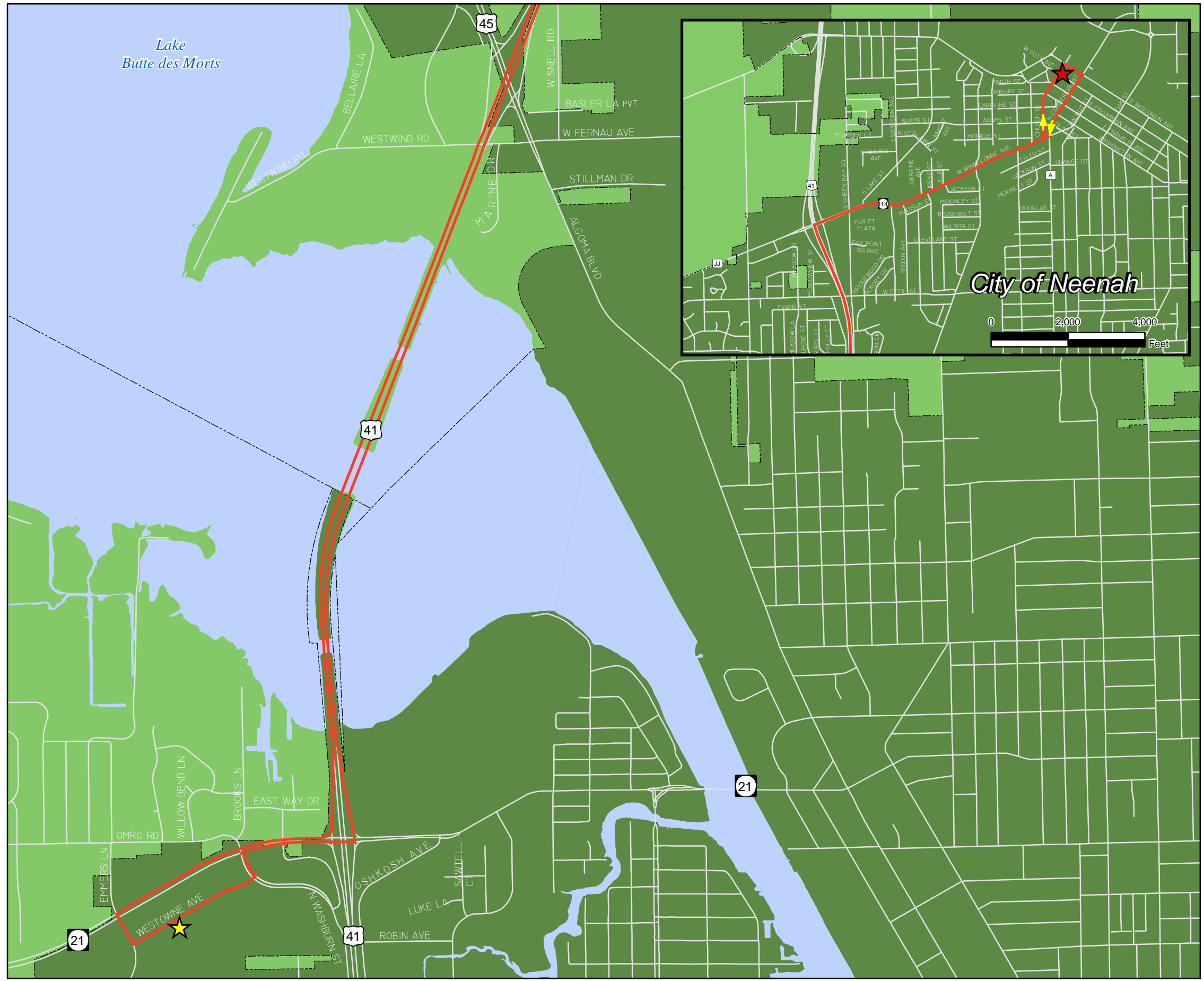
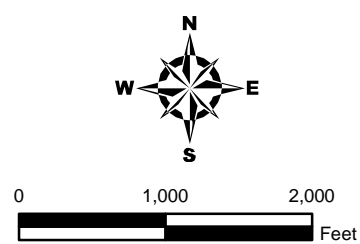


Exhibit 107 Oshkosh Transit System Proposed Route 10 Alternative #2

- ★ Transit Center
- ★ Proposed Transfer Point
- Proposed Route 10, Alt #2
- City
- Township

Source: Route Data provided by City of Oshkosh, 2005;
Updated 2010 based on OTS route descriptions.
Digital Base Data provided by Winnebago County, 2010.



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Prepared By
EAST CENTRAL WISCONSIN
REGIONAL PLANNING COMMISSION-April 2011



APPENDIX A: PUBLIC PARTICIPATION PLAN

Oshkosh Transit – Transit Development Plan (TDP) Public Participation Plan

Purpose

The purpose of this Public Participation Plan (PPP) is to establish procedures that allow for, encourage, and monitor participation of all citizens in the Oshkosh Transit System service area, including but not limited to low income and minority individuals, and those with limited English proficiency. While traditional means of soliciting public involvement may not reach such individuals, or might not allow for meaningful avenues of input, the intent of this effort is to take reasonable actions throughout the planning process to provide opportunities for historically under-served populations to participate.

This document will lay out procedures to provide opportunities for all area citizens to participate in the development of the Transit Development Plan (TDP) for the Oshkosh Transit System. The TDP is a short range plan (roughly 5 years) which analyzes all aspects of transit operations. Where appropriate, recommendations are made to improve these aspects of transit operations.

A notice will be posted in the local newspaper, noting the existence of this public participation plan and a copy of the public participation plan will be sent, at a minimum, to the stakeholders identified in Appendix A.

Goals and Objectives for the Public Participation Plan

Goal: The goal of the PPP is to offer real opportunities for the engagement of all citizens of the Oshkosh Transit System service area to participate in the development of a Transit Development Plan (TDP).

Objectives:

- To determine what non-English languages and other cultural barriers exist to public participation within the Oshkosh area.
- To provide a general notification of meetings, particularly forums for public input, in a manner that is understandable to all populations in the area.
- To hold meetings in locations which are accessible and reasonably welcoming to all area residents, including, but not limited to, low-income and minority members of the public.
- To provide avenues for two way flow of information and input from populations which are not likely to attend meetings.
- To provide a framework of actions appropriate to various types of plans and programs, as well as amendments or alterations to any such plan or program.
- To use various illustrative visualization techniques to convey the information including but not limited to charts, graphs, photos, maps and the internet.

Identification of Stakeholders

Stakeholders are those who are either directly, or indirectly, affected by a plan, or the recommendations of that plan. Those who may be adversely affected, or who may be denied benefit of a plan's recommendation(s), are of particular interest in the identification of specific

stakeholders. Stakeholders are broken down into several groups: general citizens, minority and low-income persons, public agencies, and private organizations and businesses.

General Citizens: There are 71,064 residents in the Oshkosh Urbanized Area (U.S. Census, 2000). Over 93 percent of the population of the urbanized area consider themselves to be of solely of a white race. Over 99 percent of the households have someone over the age of 14 who speaks English, with 92 percent speaking only English in the home.

Some of the techniques that can be used to engage the general population are public notices of meetings in the local newspaper, open house format public information meetings. While these techniques will continue, staff will make a greater effort to engage the general public, possibly with techniques such as, nominal group exercises, surveys, use of local news media, etc.

Minorities: Minority populations make up a fairly small percentage of the population in the Oshkosh urbanized area. (See Table 1.) Persons of Asian races make up the largest minority, with just over 2.5 percent of the total population of the urbanized area. Hispanic and Black persons account for 2.01 percent and 1.81 percent of the population, respectively. There are also a small number of American Indian/Alaska native (0.5 percent) and Hawaiian/Pacific Islander individuals (0.02 percent). Persons who consider themselves to be of more than one race account for just over 1 percent of the population.

Engaging minority, and low-English proficiency populations can be challenging. Language and cultural differences may not be compatible with the more traditional means of engaging the public in the planning process. The Oshkosh Transit – Transit Development Plan Steering Committee will make reasonable efforts to engage minority populations using techniques, such as including notations in public notices in appropriate non-English languages that will provide a contact where the individual can be informed of the process/project, and will have the opportunity to give input. Focus groups may also be established for the purpose of gaining input from a particular defined portion of the community. Also, advocacy groups can be a good resource for contacts and dissemination of information to minority and low-English proficiency populations. Such advocacy groups or agencies can have insight into the needs of the under-represented populations, as well as providing valuable contacts or arenas for input. Contacts with local translators should also be maintained, and used as requested and needed.

TABLE 1
Oshkosh Urbanized Area Population

Oshkosh urbanized area - Race

Category	Number	Percent of Pop.
Total	71,064	100.00%
Total one race	70,253	98.86%
White	66,228	93.19%
Black	1,284	1.81%
American Indian/Alaska native	354	0.50%
Asian	1,821	2.56%
Hawaiian & Pac. Islander	14	0.02%
Other	552	0.78%
Two or more races	811	1.14%
Hispanic	1,431	2.01%

Source: U.S. Bureau of the Census, 2000.

Low-income: Low income households, those under 150 percent of the local poverty level, account for over 17 percent of all households in the urbanized area, and 9.3 percent of the population were actually below the local poverty level, based on 1999 incomes. Low income populations of the Oshkosh urbanized area should be given every reasonable opportunity to provide input on transportation plans and programs, to avoid disproportionate harm, or lack of benefit, of transportation programs and projects.

While low-income individuals may have access to all of the traditional means of public involvement, discussed under "general public", they may be less likely to become involved, or offer input. Some methods of gaining input either directly or indirectly from this portion of the population include focus groups, informal interviews, and agency/advocacy group contacts.

Public Agencies: Public agencies can provide valuable input to the planning process, in addition to assisting in gaining participation from traditionally under-represented populations. Pertinent public agencies include those that have clients who fall into under-represented populations, including but not limited to minorities, low-income, and limited English proficiency households. These agencies have great insight into the transportation needs of their clients and are useful partners in overcoming difficult barriers that may not be understood by professionals dealing more distinctly with the provision of transportation services.

Private Organizations and Businesses: Private organizations and businesses offer a number of perspectives that are valuable to the planning process. Often, transportation for employees is of critical concern to private sector employers. For that reason, representation of private business interests will be welcomed in the planning process.

Public Participation Plan

This document, upon its adoption, is to serve as the PPP for the Oshkosh Transit –Transit Development Plan Steering Committee. Availability of the policy for review will be advertised in a manner reasonably expected to reach the general public, as well as minority populations, low-income persons, and other traditionally under-served populations. This could occur through contacts mentioned earlier in this document, notification of contacts available in English, Spanish, and Hmong languages, in addition to traditional public notices in local newspapers. A preliminary schedule of the planning process is included in Table 2.

Public involvement is important at all stages of plan development. Opportunities for participation for both users and nonusers of the Oshkosh Transit System will be available. Both an onboard survey and a nonuser survey are scheduled for implementation throughout this process. A public input/comment period on the draft plan is also tentatively scheduled for the spring of 2011. A notice will be posted in the local newspaper. People can also obtain information about the process from, or submit input to, both the Oshkosh Transit System and the East Central Wisconsin Regional Planning Commission (lead agency in the plan development process).

Oshkosh Transit
926 Dempsey Trail
Oshkosh, WI 54902
Phone: (920) 232-5340
Fax: (920) 232-5343
Contact: Chris Strong, Transportation Director - CStrong@ci.oshkosh.wi.us

East Central Wisconsin Regional Planning Commission
400 Ahnaip Street, Suite 100
Menasha, WI 54952
Phone: (920) 751-4770
Fax: (920) 751-4771
Contact: Jason Kakatsch, Principal Transportation Planner – jkakatsch@eastcentralrpc.org

Other stages of the planning process, such as reviewing draft documents and mapping, are more conducive to other techniques. Documents are available for review at Oshkosh Transit Offices, located at 926 Dempsey Trail in Oshkosh, and on the Oshkosh Transit System's website listed below:

www.oshkoshtransit.com

If materials are requested in Spanish, Hmong, large type and/or Braille, staff will make a reasonable attempt to accommodate those needs. Other techniques could also be determined to be useful at any particular stage of the process, and new and different techniques will be utilized as deemed appropriate.

TABLE 2
Oshkosh Transit System – Transit Development Plan (TDP) Timeline

Oshkosh Transit Development Plan (TDP) Timeline	January-10	February-10	March-10	April-10	May-10	June-10	July-10	August-10	September-10	October-10	November-10	December-10	January-11	February-11	March-11	April-11	May-11	June-11
OTS Overview/Data Collection																		
Mapping																		
Transit Model Route/System Analysis and Alternative Testing (HNTB subcontract)																		
Steering Committee Kickoff - OTS Overview, Plan Goals and Objectives, Issue Identification, Public Participation Plan, Survey Development		SC																
Posting and Distribution of the Public Participation Plan																		
Public Participation and Input																		
Oshkosh Transit Staff Input/Survey																		
Stakeholder Interviews																		
On-board Survey/Boarding and Alighting Counts																		
Steering Committee - Mapping, OTS Staff Input/Survey, Stakeholder Interviews, Onboard Survey and Boarding and Alighting Count Update, Transit Model					SC													
Survey/Boarding and Alighting Analysis																		
System Accessibility Analysis																		
Steering Committee - Survey/Boarding and Alighting Results, Nonuser Survey Development and Stakeholder Identification, System Accessibility								SC										
Nonuser Survey Implementation and Analysis																		
Peer Analysis/Evaluation of Performance																		
Steering Committee - Nonuser Survey Results/Peer Analysis/Evaluation of Performance											SC							
Plan Development																		
Steering Committee - Review of Draft Plan/Transit Model Testing Analysis/Final Recommendations														SC				
Plan Updates																		
Steering Committee - Public Hearing and Plan Adoption																	SC	
Plan Production and Distribution																		

Outreach Efforts

In addition to the outreach efforts identified earlier in this policy, staff will use the following techniques during its planning studies, as deemed appropriate by staff and the Oshkosh Transit – Transit Development Plan Steering Committee:

- Presentations to professional, citizen, and student organizations.
- Articles in community newsletters.
- Press releases and meetings with local media representatives.
- Informal conversations with individuals and small groups.
- Interviews with people who are or could be affected by study recommendations.
- Presentations by experts on various transit-related subjects.
- User and non-user surveys.
- Use various illustrative visualization techniques to convey the information including but not limited to charts, graphs, photos, maps and the internet.

Other techniques will be examined to determine the best methods of involving all segments of the service area population in the planning process.

Availability of Planning Documents: Hard copies of documents, upon completion, will be available at the Oshkosh Transit Office, located at 926 Dempsey Trail in Oshkosh. Electronic versions of the documents will be available on the Oshkosh Transit System's website.

www.oshkoshtransit.com

Methods of Addressing Comments: Comments will be documented, presented to decision-making bodies, modified in the contents of the document as necessary, and will be included in the appendices of planning products after they are approved and published. Comments received after studies and other planning products are completed and approved will be documented and referenced when amending or updating the planning products in the future.

Responses to Information Requests and Comments: Information can be requested from staff in person and by phone, fax, e-mail, and U.S. mail.

Appendix A

Public Participation Plan Contact List

ADVOCAP, Inc.
American Red Cross
Cabulance
Chamco, Inc.
City of Oshkosh Community Development Dept.
City of Oshkosh Parks Dept.
City of Oshkosh Public Library
Fox Valley Technical College
Goodwill Industries, Inc.
Greyhound Bus Lines
League of Women Voters
Oshkosh Housing Authority
Oshkosh Parochial Schools
Oshkosh Public Schools
Oshkosh Senior Center
Salvation Army
Town of Algoma
Town of Black Wolf
Town of Nekimi
Town of Omro
Town of Oshkosh
Unified Catholic Schools of Oshkosh
United Way
University of Wisconsin – Oshkosh
Winnebago County Sheriff's Dept.
Winnebago County, Human Services Dept.

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APPENDIX B: SUMMARY OF PROCEEDINGS

SUMMARY OF PROCEEDINGS

Oshkosh Transit: Transit Development Plan (TDP) Steering Committee
Prepared By: Jason Kakatsch, Principal Transportation Planner, ECWRPC
Oshkosh City Hall, Room 404
Wednesday, February 24, 2010
2:00 PM

Committee Members Present

Chris Strong	City of Oshkosh/Oshkosh Transit
Dave Vickman.....	City of Oshkosh/Oshkosh Transit
David Buck	City of Oshkosh Community Development Dept.
Arup Dutta	HNTB Corporation Madison
Holly Keenan	Making the Ride Happen
Jessica King	Oshkosh Common Council
Lea Kitz	ARC of Winnebago County
Maureen Lasky	City of Oshkosh Downtown BID
Mary Louise Lewis.....	City of Oshkosh Transit Advisory Board
Beckie Pinnow	American Red Cross
Michael Norton	Winnebago County Board/Transit Advisory Board
Thomas Wolf	UW-Oshkosh Student Association
Jason Kakatsch	East Central WI Regional Planning Commission
Lori Hoover	East Central WI Regional Planning Commission (Intern)

1. Welcome and Introductions

Mr. Kakatsch called the meeting to order at 2:00 PM, welcomed the committee, and began introductions.

2. TDP Purpose and Timeline

Mr. Kakatsch began by giving an overview of the Transit Development Plan (TDP) process. This planning process will conduct a comprehensive review of the Oshkosh Transit System and offer strategies and recommendations to improve the system over the next 5 years. It was noted that the last TDP for the Oshkosh Transit System (OTS) was completed by East Central in coordination with OTS management back in 2005. Mr. Kakatsch referenced a draft timeline of the proposed planning process which was included in the draft Public Participation Plan (PPP) which was mailed/e-mailed to committee members prior to the meeting. Planning process tasks identified in the timeline were briefly discussed. Anticipated tasks include: route alternative testing in a computer-based transit model, staff surveys, stakeholder interviews, onboard survey, boarding and alighting counts, system accessibility analysis, nonuser survey, and peer analysis and evaluation of performance. It was also noted that the anticipated duration of the planning process be roughly eighteen months with plan adoption occurring in late spring/early summer of 2011. Steering Committee meetings are scheduled to occur on a quarterly basis.

3. Press Release/Public Participation Plan

Mr. Vickman noted that he intended to do a press release on the planning process after the first Steering Committee meeting. The press release will give an overview of the planning process and also identify a public input forum to be hosted on Oshkosh Transit's website.

The Committee proceeded by reviewing a draft copy of the Public Participation Plan (PPP) put together by Mr. Kakatsch. This plan outlines the planning process and identifies numerous ways to provide input throughout the planning process. Mr. Kakatsch noted that such public input opportunities will include things such as: onboard transit surveys, an internet input forum, a nonuser survey, stakeholder interviews, OTS staff input exercises, and public input session/hearing on the final plan. Mr. Kakatsch noted that the efforts of the Steering Committee and public participation will be the guiding force behind the development of the plan. Mr. Strong agreed that the public participation and the role of the Steering Committee are critical in this planning process. Mr. Kakatsch referred to Appendix A in the PPP which identifies key stakeholders that will receive a formal hardcopy of the PPP.

Mr. Kakatsch noted that upon its approval by the Steering Committee, he would post a legal notice in the *Oshkosh Northwestern* explaining how to access a copy of the PPP. Mr. Kakatsch will also work with Oshkosh Transit staff to include the PPP on their website. Ms. King suggested that the public participation process also utilize social-media networks like *Facebook*, local programming like *Oshkosh Today*, and other necessary resources to keep the planning process inviting to the general public. It was noted that OTS does currently utilize and provide updates on *Facebook*. Ms. Lewis expressed that there will need to be diverse input opportunities, as many users are computer illiterate. Mr. Kakatsch confirmed that he would work with OTS staff to ensure that all suitable resources are utilized to ensure the utmost level of public participation. Ms. King felt that other input opportunities like housing a station at the Transit Center with information and/or surveys would be of merit and offered to assist in that effort.

Ms. Kitz suggested that the stakeholders identified in Appendix A be expanded, as she had some recommendations for additions. Mr. Kakatsch asked committee members to submit any additional stakeholder additions to him by Friday, March 12th. Edits will be made and the legal notice will be posted. Mr. Norton made a motion to adopt the PPP with the suggested additions/edits. The motion was seconded by Ms. King and passed unanimously.

4. Oshkosh Transit Overview

Mr. Kakatsch proceeded by introducing what he envisions as the first chapter of the TDP. This draft chapter provides a comprehensive overview of the existing conditions of all aspects associated with OTS. The chapter includes a substantial amount of demographic/socioeconomic data as it relates to the City of Oshkosh and OTS users. Upon its completion, this chapter will also contain a set of maps of all current OTS routes. The committee briefly reviewed and discussed this chapter.

The committee discussed data in the chapter related to the funding structure of Oshkosh Transit. Ms. King questioned if and how the loss of federal operating assistance by Valley Transit in the Fox Cities, due to Transportation Management Area (TMA) designation by reaching 200,000 people with the processing of the 2010 Census, would impact Oshkosh Transit. Mr. Kakatsch noted that federal operating assistance is given to the State of Wisconsin, in which the State allocates funding amongst tier groups of like systems throughout the State. With Oshkosh being in the same tier group as Valley Transit, as well as Green Bay which is another system being faced with TMA designation, all systems in that tier group are going to be faced with a shortfall of funding. Ms. Kitz questioned how that population threshold is determined. Mr. Kakatsch noted that it is determined by population density of the urbanized area as part of the Census.

However, several groups at the federal level are trying to get this provision changed for the loss of federal operating assistance. Mr. Strong discussed the efforts of the *100 Bus Coalition* which is lobbying to get systems of over 200,000 people with 100 operating vehicles or less exempt from the loss of federal operating assistance. At the State level, there has been a lot of discussion about the need for Regional Transit Authorities (RTAs) with local taxing authority as an alternative revenue source. Mr. Vickman noted that a scenario with recommendations to address an anticipated revenue

shortfall should be incorporated into the TDP. Mr. Kakatsch agreed. Mr. Kakatsch also confirmed that there could be a feasible scenario in the future where the Fox Cities and Oshkosh Urbanized Areas merge together as one, which would result in guaranteed losses for Oshkosh Transit. However, Mr. Kakatsch did not envision this scenario occurring with the processing of the 2010 Census, but could potentially occur during the 2020 Census.

An inventory of existing equipment and facilities was examined. Ms. King expressed that she would like to see an effort to beautify the benches and shelters that are maintained by Oshkosh Transit. Mr. Vickman noted that four hybrid buses were awarded to Oshkosh Transit as part of the *American Recovery and Reinvestment Act (ARRA)*, with delivery anticipated for July of 2010. Mr. Kakatsch and Mr. Vickman also discussed an effort currently underway with UW-Oshkosh staff to get the Oshkosh Transit System on *Google Transit*, which is a transit trip planning tool.

Ms. Kitz recommended that other planning documents like the *Vision Oshkosh* document be examined for recommendations associated with Oshkosh Transit as a substantial amount of input had gone into such plans. Mr. Kakatsch noted that he does intend to review other local plans throughout the planning process and reference them in the TDP. Mr. Buck referenced other local plans that would be a great resource for this planning process. Mr. Kakatsch noted that the eventual goal will be to develop recommendations that are financially feasible throughout the life of the 5-year plan. Ms. Lewis noted that she anticipates a substantial amount of input on evening service and Sunday service, which is going to be very difficult to address due to finances.

It was concluded that the committee would adopt this chapter upon further review, as well as with the inclusion of the final existing route maps, at the next meeting in May.

5. Onboard Survey

The Steering Committee began reviewing a copy of a draft onboard transit survey that was conducted during the last TDP process back in 2005. That survey included questions related to transit trip characteristics and usage, socioeconomic data, and personal opinions and attitudes of the Oshkosh Transit System. Mr. Vickman also offered past surveys implemented by various transit systems throughout the State as a comparison. Mr. Kakatsch noted that this process requires a lot of manpower and has been communicating with a number of volunteer groups, including the League of Women Voters of Winnebago County which has assisted in past survey efforts, to help conduct the survey. Mr. Kakatsch noted that survey participation in the past has not been an issue for OTS. However as part of this survey effort, OTS has offered to provide a free bus ride ticket to each person as incentive to fill out a survey. All survey analysis and cross tabulation would be conducted in an SPSS database.

Mr. Kakatsch was concerned about the length (2 pages) of the 2005 survey, but felt that many of the questions in that survey would be useful as a base for the survey scheduled for implementation in the spring of 2010. Mr. Norton also noted that the length of the survey and the amount of time it takes to fill out the survey is critical, as individuals are constantly entering/exiting. Mr. Kakatsch noted that based on his experiences doing transit surveys, the demographic and socioeconomic portions of the surveys rarely fluctuate that much. He noted that when gas prices exceeded the \$4.00/gallon threshold, there was some slight changes in these datasets, however trends are pretty much back to where they were. Mr. Kakatsch noted that the most important pieces of the survey address trip characteristics and where people want to go. The committee decided to delete the vast majority of demographic/socioeconomic related questions and proceeded by consolidating the two page survey down to a one page survey. Mr. Wolf suggested that "environmental choice/responsibility" be added to the options for the question "why do you choose to use the bus system"? Mr. Strong also noted that he'd like to see "circle all that apply" added to that question as well. The committee agreed with both suggestions.

Mr. Buck suggested that a long form online survey (with demographic/ socioeconomic related questions) be made available through Oshkosh Transit's website while the short form onboard survey is implemented. The committee agreed. Mr. Kakatsch noted that East Central has had experience in implementing online surveys and didn't feel this would pose a problem. Oshkosh Transit staff offered to provide raffle prizes for an online survey to increase participation.

Ms. King suggested that a question be included on the online (long form) survey to gauge interest in the use of passenger rail. A brief discussion regarding passenger rail occurred. Mr. Kakatsch noted that he would devise a question for inclusion in that survey. Mr. Kakatsch also noted that East Central is currently examining the feasibility/interest in the long term restoration of passenger rail in Northeast Wisconsin.

6. Boarding and Alighting Counts

Mr. Kakatsch noted that boarding and alighting counts would also be conducted in conjunction with the onboard survey. These counts track the number of people entering and exiting the bus on every route, during every headway, for an entire service day. He also mentioned that bike rack and ramp/lift usage will also be counted. These counts are critical in adjusting/redesigning routes by tracking where people are entering and exiting the bus.

7. Oshkosh Transit Staff Survey

Mr. Kakatsch noted that he will be working with Oshkosh Transit staff to provide input opportunities for all Oshkosh Transit staff, including administrative staff, bus driver, and mechanics, etc. Mr. Kakatsch envisioned doing a one day S.W.O.T. (strengths, weakness, opportunities, and threats) exercise with all Oshkosh Transit staff, as their input in this planning process is critical.

8. Stakeholder Interviews

Mr. Kakatsch continued by proposing that some stakeholder interviews of agencies and organizations that have a vested interest in Oshkosh Transit. Mr. Kakatsch recommended that the stakeholders identified in the Public Participation Plan (PPP) be contacted regarding their interest in participating, as many of these groups represent/work with individuals that utilize and rely on Oshkosh Transit.

9. Homework – Issue Identification/S.W.O.T. Analysis

Mr. Kakatsch asked that committee members complete a homework exercise and return it to him by Friday, April 2nd, 2010. This assignment asks members to list strengths, weakness, opportunities, and threats associated with the Oshkosh Transit System, based up their own experiences and knowledge of the system. Mr. Kakatsch encouraged members to get out and use the system if they have not done so already. Mr. Vickman provided free monthly passes to committee members that were interested. Mr. Kakatsch confirmed that he will compile all of the committee member responses for review at the next meeting in May.

10. Next Meeting Date

It was concluded that the next meeting be held on Wednesday, May 26th, 2010 at 2:00 PM in Room 404 of the Oshkosh City Hall. Ms. King suggested that someone from the *Oshkosh Northwestern* be invited to participate on the Steering Committee for future meetings. OTS staff and Mr. Kakatsch noted that they would pursue that.

11. Adjourn

The meeting was adjourned at 4:02 PM.

SUMMARY OF PROCEEDINGS

Oshkosh Transit: Transit Development Plan (TDP) Steering Committee
Prepared By: Jason Kakatsch, Principal Transportation Planner, ECWRPC
Oshkosh City Hall, Room 404
Wednesday, May 26th, 2010
2:00 PM

Committee Members Present

Chris Strong	City of Oshkosh/Oshkosh Transit
Dave Vickman.....	City of Oshkosh/Oshkosh Transit
Holly Keenan	Making the Ride Happen
Jessica King	Oshkosh Common Council
Lea Kitz	ARC of Winnebago County
Michael Norton	Winnebago County Board/Transit Advisory Board
Aaron Campbell	UW-Oshkosh Student Association
Joe Blohm	UW-Oshkosh
Joe Kapper	WisDOT
Jason Kakatsch	East Central WI Regional Planning Commission
Nickolas Musson.....	East Central WI Regional Planning Commission
Lori Hoover.....	East Central WI Regional Planning Commission (Intern)
Elizabeth Schultz.....	East Central WI Regional Planning Commission (Intern)

1. Mr. Kakatsch called the meeting to order at 2:00 PM and began introductions.
2. Review and approval of the Summary of Proceedings from February 24th, 2010.

Mr. Kakatsch stated that the summary of proceedings from the February 24th, 2010 meeting was enclosed in the meeting materials. Mr. Kakatsch asked the committee if there was any discussion or comments on the summary of proceedings. Hearing none, Mr. Kakatsch asked the committee for a motion to approve the summary of proceedings. Mr. Norton made a motion to approve the summary of proceedings. Mr. Vickman seconded the motion and the motion passed unanimously.

3. Oshkosh Transit Development Plan Update

- Route Mapping

Mr. Kakatsch began the discussion by going through the series of draft maps in the committee member's packet including the route maps, existing land use map, ¼ mile buffer map, low income map and the non-white population concentration map. Mr. Kakatsch mentioned that he will use a transit model to test the service and develop alternative or new routes. The transit model is made up of Traffic Analysis Zones (TAZ) that has socioeconomic data attached to it. Mr. Vickman stated that there are some route deviations not on the maps that they would like added. Mr. Kakatsch explained that he will work with Mr. Vickman to add these deviations.

- Onboard/Transit Center Survey

Mr. Kakatsch announced that on April 27th, 2010 staff and volunteers performed the onboard and transit center survey. Mr. Kakatsch went through the transit survey questions and the handout displaying the results. Mr. Kakatsch mentioned that there were some open ended questions on the survey asking respondents where they would like to see additional service/other comments and is in the process of compiling that data. However, at a glance Mr. Kakatsch noted that the demand for extended hours of service in the evening clearly stood out. Other comments which stood out included Sunday service and service to destinations not currently being covered i.e. the outlet mall, 20th Avenue YMCA, and the industrial park.

Survey results showed that Oshkosh Transit has great accessibility with the majority of respondents only needing to walk one block or less both to the bus from their origin or from the bus to their final destination. With regards to trip purpose, the majority of respondents were either K-12 or university students. This trend is comparable to the onboard survey conducted in 2004. The vast majority of users noted that they use Oshkosh Transit because they cannot drive and have no other transportation options. Two-thirds of respondents confirmed that they anticipated using the system again at some point throughout the day.

Mr. Kakatsch noted that the average transit user is using the system about 5 or 6 times per week and about the same frequency as they did compared to one year ago. The data also concluded that about 8 percent of respondents are new users. As for respondents that noted they were using the system less than they did one year ago, Mr. Kakatsch noted that he expected the economy to be the factor for the loss of rider-ship, but it appears that users are biking and walking more.

Mr. Strong asked if there will be cross tabulation with the data and Mr. Kakatsch explained that the data was inputted into a SPSS data base which allows for cross tabulation. Mr. Kakatsch noted that he had some analysis in mind, but asked the committee to let him know if they have any suggestions on any cross tabulation analysis they would like to see conducted. Mr. Strong noted that he would like to see some analysis done on what the trip purpose of new riders is. Mr. Vickman asked if Mr. Kakatsch is going to compare the new data to the 2004 survey data and Mr. Kakatsch explained that there will be a comparison in the plan. Mr. Kakatsch announced that he will bring the existing conditions and survey chapters to the next meeting for review and approval.

- Internet Survey

Mr. Kakatsch explained that there was an internet survey posted on the Oshkosh Transit website and about 20 responses have been received thus far. The survey was a longer form, consisting of two pages. Ms. Kitz stated that a good portion of bus users most likely do not have access to the internet. Mr. Kakatsch mentioned that he is examining several different methods to ensure all individuals have access to and the ability to submit a survey. Mr. Kakatsch hopes that the stakeholder interview process will help in this effort by encouraging these organizations, agencies, and businesses to encourage their clientele and employees to participate.

Ms. Kitz asked if there were other surveys for other transit services other than bus. Mr. Kakatsch explained that most plans he has seen are solely focused on fixed route buses but it his intention, as he has done with past transit development plans he has written, to incorporate all services. Mr. Vickman noted that he has recently conducted a survey of the ADA service and will give Mr. Kakatsch the data when he is done compiling it for consideration in the TDP. At a glance, Mr. Vickman noted that one of the biggest requests regarding ADA paratransit is same-day service, which he noted is very difficult. A brief discussion of Oshkosh Transit's ADA service area occurred.

Mr. Vickman noted that the initial goal of the internet survey was to draw feedback from more nonusers. Mr. Vickman explained that he has sent articles and press releases on this effort to the Northwestern, but has had no response. Mr. Norton suggested trying the Buyers Guide. Mr. Strong explained that it all comes down to money. Mr. Kakatsch noted that he will look into the Buyers Guide and local access. Ms. Kitz noted that there should be a statement on survey explaining that this survey is not just for bus users. Mr. Vickman asked if there is a way that the survey could be re-structured for non-users. Mr. Campbell explained that the survey should be shorter if you want college students to fill it out. Mr. Vickman asked Mr. Kakatsch when he expected to be done with surveying and Mr. Kakatsch stated that in order to get a quality response, and especially from university students, the survey would need to be extended and marketed through the fall. Mr. Blohm noted that it is important that the survey is also marketed to university faculty and staff. Mr. Kakatsch and Mr. Vickman noted that they would work together to ensure alternative formats/accessibility of the survey such as posting it at the library, in the Buyers Guide, and through the university.

- **Boarding and Alighting Counts**
Mr. Kakatsch explained that he was hoping to do the boarding and alighting counts this spring. However, due to construction, which has triggered numerous transit route detours, will plan on doing the counts in the fall when routes are back on route and when school is in session. Mr. Kapper questioned whether or not the use of bike racks would also be tracked. Mr. Kakatsch confirmed that they would be counted. In the interim, Mr. Kakatsch went over boarding and alighting count data from 2004, which will be analyzed, compared to data collected this coming fall.
- **Steering Committee S.W.O.T. Results**
Mr. Kakatsch explained that he handed out S.W.O.T. (strengths, weaknesses, opportunities, and threats) worksheets at the last meeting to the committee members and only received three back. Mr. Kakatsch went over the results of the Steering Committee S.W.O.T. analysis.
- **Oshkosh Transit Staff S.W.O.T. Results**
Mr. Kakatsch noted that there was a substantial amount of feedback received as part of a S.W.O.T. exercise with Oshkosh Transit staff, which was conducted in three separate sessions. Mr. Kakatsch referred to the handout outlining all of the feedback received.

A discussion took place on no formalized stops as a weakness. Mr. Kakatsch explained that Oshkosh Transit has a relatively liberal boarding policy, where the buses will pick up at any intersection. This leads to an undetermined number of stops during each route headway, which can greatly impact route run time, often putting the bus behind schedule. Formalized stops would reduce the number of stops needed along the route, which would save on time, making the route more efficient. Mr. Kakatsch referred to boarding and alighting counts conducted in 2004, where several instances occurred where there were stretches when the bus would stop at each intersection. Mr. Kakatsch noted that by setting formal bus stops that are adequately spaced out, (recognizing that ¼ mile or roughly 4 blocks is commonly used by many systems for placing bus stops) a substantial amount of time could be saved on each route. By spacing out bus stops roughly ¼ mile from each other, a consumer being exactly in between two stops is never more than one-eighth of a mile or two blocks away from the nearest bus stop. This would allow for some breathing room in terms of route timing and could lead to extended areas of service. Mr. Norton stated that there should be an acceptance for those people who are disabled. Mr. Kakatsch agreed. Mr. Campbell explained that the biggest complaint amongst students is reliability of the buses, as Route 6 serving UW-Oshkosh is often between 3 and 10 minutes late. This greatly impacts student use and perception of the system. Mr. Norton noted that he feels that route distance is also a major factor, especially for Route 9.

Ms. Kitz asked if we are going to consider new routes throughout this planning process. Mr. Kakatsch explained that upon a comprehensive analysis of all of the information collected, slight tweaks to existing routes, route alternatives, and entirely new routes could be formulated and tested in a transit model to gauge performance. Final route recommendations addressed in the plan will be those that serve demand in the most efficient and cost-effective manner. Mr. Kakatsch again noted that he feels that the system has great accessibility and coverage to the point where some routes may be competing with each other. There are also stretches where service is being provided with no ridership being generated. By spreading out these resources in an efficient manner other high demand areas could be served. Utilization of the previously discussed transit model will aid in this analysis. Ms. Kitz noted that service to the industrial parks is also a need, especially during hours when the system is not currently operating, before 6am and after 6pm, for second and third shift jobs. Mr. Kakatsch noted that service to the industrial parks will be examined. Ms. Kitz felt that it is important for local employers to recognize the need for transit and should want to contribute to ensure access to transportation for those that need it to fill jobs. Mr. Kapper noted that LEHD (longitudinal employment and household dynamics) data could be examined to look at where people live compared to where they work. Extended service to county facilities and parks was also discussed. Mr. Kakatsch reaffirmed that the goal of the plan is to develop recommendations that are financially feasible. Unless additional revenue can be brought in, any extension of service will most

likely result from a service cut somewhere else. A discussion took place on satellite transfers and bus lanes. It was noted that bus lanes are very expensive due to infrastructure costs.

Ms. Keenan asked if there is anything we can do to see why elderly and disabled nonusers are not riding. Mr. Vickman explained that there is a major correlation between transit use and pedestrian access. Some elderly and/or disabled individuals will not use the fixed route system because of limitations as to where they can go once they get off the bus. Mr. Norton stated that there was a dedicated route in the past for the elderly, which was also open to the public, which hit key destinations where seniors wanted to go. Use of that route diminished and it was eliminated. Mr. Norton also noted that the actions and language of some riders, especially student-aged riders, often deters other users from using the system.

- Public Comment Forum

Mr. Kakatsch noted that a public comment forum has been developed on Oshkosh Transit's website, which asks three questions: what do you like the most about Oshkosh Transit?, how can Oshkosh Transit improve in the next five years? and other comments/concerns. All responses are then e-mailed to Mr. Kakatsch. A listing of categorized comments amongst the 98 e-mails received to date was discussed, again most of which commented on the need for extended service hours and areas. A discussion took place on event transportation as another source for income. Mr. Strong and Mr. Kakatsch briefly explained the limitations on providing event transportation under federal charter regulations.

- Stakeholder Interviews

Mr. Kakatsch explained that Mr. Vickman, Mr. Strong and himself sat down to put together a list of stakeholders to contact for providing input in the planning process and identified a smaller list for face to face interviews with key stakeholders. Mr. Kakatsch asked if there is anyone else that needs to be added to the list. Committee members suggested adding the following stakeholders to the larger list: Oshkosh Chamber of Commerce (it was noted that Oshkosh Chamber of Commerce and Chamco are two different entities), Oshkosh Area Economic Development Corp., Oshkosh Community Food Pantry, Christine Ann Center (domestic violence shelter), and the Place 2B.

- System Accessibility Analysis

Mr. Kakatsch noted that East Central will be conducting an inventory and analysis of all existing/marked bus stops this summer to examine any deficiencies/safety concerns. These stops will be plotted using GPS, have photo of the stop tied to the GPS coordinates, and include field notes regarding any deficiencies. Also, once the boarding and alighting counts are conducted in the fall, existing and unmarked stops will be reassessed based on traffic. This will ensure that any recommendations in this planning process with regards to a formal bus stop policy will utilize the safest, most accessible, effective, and efficient stops.

- Google Transit Trip Planner

Mr. Kakatsch announced that East Central, Oshkosh Transit, and UW-Oshkosh are working together to covert data to get OTS on the Google transit trip planner website. This will allow the user to get directions using Oshkosh transit by in-putting origin and destination information.

4. Next Meeting Date

The next meeting is scheduled for Wednesday, August 25, 2010 at 2:00 PM in Room 404 of the Oshkosh City Hall.

5. Adjourn

The meeting was adjourned at 3:45 PM.

SUMMARY OF PROCEEDINGS

Oshkosh Transit: Transit Development Plan (TDP) Steering Committee
Prepared By: Jason Kakatsch, Principal Transportation Planner, ECWRPC
Oshkosh City Hall, Room 404
Wednesday, August 25, 2010
2:00 PM

Committee Members Present

Chris Strong City of Oshkosh/Oshkosh Transit
Dave Vickman..... City of Oshkosh/Oshkosh Transit
Mary Louise Lewis..... City of Oshkosh Transit Advisory Board
Holly Keenan Making the Ride Happen
Lea Kitz ARC of Winnebago County
Aaron Campbell UW-Oshkosh Student Association
Joe Blohm UW-Oshkosh
Jerry Shadewald HNTB-Madison
Jason Kakatsch East Central WI Regional Planning Commission

1. Mr. Kakatsch called the meeting to order at 2:00 PM and began introductions.
2. Review and approval of the Summary of Proceedings from May 26, 2010.

Mr. Kakatsch stated that the summary of proceedings from the May 26, 2010 meeting was enclosed in the meeting materials. Mr. Kakatsch asked the committee if there was any discussion or comments on the summary of proceedings. Hearing none, Mr. Kakatsch asked the committee for a motion to approve the summary of proceedings. Mr. Blohm made a motion to approve the summary of proceedings. Ms. Lewis seconded the motion and the motion passed unanimously.

3. Transit Model Presentation – Jerry Shadewald, HNTB-Madison

Mr. Kakatsch introduced Jerry Shadewald with HNTB – Madison who will be assisting East Central with the transit model testing component of the planning process. Mr. Shadewald began a presentation outlining the transit computer model. First, Mr. Shadewald talked about socioeconomic data that is utilized by the transit model to determine where transit dependent populations or population more likely to user transit are located throughout Oshkosh. Such populations include: low income, minorities, zero vehicle households, and the elderly. For the most part, these populations tend to be concentrated near the downtown. Mr. Strong questioned what type of geography is used to put the socioeconomic data into the model. Mr. Shadewald noted that it is census block data.

Mr. Shadewald then discussed that the model uses all of these socioeconomic factors to determine what trip choices individuals make which includes where people want to go, when they what to go, and how they intend to get there. This enables the transit model to assign trips to the transit system. Mr. Shadewald noted that there are other datasets used to help the model assign transit trips such as: time of day, where the routes go, route timing, speed limits, parking costs, and fares.

Mr. Shadewald continued by examining this that can be test in the transit model. These include: development and testing of a new transit route, modifications/consolidations of existing routes, impacts of headway time changes, impacts of fare increases, impacts of changed land use, and impacts of parking costs and policies. Mr. Shadewald showed an example of a route consolidation for Valley Transit that was tested in the transit model as part of their TDP planning process which was conducted by East Central. Routes 3 and 4 which are fairly close in proximity were under performing in ridership as in years past, so the two routes were consolidated and tested in the transit model as

one route. The model concluded that by consolidating the two routes into one, there would be a slight increase in ridership. Therefore, it was concluded that a little better than the same amount of ridership could be generated with one bus rather than two, which is a substantial cost savings.

Mr. Shadewald then examined things that cannot be tested with the transit model. These things include hour by hour sensitive testing, reliability of service, amenities at bus stops, impacts of walkability on transit, work shift impacts on transit, and the impacts from the cost of fuel. Mr. Strong noted that the City of Oshkosh has been discussing the extension of transit service after 6pm and questioned what the transit model's ability would be to test the performance of extended hours of service. Mr. Shadewald explained that the model does not provide an hour by hour performance breakdown, but since the model uses time of day as an attribute (more or less 4 hour blocks of time during the day to evaluate performance) it could evaluate how service between 6pm and 10pm would perform under current conditions.

Mr. Shadewald noted that he will be working directly with Mr. Kakatsch once the boarding and alighting count data is complete to calibrate the model and identify some potential route alternatives. These alternatives would then be reviewed by Oshkosh Transit staff and the Steering Committee prior to model testing. Performance of the route alternatives as they perform in the model will also be shared with the Steering Committee prior to identifying the recommendations of the TDP. Mr. Kakatsch noted that he is maintaining a running list of areas not currently served by Oshkosh Transit that users would like to get to that have been received through various public participation efforts. He noted that feasible areas of high demand will be incorporated into the route alternative design and testing process. Mr. Kakatsch noted that he would like to review these areas with the Steering Committee at the next meeting to prioritize these locations prior to route alternative design and testing. Mr. Shadewald then answered some scenario specific questions about the transit model process.

4. Bus Stop Inventory/System Accessibility Analysis

Mr. Kakatsch noted that a complete inventory of all Oshkosh Transit stops was conducted and each stop was evaluated with regards to accessibility and the presence of any deficiencies. Over 220 stops were plotted with a GPS unit. Deficiencies that were identified included: safe and efficient ramp access, lack of curb cuts and sidewalks, visual obstructions, on-street parking obstructions, surface impediments, unsafe waiting conditions, equipment damage, and lack of bus stop signs. Mr. Kakatsch noted that a vast majority of stops had mild to severe deficiencies with most being mild. The majority of these deficiencies were with regards to a bus ramp being able to be put onto a secure surface like a sidewalk and not on the grass. Mr. Kakatsch went through examples of various bus stop deficiencies with the Steering Committee and the entire analysis would be put into a report for inclusion in the TDP document. Ms. Keenan assumed that these deficiencies would be even more troublesome in the winter. Mr. Kakatsch agreed. Mr. Campbell questioned who is responsible for clearing of snow at the bus stops. Mr. Strong noted that the property owner nearest to the stop is responsible, but if there is an issue the City responds. Mr. Strong noted that this information will be beneficial to examine in tandem with the boarding and alighting counts to be conducted this fall to see which high traffic stops have the more severe deficiencies. Mr. Vickman noted that one of the biggest issues he sees is the size of the grass terraces which often exceed five feet while the bus ramp is only 44 ½ inches. He also noted that there are quite a few funding opportunities out there to address and fix such accessibility deficiencies. Mr. Vickman noted that the data collected through this effort is extremely beneficial to Oshkosh Transit.

A brief discussion occurred regarding Oshkosh Transit's boarding policy. Users can board the system at any given intersection along the route and not just at formal bus stops. Mr. Kakatsch noted that this can have an impact on on-time performance of the routes. Ms. Lewis noted that there are other factors that play a role in this too like waiting for trains and bridge openings. Mr. Kakatsch agreed

and noted that the group may want to take a look at a more formal boarding policy which limits boardings to formal stops which could include exceptions for individuals with mobility devices.

5. Stakeholder Interviews

Mr. Kakatsch noted that he and Oshkosh Transit staff have been meeting with a number of key stakeholders throughout the community to get input in this planning process. Stakeholder interviews conducted to date included: UW-Oshkosh, Oshkosh Housing Authority, Fox Valley Technical College, United Way, Community Foundation, Oshkosh Unified Catholic Schools, and City Center. The Department of Workforce Development and the Town of Algoma were also contacted but no response was received. A meeting with the Oshkosh Public Schools was scheduled for September. Mr. Kakatsch also noted that a letter was sent out asking an additional 50+ stakeholders to submit feedback online in which five responses were received which included: Lakeside Packaging, Christine Ann Domestic Abuse Services, Oshkosh Public Schools, Boys and Girls Club, and the American Red Cross. Mr. Kakatsch went through a report of comments received in response to eleven questions asked during the interview process. A summary of responses to each question is listed below.

- Do you feel that Oshkosh Transit is a valuable asset to the community? Why or why not?
 - All participants agreed that Oshkosh Transit is an asset to the community. Most participants noted that many depend on it as their only mode of transportation to access jobs, education, healthcare, etc.
- What are the strengths of the Oshkosh Transit System?
 - Most participants spoke of Oshkosh Transit's coverage/access, bike racks, affordability, staff, cleanliness, safety, and reliability.
- Where does transit rank amongst other issues in the community?
 - Overall the vast majority felt that transit ranks low, although for those that depend on it, it is a very high priority.
- Where should transit rank amongst other issues in the community?
 - All of those which responded felt that it should be a higher priority. Oshkosh Transit's role in economic development was mentioned numerous times.
- What do you feel is the general perception of Oshkosh Transit amongst the majority of Oshkosh area residents?
 - Responses to this question were fairly scattered ranging from "it's dirty and unsafe/not a needed service" to "positive/overall the community supports it". For the most part, respondents felt that there is an overall perception that OTS is viewed as a social service for the elderly, low-income, and disabled.
- How can Oshkosh Transit attract nonusers?
 - A number of strategies were offered including: reducing trip times/number of transfers, more linear routes/express routes, expanded marketing and education, extended hours of services, offering a "free ride the bus day", and show nonusers how much more cost-effective transit is over their automobiles.
- What improvements do you believe need to be made to Oshkosh Transit in the next 5 years?
 - A wide array of improvements were discussed. Some commonalities which were discussed included: extended service coverage (industrial parks, 20th Ave. YMCA, DMV, Town of Algoma, etc.), improved timing and schedule reliability, quicker express routes, expanded service hours for 2nd shift employees, improvement to

Route 10, addition of more shelters, Sunday service, and improving affordability for some users.

- What do you feel is the biggest threat or barrier facing Oshkosh Transit in the future?
 - Some common themes identified included: funding/taxes, economic recovery, political/community support, crime/safety, public perception, and convenience of the automobile.
- Oshkosh Transit currently ends service at roughly 6 p.m. Do you think extended evening service would be successful?
 - All respondents felt that extended evening service would be successful, especially for individuals working 2nd shift.
- Based on your knowledge of the system, where is bus service needed where it is not already provided?
 - Commonalities identified included: 20th Ave. YMCA, DMV, Town of Algoma, Omro, Winneconne, industrial parks, and outlet mall.
- Questions/Other Comments?
 - Transit can be intimidating for some people, which prevent them from using it.
 - Get community leaders on the buses so they can see how important the system is first-hand.
 - Transit needs to be more convenient than the automobile to get nonusers to try it and use it.
 - Free ride tickets for people that get bikes through WINR.
 - Destination Oshkosh promotions.
 - Promotions with bike stores – tickets or passes with a bike purchase.
 - You need to think beyond business hours. People need to move about in the evening hours. Other cities do this, why not Oshkosh?

Mr. Vickman noted that the stakeholder interview process was a great exercise and a lot of great input and ideas came out of this effort.

6. Evaluation of Performance and Peer Comparison

Mr. Kakatsch went through an analysis of performance statistics of the Oshkosh Transit System and how it compares to State, Midwestern, and national peer systems. Various performance measures are used to examine how these transit systems compare to one another under a set of standard transit goals and objectives. Wisconsin peers were selected through the “2007 Cost-Efficiency Analysis of Wisconsin Public Transportation Systems Report” put together by the Wisconsin Department of Transportation. This report categorizes Oshkosh Transit with nine other state peer systems: Beloit, Eau Claire, Fond du Lac, Green Bay, Janesville, La Crosse, Sheboygan, Valley Transit, and Wausau. Ten Midwestern peer systems and ten national peer systems were also used in the peer comparison. Peer systems have similar operating characteristics and urbanized area populations. Data in the analysis was extracted from National Transit Database (NTD) reports from 2008, the most current data available during the analysis. Key highlights from the analysis included:

- Only the Wausau transit system generated more trips per capita than Oshkosh Transit. Oshkosh ranks in the top three amongst both Midwestern and national peers in trips per capita.
- Nearly 54% of the City of Oshkosh is within ¼ mile of an OTS route and OTS provides excellent coverage of transit dependent populations throughout its service area.
- With regards to unlinked trips or total boardings, OTS again ranks in the top three in the State.

- OTS continues to have the lowest fare in the State at \$1.00. Due to differences in local economies, fares were not compared to Midwestern and national peer groups.
- OTS ranks first in operating expenses per revenue mile amongst State and Midwestern peers and in the top half amongst national peers.
- OTS was second amongst State and Midwestern peers in operating expenses per hour.
- OTS was tied with Green Bay Metro for the highest passenger trips per revenue mile in the State with 1.1 passengers per revenue mile and second amongst national peers.
- OTS was third in the State for passenger trips per revenue hour and second amongst national peer systems.
- OTS was tied for second in the State with Green Bay Metro for operating expenses per passenger mile and fourth amongst both Midwestern and national peers.
- OTS ranked first in the State, fourth in the Midwest, and first amongst national peers with regards to operating expenses per passenger trip.

Overall, Mr. Kakatsch noted that OTS is in pretty good shape when compared to its State, Midwestern, and national peer systems. Mr. Strong noted that it is very difficult to get “an apples to apples” comparison of systems because there are so many factors involved. Mr. Vickman noted that during their audit process a similar analysis was done, but a slightly different and smaller peer group was used. Mr. Kakatsch noted that this exercise used a broad spectrum of peer groups to cover a wide array of comparable attributes like population, population density, operating statistics, operating budgets, etc. as it is very difficult to find systems that are comparative for all of these attributes. Mr. Kakatsch noted if there are similarities between systems amongst some of these attributes and then huge discrepancies amongst other attributes, further analysis can then be done to determine what the root of those discrepancies are.

7. Additional Public Input Opportunities

Mr. Kakatsch noted that there has been interest amongst the Steering Committee to get input from nonusers and potential users of Oshkosh Transit. Mr. Kakatsch noted that based on previous Steering Committee discussions he intends to focus on three primary groups with a nonuser/potential user survey. These groups include UW-Oshkosh students/faculty/staff, senior citizens, and industrial/business park employers. Mr. Vickman noted that it is important to get a diverse mix of input from stakeholders throughout the community outside of those that use or represent those that use Oshkosh Transit. Mr. Vickman also discussed studies that have been done throughout the State regarding choice riders and getting nonusers to try and use transit. He noted that these studies indicate that attracting new users is often a very difficult task, especially in this part of the country due to a love of and convenience of cars. The findings of these studies are typically the same and Mr. Vickman recommended using some of that research to outline why nonusers do not and will not use transit. Mr. Vickman recommended that future efforts focus on potential users. Mr. Kakatsch agreed and felt that targeting UW-Oshkosh students/faculty/staff, senior citizens, and industrial/business park employers would be key groups for this effort. The steering committee agreed. Mr. Kakatsch noted that he would proceed and Ms. Keenan offered to assist with the senior citizen survey effort.

8. Next Meeting Date

The Steering Committee briefly discussed the next steps of the planning process and the next meeting was scheduled for Wednesday, December 1, 2010 at 1:30 PM in Room 404 of the Oshkosh City Hall.

9. Adjourn

The meeting was adjourned at 3:55 PM.

SUMMARY OF PROCEEDINGS

Oshkosh Transit: Transit Development Plan (TDP) Steering Committee
Prepared By: Jason Kakatsch, Principal Transportation Planner, ECWRPC
Oshkosh City Hall, Room 404
Wednesday, December 1, 2010
1:30 PM

Committee Members Present

Chris Strong City of Oshkosh/Oshkosh Transit
Dave Vickman..... City of Oshkosh/Oshkosh Transit
Jan Knapp City of Oshkosh/Oshkosh Transit
Jessica King Oshkosh Common Council/Deputy Mayor
Mary Louise Lewis..... City of Oshkosh Transit Advisory Board
Mike Norton Transit Advisory Board/Winnebago County Board
Bob Poeschl..... ARC of Winnebago County
Aaron Campbell UW-Oshkosh Student Association
Beckie Pinnow American Red Cross
Joe Kapper Wisconsin DOT
Jason Kakatsch East Central WI Regional Planning Commission

1. Mr. Kakatsch called the meeting to order at 1:30 PM and began introductions.
2. Review and Approval of the Summary of Proceedings from August 25, 2010.

Mr. Strong made a motion to approve the summary of proceedings from August 25, 2010. That motion was seconded by Ms. King. The motion carried with all committee members voting in favor, except for Mr. Poeschl who abstained.

3. UW-Oshkosh Survey Results

Mr. Kakatsch noted that surveys were e-mailed to all UW-Oshkosh students, faculty, and staff in October, in which a total of 331 completed surveys were returned. Mr. Kakatsch began to summarize the results of the survey.

- Roughly 41% of respondents have used Oshkosh Transit in the last 12 months.
- More than 81% noted they have not used Oshkosh Transit because they have their own transportation, in which just over 60% noted that they use an automobile.
- 58% noted that they intend to use Oshkosh Transit in the next 12 months.
- Only 5% of respondents were not aware that their Titan ID card allows them to ride Oshkosh Transit for free.
- Roughly 39% live more than 1 mile from campus, but within the City of Oshkosh. Roughly 20% of all respondents live outside of Oshkosh.
- A little more than 65% noted that their residence is on or near a bus route.
- Another 57% noted that their residence is at or near a bus stop.
- The peak period for respondents being on campus is between 10am and noon which was selected by over 93%.
- Over 97% feel that Oshkosh Transit is an asset to the community.
- Nearly 84% feel that evening service (i.e. until 10pm) would be successful.
- When asked what would get them to use the bus system more, the vast majority of the 247 responses mentioned the following: later hours, if I knew how to use it, quicker travel time between origin and destinations (i.e. Wal-Mart)/shorter wait times/more express route not having to transfer downtown, Sunday service, higher gas prices, expanded service area, more frequent service, and routes/stops closer to my residence.

- When asked where they would like bus routes to go that is not currently served by Oshkosh Transit, the vast majority of the 154 responses mentioned the following: the outlet mall, 20th Avenue YMCA, industrial parks, Fond du Lac, and Elmwood Avenue.
- More than 72% of respondents were female.
- The largest group of respondents, nearly 25%, were between the ages of 21 and 24 years old.
- Over 51% of respondents are full-time students, with another 39% being full-time employees with the university.
- Only 17% of respondents do not have immediate access to an automobile.
- Over 93% of respondents are licensed and able to drive.
- An additional 78 comments were received in which the majority of respondents noted: their appreciation for the opportunity to provide input, they like the new hybrid buses, they like the service in general, Oshkosh Transit is an asset to the community, and evening service is needed.

Mr. Kapper noted that he would like to see a cross-tabulation conducted between primary mode of transportation versus university affiliation (student or employee) to see what modes of transportation students are using compared to faculty and staff. Mr. Vickman noted that he would also be interested in seeing cross-tabulation analysis between why individuals have not used Oshkosh Transit in the last year, if they intend to use it in the next year, and if they are aware that their Titan ID card allows them to ride the bus for free. Mr. Vickman felt that the marketing of the Titan ID as a free bus pass is good. Mr. Norton questioned if the contract arrangement like the one between Oshkosh Transit and UW-Oshkosh is common practice around the State between other transit systems and universities. Both Mr. Strong and Mr. Kakatsch confirmed that it is and provided examples of other such arrangements throughout the State. Mr. Kakatsch noted that he would conduct these cross-tabulations and share them with the committee at the next meeting. These survey results will also be summarized in the TDP.

4. Industrial Park Survey Results

Mr. Kakatsch noted that surveys were mailed to over 120 industrial/business park employers throughout the City of Oshkosh in September, in which more than half (52%) were returned. Mr. Kakatsch began to summarize the results of this survey.

- Nearly 27% of respondents are located in the Universal Industrial Park with another 25% located in the North Industrial Park.
- Roughly 61% of respondents only operate during first shift with the vast majority of those starting at 6am or later.
- Only 23% of respondents felt that transportation is a challenge for some of their employees.
- Only 9% felt that parking is a challenge for their employees, clients, and visitors.
- Of those that do experience transportation challenges, over 64% noted that first shift is the most impacted.
- Roughly 14% noted that bicycling to work is the primary mode of transportation for some of their employees.
- None of the respondents felt that walking to work is the primary mode of transportation for any of their employees.
- Roughly 20% of employers have made efforts to expand transportation options for their employees. Such efforts included the installation of bike racks, the development of carpooling/ride share programs, and adjustments to shift times to better coordinate with the bus schedule.
- 50% of employers felt that their employees would not use Oshkosh Transit if it was available at or near their business, with 32% not sure if employees would, and 18% stating they would. Those that felt it would not be utilized noted that a good portion of their workforce lives outside of Oshkosh and many prefer to drive their own cars. Of those that felt their employees would use it, they noted that the cost savings of transit and that some have no other transportation options.
- Roughly 18% of employers felt that their ability to maintain their workforce would be impacted by \$3.00 per gallon gas. This figure climbed to 36% at \$4.00 per gallon gas, 66% at \$5.00 per gallon gas, and 70% at \$6.00 per gallon gas.

- Over 71% of respondents feel that Oshkosh Transit contributes to economic development.
- Roughly 46% feel that evening service would not be successful, with 41% noting that it would be, and the remainder unsure.
- Over 89% noted that they were unaware of employer/employee tax benefits for using transit.
- Nearly 59% noted that the majority of their workforce is male and another 52% noted that the majority of their employees are between the ages of 23 and 39 years old.
- Over 44% noted that they have less than 20 permanent full-time employees and another 86 percent noting they have less than 20 seasonal and part-time employees.

Ms. King questioned if we are able to determine shift times by employer. Mr. Kakatsch noted that he does not have the ability to determine this based off of the survey data collected because the survey itself was conducted in a confidential manner.

5. Senior Survey Results

Mr. Kakatsch noted that throughout the month of October 2010 surveys were distributed to all Oshkosh meal sites, the Oshkosh Senior Center, voluntary residential facilities, and at the Winnebago County Senior Expo to gauge attitudes and perceptions, and to analyze usage of the Oshkosh Transit System amongst seniors. A total of 150 surveys were returned. Mr. Kakatsch began to summarize the results of this survey.

- Roughly 53% of survey respondents confirmed that they have used Oshkosh Transit within the last year.
- Of those that have not, nearly one-third (32%) noted they have not used Oshkosh Transit because they have their own transportation.
- Roughly 13% of respondents also selected "other" as a reason for not using Oshkosh Transit and listed things such as: they use a taxi, they don't know how to use it, and they are new to the area.
- Over 60% noted that they do intend to use Oshkosh Transit in the next 12 months.
- Of those that do not intend to use Oshkosh Transit in the next 12 months, nearly 56% noted that they do intend to use Oshkosh Transit at some point in the future.
- A little more than 75% of respondents know someone that uses Oshkosh Transit on a regular basis.
- Over 65% noted that their primary mode of transportation is an automobile, with another 29% percent noting that their primary mode of transportation is Oshkosh Transit.
- Over 90% noted that their residence is near or on a bus route.
- Nearly 89% noted that their residence is near or at a bus stop.
- Nearly 98% of respondents feel that Oshkosh Transit is an asset to the community.
- Only 16% feel that using the bus system is intimidating.
- Only 3% feel that Oshkosh Transit is unsafe.
- 70% of seniors feel that evening service would be successful.
- Roughly two-thirds of respondents were female.
- Roughly 49% of senior respondents do not have a vehicle.
- About half of respondents are licensed and able to drive.
- When respondents were asked what would get them to use the bus system more, a total of 65 comments were received, in which the majority of responses mentioned the following: extended evening service, their inability to drive in the future, if their car broke down, high gas prices, extended service area, quicker access to grocery stores and medical facilities, and nothing they will never use it.
- Respondents were also asked where they would like to see service provided which currently is not being served by Oshkosh Transit. Another 101 comments were received in which the vast majority addressed the following: the industrial parks, outlet mall, better service to grocery stores, quicker service to Wal-Mart, and the service area coverage is great.
- Finally, respondents had the opportunity to submit any other additional comments they may have had. Another 98 comments were received in which the vast majority noted the following: how

pleased they are with the bus service and bus drivers, the need for having the service in the community, and the need for extended service hours and Sunday service.

Mr. Vickman noted that Oshkosh Transit has experienced decreases in ridership amongst seniors over the last few years. In response to this, Oshkosh Transit has been doing some travel training with seniors that would like to learn how to use the system.

6. Boarding and Alighting Counts

Mr. Kakatsch noted that in October and November of 2010, a boarding and alighting survey was conducted to gather information on route ridership patterns. During this effort, surveyors counted and recorded the number of passengers getting on and off at each bus stop on every route for an entire service day. The total number of passengers aboard, whether the ADA accessible ramps on the buses were used, and whether the bicycle racks on the front of the bus were used were also tallied for each stop on every route for an entire service day. These figures depict an accurate representation of what boarding and alighting patterns look like for OTS on a typical day of operation. Mr. Kakatsch briefly summarized the data collected through this effort and distributed copies of routes maps with the boarding and alighting counts listed near each intersection. The maps also display where ramps and bike racks were used. A total of 3,203 boardings occurred on the system for an entire service day, which is down from the 3,465 boardings tallied in 2004. This data is critical in route alternative design.

Ms. King noted the one of the shelters on Hazel Street on the Route 1 map was marked on the wrong side of the street. Mr. Kakatsch noted that he will get that error corrected. Mr. Kakatsch noted that the maps also clearly depict Oshkosh Transit's informal boarding policy as some of the routes have vast stretches where boardings are occurring every block. The boarding and alighting data can assist in determining appropriate consolidated stops if so desired in the recommendations portion of the plan. Mr. Norton felt that this may be effective for some of the routes, but maybe not all of them. Ms. Lewis was concerned how this may impact senior usage especially if senior usage is down. The committee also briefly discussed route timing and factors in which Oshkosh Transit has no control over, such as drawn bridge delays, trains, etc.

Ms. King also brought up the issue of a proposed agglomeration of the Oshkosh and Fox Cities Urbanized Areas could have a substantial impact on the transit system. Mr. Kakatsch explained that on August 24, 2010 a proposal was posted in the Federal Register jointly between the U.S. Census Bureau and the Department of Commerce. The proposal outlines changes to the criteria used to define urbanized areas across the United States. Proposed changes include: changing the jump distance from 2.5 miles to 1.5 miles (as used from 1950 to 1990), using census tracts rather than census blocks to define urbanized area boundaries, and factoring land use types and patterns into how urbanized areas are defined more than they have in the past. In addition to these proposed changes, dozens of urbanized area agglomerations have been proposed across the United States, three of which are in Wisconsin: Beloit and Rockford; Kenosha, Racine, Round Lake Beach, and Chicago; and Fox Cities and Oshkosh. Mr. Kakatsch noted that if these agglomerations were to go through, not only would Valley Transit lose its federal operating assistance, but Oshkosh Transit would too as the area would be designated as a transportation management area (TMA) by exceeding 200,000 people. Mr. Kakatsch felt that several fiscal scenarios should be addressed in the TDP to address the potential loss of federal operating assistance. Mr. Vickman and Mr. Kakatsch explained a similar instance where the Fond du Lac Area Transit System lost a substantial amount of its operating assistance in going from an urban area of less than 50,000 people to an urbanized area of more than 50,000 people back in 2000. Mr. Kapper also noted that another issue which could have a major impact on transit funding is the reauthorization of the federal transportation bill.

7. Items for Further Examination and Analysis

Mr. Kakatsch noted that a comprehensive list of reoccurring ideas and thoughts which have been collected throughout the planning process to date from consumers, steering committee members, and staff was included in the meeting packet. Mr. Kakatsch noted that he would like to spend the remainder of today's meeting focusing on the existing routes and service and new service portions of the list. The remainder of the items related to items such as fares, policy, marketing, etc. would be discussed at the next meeting. Mr. Kakatsch noted that he would like to get some feedback from the committee with regards to feasibility of these ideas and determine some sort of priority of these items for further examination and analysis and eventual inclusion of recommendations in the TDP. Mr. Kakatsch began going through the list of items which includes:

Existing Routes and Service

- Review efficiency/timing of all routes
- Avoid backtracking
- 2 buses for Route 6? More frequency.
- Peak vs. off-peak service. On under-performing routes only?
- Route 9 restructuring/timing (split the route?) – reverse the route to get to Wal-Mart quicker
- Move Walgreens stop on Route 9 up to the corner/curbing
- Consolidate stops by Optivision and Burger King on Route 9
- Safety of bus stop at Habitat for Humanity/Osborn on Route 9
- Accessibility of stop at Festival Foods (Route 9) in winter.
- Route consolidation (Route 1 – East Loop and Route 2 – Bowen?)
- Improve Route 10 timing (express with no stops?) – wasted time at Neenah Transit Center and CTH Y
- Run Route 10 on 76 to JJ or CTH A
- Run Route 10 as an express to Neenah as it was intended to be
- Reduce service where boarding and alighting counts are low to nonexistent and utilize those resources somewhere else
- Improve service to Wal-Mart (run on Route 7 via Witzel?)
- Get Wal-Mart stop closer to the store
- Get Route 5 off Jackson and put on Wisconsin to Church
- More coverage on Jackson St.
- Start routes off site rather than at the transit center

Mr. Kakatsch asked the committee for feedback on these ideas regarding existing routes and service. Mr. Norton noted that he agrees that there should be less backtracking of routes so those resources can be utilized in other areas. He also agreed that Route 10 should operate as more of an express route as it was initially intended to be. Ms. Knapp felt that improved service to Wal-Mart should be a priority as Wal-Mart is the second busiest stop on the system next to the transit center. She also felt that there should be more than one route which services Wal-Mart. Ms. Knapp felt that Wal-Mart could act as a satellite transfer point. Mr. Campbell noted that quicker and improved service to Wal-Mart would be extremely beneficial to UW-Oshkosh students. Ms. Knapp has also examined an alternative that may get buses closer to the store, which would need approval from the store as well. Mr. Norton noted a few other examples of stops, such as the one by Target, which is a great distance from the store front. Ms. Knapp noted that there are a great deal of safety concerns in parking lots with buses, cars, and pedestrians, but she felt an alternative at Wal-Mart was doable. In the case of the stop by Target, Mr. Norton noted that when the route was detoured due to construction the stop for Target was closer to the store front and on the same side of the street and there should be consideration to make that detoured stop permanent. Mr. Kapper echoed the safety concerns of having buses in parking lots and noted that some retailers are averted from having bus stops near their store front because they don't want a barrier of people inhibiting access to the store who are waiting for a bus.

Mr. Campbell noted that his primary concern is the timeliness of the routes as many UW-Oshkosh students rely on Oshkosh Transit to get them to campus and to class in a timely manner. Factors that have an impact on route timeliness were discussed. Mr. Kakatsch noted that a complete review of each route would be performed to analyze ways in which route timeliness could be improved for some routes which have issues. Mr. Poeschl also felt that the review of efficiency/timing of all routes is important. He also felt that that reduction of service where boarding and alighting counts are low to nonexistent to utilize those resources somewhere else, coupled with the avoidance of backtracking on routes, should also be priorities for examination. He was also supportive of testing Route 10 alternatives to ensure the most efficient service between Oshkosh and Neenah is operated and starting routes off site in the morning rather than at the transit center. Mr. Norton noted that he supported the notion of starting routes off site and operating peak and off-peak hours, but as long as the buses have the same arrival times to transfer at the transit center. Ms. Knapp noted that Oshkosh is fairly unique compared to other peer systems because it does have pretty consistent ridership throughout the entire day as opposed to other systems that generate the vast majority of their ridership during peak hours. Mr. Kakatsch confirmed that the boarding and alighting counts confirmed this.

The committee then began discussing new service ideas which have come out of the public input process/staff discussions (listed below). Ms. Knapp noted that she is very supportive of the west transfer center concept. She noted that she envisions a west transfer point being located out in the Festival Foods/Lowes area. She also felt that a Route 10 express route to Neenah could more efficiently operate from this west transfer point and improve service on Route 6. Ms. Knapp also felt that expand service is needed on the Washburn and Koeller corridors which would also interact with a west transfer point. Mr. Norton agreed with the notion of a west transfer point, as he felt that 45 minute to one hour travel times due to transferring downtown is quite frustrating for some users. Mr. Poeschl questioned if the Festival Foods/Lowes area is the only one being looked at as a possible west transfer point. Mr. Kakatsch noted that he and HNTB would be looking at numerous alternatives dependent upon the layout of the route alternatives that are developed. Ms. Knapp noted that interactions between routes could create numerous transfer opportunities without necessarily creating an actual transfer center. Mr. Kakatsch continued going through the remainder of the list.

New Service

- New route that travels along the Koeller/Washburn corridor serving outlet mall, Wal-Mart, restaurants, hotels, and other businesses.
- Evening service (6PM to 10PM)
- Expand AM service (4am?)
- Sunday service
- Special events routes (i.e. Waterfest/Sawdust Days/EAA/Tour of Christmas Lights)
- Increase satellite transfer centers/west transfer point (Target area?)
- Express routes
 1. UW-Oshkosh to grocery stores
 2. Run Route 10 from west transfer point to Neenah
 3. 20th Ave. YMCA/Wal-Mart/west transfer point
- Downtown circulator
- Koeller/Washburn circulator route
- East/West Route
- West transfer point
- Extended service area requests:
 1. 20th Avenue YMCA
 2. Industrial parks
 3. Outlet mall
 4. Town of Algoma (i.e. DMV)
 5. County park, county facilities, Parkview, trailer park on CTH Y
 6. Route 10 on CTH A or Highway 76 (2009 testing)

7. Earlier start for Route 10 service
8. Direct service to Appleton (Route 10)
9. Extend Route 2 to go to Snell, Butler and CTH A
10. Apartment complex off Cherry Park Ct. (S. Main Street/US 45)
11. Reduced service frequency on Saturdays (in general)
12. CTH Y and CTH A
13. Apartments near 2021 Packer

Mr. Poeschl questioned whether there were things on the two lists which should not be further analyzed in the planning process. Mr. Norton noted that he felt that Sunday service is not financial feasible in a period when budget cuts are anticipated in the near future. Mr. Poeschl agreed and felt there are bigger priorities identified to focus on first. Mr. Kakatsch noted that he would still make reference to the demand for Sunday service in the plan, but note that Sunday service is not financially feasible at this time. Ms. Lewis noted that service to the outlet mall is a similar issue. Service was once demanded by users and provided, but the ridership was not there and the service was discontinued roughly 10 years ago. Ms. Knapp noted that the businesses which are out there now are different from the ones which were there when bus service was provided. Mr. Poeschl agreed. Mr. Kapper felt that Holly Keenan's program, Making the Ride Happen, could play a major role in filling the Sunday transportation gap in Oshkosh through her volunteer driver program. Mr. Vickman noted that the Dial-A-Ride program could also continue to play a role in Sunday transportation.

Mr. Norton noted the tremendous effort to get Route 10 from Oshkosh to Neenah implemented and felt that any extension of such a direct route to Appleton or the Fox River Mall would need additional financial support from Valley Transit and other partners, if the demand was truly there. Mr. Strong noted that one of his goals is to better coordinate service between Oshkosh and Valley Transit, but any other service connections outside of the existing Route 10 to Neenah would need additional financial support from Valley Transit and other entities. Mr. Poeschl question whether or not there was interest in examining the implementation of service similar to the Connector which is operated by Valley Transit to extend fixed route service area and times with a demand responsive service. After a brief discussion, the committee felt that a bigger priority would be to improve ADA accessible transportation services between Oshkosh and Neenah. Again, it was noted that the Making the Ride Happen program could play a major role in addressing numerous service gaps within Oshkosh, surrounding communities, and the connection with the Fox Cities.

8. Next Steps

Mr. Kakatsch felt that the committee had a quality discussion today which identified some key priorities they would like to see further analyzed. He noted that the next steps of this planning process will be to take all of the route alternatives ideas discussed and work with HNTB who is the subcontractor in the planning process to test their performance in the Oshkosh transit model. Mr. Kakatsch noted that he would be setting up a meeting with HNTB and Oshkosh Transit staff to finalize all the alternatives to be tested. An analysis of HNTB's findings would then be presented at the next meeting.

9. Next Meeting Date

Mr. Kakatsch recommended that the committee begin to meet more frequently as they begin to discuss more and more analysis, findings, and potential recommendations for the plan. The committee agreed. The next meeting was scheduled for Wednesday, February 9, 2011 at 1:00 PM in Room 404 of City Hall.

10. Adjourn

The meeting was adjourned at 3:30 PM.

SUMMARY OF PROCEEDINGS

Oshkosh Transit: Transit Development Plan (TDP) Steering Committee
Prepared By: Jason Kakatsch, Principal Transportation Planner, ECWRPC
Oshkosh City Hall, Room 404
Wednesday, February 9, 2011
1:00 PM

Committee Members Present

Chris Strong City of Oshkosh/Oshkosh Transit
Jan Knapp City of Oshkosh/Oshkosh Transit
Holly Keenan Making the Ride Happen
Mike Norton Transit Advisory Board/Winnebago County Board
Bob Poeschl..... ARC of Winnebago County
Aaron Campbell UW-Oshkosh Student Association
Joe Blohm UW-Oshkosh Parking Services
Jason Kakatsch East Central WI Regional Planning Commission
Amit Thomas HNTB-Madison

1. Mr. Kakatsch called the meeting to order at 1:00 PM and began introductions.
2. Review and Approval of the Summary of Proceedings from December 1, 2010.

Mr. Campbell made a motion to approve the summary of proceedings from December 1, 2010. That motion was seconded by Mr. Poeschl. The motion carried unanimously.

3. Transit Model Testing and Analysis – Route Alternatives and New Routes

Mr. Kakatsch noted that at the last meeting the steering committee went through a complete list of ideas collected through public input, staff input, etc. as to how existing routes could be improved and where new service should be considered. With the feedback generated at the last meeting, East Central, Oshkosh Transit, and HNTB staff met to develop route alternatives and new routes in which HNTB has tested their performance in a transit model for the Oshkosh Transit System. The proposed system also includes a new west transfer point (near Festival Foods and Lowes) in addition to transfers at the downtown transit center.

Mr. Thomas began a presentation outlining the transit model analysis of these routes by first identifying which areas throughout Oshkosh are the most transit dependent. He continued by going through a summary of the model boarding projections compared to the ridership boardings by route collected by East Central in the fall. The presentation then focused on each individual proposed route and how they perform as follows:

- New route 1 – substitutes existing routes 1 and 2 (30 minute route) – 516 projected daily riders
- New route 2 – substitutes portions of existing routes 4 and 5 (30 minute route) – 545 projected daily riders
- New route 3 – a circulator which substitutes portions of existing routes 5 and 6 (30 minute route) – 315 projected daily riders
- New route 4 – substitutes portions of existing routes 1, 2, and 10 (30 minute route) – 100 projected daily riders
- New route 5 – substitutes portions of existing route 6 (30 minute route) – 358 projected daily riders

Mr. Campbell noted that this route would be very appealing to the university, as it would improve access to desired businesses on the west side, as well as connect the transit center with the new

west transfer point and route 10 to Neenah. He noted that a lot of students work at businesses such as Menards, Lowes, and Festival Foods.

- New route 6 – substitutes portions of existing routes 7 and 9 (30 minute route) – 517 projected daily riders
- New route 7 – substitutes portions of existing route 9 (30 minute route) – 234 projected daily riders
- New route 8 – substitutes existing route 11 (30 minute route) – 349 projected daily riders
- New route 9 – substitutes portions of existing route 9 (40 minute route) – 352 projected daily riders
- New route 10 – express route from west transfer point to Neenah (60 minute route) – 0 projected daily riders
- Existing route 10 with remaining route alternatives – Oshkosh Transit Center to Neenah (60 minute route) – 117 projected daily riders

With the new route 10 not performing as well as anticipated the existing route 10 was also tested in the transit model with the remainder of the route alternatives in one scenario. Therefore, the proposed system with the new route 10 generated a total of 3,286 daily riders, which is roughly a 2% increase from existing ridership. The proposed system with the existing route 10 generated a total of 3,367 daily riders, which is roughly a 5% increase from existing ridership. The proposed system would also utilize the same number of vehicles as the existing system.

Mr. Thomas also discussed some general observations made by John Dobies of HNTB's Kansas City office who specializes in transit planning. Mr. Dobies observations included:

Existing Routes

- Radial pulse system is very effective in small urban communities (but all routes need to connect to hub)
- Large loops are ineffective because of longer out of direction travel
- Adherence to schedule is critical

Passes and fares

- Existing system: free transfers, disabled veterans, children under 6, punch pass, monthly pass, 3 month pass, Titan card, free for UW Oshkosh, discount for seniors
- Other ideas: targeted free tickets, joint promotions with retail commercial areas along bus routes, cooperative fare arrangement with employers to make monthly pass free for employees, electronic payment, electronic fare boxes

Planning and Policy:

- Buses in parking lots results in slow run times, deterioration of local infrastructure
- Walkability to stops at commercial destinations (continuous sidewalks, pedestrian crossings)
- Stops at formal bus stops (at least in core system zones like downtown 2-3 block spacing) only can help prevent slow operations
- Paratransit Service: Demand responsive with Cabulance and City Cab

Equipment and Facilities:

- GPS/ AVL CAD technology, shelters inexpensive with Federal grants covering 80%, of costs

Mr. Thomas noted that the next steps would be to discuss and tweak any of the proposed routes if necessary which could be retested in the model. Ms. Knapp noted that one of the major challenges right now is the timing and length of time on Route 10, which is currently 90 minutes round trip. She felt that reducing the travel time and making it more of a commuter service would attract more riders. Mr. Strong noted that some of the proposed routes would also take pressure off of Route 10 so it can act as an intercity commuter route as it was intended to be. Ms. Knapp noted that the new route 4 would alleviate much of the ridership currently being picked up by the existing route 10. Mr. Poeschl felt that another benefit of having route 10 operate out of the west transfer point would be one's increased ability to park a car with the amount of ample parking lots in that area or ride a bike

to use route 10 to commute to the Fox Cities. Mr. Blohm reiterated the importance of making route 10 as short as possible because once they get to Neenah they also have to catch a bus and usually need to transfer in Appleton to reach their final destination. Mr. Norton questioned whether or not the Sheriff's Dept. and county parks area would be covered under this proposed system. Mr. Strong noted that based on priorities identified throughout the planning process, those facilities would not be included in this proposal. Mr. Strong noted that existing ridership on route 10 at the Sheriff's Dept. is minimal. Mr. Poeschl noted that those that get released from jail typically get released at the convenience of the Sheriff's Dept. which is often in the middle of the night when bus service is not in operation. Mr. Norton noted that route 10 is heavily funded by the county and he would be concerned that these areas would not be served by route 10. He also noted that he and other county board supervisors are in favor of running route 10 on CTH A. Mr. Strong noted that the city was always under the impression that route 10 was intended to be a commuter service between Oshkosh and Neenah and that type of service is very difficult to provide as the number of stops increases. With the substantial amount of local service that the existing route 10 has provided in recent years, it has also experienced significant decreases in ridership, roughly 30 percent. The committee had a brief discussion of where the city limit boundaries are.

Mr. Strong noted that the proposed system also increases one's ability to transfer at points in addition to (i.e. Walmart) the transit center and west transfer point. This could significantly reduce travel times by not needing to transfer downtown. Mr. Campbell felt that the proposed routes would improve efficiency and would be very reasonable for users to understand quickly. Ms. Knapp noted that one of the things she would like to see tested in the next batch of model tests is the 20th Avenue YMCA. She also noted that service to some of the existing areas where ridership is extremely low to nonexistent would be eliminated so those resources could be utilized or extended somewhere else, like the 20th Avenue YMCA. Mr. Poeschl question whether or not a demand response component could be added to the fixed route system to hit some of these areas that would not be served. Ms. Knapp felt that community partnerships could play a major role in such service. As an example, Mr. Norton noted that Lakeside Packaging has a substantial amount of ridership, however the vast majority of that ridership occurs only during two major time periods throughout the day and little ridership during the remainder of the day. Ms. Knapp noted that she wasn't sure if such services would be feasible based upon timing, considering there are already factors which they have no control over (bridges, trains, etc.) that impact timing. Mr. Kakatsch noted that Ms. Keenan's program "Making the Ride Happen" could fill some of the demand to areas that would not be served by Oshkosh Transit. Ms. Keenan agreed. Ms. Knapp reiterated that this proposed system is based on all of the feedback received throughout the public input process.

The committee decided that another batch of model tests be conducted to examine various alternatives to route 10, as well as extending the proposed route 9 to extend service to the 20th Avenue YMCA. Whichever alternative for route 10 is chosen as the preferred alternative could have an impact on the new proposed route 4, which will also need to be reexamined. Further discussion occurred regarding the route 10 alternatives. Ms. Knapp expressed the challenge of running route 10 on USH 41 with the continued construction on the facility for the next several years. Mr. Blohm noted that CTH A is also a challenge due to reduced speeds and traffic trying to avoid USH 41 by diverting to CTH A. Mr. Kakatsch confirmed that he will work with Mr. Thomas and Oshkosh Transit staff to conduct another set of model tests. Those results will be examined at the next meeting in March.

4. Cross-tabulation Analysis of Survey Data Discussed At Last Meeting

Mr. Kakatsch noted that there were several requests at the last meeting to cross-tabulate data collected during the UW-Oshkosh and Industrial/Business Park survey efforts. Mr. Kakatsch began going through the analysis with the steering committee. With regards to the UW-Oshkosh survey, university affiliation was compared to one's primary mode of transportation. Transit usage ranged between 9.7% and 12.7%, with the lowest being amongst full-time employees and the highest being amongst full-time students. Auto usage ranged from 38.5% to 88.5%, with full-time students being the lowest and part-time students being the highest.

Reasoning for not using Oshkosh Transit amongst UW-Oshkosh students, faculty and staff was compared to intent to use Oshkosh Transit in the next 12 months. Intent to use Oshkosh Transit in the next year was higher than anticipated, ranging from 24.3%, those of which noted that they have their own transportation; to 44.6% which noted that they do not use Oshkosh Transit for reasons

other than those listed. Reasoning for not using Oshkosh Transit was also compared to awareness of one's ability to use their Titan ID card to ride for free. Of those that noted that they don't need to use Oshkosh Transit, 12.1% noted that they were not aware that they could use their Titan ID card to ride OTS for free. Finally, awareness of using a Titan ID card to ride for free was compared to one's intent to use OTS in the next 12 months. Only 1.1% of those that intend to use OTS in the next year noted that they were not aware that they could use their Titan ID card to ride for free. Nearly 9% of those that do not intend to use OTS in the next 12 months are not aware of using a Titan ID card to ride for free.

As part of the industrial/business park survey effort, projected use of Oshkosh Transit was compared to feelings of whether or not the extension of evening service would be successful. Nearly 78% of those businesses which felt their employees would use OTS if it was available at or near their business, also felt that extending evening service would be successful. Only 36% of those that felt that OTS would not be utilized at or near their business felt that extending evening service would be successful. Finally, 43.8% of those that were unsure if employees would use OTS also felt that extending evening service would be successful.

5. Continued Discussion of Items for Further Examination and Analysis

Mr. Kakatsch referred to a hand out which includes a running list of items for further examination and analysis as echoed throughout the public input portion of the planning process. The steering committee focused on the first page at the last meeting, which focuses on changes to existing routes and service, as well as new services. Priorities were used to develop route alternatives and new routes and tested in the transit model as examined earlier in the meeting. The committee reviewed and discussed the second page of the hand out which included the following items:

Passes and Fares

- Incentive programs with local employers
- Bus passes for Route 10
- Student ID/pass with Oshkosh Public Schools
- Expand outlets to purchase tickets/passes
- Free bus passes/tickets when a bike is purchased at bike stores
- Improvement of fare collection
- Improve transfer ticketing system
- Examine online printing
- Frequent user discounts/reward program/daily specials aside from discounted passes.
- Senior/disabled discounted punch pass

Mr. Norton felt that the expansion of outlets to purchase tickets/passes should be a priority. There was a brief discussion on electronic payments, in which Mr. Strong noted that this would cost OTS somewhere between \$150,000 to \$170,000 to implement. Mr. Blohm noted that such services usually have fees tied to them as well. Ms. Knapp confirmed that OTS has implemented a pass by mail program. Mr. Poeschl noted that his priority would be the student ID/pass with the Oshkosh Public Schools. Ms. Knapp noted that with the limited amount of time and money that they have they are working with local employers to examine incentive programs for using OTS. Mr. Blohm felt that having discounted bus passes for route 10 would be a great marketing campaign and could attract more commuters, especially those going to UW-Oshkosh as there is a concern with the availability and cost of parking at and around campus. The number of cars also causes safety concerns. Ms. Knapp noted that some discussions regarding the student ID/pass have occurred. The concern is whether taxpayers want to contribute to that service. Mr. Poeschl noted that federal law requires school districts to ensure that appropriate transportation is provided for students and felt that a partnership between OTS and the school district was of benefit to both parties. Ms. Knapp noted that the school district does currently purchase passes for those kids that most desperately

need them. Mr. Poeschl felt that it is important for students to experience riding transit at a young age because then it will make it more likely that they will utilize the service in the future.

There was some concern regarding the distribution of passes when a bike is purchased at a bike store, because other businesses may want the ability to do so as well. Mr. Blohm's concern was who would pay for the passes. Mr. Poeschl felt that area bike stores would latch onto the notion of purchasing passes and including them as an incentive for buying a bicycle. Mr. Poeschl noted the challenges and feasibility of being able to implement a lot of these ideas with existing staff. After further discussion, priorities regarding passes and fares centered on workers and students. Mr. Campbell noted that there are marketing students at UW-Oshkosh that are always looking for projects as part of their course work, which could be a great partnership with Oshkosh Transit.

Planning and Policy

- Try to get buses out of parking lots when possible
- Exclusive use of formal bus stops
- Initiate service discussions with the Town of Algoma
- Conduct a cost-benefit analysis of operating Cabulance in-house
- Expanded involvement in land use planning and development efforts
- Budget/funding cut scenarios

Mr. Blohm was worried about the backlash amongst riders that would be caused by converting to a system where access is only at formalized bus stops. Mr. Campbell noted that it would relieve one of his biggest concerns with regards to the buses being on time, but use of formalized stops would also be concerning to him. Although it was noted that changes in the route structure could have the same affect. Mr. Norton noted that he is supportive of formalized bus stops in some situations. He felt there a numerous areas throughout the existing system where stops are being made too frequently. He felt that it would be something that riders could get accustomed to as other systems throughout the state have made this transition or have always operated this way. Mr. Poeschl felt that changes with the route structure and formalized bus stops should be gradual in nature. He also felt that some flexibility/discretion amongst the drivers could still exist with the elderly and disabled. Ms. Keenan briefly discussed the accessibility analysis which was conducted this summer of all of the bus stops and how it ties to ADA standards. Mr. Kakatsch noted that the analysis that was done would be used to identify formal bus stops which are ADA accessible or identify priorities amongst those stops with deficiencies to be fixed. Mr. Strong noted one example where a business shared the cost of improving the bus stop. Festival Foods recently funded the concrete pad to go in for the bus shelter at its bus stop. Mr. Thomas suggested that formalized stops in higher density areas be considered and outlying areas could be a little more flexible.

Due to the length of the meeting and with another group having the room reserved for 3:30 pm, the committee decided to postpone discussing the remainder of the items on the list until the next meeting.

6. Next Meeting Date

The next meeting was scheduled for Wednesday, March 9, 2011 at 1:00 PM in Room 404 of City Hall.

7. Adjourn

The meeting was adjourned at 3:20 PM.

SUMMARY OF PROCEEDINGS

Oshkosh Transit: Transit Development Plan (TDP) Steering Committee
Prepared By: Jason Kakatsch, Principal Transportation Planner, ECWRPC
Oshkosh City Hall, Room 404
Wednesday, March 9, 2011
1:00 PM

Committee Members Present

Chris Strong City of Oshkosh/Oshkosh Transit
Jan Knapp City of Oshkosh/Oshkosh Transit
Dave Vickman..... City of Oshkosh/Oshkosh Transit
Joe Blohm UW-Oshkosh Parking Services
Mary Louise Lewis..... City of Oshkosh Transit Advisory Board
Joe Kapper Wisconsin DOT
Jason Kakatsch..... East Central WI Regional Planning Commission
Amit Thomas HNTB-Madison

1. Mr. Kakatsch called the meeting to order at 1:00 PM and began introductions. Mr. Kakatsch also noted that Ms. Beckie Pinnow of the American Red Cross and Ms. Holly Keenan of Making the Ride Happen would not be able to attend.
2. Review and Approval of the Summary of Proceedings from February 9, 2011.

Mr. Blohm made a motion to approve the summary of proceedings from February 9, 2011. That motion was seconded by Mr. Strong. The motion carried unanimously.

3. Continued Transit Model Testing and Analysis – Route Alternatives and New Routes

Mr. Kakatsch briefly summarized transit model testing which was done by HNTB and presented by Mr. Thomas at the last meeting, which identifies route alternatives, new routes, and a newly proposed route system. At that meeting, the steering committee identified several changes which they would like to see reexamined in the transit model based on poor performance in the initial model run. After briefly summarizing everything which was examined during his previous presentation, Mr. Thomas presented his findings and analysis on the requested changes to the steering committee. These changes included restructuring of the proposed new routes 9 and 10.

Mr. Thomas noted that service to the 20th Avenue YMCA was incorporated to the new proposed route 9 and tested in the model. He concluded that the model does not explicitly projected ridership from trip generators like the YMCA, but that does not mean that there would not be any ridership obtained there. Mr. Kakatsch reaffirmed that service to the 20th Avenue YMCA was one of the highest demanded destinations for new transit service.

Mr. Thomas then discussed requested changes to route 10. In the last proposal route 10 would run from a west transfer point (near Lowes and Festival Foods) and run directly to the Neenah Transit Center as an express route. This alternative generated very little ridership as compared to the current route, which runs from the downtown Oshkosh Transit Center to Neenah. Rather than operating from a west transfer point, Mr. Thomas coded the route to run from the Oshkosh Transit Center along Algoma Boulevard with a stop at UW-Oshkosh before heading to Neenah. This alternative generated more ridership than the route operating from the west transfer point.

With these changes, there was a certain degree of impact to some of the other routes, but for the most part the system-wide ridership forecasts were about the same for both proposed system

alternatives. Mr. Kakatsch noted that although the ridership is not projected to change that much, both proposed systems hit highly demanded areas that are not currently being served, increase transfer capabilities and route interaction, improve travel times, and extend service area coverage with the same resources. Mr. Blohm noted that improved access to route 10 for UW-Oshkosh students, faculty, and staff could attract more users, especially those which commute from the Fox Cities area. Mr. Vickman noted that his primary concern is to get route 10 on a 60 minute headway, which these alternatives do. He also noted that ridership on the route is pretty evenly split between local use along the Jackson Street corridor and as express service to Neenah. Mr. Vickman also noted that timing and coordination with Valley Transit is also a critical component of route 10. Mr. Kakatsch noted that under the new system proposal, other routes will be able to cater to the Jackson Street corridor and surrounding areas, so that route 10 can operate with a shorter headway while providing some local service and express service to Neenah. He also noted that there appears to be some differences between the City of Oshkosh and Winnebago County as to what the intent of route 10 should be (either an express route to Neenah with limited access to ensure a shorter headway or an intercity route to Neenah with a flexible amount of access along the route). Mr. Kakatsch felt that those are discussions that need to occur between the City of Oshkosh and Winnebago County as to what the primary purpose of the route should be. Mr. Strong agreed. Mr. Kakatsch felt that until those discussions occur the plan should address two system alternative proposals, one with route 10 operating from the west transfer point with express access to Neenah and one with route 10 operating from the current location with service along Algoma Boulevard with a stop at UW-Oshkosh. Mr. Blohm noted that one thing to keep in mind is the projected growth of UW-Oshkosh in the near future, in which it is forecasted that the campus will add another 5,000 students to its enrollment total in the next 10 to 15 years with some immediate growth also projected. He noted that this would have a huge impact on ridership. Mr. Kakatsch noted that another factor in future ridership would be unpredictable energy costs.

4. Finalize Route Recommendations

Based on the steering committee's discussion, Mr. Vickman made a motion to proceed with the two proposed system alternatives as presented by Mr. Thomas as recommendations in the plan with the intent that the placement of route 10 would be determined after future discussions with Winnebago County. Mr. Blohm seconded the motion, which passed unanimously. Mr. Kakatsch noted that he will begin preparing a draft recommendations chapter of the plan.

5. Continued Discussion of Items for Further Examination and Analysis

Mr. Kakatsch distributed a list of items that the steering committee has been examining and discussing over the last couple meetings. Mr. Kakatsch confirmed that the committee had left off on the topic of formalized bus stops. The discussion continued addressing the following issues:

Planning and Policy:

- Exclusive use of formal bus stops

Mr. Kakatsch noted that the proposed system which was just presented by Mr. Thomas does make numerous efficiencies especially with regards to time. Initially the goal of considering formalized stops was to limit the number of access points to ensure that an efficient timing schedule can be maintained. Many of the current routes have timing issues due to the high level of access in which some route segments are picking up and dropping off passengers at every block, which becomes quite time consuming. Formalized stops could also improve timing issues where there is no control (i.e. trains, bridges, etc.) in which a buffer of time could be built in to cover delays. Mr. Kakatsch asked the committee how they feel about the issue. Mr. Strong felt that having formalized stops would help make improvements for ADA accessibility. Ms. Knapp felt that the current boarding policy is confusing for a new user. Ms. Lewis noted that she is concerned how a formalized stop system

would impact individuals with mobility limitations. She also expressed concerns about snow removal and maintenance of bus stops and how that could impact a formalized stop system. Mr. Vickman noted that the committee has discussed this issue at past meetings in which one solution could be to have exceptions in place for those with mobility devices/limitations. Mr. Kakatsch noted that he felt making these exceptions would be very difficult to manage and enforce. Mr. Blohm agreed. Mr. Kakatsch questioned what the bigger priority is, timing or access. Mr. Kapper noted that ADA paratransit service exists to address those barriers that existed with a fixed route system. Mr. Vickman noted that although many may qualify for ADA paratransit, they prefer to use the fixed route system because it is cheaper. Mr. Kakatsch noted that those choosing to use the fixed route system over ADA paratransit also save the transit system money. Mr. Knapp noted that the identification of formal stops also helps address additional barriers that may occur along the route (i.e. bus access inhibited by on-street parking). Mr. Kakatsch echoed a thought expressed by Mr. Thomas at the last meeting could be to consider a formal bus stop policy in the denser part of the service area where the majority of ridership occurs and a more flexible boarding policy on the outlying areas. Ms. Knapp and Mr. Kapper felt that this would be confusing.

Mr. Kakatsch reaffirmed that this issue comes down to time versus accessibility and he felt that to the average transit user, accessibility equates to time and felt that formalized stops may hurt existing and future ridership. Mr. Blohm noted with looming budget cuts, formalized bus stops may be a means to cut costs and the loss of funding would help justify such a transition. Ms. Lewis agreed that formalized stops would negatively impact ridership, but loss of future funding may justify the need for formal stops in the future. Mr. Strong felt that the newly proposed route alternative will have adequate time built in to maintain an informal boarding policy, but it may need to be revisited if timing becomes an issue. Mr. Vickman noted that the drivers currently use their discretion to identify safe locations to allow individuals to depart from the bus. Mr. Kapper noted that Wisconsin DOT will most likely recommend that transit system convert to formal bus stop policies in their next batch of performance reviews. Mr. Strong felt that Mr. Kakatsch's comment regarding the user's perspective of accessibility equating to time is critical. Mr. Vickman agreed and noted that tradition plays a major role in transit user behavior. It was also discussed at the last meeting that too much change is not appealing to users. Mr. Kakatsch felt that the route/system changes should take priority over the formalization of stops at this time, as implementation of both could be a huge deterrent for many users. He also agreed that looming funding cuts would then give justification for the conversion to a formalized bus stop system in the future. On the other hand, Ms. Knapp felt that delaying the implementation of formal stops may feel like the improvement process is being dragged out for users. She also felt that formal stops would make travel easier when it is dark out. Mr. Kapper noted that the transition to formal stops does have capital costs associated with it, which may require some gradual change over time.

Based on the discussion of the steering committee, Mr. Kakatsch recommended that Oshkosh Transit maintain its informal boarding policy especially with the potential implementation of a new route system. Formalization of stops could be an option later examined when potential funding cuts are determined in the future or if timing of the routes becomes an even bigger problem. The committee agreed. Mr. Vickman confirmed that not all of the committee members were present and may feel different about the issue. Mr. Kakatsch noted that there will be additional time during the review of the final plan to discuss and debate issues and recommendations.

- Initiate discussions with the Town of Algoma

Mr. Kakatsch expressed that there was a fair amount of demand for fixed route service identified during the public input process. The Town of Algoma was contacted to participate in the planning process but numerous calls were not returned. Mr. Vickman noted that the paratransit component is also a big issue to the Town of Algoma. Mr. Strong noted that in the meantime Oshkosh Transit does get fairly close to some of the demanded areas. Mr. Vickman felt that improved pedestrian access near Highway 21 would help.

- Conduct a cost-benefit analysis of operating paratransit in-house

Mr. Kakatsch noted that more and more systems are bringing in paratransit services to improve efficiency and cut costs rather than contracting them out. Mr. Strong confirmed that this is something Oshkosh Transit has talked about in the past, although he felt that contracting the service out allows for more flexibility because an additional pool of workers and vehicles is not needed. Mr. Vickman noted that although some improvements and efficiencies could be made by bringing the service in-house, contracting of the service does allow for more flexibility. Mr. Kapper noted that more and more counties are using 85.21 specialized transportation funding to do this and coordinate specialized transportation services county wide in coordination with local units of government. Mr. Kakatsch reaffirmed that the plan recommendation would be to conduct a cost-benefit analysis of operating paratransit in-house, not implement the operation of paratransit in-house. With that being said the committee felt it was important to keep as a recommendation in the plan.

- Expanded involvement in land use planning and development efforts

Mr. Kakatsch noted that land use and development have an obvious impact on transit systems and the consideration of transit in the urban development process is sometimes overlooked. Mr. Strong noted that land that meets the demands of developers is often outside transit service areas and that is where they choose to build. Mr. Kakatsch added that land on the urban fringe is typically cheaper. Mr. Strong noted that he does participate on the City's site plan review committee. He also noted that the City's comprehensive plan and sustainability plan discuss this issue as well.

- Budget/funding cut scenarios

Mr. Kakatsch noted that a lot of things have been going on in Madison since the last steering committee meeting, which will have huge impacts on the future of transit funding. First, Mr. Kakatsch noted that passage of Governor Walker's State Budget Repair Bill, which would eliminate most collective bargaining for public employees, could result in the loss of federal transit funding. This is due to the fact that receipt of these funds requires collective bargaining agreements to be in place for union transit workers. There appears to be some disagreement on the federal transit funding impacts with Governor Walker's office noting that there should be little to no impact and agencies like the Wisconsin Legislative Fiscal Bureau assuring that passage of the bill would result in the loss of federal transit funding unless systems privatize. Several transit systems in the State have also had direct discussions with the Federal Transit Administration (FTA), in which their staff have confirmed federal money would not be received with passage of the repair bill unless systems privatize.

Mr. Kakatsch also noted that Governor Walker's State Biennial Budget proposes a 10 percent reduction in state transit aid over the next two years. Mr. Kakatsch also reminded the steering committee of looming federal transit funding cuts due to the fact that two transit system service areas in Wisconsin (Green Bay Metro and Valley Transit) are most likely to reach a population of 200,000 people, which would designate the urbanized area as a Transportation Management Area (TMA). Once that threshold is reached federal operating is taken away. Since less federal money is received by the state and lumped and distributed to peer group tiers, the loss of federal funds will have a trickle effect down to all of the other transit systems. The last estimate was the each system (indirectly impacted) would lose somewhere around 8 to 10 percent of federal operating assistance.

Mr. Kakatsch noted that when this planning process began, an 8 to 10 percent reduction in funding appeared to be a worst case scenario for Oshkosh Transit. Now, with the potential for additional losses in state and federal aid, a worst case scenario could exceed a 50 percent reduction in funding. Mr. Kakatsch expressed that this greatly impacts the current planning process for the future of Oshkosh Transit. Not knowing what will happen; Mr. Kakatsch noted that he had discussions with Oshkosh Transit staff on the matter and how to proceed with the remainder of the planning process.

Mr. Kakatsch noted that the notion of looking at proposed cuts was going to be a factor in the planning process. However, not knowing how drastic funding cuts may be, Mr. Kakatsch recommended that the steering committee focus on service priorities and not cuts. Service priorities identified in the plan will give the City of Oshkosh a framework for how to address any level of cuts that may occur throughout the life of the plan. Mr. Strong echoed these thoughts and agreed with this strategy to complete the planning process. Mr. Kapper also agreed and noted that the identification of actual funding losses may take some time as it would need to go through a network of entities for interpretation both at the state and federal level. Mr. Vickman also noted proposed cuts in shared revenue for local governments which could have a substantial impact on local funding sources as well, especially paratransit services. Mr. Kakatsch noted another potential transit funding impact in the Governor's State Biennial Budget, which would move transit from the transportation fund to the general fund, making transit compete with more programs for funding.

Equipment and Facilities:

- More shelters at high traffic stops (i.e. Bethel/Festival Foods/etc.)

Mr. Kakatsch confirmed that a bus shelter was put in near Festival Foods in which the grocery store chipped in for part of the cost. More and more partnerships like this one would benefit both the transit system and the business. Mr. Kakatsch noted that the boarding and alighting counts conducted last fall and the system accessibility analysis conducted last summer would be valuable information in determining where those shelter additions/improvements should be made.

- Public bathroom at transit center/information/ticket booth

Mr. Kakatsch noted that this item received quite a few comments during the public input process. Mr. Vickman explained that public restrooms at unsupervised transit centers tend to have problems with vandalism. A number of committee members agreed. Mr. Vickman noted that vandalism may be less of an issue if there was more of a staffing presence at the transit center, but that isn't feasible at this time. Mr. Vickman did like the notion of having additional opportunities to purchase passes/tickets at the transit center via a vending machine, etc. Mr. Kakatsch noted that Valley Transit does have these types of vending machines available at their transit center and they also have individuals through the volunteer center there to provide information to transit users at different periods of the day. The police department has also had a presence at the facility as well. Mr. Vickman noted that there is no space to expand the facility to include an informational/ticket booth, but a ticket/pass vending machine may be an opportunity. Ms. Knapp noted that the bank across the street from the transit center does sell tickets, although they do not sell three month passes. The committee agreed that a public bathroom at this time is not feasible, but opportunities to expand ticket/pass outlets and information are important.

- Beautification of areas around benches and shelters

Ms. Knapp noted that with budgets being tight, this is not a priority that the system can focus on at this time. Mr. Vickman echoed that his primary concern is accessibility, however he felt that there may be ways to get the community/business community more involved in beautification around nearby benches and shelters. Ms. Lewis wondered if there would be some interest amongst local gardening clubs. Mr. Kapper noted that some systems have an adopt a shelter program. Mr. Strong noted that they do currently have one partnership with Pick N Save. Mr. Kakatsch felt that the benches could be a marketing opportunity for local businesses. Mr. Strong felt that the schools could be another opportunity to assist in such projects.

- Bus entry and exiting at the transit center (saw-tooth curbing design)

Mr. Kakatsch and Mr. Vickman noted that this was a discussion that they had when they were examining and observing activity at the transit center when the planning process began. The goal would be to make entry and exiting of the vehicles more efficient. After second thought, Mr. Vickman concluded that there would not be enough room to implement this design at the current transit center. Mr. Strong noted that if the new proposed route system were implemented, not all of the buses would return to the downtown transit center which would free up some space. Therefore, such a design may be doable. Mr. Kapper noted that there would be some renovation costs and mentioned several funding opportunities that might be an opportunity to fund such a project.

- Color coded signage along routes to match up with route maps

Mr. Kakatsch noted that his agency is currently working with Oshkosh Transit to assist in redesigning their riders guide. He questioned whether or not Oshkosh Transit has a longer range goal of color coding their bus stop signage to match up with their route maps. Mr. Strong felt that their bus stop signage and the information on those signs, especially when compared to other peer systems, are adequate. Mr. Kakatsch explained that such an effort is costly, yet vinyl sign covers tend to be more cost effective if this was something the system was interested in doing in the future. Some systems are expanding information on bus stops even further by including the route and a geographically reference as to where you are along the route to help improve information to new users. Mr. Blohm noted that UW-Oshkosh has used these vinyl covers as opposed to full replacement and they are much more cost effective. Mr. Kakatsch noted that this should be considered in the future if and when formalized stops are discussed. Mr. Blohm did see the merit of doing this in the future because the university population tends to bring in a large number of new users for the transit system.

- GPS on buses/real-time updates on cells phones/internet

Although expensive, Mr. Kakatsch felt that this is the number one technological improvement that most transit systems can make today. Oshkosh Transit staff agreed, as it would not only improve information to the consumer, but make operations more efficient. Mr. Strong noted that a good number of other city vehicles (snow plows, sanitation vehicles, etc.) do have GPS, which can be used to respond to speeding complaints, etc. This data would be extremely beneficial in the coordination of transfer points.

- Stop and shelter maintenance/snow removal

Mr. Strong noted that this is a huge issue and very difficult to manage. Mr. Strong explained that if a complaint is filed (after 24 hours of a snowfall) the city hires a contractor to remove snow and the property owner is billed. However, this only occurs if a complaint is filed.

Image and Marketing:

- Expand training for drivers (customer service/courtesy/wheelchair tie-downs, etc.)

Although the vast majority of feedback from consumers regarding the bus drivers was positive, there were numerous complaints about customer service, courtesy, and procedures for wheelchair securement during the public input process.

- Expand marketing/information/promotions (Free Ride the Bus Day/Destination Oshkosh) to increase awareness of Oshkosh Transit
- Staff presence at the transit center for information/purchase of passes/etc.

- Bus Buddy Training

Mr. Vickman noted that Oshkosh Transit is planning to work with Making the Ride Happen to establish a “bus buddy” or travel training program to match up existing users with new users to help them get comfortable with using transit services as it is an overwhelming experience for some people. This can be done on an individual basis or group basis. Mr. Blohm felt that fall orientation would be a huge opportunity at the university.

6. Finalize Other Plan Recommendations

Mr. Kakatsch explained that he put together a brief survey for steering committee members to assist in prioritizing some of the key items the committee has been discussing throughout this planning process. He asked committee members to return the survey either after the meeting or to mail or e-mail it back to him at their earliest convenience. He noted that he’d also ensure that committee members who were not present at the meeting have the ability to fill out the survey. Mr. Kakatsch noted that he should share the results with the committee members at the next meeting and those results would be used to help finalize the plan recommendations.

7. Next Meeting Date

The next meeting was scheduled for Wednesday, April 6, 2011 at 1:00 PM in Room 404 of City Hall.

8. Adjourn

The meeting was adjourned at 3:10 PM.

SUMMARY OF PROCEEDINGS

Oshkosh Transit: Transit Development Plan (TDP) Steering Committee
Prepared By: Jason Kakatsch, Principal Transportation Planner, ECWRPC
Oshkosh City Hall, Room 404
Wednesday, April 6, 2011
1:00 PM

Committee Members Present

Chris Strong	City of Oshkosh/Oshkosh Transit
Jan Knapp	City of Oshkosh/Oshkosh Transit
Dave Vickman.....	City of Oshkosh/Oshkosh Transit
Holly Keenan	Making the Ride Happen
Beckie Pinnow	American Red Cross
Bob Poeschl	ARC of Winnebago County
Joe Blohm	UW-Oshkosh Parking Services
Joe Kapper	Wisconsin DOT
Jason Kakatsch	East Central WI Regional Planning Commission

1. Mr. Kakatsch called the meeting to order at 1:00 PM and began introductions.
2. Review and Approval of the Summary of Proceedings from March 9, 2011.

Mr. Blohm made a motion to approve the summary of proceedings from March 9, 2011. That motion was seconded by Ms. Knapp. The motion carried unanimously.

3. Service Priority Rankings

Mr. Kakatsch noted that he had attendees at the last meeting fill out a brief service priority rankings survey. Copies of that survey were also sent out to committee members that were not in attendance. A total of 11 surveys were returned. Mr. Kakatsch proceeded by going through the results of the survey. Service priority rankings were as follows:

1. High frequency service (1/2 hour) which misses some destinations (average ranking = 2.73)
2. Evening service (after 6pm) (average ranking = 3.00)
3. Low fares (average ranking = 3.09)
4. Earlier morning service (before 6am) (average ranking = 5.00)
5. Limited Saturday service (average ranking = 5.55)
6. All day Saturday service (average ranking = 5.64)
7. Low frequency service (one hour) which covers more destinations (average ranking = 5.73)
8. Above and beyond ADA paratransit services (average ranking = 6.73)
9. Other: Economical way to transport anywhere in the City of Oshkosh (average ranking = 8.36)
10. Other: Access to Jobs program (average ranking = 8.45)
11. Other: Better connectivity with Valley Transit (average ranking = 8.73)

Mr. Kakatsch continued by noting that this analysis was incorporated in a draft chapter of the plan recommendations which would be discussed later in the meeting. He felt that this exercise conducted with the steering committee will be a helpful tool in identifying priorities in the future when uncertain state and federal funding levels are known. Mr. Strong noted that the individual survey results did have a wide range of priorities between respondents. He also felt that all of the public input collected throughout this planning process will help identify future priorities for Oshkosh Transit. Mr. Kakatsch noted that when funding levels are known there may need to be some additional analysis if drastic funding cuts are experienced.

4. Finalize Plan Recommendations

Mr. Kakatsch distributed draft copies of the recommendation chapter to committee members. He noted that the chapter includes the proposed system and route alternatives which were approved by the committee at the last meeting and an updated list of additional recommendations discussed by the committee over the course of the last two meetings. The chapter also includes analysis conducted by HNTB-Madison who assisted in the transit model/system analysis phase of the planning process. He proceeded to walk the committee through the chapter which identifies:

- A background of the transit model used to test route alternatives
- Proposed System #1 – with a west transfer point
- Proposed System #2 – without a west transfer point
- Proposed Route 1
- Proposed Route 2
- Proposed Route 3
- Proposed Route 4
- Proposed Route 5
- Proposed Route 6
- Proposed Route 7
- Proposed Route 8
- Proposed Route 9 – Alternative #1 without service to the 20th Avenue YMCA
- Proposed Route 9 – Alternative #2 with service to the 20th Avenue YMCA
- Proposed Route 10 – Alternative #1 with service from the downtown transit center to UW-Oshkosh/Algoma Boulevard/Neenah
- Proposed Route 10 – Alternative #2 with direct express service from a west transfer point to Neenah via USH 41
- Fixed Route Service Enhancement Recommendations
- Passes and Fare Recommendations
- Planning and Policy Recommendations
- Equipment and Facility Recommendations
- Information, Image, and Marketing Recommendations
- Technology Recommendations
- Funding Recommendations
- Discussion of State Cuts and Legislative Impacts
- Discussion of Federal Cuts and Legislative Impacts
- Service Priorities

Mr. Kakatsch noted that the alignment of proposed route 9 more or less comes down to coordination with the 20th Avenue YMCA and identifying a safe, effective, and convenient entry and exiting plan for buses at the facility. The alignment of proposed route 10 will need to be identified based on discussions which need to occur between Oshkosh Transit and Winnebago County (a funding contributor for the route) as to what the primary purpose of the route should be, either an express route to Neenah or a local service provider with eventual service to Neenah. Ms. Knapp noted that she has had recent discussions with the 20th Avenue YMCA and they have agreed to cooperate and assist in identifying a safe, effective, and convenient entry and exiting plan at their facility. She also noted that she has had discussions with Wal-Mart to get the bus shelter/stop closer to the storefront.

Mr. Kakatsch noted that with state and federal funding cuts anticipated in the near future, some “low hanging fruit” could be to consolidate existing routes 1 and 2 into one route (proposed route 1). Mr. Strong noted that his initial thought was that they would consider implementation all of the proposed route changes at once, but felt that implementation in pieces makes sense with the looming funding uncertainties. Mr. Kakatsch felt that the implementation of a new route 10 could also be a short range opportunity. Mr. Strong noted that the alignment of route 10 could also have some local

service implications. Mr. Kakatsch confirmed that the implementation of proposed route 4 should alleviate those local service concerns. Mr. Strong and Ms. Knapp agreed.

Mr. Strong questioned if Mr. Kapper had any updates on state and federal funding impacts. Mr. Kapper noted that there has not been any substantial new information aside from discussions already had by the steering committee. He did not that impacts of the Census on transit funding should be known by early 2012. He also noted that the State is examining the tiered transit funding structure. He also noted that reauthorization of a federal transportation bill could have impacts but passage of a new bill is not anticipated in the near future. Mr. Kapper felt that at the federal level capital projects will be less likely to be funded through an earmark process and more likely through competitive grants.

Mr. Poeschl felt that the City Council would be hesitant to proceed with any implementation based on the uncertainties of state and federal funding in the near future. Mr. Vickman felt that the plan recommendations offer flexibility in being able to implement in phases or as a whole when funding uncertainties become known over time. Mr. Strong noted that this plan is similar in nature to a sustainability plan or comprehensive plan in which the City Council would be endorsing the direction of the plan and not necessarily committing to funding. Mr. Poeschl agreed and noted that it is much easier to approve a plan then it is to implement it with funding commitments. Mr. Poeschl also noted that any future union contracts/collective bargaining rights could also have major implications on the implementation of the plan. Ms. Knapp reaffirmed that the route proposals identified in this plan utilize the exact same number of buses and funding levels that the existing system currently does. The only proposed addition to service would be the extension of evening service, which would need to result in the elimination of some other service and that is where the service priority identification and public input will assist in determining which services are most important/desired. Mr. Vickman reaffirmed that he felt the plan does a good job of expanding coverage and improving efficiencies with existing resources. Mr. Kakatsch noted that staff and the committee toyed with the idea of have growth scenarios identified in the plan, but based on the anticipated cuts in state and federal aid that is not feasible at this time. The identification of service priorities will be a useful tool in identifying potential service cuts if needed.

Mr. Vickman requested that the proposed system and proposed route exhibits be enhanced to be more legible for those that may not be familiar with the system and the geography of the City of Oshkosh. Mr. Kakatsch noted the exhibits in the chapter were taken out of the transit model in which they were coded and tested. He agreed that the exhibits may not be very legible to someone that is not that familiar with the system or the City of Oshkosh and noted that he will enhance those exhibits to match the previous mapping which was done in the plan.

Mr. Kakatsch questioned the committee as to whether they would like to take action on the draft plan recommendations chapter now or wait until action is taken on a complete draft of the plan at the next meeting scheduled for May. Mr. Poeschl noted that he would prefer to read the draft plan in its entirety before taking action on the draft recommendations chapter. Mr. Vickman agreed and felt that would give committee members the chance to revisit the previous chapters and public input. To ensure adequate time to review the draft plan and at the request of all committee members present, Mr. Kakatsch noted that he would e-mail a PDF copy of the draft plan to all of the committee members when the requested mapping updates were completed, unless a hard copy is requested.

5. Next Steps

Mr. Kakatsch noted that the focus of the next meeting would be to review the draft plan in detail and address any things that may need to be changed, updated, or edited. Upon any recommended updates, the steering committee will take action on a draft of the final plan. This plan will then be released to the public for review prior to at least one public information meeting in which the public will have an opportunity to comment on the plan. He noted that there will be a press release sent

out and a legal notice posted in the newspaper noting how to get access to electronic and hard copies of the draft plan. The final plan and public comment on the plan will then be taken to the Transit Advisory Board and City Council for approval tentatively scheduled for June and July. It was recommended that the library, Senior Center, and UW-Oshkosh be considered for sites for the public information meetings. However, Mr. Blohm noted that many of the university students will already be gone on summer break during the anticipated timeframe for the public information meetings, so the university may not be the most effective site for the remainder of the public.

6. Next Meeting Date

The next meeting was scheduled for Wednesday, May 11, 2011 at 1:00 PM in Room 404 of City Hall.

7. Adjourn

The meeting was adjourned at 1:50 PM.

SUMMARY OF PROCEEDINGS

Oshkosh Transit: Transit Development Plan (TDP) Steering Committee
Prepared By: Jason Kakatsch, Principal Transportation Planner, ECWRPC
Oshkosh City Hall, Room 404
Wednesday, May 11, 2011
1:00 PM

Committee Members Present

Chris Strong City of Oshkosh/Oshkosh Transit
Jan Knapp City of Oshkosh/Oshkosh Transit
Dave Vickman..... City of Oshkosh/Oshkosh Transit
Mary Louise Lewis..... City of Oshkosh Transit Advisory Board
Mike Norton Winnebago County Board/Transit Advisory Board
Bob Poeschl ARC of Winnebago County/Oshkosh City Council
Joe Blohm UW-Oshkosh Parking Services
Joe Kapper Wisconsin DOT
Jason Kakatsch East Central WI Regional Planning Commission

1. Mr. Kakatsch called the meeting to order at 1:00 PM and began introductions.
2. Review and Approval of the Summary of Proceedings from April 6, 2011.

Mr. Vickman made a motion to approve the summary of proceedings from April 6, 2011. That motion was seconded by Mr. Poeschl. The motion carried unanimously.

3. Review and Action on the Draft Transit Development Plan

Mr. Kakatsch noted that a few weeks ago he had e-mailed a link to the draft plan to committee members for review and hard copies were mailed to those that requested them. Mr. Kakatsch proceeded by walking the committee through the draft plan which includes chapters on: the existing conditions of the system, onboard survey analysis, additional public input received, a bus stop inventory and system accessibility analysis, route ridership patterns, an evaluation of performance and peer comparison, and plan recommendations.

Mr. Kakatsch noted that he had received a list of comments from Oshkosh Transit staff prior to the committee meeting and he shared those with the committee. Such comments included: inclusion of an executive summary, expanded recommendations on how to provide better accessibility and to improve marketing and branding, and prioritization of recommendations with some text outlining why items are being recommended. Oshkosh Transit staff also provided Mr. Kakatsch with a list of minor errors they had found in the draft to be corrected. Mr. Kakatsch distributed a list of the recommendations which he had prioritized based on his review of public input and previous staff and committee discussions. After a lengthy discussion and debate, recommendations prioritized by category and agreed upon by the committee were as follows:

Fixed Route Service Enhancement Recommendations

1. Implement proposed route structure
2. Consider extending evening service (6PM to 10PM)
3. Start routes off-site rather than at the transit center
4. Consideration of expanded special events routes (i.e. Waterfest/Sawdust Days/EAA/Tour of Christmas Lights/Country USA) which meet federal charter regulations

Passes and Fare Recommendations

1. New student fare structures/student ID/bus pass program with Oshkosh Public Schools
2. Incentive programs with local employers for employee usage of transit
3. Senior/disabled discounted punch pass
4. Improvement of fare collection
5. Joint promotions with retail commercial areas located along bus routes
6. Expand the number of accessible outlets where tickets can be purchased
7. Frequent user discounts/reward program/daily specials aside from discounted passes
8. Examine online ticket printing
9. Improve transfer ticketing system
10. Commuter pass for Route 10
11. Targeted distribution of free ride tickets to introduce new markets to transit, i.e. free bus pass/tickets incentive program in cooperation with bike stores when a bicycle is purchased

Planning and Policy Recommendations

1. Formalization of bus stops should be considered in the future
2. Reduce service where boarding and alighting counts are low to nonexistent and utilize those resources somewhere else
3. Cover more area instead of backtracking on routes
4. Consider the creation of a Disability Advisory Board
5. Conduct a cost-benefit analysis of operating paratransit in-house
6. Expanded involvement in land use planning and development efforts (*also cited in the city's comprehensive plan and sustainability plan*)
7. Try to get buses out of parking lots when possible
8. Initiate service discussions with the Town of Algoma

Equipment and Facility Recommendations

1. Enhanced accessibility at bus stops
 - i. Maintain a hard/stable service like a concrete pad at all curbside stops
 - ii. Ensure that an accessible path leads to each curbside stop
 - iii. Eliminate any barriers/obstructions that may inhibit accessibility/safety
 - iv. Address accessibility of bus stops in any new/reconstruction project
 - v. Increase bus drivers' identification of stops with accessibility concerns
 - vi. Enhance communications with residents, businesses, advocacy groups, public works, elected officials, and other stakeholders, etc. about the need to maintain bus stops, especially in the winter to increase accessibility
2. More shelters/benches at high traffic stops
3. Get Wal-Mart stop closer to the store
4. Continued improvement of bus stop signage along all routes
5. Work with community groups/business/schools/etc. to enhance the beautification of areas around benches and shelters/adopt a shelter or bench program for maintenance/snow removal
6. House a ticket/pass vending machine at the transit center

Information, Image, and Marketing Recommendations

1. Develop a uniform brand of all components of OTS (color scheme, stops, rider's guides, maps, other printed materials, etc.) to ensure that consumers associate them OTS
2. Expand direct marketing/information/promotions (Free Ride the Bus Day/Destination Oshkosh) to increase awareness of Oshkosh Transit
 - i. Show the cost savings in using transit vs. the automobile
 - ii. Approach UW-Oshkosh to inquire about working with marketing students/classes for marketing projects and programs
 - iii. Targeted marketing campaigns for students, commuters, etc.
 - iv. Market positive and unique aspects of OTS service

- v. Periodically conduct market research of targeted groups (students, area employers and their employees, etc.) throughout the community and determine their attitudes toward OTS and their potential usage of OTS in the future
 - vi. Continued use of social media
- 3. Approach UW-Oshkosh to inquire about working with marketing students/classes for marketing projects and programs
- 4. Bus Buddy Training in coordination with Making the Ride Happen, especially during UW-Oshkosh student orientation
- 5. Expand training for drivers (customer service/courtesy/wheelchair tie-downs, etc.)
- 6. Develop a more formalized system to receive and process rider/stakeholder feedback

Technology Recommendations

- 1. Expansion of Intelligent Transportation Systems (ITS) such as:
 - i. Global positioning systems (GPS) on buses
 - ii. Cell phone technology with real-time updates (GPS is needed on the buses)
 - iii. Wireless internet on buses
- 2. Continue to utilize the transit model maintained by the East Central Wisconsin Regional Planning Commission

Funding Recommendations

- 1. Pursuit of other nontraditional funding opportunities both public and private, for both operational and capital improvements. Such improvements could be a demand responsive type service (comparable to the Connector in the Fox Cities) which offers transportation services to areas within the City of Oshkosh not serviced by Oshkosh Transit.

Key Overall Recommendations

- Implement proposed route structure
- Develop a uniform brand of all components of OTS (color scheme, stops, rider's guides, maps, other printed materials, etc.) to ensure that consumers associate them OTS
- Expand direct marketing/information/promotions (Free Ride the Bus Day/Destination Oshkosh) to increase awareness of Oshkosh Transit
- Consider extending evening service (6PM to 10PM)
- New student fare structures/student ID/bus pass program with Oshkosh Public Schools
- Incentive programs with local employers for employee usage of transit
- Formalization of bus stops should be considered in the future
- Enhanced accessibility at bus stops
- Expansion of Intelligent Transportation Systems (ITS) such as:
 - i. Global positioning systems (GPS) on buses
 - ii. Cell phone technology with real-time updates (GPS is needed on the buses)
 - iii. Wireless internet on buses
- Senior/disabled discounted punch pass
- Improvement of fare collection
- Joint promotions with retail commercial areas located along bus routes
- More shelters/benches at high traffic stops

Key overall recommendations are not prioritized, as the steering committee felt that all of these recommendations are major priorities throughout the life of the plan.

Mr. Kakatsch also noted that Oshkosh Transit staff point out several errors in the mapping included in the route alternatives portion of the plan recommendations chapter. Mr. Kakatsch distributed copies of the corrected maps to the steering committee.

Mr. Blohm made a motion to approve the draft transit development plan with the discussed revisions and corrections. Mr. Poeschl seconded the motion which passed unanimously.

4. Next Steps

Mr. Kakatsch noted that he will make all of the necessary revisions and corrections to the draft plan prior to its release to the public for review. Mr. Strong noted that he would like to take the draft plan to the Oshkosh Transit Advisory Board on May 2th, 2011, prior to any public information meetings being held. He also noted that he'd like to go back to the Transit Advisory Board and Common Council with the draft plan after public information meetings are held and any public comment is received. The next Transit Advisory Board would then be June 15th, 2011.

5. Public Information Meeting Dates and Locations

Mr. Kakatsch noted that based on the meeting dates of the Transit Advisory Board, the week of June 6th or June 13th and 14th would be possible dates for public information meetings. Ms. Lewis noted that the week of June 6th was the final week of school for many schools in the area which may create some conflicts. Mr. Poeschl felt that it is important to take an ample amount of time to market this plan to the public. Mr. Kakatsch noted that he plans to do a press release and post an ad in the Oshkosh Northwestern on how to access the draft plan online or a hard copy, as well as listing the public information meeting dates, times, and locations. He also noted that he will make hard copies of the plan available at the public library, senior center, and Oshkosh Transit so the public can review the plans if they do not have internet access. Mr. Vickman also offered to post information on all of the buses. It was concluded that two public information meetings would be held on Monday, June 13th. The first would be at the public library from 1pm to 3pm with a presentation at 2pm. The second public information meeting would be held at the seniors center from 5:30pm to 7:30pm with a presentation at 6:30pm.

Mr. Strong noted that he would like to cover the draft plan with the Transit Advisory Board over two meetings (May 25th and June 15th). The first would be an overview of the plan, in which the board would then have about a month or so to examine the plan in greater detail before acting on it at a later date. Mr. Poeschl felt that one meeting/workshop with the Common Council would be appropriate to examine the plan and the have members act on it later in the meeting. It was concluded that the July 12th Common Council meeting would be the most feasible date.

6. Adjourn

Mr. Kakatsch thanked the steering committee for their participation and expertise throughout the entire planning process. The meeting was adjourned at 3:00 PM.

TRANSIT ADVISORY BOARD MINUTES

JUNE 15, 2011

4:30 P.M.

MEMBERS PRESENT: Diane Hoffman, Diane Lowe, Mary Louise Lewis, Troy Monday, Mike Norton, Jeffrey Olmstead and Bob Poeschl

OTHERS PRESENT: Christopher Strong, Transportation Director
Jennifer Weigand, Recording Secretary
Jason Kakatsch, East Central WI Regional Planning Commission

Chairman Lewis called the meeting to order at 4:30 p.m.

NEW BUSINESS

1. *PUBLIC HEARING ON THE TRANSIT DEVELOPMENT PLAN (TDP).*

The public hearing opened at 4:30 p.m. No public comments were received. The public hearing closed at 4:31 p.m.

Mr. Kakatsch presented the Board with a summary of comments received at the two informational meetings held on June 13, 2011.

Ms. Lewis received comments from riders that they are opposed to the bus not going into the Pick 'N Save parking lot. She was opposed to not going into St. Vincent de Paul's parking lot. It's a busy stop. She noted that the Board developed a way to provide improved bus service there when it opened two years ago, and now it appears it is being taken away.

Mr. Poeschl said he had received comments regarding the change to Route 10

Mrs. Hoffman did not think there was much to be gained by the formalization of bus stops. She felt it would be an inconvenience to the riders, especially those with accessibility and mobility issues. She would like to see it kept as flexible as possible.

Mr. Norton said we could make an exception for those with mobility concerns.

Mr. Poeschl like the idea of formalization of bus stops and agreed with an exception for those with mobility concerns. This would make our system more efficient and easier to maintain stops.

Mrs. Lewis, speaking as a regular bus rider, doesn't want to walk four blocks to catch a bus in the winter, especially when people don't shovel their sidewalks.

Mr. Olmstead said previous studies showed how far people were willing to walk to a bus stop, which was a maximum of three blocks or less. Four blocks would be pushing the limit. He felt this would result in a loss of ridership.

Mrs. Lewis said there are certain areas of the city populated more by elderly residents.

Mr. Kakatsch pointed out that formalization does not have to be done immediately but possibly in the future. Mrs. Hoffman noted that it could be done in the event that fiscal challenges force the routes to be more efficient on the number of stops per route.

Mr. Norton would like to see parking removed at all bus stops, so buses are able to get next to the curb to board and alight passengers.

Mr. Poeschl asked why we don't want to go into parking lots. Mr. Kakatsch replied we should avoid parking lots whenever possible because of pedestrians and vehicles. However, some are not avoidable. Mr. Poeschl felt it was in the interest of our riders to get as close as possible to these points of interest. He suggested counting the riders and where they are shopping to get a clearer picture.

Mr. Olmstead said it is a safety issue for riders to have to walk through a parking lot to get to the store.

Mr. Norton said he supports about 90 percent of the plan.

Mr. Kakatsch pointed out that according to the ride surveys conducted our current alighting stops are more formalized than the boarding stops, which are more liberal. In other words, drivers tend to board passengers where they are waiting, but will typically let passengers off only at designated stops.

Mr. Norton commended the staff on how well the informational meetings were publicized. He would like to hold informational meetings one to two times throughout the year to hear public comments.

Mr. Poeschl asked about the next steps for the plan in moving forward. Mr. Strong explained that a vote to support the plan would be a vote to support the framework presented by the plan, but that enacting specific recommendations will likely require additional public hearings and/or Board input, especially given the concerns that were raised. Mr. Strong noted that the Council is expected to take action on the plan at its July 13 meeting, where there will be a one-hour workshop before the meeting and an action item on that meeting's agenda.

Mr. Poeschl would like to have the TDP in the form of a public hearing at the beginning of the Common Council meeting, which might get more interaction from the public. He suggested a brief historical summary be included in Mr. Strong's explanation to the Council.

Mrs. Hoffman moved to support the TDP's overall direction with Board comments and recommendations being forwarded by department staff to the Council for their consideration. Mr. Norton seconded the motion. Motion carried (7-0).

STAFF STATEMENTS

- None

AGENDA ITEMS FOR NEXT MEETING

- Mr. Poeschl would like an update on what is happening when the collective bargaining law goes into effective.
- Mr. Poeschl said he was interested in pursuing a wheel tax to help fund transit operations.

There being no more business to come before the Transit Advisory Board and upon duly being made and seconded (Hoffman, Norton), the meeting adjourned at 5:20 p.m.



**PROCEEDINGS OF THE COMMON COUNCIL
CITY OF OSHKOSH, WISCONSIN**

REGULAR MEETING held Tuesday, July 13, 2011, at 6:00 p.m. in the Council Chambers, City Hall.

Mayor Tower presided.

Mr. Rohloff introduced the new Assistant Finance Director, Beth Moore.

PRESENT: Council Members Steve Cummings, Steven Herman, Jef Hall, Deb Allison-Aasby, Bob Poeschl, Tom Pech, Jr. and Mayor Burk Tower

ALSO PRESENT: Mark Rohloff, City Manager; Pamela Ubrig, City Clerk; Lynn Lorensen, City Attorney; and Dave Patek, Director of Public Works

Council Member Cummings read the Invocation

The Pledge of Allegiance was led by Council Member Cummings

CITIZEN STATEMENTS

Jeff Decker, 1119 Otter Avenue, represented the Oshkosh Neighborhood Watch invited council members and the community to participate in the National Night Out on August 2nd.

PUBLIC HEARINGS

Resolution 11-294 Adopt 2011 Transit Development Plan

MOTION: ADOPT (Poeschl; second, Cummings)

MOTION: AMEND TO ADD LANGUAGE TO LAST PARAGRAPH – WITH UNDERSTANDING THAT MAJOR ROUTE SYSTEM CHANGES FROM CURRENT SYSTEM BE APPROVED BY COMMON COUNCIL FOLLOWING A RECOMMENDATION FROM THE TRANSIT ADVISORY BOARD (Pech; second, Cummings)

WITHDRAWN

MOTION: AMEND TO ADD LANGUAGE TO LAST PARAGRAPH – WITH UNDERSTANDING THAT MAJOR ROUTE SYSTEM CHANGES FROM CURRENT SYSTEM BE APPROVED BY COMMON COUNCIL FOLLOWING A RECOMMENDATION FROM THE TRANSIT ADVISORY BOARD (Poeschl; second, Hall)

CARRIED: Ayes (7) Cummings, Herman, Hall, Allison-Aasby, Poeschl, Pech, Mayor Tower

PROCEEDINGS OF THE COMMON COUNCIL – JULY 13, 2011

VOTE ON RESOLUTION AS AMENDED

CARRIED: Ayes (6) Cummings, Herman, Allison-Aasby, Poeschl, Pech,
Mayor Tower;
Noes (1) Hall

Steve Vickman, 1815 White Swan Drive, representing the Oshkosh Area Community Pantry on Jackson Street, encouraged the Council not to eliminate the bus stop at the food pantry as it would create a hardship and a safety hazard to patrons of the pantry.

Council Member Pech asked Mr. Strong what the process would be going forward if the resolution was approved.

Chris Strong, Transportations Director, explained if the Council adopted the plan he would work with the Transit Advisory Board to prioritize the recommendations and set public hearings.

Council Member Herman thought the plan was in-depth and well put together.

Council Member Hall requested a clarification that the routes in the report were set however the stops were still up for debate.

Mr. Strong replied council approval of the resolution would not approve the routes or the stops, merely the philosophy behind the routes.

Council Member Hall stated he would not support the resolution citing issues with the philosophies behind several of the routes.

Council Member Cummings stated the fare structure over the next five years should be examined. He also wanted to know what the consequences would be if the plan was voted down by the Council.

Mr. Strong indicated if the Council did not want to approve the plan they could either amend the plan or send it back to City Staff. If the plan was approved by the Council, it could be modified at any time.

Council Member Poeschl stated the Council should give the Transit Department direction on the transit plan rather than just approve or deny it.

Mr. Rohloff asked if the plan was approved, what the process would be for the Council to make route changes.

Mr. Strong stated substantial route changes involved a public hearing and the decisions were dealt with mostly at the Transit Advisory Board level. If there were funding implications those changes would go before Council for approval. He added his staff would welcome input from council members regarding the transit plan.

PROCEEDINGS OF THE COMMON COUNCIL – JULY 13, 2011

Council Member Allison-Aasby stated she would like route changes to be approved by the Council. She also stated she would like fares to be reviewed.

Council Member Pech explained the direction from the Council to the Transit Staff should be to develop a route system that met the needs of the community in the most efficient manner possible and proposed an amendment requiring City Staff to bring the route structure to Council for approval.

Council Member Hall would not support the amendment citing a fundamental disagreement with the routes in the plan.

Mayor Tower asked Mr. Strong what the drawback would be if the Council tabled the resolution.

Mr. Strong stated many of the plan recommendations are tied to the 2012 budget, thus if the resolution was tabled it would push those recommendations into next year's budget.

Council Member Poeschl did not support tabling the resolution as a year and a half was already spent on devising the plan.

Council Member Herman did not support the amendment as he interpreted Mr. Strong's memo included with the resolution to be that all route changes would be brought before the Council for consideration.

Council Member Pech agreed with Council Member Herman and withdrew his proposed amendment.

Council Member Hall reiterated he would not support the resolution as he was opposed to the transit plan in general.

Council Member Poeschl felt memos were only attached to resolutions and not actually part of them. Therefore, he proposed the amendment originally brought forth by Council Member Pech.

Ordinance 11-295 Approve Rezoning the Property at 1428 Algoma Boulevard from R-1C Single Family Central to R-1C Single Family Central with a Planned Development Overlay (Plan Commission Recommends Approval)

FIRST READING; LAID OVER UNDER THE RULES

Resolution 11-296 Approve Final Resolution for Special Assessments / Storm Sewer Laterals and Sidewalk Repair – Westhaven Circle and South Westhaven Drive

MOTION: ADOPT (Pech; second, Poeschl)

CARRIED: Ayes (7) Cummings, Herman, Hall, Allison-Aasby, Poeschl, Pech, Mayor Tower

PROCEEDINGS OF THE COMMON COUNCIL – JULY 13, 2011

Resolution 11-297 Approve Final Resolution for Special Assessments / Paving, Sidewalk, Driveway and Utilities – Westfield Street (Robin Avenue to North of Taft Avenue)

MOTION: ADOPT (Cummings; second, Pech)

CARRIED: Ayes (7) Cummings, Herman, Hall, Allison-Aasby, Poeschl, Pech, Mayor Tower

Resolution 11-298 Approve Final Resolution for Special Assessments for Asphalt Paving, Curb-Gutter, Sidewalk, Driveway, and Utilities – High Avenue and Various Side Streets (Wisconsin Street to Congress Avenue)

MOTION: ADOPT (Poeschl; second, Cummings)

CARRIED: Ayes (7) Cummings, Herman, Hall, Allison-Aasby, Poeschl, Pech, Mayor Tower

Council Member Herman questioned why the streets were being paved with asphalt as opposed to concrete.

Mr. Rohloff explained the reason the streets were being paved with asphalt was due to the ongoing changes occurring at the university. The underlying utilities of these streets still had some life in them and the life expectancy of the asphalt would be eight to twelve years which would be enough time for the university to make their changes.

Resolution 11-299 Approve Final Resolution for Special Assessments / Sanitary and Grove Street (Nevada Avenue to Bent Avenue)

MOTION: ADOPT (Poeschl; second, Pech)

CARRIED: Ayes (7) Cummings, Herman, Hall, Allison-Aasby, Poeschl, Pech, Mayor Tower

Resolution 11-300 Approve Final Resolution for Special Assessments / Grade-Gravel, Asphalt Paving, Sidewalk, Driveway, and Utilities – Hazel Street (Melvin Avenue to New York Avenue) and Alley West of Main Street (14th Avenue to 15th Avenue)

MOTION: ADOPT (Cummings; second, Allison-Aasby)

CARRIED: Ayes (7) Cummings, Herman, Hall, Allison-Aasby, Poeschl, Pech, Mayor Tower

Patricia Diener, 1316 Broad Street, questioned if paving would be done on Melvin Avenue.

Mr. Patek clarified the paving would be done on Hazel Street between Melvin Avenue and New York Avenue.

PROCEEDINGS OF THE COMMON COUNCIL – JULY 13, 2011

CONSENT AGENDA

Approval of Bills presented by the Finance Director.

Receipt and filing of Common Council Minutes from June 28, 2011

Receipt of Claim filed with the City's Insurance Company / Scott Ney for Alleged Sewer Damage to his Basement

Resolution 11-301 Approve Rescission of Property Taxes (Diamond Auto Repair)

Resolution 11-302 Approve Conditional Use Permit for Continued Use of the Planned Development of a Limited Venue Festival Site at the Southwest Corner of Washburn Street and Ripple Avenue in the City of Oshkosh and Town of Nekimi (Plan Commission Recommends Approval)

Council Member Poeschl questioned if there was a health plan condition associated with the conditional use permit.

Darryn Burich, Director of Planning, indicated the health plan condition was similar to the health plan adopted by Winnebago County. He explained the plan covered camping, sanitation and trash pick up.

Council Member Poeschl questioned if debris such as mud on the road would be removed on a daily basis.

Mr. Burich stated in the past mud on the road was removed at the end of an event however next year that would change to daily.

Council Member Poeschl questioned if the shuttle buses used at this year's event were planned prior to the event.

Dan Liebhauser, Country USA event organizer, stated prior to the this year's event a contingency plan was put into place that if the grounds were unusable to park vehicles, shuttle buses would be used for the entrance and exit of concert goers.

Council Member Poeschl questioned if the shuttle buses were used only when the grounds were unusable to park vehicles.

Mr. Liebhauser explained the shuttle bus contingency plan was intended only for emergency situations.

Mayor Tower wanted clarification as to what the City was responsible for and what the Town of Nekimi was responsible for regarding the festival grounds.

PROCEEDINGS OF THE COMMON COUNCIL – JULY 13, 2011

Mr. Burich explained the camping on the grounds and the festival itself were located in the Town of Nekimi which fell under the jurisdiction of Winnebago County zoning. He stated the access to the festival site and the parking were located in the City of Oshkosh.

Mr. Rohloff added the Oshkosh Police Department provided traffic control on Washburn Street as it was located in the City. He explained the Oshkosh Fire Department provided services under a contract with Country USA and Rock USA.

Resolution 11-303 Approve Planned Development for Construction of a Multiple Family Dwelling Development on the West Side of North Main Street, Between Murdock Avenue and Viola Avenue (Plan Commission Recommends Approval)

Council Member Poeschl questioned what the parking restrictions were on North Main Street and Viola Avenue.

Mr. Burich believed there was parking on the south side of Viola Street but could not speak to the parking on North Main Street.

Council Member Poeschl questioned if parking would be allowed on the west side of North Main Street once the proposed townhouses were built.

Mr. Strong stated whether or not parking would be allowed on North Main Street would be a future Council decision, however it was his understanding that the developer of the townhouses allotted for ample on site parking.

Council Member Poeschl questioned if the on site parking for the townhouses included visitor parking.

Mr. Burich stated the developers of the townhouses incorporated on site guest parking. He explained the guests of the apartment complex would also be able to park in the Fair Acres parking lot.

Mayor Tower requested the resolution be removed from the consent agenda in order to be discussed separately.

Resolution 11-304 Approve Planned Development for construction of a Stand Alone Restaurant, Stand Alone Commercial Building and Commercial Strip Center at 1200 South Koeller Street (Plan Commission Recommends Approval)

Resolution 11-305 Approve Setting Public Hearing Date to Vacate Portion of Rath Lane Adjacent to 1424 Rath Lane, 1900 Omro Road and 1896 Omro Road (Plan Commission Recommends Approval)

PROCEEDINGS OF THE COMMON COUNCIL – JULY 13, 2011

- Resolution 11-306 Approve Acquisition of Property in the amount of \$625,000.00 at 2449 State Road 44 for the Expansion of the Universal Business Park
- Resolution 11-307 Approval of Change Order No. 1 for Public Works Contract No. 11-09 with Donald Hietpas and Sons, Inc. for Ninth Avenue Water Main Construction (\$116,017.16)
- Resolution 11-308 Award Bid for Public Works Contract No. 11-03 to Lowest Responsible Bidder as Recommended by Staff for the Westfield Street Bridge
- Resolution 11-309 Award Bid for Public Works Contract No. 11-13 to Northeast Asphalt Inc. for Asphalt Paving and Utilities on High Avenue (\$756,654.50)
- Resolution 11-310 Award Bid for Public Works Contract No. 11-23 to Kruczek Construction Inc. for Sanitary Sewer Construction on Hazel Street and Alley West of South Main Street (\$256,256.56)
- Resolution 11-311 Approve Agreement with Wisconsin Department of Transportation for Construction of Fernau Avenue from Jackson Street to Vinland Street (\$957,410.00)
- Resolution 11-312 Authorize Police Department Grant / 2011 Edward Byrne Justice Assistance Grant (JAG) through U.S. Department of Justice for Miscellaneous Police Equipment (\$31,371.00)
- Resolution 11-313 Approve Council Support for an Oshkosh Transit System Application for Funding for New Buses through U.S. Department of Transportation's State of Good Repair (SGR) Program
- Resolution 11-314 Approval of Special Event – Bethel Worship Center's Block Party – 900 Block of E. Tennessee Avenue Between Evans Street and Grove Street / July 16, 2011

Council Member Poeschl questioned with the new Special Events Policy did the block party application still exist.

Ms. Lorensen explained the block party application was used only for residential purposes.

- Resolution 11-315 Approval of Special Event – Wisconsin B.A.S.S. Federation Nation to Utilize Menominee Park (Miller's Bay) for Wisconsin B.A.S.S. Federation Nation State Tournament / July 17 and 17, 2011
- Resolution 11-316 Approval of Special Event – Amvets Post 7 to Utilize 1571 W. South Park Avenue for Fund Raiser Amvets EAA / July 23 through 30, 2011

PROCEEDINGS OF THE COMMON COUNCIL – JULY 13, 2011

Resolution 11-317 Approval of Special Event – First Cast Tournament - to Utilize Menominee Park for First Cast Tournament – Winnebago Event / July 23, 2011

Resolution 11-318 Approve Special Class “B” Licenses, Operators Licenses, Taxi-Driver Licenses, Taxi-Cab Licenses and Junk Collector License

MOTION: ADOPT CONSENT AGENDA EXCLUDING RESOLUTION 11-303 (Pech; second, Cummings)

CARRIED: Ayes (7) Cummings, Herman, Hall, Allison-Aasby, Poeschl, Pech, Mayor Tower

Resolution 11-303 Approve Planned Development for Construction of a Multiple Family Dwelling Development on the West Side of North Main Street, Between Murdock Avenue and Viola Avenue (Plan Commission Recommends Approval)

MOTION: ADOPT (Pech; second, Cummings)

CARRIED: Ayes (7) Cummings, Herman, Hall, Allison-Aasby, Poeschl, Pech, Mayor Tower

Mayor Tower questioned how many of the proposed townhouses would be one, two, or three bedrooms.

Mr. Burich stated there would be twenty (20) two bedroom units and thirty five (35) three bedroom units.

Mayor Tower questioned who the target market was for the townhouses.

Andy Dumke, the developer of the proposed townhouses, stated the target market for the townhouses were families.

Mayor Tower stated his concerns about how much green space was allotted for potentially one hundred children.

Mr. Burich explained from a multiple dwelling unit perspective, the townhouses were considered a low density development. He stated there was not a minimum green space requirement in the municipal code; however the calculated green space for the proposed development was about forty three percent of the site.

Mayor Tower questioned if there would be an on site manager for the townhouse development.

Mr. Dumke confirmed there would be an on site manager.

PROCEEDINGS OF THE COMMON COUNCIL – JULY 13, 2011

Mayor Tower stated that the children would attend Oaklawn School for grades one through three, but asked where they would go for grades four and five.

Mr. Dumke assumed that the children would attend Merrill School for grades four and five.

Mayor Tower questioned if Oaklawn School could absorb conceivably thirty more children.

Mr. Dumke stated as part of the neighborhood meeting a letter was sent to Oaklawn School and the Oshkosh Area School District inviting them to attend the meeting and/or address their concerns about the development. He stated neither responded nor attended the meeting.

Mayor Tower stated his concerns about the two detention ponds in the area and that children would be using the Fair Acres parking lot as a playground.

Mr. Burich stated as far as the school district was concerned it was inappropriate to isolate the proposed site of the townhouses, and that school overcrowding should not hinder growth in the community.

Mayor Tower questioned what other development would be happening in the Fair Acres area.

Mr. Dumke stated the Fair Acres site had remained undeveloped for twenty years and they were excited for the townhouse complex. He explained the remaining site was a one acre parcel however to date there were no plans to develop it.

Council Member Allison-Aasby was concerned about the impact the proposed townhouse development would have on the Oaklawn School.

Council Member Poeschl questioned if the entrance to Pick and Save from North Main Street would remain where it is.

Mr. Dumke stated there was a restriction in the Pick and Save Lease that the entrance on North Main Street had to remain open. He explained to alleviate traffic; alternate entrances would be located on Murdock Avenue and Viola Avenue. He also stated that speed bumps would be incorporated into the entry way on North Main Street.

Council Member Hall stated the proposed plan was great and encouraged the developers to leave the undeveloped one acre parcel as green space.

Council Member Pech noted there were numerous locations near the proposed development site where children could play; most notably Oaklawn School had a huge grassy field and playground.

Council Member Herman stated the proposed development was great for the location and believed the Council should not be making decisions for the school board.

PROCEEDINGS OF THE COMMON COUNCIL – JULY 13, 2011

Council Member Poeschl questioned what factors filtered into the decision to build townhouses.

Mr. Dumke stated an outside consulting company completed a market study in which the analysis was favorable for the developers to move forward with their plan for townhouses.

Council Member Poeschl asked what the rental rates would be.

Mr. Dumke replied a two bedroom unit was sixteen hundred square feet and a three bedroom unit was nineteen hundred and fifty square feet. The rental rates would be between Five Hundred Twenty Five Dollars per month and seven hundred ninety five dollars per month. He indicated in the future, when the economy was better, the intention was to sell the townhouses as individual condominiums.

Council Member Poeschl questioned if the surrounding residential neighbors were happy with the proposed development.

Mr. Dumke stated the residents who attended the neighborhood meeting were in favor of the proposed development as they considered the site an eyesore in its current state.

Council Member Poeschl asked when the development would be completed.

Mr. Dumke stated all the buildings would be constructed simultaneously and the project completed hopefully by the end of 2012.

Council Member Pech asked what value the development would add to the tax roll.

Mr. Dumke estimated the development would add two to three million dollars to the tax roll.

ACTION TAKEN ON ORDINANCES & RESOLUTIONS

Ordinance 11-319 Approve Change of August 9, 2011 Council Meeting (due to August Recall Election)

MOTION: ADOPT (Herman; second, Pech)

CARRIED: Ayes (7) Cummings, Herman, Hall, Allison-Aasby, Poeschl, Pech, Mayor Tower

Ordinance 11-320 Approval of through Street Designation for Waukau Avenue, Parking Regulations on Division Street and Sherman Road and Designation of a Pedestrian Hybrid Beacon on High Avenue

MOTION: ADOPT (Pech; second, Cummings)

CARRIED: Ayes (7) Cummings, Herman, Hall, Allison-Aasby, Poeschl, Pech, Mayor Tower

PROCEEDINGS OF THE COMMON COUNCIL – JULY 13, 2011

Mayor Tower was concerned about traffic being backed up on High Avenue as a result of the high volume of pedestrians pressing the button to stop traffic in order to cross.

Council Member Herman questioned if the hybrid beacon would be the first one in the City.

Mr. Strong replied it would be the first hybrid beacon in our community.

Council Member Herman acknowledged the university would be paying for the beacon but wanted to know how much one cost.

Mr. Strong stated the hybrid beacon cost was approximately \$15,000.

Ordinance 11-321 Approval of Parking Regulations for Carl Steiger Park Parking Lot

MOTION: ADOPT (Cummings; second, Allison-Aasby)
CARRIED: Ayes (7) Cummings, Herman, Hall, Allison-Aasby, Poeschl, Pech,
Mayor Tower

Resolution 11-322 Establish a Fund Balance Policy

MOTION: ADOPT (Pech; second, Cummings)
ADOPT: Ayes (7) Cummings, Herman, Hall, Allison-Aasby, Poeschl, Pech,
Mayor Tower

Council Member Pech explained that the fund balance policy was basically a "rainy day" fund which carried a balance of two month reserves of the City's expenses/revenue. He stated having a fund balance policy would aid in maintaining the City's favorable bond rating.

Council Member Hall thought the balanced fund policy was well thought out and well written.

Council Member Allison-Aasby thanked Ms. Steeno for her contribution in writing the fund balance policy and reiterated the importance of maintaining a favorable bond rating.

Council Member Pech added the Chair and Members of the Long Range Finance Committee were also instrumental in writing the fund balance policy.

Resolution 11-323 Obligate Funds & Authorize Escrow Agreement for Current Allowable Project Costs for TIF #7

MOTION: ADOPT (Pech; second, Herman)
CARRIED: Ayes (5) Cummings, Herman, Allison-Aasby, Pech, Mayor Tower;
Noes (1) Hall;
Present (1) Poeschl

PROCEEDINGS OF THE COMMON COUNCIL – JULY 13, 2011

Mr. Rohloff explained the deadline for TIF #7 expenditures was July 20, 2011. He stated the City was advised to set up an escrow account for the allowable project costs for the acquisition of 2449 State Road 44 for the expansion of the Universal Business Park in case the acquisition did not close by then. He explained the fund could only be used for the purposes stated and if by chance the funds were not used for the acquisition of 2449 State Road 44 the funds would revert to TIF #7.

Resolution 11-324 Approve Acquisition of Property in the amount of \$625,000.00 at 2449 State Road 44 for Expansion of the Universal Business Park

MOTION: ADOPT (Cummings; second, Pech)
CARRIED: Ayes (6) Cummings, Herman, Allison-Aasby, Poeschl, Pech,
Mayor Tower;
Noes (1) Hall

COUNCIL DISCUSSION, DIRECTION TO CITY MANAGER & FUTURE AGENDA ITEMS

A workshop on the Bike Pedestrian Plan would be held on August 23rd.

A workshop on the Sustainability Plan and TIF Districts would be held on August 30th.

Mr. Rohloff reported he was working with the IT Department to develop a way to enable the Council to track outstanding issues.

Mr. Pech questioned when the compensation study would be completed.

John Fitzpatrick, Director of Administrative Services, explained all of the material from department heads regarding the compensation study was in the hands of the consultant who had a deadline at the end of August to return the analysis back to the City.

Council Member Cummings reported residents of the NeighborWorks target area were surveyed on how they viewed their neighborhood. He mentioned a meeting would be held on August 11th at the Library to review the results of the surveys.

Mayor Tower reported there would be a Mayor's Breakfast on July 29th at the Leach Amphitheater.

Council Member Herman wanted to recognize the MEG, Oshkosh Police Department, Winnebago County Sheriff's Department, and anyone else that had anything to do with the recent successful major drug bust.

PROCEEDINGS OF THE COMMON COUNCIL – JULY 13, 2011

CITIZEN STATEMENTS

Patricia Diener, 1316 Broad Street, thanked the City for mowing the grass on the railroad property in her neighborhood. She asked for the City to look into a sidewalk corner on Broad Street that did not have a curb cut for handicap accessibility.

CITY MANAGER ANNOUNCEMENTS & STATEMENTS

Mr. Rohloff stated he would deliver the budget to Council on October 11, 2011 and a presentation would be made to the public in late October. Agreements for engineering services were made with Strand Associates for the Westfield Street Bridge project in the Sawyer Creek Watershed. Regarding the Health Department Consolidation Committee, additional time and research were needed by the consulting firm and he authorized \$7,500.00 for the City's share of the cost.

MOTION: TO CONVENE INTO EXECUTIVE SESSION PURSUANT TO SECTION 19.85(1)(G) OF THE WISCONSIN STATE STATUTES TO CONFER WITH LEGAL COUNSEL CONCERNING STRATEGY TO BE ADOPTED WITH RESPECT TO LITIGATION IN WHICH THE CITY MAY BECOME INVOLVED IN RELATION TO A CLAIM SUBMITTED BY JANICE AND SEAN ADAMS; AND, TO DISCUSS NEGOTIATION STRATEGIES FOR ACQUISITION OF PUBLIC PROPERTY RIGHTS FOR RIVERWALK PURPOSES FOR PROPERTY OWNED BY CITY CENTER ASSOCIATES, LLC LOCATED ALONG THE FOX RIVER EAST OF JACKSON STREET PURSUANT TO SECTION 19.85(1)(E) OF THE WISCONSIN STATE STATUTES WHERE COMPETITIVE AND BARGAINING REASONS REQUIRE A CLOSED SESSIONL (Herman; second, Pech)

CARRIED: Ayes (7) Cummings, Herman, Hall, Allison-Aasby, Poeschl, Pech, Mayor Tower

MOTION: ADJOURN (Cummings; second, Allison-Aasby)

CARRIED: VOICE VOTE

The meeting recessed at 8:41 p.m.

PAMELA R. UBRIG
CITY CLERK

JULY 13, 2011

11-294

RESOLUTION

(CARRIED 6-1 LOST _____ LAID OVER _____ WITHDRAWN _____)
AS AMENDED

PURPOSE: ADOPT 2011 TRANSIT DEVELOPMENT PLAN

INITIATED BY: TRANSPORTATION DEPARTMENT

WHEREAS, the City of Oshkosh's Oshkosh Transit System receives some of its funding through the State of Wisconsin's Urban Mass Transit Operating Assistance Program (Section 85.20), and

WHEREAS, the State requires, as a condition for maintaining eligibility for this funding, that the grantee complete a Transit Development Plan (TDP) on a regular basis, and the City's last plan was completed in July 2005, and

WHEREAS the City of Oshkosh entered into an agreement with the East Central Wisconsin Regional Planning Commission (ECWRPC) in February 2010 to execute the technical work in completing a TDP that satisfies the State's requirements, and

WHEREAS the ECWRPC worked with City staff to form a steering committee which guided the development of this plan over a 15-month period, and the steering committee voted in support of adoption of this plan at its May 11, 2011 meeting, and

WHEREAS plan recommendations were developed following extensive public input, including surveys of current passengers, interviews with community stakeholders, surveys to specific potential passenger populations (University, industrial parks, and seniors), and a Web-based survey, and

WHEREAS the City of Oshkosh Transit Advisory Board voted in support of adoption of this plan at its June 15, 2011 meeting;

NOW, THEREFORE, BE IT RESOLVED BY the Common Council of the City of Oshkosh that the 2011 Oshkosh Transit System Transit Development Plan is hereby adopted, and that the City Manager shall work to implement plan recommendations, ***with understanding that the major route systems changes from current system be approved by Common Council following a recommendation from the Transit Advisory Board.***

Bold & Italics indicates amendments



City of Oshkosh - Transportation Department

926 Dempsey Trail, Oshkosh, WI 54902

(920) 232-5342

(920)232-5343 fax

MEMORANDUM

TO: Mark A. Rohloff, City Manager

FROM: Christopher Strong, P.E., Director of Transportation *CS*

DATE: July 8, 2011

RE: **ADOPTION OF TRANSIT DEVELOPMENT PLAN FOR OSHKOSH
TRANSIT SYSTEM**

Background

In early 2010, the City contracted with the State of Wisconsin and the East Central Wisconsin Regional Planning Commission to develop a new transit development plan for the Oshkosh Transit System. These plans, which are statutorily required of urban transit systems in Wisconsin, provide a framework to improve individual transit systems in the state.

A steering committee was formed to guide the development of this plan. Formal input was sought through numerous channels, with over 1,500 pieces of formal input being received, through on-board surveys, mailback surveys, Internet surveys, in-person interviews, and outreach meetings. The Steering Committee voted to adopt the plan on May 11, 2011. The plan was subsequently adopted, with comment, by the Transit Advisory Board on June 15, 2011.

Analysis

When the planning process was initiated, it was the department's intent to take a "fresh look" at the transit system by trying to engage a wide range of stakeholders through the process. It is interesting that the observations on system strengths and weaknesses and recommendations for improvement showed marked similarity across these diverse stakeholder groups. This suggests that the plan presents a good framework for improving the system to better meet community needs.

Comments on the draft TDP affirm that the plan's direction is good; however, there is not unanimous support on implementing all recommendations as presented. (Please see the separate attached memo for a summary of public input on the draft plan.) There appears to be general support for the plan, but implementation of specific recommendations will take additional effort in order to address the concerns that have been raised.

Fiscal Impact

The department's direction to the East Central Wisconsin Regional Planning Commission was to develop a flexible plan that could respond to different funding/resource scenarios that may occur. One of the overarching assumptions was that it was unlikely that additional resources would be available to support increases in service. In other words, service expansions/additions will likely need to be offset by service reductions/contractions. The plan's flexibility has become even more important with new constraints on the funding sources which support the bulk of the transit system's budget. One response to these constraints was to include a table showing service priorities (see Table 57), which shows the types of service priorities which would be emphasized in the event of reduced funding.

Future implementation of many recommendations will have a fiscal impact; however, these fiscal impacts would be presented to the Council for their consideration in the future, most likely in the City's operating budget or capital improvement program. The cost of implementing some of these recommendations may be offset by future revenues. Examples of these fiscal impacts include the following:

- Improving accessibility at bus stops
- Adding shelters/benches to more bus stops
- Enhancing marketing-related activities
- Adoption of ITS technologies and/or improved fare collection

However, adoption of the plan does not obligate the Council to enact any of its recommendations. Rather, adoption of the plan would give department staff direction on how to manage the system according to the resources that may be available.

Recommendation

The Transportation Department recommends adoption of the draft Transit Development Plan as presented. Upon a Common Council vote for adoption, the Transportation Department will work with the Transit Advisory Board and/or the Common Council to help prioritize and structure implementation of plan recommendations.



City of Oshkosh - Transportation Department

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(920) 232-5342

(920)232-5343 fax

MEMORANDUM

TO: Honorable Mayor and Members of the Common Council

FROM: Christopher Strong, P.E., Director of Transportation

DATE: July 8, 2011

RE: **INPUT ON TRANSIT DEVELOPMENT PLAN**

The City of Oshkosh released a draft of its Transit Development Plan for public review and comment on May 26, 2011. We publicized the release of the draft through several means:

- Press release issued by the City, which was circulated separately among numerous social services agencies
- Community newsroom story printed by The Oshkosh Northwestern
- A legal notice in The Oshkosh Northwestern on May 29, 2011 and June 5, 2011
- Flyers on all OTS buses
- Posting on Oshkosh Transit System's Facebook page
- Radio interview on WOSH
- Inclusion in the East Central Wisconsin Regional Planning Commission's (ECWRPC) electronic newsletter
- Transit Advisory Board meetings on May 25, 2011 and June 15, 2011
- Two public information meetings on June 13, 2011: one at the Library and one at the Seniors Center
- A noticed public hearing at the June 15, 2011 Transit Advisory Board meeting (no members of the public attended)

The purpose of this memo is to summarize the feedback that has been received on TDP recommendations at the public information meetings and through the Transit Advisory Board.

Public Information Meetings

Two public information meetings were held on Monday, June 13th:

- Oshkosh Public Library – 1 to 3 pm (21 attendees)
- Oshkosh Seniors Center – 5:30 to 7:30 pm (1 attendee)

At each meeting, staff from the department and from ECWRPC were available to answer

questions from attendees. A formal presentation provided interested attendees with an overview of the plan. Attendees were also invited to provide written comment. The following written comments received included:

- Either proposed route alternatives has benefits but I lean to alternative #2 (*Staff note: please see Exhibits 94 and 95 in the draft TDP.*)
- I feel OTS and the City Department of Transportation has done a great job in working with new statistics to formulate a plan
- Offer credit card fare payments
- I don't believe formalization of bus stops is a priority at this time
- As a university student, I can attest that the general consensus of the "image" of OTS and its passengers is one of gross unrealistic stereotypes that hinders more UW-O student riders. On campus public relations and media (posters) may move away from the negative image of riding the bus. Focus on riding the bus is not just for poor people. People who ride the bus are not "creepers", cost benefit for students as opposed to paying for gas and a UW-O parking permit.
- To help with OTS image and accessibility support GPS, Google Transit, phone updates, and card fare payment.
- Upon improving the green advantage and clean image of OTS, the community may be more willing to support a small increase in City funding for later services, technology advances (Google Transit and phone updates)
- Improve image and propose more City funding
- Seems like a good plan
- Need evening service

Transit Advisory Board Meetings

The Board was presented with two opportunities to consider the plan. At the May 25 meeting, ECWRPC staff provided the board with a presentation which gave an overview of the plan. At the June 15 meeting, which included a public hearing, staff were present to answer additional questions about the plan.

The following is staff's summary of input received from the Transit Advisory Board at these meetings. The references are to the draft plan, which may be found at:

http://www.ci.oshkosh.wi.us/Transit/pdf/Oshkosh_TDP_Complete_draft.pdf. A more comprehensive summary of board discussion may be found in these meetings' minutes.

- How would proposed Route 2 (see Exhibit 97) access the Fair Acres shopping center? The bus currently goes through the parking lot to a heavily used shelter. There was concern over people potentially needing to cross Jackson Street to access the shopping center.
- Proposed Route 4 (see Exhibit 99) goes by the St. Vincent de Paul/Community Pantry, but does not go into the parking lot as Route 4 currently does. There was concern that this is a reduction in service quality for a heavily used stop. Staff noted that the existing stop has accessibility challenges; however, if the stop is kept on Jackson Street (and not in the parking

lot), accessibility improvements would also be necessary there as well.

- There is some concern over the proposed changes to Route 10. The proposed alternatives for Route 10 (see Exhibits 106 and 107) would improve service frequency between Oshkosh and Neenah, but would not serve some intermediate stops currently served by Route 10. Some, but not all, of those stops would be served by other routes.
- There was much discussion over formalization of bus stops (see p. 210 for a discussion). Currently, many of OTS' bus stops are indicated through signage, with some also having benches or shelters. However, our ridership materials have typically told prospective riders that they can board the bus at a corner by flagging down a passing bus, whether or not there is a sign there. Using formalized bus stops, and excluding the more informal "flagged" stops, could reduce travel time for buses, making it easier to cover routes reliably in a given amount of time. Formal stops also allow for improved stop design to improve accessibility and address snow removal challenges. While some board members expressed support for formal stops for these reasons and others, other board members were concerned that it would be a major inconvenience to riders, especially those with mobility limitations, and could result in reduced ridership. It was noted that the plan does not require formalization of bus stops, but rather to consider such a policy. It was suggested that if such a policy were implemented, an exception could be developed for those with mobility limitations.
- There was discussion over the plan recommendation to try to get buses out of parking lots (p. 206). This recommendation was motivated by concern over the difficulty of safely and efficiently navigating buses through parking lots amidst other vehicular and pedestrian traffic. A couple of board members expressed concern with this recommendation, who thought it was better and safer for transit passengers to be closer to store fronts.
- There was support in removing on-street parking at all bus stops, so buses are able to get next to the curb to board and alight passengers.
- One board member said he supports about 90 percent of the plan, and commended the staff on how well the informational meetings were publicized.

The Board passed a motion "to support the TDP's overall direction with Board comments and recommendations being forwarded by department staff to the Council for their consideration" with a 7-0 vote.

APPENDIX C: PRESS RELEASES AND LEGAL NOTICES



City of Oshkosh

City Hall
215 Church Avenue
Oshkosh, WI 54901
www.ci.oshkosh.wi.us

For Immediate Release: February 25, 2010

Contact: Dean Leisgang, Communications Coordinator
(920) 236-5269
dleisgang@ci.oshkosh.wi.us

OTS Starts Transit Development Plan

(Oshkosh, WI.) The Oshkosh Transit System (OTS) and the East Central Wisconsin Regional Planning Commission recently kicked off an 18-month planning process to complete a Transit Development Plan (TDP) for the Oshkosh Transit System. This planning process will include a comprehensive examination of Oshkosh Transit and identify recommendations for improving the system and its services over the next five years.

"Public involvement and planning are essential to improving transit service," said Chris Strong, City of Oshkosh Transportation Director and Manager of the Oshkosh Transit System. "We are excited to begin this transit development plan process and encourage the entire community to participate."

A steering committee of local officials and transit stakeholders has been established to assist throughout the planning process and will meet quarterly over the next 18 months. Public input opportunities will be made available throughout the planning process and mechanisms for public involvement will be identified in a Public Participation Plan (PPP). The participation plan will be drafted and released by the steering committee in early March 2010. A public hearing will also be held prior to the formal adoption of the plan which is anticipated for the summer of 2011.

To provide input on the Oshkosh Transit System for the TDP, the public is encouraged to complete a brief online survey at:

http://www.ci.oshkosh.wi.us/Transit/ots_public_input.aspx

OTS's website (www.oshkoshtransit.com) will announce upcoming TDP events and other opportunities for public input. The public can also call OTS's office at (920)232-5340 for more information.

The previous TDP for OTS was completed in July of 2005.

For more information, please contact City of Oshkosh Transportation Director and Manager of the Oshkosh Transit System Chris Strong at (920) 232-5342 or cstrong@ci.oshkosh.wi.us.

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Oshkosh Northwestern

www.thenorthwestern.com

STATE OF WISCONSIN
BROWN COUNTY

East Central Wisconsin Regional Planning Comm.

400 Ahnaip St. Ste. 100

Menasha, WI 54952

Holly Schmude

Being duly sworn, doth depose and say that she is an authorized rep of the Oshkosh Northwestern, a newspaper published in Winnebago, that an advertisement of which the annexed is a true copy, taken from which was published therein on:

Account Number: 190476

Ad Number 5968963

Published Date: March 31, 2010

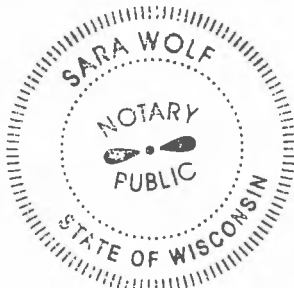
Total Ad Cost: \$103.65

(Signed): Holly Schmude Date: 5/1
Legal Clerk

Signed and sworn to before me

Sara Wolf
Notary Public,
Brown County, Wisconsin

My commission expires 12/16/12



PUBLIC PARTICIPATION PLAN FOR THE OSHKOSH TRANSIT - TRANSIT DEVELOPMENT PLAN (TDP)

The Oshkosh Transit System, East Central Wisconsin Regional Planning Commission, and the Oshkosh Transit TDP Steering Committee have developed a Public Participation Plan (PPP) which identifies opportunities for the public to provide input throughout the planning process. The TDP is an evaluation of transit services in the City of Oshkosh and will propose recommendations for improving service over the next 5 years.

Copies of the Public Participation Plan (PPP) can be obtained at the following website:

www.oshkoshtransit.com

Copies can also be requested by contacting the Oshkosh Transit System office at:

transit@ci.oshkosh.wi.us
OR
(920) 232-5340



City of Oshkosh
City Hall
215 Church Avenue
Oshkosh, WI 54901
www.ci.oshkosh.wi.us

For Immediate Release: May 26, 2011

Contact: Dean Leisgang, Communications Coordinator
(920) 236-5269
dleisgang@ci.oshkosh.wi.us

OTS Releases Draft of Transit Development Plan

(Oshkosh, WI.) A draft of the Transit Development Plan (TDP) for the Oshkosh Transit System (OTS) was recently finalized and is now available for public comment. The TDP planning process included a comprehensive examination of Oshkosh Transit services. The plan identifies recommendations for improving the system and its services over the next five years.

Two public information meetings will be held to take public comments on the draft plan. The dates and locations include:

Oshkosh Public Library
Room AB
Monday, June 13th - 1:00 pm to 3:00 pm
(Presentation at 2:00 pm)

Oshkosh Seniors Center
Willow Rooms
Monday, June 13th - 5:30 pm to 7:30 pm
(Presentation at 6:30 pm)

The draft TDP can be viewed online at:
http://www.ci.oshkosh.wi.us/Transit/pdf/Oshkosh_TDP_Complete_draft.pdf.

Hard copies of the plan can also be reviewed by contacting Dave Vickman of the Oshkosh Transit System at (920) 232-5340.

The draft TDP was created through a process facilitated by the East Central Wisconsin Regional Planning Commission and overseen by a steering committee comprised of community representatives and other stakeholders. Numerous public input opportunities were made available throughout the planning process. Public input was the primary driving force for recommendations identified in the plan.

The previous TDP for OTS was completed in July of 2005.

For more information, please contact Chris Strong, City of Oshkosh Transportation Director and Manager of the Oshkosh Transit System, at (920) 232-5342 or cstrong@ci.oshkosh.wi.us.

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Oshkosh Northwestern

www.thenorthwestern.com

STATE OF WISCONSIN
BROWN COUNTY

EAST CENTRAL WI PLANNING COMM
400 AHNAIP ST STE 100
MENASHA, WI 54952

Holly Perrault

Being duly sworn, doth depose and say that she is an authorized representative of the Oshkosh Northwestern, a daily newspaper published in the city of Oshkosh, in Winnebago County, Wisconsin, and that an advertisement of which the annexed is a true copy, taken from said paper, which was published therein on

Account Number: N5251

Ad Number: 6337021

Published Date: May 29, 2011

Published Date: June 05, 2011

Total Ad Cost: \$184.29

(Signed)

Holly Perrault
Legal Clerk

(Date)

6/5/11

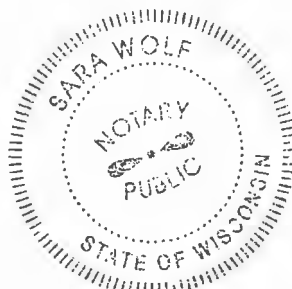
Signed and sworn before me

Sara Wolf

Notary Public, Brown County, Wisconsin

My commission expires

12/16/12



PUBLIC INFORMATION MEETINGS TO COMMENT ON THE DRAFT OSHKOSH TRANSIT DEVELOPMENT PLAN (TDP)

A draft of the Transit Development Plan (TDP) for the Oshkosh Transit System (OTS) was recently finalized and is now available for public comment. The TDP planning process included a comprehensive examination of OTS services. The plan identifies recommendations for improving the system and its services over the next five years.

Two public information meetings will be held to take public comments on the draft plan. The dates and locations include:

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Oshkosh Seniors Center
Willow Rooms

Monday, June 13th - 5:30 pm to 7:30 pm
(Presentation at 6:30 pm)

The draft TDP can be viewed online in the "News" section of the OTS homepage at:
www.oshkoshtransit.com

Hard copies of the plan can also be reviewed by contacting Dave Vickman of OTS at (920) 232-5340.

The draft TDP was created through a process facilitated by the East Central Wisconsin Regional Planning Commission and overseen by a steering committee comprised of community representatives and other stakeholders. Numerous public input opportunities were made available throughout the planning process. Public input was the primary driving force for recommendations identified in the plan. The previous TDP for OTS was completed in July of 2005.

For more information, please contact Chris Strong, City of Oshkosh Transportation Director and Manager of the Oshkosh Transit System, at (920) 232-5342 or cstrong@ci.oshkosh.wi.us

WI-6337021

WNAJLP

EAST CENTRAL WI PLANNING COMM

Re: meetings

GANNETT WI MEDIA
435 EAST WALNUT ST.
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GREEN BAY, WI 54305-3430

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PHONE 920-431-8298
FAX 877-943-0443
EMAIL legals@thenorthwestern.com

Oshkosh Transit Development Plan (TDP) Public Information Meeting Summary

- Two public information meetings were held on Monday, June 13th, 2011:
 - Oshkosh Public Library – 1pm to 3pm (21 attendees)
 - Oshkosh Seniors Center – 5:30pm to 7:30pm (1 attendee)
- Written comments received included:
 - Either proposed route alternative has benefits but I lean to alternative #2
 - I feel OTS and the City Department of Transportation has done a great job in working with new statistics to formulate a plan
 - Offer credit card fare payments
 - I don't believe formalization of bus stops is a priority at this time
 - As a university student, I can attest that the general consensus of the "image" of OTS and its passengers is one of gross unrealistic stereotypes that hinders more UW-O student riders. On campus public relations and media (posters) may move away from the negative image of riding the bus. Focus on riding the bus is not just for poor people. People who ride the bus are not "creepers", cost benefit for students as opposed to paying for gas and a UW-O parking permit.
 - To help with OTS image and accessibility support GPS, Google Transit, phone updates, and card fare payment.
 - Upon improving the green advantage and clean image of OTS, the community may be more willing to support a small increase in City funding for later services, technology advances (Google Transit and phone updates)
 - Improve image and propose more City funding
 - Seems like a good plan
 - Need evening service