City of Appleton
Valley Transit

TDP Update

Valley Transit
Connecting the Fox Cities
Welcome

You have been selected because you are a vital member of the community and an important part of Valley Transit!

• A TDP is only as good as its steering committee!
• A steering committee is responsible for the following:
  o Guides the document from beginning to end
  o Ensures recommendations become a reality
  o Provide your opinion
Ground Rules

• Start and Finish on time
• Listen actively
• Respect others when they are talking
• Ask questions when you have one
• Be constructively honest
• Come prepared
• Safe meeting space
• Everyone brings value
Introductions

Please provide the following

1. Name:
2. Who you represent:
3. Your experience with transit:
<table>
<thead>
<tr>
<th>#</th>
<th>Topic</th>
<th>Facilitator</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Personal testimony</td>
<td>Shannon</td>
</tr>
<tr>
<td>2</td>
<td>Overview of the TDP process</td>
<td>Kolin</td>
</tr>
<tr>
<td>3</td>
<td>Valley Transit - operations/funding/strategic plan</td>
<td>Valley Transit</td>
</tr>
<tr>
<td>4</td>
<td>SRF Consulting</td>
<td>Nick</td>
</tr>
<tr>
<td>5</td>
<td>Headliner Exercise</td>
<td>Nick</td>
</tr>
<tr>
<td>6</td>
<td>Next steps (meeting on April 5, 2018)</td>
<td>Nick</td>
</tr>
</tbody>
</table>
Welcome Shannon Gerke Corrigan!
Fox Valley Technical College – Student Life
Manager, Co-Curricular & Student Engagement
Co-Title IX Coordinator
TDP Overview

- Funded through WisDOT 5304 Planning Grant
- March 2018 and finish in December 2019
- Input into the planning process
  - Steering committee
  - Surveys
  - Interviews
  - Social media
  - Staff will also attend public events to gather additional feedback.
Handbook

The handbook is your guide to the Transit Development Planning process. In your handbook you will find:

• Contact information
• Project timeline
• Process and scope
• Meeting schedule
• Your role
• Website link
• Demographic and a basic transit overview.
<table>
<thead>
<tr>
<th>Contact</th>
<th>Phone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ron McDonald – VT General Manager*</td>
<td>920.832.2291</td>
<td><a href="mailto:Ronald.McDonald@Appleton.org">Ronald.McDonald@Appleton.org</a></td>
</tr>
<tr>
<td>Amy Erickson – VT Assistant General Manager</td>
<td>920.832.2295</td>
<td><a href="mailto:Amy.Erickson@Appleton.org">Amy.Erickson@Appleton.org</a></td>
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<tr>
<td>Dave Vickman – Transit Operations Specialist</td>
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<td><a href="mailto:David.Vickman@appleton.org">David.Vickman@appleton.org</a></td>
</tr>
<tr>
<td>Joseph Kapper – Associate Planner, SRF Consulting*</td>
<td>651.333.4136</td>
<td><a href="mailto:jkapper@srfconsulting.com">jkapper@srfconsulting.com</a></td>
</tr>
<tr>
<td>Nick Musson – Associate Planner*</td>
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<td><a href="mailto:nmusson@ecwrpc.org">nmusson@ecwrpc.org</a></td>
</tr>
<tr>
<td>Kolin Erickson – Planner</td>
<td>920.886.6830</td>
<td><a href="mailto:kerickson@ecwrpc.org">kerickson@ecwrpc.org</a></td>
</tr>
<tr>
<td>*Project Lead</td>
<td></td>
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Handbook

MEETINGS

• 2 hours for each meeting
• Locations will vary
• Staff will work to keep meetings/agendas on schedule
• Meetings will typically take place on first Thursday of the month from 10:00 AM to Noon.
## Handbook

### MEETINGS

<table>
<thead>
<tr>
<th>Meeting</th>
<th>Date</th>
<th>Agenda Topics</th>
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<tbody>
<tr>
<td>1</td>
<td>3.1.18</td>
<td>Introduction/Background Education/Strategic Plan</td>
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<tr>
<td>2</td>
<td>4.5.18</td>
<td>Logic Model Exercise (Outcomes)</td>
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<tr>
<td>3</td>
<td>5.3.18</td>
<td>Review Logic Model Outcomes/Route Planning Workshop</td>
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<tr>
<td>4</td>
<td>7.12.18</td>
<td>Draft Review of Service Recommendations</td>
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<tr>
<td>5</td>
<td>8.2.18</td>
<td>Action Plan Recommendations</td>
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<tr>
<td>6</td>
<td>9.6.18</td>
<td>Document Review/Approval by Steering Committee</td>
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</table>
WEBSITE

A project website has been created for the TDP and can be found at this link: https://tinyurl.com/TransitPlan. Please check in with this site often throughout the planning process. We will update the project website with plan details, agendas, meeting minutes and post draft chapters of the plan as they are available.
Socioeconomic Data

Outagamie County Age-Sex Pyramid by Cohort
2010 and 2040 Final Projections

PopFem 2010
PopMale 2010
PopFem 2040
PopMale 2040
Winnebago County Age-Sex Pyramid by Cohort
2010 and 2040 Final Projections

PopFem 2010
PopMale 2010
PopFem 2040
PopMale 2040
Socioeconomic Data

Fox Cities Population (2010-2040)

Source: US Census 2010 and Wisconsin Department of Administration 2013
Socioeconomic Data

Fox Cities Population with a Disability (2012-2015)

- Appleton
- Buchanan
- Grand Chute
- Kaukauna
- Kimberly
- Little Chute
- City Menasha
- Town Menasha/Village Fox Crossing
- Neenah

Population

Year

2012 2013 2014 2015
Logic Model

**Inputs**
- Family Members
- Budget
- Car
- Luggage/Supplies

**Outputs**
- Drive to Destination
- Check into hotel
- Relax, site-see, create memories

**Outcomes**
- Have a fun filled family vacation
- Learn about each other
- Develop life-long memories
Travel Demand Model

The Travel Demand Model consist of the following:
• Traffic Analysis Zones (TAZ)
• Road Network
• Socioeconomic Data
  o Population
  o School Enrollment
  o Employment
  o Households
The Northeast TDM uses a trip based four-step model consisting of:

- **Trip generation**
  - Number and type of trips each TAZ produces or attracts is calculated.

- **Trip distribution**
  - Trips are distributed by TAZ from origins to destinations.

- **Mode choice**
  - Assigns trips to cars or public transit

- **Trip assignment**
  - Trips are assigned to highway network, using the shortest path. Once a roadway becomes congested, the next shortest path is used.
TAZ’s are the basic geographic unit for inventorying demographic data and land use within a study area. The number of zones in a study area is typically a function of network geography.
Valley Transit
Connecting the Fox Cities
Valley Transit
Connecting the Fox Cities
Presentation for the TDP Steering Committee
March 01, 2018
Ron McDonald, General Manager
Amy Erickson, Assistant General Manager
Dave Vickman, Operations Specialist
Debra Ebben, Administrative Services Manager
Jerry Chapa, Operations Supervisor
Ken Usterbowski, Bus Driver
VISION
People can get where they want to go in the Fox Cities

MISSION
Valley Transit provides safe, customer-focused transportation options that connect our communities to enhance quality of life
Fox Cities Transit Commission

Kyle Lobner, Chair
Bob Buckingham, Vice-Chair

Municipality Members:
Appleton, City of
Buchanan, Town of
Grand Chute, Town of
Fox Crossing, Village of
Kaukauna, City of
Kimberly, Village of
Menasha, City of
Neenah, City of
Valley Transit

General Manager
Ron McDonald

Community Relations Specialist (0.5 FTE)
Vacant

Administrative Services Manager
Debra Ebben

Assistant General Manager
Amy Erickson

Operations Specialist
David Vickman

Operations Supervisor
Gerald Chapa

Paratransit/Operations Supervisor
Chris Doverspike

Mechanic II - 3 FT
Mechanic I - 1 FT
Personnel Service

Bus Drivers
36-FT / Variable PT
2017 FACT SHEET

**MISSION**
Valley Transit provides safe, customer-focused transportation options that connect our communities to enhance quality of life.

**ANNUAL RIDERSHIP**
- Total Ridership: 1,191,767
- Bus Rides: 969,379
- Employment Rides (54%): 543,554
- Appleton Area School District Rides: 136,558
- Fox Valley Technical College Rides: 95,272

**CHALLENGES**
- Fleet Replacement: Current average bus fleet age is over 13 years. 27 of 30 buses have surpassed useful life standards. Capital investment is a critical need.
- Operating Funds: Decade long trend of reduced federal & state operating investment creates annual pressure to eliminate service and increase fares.
- Funding Alternatives: Lack of local funding options hinders creative and sustainable regional solutions.

**SERVICES**
- Fixed-Route Bus
  - 18 fixed routes serving the Fox Cities
  - 3 tripper routes serving the Appleton Area School District
  - 1 summer trolley route serving Downtown Appleton
  - Direct connections to intercity bus services in downtown Appleton and Neenah
- Valley Transit II ADA Paratransit
  - Accessible vans providing demand-response rides to persons with disabilities.
  - The Connector
    - Unique demand response service providing rides to community members outside of bus service area or after bus service hours.
- Other Demand Response
  - Calumet County Rural Transportation
  - New Hope Transportation
  - Northern Winnebago County Dial-A-Ride
  - Outagamie County Employment
  - Outagamie County Rural

**EFFECTIVE REGIONAL COORDINATION**
Valley Transit partners with 9 municipal communities, 3 counties and many other entities to provide diverse transportation services across the Fox Cities area. Our partners include:
- City of Appleton
- Village of Little Chute
- City of Kaukauna
- Calumet County
- City of Menasha
- Outagamie County
- City of Neenah
- Winnebago County
- Town of Buchanan
- Appleton Area School District
- Town of Grand Chute
- Appleton Downtown Inc.
- Village of Fox Crossing
- Fox Valley Technical College
- Village of Kimberly
- United Way

**CONTACT**
Ron McDonald, General Manager
920.832.2291 Ronald.McDonald@appleton.org

Valley Transit
801 S. Whitman Avenue, Appleton, WI 54914
www.myvalleymobility.com
### Valley Transit Fleet as of 12/31/2017

<table>
<thead>
<tr>
<th>Model</th>
<th>Year</th>
<th>Quantity</th>
<th>License Plates</th>
<th>Company</th>
<th>Purchase Year</th>
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<td>501 502</td>
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<td>New Flyer XD40</td>
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<td>1701 1702 1703</td>
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<td>2017</td>
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Operating Funds

Federal Transit Administration (FTA)
Wisconsin Department of Transportation (WisDOT)
Partnering Counties & Municipalities
Passenger Fares
Other Revenues
Capital Funds

Grant Sources/Investment Partners

Federal Transit Administration (FTA) – Section 5339
Partner Municipalities, Depreciation Fund Balance
80% Federal, 20% Local
Competitive, not formula

Funding Shortage

2017: $30,000 available statewide
Seeking other sources for capital funding
Federal Laws, Regulations and Requirements

- Americans with Disabilities Act (ADA)
- Maintenance/Asset Management
- Civil Rights
- Title VI
- Procurement
- Disadvantaged Business Enterprise (DBE)
- Planning/Transportation Improvement Program
- Drug & Alcohol Program
- Safety & Security
- Charter Bus/School Bus
Future Concerns

Federal and State transportation funds

Local budgets are tight

State level proposals to move public transportation out of the transportation fund and into the general fund

Funding cycles and availability make long-term operating or capital planning difficult
Trivia:

Did you know?

Appleton had the first electric railway system in the United States.
SRF Consulting

- On Monday, August 8, 2017 ECWRPC and Valley Transit released an Request for Proposal to bring in a consultant to evaluate the current system and help us develop recommendations for moving forward.
- On Friday, September 8, 2017 we received 5 proposals
- On September 14 and 22 ECWRPC and Valley Transit met to evaluate the five proposals and select the very best.
SRF Consulting

- SRF Consulting Group, Inc. is a full service planning, engineering, and design firm that provides professional services on a variety of transit projects. We have offices in Minnesota, Wisconsin, North Dakota, Nebraska, and Colorado.
- SRF is partnering with Bourne Transit Consulting, owned by Bob Bourne, who offers his decades of expertise as a small-urban transit manager to work with Valley Transit staff and make strategic recommendations.
- SRF’s primary effort is to support ECWRPC with transit service planning and outreach related tasks related to the Valley Transit System Review.
- SRF was the consultant that collaborated with Valley Transit on the Valley Transit Strategic Plan. Many of the same staff members on that project will be working on the Service Review.
  - Mona Elabbady – Project Principal (SRF Transit Practice Leader)
  - Joe Kapper – Project Manager
  - Bob Bourne – Bourne Transit Consulting
SRF Consulting

• ECWRPC is working at the initial stages of the project to collect and process project related data, and plan some engagement events. SRF will summarize the collected data and be more engaged with the group during later outreach phases of the project, and will host a route planning workshop.

• Currently SRF is processing transit operating data and reviewing recommendations from previous studies.

• SRF will complete the following tasks as part of the Valley Transit Service Review
  o Fixed Route Recommendations
    ▪ Various scenarios of route structures and improvements
    ▪ Evaluating potential express bus corridors
    ▪ Evaluating transit expansion options and improvements
  o Stakeholder Outreach
    ▪ Social media, surveys, interviews, open houses, pop-up meetings, focused discussions
  o Transit system field observations
SRF Consulting

- SRF would like to acknowledge the past work that has gone into transit planning, and thank all stakeholders for their time on the project. They believe this project is timely, and look forward to reviewing the system.
Headliner Exercise

Think about:

- Any changes that have taken place in the community?
- Any new policies, systems or environmental changes that have been created?
- Who is active and involved and working with Valley Transit now and in what ways?
- Any changes in the structure, communication systems and functioning of Valley Transit?
Meeting Evaluation
Next Steps

- Next meeting (April 5)
- Location suggestions?