Agenda

1. Project Overview/Timeline
2. Existing Conditions Update
3. Purpose and Need Statement (Draft)
4. Goals and Evaluation Criteria
5. Wrap-Up and Next Meeting
Project Overview

- SRF has been hired to assist ECWRPC in assessing the feasibility of commuter service in the I-41 corridor.
- Major communities in the study area include the cities of Green Bay, Appleton, Oshkosh, and Fond du Lac.
- Public transit is available in each of these cities, but intercity travel options are limited.
- The study will include analysis of existing conditions, as well as development of service concepts, financial strategies, and an action plan for implementation.

Project Timeline

<table>
<thead>
<tr>
<th>Task</th>
<th>2018</th>
<th>2019</th>
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<tbody>
<tr>
<td>Task 1: Steering Committee</td>
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<tr>
<td>Task 2: Gather Input on a Commuter Service</td>
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<td>Task 3: Develop Statement of Needs, Goals, &amp; Evaluation Criteria</td>
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<td>Task 4: Review Existing Service Conditions &amp; Relevant Data</td>
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<td>Task 5: Develop a Commuter Service Framework &amp; Potential Alignments</td>
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<td>Task 6: Financial Strategies</td>
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<td>Task 7: Action Plan &amp; Implementation Strategies</td>
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<td>Task 8: Public Engagement</td>
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<td>Task 9: Final Report</td>
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<td>Task 10: Project Management</td>
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Existing Conditions

Demographics

Population Density
Population density is highest in core urban neighborhoods of Green Bay, Appleton, Oshkosh, and Fond du Lac.
Demographics

Employment Density
Employment density varies more widely, with extremely dense concentrations in core downtowns (Green Bay, Appleton, Oshkosh), as well as development along I-41 and other major highways.

Demographics

Non-Auto Households
Households without cars form a significant percentage of the population in many core urban areas, in some cases exceeding 50 percent.
Employment

Employment in Top 5 Industries by County (Study Area)

<table>
<thead>
<tr>
<th>Industry</th>
<th>Brown County</th>
<th>Outagamie County</th>
<th>Winnebago County</th>
<th>Fond du Lac County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manufacturing</td>
<td>19.1%</td>
<td>23.1%</td>
<td>24.6%</td>
<td>23.5%</td>
</tr>
<tr>
<td>Retail trade</td>
<td>11.8%</td>
<td>11.1%</td>
<td>11.8%</td>
<td>9.9%</td>
</tr>
<tr>
<td>Professional, scientific, and management</td>
<td>7.8%</td>
<td>8.8%</td>
<td>8.3%</td>
<td>5.1%</td>
</tr>
<tr>
<td>Educational services, health care and social assistance</td>
<td>20.6%</td>
<td>19.3%</td>
<td>20.6%</td>
<td>20.9%</td>
</tr>
<tr>
<td>Arts, entertainment, and recreation</td>
<td>9.2%</td>
<td>8.5%</td>
<td>8.8%</td>
<td>7.4%</td>
</tr>
</tbody>
</table>

Source: 2012-2016 American Community Survey 5-Year Estimates

Regional Travel Patterns

Cross-County Commute Flows

<table>
<thead>
<tr>
<th>Origin (Residence)</th>
<th>Destination (Workplace)</th>
<th>Brown County</th>
<th>Outagamie County</th>
<th>Winnebago County</th>
<th>Fond du Lac County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brown County</td>
<td></td>
<td>112,914</td>
<td>4,334</td>
<td>1,205</td>
<td>65</td>
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<tr>
<td>Outagamie County</td>
<td></td>
<td>8,050</td>
<td>61,106</td>
<td>17,245</td>
<td>432</td>
</tr>
<tr>
<td>Winnebago County</td>
<td></td>
<td>1,320</td>
<td>15,226</td>
<td>59,250</td>
<td>2,839</td>
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<tr>
<td>Fond du Lac County</td>
<td></td>
<td>81</td>
<td>577</td>
<td>3,999</td>
<td>36,365</td>
</tr>
</tbody>
</table>

Source: 2009-2013 American Community Survey 5-Year Estimates via the Census Transportation Planning Package (CTPP)
Common Themes

Purpose and Need
Purpose and Need

PURPOSE: Clear and succinct statement of the fundamental reasons for new commuter service in the I-41 Corridor.

NEEDS: Existing transportation needs in the corridor that the new commuter service is intended to address.

GOALS: Desired outcomes for I-41 Corridor communities. Goals should be measurable: they will inform the criteria used to evaluate alternatives.

EXAMPLE PURPOSE STATEMENT:
Commuter Service in the I-41 Corridor will strengthen connections between communities, enhance access to jobs, and create opportunities for regional economic development.
Purpose and Need

EXAMPLE NEEDS:
Limited options for non-auto travel between I-41 communities
Limited fixed-route transit service to some employment centers
Lack of a current funding structure to support transit service between urban areas

What other Needs exist?
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Goals and Evaluation Measures

GOAL 1:
Enhance regional access to jobs via transit

EVALUATION MEASURES:
Percentage of regional jobs within ¼ mile of fixed-route transit
Percentage of regional jobs served by demand-response or shuttle services
Goals and Evaluation Measures

GOAL 2:
Improve transit travel times between study area communities

EVALUATION MEASURES:
Scheduled/estimated travel time (actual and percent change)

Goals and Evaluation Measures

GOAL 3:
Identify and establish sustainable funding sources for new commuter services

EVALUATION MEASURES:
Intergovernmental agreements (yes/no)
Public-private partnerships (yes/no)
Goals and Evaluation Measures

GOAL 4:

EVALUATION MEASURES:

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Goals and Evaluation Measures

GOAL 5:

EVALUATION MEASURES:

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Transit Needs

- Who are the target customers?
  - Commuters?
  - Shift workers?
  - General-purpose travelers?

- What type of transit suits each market?
  - Express routes (freeway-only)?
  - Limited-stop local segments?

- Where are the primary destinations?
  - Job centers near freeways?
  - Downtown areas?
  - Airports?
  - Higher education?

- What connections to other modes are available?
  - Local transit centers or high-frequency fixed routes?
  - Amtrak/Greyhound intercity buses?
  - First- and last-mile services (Valley Transit Connector, Call-a-Ride, etc.)
  - Taxis/Rideshare/TNCs

Goals for New Service

- Provide mobility benefits to travel markets identified by technical analysis and community input.
- Provide affordable and effective transportation improvements.
- Support local planning efforts and capitalize on the potential for new development.
- Seamlessly integrate with existing systems and provide valuable regional connections.
Discussion

Thanks!

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