



East Central Wisconsin  
Regional Planning Commission

**ECWRPC**

## East Central Wisconsin Regional Planning Commission **Commuter Service Feasibility Study**

STEERING COMMITTEE MEETING #2 – February 5, 2019

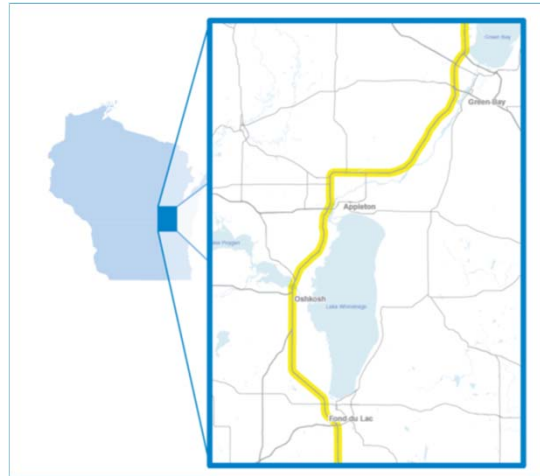


## Agenda

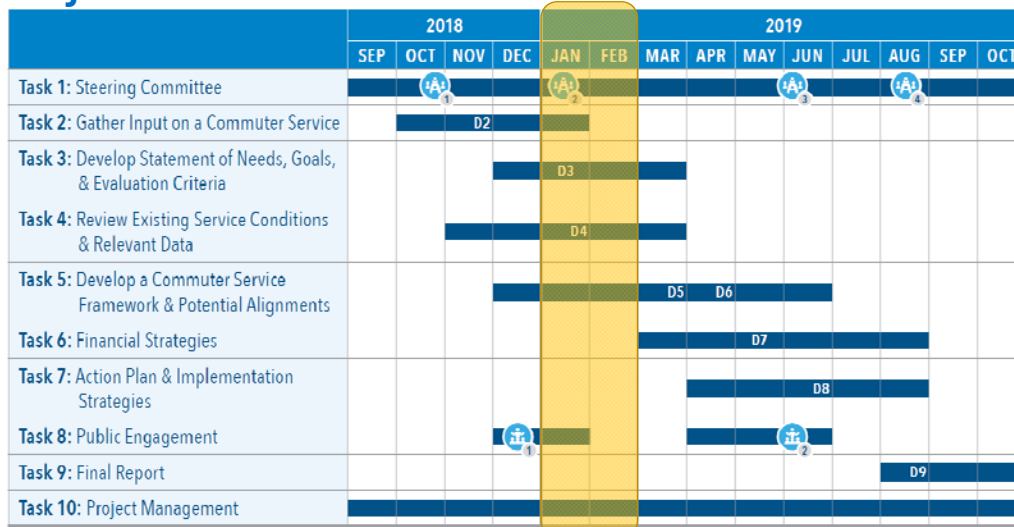
1. Project Overview/Timeline
2. Existing Conditions Update
3. Purpose and Need Statement (Draft)
4. Goals and Evaluation Criteria
5. Wrap-Up and Next Meeting

## 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

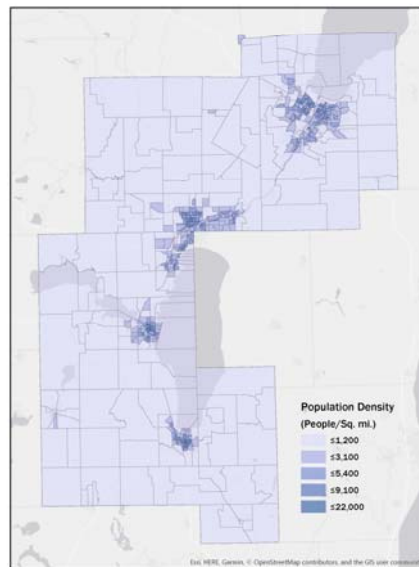


# Existing Conditions

## Demographics

### Population Density

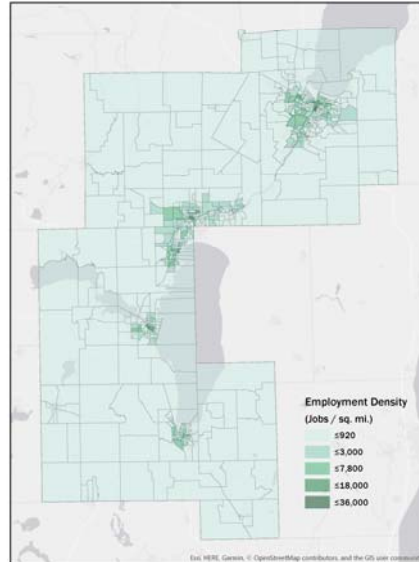
Population density is highest in core urban neighborhoods of Green Bay, Appleton, Oshkosh, and Fond du Lac.



## Demographics

### Employment Density

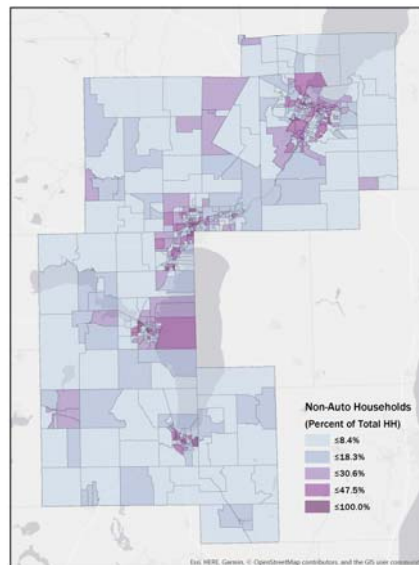
Employment density varies more widely, with extremely dense concentrations in core downtowns (Green Bay, Appleton, Oshkosh), as well as development along I-41 and other major highways



## 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)

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

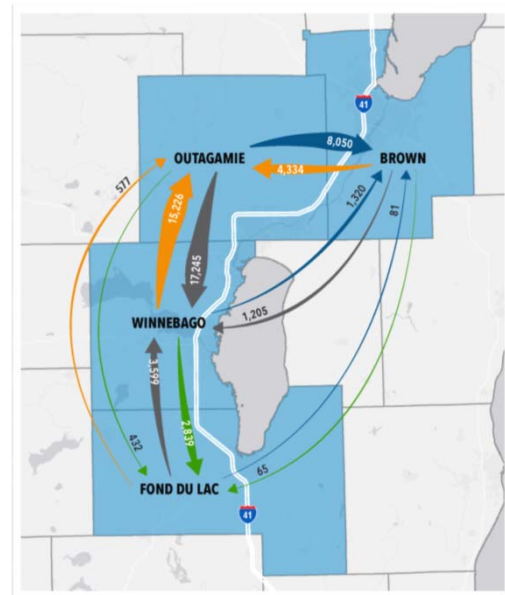
Source: 2012-2016 American Community Survey 5-Year Estimates

# Regional Travel Patterns

Cross-County Commute Flows

Origin (Residence)	Destination (Workplace)			
	Brown County	Outagamie County	Winnebago County	Fond du Lac County
Brown County	112,914	4,334	1,205	65
Outagamie County	8,050	61,106	17,245	432
Winnebago County	1,320	15,226	59,250	2,839
Fond du Lac County	81	577	3,599	36,365

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.

## Purpose and Need

### 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 1/4 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)

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## 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)

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## Goals and Evaluation Measures

### GOAL 4:

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### EVALUATION MEASURES:

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## Goals and Evaluation Measures

### GOAL 5:

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### EVALUATION MEASURES:

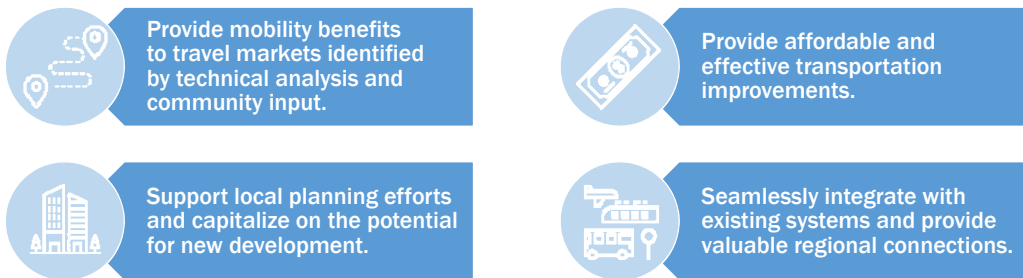
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## Transit Needs


- **Who are the target customers?**
  - Commuters?
  - Shift workers?
  - General-purpose travelers?
- **Where are the primary destinations?**
  - Job centers near freeways?
  - Downtown areas?
  - Airports?
  - Higher education?
- **What type of transit suits each market?**
  - Express routes (freeway-only)?
  - Limited-stop local segments?
- **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




The image shows four goal cards arranged in a 2x2 grid. Each card has a circular icon on the left and a blue text box on the right. The icons are: a location pin with a path, a dollar bill, a building, and a bus with a key.

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

# Discussion

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# Thanks!

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