



Record of Meeting

SRF No. 11652

Location: ECWRPC, Menasha, WI (Skype Meeting)
Client: East Central Wisconsin Regional Planning Commission
Date: February 05, 2019
Subject: Commuter Service Feasibility Study
Steering Committee Meeting #2
Attendees: (Include ECWRPC's sign-in list);
Tom Baron (ECWRPC), Nick Musson (ECWRPC);
Joseph Kapper (SRF), Matthew Stegeman (SRF)

Purpose of Meeting:

- Present findings from existing conditions report;
- Discuss draft Purpose & Need statements;
- Identify project goals and potential evaluation measures.

Summary of Meeting

ECWRPC's Tom Baron and Nick Musson welcomed Steering Committee attendees.

SRF's Joe Kapper provided an overview of the Commuter Study and project timeline.

SRF (Joe Kapper and Matt Stegeman) explained findings from the Existing Conditions analysis, including:

- Demographic data: Population density, non-auto households
- Employment data: Employment density, major industries
- Commute flows: County-to-county CTPP data*
* a number of Steering Committee members suggested examining data for Calumet County and/or data from the ECWRPC regional travel model

SRF led a discussion of draft Purpose, Needs, and Goals. Feedback included the following:

Purpose

- Purpose: Add access to education, healthcare, and the arts

- Consider adding a list of declarative statements/values (e.g. “Arts are important to placemaking & community identity”; “Public transportation enables people of all backgrounds to access employment and opportunity”)
- Some of the area is working toward acceptance of transit as a viable way of getting around. Framing the project in terms of economic development could help.
- The project will have impacts far beyond just “commuter service” - Communities in the area are connected in so many other ways.
- Is there an issue with the term “commuter”?
Commuting is a primary market for transit (and a primary focus of the study), but there could be other uses for increased service in the corridor.
However, access to education, healthcare and the arts also means access to the area’s biggest industries in terms of employment (along with manufacturing).
- The I-41 Corridor Study has identified transportation infrastructure as extremely important to talent acquisition. Businesses are experiencing difficulty in hiring, including in getting talented workers to come to the area (especially with unemployment under 4 percent).
- Employers are interested in improved transportation but are not necessarily going to implement a bus service themselves.
- Fixed-route bus service is not the only solution. Recommendations could include a variety of service types to facilitate long-distance travel, first/last-mile trips, or carpool/vanpool solutions.

Needs

- Statements of need should be “people-focused.” Rather than using technical language, we should frame the issues in terms of people’s daily experiences.
- Ron McDonald: as we are looking at issues (such as congestion, access to jobs, etc.) there may be many areas where transit won’t solve the whole problem. But how can transit be a part of the solution?
- Need: Existing transportation between corridor cities is expensive and/or inconvenient. Auto travel has a high cost in terms of ownership, operation, and wear-and-tear.
- Need: Not everyone in the corridor has a car. A good target market might be people who need a job but can’t currently afford to get to places of employment.
- Need: How are we making public transportation a viable alternative? Needs to be convenient, affordable, and fast.

Goals / Evaluation Measures

- Goals and evaluation measures included in the presentation tend to deal with transit ridership and outcomes – there is some need for goals and measures that are oriented toward economic development, employment, human services, and/or quality of life.
- Other potential goals:
 - Businesses attracting employees/filling jobs.
 - People are able to reach destinations previously inaccessible.

- Business community buys into the importance of transit.
 - Ron McDonald: To be successful, this project will need public-private partnership
 - The creation of an RTA would not be a goal in itself, but a component of funding sustainability.
 - Ron: There is a willingness in the legislature to fund transportation, especially when connected to economic development. (Potential opportunity to connect with the Workforce Development secretary).
- Safety of the transportation system.
- Interconnected, multimodal transportation network.
- Integrated technology (fare payment, etc.) across the region
- How to measure effectiveness:
 - Business involvement in transit decision-making on an ongoing basis
 - Note success stories of connecting people to jobs, etc.
 - Measure economic development along the corridor and in urban communities (increased economic development in the whole region)
 - Environmental impact (quantity of car emissions saved, etc.)
 - Health impact (reduced emissions, better access to healthcare/jobs)
 - Return on investment:
 - Healthcare: reduction in # of missed appointments,
 - Education: enrollment and employment
 - Businesses of all types: ability to attract and retain employees
 - Communities: ability to attract and retain businesses and residents
 - Transit measures: access, ridership, efficiency
- Service Design and Example Projects:
 - Service design: Likely to be an interconnected approach, not a one-size-fits-all solution. How do multiple modes combine to offer access to major destinations?
 - Study area examples: Valley Transit Connector, GO Transit Route 10, GO Transit Access to Jobs (ATJ), Fond du Lac JOBTRANS, Making the Ride Happen (volunteer program in Fox Cities and Oshkosh), etc.
 - National examples: SRF will identify programs of interest.

SRF explained next steps for the project (listed on the following page under Actions Needed).

ECWRPC provided an update on the Project Communication Plan, including the following:

- Outreach methods: radio interviews, social media, presentations to local organizations, etc.
- Key opportunities for outreach at local events (will be an ongoing discussion)
- Outreach to legislative leaders and chambers of commerce
- ECWRPC will develop a content calendar and ensure Steering Committee have appropriate materials to share.

SRF fielded questions on Mobility-as-a-Service and what it could mean for this project.

Actions Needed

Actions Needed	Responsibility
Examine demographic/commute data for Calumet County and/or ECWRPC region	SRF
Examine travel data from regional models as applicable	SRF
Revise purpose & need statements	SRF
Develop a list of goals and evaluation measures	SRF
Examine service models used in other regions	SRF
Deliver Purpose & Need document to ECWRPC	SRF
Communications Plan: Develop a content calendar & list of community events to attend	ECWRPC