Welcome & Introductions

• Project website: https://tinyurl.com/TransitPlan
  - Agendas, meeting notes, resources

• Approve January 10, 2019 minutes
<table>
<thead>
<tr>
<th>#</th>
<th>Topic</th>
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<tbody>
<tr>
<td>1</td>
<td>Review Recommendations</td>
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<tr>
<td>2</td>
<td>Public Outreach Activities / Events</td>
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<td>3</td>
<td>Next Steps-Meeting Location / Date</td>
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Recommendations

• Handout recommendations chapter
  • Note for committee to review and provide comments
• Review route modification

Scenario 1: Modification of Current Services
• Improve frequency and/or on-time performance
• No major changes to route alignments

Scenario 2: Service Expansion and Restructuring
• Includes larger-scale route restructurings and proposed new services
• Improve frequency on high-productivity routes
• Streamline low-productivity routes to offer faster trips
• Expand service to offer new regional connections
Short Term 1-2 Years

*Additional funding is needed for frequency enhancements, but not for minor route modifications.

**Frequency Enhancements**
- Increase frequency from 60 minutes to 30 minutes on route 12, 15, 20 and 30.

**Minor Route Modifications**
Small changes to routes 2, 11, 12 and 16

- The service changes could result in improvements to on-time performance and reliability but would not result in major cost impacts.
- These are included as illustrative suggestions but have not been included in the full analysis of operating costs.
*Additional funding would be needed to complete intermediate recommendations.

North Service Area Restructuring (Routes 3, 4, 5, and 16)

Summary
• Routes 3, 4, 5, and 16 operate one-way loops to serve north and northeast sections of the City of Appleton. While these routes provide coverage to large parts of the Valley Transit service area, their productivity is lower than the system average.

• This concept recommends streamlining each of these routes onto a more direct north-south alignment, which will allow Valley Transit to offer true bidirectional service and faster travel times between major destinations.
Mid Term 3-5 Years

Route 3 – Mason St

Transit Supportive Areas (TSAs) have at least 5 households OR 5 jobs per acre.
Mid Term 3-5 Years

Route 4 – Richmond St
Mid Term 3-5 Years

Route 5 – Oneida / Meade Streets
Mid Term 3-5 Years

Route 16 – Northeast (with Route 6 – Meade St)

Preferred Route

Alternate Route
Route 15 – College Ave

Proposed Alignment

- Concept 2A recommends splitting Route 15 into two separate routes (15A and 15B). Both routes would continue to serve College Avenue but would operate two new, more direct branches to reach Fox River Mall.

- Route 15A would serve retail destinations north of College Avenue and east of Interstate 41 in addition to Fox River Mall. After serving The Marketplace, westbound Route 15A buses would travel north along Westhill Boulevard, then west along Wisconsin Avenue to approach Fox River Mall from the north.
Mid Term 3-5 Years

Route 15 – College Ave

Daily Rider Activity
- None
- 1 - 5
- 6 - 10
- 11 - 20
- Above 20

Transit Supportive Areas (TSAs) have at least 5 households OR 5 jobs per acre.
*Additional funding would be needed to complete long term recommendations.

Summary
• During the public outreach process, a number of stakeholders expressed a desire and need for crosstown service, which would enable customers to travel between many of the region’s major destinations without traveling downtown.

• Routes 50, 55, and 60 are three new east-west routes proposed to complement the north-south network outlined above.
Long Term 5-10 Years

Route 50 – Northland Ave
Long Term 5-10 Years

Route 55 – E. College Ave / Kaukauna
Route 60 – Wisconsin Ave
# Routes Summary

<table>
<thead>
<tr>
<th>Scenario</th>
<th>Annual O&amp;M Cost (2018)</th>
<th>Est. Local Share (20%)</th>
<th>Peak Buses Required</th>
<th>Overall Cost</th>
<th>Expected Ridership</th>
<th>Suggested Priority</th>
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<tbody>
<tr>
<td><strong>Existing Service</strong></td>
<td>$4,776,292</td>
<td>$955,258</td>
<td>21</td>
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<td><strong>New or Revised Service (Scenario 1)</strong></td>
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<tr>
<td>Concept 1A: Frequency Improvements</td>
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<td>+4</td>
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<td>High</td>
<td>Medium</td>
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<td>Concept 1B: Minor Route Changes</td>
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<td>--</td>
<td>Low</td>
<td>Low</td>
<td>Medium</td>
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<tr>
<td><strong>New or Revised Service (Scenario 2)</strong></td>
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<td>Concept 2A: Routes 15A and 15B</td>
<td>+$391,243</td>
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<td>Concept 2B: Routes 3, 4, 5, 6/16</td>
<td>+$290,503</td>
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<td>Concept 2C: Routes 50, 55, 60</td>
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A public outreach plan is a road map for effectively relaying your message to your project audiences. A successful public outreach plan addresses the following key objectives:

- Identify target audience;
- Inform and educate;
- Allow all stakeholders/public to have the opportunity for input;
- Identify tools and techniques for effectively connecting to target audience; and
- Gauge plan’s success and areas of needs and strengths.
Target Audience:
• Persons with disabilities
• Underserved populations
• Choice riders
• Current riders
• Community partners
  • Advocacy groups
  • Human Service Agencies
  • Public Health
  • Municipalities
  • Who else?
• Steering Committee
Tools and Techniques:

- Outreach Events/Popup Meetings
  - Farmers Market
  - Transit Center
  - Lawrence University
  - Fox Valley Technical College
  - Partnership Health
  - Partner Municipalities
- Online Mapping
- Social Media
- Surveys
  - Appleton Polco Survey platform
  - Diversity Resource contacts list of local groups
  - On board buses
Public Outreach Period

- June 17 to August 5
- Proposed final meeting date August 22, 2019
  - Review public comment
  - Final edits to draft plan
  - Plan adoption (Forward to Transit Commission for review and approval)
Next Steps

• Steering Committee will receive a draft plan in the next couple weeks. (This will not include final recommendations and public input)
• Next meeting location?