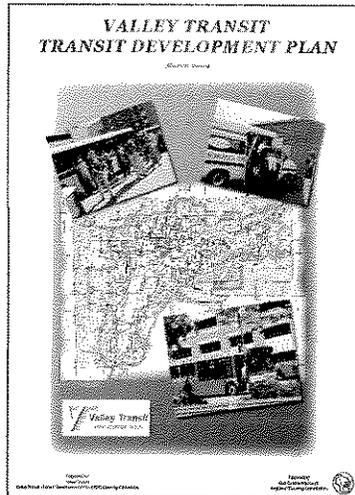
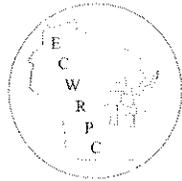


Valley Transit Transit Development Plan (TDP)



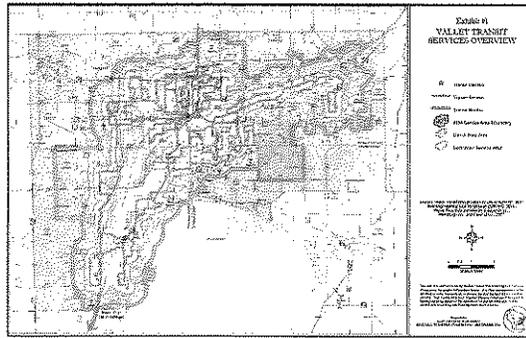
Valley Transit Transit Development Plan (TDP)

This 5 Year Plan Includes Chapters On:

- Transit Overview
- Ridership Profile
- Survey Comparison
- Route Ridership Patterns
- Evaluation of Performance with Goals and Objectives
- Nonuser Surveys
- Fox Cities Area Regional Transit Authority (RTA) Study Committee
- Market Research Survey
- Recommendations
- Public Input

Transit Overview

- Provides fixed route, ADA paratransit, Call-A-Ride, and Connector (demand responsive) services with an annual budget of about \$7.5 million.
- Owned by the City of Appleton with contracted service provided to over a dozen units of government throughout the Fox Cities
- Governed by the Fox Cities Transit Commission and the Appleton City Council
- Accessible to 200,000+ residents covering over 200+ square miles
- Greatly impacted by:
 - population
 - density
 - land use and development
 - employment patterns
 - auto ownership
 - income



Recommendations

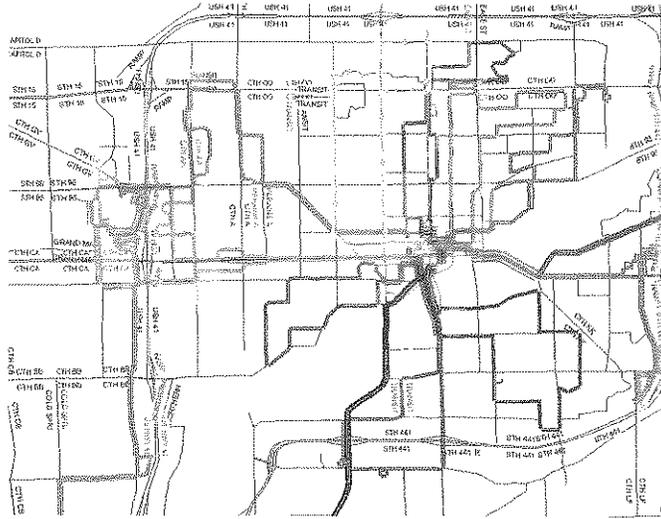
New Routes and Service

An in-depth analysis of the system was conducted which led to the testing of numerous route alternatives in the transit model. The following route alternatives are being proposed for consideration as part of this planning process:

1. Consolidation of Route 3 – Mason and Route 4 – Richmond to one route
2. A Wisconsin Avenue route
3. Service to the Town of Greenville
4. Doubling of frequencies on Routes 1, 7, 30, 31, and 32

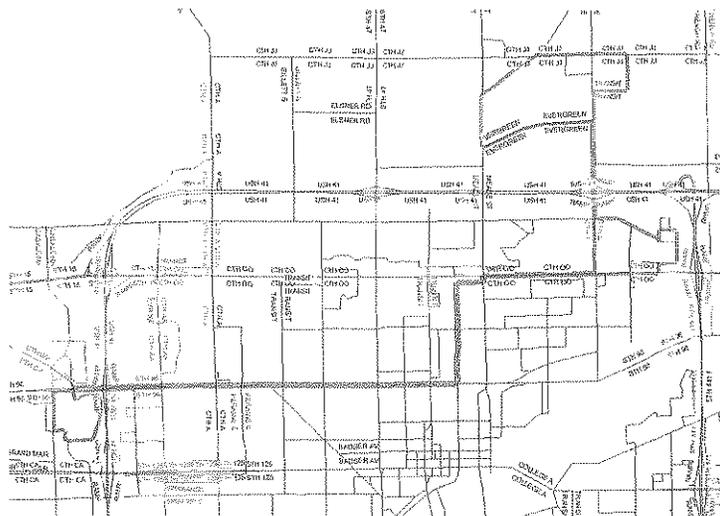
Recommendations

CONSOLIDATION OF ROUTE 3 AND 4 (in yellow)



Recommendations

WISCONSIN AVENUE ROUTE



Recommendations

Proposed Changes to Existing Service for Consideration

1. Route 1 – Improve access to UW – Fox Valley and commercial areas along the route.
2. Route 11 (currently detoured) – Upon completion of the College Avenue Bridge, examine increased service to the Village of Kimberly, the Town of Buchanan, and eastern Appleton due to commercial/industrial development.
3. Route 12 – Serve Sam's Club on the inbound trip, rather than the outbound trip and adjust the time points at Fox Valley Technical College (:00 rather than :02 on the hour for the outbound trip) and Appleton West High School (:35 rather than :37 on the hour for the inbound trip).
4. Route 20 (currently detoured) – Upon completion of the College Avenue Bridge, examine peak hour service and an inner/circulator route in Kaukauna.
5. Route 41 – Better coordinate interaction with Route 10 which is provided by the City of Oshkosh for intercity transit to Neenah. Extended service to West American Drive should also be considered due to recent commercial and industrial development.

Recommendations

Other System Recommendations for Consideration Include:

- Conducting a cost-benefit analysis of operating Valley Transit II (ADA paratransit) in-house.
- Reduce route lengths where boarding and alighting counts are low to nonexistent – decrease residential service and increase arterial service.
- Eliminate areas of duplicated service between Call-A-Ride/Dial-A-Ride/Connector.
- Extend peak hour service in the afternoons/increase frequency.
- Reduce travel and transfer times.
- Cover more area instead of backtracking on routes.
- Review and adjust routes more frequently than annually.
- Flexible routes that can be adjusted based on bad weather/traffic/etc.
- Initiate discussions with Green Bay Metro on examining intercity bus transportation.
- Service to Fox Cities Stadium for games.
- Renew discussions with Combined Locks for service.
- Development of multiple transit centers/transfer centers throughout the service area.
- Serve businesses on Grande Market Drive west of McCarthy Road.
- Make a connection to the VA Milwaukee shuttle at 7:00 am.

Recommendations

Other System Recommendations for Consideration Include:

- Examine ways to incorporate recent service requests into service areas without major changes:
 1. Affinity Pediatrics in Neenah
 2. Intersection of Racine Street and Midway Road
 3. Evergreen Drive and Ballard Road Medical offices/Park and Ride
 4. Railroad Street and Kimberly Avenue in Kimberly
 5. Later service to Wal-Mart in Neenah
 6. Park and Ride lot in Greenville
 7. Indoor Skate Park in Kimberly
 8. Time Warner Cable on Plank Road

Recommendations

Valley Transit should consider the following recommendations for future implementation:

PASSES AND FARES

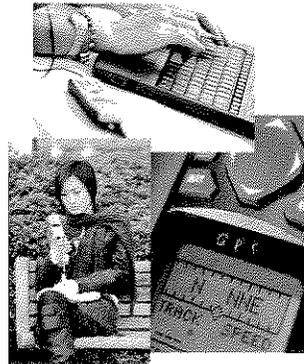
- Student bus pass program (K – 12/universities/technical colleges).
- Expand the number of outlets where tickets can be purchased.
- Examine online ticket printing.
- Frequent user discounts/rewards program/daily specials.



Recommendations

INFORMATION AND TECHNOLOGY

- The use of color coded signage along the routes to match up with route maps.
- Use reflective tape on signage so it is more visible at night.
- Continue to utilize the transit model maintained by the East Central Wisconsin Regional Planning Commission.
- Include minor civil division (MCD) boundaries on all routes maps and riders guides.
- Coordinated expansion of the Bus Buddy Program with Making the Ride Happen to include all age groups.
- Expansion of Intelligent Transportation Systems (ITS) such as:
 - global positioning systems (GPS) on buses.
 - cell phone technology with real-time updates (GPS is needed on the buses).
 - message boards at the transit center with important real time information.
 - wireless internet on buses.
 - audio/visual entertainment on buses.



Recommendations

PLANNING AND POLICY

- Further examination and implementation of a regional transit authority (RTA) pending statewide enabling legislation.
- Participation in the planning and design of the reconstruction of Wisconsin Avenue.
- Expanded involvement in land use planning and development efforts to curb sprawl and facilitate transit oriented development patterns, but continue to maintain extensive service in downtown Appleton and other central business districts where the densities are higher.
- Continue to participate in security/evacuation plans.



Recommendations

MARKETING AND EDUCATION

- Target potential teen users that choose not to get a drivers license due to increasing costs of vehicle operation and maintenance.
- Invest/market more heavily in the notion that Valley Transit is an affordable alternative to commuting.
- Invest/market more heavily to a vast market of residents not aware of Valley Transit.
- Continue to pursue feasible marketing partnerships with other agencies and organizations.
- Expand discussions with major employers to subsidize transit cost for employees.
- Participation in area Health and Wellness Fairs.



Recommendations

BICYCLE AND PEDESTRIAN CONNECTIONS

- Participate in regional Safe Routes to Schools Programs.
- Bike rack/bus schedule training at schools in connection with the Safe Routes to Schools Program – coordination with other safety efforts (i.e. police departments and bike rodeos).
- Increased access to bicycle and pedestrian facilities for better utilization of the bike racks.
- Installation of larger bike racks on future buses and as bike rack usage continues to increase. It was determined that larger bike racks are not mechanically feasible on the current buses.



Recommendations

FUNDING

- Continued pursuit of JARC/WETAP and other alternative grants and funding sources to fund the Connector service.
- Continued pursuit of other nontraditional funding opportunities both public and private, for both operation and capital improvements.
- Further examine the staffing of a mobility manager, with the potential pursuit of a federal New Freedom grant for start-up.



Recommendations

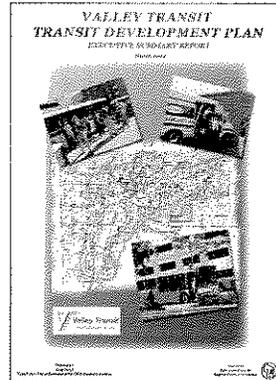
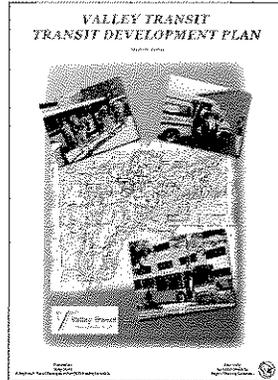
IMAGE

- Continue to enhance the public image/perception of the Appleton Transit Center
- Enhance the public image/perception of public transportation throughout the region by expanding education and outreach efforts particularly to groups not aware of Valley Transit. Future marketing efforts should also focus on the notion that the bus system is alternative to commuting by vehicle.
- Increase staffing presence at the Appleton Transit Center (staff, community leaders, police, etc.).
- Pursue "Safe Place" signage for the transit centers.
- Recruitment of minority staff, particularly bus drivers (especially Hispanic and Hmong).
- Reexamine the Carry-on Policy to have more flexibility for the consumer.

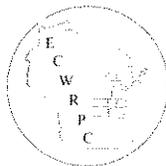
Website

The Valley Transit TDP and Executive Summary Report can also be viewed at:

www.eastcentralrpc.org/planning/transportation.htm#ValleyTransitTDP



Questions?



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