



December 7, 2015

To: Fox Cities Transit Commission

From: Daniel Sandmeier
Assistant General Manager

Subject: Approve Neenah Industrial Park Shuttle Pilot Extension

The Neenah Industrial Park Shuttle pilot launched on July 6, 2015 following a number of conversations and planning sessions with Workforce Development Board, Inc, Valley Transit, Menasha Corp., Plexus and the City of Neenah.

Ridership has steadily increased over the last few months, particularly by employees of Menasha Corp and has resulted in a decrease of the more expensive Connector rides to the companies in the industrial park which was a primary goal of the pilot.

	Shuttle Ridership
July	50
August	169
September	319
October	386
November	399
TOTAL	1,323

The funding partners would like to pursue continuing the pilot by a period of up to six months to continue to assess workforce transportation solutions to this area. Earlier this week, we reviewed the latest ridership and budget information with human resources representatives from Menasha Corp and Plexus and they agree that an additional pilot period of three to six months would be beneficial and will approach their leadership for funding. They expect a funding decision to be made by December 21, 2015.

Last June, the Fox Cities Transit Commission approved the Neenah Industrial Park Shuttle Pilot Program the contract with Kobussen for six months with two one-year options. Since then, Kobussen has exercised their right to modify the price at the end of the six month contract which is December 31, 2015. Kobussen has requested a 5% increase in the cost of the service effective January 1, 2016.

	Current	2016 3 months w/ 5% increase	2016 6 months w/ 5% increase
Total Cost	\$54,570	\$28,650	\$57,299
Valley Transit	\$30,777	\$16,159	\$32,317
Local Share	\$23,793	\$12,491	\$24,982

Staff recommends that the Commission approve the continuation of the Neenah Industrial Park Shuttle Pilot for a period of up to 6 months at the new rate for a total cost of \$57,299 pending local funding approval by Plexus and Menasha Corp. Valley Transit and the project partners will continue to promote the service and monitor its success through ridership reports and on-board surveys and meet throughout 2016 to monitor the performance of the project.

Recommendation:

Approve the contract with Kobussen at the new rate for a period of up to 6 months pending successfully securing the local share required to operate the service.