



Agenda

1. Welcome
2. Updates
3. Service Planning Concepts (SRF)
4. Public Outreach
5. Next Steps

TDP Update

The Valley Transit TDP Steering Committee has met nine times over year and half to develop a plan for moving Valley Transit into the future.

One goal was to build upon the strategic plan (2015)

Vision: Getting all people where they want to go, when they want to go.

Focus

If we could wipe the slate clean, what would it look like?

How can we increase fixed route frequency and geographic reach of service?

Hired SRF Consulting to evaluate and recommend a more efficient system to better meet the needs of the community.

How did we get here?

- Steering Committee – elected officials, transit commission members, healthcare, bus drivers, education
- Meeting 1: ST education, begin developing mission and vision;
- SRF began public outreach and analysis of the fixed route system;
- Meeting 2: refined mission and vision and began developing objectives;
- Meeting 3: continued development of objectives;
- Meeting 4: SRF presented summary of existing conditions;

How did we get here?

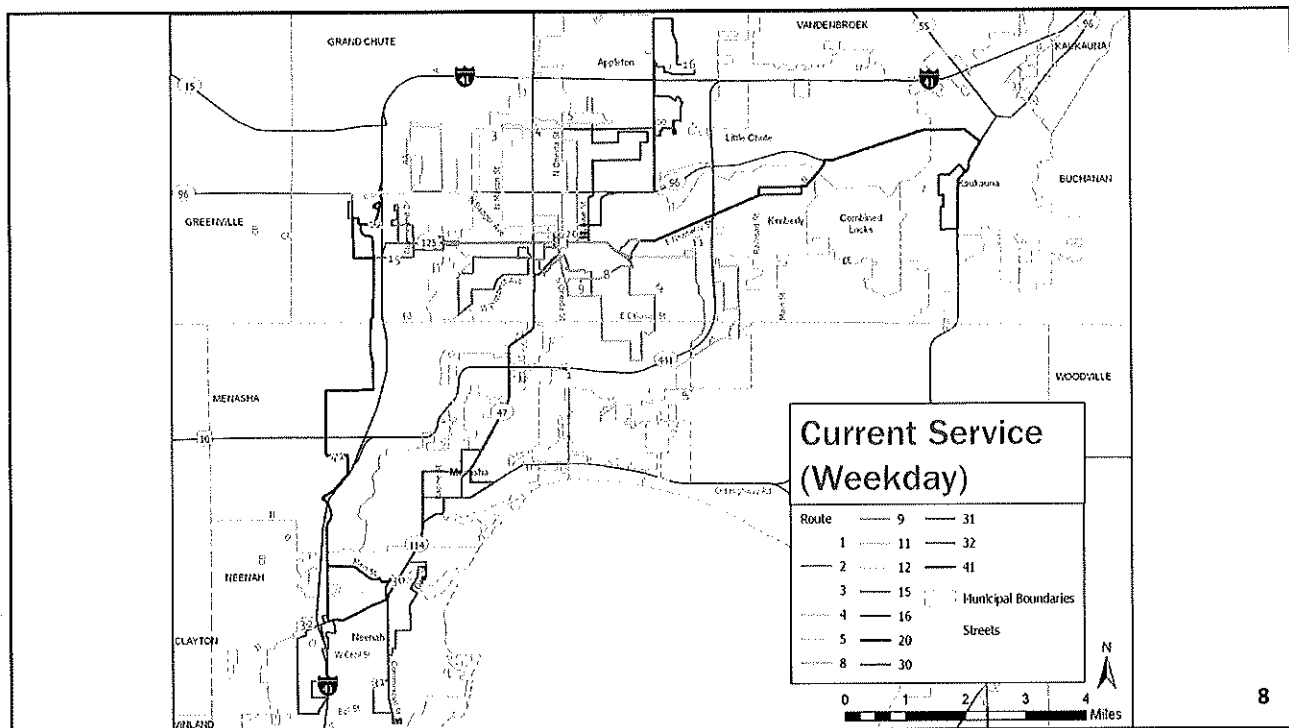
- SRF began preparing draft concepts;
- Meeting 5: Objective review, ST bus experience and SRF project update;
- Meeting 6: Valley Transit tour;
- Meeting 7 & 8: SRF Route Planning Workshop – existing service review, service planning recommendation scenarios and service implementation; and
- Meeting 9: Recommendation review

Service Planning Concepts

Three recommendation categories based on cost, complexity, and timeline:

- **Short Term Recommendations (1-2 years)**
 - Frequency Enhancements (Routes 12, 15, 20, 30)
 - Minor Route Modifications (**No Additional Cost**)
 - Route 4 extension to Meijer (**No Additional Cost**)
- **Intermediate Recommendations (3-5 years)**
 - North Service Area Restructuring
 - New Crosstown Service: Route 50 (Northland)
 - Route 15 Restructuring
- **Long Term Recommendations (5-10 years)**
 - New Crosstown Service: Route 55 (E. College/Kaukauna) and Route 60 (Wisconsin Ave.)

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Short Term Recommendations

Frequency Enhancements

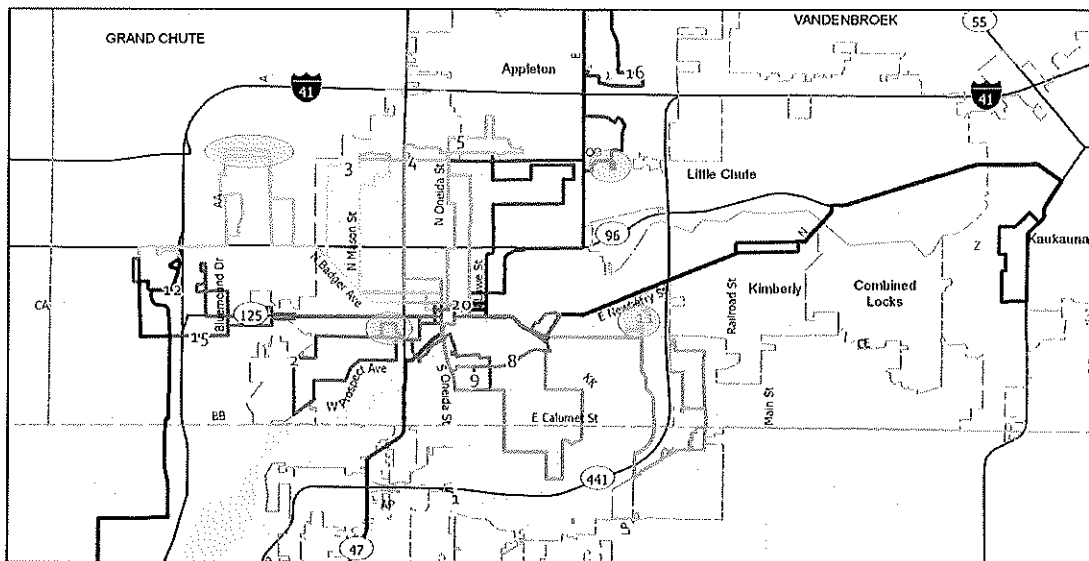
- Increase frequency from 60 minutes to 30 minutes on Routes 12, 15, 20 & 30
- Currently function as core routes in the Valley Transit system
- Provide over 45 percent of the agency's annual ridership in 2017

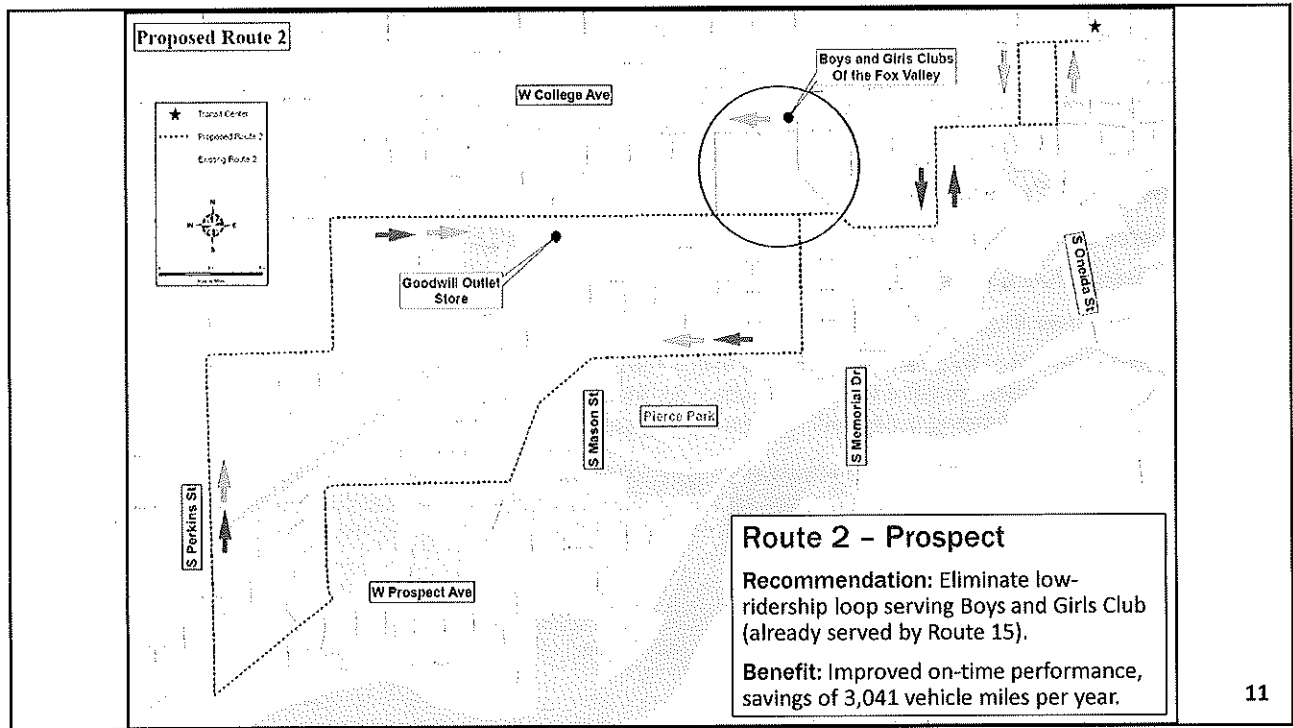
Improving weekday frequency would help Valley Transit attract new riders, offer more attractive transfers, and make transit a viable alternative for more types of trips.

Note: Additional funding is needed for these enhancements.

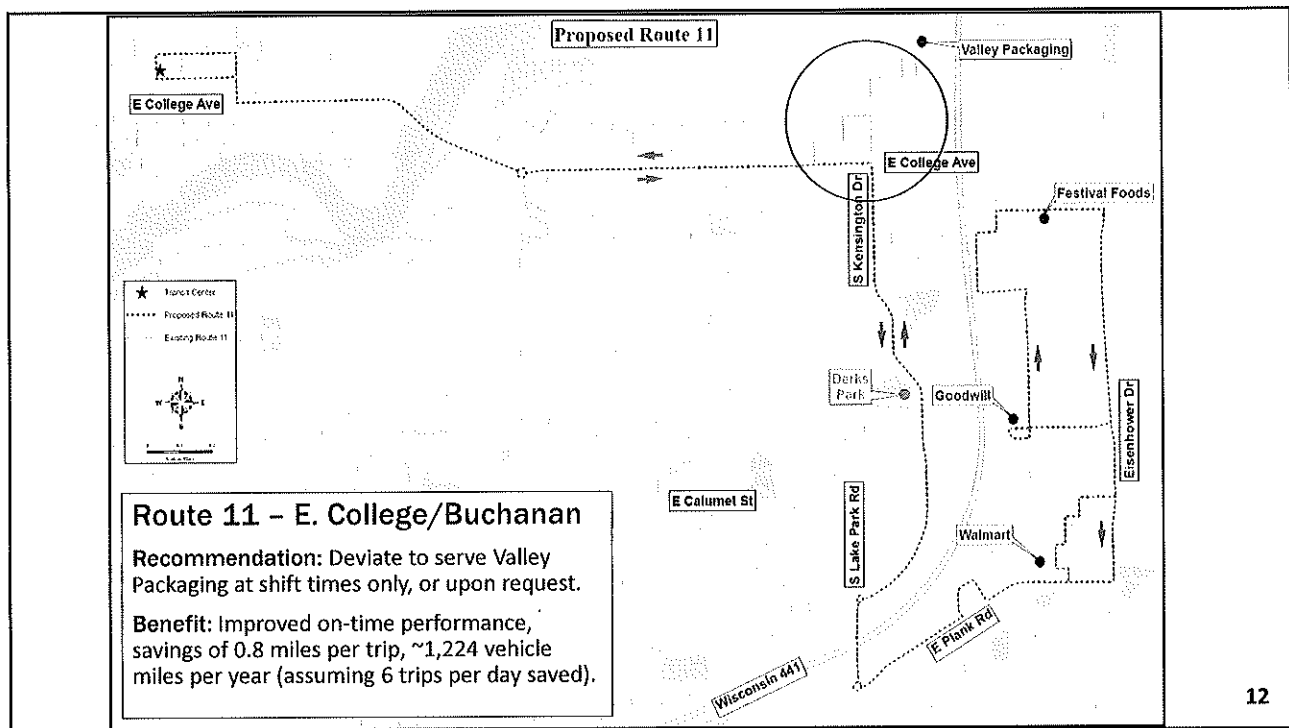
Route	Name	Service Day	Round-Trip Cycle Time	Proposed Frequency
12	Fox Valley Tech	Weekday	60 minutes	30 minutes
15	West College	Weekday	60 minutes	30 minutes
20	Heart of the Valley	Weekday	60 minutes	30 minutes
30	Neenah / Menasha	Weekday	60 minutes	30 minutes

Minor Route Modifications

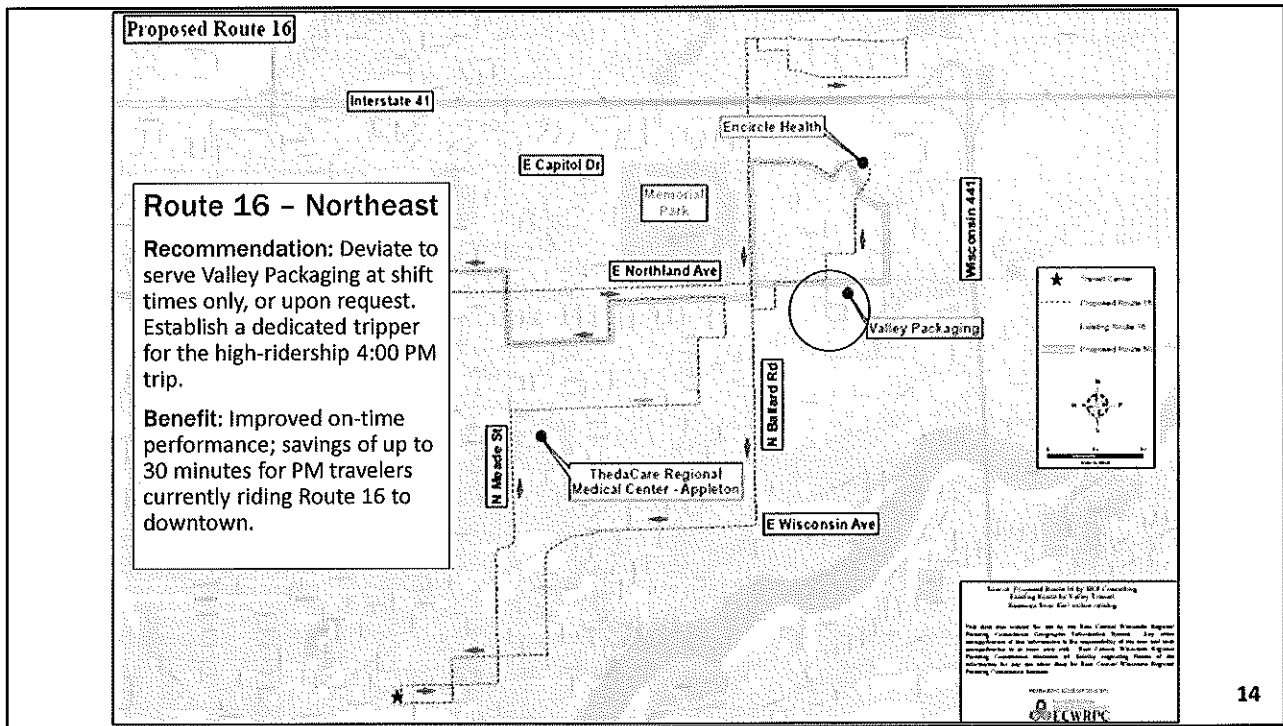
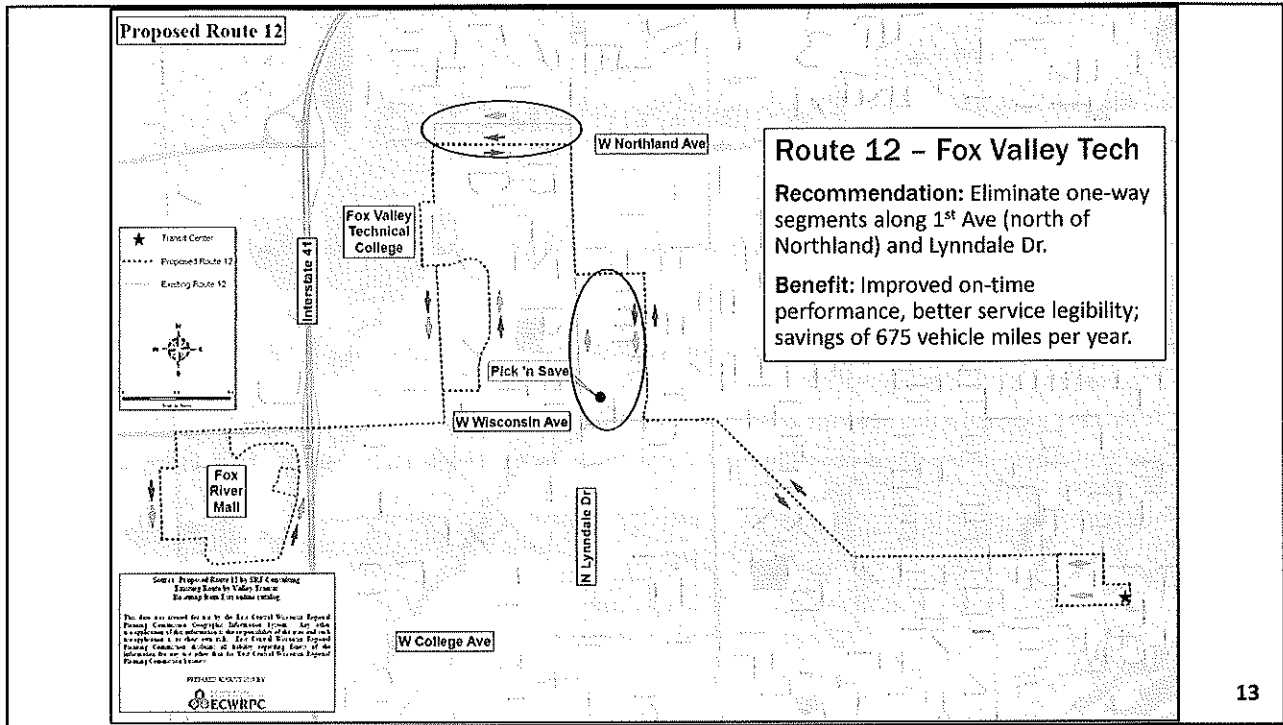




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Intermediate Recommendations

North Service Area Restructuring

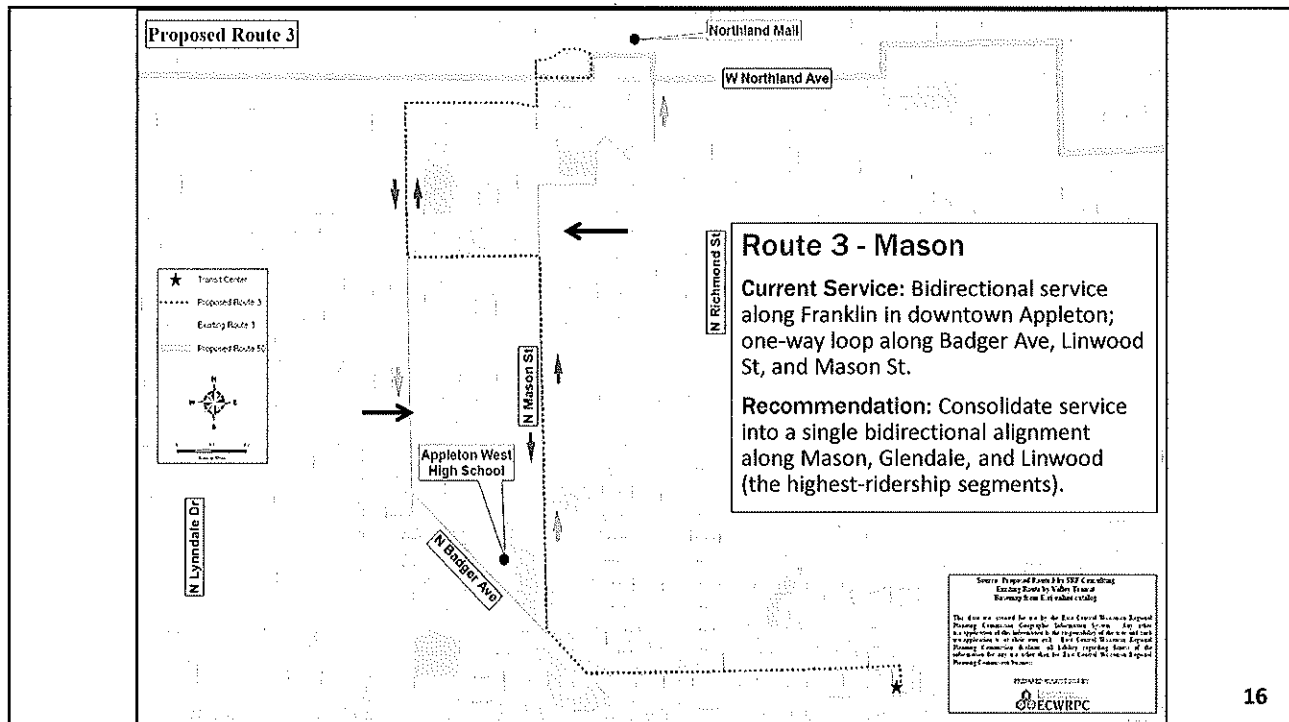
Currently, Routes 3, 4, 5, and 6/16 operate relatively long one-way loops, which offer broad service coverage but often inconvenient trips.

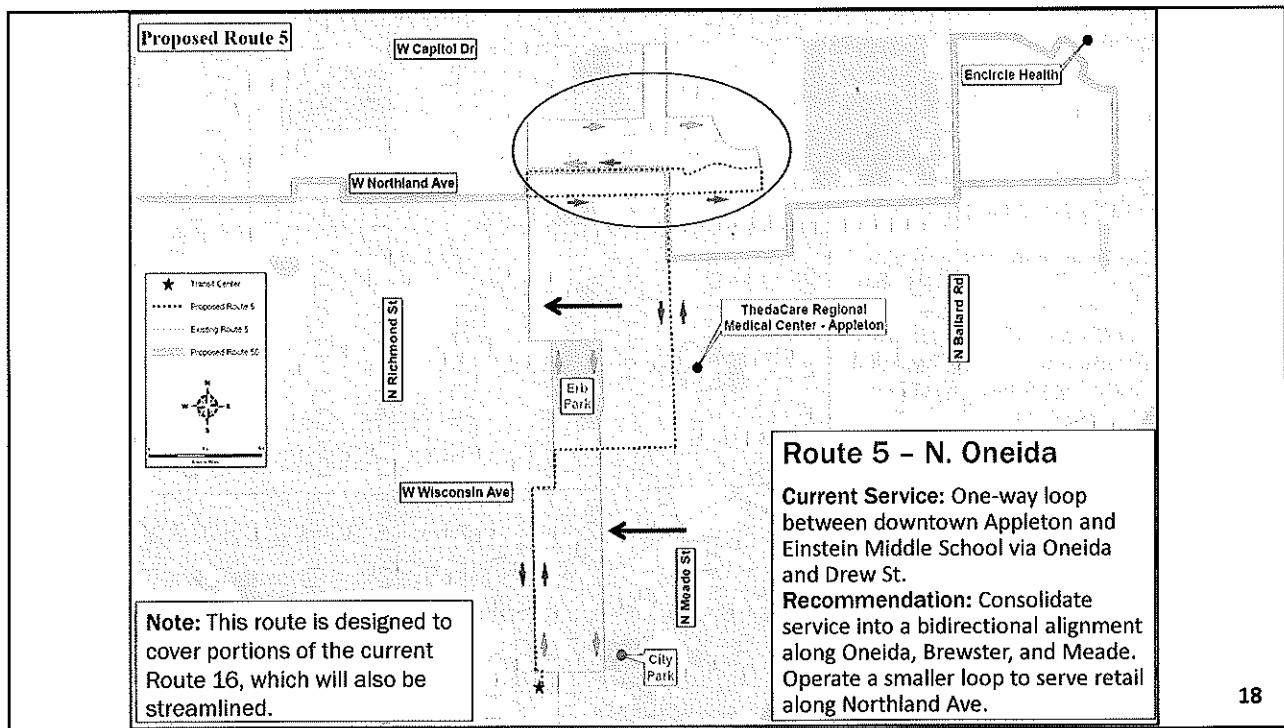
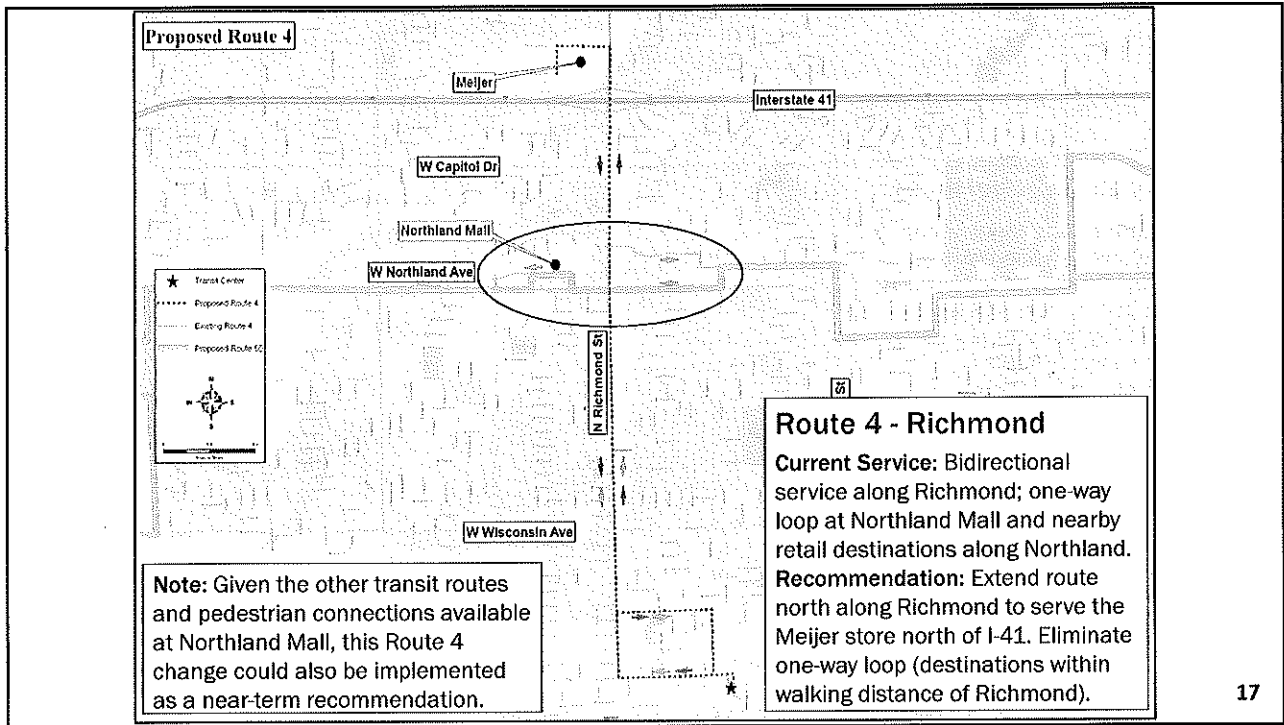
Recommendations:

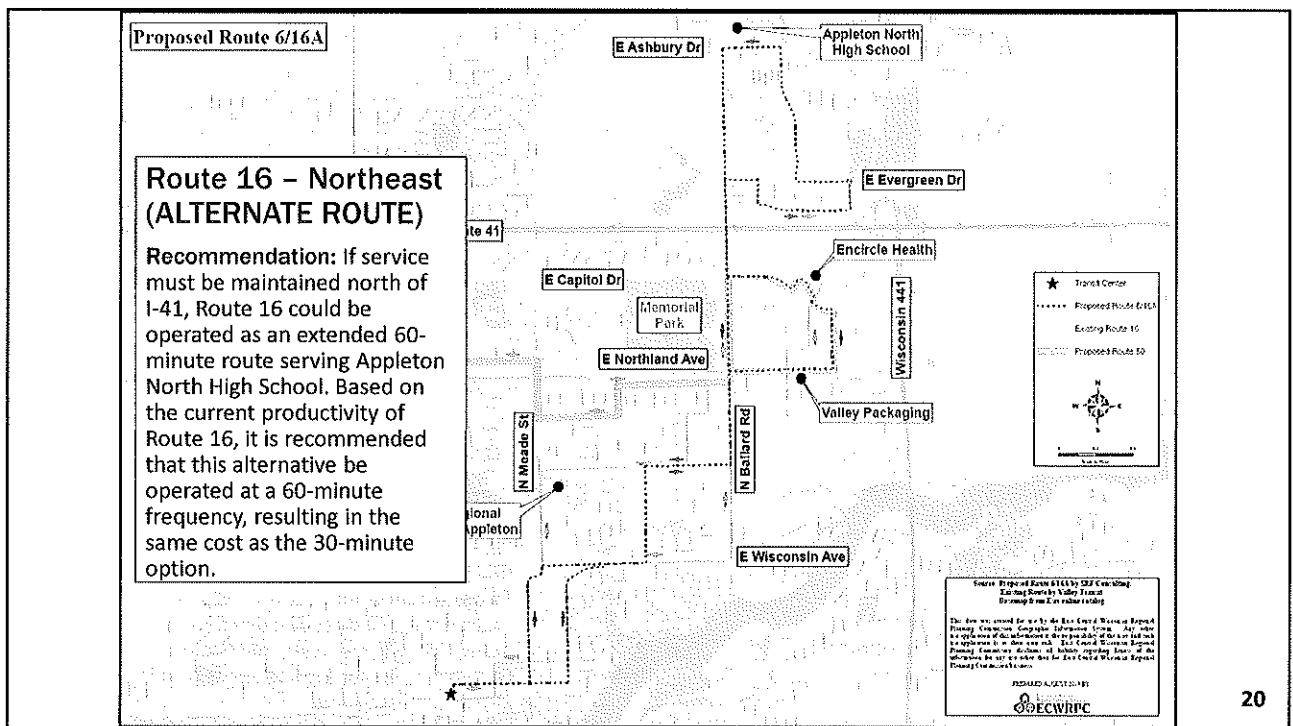
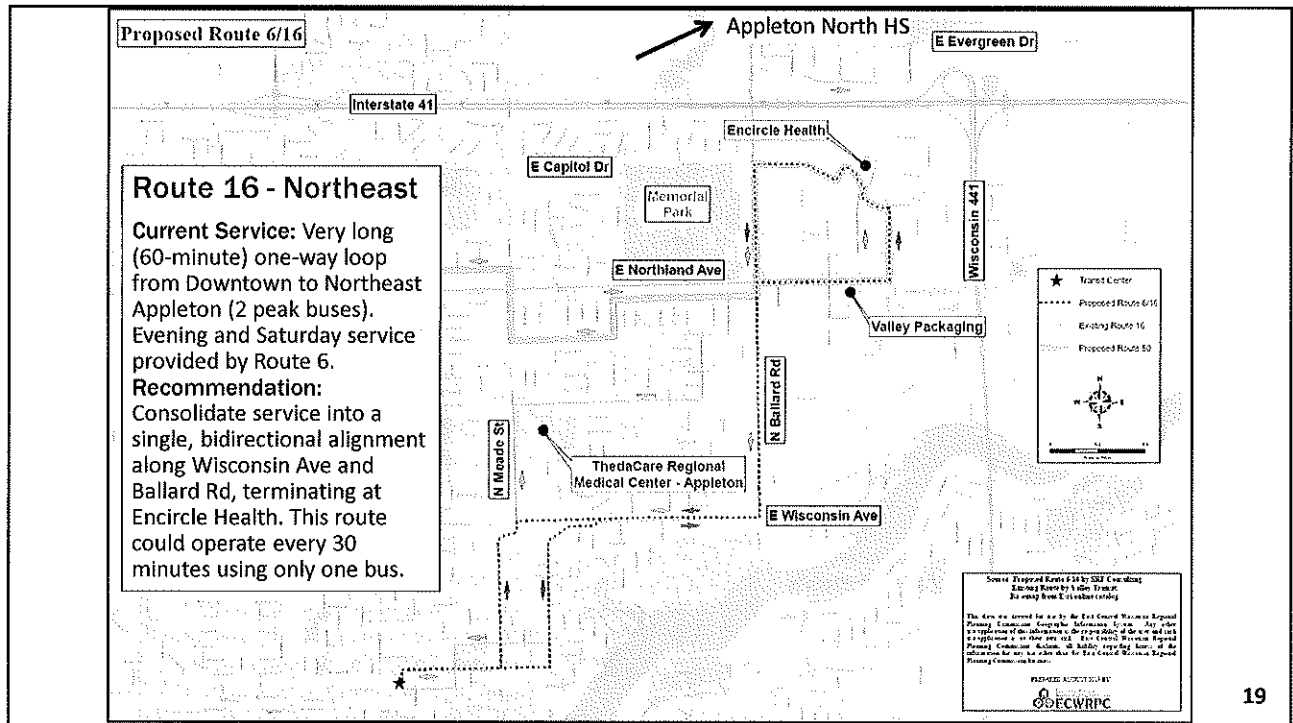
- Restructure Routes 3, 4, 5, and 6/16 to deliver streamlined bidirectional service between Downtown Appleton and North Side destinations.
- Implement together with a new crosstown service, Route 50 – Northland.

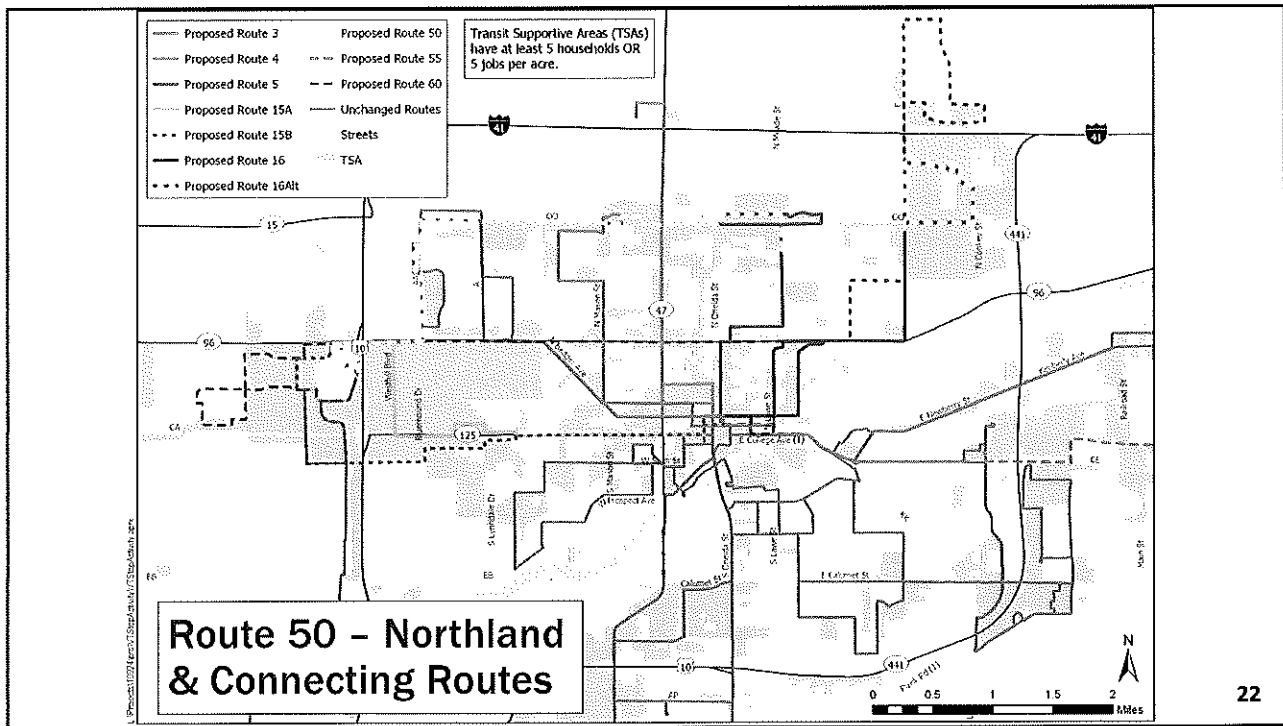
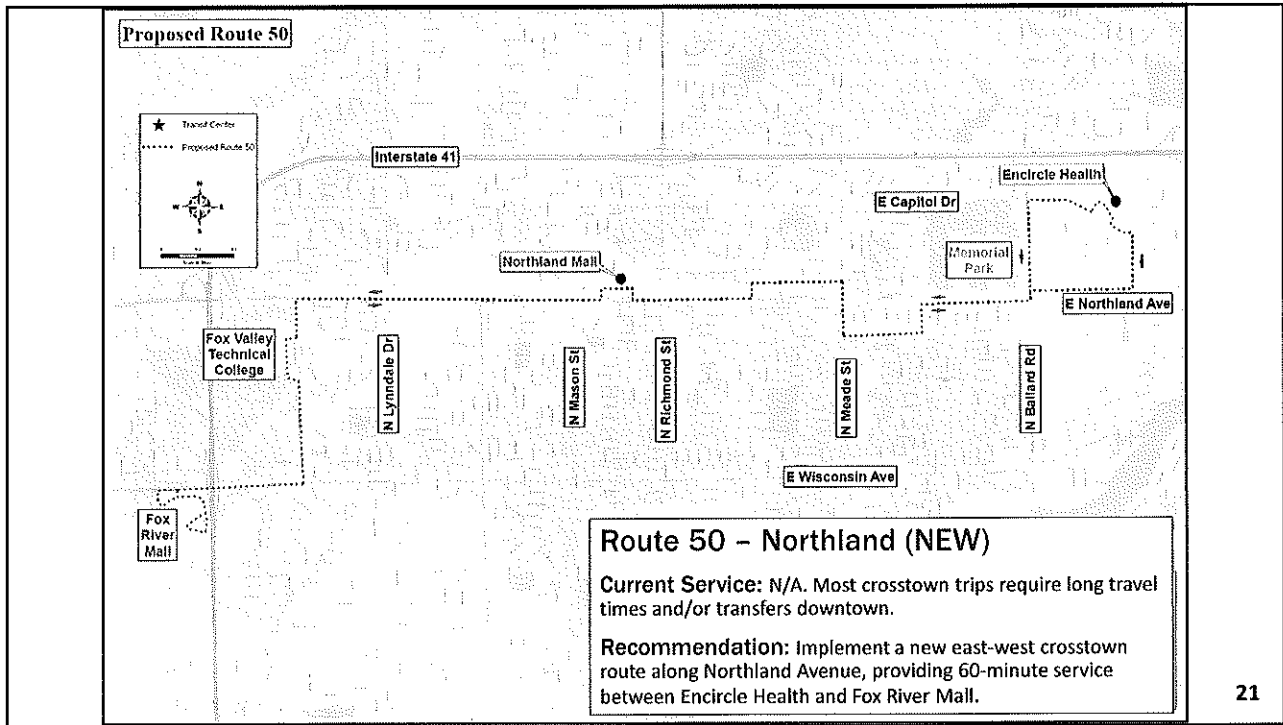
Notes: Plan calls for improved service frequency (30 minutes all day), but some recommendations could be implemented under current schedules/budget.

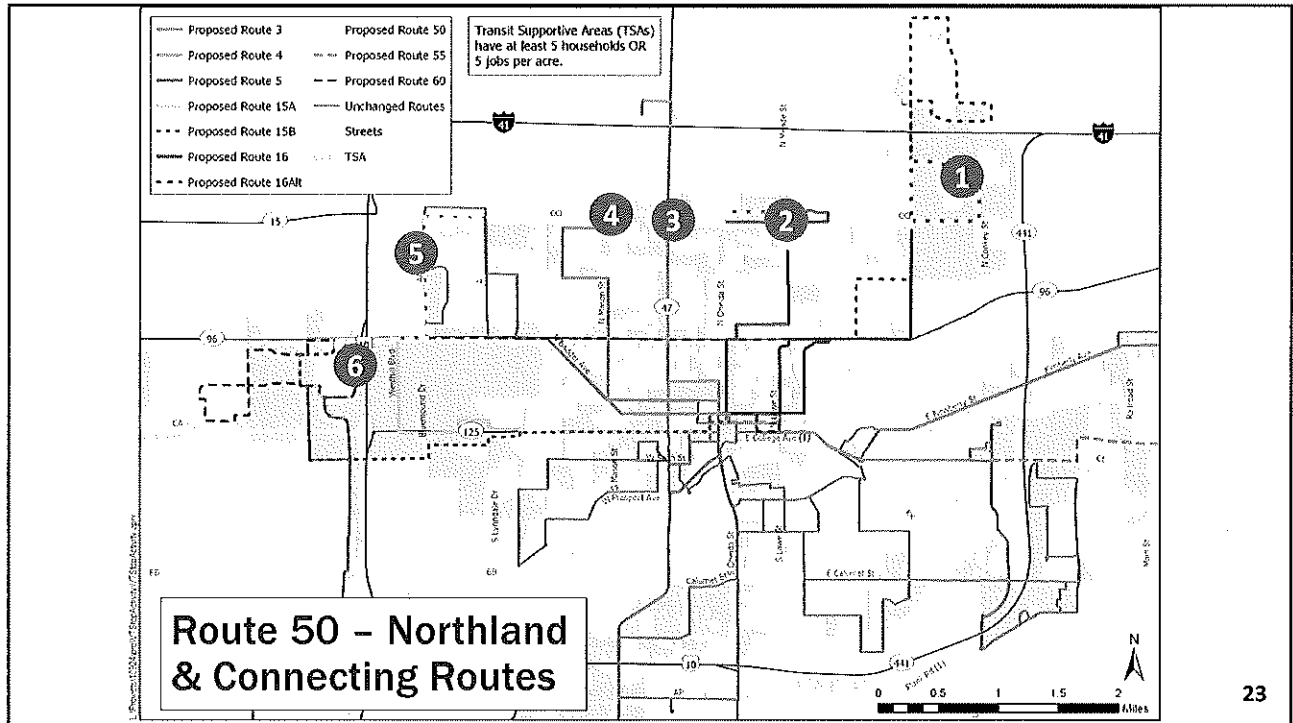
Route	Name	Service Day	Round-Trip Cycle Time	Proposed Frequency
3	Fox Valley Tech	Weekday	30 minutes	30 minutes
4	West College	Weekday	30 minutes	30 minutes
5	Heart of the Valley	Weekday	30 minutes	30 minutes
16	Northeast	Weekday	30 or 60 minutes	30 or 60 minutes











Route 50 - Northland

Example Schedule and Connecting Routes

#	Timepoint Location	Route 50 Arrive / Depart	Primary Connecting Route	Connecting Route Arrive/Depart
1	Encircle Health	Arrive :55 / Depart :00	Proposed Route 16	:00/:30
2	Northland/Meade	WB :05 / EB :50	Proposed Route 5	:00/:30
3	Northland/Richmond	WB :10 / EB :50	Proposed Route 4	:25/:55 (Outbound) :35/:05 (Inbound)
4	Northland Mall	WB :12 / EB :48	Proposed Route 3	:00/:30
5	Fox Valley Technical College	WB :20 / EB :35	Route 12	:05/:55
6	Fox River Mall	Arrive :25 / Depart :30	Route 15	:15/:45

Intermediate Recommendations

Route 15 Restructuring

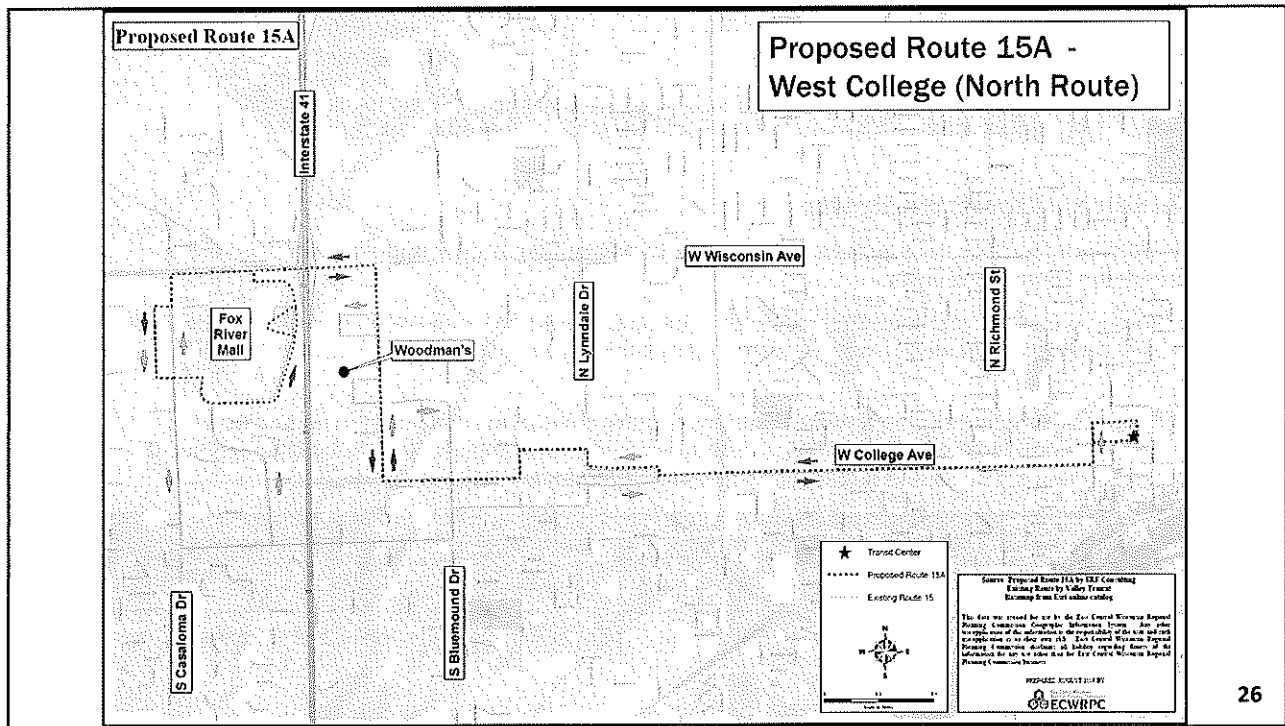
Currently, Route 15 offers hourly service on a long, circuitous route along College Avenue between downtown Appleton and Fox River Mall.

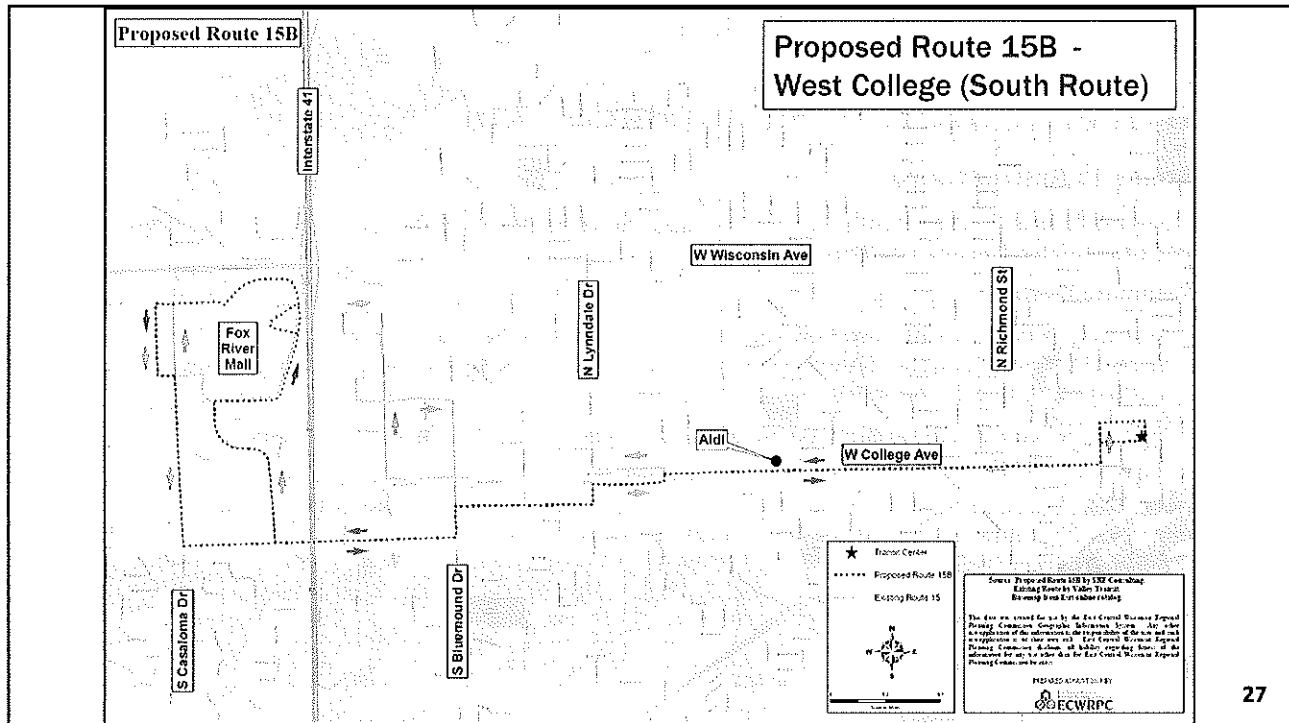
Recommendations:

- Restructure Route 15 into two new routes (Route 15A and Route 15B).
West of Perkins St, Route 15A would serve areas north of College Ave, while Route 15B would serve destinations to the south
- Each route would operate every 60 minutes on an offset schedule, delivering 30-minute frequency along the core College Avenue segment.

Note: This restructuring may not be necessary if Valley Transit completes the frequency improvements outlined in the Near Term Recommendations.

Route	Name	Service Day	Round-Trip Cycle Time	Proposed Frequency
15A	W. College – North Route	Weekday	60 minutes	60 minutes
15B	W. College – South Route	Weekday	60 minutes	60 minutes





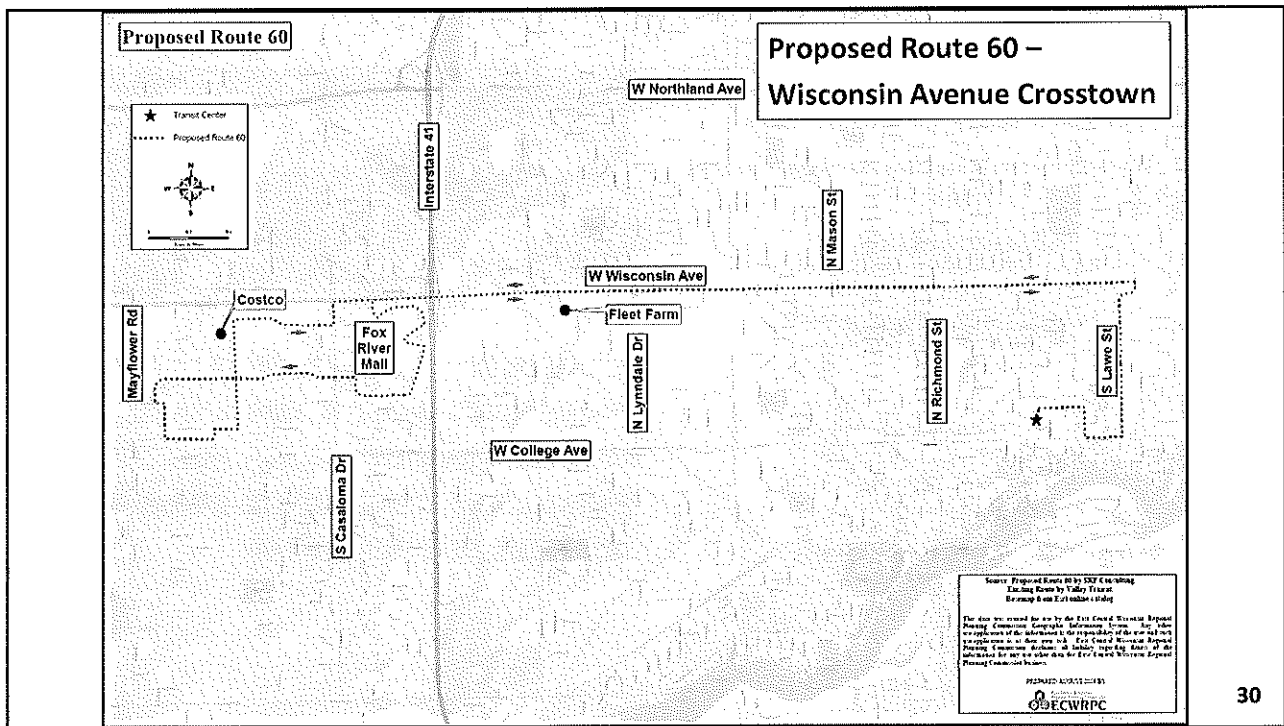
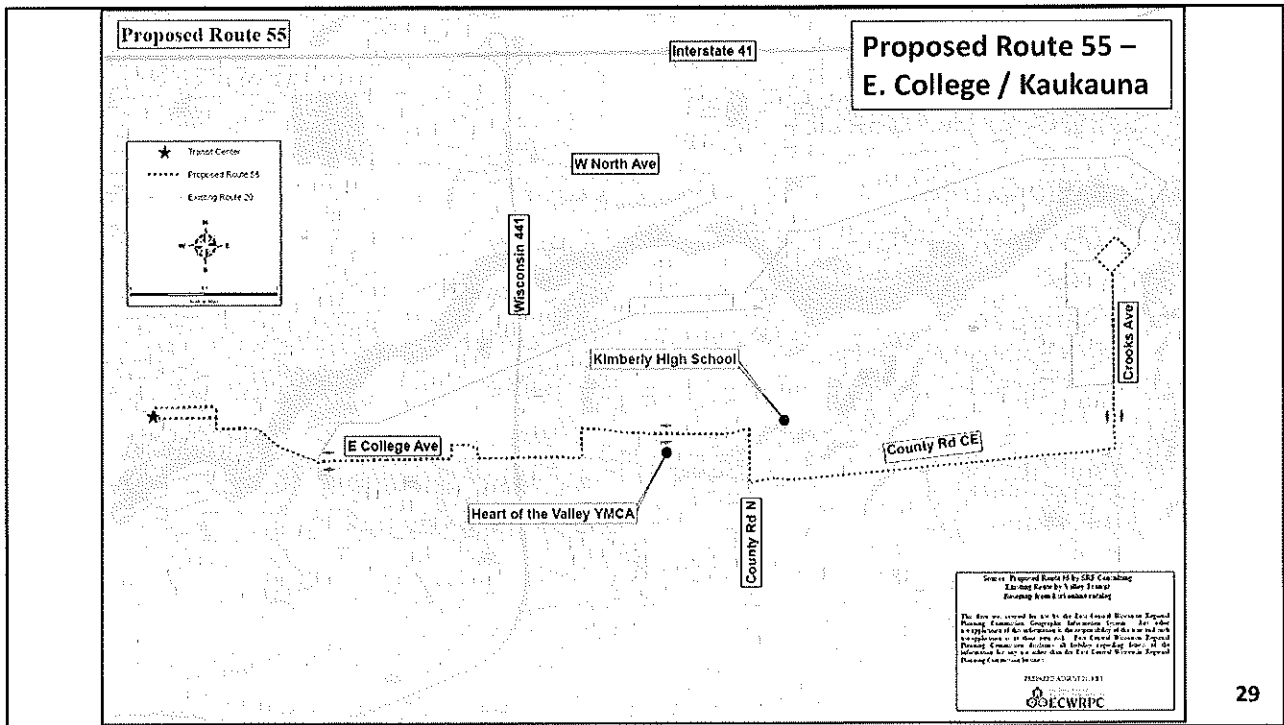
Long Term Recommendations

Additional Crosstown Service

As additional funding becomes available, Valley Transit could consider implementing two more crosstown routes as follows:

- Route 55 (E. College/Kaukauna) would provide fast, direct service between downtown Appleton and Kaukauna via College Avenue, including to Kimberly High School and Heart of the Valley YMCA.
- Route 60 (Wisconsin) would provide supplementary crosstown service between downtown Appleton and Fox River Mall via Wisconsin Avenue, creating additional transfer connections. If desired, select trips could be extended to serve Appleton International Airport.

Route	Name	Service Day	Round-Trip Cycle Time	Proposed Frequency
55	E. College / Kaukauna	Weekday	60 minutes	60 minutes
60	Wisconsin	Weekday	60 minutes	60 minutes



Public Outreach

- Extend into October
- Two full days at library
- Latino fest
- Presentation to:
 - Transit Commission – Aug 27
 - City of Menasha - Oct 7
 - ESTHER
- Pop-up meetings
 - Farmers market
 - High School
 - Fox Valley Tech
 - Health care facilities
 - Lawrence University
- Media
 - WHBY
 - Facebook
 - Website
 - Twitter
 - App
 - Insight Magazine
- Online mapping tool
- Survey
- Others?

Proposed Valley Transit Routes

If we could wipe the slate clean, what would it look like?

How can we increase fixed route frequency and geographic reach of service?


Service Planning Concepts

Service planning recommendations are organized into three categories based on cost, complexity, and timeline for implementation:

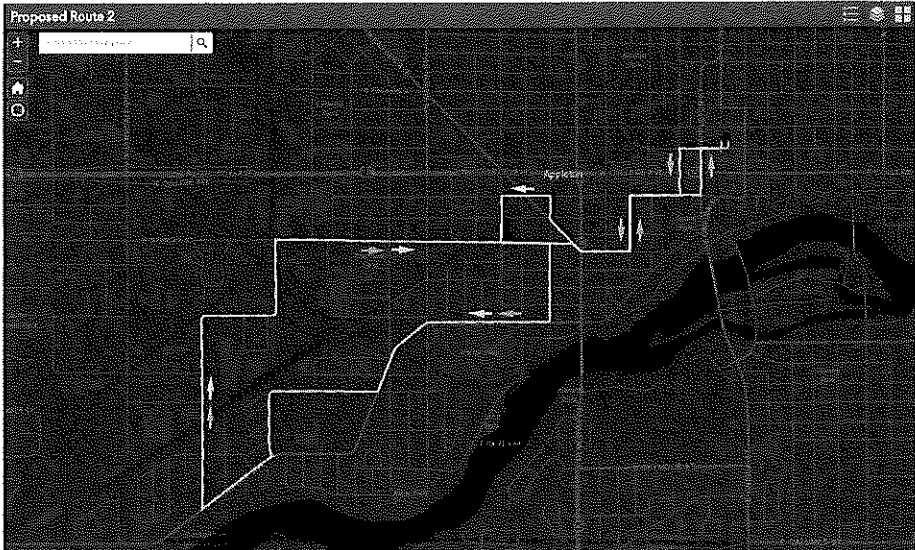
- **Short Term Recommendations (1-2 years)**
 - **Frequency Enhancements**
 - Minor Route Modifications
- **Intermediate Recommendations (3-5 years)**
 - North Service Area Restructuring/Frequency
 - Route 15 Restructuring/Frequency
 - New Crosstown Route 50
- **Long Term Recommendations (5-10)**
 - New Crosstown Routes 55 and 60

Proposed Routes

Route 2	Route 3	Route 4
Route 5	Route 6/16	Route 6/16A
Route 11	Route 12	Route 15A
Route 15B	Route 16	Route 50
Route 55	Route 60	



- Low ridership loop serving the Boys and Girls Club location.
- Already offers a faster connection from Boys and Girls Club to downtown Appleton via College Avenue.
- Eliminating this loop could enhance on-time performance and offer streamlined trips to customers traveling to and from southwest Appleton. The estimated mileage savings would be approximately 0.5 miles per trip, or 3,041 miles per year.



The image shows a screenshot of a transit planning software interface. On the left, there is a list of bullet points discussing a proposed route loop. The main area is a map titled 'Proposed Route 2' showing a route with arrows indicating direction. Below the map is a 'Route 2 Survey Link' button and a menu of other routes: Route 3, Route 4, Route 5, Route 6/16, Route 6/16A, Route 11, Route 12, Route 15A, Route 15B, Route 16, Route 50, Route 55, and Route 60. The page number '33' is in the bottom right corner.

Open House

Monday, September 23, 2019

Time: 9:00 AM to 6:30 PM

Wednesday, September 25, 2019

Time: 9:00 AM to 6:30 PM

