



City of Appleton

100 North Appleton Street
Appleton, WI 54911-4799
www.appleton.org

Meeting Agenda Fox Cities Transit Commission

Wednesday, April 22, 2015

3:00 PM

Council Chambers, 6th Floor

1. Call meeting to order

2. Roll call of membership

3. Approval of Minutes from Previous Meeting

[15-597](#) Approval of Minutes from March 25, 2015

Attachments: [Minutes 03-25-15.pdf](#)

4. **Public Hearings/Apearances**

[15-598](#) Public Participation of Agenda Items

5. **Action Items**

[15-599](#) Approval of Payments

Attachments: [Check Register 03-27-15 through 04-14-15.pdf](#)

[15-600](#) Authorization to Award a Contract to Lamers Bus Lines for the Provision of a Construction Circulator Service

Attachments: [FCTC construction circulator memo.pdf](#)

6. **Information Items**

[15-601](#) Valley Transit Strategic Plan Communications Plan

Attachments: [Valley Transit Strategic Plan Communications Plan.pdf](#)

[15-602](#) Strategic Plan - Near Term Action Plan

There will be a handout at the Meeting.

[15-603](#) March Ridership and Revenue

Attachments: [March Ridership and Revenue.pdf](#)

[15-604](#) March Financials

Attachments: [March Financials.pdf](#)

[15-605](#) Introduction of New Road Supervisor - Jay Wolfgram

[15-606](#) Pending Items

Attachments: [Pending Items.pdf](#)

7. Adjournment

Reasonable Accommodations for Persons with Disabilities will be made upon Request and if Feasible.

For questions on this agenda, please contact Deborah Wetter at 920.832.5800.

MINUTES - FOX CITIES TRANSIT COMMISSION
March 25, 2015

Commissioners Present

Vice Chairperson Carolyn Mewhorter
Aldersperson Christine Williams
Aldersperson Kyle Lobner
Bruce Sherman
George Dearborn
Jeff McCabe
Joel Gregozeski
Linda Stoll
Rick Detienne

Valley Transit Staff

Deborah Wetter, General Manager
Debra Ebben, Administrative Services Manager
Amy Erickson, Paratransit Coordinator
Nikki Voelzke, Community Relations Specialist
Gwen Francart, Communications Technician

Others Present

Emily Truman, Assistant City Attorney

Commissioners Excused

Chairperson Chuck Rundquist
Bob Buckingham
Carol Kasimor
Travis Parish
Trish Nau

Vice Chairperson Carolyn Mewhorter called the meeting to order at 3:00 p.m.

APPROVAL OF MINUTES

There being no questions or corrections to the minutes of the February 25, 2015 meeting, Commissioner Linda Stoll moved that the minutes be approved which was seconded by Commissioner George Dearborn. The minutes were approved (8/0).

APPEARANCES

Public Participation of Agenda Items

There was no public participation on the agenda items.

Bruce Sherman arrived at 3:08.

ACTION ITEMS

Approval of Payments

Administrative Services Manager, Debra Ebben, presented the check register for the period 02/13/15 through 03/19/15. There being no questions or discussion of the items on the check register, a motion was made by Commissioner Joel Gregozeski and seconded by Aldersperson Kyle Lobner to accept the payments 02/13/15 through 03/19/15. The motion carried (8/0).

Approval of Valley Transit Procurement Manual

Ms. Ebben presented the final draft of the Valley Transit Procurement Manual for approval. Prior to the 2013 triennial review, City of Appleton procurement policies were used as Valley Transit's written procedures. Valley Transit was instructed to develop a procurement manual that incorporated the City's policies, the State policies and the FTA rules into one document.

Commissioner Linda Stoll asked if the added procurement processes will affect Valley Transit's manpower hours. Ms. Wetter replied that manpower hours have been affected not only by the increased oversight of procurement, but also increased oversight and reporting of all of Valley Transit. This is due to Valley Transit's classification as a "big system" because it serves a population over 200,000 and is a direct recipient of Federal funding.

Commissioner George Dearborn asked if Valley Transit may look into sustainable practices in the future. Ms. Wetter said that is usually an option on bids and that it is certainly possible for the Commission to decide to use green products, but that in the case of buses, the increased cost of alternate fuel vehicles is generally at least \$150,000 more per full-size transit bus and means fewer buses can be purchased with the available capital dollars.

Commissioner Joel Gregozeski asked if the City of Appleton has its own purchasing department and procurement process. Ms. Wetter replied that the City does but that Valley Transit manages its own procurement, but consults with the City of Appleton's purchasing person when needed. Because Valley Transit has more rules to follow than other City of Appleton departments, we are unable to participate in joint purchases unless our process is followed. Group purchases with City of Appleton departments are utilized when possible.

A motion was made by Commissioner Rick Detienne and seconded by Commissioner Jeff McCabe to approve the Valley Transit Procurement Manual. The motion carried (9/0).

Letter from Transit Commission to Joint Finance Committee

Ms. Wetter recommended that the FCTC send a letter to the Joint Finance Committee on proposed budgeting recommendations for Mass Transit Operating Assistance, continued funding from the state, a creation of a transit capital investment program, and a request for RTA-enabling legislation.

A motion was made by Alderperson Kyle Lobner and seconded by Commissioner Linda Stoll to approve of the letter to the Joint Finance Committee. The motion carried (9/0).

INFORMATION ITEMS

Paratransit Monitoring Report

Paratransit Coordinator, Amy Erickson, reported on the oversight of the contracted transportation services which includes audits, ride checks and records collection. She explained how customer complaints are covered and about an on-going phone coverage problem with Running, Inc. that we are working to resolve. Ms. Wetter commented on the importance of the paratransit services.

February Ridership and Revenue

Ms. Wetter reported that ridership for February was up 0.4% over last year and revenue was up 7.6%. April's revenue is predicted to be higher due to the end of the period when old fare media will be accepted on the bus without the customer paying the difference between the old and new fare.

The Fox Valley Technical College passes have increased from the month of January's 5800 rides to 8747 rides in February. This program has been so successful for them that they are putting together a similar program for their Oshkosh campus with GO Transit in Oshkosh. Commissioner

Carolyn Mewhorter asked how the route for the Fox Valley Tech compares to ridership a year ago. It is not clear yet if there is a significant increase in riders for this route; however, the students are also now using the other routes for other purposes with their student passes. The route is not being overcrowded at this time.

Neenah

Commissioner Rick Detienne asked about the status of the proposed Neenah Industrial Park employment shuttle. Ms. Wetter said she is working on the RFP for an outside contractor to operate the service and is continuing to pursue funding to pay for the service. One local manufacturer has already offered to contribute to the cost of this shuttle service. The service would accommodate all three shifts of several manufacturers where employees typically have a long walk to and from the fixed bus route system.

February Financials

Ms. Ebben presented the February financials. At this time Valley Transit's revenue and expenses are under budget.

Legislative Update

Ms. Wetter commented on the Federal Transportation Funding Bill that will expire at the end of May 2015. She hopes it will be resolved by the end of the year. Congressman Ribble has been working with a bi-partisan group to put together a proposal for long-term, sustainable funding for the Highway and Transit Trust Fund. Having the gas tax indexed will help a little, but not resolve the full funding shortage.

Ms. Voelzke informed the Commission about the Stand Up for Transportation event to be held on April 9, 2015 to advocate for funding for transportation infrastructure. Due to Congressman Ribble's transportation summit the same day, our event will be a digital social media event with a short video. There also will be a bus wrap which will focus on the issue of the need for long-term sustainable funding for transportation infrastructure. The wrap will include signatures from local community, business and government leaders and will be on the bus through the end of May.

Miscellaneous

Alderperson Christine Williams asked if there has been a problem with the FCTC meeting day or time as there have been missing commissioners at each meeting. Ms. Wetter responded that it is not always the same commissioners absent from meetings and that we are willing to change the meeting day or times to accommodate the commissioners. She will survey the commissioners to determine if there is a better time to meet.

Commissioner Rick Detienne asked if the paratransit providers of the smaller services would be able to combine services. Ms. Wetter replied that Valley Transit has tried to bundle Valley Transit II and the Connector services, and will look at bundling additional services when contracts expire.

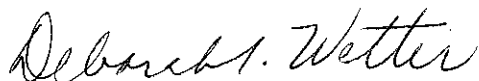
Commissioner Rick Detienne asked for an update on the Assistant General Manager search. Ms. Wetter replied that there are two final candidates that will meet with an industrial psychologist to help narrow the choice of which will fit in with our organization. The chosen candidate should begin around early May. A new Road Supervisor, Jason Wolfgram, will begin next week, and a new part-time bus driver, Randy Larsen began work at Valley Transit this week.

Alderson Christine Williams asked about the upcoming changes in routes due to the construction on Hwy. 441 and Appleton Road. Ms. Erickson replied with this detour is still being worked on and are considering a suggestion of breaking up Route 30 with a 30 South and a 30 North route. The construction will begin April 20, 2015.

ADJOURNMENT

The next meeting will be on Wednesday, April 22, 2015 at 3:00 p.m. The meeting adjourned at 4:02 p.m.

Respectfully submitted,

A handwritten signature in cursive script, reading "Deborah S. Wetter".

Mrs. Deborah Wetter, General Manager

Check No.	Check Date	Payee Number	Payee Name	Voucher Number	Explanation -Remark-	Payment Amount	Bus. Unit	Obj Acct	Sub	Sub1	Voucher Amount	Dis Take
514319	04/01/15	224354	ABC COMPANIES	354144	bus parts	651.80-	5820	6326			651.80	
total											651.80	
514324		294969	AMG EMPLOYER SOLU	354147	Feb 2015 ada certs	2,698.00-	5850	6599			2,698.00	
total											2,698.00	
514328		5418	APPLETON DOWNTOWN	354149	gift certs	600.00-	5810	6305			600.00	
total											600.00	
514376		113451	GRAPHIC COMPOSITI	354167	strategic plan books	598.50-	5810	6320	2		148.50	
				354168	strategic plan books		5810	6320	2		450.00	
total											598.50	
514397		18438	LEVENHAGEN OIL CO	354174	fuel	13,533.02-	5840	6322			13,533.02	
total											13,533.02	
514405		163969	MOHAWK MANUFACTUR	354175	bus parts	56.70-	5820	6326			56.70	
total											56.70	
514409		268787	NEW FLYER PARTS	354178	bus parts	578.04-	5820	6326			79.34	
				354179	bus parts		5820	6326			340.42	
				354180	bus parts		5820	6326			158.28	
total											578.04	
514418		12811	PETERBILT OF WISC	354184	bus parts	1,270.29-	5820	6326			1,270.29	
total											1,270.29	
514423		288606	POMP'S TIRE - APP	354238	305/70R22.5/20 CNTNT	1,713.53-	580	2160			1,713.53	
total											1,713.53	
514429		44636	QUICK PRINT CENTE	354191	connector agency car	96.93-	5860	6320	2	1819	96.93	
total											96.93	
514444		170093	THEDACARE AT WORK	354202	dot physical	1,013.00-	5840	6430			70.00	
total											70.00	
514452		189069	UNIFIRST CORPORAT	354203	mats, uniforms	1,146.45-	5820	6451			25.75	
				354203	mats, uniforms		5830	6451			42.63	
total											68.38	
514504	04/09/15	35801	CALUMET COUNTY TR	354263	balance state/fed, e	47,455.61-	580	2470			4,501.00	
				354263	balance state/fed, e		580	2470			7,914.00	
				354263	excell local		580	2470			34,375.56	
				354263	excell local		580	2470			665.05	
total											47,455.61	
514508		23940	CITY OF KAUKAUNA	354266	balance state/fed, e	32,078.62-	580	2470			11,390.21	
				354266	balance state/fed, e		580	2470			20,647.29	
				354266	balance state/fed, e		580	2470			41.12	
total											32,078.62	
514509		14488	CITY OF MENASHA	354267	balance state/fed, e	54,824.32-	580	2470			19,388.71	
				354267	balance state/fed, e		580	2470			35,145.78	
				354267	balance state/fed, e		580	2470			289.83	
total											54,824.32	
514510		14111	CITY OF NEENAH	354268	balance state/fed, e	114,435.46-	580	2470			39,991.47	

Page - 2
Date - 04/15/15

Check No.	Check Date	Payee Number	Payee Name	Voucher Number	Explanation -Remark-	Payment Amount	Bus. Unit	Obj Acct	Sub	Sub1	Voucher Amount	Dis Take
514510	04/09/15	14111	CITY OF NEENAH	354268 354268	balance state/fed. e balance state/fed. e	114,435.46-	580	2470 580 2470			72,490.47 1,953.52	
total											114,435.46	
514511		264719	COMMUNITY CARE	354269 354269 354269	excess local share d excess local share d excess local share d	63,765.04-	580	2470 580 2470 580 2470			9,611.14 34,217.72 19,936.18	
total											63,765.04	
514518		187864	DIAMOND BUSINESS	354369	vtII brochures	183.85-	5850	6320	2		183.85	
total											183.85	
514543		196091	KWIK TRIP, INC	354377 354377	fuel fuel	1,583.00-	5820	6322 5840 6322			210.87 1,372.13	
total											1,583.00	
514544		264727	LAKELAND CARE DIS	354281	excess local share a	30,194.01-	580	2470			30,194.01	
total											30,194.01	
514545		18850	LAKESHORE CLEANER	354378	snow removal	1,394.53-	5830	6440			180.00	
total											180.00	
514557		268787	NEW FLYER PARTS	354387	bus parts	564.88-	5820	6326			564.88	
total											564.88	
514558		116759	NEW HOPE CENTER.	354287	excess local share	2,154.23-	580	2470			2,154.23	
total											2,154.23	
514562		13346	OUTAGAMIE COUNTY	354292 354292 354292 354292 354292	balance state/fed. e balance state/fed. e balance state/fed. e balance state/fed. e balance state/fed. e	324,805.77-	580	2470 580 2470 580 2470 580 2470 580 2470			79,427.00 130,581.00 111,063.60 2,677.82 1,056.35	
total											324,805.77	
514568		288606	POMP'S TIRE - APP	354360	305/70R22.5 BRM	732.55-	580	2160			732.55	
total											732.55	
514575		170093	THEDACARE AT WORK	354392 354393 354393	physical physical physical	881.00-	5840	6430 5810 6430 5840 6430			410.00 58.00 70.00	
total											538.00	
514577		93981	TOWN OF BUCHANAN	354297 354297 354297	balance state/fed. e balance state/fed. e balance state/fed. e	24,351.62-	580	2470 580 2470 580 2470			6,444.90 11,682.38 6,224.34	
total											24,351.62	
514578		20538	TOWN OF GRAND CHU	354298 354298 354298	balance state/fed. e balance state/fed. e balance state/fed. e	177,911.42-	580	2470 580 2470 580 2470			62,970.98 114,145.64 794.80	
total											177,911.42	
514579		37604	TOWN OF MENASHA	354299 354299 354299 354299 354299	balance state assist balance federal assi excess local share excess local share excell local share	66,762.35-	580	2470 580 2470 580 2470 580 2470 580 2470			23,558.22 42,702.63 501.50	
total											66,762.35	

Check No.	Check Date	Payee Number	Payee Name	Voucher Number	Explanation -Remark-	Payment Amount	Bus. Unit	Obj Acct	Sub	Sub1	Voucher Amount	Dis Take
514583	04/09/15	189069	UNIFIRST CORPORAT	354399	mats, uniforms	589.46-	5820	6451			26.25	
				354399	mats, uniforms		5830	6451			52.26	
				354400	mats		5830	6451			22.55	
				354401	uniforms		5820	6451			67.44	
total											168.50	
514588		17890	VILLAGE OF KIMBER	354310	balance state assist	22,479.79-	580	2470			7,867.32	
				354310	balance federal assi		580	2470			14,260.54	
				354310	excess local share		580	2470			351.93	
				354310	excess local share		580	2470				
				354310	excell local share		580	2470				
total											22,479.79	
514589		7915	VILLAGE OF LITTLE	354311	balance state assist	23,341.99-	580	2470			8,298.94	
				354311	balance federal assi		580	2470			15,043.05	
				354311	excess local share		580	2470				
				354311	excess local share		580	2470				
				354311	excell local share		580	2470				
total											23,341.99	
514594		7780	WINNEBAGO COUNTY	354317	balance state assist	82,362.75-	580	2470			36,246.00	
				354317	balance federal assi		580	2470			58,341.00	
				354317	excess local share		580	2470			12,407.79-	
				354317	excess local share		580	2470			183.54	
				354317	excell local share		580	2470				
total											82,362.75	
514604		218376	FOX VALLEY TECHNI	354371	cdl road skills	50.00-	5810	6201			50.00	
total											50.00	
514605				354372	cdl pretrip		5810	6201			50.00	
total											50.00	
514606				354373	cdl backing		5810	6201			50.00	
total											50.00	
514608		262932	IRIS FINANCIAL SE	354280	excess local share a	11,071.68-	580	2470			11,071.68	
total											11,071.68	
514610		295056	OLSAN, EILEEN	354321	VTII refund for tick	120.00-	580	2130			120.00	
total											120.00	
514612		295152	RICKERT, ROY	354410	mileage/hotel reimb	481.00-	5810	6205			370.01	
				354410	mileage/hotel reimb		5810	6205			110.99	
total											481.00	
514613		295064	SANDMEIER, DANIEL	354322	car rental	228.69-	5810	6205			228.69	
total											228.69	
total											104,860.32	



April 15, 2015

To: Fox Cities Transit Commission
Finance Committee

From: Debra Ebben, Administrative Services Manager and Amy Erickson, Operations Supervisor

Subject: Authorization to award a contract to Lamers Bus Lines for the provision of a Construction Circulator Service

Background:

Valley Transit is asking for authorization to award a contract to Lamers Bus Lines to provide circulator service around the construction project on Appleton Road near Highway 441. The construction project began on April 13, 2015 and runs directly through Valley Transit's Route 1 and Route 30, making it impassable without major detours and time delays. At this time, Valley Transit does not have the equipment or the manpower to run additional hours and miles needed to provide all the service required by the detour of Route 1 and Route 30.

Staff determined after consulting with East Central Wisconsin Regional Planning Commission as well as the Wisconsin DOT 441/10 project staff that the most efficient and the least inconvenient option for our customers is to have one segment of Route 30 operate from Goodwill (Route 30 North) to the Downtown Appleton Transit Center. A separate bus runs from Piggly Wiggly on Appleton Road (Route 30 South) to the Neenah Transit Center and back. Route 1 has been modified slightly to allow it to stay on schedule in spite of the extra traffic on Oneida. A circulator operates on a continuous loop connecting both parts of Route 30 and with Route 1 and is operated by a private contractor with a smaller vehicle.

Valley Transit requested quotes for the service from four separate vendors; Running Inc., Lamers Bus Lines, Kobussen Bus, and Abby Vans. Running and Abby Vans declined to quote. Lamers quoted \$49.50 per hour and Kobussen quoted \$69.00 per hour. If the project doesn't get extended and goes as planned, the total cost should be approximately \$57,000.

Valley Transit is actively pursuing reimbursement for the service from Wisconsin DOT, as the reason for providing the service is because of the 441/10 construction project. However, we believe that even if they decline to assist us with the cost, we will be able to fund the circulator out of our existing 2015 budget.

Recommendation: Award the contract for the Construction Circulator Service to Lamers Bus Lines.



April 16, 2015

To: Fox Cities Transit Commission

From: Nikki Voelzke
Community Relations Specialist

Subject: Valley Transit Strategic Plan Communications Plan

In order to ensure Valley Transit's success in implementing the plans included in the recently completed strategic plan, we need to engage stakeholders and inform them about the contents of the plan.

We've developed a communications plan to assist us with these efforts. This plan will help us raise public awareness of the strategic plan and afford them the opportunity to be engaged and involved at whatever level they would like to be. This plan includes measurement tools that will allow us to monitor and capture the results of our efforts.

We will provide updates to the Fox Cities Transit Commission on the results of our efforts as we progress through the communications plan. These updates will occur in October 2015 and April 2016.



VALLEY TRANSIT STRATEGIC PLAN

COMMUNICATIONS PLAN

VISION

Community leaders, stakeholders and constituents are aware of all aspects of Valley Transit's recently completed strategic plan and that they are engaged and involved at whatever level they would like to be.

GREATEST, DESIRED ACCOMPLISHMENT

Broad support for the concepts laid out in the strategic plan by a highly engaged community with appropriate level of economic investment to implement the future scenarios included in the plan.

GOALS

- Inform 100% of the community leaders and stakeholders we've identified about the contents of the strategic plan and the committee responsible for it.
- Generate awareness of the strategic plan among 50% of the constituents we've identified in our community.
- Involve 60% of the strategic plan committee members and the Fox Cities Transit Commission in this effort.
- Generate increased media coverage and social media conversation.

OBJECTIVES

- Community leaders, stakeholders and constituents are engaged and involved in the implementation of Valley Transit's strategic plan to whatever degree they would like to be.
- Community is more aware of the contents of Valley Transit's strategic plan.

KEY AUDIENCES

- Valley Transit riders
- Valley Transit employees
- Municipal leaders and elected officials
- Business leaders
- Community, education and non-profit leaders
- Fox Cities Transit Commission
- Representatives from cultural, advocacy and grassroots groups
- Media representatives

MAIN COMMUNICATIONS CHANNELS

- Social: Facebook, Twitter to start conversation and engage audience. Consider YouTube video series to highlight key points of strategic plan
- Website: As it will be going through a redesign, the website will serve primarily as a repository of information and link out to social and blog.
- Blog: Content, infographics and conversation. Works well on all platforms (desktop, laptop, mobile, tablets)
- In-person meetings: Valley Transit staff and committee members
- Group presentations
- Opinion pieces submitted by committee members to The Post-Crescent
- Media interviews – traditional and business-focused publications (Insight, The Business News)
- Events/booths
- Information sheets
- Mailing: For those who we have identified as a key target audience but are unable to reach by above channels. Last resort.

STRATEGIES – The How

Valley Transit riders: Information sheets, social, web. Focus on the values and future scenarios while reminding them that there's also a funding component to the future scenarios. Not set in stone but a guiding road map.

Valley Transit employees: Distribute Strategic Plan booklets to all employees with letter from General Manager and include in employee training. Focus on Vision, Mission, Values and upcoming performance measures so they can see their role, also include future scenarios and funding.

Municipal leaders & elected officials: In-person meetings and mailing. Focus on the financial aspects of the strategic plan and the impact it will have on their organizations and constituents, highlight the upcoming development and tracking of performance measures and remind them of Valley Transit's connection to economic development in their community.

Business leaders: In-person meetings with identified list, mailing. Focus on how Valley Transit can be their partner in recruiting and retaining a skilled, reliable workforce, performance measures, business-sector approach, funding.

Community, education and non-profit leaders: In-person meetings, group presentations, events/booths, information sheets. Focus on Vision, Mission, Values, future system, how we get people/their clients where they need to go.

Fox Cities Transit Commission: The Strategic Plan has already been presented to and adopted by the Commission. Future focus will shift toward implementation of action plan.

STRATEGIES Cont'd.

Representatives from cultural, advocacy and grassroots groups: Group presentations, events/booths, mailings. Focus on Vision, Mission, Values, future system, funding. They can help to advocate for our plan and RTA.

Media representatives: Pitch to key reporters and local business-focused publications, meetings with editorial boards/staff, opinion pieces submitted by committee members.

At varying degrees, all audiences will be reached by web, blog, social and media.

TACTICS – resources and timeline

In order to implement the strategies listed above, we will need a number of resources and an aggressive timeline.

Resources:

- Event, presentation and meeting schedule
- List of committee members who can assist with presentations and meetings
- Key audience contact list
- Editorial calendar to cover Op Eds, media pitches, web, blog and social content
- Coordinate messages with Operational Action Plan to be developed by 4/22
- Media kit

Timeline:

	2015										2016			
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	
Develop event, presentation, mtg schedule														
List of committee members to assist														
Develop key audience contact list														
Develop media kit														
Key messages fleshed out for all audiences														
Editorial calendar														
Media pitch														
Plan implementation begins														
Begin scheduling meetings														
Social/web launch														
Media outreach														
Group presentations														
Meetings, booth events & presentations														
Social/web information														
Op Eds														
Mailing to those not reached through other channels														
Report out on performance measure results														

MESSAGING AND POSITIONING

Messaging and positioning will be developed specific to each audience and communications channels. This section will be completed by the end of April 2015.

MEASUREMENT

We will monitor and capture the results of our efforts throughout the tactical phase of this plan.

- Website, social and blog traffic – capture baseline numbers prior to implementing tactical phase and monthly thereafter.
- Level of engagement on social platforms and blog – comments, posts, retweets, blog comments, conversations that go “viral” online.
- Track number of group presentations and attendance numbers. Also track engagement level – the number of comments and questions by audience.
- Track number of individual meetings and engagement level – comments and questions.
- Media attention – coverage, printing of op eds, social mentions.
- Track number of information pieces distributed.
- Track number of events we participate in, number of people who stop by booth, number of information pieces distributed, number of questions and comments received.
- Consider surveys and/or market research to measure change and shift in community’s understanding.

COMPARATIVE RIDERSHIP BY FARE CATEGORY

	REGULAR CASH	YOUTH CASH	S/D CASH	REGULAR 10 RIDE TICKET	S/D 10 RIDE TICKET	30 DAY YOUTH	30 DAY S/D	DAYPASS SOLD	DAYPASS REDEEMED	YOUTH GROUP	AASD	FVTC	OTHER SPEC. FARES	TOTAL PAID RIDES	FREE	TRANSFER	GRAND TOTAL RIDES
January-14	10,002	0	3,522	9,539	4,263	11,541	0	9,063	295	1,013	18,947	0	526	68,723	1,108	13,508	83,339
January-15	9,276	483	3,733	9,077	4,517	9,511	406	11,308	559	1,958	20,685	5,873	367	77,762	1,512	13,964	93,238
% CHG	-7.3%	100.0%	6.0%	-4.8%	6.0%	-17.6%	100.0%	24.8%	89.5%	93.3%	9.2%	100.0%	-30.2%	13.2%	36.5%	3.4%	11.9%
February-14	10,151	0	3,460	9,933	4,431	12,651	0	9,797	348	1,224	22,231	0	658	74,935	1,210	13,959	90,104
February-15	8,026	568	3,616	7,637	3,959	8,816	562	10,662	580	2,044	20,958	8,747	403	76,583	1,178	12,678	90,439
% CHG	-20.9%	100.0%	4.5%	-23.1%	-10.7%	-30.3%	100.0%	8.8%	66.7%	67.0%	-5.7%	100.0%	-38.8%	2.2%	-2.6%	-9.2%	0.4%
March-14	11,207	0	4,077	10,407	5,064	13,060	0	11,074	350	1,217	21,871	0	830	79,228	1,267	15,149	95,644
March-15	8,843	1,106	4,079	7,960	4,612	9,771	796	12,357	597	2,237	20,538	8,908	317	82,147	1,498	13,271	96,916
% CHG	-21.1%	100.0%	0.0%	-23.5%	-8.9%	-25.2%	100.0%	11.6%	70.6%	83.9%	-6.1%	100.0%	-61.8%	3.7%	18.2%	-12.4%	1.3%
YTD2014	31,360	0	11,059	29,879	13,758	37,252	0	29,934	993	3,454	63,049	0	2,014	222,886	3,585	42,616	269,087
YTD2015	26,145	2,157	11,428	24,674	13,088	28,098	1,764	34,327	1,736	6,239	62,181	23,528	1,087	236,492	4,188	39,913	280,593
% CHG	-16.6%	100.0%	3.3%	-17.4%	-4.9%	-24.6%	100.0%	14.7%	74.8%	80.6%	-1.4%	100.0%	-46.0%	6.1%	16.8%	-6.3%	4.3%
April-14	11,158	0	4,310	10,654	5,339	13,256	0	11,075	346	1,306	18,857	0	693	77,160	1,612	16,278	95,050
April-15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
% CHG	-100.0%	100.0%	-100.0%	-100.0%	-100.0%	-100.0%	100.0%	-100.0%	-100.0%	-100.0%	-100.0%	100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%
May-14	10,545	0	4,369	10,381	5,431	12,586	0	11,245	303	1,153	22,138	0	506	78,748	2,361	16,470	97,579
May-15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
% CHG	-100.0%	100.0%	-100.0%	-100.0%	-100.0%	-100.0%	100.0%	-100.0%	-100.0%	-100.0%	-100.0%	100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%
June-14	10,781	0	4,051	9,201	4,679	10,319	0	11,098	309	1,198	4,217	0	676	56,771	1,724	15,493	73,988
June-15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
% CHG	-100.0%	100.0%	-100.0%	-100.0%	-100.0%	-100.0%	100.0%	-100.0%	-100.0%	-100.0%	-100.0%	100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%
July-14	10,790	0	4,209	9,033	4,635	10,180	0	11,931	268	1,024	25	0	961	53,460	1,755	15,343	70,558
July-15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
% CHG	-100.0%	100.0%	-100.0%	-100.0%	-100.0%	-100.0%	100.0%	-100.0%	-100.0%	-100.0%	-100.0%	100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%
August-14	11,013	0	4,144	8,926	4,467	11,338	0	11,924	347	1,334	1	0	673	54,349	3,329	14,910	72,588
August-15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
% CHG	-100.0%	100.0%	-100.0%	-100.0%	-100.0%	-100.0%	100.0%	-100.0%	-100.0%	-100.0%	-100.0%	100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%
September-14	20,874	0	4,035	10,237	4,828	16,185	0	12,012	256	1,069	18,728	0	594	88,825	2,377	15,858	107,060
September-15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
% CHG	-100.0%	100.0%	-100.0%	-100.0%	-100.0%	-100.0%	100.0%	-100.0%	-100.0%	-100.0%	-100.0%	100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%
October-14	11,780	0	4,478	10,930	5,401	18,284	0	12,999	327	1,370	21,766	0	641	88,034	2,481	17,647	108,162
October-15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
% CHG	-100.0%	100.0%	-100.0%	-100.0%	-100.0%	-100.0%	100.0%	-100.0%	-100.0%	-100.0%	-100.0%	100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%
November-14	9,570	0	3,752	9,227	4,393	16,294	0	10,751	261	1,036	19,092	0	349	74,879	1,457	14,747	91,083
November-15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
% CHG	-100.0%	100.0%	-100.0%	-100.0%	-100.0%	-100.0%	100.0%	-100.0%	-100.0%	-100.0%	-100.0%	100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%
December-14	10,786	0	4,204	10,497	4,522	15,593	0	10,941	343	1,334	18,902	0	401	77,820	1,792	17,115	96,727
December-15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
% CHG	-100.0%	100.0%	-100.0%	-100.0%	-100.0%	-100.0%	100.0%	-100.0%	-100.0%	-100.0%	-100.0%	100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%

*Library Pass-time recorded as Reg. Cash as Library Foundation paying after the fact.

**Under (Key D) recorded as Reg. Cash

***Other tickets sold include single ride reg, single ride S/D, freedom pass

**** Transfers include passengers not getting off bus when bus changes route numbers.

	OTHER TICKET SOLD	REG 10 RIDE TICKET SOLD	S/D 10 RIDE TICKET SOLD	30 DAY REG SOLD	30 DAY YOUTH	30 DAY S/D SOLD	CASH REVENUE	PRE-PAID REVENUE	TOTAL REVENUE
January-14	116	892	446	479	0	221	\$22,207.77	\$40,362.25	\$62,570.02
January-15	378	589	448	171	18	194	\$22,732.85	\$60,644.00	\$83,376.85
% CHG	225.9%	-34.0%	0.4%	-64.3%	100.0%	-12.2%	2.4%	50.2%	33.3%
February-14	1,087	816	380	177	0	144	\$23,734.97	\$30,673.00	\$54,407.97
February-15	2,911	1,340	448	198	13	209	\$22,579.78	\$35,971.40	\$58,551.18
% CHG	167.8%	64.2%	17.9%	11.9%	100.0%	45.1%	-4.9%	17.3%	7.6%
March-14	191	783	454	240	0	204	\$26,056.04	\$41,742.00	\$67,798.04
March-15	329	591	425	144	48	266	\$25,726.02	\$42,899.40	\$68,625.42
% CHG	72.3%	-22.5%	-6.4%	-40.0%	100.0%	30.4%	-1.3%	2.8%	1.2%
YTD2014	1,394	2,471	1,280	896	0	569	\$71,998.78	\$112,777.25	\$184,776.03
YTD2015	3,618	2,520	1,321	513	79	669	\$71,038.65	\$139,514.80	\$210,553.45
% CHG	159.5%	2.0%	3.2%	-42.7%	100.0%	17.6%	-1.3%	23.7%	14.0%
April-14	2,880	1,039	550	204	0	230	\$26,291.41	\$41,743.00	\$68,034.41
April-15									
% CHG	-100.0%	-100.0%	-100.0%	-100.0%	100.0%	-100.0%	-100.0%	-100.0%	\$0.00
May-14	1,516	1,075	395	175	0	173	\$24,108.56	\$55,311.40	\$79,419.96
May-15									
% CHG	-100.0%	-100.0%	-100.0%	-100.0%	100.0%	-100.0%	-100.0%	-100.0%	\$0.00
June-14	237	785	404	225	0	267	\$25,943.75	\$39,225.00	\$65,168.75
June-15									
% CHG	-100.0%	-100.0%	-100.0%	-100.0%	100.0%	-100.0%	-100.0%	-100.0%	\$0.00
July-14	962	806	452	383	0	210	\$24,277.40	\$40,919.20	\$65,196.60
July-15									
% CHG	-100.0%	-100.0%	-100.0%	-100.0%	100.0%	-100.0%	-100.0%	-100.0%	\$0.00
August-14	533	700	387	405	0	212	\$24,537.65	\$41,528.20	\$66,065.85
August-15									
% CHG	-100.0%	-100.0%	-100.0%	-100.0%	100.0%	-100.0%	-100.0%	-100.0%	\$0.00
September-14	837	1,140	529	228	0	366	\$28,488.99	\$58,746.00	\$87,234.99
September-15									
% CHG	-100.0%	-100.0%	-100.0%	-100.0%	100.0%	-100.0%	-100.0%	-100.0%	\$0.00
October-14	1,100	1,124	546	273	0	217	\$27,403.67	\$44,454.00	\$71,857.67
October-15									
% CHG	-100.0%	-100.0%	-100.0%	-100.0%	100.0%	-100.0%	-100.0%	-100.0%	\$0.00
November-14	549	817	552	234	0	265	\$22,257.42	\$40,374.00	\$62,631.42
November-15									
% CHG	-100.0%	-100.0%	-100.0%	-100.0%	100.0%	-100.0%	-100.0%	-100.0%	\$0.00
December-14	478	831	414	202	0	223	\$26,178.76	\$52,987.20	\$79,175.96
December-15									
% CHG	-100.0%	-100.0%	-100.0%	-100.0%	100.0%	-100.0%	-100.0%	-100.0%	\$0.00

COMPARATIVE RIDERSHIP BY ROUTE

	ROUTE 1	ROUTE 2	ROUTE 3	ROUTE 4	ROUTE 5	ROUTE 6	ROUTE 8	ROUTE 9	ROUTE 11	ROUTE 12	ROUTE 15	ROUTE 16	ROUTE 19	ROUTE 20	ROUTE 30	ROUTE 31/32	ROUTE 41	ROUTE TRIPPER	*** SPECIALS	ROUTE TOTAL
JAN 14	5,299	2,949	6,598	3,875	4,162	685	3,791	1,510	2,876	9,430	10,839	3,112	1,369	6,388	9,354	4,158	2,266	4,678	0	83,339
JAN-15	5,098	3,047	5,158	3,770	3,305	623	4,050	1,630	2,527	6,145	9,402	3,531	1,177	5,844	8,256	4,472	2,213	5,880	17,070	93,238
% CHG	-3.8%	3.3%	-21.8%	-2.7%	-20.6%	-9.1%	7.9%	7.9%	-12.1%	-34.8%	-13.3%	13.5%	-14.0%	-8.5%	-11.7%	7.6%	-2.3%	25.7%	0.0%	11.9%
FEB 14	5,898	3,006	7,636	4,427	4,110	802	4,546	1,549	2,780	10,519	11,022	3,491	1,217	6,855	9,649	4,312	2,536	5,749	0	90,104
FEB-15	6,302	3,920	5,637	4,361	3,893	737	4,403	1,620	3,077	10,486	11,033	3,833	1,388	6,409	9,971	4,716	2,651	5,914	28	90,439
% CHG	6.8%	30.4%	-26.2%	-1.5%	-5.3%	-8.1%	-3.1%	4.6%	10.7%	-0.3%	0.1%	9.8%	14.1%	-5.6%	3.3%	9.4%	4.5%	2.9%	100.0%	0.4%
MAR 14	6,508	3,370	7,357	5,037	4,549	819	4,805	1,794	3,100	10,510	12,031	3,633	1,357	7,281	10,401	4,581	2,839	5,672	0	95,644
MAR-15	6,400	4,038	5,625	4,829	4,252	720	4,715	1,929	3,687	10,852	12,153	4,643	1,486	7,491	11,083	4,804	2,949	5,460	0	96,916
% CHG	-1.7%	19.8%	-23.5%	-4.1%	-8.5%	-12.1%	-1.9%	7.5%	18.9%	3.3%	1.0%	27.8%	9.5%	2.9%	6.6%	0.5%	3.9%	-3.7%	0.0%	1.3%
YTD 14	17,705	9,325	21,691	13,339	12,821	2,306	13,142	4,853	8,756	30,459	33,892	10,236	3,943	20,524	29,404	13,051	7,641	16,099	0	269,087
YTD 15	17,800	11,005	16,420	12,960	11,450	2,080	13,208	5,179	9,291	27,483	32,588	12,007	4,051	19,804	29,310	13,792	7,813	17,254	17,098	280,593
% CHG	0.5%	18.0%	-23.9%	-2.8%	-10.7%	-9.8%	0.5%	6.7%	6.1%	-9.8%	-3.8%	17.3%	2.7%	-3.5%	-0.3%	5.7%	2.3%	7.2%	100.0%	4.3%
APR 14	6,375	3,187	7,039	4,938	4,824	917	4,238	1,798	3,293	10,462	11,994	3,908	1,186	7,720	11,187	5,302	2,750	3,932	0	95,050
APR-15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	#DIV/0!	0
% CHG	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	#DIV/0!	-100.0%
MAY 14	6,550	3,216	7,436	4,733	4,893	933	4,743	1,958	3,188	10,077	12,169	3,993	1,285	7,722	11,064	5,532	2,780	5,307	0	97,579
MAY-15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	#DIV/0!	0
% CHG	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	#DIV/0!	-100.0%
JUN 14	5,333	2,058	4,421	3,757	3,836	699	2,134	1,440	3,311	6,832	10,563	4,238	1,159	7,095	9,476	4,105	2,633	898	0	73,988
JUN-15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
% CHG	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	#DIV/0!	-100.0%
JUL 14	5,394	1,464	4,232	3,952	3,289	702	1,588	1,422	2,845	6,174	10,135	4,812	973	7,032	9,916	3,910	2,699	19	0	70,558
JUL-15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	#DIV/0!	0
% CHG	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	#DIV/0!	-100.0%
AUG 14	5,320	1,836	3,425	3,581	3,406	837	1,868	1,299	3,156	6,828	11,150	4,104	1,326	6,779	9,654	3,792	2,856	0	1,571	72,588
AUG-15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
% CHG	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	#DIV/0!	-100.0%	-100.0%
SEP 14	8,566	3,750	6,713	4,592	4,287	1,821	4,071	1,578	3,387	12,472	12,676	4,261	2,540	8,192	11,023	4,771	3,657	5,861	2,842	107,080
SEP-15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
% CHG	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%
OCT 14	8,363	3,783	6,550	4,750	4,384	1,008	4,933	1,936	3,696	12,782	13,515	4,635	1,386	8,183	11,955	5,708	4,245	6,350	0	108,162
OCT-15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
% CHG	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	#DIV/0!	-100.0%
NOV 14	6,875	3,050	5,574	4,296	3,844	941	4,131	1,758	2,747	10,676	11,733	3,550	1,199	7,081	9,717	4,803	3,688	5,422	0	91,083
NOV-15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
% CHG	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	#DIV/0!	-100.0%
DEC 14	6,662	3,289	5,608	4,502	3,906	810	4,238	1,871	3,326	10,741	12,924	3,908	1,209	7,680	11,049	5,603	4,011	5,390	0	96,727
DEC-15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
% CHG	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	#DIV/0!	-100.0%

*** January, 2015 GFI Route Report understated ridership error

EVENING RIDERSHIP BY ROUTE

	ROUTE 1	ROUTE 2	ROUTE 3	ROUTE 4	ROUTE 5	ROUTE 6	ROUTE 9	ROUTE 12	ROUTE 15	ROUTE 19	ROUTE 20	ROUTE 30	ROUTE TOTAL
JAN 14	731	285	637	515	523	501	254	1,298	2,204	910	1,005	1,367	10,230
JAN 15	940	406	616	653	763	538	333	1,449	2,339	830	1,213	1,612	11,692
% CHG	28.6%	42.5%	-3.3%	26.8%	45.9%	7.4%	31.1%	11.6%	6.1%	-8.8%	20.7%	17.9%	14.3%
FEB 14	829	281	844	723	590	505	276	1,425	2,324	810	1,085	1,472	11,164
FEB 15	992	375	576	570	823	508	264	1,523	2,350	832	1,075	1,540	11,428
% CHG	19.7%	33.5%	-31.8%	-21.2%	39.5%	0.6%	-4.3%	6.9%	1.1%	2.7%	-0.9%	4.6%	2.4%
MAR 14	901	382	948	866	671	545	357	1,595	2,378	807	1,277	1,646	12,373
MAR 15	1,057	463	623	647	849	530	337	1,663	2,738	990	1,205	1,762	12,864
% CHG	17.3%	21.2%	-34.3%	-25.3%	26.6%	-2.8%	-5.6%	4.3%	15.1%	22.7%	-5.6%	7.0%	4.0%
YTD 14	2,461	948	2,429	2,104	1,784	1,551	887	4,318	6,906	2,527	3,367	4,485	33,767
YTD 15	2,989	1,244	1,815	1,870	2,435	1,576	934	4,635	7,427	2,652	3,493	4,914	35,984
% CHG	21.5%	31.2%	-25.3%	-11.1%	36.5%	1.6%	5.3%	7.3%	7.5%	4.9%	3.7%	9.6%	6.6%
APR 14	857	338	808	753	725	605	299	1,579	2,480	830	1,241	1,558	12,073
APR 15	0	0	0	0	0	0	0	0	0	0	0	0	0
% CHG	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%
MAY 14	967	403	835	718	582	645	343	1,670	2,348	820	1,328	1,557	12,216
MAY 15	0	0	0	0	0	0	0	0	0	0	0	0	0
% CHG	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%
JUN 14	824	353	727	541	507	528	169	1,119	2,163	692	1,221	1,387	10,231
JUN 15	0	0	0	0	0	0	0	0	0	0	0	0	0
% CHG	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%
JUL 14	831	186	758	595	493	493	144	1,198	1,968	720	1,355	1,954	10,695
JUL 15	0	0	0	0	0	0	0	0	0	0	0	0	0
% CHG	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%
AUG 14	841	231	569	515	526	560	115	1,246	2,177	803	1,104	1,552	10,239
AUG 15	0	0	0	0	0	0	0	0	0	0	0	0	0
% CHG	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%
SEP 14	1344	438	823	589	611	810	139	2041	2852	1050	1385	1776	13,858
SEP 15	0	0	0	0	0	0	0	0	0	0	0	0	0
% CHG	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%
OCT 14	1,300	345	796	667	588	633	275	1,824	3,285	1,030	1,323	1,750	13,816
OCT 15	0	0	0	0	0	0	0	0	0	0	0	0	0
% CHG	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%
NOV 14	1,071	292	612	519	563	442	251	1,370	2,724	705	1,115	1,400	11,064
NOV 15	0	0	0	0	0	0	0	0	0	0	0	0	0
% CHG	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%
DEC 14	1,002	319	605	582	622	511	302	1,406	2,777	817	1,233	1,564	11,740
DEC 15	0	0	0	0	0	0	0	0	0	0	0	0	0
% CHG	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%

NOTE: PM Ridership

Starts at 5:15p for routes 1, 3, 5, 9, 15, 19

Starts at 5:45p for all other routes

Excludes Routes 31, 32 and 41

March Comparisons - Ridership and Revenue

	Total Paid		Pre-Paid		
	Rides	Total Rides*	Cash Revenue	Revenue	Total Revenue
2015	82,147	96,916	\$25,726.02	\$42,899.40	\$68,625.42
2014	79,228	95,644	\$26,056.04	\$41,742.00	\$67,798.04
2013	84,688	102,608	\$27,605.94	\$45,103.30	\$72,709.24
2012	84,675	102,793	\$26,803.58	\$42,803.40	\$69,606.98
2011	79,167	96,864	\$27,220.80	\$37,987.97	\$65,208.77
2010	70,557	89,079	\$29,670.88	\$36,675.05	\$66,345.93
2009	63,725	84,806	\$26,804.21	\$34,210.55	\$61,014.76
2008	59,005	85,213	\$39,407.35	\$33,281.00	\$72,688.35
2007	57,376	84,828	\$27,216.36	\$34,438.50	\$61,654.86
2006	58,769	87,121	\$24,940.77	\$23,753.50	\$48,694.27
2005	57,496	87,464	\$24,233.95	\$23,496.00	\$47,729.95

* includes free and transfers

YTD Comparisons (Jan - March) - Ridership and Revenue

	Total Paid Rides	Total Rides*	Cash Revenue	Pre-Paid Revenue	Total Revenue
2015	236,492	280,593	\$71,039	\$139,515	\$210,553
2014	222,886	269,087	\$71,999	\$112,777	\$184,776
2013	245,667	297,185	\$80,386	\$112,187	\$192,573
2012	244,644	298,113	\$78,136	\$132,892	\$211,028
2011	219,012	267,853	\$73,603	\$147,816	\$221,419
2010	193,286	245,580	79,995	114,219	\$194,214
2009	177,291	237,646	80,869	122,494	\$203,363
2008	170,476	251,021	94,382	82,224	\$176,606
2007	161,794	239,497	83,812	92,406	\$176,218
2006	165,779	244,899	\$74,172	\$83,850	\$158,022
2005	161,097	246,455	\$64,501	\$62,981	\$127,482

* includes free and transfers

City of Appleton
VALLEY TRANSIT INCOME STATEMENT
For three months Ending March 31, 2015

Description	Month of March Actual	Prior Year March	YTD As of March Actual	Prior YTD March	2015 Amended Budget	2015 % of Total Budget
REVENUES						
Bus Fare Revenue	68,625	67,798	210,553	184,776	928,376	22.68%
Paratransit Fare Revenue	59,759	55,272	165,542	158,230	720,800	22.97%
Total Fare Revenue	128,384	123,070	376,095	343,006	1,649,176	22.81%
Other Charges for Service	4,272	2,510	12,681	12,681	55,000	23.06%
Other Revenues	511	277	5,477	5,477	6,000	91.28%
TOTAL REVENUES	133,167	125,857	394,253	361,164	1,710,176	23.05%
EXPENSES BY LINE ITEM						
Regular Salaries & Labor pool alloc	192,150	195,274	598,881	618,180	2,653,630	22.57%
Call Time	-	-	-	-	500	0.00%
Overtime	8,826	2,000	15,096	9,626	65,204	23.15%
Incentive Pay	-	-	315	70	400	78.75%
Other Compensation	-	-	1,500	1,633	2,000	75.00%
Fringes	70,851	76,495	207,341	230,189	1,005,212	20.63%
Unemployment Compensation	-	-	-	-	-	-
Salaries & Fringe Benefits	271,827	273,769	823,133	859,698	3,726,946	22.09%
Training & Conferences	994	728	1,353	1,140	5,300	25.53%
Employee Recruitment	2,745	-	4,170	-	3,162	131.88%
Parking Permits	2	-	2	110	-	-
Office Supplies	590	167	1,062	702	3,996	26.58%
Subscriptions	6	26	12	52	1,085	1.11%
Memberships & Licenses	-	335	4,090	4,276	4,625	88.43%
Postage & Freight	15	-	50	26	4,600	1.09%
Awards & Recognition	(40)	(46)	(60)	504	765	-7.84%
Food & Provisions	142	300	481	332	1,020	47.16%
Insurance	72,208	21,099	72,208	63,296	187,841	25.49%
Insurance dividend	(24,321)	-	(24,321)	(23,105)	-	-
Insurance surplus payment	-	-	-	-	-	-
Depreciation Expense	54,423	54,937	163,268	164,812	653,072	25.00%
Administrative Expenses	106,764	77,546	222,315	212,145	865,466	25.69%
Landscape Supplies	-	-	-	-	3,000	0.00%
Shop Supplies & Tools (& misc)	4,040	7,389	8,817	12,658	29,197	30.20%
Printing & Reproduction	806	698	3,828	1,894	24,730	15.48%
Uniforms	227	47	752	165	4,575	16.44%
Gas Purchases	31,726	73,889	98,700	209,816	661,092	14.93%
Safety Supplies	-	-	-	-	500	0.00%
Vehicle & Equipment Parts	20,378	9,320	33,388	28,013	163,592	20.41%
Miscellaneous Equipment	2,006	6,728	2,006	6,828	11,100	18.07%
Signs	-	-	664	271	-	-
Supplies & Materials	59,183	98,071	148,155	259,645	897,786	16.50%
Accounting/Audit	-	5,310	2,423	7,161	10,200	23.75%

City of Appleton
VALLEY TRANSIT INCOME STATEMENT
For three months Ending March 31, 2015

Description	Month of March Actual	Prior Year March	YTD As of March Actual	Prior YTD March	2015 Amended Budget	2015 % of Total Budget
Bank Services	-	-	345	411	3,000	11.50%
Consulting Services	3,030	-	4,611	-	3,000	153.70%
Collection Services	563	-	746	301	2,847	26.20%
Contractor Fees	267,740	245,051	772,103	722,174	3,578,587	21.58%
Temp Help	2,646	-	3,257	852	2,160	150.79%
Advertising	2,116	1,786	5,181	7,826	46,000	11.26%
Health Services	386	684	1,849	1,664	7,962	23.22%
Snow Removal Services	540	450	990	1,080	3,500	0.00%
Laundry Services	399	524	984	1,622	6,000	16.40%
Other Contracts/Obligations	3,326	-	3,995	4,094	40,800	9.79%
Purchased Services	280,746	253,805	796,484	747,185	3,704,056	21.50%
Electric	5,244	5,453	16,071	16,681	61,251	26.24%
Gas	5,343	5,943	15,131	15,091	43,500	34.78%
Water	1,061	997	1,599	1,549	7,841	20.39%
Waste Disposal/Collection	337	309	572	550	2,788	20.52%
Stormwater	1,516	1,549	2,029	2,051	7,500	27.05%
Telephone	750	766	943	2,277	9,700	9.72%
Utilities	14,251	15,017	36,345	38,199	132,580	27.41%
Building/Grounds Repair & Maintenance	-	-	2,927	3,569	-	0.00%
Vehicle Repair & Maintenance	2,096	-	2,096	2,392	1,500	139.73%
Equipment Repair & Maintenance	384	2,621	469	4,433	3,498	13.41%
FMD Charges & Material	-	-	14,643	18,758	114,537	12.78%
Software Support	15,857	6,078	16,857	17,507	62,552	26.95%
CEA Equipment Rental	-	-	-	-	2,147	0.00%
Repairs & Maintenance	18,337	8,699	36,992	46,659	184,234	20.08%
Total Operating Expenses	751,108	726,907	2,063,424	2,163,531	9,511,068	21.69%
OPERATING INCOME (LOSS)	(617,941)	(601,050)	(1,669,171)	(1,802,367)	(7,800,892)	
NON-OPERATING REVENUES						
Federal Support	-	-	-	-	2,573,013	0.00%
State Support	-	103,586	-	103,586	2,541,844	0.00%
Appleton Support	659,313	639,816	659,313	639,816	591,062	111.55%
Other Local Support	588,442	690,840	1,224,464	1,150,452	1,442,359	84.89%
Investment Income	-	-	2,147	6,253	25,000	8.59%
Donations	4,382	16,167	13,575	26,497	114,659	11.84%
Fund Balance Applied	-	-	-	-	-	0.00%
TOTAL NON-OPERATING REVENUE	1,252,137	1,450,409	1,899,499	1,926,604	7,287,937	26.06%
Buildings	-	-	-	-	-	0.00%
Machinery & Equipment	-	-	-	-	-	0.00%
Vehicles	-	-	-	-	-	0.00%
Capital Expenditures	-	-	-	-	-	0.00%
NET INCOME (LOSS)	634,196	849,359	230,328	124,237	(512,955)	

City of Appleton
PURCHASED TRANSPORTATION
For three months Ending March 31, 2015

Description	Month of March Actual	Prior Year March	YTD As of March Actual	Prior YTD March	2015 Amended Budget	2015 % of Total Budget
PURCHASED TRANSPORTATION EXPENSE						
VTII - Disabled	139,636	156,493	395,926	455,800	1,990,461	19.89%
VTII - Elderly	4,102	4,022	11,483	11,528	59,680	19.24%
PT - Optional (Sunday)	1,163	937	2,762	2,425	20,460	13.50%
Family Care Sheltered Workshop	43,201	40,813	123,713	120,042	491,138	25.19%
Outagamie County Demand Response Rural	14,551	15,418	42,903	43,490	234,700	18.28%
Outagamie County Special Needs Rural	218	450	477	450	12,023	3.97%
Neenah Dial - A - Ride	11,249	12,666	30,905	35,995	203,310	15.20%
Darboy - Call - A - Ride	705	1,515	2,505	3,300	18,000	13.92%
Calumet County New Hope	14,158	6,767	39,685	11,607	130,821	30.34%
Calumet County Van Service	2,618	2,616	8,705	9,082	55,100	15.80%
Connector - Extended Service Hours	30,251	33,474	90,143	107,547	390,000	23.11%
Connector - Extended Service Area	9,102	8,740	27,716	23,820	115,500	24.00%
Downtown Trolley	-	-	-	-	30,024	0.00%
Total Purchased Transportation	270,954	283,911	776,923	825,086	3,751,217	20.71%

Pending Issues - Fox Cities Transit Commission

Issue	Date Discussed at FCTC	Person Requesting	Tentative Date Back to FCTC	Completed
Paratransit Monitoring Program Progress	4/13/11		10/28/2015	Twice/year
Route 20 Route Change Recommendation	6/12/13	Vonck	2015	
Semi annual Update on Use of Social Media	11/13/13	Erickson	6/10/2015	Twice/year
Octoberfest Fare Increase	10/22/14	Lobner	7/22/2015	
Strategic Plan Action Plan	1/28/15	Lobner	4/22/2015	