



# City of Appleton

100 North Appleton Street  
Appleton, WI 54911-4799  
[www.appleton.org](http://www.appleton.org)

## Meeting Agenda Fox Cities Transit Commission

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Wednesday, August 12, 2015

3:00 PM

Council Chambers, 6th Floor

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1. Call meeting to order
2. Roll call of membership
3. Approval of minutes from previous meeting  
[15-1310](#) Approval of minutes from previous meeting

**Attachments:** [Meeting Minutes 06-24-15.pdf](#)

4. **Public Hearings/Apearances**  
[15-1311](#) Public Participation of Agenda Items

5. **Action Items**

- [15-1312](#) Approval of Payments

**Attachments:** [Check Register 06-17-15 thru 07-31-15.pdf](#)

- [15-1313](#) Possible Octoberfest Fare Increase

**Attachments:** [FCTC Octoberfest Fare Increase 2015.pdf](#)

6. **Information Items**

- [15-1314](#) Update on Summer Programs

- [15-1315](#) June Ridership and Revenue

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

- [15-1316](#) June Financials

**Attachments:** [June Financials.pdf](#)

[15-1317](#)

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**  
June 24, 2015

**Commissioners Present**

Chairperson Chuck Rundquist  
Vice Chairperson Kyle Lobner  
Aldersperson Polly Dalton  
Bob Buckingham  
Bruce Sherman  
Carol Kasimor  
George Dearborn  
Joel Gregozeski  
Linda Stoll  
Rick Detienne  
Trish Nau

**Commissioners Excused**

Carolyn Mewhorter  
Jeff McCabe  
Travis Parish

**Valley Transit Staff**

Deborah Wetter, General Manager  
Daniel Sandmeier, Assistant General Manager  
Debra Ebben, Administrative Services Manager  
Nikki Voelzke, Community Relations Specialist  
Lisa Laughlin, Communications Technician

**Others Present**

Emily Truman, Assistant City Attorney  
Jodi Dobson, Partner, CPA-Baker Tilly

Chairperson Chuck Rundquist called the meeting to order at 3:01 p.m.

**Introduction of New Assistant General Manager – Daniel Sandmeier**

Valley Transit has hired Daniel Sandmeier as its new Assistant General Manager. General Manager, Deborah Wetter made the introduction and Daniel gave a brief summary of his operations experiences in the transit field.

**APPROVAL OF MINUTES**

There being no questions or corrections to the minutes of the May 27, 2015 meeting, Aldersperson Kyle Lobner moved that the minutes be approved which was seconded by Commissioner Bob Buckingham. The minutes were approved (10/0).

**APPEARANCES**

**Public Participation of Agenda Items**

There was no public participation on the agenda items.

**Presentation of Valley Transit 2014 Audit by Jodi Dobson, Baker Tilly**

Jodi Dobson presented the findings of the Valley Transit 2014 audit. Ms. Dobson reported that there were no federal or state compliance issues on the financial statement and no material weaknesses in internal control were identified. There was a significant deficiency in the City of Appleton's internal control of information technology that needed to be noted in the Valley Transit's audit because Valley Transit uses the City information technology systems. Baker Tilly made two recommendations to Valley transit. They recommended that a policy be established for unearned revenue associated with agency tickets and also noted that the State of Wisconsin has been slow to close out old operating grants, leaving significant open receivables from prior years. In the citywide single audit there were no transit findings.

Commissioner Joel Gregozeski arrived at 3:09 p.m.

## **ACTION ITEMS**

### **Approval of Payments**

Administrative Services Manager, Debra Ebben presented the check register for the period 05/19/15 through 06/16/15. There being no questions or discussion of the items on the check register, a motion was made by Commissioner Trish Nau and seconded by Commissioner Linda Stoll to accept the payments 05/19/15 through 06/16/15. The motion carried (11/0).

### **Approval for Neenah Industrial Park Shuttle Pilot Program**

Ms. Wetter reported that in September 2014, several manufacturers working through the Workforce Development Board approached Valley Transit about providing some sort of transportation service for employees in the Neenah Industrial Park. After numerous discussions, Valley Transit staff proposed a shuttle service and issued a Request for Proposal in April, 2015 for the possible provision of an Industrial Park Employment Transportation Service. Valley Transit received proposals from Kobussen Bus, Ltd. and Lamers Bus Lines. After an evaluation team reviewed each proposal a recommendation was made to award the contract to Kobussen Bus Ltd. During that same period, Valley Transit staff worked to find funding partners for the local share of the service through the end of the year. Menasha Corp, Plexus, and the City of Neenah agreed to cover most of the local share cost with a grant from the Robert Dohr and Lilas Dohr Current Community Needs Fund of the Community Foundation making up the rest.

Staff recommended that the Commission approve a six month pilot project to begin July 6, 2015 through December 31, 2015 for the following reasons: it would provide an opportunity to test an employment shuttle, a concept which has been successful in many other parts of the country; it is a collaborative effort between the public and private sector with companies assisting with the financial support of the pilot, and the service would resolve an issue for some Neenah Industrial Park employees who were being forced to walk long distances in potentially unsafe conditions because they did not have transportation alternatives available for their work trip. In addition, the manufacturers believe this service would assist them in retaining employees they are currently losing because they do not have reliable transportation.

Commissioner Joel Gregozeski requested additional information regarding the proposals submitted to Valley Transit. Staff agreed to provide the information to the Commission the next day.

A motion was made by Alderperson Kyle Lobner and seconded by Alderperson Polly Dalton to approve the Neenah Industrial Park Pilot Program and approve the contract with Kobussen Bus, Ltd. for 6 months with 2 one-year options. The motion carried (11/0).

## **INFORMATION ITEMS**

### **Downtown Trolley Update**

Ms. Wetter reported that Valley Transit will be exercising the second option year with Lamers Bus Lines to provide 2015 Downtown Appleton Trolley services. The proposed hourly cost for the 2015 option year remains the same as last year - \$72.29 per hour. The Valley Transit 2015 budget includes \$30,024.00 for the trolley service, with Appleton Downtown, Inc. (ADI) paying the local share.

### **Summer Promotional Activities and 25<sup>th</sup> Anniversary Celebration of Transit Center**

In an effort to encourage people to ride Valley Transit's buses and visit the Transit Center Ms. Voelzke shared information about "Project Wednesday" and "Out to Lunch: Live Music on Washington Square".

"Project Wednesday" features different creative activities each week at the Transit Center from June 17- August 26. "Out to Lunch: Live Music on Washington Square" will feature different local musicians and food vendors outside the Transit Center from June 19 – August 21.

This year marks the 25<sup>th</sup> anniversary of the Transit Center. A celebration is planned for August 5<sup>th</sup>, beginning with a brief press event at 10:30 a.m. followed by a musical performance to celebrate Valley Transit's 3<sup>rd</sup> year of participation with Mile of Music. During the event a public transportation themed mural done by Chad Brady will be revealed. The event will also include the unveiling of a bus ad with the winning drawings submitted to Valley Transit's kids' coloring contest where they will answer the question, "What Does the Valley Transit System Mean to You".

### **May Ridership and Revenue**

Ms. Wetter reported that May was a tough month because of detours, especially those on Routes 30 & 1 which were greatly impacted by the Appleton Road/441 construction project. Ridership for May was down 8.6% over last year and slightly up .6% year-to date. Revenue was down over last year and down slightly year-to-date.

### **May Financials**

Ms. Ebben presented the May financials. Valley Transit's revenue and expenses remain under budget.

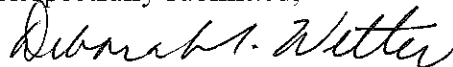
### **Pending Items**

There are no additions to the pending items at this time.

### **ADJOURNMENT**

The next meeting will be on Wednesday, July 22, 2015 at 3:00 p.m. The meeting adjourned at 3:57 p.m.

Respectfully submitted,



Mrs. Deborah Wetter, General Manager

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Date - 08/03/15

Check No.	Check Date	Payee Number	Payee Name	Voucher Number	Explanation -Remark-	Payment Amount	Bus. Unit	Obj Acct	Sub	Subl	Voucher Amount	Dis Take
515998	06/17/15	58712	AT&T	356453	5/15 security system	375.00-	5810	6413	7		150.00	
total											150.00	
516003		15798	BELSON COMPANY	356419	BW40000	2,438.24-	580	2160			815.91	
total											815.91	
516005		296307	BRADY, CHAD E.	356342	tc mural	2,400.00-	5830	6599			2,400.00	
total											2,400.00	
516031		162886	FOX VALLEY CAB	356359	may nw-dar neenah/he	7,792.00-	5860	4875		1813	1,998.50-	
				356359	may nw-dar neenah/he		5860	4875		1813	178.50-	
				356359	may nw-dar neenah/he		5860	4875		1813	525.00-	
				356359	may nw-dar neenah/he		5860	6408		1813	7,780.50	
				356359	may nw-dar neenah/he		5860	6408		1813	688.50	
				356359	may nw-dar neenah/he		5860	6408		1813	2,025.00	
total											7,792.00	
516050		17806	KOBUSSEN BUSES, L	356368	May rural fares	50,470.66-	5860	4875		1809	3,198.00-	
				356368	May rural fares		5860	6408		1809	14,394.66	
				356369	may sheltered worksh		5860	6408		1808	39,274.00	
total											50,470.66	
516060		281851	MORNING STAR GARD	356375	tc & whitman plantin	1,383.89-	5830	6308	99		1,383.89	
total											1,383.89	
516076		288606	POMP'S TIRE - APP	356382	tires	982.40-	5840	6326	2		982.40	
total											982.40	
516110		6664	WISCONSIN DEPARTM	356532	backgrounds	6,086.00-	5810	6205			10.00	
total											10.00	
516143	06/24/15	224354	ABC COMPANIES	356616	bus parts	258.54-	5820	6326			91.20	
				356617	bus parts		5820	6326			167.34	
total											258.54	
516146		117938	ADVANCED DISPOSAL	356650	refuse service	2,091.20-	5830	6407			183.00	
total											183.00	
516154		290618	APPLETON ROCK SCH	356680	out to lunch concert	150.00-	5810	6412			150.00	
total											150.00	
516166		182019	CALUMET COUNTY DE	356555	may 2015 service/far	785.04-	5860	4875		1818	1,341.06-	
				356555	may 2015 service/far		5860	6408		1818	2,126.10	
total											785.04	
516178		180890	CHEM STATION OF W	356620	cleaning solution	1,385.00-	5820	6309	1		1,385.00	
total											1,385.00	
516183		296614	DERCKS, SCOTT R	356793	out to lunch concert	150.00-	5810	6412			150.00	
total											150.00	
516190		95126	EJ ARENA SPORTS,	356562	uniforms	276.00-	5840	6321	1		276.00	
total											276.00	
516202		217365	GARROW OIL MARKET	356621	atf	2,440.13-	5840	6326	3		997.50	
total											997.50	

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Date - 08/03/15

Check No.	Check Date	Payee Number	Payee Name	Voucher Number	Explanation -Remark-	Payment Amount	Bus. Unit	Obj Acct	Sub.	Sub1	Voucher Amount	Dis Take
516215	06/24/15	240531	INSIGHT PUBLICATI	356573	econ dev ad	600.00-	5810	6412			600.00	
total											600.00	
516224		18438	LEVENHAGEN OIL CO	356577	fuel	14,265.20-	5840	6322			14,265.20	
total											14,265.20	
516235		163969	MOHAWK MANUFACTUR	356630	bus parts	401.14-	5820	6326			401.14	
total											401.14	
516236		268787	NEW FLYER PARTS	356631	bus parts	1,306.98-	5820	6326			170.80	
				356632	bus parts		5820	6326			144.10	
				356633	bus parts		5820	6326			51.04	
				356634	bus parts		5820	6326			747.12	
				356635	bus parts		5820	6326			193.92	
total											1,306.98	
516237		116759	NEW HOPE CENTER.	356578	may 2015 service	13,349.97-	5860	6408		1815	13,349.97	
total											13,349.97	
516256		44636	QUICK PRINT CENTE	356584	kids bus cutout card	291.09-	5810	6320	2		127.00	
				356585	vtll scheduling tips		5850	6320	2		99.09	
				356639	pre trip inspection		5810	6320	2		65.00	
total											291.09	
516261		246271	RUNNING, INC.	356586	ochst may service	153,296.07-	5860	6408		1810	500.53	
				356587	VTII Premium		580	2130			7,512.00	
				356587	VTII Agency		580	2132			15,156.00	
				356587	Basic Tick. Local		580	2132			10,464.00	
				356587	Prem. Tick Local		580	2132			8,111.25	
				356587	VTII Basic		580	2133			9,680.80	
				356587	Community Care OC		5850	4230			9,937.50-	
				356587	Family Care WC		5850	4230			4,478.80-	
				356587	Community Care CC		5850	4230			1,761.45-	
				356587	IRIS		5850	4230			2,397.50-	
				356587	Tickets		5850	4875		1805	32,348.80-	
				356587	VTII Cash Fares		5850	4875		1805	5,021.20-	
				356587	VT II		5850	6408		1805	128,240.10	
				356587	Fuel Escalator		5850	6408			2,775.12-	
				356587	Elderly Fares		5860	4875		1806	752.00-	
				356587	Sunday Fares		5860	4875		1807	781.00-	
				356587	Elderly		5860	6408		1806	3,036.20	
				356587	Sunday		5860	6408		1807	1,146.65	
				356588	Connector Tickets		580	2131			2,249.00	
				356588	Agency Local Share		580	2131			762.00-	
				356588	Fuel escalator/deesc		5850	6408		1819	748.49-	
				356588	Agency Local Share		5860	4230		1819	762.00	
				356588	Connector ESA Fares		5860	4875		1820	513.00-	
				356588	Connector ESH Fares		5860	4875		1819	5,478.00-	
				356588	ESA Ticket Revenue		5860	4875		1820	983.00-	
				356588	ESH Ticket Revenue		5860	4875		1819	1,266.00-	
				356588	Connector ESA		5860	6408		1820	7,667.00	
				356588	Connector ESH		5860	6408		1819	28,774.40	
total											153,296.07	
516263		26631	SAM'S CLUB #6321	356590	renewal 7/18/15	45.00-	5810	6303			45.00	
total											45.00	
516276		189069	UNIFIRST CORPORAT	356603	mats, uniforms	1,225.63-	5820	6451			25.75	
				356603	mats, uniforms		5830	6451			57.96	
				356604	mats		5830	6451			22.55	
				356642	mats/uniforms		5820	6451			25.75	
				356642	mats/uniforms		5830	6451			59.25	
total											191.26	

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Check No.	Check Date	Payee Number	Payee Name	Voucher Number	Explanation -Remark-	Payment Amount	Bus. Unit	Obj Acct	Sub. Subl	Voucher Amount	Dis Take
516292	06/24/15	37022	WE ENERGIES	356754	7216-827-232 Elec	104,579.89-	5810	6413	1	1,318.66	
				356754	7216-827-232 Gas		5810	6413	2	11.04	
				356754	5028-442-903		5810	6413	1	2,283.95	
				356754	5070-604-479		5810	6413	2	106.74	
				356754	0425-072-359		5810	6413	1	482.84	
total										4,203.23	
516293				356755	6404-083-107	3,048.53-	5810	6413	2	4.44	
total										4.44	
516324	07/01/15	294969	AMG EMPLOYER SOLU	356857	may ada certs	2,774.00-	5850	6599		2,774.00	
total										2,774.00	
516326		5418	APPLETON DOWNTOWN	356811	trolley brochures	174.50-	5810	6320	2	174.50	
total										174.50	
516327				356812	trolley signs	70.75-	5810	6320	2	70.75	
total										70.75	
516339		126383	CELLCOM APPLETON	356818	cellular services	244.12-	5810	6413	8	244.12	
total										244.12	
516362		279099	GARROW PROPANE CO	356861	lp	112.20-	5820	6309	1	112.20	
total										112.20	
516374		53938	INSTA PRINT PLUS	356864	out to lunch promo	29.70-	5810	6320	2	29.70	
total										29.70	
516382		219791	LETTER PUBLICATIO	356867	subscription	349.00-	5810	6302		349.00	
total										349.00	
516383		296673	LIEBENOW, STEVE	356868	bus parts	5,547.50-	5820	6326		2,585.00	
				356869	bus parts		5820	6326		2,240.00	
				356870	bus parts		5820	6326		722.50	
total										5,547.50	
516394		268787	NEW FLYER PARTS	356875	bus parts	1,186.30-	5820	6326		193.92	
				356876	bus parts		5820	6326		719.74	
				356877	bus parts		5820	6326		45.44	
				356878	bus parts		5820	6326		227.20	
total										1,186.30	
516402		44636	QUICK PRINT CENTE	356832	connector esa tkts	157.86-	5860	6320	2	96.62	
				356879	business cards/sandm		5810	6320	2	61.24	
total										157.86	
516406		229147	SPRINT SOLUTIONS,	356882	monthly services	416.00-	5810	6413	8	416.00	
total										416.00	
516418		170093	THEDACARE AT WORK	356840	dot ds quest & ebt	857.00-	5840	6430		84.00	
				356841	dot physicals & no s		5840	6430		160.00	
				356887	dot ds quest		5840	6430		148.00	
				356888	venipuncture/hepb		5820	6430		69.00	
				356888	dot physicals		5840	6430		70.00	
total										531.00	
516420		156401	TRUCK EQUIPMENT,	356889	bus parts	85.38-	5820	6326		85.38	
total										85.38	



Check No.	Check Date	Payee Number	Payee Name	Voucher Number	Explanation -Remark-	Payment Amount	Bus. Unit	Obj Acct	Sub	Sub1	Voucher Amount	Dis Take
516422	07/01/15	270684	U.S. PETROLEUM EQ	356890	diesel fuel pump swi	125.50-	5820	6418			125.50	
total											125.50	
516424		189069	UNIFIRST CORPORAT	356895	mats/uniforms	540.38-	5820	6451			26.25	
				356895	mats/uniforms		5830	6451			57.96	
				356896	mats		5830	6451			22.55	
				356897	uniforms		5840	6321	1		74.63	
total											181.39	
516469	07/08/15	290618	APPLETON ROCK SCH	357031	out to lunch perform	150.00-	5810	6412			150.00	
total											150.00	
516470				357032	out to lunch perform		5810	6412			150.00	
total											150.00	
516481		296614	DERCKS, SCOTT R	357038	out to lunch perform		5810	6412			150.00	
total											150.00	
516502		296809	GOLD, CHRISTOPHER	357004	out to lunch perform		5810	6412			150.00	
total											150.00	
516514		296817	LEHNER, NATE	357006	out to lunch perform	100.00-	5810	6412			100.00	
total											100.00	
516517		84419	LUTHERAN SOCIAL S	357104	1st quarter operatin	15,614.00-	5850	6599		1822	9,076.00	
				357104	1st quarter mobility		5850	6599		1822	6,538.00	
total											15,614.00	
516540		258212	SLYZELIA, JOE	357064	out to lunch perform	200.00-	5810	6412			200.00	
total											200.00	
516544		296825	TSCHECH, STEPHANI	357017	out to lunch perform	100.00-	5810	6412			100.00	
total											100.00	
516576	07/15/15	58712	AT&T	357175	6/15 security system	378.98-	5810	6413	7		151.58	
total											151.58	
516583		63183	CCP INDUSTRIES	357185	scrimdry wipes	856.35-	5820	6309	1		856.35	
total											856.35	
516584		35828	DEPARTMENT OF WOR	357193	reimb unemployment b	160.77-	5840	6155			147.69	
total											147.69	
516594		59117	LAMERS BUS LINES.	357210	may 2015	20,542.50-	5840	6408			20,542.50	
total											20,542.50	
516598		163969	MOHAWK MANUFACTUR	357222	bus parts	37.29-	5820	6326			37.29	
total											37.29	
516639	07/22/15	224354	ABC COMPANIES	357162	bus parts	514.64-	5820	6326			62.28	
				357163	bus parts		5820	6326			6.00	
				357291	bus parts		5820	6326			166.36	
				357292	bus parts		5820	6326			280.00	
total											514.64	
516646		8168	AIRGAS USA, LLC	357169	oxygen cylinder rent	110.24-	5820	6309	1		44.15	

Check No.	Check Date	Payee Number	Payee Name	Voucher Number	Explanation -Remark-	Payment Amount	Bus. Unit	Obj Acct	Sub	Sub1	Voucher Amount	Dis Take
total											44.15	
516681		187864	DIAMOND BUSINESS	357311	connector brochures	466.45-	5860	6320	2	1819	243.00	
				357312	VTII brochures		5850	6320	2		223.45	
total											466.45	
516711		35641	GARROW OIL CORPOR	357327	fuel	28,370.36-	5840	6322			14,425.14	
				357328	fuel		5840	6322			13,945.22	
total											28,370.36	
516729		196091	KWIK TRIP, INC	357209	fuel	2,705.54-	5820	6322			407.36	
				357209	fuel		5840	6322			2,298.18	
total											2,705.54	
516731		59117	LAMERS BUS LINES,	357336	trolley	3,903.66-	5860	6408		1821	1,301.22	
				357337	trolley		5860	6408		1821	2,602.44	
total											3,903.66	
516748		163969	MOHAWK MANUFACTUR	357345	bus parts	1,253.68-	5820	6326			1,253.68	
total											1,253.68	
516750		281851	MORNING STAR GARD	357346	project wednesday	121.50-	5810	6412			121.50	
total											121.50	
516755		268787	NEW FLYER PARTS	357348	bus parts	530.12-	5820	6326			530.12	
total											530.12	
516756		95450	NOLTE'S TOWING AP	357228	401 towing	152.30-	5820	6417			152.30	
total											152.30	
516779		44636	QUICK PRINT CENTE	357235	connector tickets	148.05-	5860	6320	2	1819	148.05	
total											148.05	
516784		12095	SAFETY-KLEEN	357237	waste oil	380.10-	5830	6407			380.10	
total											380.10	
516799		170093	THEDACARE AT WORK	357247	quest, physical	1,598.00-	5820	6430			58.00	
				357247	quest, physical		5840	6430			128.00	
total											186.00	
516809		189069	UNIFIRST CORPORAT	357262	mats, uniforms	1,474.83-	5820	6451			25.75	
				357262	mats, uniforms		5830	6451			57.96	
				357382	mats, uniforms		5820	6451			25.75	
				357382	mats, uniforms		5830	6451			37.08	
				357383	mats		5830	6451			22.55	
total											169.09	
516820		184111	VOITH TURBO, INC.	357159	GEAR BOX	10,652.72-	580	2160			10,652.72	
total											10,652.72	
516854	07/29/15	294969	AMG EMPLOYER SOLU	357551	ada certs	2,907.00-	5850	6599			2,907.00	
total											2,907.00	
516864		15798	BELSON COMPANY	357822	BW40000	5,259.81-	580	2160			517.08	
total											517.08	
516893		162886	FOX VALLEY CAB	357804	june nw-dar neenah/h	8,027.00-	5860	4875		1813	2,096.50-	
				357804	june nw-dar neenah/h		5860	4875		1813	175.00-	

Check No.	Check Date	Payee Number	Payee Name	Voucher Number	Explanation -Remark-	Payment Amount	Bus. Unit	Obj Acct	Sub	Sub1	Voucher Amount	Dis Take
516893	07/29/15	162886	FOX VALLEY CAB	357804	june nw-dar neenah/h	8,027.00-	5860	4875		1813	518.00-	
				357804	june nw-dar neenah/h		5860	6408		1813	8,137.50	
				357804	june nw-dar neenah/h		5860	6408		1813	675.00	
				357804	june nw-dar neenah/h		5860	6408		1813	2,004.00	
total											8,027.00	
516897		12351	GANNETT WISCONSIN	357805	publications	6,283.52-	5810	6205			366.85	
				357805	publications		5810	6205			163.00	
total											529.85	
516899		217365	GARROW OIL MARKET	357806	oil	2,941.59-	5840	6326	3		2,715.00	
				357807	kerosene		5820	6309	1		226.59	
total											2,941.59	
516901		162894	GILLIG LLC	357565	bus parts	4,430.68-	5820	6326			63.85	
				357566	bus parts		5820	6326			375.18	
				357567	bus parts		5820	6326			278.06	
				357568	bus parts		5820	6326			11.20	
				357569	bus parts		5820	6326			16.20	
				357570	bus parts		5820	6326			1,454.27	
				357571	bus parts		5820	6326			1,559.92	
				357572	bus parts		5820	6326			672.00	
total											4,430.68	
516913		19570	HYDROCLEAN EQUIPM	357605	preventative maint	85.00-	5820	6418			85.00	
total											85.00	
516918		152178	KIDZ KAB, LLC	357810	june call a ride	65.00-	5860	4875		1814	10.00-	
				357810	june call a ride		5860	6408		1814	75.00	
total											65.00	
516920		17806	KOBUSSEN BUSES, L	357811	june rural fares	55,687.84-	5860	4875		1809	3,438.00-	
				357811	june rural fares		5860	6408		1809	15,924.44	
				357812	june sheltered wroks		5860	6408		1808	43,201.40	
total											55,687.84	
516922		59117	LAMERS BUS LINES,	357575	trolley	23,703.66-	5860	6408		1821	1,301.22	
				357576	trolley		5860	6408		1821	2,602.44	
				357577	circulator		5840	6408			19,800.00	
total											23,703.66	
516925		296817	LEHNER, NATE	357670	Out to Lunch perform	100.00-	5810	6412			100.00	
total											100.00	
516936		163969	MOHAWK MANUFACTUR	357813	bus parts	248.60-	5820	6326			248.60	
total											248.60	
516940		268787	NEW FLYER PARTS	357583	bus parts	136.32-	5820	6326			136.32	
total											136.32	
516941		116759	NEW HOPE CENTER,	357814	june service	15,531.71-	5860	6408		1815	15,531.71	
total											15,531.71	
516958		44636	QUICK PRINT CENTE	357587	reduced fare id card	84.08-	5810	6320	2		84.08	
total											84.08	
516968		297166	SIMS, NICHOLAS	357589	out to lunch perform	200.00-	5810	6412			200.00	
total											200.00	

Check No.	Check Date	Payee Number	Payee Name	Voucher Number	Explanation -Remark-	Payment Amount	Bus. Unit	Obj Acct	Sub	Sub1	Voucher Amount	Dis Take
516971	07/29/15	229147	SPRINT SOLUTIONS,	357591	monthly services	416.00-	5810	6413	8		416.00	
total											416.00	
516978		170093	THEDACARE AT WORK	357594	dot quest, physical	256.00-	5810	6430			58.00	
				357594	dot quest, physical		5820	6430			70.00	
				357595	quest, physical		5840	6430			128.00	
total											256.00	
516980		145411	TOTAL ENERGY SYST	357608	generator repair	497.00-	5820	6418			497.00	
total											497.00	
516981		296825	TSCHECH, STEPHANI	357682	out to lunch perform	100.00-	5810	6412			100.00	
total											100.00	
516982		270684	U.S. PETROLEUM EQ	357609	1" diesel nozzle	87.00-	5820	6418			87.00	
total											87.00	
516983		8942	ULTIMATE CLEANING	357596	future neenah cleanu	128.88-	5830	6599			128.88	
total											128.88	
516985		189069	UNIFIRST CORPORAT	357598	mats, uniforms	782.67-	5820	6451			25.75	
				357598	mats, uniforms		5830	6451			57.96	
				357816	mats & uniforms		5820	6451			25.75	
				357816	mats & uniforms		5830	6451			35.74	
				357817	mats		5830	6451			22.55	
total											167.75	
516993		37022	WE ENERGIES	357692	7216-827-232 Elec	109,336.37-	5810	6413	1		1,330.00	
				357692	7216-827-232 Gas		5810	6413	2		9.90	
				357692	5028-442-903		5810	6413	1		2,446.57	
				357692	5070-604-479		5810	6413	2		100.09	
				357692	0425-072-359		5810	6413	1		551.01	
total											4,437.57	
516994				357693	6404-083-107	6,513.34-	5810	6413	2		9.57	
total											9.57	
517015		297262	WILDER, KAYLA	357705	connector refund	16.00-	580	2131			16.00	
total											16.00	
total											477,388.47	



August 5, 2015

To: Fox Cities Transit Commission

From: Deborah Wetter  
General Manager

**Subject: Possible Oktoberfest Fare Increase**

As part of our budget process for 2014, Valley Transit proposed fare increases that would generate more revenue without a huge impact on ridership. In January 2015, we implemented an overall fare increase that did not include increasing the 25 cent Oktoberfest fare. The Transit Commission requested that staff bring the item back prior to Oktoberfest with a recommendation on whether to increase the fare to 50 cents.

Valley Transit has done an excellent job each year providing over 10,000 rides to Oktoberfest and approximately 5,000 rides to License to Cruise. Oktoberfest service requires an extraordinary effort by everyone in our organization to deliver because on Oktoberfest day we provide approximately three times the number of rides than we do on an average weekday. Every year the Oktoberfest service attracts a large number of first time riders to the Valley Transit system. Easy to use, easy to understand well-advertised service helps those new riders to feel comfortable choosing transit. The clear, concise information also needs to be distributed in the general Oktoberfest information in order for them to be able to make informed transportation decisions prior to the event. The riders' impression of Valley Transit is based on the service they receive for Oktoberfest and the value they see for the fare paid. A 25 cent fare requires only one coin, which makes it a simple fare to collect. It has been the fare for the Oktoberfest service for years so is easy to promote with the media and other Valley Transit partners and is known to the people who have used Oktoberfest service before.

The cost of parking downtown is \$2.00 which makes the bus fare competitive for a family of four. Increases in the bus fare without comparable increases in the cost of parking will tend to encourage more people to try to park rather than taking the bus. More cars adds to congestion and parking issues downtown and a greater impact on downtown neighborhoods when people park on the street rather than paying the parking cost.

Valley Transit generated fares of \$2,500 in 2014 with 10,867 rides taken. If we were to raise the fare to 50 cents, we conservatively estimate that we would lose 10% of the riders. Therefore, the additional revenue generated by the 50 cent fare on 10% fewer rides would be approximately \$4,100 providing an additional financial benefit to Valley Transit of \$1,600.

This event is extremely important for Valley Transit from a marketing and public relations point of view. It meets a community need by providing service for an important well-attended event and allows people who don't generally use our service to see how

professional, easy, and courteous transit service can be. The positive press we receive is more credible than advertising and provides better exposure for Valley Transit than using an equivalent amount of money to buy advertising.

Although our team will still provide excellent service to Oktoberfest customers, we will probably face challenges this year which will require strong service recovery plans to be in place because the people who have lead the Oktoberfest operation in past years are no longer at Valley Transit and half of our operations team is so new they have not been part of Oktoberfest service delivery. Therefore, it is not an ideal year to increase the fare for the service.

Considering the small financial benefit of raising the fare to 50 cents this year, the newness of the operations group and the potential to confuse or upset Oktoberfest customers who only experience our service once a year and whose support is key to Valley Transit's continued efforts to find a sustainable local source of revenue to grow the system, staff recommends that the Commission leave the fare at 25 cents. If the Commission feels strongly that the fare should be increased, staff requests that it not be raised until 2016. That will give the new operations team time to perfect the service, will allow ample time to notify new riders of the fare increase and will be less of an impact on ridership this year which has already been affected by the overall fare increase that was put in place in January 2015.

**Recommendation:** Keep the Oktoberfest fare at 25 cents. If an increase to 50 cents is necessary, put the increase in effect in 2016 and recommend to the Council that the parking rates for Oktoberfest be increased a comparable amount in 2016 to provide an incentive for people to use the bus rather than driving to Oktoberfest.

# COMPARATIVE RIDERSHIP BY FARE CATEGORY

	REGULAR CASH	YOUTH CASH	S/D CASH	REGULAR 10 RIDE TICKET	S/D 10 RIDE TICKET	30 DAY REG	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	12	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	9	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%	-25.0%	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	51	22,231	0	658	74,935	1,210	13,959	90,104
February-15	8,028	568	3,616	7,637	3,959	8,816	562	10,662	580	2,044	5	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%	68.7%	67.0%	-90.2%	-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	71	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	26	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%	83.8%	-63.4%	-6.1%	100.0%	-61.8%	3.7%	18.2%	-12.4%	1.3%
April-14	11,158	0	4,310	10,654	5,339	13,256	0	11,075	346	1,306	166	18,857	0	693	77,160	1,612	16,278	95,050
April-15	8,754	1,173	4,189	6,601	4,180	9,105	771	12,478	650	2,487	45	18,147	9,117	320	78,017	1,666	15,153	94,836
% CHG	-21.5%	100.0%	-2.8%	-38.0%	-21.7%	-31.3%	100.0%	12.7%	87.9%	90.4%	-72.9%	-3.8%	100.0%	-53.8%	1.1%	3.3%	-6.9%	-0.2%
May-14	10,545	0	4,369	10,381	5,431	12,586	0	11,245	303	1,153	91	22,138	0	506	78,748	2,361	16,470	97,579
May-15	7,754	1,339	3,637	6,076	4,096	8,686	523	12,159	633	2,609	75	18,591	7,402	265	73,645	1,946	13,408	89,199
% CHG	-26.5%	100.0%	-16.8%	-41.5%	-24.6%	-31.0%	100.0%	8.1%	108.9%	126.3%	-17.6%	-16.0%	100.0%	-47.6%	-8.2%	-17.6%	-18.6%	-8.6%
June-14	10,781	0	4,051	9,201	4,679	10,319	0	11,098	309	1,198	242	4,217	0	676	56,771	1,724	15,493	73,988
June-15	7,930	2,654	3,671	6,234	3,866	8,922	941	11,740	650	2,864	31	3,591	4,724	6	58,024	1,858	14,432	74,314
% CHG	-26.4%	100.0%	-4.4%	-32.2%	-17.4%	-13.5%	100.0%	5.8%	110.4%	139.1%	-87.2%	-14.8%	100.0%	-99.1%	2.2%	7.8%	-6.8%	0.4%
YTD2014	63,844	0	23,789	60,115	29,207	73,413	0	63,352	1,951	7,111	633	108,261	0	3,889	435,565	9,282	90,857	535,704
YTD2015	50,583	7,323	23,125	43,585	25,230	54,811	3,999	70,704	3,669	14,199	191	102,510	44,771	1,678	446,378	9,658	82,906	538,942
% CHG	-20.8%	100.0%	-2.8%	-27.5%	-13.6%	-25.3%	100.0%	11.6%	88.1%	99.7%	-69.8%	-5.3%	100.0%	-56.9%	2.5%	4.1%	-8.8%	0.6%
July-14	10,790	0	4,209	9,033	4,635	10,180	0	11,931	268	1,024	404	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	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%
August-14	11,013	0	4,144	8,926	4,467	11,338	0	11,924	347	1,334	182	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	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%
September-14	20,874	0	4,035	10,237	4,828	16,185	0	12,012	256	1,069	7	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	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%
October-14	11,780	0	4,478	10,930	5,401	18,284	0	12,999	327	1,370	58	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	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%
November-14	9,570	0	3,752	9,227	4,393	16,294	0	10,751	261	1,036	154	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	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%
December-14	10,786	0	4,204	10,497	4,522	15,593	0	10,941	343	1,334	397	18,802	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	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%

\*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	3,546	1,340	448	198	13	209	\$22,579.78	\$35,971.40	\$58,551.18
% CHG	226.2%	64.2%	17.9%	11.9%	100.0%	45.1%	-4.9%	17.3%	7.6%
March-14	191	763	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%
April-14	2,880	1,039	550	204	0	230	\$26,291.41	\$41,743.00	\$68,034.41
April-15	1,891	508	355	134	10	204	\$29,330.36	\$36,175.35	\$65,505.71
% CHG	-34.3%	-51.1%	-35.5%	-34.3%	100.0%	-11.3%	11.6%	-13.3%	-3.7%
May-14	1,516	1,075	395	175	0	173	\$24,108.56	\$55,311.40	\$79,419.96
May-15	1,015	368	361	167	14	232	\$22,192.54	\$31,819.20	\$54,011.74
% CHG	-33.0%	-65.8%	-8.6%	-4.6%	100.0%	34.1%	-7.9%	-42.5%	-32.0%
June-14	237	795	404	225	0	267	\$25,943.75	\$39,225.00	\$65,168.75
June-15	938	610	358	160	64	194	\$25,243.17	\$40,257.10	\$65,500.27
% CHG	295.8%	-23.3%	-11.4%	-28.9%	100.0%	-27.3%	-2.7%	2.6%	0.5%
YTD2014	6,027	5,380	2,629	1,500	0	1,239	\$ 148,342.50	\$ 249,056.65	\$ 397,399.15
YTD2015	8,097	4,006	2,395	974	167	1,299	\$ 147,804.72	\$ 247,766.45	\$ 395,571.17
% CHG	34.3%	-25.5%	-8.9%	-35.1%	100.0%	4.8%	-0.4%	-0.5%	-0.5%
July-14	962	806	452	383	0	210	\$24,277.40	\$40,919.20	\$65,196.60
July-15								\$0.00	\$0.00
% CHG	-100.0%	-100.0%	-100.0%	-100.0%	100.0%	-100.0%	-100.0%	-100.0%	-100.0%
August-14	533	700	387	405	0	212	\$24,537.65	\$41,528.20	\$66,065.85
August-15								\$0.00	\$0.00
% CHG	-100.0%	-100.0%	-100.0%	-100.0%	100.0%	-100.0%	-100.0%	-100.0%	-100.0%
September-14	837	1,140	529	228	0	366	\$28,488.99	\$58,746.00	\$87,234.99
September-15								\$0.00	\$0.00
% CHG	-100.0%	-100.0%	-100.0%	-100.0%	100.0%	-100.0%	-100.0%	-100.0%	-100.0%
October-14	1,100	1,124	546	273	0	217	\$27,403.67	\$44,454.00	\$71,857.67
October-15								\$0.00	\$0.00
% CHG	-100.0%	-100.0%	-100.0%	-100.0%	100.0%	-100.0%	-100.0%	-100.0%	-100.0%
November-14	549	817	552	234	0	285	\$22,257.42	\$40,374.00	\$62,631.42
November-15								\$0.00	\$0.00
% CHG	-100.0%	-100.0%	-100.0%	-100.0%	100.0%	-100.0%	-100.0%	-100.0%	-100.0%
December-14	478	831	414	202	0	223	\$26,178.76	\$52,997.20	\$79,175.96
December-15								\$0.00	\$0.00
% CHG	-100.0%	-100.0%	-100.0%	-100.0%	100.0%	-100.0%	-100.0%	-100.0%	-100.0%



## 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	TRIPPER ROUTESSPECIALS	*** 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	4,090	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	6,469	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	1,466	7,491	11,083	4,604	2,949	5,460	0	96,916
% CHG	-1.7%	19.8%	-23.5%	-4.1%	-6.5%	-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%
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	7,441	3,260	5,317	4,663	3,911	737	3,909	1,837	3,352	10,077	11,793	4,527	1,510	7,374	12,481	4,467	3,114	5,066	0	94,836
% CHG	16.7%	2.3%	-24.5%	-5.6%	-18.9%	-19.6%	-7.8%	2.2%	1.8%	-3.7%	-1.7%	15.8%	27.3%	-4.5%	11.6%	-15.7%	13.2%	28.8%	0.0%	-0.2%
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	7,419	3,295	5,096	4,412	3,635	802	3,960	1,633	2,927	9,063	11,277	4,266	1,693	7,166	10,256	4,035	2,790	5,474	0	89,199
% CHG	13.3%	2.5%	-31.5%	-6.8%	-25.7%	-14.0%	-16.5%	-16.6%	-8.2%	-10.1%	-7.3%	6.8%	31.8%	-7.2%	-7.3%	-27.1%	0.4%	3.1%	0.0%	-8.6%
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	6,633	2,238	3,409	4,164	3,147	602	2,783	1,356	3,217	6,315	10,565	4,217	1,358	7,175	9,666	3,673	2,807	989	0	74,314
% CHG	24.4%	8.7%	-22.9%	10.8%	-18.0%	-13.9%	30.4%	-5.8%	-2.8%	-7.6%	0.0%	-0.5%	17.2%	1.1%	2.0%	-10.5%	6.6%	10.1%	0.0%	0.4%
YTD 14	35,963	17,786	40,487	26,767	26,374	4,855	24,257	10,049	18,548	57,830	68,618	22,375	7,573	43,061	61,131	27,990	15,804	26,236	0	535,704
YTD 15	39,293	19,798	30,242	26,199	22,143	4,221	23,860	10,005	18,787	52,938	66,223	25,017	8,612	41,519	61,713	25,967	16,524	28,783	17,098	538,942
% CHG	9.3%	11.3%	-25.3%	-2.1%	-16.0%	-13.1%	-1.6%	-0.4%	1.3%	-8.5%	-3.5%	11.8%	13.7%	-3.6%	1.0%	-7.2%	4.6%	9.7%	100.0%	0.6%
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	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	1,668	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%	-100.0%	#DIV/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	107,060
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	3,686	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%	26.5%	-2.8%	-5.6%	4.3%	15.1%	22.7%	-5.6%	7.0%	4.0%
APR 14	857	338	808	753	725	605	299	1,579	2,480	830	1,241	1,558	12,073
APR 15	1,373	282	633	679	658	540	277	1,619	2,500	934	1,289	1,853	12,637
% CHG	60.2%	-16.6%	-21.7%	-9.8%	-9.2%	-10.7%	-7.4%	2.5%	0.8%	12.5%	3.9%	18.9%	4.7%
MAY 14	967	403	835	718	582	645	343	1,670	2,348	820	1,328	1,557	12,216
MAY 15	1,315	302	584	655	544	490	304	1,398	2,376	1,034	1,271	1,774	12,047
% CHG	36.0%	-25.1%	-30.1%	-8.8%	-6.5%	-24.0%	-11.4%	-16.3%	1.2%	26.1%	-4.3%	13.9%	-1.4%
JUN 14	824	353	727	541	507	528	169	1,119	2,163	692	1,221	1,387	10,231
JUN 15	1,146	242	531	597	541	435	154	1,007	2,222	918	1,223	1,668	10,684
% CHG	39.1%	-31.4%	-27.0%	10.4%	6.7%	-17.6%	-8.9%	-10.0%	2.7%	32.7%	0.2%	20.3%	4.4%
YTD 14	5,109	2,042	4,799	4,116	3,598	3,329	1,698	8,686	13,897	4,869	7,157	8,987	68,287
YTD 15	6,823	2,070	3,563	3,801	4,178	3,041	1,669	8,659	14,525	5,538	7,276	10,209	71,352
% CHG	33.5%	1.4%	-25.8%	-7.7%	16.1%	-8.7%	-1.7%	-0.3%	4.5%	13.7%	1.7%	13.6%	4.5%
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

## June Comparisons - Ridership and Revenue

	Total Paid Rides	Total Rides*	Cash Revenue	Pre-Paid Revenue	Total Revenue
2015	58,024	74,314	\$25,243.17	\$40,257.10	\$65,500.27
2014	56,771	73,988	\$25,943.75	\$39,225.00	\$65,168.75
2013	55,515	71,798	\$25,184.48	\$45,813.60	\$70,998.08
2012	59,910	75,483	\$25,234.99	\$60,320.70	\$85,555.69
2011	60,858	78,072	\$27,136.69	\$32,709.65	\$59,846.34
2010	51,677	66,571	\$23,987.90	\$36,961.46	\$60,949.36
2009	54,002	72,428	\$27,431.96	\$48,974.58	\$76,406.54
2008	54,138	76,314	\$32,971.03	\$29,339.00	\$62,310.03
2007	50,375	75,357	\$27,409.26	\$23,404.00	\$50,813.26
2006	47,345	70,683	\$24,769.61	\$26,377.50	\$51,147.11
2005	49,086	73,625	\$20,647.96	\$23,458.00	\$44,105.96

\* Includes free and transfers

## YTD Comparisons (Jan - June) - Ridership and Revenue

	Total Paid Rides	Total Rides*	Cash Revenue	Pre-Paid Revenue	Total Revenue
2015	446,378	538,942	\$147,805	\$247,766	\$395,571
2014	435,565	535,704	\$148,343	\$249,057	\$397,399
2013	465,044	568,034	\$160,854	\$254,687	\$415,542
2012	456,491	557,992	\$154,441	\$264,471	\$418,912
2011	433,681	534,776	\$152,246	\$254,910	\$407,156
2010	370,673	470,029	\$151,926	\$234,502	\$386,428
2009	349,493	465,899	\$163,001	\$263,619	\$426,620
2008	351,459	505,418	\$189,296	\$179,862	\$369,158
2007	320,326	477,190	\$167,110	\$174,446	\$341,556
2006	318,710	472,523	\$155,143	\$239,978	\$395,121
2005	317,403	483,477	\$127,823	\$146,217	\$274,040

\* includes free and transfers



8/05/2015

To: Fox Cities Transit Commission

From: Daniel K Sandmeier,  
Assistant General Manager

**Subject: Update on Ridership**

At the Wednesday June 24<sup>th</sup> meeting of the Fox Cities Transit Commission General Manager Deborah Wetter indicated that Valley Transit would be looking into the ridership numbers as well as our on time performance.

Ridership and on time performance reporting depends on a complex network of interdependent systems. In order to determine where the issue with our ridership may be, we need to step back, and first verify the accuracy, and completeness of the information that these systems use.

In order to achieve this, the Valley Transit team is inventorying the various locations that data regarding the transit system may be stored. This can include City of Appleton graphical information systems files, our own scheduling files, the fare box system, published materials and other electronic resources, such as web sites. We then take that information and analyze it, looking for discrepancies. Once the Valley Transit Team has a master set of data, we will go back to the various systems that depend on that data and work through the processes of updating them.

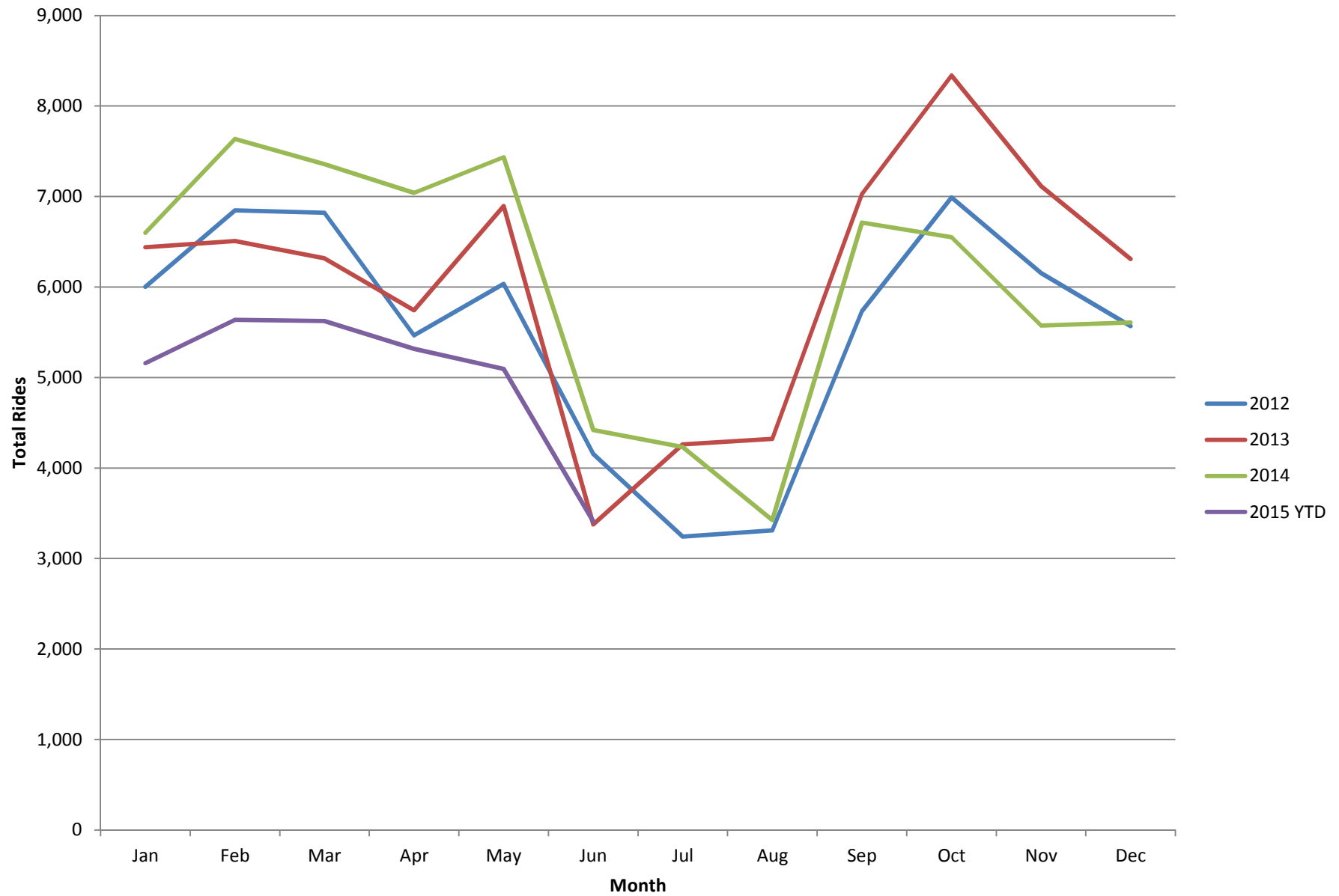
At this point, we believe we have a complete understanding of where all our data is stored. Jay Wolfgram, one of our road supervisors has driven each route, comparing published routes, stop locations and routing information to the work that is actually being performed. Michelle Knox, another road supervisor, has completed a complete inventory of all of our stop locations and is maintaining records of all changes. We have completed a set of surveys in order to compare actual counts to the numbers that our fare box system is reporting.

The next step is to gather together all the data sources, and analyze the discrepancies, and then determine what the appropriate changes will be. The process of analysis and updating can take a significant amount of time, as there are a large number of complex systems that need to be understood, and updated. Shannon, our summer finance intern, has also put together a great monthly comparison chart to aid in our understanding of the yearly trends, and month to month motion (attached).

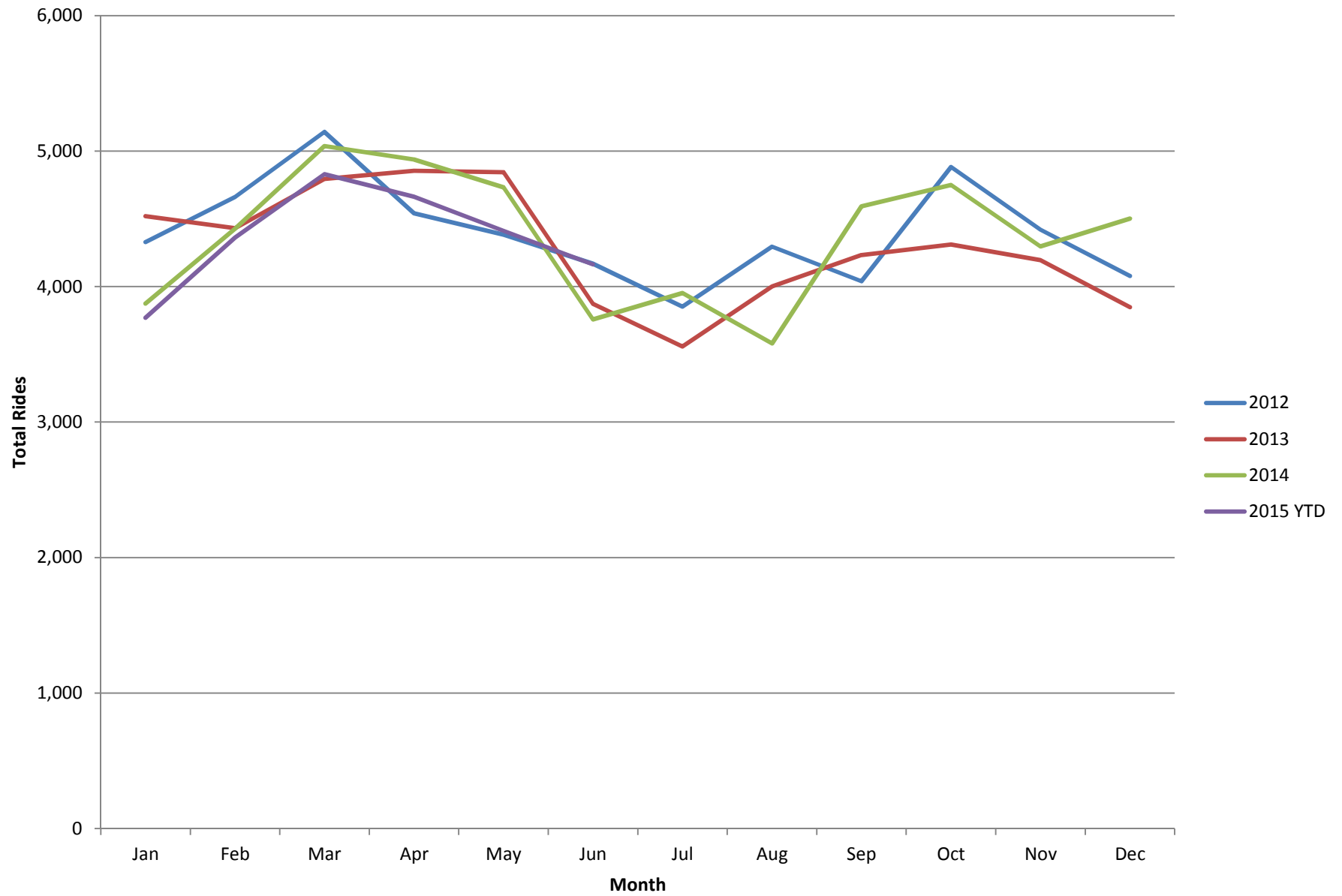
In addition to determining where the faults in our systems are, the Valley Transit team is working on interviewing drivers as well as major trip generating organizations to determine if the drops in ridership we believe we are seeing are related to changes in the riding patterns of the population effected.

The route committee has begun meeting in order to review the on time performance issues. The first route that we are looking at is Route 15. We have started to try the first set of suggestions that this team of drivers and management have come up with, and will continue meet in order to determine if they are helping, and what next steps can be taken. We are able to keep the riders and public aware of these small tweaks by using the detour notifications system that is already in place.

## Route 3

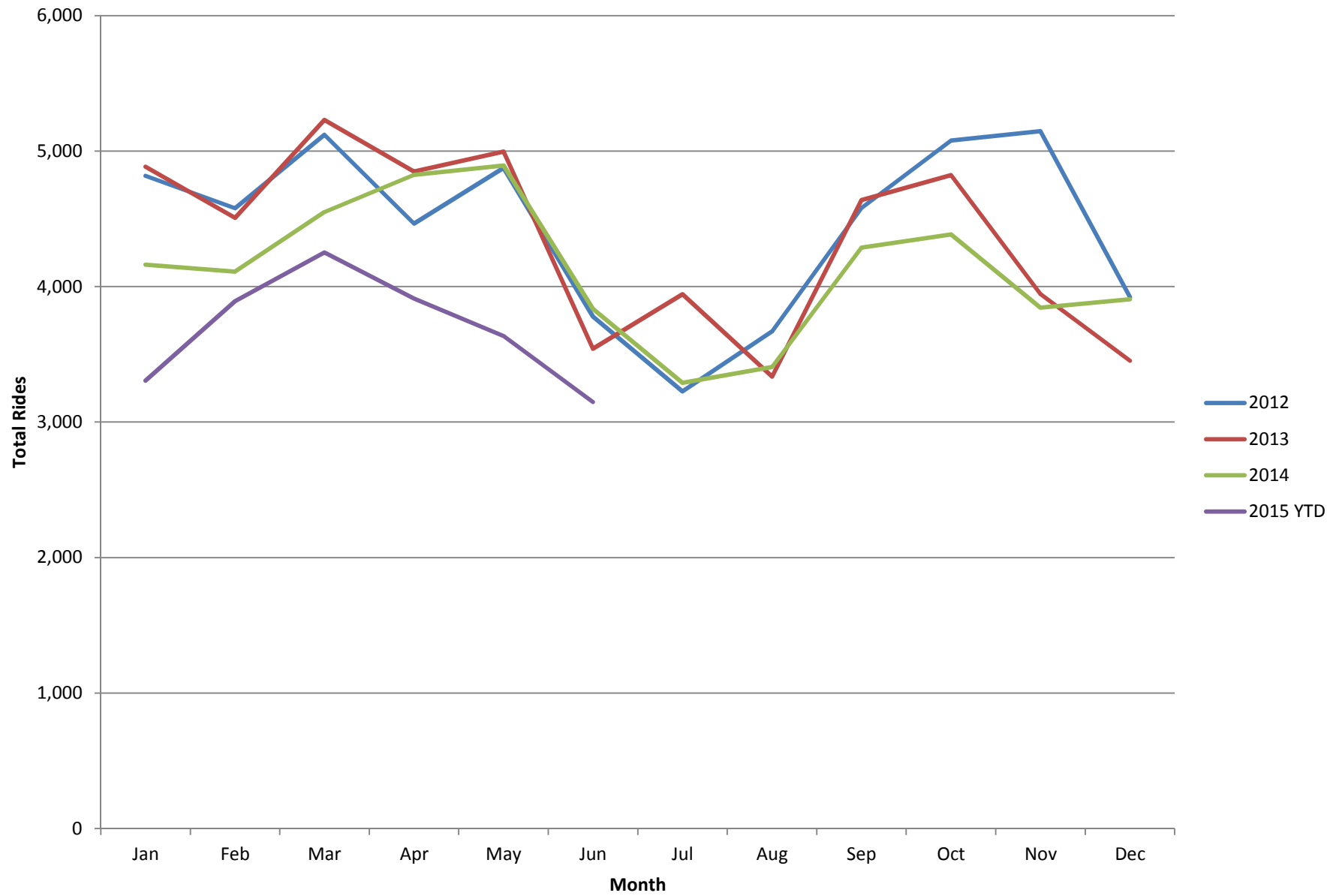


## Route 4

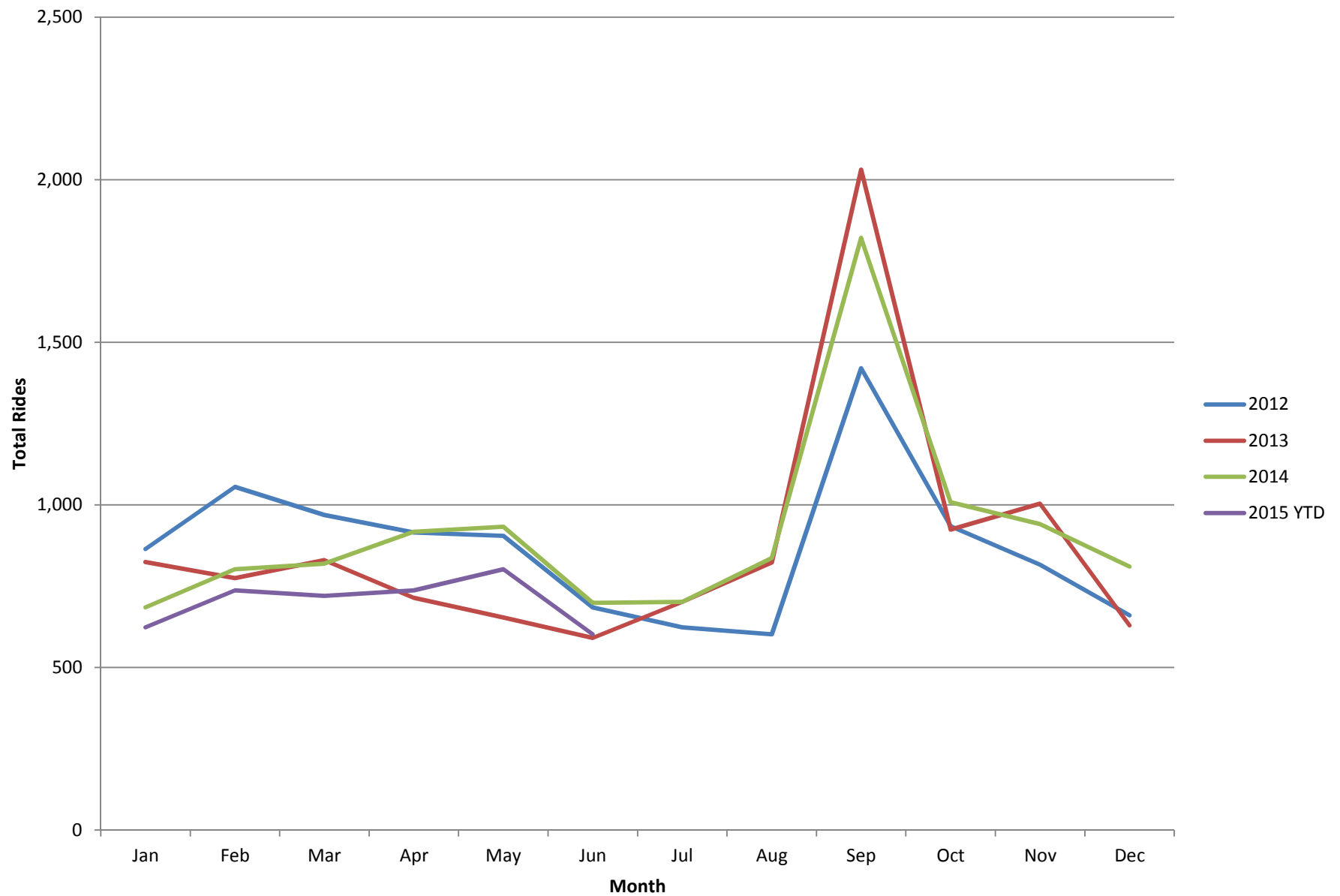




## Route 5



## Route 6



City of Appleton  
VALLEY TRANSIT INCOME STATEMENT  
For Six Months Ending June 30, 2015

Description	Month of June Actual	Prior Year June	YTD As of June Actual	Prior YTD June	2015 Amended Budget	2015 % of Total Budget
<b>REVENUES</b>						
Bus Fare Revenue	65,532	65,169	395,603	397,399	928,376	42.61%
Paratransit Fare Revenue	62,278	52,048	339,335	327,978	720,800	47.08%
Total Fare Revenue	127,810	117,217	734,938	725,377	1,649,176	44.56%
Other Charges for Service	44,601	4,970	24,542	18,996	55,000	44.62%
Other Revenues	1,611	1,018	15,995	13,629	6,000	266.58%
TOTAL REVENUES	174,022	123,205	775,475	758,002	1,710,176	45.34%
<b>EXPENSES BY LINE ITEM</b>						
Regular Salaries & Labor pool alloc	194,162	196,438	1,172,297	1,228,910	2,659,121	44.09%
Call Time	-	-	-	-	500	0.00%
Overtime	13,682	3,530	57,496	21,738	65,204	88.18%
Incentive Pay	-	-	315	70	400	78.75%
Other Compensation	1,026	-	3,391	2,325	2,000	169.55%
Fringes	75,830	79,575	431,230	464,495	1,005,212	42.90%
Unemployment Compensation	-	-	-	-	-	-
Salaries & Fringe Benefits	284,700	279,543	1,664,729	1,717,538	3,732,437	44.60%
Training & Conferences	604	385	5,958	7,354	5,300	112.42%
Employee Recruitment	214	449	8,713	708	3,162	275.55%
Parking Permits	-	-	2	110	-	-
Office Supplies	332	268	1,680	1,497	3,996	42.04%
Subscriptions	81	101	105	205	1,085	9.68%
Memberships & Licenses	45	40	4,199	4,356	4,625	90.79%
Postage & Freight	736	12	1,601	690	4,600	34.80%
Awards & Recognition	(40)	(40)	492	404	765	64.31%
Food & Provisions	-	78	799	494	1,020	78.33%
Insurance	15,962	16,614	120,095	122,789	187,841	50.99%
Insurance dividend	-	-	(24,321)	(23,105)	-	-
Insurance surplus payment	-	-	-	-	-	-
Depreciation Expense	54,423	54,937	326,536	329,624	653,072	50.00%
Administrative Expenses	72,357	72,844	445,859	445,126	865,466	51.52%
Landscape Supplies	1,384	-	1,641	-	3,000	54.70%
Shop Supplies & Tools (& misc)	3,658	4,465	16,556	25,060	29,197	56.70%
Printing & Reproduction	683	378	6,542	4,602	24,730	26.45%
Uniforms	331	149	1,841	864	4,575	40.24%
Gas Purchases	31,581	71,887	188,907	428,752	661,092	28.57%
Safety Supplies	-	-	-	175	500	0.00%
Vehicle & Equipment Parts	10,447	19,851	91,521	108,981	163,592	55.94%
Miscellaneous Equipment	-	1,207	2,006	12,424	11,100	18.07%
Signs	983	-	1,703	4,029	-	-
Supplies & Materials	49,067	97,937	310,717	584,887	897,786	34.61%
Accounting/Audit	-	1,175	11,170	10,181	10,200	109.51%
Bank Services	48	52	894	1,038	3,000	29.80%
Consulting Services	-	8,571	4,611	26,916	3,000	153.70%
Collection Services	183	283	1,441	1,258	2,847	50.61%
Contractor Fees	287,907	233,146	1,578,519	1,505,429	3,578,587	44.11%
Temp Help	-	-	5,493	1,055	2,160	254.31%
Advertising	1,506	680	9,904	11,619	46,000	21.53%

City of Appleton  
VALLEY TRANSIT INCOME STATEMENT  
For Six Months Ending June 30, 2015

Description	Month of June Actual	Prior Year June	YTD As of June Actual	Prior YTD June	2015 Amended Budget	2015 % of Total Budget
Health Services	572	673	3,638	3,305	7,962	45.69%
Snow Removal Services	-	-	1,170	1,530	3,500	0.00%
Laundry Services	355	396	2,149	2,869	6,000	35.82%
Other Contracts/Obligations	2,400	3,306	15,948	18,244	40,800	39.09%
Purchased Services	292,971	248,282	1,634,937	1,583,444	3,704,056	44.14%
Electric	3,850	2,827	28,434	28,315	61,251	46.42%
Gas	122	405	18,697	22,668	43,500	42.98%
Water	1,120	1,084	3,221	3,202	7,841	41.08%
Waste Disposal/Collection	364	347	1,155	1,147	2,788	41.43%
Stormwater	1,499	1,516	4,026	4,064	7,500	53.68%
Telephone	595	763	4,420	4,564	9,700	45.57%
Utilities	7,550	6,942	59,953	63,960	132,580	45.22%
Building/Grounds Repair & Maintenance	296	1,046	5,588	9,713	-	0.00%
Vehicle Repair & Maintenance	3,335	4,421	6,480	6,813	1,500	432.00%
Equipment Repair & Maintenance	-	453	6,394	5,180	3,498	182.79%
FMD Charges & Material	7,831	8,373	50,653	57,272	114,537	44.22%
Software Support	5,286	3,995	32,714	29,492	62,552	52.30%
CEA Equipment Rental	-	-	-	-	2,147	0.00%
Repairs & Maintenance	16,748	18,288	101,829	108,470	184,234	55.27%
Total Operating Expenses	723,393	723,836	4,218,024	4,503,425	9,516,559	44.32%
OPERATING INCOME (LOSS)	(549,371)	(600,631)	(3,442,549)	(3,745,423)	(7,806,383)	
<b>NON-OPERATING REVENUES</b>						
Federal Support	-	-	-	-	2,573,013	0.00%
State Support	622,596	535,606	731,180	642,941	2,541,844	28.77%
Appleton Support	219,771	213,272	1,318,626	1,279,632	591,062	223.09%
Other Local Support	479,875	486,678	2,106,941	2,012,208	1,442,359	146.08%
Investment Income	622	(212)	2,497	10,369	25,000	9.99%
Donations	4,167	4,167	56,076	39,884	114,659	48.91%
Fund Balance Applied	-	-	-	-	-	0.00%
TOTAL NON-OPERATING REVENUE	1,327,031	1,239,511	4,215,320	3,985,034	7,287,937	57.84%
Buildings	-	-	-	-	-	0.00%
Machinery & Equipment	4,479	-	8,097	-	-	0.00%
Vehicles	-	-	-	-	-	0.00%
Capital Expenditures	4,479	-	8,097	-	-	0.00%
NET INCOME (LOSS)	773,181	638,880	764,674	239,611	(518,446)	

City of Appleton  
PURCHASED TRANSPORTATION  
For Six Months Ending June 30, 2015

Description	Month of June Actual	Prior Year June	YTD As of June Actual	Prior YTD June	Full Year Amended Budget	% of Total Budget
<b>PURCHASED TRANSPORTATION EXPENSE</b>						
VTII - Disabled	180,422	149,642	853,322	912,397	1,993,078	42.81%
VTII - Elderly	3,327	3,568	21,496	23,095	59,680	36.02%
PT - Optional (Sunday)	1,082	937	6,056	5,055	20,460	29.60%
Family Care Sheltered Workshop	43,201	41,237	249,390	245,311	491,138	50.78%
Outagamie County Demand Response Rural	15,924	13,781	89,271	88,565	234,700	38.04%
Outagamie County Human Services Transportation	-	-	3,206	1,507	12,023	26.67%
Neenah Dial - A - Ride	10,816	11,393	63,942	70,759	203,310	31.45%
Darboy - Call - A - Ride	75	855	3,135	5,760	18,000	17.42%
Calumet County New Hope	15,532	13,809	82,222	46,785	130,821	62.85%
Calumet County Van Service	3,739	-	16,085	15,031	55,100	29.19%
Connector - Extended Service Hours	31,341	33,863	180,568	183,854	390,000	46.30%
Connector - Extended Service Area	7,913	6,380	51,127	43,700	115,500	44.27%
Downtown Trolley	3,904	1,952	3,904	1,952	30,024	13.00%
Total Purchased Transportation	317,276	277,417	1,623,724	1,643,771	3,753,834	43.26%

## 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	10/28/2015	Twice/year
Octoberfest Fare Increase	10/22/14	Lobner	8/12/2015	