



# Wisconsin Department of Transportation

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April 10, 2017

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Federal Transit Administration  
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Attn.: Evan Gross

Subject: FY 2017 Transit Planning Work Program

The Wisconsin Department of Transportation (WisDOT) is requesting approval of its CY 2017 Transit Planning Work Program, attached. This program contains all projects financed with Section 5304 funds that are ongoing or will start in 2017. It includes new projects slated to be funded via planning grants WI-2016-032 (amendment in progress) and WI-2017-02 (application in progress). These projects are summarized in the table below.

GRANTEE	SERVICE AREA	PROJECT DESCRIPTION	TOTAL COST	FEDERAL SHARE	STATE SHARE	LOCAL SHARE
East Central Wisconsin RPC	Oshkosh	Transit development plan	\$71,294	\$57,035	\$0	\$14,259
East Central Wisconsin RPC	Appleton	Transit development plan	\$100,295	\$80,236	\$0	\$20,059
City of Janesville	Janesville	Transit development plan	\$85,000	\$56,000	\$0	\$29,000
Forest County Potawatomi	Forest County	Service feasibility study	\$41,037	\$32,830	\$0	\$8,207
Bay-Lake RPC	Sheboygan	Transit development plan	\$44,360	\$35,488	\$0	\$8,872
City of Stevens Point	Stevens Point	Transit development plan	\$70,000	\$56,000	\$0	\$14,000

Project descriptions and additional information for these and other ongoing projects are included in the work program.

Note that the original version of the work program was transmitted to Bill Wheeler for review via email on January 23, 2017. Please disregard that version; WisDOT only seeks approval of the revised program attached to this letter.

If you have any questions or comments regarding this work program amendment, please contact Steve Hirshfeld in our Transit Section at [stephen.hirshfeld@dot.wi.gov](mailto:stephen.hirshfeld@dot.wi.gov)

Sincerely,

A handwritten signature in black ink, appearing to read 'I. Ritz', with a stylized flourish at the end.

Ian Ritz, Chief  
Transit Section / Bureau of Transit, Local Roads, Railroads and Harbors

cc: Aileen Switzer  
Jennifer Sarnecki  
John Nordbo

Enclosure:  
2017 Transit Planning Work Program

Wisconsin Department of Transportation

# State Transit Planning Work Program

Calendar Year 2017



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## **Introduction**

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This publication details active transit planning projects for which the Wisconsin Department of Transportation (WisDOT) has awarded federal funds under the Federal Transit Administration's Statewide Planning (Section 5304) program. Such projects include both those awarded FFY 2016 funds and those awarded previous years' funds. The former includes projects on which, as of January 19, 2017, work is either pending or is just starting subject to WisDOT-issued "pre-award authority." The latter encompasses projects on which work began in CY 2016 or earlier.

The Section 5304 program allocates federal funds annually to state departments of transportation to finance statewide transit planning activities that:

- support the economic vitality of the metropolitan area, especially by enabling global competitiveness, productivity, and efficiency;
- increase the safety of the transportation system for motorized and non-motorized users;
- increase the security of the transportation system for motorized and non-motorized users;
- increase the accessibility and mobility of people and for freight; (E) protect and enhance the environment, promote energy conservation, improve the quality of life, and promote consistency between transportation improvements and State and local planned growth and economic development patterns;
- enhance the integration and connectivity of the transportation system, across and between modes, for people and freight;
- promote efficient system management and operation; or
- emphasize the preservation of the existing transportation system.

The Federal Transit Administration (FTA) apportions Section 5304 funds to states using a formula that considers each state's urbanized area population in proportion to the whole nation's urbanized area population and other factors. States, in turn, may use the funds directly and sub-allocate them to eligible entities for specific planning projects. The federal share for all such projects is capped at 80% of the cost of the projects so funded. In recent years, WisDOT has received annual Section 5304 allocations averaging about \$305,000.

## **Planning Project Summaries**

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Following are summaries for each funded project that is ongoing or expected to begin in 2017. Each summary includes: 1) a general statement of the project's objective and scope; 2) budget estimates for both the current and upcoming period; 3) a brief summary of any accomplishments during the prior federal fiscal year; and 4) a statement of proposed activity for the following calendar year.

Wisconsin Department of Transportation  
**2017 State Transit Planning Work Program**

Project Summary				
Project	Transit Development Plan for City of Appleton			
Project Type	Local Transit Planning			
Project ID / Fed Grant ID	xxxxxxxxxx / WI-2016-032-01			
Subrecipient	East Central Wisconsin Regional Planning Commission			
Project Details				
Project Status (New/Continued)	New			
UPWP Reference	ECWRPC 2017 Work Program & Budget, p. 54			
Responsible Individual	Nick Musson			
Work Area	East Central Wisconsin Regional Planning Commission			
Projected Start Date	January 1, 2017			
Projected End Date	December 31, 2018			
Financing				
Expenditures Last Period	N/A	Federal Funding	State Funding	Local Funding
Proposed Project Budget	\$100,295	\$80,236	\$0	\$20,059
Proposed Contract Work Budget	\$50,000	\$40,000	\$0	\$10,000
Estimated CY 2017 Project Budget	\$50,000	40,000	\$0	\$10,000

**Project Objective and Work Summary**

The City of Appleton will retain East Central Wisconsin Regional to develop a new five-year transportation development plan (TDP) that updates the City’s 2009 plan. It will embody the City’s 2015 Transit Strategic Plan, with an emphasis on establishing a plan to fulfill future needs and optimize growth of the system. Tasks will include:

- inventorying existing conditions affecting transit service and needs (e.g., demographics, land use patterns, and socio-economic conditions of the city and surrounding service area) and existing system characteristics (e.g., system layout, ridership, fare structure, equipment, facilities, and financing);
- conducting a boarding and alighting survey and community survey to help define current and future transportation needs and evaluate passenger opinion of Valley Transit;
- evaluating the productivity of individual Valley Transit routes and route segments;
- determining whether any existing routes require major or minor modifications in order to improve service and/or system efficiency, and whether any appropriate additions and deletions to transit service exist;
- determining whether existing fare policies are appropriate or should be changed;
- determining which capital projects should be pursued to achieve transit goals, with an emphasis on revenue vehicles;
- determining how transit can be used to achieve mobility and land use goals;
- developing strategies that allow Valley Transit to best accommodate changing demographics and land use patterns;
- identifying land use policies that could be established to facilitate public transit service growth;

- determining appropriate federal, state, local and user funding levels for transit service;
- developing recommendations for how Valley Transit should market itself over the next several years;
- recommending methods that Valley Transit should use to internally monitor its performance; and
- establishing an appropriate implementation sequence for recommendations made in the TDP.

### **Completed Activities Last Period (CY 2016)**

N/A

### **Proposed Activities This Period (CY 2017)**

Proposed activities include:

- establishing and orienting a project steering committee;
- guiding the steering committee in development of a transit service logic model;
- developing an action plan;
- inventorying existing conditions affecting transit service and needs (e.g., demographics, land use patterns, and socio-economic conditions of the city and surrounding service area) and existing system characteristics (e.g., system layout, ridership, fare structure, equipment, facilities, and financing);
- conducting rider survey and community survey to help define current and future transportation needs and evaluate passenger opinion of Valley Transit; and
- coordinating public forums(s) as appropriate to accommodate plan development.

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<b>Project Summary</b>				
Project	Transit Development Plan for City of Janesville			
Project Type	Local Transit Planning			
Project ID / Fed Grant ID	xxxxxxxxxx / WI-2016-032-01			
Subrecipient	City of Janesville			
<b>Project Details</b>				
Project Status (New/Continued)	New			
UPWP Reference	Janesville Area Metropolitan Planning Organization 2017 Work Program, pp. 12, 13, 16, 18			
Responsible Individual	Terry Nolan			
Work Area	Janesville Area Metropolitan Planning Organization			
Projected Start Date	January 15, 2017			
Projected End Date	November 30, 2017			
<b>Financing</b>				
Expenditures Last Period	N/A	Federal Funding	State Funding	Local Funding
Proposed Project Budget	\$85,000	\$56,000	\$0	\$29,000
Proposed Contract Work Budget	\$70,000	\$56,000	\$0	\$14,000
Estimated CY 2017 Project Budget	\$85,000	\$56,000	\$0	\$29,000

**Project Objective and Work Summary**

The City of Janesville, in collaboration with the Janesville Area Metropolitan Organization, will be procuring services for development of a transit development plan (TDP) in 2017. The TDP study will provide a roadmap for future development of the Janesville Transit System (JTS). The TDP will evaluate the routes, operating structure and financial condition of the Janesville Transit System, including analyzing current demand; evaluating current system performance; developing performance measures and goals; evaluating existing system speed and timing; examining feasibility of transitioning JTS to a “bus stop only” transit system; developing design alternatives to the current bus stop sign; evaluating performance of JTS’ tripper and “Nightside” services; considering adding shared-ride taxi service; and developing alternative scenarios. Based on the above assessment, the TDP also will recommend potential service restructuring to improve JTS responsiveness to community needs (subject to existing and anticipated fiscal constraints) and will propose a five-year capital plan for the service, if warranted.

The Janesville Area MPO’s regular planning allocation (\$12,600) and the City of Janesville General Fund (\$16,400) will both contribute to the required local share.

**Completed Activities Last Period (CY 2016)**

N/A

### **Proposed Activities This Period (CY 2017)**

The City of Janesville and the Janesville Area MPO will issue an RFP for services, evaluate proposals, and select a contractor to substantively complete the TDP. Beyond that, the MPO and JTS staff will perform a variety of supporting tasks including data coordination, conducting public meetings, and general project administration.

Broadly, the hired contractor will be expected to complete the following tasks:

- determine current demand for public transportation services within the City of Janesville and forecast demand over the coming five-year period;
- evaluate current system performance and develop performance measures and goals.
- evaluate existing system speed and timing, including recommendations for adding or eliminating route sections, shortening or extending routes, or altering headways;
- examine the feasibility of transitioning JTS to a “bus stop only” transit system;
- develop bus stop sign design alternatives;
- evaluate current tripper service efficiency;
- evaluate the performance of Nightside Route Deviation service and suitability of expanding Nightside operations or replacing it with shared ride tax service;
- make recommendations on the potential incorporation of shared-ride taxi service to augment or replace existing fixed route or route deviation service as a cost-saving alternative; and
- develop implementation alternatives that best meet the needs of the community.

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Project Summary				
Project	Forest County Potawatomi Community Public Transit Feasibility Study			
Project Type	Local/Regional Feasibility Study			
Project ID / Fed Grant ID	xxxxxxxxxx / WI-2016-032-01			
Subrecipient	Forest County Potawatomi Community			
Project Details				
Project Status (New/Continued)	New			
UPWP Reference	N/A			
Responsible Individual	Steve Hirshfeld			
Work Area	DTIM, BTLRRH, Transit Section			
Projected Start Date	January 1, 2017			
Projected End Date	December 31, 2017			
Financing				
Expenditures Last Period	N/A	Federal Funding	State Funding	Local Funding
Proposed Project Budget	\$41,037	\$32,829	\$0	\$8,208
Proposed Contract Work Budget	\$39,275	\$32,829	\$0	\$6,446
Estimated CY 2017 Project Budget	\$41,037	\$32,829	\$0	\$8,208

**Project Objective and Work Summary**

Forest County Potawatomi Community (FCPC) Tribal Transit System will hire a contractor to identify any transportation service alternatives that are economically viable and meet the Tribal community’s mobility needs. The study will consider complements to FCPC’s existing specialized transportation services for elderly and disabled members. FCPC’s land historically was designated in a fragmented pattern, resulting in the development of three communities separated by substantial distances. This presents transit service design challenges, particularly since various services and amenities are available only in one of the three communities.

**Completed Activities Last Period (CY 2016)**

N/A

**Proposed Activities This Period (CY 2017)**

FCPC will draft and issue an RFP to procure consulting services for the project. The hired contractor then will be expected to study current conditions and demographics, collect feedback from Community members, identify and analyze existing transportation service options, complete a needs analysis (based on existing and forecasted transit service demands), and determine the means by which these needs can best be met, considering logistics, costs, and service sustainability. FCPC will turn over relevant information to the contractor, such as existing public surveys and previously-considered potential transit route maps.

The contractor's determination will include identification of local, county-wide and regional coordination opportunities, equipment and infrastructure needs, environmental impacts, human resource requirements, and analysis of costs and benefits. The contractor will issue a set of preliminary recommendations followed by a final report containing refined recommendations, a summary of major findings, and an implementation action plan.

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Project Summary				
Project	City of Oshkosh Transit Development Plan			
Project Type	Local Transit Planning			
Project ID / Fed Grant ID	xxxxxxxxxx / WI-2016-032-01			
Subrecipient	East Central Wisconsin Regional Planning Commission			
Project Details				
Project Status (New/Continued)	New			
UPWP Reference	ECWRPC 2017 Work Program & Budget, p. 54			
Responsible Individual	Nick Musson			
Work Area	East Central Wisconsin Regional Planning Commission			
Projected Start Date	January 1, 2017			
Projected End Date	December 31, 2017			
Financing				
Expenditures Last Period	N/A	Federal Funding	State Funding	Local Funding
Proposed Project Budget	\$71,294	\$57,035	\$0	\$14,259
Proposed Contract Work Budget	\$35,000	\$28,000	\$0	\$7,000
Estimated CY 2017 Project Budget	\$71,294	\$57,035	\$0	\$14,259

**Project Objective and Work Summary**

The City of Oshkosh will retain East Central Wisconsin Regional to develop a new five-year transportation development plan (TDP) for its transit system, GO Transit. Tasks will include:

- inventorying existing conditions affecting transit service and needs (e.g., demographics, land use patterns, and socio-economic conditions of the city and surrounding service area) and existing system characteristics (e.g., system layout, ridership, fare structure, equipment, facilities, and financing);
- conducting a boarding and alighting survey and community survey to help define current and future transportation needs and evaluate passenger opinion of GO Transit;
- evaluating the productivity of individual GO Transit routes and route segments;
- determining whether any existing routes require major or minor modifications in order to improve service and/or system efficiency, and whether any appropriate additions and deletions to transit service exist;
- determining whether existing fare policies are appropriate or should be changed;
- determining which capital projects should be pursued to achieve transit goals, with an emphasis on revenue vehicles;
- determining how transit can be used to achieve mobility and land use goals;
- developing strategies that allow GO Transit to best accommodate changing demographics and land use patterns;
- identifying land use policies that could be established to facilitate public transit service growth;
- determining appropriate federal, state, local and user funding levels for transit service;
- developing recommendations for how Valley Transit should market itself over the next several years;

- recommending methods that Valley Transit should use to internally monitor its performance; and
- establishing an appropriate implementation sequence for recommendations made in the TDP.

### **Completed Activities Last Period (CY 2016)**

N/A

### **Proposed Activities This Period (CY 2017)**

Proposed activities include:

- establishing and orienting a project steering committee;
- guiding the steering committee in development of a transit service logic model;
- developing an action plan;
- inventorying existing conditions affecting transit service and needs (e.g., demographics, land use patterns, and socio-economic conditions of the city and surrounding service area) and existing system characteristics (e.g., system layout, ridership, fare structure, equipment, facilities, and financing);
- conducting rider survey and community survey to help define current and future transportation needs and evaluate passenger opinion of GO Transit; and
- coordinating public forums(s) as appropriate to accommodate plan development.

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<b>Project Summary</b>				
Project	City of Sheboygan Transit Development Plan			
Project Type	Local Transit Planning			
Project ID / Fed Grant ID	xxxx-xx-xx / WI-2017-002-00			
Subrecipient	City of Sheboygan			
<b>Project Details</b>				
Project Status (New/Continued)	New			
UPWP Reference	Sheboygan Metropolitan Planning Area Transportation Planning Work Program 2017, pp. 14, 21, 22, 32			
Responsible Individual	Jeff Agee-Aguayo			
Work Area	Bay-Lake Regional Planning Commission			
Projected Start Date	February 1, 2017			
Projected End Date	January 31, 2018			
<b>Financing</b>				
Expenditures Last Period	N/A	Federal Funding	State Funding	Local Funding
Proposed Project Budget	\$44,360	\$35,488	\$0	\$8,872
Proposed Contract Work Budget	\$44,360	\$35,488	\$0	\$8,872
Estimated CY 2017 Project Budget	\$41,000	\$32,800	\$0	\$8,200

**Project Objective and Work Summary**

The Bay-Lake Regional Planning Commission (BLRPC) will complete a transit development plan (TDP) for Shoreline Metro to cover the period from 2018 through 2022. The area considered in this study will consist of the Cities of Sheboygan and Sheboygan Falls and Village of Kohler, located within the Sheboygan Urbanized Area. The Commission completed the last TDP for Shoreline Metro (covering 2012 through 2016) in 2011.

The TDP planning process will permit careful consideration of factors expected to impact transit services (including the need for such services) over the study period, as well as the development of a strategy to optimize the use of capital and operational funding to meet the needs of the service area. The TDP will involve careful consideration of the appropriate future direction for public transportation services in the Sheboygan area, as well as the appropriate manner in which such services should be provided.

**Completed Activities Last Period (CY 2016)**

N/A

**Proposed Activities This Period (CY 2017)**

BLRPC will develop a plan reflecting the following work elements:

- transit system overview, which will describe the existing state of the transit system. Key components include descriptions Shoreline Metro's organization and management, service characteristics, fare structure, ridership, funding, vehicles and facilities operated by the transit system, and other transit and/or paratransit providers serving the Sheboygan Metro area.
- community profile characterization, which will describe demographic, socioeconomic, land use, transportation and other characteristics of the Shoreline Metro service area.
- ridership opinion assessment, which will analyze ridership opinion concerning elements of Shoreline Metro's service, and provide ridership demographic information.
- ridership assessment, which will analyze Sheboygan Metro's route ridership patterns. The assessment will partly reflect results of a boarding and alighting survey, and will address total daily boardings and alightings, maximum loads by route and departure time, a peak and off-peak boarding and alighting comparison, route-level boarding and alighting profiles, an analysis of low demand segments for individual routes, and an analysis of high demand loading points for individual routes.
- a system performance assessment, which will compare Shoreline Metro with several peer transit operations using various transit performance measures. This element will also involve development and application of a cost allocation model across different routes.
- alternatives analysis, which will evaluate the relative expected outcomes of several alternative transit system configurations and service delivery options. Parameters to be considered in the examination of the alternatives include route miles, service hours, ridership, cost per passenger, cost per mile, cost per hour, passengers per mile, passengers per hour, and farebox revenue per passenger.
- service change recommendations, which will consider both general service (including route specific recommendations) and ADA paratransit service. The recommendations will include a financial plan (fare structure, capital plan) for the preferred alternative that covers a five to six year period beginning with the year of plan adoption, marketing suggestions, and contingency measures.

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Project Summary				
Project	City of Stevens Point Transit Development Plan			
Project Type	Local Transit Planning			
Project ID / Fed Grant ID	xxxx-xx-xx / WI-2017-002-00			
Subrecipient	City of Stevens Point			
Project Details				
Project Status (New/Continued)	New			
UPWP Reference	N/A			
Responsible Individual	Steve Hirshfeld			
Work Area	DTIM, BTLRRH, Transit Section			
Projected Start Date	January 1, 2017			
Projected End Date	December 31, 2017			
Financing				
Expenditures Last Period	N/A	Federal Funding	State Funding	Local Funding
Proposed Project Budget	\$70,000	\$56,000	\$0	\$14,000
Proposed Contract Work Budget	\$70,000	\$56,000	\$0	\$14,000
Estimated CY 2017 Project Budget	\$70,000	\$56,000	\$0	\$14,000

**Project Objective and Work Summary**

This project will chart a course for improving and potentially expanding the Stevens Point Transit (SPT) system from 2017 through 2022. The effort will involve SPT staff, a TDP advisory committee, the City’s Transportation Commission and Common Council, WisDOT staff, and a contracted consultant hired by the City. (The advisory committee will include representation from the Common Council, service users, and the community at large.)

The City is currently collaborating with the Portage County Board of Supervisors to consolidate the County Aging and Disability Resource Center (ADRC) transportation and SPT services into a “One-Call” transportation service for all county residents, with all service provided through SPT. The TDP will provide a resource for continued planning for the consolidated services.

**Completed Activities Last Period (CY 2016)**

N/A

**Proposed Activities This Period (CY 2017)**

This study will involve a detailed study of existing public transportation services and analysis of transportation system conditions (including demographics, utilization rates, etc.), and a resultant assessment of mobility needs. It will further require SPT’s contractor to refine public transportation service goals, set priorities for future service,

establish funding and development plans, and specify means by which SPT can implement and monitor these plans. The contractor and/or City will hold Informational meetings and a public hearing at key points in the study process. Regular progress reports will be made to the City of Stevens Point Common Council, Transportation Commission and TDP Advisory Committee.

Project Summary				
Project	City of Manitowoc Transit Development Plan			
Project Type	Local Transit Planning			
Project ID / Fed Grant ID	39504511440 / WI-80-X007			
Subrecipient	Bay-Lake Regional Planning Commission			
Project Details				
Project Status (New/Continued)	Continued			
UPWP Reference	Bay-Lake Regional Planning Commission 2016-2017 Work Program and 2016 Annual Budget, pp. 9, 11			
Responsible Individual	Jeff Agee-Aguayo			
Work Area	Bay-Lake Regional Planning Commission			
Projected Start Date	May 17, 2014			
Projected End Date	January 26, 2017			
Financing				
Expenditures Last Period	\$8,131	Federal Funding	State Funding	Local Funding
Proposed Project Budget	\$47,381	\$37,905	\$0	\$9,476
Proposed Contract Work Budget	\$2,000	\$1,600	\$0	\$400
Estimated CY 2017 Project Budget	\$5,219	\$4,175	\$0	\$1,044

### Project Objective and Work Summary

The transit development plan (TDP) will provide strategic guidance for Maritime Metro Transit (MMT) covering the period from 2017 through 2021. The TDP planning process permits careful consideration of transit system design, factors expected to impact transit services during the period covered by the TDP, and development of a strategy to optimize the use of capital and operational funding to meet the needs of the service area.

Specific project objectives include the following:

- to establish, through an inclusive effort, policies guiding the development of MMT over a five to six year period;
- to determine MMT's most productive and least productive routes and route segments;
- to determine the most appropriate type(s) of transit service (fixed-route, demand response, shared-ride taxis, route deviation, or a combination of these) for the distinct transit markets in the Manitowoc-Two Rivers area;
- to examine whether bringing complementary paratransit service, as required under the Americans with Disabilities Act (ADA), would be cost effective;
- to determine the feasibility of housing Manitowoc County's mobility manager at MMT's administrative office;
- to determine, in the event that fixed-route service is most appropriate for the service area, whether fixed-route service needs great changes, or whether minor modifications to routes are adequate;

- to modify routing such that routes are more uniformly timed, route overlap is reduced, and on-time performance improves;
- to determine appropriate additions and deletions to transit service, particularly with consideration of added service in southwest Manitowoc in the vicinity of Silver Lake College;
- to examine passenger opinion of MMT;
- to determine appropriate fare policies for the transit system;
- to identify specific capital projects that should be pursued to achieve transit goals;
- to determine how transit can be used to achieve mobility and land use goals;
- to determine how MMT can best accommodate changing demographics and land use patterns;
- to recommend marketing strategies for MMT;
- to recommend methods that MMT should utilize to monitor its performance; and
- to determine the appropriate implementation sequence for recommendations made in the TDP.

### **Completed Activities Last Period (CY 2016)**

The following activities were completed in 2016:

- drafting of TDP chapters on ridership opinion and route ridership patterns;
- collaboration between BLRPC and the TDP Review Committee to establish goals, objectives, standards and a mission statement for the TDP, followed by drafting of a TDP chapter covering these areas and their use in evaluating current transit operations;
- development of a restructuring plan for MMT routes in the cities of Manitowoc and Two Rivers;
- revisions to the draft "Alternatives Analysis" TDP chapter based on comments from the Maritime Metro TDP Review Committee;
- information collection for preparation of the TDP's "Recommended Plan" chapter;
- mapping of proposed route changes, and application of mapping to refine "Alternatives Analysis" and "Recommended Plan" TDP chapters;
- use of mapping to calculate the length of each route, and to assess the cost, budget and performance indicators associated with the revised route structure alternative being examined in the TDP;
- RPC participation at two public hearings regarding proposed route revisions and a proposed increase in the cost of monthly bus passes;
- revisions of "Recommended Plan" chapter based on input received at the public hearings and from MMT staff and the TDP Review Committee; and
- preparation of a final recommended plan, executive summary, introductory chapter, and three TDP appendices.

### **Proposed Activities This Period (CY 2017)**

BLRPC will complete final revisions to its TDP document in early 2017 in response to comments from members of the TDP Review Committee, and will then publish its report.

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Project Summary				
Project	La Crosse County Commuter Transit Service Expansion Study			
Project Type	Local/Regional Feasibility Study			
Project ID / Fed Grant ID	39504511440 / WI-80-X007			
Subrecipient	La Crosse County			
Project Details				
Project Status (New/Continued)	Continued			
UPWP Reference	N/A			
Responsible Individual	Steve Hirshfeld			
Work Area	DTIM, BTLRRH, Transit Section			
Projected Start Date	September 8, 2015			
Projected End Date	January 31, 2017			
Financing				
Expenditures Last Period	\$35,000	Federal Funding	State Funding	Local Funding
Proposed Project Budget	\$40,000	\$32,000	\$0	\$8,000
Proposed Contract Work Budget	\$35,000	\$28,000	\$0	\$7,000
Estimated CY 2017 Project Budget	\$5,000	\$4,000	\$0	\$1,000

*approximate amount*

**Project Objective and Work Summary**

La Crosse County has retained the Mississippi River Regional Planning Commission (MRRPC) to evaluate the economic and logistic feasibility of expanding regional commuter transit operations to the north and east of the City of La Crosse. The analysis stems from the recent success of the Scenic Mississippi River Transit (SMRT) service, which provides regional public transportation to the south of La Crosse (between La Crosse, Viroqua and Prairie du Chien); public feedback at recent transportation and land use study fora; and a recent study identifying a parking shortfall in downtown La Crosse of up to 1,700 spaces.

**Completed Activities Last Period (CY 2016)**

Jointly, MRRPC and La Crosse County:

- conducted employer, employee and park-and-ride surveys related to interest in commuter service in the study area;
- held public information meetings and participated in other community events;
- completed a review of existing transportation services in the study area (including fixed route bus systems, shared-ride taxi systems, intercity bus services);
- reviewed study area demographics, particularly as they related to potential use of commuter transit service;

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- formulated potential commuter bus routes into and through the City of La Crosse, and estimated ridership on each such route;
- identified vehicle types to be used for the potential routes, and established possible service hours, route frequencies, and other details;
- estimated revenues, capital costs and operating costs, and estimated federal, state, and local shares of net expenses;
- identified and discussed service implementation and administration issues, marketing issues, and local and regional transit service coordination; and
- completed a final draft study report.

**Proposed Activities This Period (CY 2017)**

Minor revisions to the final draft document are possible pending its review by WisDOT and governing committees.

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Project Summary				
Project	Iron County Transit Feasibility Study			
Project Type	Local/Regional Feasibility Study			
Project ID / Fed Grant ID	xxxx-xx-xx / WI-2016-032-00			
Subrecipient	Iron County			
Project Details				
Project Status (New/Continued)	Continued			
UPWP Reference	N/A			
Responsible Individual	Steve Hirshfeld			
Work Area	DTIM, BTLRRH, Transit Section			
Projected Start Date	October 5, 2016			
Projected End Date	August 30, 2017			
Financing				
Expenditures Last Period	\$0	Federal Funding	State Funding	Local Funding
Proposed Project Budget	\$44,700	\$35,760	\$0	\$8,940
Proposed Contract Work Budget	\$44,700	\$35,760	\$0	\$8,940
Estimated CY 2017 Project Budget	\$44,700	\$35,760	\$0	\$8,940

**Project Objective and Work Summary**

On behalf of the Iron County Transportation Coordination Committee, the Northwest Regional Planning Commission (NWRPC) is studying the feasibility of establishing public transit service(s) in Iron County. The study stems from feedback from county residents regarding their inability to access medical appointments and shopping destinations because they cannot drive and lack transit services.

**Completed Activities Last Period (CY 2016)**

Minimal work was completed on the study in 2016.

**Proposed Activities This Period (CY 2017)**

NWRPC expects to complete the following projects tasks this year:

- Assessment of existing conditions
  - Population, households, & other demographics (county, town, and block levels)
  - Land use
  - Other demographic & socio-economic trends
  - Income
  - Auto ownership

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- School enrollments
- Housing developments
- Elderly population
- Disabled population
- Elderly needs
- Disabled needs
- Work and shopping
- Medical services
- Inventory of existing transportation services
  - Identity
  - Eligibility
  - Ridership limitations
- Identification of transit funding sources
  - State
  - Federal
  - Local
  - Other
- Establishment of new transportation service parameters
  - Type(s) of operations
  - Destinations
  - Costs
- Recommendations

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Project Summary				
Project	St. Croix County Transit Service Feasibility Study			
Project Type	Local/Regional Feasibility Study			
Project ID / Fed Grant ID	xxxx-xx-xx / WI-2016-032-00			
Subrecipient	West Central Wisconsin Regional Planning Commission			
Project Details				
Project Status (New/Continued)	Continued			
UPWP Reference	N/A			
Responsible Individual	Steve Hirshfeld			
Work Area	DTIM, BTLRRH, Transit Section			
Projected Start Date	October 5, 2016			
Projected End Date	May 31, 2017			
Financing				
Expenditures Last Period	\$23,028	Federal Funding	State Funding	Local Funding
Proposed Project Budget	\$35,000	\$28,000	\$0	\$7,000
Proposed Contract Work Budget	\$35,000	\$28,000	\$0	\$7,000
Estimated CY 2017 Project Budget	\$11,972	\$9,578	\$0	\$2,394

**Project Objective and Work Summary**

This study is intended to assess feasible alternatives for public transit service in St. Croix County, and to provide the county’s newly-established Transit Planning Subcommittee (TPS) with guidance for systematically and sustainably developing over the next several years a transit network that serves both the urban and rural areas of St. Croix County. This planning effort will help the TPS progress on several recommendations in the 2013 St. Croix County Human Services Transportation Coordination Plan, including: increasing transportation options for the transportation disadvantaged, developing and expanding transportation services, and maximizing the efficiency of transportation services through technology, innovation and coordination. The West Central Wisconsin Regional Planning Commission (WCWRPC) is completing the study under contract with St. Croix County.

**Completed Activities Last Period (CY 2016)**

Work completed in 2016 includes a review of existing transit services in the County, and an extensive public outreach program to gather input on local desires and needs. Public input opportunities included an online survey (also available in hardcopy at events throughout the County), special outreach to technical colleges and to UW-River Falls to encourage survey participation, an open house for local officials and one for general public attendance, and presentations at several countywide meetings and events.

WCWRPC also completed the analysis portion of the study in 2016. This work included a review of demographic and travel data found in U.S. Census Bureau products, a peer review of seven transit systems in Wisconsin with

relevance to the St. Croix County area, and analysis of the online survey data. Late in 2016, the study steering committee initiated discussions on potential service alternatives.

**Proposed Activities This Period (CY 2017)**

WCWRPC will further develop service alternatives and issue the completed set of alternatives to the public for review and comment, via open houses and website posting. Following an input period, WCWRPC will formulate and document recommendations for service and governance options. Work is expected to be completed Spring 2017.

Project Summary				
Project	Southwestern Wisconsin Transportation Needs, Coordination and Mobility Management Study			
Project Type	Regional Transit Planning			
Project ID / Fed Grant ID	xxxx-xx-xx / WI-2016-032-00			
Subrecipient	Southwestern Wisconsin Regional Planning Commission			
Project Details				
Project Status (New/Continued)	Continued			
UPWP Reference	N/A			
Responsible Individual	Steve Hirshfeld			
Work Area	DTIM, BTLRRH, Transit Section			
Projected Start Date	January 1, 2017			
Projected End Date	December 31, 2017			
Financing				
Expenditures Last Period	\$12,000	Federal Funding	State Funding	Local Funding
Proposed Project Budget	\$80,000	\$64,000	\$0	\$16,000
Proposed Contract Work Budget	\$0	\$0	\$0	\$0
Estimated CY 2017 Project Budget	\$68,000	\$54,400	\$0	\$13,600

*approximate amount*

### **Project Objective and Work Summary**

Southwestern Wisconsin RPC (SWWRPC) is conducting a study on behalf of Grant, Green, Iowa, Lafayette, and Richland counties designed to establish a plan for better serving the mobility needs of southwestern Wisconsin's residents. The study is examining the need to regionalize transportation services - including funding, marketing and collaboration; to enhance mobility opportunities; and to improve upon local and regional transportation programs. All of these were emphasized in the Southwestern Wisconsin Locally Developed Coordinated Public Transit Plan for 2014-2018. Additionally, the study is addressing the feasibility of housing, funding and coordinating a mobility manager position to serve all the counties.

Work involved in examining these topics includes conducting a series of interviews around each county, research, data gathering and analysis, and map creation. Specific study outcomes will include:

- Identifying common corridors;
- Identifying transportation needs for each county and the southwest Wisconsin region;
- Determining new opportunities for service provision;
- Determining role for mobility manager, plan to implement, house, and serve;
- Determining strategies for operational coordination and efficiency - training, volunteer drivers, etc.; and

- Identifying potential for macro and micro-regional level coordination and collaboration of transportation operations to create efficiencies and provide greater service.

### **Completed Activities Last Period (CY 2016)**

SWWRPC largely finished collecting and documenting existing information related to existing transportation services, including their routes, equipment, policies, etc. SWWRPC has submitted this information to the Southwestern Wisconsin Transit Team – a regional work group that meets regularly to discuss transportation coordination planning issues – for its review. Additionally, SWWRPC completed most of the associated mapping and graphics, and roughly 25% of the drafting of the associated study chapter.

SWWRPC also partially completed tasks associated with the project's needs assessment. These tasks include identifying needs through review of previously developed plans, collecting and analyzing transportation data, and conducting interviews and surveys.

### **Proposed Activities This Period (CY 2017)**

SWWRPC will complete its review of existing services and associated drafting. It plans to share its outreach plan with the Greater Wisconsin Agency on Aging Resources in January, 2017. SWWRPC also anticipates completing remaining tasks associated with the study, including identifying opportunities for transportation collaboration and coordination, completing a mobility manager study, developing an implementation plan, developing a marketing plan, and publishing a final report.

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Project Summary				
Project	Milwaukee County Bus Rapid Transit Implementation Study			
Project Type	Local Transit Planning			
Project ID / Fed Grant ID	39504511600 / WI-2016-032-00			
Subrecipient	Southeastern Wisconsin Regional Planning Commission			
Project Details				
Project Status (New/Continued)	Continued			
UPWP Reference	Southeastern Wisconsin Regional Planning Commission Overall Work Program 2016, pp. 3-19, 3-20			
Responsible Individual	Kevin Muhs			
Work Area	Southeastern Wisconsin Regional Planning Commission			
Projected Start Date	April 29, 2016			
Projected End Date	March 31, 2018			
Financing				
Expenditures Last Period	\$100,000	Federal Funding	State Funding	Local Funding
Proposed Project Budget	\$300,000	\$240,000	\$60,000	\$0
Proposed Contract Work Budget	\$0	\$0	\$0	\$0
Estimated CY 2017 Project Budget	\$160,000	\$128,000	\$32,000	\$0

*approximate amount*

**Project Objective and Work Summary**

This project entails a coordinated effort among SEWRPC, Milwaukee County, and the cities of Milwaukee and Wauwatosa to develop a proposal and design for a bus rapid transit (BRT) line in the urbanized east-west corridor. The regional transportation plan has long recommended the development of such transit service.

The work is intended to include the project planning and environmental analysis necessary to prepare a project development application for federal funding under the Federal Transit Administration (FTA) Small Starts grant program.

**Completed Activities Last Period (CY 2016)**

SEWRPC's 2016 work includes developing a statement of purpose and need, providing forecasts of travel volumes, vehicle occupancy rates, and crash data along the roadways being considered for BRT; providing information on the demographics, population, and employment of the areas within and adjacent to the corridor; and meeting with local official, neighborhood groups, and concerned citizens to present and discuss the BRT project. Commission staff also are serving on the project management team and Stakeholder Advisory Group, assisting the County with reviewing and refining materials submitted by the County's consultant. Additionally, staff are assisting the County with the development of its Small Starts grant application.

**Proposed Activities This Period (CY 2017)**

SEWRPC activities for 2017 include:

- evaluating alternative BRT alignments and configurations (curb and median running);
- selecting one or a limited set of alternative alignments and configurations to pursue;
- assisting in the identification and quantification of BRT project benefits and costs;
- assisting in the conduct of further public involvement efforts;
- assisting in the ongoing development of FTA Small Starts project ratings, e.g., ridership and vehicle-miles travelled, land use, cost-effectiveness, congestion relief, and otherwise continue assisting the County with its Small Starts application through completion; and
- assisting in cost estimation and estimation of local financial commitment.

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Project Summary				
Project	Transit System Management Performance Reviews			
Project Type	Statewide Transit Planning and Administration			
Project ID / Fed Grant ID	39504511441 / WI-2016-032-00			
Subrecipient	N/A			
Project Details				
Project Status (New/Continued)	Continued			
UPWP Reference	N/A			
Responsible Individual	Steve Hirshfeld			
Work Area	DTIM, BTLRRH, Transit Section			
Projected Start Date	January 1, 2017			
Projected End Date	December 31, 2017			
Financing				
Expenditures Last Period	\$64,525	Federal Funding	State Funding	Local Funding
Proposed Project Budget	\$162,000	\$129,600	\$32,400	\$0
Proposed Contract Work Budget	\$162,000	\$129,600	\$32,400	\$0
Estimated CY 2017 Project Budget	\$81,000	\$64,800	\$16,200	\$0

**Project Objective and Work Summary**

This project is intended to satisfy the requirement of s. 85.20, Wis. Stats, which requires WisDOT to conduct management performance reviews of all urban transit systems receiving state aid at least once every five years. The intent is to ensure that the state’s transit systems are being operated in the most efficient and cost effective manner possible.

WisDOT has hired a contractor (SRF Consulting) to conduct management performance reviews of 14 urban and rural transit systems over a two-year period. The project entails a detailed examination of the environments in which each transit system operates, assessments of each system’s performance in numerous administrative areas, and delivery of strategies for improvements where warranted. Transit system managers are expected to use any such recommendations to correct identified deficiencies and improve service effectiveness and operating efficiency.

For each system, the contractor is required to provide two deliverables: 1) a peer analysis, which quantitatively evaluates the system’s performance compared to comparable transit systems, and 2) an assessment report, coming after an on-site visit, which provides an analysis of the system’s administrative effectiveness, and provides recommendations for system improvements.

### **Completed Activities Last Period (CY 2016)**

The contractor identified performance metrics and data sources for system peer reviews, and subsequently completed peer analyses for each of the seven 2016 subject transit systems: Bay Area Rural Transit (serving the City of Ashland and surrounding areas), Bad River Tribe (Odanah), Duluth Transit Authority (Superior), Hartford City Taxi, Milwaukee County Transit System, Namekagon Transit (Hayward and surrounding areas), and Stevens Point Transit. The contractor also developed a field guide for collecting information prior to and during site visit to each system. Subsequently, the contractor visited each system and completed an on-site review.

### **Proposed Activities This Period (CY 2017)**

The contractor will complete and submit site review memos for each of the systems visited in 2016. It will subsequently complete peer analyses of each of seven 2017 subject transit systems: Door County Transit, Dunn County Transit, Madison Metro, Menominee Indian Tribe of WI Transit (Keshena and surrounding areas), Merrill-Go-Round Transit (City of Merrill), Oneida Public Transit (Oneida Nation area) and Rusk County Transit. These will be followed by site visits to each system and development of a new set of site review memos. Finally, the contractor will submit a final report that incorporates previously-developed technical memoranda and provides an improvement plan for each of the fourteen subject transit systems.