



# Fond du Lac Area Transit 2022 Transit Development Plan

Stakeholder Engagement Meeting  
May 18, 2022



# Agenda

1. Introduction and Process
2. Transit Planning 101
3. Review of Existing Conditions
4. Roundtable Discussion/Tradeoffs Exercise
5. Next Steps

# Introduction

- Fond du Lac Area Transit is conducting a 2022 Transit Development Plan to identify opportunities for transit service improvements
- Transit Development Plan (TDP) is typically a 5-year document; previous was completed in 2016
- Key Elements:
  - Existing Conditions Analysis (pre- and post-COVID)
  - Rider, Driver, and Community Surveys (Spring-Summer 2022)
  - Stakeholder Engagement (YOU ARE HERE)

# Transit Development Plan Process



# Transit Planning 101

## Factors that influence transit demand and service performance:

- Population Density
- Employment Density
- Equity Considerations
- Zero-Vehicle Households
- Affordable Housing Locations
- Land Use
- Street and Sidewalk Network
- Traffic Operations

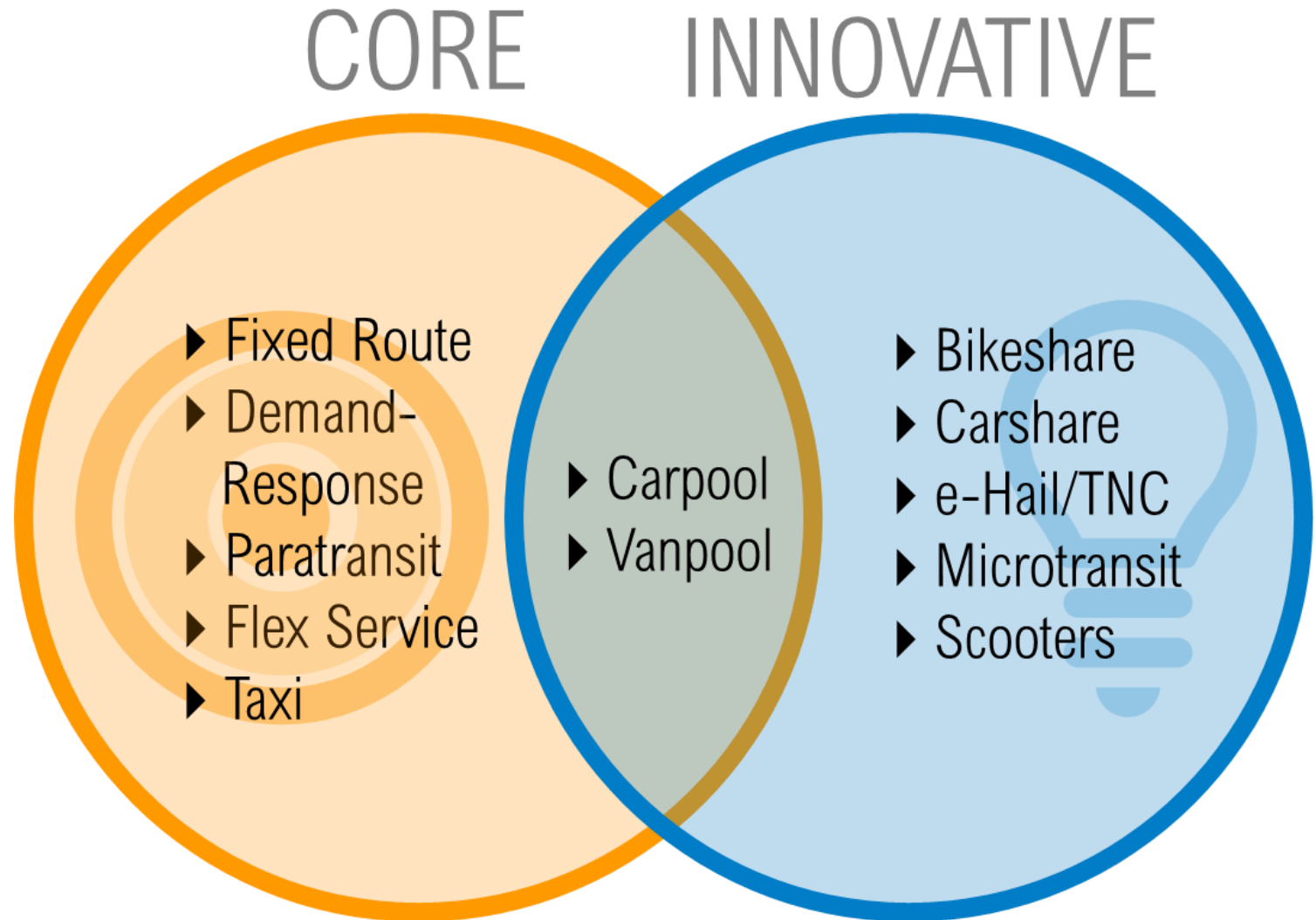
## Important tradeoffs in the provision of transit service:

- Coverage vs. Frequency
- Speed vs. Directness
- Frequency vs. Span of Service/  
Days Per Week
- Service to specific destinations/populations vs. Overall transit market
- Fixed-route vs. Demand-response service

# Transit Planning 101

## Transit Service Options/ Modes

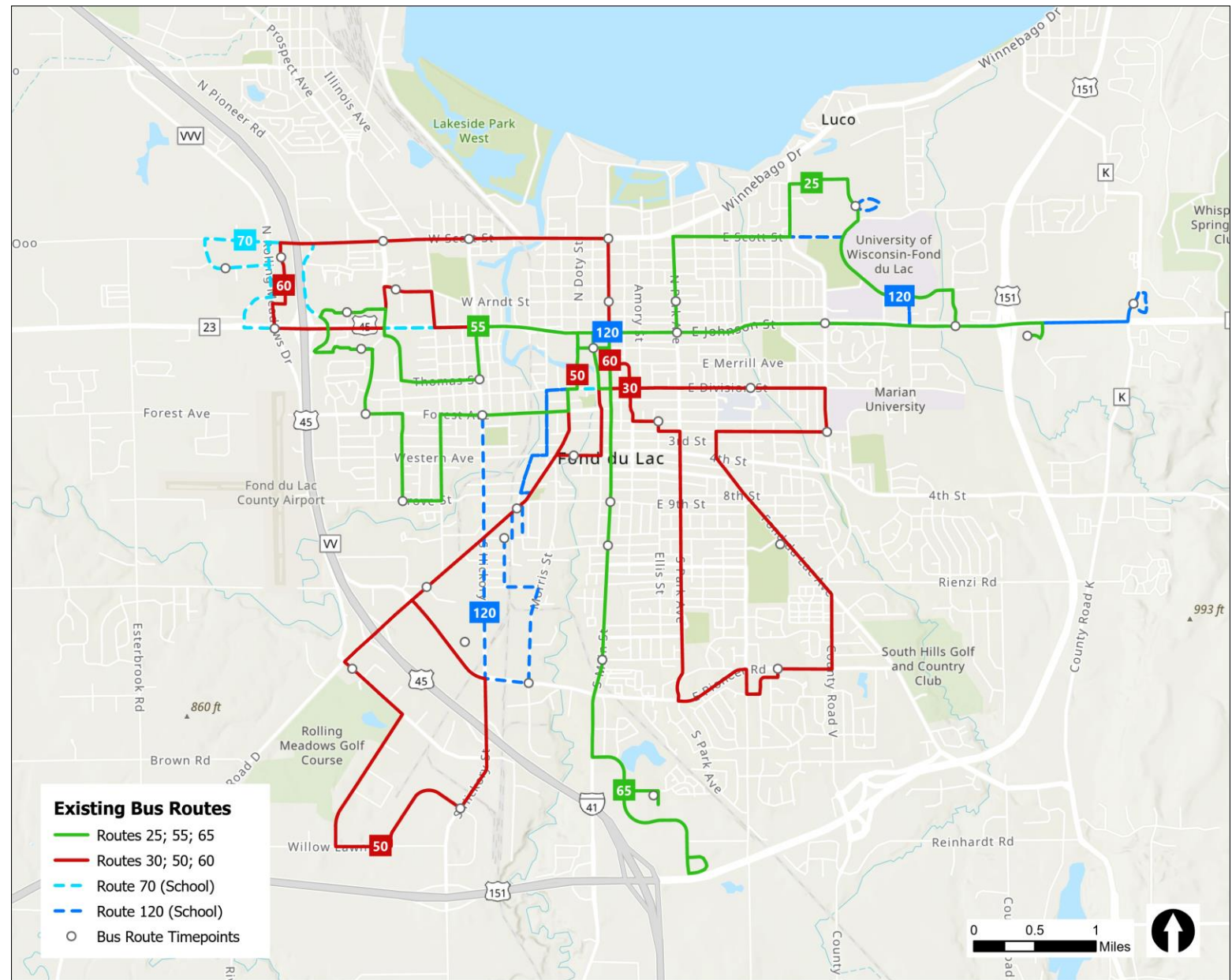
- Numerous transit options are already provided by Fond du Lac Area Transit
- Innovative options may augment and extend the reach of the transit network



# Existing Transit Service

Fond du Lac Area Transit operates the following:

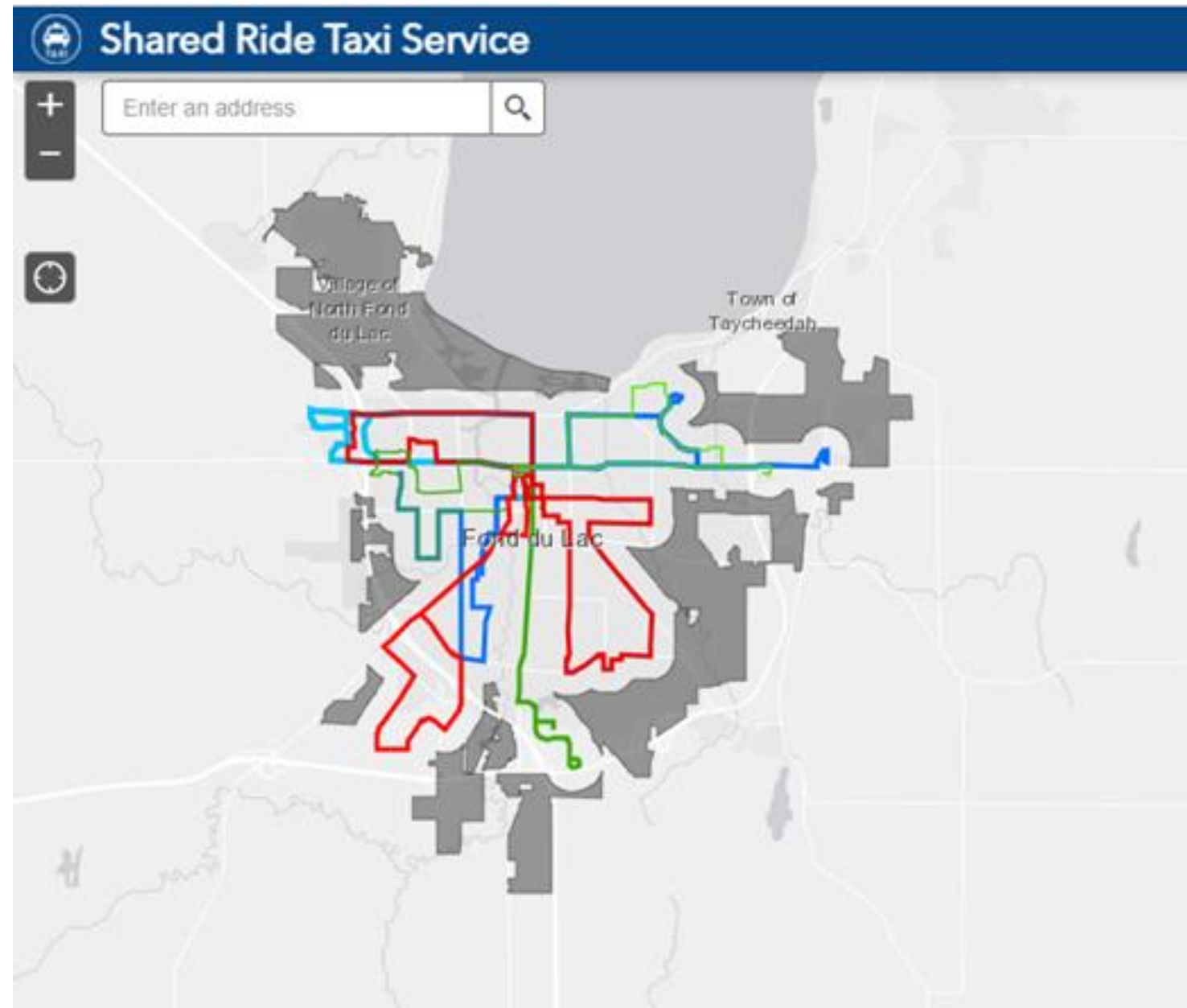
- **6 weekday bus routes** (every 30 minutes peak, 60 minutes off-peak)
- **Route 70**, 2 trips on weekdays serving Brooke Industries
- **Route 120**, 2 trips on public school days serving area schools



# Existing Transit Service

In addition to fixed-route transit, Fond du Lac Area Transit operates the following:

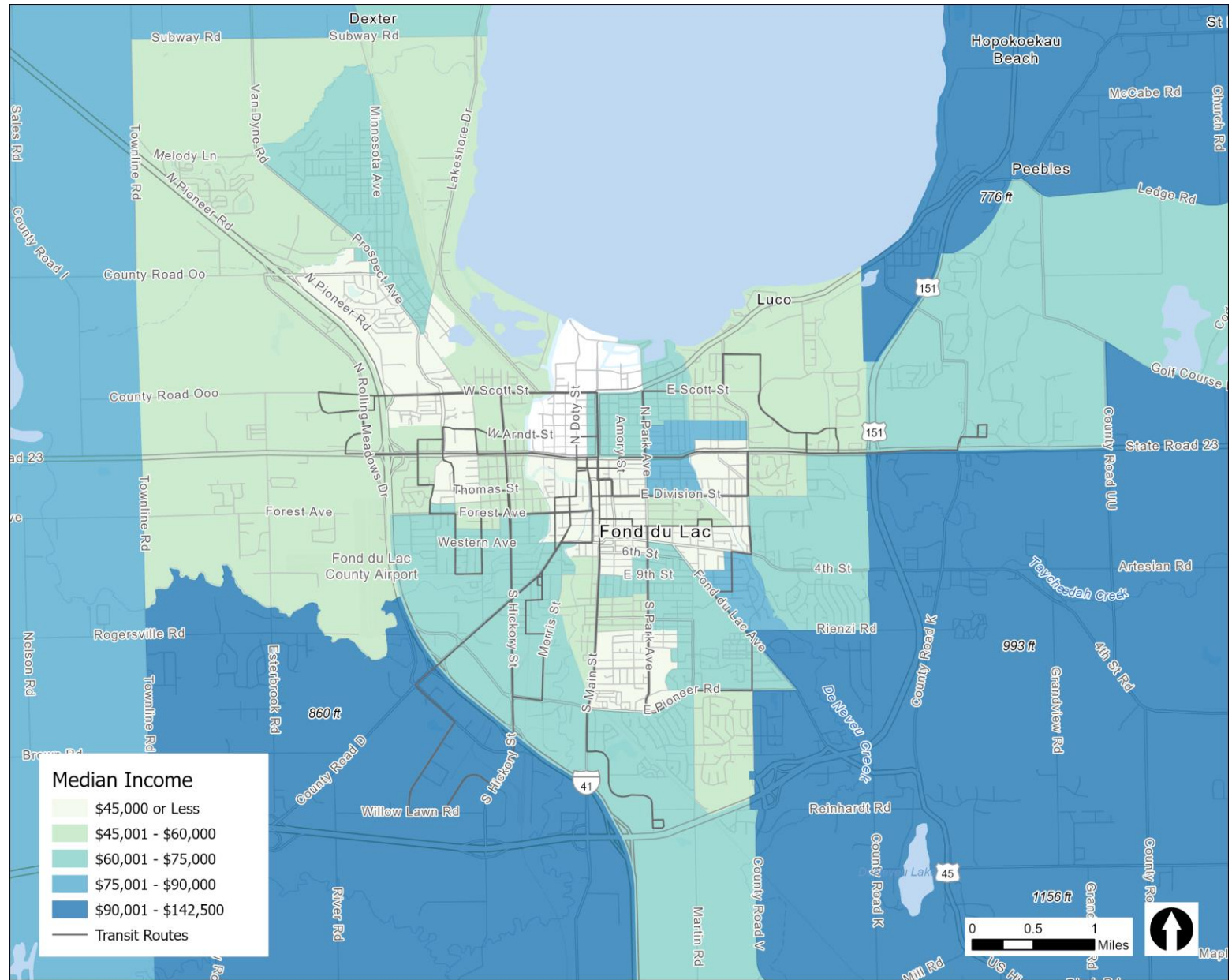
- **Shared-Ride Taxi**  
(within City of Fond du Lac; shown at right)
- **Handi-Van**  
ADA Paratransit
- **JOBTRANS**  
demand-response service  
(pre-COVID; suspended)





# Existing Conditions

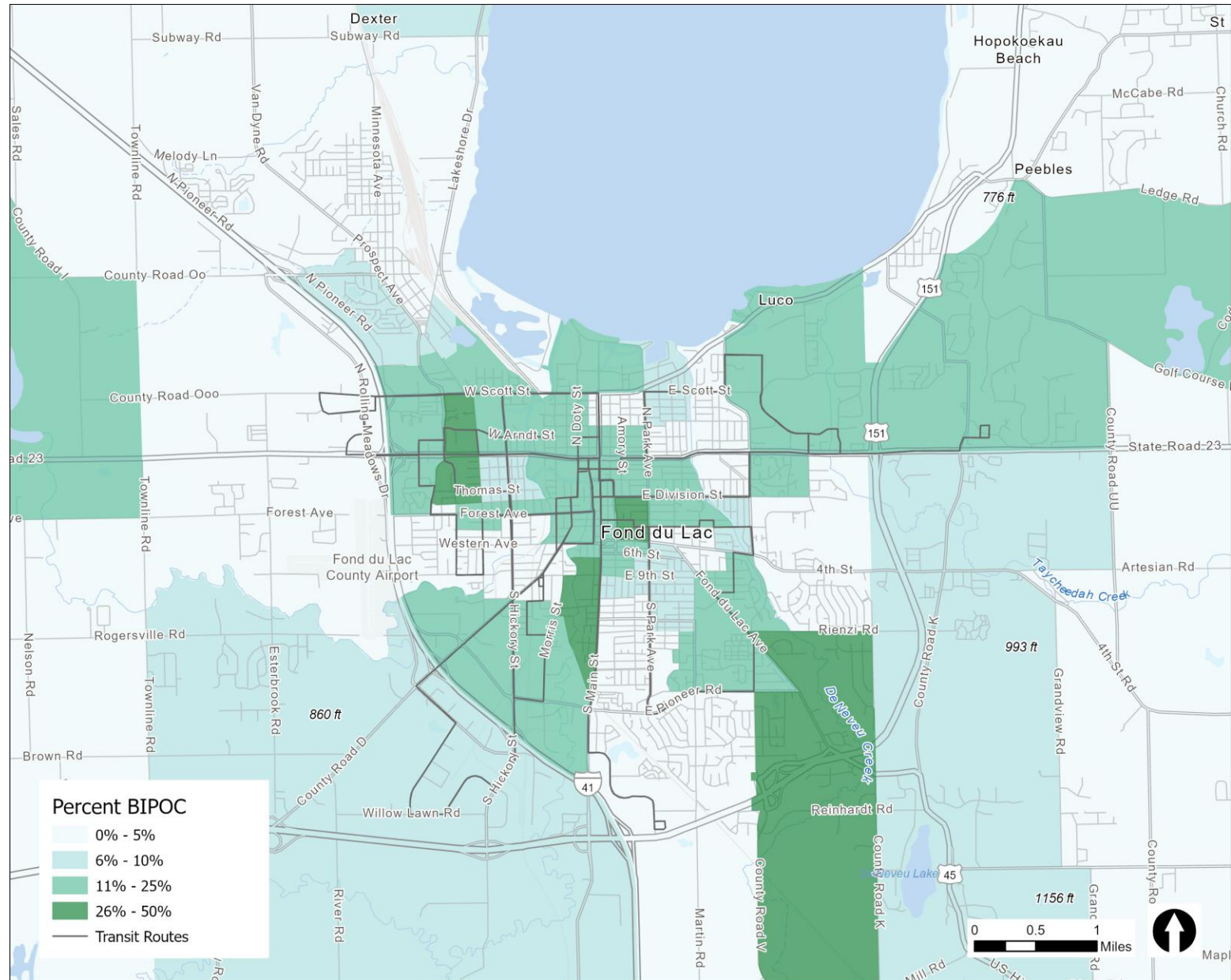
## Household Income



# Existing Conditions

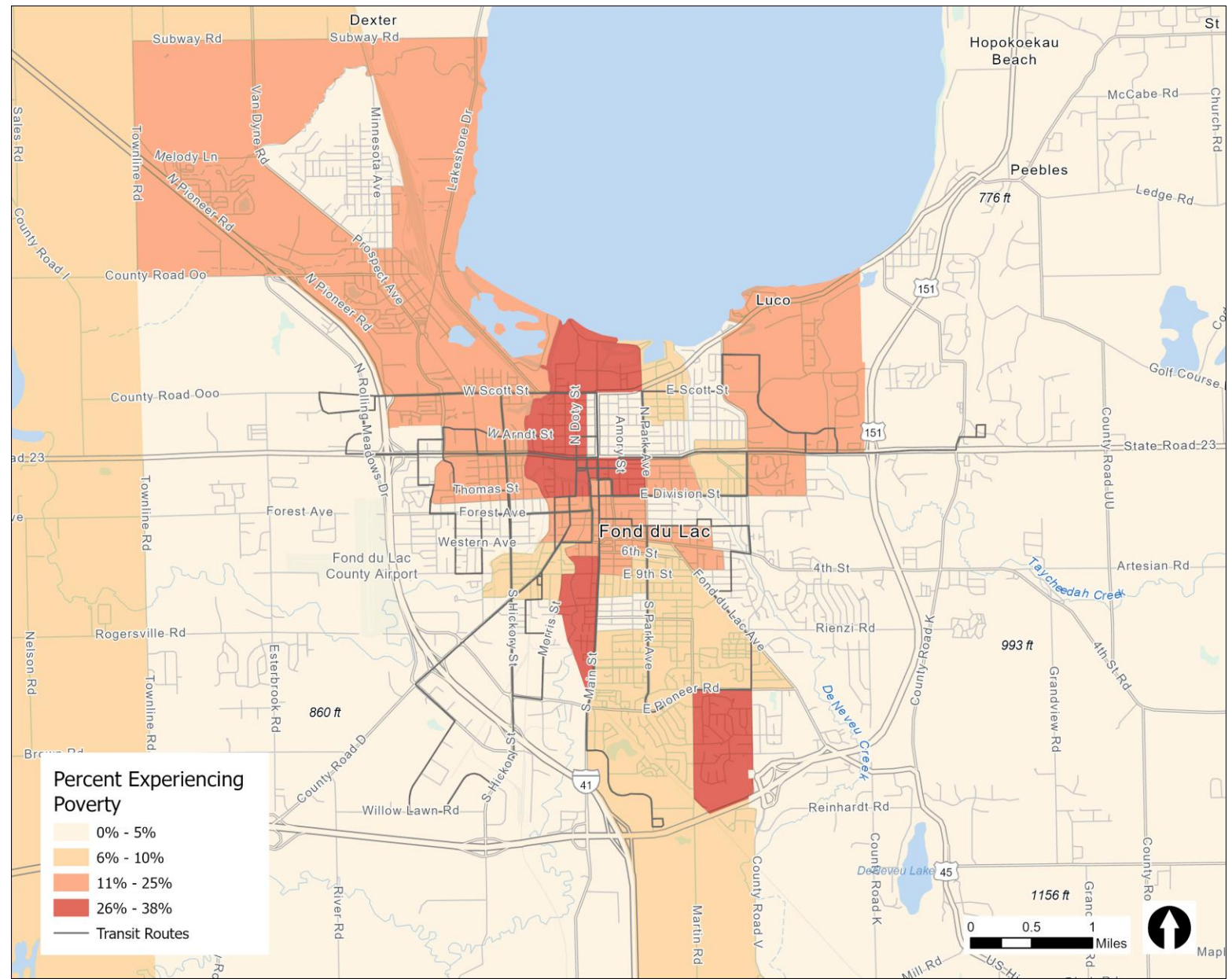
## Race and Ethnicity

BIPOC Communities: Black, Indigenous, and People of Color



# Existing Conditions

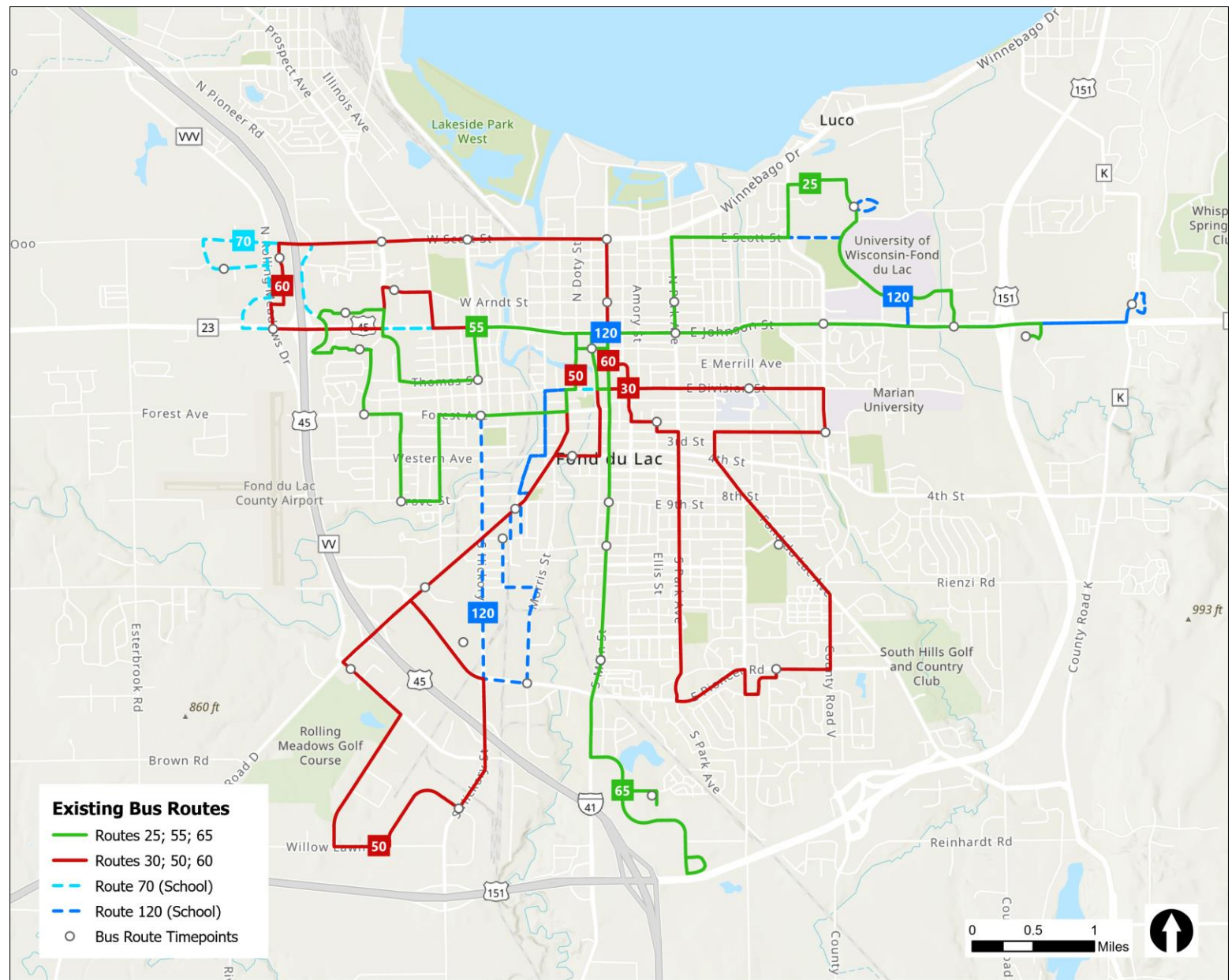
## Population Experiencing Poverty





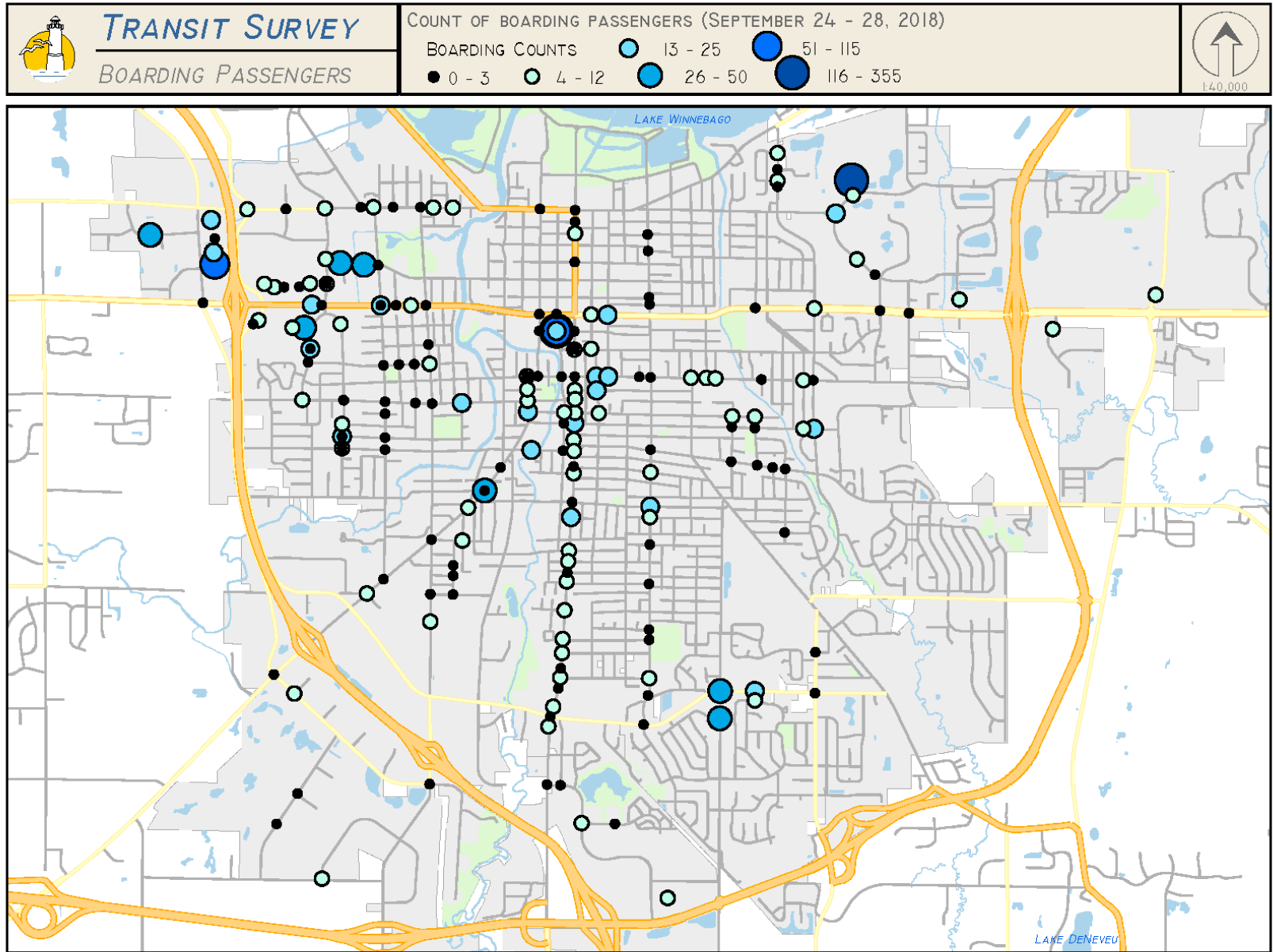
# Existing Conditions

## Transit Network



# Existing Conditions

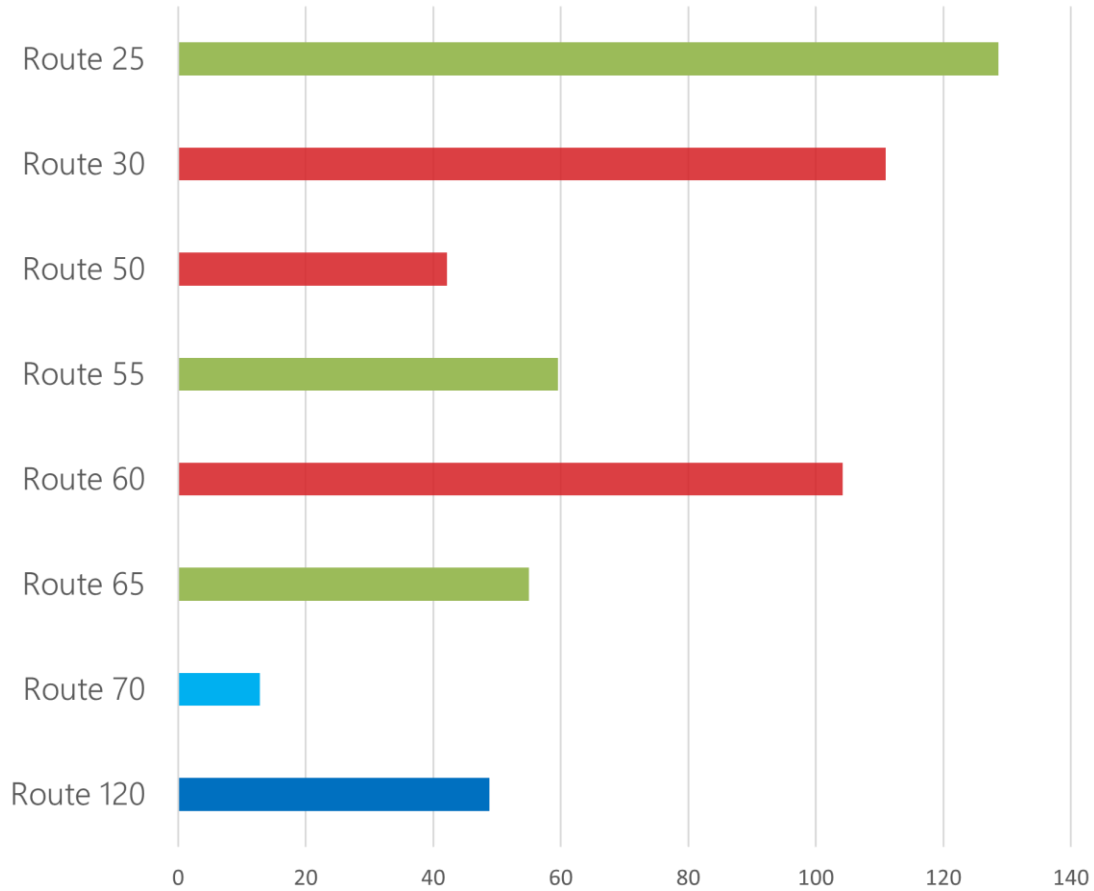
## 2018 Ridership by Stop



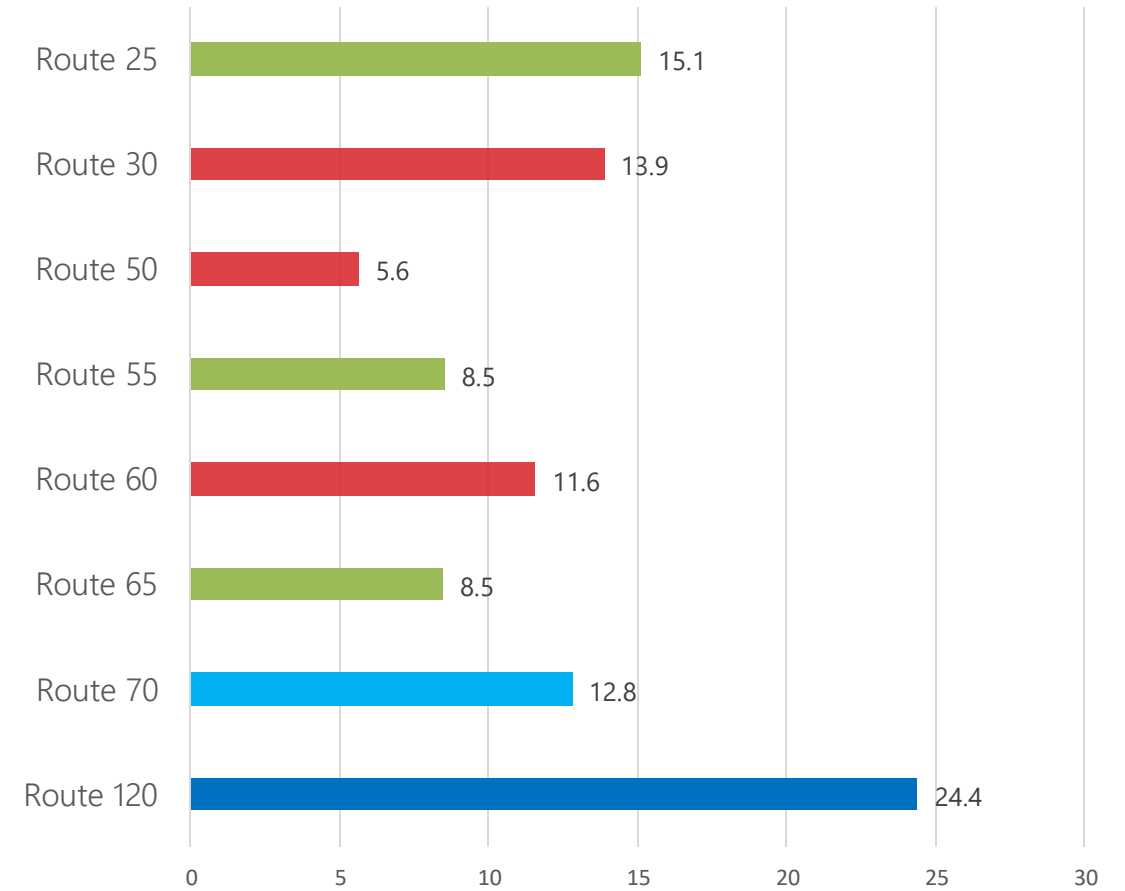
P:\PUBLIC\_WORKS\TRANSIT\BOARDING\_COUNTS\SURVEY\MAPS\2018\LIGHTING\GIF\LL\_CITY\_BOARDING\_NO\_ROUTE.MXD DRAWN BY ALIEBURN ON 10/1/18

# Existing Route Performance

## Average Daily Ridership, 2018



## Passengers per Revenue Hour, 2018



# COVID Ridership Patterns

- Between 2019 and 2020, Fond du Lac Area Transit ridership declined from approximately 202,688 to 103,427 rides, a loss of 49 percent.
- Change on individual routes is expected to have varied and will be assessed in the 2022 Rider Survey.
- School and shift-related routes and destinations may have suffered declines due to COVID-related protocols.

# Questions for Stakeholders – Part 1

- What is your experience with public transit, either in Fond du Lac or other cities? Share your impressions of this.
- What, if anything, would you not want to change about the current transit system?
- From your perspective, what is the greatest unmet need as it relates to transit?
- What has changed in the Fond du Lac region in the last 5-10 years?

## Questions for Stakeholders – Part 2

- In your experience, what destinations are most important to transit riders in Fond du Lac?
- Are there any routes or destinations that became more important during COVID-19?
- Have your stakeholders indicated (via comments, complaints, or conversations) a need for new or different transit routes?
- What does a successful public transportation system in Fond du Lac look like? List some outcomes and use cases.

# Tradeoffs/Priorities Exercise

**Trade-Offs: Given the opportunity for new investment, which of the following outcomes would you select? #1**

**Take the bus to places you can't today**

*or*

**Wait for the bus for half the time you do today**

# Tradeoffs/Priorities Exercise

**Trade-Offs: Given the opportunity for new investment, which of the following outcomes would you select? #2**

**Walk or roll a longer distance to better transit service**

*or*

**Have a longer transit trip that takes you to the front door of your destination**

# Tradeoffs/Priorities Exercise

**Trade-Offs: Given the opportunity for new investment, which of the following outcomes would you select? #3**

Take the bus to places you can't today

*or*

Catch the bus later in the evening or earlier in the morning

# Tradeoffs/Priorities Exercise

**Trade-Offs: Given the opportunity for new investment, which of the following outcomes would you select? #4**

Wait for the bus for half the time you do today

*or*

Catch the bus later in the evening or earlier in the morning

# Tradeoffs/Priorities Exercise

**Trade-Offs: Given the opportunity for new investment, which of the following outcomes would you select? #5**

**Add weekday service (frequency or span)**

or

**Add Saturday or Sunday service**

# Next Steps

## Summer 2022

- SRF and ECWRPC will administer a rider and community survey and pop-up events with stakeholder groups
- FDLAT will conduct a ridership sample to inform detailed route analysis
- SRF will develop preliminary route concepts

## Fall 2022

- Draft plan and community input
- Final plan



<https://www.surveymonkey.com/r/FDLtransit1>

# Thank you!

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