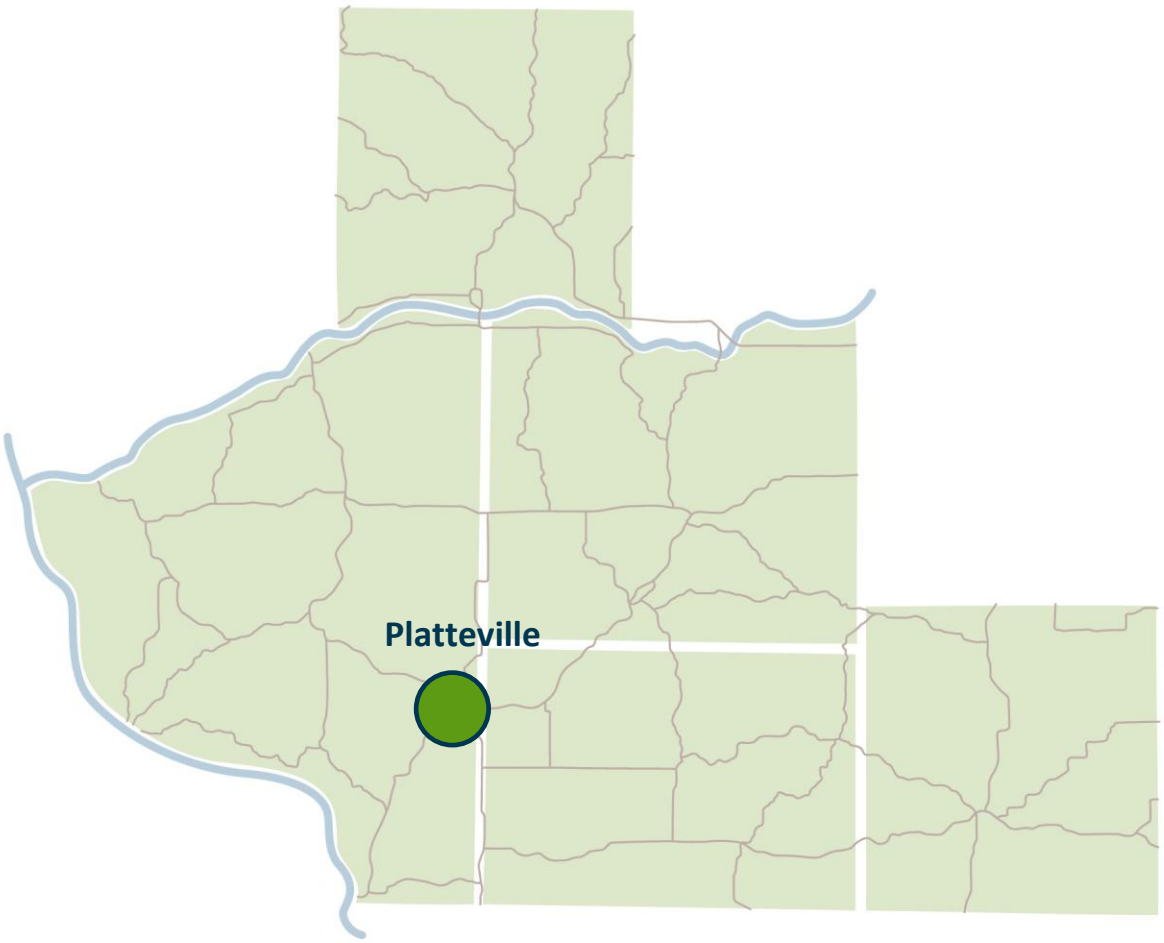
Transportation Development Plan

For the

City of Platteville



PLANNING ASSISTANCE PROVIDED BY

SOUTHWESTERN WISCONSIN
REGIONAL PLANNING
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About SWWRPC

Southwestern Wisconsin Regional Planning Commission (SWWPRC) is an extension of local government in Southwestern Wisconsin. We provide low-cost expert planning and economic development services to the county, city, village, and town governments of our five-county jurisdiction (Grant, Green, Iowa, Lafayette, and Richland counties). We assist our local communities to save both time and money while planning for the future. SWWRPC is one of nine Regional Planning Commissions in the State of Wisconsin and was created by an Executive Order in 1970.

Over 85% of our budget comes from funding outside the region, with the SWWRPC bringing in over $14 million of economic development funding alone. We have leveraged these self-generated funds to help our counties and their communities save costs and prevent redundancy while preparing for future challenges.

SWWRPC Vision

We envision a southwestern Wisconsin that has met its full potential. A place that is recognized for its resilient and diverse economy, high quality of life, and distinctive Driftless landscape. It will be a place where interconnected bonds between individuals and organizations form strong communities of inclusion and cooperation. Southwestern Wisconsin will be a place where the richness of the land contributes to the healthy lives of its residents and visitors—and the stewardship of our natural resources is a shared and valued responsibility. Our region will be a place that fosters innovation and creativity, inspiring and empowering thinkers and doers. With deep respect for the traditions that built southwestern Wisconsin, we strive to create the best possible region for tomorrow.

SWWRPC Mission

The Southwestern Wisconsin Regional Planning Commission collaborates with communities and organizations to build capacity within southwestern Wisconsin, serving as advocates for its residents. We create opportunities and develop dynamic solutions to the challenges facing the region. We foster growth by supporting innovative endeavors that provide tangible benefits to those we serve. We believe in the bold vision of southwestern Wisconsin and work to build the region's future.

About City of Platteville

Located in scenic southwest Wisconsin, Platteville is served by U.S. Highway 151, a four-lane expressway that connects Cedar Rapids, Iowa, to Fond du Lac, Wis., and State Highways 80 and 81. Platteville is located in Wisconsin's Driftless Area and is surrounded by gently rolling hills and beautiful farm country. The city has a historic Main Street and extensive retail opportunities both downtown and near the east-side expressway exit. Additionally, the city has excellent medical facilities, a bustling industry park, and several quickly developing housing areas. Residents and visitors enjoy 16 city parks, which include over 200 acres of open space, the city's art gallery and museums, playgrounds, baseball and softball diamonds, biking and hiking trails, a skate park, picnic shelters, an arboretum, and an outdoor aquatics center.

About University of Wisconsin-Platteville Office of Sustainability

UW-Platteville's Office of Sustainability was introduced in the fall of 2012 with the hiring of their first sustainability coordinator. Their mission is to lead our graduates, faculty, staff, and broader community to a more sustainable future. They use their strengths in teaching, research, and public service to explore and advance the ways that we can "meet the needs of the present while also enhancing the ability of future generations to meet their own needs."

UW-Platteville recognizes the importance of sustainability in the changing world and is working to provide leadership in environmental, social, and economic sustainability to our students and broader community. With the hiring of a coordinator, UW-Platteville joined most other UW System schools in their commitment to campus sustainability.

Section 1: Executive Summary

The Platteville Transportation Development Plan is a series of strategies for the City of Platteville and the University of Wisconsin Platteville (The University) to gain insight into how their respective transportation programs may function, if they were merged together as one system.

This document details the following:

- An understanding of the Platteville Shared-Ride Taxi and the UW-Platteville Student Shuttle.
- Two budget scenarios, each with three individual models on how to leverage the most amount of funding from the state and federal government.
    - Budget Scenario 1
        - Provides each partner with three options on how to save their local match.
        - Addresses how to potentially expand transportation service, while saving local match for each partner.
    - Budget Scenario 2
        - Will detail how to maximize state and federal funding through a combined local match.
        - Provides service options to partners to utilize maximum funding.
- Routing recommendations reflected by the potential increase in funding.
- Evaluation methods
- Best practices

SWWRPC makes the following recommendations:

- The university and city should first form a formal agreement in order to fully leverage state and federal funding.
    - $218,118.57 in additional funding is available by merging the two systems. It will be up to the city and the university to determine what percentage of the new funding can be utilized in cost savings or service expansion.
    - Budget scenarios included in this document illustrate how these funds can be utilized.
- Routing options should include two busses running simultaneously for the academic year. It is up to the partners to decide if a summer service is provided and at what level if so desired.
- Routing should begin and end at the university. The city should be divided into two separate routes. The routes are as follows:
    - A Campus Express route to serve the university and its most immediate neighborhoods.
    - A City Route to service the city in four “loops” that each begin and end at the university.
- Any routes servicing the 151 business corridor or business park should be funded by the businesses along the route. Businesses that opted into the program would supply the local match and the remaining cost being funded by the state and federal government. This is the same funding structure as the city and campus routes, however the businesses contribute the local match instead of the city and university. Even if not immediately implemented, it is imperative that the business/commerce route still be included on the initial grant application.
- Any saved local match funding (funding directly contributed by either partner) could be wisely invested in a 5311c grant from WisDOT. This funding program is designed to provide capital improvements for transit systems such as vehicles, benches, and bus shelters.
- Pine Street Loop will be the hub for the proposed service. This stop will be an ideal location for transportation amenities and should the priority for any additional capital improvements like benches and bus shelters.

- Some of the budget scenarios have enough available funding to entertain the possibility for a third bus. However, without a formal quote from a transportation provider it is unwise to project any transportation system with vehicles beyond the current capacity. As previously stated, available funds should be first used in route improvements such as signage and stops. However, in the future, if there is a demand for a third bus, and capital amenities like bus shelters have been added, then taking the appropriate steps to add a third bus can potentially decrease travel and wait times significantly. While this document cannot accurately project the cost of a system with more than two busses, gaining a future knowledge of three-bus service is a recommendation.
- A substantial portion of the local match will be subsidized by student fees. UW-Platteville students should be viewed as one of the key stakeholders with the new transit program along with the City of Platteville and UW-Platteville. UW-Platteville should work to be as inclusive as possible with the student government when planning and implementing the shuttle.

Section 2: Introduction

In March of 2014, Southwestern Wisconsin Regional Planning Commission (SWWRPC) received state funding from Wisconsin Department of Transportation (WisDOT) Grant Program 5304 to conduct a transportation study in the City of Platteville. This study will examine the City of Platteville's Shared-Ride Taxi Service and the University of Wisconsin – Platteville Student Shuttle, and determine if it is possible to merge the two transportation programs under one system.

The UW-Platteville Student Shuttle was created in the fall of 2012 to give students, staff, and community a way to travel to the campus and through the community. Students are able to ride the bus for free, while everyone else pays $1.00 per one way trip, or $30.00 per year. The City of Platteville Shared-Ride Taxi is open to all citizens and travels anywhere within the city limits. For regular passengers it is $2.75 per fare and for senior citizens, the charge is $2.50.

Through outreach, SWWRPC was able to survey 447 students, community members, and elderly citizens to see what was needed to improve and increase ridership for both the shared-ride taxi and the student shuttle. This outreach shaped almost all aspects of the process, most importantly the routes, times of service, and the budget. With the help of this outreach and discussion with UW-Platteville and the City of Platteville, SWWRPC was able to make recommendations for a unified system.

Goals and Project Scope

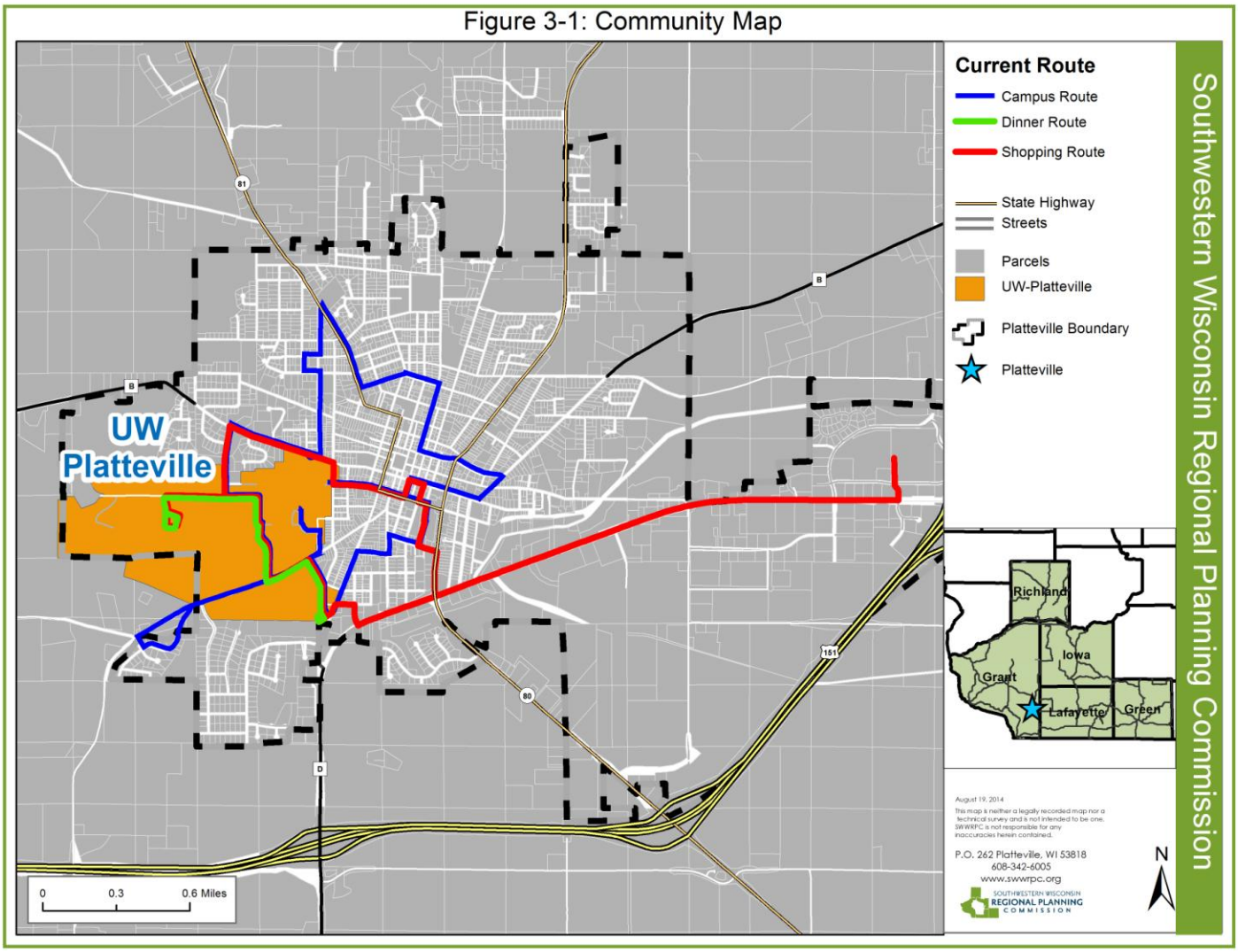
At the start of this project, the City of Platteville and UW-Platteville identified specific goals to be implemented through creation of the Transportation Development Plan (the Plan). By identifying these goals, SWWRPC was able to shape the plan to offer the most benefit to the identified needs of the community. The goals are as follows:

- Identify strategies and methods to create a combined system in which the City of Platteville Shared-Ride Taxi and the UW-Platteville Student Shuttle are merged under one system for 2015.
- Identify specific routing and budget recommendations for the proposed system.
- Develop strategies to leverage funding from the 5311 and 85.20 grants that would allow the two systems to expand and meet WisDOT requirements.
- Conduct community outreach to inform the recommendations.
- Examine other transit systems, similar in size and scope of Platteville's system. Use strategies and best practices from these systems to inform the proposed system. These systems include:
    - Dunn County Transit
    - Stevens Point Transit
    - UW-Whitewater Transit
    - Fond du Lac Transit
- Identify and collaborate with key groups who are most likely to benefit from expanded public transit when forming recommendations:
    - Persons with no access to vehicles
    - Persons in poverty
    - Elderly citizens
    - University Students

Section 3: Study Area

This study is focused exclusively on the City of Platteville, Wisconsin. The City of Platteville is home to UW-Platteville. According to the 2010 Census, the City of Platteville has a total population of 11,224 people, however 8,717 members of the community are students at UW-Platteville. Students comprise 77.66% of the total city population.

Figure 3-1: Community Map



Section 4: Existing Conditions

City of Platteville's Shared-Ride Taxi

The Platteville Shared-Ride taxi service is open seven days a week to all members of the public as an on demand, door-to-door transportation service. It has been in operation since 2010 and is currently contracted through Top Hat, Inc. The data provided was made available from the 2014 City of Platteville Shared-Ride Budget and Operating Grant application.

Current Fleet

The current fleet consists of three vehicles

- 1 sedan-owned by Top Hat, Inc.
- 2 handicapped accessible vans-owned by the City of Platteville

Operating Hours

Table 4-1: City of Platteville Shared-Ride Taxi Hours of Operation Information

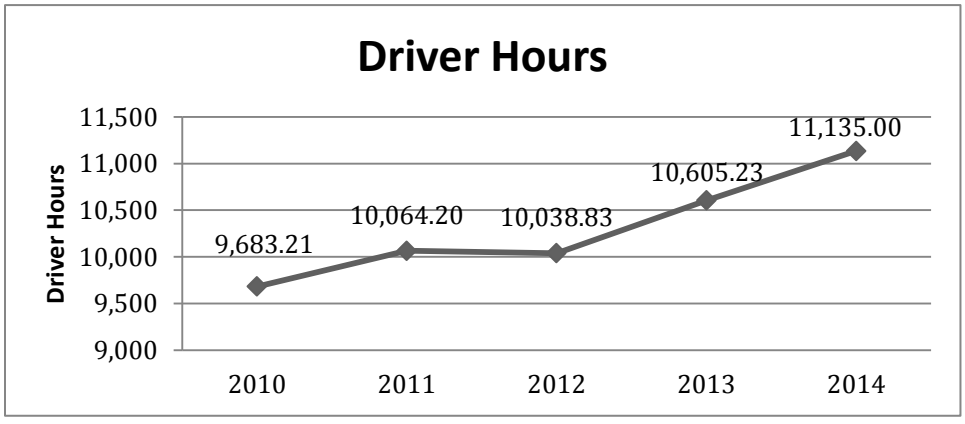
City of Platteville Shared-Ride Taxi Hours of Operation Information								
	Sun	**Mon**	**Tues**	**Wed**	**Thurs**	**Fri**	**Sat**	**Total**
Hours of Service	7:00am-1:00pm	6:00am-8:00pm	6:00am-8:00pm	6:00am-8:00pm	6:00am-3:00am	6:00am-3:00am	6:00am-3:00am	N/A
Max Number of Drivers on Duty	2	3	3	3	3	3	3	N/A
Daily Hours of Service Available	8.63	33	33	33	36.42	36.42	36.42	216.89

The taxi service is not in operation during most national holidays. New Year's Day, Memorial Day, July 4th, Labor Day, Thanksgiving and Christmas are the non-service days for the 2014 operating year.

Driver Hours

Projected driver hours for 2014 are 11,135 hours which is a 5% increase from 2013. The latest data 2014 Q1 showed driver hours at 2,859.44 hours or 25.68% of budgeted hours. Hours have increased with service expansion from 9,683.21 hours to 11,135 budgeted hours. The yearly comparison of driver hours is shown in Figure 4-1.

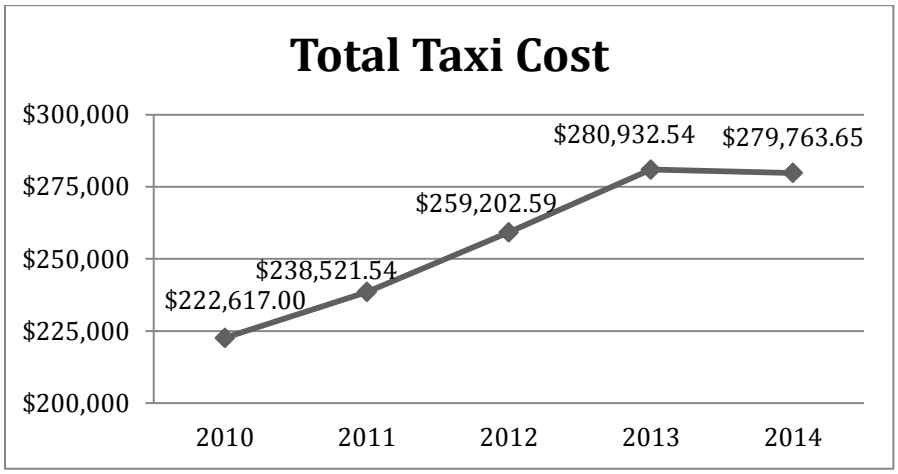
Figure 4-1: City of Platteville Shared-Ride Taxi Driver Hours



Program Cost

The total budgeted program cost for 2014 is $279,763.65. This is a .042% decrease from 2013 even though total driver hours have increased with expanded service. This is due to a reduced contract cost per driver hour with Top Hat, Inc. Until the 2014 budget, the program cost has continued to increase each year from $222,617 in 2010 to $280,932.54 in 2013 or by 26.2%. Refer to Figure 4-2 for a yearly comparison of total cost for the Shared-Ride Taxi.

Figure 4-2: City of Platteville Shared-Ride Taxi Total Cost



Fare Structure

The fare structure for inner-city travel is shown below. Service outside of the city is available for origins or destinations that are located within 9 miles of the city limits of Platteville. Passengers are charged an additional $2.00 per mile in excess of the base rate for outer limit trips.

Table 4-2: City of Platteville Shared-Ride Taxi Fare Structure

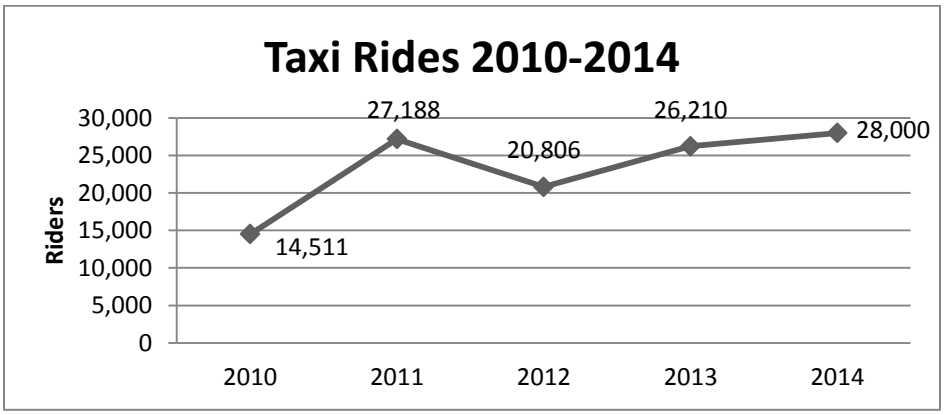
Inner-city Fare Rates (One-Way)	
Adult	$2.75
Elderly	$2.50
Disabled	$2.50
Student (High School Aged and Younger)	$2.50
Additional Passengers (Per Person)*	$1.00
Intermediate Stops	$1.00

***Additional passengers must be picked-up and dropped-off at the same location**

Ridership

Projected ridership for 2014 is 28,000 riders or 6.28% increase. The latest data set available was the 2014 Q1 report showing ridership at 7,824 or 27.94% of projected riders. Since 2010, taxi ridership has grown from 14,511 passengers to 26,210 in the 2013 operating year or by 93%. See Figure 4-3 for a yearly comparison.

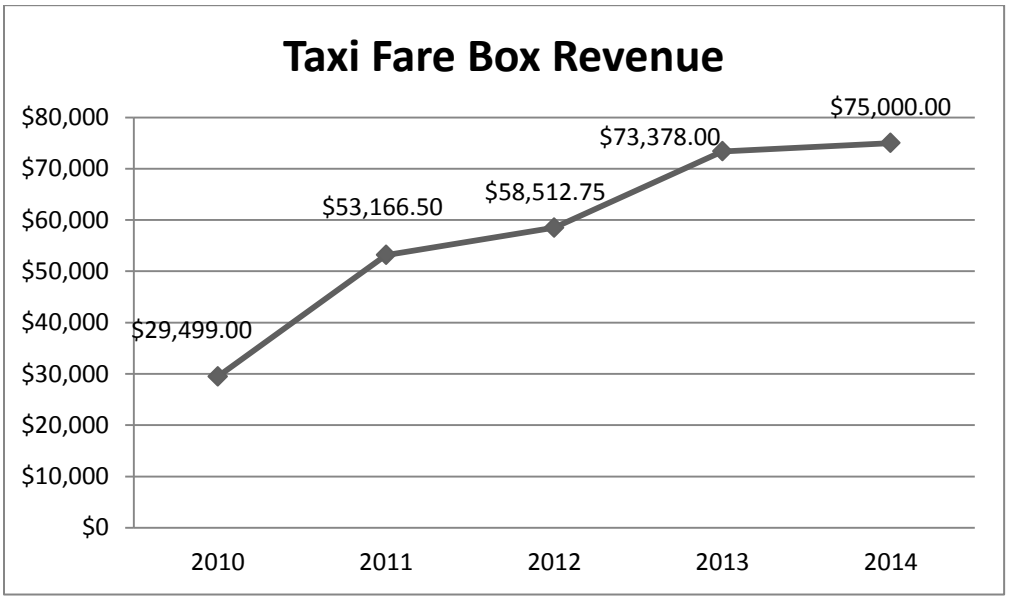
Figure 4-3: City of Platteville Shared-Ride Taxi Rides



Taxi Fare box Revenue

The city budgeted fare revenue for 2014 at $75,000. The 2014 Q1 report showed fare revenue at $23,730.25 or 31.64% of the 2014 budgeted amount. This is a 2.21% increase from 2013 figures. If fare revenue does continue at a greater rate than budgeted, fare revenues in excess of $75,000 will reduce the local contribution of the City of Platteville. Since 2010, taxi fare revenue has continually increased even in years of decreased ridership (2012) see figure 4-3. Overall since 2010, fare revenue has increased from $29,499.00 to a projected $75,000.00 or 154.25%. See Figure 4-4 for a yearly comparison.

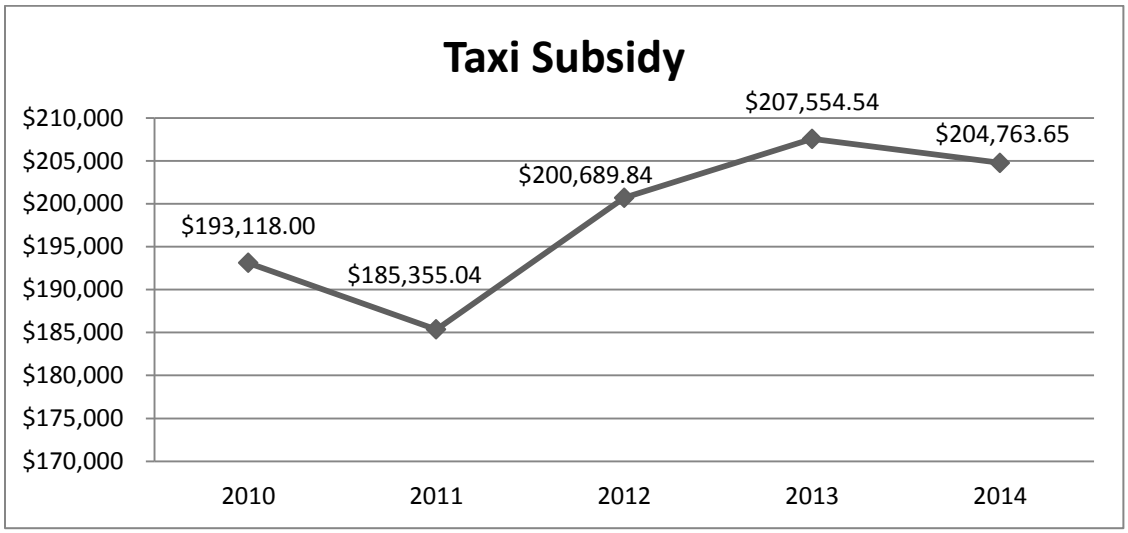
Figure 4- 4: City of Platteville Shared-Ride Fare Box Revenue



Taxi Subsidy

Taxi subsidy is the total tax dollars used in subsidizing the shared-ride taxi. This is the combined contribution of federal, state, and local monies. Projected subsidy for 2014 is $204,763.65. This is a 1.34% decrease from 2013. The 2014 Q1 report has total subsidy at $47,727.16 or 23.48% of the budgeted amount. This lower percentage is due to the increased fare box revenue. As stated above, if the fare continues to surpass the budgeted amount, then the local share of Platteville will be reduced. State and federal monies are fixed for the year therefore; there will be no change in their subsidy amount. Overall, total subsidy has ranged from $185,355.04 to $207,554.54. See Figure 4-5 for a yearly comparison.

Figure 4-5: City of Platteville Shared-Ride Taxi Subsidy



Budget Summary

Table 4-3 is a summary of the 2014 City of Platteville Shared-Ride Taxi Budget

Table 4-3: City of Platteville Shared-Ride Taxi Budget Summary

2014 City of Platteville Shared-Ride Operating Budget Summary							
Driver Hours	**Cost per Driver Hour**	**Total Cost***	**Fare Revenue**	**State/Federal Subsidy**	**Local Share**	**Total Miles**	**Total Passengers**
11,135	$24.99	$279,763.65	$75,000	$163,925.00	$40,838.65	110,125	28,000

***Total Cost includes the operating expense of $278,264 based on cost per hour and the city administrative fee of $1,500**

Room for Growth

After looking at the operating data, one area stands out. The taxi service accommodates the needs of almost all usual travel times with the exception of Sunday afternoon. Sunday hours run from 7:00am to 1:00pm leaving a gap in service for those wishing to travel after 1:00pm. The taxi service can be improved by minimally expanding hours to include Sunday afternoon.

UW-Platteville Shuttle

The University of Wisconsin-Platteville shuttle began in the fall of 2012 and has been in operation for two academic years or four semesters. The shuttle provides an alternative transportation service to locations around the campus and the city for students, staff, and Platteville community members. The shuttle is managed by the Office of Sustainability, operated through Russ Stratton Buses, Inc. The shuttle is funded through university student segregated fees, and is open to the general public.

Current Fleet

The current fleet consists of two ADA compliant buses that are owned, operated, and maintained by Russ Stratton Buses, Inc.

Operating Hours

Table 4-4: City of Platteville Shared-Ride Taxi Subsidy

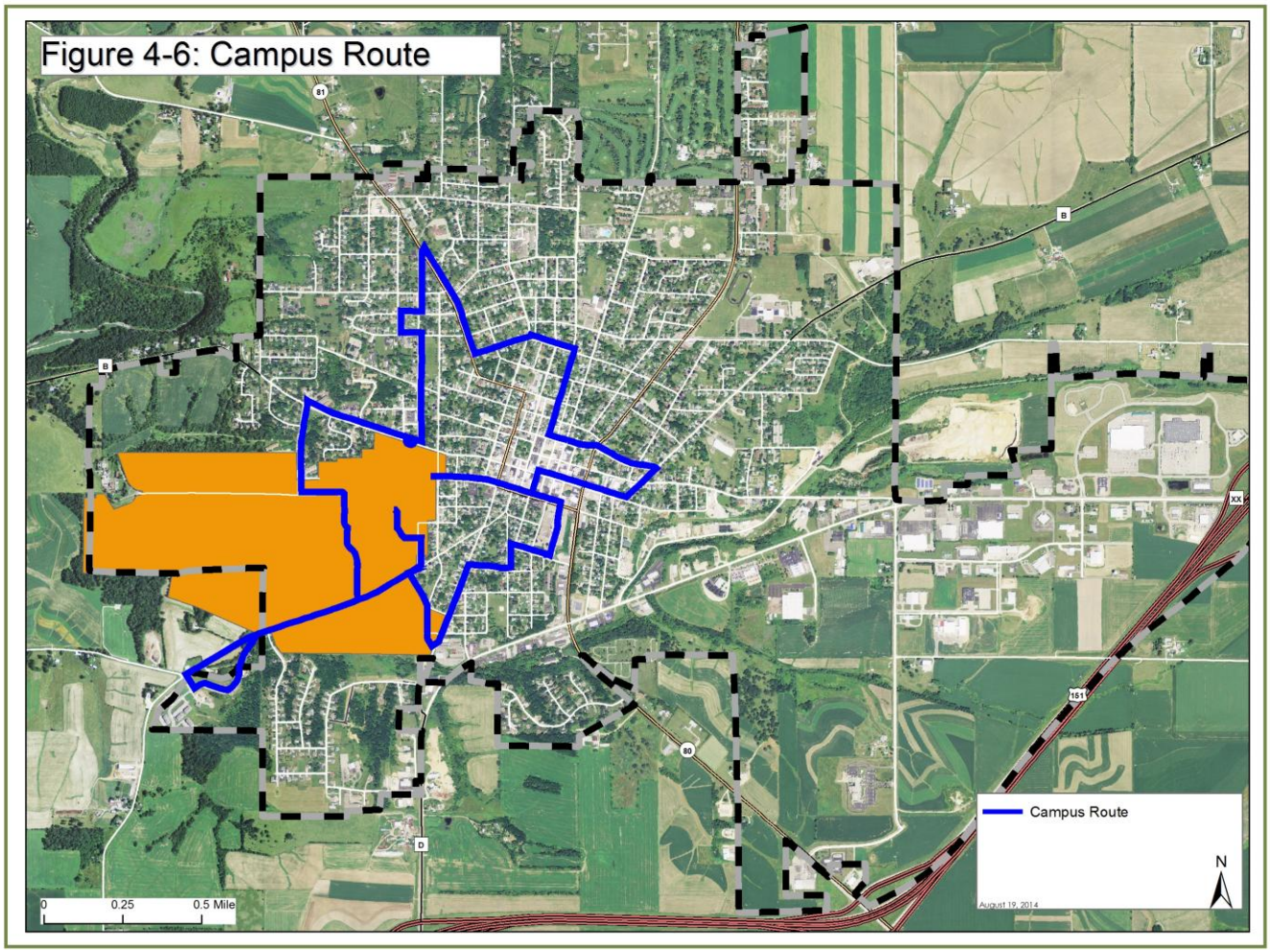
UW-Platteville Shuttle Hours of Operation Information								
	Sun	**Mon**	**Tues**	**Wed**	**Thurs**	**Fri**	**Sat**	**Total**
Hours of Service	N/A	7:00am-8:00pm	7:00am-8:00pm	7:00am-8:00pm	7:00am-8:00pm	7:00am-8:00pm	1:00pm-11:00pm	N/A
Max Number of Shuttles on Duty	N/A	2	2	2	2	2	1	N/A
Daily Hours of Service Available	N/A	19	19	19	19	19	10	105

Routing

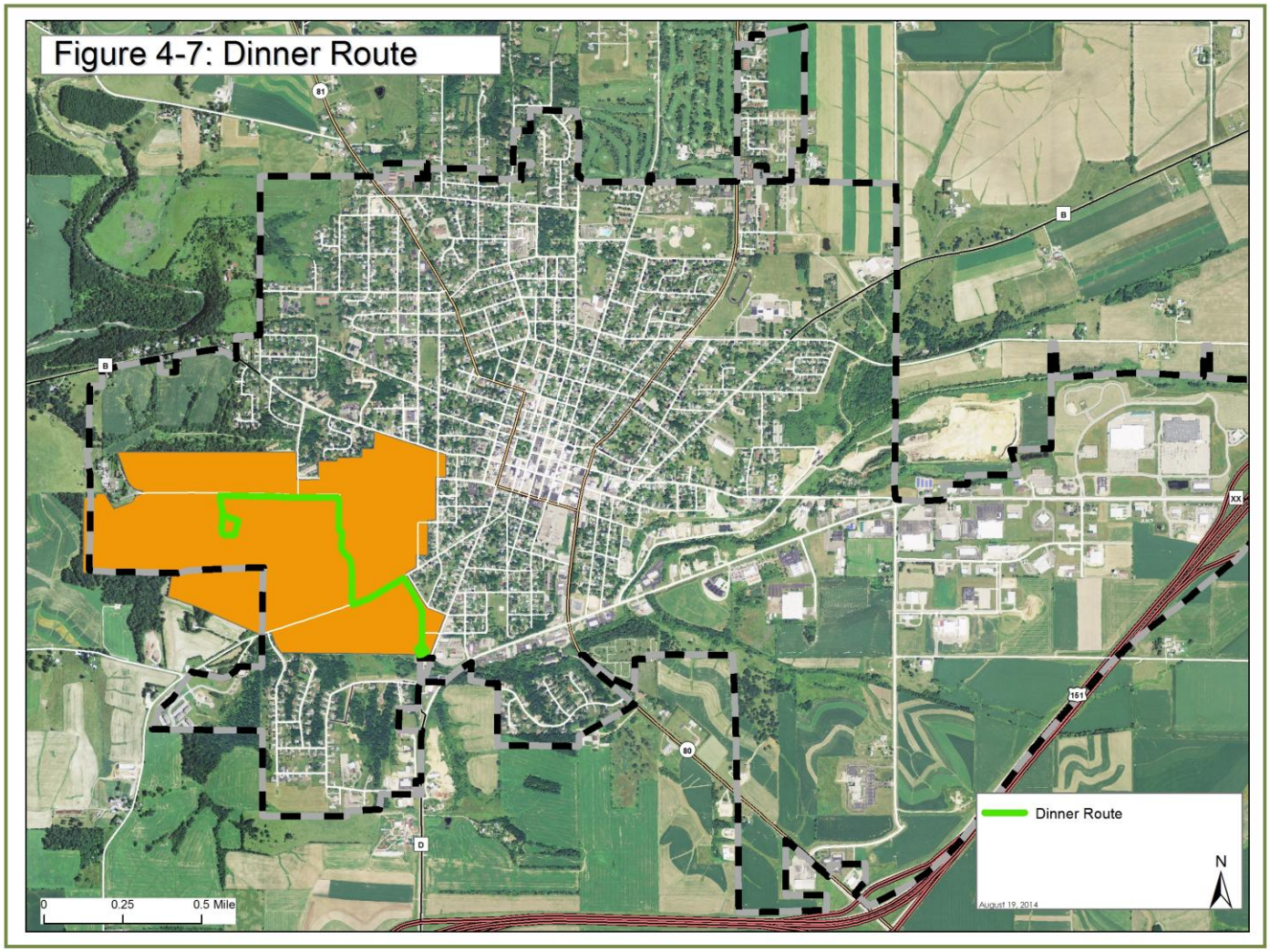
UW-Platteville's Student Shuttle currently operates three fixed routes during the normal academic year. Each loop takes approximately one hour to completely cycle from a single origin-point back to the same location. The routes are as follows:

- Campus Route-Mon-Fri from 7:00am to 8:00pm **(A second bus is added to the route during the morning rush from 7:00am to 10:00am to provide stops every 30 minutes.)**
- Dinner Route-Mon-Fri from 4:30pm to 7:30pm
- Shopping Route-Saturday from 1:00pm to 11:00pm
- Shuttle stops include:
    - Campus Route
        - Southwest and Markee
        - Fox Ridge and Edgewood
        - Fox Ridge and Southwest
        - Engineering Hall
        - Greenwood and Longhorn
        - Center for the Arts
        - Hathaway and Jewett
        - Washington and Lancaster
        - Dewey and 7th
        - Indian Park
        - Main and Virgin Ave.
        - Main and 4th
        - Pine St. Loop
        - McGreggor Plaza
        - Alden and Rountree
        - Chestnut and Carlisle
        - Rountree Commons
    - Dinner Route
        - Circle Dr. to Engineering Hall
        - Greenwood and Longhorn to Engineering Hall
        - Rountree to Engineering Hall
        - Engineering Hall to Circle Drive and Greenwood and Longhorn

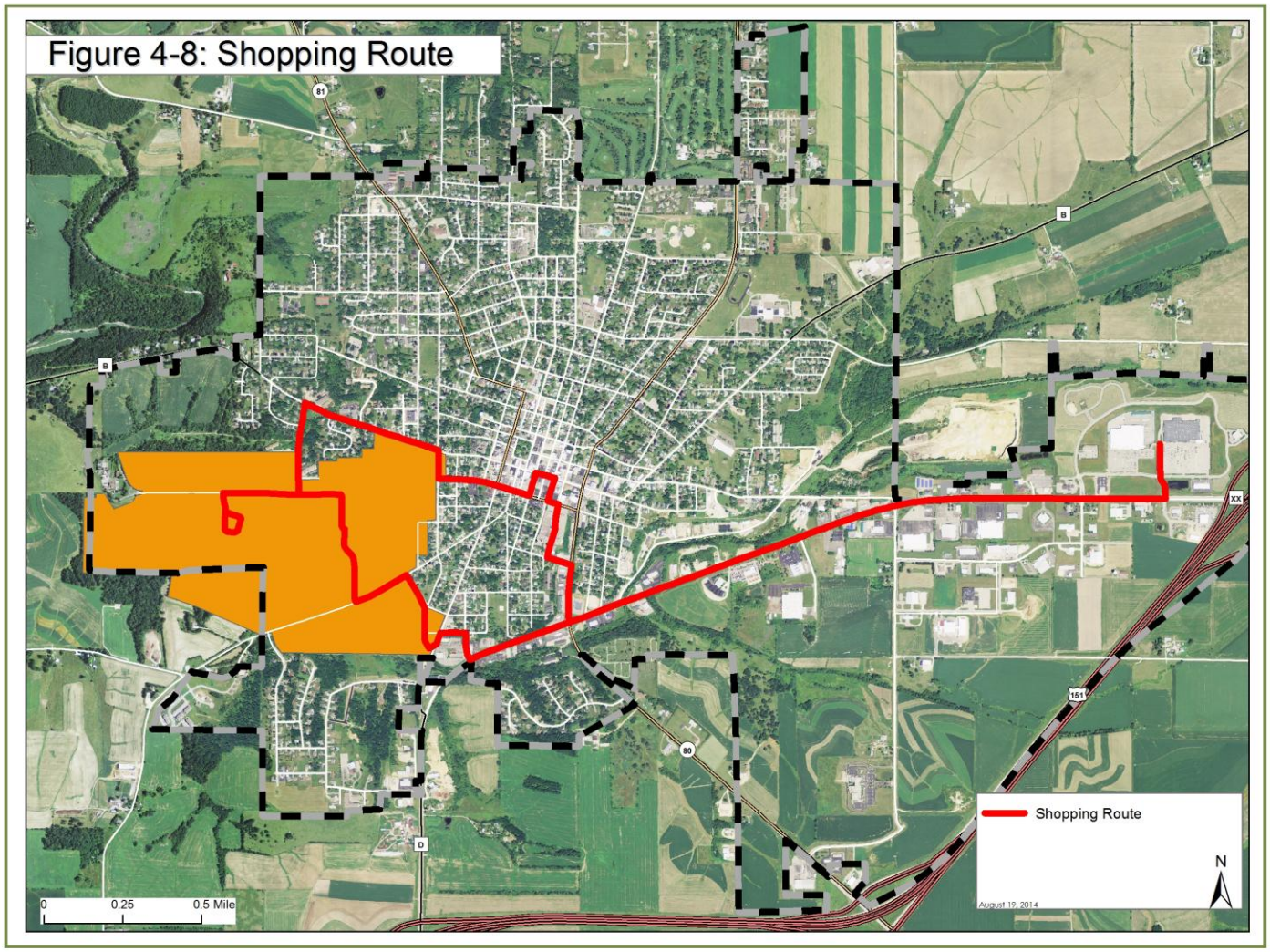
        - Engineering Hall to Rountree
    - Shopping Route
        - Greenwood and Longhorn
        - Engineering Hall
        - Rountree Commons
        - Chamber of Commerce
        - Pioneer Lanes
        - Kmart
        - Walmart
        - Millennium Cinema
        - Kmart
        - McGregor Plaza
        - Main and 4th



- **Campus Route**
  - Southwest and Markee
  - Fox Ridge and Edgewood
  - Fox Ridge and Southwest
  - Engineering Hall
  - Greenwood and Longhorn
  - Center for the Arts
  - Hathaway and Jewett
  - Washington and Lancaster
  - Dewey and 7th
  - Indian Park
  - Main and Virgin Ave.
  - Main and 4th
  - Pine St. Loop
  - McGreggor Plaza
  - Alden and Rountree
  - Chestnut and Carlisle
  - Rountree Commons



- **Dinner Route**
  - Circle Dr. to Engineering Hall
  - Greenwood and Longhorn to Engineering Hall
  - Rountree to Engineering Hall
  - Engineering Hall to Circle Drive and Greenwood and Longhorn
  - Engineering Hall to Rountree



- **Shopping Route**
  - Greenwood and Longhorn
  - Engineering Hall
  - Rountree Commons
  - Chamber of Commerce
  - Pioneer Lanes
  - Kmart
  - Walmart
  - Millennium Cinema
  - Kmart
  - McGregor Plaza
  - Main and 4th

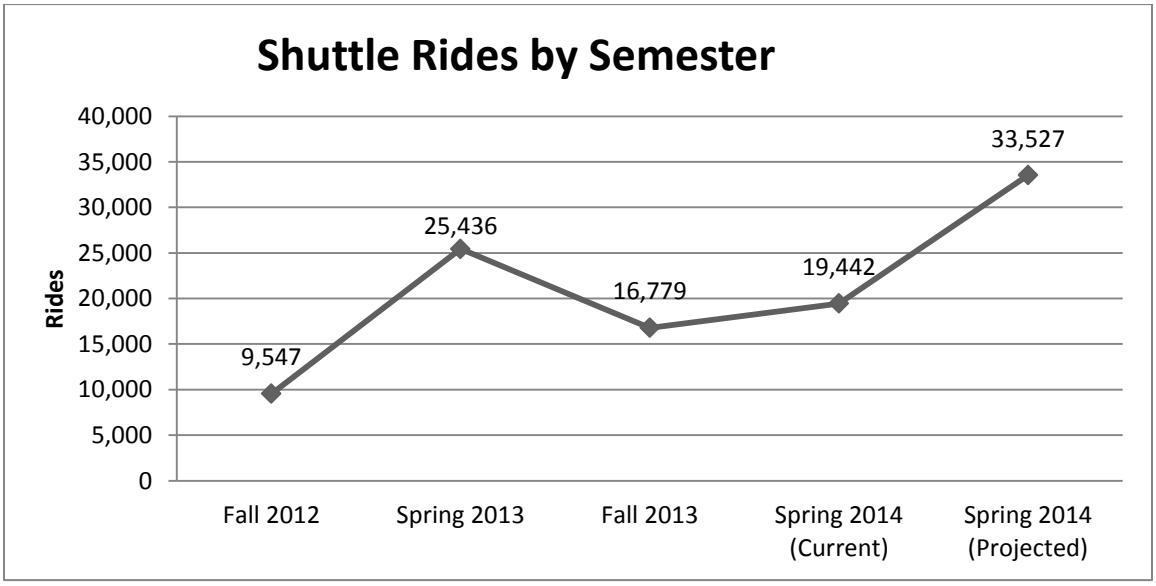
Fare Structure

For the 2013-2014 school year, students rode the shuttle for free. Other members of the public were scheduled to pay a fee of $1.00 per one-way ride or could purchase an unlimited rides year pass for $30.00. However, members of the public were able to ride for free while the community pass system was being developed. Community passes and fees were not implemented during the 2013-2014 year, therefore, no community fare revenue was collected.

Ridership

In the two years or four semesters that the shuttle has been operating, ridership has increased from 9,547 rides per semester to 25,436 rides per semester. The fall semester of 2013 saw an increase from the previous year by 7,232 rides or 75.75%. It is important to note the Spring 2014 figures are incomplete as they were based on the latest figures of January through March totals. When compared to the previous year's January through March totals (14,750) we see an increase of rides by 31.81%. If the increase in rides continues at this rate, the projected ridership for Spring 2014 would be 33,527. Both years show increased rides in the spring. This is due to colder temperatures experienced during the spring semester. During the first operational year, there were a total of 34,983 rides. Year two, with spring projections, saw rides at 50,306 or a 43.8% increase. See the semester comparison below.

Figure 4-9: UW-Platteville Shuttle Rides by Semester



Ridership Count by Stop/Stop Performance

Table 4-5 contains the shuttle stops in order of performance. So far, performance for the shuttle has been identified by the number of passengers boarding or alighting at each stop on the shuttle route. The chart below summarizes the annual number of riders boarding or alighting the shuttle at each stop along the Campus Route in 2013.

Table 4-5: UW-Platteville Shuttle Stop Performance

Ridership Summary -Departures	
Stop	**Rides**
Rountree Commons	17,113
Student Center	4,754
Fox Ridge & Edgewood	2,260
Fox Ridge & Southwest	1,550
Longhorn & Greenwood	1,161
Mining Museum	1,063
Center for the Arts	834
Main St. & 4th St.	817
Indian Park	675
Dewey & 7th	364
Carlisle & Chestnut	363
Alden Ave. & Rountree	336
Pine Loop	288
Hathaway & Jewett	228
Platteville Thrift Shop	156
Engineering Hall	153
Southwest & Markee	96
McGregor Plaza North	43

Ridership Summary -Arrivals	
Stop	**Rides**
Student Center	16,055
Pine Loop	3,131
Longhorn & Greenwood	2,078
Fox Ridge & Edgewood	1,903
Fox Ridge & Southwest	998
Southwest & Markee	983
Engineering Hall	608
Indian Park	483
Center for the Arts	479
Hathaway & Jewett	411
Mining Museum	319
Rountree Commons	308
Dewey & 7th	245
Main St. & 4th St.	207
Platteville Thrift Shop	157
McGregor Plaza North	121
Alden Ave. & Rountree	57
Carlisle & Chestnut	35

Ridership Summary -Total	
Stop	**Rides**
Student Center	20,809
Rountree Commons	17,421
Fox Ridge & Edgewood	4,163
Pine Loop	3,419
Longhorn & Greenwood	3,239
Fox Ridge & Southwest	2,548
Mining Museum	1,382
Center for the Arts	1,313
Indian Park	1,158
Southwest & Markee	1,079
Main St. & 4th St.	1,024
Engineering Hall	761
Hathaway & Jewett	639
Dewey & 7th	609
Carlisle & Chestnut	398
Alden Ave. & Rountree	393
Platteville Thrift Shop	313
McGregor Plaza North	164

In 2013 shuttle stops on campus, in the Fox Ridge neighborhood, and Rountree Commons consistently were among the top performing routes for all three categories. If the stop departures and arrivals are compared, it is evident that the shuttle is currently being utilized by riders to get to campus from off campus locations but, it is used less to get home from campus. A good example of this is Rountree Commons as it is the top stop for departures but ranks 12th in the arrivals category. Stops throughout the City of Platteville consistently rank amongst the bottom indicating room for improvement.

Budget

UW-Platteville Shuttle service is limited by a maximum budget of $150,000 as set by the Office of Sustainability in order to best use allocated student segregated fees for sustainability projects. Cost of service per hour was contracted through Russ Stratton Buses, Inc at $44.25 an hour. The only funding source for the 2013-2014 was the portion of student segregated fees allocated by the Office of Sustainability. No federal, state, or local tax dollars were used to subsidize the current shuttle system. As previously noted, no fare box revenue was collected. See Table 4-6 for total operating budget.

Table 4-6: UW-Platteville Shuttle Operating Budget

2013-2014 Academic Year UW-Platteville Shuttle Operating Budget					
Driver Hours	**Cost per Driver Hour**	**Total Cost**	**Fare Revenue**	**State/Federal Subsidy**	**Local Share**
3,389.83	$44.25	$150,000	$0.00	$0.00	$150,000

Room for Growth

After examining the available data, the following areas could be improved with the UW-Platteville Shuttle Service.

- Developing routing that is inclusive for the entire community
- Increase in City of Platteville community ridership
- Begin collecting non-student fare revenue
- Increase route frequency
- Leverage state and federal subsidy
- Increase weekend services
- Increase service hours during non-academic year
- Improve shopping route ridership

OTHER TRANSIT OPTIONS AVAILABLE

Several other public and private sector transportation options are available to UW-Platteville Students and the general community members of the City of Platteville; however, many of these services are focused on regional travel, offer limited hours, are more expensive, or require greater coordination on part of the rider. Many of these services can be used to connect to larger, national transit providers.

University Transit Options

UW-Platteville has available several options for regional travel for students, staff, and community members.

UW-Platteville Chicago Bus

Available at the beginning and end of academic breaks, this service allows students to travel to either Chicago or Rockford, IL with stops limited to O'Hare International Airport and Belvidere Oasis.

Table 4-7: UW-Platteville Chicago Bus

2013-2014 UW-Platteville Chicago/Rockford Bus								
	Break	**Date**	**Pickup Location**	**Time**	**Drop-off Location**	**Time**	**One-way Fare**	**Roundtrip Fare**
Outbound from Platteville	Thanksgiving	11/27/13	Student Center	5:30pm	Rockford	8:00pm	$15.00	$30.00
	Winter	11/20/13			O'Hare Terminal 2	9:45pm	$20.00	$40.00
	Spring	3/14/14			O'Hare Terminal 5	10:00pm	$20.00	$40.00
Inbound to Platteville	Thanksgiving	12/1/13	O'Hare Terminal 5	4:00pm	Student Center	8:30pm	$20.00	$40.00
	Winter	1/20/14	O'Hare Shuttle Center	4:15pm			$20.00	$40.00
	Spring	3/23/14	Rockford	6:00pm			$15.00	$30.00

Zimride

Zimride is a ride sharing system that helps coordinate carpooling through ride boards between the UW-Platteville Community Members.

Lamers Bus Services

Regional destinations are available through Lamers bus services with daily service to and from Platteville through the Dubuque to Madison Daily Route. This route can be coordinated to connect to other regional and national transit provided by Lamers, Greyhound, or Burlington Trailways. Premier regional destinations that are available with daily service from Platteville include:

- Milwaukee, WI
- Chicago, IL
- Rockford, IL
- Davenport, IA
- Minneapolis, MN

Table 4-8 and Table 4-9 have separated the daily Lamers Dubuque to Madison bus route into a daily outbound from Platteville and a daily inbound to Platteville.

Table 4-8: Lamers Daily Bus Route Outbound Bus

Lamers Daily Outbound Bus From Platteville			
Time	**Location**	**One-Way***	**Roundtrip***
To Madison, WI			
Depart 8:55am	UW-Platteville**	n/a	n/a
Depart 9:05am	Platteville***	n/a	n/a
Arrive 9:35am	Dodgeville	$12	$24
Arrive 10:05am	Mount Horeb	$18	$36
Arrive 10:20am	Verona	$21	$42
Arrive 10:35am	W. Madison Transfer	$23	$46
Arrive 10:50am	UW Hospital	$23	$46
Arrive 11:00am	UW-Madison	$23	$46
Arrive 11:15am	Madison Dutch Mill	$23	$46
To Dubuque, IA			
Depart 6:45pm	Platteville	n/a	n/a
Depart 6:55pm	UW-Platteville	n/a	n/a
Arrive 7:25pm	Dubuque Transfer	$10	$20
Arrive 7:35pm	University of Dubuque	$10	$20
Arrive 7:40pm	Loras College	$10	$20

***College Students, Seniors 55+, and military all receive15% discounts with proper ID ** UW-Platteville: Student Center *** Platteville: Ashley's Market**

Table 4-9: Lamers Daily Bus Route Inbound Bus

Lamers Daily Inbound Bus to Platteville			
Time	**Location**	**One-Way***	**Roundtrip***
From Dubuque, IA			
Depart 8:05am	Loras College	$10	$20
Depart 8:10am	University of Dubuque	$10	$20
Depart 8:25am	Dubuque Transfer	$10	$20
Arrive 8:55am	UW-Platteville**	n/a	n/a
Arrive 9:05am	Platteville***	n/a	n/a
From Madison, WI			
Depart 4:35pm	Madison Dutch Mill	$23	$46
Depart 4:50pm	UW-Madison	$23	$46
Depart 5:00pm	UW Hospital	$23	$46
Depart 5:15pm	W Madison Transfer	$23	$46
Depart 5:30pm	Verona	$21	$42
Depart 5:45pm	Mount Horeb	$18	$18
Depart 6:15pm	Dodgeville	$12	$24
Arrive 6:45pm	Platteville***	n/a	n/a
Arrive 6:55pm	UW-Platteville**	n/a	n/a

***College Students, Seniors 55+, and military all receive 15% discounts with proper ID ** UW-Platteville: Student Center *** Platteville: Ashley's Market**

Platteville Cab Service

Platteville Cab Service is a full-service taxi and the previous provider of the Platteville Shared-Ride taxi service and operates in direct competition with the shared-ride taxi service.

LIFT

LIFT coordinates transportation available through existing transit options and volunteer drivers in Southwest Wisconsin allowing patrons to coordinate their travel needs in the Southwest Wisconsin region.

Grant County ADRC Bus

Grant County ADRC Bus offers door-to-door transportation Monday thru Friday to persons whom are 60yrs or older and disabled.

Southern Grant County Road Crew

Southern Grant County Road Crew offers pick-up and drop-off services Friday through Saturday evenings through bar time in an effort to curb drunk driving.

Driftless Connect

Driftless Connect is a regional transportation service specializing in creating a single point of contact for the consumer. Several transportation providers operate under the Driftless Connect umbrella system, to provide the most affordable and best possible service to the consumer.

Section 5: Outreach

Methodology

SWWRPC surveyed 447 people in Platteville to gain feedback about the UW-Platteville Student Shuttle and the City of Platteville Shared-Ride Taxi. Three population groups were identified as a priority in cultivating specific feedback:

1. Students
2. Elderly citizens
3. General Community Members

Specific student feedback was gained through distribution of an electronic survey. This survey link was distributed by the UW-Platteville Student Senate. The link was only available to UW-Platteville Students. Elderly citizens were surveyed directly at assisted living facilities, and the Platteville Senior Center. Lastly, the general Platteville population was reached through on-site surveying of city events such as the weekly Farmer's Market and the Music in the Park. Responses from outreach efforts were crucial for determining routes, times of service, and budget. The other two groups that were identified as being the most likely to benefit from expanded transit service were people in poverty and people without access to a vehicle. Initially, these populations were going to be reached though surveying patrons at local second hand clothing and furniture stores and the local food pantry. However, second hand clothing and furniture stores and food pantries were hesitant in allowing their customers to be surveyed for legitimate reasons. Many worried that surveying would ostracize and marginalized those interviewed. Others had policies in place that prohibit outside groups from coming onto the premise to interact with their clients/customers. In addition to these valid concerns, surveying thrift shop patrons proved to not be the most statistically accurate way of trying to sample a low-income or poverty-stricken population. Instead, emphasis was placed on the entire community which would also encompass those in poverty.

Survey Results

Of the students, elderly and general population; each group surveyed population indicated similar wants and needs for transit. Some of the top destinations indicated by students, the elderly, and the general population were:

- Shopping areas (grocery stores, drug stores, Main Street, Highway 151, etc.)
- Downtown
- Restaurants
- Places of Employment
- Movies
- Hospital
- Place of Worship

Individuals surveyed also noted that they did not know what destinations the shuttle or the shared-ride taxi currently travelled. One major issue with both systems is that there is little advertising or information that is easily accessible to all citizens of Platteville. As expected, students and younger individuals were more likely to know about the UW-Platteville Student Shuttle, and almost nothing about the Shared-Ride Taxi. Older community members were just the opposite, knowing and favoring the taxi service over the shuttle.

Key Issues for Students

Over 335 students were surveyed for the Platteville Transportation Development Plan. As mentioned, previously, students had the most feedback to offer about the UW-Platteville Student Shuttle, and little to offer about the City of Platteville Shared Ride Taxi. Students indicated that the following areas were part of their everyday transportation needs:

Table 5-1: Student Preferred Travel Destinations

Answer Choices (Multiple Answers Available)	Percentage of Respondents	Number of Respondents
School (University of Wisconsin – Platteville)	85.06%	279
Shopping	75.00%	246
Dining	59.45%	195
Job	55.18%	181
Visiting friends, neighbors, or relatives	53.66%	176
Social or community events	49.39%	162
Place of worship	21.95%	72
Medical care provider	5.79%	19
Child-care provider/Educational program for child	.061%	2

Of the 335 students surveyed only 32.47% indicated they used the UW-Platteville Student Shuttle. Of the remaining 67.53% of students that indicated that they did not take the student shuttle, the majority of responders indicated that they simply did not need to use the service. However, respondents also indicated that the times they needed service were not compatible with the times available in the shuttle, that the service took too much time, and that the desired destinations were not available under the current route.

Table 5-2: Student Barriers to University Shuttle Ridership

Answer Choices (Multiple Answers Available)	Percentage of Respondents	Number of Respondents
Did not need to use the service	60.6%	132
Times of service were not compatible with times of travel	34.9%	76
Took too much time traveling	28.4%	62
Destinations were unavailable under current route	26.1%	57
Difficulty finding information about services and fees	20.6%	45
Did not know about it	5.5%	12
Cost of Service was too high	2.3%	5
Worried that special transportation needs would be an inconvenience to other riders	1.4%	3

Students were also asked to indicate the times they needed to travel. The Table 5-3 illustrates the times students indicated they need to travel. Travel times were divided into three hour 'chunks' that comprise a 24-hour period, charted against a day of the week. The bolder the color of green, the more students indicated that was a time they needed to travel. The bolder the color of red, the fewer students indicated they needed to travel during that time. This chart indicates that the students need the most travel during the morning and afternoon from 6-9am and from 3-6pm, respectively.

Table 5-3: Student Travel Times by Days of Week

Desired Student Travel Times							
Time	**Monday**	**Tuesday**	**Wednesday**	**Thursday**	**Friday**	**Saturday**	**Sunday**
6am - 9am	178	169	171	171	174	51	57
9am -12pm	155	153	153	151	158	125	126
12pm - 3pm	134	134	135	134	138	148	144
3pm - 6pm	181	185	183	187	192	160	150
6pm -9pm	157	157	158	159	173	166	144
9pm - 12am	82	83	83	85	107	119	94
12am - 3am	24	23	23	25	51	66	43
3am - 6am	8	8	8	8	16	19	10

Currently, the UW-Platteville Student Shuttle operates during both of the highest indicated weekly time periods. Additionally, the shuttle service even offers a second bus to accommodate travel during these "rush periods." It is likely that the 34.9%of students who indicated that the shuttle was not compatible with the times of travel were indicating that the specific stop times for their location and destination were not compatible for when they wanted to arrive, because of the 30-minute to full hour loop cycle. This assumption is reflected in another question, "How long are you willing to wait at a stop for a shuttle?" Overall, students want a faster service. The two most answered options were 5-15 minutes, and 5 minutes or less.

Table 5-4: Student Preferred Wait Time for Shuttle

Desired Wait Time for a Shuttle		
Answer Options	**Response Percent**	**Response Count**
5 minutes or less	45.2%	138
5 – 15 minutes	**49.5%**	**151**
15 – 30 minutes	4.3%	13
30 – 45 minutes	0.3%	1
45 – 60 minutes	0.3%	1
60 minutes or more	0.3%	1

Additionally, students also indicated that they did not want to wait while traveling on a shuttle. The majority of students indicated that they were willing to wait 5-15 minutes while in transit to their destination.

Table 5-5: Student Preferred Travel Time

Desired Travel Time for a Shuttle		
Answer Options	**Response Percent**	**Response Count**
5 minutes or less	15.46%	47
5 – 15 minutes	**52.30%**	**159**
15 – 30 minutes	24.67%	75
30 – 45 minutes	6.25%	19
45 – 60 minutes	.33%	1
60 minutes or more	.99%	3

In summary, key issues concerning students are:

- Students do not know about the shared-ride taxi. The City of Platteville has a largely untapped group of potential riders.
- Students need to travel to school, shopping and dining areas, places of employment, and private and public social venues
- Students primarily travel between 6-9am, and 3-6pm, Mondays through Fridays
- Students want 5-15 minute service both waiting at their stop and traveling to their destination

Other issues raised by students include:

- Potential for a late-night bus service Thursday through Sunday
- Potential for a summer bus service
- Pricing opportunities for the shared-ride service.
    - The city and the university will have to decide if the subsidy provided by the student population merits a discount on all Platteville Transit including the Shared-Ride Taxi, or only the free rides provided on the Student Shuttle.

Key Issues for Elderly Residents

Elderly residents were surveyed at on-site locations in assisted living communities and in the Platteville Senior Center. Of the 33 residents surveyed, 17 or approximately 50% indicated that they knew about the UW-Platteville Student Shuttle. 83% knew about the shared-ride taxi and 51.51% indicated they actively used it. Elderly residents indicated that the following areas were part of their everyday transportation needs:

Table 5-6: Elderly Preferred Travel Destinations

Answer Choices (Multiple Answers Available)	Percentage of Respondents	Number of Respondents
Shopping	97.0%	32
Medical care provider(s)	78.8%	26
Dining	72.7%	24
Visiting friends, neighbors, or relatives	54.5%	18
Place of worship	51.5%	17
Social or community events	48.5%	16
Government office/Community center/Senior Center	24.2%	8
Job	0.0%	0
School/Educational program for self	0.0%	0
Child-care provider/Educational program for child	0.0%	0

Excluding school, elderly residents and students shared the same top travel priority: shopping districts. However, medical care providers were the second-highest priority for elderly residents, but barely ranked on the priority chart for students. Additionally, transportation to a place of employment was also dropped off the list. Instead, traveling to a place of worship or a government office/community/senior center ranked higher.

While, 50% of elderly residents knew about the shuttle, only a single resident actually took the shuttle. The three most identified reasons for not taking the shuttle were that they were under the impression students were only permitted to use the shuttle, they had trouble learning about the service, and that they did not need to use the service. However, 60% of respondents indicated they would consider buying a monthly pass.

Overall, elderly residents would consider taking the shuttle, but mostly did not know it was available to them. Elderly residents also are already using the shared-ride taxi service, and are mostly happy with the service. In fact, the most prominent recommendation from the elderly community regarding the taxi was that they were apprehensive of using the service on Sundays because they were worried they would be stranded in the afternoons.

Key Issues for the Community at Large

Community members at large share similar interests with students and the elderly population. Community members at large were the most knowledgeable group of transportation services. Of the 79 community members surveyed, 81.33% knew about the shuttle, but only 6.67% indicated they used it. For the shared-ride taxi 83.12% of community members indicated they knew about the service, but only 14.67% used it. When asked why they did not use the shuttle, most residents indicated they did not need to use it. Many residents were also under the impression they had to be a student and had a hard time finding out information about it. For the taxi, most people simply indicated that they did not need to use it.

Community members at large had less valuable information regarding improving the service, because relatively few community members actually used the service. However, the most salient points from this group were that advertising specific information about available services will be key in gaining support from the community.

Section 6: Recommendations

The City of Platteville and UW-Platteville will have a lot to consider during the grant application process for their new transit program. Additionally, priorities, populations, and ideals change over time; and these changes can have a significant impact on transportation systems. These recommendations are structured to provide flexibility in determining which system will work best for Platteville, and how to adapt that system over time. Instead of offering one static recommendation per budget scenario, the Platteville Transportation Development Plan will illustrate a series of budget scenarios that can be matched to a series of route recommendations. Each Scenario will provide the potential amount of funding available through that particular scenario's assumptions. Then that funding can be applied to increasing frequency of service on a base set of route recommendations. This way, as the community changes and grows decision-makers can revisit this plan to determine what system would work best within a set of budget-defined parameters.

Budget Scenarios

This portion of the Transportation Development Plan will examine the current budget for each program and propose several models on how to merge them together. With some variation, each model will attempt to maximize their leverage of funding from the State of Wisconsin and the Federal Government. Each scenario offers three budget models. The scenarios are as follows:

1. Cost Savings Model
2. Service Expansion Model

While each budget model primarily focuses on one aspect, saving money or expanding service, these two goals are not mutually exclusive. **It is very possible to both save money and expand service.** Scenario 1 "Cost Savings Model" has several options that both save the city and university money and expand existing services. Specifically, the budget models that allow for cost savings while expanding service are Scenario 1.2 and Scenario 1.3.

The budget models in this document are based on how both budgets currently operate. The budgets were combined to find a baseline assumed budget to build each scenario. A more detailed budget methodology for the current budget is as follows:

- The UW-Platteville shuttle:
  - Receives no federal or state subsidy
  - According to 2013-2014 data, The University Shuttle operates an annual budget of $150,000 which is solely funded on "local match" student fees
  - No shuttle fare was collected in the current budget
  - Cost of operation is $44.25 per hour of operation
- The City of Platteville Shared-Ride Taxi:
  - 2014 figures for the taxi are based on the city budget
  - In the city's current budget, federal and state subsidy is a fixed $163,925. This number is based on the city's 2014 budget at assumed fare of $75,000.
  - Cost of operation is $24.99 per hour of operation

Additionally, this document will also make several recommendations on how to route the new expanded shuttle service. These recommendations were made with the following methodology:

- Create an "ideal" system and tailor it back to meet budget constraints
- Keep existing shuttle stops that had a high level of arrivals and departures

- Prioritize additional shuttle stops to maximize ridership in from the following populations:
    - Low-income
    - Elderly and disabled
    - People without access to a vehicle
- Prioritize apartment complexes
- Minimize passenger travel time
- Minimize wait time
- Add destinations based on community outreach

Scenario 1: Cost Savings Model

This budget scenario *will determine various levels of cost savings* by combining the University of Wisconsin-Platteville shuttle with the City of Platteville Shared-Ride Taxi. Methodology included taking all available state and federal funding and adding it to local city and university contributions and fares. The end result is the potential pool of funding to determine which services will be provided to the city of Platteville.

The formula is as follows:

Available State and Federal Subsidy + Local Match + Revenue = Service Availability

Scenario 1 makes the following assumptions:

- Both the UW-Platteville shuttle and the shared-ride taxi are combined under a single system with a combined budget
- Goal of cost reducing local share
- $224,420.55 increase in overall budget (more info below)
- Taxi service figures are derived from the 2014 City of Platteville Shared-Ride Taxi Budget
- Taxi service only requires a nominal expansion to meet demand
- Shuttle service requires a significant expansion to meet demand
- Taxi fare ($75,000) in Scenario 1.1 was based on 2014 City of Platteville Shared-Ride Taxi budget
- Taxi fare in all other Scenarios, where service was increased, was derived by applying the revenue per hour rate from the 2014 City of Platteville Shared-Ride Taxi budget it to the increase in service hours
- It is assumed that students ride the shuttle for free in all budget scenarios as student fees are used to subsidize the budget scenarios. This means that there is no fair box revenue estimated for students
    - Since student fee monies are being used to fund the shuttle, appropriate policies and guidelines should be consulted when deciding fare for UW-Platteville staff and faculty
- Fare box revenues for the shuttle in each scenario are based on an assumed $3,500 shuttle fare revenue increase. This increase assumes an additional 3,500 rides from non-students with an estimated fare of $1.00 per ride
    - This is a conservative estimate. While expanding service will increase the likelihood of fare-generating rides, it would be a mistake to assume the shuttle will be a strong revenue generator in its first year of implementation.
    - The assumed $1.00 per one-way ride is based on the current “non-student fee” rate implemented by UW-Platteville for their shuttle service
        - Additionally, $1.00 was also the preferred price point for 48.35% of all non-student survey respondents
    - To derive the number of fare generating rides, Dunn County Transit, who most resembles the proposed Platteville system, gave estimates based on their own experience. They estimated an additional 3,500 fare generating rides would be generated by expanding the service in the first year.
    - Table 6-1 are the effects that an increase of fare price would have on the shuttle revenue

Table 6-1: Fare Price Scenarios

Comparison of Shuttle Fare Price		
Rides	**Fare**	**Fare Revenue**
3,500	$1.00	$3,500
3,500	$1.50	$5,250
3,500	$2.00	$7,000
3,500	$2.50	$8,750
3,500	$3.00	$10,500

- The state and federal subsidy amount of 58.5% was suggested by WisDOT
- The Assumed Budget is as follows:

Table 6-2: Comparison of Current and Assumption Budget

Current Budget		**Assumption Budget**	
Local (City & University): 44.41%	$190,838.65	Local (City & University) 29.17%	$190,838.65
Fare Revenue: 17.45%	$75,000.00	Fare Revenue 12.43%	$81,301.98
State/Federal: 38.14%	$163,925.00	State/Federal: 58.4%	$382,043.57
Total	$429,763.65	Total	$654,184.20
Potential increase in state and federal funding leveraged: **$218,118.57** or 133.06% increase			

Scenario 1 will make the following projections:

1. 47.68% savings from 2014 figures, with no service expansion.
2. 25% savings from 2014 figures, with minimal service expansion
3. 10% savings from 2014 figures, with moderate service expansion

Savings in all scenarios are obtained through leveraging state and federal funding to decrease local match expense in proportion to the service expanded or maintained.

All scenarios under Scenario 1 feature a portion of the local match being saved by both parties. WisDOT views all local match funds as coming from the City of Platteville. Because of this, WisDOT does not have a preference on how much local match contribution is paid and saved by each partner. It will be up to the City of Platteville and UW-Platteville to decide this issue. For the purpose of this plan, savings by each party were based on their local match contribution percentage and are described in further detail below**.**

Scenario 1.1 – No Service Expansion with Maximum Cost Savings (47.68% Savings)

This projection took the total program cost and subtracted all available state and federal subsidy dollars, at an assumed 58.5%. Then the local, city and university contribution and taxi revenue was adjusted to 41.5% of the cost of existing services. The remaining figures produced an estimated 48% total savings, or $90,986.74. In this projection, the university and city could each potentially retain a portion of their current level of funding to reflect their percentage of contribution.

Table 6-3: Comparison of Current and Scenario 1.1 Budget

Comparison of Budgetary Items				
	Total Cost	State/Fed Subsidy	Revenue	Local Match
Current	$429,763.65	$163,925.00	$75,000.00	$190,838.65
Scenario 1.1	$429,763.65	$251,411.74	$78,500.00	$99,851.91
Difference	No Change	$87,486.74	$3,500	$90,986.74

Again, because this model only reflects the maximum savings that could be passed back to the city and the university, no new service options are available under this model. Table 6-4 takes the estimated total savings of $90,986.74 and divides out the proportional contribution from each partner. The final savings from each party are $19,527.11 for the city and $71,722.89 for the university.

Table 6-4: Comparison of Current and Scenario 1.1 Local Share Expense

Local Share Expense Savings							
	Local Match Expense	Local Matched Saved	Local Matched Saved %	Local Match Contribution by City %	Local Match Saved by City	Percent of Local Match Contribution by University	Local Match Saved by University
Current	$190,838.65	N/A	N/A	21.40%	N/A	78.60%	N/A
Scenario 1.1	$99,851.91	$90,986.74	47.68%	21.40%	$19,527.11	78.60%	$71,722.89

There are no differences in the current level of service to Scenario 1.1.

Table 6-5: Comparison of Current and Scenario 1.1 Weekly Hours of Service

Comparison of Weekly Hours of Service			
	Academic Yr. Hours/Week	Summer Hours/Week	Total Hours
Current-Taxi	214.13	214.13	11,135
Scenario 1.1-Taxi	214.13	214.13	11,135
Difference	No Change	No Change	No Change
Current-Shuttle	105	N/A	3,390
Scenario 1.1-Shuttle	105	N/A	3,390
Difference	No Change	No Change	No Change

Table 6-6: Comparison of Current and Scenario 1.1 Daily Hours of Service

Comparison of Daily Hours of Service										
		Sun	Mon	Tue	Wed	Thur	Fri	Sat	Total Hours/Week	Unallocated Hours
Taxi	Current	8.63	33	33	33	36.42	36.42	36.42	216.89	N/A
	Scenario 1.1	8.63	33	33	33	36.42	36.42	36.42	216.89	N/A
	Difference	0	0	0	0	0	0	0	0	N/A
Shuttle (Academic Year)	Current	0	19	19	19	19	19	10	105	N/A
	Scenario 1.1	0	19	19	19	19	19	10	105	N/A
	Difference	0	0	0	0	0	0	0	0	N/A
Shuttle (Summer)	Current	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	Scenario 1.1	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	Difference	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

***Budgeted Taxi Hours and Weekly Scheduled Hours will vary due to non-service holidays**

Scenario 1.2 - 25% Savings with Service Expansion

In this projection, a combined system of the City of Platteville and the University of Wisconsin-Platteville could potentially save 25% of their local contribution, while still leveraging local funding to minimally increase the level of service.

Table 6-7: Comparison of Current and Scenario 1.2 Budget

Comparison of Budgetary Items				
	Total Cost	State/Fed Subsidy	Revenue	Local Match
Current	$429,763.65	$163,925.00	$75,000	$190,838.65
Scenario 1.2	$540,797.50	$316,366.54	$81,301.98	$143,128.99
Difference	$111,033.85	$152,441.54	$6,301.98	$(47,709.66)

Unlike in Scenario 1.1, Scenario 1.2 assumes that some savings should be passed on to both the City of Platteville and the university while still expanding some service. By saving 25%, the city and university saves roughly half as much local match as in Scenario 1.1 with an extra $111,033.85 to spend on new service options. Table 6-8 takes the estimated total savings of $47,709.66 and divides out the proportional contribution from each partner, to estimate the final savings from each party.

Table 6-8: Comparison of Current and Scenario 1.2 Local Share Expense

Local Share Expense Savings							
	Local Match Expense	Local Matched Saved	Local Matched Saved %	Local Match Contribution by City %	Local Match Saved by City	Percent of Local Match Contribution by University	Local Match Saved by University
Current	$190,838.65	N/A	N/A	21.40%	N/A	78.60%	N/A
Scenario 1.2	$143,128.99	$47,709.66	25%	21.40%	$10,209.66	78.60%	$37,500

In this scenario, an additional $111,033.85 is available to expand on the existing service. The following service enhancements should be considered:

- Expand Taxi service through Sunday evening
  - This expansion would require the following actions
    - Current service hours are from 7am – 1pm
    - Add $10,396 to the taxi budget for an increase in 416 hours annually
    - Expand service by 8 hours (single driver) to cover 6am – 7am, and 1pm – 8pm

- Increase shuttle service
  - Expand weekday service from 19 hours daily to 26 hours
    - Two simultaneous routes
      - One “Campus Express” route
      - One “City-wide” route divided into four shorter “loops” branching from a single location to increase frequency to and from the university
    - Shared central stop to allow users to transfer to different routes
  - Expand Saturdays from 10 hours to 26 hours with the same service availability as the proposed weekday service
  - Expand Sunday service from no service to 13 hours

- One route that encompasses the entire city

Table 6-9: Comparison of Current and Scenario 1.2 Weekly Hours of Service

Comparison of Weekly Hours of Service			
	Academic Yr. Hours/Week	Summer Hours/Week	Total Hours
Current-Taxi	214.13	214.13	11,135
Scenario 1.2-Taxi	222.13	222.13	11,551
Difference	8	8	416
Current-Shuttle	105	N/A	3,390
Scenario 1.2-Shuttle	177	N/A	5,664
Difference	72	No Change	2,274

The proposed daily breakdown of Scenario 1.2 is as follows. The increase in service hours allows for 26 hours of service per day. In other words, two shuttles to be run simultaneously for 13 hours a day Monday through Saturday. Sunday hours were increased to allow for one shuttle to run all routes for 13 hours of service. While in this scenario weekend service was greatly increased, over time it may not be the best use of the proposed service hours. If the city and the university agree to reallocate these service hours they can be combined with the eight unallocated hours per week. This combination of unallocated hours can be converted to additional funding or cost savings. There are several options in the "Budget Savings" recommendation section for these funds.

Table 6-10: Comparison of Current and Scenario 1.2 Daily Hours of Service

Comparison of Daily Hours of Service										
		Sun	Mon	Tue	Wed	Thur	Fri	Sat	Total Hours/Week	Unallocated Hours/Week
Taxi	Current	8.63	33	33	33	36.42	36.42	36.42	216.89	N/A
	Scenario1.2	16.63	33	33	33	36.42	36.42	36.42	224.89	N/A
	Difference	8	0	0	0	0	0	0	8	N/A
Shuttle (Academic Year)	Current	0	19	19	19	19	19	10	105	N/A
	Scenario1.2	13	26	26	26	26	26	26	169	8
	Difference	13	7	7	7	7	7	16	64	8
Shuttle (Summer)	Current	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	Scenario1.2	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	Difference	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

***Budgeted Taxi Hours and Weekly Scheduled Hours will vary due to non-service holidays**

Scenario 1.3 – 10% Savings with Service Expansion

In this projection a combined system could potentially save 10% of the local contribution from the city and university. A savings of 10% represents $19,083.86 in total dollars saved. The table below indicates the proportional amount of savings from each partner.

Table 6-11: Comparison of Current and Scenario 1.3 Budget

Comparison of Budgetary Items				
	Total Cost	State/Fed Subsidy	Revenue	Local Match
Current	$429,763.65	$163,925.00	$75,000	$190,838.65
Scenario 1.3	$609,775.33	$356,718.57	$81,301.98	$171,754.79
Difference	$180,011.68	$192,793.57	$6,301.98	$(19,083.86)

By saving 10%, the university and city can still provide $180,011.68 in addition to their current level of funding to expand the service. Table 6-12 takes the estimated total savings of $19,083.86 and divides out the proportional contribution from each partner, to estimate the final savings from each party.

Table 6-12: Comparison of Current and Scenario 1.3 Local Share Expense

Local Share Expense Savings							
	Local Match Expense	Local Matched Saved	Local Matched Saved %	Local Match Contribution by City %	Local Match Saved by City	Percent of Local Match Contribution by University	Local Match Saved by University
Current	$190,838.65	N/A	N/A	21.40%	N/A	78.60%	N/A
Scenario 1.3	$171,754.79	$19,083.86	10%	21.40%	$4,083.87	78.60%	$15,000

In this scenario, an additional $180,011.68 is available to expand on the existing service. The following service enhancements should be considered:

- Expand Taxi service through Sunday evening
    - This expansion would require the following actions
        - Current service hours are from 7am – 1pm
        - Add $10,396 to the taxi budget for an increase in 416 hours annually
        - Expand service by 8 hours (single driver) to cover 6am – 7am, and 1pm – 8pm
- Increase shuttle service
        - Expand weekday service from 19 hours daily to 26 hours Two simultaneous routes
            - One “Campus Express” route
            - One “City-wide” route divided into four shorter “loops” branching from a single location to increase frequency to and from the university
        - Shared central stop to allow users to transfer to different routes
    - Expand Saturdays from 10 hours to 26 hours with the same service availability as the proposed weekday service
    - Expand Sunday service from no service to 13 hours
        - One route that encompasses the entire city

Table 6-13: Comparison of Current and Scenario 1.3 Weekly Hours of Service

Comparison of Weekly Hours of Service			
	Academic Yr. Hours/Week	Summer Hours/Week	Total Hours
Current-Taxi	214.13	214.13	11,135
Scenario 1.3-Taxi	222.13	222.13	11,551
Difference	8	8	416
Current-Shuttle	105	N/A	3,390
Scenario 1.3-Shuttle	225.72	N/A	7222.96
Difference	120.72	No Change	3832.96

The proposed daily breakdown of Scenario 1.3 is as follows. The increase in service hours allows for 26 hours of service per day. In other words, two shuttles to be run simultaneously for 13 hours a day Monday through Saturday. Sunday hours were increased to allow for one shuttle to run all routes for 13 hours of service. While in this scenario weekend service was greatly increased, over time it may not be the best use of the proposed service hours. If the city and the university agree to reallocate these service hours they can be combined with the 56.72 unallocated hours per week. This combination of unallocated hours can be converted to additional funding or cost savings. There are several options in the "Budget Savings" recommendation section for these funds.

Table 6-14: Comparison of Current and Scenario 1.3 Daily Hours of Service

Comparison of Daily Hours of Service										
		Sun	Mon	Tue	Wed	Thur	Fri	Sat	Total Hours/Week	Unallocated Hours/Week
Taxi	Current	8.63	33	33	33	36.42	36.42	36.42	216.89	N/A
	Scenario1.3	16.63	33	33	33	36.42	36.42	36.42	224.89	N/A
	Difference	8	0	0	0	0	0	0	8	N/A
Shuttle (Academic Year)	Current	0	19	19	19	19	19	10	105	0
	Scenario1.3	13	26	26	26	26	26	26	169	56.72
	Difference	13	7	7	7	7	7	16	64	56.72
Shuttle (Summer)	Current	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	Scenario1.3	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	Difference	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

***Budgeted Taxi Hours and Weekly Scheduled Hours will vary due to non-service holidays**

Scenario 2: Service Expansion Model

This budget scenario will determine *various levels of service expansion* by combining the University of Wisconsin-Platteville shuttle with the City of Platteville Shared-Ride Taxi. Methodology included taking all available state and federal funding and adding it to local city and university contributions and fares. The end result is the potential pool of money to determine which services will be provided to the city of Platteville.

The formula is as follows:

Available State and Federal Subsidy + Local Match + Revenue = Service Availability

Scenario 2 makes the following assumptions:

- Both the University shuttle and the shared-ride taxi are combined under a single system with a combined budget
- Goal of expanding service while maintaining the current local share
- Taxi service only requires a nominal expansion to meet demand
- This nominal expansion increases taxi fare revenue from a budgeted $75,000 to $77,801.98
- Taxi fare revenue was derived by applying the revenue per hour rate from the 2014 City of Platteville Shared-Ride Taxi budget to the increase in service hours
- Shuttle service requires a significant expansion to meet demand
- It is assumed that students ride the shuttle for free in as student fees are used to subsidize the budget scenarios, therefore, generating no revenue
    - Since student fee monies are being used to fund the shuttle, appropriate policies and guidelines should be consulted when deciding fare for UW-Platteville staff and faculty
- Fare box revenues for the shuttle in each scenario are based on an assumed $3,500 shuttle fare revenue increase. This increase assumes an additional 3,500 rides from non-students with an estimated fare of $1.00 per ride
    - This is a conservative estimate. While expanding service will increase the likelihood of fare-generating rides, it would be a mistake to assume the shuttle will be a strong revenue generator in its first year of implementation.
    - The assumed $1.00 per one-way ride is based on the current “non-student fee” rate implemented by UW-Platteville for their shuttle service
        - Additionally, $1.00 was also the preferred price point for 48.35% of all non-student survey respondents
    - To derive the number of fare generating rides, Dunn County Transit, who most resembles the proposed Platteville system, gave estimates based on their own experience. They estimated an additional 3,500 fare generating rides would be generated by expanding the service in the first year.
    - Table 6-15 Illustrates the effect that an increase of fare price would have on the shuttle revenue

Table 6-15: Fare Price Scenarios

Comparison of Shuttle Fare Price		
Rides	**Fare**	**Fare Revenue**
3,500	$1.00	$3,500
3,500	$1.50	$5,250
3,500	$2.00	$7,000
3,500	$2.50	$8,750
3,500	$3.00	$10,500

- State and federal subsidy based on funding amount of 58.4% as suggested by WisDOT
- City of Platteville Local Match includes the 2014 budgeted fare box revenue of $40,839
- UW-Platteville Local Match includes current budgeted $150,000
- $224,420.55 increase in overall budget (more info below)

Table 6-16: Comparison of Current and Assumption Budget

Current Budget		**Assumption Budget**	
Local (City & University): 44.41%	$190,838.65	Local (City & University) 29.17%	$190,838.65
Fare Revenue: 17.45%	$75,000.00	Fare Revenue 12.43%	$81,301.98
State/Federal: 38.14%	$163,925.00	State/Federal: 58.4%	$382,043.57
Total	$429,763.65	Total	$654,184.20
Potential increase in state and federal funding leveraged: **$218,118.57** or 133.06% increase			

Scenario 2 will make the following projections:

1. Potential expansion of service during both the academic year and summer
2. Potential expansion of service during the academic year and reduced service hours over the summer
3. Potential expansion of service ONLY during the academic year

Scenario 2 will also recognizes the following priorities as identified through community outreach:

- Expand taxi service through Sunday evening
- Increase frequency of shuttle to campus locations
- Broaden shuttle route to include more Platteville locations

Scenario 2.1 – Maximum Service Expansion throughout the Calendar Year

In this projection, a combined system could leverage an additional $224,420.55 to the existing $429,763.65 of the current system. This projection assumes the total $654,184.20 is then spent completely on expanding current service options, without any cost savings or additional costs to the university or city. This projection also assumes no service disruption between the academic year and the summer months.

Table 6-17: Comparison of Current and Scenario 2.1 Budget

Comparison of Budgetary Items				
	Total Cost	State/Fed Subsidy	Revenue	Local Match
Current	$429,763.65	$163,925.00	$75,000.00	$190,838.65
Scenario 2.1	$654,184.20	$382,043.57	$81,301.98	$190,838.65
Difference	$224,420.55	$218,118.57	$6,301.98	No Change

In this scenario, an additional $224,420.55 is available to expand on the existing service. The following service enhancements should be considered:

- Expand Taxi service through Sunday evening
    - This expansion would require the following actions
        - Current service hours are from 7am – 1pm
        - Add $10,396 to the taxi budget for an increase in 416 hours annually
        - Expand service by 8 hours (single driver) to cover 6am – 7am, and 1pm – 8pm
- Increase shuttle service
    - Expand weekday service from 19 hours daily to 26 hours
        - Two simultaneous routes
            - One “Campus Express” route
            - One “City-wide” route divided into four shorter “loops” branching from a single location to increase frequency to and from the university
        - Shared central stop to allow users to transfer to different routes
    - Expand weekend service from no service on Sundays and 10 hours on Saturdays to one 13 hour route encompassing the entire city on both days
    - Expand shuttle service to the summer months, with the same level in service from the academic year

Table 6-18: Comparison of Current and Scenario 2.1 Weekly Hours of Service

Comparison of Weekly Hours of Service			
	Academic Yr. Hours/Week	Summer Hours/Week	Total Hours
Current-Taxi	214.13	214.13	11,135
Scenario 2.1-Taxi	222.13	222.13	11,551
Difference	8	8	416
Current-Shuttle	105	0	3,390
Scenario 2.1-Shuttle	158.20	158.20	8226.55
Difference	53.20	158.20	4836.55

The proposed daily breakdown of Scenario 2.1 is as follows. The increase in service hours allows for 26 hours of service per day year round. In other words, two shuttles to be run simultaneously for 13 hours a day Monday through Saturday. Sunday hours were increased to allow for one shuttle to run all routes for 13 hours of service entire year as well. While in this scenario weekend service was greatly increased, over time it may not be the best use of the proposed service hours. If the city and the university agree to reallocate these service hours they can be combined with the two and two tenths unallocated hours per week. This combination of unallocated hours can be converted to additional funding or cost savings. There are several options in the "Budget Savings" recommendation section for these funds.

Table 6-19: Comparison of Current and Scenario 2.1Daily Hours of Service

Comparison of Daily Hours of Service										
		Sun	Mon	Tue	Wed	Thur	Fri	Sat	Total Hours/Week	Unallocated Hours/Week
Taxi	Current	8.63	33	33	33	36.42	36.42	36.42	216.89	N/A
	Scenario2.1	16.63	33	33	33	36.42	36.42	36.42	224.89	N/A
	Difference	8	0	0	0	0	0	0	8	N/A
Shuttle (Academic Year)	Current	0	19	19	19	19	19	10	105	0
	Scenario2.1	13	26	26	26	26	26	13	156	2.2
	Difference	13	7	7	7	7	7	3	51	22
Shuttle (Summer)	Current	0	0	0	0	0	0	0	0	0
	Scenario2.1	13	26	26	26	26	26	13	156	2.2
	Difference	13	26	26	26	26	26	13	156	2.2

***Budgeted Weekly Average Taxi Hours and Weekly Scheduled Hours will vary due to non-service holidays**

There are no local savings in Scenario 2.1.

Table 6-20: Comparison of Current and Scenario 2.1 Local Share Expense

Local Share Expense Savings							
	Local Match Expense	Local Matched Saved	Local Matched Saved %	Local Match Contribution by City %	Local Match Saved by City	Percent of Local Match Contribution by University	Local Match Saved by University
Current (Budgeted)	$190,838.65	N/A	N/A	21.40%	N/A	78.60%	N/A
Scenario 2.1	$190,838.65	N/A	N/A	21.40%	N/A	78.60%	N/A

Scenario 2.2 – Maximum Service Expansion throughout the Calendar Year

Like Scenario 2.1 this projection, a combined system could leverage an additional $224,420.55 to the existing $429,763.65 of the current system. The total $654,184.20 is then spent completely on expanding current service options, without any cost savings or additional costs to the university or city. Unlike, Scenario 2.1, Scenario 2.2 only projects a reduced portion of the shuttle's total hourly commitment to the summer months. This means that there are increased options during the academic year, while still maintaining some service during the summer months.

Table 6-21: Comparison of Current and Scenario 2.2 Budget

Comparison of Budgetary Items				
	Total Cost	State/Fed Subsidy	Revenue	Local Match
Current	$429,763.65	$163,925.00	$75,000.00	$190,838.65
Scenario 2.2	$654,184.20	$382,043.57	$81,301.98	$190,838.65
Difference	$224,420.55	$218,118.57	$6,301.98	No Change

Scenario 2.2 offers, an additional $224,420.55 is available to expand on the existing service. The following service enhancements should be considered:

- Expand Taxi service through Sunday evening
    - This expansion would require the following actions
        - Current service hours are from 7am – 1pm
        - Add $10,396 to the taxi budget for an increase in 416 hours annually
        - Expand service by 8 hours (single driver) to cover 6am – 7am, and 1pm – 8pm
- Increase shuttle service
        - Expand weekday service from 19 hours daily to 26 hours
            - Two simultaneous routes
                - One "Campus Express" Route
                - One "city-wide" routes with four short "loops" branching from a single location to increase frequency to and from the university
        - Shared central stop to allow users to transfer to different routes
    - Expand Saturdays from 10 hours to 26 hours with the same service availability as the proposed weekday service
    - Expand Sunday service from no service to 13 hours
        - One route that encompasses the entire city
    - Expand shuttle service to the summer months, with limited service of the academic year's service
        - One 13 hour route that loops through the entire city from Monday through Saturday

Table 6-22: Comparison of Current and Scenario 2.2 Weekly Hours of Service

Comparison of Weekly Hours of Service			
	Academic Yr. Hours/Week	Summer Hours/Week	Total Hours
Current-Taxi	214.13	214.13	11,135
Scenario 2.2-Taxi	222.13	222.13	11,551
Difference	8.36	8.36	416
Current-Shuttle	105	0	3,390
Scenario 2.2-Shuttle	208.23	78.15	8226.55
Difference	103.23	78.15	4836.55

The proposed daily breakdown of Scenario 2.2 is as follows. The increase in service hours allows for 26 hours of service per day. In other words, two shuttles to be run simultaneously for 13 hours a day Monday through Saturday. Sunday hours were increased to allow for one shuttle to run all routes for 13 hours of service. Scenario 2.2. also expands service during the summer to include one shuttle to run a citywide route for 13 hours per day Monday through Saturday. While in this scenario weekend service was greatly increased, over time it may not be the best use of the proposed service hours. If the city and the university agree to reallocate these service hours they can be combined with the 39.23 unallocated hours per week. This combination of unallocated hours can be converted to additional funding or cost savings. There are several options in the "Budget Savings" recommendation section for these funds

Table 6-23: Comparison of Current and Scenario 2.2Daily Hours of Service

Comparison of Daily Hours of Service										
		Sun	Mon	Tue	Wed	Thur	Fri	Sat	Total Hours/Week	Unallocated Hours/Week
Taxi	Current	8.63	33	33	33	36.42	36.42	36.42	216.89	N/A
	Scenario2.2	16.63	33	33	33	36.42	36.42	36.42	224.89	N/A
	Difference	8	0	0	0	0	0	0	8	N/A
Shuttle (Academic Year)	Current	0	19	19	19	19	19	10	105	0
	Scenario2.2	13	26	26	26	26	26	26	169	39.23
	Difference	13	7	7	7	7	7	16	64	39.23
Shuttle (Summer)	Current	0	0	0	0	0	0	0	0	0
	Scenario2.2	0	13	13	13	13	13	13	78	.15
	Difference	0	13	13	13	13	13	13	78	.15

***Budgeted Weekly Average Taxi Hours and Weekly Scheduled Hours will vary due to non-service holidays**

There are no cost savings in Scenario 2.2

Table 6-24: Comparison of Current and Scenario 2.2 Local Share Expense

Local Share Expense Savings							
	Local Match Expense	Local Matched Saved	Local Matched Saved %	Local Match Contribution by City %	Local Match Saved by City	Percent of Local Match Contribution by University	Local Match Saved by Univresity
Current (Budgeted)	$190,838.65	N/A	N/A	21.40%	N/A	78.60%	N/A
Scenario 2.2	$190,838.65	N/A	N/A	21.40%	N/A	78.60%	N/A

Scenario 2.3 –Service Expansion with No Expansion into the Summer Months

Like Scenario 2.1 this projection, a combined system could leverage an additional $224,420.55 to the existing $429,763.65 of the current system. The total $654,184.20 is then spent completely on expanding current service options, without any cost savings or additional costs to the university or city. Unlike, Scenario 2.1, and Scenario 2.2, Scenario 2.3 projects no expansion of the shuttle's total hourly commitment to the summer months. This means that Scenario 2.3 represents the most increased service options during the academic year.

Table 6-25: Comparison of Current and Scenario 2.3 Budget

Comparison of Budgetary Items				
	Total Cost	State/Fed Subsidy	Revenue	Local Match
Current	$429,763.65	$163,925.00	$75,000.00	$190,838.65
Scenario 2.3	$654,184.20	$382,043.57	$81,301.98	$190,838.65
Difference	$224,420.55	$218,118.57	$6,301.98	No Change

Scenario 2.2 offers, an additional $224,420.55 is available to expand on the existing service. The following service enhancements should be considered:

- Expand Taxi service through Sunday evening
    - This expansion would require the following actions
        - Current service hours are from 7am – 1pm
        - Add $10,396 to the taxi budget for an increase in 416 hours annually
        - Expand service by 8 hours (single driver) to cover 6am – 7am, and 1pm – 8pm
- Increase shuttle service
        - Expand weekday service from 19 hours daily to 26 hours
            - Two simultaneous routes
                - One "Campus Express" route
                - One "city-wide" routes with four short "loops" branching from a single location to increase frequency to and from the university
        - Shared central stop to allow users to transfer to different routes
    - Expand Saturdays from 10 hours to 26 hours with the same service availability as the proposed weekday service
    - Expand Sunday service from no service to 13 hours
        - One route that encompasses the entire city

Table 6-26: Comparison of Current and Scenario 2.3 Weekly Hours of Service

Comparison of Weekly Hours of Service			
	Academic Yr. Hours/Week	Summer Hours/Week	Total Hours
Current-Taxi	214.13	214.13	11,135
Scenario 2.3-Taxi	222.13	222.13	11,551
Difference	8	8	416
Current-Shuttle	105	N/A	3,390
Scenario 2.3-Shuttle	257.08	N/A	8226.55
Difference	152.08	N/A	4836.55

The proposed daily breakdown of Scenario 2.3 is as follows. The increase in service hours allows for 26 hours of service per day. In other words, two shuttles to be run simultaneously for 13 hours a day Monday through Saturday. Sunday hours were increased to allow for one shuttle to run all routes for 13 hours of service. While in this scenario weekend service was greatly increased, over time it may not be the best use of the proposed service hours. If the city and the university agree to reallocate these service hours they can be combined with the 88.08 unallocated hours per week. This combination of unallocated hours can be converted to additional funding or cost savings. There are several options in the "Budget Savings" recommendation section for these funds.

Table 6-27: Comparison of Current and Scenario 2.3Daily Hours of Service

Comparison of Daily Hours of Service										
		Sun	Mon	Tue	Wed	Thur	Fri	Sat	Total Hours/Week	Unallocated Hours/Week
Taxi	Current	8.63	33	33	33	36.42	36.42	36.42	216.89	N/A
	Scenario2.3	16.63	33	33	33	36.42	36.42	36.42	224.89	N/A
	Difference	8	0	0	0	0	0	0	8	N/A
Shuttle (Academic Year)	Current	0	19	19	19	19	19	10	105	0
	Scenario2.3	13	26	26	26	26	26	26	169	88.08
	Difference	13	7	7	7	7	7	16	64	88.08
Shuttle (Summer)	Current	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	Scenario2.3	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	Difference	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

***Budgeted Weekly Average Taxi Hours and Weekly Scheduled Hours will vary due to non-service holidays**

There are no cost savings in Scenario 2.3

Table 6-28: Comparison of Current and Scenario 2.3 Local Share Expense

Local Share Expense Savings							
	Local Match Expense	Local Matched Saved	Local Matched Saved %	Local Match Contribution by City %	Local Match Saved by City	Percent of Local Match Contribution by University	Local Match Saved by University
Current (Budgeted)	$190,838.65	N/A	N/A	21.40%	N/A	78.60%	N/A
Scenario 2.3	$190,838.65	N/A	N/A	21.40%	N/A	78.60%	N/A

Additional Budget Recommendations

Of the six budget scenarios, four had a surplus of hours that were not allocated. These scenarios offer ample opportunities and options for the city and university to consider. Once again, it is important to note that these options are not mutually exclusive and a combination of any of the opportunities can be used as the city and university see fit.

Reallocate Hours

Table 6-29 illustrates the number of unallocated shuttle hours available for each budget scenario. One possible solution to the utilization these unallocated hours may be to reallocate these hours to meet different demands. The following are ways those hours could be reallocated:

- Expand summer shuttle hours
- Expand weekday shuttle hours to include a wider array of service times
- Expand weekend shuttle hours
- Create a late night route providing service to and from 2nd street to residential areas and the campus

Table 6-29: Comparison of Unallocated Shuttle Hours

	Total Unallocated Academic Year Hours/Week	Total Unallocated Summer Months Hours/Week	Total Unallocated Hours/Year
Current	0	0	0
Scenario 1.1	0	0	0
Scenario 1.2	8	0	256.00
Scenario 1.3	56.72	0	1,815.04
Scenario 2.1	2.2	2.2	114.40
Scenario 2.2	39.23	.15	1,258.36
Scenario 2.3	88.08	0	2,818.56

As noted in the budget recommendations, unallocated hours per week will be increased if the city and university decide to reallocate weekend hours. For example, if 4 hours were reallocated from the weekend in budget scenario 1.2, the new total unallocated hours per week would be 12 hours.

Leverage 5311c Funding for Capital Improvements

WisDOT offers grants for capital improvements through their 5311c grant program. Capital improvements include purchasing route amenities such as bus stops, signs and benches along with vehicles. If the city and university decide to only use the minimal hours needed to run each budget scenario, they could take the local savings of the unallocated hours and leverage the savings to purchase capital improvements. Table 6-31 outlines each scenario's leveraging potential. The figures in the table were derived from the following methodology

- Unallocated hours per year were derived from each budget scenarios' unallocated hours per week and were multiplied by the appropriate number of weeks
    - 32 weeks make up the academic year
    - 20 weeks make up the summer months
- The total unallocated hours per year were then multiplied by the shuttle cost per hour rate of $44.25 to compute the total unallocated funding
- To determine the unallocated local share, the assumption budget (see table 6-30) local funding percentage of 29.17% was applied to the total unallocated funding

- The unallocated local share was then applied to the Current 5311c grant funding model at 80% state and federal and 20% local match to determine the maximum capital improvement funding leveraged

Table 6-30: Comparison of Unallocated Shuttle Hours

Assumption Budget	
Local (City & University): **29.17%**	$190,838.65
Fare Revenue: 12.43%	$81,301.98
State/Federal: 58.4%	$382,043.57
Total	$654,184.20

Table 6-31: Comparison of Unallocated Shuttle Hours

5311c Grant Funding Opportunities					
	Total Unallocated Hours/Year	Unallocated Funding	Unallocated Local Share	Potential Leveraged State/Federal Funding	Potential Total 5311c funding leveraged
Current	0	$0	$0	$0	$0
Scenario 1.1	0	$0	$0	$0	$0
Scenario 1.2	256	$11,328	$3,304.38	$13,217.51	$16,521.89
Scenario 1.3	1,815.04	$80,315.52	$23,428.04	$93,712.15	$117,140.19
Scenario 2.1	114.40	$5,062.20	$1,476.64	$5,906.57	$7,383.22
Scenario 2.2	1,258.36	$55,682.43	$16,242.56	$64,970.26	$81,212.82
Scenario 2.3	2,818.56	$124,721.28	$36,381.20	$145,524.79	$181,905.99

Maximize Savings

If the goal of university and the city chose to simply save as much money as possible, then they could choose to only allocate the minimal number of hours outlined in each budget scenario. The remaining local share of the remaining hours could then be "saved" and added to any previous local match savings offered in each budget scenario. These maximum savings for each scenario are shown in Table 6-32. It would be up to the city and university to decide how the savings would be split between the two partners. A brief methodology is as follows:

- Previous local match savings were taken from the budget scenarios' local savings
- Additional local match savings were derived with the same methodology outlined in the previous section. (Leveraging 5311c Funding) The unallocated hours were converted into unallocated funding and converted to local match funding by applying the assumption budget local match percentage.
- Previous local match savings and additional local match savings were then added together to compute the combined maximum savings for each respective budget scenario.

Table 6-32: Comparison of Local Match Savings

	Previous Local Match Savings	Additional Local Match Savings	Combined Maximum Savings
Current	$0	$0	$0
Scenario 1.1	$90,986.74	$0	$90,986.74
Scenario 1.2	$47,709.66	$3,304.38	$51,014.04
Scenario 1.3	$19,083.86	$23,428.04	$42,511.90
Scenario 2.1	$0	$1,476.64	$1,476.64
Scenario 2.2	$0	$16,242.56	$16,242.56
Scenario 2.3	$0	$36,381.20	$36,381.20

Additional Buses

Scenario 1.2, 2.2, and 2.3 all feature a vast surplus of unallocated hours per week. These options potentially allow for an increase in buses for the combined system. While the addition of a third bus is most likely not desired during the first years of operation, growth in ridership may demand the addition of a bus. It is important to note that an addition of a third bus would more than likely change the hourly cost of service. A quote from the service provider would be needed to determine viability before expanding to a three bus system.

If it proves to be feasible, a benefit of adding another bus to the route system, would lead to faster, more efficient service. This would be possible by allowing the current single "city route" featuring four loops to be divided into two city routes consisting of two loops each. This decision to add buses to the transportation system will be up to the partners' priorities, service demands, and viability of such additions.

Routing Overview

Transit routes are limited by the availability of funding. While the Platteville Transportation Development Plan provides several strategies for increasing funding and expanding services, these expansion efforts will always be limited to the availability of funding. Knowing this, SWWRPC first created an "ideal" system that would maximize accessibility within the City of Platteville. Budget scenario constraints were then applied to "ideal" routes to cull the routes into affordable route recommendations. A detailed methodology is included below.

Methodology

As formerly stated, SWWRPC first mapped an "ideal**"** system for the City of Platteville. The "ideal" system was created assuming that:

- Every resident in Platteville lived within 1-3 blocks of a shuttle stop
- Every shuttle "loop" was close to 20 minutes or less to complete a cycle. This means that theoretically any resident can get to Main St. in 20 minutes or less and home again in the same amount of time.
- There are no funding constraints on the ideal system

The ideal system was used to establish priorities under the restraint of the proposed system. This way, the answer of how to expand service to as many individuals within the city limits is a matter of culling back the ideal system to realistic proportions with the priorities identified throughout outreach. This way the city and the university will have a realistic system to implement immediately and an ideal system to build towards.

However, both the ideal system and the practical system only plan for service in the immediate vicinity of Platteville. This study assumes that any shuttle service expansion to Business 151 should also be 100% supported by businesses on

Business 151. Stevens Point, Wisconsin has a similar system to potentially model in Platteville. In Stevens Point businesses on a commercial route pay a percentage of the cost of the route based on square footage. By sponsoring a route, a business is able to place a shuttle stop immediately outside of their establishment. Outreach was conducted in Platteville on establishing a similar system. Even if the city and the university decide not to implement a commerce route in the first year of implementation, it should still be included in the grant application for the proposed 2015 transit system. This grant period will cover up to five years of funding, and if the DOT is expected to continue offering subsidies, they will need to know the service is being considered, even if it is still in a conceptual phase. For more information on the Stevens Point business-subsidized route and interviews with Platteville businesses, please see Appendix C: Summary of Business-Funded Commercial Route and Business Outreach.

The following section will detail the proposed system within the confines of the budget scenarios outlined in this document. For a complete narrative on the ideal system, please see Appendix D.

Proposed Shuttle Routes

This system uses the same loop pattern as the ideal system. This system originates and terminates at Pine Street Loop. Again, this is to allow quick and easy access to and from the university, while also providing a common transfer point between shuttles. This route model recommends splitting the entire service area between two busses. One bus to serve exclusively the Campus Express Route, and one bus to serve the City Route.

These recommendations do not account for any estimated "bus dwell time." Currently, the UW-Platteville Student Shuttle has no estimate built into their time tables, and none of the previously-identified peer transportation programs use a bus dwell time in their time tables either. Instead the estimated time is the time it takes to travel between stops.

If a location was too far away from Pine Street Loop, then it could not be included in the route recommendations. These recommendations were developed using information gained directly from community outreach. For instance, the campus and shopping were consistently some of the highest desired.

The following priorities were used in creating route recommendations (In no particular order):

- Campus
- UW-Platteville Student's Academic Year Residences
- Rental properties
- Assisted living facilities
- Main Street
- Grocery stores
- Drug stores
- Other public amenities (Parks, pools, schools, etc.)

Proposed Shuttle Routes (Campus - 1 bus)

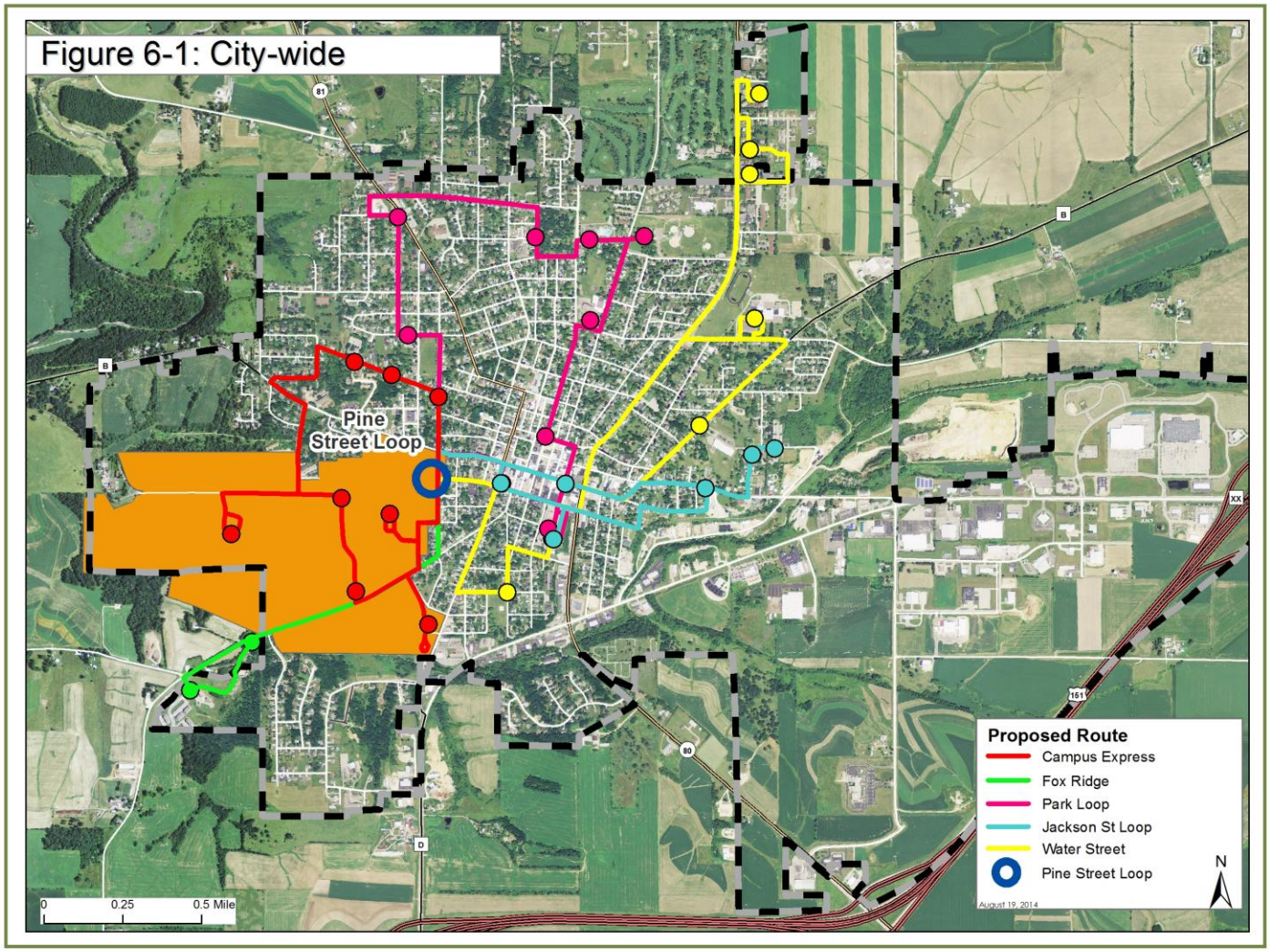
- *Campus Express Route (Red) – 13 min*
    - Quick service to and from campus and its most immediate neighborhoods
    - Stops include:
        - Pine Street Loop
        - Student Center
        - Rountree Commons
        - Engineering Hall
        - Greenwood Ave
        - Circle Drive Residence Halls
        - Union St. Apartments
        - Pioneer Court Apartments
        - Union and Hickory
        - Pine Street Loop

Proposed Shuttle Routes (City - 1 bus)

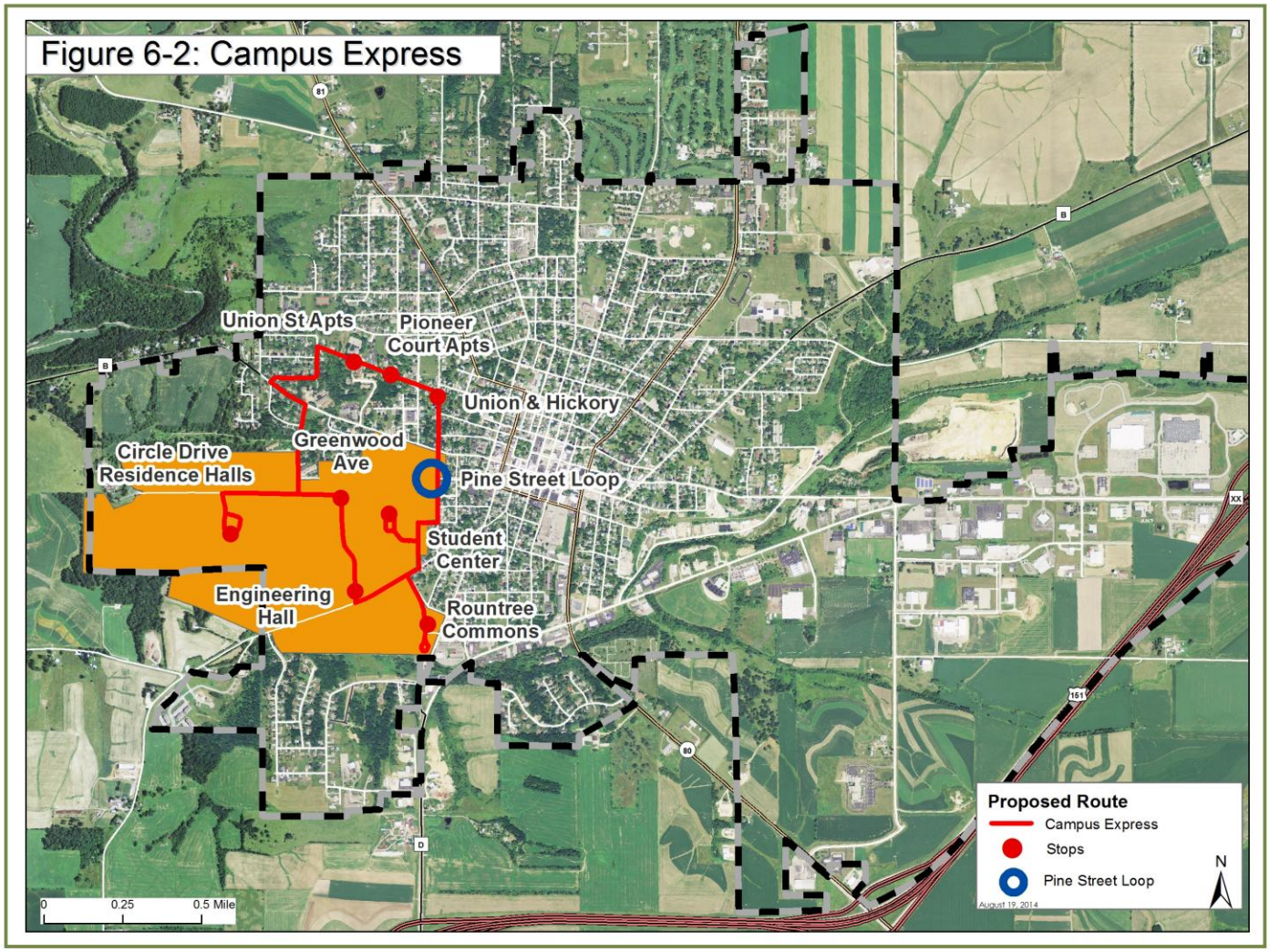
- *Fox Ridge Loop (Green) – 7 min*
    - Quick service for the Fox Ridge Apartments which house many students
    - Same bus will run this as the Campus Express Route
    - Stops include:
        - Pine St. Loop
        - Fox Ridge and Edgewood
        - Fox Ridge and Southwest
        - Pine Street Loop

- *Park Loop (Pink) – 22 min*
    - Service to an Elderly Care Facility
    - Quick Access to a grocery store and a drug store
    - Stops include:
        - Pine Street Loop
        - Madison Street Apartments
        - Mason and Lancaster
        - Park Place Senior Living
        - Platteville Family Aquatic Center
        - Legion Field
        - Middle School
        - 4th and Furnace
        - Piggly Wiggly
        - Hartig Drug
        - Pine Street Loop

- *Jackson Street Loop (Teal) – 17 min*
    - Stops at many apartment buildings
    - Stops at a grocery store and a drug store
    - Stops include:
        - Pine Street Loop
        - Hearthside Apartments
        - Prospect Height Apartments
        - Karsurina Kourt Apartments
        - Jackson Street Apartments
        - Piggly Wiggly
        - Hartig Drug
        - Pine Street Loop
- *Water Street Loop (Yellow) – 26 min*
    - Services the East part of the city
    - Stops at schools and a grocery store
    - Stops include:
        - Pine Street Loop
        - De Valera Dr.
        - Country Club Ct.
        - Northside Dr.
        - High School
        - Neal Wilkins
        - Piggly Wiggly
        - Court and Harrison
        - Pine Street Loop

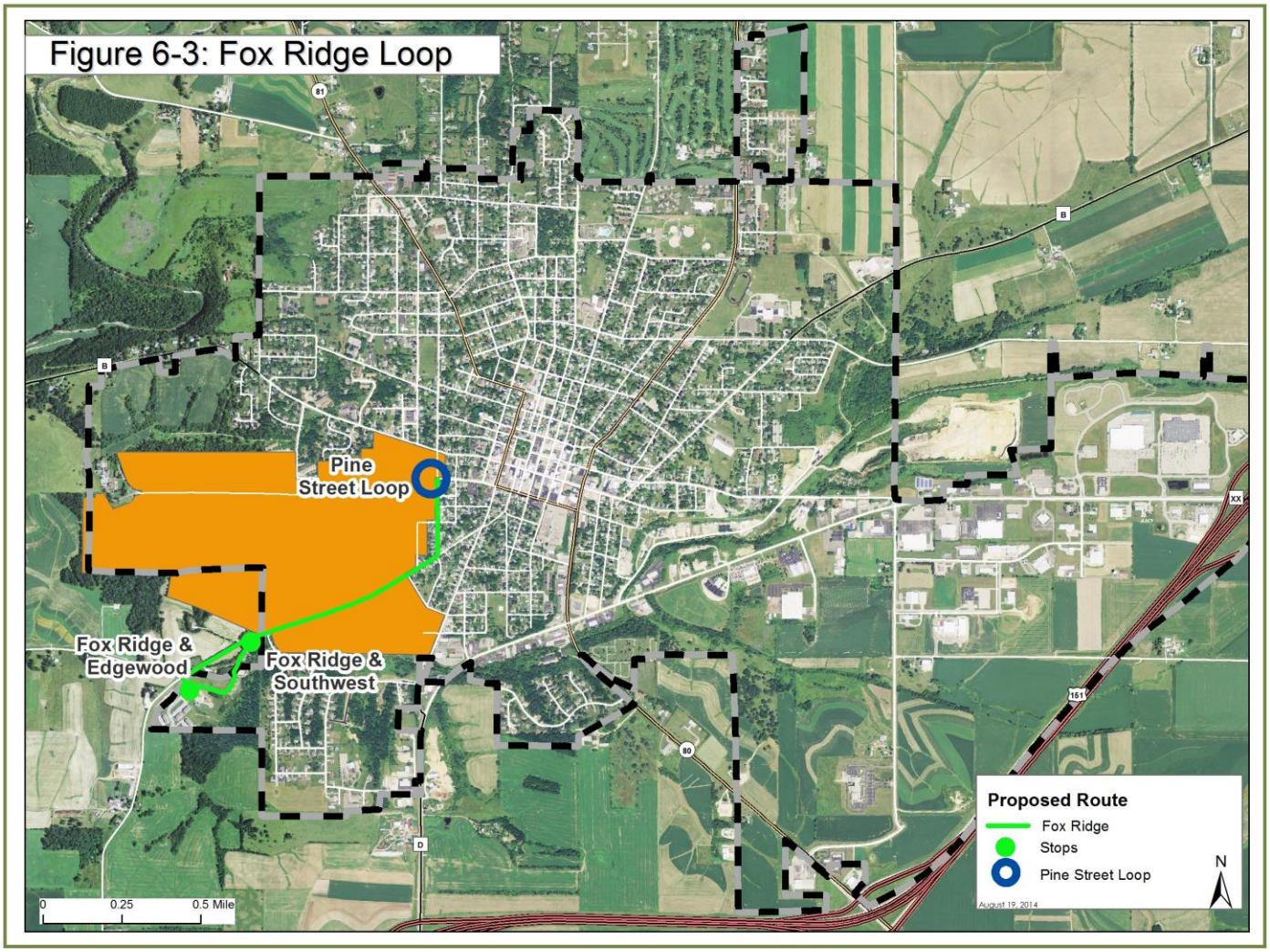


- **Campus Express Route (Red) – 13 min**
- **Fox Ridge Loop (Green) – 7 min**
- **Park Loop (Pink) – 22 min**
- **Jackson Street Loop (Teal) – 17 min**
- **Water Street Loop (Yellow) – 26 min**



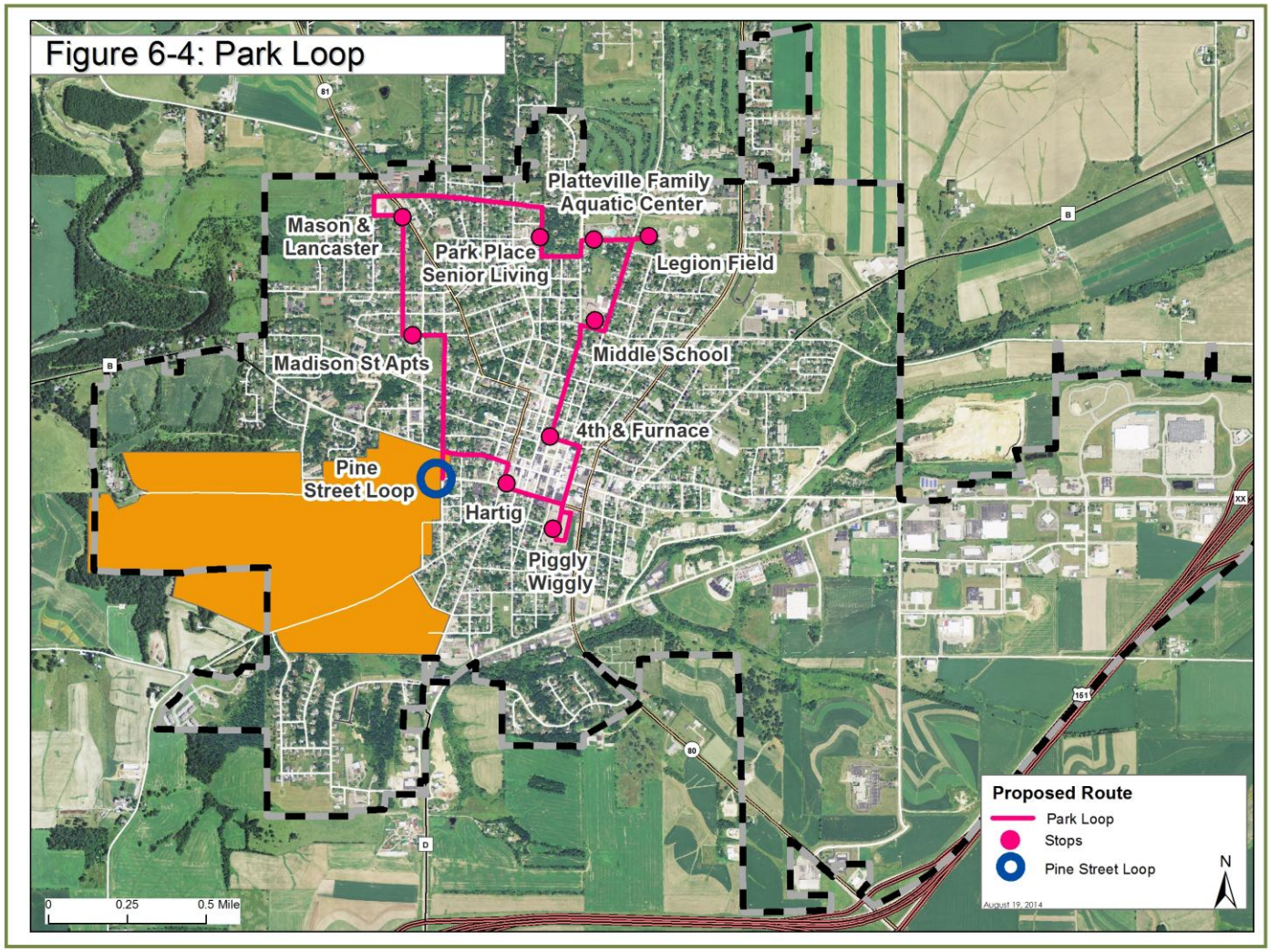
Campus Express Route (Red) – 13 min

- Quick service to and from campus and its most immediate neighborhoods
- Stops include:
  - Pine Street Loop
  - Student Center
  - Rountree Commons
  - Engineering Hall
  - Greenwood Ave
  - Circle Drive Residence Halls
  - Union St. Apartments
  - Pioneer Court Apartments
  - Union and Hickory
  - Pine Street Loop



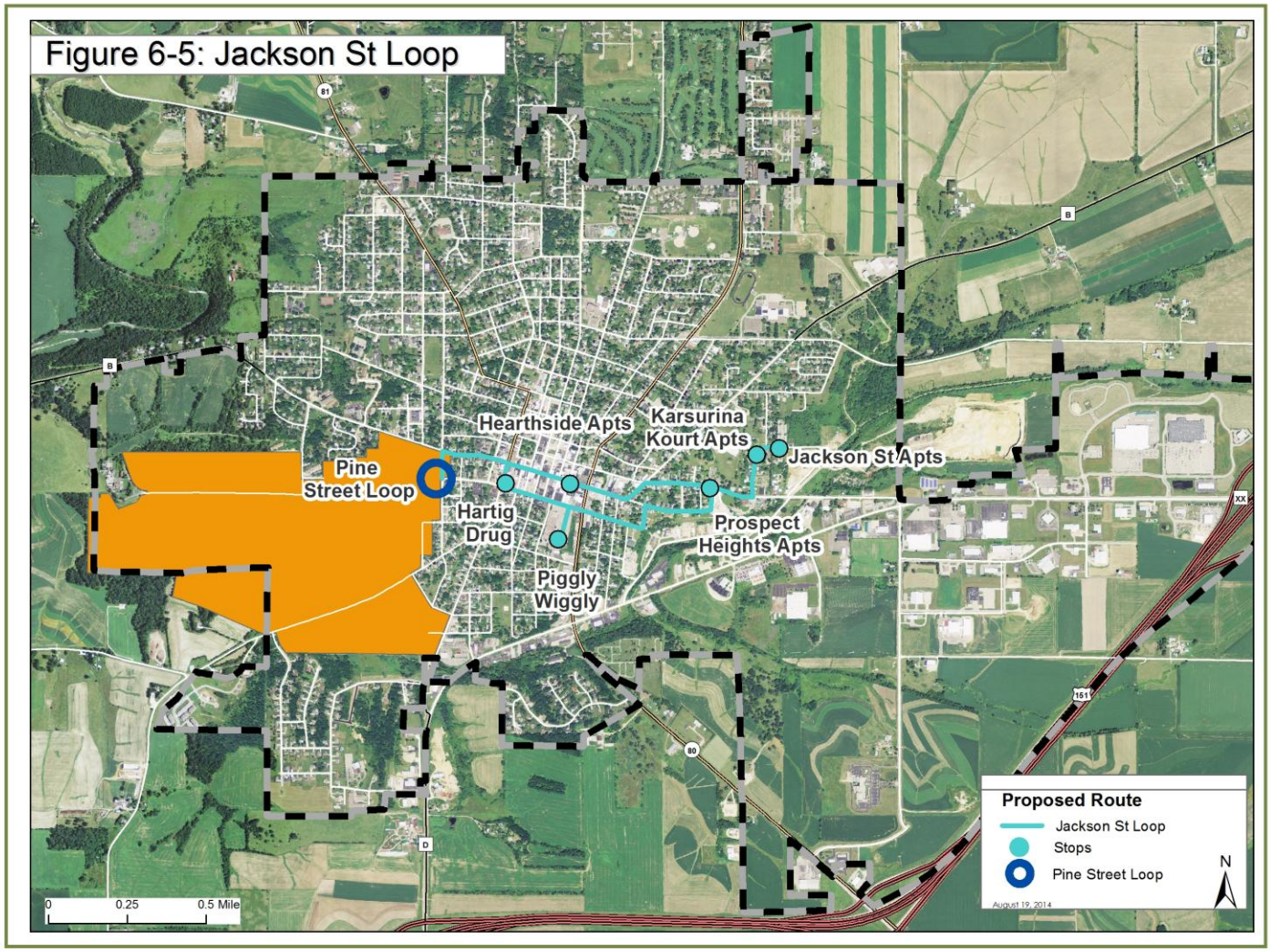
Fox Ridge Loop (Green) – 7 min

- Quick service for the Fox Ridge Apartments which house many students
- Stops include:
  - Pine St. Loop
  - Fox Ridge and Edgewood
  - Fox Ridge and Southwest
  - Pine Street Loop



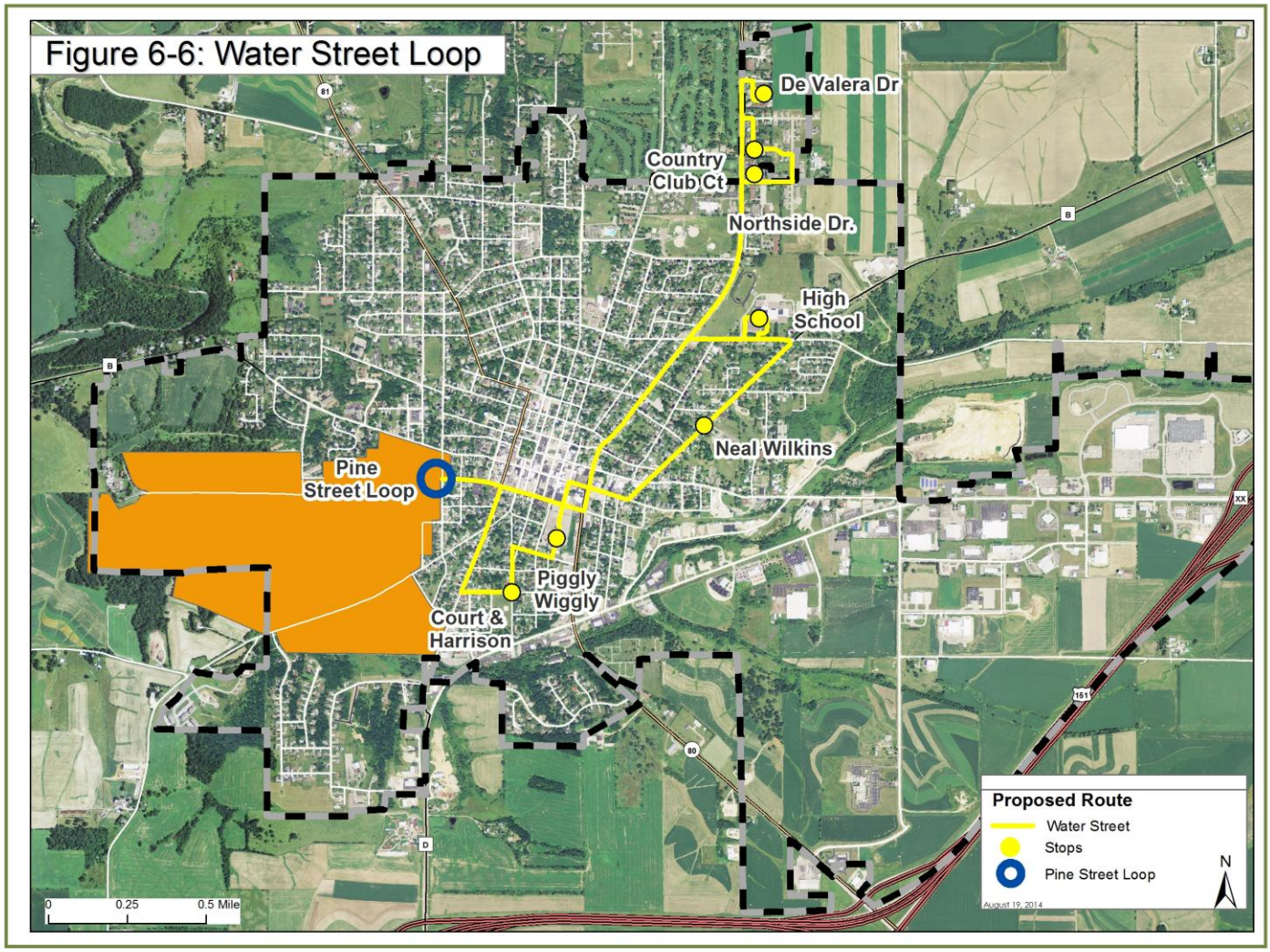
Park Loop (Pink) – 22 min

- Service to an Elderly Care Facility
- Quick Access to a grocery store and a drug store
- Stops include:
  - Pine Street Loop
  - Madison Street Apartments
  - Mason and Lancaster
  - Park Place Senior Living
  - Platteville Family Aquatic Center
  - Legion Field
  - Middle School
  - 4th and Furnace
  - Piggly Wiggly
  - Hartig Drug
  - Pine Street Loop



Jackson Street Loop (Teal) – 17 min

- Stops at many apartment buildings
- Stops at a grocery store and a drug store
- Stops include:
  - Pine Street Loop
  - Hearthside Apartments
  - Prospect Height Apartments
  - Karsurina Kourt Apartments
  - Jackson Street Apartments
  - Piggly Wiggly
  - Hartig Drug
  - Pine Street Loop



Water Street Loop (Yellow) – 26 min

- Services the East part of the city
- Stops at schools and a grocery store
- Stops include:
  - Pine Street Loop
  - De Valera Dr.
  - Country Club Ct.
  - Northside Dr.
  - High School
  - Neal Wilkins
  - Piggly Wiggly
  - Court and Harrison

Proposed Taxi Service and Shuttle Routes as related to Scenarios 1.1 - 2.3

Table 6-33 and Table 6-34 summarize Budget Scenarios 1.1-2.3 service options. This includes the number of service vehicles available, hours of service, and routing information. In Table 6-33 bold items distinguish the changes from the current system.

Table 6-33: Comparison Shared-Ride Taxi Service Options

	Academic Year		Summer Months	
	Number of Taxis Available	**Hours of Service**	**Number of Taxis Available**	**Hours of Service**
Current	3 3 2	• Mon-Wed 6am-8pm • Thur-Sat 6am-3am • Sunday 7am-1pm	3 3 2	• Mon-Wed 6am-8pm • Thur-Sat 6am-3am • Sunday 7am-1pm
Scenario 1.1 *(No service expansion)*	3 3 2	• Mon-Wed 6am-8pm • Thur-Sat 6am-3am • Sunday 7am-1pm	3 3 2	• Mon-Wed 6am-8pm • Thur-Sat 6am-3am • Sunday 7am-1pm
Scenario 1.2	3 3 2	• Mon-Wed 6am-8pm • Thur-Sat 6am-3am • **Sunday 6am-8pm**	3 3 2	• Mon-Wed 6am-8pm • Thur-Sat 6am-3am • **Sunday 6am-8pm**
Scenario 1.3	3 3 2	• Mon-Wed 6am-8pm • Thur-Sat 6am-3am • **Sunday 6am-8pm**	3 3 2	• Mon-Wed 6am-8pm • Thur-Sat 6am-3am • **Sunday 6am-8pm**
Scenario 2.1	3 3 2	• Mon-Wed 6am-8pm • Thur-Sat 6am-3am • **Sunday 6am-8pm**	3 3 2	• Mon-Wed 6am-8pm • Thur-Sat 6am-3am • **Sunday 6am-8pm**
Scenario 2.2	3 3 2	• Mon-Wed 6am-8pm • Thur-Sat 6am-3am • **Sunday 6am-8pm**	3 3 2	• Mon-Wed 6am-8pm • Thur-Sat 6am-3am • **Sunday 6am-8pm**
Scenario 2.3	3 3 2	• Mon-Wed 6am-8pm • Thur-Sat 6am-3am • **Sunday 6am-8pm**	3 3 2	• Mon-Wed 6am-8pm • Thur-Sat 6am-3am • **Sunday 6am-8pm**

Table 6-34: Comparison of Fixed Route Service Options

	Academic Year		Summer Months	
	Number of Busses Available	**Route Description**	**Number of Busses Available**	**Route Description**
Current	2	• One shared city and campus route • Extra bus used for peak hours	0	None
Scenario 1.1 *(No service expansion, only routing changes)*	2	• One shared city and campus route • Extra bus used for peak hours – 3 Loops	0	None
Scenario 1.2	2	• "Campus Express Route" • "City Route" – 4 Loops	0	None
Scenario 1.3	2	• "Campus Express Route" • "City Route" – 4 Loops	0	None
Scenario 2.1	2	• "Campus Express Route" • "City Route" – 4 Loops	2	• "Campus Express Route" • "City Route" – 4 Loops
Scenario 2.2	2	• "Campus Express Route" • "City Route" – 4 Loops	1	• One shared city and campus route
Scenario 2.3	2	• "Campus Express Route" • "City Route" – 4 Loops	0	None

Additional Route Recommendations

Additionally, the city and the university should consider implementing faster "loops" to the university and Main St. Currently, the City Route operates four loops at 71 minutes total travel time. While each loop allows residents to get to the university or Main St. in 20-30 minutes, the amount of time it takes to get back to the original destination is 71 minutes.

The following options could be considered to diminish the total travel time for the City Route:

- Eliminate a loop
- Eliminate destinations on the outskirts of the system, such as
    - De Valera Dr. (Water St. Loop)
    - Country Club Court (Water St. Loop)
    - Jackson St. Apartments (Jackson St. Loop)
    - Karsurina Kourt Apartments (Jackson St. Loop)

The city and the university should also consider allowing users to depart the bus by requesting a stop, even if a specific bus stop is not available on the route. This way users do not have to walk an extra distance to their location. This would increase accessibility for disabled and elderly users as well as allow users to get to destinations that are not already affiliated with a stop such as parks or neighborhoods. Stop requests would only be allowed departing the bus and in one-block increments along the route.

Other Recommendations

University Student Partnership

If implemented, a substantial portion of the local match will be subsidized by student fees. UW-Platteville students should be viewed as one of the key stakeholders with the new transit program along with the City of Platteville and UW-Platteville. Other similar transit systems within the UW-System have established a working relationship with the university student government. The following are recommendations to maximize the relationship:

- Partner with UW-Platteville Student Government Associations
    - Segregated University Fee Allocation Commission (SUFAC) handles all student segregated fee allocations
    - Student Senate handles all policies affecting students at the university
- Develop a strategy to deal with yearly turnover of Student Government leadership positions
- Create a yearly service agreement with UW-Platteville outlining the student fee contribution, cost of fare to students (if applicable), and services provided
    - A copy of an agreement from Stevens Point, WI can be found in Appendix B
- Develop a system of regular contact, such as a transportation committee with the following representation:
    - Student representation
        - UW-Platteville Segregated Fee Allocation Commission
        - UW-Platteville Student Senate
    - University representation
        - Office of Sustainability
        - Other university senates
            - Faculty
            - Academic Staff
            - Classified Staff
    - City of Platteville representation
        - Public Works Department

Evaluation

There are a number of small bus systems in the State of Wisconsin that are supported by 5311 and 85.20 grant programs. These funds support capital and operating expenses for public transportation services that are operated in non-urbanized areas (population between 2,500 and 50,000). The systems included in the peer group are those in the category that provide fixed route services.

WisDOT regularly reviews these systems to determine the effectiveness and efficiency of the system. It is highly recommended that the partners evaluate the system on an annual basis. Summer months can offer the best time of year to evaluate and change routing as they tend to be the slowest time of the year for these types of systems. WisDOT uses six performance measures to determine a system's efficiency. These performance measures are ranked in relation to the mean of all systems within the peer group and whether or not the system's measures fall within one standard deviation of the peer group mean. The latest data available is 2009 operating data that was used in a similar transportation development plan by Dunn County in 2013. While the data is slightly outdated, it has been included as a base reference while WisDOT generates newer figures. Additionally, these performance standards can be used as an effective administrative tool in future years when working with system development.

Included below are the following:

- Table 6-35: 2009 DOT Performance Standards Peer Group Mean and Standard Deviation
- Table 6-36: 2009 Individual System Performance Standards Data

Table 6-35: DOT Performance Standards

2009 DOT Performance Standards for Small Bus System					
Performance Measure	**Data**	**Mean**	**Standard Deviation**	**(+) One Standard Deviation**	**(-) One Standard Deviation**
Cost/Hour	2009	$55.59	$12.27	$43.32	$67.86
Operating Ratio	2009	16.24%	16.30%	-0.06%	32.54%
Cost/Ride	2009	$12.92	$5.18	$7.74	$18.10
Rides/Hour	2009	6.02	4.03	1.99	10.05
Rides/Capita	2009	6.02	3.01	3.01	9.03
Hours/Capita	2009	1.00	0.91	0.09	1.91

Table 6-36: 2009 Comparable Peer Group Data

2009 Individual System Performance Standards Data						
Small Bus Systems	Expense/ Revenue Hour	Fare Box Recovery	Cost/ Ride	Rides/ Revenue Hour	Rides/ Capita	Revenue Hours/ Capita
Adams County	$33.30	14.65%	$30.71	1.08	0.62	0.57
BART	$40.12	12.75%	$9.44	4.25	8.21	1.93
Door County	$50.61	55.00%	$12.21	4.15	2.95	0.71
Ladysmith	$44.51	7.88%	$11.02	4.04	6.76	1.67
Manitowoc	$71.71	9.14%	$5.47	13.12	7.84	0.60
Menominee Tribe	$68.47	3.85%	$20.09	3.41	11.19	3.28
Merrill	$71.55	18.34%	$6.50	11.01	7.19	0.65
Monona*				3.87	2.05	0.53
Rusk County**						
Sawyer County	$57.74	8.02%	$15.43	3.74	4.16	1.11
Stevens Point	$62.27	16.54%	$5.41	11.50	9.24	0.80
Group Mean Avg.	$55.59	16.24%	$12.92	6.02	6.02	1.00

***Not all data was complete and available**

*** *Do not have confirmed ridership data for Rusk County in 2009, and costs are inconsistent with 2008.**

Table 6-37 includes the performance standards of the current system along will all budget scenarios. The methodology and assumptions are as follows.

- All budgetary items (revenues, cost, revenue hours etc…) are taken from the previously included budget scenarios
- City of Platteville population (11,224) is based off of 2010 Census data
- A ride is equal to a one one-way trip
- Current taxi rides are based on the 2014 City of Platteville grant application
- Current shuttle rides are based on the second operating year rides along with previously assumed Spring 2014 ride projections

- Scenario 1.1 taxi rides projections are based on 2014 City of Platteville grant application with no increase in taxi service
- Base 2015 Ride projections (28,500) of the Shared-Ride Taxi are based on the 2014 City of Platteville grant application
- Scenarios 1.2-2.3 include increased taxi rides due to expansion of the taxi service. These rides are accounted for by applying a rides per hour rate from the 2014 City of Platteville Shared-Ride Budget to increased service hours.
- Total taxi rides for scenarios 1.2-2.3 are the sum of the 2015 base ride projections and the expected increase due to service expansion.
- Shuttle baseline rides are based off of the second operating year data with spring 2014 projections
- City of Platteville community rides projections of the University Shuttle (3,500 rides) were the same as fare box revenue projections previously included in the budget scenarios
- Increase in student rides are based on student outreach survey
    - Top barrier to ridership was indicated as time of travel while on shuttle indicated by 28.44% of respondents
    - Scenarios 1.1-2.3 all decreased travel time to acceptable levels 20-30minutes as indicated by survey respondents
    - With this barrier to service corrected, it is assumed that the 28.44% of respondents would use shuttle
    - 28.44% was then applied to 2013-2014 fall enrollment headcount to project 2015 increase university rides of 2,479 rides or a 4.93% increase from second operating year and spring 2014 projected rides
- Total shuttle rides is sum of the second operating year with spring 2014 projections, expected City of Platteville rides, and increase in university student rides

Table 6-37: 2015 DOT Performance Standards

Combined system 2015 DOT Performance Standards Projections				
	Population	Taxi Rides	Shuttle Rides	Total Rides
Current	11,224	28,000	50,306	78,306
Scenario 1.1	11,224	28,500	56,285	84,785
Scenarios 1.2-1.3	11,224	29,546	56,285	85,831

Each Scenario and its respective performance standards are included in Table 3-38.

Table 6-38: Performance by Budget Scenario

Budget Scenarios DOT Performance Standards						
	Cost/Hour	**Operating Ratio**	**Cost/Ride**	**Rides/ Hour**	**Ride/ Capita**	**Hours/ Capita**
Current	$29.59	17.45%	$5.49	5.39	6.98	1.29
Scenario 1.1	$29.59	18.27%	$5.07	5.84	7.55	1.29
Scenario 1.2	$31.41	15.03%	$6.30	4.99	7.65	1.53
Scenario 1.3	$32.48	13.33%	$7.10	4.57	7.65	1.67
Scenario 2.1	$33.08	12.43%	$7.62	4.34	7.65	1.76
Scenario 2.2	$33.08	12.43%	$7.62	4.34	7.65	1.76
Scenario 2.3	$33.08	12.43%	$7.62	4.34	7.65	1.76

All scenarios, including each of the current systems, perform extremely well when compared to the peer group mean and standard deviation of that mean. The following is a more detailed analysis.

Cost/Hour-All systems cost per hour are below the mean and one standard deviation below mean. The proposed system should continue to contract as close to the current rate when doing a future bid.

Operating Ratio- (Fare box Recovery)-Overall all systems are within one standard deviation of the group mean but are below the mean. This is expected as the system is new and has not developed a fare generating ridership for the shuttle. Also, because students ride for free and make a majority of the ridership, it will drive the ratio down.

Cost/Ride- All scenarios are below the mean and one standard deviation below the mean. Maintaining total costs and continuing to increase riders will ensure that this continues in the future.

Rides/Hour- Rides per hour in all scenarios are within the standard deviation but below the mean. This can also be expected with a new system that has not fully developed its potential ridership.

Rides/Capita-Even with lower rides per hour, all scenarios perform above the mean and towards the higher end of the standard deviation. It is important to note, however, that the proposed system services a smaller, denser population than many of the other peer groups which can skew the statistic. This is because of two reasons. The first and most obvious is that the City of Platteville is smaller than many of the other cities in the peer group. The second is that the proposed system only services a municipality, whereas other peer systems are county-wide. Nonetheless, for a new system that is still developing a ridership, it is doing well.

Hours/Capita-All scenarios perform well with above mean and upper end standard deviation standing in this category. Once again it is important to take into consideration the service area population when analyzing this performance standard.

Grant Writing

As mentioned previously throughout the document, there are several recommendations that should be kept in mind while completing the grant application.

- Prior to the grant application process, an agreement between the City of Platteville and UW-Platteville must be formed outlining funding streams and services. See Appendix B for an example.

- Any local match funds not used should considered being used to leverage funding for capital improvements through the WisDOT 5311c grant program. Route amenities like benches and bus shelters should be purchased through this program. This program is currently funding capital improvements at 80%. The decision to apply for this grant our how much to put towards leveraging this grant is up to the partners to decide.

- While purchasing buses for the system may not be desired, a cost benefit of owning the buses should be done to assess the most cost effective system

- Even if the city and the university decide not to implement a commerce route in the first year of implementation, it should still be included in the grant application for the proposed 2015 transit system. This grant period will cover up to five years of funding, and if the DOT is expected to continue offering subsidies, they will need to know the service is being considered, even if it is still in a conceptual phase.

- Imperative that the city demonstrates need for service:

- Provide documentation, such as service agreements, for any revenue sources outside of the state, federal, or local government. (University Partnership, Business Partnership, etc…)
- Invite the DOT to any open forums to see support from the community first hand

Section 7: Conclusion

Overall, the Platteville Transportation Development Planning process has established that merging the two transportation systems is feasible. This feasibility provides the City of Platteville and UW-Platteville with a number of options to consider when planning their new transportation program. While, ultimately it's the city and the university's responsibility to decide how to merge the systems, and what level of service to provide, SWWRPC makes the following recommendations.

Formal Partnership

If the city and university decide to merge systems, a formal partnership must be immediately made. It is important to note that this partnership cannot end at the administrative level of the university as students must approve the use of the student fees to fund this system. As long as student fees are used, the appropriate student government associations should be given oversight of the partnership. This issue should be brought before the appropriate student government body at the commencement of their legislative sessions. The University Student Partnership recommendations and Appendix B: Stevens Point, WI Transportation Agreement will help when creating an inclusive working partnership.

Budgetary Decisions

Together the two partners will need to decide how the additional $218,118.57 in state and federal funding will be utilized. When deciding how to utilize this increase in funding, the partnership must determine if they wish to save money, expand service, or do a combination of both. The Budget Scenario recommendations will help aid this discussion. The city and university must also decide how to utilize any unallocated service hours or funding that comes with their decision to use the increase in funding. Referring to the Other Budget Recommendation will provide several strategies for use of these funds. Additionally, the partnership will need to look at long-term goals of the system such as acquiring route amenities through 5311c grant funding, creating a business/commerce route, and expanding services. The Other Budget Recommendations and Appendix C: Business/Commerce Route and Outreach will help aide this discussion. As stated multiple times, if a business/commerce route is considered, it must be included in the initial grant application even if not implemented during the first few years of the system.

Routing Decisions

The plan recommends that two shuttles run simultaneously on two routes during the academic year. It will be up to the partners to decide if summer service be provided and what that service will look like. The plan also recommends two routes that split the city into one Campus and one City route. Additionally, all routes should begin and end at the University with the Pine Street Loop being the transit hub. This hub should be the top priority for any route amenity updates. Ultimately all routing options and decisions will need to be made by the partners. It is strongly encouraged that these recommendations be used as blueprints or starting points if changes are to be made by the partners. Appendix D: "Ideal" Shuttle Routes, and the Current Conditions section can be helpful in changing or making routing decisions. Consistent review of route performance and changes, preferably during the slow season of summer, is also highly suggested. The Evaluation portion of the document will provide guidance into how to evaluate the program.

Other References

On a final note, Appendix A: Summary of Best Practices from Other Transit Systems and the Outreach section can be help inform decisions during the entire decision making process. The Grant Writing recommendations can be provide guidance during the grant writing process.

Section 8: Appendix

Appendix A: Summary of Best Practices from Other Transit Systems

Local communities with similar characteristics to the City of Platteville were consulted in developing a successful transportation development plan. Stevens Point, Menominee, and Whitewater, Wisconsin were all identified as similar systems being that they are home to a UW-System University and are within the DOT parameters as a small urban transit program of a population of fewer than 50,000 and greater than 2,500. Specific goals of the outreach were to look at developing successful transit development strategies. These strategies included:

- Routing
- Late night transit options
- Business partnerships
- Demonstrating need to the DOT for 5311 and 85.20 funding
- General advice

Routing

- Always include the University in a route when developing or changing existing routes to increase ridership
- Target low to medium income housing to best capture university student population
- Commerce/edge of service area routes run at 1 hour loops
- Residential and campus connect routes should be 20 to 30 minute loops
- Place top destinations in middle of route with repeat stops during loop to reduce ride times
- Drop number of routes and service hours during slower summer months
- Use the summer to analyze ridership data and improve underperforming routes
- Offer online real-time bus tracking through phone app

Late Night Transit

- Police complaints and vandalism will be reduced through implementing a Late Night Transit system
- Have all responding police departments at the table during the planning and implementation process
- All late night transit buses should be equipped with a direct line to police dispatch for immediate response times
- Focus late night transit route on high density student housing to premier late night destinations Note: this may cause different routing from regular, daytime hours
- If different, clearly mark all late night stops with different signage from daytime service stops
- Focus on student housing off-campus as on-campus residents are generally not of legal drinking age
- Discourage the idea that the late night service is a “party bus”
- While underage drinking may be a problem in many communities like Platteville, a late night transit service should not serve as a mechanism for “cracking down” on underage drinkers. Efforts to ticket passengers can potentially discourage riders from using safe transportation and may encourage more dangerous options such as driving under the influence.
- To avoid altercations with inebriated passengers provide late night service free to all patrons
- Keep loops short (15 to 30 minutes)

Demonstrating Need to DOT for 5311 and 85.20 Funding

- Provide documentation of support from community
- Invite DOT to public hearings so they can see community support firsthand and that all stakeholders at the table are on board
- Provide documentation that the university is committed with funding
- Develop a transportation agreement between the university and city

Business Partnerships

- First advertise the new transit system before soliciting businesses for advertising
- Be wary of using large advertising firms as service fees may cause advertising to be minimally profitable for a small transit system
- When developing an advertising plan, find a local business with the ability to print vinyl wraps and work with them to develop an advertisement system
- Have route information and passes available for purchase at local businesses along route
- Work with businesses to develop a commerce route completely funded by businesses
- Find a system of charging that is fair and equitable-cost to business based on a combination of business size, square footage, and likely benefit of being added to the route
- Give the business funded system a two-year trial period then review and revisit the system with the business partners

General Advice

- Work with University to use student fees to pay part of local match
- Allow students to ride for free if student fees are used to fund local match
- Partner with university student government association to help determine where students want routes
- Partnering with the student governance presents its own challenges as these positions experience high turnover on a yearly basis
- Develop a plan to account for constantly changing student leadership
- Promote fixed route system to abled-bodied and non-elderly riders
- Keep shared-ride for elderly and ADA use as fixed routes are more efficient with good ridership
- Implement a pass system available to general community that allows fare savings if purchased
- Offer summer pass to school aged children for unlimited summer ridership for a one-time fee
- Implementing an effective transit system can lead to reduced parking issues especially on university

Table 8-1 compares similar fixed-route UW shuttle systems to the current system.

Table 8-1: Comparable UW-System Fixed Route Systems

Comparison Of Similar Fixed Route Systems in UW-System				
	Platteville (Current)	Menomonie	Stevens Point	Whitewater
City Population*	11,655	16,111	27,160	14,977
Campus Population**	8,717	9,643	9,286	12,015
Student Fare	Free	Free	Free	$1.50
"Community" Fare	$1.00	$1.50	$1.00	$1.50
Passes Available	Yes	Yes	Yes	Intercity Only
Student Fee Funded	Yes	Yes	Yes	No
Late Night Bus	No	No	Yes	No
Residential/Campus Connect Loop Time	1 Hour	15 Minutes	25 minutes	30 Minutes
Shopping Route Loop Time	1 Hour	1 Hour	55 minutes	
Summer Routes	N/A	Reduced	Reduced	Full Service

***City Population based on 2013 Wisconsin Department of Administration Estimates**

**** Campus Population based on Fall 2013 UW-System Headcount Enrollment**

Appendix B: Stevens Point, WI Transportation Agreement

The following is a transportation agreement between the City of Stevens Point Transit and the University of Wisconsin Stevens Point. This contract can be used as a blueprint while developing a formal relationship between the City of Platteville and UW-Platteville.

UNIVERSITY OF WISCONSIN STEVENS POINT
U-PASS SERVICE (All inclusive)
TRANSPORTATION AGREEMENT

2014 FALL SEMESTER/ 2015 SPRING SEMESTER

THIS AGREEMENT is by and between the City of Stevens Point/Stevens Point Transit hereinafter referred to as "SPT", and the University of Wisconsin Stevens Point Student Government Association and the Board of Regents of the University of Wisconsin hereinafter referred to as the "University".

SPT is Municipal Transit System, with a principal mailing address of 2700 Week Street, Stevens Point, WI 54482; and the University is a member of the State of Wisconsin University System, with a principal mailing address of University of Wisconsin Stevens Point, 2100 Main St., Stevens Point, WI 54481.

1.) UNLIMITED ACCESS PRIVILEGES

1.1 The University agrees to establish appropriate procedures to assure that one and only one UWSP Point Card is distributed to each student enrolled at the University. If validation becomes an issue, SPT and the University will mutually agree to an alternative to the UWSP Point Card.

1.2 The UWSP Point Card shall be valid for transportation during all scheduled hours of service, on all year round fixed routes, paratransit service and campus bus routes which operate only when campus is in full session. The UWSP Point Card shall be accepted as proof of pre-paid bus fare when presented by the student to whom the card was issued. The UWSP Point Card does not need to be presented to the driver on the Late Night Transit routes.

1.3 University students with disabilities, upon review of their application and determined to be unable to utilize the SPT fixed route buses will have comparable access to Paratransit services, called Point Plus. Eligibility for this service shall be based upon the criteria established by the American's with Disabilities Act of 1990. Students presenting a valid UWSP Point Card shall not be charged a fare.

1.4 The UWSP Point Card is not transferable and not for resale. Any person violating these terms or conditions may be subject to disciplinary action as determined through a Student Conduct Hearing through the University Rights and Responsibility Dept., or prosecution by the City of Stevens Point.

2.) SERVICES

2.1 SPT shall provide its established and regularly publicized bus service and any additional bus service it may activate year round to university students.

2.2 SPT shall also operate additional, student-oriented bus service, which will be developed collaboratively between the SGA and SPT, during the following periods:

a. Fall Semester 2014: Campus route: Weekday, Weekday Evening, Saturday, Point Plus, and Late Night Transit Service-(September 2, 2014 through December 19, 2014)

b. Spring Semester 2015: Campus route: Weekday, Weekday Evening, Saturday, Point Plus and Late Night Transit Service- (January 20, 2015 through May 15, 2015)

c. All routes operated by SPT are open to and available for public use.

3.) TERM OF AGREEMENT

3.1 The term of this Agreement at the fee amounts stated in Section 4, shall be September 2, 2014 through May 15, 2015. Participation in the U-Pass program for the Fall Semester of 2015 and Spring Semester of 2016 is contingent upon the annual approval of segregated fees required to pay for the service.

4.) COMPENSATION

4.1 The total amount due to SPT by UWSP will not exceed $103,020 for the 2014 Fall Semester and $ 103,020 for the 2015 Spring Semester.

4.2 The UNIVERSITY shall pay to SPT the UWSP share according to the following payment schedule.

Combined Service for: U-Pass program, Late Night Transit Program, Year Round Fixed Route Program, Paratransit services, and Capital Expenses:

a. Fall Semester CY2014:

	Payment Due Date	
1/3 UWSP Share	October 15, 2014	$34,340
1/3 UWSP Share	November 15, 2014	$34,340
1/3 UWSP Share	December 15, 2014	$34,340

b. Spring Semester CY2015:

	Payment Due Date	
1/3 UWSP Share	March 15, 2015	$34,340
1/3 UWSP Share	April 15, 2015	$34,340
1/3 UWSP Share	May 15, 2015	$34,340

4.3 Should the fee and/or expenditure authority not be approved by the University, the contract shall lapse without further obligations of either party. If the University desires to continue this program for the subsequent Fall and Spring Semesters, SPT must receive written notification to include expected levels of service by March 1, 2015.

5. RECORDS

5.1 SPT will keep ridership records of U-PASS usage. SPT will provide quarterly ridership reports to the UNIVERSITY. The quarterly reports will include ridership statistics for each university route, to include daily, weekly, monthly, and quarterly statistics. The University and SPT will work cooperatively to obtain and share any other information deemed necessary by either or both parties.

6. ADMINISTRATION

6.1 In providing and furnishing any of the aforementioned bus services, the University shall not have, and shall not exercise any control over SPTs operation in connection with providing bus service, and the University shall not have and shall not exercise any control or supervision whatsoever over drivers of the buses used in said service who shall be employed by the City of Stevens Point, shall constitute SPT employees only, shall not constitute agents or employees of the University, and shall be subject solely to the SPT supervision and control.

6.2 The administration, management, marketing and promotion of the U-PASS program are the mutual responsibility of SPT and the University. In all these aforementioned areas it is acknowledged that there will be administrative and management costs to both parties. SPT will work cooperatively with the University to develop a marketing plan to market the U-PASS program. It is understood that the University will be responsible for marketing the program to students except that the Transit Manager will approve all U-PASS marketing materials that contain, or reference, the SPT trademark images or properties.

7. INTERRUPTION OF SERVICE/NON-PERFORMANCE

7.1 SPT shall not be in default of any provisions of this Agreement for failure to perform where such failure is due to strikes, walk-outs, civil insurrections or disorders, order of civil authorities, shortages of motor fuel or equipment, significant United States or State of Wisconsin Departments of Transportation funding reductions, acts of God, or for any other cause or causes beyond the control of SPT.

8.) TERMINATION

8.1 Failure to make payment, as outlined on Section 4, shall result in termination of this Agreement, at SPT's sole and exclusive option. Termination of this Agreement for failure to make payment means that UWSP Point Cards shall not be honored by SPT on its buses. Should SPT exercise its termination option under the terms and conditions of this paragraph, SPT shall have the right to make legal claim for those monies outstanding. Should it be necessary for SPT to exercise its termination option under the terms and conditions of this paragraph, SPT shall not be liable to the University for any claimed damages, personal or property, including any consequential damages, resulting from the loss of bus services under this Agreement. Should this Agreement be terminated under the terms and conditions of this paragraph, and the University then subsequently provides payment as required, SPT may require 30 calendar days to reinstate the terms of this agreement.

8.2 If at any time during the term of this Agreement, either party shall fail to satisfactorily meet the provisions of this Agreement, or if at any time the SPT system makes or notifies the University of what the University considers to be an adverse change in any of the bus service routing covered by this Agreement, the dissatisfied party shall so advise the other party by certified mail indicating in specific detail the nature and basis of its dissatisfaction. The party to whom the complaint is addressed shall have an opportunity to correct the situation giving rise to the complaint within forty-five (45) days from its receipt; if such corrections are not made to the reasonable satisfaction of the complaining party within said period, the complaining party may terminate this Agreement upon forty-five (45) days written notice.

8.3 All accounts shall be settled on a prorated basis in the event of termination of this Agreement prior to its full term.

8.4 Should SPT or the UNIVERSITY be unable to fulfill the requirements of this agreement because of expected lack of funds, then either SPT or the UNIVERSITY may provide written notice of such expected lack of funds upon thirty (30) days prior written notice and this agreement shall be terminated.

9. AMENDMENT/SEVERABILITY

9.1 This Agreement and Exhibits contain all terms, provisions, and conditions of this Agreement. All the provisions contained herein are intended by the parties to be whole and entire and no provision is intended to be severable.

9.2 This Agreement may be amended at any time by mutual agreement of the SPT and the UNIVERSITY. Any amendment to this Agreement shall be in writing, signed by both parties, and attached to the original of this Agreement.

10. NOTICE

10.1 Any notices issued, pursuant to the terms of this Agreement, shall be in writing and delivered in person or by certified mail, return receipt requested, to the attention of the authorized representative, as stated in section 12 of this contract, and mailed to the address indicated in the execution of this Agreement, unless either party is notified, in writing, to the contrary.

11. MISCELLANEOUS

11.1 This contract shall be governed under the laws of the State of Wisconsin. The contractor shall at all times comply with and observe all federal and state laws, local laws, ordinances, and regulations which are in effect during the period of this contract and which in any manner affect the work or its conduct. The State of Wisconsin reserves the right to cancel any contract with a federally debarred contractor or a contractor which is presently identified on the list of parties excluded from federal procurement and non-procurement contracts.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be signed by duly authorized representatives the day and year aforesaid.

CITY OF STEVENS POINT, STEVENS POINT TRANSIT

BY: _____ _____
Mayor City of Stevens Point Date
Andrew Halverson

BY: _____ _____
Date
University of Wisconsin Stevens Point
Director of Purchasing
Katie Schroth

Appendix C: Summary of Business-Funded Commercial Route and Business Outreach

As stated in the routing assumptions, the Business 151 district has the potential to be a business-funded route. Businesses participating in this route would supply the local match (41.6%) of the route cost. The additional 58.4% cost of the route would be funded by the state and federal government just as the other routes are funded. This business-funded route was based on a system in place between the City of Stevens Point and the Village of Plover. In this system, the Village of Plover is charged the local share associated with the specific bus route that travels to its commercial center, Crossroads Commons, from Stevens Point. Plover then charges the cost of the route to individual businesses on the commercial route. To determine how much charge each business, the Village of Plover implemented a tiered funding structure which took into account the mixture between the business's total square footage and the expected benefit of the bus route to that business.

Village of Plover

The following are the key characteristics of the Plover tiered system which were recommended by the Village Administrator, Dan Mahoney:

- Yearly cost charged to businesses by Plover is roughly $17,000 to $19,000
- Tier structures based on the following square footage
    - Tier 1- businesses that are 200,000 ft² or greater
        - Percent funding by tier 20%
    - Tier 2- businesses that are 100,000-190,000 ft²
        - Percent funding by tier 10%
    - Tier 3- businesses that are 10,000-90,000 ft²
        - Percent funding by tier 7.5%
    - Tier4- businesses that are less than 10,000 ft²
        - Percent funding by tier 2%
- Cost associated to each business varies from roughly $4,500 (tiered 1) to $500 (tiered 4)
    - The tiered 4 cost is not actually at 2%, it was set at a minimum cost of $500 after this tier's cost dropped to a few hundred dollars
- Total cost to businesses has decreased
    - Efficiency by the City of Stevens Point Transit
    - High ridership figures
    - More businesses added to the route due to development

Business Outreach

Based on outreach to other transit systems, a business outreach plan was developed to begin the conversation on how best to partner the potential transportation system with the business community along the 151 business corridor. Businesses were prioritized for outreach based on:

- Desired locations as indicated from the community outreach surveys
- Types of businesses
- Density of businesses
- Existing university shopping route

The business outreach consisted of a short interview in which several topics were covered in order to begin an informed discussion on partnering Platteville Public Transportation and the business community. These topics were:

Introduction of the feasibility study
A general explanation of the transportation feasibility study was given to explain why the business was being contacted and what feedback was needed from the business

Business Information
Businesses were asked about the number of employees, number of college students employed, and the transportation needs of their customers and employees. The transportation needs were focused on the number of customers and employees who did not have access to a personal vehicle.

Current use of Platteville Transportation Options
Next, businesses were asked about the current usage of the public transit system namely the shared-ride taxi and university shuttle by their customers and employees. Feedback on these two modes of transportation was also encouraged.

Partnership Questionnaire
The final portion of the business interview was the business partnership questionnaire. This questionnaire asked about the willingness to partner with the transit in a variety of ways such as:

- Taking out advertisement on the shuttle
- Selling shuttle passes in their business
- Having transit information available to customers at place of business
- Holding short-term promotions or discounts for customers who use the shuttle
- Accommodating flexible work schedules for employees who use the transit system
- Encouraging customers and employees to use the transit system

The final question of the partnership questionnaire dealt with the self-funded route option as adapted from the Village of Plover. Table C-1 and Table C-2 are the preliminary costs shown to each business for a self-funded commerce route with options of an academic year or calendar year commerce route with various days of week service scenarios. These figures were derived from the recommendations made by the Village of Plover and the following assumptions.

- All business tiers and funding percentages were based on the Plover model.
- State and Federal Subsidy was set at 60% based on the Plover model meaning that businesses would have to cover the remaining 40% program cost.
    - Actual state and federal funding is better represented by 58.4% based on WisDOT consultation, but to be consistent with all business interviews, the initial Plover recommendation was used throughout the interview process.
- Cost of shuttle per hour was assumed to stay at the existing rate of $44.25 per hour.
- Daily route service was assumed at 8 hrs. in an effort to balance cost to business with available service hours to users.

Table C-1: Annual Contribution for Year Round Bus Route

	Size of Business	Percent Funding by Business Tier	2 days a week (Weekend)	5 days a week (Work Week)	6 days a week (No Sunday)	7 days a week (Daily)
Tier 1	200,000+ ft	20%	$3,171.84	$7,929.60	$9,515.52	$11,101.44
Tier 2	100,000-190,000 ft²	10%	$1,585.92	$3,964.80	$4,757.76	$5,550.72
Tier 3	10,000-90,000 ft²	7.5%	$1,189.44	$2,973.60	$3,568.32	$4,163.04
Tier 4	Less than 10,000 ft²	2%	$317.18	$792.96	$951.55	$1,110.14

Table C-2: Annual Contribution for Academic Year Bus Route

	Size of Business	Percent Funding by Business Tier	2 days a week (Weekend)	5 days a week (Work Week)	6 days a week (No Sunday)	7 days a week (Daily)
Tier 1	200,000+ ft²	20%	$1,812.48	$4,531.20	$5,437.44	$6,343.68
Tier 2	100,000-190,000 ft²	10%	$906.24	$2,265.60	$2,718.72	$3,171.84
Tier 3	10,000-90,000 ft²	7.5%	$679.68	$1,699.20	$2,039.04	$2,378.88
Tier 4	Less than 10,000 ft²	2%	$181.25	$453.12	$543.74	$634.37

Initial Feedback Summary

Overall, twelve businesses along the 151 corridor were interviewed with special attention focused on the key, major businesses (Wal-Mart, Menards, Kmart, etc…). After these initial interviews, there is general interest for a commercial route with varying levels of business partnerships including the ideal business funded route. Table C-3 includes a summary of all interviews.

Table C-3: Business Funded Route Comparison Chart

Business	Contact	Number of Employees	% of Student Employees (Estimate)	Willingness to be a Route Sponsor
Benvenutos	Julie Klein-Manager Julie@plattevillebenvenutos.com	86	90%	Extremely willing-Very good potential champion of system
Berry Yo	Tim Stanton-Owner (608) 348-9511	7	Not Provided	Willing- however, willingness depends on the cost/benefit of financial investment
Country Kitchen	Tom Sigwarth-Owner (608) 348-3041	40	Not Provided	Willing-if included on route and cost/benefit is acceptable
Dairy Queen	Tom Sigwarth-Owner	60	High %	Willing- however, willingness depends on the cost/benefit of financial investment
Dollar Tree	Ed-Store Manager (608) 348-5352	10-12	Not Given	Very Unlikely-due to strict top-down corporate management with no local advertisement budget
Dunkin Donuts	Mike-Store Manager (608) 348-8040	20	High %	Possible-would have to work with owner/corporate
Kmart	Jason*-Store Manager (608)348-6554	70	80%	Possible-would have to work with corporate (Sears-Holdings)
Menards	Lee-Store Manager (608)348-4610	150	50%	Possible-would have to work with corporate planning office
Millennium Cinema	Jeremy Patnaude Jeremy@Statetheares.com	8	Not Provided	Possible-if included on route and cost/benefit is acceptable
Take Two A&W**	Jeremy Patnaude Jeremy@Statetheares.com	Presently 6 will grow to 30 to 40	Not Provided	Possible- however, willingness depends on the cost/benefit of financial investment
Walmart	Carl-Assistant Manager (608) 348-4888	Not Given	High %	Possible-would need to work with manager/corporate

***Jason, the store manager of Kmart, is moving to a new store. The assistant manager, Brandon, is taking over and will be the store contact.**

****Take Two Restaurant is closing and is becoming a A&W Restaurant instead in hopes of better capturing the college student market**

Many businesses emphasized the importance of the cost/benefit of making such an investment as a stop sponsor. Many would like an initial trial period for a year or two before committing to any long-term agreement. Keeping costs as low as possible when designing the commerce route are a top priority for businesses.

Other recommendations made by businesses for a business funded route are as follows:

- Run the commerce route 7 days a week
- Run the route later in the day/evening
- Create a payment plan
- Give stop sponsors a limited number of bus passes to distribute to their employees who do not own their own vehicle

Other Business Partnerships

Responses to the other six partnership opportunities are included in table C-4. For each partnership opportunity, businesses were asked to indicate their willingness to contribute to each partnership option. Additionally, their willingness to contribute to a partnership option was also established by indicating if a shuttle stop was or was not immediately outside their location. In other words the survey asked, how likely a business would be to advertise on the shuttle if it guaranteed a stop outside their business; and again if a stop was not guaranteed.

Table C-4: Business Partnership Comparison Chart

Business		Benvenutos	Bery Yo	Country Kitchen	Dairy Queen	Dollar Tree	Dunkin Donuts	Kmart	Menards	Millenium Cinema	Take Two/ A& W	Walmart
Taking out advertisement on the shuttle	**Not Immediate Location**	Very Likely	Nuetral	Unlikely	Unlikely	Very Unlikely	Likely	Unable to Anwer	Unable to Anwer	Neutral	Neutral	Unable to Answer
	Immediate Location	Very Likely	Nuetral	Very Likely	Very likely	Very Unlikely	Likely	Unable to Anwer	Unable to Anwer	Likely	Likely	Unable to Answer
Selling shuttle passes	**Not Immediate Location**	Very Likely	Likely	Likely	Likely	Unlikely	Unlikely	Likely	Unable to Anwer	Nuetral	Nuetral	Likely
	Immediate Location	Very Likely	Likely	Likely	Likely	Unlikely	Unlikely	Likely	Unable to Anwer	Nuetral	Nuetral	Likely
Having transit information available	**Not Immediate Location**	Very Likely	Very Likely	Very Likely	Very likely	Unlikely	Likely	Likely	Unable to Anwer	Very Likely	Very Likely	Very Likely
	Immediate Location	Very Likely	Very Likely	Very Likely	Very likely	Unlikely	Likely	Likely	Unable to Anwer	Very Likely	Very Likely	Very Likely
Holding short-term promotions or discounts	**Not Immediate Location**	Very Likely	Likely	Likely	Likely	Very Unlikely	Likely	Unable to Anwer	Unable to Anwer	Likely	Likely	Unable to Answer
	Immediate Location	Very Likely	Likely	Likely	Likely	Very Unlikely	Likely	Unable to Anwer	Unable to Anwer	Very Likely	Very Likely	Unable to Answer
Accommodating work schedules for transit	**Not Immediate Location**	Very Likely	Likely	Likely	Likely	Likely	Likely	Very Likely	Unable to Anwer	Unlikely	Unlikely	Very Likely
	Immediate Location	Very Likely	Likely	Likely	Likely	Likely	Likely	Very Likely	Unable to Anwer	Unlikely	Unlikely	Very Likely
Encouraging customers and employees to use	**Not Immediate Location**	Very Likely	Likely	Likely	Likely	Very Likely	Likely	Likely	Unable to Anwer	Very Likely	Very Likely	Very Likely
	Immediate Location	Very Likely	Likely	Likely	Likely	Very Likely	Likely	Likely	Unable to Anwer	Very Likely	Very Likely	Very Likely

Key
Very Likely
Likely
Nuetral
Unlikely
Very Unlikely
Unable to Answer

Table C-5 includes businesses that were initially contacted but were unable to have a meeting scheduled with.

Table C-5: Contacted but Not Interviewed

Business	Contact	Notes
Aldi	Corporate office. Phone online	Individual stores are unable to be contacted as there is not direct line to a single store. SWWRPC was informed by corporate to go in person to set up any appointments. SWWRPC spoke with an assistant manager to set up a time, but the store failed to respond to SWWRPC's request.
Farm and Fleet	Regional Office (608) 754-2821	All store contact must be prior approved by the regional office. The regional office was unavailable at the time of the study.
Hibbit Sports	Alyssa-Store Manager (608) 348-5544	The store manager was unavailable at the time of the study.
Maurices	Chelsea-Store Manager (608) 348-5551	The store manager was unavailable at the time of the study.

Suggested Strategies for Business Funded Route

Emphasize Precedent
For larger stores who will be funding a larger percentage of the route, the buy in to the system may be more hesitant especially for large national chains such as Walmart. Indicating that these types of companies have sponsored bus routes previously will be a crucial point. The Plover/Sevens Point system has multiple national chain businesses such as Walmart, Lowe's, Kohls's, and Best Buy.

Start Small and Grow
As can be seen from the previously provided stop sponsor cost sheet, the higher the service, the higher cost is to each business. While it may be tempting to offer the maximum number service hours to transit users, it will be most beneficial to start with service hours during peak travel and shopping times in order to create the most efficient route. This can be done by referring to the travel time preferences indicated in the survey used for this study. Once a healthy commerce route ridership has been established, service can be expanded to meet ridership and budgetary needs.

Business Controls Cost
Another key talking point while developing this system is that businesses are able to lower costs associated with sponsoring a stop. This ability is twofold. The first is using route fare revenue to offset local business cost. In other words, by increasing paid ridership, the total fare-box revenue for the route is increased. This revenue can then be used to decrease the expense charged to businesses sponsoring stops. Knowing this, businesses can lower their cost by encouraging route ridership. A second cost control is that businesses can encourage other businesses along the 151 corridor to become stop sponsors. By bringing more businesses into the program, the cost is then split among more partners leading to greater savings.

Grant Writing

Even if the city and the university decide not to implement a commerce route in the first year of implementation, it should still be included in the grant application for the proposed 2015 transit system. This grant period will cover up to five years of funding, and if the DOT is expected to continue offering subsidies, they will need to know the service is being considered, even if it is still in a conceptual phase.

Appendix D: "Ideal" Shuttle Routes

These shuttle routes were generated under the assumption that funding was not a constraining issue for the City of Platteville. These ideal routing options should be considered when expanding or changing service.

Ideal Shuttle Routes

This ideal model assumes that passengers want 20 minute loops and are within two to three blocks from a bus stop at any given time. Priority was given to:

- Students
- Rental Properties
- Assisted Living Facilities (If an assisted living facility was too far out of the community, we did not include it. However, it would be good to look at the others for future routes.)
- Main Street
- Grocery Stores
- Drug Stores
- Other public amenities (Parks, pools, schools, etc.)

These routes overlap at high demand locations in the city so that there is an easy transfer point for the passengers. Those points are Pine Street Loop (Campus) and Piggly Wiggly.

This route uses six buses that would run simultaneously on each of their respective routes throughout the day to provide quick access to passengers' desired locations.

These recommendations do not account for any estimated "bus dwell time." Currently, the UW-Platteville Student Shuttle has no estimate built into their time tables, and none of the previously-identified peer transportation programs use a bus dwell time in their time tables either. Instead the estimated time is the time it take to travel between stops.

Ideal Shuttle Routes: Stop List

- *Campus Express Route (Red) – 13 min*
  - Quick service to and from campus and its most immediate neighborhoods
  - Stops include:
    - Pine Street Loop
    - Student Center
    - Rountree Commons
    - Engineering Hall
    - Greenwood Ave
    - Circle Drive Residence Halls
    - Union St. Apartments
    - Pioneer Court Apartments
    - Union and Hickory
    - Pine Street Loop

- *Fox Ridge Loop (Green) – 7 min*
  - Quick service for the Fox Ridge Apartments, which house many students
  - Stops include:
    - Pine St. Loop
    - Fox Ridge and Edgewood
    - Fox Ridge and Southwest

        - Pine Street Loop

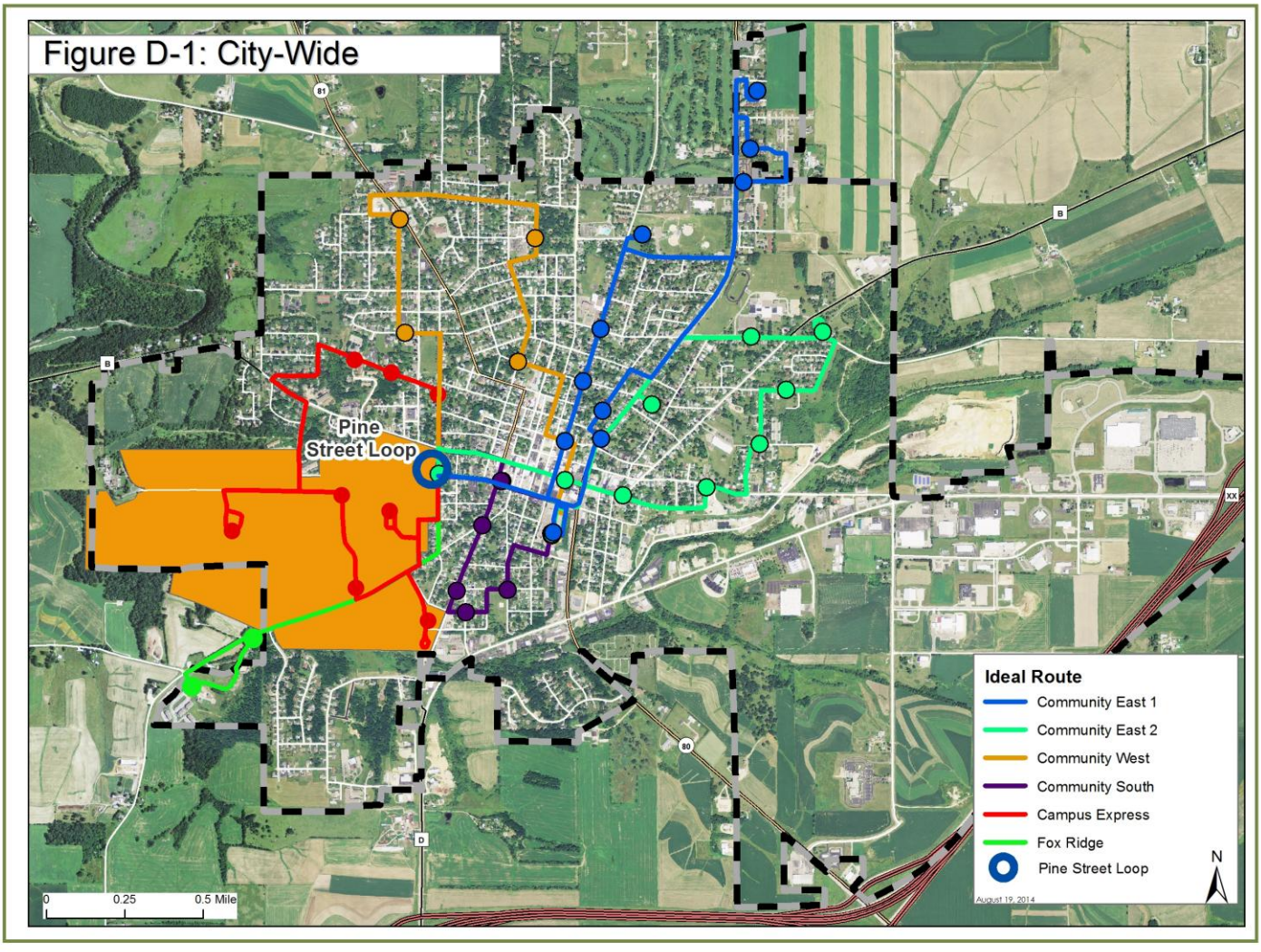
- *Community South (Purple) – 8 min*
    - Services the area just Southeast of Rountree Commons
    - Stops include:
        - Pine Street Loop
        - Hartig Drug
        - Piggly Wiggly
        - Court and Harrison
        - Staley and Gridley
        - Harrison and Chestnut
        - Pine Street Loop

- *Community West (Orange) – 19 min*
    - Services the Northwest area of Platteville
    - Stops include:
        - Pine Street Loop
        - Madison St. Apartments
        - Lancaster and Mason
        - Park Place Senior Living
        - Elm and Lewis
        - Piggly Wiggly
        - Hartig Drug
        - Pine Street Loop

- *Community East 1 (Blue) – 23 min*
    - Northeast section of Platteville was split into two sections
    - Focuses more on the middle area of Platteville
    - Longest of all the routes
    - Stops include:
        - Pine Street Loop
        - 2nd and Furnace
        - 2nd and Lewis
        - Middle School
        - Legion Field/Poolside Apartments
        - De Valera Drive
        - Country Club Court
        - Northside Drive
        - Jefferson Street
        - Water and Cedar
        - Piggly Wiggly
        - Pine Street Loop

- *Community East 2 (Teal) – 19*
    - Focuses more on the East section of Platteville
    - Stops include:
        - Pine Street Loop

- Hearthside Apartments
- Armory
- High School
- Moundview Park
- Grant Street
- May and Jackson
- Prospect Heights Apartments
- Broadway and Main
- Piggly Wiggly
- Pine Street Loop



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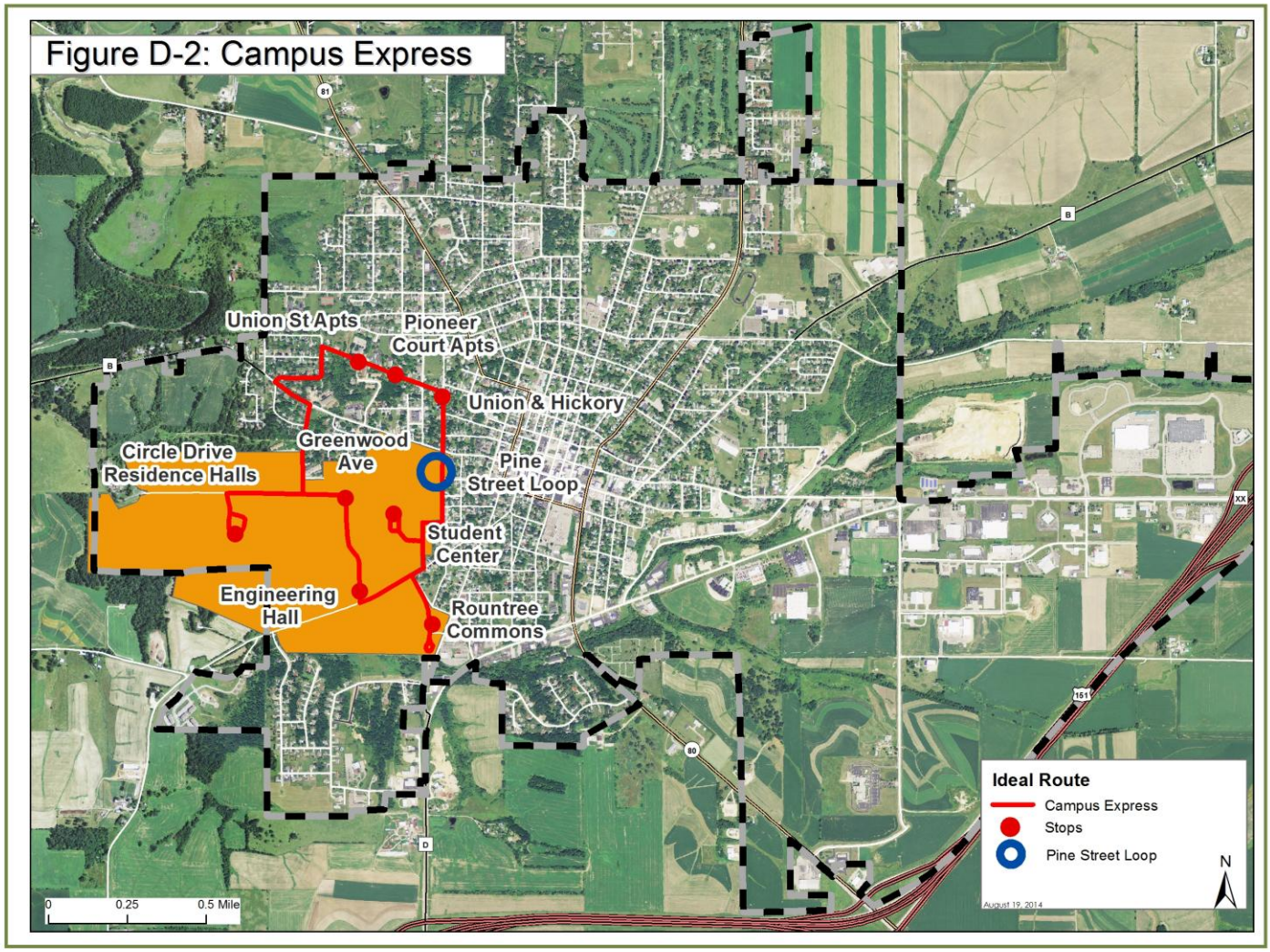

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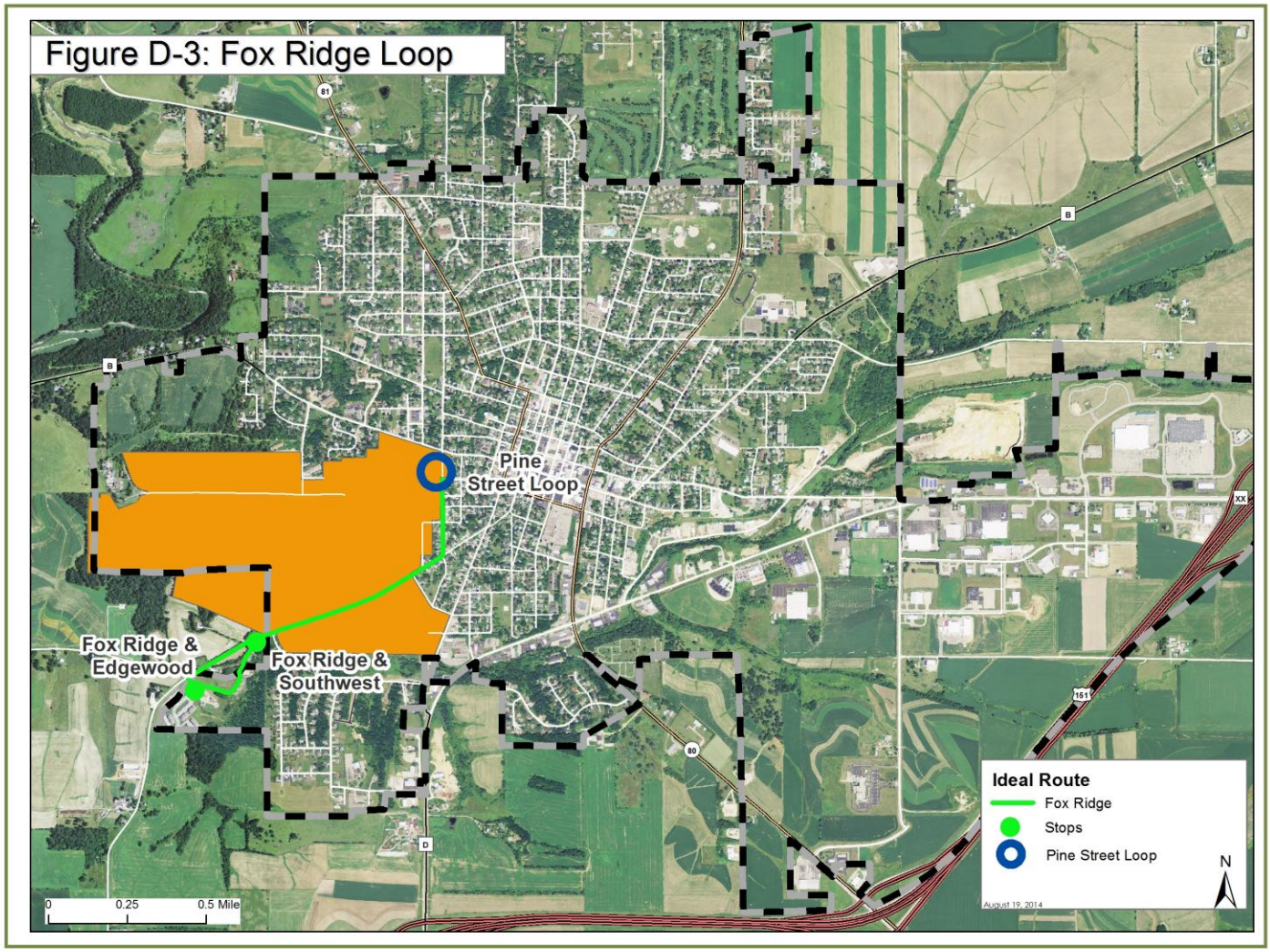

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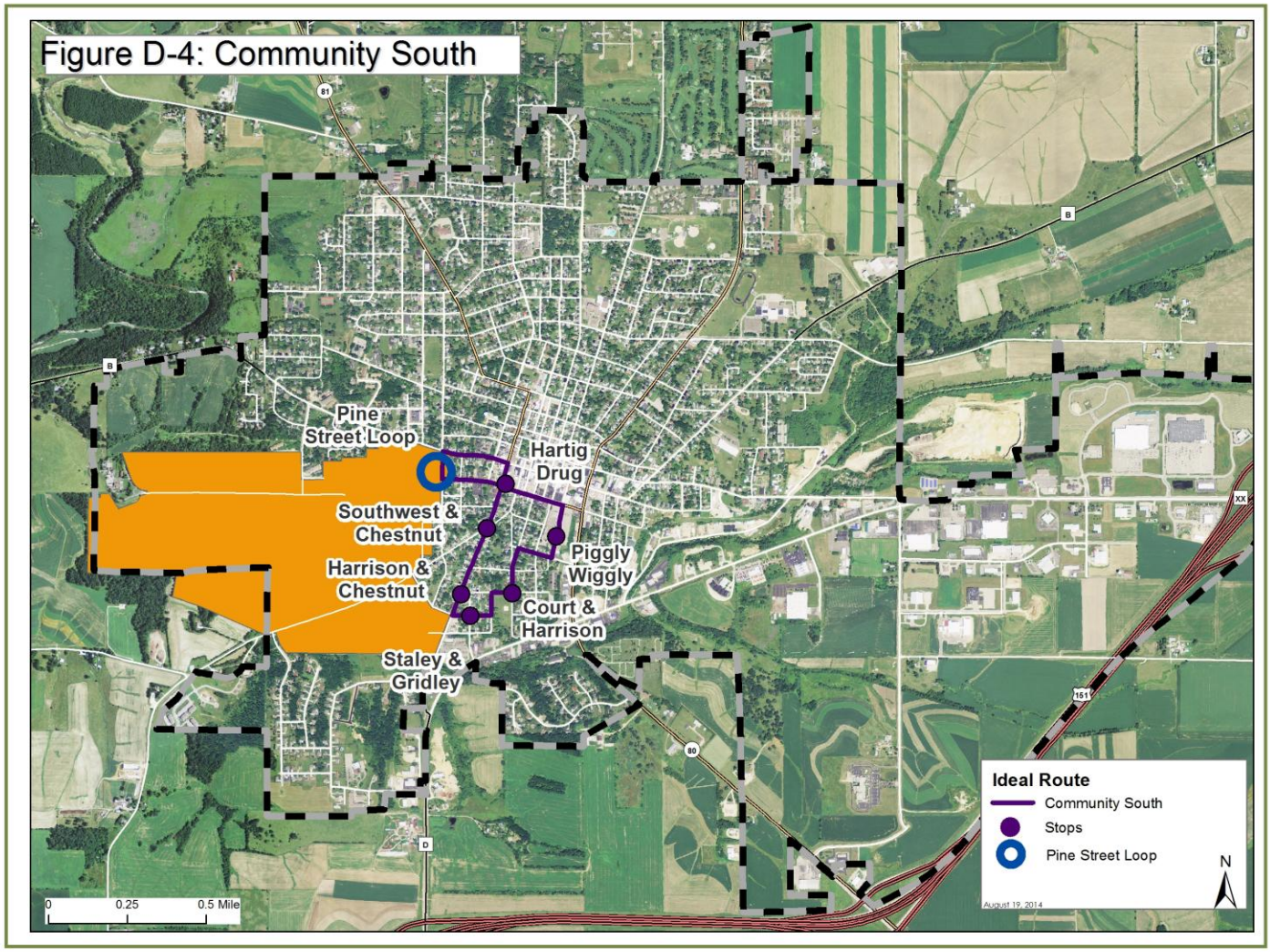

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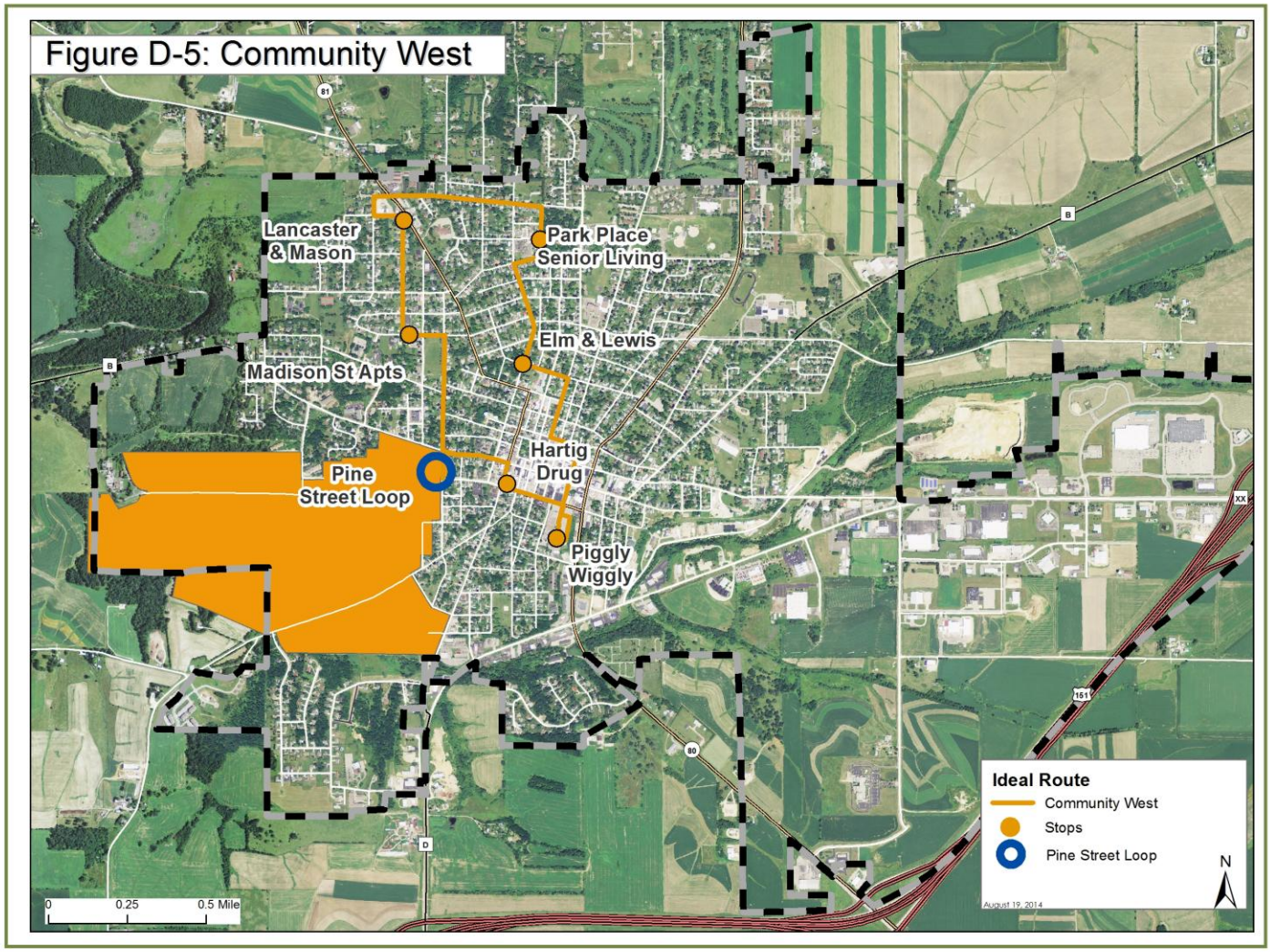

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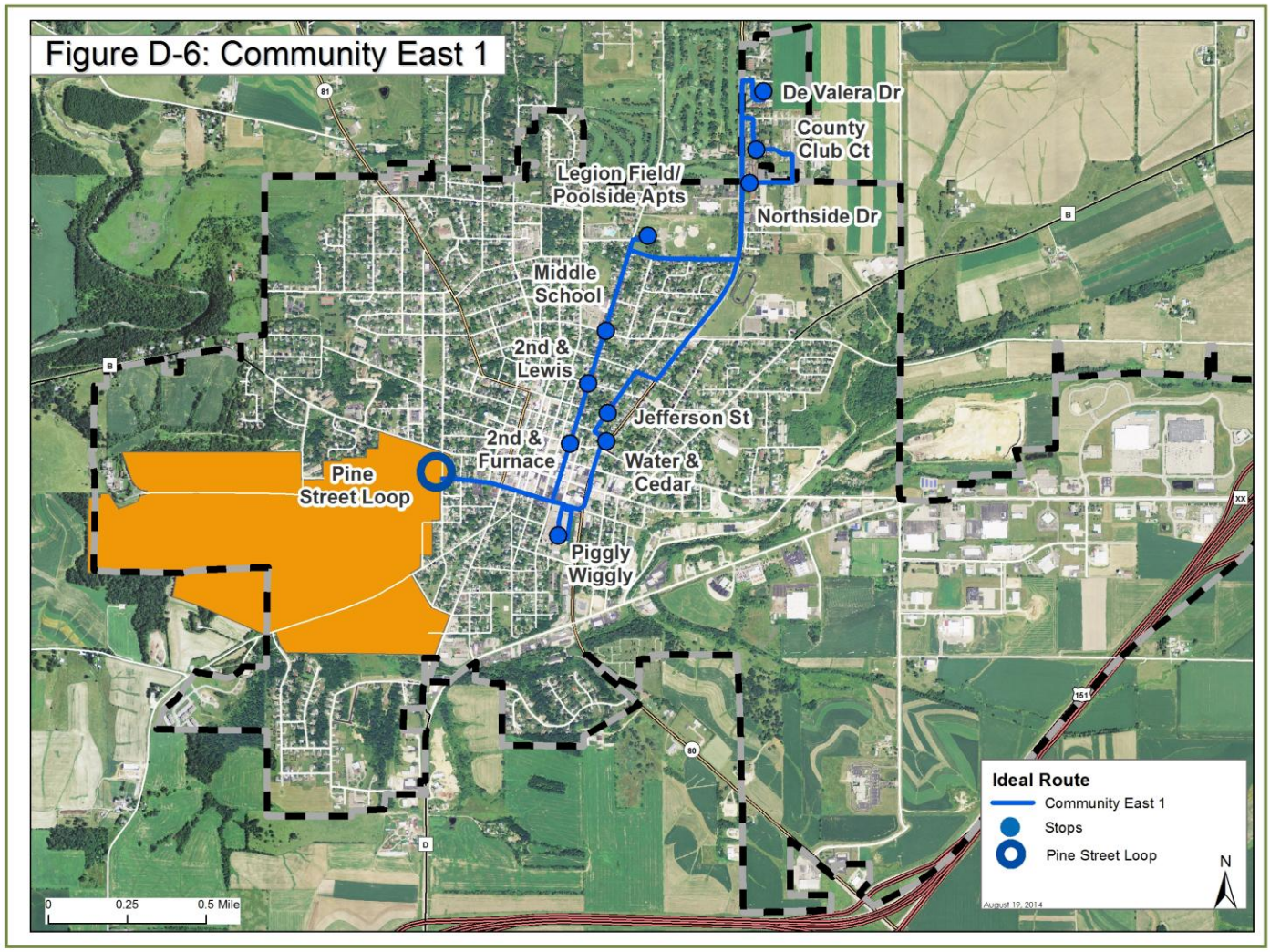

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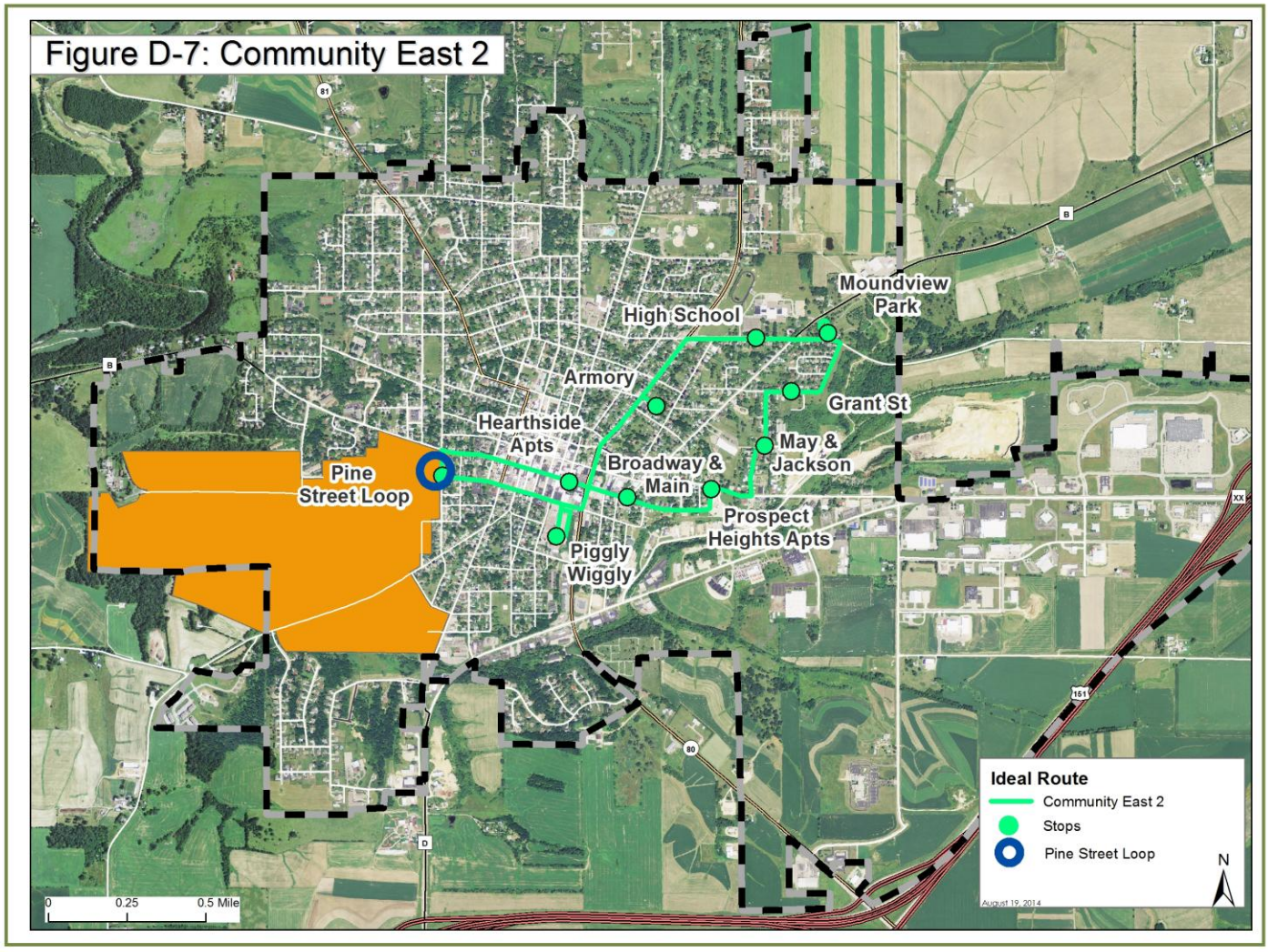

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    - Prospect Heights Apartments
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    - Piggly Wiggly
    - Pine Street Loop