



**Transit Commission
Agenda**

October 18, 2023

PLEASE TAKE NOTICE that the Eau Claire Transit Commission will meet Wednesday, October 18, 2023 at 6:00 P.M. in the North Conference Room at the City Hall, 203 S. Farwell Street, Eau Claire, Wisconsin. The purpose of this meeting will be to discuss the items on the agenda below:

1. Call to Order:
2. Roll Call:
3. Reading and approval of minutes of the past meeting on September 20, 2023
4. Open Public Comment Period for Items that do not appear on this Agenda noted as Public Hearings or Items for Public Discussion
 - a. Comments from Chair
5. Business Agenda items and Discussion
 - a. Community Pass Pilot Update
 - b. Fares and Agency Fare changes
 - c. Altoona Route extension
 - d. Ridership and Revenue Reports
 - e. Future agenda items
6. Public Hearings and Discussion
 - a. University Route alterations
7. Manager's Report
 - a. Transit Staffing
 - b. Bus Stop and Shelter Grant Money
 - c. Library Cardholder Day
 - d. Technology Update
 - e. 2023 Workplan, Included for review
8. Adjournment



**Transit Commission
Meeting Minutes**

September 20, 2023

PLEASE TAKE NOTICE that the Eau Claire Transit Commission will meet Wednesday, September 20, 2023 at 6:00 P.M. in the North Conference Room at the City Hall, 203 S. Farwell Street, Eau Claire, Wisconsin. The purpose of this meeting will be to discuss the items on the agenda below:

1. Call to Order: 18:00
2. Roll Call: **Present:** Commissioners: Chair Swanhorst, Fowler, Gragert, Scott, Lehner.
Absent: Eaton, Greenwell, Anderson, Bluma
Also Present: Transit Manager Ty Fadness, Transit Admin Associate Laurie Mittlestadt
Public Present: Bob Schraufuagel, Grace Crickette, Nathan Nispel, Tina Deetz
3. Reading and approval of minutes of the past meeting on August 16, 2023; Commissioner Gragert moved to approve August minutes. Lehner seconded. August minutes approved.
4. Open Public Comment Period for Items that do not appear on this Agenda noted as Public Hearings or Items for Public Discussion: Brief presentation to former Chair Schraufuagel in honor of his years of service on the Commission. Transit Manager Ty Fadness presented Schraufuagel with a certificate.
5. Business Agenda items
 - a. Community Pass Pilot Update, Danya Morman, City Manager's Office: Danya was unable to attend due to illness. Ty gave brief update on how the project is going.
6. Public Hearings and Discussions
 - a. Letter of Support from Transit Commission requested for Grant: Commission agreed to write a letter of Support in favor of Grant requested to focus on improvements on Farwell St.
 - b. University Route alterations; Tina Deetz and ATU1310 Union President made presentation on new UWEC Routes. The request for a Public Hearing was declined Chancellor Grace Crickette.
 - c. Update on Transfer Center Project: Bottom level that pertains to Transit is nearly finished. Expected to be in by 2024.
 - d. Bus stop and shelter
 - I. Art work: Professor Kelley's answers to previous questions answered in email. Art work will be a welcome addition.
 - II. Grant money: Intended to be used to upgrade and make shelters ADA compliant.



- III. COA bench partnership: Transit Manager will work with local businesses for Ads.
- e. Fares and Agency Fare changes: Transit Manager discussed changes in Agency Fares as well as changes to Full Fare cash. Does NOT need to go to Council.

- 7. Discussion and Direction
 - a. Ridership and Revenue Reports
 - b. Manager's Report
 - I. Transit Staffing
 - II. Technology Update
 - III. 2023 Workplan, Included for review
 - IV. Additional Comments from Ty
 - V. Additional Comments from Chair
- 8. Adjournment: 20:13
Move to adjourn: Gragert, motion was 2nd by Swanhorst.

Phil Swanhorst, Chairperson
c: News Media

Eau Claire Transit
2024 Estimated Paratransit Budget

State & Federal Aids budgeted at 40.0% Federal 15.0% State

	Regular	Agency
Annual Rides	\$3.50	29,000
Agency Rides	\$9.50	14,000
Altoona Share		1,400
Total		44,400

Cost Per Ride \$43.00 *Estimated Per the expected contract with Abby Vans in effect 01/24*

<u>Paratransit Expenses</u>		
Paratransit	5082324.615002	\$1,909,200
Certifications	5082324.615004	88,200

Based on projected ridership for 2023

<u>Paratransit Cost Breakdown</u>		<u>Abby Vans</u>	<u>Certifications</u>	<u>Total</u>
Federal Aid	40.0%	\$763,680	\$35,280	\$798,960
State Aid	15.0%	286,380	13,230	299,610
Co-pay and Agency	\$3.50	234,500	0	234,500
Local Share		<u>624,640</u>	<u>39,690</u>	<u>664,330</u>
Total Cost		<u>\$1,909,200</u>	<u>\$88,200</u>	<u>\$1,997,400</u>

<u>Local Share Breakdown</u>				
County Share	70%	\$437,248	\$27,665	\$464,913
City Share	30%	\$187,392	\$12,025.00	\$199,417
			Grant Credit	
Altoona	\$15.85	\$22,190		22,190
Milestone	\$16.85			

Includes \$1.00/ride admin fee

<u>Paratransit Revenues</u>		
Co-pays	50801.4578	101,500
Agency Fare	50801.4581	133,000
EC County	50801.5052	465,000
Altoona	50801.5054	22,200
		<u>721,700</u>

Line	License/Fee	Last Fee Change	2022 Adopted Fee	2023 Adopted Fee	2024 Proposed Fee
TRANSIT FEES					
T-100	All Day Pass (Unlimited Rides)	2018	\$3.75	\$3.75	
T-101	One Time Bus Fare - Regular.	2018	\$1.75	\$1.75	\$2.00
T-102	One Time Bus Fare - Passengers with Disabilities and/or Age 65 and Above	2018	\$0.85	\$0.85	
T-103	One Time Bus Fare - Paratransit.	2018	\$3.50	\$3.50	\$4.00
T-104	Monthly Bus Pass - Regular.	2018	\$50.00	\$50.00	
T-105	Monthly Bus Pass - Passengers with Disabilities and/or Age 65 and Above	2018	\$25.00	\$25.00	
T-106	Student Pass (Unlimited Rides) K-12 Student Semester Pass.	2018	\$50.00	\$50.00	
T-107	Student Passes (Unlimited Rides) K-12 Student Summer Pass.	2018	\$35.00	\$35.00	
T-108	Student Passes (Unlimited Rides) CVTC Student Semester Pass.	2018	\$140.00	\$140.00	
T-109	Student Passes (Unlimited Rides) CVTC Student Summer Pass.	2018	\$100.00	\$100.00	
T-110	Student Passes (Unlimited Rides) UWEC Faculty and Students with Current ID - Free Per Contract.	2013	No Fee	No Fee	No Fee
T-111	CDL Testing	2016	\$50.00	\$50.00	
T-112	One-time Student Bus Fare	2018	\$1.25	\$1.25	
T-113	Mailing Fee	N/A	\$0.75	\$0.75	
T-114	Laminating Fee	N/A	\$0.50	\$0.50	
T-115	Community Table Tickets (unlimited rides to and from Community Table, only at specific times). Charge is per month.	2018	\$55.00	\$55.00	
T-116	One-time Paratransit Trip Agency Fare	2018	\$9.50	\$9.50	\$20.00
T-117	Certified Mail Fee	N/A	\$6.00	\$6.00	
T-118	Single Trip Tickets - book of 13 - Passengers with Disabilities and/or Age 65 and Above, and/or Income Qualifying	N/A	\$10.00	\$10.00	
T-119	Student Fare Single Trip Tickets	2018	\$12.50	\$12.50	
T-120	Summer Library Pass (good on Tuesdays and Thursdays after ECS D dismisses for the summer)	N/A	In-kind Services with Library	In-kind Services with Library	In-kind Services with Library
T-121	3 Full Fare Tickets	2018	\$4.00	\$4.00	\$5.00
T-122	Income qualifying Cash Fare	2021	\$0.85	\$0.85	
T-123	Income qualifying Monthly Pass	2021	\$25.00	\$25.00	
T-124	Tripper Routes	2020	Actual Cost	Actual Cost	Actual Cost

Route 17 - Altoona

*Altoona
proposed

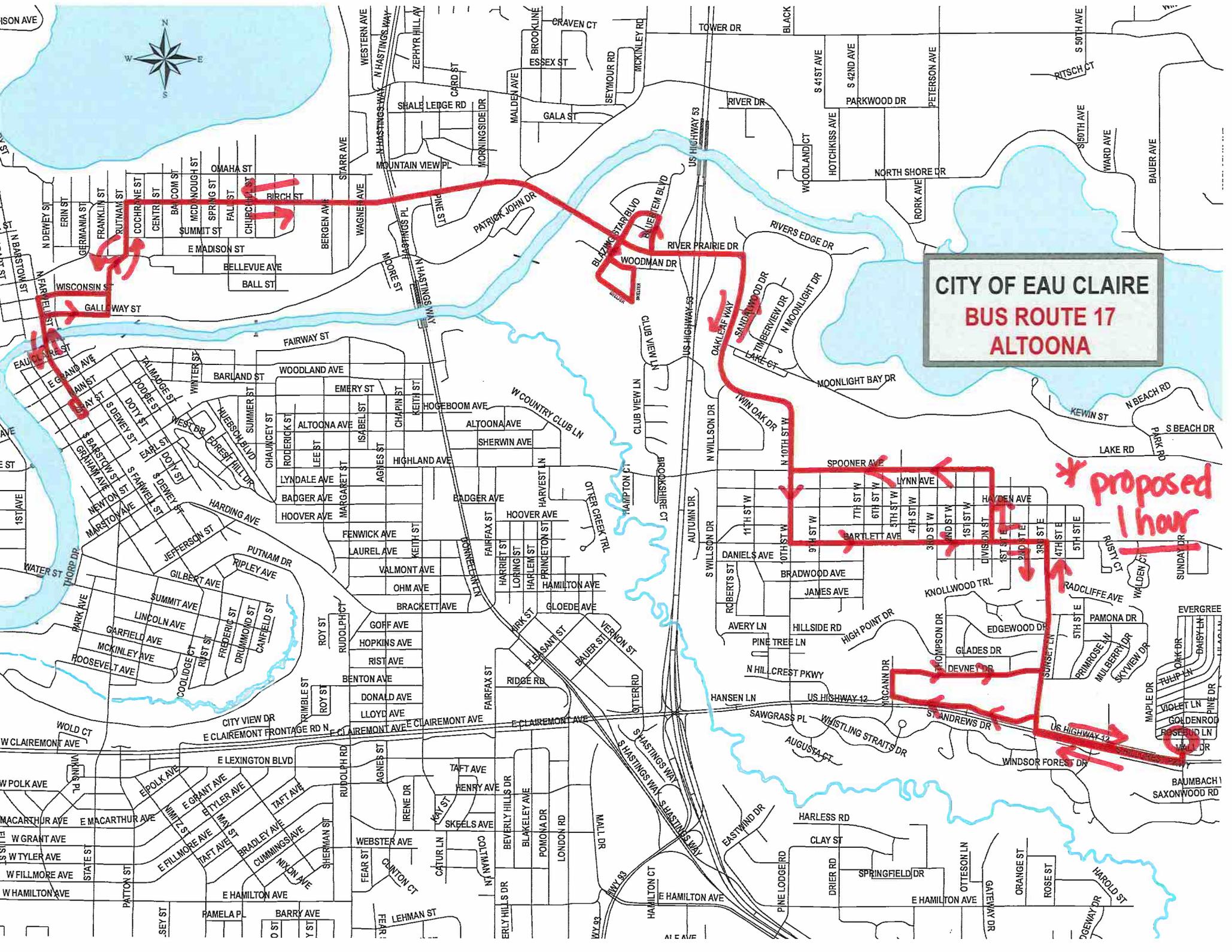
1 hour

Route 17 Altoona

Right Main
Left Farwell
Right Galloway
Left Putnam
Right Birch
Curve River Prairie
Right Blazing Star
Left Woodman Dr
Right Shelter(woodmans)
Curve Blazing Star
Right River Prairie
Left Bluestem
Left Blazing Star (Shelter)
Left River Prairie
Right Oakleaf Way
Curve 10th St
Left Bartlett @ 3rd
Right 3rd St E
Left Hwy 12
Left Oak Dr (HillCrest Estates)
R in front of building loop around
Right on Hwy 12
Right 3rd St E
Left N Hillcrest Pkwy
Right McCann @ Devney
Right Devney
Left 3rd st E
Left Bartlett
Right Division
Left Spooner
Right 10th St

curve Oakleaf @ Hosp
Left River Prairie
Right Bluestem
Left Blazing star
Left Shelter
curve Blazing star
Left Woodman
Right Shelter(woodmans)
curve Blazing star
Left Blazing star
Left River Prairie
curve Birch
Left Putnam
Right Galloway
Left Farwell
Right Gray
Right TC

** still being altered*

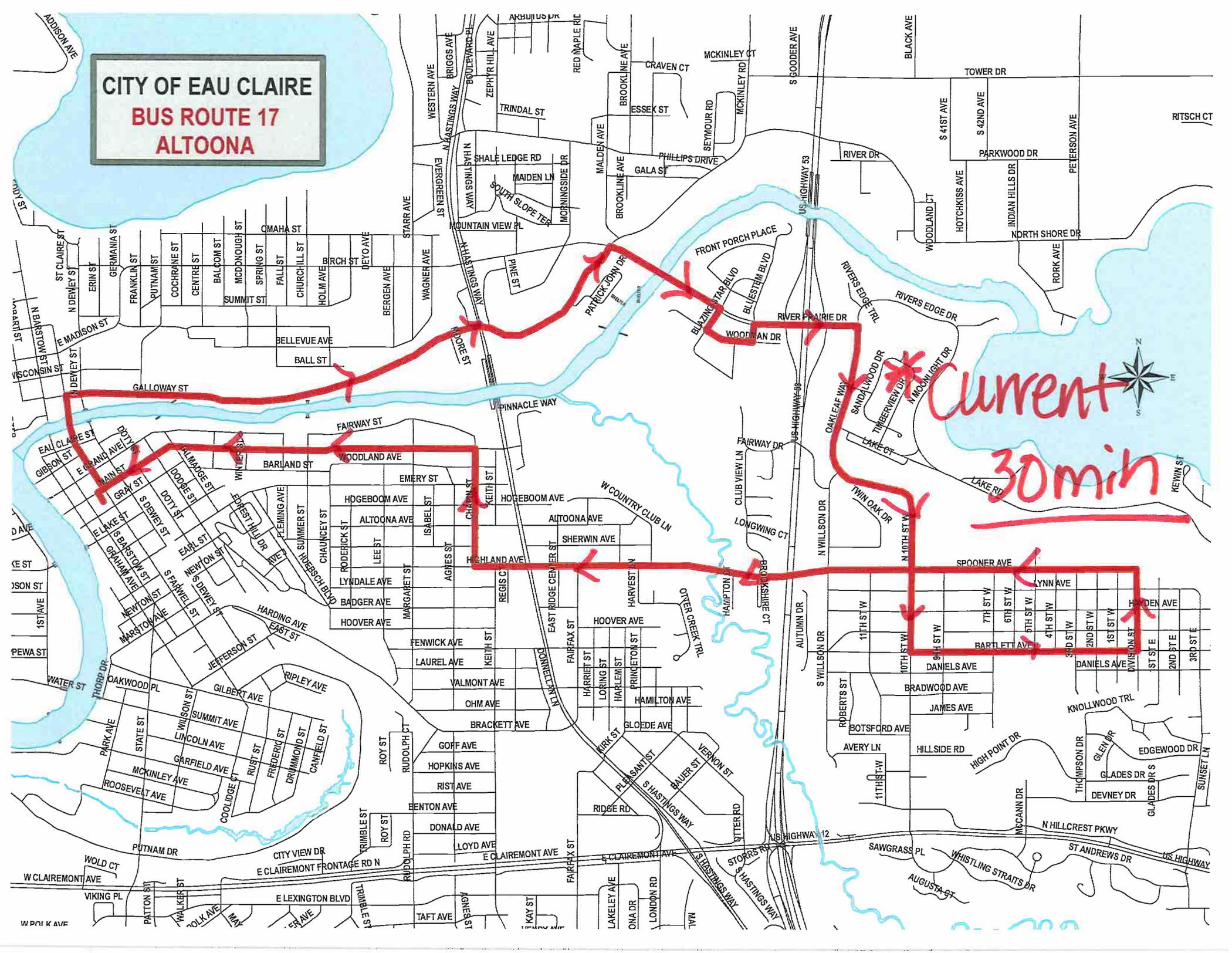


CITY OF EAU CLAIRE
BUS ROUTE 17
ALTOONA

** proposed
1 hour*

CITY OF EAU CLAIRE BUS ROUTE 17 ALTOONA

*Current
30min*



Eau Claire Transit System

Operating Expenses

Report Date: August 31, 2023

% of Year Expired: 66.7%

	Prior Year		Current Year		
	2022 Budget	2022 Y-T-D	2023 Budget	2023 Y-T-D	% of Budget
Admin Wages	\$ 335,700	\$ 179,918	\$ 332,500	\$ 214,164	64.4%
Admin OT Wages	\$ 12,000	\$ 15,670	\$ 12,000	\$ 1,117	9.3%
Admin Benefits	\$ 215,174	\$ 124,951	\$ 214,600	\$ 144,289	67.2%
Operator Wages	\$ 1,392,900	\$ 818,464	\$ 1,285,300	\$ 822,109	64.0%
Operator OT Wages	\$ 23,000	\$ 113,730	\$ 23,000	\$ 161,866	703.8%
Operator Benefits	\$ 743,145	\$ 438,708	\$ 724,100	\$ 443,836	61.3%
Shop Wages	\$ 290,200	\$ 174,207	\$ 278,100	\$ 211,522	76.1%
Shop OT Wages	\$ 23,800	\$ 37,662	\$ 23,800	\$ 30,126	126.6%
Shop Benefits	\$ 164,581	\$ 87,140	\$ 158,000	\$ 85,036	53.8%
Total Payroll	<u>\$ 3,200,500</u>	<u>\$ 1,990,450</u>	<u>\$ 3,051,400</u>	<u>\$ 2,114,064</u>	69.3%
Printing & Binding	\$ 10,700	\$ 6,773	\$ 10,700	\$ 4,344	40.6%
Advertising & Marketing	\$ 30,000	\$ 26,854	\$ 32,400	\$ 10,295	31.8%
Custodial	\$ 22,600	\$ 11,358	\$ 24,500	\$ 15,067	61.5%
Security	\$ 41,100	\$ 8,323	\$ 46,800	\$ 14,440	30.9%
Utilities	\$ 20,000	\$ 7,733	\$ 12,500	\$ 10,257	82.1%
Ins & Admin Charges	\$ 189,800	\$ 125,801	\$ 195,900	\$ 140,801	71.9%
Misc. Services	\$ 497,300	\$ 206,474	\$ 431,500	\$ 235,135	54.5%
Total Services	<u>\$ 811,500</u>	<u>\$ 393,316</u>	<u>\$ 754,300</u>	<u>\$ 430,338</u>	57.1%
Office Supplies	\$ 2,000	\$ 1,459	\$ 4,300	\$ 1,741	40.5%
Uniforms & Clothing	\$ 12,800	\$ 422	\$ 18,400	\$ 5,882	32.0%
Gas	\$ 1,000	\$ 857	\$ 1,000	\$ 641	64.1%
Diesel Fuel	\$ 382,000	\$ 250,220	\$ 450,000	\$ 173,862	38.6%
Motor Oil	\$ 17,400	\$ 7,200	\$ 17,400	\$ 8,180	47.0%
Tires	\$ 52,600	\$ 1,280	\$ 52,600	\$ 20,079	38.2%
Supplies	\$ 300,800	\$ 195,684	\$ 201,100	\$ 158,546	78.8%
Tool/Shop	\$ 16,700	\$ 10,302	\$ 16,700	\$ 5,968	35.7%
Equip Purchase	\$ -	\$ 1,000		\$ 2,138	
Misc. Materials/Supplies	\$ 6,500	\$ 5,141	\$ 6,500	\$ 4,747	73.0%
Total Materials/Supplies	<u>\$ 791,800</u>	<u>\$ 473,566</u>	<u>\$ 768,000</u>	<u>\$ 381,784</u>	49.7%
Purchased Transp.	\$ 919,800	\$ 436,226	\$ 900,100	\$ 530,504	58.9%
Paratransit Cer	\$ 80,000	\$ 43,614	\$ 88,200	\$ 46,946	53.2%
Total Paratransit	<u>\$ 999,800</u>	<u>\$ 479,841</u>	<u>\$ 988,300</u>	<u>\$ 577,451</u>	58.4%
Unfund Pen		\$ 25,600	\$ 38,500	\$ 28,874	75.0%
Loss on Disp of Equip	\$ -		\$ -	\$ -	
Capital Purchases	\$ -		\$ -	\$ -	
Depreciation	\$ -		\$ -	\$ -	
Other Charges/Adj	\$ -		\$ -	\$ -	
Total Other	<u>\$ -</u>	<u>\$ 25,600</u>	<u>\$ 38,500</u>	<u>\$ 28,874</u>	75.0%
TOTAL EXPENSES	<u>\$ 5,803,600</u>	<u>\$ 3,362,772</u>	<u>\$ 5,600,500</u>	<u>\$ 3,532,511</u>	63.1%

Eau Claire Transit System

Operating Revenues

Report Date: July 31, 2023

% of Year Expired: 58.3%

	Prior Year		Current Year		% of Budget
	2022 Budget	2022 Y-T-D	2023 Budget	2023 Y-T-D	
Full Fare Cash	\$ 45,000	\$ 20,587	\$ 34,000	\$ 27,067	79.6%
Full Fare Pass	\$ 70,000	\$ 50,450	\$ 76,000	\$ 59,200	77.9%
Full Fare Tickets	\$ 35,000	\$ 15,892	\$ 30,000	\$ 18,649	62.2%
Day Pass	\$ 15,000	\$ 6,285	\$ 11,000	\$ 6,810	61.9%
Total Full Adult Fares	\$ 165,000	\$ 93,214	\$ 151,000	\$ 111,726	74.0%
Income-Qualifying Cash	\$ 500	\$ 1,247	\$ 2,000	\$ 1,612	80.6%
Income-Qualifying Pass	\$ 5,500	\$ 7,364	\$ 12,000	\$ 16,650	138.8%
Total I-Q Fares:	\$ 6,000	\$ 8,611	\$ 14,000	\$ 18,262	130.4%
Reduced Fare Cash	\$ 10,000	\$ 5,325	\$ 8,800	\$ 9,014	102.4%
Reduced Fare Pass	\$ 65,000	\$ 34,229	\$ 60,000	\$ 42,225	70.4%
Reduced Fare Tickets	\$ 6,000	\$ 3,290	\$ 6,000	\$ 263	4.4%
Total Reduced Fares	\$ 81,000	\$ 42,844	\$ 74,800	\$ 51,502	68.9%
Student Fare Cash	\$ 5,000	\$ 2,784	\$ 5,000	\$ 4,614	92.3%
Student Fare Tickets	\$ 500	\$ 400	\$ 800	\$ 275	34.4%
Student MAX Pass	\$ 15,000	\$ 11,030	\$ 17,500	\$ 8,775	50.1%
CVTC Student Pass	\$ 1,500	\$ -	\$ 1,500	\$ 3,360	224.0%
UW - Eau Claire	\$ 404,000	\$ 272,000	\$ 412,000	\$ 412,000	100.0%
Pool/Library	\$ 7,000	\$ -	\$ 7,000	\$ -	0.0%
Total Student Fares	\$ 433,000	\$ 286,214	\$ 443,800	\$ 429,024	96.7%
Paratransit Co-Pay	\$ 88,200	\$ 46,816	\$ 92,300	\$ 57,502	62.3%
Agency Fare	\$ 159,600	\$ 50,350	\$ 134,900	\$ 68,144	50.5%
Local Reimbursement	\$ 300	\$ 517	\$ 300	\$ (1,649)	-549.6%
State PT Assistance	\$ 77,000	\$ 64,373	\$ 65,000	\$ 66,471	102.3%
Total Paratransit	\$ 325,100	\$ 162,055	\$ 292,500	\$ 190,467	65.1%
Federal Assistance+CARES	\$ 2,475,200	\$ -	\$ 2,200,000	\$ 2,045,742	93.0%
State Assistance	\$ 1,300,000	\$ 312,776	\$ 1,250,000	\$ 261,430	20.9%
EC County Assistance	\$ 118,100	\$ 43,734	\$ 118,600	\$ 43,136	36.4%
Altoona Assistance	\$ 71,400	\$ -	\$ 115,000	\$ 58,749	51.1%
Total Assistance	\$ 3,964,700	\$ 356,510	\$ 3,683,600	\$ 2,409,057	65.4%
Advertising	\$ 40,000	\$ 23,150	\$ 42,000	\$ 50,613	120.5%
Vending Commission	\$ 4,000	\$ 215	\$ -	\$ -	
Gifts & Donations	\$ -	\$ -	\$ -	\$ 1,000	
Other Penalties	\$ -	\$ 72	\$ -	\$ -	
Miscellaneous	\$ 1,100	\$ 7,101	\$ 1,000	\$ 13,971	1397.1%
General Fund - Operations	\$ 783,700	\$ 1,038,100	\$ 1,160,200	\$ -	0.0%
Sale of Capital Assets	\$ -	\$ -	\$ -	\$ -	
Fund Balance Applied	\$ -	\$ -	\$ -	\$ -	
Fund Balance Used for CIP	\$ -	\$ -	\$ -	\$ -	
Total Other	\$ 828,800	\$ 1,068,638	\$ 1,203,200	\$ 65,583	5.5%
TOTAL REVENUES	\$ 5,803,600	\$ 2,018,086	\$ 5,862,900	\$ 3,275,621	55.9%

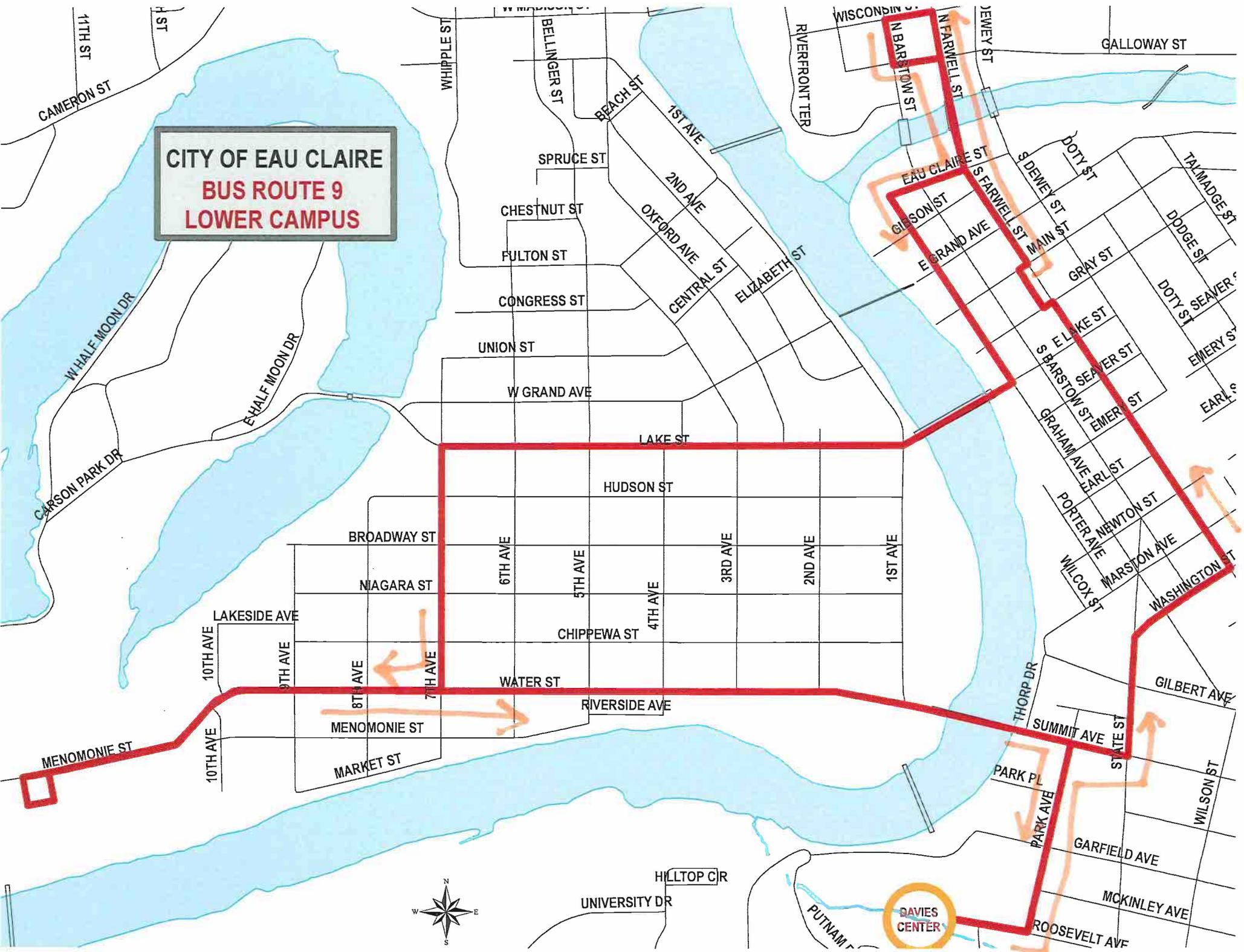
2023 Income-Qualifying Fare Progress Report

	Permits Issued	\$0.85 Trips	Passes Sold	Pass Trips
January	13	162	32	2197
February	11	186	28	3420
March	10	221	31	2519
April	19	399	22	5293
May	13	230	21	5249
June	15	209	21	5015
July	13	308	20	4092
August	14	352	24	4785
September	13	272	13	4664
October				
November				
December				
Total:	121	2339	212	37234

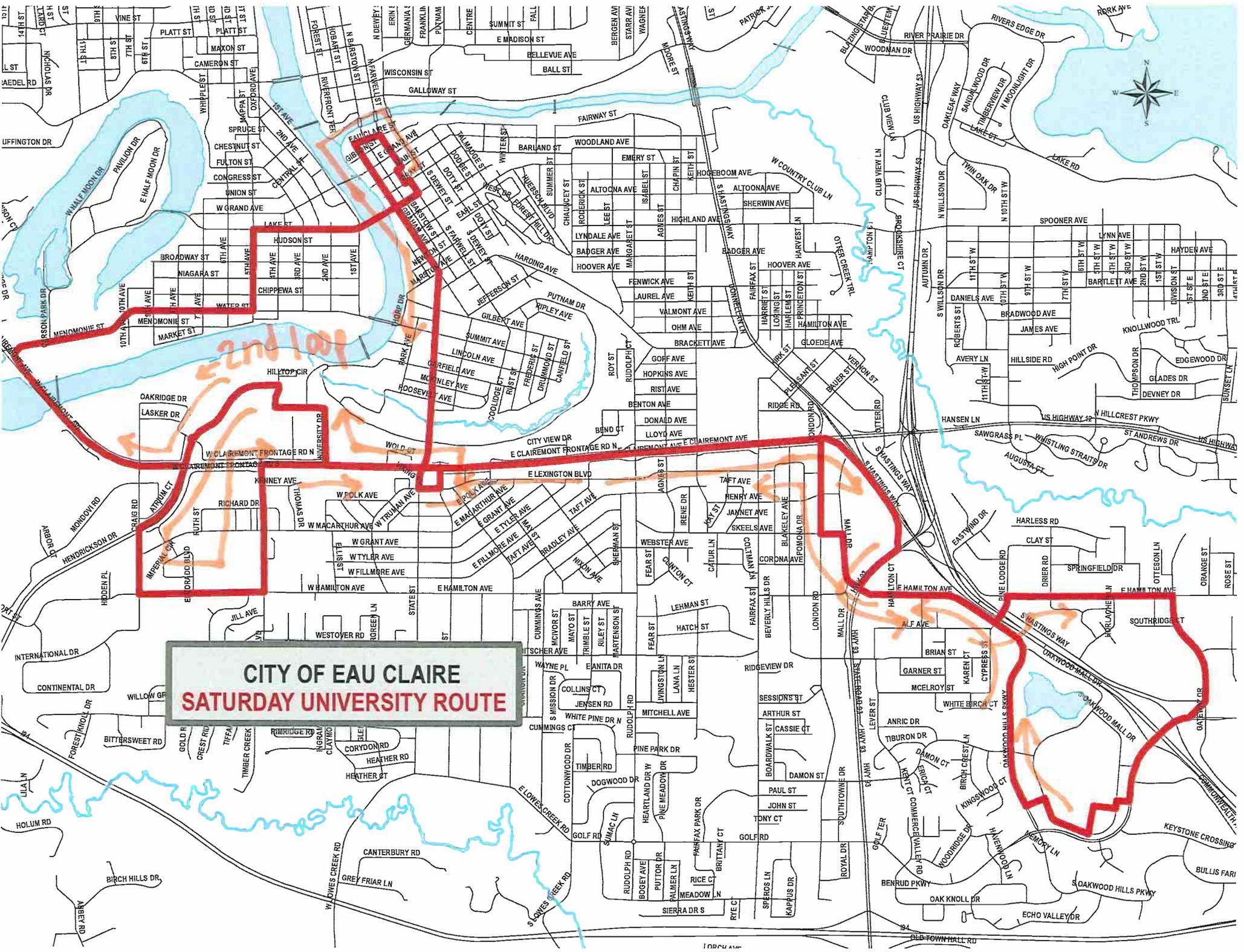
2022 Income-Qualifying Fare Progress Report

	Permits Issued	\$0.85 Trips	Passes Sold	Pass Trips
January	1	146	20	1731
February	14	133	20	1976
March	16	945	39	2679
April	8	226	23	2182
May	4	274	26	2490
June	23	293	23	2268
July	14	228	32	2214
August	9	223	41	2356
September	10	168	24	2114
October	10	276	43	1919
November	10	100	44	1727
December	8	170	25	2957
Total:	127	3182	360	26613

CITY OF EAU CLAIRE
BUS ROUTE 9
LOWER CAMPUS



CITY OF EAU CLAIRE
SATURDAY UNIVERSITY ROUTE



Turn sheet for routes 91, 92, 93, 94 Monday -Friday

#9 Lower Campus

headsign#60

Leave Centennial Hall

Right- Roosevelt Ave

Circle Davies Center

Left - Park Ave

Right- Summit Ave

Left - State St

Curve -Washington St

Left - Farwell St

Left - Gray St

Right - into Transfer Center

Right - Main St

Left - Farwell St

Left - Wisconsin St

Left - Barstow St Menomonie Market

Left - Galloway St

Right - N. Farwell St

Right - Eau Claire St

Stop - at Haymarket Landing / Pablo

Curve - Graham Ave

Right - Lake St

Left - Seventh Ave

Right - Water Street

Left - into The Plex (Sonntag)

Right - Mononomie St

Continue on Water St

Continue on Summit Ave

Right - Park Ave

Stop - in front of Centennial Hall

10/10/2023

#19 Upper Campus headsign#55

Leave Centennial Hall

Right- Roosevelt Ave

Circle Davies Center

Continue on Roosevelt Ave

Right - State St

Left - E. Lexington Blvd

Left - Patton St

Left - W. Clairemont Ave

Right - University Dr

Curve - Continue on University Dr

Stop- Towers Hall

Right - Stop Sign

Left - Stop Sign

Stop- Oak Ridge Hall

Stop- Chancellors Hall

Left - W. Clairemont

Right - Stein Blvd

Right - Hamilton Ave

Right - El Dorado Blvd

Curve then Right - El Dorado Blvd

Right - W. MacArthur Ave

Left - Stein Blvd

Left - W. Clairemont Ave

Right - Menomonie St

Continue to Water St

Haas Fine Arts Center

Continue to Summit Ave

Right - Park Ave

Stop - in front of Centennial Hall

Saturday University Route 951 - use headsign #91 University Mall

Sign in 9:48am Sign out 7:12pm unless you pick up passenger from Transfer Center

CALL STOP TRANSFER CENTER

10:00am through 7:00pm, every hour

Right- Main St

Left - N. Farwell St

Left- Eau Claire St

CALL STOP: PABLO/HAYMARKET :01

Left- Graham St

Right - State Street / Merge State Street

Left - E. Lexington Blvd

Left - Patton St

Left - W. Clairemont Ave

Right - University Dr

Curve - Continue on University Dr

CALL STOP TOWERS :11

Right - Stop Sign

Left - Stop Sign

OAK RIDGE :12

CHANCELLORS HALL :13

Continue to Clairemont ask if MacArthur is needed...

If MacArthur needed, demand Response to:

Continue Straight on HWY 37

Left - Craig Rd

Left - W. MacArthur Ave

MACARTHUR-RUTH :17

Left - Stein Blvd

Right - W. Clairemont Ave

If MacArthur not needed, proceed to:

Left - W. Clairemont Ave

Right - Hwy 53 LaCross Exit

Right - Exit 86 Hwy 93

Right - Hwy 93

Left - E Hamilton Ave

Left - Pine Lodge Rd

Right - E Hamilton Ave

Right - Gateway Dr

CALL STOP SUPER TARGET :27

Right - Golf Rd

Right - 2nd Entrance into Oakwood Mall

CALL STOP OAKWOOD MALL :30

Left - Service Rd

1st Right parking lot after Scheels

Left - In front of Hobby Lobby

Right - Frontage Road

Left - Before Manny's Cocina

Right - Oakwood Hills Pkwy

Curve - E. Hamilton Ave

Curve - Mall Dr

CALL STOP FESTIVAL FOODS :34

Left - Skeels Ave

Right - London Rd

Left - E. Clairemont Ave

Right - University Dr

Curve - Continue on University Dr

CALL STOP TOWERS :44

Right - Stop Sign

Left - Stop Sign

OAK RIDGE :45

CHANCELLORS HALL :46

Continue through roundabout to Clairemont

Right - W. Clairemont (Hwy 12)

Right- Menomonie Street

CALL STOP THE PLEX :50

Continue onto Water St

Left - 5th Ave

Right - Lake St

Left - N. Farwell St

Left- Gray St

Right - into Transfer Center

Route 9 Lower Campus

Time point/call stops

	91	92	93	94
Centennial Hall	:15	:45	:00	:30
Davies Center	:16	:46	:01	:31
Transfer Center	:21	:51	:06	:36
Menomonie Market	:24	:54	:09	:39
Haymarket/Pablo	:27	:57	:12	:42
3rd & Lake	:30	:00	:15	:45
Sonnentag/The Plex	:33	:03	:18	:48
Human Services	:36	:06	:21	:51
Return Centennial Hall	:40	:10	:25	:55

Route 19 Upper Campus

Time point/call stops

	91	92	93	94
Centennial Hall	:45	:15	:30	:00
Davies Center	:46	:16	:31	:01
Towers Hall	:51	:21	:36	:06
Oak Ridge Hall	:52	:22	:37	:07
Chancellors Hall	:52	:22	:37	:07
Bollinger Field	:00	:30	:45	:15
Haas Arts Center	:08	:38	:53	:23
Return Centennial Hall	:12	:42	:57	:27

91 Start time at CMF is 6:33am, go straight to Towers Hall (6:51)

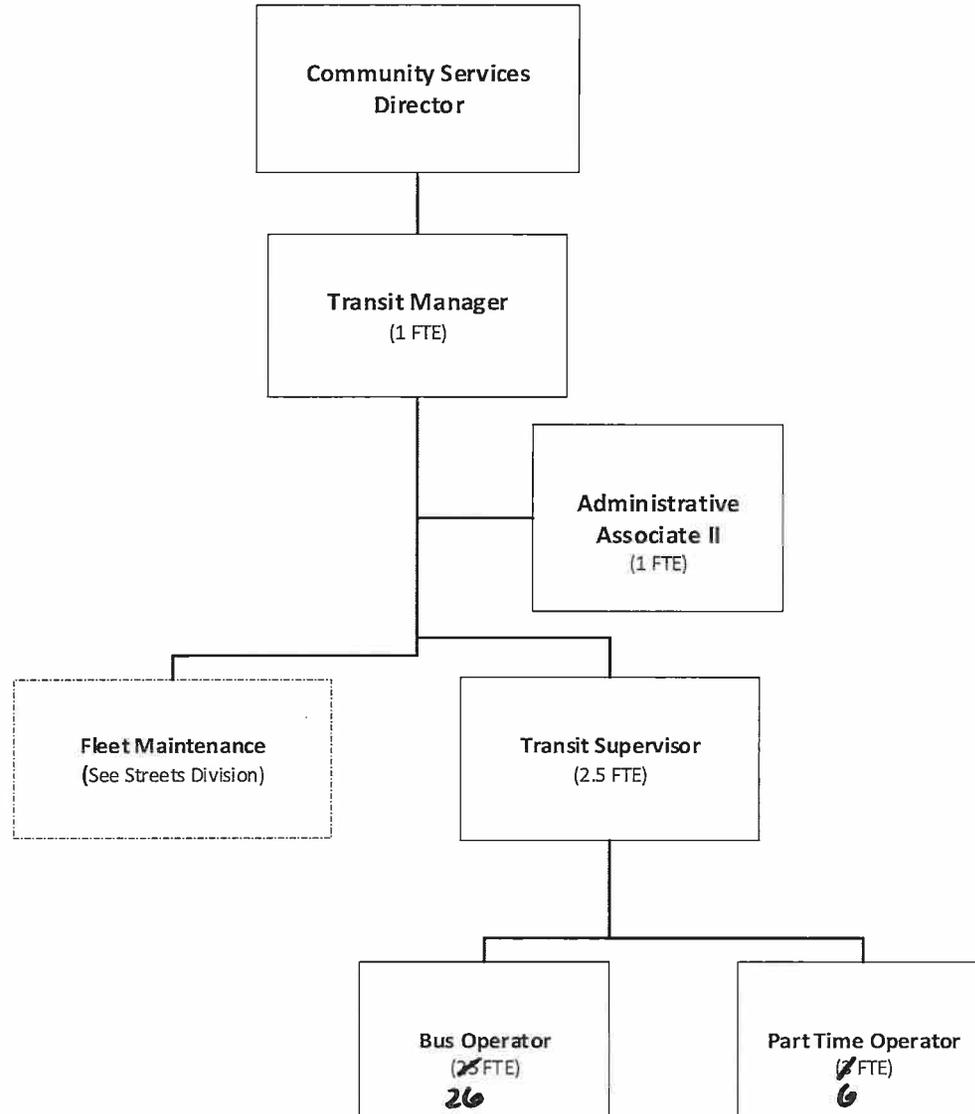
92 Start time at CMF is 6:43am, go straight to Haymarket (6:57)

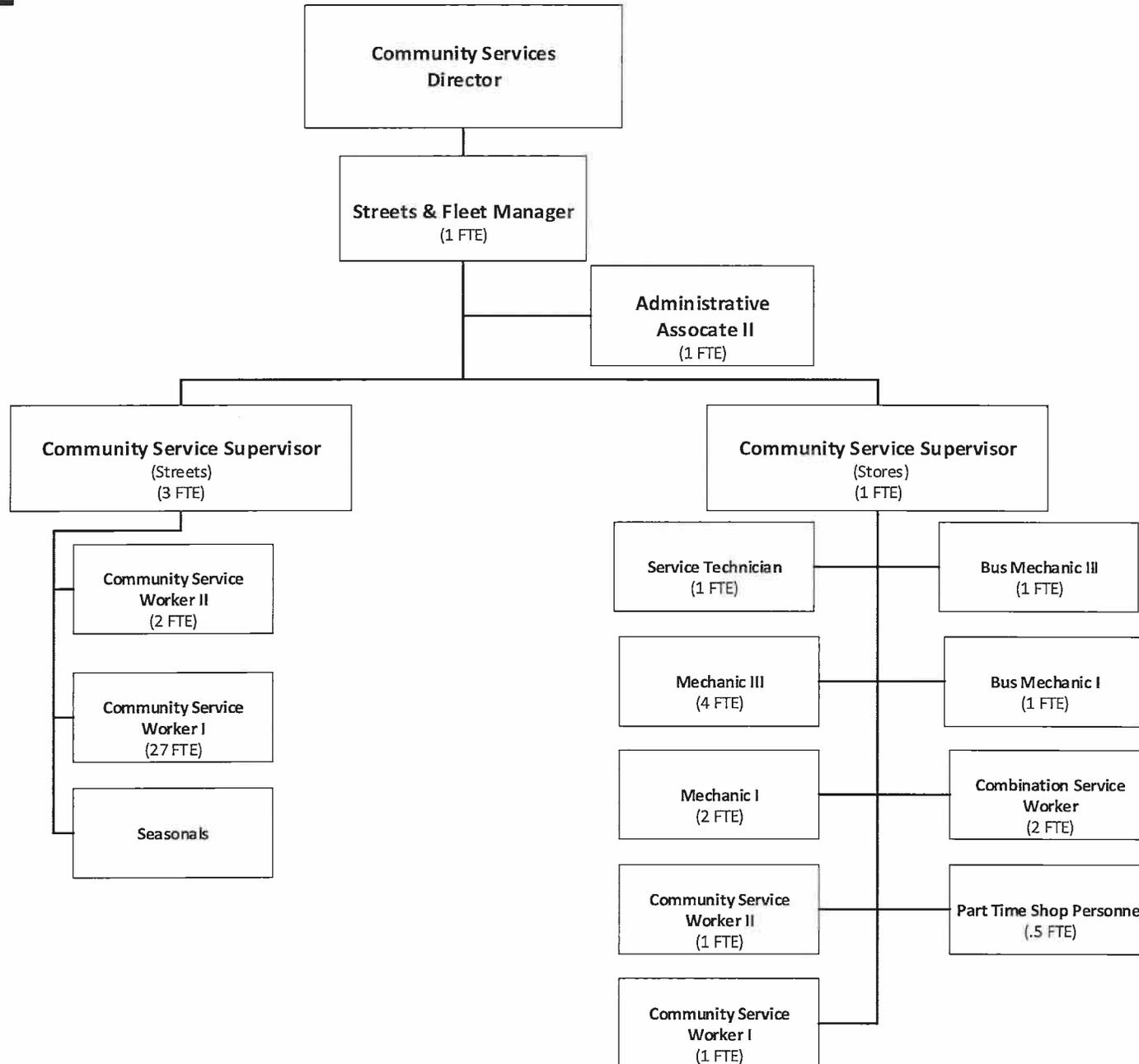
93 Start time at CMF is 7:18am, go straight to Towers Hall (7:36)

94 Start time at CMF is 7:28am, go straight to Haymarket (7:42)

By 7:42am there is 15 minute service to all UWEC bus stops

10/10/2023





Tyler Fadness

From: Mike Paulus <mikep@eauclaire.lib.wi.us>
Sent: Thursday, October 12, 2023 3:06 PM
To: Tyler Fadness
Cc: Kelly Kneisl; Isa Small
Subject: [EXTERNAL] Card Crawl 2023 / EC Transit Marketing
Attachments: 2-SidedHandFlyer.jpg; BigEntrancePoster.jpg; CardholderEmail.jpg; DedicatedFacebookPost.jpg; FacebookEvent.jpg; FacebookMentions.jpg; LibraryDigitalSignage.jpg; LibraryWebsite.jpg; PressRelease.jpg; PressRelease.pdf; PromoFlyer.jpg; VolumeOneArticle.jpg; WQOWReport.jpg

Hi Tyler!

OK, I'm sure I missed a few things, but here's a rundown of all the EC Transit mentions in our Card Crawl 2023 promotional campaign...

All items listed below have a corresponding image attached!

- Mike

PRINT MATERIALS

- Promo Flyers placed around the library
- 2-Sided Hand Flyer handed out day of event (hundreds taken)
- Big Posters (2) displayed at library entrances day of event

PRESS RELEASE/NEWS COVERAGE

- Library Press Release (PDF and image attached)
- Volume One print/web article prior to event: <https://volumeone.org/articles/2023/09/12/326352-inaugural-card-crawl-coming-to-le-phillips>
- WQOW TV-18 news report ay of event (EC Transit at 1:15): https://www.wqow.com/eye_on_eau_claire/cardholders-celebrate-card-crawl-at-l-e-phillips-memorial-public-library/article_b7e167e8-5fcb-11ee-b992-336bf1a13269.html

SOCIAL MEDIA

- 7 Facebook Post Mentions
- 1 Dedicated Facebook Post ([see here](#))
- Facebook Event ([see here](#))
- Instagram mentions

WEBSITE & EMAIL

- Library Website (event calendar): <https://lephillips.librarycalendar.com/event/card-crawl-2023-library-levels>
- Dedicated Email sent to all cardholders

DIGITAL SIGNAGE

- Library Digital Signage slide prior to event

FUN EVENT STATS

Event Attendance: Appx. 1800 people visited the library that day (3 times the Saturday average)

New Library Cards: 77 (a week's worth in a day)
Library Card Updates: 134
Library Card Related Service Interactions: 1,045
Bus Rides: 65 rides free w/ library card
Culver's Frozen Custard: 630 scoops scooped
Prize Drawing: 239 entries
Hand flyers: Appx. 250 taken

Mike Paulus

Digital Services & Marketing Specialist
715-833-5312 | mikep@eauclaire.lib.wi.us
Pronouns: he/him/his

L.E. Phillips Memorial Public Library

400 Eau Claire St., Eau Claire, WI 54701
[Web](#) | [Facebook](#) | [Instagram](#) | [Twitter](#)

SATURDAY, SEPTEMBER 30, 10 A.M. TO 5 P.M.

CARD CRAWL 2023

The Library Levels Up

Get or replace your card!

VISIT THE BIG MAIN DESK for new cards. Save time by filling out an application at the new-card display.

SCHEDULED EVENTS

- Family Storytime & Bible**
 10 to 11:30 a.m.
 Level 1: Youth Program Room
- Friends of the Library Bag Sale**
 10 a.m. to 2 p.m.
 Level 0: Dabble Box Courthouse
- Culver's**
 11 a.m. to 1 p.m.
 Level 1: Youth Program Room
- Fold an Origami Library Card**
 Noon to 5 p.m.
 Level 0: RCU Dabble Box Courthouse
- Kids DIY Library Card Lanyard**
 1 to 3 p.m.
 Level 1: Youth Program Room
- Spin the Wheel of Fabulous Prizes**
 2 to 5 p.m.
 Level 0: Friends of the Library Bookstore

But that's not all! →

COLLECT 'EM ALL!

GET CARDED AT EACH STOP ON THE CRAWL FOR PRIZES

- Can you find these locations?
Psst! Grab a library map near the entrances!
- Level 1: Youth Services Desk
 - Level 1: Resource Room
 - Level 2: Business Center
 - Level 3: Riverview Terrace

- PLUS...** As you explore, look for our roaming Card Crawlers. They've got mystery prizes!
- PLUS, PLUS...** From **10 a.m. to 3 p.m.** sign up for a digital service at Information & Reference on Level 2 (or show us what you're already using) to snag special library swag.
- PLUS, PLUS, PLUS...** Visit our Library of Things (Level 1) and enter our grand prize drawing for the Basket o' Bookish Delights.

BONUS FUN!

...WAITING NOW! THERE'S STILL MORE.

FOR ONE DAY ONLY YOUR CARD IS A BUS PASS!
 All day Sept. 30, show your library card (or the MORE app) for free bus rides anywhere in the city (to destination). Thanks, Eau Claire Transit!

FOR ONE DAY ONLY YOUR CARD IS A BUS PASS!
 All day Sept. 30, show your library card (or the MORE app) for free bus rides anywhere in the city (to destination). Thanks, Eau Claire Transit!

L.E. Phillips Memorial Public Library Eau Claire, WI | 715-839-8004
www.ecpubliclibrary.info



longtime library staffer Greg Goetz's travels across the region's public library system.

And There's FREE Bus Rides?!

Yep—for one day only, your card is a bus pass! All day on Sept. 30, the fine folks at Eau Claire Transit will provide free bus rides on any route (to destination), when you show the driver your library card (or the MORE Libraries app on your phone). Each passenger must have their own library card/account to show.



Show your card
for FREE RIDES!

Don't forget!

We love to see your library card, and you'll need it to unlock the fun. So before you come, grab your card, install the MORE Libraries app on your phone, or get ready to sign up for a shiny new card.

Big Thanks to Our Card Crawl Supporters!



L.E. Phillips Memorial Public Library

Published by Mike Paulus · September 22 at 11:55 AM · 🌐

🇺🇸 SEPT. 30: FREE BUS RIDES 🇺🇸 Yep—for one day only, your library card is a bus pass! All day on Sept. 30, the fine folks at [Eau Claire Transit](#) will provide free bus rides on any route (to destination), when you show the driver your card (or the MORE Libraries app on your phone). Go anywhere you want! Each passenger must have their own library card/account to show. It's all part of Card Crawl 2023. Learn more...



LEPHILLIPS.LIBRARYCALENDAR.COM

Card Crawl 2023: The Library Levels Up | L.E. Phillips Memorial Public Library

[See insights and ads](#)

Boost post

On Level 1 near the main desk, check out the Greg Goetz Memorial Library Card Collection, detailing just a fraction of longtime library staffer Greg Goetz's travels across the region's public library system.

AND THERE'S FREE BUS RIDES?!

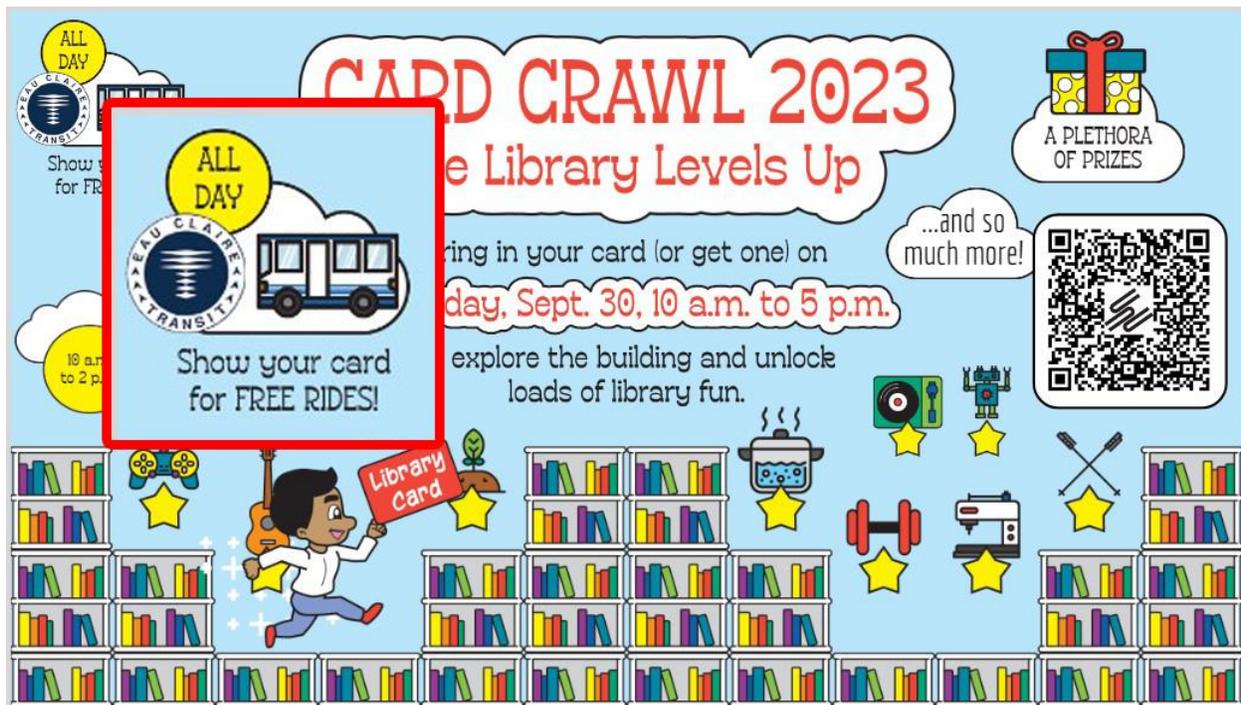
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DON'T FORGET!

We love to see your library card, and you'll need it to unlock the fun. So before you come, grab your card, install the MORE Libraries app on your phone, or get ready to sign up for a shiny new card. [See less](#)

Eau Claire, Wisconsin

Title	Date published	Status
<input type="checkbox"/>  LIBRARY CARDS: A PRETT... L.E. Phillips Memorial Public Li...	View insights ... Fri Sep 29, 11:50am	
<input type="checkbox"/>  LIBRARY CARDS: A PRETT... epubliclibrary	View insights ... Fri Sep 29, 9:54am	
<input type="checkbox"/>  SATURDAY: WIN THIS BAS... L.E. Phillips Memorial Public Li...	View insights ... Mon Sep 25, 11:55am	
<input type="checkbox"/>  SATURDAY: WIN THIS BAS... epubliclibrary	View insights ... Mon Sep 25, 9:07am	
<input type="checkbox"/>  SEPT. 30: FREE BUS RIDES ... L.E. Phillips Memorial Public Li...	View insights ... Fri Sep 22, 11:55am	
<input type="checkbox"/>  SOON: CARD CRAWL 202... epubliclibrary	View insights ... Fri Sep 8, 2:51pm	
<input type="checkbox"/>  Ad completed COMNG SOON: CARD CR... L.E. Phillips Memorial Public Li...	View insights ... Fri Sep 8, 2:41pm	



See the Greg Goetz Memorial Library Card Collection

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Don't forget!

We love to see your library card, and you'll need it to unlock the fun. So before you come, grab your card, install the MORE Libraries app on your phone, or get ready to sign up for a shiny new card.

Big Thanks to Our Card Crawl Supporters!



Other Special Activities

Attendees can also enter a Grand Prize Drawing to win a “Basket o’ Bookish Delights.” People are invited to take selfies with our “Very Large Library Cards” in two different locations. We’ll also unveil the Greg Goetz Memorial Library Card Collection—a special map detailing the travels of longtime library staffer Greg Goetz across the region’s public library system.

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This information can also be found online at www.ecpubliclibrary.info/crawl

For other library information, people may contact Information & Reference by calling 715-839-5004, emailing librarian@eauclaire.lib.wi.us, or visiting the library’s website at www.ecpubliclibrary.info.

FREE! Books: 100899 Movies: 11247 Music CDs: 3368 Games: 701 Library of Things: 322
ALSO FREE! Meeting Spaces, E-Everything, Genealogy Tools, Events, Classes, Makerspace, and More!

CARD CRAWL 2023

The Library Levels Up

ALL DAY
Show your card for FREE RIDES!

ALL DAY
11 a.m. to 3 p.m.
FREE CUSTARD
Culver's

ALL DAY
2 to 5 p.m.
Spin the WHEEL OF PRIZES

Bring in your card to explore the building and unlock loads of library fun. Full details at ecpubliclibrary.info/crawl.

Saturday, Sept. 30, 10 a.m. to 5 p.m.

Selfies with our... **VERY LARGE LIBRARY CARD™**

Co-sponsor: Friends of the L.E. Phillips Memorial Public Library

L.E. Phillips Memorial Public Library
400 Eau Claire St., Eau Claire, WI | www.ecpubliclibrary.info | librarian@eauclaire.lib.wi.us



FIRST-TIMER. The L.E. Phillips Memorial Public Library is holding the inaugural Card Crawl event at the end of September.

Did you know September is Library Card Sign-Up Month?! The L.E. Phillips Memorial Public Library is makin' sure to celebrate by hosting a fantastic all-new event: Card Crawl 2023.

Make sure to bring your library card – or get one! – on Saturday, Sept. 30, and explore all of the family-friendly activities going on from 10am-5pm at the library. With fun freebies up for grabs all over the building by “getting carded” at special stations, a grand prize drawing, special library swag available, and more, you're not going to want to miss this first-time event.

Eau Claire Transit will be offering free bus rides to library cardholders all day long on any route (not just to the library!) by showing the driver your library card or the MORE Libraries app.

Attendees are also invited to take selfies with the “very Large Library Cards” in two different locations during the Card Crawl. The library will also unveil its Greg Goetz Memorial Library Card Collection – a special map detailing the travels of longtime staffer Goetz across the region's public library system.

If you're in need of a library card, stop by the customer services desk on Level 1 of the library. Even if your library card's been lost or damaged, they'll replace it (and that day, it'll be replaced by a special vintage version).

Schedule of the day's events:

to the staff for a way to do that.

Cardholders were able to put their name in drawings to win some book-related prizes, and they could also get bonus prizes if they ran into the right people.

The benefits that cardholders get didn't end at the library doors either.

“One very special thing we're having this year is that Eau Claire transit is giving away free bus rides to anybody with a library card all day long,” Paulus said.

This day was all about the library appreciating all the people that use their services.

“It's a day to have a lot of fun with people who love the library,” Paulus said. “Having a card crawl is just a fantastic way to bring a lot of smiles to people's faces, have surprises around every corner, and really let people get to know the library.”

News Release

For Immediate Release



400 Eau Claire Street
Eau Claire, WI 54701
www.ecpubliclibrary.info

October 12, 2023

Media contact: Isa Small, Librarian
Programming & Communications Services
715-839-5094
isas@eauclaire.lib.wi.us

Library to Launch “Card Crawl 2023” Cardholder Appreciation Day

September is Library Card Sign-Up Month, and the L.E. Phillips Memorial Public Library in downtown Eau Claire is excited to celebrate its fantastic cardholders with an all-new event: Card Crawl 2023. Everyone is invited to bring their library card—or get one—on Saturday, Sept. 30 (10 a.m. to 5 p.m.), and explore the building to unlock loads of library fun. We’ll have fun freebies all over the building, a large book sale, free frozen custard from Culver’s, craft activities, a grand prize drawing, and more. Eau Claire Transit is even offering free bus rides to cardholders all day long. The full itinerary is detailed below.

Get or Replace Your Library Card for Free

All day long, stop by the customer services desk on Level 1 to sign up for a library card. We’ll also offer free replacement cards—if your library card’s been lost or damaged, we’ll replace it with a special vintage version.

Schedule of Events

- Friends of the Library Bag Sale
10 a.m. to 2 p.m. • Level 0: Dabble Box Courtyard (outside)
- Family Storytime + Pablo Center ARTmobile
10 to 11:30 a.m. • Level 1: Youth Program Room
- Make a Seed Bomb with Beaver Creek Reserve
10 a.m. to Noon • Level 0: RCU Dabble Box Makerspace
- FREE VANILLA CUSTARD from Culver’s
11 a.m. to 3 p.m. • Plaza (outside main doors)
- Fold an Origami Library Card Holder
Noon to 5 p.m. • Level 0: RCU Dabble Box Makerspace

- Kids DIY Library Card Lanyard
1 p.m. to 3 p.m. • Level 1: Youth Program Room
- Spin the Wheel o' Fabulous Prizes
2 p.m. to 5 p.m. • Level 0: Friends of the Library Bookstore

Fabulous Freebies

All day long, attendees can “get carded” at special stations around the library for fun prizes. As they’re exploring, people can look for our roaming Card Crawlers to claim a mystery prize. Also, from 10 a.m. to 3 p.m., people can sign up for a digital service at Information & Reference on Level 2 (or show us what they’re already using) to get some special library swag.

Other Special Activities

Attendees can also enter a Grand Prize Drawing to win a “Basket o’ Bookish Delights.” People are invited to take selfies with our “Very Large Library Cards” in two different locations. We’ll also unveil the Greg Goetz Memorial Library Card Collection—a special map detailing the travels of longtime library staffer Greg Goetz across the region’s public library system.

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City of Eau Claire Transit Commission Workplan

What	Anticipated Outcome, Product or Result	Idea Source	Specific Actions	Target Dates	Identified Partners	Point Person
Bus Stops/Shelters	Public input and local engagement, ADA compliance, Policy recommendation to Council, Evaluation of stops for safety and accessibility	CIP, Commission	Hold public meetings as part of the commission meetings; Review existing policies; develop recommendations – possible work session	DEC 2023	Local manufacturers, artists and designers, ADRC, WIPTA Members, MPO	Transit Manager
Evaluate Fare Structure	Equitable Fare structure that allows for sustainable Transit Service	Commission	Review Structure Annually at a February or March Meeting. Make Recommendations to Council	MAR Annually	UWEC, ECASD, Mayo and Marshfield Clinic, Other Businesses that benefit from Transit Service	Transit Manager
Marketing Committee	Transit Promotion in the community, Increase transit use, Marketing plan	TDP	Recruit members, City Staff, commission	On going	Interested Members of the Public, Commission, UWEC, Outside Marketing agency	Transit Manager
Review of Complete Streets Policy	Make sure that Transit issues are considered	BPAC	Develop Recommendations as it relates to transit	On going	BPAC, Engineering	City Engineer
City Comprehensive Plan	Have Transit issues considered	Plan Commission	Hold public hearings to receive input on transit related sections to develop recommendations	2024	Planning	Community Development Director
Shawtown Neighborhood Plan	Have Transit issues considered	Plan Commission	Participate at planned meetings	2023	Planning	Senior City Planner
Transit Ambassador Program	Review of the program, guidance	Transit Division	Provide recommendation on possible activities/recruitment	2024	Western Dairyland	Contracted Provider

Explore 3 Bike Rack system on buses	Recommendation for procurement	Transit Division	Research issues where deployed; review suppliers	2024	WIPTA Members	Transit Manager
Electric Buses	Develop Strategy	CIP	Receive Public Input, Review other system deployments	2025	Sustainability Committee	Senior City Planner
Friends of Transit Program	Recognize Partners in the Community	Commission	Develop Categories and Criteria	2024	UWEC; ADRC	Commission Chair
Making bus schedules more consistent and easier to understand	Updated schedules, improvement on schedules and more consistency with timing.	Commission, UWEC	Monitor on time performance, receive UWEC student input. Work with UWEC students directly and distribute information.	On going	UWEC	Transit Manager
City-wide bike rental program	Establishing community partners and a transit-backed bike rental program	Commission, UWEC	Researching possible business partnerships	2024	UWEC	Transit Manager
Transit Service Expansion; Transfer Center Connections	Explore ways to connect the Transfer Center to other travel options, regional and otherwise.	Commission	Provide input as new developments are considered.	On going	UWEC, Chippewa Valley Rail Commission	Transit Manager
University Transit hub	Establishing a University Transit Hub	Commission	Hold meetings on campus, work with UWEC	2025	UWEC Student Senate, Parking and Transportation	Transit Manager
Adopt A Bus Stop Program	Involve the community in supporting transit by keeping bus stops in their neighborhood accessible year round	Commission	Work with Neighborhood Associations	2025	Neighborhood Associations	Transit Manager