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## Transit Commission Agenda

February 21, 2024

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**PLEASE TAKE NOTICE** that the Eau Claire Transit Commission will meet Wednesday, February 21, 2024 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. Pledge of Allegiance and Roll Call:
3. Reading and approval of minutes of the past meeting on January 17, 2024
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. Public Hearings and Discussion
  - a. Altoona Route changes
6. Business Agenda items and Discussion
  - a. UWEC Route change update (Ty Fadness)
  - b. Earth Day (Phil Swanhorst)
  - c. Ridership and Revenue Reports (Ty Fadness)
7. Manager's Report
  - a. Transit Equity Day review
  - b. Community Pass Pilot Update
  - c. Technology Update
  - d. 2023 Workplan, Included for review
8. Adjournment

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Phil Swanhorst, Chairperson  
c: News Media



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**Transit Commission  
Meeting Minutes**

**January 17, 2024**

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**PLEASE TAKE NOTICE** that the Eau Claire Transit Commission will meet Wednesday, January 17, 2024 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. Pledge of Allegiance and Roll Call: **Present:** Chair Swanhorst, Fowler, Gragert, Anderson, Lehner, Bluma, Eaton.  
**Absent:** Greenwell, Scott  
**Also Present:** Transit Manager Ty Fadness, Admirative Associate Laurie Mittlestadt  
**Public Present:** ATU1310 Members Nathan Nispel , Bill Johnson. Tina Deetz
3. Reading and approval of minutes of the past meeting on December 20, 2023; Commissioner Lehner moved to approve. Gragert seconded. December 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; **N/A**
  - a. Comments from Chair; **N/A**
5. Public Hearings and Discussion
  - a. **Altoona Route changes:** Brief update from Transit Manager – Still working on revisions to accommodate Public Ridership. Taylor sent memo in his absence. A 2<sup>nd</sup> Public hearing was recommended and is set for Monday February 12<sup>th</sup> at the Fish house.
6. Business Agenda items and Discussion
  - a. **Unhoused Voucher Program (Billie Hufford)** – Still using ARPA funding to supplement program. Billie Hufford will present at March Commission meeting Quarterly report.
  - b. **UWEC Route changes (Ty Fadness)** – Progressing with route changes in hopes to be ready by Fall 2024. Contract to end in May of this year and would like to have changes ready by then.
  - c. **Earth Day (Phil Swanhorst)** – Briefly spoke about ideas for this day. Would like to discuss in further details.
  - d. Ridership and Revenue Reports (Ty Fadness)
7. Manager's Report
  - a. Transit Staffing
  - b. Community Pass Pilot Update (Ty Fadness)



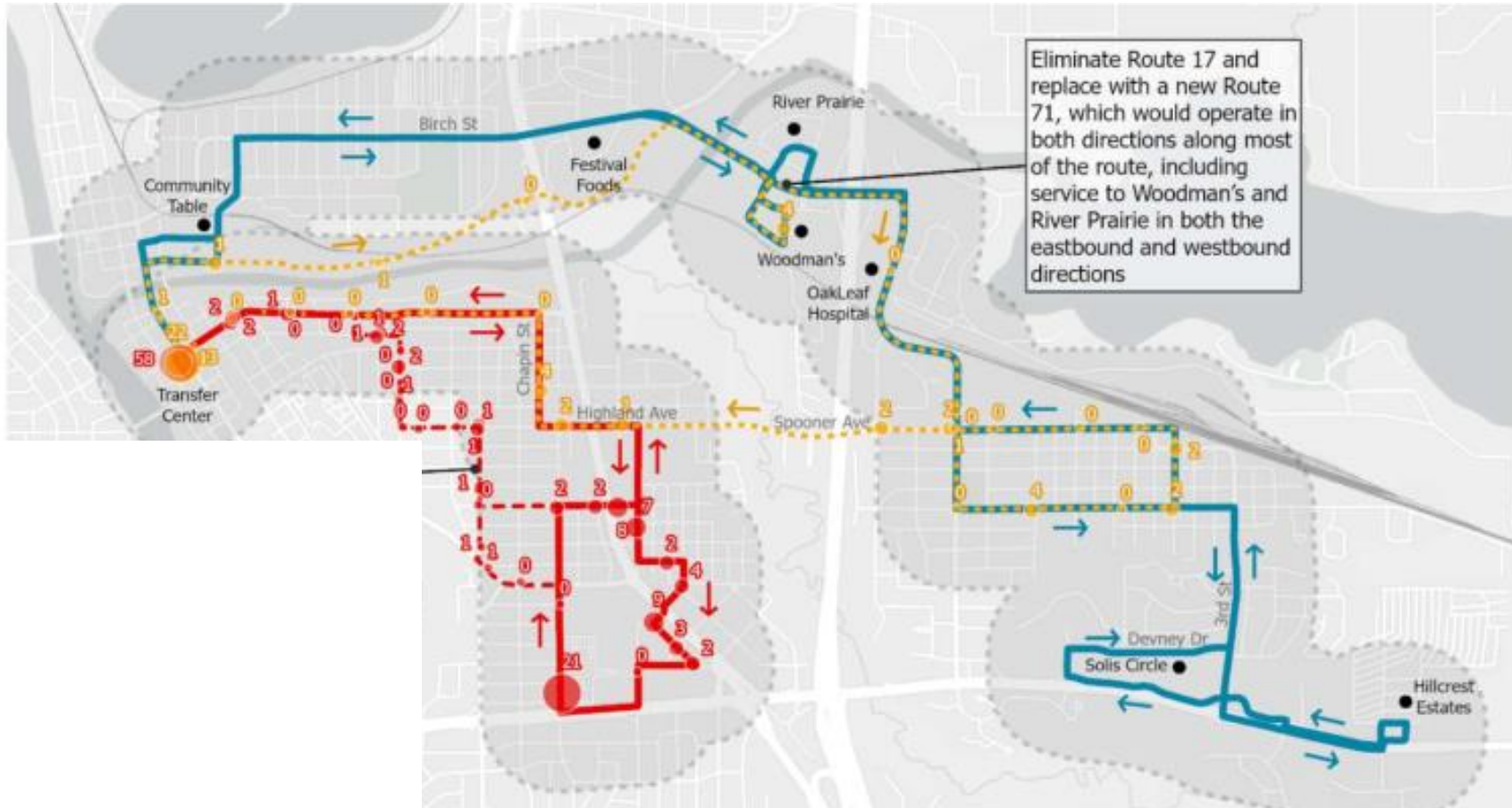
- c. Transfer Center Update
  - d. Technology Update
  - e. 2023 Workplan, Included for review
8. Adjournment: 19:17  
Move to Adjourn: Fowler

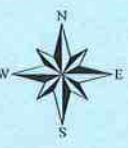
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Phil Swanhorst, Chairperson  
c: News Media

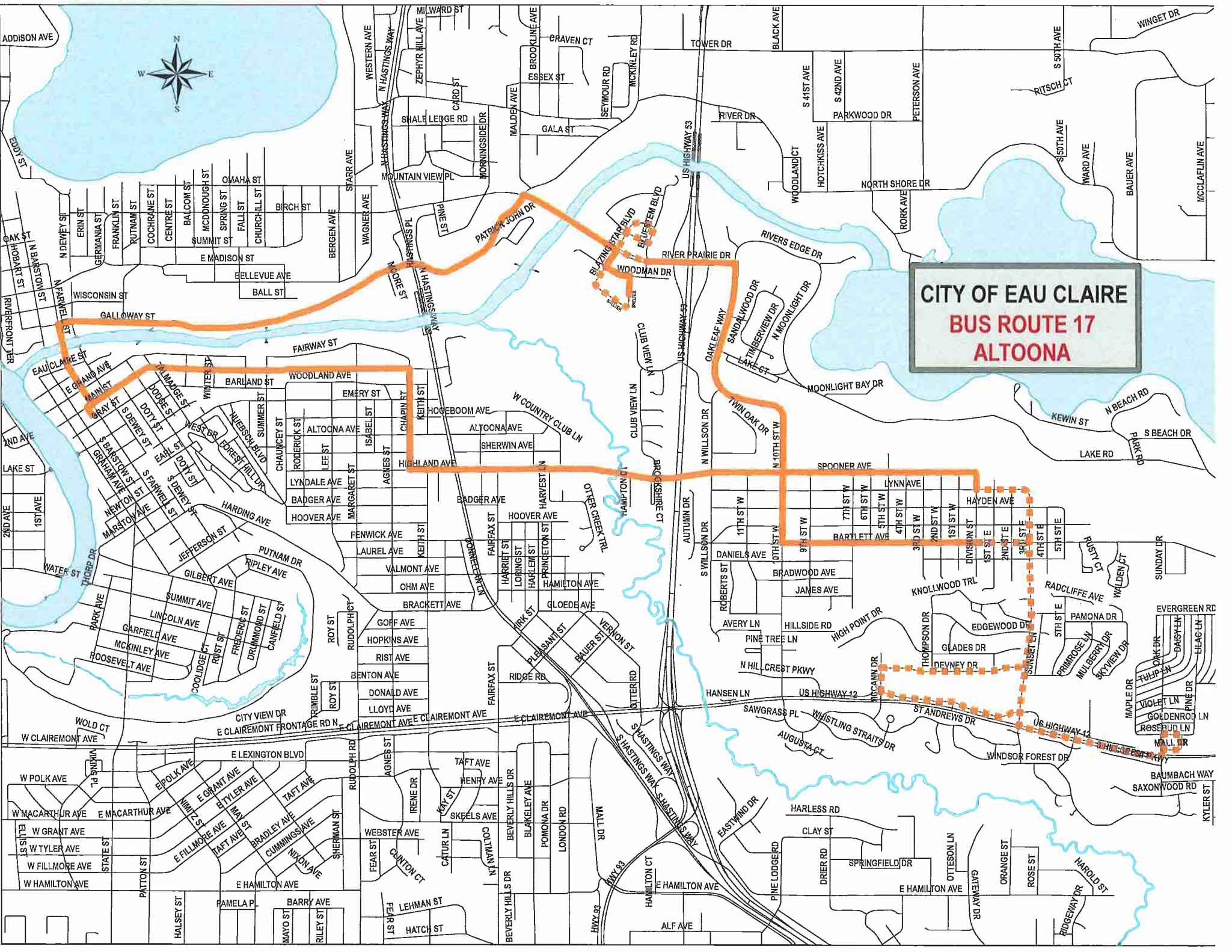
## Recommendation from Transit Development Plan in 2020

### Blue route is new one-hour Altoona Route





**CITY OF EAU CLAIRE**  
**BUS ROUTE 17**  
**ALTOONA**



# ROUTE 17 ALTOONA

## Route 17 Altoona

Leave Transfer Center :45

Right Main St

Left Farwell St

Right Galloway St

Right River Prairie Dr

Right Blazing Star Blvd

Left Woodman Dr (Service Road )

Right West side of the Parking lot to Bus Shelter

**CALL STOP WOODMANS :55**

Follow curve to the right,back to the Traffic light

Continue on Blazing Star Blvd

Right Meadowlark Lane

Left Bluestem Blvd

Left Blazing Star Blvd

**CALL STOP RIVER PRAIRIE PARK :58 @ SHELTER**

Left River Prairie Dr

Right Oakleaf Way

Curve 10th St West

Left Bartlett Ave

**CALL STOP ALTOONA SCHOOL :05**

Right 3rd St East

Left Route 12/Iron Brigade Mem Hwy

Left Oak Drive, Hillcrest Estates

Right Rosebus Lane East

**CALL STOP HILLCREST ESTATES :10**

Right 3rd St East

Right Curve Mall Dr

Left Oak Dr

Right Route 12/Iron Brigade Mem Hwy

Right 3rd St East

Left North Hillcrest Pkwy

Right McCann Dr

Right Devney Dr

**CALL STOP DEVNEY PARK :15**

Left 3rd St East

Curve 3rd St East to Left on Lynn Ave

**CALL STOP ALTOONA PUBLIC LIBRARY: 20**

Right Division St

Left Spooner Ave

Continue - Highland Ave

Right Chapin St

**CALL STOP St. Johns Apts :30**

Left Main St

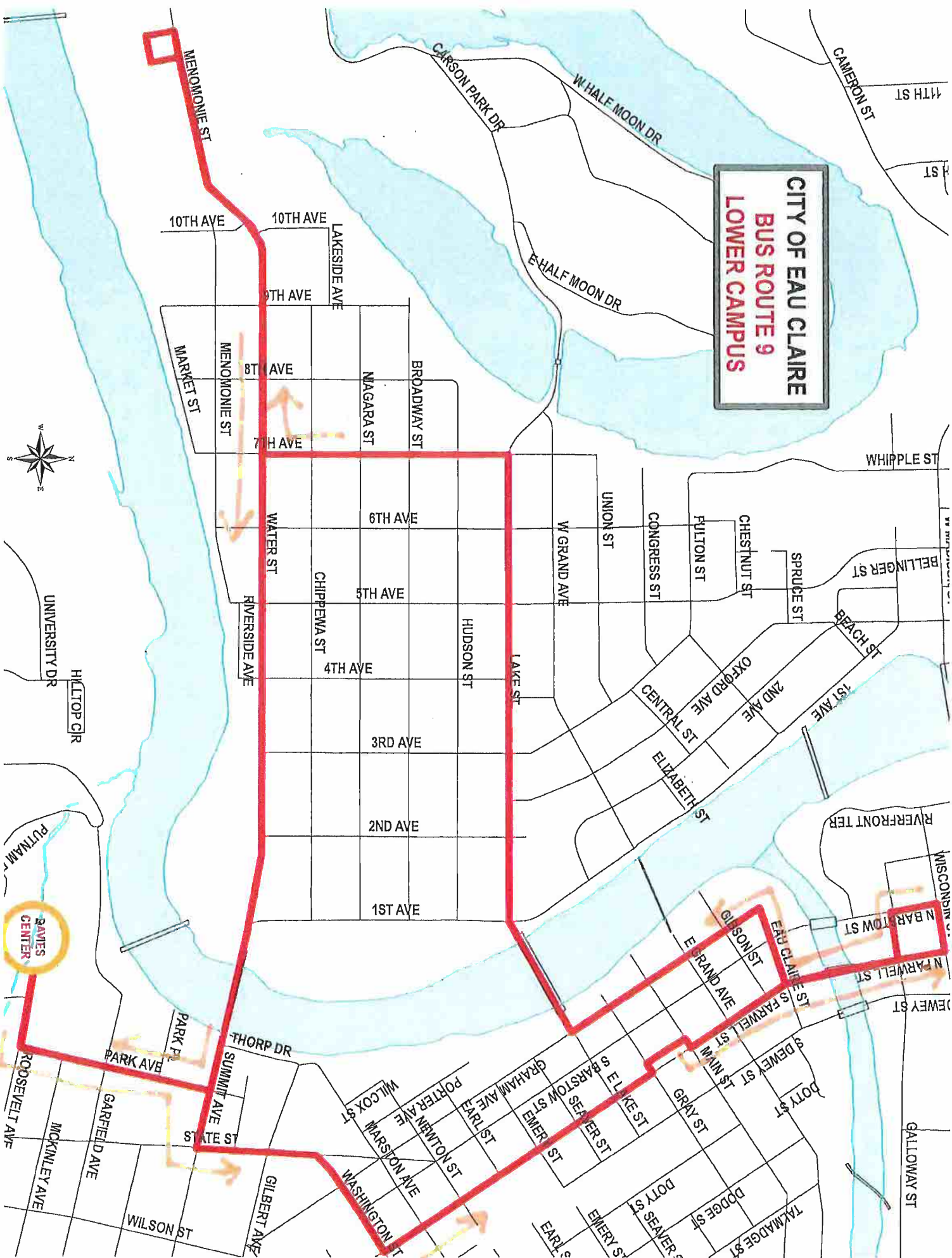
Left S Farwell St

Right Gray St

Right Transfer Center

**CALL STOP TRANSFER CENTER :45**

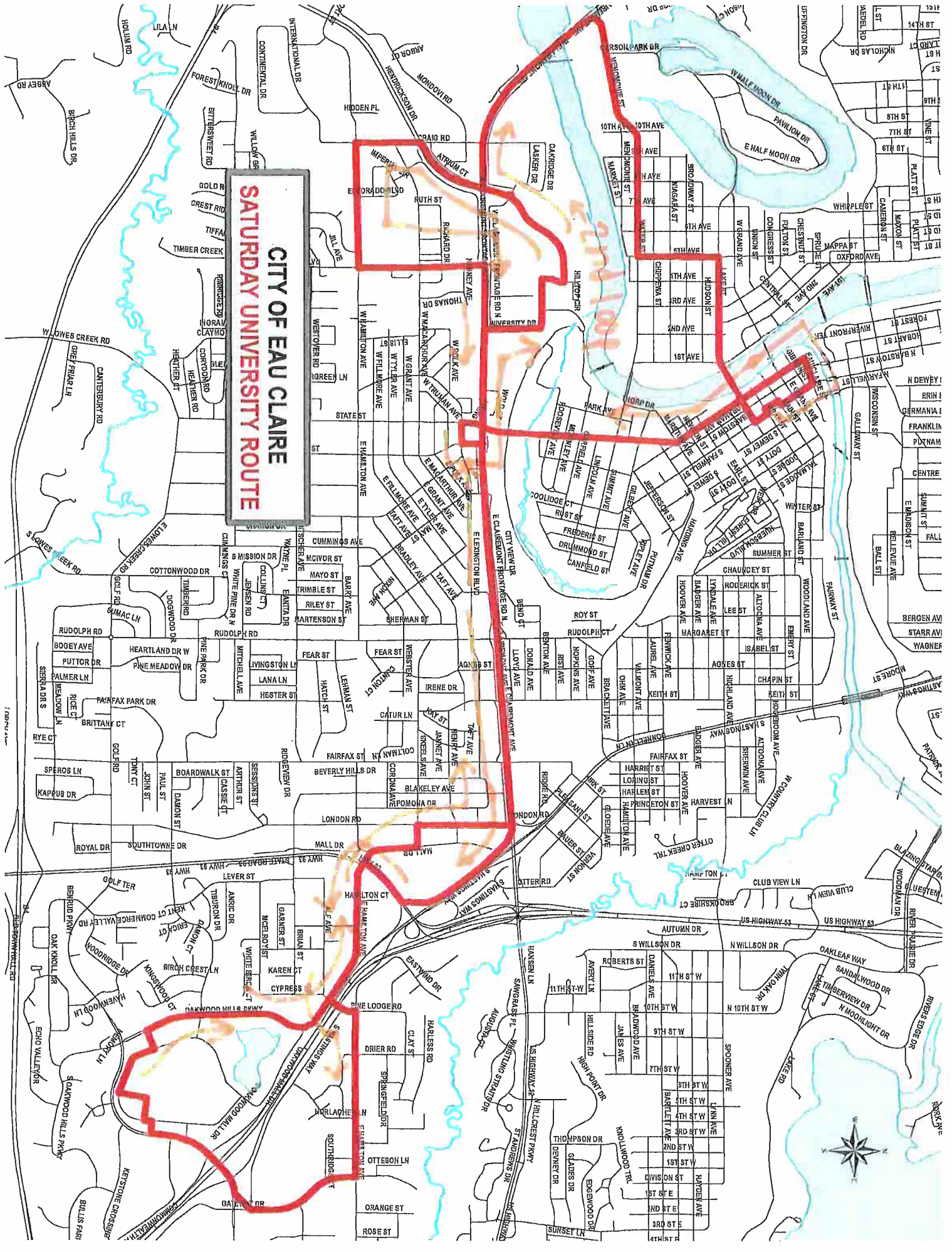
**CITY OF EAU CLAIRE**  
**BUS ROUTE 9**  
**LOWER CAMPUS**







**CITY OF EAU CLAIRE**  
**SATURDAY UNIVERSITY ROUTE**



1000 ft

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 - Monomonie 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

# Propose UWEC Routes January 2024

## 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
Menomnie Market	:24	:54	:09	:39
Haymarket/Pablo	:27	:57	:12	:42
3rd & Lake	:30	:00	:15	:45
Sonntag	: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 Towers Hall begins at 6:51am, ends at 6:15pm at Centennial Hall
- 92 Haymarket / Pablo begins at 6:57am, ends at 6:15pm at Centennial Hall
- 93 Towers Hall begins at 7:36am, ends at 6:30pm at Centennial Hall
- 94 Haymarket / Pablo begins at 7:42am, ends at 10:30pm at Centennial Hall
- These start times line up with current start times and now will offer 15-minute service from 7:42am to 6:15pm to every UWEC bus stop
- Service will continue with one UWEC bus from 6:30pm to 10:30pm to Lower and Upper Campus

Eau Claire Transit Commission  
 Monthly Ridership Report  
 Jan-24

	Monthly			YTD Ridership		
	2023	2024	% Change	2023	2024	% Change
Full Cash Fare	2068	1,582	-23.50%	2068	1582	-23.50%
Full Fare Tickets	1455	1,528	5.02%	1455	1528	5.02%
Income-Qualifying Fare	162	382	135.80%	162	382	135.80%
Student Cash Fare	331	713	115.41%	331	713	115.41%
Student Fare Tickets	21	23	9.52%	21	23	9.52%
1/2 Cash Fare	1045	1,419	35.79%	1045	1419	35.79%
Reduced Fare Tickets	329	244	-25.84%	329	244	-25.84%
Monthly Pass	5000	4,261	-14.78%	5000	4261	-14.78%
Income-Qualifying Pass	2197	5,471	149.02%	2197	5471	149.02%
Half Fare Pass	7193	7,862	9.30%	7193	7862	9.30%
CVTC Pass	246	596	142.28%	246	596	142.28%
Day Pass	745	191	-74.36%	745	191	-74.36%
MAX Pass	1337	1,053	-21.24%	1337	1053	-21.24%
Non-UWEC Ridership	22129	25325	14.44%	22129	25325	14.44%
UWEC	6058	7330	21.00%	6058	7330	21.00%
Total	28187	32655	15.85%	28187	32655	15.85%
Community Table	92	158	71.74%	92	158	71.74%
Paratransit	1914		-100.00%	1914	0	-100.00%
Free	4019	118	-97.06%	4019	118	-97.06%
Pool	0	0		0	0	#DIV/0!
Transfer	3682	4689	27.35%	3682	4689	27.35%
Library	0	0		0	0	#DIV/0!
Total	37894	37620	-0.72%	37894	37620	-0.72%
Evening Ridership	289	1985	586.85%	289	1985	586.85%
Saturday Ridership	2659	2898	8.99%	2659	2898	8.99%
Miles of Service-Day	44696	45283	1.31%	44696	45283	1.31%
Passenger / Mile-Day	0.84	0.786939911	-6.47%	0.84	0.786939911	-6.47%
Hours of Service-Day	3077	3183.3	3.45%	3077	3183.3	3.45%
Passenger / Hour-Day	12.22	11.19435806	-8.40%	12.22	11.19435806	-8.40%
Miles of Service-Eve.	8526	10524	23.43%	8526	10524	23.43%
Passenger / Mile-Eve.	0.03	0.188616496	456.45%	0.03	0.188616496	456.45%
Hours of Service-Eve.	596	736.8	23.54%	596	736.8	23.54%
Passenger / Hour-Eve.	0.48	2.694082519	455.97%	0.48	2.694082519	455.97%
Saturday	4	4	0.00%	4	4	0.00%
Weekday School	17	18	5.88%	17	18	5.88%
Weekday Non-school	5	5	0.00%	5	5	0.00%

### 2024 Income-Qualifying Fare Progress Report

	Permits Issued	\$0.85 Trips	Passes Sold	Pass Trips
January	19	382	29	5471
February				
March				
April				
May				
June				
July				
August				
September				
October				
November				
December				
<b>Total:</b>	19	382	29	5471

### 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	22	332	35	6117
November	29	380	30	4686
December	17	411	39	5141
<b>Total:</b>	189	3462	316	53178

# EAU CLAIRE TRANSIT SYSTEM

## OPERATING EXPENSES

REPORT DATE: DECEMBER 31, 2023

% OF YEAR EXPIRED: 100.0%

	Prior Year		Current Year		
	2022 Budget	2022 Y-T-D	2023 Budget	2023 Y-T-D	% of Budget
Admin Wages	\$ 335,700		\$ 332,500	\$ 344,944	103.7%
Admin OT Wages	\$ 12,000		\$ 12,000	\$ 15,474	128.9%
Admin Benefits	\$ 215,174		\$ 214,600	\$ 220,523	102.8%
Operator Wages	\$ 1,392,900		\$ 1,285,300	\$ 1,381,125	107.5%
Operator OT Wages	\$ 23,000		\$ 23,000	\$ 315,272	1370.7%
Operator Benefits	\$ 743,145		\$ 724,100	\$ 722,180	99.7%
Shop Wages	\$ 290,200		\$ 278,100	\$ 311,969	112.2%
Shop OT Wages	\$ 23,800		\$ 23,800	\$ 51,819	217.7%
Shop Benefits	\$ 164,581		\$ 158,000	\$ 126,859	80.3%
Total Payroll	<u>\$ 3,200,500</u>	<u>\$ -</u>	<u>\$ 3,051,400</u>	<u>\$ 3,490,165</u>	114.4%
Printing & Binding	\$ 10,700		\$ 10,700	\$ 7,033	65.7%
Advertising & Marketing	\$ 30,000		\$ 32,400	\$ 11,024	34.0%
Custodial	\$ 22,600		\$ 24,500	\$ 22,712	92.7%
Security	\$ 41,100		\$ 46,800	\$ 24,805	53.0%
Utilities	\$ 20,000		\$ 12,500	\$ 17,704	141.6%
Ins & Admin Charges	\$ 189,800		\$ 195,900	\$ 196,328	100.2%
Misc. Services	\$ 497,300		\$ 431,500	\$ 316,029	73.2%
Total Services	<u>\$ 811,500</u>	<u>\$ -</u>	<u>\$ 754,300</u>	<u>\$ 595,635</u>	79.0%
Office Supplies	\$ 2,000		\$ 4,300	\$ 3,843	89.4%
Uniforms & Clothing	\$ 12,800		\$ 18,400	\$ 14,641	79.6%
Gas	\$ 1,000		\$ 1,000	\$ 1,837	183.7%
Diesel Fuel	\$ 382,000		\$ 450,000	\$ 365,645	81.3%
Motor Oil	\$ 17,400		\$ 17,400	\$ 15,712	90.3%
Tires	\$ 52,600		\$ 52,600	\$ 63,666	121.0%
Repair, Parts & Supplies	\$ 300,800		\$ 201,100	\$ 253,704	126.2%
Tool/Shop	\$ 16,700		\$ 16,700	\$ 9,506	56.9%
Equip Purchase	\$ -			\$ 2,138	#DIV/0!
Misc. Materials/Supplies	\$ 6,500		\$ 6,500	\$ 8,226	126.5%
Total Materials/Supplies	<u>\$ 791,800</u>	<u>\$ -</u>	<u>\$ 768,000</u>	<u>\$ 738,917</u>	96.2%
Purchased Transp.	\$ 919,800		\$ 900,100	\$ 794,622	88.3%
Paratransit Cer	\$ 80,000		\$ 88,200	\$ 82,859	93.9%
Total Paratransit	<u>\$ 999,800</u>	<u>\$ -</u>	<u>\$ 988,300</u>	<u>\$ 877,481</u>	88.8%
Unfund Pen			\$ 38,500	\$ 38,400	99.7%
Loss on Disp of Equip	\$ -		\$ -		
Capital Purchases	\$ -		\$ -		
Depreciation	\$ -		\$ -		
Other Charges/Adj	\$ -		\$ -	\$ (728)	
Total Other	<u>\$ -</u>	<u>\$ -</u>	<u>\$ 38,500</u>	<u>\$ 37,672</u>	\$ - 97.8%
<b>TOTAL EXPENSES</b>	<u><u>\$ 5,803,600</u></u>	<u><u>\$ -</u></u>	<u><u>\$ 5,600,500</u></u>	<u><u>\$ 5,739,871</u></u>	102.5%

# EAU CLAIRE TRANSIT SYSTEM

## OPERATING REVENUES

REPORT DATE: DECEMBER 31, 2023

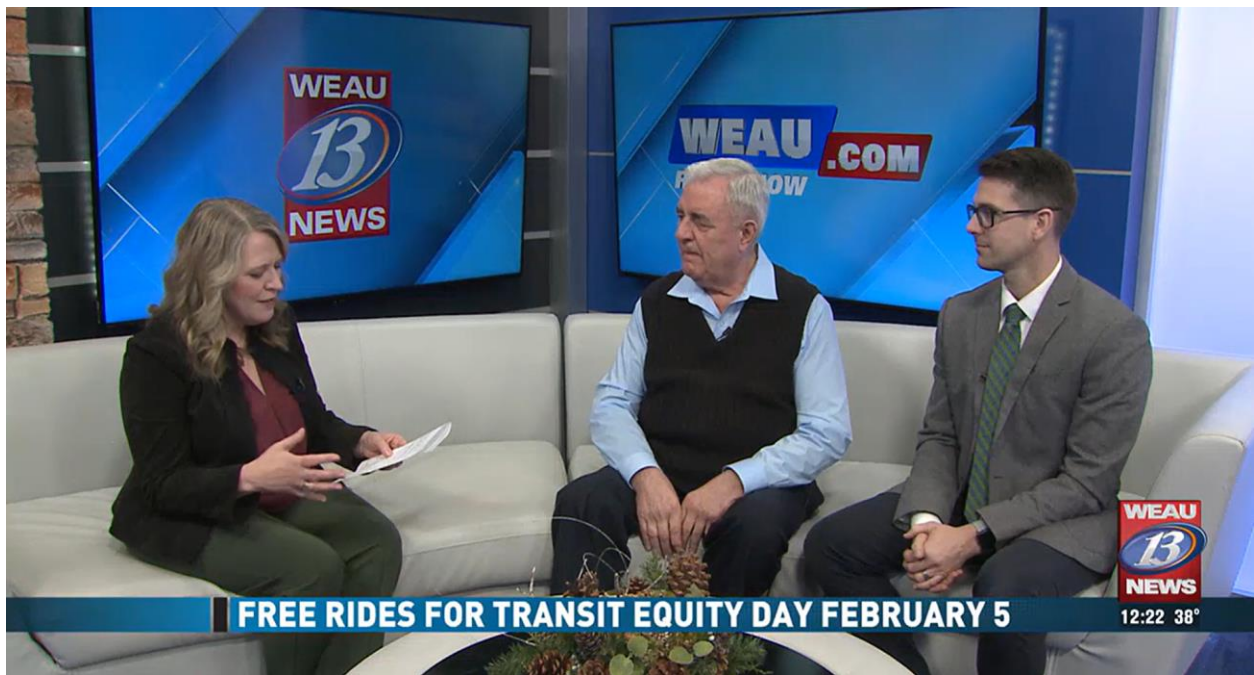
% OF YEAR EXPIRED: 100.0%

	Prior Year		Current Year		% of Budget
	2022 Budget	2022 Y-T-D	2023 Budget	2023 Y-T-D	
Full Fare Cash	\$ 45,000		\$ 34,000	\$ 39,074	114.9%
Full Fare Pass	\$ 70,000		\$ 76,000	\$ 83,200	109.5%
Full Fare Tickets	\$ 35,000		\$ 30,000	\$ 27,589	92.0%
Day Pass	\$ 15,000		\$ 11,000	\$ 9,959	90.5%
Total Full Adult Fares	\$ 165,000	\$ -	\$ 151,000	\$ 159,822	105.8%
Income-Qualifying Cash	\$ 500		\$ 2,000	\$ 2,697	134.9%
Income-Qualifying Pass	\$ 5,500		\$ 12,000	\$ 25,762	214.7%
Total I-Q Fares:	\$ 6,000	\$ -	\$ 14,000	\$ 28,459	203.3%
Reduced Fare Cash	\$ 10,000		\$ 8,800	\$ 13,867	157.6%
Reduced Fare Pass	\$ 65,000		\$ 60,000	\$ 63,953	106.6%
Reduced Fare Tickets	\$ 6,000		\$ 6,000	\$ 306	5.1%
Total Reduced Fares	\$ 81,000	\$ -	\$ 74,800	\$ 78,125	104.4%
Student Fare Cash	\$ 5,000		\$ 5,000	\$ 7,591	151.8%
Student Fare Tickets	\$ 500		\$ 800	\$ 638	79.7%
Student MAX Pass	\$ 15,000		\$ 17,500	\$ 18,570	106.1%
CVTC Student Pass	\$ 1,500		\$ 1,500	\$ 8,960	597.3%
UW - Eau Claire	\$ 404,000		\$ 412,000	\$ 412,000	100.0%
Pool/Library	\$ 7,000	\$ -	\$ 7,000	\$ 9,953	142.2%
Total Student Fares	\$ 433,000	\$ -	\$ 443,800	\$ 457,711	103.1%
Paratransit Co-Pay	\$ 88,200		\$ 92,300	\$ 87,553	94.9%
Agency Fare	\$ 159,600		\$ 134,900	\$ 101,299	75.1%
Local Reimbursement	\$ 300		\$ 300	\$ (570)	-190.1%
State PT Assistance	\$ 77,000		\$ 65,000	\$ 66,471	102.3%
Total Paratransit	\$ 325,100	\$ -	\$ 292,500	\$ 254,752	87.1%
Federal Assistance	\$ 2,475,200	\$ -	\$ 2,200,000	\$ 2,045,742	93.0%
State Assistance	\$ 1,300,000		\$ 1,250,000	\$ 1,045,731	83.7%
EC County Assistance	\$ 118,100		\$ 118,600	\$ 96,004	80.9%
Altoona Assistance	\$ 71,400	\$ -	\$ 115,000	\$ 116,636	101.4%
Total Assistance	\$ 3,964,700	\$ -	\$ 3,683,600	\$ 3,304,113	89.7%
Advertising	\$ 40,000		\$ 42,000	\$ 82,141	195.6%
Vending Commission	\$ 4,000		\$ -	\$ -	#DIV/0!
Gifts & Donations	\$ -		\$ -	\$ 1,000	#DIV/0!
Reimb From Empl-Uniforms	\$ -		\$ -	\$ 1,015	#DIV/0!
Miscellaneous	\$ 1,100		\$ 1,000	\$ 14,758	1475.8%
General Fund - Operations	\$ 783,700		\$ 1,160,200	\$ 1,160,200	100.0%
Sale of Capital Assets	\$ -		\$ -	\$ -	#DIV/0!
Fed Aid-CARES Oper Assistance	\$ -	\$ -	\$ -	\$ (2,057,940)	#DIV/0!
Fund Balance Applied	\$ -	\$ -	\$ -		
Fund Balance Used for CIP	\$ 828,800	\$ -	\$ 1,203,200	\$ (798,825)	-66.4%
Total Other	\$ 5,803,600	\$ -	\$ 5,862,900	\$ 3,484,157	59.4%



# Transit Equity Day 2024

## Community First with Judy Clark



## WQOW News Story



# FOX2548 News Story



**EAU CLAIRE CELEBRATES TRANSIT EQUITY DAY**

Pause (k)

# WEAU News Story



**EAU CLAIRE CELEBRATES TRANSIT EQUITY DAY**

WEAU NEWS  
10:06 33°

# Seat honoring Rosa Parks

By Aidan Sanfelippo Leader-Telegram staff Feb 5, 2024 Updated Feb 5, 2024

f x e i q



The front seat of each Eau Claire Transit bus had a rose placed on it in honor of Rosa Parks. The rose was placed by the Eau Claire Transit system which celebrated Transit Equity day along with members of the community and government representatives.

By Aidan Sanfelippo Leader-Telegram staff

Aidan Sanfelippo

FREE CAR PAYMENTS FOR A YEAR  
**SWEEPSTAKES**  
JAN 29, 2024 - FEB 27, 2024  
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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
<b>Bus Stops/Shelters</b>	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
<b>Evaluate Fare Structure</b>	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
<b>Marketing Committee</b>	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
<b>Review of Complete Streets Policy</b>	Make sure that Transit issues are considered	BPAC	Develop Recommendations as it relates to transit	On going	BPAC, Engineering	City Engineer
<b>City Comprehensive Plan</b>	Have Transit issues considered	Plan Commission	Hold public hearings to receive input on transit related sections to develop recommendations	2024	Planning	Community Development Director
<b>Shawtown Neighborhood Plan</b>	Have Transit issues considered	Plan Commission	Participate at planned meetings	2023	Planning	Senior City Planner
<b>Transit Ambassador Program</b>	Review of the program, guidance	Transit Division	Provide recommendation on possible activities/recruitment	2024	Western Dairyland	Contracted Provider

<b>Explore 3 Bike Rack system on buses</b>	Recommendation for procurement	Transit Division	Research issues where deployed; review suppliers	2024	WIPTA Members	Transit Manager
<b>Electric Buses</b>	Develop Strategy	CIP	Receive Public Input, Review other system deployments	2025	Sustainability Committee	Senior City Planner
<b>Friends of Transit Program</b>	Recognize Partners in the Community	Commission	Develop Categories and Criteria	2024	UWEC; ADRC	Commission Chair
<b>Making bus schedules more consistent and easier to understand</b>	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
<b>City-wide bike rental program</b>	Establishing community partners and a transit-backed bike rental program	Commission, UWEC	Researching possible business partnerships	2024	UWEC	Transit Manager
<b>Transit Service Expansion; Transfer Center Connections</b>	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
<b>University Transit hub</b>	Establishing a University Transit Hub	Commission	Hold meetings on campus, work with UWEC	2025	UWEC Student Senate, Parking and Transportation	Transit Manager
<b>Adopt A Bus Stop Program</b>	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