



**EAU CLAIRE TRANSIT**

*Enjoy the ride.*

# Transit Development Plan

Stakeholder Meeting #1

November 19th, 2019



# Agenda

- Introductions
- Project overview
- Public and stakeholder engagement
- Stakeholder Discussion

# Project Overview

# Project Purpose

- To develop a five-year transit plan to guide Eau Claire Transit (ECT) service, with an emphasis on future needs and sustainable growth
- Evaluate existing conditions, conduct authentic public engagement, and develop recommendations that are reflective of community needs that can be feasibly implemented within the five-year period



# Steering Committee

- Members
  - City of Eau Claire
  - City of Altoona
  - Eau Claire County Aging and Disability Resource Center (ADRC)
  - UWEC Parking and Transportation Services
  - West Central Wisconsin Regional Planning Commission (WCWRPC)
- Role
  - Contribute technical expertise
  - Provide guidance
  - Review and comment on deliverables
  - Spread the word
  - Meetings held once every 1-2 months

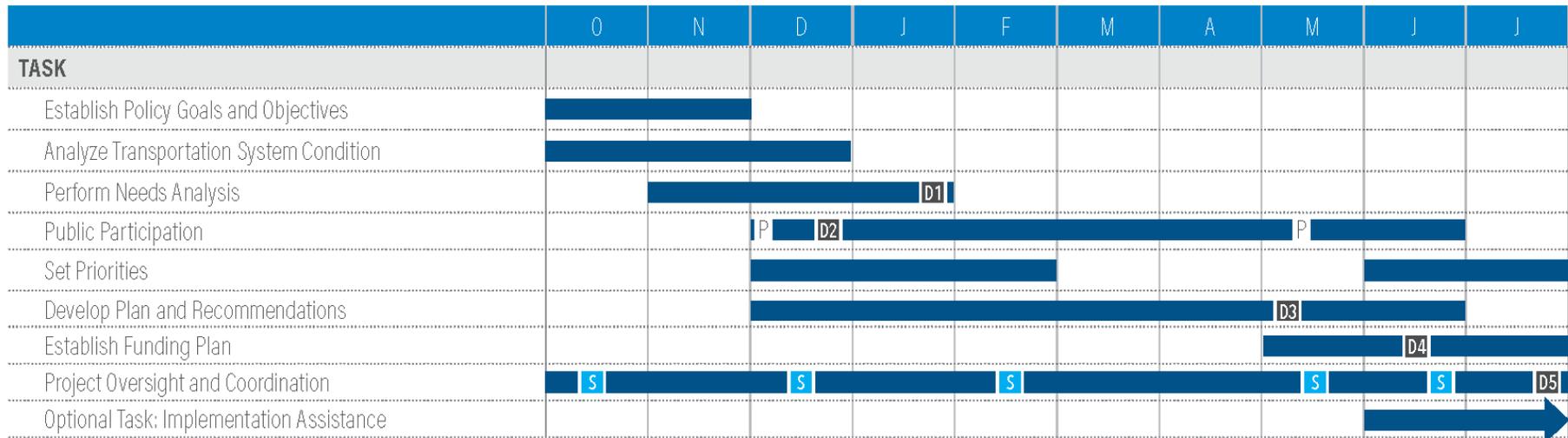
# Stakeholder Groups

- Higher Education
- K-12 Students and their Parents
- Businesses
- Workforce Development
- Community Groups
- Social Service Providers

# Project Tasks

- Public engagement (ongoing)
- Establish goals and objectives
- Analyze existing conditions
- Understand needs and set priorities
- Develop service recommendations
- Establish a funding plan
- Final Report

# Schedule



- D1** = Needs Analysis Technical Memo
- D2** = Public Engagement Summary
- D3** = Draft Service Alternatives
- D4** = Funding Plan

- D5** = Final Report
- S** = Steering Committee Meeting
- P = Transit Rider Engagement in October and March

# Public Engagement Strategies

# Public Engagement

## Proposed Strategies

- Informal “pop-up” meetings in the community
  - Transfer Center
  - Community centers, events, and/or other high-activity areas
- *Interviews and small group discussions with stakeholders*
  - Structured conversations
  - One-on-one or with defined stakeholder groups
- Surveys
  - Passenger: Aboard buses and at the Transfer Center
  - Community: Online and in-person at events



# Stakeholder Discussion

**Developing a better transit system requires us to consider tradeoffs, balance needs, and prioritize improvements**

# Stakeholder Discussion

- Does existing transit service meet the needs of UWEC students, faculty, and staff? If not, what could be improved?
- Why do students, faculty and staff use, or don't use, transit?
- What are the most important current/future transit destinations?
  - Are they served by transit well, or at all?
  - During what times of the day and days of the week are transportation to these places most critical?



# Stakeholder Discussion

## Tradeoffs Poll

# Stakeholder Discussion

*Hypothetically, would you rather be able to...*

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

or

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

# Stakeholder Discussion

*Hypothetically, would you rather be able to...*

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

or

**Catch the bus later in the evening**

# Stakeholder Discussion

*Hypothetically, would you rather be able to...*

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

or

**Catch the bus later in the evening?**

# Stakeholder Discussion

*Hypothetically, would you rather...*

**Invest in better weekday service**

or

**Invest in better Saturday service?**

# Stakeholder Discussion

*Hypothetically, would you rather...*

**Invest in better weekday service**

or

**Add Sunday service?**

# Stakeholder Discussion

*Hypothetically, would you rather...*

**Invest in better Saturday service**

or

**Add Sunday service?**

# Public Engagement: Rider and Community Survey

Using surveys to better understand how customers use ECT, and how it could be improved

## Rider Survey

- Distributed to transit riders boarding and waiting for a bus
- Travel and use patterns, priorities, demographics
- Multiple days, starting 11/19

## Community Survey

- General public -- users and non-users alike
- Travel and use patterns, priorities, demographics
- Win a gift card!
- Open through 12/6

# Public Engagement: Rider and Community Survey

Complete our Community Survey!  
Tell your friends!  
Share with your networks!

[surveymonkeys.com/r/ECTransitCommunity](https://surveymonkeys.com/r/ECTransitCommunity)

# Contact

## Thank You!

- Jake Knight
  - [jknight@srfconsulting.com](mailto:jknight@srfconsulting.com)
  - (651) 333-4114
- Jo Ann Olsen
  - [jolsen@srfconsulting.com](mailto:jolsen@srfconsulting.com)
  - (763) 251-4002