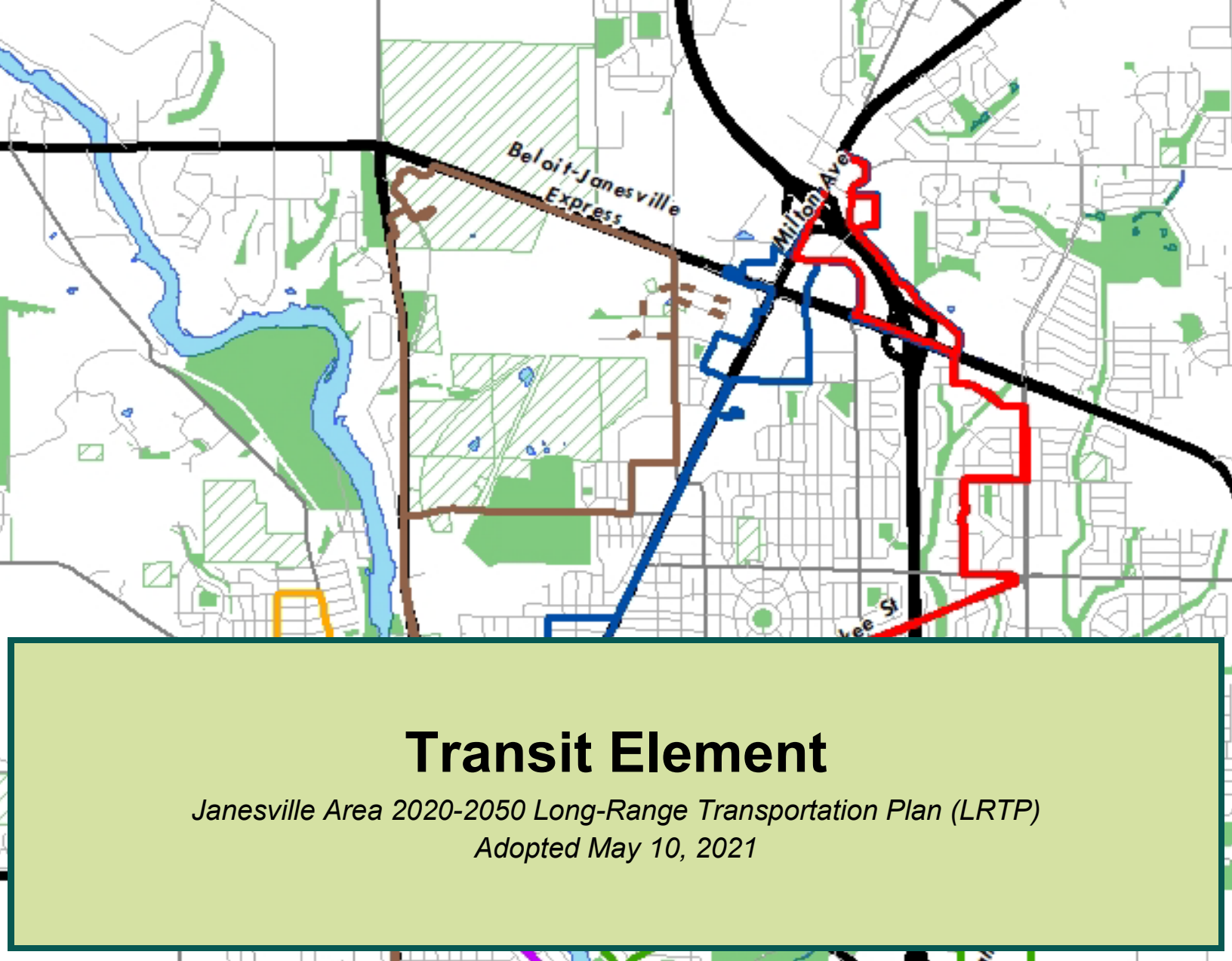
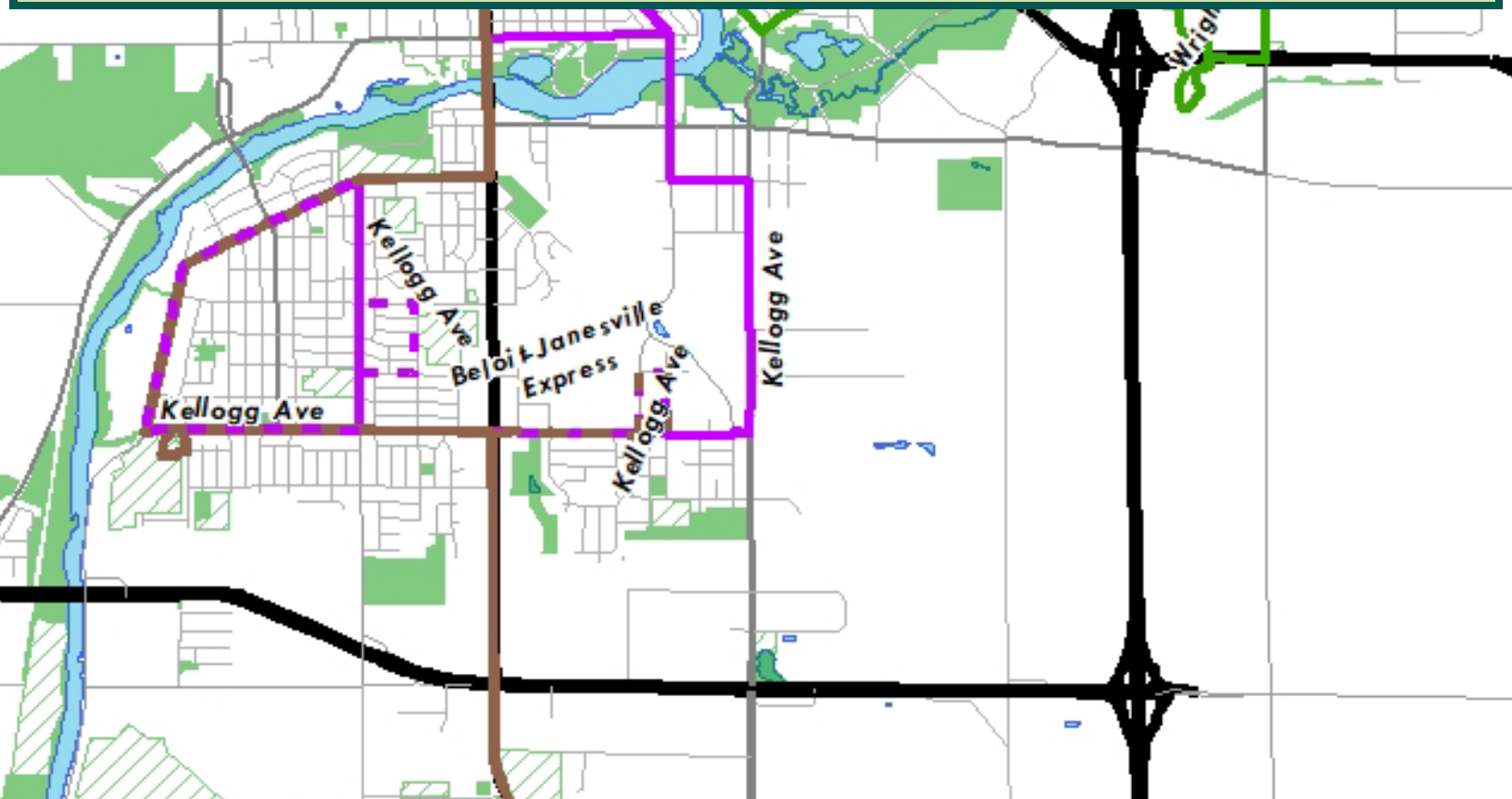


Transit Element

Janesville Area 2020-2050 Long-Range Transportation Plan (LRTP)

Adopted May 10, 2021



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MAPS

Chapter One: Introduction & Purpose

Goal of the Plan's Transit Element

"Develop a multimodal transportation network within the Janesville Metropolitan Planning Area that accommodates all modes of transportation, reduces automobile dependence, and increases transportation choices for commuting and recreational purposes."

The *Transit Element* of the LRTP describes the existing conditions of the Janesville Transit System (JTS), long-term goals and objectives, and identifies potential developmental, social, and economic shifts that may affect future ridership, revenue, and service coverage over the next thirty years.

The primary planning tool for the operation of JTS is the *Transit Development Plan* (TDP), which is updated every five years and examines the existing conditions of the transit system and develops detailed operational recommendations for the next five-year period. The TDP planning process and plan horizon is better suited to respond to changes in the transit environment versus the LRTP plan horizon. This element therefore focuses on a broader examination of transit issues facing the MPA that may not be covered in the more technical and detailed TDP.
|

Goals & Objectives

JTS first defined goals and objectives in 1981, and have updated these periodically as the system, Janesville city policy, and state and federal policies have evolved over the past four decades. The system's goals and objectives are an integral part of the City of Janesville's *Comprehensive Plan* and are considered during development review, street and highway reconstruction, and neighborhood-level planning.

These goals reflect the long-term vision for JTS, though these goals and objectives will be subject to an ever-changing environment for transit operations. It is anticipated that JTS will continue to place emphasis on providing accessible and efficient transit service for transit-dependent populations, particularly senior citizens, people with disabilities, youth, and student populations. Additionally, JTS will focus on aligning routes to best serve major employment,

education, and health care centers, and respond to changes in ridership.

Operations, schedules, and capital improvement standards have also been developed to meet goals and objectives set forth by JTS. These standards include the following, and evaluation of these typically takes place every five years through the TDP planning process:

- Evaluate route and schedule structure every five years;
- Develop scenarios for transit increases; transit decreases and cost-neutral modifications to routes;
- Modify unproductive route segments and hours of service to matching service with demand, or areas of high transit potential;
- Identify fiscal resources needed to operate the system;
- Identify resources available to meet system needs; and
- Adjust service levels as necessary to stay within fiscal constraints of available funding sources.

The goals of JTS reflect the system's efforts to provide efficient and reliable service with focus on serving transit-dependent populations. The goals for JTS were first established with the 1982 TDP. These goals have been continuously evaluated and modified as appropriate with each update of the TDP and LRTP. The remainder of this section identifies the ongoing goals and objectives of JTS.

Table 1: Transit Element Goal & Objectives

Goal: Develop a multimodal transportation network within the Janesville Metropolitan Planning Area that accommodates all modes of transportation, reduces automobile dependence, and increases transportation choices for commuting and recreational purposes	
1	Promote the role of public transit in the Janesville transportation system
2	Maintain a fiscally sound, public transit system as a vital service worth of public support similar to that provided for other crucial municipal services
3	Serve the public transportation needs of senior citizens, persons with disabilities, youth, and major employment centers in an efficient, safe, comfortable, and reliable manner as defined by industry standards
4	Comply with all regulations and mandates set forth by the Federal Transit Administration, and the Wisconsin Department of Transportation

Chapter Two: Existing Conditions

Chapter Two provides general background information on scheduling, service hours, and the fare structure for current JTS services. Fixed route ridership and paratransit use are described in the second section, and revenues and expenses are outlined in the final section.

JTS provides fixed-route and paratransit services in the City of Janesville, and between the Cities of Janesville and Beloit. JTS operates seven fixed routes, provides three evening "Nightside" deviated routes, and provides curb-to-curb paratransit service to ADA-eligible passengers who are unable to use the fixed route bus system due to physical or cognitive disabilities. ADA paratransit service covers all locations within the City of Janesville and within ¾ of a mile of JTS fixed routes in fringe areas. This chapter provides an overview of the JTS system.

Frequency & Span

JTS operates six fixed routes: five within the City of Janesville, and one between Janesville and Beloit. JTS also provides "Nightside" service on three deviated fixed routes. JTS provides extra "tripper" service to meet peak and seasonal demands. Trippers are open at all times to the general public, follow published routes, and charge the regular fares. They operate between 7:00-8:30AM and 3:15-4:30PM **(see Maps 1-3).**

All in-city routes operate Monday through Saturday on thirty-minute headways except for E. Milwaukee Street, which operates on sixty-minute headways. Nightside and Beloit-Janesville Express (BJE) service operate on sixty-minute headways. **Table 2** provides an overview of the frequency and span of service for each of the fixed routes:

Table 2: JTS Frequency & Span of Service, 2020

Route	Weekday		Saturday	
	Frequency	Span	Frequency	Span
Regular Routes				
1: MILTON AVE	30 minutes	6:15 AM – 6:15 PM	30 minutes	8:45 AM – 6:15 PM
2: KELLOGG AVE	30 minutes	6:15 AM – 6:15 PM	30 minutes	8:45 AM – 6:15 PM

Table 2: JTS Frequency & Span of Service, 2020				
3. WRIGHT RD	30 minutes	6:15 AM – 6:15 PM	30 minutes	8:45 AM – 6:15 PM
4: W COURT ST	30 minutes	6:15 AM – 6:15 PM	30 minutes	8:45 AM – 6:15 PM
5: MILWAUKEE ST	60 minutes	6:15 AM – 6:15 PM	60 minutes	8:45 AM – 6:15 PM
Nightside Routes				
7: NIGHTSIDE-MILTON AVE	60 minutes	6:15 PM – 10:15 PM	--	--
8: NIGHTSIDE-EAST	60 minutes	6:15 PM – 10:15 PM	--	--
9: NIGHTSIDE-WEST	60 minutes	6:15 PM – 10:15 PM	--	--
Regional Route				
6: BELOIT-JANESVILLE EXPRESS	60 minutes	6:00 AM – 6:15 PM	--	--
Source: JTS, 2020				

The five in-city routes and the Nightside routes operate on a 'pulse' system with pulses occurring at the JTS Downtown Transfer Center on S. River Street. Four of the in-city routes pulse at both quarter past the hour and quarter of the hour, and the Milwaukee Street route pulses only at quarter past the hour.

The Nightside deviated fixed routes all pulse at quarter past the hour. Signed bus stops are present throughout each route. Regular fixed routes are described as follows:

1: MILTON AVENUE

This route serves northeast Janesville, and operates between the JTS Downtown Transfer Center and USH 14 via Milton Avenue with destinations in between. Major trip generators served by this route include:

- Creston Park Mall
- U.S. Post Office
- Uptown Janesville
- Woodman's
- Festival Foods
- Van Galder Bus Terminal
- Holiday Inn Express
- Pine Tree Plaza
- Mercyhealth North
- Walmart/Sam's Club
- Target

Roundtrip travel time on this route is one hour, allowing two buses to operate this route on half-hour headways during the work week and Saturdays.

2: KELLOGG AVENUE

This route serves south Janesville and operates between the JTS Downtown Transfer Center and Kellogg Avenue via Jackson, State, Beloit, Kellogg, Pearl, Center, and Rockport. Trip generators served by this route include:

- Wisconsin Center for the Blind and Visually Impaired
- Mercyhealth South
- Blackhawk Shopping Plaza
- Edison Middle School
- Rock County Job Center
- Rock County Human Services (beginning 2021)

Roundtrip travel time on this route is thirty minutes, allowing one bus to operate this route on thirty-minute headways during the work week and Saturdays.

3: WRIGHT ROAD

This route serves east Janesville and operates between the JTS Downtown Transfer Center and Wright Road via Main, Tyler, Racine, and Randall. Major trip generators served by this route include:

- Hedberg Public Library
- Janesville Ice Center
- Palmer Park/Camden Playground
- SSM Health St. Mary's Hospital & Clinic
- South Wright Road Industrial Park
- Craig High School

Roundtrip travel time on this route is thirty minutes, allowing one bus to operate this route on thirty-minute headways during the work week and Saturdays.

4: West Court Street

This route serves west Janesville between the JTS Downtown Transfer Center, via Main, Franklin, Pearl, W. Court, Mineral Point, N. Oakhill, Purvis, N. Washington, and N. Jackson. Major trip generators served by this route include:

- Janesville City Hall
- River Flats Apartments
- Garden Court Apartments
- Sunnyside Shopping Plaza
- GIFTS Homeless Shelter
- Franklin Middle School
- Mercyhealth Mall
- Mercyhealth Hospital
- Parker High School

Roundtrip travel time on this route is thirty minutes, allowing for one bus to operate this route on thirty-minute headways during the work week and Saturdays.

5: Milwaukee Street

This route serves northeast Janesville and operates between the JTS Downtown Transfer Center and Wal-Mart via Court, Milwaukee, Morningside, and Deerfield Drive. Major trip generators besides the Wal-Mart include:

- Fairview Mall
- Marshall Middle School
- Mercyhealth East
- Pine Tree Plaza
- Mercyhealth North
- Rock County Courthouse
- Rock County Fairgrounds

Roundtrip travel time on this route is sixty minutes, allowing one bus to operate this route on sixty-minute headways during the work week and Saturdays.

Nightside Routes

Nightside service continues approximately the same coverage as the regular routes from 6:15 PM to 10:15 PM on weekdays. The three routes operate on sixty-minute headways with one bus each. Below is a description of each of the Nightside routes:

- *Nightside – Milton Avenue:* The route structure is the same as the daytime Milton Avenue route.
- *Nightside East:* This route is a combination of the East Milwaukee and Wright Road routes.
- *Nightside West:* This route is a combination of the West Court Street and Kellogg Avenue routes.

Beloit-Janesville Express (BJE)

The BJE route is a joint venture between JTS and Beloit Transit, and provides transfer ability to both of the local systems. The BJE is operated from 6:00 AM until 6:15 PM on weekdays. The BJE operates on sixty-minute headways and JTS and Beloit Transit each provide one bus for the operation of this route. The route extends north to the Rock County Institutions on USH 14, and south to Beloit Transfer Center. Major trip generators served include the Rock County Complex, Kandu Industries, the JTS Downtown Transfer Center, Rock Valley Community Programs, Blackhawk Technical Industries, Industries for the Blind, UW Whitewater at Rock County, and the Eclipse Center.

Fare Structure

JTS has a straightforward fare structure for its local routes (illustrated in **Table 3**). The base fare for fixed route services is $1.50. Half-fare options are available for senior citizens and passengers with disabilities. Half-fare youth tokens are available for purchase at all Janesville School District middle and high schools, and semester passes are sold for $140/semester. JTS also sells summer passes for $75.00. Discount passes may be purchased at several venues throughout Janesville. BJE passes may also be purchased at several venues in both Janesville and Beloit.

Table 3: JTS Fare Structure

Fare Category	Cash	All-Around Town (unlimited 1-day)	10-Ride Pass	Monthly Pass	BJE Cash	BJE (Blackhawk Tech only)	BJE 10-ride Pass	BJE (Blackhawk Tech only) 10-ride pass
Adults	$1.50	$4.00	$12.00	$52.00	$3.50	$2.25	$30.00	$20.00
Seniors/Persons With Disabilities	$0.75	$2.00	$7.50	N/A	$1.50	$1.10	$17.50	$11.25

Source: JTS, 2020

Paratransit Service

Paratransit service is provided to meet the requirements of the *Americans with Disabilities Act (ADA)* for service usable by individuals who cannot access or use the fixed route accessible bus service by reason of disability. This service is a contract service operated by Rock County Specialized Transit, an agency of the Rock County Council on Aging. Customers must obtain certification through an application process with JTS. Reservations for rides must be made the day before transportation is needed. The basic cash fare for paratransit is $3.00 per trip. Evening service for ADA-eligible passengers within Janesville is available through the Nightside deviated route operations.

Rock County Transit

The Rock County Council on Aging operates transportation services for use by individuals at least 55 years of age or disabled persons. Service is provided to all areas within Rock County using wheelchair accessible buses. Rock County Transit operates both door-to-door service as well as a "shopping shuttle" once a week from the Orfordville/Footville area to Janesville. Additionally, the

Council on Aging is staffed by the Rock County Mobility Manager to help coordinate transportation services and resources within Rock County.

Both the Janesville and Beloit's MPOs and Transit Systems serve on the Rock County Transportation Coordinating Committee and provide guidance as necessary to the five-year updates to the *Public Transit Human Services Coordinated Transportation Plan*. While the plan addresses transportation deficiencies for disadvantaged populations on a County level, the MPOs provide planning guidance on issues, such as transportation to and from hospitals and medical appointments.

Service Areas

JTS attempts to serve the balance of Janesville's primary residential, commercial, and industrial clusters in addition to schools, public institutions, and recreational facilities. **Maps 1 & 2** illustrate how the transit system's regular routes relate to points of interest in Janesville, and **Map 3** illustrates how extra service routes (also known as "Trippers") are designed to primarily serve Janesville middle and high school students. As indicated on the two maps, transit routes branch out from the JTS Downtown Transfer Center to the residential areas bounded roughly by Crosby Avenue and Memorial Drive on the west, Kennedy Road and USH 14 to the northeast, Wright Road to the east, and Kellogg Avenue to the south.

The extra service routes provide essentially the same coverage area with extensions into the general area of Wuthering Hills on the City's far east side and north of Memorial Drive. The areas with the highest potential (> 1,000 trips per square mile) are located in the central part of Janesville bounded by Centerway, Center Avenue, and Randall Avenue. These areas are currently served by both regular and extra service routes, and the JTS Downtown Transfer Center is also located within this high transit potential zone.

Janesville's commercial land uses are concentrated around the Milton Avenue/USH 14/I-90 Interchange, W. Court Street, Center Avenue, E. Milwaukee Street at Wright Road, and the central business district. Transit routes operate along the majority of Janesville's major arterials; therefore, commercial areas are well-served by JTS. Commercial development is expected to continue northeast of I-90 along USH 14 and Milton Avenue. Extended service along USH 14 and along Deerfield Drive takes customers to numerous restaurants, stores, and retail employers near the Milton Avenue Corridor.

Industrial development is concentrated in several clusters, including the Kennedy Road area west of Milton Avenue, and an area on the west side between W. Court Street and the Rock River. Much of these areas are served by JTS. Bus service is provided to the south side and Centennial Industrial Park (the former GM area) by the Kellogg Avenue route and to the west side by the W. Court Street

route. Kennedy Road is served by the BJE, however, many of the industries north of USH 14 are beyond convenient walking distance (0.25 miles) from a bus stop.

Industrial areas are likely to continue extending from the existing concentrations of manufacturing east of Wright Road to USH 14, northeast of Beloit Avenue and Avalon Road, and in the undeveloped area south and west of Avalon Road (STH 11) and Beloit Avenue (CTH G) as well as on land adjacent to STH 26 and CTH Y on Janesville's far northeast side. These areas are currently unserved by transit and are discussed further in the next section of the *Transit Element*.

Public Transit Activity in the Janesville Metropolitan Area

It is standard practice for transit agencies to monitor annual ridership and assess trends, giving the agency a broad but accurate assessment of the amount of transit trips taken. Stop-specific data has historically only been recorded via surveys during the Transit Development Planning process (i.e., every five years). However, JTS had automatic passenger counters installed in August 2020, which will provide meaningful and specific ridership data going forward.

The Federal Highway Administration's (FHWA) 2017 National Household Travel Survey (NHTS) provides detailed behavioral data for users of all forms of transportation, including public transportation. For the first time, WisDOT partnered with FHWA to provide MPA-specific data, whereas historically, NHTS only provided data on the state level.

Just under fourteen percent of MPA residents reported to have utilized public transportation to some extent. While the average user of public transportation only takes a round trip two to three times per month, a significant number of people take public transportation on a fairly regular basis, as illustrated in **Table 4**. [1]

Table 4: Number of Round-trips taken per month via public transportation, 2017

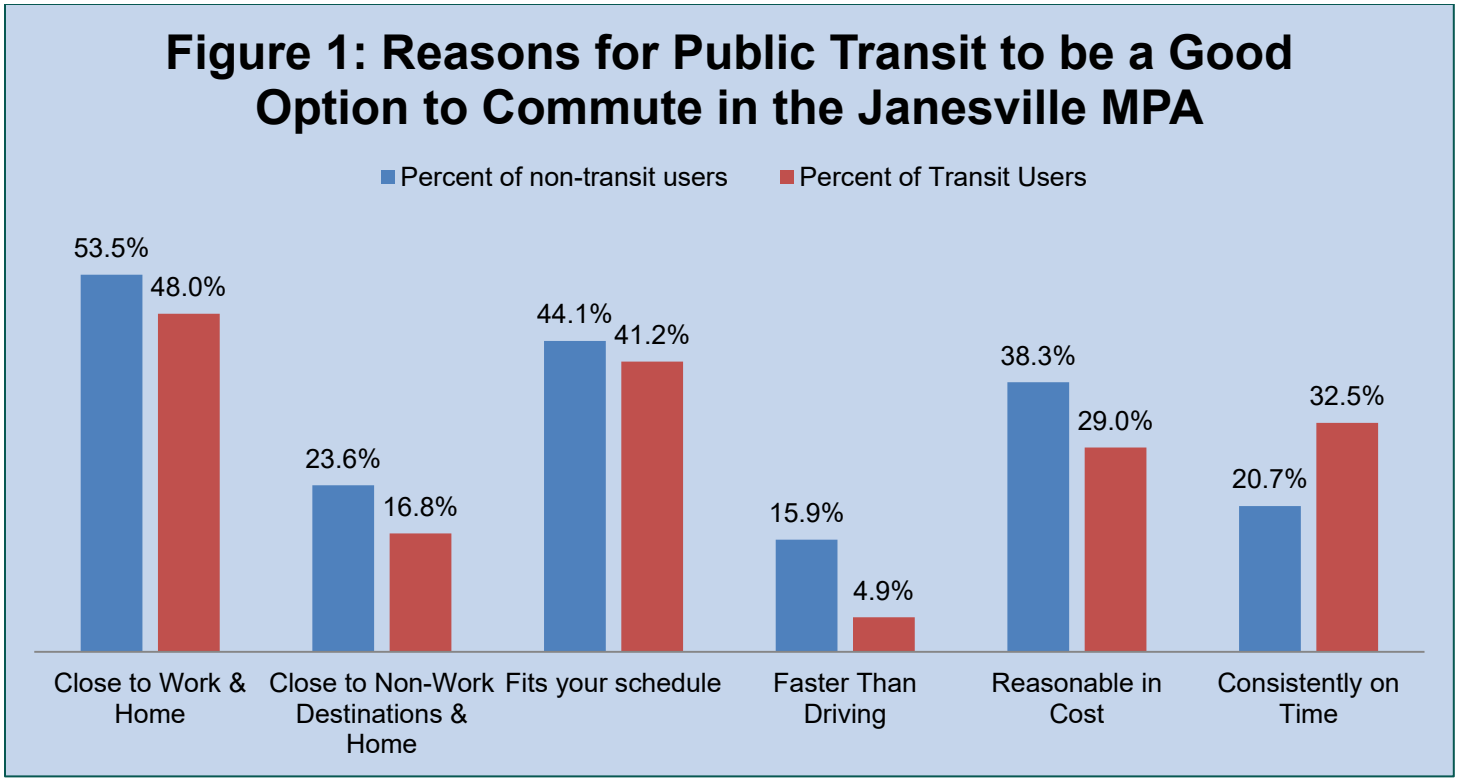
Expense Object Class	Number of Persons	Percent of Persons
Zero Trips	60,392	86.4%
One Trip	2,183	3.1%
Two Trips	2,784	4.0%
Three Trips	1,548	2.2%

[1] Please note that "public transportation" may mean JTS, or any other kind of commuter bus.

Table 4: Number of Round-trips taken per month via public transportation, 2017		
Expense Object Class	**Number of Persons**	**Percent of Persons**
Four Trips	297	0.4%
Five Trips	1,296	1.9%
Seven Trips	504	0.7%
Eight Trips	62	0.1%
Ten Trips	643	0.9%
Twenty Trips	163	0.2%
Source: Federal Highway Administration, NHTS (2017)		

Additionally, the NHTS gauges perception of public transportation; specifically, it gauges reasons for public transit to be a "good option to commute" in the Janesville MPA. The MPO split this question into two sets of results: perceptions among those who rode transit in the past month, and those who did not. Views on the value of public transportation being geographically to home and employment centers, and fitting personal schedules were consistent between both groups, and were ultimately the top priority of both transit users and non-users.

However, some key differences exist. More of those who do not use public transportation indicated that geographic proximity of public transit to non-employment destinations as a factor than those who currently do utilize the service. Additionally, those who currently utilize transit were more likely to place an emphasis on transit being consistently on time.



The NHTS also gauges a number of other interesting opinions regarding transit within the MPO, including the following:

- When presented how they would travel if fuel prices went up, 5% of the MPA would switch to public transit;
- Of those who rode on public transportation in the last month, 5% indicated that they had used the bike rack on the bus; and
- For those who take the bus to commute to work, the average travel time was about sixteen minutes.

Revenue & Expenditures

JTS finances are comprised of capital and operating expenses, and various revenue sources. Operating expenses include vehicle operations and associated personnel costs, which represent the largest portion of operating expenses, costs paid for the paratransit operation, vehicle maintenance, non-vehicle maintenance, associated personnel and general administration costs. Vehicle operations are split into types of service: 1) regular; 2) tripper; and 3) Nightside. Regular service makes up the largest single piece of the budget (over a third of the expense budget). When all fixed route services are considered together, they comprise just over forty percent of the budget. General

administration and maintenance together make up more than half of the total budget. Paratransit service costs comprise less than three percent of the budget. All of this is detailed in **Table 5**.

Table 5: Operating Expense Summary 2020		
Expense Object Class	**2020 Budget**	**Percent of Budget**
General Administration	$913	24.2%
Maintenance	$1,124	29.8%
Regular Service	$1,360	36.1%
Tripper Service	$113	3.0%
Paratransit Service	$90	2.4%
Nightside Service	$167	4.4%
Total Operating Expenses	**$3,767**	**100%**
Source: Janesville 2020 City Budget *Dollar Values in $1,000's*		

Table 6 provides a summary of the 2020 revenue sources from the 2020 Janesville City Budget. The largest revenue source is federal operating assistance, making up nearly a third of total revenues. Together, federal, state, and local assistance contribute over half of total revenues. Farebox revenue makes up just over ten percent of total revenues and BJE Sponsorship, and advertising contribute just under four percent.

Table 6: Revenue & Operating Assistance Summary (2020)		
Revenue Source	**2020 Budget**	**Percent of Budget***
Federal Operating Assistance	$1,160	31%
State Assistance	$868	23%
Local Assistance	$1,189	32%
Farebox	$401	11%
Advertising	$29	1%
BJE Sponsorship	$105	3%
Miscellaneous	$15	>1%
Total Operating Revenues	**$3,767**	**100%**
Source: Janesville 2020 City Budget *Dollar Values in $1,000's*		

Table 6: Revenue & Operating Assistance Summary (2020)		
Revenue Source	**2020 Budget**	**Percent of Budget***
**Due to rounding, percentages may not add to 100%*		

Chapter Three: Transit Issues

The goals and objectives of JTS identify the community's expectations for transit service and the general direction that the system proposes to take over the long-range planning horizon. The strategies designed to accomplish these goals are shaped by several land use, funding, and political issues facing the Janesville Area. A larger transit issue relates to the shifting demographics of the Janesville Area, the State, and the Nation. With an aging population living longer and beyond the ability to drive, there will be an increased need for transit services that address the needs of this population cohort.

Another issue relates to the funding needed to address this issue. As with most transportation investments, availability of funding will determine actual level of transit service in the urbanized area. The greatest threat to maintaining or expanding transit is decreases in federal and state operating assistance, and federal capital assistance. By 2050, it is anticipated that additional local funding, funding partnerships, and fare increases will be needed to cover the anticipated decreases in state and federal operating assistance. Federal capital funding reductions may severely impact transit systems like JTS if funding levels under the *FAST Act* continue.

It must be emphasized that while the LRTP *Transit Element* proposes several options for dealing with funding reductions, the Element makes no recommendations regarding service.

Expanded Days/Hours of Service in Janesville

Requests for expanded hours and days of public transit service within Janesville are the most common type of requested improvements, and these requests are expected to grow as Janesville's transit dependent population increases. The relative success of the Nightside evening route deviation service initiated in 2000 provides a successful model to potentially providing service to other underserved areas. However, more cost-effective options to meet this need may exist and should be explored in a future TDP.

Historically, transit-dependent riders have expressed dissatisfaction with the lack of viable taxi service in the city of Janesville, and that the service that does exist is both unreliable and priced beyond the means of transit-dependent populations. The result of this predicament is that when public transit does not operate, many of these citizens have no other option for travel. Additionally, Janesville has very few micro transportation options, such as Uber or Lyft.

Given this perceived need, a potential alternative to provide service during evening and weekend hours would be for the City to establish a contracted shared ride taxi operation. This service would be eligible for state operating assistance and could keep fares in an accessible range for low-income riders. While incapable of handling large passenger volumes, shared-ride taxis could provide essential transportation during low-volume times and in low-density areas that cannot support the operation of regular bus routes.

Projected Ridership

Operating revenue and costs directly relate to ridership levels and service area. Factors that could affect JTS ridership over the planning period include fluctuations in the size of the school-age population, an increase in the number of senior citizens living in the City, and alterations to routes in certain areas due to funding constraints, and the long-term effects of the worldwide coronavirus pandemic. Population projections by age group indicate that the highest percentage increases between 2020 and 2050 will be in the 45-55 and 75-80 age groups.

Historically, the MPO and JTS have used conservative ridership growth assumptions (0.3% annual increases to reflect the actual fluctuation in ridership in the last ten observable years) in LRTPs. While demographic trends and shifting needs and preferences strongly suggest that transit ridership may grow at a faster pace over the planning horizon, conservative estimates prevent revenue estimates from becoming overly optimistic. At 0.3% annual growth, JTS can expect to deliver approximately 351,927 unlinked passenger trips in 2020 and approximately 385,017 in 2050. [2]

The benefits of extending transit into newly developed low-density residential and commercial areas at the urban fringe is counterbalanced by increasing operating costs and lowered efficiency. Future service areas will be determined based on the population density of the areas to be served. The financial ability to provide transit service will continue to be a pressing issue for the Janesville MPO to consider in the future.

Table 7 identified the project ridership for regular, tripper, and paratransit trips taken on the fixed routes. The projections in **Table 7** assume that ridership levels will be maintained through the planning horizon.

[2] It is important to note that these ridership projections assume that transit ridership will return to pre-pandemic levels and trends.

Table 7: Ridership Projections, 2021-2050			
	2021-2030	2031-2040	2041-2050
JTS Regular & Extra Service	3,524,764	3,631,946	3,742,387
Average Annual	352,476	363,195	374,239
Paratransit	53,096	54,710	56,374
Average Annual (Paratransit)	5,310	5,471	5,637
Total Ridership	3,577,860	3,686,656	3,798,761
Average Annual	357,786	368,666	379,876
Source: MPO 2020			

Unserved Areas

One of these issues is residential and commercial expansion in areas not currently served by JTS regular buses. Janesville's far northeast side continues to experience a high level of low-density residential development while commercial development continues to cluster along the Milton Avenue/USH 14 corridors. Additionally, new light industrial development continues along the east side surrounding the Wright Road/STH 11 area. Generally, providing service to these areas would increase operating costs, and could require realignment of existing routes. The most recent operating changes were implemented after the 2017 TDP.

Other issues pertaining to Janesville include possible service needs for specific facilities such as major employers located in the following areas:

- The south side, to the south and east of existing routes and connecting to major employment centers;
- East of the USH 14 Industrial Park;
- North of I-39/90, along the Milton Avenue Corridor; and
- Janesville Youth Sports Complex.

There are several residential areas and employment centers at the perimeter of Janesville not served by JTS. As residential and commercial development expands out to the existing urban fringe, JTS is faced with the issue of how – or if – to serve these growing areas. Areas forecasted to experience high household and employment growth through 2050 currently unserved by JTS regular or extra-service routes are indicated on **Map 4**.

High household growth areas are primarily located on Janesville's northeastern side, extending into the City of Milton. High growth areas include the STH 26, Rotamer Road, and USH 14 corridors, the area north of USH 14 along town Hall Road, and area along the future extension of N. Wright Road, north of Rotamer Road.

Throughout the LRTP plan horizon, moderate residential development is expected to occur on Janesville's south and west sides. The majority of housing development on the south side is expected to occur north of Avalon Road, and west of USH 51. Development on the west side is occurring along Austin Road, and north of Mineral Point Avenue.

Several high employment clusters currently unserved by JTS regular service also exist. The southeast side industrial park in the Venture Drive/Beloit Avenue area has several larger employers – the closest current service to Venture Drive is the Kellogg Avenue route, which is roughly a half-mile away. Demand for service is expected to grow as the southeast industrial park develops with new and expanding businesses.

Regional Service Issues

Regional and intercity travel possibilities to and from the Janesville MPA are quite limited for those without access to private transportation. Van Galder Bus Company operates intercity service all week between Janesville and Madison, WI to the north, and to South Beloit, Rockford, and various locations in the "Chicagoland" area to the south. A small number of residents working in the City of Madison are able to use a state-sponsored vanpool service between Janesville and the greater Madison Area for work commute trips during weekdays. The BJE serves as the only other public transportation option available for intercity service. As Janesville continues to grow over the LRTP plan horizon, the need for integrated regional transportation will become more essential.

Over the LRTP plan horizon, it is anticipated that transit service will adopt a conservative approach to expanding service. Any future service expansions will most likely occur as a result of the response to critical documented needs not being met by the current system, the application of innovative or new financing means and sources being found to underwrite costs, and service-delivery methods that may go potentially outside the boundaries of what has been traditional in this area. The following section illustrates possible additional transit services that potentially could be justifiable and be considered critical enough to warrant funding and operation over the life of the LRTP.

Expansion of BJE Service

Since increasing to hourly service in 2000, the BJE has attracted a diverse ridership profile; in particular, a number of persons traveling between the two cities for job-seeking and employment. Additionally, the BJE serves non-traditional students attending evening classes after work at UW-Whitewater at Rock County, and Blackhawk Technical College.

Currently, the BJE only operates on the weekdays. Past customer surveys and informal contacts with both Janesville and Beloit's transit systems show substantial interest in expanding BJE operations into evening hours and the weekend, to increase the ability of persons without an automobile to travel between the two cities to access employment, educational, and leisure activities.

The funding consortium members that fund the BJE recognize the real need for expanded intercity service, but funding constraints and lack of evening transit services in Beloit have thus far kept expansion out of the conversation.

Service to and within Milton

When it operated between 2012 and 2015, the Janesville-Milton-Whitewater Innovation Express (JMW) attracted ridership from Milton residents travelling to Janesville for medical appointments and shopping, as well as to travel to Whitewater. While this intercity express route ceased operations due to financial constraints in 2016, the need for fixed transit service between both cities in the MPA remains. During its four-year tenure, the JMW was funded through a consortium between the Cities of Janesville, Milton, and Whitewater, University of Wisconsin – Whitewater, and Generac Power Systems (in conjunction with state assistance through a state Supplemental Transit Rural Assistance Program grant).

Commuter/Intercity Bus Service in the Janesville-Rockford, IL Corridor

While not within the MPA, the Janesville MPO could foreseeably be asked to support potential Stateline Area Transportation Study (SLATS) MPO efforts in Beloit to extend the current BJE south along USH 251 to Roscoe IL, McChesney Park IL, and ultimately to Rockford IL in cooperation with the Rockford Mass Transit District; as a commuter/intercity route for citizens travelling south for employment or personal business. The Beloit Transit System's 2004 TDP proposed such a route. This route would, however, likely require legislative and financial action from both Wisconsin and Illinois in order to come to fruition.

Extension of METRA Commuter Rail Service from Harvard IL to Janesville WI

As both the Chicago and Madison urbanized areas continue to experience rapid growth, pressure has increased to provide additional transportation options for persons traveling between the two regions. The 2008 *South Central Wisconsin Commuter Transportation Study* (SCWCTS) details extension options. SLATS MPO in Beloit is currently funding a renewed study to implement such a service.

Regional Transportation Authority (RTA)

In Wisconsin, public transit systems are generally housed within a municipal government. As public transit services expand, the question arises about whether it is more efficient and a better use of resources to combine adjacent municipally-owned systems into a single entity that would provide

service in a broader area, not restricted by municipal boundaries. Wisconsin municipalities are generally constrained in their approach to expanding service to neighboring municipalities, and generally do so through bi-lateral or multi-lateral contractual agreements with other municipalities or other entities desiring service. The BJE itself has provided intercity bus service via a multilateral contractual approach since 1987. Another example of a multilateral approach in the state is in the Fox Cities region of eastern Wisconsin, where the City of Appleton and multiple surrounding communities provide regional transit service through a cost-sharing model. However, the consortium model is inherently unstable, as its existence entirely depends on the abilities of all partners to negotiate an annual multilateral agreement.

Given the growing need for regional public transit, demand exists for enabling legislation for “Regional Transit Authorities (RTA)”, a mechanism through which communities can officially provide regional transportation through a taxing authority, and is widely practiced in neighboring states including Illinois, Minnesota, and Michigan. Multiple serious efforts have occurred at the state legislative level to enable municipalities to create RTAs, but all have hit legislative roadblocks.

It is foreseeable that a mechanism to create an RTA could become available to municipalities within the LRTP’s planning horizon. The establishment of an RTA in Rock County (with potential for expansion into surrounding areas) would represent a fundamental change in how public transportation service is operated, managed, and funded in the region. Such a proposal would be the subject of a broad intergovernmental agreement, perhaps among the Cities of Janesville and Beloit, Rock County, and other surrounding Townships and municipalities, each having issues and concerns that would most likely need to be addressed. RTAs typically have the ability to levy local revenue-generating fees, and so a referendum would likely be required to establish the RTA and approve the funding mechanism. An RTA could consolidate existing transit operations now operated and owned separately managed by Rock County, and the Cities of Janesville, Beloit, and Edgerton. An RTA could foreseeable also be involved with services entering Rock County from other jurisdictions, such as METRA from the south, and Dane County from the north. The MPO will likely be called upon to conduct an in-depth study and make a recommendation on the structure, funding, and services to be provided on any hypothetical RTA.

Chapter Four: Projected Revenue & Funding Sources

Projected operating costs for JTS are provided in **Table 9**. Operating expenses listed are based on needs identified by JTS staff, the 2020 budget, and the *2021-2026 Transportation Improvement Program*. The expense estimates assume that no major alterations will be made to the existing route structure. It is projected that operating expenses will increase at a rate of 2.2% [3] per year after 2020 to cover inflationary costs of providing service. Additionally, the LRTP assumes that ridership will return to pre-pandemic levels after the conclusion of the COVID-19 pandemic, presumably at some point in 2021 or 2022.

For the LRTP, WisDOT provided six-year projections for federal and state operating assistance based on the previous six-year STIP, and the projections assume a maximum 0.6% annual increase.[4] Federal capital projections are based on the 2020 apportionment of Section 5339 FTA capital assistance program for the Janesville Urbanized Area. The Janesville Area's 2020 apportionment is $522,290, and may be expected to increase by a maximum of 1% over the next six years. See **Table 8** for WisDOT 2020 assistance estimates:

Table 8: Janesville MPO 2020 Revenue Estimates by Program

Source	2020 Estimate
Federal Operating Assistance, Section 5307	$1,158
Federal Capital Assistance, Section 5339	$522
State Operating Assistance, Section 85.20	$867

Source: JTS, 2020
Dollar Values in $1,000's

If WisDOT projections come to pass, the local share of expenses will need to increase at a rate of 4.4% per year in order to maintain service levels. This may be possible in the near term, but local levy

[3] This figure was determined through the median value of aggregate estimated annual operating expenses percentage increase/decreases in time period 2016-2021. CARES Act operating allocations are not included in this figure.

[4] This figure was determined through the median value of aggregate federal and state annual operating assistance percentage increase/decreases in time period 2016-2021. CARES Act operating allocations are not included in this figure.

limits and other financial constraints at the local level will likely burden the City of Janesville in the long-term. **Table 9** shows operating expenses and estimated revenue and assistance based on these projections and assumptions.

Table 9: JTS Operating Expenses and Estimated Assistance, 2021-2050

	Period Total	Operating Expense Annual Average	Local Period Total	Local Annual Average	Operating Assistance Period Total	Operating Assistance Annual Average	Total Operating Assistance Share
2021-2035	$19,890	$3,980	$9,590	$1,918	$10,309	$2,062	51.8%
2026-2030	$22,155	$4,431	$11,527	$2,305	$10,628	$2,126	48.0%
2031-2040	$52,125	$5,213	$29,875	$2,988	$22,250	$2,225	42.7%
2041-2050	$64,607	$6,461	$40,962	$4,096	$23,645	$2,364	37.9%

Source: Projections from JTS/Janesville MPO/WisDOT, 2020
Dollar Values in $1,000's

The future JTS capital infrastructure is bleak under this scenario. While capital grants have never been well-funded, JTS has been effective in utilizing Section 5339 for major capital investments, at times by delaying investment until federal assistance is available.

The capital needs identified in **Table 10**, such as bus replacements, equipment purchases, and service vehicle replacements are based on expected useful service life. Between 2015 and 2019, JTS successfully secured funding to replace all seventeen of its buses. Buses over twelve years old or with more than 500,000 miles are eligible for federal capital assistance for replacement. Between the *CARES Act* allocation addressing the rehabilitation of the Downtown Transfer Center and JTS's successful acquisition of new buses, the most expensive capital needs are addressed, and will only need to be addressed in the latter half of the planning horizon.

Table 10: Projected Operating & Capital Expenses

	2021-2035	2026-2030	2031-2040	2041-2050	Total
JTS Operating Expenses	$19,977	$22,382	$53,175	$66,752	**$162,286**
Annual Average	$3,995	$4,476	$5,317	$6,675	**$20,465**
JTS Projected Capital Expenses					
	2021-2025	**2026-2030**	**2031-2040**	**2041-2050**	**Total**

Table 10: Projected Operating & Capital Expenses

	2021-2035	2026-2030	2031-2040	2041-2050	Total
Capital Repair Parts	$253	$276	$632	$754	**$1,915**
Replace/Purchase Shop Equipment	$0	$12	$14	$17	**$43**
Purchase Utility Vehicle	$0	$54	$64	$76	**$194**
Rehabilitate Downtown Transfer Center	$1,122	$12	$14	$17	**$1,165**
Replace bus signs	$9	$19	$33	$53	**$115**
Replace Computer Equipment	$11	$12	$27	$33	**$83**
Replace Garage Sweeper	$0	$60	$0	$78	**$137**
Replace JTS Buses	$0	$3,059	$3,169	$7,697	**$15,088**
Replace Maintenance Shop Truck	$0	$72	$0	$88	**$320**
Replace Office Copier/Printer/Fax	$6	$7	$8	$19	**$40**
Replace Passenger Shelters/Benches	$128	$0	$155	$185	**$469**
Replace Radio Equipment	$52	$28	$96	$114	**$290**
Replace Service/Supervisory Vehicles	$40	$43	$91	$100	**$274**
Refurbishment of Transit Systems Maintenance Garage	-	$56	-	$166	**$221**
Capital Totals	**$1,621**	**$3,709**	**$4,304**	**$9,397**	**$19,191**
Average	**$324**	**$742**	**$430**	**$940**	**$640**

Source: JTS/Janesville Area MPO (2020)
Dollar Values in $1,000's

Historically, JTS has relied on federal capital funding for major improvements. FTA provides an 80% share of capital improvements costs, and a 20% local share is typically borrowed for large expenditures. **Table 11** shows the projection for capital assistance if the revenue estimate continues long term.

Table 11: Capital Assistance Projections

	Total	Annual Average	Total	Annual Average	Percent Share of Capital Expense
2021-2025	$1,621	$324	$554	$111	**34.2%**
2026-2030	$3,709	$742	$612	$122	**16.5%**
2031-2040	$4,304	$430	$1,422	$142	**33.0%**
2041-2050	$9,397	$940	$1,734	$173	**18.4%**

Source: JTS/Janesville Area MPO (2020)
Dollar Values in $1,000's

At present, the State of Wisconsin does not provide direct capital funding for transit systems, and while proposals have been made to initiate such a state-funded program in the past, they have been dropped in favor of strong state support for transit operating assistance. It is assumed that this condition will continue through the foreseeable future.

Other Funding Sources

Other state and federal resources exist besides FTA Section 5307 and 5339, and State Section 85.20 funds that can assist with transit funding. WisDOT allocates the Janesville Area MPA federal Surface Transportation Program (STP) funding on a two-year cycle, to be spent over a four-year time period. Historically, the MPO has allocated STP funds for major road repair and reconstruction – however, transit capital is an eligible expense of STP dollars.

It is critical to note that the operation of the BJE would not be possible without the existing consortium of private, public, and non-profit entities. Sponsor support may be the only way to for new service to begin or for service hours to expand in the near-term, given projected financial constraints.

Chapter Five: Financial Plan

JTS's projected expenditures and revenues are compared in **Table 12**. Capital expenditures proposed for 2020 to 2050 will be funded by a combination of federal assistance and local funds. Capital projects will be prioritized by JTS and implementation will be dependent upon local assistance, loans, or federal/state capital assistance levels. The operating shortfall, the difference between operating revenue and federal/state assistance, must be funded by fare increases, local assistance, or potential increases in miscellaneous revenue such as advertising and employer-provided assistance.

It is projected that operating and capital assistance will not keep pace with costs. In order to meet potential operating shortfalls in the future, JTS has three options: 1) increase fares; 2) increase local assistance; or 3) reduce service. Adjustments to local assistance levels and rate increases are local decisions and will occur in the future as JTS has a more certain vision of federal and state assistance levels. Generally speaking, the level of state and federal operating aid provided to the Janesville urbanized area will likely be the primary factor in determining the type of transit service provided in the City.

Table 12 below is based on the assumption in **Chapter Four**. The Capital funding and expenditures assumes investment in all capital listed in **Table 10**, but municipalities generally scale back if they do not acquire federal funding. Operating funding and expenditures (**Table 13**) assumes a 2.2% annual increase in operating expenses, a 0.6% increase in operating aid, and a 0.8% [5] decrease in farebox/miscellaneous revenue.

Table 12: Capital Funding & Expenditures

	2021-2025	2026-2030	2031-2040	2041-2050
Projected Capital Expenditures	$1,621	$3,709	$4,304	$9,397
Annual Average	$324	$742	$430	$940
Capital Funding Resources				

[5] This assumes patterns in the past five years hold true: farebox & miscellaneous revenue include other factors besides farebox revenue, including sponsorship shares from the Beloit-Janesville Express Consortium. Revenue estimates are relatively conservative in order to best demonstrate fiscal constraint throughout the plan horizon.

Table 12: Capital Funding & Expenditures				
Capital Assistance (Sec. 5339)	$554	$612	$1,422	$1,734
Annual Average	$111	$122	$142	$173
Local Capital Investment	$1,067	$3,097	$2,882	$7,663
Annual Average	$213	$619	$288	$766
Source: JTS/Janesville Area MPO (2020) *Dollar Values in $1,000's*				

Table 13. Operating Funding & Expenditures				
	2021-2025	**2026-2030**	**2031-2040**	**2041-2050**
Projected Operating Expenses	$19,890	$22,155	$52,125	$64,607
Annual Average	$3,980	$4,431	$5,213	$6,461
Operating Funding Resources				
Projected Farebox/Misc. Revenue	$2,680	$2,569	$4,865	$4,528
Annual Average	$536	$514	$486	$453
FTA Operating Assistance (Sec. 5307)	$5,897	$6,079	$12,726	$13,524
Annual Average	$1,179	$1,216	$1,273	$1,352
State Operating Assistance	$4,413	$4,549	$9,523	$10,121
Annual Average	$883	$910	$952	$1,012
Projected Local Operating				
Assistance needed to fund shortfall	$7,019	$9,270	$26,407	$39,189
Annual Average	$1,404	$1,854	$2,641	$3,919
Projected Local Operating Assistance Needed to Fund Shortfall				
Assistance needed to fund shortfall	$6,911	$8,958	$25,011	$36,435
Annual Average	$1,382	$1,792	$2,501	$3,643
Source: JTS/Janesville Area MPO (2020) *Dollar Values in $1,000's*				

Chapter Six: System Performance

Transit plays a vital role in advancing the eight planning factors in the *FAST Act*.

Safety & Security

JTS operates in accordance with federal safety standards for training, drug testing employees, and maintaining transit vehicles. All accidents involving a transit vehicle are reported, investigated, and reviewed for preventability. The number of preventable accidents per year is an appropriate indicator of safe bus operations. From 2016-2019, there were a total of 29 preventative accidents, or an average of seven per year.

JTS takes system security seriously, evidenced by robust surveillance systems present at the Transit Services Center and Transfer Center. In addition, each bus is equipped with a nine-camera surveillance system.

Accessibility & Mobility

JTS improves the accessibility and mobility of individuals in the Janesville Area by providing ADA accessible service for a predominantly transit dependent population. An appropriate measure for accessibility is transit coverage of the urbanized area. WisDOT uses percent of population with access to public transit as a measure of mobility.[6]

Protect & Enhance the Environment

JTS works towards contributing to this goal by fueling the entirety of its fleet with clean diesel fuel by the end of 2021, and through offering a viable alternative to reduce single occupancy vehicle trips.

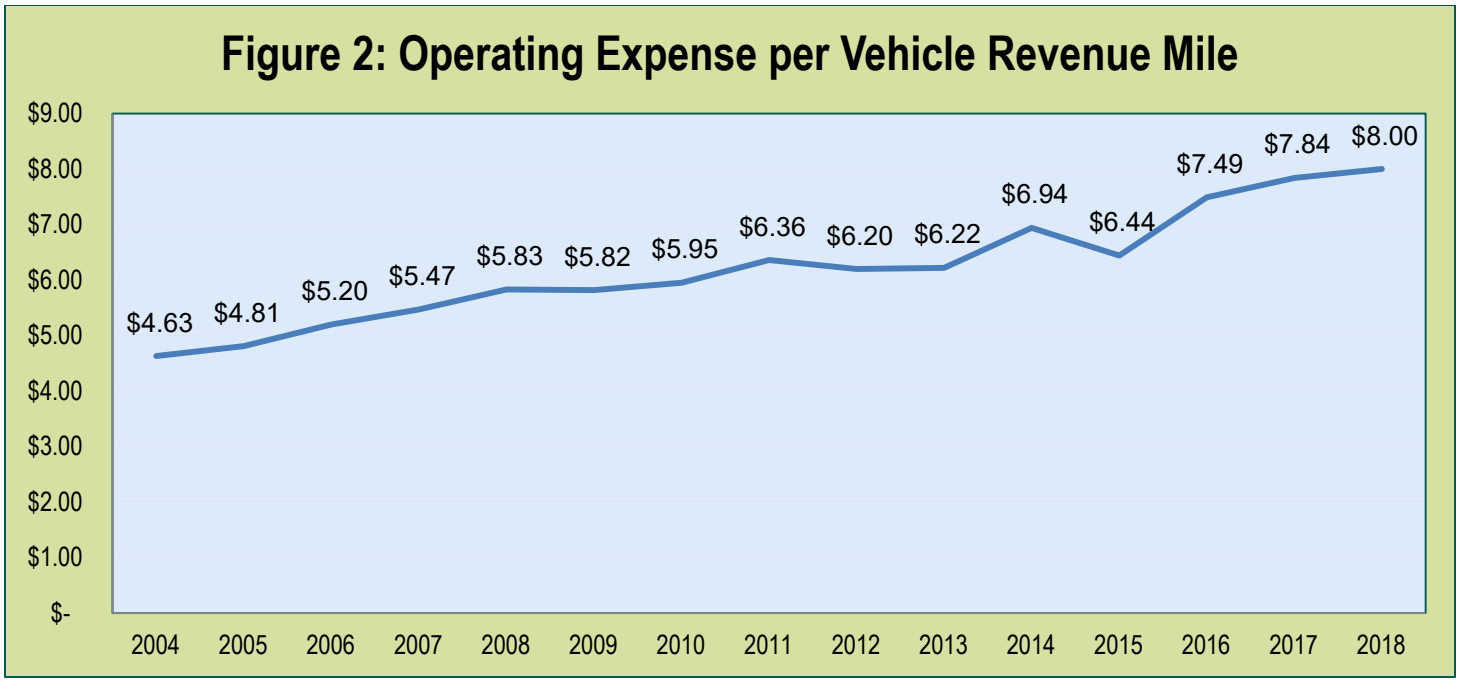
[6] MAPSS Performance Improvement Dashboard, Wisconsin Department of Transportation; WisDOT does not consider commuter bus services such as the Beloit-Janesville Express.

Integration & Connectivity

As of 2020, JTS has installed bike racks on all 17 buses in its fleet. This allows riders to make parts of their trip by bicycle. Each rack has the capacity to hold two bikes. Bike racks are also located at the Downtown Transfer Center and the JTS Service Center.

Efficiency

Transit service efficiency can be measured through several metrics. Efficiency is measured in operating expenses per vehicle revenue mile, and revenue hour. Trends identified in the National Transit Database (NTD) show costs consistently rising.



During the same period, there was an increase in fixed route revenue hours and revenue miles. **Table 14** demonstrates the change in fixed route and paratransit revenue hours and miles from 2009-2018. Fixed-route vehicles operating in peak service increased from 13 to 15 over the period and the number of paratransit services vehicles remained the same.

Table 14. JTS Service Trends, 2009-2018						
Year	Revenue Hours		Revenue Miles		Peak Vehicles	
	Fixed Route	*Paratransit*	*Fixed Route*	*Paratransit*	*Fixed Route*	*Paratransit*
2009	28,979	2,811	454,166	31,651	13	2
2010	28,925	2,538	454,365	28,449	13	2
2011	28,846	2,243	453,832	25,639	13	2
2012	29,942	1,969	482,604	23,625	14	2
2013	32,882	1,621	532,448	19,446	14	2
2014	32,396	815	510,172	12,521	15	2
2015	31,733	1,294	509,829	20,139	15	2
2016	28,979	1,799	430,090	25,860	14	2
2017	28,899	1,866	429,368	26,137	14	2
2018	28,976	1,311	435,108	20,112	15	2
Percent Change	-0.01%	-53.36	-4.20%	-36.46%	15.38%	0.00%

Source: National Transit Database, 2009-2018

Preservation

JTS maintains two buildings, seventeen buses, and various other capital assets. The Downtown Transfer Center was constructed in early 2000, and will be significantly refurbished in 2022 using federal *CARES Act* funding. JTS opened its new operations and maintenance facility in 2014, and does not expect a need of major rehabilitation to replace major equipment for at least twenty years.

Average age of bus fleet is an indicator of the state of the transit infrastructure. Between 2018-2020, JTS secured funding to bring its entire fleet within its useful service life. As such, the average age of the bus fleet has decreased dramatically since the last LRTP.

Performance Targets & Indicators

This section illustrates performance targets for the Janesville Area MPO that meet the spirit of both *MAP-21* and the *FAST Act*. Please note that the MPO expects to revise performance targets and

indicators as necessary in order to meet the requirements of subsequent future federal transportation legislation.

The target setting process involves the analysis of trends and past performance in the MPA, and considers available data sets for measuring progress.

Table 15: Transit Performance Targets & Indicators

Target	Indicator	Data Source	Data Frequency	Status
Support the economic vitality of the metropolitan area, especially by enabling global competitiveness, productivity, and efficiency.				
Increase in annual ridership	Number of annual unlinked passenger trips	Janesville Transit System	Annual	**Ridership has experienced slight decline in the past five years**
Emphasize the preservation of the existing transportation system.				
Average age of fleet less than ten years	Average age of bus fleet	Janesville Transit System	Five years	**Majority of fleet replaced in the last two years**
Increase the safety aspects of the transportation system for its users, & increase the security of the transportation system for motorized & non-motorized users.				
Five or fewer preventable accidents per year	Number of preventable accidents in a year	Janesville Transit System	Annual	**Target exceeded in 2019**
Zero Fatalities	Number of fatalities in a year	Janesville Transit System	Annual	**Target met.**
Five or fewer safety events per year	Number of safety events in a year	Janesville Transit System	Annual	**Target exceeded in 2019**
Increase the accessibility and mobility options available to people and for freight.				
Service within ¼ mile of at least 90% of the populated areas within JTS service area	Using GIS, analyze census block data & Transit Routes	U.S. Decennial Census	Ten years	**Transit stops accommodate 71% of the population of the JTS Service Area under the quarter-mile metric**
Service 6:15am – 6:15pm M-F; 8:45AM – 6:15pm	Revenue hours of service	Janesville Transit System	Every five years, examined with Transit	**Standard Achieved**

Table 15: Transit Performance Targets & Indicators				
Target	**Indicator**	**Data Source**	**Data Frequency**	**Status**
Saturday Headways 60 minutes or less for regular service			Development Plan	
Enhance the integration and connectivity of the transportation system, across and between modes, for people and freight.				
100% of public transit buses equipped with bike racks in ten years.	Percentage of buses with bike racks	Janesville Transit System	Annual	**100% of buses equipped with bike racks**
Protect and enhance the environment, promote energy conservation, and improve quality of life.				
100% of public transit buses using clean diesel fuel.	Percentage of buses using Clean Diesel Fuel	Janesville Transit System	Annual	**100% of buses using clean diesel fuel by first quarter of 2022**

Chapter Seven: Implementation

JTS focuses on providing accessibility for transit-dependent adults, youth, senior citizens, and persons with disabilities. Over the planning horizon, JTS should work to maintain fixed-route transit service in Janesville. Alterations may be made to routes to provide more effective service to schools, major shopping areas, and new employment centers. A major service expansion is not expected within the planning horizon; however, the system may be adjusted to respond to future service needs. Instead, long-range planning efforts will focus on performance standards and capital improvements.

The level of conventional fixed-route, fixed schedule transit service within the City of Janesville has remained stable over the past forty years. While service is expected to rebound after the end of the COVID-19 pandemic, JTS does not anticipate a significant increase in service over the planning horizon. Where new service is initiated, it will likely be the result of funding partnerships with other public and private entities, barring significant, extenuating circumstances.

Short-range, mid-range, and long-range strategies for implementing the *Transit Element* are listed below. Recommendations incorporate system monitoring, administration of federal and state legislative requirements, capital improvements, and marketing.

Table 16: 2021-2025 Schedule of Activities

Planning & System Monitoring Activities
Implement efficiency and effectiveness improvements identified in WisDOT Management Performance Audit required of state aid recipients
Evaluate and adjust fixed bus routes as needed
Identify and implement strategies to improve long-term viability of the Beloit-Janesville Express (BJE)
Evaluate fare increases and local assistance adjustments on an annual basis
2022: Conduct *Transit Development Plan* update.
2023: Participate in update of *2018 Rock County Public Transit Human Services Coordinated Transportation Plan*
2025: Update Transit Element of MPO *Long-Range Transportation Plan*
Capital Improvements
2021: Architectural Design of Downtown Transfer Center
2022: Installation of electronic farebox system on buses

Table 16: 2021-2025 Schedule of Activities
2022: Replacement of four-wheel drive service vehicle
2022: Refurbishment of Downtown Transfer Center
2022: Replacement of circa-1970 passenger shelters
2022: Install solar lighting in passenger shelters
Make other capital investments as described in Transportation Improvement Program

Table 17: 2026-2040 Schedule of Activities
Planning & System Monitoring Activities
Implement efficiency and effectiveness improvements identified in the five-year Management Performance Audit
Evaluate fare increase and local assistance adjustment
Monitor emerging options for off-peak service
Research and identify potential funding alternatives and/or vehicle alternatives
Continue marketing program
Evaluate fare increases and local assistance adjustments on an annual basis
2027: Conduct *Transit Development Plan* update
2028: Participate in update of *Rock County Public Transit Human Services Coordinated Transportation Plan*
2030: Update Transit Element of the MPO *Long-Range Transportation Plan*
2032: Conduct *Transit Development Plan* update
2033: Participate in update of *Rock County Public Transit Human Services Coordinated Transportation Plan*
2035: Update Transit Element of the MPO *Long-Range Transportation Plan*
2037: Conduct *Transit Development Plan* update
2038: Participate in update of *Rock County Public Transit Human Services Coordinated Transportation Plan*
2040: Update Transit Element of the MPO *Long-Range Transportation Plan*
Capital Improvements
Perform minor rehabilitation of the Downtown Transfer Center
Perform minor rehabilitation of Maintenance/Administration Facility
Make other capital investments as described in Transportation Improvement Program

Table 18: 2041-2050 Schedule of Activities
Planning & System Monitoring Activities
Implement efficiency and effectiveness improvements identified in the five-year Management Performance Audit
Research potential use of expanded transit service, regional transit service, and transit promotion funds
Evaluate fare increase and local assistance adjustment
Research and identify potential funding alternatives and/or vehicle alternatives
2042: Conduct *Transit Development Plan* update
2043: Participate in update of *Rock County Public Transit Human Services Coordinated Transportation Plan*
2045: Update Transit Element of the MPO *Long-Range Transportation Plan*
2047: Conduct *Transit Development Plan* update
2048: Participate in update of *Rock County Public Transit Human Services Coordinated Transportation Plan*
2050: Update Transit Element of the MPO *Long-Range Transportation Plan*
Capital Improvements
Perform major rehabilitation of the Downtown Transfer Center
Perform major rehabilitation of Maintenance/Administration Facility, including the replacement of major capital equipment
Make other capital investments as described in Transportation Improvement Program

Potential Service Expansion

JTS riders often request additional service on Saturday evenings and Sundays. Currently, Saturday service ends at 6:15pm, and no service exists on Sunday. The latest TDP makes suggestions for the most advantageous service expansion should additional resources render themselves available. The TDP's suggestions are as follows:

- **Milton Avenue: Increased Frequency**: With an additional bus, headways along the Milton Avenue route could be reduced to twenty from thirty minutes, attracting new riders and increasing convenience for transit dependent individuals.

- **W. Court Street: Split into Two Routes**: This option would split the W. Court Street route (which currently serves the W. Court Street and Mineral Point Avenue corridors on a tight schedule) into two smaller, more efficient routes. The W. Court Street route would simply serve the W. Court Street Corridor and more residential areas to the west. The second route – the Mineral Point Avenue route – would serve both Mercyheath Hospital and the Mercyhealth Mall. This option would decrease headways of both routes, and thus improve service reliability.
- **BJE: Saturday Service**: While currently unfeasible, JTS customers have expressed that extending the BJE's service to Saturdays would increase the route's reliability as a way to reach employment centers.
- **Nightside Saturday & Later Evening Service**: While this option would significantly increase revenue hours, public engagement during the TDP process indicated that this was a desired option among current riders. Adding routes later into the evening during the weekdays was also an expressed opinion during public engagement.
- **Southeast Business Fixed Route**: While not realistic in the near term, a fixed route between downtown Janesville and growing employment on Janesville's south side could prove a major boon in connecting residents to employment centers, such as Dollar General and SHINE.
- **Eastside Fixed Route**: While not realistic in the near term, combined employment growth along the Wright Road Corridor, and residential growth on Janesville's northeast side could likely necessitate the need for a dedicated Eastside route.

Potential for Service Reductions

Over the planning horizon, decreasing federal and state operating assistance, insufficient capital assistance, state mandated controls on local government revenue generation, expenditure restraint at the local level, and political interests may require the need for JTS service reductions and/or fare increases. Although the MPO is projecting an overall increase in fixed route ridership through the planning period, the MPO respects that regular route fare increases could have a short-term negative effect on the existing ridership base as JTS users react to higher transportation costs. Given that many users of transit have lower incomes, higher fares would likely have a severe impact on their ability to pay for transportation.

At the point when local assistance cannot continue to match operating shortfalls, a reduction in service hours, an elimination of service to selected areas, or the substitution of less costly service alternatives could be required to balance costs with projected revenue. Any service reduction would follow JTS's public involvement policy for major or minor service reduction, and would require public notice and a public hearing.

The *Transit Element* is not meant to serve as a dedicated study of service needs and cost analysis, and therefore does not recommend any specific service reductions. However, the LRTP has identified serious cost implications related to insufficient federal and state assistance. The City of Janesville could face difficult budgetary decisions in the future regarding increasing local assistance for operations and funding a greater share of capital investments. If service reductions are considered, great emphasis should be placed on minimizing negative impacts to JTS customers. Service changes should also reduce peak vehicles and mileage in order to maximize the bus fleet. The following potential service reductions are prioritized with these goals in mind:

- **Option 1: Reduce Saturday service by 1.5 hours**: This scenario would only provide eight hours of transit service each Saturday, with start and end times to be determined. This service reduction would have a small operating cost savings but would also have a negative impact on JTS customers.
- **Option 2: Replacement of Nightside Service with Shared Ride Taxi**: JTS has discussed the elimination of deviated fixed route night service as part of TDP fiscal constraint scenarios, but the feasibility and effects on customers has not been fully studied. Past studies suggest studying this option only if productivity on the Nightside routes drops below five passengers per hour. An additional benefit of switching to shared ride taxi would be the ability to reduce mileage on the JTS bus fleet by contracting with an outside vendor for the service. Lastly, this option also reduces JTS personnel hours, but also comes with significant personnel and collective bargaining implications.
- **Option 3: Elimination or Reduction of the Beloit-Janesville Express Route:** The current model for operating the BJE relies on constant and sustained contributions from all consortium members and participating governmental units. Therefore, when a Consortium member cannot contribute their full share, this strains the operating costs to sustain the route. While reducing (or altogether eliminating the route) could ease financial strain, this should be treated as an absolute last resort, as a disproportionately large number of riders on the BJE are transit-dependent, students, or persons with disabilities.
- **Option 4: Realignment of Extra Service Routes to Reduce One Route:** Extra service routes run relatively low mileage and high ridership from transporting youth to and from school. Reducing one route would reduce the number of peak vehicles operating in the afternoon should the situation arise where the number of fleet vehicles is reduced. However, operating cost savings from this change would be minimal, and youth antisocial conduct during crowded bus times would be a factor to consider.
- **Option 5: Reduce W. Court Street & Wright Road Routes from 30-minute to 60-minute headways:** The W. Court Street Route is among JTS's most productive routes, and the Wright Road route has historically experienced increasing ridership. In this reduction, both routes would operate once every hour with one bus serving both routes. This would allow for the reduction of one bus from regular service. However, this option would reduce ridership revenue and have negative impacts on riders served by both routes and increase the customer transfer rate.

Summary

The *Transit Element* of the *Janesville Area 2020-2050 Long-Range Transportation Plan* provides a guide to the issues that face JTS and the projected requirements needed to maintain an effective system for the next thirty years. As indicated, JTS focuses on providing basic services for youth, senior citizens, persons with disabilities, and other transit dependent persons. Routes are aligned along arterial and collector streets to serve major destinations like schools, shopping centers, health care centers, public and recreational facilities, and major employers.

JTS does not expect the opportunity for major service expansion within the planning horizon. Future TDP's may identify the need for an expansion of service to under-served populations; however, this will be entirely dependent on the availability of additional funding sources. At this time, transit service is not expected to change dramatically through the LRTP horizon. Alterations may result to provide service to major employers or new schools in areas of the city that expect high transit potential. Funding constrains, travel demand, and demographic shifts will remain the controlling factors in determining whether some sections of Janesville will continue to receive regular fixed-route service. Generally, operating constrains limit the ability to offer transit service to all parts of the City; however, the strategies outlined in the LRTP should enable JTS to maintain an effective system for the majority of its customer base.

Legend

Points of Interest

- City Hall
- Fire
- Golf Course
- Hospital
- Library
- Police
- Post Office
- Public Facilities
- Swimming

Regular Bus Routes

- 1: Milton Ave
- 2: Kellogg Ave
- 2: Kellogg Ave, Occasional
- 3: Wright Rd
- 4: W Court St
- 4: W Court St, Occasional
- 5: Milwaukee St
- 6: Beloit-JVL Express
- 6: Beloit-JVL Express, Occasional

Parks and Open Space

- Parks
- Public Property

Milton Fire Station
Rock County Sheriff
Fire Training Center
Fire Station #5
Riverside Golf Course
Riverside Wading Pool
City Services Center
Janesville Transit System
Recycling Center
Demolition Waste Disposal
City-County Landfill
Post Office
Fire Station #4
Janesville Country Club
Rock County Fair Grounds
Post Office - 1804 E Milwaukee Street
Mercy Hospital
Fire Station #3
Tallman House
Fire Station #1
Police Services
Rock County Historical Society
Senior Center
Janesville City Hall
Hedberg Public Library
Transit Transfer Center
Youth Sports Complex
Palmer Park Wading Pool
Blackhawk Golf Course
Ice Arena
Dawson Softball Complex
Lions Beach
Rockport Pool
Water Utility Adm
Rotary Gardens
St. Mary's Hospital
Fire Station #2
Rock County Job Center
Waste Water Utility
Glen Erin Golf Club
26
51
11
39
90

N

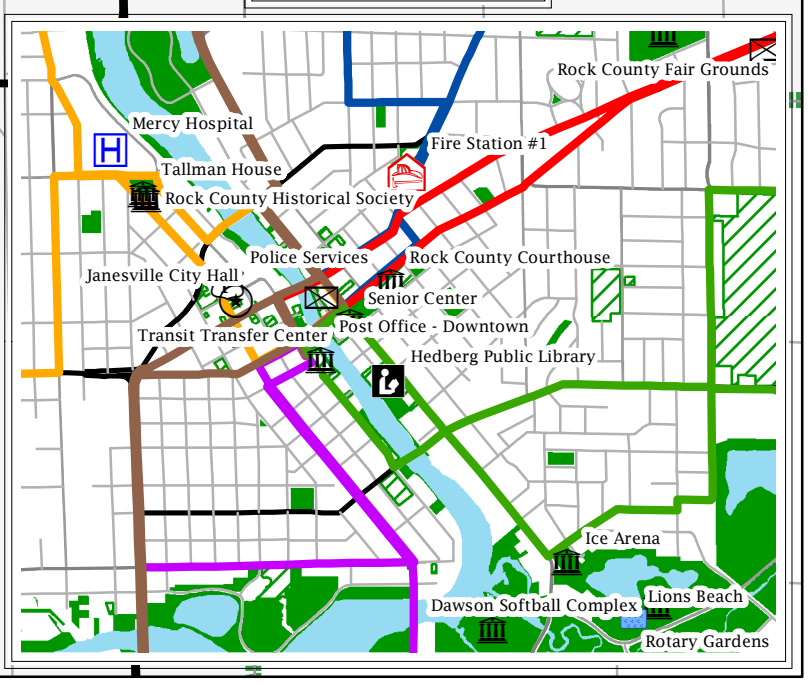
0 0.35 0.7 1.4 Miles

Map 1

Transit & Points of Interest
Transit Element
Long-Range Transportation Plan

JANESVILLE AREA
Metropolitan Planning Organization (MPO)

Downtown Inset



Legend

- City Hall
- Fire
- Golf Course
- Hospital
- Library
- Police
- Post Office
- Public Facilities
- Swimming
- 7: Nightside - Milton
- 8: Nightside - East
- 9: Nightside - West
- Parks
- Public Property

Milton Fire Station
26
51
Rock County Sheriff
Fire Training Center
Fire Station #5
Riverside Golf Course
Riverside Wading Pool
City Services Center
Janesville Transit System
Recycling Center
Demolition Waste Disposal
City-County Landfill
Post Office
Nightside - Milton
Nightside - East
Fire Station #4
Janesville Country Club
Rock County Fair Grounds
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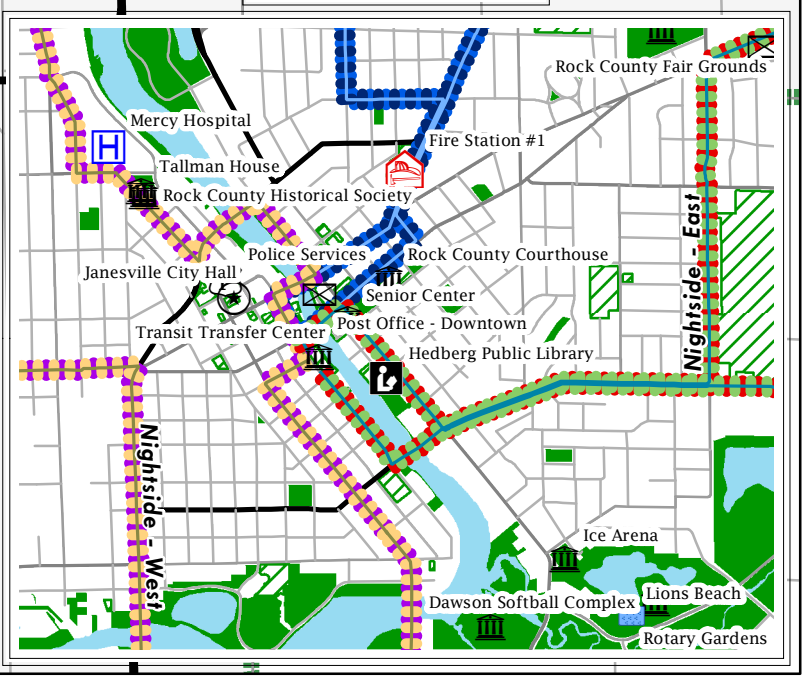
Mercy Hospital
Fire Station #3
Tallman House
Fire Station #1
Police Services
Rock County Historical Society
Senior Center
Janesville City Hall
Hedberg Public Library
Youth Sports Complex
Transit Transfer Center
Palmer Park Wading Pool
Blackhawk Golf Course
Ice Arena
Nightside - West
Dawson Softball Complex
Lions Beach
Rockport Pool
Water Utility Adm
Rotary Gardens
St. Mary's Hospital
39
Fire Station #2
Rock County Job Center
90
11
Waste Water Utility
N
0 0.35 0.7 1.4 Miles
Glen Erin Golf Club

Map 2

Transit & Points of Interest
Transit Element
Long-Range Transportation Plan

JANESVILLE AREA
Metropolitan Planning Organization (MPO)

Downtown Inset



Legend

- Elementary
- High
- Middle
- Other
- Private

Special Bus Routes

- East Milwaukee PM
- Kellogg Ave PM
- Northwest AM
- Northwest PM
- Pontiac/Wuthering Hills AM
- Pontiac/Wuthering Hills PM
- Randolph/Pontiac AM
- Randolph/Pontiac PM - Craig
- Randolph/Pontiac PM - Marshall
- Southwest AM
- Southwest PM
- West Court PM
- Wright Road AM

Northwest Special PM

Northwest Special AM

West Court Special

Southwest Special PM

Southwest Special AM

Kellogg Ave Special

Randolph/Pontiac Special AM

East Milwaukee Special

Pontiac/Wuthering Hills Special AM

39

90

11

51

N

0 0.25 0.5 1 Miles

Map 3

Trippers & Schools
Transit Element
Long Range Transportation Plan

JANESVILLE AREA
Metropolitan Planning Organization (MPO)

Legend

WisDOT Travel Demand Model

Number of Households, 2010

- 0 - 83
- 84 - 207
- 208 - 365
- 366 - 607
- 608 - 1,313

39
90
26
51
14
11
Milton Ave
Milwaukee St
Wright Rd
W Court St
W Court St
Kellogg Ave
Kellogg Ave
Beloit-Janesville Express
51
39
90
14
11

N

0 0.5 1 2 Miles

Map 4

Households 2010
Transit Element
Long-Range Transportation Plan

JANESVILLE AREA
Metropolitan Planning Organization (MPO)

Source: WisDOT Travel Demand Management (TDM) Model, 2010-2050

Legend

WisDOT Travel Demand Model

Change in Households, 2010-2050

- 0 - 45
- 46 - 138
- 139 - 273
- 274 - 529
- 530 - 1166

39
90
26
51
14
11

Milton Ave
Milwaukee St
Wright Rd
W Court St
W Court St
Kellogg Ave
Kellogg Ave
Beloit-Janesville Express

N

0 0.5 1 2 Miles

Map 5

Household Change, 2010-2050
Transit Element
Long-Range Transportation Plan

JANESVILLE AREA
Metropolitan Planning Organization (MPO)

Source: WisDOT Travel Demand Management (TDM) Model, 2010-2050

Legend

WisDOT Travel Demand Model

Total Jobs, 2010

- 0 - 123
- 124 - 351
- 352 - 760
- 761 - 1392
- 1393 - 3550

Milton Ave
Milwaukee St
Wright Rd
W Court St
W Court St
Kellogg Ave
Kellogg Ave
Beloit-Janesville Express

N

0 0.5 1 2 Miles

Map 6

Total Jobs, 2010
Transit Element
Long-Range Transportation Plan

JANESVILLE AREA
Metropolitan Planning Organization (MPO)

Source: WisDOT Travel Demand Management (TDM) Model, 2010-2050

Legend

WisDOT Travel Demand Model

TOTAL_CHG

- -789 - -172
- -171 - 216
- 217 - 831
- 832 - 2115
- 2116 - 3720

39
90
26
51
14
11
Milton Ave
Milwaukee St
Wright Rd
W Court St
W Court St
Kellogg Ave
Kellogg Ave
Beloit-Janesville Expressway
51
39
90
14
11

N

0 0.5 1 2 Miles

Map 7

Change in Employment, 2010-2050
Transit Element
Long-Range Transportation Plan

JANESVILLE AREA
Metropolitan Planning Organization (MPO)

Source: WisDOT Travel Demand Management (TDM) Model, 2010-2050