

Janesville Transit System Transit Development Plan



Final Report

Prepared by:



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SRF No. 15122

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Introduction and Context

In 2022, Janesville Transit System (JTS) embarked on its most recent Transit Development Plan (TDP), which will guide the agency's implementation of bus system improvements from 2023 to 2027. The 2023-2027 TDP process included a detailed analysis of existing conditions, extensive stakeholder and community outreach efforts, and recommendations for near-term and long-term improvements.

This document summarizes the results of the existing conditions analysis and community engagement activities conducted for the TDP process.

Goals

The City of Janesville's Comprehensive Plan includes goals that are specific to JTS which were strongly considered throughout the TDP development process. These goals reflect the long-term vision for JTS, and evolve as the agency addresses new opportunities and challenges. As identified in the Janesville Area 2020-2050 Long Range Transportation Plan (LRTP), JTS's goals include:

- To promote the role of public transit in the overall Janesville community transportation system.
- To maintain a fiscally sound public transit system as a vital service worthy of public support similar to that provided for other basic City services.
- To serve the public transportation needs of senior citizens, disabled persons, youth, and major employment centers in an efficient, safe, comfortable, and reliable manner as defined by industry standards.
- To comply with all regulations and mandates set forth by the Federal Transit Administration and the Wisconsin Department of Transportation.

These goals guide the operations and planning approaches JTS employs to meet current and future needs.

Existing Conditions

System Overview

The City of Janesville provides public transit as JTS, serving over 480,000 passengers annually. JTS operates five local fixed bus routes; three local evening routes; the Beloit-Janesville Express (BJE), a regional express route; school tripper service; and Americans with Disabilities Act (ADA) complementary paratransit. The JTS fleet includes 17 revenue vehicles, most of which are heavy-duty, 35-foot buses.

Fixed-Route Bus Service

JTS operates nine regular fixed routes (Table 1, Figure 1). Five of these routes operate on Saturdays. Operating within a hub-and-spoke, timed-transfer (or pulse) system, all routes serve the Transfer Center in downtown Janesville to facilitate transfers. Weekdays, each of the six regular routes operate from 6:15 a.m. to 6:15 p.m. on 30- or 60-minute headways; the BJE operates similar hours with 60-minute headways. Service between 6:15 p.m. and 10:15 p.m. on weekday evenings is provided via three Nightside routes, which allow deviation from the route upon request (Figure 2). On Saturdays, the regular routes operate from 8:45 a.m. to 6:15 p.m. once every 30 to 60 minutes. There is no service on Sundays.

Table 1. Fixed-Route Bus Service Summary

| Service Days | Route Type | Route | Span of Service | Frequency (Minutes) |
|-----------------|------------------|---------------------|------------------------|---------------------|
| Monday – Friday | Regular Local | 1: Milton Avenue | 6:15 a.m. – 6:15 p.m. | 30 |
| | | 2: Kellogg Avenue | 6:15 a.m. – 6:15 p.m. | 30 |
| | | 3: Wright Road | 6:15 a.m. – 6:15 p.m. | 30 |
| | | 4: W Court Street | 6:15 a.m. – 6:15 p.m. | 30 |
| | | 5: Milwaukee Street | 6:15 a.m. – 6:15 p.m. | 60 |
| | Regional Express | 6: BJE | 6:00 a.m. – 6:15 p.m. | 60 |
| | Nightside Local | 7: Nightside-Milton | 6:15 p.m. – 10:15 p.m. | 60 |
| | | 8: Nightside-East | 6:15 p.m. – 10:15 p.m. | 60 |
| | | 9: Nightside-West | 6:15 p.m. – 10:15 p.m. | 60 |
| Saturday | Regular Local | 1: Milton Avenue | 8:45 a.m. – 6:15 p.m. | 30 |
| | | 2: Kellogg Avenue | 8:45 a.m. – 6:15 p.m. | 30 |
| | | 3: Wright Road | 8:45 a.m. – 6:15 p.m. | 30 |
| | | 4: W Court Street | 8:45 a.m. – 6:15 p.m. | 30 |
| | | 5: Milwaukee Street | 8:45 a.m. – 6:15 p.m. | 60 |

Source: Janesville Transit System

Figure 1. Existing Transit Routes (Daytime, Excluding Trippers and Specials)

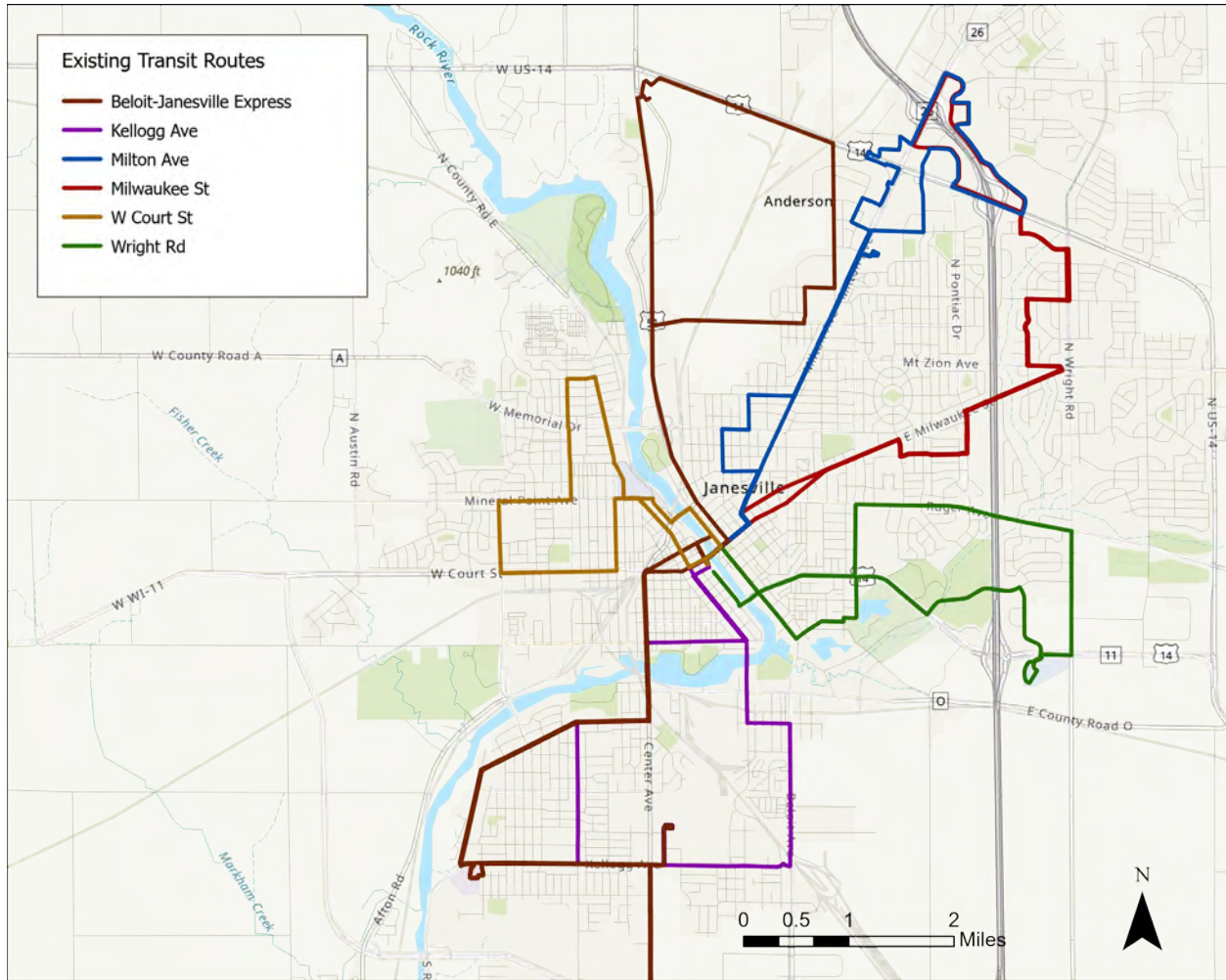
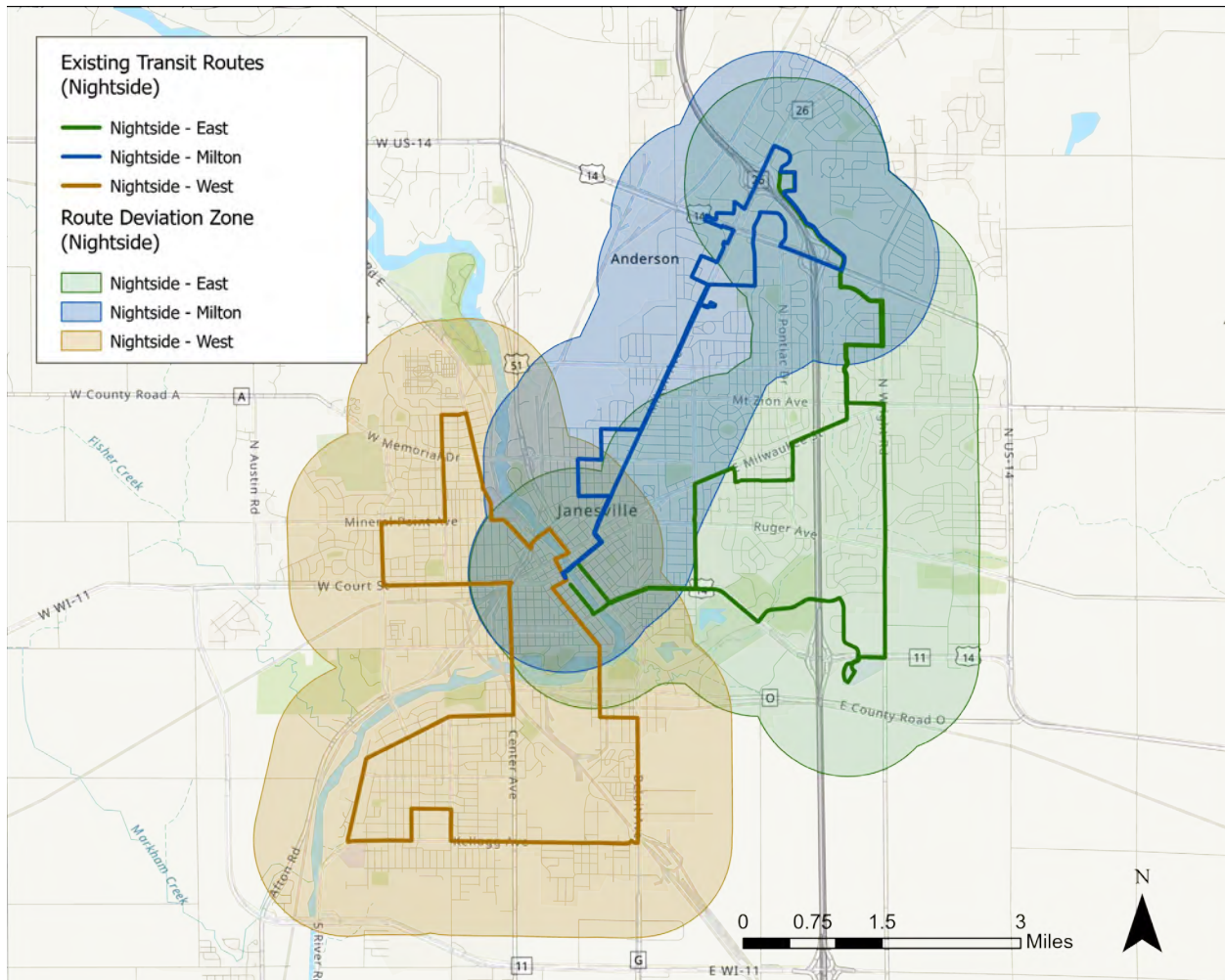


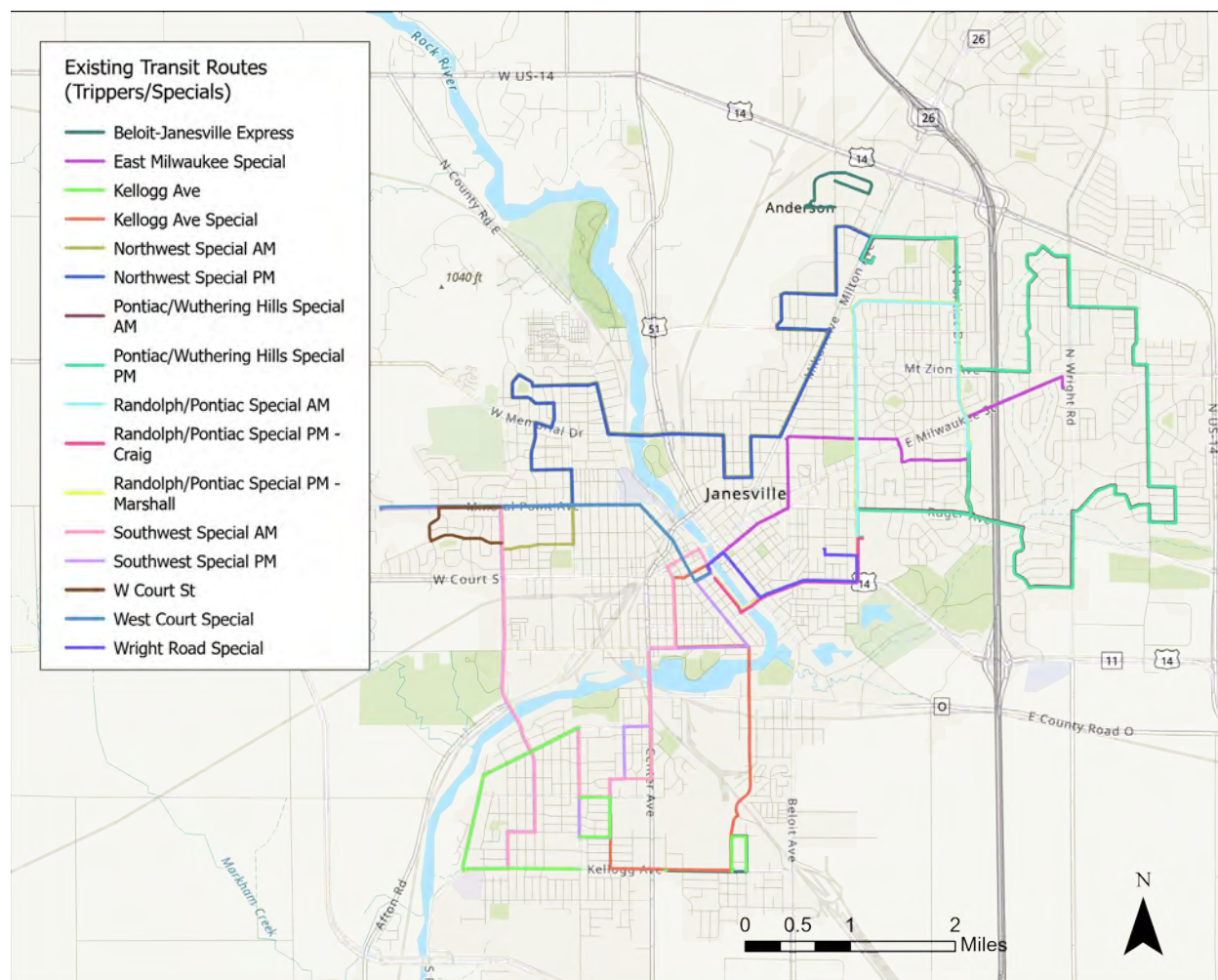
Figure 2. Existing Transit Routes (Nightside)

The BJE (Figure 3) is a fixed-route service that connects Beloit and Janesville residents and serves many parts of Janesville that other routes fail to cover. The BJE route connects the Beloit Transit System (BTS) Transfer Center to the JTS Transfer Center about 15 miles north. The BJE serves employment and education centers in and between Beloit and Janesville, creating a 40-minute commute between transfer centers. The BJE is a collaboration between BTS and JTS, using two heavy-duty buses on the route at a time – one from each system.

Additionally, JTS operates extra bus service – school trippers – to Janesville's middle and high schools during the school year with routes and times coordinated with the school schedule (Figure 4). JTS operates eight school tripper routes, most of which provide morning and afternoon service (three routes are afternoon-only, and one is morning-only). School tripper buses follow a published schedule, are open to the public, and charge JTS's regular fare.

Figure 3. Beloit-Janesville Express Route Map



Figure 4. Existing Transit Routes (Trippers/Specials)

Paratransit

JTS provides ADA complementary paratransit during the same hours as the fixed-route service. JTS contracts with Rock County Transit (RCT) to provide the paratransit service, which is an origin-to-destination, door-to-door service available only to certified riders. The JTS paratransit service area adheres to the $\frac{3}{4}$ -mile minimum distance from JTS fixed bus routes, including the BJE, as required by the ADA. JTS manages paratransit rider certification, but RCT manages all ride reservations. Reservations can be made by phone during business hours of 8:00 a.m. to 5:00 p.m. Monday through Friday, but no later than 4:30 p.m. the day before the requested ride. Same-day requests are not accepted, but seven-day-advance reservations are permitted.

Fares

In addition to cash fares, JTS offers monthly, 10-ride, and day passes (Table 2). Discounted fares are available for seniors, people with disabilities, and Medicare card holders on fixed-route bus services. JTS partners with the Janesville School District (JSD) to offer JSD students discounted tokens and

semester and summer passes. The paratransit fare is \$3.00 per ride, which is twice the cost of regular fare.

Table 2. Current JTS Fare Structure

| Service Type | Customer | Fare Type | Cost |
|---|---|----------------|----------------|
| Regular, Nightside, and School Tripper Routes | Age 5-64 | Cash Base Fare | \$1.50 |
| | | 10-Ride Pass | \$12.00 |
| | | Day Pass | \$4.00 |
| | Age 65+ or Disabled* | Base Fare | \$0.75 |
| | | 10-Ride Pass | \$7.50 |
| | | Day Pass | \$2.00 |
| | Janesville School Students | Youth Token | \$0.75 |
| | | Summer Pass | \$75.00 |
| | | Semester Pass | \$120.00 |
| | All Customers | Monthly Pass | \$52.00 |
| BJE: Between Janesville and Beloit | Age 5-64 | Cash Base Fare | \$3.50 |
| | | 10-Ride Pass | \$30.00 |
| | Age 65+ or Disabled* | Base Fare | \$1.75 |
| | | 10-Ride Pass | \$17.50 |
| | BJE: Janesville/Beloit to Blackhawk Technical College | Age 5-64 | Cash Base Fare |
| 10-Ride Pass | | | \$20.00 |
| Age 65+ or Disabled* | | Cash Base Fare | \$1.10 |
| | | 10-Ride Pass | \$11.25 |
| Paratransit | Certified | Base Fare | \$3.00 |

Fleet

Buses at JTS are in good mechanical condition and are replaced on a regular basis using federal funding through the FTA Section 5339 Bus and Bus Facilities grant program. The current fleet is shown in Table 3 (example vehicle shown in Figure 5).

Table 3. Fixed-Route Bus Fleet

| Bus No. | Year | Manufacturer | Model | Useful Life (Years) | Mileage | Age (Years) |
|---------|------|--------------|-----------------------------------|---------------------|---------|-------------|
| 445 | 2006 | New Flyer | D35LF (35' Low Floor Transit Bus) | 14 | 671,778 | 17 |
| 447 | 2006 | New Flyer | D35LF (35' Low Floor Transit Bus) | 14 | 699,382 | 17 |
| 3075 | 2011 | Ford | F450 (Service Truck) | 14 | 41,978 | 12 |
| 3076 | 2011 | Chevrolet | Traverse (SUV) | 8 | 110,753 | 12 |
| 3077 | 2018 | Chevrolet | Silverado K3500 (Pickup) | 14 | 23,732 | 5 |
| 3078 | 2019 | Dodge | Grand Caravan (Minivan) | 8 | 16,668 | 4 |
| 3079 | 2021 | River Forest | Starcraft (Small Bus) | 10 | 2,805 | 2 |
| 3080 | 2021 | River Forest | Starcraft (Small Bus) | 10 | 2,855 | 2 |
| 450 | 2019 | Gillig | 35' Low Floor Transit Bus | 14 | 104,859 | 4 |
| 451 | 2019 | Gillig | 35' Low Floor Transit Bus | 14 | 69,148 | 4 |
| 452 | 2019 | Gillig | 35' Low Floor Transit Bus | 14 | 72,635 | 4 |
| 453 | 2019 | Gillig | 35' Low Floor Transit Bus | 14 | 65,262 | 4 |
| 454 | 2019 | Gillig | 35' Low Floor Transit Bus | 14 | 71,148 | 4 |
| 455 | 2019 | Gillig | 35' Low Floor Transit Bus | 14 | 61,019 | 4 |
| 460 | 2020 | Gillig | 35' Low Floor Transit Bus | 14 | 101,893 | 3 |
| 461 | 2020 | Gillig | 35' Low Floor Transit Bus | 14 | 100,952 | 3 |
| 462 | 2020 | Gillig | 35' Low Floor Transit Bus | 14 | 106,092 | 3 |
| 463 | 2020 | Gillig | 35' Low Floor Transit Bus | 14 | 118,170 | 3 |
| 464 | 2020 | Gillig | 35' Low Floor Transit Bus | 14 | 102,254 | 3 |
| 465 | 2020 | Gillig | 35' Low Floor Transit Bus | 14 | 106,636 | 3 |
| 466 | 2020 | Gillig | 35' Low Floor Transit Bus | 14 | 101,467 | 3 |
| 467 | 2020 | Gillig | 35' Low Floor Transit Bus | 14 | 102,073 | 3 |
| 468 | 2020 | Gillig | 35' Low Floor Transit Bus | 14 | 104,070 | 3 |
| 470 | 2022 | Gillig | 35' Low Floor Transit Bus | 14 | 28,541 | 1 |
| 471 | 2022 | Gillig | 35' Low Floor Transit Bus | 14 | 18,791 | 1 |

Note: Useful life shown is based on FTA Useful Life Benchmarks dated November 2021, available at the following link: <https://www.transit.dot.gov/sites/fta.dot.gov/files/2021-11/TAM-ULB-CheatSheet.pdf>.

Fixed-route buses purchased with federal funds are generally eligible for replacement at 12 years or 500,000 miles.

Figure 5. Janesville Transit System Fixed-Route Vehicle



Facilities

JTS is headquartered at the agency’s Transit Services Center (Figure 6) which is located at 101 Black Bridge Road. The 43,200 square foot building includes administrative offices, driver break area, and dedicated storage bays for buses, as well as five maintenance bays . The facility can store 18 buses under roof, not including buses in the five maintenance bays, and the building is designed to be economically expanded to house up to an additional 10 buses to allow JTS to grow with City and regional transportation needs over the coming decades.

Figure 6. JTS Transit Services Center



In addition to its administrative and bus storage facility, JTS maintains a staffed, downtown transfer center at 123 S. River Street (Figure 7) that provides connectivity, convenience, and comfort to riders. The downtown location is close to many businesses and places of interest such as the Rock County Courthouse or the Hedberg Public Library. The JTS Transfer Center has comfortable benches, covered loading bays for all buses, a climate controlled waiting room, vending machines, and restroom facilities.

At the time of the TDP, the JTS Transfer Center was currently undergoing renovations scheduled to for completion in late 2022. Improvements include roofing, renovation of the customer service and passenger waiting areas, restroom updates, and mechanical upgrades.

Figure 7. JTS Downtown Transfer Center



System Performance

Five-Year Performance Summary

In order to assess systemwide performance over time, the following section utilizes data from the National Transit Database (NTD) to report annual operating statistics and performance measures for JTS' fixed-route bus system. These measures are reported for the most recent available five-year period (2016 to 2020). Data for year 2020 includes the impact of the COVID-19 pandemic and is reported separately from the average change from 2016 to 2019.

Table 4 shows JTS fixed-route operating statistics from 2016 to 2020. From 2016 to 2019, ridership on JTS' fixed-route bus system decreased by an average 1.25 percent per year, to a total of 455,317 in 2019. Operating expenses increased by an average of 1.88 percent per year to a total of \$3.47 million in 2019.

From 2019 to 2020, ridership decreased by approximately 40.6 percent, reflecting the significant impact of pandemic-related travel disruptions, including prioritizing transit for essential trips. This

decline was consistent with state and national trends. Revenue hours and operating expenses also decreased in 2020, by 1.39 percent and 1.56 percent, respectively.

Table 4. Fixed-Route Bus Operating Statistics, 2016-2020

| Operating Statistic | 2016 | 2017 | 2018 | 2019 | 2020 | Annual Rate of Change (2016-2019) | Percent Change (2019-2020) |
|-------------------------|-----------|-----------|-----------|-----------|-----------|-----------------------------------|----------------------------|
| Revenue Hours | 28,979 | 28,899 | 28,976 | 28,903 | 28,500 | -6.56% | -1.39% |
| Passenger Trips | 478,812 | 488,726 | 523,829 | 455,317 | 270,399 | -1.25% | -40.61% |
| Operating Expenses | \$3.22m | \$3.37m | \$3.48m | \$3.47m | \$3.41m | 1.88% | -1.65% |
| Passenger Revenue | \$509,726 | \$485,956 | \$481,629 | \$480,055 | \$345,915 | -1.49% | -27.94% |
| Service Area Population | 69,658 | 69,658 | 69,658 | 69,658 | 69,658 | 0.00% | 0.00% |

Source: National Transit Database, 2016-2020.

Table 5 shows performance measures for JTS from 2016 to 2020. These measures are calculated based on the operating statistics reported in Table 4 and are consistent with performance measures reported in WisDOT's Five-Year Transit Management Performance Review process. In order to separate multi-year trends from the impact of the COVID-19 pandemic, results are summarized using an annual average rate of change (for 2016 through 2019 only) and a single-year percent change for 2020.

Table 5. Fixed-Route Bus Performance Measures, 2016-2020

| Performance Measure | 2016 | 2017 | 2018 | 2019 | 2020 | Annual Rate of Change (2016-2019) | Percent Change (2019-2020) |
|--------------------------------------|----------|----------|----------|----------|----------|-----------------------------------|----------------------------|
| Operating Expense Per Passenger Trip | \$6.73 | \$6.89 | \$6.65 | \$7.62 | \$12.62 | 3.17% | 65.61% |
| Operating Expense Per Revenue Hour | \$111.14 | \$116.53 | \$120.18 | \$120.07 | \$119.76 | 1.95% | -0.26% |
| Passenger Trips Per Revenue Hour | 16.52 | 16.91 | 18.08 | 15.75 | 9.49 | -1.19% | -39.77% |
| Passenger Trips Per Capita | 6.87 | 7.02 | 7.52 | 6.54 | 3.88 | -1.25% | -40.61% |
| Revenue | 0.42 | 0.41 | 0.42 | 0.41 | 0.41 | -0.07% | -1.39% |

| Performance Measure | 2016 | 2017 | 2018 | 2019 | 2020 | Annual Rate of Change (2016-2019) | Percent Change (2019-2020) |
|---------------------------------|--------|--------|--------|--------|---------|-----------------------------------|----------------------------|
| Hours Per Capita | | | | | | | |
| Average Fare Per Passenger Trip | \$1.06 | \$0.99 | \$0.92 | \$1.05 | \$1.28 | -0.24% | 21.34% |
| Operating Ratio | 0.16 | 0.14 | 0.14 | 0.14 | 0.10 | -3.31% | -26.73% |
| Subsidy Per Passenger Trip | \$5.66 | \$5.90 | \$5.73 | \$6.57 | \$11.34 | 3.78% | 72.71% |

Source: National Transit Database, 2016-2020.

Peer Comparison

Summaries of JTS' 2020 performance relative to state and national peers are shown in Figure 8 and Figure 9, respectively. Performance measures are consistent with those used in WisDOT's Management Performance Review (MPR) process and are based on data submitted to the National Transit Database (NTD). For a more detailed visualization of performance relative to peers, refer to Appendix A.

Relative to Wisconsin peers, JTS performed better than average in five of eight performance measures in 2020, including operating expense per passenger trip, passenger trips per revenue hour, average fare per passenger trip, operating ratio, and subsidy per trip. Relative to national peers, JTS performed better than average in seven of eight performance measures, including the five measures above, as well as passenger trips per capita and revenue hours per capita. These results indicate that JTS is performing well for a system of its size and operating environment, especially given the significant disruptions to transportation and transit brought by the COVID-19 pandemic.

Figure 8. Peer Performance Summary: Wisconsin Peers

| Wisconsin Peer Summary Performance Measures | | | | | | | | |
|---|--------------------------------------|------------------------------------|----------------------------------|----------------------------|----------------------------|---------------------------------|---------------------|----------------------------|
| Agency | Operating Expense per Passenger Trip | Operating Expense per Revenue Hour | Passenger Trips per Revenue Hour | Passenger Trips per Capita | Revenue Hours per Capita | Average Fare per Passenger Trip | Operating Ratio | Subsidy per Passenger Trip |
| Wausau | \$12.14 | \$125.99 | 10.38 | 6.48 | 0.62 | \$0.48 | 3.93% | \$11.66 |
| Sheboygan | \$9.81 | \$84.92 | 8.65 | 6.58 | 0.76 | \$0.80 | 8.13% | \$9.02 |
| Racine | \$13.14 | \$98.44 | 7.49 | 6.08 | 0.81 | \$0.71 | 5.43% | \$12.42 |
| Oshkosh | \$9.11 | \$91.01 | 9.99 | 7.06 | 0.71 | \$1.81 | 19.91% | \$7.29 |
| La Crosse | \$9.83 | \$87.99 | 8.95 | 7.90 | 0.88 | \$0.47 | 4.79% | \$9.36 |
| Kenosha | \$8.60 | \$98.36 | 11.43 | 8.02 | 0.70 | \$1.76 | 20.40% | \$6.85 |
| Janesville | \$12.84 | \$117.10 | 9.12 | 4.25 | 0.47 | \$1.35 | 10.48% | \$11.49 |
| Fond du Lac | \$15.70 | \$90.69 | 5.78 | 2.10 | 0.36 | \$1.84 | 11.73% | \$13.86 |
| Eau Claire | \$11.06 | \$88.44 | 8.00 | 6.15 | 0.77 | \$1.36 | 12.32% | \$9.69 |
| Beloit | \$42.02 | \$117.37 | 2.79 | 1.36 | 0.49 | \$1.37 | 3.26% | \$40.65 |
| Average | \$14.42 | \$100.03 | 8.26 | 5.60 | 0.66 | \$1.19 | 10.04% | \$13.23 |
| Standard Deviation | \$9.43 | \$13.95 | 2.36 | 2.18 | 0.16 | \$0.51 | 5.90% | \$9.38 |
| Acceptable Range | \$23.85 | \$113.99 | 5.90 | 3.42 | 0.50 | \$0.68 | 4.13% | \$22.61 |
| | Better than average | Outside satisfactory range | Better than average | Within satisfactory range | Outside satisfactory range | Better than average | Better than average | Better than average |

Figure 10. Peer Performance Summary: National Peers

| National Peer Summary Performance Measures | | | | | | | | |
|--|--------------------------------------|------------------------------------|----------------------------------|----------------------------|--------------------------|---------------------------------|---------------------|----------------------------|
| Agency | Operating Expense per Passenger Trip | Operating Expense per Revenue Hour | Passenger Trips per Revenue Hour | Passenger Trips per Capita | Revenue Hours per Capita | Average Fare per Passenger Trip | Operating Ratio | Subsidy per Passenger Trip |
| Battle Creek, MI | \$12.36 | \$116.00 | 9.38 | 4.32 | 0.46 | \$0.66 | 5.30% | \$11.71 |
| Dubuque, IA | \$9.77 | \$67.15 | 6.87 | 6.43 | 0.94 | \$1.17 | 11.94% | \$8.61 |
| Greeley, CO | \$14.20 | \$116.19 | 8.18 | 3.11 | 0.38 | \$0.52 | 3.64% | \$13.68 |
| Janesville | \$12.84 | \$117.10 | 9.12 | 4.25 | 0.47 | \$1.35 | 10.48% | \$11.49 |
| Lawton, OK | \$8.71 | \$56.90 | 6.53 | 3.61 | 0.55 | \$1.10 | 12.66% | \$7.61 |
| Lima, OH | \$16.41 | \$103.92 | 6.33 | 1.83 | 0.29 | \$1.28 | 7.80% | \$15.13 |
| Middletown, OH | \$9.45 | \$72.88 | 7.71 | 2.43 | 0.32 | \$0.29 | 3.10% | \$9.16 |
| Muskegon Heights, MI | \$12.43 | \$120.55 | 9.70 | 1.81 | 0.19 | \$0.53 | 4.28% | \$11.90 |
| Waterloo, IA | \$24.17 | \$155.97 | 6.45 | 3.35 | 0.52 | \$1.24 | 5.13% | \$22.93 |
| Average | \$13.37 | \$102.96 | 7.81 | 3.46 | 0.46 | \$0.90 | 7.15% | \$12.47 |
| Standard Deviation | \$4.46 | \$29.77 | 1.27 | 1.37 | 0.20 | \$0.38 | 3.48% | \$4.34 |
| Acceptable Range | \$17.83 | \$132.73 | 6.54 | 2.09 | 0.25 | \$0.53 | 3.66% | \$16.81 |
| | Better than average | Within satisfactory range | Better than average | Better than average | Better than average | Better than average | Better than average | Better than average |

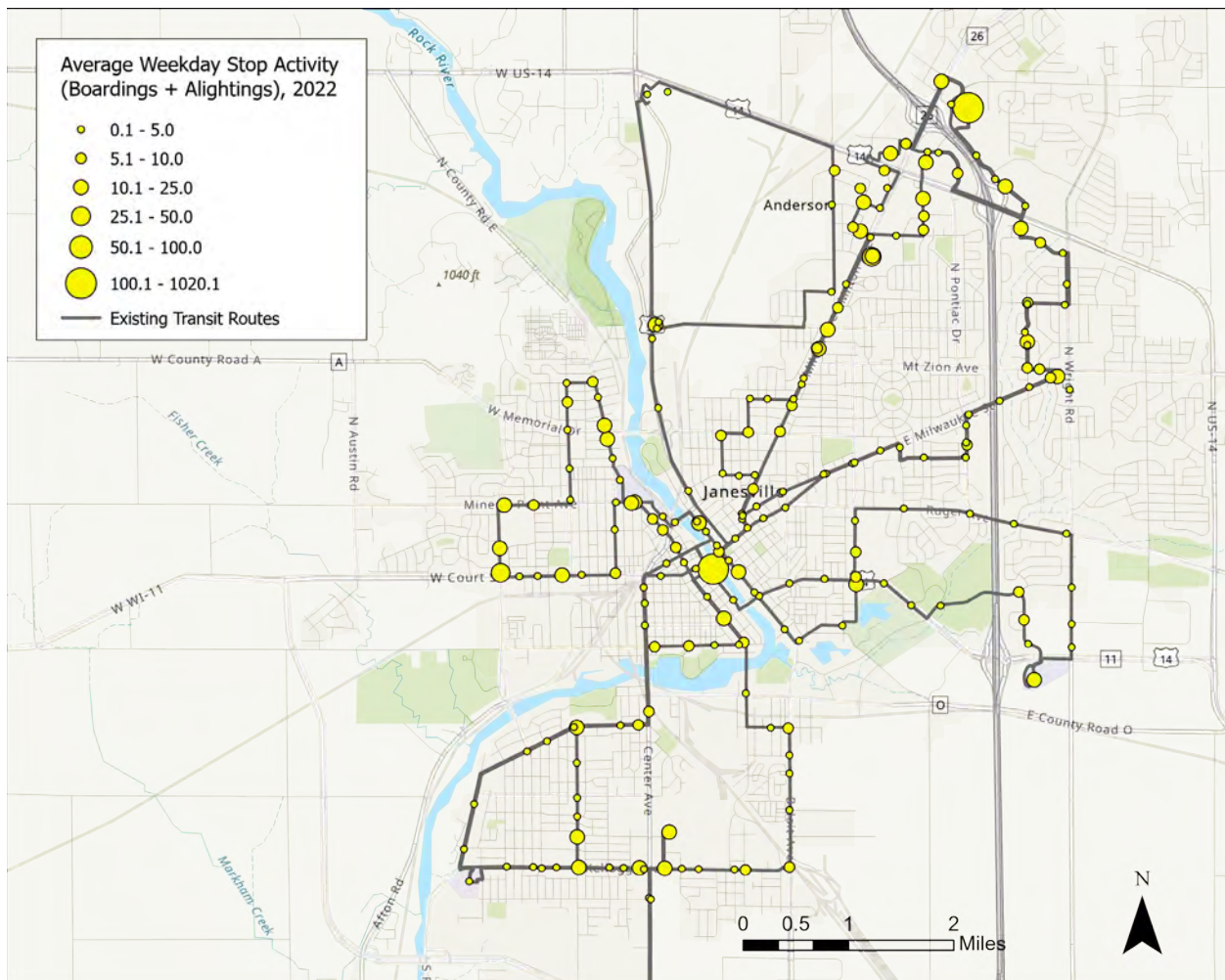
2022 System Performance

To inform the TDP process, JTS collected detailed ridership information on recent transit trips, including annual route-level ridership for 2021 and a detailed stop-level sample from May 23 to June 4, 2022. This two-week sample includes school tripper ridership and reflects typical JTS ridership patterns throughout the year.

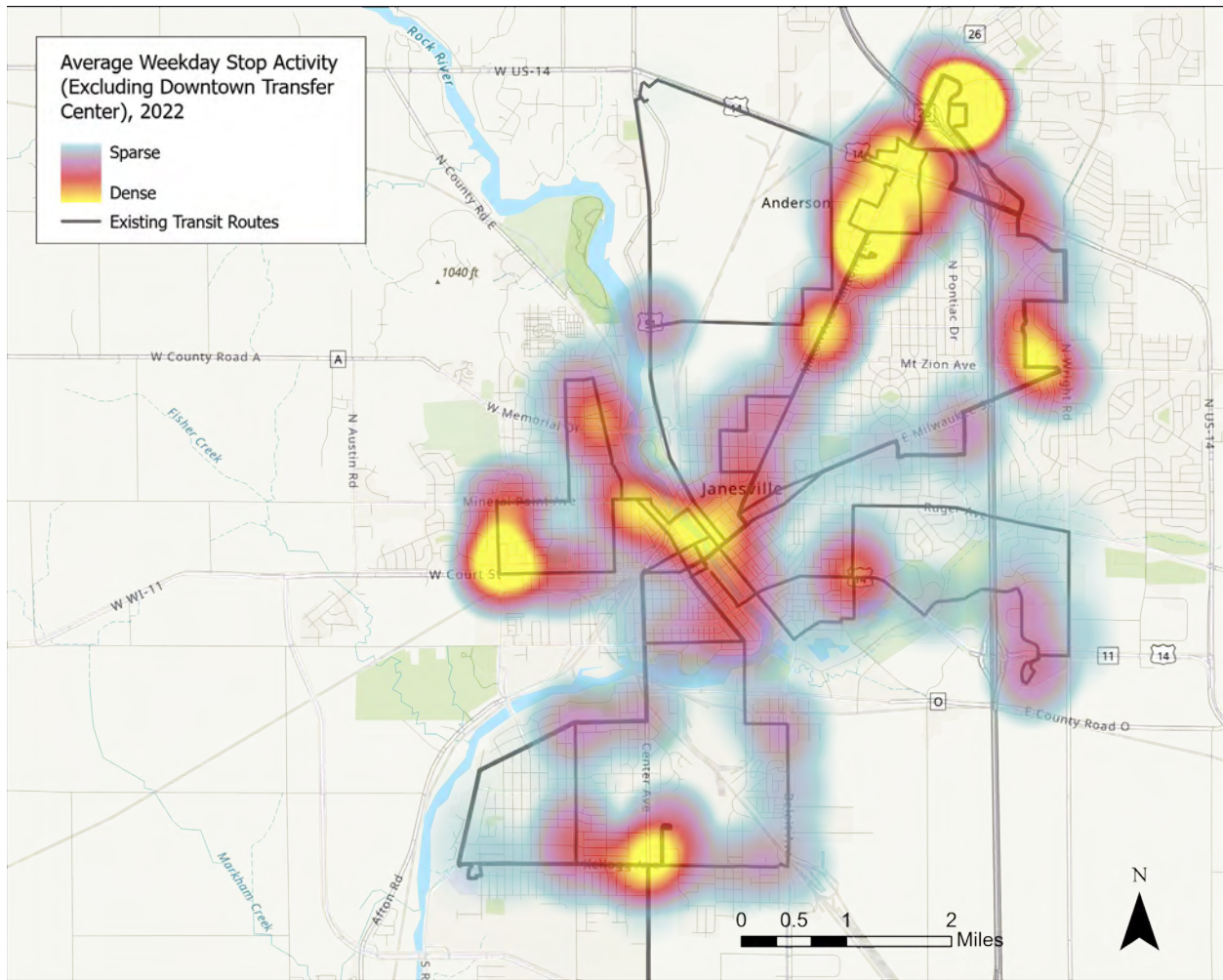
Systemwide Ridership Patterns

Figure 11 shows JTS' 2022 systemwide ridership by stop. Average weekday ridership in 2022 was 1,182 passengers per day, excluding tripper and special routes. Major destinations include the Downtown Transfer Center, the Rock County Job Center, Walmart, and the Milton Avenue commercial corridor; these locations also show up as major activity centers in the heatmap shown in Figure 12.

Figure 11. 2022 Average Weekday Ridership by Stop



Source: JTS ridership sample, May 23-June 4, 2022.

Figure 12. Systemwide Ridership Heatmap (2022)

Source: JTS ridership sample, May 23-June 4, 2022.

Performance by Route

Figure 13, Figure 14, and Figure 15 are charts showing average weekday ridership and productivity by route in 2021. The Milton Avenue route had by far the highest total ridership (339 passengers per weekday) and productivity (28.3 passengers per revenue hour) of all JTS routes. The BJE had the lowest ridership and productivity of all daytime routes, while Nightside routes averaged between five and eight passengers per revenue hour.

Figure 13. Average Weekday Ridership by Route, 2021

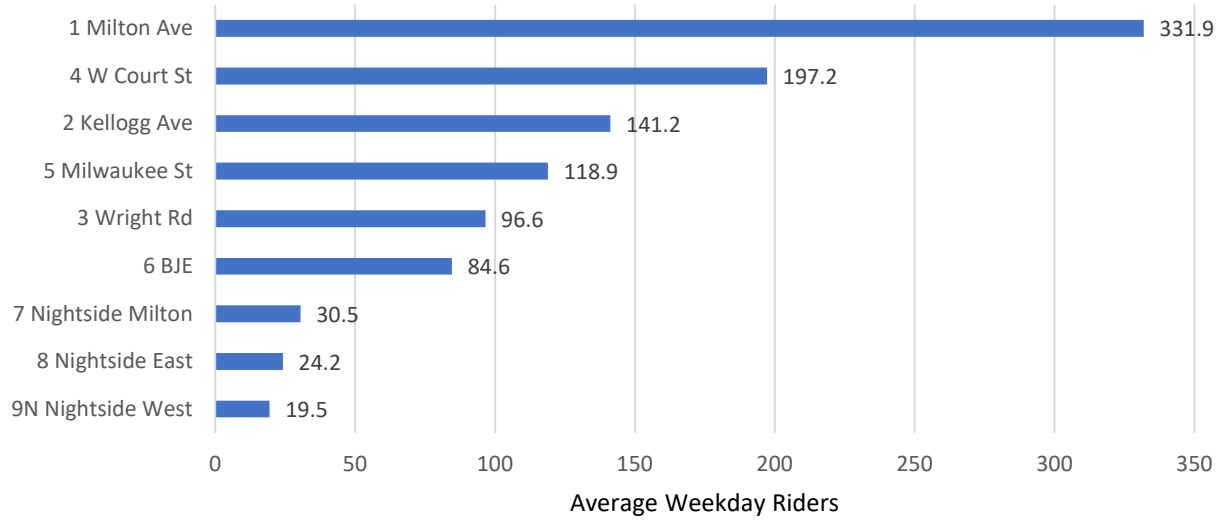


Figure 14. Weekday Productivity by Route (Daytime Routes), 2021

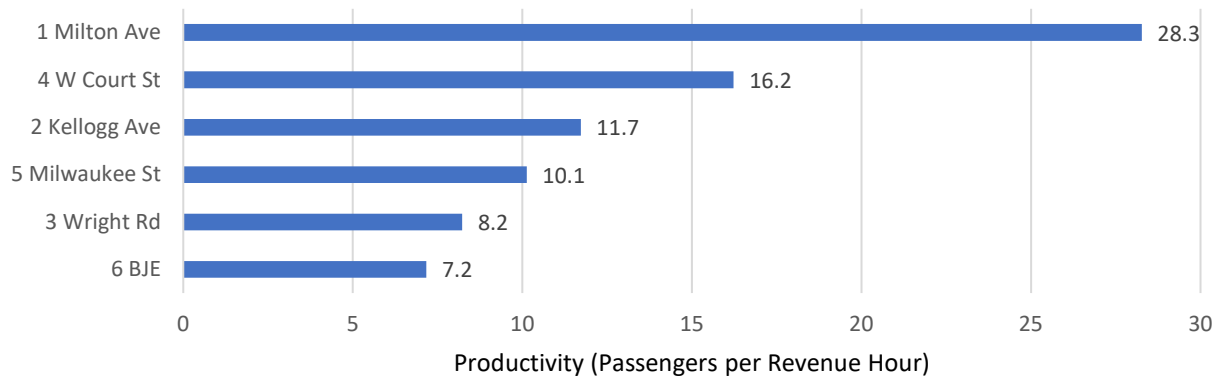
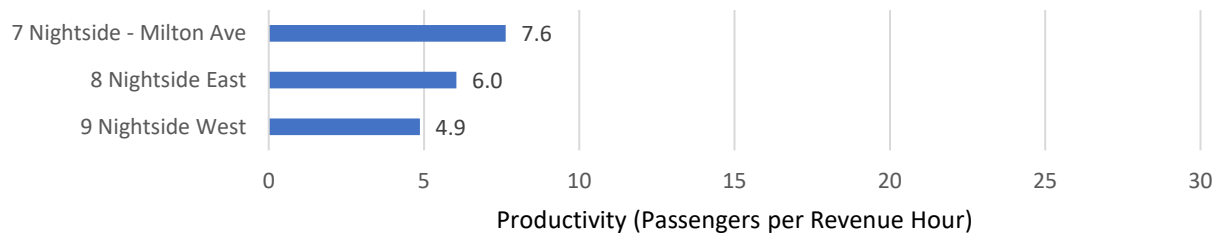


Figure 15. Weekday Productivity by Route (Nightside Routes), 2021

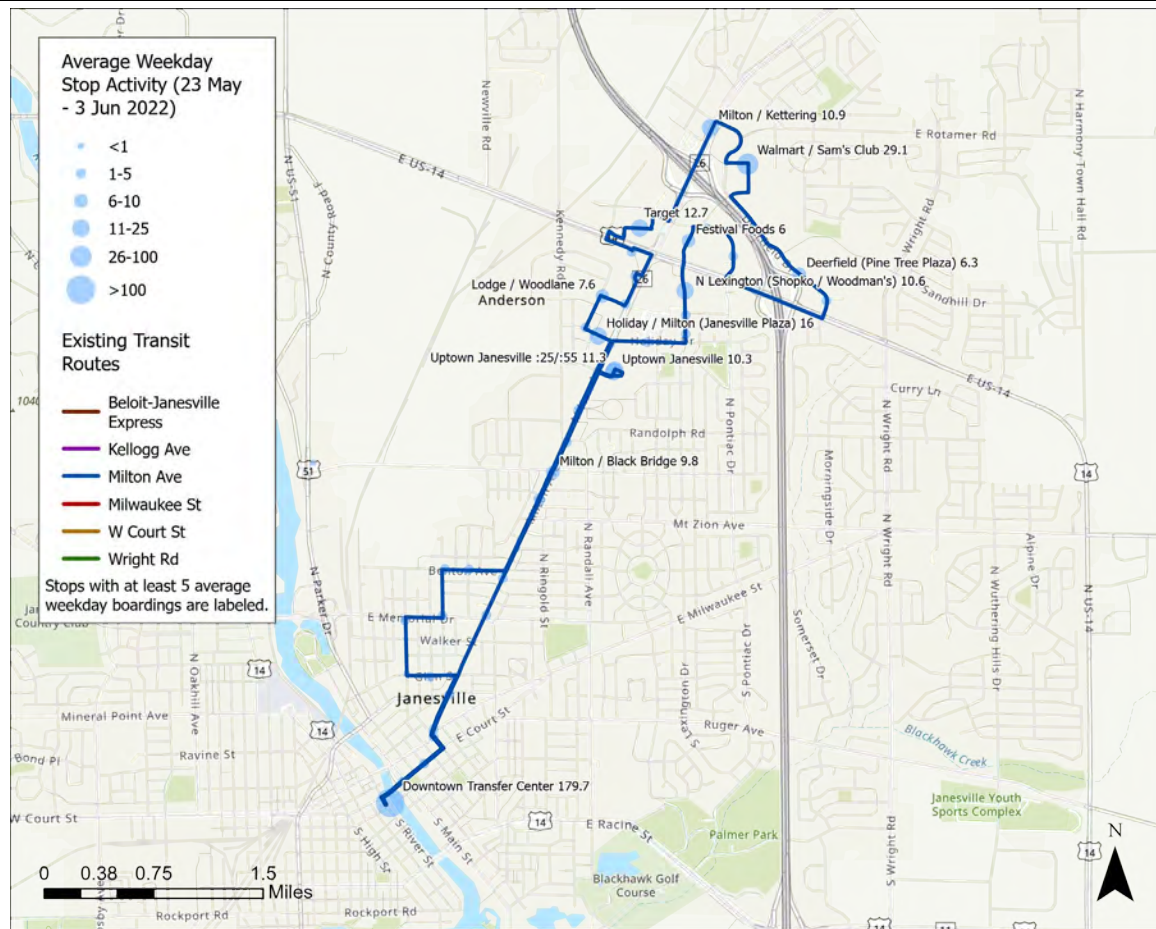


Stop Utilization by Route

Table 6 shows a map of 2022 ridership by stop for each route, as well as a list of each route’s top ridership destinations. Ridership reflects average weekday boardings and alightings by route at each stop as collected in JTS’ ridership sample, conducted May 23-June 4, 2022.

Table 6. Stop Utilization by Route (2022)

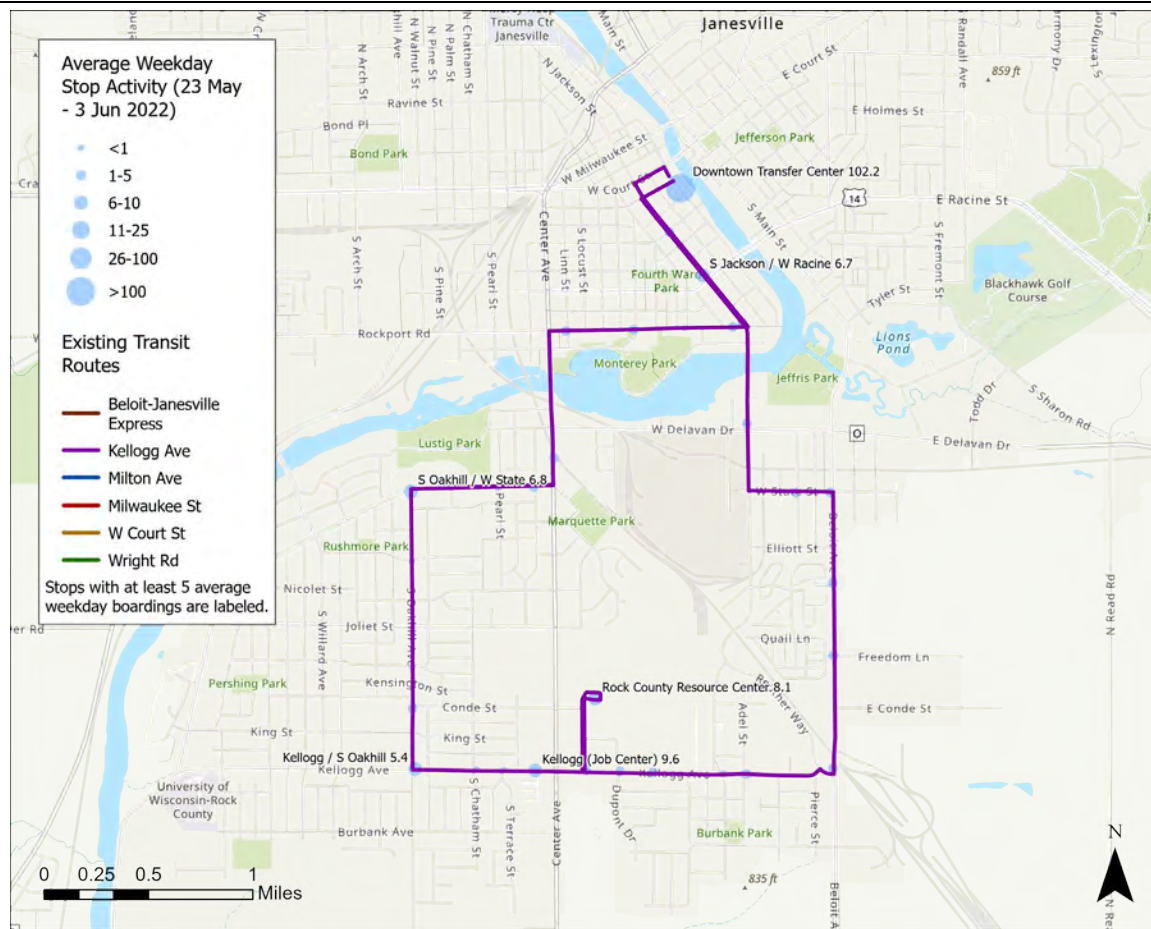
Route 1: Milton Avenue



Key Destinations

- Downtown Transfer Center: 179.7 boardings per day
- Walmart/Sam’s Club: 29.1 boardings per day
- Holiday/Milton: 16 boardings per day
- Target: 12.7 boardings per day
- Uptown Janesville: 11.3 boardings per day
- Milton/Kettering: 10.9 boardings per day
- Woodman’s: 10.6 boardings per day

Route 2: Kellogg Avenue

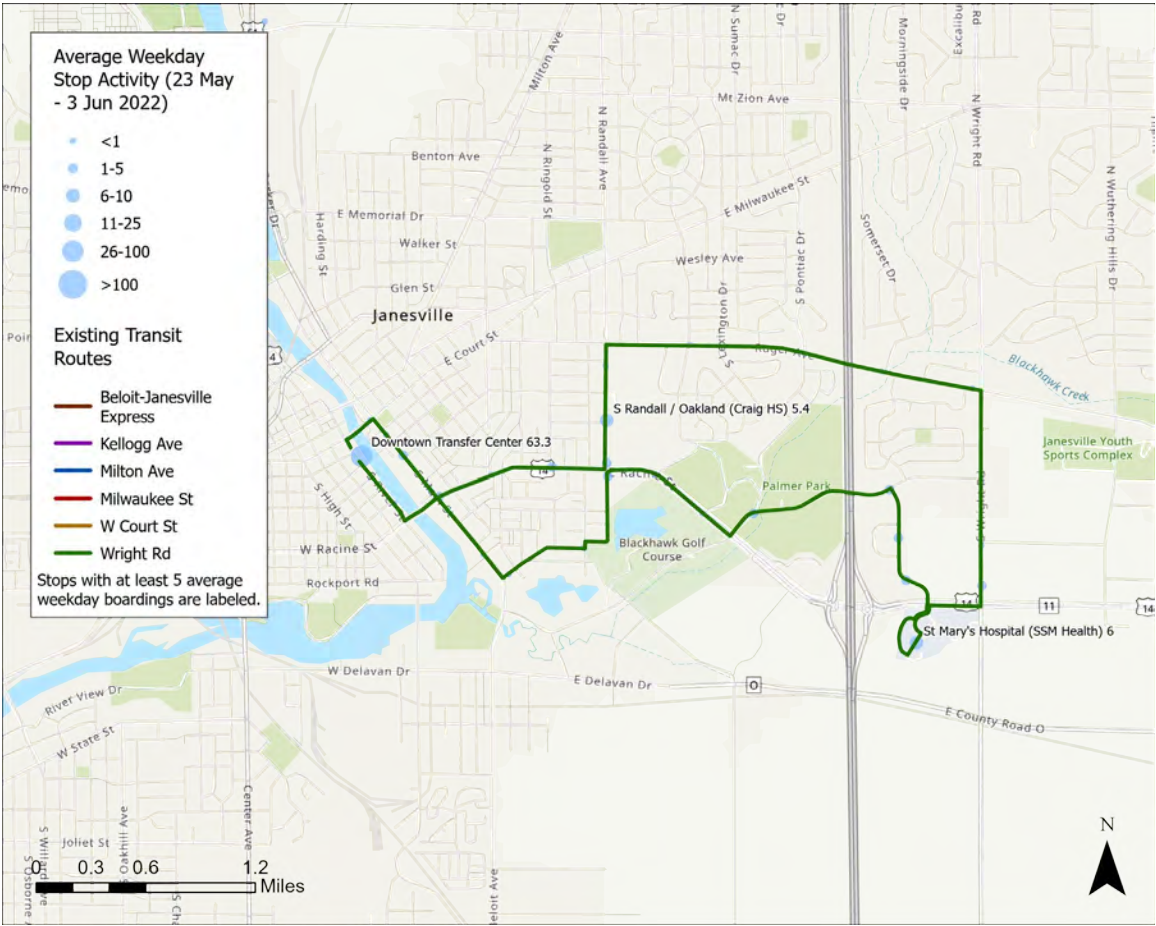


Key Destinations

- Downtown Transfer Center: 102.2 boardings per day
- Kellogg (Job Center): 9.6 boardings per day
- Rock County Resource Center: 8.1 boardings per day
- S. Oakhill/W. State: 6.8 boardings per day
- S. Jackson/W. Racine: 5.4 boardings per day

Route 3: Wright Road

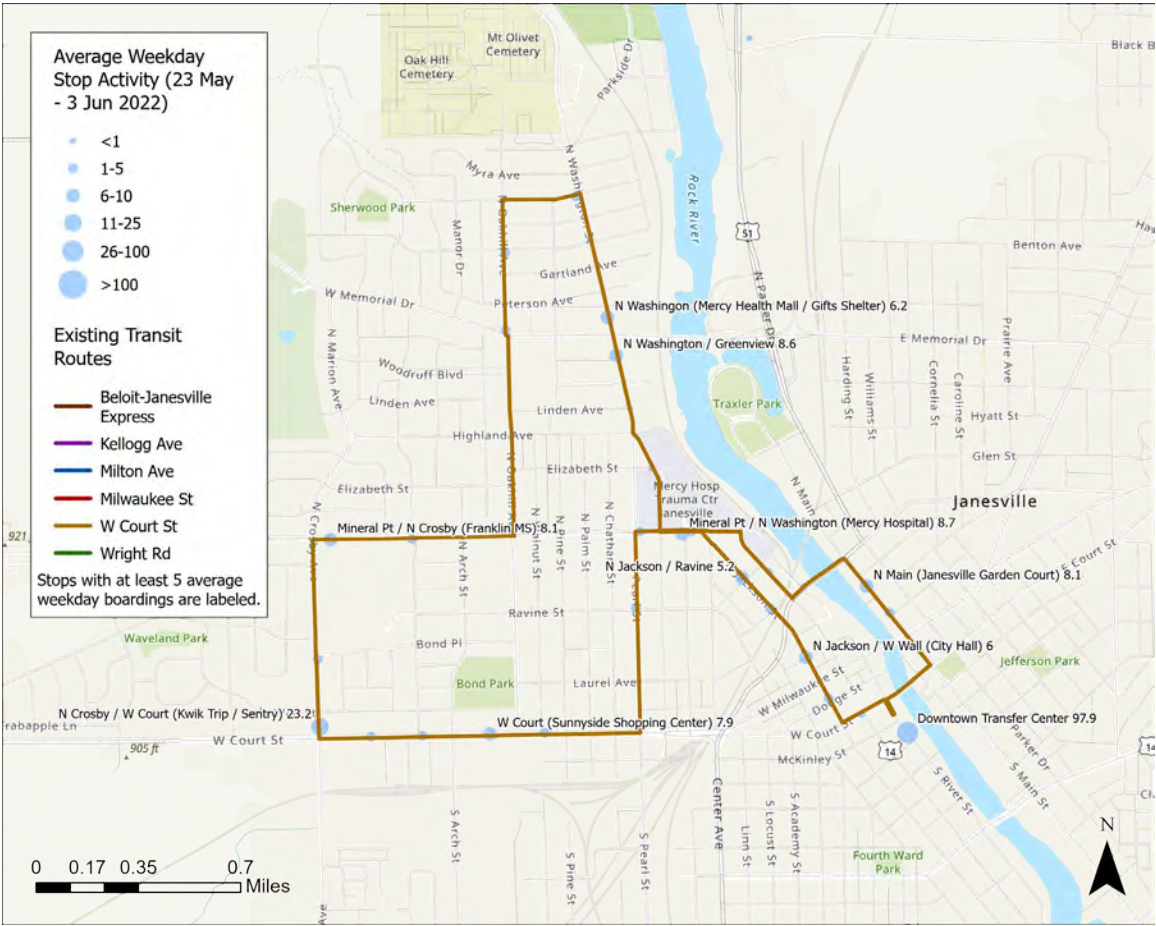
Key Destinations



- Downtown Transfer Center: 63.3 boardings per day
- St. Mary's Hospital (SSM Health): 6 boardings per day
- S. Randall/Oakland (Craig HS): 5.4 boardings per day

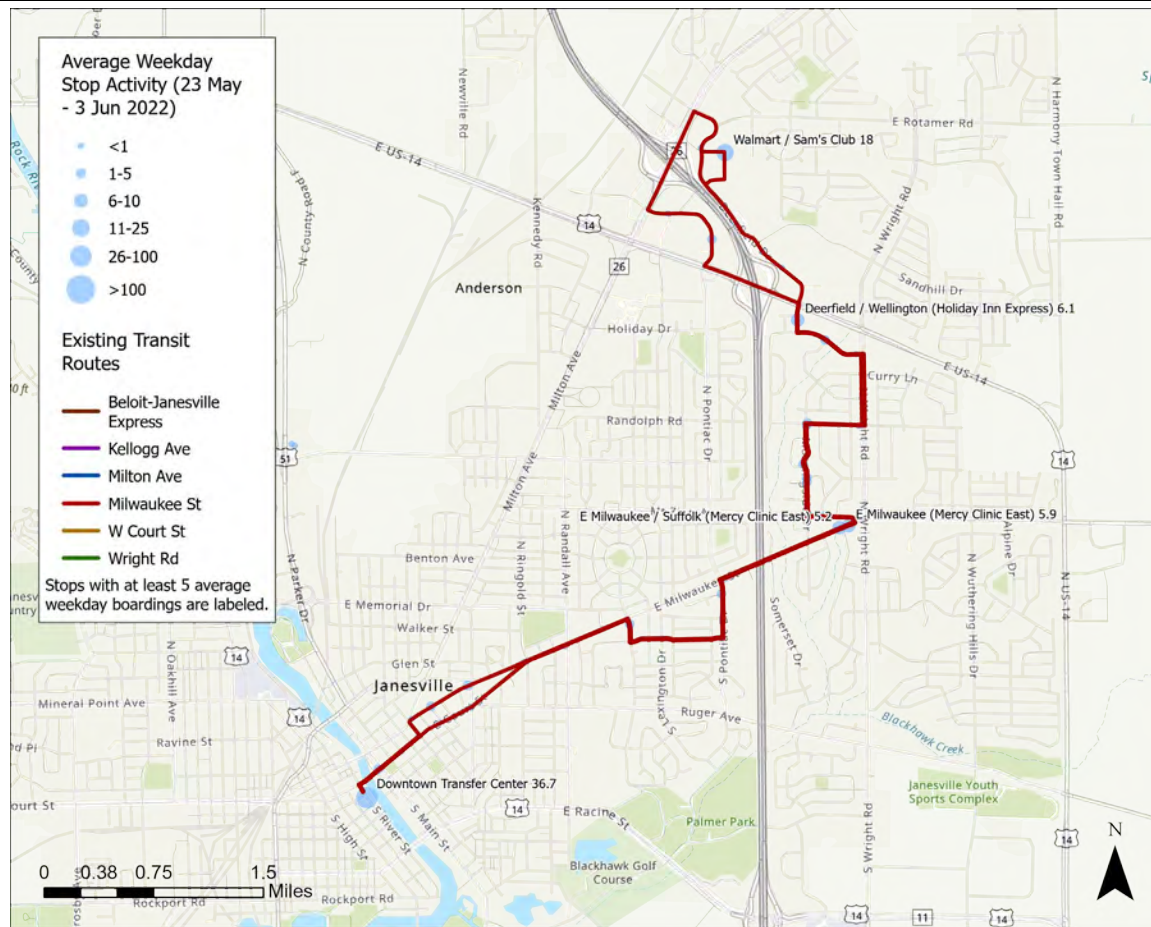
Route 4: W Court Street

Key Destinations



- Downtown Transfer Center: 97.9 boardings per day
- N. Crosby/W. Court (Kwik Trip/Sentry): 23.2 boardings per day
- Mineral Pt./N. Washington (Mercy Hospital): 8.7 boardings per day
- N. Washington/ Greenview: 8.6 boardings per day
- Mineral Pt./N. Crosby (Franklin MS): 8.1 boardings per day
- N. Main (Janesville Garden Court): 7.8 boardings per day

Route 5: Milwaukee Street

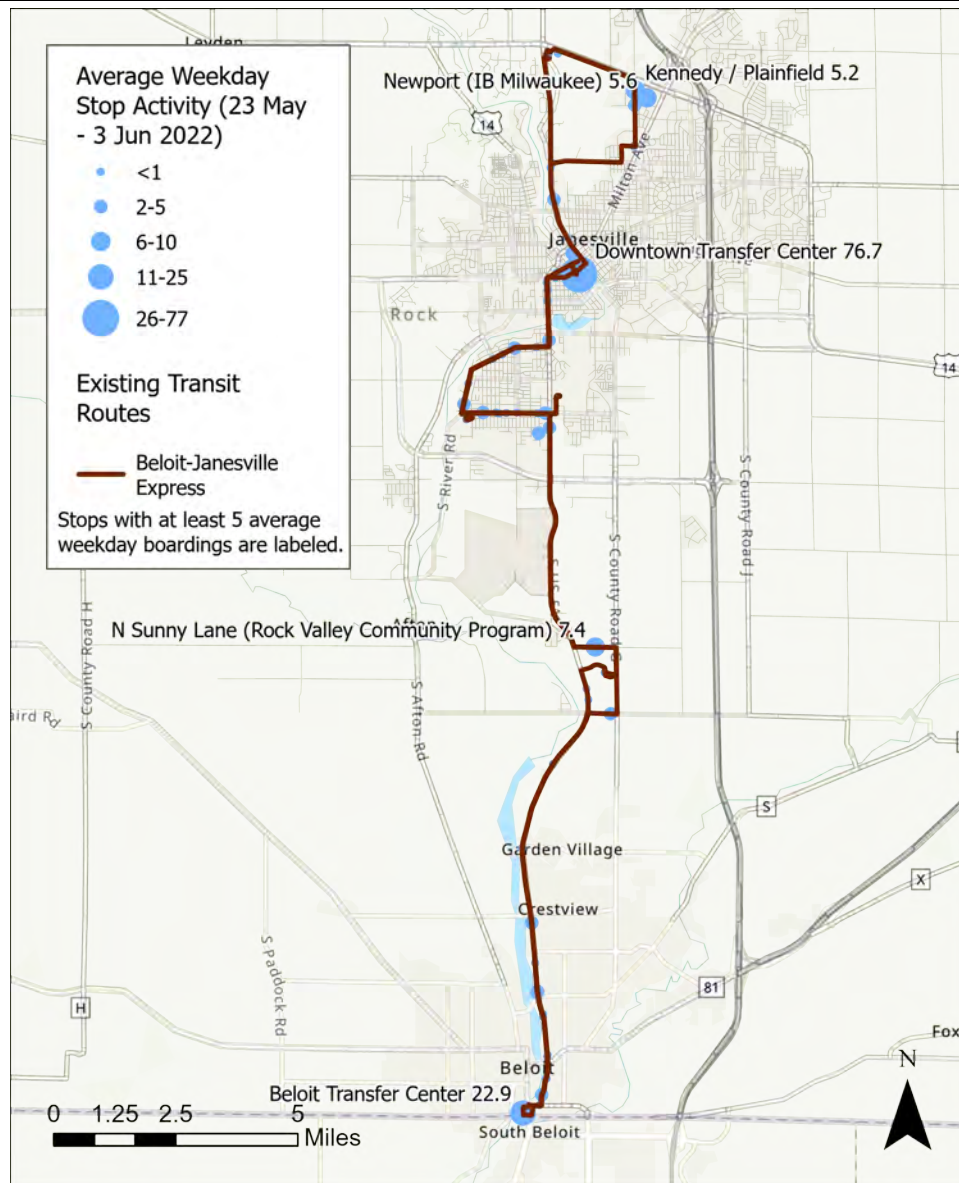


Key Destinations

- Downtown Transfer Center: 36.7 boardings per day
- Walmart/Sam's Club: 18 boardings per day
- Deerfield/ Wellington (Holiday Inn Express): 6.1 boardings per day
- E. Milwaukee (Mercy Clinic East): 5.9 boardings per day
- E. Milwaukee/ Suffolk (Mercy Clinic East): 5.2 boardings per day

Route 6: BJE

Key Destinations



- Downtown Transfer Center: 76.7 boardings per day
- Beloit Transfer Center: 22.9 boardings per day
- Rock Valley Community Program: 7.4 boardings per day
- Industries for the Blind and Visually Impaired (IBVI): 5.6 boardings per day
- KANDU Industries: 5.2 boardings per day

Note: Data shown represent ridership on JTS-operated trips only. Trips operated by Beloit Transit System contribute additional ridership. For more detailed evaluation, see the BJE section starting on page 43.

Community Demographics

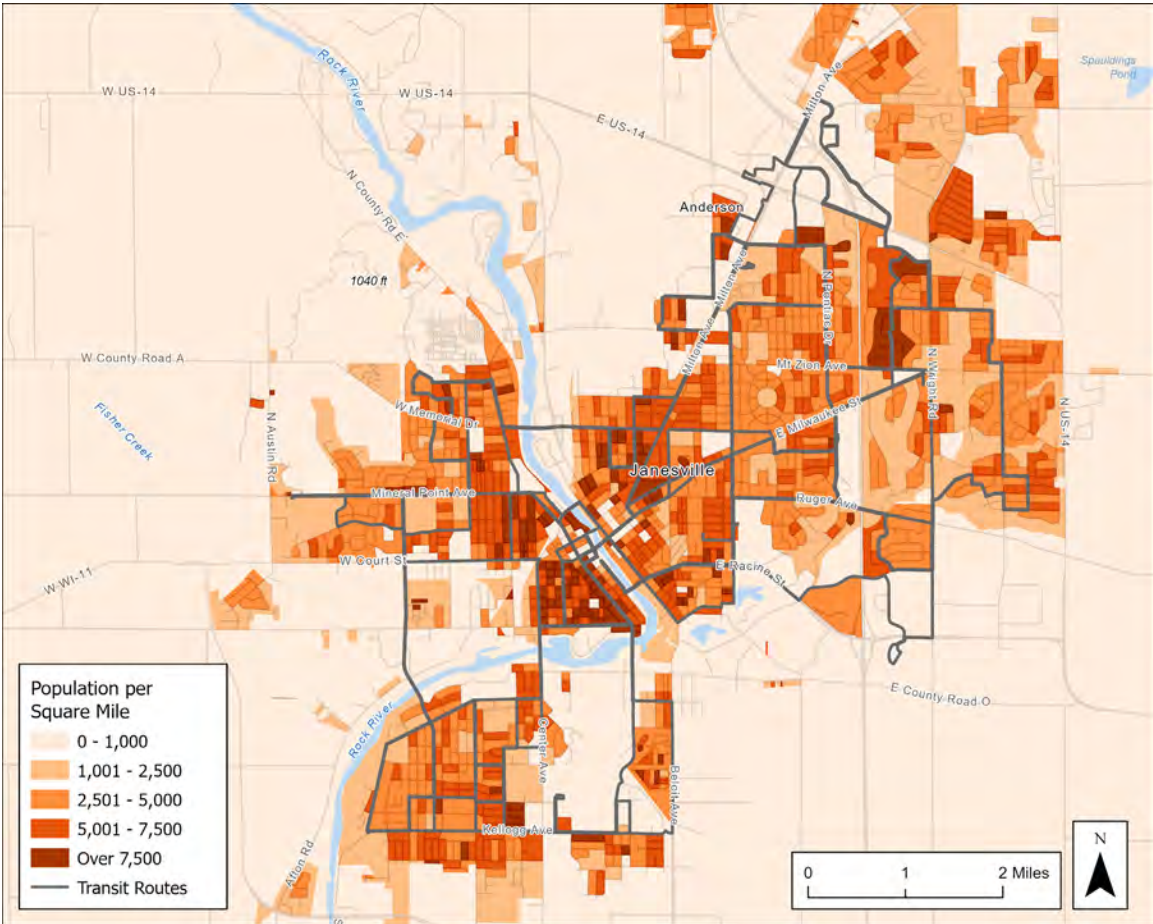
When developing transit routes and services, it is important to determine where the highest concentrations of potential transit customers are located.

Key demographic factors that influence transit demand include population density, income and poverty status, vehicle ownership, and race and ethnicity. In general, transit ridership is higher where there is greater population density. People with lower incomes are more likely to ride public transit, as are those whose households do not have access to a vehicle. Additionally, it is critical to consider racial equity in the allocation of transit service; examining the presence of transit routes in and near communities of color can determine whether service is being equitably provided.

Population Density

Population density is highest in areas near downtown Janesville and along major travel corridors, as shown in Figure 16. Most areas of high population density are served by existing transit routes.

Figure 16. Janesville - Population Density

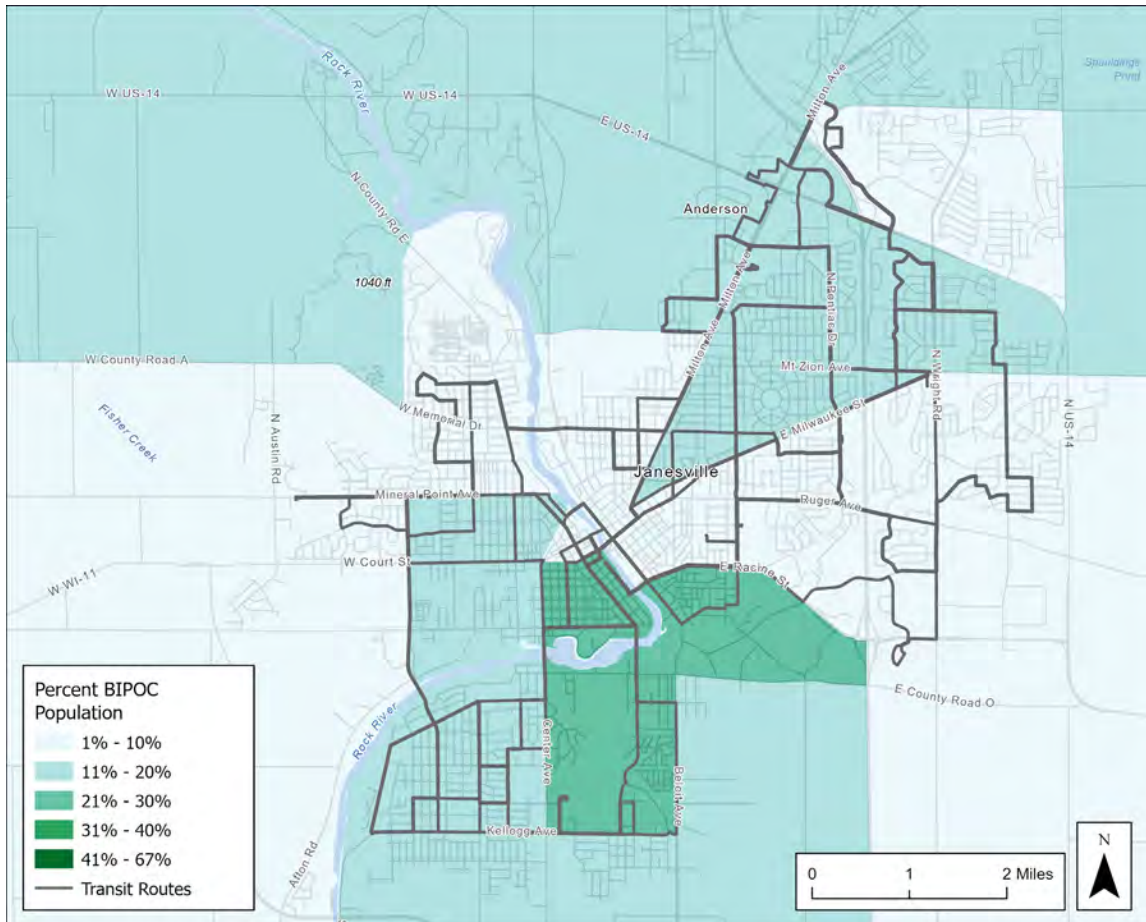


Source: American Community Survey 2016-2020 Five-Year Estimates by block.

Race and Ethnicity

Figure 17 shows patterns of race and ethnicity across Janesville. These patterns are characterized by more diverse neighborhoods south and southeast of downtown, where Black, Indigenous, and people of color (BIPOC communities) comprise more than 20 percent of the overall population.

Figure 17. Janesville – BIPOC Communities

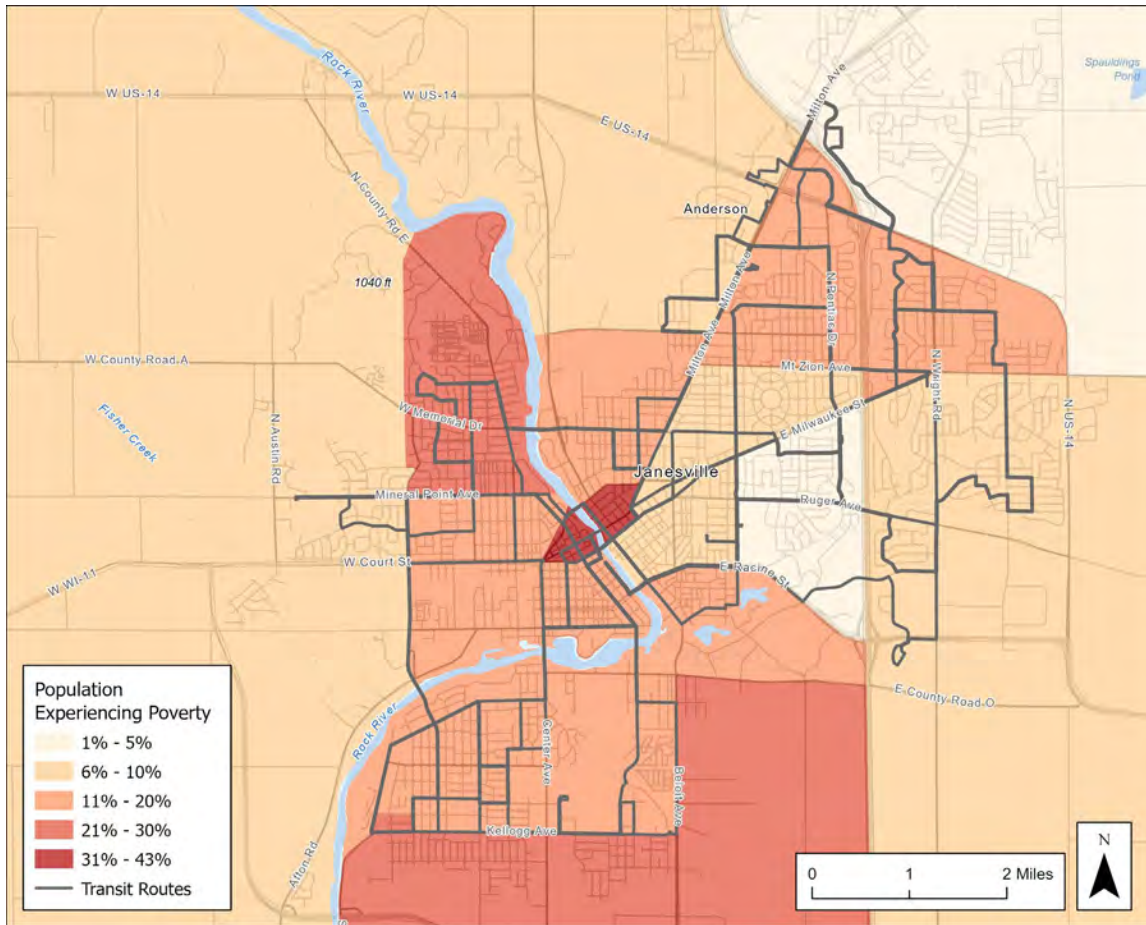


Source: American Community Survey 2016-2020 Five-Year Estimates by block group.

People Experiencing Poverty

Populations of people experiencing poverty are most concentrated in downtown Janesville, where up to 43 percent of residents are below federal poverty thresholds. Other areas with higher-than-average poverty rates include areas served by the W. Court route, as well as south of Kellogg Avenue, as shown in Figure 18.

Figure 18. Janesville – People Experiencing Poverty

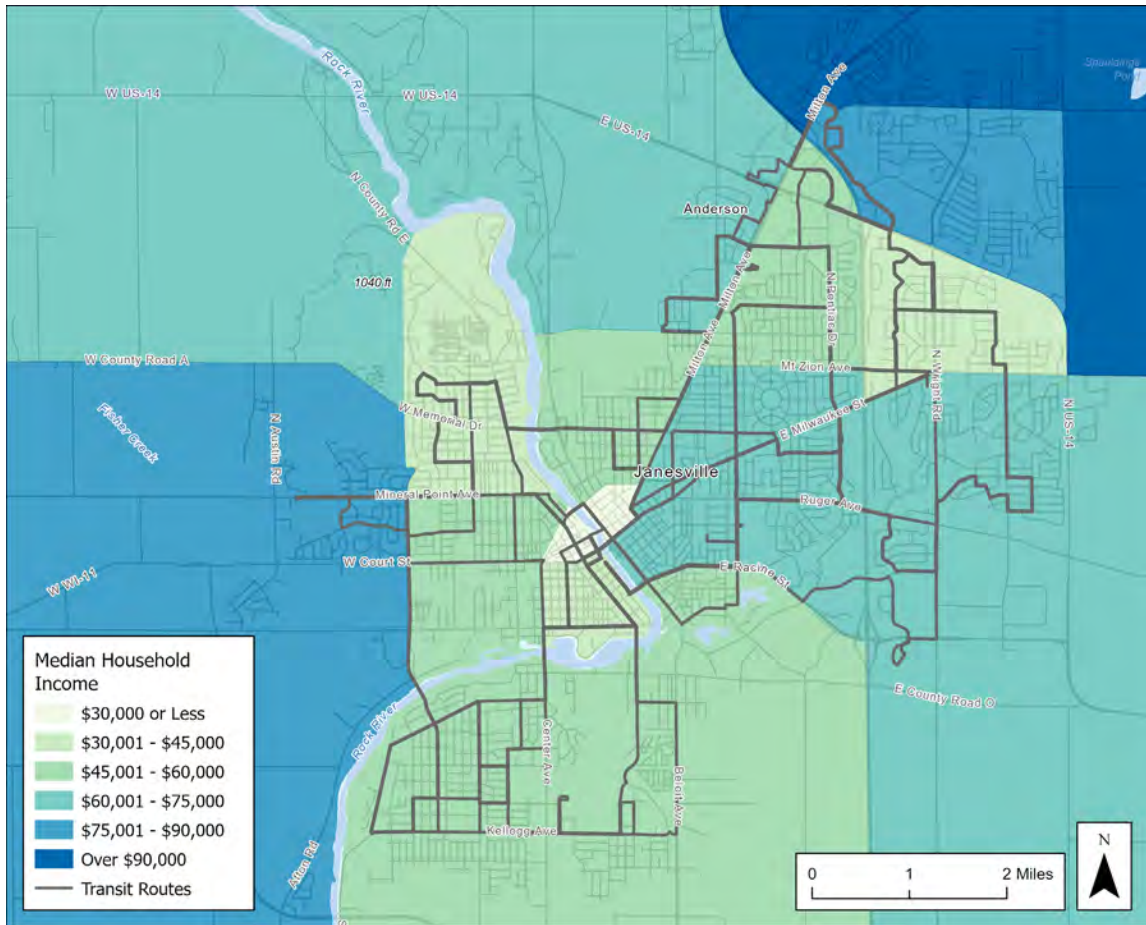


Source: American Community Survey 2016-2020 Five-Year Estimates by block group.

Income

Income patterns mirror the distribution of populations experiencing poverty, with the highest-income neighborhoods located on the outskirts of Janesville, as shown in Figure 19. The lowest incomes concentrated in downtown Janesville, where the median household income is below \$30,000 per year.

Figure 19. Janesville – Median Household Income

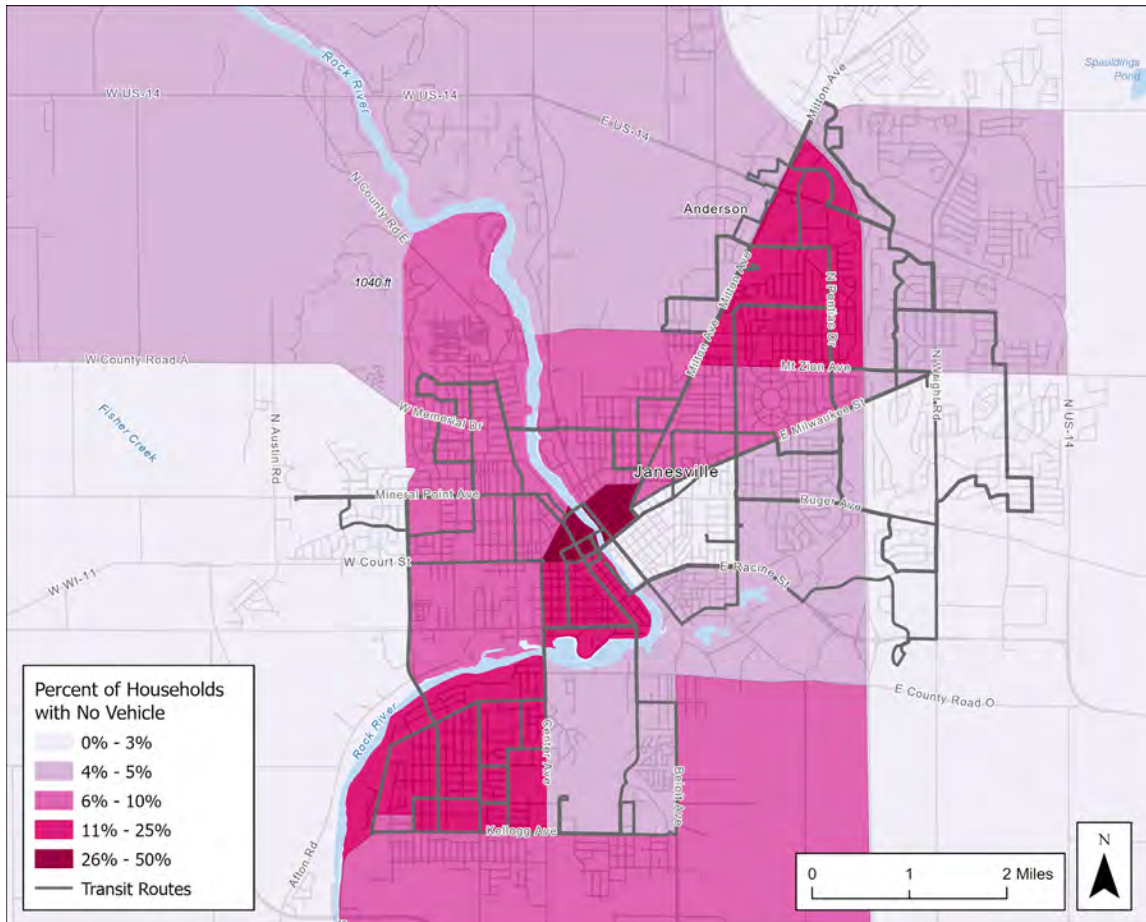


Source: American Community Survey 2016-2020 Five-Year Estimates by block group.

Auto Ownership

Patterns of automobile ownership are largely consistent with income levels in Janesville, as shown in Figure 20. The highest concentration of households without a car are located in downtown Janesville, where up to 50 percent of all households are car-free.

Figure 20. Janesville – Zero-Vehicle Households

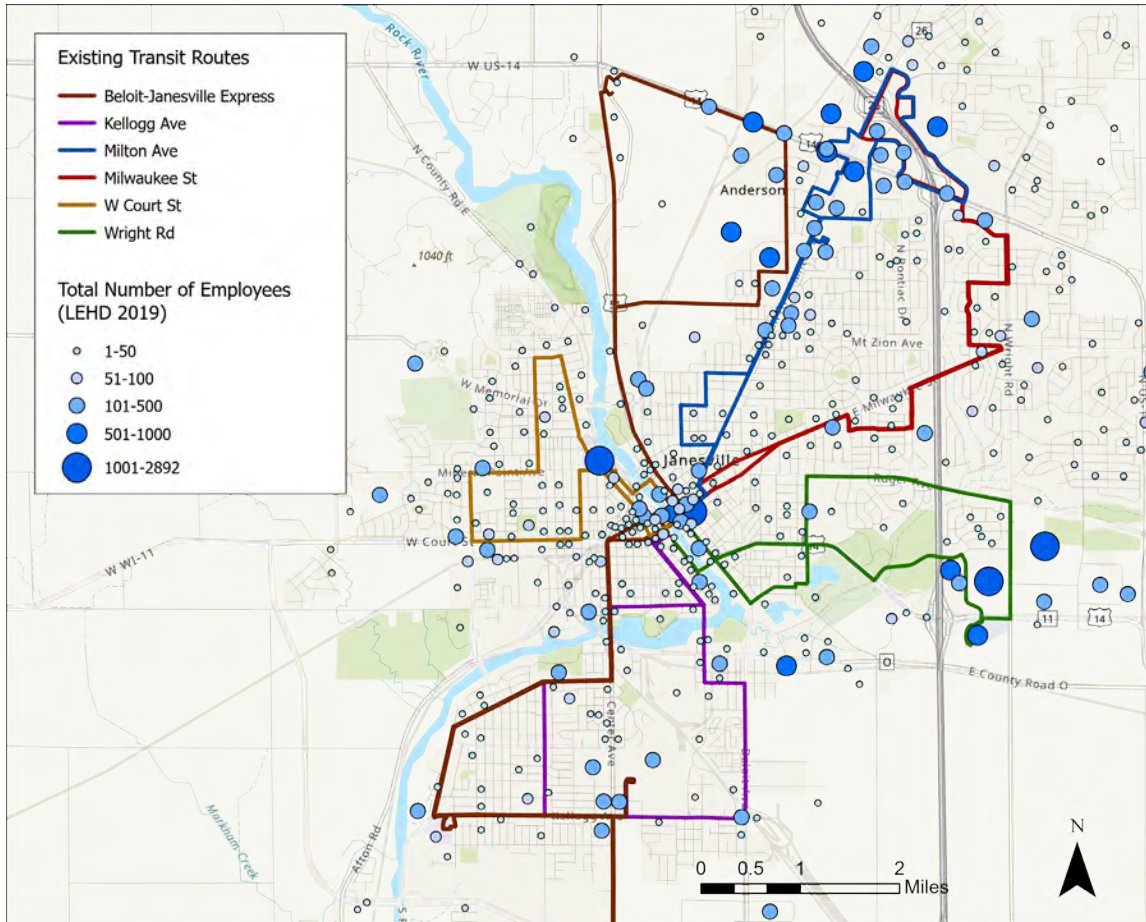


Source: American Community Survey 2016-2020 Five-Year Estimates by block group.

Employment

Major employers in Janesville are found in the downtown core, along major thoroughfares, and in large industrial parks, as shown in Figure 21. A significant concentration of large employers exists along the Milton Avenue corridor, which generates high transit ridership. Industrial parks (particularly on Janesville’s southeast side) are less well-served by transit and may be opportunities for improvement.

Figure 21. Janesville – Employment



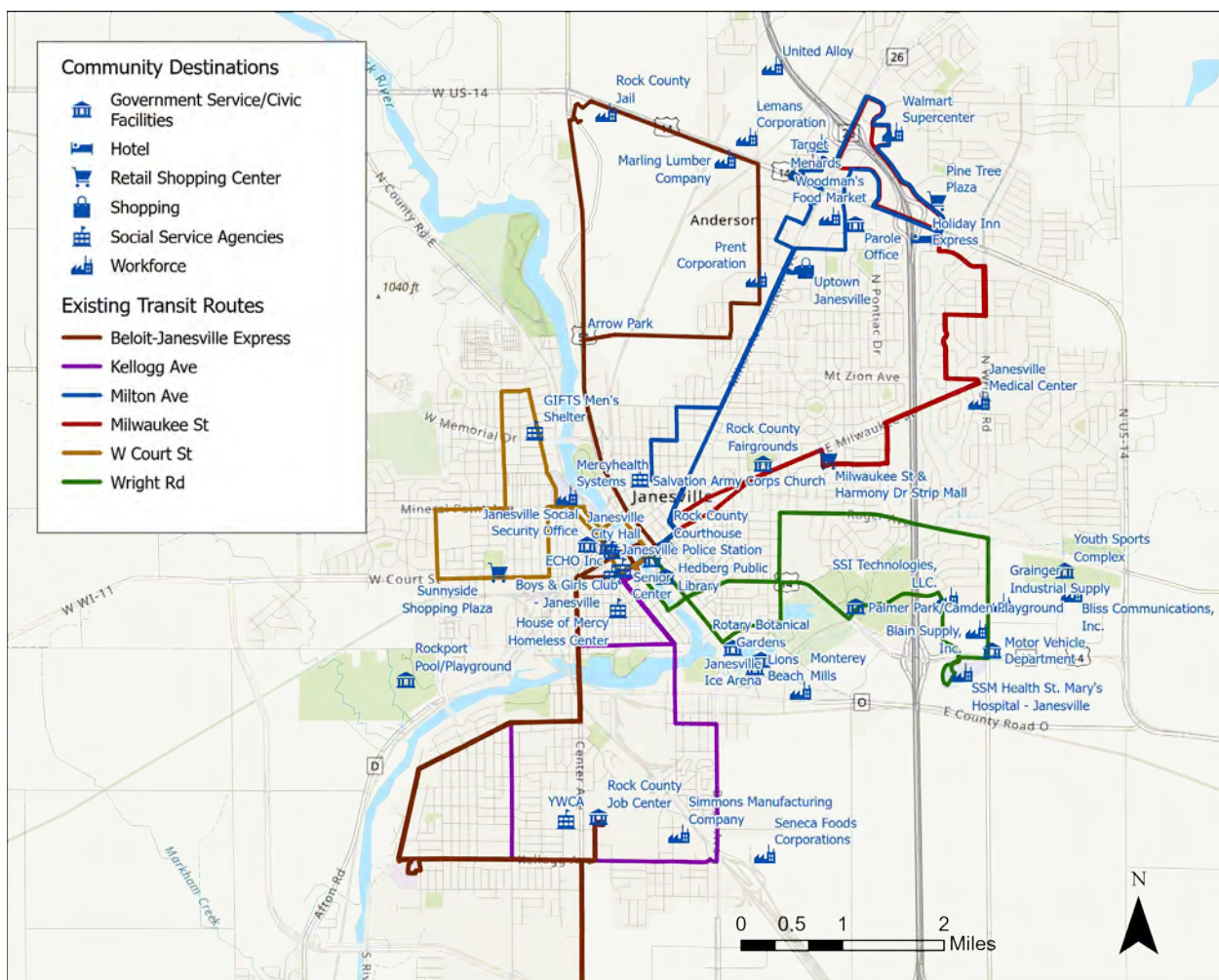
Source: U.S. Census Longitudinal Employer-Household Dynamics (LEHD) Survey, 2019.

Community Destinations

In every city, transit service is designed to help customers reach significant local destinations. The City of Janesville maintains a locally developed dataset of community destinations, including government and civic buildings, hotels, retail, and shopping centers, social service agencies, major employers, and parks. Figure 22 shows Janesville’s community destinations in relation to existing all-day transit routes. Most community destinations are within walking distance of an existing bus route, with certain exceptions, including the following:

- Rockport Park – previously served by fixed route; discontinued due to low ridership.
- South Side Employers – Seneca Foods and the Dollar General distribution facility are not well-connected to nearby transit routes (Kellogg Avenue and the BJE, respectively).
- Southeast Side Employers – Grainger Industrial Supply and other major industrial employers along Enterprise Drive and Capital Circle are located east of the Wright Road route, requiring a long walk for some transit riders.

Figure 22. Janesville – Community Destinations



Source: Janesville Planning Division.

Community Engagement

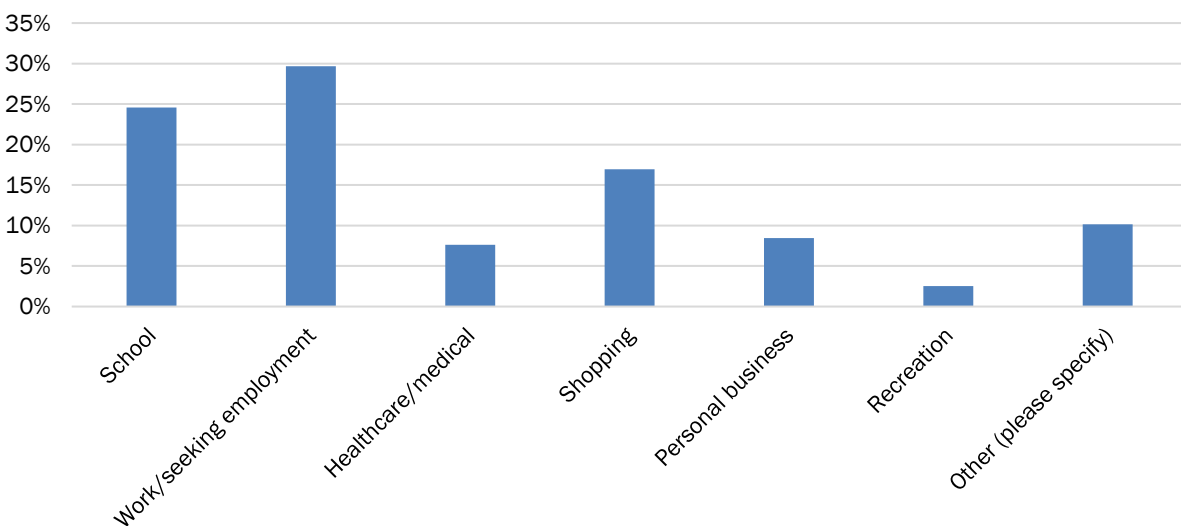
Community engagement activities for this Transit Development Plan included rider and community surveys, staff and driver workshops, pop-up events, and targeted stakeholder meetings. These activities were intended to generate meaningful input that could inform the project team’s assessment of transit needs and gaps, as well as opportunities to improve the current system.

Rider Survey

One of the main tools used to collect input was an on-board survey for existing transit riders. This was available online from late May 2022 through the end of August 2022 and was distributed in paper form on buses and at public facilities in July 2022. The survey received 131 responses during this period.

Among the respondents, more than half (53 percent) had walked to the bus they were riding and just under half (45 percent) had transferred from another bus. Nearly half of respondents (45 percent) ride the bus daily and one-third (34 percent) ride three to five times a week, and half (51 percent) indicated that they ride the bus more often than they did last year while 40 percent said they ride about as frequently as last year. The most popular trip purposes were work/seeking employment, education, and shopping, and the majority of people who indicated “other” for their destination were going home (Figure 23). The majority of respondents (72 percent) said they would walk to finish their trip and one-quarter (26 percent) indicated they would transfer to another bus.

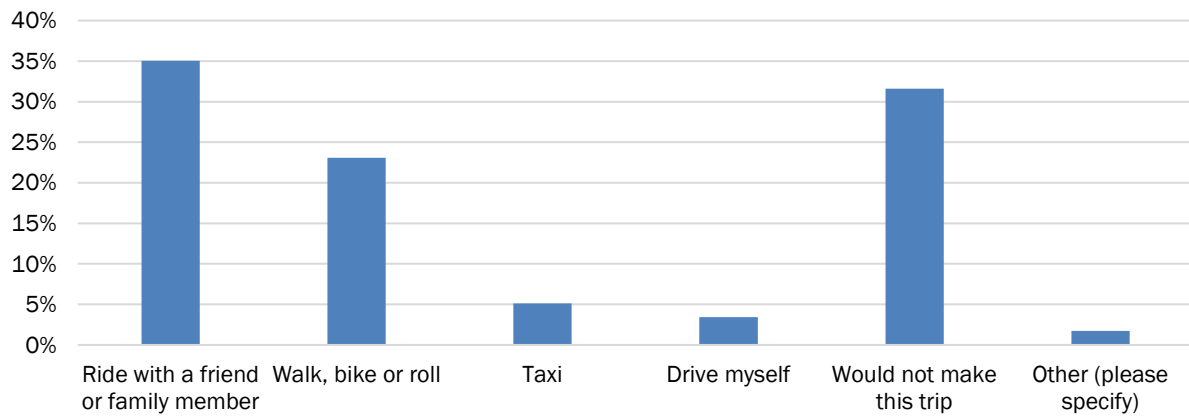
Figure 23. Riders' Trip Purpose



If transit were not available, three-fifths (60 percent) of respondents indicated that they would have found another way to make their trip either by getting a ride from a friend or family member; walking, biking, or rolling; taking a taxi; or driving themselves, though less than 10 percent said they

would get a taxi or drive. Nearly one-third (30 percent) of respondents said they would not make the trip if transit were not an option (Figure 24). Respondents generally had limited access to a private vehicle: one-third (34 percent) do not own a vehicle, nearly one-third (29 percent) only have one vehicle in their household, and a majority (80 percent) indicated that they do not have a valid driver’s license.

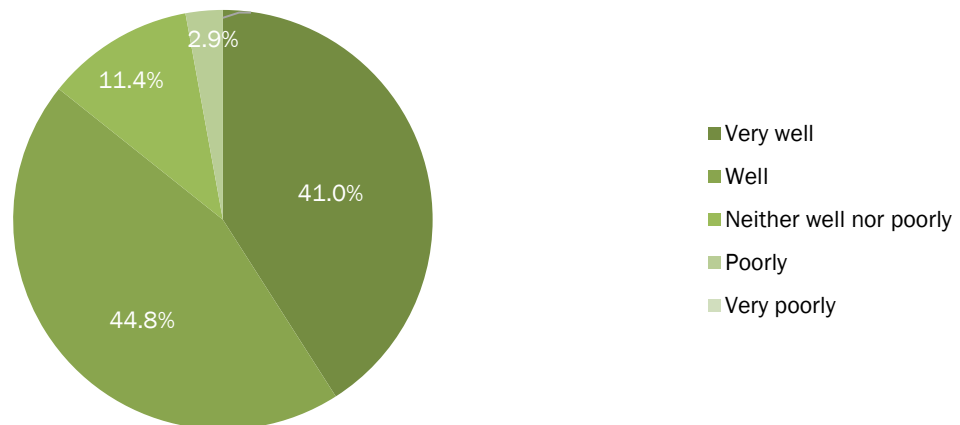
Figure 24. Riders’ Transportation Mode if Transit were Unavailable



Nearly one-quarter (24 percent) of respondents said they had quit or lost a job because it was hard to get to work. These respondents shared that it was difficult to get to work because the bus did not run early enough in the morning or late enough at night to accommodate their work hours, the bus did not provide service late enough on Saturdays or at all on Sundays, and because existing routes did not serve where they needed to go.

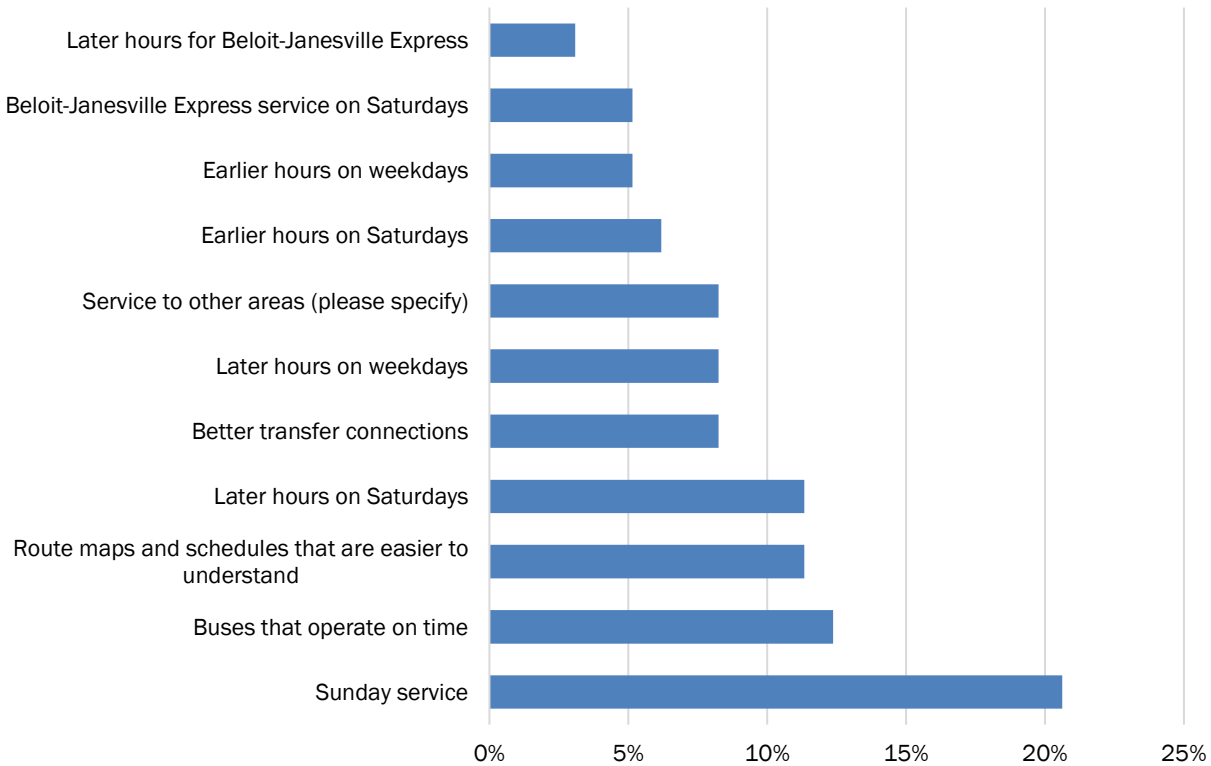
Among respondents, the majority (86 percent) said that JTS meets their needs well or very well, while 11 percent said it met their needs neither well nor poorly (Figure 25). Only three percent said JTS does a poor job meeting their needs; none said JTS does a very poor job meeting their needs.

Figure 25. Rider Survey Respondents’ Perception of whether JTS Meets Their Needs



Riders were also asked to prioritize improvements to JTS service. The most-preferred potential improvements are the addition of Sunday service, increased on-time performance, route maps and schedules that are easier to understand, and later service hours on Saturdays (Figure 26). Earlier service hours and increased service on the Beloit-Janesville Express were the lowest priorities.

Figure 26. Riders' Priority Service Improvements



The survey also asked riders what change they would prefer if there were a funding shortfall that necessitated cutting costs. Forty-three percent of respondents said they would prefer a fare increase over service reductions; the remainder were split between eliminating the lowest-ridership routes and eliminating special student routes, each with 15 percent of the vote, and 13 percent selected “other” but did not have any suggestions for alternative changes.

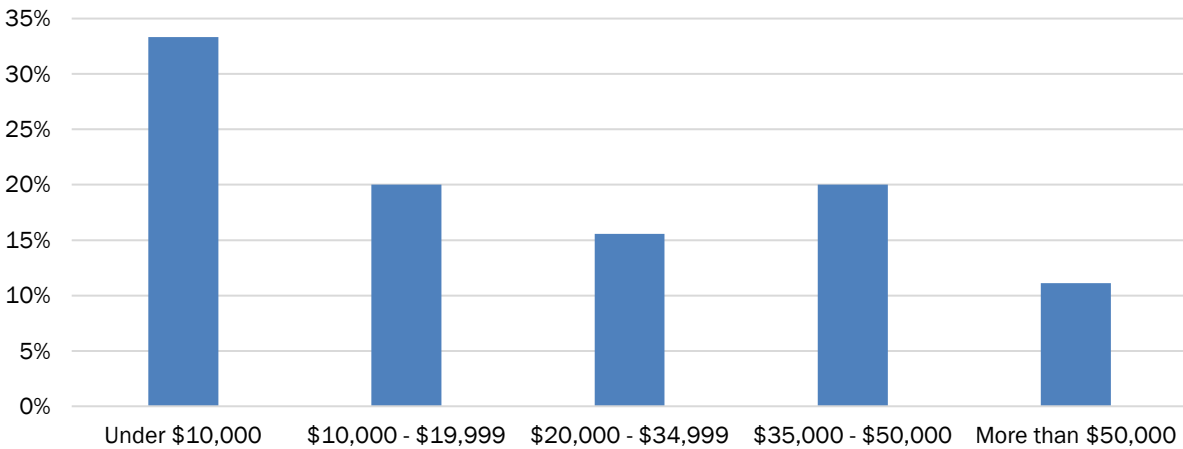
Additional comments shared appreciation for JTS drivers, interest in service earlier in the morning and later at night, and a desire for ramps to be deployed for riders more often.

Respondents were asked whether they currently attend a Janesville School District middle or high school. Only 97 of the 122 respondents answered this question. Of those respondents, two-thirds are not students and one-third are; the student respondents indicated that they attend Parker High School (13 respondents), Craig High School (11), Franklin Middle School (5), Edison Middle School (2), TAGOS Leadership Academy (2), and Rock University High School (1).

Nearly half of respondents identified themselves as men and half as women; four people identified themselves as nonbinary. The majority (79 percent) identified as white, 13 percent identified as Black

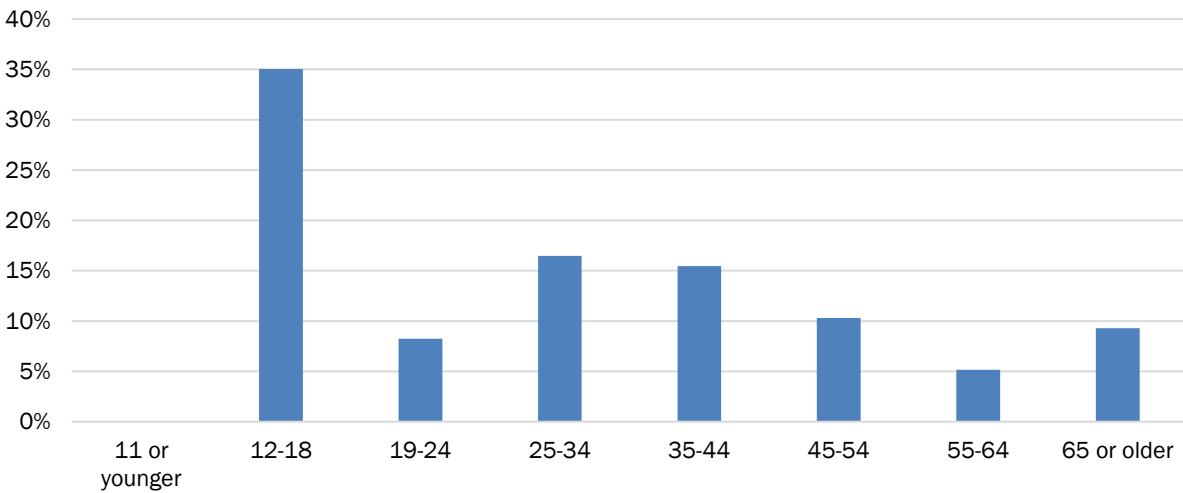
or African American, 12 percent identified as Latino/a, and two percent each identified as Asian and as American Indian or Alaska Native. Almost 70 percent of respondents live in a household with an annual income less than \$35,000 (Figure 27).

Figure 27. Rider Survey Respondents' Annual Household Income



One-third of respondents are age 12 to 18 and approximately 15 percent each are 25 to 34 years old or 35 to 44 years old (Figure 28).

Figure 28. Rider Survey Respondent Ages



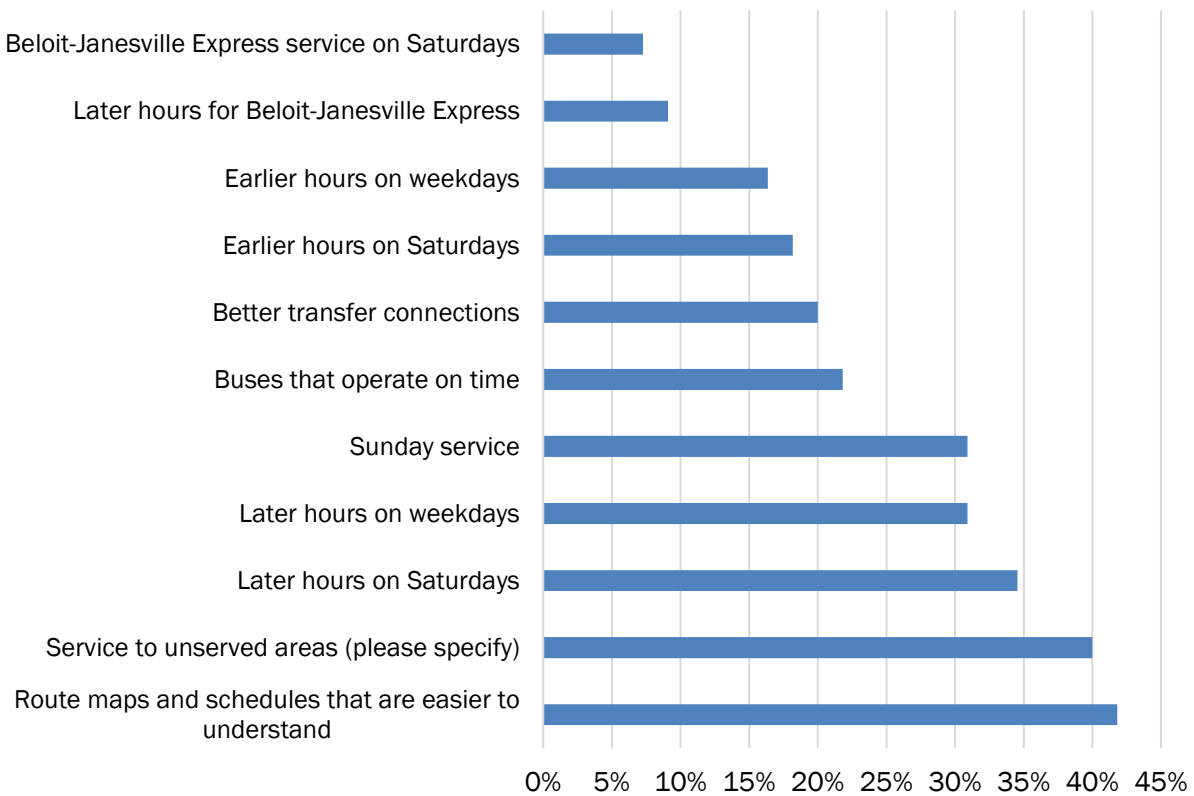
Community Survey

In addition to the rider survey, JTS distributed a community survey that was available online from late May 2022 through the end of August 2022 and was distributed on paper via pop-up meetings at Hedberg Public Library, Daniel Hale Williams Resource Center, and JTS Transit Center on July 7, 2022. The survey received 62 responses. These respondents most often get around by driving or riding in their own or someone else’s vehicle, followed by riding the bus, walking or using a

wheelchair, and riding a bicycle, and eight respondents noted that they also use rideshare service to get around town. Most respondents do not use transit: two-thirds indicated that they never ride the bus and only 15 percent said they ride the bus three times a week or more.

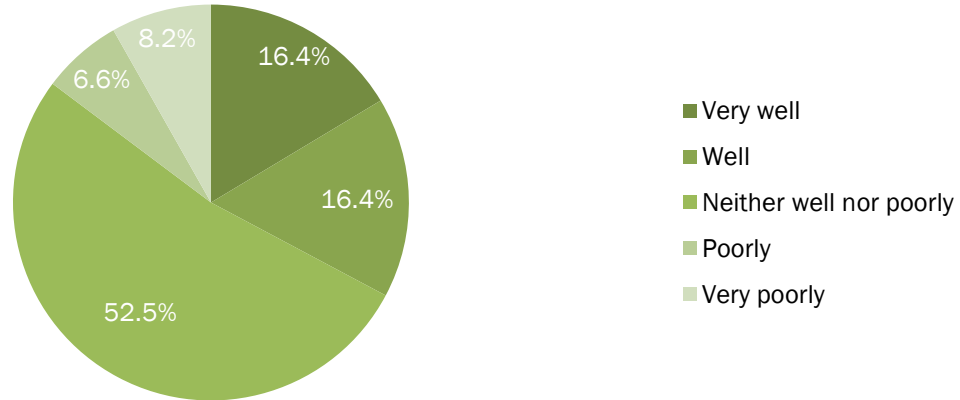
Like riders, non-riders identified more-legible maps and schedules, later hours on weekdays and Saturdays, and the addition of Sunday service as priority improvements, as well as service to unserved areas (Figure 29). Respondents also suggested faster, more frequent service, more benches and shelters at stops, lower fares, and improved cleaning and winter maintenance as improvements that would make them ride the bus more often.

Figure 29. Non-Riders' Priority Service Improvements



Compared with rider survey respondents, far fewer community survey respondents (18 percent, or 11 respondents) faced transportation barriers that caused them to quit or lose a job. The main reasons provided were lack of service early in the morning or late at night, prohibitively long travel times, and lack of transit service near their home or work. In contrast with the strong positive feedback from current riders, half of community survey respondents said JTS meets their transportation needs “neither well nor poorly,” one-third said it meets their needs “well” or “very well,” and the remaining 13 percent said it meets their needs “poorly” or “very poorly” (Figure 30).

Figure 30. Community Survey Respondents’ Perception of whether JTS Meets Their Needs



In general, community survey respondents have greater access to private vehicles and higher earnings than rider survey respondents. Of the 62 respondents, 80 percent have a valid driver’s license and 50 percent have two or three vehicles in their household. Three-fifths of respondents are women, 38 percent are men, and the remaining two percent are nonbinary; ages are approximately evenly distributed from 25 to over 65. Three-quarters of respondents have an annual household income of \$35,000 or more and 58 percent earn more than \$50,000 annually. The vast majority of respondents are not students; only two students responded to the community survey.

Additional Engagement Efforts

In addition to the surveys and stakeholder workshops described in the previous sections, the project team conducted further engagement efforts to reach additional users and develop a more comprehensive view of the JTS system. These efforts are described in Table 7.

Table 7. Summary of Additional Engagement Efforts (Existing Conditions Phase)

| Type of Event | Date | Location | Outcome |
|-------------------------|----------|--------------------------------------|--|
| JTS Admin Meeting | 7/6/2022 | JTS Transit Services Center | Feedback on existing operations and COVID-19 recovery |
| JTS Driver Meeting | 7/6/2022 | JTS Transit Services Center | Feedback on existing operations, including on-time performance, high-productivity routes, and service gaps/opportunities for improvement |
| Pop-Up | 7/7/2022 | Daniel Hale Williams Resource Center | Survey distribution, summary of DWRC services, feedback on BJE route design |
| Pop-Up | 7/7/2022 | Hedberg Public Library | Survey distribution, customer information (route maps/fares), and feedback on transit gaps |
| Pop-Up | 7/7/2022 | JTS Transit Center | Survey distribution, customer information (route maps/fares), and feedback on transit gaps |
| BJE Stakeholder Meeting | 8/3/2022 | Virtual (Zoom Teleconference) | Feedback on BJE route performance, changes in travel patterns due to relocation of Rock County services, and opportunities for improvement |

| Type of Event | Date | Location | Outcome |
|--|-----------|-------------------------------|--|
| Regional Transit Stakeholder Meeting | 8/9/2022 | Virtual (Zoom Teleconference) | Information on the JTS TDP process and opportunities for regional coordination. Discussion of BJE challenges and opportunities and recent changes at both JTS and BTS. |
| Homeless Intervention Task Force Meeting | 8/24/2022 | Virtual (Zoom Teleconference) | Presentation to the Homeless Intervention Task Force of Rock and Walworth Counties (HITF). Provided information on the TDP process and preliminary needs assessment; feedback on perspective of homeless individuals and agencies that serve them. |

Similar community engagement efforts were undertaken during the development of preliminary and final recommendations. These meetings and events are documented in Table 8.

Table 8. Summary of Additional Engagement Efforts (Recommendations Phase)

| Type of Event | Date | Location | Outcome |
|---------------------------|------------|---|--|
| BJE Stakeholder Meeting | 11/7/2022 | Virtual (Zoom Teleconference) | Presentation of preliminary recommendations to Rock County and BTS staff; discussion of potential BJE changes. |
| JTS Admin Meeting | 11/8/2022 | JTS Transit Services Center | Presentation of preliminary recommendations; feedback from administrative staff. |
| JTS Driver Meeting | 11/8/2022 | JTS Transit Services Center | Presentation of preliminary recommendations; feedback from drivers. |
| IBVI Stakeholder Meeting | 11/9/2022 | Industries for the Blind and Visually Impaired (IBVI) | Presentation of preliminary recommendations to IBVI staff and employees; feedback on existing BJE County Loop service and potential addition of microtransit. Discussion of transit accessibility from the perspective of individuals with visual impairments. |
| Pop-Up | 11/9/2022 | Daniel Hale Williams Resource Center (DWRC) | Presentation of preliminary recommendations; feedback from customers and community members. |
| Pop-Up | 11/9/2022 | JTS Transit Center | Presentation of preliminary recommendations; feedback from customers. |
| Pop-Up | 11/10/2022 | Hedberg Public Library | Presentation of preliminary recommendations; feedback from customers and community members. |
| KANDU Stakeholder Meeting | 11/10/2022 | KANDU Industries | Presentation of preliminary recommendations to KANDU Industries staff and employees; feedback on existing BJE County Loop service and potential addition of microtransit. Discussion of transit accessibility from the perspective of individuals with disabilities. |
| BJE Stakeholder Meeting | 11/18/2022 | Virtual (Zoom Teleconference) | Follow-up presentation of BJE performance data and discussion of opportunities for improvement. |

Needs Assessment

Based on the analysis of current transit performance contained in the Existing Conditions section, as well as the feedback received through community engagement efforts, a number of key needs were identified. These include the following:

- **Building on the strengths of the system.** The majority of changes recommended in the previous TDP were implemented by JTS. Staff indicate that the changes have been successful, and riders agree: 93 percent of current riders said JTS meets their needs “well” or “very well.” The strengths of the current route network can provide a foundation for future expansion.
- **Prioritizing the needs of non-drivers.** 80 percent of JTS riders surveyed do not have a valid driver’s license. When asked about their travel choices, 60 percent of JTS riders said they would have carpooled, walked, biked, or rolled if transit were not available, and nearly 30 percent would not make the trip. Ensuring service remains available to non-drivers is key to preserving ridership and expanding access to opportunity.
- **Reducing barriers to employment.** When asked about transportation as a barrier to employment, 23 percent of JTS riders said they have quit or lost a job because it was hard to get to work. Reasons cited include the lack of bus service at shift times and difficulty walking due to inclement weather. Improving access to employment destinations (particularly those that are not well-served today) would help JTS support the employment and workforce development needs of Janesville residents and businesses.
- **Right-sizing investment in lower-productivity routes.** Given the changes in travel patterns over the last five years (including the impact of the COVID-19 pandemic), changes to certain low-productivity routes may be warranted. JTS should explore ways to better match capacity to demand, including by shifting resources to more productive routes. Strengths of the transit system can be found at key economic activity centers and the Milton Avenue route, and ridership along portions of the Wright Road route and BJE County Loop have had challenges in ridership recovery.

When discussing potential changes to service, riders prioritized the following:

- **Expanding hours and days of service.** When asked to prioritize potential service improvements, riders identified adding Sunday service and later evening hours as top service expansion concepts.
- **Improving on-time performance.** Riders indicate a need for greater attention to service reliability to reduce deviation from scheduled arrival and departure times and ensure better transfer connections.
- **Preserving service where possible.** In the event of budget cuts, riders indicate that a fare increase is preferable to a service reduction.

These principles guided the development of the recommendations for the 2023-2027 TDP.

Special Topics

Speed and Reliability

Throughout the TDP process, customer and employee engagement was conducted to assess current perspectives on on-time performance across the JTS system. Key issues were identified during the July 2022 and November 2022 driver meetings, as well as during in-person surveys of the BJE. Figure 31 and Figure 32 show JTS' 2021 systemwide on-time performance for weekdays and Saturdays, respectively. According to these AVL samples, on-time performance is fairly consistent throughout the year, but both weekday and Saturday schedules show a significant proportion of early trips (over 20 percent) and very few late trips (approximately five percent). These results indicate existing schedules, which were developed prior to the COVID-19 pandemic, may have excess running time given the current level of demand.

Figure 31. JTS Weekday On-Time Performance, 2021

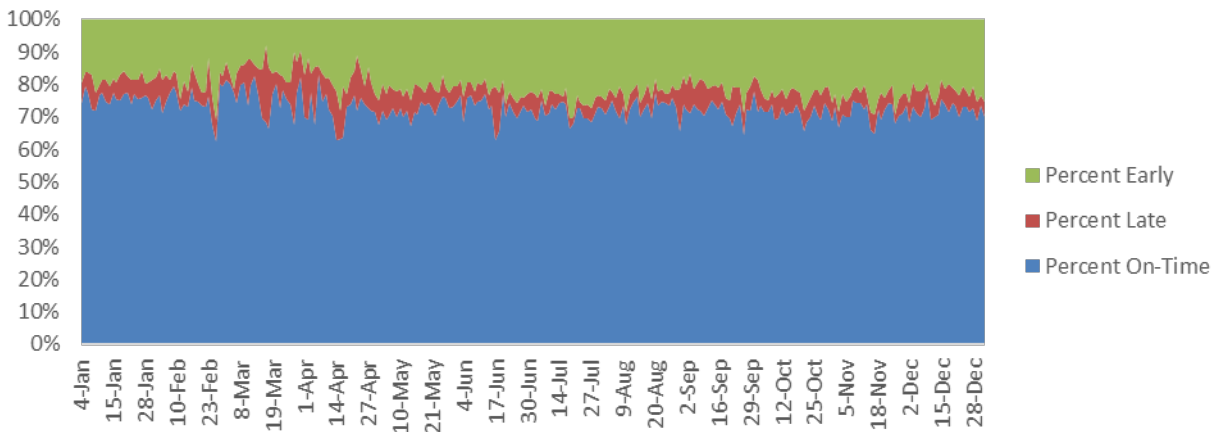
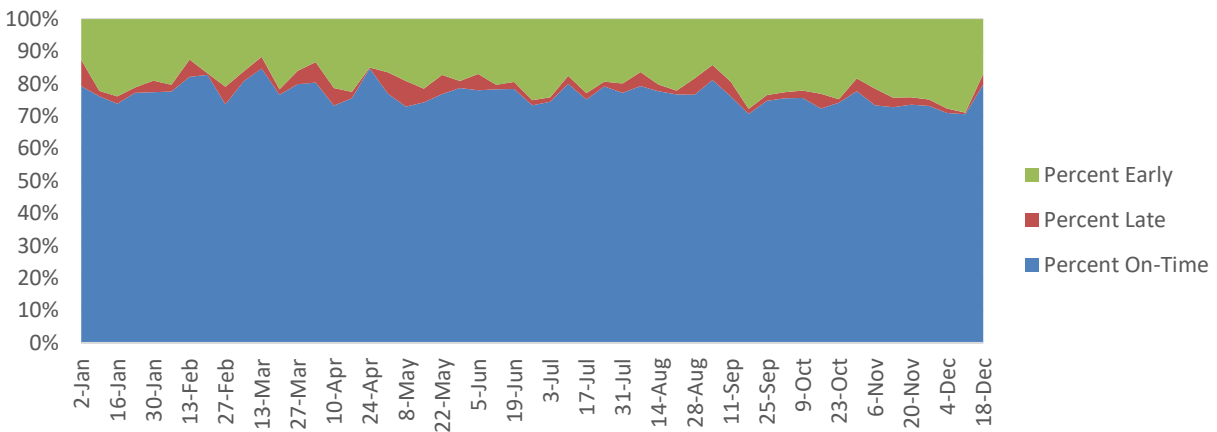


Figure 32. JTS Saturday On-Time Performance, 2021



To improve on-time performance as experienced by customers, JTS should continue to emphasize to drivers the importance of remaining on schedule and indicate where drivers can safely pause on-route when they are ahead of schedule. If early arrivals persist even as ridership recovers from COVID-19, JTS could adjust timepoints to provide additional recovery time at the downtown transfer center.

Other observations from staff and driver meetings include the following:

- Crowding on Milton Avenue route is an issue that affects reliability, in particular due to a high rate of wheelchair/mobility device usage.
- Opportunities to repurpose the BJE County Loop to provide new service in industrial areas.
- Need to maintain service to SSM Dean Clinic on Wright Road route.
- Milwaukee Avenue has too much time on the route, whereas Milton Avenue does not have enough. Adding frequency to Milton would help, but an analysis of timepoints could be useful. The Milwaukee Avenue route could be an opportunity to add geographic coverage.

Trippers/Specials

In addition to regular fixed routes, JTS operates a significant network of tripper and special routes, which primarily serve middle and high school students. These routes are open to the public but are targeted toward the needs of students, operating at or near school arrival and dismissal times and delivering students to residential neighborhoods or the downtown transfer center.

Trippers and specials allow JTS to deploy additional resources during specific times of day when high demand occurs. They augment the regular fixed-route system and reduce the impact that student ridership might otherwise have on the capacity and on-time performance of routes used by the general public. In order to ensure that trippers are worthwhile investment, JTS should ensure that each tripper meets minimum expectations for productivity. Typically, due to the peak-oriented nature of these services, trippers and specials should achieve higher productivity than average for regular fixed routes.

Figure 33 and Figure 34 show the average weekday ridership and productivity for JTS' trippers and specials in 2022. Overall ridership and productivity (riders per revenue hour) are highest for the Kellogg Avenue special, and the majority of trippers exceed the average productivity of 13.7 passengers per revenue hour for regular fixed routes.

JTS may choose to retain trippers or specials that fit logically into the agency's vehicle blocks or driver shifts, or where they reduce or improve transfers for customers. While the Wright Road special, has low ridership and productivity, it adds only 15 minutes to an existing AM driver shift and enables students to travel directly from the transfer center to Craig High School without a wait. This operational benefit can make the route worth continuing.

Figure 33. 2022 Weekday Ridership by Route (Trippers / Specials)

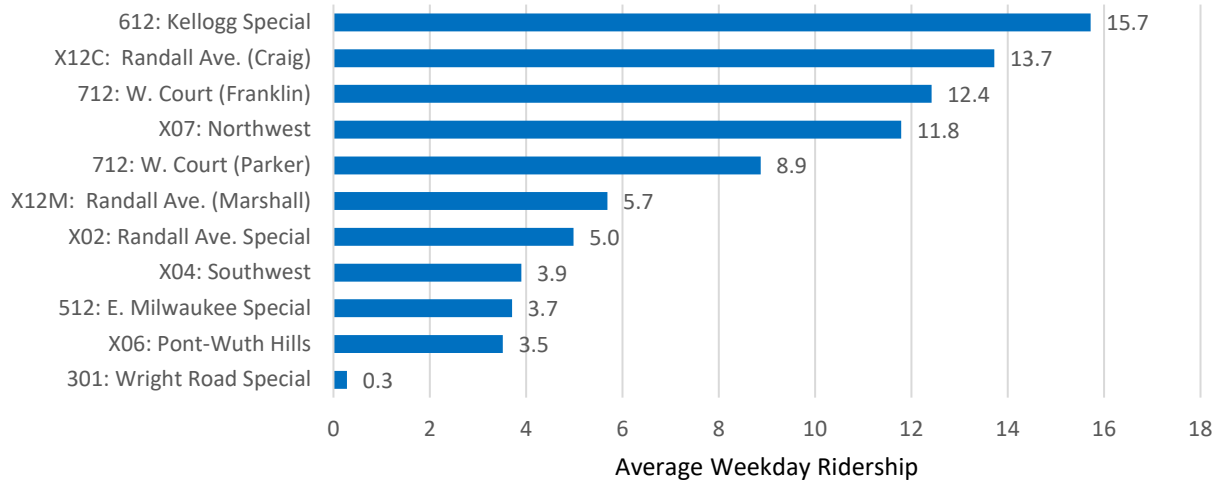
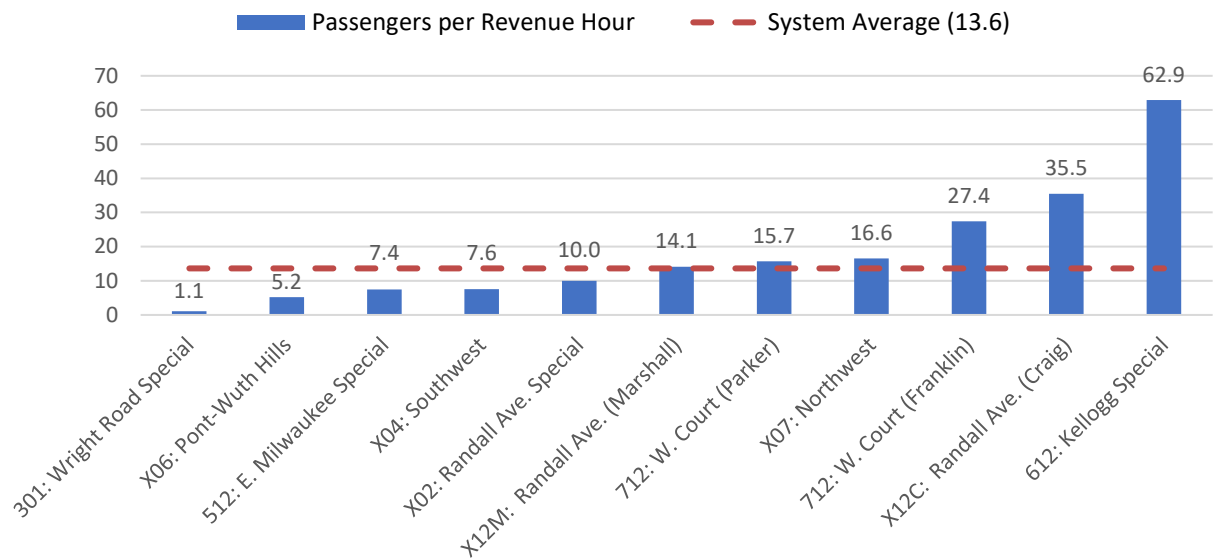


Figure 34. 2022 Weekday Productivity by Route (Trippers / Specials)



Beloit-Janesville Express

The BJE connects the two urban centers of Beloit and Janesville in Southern Wisconsin, providing critical links to Rock County services and other public and private activity centers. Jointly operated by BTS and JTS, the BJE is the longest route in either transit system and functions as a true regional transit connection. Since the last TDP was completed, the BJE has undergone significant changes in ridership, as well as shifts in customer destinations along the route. These changes include the following:

- The relocation of most Rock County social services from the northern County Loop portion of the BJE to the new Daniel Hale Williams Resource Center (DWRC) at 1717 Center Ave.;
- The opening of new employment centers along or adjacent to US-51, including the Dollar General distribution center at 101 Innovation Dr.;
- Significant reductions in ridership across the BTS and JTS systems due to the COVID-19 pandemic; and
- Pending consolidation of KANDU Industries locations that will result in the closure of the Barberry location along the County Loop.

Throughout the TDP process, efforts were taken to develop a comprehensive understanding of current strengths, weaknesses, and travel patterns along the BJE. These included meetings with drivers in July and November 2022, collection of detailed ridership data by JTS (May-June 2022) and BTS (December 2022), and direct observation of passenger activity.

Figure 35 shows the BJE’s average weekday stop activity (including boardings and alightings) by time of day. The peak hours for usage of the BJE are from 7 to 8 AM and 3 to 4 PM. These hours correspond to times of day when the BJE deviates to serve KANDU Industries and IBVI on the County Loop. Ridership activity is less pronounced during midday and evening hours.

Figure 35. 2022 Average Weekday Stop Activity by Time of Day (BJE)

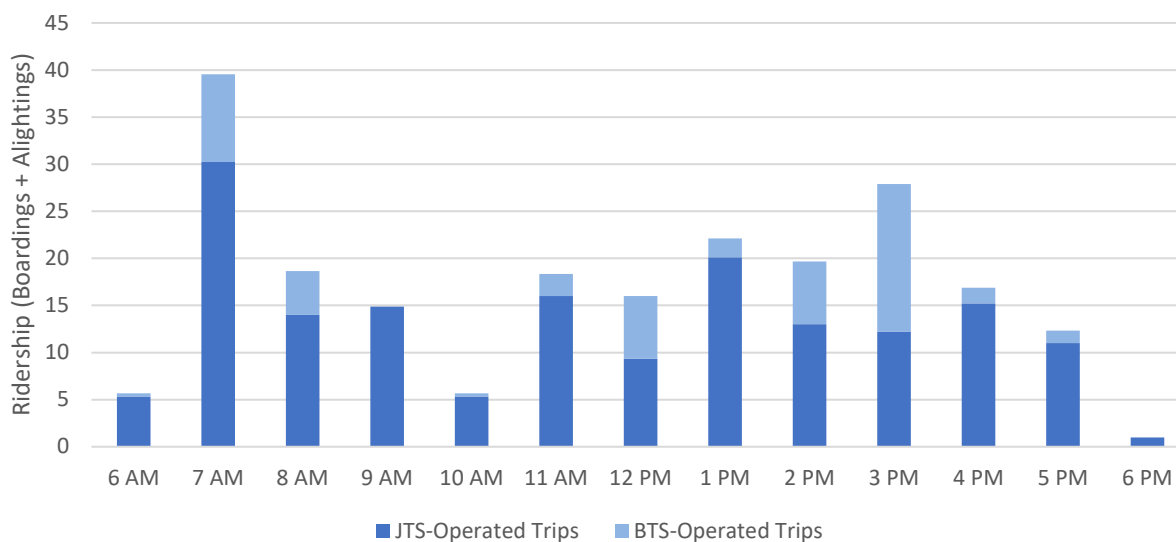


Figure 36 shows average weekday ridership activity by stop on the BJE’s County Loop. The primary destinations are Kennedy/Plainfield (the stop where most KANDU Industries rides are recorded) and Newport (IBVI). These stops average 10 to 13 boardings and alightings per day. Other stops on the County Loop average less than two boardings or alightings (one rider per day).

Figure 36. 2022 Average Weekday Stop Activity (County Loop)

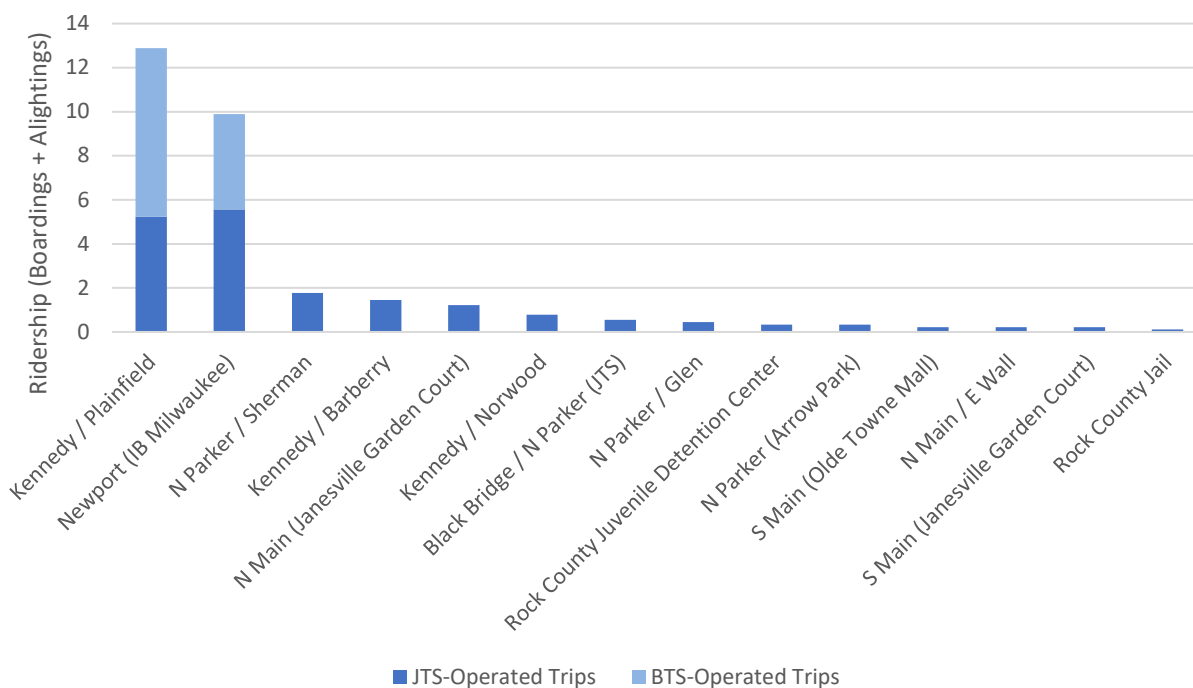
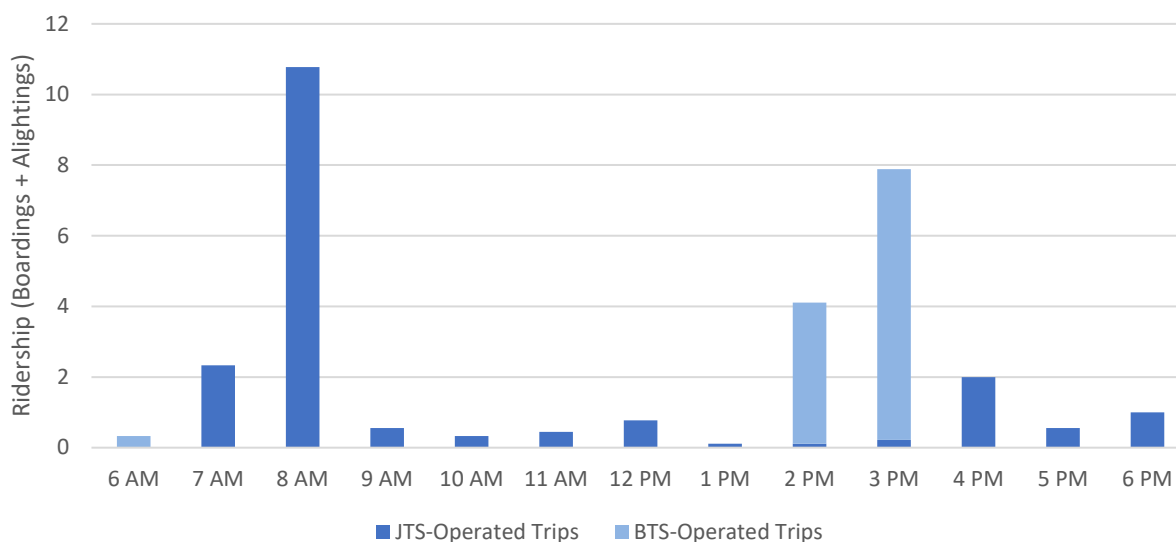


Figure 37 shows average weekday stop activity by time of day for the County Loop. In comparison to the rest of the route, ridership on the County Loop is concentrated at shift times. Nearly 80 percent of ridership activity on the County Loop occurs on just two trips: the 7:45 AM and 2:45 PM departures from downtown Janesville. These trips account for approximately 25 of the 31 average boardings and alightings on the County Loop each weekday. Ridership on the County Loop outside these trips is extremely limited, averaging less than or equal to one roundtrip rider per day.

Figure 37. 2022 Average Weekday Stop Activity by Time of Day (County Loop)



Recommendations

Recognizing the uncertainty regarding future revenue and funding for transit, the Janesville TDP outlines three potential future operating scenarios: the Reduced Revenue Scenario, the Current Revenue Scenario, and the Opportunities Scenario. The Reduced Revenue Scenario responds to customer priorities and preserves access to the most essential trips while reducing overall operating costs. The Current Revenue Scenario includes changes that optimize the current bus network while maintaining current service levels and operating costs. Finally, the Opportunities scenario outlines potential service expansion recommendations that could be implemented if and when additional resources become available.

Reduced Revenue Scenario

The following service strategies could be considered under a scenario where JTS experiences a dramatic reduction in revenue and/or funding. As it stands, there are very limited opportunities to trim existing JTS transit service. JTS provides a high level of service to its customers in an efficient manner, and adjusting bus route designs will not yield much in cost savings. Instead, reducing resources would have to be completed through an elimination of service hours or changing the cost structure of the transit system. There are many direct and indirect costs, JTS would incur if service cuts are used. Therefore, cuts to existing service should be considered only in extreme circumstances. Below are general strategies that JTS could employ under a reduced resources scenario, high-level estimations for operating cost savings are provided in Table 9.

Potential Service Reduction Approaches

Option 1: Preserve Frequency

System wide operating expense can be reduced without reducing frequency by either cutting back the hours that transit service is provided or eliminating the least productive route(s). Reducing the span of service hours is the second strategy which could be achieved by starting weekday service at 7:15 a.m. rather than 6:15 a.m., as currently operated; or Saturday service could end at 5:15 p.m. as opposed to the current 6:15 p.m. cutoff. Trimming an hour or two on either end of a route's span of service would allow for a relatively small reduction in annual expenses. However, given the proven demand for its current level of service – and calls for expanding service to include Sundays – there is little more than small changes (an hour here and there) that could be made if reductions are necessary.

The second strategy for reducing costs while preserving frequency would be eliminating the system's least productive daytime weekday routes. In the section on system performance, Wright Road and the BJE were JTS' worst performers for productivity. Eliminating either of these routes would save JTS the cost of operating one vehicle and the associated labor costs. Eliminating both would save the cost of two.

Option 2: Preserve Coverage

The most impactful strategy for reducing system operating expense while maintaining coverage is removing a bus from the system operations. This is done either by completely redesigning routes to significantly reduce the cycle time, or by reducing service frequency. For JTS, absent of eliminating a route completely, reducing frequencies is the only viable option available to reduce the number of buses in service. For example, reducing frequency would mean a route that today operates once every 30 minutes would operate once every 60 minutes.

Within the existing JTS route structure, three routes operate on approximately 30-minute cycles: Kellogg Avenue, West Court Street, and Wright Road. A route with a 30-minute cycle is one that takes 30 minutes for one bus to depart the downtown Transfer Center, make its loop, and return to the Transfer Center. Within this context, two of the three existing routes with 30-minute cycles could be paired, or “interlined”, where one bus would operate on Route A for 30 minutes, then switch to Route B for 30 minutes, before returning to Route A. This would result in a trip once every 60 minutes on both Route A and Route B.

There are three options under this scenario that could be employed: Kellogg Avenue and West Court Street could be paired; Kellogg Avenue and Wright Road could be paired; or West Court Street and Wright Road could be paired. It is recommended that the Wright Road and West Court Street routes be paired in this scenario because the pairing maintains an easily legible east-west pattern and Wright Road currently has one of the least productive performances. This strategy would eliminate the cost of using one bus in service and the associated labor costs.

Table 9. Summary of Reduced Scenario Service Concepts

| No. | Service Concept | Net Annual Revenue Hours | Net Annual Operating Cost* | Net Vehicles Required | Negative Ridership Impact |
|-----|---|--------------------------|----------------------------|-----------------------|---------------------------|
| 1A | Weekday Service: Reduced Span by 1 hour | -1,548 | -\$185,760 | 0 | Medium |
| 1B | Saturday Service: Reduced Span by 1 hour | -255 | -\$30,600 | 0 | Low |
| 1C | Eliminate BJE | -3096 | -\$371,520 | -1 | High |
| 1D | Eliminate Wright Road | -3580.5 | -\$429,660 | -1 | Minimal |
| 2 | Interline Wright Road and West Court Street | -3580.5 | -\$429,660 | -1 | Minimal |

*Estimated based on assumptions of fully-allocated cost of \$120 per revenue hour for fixed route service.

Current Revenue Scenario

The Current revenue Scenario provides a few opportunities to address the needs and priorities of JTS and its riders as identified in the TDP. These recommendations begin to address high priority needs of the system including improvement to on time performance and solving barriers to employment. The focus for meeting these needs is through right-sizing investments in transit lines.

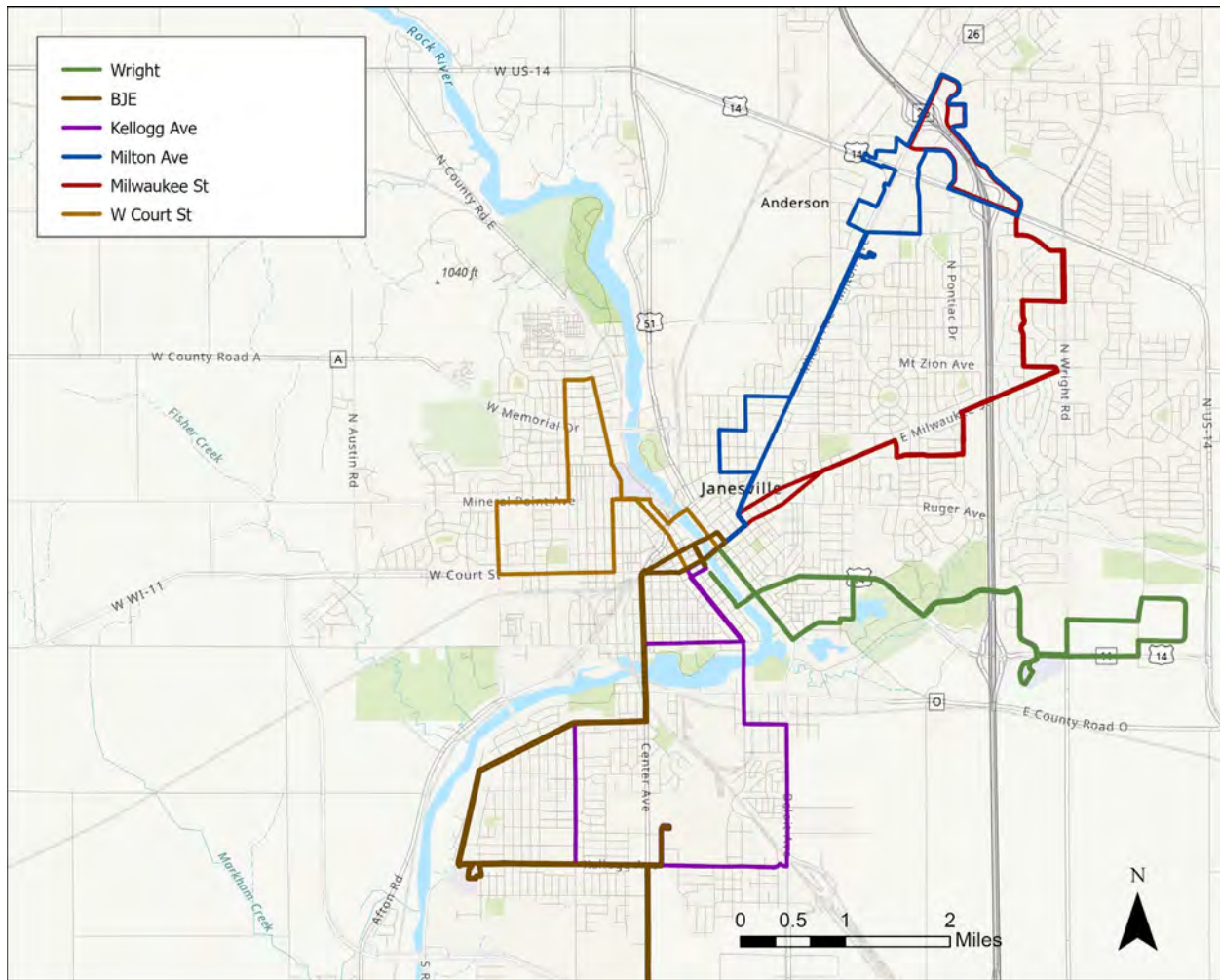
Summary

The Current Revenue Scenario includes minor adjustments that can be implemented without any increase in local funding. These adjustments include minor changes to improve on-time performance and allocating service toward the most productive parts of the system. Table 10 lists the recommended changes by route, which are shown in Figure 38 discussed in greater detail in the following section.

Table 10. Proposed Route Changes (Current Revenue Scenario)

| Route Type | Route | Proposed Changes |
|------------------------------------|------------------------------|--|
| Regular Local (Weekdays Only) | 1: Milton Ave | No Changes |
| | 2: Kellogg Ave | No Changes |
| | 3: Wright Rd | Streamline route and provide more bi-directional service along Racine St. and Palmer Dr. Extend route to east side industrial park (Enterprise Dr./Wuthering Hills Dr./Capital Cir.). Discontinue service along low-ridership segments of Randall Ave./Ruger Ave./ Wright Rd. Maintain current trip schedules with minor timepoint adjustments (no additional resources required). |
| | 4: Court St | No Changes |
| | 5: Milwaukee St | No Changes |
| Express Route | 6: Beloit-Janesville Express | Truncate BJE by removing County Loop service north of downtown Janesville Tripper service would be provided for KANDU at shift times |
| Nightside Route (Weekdays Only) | 7: Nightside-Milton Ave | No Changes |
| | 8: Nightside-East | No Changes |
| | 9: Nightside-West | No Changes |

Figure 38. Proposed Route Changes (Current Revenue Scenario)

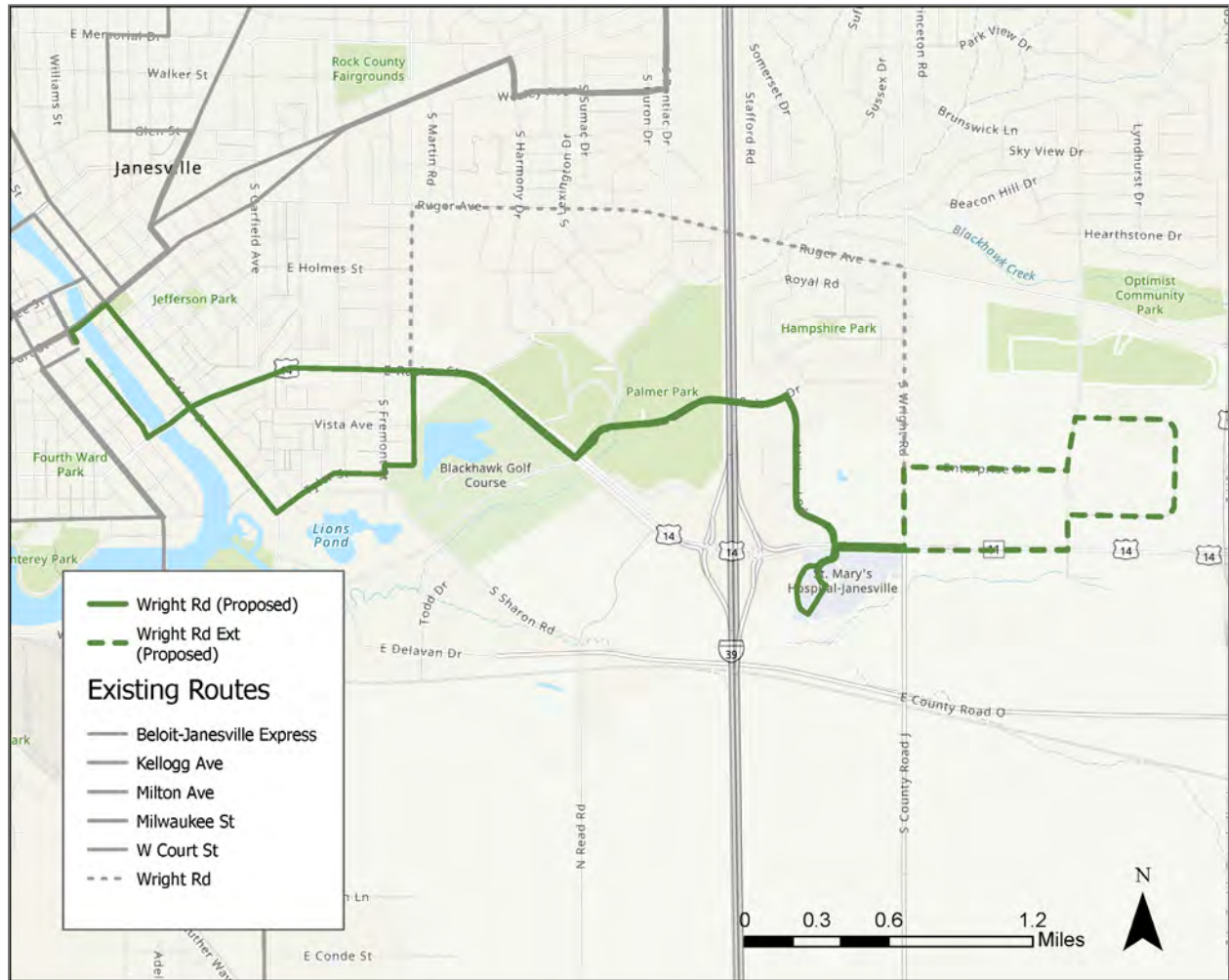


Route-Specific Recommendations

Wright Road Route

The Wright Road Route currently travels in a clockwise loop up to Ruger Rd. As shown in Figure 39, stop activity is very low on this part of the route, offering an opportunity for realignment.

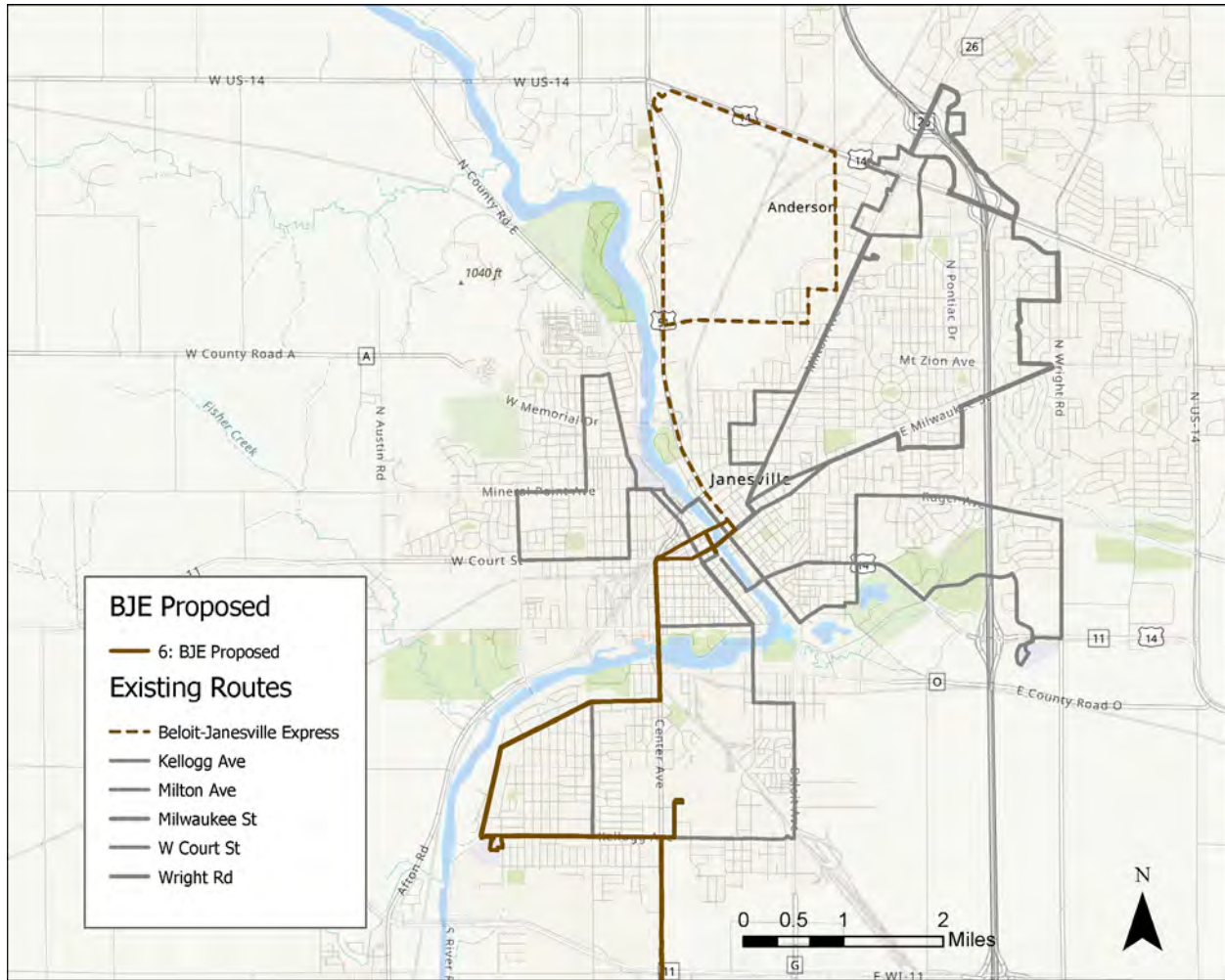
Figure 40. Proposed Wright Road Route Changes



Beloit-Janesville Express

The Beloit-Janesville Express (BJE) runs weekdays between the city of Janesville and the City of Beloit. The BJE travels north from the Beloit Transfer Center, through the JTS Downtown Transfer Center, then continues to Highway 14. In the Current Revenue Scenario all-day service on the County Loop north of the JTS Transfer Center would be phased out, leaving tripper service for the 7:45 AM and 2:45 PM trips only (Figure 41). Stop activity is very low on this part of the route and does not warrant regular fixed-route transit. This area could be better serviced through tripper routes to key destinations like KANDU and eventually Demand-Response service.

Figure 41. Proposed BJE Route changes



Opportunities Scenario

The Opportunities Scenario assumes a condition of increased revenue that would allow JTS to expand service through an on-demand microtransit program.

Service Priorities

In an increased-revenue scenario, JTS would have the opportunity to address a wide range of identified needs. These needs include:

- Expanded service to geographic areas that are currently unserved
- Prioritizing access to employment
- Adding service to new hours or days of week.

To address these needs, the Opportunities Scenario recommends that JTS explore adding a microtransit to pilot a demand-response service to meet travel needs in areas and during hours where/when fixed-route buses are not available.

Microtransit Overview

Microtransit, an emerging mode of transportation that allows customers to make on-demand reservations via a smartphone app or telephone call, can offer an attractive customer experience for transit trips in low-density areas or during off-peak service hours.

Many peer agencies across the country and within Wisconsin have studied or implemented elements of microtransit service, including Green Bay Metro and Valley Transit (Appleton).

Recommendations

Functionally, peer systems with microtransit programs organize service in zones or neighborhoods where riders can travel to or from destinations within. The Opportunities Scenario includes three proposed microtransit zones that are shown and described in the section below.

MICROTRANSIT PROJECT SPOTLIGHT: GREEN BAY METRO

In 2020, Green Bay Metro launched GBM On Demand, the agency's new, on-demand microtransit service. This service offers smartphone-enabled shared rides within four daytime zones and to designated transfer points, as well as throughout the Green Bay Metro service area during late-night hours.

Prior to launch, GBM On Demand was informed by a microtransit feasibility study, as well as extensive collaboration with the operator and paratransit provider, Via Transportation, Inc.

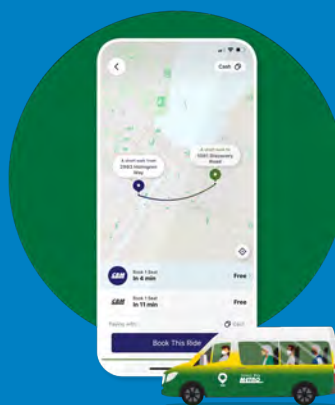


Image Credit: Via.

More information available at <https://greenbaywi.gov/GBM-On-Demand>.

Proposed Microtransit Zones

The Opportunities Scenario includes three recommended microtransit zones that would provide service in areas that do not have or may not have regular, fixed route service in the future. Riders could travel to and from destinations within one zone or from one zone to another. Each zone would have one or more transfer points to connect to the fixed route network. The locations of each zone are shown on the map in Figure 42 and descriptions of each zone – including proposed transfer points – are listed in Table 11.

The proposed microtransit zones would only provide service within Janesville City limits. This eliminates the need for any immediate intergovernmental service or funding agreements. In the future, coordination with other municipalities in Rock County could be considered based on program performance and regional development.

Figure 42. Proposed JTS Microtransit Zones



Table 11. Proposed JTS Microtransit Zones

| Microtransit Zone | Description | Transfer Points | Other Characteristics/Community Destinations |
|-------------------|--|--|---|
| 1 (Red) | <p>Microtransit zone 1 would cover Northwest Janesville, heading north from downtown along US-51 and the city boundary up to US-14. The zone includes part of the city that is north of US-14 and west of Milton Ave which includes employers and a small residential neighborhood which is not currently accessible by fixed route transit.</p> <p>South of US-14, the microtransit zone would cover the area currently served by the BJE. If this portion of the BJE is converted to tripper service, microtransit would fill in the gap and provide trips to the occasional rider in this area.</p> | <p>Janesville Target, JTS Downtown Transfer Center</p> | <p>The microtransit zone is made up of residential neighborhoods, as well as commercial and retail areas. Specific community destinations include Arrow Park, Rock County Jail, Marling Lumber Co, Lemans Corporation, United Alloy, Target, Menards, KANDU, The Institute for the Blind and Visually Impaired, and Prent Corporation.</p> <p>Since much of this zone is lower-density, microtransit could be a more efficient option than regular fixed-route service.</p> |
| 2 (Green) | <p>Microtransit zone 2 would cover Northeast Janesville from Walmart northwest of US-14 and Milton Ave along the northern city boundary to N Harmony Town Hall. From there the zone spans south along the city boundary to Ruger Ave. The southwest corner of the zone connects to BioLife Plasma Services, then the zone includes the area north of the transfer point along highway 25 and the fixed route service area back to Walmart.</p> | <p>Janesville Walmart, BioLife Plasma Services</p> | <p>The microtransit zone is primarily residential throughout with retail and employment destinations in the northwest portion and to the south. Specific community destinations include Walmart, Pine Tree Plaza, Holiday Inn, BioLife Plasma, and the Janesville Medical Center.</p> <p>Most of the area in this zone is made up of residential neighborhoods with smaller, winding street layouts that are not suited for fixed-route service. These characteristics and the expected level of demand are best suited for microtransit service.</p> |
| 3 (Blue) | <p>Microtransit zone 3 would cover Southwest Janesville. It would follow the city boundary from the fixed route service area near the Janesville Ice Arena to the southern border on Co Rd G. From there the zone covers along the southern border of the city, across the Rock River to include a neighborhood that is part of the city. From the west and of city boundary, the zone would share a border with fixed route service along Kellogg Ave travel back north east of Beloit Ave.</p> | <p>Dane Hill Williams Resource Center (DWRC)</p> | <p>This microtransit zone would service major employers that are difficult to access through the current fixed route network. There are also some residential neighborhoods. The share of people experiencing poverty is higher than the city average, at 21-30%.</p> <p>Specific community destinations in this zone include Seneca Foods Corporation, the YWCA, and the DWRC.</p> <p>The key destinations within this microtransit zone are not easily served by fixed routes This makes the area an ideal location for the third proposed microtransit zone.</p> |

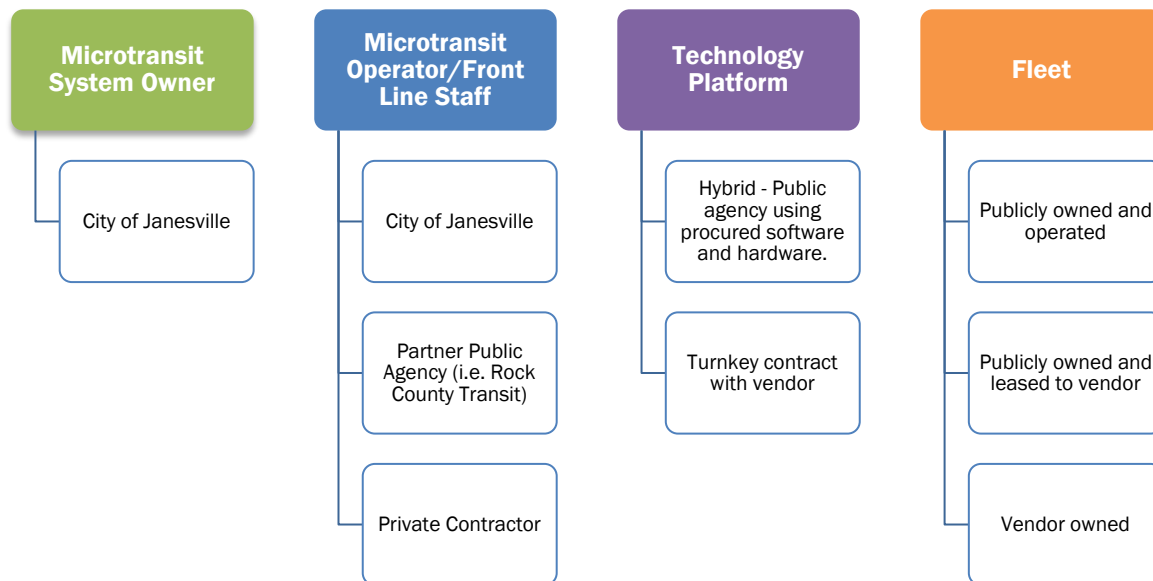
Opportunities Summary and Strategic Guidance

There are various methods of deploying an on-demand or microtransit service that have been proven as best practices. While the City of Janesville can reference peer agencies for guidance, its ultimate solution will be reflective of the local context. Microtransit in Janesville will operate in a manner that supplements a robust fixed-route system. In earlier sections, we identify specific gaps in the JTS network where there is not sufficient demand for all-day, fixed route service, but there is still a great deal of unmet need for transportation services. This report also documents where customers have requested service outside of typical JTS service hours. Additionally, in a “reduced resources” scenario, microtransit can be used as a method of preserving access to locations and within times of day where fixed route service is lost. These are the most promising opportunities for microtransit service in Janesville.

Operations and Ownership

Based on discussion with local stakeholders and peer agency research, there are several feasible methods of implementing microtransit service in Janesville. No matter who owns or operates the service a distinction of microtransit is its use of technology to manage fleet dynamics, routing, passenger manifests, and driver dispatching. Additionally, these technologies can be used for transit performance management and state/federal compliance. Figure 43 summarizes the various options for deploying microtransit service.

Figure 43. Microtransit Alternatives



Stakeholders

Potential stakeholders and partners for microtransit will include organizations already involved in providing demand-response transit service in the Janesville region, as well as customers and employers who could benefit from expanded days and hours of service. Key partners that should be engaged include Rock County, current JTS funding partners and BTS. Conversations with these organizations may yield insight into their capacity to assist with new demand-response service, as well as information on the most promising markets and areas of greatest need.

Additionally, the City of Beloit is slated to commence its own microtransit study in 2023 and JTS should coordinate with their efforts. The broader the scale of the microtransit service, and the greater the flexibility of modes (rural, urban, specialized and program-based trips), the more attractive the scope of service is to potential vendors, and JTS will benefit from more favorable cost-per-unit pricing. Therefore it is recommended that JTS engage surrounding communities that may be interested in participating in a microtransit pilot project, particularly those which contain retail and employment destinations currently unserved by fixed-route transit. These communities could be incorporated as founding members and funding participants or could be considered for future expansion if desired.

Customer Experience

One of the key advantages of a microtransit technology platform is the improvement and transparency in customer experience. Web-based or app-based booking and bus tracking can reduce barriers to transit use, and offer an experience that people are used to when using familiar transportation network companies like Uber or Lyft. However, in step with the transit agency mission, a best practice is to also allow telephone dispatch for those who may not have reliable access to the internet, and the ability to set up a standing ride or subscription trip to reduce the effort in booking for vulnerable populations. For example, FlexRide in Milwaukee and Waukesha Counties offers both app-based and telephone booking for its service. Figure 44 shows the booking instructions for Ride MVTA, a service of the Minnesota Valley Transit Authority (Twin Cities, MN).

Figure 44. Booking instructions for Minnesota Valley Transit Authority Microtransit Service



How to Book a Ride

The new RideMVTA app includes modifications to the Connect booking procedures designed to improve service efficiency and improve customer experience

1. Select "Plan & Route"
2. Type your destination
3. Choose the Connect trip
4. Select "Start Booking"
5. Select "Buy Tickets" or if paying cash onboard, tap "Pay with Cash"
6. Indicate number of riders
7. Select "Add to Cart"
8. If necessary, add your credit card or use a stored one, including Apple Pay.
9. Slide to activate the ticket
10. Tap X to close the ticket

Conclusion

The Janesville TDP provides a roadmap for near-term service changes and long-term opportunities for JTS over the next five years. Building on the previous TDP and the strong performance of the transit system, the proposed route modifications will help JTS better match transit service to customer demand. As JTS looks to the future, the Opportunities and Reduced Revenue scenarios will assist the agency in planning for success across a range of potential policy environments, always prioritizing the needs of customers and access to essential destinations. By implementing the recommendations of this report, JTS will continue in its mission to serve the City of Janesville and travelers throughout the region in an effective, fiscally responsible manner for years to come.

Appendix A: Peer Performance Summary

Agency 5-Year Summary

Janesville Transit System (JTS)

Operating Statistics, 2016-2020

| Year | Passenger Trips | Operating Expenses | Revenue Hours | Fare Revenue | Service Area Population |
|------|-----------------|--------------------|---------------|--------------|-------------------------|
| 2016 | 484,077 | \$3,308,497 | 30,778 | \$528,189 | |
| 2017 | 494,925 | \$3,476,304 | 30,765 | \$507,169 | |
| 2018 | 528,890 | \$3,576,115 | 30,287 | \$499,413 | |
| 2019 | 461,621 | \$3,562,005 | 30,593 | \$498,967 | |
| 2020 | 270,339 | \$3,470,097 | 29,634 | \$363,802 | 63,600 |

| Metric | Total Change | Annual Rate of Change |
|--------------------------|--------------|-----------------------|
| Fare Revenue | -31.1% | -8.9% |
| Operating Expenses | 4.9% | 1.2% |
| Unlinked Passenger Trips | -44.2% | -13.6% |
| Vehicle Revenue Hours | -3.7% | -0.9% |

Performance Measures, 2016-2020

| Year | Operating Expense per Passenger Trip | Operating Expense per Revenue Hour | Passenger Trips per Revenue Hour | Passenger Trips per Capita | Revenue Hours per Capita | Average Fare per Passenger Trip | Operating Ratio | Subsidy per Passenger Trip |
|------|--------------------------------------|------------------------------------|----------------------------------|----------------------------|--------------------------|---------------------------------|-----------------|----------------------------|
| 2016 | \$6.83 | \$107.50 | 15.73 | - | - | \$1.09 | 15.96% | \$5.74 |
| 2017 | \$7.02 | \$113.00 | 16.09 | - | - | \$1.02 | 14.59% | \$6.00 |
| 2018 | \$6.76 | \$118.07 | 17.46 | - | - | \$0.94 | 13.97% | \$5.82 |
| 2019 | \$7.72 | \$116.43 | 15.09 | - | - | \$1.08 | 14.01% | \$6.64 |
| 2020 | \$12.84 | \$117.10 | 9.12 | 4.25 | 0.47 | \$1.35 | 10.48% | \$11.49 |

Annual Rate of Change

| | | | | | |
|--------|-------|--------|------|--------|-------|
| 17.07% | 2.16% | -12.7% | 5.4% | -10.0% | 18.9% |
|--------|-------|--------|------|--------|-------|

Wisconsin Peer Summary Operating Statistics

| Agency | Revenue Hours | Passenger Trips | Operating Expenses | Fare Revenue | Service Area Population |
|---------------------------------------|---------------|-----------------|--------------------|--------------|-------------------------|
| Beloit | 17,474 | 48,805 | \$2,050,933 | \$66,952 | 35,871 |
| Eau Claire | 57,349 | 458,780 | \$5,072,109 | \$625,009 | 74,601 |
| Fond du Lac | 17,902 | 103,427 | \$1,623,600 | \$190,409 | 49,167 |
| Janesville | 29,634 | 270,339 | \$3,470,097 | \$363,802 | 63,600 |
| Kenosha | 70,091 | 801,277 | \$6,893,901 | \$1,406,277 | 99,894 |
| La Crosse | 62,788 | 562,145 | \$5,524,956 | \$264,599 | 71,201 |
| Oshkosh | 46,716 | 466,841 | \$4,251,642 | \$846,296 | 66,083 |
| Racine | 90,984 | 681,778 | \$8,956,784 | \$485,999 | 112,100 |
| Sheboygan | 45,258 | 391,585 | \$3,843,199 | \$312,390 | 59,490 |
| Wausau | 24,517 | 254,495 | \$3,088,914 | \$121,330 | 39,302 |
| Average | 46,271 | 403,947 | \$4,477,614 | \$468,306 | 67,131 |
| Agency as a Percent of Average | 64% | 67% | 77% | 78% | 95% |

National Peer Summary Operating Statistics

| Agency | Revenue Hours | Passenger Trips | Operating Expenses | Fare Revenue | Service Area Population |
|---------------------------------------|---------------|-----------------|--------------------|--------------|-------------------------|
| Battle Creek, MI | 40,411 | 379,224 | \$4,687,540 | \$248,544 | 87,735 |
| Dubuque, IA | 56,300 | 386,773 | \$3,780,578 | \$451,292 | 60,140 |
| Greeley, CO | 45,190 | 369,725 | \$5,250,723 | \$191,051 | 119,069 |
| Janesville | 29,634 | 270,339 | \$3,470,097 | \$363,802 | 63,600 |
| Lawton, OK | 38,776 | 253,198 | \$2,206,277 | \$279,233 | 70,177 |
| Lima, OH | 30,665 | 194,245 | \$3,186,672 | \$248,473 | 106,094 |
| Middletown, OH | 15,611 | 120,388 | \$1,137,738 | \$35,265 | 49,490 |
| Muskegon Heights, MI | 32,127 | 311,496 | \$3,872,772 | \$165,620 | 172,188 |
| Waterloo, IA | 56,330 | 363,515 | \$8,785,762 | \$450,329 | 108,519 |
| Average | 38,338 | 294,323 | \$4,042,018 | \$270,401 | 93,001 |
| Agency as a Percent of Average | 77% | 92% | 86% | 135% | 68% |

Wisconsin Peer Summary Performance Measures

| Agency | Operating Expense per Passenger Trip | Operating Expense per Revenue Hour | Passenger Trips per Revenue Hour | Passenger Trips per Capita | Revenue Hours per Capita | Average Fare per Passenger Trip | Operating Ratio | Subsidy per Passenger Trip |
|-------------|--------------------------------------|------------------------------------|----------------------------------|----------------------------|--------------------------|---------------------------------|-----------------|----------------------------|
| Wausau | \$12.14 | \$125.99 | 10.38 | 6.48 | 0.62 | \$0.48 | 3.93% | \$11.66 |
| Sheboygan | \$9.81 | \$84.92 | 8.65 | 6.58 | 0.76 | \$0.80 | 8.13% | \$9.02 |
| Racine | \$13.14 | \$98.44 | 7.49 | 6.08 | 0.81 | \$0.71 | 5.43% | \$12.42 |
| Oshkosh | \$9.11 | \$91.01 | 9.99 | 7.06 | 0.71 | \$1.81 | 19.91% | \$7.29 |
| La Crosse | \$9.83 | \$87.99 | 8.95 | 7.90 | 0.88 | \$0.47 | 4.79% | \$9.36 |
| Kenosha | \$8.60 | \$98.36 | 11.43 | 8.02 | 0.70 | \$1.76 | 20.40% | \$6.85 |
| Janesville | \$12.84 | \$117.10 | 9.12 | 4.25 | 0.47 | \$1.35 | 10.48% | \$11.49 |
| Fond du Lac | \$15.70 | \$90.69 | 5.78 | 2.10 | 0.36 | \$1.84 | 11.73% | \$13.86 |
| Eau Claire | \$11.06 | \$88.44 | 8.00 | 6.15 | 0.77 | \$1.36 | 12.32% | \$9.69 |
| Beloit | \$42.02 | \$117.37 | 2.79 | 1.36 | 0.49 | \$1.37 | 3.26% | \$40.65 |

| | | | | | | | | |
|---------------------------|---------|----------|------|------|------|--------|--------|---------|
| Average | \$14.42 | \$100.03 | 8.26 | 5.60 | 0.66 | \$1.19 | 10.04% | \$13.23 |
| Standard Deviation | \$9.43 | \$13.95 | 2.36 | 2.18 | 0.16 | \$0.51 | 5.90% | \$9.38 |
| Acceptable Range | \$23.85 | \$113.99 | 5.90 | 3.42 | 0.50 | \$0.68 | 4.13% | \$22.61 |

| | | | | | | | |
|---------------------|----------------------------|---------------------|---------------------------|----------------------------|---------------------|---------------------|---------------------|
| Better than average | Outside satisfactory range | Better than average | Within satisfactory range | Outside satisfactory range | Better than average | Better than average | Better than average |
|---------------------|----------------------------|---------------------|---------------------------|----------------------------|---------------------|---------------------|---------------------|

National Peer Summary Performance Measures

| Agency | Operating Expense per Passenger Trip | Operating Expense per Revenue Hour | Passenger Trips per Revenue Hour | Passenger Trips per Capita | Revenue Hours per Capita | Average Fare per Passenger Trip | Operating Ratio | Subsidy per Passenger Trip |
|----------------------|--------------------------------------|------------------------------------|----------------------------------|----------------------------|--------------------------|---------------------------------|-----------------|----------------------------|
| Battle Creek, MI | \$12.36 | \$116.00 | 9.38 | 4.32 | 0.46 | \$0.66 | 5.30% | \$11.71 |
| Dubuque, IA | \$9.77 | \$67.15 | 6.87 | 6.43 | 0.94 | \$1.17 | 11.94% | \$8.61 |
| Greeley, CO | \$14.20 | \$116.19 | 8.18 | 3.11 | 0.38 | \$0.52 | 3.64% | \$13.68 |
| Janesville | \$12.84 | \$117.10 | 9.12 | 4.25 | 0.47 | \$1.35 | 10.48% | \$11.49 |
| Lawton, OK | \$8.71 | \$56.90 | 6.53 | 3.61 | 0.55 | \$1.10 | 12.66% | \$7.61 |
| Lima, OH | \$16.41 | \$103.92 | 6.33 | 1.83 | 0.29 | \$1.28 | 7.80% | \$15.13 |
| Middletown, OH | \$9.45 | \$72.88 | 7.71 | 2.43 | 0.32 | \$0.29 | 3.10% | \$9.16 |
| Muskegon Heights, MI | \$12.43 | \$120.55 | 9.70 | 1.81 | 0.19 | \$0.53 | 4.28% | \$11.90 |
| Waterloo, IA | \$24.17 | \$155.97 | 6.45 | 3.35 | 0.52 | \$1.24 | 5.13% | \$22.93 |

| | | | | | | | | |
|---------------------------|---------|----------|------|------|------|--------|-------|---------|
| Average | \$13.37 | \$102.96 | 7.81 | 3.46 | 0.46 | \$0.90 | 7.15% | \$12.47 |
| Standard Deviation | \$4.46 | \$29.77 | 1.27 | 1.37 | 0.20 | \$0.38 | 3.48% | \$4.34 |
| Acceptable Range | \$17.83 | \$132.73 | 6.54 | 2.09 | 0.25 | \$0.53 | 3.66% | \$16.81 |

| | | | | | | | | |
|---------------------|---------------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|
| Better than average | Within satisfactory range | Better than average | Better than average | Better than average | Better than average | Better than average | Better than average | Better than average |
|---------------------|---------------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|

Trend Summary Relative to WI Peers

| Performance Measure | Agency Average Annual Rate of Change | WI Peer Average | WI Peer St. Dev. | WI Peer Acceptable Range | |
|---------------------------------------|--------------------------------------|-----------------|------------------|--------------------------|---------------------------|
| Average Fare per Passenger Trip | 5.38% | 1.74% | 15.45% | -13.70% | Better than average |
| Operating Expenses per Passenger Trip | 17.07% | 21.16% | 8.29% | 29.45% | Better than average |
| Operating Expenses per Revenue Hour | 2.16% | 6.70% | 2.53% | 9.22% | Better than average |
| Operating Ratio | -9.98% | -15.89% | 12.70% | -28.58% | Better than average |
| Passenger Trips per Capita | | | | | N/A |
| Passenger Trips per Revenue Hour | -12.73% | -11.57% | 5.60% | -17.18% | Within satisfactory range |
| Revenue Hours per Capita | | | | | N/A |
| Subsidy per Passenger Trip | 18.93% | 23.98% | 8.44% | 32.42% | Better than average |

Trend Summary Relative to US Peers

| Performance Measure | Agency Average Annual Rate of Change | US Peer Average | US Peer St. Dev. | US Peer Acceptable Range | |
|---------------------------------------|--------------------------------------|-----------------|------------------|--------------------------|----------------------------|
| Average Fare per Passenger Trip | 5.38% | -0.50% | 14.06% | -14.56% | Better than average |
| Operating Expenses per Passenger Trip | 17.07% | 16.92% | 6.66% | 23.58% | Within satisfactory range |
| Operating Expenses per Revenue Hour | 2.16% | 9.78% | 5.53% | 15.31% | Better than average |
| Operating Ratio | -9.98% | -14.67% | 12.67% | -27.34% | Better than average |
| Passenger Trips per Capita | | | | | N/A |
| Passenger Trips per Revenue Hour | -12.73% | -6.04% | 2.69% | -8.73% | Outside satisfactory range |
| Revenue Hours per Capita | | | | | N/A |
| Subsidy per Passenger Trip | 18.93% | 18.73% | 7.71% | 26.43% | Within satisfactory range |

Appendix B: Survey Materials

Figure 45. JTS Rider Survey



Bus Riders: Make your voice heard!

Janesville Transit System is conducting a five-year Transit Development Plan that will include changes to bus routes from 2023 to 2027. Learn more at tinyurl.com/JTS-web. We welcome your assistance in taking the following survey, which will help us answer questions like:

- What destinations are most important to transit riders?
- Are there new places JTS needs to serve?
- How can JTS improve the rider experience?

Thanks for helping plan the future of transit in JTS. We look forward to your feedback!

1. Which bus are you riding?
 - 1 – Milton Avenue
 - 2 – Kellogg Avenue
 - 3 – Wright Road
 - 4 – West Court Street
 - 5 – Milwaukee Street
 - 6 – Beloit Janesville Express
 - 7 – Nightside Milton Avenue
 - 8 – Nightside East
 - 9 – Nightside West
 - Before or After School Special route
2. How did you get to this bus?
 - Another bus
Which route? _____
 - Walked, biked or rolled
 - Private vehicle
 - Other: _____
3. What is the purpose of your trip today?
 - School
 - Work/seeking employment
 - Healthcare/medical
 - Shopping
 - Personal business
 - Recreation
 - Other: _____
4. After getting off this bus, how will you complete your trip?
 - Another bus
 - Walk, bike or roll
 - Private vehicle
 - Other: _____
5. On average, how often do you ride the bus in a month?
 - Daily
 - 3-5 times a week
 - 1-2 times a week
 - 1-2 times a month
6. Compared to last year, do you ride:
 - More often
 - About the same
 - Less often
7. How would you have made this trip if the bus were not available?
 - Ride with a friend or family member
 - Walk, bike or roll
 - Taxi
 - Drive myself
 - Would not make this trip
 - Other: _____
8. Do you have a valid driver's license?

Yes No
9. How many people live in your household? _____
10. How many reliable vehicles are you and others in your household able to access? _____
11. Have you ever quit or lost a job because it was hard for you to get to work?

Yes No
12. If yes, why was it hard for you to get to work?

13. Overall, how well does Janesville Transit System meet your needs?
 - Very well
 - Well
 - Neither well nor poorly
 - Poorly
 - Very poorly
14. What one improvement do you most want to see JTS make?
 - Buses that operate on time
 - Better transfer connections
 - Route maps and schedules that are easier to understand
 - Earlier hours on weekdays
 - Later hours on weekdays
 - Earlier hours on Saturdays
 - Later hours on Saturdays
 - Sunday service
 - Beloit-Janesville Express service on Saturdays
 - Later hours for Beloit-Janesville Express
 - Service to unserved areas (please specify):

15. Please indicate your agreement with the following statements about the Janesville Transit System:

| | Strongly agree | Agree | Neutral | Disagree | Strongly disagree |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Runs on time | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Is available when I want it | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Charges reasonable fares | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Has a fare structure that is easy to understand | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Has a convenient fare payment system | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Gets me to my destination in a reasonable amount of time | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Picks me up/drops me off close to where I'm going | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Has easy transfers between buses | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Drivers operate at safe speeds | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Drivers are courteous and helpful | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Buses are clean and well maintained | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The route maps and schedules are easy to understand | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

16. If the City has to reduce bus service, which change should we prioritize?
- Eliminate Saturday service
 - Eliminate the lowest-ridership routes
 - Eliminate special routes for students
 - Eliminate evening bus service
 - Less frequent service on Saturdays and mid-day on weekdays
 - Maintain existing service with a substantial fare increase (\$0.50 or more per ride)
 - Other (please specify) _____

17. Do you currently attend a Janesville School District middle or high school?
- Yes No

18. If yes, which do you attend?
- | | |
|----------|----------------------|
| Edison | TATE |
| Franklin | Rock River Charter |
| Marshall | ARISE Virtual School |
| Craig | Rock University High |
| Parker | Other: _____ |
| TAGOS | |

19. What other comments would you like to share with Janesville Transit System?

20. What is your gender?

- Man
- Woman
- Non-binary
- Self-identify: _____

21. What is your race and ethnicity? Select all that apply.

- American Indian or Alaska Native
- Asian
- Black/African American
- Hispanic or Latino/a/x
- Native Hawaiian or Pacific Islander
- White
- Other: _____

22. What was your household income before taxes in the last 12 months?

- Under \$10,000
- \$10,000 - \$19,999
- \$20,000 - \$34,999
- \$35,000 - \$50,000
- More than \$50,000

23. What is your age?

- 11 or younger 35-44
- 12-18 45-54
- 19-24 55-64
- 25-34 65 or older

Figure 46. JTS Community Survey



Janesville Residents: Make your voice heard!

Janesville Transit System is conducting a five-year Transit Development Plan that will include changes to bus routes from 2023 to 2027. Learn more at tinyurl.com/JTS-web. We welcome your assistance in taking the following survey, which will help us answer questions like:

- What destinations are most important to transit riders?
- Are there new places JTS needs to serve?
- How can JTS better serve you?

Thanks for helping plan the future of transit in Janesville. We look forward to your feedback!

- How do you get to the places you want to go? Please rank the ways you get around with 1 as the most frequently.
 - Drive or ride in my own vehicle
 - Drive or ride in someone else's vehicle
 - Ride the bus
 - Walk or use a wheelchair
 - Ride a bicycle
 - Other: _____
- On average, how often do you ride the bus in a month?
 - Daily
 - 3-5 times a week
 - 1-2 times a week
 - 1-2 times a month
 - Never
- What would cause you to ride the bus more often? Select all that apply.
 - Buses that operate on time
 - Better transfer connections
 - Route maps and schedules that are easier to understand
 - Earlier hours on weekdays
 - Later hours on weekdays
 - Earlier hours on Saturdays
 - Later hours on Saturdays
 - Sunday service
 - Beloit-Janesville Express service on Saturdays
 - Later hours for Beloit-Janesville Express
 - Service to unserved areas (please specify) _____
- What else could be done to improve JTS bus service?

- Do you have a valid driver's license?
 - Yes
 - No
- How many people live in your household? _____
- How many reliable vehicles are you and others in your household able to access? _____
- Have you ever quit or lost a job because it was hard for you to get to work?
 - Yes
 - No
- If yes, why was it hard for you to get to work?

- Overall, how well does Janesville Transit System meet your needs?
 - Very well
 - Well
 - Neither well nor poorly
 - Poorly
 - Very poorly
- Do you currently attend a Janesville School District middle or high school?
 - Yes
 - No
- If yes, which do you attend?

| | |
|----------|----------------------|
| Edison | TATE |
| Franklin | Rock River Charter |
| Marshall | ARISE Virtual School |
| Craig | Rock University High |
| Parker | Other: _____ |
| TAGOS | |

Please see reverse side for optional demographic questions.



OPTIONAL QUESTIONS


13. What is your gender?
- Man
 - Woman
 - Non-binary
 - Self-identify: _____
14. What is your race and ethnicity? Select all that apply.
- American Indian or Alaska Native
 - Asian
 - Black/African American
 - Hispanic or Latino/a/x
 - Native Hawaiian or Pacific Islander
 - White
 - Other: _____
15. What was your household income before taxes in the last 12 months?
- Under \$10,000
 - \$10,000 - \$19,999
 - \$20,000 - \$34,999
 - \$35,000 - \$50,000
 - More than \$50,000
16. What is your age?
- | | |
|-------------------------------------|-------------|
| <input type="radio"/> 11 or younger | 35-44 |
| <input type="radio"/> 12-18 | 45-54 |
| <input type="radio"/> 19-24 | 55-64 |
| <input type="radio"/> 25-34 | 65 or older |

Appendix C: Public Engagement Boards

Figure 47. Public Engagement Boards (Summer 2022)

Janesville Transit System


Transit Development Plan




Why we're here

- Review current operations of Janesville Transit System
- Engage with the community about its needs
- Develop recommendations to improve service

Process



Keep in touch!



Take our survey
<https://www.surveymonkey.com/r/JTS-Community-Survey>

Follow us on social media
https://twitter.com/city_janesville
<https://facebook.com/CityOfJanesville>

Learn more
<https://tinyurl.com/JTS-web>

Contact Us
 Rebecca Smith, Transit Director
smithr@ci.janesville.wi.us

Do you agree with the following statements? ● I agree ● I disagree

| | |
|--|---|
| Janesville Transit System can get me where I need to go. | I feel/would feel safe riding Janesville Transit System. |
| Janesville Transit System operates during times that work with my schedule. | Janesville Transit System vehicles are clean and well-maintained. |
| Janesville Transit System operates on time. | Janesville Transit System stops and shelters are clean and well-maintained. |
| I can easily access and understand information Janesville Transit System routes and fares. | Janesville Transit System provides good customer service. |

How would you prioritize service improvements?



Frequency
More buses per hour



Span
Run buses earlier and later in the day



Coverage
Serve a larger area



Travel Time
Improve speed and reliability



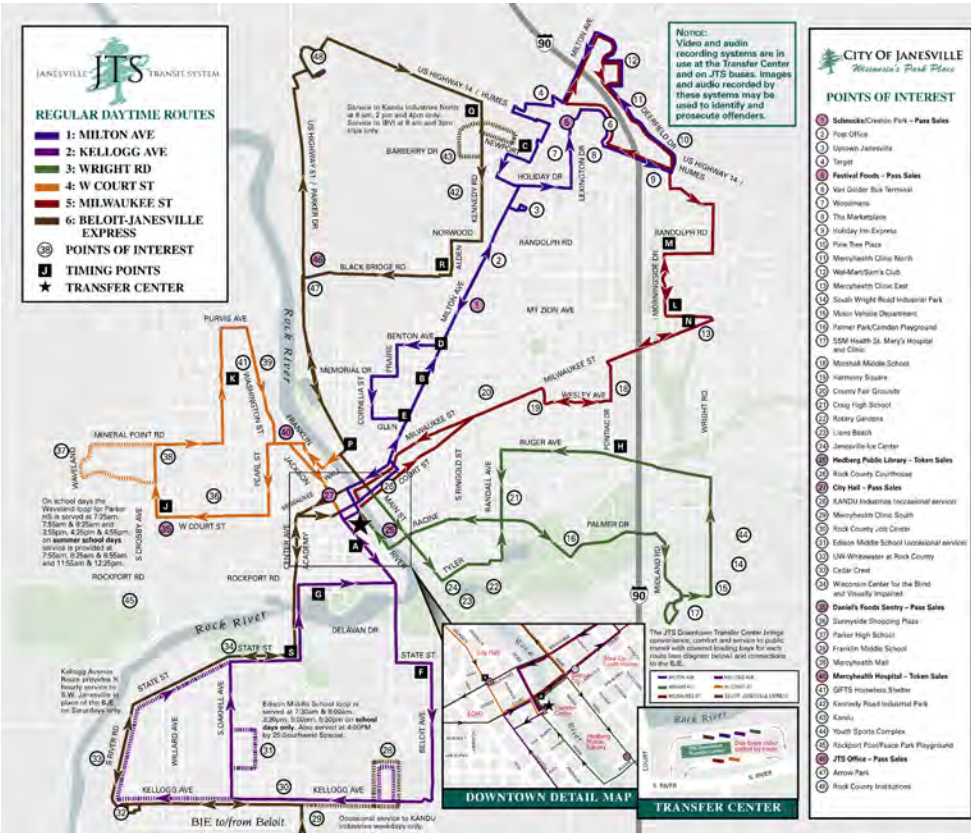
Amenities
Benches, shelters, heat, etc.



Information
Schedules, maps, online tools etc.



Other
Please indicate



Tell us where you...

- Live
- Work/Study
- Spend time

How can JTS better serve you?

Figure 48. Public Engagement Boards (Fall 2022)

Janesville Transit System

Transit Development Plan



Why we're here

- Review current operations of Janesville Transit System
- Engage with you about your needs
- Develop recommendations to improve service

Process

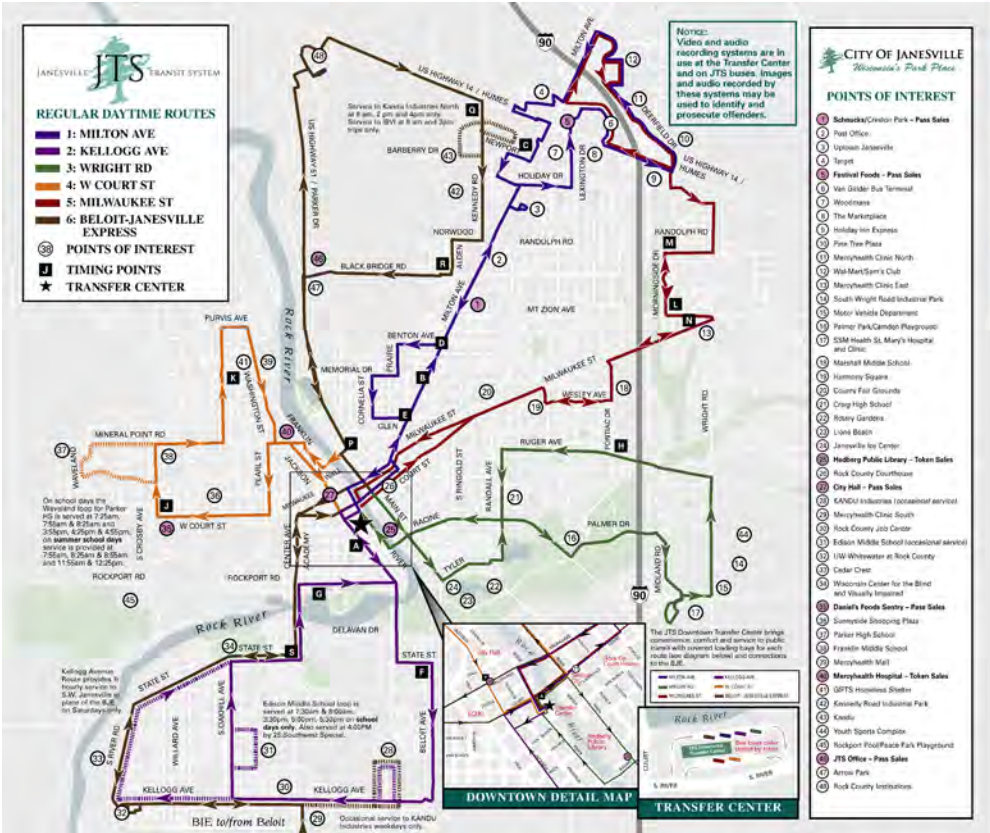


Keep in touch!

Follow us on social media
https://twitter.com/city_janesville
<https://facebook.com/CityOfJanesville>

Learn more
<https://tinyurl.com/JTS-web>

Contact Us
 Rebecca Smith, Transit Director
smithr@ci.janesville.wi.us



Tell us where you...
 • Live
 • Work/Study
 • Spend time

How can JTS better meet your needs?

Service Expansion Opportunities:

- Add 3 new microtransit zones to provide app-based on-demand transit to new service areas (see map at right)
- Add Saturday Nightside service using microtransit.
- Add later evening service on weekdays using microtransit.
- Add Sunday service using microtransit.
- Increase Milton Avenue frequency from 30 to 20 minutes.



Route Recommendations

3: Wright Road



- Streamline route and provide more bi-directional service along Racine St. and Palmer Dr.
- Extend route to east side industrial park (Enterprise Dr./Wuthering Hills Dr.)
- Discontinue service along low-ridership segments of Randall Ave./Ruger Ave./ Wright Rd.
- Maintain current trip schedules with minor timepoint adjustments.

Beloit-Janesville Express



- Remove County Loop service north of downtown Janesville
- Work with Rock County to discuss demand-response service opportunities
- Tripper service would be provided for KANDU at shift times
- Opportunity to reinvest service in other parts of the corridor

Appendix D: Stakeholder Presentations

Figure 49. Regional Transit Stakeholder Meeting (August 9, 2022)

Janesville Transit System

Transit Development Plan

Why we're here

- Review current operations of Janesville Transit System
- Engage with the community about its needs
- Develop recommendations to improve service

Process

Keep in touch!

Take our survey: <https://www.surveymonkey.com/jts-community-survey>

Learn more: <https://jts.vt.com/jtsweb>

Follow us on social media: https://twitter.com/city_janesville, <https://www.facebook.com/CityOfJanesville>

Contact Us: Rebecca Smith, Transit Director, smithr@city.janesville.vt.us

1

Tell us where you... Live, Work/Study, Spend time

How can JTS better meet your needs?

2

How do people typically use transit in the Rock County Transit and Beloit Transit service areas?

- Work
- Education
- Social Services
- Shopping

How have travel needs changed during the last 5 years (including COVID)?

- Overall ridership
- Hours, destinations, trip types
- Travel to/from Janesville

What challenges is your agency facing in providing transit service?

- For example: driver shortage, technology, changing customer demand, etc.

How would you describe your working relationship with JTS?

- Rock County as a partner agency and contractor
- Beloit Transit as a partner agency and connecting system

How would your agency like grow or change in the future?

- For example: changes to routes or service areas, improvement in technology, or new types of partnerships.

3

Is the current BJE service (trips, destinations) effectively meeting your needs?

- If not, what needs are going unmet?

What types of transit options might better address your organization's needs?

Examples:

- Changes to route alignment or trip times
- Shift to demand-response service
- Any other ideas?

4

| BELOIT-JANESVILLE | | | | | | | | | | | | | | |
|--------------------------------|------|------|------|------|-------|-------|-------|-------|-------|-------|------|------|------|--------------------------------|
| Origin | 8:00 | 8:30 | 9:00 | 9:30 | 10:00 | 10:30 | 11:00 | 11:30 | 12:00 | 12:30 | 1:00 | 1:30 | 2:00 | Destination |
| 1. Janesville Transit Center | 8:00 | 8:30 | 9:00 | 9:30 | 10:00 | 10:30 | 11:00 | 11:30 | 12:00 | 12:30 | 1:00 | 1:30 | 2:00 | 2. Janesville Transit Center |
| 3. UVM at Rock County | 8:00 | 8:30 | 9:00 | 9:30 | 10:00 | 10:30 | 11:00 | 11:30 | 12:00 | 12:30 | 1:00 | 1:30 | 2:00 | 4. UVM at Rock County |
| 5. Rock Valley Center, Program | 8:00 | 8:30 | 9:00 | 9:30 | 10:00 | 10:30 | 11:00 | 11:30 | 12:00 | 12:30 | 1:00 | 1:30 | 2:00 | 6. Rock Valley Center, Program |
| 7. Beloit Transit Center | 8:00 | 8:30 | 9:00 | 9:30 | 10:00 | 10:30 | 11:00 | 11:30 | 12:00 | 12:30 | 1:00 | 1:30 | 2:00 | 8. Beloit Transit Center |

COUNTY INSTITUTIONS

| Origin | 8:00 | 8:30 | 9:00 | 9:30 | 10:00 | 10:30 | 11:00 | 11:30 | 12:00 | 12:30 | 1:00 | 1:30 | 2:00 | Destination |
|--------------------------------|------|------|------|------|-------|-------|-------|-------|-------|-------|------|------|------|--------------------------------|
| 1. Janesville Transit Center | 8:00 | 8:30 | 9:00 | 9:30 | 10:00 | 10:30 | 11:00 | 11:30 | 12:00 | 12:30 | 1:00 | 1:30 | 2:00 | 2. Janesville Transit Center |
| 3. UVM at Rock County | 8:00 | 8:30 | 9:00 | 9:30 | 10:00 | 10:30 | 11:00 | 11:30 | 12:00 | 12:30 | 1:00 | 1:30 | 2:00 | 4. UVM at Rock County |
| 5. Rock Valley Center, Program | 8:00 | 8:30 | 9:00 | 9:30 | 10:00 | 10:30 | 11:00 | 11:30 | 12:00 | 12:30 | 1:00 | 1:30 | 2:00 | 6. Rock Valley Center, Program |
| 7. Beloit Transit Center | 8:00 | 8:30 | 9:00 | 9:30 | 10:00 | 10:30 | 11:00 | 11:30 | 12:00 | 12:30 | 1:00 | 1:30 | 2:00 | 8. Beloit Transit Center |

JANESVILLE-BELOIT

| Origin | 8:00 | 8:30 | 9:00 | 9:30 | 10:00 | 10:30 | 11:00 | 11:30 | 12:00 | 12:30 | 1:00 | 1:30 | 2:00 | Destination |
|--------------------------------|------|------|------|------|-------|-------|-------|-------|-------|-------|------|------|------|--------------------------------|
| 1. Janesville Transit Center | 8:00 | 8:30 | 9:00 | 9:30 | 10:00 | 10:30 | 11:00 | 11:30 | 12:00 | 12:30 | 1:00 | 1:30 | 2:00 | 2. Janesville Transit Center |
| 3. UVM at Rock County | 8:00 | 8:30 | 9:00 | 9:30 | 10:00 | 10:30 | 11:00 | 11:30 | 12:00 | 12:30 | 1:00 | 1:30 | 2:00 | 4. UVM at Rock County |
| 5. Rock Valley Center, Program | 8:00 | 8:30 | 9:00 | 9:30 | 10:00 | 10:30 | 11:00 | 11:30 | 12:00 | 12:30 | 1:00 | 1:30 | 2:00 | 6. Rock Valley Center, Program |
| 7. Beloit Transit Center | 8:00 | 8:30 | 9:00 | 9:30 | 10:00 | 10:30 | 11:00 | 11:30 | 12:00 | 12:30 | 1:00 | 1:30 | 2:00 | 8. Beloit Transit Center |

5

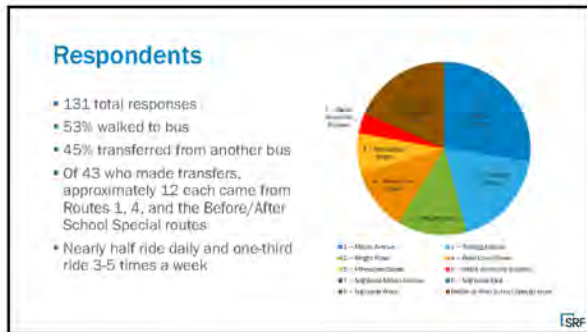
Figure 52. Preliminary Survey Results (August 16, 2022)



1



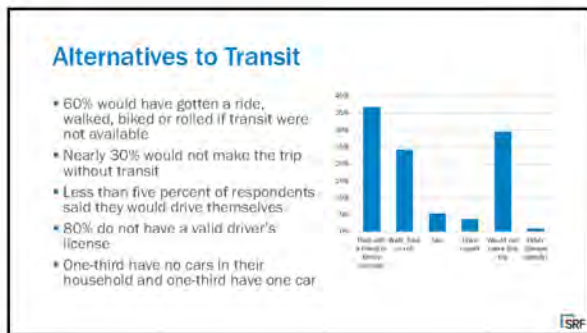
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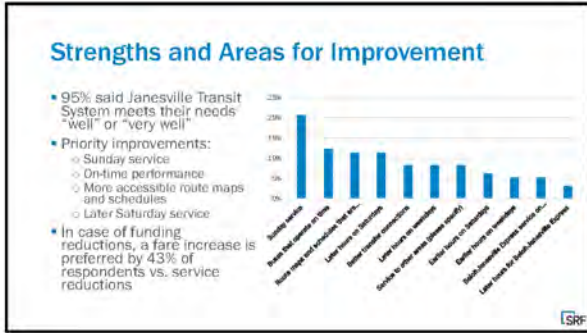
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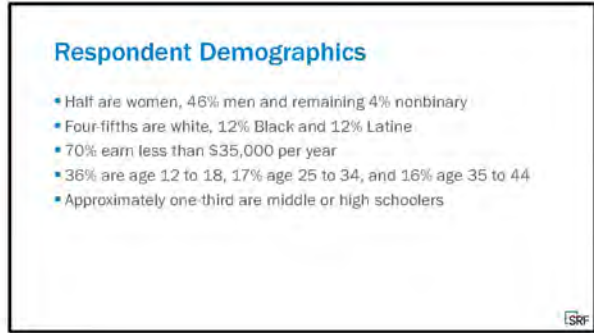
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6



7



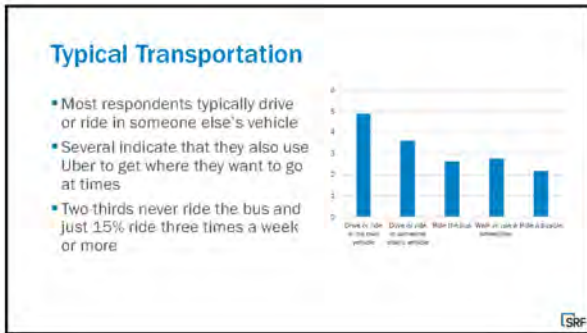
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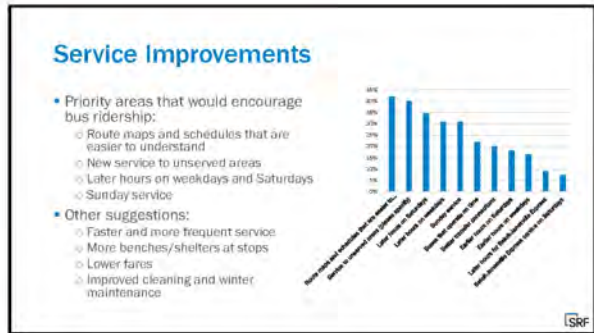
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10




11



12

Transportation Barriers and Transit Service


- Eleven of 61 respondents (18%) have quit or lost a job because it was hard to get to work
 - Reasons include lack of service early in the morning or late at night, prohibitively long travel times, and lack of service in the areas
- 53% of respondents said JTS meets their transportation needs "neither well nor poorly"
 - One-third said it meets their needs "well" or "very well"
 - 13% said it meets their needs "poorly" or "very poorly"



13

Respondent Demographics

- 80% have a valid driver's license
- 50% have 2 or 3 vehicles in their household; 35% have one vehicle; 13% have none
- 60% are women, 38% are men and 2% are nonbinary
- 75% earn more than \$35,000 per year (58% more than \$50,000)
- Approximately even distribution of ages from 25 to over 65
- 97% are not students (only 2 students responded)



14

Figure 53. JTS TDP Draft Recommendations (November 8, 2022)

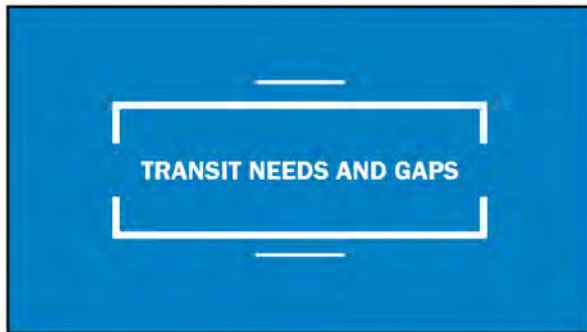


1

Agenda

- Transit Needs and Gaps
- Current Revenue Scenario
 - Beloit-Janesville Express (BJE)
 - Wright Road Route
- Opportunities Scenario
 - Microtransit Service
 - Additional Recommendations (Service Expansion)

2



3

Strengths and Areas for Improvement

- 95% said Janesville Transit System meets their needs "well" or "very well"
- Priority improvements:
 - Sunday service
 - On-time performance
 - More accessible route maps and schedules
 - Later Saturday service
- In case of funding reductions, a fare increase is preferred by 43% of respondents vs. service reductions

4

Alternatives to Transit

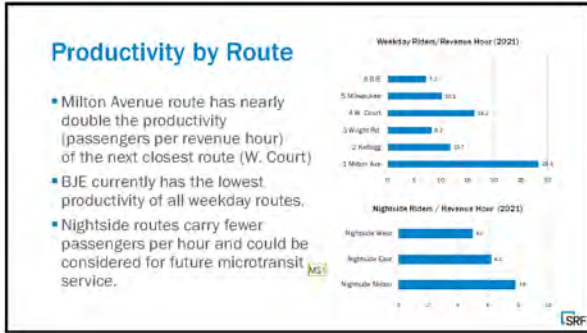
- 60% would have gotten a ride, walked, biked or rolled if transit were not available
- Less than five percent of respondents said they would drive themselves
- 80% do not have a valid driver's license
- One-third have no cars in their household and one-third have one car
- Nearly 30% would not make the trip without transit

5

Transportation Barriers

- 25 of 111 who responded (23%) said they have quit or lost a job because it was hard to get to work
- Reasons: lack of early or late bus service, late bus arrival, lack of driver's license or personal vehicle, walking when the bus did not run was not an option because of inclement weather

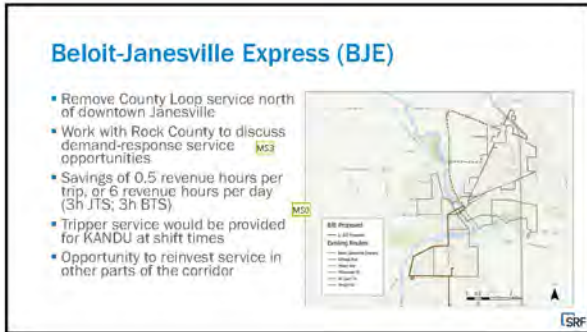
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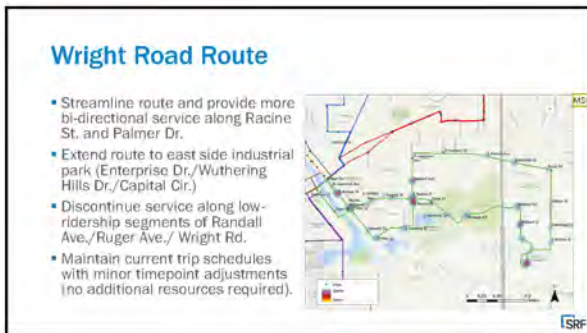
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9



10




11



12

Microtransit Service


- Flexible, on demand transit service with phone or app based booking
- Rides can be reserved within designated zones or to and from specific transfer points
- Intended to supplement and extend the reach of the fixed-route network
- This is a way to deliver service in a more flexible manner at reduced cost.
- Can be operated by in-house, by paratransit provider, or third-party contractor



13

Microtransit Examples


- GBM OnDemand – Green Bay, WI
<https://greenbaywi.gov/GBM-On-Demand>
- FlexRide MKE – Milwaukee, WI
<https://www.flexridemke.com/>
- Metro Transit micro – Minneapolis, MN
<https://www.metrotransit.org/micro-project>
- RideKC Micro Transit – Kansas City, MO
https://ridekc.org/ride_guide/micro-transit
- Pace On Demand – suburban Chicago, IL
<https://www.pacebus.com/ondemand>



14

Proposed Microtransit Service


- Establish up to 3 microtransit zones to serve outlying areas on Janesville's north, east, and south sides.
 - **North Zone:** Service to JTS transfer center, County complex, and KANDU industries (could replace SJE County Loop). Transfer at Target or downtown.
 - **East Zone:** Service to east side residential areas currently unserved by fixed routes. Transfer at Walmart or BioLife/Midland Dr.
 - **South Zone:** Service to south and southeast areas of Janesville, including SE industrial park, Dollar General, and select residential areas. Transfer at the Rock County Daniel Hale Williams Resource Center (DWRC).



15

Proposed Microtransit Service

- Zones may be implemented in phases based on adjacent route changes and/or funding priorities.
 - General approach: 1 vehicle per zone; at least 12 operating hours per weekday.
 - Typically uses the same fare as regular route service, with transfers to fixed-route service.
 - Microtransit zones could be expanded to offer weekday late-night hours, Saturday/Nightside, or Sunday service if desired.
- Next steps:
 - JTS to identify potential providers, including operations partners and technology solutions



16

Additional Recommendations

Further service expansion opportunities:

- Add Saturday Nightside service using microtransit.
- Add later evening service on weekdays using microtransit.
- Add Sunday service using microtransit.
- Increase Milton Avenue frequency from 30 to 20 minutes.

17

Notes/Comments/Questions?

- ...

18

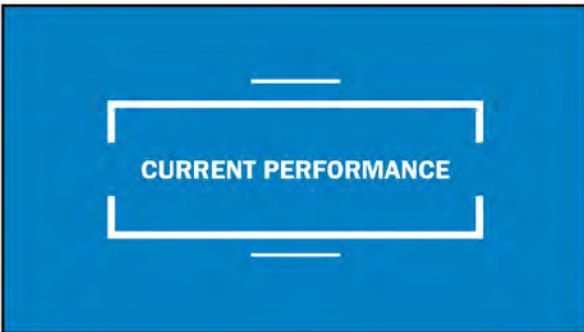
Figure 54. BJE Stakeholder Meeting (November 18, 2022)



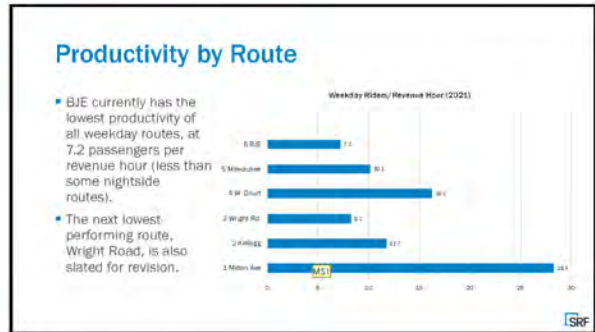
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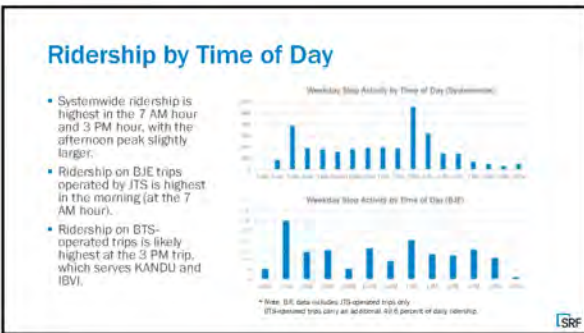
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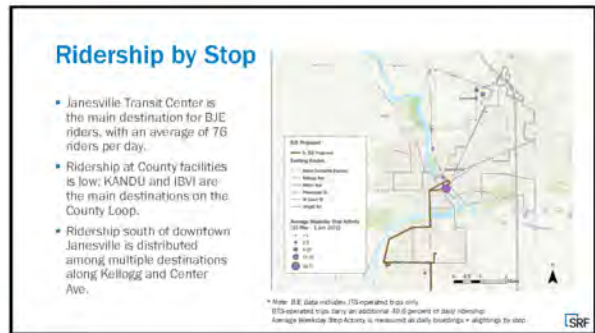
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5



6

Ridership by Stop (County Loop)

- Ridership at County facilities is low; Rock County Jail and Juvenile Detention Center see an average of 1 rider every 2-3 days.
- KANDU and IBVI are the main destinations on the County Loop, with 5-6 riders per day at each destination.
- Total ridership on County loop (excluding transit center) is approximately 18.4 riders per day.

* Note: BJE data includes JIS-covered trips only.
 † Standardized data carry an additional 40.0 percent of daily ridership.
 Average Weekly BJE Activity is measured as daily boardings. * All trips by bus.

7

Ridership by Stop (County Loop)

- Ridership at County facilities is low; Rock County Jail and Juvenile Detention Center see an average of 1 rider every 2-3 days.
- KANDU and IBVI are the main destinations on the County Loop, with 5-6 riders per day at each destination.
- Total ridership on County loop (excluding transit center) is approximately 18.4 riders per day.

* Note: BJE data includes JIS-covered trips only.
 † Standardized data carry an additional 40.0 percent of daily ridership.
 Average Weekly BJE Activity is measured as daily boardings. * All trips by bus.

8

PROPOSED CHANGES

9

Beloit-Janesville Express (BJE)

- Consider adjusting County Loop service north of downtown Janesville, if an arrangement could be made to serve Rock County Institutions
- Restructure route to reinvest County Loop time in other parts of the route
- Bus service would be provided for IBVI and KANDU at shift times

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POTENTIAL MICROTRANSIT OPTIONS

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Microtransit Service

- Flexible, on-demand transit service with phone or app-based booking
- Rides can be reserved within designated zones or to and from specific transfer points
- Intended to supplement and extend the reach of the fixed-route network
- This is a way to deliver service in a more flexible manner at reduced cost.
- Can be operated by in house, by paratransit provider, or third-party contractor

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Microtransit Examples

- GBM OnDemand – Green Bay, WI
<https://greenbaywi.gov/GBM-On-Demand>
- FlexRide MKE – Milwaukee, WI
<https://www.flexridemke.com/>
- Metro Transit micro – Minneapolis, MN
<https://www.metrotransit.org/micro-project>
- RideKC Micro Transit – Kansas City, MO
<https://ridekc.org/rider-guide/micro-transit>
- Pace On Demand – suburban Chicago, IL
<https://www.pacebus.com/ondemand>




The image shows a blue van with 'ON DEMAND' written on its side. Below it is a map of a city area with various colored zones and routes. A logo for 'MICRO TRANSIT' is also visible.

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Proposed Microtransit Service

- Should additional funding become available, establish up to 3 microtransit zones to serve outlying areas on Janesville's north, east, and south sides.
 - North Zone:** Service to JTS transfer center, County complex, and KANDU Industries (could replace BJE County Loop). Transfer at Target or Downtown.
 - East Zone:** Service to east side residential areas currently unserved by fixed routes. Transfer at Walmart or BiLife/Midland Dr.
 - South Zone:** Service to south and southeast areas of Janesville, including SE industrial park, Dollar General, and select residential areas. Transfer at the Rock County Daniel Hale Williams Resource Center (DWRC).




The map shows three distinct zones: North (pink), East (yellow), and South (green). It includes a legend for 'Proposed Microtransit Zones' and 'Fixed Routes'. A scale bar and north arrow are also present.

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Proposed Microtransit Service

- Zones may be implemented in phases based on adjacent route changes and/or funding priorities.
 - General approach: 1 vehicle per zone; at least 32 operating hours per weekday.
 - Typically uses the same fare as regular route service, with transfers to fixed route service.
 - Microtransit zones could be expanded to offer weekday, late-night, Saturday, Nightside, or Sunday service if desired.
- Next steps:
 - JTS to identify potential providers, including operations partners and technology solutions.



This map is identical to the one on slide 14, showing the proposed North, East, and South microtransit zones and their relationship to existing fixed routes.

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