



# Beloit Transit Development Plan

October 19, 2015

# Beloit Transit System (BTS) Overview

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- Four fixed-routes operating within Beloit
  - Every 40 minutes from 6am to 5:40pm on weekdays
  - Every 40-80 minutes from 9am to 3:40pm on Saturday
- Beloit-Janesville Express (BJE) on weekdays
  - Every 60 minutes from 6am to 5:40pm
- School tripper routes
  - Four supplemental routes coinciding with school schedules



# Project Objectives

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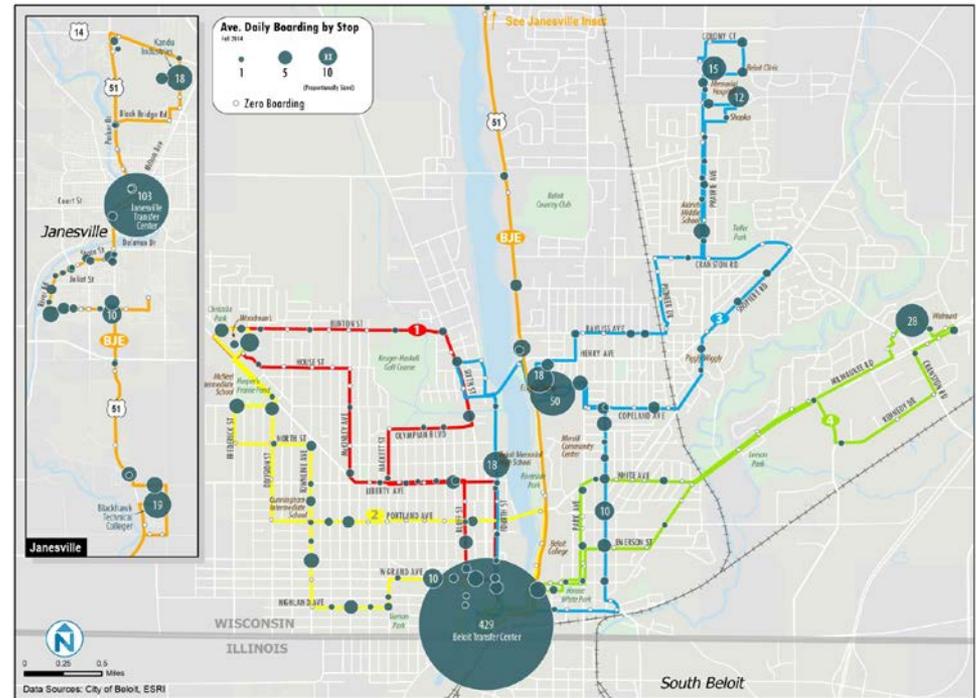
- Conduct a comprehensive evaluation of Beloit Transit System (BTS) and service area
- Identify the needs and priorities of the community
- Develop recommendations that improve the efficiency and effectiveness of the system

# Comprehensive Service Evaluation

# Comprehensive Service Evaluation

- Ridership
- Service design
- Market analysis
- Peer systems

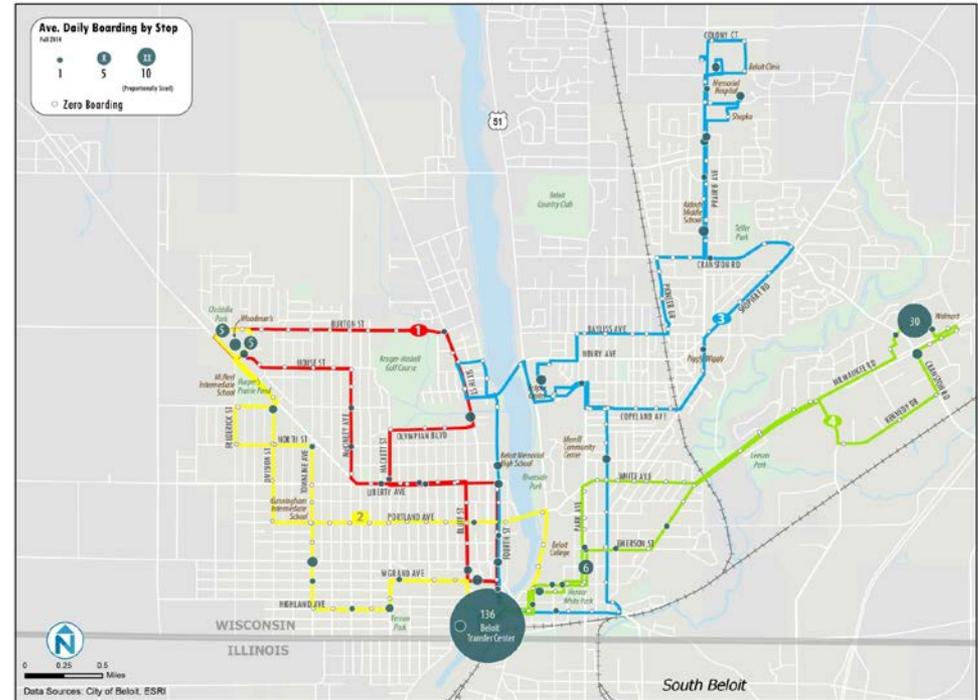
Weekday Ridership by Stop



# Comprehensive Service Evaluation

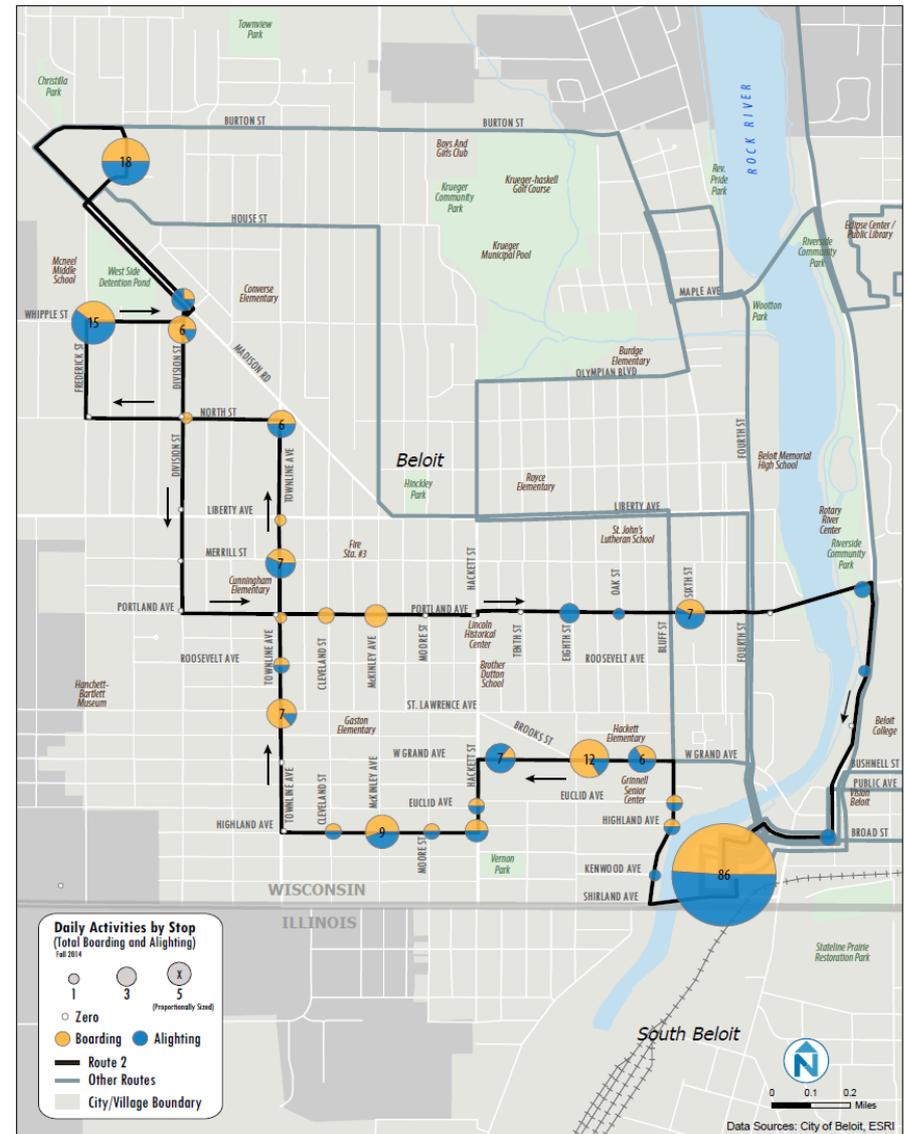
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Saturday Ridership by Stop



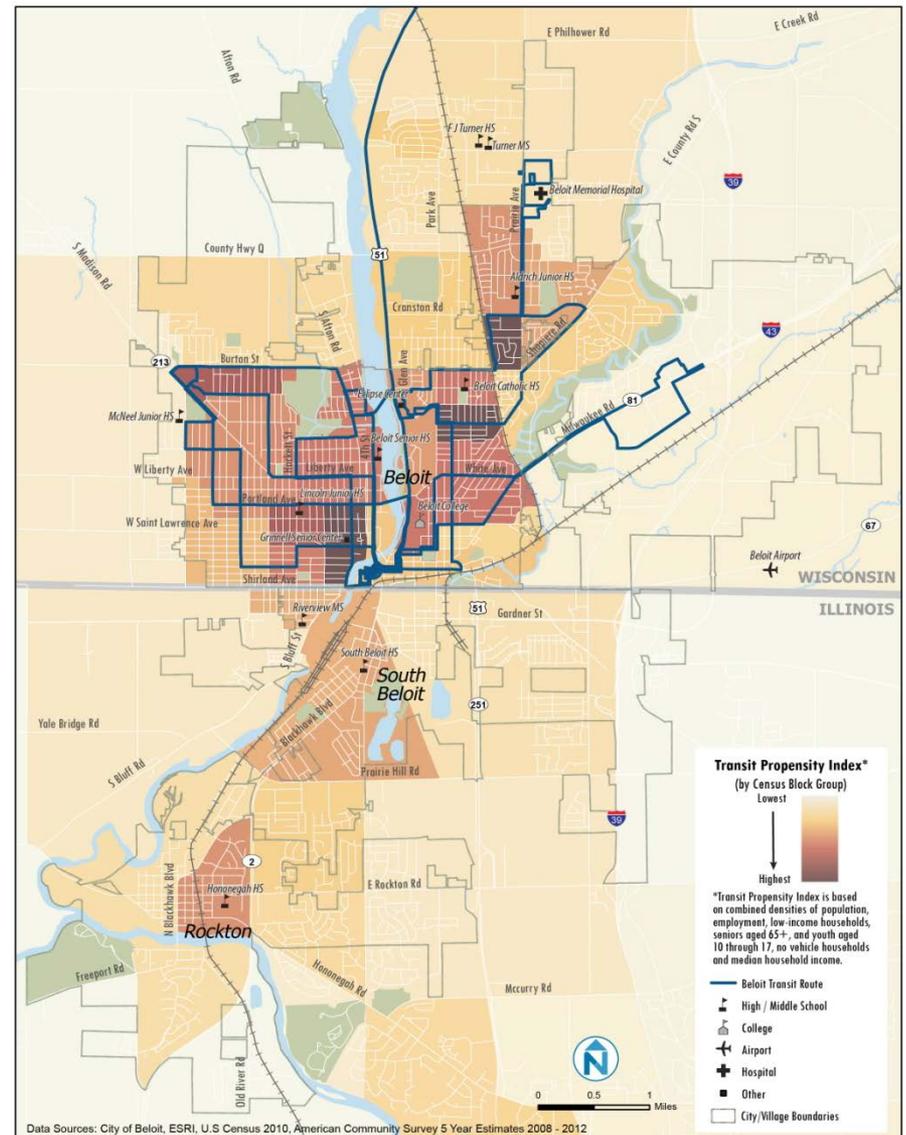
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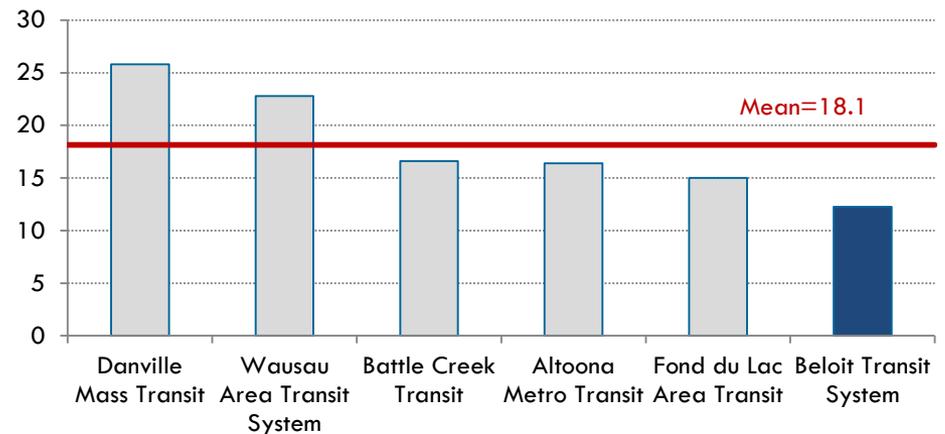


# Comprehensive Service Evaluation

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**Ridership per Revenue Hour**





# Key Findings

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- Indirect and loop routes create out of direction travel
- Lack of crosstown service results in transfers
- Schedules do not accommodate early/late shift employees
- Operating on neighborhood streets creates challenges
- Inconvenient transfers between BTS and BJE
- Low productivity compared to peer systems

# Community Participation

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- Operator feedback
  - Interviews with consultant staff
- Customer survey
  - Spring 2014 (conducted by BTS)
- Stakeholder meetings
  - Two meetings in November 2014
- Public outreach
  - Transit center outreach and public meeting in February 2015

# Frequent Customer Requests

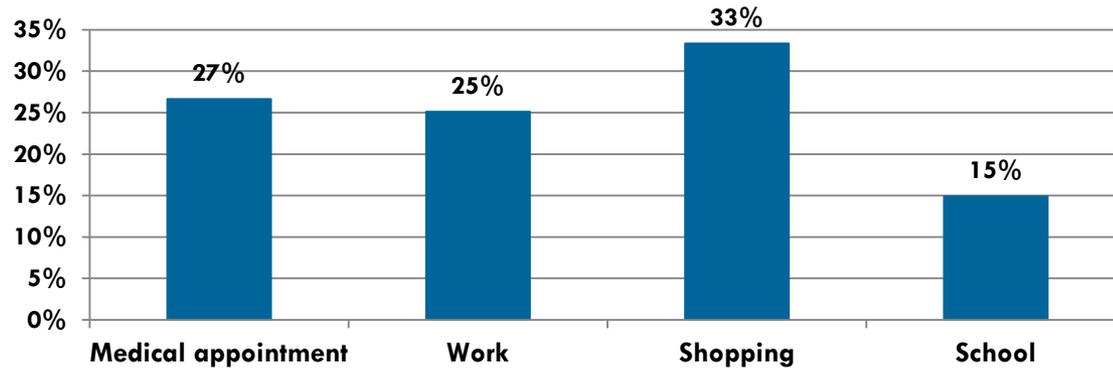
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- Evening service
- Direct connection to Walmart
- More Saturday service
- Bike racks on buses

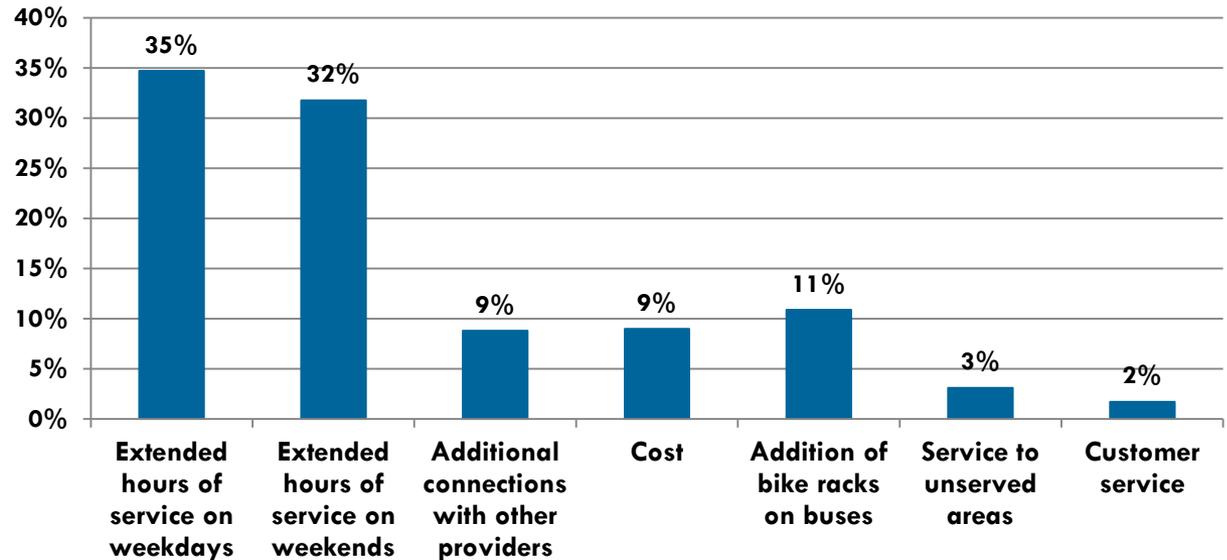


# On-Board Survey Results

## Trip Purpose



## Preferred Service Improvements



# Stakeholder Discussion Participants

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- Beloit City Council
- Duffy Community Partnerships
- Hands of Faith
- KANDU Industries
- Latino Service Providers Coalition
- Merrill Community Center
- Project 16:49 / Robin house
- Retired and Senior Volunteer Program of Rock County
- Rock Valley Community Programs
- Rock-Walworth Comprehensive Family Services Head Start
- School District of Beloit
- Women's Fund of the Stateline Community Foundation



# Stakeholder Feedback

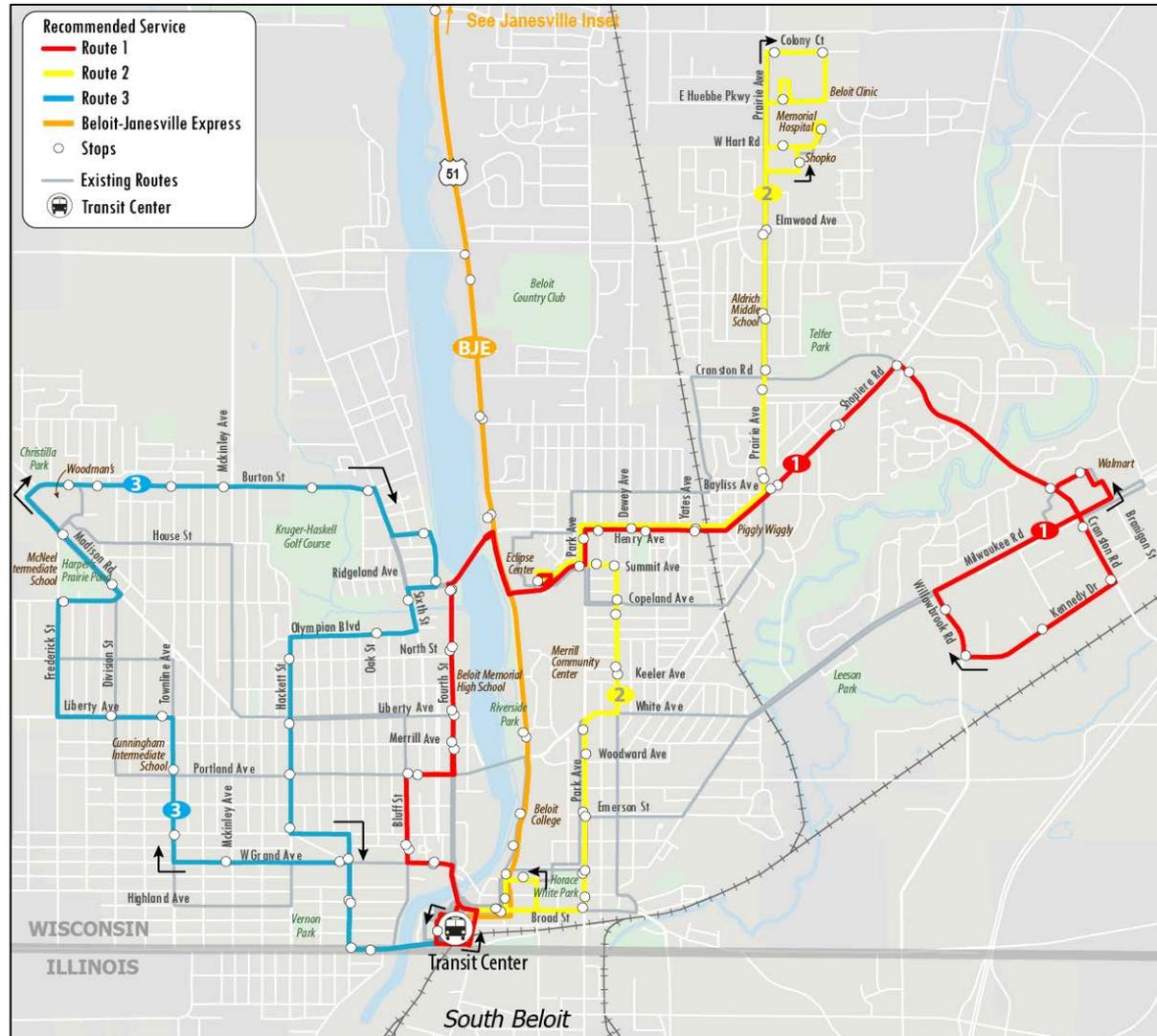
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- Keep fares low and increase pass options
- Extend evening service to serve employees with late shifts
- Explore opportunities to improve frequency
- Simplify route/schedule information
- Improve bus stop amenities (shelters, seating, etc.)
- Improve pedestrian access to bus stops

# Recommendations

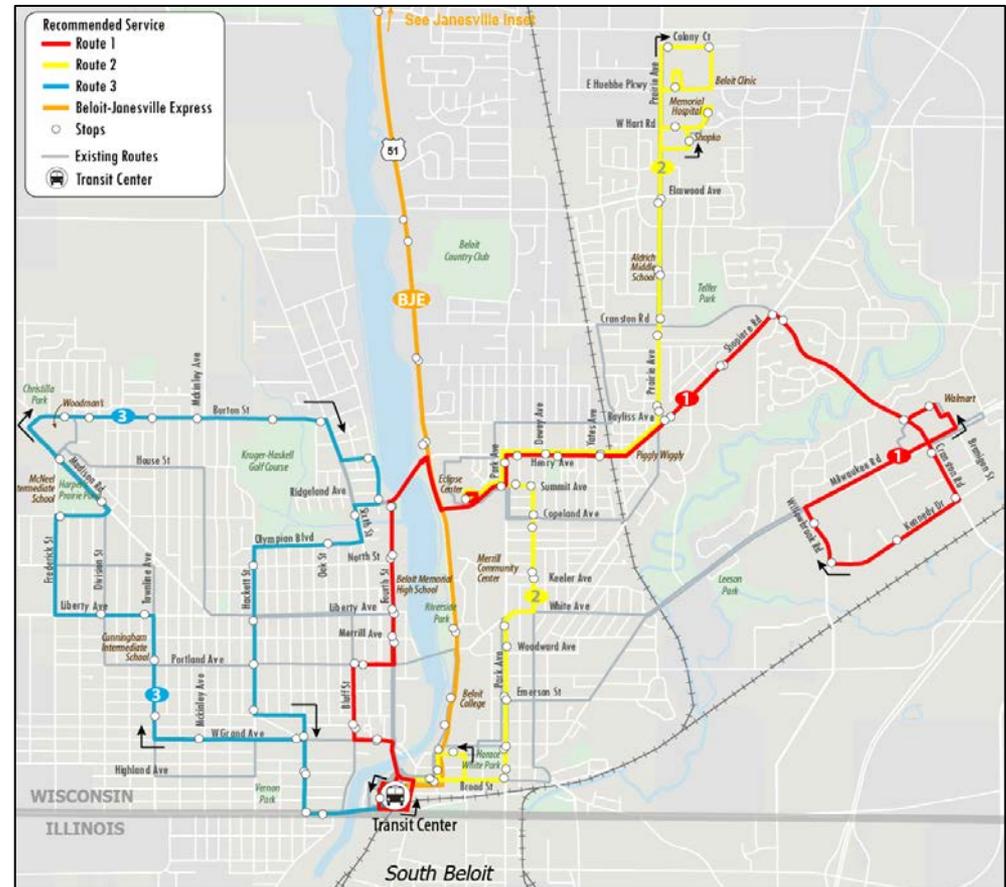


# Proposed System



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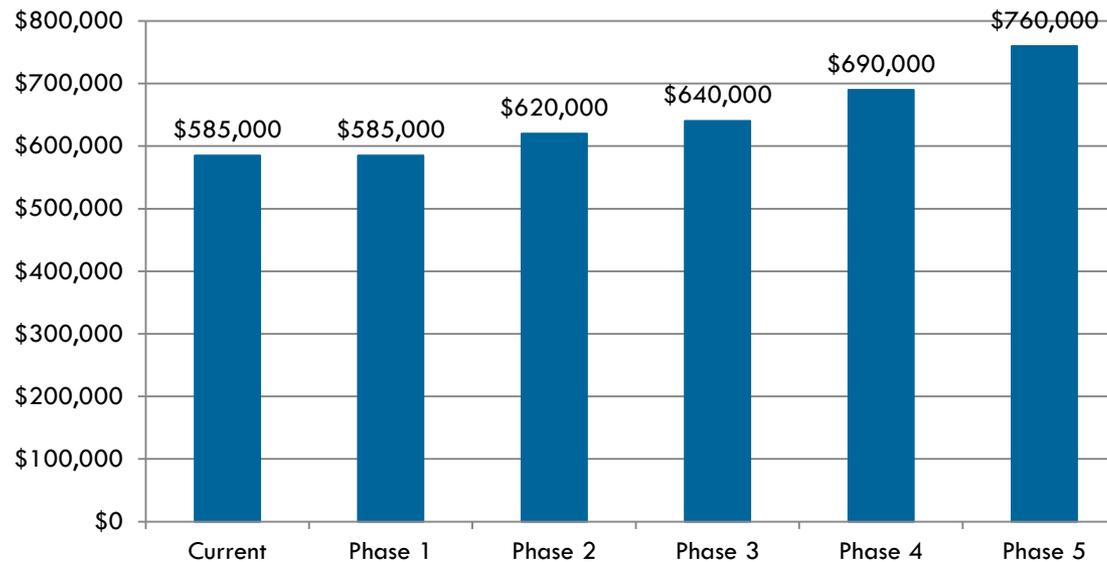
- Add new crosstown route to improve access to Walmart and Memorial HS
- Increase service to the Eclipse Center and Public Library
- Eliminate inefficient route segments
- Discontinue tripper routes



# Service Expansion

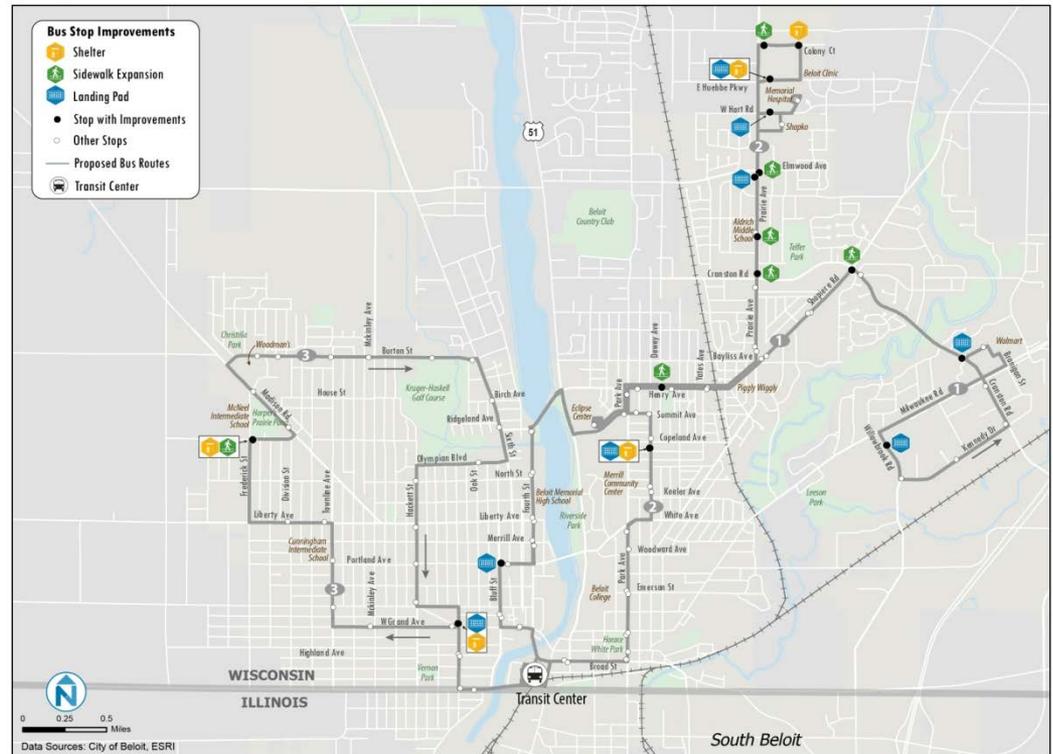
Phase	Recommendation	Approximate Local Cost
1	Restructure local routes; discontinue tripper routes	-
2	Extend weekday evening service to 8:00 p.m.	\$45,000
3	Extend Saturday service to 8:00 a.m. – 6:00 p.m.	\$25,000
4	Add Sunday service	\$40,000
5	New route between Beloit, South Beloit, Rockton, Roscoe, and Rockford	\$50,000

### Projected Local Operating Budget



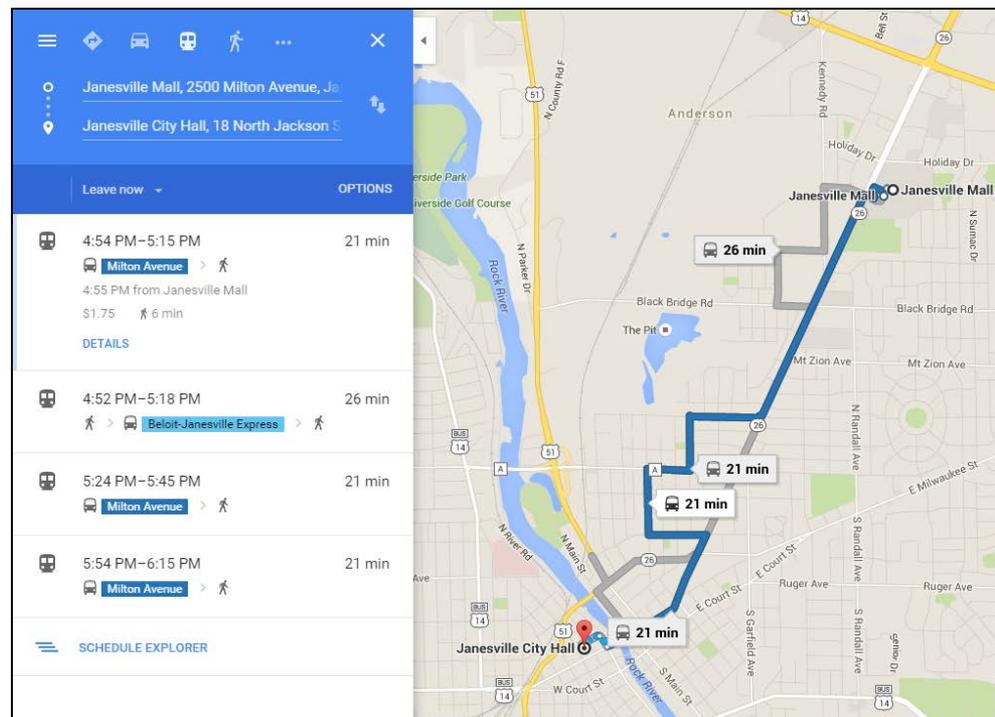
# Capital Recommendations

- Improve bus stops at priority locations
- Redesign and replace obsolete bus stop signage
- Replace bus wash and install bike racks on buses



# Additional Recommendations

- Add \$3.00 day pass and eliminate transfers
- Implement Google Transit
- Create a stand-alone BTS website with mobile capability
- Continue to explore opportunity of Beloit College U-Pass





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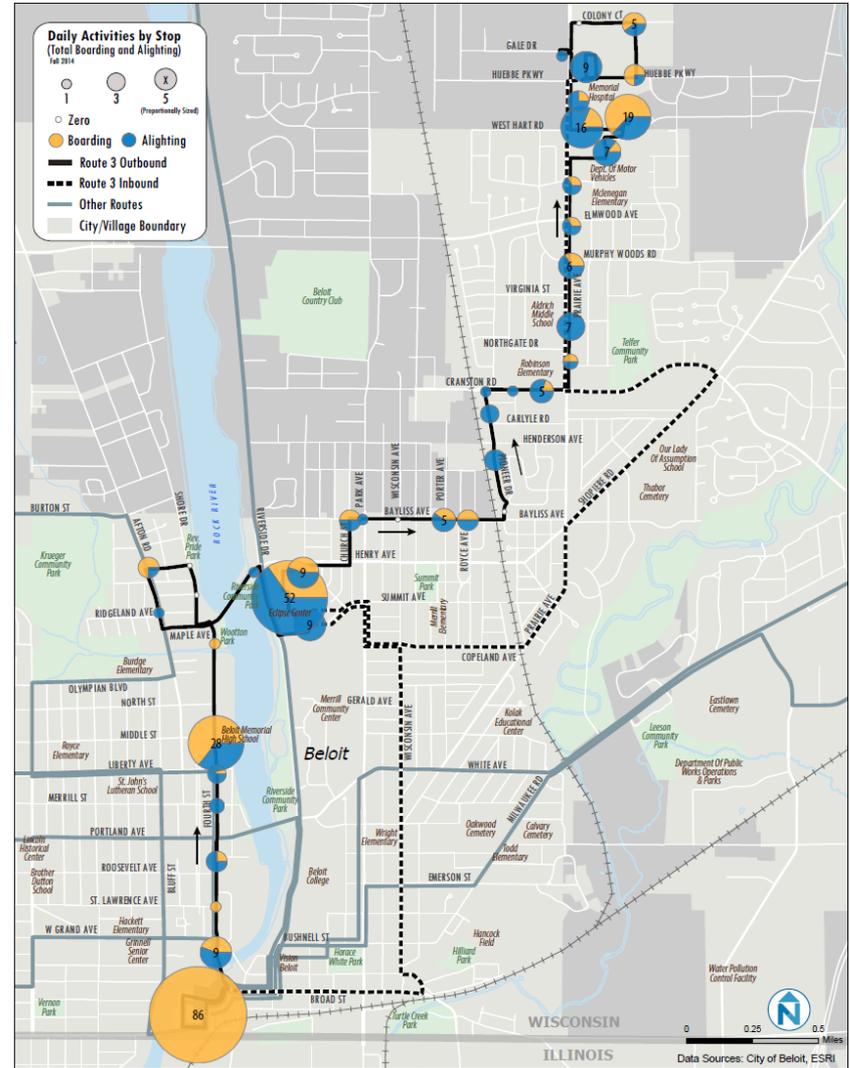
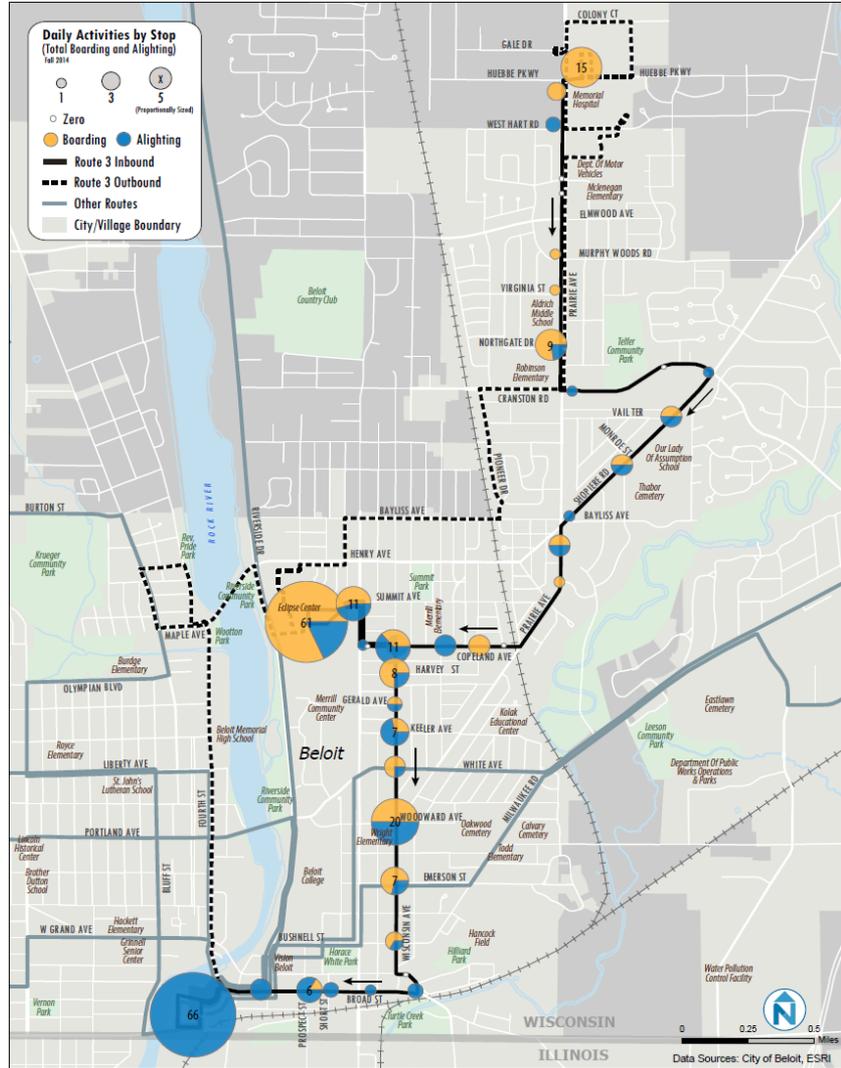
[jgamez@nelsonnygaard.com](mailto:jgamez@nelsonnygaard.com)

# Route 1 Ridership by Stop





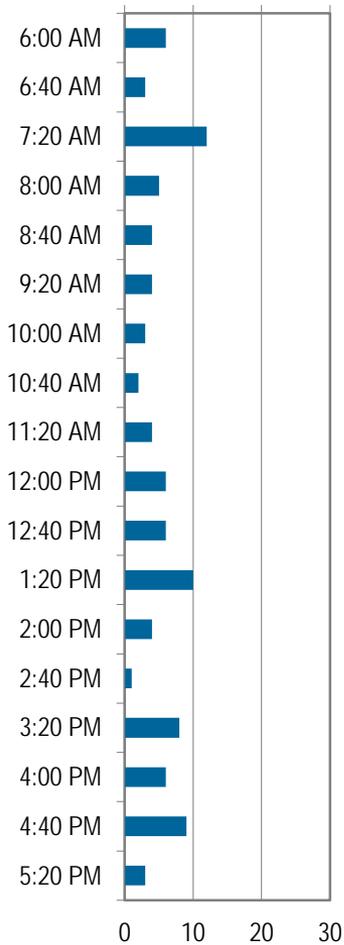
# Route 3 Ridership by Stop



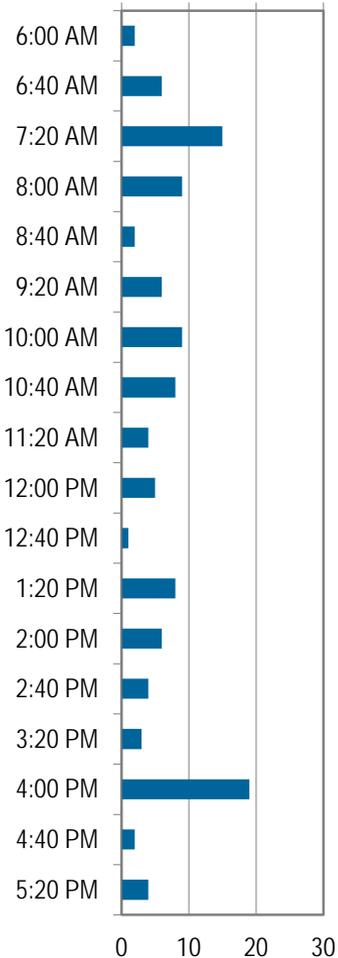


# Ridership by Trip

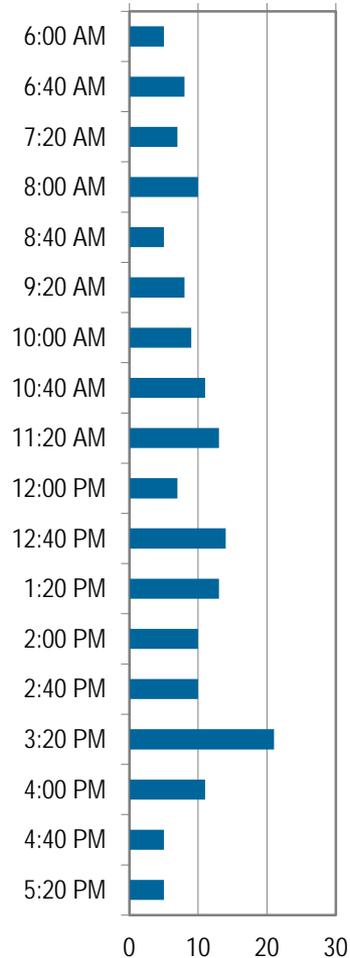
Route 1 Weekday



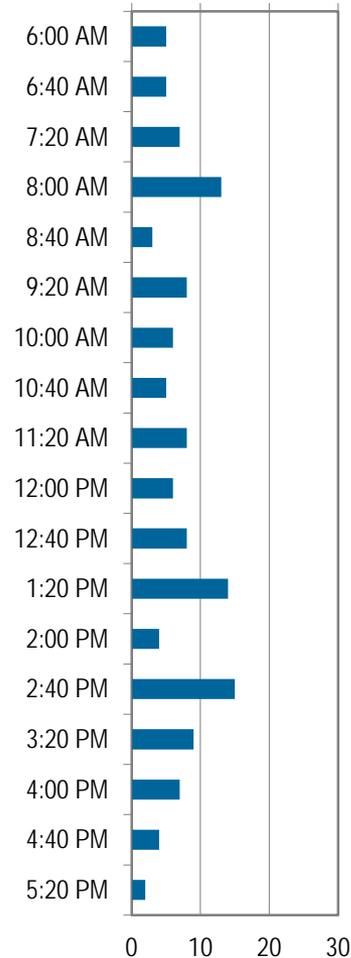
Route 2 Weekday



Route 3 OB Weekday



Route 3 IB Weekday



Route 4 Weekday

