



Report on Resident Feedback on a Potential Sun Prairie Local Bus Service

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Executive Summary

During October and November of 2021, 3,334 Sun Prairie residents were invited to participate in a survey designed to gauge interest in a local bus service and how they might use such a service. A total of 653 people completed the survey, providing estimates expected to be accurate to within plus or minus 3.8%. Respondents were somewhat older than expected, but the composition of respondents with respect to gender, race/ethnicity and income aligned quite well with Census figures. Respondents were also drawn in similar proportions from each of the six sections of the City identified on a map included in the questionnaire. In sum, the SRC believes the sample is a good representation of the overall population of Sun Prairie.

Key findings of this survey included:

- About one-third of respondents said they would use a local bus service during both peak hours (weekday morning and afternoon hours) and off-peak hours (mid-day, evenings, and weekends).
- 16% of the respondents said they had used the express commuter bus to Madison.
- About 40% of the 653 respondents said they would likely take a bus to some Sun Prairie destination and, of these, nearly 70% would use a bus to reach shopping venues, slightly more than 50% would use them to get to recreational opportunities or medical appointments, and 45% to get to work.
- There was a relatively modest amount of variation in the proportions of respondents who said they would like to arrive at their destination via a local bus service between 7:00 a.m. and midnight – all were between 35% and 50% of respondents.
- 272 people identified at least one time-block during which they would like a local bus service to be available – half or more would like to have this service available during weekday mornings, weekday mid-days, weekday afternoons, Saturdays, and Sundays.
- Eighty five percent of the respondents said they currently drive alone to Sun Prairie destinations; walking is the next most common means at only 37%.
- Respondents were relatively evenly divided between those who would replace the existing shared-ride taxi service with a local bus system (48%) and those who would not (52%).
- Between 36% and 68% of respondents said they would never take a bus to any of the regions of the City (Park 151, eastern, western, southern, northwestern, downtown, the business park). About one third would take a bus at least once a week to Park 151, eastern, western, and southern portions of the City, and downtown.
- Residents in the portions of Sun Prairie south of Highway 151 appear to be more avid users of a local bus service than residents north of the highway. Other than residents in southern Sun Prairie, many residents are likely to use a local bus service to get to destinations within the area of the City in which they live.
- Women, people of color, those from lower-income households, and residents under 65 years of age are more apt to use a local bus service than their counterparts.
- Open-ended comments were evenly split between supporters and opponents of a local bus service.

Background and Methods

The City of Sun Prairie and UW-Extension Dane County requested the assistance of the Survey Research Center (SRC) at UW-River Falls on a survey to gather input from City residents about a potential local bus service. The SRC and representatives from Sun Prairie, Madison, and the Greater Madison MPO (MPO) developed a questionnaire that built off a survey done in 2018 to estimate demand for a commuter bus link between the two cities. In early October, 3,334 Sun Prairie residents were invited to participate in a survey designed to gauge interest in a local bus service and how they might use such a service. The initial invitation included a cover letter explaining the reason for the survey and a self-addressed, postage paid return envelope. The cover letter included a link and a QR code that allowed those who preferred to complete the survey online to do so. A postcard reminder was sent to non-respondents in the third week of October and a second survey with return envelope was sent to those who had still not responded in early November. When the survey was closed, at the end of November, a total of 653 completed surveys (a 20% response rate) had been returned to the SRC.

The U.S. Census indicates that there are 23,449 adults (18 and over) in the City of Sun Prairie. Feedback from 653 surveys is expected to provide estimates accurate to plus or minus 3.8% with 95% confidence. This means that if the same survey was administered 20 times, only once would the average value of a response be expected to be more than 3.8% larger or smaller than averages produced by this survey.

Any survey has to be concerned with what statisticians call “non-response bias,” which refers to the case when people who do not respond to a survey hold views that are consistently different than those who do respond. Using a standard approach, described in **Appendix A**, the SRC tested for non-response bias and determined that this is not a serious problem for these data.

There was one open-ended question included in the questionnaire and a few “other, please specify” answer options. Those written responses are included in **Appendix B**.

Appendix C provides a numeric summary of responses by question.

Demographic Profile of Respondents

In drawing the sample for this study, in accordance with the wishes of the City of Sun Prairie, the SRC oversampled for lower income households and people of color. Table 1 shows that the 2021 sample for this study aligns well with the demographic profile of Sun Prairie with respect to gender, race/ethnicity, and income. With respect to age, the sample has a lower proportion of respondents under 35 and a higher proportion over 65 than the Census. It is usually the case that older residents respond in higher-than-average proportions and younger ones in lower-than-average proportions. Overall, the sample appears to reflect the demographic structure of the underlying population quite well. In a later portion of this report the SRC will examine differences of opinion about a Sun Prairie bus system of males vs. females, younger vs. older respondents, white respondents vs. people of color, and lower income vs. higher income respondents. Note that the “Count” column in Table 1 shows less than 653 responses (total sample size) because not all respondents completed all demographic questions

Table 1: Demographic Profile of Survey Respondents vs. Census Estimates, 2021							
Gender	Count	Male			Female		
Sun Prairie Sample	582	42%			58%		
Census	23,449	47%			53%		
Age	Count	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+
Sun Prairie Sample	612	2%	13%	15%	14%	17%	39%
Census	23,449	11%	21%	19%	18%	14%	16%
Race/Ethnicity	Count	White	Black	Am. Indian	Asian	Hispanic	2+ races
Sun Prairie Sample	580	82%	5%	0.3%	4%	5%	3%
Census	32,112	82%	8%	0.1%	5%	5%	3%
Income	Count	< \$15,000	\$15,000 - \$34,999	\$35,000 - \$49,999	\$50,000 - \$74,999	\$75,000 - \$99,999	\$100,000+
Sun Prairie Sample	486	6%	16%	15%	20%	17%	26%
Census	13,479	4%	15%	12%	18%	16%	36%

Interest in Local Bus Survey

Likelihood of Using Local Bus Service. Respondents were asked if they or anyone in their household would use a local bus service to get around Sun Prairie and/or to connect to the new Bus Rapid Transit extension to Madison if it came every 30 minutes during peak times on weekdays and every 30-60 minutes on the weekend and off-peak times during the week.

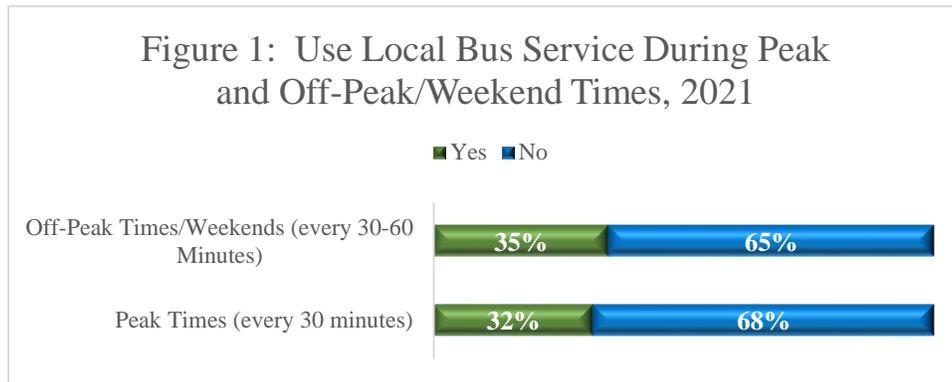


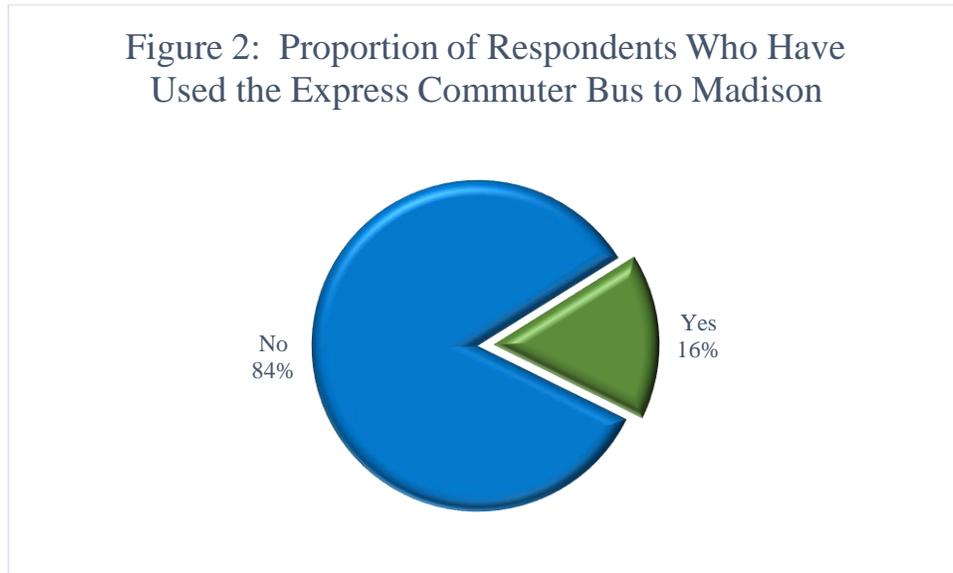
Figure 1 shows that about one-third of the respondents said they, or someone in their household, would use a local bus service during both peak and off-peak times. It is somewhat surprising that a slightly higher proportion would use the service during off-peak times, even with less frequently run routes. This result may be explained by the relatively high proportion of respondents who were 65 and older, which means a somewhat lower proportion of respondents might use the bus to commute to work.

Nevertheless, if one-third of all households in Sun Prairie used a local bus service, that would mean nearly 4,500 households or over 7,700 adults would be served. Some portion of the one-third who indicate an intention to use a local bus service is likely “aspirational” and may not translate into actual use if such a service is available. However, if even half of the 4,500 households or 7,700 adults actually board a bus, that is still a substantial number of Sun Prairie households who would use this service.

There was a nearly 90% correlation of responses to these two questions, which means that if a respondent said they would not use a local bus service during off-peak times there was about a 90% chance that they would also not use it during peak times. The contrary is also true – if a respondent said they would use a local bus service during off-peak times, there’s a 90% chance they would also use it during peak times.

Use of Express Bus Service to Madison. Later in the survey, respondents who had indicated they would use a local, Sun Prairie bus service were asked if they had used the express commuter bus service between Sun Prairie and Madison. As Figure 2 shows (next page), about half of those who said they would use a local bus service have used the commuter bus service. While there is a significant correlation between those who have used the commuter bus and those saying they would use a local Sun Prairie bus system, it is not particularly high. About 30% of those who have used the commuter bus said they would use a local Sun Prairie bus service during peak hours and 24% would do so during off-peak hours. Together the results of Figures 1 and 2

indicate that in addition to the commuter population who are currently using a bus, a substantial proportion of the local Sun Prairie bus patrons would be new users of public transit.

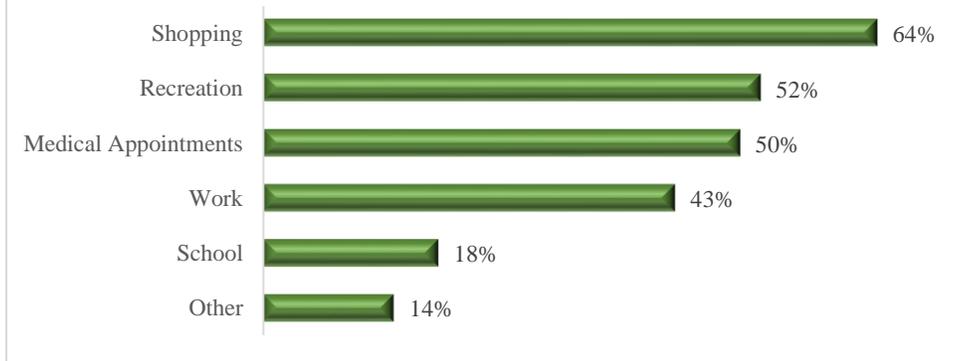


Likely Destinations for Local Bus Users. Respondents who said they would use a local bus system were asked to identify the main destinations they would use the bus to get to with answer options of work, school, shopping, medical appointments, recreation, and other (please specify).

Of those who identified at least one destination they would likely get to via a local bus, Figure 3 (next page) indicates that about two-thirds would use the bus to go shopping and about half would use it for recreational purposes or to get to medical appointments. This is consistent with the somewhat surprising result in Figure 1 that a higher proportion of respondents said they would likely use a local bus service during off-peak and weekend times. Recreational destinations, shopping, and medical appointments might be expected to happen during non-peak-commute times. About four-in-ten respondents would use the bus to get to work and about two-in-ten to get to school. The fact that work was only the fourth most common destination is consistent with the conclusion drawn above, that a local bus service would draw a substantial number of new bus users (see discussion associated with Figure 2) and the fact that working-aged residents are somewhat under-represented in the sample. Within the “other” destinations, the most common responses were to go to restaurants/bars or to the library; the complete list of “other” responses is included in Appendix B.

If we adjust the results in Figure 3 to account for the larger than expected proportion of respondents 65 and over (39% of the sample but only 16% of the population according to the Census (See Table 1)), the likely destinations to which Sun Prairie residents would use a local bus system change somewhat. Shopping is still the most common destination (63%) followed by recreation (52%), work (51%), medical appointments (46%), and school (21%).

Figure 3: Destinations to Which Sun Prairie Residents Would Take a Local Bus, 2021



Of those who would use a local bus service to get to one of the destinations in Figure 3, the average number of destinations selected was 2.4. This suggests that the roughly one-third of respondents who think they would use a local bus service could be expected to use it to reach multiple types of destinations.

Desired Arrival Times at Destinations. Sun Prairie residents were asked to indicate when they would like to reach their destination using a local bus system. About 66% of the respondents did not select any of the times offered, again consistent with the roughly two-thirds of respondents in Figure 1 who said they would not utilize the bus.

Figure 4: Desired Arrival Time at Destination, Local Sun Prairie Bus Service, 2021

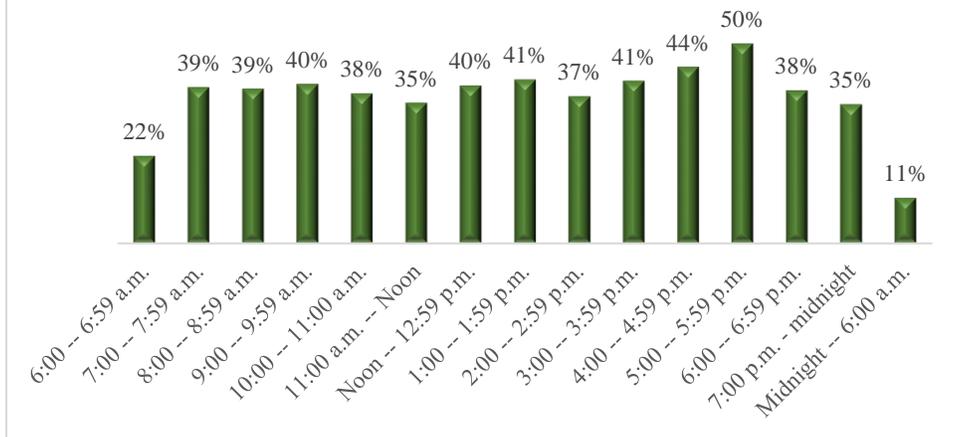


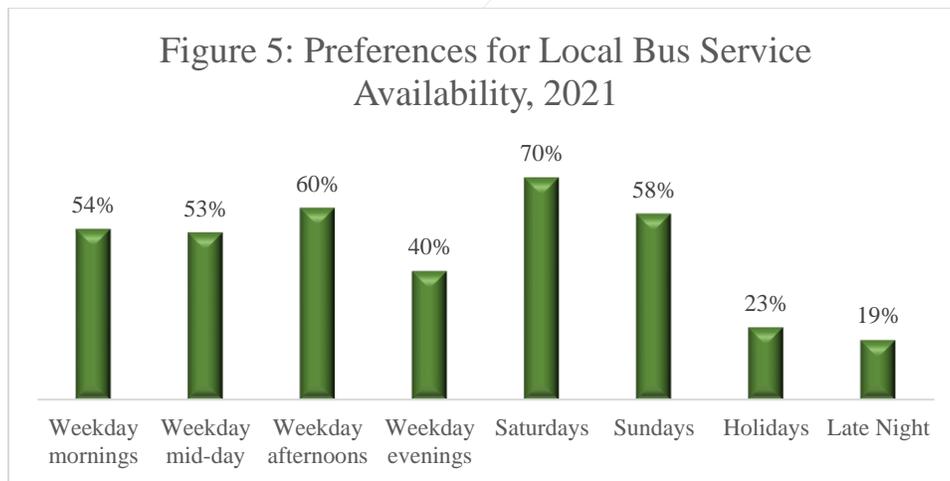
Figure 4 shows that, other than very early in the morning and late at night, the desired arrival times do not vary dramatically over the course of the day. From an arrival time during the 7 o'clock hour in the morning until noon, between 35% and 39% would like to arrive during each hour block. The afternoon is somewhat more variable with a low of 37% having a desired arrival time during the 2:00 p.m. – 2:59 p.m. block and a high of 50% during the peak of the evening

commute (5:00 p.m. to 5:59 p.m.). But all-in-all, Figure 4 suggests a fairly consistent level of demand for a local bus system.

There is something of a commuting pattern evident in the data behind Figure 4. Forty-six percent of those who said that their preferred arrival time was between 5:00 p.m. and 5:59 p.m., also selected between 8:00 a.m. and 8:59 a.m. as a preferred arrival time. The peak morning arrival time probably indicates an arrival at a workplace and the afternoon peak, their return home.

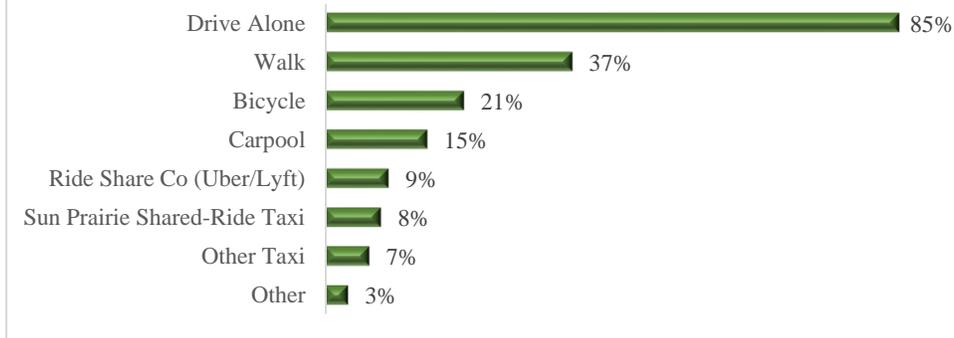
Of those who identified at least one desired arrival time, the average respondent selected 5.5 desired arrival times. Given that some of the likely destinations to which a bus would be taken (Figure 2), it is not surprising that multiple desired arrival times would be selected. The times a person has a medical appointment or some recreational opportunity are likely to vary over time and be different from when a resident wants to arrive at work. This may also demonstrate rider desire to “chain” trips, such as dropping off a child at day care, or shopping for groceries, as stops along their commute.

Time Blocks for Desired Local Bus Service. Figure 5 summarizes the responses of the 272 people who identified at least one block of time when they would like to see local bus service be available. Weekday afternoons were, as they were in Figure 4, a slightly more popular time for local bus availability than mornings. Interestingly, Saturday had the highest proportion of respondents saying this was a preferred time to have local bus availability. This is at least partially explained by the fact that about two-thirds of those who said Saturday availability was important to them said they would use a local bus for shopping or for recreational purposes (Figure 3). Both are activities that might be more likely to happen on Saturdays.



Current Means of Getting to Sun Prairie Destinations. Respondents were also asked to note the ways in which they currently get to destinations in Sun Prairie with the answer options shown in Figure 6. A total of 349 respondents identified at least one means of getting to Sun Prairie destinations and the average respondent selected 1.9 modes of transport.

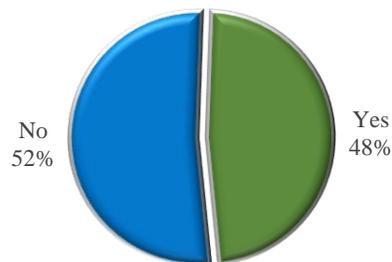
Figure 6: Current Means of Getting to Sun Prairie Destinations, 2021



As would be expected, a large majority said they drive alone to destinations in the City. Slightly more than one-third walk to desired destinations and about one-in-five ride a bike. Comparable proportions of respondents use a ride share service (9%), the City’s shared-ride taxi (8%), or other taxi services (7%). Most of the 11 people who selected the “other” option indicated that they are driven to their desired location by family members (7 respondents) or friends (2 respondents).

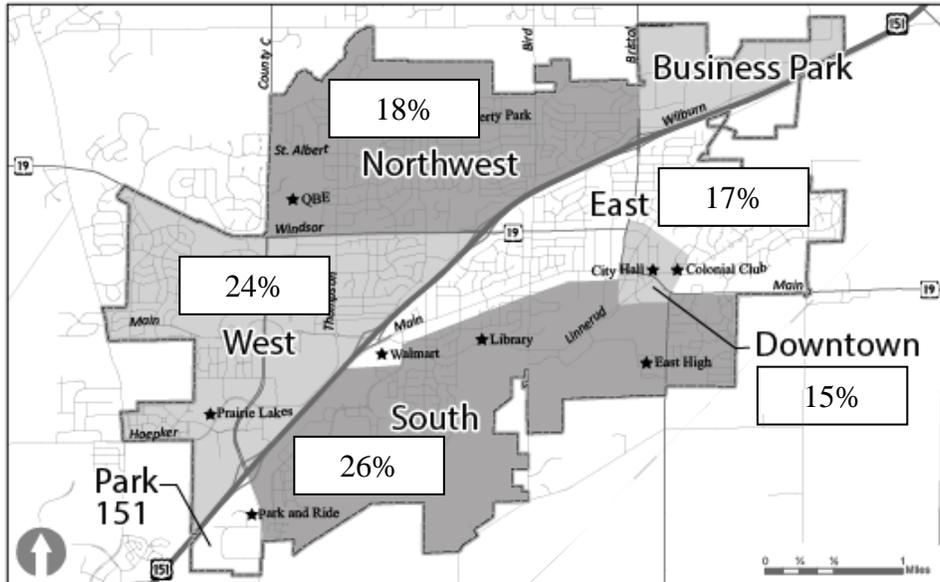
Opinions About Replacing Sun Prairie Taxi with Bus System. Respondents were asked if they would “support replacing the Sun Prairie Taxi with an all-day, fixed-route local bus service, and associated paratransit service for eligible riders experiencing disabilities?” As Figure 7 indicates, the 589 people who responded to this question were fairly evenly split; 52% would not support replacing the taxi with buses and 48% would support this change.

Figure 7: Should Fixed-Route Buses Replace Shared-Ride Taxi Service?



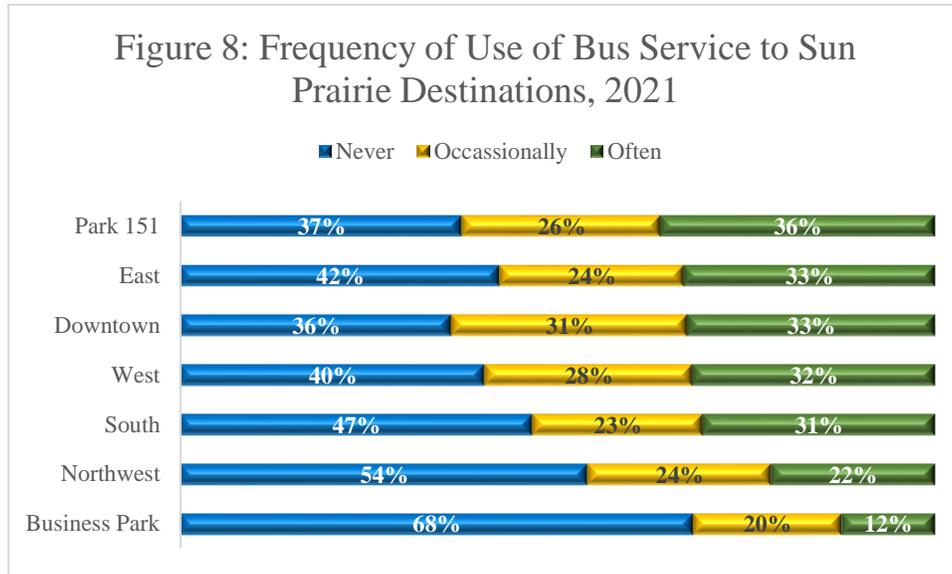
Residential Location of Respondents. The questionnaire included the following map (without the boxes with the percentages) and residents were asked to indicate in which portion of Sun Prairie their residence is located. There was good representation of respondents from across the City, with half coming from the southern (26%) and western portions (24%) of Sun Prairie and roughly equal proportions from the northwest (18%), east (17%) and downtown (15%).

Map 1: Location of Respondents' Residence, 2021



Frequency of Bus Travel to Sun Prairie Destinations.

Referencing Map 1 (without the percentage boxes), respondents were asked to indicate how frequently they thought they would use a public bus service to reach destinations in each portion of Sun Prairie. Answer options were never, less than 3 times per month, 1 – 2 times per week, 3 – 7 times per week, and 8 or more times per week. To facilitate the presentation of these data, the SRC created three frequency groupings: never (blue bar segment), occasionally (less than 3 times a month) (yellow bar segment), and often (at least once/week) (green bar segment). In Figure 8, the destinations are sorted in descending order of those travelling at least weekly to a given destination.

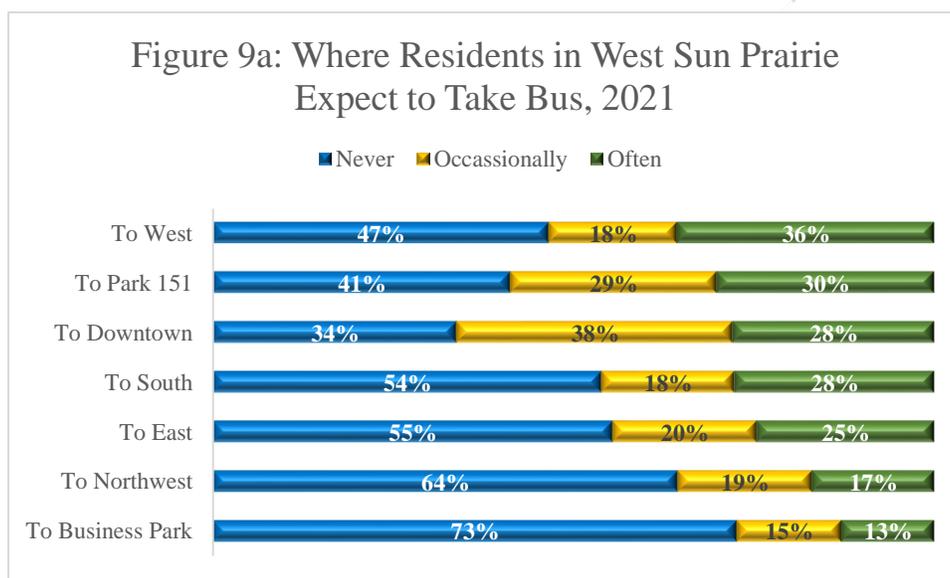


Approximately one-third of those who answered this question said they would take a bus at least once a week (green bar segments) to get to Park 151 where they can connect with the bus to Madison, the eastern part of the City, downtown Sun Prairie, the western, and the southern sections. Only about one-in-five would take a bus to a destination in the northwestern part of the city and about one-in-ten to get to the business park.

At the other end of the spectrum, between slightly more than one-third and slightly more than half said they would never take a bus (blue bar segments) to Park 151, the eastern, western, southern, northwestern parts of the city or downtown. About two-thirds said they would never take a bus to the business park.

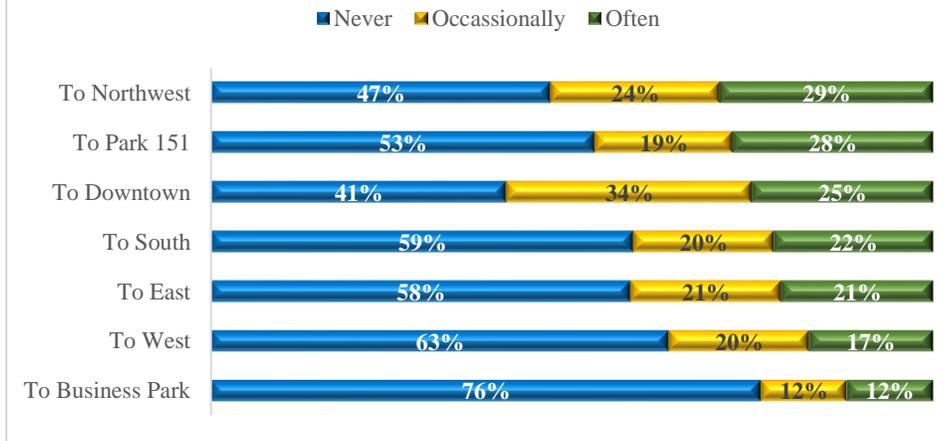
The SRC segmented the frequency with which residents of each portion of Sun Prairie said they would take a bus. Using the same presentation scheme as in Figure 8, we show the proportion who would never take a bus to a given section of Sun Prairie (blue bar segment), those who would do so occasionally (yellow bar segment), and those who would do so at least once a week (green bar segment). The graphs are, as in Figure 8, sorted in descending order of the proportion who said they would take a local bus to a destination at least once a week.

Residents in Western Sun Prairie. The 82 residents in this portion of the City who answered this question are most likely to frequently take a bus to other portions of western Sun Prairie (36% would do so at least once a week, as shown in Figure 9a). Interestingly, the highest proportions of residents of western Sun Prairie would “often” or “occasionally” take a bus to downtown (66%) and to Park 151 (59%), presumably to catch the bus to Madison. Majorities of respondents in western Sun Prairie would never take a bus to southern (54%), eastern (55%), northwestern (64%) Sun Prairie or the business park (73%).



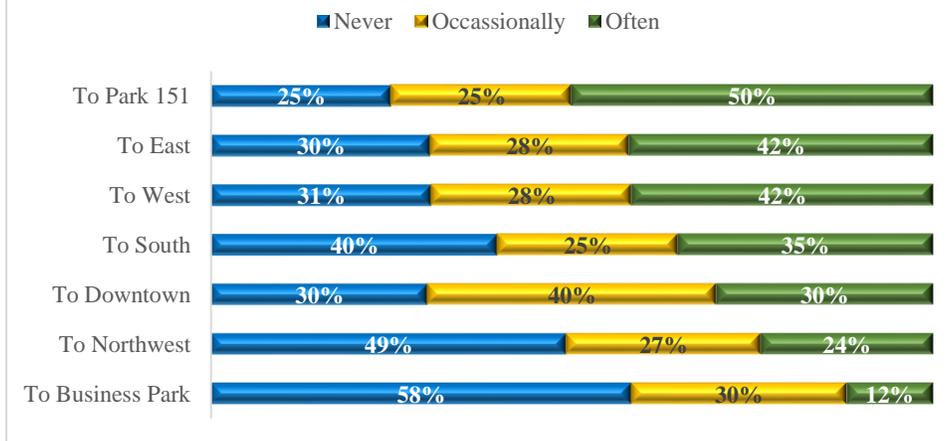
Residents in Northwest Sun Prairie. The 60 respondents from northwestern Sun Prairie would use a bus most frequently to get to other destinations in the northwest (29% would do so at least once a week) (Figure 9b, next page). More than half of the respondents in this portion of the City said they would at least occasionally take a bus to the downtown area (59%) and nearly half to Park 151 (47%). Large majorities of respondents in the northwest said they would never take a bus to southern (59%), eastern (58%), or western (63%) Sun Prairie or the business park (76%).

Figure 9b: Where Residents in Northwest Sun Prairie Expect to Take Bus, 2021

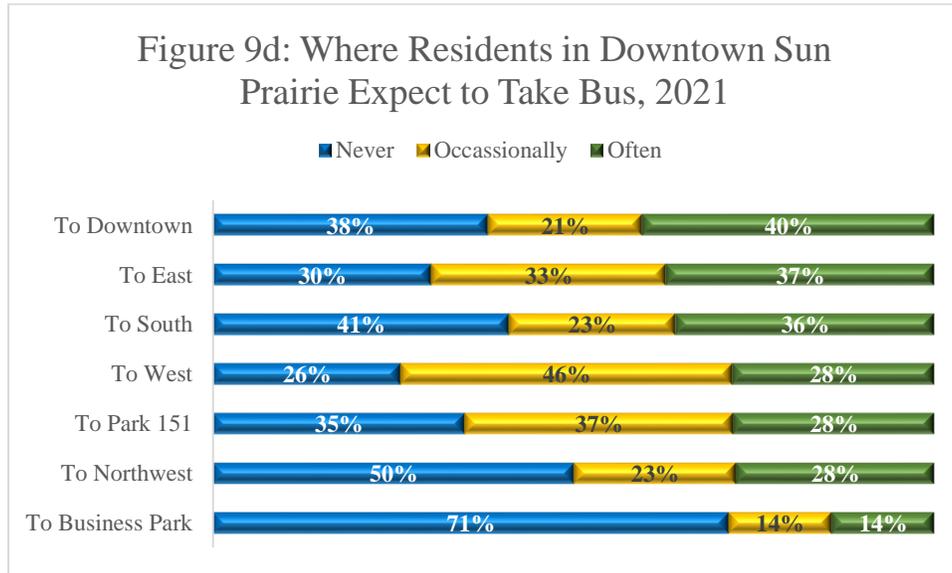


Residents in Eastern Sun Prairie. Figure 9c indicates that the 59 residents of the eastern portion of Sun Prairie were the most avid likely users of a local bus service. Half said they would likely take a bus at least once a week to the Park 151 and 42% would take a bus that often to eastern and western areas of Sun Prairie. A majority of eastern Sun Prairie residents would at least occasionally take a bus to all other portions of the City except the business park. Even for the business park, about four-in-ten respondents in eastern Sun Prairie said they would take a bus to that part of the City at least occasionally.

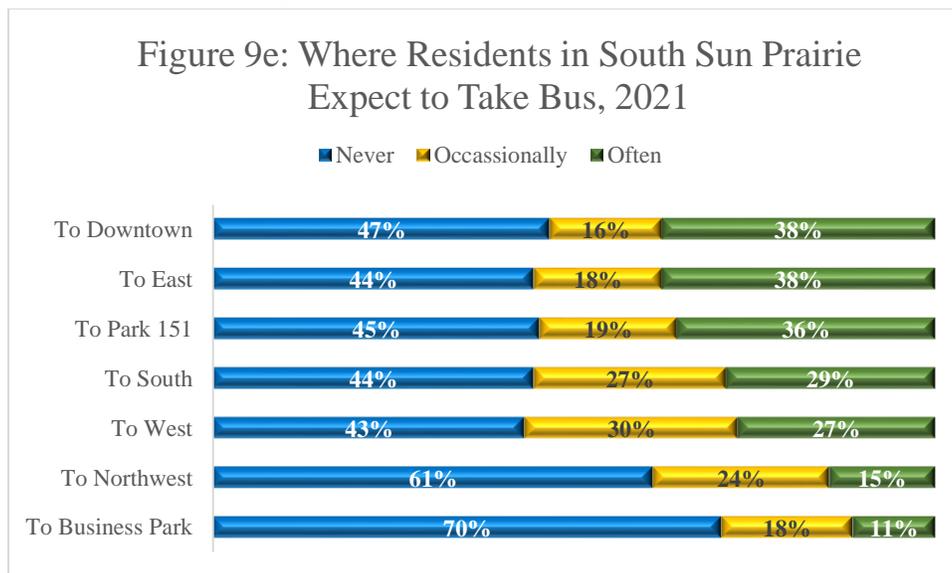
Figure 9c: Where Residents in East Sun Prairie Expect to Take Bus, 2021



Residents in Downtown Sun Prairie. Figure 9d indicates that the 51 residents in the Downtown portion of Sun Prairie who responded to this question were also likely to be above-average users of a public bus service. More than one-third of respondents from this portion of the City said they'd likely take a bus at least weekly to destinations elsewhere in the downtown region (40%), in eastern (37%), and southern Sun Prairie (36%). Half or more said they would take a bus at least occasionally to all the other areas of the City except the business park.



Residents in Southern Sun Prairie. Figure 9e indicates that similar proportions of residents in southern Sun Prairie are likely to take a bus at least weekly to destinations downtown (38%), the eastern portion of the City (38%), and Park 151 (36%). More than half of the 89 respondents said they would at least occasionally take a bus to other destinations in southern (56%) and western Sun Prairie (57%). Solid majorities would never take a bus to northwestern Sun Prairie or the business park.



Market Segmentation Analysis

Because demand for a public bus service is likely to be different for different demographic slices of the Sun Prairie public, the SRC has compared the responses of four pairs of residents based on:

- **Age:** those 65 and older are more likely to be retired and hence not using a local bus service to get to work and probably more likely to use it to get to medical appointments, because they no longer feel safe driving themselves or they may not use the system at all if they have mobility issues. So, the SRC will compare the responses of those younger than 65 to those 65 and older.
- **Gender:** males and females may have different thoughts about a local bus system based on concerns about safety, differences in work routines, or other factors.
- **Race/Ethnicity:** the City was interested in feedback on a potential local bus service from all residents but particularly from people of color.
- **Income:** public transportation might be particularly important for lower-income households who may not be able to afford to purchase or maintain personal vehicles. The SRC will compare the responses of those who reported household incomes of under \$75,000 per year. The median income in the City is \$77,139, so the two groups to be compared represent households with above or below average incomes.

*The SRC used statistical tests to identify questions with statistically significant differences across demographic groups. In statistics, a result is **statistically significant** if it is unlikely to have occurred by chance. Statistical significance is expressed as a probability that the observed difference between two groups' averages is not real. A commonly used probability standard is .05 (5%). Statistical significance at the .05 level indicates there is only a 5 in 100 probability that the average values for the two groups are actually equal. Such a result does not mean the difference is necessarily large, important, or significant in the common meaning of the word. If there are a sufficiently large number of observations, even small differences of opinion can be statistically significant. **Response patterns that vary at statistically significant levels ($p < .05$) are noted in the report.***

Comparisons Based on Age. Of those who answered the question asking about the respondents age range, 376 were 64 or younger and 236 were 65 or older. There were significant differences between younger and older Sun Prairie respondents in most of the questions asked. Those differences are summarized in Table 2 on the next page.

Table 2: Statistically Significant Differences Between Sun Prairie Residents 64 and Younger and Those 65+, 2021			
Variable	Indicator	Under 65	65+
Q1a Use Bus Peak Hours	% Yes	36%	25%
Q1b Use Bus Off-Peak Hours	% Yes	38%	31%
Q2 Use Bus to Get to Work	% Yes	28%	6%
Q2 Use Bus to Get to School	% Yes	11%	3%
Q2 Use Bus to Get to Medical Appointment	% Yes	20%	26%
Q2 Use Bus to Get to Recreation	% Yes	30%	14%
Q2 Use Bus to Get to Any	% Yes	57%	39%
Q2 Use Bus to Get to Total Destinations	% 2+ Dest.	42%	26%
Q3 Desire Arrive 6 – 6:59 a.m.	% Yes	13%	4%
Q3 Desire Arrive 7 – 7:59 a.m.	% Yes	23%	5%
Q3 Desire Arrive 8 – 8:59 a.m.	% Yes	20%	9%
Q3 Desire Arrive 3 – 3:39 p.m.	% Yes	19%	13%
Q3 Desire Arrive 4 – 4:59 p.m.	% Yes	23%	10%
Q3 Desire Arrive 5 – 5:50 p.m.	% Yes	28%	10%
Q3 Desire Arrive 6 – 6:59 p.m.	% Yes	22%	6%
Q3 Desire Arrive 7 p.m. - midnight	% Yes	19%	7%
Q3 Desire Arrive midnight – 6:00 a.m.	% Yes	6%	2%
Q3 Desire Arrive Any Time	% Yes	47%	33%
Q3 Desire Arrive Total Times Selected	% 2+ Times	44%	28%
Q4 Prefer Local Bus Available Weekday a.m.	% Yes	31%	11%
Q4 Prefer Local Bus Available Weekday noon	% Yes	21%	28%
Q4 Prefer Local Bus Available Weekday p.m.	% Yes	32%	18%
Q4 Prefer Local Bus Available Weekday eves	% Yes	23%	9%
Q4 Prefer Local Bus Available Saturday	% Yes	35%	23%
Q4 Prefer Local Bus Available Sunday	% Yes	29%	20%
Q4 Prefer Local Bus Available Holiday	% Yes	12%	7%
Q4 Prefer Local Bus Available Any Selected	% Yes	49%	36%
Q4 Prefer Local Bus Available Total Selected	% 2+ Times	45%	30%
Q6 Drive to Sun Prairie Destinations	% Yes	56%	36%
Q6 Ride Share Co. to Sun Prairie Destinations	% Yes	8%	1%
Q6 Bike to Sun Prairie Destinations	% Yes	16%	5%
Q6 Walk to Sun Prairie Destinations	% Yes	27%	11%
Q6 Any Mode to Sun Prairie Destinations	% Yes	64%	45%
Q6 Total Modes to Sun Prairie Destinations	% 2+ Modes	35%	18%
Q8 Bus to Northwest Sun Prairie	% Never	58%	42%
Q9 Replace Taxi with Bus System	% Yes	55%	37%
Q12 Race/Ethnicity	% White	73%	92%
Q13 Household Income	% <\$75,000	39%	57%
	% >\$100,000	16%	23%

Those 65 and older are likely to be less intensive users of a local bus system based on the data reported in Table 2. They were less likely to identify any destination to which they would

take a bus and those who did identify a destination, identified fewer than younger respondents. They were also less likely to support replacing the current taxi system with local bus routes. Older residents were much less likely to be a person of color and had higher proportions with below-median income levels and with incomes of at least \$100,000. Those 65 and older were less likely to use a local bus system:

- during peak or off-peak times.
- to get to work, school, or recreation, but are more likely to use it to get to medical appointments.
- to get to a destination in the mornings, late afternoons, evenings, or late nights.
- during most blocks of time (mid-day weekdays is a notable exception).

Comparisons Based on Gender. There were 247 respondents who identified as male and 335 who identified as female in the dataset. Comparing Table 3 to Table 2 indicates that there were many fewer significant differences of opinion about a local bus system based on gender than there were based on age. It is also clear from Table 3 that **women are likely to be more avid users of a local bus system than are men.** For all 12 questions about the local bus system for which there are significant differences, females were more likely to agree that they would use a local transit system. This pattern of responses may be related to the fact that female respondents were more likely to live in a household with incomes less than the median for Sun Prairie (53% reported annual household income of less than \$75,000 compared to only 40% of male respondents).

Table 3: Statistically Significant Differences Between Male and Female Sun Prairie Residents, 2021			
Variable	Indicator	Male	Female
Q1a Use Bus Peak Hours	% Yes	27%	37%
Q2 Use Bus to Get to Work	% Yes	15%	23%
Q2 Use Bus to Get to Shopping	% Yes	26%	33%
Q3 Desire Arrive 11 a.m. – noon	% Yes	11%	17%
Q3 Desire Arrive Any Time	% Yes	38%	45%
Q4 Prefer Local Bus Available Weekday noon	% Yes	19%	26%
Q4 Prefer Local Bus Available Weekday p.m.	% Yes	22%	31%
Q4 Prefer Local Bus Available Sunday	% Yes	22%	30%
Q4 Prefer Local Bus Available Any Selected	% Yes	41%	48%
Q4 Prefer Local Bus Available Total Selected	% 2+ Times	36%	43%
Q8 Bus to West Sun Prairie	% Never	47%	35%
Q8 Bus to East Sun Prairie	% Never	48%	36%
Q13 Household Income	% <\$75,000	40%	53%

Compared to men, women were significantly more likely to say they would:

- use a local bus that came every 30 minutes during peak periods (weekday mornings and afternoons) (37% of women vs. 27% of men).

- use a local bus service to get to work (23% vs. 15% of men) and to go shopping (33% vs. 26% of men).
- like to arrive at their destination between 11:00 a.m. and noon (17% vs. 11% of men) and to have selected at least one desired arrival time (45% vs. 38% of men).
- like to have a local bus service available during mid-days on weekdays (26% vs. 19% of men), weekday afternoons (31% vs. 21% of men), and Sundays (30% vs. 22% of men). They were also more likely to have identified at least one time block during which they would like to have a bus service available (48% vs. 41% of men) and to have selected more time blocks they would like such a service (43% selected two blocks or more vs. 36% of men).
- likely take a local bus service to destinations in the western part of Sun Prairie (only 36% would never do so vs. 48% of men) and the eastern part of the City (only 36% would never do so vs. 47% of men).

Comparisons Based on Race/Ethnicity. Of those who answered the question about their race or ethnicity, 474 said they were White, and 117 Black, Indigenous, or People of Color (BIPOC). For almost all variables about which we asked there was a highly statistically significant difference between the responses of White and BIPOC residents of Sun Prairie (Table 4, continues on next page). It seems highly likely that **BIPOC residents of Sun Prairie will be more avid users of a local bus system.**

Table 4: Statistically Significant Differences Between White and Black/Indigenous/ People of Color (BIPOC), 2021			
Variable	Indicator	White	BIPOC
Q1a Use Bus Peak Hours	% Yes	29%	44%
Q1b Use Bus Off-Peak Hours	% Yes	32%	46%
Q2 Use Bus to Get to Work	% Yes	15%	37%
Q2 Use Bus to Get to School	% Yes	5%	21%
Q2 Use Bus to Get to Shopping	% Yes	26%	40%
Q2 Use Bus to Get to Medical Appointment	% Yes	20%	33%
Q2 Use Bus to Get to Recreation	% Yes	22%	33%
Q2 Use Bus to Get to Any	% Yes	46%	68%
Q2 Use Bus to Get to Total Destinations	% 2+ Dest.	30%	50%
Q3 Desire Arrive 6 – 6:59 a.m.	% Yes	6%	22%
Q3 Desire Arrive 7 – 7:59 a.m.	% Yes	14%	28%
Q3 Desire Arrive 8 – 8:59 a.m.	% Yes	13%	26%
Q3 Desire Arrive 9 – 9:59 a.m.	% Yes	14%	27%
Q3 Desire Arrive 11 – 11:59 a.m.	% Yes	13%	21%
Q3 Desire Arrive 3 – 3:39 p.m.	% Yes	15%	24%
Q3 Desire Arrive 4 – 4:59 p.m.	% Yes	17%	25%
Q3 Desire Arrive 5 – 5:50 p.m.	% Yes	18%	33%
Q3 Desire Arrive 6 – 6:59 p.m.	% Yes	14%	26%

Table 4: White vs. BIPOC Resident Responses (Continued)			
Variable	Indicator	White	BIPOC
Q3 Desire Arrive 7 p.m. - midnight	% Yes	13%	23%
Q3 Desire Arrive midnight – 6:00 a.m.	% Yes	3%	11%
Q3 Desire Arrive Any Time	% Yes	38%	56%
Q3 Desire Arrive Total Times Selected	% 2+ Times	34%	51%
Q4 Prefer Local Bus Available Weekday a.m.	% Yes	19%	42%
Q4 Prefer Local Bus Available Weekday noon	% Yes	22%	30%
Q4 Prefer Local Bus Available Weekday p.m.	% Yes	23%	40%
Q4 Prefer Local Bus Available Weekday eves	% Yes	16%	26%
Q4 Prefer Local Bus Available Saturday	% Yes	29%	43%
Q4 Prefer Local Bus Available Sunday	% Yes	23%	39%
Q4 Prefer Local Bus Available Holiday	% Yes	7%	22%
Q4 Prefer Local Bus Available Holiday	% Yes	7%	16%
Q4 Prefer Local Bus Available Any Selected	% Yes	41%	59%
Q4 Prefer Local Bus Available Total Selected	% 2+ Times	35%	54%
Q5 Used Express Commuter Bus Service	% Yes	14%	24%
Q6 Drive Alone to Sun Prairie Destinations	% Yes	46%	60%
Q6 Shared Ride Taxi to SP Destinations	% Yes	3%	14%
Q6 Other Taxi to Sun Prairie Destinations	% Yes	2%	9%
Q6 Ride Share Co. to Sun Prairie Destinations	% Yes	4%	10%
Q6 Any Mode to Sun Prairie Destinations	% Yes	53%	75%
Q6 Total Modes to Sun Prairie Destinations	% 2+ Modes	28%	37%
Q8 Bus to West Sun Prairie	% 3x+/Week	10%	22%
Q8 Bus to Northwest Sun Prairie	% 3x+/Week	6%	17%
Q8 Bus to Downtown Sun Prairie	% 3x+/Week	12%	26%
Q8 Bus to South Sun Prairie	% 3x+/Week	12%	30%
Q8 Bus to Sun Prairie Business Park	% 3x+/Week	6%	14%
Q8 Bus to Park 151	% 3x+/Week	14%	36%
Q10 Age	% 65+	45%	16%

Table 4 indicates that BIPOC respondents were much younger than white respondents (only 16% of BIPOC respondents were 65 or older compared to 45% of white respondents). As Table 2 noted, younger respondents were more avid likely users of a local bus system, which is a portion of the explanation for the results seen in Table 4.

BIPOC respondents were significantly more likely to say that:

- they would likely use a local bus system during both peak hours (44% vs. 29% of white respondents) and off-peak hours (46% vs. 32% of white respondents).
- they were more likely to have used the existing express commuter bus service to Madison (24% vs. 14% of white respondents).
- they would use a local bus system to get to work (37% vs. 15% of white respondents), school (21% vs 5% of white respondents), shopping (40% vs. 26% of white respondents), medical appointments (33% vs. 20% of white respondents), and to recreation events (33% vs. 22% of white respondents). BIPOC respondents were

- more likely to identify at least one destination they would like to reach by bus (68% vs 46% of white respondents) and to identify more destinations they would reach via bus (50% of BIPOC respondent identified two or more destinations vs 30% of white respondents).
- they would like to arrive at their destinations during almost every morning, afternoon, and every evening/nighttime hour. They were more likely to identify at least one desired arrival time (56% vs. 38% of white respondents) and more total desired arrival times (51% identified two or more vs. 34% of white respondents).
 - they are more likely to prefer that a local bus service be available at all the times about which the SRC asked (weekday mornings, weekday mid-days, weekday afternoons, weekday evenings, Saturdays, Sundays, holidays, and late nights (after midnight)).
 - they currently get to destinations in Sun Prairie by driving alone (60% vs. 46% of white respondents), using the City's shared-ride taxi service (14% vs. 3%), some other taxi service (9% vs. 2%), and ride share services like Uber (10% vs. 4%). Higher percentages were likely to have identified at least one means of getting to Sun Prairie destinations (75% vs. 53% of white respondents) and more modes of transit used (37% identified 2 or more vs. 28% of white respondents).
 - finally, they would use a local transit system to go to destinations in more parts of Sun Prairie including the west (22% would take the bus at least 3 times/week vs. 10% of white respondents), the northwest (17% 3x+/week vs. 6%), downtown (26% 3x+/week vs. 12%), the south (30% 3x+/week vs. 12%), the business park (14% 3x+/week vs. 6%) and Park 151 (36% 3x+/week vs. 14%).

Comparisons Based on Income. There were 275 respondents who said their household income was less than \$75,000 (roughly the median income in Sun Prairie) and 211 with incomes above that amount. Females and those 65 and older were significantly more likely to report that their household income was less than \$75,000/year. In addition, those with lower incomes were significantly more likely to live south of Highway 151.

Table 5: Statistically Significant Differences Between Lower/Higher Income Sun Prairie Residents, 2021				
Variable	Sig Level	Indicator	<\$75K	\$75+K
Q1a Use Bus Peak Hours	.100	% Yes	38%	32%
Q2 Use Bus to Get to Shopping	.011	% Yes	35%	26%
Q2 Use Bus to Get to Medical Appointments	.004	% Yes	27%	17%
Q3 Desire Arrive 6 – 6:59 a.m.	.005	% Yes	13%	6%
Q3 Desire Arrive 10 – 10:59 a.m.	.022	% Yes	19%	12%
Q3 Desire Arrive 2 – 2:59 p.m.	.005	% Yes	20%	11%
Q3 Desire Arrive 7 p.m. – midnight	.050	% Yes	13%	19%
Q4 Prefer Local Bus Available Mid-day	.002	% Yes	28%	17%
Q4 Prefer Local Bus Available Sunday	.020	% Yes	32%	23%
Q4 Prefer Local Bus Available Any Selected	.047	% Yes	50%	42%
Q6 Drive Alone to SP Destinations	.001	% Yes	43%	58%
Q6 Shared Taxi to SP Destinations	.001	% Yes	10%	1%
Q6 Other Taxi to SP Destinations	.001	% Yes	7%	1%
Q6 Bike to SP Destinations	.001	% Yes	9%	18%
Q6 Walk to SP Destinations	.050	% Yes	19%	25%
Q7 Location of Residence in Sun Prairie	.033	% West % Northwest % South % East	21% 15% 28% 23%	30% 22% 21% 9%
Q8 Bus to West Sun Prairie	.032	% Never	32%	47%
Q8 Bus to East Sun Prairie	.001	% Never	30%	50%
Q8 Bus to Downtown	.015	% Never	30%	41%
Q8 Bus to South	.001	% Never	33%	54%
Q8 Bus to Business Park	.005	% Never	63%	70%
Q10 Age	.001	% 65+	47%	21%
Q11 Gender	.001	% Female	62%	46%

Table 5 indicates that, generally, those with below-median income are likely to use a local bus system for more purposes and to get to more parts of Sun Prairie. Specifically, respondents reporting household income less than \$75,000 were significantly more likely to say:

- they would use a local bus service during peak hours (38% vs. 32% of those from higher income households – significant at only the 10% level).
- they would use a local bus service to go shopping (35% vs. 26% for higher income residents) and to medical appointments (27% vs. 17%).

- they would use it to arrive at their desired destination between 6 and 6:59 a.m. (13% vs. 6%), between 10 and 10:59 a.m. (19% vs. 12%), between 2 and 2:59 p.m. (20% vs. 11%), but less frequently between 7 p.m. and midnight (13% vs. 19% of higher income respondents).
- they would like bus service available mid-day during the week (28% vs. 17%) and on Sundays (32% vs. 23%). Lower-income respondents were more likely to select at least one block of time during which they'd like to have local bus service available (50% vs. 42%).
- they use Sun Prairie's shared-used taxi (10% vs 1%) or some other taxi (7% vs. 1%) to get to a destination in the City, but are less likely to drive there alone (43% vs. 58% of higher income respondents), to bike (9% vs. 18%), or to walk (19% vs. 25%).
- they would take a local bus to destinations in the west (68% would do so at least occasionally vs. 53% of higher income respondents), the east (70% vs. 50% at least occasionally), downtown (70% vs. 59% at least occasionally), the south (67% vs. 46% at least occasionally), and the business park (37% vs. 30% at least occasionally).

In sum, while about one-third of Sun Prairie residents said they would likely use a local bus system to reach destinations in the City, use would likely be substantially higher among working-age adults, BIPOC, lower income residents, and women. These groups appear likely to use a local transit system at more times of day, to get to a broader array of destinations in Sun Prairie, and for more purposes (work, shopping, medical appointments, etc.).

Open-Ended Comments

Sun Prairie residents were also given the option of responding to an open-ended question asking them to provide any further comments or information they felt would assist the City as they consider local bus service. A total of 192 people provided comments, which the SRC grouped into the following seven thematic categories and an eighth “miscellaneous” group (Table 6). There were similar proportions of comments that were supportive of a local bus service for Sun Prairie (40% said they “support bus service” or “do not need it personally but support the idea”) as opposed such a system (39% said they were “opposed to local bus service,” “would not use it,” or “preferred the taxi service”).

Theme	Number
Support bus service	53
Opposed to local bus service	40
Don't need personally but support idea	23
Suggestions	21
Wouldn't use	19
Prefer the taxi service	15
Questions about service	11
Miscellaneous	10

Comments representative of those who support a local bus service for the City are:

Evening and overnight Thursday-Sunday would help with drunk driving concerns and create more business downtown and west especially. Access for people with disabilities is important so would recommend specific outreach to those using paratransit and current taxi in the region. Elders and people without drivers licenses will benefit from more local routes and accessibility. From use of Madison metro for years, predictability and reliability are crucial for people to use bus and frequency/timing/locations are right behind those criteria. I welcome more local service options and options to connect to Madison.

I am a long-time user of public transportation. I value and utilize this service in Sun Prairie. The more available it is - location and times, the more I feel residents will use it. It is such an asset to have it in our community - an incredibly valuable investment.

I'm in favor of full time bus service. I have several employees that need this service and SP taxi is useless.

I personally would not use the bus service, but I would support a subsidized full-service bus service for seniors and those on limited income. I believe the City of Sun Prairie

could provide their own mini-bus service from downtown to the library area to the westside retail area and to medical clinics.

Representative comments from those who are not supportive of a local Sun Prairie bus system, many of which focused on concerns about high and/or rising taxes, include:

Both the bus and the welfare taxi program are wastes of taxpayer money. They should both be canceled. Please stop punishing hardworking taxpayers.

I can see one of the bus stops from my house. Since the service has started, I have seen maybe a dozen people get off or on at that stop.

I like using the taxi if I can't get a ride to and from work. It's affordable and picks me up at my home. I don't want to walk to a bus stop and wait. Not safe later at night.

We have our own vehicles and prefer to use our own transportation. We would rarely, if ever utilize bus transportation.

In the suggestions category, there were several comments on the theme that if a local bus system is initiated, a high frequency of service would be important. Others focused on destinations they felt the system should serve, the need to accommodate those with mobility issues, and connections to Madison. Examples include:

I have a car so probably wouldn't use the bus, if I had to ride, I'd want a bus to come more like every 15 minutes. Especially in winter. Lived in NY and SF have a higher frequency of transit options. I know Sun Prairie doesn't have the same budget but that's what it would take for me to use the bus.

If the bus service from Sun Prairie to UW campus with more frequency will help the Sun Prairie community.

Make it easy for disabled people to go from one place to next.

Routes should definitely include stops at the middle schools and high schools. That would allow for students to get to athletic practices and home again without activity busses or walking in inclement weather. It would also make it possible for many students who are interested to get after school jobs, since often transportation is a barrier to this.

. . . Another suggestion is providing Wi-Fi on the bus to make it more appealing to users.

. . . Make sure you have an app with GPS so people can see what buses are running and where. If I know bus is close. I may consider taking it. Use an 'Uber' type approach to website.

The category with questions about the bus service included queries about the cost of riding the bus, if there is sufficient demand for such a service, where stops would be located and if they would be safe, the expected impact on local taxes, if pets would be allowed on board, and if something other than diesel engines would be used in the buses.

All 192 comments are included in Appendix B, Question 14.

Conclusions

The results of this study indicate that a majority of Sun Prairie residents would not use a local bus system, but about one-third would. In particular, a **local bus service appeals more strongly to females**, those from families with **incomes below the City's median level** (\$77,139), Sun Prairie's **residents of color**, and **working-age residents** (18 – 64). It also appears that a local bus service was more important to **people who live in neighborhoods south of Highway 151**.

The one-third who would likely use a local bus system seem likely to **use the service for multiple purposes** (especially for shopping, to get to recreational opportunities, and to get to medical appointments), **at most times during the day** (between 7 in the morning and midnight), **to get to destinations in most parts of the City**.

In the written comments, those opposed to a local bus service were most **concerned about the impact it might have on local tax rates** and/or that it would not be used by enough people to make it worthwhile. The economics and financial impact of a local bus system were not explored in this study, but are topics that the residents of Sun Prairie are likely going to want to learn more about prior to implementation.

Appendix A: Non-Response Bias Test

Non-response bias exists when people who do not respond to a survey hold views that are systematically different than those who did respond. For example, if only Sun Prairie residents with a strong interest in a bus transit system completed and returned a survey, non-response bias would exist and the values presented in the report would over-state the demand for this service.

Comparing initial and late respondents. A standard way to test for non-response bias is to compare the responses of those who responded to the first invitation to take the questionnaire (initial responders) to those who responded to subsequent invitations (late responders). Those who responded to subsequent invitations were, in effect, samples of non-respondents (to the first invitation), and we assumed they were representative of that group. In the Sun Prairie Transit survey, 324 people responded after the first invitation and 329 responded to subsequent invitations. A pattern of differences between these groups could be evidence of non-response bias. We tested 59 variables and found eight with statistically significant differences between the mean responses of these two groups of respondents. These differences are summarized in Table A1.

Table A1 – Statistically Significant Difference Between Responses to First Invitation and After Reminder				
Variable	Mean First Invitation	Mean After Reminder	Statistical Significance	Meaning
Q6a. Currently get to Sun Prairie Destinations by Driving Alone	42%	49%	0.026	Second mailing respondents drive alone more often
Q6b. Currently get to Sun Prairie Destinations by Carpool	12%	5%	0.001	First mailing respondents use carpools more often
Q6c. Currently get to Sun Prairie Destinations by Shared-Ride Taxi	3%	6%	0.048	Second mailing respondents use taxis more often
Q8a. Frequency would take bus to Western part of Sun Prairie	2.25	1.97	0.017	First mailing respondents more likely to take bus there
Q8d. Frequency would take bus to downtown Sun Prairie	2.35	2.03	0.002	First mailing respondents more likely to take bus there
Q8a. Frequency would take bus to Southern part of Sun Prairie	2.30	1.86	0.038	First mailing respondents more likely to take bus there
Q11 Gender	1.72	1.62	0.038	Higher percentage of second mailing were male
Q12 Race/Ethnicity	1.55	1.86	.013	Higher percentage of second mailing were people of color

Table A1 indicates that:

- There were some differences in how respondents to the first invitation and those who responded after a reminder currently get to Sun Prairie destinations. First invitation responders were more likely to use a carpool while subsequent responders were more likely to drive to their destination alone or use a shared-ride taxi.
- Those responding to the first invitation were more likely to use a bus to get to the western and southern portions of Sun Prairie and to get the city’s downtown area.
- First responders were more likely to be white and female.

Few statistically significant differences between the responses of first and second mailing participants indicates that there is little evidence for non-response bias in a dataset. While there are relatively few significant differences in this dataset, it is somewhat concerning that there are quite a few differences with respect the destinations of first and subsequent responders. Some of this may simply be an artifact of the relatively large number of responses received – with larger numbers of responses, even relatively small differences between groups can be found to be statistically significantly. The SRC does not think there is sufficient evidence to be concerned with non-response bias in this dataset.

Appendix B: Open-Ended Comments

Question 2: What are the main destinations you would take a local bus to? ” Other comments (40 comments)

Bars/Restaurants (8 Comments)

- Restaurants 3x
- Bar
- Bars
- Late Night Dinner
- Lunch and dinner
- Stops near restaurants

Library (7 Comments)

Madison/Bus Rapid Transit (5 Comments)

- Badger Sporting Events
- Downtown Madison Events
- Events downtown Madison only
- Rapid Transition Extension
- transfer to another bus

Health/Medical Related (4 Comments)

- Gym
- health club visits
- Service and medical appointments
- VA Hospital

Visiting (3 Comments)

- Visiting 2x
- Visit friends

Events/Downtown Sun Prairie (3 Comments)

- Downtown Sun Prairie
- Events
- Maybe if there was a concert or something downtown

Various retail/shopping (3 Comments)

- Farmers market
- Movies, banks
- Walmart

Miscellaneous (7 Comments)

- Airport or greyhound bus station
- all
- Anything I need to do
- around the neighborhood
- church
- interests
- Zoo, Botanical garden

Question 6: How do you get to your destinations in Sun Prairie now? Other Comments (11 Comments)

Family (7 Comments)

- family
- Get ride from family members
- My husband drop me off
- My son shops for me or takes me where I need to go.
- Spouse drives her car
- Wife drives me
- Parent

Friends (2 Comments)

Van-Go/Motorcycle (2 Comments)

- Motorcycle
- Van-Go takes me to the Doctor

Question 12: Of which race/ethnic groups do you consider yourself? Other Comments (10 Comments)

- Asian 2x
- Asian Indian 2x
- Prefer not answer 2x
- American
- Hispanic American
- N/A
- Why does it matter

Question 14: Please use the space below to provide further comments or information that will assist us as we consider local bus service for Sun Prairie. (192 Comments)

Support local bus service (53 Comments)

- As a family we would definitely use the bus service for many recreational activities.
- Bus would help friends to visit friends
- Circumstances could change in the future where bus services would be a helpful alternative
- Commuting in a bus is going to be all new experience. Looking forward for the changes.
- Daily motorized transportation route to the Business Park would be great! Plus, the businesses there could benefit from more workers who need transportation.
- Evening and overnight Thursday-Sunday would help with drunk driving concerns and create more business downtown and west especially. Access for people with disabilities is important so would recommend specific outreach to those using paratransit and current taxi in the region. Elders and people without drivers licenses will benefit from more local routes and accessibility. From use of Madison metro for years, predictability and reliability are crucial for people to use bus and frequency/timing/locations are right behind those criteria. I welcome more local service options and options to connect to Madison
- For my kid attending MATC and work
- From school to doctor appointments to work, we would all benefit greatly from the bus service! Support!
- Get bus routes to downtown Sun Prairie I would take the bus more. I still would have to walk home
- Go for it
- Going to events in Madison, farmers market, and fair, badger games is ideal
- Goodluck hope it works out!
- I am a long-time user of public transportation. I value and utilize this service in Sun Prairie. The more available it is - location and times, the more I feel residents will use it. It is such an asset to have it in our community - an incredibly valuable investment.
- I am all for less traffic and mass transport. But don't feel residents will forego their confidence to jump in their car
- I believe providing local bus service in Sun Prairie is especially important for retired couples. From a financial standpoint, the addition of local bus service for retired couples is very important, as it will allow many of us to go from owning 2 cars to only 1 car
- I believe we should have local bus service and taxi service availability
- I definitely support the bus and other transportation idea that we as a good community can provided for that that need it
- I do plan on taking the bus to and other circumstance
- I feel this is a good idea, if you can get the ridership to support it.
- I have a bus station in Sun Prairie to commute to other bus stations in the Madison area I think is a wonderful idea. Me and my husband share one car to travel 17 miles to work. This would definitely save money on gas!
- I might retire in two years and think using the bus to Madison and sun prairie would be helpful.
- I no longer live in Sun Prairie but I think it's a good idea. personally if I was living there, I wouldn't be using it though

- I really look forward to public transportation in Sun Prairie! Especially for my teenage son (and for myself). We moved here from NYC and we really miss public transportation.
- I share a vehicle. I would not have been able to get to work last winter without it. I'd like to have more frequent and consistent bus routes to Madison and appreciate being asked for my input on this survey thanks for improving public transit in the Madison Metro Area
- I think our community would greatly benefit from public transportation option
- I think the bus service is a needed alternative for some and a necessity for other to get to work
- I will probably have to give up my driving privileges in the near future. While I was working there were many instances when new employees had a lot of difficulty finding transportation from their work. Over the years I have applauded the various efforts made by employers to accommodate for these needs. I firmly believe that people should be able to catch a bus. That would produce a large saving on environment and land use due to parking lots.
- I would like to see an inner SP route. Connecting all areas of the map. Ex. Catch a bus at the Costco go to East.
- I would possibly use it to go to the health club daily if it was inexpensive and safe.
- I would primarily like to use to access downtown Madison for a variety of events during business hours
- If I were required to take downtown then I'd use the service more. Love the BRT concept
- I'm in favor of full time bus service. I have several employees that need this service and SP taxi is useless.
- It would be a big asset for the City of Sun Prairie!
- It would be great for there to be a bus to Madison
- It's needed
- It's really great to have bus service in sun prairie
- Just bring it on
- Keep the bus, please :)
- Low population density may inhibit feasibility of the system. Starting small is critical to its success. We fully support it.
- May use it during the winter weather or rain filled days
- My spouse and I moved to SP October of 2020 and other than going to work, have not ventured out more than to get supplies needed. Until today, I had no idea about the bus services available. Considering I'm new to driving in the snow, I would like to have an option that could get me to work.
- My teenagers would use the service, but us parents would not as we have vehicles.
- Our household would love to decrease our car travel by taking a bus downtown for all events. Plus it would be safe travel if we drink
- The bus would really help for individuals who can no longer drive or too young to drive yet
- This would be a great idea to put a bus service here in Sun Prairie because the Taxi Service "sucks".
- We fully support this! Thank you
- We have 5 kids that would utilize the bus service
- We need bus services

- We support any and all mass transportation that is better for the environment and people of all communities. Thank you!
- We use Route 23 to get to our jobs in Madison. It would be nice to have local bus service to the park and ride. It would also be nice to have local service from downtown to shops and restaurants on the west side.
- Will definitely help the community
- Would use on weekdays in evening and weekends.
- Yes, please to local bus for kids/school and getting people to local jobs.

Opposed to local bus service (40 Comments)

- As a retired resident on fixed income, The tax burden is becoming unsustainable already, Without any further subsidization.
- Both the bus and the welfare taxi program are wastes of taxpayer money. They should both be canceled. Please stop punishing hardworking taxpayers.
- Bus service is a waste of money
- Bus service would cost more than the taxi service
- Do not subsidize with tax money. People that use it should pay the entire cost. Elderly are being taxed out of their home.
- Get real, how much more in taxes do you want? Tell the freeloaders to pay their own way
- I am not in favor of the bus route and do not wish to see it expanded
- I am not in support of bus service in Sun Prairie.
- I can see one of the bus stops from my house. Since the service has started, I have seen maybe a dozen people get off or on at that stop.
- I don't believe that the majority of Sun Prairie residents have an interest in local bus transportation. Data has proven that the bus service from SP to East Town Mall, etc. is only used by a few riders, possibly 25 to 30 riders... People in the Midwest love their vehicles and enjoy driving. Those that do not drive have Uber, Lyft, or SP Taxi. The limited return and expense for the city of Sun Prairie. We are currently pushing our boundaries and there is not a significant demand to warranty local bus service.
- I don't feel we need local bus service. The tax rate are high enough and there are not enough people going to be interested in supporting this to be profitable
- I don't ride the bus!! Please don't go past my apartment building, as I am allergic to your exhaust. My throat closes up. I stay away from buses. Thank you-
- I don't see a need for a bus service when we already have other alternatives available.
- I don't think this is a great idea
- I feel that many other transit options do exist without expanding bus service. I live on a fixed income, am retired, and have valid concerns about being "taxed-out" of my home. The needs of the many outweigh the needs of the few.
- I look at this as a way to only make GHC. This is just another way to tax us.
- I often see the current metro busses driving through the community with no one on them. The park and ride is generally pretty empty. As a community we spent a large sum of money for a bus and park and ride that so few in the community use. I doubt sinking more money in a service very few use would help the situation. Most people that live in the community moved here and have ways to get around without metro buses and made that decision when moving to the community.

- I see empty buses drive around town at Lacrosse and Oshkosh. I don't think it really works
- I think having a bus service in Sun Prairie is nice to have but to what end... The bus service has to be subsidized by property taxes. As inflation goes up, everything goes up. Has there been any study as to how many people are using the bus system in Sun Prairie since implementation? I have seen the bus in Sun Prairie in service with no one on it. Now with more people working from home and so many services are offered online due to Covid has led to less people driving to and from work and other medical and recreational appointments. So as a community we need to ask ourselves, "Is a bus service in Sun Prairie needed at this time?"
- I think it would bring undesirable people around the park more if there was a bus station there (Sheehan park) which would increase crime since people who otherwise would not have easy access to travel here could then do so. Would rather not see busses in SP. SP is in process of being ghettotified by the town elite. Their crap 35 year plan to turn all of the main drag into stack and pack apartments also is undesirable. Bring that plus section 8 plus bus system will turn this town into crap in several years-time. So I am against busses.
- Maybe fix the road first and stop building schools, we pay way too much in taxes already!
- Maybe should have sent this kind of survey out BEFORE jacking up everybody's taxes and putting in a bus system that nobody wants, needs or uses.
- No bus. Don't want the noise or expense. Bus already at American parkway. No!!!!
- No taxes to pay for transit -- those who use should pay. Taxes are already too high.
- Nobody with any sense wants ugly, slow, loud busses clogging our streets.
- Retired!! Bus is a bottomless money pit- Not needed
- Service not needed; we are already being taxed out of our homes
- Since Madison Metro has had stop by Prairie Lakes I rarely, if ever, see people use it. In fact the bus often sits while the driver does his workout
- Sun prairie does not have enough localized population or destinations to support a bus route.
- Sun prairie has high noise pollution already with highway 151 traffic and constant EMS police and fire emergency noise. Loud buses will only worsen noise pollution
- Sun Prairie roads are not equipped for an increase in bus traffic. The buses that already come to Sun Prairie block a whole lane of traffic when they stop. Sun Prairie needs to focus on fixing current roads and finishing exiting construction projects.
- The bus route in Sun Prairie was a project that should never have been implemented. The route it takes is ridiculous and does not address the communities where individuals might actually use it. Instead it goes through neighborhoods that rarely use it, goes right next to an elementary school during school drop-off and pick-up times, and your drivers nearly hit the kids walking to and from school. There is no reason to have a route and stops so close to the park and ride. And no reason to have a park and ride less than 2 miles from another park and ride (American Parkway). Horrible planning on and budgeting on behalf of the City of Sun Prairie and a deal they should have never entered into.
- The City of Sun Prairie residents nor the city's financial position may not be ready for a bus system. It's been my experience that the major of ridership falls mostly to the underserved, low income communities, the city's challenged and low income communities are widely spaced and may not meet the goals that the city is attempting to accomplish.

- There is no need for a bus service at the moment. It is better to use that money to provide safe routes to bike or walk around our small and flat city.
- This survey in Sun Prairie is a waste of time and money
- Waste of money, get a car if you want to get somewhere
- We already pay the highest taxes in the state of Wisconsin. Our local politicians can't control their bad spending habits
- We do not need any type of bus service. The service we have now is poorly used.
- We do not want or need bus service in Sun Prairie.
- We don't need to be taxed for anything else, this is a waste of time, resources, and money

Don't need personally but support idea (23 Comments)

- Although I would not have a need for the bus at this time, I think that it is important to have the bus available to those who need it.
- Although we likely wouldn't use the bus service regularly, I think it's a great idea to have it
- Although we would never use the bus service. I highly support the service for others who may need it
- As we expand as a city, this is definitely needed. While not by me, I know of plenty of families who do not have use of a vehicle to get to work or the store
- Bus service doesn't appeal to me personally, but see its value for certain demographic groups. Glad to see it's being explored.
- Bus stop service between Walmart, Prairie Lakes, downtown SP, large apartment complexes may fill lower paying service jobs because people need transportation to get to these jobs that don't pay enough to afford a car.
- Even though I have a car, I would fully support a consistent bus route in Sun Prairie
- I currently get around well, but appreciate that the current bus/taxi service are available and local bus is being considered!
- I don't take the bus because I have a car and my child is only 10 years old. But I believe this route is perfect for individuals without cars and seniors.
- I don't think my wife and I (both in our 70s) would use the bus system. I would definitely have used it if I was still working in Madison. I think it's a good idea.
- I don't use the bus, but support expanded service for those who need it
- I fully support expanding public transportation, but I will not be using this service
- I personally would not use the bus service, but I would support a subsidized full-service bus service for seniors and those on limited income. I believe the City of Sun Prairie could provide their own mini-bus service from downtown to the library area to the westside retail area and to medical clinics.
- I personally would not use the bus system often but it would be wonderful for my teenage daughter to be able to get to and from work
- I would not be using the bus, but it would be nice that some kind of transportation is available.
- I would not have a need for a bus service at this point in my life, but could in the future. My answers are based on the future and my post-work days.
- Maybe something we will use in the Future. Not at this time
- Just that I am not in a situation to use right now
- We wouldn't use the bus service. But we would support it.

- While I do not typically use the bus routes, I see that it would be of great benefit to our community as a whole.
- While I would not be a primary user of the bus, I feel it is important for the service to be available in our community.
- While my family would not directly use these services, I see great value in them for our community
- Wonderful idea. Not a service I will use at this time.

Suggestions (22 Comments)

- 1: Round trip to Madison Via taxi Too Expensive
- 2: Need Bus connection to VA Hospital at Middleton
- Bus routes should be available all around Sun Prairie and to and from Madison.
- Considering all of the issues surrounding bus drivers for school buses. Consideration should be made in using the city bus for school pickup and drop off
- Earlier to Madison
- I am a student at UW-Madison and would use a regular bus to commute to campus if it were financially viable. At the moment, Route 23 does not provide service at times that I would use it.
- I have a car so probably wouldn't use the bus, if I had to ride, I'd want a bus to come more like every 15 minutes. Especially in winter. Lived in NY and SF have a higher frequency of transit options. I know Sun Prairie doesn't have the same budget but that's what it would take for me to use the bus.
- I use a walker and will need it to go with me
- I work downtown on the UW campus. A few years ago, I checked, and taking the bus would take me over an hour. My current driving time is approximately 30 minutes. With children, errands, etc., it just doesn't make sense for me to take the bus.
- If the bus service from Sun Prairie to UW campus with more frequency will help the Sun Prairie community.
- Initial bus service should be limited to determine actual usage by residents. Bus service could aim at providing access to Madison in lieu of the Wisconsin Ride Share Program and have similar costs for transportation. Another suggestion is providing Wi-Fi on bus to make it more appealing to users
- Make it easy for disabled people to go from one place to next
- More service to the city would help.
- Need electric buses for clean energy. Can the school district use the buses for economies of scale? I fear not enough people will use service since working from home. Make sure you have an app with gps so people can see what buses are running and where. If I know bus is close. I may consider taking it. Use an 'Uber' type approach to website
- Need S.P. Walmart to high crossing bus for work. Take Sun Prairie taxi reduced fair daily
- Perhaps selling a pass for frequent user of the 1 service that allows unlimited rides for a month would be helpful
- Promotion not to drink and drive while adding more accessible pick-up locations.
- Routes should definitely include stops at the middle schools and high schools. That would allow for students to get to athletic practices and home again without activity busses or

walking in inclement weather. It would also make it possible for many students who are interested to get after school jobs, since often transportation is a barrier to this.

- Should calculate current resources since you will need a lot of cash for the bus
- There should be an express line added. Also there should be few stops added on O'Keefe Avenue
- We should keep the taxi service and add a bus. Maybe run buses at 8 am noon 4pm 8 pm for starters but also keep express route in am and pm for commuters
- While I support question 9. I chose no because there may still be individuals that choose to take a taxi for their own personal reason and I wouldn't want that option to be taken away from the others if that was their preference

Wouldn't use (19 Comments)

- 88 year old and still able to drive my car and will in the future
- At present I would not use the bus.
- At this time I drive myself around
- At this time, Not interested
- Currently have no need for the bus service. I work in Waterloo so it doesn't help me for work. I am in favor of the bus service for Sun Prairie and may use it sometimes in the future but not every day. I live downtown on Main St and would possibly use it for going to area too far to walk
- Doesn't apply to me I am 96 1/2
- I do not use the bus and do not plan to use it in the near future, so have no opinion on changes to the bus service
- I drive like most people in my area. I would never use bus transportation
- I have a car
- I have limited mobility and use a walker. Turning 89 in November, quite possible a lot of people would use bus service.
- I have never used a bus system anywhere.
- I only drive occasionally and wouldn't use bus services.
- I would not be using it
- My wife and I don't go too many places plus we have a car and a motorcycle
- We are in mid-70s and will probably not use it
- We have our own vehicles and prefer to use our own transportation. We would rarely, if ever utilize bus transportation.
- We would only use the 1 service if there was no other option
- We wouldn't use as a family, taxi possibly if needed
- Will do own driving

Prefer the taxi service (15 Comments)

- I like Sun Prairie Taxi
- I like using the taxi if I can't get a ride to and from work. It's affordable and picks me up at my home. I don't want to walk to a bus stop and wait. Not safe later at night.
- I think it's a bad idea/ keep the taxi service
- I work in service that clients use taxi - they are elderly and would not use the bus service
- I would just stick with the taxi service

- Not sure you can replace local Sun Prairie taxi service unless you want to subsidize Lyft/Uber because bus service will likely not be flexible enough
- Please do not get rid of the Sun Prairie taxi.
- Please don't even consider replacing TAXI service. It would be replacing a service that is extremely useful and necessary here in Sun Prairie
- Prefer Taxi
- Taxi should go to Madison more often. This would be better than having bus patch
- The loss of the taxi is a serious issue for disabled people, especially elderly. They need door to door. I am not disabled...yet. I would consider bus mostly downtown Madison midday to avoid parking hassles. Haven't used due to inconvenient times. Should not replace taxi.
- The elderly use sun prairie taxi, replacing it with a bus would be a hardship on them
- The S.P. Taxi service is an excellent and affordable method of transit. If more is needed, we should expand the taxi service.
- We need to taxi more than bus service. Bus to Madison may help some people
- Yes, but not at the out of stopping the taxi service

Questions about service (11 Comments)

- Are the bus stops set up in a safe lighted area?
- Depends on anticipated ridership and cost.
- Does the Bus routes use local tax dollars which would raise the taxes? I definitely would not wish for it. Sun Prairie tax hikes every year is making it hard to keep my house. Sun Prairie is becoming a place that single people trying to live the American dream is impossible my wages do not compensate for all hikes
- How much per ride
- I enjoy access to the Sun Prairie taxi, but do not use frequently. I understand if it must be closed for a bus line. My concern is where the bus stops will be located.
- If bus service would start, I would like to see hybrid or electric/hydrogen buses instead of diesel fuel. I don't know if the size of Sun Prairie supports bus service right now
- Is there really enough and useful enough to people to keep the bus constantly busy
- Pet friendly? Safety? Transportation from bus stop to desired location.
- The challenge for older adults is just getting to a bus. We can't do a multi block
- What's the reason for providing this service? What's the need? What's the cost to the city of S.P?
- Would this be at a reasonable cost

Miscellaneous (9 Comments)

- Both are retired.
- City should have asked all these questions BEFORE putting in a bus service to nowhere that nobody uses.
- Covid and being unsure about my work schedule/telecommuting permanently or not going back to the office in downtown Madison made it difficult to complete this survey right now
- Either way is fine with me
- I am worried about late night busses and the buses from Madison increasing crime rates

- I have enough money to be able to use the S.P taxi service but can understand some people can't afford.
- Only need transportation to and from appointments and also grocery stores.
- Sun Prairie is become a unsafe community. Moving out

Appendix C: Numeric Summary of Responses

Interest in Local Bus Service

1) Would you or anyone in your household use local bus service to get around Sun Prairie and/or connect to the new Bus Rapid Transit extension to Madison if:

	Yes	No
a. <u>The local bus came every 30 minutes</u> during weekday morning and afternoon peak periods	189	405
b. <u>The local bus came every 30-60 minutes</u> during mid-day, evening, and weekends	206	385

If you selected “No” for both questions 1a and 1b, please skip to question 9.

2) What are the main destinations you would take a local bus to? (**fill all bubbles that apply**)

120 Work	139 Medical Appointments	
51 School	145 Recreation	
179 Shopping	38 Other (please specify) _____	

3) My desired arrival time(s) at my destination(s): (**fill all bubbles that apply**)

56 6:00 – 6:59 a.m.	90 11:00 a.m. – Noon	113 4:00 – 4:59 p.m.
100 7:00 – 7:59 a.m.	101 Noon – 12:59 p.m.	128 5:00 – 5:59 p.m.
99 8:00 – 8:59 a.m.	105 1:00 – 1:59 p.m.	98 6:00 – 6:59 p.m.
102 9:00 – 9:59 a.m.	94 2:00 – 2:59 p.m.	89 7:00 p.m. - midnight
96 10:00 – 11:00 a.m.	104 3:00 – 3:59 p.m.	29 Midnight – 6:00 a.m.

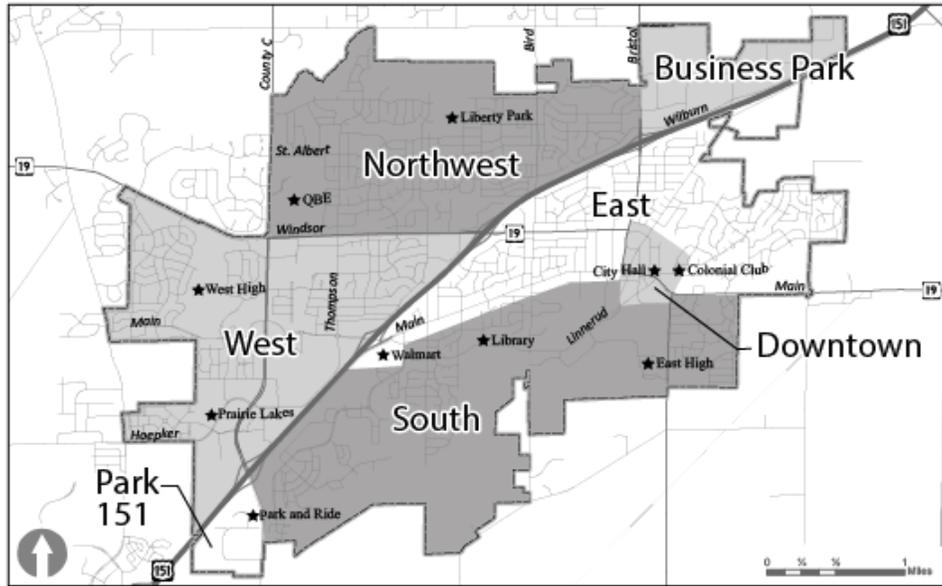
4) My preference for local bus service availability would be: (**fill all bubbles that apply**)

146 Weekday a.m. (6:00 – 9:00)	190 Saturday (any time)
143 Weekday Mid-Day (9:00 a.m. – 3:00 p.m.)	159 Sunday (any time)
164 Weekday p.m. (3:00 – 6:00)	62 Holidays (any time)
110 Weekday Evening (6:00 p.m. – midnight)	51 Late Night (any day, midnight – 6:00 a.m.)

	Yes	No
5) Have you used the <u>express commuter bus service (Route 23)</u> to get to Madison?	56	290

6) How do you get to your destinations in Sun Prairie now? (fill in all bubbles that apply)

- | | | | |
|-----|------------------------------|-----|--|
| 297 | Drive Alone | 33 | Ride-share company (Uber or Lyft) |
| 53 | Carpool | 72 | Bicycle |
| 29 | Sun Prairie Shared-Ride Taxi | 128 | Walk (includes wheelchairs and mobility devices) |
| 23 | Other Taxi | 12 | Other (please specify) <i>See Appendix B</i> |



7) Using the map above as a guide, please fill the bubble corresponding to where your residence is located in Sun Prairie.

West	Northwest	South	East	Downtown	Other
82	60	89	59	51	4

8) Using the map above as a guide, please indicate how frequently you think you would use a public bus service to destinations in each portion of Sun Prairie?

	Never	Less than 3 Times/Month	1 – 2 Times/ Week	3 – 7 Times/ Week	8 or more Times/ Week
West	117	80	51	33	9
Northwest	142	64	33	19	5
East	116	67	43	37	11
Downtown	100	87	47	32	12
South	126	61	38	35	10
Business Park	176	51	11	14	7
Park 151/Connect to Bus to Madison	105	74	47	39	16

The Americans with Disabilities Act (ADA) requires that on-demand curb-to-curb bus service (paratransit) be provided to eligible persons with disabilities within 3/4 mile of all-day bus routes, including the proposed local Sun Prairie bus service. Providing both local bus service and paratransit will be costly, and it is unlikely that the city will be able to afford to continue providing Sun Prairie Taxi service in addition to these new services.

9) Would you support replacing the Sun Prairie Taxi with all-day, fixed-route local bus service, and associated paratransit service for eligible riders experiencing disabilities?	Yes	No
	282	307

About You

We use demographic information to help us understand our population and for grant reporting. Please help us serve you better by choosing the options that best describe you. This data will be kept confidential.

10) What is your age?

18-24	25-34	35-44	45-54	55-64	65+
11	81	93	87	104	236

11) What is your gender?

Male	Female	Non-binary/ Gender- queer	Prefer not to say	Prefer to self- describe:
247	335	2	22	0

12) Of which racial/ethnic group(s) do you consider yourself?

White/ Caucasian	Black/ African American	Indian/ Alaska Native	Asian American	Hispanic/ Latino/ Spanish	Native Hawaiian/ Pacific Islander	2 or more races	Other (please specify) <i>See Appendix B</i>
474	30	2	24	30	0	20	11

13) What best describes your total household income (before taxes) in a typical year?

Under \$15,000	\$15,000- \$34,999	\$35,000- \$49,999	\$50,000- \$74,999	\$75,000- \$99,999	\$100,000+	Prefer to not say
30	78	72	95	83	128	111

Comments

14) Please use the space below to provide any further comments or information that will assist us as we consider local bus service for Sun Prairie.

<i>See Appendix B</i>
