

CITY OF  
**SUN PRAIRIE**  
*Wisconsin*

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AD HOC STEERING COMMITTEE  
ON TRANSPORTATION FINAL  
REPORT

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May 3, 2017

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# Acknowledgements

The Committee would like to recognize all of its members:

Council President Al Guyant	Melody Reidel
Tom Weber	Dennis Glinksi
Ginger Baier	Jeanne Gerg
Don Hooser	Rex Owens
Julia Haag	Peter Dettmer
George Frank	Mary Ellen Havel-Lang
Lucia Ramirez	Jon Landsverk
Chad Fedler	Frank Lopez
Betty Bergquist	Judy Lopez

The Committee would also like to recognize the contributions made by the Committee's Alternates:

Alder Steve Stocker	Mark Brehmer
Chris Clinton	Jon Emerick
Gail Baier	Joe Deyoung
Pauline Jeanne-Gilbertson	Carol Heine

The Committee would like to thank all those who attended the meetings, provided information to the Committee and facilitated the work of the Committee:

Mayor Paul T. Esser	Karl Schulte
Drake Daily	Kevin Ruhland
Taylor Brown	Janine Punzel
Dave Lowe	Fred Bartol
Janelle Vreugdenhil	Tim Semmann
Scott VanOmmeran	Lee Igl
Thomas Koprowski	Drew Beck
Michelle Brokaw	John Burgan

# Ad-Hoc Steering Committee on Transportation Final Report

## BACKGROUND

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On August 31<sup>st</sup>, 2016 the City of Sun Prairie hosted the Sun Prairie Area Transportation Summit. Over 80 business owners, civic groups, service organizations and community leaders attended to share their thoughts regarding the transportation needs of the community. Several of the attendees expressed interest in serving on a committee tasked with recommending improvements to the City's public and alternative transportation system.

In September of 2016, the Sun Prairie Common Council passed a resolution creating the Ad-Hoc Steering Committee on Transportation. The Council charged the committee with assessing the public passenger and alternative transportation needs of Sun Prairie and recommending potential solutions. Upon the submission of this report, the Committee will dissolve.

The Committee consists of 19 members with an additional 8 serving as alternates. The Committee has met approximately once per month since October of 2016 for approximately two hours. Discussions have focused on four main categories:

- Sun Prairie Ride-Share Program
- Sun Prairie Bus Service and Park & Ride
- Bicycle-Pedestrian Infrastructure
- Public Communication

Based on the discussions of the above mentioned topics, the Committee has drafted several recommendations to improve the current state of public and alternative transportation in Sun Prairie.

The Committee also issued an informal, unscientific citizen survey to gather thoughts and suggestions regarding public passenger and alternative transportation in Sun Prairie. The survey received 1,074 responses. Attachment 1 contains a summary of the survey results.

## RECOMMENDATIONS

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### Sun Prairie Ride-Share Program

1. **Purchase Two Vehicles for the Ride-Share Program:** Currently, the ride-share program does not have the capacity to meet demand for ridership during peak times. Peak times are between 7:00 AM and 8:00 AM and 3:00 PM and 4:00 PM. This inconveniences potential customers seeking to get to/ from work, attending morning medical appointments, receiving transportation to/from

school or anyone trying to move around the City during these times. Adding two vehicles to the rideshare fleet in 2018 will increase the ability of the program to meet demand during peak times. After reviewing the impact of adding the two vehicles in 2018, the City should determine if consumer demand necessitates the purchase of an additional two vehicles in 2019.

2. **Increase the Number of Annual Hours of the Ride-Share Program:** The City currently budgets 27,000 service hours for the Ride-Share Program. The Committee recommends increasing this to 28,000 production hours to increase the ability of the program to meet demand during peak times.
3. **Review the Current Fare Structure:** Currently, the Ride-Share Program offers a regular (\$4.00) and low income rate (\$2.00). Other communities with similar programs offer elderly/disabled rates, student rates, child with parent rates, etc. The cost of a ride, the City share of operating expenses, and ridership also varies among communities. The City should review the current fare structure as compared to other communities and analyze the effects on ridership and revenue of reducing fares or adding additional fare options (student, family, elderly or other discounted rates). Attachment 2 is a comparison of other similar ride-share programs in Wisconsin.
4. **Improve the Advertisement of the Program:** The Committee believes the ride-share program and some of its benefits are under-promoted. For example, the ride-share drivers will help carry a passenger's groceries into their home if requested. Customers can also purchase coupon booklets to pay for their ride rather than having to handle cash at the time of the ride. Awareness of these perks may increase interest in the program and ridership.
5. **Explore Options for Sponsorship of the Rideshare Program:** The City should explore partnerships with local businesses to help support the program. For example, the City may be able to sell advertising space on the vehicles or there may be opportunities for local retailers or grocery stores to provide vouchers for spending a certain amount at their business.
6. **Ride-Share/Madison Metro Transfer Agreement:** The Ride-Share Program now provides service to and from East Towne Mall through a pilot program. The City should evaluate this program after one year and, if successful, make the program permanent and explore options for riders to transfer from the Sun Prairie taxi to the Madison Metro buses for access anywhere in Madison.
  - a. **Implementation of a "Bus Buddies" Program:** If the City is able to successfully negotiate a transfer agreement with Madison Metro, the City should partner with service and civic organizations to offer a "Bus Buddies" program. This program will pair a volunteer experienced rider with an inexperienced rider to show how to navigate the public transportation system. In the event the City begins providing additional public transportation options, this program could be expanded to incorporate the additional options.

## Bicycle and Pedestrian Infrastructure

1. **Modify the City's Sidewalk Policy and Codify as a City Ordinance:** The City currently has a sidewalk policy as a part of its 2009 Comprehensive Plan. This policy requires the construction of sidewalks on both sides of the street on new and reconstructed public streets. The Policy should be slightly modified, adopted as an ordinance and strictly adhered to. The suggested language for amending the sidewalk policy can be seen in attachment 3 and information detailing the benefits of sidewalks is shown in attachment 4.
2. **Arterial and Collector Street Markings and Wayfinding Signage:** The map seen in attachment 5 shows the location of arterial and collector streets on which the City should install painted bike lane markings and wayfinding signage in accordance with the current standards of the National Association of City Transportation Officials. These improvements will familiarize users with the best routes to different locations, make it easier for infrequent bicyclists to utilize the network

and alert motorists to the possible presence of bicyclists. Of the streets highlighted in the map, the Committee recommends prioritizing the projects in the following order: Brooks/Thompson Road, Columbus Street, Bristol Street, Bird Street, Stonehaven Drive, Bailey Road, Windsor Street, Egge Road, Rattmann Road and Town Hall Drive.

3. **Roadway Design:** For newly constructed arterial streets, the Committee recommends a width adequate for a roadway with parking on both sides of the street and bike lanes in both directions. Roadways should be designed and operated to enable safe, convenient and comfortable access and travel for all users, including pedestrians, bicyclists, motorists and public transportation.
4. **Creation of a Committee on Bicycle and Pedestrian Transportation:** To aid the City in the creation and adoption of policies, route maps and other bicycle-pedestrian documents, the Committee recommends creating a Committee on Bicycle and Pedestrian Transportation. The Committee will discuss these issues and present policies to City Council for consideration.

### Public Communication

1. **Contract with a Professional Firm to Conduct a Scientific Survey:** The Committee received 1,074 responses to its informal citizen survey in March of 2017 indicating there is significant interest in public and alternative transportation in Sun Prairie. However, since the survey was informal rather than scientific, definitive conclusions cannot be drawn from its results. The Committee recommends conducting a scientific survey of the community to determine the demand for potential public and alternative transportation improvements.
2. **Create a Communications Strategy:** To successfully meet the needs of the community, the City needs to ensure it is properly informing the public of new initiatives, programs, meetings and events. A communications strategy would lay out the resources and best practices to be used for communicating with the public and keeping residents informed on the business of the City, including its work on public and alternative transportation.
3. **Expansion of the Duties and Authority of the Transit Commission:** The Transit Commission currently oversees the operation of the City's Rideshare Program. As the needs of the community change and the City's transportation network evolves, the Commission will need to evolve as well. The Committee recommends amending Section 2.68 of the municipal ordinances, as necessary, to expand the duties beyond oversight of the rideshare program.

### Public Bus Service and Park & Ride

1. **Sun Prairie Bus Service:** One of the goals of the scientific survey mentioned previously will be to gauge demand for Public Bus Service in Sun Prairie. Depending on the results, the City should consider implementing one, or a combination, of the following options:
  - A. **Madison Metro Expansion to Sun Prairie:** Currently, Madison Metro does not have the capacity to provide service to Sun Prairie; however, the City should remain in contact with officials at Madison Metro and the Metropolitan Planning Organization to be prepared for discussions of a possible expansion, the costs associated with the service, potential routes and the scope of service (neighborhood service, loop service, etc.) Madison Metro could provide.
  - B. **Develop a Sun Prairie Bus System:** The City could develop its own public bus system if there is the necessary amount of demand/need for the service. If the City chooses to do so, the Committee recommends negotiating a possible transfer point with Madison Metro to ensure Sun Prairie residents have access to Madison and Madison residents have access to Sun Prairie's shopping and entertainment options. The Committee also

believes bus stops should include covered structures to protect waiting passengers from the elements.

- C. Bus Rapid Transit (BRT):** Bus Rapid Transit is a frequent, high-capacity, limited-stop transit service. The City should seek official representation on the BRT Planning Process through the Madison Area Transportation Planning Board to ensure Sun Prairie is incorporated as an eventual BRT service connection point. Such a service would benefit residents living in Sun Prairie and working or attending school in Madison. Ideally, this service will pick up and drop off at a future Park & Ride on the Westside of Sun Prairie.
  - D. Sun Prairie Trolley:** The City could explore a Trolley Route similar to the City of Middleton. The trolley would stop at popular locations within the City. For example, an east side grocery store, Downtown, the movie theatre, hotels, the Prairie Lakes Shopping area, etc. Trolley stops should have covered structures to protect waiting passengers from the elements.
- 2. Westside Park & Ride:** The City should find a location for the construction of a Park & Ride on the Westside of the City. This could serve as a transportation hub for carpoolers, future bus service in Sun Prairie or as the stop for an express route to Madison. The Park & Ride should be highly visible, well-lit and easily accessible by multiple modes of transportation to encourage its usage. Attachment 7 contains maps showing two locations which meet the necessary criteria for a successful Park & Ride.

## Conclusion

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The members of the Committee have worked together to meet the charge of the City Council. Members have fully participated by vetting data, performing their own analysis of the information provided, asking thought provoking questions and offering their ideas on how to make improvements in this area. The Committee has worked with City staff to gather information on the City's current public and alternative transportation networks and programs and have solicited ideas for improvement. The Committee also sought the public's thoughts and suggestions through an informal survey.

The Committee feels the recommendations included in this report will enhance the lives of the residents of the City of Sun Prairie and provide adequate options for public and alternative transportation. The Committee members thank the City Council for the opportunity to serve in this capacity.

Respectfully, submitted on behalf of the members of the Steering Committee:

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Al Guyant, Council President  
Committee Chair

# Attachments

## Transportation Survey Results Report

Overall Responses: 1074 (4/4/2017)

- Not every person answered every question
- If someone entered 'No' electronically to question one, they were automatically taken to the last open ended question

This was an informal, unscientific survey

### **Q1: Are you or a family member interested or currently participating in alternative or public transportation services in Sun Prairie? (4/4/2017)**

No: 404 (38%) – 177 had comments for Q20

Yes: 661 (61%) – 319 had comments for Q20

Blank: 9 (< 1%) – 1 had comments for Q20

### **Q2: What days of the week would you or a family member travel locally using a public transportation service (example - cab or bus)? (4/10/2017)**

Response: 647/670, participants could select more than one option

Monday	366	57%
Tuesday	363	56%
Wednesday	363	56%
Thursday	364	56%
Friday	406	63%
Saturday	295	46%
Sunday	226	35%
Unlikely to use	178	28%

### **Q3: What times would you or a family member want to use a public transportation services (example cab or bus)? (4/10/2017)**

Responses: 647/670, participants could select more than one option

6:00AM to 9:00AM	303	47%
9:00AM to 12:00PM (noon)	203	31%
12:00PM to 4:00PM	263	41%
4:00PM to 7:00PM	338	52%
7:00PM to 10:00PM	180	28%
10:00PM to 2:00AM	110	17%
Unlikely to use	164	25%

**Q4: What forms of transportation are most commonly used by your household? (4/10/2017)**

Responses: 664/670, participants could select more than one option

Walking	397	60%
Bicycling	317	48%
Reliable Vehicle	576	87%
Unreliable Vehicle	43	6%
Sun Prairie Tax	117	18%
Madison Taxi	32	5%
Carpool	127	19%
Wheelchair Accessible Vehicle	16	2%
Relative/Neighbor/Friend	89	13%
Other	24	4%
Private Pick up (Uber, Lyft)	17	3%
RSVP	1	0%
Borrow	2	0%
Scooter	1	0%
Dropped off, then take bus	2	0%
Longboard/Skateboard	1	0%

**Q5: What is your employment status? (4/10/2017)**

Responses: 664/670, participants could select more than one option

Employed Full-Time	441	66%
Self Employed	35	5%
Employed Part-time	79	12%
Unemployed	18	3%
Retired	97	15%
Student	48	7%
Other	15	2%
Disabled	7	1%
Homemaker	4	1%
Volunteer	1	0%

**Q6: Have you ever been unable to obtain a job, had to quit a job or lost a job because it was difficult for you to get to work? (4/10/2017)**

Responses: 63/670

- 15/63 referenced kids in families not able to get/keep jobs

**Q7: Have you or a family member been unable to participate in an activity due to lack of transportation? (4/10/2017)**

Responses: 183/670

- 40/183 referenced kids or teens not being able to participate in afterschool or other activities
  - o 9/40 referenced afterschool kid activities
  - o 3/40 clearly called out activities at the YMCA

**Q8: Where do you work or attend school? (4/10/2017)**

Responses: 601/670, participants could select more than one option

Sun Prairie	332	55%
Madison	267	44%
Elsewhere in Dane County	64	11%
Outside Dane County	31	5%

**Q9: Where do you live? (4/12/2017)**

Responses: 643/670

District 1	197	31%
District 2	158	25%
District 3	110	17%
District 4	131	20%
Others	47	7%
Town of Bristol	14	2%
Town of Sun Prairie	8	1%
City of Madison	9	1%
Cottage Grove	2	0%
Marshall	2	0%
Windsor	2	0%
Other (including Sun Prairie)	10	2%

**Q10: If they were available how likely would you or a family member use the following transportation options? (4/10/2017)**

Responses		Very Unlikely	Unlikely	Neutral	Likely	Very Likely
616	Walk: Sidewalks, path	46	22	57	145	346
625	Bus	106	55	103	163	198
578	Bicycle	61	40	68	177	232
535	Carpool	103	117	146	96	73
502	Wheelchair Accessible Vehicle	308	72	86	18	18
568	Taxi	130	105	129	119	85
552	Private Pick-up Service (Ex. Uber)	118	76	149	127	82

Responses		Very Unlikely	Unlikely	Neutral	Likely	Very Likely
616	Walk: Sidewalks, path	7%	4%	9%	24%	56%
625	Bus	17%	9%	16%	26%	32%
578	Bicycle	11%	7%	12%	31%	40%
535	Carpool	19%	22%	27%	18%	14%
502	Wheelchair Accessible Vehicle	61%	14%	17%	4%	4%
568	Taxi	23%	18%	23%	21%	15%
552	Private Pick-up Service (Ex. Uber)	21%	14%	27%	23%	15%

**Q11: To what degree do you agree or disagree with the following statements: (4/10/2017)**

Responses	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree
642 A park and ride facility should be located on the westside of Sun Prairie	218	202	174	26	22
637 There are sufficient opportunities for bicycle travel throughout Sun Prairie	67	170	136	164	100

Responses	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree
642 A park and ride facility should be located on the westside of Sun Prairie	34%	31%	27%	4%	3%
637 There are sufficient opportunities for bicycle travel throughout Sun Prairie	11%	27%	21%	26%	16%

**Q12: What is the most important to you in determining if you will use public transportation? (04/10/2017)**

Responses: 643/670

Cost	120	19%
Accessibility	186	29%
Convenience	303	47%
Other	34	5%
All	9	1%
Safety	9	1%
Connections	5	1%
Need/Necessary	3	0%
As long as it didn't cost the tax payer	2	0%
Clean	2	0%
Wouldn't use	2	0%
Cost & Convenience	1	0%
Wheel Chair Accessible	1	0%

**Q13: If Madison Metro bus serviced Sun Prairie to Madison, how likely are you to use: (4/11/2017)**

Responses		Very Unlikely	Unlikely	Neutral	Likely	Very Likely
656	Use Madison Metro bus service if extended to Sun Prairie?	111	73	93	191	188
626	Use direct/express services to Downtown Madison?	77	46	93	195	215
636	Use a service to transfer point to go to various locations in and around Madison?	99	98	140	176	123

Responses		Very Unlikely	Unlikely	Neutral	Likely	Very Likely
656	Use Madison Metro bus service if extended to Sun Prairie?	17%	11%	14%	29%	29%
626	Use direct/express services to Downtown Madison?	12%	7%	15%	31%	34%
636	Use a service to transfer point to go to various locations in and around Madison?	16%	15%	22%	28%	19%

**Q14: Where would or do you use public transportation (cab or bus) service to get to? (4/11/2017)**

Responses: 569/670, participants could select more than one option

Medical	199	35%
Grocery Shopping	127	22%
Entertainment/Theater	327	57%
General Shopping	219	38%
Dining Out	235	41%
Senior Center	48	8%
Visit Friends/Family	145	25%
Work	250	44%
School	150	26%
Other	62	11%
Airport	14	2%
Church	4	1%
Kid Relate	8	1%
Other Activities/Locations	26	5%
Wouldn't Use	10	2%

**Q15: If you are trying to get to a medical appointment, what facilities are you trying to get to?  
(4/17/2017)**

Responses: 233/670 – 35%

**Q16: Are you aware: (4/11/2017)**

Responses		Yes, have used in the last year	Yes, but have never used the service	No
650	That Sun Prairie provides public transportation in the form of shared ride taxi?	123	351	176
*633	The State of Wisconsin provides vanpools for state and non-state employees that commute to Madison or Milwaukee?	27	392	214
636	That Dane County/Sun Prairie has a Time Bank program.	9	98	529
632	Of the Rideshare Etc. website, which allows you to enter home and work location and hours in order to search for matches for carpooling, vanpooling and bike buddies?	19	143	470

Responses		Yes, have used in the last year	Yes, but have never used the service	No
650	That Sun Prairie provides public transportation in the form of shared ride taxi?	19%	54%	27%
*633	The State of Wisconsin provides vanpools for state and non-state employees that commute to Madison or Milwaukee?	4%	62%	34%
636	That Dane County/Sun Prairie has a Time Bank program.	1%	15%	83%
632	Of the Rideshare Etc. website, which allows you to enter home and work location and hours in order to search for matches for carpooling, vanpooling and bike buddies?	3%	23%	74%

\*Questions was missing from the Spanish version of the survey

**Q17: What are the main reasons you ride a bicycle or walk? (4/11/2017)**

Responses: 651/670, participants could select more than one option

Commute to Work	130	20%
Commute to School	109	17%
Exercise/Health	558	86%
Personal Errands	261	40%
I do not Participate	34	5%
Other	36	6%
Fun/Leisure/Group Activity	16	2%
To get other places	10	2%
Have to bike/walk	5	1%
Can't bike or walk	5	1%

**Q18: What destinations do you or a family member ride/walk to for entertainment/recreation? (4/12/2017)**

Responses: 606/670, participants could select more than one option

Downtown	382	63%
Prairie Lakes Area	168	28%
Library	321	53%
Aquatics Center	169	28%
Orfan Park	105	17%
Sheehan Park	209	34%
Stonehaven Park	106	17%
Carriage Hill Estates Park	91	15%
Smith's Crossing Community Park	50	8%
Angell Park	198	33%
YMCA	85	14%
Ice Arena	54	9%
Prairie Athletic Club	249	41%
Colonial Club	65	11%
Other	43	7%
Do not participate	5	1%
Insufficient Infrastructure	3	0%
Schools	7	1%
Within Neighborhood	5	1%
Other Locations	23	4%

**Q19: What keeps you, if anything, from walking/biking more often or at all? (4/12/2017)**

Responses: 639/670, participants could select more than one option

Personal health or disability	81	13%
Lack of sidewalks	166	26%
Lack of safe/comfortable bicycling infrastructure	281	44%
Weather	330	52%
Safety while walking next to/with bicycles	60	9%
Safety while biking next to/with cars	268	42%
Safety while crossing intersections	179	28%
Work schedule/family obligations	153	24%
Distance too far	185	29%
needing to carry bulky items	186	29%
Not interested in walking	10	2%
No interested in Biking	21	3%
No bicycle available	31	5%
No access to walking infrastructure	21	3%
Other	24	4%
Safety	8	1%
Lazy	4	1%
Maintenance	4	1%
Other	8	1%

**Q20 (Yes to Q1): What Comments or Suggestions do you have about transportation services in Sun prairie?**

Respondents: 661 (61%) – 319 had comments for Q20. Participants could comment on multiple categories.

Bicycle – More on-Street/ Off-Street Connectivity	75	11%
General – Transportation Choices, Traffic, etc	64	10%
Sun Prairie Bus Service	58	9%
Access to Madison (Express Service, Rapid Transit, Commuters, Access to Popular Madison Locations)	51	8%
Ride Share – More Cabs, More Hours, Larger Service Area, or Positive Comment	31	5%
Madison Metro	26	4%
Walking – More Sidewalks, Connected Sidewalks, Promote Safety	19	3%
Park & Ride	10	2%
No Subsidized Public Transportation	10	2%
Ride Share – Unreliable, slow, poor customer service, or other negative comment	10	2%
Private Options – Uber, Lyft, Taxis	8	1%
Cost/ Impact on Tax Payers	5	1%
Others receiving 3 or fewer comments – Trolley, Rail, Elderly Transit, School Options, opposition to sidewalks, transportation to airport	17	3%

**Q20 (No to Q1): What Comments or Suggestions do you have about transportation services in Sun prairie?**

Respondents: 404 (38%) – 177 had comments for Q20. Participants could comment on multiple categories.

No New Public Transportation	46	11%
General Comments (Need Transportation, Traffic, Choices, or positive comment regarding Public Transportation)	27	7%
Sun Prairie Bus Service	18	4%
Community Need (Would Not Use Personally)	15	4%
Bicycle (on-street/ off-street connectivity)	13	3%
Access to Madison (Express, Rapid Transit, Commuters, Access to Popular Madison Locations)	12	3%
Madison Metro	7	2%
Would Not Use	7	2%
Ride-Share - More Cabs, More Hours, Larger Service Area, or Positive Comment	5	1%
Walking (sidewalks, connectivity)	5	1%
Don't Use Ride-Share due to cost, reliability, availability, etc.	5	
Concerns regarding Increase in Crime	4	1%
Needs More Discussion	4	1%
Others receiving 3 or fewer comments ( Rail, Trolley, Elderly Services, Schools/ Students, Park & Ride, Reasonable Cost, Unfamiliar with options, general dissatisfaction)	18	4%

Shared Ride Comparisons – April 2017

Criteria	Sun Prairie	Beaver Dam	Monroe	Onalaska-Holmen-W. Salem	Watertown
<b>Service Area Population</b>	32,600	16,600	10,717	33,225	24,100
<b>Hours of Service</b>					
Monday-Thursday	6:00AM - 11:00PM	6:00AM - 10:00PM	5:30AM - 10:00PM	6:30AM - 7:00PM	5:30AM - 11:59PM
Friday	6:00AM - 2:45AM	6:00AM - 2:30AM	5:30AM - 3:00AM	6:30AM - 7:00PM	5:30AM - 3:00AM
Saturday	6:00AM - 2:45AM	8:00AM - 2:30AM	6:00AM - 3:00AM	6:30AM - 7:00PM	7:00 AM - 3:00AM
Sunday	6:00AM - 8:00PM	8:00AM - 8:00PM	8:00AM - 2:00PM	6:30AM - 7:00PM	7:00AM - 6:00PM
<b>Max. Vehicles at Peak Hour</b>	11	12	9	8	10
<b>Annual Total Service Hours</b>	27,000	43,249	18,298	31,605	29,900
<b>Annual Total Passenger Trips</b>	62,000	135,000	72,800	64,500	**105,000
<b>Annual Total Service Expense</b>	\$834,600	*\$1,016,000	\$462,500	\$832,500	\$775,000
<b>Annual Estimated Pass. Revenue</b>	\$205,000	\$380,000	\$200,500	\$215,000	\$315,000
<b>Fares</b>					
Regular Adult	\$4.00	\$3.00	\$3.25	\$4.00	\$3.75
Elderly/Disabled		\$1.50	\$2.25	\$3.50	\$2.75
Student		\$2.50	\$2.50		***\$2.75
After 10:00PM (all rides)	\$5.00	\$3.00	\$5.00		
	Low Income \$2.00	2nd student, same pickup & destination \$1.00		Eld/Dis 10AM-4PM M-F & 7AM-2PM Sa-Su \$2.75	Under 18 w/ parent \$1.50
<b>Fleet ownership</b>	4 city owned, 7 provider	All city owned	2 city owned, 8 provider	All City owned	All City owned
<b>Estimated 2017 City Share of Operating Expense</b>	\$170,000	\$70,000	Less than \$1000	\$160,000	\$20,000

Information from the System's 2017 application for State Funding unless otherwise noted

\* Ridership estimated reduced based on experience through first three months

\*\* Expenses increased to reflect higher than anticipated hourly rate

\*\*\* Under 18, assumed student rate

## **Proposed Sidewalk Policy Amendments**

The following contains proposed amendments to the language found on page 8-21 of the City of Sun Prairie Comprehensive Plan.

### Required Locations

Sidewalks and/ or bike paths shall be installed in full accordance with the following:

- On both sides of all new and reconstructed public streets, ~~excluding~~including the bulb of cul-de-sac streets and eyebrows;
- On all streets and highways bordering or adjacent to property being developed;
- ~~The Director of Parks, Recreation and Forestry, the Director of Public Works, the City Planning and~~the City Engineer shall determine when it is appropriate to substitute a bike path within the right-of-way for a sidewalk;
- When it is determined to be in the public interest, sidewalks and/ or bike paths may be required along private streets.
- Exceptions to these requirements may be considered in rare cases where unique characteristics such as topography or other environmental constrains exist which prohibit sidewalk installation, as determined by the Director of Parks, Recreation and Forestry, the Director of Public Works, the City Planner and the City Engineer.

### **Benefits of Sidewalk Installation**

#### Safety benefits:

- From 2010-2016, Pedestrian/Vehicle Crashes within the city limits total was 56. This included 1 fatality and 56 injuries. *Please note: This total includes public streets, parking lots, and private property. 19 of 56 crashes were in a parking lot or private property. Those included 20 injuries.*
- Annually, 4,500 Pedestrians in the U.S. are killed in traffic crashes. 8% are due to walking along the roadway.
- In addition to reducing walking along roadway crashes, sidewalks reduce other pedestrian crashes. Roadways without sidewalks are more than twice as likely to have pedestrian crashes as sites with sidewalks on both sides of the street.

#### Mobility/Equity:

- By providing an integrated sidewalk network in Sun Prairie, we can increase trips made by walking, particularly when providing access to public transit.
- Sidewalks can increase transportation options for people who can't drive.
  - When sidewalks are designed, they must factor the legal requirements of the Americans with Disabilities Act (ADA).
  - Public entities such as city governments and transit agencies are required to construct facilities in accordance with ADA standards. These standards apply to all new construction; however, the ADA also requires that public entities retrofit any public facilities to these standards to ensure equal access. These requirements include sidewalks and curb ramps, which must be retrofitted to meet all current standards. Any non-compliant sidewalks or curb ramps must be upgraded to meet current standards whenever any alterations, such as road surfacing, are carried out.

#### Public health benefits:

- Sidewalks provide opportunities for walking, and studies have shown people with access to sidewalks are more likely to walk and meet the Surgeon General's recommendations for physical activity.
- Physical inactivity contributes to the incidence of obesity, diabetes, hypertension, heart disease, and certain cancers; and it carries a risk burden close to that of smoking.

#### Economic development benefits:

- A study by the Urban Land Institute shows home buyers are willing to pay more for homes in walkable neighborhoods.

- Real Estate Research Corp. analysis shows property values rise fastest in pedestrian friendly areas.
- Sidewalks improve access to business and industry for employees relying on public transportation
- Sidewalks improve customer traffic for retail businesses

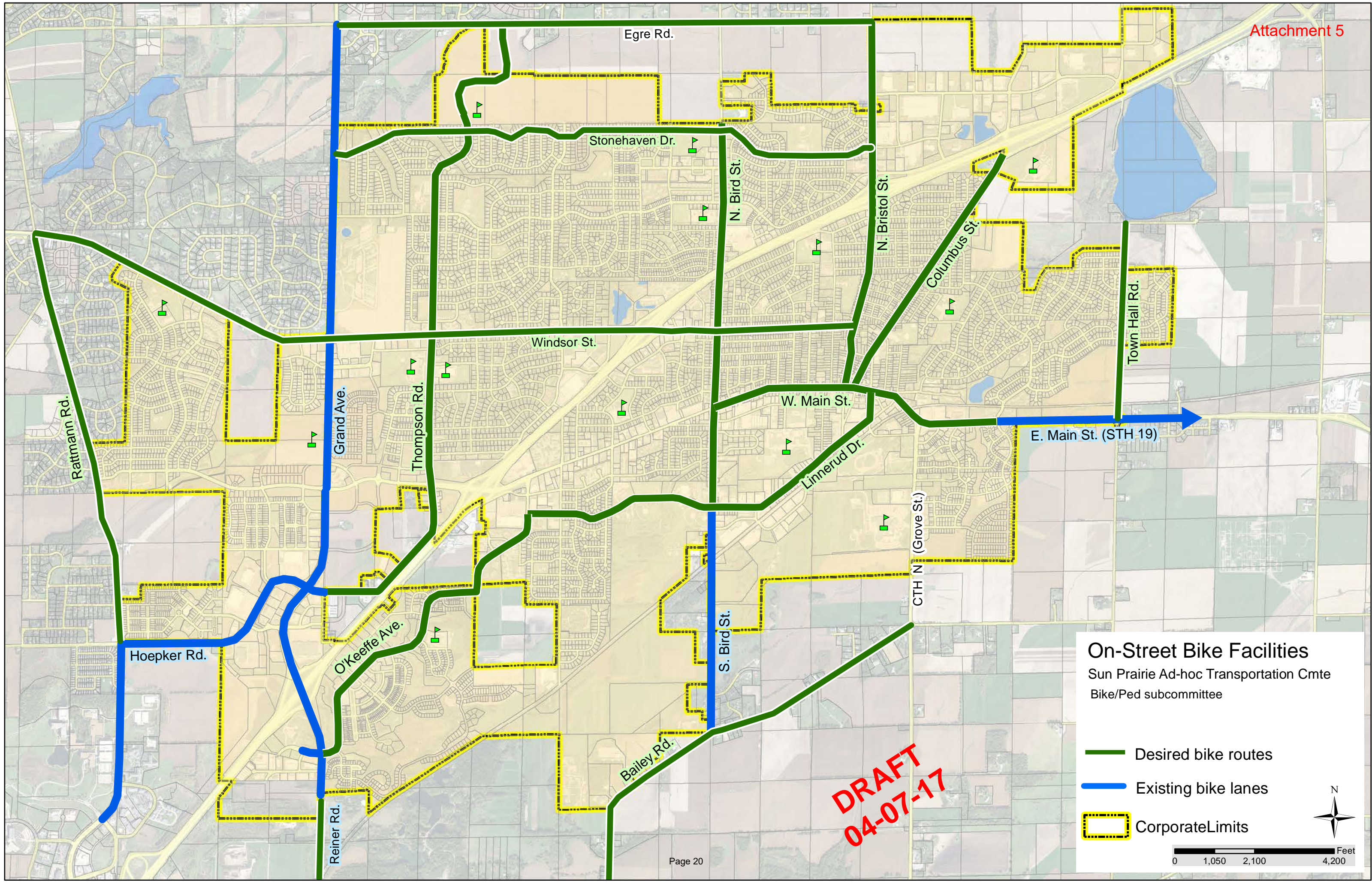
Other Benefits:

- Decreased use of cars for short trips, saving gas and lowering emissions, the 1995 national Personal Transportation Survey found that 40% of car trips in the U.S. are less than 2 miles, short enough to be accomplished on foot or bike, if the infrastructure supports walking or biking.
- Enhanced sense of community through better connections to neighbors and businesses

Sources

FHWA *Investigation of Exposure-Based Pedestrian Accident Areas: Crosswalks, Sidewalks, Local Streets, and Major Arterials*. Publication No. FHWA/RD87-038,

Center for Disease Control, *A Report of the Surgeon General, Physical Activity and Health, At-A-Glance*. CDC, Atlanta, GA, 1996



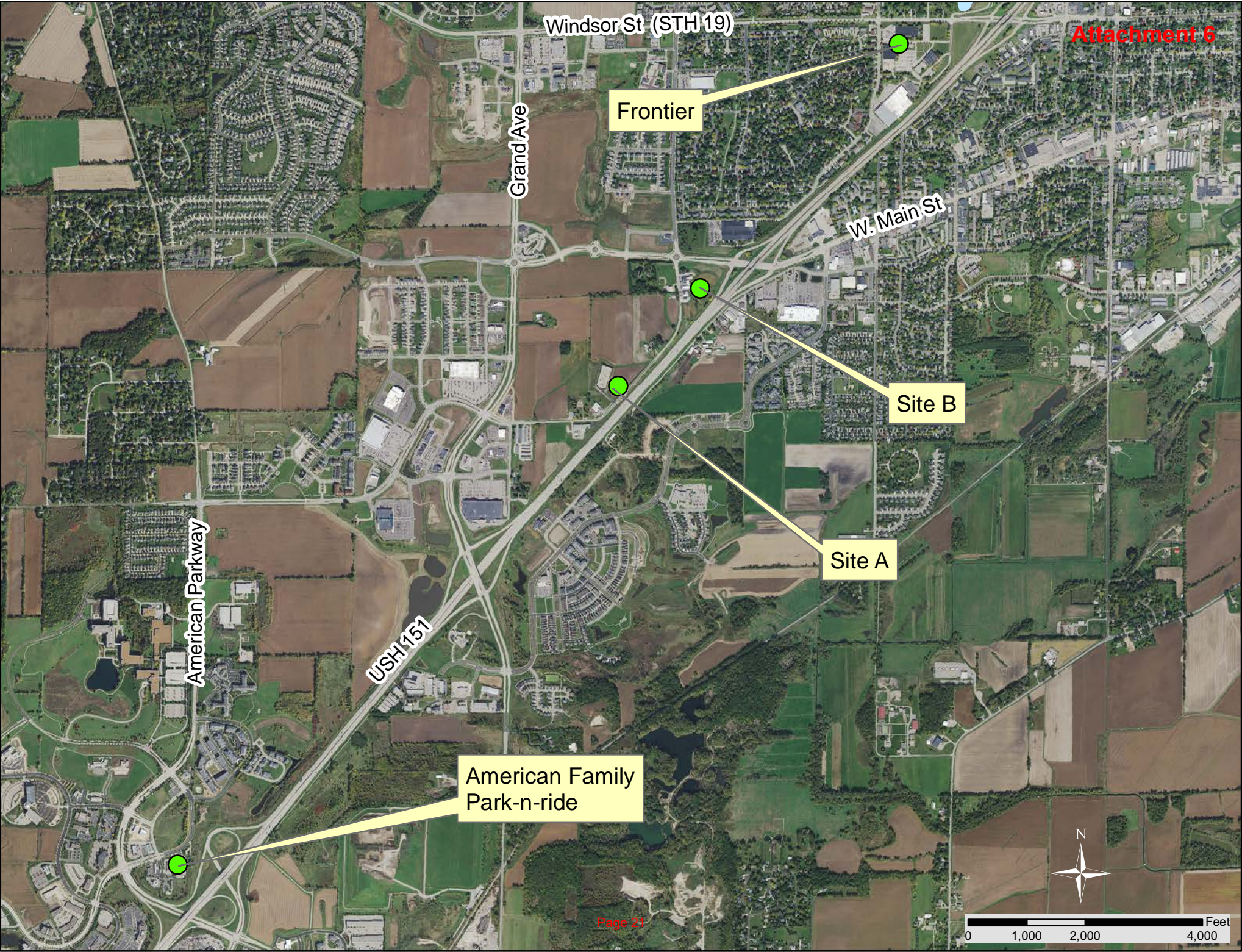
### On-Street Bike Facilities

Sun Prairie Ad-hoc Transportation Cmte  
Bike/Ped subcommittee

- Desired bike routes
- Existing bike lanes
- Corporate Limits



**DRAFT**  
**04-07-17**



Windsor St (STH 19)

Frontier

Grand Ave

W. Main St

Site B

Site A

American Parkway

USH 151

American Family  
Park-n-ride



0 1,000 2,000 4,000 Feet



SITE B  
(6.4 acres)

SITE A  
(3.0 acres)

W. Main St.

S. Thompson Dr.

Grand Ave.

Brooks Dr.

USH 151

O'Keeffe Ave.