

Engagement Summary

Valley Transit Center Needs Assessment and Master Plan

Report Version

Valley Transit

Prepared by:



November 2022

SRF No. 15726

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Introduction

In summer 2022, Valley Transit initiated a master planning process and needs analysis for a new transit center joint development project. This master planning effort will form the basis of an application for federal funding to construct a new mixed-use transit center and residential development. The new transit center is intended to thoughtfully serve a diversity of people working, living, and visiting downtown and contribute to multimodal connectivity in the nearby area. The new transit center will also improve accessibility of the facility, enhance the physical infrastructure and facilities for current bus riders, and increase the appeal of transit to new riders.

Valley Transit conducted a community engagement process in fall 2022 to ensure that the transit center master plan reflects stakeholder priorities and addresses their desires for an improved facility. To this end, consultant staff conducted a site visit with a variety of engagement opportunities, including stakeholder meetings and a pop-up meeting at the existing transit center, and published a storymap and online survey to gather input from residents and riders who may not have attended the in-person meetings. The following sections provide an overview of the in-person and online engagement efforts and summarize the input provided.

Site Visit

On November 15 and 16, 2022, consultant staff visited the City of Appleton to meet with stakeholders and transit riders, share information about the project, and gather input to inform the proposed design of the new transit center.

Stakeholder Meetings

Consultant staff led four stakeholder meetings during the visit: one with the Appleton Downtown, Inc. and Business Improvement District (ADI and BID) Board of Directors, two meetings with representatives from social service organizations and nonprofits, and one meeting with the Fox Valley Transit Commission and local elected officials. Staff provided information about the project background and goals, summarized the site evaluation process, and previewed a building design concept for stakeholder input. Accessibility, comfort, and safety emerged as priorities throughout the stakeholder meetings. The following are key themes of stakeholder input:

- Accessibility is a priority.
 - Features that could increase accessibility are designated seating in a high-visibility part of the facility for people who may feel unsafe; free Aira app zones; a covered service animal relief area; and multiple pedestrian access points for the platform.
 - Information should be provided in an accessible way for people with hearing or vision impairments and for people with limited English proficiency.
 - The auxiliary cable plugin on the ticketing machine is helpful for people with visual impairments, though most people have wireless headphones now.
- Comfort and safety are a concern with the current facility and a priority for a new transit center.
 - Having a regular phone to contact communications staff as well as an emergency phone would enhance comfort and safety.
 - Project staff noted that the new facility may include a desk where Appleton Police Department officers could sit and do paperwork while monitoring the facility.
 - It would be nice to have a customer service desk as well as online information.
- Wayfinding and pedestrian connections are important for improving connectivity between downtown and the transit center.
 - Project staff noted that the facility will integrate with and support existing plans and redevelopment, including the City Center area.
- Interest in site design and features including housing, green space, office space, and drop-off areas.

- Project staff noted that there are different types of affordable housing eligible for different types of tax credits, and that Valley Transit could work with a nonprofit or for-profit developer to incorporate affordable housing into the development. Federal funding could be used in combination with private funds to finance this development.
- It would be helpful to have a passenger drop-off area if space allows.
- Interest in using solar panels, LEED building standards, and other features to enhance sustainability.
- Interest in meeting social service needs at the new facility or incorporating public gathering spaces and/or a childcare facility.
 - Project staff shared that Valley Transit does not have capacity to meet the need for wraparound services, but there may be opportunities to partner with other local agencies or organizations. There is not space for additional gathering spaces or childcare.
- Interest in alternative locations.
 - Project staff noted that moving the transit center would increase costs for Valley Transit partners and said it was important to keep the facility located centrally to minimize costs and keep it close to downtown destinations.

Full summaries of each meeting are included in the appendix.

Transit Center Pop-Up

Project staff hosted a pop-up at the existing transit center during the afternoon on Tuesday, November 15 to seek input from transit users regarding their priorities for the new facility. The most popular features were:

- Indoor waiting area
- Wifi
- Wayfinding
- More flexible and comfortable seating options
- Affordable housing
- Space for social services, childcare, and/or flexible office space
- Improved pedestrian lighting

Respondents noted that the location, information kiosk, heating, vending machines, and bathrooms of the existing facility function well. There was also some interest in adding phone charging, real-time arrival information, additional women's restroom stalls, and food and drink vending machines.

Storymap and Survey

In addition to in-person engagement efforts, project staff created an online storymap and survey to gather input from residents and transit users at their own convenience. These tools were published on Valley Transit's website and social media accounts and distributed to stakeholders to share within their networks. The storymap and survey were both compatible with screen readers and translation services, creating access for people with visual impairments or limited English proficiency to learn about the project and share input. The use of online tools is particularly important for reaching low-income people and populations of color because these groups face greater barriers to public engagement and are often underrepresented in planning processes.

Five comments were provided on the storymap. Three of these comments focused on enhancing accessibility for people with visual impairments by implementing tactile markings and other tactile features. One comment suggested relocating the facility near the railroad tracks so that it could be expanded into a combination bus stop and train station in the future. The final comment suggested closing the transit center because of a perceived high level of crime at the facility.

The online survey was published on November 15, 2022 to correspond to the consultant site visit and was available until January 5, 2023. In the six weeks it was available, 51 people completed the survey. Of these respondents, 65 percent (33 people) have used Valley Transit in the past two years and the remaining 35 percent (18 people) have not. Their input is summarized below.

Valley Transit Rider Respondent Profile

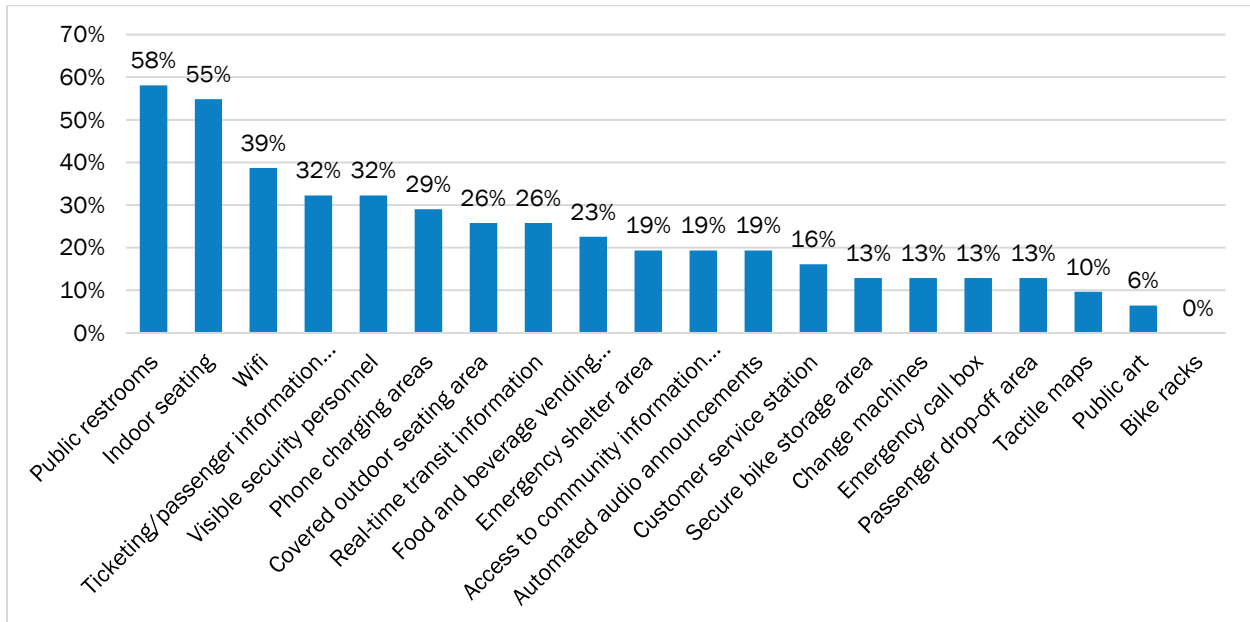
Among the 33 survey respondents who use Valley Transit, approximately half (54 percent) use it at least one to two times per week. Just over one-third of respondents use it to attend special events, and the remaining nine percent said they ride one to two times a month or never. The majority of the respondents who ride Valley Transit (28 people) indicate that they use the downtown Appleton Transit Center. Most said they use it to start or end a bus trip or to transfer between two routes, though five people indicated they also use the facility to wait for an intercity bus. Half of respondents indicated that the facility is satisfactory in meeting their needs and one-quarter said it meets their needs well or very well; the remaining one-quarter of respondents said the facility does not meet their needs well. Nearly two-thirds of respondents (16 of 27 people) indicated that they spend 15 minutes or less in the transit center, while one-quarter typically spend 15 to 30 minutes at the transit center and just four people spend more than 30 minutes there. A full summary of responses is included in Attachment 1.

Valley Transit Center Priorities

All survey respondents were asked their priorities for the new transit center. Because responses were generally consistent between riders and non-riders, the combined results are reported here; responses are separated between the two groups in Attachment 1. The top priority features are public restrooms, indoor seating, public wi-fi, ticketing/passenger information kiosks, and a visible

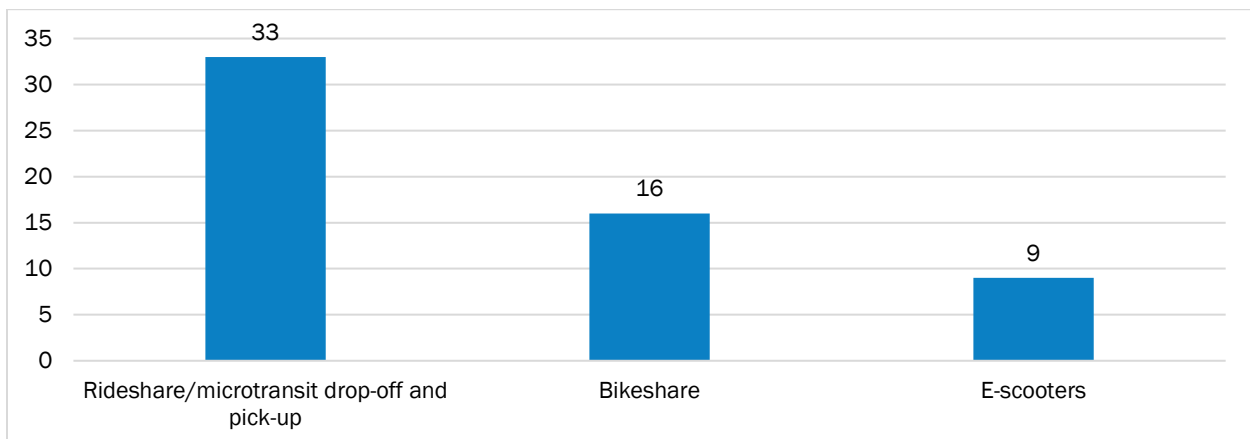
security presence (Figure 1). Real-time transit arrival information, covered outdoor seating, and phone charging were also popular options.

Figure 1: Transit Center Feature Priorities

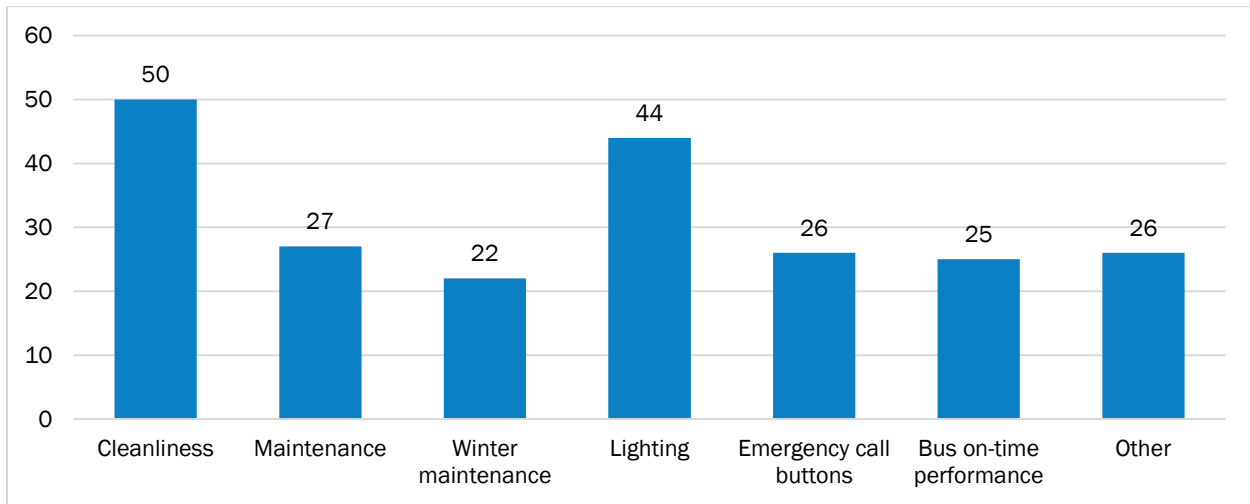


When asked about the incorporation of shared mobility at the transit center, respondents expressed the greatest interest in accommodating rideshare or microtransit drop-off and pick-up at the new facility, followed by bikeshare and e-scooters (Figure 2).

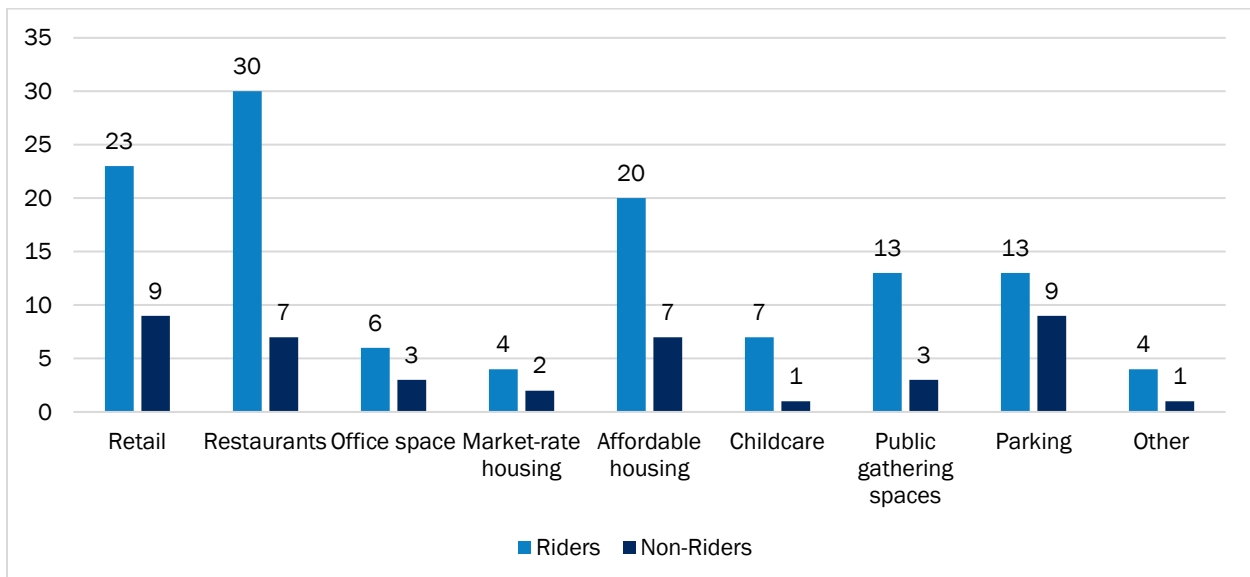
Figure 2: Priority Shared Mobility Features



Cleanliness and lighting are the top factors affecting respondents' sense of safety at the transit center, followed by maintenance, emergency call buttons, and bus on-time performance (Figure 3). Those who indicated that other factors influence their sense of safety noted that the presence of visible security personnel and other passengers helps them to feel safe.

Figure 3: Factors Affecting Sense of Safety

Respondents indicated the highest level of interest in retail and restaurant development at the new facility (Figure 4). Transit riders also expressed some support for affordable housing, and non-riders expressed interest in added parking as well as affordable housing. Those who selected “other” suggested the inclusion of office space for community services or short-term shelter facilities.

Figure 4: Desired Additional Development

Respondent Demographics

The online survey included optional demographic questions for respondents. The majority of respondents are white people who work full- or part-time and span a wide range of ages and incomes, though riders had lower incomes overall. Respondents who use Valley Transit indicated that they have a disability affecting their mobility at a slightly higher rate than non-riders. See Attachment 1 for additional detail.

Conclusion

Stakeholder input and survey results will be used to refine the design of the transit center and the features included. Safety and accessibility are top priorities for the new facility and will be prioritized in its design. Because of site constraints and a shortage of rental housing, the city will only include residential development with the new transit center, but will consider the interest in restaurants and retail for future economic development opportunities.

Appendix: Meeting Summaries

Location: Appleton Council Chambers, 600 N. Appleton St., 6th Floor

Client: Valley Transit

Date: November 15, 2022

Subject: Valley Transit Center Needs Assessment and Master Plan

Attendees: Bob Woodford, Transition Coordinator, Appleton Area School District; Sarah Arch, Orientation and Mobility Specialist, CESA 6; Shelley Behling, Job Coach, and Rachel Curran, Job Developer, Goodwill Industries of North Central Wisconsin; Karen Harkness, Director of Community and Economic Development, City of Appleton; Ron McDonald, General Manager, Valley Transit

From: Alicia Valenti, AICP

Copy: Joe Kapper, AICP

Purpose of Meeting:

Provide an overview of the Valley Transit Center Needs Assessment and Master Plan project and gather input to inform the proposed design of the new transit center facility.

Summary of Meeting

Joe Kapper began the meeting with introductions among attendees and an overview of the agenda, project background and goals, the site evaluation process, and site design concepts, before moving on to a discussion of preferred features and other considerations for the transit center.

Meeting attendees provided the following input regarding accessibility and safety:

- Accessibility for the length of a journey can be a challenge. Adding a bus stop can be a lengthy process, though it can increase safety and protect more vulnerable transit users.
 - SRF asked to clarify what would be important to help people feel safe and how the new transit center facility could achieve that. There was a suggestion for designated seating in a high-visibility part of the facility where individuals could be directed to sit if they felt uncomfortable or unsafe for any reason. SRF asked if this would mean having a staff presence to keep an eye out for these passengers. Attendees confirmed that is what they had in mind and said that providing this area could be as simple as having color-designated or otherwise priority seating in view of staff or security personnel.
- Safety is a broad umbrella term. The engagement materials already address aspects including lighting, cleanliness, and winter maintenance, and Valley Transit has already collaborated

with Appleton Police Department (APD) to install and monitor security cameras throughout the transit center. Safety also ties in with street crossings to get to the transit center and requires coordination with engineers and other City staff, and making street crossings more readily identifiable would enhance safety. SRF asked if a tactile path or other wayfinding measures would enhance safety. Attendees noted each accessibility measure has some limitations but tactile paths, tactile maps, and audible information such as smart tags would all be beneficial.

- The Aira app is well-liked by the people who use it, but there is limited awareness that it is an option. People are more comfortable using Aira than asking another person for help seeing their surroundings because they do not want to put themselves at risk.
 - SRF shared that Metro Transit in the Twin Cities implemented a pilot to create free Aira zones in areas including the Minneapolis Convention Center, MSP Airport, and select transit centers. Metro Transit partnered with the convention center for the Aira zone at their facility, and MSP Airport paid the full cost for the airport zone.
- A service animal relief area, ideally with a roof or other cover, would be very helpful for anyone traveling with a guide dog or emotional support dog.
- Valley Transit staff noted that the existing transit center has a security guard during operating hours as well as a phone that can be used to contact communications staff. attendees confirmed the phone is a helpful resource for those who can use it, though it is not accessible for hearing impaired people.
- An emergency phone—or multiple—with a direct connection to security would be helpful, along with knowledge that the transit center is being monitored via security cameras. It can be intimidating to have to walk a longer distance to access a phone, especially if you walk slowly or have limited mobility. Having a covered, well lit waiting area will also be a major improvement for safety and comfort.
- Having only one pedestrian access point to the platform may make it less accessible and could make it feel less safe if there is an emergency and people need to exit as quickly as possible.
- People with visual impairments may not be able to hear the difference between the bus bay and a parking ramp. Individual bus stops and platforms should be made accessible using measures such as audible signage and Braille.
- There is interest in the type(s) of housing that will be included in the residential development at the transit center, such as affordable or senior units.
- Safety and the perception thereof are a top priority.
 - SRF noted that Valley Transit could coordinate with APD to establish a text hotline in case transit center users do not feel safe calling for help.
 - Valley Transit staff shared that they have had preliminary discussions with APD about setting up a desk in the transit center where officers could get caught up on paperwork while monitoring the facility. SRF noted that the Duluth Transit Authority has a similar setup with a police substation in their transit center.

Project staff next asked for input regarding strengths and weaknesses of the current facility. Meeting attendees provided the following feedback:

- The layout is spacious and easy to learn.
- The auxiliary cable plugin on the ticketing machine is helpful for people with visual impairments, though most people have wireless headphones now.
- Apple Pay or a Bluetooth option for fares would be helpful for younger generations, but not so much for elderly people or individuals with flip phones.
 - Valley Transit staff shared that the agency is investigating improved technology for collecting fares, which may include a cashless fare alternative such as prefilled cards with a monthly fare cap.
 - There is interest in integrating V2 with any new fare technology so that people can ride V2 and Valley Transit fixed route buses for a single trip and only have to pay one fare.
- A customer service desk would be helpful for older transit users, but younger people tend to look for the information they need on their phone before talking to someone.
- The public bulletin board is generally not helpful for people with visual impairments, but is helpful for people with hearing impairments. An automated system with audio announcements such as real-time bus arrival information would be helpful for people with visual impairments.

Location: Appleton Council Chambers, 600 N. Appleton St., 6th Floor

Client: Valley Transit

Date: November 15, 2022

Subject: Valley Transit Center Needs Assessment and Master Plan

Attendees: Karen Harkness, Director of Community and Economic Development, and Matt Rehbein, Economic Development Specialist – City of Appleton; Jennifer Stephany, ADI and BID Executive Director; Tim Ceman, Bill Wexell, Tom Klister and Jeff Geiger, ADI and BID Board of Directors

From: Alicia Valenti, AICP

Copy: Joe Kapper, AICP

Purpose of Meeting:

Meet with the Appleton Downtown, Inc. and Business Improvement District (ADI and BID) Board of Directors to provide an overview of the Valley Transit Center Needs Assessment and Master Plan project and gather input to inform the proposed design of the new transit center facility.

Summary of Meeting

Joe Kapper began the meeting with introductions among attendees and an overview of the agenda, project background and goals, the site evaluation process, and site design concepts, before moving on to a discussion of preferred features and other considerations for the transit center.

Meeting attendees provided the following input regarding the transit center design concept:

- Interest in putting some operations underground to provide more green space at ground level.
 - Project staff clarified that this would require much more space and would significantly increase costs, so it is not feasible for this project.
- Comfort and safety, both real and perceived, are a concern with the present facility. There are often people smoking near the front corner of the transit center, which creates an unpleasant atmosphere.
 - Valley Transit staff said that an ordinance could address some negative behaviors, though in general the more activity there is at the transit center, the less likely it is that people will engage in this type of behavior.

- City staff added that the project team has been very deliberate in the design of the new facility and that there will be measures such as labyrinth entrances to the bathrooms to discourage negative behaviors.
- There is some need for micro-retail; larger commercial spaces are difficult to lease, but smaller, more flexible spaces may be better used.
 - Valley Transit staff shared that there is not enough space on the ground floor to accommodate uses besides the transit facility needs and residential lobby. The agency is planning for residential development because there are low residential vacancy rates and high commercial vacancy rates in Appleton.
- It would be great to have a bike hub with secure parking and a repair center.
 - Valley Transit staff noted that the new design already includes a secure bike storage area.
- There are two massive vacant buildings in the Flats that could be a great opportunity: Mezzo and the Neenah Paper facility.
 - Valley Transit staff clarified that the new transit center is intended to serve the Fox Cities, and if the transit center location changed significantly, it could increase the contributions of Valley Transit's partner cities and counties. For this reason, one of the criteria for the new site is minimal change to operating costs. Central downtown Appleton is preferred because it would not lead to operating cost increases, and the current location is near the center of activity in the region.
 - SRF staff added that the evaluation considered current transit operations and ridership, and said that as the downtown Appleton population continues to grow, the importance of the transit center as a travel hub will only increase.
- Why is Oneida Street still a through a street? Could the design concept be reversed to allow room for businesses where the buses currently stop?
 - Valley Transit staff shared that Oneida Street has a lot of utilities underneath and cannot be vacated, but it could potentially be closed temporarily for events. Staff can investigate the suggested design change but it is likely that Valley Transit will have to stay within the existing footprint. Staff are still working to determine where Amtrak and charter buses would stop.
- It seems like most of the people who ride the bus cannot drive or have special needs; people generally prefer to drive if they can. There could be an opportunity to meet social outreach needs at the new facility.
 - Valley Transit staff clarified that prior to the COVID-19 pandemic, 54 percent of ridership was employment-related. Riders attend Appleton Area School District facilities, Fox Valley Tech, and Lawrence University, though there are also riders who depend on Valley Transit because of varying ability levels or a choice not to drive.
 - SRF staff said that Valley Transit is not equipped to deliver certain wraparound services that transit agencies are increasingly asked to provide, but this may be a good opportunity for a partnership with other local organizations and agencies.

- What is microtransit?
 - Microtransit is a service that operates on-demand between two points. The service operates more like rideshare than a taxi or paratransit and can be used to supplement core fixed route service where there is not sufficient demand for a regularly-scheduled route.
- Would it be possible to put stricter security measures in place?
 - The new facility will use design to minimize the opportunity for dangerous behaviors. The existing transit center has security present during all hours of operations, and upgraded cameras are integrated with the Appleton Police Department (APD) system. Valley Transit is continuing to collaborate with APD to increase safety.
 - City staff noted that the City has been working with grant funding to do street outreach in order to enhance safety and it has been effective to date.
 - SRF staff added that the project team is working to make sure that Valley Transit can maintain and operate the facility at a high level and keep it feeling safe and comfortable.

Location: Hilton Appleton Paper Valley, 333 W College Ave.

Client: Valley Transit

Date: November 16, 2022

Subject: Valley Transit Center Needs Assessment and Master Plan

Attendees: Steve Schrage, City of Appleton; George Dearborn, Village of Fox Crossing; Ron McDonald, Tracy Robinson, Deb Ebben, Sarah Schneider, Dave Vickman – Valley Transit; Colleen Rortvedt, Appleton Public Library; Israel del Toro, Mike Patzka, Greg Vandehey – Valley Transit Commission; Melissa Kraemer-Badtke – East Central Wisconsin Regional Planning Commission; Farrah Yang – City of Menasha; Lisa Cruz – Red Shoes

From: Alicia Valenti, AICP

Copy: Joe Kapper, AICP

Purpose of Meeting

Meet with the Valley Transit Commission and other local leaders to provide an overview of the Valley Transit Center Needs Assessment and Master Plan project and gather input to inform the proposed design of the new transit center facility.

Summary of Meeting

Joe Kapper began the meeting with introductions among attendees and an overview of the agenda, project background and goals, the site evaluation process, and site design concepts, before moving on to a discussion of preferred features and other considerations for the transit center.

Meeting attendees provided the following input regarding the transit center design concept:

- It would be great to have some restaurant facilities so that in the long term, as more visitors travel to Appleton from farther away, people have a place to relax for a while before continuing to their final destination.
- What excluded Fox River Mall from further consideration?
 - SRF staff shared that Valley Transit plans to pursue Federal Transit Administration (FTA) grant funding for this project. Projects are more competitive if the land is already publicly owned; the mall is privately owned and there would be an acquisition cost. Additionally, moving the main transit hub out of downtown would add a lot of travel time and operating cost for bus routes. It is possible that a satellite facility could be built at the mall in the future, but it is not a good fit for the main hub.

- Is there any discussion of how the facility might link to the City Center area?
 - SRF staff said that the project team has not yet discussed a sheltered connection, but the scale of pedestrian crossings and amenities is being considered. The goal is to connect the new facility with redevelopment occurring in the area.
 - Valley Transit staff added that the project team is also working to create a facility that integrates with and supports existing plans, such as the College Avenue North Neighborhood Plan. Pedestrian use and wayfinding will be a major component for achieving this.
- The concept of wayfinding has been important to addressing complaints about downtown being dangerous. There has been input in support of covered pathways and potentially some branding to connect the library, the transit center, and other anchor institutions. Additionally, the curb ramps at the north and south of the existing facility do not align with the natural pathway. There would be interest in a ticket vending machine, luggage storage, and space for organizations to provide a variety of social services.
- Wayfinding should be accessible for people with limited English proficiency.
 - SRF staff noted that a touch screen or interactive kiosk could be a good way to provide convenient information in different languages.
- The new facility should use solar panels or LEED building features to enhance sustainability. Geothermal HVAC, microgrid, and district energy would also be good sustainable features.
- What green space will the new facility include?
 - SRF staff said that the design team is still working to determine this, but green space and landscaping will be incorporated where possible.
- There is some interest in bikeshare. It would be great to see how the facility connects with the pedestrian and bicycle network.
 - SRF staff clarified that the diagram shows the facility layout concept, but not surrounding connections. The project team will consider how pedestrians can access the facility and cross nearby streets.
- It would be great to have public art, green space, and office space for nonprofits to share.
- Where will Amtrak service fit?
 - Valley Transit staff said the project team is working to identify where Amtrak and other intercity buses will drop off and pick up passengers. Currently, it appears that these buses will stop on Oneida Street because there is not space under the covered area to accommodate both Valley Transit buses and charter buses. If there are any buses that have to stop outside the canopy, it should be for as short of a time as possible.
- It is important to consider long-term transportation needs, such as potential future passenger rail service.
 - SRF staff said that potential station locations for passenger rail might not sync up with major transfer centers, so there may be a connector bus between the two, and it may make sense to have these buses in a different part of the transit center than local

bus because of the unique nature of the stop. Valley Transit staff reiterated the challenge of fitting all buses underneath the covered portion of the transit center.

- The new facility should avoid having spaces that cannot be controlled. Have you considered adding emergency buttons?
 - Valley Transit staff said the facility is monitored by Valley Transit and security personnel, so there is typically someone available to help if an incident occurs.
- Can you speak more to the potential second floor development?
 - SRF staff said it will most likely be residential development. Valley Transit staff added that the project team is conducting a site assessment and developing a master plan to prepare to apply for federal Joint Development funding. As soon as this process is complete, the City of Appleton will release a request for proposals for a developer to partner with Valley Transit to complete the project. Once a developer is selected, Valley Transit will work with them to identify the type and scale of development.
- One of the challenges for building housing is the public perception of affordable housing and misconceptions regarding safety.
 - Valley Transit staff shared that several developers have indicated some interest in building mixed-income or similar housing and pursuing housing tax credits or other funding sources to help finance the project.
- Would the residential development require private funding separate of the federal grant?
 - Valley Transit staff confirmed that it would. Valley Transit and the developer would need to work out an arrangement to fairly share the cost and revenue. Federal funds can be used for some of the surrounding infrastructure to help construct the facility.
- It would be good to have an area to display information about conventions and other major events.
- This is a great opportunity to capitalize on green technology.
 - Valley Transit staff confirmed that the project will definitely consider how to incorporate green technology and be adaptable for future changes, such as fleet electrification or conversion to hydrogen hybrid vehicles. Other staff also noted that the project would not be eligible for federal funds without a green element.

Location: Hilton Appleton Paper Valley, 333 W College Ave.

Client: Valley Transit

Date: November 16, 2022

Subject: Valley Transit Center Needs Assessment and Master Plan

Attendees: Holly Keenan, Lutheran Social Services; Dan McGinnis, Appleton Public Library; Susan Garcia Franz, Winnebago County Health Department

From: Alicia Valenti, AICP

Copy: Joe Kapper, AICP

Purpose of Meeting

Meet with the representatives from social service-oriented nonprofit organizations to provide an overview of the Valley Transit Center Needs Assessment and Master Plan project and gather input to inform the proposed design of the new transit center facility.

Summary of Meeting

Joe Kapper began the meeting with introductions among attendees and an overview of the agenda, project background and goals, the site evaluation process, and site design concepts, before moving on to a discussion of preferred features and other considerations for the transit center.

Meeting attendees provided the following input regarding the transit center design concept:

- Is there an opportunity to incorporate Section 42 housing given the municipal ownership of the site and its access to transit? Community development corporations such as IFF could be included to learn about community input and needs.
 - SRF staff said that different types of affordable housing are eligible for different types of tax credits, and Valley Transit could work with a nonprofit or for-profit developer to incorporate it into the facility.
 - City of Appleton staff added that Outagamie County and the City of Appleton have each created affordable housing plans with detailed information about housing needs throughout the region.
- It would be great to have a childcare space.
 - City of Appleton staff agreed that it would be a great amenity, but that there is not sufficient space in the footprint, and there is a severe shortage of childcare workers.

- Would there be an opportunity to incorporate public gathering spaces? Many public spaces have been lost, especially since the start of the pandemic, and it is a major need in our community.
 - City of Appleton staff agreed that many community spaces have been lost and noted that, while there is not room for such a space in the transit center, the new library and a new community center next door would help address this issue.
- The new transit center should be integrated with City Center.
 - City of Appleton staff noted that the College Avenue North Plan will help integrate the full area. Public art may be used to enhance connectivity.
 - Valley Transit staff added that wayfinding and pedestrian connections have been identified as a priority in all stakeholder meetings. SRF staff added that wayfinding can be integrated with art to help people feel safe and comfortable.
- Can you talk about a passenger drop-off area? Right now the library parking lot is often used for people waiting to drop off or pick up intercity bus passengers.
 - SRF staff confirmed that a temporary loading and drop-off zone is being considered. The intercity bus stop is likely to stay in its existing location.
 - City of Appleton staff added that the first floor of the Yellow Ramp is now used entirely for three-hour parking and the next step is to educate the public about the change.
- How do you navigate entering and exiting the parking ramp, both in a car and as a pedestrian?
 - Valley Transit staff said there will not be an exit for pedestrians or vehicles directly next to the bus bays, but that staff are working to identify where people walk to get between the ramp and Washington and Franklin Streets. SRF staff added that paint and signage can be used to address some of the wayfinding challenges with the ramp. Wayfinding and signage will be made as accessible as possible for people with visual or hearing impairments and for people with limited English proficiency.
- Can some of the funding for this be used to increase frequency for our bus routes?
 - Valley Transit staff shared that there are different funding sources for capital investments, such as this project, and operational ones, such as frequency improvements. Valley Transit currently does not have enough operational funds or operators to increase bus frequency.
- What happened to the transfer center in Neenah?
 - Valley Transit staff said that Neenah is considering a reconfiguration of Wisconsin Street to slow traffic and reduce traffic volumes given all of the pedestrian and development activity in the area. The previous Transit Development Plan (TDP) identified City Hall as a potential new location for the transit center.
- Have you completed an ADA walking audit of the plan?
 - Valley Transit staff said the plan is still in its early stages, but accessibility will be a key component as the design is advanced.
- What do you envision for security at the new facility?

- Valley Transit staff said there is currently a security guard at the transit center during all hours of operation. Valley Transit is having conversations with the Appleton Police Department about having a security room or desk where police can sit and complete paperwork while keeping an eye on the facility.
 - Library staff added that the library and transit center use the same security so they can help each other out if needed. The greatest risk is intercity buses, which can be used for human trafficking.
- What if someone who lives in the residential development behaves in such a way they are barred from using Valley Transit?
 - Valley Transit staff clarified that for most leases, committing a crime is a violation of the lease. SRF staff added that there would also be a separate entrance for residents, providing some partition between residents and transit users.