

Fond du Lac Area Transit 2020

Mission Statement

The Mission of Fond du Lac Area Transit is to provide options in safe, reliable and convenient transportation to the citizens of Fond du Lac and the surrounding area.

Demographic Information:

- **78%** of riders are in the workforce and/or students
- **69%** of riders do not own a car
- **81%** of riders have a household income of less than \$25,000.

FDL AREA TRANSIT

530 Doty Street
Fond du Lac, WI
54935

Phone: 920-322-3650

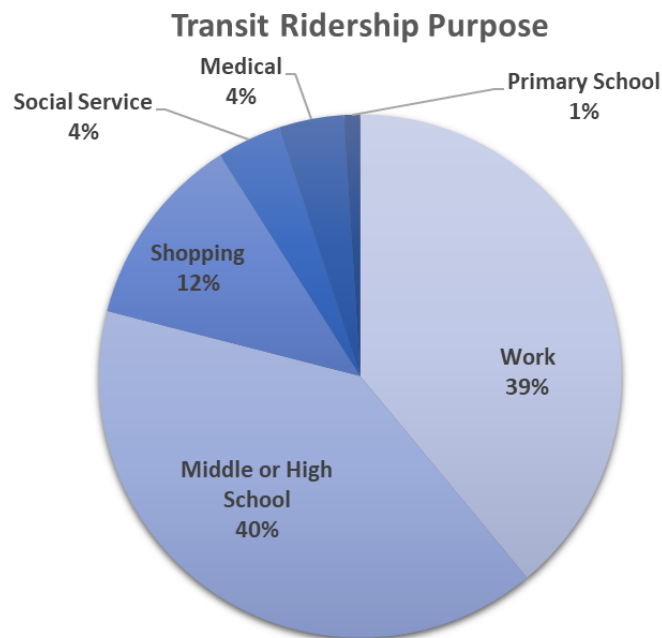
Fax: 920-322-3651

Email: lgilles@fdl.wi.gov

Unmet Needs

Operating funds for nights and weekend service are our greatest unmet need. Low income individuals are forced to pay \$16.00 for a round trip taxi ride home or to work on nights and weekends. Another major concern is hour service. Our passengers would like to see half hour service. In many cases, it takes our passengers two hours to get across town, and many of our riders rely on FDLAT as their only means of transportation. Fond du Lac needs half hour service.

According to a nonuser surveys completed in 2017, the following implementations must be made before a nonuser would consider riding FDLAT: Extended routes, extended service hours, closer stops to home/work/school, faster and more direct routes, more frequent service, and comparable travel times to other modes of transportation.



About FDL Area Transit

Fond du Lac is the smallest urbanized city in the United States that operates a fixed route public transit system. FDLAT has six fixed routes which run from 6:00am—6:30pm, with extra peak hour service from 6:30am—9:00am and 3:00pm—5:30pm. FDLAT averages 600 fixed route riders per day. FDLAT contracts a Trip-per service, Handivan & Non-ADA service, and a Shared Ride Taxi Service.

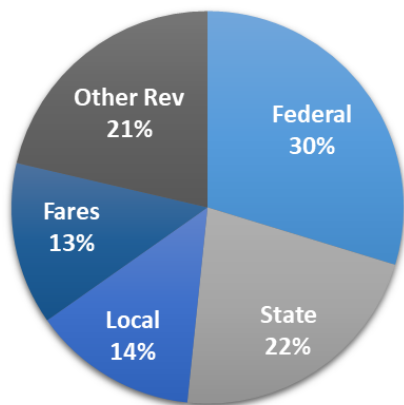


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2020 Budget



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Transit Development Plan

FDLAT completed a Transportation Development Plan with East Central Wisconsin Regional Planning Commission in 2016. This helped FDLAT add additional service where it was needed, also creating better relationships with stakeholders in the community. FDLAT hopes to start a new Transit Development Plan in 2021.

More Service

Mercury Marine partnered with FDLAT to achieve a safer route on Pioneer Road to pick up and drop off employees. FDLAT has seen a slight increase in passenger pick ups on Route #50 in this area and hope to increase numbers in years to come with marketing efforts.

FDLAT also changed Route #30 to help avoid a small residential area and keep better time.

New Equipment

FDLAT will start their Fleet replacement program in 2021.

Marketing Efforts

A FDLAT Marketing Intern was introduced in the summer of 2016. Increasing social media efforts, marketing to our clinics, hospitals, and business areas. In 2019, we partnered with social services events such as Back to School to help children learn how to take the bus to and home from school. Other events such as teaching students at Moraine Park Technical College and senior citizens at the Fond du Lac Senior Center have helped to educate the community on how to ride FDLAT.

In the last year, FDLAT has added a Read and Ride program. This was created by a Leadership Fond du Lac team. Each bus is equipped with a small library. Extra books are donated from the Fond du Lac Public Library each month.. Riders can take books as they please for free and either return them or keep them.

Other special events include a Free Fare Day, Buses to Books and the Student Summer Passes. Free Fare Day is the last business day before school starts, Buses to Books provides a free ride for students to and from the library with a library card on Thursdays in the summer, and the Student Summer Pass provides a discounted summer pass for kids.

FDLAT is hoping to revamp the Student Summer Pass in 2020 to make it even more affordable.

