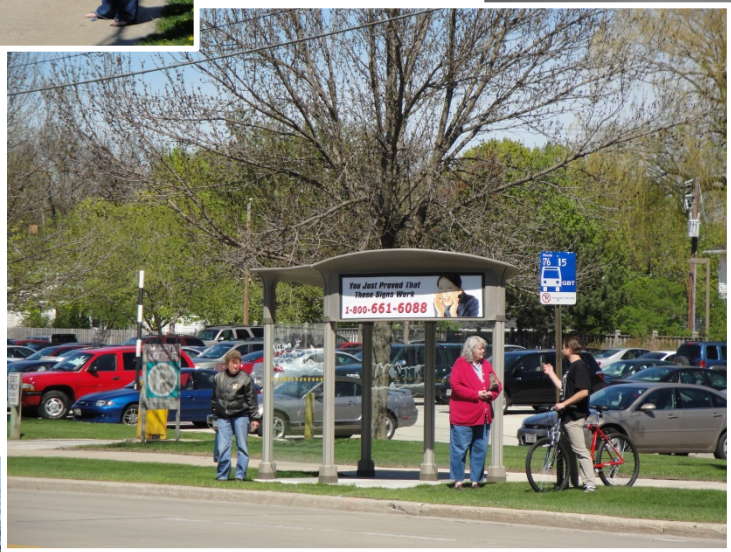

2014

# Green Bay Metro Comprehensive Bus Stop Study

Brown County Planning Commission/Green Bay MPO | December 2014

# Brown County Planning Commission/Green Bay MPO

# Green Bay Metro Comprehensive Bus Stop Study

**Green Bay MPO Planning Area Communities**

City of Green Bay
City of De Pere
Village of Allouez
Village of Ashwaubenon
Village of Bellevue
Village of Hobart
Village of Howard
Village of Suamico(part)
Town of Green Bay(part)
Town of Lawrence (part)
Town of Ledgeview (part)
Town of Pittsfield (part)
Town of Rockland (part)
Town of Scott (part)
Town of Little Suamico (part)

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Information in this report is subject to change based on the final disposition of the federal transportation reauthorization bill Moving Ahead for Progress in the 21st Century (MAP-21).

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# Introduction

Providing citizens with transportation opportunities is extremely important for each individual and the community. Citizens in the Green Bay Metro area have various transportation options available to them such as personal vehicles, public transportation, bicycling, and walking. The primary means of transportation for the majority of people in the Green Bay area is a personal automobile. While this form of transportation works for most people, there are a number of people that, for one reason or another, do not have the ability or the desire to own or operate an automobile. In these cases, Green Bay Metro offers 13 full-service fixed bus routes that provide service to the City of Green Bay, City of De Pere, Village of Ashwaubenon, Village of Allouez, and the Village of Bellevue, thereby enabling people to access different parts of the Green Bay Metro service area.

Transit users rely on the transportation system for a number of different reasons. Bus stops play a key role in the journey of the passenger; however, access to and from bus stops via a sidewalk or other walkway is just as important as the bus route. For many people, especially those with disabilities, a lack of an accessible route to a bus stop or a bus stop with insufficient facilities often represent the weak link in the system and can deter and sometimes effectively prevent the use of the transit system.

The elimination of barriers surrounding the transit system, and bus stops in particular, is paramount to improving the overall rider experience. As an example, Green Bay Metro improved access to bus route and bus stop information through the implementation of the “Where’s My Bus?” application in 2012. This application allows passengers to retrieve real-time data regarding the arrival time of their bus via the internet. Passengers can send an email (via a computer or smart phone with internet access) with their bus stop number in the subject line and within a minute receive a response. Green Bay Metro has also been working to minimize the physical barriers at bus stops. In recent years, Green Bay Metro staff has worked with transportation agencies to include bus bays in road reconstruction projects. This type of improvement helps improve the boarding and alighting area which often acts as a barrier at bus stops.

This study includes an inventory of all bus stops and their immediate facilities throughout the Green Bay Metro Transit system. The study also identifies current ridership levels at each bus stop based on the number of boardings. These data allowed each bus stop to be reviewed and assessed for accessibility improvements.

## Project Goals and Objectives

### Project Goal

This project will offer recommendations to improve Green Bay Metro bus stops and further expand fixed route accessibility enabling more people to access the bus through safe, convenient, and more accessible bus stop design.

### Objectives

- Verify current bus stop locations.
- Perform a bus stop facility inventory.
    - Identify ADA accessibility features that are associated with each bus stop.
    - Collect images and assess the overall condition of the bus stop.
- Collect ridership/boarding data from Green Bay Metro
    - Identify the number of boardings across four data collection periods. Each data collection period will consist of three weekdays (Tuesday-Thursday) and the Saturday of that same week.
- Address any barriers at or around bus stops and make appropriate recommendations to improve the stops overall accessibility.

## Method

Transit systems are always evolving to keep up with technological advancements and rider needs. Technology has allowed for the rapid deployment of mass amounts of information and its ease of access appeals to Green Bay Metro staff, other agencies associated with Green Bay Metro, as well as the patrons using the transit system.

Transit users are looking for real-time information associated with their trip. Through sophisticated transit software coupled with Global Positioning System (GPS) devices, transit users can gather these data and have the data delivered instantly to a mobile device. The same transit software coupled with GPS devices enable transit agencies to gather geographic data such as where boardings are occurring or if a bus is behind schedule.

The data collected for this study are summarized in the following section.

## Bus Route and Bus Stop Data

The bus route and bus stop data collection effort consisted of verifying current bus routes and bus stop locations as well as verifying where sidewalks exist. The data associated with the bus routes and the sidewalks are maintained by the Brown County Land Information Office, while the bus stop locations are maintained by Green Bay Metro.

The bus stop dataset that is maintained by Green Bay Metro was merged with the bus route and sidewalk datasets to complete the analysis for this study. The data merger assisted in the development of the maps and other graphics used in the study.

## Ridership/Boarding Data

This study is designed around collecting ridership/boarding data for each bus stop. Ridership/boarding data are collected through the farebox on each bus, and the data are subsequently downloaded into a farebox management software called GFI. To use the ridership/boarding data, a report must be created for each intended study period to produce a list of boardings at each stop.

Ridership/boarding data were collected in February, May, August, and November 2014. Sampling ridership data at various times throughout the year accounted for seasonal changes (weather) as well as schools being in session. Both of these variables can affect ridership. The ridership/boarding data were collected on a consecutive Tuesday, Wednesday, and Thursday during each of the four sampling periods. Ridership/boarding data were also collected on the Saturday of each sampling period.

# Accessibility

Accessibility is an important aspect to any public facility whether it is a park, a building, or in this case, a bus stop. Providing a transit system where all bus stops are accessible is a difficult task for any transit agency. The majority of transit agencies must cooperate with multiple municipalities to achieve the desired level of accessibility at and around transit stops. Municipalities often have different sidewalk installation and other policies which can lead to different levels of accessibility across a transit system. This could potentially affect ridership and revenue for routes that have less accessibility. For this reason, a broader focus on accessibility is important to ensure that all agencies that have a role in providing transportation facilities are knowledgeable of the benefits of accessibility for the transit users and for the community.

This broader focus results in multiple entities having a role in providing accessibility improvements. Green Bay Metro is responsible for the bus stops and the improvements at the stops. Additional improvements within the right-of-way are the responsibility of the entity that has jurisdiction over the right-of-way. The fact that multiple agencies can play a role in accessibility can result in difficult situations. These difficulties can be overcome through cooperation and creative thinking by all parties involved in locating and designing accessibility features at bus stops. Along with the many physical benefits of providing accessibility features at a bus stop, additional benefits can be experienced in the form of reducing the overall number of paratransit trips, thereby reducing paratransit expenditures.

## Current Accessibility at Green Bay Metro Bus Stops

Green Bay Metro currently has 761 individual bus stops that serve 13 fixed routes. Ten of these stops occur at the Metro Transportation Center and were removed from the system analysis. Of the remaining 751 stops, 163 do not have direct sidewalk access. With a little over 20% of the stops not having access to a sidewalk, it is essential that those stops are assessed based on current ridership/boardings to determine if sidewalk installation should be a priority for Green Bay Metro and the affected jurisdictions.

For this study, accessibility is addressed in both the Route-by-Route Analysis section as well as the individual stop recommendations. In the Route-by-Route Analysis, accessibility recommendations are broader and may include multiple bus stops across multiple routes; however; the recommendations made in the Individual Stop Recommendations section are primarily focused on the individual bus stops.

# Route-by-Route Analysis

This chapter of the bus stop study is broken into three sections. The first section summarizes each route's current status, which includes a general route description and the route's hours of operation. Additional information is provided to help summarize a route's current performance as it relates to the other routes in the transit system.

The second section provides a brief summary of the ridership/boarding data that were collected over the course of the four data collection periods in 2014. Based on the ridership/boarding activity, recommendations may include combining stops, eliminating stops, or studying the area further.

The third section of the Route-by-Route Analysis includes a broad assessment of accessibility for each route. For this section, bus stop boardings were used in conjunction with the current sidewalk locations to determine if any bus stops that had high ridership were inaccessible from a pedestrian walkway. Additional accessibility recommendations are included in this section as well.

The final section includes a summary of recommendations that are route specific. These recommendations pertain to bus stops that did not exceed an average of 20 boardings per day on the weekdays or 20 boardings in any of the four Saturdays studied. Additional recommendations included in this section pertain to sidewalk instillation and other improvements that will help improve bus patrons' ability to access bus stops.

It should be noted that the data collection for some routes may have been affected by road construction projects. If a construction project had an impact on the boarding totals collected, a note will appear on the map indicating where the construction project occurred.

## Route 1

**Route Description**: Route 1 (Brown) is an east-west route that utilizes East Mason Street as the primary road. The route travels east to the I-43 Business Center where it stops at Aurora BayCare Medical Center and then returns via East Mason Street. Service is provided every half hour on weekdays between 5:15am and 5:45pm and every hour on weekday evenings from 5:45pm to 9:45pm. Saturday service is provided from 7:45am to 6:45pm.

| 2014 Annual Route Review Statistics – Route 1 | | |
|---|---|---|
| | Totals | Rank among all routes |
| Route 1 Revenue/hour | $12.75 | 10 out of 13 |
| System Standard | $11.65 | |
| Route 1 Passengers/hour | 16.2 | 10 out of 13 |
| System Standard | 15.4 | |
| Route 1 Operating Ratio | 14.7% | 10 out of 13 |
| System Standard | 13.4% | |

**Weekday Ridership/Boarding Summary**: Boarding totals are fairly consistent across the entire route during the four study periods. Areas that saw higher numbers of boardings include the East Town Mall, two stops on the north side of Mason Street between Lime Kiln Road and Main Street, Aurora/BayCare Medical Center, Stop #1258 at the corner of Discovery Road and Lowell Drive, Stop #815 at the corner of East Mason Street and Abrams Street, and the stops on Monroe Avenue between Bodart Street and Walnut Street.

*Note: The portion of Route 1 that utilizes Monroe Avenue between Main Street and Mason Street was under construction during the August and November sample periods. The route was temporarily detoured during this time; therefore, no boarding data were available.*

- The East Town Mall is a major destination for Green Bay Metro users. This location consists of seven bus stops, five of which serve Route 1. Collectively, these five bus stops saw a high number of boardings occurring on Route 1. Two of these bus stops (#875 & #1261) consistently saw high levels of boardings across the four study periods, while stops #1264 and #1265 saw significantly fewer boardings across the same study periods. These four stops are the focus of an effort to improve accessibility to and from the bus stops at the East Town Mall. Further recommendations for these four stops are made in the Bus Stop Recommendations section of this document.
- The two bus stops between Lime Kiln Road and Main Street saw a consistently high number of boardings throughout the year. Both of these stops are located

on the inbound portion of Route 1 and could benefit from improvements like a bus shelter and a stable boarding/alighting area.

- Aurora/BayCare Medical Center saw average daily boardings between 16 and 45 over each of the three-day study periods. Because the current drop off location is near the medical center entrance under the awning and the number of boardings at this location was less than an average of 20 per day, no improvements are recommended at this time.
- Stop #1258 at the corner of Discovery Road and Lowell Drive acts as a specific drop off point for the adjacent business. Green Bay Metro should coordinate with the business to investigate improvements to this stop including a concrete pad for the pickup/drop off area as well as a walkway from the bus stop to the business entrance.
- Stop #815 at the corner of East Mason Street and Abrams Street consistently saw 31-45 boardings over each of the three day study periods. This bus stop acts as a main boarding location for people living in the adjacent neighborhoods to either access downtown Green Bay or to make a transfer at the Transportation Center.
- The stops on Monroe Avenue between Main Street and Walnut Street are collectively much more active than other locations along Route 1. However, due to the boardings being spread amongst approximately seven bus stops, only one bus stop saw more than an average of 20 boardings per day.

**Saturday Ridership/Boarding Summary:** While Saturday boardings are isolated to one day, the stops with higher boarding totals generally mirrored the higher weekday boarding stops. The East Town Mall has higher boarding totals, while the two bus stops between Lime Kiln Road and Main Street and the stops on Monroe Avenue between Bodart Street and Walnut Street stood out as the areas where most boardings were occurring on Saturdays.

**Accessibility Summary**: The percentage of bus stops that have sidewalk access along Route 1 is below the system average, and none of the stops east of Main Street currently have direct sidewalk access.

The City of Green Bay does not currently have plans to install sidewalks in the I43 Business Center. With no sidewalks planned for the bus stops located in the I43 Business Center, improvements will likely be limited to improving access from the boarding and alighting areas to the bus stop signs through installing a firm, stable surface. Additional improvements could be made to connect the bus stops to the businesses, and Green Bay Metro should contact the businesses to determine if they would like to extend walkways to the stops.

The East Town Mall has seven bus stops that are serviced by two routes (Route 1 & Route 14). None of the seven bus stops are accessible from a dedicated walkway. Four bus stops in particular saw the majority of the boardings at the mall (stops #1264,

#875, #1261, and #1265). Stop #1264 is located in a raised median, and its proximity to an existing pedestrian walkway that provides access to the storefronts is less than 100 feet away.

| Bus Stops with Sidewalks – Route 1 | | |
|---|---|---|
| | Total | Percent of total |
| **Total Bus Stops** | 751 | 100% |
| *Sidewalk yes* | 588 | 78.3% |
| *Sidewalk no* | 163 | 21.7% |
| **Route 1 Bus Stops** | 70 | |
| *Sidewalk yes* | 44 | 62.8% |
| *Sidewalk no* | 26 | 37.2% |

**General Route Recommendations**:

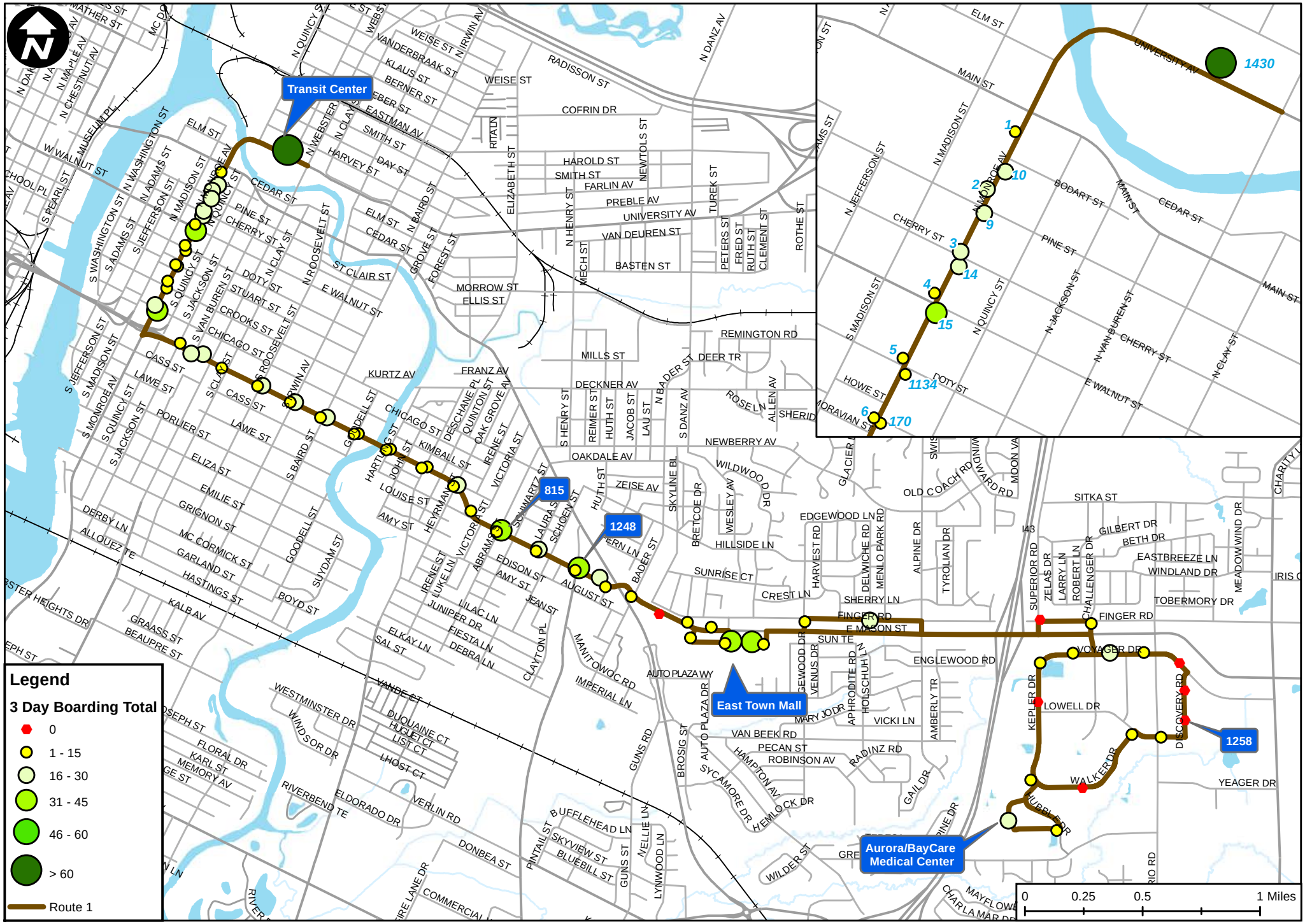
- Based on the boarding activity at bus stops #1, 2, 3, 10, 14, and 15 on Monroe Avenue between Main Street and Walnut Street, the installation of benches would provide many patrons a place to sit while waiting for the bus while it also enhances the bus stops' presence. Some of these bus stops have limited space to place a bench and may require the bench to be placed on private property. This will require Green Bay Metro to contact the property owners and develop an agreement to place a bench on the private property.
- For the bus stops between Main Street and Alpine Drive, Green Bay Metro should work with the City of Green Bay to investigate the possibility of extending sidewalks to the bus stops along East Mason Street as well as installing a sidewalk on the south side of Finger Road to connect existing sidewalks on Alpine Drive to existing sidewalks on Edgewood Drive.
- Green Bay Metro should contact each of the businesses in the I43 Business Center that are adjacent to the transit route. Information should be provided to describe the transit service and how it could potentially affect their businesses. Information should also include the bus stop locations and information on developing an accessible route from the bus stop to the front of their businesses.
- Green Bay Metro should contact the property owners adjacent to bus stop 1264, 875, 1261, and 1265 at the East Town Mall to discuss making accessibility improvements immediately at and around the bus stops.

# Green Bay Metro Bus Stop Study

## Recommendations for the East Town Mall Bus Stops

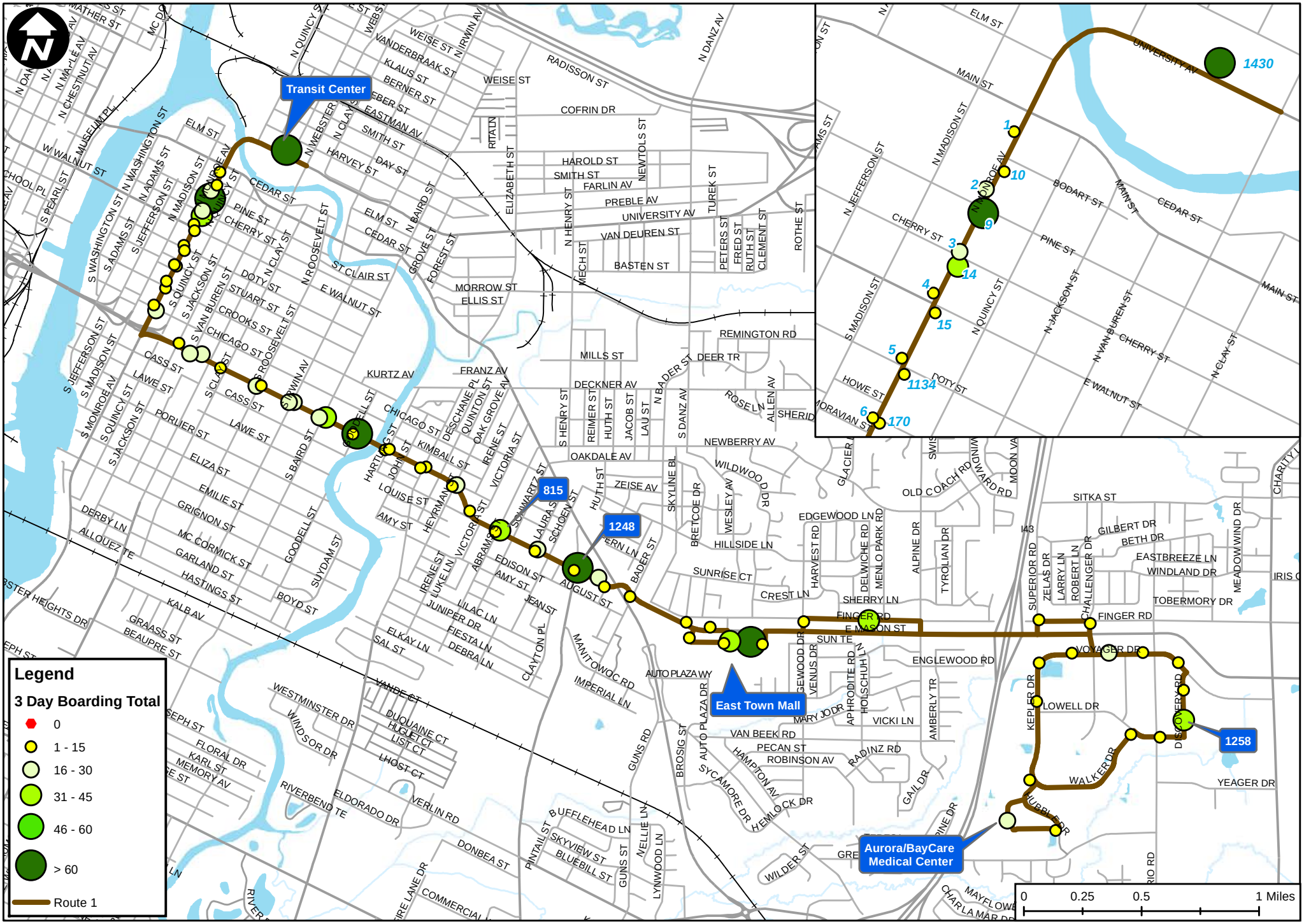
# Weekday Boardings for February 18, 19, & 20

# Route 1



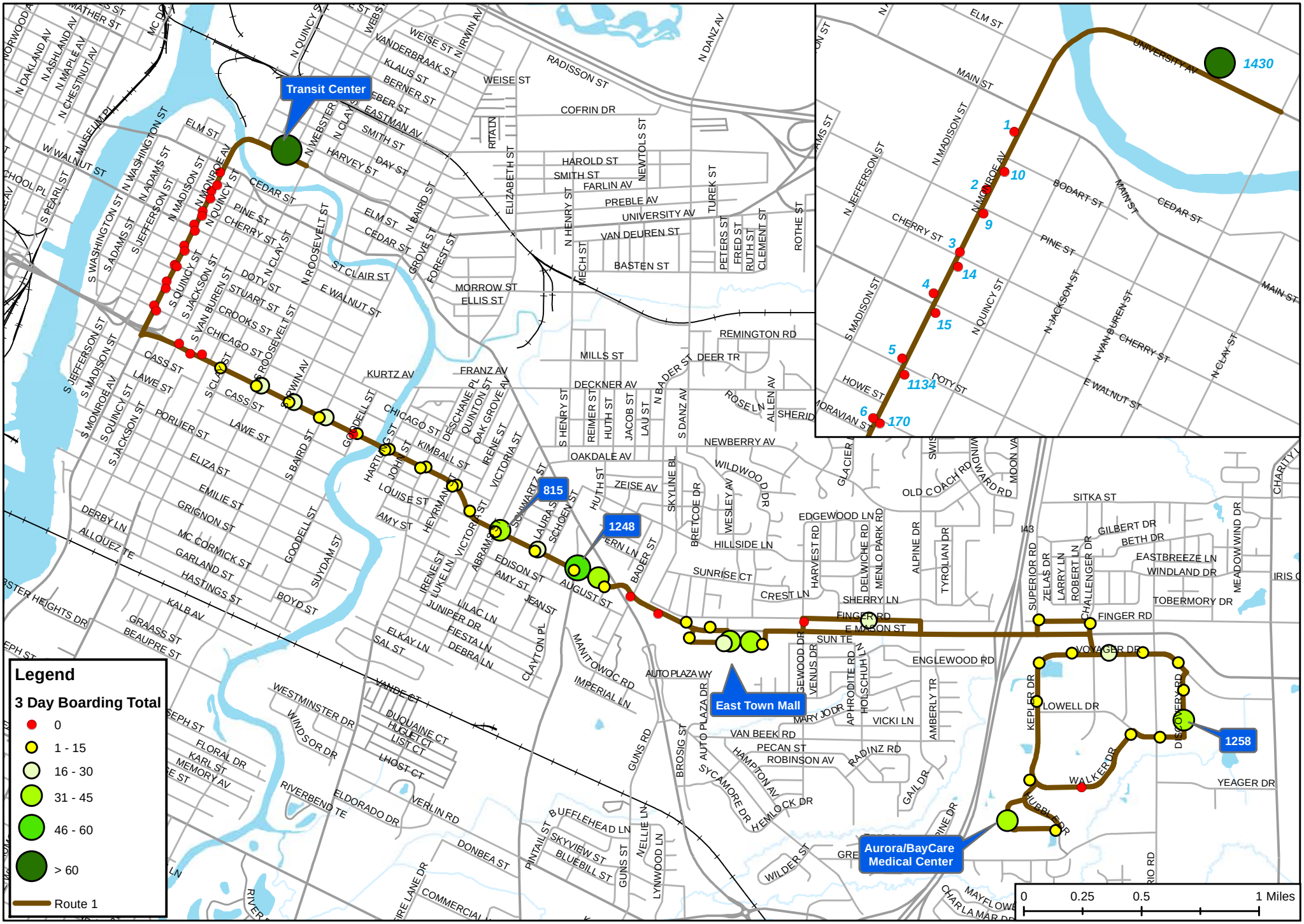
# Weekday Boardings for May 6, 7, & 8

# Route 1



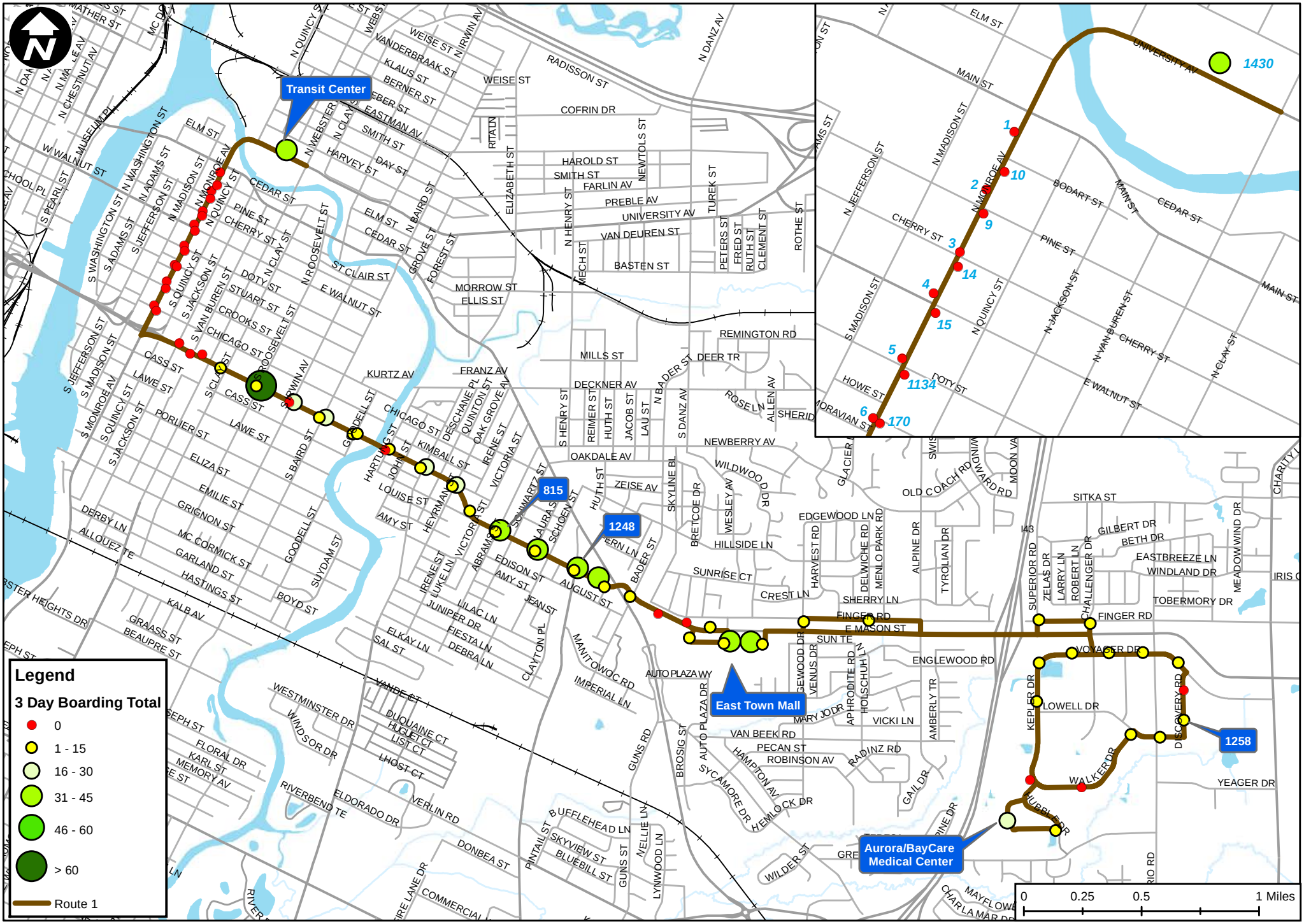
# Weekday Boardings for August 5, 6, & 7

# Route 1



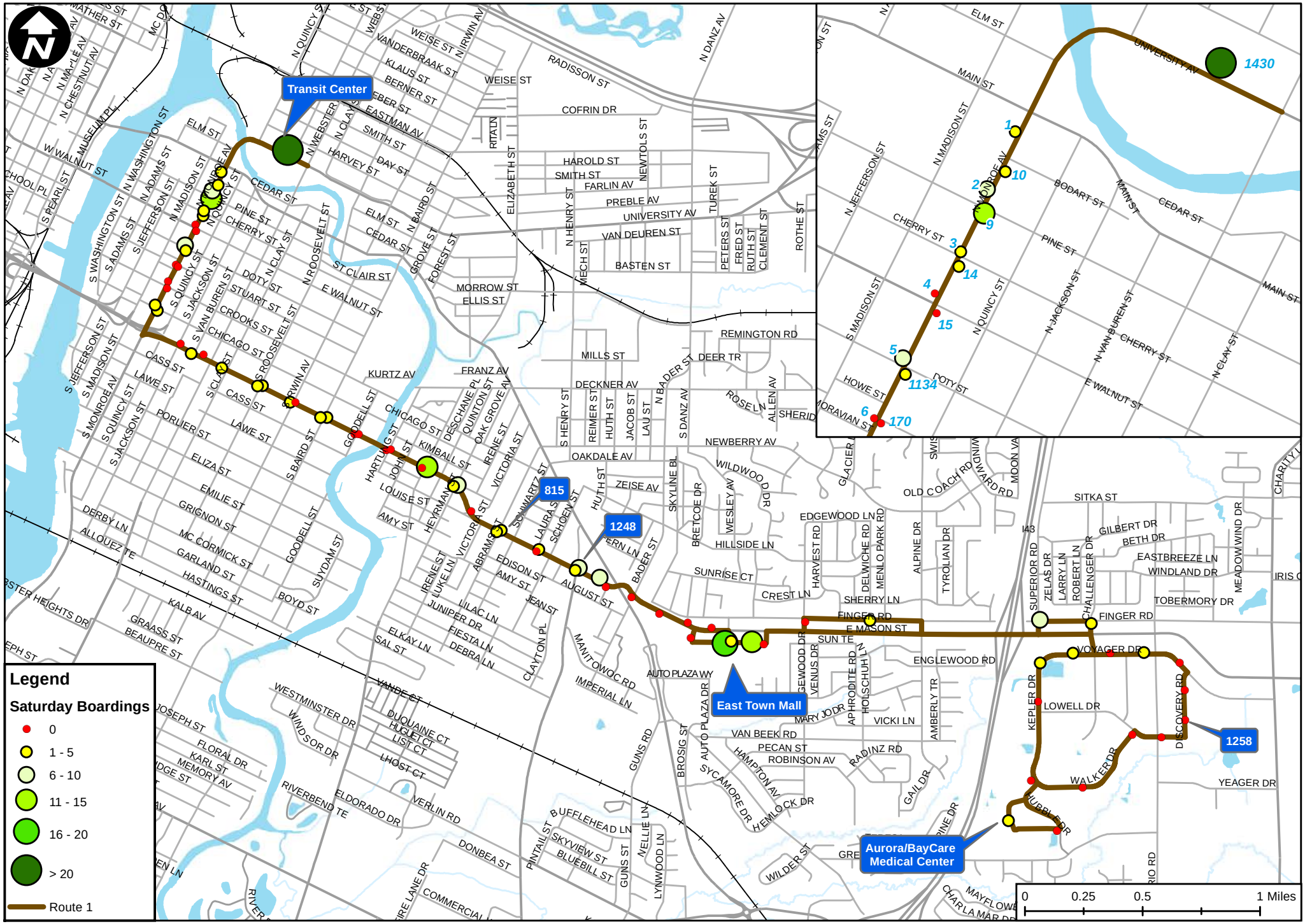
# Weekday Boardings for November 4, 5, & 6

# Route 1



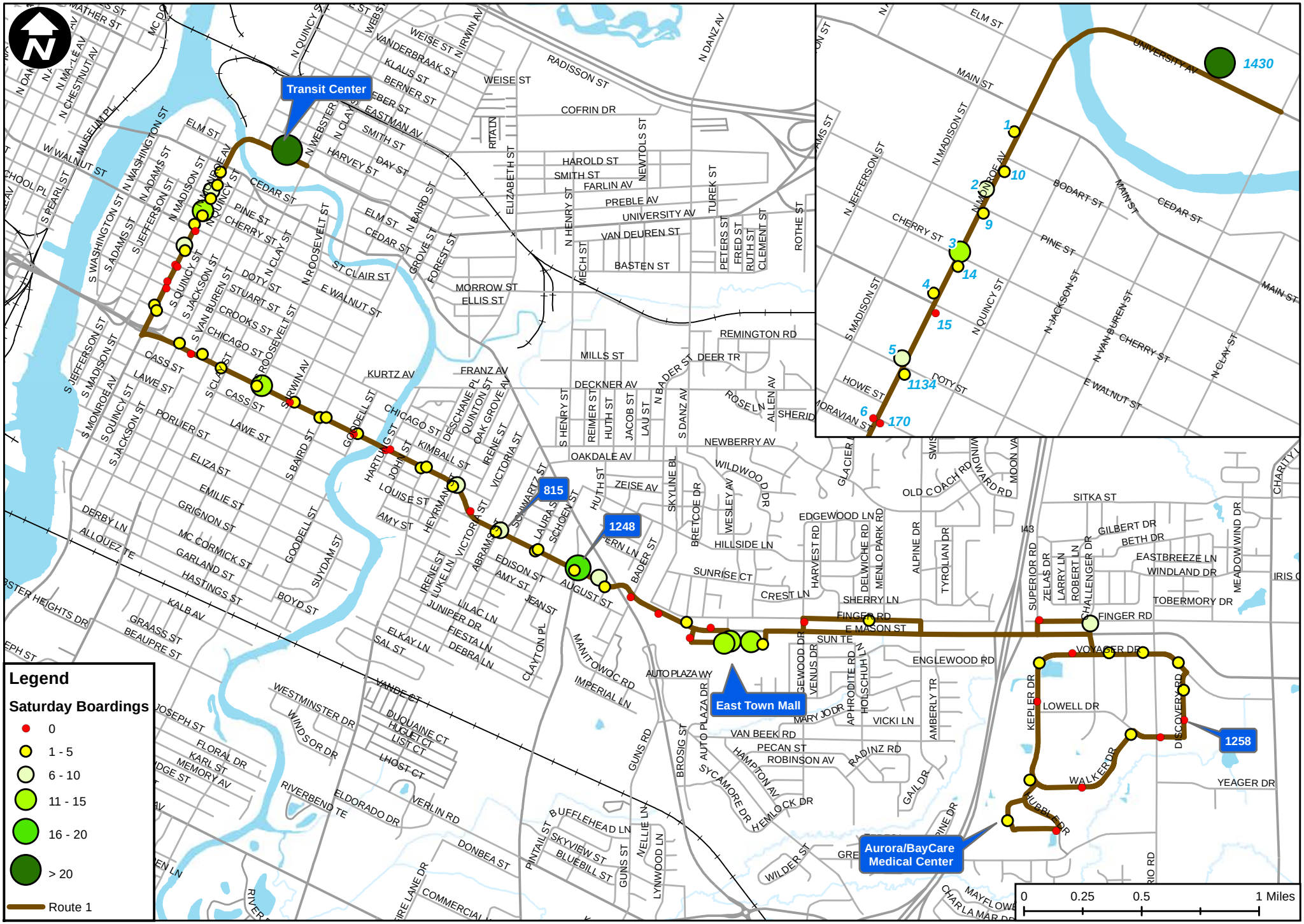
# Saturday Boardings for February 22

# Route 1



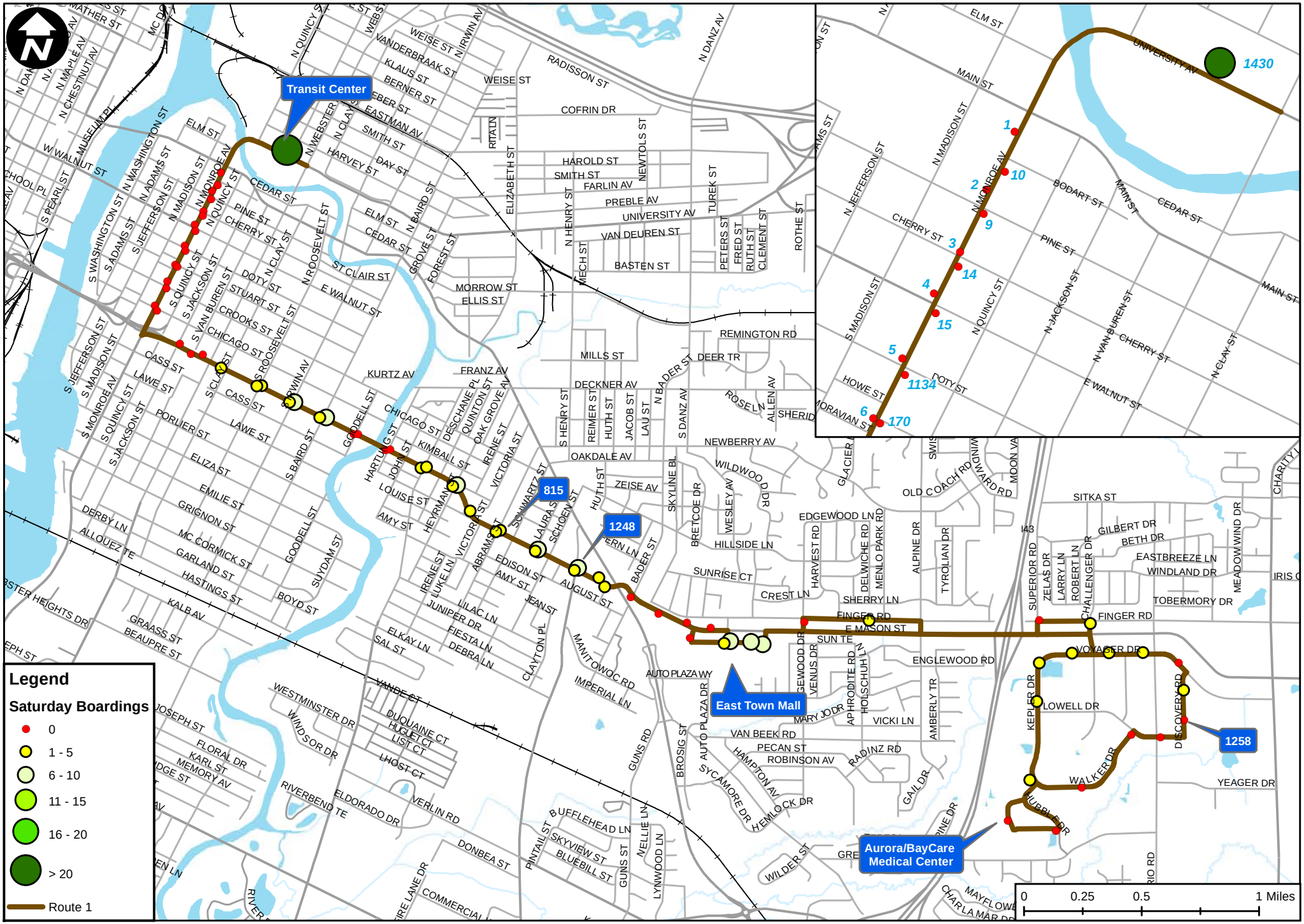
# Saturday Boardings for May 10

# Route 1



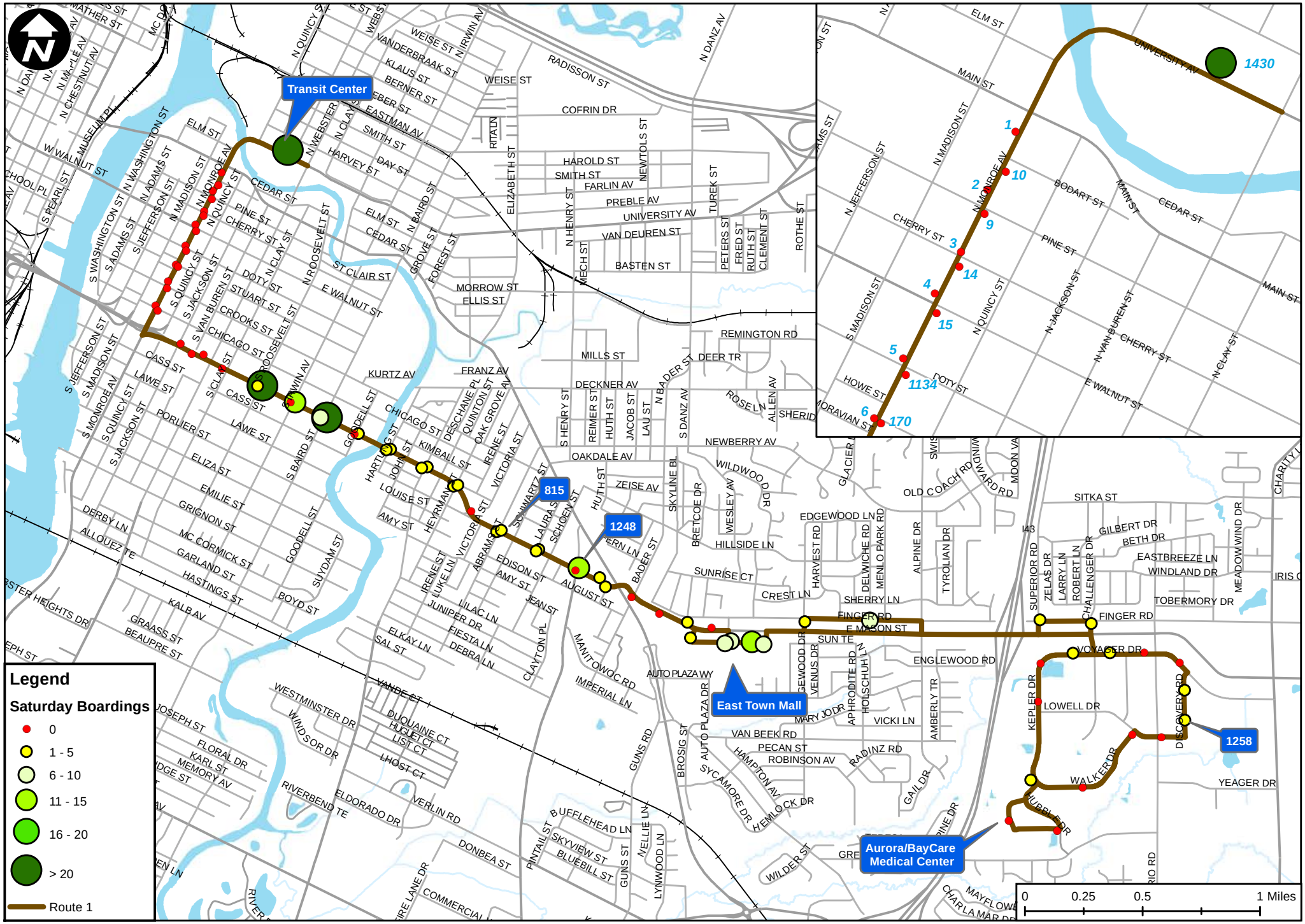
# Saturday Boardings for August 9

# Route 1

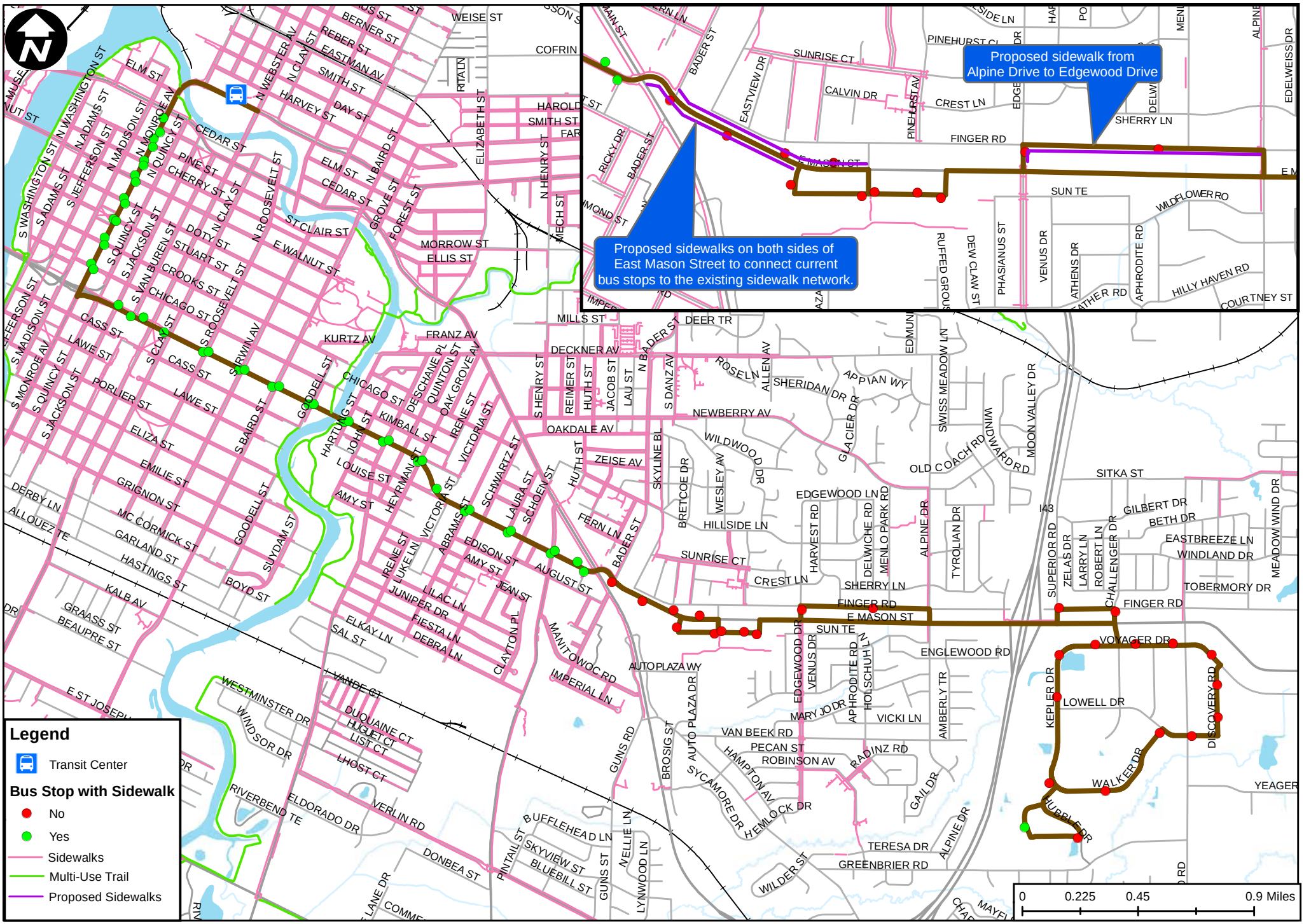


# Saturday Boardings for November 8

# Route 1



# Route 1 Sidewalk Analysis & Recommendations



## Route 2

**Route Description**: Route 2 (Orange) is a looping route that provides service to establishments on Green Bay's near east side such as St. Vincent De Paul & Paul's Pantry, as well as East High School. The route also services the Green Bay Wildlife Sanctuary upon request. Service is provided every half hour on weekdays and Saturdays. Weekday service is from 5:45am to 9:45pm while Saturday service is provided from 7:45am to 6:45pm.

| 2014 Annual Route Review Statistics – Route 2 | | |
|---|---|---|
| | Totals | Rank among all routes |
| Route 2 Revenue/hour | $15.64 | 4 out of 13 |
| System Standard | $11.65 | |
| Route 2 Passengers/hour | 20.4 | 5 out of 13 |
| System Standard | 15.4 | |
| Route 2 Operating Ratio | 18.0% | 4 out of 13 |
| System Standard | 13.4% | |

**Weekday Ridership/Boarding Summary**: Overall, ridership on Route 2 ranks well in comparison to the other 12 routes offered by Green Bay Metro. Across the four study periods, boardings at each bus stop on Route 2 were very consistent. The bus stop located adjacent to Paul's Pantry and St. Vincent De Paul was the most heavily used stop on this route. Two stops (#1208 & #1201) along Danz Avenue saw similar boarding totals across the weekday study periods, totaling between 31 and 45. Bus stop #884 located just west of Danz Avenue also experienced a high number of boardings in comparison to many of the other bus stops on Route 2. The bus stop located at East High School also saw high boarding totals when school was in session.

- The bus stop adjacent to Paul's Pantry and St. Vincent De Paul is outfitted with a concrete pad, a bus shelter, and an accessible path from the sidewalk to the curb. This is ideal for this location based on the number of boardings recorded over the four data collection periods.
- Stop #1208 along Danz Avenue is located adjacent to a park while stop #1201 is a block south of the park near a commercial building. Both stops see moderate use across all weekday and Saturday data collection periods. These two stops are relatively close to a number of medium density residential buildings that are within walking distance. The distance between these two stops is long enough that both stop locations should be maintained at this time. Additional recommendations for stop #1201 can be found in the Bus Stop Recommendations section.
- Bus stop #884, located just west of Danz Avenue, saw boarding totals between 31 and 60 for each of the weekday study periods. While boarding totals at this location were high for Route 2, when combined with the boardings for Route 7,

this stop exceeded the average daily boarding threshold of 20 passengers. Detailed recommendations for this bus stop can be found in the Bus Stop Recommendations section.

- The bus stop located at East High School saw higher ridership during the February sample period; however, the number of boardings declined for May and again for August. The low number of boardings during August was likely the result of schools not being in session, while the lower boarding totals in May could be the result of better weather conditions that allowed students to walk or ride a bike to school instead of taking the bus. Detailed recommendations for this bus stop can be found in the Bus Stop Recommendations section.

**Saturday Ridership/Boarding Summary:** While Saturday boardings were isolated to one day per survey period, they generally mirrored the weekday boarding locations with the exception of the stops located at East High School and Bay Beach Amusement Park. The bus stop adjacent to Paul's Pantry and St. Vincent De Paul was the most heavily used stop on Saturday, followed by bus stop #884 adjacent to the SuperValu on University Avenue and the northernmost bus stop on Danz Avenue. During the months that Bay Beach Amusement Park is in operation, there was a dramatic increase in the number of boardings at that location.

**Accessibility Summary**: Nearly all of the bus stops that serve Route 2 are accessible by a sidewalk. The bus stops that are on the north side of Eastman Avenue and the west side of North Irwin Avenue, however, do not have direct sidewalk access. Boarding totals were relatively low at all of these stops, but improvements could be made to provide better access to these stops.

| Bus Stops with Sidewalks –Route 2 | | |
|---|---|---|
| | Total | Percent of total |
| **Total Bus Stops** | 751 | 100% |
| *Sidewalk yes* | 588 | 78.3% |
| *Sidewalk no* | 163 | 21.7% |
| **Route 2 Bus Stops** | 34 | |
| *Sidewalk yes* | 31 | 91.2% |
| *Sidewalk no* | 4 | 8.8% |

**General Route Recommendations**:

- For the two bus stops on Eastman Avenue that do not have sidewalk access, it is recommended that Green Bay Metro install a firm, stable surface at these stops and encourage the City of Green Bay to paint crosswalks at those intersections. This will help to delineate the pedestrian travel path to and from the bus stop and provide a safe area for people to cross the street when arriving or departing the bus stop on foot.

- To help serve the neighborhood between North Baird Street and Elizabeth Street north of Eastman Avenue, Green Bay Metro should encourage the City of Green Bay to install sidewalks on the west side of Elizabeth Street between Eastman Avenue and Weise St. The City of Green Bay should also be encouraged to complete the fragmented sidewalk network on Reber Street, Berner Street, Vanderbraak Street, and Weise Street west of North Baird Street.

# Weekday Boardings for February 18, 19, & 20

# Route 2

# Weekday Boardings for May 6, 7, & 8

# Route 2

# Weekday Boardings for August 5, 6, & 7

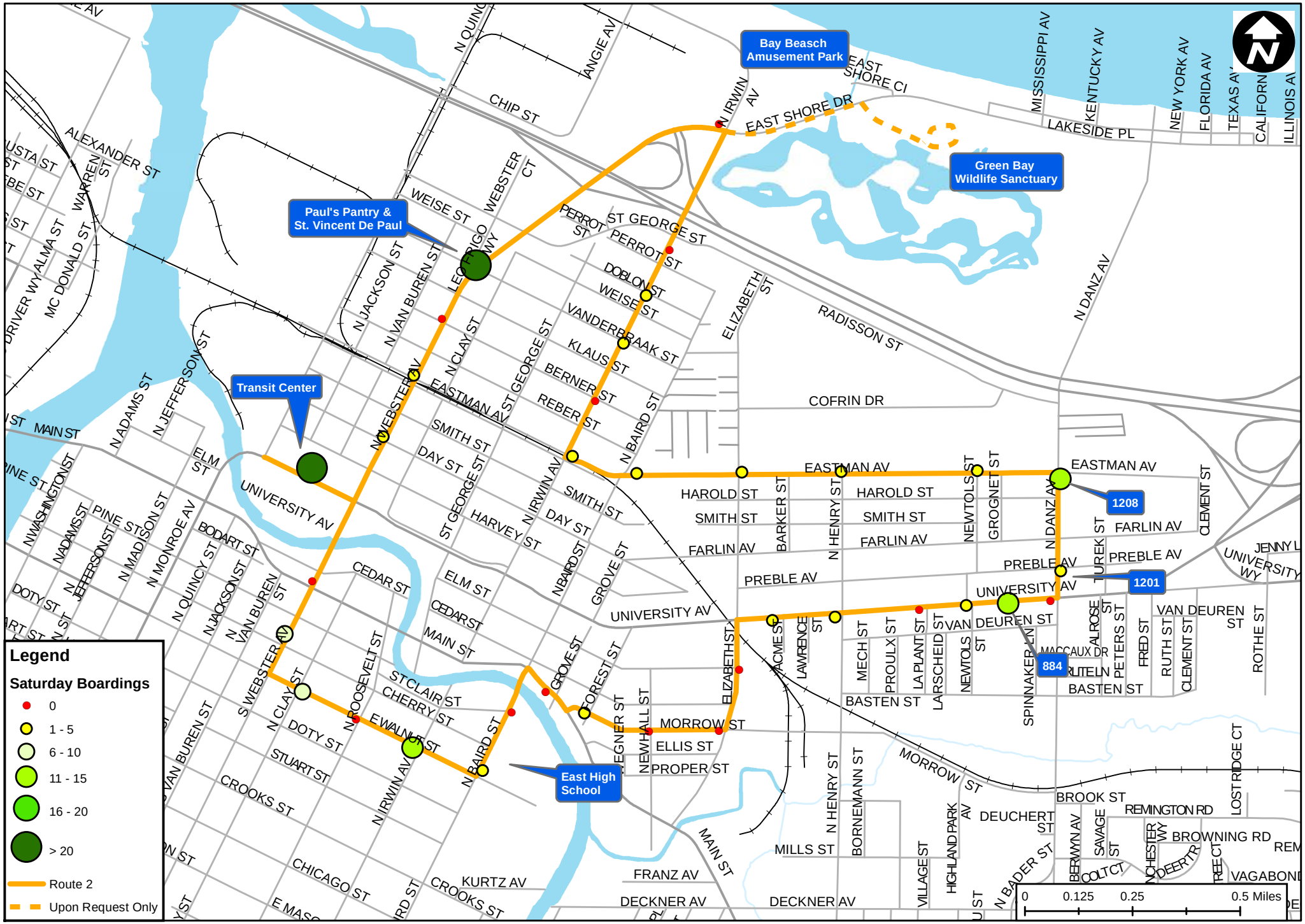
# Route 2

# Weekday Boardings for November 4, 5, & 6

# Route 2

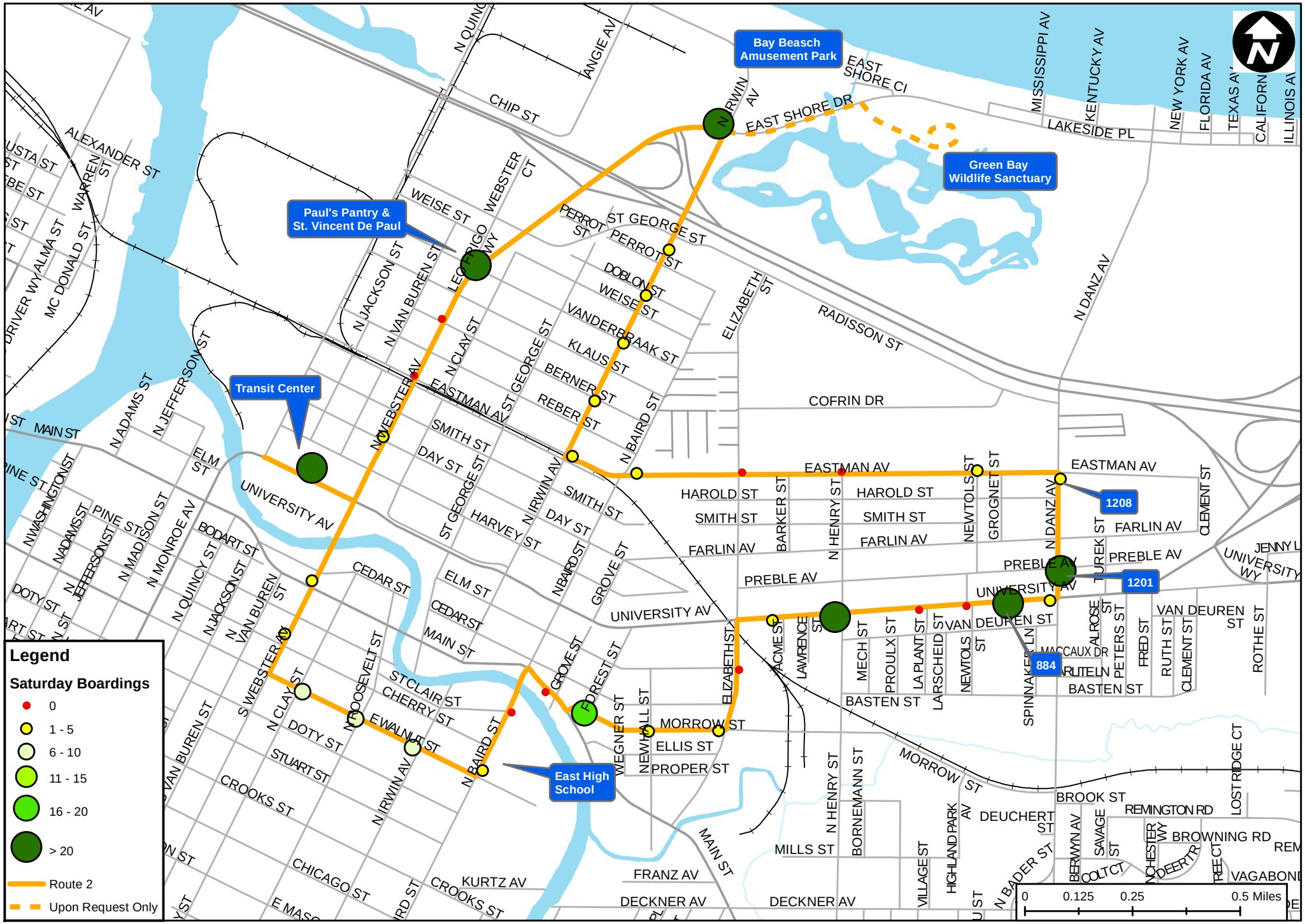
# Saturday Boardings for February 22

# Route 2



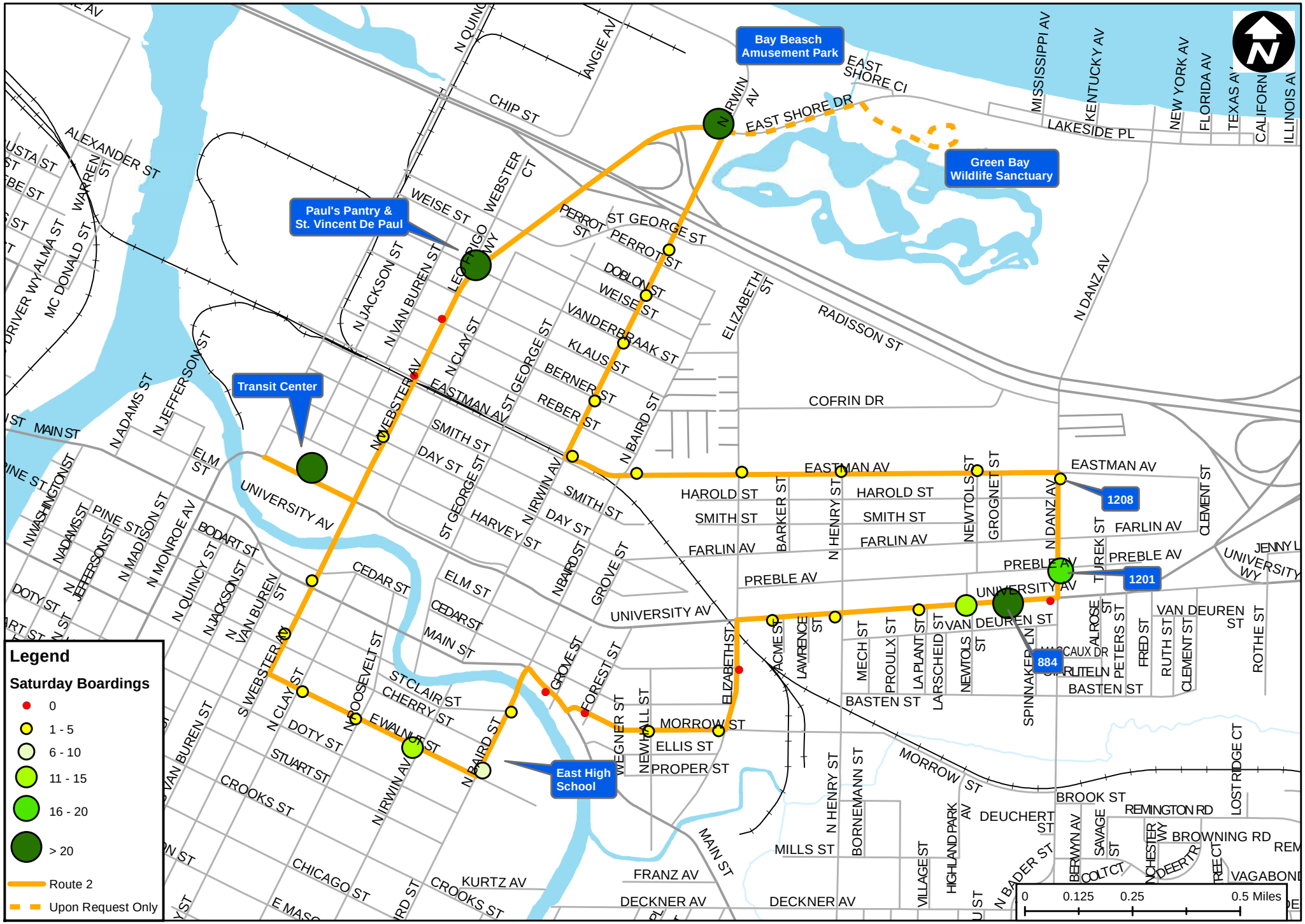
# Saturday Boardings for May 10

# Route 2



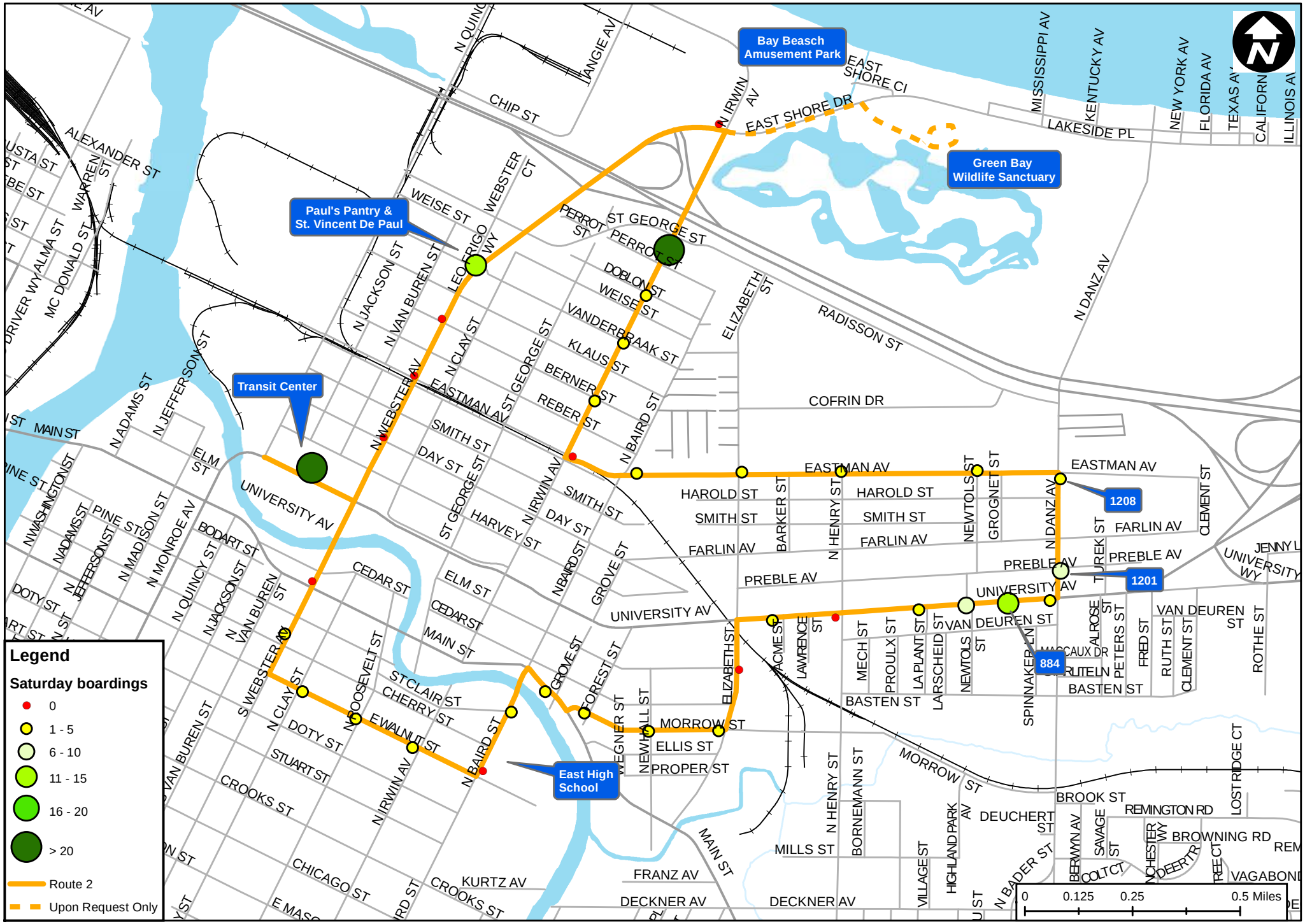
# Saturday Boardings for August 9

# Route 2

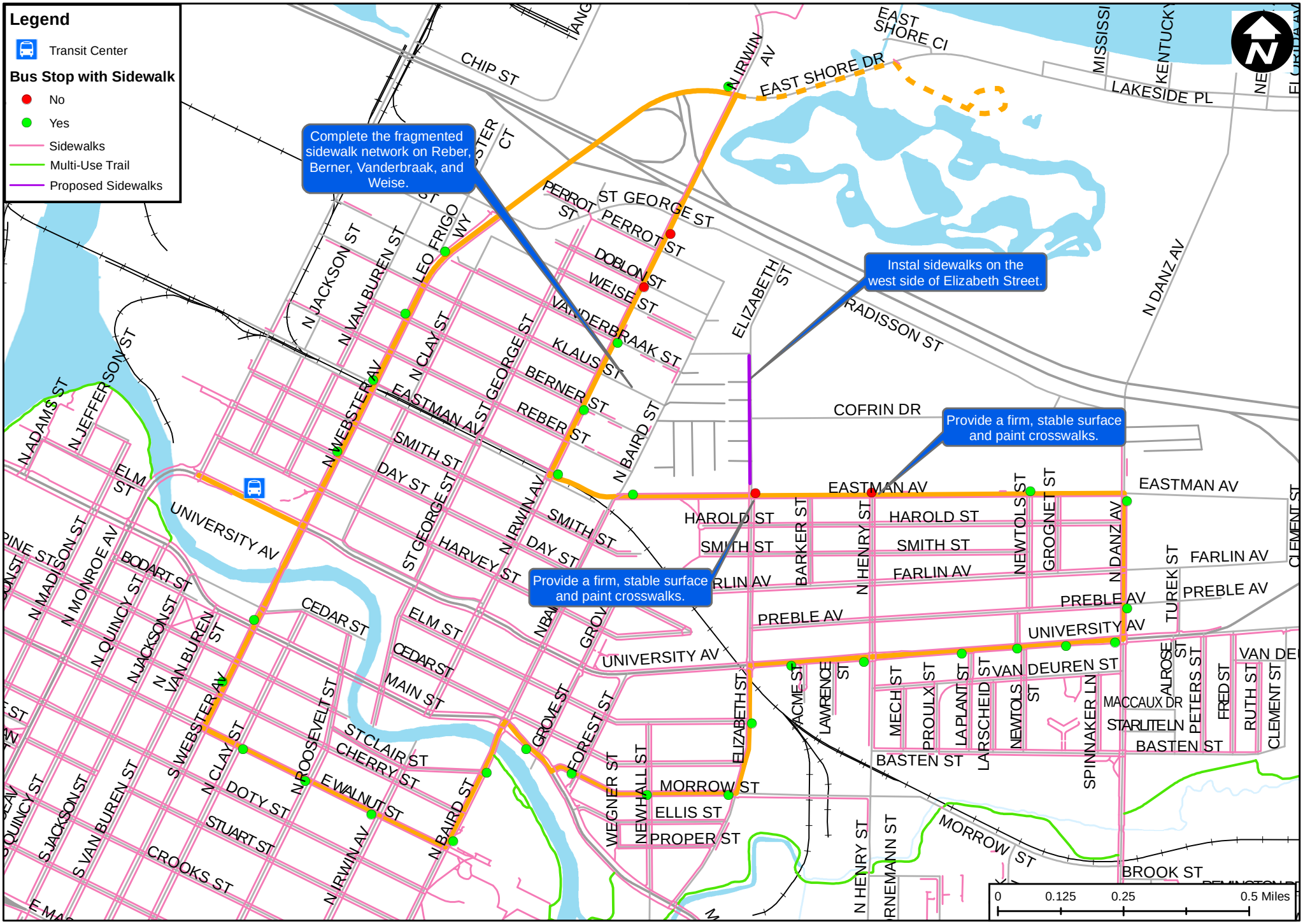


# Saturday Boardings for November 8

# Route 2



# Route 2 Sidewalk Analysis and Recommendations



## Route 3

**Route Description**: Route 3 (Silver) is a looping route that runs counterclockwise and is complementary to Route 4 (Blue). This route provides service to a hospital, various employers, and commercial areas on the west side of Green Bay. Route 3 also provides a connection between the Transportation Center and the Green Bay Plaza hub at the corner of West Mason Street and Military Avenue. Service is provided every hour on weekdays from 5:15am to 6:15pm. There is no service provided on weekday evenings or Saturdays.

| 2014 Annual Route Review Statistics – Route 3 | | |
|---|---|---|
| | Totals | Rank among all routes |
| Route 3 Revenue/hour | $17.71 | 2 out of 13 |
| System Standard | $11.65 | |
| Route 3 Passengers/hour | 23.8 | 1 out of 13 |
| System Standard | 15.4 | |
| Route 3 Operating Ratio | 20.4% | 2 out of 13 |
| System Standard | 13.4% | |

**Weekday Ridership/Boarding Summary**: Route 3 is one of the best performing routes for Green Bay Metro. Boarding totals for Route 3 during the survey periods were evenly spread across the route, making it difficult to isolate any specific locations for improvements.

The bus stop at the corner of Shawano Avenue and Perkins Street as well as the stop at the corner of Badger Street and Siegler Street had slightly higher boardings than many of the other bus stops that service this route. The higher ridership/boardings are likely due to the higher density residential developments in the immediate area as well as the presence of a number of medical facilities very near these bus stops.

There are a number of bus stops that provide service to Route 3 that had zero boardings throughout the four data collection periods. Green Bay Metro does not currently collect alighting data at the bus stops, but if these data become available, Green Bay Metro should review these stops and determine if they could be combined or eliminated.

**Saturday Ridership/Boarding Summary:** Route 3 does not provide service on Saturdays.

**Accessibility Summary**: Most of the bus stops (approximately 84%) that service Route 3 have access to a sidewalk. One area that should be considered for improvements is the area just south of St. Mary's Hospital, which includes Siegler Street, Badger Street, Badger Lane, Christiana Street, and Perkins Avenue.

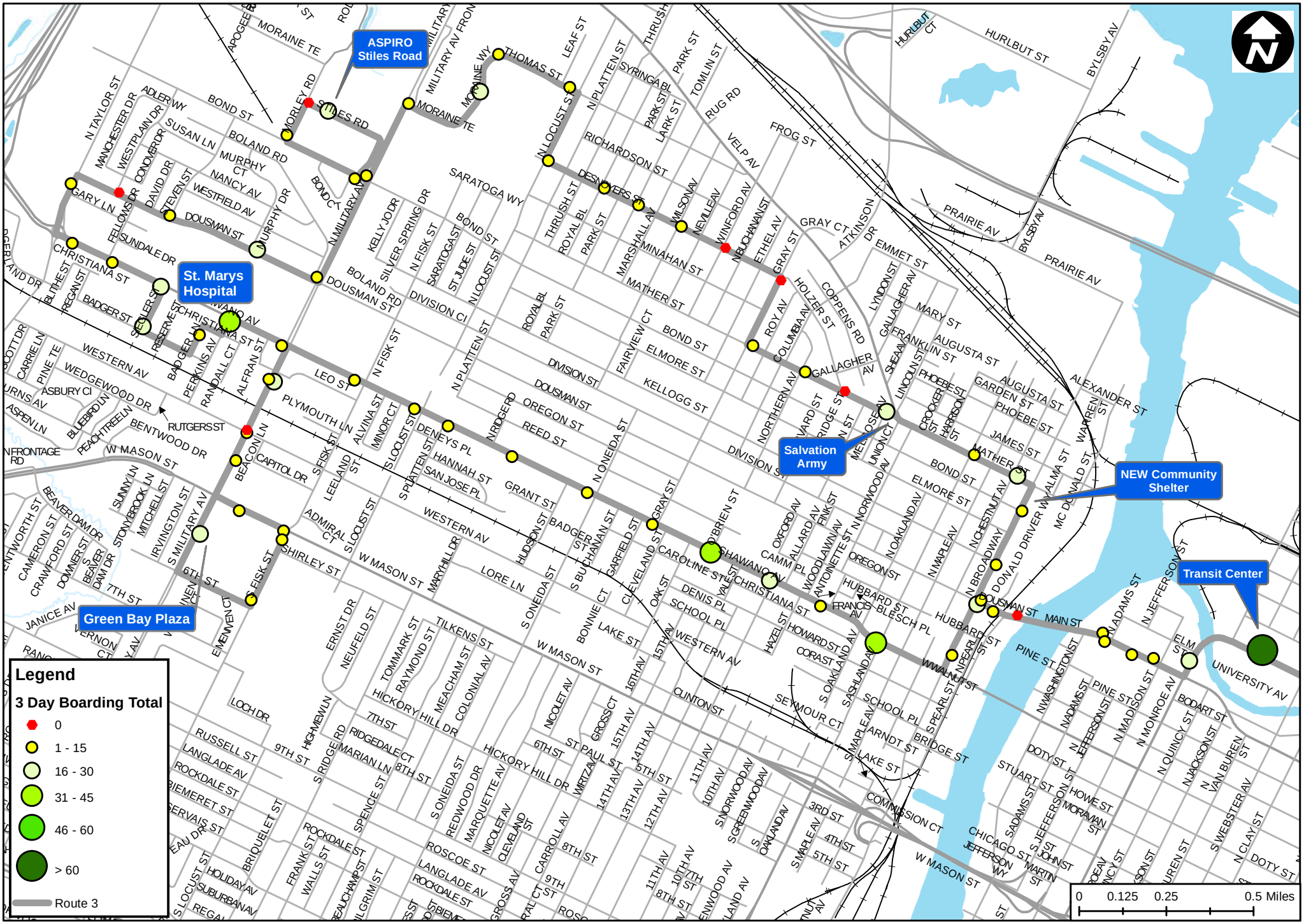
| Bus Stops with Sidewalks – Route 3 | | |
|---|---|---|
| | Total | Percent of total |
| **Total Bus Stops** | 751 | 100% |
| *Sidewalk yes* | 588 | 78.3% |
| *Sidewalk no* | 163 | 21.7% |
| **Route 3 Bus Stops** | 64 | |
| *Sidewalk yes* | 54 | 84.4% |
| *Sidewalk no* | 10 | 15.6% |

**General Route Recommendations**:

- If alighting data become available, Green Bay Metro should review the stop on Main Street between the Fox River and the railroad tracks and the stop on the corner of Gray Street and Desnoyers Street. Boardings at these stops were very low, and if alighting data reveal a similar lack of use, the stops should be combined or considered for elimination.
- There are approximately six bus stops that serve Routes 3 and 4 just south of St. Mary's Hospital on Siegler Street, Badger Street, Badger Lane, Christiana Street, and Perkins Avenue. These stops are completely disconnected or are partially connected to the fragmented sidewalk network. Green Bay Metro should work with the City of Green Bay to have sidewalks installed on both sides of these streets along the bus route.

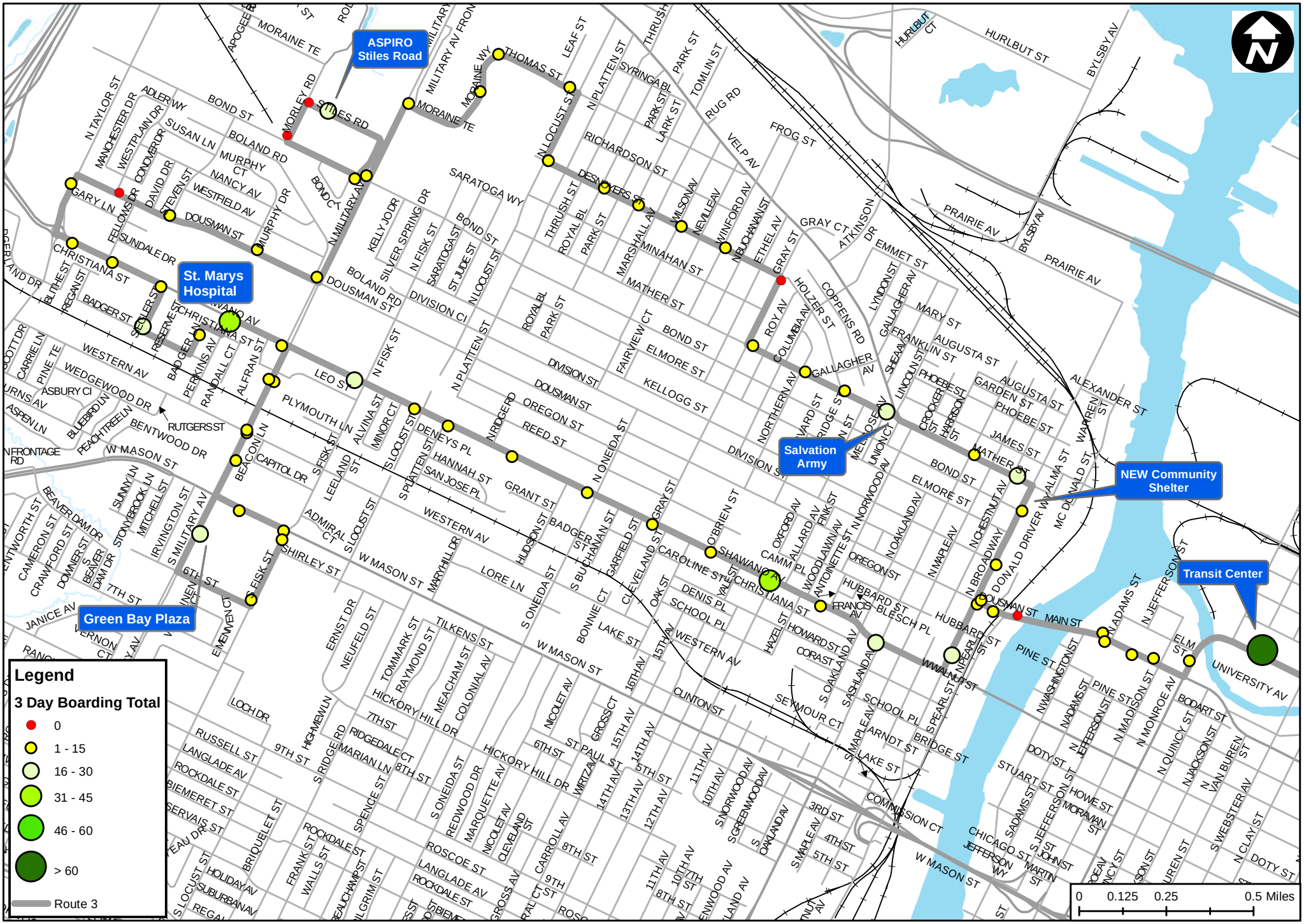
# Weekday Boardings for February 18, 19, & 20

# Route 3



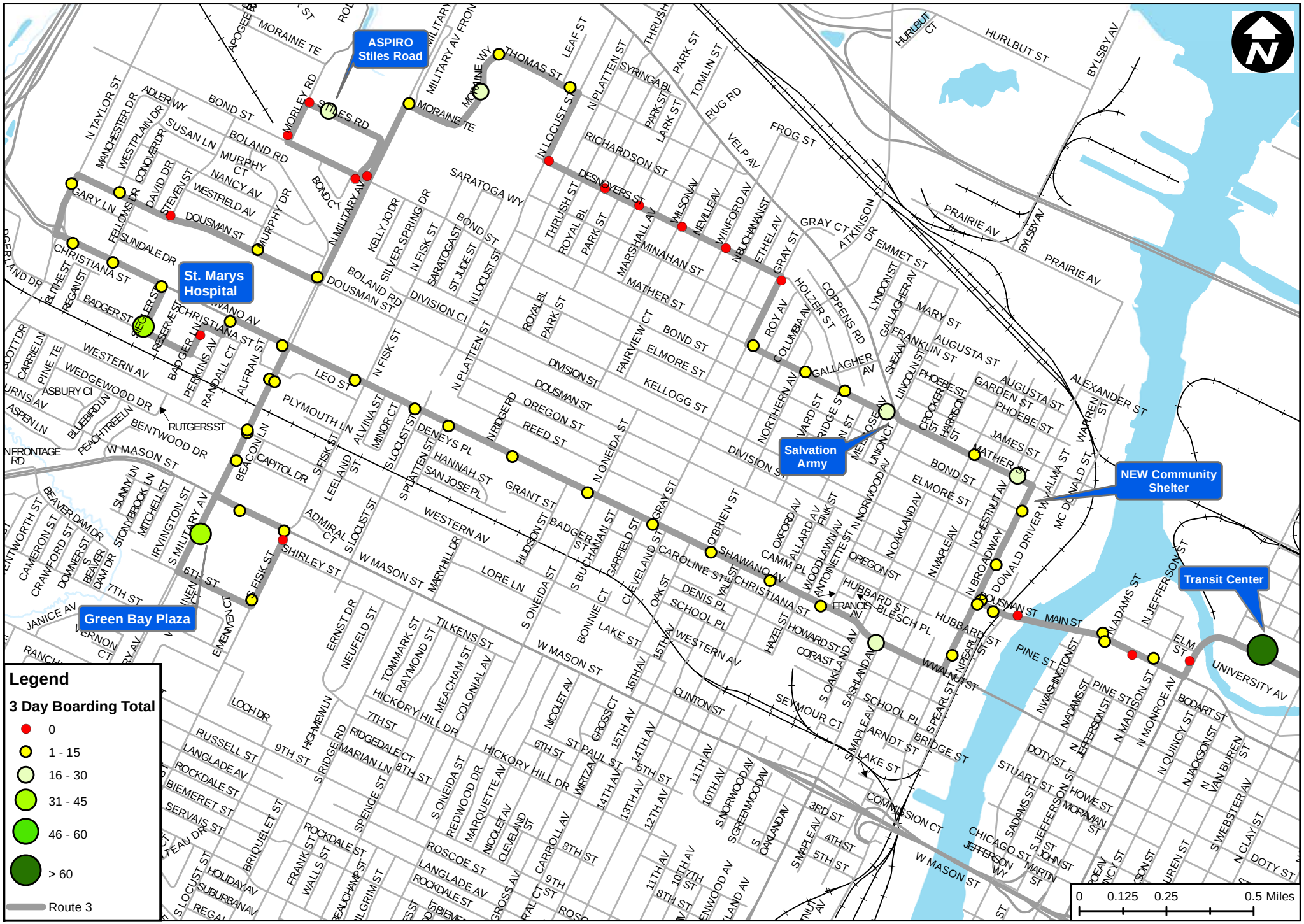
# Weekday Boardings for May 6, 7, & 8

# Route 3



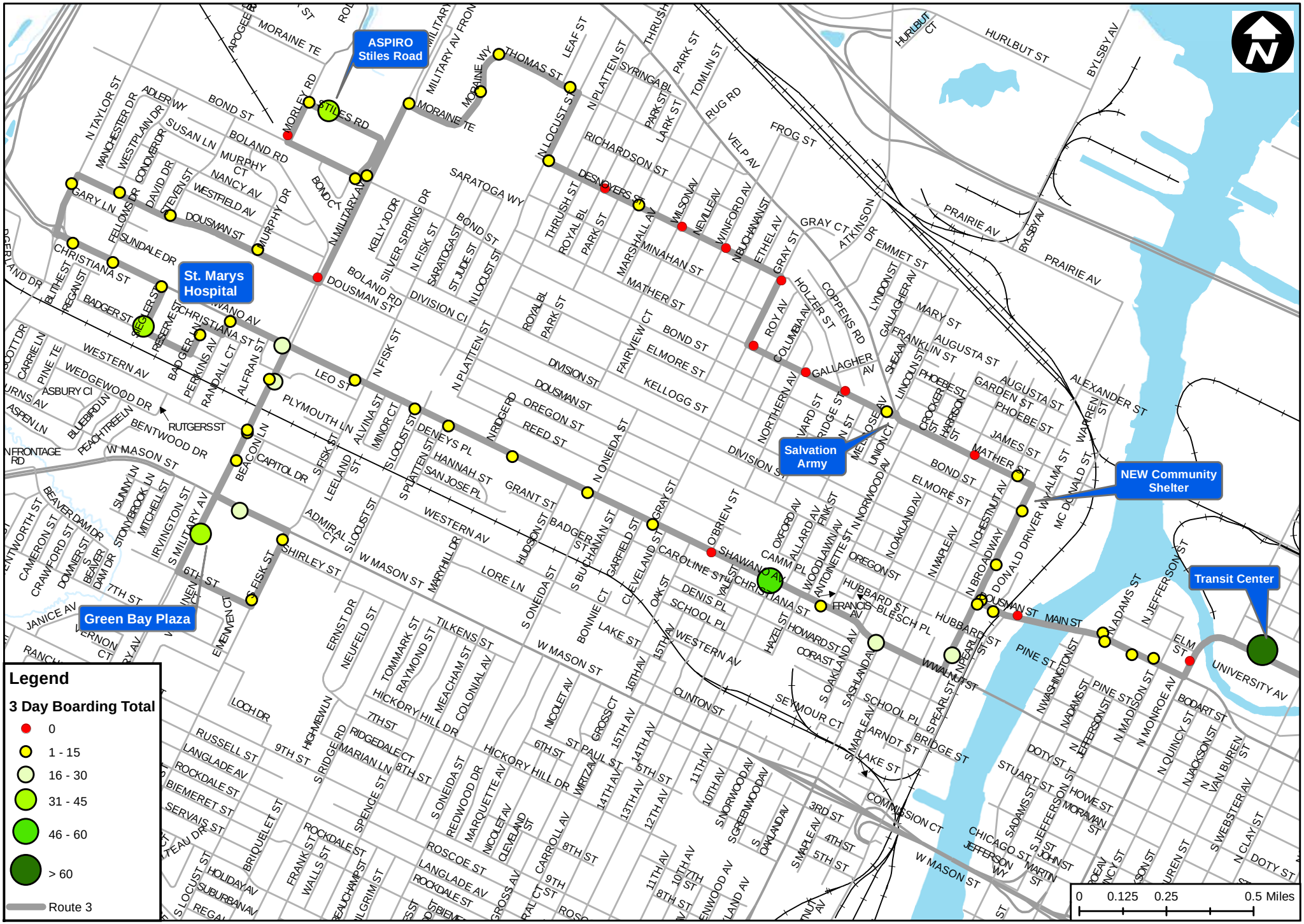
# Weekday Boardings for August 19, 20, & 21

# Route 3

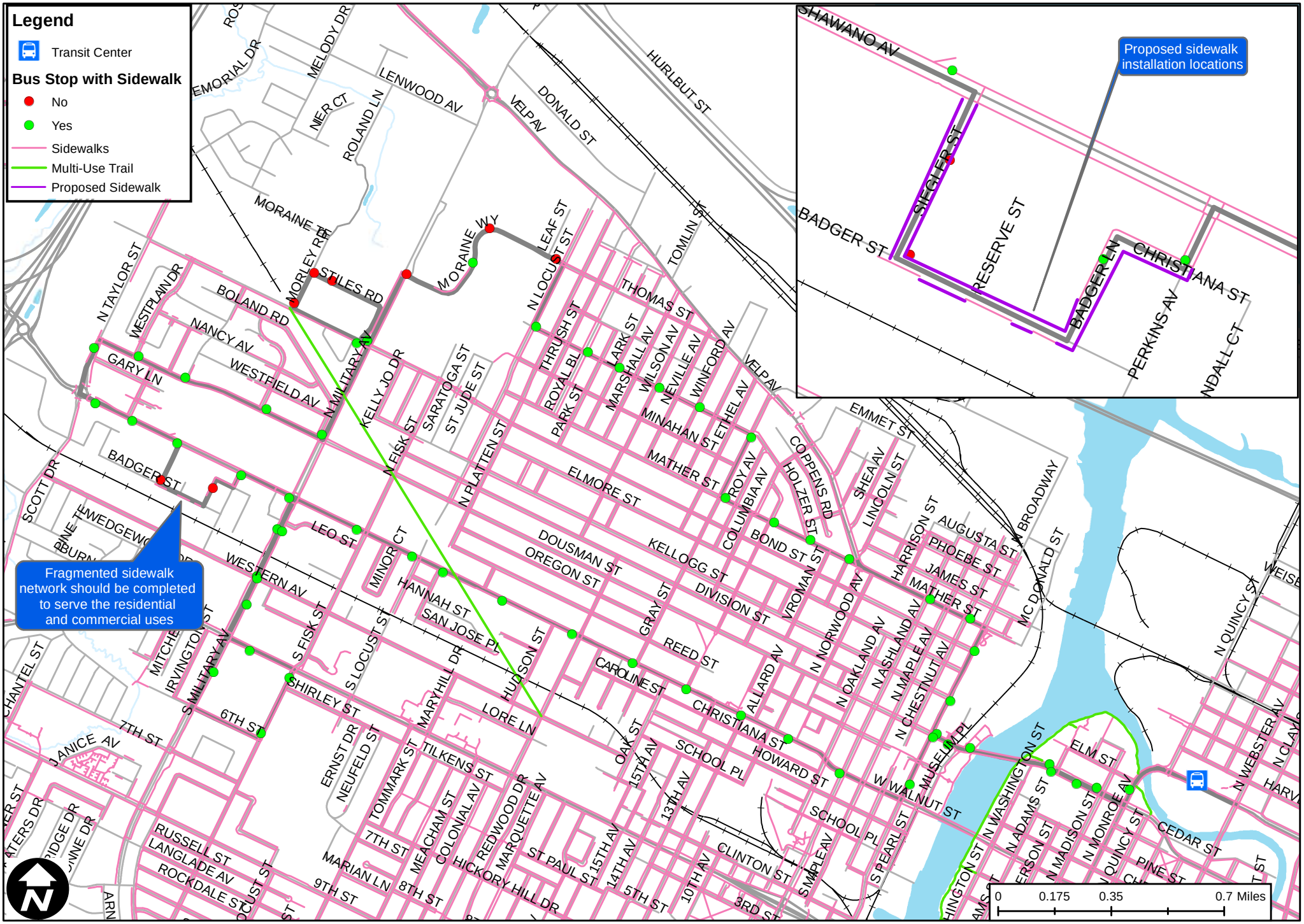


# Weekday Boardings for November 4, 5, & 6

# Route 3



# Route 3 Sidewalk Analysis and Recommendations



## Route 4

**Route Description**: Route 4 (Blue) is nearly identical to Route 3; however, Route 4 runs in a clockwise direction, which is opposite of Route 3. Route 4 provides service every hour on weekdays and Saturdays. The hours of operation for weekdays are from 5:45am to 9:45pm, while service is provided on Saturdays from 7:45am to 6:45pm.

| 2014 Annual Route Review Statistics – Route 4 | | |
|---|---|---|
| | Totals | Rank among all routes |
| Route 4 Revenue/hour | $17.47 | 3 out of 13 |
| System Standard | $11.65 | |
| Route 4 Passengers/hour | 23.5 | 2 out of 13 |
| System Standard | 15.4 | |
| Route 4 Operating Ratio | 20.1% | 3 out of 13 |
| System Standard | 13.4% | |

**Weekday Ridership/Boarding Summary**: Several locations on this route saw very high concentrations of boardings. While both Routes 3 and 4 traverse nearly the same path, the direction of travel and hours of operation may be reasons why many people are choosing to use Route 4 instead of Route 3. Some of the locations that saw high concentrations of boardings included the Green Bay Plaza transfer point, ASPIRO (Stiles Road), the Salvation Army, and the stop just south of the NEW Community Shelter.

- The Green Bay Plaza transfer point on Military Avenue is one of the busiest stops in the Green Bay Metro system. The stop is designed as a transfer point that allows transit users to access several different bus routes on the west side of the service area as well as routes that provide service to the main Transportation Center near Downtown Green Bay. This location is also amongst several commercial businesses that are popular destinations for many people.
- ASPIRO on Stiles Road is a large employer for the Green Bay area that assists individuals with disabilities in obtaining and retaining employment. For this reason, ASPIRO has a large number of employees that rely on Green Bay Metro for their transportation needs. Both Green Bay Metro and ASPIRO have recognized this by including bus shelters, a firm stable surface, and a walkway to access the building entrance.
- Boardings at the bus stop near the Salvation Army fluctuated between sample periods. The bus stop did have an average of more than 20 boardings per day during the May sample period. This bus stop recently received a 5' x 8' concrete pad. Additional recommendations for this stop can be found in the Bus Stop Recommendations section.
- The bus stop on the corner of Broadway Street and Elmore Street was consistently above an average of 20 boardings per day for each of the four study periods. The surrounding neighborhood as well as the NEW Community Shelter were likely

contributors to the heavy boarding totals at this stop. Detailed recommendations for this bus stop can be found in the Bus Stop Recommendations section.

**Saturday Ridership/Boarding Summary:** Saturday boardings were considerably lower at many of the destinations mentioned in the weekday ridership/boarding summary. However, the Green Bay Plaza transfer point and the stop just south of the NEW Community Shelter still saw 20 or more boardings per Saturday during all of the study periods.

**Accessibility Summary**: More than 89% of the bus stops that service Route 4 have sidewalk access, which is well above the system average. One area that should be considered for improvements is the area just south of St. Mary's Hospital, including Siegler Street, Badger Street, Badger Lane, Christiana Street, and Perkins Avenue. There are six bus stops that service Routes 3 and 4 in this area that are not connected or are partially connected to the sidewalk network.

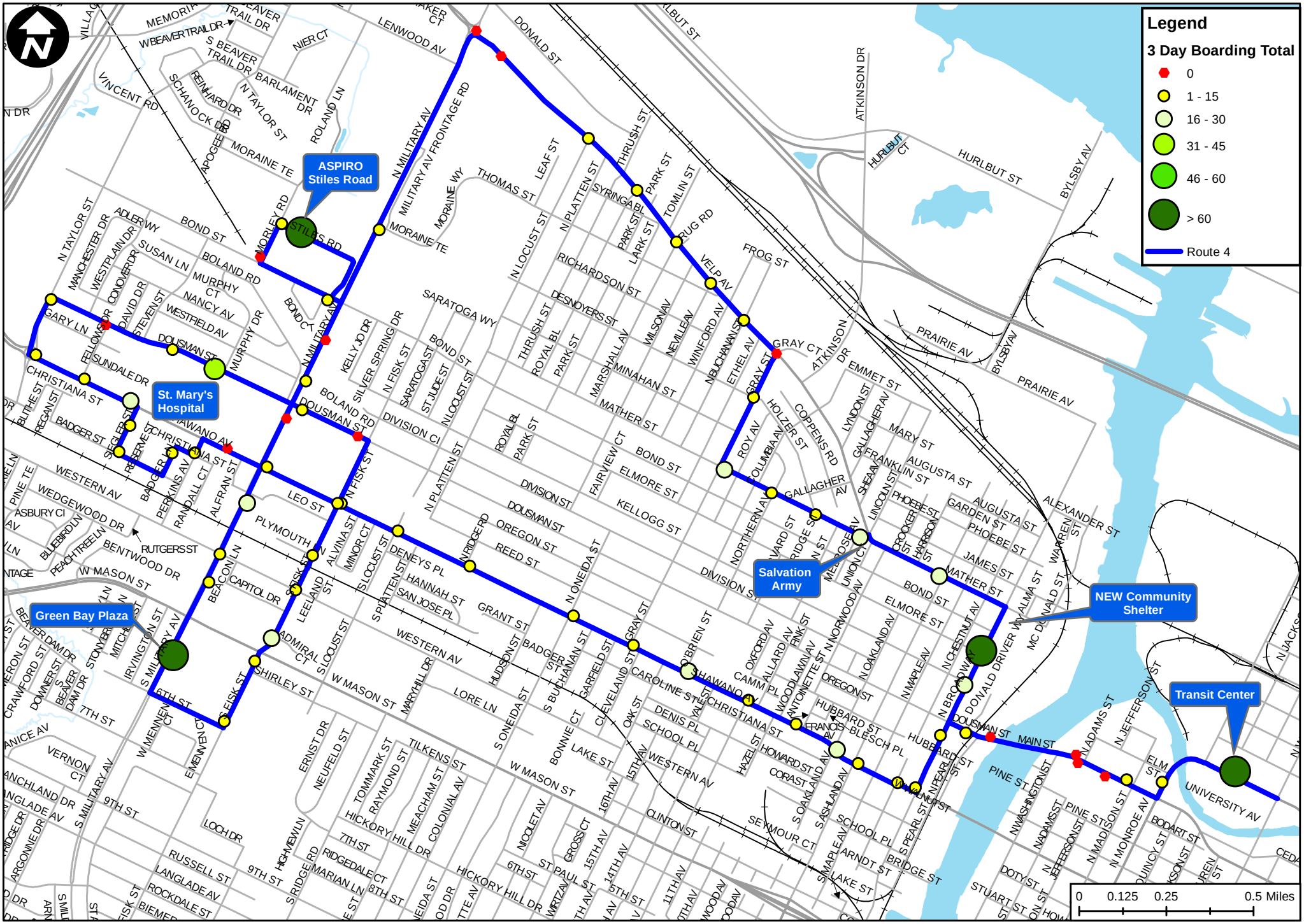
| Bus Stops with Sidewalks – Route 4 | | |
|---|---|---|
| | Total | Percent of total |
| **Total Bus Stops** | 751 | 100% |
| *Sidewalk yes* | 588 | 78.3% |
| *Sidewalk no* | 163 | 21.7% |
| **Route 4 Bus Stops** | 69 | |
| *Sidewalk yes* | 62 | 89.9% |
| *Sidewalk no* | 7 | 10.1% |

**General Route Recommendations**:

- Green Bay Metro should work with the City of Green Bay to complete the sidewalk network on both sides of Siegler Street, Badger Street, Badger Lane, Christiana Street, and Perkins Avenue along the current bus route.

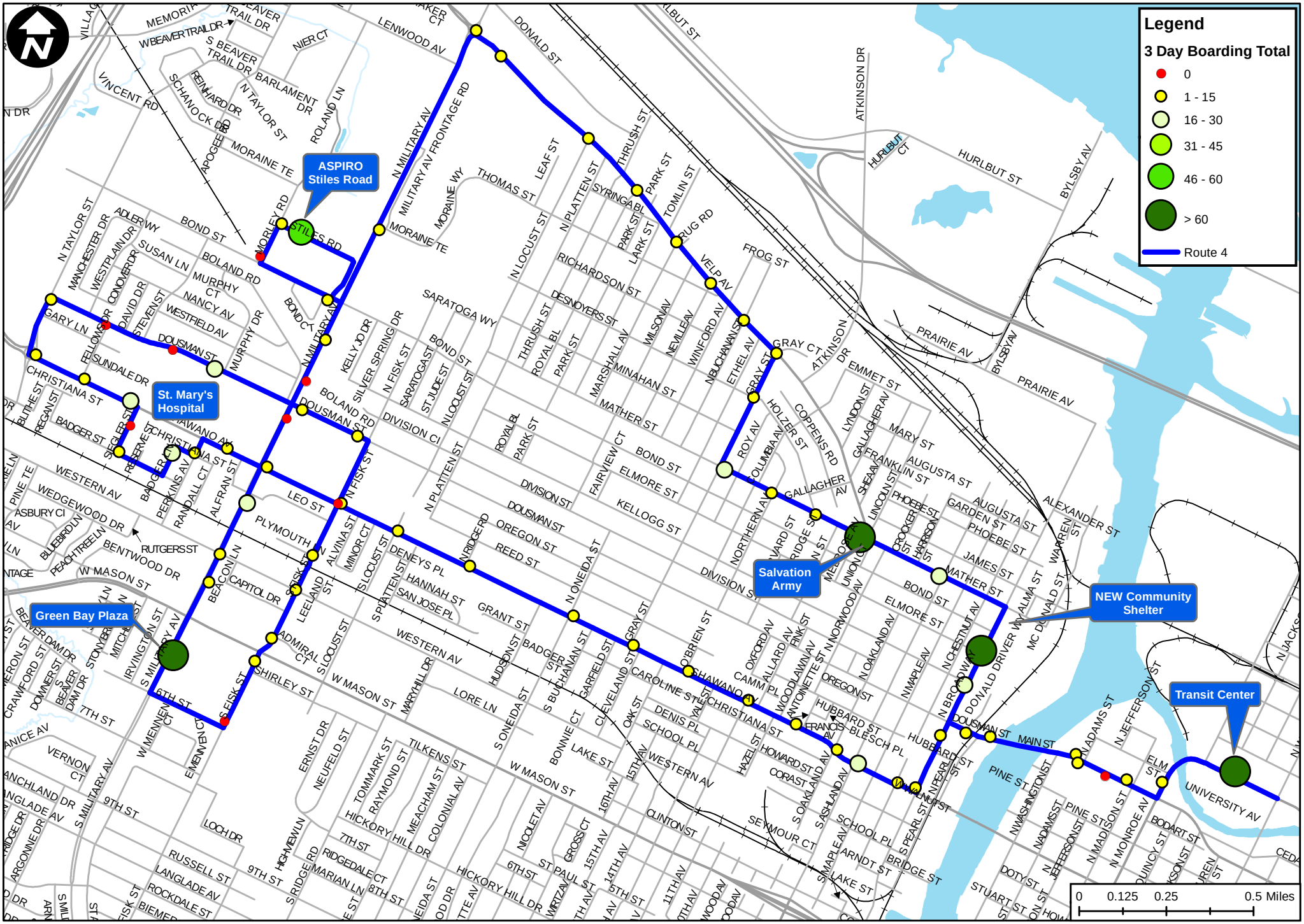
# Weekday Boardings for February 18, 19, & 20

# Route 4



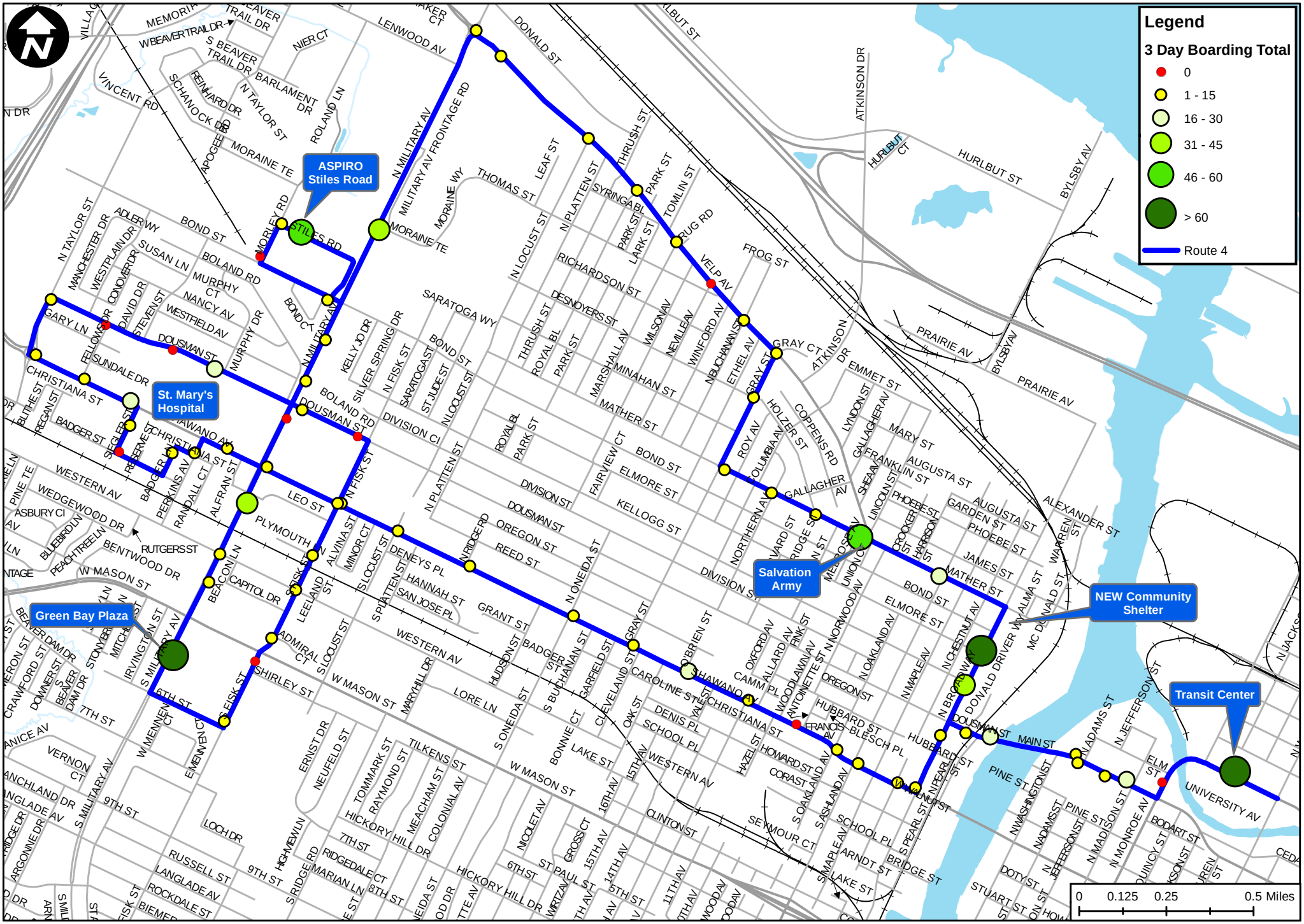
# Weekday Boardings for May 6, 7, & 8

# Route 4



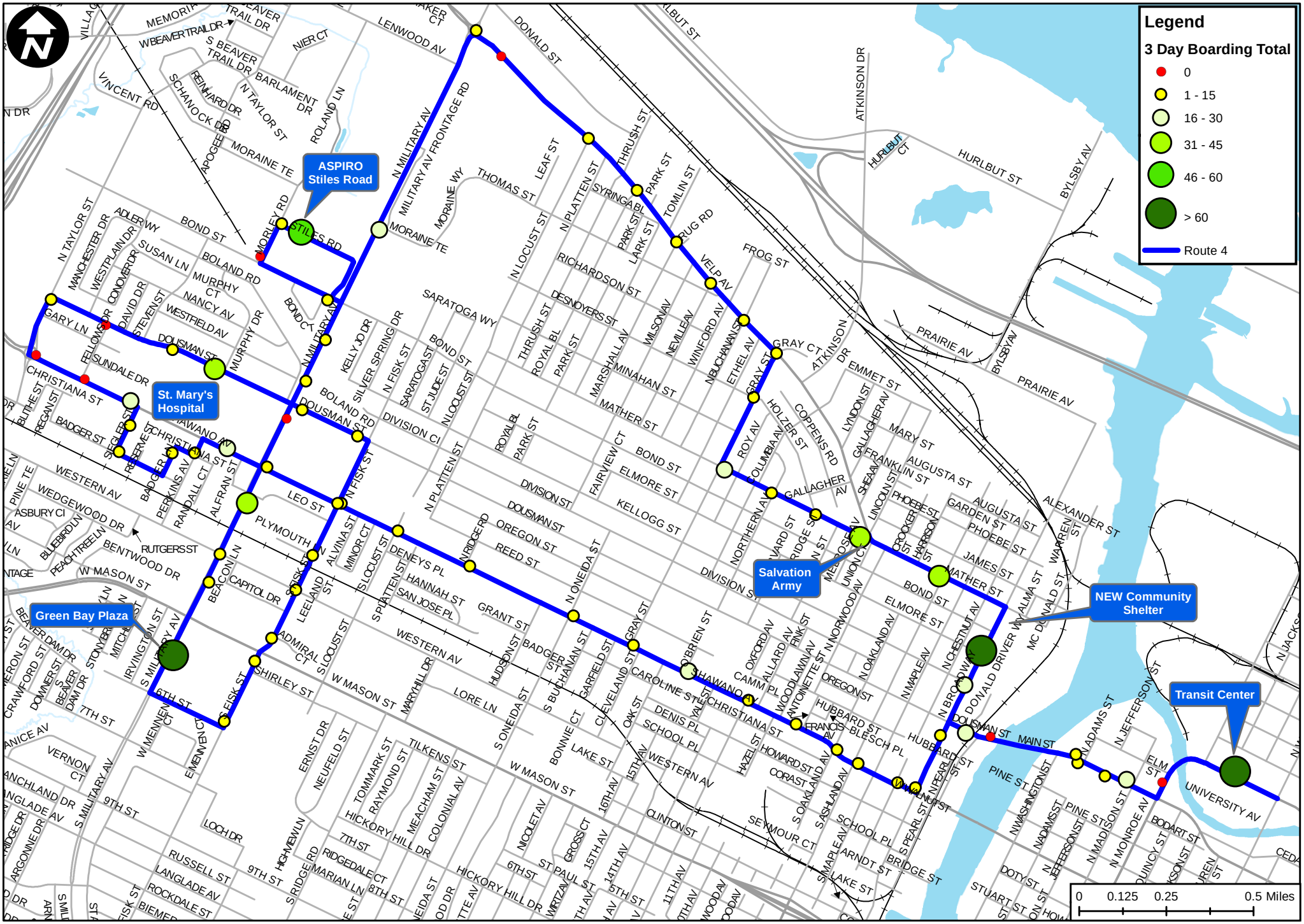
# Weekday Boardings for August 5, 6, & 7

# Route 4



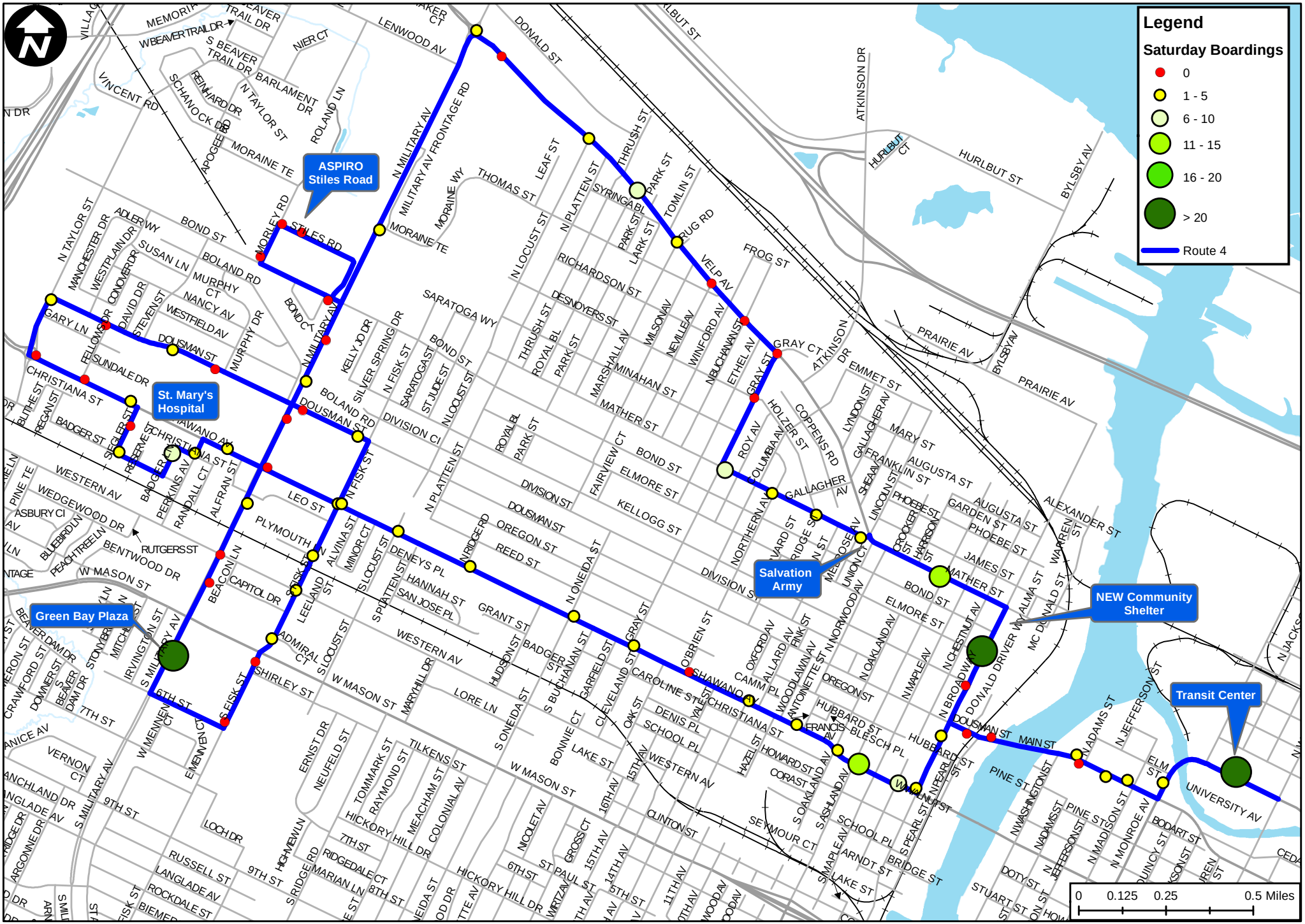
# Weekday Boardings for November 4, 5, & 6

# Route 4



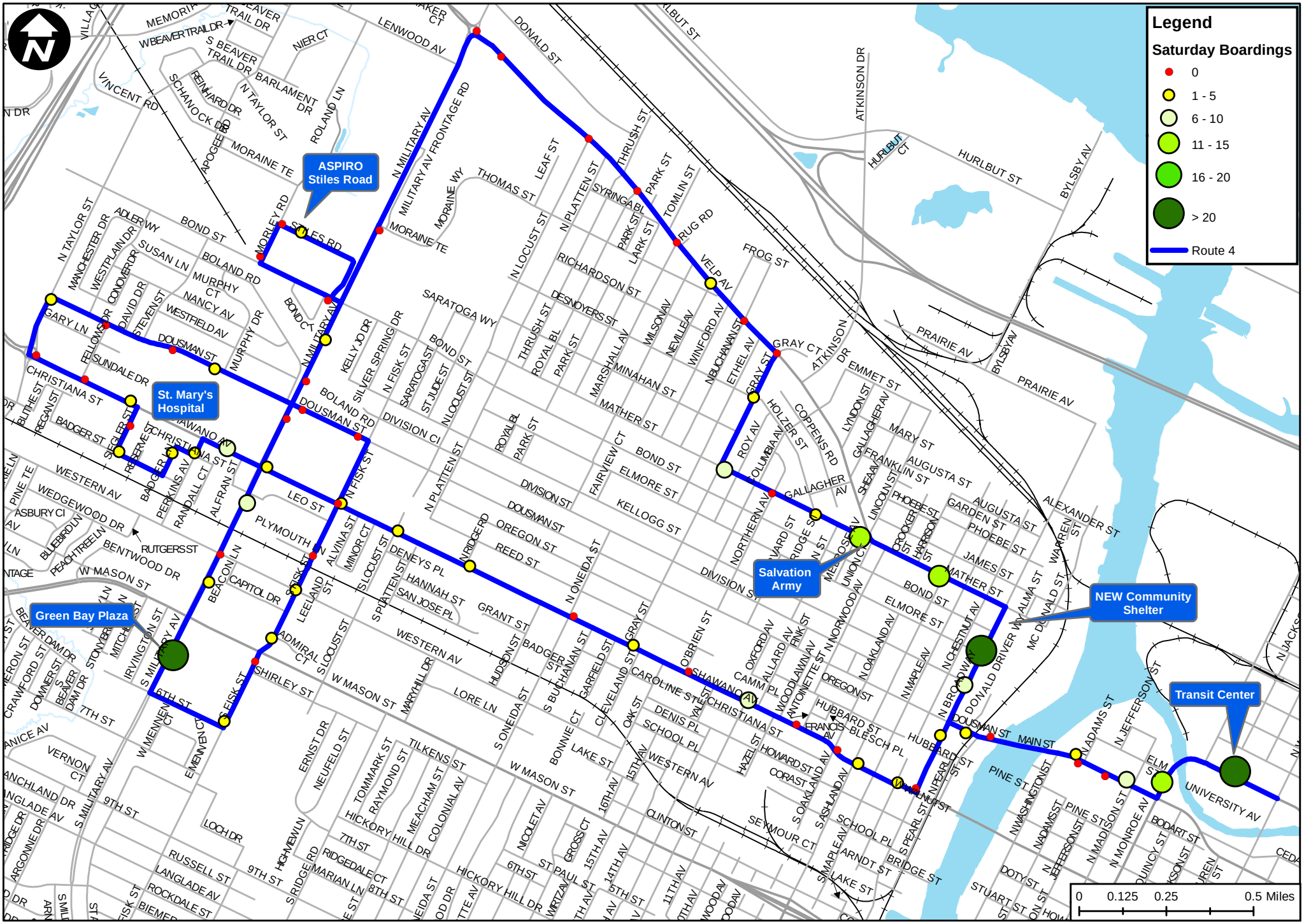
# Saturday Boardings for February 22

# Route 4



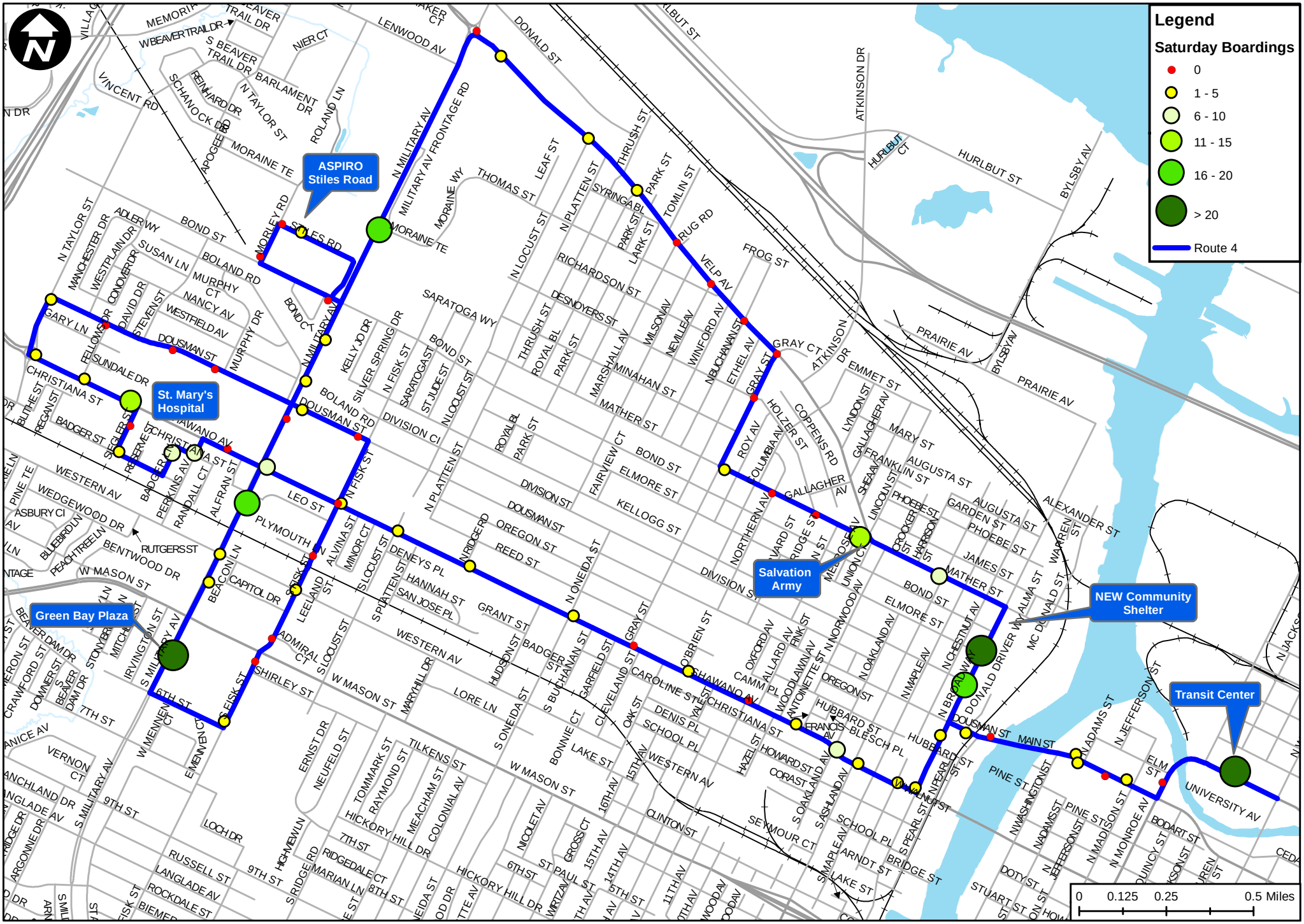
# Saturday Boardings for May 10

# Route 4



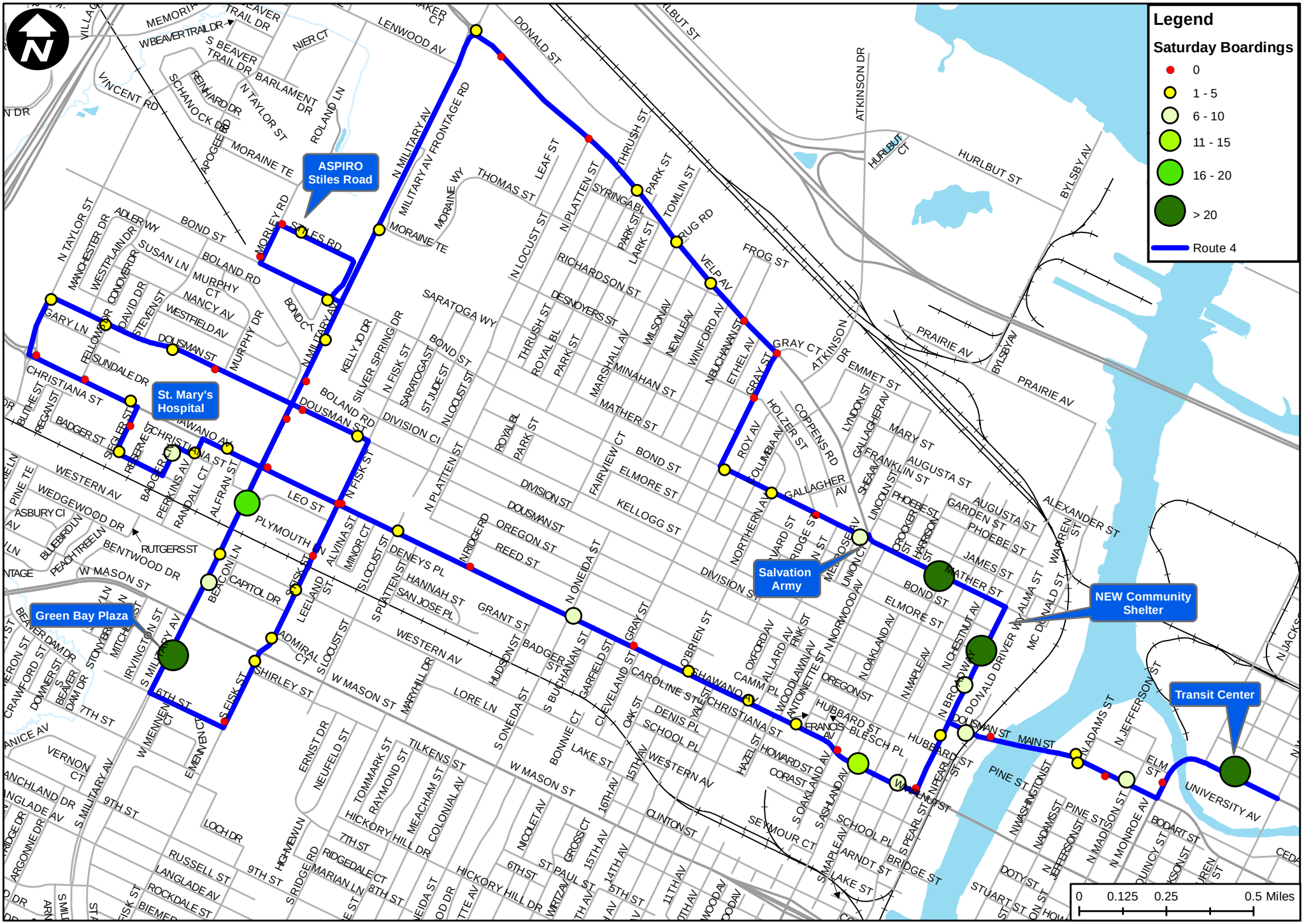
# Saturday Boardings for August 9

# Route 4

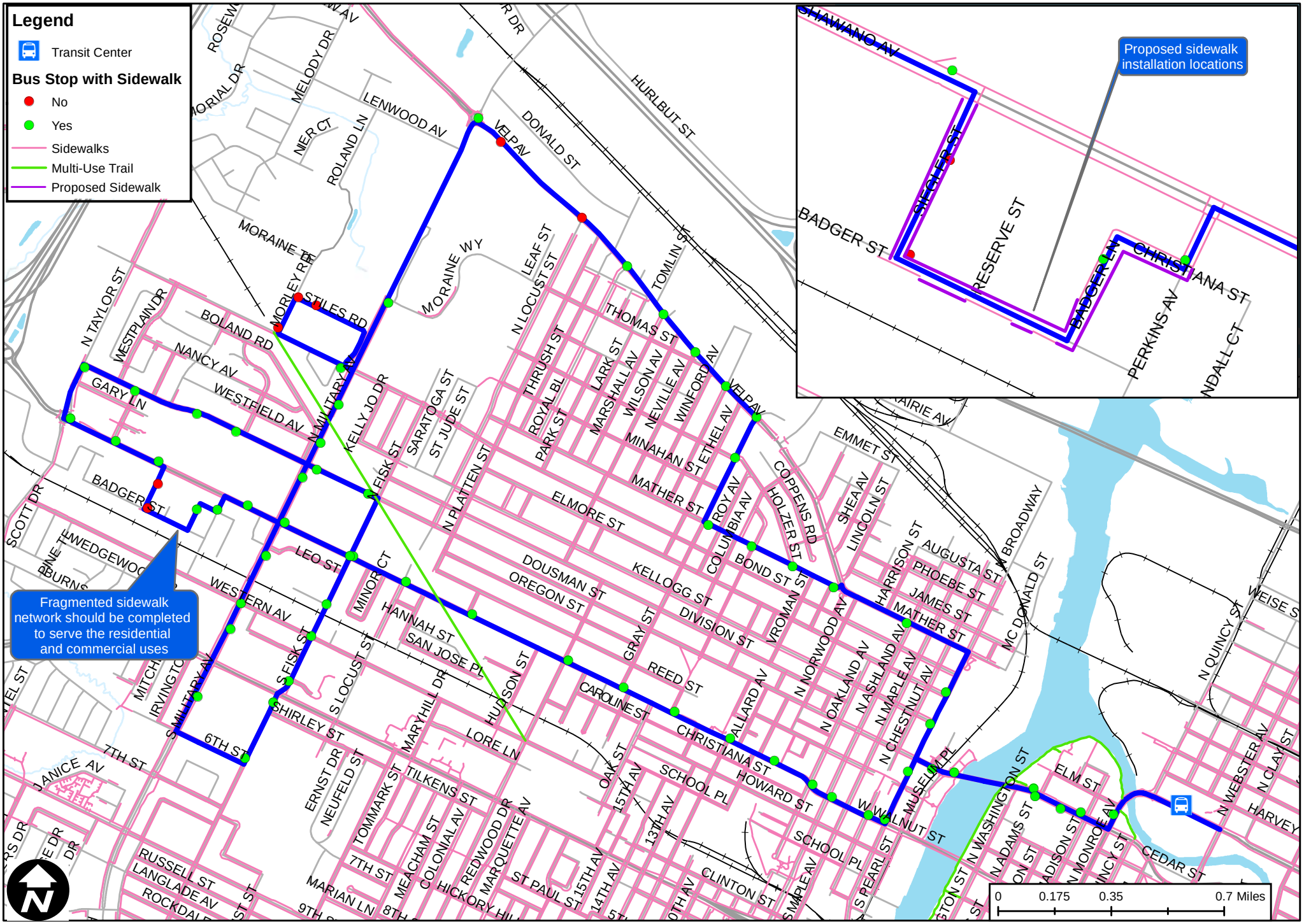


# Saturday Boardings for November 8

# Route 4



# Route 4 Sidewalk Analysis and Recommendations



## Route 5

**Route Description**: Route 5 (Plum) is primarily an east-west route that utilizes 9th street as the main corridor. This route also serves downtown Green Bay, Lombardi Middle School, Green Bay Southwest High School, and the Green Bay Plaza transfer point. Limited service is provided on weekdays during peak travel times from 5:45am to 9:45am and again from 1:45pm to 5:45pm. There is no service provided on weekday evenings or Saturdays.

| 2014 Annual Route Review Statistics – Route 5 | | |
|---|---|---|
| | Totals | Rank among all routes |
| Route 5 Revenue/hour | $15.00 | 5 out of 13 |
| System Standard | $11.65 | |
| Route 5 Passengers/hour | 20.5 | 4 out of 13 |
| System Standard | 15.4 | |
| Route 5 Operating Ratio | 17.3% | 5 out of 13 |
| System Standard | 13.4% | |

**Weekday Ridership/Boarding Summary**: While Route 5 appears to perform well among the other routes, the limited number of hours that this route is in service is a likely reason for the higher rank among the other 12 routes in the 2014 Annual Route Review Statistics. Route 5 boarding totals are largely dependent on passengers attending either Southwest High School or Lombardi Middle School. This was evident when comparing the boardings for the August sample period to the other sample periods in February, May, and November. The number of boardings at both schools decreases dramatically during the month of August when school is not in session. For example, boardings drop from an average of more than 20 per day to a daily average of five or less at both Southwest High School and Lombardi Middle School.

**Saturday Ridership/Boarding Summary:** Route 5 does not provide service on Saturdays.

**Accessibility Summary**: The majority of the bus stops that serve Route 5 have access to the current sidewalk network. One area at the west end of the route lacks sidewalk accommodations at a number of bus stops, particularly along Hazelwood Lane and Wood Lane. The boardings at the bus stops along these streets revealed that there were a number of bus stops on these roads that consistently yielded zero boardings. With zero boardings across the four study periods, it appears that some bus stops could be removed or consolidated. While sidewalks in this area would make for a great addition to the neighborhood, it should not be a high priority for Metro based on the current ridership/boarding data.

The bus stop located at the corner of Ashland Avenue and 9th Street would benefit from improved access. This bus stop is isolated between a busy four lane road and a railroad.

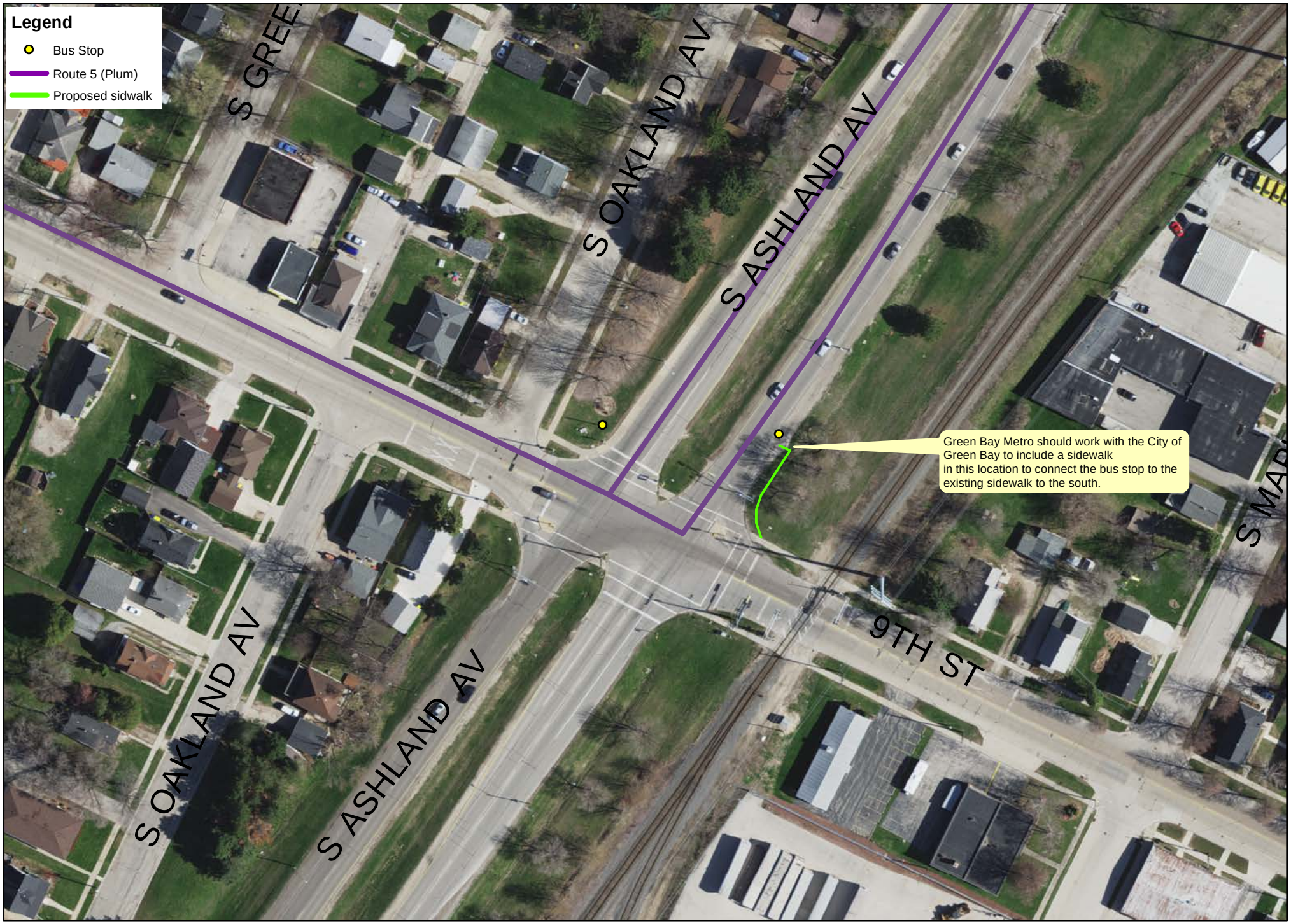
| Bus Stops with Sidewalks – Route 5 | | |
|---|---|---|
| | Total | Percent of total |
| **Total Bus Stops** | 751 | 100% |
| *Sidewalk yes* | 588 | 78.3% |
| *Sidewalk no* | 163 | 21.7% |
| **Route 5 Bus Stops** | 82 | |
| *Sidewalk yes* | 72 | 87.8% |
| *Sidewalk no* | 10 | 12.2% |

**General Route Recommendations**:

- For the bus stop located at the corner of Ashland Avenue and 9th Street, Green Bay Metro should work with the City of Green Bay to provide a firm, stable surface for passengers to board the bus and an ADA-compliant path to access the bus stop from the existing sidewalk to the south. The following map details these recommendations.

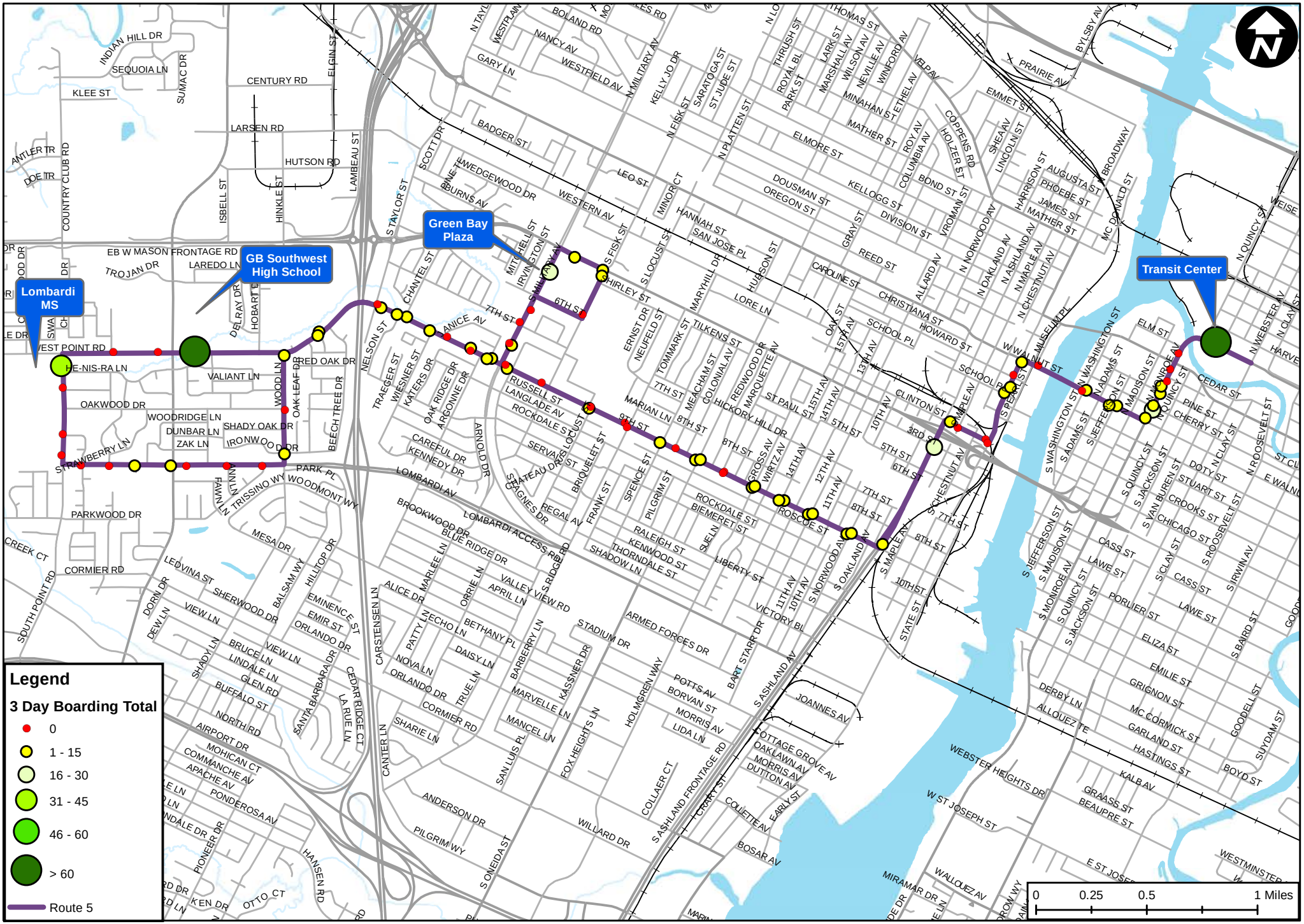
# Green Bay Metro Bus Stop Study

**Recommended improvements at stop # 439**



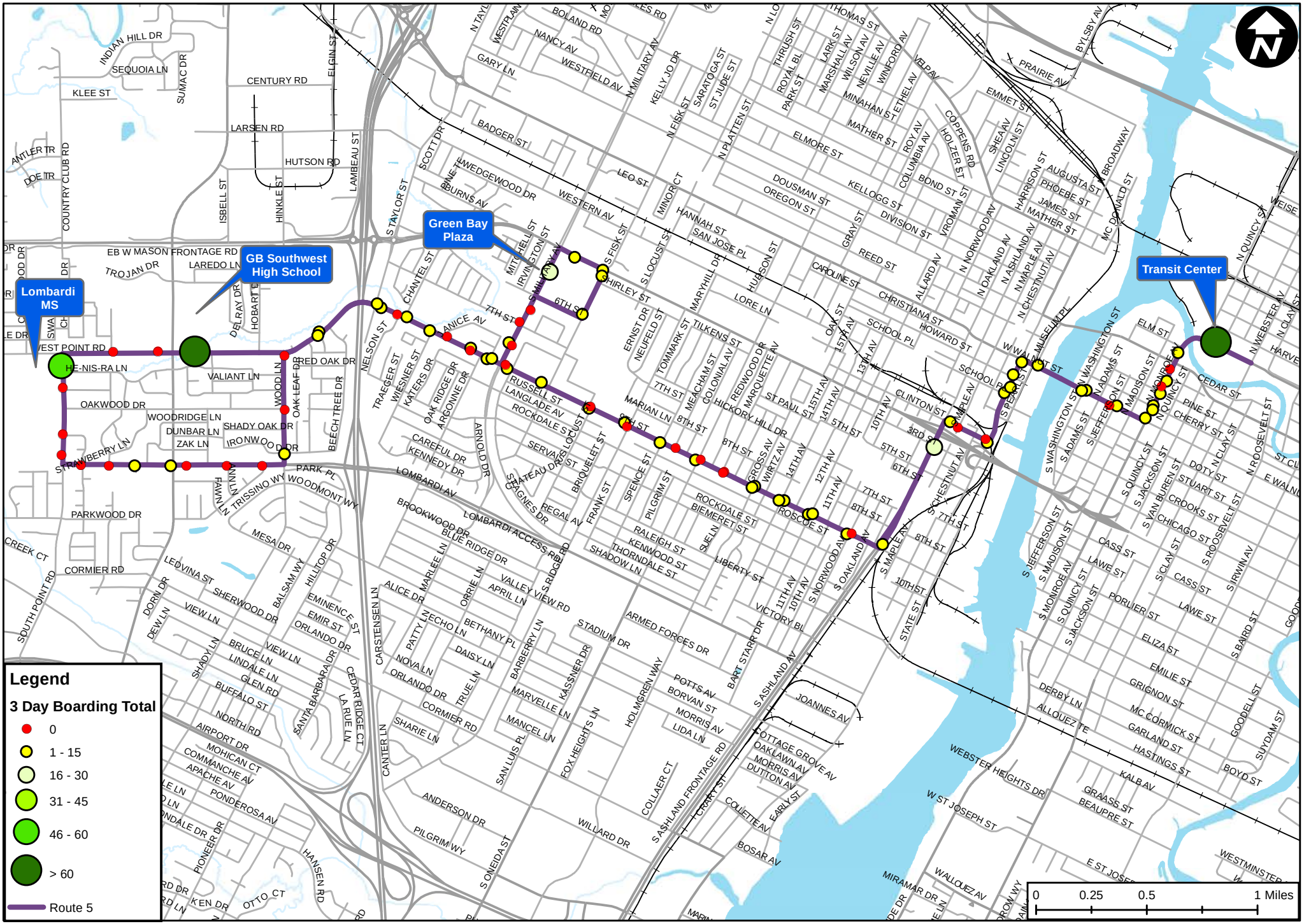
# Weekday Boardings for February 18, 19, & 20

# Route 5



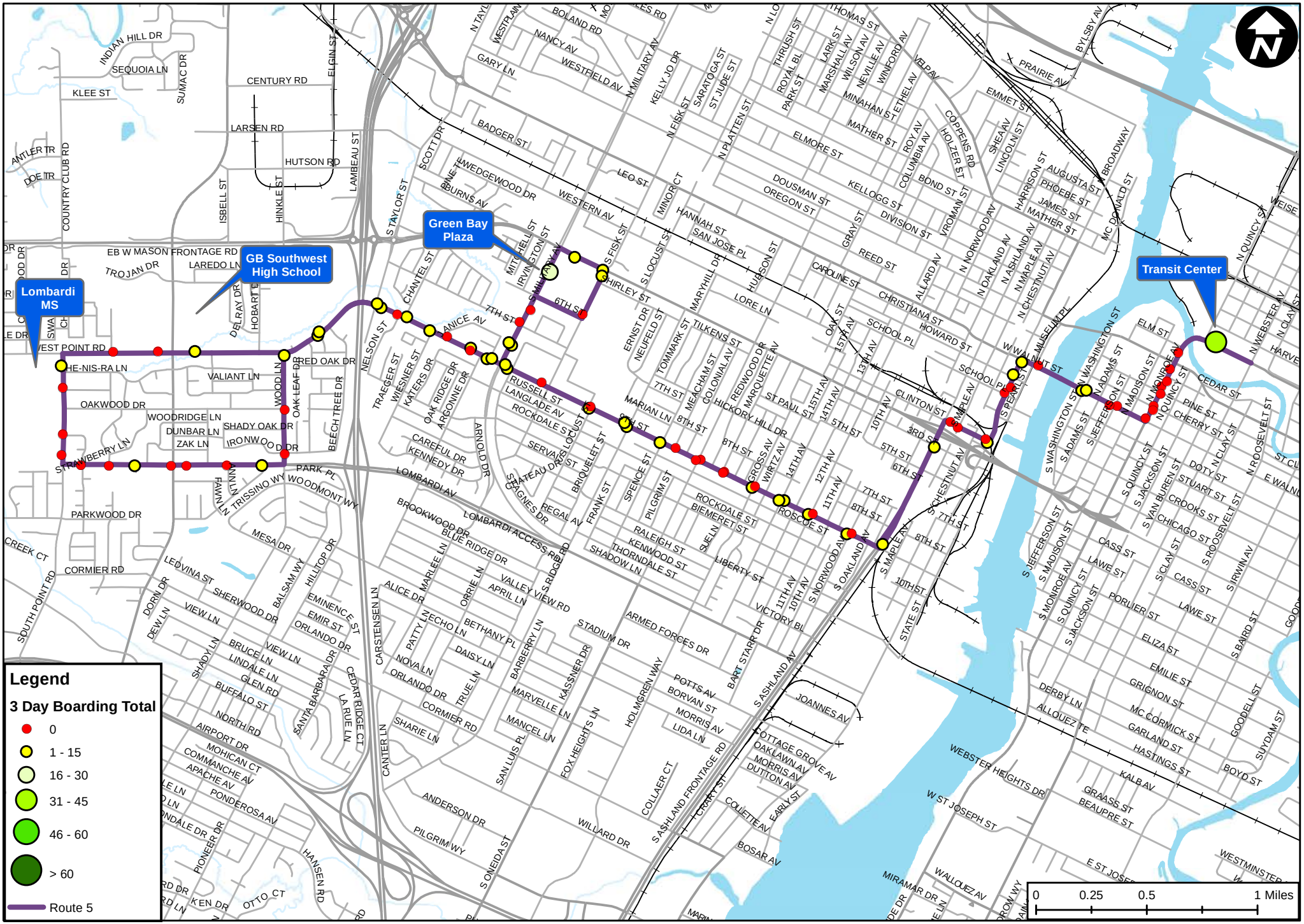
# Weekday Boardings for May 6, 7, & 8

# Route 5



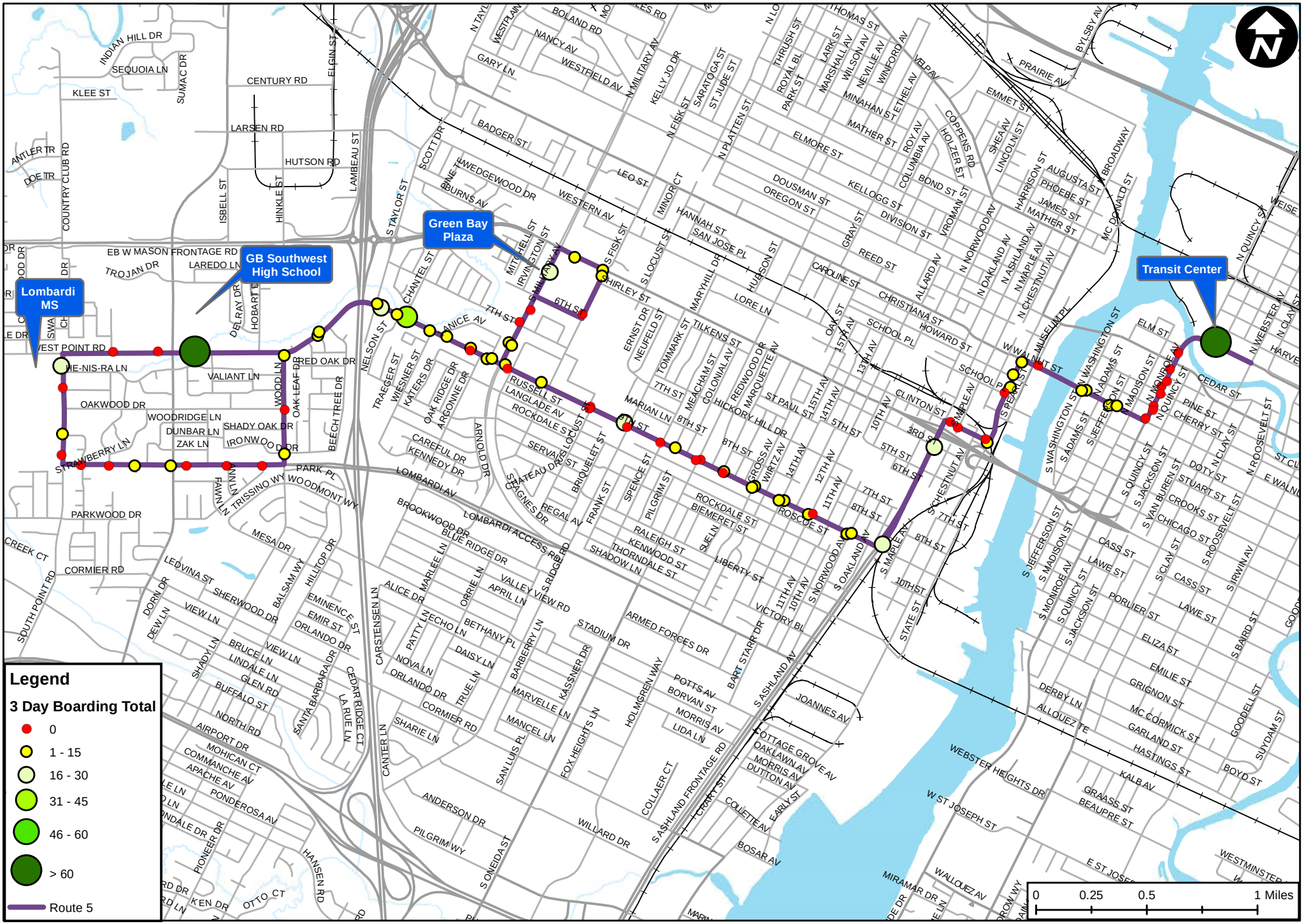
# Weekday Boardings for August 5, 6, & 7

# Route 5

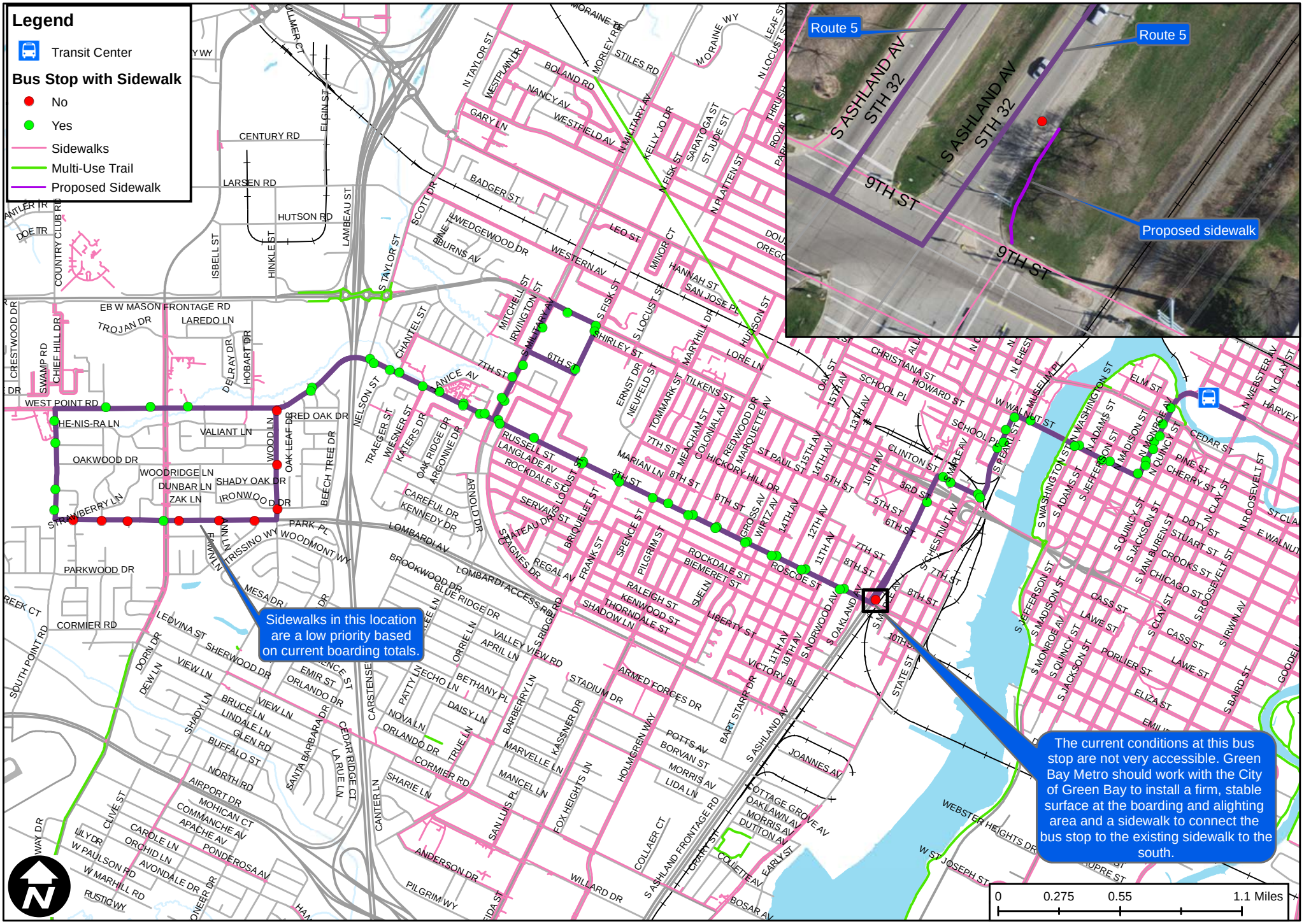


# Weekday Boardings for November 4, 5, & 6

# Route 5



# Route 5 Sidewalk Analysis and Recommendations



## Route 6

**Route Description**: Route 6 (red) is one of the most heavily used routes in the Green Bay Metro system. West Mason Street acts as the backbone of this route that makes stops at the Green Bay Plaza transfer point and NWTC. Hourly service is provided on weekdays from 5:45pm to 9:45pm, while Saturday service is provided from 7:45am to 6:45pm. Half hour service is provided on weekdays from 5:15am to 5:45pm.

| 2014 Annual Route Review Statistics – Route 6 | | |
|---|---|---|
| | Totals | Rank among all routes |
| Route 6 Revenue/hour | $18.42 | 1 out of 13 |
| System Standard | $11.65 | |
| Route 6 Passengers/hour | 23.2 | 3 out of 13 |
| System Standard | 15.4 | |
| Route 6 Operating Ratio | 21.2% | 1 out of 13 |
| System Standard | 13.4% | |

**Weekday Ridership/Boarding Summary**: Route 6 provides service to a variety of destinations on the west side of Green Bay. As indicated by the table above, Route 6 performs very well in comparison to the other 12 routes. There are many bus stops on Route 6 that saw high boarding numbers. These bus stops are located at NWTC, Sam's Club/Walmart, Festival Foods, the corner of West Mason Street and Packerland Drive, the Green Bay Plaza transfer point, all of the bus stops on Western Avenue, and four bus stops in Downtown Green Bay (#472, #1223, #470, and #1220).

- The two bus stops at NWTC saw a high number of boardings during the February, May, and November sample periods. The August sample was slightly lower; however, the boarding totals were still well above the majority of the other bus stops on this route. NWTC serves a regional need in Northeast Wisconsin and its importance is evident by the large number of people that are accessing the campus via Green Bay Metro. Additional details on these bus stops are provided in the Bus Stop Recommendations section.
- The bus stops located at Sam's Club/Walmart and Festival Foods function similarly in that they both provide access to commercial retailers. These retailers provide products that most people purchase for daily needs. Both of these bus stops saw boarding totals fluctuate between the four study periods; however, they both experienced an average daily boarding total greater than 20 per day for at least one of the four study periods. Additional details on these bus stops are provided in the Bus Stop Recommendations section.
- Bus stop #678 located at the corner of West Mason Street and Packerland Drive saw average weekday boarding totals above 20 per day during all four study periods. Green Bay Metro and the City of Green Bay made improvements to this bus stop while this study was in progress. The improvements have been

documented and can be viewed in the before and after photos in the Bus Stop Recommendations section.

- The formal Green Bay Plaza transfer point is located on Military Avenue; however, a second bus stop (#1355) that is located just around the corner on Mason Street is functioning as an informal transfer point. The formal transfer point is on the outbound portion of Route 6, while the informal transfer point is located on the inbound portion. Additional details on this bus stop are provided in the Bus Stop Recommendations section.
- Collectively, the five bus stops on Western Avenue contributed significantly to the total boardings on Route 6. This higher density residential area has a number of people that use transit on a daily basis. Bus stop #659, which is nearest to Military Avenue, had the highest boarding totals of the five bus stops on Western Avenue. Additional details on bus stop #659 are provided in the Bus Stop Recommendations section.
- Four bus stops (#470, 472, 1223, and 1220) in Downtown Green Bay serve various businesses, institutional facilities, and residential areas. Because of the varying land uses in this area, a variety of people are using these bus stops for several purposes. Stop #470 saw average boarding totals over 20 per day through all four study periods. Additional recommendations are discussed in the Bus Stop Recommendations section.

**Saturday Ridership/Boarding Summary:** Saturday boarding patterns were very similar to the weekdays with the exception of the two bus stops located at NWTC. With significantly less activity on campus during the weekends, the ridership dropped dramatically at these two stops.

**Accessibility Summary**: Many of the bus stops located to the west of US 41 do not have access to an adjacent sidewalk. The existing sidewalk network in this area is limited, and trying to connect a new sidewalk to the existing sidewalk network would be costly due to the long distances between existing sidewalks and bus stops without sidewalk access.

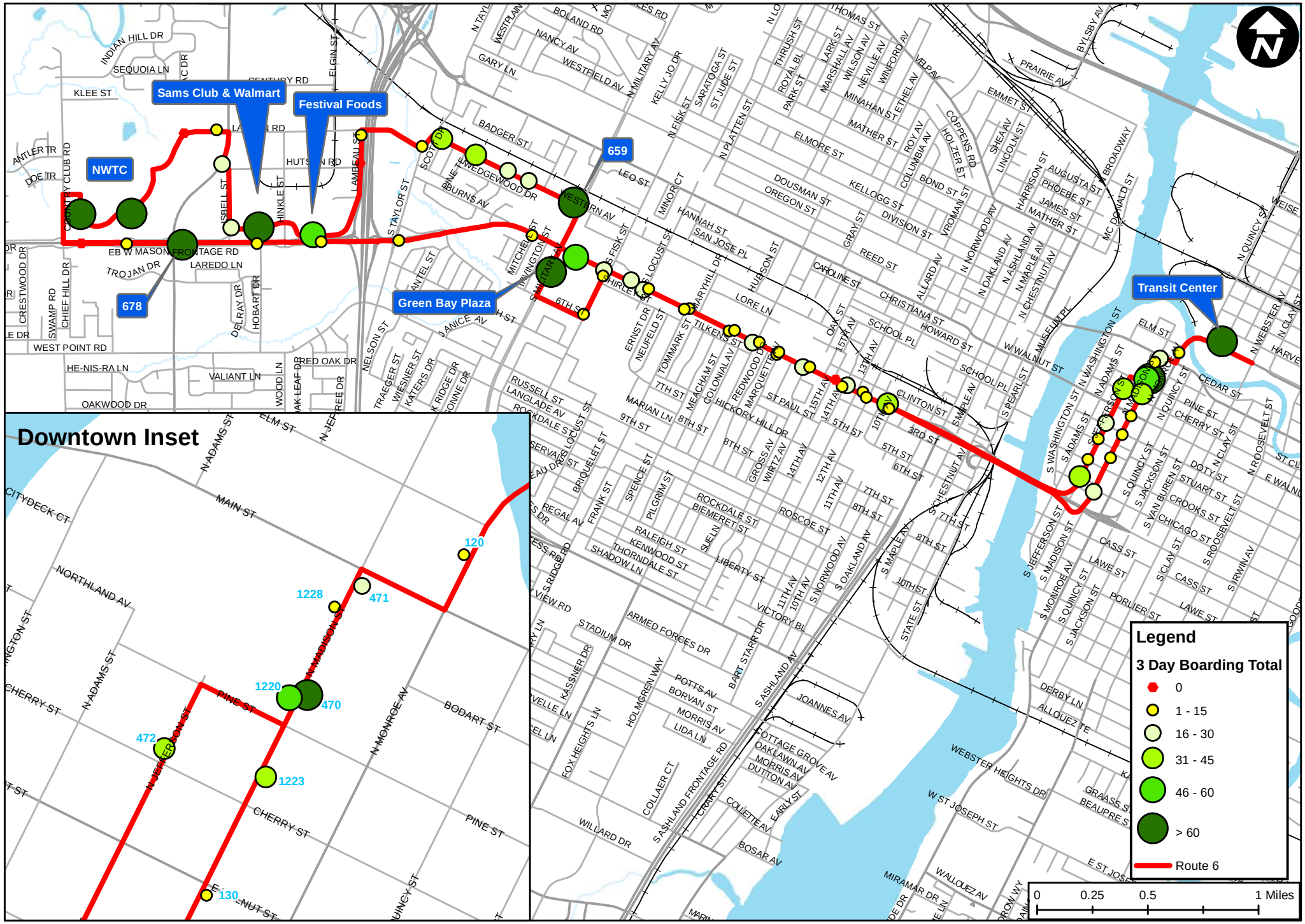
| Bus Stops with Sidewalks – Route 6 | | |
|---|---|---|
| | Total | Percent of total |
| **Total Bus Stops** | 751 | 100% |
| *Sidewalk yes* | 588 | 78.3% |
| *Sidewalk no* | 163 | 21.7% |
| **Route 6 Bus Stops** | 63 | |
| *Sidewalk yes* | 48 | 76.2% |
| *Sidewalk no* | 15 | 23.8% |

**General Route Recommendations**:

- It is recommended that Green Bay Metro consider installing concrete pads, bus shelters, and accessible paths at the bus stops along Western Avenue (stops #1396, #663, #662, and #661) if boarding totals increase to more than an average of 20 boardings per day.
- It is recommended that Green Bay Metro consider installing concrete pads, bus shelters, and accessible paths at bus stops #472, #1223, and #1220 if boardings increase to more than an average of 20 per day.
- The bus stop at Sam's Club/Walmart was recently improved with a shelter and an ADA-compliant ramp and loading area. It is recommended that Green Bay Metro continue to work with Sam's Club/Walmart to develop a plan to install a pedestrian walkway from the bus shelter to the storefronts. Examples of a parking lot walkway are provided below:

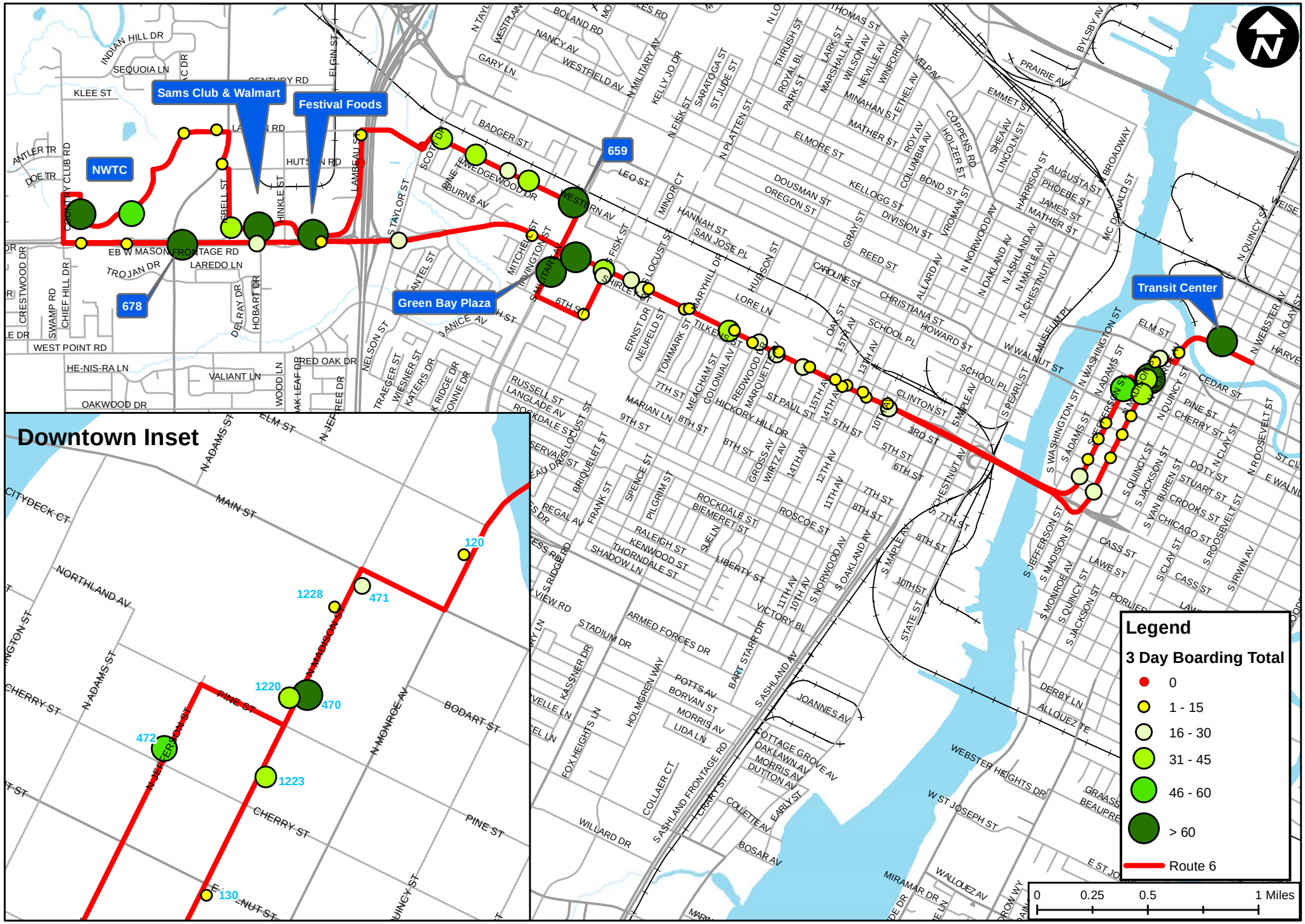
# Weekday Boardings for February 18, 19, & 20

# Route 6



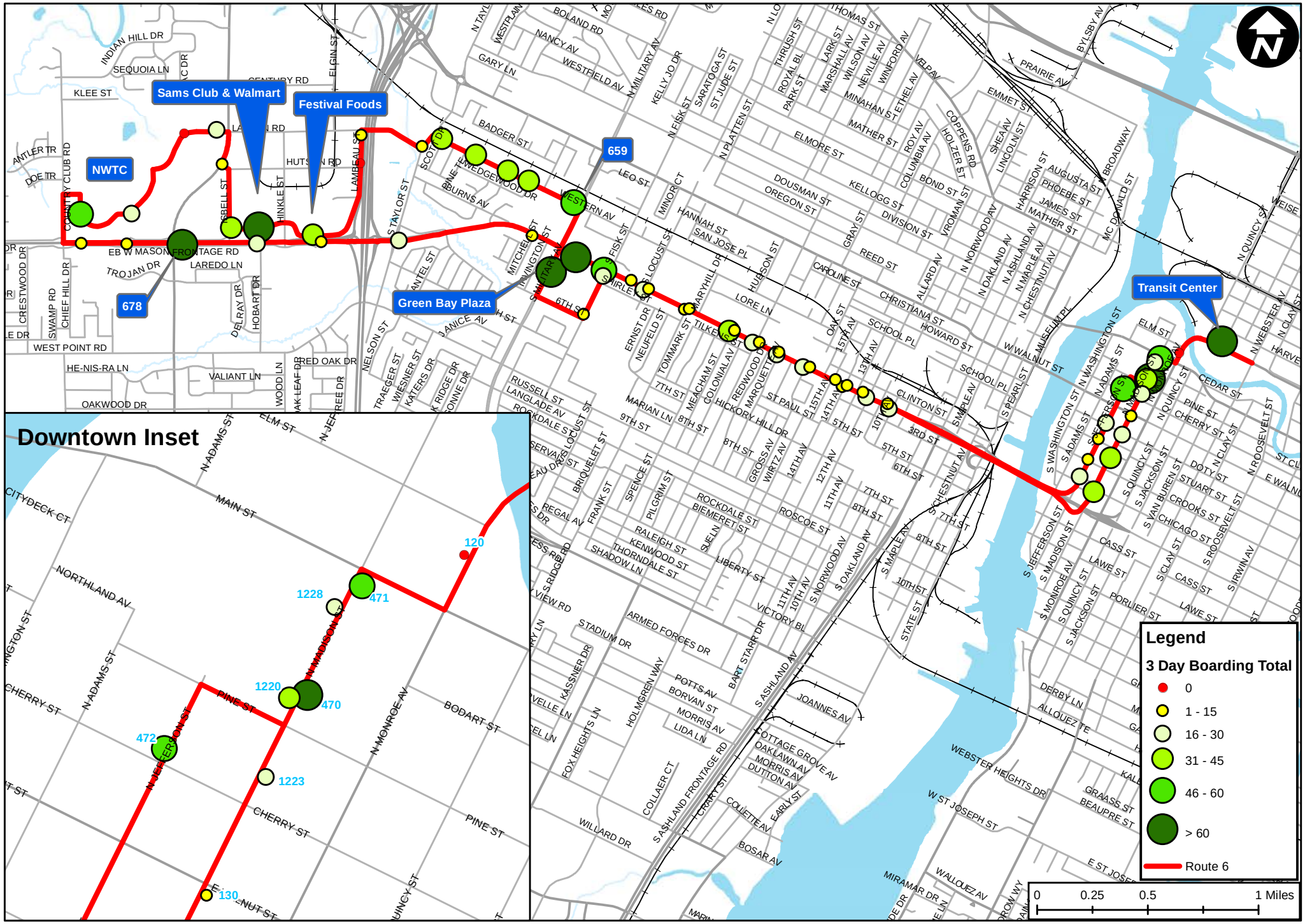
# Weekday Boardings for May 6, 7, & 8

# Route 6



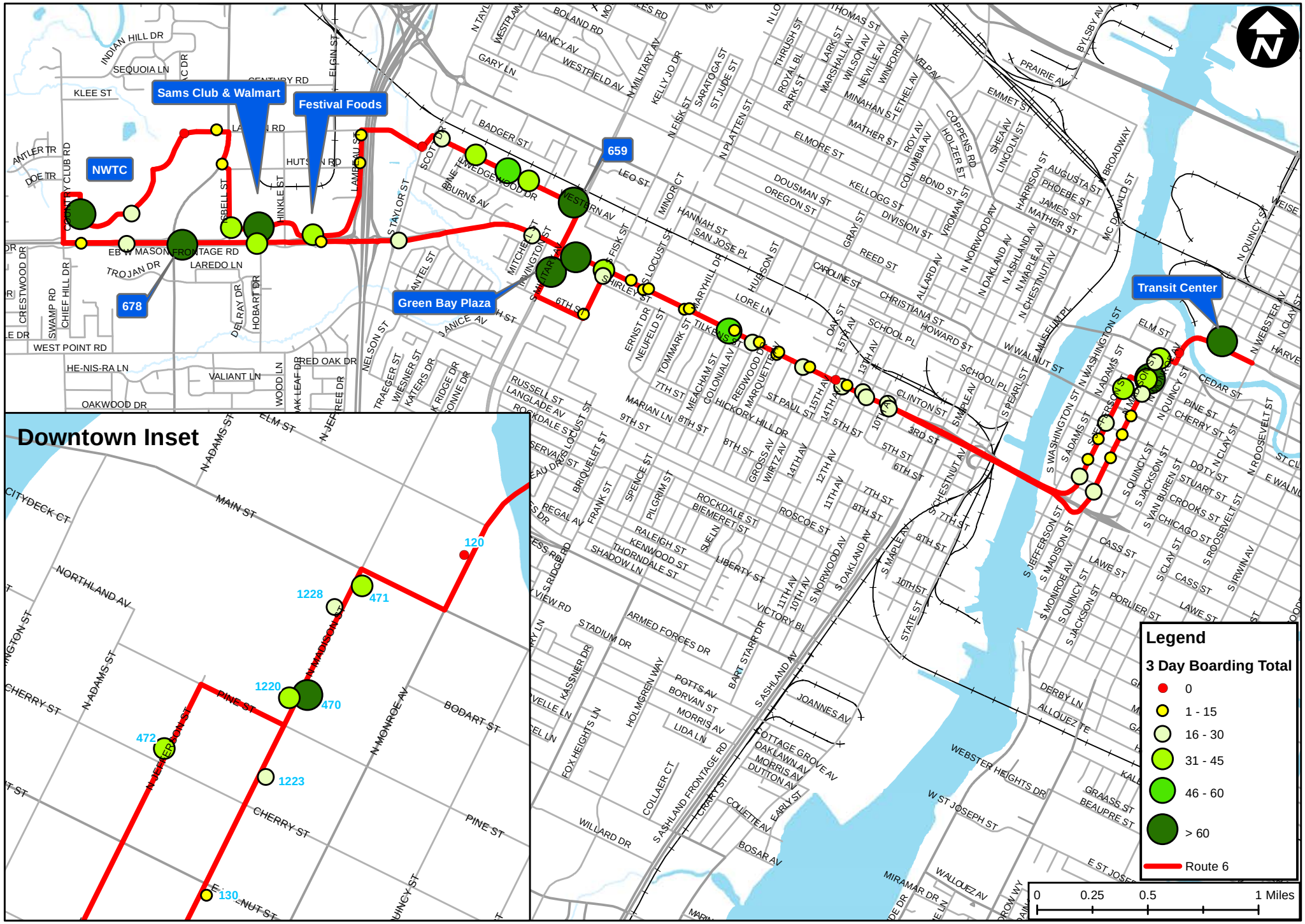
# Weekday Boardings for August 5, 6, & 7

# Route 6



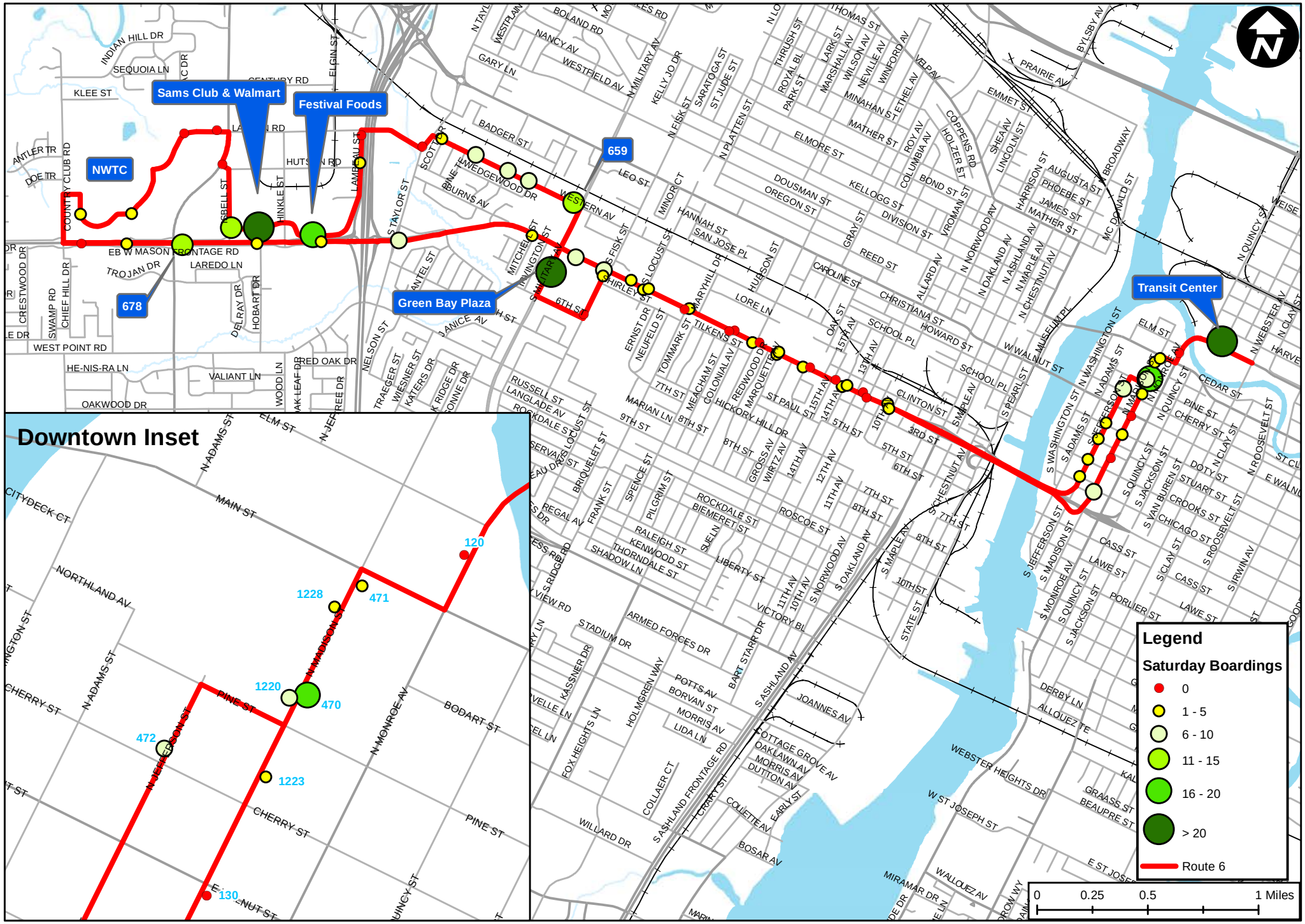
# Weekday Boardings for November 4, 5, & 6

# Route 6



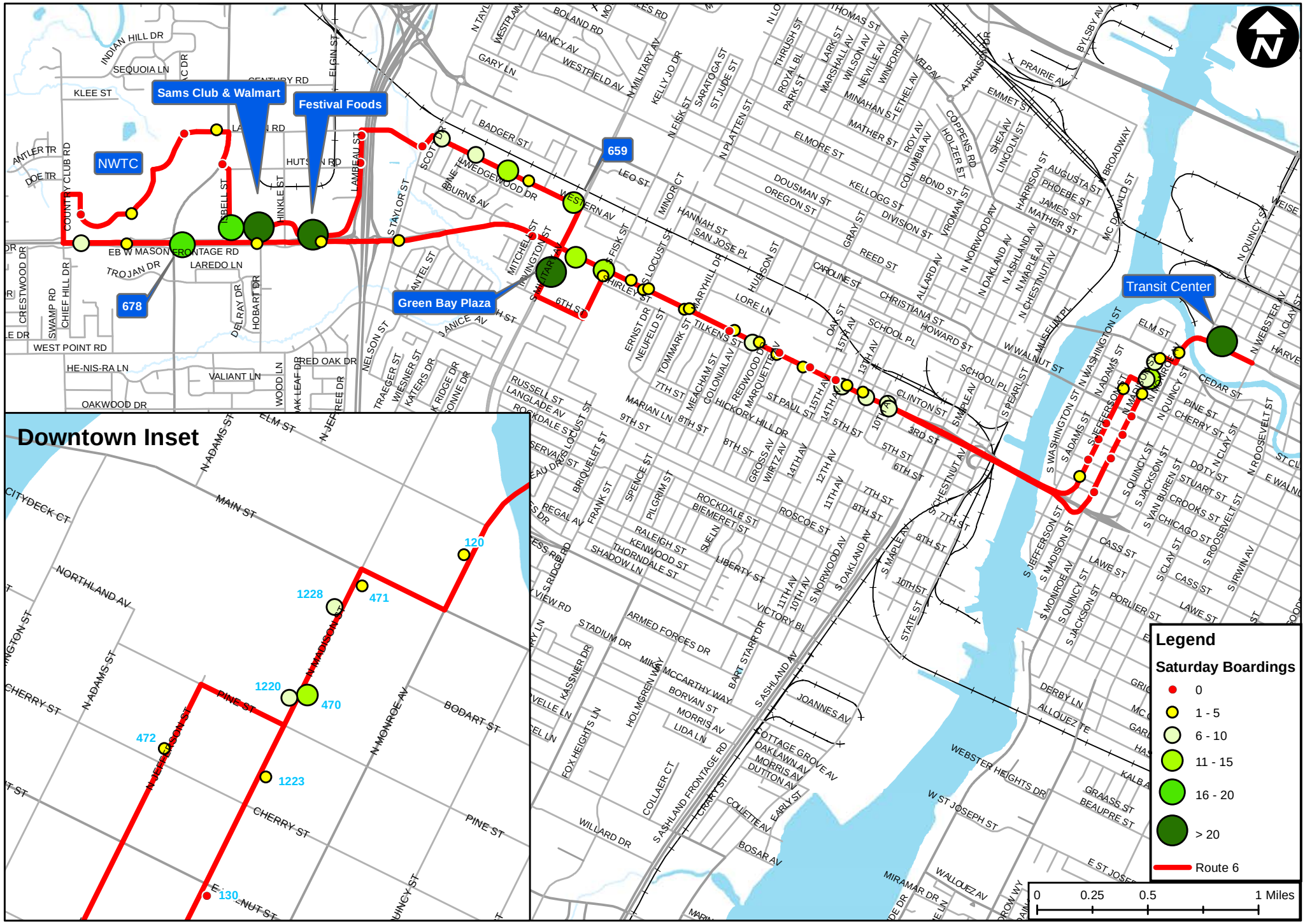
# Saturday Boardings for February 22

# Route 6



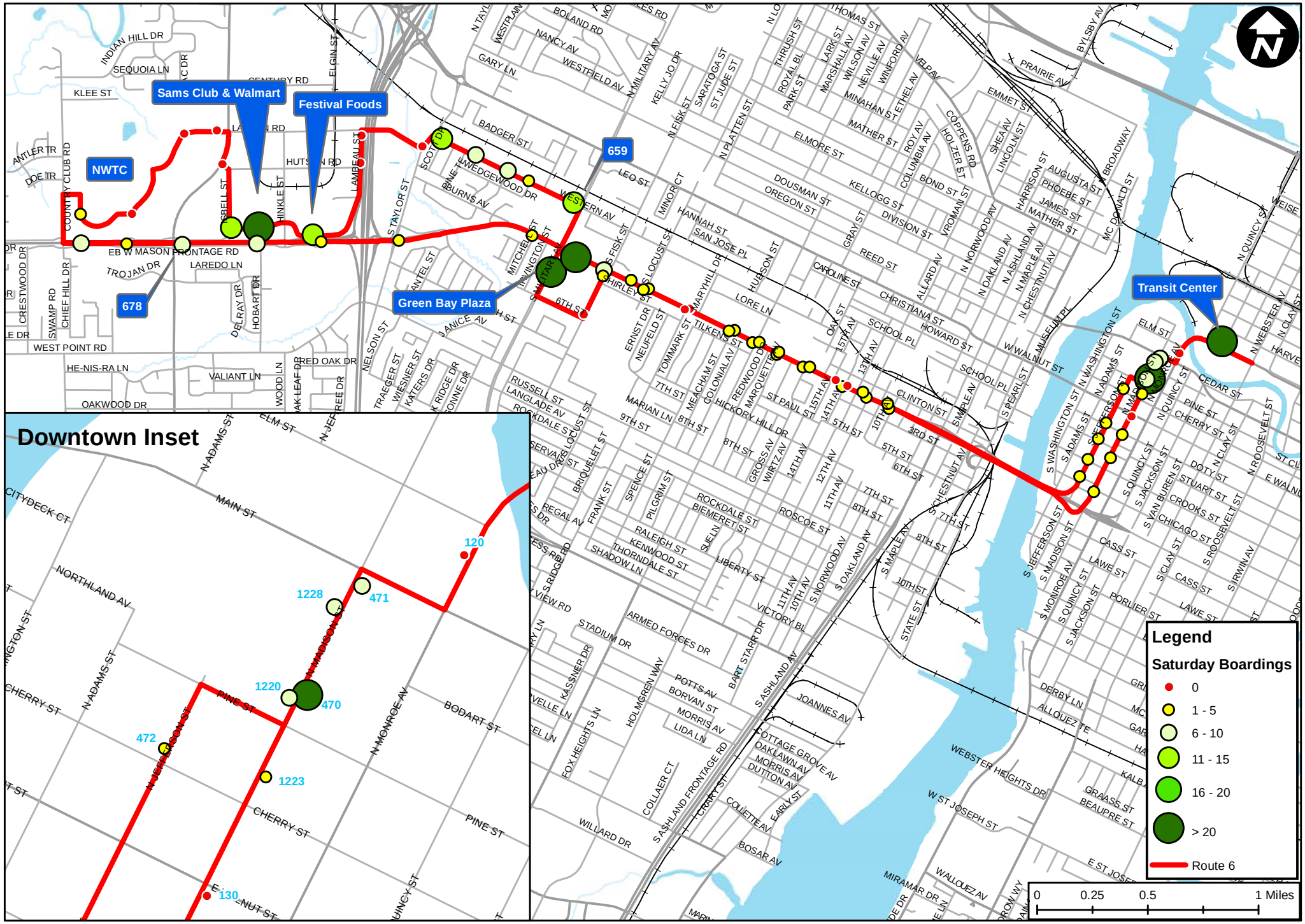
# Saturday Boardings for May 10

# Route 6



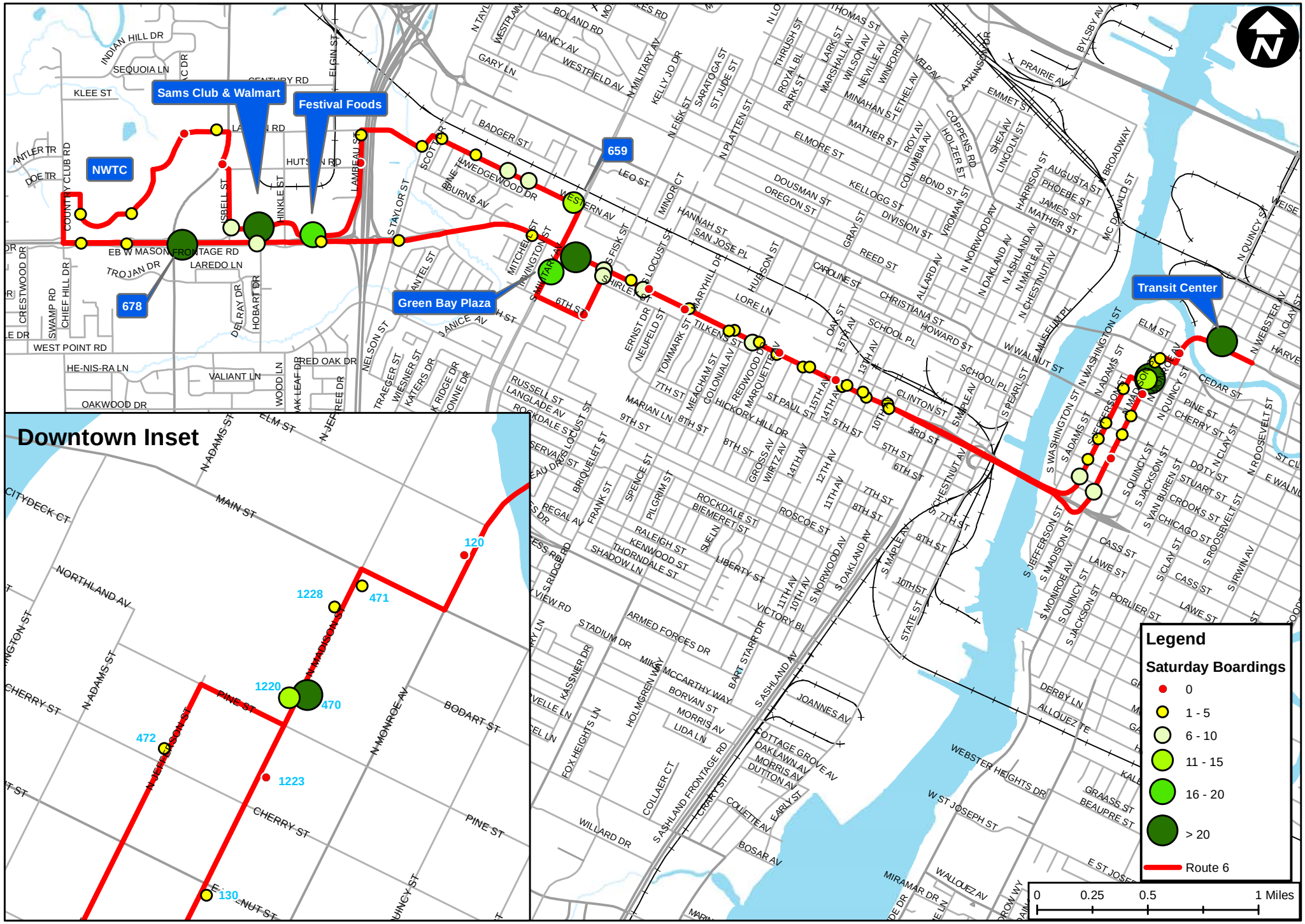
# Saturday Boardings for August 9

# Route 6

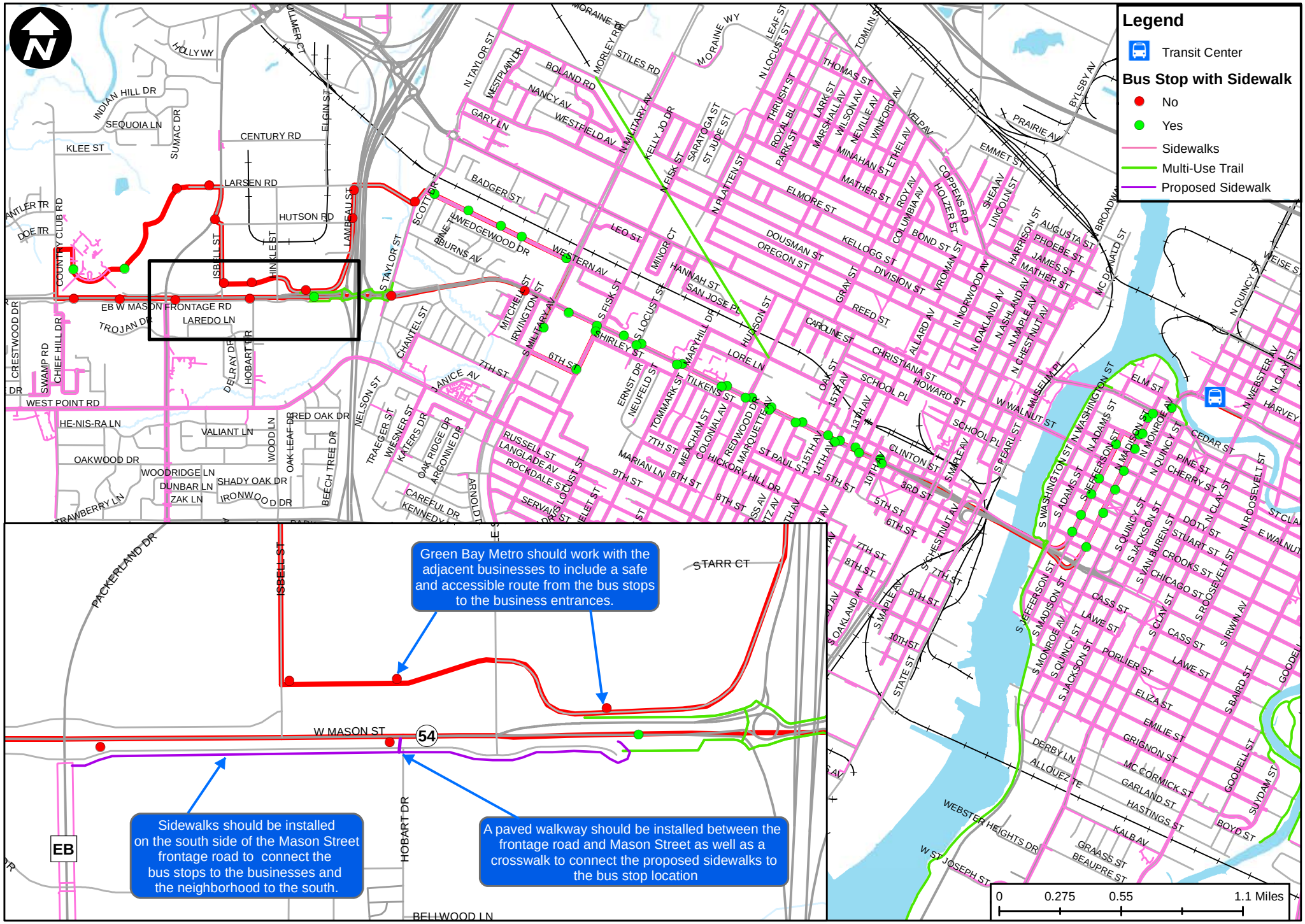


# Saturday Boardings for November 8

# Route 6



# Route 6 Sidewalk Analysis and Recommendations



## Route 7

**Route Description**: Route 7 (Lime) provides service to a number of institutions on Green Bay's east side including the University of Wisconsin - Green Bay (UWGB), N.E.W. Curative Rehabilitation, the Milo C. Huempfner V.A. Center, and the Brown County Jail and Community Treatment Center. The route utilizes University Avenue for the majority of its trip, and it directly serves the UWGB campus and the Schmitt Park neighborhood. This route provides service every half hour on weekdays from 5:15am to 5:45pm. Service is also provided on weekday evenings and Saturdays on an hourly basis. Evening service is available from 5:45pm to 9:45pm, and Saturday service is available from 7:45am to 6:45pm.

| 2014 Annual Route Review Statistics – Route 7 | | |
|---|---|---|
| | Totals | Rank among all routes |
| Route 7 Revenue/hour | $13.52 | 9 out of 13 |
| System Standard | $11.65 | |
| Route 7 Passengers/hour | 19.3 | 6 out of 13 |
| System Standard | 15.4 | |
| Route 7 Operating Ratio | 15.5% | 9 out of 13 |
| System Standard | 13.4% | |

**Weekday Ridership/Boarding Summary**: Route 7 serves a very diverse group of facilities. Many trips are generated by these facilities, and the number of trips will likely increase in the near future as the Milo C. Huempfner V.A. Center continues to expand its capacity.

It is also important to note that boardings on the inbound half of the route, especially west of Danz Avenue, were significantly higher than the corresponding outbound stops. The people living both north and south of University Avenue are likely using these stops to access the Transportation Center to make transfers to other routes.

*Note: Route 7 serves the UWGB campus. Boarding data for UWGB students were not available from GFI and could not be tied to a bus stop ID number. Therefore, the boarding totals shown on the following maps are missing all trips taken by UWGB students that used their campus ID cards to access the bus. However, Green Bay Metro did record slightly less than 4,000 boardings by people using a UWGB student ID in calendar year 2013.*

**Saturday Ridership/Boarding Summary:** The average number of daily boardings at the Milo C. Huempfner V.A. Center, N.E.W. Curative Rehabilitation, and the Brown County Community Treatment Center were significantly lower on Saturdays. Bus stop #884, which is located just west of Danz Avenue, saw the most boardings during the four Saturdays studied.

**Accessibility Summary**: Route 7 has the lowest percentage of bus stops accessible by a sidewalk. A complete sidewalk network exists west of Danz Avenue, which allows transit users to safely access the surrounding neighborhoods and the commercial establishments that are not immediately adjacent to the bus stops. Retrofitting sidewalks in most of the areas east of Danz Avenue would be a large and costly undertaking due to the bus stops' distances from existing sidewalks. One area in particular could, however, benefit from the addition of a sidewalk.

The south side of Humboldt Road between University Avenue and the existing sidewalk to the north has a number of medium density residential developments that currently do not have sidewalk access to the adjacent bus stops. Providing a sidewalk in this location would help to fill a gap in the sidewalk network and allow for sidewalk access at two additional bus stops.

Access at the at the Milo C. Huempfner V.A. Center, N.E.W. Curative Rehabilitation, and the Brown County Community Treatment Center is adequate as Green Bay Metro provides service to each facility's entrances.

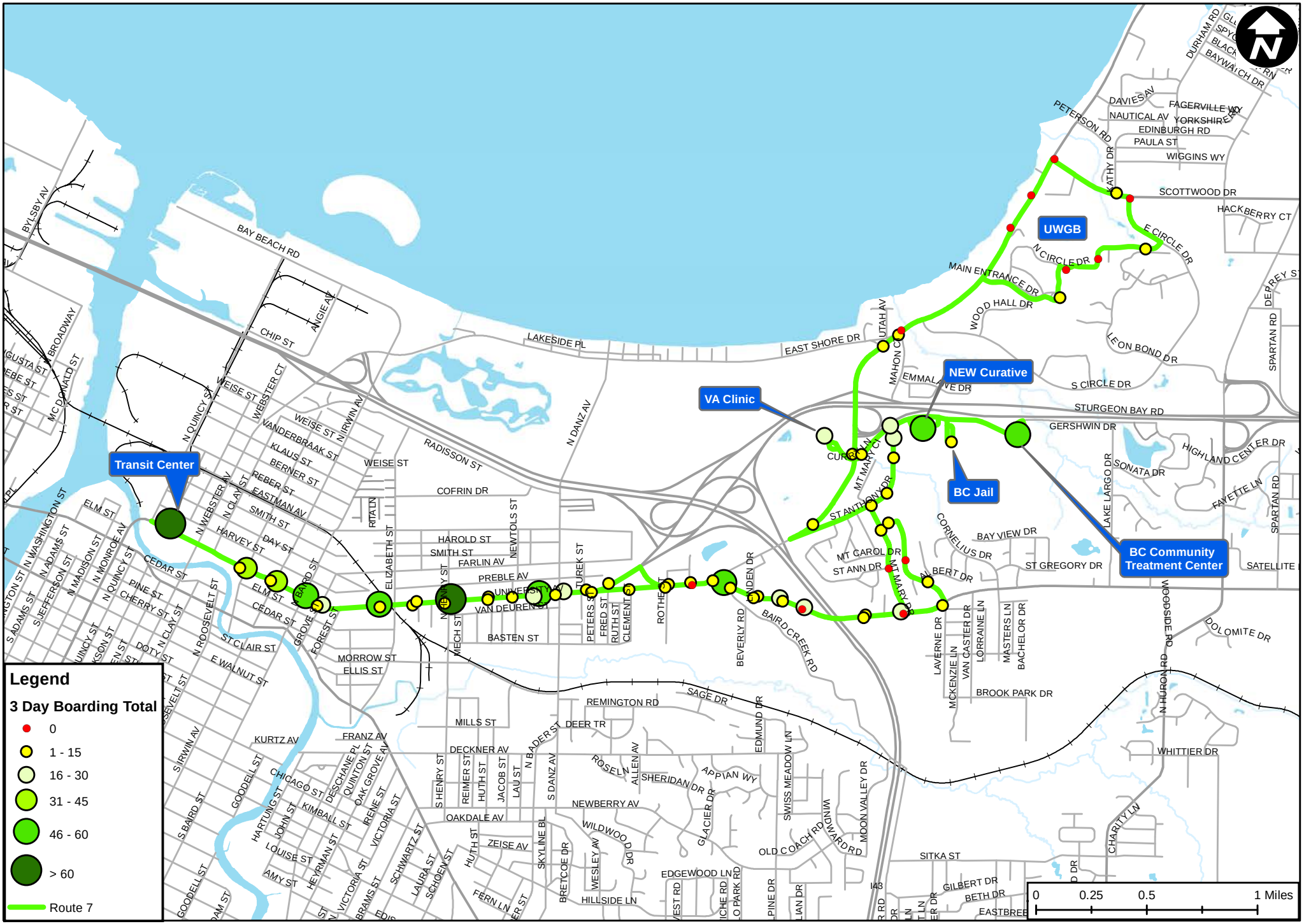
| Bus Stops with Sidewalks – Route 7 | | |
|---|---|---|
| | Total | Percent of total |
| **Total Bus Stops** | 751 | 100% |
| *Sidewalk yes* | 588 | 78.3% |
| *Sidewalk no* | 163 | 21.7% |
| **Route 7 Bus Stops** | 71 | |
| *Sidewalk yes* | 47 | 66.2% |
| *Sidewalk no* | 24 | 33.8% |

**General Route Recommendations**:

- Green Bay Metro should work with the City of Green Bay to install a sidewalk along the south side of Humboldt Road between University Avenue and the current sidewalk to the north.

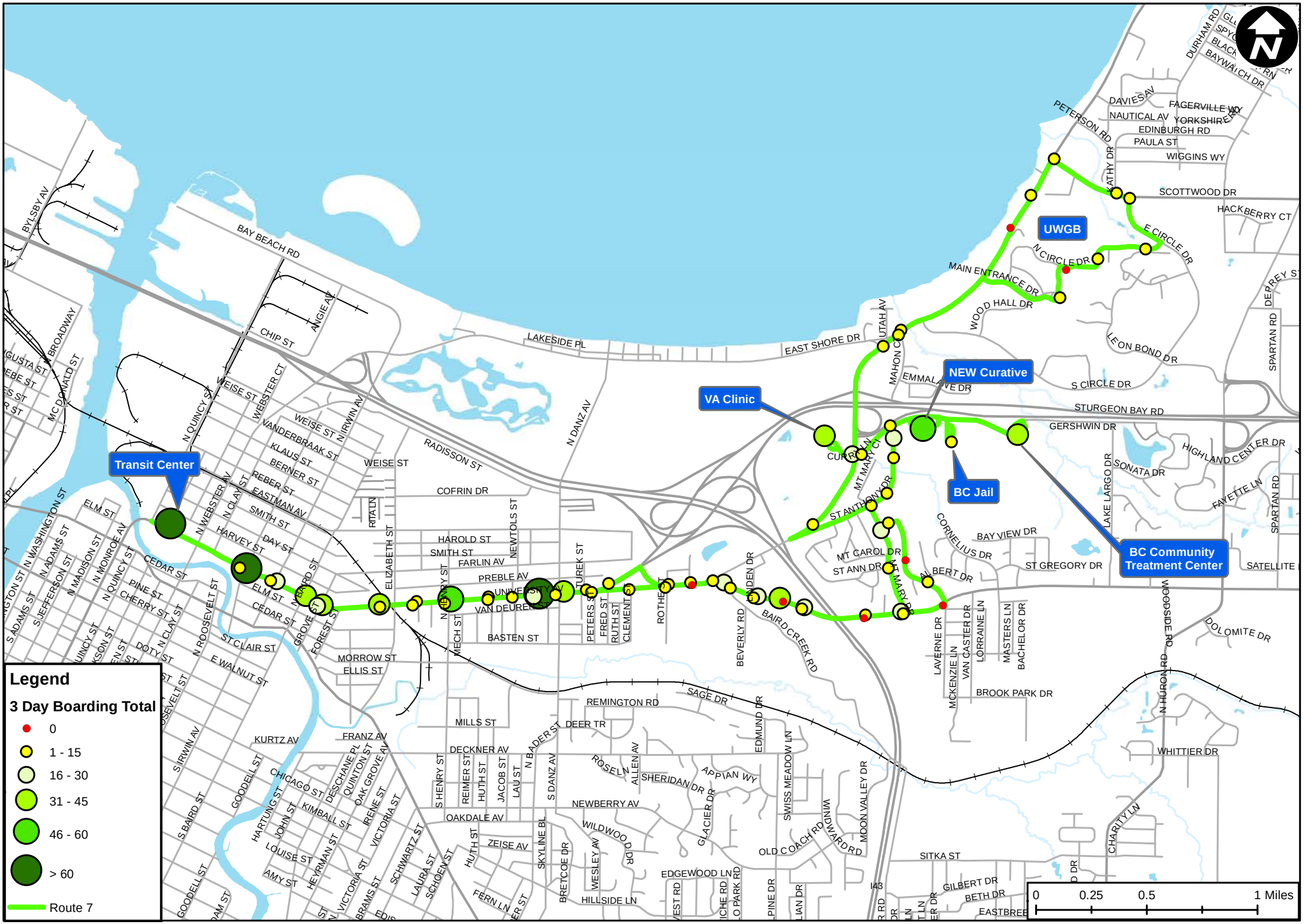
# Weekday Boardings for February 18, 19, & 20

# Route 7



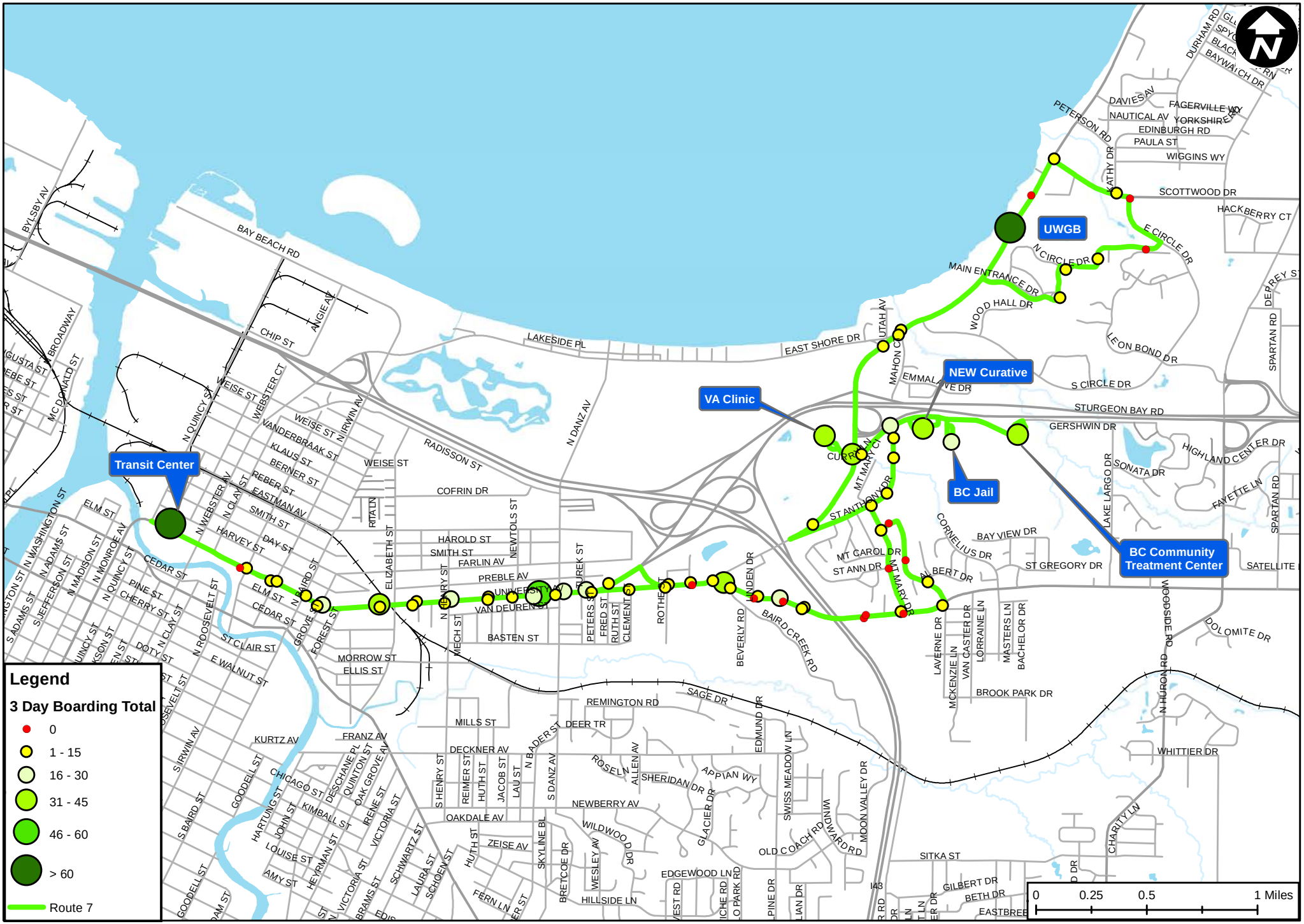
# Weekday Boardings for May 6, 7, & 8

# Route 7



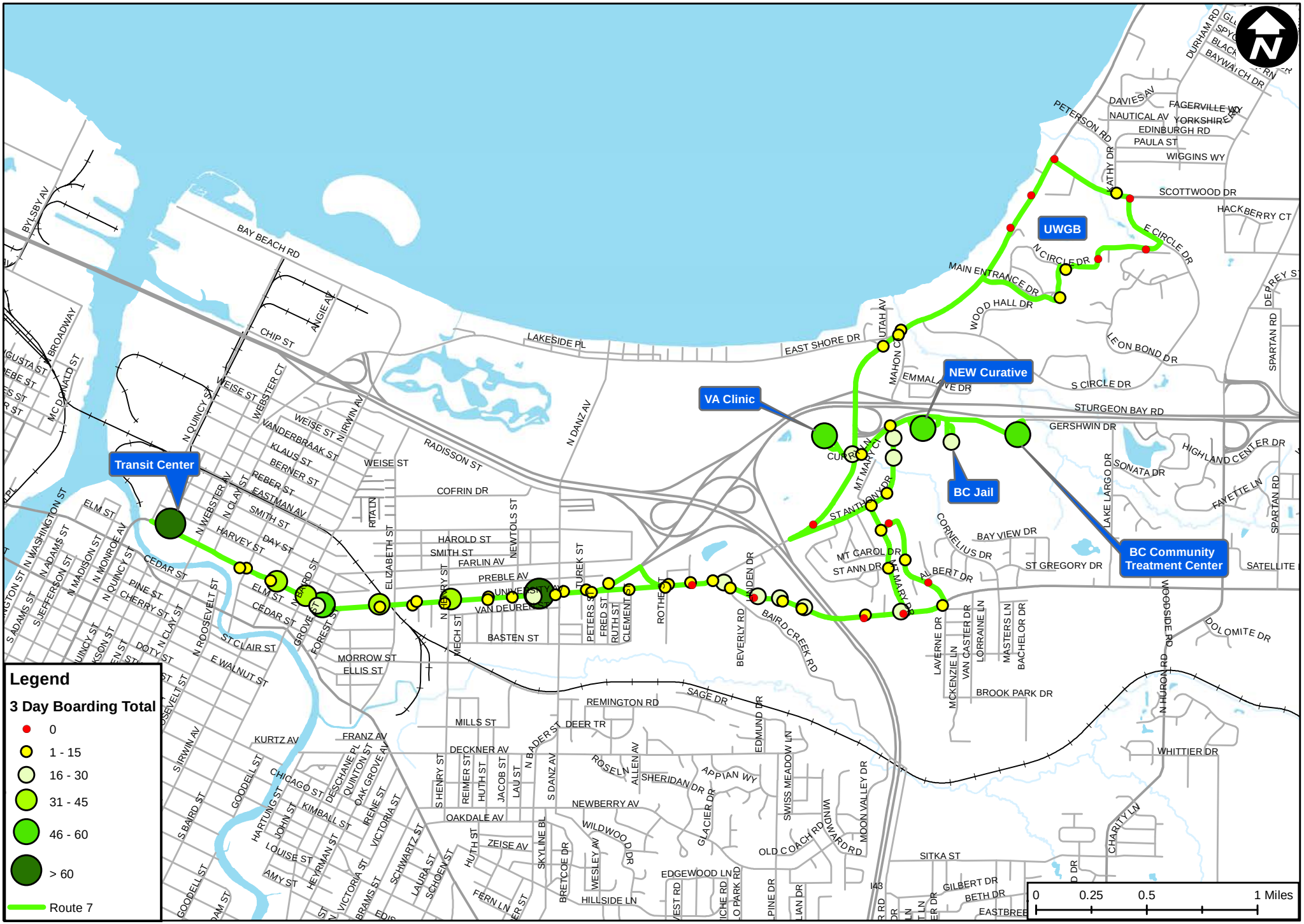
# Weekday Boardings for August 5, 6, & 7

# Route 7



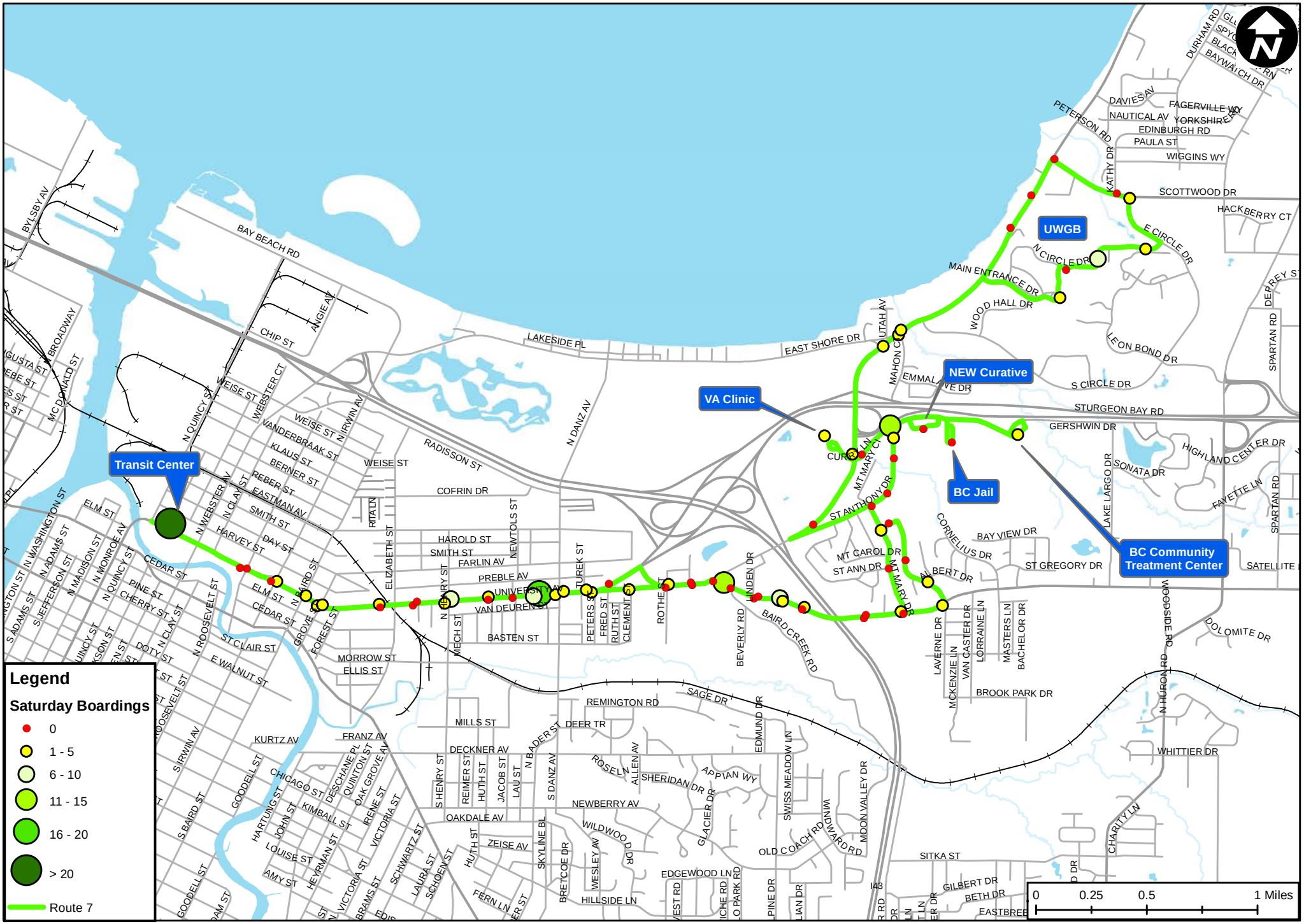
# Weekday Boardings for November 4, 5, & 6

# Route 7



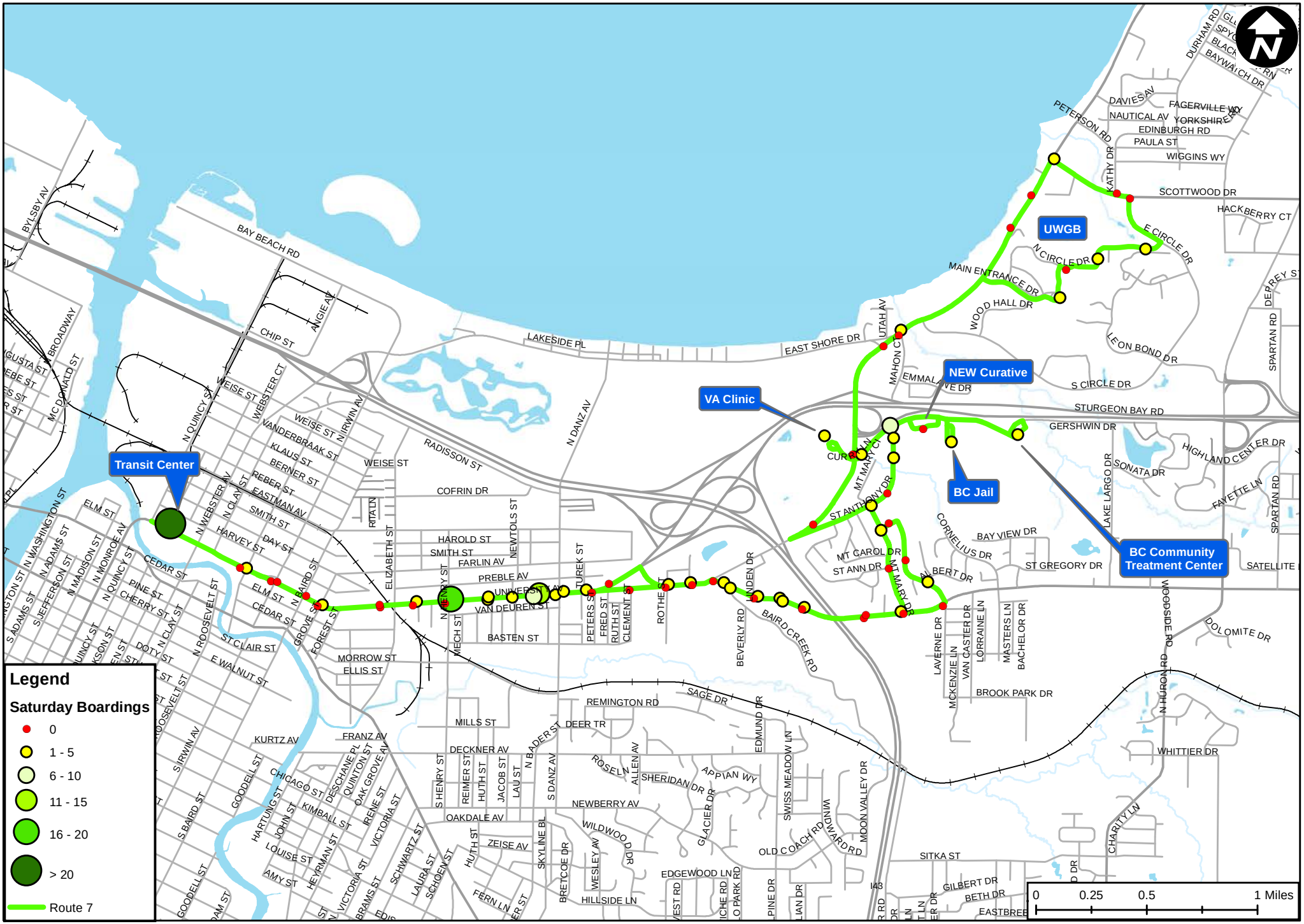
# Saturday Boardings for February 22

# Route 7



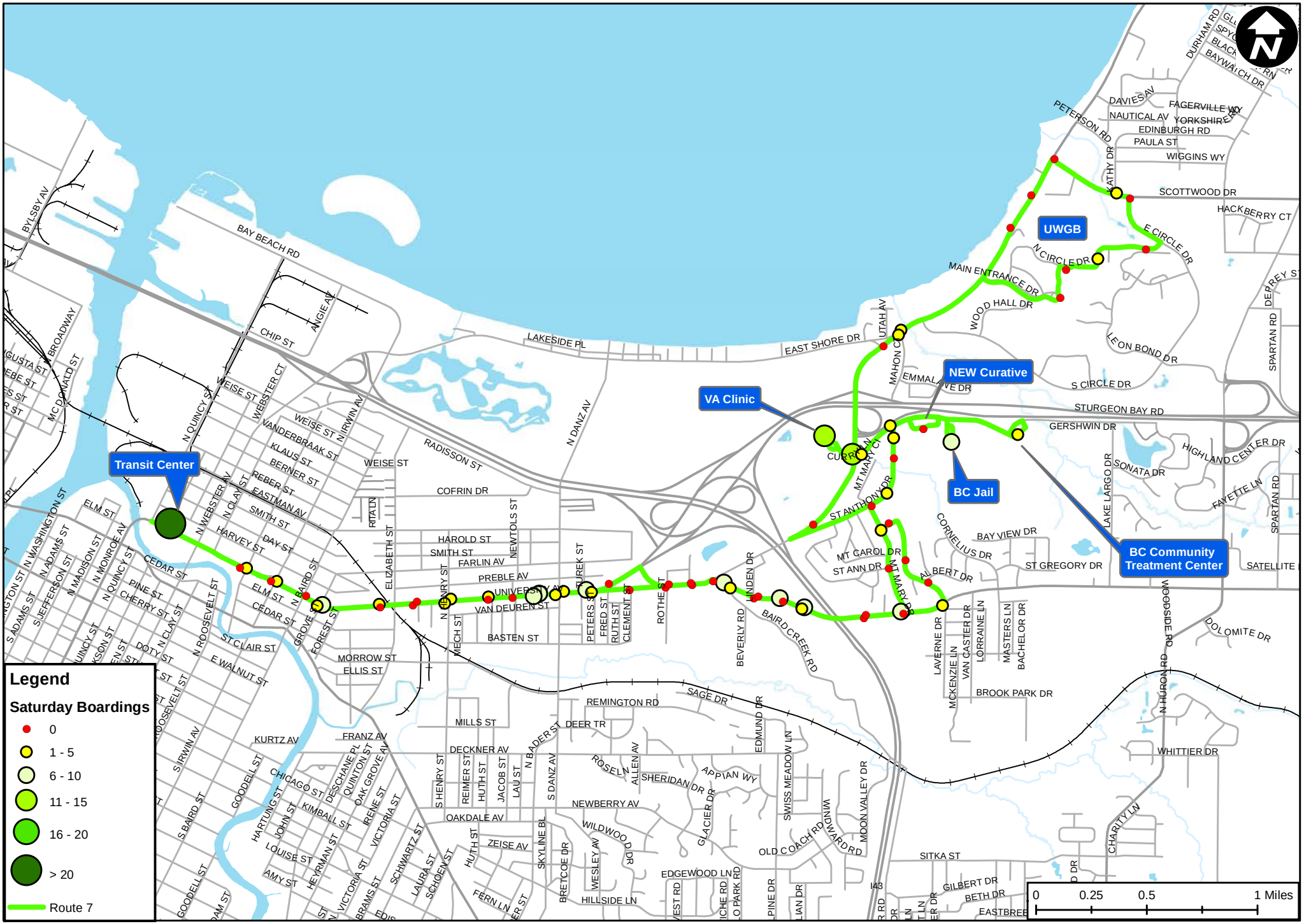
# Saturday Boardings for May 10

# Route 7



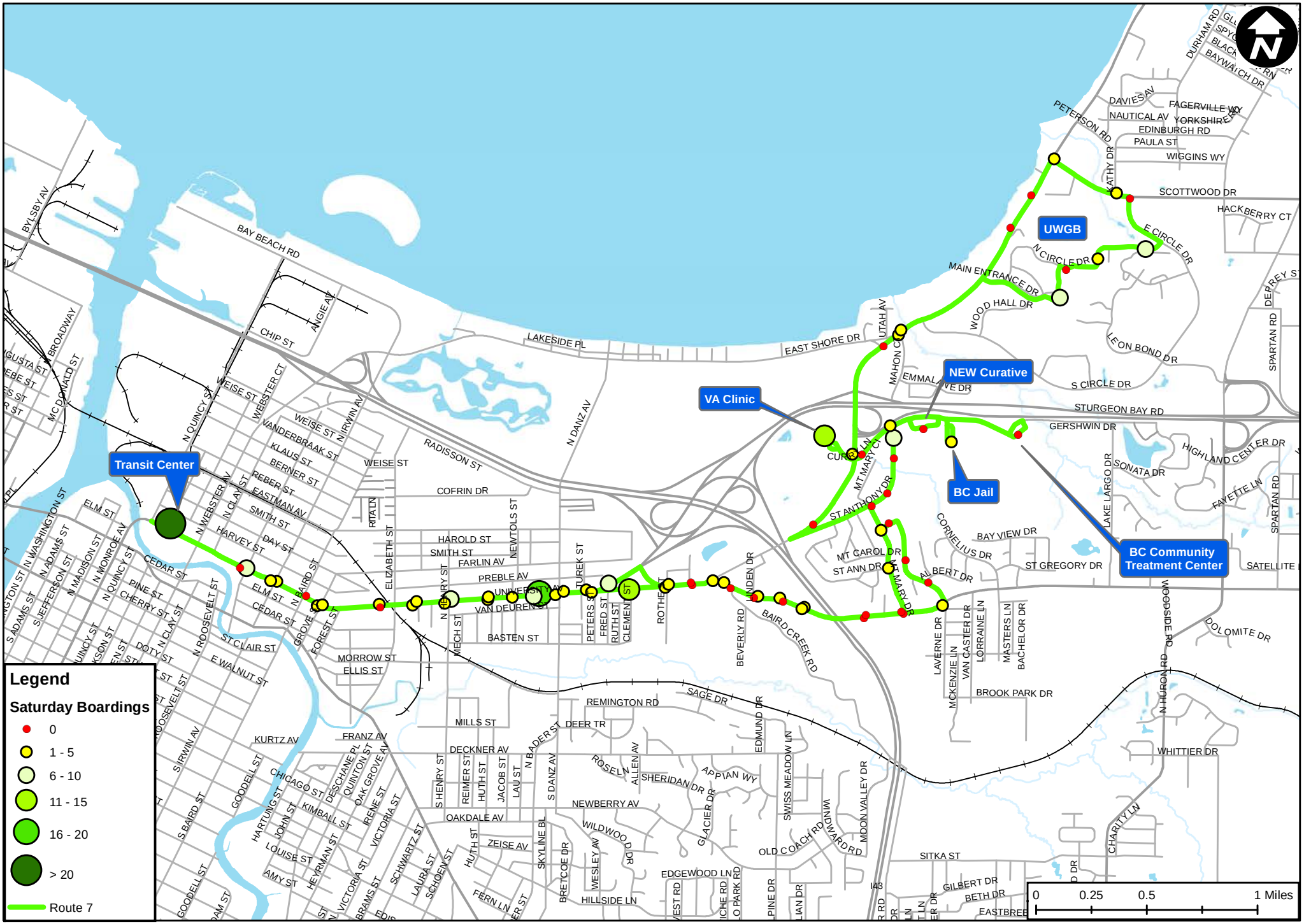
# Saturday Boardings for August 9

# Route 7

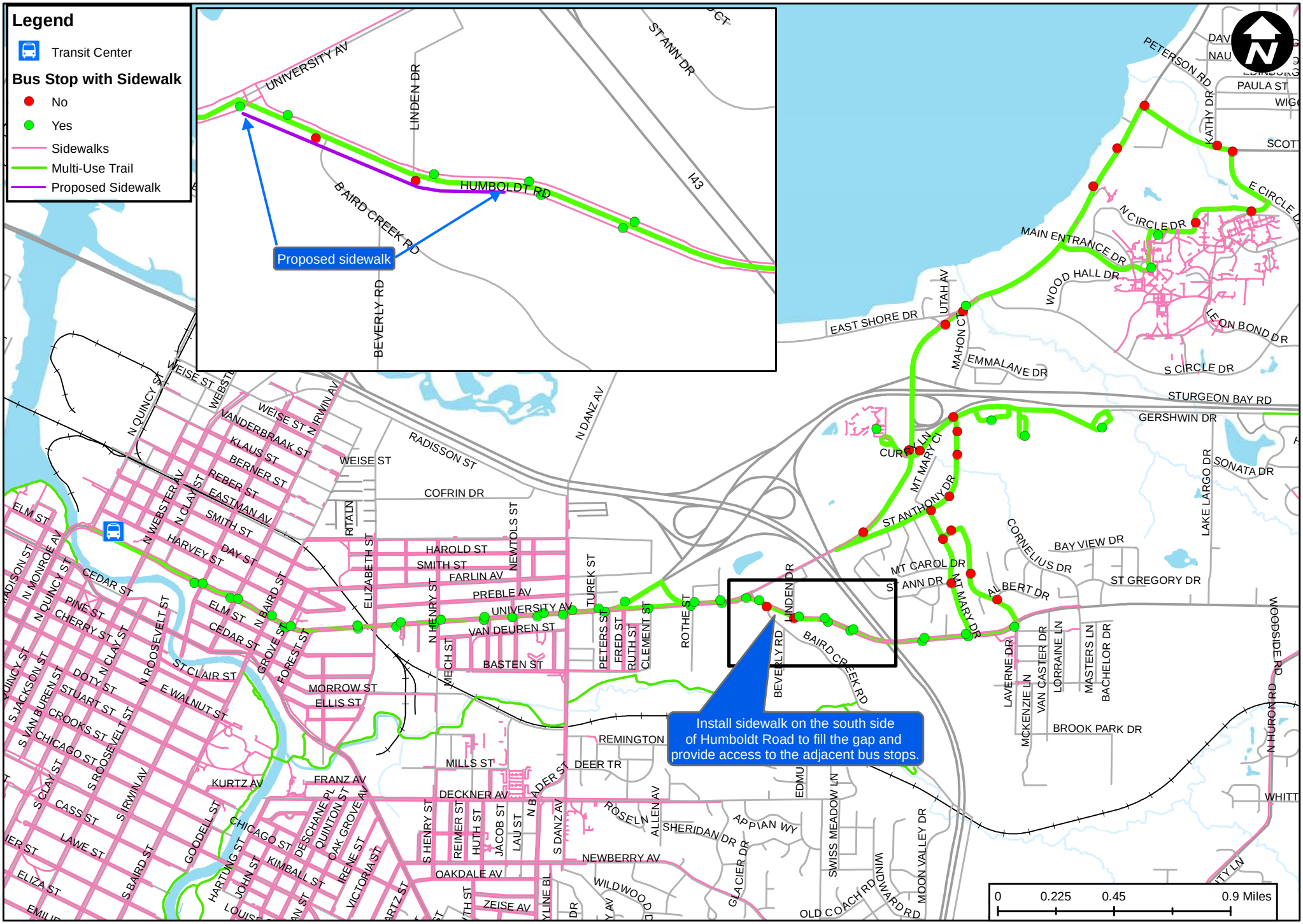


# Saturday Boardings for November 8

# Route 7



# Route 7 Sidewalk Analysis and Recommendations



## Route 8

**Route Description**: Route 8 (Green) functions as a connector between the Green Bay Metro Transportation Center, Green Bay Plaza transfer point, and Bay Park Square Mall transfer point. Route 8 makes a large loop that begins at the Green Bay Metro Transportation Center and travels through downtown Green Bay as it heads south. The first transfer point is located at the Bay Park Square Mall on Oneida Street while the second transfer point is at the Green Bay Plaza on Military Avenue. Service is provided every half hour on weekdays from 5:15am to 5:45pm. Hourly service is offered on both weekday evenings and Saturdays. Weekday evening service is provided from 5:45pm to 9:45pm, while Saturday service is provided from 7:45am to 6:45pm.

| 2014 Annual Route Review Statistics – Route 8 | | |
|---|---|---|
| | Totals | Rank among all routes |
| Route 8 Revenue/hour | $14.96 | 6 out of 13 |
| System Standard | $11.65 | |
| Route 8 Passengers/hour | 19.2 | 7 out of 13 |
| System Standard | 15.4 | |
| Route 8 Operating Ratio | 17.2% | 6 out of 13 |
| System Standard | 13.4% | |

**Weekday Ridership/Boarding Summary**: Route 8 is largely characterized by its connections from the Green Bay Metro Transportation Center to the two transfer points. While the transfer points showed the highest boarding totals, there are two additional bus stops that experienced a significant amount of boarding activity across the four data collection periods. These two stops are summarized below.

- The bus stop on Pilgrim Way is located at the south end of Bay Park Square Mall. The stop is also located at a mid-block pedestrian crossing that provides convenient access to additional retailers across Pilgrim Way from the Bay Park Square Mall site. This bus stop saw some of the highest boarding totals in the Green Bay Metro transit system, with boarding totals that averaged well above 20 per day. Detailed recommendations for this bus stop can be found in the Bus Stop Recommendations section.
- Another location that saw high boarding totals was stop #408 at the intersection of 9th Street and Ashland Avenue. With no major commercial sites or employers in the general vicinity, this stop is likely serving people that live in the surrounding neighborhoods.

**Saturday Ridership/Boarding Summary:** Route 8 had consistent ridership throughout the four study periods. Boardings were spread amongst numerous stops, with a consistently high concentration of boardings occurring at Bay Park Square Mall, the Pilgrim Way bus

stop, and at Green Bay Plaza. A number of other bus stops had relatively high boarding totals, but they lacked consistency between the four data collection periods.

**Accessibility Summary**: Nearly 95% of the bus stops along Route 8 are served by sidewalks. The sidewalk network along Route 8 extends into the surrounding neighborhoods, which creates a well-connected multimodal transportation network.

The exceptions on this route are three bus stops along Ridge Road in the Village of Ashwaubenon. The sidewalk network in this area is somewhat fragmented, and the sidewalks are primarily located on the west side of Ridge Road while the bus stops are located on the east side of the street.

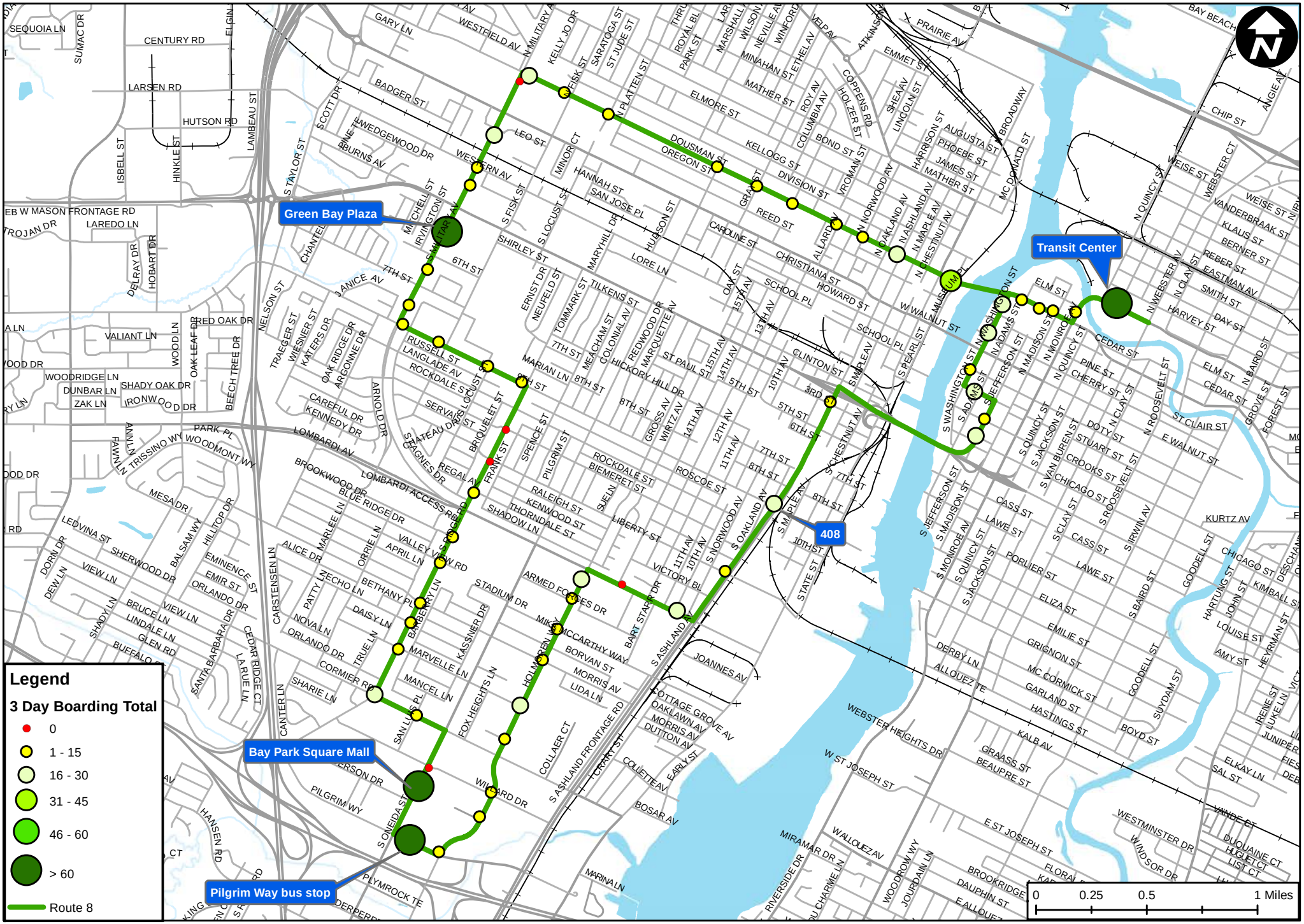
| Bus Stops with Sidewalks – Route 8 | | |
|---|---|---|
| | Total | Percent of total |
| **Total Bus Stops** | 751 | 100% |
| *Sidewalk yes* | 588 | 78.3% |
| *Sidewalk no* | 163 | 21.7% |
| **Route 8 Bus Stops** | 58 | |
| *Sidewalk yes* | 55 | 94.8% |
| *Sidewalk no* | 3 | 5.2% |

**General Route Recommendations**:

- It is recommended that Green Bay Metro work with the Village of Ashwaubenon to install a sidewalk on the east side of Ridge Road between Cormier Road and Valley View Road. This sidewalk would help improve access at these bus stops. It may also be beneficial for Green Bay Metro to suggest installing sidewalks on Marvelle Lane and Morris Avenue to create a more complete sidewalk network that helps connect people living in these neighborhoods to other sidewalks and to the bus stops.

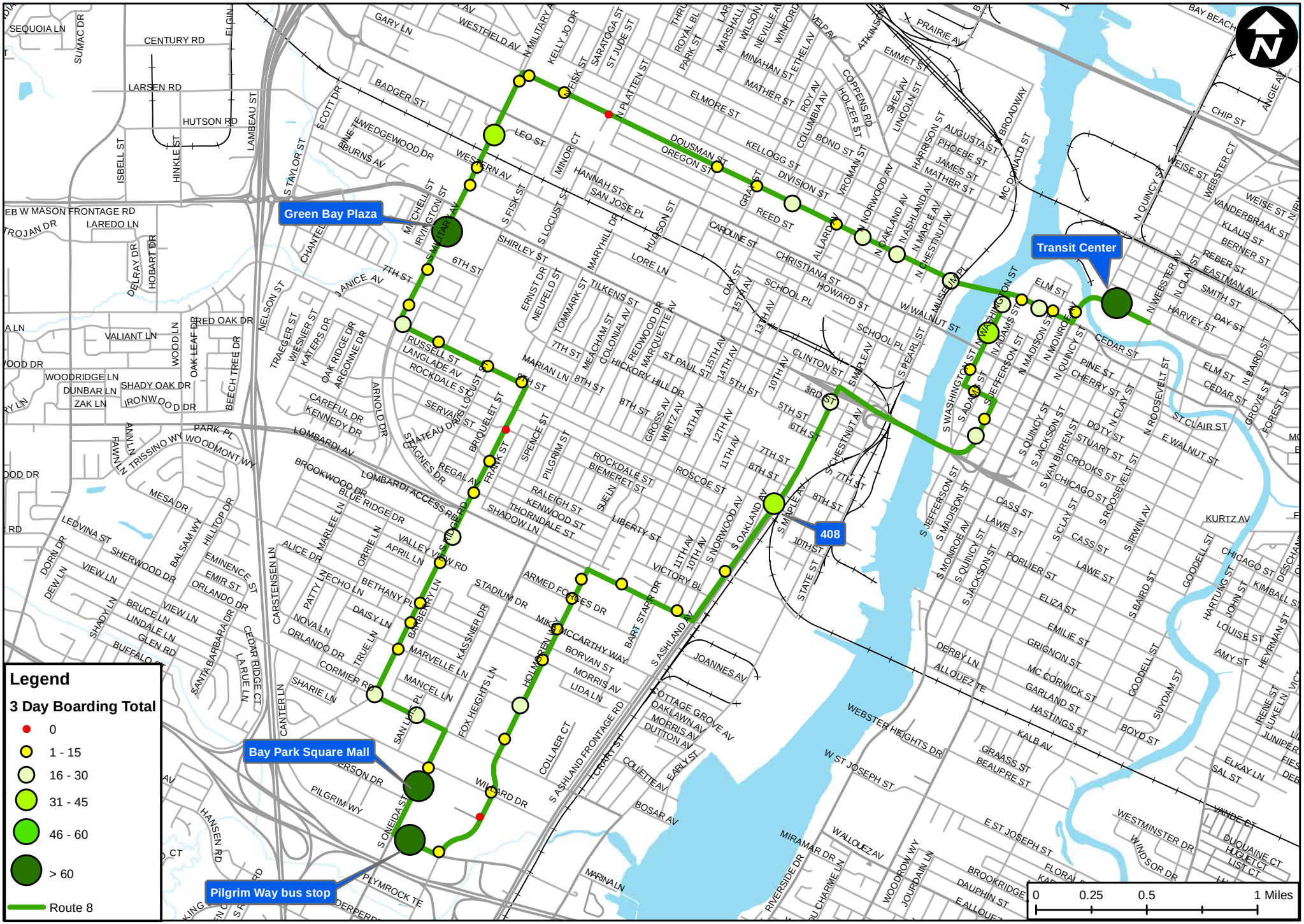
# Weekday Boardings for February 18, 19, & 20

# Route 8



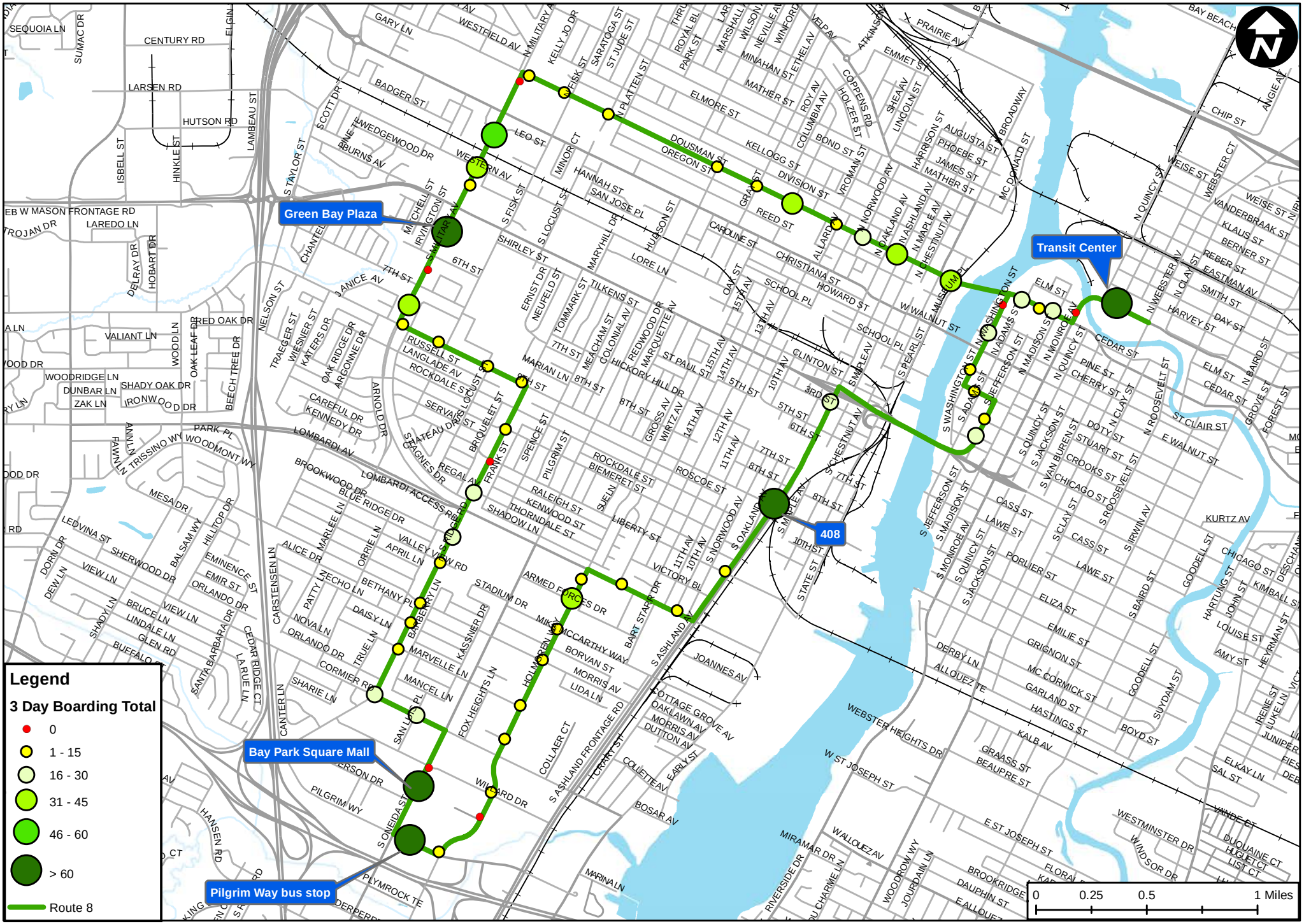
# Weekday Boardings for May 6, 7, & 8

# Route 8



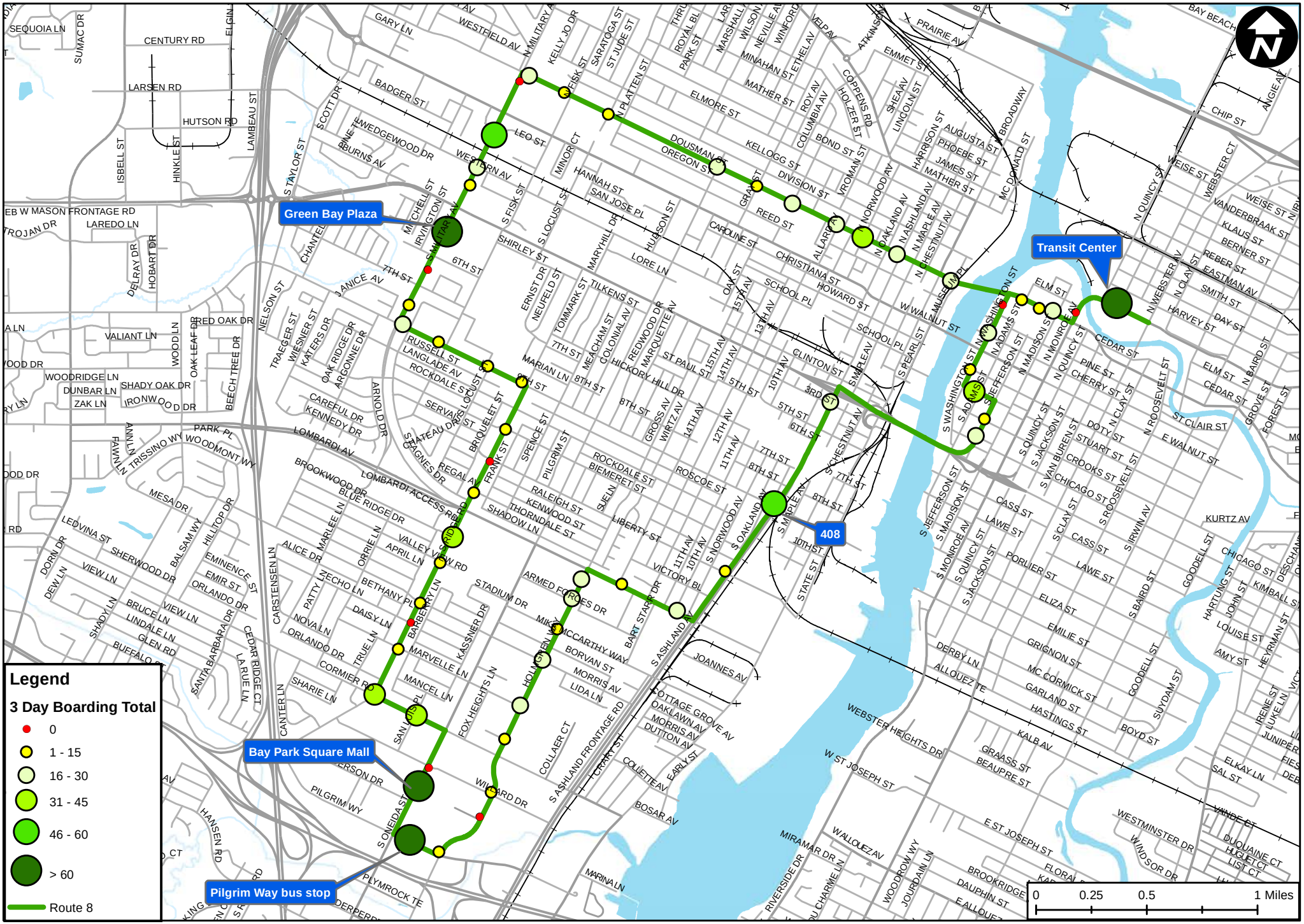
# Weekday Boardings for August 5, 6, & 7

# Route 8



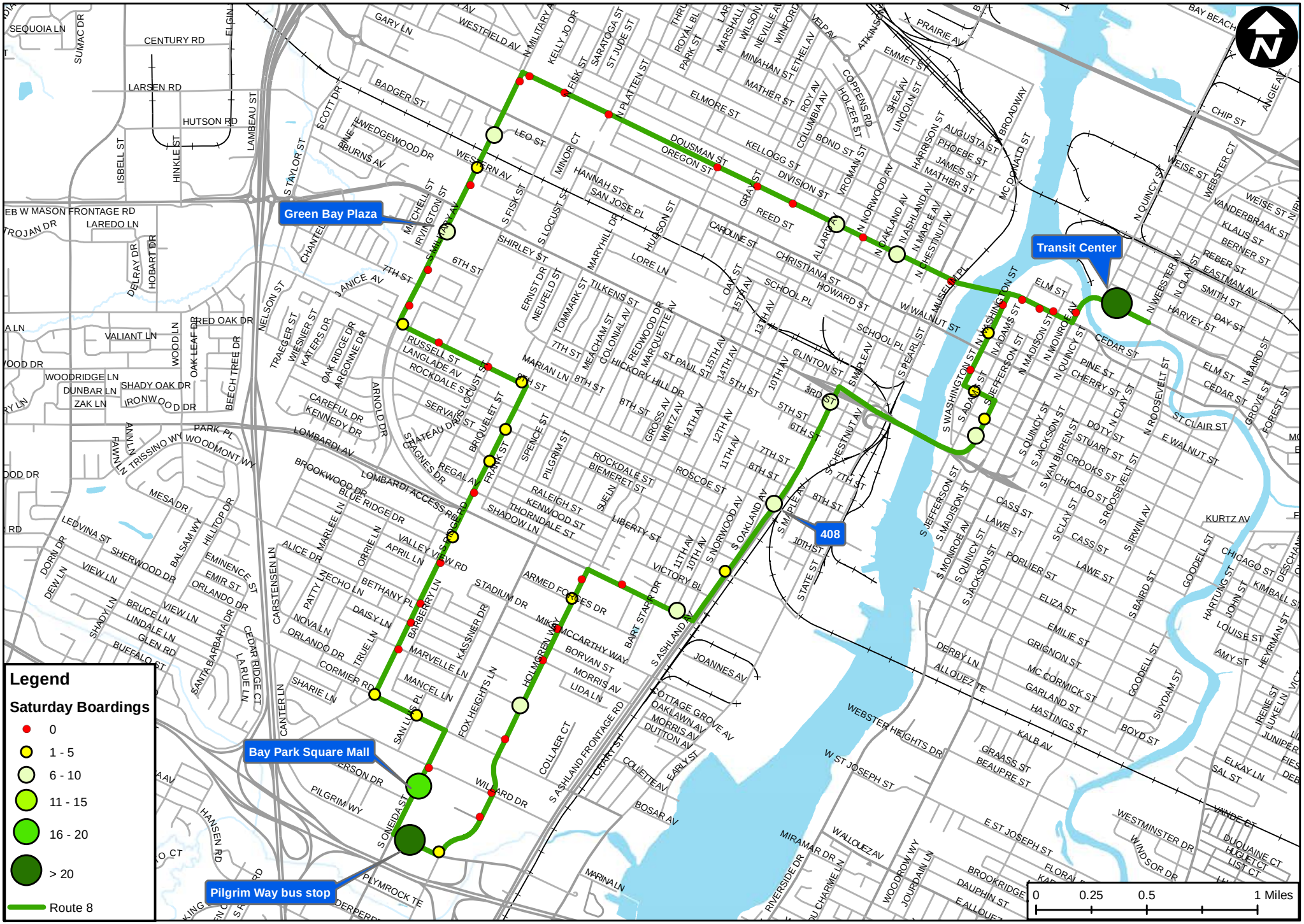
# Weekday Boardings for November 4, 5, & 6

# Route 8



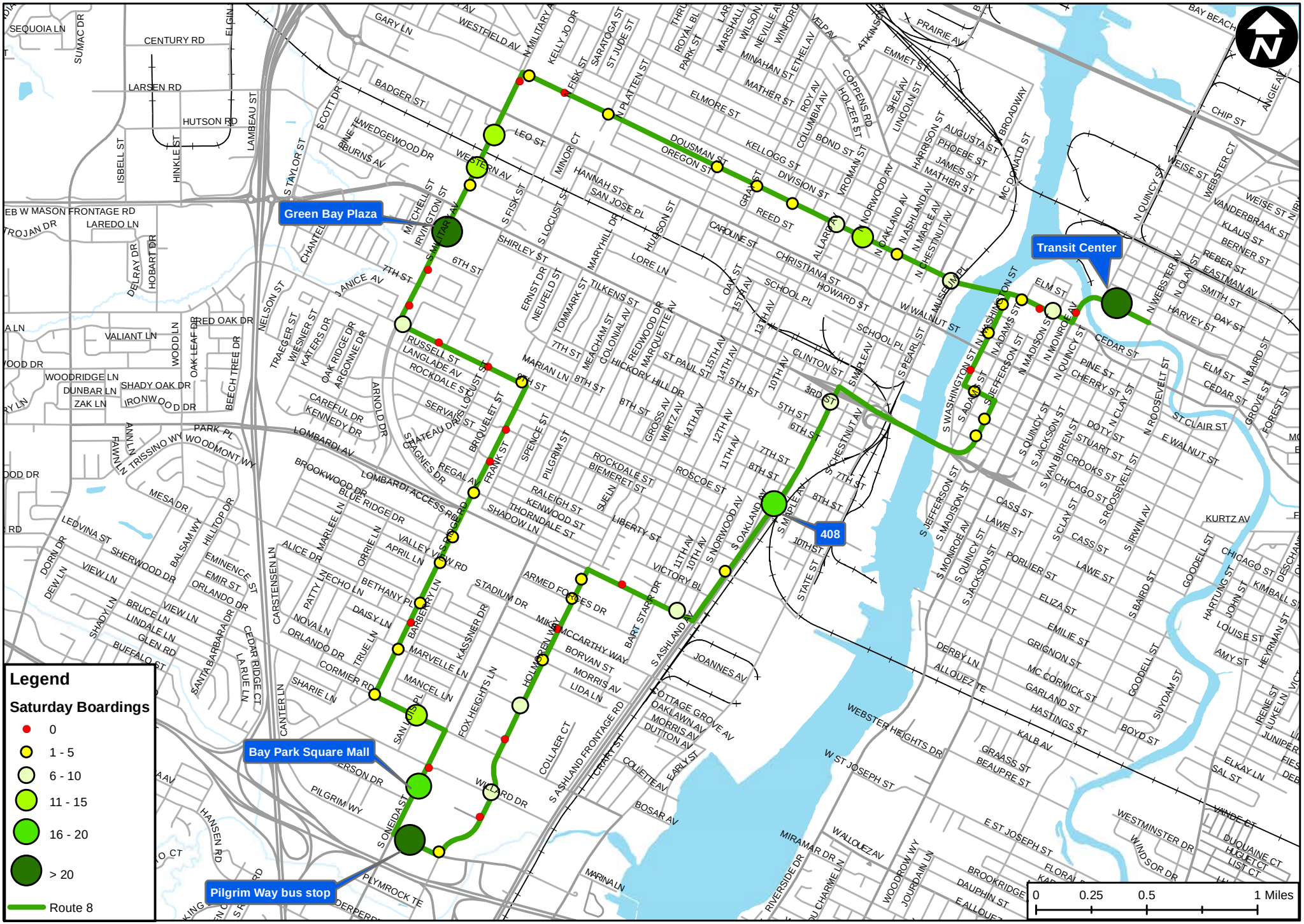
# Saturday Boardings for February 22

# Route 8



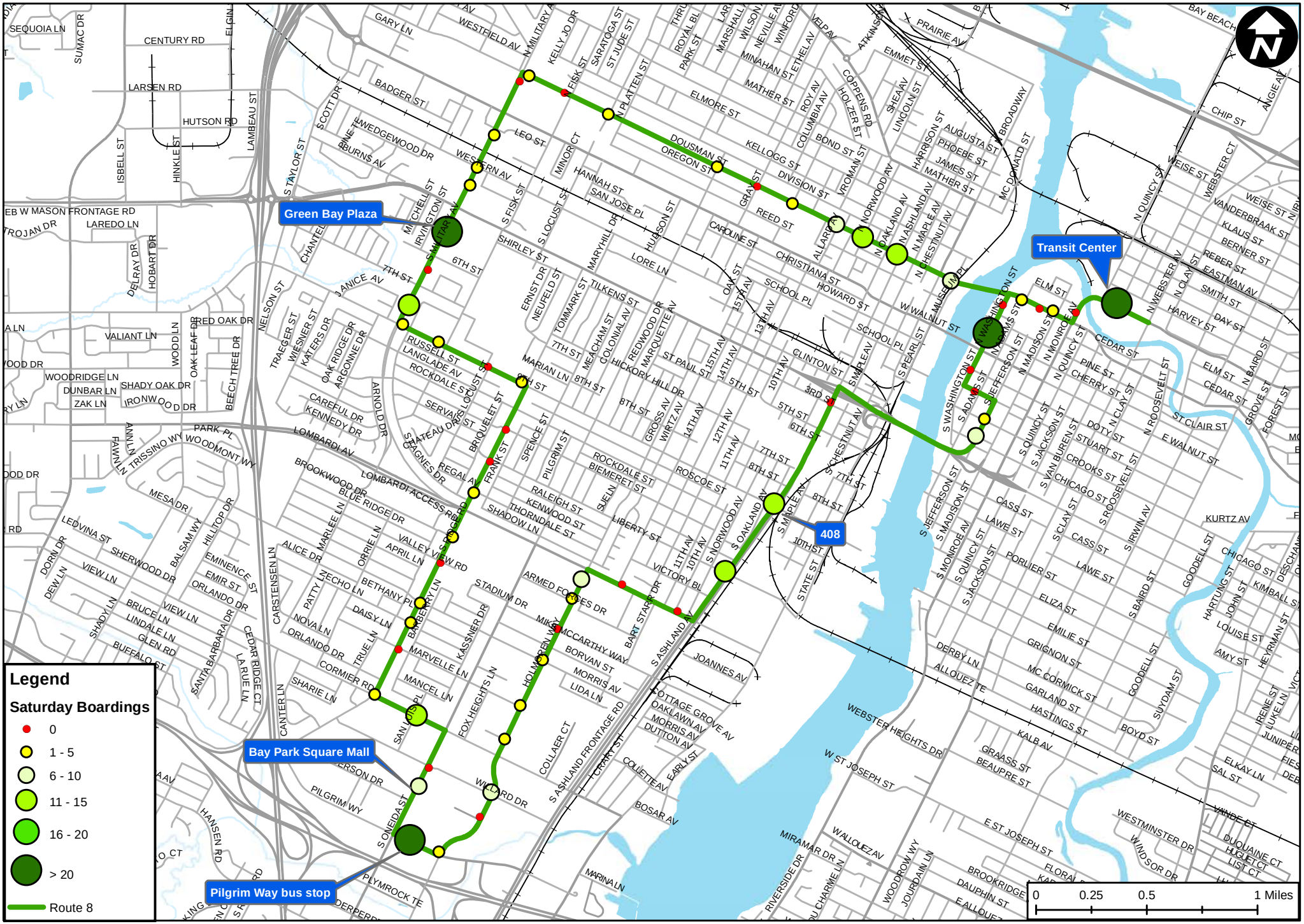
# Saturday Boardings for May 10

# Route 8



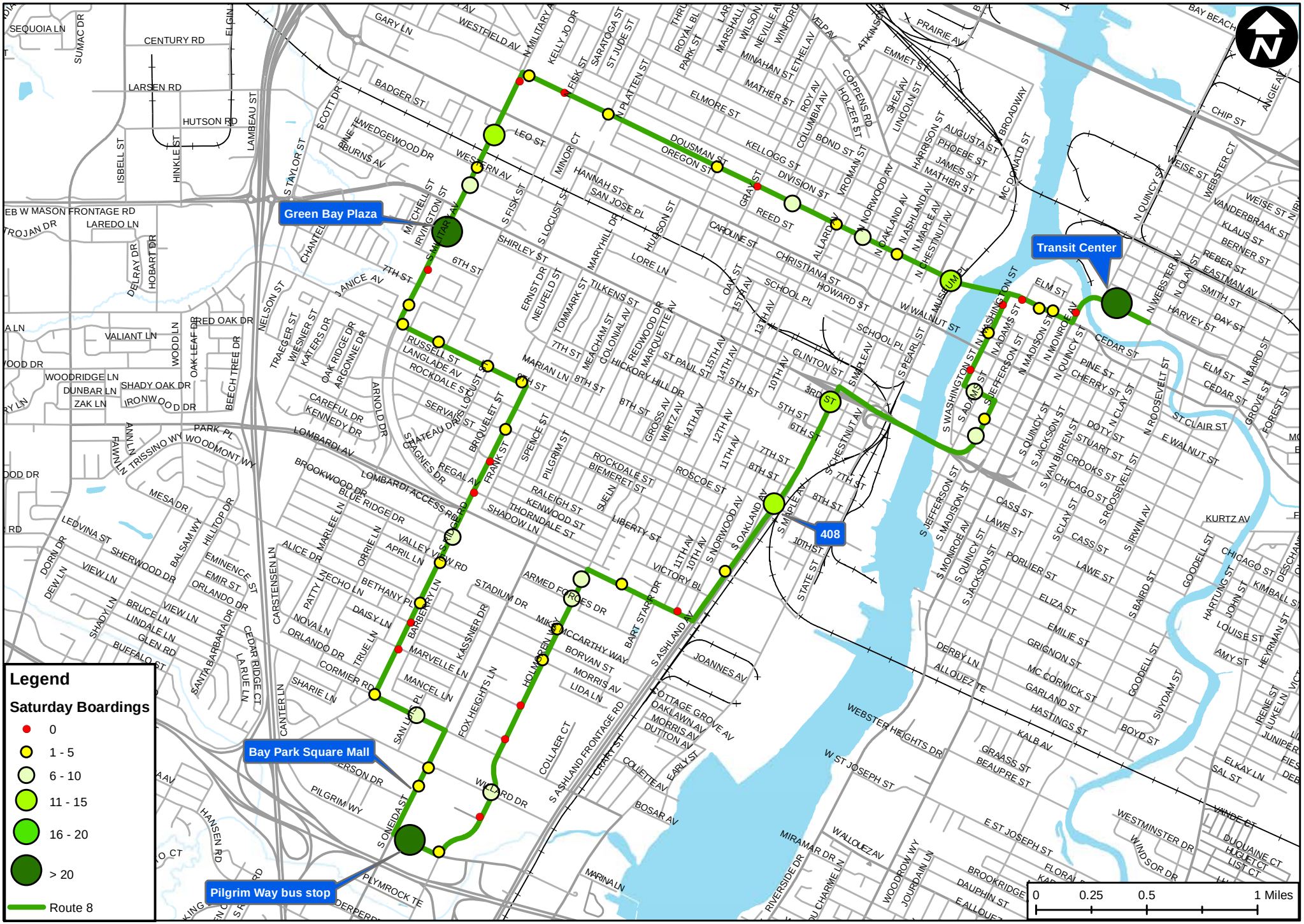
# Saturday Boardings for August 9

# Route 8

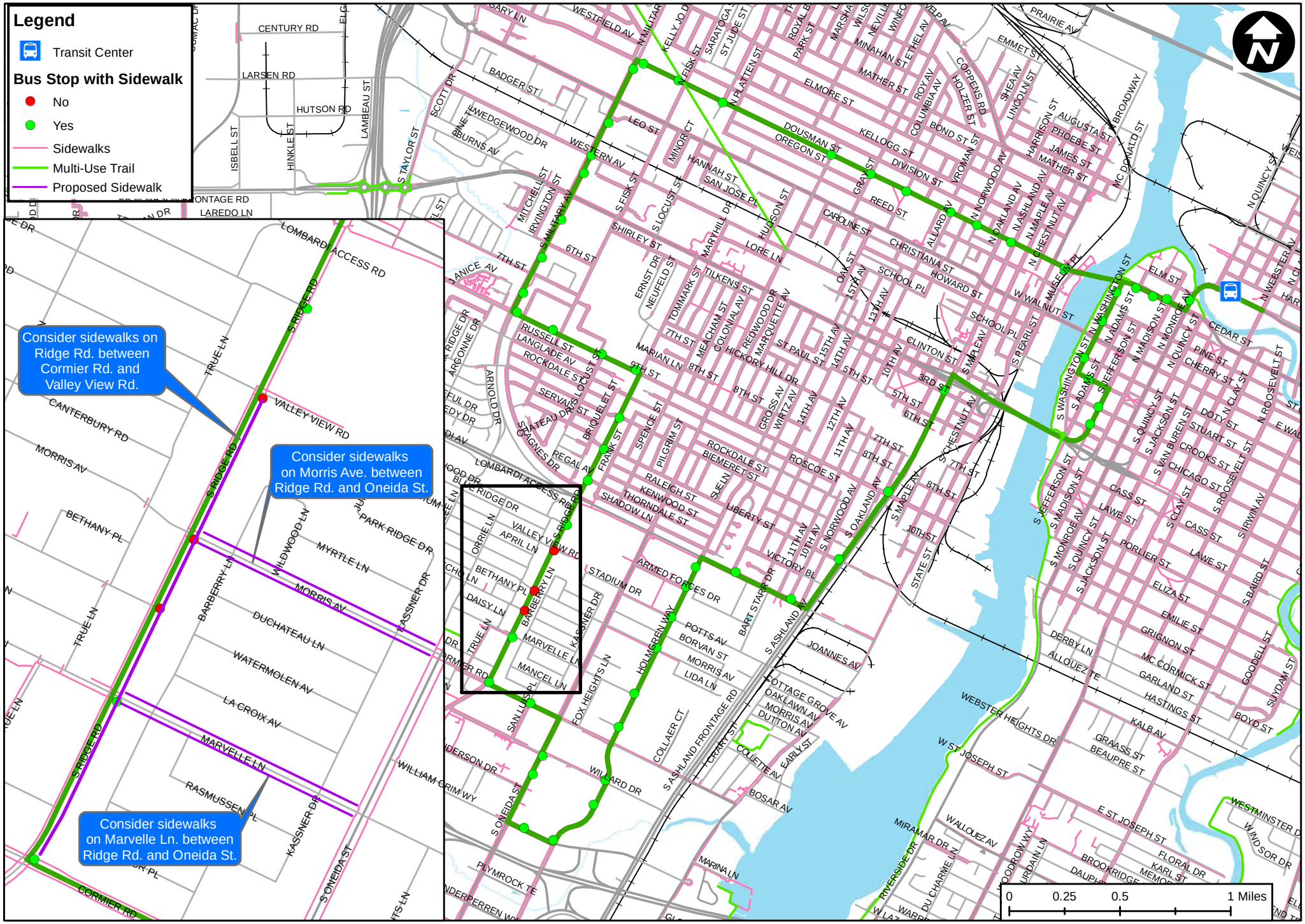


# Saturday Boardings for November 8

# Route 8



# Route 8 Sidewalk Analysis and Recommendations



## Route 10

**Route Description**: Route 10 (Yellow) serves the Village of Ashwaubenon with hourly service on weekdays and Saturdays. The route provides service to Parkview Middle School and Ashwaubenon High School as well as a number of businesses in Ashwaubenon's business park. The weekday hours of operation are from 5:07am to 8:59pm, while Saturday service runs from 7:07am to 5:59pm.

| 2014 Annual Route Review Statistics – Route 10 | | |
|---|---|---|
| | Totals | Rank among all routes |
| Route 10 Revenue/hour | $7.59 | 12 out of 13 |
| System Standard | $11.65 | |
| Route 10 Passengers/hour | 9.8 | 12 out of 13 |
| System Standard | 15.4 | |
| Route 10 Operating Ratio | 8.7% | 12 out of 13 |
| System Standard | 13.4% | |

**Weekday Ridership/Boarding Summary**: Route 10 is one of three routes that operate below the Green Bay Metro system standards for revenue/hour, passengers/hour, and operating ratio. The low boarding totals at Route 10 bus stops can be attributed to the route serving areas that developed as low density commercial, industrial, and residential. While each of the aforementioned land use types can generate a substantial amount of transit use, the Route 10 service area does not offer a balanced mix of these land uses and, more importantly, the density necessary to support transit service.

The majority of the bus stops serving Route 10 saw boarding totals between one and 15 over each of the four study periods. The exceptions include the Bay Park Square Mall transfer point, the mid-block stop on Pilgrim Way, stop #577 at Hansen Road and South Ridge Road, and stop #1966 at Allied Street and Centennial Street. Both the Bay Park Square Mall transfer point and the mid-block stop on Pilgrim Way have been discussed as a part of earlier routes.

- Stops #577 and #1966 have slightly higher boarding totals for some of the study periods; however, the boarding totals observed do not warrant the installation of a concrete pad and a bus shelter at this time.
- Stop #1880 has seen a large increase in boarding activity beginning sometime between the May and August study periods. The boarding activity exceeded an average of 20 boardings per day for the November weekday sample and is further discussed in the Bus Stop Recommendations section.

**Saturday Ridership/Boarding Summary:** Over half of the bus stops that serve Route 10 are not used on Saturdays. Many of the locations that are served by this route are businesses that are closed on the weekends. The areas of Route 10 that have boarding

activity are those that contain restaurants, shopping, and medical services, all of which remain open on the weekends. The only significant concentration of boardings on Saturdays occurred at the Bay Park Square Mall transfer point.

**Accessibility Summary**: A lack of sidewalks affects nearly 2/3 of the bus stops on Route 10. The lack of sidewalks limits the ability of people to safely access transit services as well as their destinations if they are within walking distance. In addition to the lack of sidewalk access, Route 10 is located amongst two major highways that split this area of the community into four quadrants. Both of these highway facilities offer few opportunities to cross, and where opportunities to cross exist, sidewalks are limited and are not well connected.

While Route 10 offers a safe and convenient way to minimize the effect that the lack of sidewalks and the highways impose on mobility in the area, ridership/boardings may improve with better access to the bus stops. The gains, however, may be minimal at best.

Stops #2028 and #2027 on Pilgrim Way and stop #2026 on South Ridge Road near Ashwaubenon High School and Parkview Middle School could all benefit from direct sidewalk access.

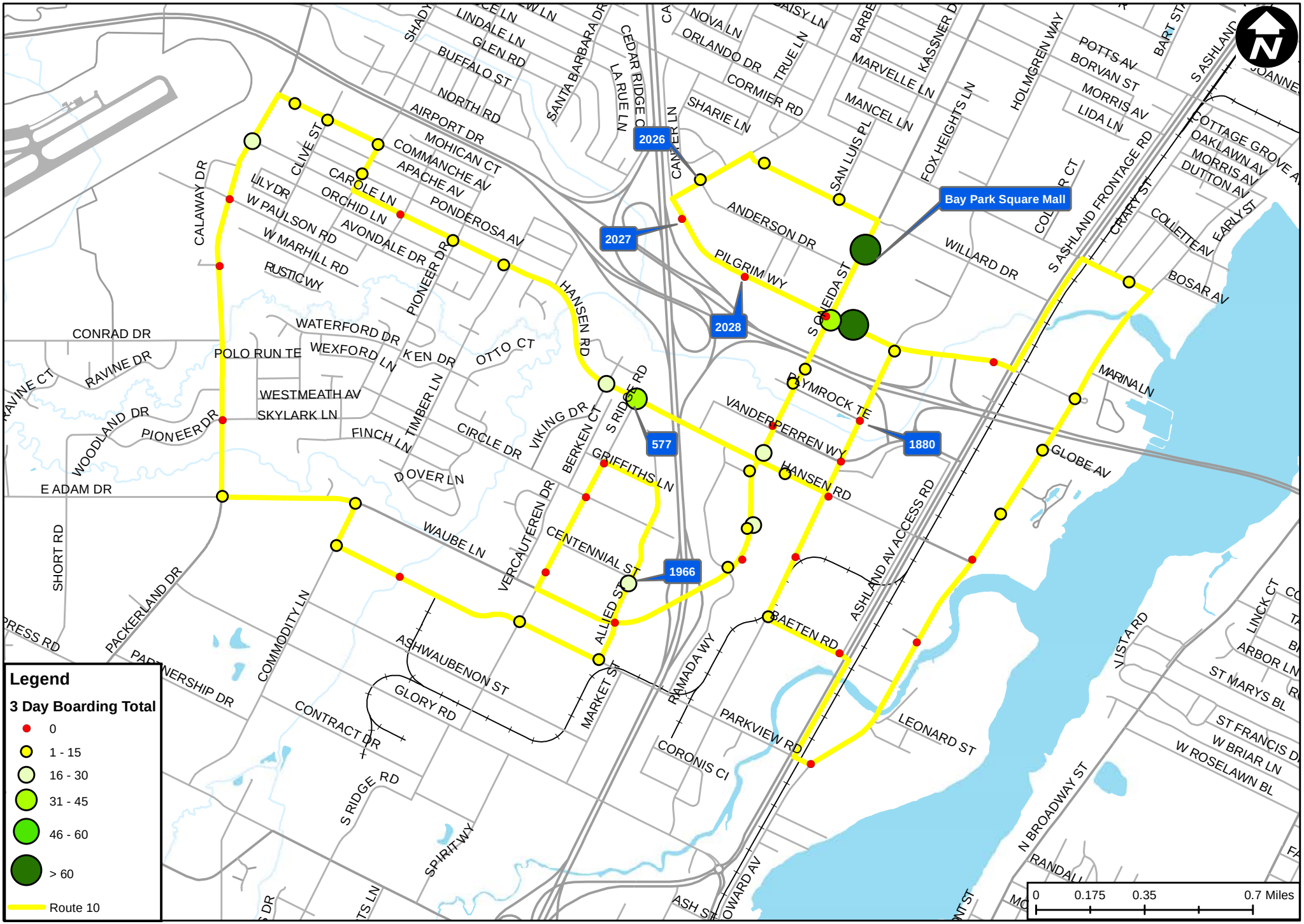
| Bus Stops with Sidewalks – Route 10 | | |
|---|---|---|
| | Total | Percent of total |
| **Total Bus Stops** | 751 | 100% |
| *Sidewalk yes* | 588 | 78.3% |
| *Sidewalk no* | 163 | 21.7% |
| **Route 10 Bus Stops** | 58 | |
| *Sidewalk yes* | 20 | 34.5% |
| *Sidewalk no* | 38 | 65.5% |

**General Route Recommendations**:

- To improve access to stops #2028, #2027, and #2026, Green Bay Metro should work with the Village of Ashwaubenon to install sidewalks on both sides of Pilgrim Way from Oneida Street to South Ridge Road. Sidewalks should also be installed on the east side of South Ridge Road between Pilgrim Way and Anderson Drive and on the west side of South Ridge Road between Pilgrim Way and Sandra Lane.
- Green Bay Metro should continue to monitor the boarding totals at stops #577 and #1966 to identify if boarding totals exceed an average of 20 per day. If this threshold is exceeded, Metro should consider installing a bus shelter at this location.

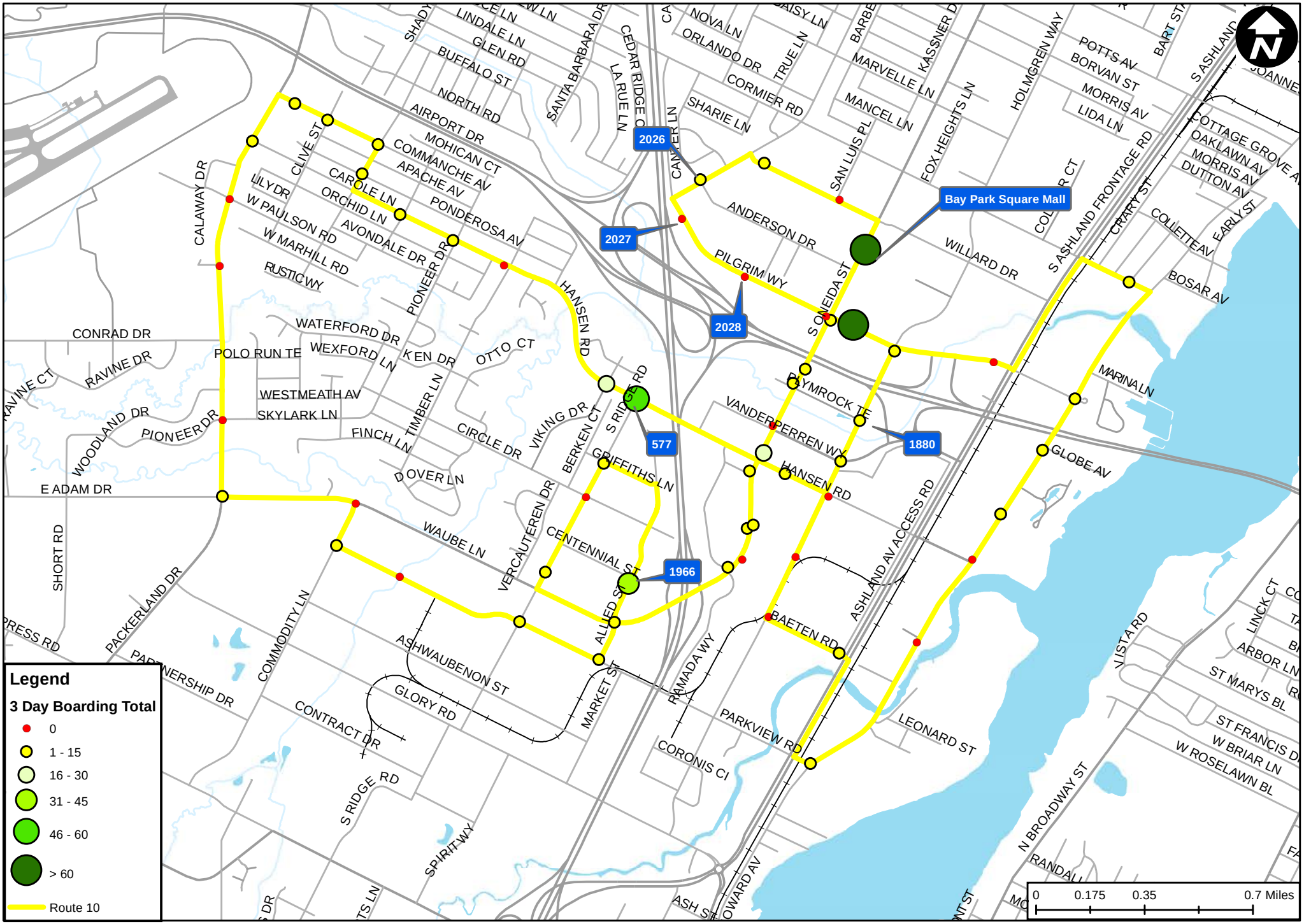
# Weekday Boardings for February 18, 19, & 20

# Route 10



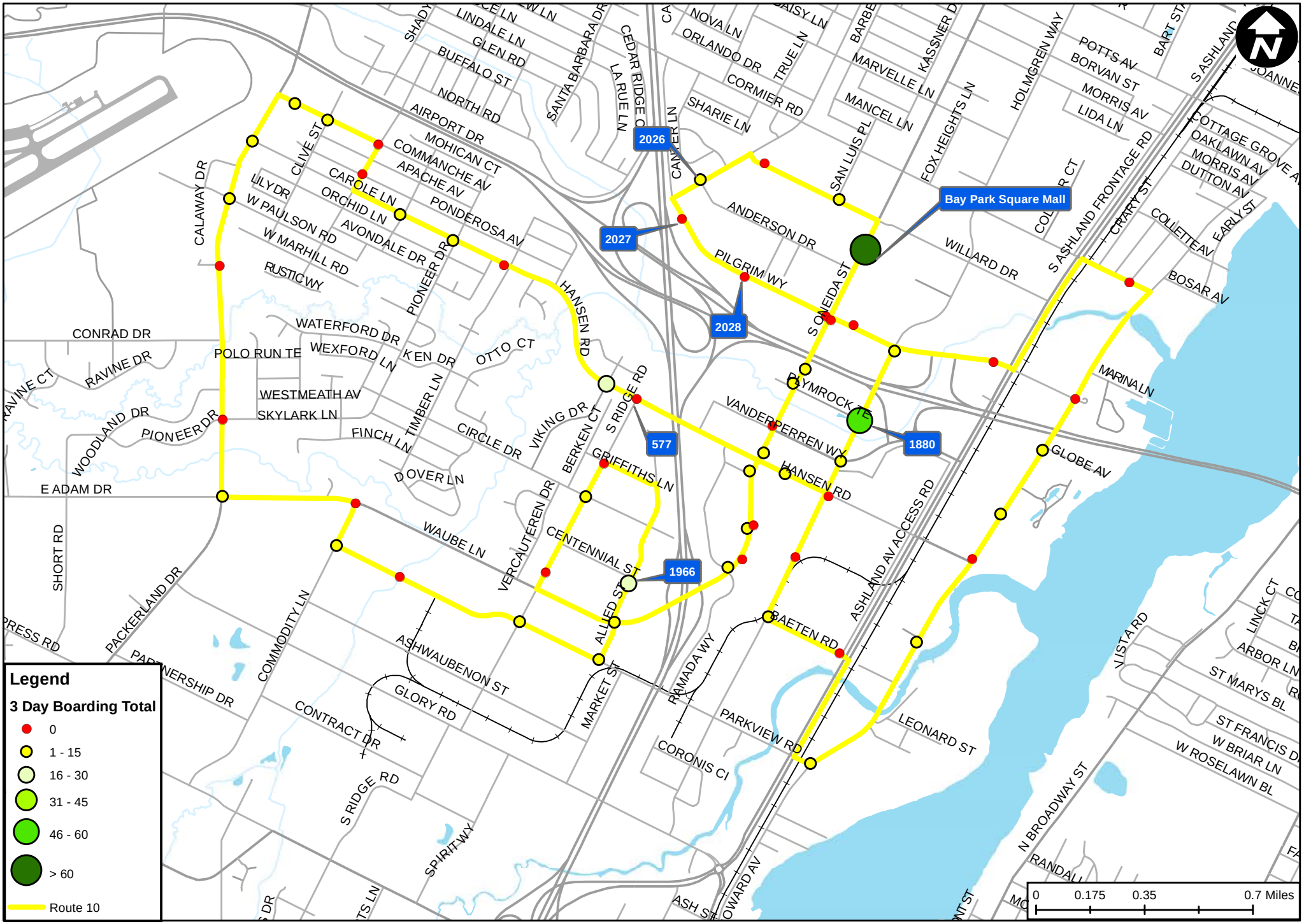
# Weekday Boardings for May 6, 7, & 8

# Route 10



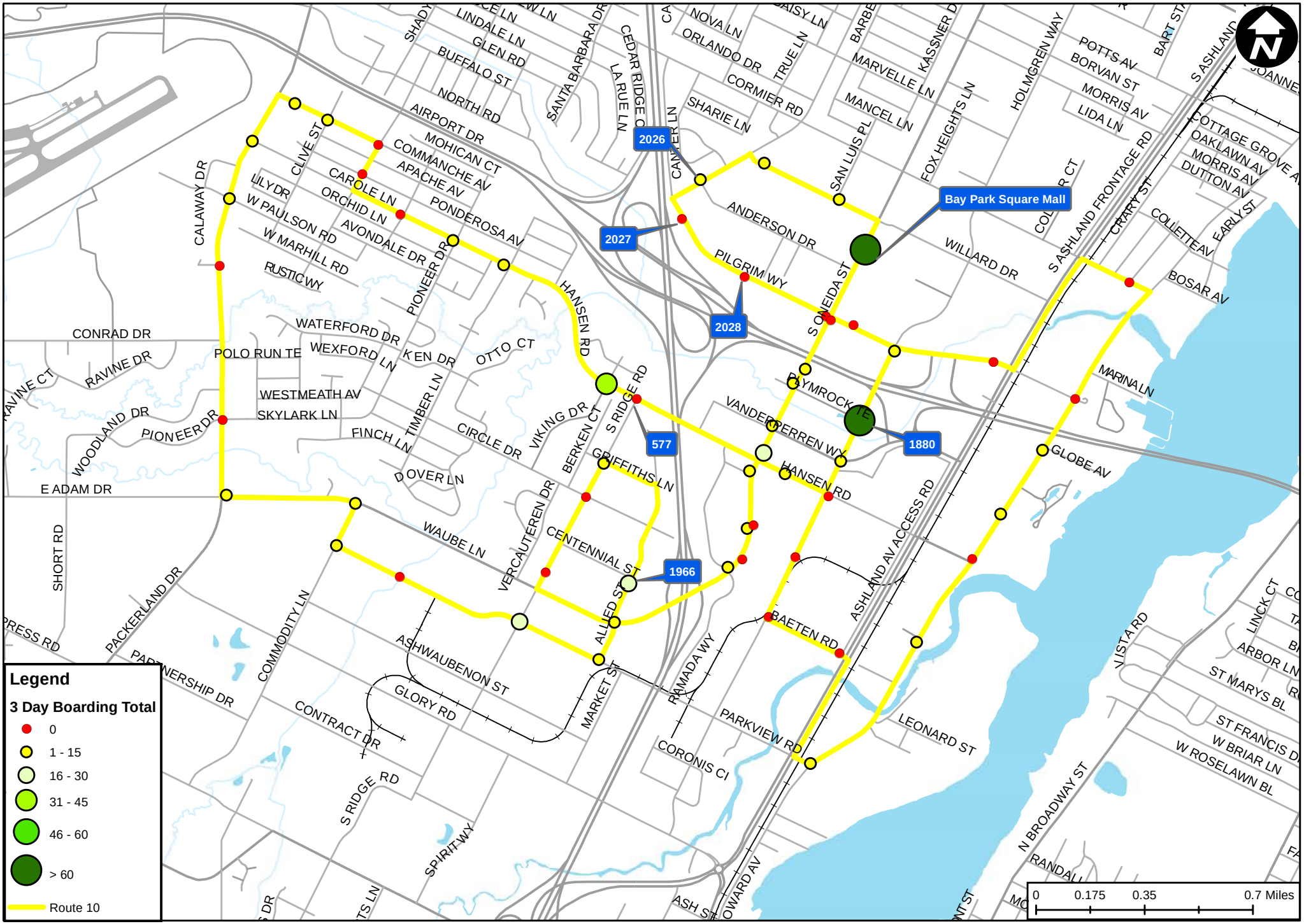
# Weekday Boardings for August 5, 6, & 7

# Route 10



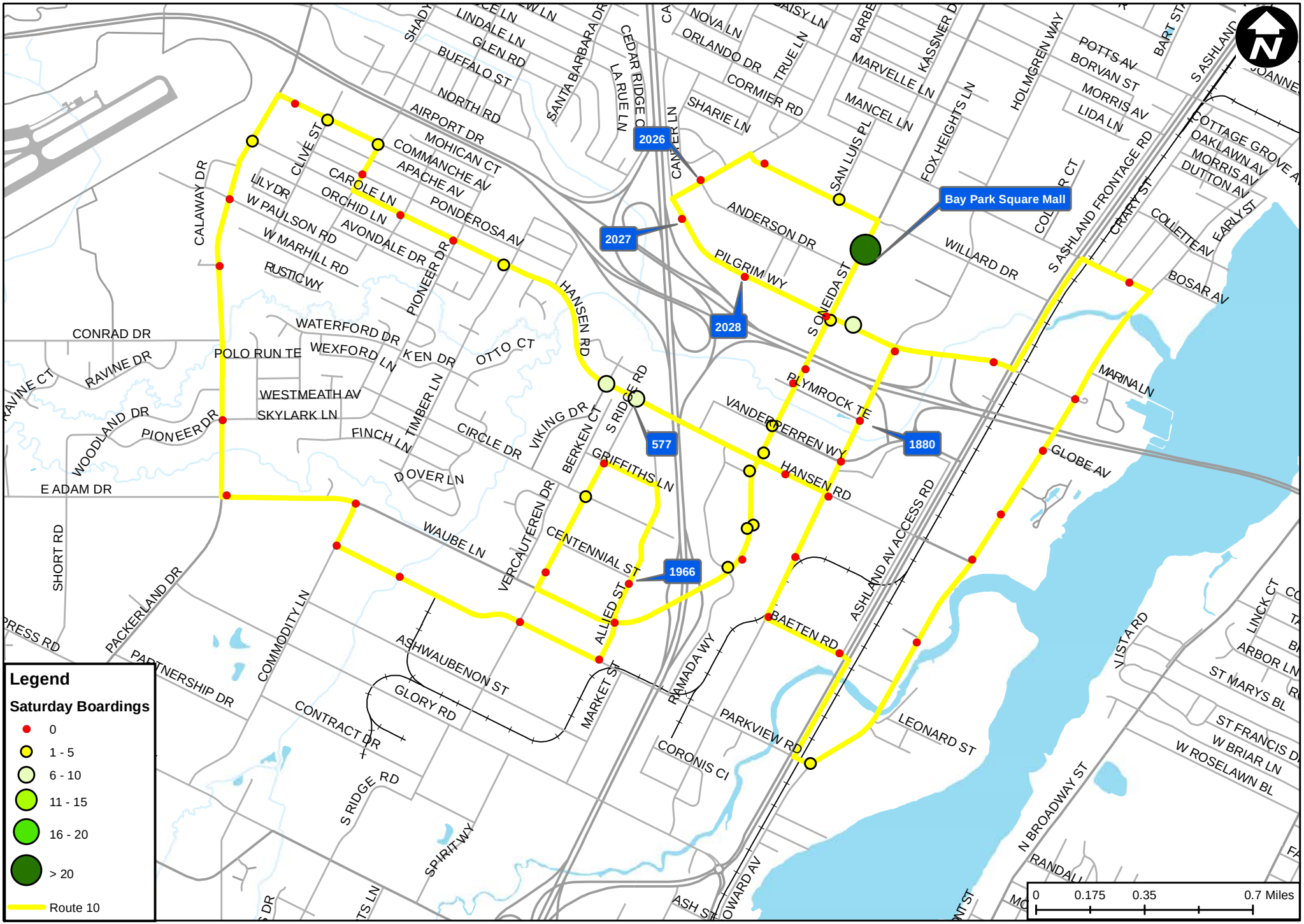
# Weekday Boardings for November 4, 5, & 6

# Route 10



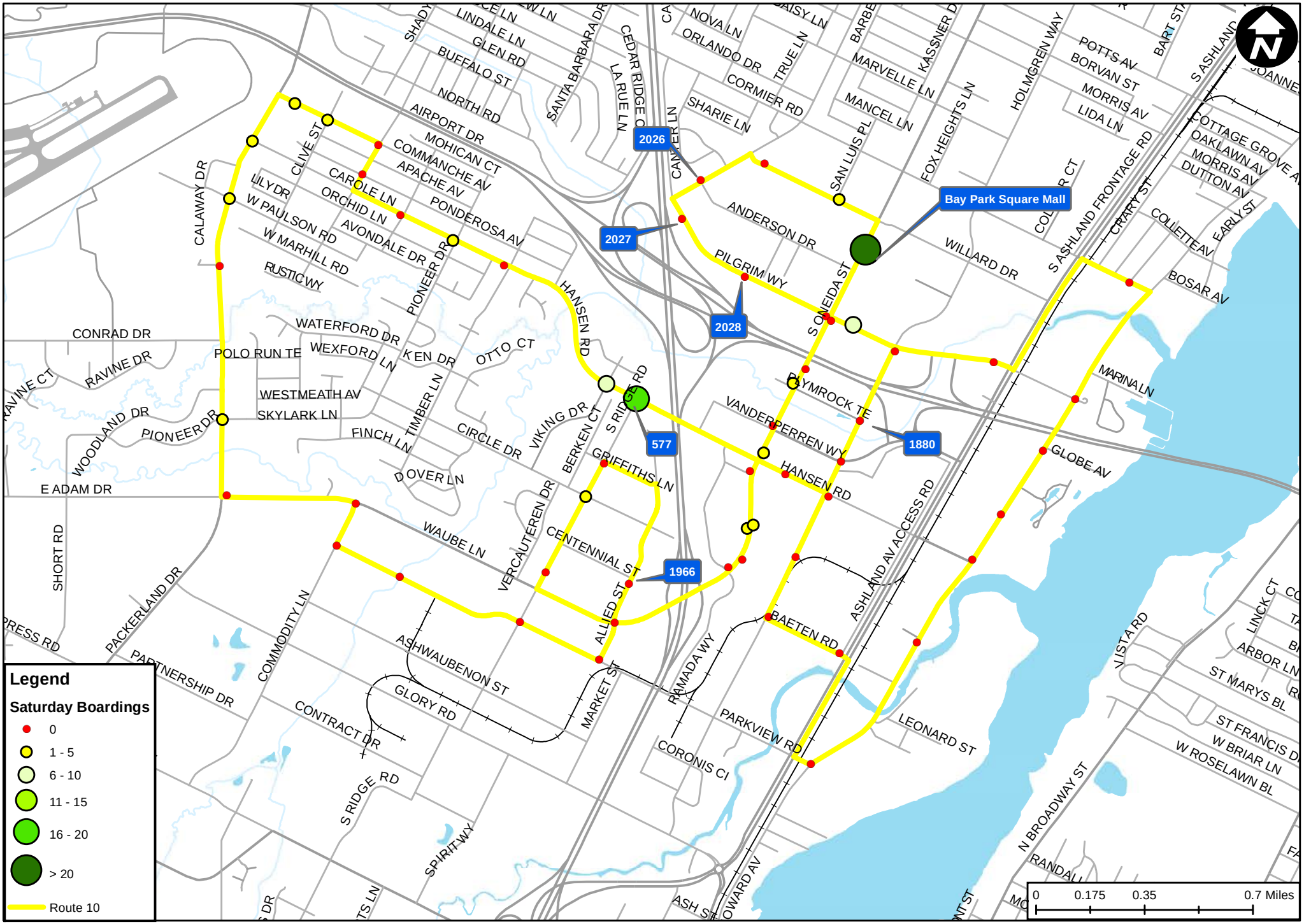
# Saturday Boardings for February 22

# Route 10



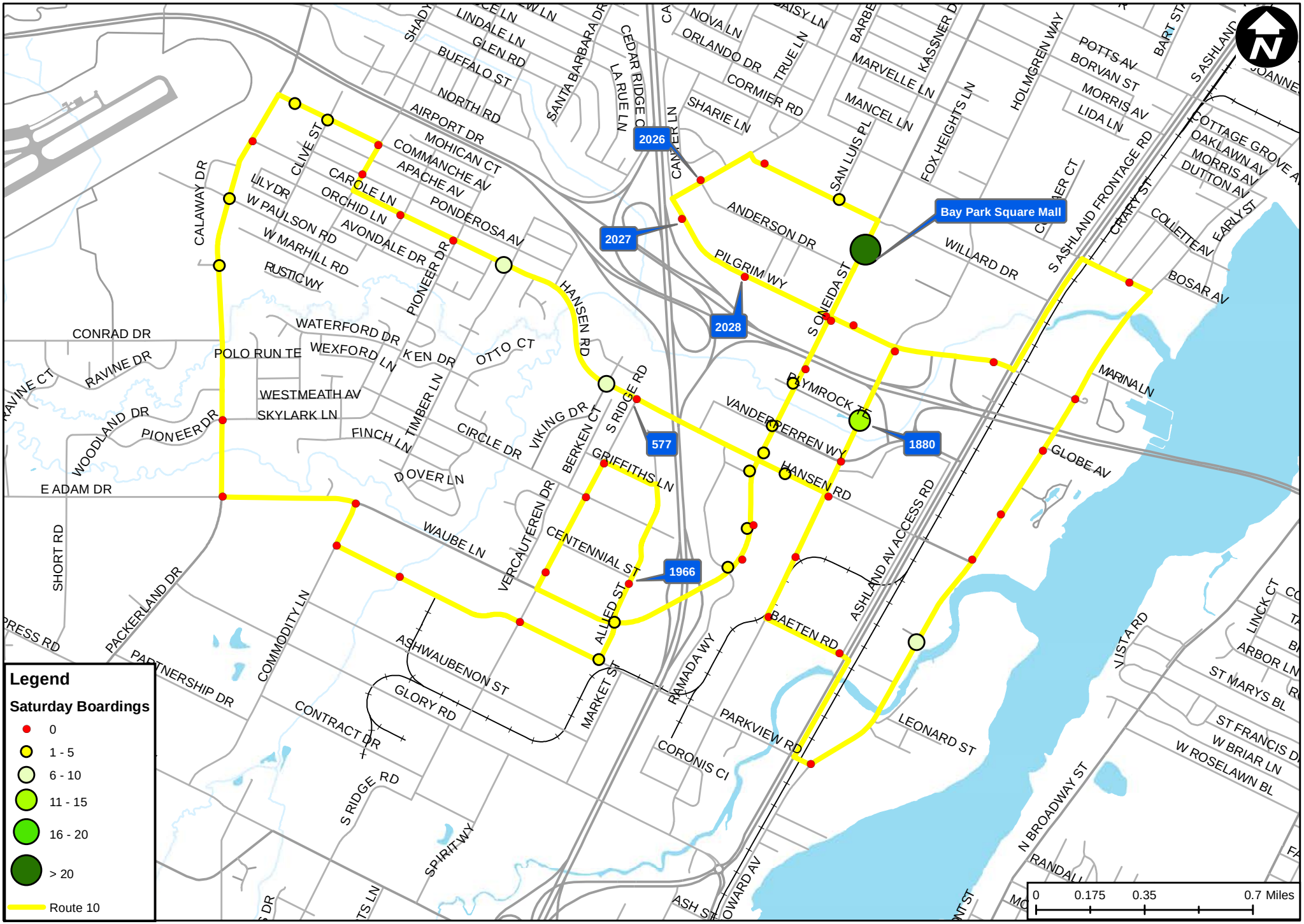
# Saturday Boardings for May 10

# Route 10



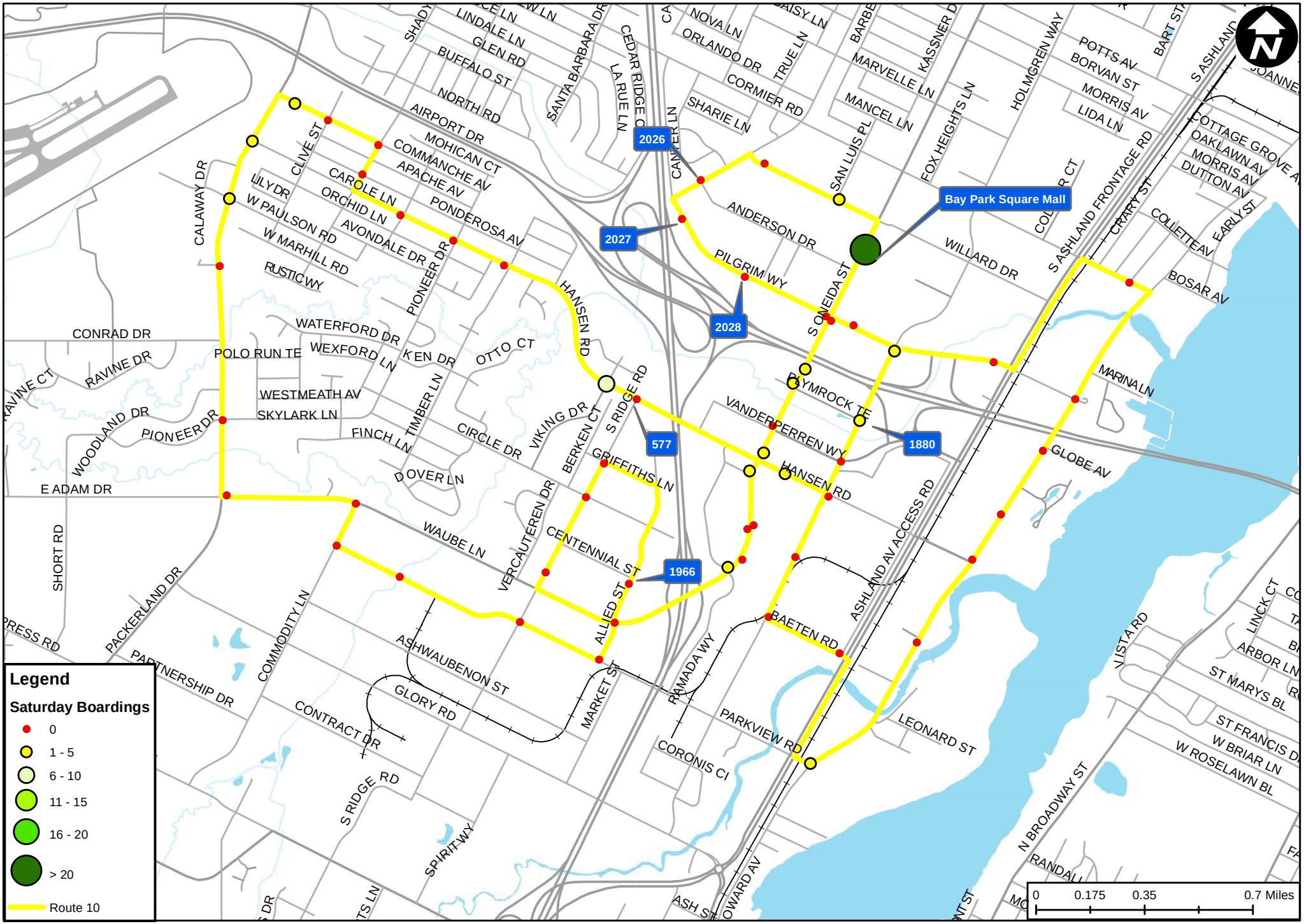
# Saturday Boardings for August 9

# Route 10

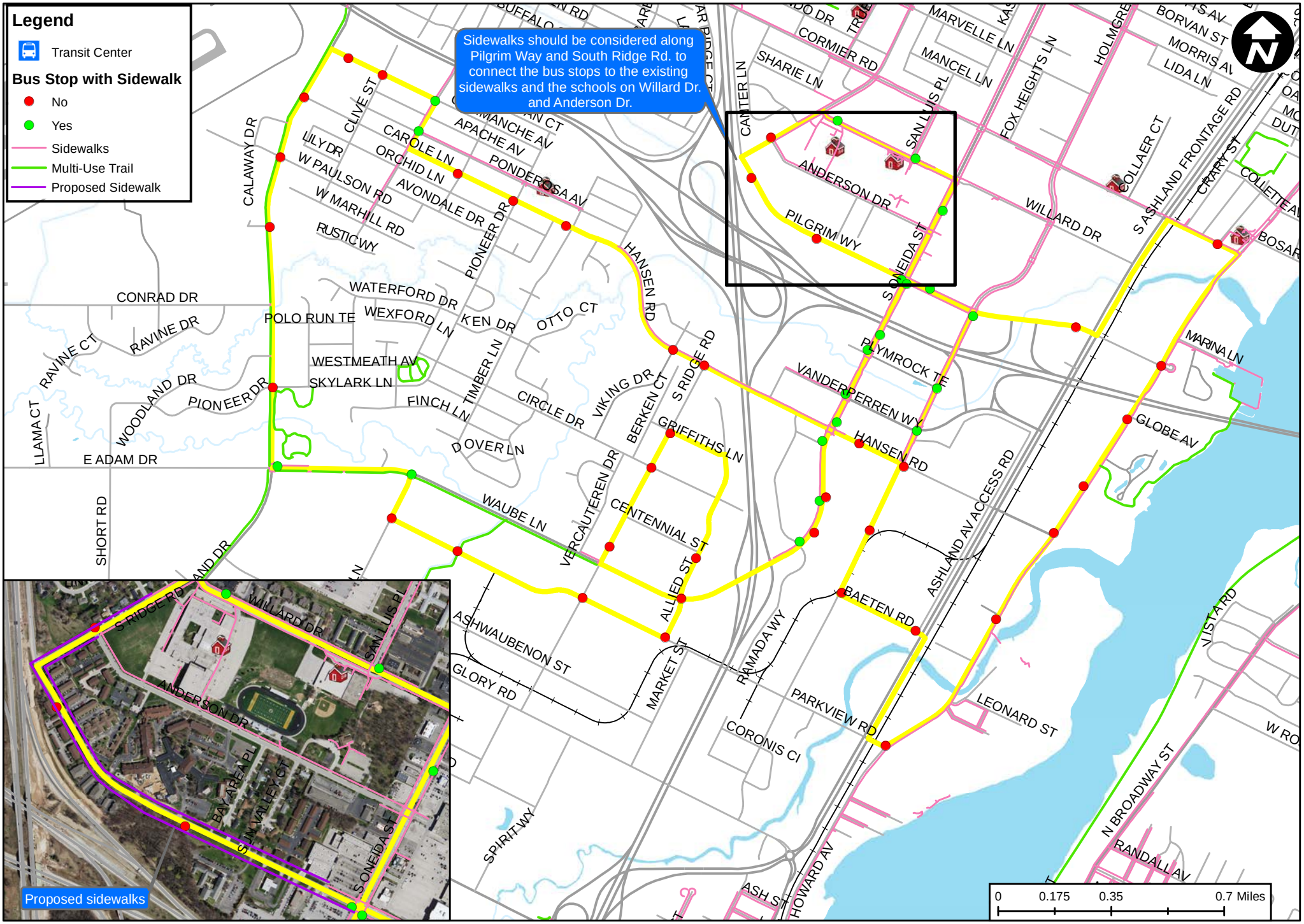


# Saturday Boardings for November 8

# Route 10



# Route 10 Sidewalk Analysis and Recommendations



## Route 11

**Route Description**: Route 11 (Sky) is primarily a north-south route that utilizes Webster Avenue as the main travel corridor. This route serves the City of Green Bay, the Village of Allouez, and the City of De Pere. Service is provided every hour on weekdays, weekday evenings, and Saturdays. Service on weekdays begins at 5:15am and continues to 9:15pm, while Saturday service is provided from 7:15am to 6:15pm.

| 2014 Annual Route Review Statistics – Route 11 | | |
|---|---|---|
| | Totals | Rank among all routes |
| Route 11 Revenue/hour | $13.67 | 8 out of 13 |
| System Standard | $11.65 | |
| Route 11 Passengers/hour | 18.7 | 9 out of 13 |
| System Standard | 15.4 | |
| Route 11 Operating Ratio | 15.7% | 7 out of 13 |
| System Standard | 13.4% | |

**Weekday Ridership/Boarding Summary**: Based on 2014 Annual Route Review statistics, Route 11 performs at levels above all of the system standards. Boarding totals on Route 11 were fairly evenly distributed across all of the bus stops that serve the route. Only two locations showed a somewhat higher level of boarding activity on a consistent basis. These stops are summarized below.

- Stop #752 at the corner of Cook Street and STH 32/57 in De Pere saw ridership that fluctuated between 16 and 45 boardings per weekday period over the four study periods. The bus stop already has a number of facilities installed including an adjacent sidewalk, a stable surface, and a bus shelter.
- The bus stop located at Shopko in De Pere is the most heavily used bus stop on Route 11. The high boarding totals at this location are likely due to this bus stop functioning as a transfer point between Route 11 and Route 17 and its location adjacent to numerous commercial developments.

**Saturday Ridership/Boarding Summary:** Boarding activity on Saturdays is significantly less than the boarding activity observed during the weekday study periods. Saturdays typically saw boarding totals near Downtown Green Bay that were slightly higher than the majority of the stops on Route 11. But similar to the weekday boardings, the De Pere Shopko bus stop saw more use than any other stop on Route 11.

**Accessibility Summary**: Nearly all of the bus stops that serve Route 11 have an adjacent sidewalk. Only two bus stops, both located on Broadview Drive, do not have sidewalks present. There is a sidewalk present on the south side of Broadview Drive; however, a gap in the sidewalk on the north side of the road occurs where these bus stops are located between Webster Avenue and West Pennwood Circle.

**Allouez Safe Routes to School/Bicycle and Pedestrian Plan Recommendations**: The Allouez Safe Routes to School/Bicycle and Pedestrian Plan indicates that the Broadview Drive bus stop across from the YMCA should be outfitted with a concrete pad at the drop off/pickup area.

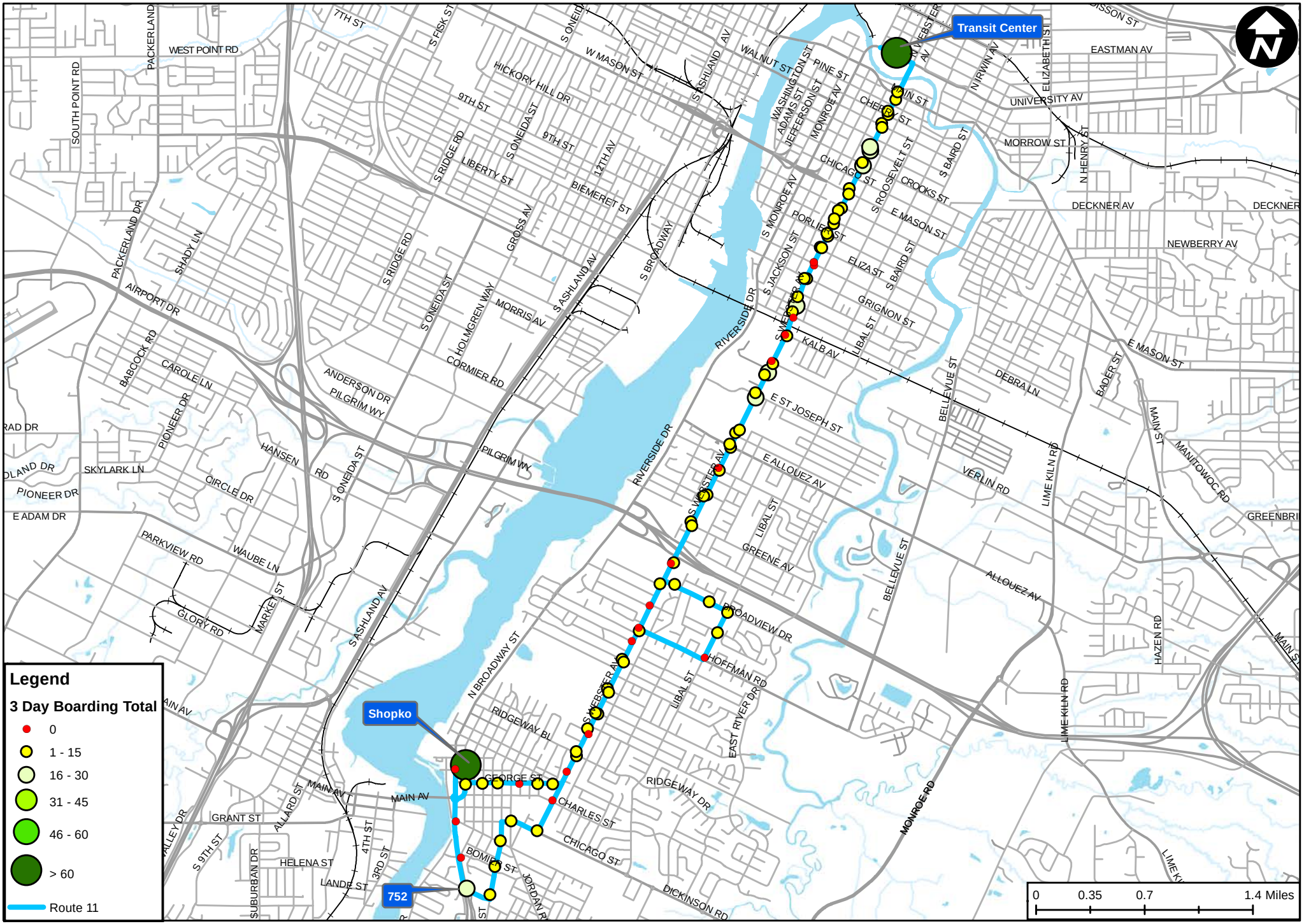
| Bus Stops with Sidewalks – Route 11 | | |
|---|---|---|
| | Total | Percent of total |
| **Total Bus Stops** | 751 | 100% |
| *Sidewalk yes* | 588 | 78.3% |
| *Sidewalk no* | 163 | 21.7% |
| **Route 11 Bus Stops** | 87 | |
| *Sidewalk yes* | 85 | 97.7% |
| *Sidewalk no* | 2 | 2.3% |

**General Route Recommendations**:

- Installing a sidewalk on the north side of Broadview Drive between West Pennwood Circle and Webster Avenue may not be feasible; however, Green Bay Metro and the Village of Allouez should investigate the possibility of installing a sidewalk from Webster Avenue to the current bus stop location near Webster Avenue to improve access to the bus stop. Metro should also consider contacting Allouez to discuss shifting the unpaved stop at the northwest corner of the Broadview/West Pennwood Circle intersection to the northeast corner of the intersection where a sidewalk is present.

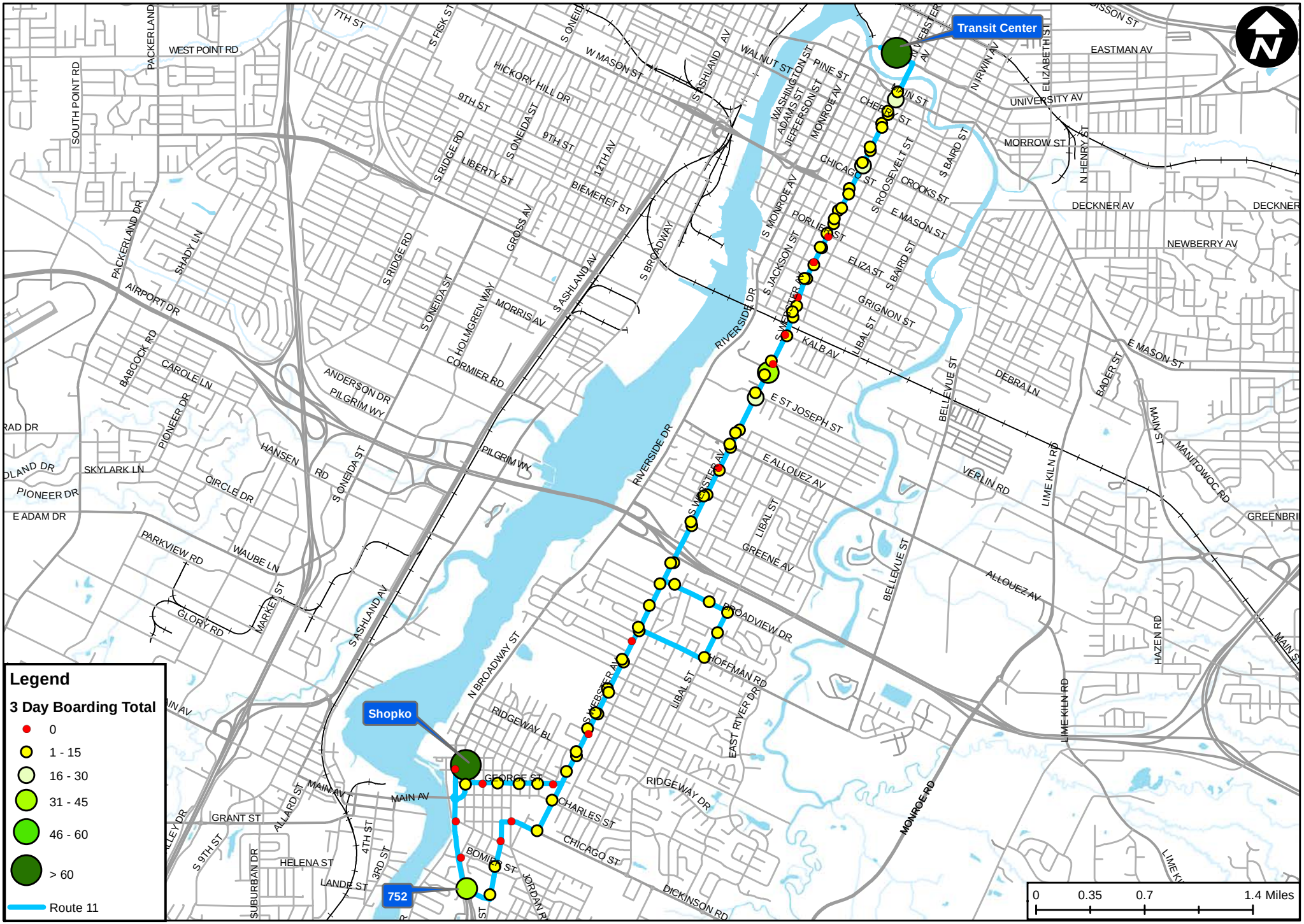
# Weekday Boardings for February 18, 19, & 20

# Route 11



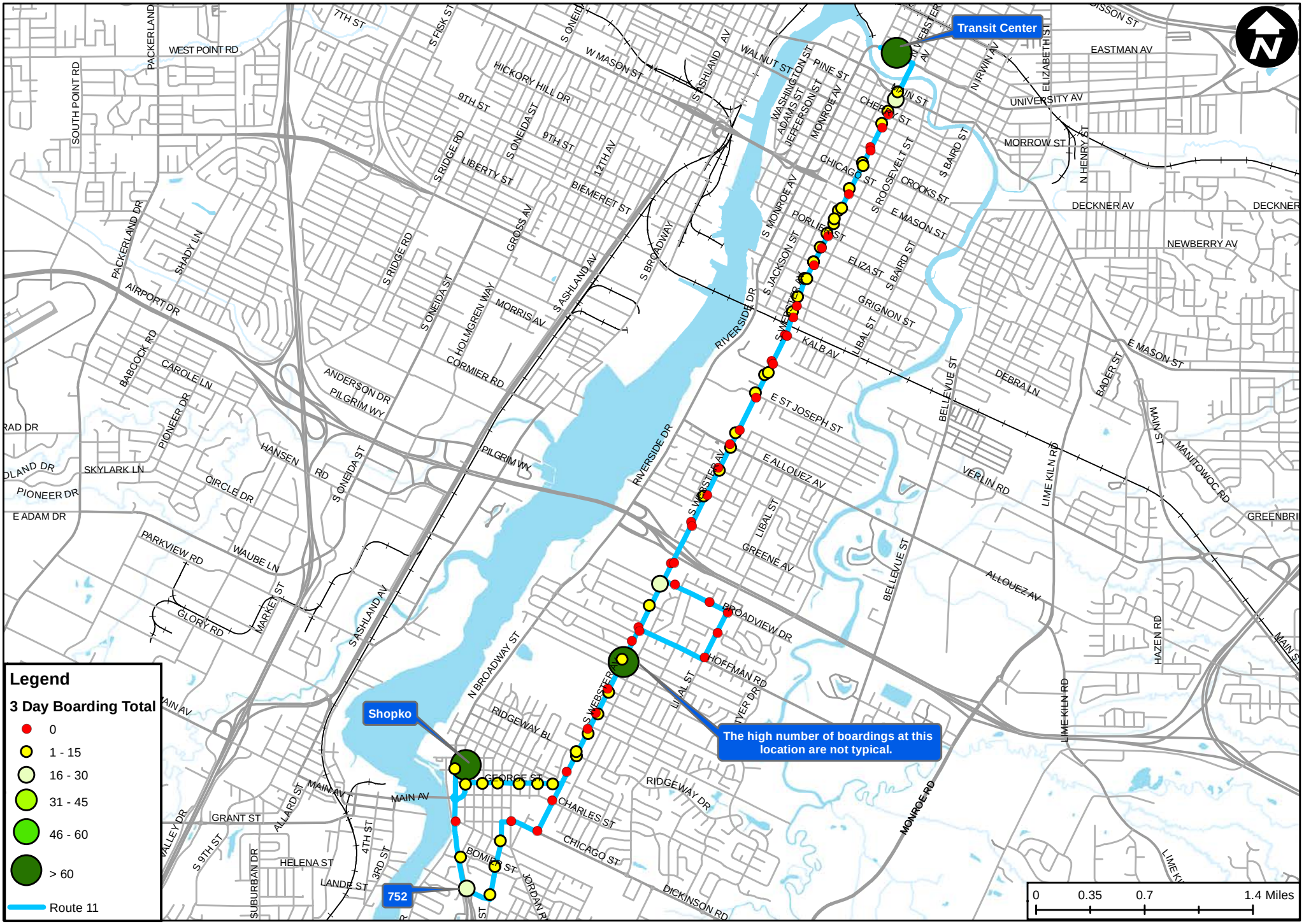
# Weekday Boardings for May 6, 7, & 8

# Route 11



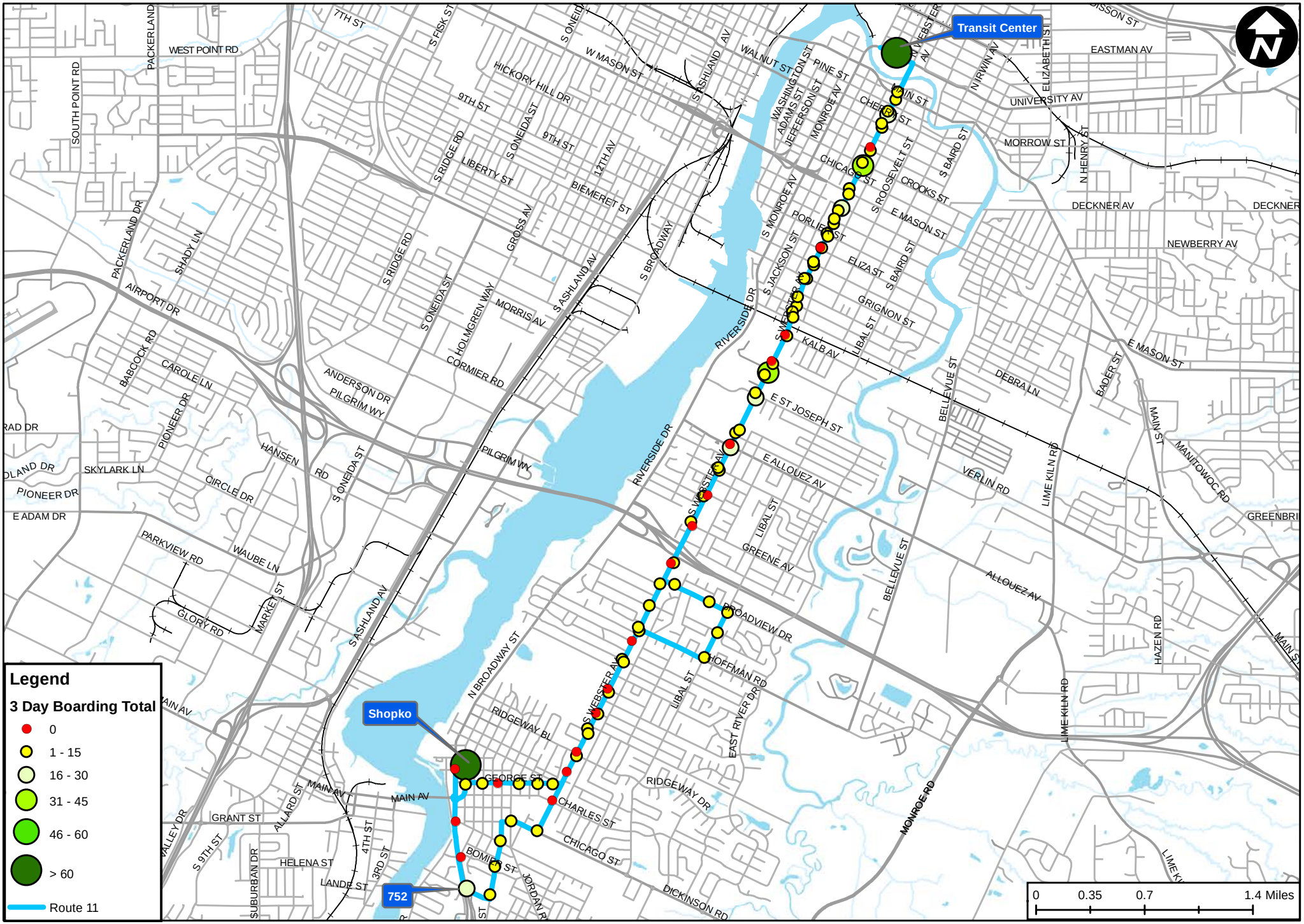
# Weekday Boardings for August 5, 6, & 7

# Route 11



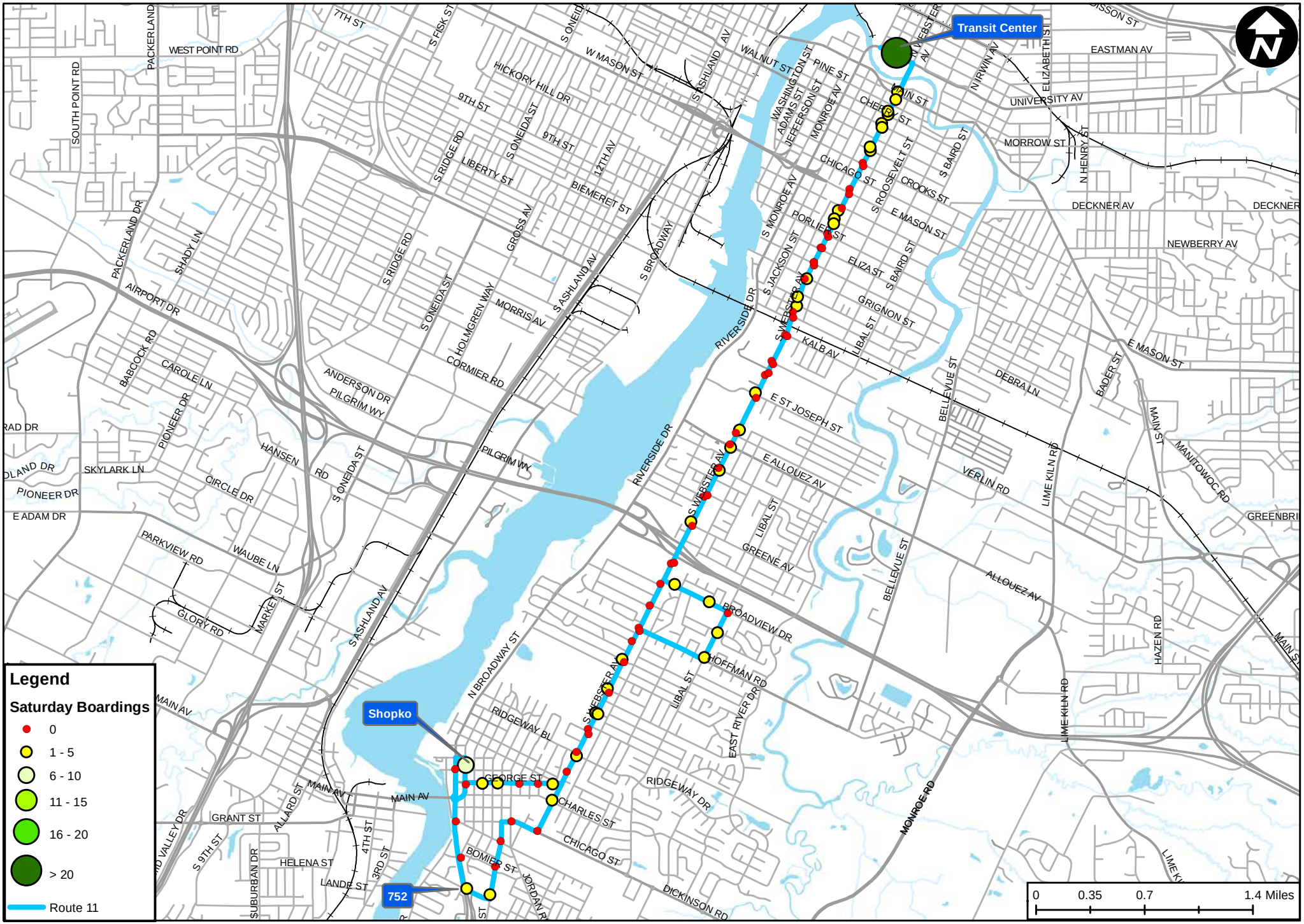
# Weekday Boardings for November 4, 5, & 6

# Route 11



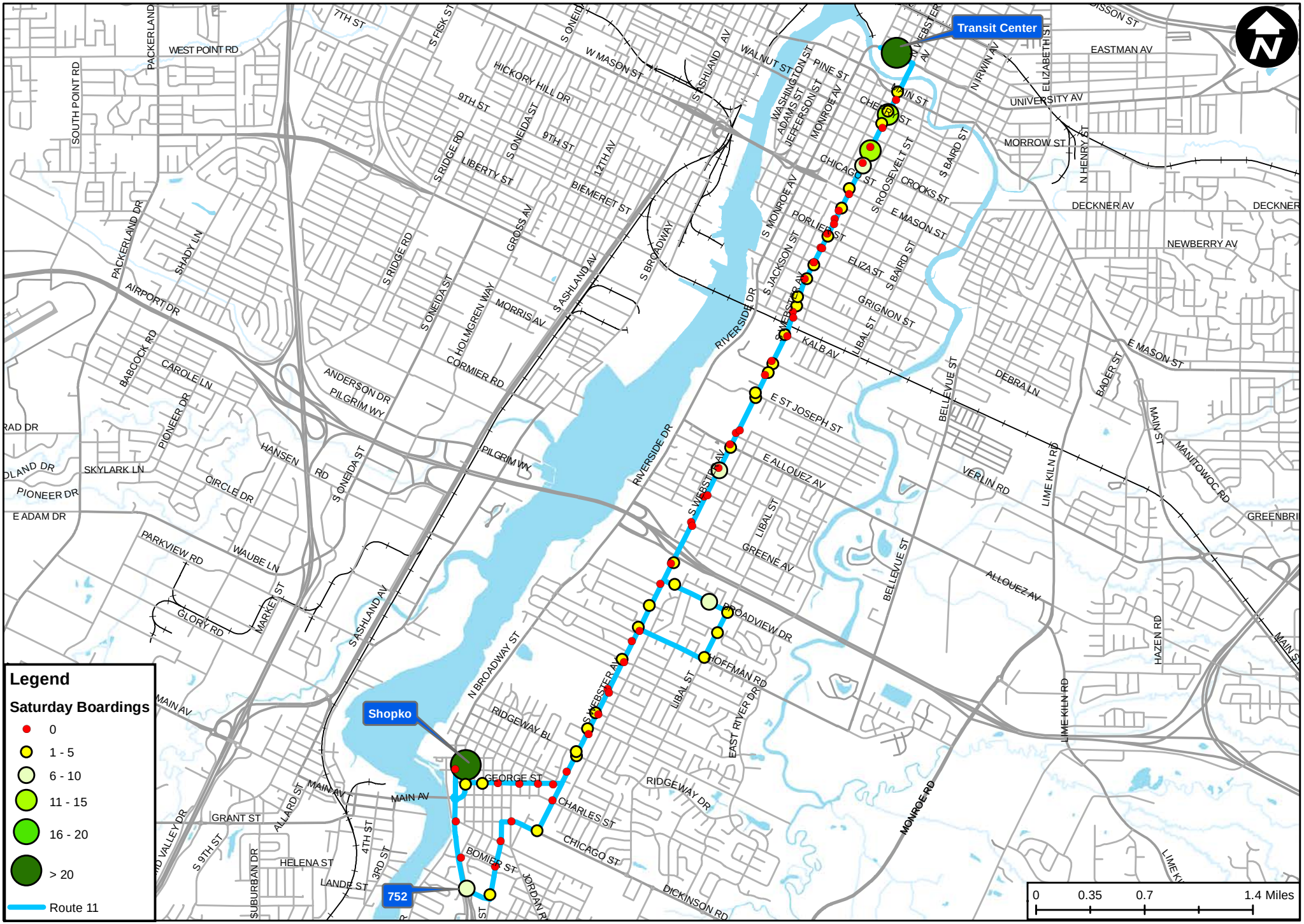
# Saturday Boardings for February 22

# Route 11



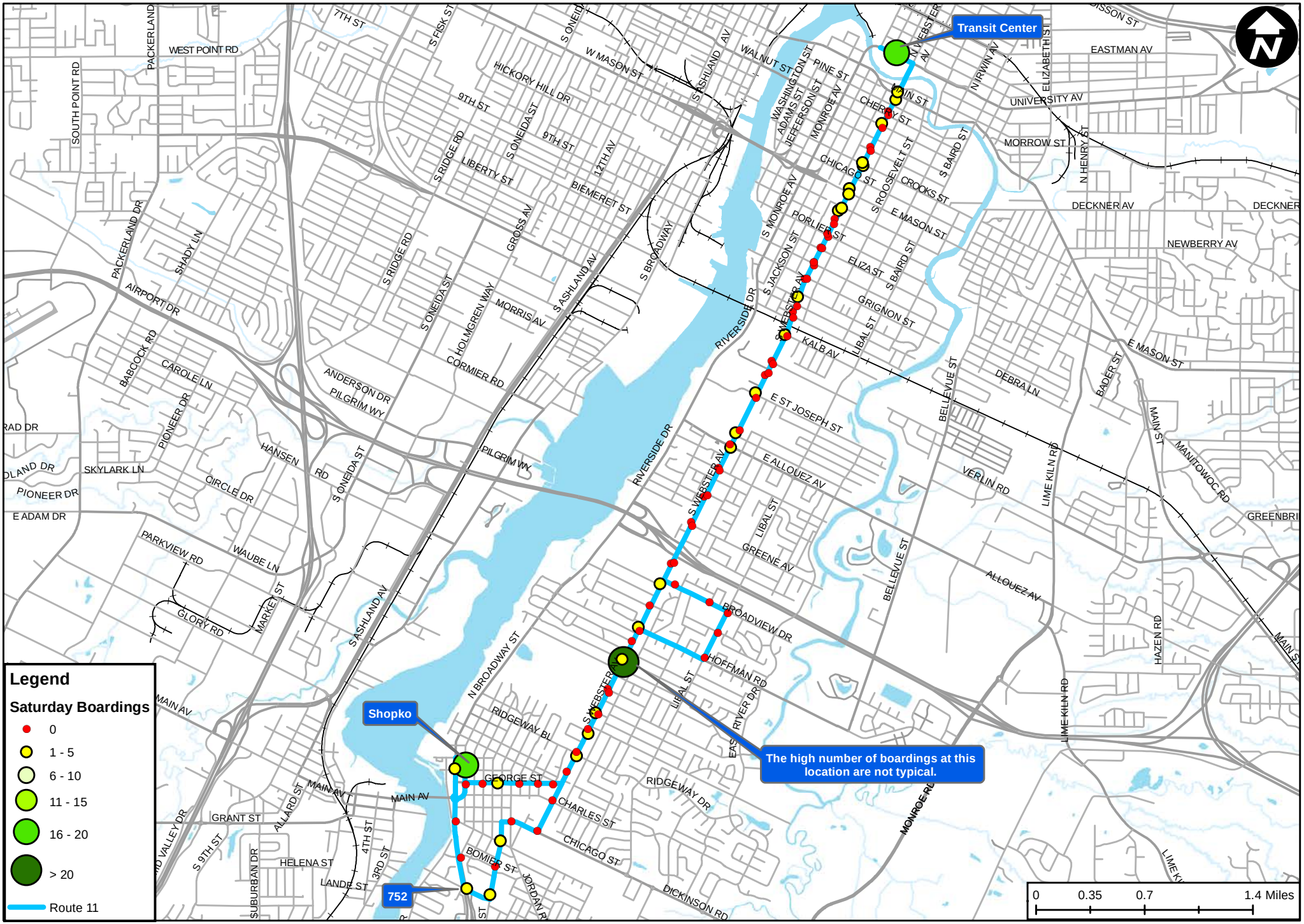
# Saturday Boardings for May 10

# Route 11



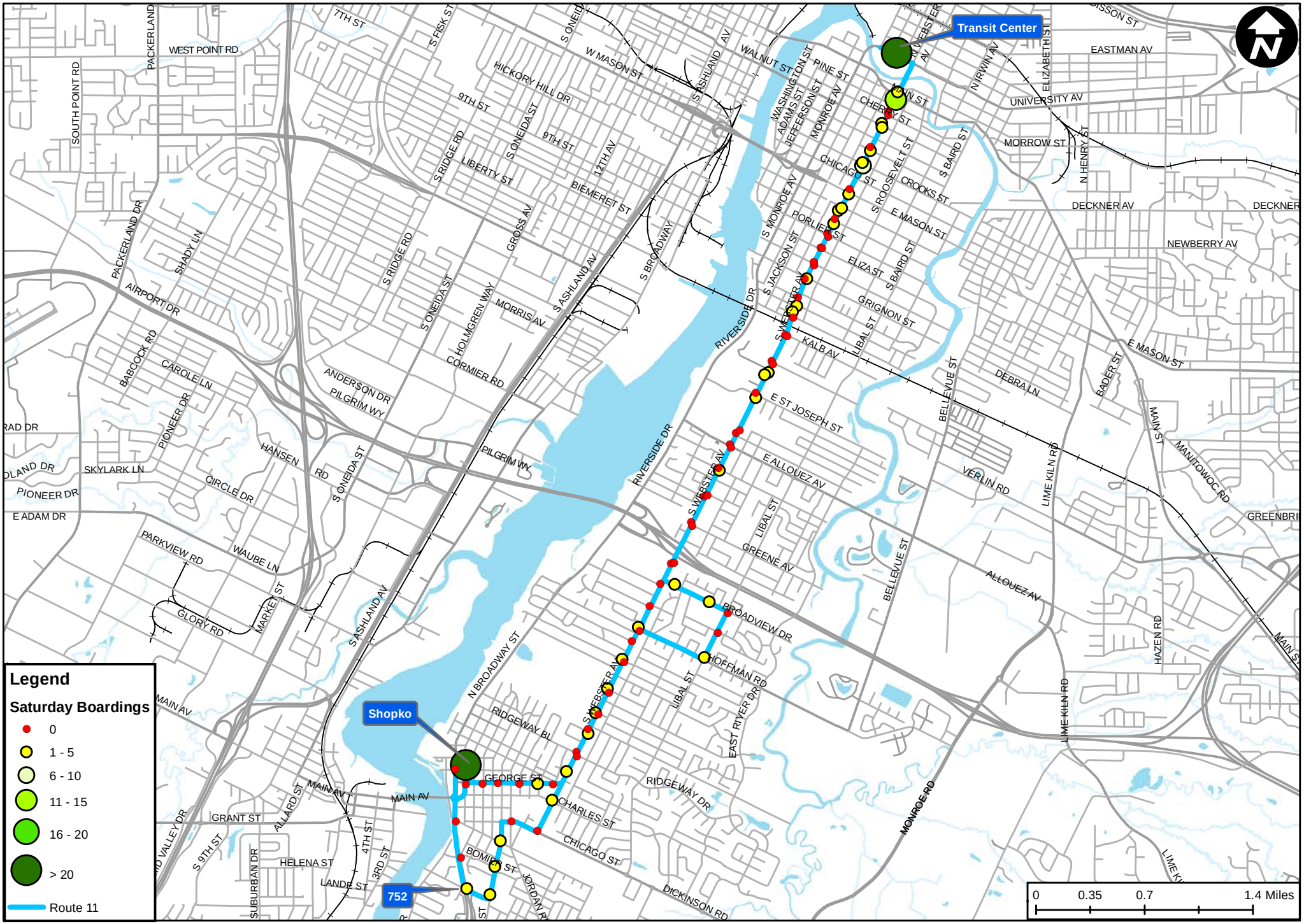
# Saturday Boardings for August 9

# Route 11

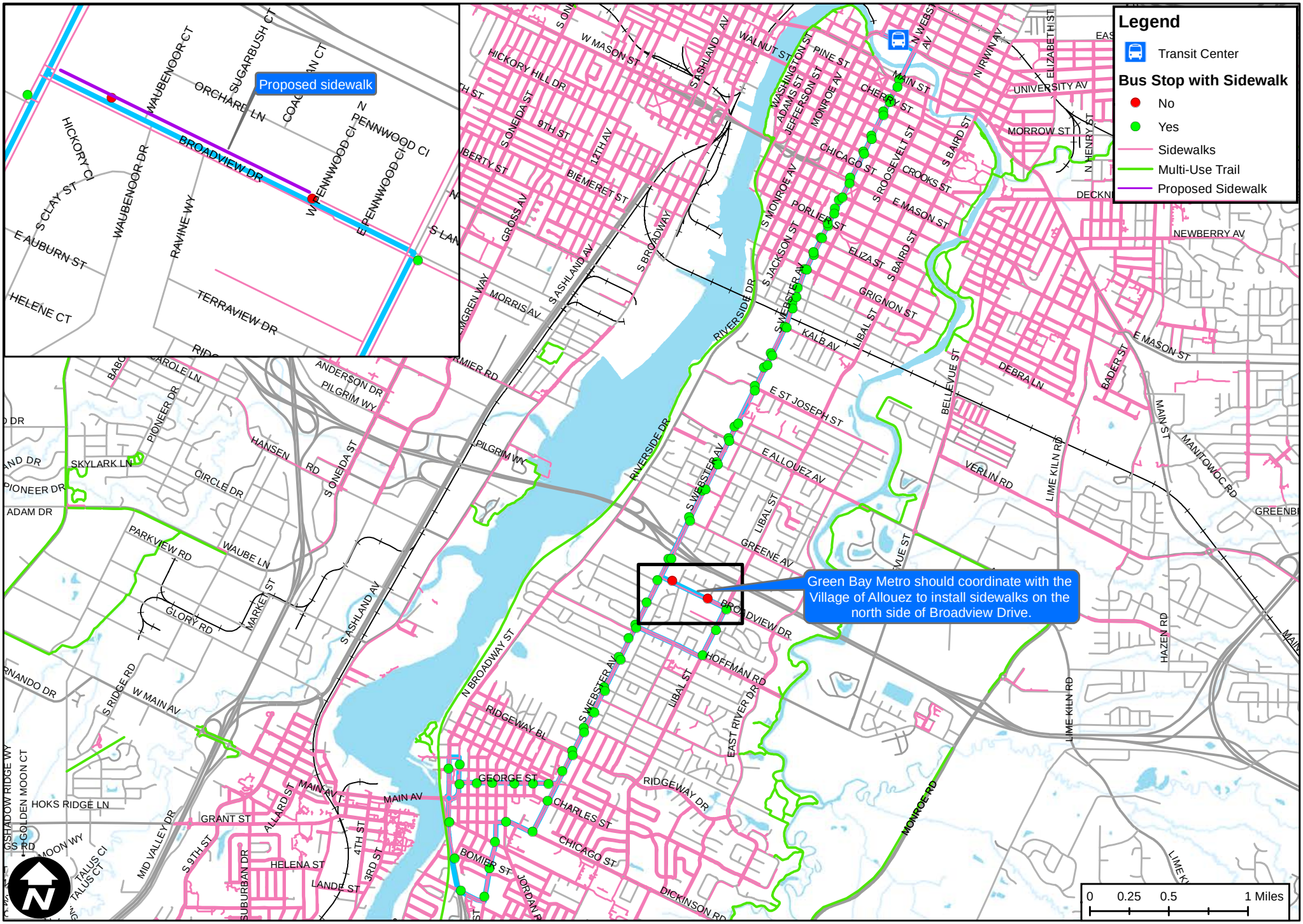


# Saturday Boardings for November 8

# Route 11



# Route 11 Sidewalk Analysis and Recommendations



## Route 14

**Route Description**: Route 14 (Pink) provides service to Green Bay's east side using Main Street as the primary route corridor. Hourly service is offered on weekdays from 5:45am until 9:45pm, while Saturday service is provided from 7:45am to 6:45pm.

| 2014 Annual Route Review Statistics – Route 14 | | |
|---|---|---|
| | Totals | Rank among all routes |
| Route 14 Revenue/hour | $14.56 | 7 out of 13 |
| System Standard | $11.65 | |
| Route 14 Passengers/hour | 19.1 | 8 out of 13 |
| System Standard | 15.4 | |
| Route 14 Operating Ratio | 16.7% | 7 out of 13 |
| System Standard | 13.4% | |

**Weekday Ridership/Boarding Summary**: Route 14 uses Main Street as the primary route corridor, but it also makes two loops. The northern loop provides service to an area that has a mixture of residential and industrial developments. While service is advertised as hourly, this loop receives what amounts to be half hour service because the loop is a part of both the outbound and inbound service. The frequent service on this loop results in a convenient way to access destinations to the south and to access the Transportation Center to make transfers to other routes.

- Three bus stops on the route's northern loop saw high boarding activity. Stop #1752 on Morrow Street consistently saw between 31 and 45 boardings over the course of the four weekday study periods. This bus stop is already equipped with an adjacent sidewalk, a firm and stable surface, and a bus shelter.
- Stop #1739 is located near the American Red Cross building on North Bader Street. Boarding totals at this bus stop were higher than at most stops, and the stop recorded between 31 and 60 boardings during three of the four weekday study periods.
- Stop #1740 is located on Deckner Avenue just west of North Bader Street. This stop experienced boarding totals that exceeded an average of 20 per day for at least one weekday study period. Detailed recommendations for this bus stop can be found in the Bus Stop Recommendations section.

A southern loop provides service to the East Town Mall, Walmart (East), Goodwill, and some residential areas. While this loop contains popular destinations such as the East Town Mall and Walmart, service is provided every hour. Only one location on the southern loop (Walmart) experienced high boarding levels during the weekday study periods.

- The bus stop at Walmart had the highest number of boardings, and this stop is discussed further in the Bus Stop Recommendations section. But based on the

current boarding numbers and the existing facilities at this location, no additional recommendations are required at this time.

- Stop #1112 is located on the northeast corner of Pecan Street and Brosig Street. Boarding totals were typically between 16 and 30 for the four weekday data collection periods; however, one of the collection periods saw boarding totals above an average of 20 per day. This bus stop is discussed further in the Bus Stop Recommendations section.

**Saturday Ridership/Boarding Summary:** Saturday boarding totals generally mirror the higher weekday boarding locations. Stop #1752, stop #1740, and the Walmart stop were the stops that experienced the highest boarding totals on Saturdays. East Town Mall did not experience high numbers of boardings on Saturdays during the survey periods.

**Accessibility Summary**: Nearly 80% of the bus stops on Route 14 have direct sidewalk access. Route 14 overlaps service at the East Town Mall with Route 1. The improvements to the stops at the East Town Mall that were recommended as a part of the Route 1 Ridership/Boarding Summary should also be applied here. One additional bus stop at the East Town Mall (#80) could be improved to provide safer and more convenient access to the storefronts. Improvements should also be considered for Stop #1112 located on the northeast corner of Pecan Street and Brosig Street. This bus stop serves an area within Green Bay that could benefit from better access to transit through accessible walkways that link them to bus stops.

| Bus Stops with Sidewalks – Route 14 | | |
|---|---|---|
| | Total | Percent of total |
| **Total Bus Stops** | 751 | 100% |
| *Sidewalk yes* | 588 | 78.3% |
| *Sidewalk no* | 163 | 21.7% |
| **Route 14 Bus Stops** | 60 | |
| *Sidewalk yes* | 47 | 78.3% |
| *Sidewalk no* | 13 | 21.7% |

**General Route Recommendations**:

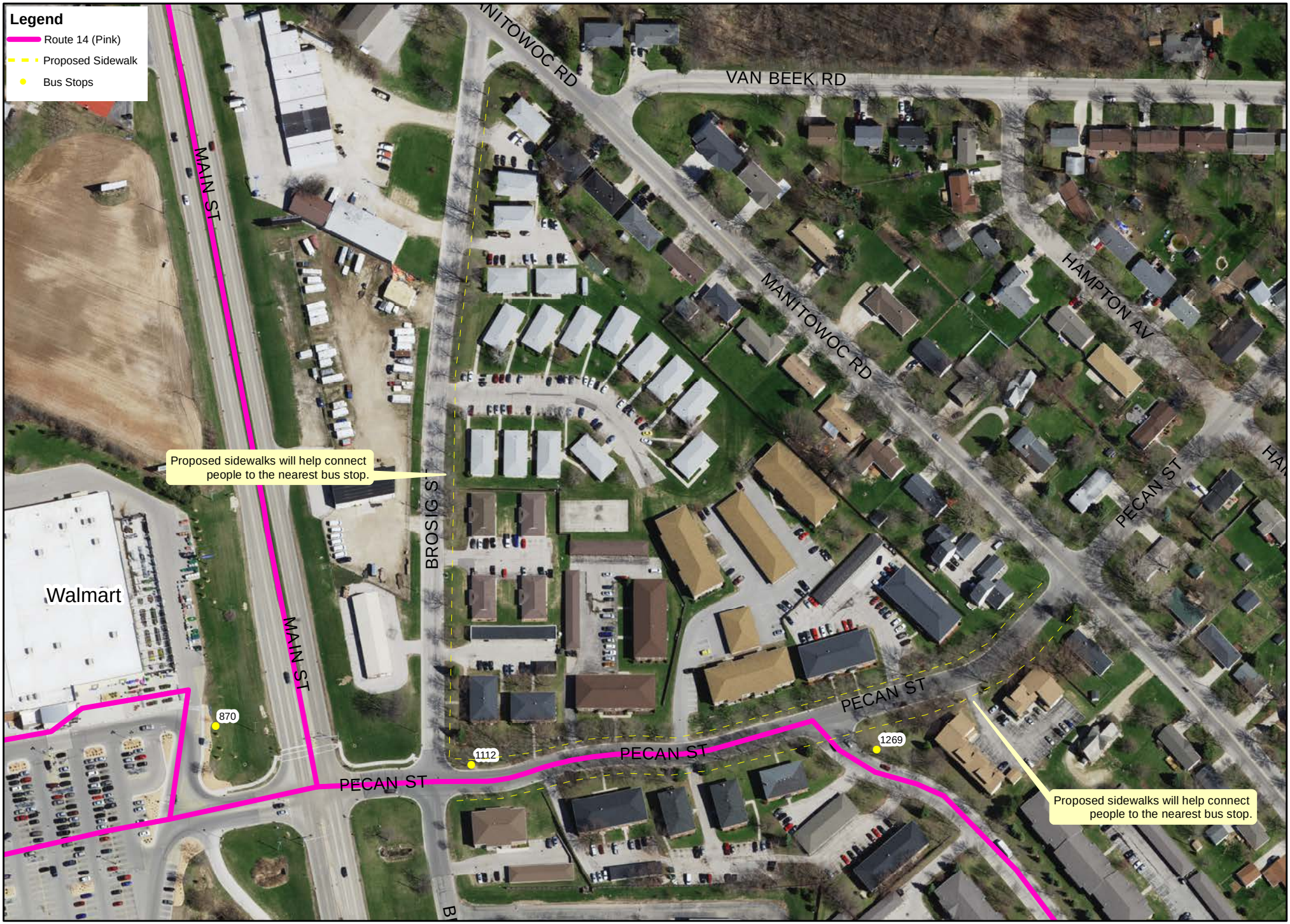
- Bus stop #80 is located near the rear entrance of the East Town Mall. The bus stop is located on a landscaped island that separates the driveway entrance from a row of parking. Green Bay Metro should install a firm and stable surface at the boarding/alighting area in addition to working with the adjacent store to include a walkway between the bus stop and the sidewalk that accesses the storefront.
- Green Bay Metro should work with the City of Green Bay to install sidewalks along the east side of Brosig Street from Manitowoc Road to Pecan Street.

Sidewalks should also be installed on both sides of Pecan Street from Brosig Street to Manitowoc Road. Refer to the following map for more details.

**Recommended Improvements to Bus Stop #80**

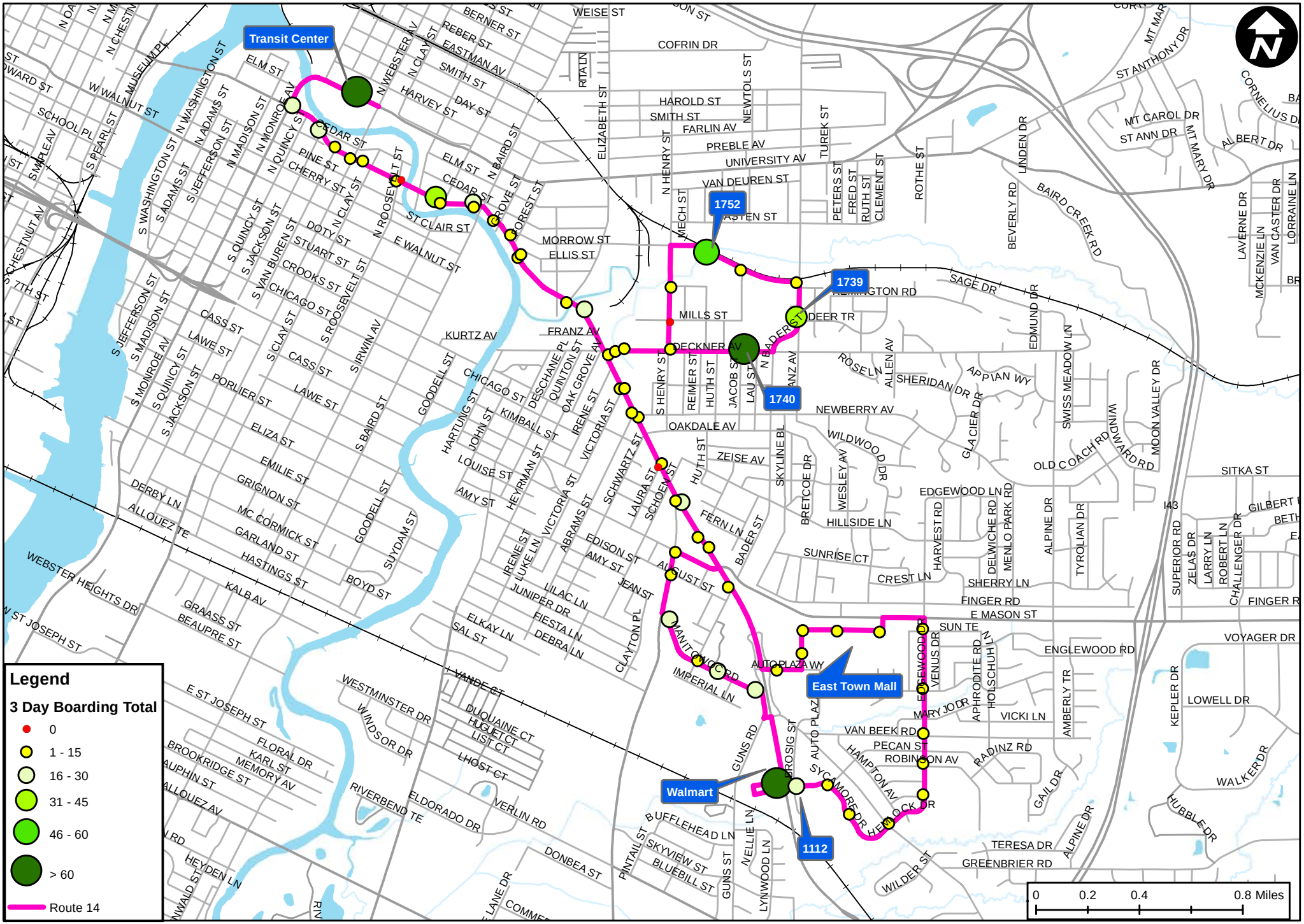
# Green Bay Metro Bus Stop Study

**Recommendations for the Walmart East Neighborhood**



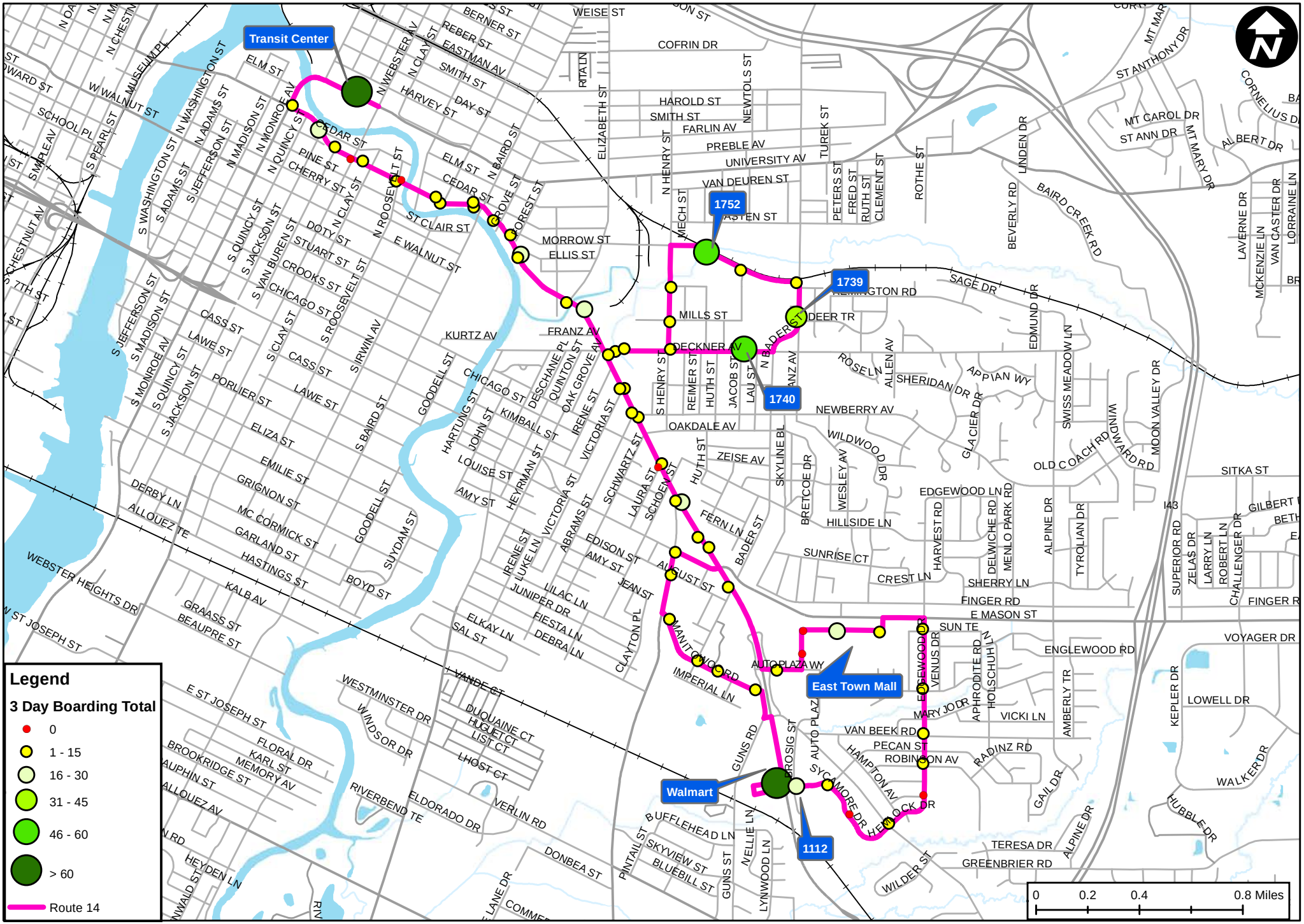
# Weekday Boardings for February 18, 19, & 20

# Route 14



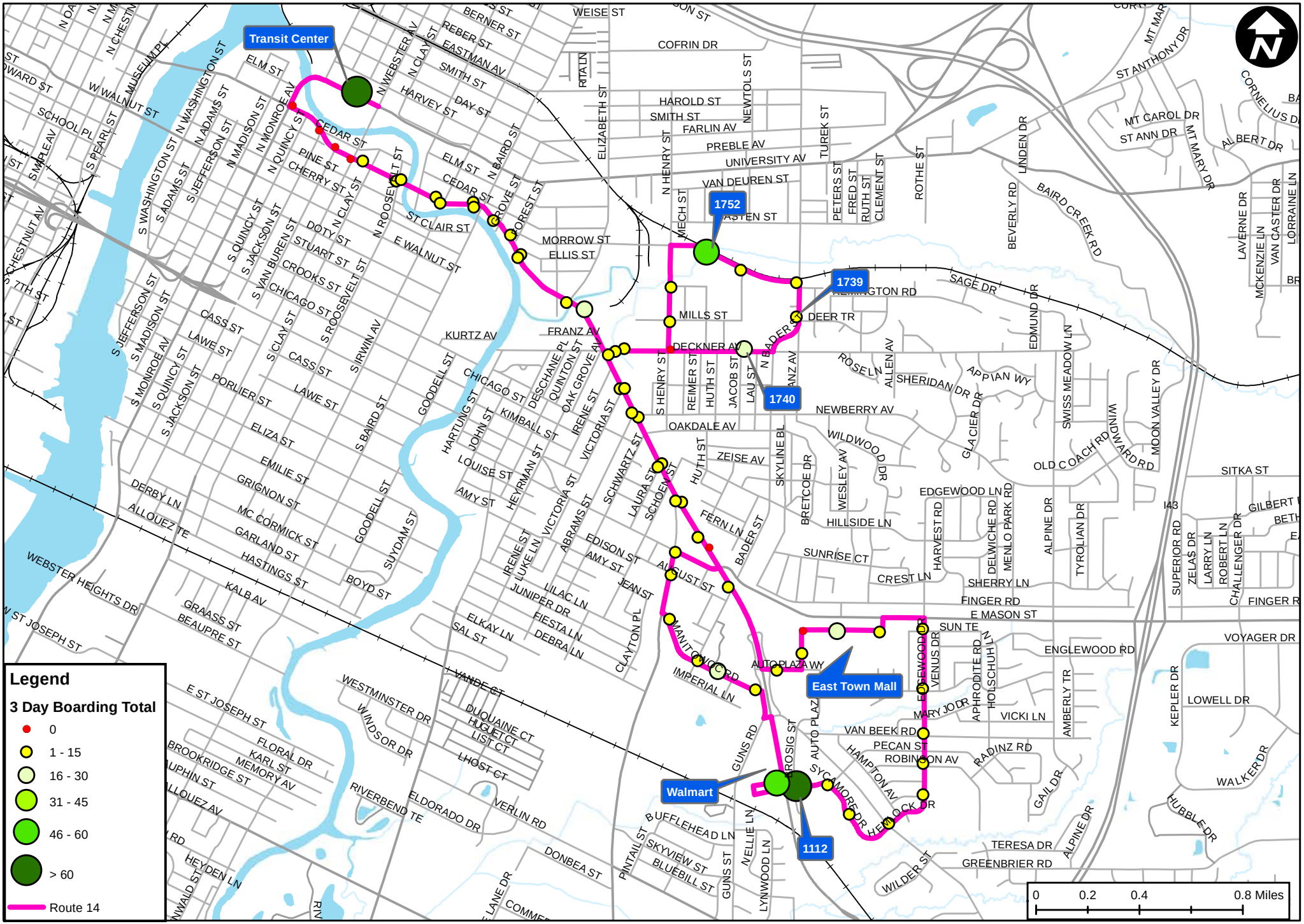
# Weekday Boardings for May 6, 7, & 8

# Route 14



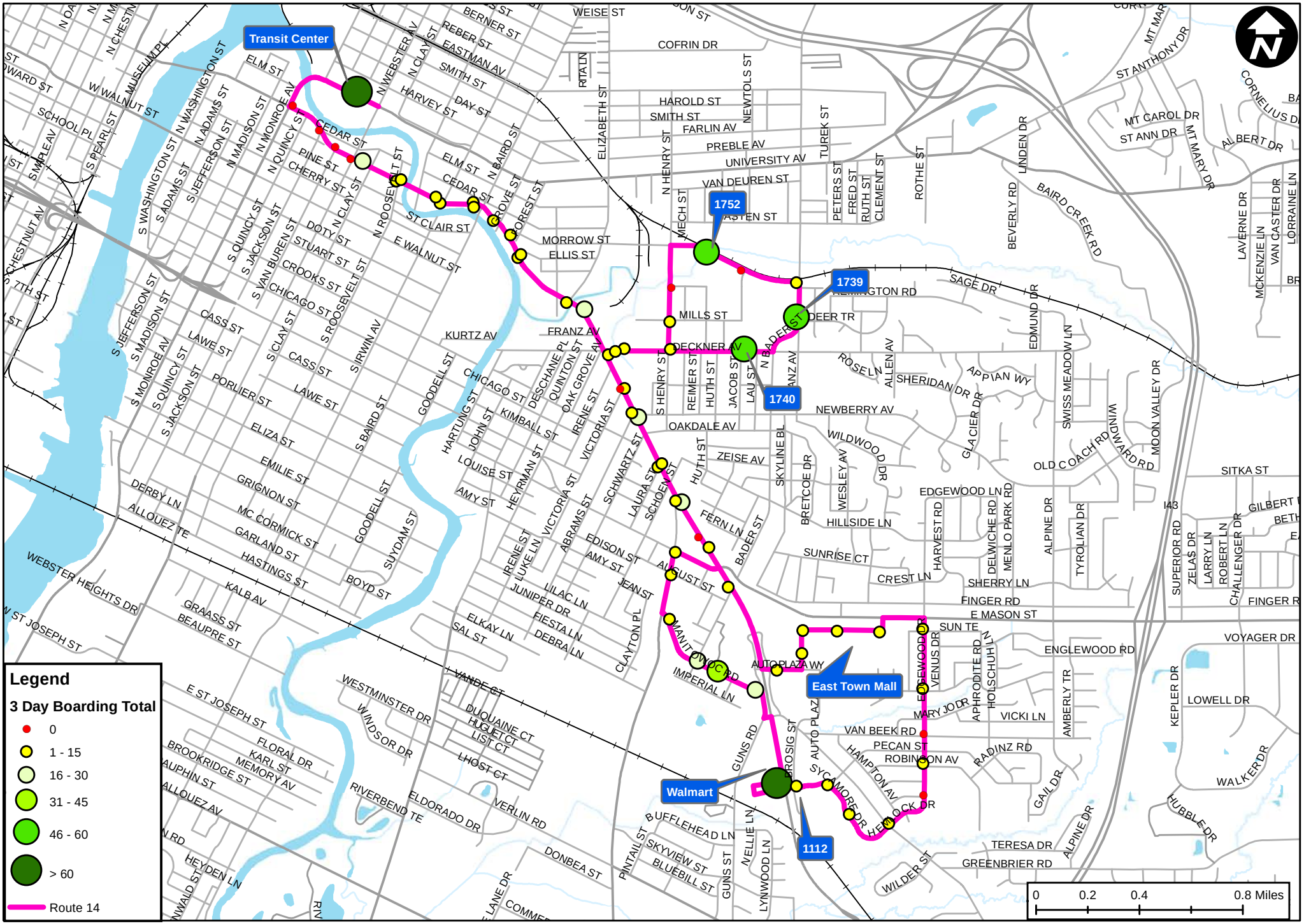
# Weekday Boardings for August 5, 6, & 7

# Route 14



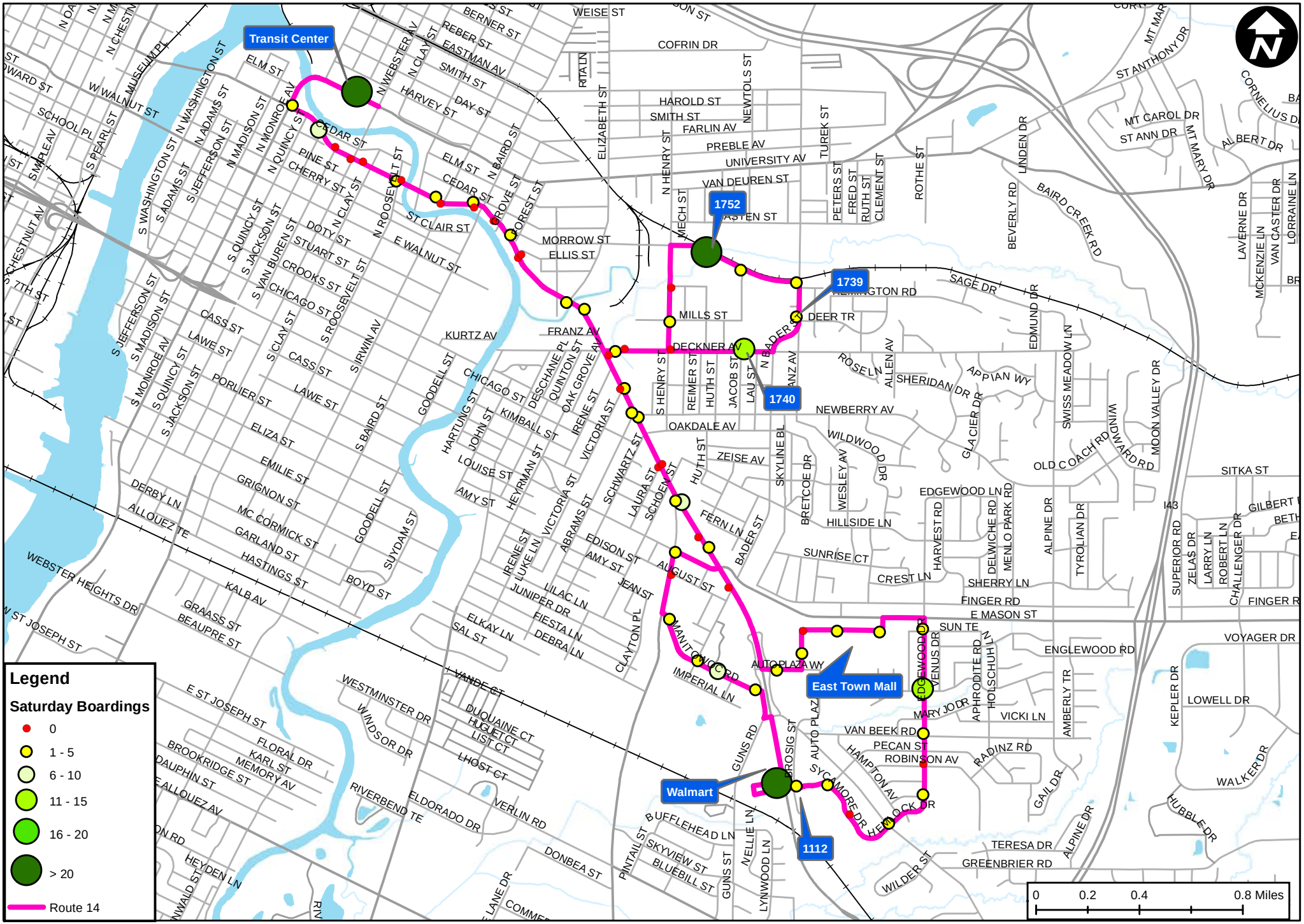
# Weekday Boardings for November 4, 5, & 6

# Route 14



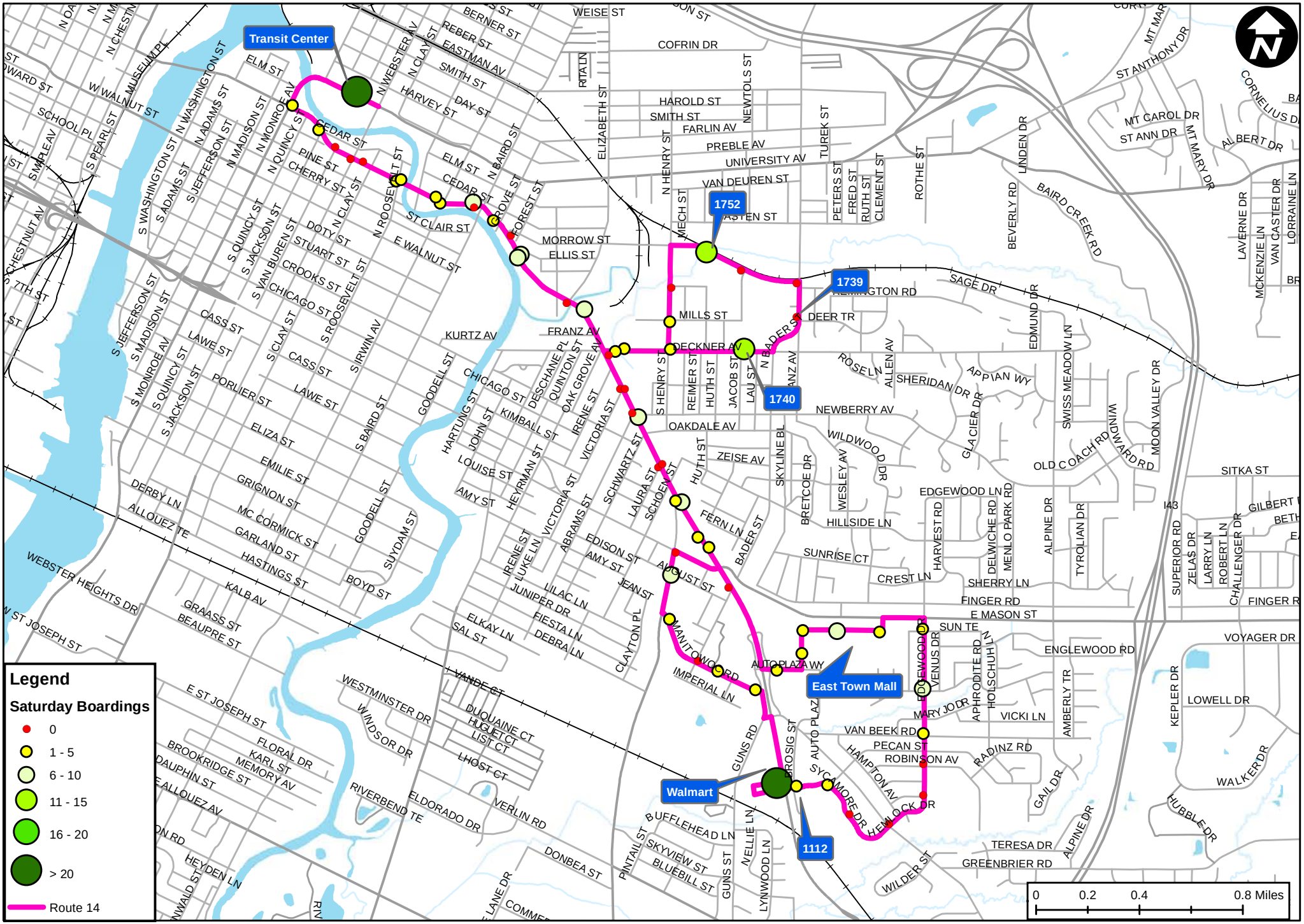
# Saturday Boardings for February 22

# Route 14



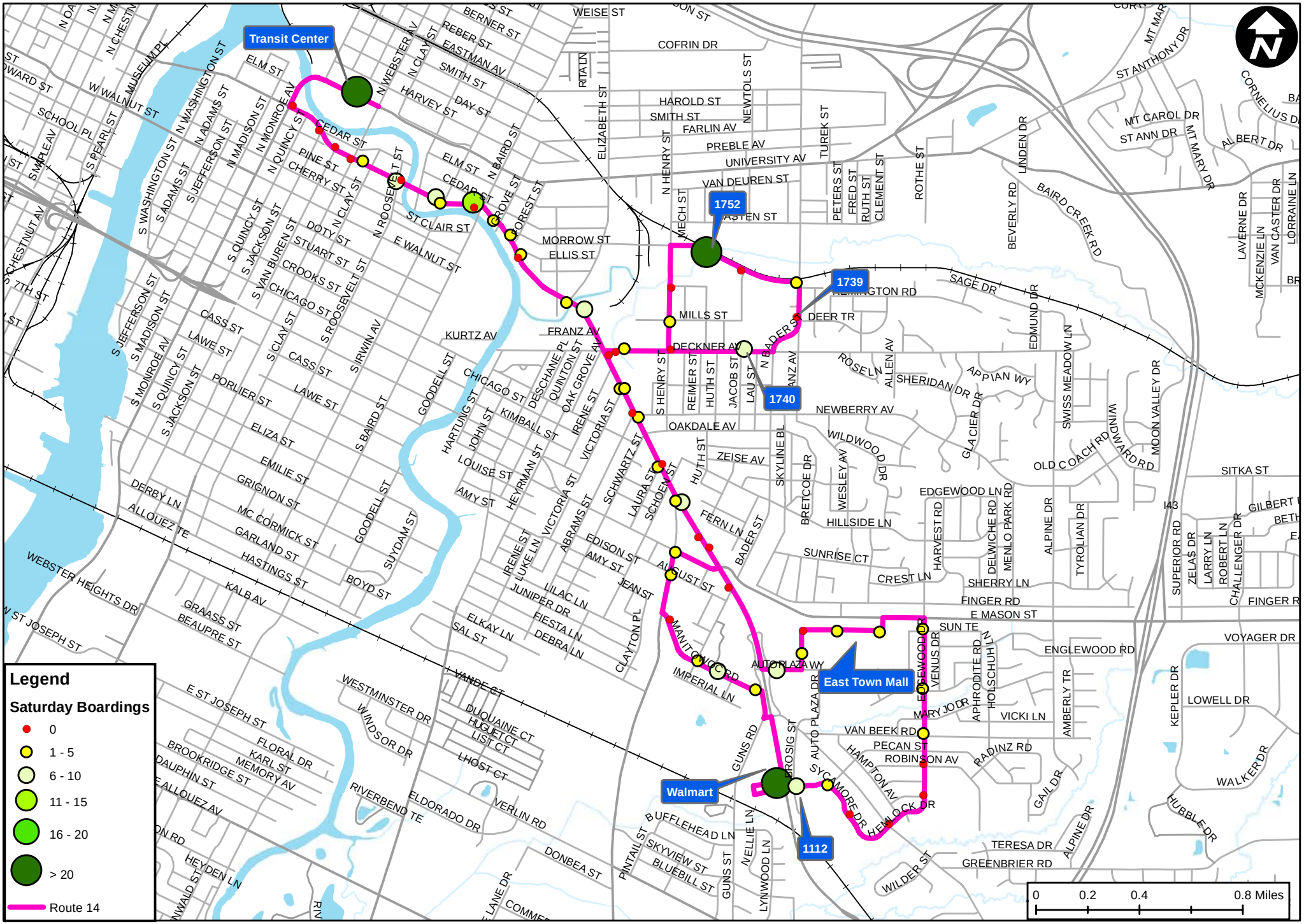
# Saturday Boardings for May 10

# Route 14



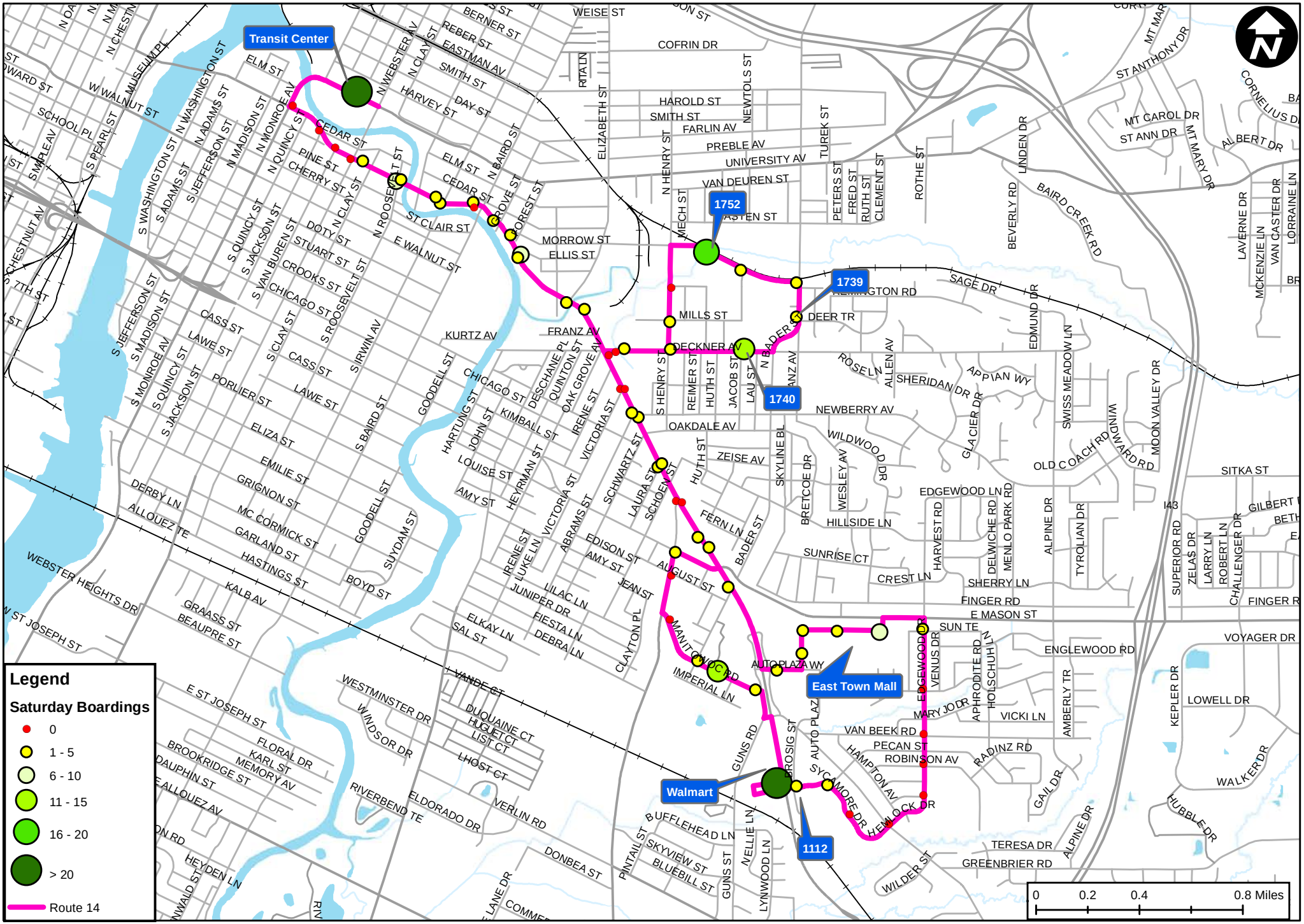
# Saturday Boardings for August 9

# Route 14

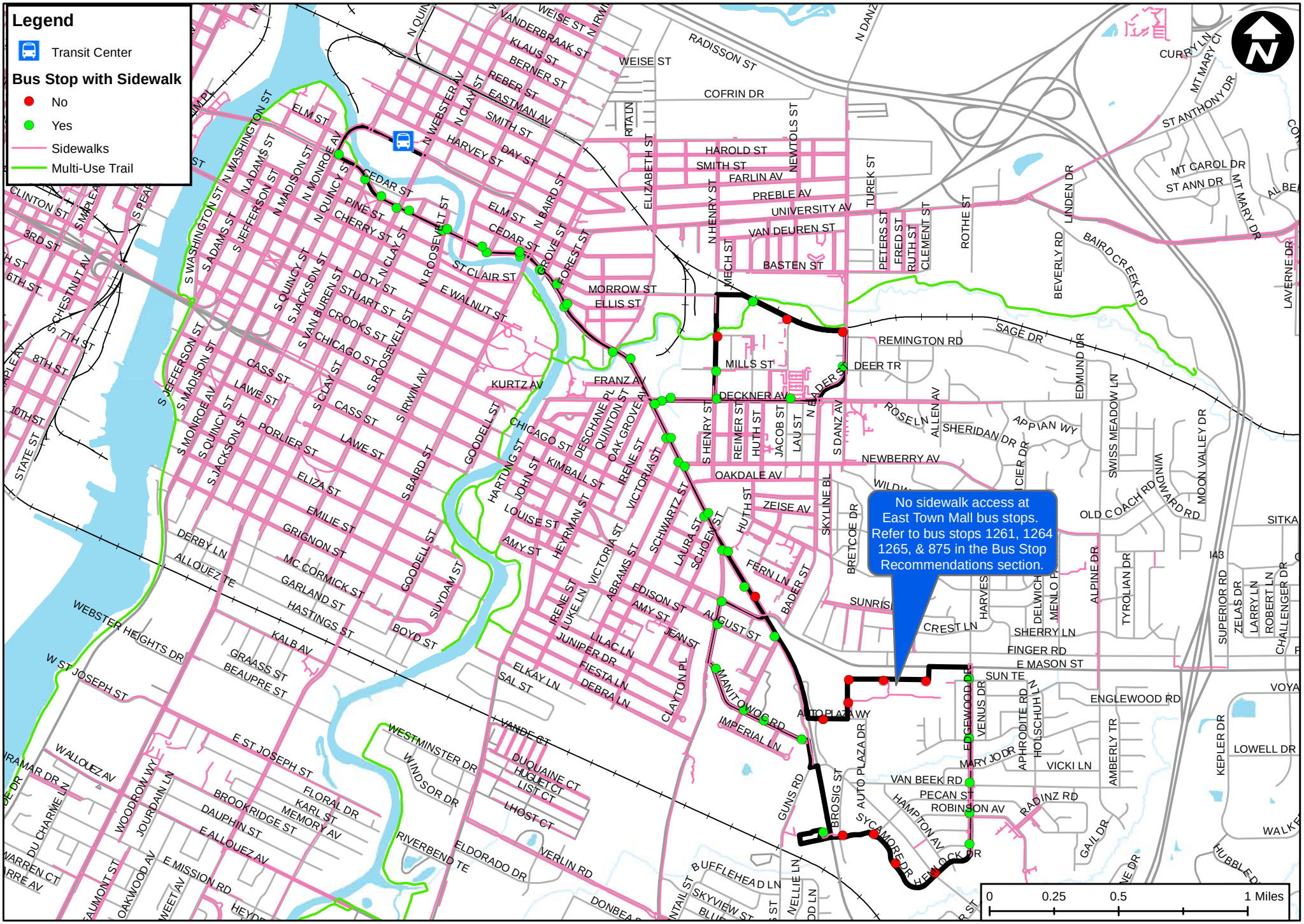


# Saturday Boardings for November 8

# Route 14

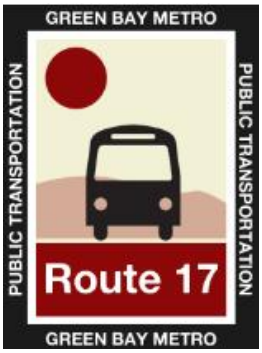


# Route 14 Bus Stops Served by Sidewalks



## Route 17

**Route Description**: Route 17 (Brick) provides service in the City of De Pere and the Village of Ashwaubenon, with service primarily focused on the west side of De Pere. Route 17 includes stops at the Bay Park Square Mall and De Pere Shopko transfer points. Service is provided every hour on weekdays and Saturdays. Weekday service is available from 5:45am to 9:39pm, while Saturday service is available from 7:45am to 6:39pm.




| 2014 Annual Route Review Statistics – Route 17 | | |
|---|---|---|
| | Totals | Rank among all routes |
| Route 17 Revenue/hour | $5.07 | 13 out of 13 |
| System Standard | $11.65 | |
| Route 17 Passengers/hour | 7.4 | 13 out of 13 |
| System Standard | 15.4 | |
| Route 17 Operating Ratio | 5.8% | 13 out of 13 |
| System Standard | 13.4% | |

**Weekday Ridership/Boarding Summary**: Route 17 is the lowest performing route according to the 2014 Annual Route Review data. A couple of factors play into the poor performance, including low trip frequency and low density development that dominates much of the area to which this route provides service.

This route serves St. Norbert College, which has a fairly compact development pattern. Many of the students that attend the college live on campus or are very near campus, which for a young adult is well within walking distance. Like the University of Wisconsin – Green Bay, St. Norbert College participates in the U-Pass program to offer students a reduced fare when using the bus.

The areas that had the highest number of boardings during the four survey periods were major retail destinations such as Walmart in De Pere, Bay Park Square Mall, and Shopko in De Pere. Bay Park Square Mall and the De Pere Shopko also function as transfer points. Both of these stops are discussed further in the Bus Stop Recommendations section.

**Saturday Ridership/Boarding Summary:** More than half of the bus stops on Route 17 were not used on Saturdays during the survey periods. Saturday boardings were noticeably higher than weekday boardings at St. Norbert College during the February and November data collection periods, which is likely due to the students having more free time on weekends during months when classes were in session. With a one hour trip frequency, it could be difficult if not impossible for students to take the bus for an errand during weekdays between classes. The boarding totals at the Walmart were up slightly as compared to the weekday service, while the boarding totals at Shopko were slightly lower than weekday boarding totals.

**Accessibility Summary**: Most bus stops on Route 17 are accessible from adjacent sidewalks; however, data from the 2014 Annual Route Review and the four survey periods show that ridership is relatively low for the entire route. Although the sidewalks enable people to access the bus stops, the low-density land use and development patterns were a major factor in the low ridership.

The residential development on Holmgren Way north of Parkview Road is relatively isolated amongst low-density industrial and commercial uses, and the residents that use this bus stop face physical barriers such as a lack of a paved pathway to the stop.

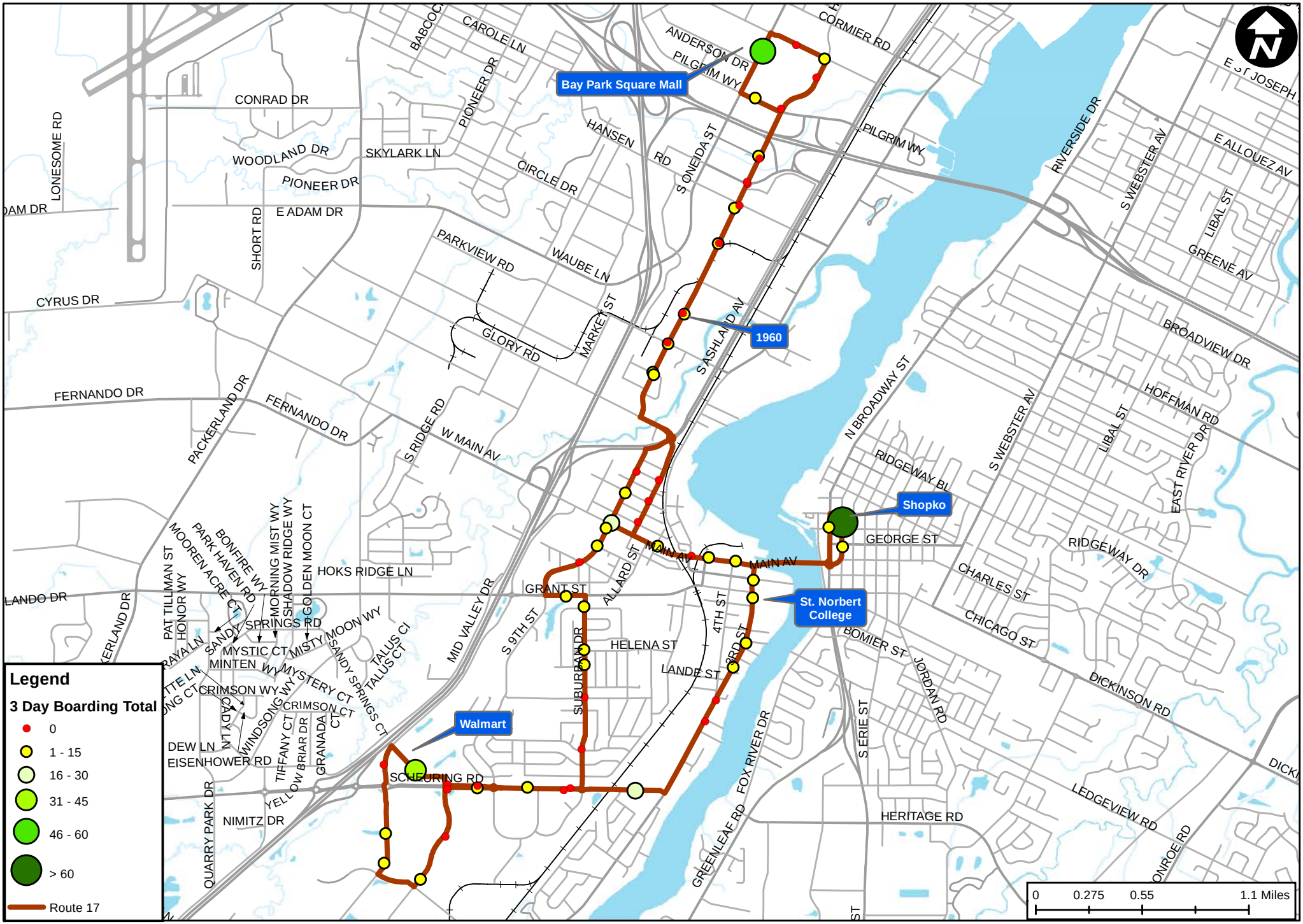
| Bus Stops with Sidewalks – Route 17 | | |
|---|---|---|
| | Total | Percent of total |
| **Total Bus Stops** | 751 | 100% |
| *Sidewalk yes* | 588 | 78.3% |
| *Sidewalk no* | 163 | 21.7% |
| **Route 17 Bus Stops** | 62 | |
| *Sidewalk yes* | 47 | 75.8% |
| *Sidewalk no* | 15 | 24.2% |

**General Route Recommendations:**

- Green Bay Metro should install a firm and stable surface at bus stop #1960 on the east side of Holmgren Way. Green Bay Metro should also work with the adjacent land owner to install a walkway between the bus stop and apartment buildings. See the Route 17 Sidewalk Analysis and Recommendations Map for further details.

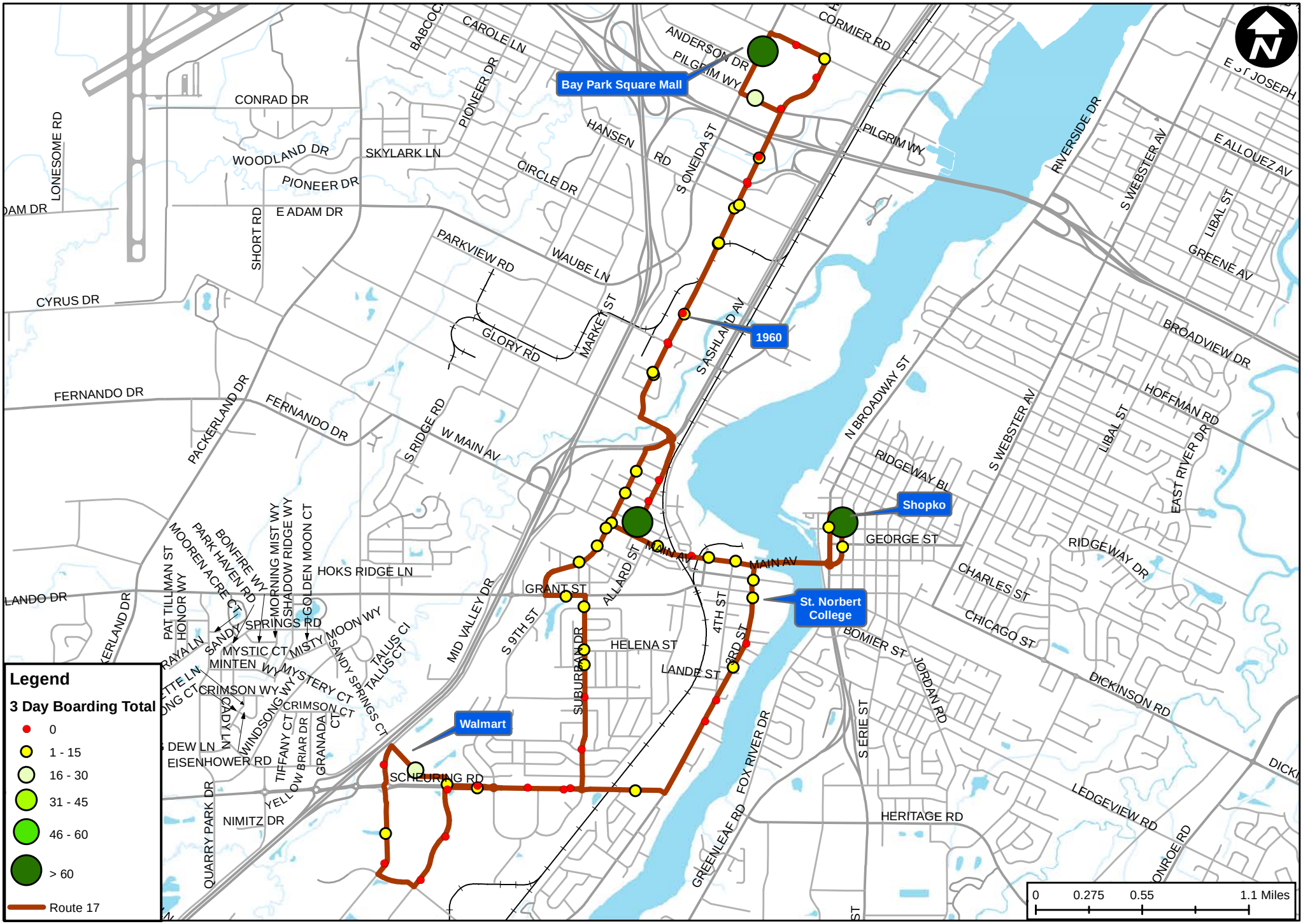
# Weekday Boardings for February 18, 19, & 20

# Route 17



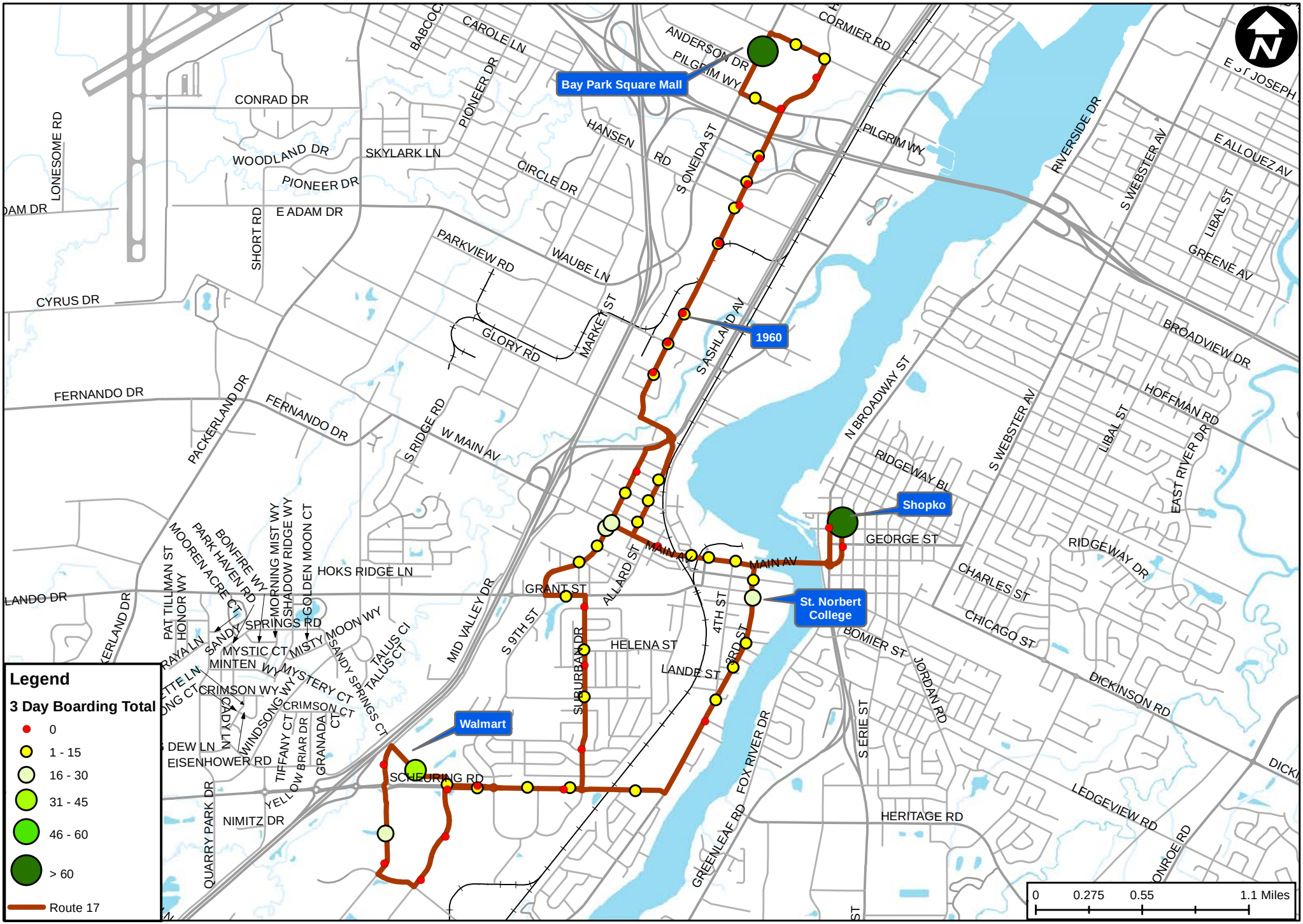
# Weekday Boardings for May 6, 7, & 8

# Route 17



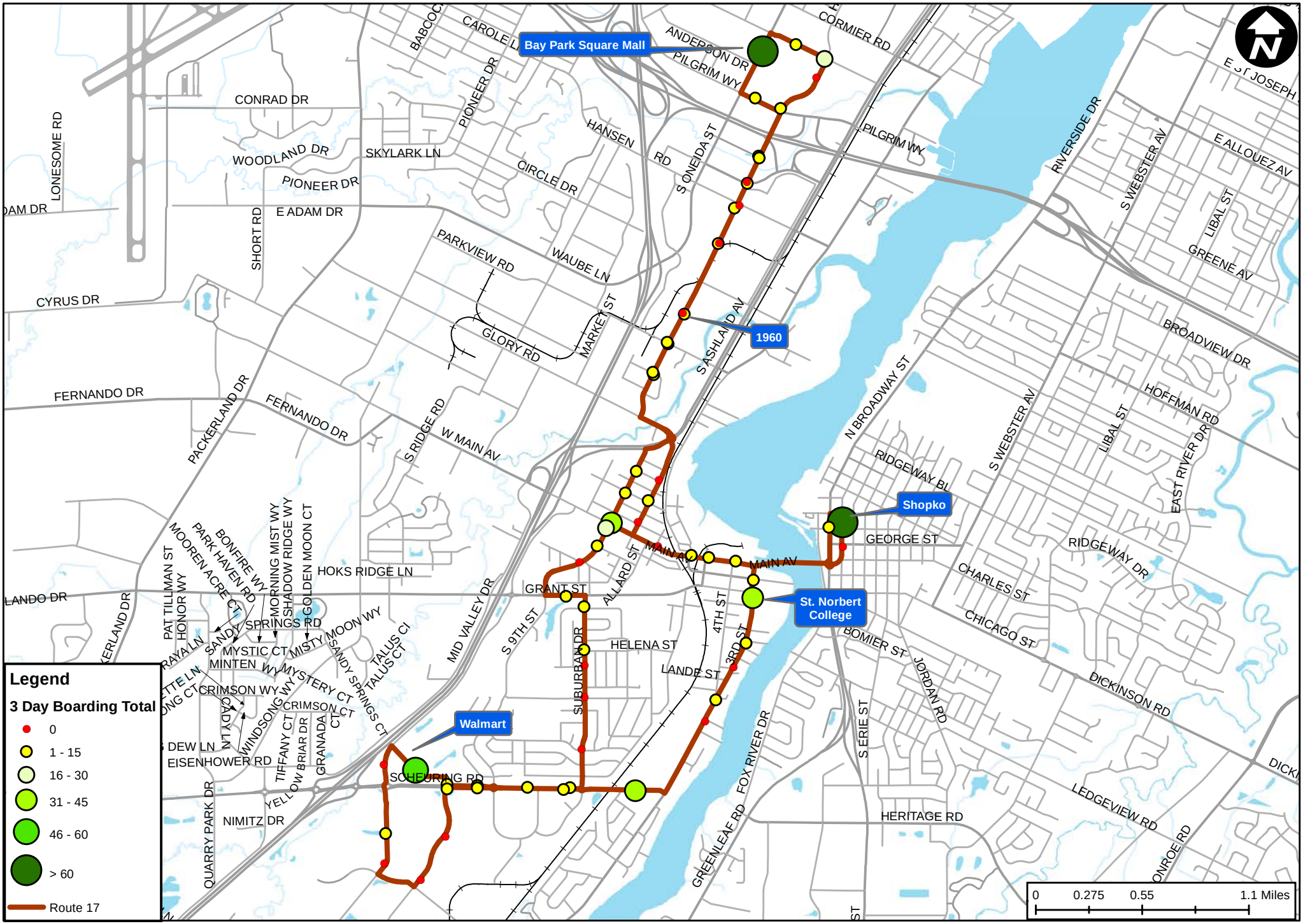
# Weekday Boardings for August 5, 6, & 7

# Route 17



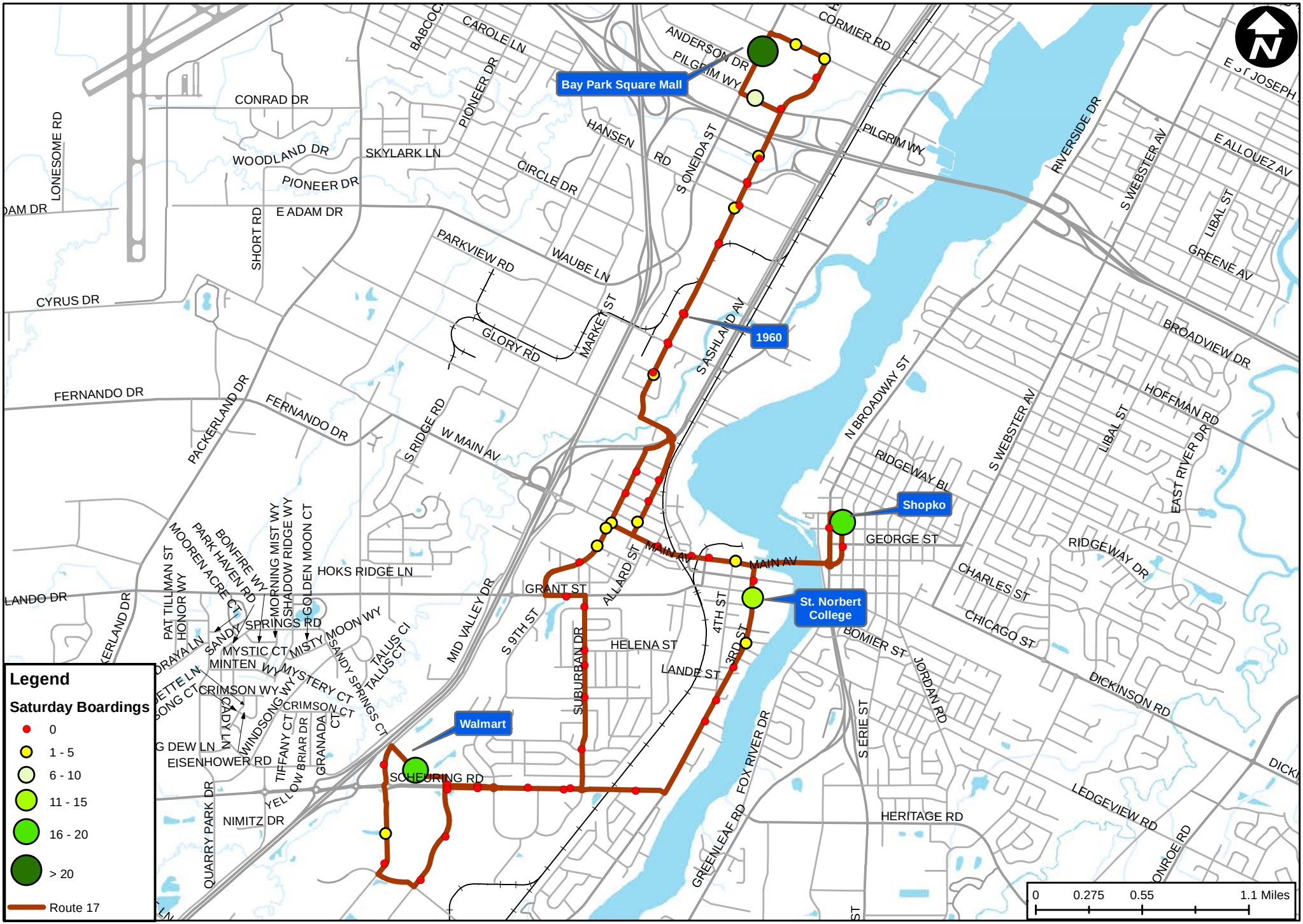
# Weekday Boardings for November 4, 5, & 6

# Route 17



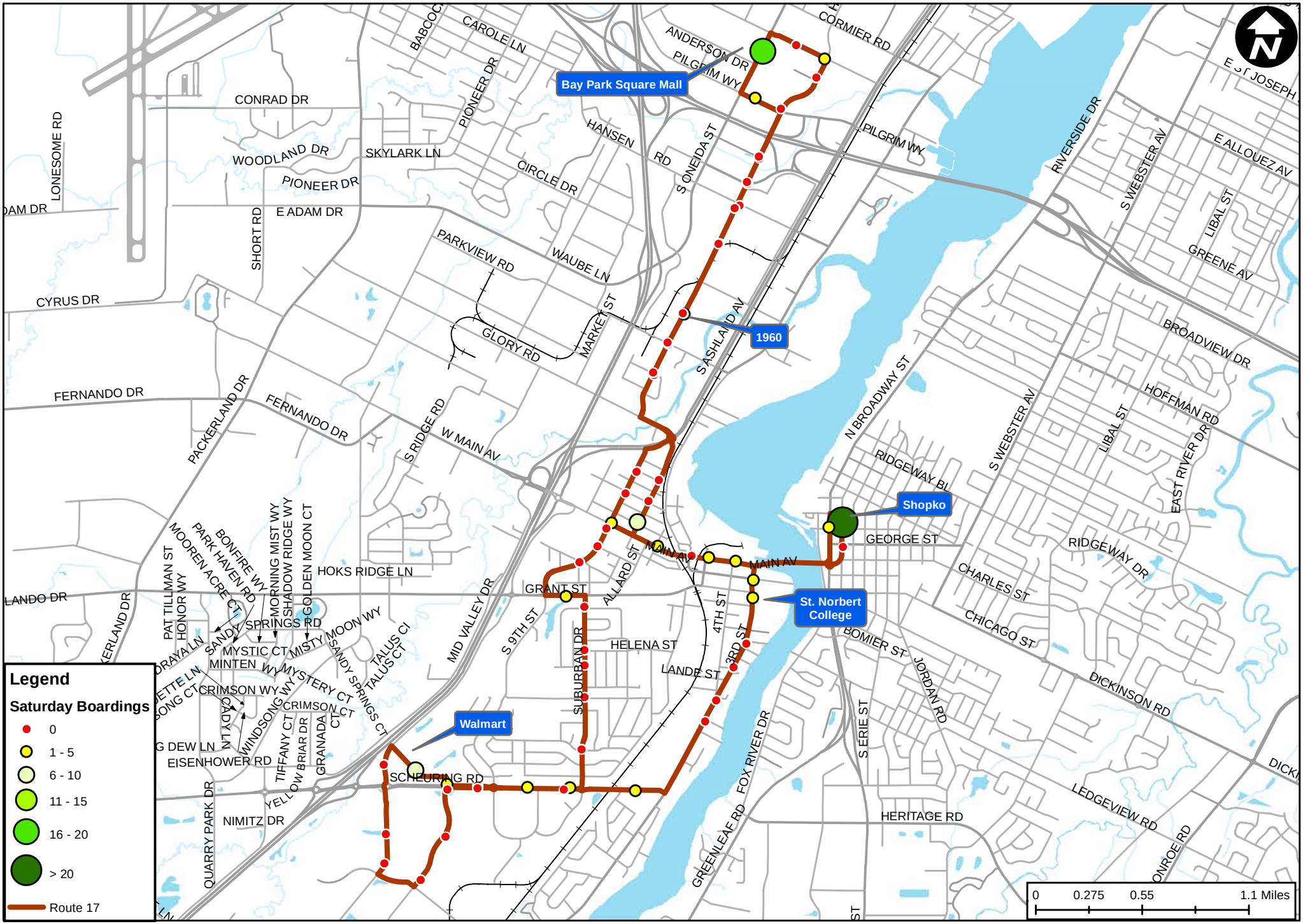
# Saturday Boardings for February 22

# Route 17



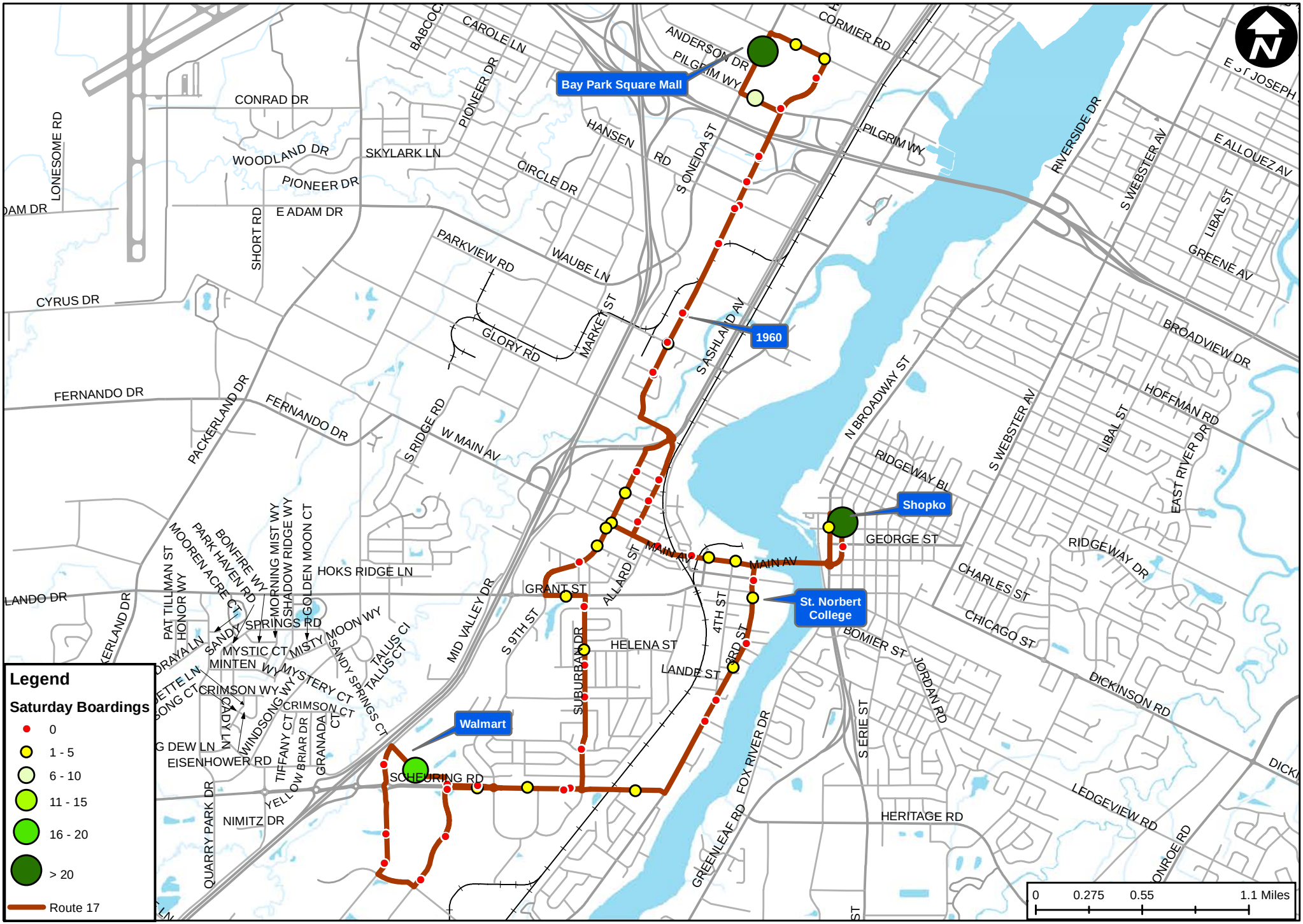
# Saturday Boardings for May 10

# Route 17



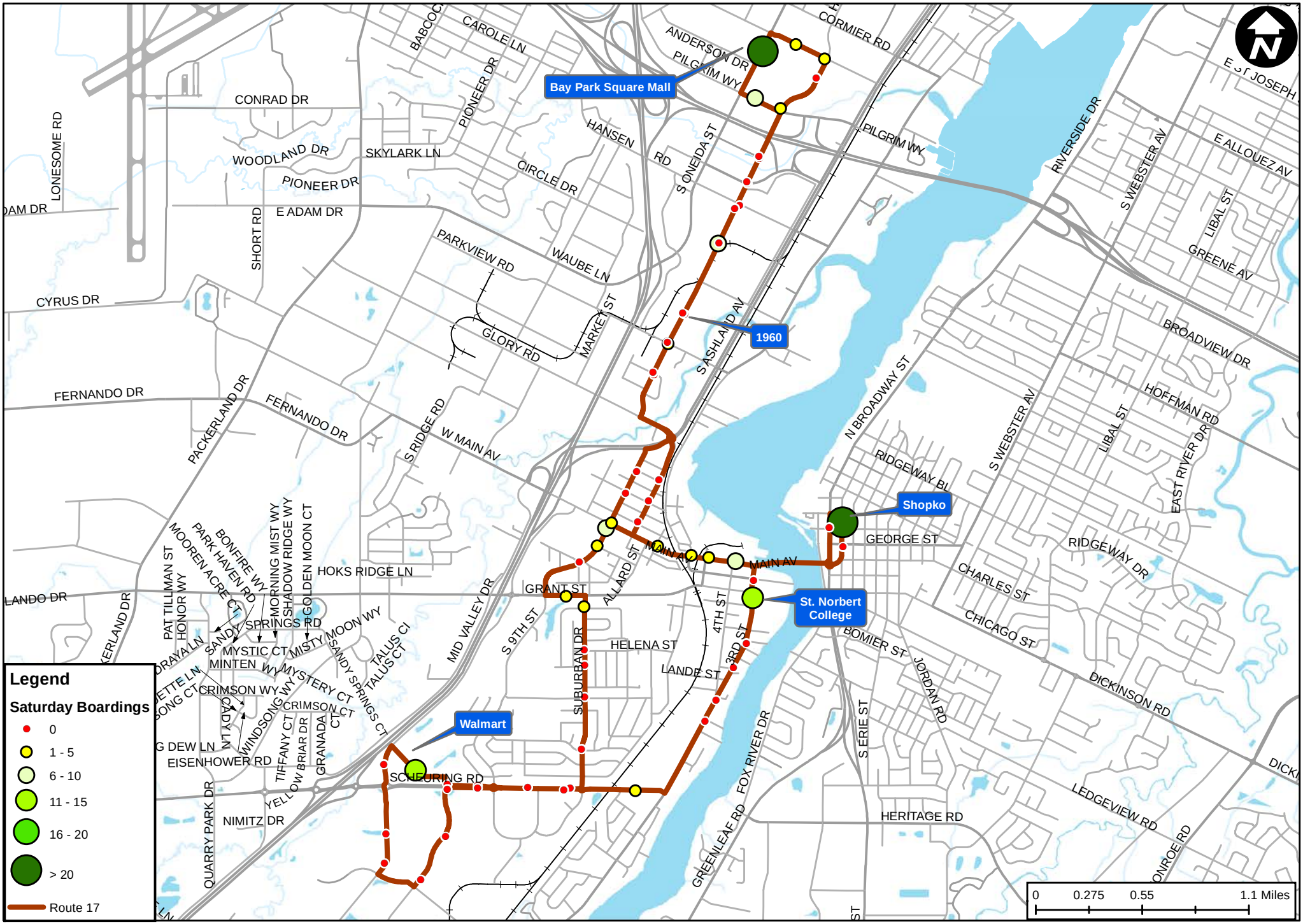
# Saturday Boardings for August 9

# Route 17

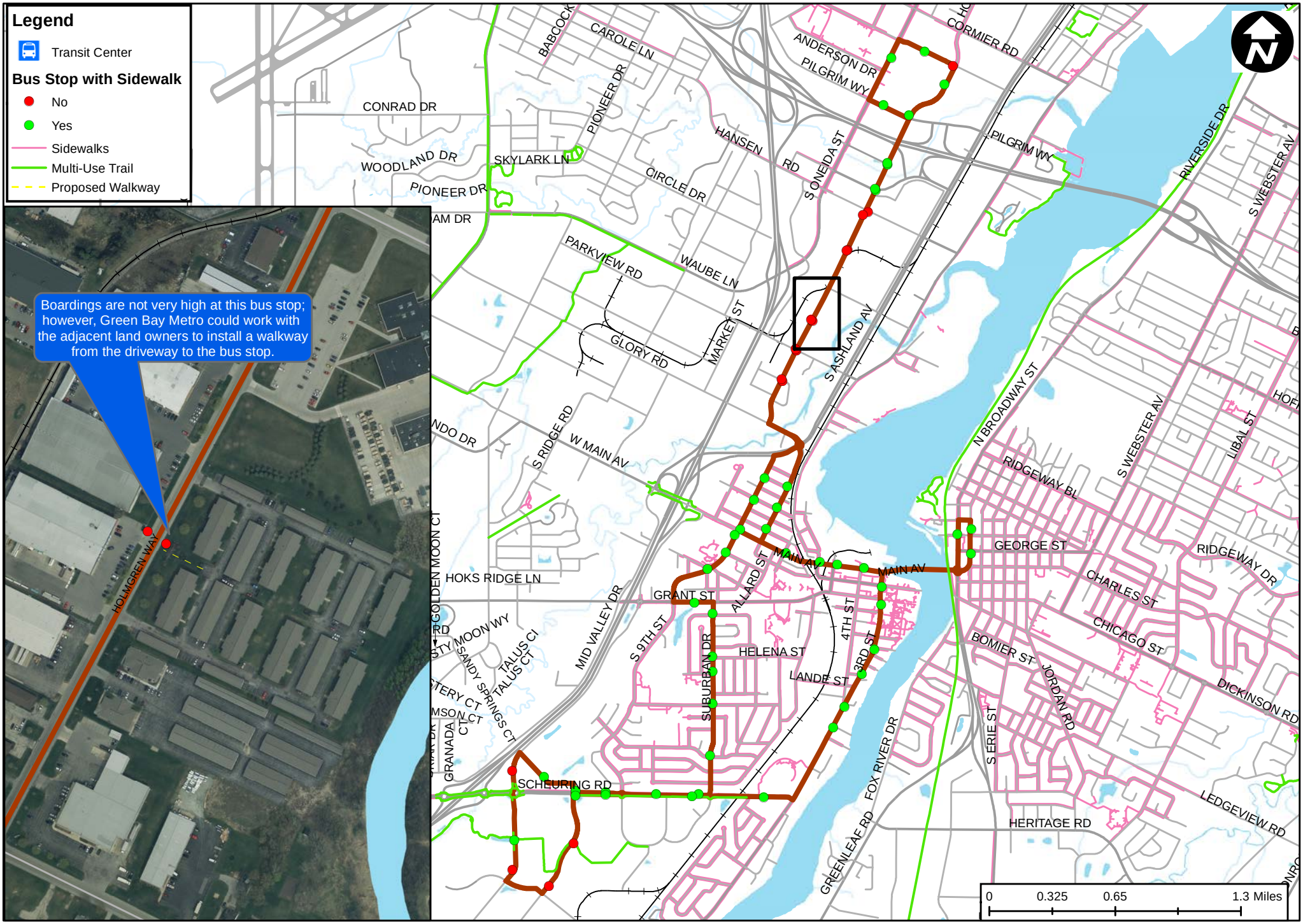


# Saturday Boardings for November 8

# Route 17



# Route 17 Sidewalk Analysis and Recommendations



## Route 18

**Route Description**: Route 18 (Gold) provides service on the east side of Green Bay and in the northwest part of the Village of Bellevue. The route provides hourly service on weekdays and Saturdays. Service begins at 6:15am and runs until 9:15pm on weekdays. Saturday service begins at 7:15am and runs until 6:15pm.

| 2014 Annual Route Review Statistics – Route 18 | | |
|---|---|---|
| | Totals | Rank among all routes |
| Route 18 Revenue/hour | $8.22 | 11 out of 13 |
| System Standard | $11.65 | |
| Route 18 Passengers/hour | 10.5 | 11 out of 13 |
| System Standard | 15.4 | |
| Route 18 Operating Ratio | 9.4% | 11 out of 13 |
| System Standard | 13.4% | |

**Weekday Ridership/Boarding Summary**: Route 18 is one of three bus routes that do not meet the system standards for revenue/hour, passengers/hour, and operating ratio. This route does not have a location that saw significant boarding numbers; however, it appears that the bus stop near East High School did experience slightly higher boarding totals than the majority of the stops on Route 18.

Many bus stops on this route had very few or no boardings throughout the four data collection periods. Green Bay Metro does not currently collect alighting data at the bus stops. But if these data become available, Green Bay Metro should review the stops that experienced zero boardings and determine if they could be combined or eliminated.

**Saturday Ridership/Boarding Summary:** Saturday ridership was inconsistent across the four Saturdays studied. There were boarding concentrations near Downtown Green Bay, at the intersection of Princeton Place and Bellevue Street, and at Target in Bellevue. Boarding totals at most bus stops on Route 18 were either zero or between one and five during each of the four study periods.

**Accessibility Summary**: Over 85% of the bus stops on this route are served by a sidewalk, which is a higher percentage than the stops for the entire transit system. Because most of the route's stops are already accessible from the surrounding neighborhoods, the recommendations for this route were limited to improvements at individual bus stops. However, because the route experienced relatively low ridership during the four study periods, individual improvements for the bus stops should be a low priority compared to other heavily-used stops on other routes.

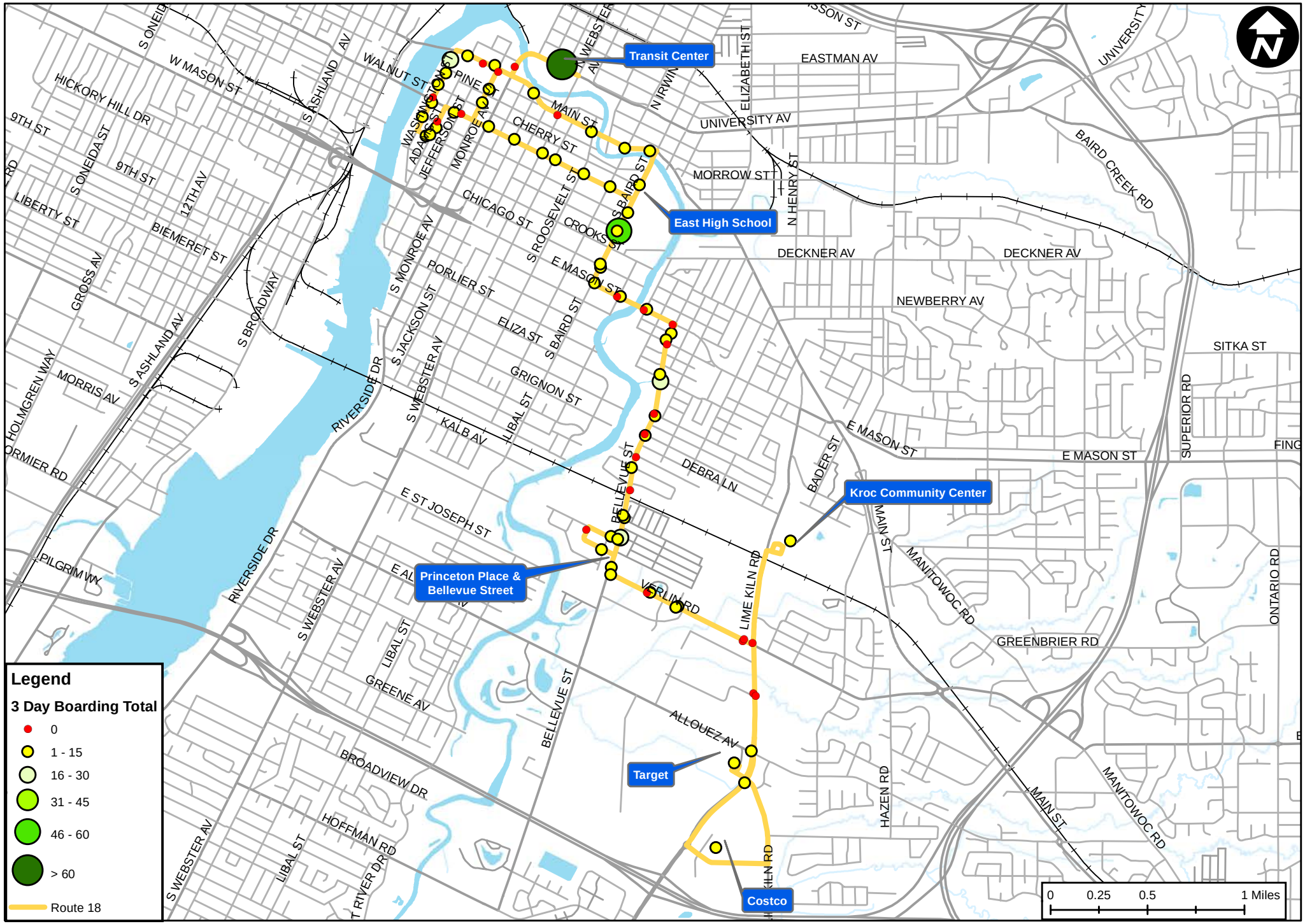
| Bus Stops with Sidewalks – Route 18 | | |
|---|---|---|
| | Total | Percent of total |
| **Total Bus Stops** | 751 | 100% |
| *Sidewalk yes* | 588 | 78.3% |
| *Sidewalk no* | 163 | 21.7% |
| **Route 18 Bus Stops** | 77 | |
| *Sidewalk yes* | 66 | 85.7% |
| *Sidewalk no* | 11 | 14.3% |

**General Route Recommendations:**

- If alighting data at the bus stops become available, Green Bay Metro should review the stops that experienced zero boardings and determine if they could be combined or eliminated.

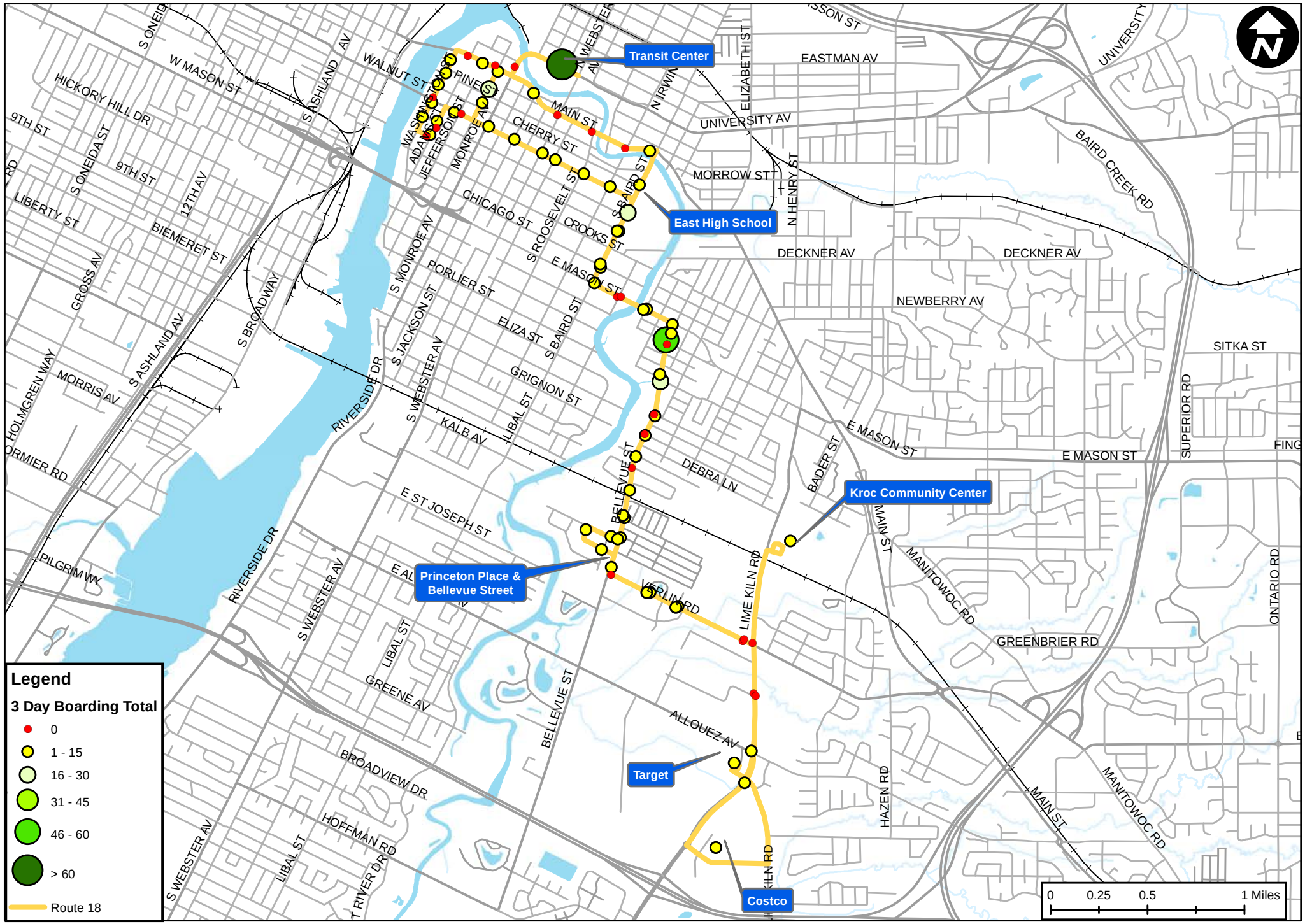
# Weekday Boardings for February 18, 19, & 20

# Route 18



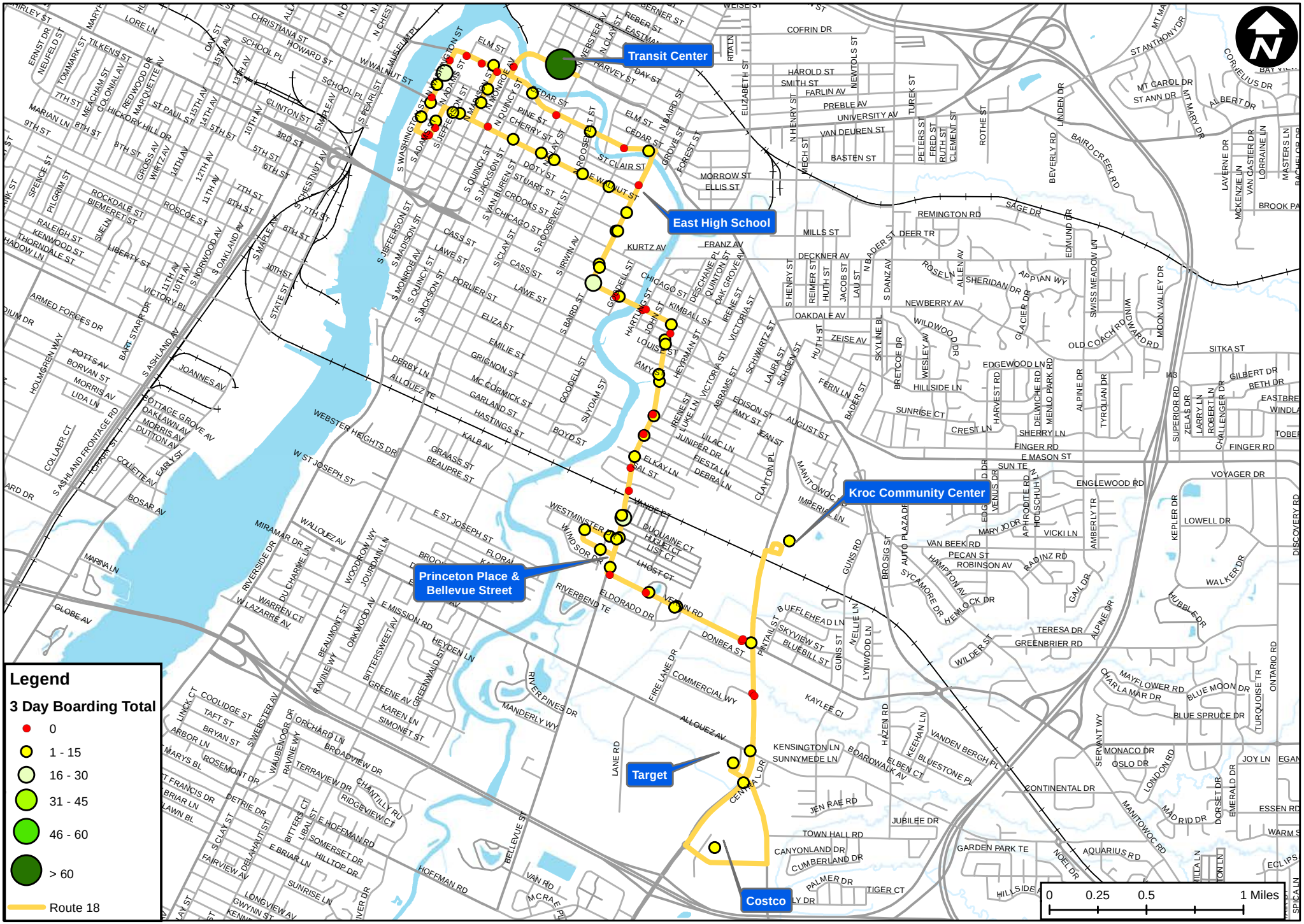
# Weekday Boardings for May 6, 7, & 8

# Route 18



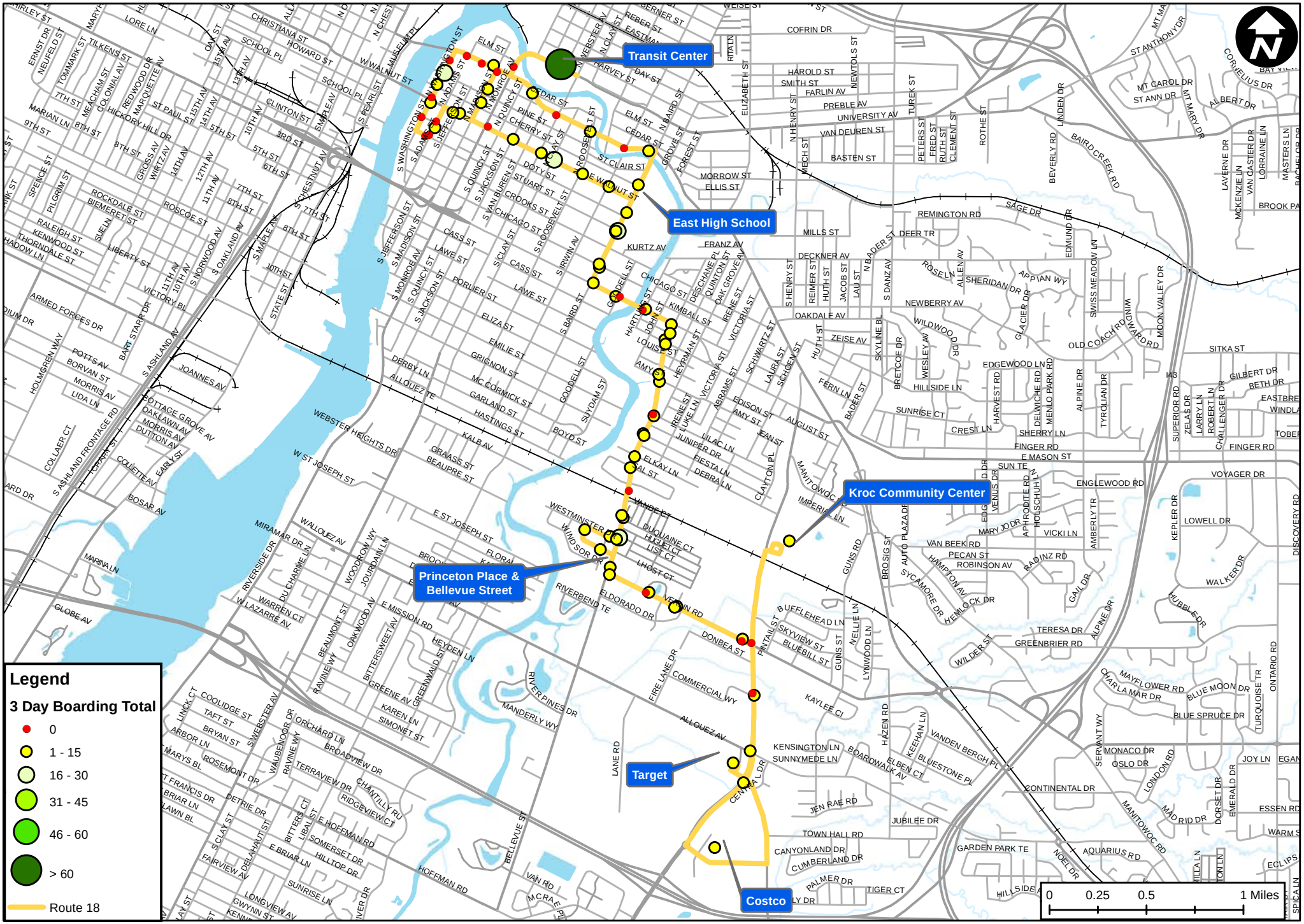
# Weekday Boardings for August 5, 6, & 7

# Route 18



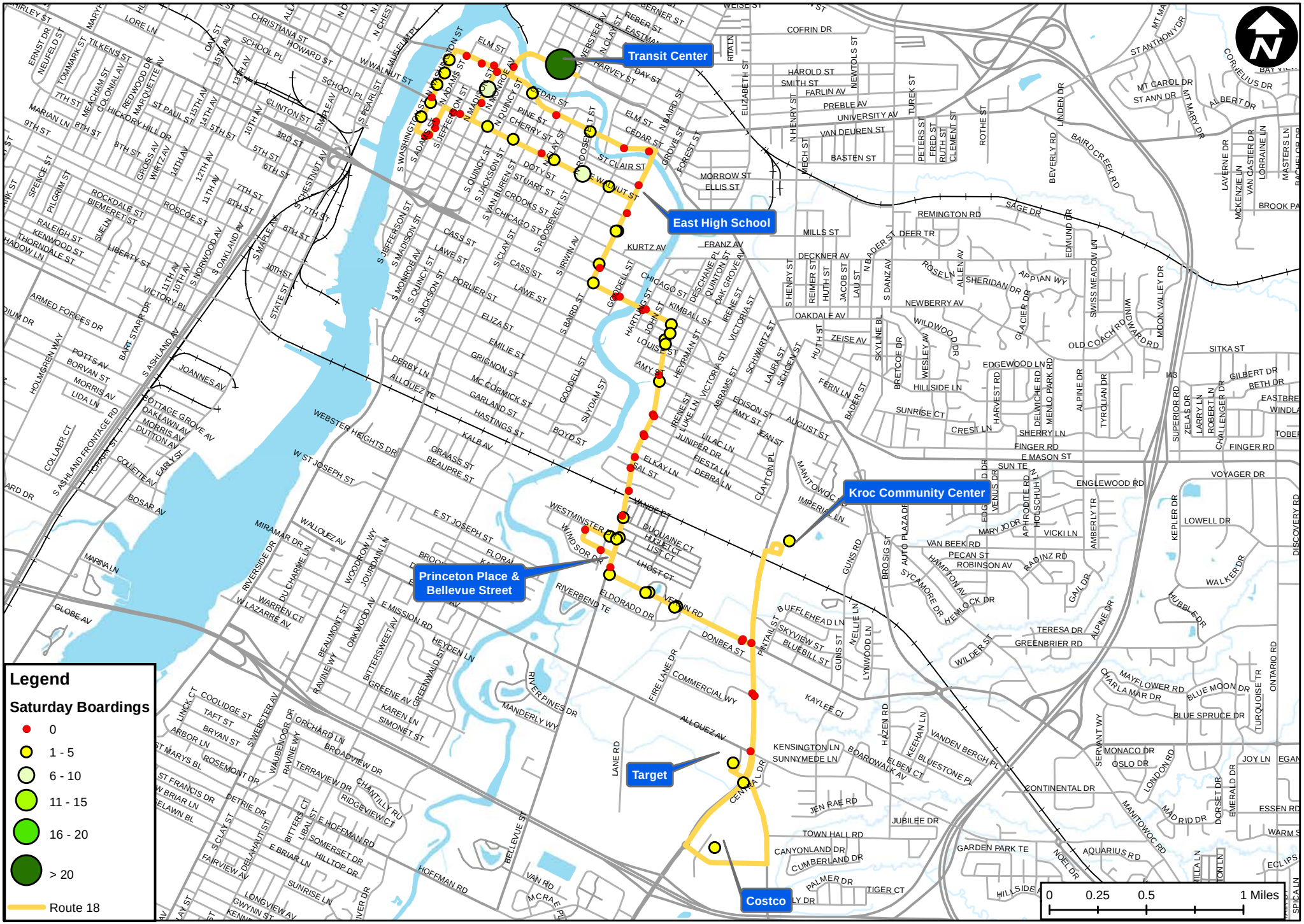
# Weekday Boardings for November 4, 5, & 6

# Route 18



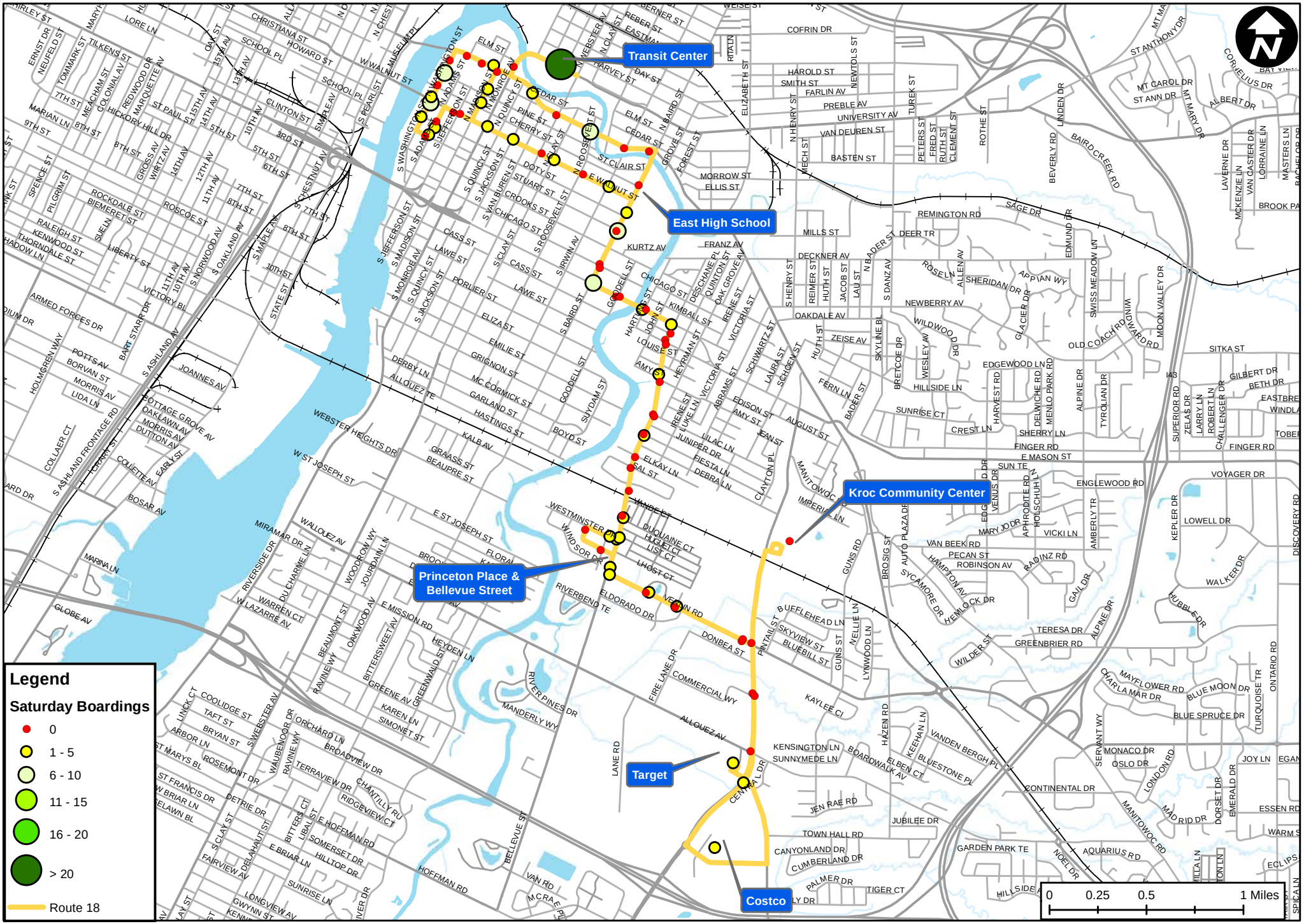
# Saturday Boardings for February 22

# Route 18



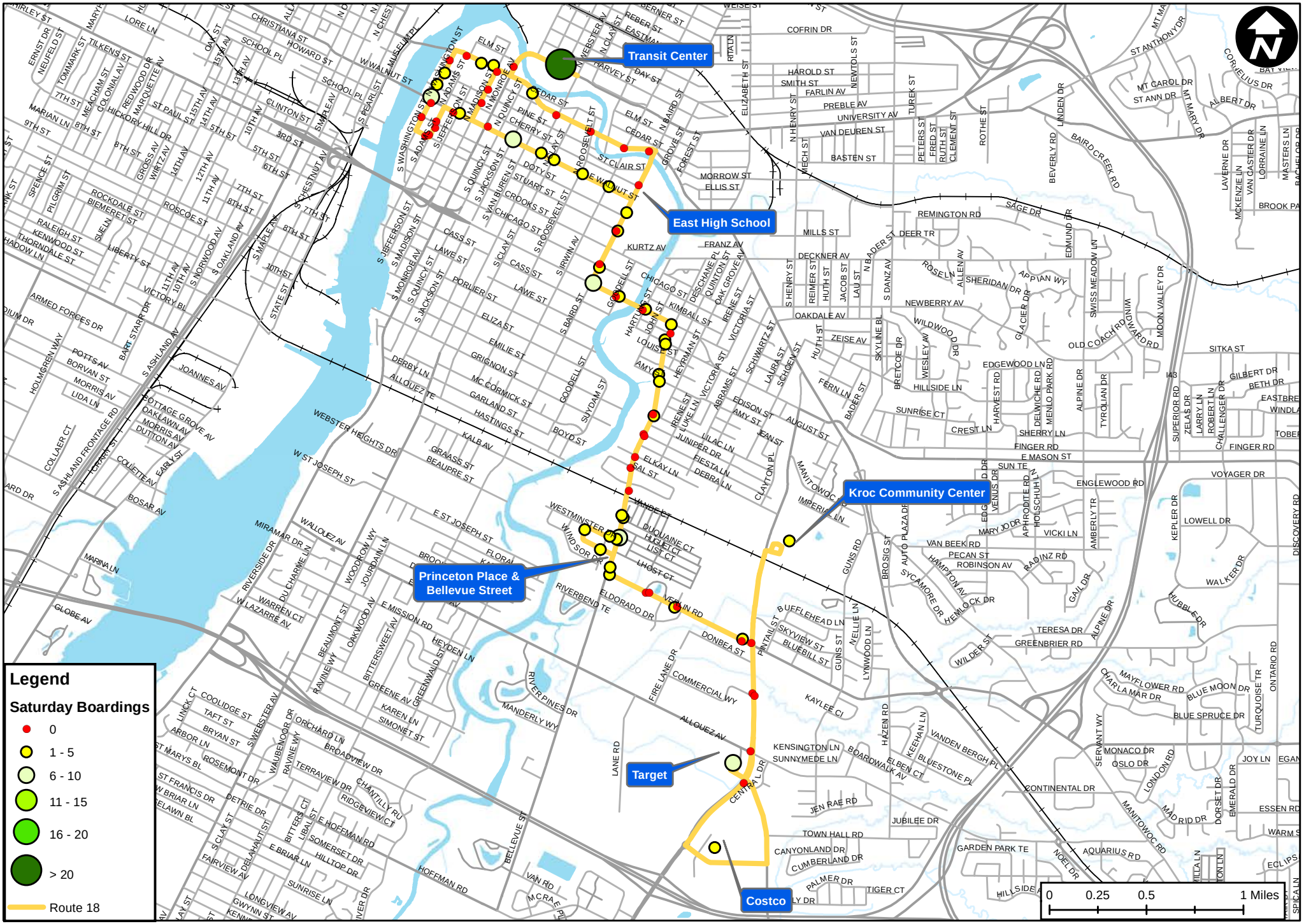
# Saturday Boardings for May 10

# Route 18



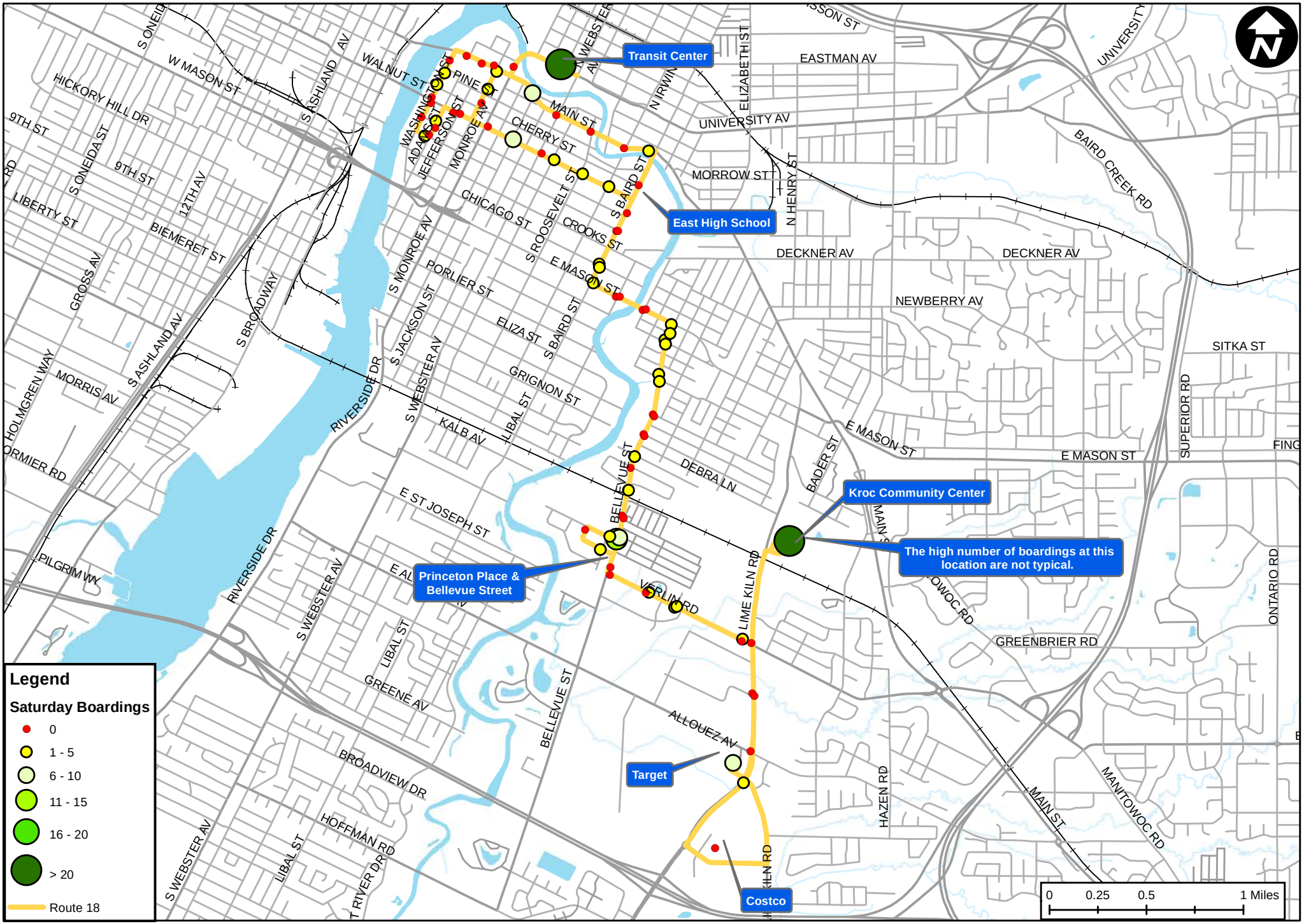
# Saturday Boardings for August 9

# Route 18

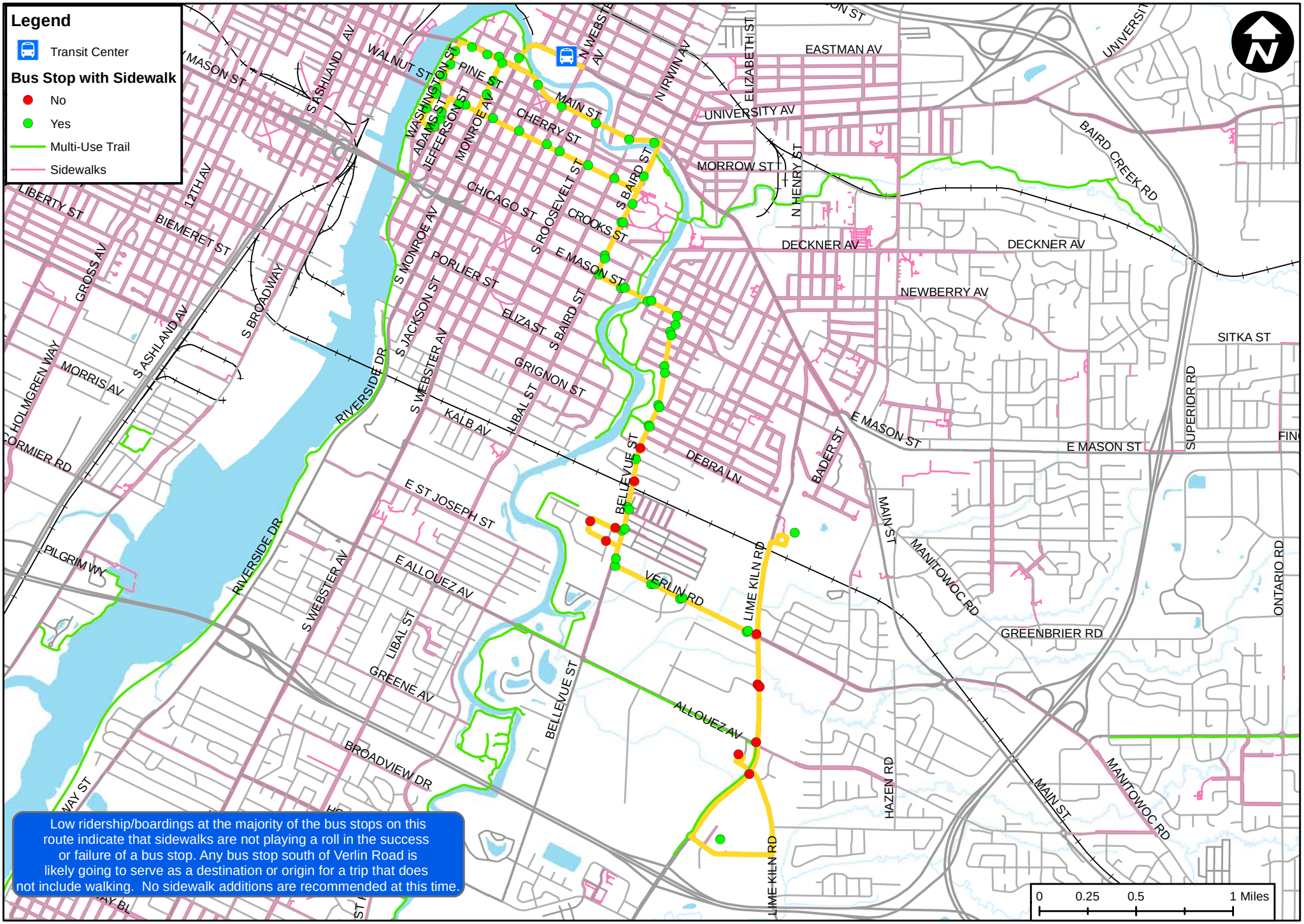


# Saturday Boardings for November 8

# Route 18



# Route 18 Sidewalk Analysis and Recommendations




Low ridership/boardings at the majority of the bus stops on this route indicate that sidewalks are not playing a roll in the success or failure of a bus stop. Any bus stop south of Verlin Road is likely going to serve as a destination or origin for a trip that does not include walking. No sidewalk additions are recommended at this time.

# Bus Stop Recommendations

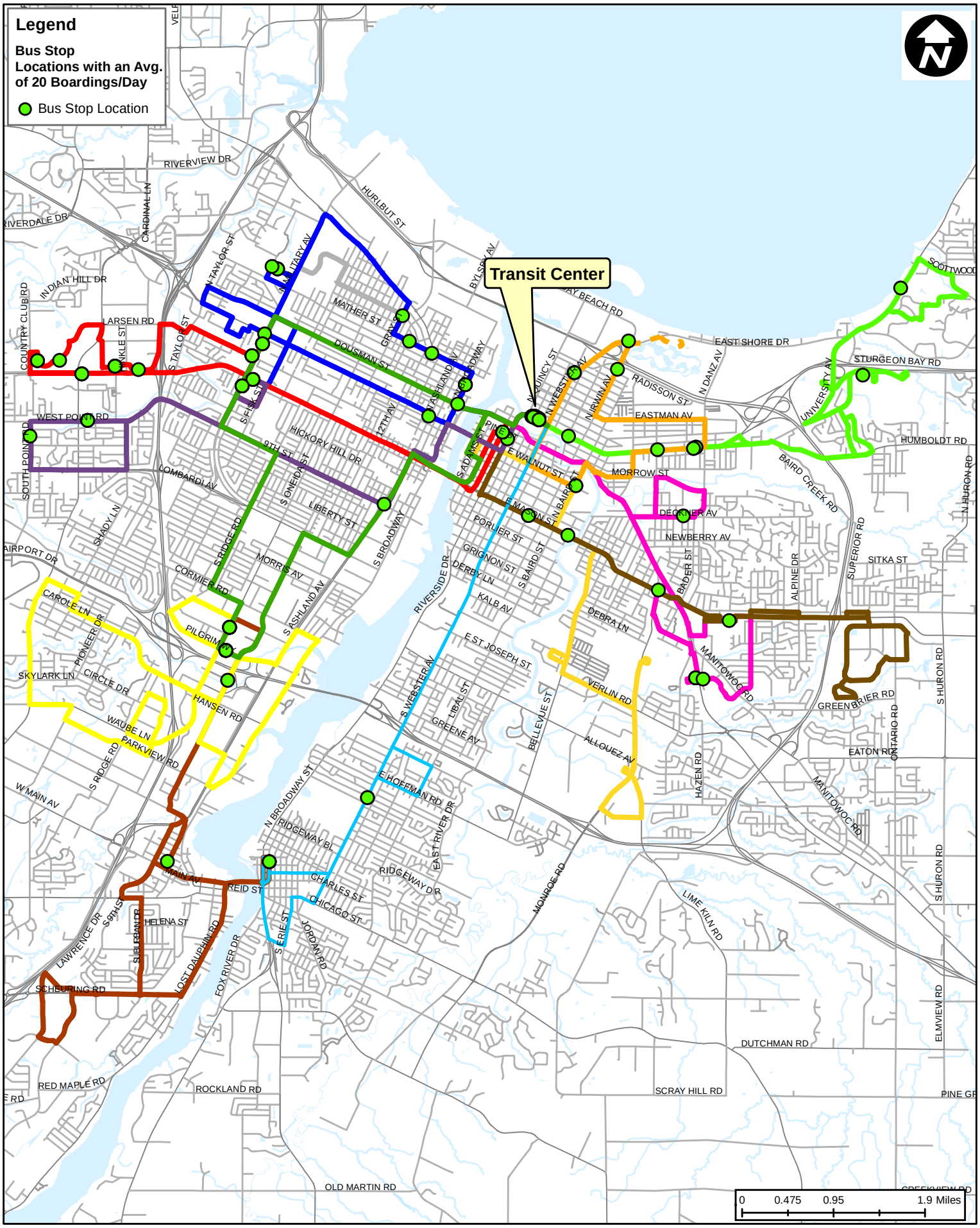
## System-Wide Recommendations

Green Bay Metro's transit system offers an opportunity to travel throughout the community and experience the freedom of mobility. Minimizing the physical barriers at the bus stops will improve accessibility and could help to increase ridership across the transit system. The following recommendations should be considered for all Green Bay Metro bus stops:

- Conduct an accessibility inventory at all bus stops.
- Provide a firm and stable surface for boarding and alighting at each bus stop.
- Provide accessible routes between bus stop boarding and alighting areas and sidewalks/pedestrian paths.
- Create an "Adopt a Stop Program" to encourage local businesses, neighborhood associations, schools, service organizations, or individuals to help with the general maintenance of stops. These activities could include:
    - Removing trash from shelters and from around the stops
    - Informing Metro staff of special maintenance needs (shelter repairs, etc.)
    - Reporting vandalism or suspicious activity to Metro staff

The following map shows the locations of bus stops that had an average of 20 or more boardings per day during at least one of the four weekday and Saturday study periods.

# Bus Stop Locations That Had an Average of 20 Boardings/Day for At Least One Weekday or Saturday Study Period



## Bus Stop Locations That Averaged 20 Boardings/Day for At Least One Weekday or Saturday Study Period

### Stop #9 – Monroe Avenue & Pine Street (City of Green Bay)

Routes Served
#1 (Brown) – inbound
#5 (Plum) – inbound

Service Provided
#1 Weekdays – half hour service.
#1 Weekday Evenings & Saturdays – hourly service.
#5 Weekday peaks – hourly service.

Light Provided
- Yes

ADA Accessibility
**Surface**: *Firm, stable surface?*
- No

**Dimensions**: *96" boarding and alighting area perpendicular to the curb/roadway edge and 60" clear width measured parallel to roadway?*
- No

**Connection**: *Boarding and alighting areas connected to streets, sidewalks, or pedestrian paths by an accessible route?*
- No

Seating
- None

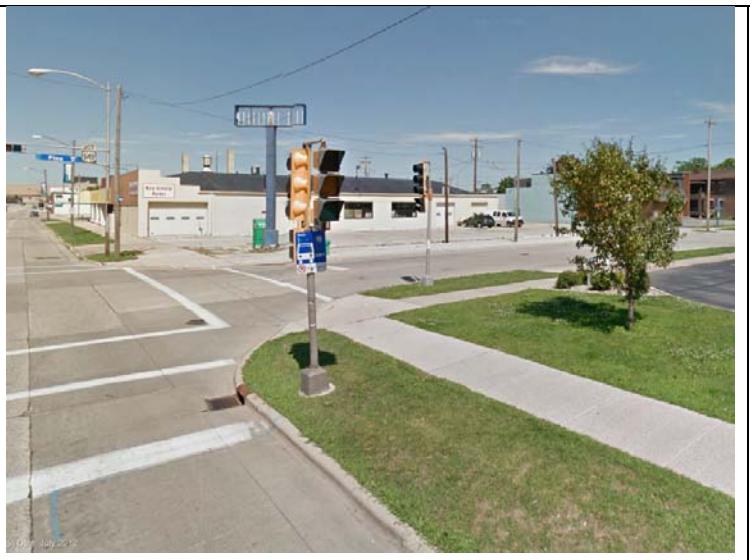
Bus Stop Shelter
- None

Boardings
February sample:
- 3 Day Total (weekday) - 26
- Weekday Average – 9
- Saturday - 11

May sample:
- 3 Day Total (weekday) - 67
- Weekday Average – 22
- Saturday - 3

August sample:
- 3 Day Total (weekday) - 0
- Weekday Average - 0
- Saturday - 0

November sample:
- 3 Day Total (weekday) - 0
- Weekday Average - 0
- Saturday - 0



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Bus Stop Summary: Located in downtown Green Bay, this bus stop is near the downtown YMCA, several banks, numerous employers, residential developments, and the Central Brown County Library. Data collection for this stop was affected by construction on Monroe Avenue that began before August and continued through November. It is likely that once the construction concludes and the bus resumes service to this stop that boarding numbers will be similar to those recorded in the February and May samples.

Recommendations:
- Due to restricted right-of-way, Green Bay Metro should work with the adjacent land owner to install a 5' x 8' concrete pad adjacent to the sidewalk.
- Install a bus shelter on the 5' x 8' concrete pad.
- Install a paved walkway from the sidewalk to the boarding and alighting area of the curb to connect to the bus shelter.

**Stop #55 – Mason Street & South Baird Street (City of Green Bay)**

Routes Served
#2 (Orange) - inbound

Service Provided
Weekdays and Saturdays - half hour service.

Light Provided
- Yes

ADA Accessibility
**Surface**: *Firm, stable surface?*
- Yes

**Dimensions**: *96" boarding and alighting area perpendicular to the curb/roadway edge and 60" clear width measured parallel to roadway?*
- No

**Connection**: *Boarding and alighting areas connected to streets, sidewalks, or pedestrian paths by an accessible route?*
- Yes

Seating
- None

Bus Stop Shelter
- None

Boardings
February sample:
- 3 Day Total (weekday) - 26
- Weekday Average - 9
- Saturday - 6

May sample:
- 3 Day Total (weekday) - 42
- Weekday Average - 14
- Saturday - 8

August sample:
- 3 Day Total (weekday) - 43
- Weekday Average - 14
- Saturday - 13

November sample:
- 3 Day Total (weekday) - 27
- Weekday Average - 9
- Saturday - 27

---

Bus Stop Summary: This bus stop is located along East Mason Street in the City of Green Bay. The boarding activity at this bus stop was consistent; however, the boarding activity was only over an average of 20 boardings per day for one Saturday studied.

Significant physical challenges exist at this location including a lack of area within the right-of-way to include bus stop facilities.

Recommendations:
- Green Bay Metro should monitor the boarding activity at this location. If boarding totals increase and regularly achieve an average of 20 boardings per day, Green Bay Metro should implement the following:
  - Contact Walgreens to discuss using the parking space or the grass strip adjacent to the sidewalk to install a concrete pad and a bus shelter with a bench.

**Stop #112 - Bay Beach (City of Green Bay)**

Routes Served
#2 (Orange) - inbound

Service Provided
Weekdays and Saturdays - half hour service.

Light Provided
- No

ADA Accessibility
**Surface**: *Firm, stable surface?*
- Yes

**Dimensions**: *96" boarding and alighting area perpendicular to the curb/roadway edge and 60" clear width measured parallel to roadway?*
- Yes

**Connection**: *Boarding and alighting areas connected to streets, sidewalks, or pedestrian paths by an accessible route?*
- Yes

Seating
- Yes

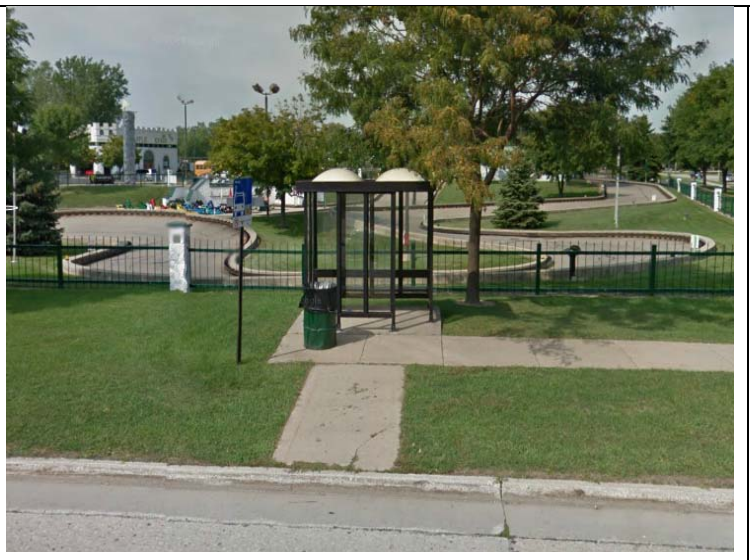
Bus Stop Shelter
- Yes

Boardings
February sample:
- 3 Day Total (weekday) - 10
- Weekday Average - 3
- Saturday - 0

May sample:
- 3 Day Total (weekday) - 8
- Weekday Average - 3
- Saturday - 105

August sample:
- 3 Day Total (weekday) - 26
- Weekday Average - 9
- Saturday - 54

November sample:
- 3 Day Total (weekday) - 6
- Weekday Average - 2
- Saturday - 0



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Bus Stop Summary: This bus stop is located near Bay Beach Amusement Park on the corner of East Shore Drive and North Irwin Avenue. Bay Beach Amusement Park is primarily a weekend destination for many people in the Green Bay area. The boarding data confirmed that this bus stop was heavily used on Saturdays during the months the park was open for operation.

Recommendations:
- The garbage can should be kept clear of the walkway and the entrance to the bus shelter.

**Stop #114 – Webster Avenue & Vanderbraak Street (City of Green Bay)**

Routes Served
# 2 (Orange) - inbound

Service Provided
Weekdays and Saturdays - half hour service.

Light Provided
- Yes

ADA Accessibility
**Surface**: *Firm, stable surface?*
- Yes

**Dimensions**: *96" boarding and alighting area perpendicular to the curb/roadway edge and 60" clear width measured parallel to roadway?*
- Yes

**Connection**: *Boarding and alighting areas connected to streets, sidewalks, or pedestrian paths by an accessible route?*
- Yes

Seating
- Bench in shelter

Bus Stop Shelter
- Yes

Boardings
February sample:
- 3 Day Total (weekday) - 85
- Weekday Average – 29
- Saturday - 24

May sample:
- 3 Day Total (weekday) - 73
- Weekday Average - 24
- Saturday - 35

August sample:
- 3 Day Total (weekday) - 81
- Weekday Average - 27
- Saturday - 38

November sample:
- 3 Day Total (weekday) - 102
- Weekday Average - 34
- Saturday - 14

---

Bus Stop Summary: This bus stop consistently saw boarding totals that were over an average of 20 per day for the weekday and Saturday sample periods. The major destination near this stop is Paul's Pantry and St. Vincent De Paul. Currently, the stop has the appropriate facilities to accommodate the documented ridership.

Recommendations: None at this time.

**Stop #168 - Washington Street & Cherry Street (City of Green Bay)**

Routes Served
#8 (Green) – outbound
#18 (Gold) – outbound & inbound

Service Provided
#8 Weekday – half hour service.
#8 Weekday Evenings & Saturday - hourly service.
#18 Monday-Saturday – hourly service.

Light Provided
- Yes

ADA Accessibility
**Surface**: *Firm, stable surface?*
- Yes

**Dimensions**: *96" boarding and alighting area perpendicular to the curb/roadway edge and 60" clear width measured parallel to roadway?*
- Yes

**Connection**: *Boarding and alighting areas connected to streets, sidewalks, or pedestrian paths by an accessible route?*
- Yes

Seating
- None

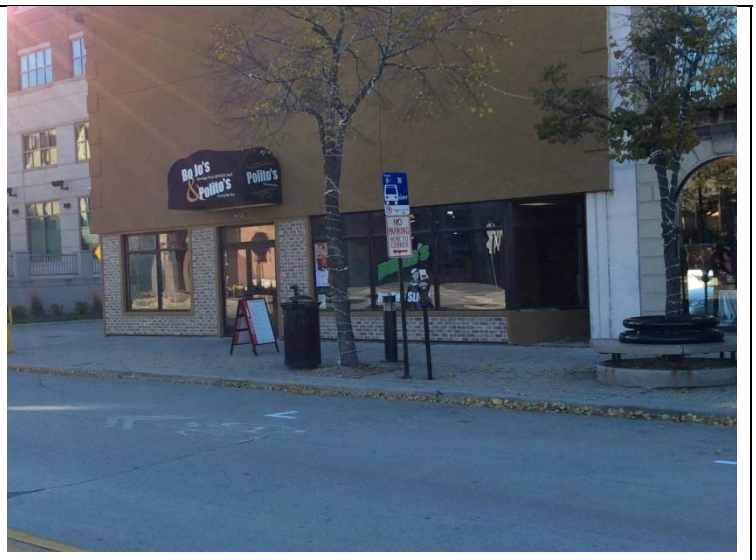
Bus Stop Shelter
- None

Boardings
February sample:
- 3 Day Total (weekday) - 25
- Weekday Average - 8
- Saturday - 3

May sample:
- 3 Day Total (weekday) - 45
- Weekday Average - 15
- Saturday - 1

August sample:
- 3 Day Total (weekday) - 30
- Weekday Average - 10
- Saturday - 40

November sample:
- 3 Day Total (weekday) - 31
- Weekday Average - 10
- Saturday - 6

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Bus Stop Summary: This bus stop is located on Washington Street in downtown Green Bay. The stop is used regularly on weekdays and minimally on the weekend. The exception is the August Saturday sample which saw 40 boardings in one day. Based on the time of the year that this sample occurred, the high boarding total is likely due to the downtown farmer's market held on Washington Street one block south of this bus stop. The farmer's market was active from May 31st to October 25th in 2014.

Recommendations: None at this time.

**Stop #313 - ASPIRO Stiles Road (City of Green Bay)**

Routes Served
#3 (Silver) - outbound
#4 (Blue) - outbound

Service Provided
#3 Weekdays – Hourly service.
#4 Weekdays & Saturdays - hourly service.

Light Provided
- Yes

ADA Accessibility
**Surface**: *Firm, stable surface?*
- Yes

**Dimensions**: *96" boarding and alighting area perpendicular to the curb/roadway edge and 60" clear width measured parallel to roadway?*
- Yes

**Connection**: *Boarding and alighting areas connected to streets, sidewalks, or pedestrian paths by an accessible route?*
- Yes

Seating
- Yes

Bus Stop Shelter
- Yes

Boardings
February sample:
- 3 Day Total (weekday) - 86
- Weekday Average – 29
- Saturday - 0

May sample:
- 3 Day Total (weekday) - 84
- Weekday Average – 28
- Saturday - 2

August sample:
- 3 Day Total (weekday) - 57
- Weekday Average – 19
- Saturday - 2

November sample:
- 3 Day Total (weekday) - 90
- Weekday Average - 30
- Saturday - 3

---

Bus Stop Study: The adjacent business associated with this stop employs a number of people that utilize transit to get to and from work. The boarding totals tended to peak at certain times during the day, which resulted in large numbers of people using the stop at the same time. Green Bay Metro has provided two shelters at this location, and these shelters adequately serve this stop.

Recommendations: None at this time.

**Stop #332 – Ashland Avenue & Mather Street (City of Green Bay)**

Routes Served
#4 (Blue) - outbound

Service Provided
#4 Weekdays & Saturdays - hourly service.

Light Provided
- Yes

ADA Accessibility
**Surface**: *Firm, stable surface?*
- No

**Dimensions**: *96" boarding and alighting area perpendicular to the curb/roadway edge and 60" clear width measured parallel to roadway?*
- No

**Connection**: *Boarding and alighting areas connected to streets, sidewalks, or pedestrian paths by an accessible route?*
- No

Seating
- No

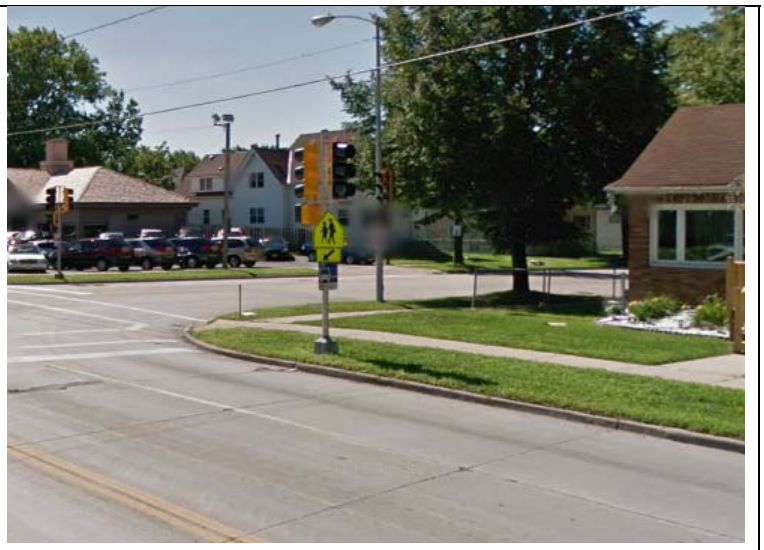
Bus Stop Shelter
- No

Boardings
February sample:
- 3 Day Total (weekday) - 16
- Weekday Average – 4
- Saturday - 11

May sample:
- 3 Day Total (weekday) - 26
- Weekday Average – 9
- Saturday - 11

August sample:
- 3 Day Total (weekday) - 19
- Weekday Average – 6
- Saturday - 8

November sample:
- 3 Day Total (weekday) - 44
- Weekday Average - 15
- Saturday - 22



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Bus Stop Study: This bus stop is located in a residential neighborhood on Green Bay's north side. The boarding totals that were recorded at this location were relatively consistent across the four data collection periods. Only one Saturday exceeded 20 boardings per day.

Recommendations:
- Install an accessible path between the sidewalk and the boarding and alighting area.
- Green Bay Metro should monitor the boarding activity at this location.
- If boarding totals increase and regularly achieve an average of 20 boardings per day, Green Bay Metro should install an awning style bus shelter with a bench within the right-of-way and adjacent to the recommended accessible path.

**Stop #335 - Broadway Street & Elmore Street (City of Green Bay)**

Routes Served
#4 (Blue) - inbound

Service Provided
#4 Weekdays and Saturdays -Hourly service.

Light Provided
- Yes

ADA Accessibility
**Surface**: *Firm, stable surface?*
- Yes

**Dimensions**: *96" boarding and alighting area perpendicular to the curb/roadway edge and 60" clear width measured parallel to roadway?*
- Yes

**Connection**: *Boarding and alighting areas connected to streets, sidewalks, or pedestrian paths by an accessible route?*
- Yes

Seating
- None

Bus Stop Shelter
- None

Boardings
February sample:
- 3 Day Total (weekday) - 120
- Weekday Average – 40
- Saturday - 43

May sample:
- 3 Day Total (weekday) - 122
- Weekday Average – 41
- Saturday - 28

August sample:
- 3 Day Total (weekday) - 84
- Weekday Average – 28
- Saturday - 26

November sample:
- 3 Day Total (weekday) - 118
- Weekday Average - 39
- Saturday - 40

---

Bus Stop Summary: This bus stop is located near the Broadway District, a residential neighborhood, and the New Community Shelter. Average daily boarding totals for weekdays and Saturdays were well above an average of 20 boardings per day for all four study periods.

There is not enough space at this location to include a "box" shelter; however, other shelter designs such as an awning style shelter could be considered at this location. This type of shelter will not impede the sidewalk to the same extent as an enclosed "box" shelter.

Recommendations: Because of the high number of boardings over the study periods, the following recommendations should be implemented at this location:
- Install a paved surface at the boarding and alighting area.
- Install an awning style bus shelter that provides overhead cover and a bench.

(Awning Style Shelter)

(Box Style Shelter)

**Stop #408 - Ashland Avenue & 9th Street (City of Green Bay)**

Routes Served
#8 (Green) – outbound
#5 (Plum) - outbound

Service Provided
#8 Weekday – half hour service.
#8 Weekday Evening & Saturday – hourly service.
#5 Weekday peaks – hourly service.

Light Provided
- Yes

ADA Accessibility
**Surface**: *Firm, stable surface?*
- Yes

**Dimensions**: *96" boarding and alighting area perpendicular to the curb/roadway edge and 60" clear width measured parallel to roadway?*
- No

**Connection**: *Boarding and alighting areas connected to streets, sidewalks, or pedestrian paths by an accessible route?*
- Yes

Seating
- None

Bus Stop Shelter
- None

Boardings
February sample:
- 3 Day Total (weekday) - 24
- Weekday Average – 8
- Saturday - 9

May sample:
- 3 Day Total (weekday) - 52
- Weekday Average – 17
- Saturday - 20

August sample:
- 3 Day Total (weekday) - 76
- Weekday Average – 25
- Saturday - 15

November sample:
- 3 Day Total (weekday) - 54
- Weekday Average - 18
- Saturday - 13

---

Bus Stop Summary: The bus stop is located near a busy intersection on Green Bay's west side. The weekday and Saturday boarding totals were inconsistent across the four study periods; however, the bus stop is used regularly and at times it does average over 20 boardings per day.

Despite the inconsistency in boarding totals across the data collection periods, boarding totals at this bus stop were trending upward through the course of the year.

Recommendations: This bus stop is exposed to the elements and could be improved with the addition of a bus shelter placed on a 5' x 8' concrete pad adjacent to the sidewalk on Ashland Avenue. The adjacent property is all public right-of-way, however; some leveling of the ground may be required to install the bus shelter.

**Stop #470 - Madison Street & Pine Street (City of Green Bay)**

Routes Served
#6 (Red) - inbound
#18 (Gold) - outbound

Service Provided
#6 Weekdays – half hour service.
#6 Weekday Evenings & Saturdays – hourly.
#18 Weekdays and Saturdays - hourly service.

Light Provided
- Yes

ADA Accessibility
**Surface**: *Firm, stable surface?*
- No

**Dimensions**: *96" boarding and alighting area perpendicular to the curb/roadway edge and 60" clear width measured parallel to roadway?*
- No

**Connection**: *Boarding and alighting areas connected to streets, sidewalks, or pedestrian paths by an accessible route?*
- No

Seating
- None

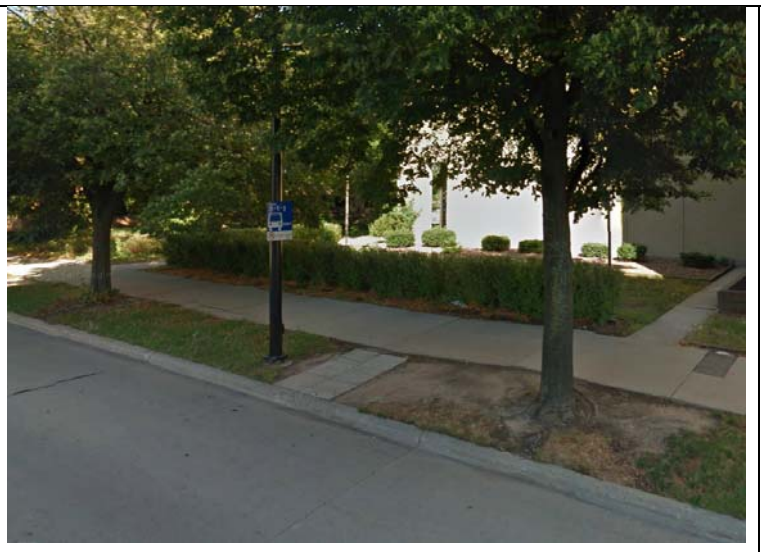
Bus Stop Shelter
- None

Boardings
February sample:
- 3 Day Total (weekday) - 95
- Weekday Average – 32
- Saturday - 25

May sample:
- 3 Day Total (weekday) - 119
- Weekday Average – 40
- Saturday - 14

August sample:
- 3 Day Total (weekday) - 129
- Weekday Average – 43
- Saturday - 32

November sample:
- 3 Day Total (weekday) - 114
- Weekday Average - 38
- Saturday - 33



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Bus Stop Summary: This bus stop is a heavily used stop within downtown Green Bay and is located in proximity to a number of major employers as well as destinations like banks, the YMCA, the Brown County Library, and a large housing complex. The weekday daily boarding average at this stop was well above 20 for all weekday sample periods. Saturday boarding totals were above 20 for the February and August sample periods.

Recommendations: Based on the high boarding totals for the weekday and Saturday survey/sample periods, the following recommendations should be implemented at this bus stop:

- Due to the limited right-of-way, Green Bay Metro should work with Brown County (the adjacent land owner) to develop an agreement to locate a bus shelter on its property adjacent to the sidewalk.
- Install a 5' x 8' concrete pad between the sidewalk and the adjacent building.
- Install a bus shelter on the 5' x 8' concrete pad.
- Replace the unstable concrete blocks with a paved surface from the sidewalk to the back of curb at the boarding and alighting area.

**Stop #632 - West Point Road & Packerland Drive (City of Green Bay)**

Routes Served
#5 (Plum) - outbound

Service Provided
Weekdays - Peak Service only.
5:45am – 9:45am (hourly)
1:45pm – 5:45pm (hourly)

Light Provided
- No

ADA Accessibility
**Surface**: *Firm, stable surface?*
- No

**Dimensions**: *96" boarding and alighting area perpendicular to the curb/roadway edge and 60" clear width measured parallel to roadway?*
- No

**Connection**: *Boarding and alighting areas connected to streets, sidewalks, or pedestrian paths by an accessible route?*
- No

Seating
- None

Bus Stop Shelter
- None

Boardings
February sample:
- 3 Day Total (weekday) - 68
- Weekday Average – 33
- Saturday - 0

May sample:
- 3 Day Total (weekday) - 87
- Weekday Average - 29
- Saturday - 0

August sample:
- 3 Day Total (weekday) - 9
- Weekday Average - 3
- Saturday - 0

November sample:
- 3 Day Total (weekday) - 145
- Weekday Average - 48
- Saturday - 0

---

Bus Stop Summary: This stop is located in a residential neighborhood near Southwest High School. The bus stop is located adjacent to a sidewalk (shown by the arrow above) that leads to the high school. The sidewalk is located within a parcel owned by the City of Green Bay and it extends east along a natural area. The number of boardings on weekdays consistently exceeded an average of 20 per day when school was in session; however, the August sample was likely lower due to school not being in session.

Recommendations: Based on the high boarding totals on weekdays while school is in session, the following recommendations should be implemented at this bus stop:

- Install a 5' x 8' concrete pad on the east side of the sidewalk that provides access to the high school.
- Install a bus stop shelter on the 5' x 8' concrete pad.
- Install an accessible route between the sidewalk and the curb at the boarding and alighting area.

**Stop #659 – Western Avenue & Military Avenue (City of Green Bay)**

Routes Served
#6 (Red) - inbound

Service Provided
#6 Weekdays – every half hour.
Weekday Evenings & Saturdays – hourly.

Light Provided
- Yes

ADA Accessibility
**Surface**: *Firm, stable surface?*
- Yes

**Dimensions**: *96" boarding and alighting area perpendicular to the curb/roadway edge and 60" clear width measured parallel to roadway?*
- No

**Connection**: *Boarding and alighting areas connected to streets, sidewalks, or pedestrian paths by an accessible route?*
- Yes

Seating
- None

Bus Stop Shelter
- None

Boardings
February sample:
- 3 Day Total (weekday) - 75
- Weekday Average – 25
- Saturday - 13

May sample:
- 3 Day Total (weekday) - 68
- Weekday Average – 23
- Saturday - 15

August sample:
- 3 Day Total (weekday) - 60
- Weekday Average – 20
- Saturday - 15

November sample:
- 3 Day Total (weekday) - 66
- Weekday Average - 22
- Saturday - 14

---

Bus Stop Summary: This bus stop is located just off of the Military Avenue commercial corridor on the west side of Green Bay. This bus stop was consistently above an average of 20 boardings per day on the weekday sample periods. While the Saturday boarding totals were not at or above 20 boardings during any of the sample periods, the stop saw regular use on the weekends as well as the weekdays.

Recommendations: Because of the restricted area to locate a bus shelter at this location, Green Bay Metro should:
- Investigate the possibility of placing a shelter on the parking lot of the adjacent business.

**Stop #668 - Festival Foods - West Green Bay (C. of Green Bay)**

Routes Served
#6 (Red) - outbound

Service Provided
#6 Weekdays – every half hour.
Weekday Evenings & Saturdays – hourly.

Light Provided
- Yes

ADA Accessibility
**Surface**: *Firm, stable surface?*
- Yes

**Dimensions**: *96" boarding and alighting area perpendicular to the curb/roadway edge and 60" clear width measured parallel to roadway?*
- No

**Connection**: *Boarding and alighting areas connected to streets, sidewalks, or pedestrian paths by an accessible route?*
- Yes

Seating
- Yes

Bus Stop Shelter
- Yes

Boardings
February sample:
- 3 Day Total (weekday) – 75
- Weekday Average – 25
- Saturday – 18

May sample:
- 3 Day Total (weekday) – 68
- Weekday Average – 23
- Saturday – 45

August sample:
- 3 Day Total (weekday) – 60
- Weekday Average – 20
- Saturday - 13

November sample:
- 3 Day Total (weekday) - 36
- Weekday Average - 12
- Saturday - 20

---

Bus Stop Summary: This bus stop is located at the Festival Foods on Green Bay's west side. This bus stop is a heavily used stop on weekdays as well as on the weekends. The bus stop's location is relatively close to the street and it does not allow patrons using the bus stop to access the storefronts without either walking through the grass or, if unable to traverse the uneven ground, walking along the street and the busy driveway entrance.

Additional Considerations: Recent improvements to Mason Street just south of this bus stop include a sidewalk that provides access to this frontage road. The sidewalk acts as a long ramp that traverses the grade separation between the frontage road and Mason Street.

Recommendations: Two options for improvements should be considered at this location.

Option One includes the following improvements:

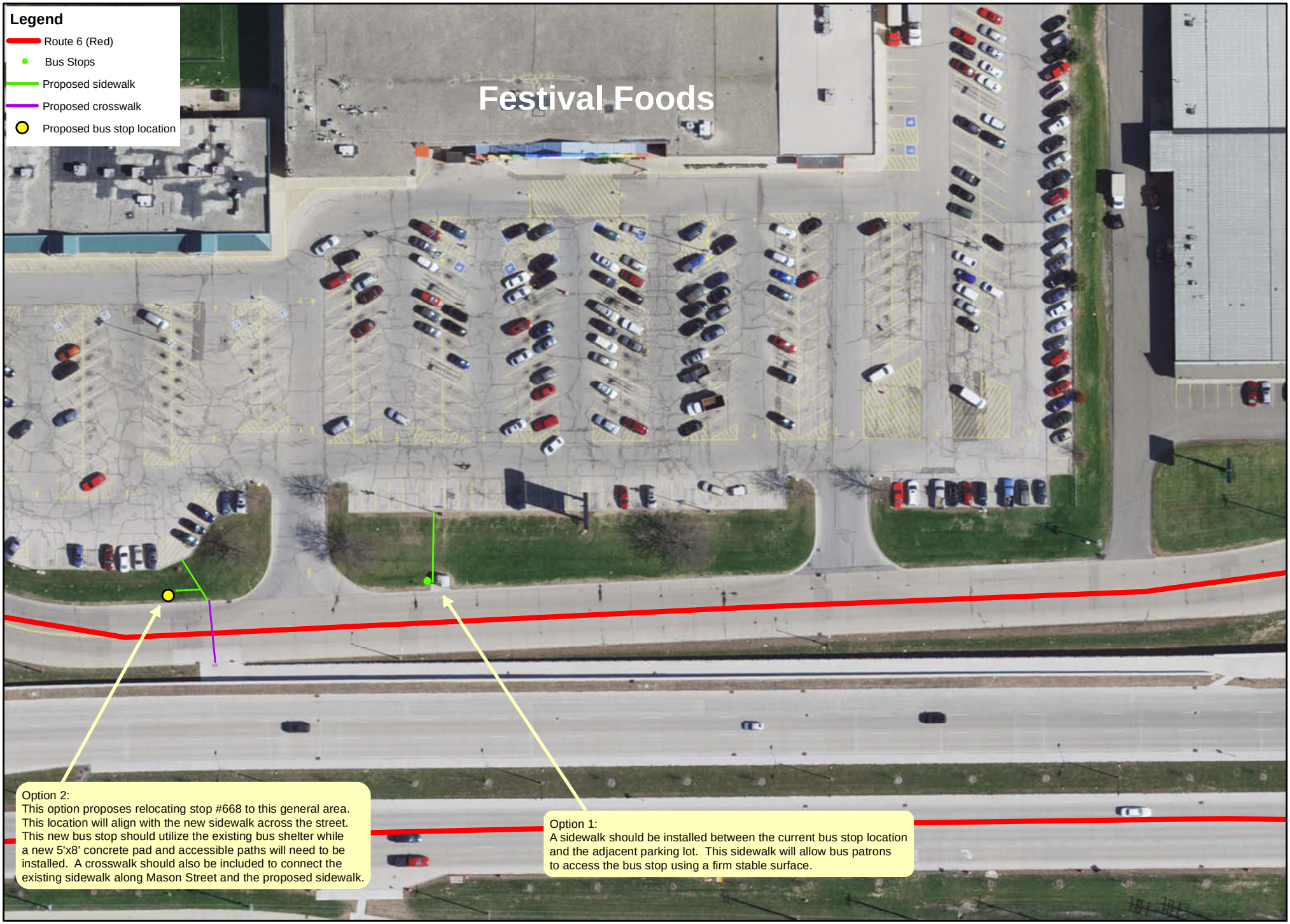
- Install a sidewalk between the current bus stop boarding and alighting area and the Festival Foods parking lot.

(Option two on next page)

| | |
|---|---|
| | Option Two seeks to maximize the accessibility of this bus stop to the improvements to Mason Street that are noted above. This option includes the following improvements:<br><br>• Move the bus stop sign slightly west to the west side of the driveway entrance.<br><br>• Install a 5; x 8' concrete pad near the bus stop sign.<br><br>• Install a paved walkway across from the new sidewalk that extends from the frontage road to Mason Street. This walkway should connect the new bus shelter to the bus stop boarding/alighting area as well as provide access to the edge of the parking lot.<br><br>Both of these options are shown on the diagram on the following page. |

# Green Bay Metro Bus Stop Study

**Recommended changes to stop # 668**



**Stop #670 - Walmart West (City of Green Bay)**

Routes Served
#6 (Red) - outbound

Service Provided
#6 Weekdays – every half hour. Weekday Evenings & Saturdays – hourly.

Light Provided
- Yes

ADA Accessibility
**Surface**: *Firm, stable surface?*
- Yes

**Dimensions**: *96" boarding and alighting area perpendicular to the curb/roadway edge and 60" clear width measured parallel to roadway?*
- Yes

**Connection**: *Boarding and alighting areas connected to streets, sidewalks, or pedestrian paths by an accessible route?*
- Yes

Seating Present?
- Yes

Bus Stop Shelter Present?
- Yes

Boardings
February sample:
- 3 Day Total (weekday) - 183
- Weekday Average – 61
- Saturday - 63

May sample:
- 3 Day Total (weekday) - 186
- Weekday Average - 62
- Saturday - 76

August sample:
- 3 Day Total (weekday) - 206
- Weekday Average - 67
- Saturday - 77

November sample:
- 3 Day Total (weekday) - 200
- Weekday Average - 67
- Saturday - 85

---

Bus Stop Summary: This stop is located along the service road in the Walmart West/Sam's Club parking lot. In addition to the retail establishments, there are several restaurants located within proximity of this bus stop. Based on the boarding totals for weekdays and Saturdays, this stop averaged well above 20 boardings during all of the survey/sample periods.

(Continued on the next page)

| | |
|---|---|
| | Because of the consistent use, Green Bay Metro recently made improvements to this stop. These improvements included installing a bus shelter and an accessible route from the shelter to the boarding and alighting area.<br><br><u>Recommendations</u>: While this stop has been improved, additional accessibility challenges should be addressed to improve access to this bus stop. Green Bay Metro should make recommendations to Walmart and possibly other nearby businesses to include pedestrian walkways on the property for safe and convenient access from the bus stop to the storefronts. |

**Stop #678 – Mason Street & Packerland Drive (City of Green Bay)**

Routes Served
#6 (Red) - inbound

Service Provided
#6 Weekdays – every half hour.
Weekday Evenings & Saturdays – hourly.

Light Provided
- Yes

ADA Accessibility
**Surface**: *Firm, stable surface?*
- Yes

**Dimensions**: *96" boarding and alighting area perpendicular to the curb/roadway edge and 60" clear width measured parallel to roadway?*
- Yes

**Connection**: *Boarding and alighting areas connected to streets, sidewalks, or pedestrian paths by an accessible route?*
- Yes

Seating
- Yes

Bus Stop Shelter
- Yes

Boardings
February sample:
- 3 Day Total (weekday) 116
- Weekday Average – 39
- Saturday - 13

May sample:
- 3 Day Total (weekday) 97
- Weekday Average – 33
- Saturday - 18

August sample:
- 3 Day Total (weekday) - 65
- Weekday Average – 22
- Saturday - 10

November sample:
- 3 Day Total (weekday) - 129
- Weekday Average - 43
- Saturday - 27

Bus Stop Summary: This bus stop was very active, with average weekday boarding totals ranging from the low 20s to the low 40s throughout the four sample periods. The bus stop was recently improved to include a shelter and an accessible route from the stop to the sidewalk located along Packerland Drive to the west. The following pictures show the before and after conditions at this location.

Bus Stop Before Improvements

Bus Stop After Improvements

**Stop #701 - Shopko (City of De Pere)**

Routes Served
#11 (Sky) – outbound
#17 (Brick) - outbound

Service Provided
#11 & #17 Weekdays and Saturdays – hourly service.

Light Provided
- Yes

ADA Accessibility
**Surface**: *Firm, stable surface?*
- Yes

**Dimensions**: *96" boarding and alighting area perpendicular to the curb/roadway edge and 60" clear width measured parallel to roadway?*
- Yes

**Connection**: *Boarding and alighting areas connected to streets, sidewalks, or pedestrian paths by an accessible route?*
- Yes

Seating
- Yes

Bus Stop Shelter
- Yes

Boardings
February sample:
- 3 Day Total (weekday) - 210
- Weekday Average – 70
- Saturday - 27

May sample:
- 3 Day Total (weekday) - 227
- Weekday Average - 76
- Saturday - 53

August sample:
- 3 Day Total (weekday) - 255
- Weekday Average - 85
- Saturday - 45

November sample:
- 3 Day Total (weekday) - 242
- Weekday Average - 81
- Saturday - 55

---

Bus Stop Summary: This bus stop is located at the Shopko on the east side of De Pere. The stop is outfitted with a shelter and a walkway that has direct access to the storefront. The accommodations at this stop are adequate for the documented ridership/boardings.

Recommendations: The addition of a bicycle rack at this location will offer transit riders a place to securely store their bicycles while inside shopping. Bicycle racks at bus stops can also help expand the reach of transit service, and the racks allow passengers a place to leave their bikes if there is no room on the bus bike racks.

**Stop #777 – N.E.W. Curative Rehabilitation, Inc. (City of Green Bay)**

Routes Served
# 7 (Lime) - inbound

Service Provided
# 7 Weekdays – half hour service.
Weekday Evenings & Saturdays – hourly.

Light Provided
- None

ADA Accessibility
**Surface**: *Firm, stable surface?*
- Yes

**Dimensions**: *96" boarding and alighting area perpendicular to the curb/roadway edge and 60" clear width measured parallel to roadway?*
- No

**Connection**: *Boarding and alighting areas connected to streets, sidewalks, or pedestrian paths by an accessible route?*
- Yes

Seating
- None

Bus Stop Shelter
- None

Boardings
February sample:
- 3 Day Total (weekday) - 60
- Weekday Average – 20
- Saturday - 0

May sample:
- 3 Day Total (weekday) - 45
- Weekday Average - 15
  Saturday - 0

August sample:
- 3 Day Total (weekday) - 16
- Weekday Average - 5
  Saturday - 0

November sample:
- 3 Day Total (weekday) - 90
- Weekday Average – 30
- Saturday - 0

---

Bus Stop Summary: This stop is located at N.E.W. Curative on the east side of Green Bay. Boardings indicate that this is a weekday destination for people using Route 7. Because Green Bay Metro provides front door service, no additional facilities are needed at this bus stop.

Recommendations: None at this time.

**Stop #816 – Baird Street & Walnut Street - East High School (City of Green Bay)**

Routes Served
#2 (Orange) - outbound

Service Provided
#2 Weekdays and Saturdays - half hour service.

Light Provided
- Yes

ADA Accessibility
**Surface**: *Firm, stable surface?*
- Yes

**Dimensions**: *96" boarding and alighting area perpendicular to the curb/roadway edge and 60" clear width measured parallel to roadway?*
- No

**Connection**: *Boarding and alighting areas connected to streets, sidewalks, or pedestrian paths by an accessible route?*
- Yes

Seating
- None

Bus Stop Shelter
- None

Boardings
February sample:
- 3 Day Total (weekday) - 60
- Weekday Average – 20
- Saturday - 4

May sample:
- 3 Day Total (weekday) - 45
- Weekday Average - 15
  Saturday - 5

August sample:
- 3 Day Total (weekday) - 16
- Weekday Average - 5
  Saturday - 6

November sample:
- 3 Day Total (weekday) - 90
- Weekday Average – 30
- Saturday - 0

---

Bus Stop Summary: This stop is located at East High School in Green Bay. The weekday boarding totals were not consistent during the four study periods; however, the data reveal that a primary group of individuals riding the bus and, more specifically, using this stop location are students. The higher boarding totals from February and November suggest that students are utilizing the transit system to get to school during cold weather months. The boarding total from May was not as high, but better weather in May might have allowed for some students to walk or ride their bikes to school as an alternative to taking the bus.

Recommendations: Boarding averages were at or above 20 per weekday during two of the four study periods, so the stop warrants additional treatments such as a concrete pad and shelter. However, because bus shelters in this area have been vandalized in the past, Green Bay Metro may want to consider installing a bench for the patrons that use this stop.

**Stop #842 – University Avenue & St. George Street (City of Green Bay)**

Routes Served
# 7 (Lime) - inbound

Service Provided
# 7 Weekdays – half hour service.
Weekday Evenings & Saturdays – hourly.

Light Provided
- Yes

ADA Accessibility
**Surface**: *Firm, stable surface?*
- No

**Dimensions**: *96" boarding and alighting area perpendicular to the curb/roadway edge and 60" clear width measured parallel to roadway?*
- No

**Connection**: *Boarding and alighting areas connected to streets, sidewalks, or pedestrian paths by an accessible route?*
- No

Seating
- None

Bus Stop Shelter
- None

Boardings
February sample:
- 3 Day Total (weekday) - 42
- Weekday Average - 14
- Saturday - 1

May sample:
- 3 Day Total (weekday) - 85
- Weekday Average - 29
- Saturday - 1

August sample:
- 3 Day Total (weekday) - 13
- Weekday Average - 4
- Saturday - 1

November sample:
- 3 Day Total (weekday) - 10
- Weekday Average – 3
- Saturday - 6

---

Bus Stop Summary: This stop is located in a narrow strip of land between a busy four-lane street (University Avenue) and a frontage road. Boarding totals were inconsistent at this location during the study periods, and the narrow space would make it extremely difficult to make any improvements to this bus stop.

Recommendations: Moving the bus stop sign to a metal post near the curb ramp shown in the picture would help establish a firm and stable boarding and alighting area. No other improvements appear to be possible because adequate space is not available.

**Stop #870 - Walmart East (City of Green Bay/Village of Bellevue)**

Routes Served
#14 (Pink) - outbound

Service Provided
#14 Weekdays and Saturdays – hourly.

Light Provided
- None

ADA Accessibility
**Surface**: *Firm, stable surface?*
- Yes

**Dimensions**: *96" boarding and alighting area perpendicular to the curb/roadway edge and 60" clear width measured parallel to roadway?*
- No

**Connection**: *Boarding and alighting areas connected to streets, sidewalks, or pedestrian paths by an accessible route?*
- Yes

Seating
- Yes

Bus Stop Shelter
- Yes

Boardings
February sample:
- 3 Day Total (weekday) - 77
- Weekday Average – 26
- Saturday - 38

May sample:
- 3 Day Total (weekday) - 98
- Weekday Average - 33
- Saturday - 40

August sample:
- 3 Day Total (weekday) - 57
- Weekday Average - 19
- Saturday - 50

November sample:
- 3 Day Total (weekday) - 65
- Weekday Average - 22
- Saturday - 60

---

Bus Stop Summary: This stop is currently outfitted with a bus stop shelter, a bench, and a pedestrian walkway that connects transit patrons to the storefront. The accommodations at this stop are adequate for the ridership that was documented during the four study periods.

Recommendations: None at this time.

**Stop #875 - East Town Mall – Main Entrance (City of Green Bay)**

Routes Served
#1 (Brown) - inbound

Service Provided
Weekday – every half hour.
Weekday Evening & Saturday –hourly.

Light Provided
- None

ADA Accessibility
**Surface**: *Firm, stable surface?*
- No

**Dimensions**: *96" boarding and alighting area perpendicular to the curb/roadway edge and 60" clear width measured parallel to roadway?*
- No

**Connection**: *Boarding and alighting areas connected to streets, sidewalks, or pedestrian paths by an accessible route?*
- No

Seating
- None

Bus Stop Shelter
- None

Boardings
February sample:
- 3 Day Total (weekday) - 33
- Weekday Average – 11
- Saturday - 5

May sample:
- 3 Day Total (weekday) - 35
- Weekday Average - 11
- Saturday - 15

August sample:
- 3 Day Total (weekday) - 44
- Weekday Average - 15
- Saturday - 10

November sample:
- 3 Day Total (weekday) - 32
- Weekday Average - 11
- Saturday - 9

---

Bus Stop Summary: Although this bus stop does not meet the boarding threshold of an average of 20 boardings per day during any of the four study periods, the stop was consistently used during all of the study periods. The bus stop is also one of the main stops at East Town Mall.

Recommendations: The following treatments are recommended improve the current conditions at the bus stop:

- Install a 5' x 8' concrete pad.
- Install a bus stop shelter with a bench.
- Install a curb cut.
- Install a crosswalk to connect the bus stop to a new walkway between the stop and East Town Mall.

**Stop #884 - University Avenue & Newtols Street – SuperValu (City of Green Bay)**

Routes Served
#2 (Orange) - outbound
#7 (Lime) - outbound

Service Provided
#2 Weekdays and Saturdays - half hour service.
#7 Weekdays – half hour service
#7 Weekday Evenings & Saturdays – hourly.

Light Provided
- Yes

ADA Accessibility
**Surface**: *Firm, stable surface?*
- Yes

**Dimensions**: *96" boarding and alighting area perpendicular to the curb/roadway edge and 60" clear width measured parallel to roadway?*
- No

**Connection**: *Boarding and alighting areas connected to streets, sidewalks, or pedestrian paths by an accessible route?*
- Yes

Seating
- None

Bus Stop Shelter
- None

Boardings
February sample:
- 3 Day Total (weekday) - 75
- Weekday Average – 25
- Saturday - 23

May sample:
- 3 Day Total (weekday) - 73
- Weekday Average - 24
- Saturday - 43

August sample:
- 3 Day Total (weekday) - 55
- Weekday Average - 18
- Saturday - 33

November sample:
- 3 Day Total (weekday) - 53
- Weekday Average - 18
- Saturday - 20

---

Bus Stop Summary: This bus stop is located on University Avenue in front of the SuperValu grocery store. The boarding totals at this bus stop were consistently high on weekdays and Saturdays during the four study periods. Limited space within the right-of-way and the adjacent parking lot does not allow for a bus shelter to be placed at this location.

To improve this bus stop, Green Bay Metro should consider combining the stop with stop #1507 (University & Danz). Stop #1507 had low boarding totals during the study periods, and its proximity to this stop creates an opportunity to combine the stops and install a bus shelter within a nearby utility easement (the easement is shown in the background of the photo). The map on the following page shows how this proposal could be implemented.

Recommendations: Contact the owner of the utility easement to discuss placing a bus shelter within the easement. If the owner allows the shelter within the easement, combine Stops #884 and #1507 and install a shelter.

# Green Bay Metro Bus Stop Study

**Recommended changes to stops 884 & 1507**

**Stop #902 - 2091 University Avenue (City of Green Bay)**

Routes Served
#7 (Lime) - inbound

Service Provided
#7 Weekdays – every half hour.
Weekday Evenings & Saturdays – hourly.

Light Provided
- Yes

ADA Accessibility
**Surface**: *Firm, stable surface?*
- Yes

**Dimensions**: *96" boarding and alighting area perpendicular to the curb/roadway edge and 60" clear width measured parallel to roadway?*
- No

**Connection**: *Boarding and alighting areas connected to streets, sidewalks, or pedestrian paths by an accessible route?*
- Yes

Seating
- None

Bus Stop Shelter
- None

Boardings
February sample:
- 3 Day Total (weekday) - 50
- Weekday Average – 17
- Saturday - 16

May sample:
- 3 Day Total (weekday) - 75
- Weekday Average – 25
- Saturday - 12

August sample:
- 3 Day Total (weekday) - 50
- Weekday Average – 17
- Saturday - 10

November sample:
- 3 Day Total (weekday) - 62
- Weekday Average - 21
- Saturday - 18

---

Bus Stop Summary: Two sample periods saw weekday boardings that averaged more than 20 per day. The February and August sample periods fell slightly short with an average of 17 boardings per weekday. This location has limited space within the public right-of-way for improvements.

Recommendations: Install an awning style bus shelter with a bench at the edge of the sidewalk to reduce the amount of sidewalk that will be obstructed.

**Stop #904 - University Avenue & Henry Street (City of Green Bay)**

Routes Served
#7 (Lime) - outbound

Service Provided
#7 Weekdays – every half hour.
Weekday Evenings & Saturdays – hourly.

Light Provided
- Yes

ADA Accessibility
**Surface**: *Firm, stable surface?*
- Yes

**Dimensions**: *96" boarding and alighting area perpendicular to the curb/roadway edge and 60" clear width measured parallel to roadway?*
- Yes

**Connection**: *Boarding and alighting areas connected to streets, sidewalks, or pedestrian paths by an accessible route?*
- Yes

Seating
- Yes

Bus Stop Shelter
- Yes

Boardings
February sample:
- 3 Day Total (weekday) - 67
- Weekday Average – 22
- Saturday - 4

May sample:
- 3 Day Total (weekday) - 55
- Weekday Average – 18
- Saturday - 17

August sample:
- 3 Day Total (weekday) - 25
- Weekday Average – 8
- Saturday - 4

November sample:
- 3 Day Total (weekday) - 37
- Weekday Average - 12
- Saturday - 7

---

Bus Stop Summary: This bus stop is located along University Avenue on Green Bay's east side. The boarding totals were inconsistent across the sample periods with only one sample period surpassing an average of 20 boardings per day.

Recommendations: Based on the boardings that were observed during the four study periods, the current facilities appear to adequately serve this bus stop.

**Stop #1112 – Pecan Street & Brosig Street (City of Green Bay)**

Routes Served
# 14 (Pink) - outbound

Service Provided
Monday – Saturday – hourly service.

Light Provided
- Yes

ADA Accessibility
**Surface**: *Firm, stable surface?*
- No

**Dimensions**: *96" boarding and alighting area perpendicular to the curb/roadway edge and 60" clear width measured parallel to roadway?*
- No

**Connection**: *Boarding and alighting areas connected to streets, sidewalks, or pedestrian paths by an accessible route?*
- No

Seating
- None

Bus Stop Shelter
- None

Boardings
February sample:
- 3 Day Total (weekday) - 20
- Weekday Average – 7
- Saturday - 1

May sample:
- 3 Day Total (weekday) - 23
- Weekday Average – 8
- Saturday - 4

August sample:
- 3 Day Total (weekday) - 88
- Weekday Average – 29
- Saturday - 8

November sample:
- 3 Day Total (weekday) - 12
- Weekday Average - 4
- Saturday - 4

---

Bus Stop Summary: This bus stop serves an area of Green Bay that has several apartment buildings near each other. This bus stop is also located within walking distance of Goodwill and Walmart East (which shown in the background of the picture).

Many of the bus stops in this area do not have sidewalk access, which can deter and sometimes effectively prevent the use of the transit system.

Recommendation: Recommendations at the bus stop location include:

- Coordinate with the City of Green Bay on the installation of the proposed sidewalk shown as part of the Route-by-Route recommendations for Route 14.

- Continue to monitor the boardings at this bus stop. If boardings become more consistent, consider the following:
  - Installing a firm, stable surface at the loading and unloading area that is at least 96" perpendicular to the curb.
  - Install a 5'x8' concrete pad.
  - Install a bus shelter.

**Stop #1180 – Ashland Avenue & Walnut Street (City of Green Bay)**

Routes Served
#3 (Silver) - inbound

Service Provided
#3 Weekdays & Saturdays – hourly service.

Light Provided
- Yes

ADA Accessibility
**Surface**: *Firm, stable surface?*
- Yes

**Dimensions**: *96" boarding and alighting area perpendicular to the curb/roadway edge and 60" clear width measured parallel to roadway?*
- No

**Connection**: *Boarding and alighting areas connected to streets, sidewalks, or pedestrian paths by an accessible route?*
- Yes

Seating
- None

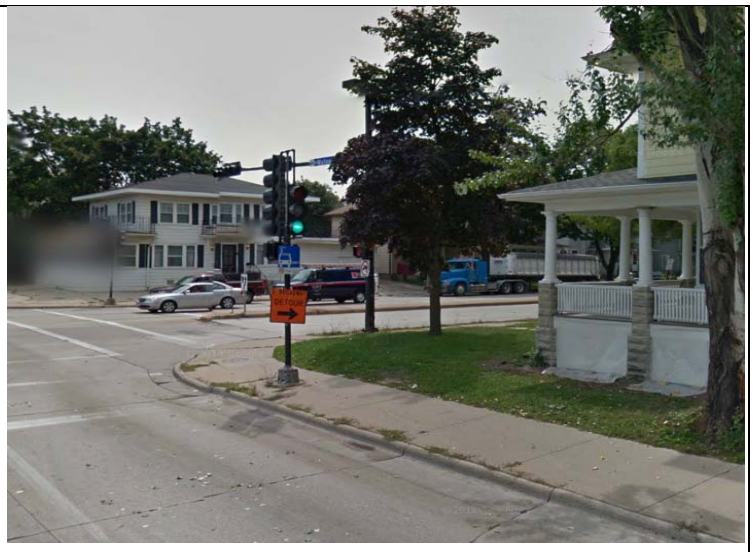
Bus Stop Shelter
- None

Boardings
February sample:
- 3 Day Total (weekday) - 38
- Weekday Average – 13
- Saturday - 0

May sample:
- 3 Day Total (weekday) - 20
- Weekday Average – 7
- Saturday - 0

August sample:
- 3 Day Total (weekday) - 0
- Weekday Average – 0
- Saturday - 0

November sample:
- 3 Day Total (weekday) - 61
- Weekday Average - 20
- Saturday - 0



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Bus Stop Summary: This bus stop is located near downtown Green Bay. The boarding totals are indicative of other bus stops that are located near schools, with relatively consistent boarding numbers during the February, May, and November sample periods. The August boarding totals are typically lower because school is not in session. The closest school is located two blocks to the north.

Recommendation: Right-of-way at this location is restricted and will not allow for a bus shelter to be located here. Therefore, no improvements are recommended at this time.

**Stop #1201 - Danz Avenue & Preble Avenue (City of Green Bay)**

Routes Served
#2 (Orange) - outbound

Service Provided
Monday – Saturday – half hour service.

Light Provided
- Yes

ADA Accessibility
**Surface**: *Firm, stable surface?*
- Yes

**Dimensions**: *96" boarding and alighting area perpendicular to the curb/roadway edge and 60" clear width measured parallel to roadway?*
- No

**Connection**: *Boarding and alighting areas connected to streets, sidewalks, or pedestrian paths by an accessible route?*
- No

Seating
- None

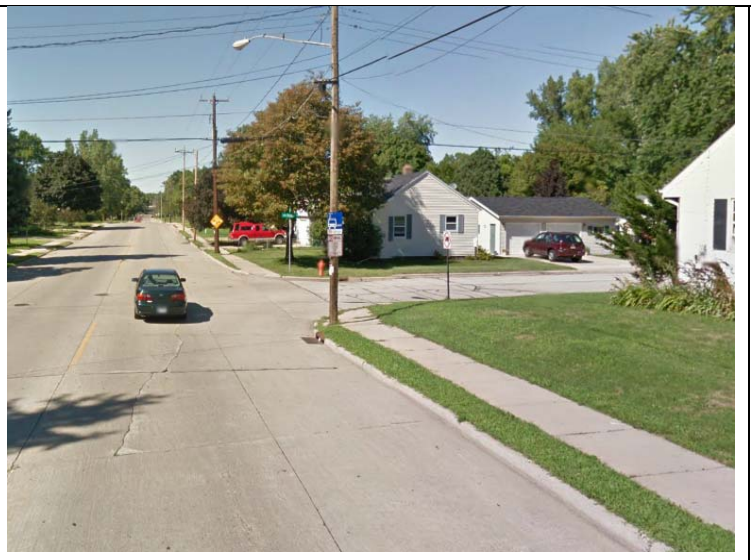
Bus Stop Shelter
- None

Boardings
February sample:
- 3 Day Total (weekday) - 38
- Weekday Average - 13
- Saturday - 0

May sample:
- 3 Day Total (weekday) - 42
- Weekday Average -14
- Saturday - 21

August sample:
- 3 Day Total (weekday) -55
- Weekday Average - 18
- Saturday - 20

November sample:
- 3 Day Total (weekday) - 33
- Weekday Average - 11
- Saturday - 8



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Bus Stop Summary: The bus stop is located at the intersection of Danz Avenue and Preble Avenue on Green Bay's east side. There are several apartments just to the east of this bus stop as well as retail destinations just to the south. The boarding totals indicated that this bus stop was more heavily used on the weekends; however, it had a fairly high number of boardings during the weekday sample periods as well.

Recommendations: This location has limited right-of-way and there is no place for a bus shelter unless Green Bay Metro came to an agreement with the adjacent landowner to install a concrete pad and bus shelter adjacent to the sidewalk. It is unlikely that this agreement could be reached, so the installation of a concrete pad and a bus shelter at this location should be a low priority.

It is, however, recommended that a paved surface be added between the sidewalk and curb at the stop's boarding and alighting point.

**Stop #1248 - Northeast Corner of Mason Street & Lime Kiln Road (City of Green Bay)**

Routes Served
#1 (Brown) - inbound

Service Provided
Weekday – half hour service.
Weekday Evening & Saturday –hourly service.

Light Provided
- None

ADA Accessibility
**Surface**: *Firm, stable surface?*
- Yes

**Dimensions**: *96" boarding and alighting area perpendicular to the curb/roadway edge and 60" clear width measured parallel to roadway?*
- No

**Connection**: *Boarding and alighting areas connected to streets, sidewalks, or pedestrian paths by an accessible route?*
- Yes

Seating
- None

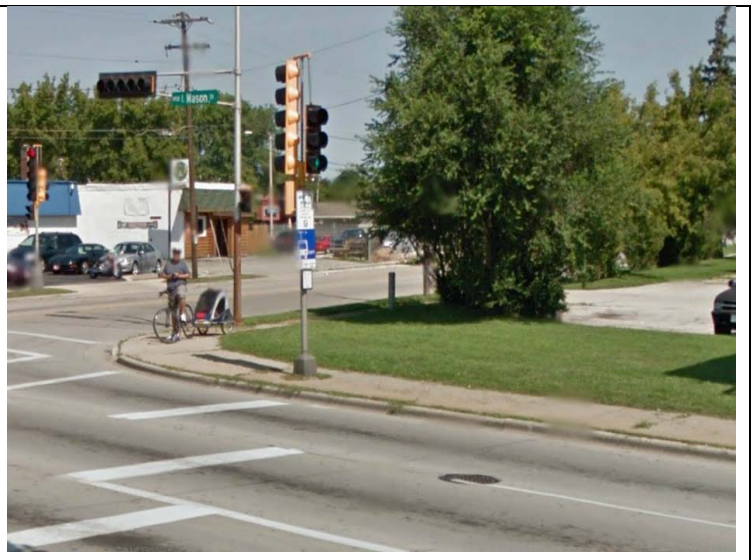
Bus Stop Shelter
- None

Boardings
February sample:
- 3 Day Total (weekday) - 43
- Weekday Average – 14
- Saturday - 9

May sample:
- 3 Day Total (weekday) - 63
- Weekday Average - 21
- Saturday - 16

August sample:
- 3 Day Total (weekday) - 53
- Weekday Average - 18
- Saturday - 10

November sample:
- 3 Day Total (weekday) - 32
- Weekday Average - 11
- Saturday - 11



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Bus Stop Summary: This bus stop is located amongst a mixture of land uses. Commercial uses are found around the intersection, and high-density residential uses are well within walking distance from this stop. Transit users living in this area may be using this stop as an informal transfer point with Route 14 (Pink) to access other destinations including downtown Green Bay as well as the Green Bay Metro Transportation Center.

Recommendations: Contact the adjacent land owner to discuss the possibility of locating a concrete pad and a bus shelter on their property. If the adjacent property owner agrees to allow a bus shelter to be located here, Green Bay Metro should complete the following improvements:

- Install 5'x 8' concrete pad.
- Install bus stop shelter.

**Stop #1261 - East Town Mall Service Road (City of Green Bay)**

Routes Served
#1 (Brown) - inbound

Service Provided
Weekday – half hour service.
Weekday Evening & Saturday –hourly.

Light Provided
- None

ADA Accessibility
**Surface**: *Firm, stable surface?*
- No

**Dimensions**: *96" boarding and alighting area perpendicular to the curb/roadway edge and 60" clear width measured parallel to roadway?*
- No

**Connection**: *Boarding and alighting areas connected to streets, sidewalks, or pedestrian paths by an accessible route?*
- No

Seating
- None

Bus Stop Shelter
- None

Boardings
February sample:
- 3 Day Total (weekday) - 45
- Weekday Average – 15
- Saturday - 11

May sample:
- 3 Day Total (weekday) - 155
- Weekday Average - 52
- Saturday - 11

August sample:
- 3 Day Total (weekday) - 39
- Weekday Average - 13
- Saturday - 6

November sample:
- 3 Day Total (weekday) - 32
- Weekday Average - 11
- Saturday - 12

---

Bus Stop Summary: This bus stop is located along the service road at the East Town Mall. There are numerous challenges with the bus stops located at the East Town Mall including poor access to the storefronts and pedestrian walkways. There are no curb cuts or other accessibility features at the bus stop, which makes it difficult for people with or without disabilities to get on and off the bus.

This bus stop's location forces bus patrons to walk through a large parking lot to access the mall's storefronts. This challenge will likely continue unless the mall owners install a pedestrian walkway through the parking lot to the bus stop.

Recommendations: With the exception of the May sample, boarding totals were similar to other bus stops at the East Town Mall. The following recommendations should be considered at this location:
- Install a 5' x 8' concrete pad.
- Install a curb cut to access the concrete pad.

**Stop #1264 - East Town Mall – Main Entrance (City of Green Bay)**

Routes Served
#1 (Brown) – outbound
#14 (Pink) - outbound

Service Provided
#1 - Weekday – half hour service.
#1 - Weekday Evening & Saturday – hourly.
#14 – Weekday, Weekday Evening, & Saturday – hourly service.

Light Provided
- None

ADA Accessibility
**Surface**: *Firm, stable surface?*
- No

**Dimensions**: *96" boarding and alighting area perpendicular to the curb/roadway edge and 60" clear width measured parallel to roadway?*
- No

**Connection**: *Boarding and alighting areas connected to streets, sidewalks, or pedestrian paths by an accessible route?*
- No

Seating
- None

Bus Stop Shelter
- None

Boardings
February sample:
- 3 Day Total (weekday) - 18
- Weekday Average - 6
- Saturday -0

May sample:
- 3 Day Total (weekday) - 35
- Weekday Average - 12
- Saturday - 21

August sample:
- 3 Day Total (weekday) - 45
- Weekday Average - 15
- Saturday - 0

November sample:
- 3 Day Total (weekday) - 29
- Weekday Average - 10
- Saturday - 11

---

Bus Stop Summary: This bus stop is located along the service road at the East Town Mall. Like the other bus stops at the East Town Mall, this bus stop saw very consistent boarding totals over all four study periods.

This bus stop is located within a landscaped island, which may provide an opportunity to improve accessibility to and from the stop. There is also a sidewalk near this stop that provides access to the sidewalk at the storefronts.

Recommendations: Work with the land owner to remove three parking spaces near the current stop location to provide an area for the following improvements:

- Install a 5' x 8' concrete pad.
- Install a bus shelter.
- Install a firm, stable surface at the boarding and alighting area.
- Install a paved walkway from the bus shelter to the sidewalk located to the east.

**Stop #1265 - East Town Mall Service Road (City of Green Bay)**

Routes Served
#1 (Brown) – outbound
#14 (Pink) - outbound

Service Provided
#1 - Weekday – half hour service.
#1 - Weekday Evening & Saturday – hourly.
#14 – Weekday, Weekday Evening, & Saturday – hourly service.

Light Provided
- None

ADA Accessibility
**Surface**: *Firm, stable surface?*
- No

**Dimensions**: *96" boarding and alighting area perpendicular to the curb/roadway edge and 60" clear width measured parallel to roadway?*
- No

**Connection**: *Boarding and alighting areas connected to streets, sidewalks, or pedestrian paths by an accessible route?*
- No

Seating
- None

Bus Stop Shelter
- None

Boardings
February sample:
- 3 Day Total (weekday) - 9
- Weekday Average – 3
- Saturday - 3

May sample:
- 3 Day Total (weekday) - 27
- Weekday Average - 9
- Saturday - 11

August sample:
- 3 Day Total (weekday) - 13
- Weekday Average - 4
- Saturday - 6

November sample:
- 3 Day Total (weekday) - 16
- Weekday Average - 5
- Saturday - 15

---

Bus Stop Summary: This bus stop is located at the east end of the service road at the East Town Mall. This bus stop does not have any accessibility features. Low boarding numbers at this location make it difficult to allocate limited financial resources here because these resources could be better used at other locations that saw higher boarding activity.

Recommendations: If boarding totals eventually exceed an average of 20 per day, Green Bay Metro should implement the following recommendations:

- Work with the landowner to remove one parking space to create an area for a concrete pad and bus shelter. A curb cut should also be installed to allow people to easily access the bus stop.

**Stop #1318 - Walmart (City of De Pere)**

Routes Served
#17 (Brick) - inbound

Service Provided
Weekdays and Saturdays - hourly service.

Light Provided
- No

ADA Accessibility
**Surface**: *Firm, stable surface?*
- Yes

**Dimensions**: *96" boarding and alighting area perpendicular to the curb/roadway edge and 60" clear width measured parallel to roadway?*
- No

**Connection**: *Boarding and alighting areas connected to streets, sidewalks, or pedestrian paths by an accessible route?*
- No

Seating
- Yes

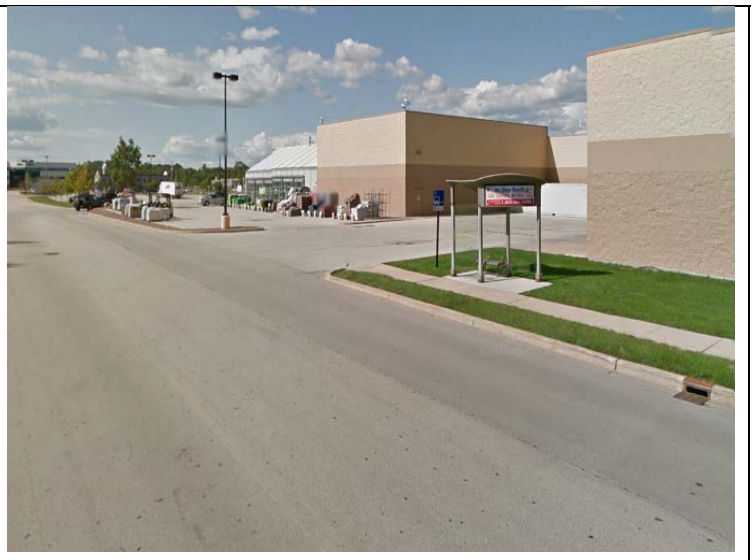
Bus Stop Shelter
- Yes

Boardings
February sample:
- 3 Day Total (weekday) - 33
- Weekday Average - 11
- Saturday - 19

May sample:
- 3 Day Total (weekday) - 27
- Weekday Average - 9
- Saturday - 8

August sample:
- 3 Day Total (weekday) - 33
- Weekday Average - 11
- Saturday - 20

November sample:
- 3 Day Total (weekday) - 56
- Weekday Average - 19
- Saturday - 13



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Bus Stop Summary: This bus stop is adjacent to the Walmart, but the location of the stop makes it difficult for people to access the front of the store.

Recommendations:

- Green Bay Metro should contact Walmart and discuss the relocation of this bus stop to the corner of the Walmart entrance as shown on the following map.

- Ideally, Green Bay Metro could use two parking spaces for bus stop facilities. If Walmart agrees to removing the two parking spaces, Green Bay Metro should install the following:
  - A paved boarding and alighting area, a paved walkway from the boarding and alighting area to the bus stop shelter, and curb ramps to allow people to access the bus shelter from the street.
  - Green Bay Metro should relocate the existing shelter to the new location once the aforementioned improvements have been made.

# Green Bay Metro Bus Stop Study

## Recommendations for the De Pere Walmart Bus Stop

**Stop #1355 - Mason Street & Military Avenue (City of Green Bay)**

Routes Served
#3 (Silver) - inbound
#5 (Plum) - inbound
#6 (Red) - inbound

Service Provided
#3 Weekdays – hourly service.
#5 Weekdays - peak service only.
5:45am – 9:45am (hourly)
1:45pm – 5:45pm (hourly)
#6 Weekdays – every half hour.
#6 Weekday Evenings & Saturdays – hourly.

Light Provided
- Yes

ADA Accessibility
**Surface**: *Firm, stable surface?*
- Yes

**Dimensions**: *96" boarding and alighting area perpendicular to the curb/roadway edge and 60" clear width measured parallel to roadway?*
- No

**Connection**: *Boarding and alighting areas connected to streets, sidewalks, or pedestrian paths by an accessible route?*
- Yes.

Seating
- None

Bus Stop Shelter
- None

Boardings
February sample:
- 3 Day Total (weekday) - 65
- Weekday Average – 22
- Saturday - 6

May sample:
- 3 Day Total (weekday) - 83
- Weekday Average – 28
- Saturday - 15

August sample:
- 3 Day Total (weekday) - 72
- Weekday Average – 24
- Saturday - 28

November sample:
- 3 Day Total (weekday) - 95
- Weekday Average - 31
- Saturday - 24

---

Bus Stop Summary: Located around the corner from the Military Avenue transfer point, this stop is a convenient alternative for some bus patrons traveling to the adjoining shopping center. While the boarding totals were not nearly as high as the transfer point nearby, the daily averages were above 20 boardings per day during all four study periods.

Additional Considerations: There is no terrace between the sidewalk and the curb at this location, which means a concrete pad and shelter will have to be placed on private property.

Recommendations: Green Bay Metro should contact the property owner/manager to develop an agreement to place a bus stop shelter at this location. If an agreement is established, Green Bay Metro should install the following facilities:

- Install a 5'x8' concrete pad adjacent to the sidewalk.
- Install a bus stop shelter with seating.

**Stop #1358 - Green Bay Plaza/Military Avenue Transfer Point (City of Green Bay)**

Routes Served
#3 (Silver) - inbound
#4 (Blue) - inbound
#5 (Plum) - inbound
#6 (Red) - outbound
#8 (Green) - inbound

Service Provided
#6 & #8 Weekdays – half hour service.
#6 & #8 Weekday Evenings & Saturdays – hourly.
#3 - Weekdays only - hourly service.
#4 – Weekdays & Saturdays - hourly service.
#5 – Weekdays – peak service only.

Light Provided
- Yes

ADA Accessibility
**Surface**: *Firm, stable surface?*
- Yes

**Dimensions**: *96" boarding and alighting area perpendicular to the curb/roadway edge and 60" clear width measured parallel to roadway?*
- Yes

**Connection**: *Boarding and alighting areas connected to streets, sidewalks, or pedestrian paths by an accessible route?*
- Yes

Seating
- Nearby, but not at stop

Bus Stop Shelter
- Nearby, but not at stop

Boardings
February sample:
- 3 Day Total (weekday) - 405
- Weekday Average – 135
- Saturday - 63

May sample:
- 3 Day Total (weekday) - 423
- Weekday Average - 141
- Saturday - 100

August sample:
- 3 Day Total (weekday) - 342
- Weekday Average - 114
- Saturday - 78

November sample:
- 3 Day Total (weekday) - 397
- Weekday Average - 132
- Saturday - 70

---

Bus Stop Summary: This stop is the primary west side transfer point for the Green Bay Metro system. With average boarding totals well above 100 per weekday, the appropriate facilities to accommodate those patrons should be present. The shelter's location south of the bus stop detracts from its usefulness because of the distance between the shelter and the stop. Historically, locating a bus shelter at this location has been a challenge; however, it is imperative that Green Bay Metro continue to try and locate the bus shelter at the bus stop.

| | |
|---|---|
| | <u>Recommendations:</u><br>• Continue to attempt to work with the adjacent property owner to move the shelter to the area next to the bus stop signs.<br>• Concrete should be installed at each bus stop sign to create a firm, stable surface for boarding and alighting.<br>• Install bike racks at this location so that people can safely secure their bicycles while traveling on the bus or while they access the commercial developments adjacent to the bus stop. |

**Stop #1376 - Pilgrim Way & Bay Park Square Mall (Village of Ashwaubenon)**

Routes Served
#8 (Green) - outbound
#10 (Yellow) - outbound
#17 (Brick) - outbound

Service Provided
#8 Weekdays – half hour service.
#8 Weekday Evenings & Saturdays – hourly.
#10 Weekdays and Saturdays - hourly service.
#17 Weekdays and Saturdays - hourly service.

Light Provided
- Yes

ADA Accessibility
**Surface**: *Firm, stable surface?*
- Yes

**Dimensions**: *96" boarding and alighting area perpendicular to the curb/roadway edge and 60" clear width measured parallel to roadway?*
- Yes

**Connection**: *Boarding and alighting areas connected to streets, sidewalks, or pedestrian paths by an accessible route?*
- Yes

Seating Present?
- No

Bus Stop Shelter Present?
- No

Boardings
February sample:
- 3 Day Total (weekday) - 330
- Weekday Average – 110
- Saturday - 121

May sample:
- 3 Day Total (weekday) - 421
- Weekday Average - 140
- Saturday - 123

August sample:
- 3 Day Total (weekday) - 329
- Weekday Average - 110
- Saturday - 85

November sample:
- 3 Day Total (weekday) - 319
- Weekday Average - 106
- Saturday - 138

---

Bus Stop Summary: A number of positive attributes surround this bus stop, including its location between two large commercial destinations. This stop is well connected with sidewalks, and a high visibility crosswalk connects the Bay Park Square Mall property to another group of commercial destinations on the opposite side of the street.

While there is a terrace between the roadway and the sidewalk, a larger terrace separates the sidewalk from the mall parking lot. This is the ideal location to install a concrete pad and a shelter for the large number of people using the bus stop on weekdays and Saturdays.

Recommendations: Because of the high number of boardings over the study periods, the following recommendations should be considered at this location:

- Green Bay Metro should contact Bay Park Square Mall to discuss an agreement to place a bus shelter within the grass terrace adjacent to the sidewalk.
- Install a 5' x 8' concrete pad adjacent to the sidewalk.
- Install a bus stop shelter.

**Stop #1400 - NWTC Campus & Business Drive (City of Green Bay)**

Routes Served
#6 (Red) - outbound

Service Provided
#6 Weekday – every half hour.
Weekday Evening & Saturday – hourly.

Light Provided
- Yes

ADA Accessibility
**Surface**: *Firm, stable surface?*
- Yes

**Dimensions**: *96" boarding and alighting area perpendicular to the curb/roadway edge and 60" clear width measured parallel to roadway?*
- Yes

**Connection**: *Boarding and alighting areas connected to streets, sidewalks, or pedestrian paths by an accessible route?*
- Yes

Seating
- Yes

Bus Stop Shelter
- Yes

Boardings
February sample:
- 3 Day Total (weekday) 106
- Weekday Average – 35
- Saturday - 4

May sample:
- 3 Day Total (weekday) 54
- Weekday Average – 18
- Saturday - 1

August sample:
- 3 Day Total (weekday) - 16
- Weekday Average – 5
- Saturday - 0

November sample:
- 3 Day Total (weekday) - 30
- Weekday Average – 10
- Saturday - 2

---

Bus Stop Summary: This stop is located on the NWTC campus near the main entrance. Boarding totals were somewhat inconsistent across the sample periods.

Recommendations: The stop has sufficient facilities at this time.

**Stop #1401 – NWTC (City of Green Bay)**

Routes Served
#6 (Red) - inbound

Service Provided
#6 Weekdays – half hour service.
Weekday Evenings & Saturdays – hourly service.

Light Provided
- Yes

ADA Accessibility
**Surface**: *Firm, stable surface?*
- Yes

**Dimensions**: *96" boarding and alighting area perpendicular to the curb/roadway edge and 60" clear width measured parallel to roadway?*
- Yes

**Connection**: *Boarding and alighting areas connected to streets, sidewalks, or pedestrian paths by an accessible route?*
- Yes

Seating
- Yes

Bus Stop Shelter
- Yes

Boardings
February sample:
- 3 Day Total (weekday) - 77
- Weekday Average – 26
- Saturday - 3

May sample:
- 3 Day Total (weekday) - 128
- Weekday Average – 42
- Saturday - 0

August sample:
- 3 Day Total (weekday) - 16
- Weekday Average – 5
- Saturday - 3

November sample:
- 3 Day Total (weekday) - 163
- Weekday Average - 54
- Saturday - 5

---

Bus Stop Summary: The NWTC campus is an important educational facility for Northeastern Wisconsin. The boarding totals at this location fluctuated significantly during the sample periods. The low boarding totals in August are expected for this location with fewer classes offered during the summer semester. The current conditions at this stop are adequate for the level of ridership/boardings occurring; however, the current location of the bus shelter is less than ideal as it requires people waiting for the bus to leave the shelter and cross the road to board the bus.

Recommendations: Green Bay Metro, Oneida Transit, and NWTC could improve safety and accessibility for transit users by moving the bus shelter to the east side of the street. Because multiple agencies have a stake in relocating the shelter, it may create an opportunity to share the

| | |
|---|---|
| | moving costs. Green Bay Metro should contact both parties to discuss this opportunity. |

**Stop #1740 - Deckner Avenue & Jacob Street (City of Green Bay)**

Routes Served
# 14 (Pink) – inbound and outbound

Service Provided
Weekdays & Saturdays - hourly service.

Light Provided
- None

ADA Accessibility
**Surface**: *Firm, stable surface?*
- Yes

**Dimensions**: *96" boarding and alighting area perpendicular to the curb/roadway edge and 60" clear width measured parallel to roadway?*
- Yes

**Connection**: *Boarding and alighting areas connected to streets, sidewalks, or pedestrian paths by an accessible route?*
- Yes

Seating
- None

Bus Stop Shelter
- None

Boardings
February sample:
- 3 Day Total (weekday) - 89
- Weekday Average – 30
- Saturday - 15

May sample:
- 3 Day Total (weekday) - 48
- Weekday Average – 16
- Saturday - 15

August sample:
- 3 Day Total (weekday) - 29
- Weekday Average – 10
- Saturday - 9

November sample:
- 3 Day Total (weekday) - 56
- Weekday Average - 19
- Saturday - 11

---

Bus Stop Summary: This bus stop is located in a residential neighborhood on Green Bay's east side. There is a mix of single family homes and multifamily units near this stop. While the boarding totals were somewhat inconsistent, this stop still saw one study period that had an average of more than 20 boardings per weekday.

Recommendations: While improvements at this stop may not be the highest priority based on the boarding totals, it should still be considered for the following improvements:

- Green Bay Metro should pursue an agreement with the adjacent property owner to locate a concrete pad and shelter adjacent to the sidewalk near the boarding and alighting area. If an agreement is reached:
  - Install a 5'x 8' concrete pad.
  - Install a bus stop shelter.

**Stop #1752 – Morrow Street & Berger Street (City of Green Bay)**

Routes Served
#14 (Pink) – outbound & inbound

Service Provided
Weekdays & Saturdays - hourly service.

Light Provided
- No

ADA Accessibility
**Surface**: *Firm, stable surface?*
- Yes

**Dimensions**: *96" boarding and alighting area perpendicular to the curb/roadway edge and 60" clear width measured parallel to roadway?*
- Yes

**Connection**: *Boarding and alighting areas connected to streets, sidewalks, or pedestrian paths by an accessible route?*
- Yes

Seating
- Yes

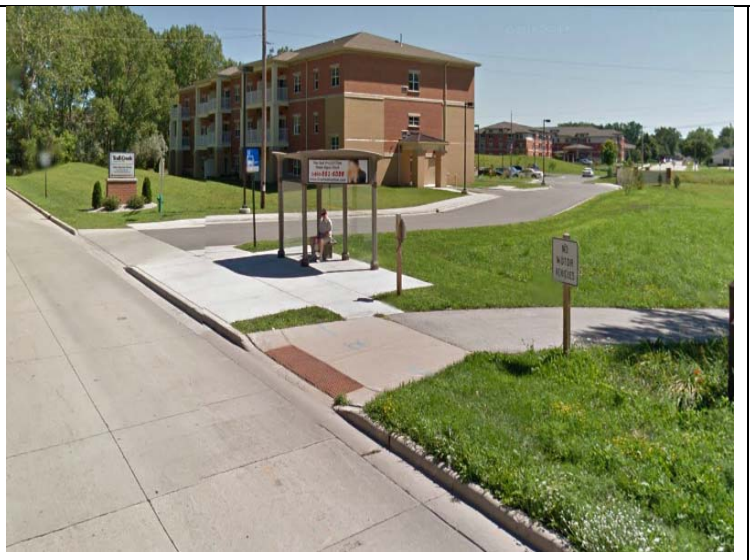
Bus Stop Shelter
- Yes

Boardings
February sample:
- 3 Day Total (weekday) - 54
- Weekday Average - 18
- Saturday - 23

May sample:
- 3 Day Total (weekday) - 57
- Weekday Average - 19
- Saturday - 13

August sample:
- 3 Day Total (weekday) - 49
- Weekday Average - 16
- Saturday - 25

November sample:
- 3 Day Total (weekday) - 58
- Weekday Average - 19
- Saturday - 19



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Bus Stop Summary: This bus stop is located near an apartment complex and the Baird Creek Trail. Boarding totals at this location were high on weekdays as well as Saturdays during the survey periods.

It should be noted that this bus stop and the facilities immediately adjacent to the bus stop should be used as a model for bus stop improvements. Based on the boarding data collected in 2014, this stop has adequate facilities to support the transit demand.

Recommendations: None at this time.

**Stop #1756 - Military Avenue & Leo Street (City of Green Bay)**

Routes Served
#3 (Silver) - inbound
#4 (Blue) - inbound
#8 (Green) - inbound

Service Provided
#8 Weekday – every half hour.
#8 Weekday Evening & Saturday – hourly.
#3 - Hourly service (weekday only).
#4 – Hourly service.

Light Provided
- No

ADA Accessibility
**Surface**: *Firm, stable surface?*
- Yes

**Dimensions**: *96" boarding and alighting area perpendicular to the curb/roadway edge and 60" clear width measured parallel to roadway?*
- Yes

**Connection**: *Boarding and alighting areas connected to streets, sidewalks, or pedestrian paths by an accessible route?*
- Yes

Seating
- None

Bus Stop Shelter
- None

Boardings
February sample:
- 3 Day Total (weekday) - 64
- Weekday Average – 21
- Saturday - 9

May sample:
- 3 Day Total (weekday) - 77
- Weekday Average – 26
- Saturday - 18

August sample:
- 3 Day Total (weekday) - 90
- Weekday Average – 30
- Saturday - 22

November sample:
- 3 Day Total (weekday) - 112
- Weekday Average – 37
- Saturday - 32

---

Bus Stop Summary: This bus stop is located along Military Avenue in the City of Green Bay. Military Avenue is a major retail corridor that experiences high levels of activity on a daily basis. The physical conditions at this stop were recently improved during the reconstruction of Military Avenue. Improvements included the addition of a bus bay and an improved boarding area.

Recommendations: Based on the consistently high number of boardings, Green Bay Metro should implement the following recommendations:

- Install a 5' x 8' concrete pad in the terrace just to the west of the sidewalk
- Install a bus stop shelter to with a bench to provide people a place to sit while waiting for the bus.

**Stop #1880 – Holmgren Way (Village of Ashwaubenon)**

Routes Served
# 10 (Yellow) - outbound

Service Provided
Monday – Saturday – hourly service.

Light Provided
- No

ADA Accessibility
**Surface**: *Firm, stable surface?*
- Yes

**Dimensions**: *96" boarding and alighting area perpendicular to the curb/roadway edge and 60" clear width measured parallel to roadway?*
- No

**Connection**: *Boarding and alighting areas connected to streets, sidewalks, or pedestrian paths by an accessible route?*
- No

Seating
- None

Bus Stop Shelter
- No

Boardings
February sample:
- 3 Day Total (weekday) - 0
- Weekday Average – 0
- Saturday - 0

May sample:
- 3 Day Total (weekday) – 3
- Weekday Average – 1
- Saturday - 0

August sample:
- 3 Day Total (weekday) - 100
- Weekday Average – 33
- Saturday - 11

November sample:
- 3 Day Total (weekday) - 142
- Weekday Average - 47
- Saturday - 3

---

Bus Stop Summary: This bus stop is located across the street from a commercial development that includes retail stores as well as restaurants. Recent development activity has drawn transit users to this area, and boarding totals increased over the four study periods.

To verify the increase in boardings at this location, additional boarding samples were taken in September and October. These samples confirmed that this bus stop handles more than 20 boardings per day on a consistent basis.

Recommendations: Based on the recent increase in boarding activity at this location, Green Bay Metro should implement the following recommendations:
- Contact the property owner to discuss locating a bus shelter here.
- Install a 5' x 8' concrete pad adjacent to the sidewalk.
- Install a bus stop shelter with a bench for seating.

**Stop #1959 - Oneida Street & Bay Park Square Mall (Village of Ashwaubenon)**

Routes Served
#8 (Green) - outbound
#10 (Yellow) – outbound
#17 (Brick) - outbound

Service Provided
#8 Weekday – every half hour.
#8 Weekday Evening & Saturday – hourly.
#10 - Hourly Service.
#17 – Hourly Service.

Light Provided
- Yes

ADA Accessibility
**Surface**: *Firm, stable surface?*
- Yes

**Dimensions**: *96" boarding and alighting area perpendicular to the curb/roadway edge and 60" clear width measured parallel to roadway?*
- No

**Connection**: *Boarding and alighting areas connected to streets, sidewalks, or pedestrian paths by and accessible route?*
- Yes

Seating
- None

Bus Stop Shelter
- None

Boardings
February sample:
- 3 Day Total (weekday) - 318
- Weekday Average – 106
- Saturday - 65

May sample:
- 3 Day Total (weekday) - 310
- Weekday Average - 103
- Saturday - 68

August sample:
- 3 Day Total (weekday) - 313
- Weekday Average - 104
- Saturday - 61

November sample:
- 3 Day Total (weekday) - 417
- Weekday Average - 139
- Saturday - 60

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Bus Stop Summary: This bus stop is located on Oneida Street, which is a major commercial corridor in the Green Bay Metropolitan Area. It serves as a transfer point for the Green Bay Metro system. During a recent reconstruction project, Green Bay Metro was able to work with the Village of Ashwaubenon and the Brown County Public Works Department to install bus bays at the bus stops on Oneida Street. The investment in the bus bays means that this stop will likely be a long-term fixture in the Green Bay Metro system.

Recommendations: Because of the consistently high number of boardings over the study periods, the following recommendations should be implemented at this location:

- The inclusion of the bus bay will not allow a bus shelter to be placed in the public right-of-way. Green Bay Metro has been working toward an agreement with the adjacent land owner to allow a concrete pad and shelter to be located on the mall property adjacent to the sidewalk.
- Install a 5' x 8' concrete pad adjacent to the sidewalk.
- Install a bus stop shelter with a bench.

**Stop #1964 - Mather Street & Velp Avenue (City of Green Bay)**

Routes Served
#4 (Blue) - inbound

Service Provided
#4 - Hourly service.

Light Provided
- No

ADA Accessibility
**Surface**: *Firm, stable surface?*
- Yes

**Dimensions**: *96" boarding and alighting area perpendicular to the curb/roadway edge and 60" clear width measured parallel to roadway?*
- Yes

**Connection**: *Boarding and alighting areas connected to streets, sidewalks, or pedestrian paths by and accessible route?*
- Yes

Seating
- None

Bus Stop Shelter
- None

Boardings
February sample:
- 3 Day Total (weekday) - 25
- Weekday Average – 8
- Saturday - 3

May sample:
- 3 Day Total (weekday) - 68
- Weekday Average – 23
- Saturday - 11

August sample:
- 3 Day Total (weekday) - 47
- Weekday Average – 16
- Saturday - 11

November sample:
- 3 Day Total (weekday) - 38
- Weekday Average - 13
- Saturday - 6

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Bus Stop Summary: This bus stop is located adjacent to the Salvation Army within a residential neighborhood. While this stop had some fluctuation in boarding totals during the four study periods, the stop already has a 5' x 8' concrete pad in place.

Recommendations: Install a shelter on the 5' x 8' concrete pad.

### Bus Stop Locations with Questionable Boarding Totals

Some of the boarding data retrieved from the farebox software system for this study were either extremely high or extremely low in comparison to other data collection periods, and this caused staff to question the accuracy of these data. The following list of bus stops had recorded boarding totals that were questionable for at least one weekday or Saturday data collection period.

| Bus Stop | Location |
|---|---|
| Stop #54 | Northeast corner of East Mason Street and Roosevelt Street |
| Stop #57 | Northeast corner of East Mason Street and Goodell Street |
| Stop #145 | Southeast corner of Gray Street and Desnoyers Street |
| Stop #363 | Southeast corner of South Webster Avenue and East Briar Street |
| Stop #636 | Lombardi Middle School (South Point Road) |
| Stop #906 | Nicolet Drive near the UWGB golf course entrance |
| Stop #928 | Southwest corner of Shawano Avenue and South Military Avenue |
| Stop #1217 | North Irwin Avenue south of Radisson Street |
| Stop #1304 | Northeast corner of Dousman Street and North Broadway Avenue |
| Stop #1316 | Northeast corner of Mather St and Northern Avenue |
| Stop #1850 | North 8th Street and Oak Street |
| Stop #2023 | Kroc Community Center |

Boardings at each of these stops should be monitored in the future to ensure that the boarding totals are consistent. If boarding totals continue to raise questions, it may be necessary to observe the stops in person.

## Funding Opportunities

In today's era of tight budgets, it is often difficult to find the financial resources to fix or improve public infrastructure. Green Bay Metro relies on funding from numerous sources, but federal funding is a large piece of the budget. The federal funding can support the procurement of transit assets including new buses as well as facilities found at bus stops. Under the current federal transportation law Moving Ahead for Progress in the 21st Century (MAP-21), the level of capital funding available to the state and ultimately to Green Bay Metro is insufficient to meet current needs. The funding amounts only cover a percentage of the vehicle replacements requested, while remaining vehicle replacements and requests for major facilities, important new

technologies, safety/security equipment, passenger amenities, and other equipment have not been funded.

Green Bay Metro can look to the following programs for additional funding opportunities to assist in the cost of the recommended improvements at bus stops.

**Surface Transportation Program**

Brief Summary: Surface Transportation Program (STP) funding is a very flexible funding source that has the ability to be used as capital funding for public transportation improvements. This includes improvements to bus terminals and bus facilities as well as to provide bicycle and pedestrian facilities. Green Bay Metro has applied for STP funding in the past and was awarded funding to be used toward the purchase of three new buses.

How to Apply: For projects that are seeking STP funding, Green Bay Metro would be required to fill out an application and submit it to the Brown County Planning Commission/Green Bay MPO. The Brown County Planning Commission, in cooperation with WisDOT, has established a prioritization process for projects eligible for STP funds.

**Transportation Alternatives Program**

Brief Summary: The Transportation Alternatives Program (TAP) was authorized under Section 1122 of MAP-21. The TAP provides funding for programs and projects defined as transportation alternatives, including on- and off-road pedestrian and bicycle facilities, infrastructure projects for improving non-driver access to public transportation, and enhanced mobility.

How to Apply: For projects that are seeking TAP funding, Green Bay Metro would be required to fill out an application and submit it to the Green Bay MPO. Through a competitive process, the Green Bay MPO selects the TAP projects in consultation with WisDOT.

**Section 5310 Enhanced Mobility of Seniors and Individuals with Disabilities Program**

Brief Summary: This program utilizes federal funds for capital and operating projects that improve the mobility of seniors and individuals with disabilities. The program grants are awarded to assist local municipalities and private, non-profit agencies with providing transportation services for seniors and individuals with disabilities. WisDOT, in cooperation with the state's MPOs, has created two new applications for the Section 5310 program. One of the applications is for vehicle purchase projects, and the other is for non-vehicle capital, operating, and mobility management projects. These applications will be used for Section 5310 projects within the Green Bay Urbanized Area and throughout the rest of the state.

How to Apply:

Projects Entirely or Partially Within the Green Bay Urbanized Area

Applicants for projects that are located entirely or partially within the Green Bay Urbanized Area should submit their applications in **hard copy format via US mail** to the Brown County Planning Commission/Green Bay MPO.

Please mail Green Bay Urbanized Area applications to:

Brown County Planning Commission/Green Bay MPO
305 E Walnut Street, Room 320
PO Box 23600
Green Bay, WI 54305-3600

Projects Entirely Outside the Green Bay Urbanized Area

Applicants for projects that are located entirely outside of the Green Bay Urbanized Area should submit their applications in **hard copy format via US mail** to the Wisconsin Department of Transportation.

Please mail non-urbanized area applications to:

Program Manager
Section 5310 Program Manager
Wisconsin Department of Transportation
4802 Sheboygan Ave.
P.O. Box 7910
Madison, WI 53707-7910

(608) 266-8968 (office)
(608) 266-0658 (fax)

# Implementation

The completion of the first comprehensive bus stop study is a significant step toward providing detailed information on current transit facility use. The data gathered throughout this study acts as a benchmark for bus stop use and should help guide the future improvements at transit facilities. While the Implementation section does not include all of the recommendations of the comprehensive bus stop study, it does provide system-wide recommendations to help implement the specific route-by-route and individual stop recommendations.

The study recommendations should be implemented in the following manner:

- Green Bay Metro should develop and adopt a policy to address the location and design of future bus stops or bus stop improvements. This policy should be based on location and design guidelines such as universal design and the Americans with Disabilities Act.
- Green Bay Metro should initiate discussions with community leaders in the Green Bay Metro service area to address the expansion of the sidewalk network in areas identified in the Route-by-Route Section of this document to improve the connectivity between different modes of transportation.
- Green Bay Metro should develop a bus stop improvement prioritization plan which sets standards for specific types of improvements. These improvements should be made at defined thresholds. For example, shelters will be installed at bus stops that have consistent boarding totals exceeding 20 per day.
- Green Bay Metro should coordinate with communities in the Green Bay Metro service area to include bicycle parking at bus stops. To document where bicycle boardings are occurring, Green Bay Metro should work with the farebox software provider to program a key for bicycle boardings. If this is not possible, Metro should record the locations of bicycle boardings when they are called in by the bus drivers. This will enable Green Bay Metro to track the locations of boardings and will help in planning where bicycle racks are needed most.
- Green Bay Metro should work with the Green Bay MPO to continue to monitor ridership/boardings across the entire transit system on a regular basis. This will enable Green Bay Metro to identify trends over longer periods of time and improve the transit system through bus stop improvements and route efficiency.