



**AGENDA
BELOIT CITY COUNCIL
100 State Street, Beloit WI 53511
City Hall Forum – 7:00 p.m.
Monday, November 2, 2015**

1. CALL TO ORDER AND ROLL CALL
2. PLEDGE OF ALLEGIANCE
3. SPECIAL ORDERS OF THE DAY/ANNOUNCEMENTS
4. PUBLIC HEARINGS – none
5. CITIZEN PARTICIPATION
6. CONSENT AGENDA

All items listed under the Consent Agenda are considered routine and will be enacted by one motion. There will be no separate discussion of these items unless a Council member so requests, in which event the item will be removed from the General Order of Business and considered at this point on the agenda.

- a. Approval of the **Minutes** of the Regular Meeting of October 19, 2015 (Stottler)
 - b. Application for a **Class “B” Beer and “Class C” Wine** License for The Noodle Shop, Co.- Colorado, Inc., d/b/a Noodles & Company, located at 2900 Milwaukee Road (Stottler) Refer to ABLCC
 - c. Application for a **Class “B” Beer and “Class B” Liquor** License for Palermo Enterprise, LLC, 648 Fourth Street Refer to ABLCC
 - d. Application for a **Zoning Map Amendment** to change the zoning district classification of the property located at 20 Park Avenue from C-3, Community Commercial District to M-1, Limited Manufacturing District (Christensen) Refer to Plan Commission
 - e. Resolution authorizing **Final Payment** of Public Works Contract C15-17, Gateway Water Tower Repainting (Boysen)
7. ORDINANCES
 - a. Proposed Ordinance to amend section 15.06(3)(a) & (b) of the Code of General Ordinances for the City of Beloit relating to **Alcohol Possession and Consumption**, but not sale, of fermented malt beverages or wine (Krueger) First Reading
 8. APPOINTMENTS – none
 9. COUNCILOR ACTIVITIES AND UPCOMING EVENTS
 10. CITY MANAGER’S PRESENTATION
 - a. **Fall Yard Waste** Program (Boysen/Walsh)

11. REPORTS FROM BOARDS AND CITY OFFICERS

- a. Resolution approving the **2016 Annual Action Plan and Community Development Block Grant (CDBG) Budget** (Christensen) Community Development Authority recommendation for approval 5-0
- b. Resolution approving the **2016 HOME Investment Partnership Budget** (Christensen) Community Development Authority recommendation for approval 5-0
- c. Resolution approving the **2016 Business Improvement District Operating Plan and Budget** (El-Amin)
- d. Resolution approving a **Schedule of Fees, Charges and Rates** for the Big Hill Center in the City of Beloit, Wisconsin (Ramsey)
- e. Resolution authorizing certain changes to the **2016 Schedule of Fees, Charges, and Rates** for the City of Beloit, Wisconsin (Miller)
- f. Resolution approving the **Operating Budgets, Appropriating Funds, and Levying Property Taxes necessary for the Operation and Administration of the City of Beloit for the Year 2016** including the 2016 Capital Improvement Budget, the Beloit Public Library Budget; and further authorizing the City Treasurer to spread the City Property Tax along with the apportionments certified for other Jurisdictions upon the current tax roll of the City (Miller) (Budget available for review at www.beloitwi.gov)
- g. Resolution accepting 2015 **Beloit Transit Development Plan (TDP)** (Gavin)
- h. Resolution calling on the Governor and Legislature of the State of Wisconsin to release the **State 2015-17 budget full funding of the I-39/90 Expansion Project** (Boysen)
- i. The City Council will adjourn into **closed session** pursuant to Wis. Stats §19.85(1)(g) to discuss the possible settlement of pending personal injury litigation.
- j. Council may reconvene in open session and possibly take action on the matter discussed in closed session.

12. ADJOURNMENT

** Please note that, upon reasonable notice, at least 24 hours in advance, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information to request this service, please contact the City Clerk's Office at 364-6680, 100 State Street, Beloit, WI 53511.

Dated: October 28, 2015
Lorena Rae Stottler
City Clerk
City of Beloit
www.beloitwi.gov

You can watch this meeting live on Charter PEG digital channel 992. Meetings are rebroadcast during the week of the Council meeting on Tuesday at 1:00 p.m.; Thursday at 8:30 a.m.; and Friday at 1:00 p.m.



PROCEEDINGS OF THE BELOIT CITY COUNCIL
100 State Street, Beloit WI 53511
City Hall Forum – 7:00 p.m.
Monday, October 19, 2015

Presiding: Charles M. Haynes
Present: Sheila De Forest, Regina Hendrix, Ana Kelly, Chuck Kincaid, David F. Luebke, Marilyn Sloniker
Absent: None

1. President Haynes called the meeting to order at 7:00 p.m. in the Forum at Beloit City Hall.
2. PLEDGE OF ALLEGIANCE
3. SPECIAL ORDERS OF THE DAY/ANNOUNCEMENTS
 - a. Interim Chief of Police Zibolski announced that City of Beloit **Trick or Treating Hours** on Saturday, October 31st are from 5:00pm – 7:00pm. He also invited the community to attend the Downtown Beloit parade and party from 10:00am-1:00pm. Chief Zibolski stressed the importance of safety first and encouraged parents to make sure their children are well supervised, dressed so they can be seen in traffic and are cautious to follow all pedestrian rules.
 - b. The Wisconsin APWA President, Carl Weber, representing the National American Public Works Association presented the “**Professional Manager of the Year Award - Public Works Emergency Management**” to Chris Walsh, City of Beloit Director of Operations.
 - c. Councilor De Forest presented a proclamation declaring October 25-31, 2015, as **National Lead Poisoning Prevention Week**. Director of Community and Housing Services, Teri Downing received the proclamation and shared some information on dealing with Lead in homes. File 7148
 - d. Councilor De Forest presented a proclamation declaring October 15, 2015, as **White Cane Safety Day**. Justin Lemke, Education, Marketing and Administrative Assistant for the Wisconsin Council of the Blind and Visually Impaired and one other was present to receive this proclamation. File 7148
4. PUBLIC HEARINGS
 - a. Community Development Director Julie Christensen presented the **2016 Community Development Block Grant (CDBG) Proposed Budget, 2016-2020 Consolidated Plan, and 2016 Annual Action Plan**. President Haynes opened the public hearing. Jim Van De Bogart and Ellen Wiggen, Executive Director of the local Meals on Wheels, spoke in favor of the \$5,000 recommended distribution. No one else spoke. President Haynes closed the public hearing. File 8701
 - b. Community Development Director Julie Christensen presented the **2016 HOME Investment Partnerships Proposed Budget**. President Haynes opened the public hearing. No one spoke. President Haynes closed the public hearing. File 8695
 - c. Finance and Administrative Services Director, Eric Miller presented the **2016 Operating, Library, and Capital Improvements Proposed Budgets**. (available for review at www.beloitwi.gov) President Haynes opened the public hearing. No one spoke. President Haynes closed the public hearing. File 8695
5. CITIZEN PARTICIPATION
 - Dorothy Harrell, Elm Street, Beloit addressed the council as the President of the Beloit Chapter of the NAACP. She stated concerns for the reputations of Chief Norm Jacobs and Deputy Chief

Tom Duncan and said that there are two sides to every story and it is time to hear the other side of the story through a fair and just hearing with the PFC, who is the trier of fact. She asked the council personally to refrain from statements about the character of these men without fact and stated that she did not feel it was appropriate for the interim chief of police to be a part of the body at the press conference.

- Dr. Dennis Baskin, 1768 Gateway Blvd, #614, Beloit addressed the council in response to his appearance to comment at the October 5th council meeting. He said that he did not one time reference race as a part of his testimony on October 5th, rather he stated that Chief Norm Jacobs and Deputy Chief Tom Duncan were members of the NAACP and that he was troubled that these individuals who have stellar careers were walked out of their offices after having their badges and guns taken from them. He said that he is a public official and the Vice President of the Beloit Chapter of the NAACP, but was appearing as a citizen who tosses and turns at night at the thought of how these gentlemen were treated. He knows there are two sides to every story and he looks forward to hear their vigorous defense so he can make up his own mind about these allegations. In the meantime he urges fair treatment of these individuals.

6. CONSENT AGENDA

Councilor De Forest asked to have item 6.d removed from the consent agenda. Councilors Luebke and Kincaid made a motion to adopt consent Agenda items 6.a through 6.c and items 6.e through 6.f. Motion carried, voice vote.

- a. The **Minutes** of the Special Meeting of September 28 and Regular Meeting and Special Meeting of October 5, 2015 were approved.
- b. A resolution approving a **Class "B" Beer and "Class B" Liquor License** for Copper Ivy LLC, d/b/a The Tavern, located at 1567 Madison Road was approved. File 8688
- c. A resolution approving **"Class A" Liquor Licenses (cider only)** for License Period July 1, 2015- June 30, 2016 was approved. File 8688
- e. An application for a **Conditional Use Permit** to open a church holding religious services in an R-1B, Single-Family Residential District, for the property located at 1503 St Lawrence Avenue was referred to Plan Commission. File 8339
- f. A resolution awarding the **Public Works Contract C15-21 - Rock River Bank Armoring** was approved. File 8702
- d. City Clerk Stottler presented a resolution approving **Class "A" Beer License** for Park Avenue Mart, Inc., d/b/a Park Avenue Mart, Harjinder Samra, Agent, located at 1771 Park Avenue. She explained that this license was recommended by the Alcohol Beverage License Control Committee on a vote of 6-0 and provided impact study results to the councilors. Councilor De Forest stated that she recognizes and respects the concerns or residents about granting this license. While she shares the concerns about granting the license in a vulnerable neighborhood, she recognized the fact that in order to be fair, the council has already authorized similar licenses at other area locations, and because of the need to remain fair, she will be supporting the granting of this license. Councilors Hendrix and De Forest made a motion to approve the resolution. Motion Carried, voice vote. File 8688

7. ORDINANCES - None

8. APPOINTMENTS - None

9. COUNCILOR ACTIVITIES AND UPCOMING EVENTS

- Councilor Hendrix shared that these are busy times and mentioned the productive Budget Workshop. She also invited the public to attend the upcoming listening session at Merrill Elementary on October 20 and the grand opening of the Barbara Hickman Fine Arts Center at Fruzen Intermediate School on October 21. She is looking forward to taking her daughter trick or treating.
- Councilor Sloniker said she attended the SLATS meeting today and learned that the Prairie Avenue construction project is slated to be completed before Thanksgiving between Beloit and Janesville, with the other part completed in the spring.

- Councilor Kelly attended the social event at the Tallman House with the Janesville City Council and had a great time.
- Councilor Luebke shared that he went to the Beloit Historical Society event where six “Beloiters” were honored for their service to Beloit, one of whom is still living – Gene Van Galder.
- Councilor De Forest enjoyed the discussion over the budget at the recent Budget Workshop. She appreciated the joint function with the Janesville City Council at the Tallman House. She attended the Stop the Violence arts expo this past weekend and felt it was a fantastic event. She publicly thanked Robert Clark for organizing the event.
- Councilor Kincaid looks forward to further discussion of the 550+ page budget at the next meeting.
- President Haynes is looking forward to the intensive survey of the Landmarks Commission that is coming up next week at the public library.

10. CITY MANAGER’S PRESENTATION

- a. Director of Transit, Michelle Gavin introduced James Gamez from Nelson Nygaard who presented the **Beloit Transit Development Plan (TDP)**. Ms. Gavin explained that this is a SLATS MPO funded project and the plan is a culmination of more than a year of study. She said that there is no need for action this evening, but at the next meeting, the council will be asked to accept the plan and from there she will be holding public hearings and other activities to roll out this plan. The full plan is available from the Beloit City Clerk’s office at 100 State Street, Beloit, WI 53511.

An extensive outreach effort engaged the community and helped determine the needs and preferences of customers. This phase of the project included customer surveys administered on buses and then made available online, interviews conducted with BTS bus operators, discussions with community stakeholders, and open house public meetings held at the Beloit Transfer Center and Beloit Public Library.

The following comments were expressed throughout the community engagement process:

- Later service is needed for employees with evening/night shifts
- The cost of transit fares is an issue for many customers
- Existing service is reliable yet inconvenient in terms of speed and directness
- Opportunities exist to improve route and schedule information

Information obtained throughout the community engagement effort was utilized by the consultant team to refine service alternatives and develop final recommendations.

Findings from the comprehensive service evaluation and community engagement effort were summarized in an existing conditions report that served as a basis for service recommendations. Service recommendations are divided into two categories:

- Route design improvements (Phase 1)
- System service expansion (Phase 2-5)

Route design improvements include a series of changes that improve service to major destinations, such as Eclipse Center, Beloit Public Library, Walmart, Beloit Memorial High School, Beloit Learning Academy, Beloit Clinic, and Beloit Memorial Hospital. Route improvements are intended to reduce out-of-direction travel and simplify service for existing and potential customers. Recommendations also seek to focus service along major corridors and high ridership residential areas to maximize the efficient use of limited resources. Route changes are a significant departure from existing loop-route system yet are cost-neutral in terms of revenue hours and peak vehicles.

System expansion recommendations are intended to build upon restructure recommendations and require additional funding. System expansion recommendations include the extension of weekday operating hours, increased Saturday service, the addition of Sunday service, and a potential partnership with regional entities to implement a new route connecting Beloit, to urbanized areas of northern Winnebago County, and Rockford.

The City of Beloit Comprehensive Plan is supportive of transit and includes the following policy: "Continue to promote the use of the City's bus system and explore new bus routes to serve future development and existing developed areas which are underserved."

In an effort to meet these goals and conduct a comprehensive evaluation of existing BTS service, a Transit Development Plan (TDP) was initiated in November 2014. The TDP will cover the five year planning horizon from 2016-2020 and updates the 2011 TDP developed by BTS staff.

The Beloit TDP will serve as a blueprint for improving bus service and expanding BTS in a logical and cost-effective manner as funding becomes available. Recommendations included in this report are expected to:

- Increase customer satisfaction by reducing transfers and travel time
- Attract new riders by simplifying routes and expanding schedules
- Improve access to jobs, education, and shopping destinations
- Make efficient use of limited BTS resources by reallocating service to high demand areas
- Enhance operational safety and improve customer access at key boarding locations
- Set BTS on a path for sustainable growth and increased community support

Mr. Gamez concluded his report by taking questions from the council. File 4410

11. REPORTS FROM BOARDS AND CITY OFFICERS

- a. Finance and Administrative Services Director, Eric Miller presented a resolution authorizing the application and borrowing of up to \$200,000 from the State of Wisconsin Board of Commissioners of Public Lands State Trust Fund Loan Program for projects contained in the **2015 Capital Improvement Budget**. He explained that as part of the financing plan for the 2015 Capital Improvement Budget, the property acquisition and demolition project was identified for funding through a loan from the Board of Commissioners of Public Lands State Trust Fund Loan Program. The loan would be in an amount not to exceed \$200,000. The loan will be for a term of 10 years at the current rate of 3.25% and payments will begin on March 15, 2016. Councilors Luebke and Sloniker made a motion to approve the resolution as presented. Motion carried, voice vote. File 8649
- b. Public Works Director Greg Boysen presented a final resolution authorizing **Sanitary Sewer System Improvements and Levying Special Assessments** against 3155 Prairie Avenue, Beloit WI. He explained that this project will extend an 8" sanitary sewer along Inman Parkway starting approximately 500' east of Prairie Avenue continuing east for 664' to serve 3155 Prairie Ave. He said that Council approved the preliminary resolution of special assessment for this project on September 21, 2015. Engineering staff prepared plans and estimates as directed in the preliminary resolution of special assessment. James Hamilton of Prairie Avenue, LLC signed a waiver of special assessment notices and hearings required by §66.0703, Stats. The estimated costs are in the schedule B at total \$68,400.00. The final amount assessed to the property will be the lesser of: the actual cost of the improvements or the estimated amount as stated in the final resolution. The actual cost of construction will be known only after the project is completed to the satisfaction of the engineer. Councilor De Forest confirmed with Mr. Boysen that the owner of the property is aware of the cost and his responsibility to pay. Mr. Boysen affirmed that to be the case. Councilors Sloniker and Luebke made a motion to approve the final resolution as presented. Motion carried, voice vote. File 8698
- c. Public Works Director Greg Boysen presented a resolution awarding Public Works **Contract C15-24, Inman Parkway Sewer Extension**. He explained that five competitive bids were received, the low bid being from G.M.S. Excavators and confirmed that they are a qualified bidder and staff is recommending approval. Councilors Luebke and Sloniker made a motion to approve the resolution as presented. Motion carried, voice vote. File 8698
- d. Councilors De Forest and Kincaid made a motion that the City Council adjourn into closed session pursuant to Wis. Stats. 19.85(1)(e) to discuss a **pending real estate transaction**, on the potential purchase of 1403 Porter Avenue, the discussion of which would harm the City's competitive or bargaining interests if held in open session. Motion carried, 7-0. The Council proceeding into closed session at 8:24 p.m.

- e. Councilors Kincaid and Sloniker made a motion to reconvene into open session and take action on the matter discussed in closed session at 8:29 p.m. Motion carried, voice vote. Councilors Sloniker and Luebke made a motion approving the resolution “approving the offer to purchase and counter offer #1 related to the property located at 1403 Porter Avenue, Beloit Wisconsin”. Motion carried, 7-0. File 6667

12. Councilors Kincaid and De Forest made a motion to adjourn the meeting at 8:31p.m. Motion carried.

Lorena Rae Stottler, City Clerk

www.beloitwi.gov

Date approved by City Council: November 2, 2015



CITY OF BELOIT

REPORTS AND PRESENTATIONS TO CITY COUNCIL

Topic: Application for a Class “B” Beer and “Class C” Wine License for The Noodle Shop, Co.-Colorado, Inc., d/b/a Noodles & Company, located at 2900 Milwaukee Road

Date: November 2, 2015

Presenter(s): Lorena Rae Stottler

Department: City Clerk

Overview/Background Information:

The Noodle Shop, Co.-Colorado, Inc., d/b/a Noodles & Company, has submitted an application for a Class “B” Beer and “Class C” Wine License for the property located at 2900 Milwaukee Road in the City of Beloit. The applicant intends to open a Noodles & Company restaurant.

Key Issues (maximum of 5):

1. McBain Enterprises Inc., owns the property. However, the applicant will provide proof of control over the premises through a deed, lease, or rental agreement prior to issuance of the license.
2. The Noodle Shop, Co.-Colorado, Inc., has appointed Charles M. Haug as the Agent. Mr. Haug is a resident of Wisconsin, as required by state law.
3. Arby’s previously occupied this location.
4. Upon referral, the ABLCC will review this application at their November 10, 2015 meeting. If recommended by the Committee, this license application will come back to the City Council for approval at the November 16th regular meeting

Conformance to Strategic Plan:

This project conforms to the City’s Strategic Plan Goals #2 and #5 – encouraging business development and private sector investment, and promoting high quality development in the City.

Sustainability:

- **Reduce dependence upon fossil fuels** – N/A
- **Reduce dependence on chemicals and other manufacturing substances that accumulate in nature** – N/A
- **Reduce dependence on activities that harm life sustaining eco-systems** – N/A
- **Meet the hierarchy of present and future human needs fairly and efficiently** – The applicant intends to open a restaurant in an existing vacant building in the Milwaukee Street Corridor. This may bring additional people to the area and may spur additional economic development.

Action required/Recommendation:

Recommend that the City Council refer this application to ABLCC committee for consideration and recommendation.

Fiscal Note/Budget Impact:

\$50.00 Publication Fee paid. The \$200.00 license fee will be pro-rated for the remaining months in the licensing period and is due before issuance of license..

Attachments:

Application, Schedule for Appointment of Agent, Auxiliary Questionnaires

ORIGINAL ALCOHOL BEVERAGE RETAIL LICENSE APPLICATION

Submit to municipal clerk.

For the license period beginning _____ 20 _____ ;
ending 6-30 20 16

TO THE GOVERNING BODY of the: Town of }
 Village of } BELOIT
 City of }

County of ROCK Aldermanic Dist. No. _____ (if required by ordinance)

1. The named INDIVIDUAL PARTNERSHIP LIMITED LIABILITY COMPANY
 CORPORATION/NONPROFIT ORGANIZATION

hereby makes application for the alcohol beverage license(s) checked above.

2. Name (individual/partners give last name, first, middle; corporations/limited liability companies give registered name): The Noodle Shop, Co.- Colorado, Inc.

An "Auxiliary Questionnaire," Form AT-103, must be completed and attached to this application by each individual applicant, by each member of a partnership, and by each officer, director and agent of a corporation or nonprofit organization, and by each member/manager and agent of a limited liability company. List the name, title, and place of residence of each person.

Title	Name	Home Address	Post Office & Zip Code
President/Member	President/VP Assistant Secretary, Paul Strasen	6 White Alder, Littleton, CO	80217
Vice President/Member			
Secretary/Member	Secretary, David Boennighausen	2593 Sunshine Canyon Dr., Boulder, CO	80302
Treasurer/Member	N/A		
Agent	Charles M. Haug	312 Columbus St, Sun Prairie WI	53590
Directors/Managers	Director: Paul Strasen		

3. Trade Name Noodles & Company Business Phone Number 720-214-1900

4. Address of Premises 2900 Milwaukee Road Post Office & Zip Code Beloit, 53511

5. Is individual, partners or agent of corporation/limited liability company subject to completion of the responsible beverage server training course for this license period? Yes No
6. Is the applicant an employe or agent of, or acting on behalf of anyone except the named applicant? Yes No
7. Does any other alcohol beverage retail licensee or wholesale permittee have any interest in or control of this business? Yes No
8. (a) Corporate/limited liability company applicants only: Insert state _____ and date _____ of registration.
- (b) Is applicant corporation/limited liability company a subsidiary of any other corporation or limited liability company? Yes No
- (c) Does the corporation, or any officer, director, stockholder or agent or limited liability company, or any member/manager or agent hold any interest in any other alcohol beverage license or permit in Wisconsin? Yes No
- (NOTE: All applicants explain fully on reverse side of this form every YES answer in sections 5, 6, 7 and 8 above.) See Exhibit B

9. Premises description: Describe building or buildings where alcohol beverages are to be sold and stored. The applicant must include all rooms including living quarters, if used, for the sales, service, consumption, and/or storage of alcohol beverages and records. (Alcohol beverages may be sold and stored only on the premises described.) 2674 sq ft restaurant with 500 sq ft outdoor patio

10. Legal description (omit if street address is given above): n/a
11. (a) Was this premises licensed for the sale of liquor or beer during the past license year? Yes No
- (b) If yes, under what name was license issued? _____

12. Does the applicant understand they must file a Special Occupational Tax return (TTB form 5630.5) before beginning business? [phone 1-800-937-8864] Yes No

13. Does the applicant understand they must hold a Wisconsin Seller's Permit? [phone (608) 266-2776]. Yes No

14. Does the applicant understand that they must purchase alcohol beverages only from Wisconsin wholesalers, breweries and brewpubs? Yes No

READ CAREFULLY BEFORE SIGNING: Under penalty provided by law, the applicant states that each of the above questions has been truthfully answered to the best of the knowledge of the signers. Signers agree to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. (Individual applicants and each member of a partnership applicant must sign; corporate officer(s), members/managers of Limited Liability Companies must sign.) Any lack of access to any portion of a licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

SUBSCRIBED AND SWORN TO BEFORE ME

this 31st day of AUGUST RACHEL S. VON RIVENBURGH Paul Strasen/Officer
Rachel S. von R NOTARY PUBLIC (Officer of Corporation/Member/Manager of Limited Liability Company/Partner/Individual)
STATE OF COLORADO
NOTARY ID # 20084032685
(Clerk/Notary Public) MY COMMISSION EXPIRES SEPTEMBER 29, 2016 (Officer of Corporation/Member/Manager of Limited Liability Company/Partner)

My commission expires SEPT 27, 2016
(Additional Partner(s)/Member/Manager of Limited Liability Company if Any)

TO BE COMPLETED BY CLERK

Date received and filed with municipal clerk <u>10-12-15</u>	Date reported to council/board	Date provisional license issued	Signature of Clerk / Deputy Clerk
Date license granted	Date license issued	License number issued	

Applicant's WI Seller's Permit No.: <u>456-0000830197</u>	FEIN Number: <u>84-1471163</u>
LICENSE REQUESTED	
TYPE	FEE
<input type="checkbox"/> Class A beer	\$
<input checked="" type="checkbox"/> Class B beer	\$ <u>100</u>
<input checked="" type="checkbox"/> Class C wine	\$ <u>100</u>
<input type="checkbox"/> Class A liquor	\$
<input type="checkbox"/> Class A liquor (cider only)	\$ N/A
<input type="checkbox"/> Class B liquor	\$
<input type="checkbox"/> Reserve Class B liquor	\$
<input type="checkbox"/> Class B (wine only) winery	\$
Publication fee	\$ <u>50</u>
TOTAL FEE	\$ <u>250 Pd 10-12-15</u>

SCHEDULE FOR APPOINTMENT OF AGENT BY CORPORATION/NONPROFIT ORGANIZATION OR LIMITED LIABILITY COMPANY

Submit to municipal clerk.

All corporations/organizations or limited liability companies applying for a license to sell fermented malt beverages and/or intoxicating liquor must appoint an agent. The following questions must be answered by the agent. The appointment must be signed by the officer(s) of the corporation/organization or members/managers of a limited liability company and the recommendation made by the proper local official.

To the governing body of: Town Village of Beloit County of Rock
 City

The undersigned duly authorized officer(s)/members/managers of The Noodle Shop, Co. - Colorado, Inc.
(registered name of corporation/organization or limited liability company)

a corporation/organization or limited liability company making application for an alcohol beverage license for a premises known as Noodles & Company
(trade name)

located at 2900 Milwaukee Road, Beloit WI 53511

appoints Charles M. Haug
(name of appointed agent)
312 Columbus St, Sun Prairie WI 53590
(home address of appointed agent)

to act for the corporation/organization/limited liability company with full authority and control of the premises and of all business relative to alcohol beverages conducted therein. Is applicant agent presently acting in that capacity or requesting approval for any corporation/organization/limited liability company having or applying for a beer and/or liquor license for any other location in Wisconsin?

Yes No If so, indicate the corporate name(s)/limited liability company(ies) and municipality(ies).

Is applicant agent subject to completion of the responsible beverage server training course? Yes No

How long immediately prior to making this application has the applicant agent resided continuously in Wisconsin? 1+ years

Place of residence last year _____

For: The Noodle Shop, Co. - Colorado, Inc.
(name of corporation/organization/limited liability company)
 By: [Signature]
(signature of Officer/Member/Manager)
 And: _____
(signature of Officer/Member/Manager)

ACCEPTANCE BY AGENT

I, Charles M. Haug, hereby accept this appointment as agent for the
(print/type agent's name)

corporation/organization/limited liability company and assume full responsibility for the conduct of all business relative to alcohol beverages conducted on the premises for the corporation/organization/limited liability company.

[Signature] 10/8/15 Agent's age _____
(signature of agent) (date)
312 Columbus St, Sun Prairie WI 53590 Date of birth _____
(home address of agent)

**APPROVAL OF AGENT BY MUNICIPAL AUTHORITY
 (Clerk cannot sign on behalf of Municipal Official)**

I hereby certify that I have checked municipal and state criminal records. To the best of my knowledge, with the available information, the character, record and reputation are satisfactory and I have no objection to the agent appointed.

Approved on _____ by _____ Title _____
(date) (signature of proper local official) (town chair, village president, police chief)

AUXILIARY QUESTIONNAIRE ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk.

Individual's Full Name (please print) (last name)		(first name)		(middle name)	
Boennighausen		David		James	
Home Address (street/route)	Post Office	City	State	Zip Code	
2593 Sunshine Canyon		Boulder	CO	80302	
Home Phone Number	Age	Date of Birth	Place of Birth		
720-214-1900			St. Louis, MO		

The above named individual provides the following information as a person who is (check one):

- Applying for an alcohol beverage license as an **individual**.
- A member of a **partnership** which is making application for an alcohol beverage license.
- Officer/Director** of **The Noodle Shop, Co.- Colorado, Inc.**
(Officer/Director/Member/Manager/Agent) (Name of Corporation, Limited Liability Company or Nonprofit Organization)

which is making application for an alcohol beverage license.

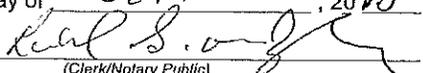
The above named individual provides the following information to the licensing authority:

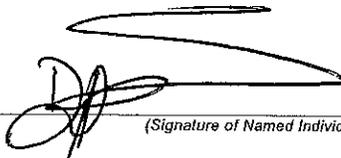
- How long have you continuously resided in Wisconsin prior to this date? n/a
- Have you ever been convicted of any offenses (other than traffic unrelated to alcohol beverages) for violation of any federal laws, any Wisconsin laws, any laws of any other states or ordinances of any county or municipality? Yes No
If yes, give law or ordinance violated, trial court, trial date and penalty imposed, and/or date, description and status of charges pending. (If more room is needed, continue on reverse side of this form.)
- Are charges for any offenses presently pending against you (other than traffic unrelated to alcohol beverages) for violation of any federal laws, any Wisconsin laws, any laws of other states or ordinances of any county or municipality? Yes No
If yes, describe status of charges pending.
- Do you hold, are you making application for or are you an officer, director or agent of a corporation/nonprofit organization or member/manager/agent of a limited liability company holding or applying for any other alcohol beverage license or permit? Yes No
If yes, identify. Please see attached list
(Name, Location and Type of License/Permit)
- Do you hold and/or are you an officer, director, stockholder, agent or employe of any person or corporation or member/manager/agent of a limited liability company holding or applying for a wholesale beer permit, brewery/winery permit or wholesale liquor, manufacturer or rectifier permit in the State of Wisconsin? Yes No
If yes, identify.
(Name of Wholesale Licensee or Permittee) (Address By City and County)

6. Named individual must list in chronological order last two employers.

Employer's Name	Employer's Address	Employed From	To
Noodles & Company	520 Zang St, Broomfield, CO 80021	06/2004	Present
May Dept Stores	611 OLIVE ST, ST LOUIS, MO	06/00	08/01

The undersigned, being first duly sworn on oath, deposes and says that he/she is the person named in the foregoing application; that the applicant has read and made a complete answer to each question, and that the answers in each instance are true and correct. The undersigned further understands that any license issued contrary to Chapter 125 of the Wisconsin Statutes shall be void, and under penalty of state law, the applicant may be prosecuted for submitting false statements and affidavits in connection with this application.

Subscribed and sworn to before me
this 15th day of SEPT, 2015

(Clerk/Notary Public)
My commission expires SEPT 29 2016


(Signature of Named Individual)

RACHEL S. VON RIVENBURGH
NOTARY PUBLIC
STATE OF COLORADO
NOTARY ID # 20084032685
MY COMMISSION EXPIRES SEPTEMBER 29, 2016



Wisconsin Department of Revenue



CITY OF BELOIT

REPORTS AND PRESENTATIONS TO CITY COUNCIL

Topic: Application for a Class “B” Beer and “Class B” Liquor License for Palermo Enterprise LLC, located at 648 Fourth Street

Date: November 2, 2015

Presenter(s): Lorena Rae Stottler

Department: City Clerk

Overview/Background Information:

Palermo Enterprise LLC, has submitted an application for a Class “B” Beer and “Class B” Liquor License for property located at 648 Fourth Street. The applicant intends to open a restaurant.

Key Issues (maximum of 5):

1. Peter Gabriele, owns the property and Palermo Enterprise LLC.
2. The restaurant, has appointed Nathan Lipps, as the Agent. Mr. Lipps is a resident of Wisconsin, as required by state law.
3. Upon referral, the ABLCC will review this application at their November 10, 2015 meeting. If recommended by the Committee, this license application will come back to the City Council for approval at the November 16th regular meeting

Conformance to Strategic Plan:

This project conforms to the City’s Strategic Plan Goals #2 and #5 – encouraging business development and private sector investment, and promoting high quality development in the City.

Sustainability:

- **Reduce dependence upon fossil fuels** – N/A
- **Reduce dependence on chemicals and other manufacturing substances that accumulate in nature** – N/A
- **Reduce dependence on activities that harm life sustaining eco-systems** – N/A
- **Meet the hierarchy of present and future human needs fairly and efficiently** – The applicant intends to open a restaurant. This may bring additional people to the area and may spur additional economic development.

Action required/Recommendation:

Recommend that the City Council refer this application to ABLCC committee for consideration and recommendation.

Fiscal Note/Budget Impact:

\$50.00 Publication Fee paid. The \$600.00 license fee will be pro-rated for the remaining months in the licensing period and is due before issuance of license

Attachments:

Application, Schedule for Appointment of Agent, Auxiliary Questionnaires

26-4560935

ORIGINAL ALCOHOL BEVERAGE RETAIL LICENSE APPLICATION

Submit to municipal clerk.

For the license period beginning 6/30/15 20 15 ;
ending 6/30/16 20 16

TO THE GOVERNING BODY of the: Town of } Beloit
 Village of }
 City of }

County of Rock Aldermanic Dist. No. _____ (if required by ordinance)

Applicant's WI Seller's Permit No./FEIN Number: <u>456-1026787824-03</u>	
LICENSE REQUESTED ▶	
TYPE	FEE
Class A beer	\$
<input checked="" type="checkbox"/> Class B beer	\$
<input type="checkbox"/> Class C wine	\$
<input type="checkbox"/> Class A liquor	\$
Class A liquor (cider only)	\$ N/A
<input checked="" type="checkbox"/> Class B liquor	\$
<input type="checkbox"/> Reserve Class B liquor	\$
<input type="checkbox"/> Class B (wine only) winery	\$
Publication fee	\$ <u>50.00</u>
TOTAL FEE	\$

1. The named INDIVIDUAL PARTNERSHIP LIMITED LIABILITY COMPANY
 CORPORATION/NONPROFIT ORGANIZATION

hereby makes application for the alcohol beverage license(s) checked above.

2. Name (individual/partners give last name, first, middle; corporations/limited liability companies give registered name): ▶ Palecno Enterprise LLC

An "Auxiliary Questionnaire," Form AT-103, must be completed and attached to this application by each individual applicant, by each member of a partnership, and by each officer, director and agent of a corporation or nonprofit organization, and by each member/manager and agent of a limited liability company. List the name, title, and place of residence of each person.

Title Name Home Address Post Office & Zip Code

President/Member Peter Labriole 2200 Riverside Dr Beloit, WI 53511

Vice President/Member _____

Secretary/Member Marie Labriole 124 Bridgewood Ln Rockton, IL 61072

Treasurer/Member _____

Agent ▶ Nathan Lipps

Directors/Managers Nathan Lipps (Manager)

3. Trade Name ▶ _____ Business Phone Number _____

4. Address of Premises ▶ 648 4th Street, Beloit, WI Post Office & Zip Code ▶ 53511

5. Is individual, partners or agent of corporation/limited liability company subject to completion of the responsible beverage server training course for this license period? Yes No
6. Is the applicant an employee or agent of, or acting on behalf of anyone except the named applicant? Yes No
7. Does any other alcohol beverage retail licensee or wholesale permittee have any interest in or control of this business? Yes No
8. (a) Corporate/limited liability company applicants only: Insert state WI and date 6/14/15 of registration.
(b) Is applicant corporation/limited liability company a subsidiary of any other corporation or limited liability company? Yes No
(c) Does the corporation, or any officer, director, stockholder or agent or limited liability company, or any member/manager or agent hold any interest in any other alcohol beverage license or permit in Wisconsin? Yes No

(NOTE: All applicants explain fully on reverse side of this form every YES answer in sections 5, 6, 7 and 8 above.)

9. Premises description: Describe building or buildings where alcohol beverages are to be sold and stored. The applicant must include all rooms including living quarters, if used, for the sales, service, consumption, and/or storage of alcohol beverages and records. (Alcohol beverages may be sold and stored only on the premises described.) Dining Room, Bar, Store Room

10. Legal description (omit if street address is given above): _____
11. (a) Was this premises licensed for the sale of liquor or beer during the past license year? Yes No
(b) If yes, under what name was license issued? _____
12. Does the applicant understand they must file a Special Occupational Tax return (TTB form 5630.5) before beginning business? [phone 1-800-937-8864] Yes No
13. Does the applicant understand they must hold a Wisconsin Seller's Permit? [phone (608) 266-2776]. Yes No
14. Does the applicant understand that they must purchase alcohol beverages only from Wisconsin wholesalers, breweries and brewpubs? Yes No

READ CAREFULLY BEFORE SIGNING: Under penalty provided by law, the applicant states that each of the above questions has been truthfully answered to the best of the knowledge of the signers. Signers agree to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. (Individual applicants and each member of a partnership applicant must sign; corporate officer(s), members/managers of Limited Liability Companies must sign.) Any lack of access to any portion of a licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

SUBSCRIBED AND SWORN TO BEFORE ME
this 6th day of October, 20 15.

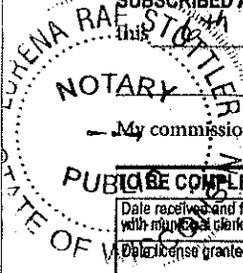
Srenakul Nath
(Clerk/Notary Public)

My commission expires 8-23-2019

Peter Labriole
(Officer of Corporation/Member/Manager of Limited Liability Company/Partner/Individual)

(Officer of Corporation/Member/Manager of Limited Liability Company/Partner)

(Additional Partner(s)/Member/Manager of Limited Liability Company if Any)



PUBLIC TO BE COMPLETED BY CLERK

Date received and filed with municipal clerk	Date reported to council/board	Date provisional license issued	Signature of Clerk / Deputy Clerk
<u>10-6-15</u>			
Date license granted	Date license issued	License number issued	

SCHEDULE FOR APPOINTMENT OF AGENT BY CORPORATION/NONPROFIT ORGANIZATION OR LIMITED LIABILITY COMPANY

Submit to municipal clerk.

All corporations/organizations or limited liability companies applying for a license to sell fermented malt beverages and/or intoxicating liquor must appoint an agent. The following questions must be answered by the agent. The appointment must be signed by the officer(s) of the corporation/organization or members/managers of a limited liability company and the recommendation made by the proper local official.

To the governing body of: Town Village City of Beloit County of Rock

The undersigned duly authorized officer(s)/members/managers of Palermo Enterprise LLC
(registered name of corporation/organization or limited liability company)

a corporation/organization or limited liability company making application for an alcohol beverage license for a premises known as

located at 648 4th Street (trade name) Beloit, WI 53511

appoints Nathan Lipps
(name of appointed agent)

1736 Gateway Blvd Apt 101
(home address of appointed agent)

to act for the corporation/organization/limited liability company with full authority and control of the premises and of all business relative to alcohol beverages conducted therein. Is applicant agent presently acting in that capacity or requesting approval for any corporation/organization/limited liability company having or applying for a beer and/or liquor license for any other location in Wisconsin?

Yes No If so, indicate the corporate name(s)/limited liability company(ies) and municipality(ies).

Dominicos Pizzeria Restaurant Beloit, WI

Is applicant agent subject to completion of the responsible beverage server training course? Yes No

How long immediately prior to making this application has the applicant agent resided continuously in Wisconsin? 6 years

Place of residence last year 2196 Riverside Dr Beloit WI 53511

For: Palermo Enterprise LLC
(name of corporation/organization/limited liability company)

By: [Signature]
(signature of Officer/Member/Manager)

And: _____
(signature of Officer/Member/Manager)

ACCEPTANCE BY AGENT

I, NATHAN LIPPS, hereby accept this appointment as agent for the
(print/type agent's name)

corporation/organization/limited liability company and assume full responsibility for the conduct of all business relative to alcohol beverages conducted on the premises for the corporation/organization/limited liability company.

[Signature] 10/16/15 Agent's age _____
(signature of agent) (date)

1736 Gateway Blvd Apt 101 Date of birth _____
(home address of agent)

**APPROVAL OF AGENT BY MUNICIPAL AUTHORITY
(Clerk cannot sign on behalf of Municipal Official)**

I hereby certify that I have checked municipal and state criminal records. To the best of my knowledge, with the available information, the character, record and reputation are satisfactory and I have no objection to the agent appointed.

Approved on _____ by _____ Title _____
(date) (signature of proper local official) (town chair, village president, police chief)

AUXILIARY QUESTIONNAIRE ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk.

Individual's Full Name (please print) (last name)		(first name)		(middle name)	
LIPPS		Nathan		Daniel	
Home Address (street/route)		Post Office		City	
1736 Gateway Blvd #101				Beloit	
Home Phone Number		Age		Date of Birth	
608 774 0062					
				State	
				WI	
				Zip Code	
				53511	
				Place of Birth	
				Rochester, MN	

The above named individual provides the following information as a person who is (check one):

Applying for an alcohol beverage license as an individual.

A member of a partnership which is making application for an alcohol beverage license.

Agent of Palermo Enterprise LLC
(Officer/Director/Member/Manager/Agent) (Name of Corporation, Limited Liability Company or Nonprofit Organization)

which is making application for an alcohol beverage license.

The above named individual provides the following information to the licensing authority:

- How long have you continuously resided in Wisconsin prior to this date? 7 years
- Have you ever been convicted of any offenses (other than traffic unrelated to alcohol beverages) for violation of any federal laws, any Wisconsin laws, any laws of any other states or ordinances of any county or municipality? Yes No
 If yes, give law or ordinance violated, trial court, trial date and penalty imposed, and/or date, description and status of charges pending. (If more room is needed, continue on reverse side of this form.)
- Are charges for any offenses presently pending against you (other than traffic unrelated to alcohol beverages) for violation of any federal laws, any Wisconsin laws, any laws of other states or ordinances of any county or municipality? Yes No
 If yes, describe status of charges pending.
- Do you hold, are you making application for or are you an officer, director or agent of a corporation/nonprofit organization or member/manager/agent of a limited liability company holding or applying for any other alcohol beverage license or permit? Yes No
 If yes, identify. Domenico's Italian Ristorante
(Name, Location and Type of License/Permit)
- Do you hold and/or are you an officer, director, stockholder, agent or employee of any person or corporation or member/manager/agent of a limited liability company holding or applying for a wholesale beer permit, brewery/winery permit or wholesale liquor, manufacturer or rectifier permit in the State of Wisconsin? Yes No
 If yes, identify.
(Name of Wholesale Licensee or Permittee) (Address By City and County)
- Named individual must list in chronological order last two employers.

Employer's Name	Employer's Address	Employed From	To
Beloit College	700 College St Box 1725	2006-10	2010
Subway	Kasson, MN Hwy 57	2004	2008

The undersigned, being first duly sworn on oath, deposes and says that he/she is the person named in the foregoing application; that the applicant has read and made a complete answer to each question, and that the answers in each instance are true and correct. The undersigned further understands that any license issued contrary to Chapter 125 of the Wisconsin Statutes shall be void, and under penalty of state law, the applicant may be prosecuted for submitting false statements and affidavits in connection with this application.

Subscribed and sworn to before me

this 22 day of Oct, 2015

[Signature]
(Clerk/Notary Public)

[Signature]
(Signature of Named Individual)

My commission expires 8-21-17



Printed on
Recycled Paper

AUXILIARY QUESTIONNAIRE ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk.

Individual's Full Name (please print) (last name)		(first name)		(middle name)	
Peter Gabriele		Vito			
Home Address (street/route)	Post Office	City	State	Zip Code	
2200 Riverside Dr		Beloit	WI	53511	
Home Phone Number	Age	Date of Birth	Place of Birth		
608 289 0843			Beloit, WI		

The above named individual provides the following information as a person who is (check one):

- Applying for an alcohol beverage license as an individual.
- A member of a partnership which is making application for an alcohol beverage license.

Peter Gabriele of Palermo Enterprise LLC
(Officer/Director/Member/Manager/Agent) (Name of Corporation, Limited Liability Company or Nonprofit Organization)

which is making application for an alcohol beverage license.

The above named individual provides the following information to the licensing authority:

- How long have you continuously resided in Wisconsin prior to this date? 6 years
- Have you ever been convicted of any offenses (other than traffic unrelated to alcohol beverages) for violation of any federal laws, any Wisconsin laws, any laws of any other states or ordinances of any county or municipality? Yes No
 If yes, give law or ordinance violated, trial court, trial date and penalty imposed, and/or date, description and status of charges pending. (If more room is needed, continue on reverse side of this form.)
- Are charges for any offenses presently pending against you (other than traffic unrelated to alcohol beverages) for violation of any federal laws, any Wisconsin laws, any laws of other states or ordinances of any county or municipality? Yes No
 If yes, describe status of charges pending.
- Do you hold, are you making application for or are you an officer, director or agent of a corporation/nonprofit organization or member/manager/agent of a limited liability company holding or applying for any other alcohol beverage license or permit? Yes No
 If yes, identify. (Name, Location and Type of License/Permit)
- Do you hold and/or are you an officer, director, stockholder, agent or employe of any person or corporation or member/manager/agent of a limited liability company holding or applying for a wholesale beer permit, brewery/winery permit or wholesale liquor, manufacturer or rectifier permit in the State of Wisconsin? Yes No
 If yes, identify. (Name of Wholesale Licensee or Permittee) (Address By City and County)

6. Named individual must list in chronological order last two employers.

Employer's Name	Employer's Address	Employed From	To
Self Employed - Domenico's, La Casa			

The undersigned, being first duly sworn on oath, deposes and says that he/she is the person named in the foregoing application; that the applicant has read and made a complete answer to each question, and that the answers in each instance are true and correct. The undersigned further understands that any license issued contrary to Chapter 125 of the Wisconsin Statutes shall be void, and under penalty of state law, the applicant may be prosecuted for submitting false statements and affidavits in connection with this application.

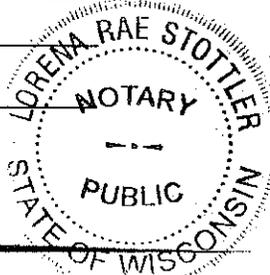
Subscribed and sworn to before me

this 6th day of October, 2015

Lorena Rae Stotler
(Clerk/Notary Public)

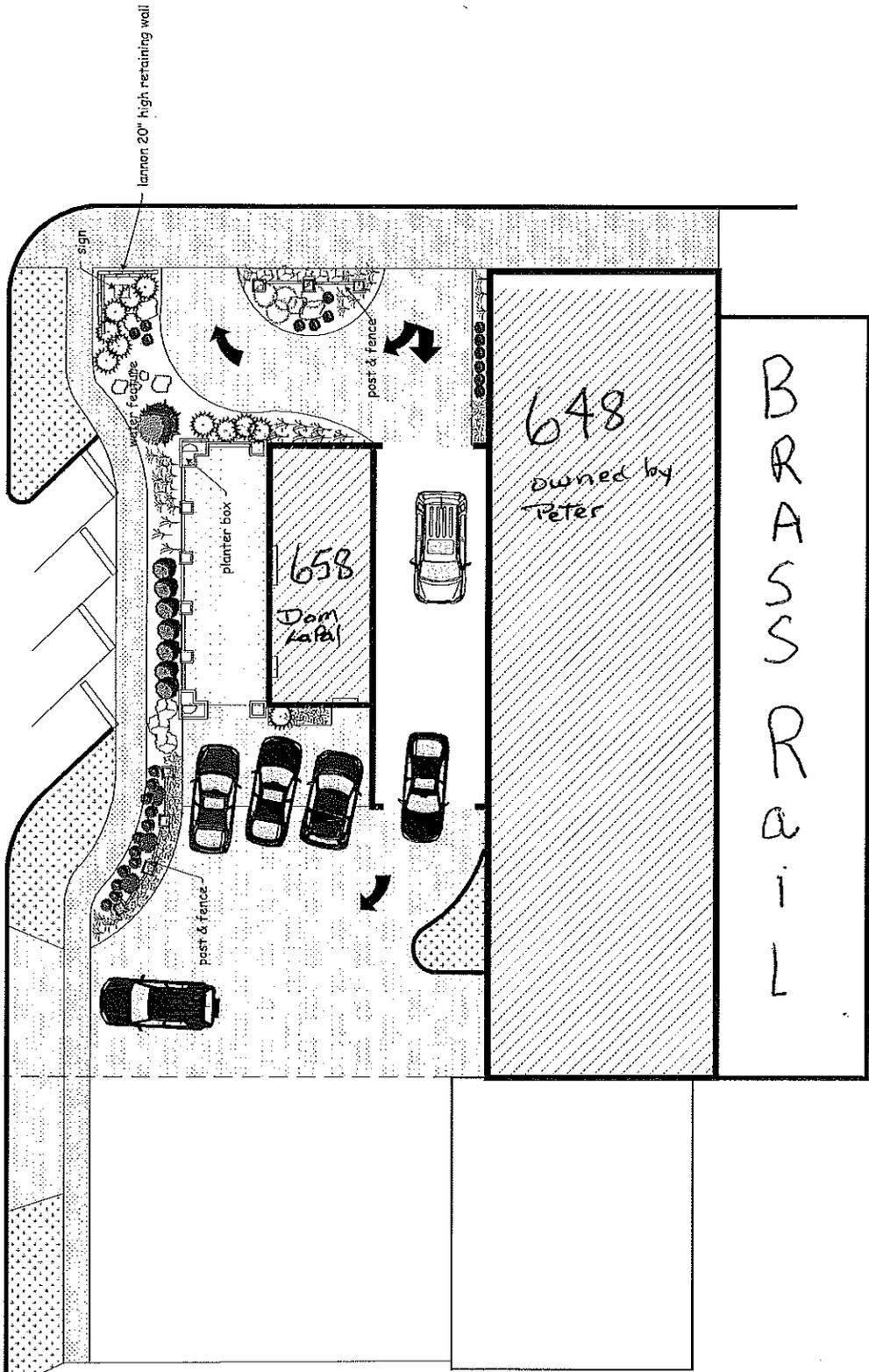
Peter V Gabriele
(Signature of Named Individual)

My commission expires 8-23-2019



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Wisconsin Department of Revenue



laminar 20' high retaining wall

sign

water feature

planter box

658
Dam Kafal

post & fence

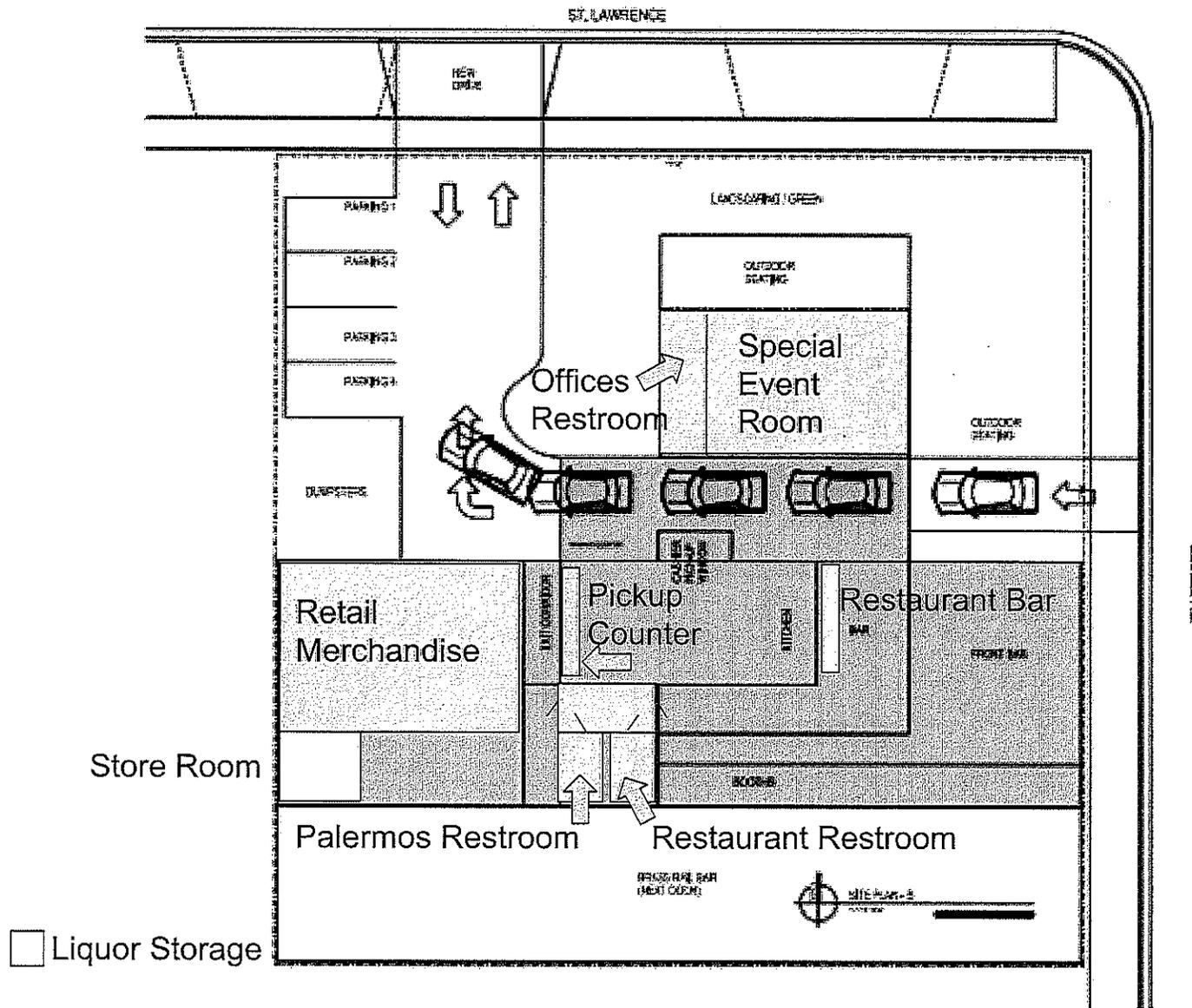
648
owned by Peter

L-I-E-R-O-S-S-A-B-R-A-S-S

648

post & fence

post & fence



CITY OF BELOIT

REPORTS AND PRESENTATIONS TO CITY COUNCIL



Topic: Zoning Map Amendment Application for the property located at 20 Park Avenue – Council Referral to the Plan Commission

Date: November 2, 2015

Presenter(s): Julie Christensen

Department: Community Development

Overview/Background Information:

James Athens has submitted an application for a Zoning Map Amendment to change the zoning district classification from C-3, Community Commercial District to M-1, Limited Manufacturing District, for the property located at 20 Park Avenue.

Key Issues:

- The subject property was previously the site of Cub Foods. The applicant purchased the subject property with the intent of rehabbing the building for industrial uses.
- The applicant has already submitted detailed architectural plans for the building and site rehabilitation which were approved earlier this year.
- Modifications to the building have already begun and include new windows, architectural lights, roof replacement, and interior redesign.
- The applicant also submitted an application to amend the Comprehensive Plan's Future Land Use Map to recommend General Industrial uses for the subject property. The request to amend the plan will be reviewed concurrently during the Plan Commission and City Council hearings, but does not need to be referred to the Plan Commission like a Zoning Map Amendment.
- This application is being considered in accordance with the Zoning Map Amendment procedures contained in Section 2-300 of the Zoning Ordinance.

Conformance to Strategic Plan:

- Consideration of this request supports Strategic Goal #5.

Sustainability:

- **Reduce dependence upon fossil fuels** – N/A
- **Reduce dependence on chemicals and other manufacturing substances that accumulate in nature** – N/A
- **Reduce dependence on activities that harm life sustaining eco-systems** – N/A
- **Meet the hierarchy of present and future human needs fairly and efficiently** – N/A

Action required/Recommendation:

- Referral to the Plan Commission for the November 4, 2015 meeting
- This item will most likely return to the City Council for a public hearing and possible action on December 7, 2015

Fiscal Note/Budget Impact: N/A

Attachments: Application

CITY of BELOIT

PLANNING & BUILDING SERVICES DIVISION

100 State Street, Beloit, WI 53511

Phone: (608) 364-6700

Fax: (608) 364-6609

Zoning Map Amendment Application Form

(Please Type or Print)

File No.: 2MA-2015-05

1. Address of subject property: 20 Park Ave

2. Legal description: Lot: _____ Block: _____ Subdivision: _____
(If property has not been subdivided, attach a copy of the complete legal description from deed.)

Property dimensions are: _____ feet by _____ feet = _____ square feet.

If more than two acres, give area in acres: _____ acres.

3. Tax Parcel Number(s): 13650890

4. Owner of record: James Athans, Integrated Lubricants of WI, Inc. Phone: _____

1001 Centralia St.E Elkhorn, WI 53121
(Address) (City) (State) (Zip)

5. Applicant's Name: same

(Address) (City) (State) (Zip)

(Office Phone #) (Cell Phone #) (E-mail Address)

6. **THE FOLLOWING ACTION IS REQUESTED:**

Change zoning district classification from: C-3 to: M-1

All existing uses on this property are: active rehab of former grocery store into light industrial facility.

7. All the proposed uses for this property are:

Principal use(s): Light Industrial (office and/or light production)

Secondary use(s): _____

Accessory use(s): _____

8. I/we represent that I/we have a vested interest in this property in the following manner:

- Owner
- Leasehold, Length of lease: _____
- Contractual, Nature of contract: _____
- Other, explain: _____

9. Individual(s) responsible for compliance with conditions (if any), if request is granted:

Name(s): _____ Phone: _____

(Address) (City) (State) (Zip)

The applicant's signature below indicates the information contained in this application and on all accompanying documents is true and correct.

I/we, the undersigned, do hereby respectfully make application for and petition the City Plan Commission and City Council to grant the requested action for the purpose stated herein. I/we represent that the granting of the proposed request will not violate any of the required standards of the Zoning Ordinance of the City of Beloit. I/we also agree to abide by all applicable federal, state and local laws, ordinances, rules, and regulations.

 / JAMES ATHANS / 9-18-15
 (Signature of Owner) (Print name) (Date)

_____/_____/_____
 (Signature of Applicant, if different) (Print name) (Date)

In order for your request to be heard and considered in a timely manner, you must submit the completed application and all accompanying documents to the Division for acceptance by the filing deadline date prior to a scheduled Plan Commission meeting. This application must be submitted with the \$275.00 application fee. Applicants will also be charged a fee for mailing public notices at the rate of \$0.50 per notice. An invoice for this fee will be sent to the applicant, and it is typically between \$5.00 and \$20.00.

To be completed by Planning Staff	
Filing Fee: \$275.00	Amount Paid: <u>\$275.00</u> Meeting Date: <u>Nov. 4, 2015</u>
Number of notices: _____	x mailing cost (\$0.50) = cost of mailing notices: \$ _____
Application accepted by: <u>Drew Pennington</u>	Date: <u>9/23/15</u>
Date Notice Published: _____	Date Notice Mailed: _____

RESOLUTION
AUTHORIZING FINAL PAYMENT OF PUBLIC WORKS CONTRACT C15-17
Gateway Water Tower Repainting

WHEREAS, work under this contract has been completed satisfactorily and in conformance with the requirements of the contract; and

WHEREAS, This project recoated the interior and exterior surfaces of the Gateway water tower.; and

WHEREAS, the city engineer, comptroller, and attorney recommend final payment to the contractor.

NOW, THEREFORE, BE IT RESOLVED, by the City of Beloit City Council that L & T Painting Company, Inc be paid \$9,750.00 as the final payment for Public Works Contract C15-17 Gateway Water Tower Repainting as recommended by the City Engineer.

Dated at Beloit, Wisconsin, this 2nd day of November 2015.

BELOIT CITY COUNCIL

Charles M. Haynes, President

ATTEST:

Lorena Rae Stottler, City Clerk

CITY OF BELOIT

REPORTS AND PRESENTATIONS TO CITY COUNCIL



Topic: Final Payment for Contract C15-17, Gateway Water Tower Repainting

Date: November 2, 2015

Presenter(s): Gregory Boysen

Department(s): Public Works/ Engineering

Overview/Background Information:

This project recoated the interior and exterior surfaces of the Gateway water tower..

Key Issues (maximum of 5):

1. The requirements of the contract have been completed to the satisfaction of the City.
2. The awarded contract amount was \$ 390,000.00
Quantity increases and change orders \$.00
Net payment due contractor \$ 390,000.00
3. The City Engineer, City Attorney, and Director of Accounting recommend that a final payment be made to L & T Painting Company, Inc. in the amount of \$9,750.00.

Conformance to Strategic Plan (List key goals this action would support and briefly discuss its impact on the City's mission.):

1. **Develop a high quality community through the responsible stewardship and enhancement of City resources to further Beloit's resurgence as a gem of the Rock River Valley.**

This project will enhance the quality of life in Beloit by improving the appearance and quality of ride and improving pedestrian safety on these streets while lowering street maintenance costs.

Sustainability (Briefly comment on the sustainable long term impact of this policy or program related to how it will impact both the built and natural environment utilizing the four following eco-municipality guidelines.):

- **Reduce dependence upon fossil fuels**
n/a
- **Reduce dependence on chemicals and other manufacturing substances that accumulate in nature**
n/a
- **Reduce dependence on activities that harm life sustaining eco-systems**
n/a
- **Meet the hierarchy of present and future human needs fairly and efficiently**
The improved pavement meets the present and future human needs by extending the life of the water tower by applying a corrosion resistant coating.

If any of the four criteria are not applicable to your specific policy or program, an N/A should be entered in that space.

Action required/Recommendation:

Approval of the Resolution authorizing the Final Payment.

Fiscal Note/Budget Impact:

Adequate funding is available in the 2015 Capital Improvement Plan.

CITY OF BELOIT
DEPARTMENTAL CORRESPONDENCE

TO: Mike Flesch

FROM: Scott Schneider, Project Engineer

DATE: October 12, 2015

SUBJECT: Final Payment Contract C15-17
Gateway Water Tower Repainting

The work on this project was completed on July 24, 2015. I have inspected the work and find it to be satisfactory and in compliance with the requirements of the contract. The contractor has asked for final payment. The project was inspected by city staff. The final payment quantities have been approved by the contractor.

The original contract amount was for \$390,000.00, and the final contract amount is \$390,000.00. Payments to date under this contract total \$380,250.00, and all lien waivers from subcontractors are on file.

Therefore, I recommend a final payment in the amount of \$9,750.00 be made to L & T Painting Company, Inc.

CITY OF BELOIT
DEPARTMENTAL CORRESPONDENCE

TO: Scott Schneider, Project Engineer

FROM: Elizabeth A. Krueger, City Attorney 

DATE: October 14, 2015

SUBJECT: **Final Payment Public Works Contract C15-17**
L & T Painting Company, Inc.
Gateway Water Tower Repainting

I have reviewed the materials you sent over for final payment approval on the above contract. Everything appears in order and you may process the matter in your normal fashion.

/tdh
encs.



CITY OF BELOIT

REPORTS AND PRESENTATIONS TO CITY COUNCIL

Topic: An Ordinance To Amend Section 15.06(3)(a) & (b) of the Code of General Ordinances For the City of Beloit Relating To Alcohol Possession and Consumption, But Not Sale, of Fermented Malt Beverages or Wine

Date: November 2, 2015

Presenter: David B. Zibolski/Elizabeth A. Krueger **Department:** Police/Attorney

Overview/Background Information:

City ordinance allows the issuance of beer and wine picnic licenses for consumption or possession (and not sale) of beer or wine in the Leeson, Big Hill, Telfer, Wootton, Summit, George Hilliard, and Riverside Parks and the Krueger recreation area. The wine and beer permits are currently issued by the Police Department. Staff believes that it will be better customer service to move those responsibilities to the Division of Parks and Leisure Services. This will provide customers with a "one-stop shop" for renting park shelters and obtaining any desired permits. Parks staff will review and ensure the requirements of the ordinance are met prior to issuance.

Key Issues:

1. Current permits for beer and wine possession and consumption are required to be issued by the Police Department.
 2. Shifting the job responsibilities to the Division of Parks and Leisure Services will create a streamlined process for customers wishing to book park shelters and have the option of obtaining a beer or wine permit.
 3. Parks staff will review the requirements of the ordinance prior to issuance and will provide the police department with a list of issued permits.
-

Conformance to Strategic Plan (List key goals this action would support and briefly discuss its impact on the City's mission.):

Approval of this Agreement would conform with Goal #1's stated purpose of developing a high quality community through the responsible stewardship and enhancement of City resources.

Sustainability (Briefly comment on the sustainable long term impact of this policy or program related to how it will impact both the built and natural environment utilizing the four following eco-municipality guidelines.):

- **Reduce dependence upon fossil fuels** N/A
- **Reduce dependence on chemicals and other manufacturing substances that accumulate in nature** N/A
- **Reduce dependence on activities that harm life sustaining eco-systems** N/A
- **Meet the hierarchy of present and future human needs fairly and efficiently** N/A

If any of the four criteria are not applicable to your specific policy or program, an N/A should be entered in that space

Action required/Recommendation:

The ordinance has been reviewed by city staff and is recommended for approval.

Fiscal Note/Budget Impact:

This ordinance change does not impact the city's overall budget.

Attachments:

Proposed ordinance

ORDINANCE NO. _____

**AN ORDINANCE TO AMEND SECTION 15.06(3)(a) & (b) OF THE CODE OF
GENERAL ORDINANCES FOR THE CITY OF БЕЛОIT RELATING
TO ALCOHOL POSSESSION AND CONSUMPTION, BUT NOT SALE,
OF FERMENTED MALT BEVERAGES OR WINE**

Section 1. Section 15.06(3)(a) and (b) of Code of General Ordinances of the City of Beloit, is hereby amended to read as follows:

- “(a) A permit for possession and consumption, but not sale, of fermented malt beverages or wine in Leeson, Big Hill, Telfer, Wootton, Summit, George Hilliard, Riverside Park and the Krueger recreation area, excluding the swimming pool, may be granted by the Division of Parks and Leisure Services~~Police Department~~ but only to residents of the City, organizations, the majority of whose members are residents of the City, or to business organizations with a principal place of business in the City.
- (b) Application shall be made on a form provided by the Division of Parks and Leisure Services~~Police Department~~ and shall set forth the name, address and age of the applicant, the date, time and place proposed for use and the number of persons to attend.”

Section 2. This ordinance shall be in force and take effect upon passage and publication.

Adopted this ____ day of November, 2015.

BELOIT CITY COUNCIL

By: _____
Charles M. Haynes, President

ATTEST:

By: _____
Lorena Rae Stottler, City Clerk

PUBLISHED: _____

EFFECTIVE DATE: _____

01-611100-5231- _____

tdh/ordinances/15.06(3)(a)&(b) = ORD 20151020 (15-1169)



City of Beloit **Fall Curbside** **Yard Waste** **Program**

November 2 - 20, 2015

Fall Yard Waste Curbside Collection

Free Collection
Of:

- 🍁 Leaves
- 🍁 Grass Clippings
- 🍁 Garden Debris



Fall Yard Waste Curbside Collection



- ❁ Paper Yard Waste Bag
- ❁ Back to Nature - Biodegradable Bags
- ❁ Clean Trash Can
 - Under 39 gallons
 - Weight under 60lbs

Fall Yard Waste Curbside Collection



\$1.50 Yard Waste
Stickers Required
for:

- 🍁 Bundles of branches
 - 4'X4'
- 🍁 Brush and shrubbery
 - 4'X4'

Fall Yard Waste Curbside Collection

🍁 Stickers available at City Hall,
Leisure Services, DPW and Grinnell Hall

🍁 Sheets of 5 for \$7.50

Leaf Vacuum Service

- 🍁 November
2 – 20, 2015
- 🍁 Subscription \$100
- 🍁 Blow or rake leaves to terrace



Fall Yard Waste Curbside Collection

Other Options:

Leaflan Compost Center

6711 St. Lawrence

Beloit, WI 53511

(608) 364-1909

www.leaflan.com

Fee's apply

Fall Yard Waste Curbside Collection

Questions:

Call Public Works Operations Facility

(608) 364-2929

www.beloitwi.gov

RESOLUTION
APPROVING THE COMMUNITY DEVELOPMENT BLOCK GRANT (CDBG)
2016 CDBG ANNUAL ACTION PLAN AND 2016 CDBG BUDGET

WHEREAS, the City of Beloit is required to submit a 2016 Annual Action Plan to the Department of Housing and Urban Development (HUD) in order to receive its 2016 allocation of Community Development Block Grant (CDBG) funds, and

WHEREAS, all proposed CDBG-funded projects are consistent with the Consolidated Plan and its overall goals and strategies and the 2016 Annual Action Plan, and

WHEREAS, the proposed 2016 CDBG Budget includes projects which meet the national objective of low- and moderate-income benefit, and

NOW THEREFORE BE IT RESOLVED, that the City Council of the City of Beloit, Rock County, Wisconsin, approves the 2016 Annual Action Plan, and

NOW THEREFORE BE IT FURTHER RESOLVED, that the City Council of the City of Beloit, Rock County, Wisconsin, approves the 2016 CDBG Budget as identified in Attachment A.

Adopted this 2nd of November, 2015

BELOIT CITY COUNCIL

Charles M. Haynes, Council President

ATTEST:

Lorena Stottler, City Clerk



CITY OF BELOIT

REPORTS AND PRESENTATIONS TO CITY COUNCIL

Topic: Community Development Block Grant (CDBG) 2016 Annual Action Plan and Proposed Budget

Date: November 2, 2015

Presenter(s): Julie Christensen

Department: Community Development Authority

Overview/Background Information:

The Department of Housing and Urban Development (HUD) requires each CDBG Formula Grantee to submit a Consolidated Plan every five years, and Annual Action Plan each year. Both Plans include specific objectives for housing, homelessness, public housing and community development and includes information on the CDBG process, affordable housing, and special needs populations. The City's Consolidated Plan was approved last year.

The Annual Plan includes how the City intends to allocate its CDBG funds in over the next year. The process for preparing the CDBG budget includes the following steps: applications are available to agencies interested in applying for the CDBG funds; each applicant is required to present its application to the Community Development Authority (CDA); the CDA makes its recommendation to the City Council on how the CDBG funds should be allocated; a public hearing is held by the City Council; and adoption of the CDBG budget.

Key Issues (maximum of 5):

1. The Annual Plan provides detailed information on how the City plans to use its CDBG funding in the next year to meet the needs of the community.
2. A public hearing was held on October 19, 2015 before City Council on the Plans and Budget. Meals on Wheels expressed gratitude for the CDA recommendation of \$5,000 and asked for the City Council to allocate funds to its program.
3. All recommended projects are consistent with the proposed 2015-2019 Consolidated Plan and 2016 Annual Action Plan. The proposed 2016 CDBG budget is attached to this report. All projects will be incorporated into the 2016 Annual Action Plan which is submitted to HUD.
4. All recommended projects are eligible CDBG activities and meet one of the three national objectives.
5. A notice was published in the Beloit Daily News and Stateline News announcing the beginning of the 30-day review period and the date of the public hearing.
6. The following comments were received:
 - Email: As a Beloit resident concerned about helping our community's unaccompanied homeless youth I would appreciate the City's support of Project 16:49 and their efforts to assist our youth.
 - Email: I am a Beloit resident and I am concerned about helping our community's unaccompanied homeless youth and I appreciate the City's support of Project 16:40's Robin House in the 2016 CDBG budget.

- Comment: Project 16:49 does not have a program plan for how the agency works with people and their different issues. They do not have individual program plans to comprehensively assist clients in addressing their issues. The project has well intentioned people, but they do not have qualified social workers who are properly trained to work with these clients.

Conformance to Strategic Plan (List key goals this action would support and briefly discuss its impact on the City's mission.):

- Consideration of this request supports Strategic Goal #4.

Sustainability (Briefly comment on the sustainable long term impact of this policy or program related to how it will impact both the built and natural environment utilizing the four following eco-municipality guidelines.):

- **Reduce dependence upon fossil fuels** – Not applicable
- **Reduce dependence on chemicals and other manufacturing substances that accumulate in nature** – Not Applicable
- **Reduce dependence on activities that harm life sustaining eco-systems** – Not Applicable
- **Meet the hierarchy of present and future human needs fairly and efficiently** – The CDA has proposed funding projects which meet the present and future needs of our low and moderate income population.

Action required/Recommendation:

Approval of the 2016 Annual Action Plan, and 2016 CDBG Budget

Fiscal Note/Budget Impact:

Not Applicable

Attachments:

Proposed 2016 Annual Action Plan, and 2016 CDBG Budget



2016 Annual Action Plan

This document includes Narrative Responses to specific questions that grantees of the Community Development Block Grant, HOME Investment Partnership, Housing Opportunities for People with AIDS and Emergency Shelter Grants Programs must respond to in order to be compliant with the Consolidated Planning Regulations.

GRANTEE: City of Beloit
CON PLAN PERIOD: 2015 to 2019
ANNUAL PLAN YEAR: 2

Executive Summary

AP-05 Executive Summary - 24 CFR 91.200(c), 91.220(b)

1. Introduction

The mission of the City of Beloit's CDBG Program is to assist those at risk of becoming homeless, create new jobs, retain existing jobs, assist low to moderate income people, assist special needs populations, such as public housing residents, elderly, homeless, and victims of domestic violence, increase property values, and improve the quality of the housing stock. Activities and programs will also serve to decrease the proportion of rental units and the unemployment rate and help stabilize neighborhoods by keeping people in their homes or helping people secure homes.

2. Summarize the objectives and outcomes identified in the Plan

Specific Housing Objectives

- Develop a variety of housing alternatives in order to satisfy a wider range of housing needs by using existing programs and resources to improve Beloit's older housing stock, support program that enable homeowners to retain their homes, support the conversion of rental to owner-occupied housing in neighborhoods with unusually high percentages of rental properties, and promote homeownership.

Public Housing Strategies

- The Beloit Housing Authority (BHA) will work with Neighborhood Housing Services (NHS) to provide homeownership opportunities for its resident.
- The BHA will work with community partners to provide volunteer opportunities for BHA residents and applicants, which exposes the extremely low-income, low-income, and moderate-

income households to opportunities to increase their job training skills, people skills, and self-sufficiency.

- The BHA will encourage extremely low-income, low-income, and moderate-income families to utilize the least restrictive housing opportunities available to them. They have a choice of programs that include public housing, Section 8 rental assistance, Section 8 homeownership, and Family Self-Sufficiency.

Specific Homeless Strategies

The City will continue to support and strengthen the limited resources of agencies that provide services and facilities for homeless persons in the City of Beloit.

Economic Development Objectives

- The City will continue to market the Economic Development Revolving Loan Fund to eligible businesses each year and use the Economic Development Revolving Loan Fund to increase the number of living wage jobs to low- and moderate-income persons in the community.

Community Objectives

- The City will continue its Housing Rehabilitation Loan Program to improve the City's low to moderate-income neighborhoods.
- The City will continue to acquire, rehabilitate, and sell foreclosed homes to low-moderate income families through its Neighborhood Stabilization Program (NSP).

Anti-Poverty Strategy

- The City will support programs that provide assistance to persons to increase their job skills and marketability.
- The City will support non-profit organizations that provide assistance and advocacy to low to moderate-income residents by providing CDBG funds throughout the planning period.

Non-Homeless Special Needs Strategies and Objectives

- The City will support programs such as Home Companion Registry to enable elderly and disabled residents to remain healthy and in their homes.
- The City will support public service programs that provide case management, client advocacy, and flexibility in order to tailor assistance to unique needs.

3. Evaluation of past performance

The City has successfully funded and partnered with local non-profit organizations to address the most pressing needs in neighborhoods, housing assistance programs, property acquisition programs, code enforcement and public infrastructure improvements.

The City of Beloit provided CDBG funding to homeless programs and services that meet critical needs throughout the previous Consolidated Planning period and served on the Homeless Intervention Task Force Displacement Action Response Team.

The City of Beloit provided housing rehabilitation loans to low to moderate income homeowners and landlords renting to low- moderate income tenants and supported Neighborhood Housing Services' Foreclosure Prevention Program, which helps people stay in their homes. The City of Beloit also supported the Senior Chore Service program and the Home Companion Registry which helps the elderly and disabled live independently in their homes.

The City continued to operate the Economic Development Revolving Loan Fund which provides loans to for-profit commercial, industrial or service sector businesses that will locate or expand in the City of Beloit by creating or retaining jobs. The Beloit Housing Authority has partnered with NHS over the past several years to provide training and education opportunities for its Family Self-Sufficiency and Homeownership Voucher program participants. The BHA also contracted with Voluntary Action Center to provide volunteer opportunities for its public housing residents.

The City continued its City-wide systematic code enforcement program wherein inspectors perform exterior inspections City-wide and interior inspections of all rental properties on a rotating three-year cycle. The areas that most needed assistance (our deteriorated and deteriorating areas) were the low- and moderate-income areas as defined by HUD. Those areas had the highest proportion of code violations, the greatest number of investor-owned properties, the greatest percentage of houses older than 50 years old, the lowest property values, and the oldest infrastructure. The City also continued to operate the rental permit program which generates approximately \$75,000 in CDBG program income annually.

The City of Beloit has always used CDBG funds to meet the City's most pressing needs. In addition to funding its code enforcement program and housing rehab program, the City has funded the Merrill Community Center, Paint program, Domestic Violence Shelter, The Key (transitional housing program for domestic violence victims), Senior Chore Service, Home Companion Registry and others which provide housing services and options to people within our central city neighborhoods. Although many of these programs are available city-wide, the majority of participants are located in our central city neighborhoods.

The City continued to purchase properties from Rock County that were foreclosed for non-payment of taxes. Blighted properties are demolished, and the remaining vacant lots are offered to adjoining

property owners for a minimal amount. Houses in better condition are rehabbed using a combination of City and grant dollars and sold to owner-occupants. This program is primarily paid for with City CIP dollars.

The City has a program of evaluating streets to determine which streets should be reconstructed or resurfaced each year. Other public improvements are made annually to upgrade the water system, parks, and other public facilities. The City invests approximately \$1.0 million in public improvements in our low-income areas each year. This investment is made out of the City's CIP budget.

4. Summary of Citizen Participation Process and consultation process

The City of Beloit gave its citizens the opportunity to participate in an advisory role in planning, implementing, and assessing CDBG programs. Information about the goals of the CDBG program and the activities it funds was provided to all interested stakeholders. Public meetings were held to gauge the views of citizens. Public hearings were held to gauge the views of citizens.

The Community Development Authority established local goals at the June 24, 2015 meeting. This meeting notice was open to the public and notice was provided to the media and posted on the City's website on June 19.

The City held a public hearing on July 6, 2015 to give citizens an opportunity to identify issues which needed to be identified in the Annual Plan. A notice was published in the Beloit Daily News on July 3 and the Stateline News on July 5 notifying the public of that a public hearing would take place on July 6, 2015. Additionally, the City put the notice on the City's website on July 2, and the City Manager discussed the public hearing in his weekly e-newsletter to the citizens. The notice was also mailed to the CDBG mailing list, which includes the non-profit organizations and other interested agencies which provide services to low income people in Beloit.

The CDBG budget process began when notices were published on July 10 on the City's website, on July 11 in the Beloit Daily News, and July 12 in The Stateline News announcing that applications were available. A notice was also emailed and mailed to the CDBG mailing list on July 10, 2015 notifying agencies and interested parties that applications were available. Anyone needing assistance with filling out an application, determining the eligibility of a project or other CDBG assistance was helped.

The CDA reviewed the Annual Plan and budget on September 23, 2015 and recommended approval of both the plan and the budget. This meeting was provided to the media and posted on the City's website on September 18. A notice was published in the Beloit Daily News on September 26, 2015 and in the Stateline News on September 27, 2015 notifying the public of the 30-day public review period which began on October 1, 2015 and ended on October 31, 2015. This notice also notified the public that the plan and budget were available on the City's website, at City Hall and at the

Beloit Public Library. It also informed the public that a public hearing would be held on October 19 and that final City Council action would take place on November 2, 2015. This notice was also mailed to the CDBG mailing list.

On October 19, a public hearing was held to give citizens an opportunity to comment on the proposed Annual Plan and proposed 2016 CDBG budget. On November 2, the Annual Plan, and 2016 CDBG budget were reviewed and approved at a City Council meeting.

5. Summary of public comments

The City of Beloit gave its citizens the opportunity to participate in an advisory role in planning, implementing, and assessing CDBG programs during the 2015-2019 Consolidated Planning process. Information about the goals of the CDBG program and the activities it funds was provided to all interested stakeholders.

Public meetings and hearings were held during the Annual Plan process to gauge the views of citizens.

Insert any comments received

6. Summary of comments or views not accepted and the reasons for not accepting them

All public comments were accepted and reviewed for inclusion into the Annual Plan.

7. Summary

The City of Beloit's 2015-2019 Consolidated Plan was developed in order to address needs in the community. We believe that the objectives above will allow us to assist those at risk of becoming homeless, create new jobs, retain existing jobs, assist low to moderate income people, assist special needs populations, such as public housing residents, elderly, homeless, and victims of domestic violence, increase property values, and improve the quality of the housing stock. Activities and programs will also serve to decrease the proportion of rental units and the unemployment rate and help stabilize neighborhoods by keeping people in their homes or helping people secure homes.

PR-05 Lead & Responsible Agencies – 91.200(b)

1. Agency/entity responsible for preparing/administering the Consolidated Plan

Describe the agency/entity responsible for preparing the Consolidated Plan and those responsible for administration of each grant program and funding source.

Agency Role	Name	Department/Agency
CDBG Administrator	BELOIT	City of Beloit, Community Development Department

Table 1 – Responsible Agencies

Narrative (optional)

The City of Beloit’s Department of Community and Housing Services is the lead agency for the CDBG program. During the preparation of the plan, the City of Beloit asked for input from governmental agencies, as well as public and private agencies providing health and social services in the community.

The City of Beloit will continue to form new partnerships with local agencies and non-profit organizations. The City’s Continuum of Care System is coordinated by the Homeless Intervention Task Force (HITF) which provides a comprehensive response to the needs of homeless individuals and families.

Consolidated Plan Public Contact Information: Teri Downing, 100 State Street, Beloit, WI 53511 (608)364-6705

AP-10 Consultation – 91.100, 91.200(b), 91.215(I)

1. Introduction

Provide a concise summary of the jurisdiction’s activities to enhance coordination between public and assisted housing providers and private and governmental health, mental health and service agencies (91.215(I))

The City of Beloit’s consultation was achieved through a variety of methods, including three public meetings with attendees from various local service agencies, several public hearings, and comments from stakeholders and citizens alike.

Describe coordination with the Continuum of Care and efforts to address the needs of homeless persons (particularly chronically homeless individuals and families, families with children, veterans, and unaccompanied youth) and persons at risk of homelessness.

The City of Beloit works together with the Homeless Intervention Task Force (HITF) of Rock and Walworth County. The HITF evolved from several city and county groups that had been meeting on the issue of homelessness in the area. Members include representatives from public, non-profit, and for-profit agencies. Agencies that participate in HITF include:

Community Agencies

- Caritas
- City of Janesville- Neighborhood Services
- Community Action, Inc.
- ECHO
- Edgerton Community Outreach
- GIFTS
- House of Mercy
- The Lazarus Foundation
- Legal Action of Wisconsin
- Project 16:49
- Red Road House
- Rock County Human Services
- Rock Valley Community Programs
- The Salvation Army- Janesville
- United Way Blackhawk Region
- United Way 2-1-1
- YWCA of Rock County

Beloit Agencies

- Beloit Housing Authority (BHA)
- Family Services
- Hands of Faith
- The Salvation Army- Beloit

The HITF meets monthly to discuss strategies for addressing shelter and housing needs for homeless and low income persons. The HITF originally met to discuss the implications of the North Rock County Homelessness Survey that was completed in 1993. It was responsible for the subsequent Homelessness surveys completed in 1996 and 1999. It serves as the Continuum of Care for addressing homelessness and works to meet and identify needs.

Describe consultation with the Continuum(s) of Care that serves the jurisdiction's area in determining how to allocate ESG funds, develop performance standards for and evaluate outcomes of projects and activities assisted by ESG funds, and develop funding, policies and procedures for the operation and administration of HMIS

The City of Beloit does not receive ESG funds. However, there are agencies in the City of Beloit that do receive these funds and are part of the Continuum of Care. The Salvation Army receives ESG funds that are used to help low income families pay past due rent or security deposits. Community Action and Family Services also receive ESG funds to assist in supportive services and emergency needs of participants. Hands of Faith also receives ESG funds to assist with emergency housing for homeless individuals and families.

2. Describe Agencies, groups, organizations and others who participated in the process and describe the jurisdiction’s consultations with housing, social service agencies and other entities

1	Agency/Group/Organization	Aging & Disability Resource Center of Rock County
	Agency/Group/Organization Type	Housing Services - Housing Services-Elderly Persons Services-Persons with Disabilities Services-homeless Services-Health Services-Education

	What section of the Plan was addressed by Consultation?	Housing Need Assessment Homelessness Strategy Non-Homeless Special Needs Economic Development Anti-poverty Strategy
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?	A representative attended 2 of the steering committee meetings
2	Agency/Group/Organization	SALVATION ARMY
	Agency/Group/Organization Type	Housing Services - Housing Services-Children Services-Elderly Persons Services-Persons with Disabilities Services-Persons with HIV/AIDS Services-Victims of Domestic Violence Services-homeless Services-Health
	What section of the Plan was addressed by Consultation?	Housing Need Assessment Homelessness Strategy Homeless Needs - Chronically homeless Homeless Needs - Families with children Homelessness Needs - Veterans Homelessness Needs - Unaccompanied youth Economic Development Anti-poverty Strategy
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?	A representative attended 2 of the steering committee meetings.
3	Agency/Group/Organization	Grinnell Senior Center
	Agency/Group/Organization Type	Services-Elderly Persons
	What section of the Plan was addressed by Consultation?	Housing Need Assessment Homelessness Strategy Homeless Needs - Chronically homeless Non-Homeless Special Needs

	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?	A representative attended 2 of the steering committee meetings.
4	Agency/Group/Organization	Community Action of Rock & Walworth Counties
	Agency/Group/Organization Type	Housing Services - Housing Services-Education Services-Employment
	What section of the Plan was addressed by Consultation?	Housing Need Assessment Homelessness Strategy Homeless Needs - Chronically homeless Homeless Needs - Families with children Homelessness Needs - Veterans Homelessness Needs - Unaccompanied youth Non-Homeless Special Needs Economic Development Anti-poverty Strategy
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?	A representative attended all 3 steering committee meetings.
5	Agency/Group/Organization	NEIGHBORHOOD HOUSING SERVICES OF BELOIT
	Agency/Group/Organization Type	Housing Services - Housing Service-Fair Housing
	What section of the Plan was addressed by Consultation?	Housing Need Assessment Public Housing Needs
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?	A representative attended 1 of the steering committee meetings.

6	Agency/Group/Organization	Edgerton Community Outreach
	Agency/Group/Organization Type	Housing Services-homeless
	What section of the Plan was addressed by Consultation?	Housing Need Assessment Homelessness Strategy Homeless Needs - Chronically homeless Homeless Needs - Families with children Homelessness Needs - Veterans Homelessness Needs - Unaccompanied youth
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?	A representative attended 1 of the steering committee meetings.
7	Agency/Group/Organization	Hands of Faith
	Agency/Group/Organization Type	Housing Services - Housing Services-Children Services-Elderly Persons Services-Persons with Disabilities Services-Persons with HIV/AIDS Services-Victims of Domestic Violence Services-homeless
	What section of the Plan was addressed by Consultation?	Housing Need Assessment Homelessness Strategy Homeless Needs - Chronically homeless Homeless Needs - Families with children Homelessness Needs - Veterans Homelessness Needs - Unaccompanied youth Anti-poverty Strategy
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?	A representative attended 1 of the steering committee meetings.

8	Agency/Group/Organization	FAMILY SERVICES OF S. WISCONSIN AND N. ILLINOIS
	Agency/Group/Organization Type	Housing Services-Children Services-Elderly Persons Services-Persons with Disabilities Services-Victims of Domestic Violence Services-homeless Services-Health Services - Victims
	What section of the Plan was addressed by Consultation?	Housing Need Assessment Homelessness Strategy Homeless Needs - Chronically homeless Homeless Needs - Families with children Homelessness Needs - Veterans Homelessness Needs - Unaccompanied youth Anti-poverty Strategy
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?	A representative attended 1 of the steering committee meetings.
9	Agency/Group/Organization	House of Mercy
	Agency/Group/Organization Type	Housing Services - Housing Services-Victims of Domestic Violence Services - Victims
	What section of the Plan was addressed by Consultation?	Housing Need Assessment Homelessness Strategy Anti-poverty Strategy
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?	A representative attended 1 of the steering committee meetings.

10	Agency/Group/Organization	Beloit Housing Authority
	Agency/Group/Organization Type	Housing PHA Services - Housing
	What section of the Plan was addressed by Consultation?	Housing Need Assessment Public Housing Needs Market Analysis
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?	A representative attended 2 of the steering committee meetings. A meeting was also conducted with the Director for input into Public Housing specifically.
11	Agency/Group/Organization	STATELINE UNITED WAY
	Agency/Group/Organization Type	Services - Housing Services-Children Services-Elderly Persons Services-Persons with Disabilities Services-Persons with HIV/AIDS Services-Victims of Domestic Violence Services-homeless
	What section of the Plan was addressed by Consultation?	Economic Development Anti-poverty Strategy
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?	A representative attended 1 of the steering committee meetings.
12	Agency/Group/Organization	MERRILL COMMUNITY CENTER
	Agency/Group/Organization Type	Services-Children Services-Elderly Persons Services-Persons with Disabilities
	What section of the Plan was addressed by Consultation?	Non-Homeless Special Needs Economic Development Anti-poverty Strategy
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?	A representative attended 1 of the steering committee meetings.

13	Agency/Group/Organization	Stateline Literacy Council
	Agency/Group/Organization Type	Services-Education
	What section of the Plan was addressed by Consultation?	Non-Homeless Special Needs Economic Development Anti-poverty Strategy
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?	A representative attended 1 of the steering committee meetings.
14	Agency/Group/Organization	Downtown Beloit Association
	Agency/Group/Organization Type	Business Leaders
	What section of the Plan was addressed by Consultation?	Economic Development
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?	A representative attended 1 of the steering committee meetings.
15	Agency/Group/Organization	CARITAS
	Agency/Group/Organization Type	Services-homeless
	What section of the Plan was addressed by Consultation?	Homelessness Strategy Homeless Needs - Chronically homeless Homeless Needs - Families with children Homelessness Needs - Veterans Homelessness Needs - Unaccompanied youth Non-Homeless Special Needs Economic Development Anti-poverty Strategy
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?	A representative attended 1 of the steering committee meetings.
16	Agency/Group/Organization	NAACP
	Agency/Group/Organization Type	Services-Children Civic Leaders

	What section of the Plan was addressed by Consultation?	Economic Development Anti-poverty Strategy
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?	A representative attended 1 of the steering committee meetings.
17	Agency/Group/Organization	Voluntary Action Center
	Agency/Group/Organization Type	Services-Elderly Persons Services-Persons with Disabilities
	What section of the Plan was addressed by Consultation?	Economic Development Anti-poverty Strategy
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?	A representative attended 1 of the steering committee meetings.
18	Agency/Group/Organization	The AIDS Network
	Agency/Group/Organization Type	Services-Persons with HIV/AIDS
	What section of the Plan was addressed by Consultation?	Non-Homeless Special Needs
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?	A City employee contacted a spokesperson via phone to discuss persons with HIV/AIDS in the community.
19	Agency/Group/Organization	Housing Assistance Loan Program- Community and Housing Services
	Agency/Group/Organization Type	Housing Services - Housing
	What section of the Plan was addressed by Consultation?	Lead-based Paint Strategy
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?	A City employee verbally contacted a spokesperson, set up a meetings, and discussed the topic of lead-based paint hazards.

Table 2 – Agencies, groups, organizations who participated

Identify any Agency Types not consulted and provide rationale for not consulting

The only agency that the City was unable to consult with was the local AIDS Network. The City contacted the AIDS Network via email, phone, and mail but was unable to talk to anyone. The City sent an invitation to the AIDS Network to sit on the Consolidated Plan Steering Committee, but we received no response. In addition, all mailed public notices regarding the Annual Plan and Strategic Plan were mailed to the AIDS Network, but no representative from the agency attended any of the Steering Committee Meetings.

Other local/regional/state/federal planning efforts considered when preparing the Plan

Name of Plan	Lead Organization	How do the goals of your Strategic Plan overlap with the goals of each plan?
Continuum of Care		

Table 3 – Other local / regional / federal planning efforts

Narrative (optional)

The City of Beloit has a good working relationship with all local agencies and governmental units. Community development personnel regularly attend local and state meetings held by various agencies to keep lines of communication open. Various agencies are contracted to provide CDBG funded public services. The community development department works very closely with these organizations.

AP-12 Participation – 91.105, 91.200(c)

1. Summary of citizen participation process/Efforts made to broaden citizen participation Summarize citizen participation process and how it impacted goal-setting

The City of Beloit gave its citizens the opportunity to participate in an advisory role in planning, implementing, and assessing CDBG programs. Information about the goals of the CDBG program and the activities it funds was provided to all interested stakeholders. Public hearings were held to gauge the views of citizens. The City held several public meetings and hearings both early and later in the process to give citizens an opportunity to identify needs to be addressed in the Consolidated Plan.

Early in the process, a Consolidated Plan Steering Committee was established including City staff and representatives of CDBG-funded and non-CDBG funded programs. This Committee met three times over a 6 week period to review the Plan in progress and discuss community needs. The representatives included a broad range of programs including, minority, homeless, redevelopment, elderly, youth, AODA, and Latino outreach programs. The public was welcome to attend these meetings. The meetings were publically noticed on the City's main webpage and the City's CDBG webpage on April 12, 2014.

The City also held two public hearings, later in the process, to discuss the Consolidated Plan. A public notice was published on July 5, 2014 notifying the public that a public hearing would take place on July 7, 2014 during the regularly scheduled City Council meeting. Another public notice was published on July 28, 2014, notifying the public that a public hearing would take place on July 20, 2014 at the regularly scheduled Community Development Authority (CDA) meeting. All public notices were published in the Beloit Daily News, the City's website, and the City Manager discussed the public hearings in his weekly e-newsletter to the citizens. The public notice was also mailed to the CDBG mailing list, which includes the non-profit organizations which provide services to low-moderate income people in Beloit and other interested parties and agencies. These meetings gave citizens an opportunity to identify needs to be addressed in the Consolidated Plan and Annual Action Plan. A draft of the plan was also made available for review at City Hall, the Public Library, and the City's website. All public meetings and hearings were held in buildings that are handicapped accessible. The City has bi-lingual staff in the Community Development Department who can provide assistance to Spanish-speaking residents who are interested in the plan documents.

Citizen Participation Outreach

Sort Order	Mode of Outreach	Target of Outreach	Summary of response/attendance	Summary of comments received	Summary of comments not accepted and reasons	URL (if applicable)
1	Public Meeting	Non-targeted/broad community Service Agencies	13 attendees	Priorities were established for housing and homeless needs: rental assistance, staffing needs (case management), and activities that serve the whole neighborhood were identified. See meeting summary for details.	All Comments were accepted.	

Sort Order	Mode of Outreach	Target of Outreach	Summary of response/attendance	Summary of comments received	Summary of comments not accepted and reasons	URL (If applicable)
2	Public Meeting	Non-targeted/broad community Service Agencies and Advocates - Non-Homeless Special Needs	8 attendees	Priorities were established for non-homeless special needs: transportation, systems navigation, care of seniors, programs tailored to unique needs, and water/sewer bill assistance were identified. See meeting summary for details.	All Comments were accepted.	
3	Public Meeting	Non-targeted/broad community Service Agencies and Advocates - Community and Economic Development	11 attendees	Priorities were established for community development needs: youth center activities; transit services, job skills, and education/training were identified. See meeting summary for details.	All comments were accepted.	

Sort Order	Mode of Outreach	Target of Outreach	Summary of response/attendance	Summary of comments received	Summary of comments not accepted and reasons	URL (If applicable)
4	Public Hearing	Non-targeted/broad community	Two members of the public spoke at the July 7, 2014 Public Hearing held during a regularly scheduled City Council Meeting.	Executive Director of HealthNet provided an overview of the program and stated that they were the only agency to provide free health care to residents of Beloit. All of HealthNet's patients are from the Rock County area and are <=185% of the federal poverty level. From 2012-2013, HealthNet provided service for a total of 991 individuals, with 7,665 patient visits, and a total of over 3 million dollars of care. 1,840 (24%) of patient visits were for residents of the City/Township of Beloit. The Executive Director expressed that by	All comments were accepted.	

Sort Order	Mode of Outreach	Target of Outreach	Summary of response/attendance	Summary of comments received	Summary of comments not accepted and reasons	URL (If applicable)
5	Public Hearing	Non-targeted/broad community	One person spoke at the July 20, 2014 Public Hearing held during a regularly scheduled Community Development Authority Meeting.	Mary Frey, a citizen of Beloit, stated at the CDA meeting that she would like to see a master list of community organizations available to all residents of Beloit. Frey stated that many residents would like to give back to their community, but do not know who to contact or how to do so. Frey also said that if property owners had units that were not being used, there should be an organization that helps them offer those unused units to homeless veterans or other homeless people in the community.	All comments were accepted.	

Table 4 – Citizen Participation Outreach

Expected Resources

AP-15 Expected Resources – 91.220(c) (1, 2)

Introduction

Priority Table

Program	Source of Funds	Uses of Funds	Expected Amount Available Year 2				Expected Amount Available Reminder of ConPlan \$	Narrative Description
			Annual Allocation: \$	Program Income: \$	Prior Year Resources: \$	Total: \$		
CDBG	public - federal	Acquisition Admin and Planning Economic Development Housing Public Improvements Public Services	550,000	210,709	50,000	810,709	2,948,950*	<p>Each year funding will be allocated to existing and new activities that meet the greatest needs, or can assist the most number of eligible individuals and/or households.</p> <p>The year 1 Annual Plan listed \$2,240,000 as expected amount available for remainder of ConPlan, but this was inaccurate. It should have been \$3,759,000. The number in this table was adjusted to reflect the more accurate estimate.</p>

Table 5 - Expected Resources – Priority Table

Explain how federal funds will leverage those additional resources (private, state and local funds), including a description of how matching requirements will be satisfied

There are no matching requirements for CDBG funds, but the City and local agencies will leverage CDBG with the following resources:

- Neighborhood Housing Services uses HOME, NSP, and NeighborWorks funding to provide down payment assistance to households in the City's targeted neighborhoods.
- Community Action receives funding from a variety of state and federal sources for its Fresh Start program, including US Department of Labor YouthBuild; WI National & Community Service Board; The State of Wisconsin, Department of Commerce, Division of Community Development; American Recovery & Reinvestment Act; Community Service Block Grant; and the Wisconsin Employment & Training Assistance Program..
- Community Action of Rock and Walworth County also received CSBG, SHP, ESG, and private donations to help support their Fresh Start, Fatherhood Initiative, HUB Teen Connection, HUB Transitional Living, and Skills Enhancement programs.
- Community Action of Rock and Walworth Counties receives funding from United Way to continue the Fatherhood Initiative. This is a program which helps participants develop job skills to become gainfully employed while enhancing their parenting skills.
- The Merrill Housing Initiative has received HOME funds from the City and Rock County. This program also receives funds through YouthBuild and other private and government sources.
- The business community has helped raise money for organizations such as the Merrill Community Center, Community Action, and Stateline Literacy Council.
- The Stateline United Way funds many of the social service agencies that are served by the City's CDBG funds to meet critical needs.
- Local churches provide funding to some organizations which assist homeless individuals such as Hands of Faith and Caritas.
- Community Action receives ETH funding which assists in supportive services and emergency needs of participants.
- The City of Beloit received HOME, Lead Hazard Control Grant in conjunction with CDBG for its City Housing Rehabilitation Loans. This keeps rehabilitation expenses at an affordable level for our LMI households and LMI housing providers.
- The City of Beloit continued to use NSP1 and NSP3 grant and program income funding to purchase and rehabilitate foreclosed properties in LMI Census Tracts. Completed homes are then sold to LMI households.

If appropriate, describe publically owned land or property located within the jurisdiction that may be used to address the needs identified in the plan

Discussion

Annual Goals and Objectives

AP-20 Annual Goals and Objectives - 91.420, 91.220(c)(3)&(e)

Goals Summary Information

Sort Order	Goal Name	Start Year	End Year	Category	Geographic Area	Needs Addressed	Funding	Goal Outcome Indicator
1	Affordable Housing	2016	2016	Affordable Housing	WESTSIDE NEIGHBORHOOD MERRILL NEIGHBORHOOD	Housing & Homelessness - Neighborhood Services Housing - Improve Substandard Housing	CDBG: \$379,377	Rental units rehabilitated: 10 Household Housing Unit Homeowner Housing Rehabilitated: 10 Household Housing Unit Housing Code Enforcement/Foreclosed Property Care: 4000 Household Housing Unit

Sort Order	Goal Name	Start Year	End Year	Category	Geographic Area	Needs Addressed	Funding	Goal Outcome Indicator
2	Homeless Services	2015	2019	Homeless	WESTSIDE NEIGHBORHOOD MERRILL NEIGHBORHOOD	Housing & Homelessness - Rental Assistance Housing & Homelessness - Case Management Non-Homeless Sp Needs - Utility Assistance Non-Homeless Sp Needs - Case Management Non-Homeless Sp Needs - Prevention Programs Community Development - Job Skills Training Community Development - Consolidated Services	CDBG: \$75,743	Homeless Person Overnight Shelter: 190 Persons Assisted Homelessness Prevention: 50 Persons Assisted

Sort Order	Goal Name	Start Year	End Year	Category	Geographic Area	Needs Addressed	Funding	Goal Outcome Indicator
3	Case Management Services	2015	2019	Non-Homeless Special Needs	WESTSIDE NEIGHBORHOOD MERRILL NEIGHBORHOOD	Housing & Homelessness - Case Management Non-Homeless Sp Needs - Utility Assistance Non-Homeless Sp Needs - Case Management Community Development - Consolidated Services Community Development - Transportation Non-Homeless Sp Needs - Systems Navigation Housing - Improve Substandard Housing	CDBG: \$203,262	Public service activities other than Low/Moderate Income Housing Benefit: 400 Persons Assisted Rental units rehabilitated: 10 Household Housing Unit Homeowner Housing Rehabilitated: 10 Household Housing Unit
4	Job Skills Training	2015	2019	Non-Housing Community Development	WESTSIDE NEIGHBORHOOD MERRILL NEIGHBORHOOD	Community Development - Job Skills Training	CDBG: \$180,000	Jobs created/retained: 350 Jobs

Sort Order	Goal Name	Start Year	End Year	Category	Geographic Area	Needs Addressed	Funding	Goal Outcome Indicator
5	Improve Housing Stock	2015	2019	Affordable Housing	WESTSIDE NEIGHBORHOOD MERRILL NEIGHBORHOOD	Housing - Improve Substandard Housing	CDBG: \$294,377	Rental units rehabilitated: 10 Household Housing Unit Homeowner Housing Rehabilitated: 10 Household Housing Unit Housing Code Enforcement/Foreclosed Property Care: 4000 Household Housing Unit

Table 6 – Goals Summary

Goal Descriptions

1	Goal Name	Affordable Housing
	Goal Description	Provide access to and maintenance of the City's affordable housing stock. Provide funding and support efforts to improve the deteriorating housing stock in the City's low-to-moderate income areas.
2	Goal Name	Homeless Services
	Goal Description	Provide funding for shelters and homeless prevention activities.
3	Goal Name	Case Management Services
	Goal Description	Provide funding to agencies that will provide case management and systems navigations services to persons with special needs.

4	Goal Name	Job Skills Training
	Goal Description	Provide funding for programs that provide job training, and specifically address training needs for current and incoming technical jobs in the community.
5	Goal Name	Improve Housing Stock
	Goal Description	Provide funding and support efforts to improve the deteriorated housing stock in the City's low-moderate income areas which have the oldest structures.

Table 7 – Goal Descriptions

Estimate the number of extremely low-income, low-income, and moderate-income families to whom the jurisdiction will provide affordable housing as defined by HOME 91.215(b):

AP-35 Projects – 91.220(d)

Introduction

The City of Beloit's projects are grouped under five projects: Code Enforcement, Economic Development, Housing Rehabilitation, Planning-Program Administration, and Public Services. The Code Enforcement Project includes the City's Code Enforcement and systematic Rental Inspection program in our deteriorated and deteriorating areas. The Housing Rehabilitation project includes the City's Housing Rehabilitation Revolving Loan Fund. The Planning-Program Administration project includes program administration activities. Finally, the Public Services project includes the following activities:

- Community Action – Fatherhood Initiative and Skills Enhancement
- Family Services - Emergency Housing for Homeless Victims of Domestic Violence
- Family Services - Greater Beloit Home Companion Registry
- Hands of Faith – Emergency Shelter for Homeless Families
- HealthNet - Primary Care
- Merrill Community Center – Youth and Senior Programs
- NHS – Homeownership
- Salvation Army - Supportive Services
- Salvation Army - Systems Navigator
- Stateline Literacy Council – Hispanic Outreach for Comprehensive Literacy
- Voluntary Action Center - Beloit Senior Chore Service

#	Project Name
1	Code Enforcement
2	Planning and Administration
3	Housing
4	Economic Development
5	Public Services

Table 8 – Project Information

Describe the reasons for allocation priorities and any obstacles to addressing underserved needs

On July 6, 2015, the Community Development Authority approved the following local funding priorities in response to community input during the 2015-2019 Consolidated Planning process:

1. Public Service Programs which focus on comprehensive case management strategies, with priority given to neighborhood stabilization activities, education in budgeting and life skills, and employment training that corresponds with local employment opportunities.

2. Code Enforcement
3. Housing Rehabilitation
4. Economic Development Activities, with priority given to Technical Job Training
5. Program Administration
6. Fair Housing

One of the obstacles to meeting the underserved needs in Beloit is lack of adequate funding or other non-financial resources to adequately address a particular problem. Insufficient funding precludes the City from appropriately addressing every worthy project and often includes allocating funding at less than optimal levels. The City does not fund programs which duplicate the work of other programs.

Non-financial resource limitations include insufficient numbers of trained volunteers or staff to provide expertise and support for programs and language barriers.

Projects

AP-38 Projects Summary

Project Summary Information

1	Project Name	Code Enforcement
	Target Area	WESTSIDE NEIGHBORHOOD MERRILL NEIGHBORHOOD
	Goals Supported	Affordable Housing Improve Housing Stock
	Needs Addressed	Housing & Homelessness - Neighborhood Services Housing - Improve Substandard Housing
	Funding	CDBG: \$209,109
	Description	Enforce state and local codes
	Target Date	12/31/2016
	Estimate the number and type of families that will benefit from the proposed activities	Approximately 4,000 residential units will be inspected for property maintenance compliance.
	Location Description	The City of Beloit.
	Planned Activities	City-wide exterior Code Enforcement, and interior systematic rental inspection activities enforcing local and State property maintenance codes.
2	Project Name	Planning and Administration

Target Area	WESTSIDE NEIGHBORHOOD MERRILL NEIGHBORHOOD
Goals Supported	Affordable Housing Homeless Services Case Management Services Job Skills Training Improve Housing Stock
Needs Addressed	Housing & Homelessness - Rental Assistance Housing & Homelessness - Case Management Housing & Homelessness - Neighborhood Services Non-Homeless Sp Needs - Utility Assistance Non-Homeless Sp Needs - Payee Services Non-Homeless Sp Needs - Case Management Non-Homeless Sp Needs - Systems Navigation Non-Homeless Sp Needs - Prevention Programs Non-Homeless Sp Needs - Transportation Community Development - Youth Programs Community Development - Job Skills Training Community Development - Local Job Center Community Development - Consolidated Services Community Development - Transportation Housing - Improve Substandard Housing
Funding	CDBG: \$130,000
Description	Provide administrative support to the CDBG Program
Target Date	12/31/2016

	Estimate the number and type of families that will benefit from the proposed activities	Approximately 1160 low-moderate income people will benefit from the City of Beloit administering the CDBG program to fund public services in the community.
	Location Description	Activities will be performed at City Hall, 100 State Street, Beloit, WI.
	Planned Activities	Activities planned include administering the CDBG program and for the following programs/projects: <ul style="list-style-type: none"> • Fair Housing activities • Public Services • Housing Rehabilitation • Code Enforcement • Economic Development
3	Project Name	Housing
	Target Area	WESTSIDE NEIGHBORHOOD MERRILL NEIGHBORHOOD
	Goals Supported	Affordable Housing Improve Housing Stock
	Needs Addressed	Housing & Homelessness - Neighborhood Services Housing - Improve Substandard Housing
	Funding	CDBG: \$282,839
	Description	Provide rehabilitation assistance to eligible property owners
	Target Date	12/31/2016
	Estimate the number and type of families that will benefit from the proposed activities	Approximately 20 low-moderate income households will be assisted with housing rehab loan or lead hazard reduction grant funding for rehabilitation of their units.

	Location Description	Within the City of Beloit.
	Planned Activities	To provide loans and grant to low-income households to rehabilitate and improve their housing units.
4	Project Name	Economic Development
	Target Area	WESTSIDE NEIGHBORHOOD MERRILL NEIGHBORHOOD
	Goals Supported	Job Skills Training
	Needs Addressed	Community Development - Job Skills Training
	Funding	CDBG: \$0
	Description	Provide assistance to for-profit entities
	Target Date	12/31/2016
	Estimate the number and type of families that will benefit from the proposed activities	It is estimated that the Economic Development revolving loan program, the facade program, and the upper level rehab program will create or retain 5 jobs in 0215.
	Location Description	The City of Beloit.
	Planned Activities	The Economic Development Loan program which provides Downtown Beloit's Storefront Improvements program encourages Downtown Beloit property owners to make improvements and invest in their properties and businesses. Downtown Beloit's Upper Story Development program will encourage property owners to invest in their properties and create income producing spaces. The impact of creating these spaces will either produce more jobs Downtown or provide residential space for residents.
5	Project Name	Public Services
	Target Area	WESTSIDE NEIGHBORHOOD MERRILL NEIGHBORHOOD

Goals Supported	Affordable Housing Homeless Services Case Management Services Job Skills Training
Needs Addressed	Housing & Homelessness - Case Management Non-Homeless Sp Needs - Utility Assistance Non-Homeless Sp Needs - Case Management Non-Homeless Sp Needs - Systems Navigation Non-Homeless Sp Needs - Prevention Programs Non-Homeless Sp Needs - Transportation Community Development - Youth Programs Community Development - Job Skills Training Community Development - Consolidated Services Community Development - Transportation
Funding	CDBG: \$113,061
Description	Provide public services to the neediest populations
Target Date	12/31/2015
Estimate the number and type of families that will benefit from the proposed activities	It is anticipated that approximately 1150 low-moderate income people will be assisted through public service activities in 2015.
Location Description	The City of Beloit.

<p>Planned Activities</p>	<ul style="list-style-type: none"> • Community Action - Fatherhood Initiative and Skills Enhancement • Family Services - Beloit Domestic Violence Center: Emergency Housing • Family Services - Home Companion Registry for Senior Personal Care • Hands of Faith - Emergency Shelter for Homeless Families • HealthNet: Primary Care - Medical, Dental, Vision Clinic • Latino Service Providers Coalition – Hispanic Community Inclusion • Merrill Community Center - Youth and Senior Programs • Stateline Literacy Council - Hispanic Outreach for Comprehensive Literacy • Voluntary Action Center - Beloit Senior Chore Service
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Table 9 – Project Summary

AP-50 Geographic Distribution – 91.220(f)

Description of the geographic areas of the entitlement (including areas of low-income and minority concentration) where assistance will be directed

CDBG programming will be provided City-wide, with priority given to areas with minority or low-income concentrations. Areas of minority concentrations are census tracts where the percentage of racial minority population exceeds the overall percentage of racial minority population for the City of Beloit. According to our Analysis of Impediments, created in 2012, there are minority concentrations within census tracts 16, 17, 18, and 23. With the exception of census tract 16, the previously mentioned census tracts have been areas of minority concentration since 1990. The Analysis of Impediments also identified areas of Hispanic or Latino concentrations within census tracts 16, 17, 18, 19, and 23. Both minority concentrations and Hispanic or Latino concentrations tend to be in areas close to the center of the City, which is the oldest part of the City.

The 2005-2009 American Community Survey data shows low-income census tracts in the City of Beloit as 15, 16, 17, 18, and 21. All of these census tracts also have high concentrations of very-low income households. Roughly 26% of households in the City of Beloit are living at incomes at or below 30% of the County Median Income. However, the City will not be dedicating a set percentage of funds to any minority or low-income area.

Geographic Distribution

Target Area	Percentage of Funds

Table 10 - Geographic Distribution

Rationale for the priorities for allocating investments geographically

The City has defined Beloit's deteriorated and deteriorating areas as Census Tracts 16 and 18 and Census Tract 17, Block Group 1. Those Block Groups have a greater proportion of investor-owned properties, substandard lots, and code violations than the City as a whole, and they also have the lowest property values and the greatest residential density. They are also low- to moderate-income areas.

Discussion

The City of Beloit has developed a neighborhood strategy that includes partnering with non-profit organizations, using our CDBG funding to address the most pressing needs in neighborhoods, housing assistance program, property acquisition programs, code enforcement and public infrastructure improvements.

Affordable Housing

AP-55 Affordable Housing – 91.220(g)

Introduction

The City supports the development of affordable housing. The City currently provides funding to agencies such as Neighborhood Housing Services and Community Action that acquire and rehabilitate houses. Community Action offers some of these homes as rentals to low-moderate income households at Fair Market Rent. Both agencies sell these homes to low-moderate income households, which oftentimes results in mortgage payments that are less than current rents in the area.

The City of Beloit will support the following programs in 2016 in an effort to increase the availability of quality affordable housing:

- Housing Choice Voucher (Rent Assistance) Program - The program anticipates assisting 598 low income households in 2016.
- Public Housing Units – The program anticipates housing approximately 131 low-income households in Public Housing units in 2016.
- Owner and Rental Rehabilitation - The program anticipates assisting 30 low to moderate income households with owner and rental rehabilitation projects in 2016.

One Year Goals for the Number of Households to be Supported	
Homeless	20
Non-Homeless	500
Special-Needs	50
Total	570

Table 11 - One Year Goals for Affordable Housing by Support Requirement

One Year Goals for the Number of Households Supported Through	
Rental Assistance	800
The Production of New Units	0
Rehab of Existing Units	30
Acquisition of Existing Units	2
Total	832

Table 12 - One Year Goals for Affordable Housing by Support Type

Discussion

The City of Beloit will ensure that the affordable rental units are decent, safe and sanitary and meet local codes through its systematic rental inspection program.

The City of Beloit will provide financial resources for owner-occupants to maintain their homes, through the Housing Rehab Loan Program, and Beloit Senior Chore Service, and NHS's Homeownership Program.

The City of Beloit will provide financial resources for landlords to upgrade their rental units through the Housing Rehab Loan Program, and Lead Hazard Control Grant Program.

The City of Beloit will also support efforts by others to rehabilitate current tax credit projects or develop new tax credit projects.

AP-60 Public Housing – 91.220(h)

Introduction

The Beloit Housing Authority (BHA) will network with local agencies, departments, and businesses to inform the public of available services for extremely low-income, low-income, and moderate-income individuals.

Actions planned during the next year to address the needs to public housing

- The BHA will work with Neighborhood Housing Services (NHS) to provide homeownership opportunities for its resident.
- The BHA will work with community partners to provide volunteer opportunities for BHA residents and applicants, which exposes the extremely low-income, low-income, and moderate-income households to opportunities to increase their job training skills, people skills, and self-sufficiency.
- The BHA will market available programs through local newspapers and radio stations. BHA staff will attend area Senior, Health, and Family events.
- The BHA will encourage extremely low-income, low-income, and moderate-income families to utilize the least restrictive housing opportunities available to them. They have a choice of programs that include public housing, Section 8 rental assistance, Section 8 homeownership, and Family Self-Sufficiency.

Actions to encourage public housing residents to become more involved in management and participate in homeownership

The BHA will encourage residents to participate in the management of BHA through opportunities to serve on a resident council or the governing board, the Community Development Authority (CDA). There is currently one Public Housing resident on the CDA.

In addition, the BHA administers a Family Self-Sufficiency (FSS) program that is open to public housing and Housing Choice Voucher participants. The FSS program allows residents to set educational and career goals in order to allow them to increase their self-sufficiency and decrease their dependency on public assistance programs. As the FSS participant's income increases, their portion of the rent increases accordingly. The BHA will deposit the difference in this rental amount in an escrow account that the FSS participant can use for a down payment on a home upon successful completion of the program.

If the PHA is designated as troubled, describe the manner in which financial assistance will be provided or other assistance

The BHA is not designated as troubled.

Discussion

AP-65 Homeless and Other Special Needs Activities – 91.220(i)

Introduction

Describe the jurisdictions one-year goals and actions for reducing and ending homelessness including

Reaching out to homeless persons (especially unsheltered persons) and assessing their individual needs

- The City will continue to support and strengthen the limited resources of agencies that provide services and facilities for homeless persons in the City of Beloit.
- The City will continue to support Family Services Association and Community Action, Inc. and their transitional housing programs.
- The City will continue to support non-profits such as NHS and Family Services Association that provide programs to prevent foreclosures such as credit counseling and foreclosure prevention grants.
- The City will support programs that provide a comprehensive strategy to address clients' needs including case management, supportive housing, and client advocacy. The City is part of the Rock County Homeless Intervention Task Force which works to consolidate resources, financial and non-financial, to meet the needs of all of Rock County.

Addressing the emergency shelter and transitional housing needs of homeless persons

- The City will continue to support and strengthen the limited resources of agencies that provide services and facilities for homeless persons in the City of Beloit.
- The City will continue to support Family Services Association and Community Action, Inc. and their transitional housing programs.
- The City will support programs that provide a comprehensive strategy to address clients' needs including case management, supportive housing, and client advocacy.

Helping homeless persons (especially chronically homeless individuals and families, families with children, veterans and their families, and unaccompanied youth) make the transition to permanent housing and independent living, including shortening the period of time that individuals and families experience homelessness, facilitating access for homeless individuals and families to affordable housing units, and preventing individuals and families who were recently homeless from becoming homeless again

- The City will continue to support and strengthen the limited resources of agencies that provide services and facilities for homeless persons in the City of Beloit.
- The City will continue to support Family Services Association and Community Action, Inc. and

their transitional housing programs.

- The City will support programs that provide a comprehensive strategy to address clients' needs including case management, supportive housing, and client advocacy.

Helping low-income individuals and families avoid becoming homeless, especially extremely low-income individuals and families and those who are: being discharged from publicly funded institutions and systems of care (such as health care facilities, mental health facilities, foster care and other youth facilities, and corrections programs and institutions); or, receiving assistance from public or private agencies that address housing, health, social services, employment, education, or youth needs.

The City will continue to fund programs that provide financial assistance to individuals and families to prevent them from becoming homeless such as foreclosure prevention and emergency rental assistance identified through supportive case management.

The City will continue to support programs that provide rental assistance and supportive services to homeless persons or persons at risk of becoming homeless, such as Hands of Faith and Community Action.

The City will continue to support programs that provide credit counseling and foreclosure prevention programs.

The City will also continue serving on the Homeless Intervention Task Force Displacement Action Response Team, which provides a planned emergency response to mobilize resources in the event of a mass displacement of residents due to unfit conditions or condemnations.

Discussion

The City of Beloit does not receive HOPWA funds.

One year goals for the number of households to be provided housing through the use of HOPWA for:	
Short-term rent, mortgage, and utility assistance to prevent homelessness of the individual or family	N/A
Tenant-based rental assistance	N/A
Units provided in housing facilities (transitional or permanent) that are being developed, leased, or operated	N/A
Units provided in transitional short-term housing facilities developed, leased, or operated with HOPWA funds	N/A
Total	N/A

AP-75 Barriers to affordable housing – 91.220(j)

Introduction

Actions it planned to remove or ameliorate the negative effects of public policies that serve as barriers to affordable housing such as land use controls, tax policies affecting land, zoning ordinances, building codes, fees and charges, growth limitations, and policies affecting the return on residential investment

The City updated its Analysis of Impediments to Fair Housing in January of 2012. The report concluded that the City has and continues to meet the goals of affordable and fair housing. City staff will continue enforcement activity in 2015. The City's zoning and development regulations are comprehensive and progressive and pose no barrier to affordable and fair housing goals for the City.

Discussion

AP-85 Other Actions – 91.220(k)

Introduction

Actions planned to address obstacles to meeting underserved needs

One of the key obstacles to meeting the underserved needs in Beloit is lack of adequate funding or other non-financial resources to adequately address a particular problem. Insufficient funding precludes the City from appropriately addressing every worthy project and often includes allocating funding at less than an optimal amount. The City does not fund programs which duplicate the work of other programs.

Non-financial resource limitations include insufficient numbers of trained volunteers or staff to provide expertise and support for programs and language barriers. The City will also partner with the non-profits and others to consolidate resources. The City is part of the Rock County Homeless Intervention Task Force which works to consolidate resources, financial and non-financial, to meet the needs of all of Rock County.

Actions planned to foster and maintain affordable housing

The City of Beloit will ensure that the affordable rental units are decent, safe and sanitary and meet local codes through its systematic rental inspection program.

The City of Beloit will support efforts by others to rehabilitate current tax credit projects.

The City of Beloit will provide financial resources for owner-occupants to maintain their homes.

The City of Beloit will provide financial resources for landlords to upgrade their rental units.

Actions planned to reduce lead-based paint hazards

The Rock County Health Department will continue to refer families of children with high lead levels to the City of Beloit's program. We work jointly to solve these problems.

The City of Beloit will use its Lead Hazard Control Grant funds in conjunction with its housing rehabilitation funds. The lead funds will be used for the lead elements to make the house lead safe, and then the housing rehabilitation funds are used for other rehabilitation work needed to bring the home up to minimum property maintenance standards. The City received additional lead dollars in 2013, which will expire in November of 2016.

The City of Beloit Housing Services Division requires all contractors hired through the Housing Rehabilitation Loan program to be certified lead safe, ensuring all work completed in project homes is performed in a lead safe manner and with lead-free replacement products.

The City will continue to operate the Rental Inspection program. Every rental unit in the City is inspected at least once every three years by inspection officials who are trained as

Lead Hazard Investigators to look for lead risk in all units. If orders are written to correct a lead hazard, information is sent explaining how to fix the problem in a lead safe manner, and the property owner is cited if the lead issue is not corrected.

Actions planned to reduce the number of poverty-level families

Through local partnerships, the City is increasing employment while educating citizens and providing life improvement skills.

- The City will support programs that provide assistance to persons to increase their job skills and marketability.
- The Beloit Housing Authority will continue its Family Self-Sufficiency Program.
- The Beloit Housing Authority will continue to provide homeownership opportunities to Section 8 participants in cooperation with NHS.
- The City will support non-profit organizations that provide assistance and advocacy to low- and moderate-income residents.
- The City will use the Economic Development Revolving Loan Fund to increase the number of living wage jobs to low- and moderate-income persons in the community.

The Housing Authority requires all public housing residents to perform 8 hours of community service per month when the participating adult is unemployed. By doing this, adults are learning new skills, acquiring self confidence and opening doors for new opportunities.

The Housing Authority offers case management to families which includes budgeting classes, mentors, educational opportunities, and preferences with local employers. Through local partnerships, the City is increasing employment while educating citizens and providing life improvement skills.

Actions planned to develop institutional structure

The City of Beloit will work with non-profits, public institutions and the private sector to implement the Consolidated Plan and Annual Plan. The City will continue to utilize the Community Development Authority (CDA) for review of the Consolidated Plan, annual action plans, proposed CDBG funding and any CDBG budget amendments.

Actions planned to enhance coordination between public and private housing and social service agencies

The City is an active participant on several committees and boards including African American Infant Mortality Coalition, Homeless Education Action Team, and the Homeless Intervention Task Force. Additionally, a City Council member is appointed to the Community Action Board. The City also has a

good relationship with Rock County’s Community Development and Health departments, and the City Manager meets with Rock County officials on a regular basis.

Discussion

Program Specific Requirements

AP-90 Program Specific Requirements – 91.220(I)(1,2,4)

Introduction

Community Development Block Grant Program (CDBG)

Reference 24 CFR 91.220(I)(1)

Projects planned with all CDBG funds expected to be available during the year are identified in the Projects Table. The following identifies program income that is available for use that is included in projects to be carried out.

1. The total amount of program income that will have been received before the start of the next program year and that has not yet been reprogrammed	\$210,709
2. The amount of proceeds from section 108 loan guarantees that will be used during the year to address the priority needs and specific objectives identified in the grantee's strategic plan	0
3. The amount of surplus funds from urban renewal settlements	0
4. The amount of any grant funds returned to the line of credit for which the planned use has not been included in a prior statement or plan.	0
5. The amount of income from float-funded activities	0
Total Program Income	

Other CDBG Requirements

1. The amount of urgent need activities	0
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Discussion

ATTACHMENT A

2016 Community Development Block Grant Budget Spreadsheet

		2015 CDBG Award	2016 CDBG Request	2016 Staff Recommend ation	2016 CDA Recommend ation	2016 Council Approval
Public Service: 15% cap =		\$114,506				
1	Beloit Meals On Wheels - Home Delivered Meals Assistance	\$ -	\$ 15,000	\$ -		
2	Community Action - Fatherhood Initiative and Skills Enhancement	\$ 15,946	\$ 60,000	\$ 22,638		
3	Family Services - Beloit Domestic Violence Center: Emergency Housing	\$ 7,973	\$ 8,000	\$ 8,000		
4	Family Services - Home Companion Registry for Senior Personal Care	\$ 8,416	\$ 16,140	\$ 15,000		
5	Hands of Faith - Emergency Shelter for Homeless Families	\$ 6,976	\$ 9,500	\$ 9,500		
6	HealthNet: Primary Care - Medical, Dental, Vision Clinic	\$ 7,973	\$ 15,000	\$ 15,000		
7	Latino Service Providers Coalition - Hispanic Community Inclusion	\$ -	\$ 9,675	\$ 9,000		
8	Merrill Community Center - Youth and Senior Programs	\$ 15,946	\$ 30,000	\$ 15,000		
9	NHS - Homeownership: The Solution to Eliminating Blight in the City of Beloit	\$ 15,946	\$ -	\$ -		
10	Project 16:49 - Robin House Transitional Living Program	\$ -	\$ 20,000	\$ -		
11	Salvation Army: Supportive Services	\$ 4,983	\$ -	\$ -		
12	Salvation Army: Systems Navigator	\$ 7,973	\$ -	\$ -		
13	Stataline Literacy Council - Hispanic Outreach for Comprehensive Literacy	\$ 15,946	\$ 30,000	\$ 15,000		
14	Voluntary Action Center - Beloit Senior Chore Service	\$ 4,983	\$ 5,368	\$ 5,368		
Total Public Services		\$ 113,061	\$ 213,315	\$ 114,506	\$ -	\$ -
Surplus/Deficit		\$ -	\$ (98,809)	\$ 0	\$ -	\$ -
Planning and Program Administration: 20% cap =		\$152,582				
15	Fair Housing Activities	\$ 10,000	\$ -	\$ -		
16	Program Administration (No Application Needed)	\$ 135,000	\$ 130,000	\$ 130,000		
Total Planning and Program Administration		\$ 145,000	\$ 130,000	\$ 130,000	\$ -	\$ -
Code Enforcement						
17	Community Development Dept. - Code Enforcement / Inspection Program	\$ 50,000	\$ 127,000	\$ 127,000		
Total Code Enforcement		\$ 50,000	\$ 127,000	\$ 127,000	\$ -	\$ -
Housing Rehabilitation						
18	Community Development Dept. - Housing Rehabilitation Revolving Loan Program	\$ 169,377	\$ 250,000	\$ 178,494		
Total Housing Rehabilitation		\$ 169,377	\$ 250,000	\$ 178,494	\$ -	\$ -
Economic Development						
19	Downtown Beloit Association: Storefront Improvements	\$ 30,000	\$ -	\$ -		
20	Downtown Beloit Association: Upper Story Development	\$ 50,000	\$ -	\$ -		
Total Economic Development		\$ 80,000	\$ -	\$ -	\$ -	\$ -
GRAND TOTAL		\$ 557,438	\$ 720,315	\$ 550,000	\$ -	\$ -
CDBG Funds Available		\$ 557,438	\$ 550,000	\$ 550,000	\$ 550,000	\$ 555,000
Surplus/Deficit		\$ -	\$ (170,315)	\$ -	\$ 550,000	\$ 555,000
Estimated Program Income		2015 Projected Program Income	2016 Projected Program Income	2016 Staff Recommend ation	2016 CDA Recommend ation	2016 Council Approval
21	Economic Development Revolving Loan Fund	\$ 22,400	\$ 22,400	\$ 22,400		
22	Code Enforcement	\$ 82,109	\$ 82,109	\$ 82,109		
23	Housing Rehabilitation Revolving Loan Fund	\$ 104,365	\$ 104,000	\$ 104,000		
24	Neighborhood Housing Services	\$ 4,500	\$ 4,400	\$ 4,400		
Total Estimated Program Income		\$ 213,374	\$ 212,909	\$ 212,909	\$ -	
Total CDBG Budget		\$ 770,812	\$ 762,909	\$ 762,909	\$ 550,000	

Pub Service Cap = (2016 Grant + 2015 PI) x 15%	\$ 114,506
Planning Cap = (2016 Grant + 2016 PI) x 20%	\$ 152,582

**RESOLUTION
APPROVING THE 2016
HOME INVESTMENT PARTNERSHIP (HOME) BUDGET**

WHEREAS, the City of Beloit is expected to receive \$82,635.56 in HOME Investment Partnership (HOME) funds for City projects and \$65,238 in Community Housing Development Organization (CHDO) projects in 2016, and

WHEREAS, CHDO dollars are required to be expended on development activities and are recommended by the Community Development Authority to be used for acquisition-rehabilitation projects, and

WHEREAS, the City's owner-occupied housing rehabilitation loan program and acquisition-rehabilitation program are eligible HOME projects and are recommended by the CDA, and

WHEREAS, the recommended projects are consistent with the City's Consolidated Plan.

NOW THEREFORE BE IT RESOLVED, that the City Council of the City of Beloit, Rock County, Wisconsin, allocates the 2016 City HOME funds to the City's housing rehabilitation loan program for owner-occupied rehabilitation projects and/or acquisition-rehab projects and the 2016 CHDO funds to a CHDO who will complete acquisition-rehabilitation project(s) in Beloit.

Adopted this 2nd day of November, 2015.

BELOIT CITY COUNCIL

Charles M. Haynes, Council President

ATTEST:

Lorena Rae Stottler, City Clerk



CITY OF BELOIT REPORTS AND PRESENTATIONS TO CITY COUNCIL

Topic: Consideration of the 2016 HOME Investment Partnerships Proposed Budget

Date: November 2, 2015

Presenter(s): Julie Christensen

Department: Community Development Authority

Overview/Background Information:

In July 2001, the City of Beloit, Rock County and City of Janesville formed the Rock County HOME Consortium. This allows us to receive HOME funds directly from the Department of Housing and Urban Development (HUD) similar to CDBG.

Key Issues (maximum of 5):

1. According to HOME Investment Partnership Program guidelines, 15 percent of the HOME funds must be allocated to a Community Housing Development Organization (CHDO). In this HOME agreement, it was determined that this 15 percent would be allocated to a CHDO in Beloit. This agreement also established that the City of Beloit would receive 19 percent of the Consortium dollars awarded.
2. For 2016, we are estimating that the Consortium will receive \$434,924. Based on that budget, the City of Beloit's share would be \$82,635.56, and the CHDO share would be \$65,238.
3. On September 29, 2015, the Community Development Authority (CDA) recommended that the City's dollars be used to fund the City's Housing Rehabilitation Revolving Loan Fund for owner-occupied properties and/or acquisition-rehab projects, and the CHDO dollars be used for acquisition-rehabilitation project(s) in Beloit.

Conformance to Strategic Plan (List key goals this action would support and briefly discuss its impact on the City's mission.):

- Consideration of this request supports Strategic Goal #5.

Sustainability (Briefly comment on the sustainable long term impact of this policy or program related to how it will impact both the built and natural environment utilizing the four following eco-municipality guidelines.):

- **Reduce dependence upon fossil fuels** – Not applicable
- **Reduce dependence on chemicals and other manufacturing substances that accumulate in nature** – Not Applicable
- **Reduce dependence on activities that harm life sustaining eco-systems** – Not Applicable

- **Meet the hierarchy of present and future human needs fairly and efficiently** – The CDA has proposed funding projects which meet the present and future housing needs of our community.

Action required/Recommendation:

CDA recommends approval of the proposed resolution

Fiscal Note/Budget Impact:

Not Applicable

Attachments:

Resolution

RESOLUTION
APPROVAL OF 2016 BUSINESS IMPROVEMENT DISTRICT
OPERATING PLAN AND BUDGET

WHEREAS, the continued vitality of the Downtown Business district is necessary to retain existing business and attract new business to the City of Beloit; and

WHEREAS, declining public revenues emphasize the importance of assembling a viable public-private partnership to undertake revitalization of this district; and

WHEREAS, the continued management, promotion, and development of Downtown Beloit is necessary to insure continued success in the Downtown Revitalization program; and

WHEREAS, the Downtown Beloit Association has entered into its' twenty-ninth year as a Main Street organization with Beloit designated as a Main Street community; and

WHEREAS, section 66.1109 of the Wisconsin Statutes authorizes cities, villages and towns to adopt an operation plan for the development, redevelopment, maintenance, operation, and promotion of a business improvement district; and

WHEREAS, the Downtown Beloit Association Board of Directors approved the 2016 Operating Plan and Budget on October 22, 2015; and

WHEREAS, the estimated 2015 Business Improvement District assessment is \$113,047.42.

NOW, THEREFORE, BE IT RESOLVED, that the 2016 Operating Plan and Budget be approved.

FURTHERMORE, BE IT RESOLVED, that the City Manager is authorized to sign a letter of agreement with the Wisconsin Economic Development Corporation in 2016 to continue Beloit's designation as a Wisconsin Main Street Community.

Dated at Beloit, Wisconsin this 2nd day of November 2015

By:

Charles M. Haynes, Council President

ATTEST:

Lorena Rae Stottler, City Clerk

CITY OF BELOIT

REPORTS AND PRESENTATIONS TO CITY COUNCIL

Topic: Resolution approving the 2016 Business Improvement District Operating Plan and Budget

Date: Monday, November 2, 2015

Presenter(s): Shauna El-Amin

Department(s):

Economic Development

Overview/Background Information: In 1987, the Downtown Beloit Association (DBA) was formed. In 1988, the Business Improvement District (BID) was formed along with designating Downtown Beloit as a Main Street Community. The BID is an essential source of income for the DBA. The BID Assessment rate will remain the same at \$3.88/1000, where it has been since 2007. The BID boundaries will remain the same.

Key Issues (maximum of 5):

1. The estimated BID Assessment to be received in 2015 is \$113,047.42.
2. On October 22, 2015 the Downtown Beloit Association Board of Directors approved the Budget for 2016.

Conformance to Strategic Plan (List key goals this action would support and briefly discuss its impact on the City's mission.): This project clearly supports Goal #2 since it has the potential to create new jobs and will leverage new private investment. The project also supports Goal #4 as it supports community revitalization.

Sustainability (Briefly comment on the sustainable long term impact of this policy or program related to how it will impact both the built and natural environment utilizing the four following eco-municipality guidelines.):

- **Reduce dependence upon fossil fuels**
NA
- **Reduce dependence on chemicals and other manufacturing substances that accumulate in nature**
NA
- **Reduce dependence on activities that harm life sustaining eco-systems**
NA
- **Meet the hierarchy of present and future human needs fairly and efficiently**
The Business Improvement District is a powerful economic development tool used to leverage private investment and creation of good paying jobs. This organization invests in the historic core of our community and preserves the heritage and economic vitality of Downtown Beloit for generations to come.

If any of the four criteria are not applicable to your specific policy or program, an N/A should be entered in that space.

Action required/Recommendation: Staff recommends approval of the resolution.

Fiscal Note/Budget Impact: No impact on operating budget. Funded entirely through the BID.



2016

**BUSINESS IMPROVEMENT DISTRICT
OPERATING PLAN**

STATEMENT OF PURPOSE

Wisconsin Act 184 allows a city, upon petition of property owner, to create a Business Improvement District (BID) that enables property owners within that district to access themselves in order to maintain and enhance business viability by providing services to its' members by engaging in activities that can protect investments and enhance property values. As a result of this pooled assessment, there is a cost-benefit to individual property owners that affect parts of, or the whole district. It affords property owners a very real role in directing those affairs within the district which influence their investment and their environment.

Wisconsin Act 184 is a financial tool created by the State legislature that allows a municipality to levy a special assessment on business to pay for the development management, operation, maintenance and promotion of a defined BID. This is a critical tool for business people in Downtown Beloit in that it allows them to establish a strong organization in order to encourage and promote business development. Just as good schools, good parks, and good roads are essential for a balanced community, a prosperous Downtown serves the community as the financial center, service center, and special events center. It is a feature which all sectors of the community can take pride in and share.

A BID is the best source of funds that will allow the business people themselves to coordinate promotion, management and maintenance programs for the Downtown area. An improved central business district will create a positive image for not only those businesses within the district, but for the community as a whole.

BID'S RELATIONSHIP TO THE BELOIT COMPREHENSIVE PLAN

The Downtown Redevelopment Plan adopted by the Beloit City Council March 3, 2008 was developed by Vandewalle & Associates under the guidance of the Downtown Beloit Association and a Downtown Planning Committee with funding through the City's Community Development Block Grant. The Plan provides a vision and an implementation framework to guide redevelopment activities to shape the future of Downtown Beloit. The Plan provides recommendations for land use, building preservation, redevelopment, urban design, public improvements, and Plan implementation. The Downtown Redevelopment Plan was undertaken concurrently with the Beloit Comprehensive Plan and consequently, in addition to being a stand-alone document, the Plan is also considered an element of the Comprehensive Plan.

It is intended that the BID will complement the 2008 Comprehensive Plan as former BID's complemented the 1981 and 1998 Comprehensive Plans.

The following are five key Downtown redevelopment opportunities presented in the Plan:

1. **Urban Housing**: Attracting more residents to Downtown is a critical part of enlivening Downtown activity. Beloit offers an affordable cost of living which should be promoted as part of the Downtown housing initiative.
2. **Business Recruitment and Retention**: The DBA and other strategic partners should continue to play an active role to facilitate business recruitment and retention. Downtown Beloit draws from a retail market area of 100,000 people within a 10-mile radius, and its proximity to major population centers creates significant opportunity for Downtown to continue to grow as a regional destination.
3. **Strengthen Connections with Beloit College**: The DBA should build upon their strong relationship with Beloit College by partnering with them to forward several initiatives, including promoting Downtown housing, retail to serve the campus community.

4. Increase Corporate Involvement: Much of Beloit's success to date in redeveloping Downtown is attributable to public-private partnerships. Beloit corporations should continue to be sought as long-term partners to advance Downtown initiatives that benefit both the participating businesses and the community as a whole.
5. Riverfront Redevelopment: Downtown redevelopment should be focused, particularly in the initial stages, on the river. Riverfront uses should capitalize on river views and access—retail, residential, and entertainment uses in particular should be targeted. The relocation of Kerry Americas presents an opportunity to redevelop two riverfront sites in particular.

These references, along with others, show how the continued existence of the BID in Downtown Beloit will help to implement many of the goals that have been outlined in the comprehensive plan.

PROGRAM BENEFICIARIES

The BID program has been designed so that it will provide some benefit to all business interests within the district. There are many diversified interests existing within Downtown Beloit, therefore, a program has been created which will provide an equal amount of benefit to all groups which do business Downtown. The BID plan has been developed so that it will provide benefits to the following interests:

RETAILERS: Money generated through the BID assessment will be used to develop programs which will increase business activity in the Downtown area. A comprehensive promotional program, which will reinforce the existing promotional programs such as ArtWalk, Farmers' Market, Celebrate Weekend and Street Dance, Oktoberfest, Grand Lighted Holiday Parade, Halloween Parade & Party, Holidazzle and Fridays in the Park. Retailers will benefit from such activities as these will generate traffic and a feeling of activity in the Downtown.

Money budgeted for design improvements will be used for projects which will improve the visual image Downtown. The Sign Grant Program, Facade Grant Program, and the Design Assistance Program will directly assist retailers. The continuation of Project Clean Sweep will insure that the public spaces will be kept clean and well maintained. Retailers will benefit from these programs because as the Downtown becomes more attractive so shall their business.

An established business recruitment and retention campaign will continue to aid retailers in Downtown as it will aid existing businesses to be more competitive and bring in new businesses that will complement existing retail uses. New business startups will also help increase traffic.

SERVICE PROVIDERS: Service providers will benefit from the proposed promotional activities as some of these events have been designed to enhance their industry as well. A quality calendar of promotional events helps to animate the environment and build foot traffic.

Design improvements will reflect a positive image on the service providers as well as an improved visual image Downtown will complement the image of each private interest Downtown. As the public feels more confident and comfortable with the environment Downtown they will spend more time and more money there.

Service providers will benefit from the business recruitment program as new compatible retailers

and service providers are attracted to the Downtown. These new businesses will all be potential new customers and clients for the existing service providers.

INDUSTRIAL FIRMS: Industrial firms located Downtown will benefit from the BID promotional programs as these events will provide a source of recreation and entertainment for their employees. The additional improvements to the physical environment and the overall effect of creating an ambience Downtown will help make Downtown an attractive, clean and active business district which will reflect positively on a corporate image.

PROPERTY OWNERS: Property owners will also benefit from the BID activities. As the proposed promotional and design programs take effect, the vitality of the Downtown will increase and eventually this increased vitality will result in an increase in the value of property located Downtown. The property owner who is in possession of vacant property will benefit from the business recruitment program as it may provide that owner with the best opportunity to fill that space.

PROGRAM GOALS AND OBJECTIVES

In 1988 Beloit was officially designated as one of the State's first five Main Street communities. The Downtown Beloit Association will continue to follow the developmental model outlined by the Main Street four-point approach. The Downtown Beloit Association has developed a set of goals and objectives and has produced a comprehensive work plan that is updated regularly. The Board of Directors will be responsible for overseeing the implementation of the work plan and will ensure the Mission Statement, Goals and Objectives are carried out. The Board shall have all powers necessary or convenient to implement the operating plan, including the power to contract per State Statutes 66.608.

VISION STATEMENT:

Downtown Beloit is a culturally rich, vibrant, united neighborhood that promotes and reflects a balanced mix of businesses and an engaged community.

MISSION STATEMENT:

To attract and retain a business mix that cultivates economic and social prosperity.

OPERATIONS / EXECUTIVE COMMITTEE

GOAL: Partner, communicate and represent District members to advance the District.

OBJECTIVE: Strengthen Main Street Organization

OBJECTIVE: Diversify future funding

OBJECTIVE: Continue to refine parking policies

OBJECTIVE: Publish newsletter and/or broadcast communications to district

OBJECTIVE: Recognize projects and people who build and support Downtown Beloit

OBJECTIVE: Insure compliance with all federal, state, and local regulations

PROMOTIONS COMMITTEE

GOAL: Market Downtown Beloit as a place to live, work and play.

- OBJECTIVE: Plan, promote and implement Easter Eggstravaganza
- OBJECTIVE: Plan, promote and implement ArtWalk
- OBJECTIVE: Plan, promote and implement Farmers' Market
- OBJECTIVE: Plan, promote and implement Fridays in the Park
- OBJECTIVE: Plan, promote and implement Celebrate Weekend and Street Dance
- OBJECTIVE: Plan, promote and implement Halloween Costume Parade & Party
- OBJECTIVE: Plan, promote and implement Oktoberfest
- OBJECTIVE: Plan, promote and implement the Grand Lighted Holiday Parade
- OBJECTIVE: Manage and promote Merchant's Holiday Lighted Window Contest
- OBJECTIVE: Plan, promote and implement Holidazzle
- OBJECTIVE: Manage Showmobile

DESIGN COMMITTEE

GOAL: Continuously improve and preserve the appearance and character of the Downtown.

- OBJECTIVE: Provide design assistance
- OBJECTIVE: Develop programs that will improve the appearance of privately owned property
- OBJECTIVE: Maintain public areas
- OBJECTIVE: Manage Sign Grant program
- OBJECTIVE: Manage Façade Grant program
- OBJECTIVE: Nominate properties for local historic designation
- OBJECTIVE: Continue Hanging Baskets and Flower Urns program

ECONOMIC RESTRUCTURING COMMITTEE

GOAL: Strengthen and grow the District's economic base.

- OBJECTIVE: Continue business recruitment and retention programs
- OBJECTIVE: Implement marketing and business development projects
- OBJECTIVE: Publish online business directory
- OBJECTIVE: Develop Downtown marketing program

BOARD OF DIRECTORS

The Downtown Beloit Association will maintain a Board of Directors in conformance with the Wisconsin Act 184. This board will be responsible for the management of the BID. Responsibilities of the board include implementing the operating plan and preparing annual reports on the district. The board will also annually consider and make changes to the operating plan and submit the operating plan to the City Council for approval.

The day to day activities of the Board of Directors shall be governed by its By-Laws referred to in this plan.

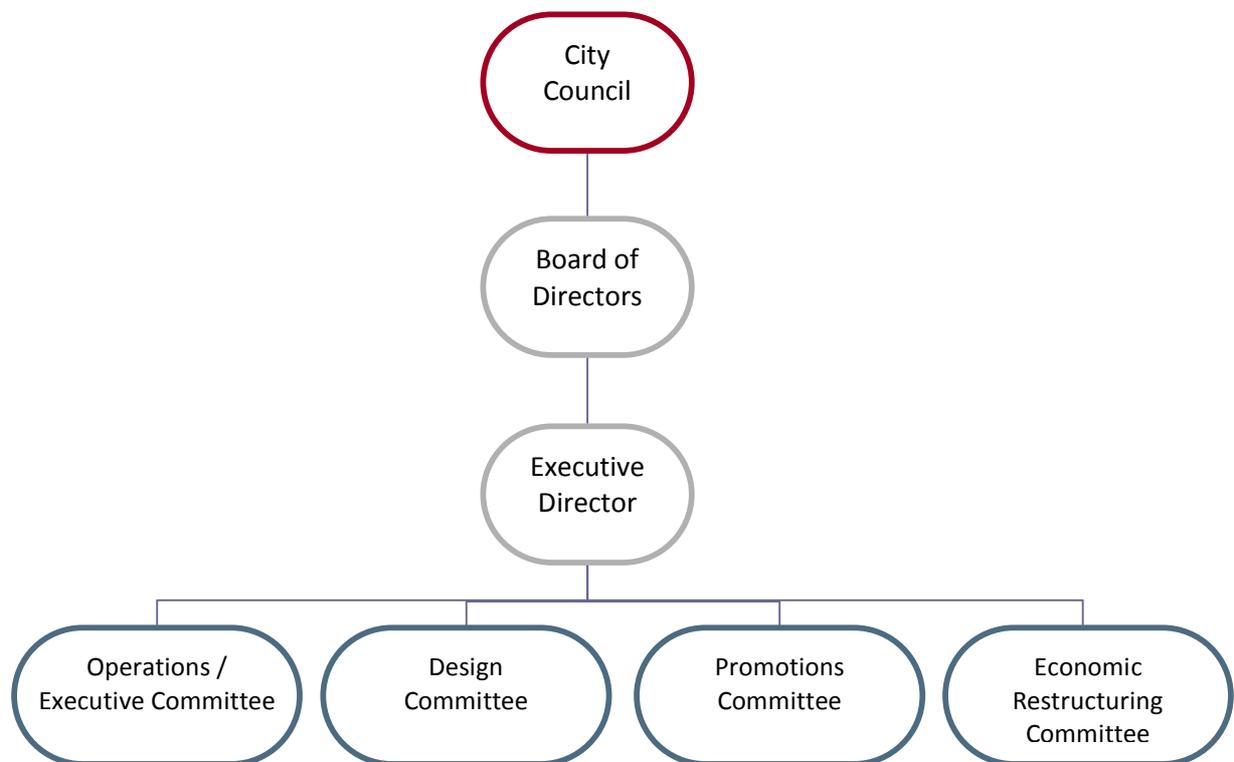
Furthermore, an Operations / Executive Committee will meet on a monthly basis to manage the day to day activities of the district. The Operations / Executive Committee will consist of the 4 (four) officers: Chairperson, Vice Chairperson, Secretary, and Treasurer. Other people on this committee will be the chair from each committee and the immediate Past Chairperson.

The board will consist of thirteen members, eight of which shall be property owners within the district. This board shall be appointed by City Council and shall serve staggered terms as designated by the City Council. The board should represent the following interest:

- Six (6) Owner Occupants
- Two (2) Non-Owner Occupants
- Two (2) Property Owners
- One (1) Resident Appointed at large
- One (1) Beloit College Representative
- One (1) Council Representative

In addition, board members should be representative of different areas within the district, as well as large and small business. The board will also conduct its affairs under the open meeting law and will keep minutes for public record.

STRUCTURE OF THE DOWNTOWN BELOIT ASSOCIATION



SPECIAL ASSESSMENT AND EXEMPTIONS

The projects proposed in the 2016 operating plan will be funded through a special assessment. Assessments to meet the BID budget will be levied against each property within the district based on its most recent equalized value. Properties used for commercial purposes and those used exclusively for manufacturing will be eligible for assessment. Real property used exclusively for residential purposes will not be assessed as required by Wisconsin Statute 66.608. Properties which are exempt from paying property taxes such as public utilities, non-profit organizations, religious institutions, and governmental bodies are also exempt from the special assessment.

The proposed assessment is \$3.88/1,000 of assessed valuation.

The only exception to this formula relates to the largest properties within the district with an assessed value of \$773,200 or more. In order to equalize the assessment as fairly as possible no property will be specially assessed over \$3,000. This policy has been adopted because these properties account for 71% of the total valuation of the BID properties. By establishing a special assessment ceiling of \$3,000 the assessment is distributed more evenly between all the properties.

In accordance with the Downtown Beloit Association's By-laws, the fiscal year for this plan begins January 1, 2016. The City of Beloit will assess Downtown properties and distribute those assessments to the Downtown Beloit Association's BID Board of Directors.

Clerical costs involved with the administration of the assessment shall be provided by the City of Beloit.

PROPOSED 2016 BUDGET

Income		
General Income		
100 · Miscellaneous Income		\$ 12,000.00
121 · City of Beloit - Assessment		\$ 113,047.42
128 · Investment Income		\$ 650.00
145 · Non-Assessed Member		\$ 800.00
207 · Interest Income (MM)		\$ 100.00
209 · Carry Over (estimated)		\$ 85,576.66
Total General Income		\$ 212,174.08
Design Income		
132 · Hanging Baskets		\$ 3,500.00
Total Design Income		\$ 3,500.00
Promotions Income		
103 · Annual Dinner		\$ 2,000.00
115 · Celebrate Downtown		\$ 38,000.00
117 · Holidazzle		\$ 3,000.00
118 · Grand Lighted Holiday Parade		\$ 1,500.00
126 · Showmobile		\$ 4,750.00
133 · Farmers' Market		\$ 42,500.00
136 · Fridays in the Park		\$ 10,000.00

	139 · ArtWalk	\$ 2,000.00
	148 · Halloween Parade	\$ 1,250.00
	155 · Easter Eggstravaganza	\$ 500.00
	156 · Oktoberfest	\$ 25,000.00
	Total Promotions Income	\$ 130,500.00
	Total Income	\$ 346,174.08
	Expense	
	300 · General Expenses	
	305 · Audit	\$ 4,000.00
	306 · Annual Meeting	\$ 2,500.00
	307 · Accounting Services	\$ 2,400.00
	309 · Conference/Training	\$ 3,000.00
	310 · Computer Replacement	\$ 500.00
	314 · DBA Director	\$ 62,000.00
	324 · Newsletter	\$ 500.00
	327 · Office Supplies	\$ 3,000.00
	330 · Postage	\$ 800.00
	336 · Rent/Utilities	\$ 12,000.00
	343 · Service Charges - City	\$ 4,300.00
	348 · Telephone	\$ 2,000.00
	354 · Truck Expense	\$ 700.00
	355 · Vision Center	\$ 500.00
	Total 300 · General Expenses	\$ 97,200.00
	399 · Economic Expenses	
	400 · CID Project	\$ 500.00
	405 · Web Site	\$ 500.00
	406 · Business Directory	\$ 1,500.00
	415 · Business Recruitment	\$ 500.00
	Total 399 · Economic Expenses	\$ 3,000.00
	499 · Design Expenses	
	500 · Design - Façade Grants	\$ 4,500.00
	512 · Project Clean Sweep - Salaries	\$ 12,000.00
	515 · Project Clean Sweep - Supplies	\$ 1,500.00
	518 · Sign Grant	\$ 2,000.00
	520 · Downtown Maintenance	\$ 2,000.00
	522 · Hanging Baskets	\$ 13,000.00
	523 · Banner/Brackets	\$ 1,000.00
	Total 499 · Design Expenses	\$ 36,000.00
	599 · Promotions Expense	
	333 · Promotions Coordinator	\$ 61,000.00
	609 · Celebrate Weekend	\$ 14,000.00
	611 · Grand Lighted Holiday Parade	\$ 3,000.00
	612 · Holidazzle	\$ 4,000.00
	618 · Farmers' Market	\$ 20,000.00
	621 · Fridays in the Park	\$ 9,000.00

	624 · Halloween	\$ 1,400.00
	625 - Easter Eggstravaganza	\$ 1,500.00
	626 · Oktoberfest	\$ 10,000.00
	635 · Showmobile	\$ 3,500.00
	649 · DBA T-shirts	\$ 400.00
	650 · Volunteer Recognition	\$ 300.00
	651 · Co-op Advertising	\$ 5,000.00
	652 · ArtWalk	\$ 3,000.00
	Total 599 · Promotions Expense	\$ 136,100.00
	Total Expense	\$ 272,300.00
	Less Carry Over	\$ 85,576.66
	Net Income	\$ (11,702.58)

CALCULATING THE ASSESSMENT

TOTAL BUDGET

Credits		
	Expected Income	\$ 147,550.00
	Balance Forward	<u>85,576.66</u>
Total Credits		\$ 233,126.66
Net Assessment @ \$3.88/1000		113,648.82
TOTAL		\$ 346,174.08

1989 Assessment was	\$3.21/1,000
1990-1992 Assessment was	\$3.04/1,000
1993-1995 Assessment was	\$3.25/1,000
1996-2003 Assessment was	\$3.58/1,000
2004-2006 Assessment was	\$3.73/1,000
2007-2015 Assessment was	\$3.88/1,000
2016 Assessment is	\$3.88/1,000



DOWNTOWN BELOIT ASSOCIATION

2016

WORK PLAN

VISION

Downtown Beloit is a culturally rich, vibrant, united neighborhood that promotes and reflects a balanced mix of businesses and an engaged community.

MISSION

To attract and retain a business mix that cultivates economic and social prosperity.

PRIORITY

Each objective is given a priority based on how important the objective is.

- 1= This would be an objective that the DBA relies heavily on for survival of the district.
- 2= This would be an objective that the DBA relies on, but will not make or break the district.
- 3= This would be an objective that the DBA does, but is a district benefit only.

2016
OPERATIONS / EXECUTIVE COMMITTEE

GOAL: Partner, communicate and represent District members to advance the District.

President: Peter Fronk, Turtle Creek Bookstore, 444 E. Grand Ave., 363-2375
Vice President: Renee' Kellogg, BMO Harris Bank, 500 E. Grand Ave., 364-3832
Secretary/Treasurer: Elaine Ribarich, First National Bank, 345 East Grand Avenue, 363-8021
Promotions Chair: Malinda Obershaw, Beloit Daily News, 149 State Street, 365-9208
Design Chair: Betsy Schmeichen, The Villager, 429 E. Grand Avenue, 365-6007
Economic Rest. Chair: Jason Braun, Brunton's Car Quest, 510 Broad Street, 365-0104

Meetings are typically held the third Thursday of the month at 8:30 am.

OBJECTIVE: Strengthen Main Street Organization				PRIORITY: 1
FINAL DEADLINE: Ongoing				
ACTIVITY	INDICATOR	RESPONSIBILITY	START-FINISH	INCOME/EXPENSE
Recruit volunteers	More Volunteers 5% by December	<ul style="list-style-type: none"> • Promotions Committee • Board • Executive Committee 	Ongoing	
Continue speakers program	Presentations lead to community knowledge and support	<ul style="list-style-type: none"> • Executive Director • Chairman of the Board 	Ongoing	
Manage seasonal volunteer clean up days	Good image builder and a more attractive, cleaner downtown	<ul style="list-style-type: none"> • Staff • Executive Committee 	May-October	
Sustain a strong board and working committees	Strong revitalization program	<ul style="list-style-type: none"> • Executive Director • Board 	Ongoing	
Develop a strong working arrangement with City	Strong private/public commitment shared goals and objectives	<ul style="list-style-type: none"> • Executive Director • Chairman of the Board • Executive Committee 	Ongoing	
Plan and implement annual meeting	Meeting is well attended by a broad cross-section of the downtown	<ul style="list-style-type: none"> • Executive Director • Board • Promotions Committee 	November-March	
Implement a monthly Board Chairs' meeting with other development agencies	Better cooperation and communication between Beloit Development agencies	<ul style="list-style-type: none"> • Executive Director • Board Chair 	Ongoing	

OBJECTIVE: Diversify Future Funding				PRIORITY: 1
FINAL DEADLINE: Ongoing				
ACTIVITY	INDICATOR	RESPONSIBILITY	START-FINISH	INCOME/EXPENSE
Develop 2013 BID Plan and budget	Good plan and acceptable budget	<ul style="list-style-type: none"> • Executive Committee • Board 	Fall	
Explore other funding sources	Additional or subsidized BID budget	<ul style="list-style-type: none"> • Promotions Committee • Executive Committee • Board 	Ongoing	
If necessary, lobby state legislature for continued funding for Main Street graduate communities	Beloit continues to receive Technical Assistance from State Main Street	<ul style="list-style-type: none"> • Executive Director • Board 	As needed	

OBJECTIVE: Insure Compliance With All Federal, State and Local Regulations				PRIORITY: 2
FINAL DEADLINE: Ongoing				
ACTIVITY	INDICATOR	RESPONSIBILITY	START-FINISH	INCOME/EXPENSE
Conduct BID Audit	Audit completed	<ul style="list-style-type: none"> • Board • Treasurer • Executive Director 	Winter-Spring	
Develop annual report	Report completed	<ul style="list-style-type: none"> • Executive Committee • Executive Director 	Winter	

OBJECTIVE: Publish Newsletter and/or Broadcast Communications to District				PRIORITY: 2
FINAL DEADLINE: Ongoing				
ACTIVITY	INDICATOR	RESPONSIBILITY	START-FINISH	INCOME/EXPENSE
Broadcast Communications to District	Improved community and business understanding of DBA program	<ul style="list-style-type: none"> • Executive Director • Promo Coordinator 	Ongoing	

OBJECTIVE: Recognize Projects and People Who Build and Support Downtown Beloit				PRIORITY: 2
FINAL DEADLINE: Ongoing				
ACTIVITY	INDICATOR	RESPONSIBILITY	START-FINISH	INCOME/EXPENSE
Consider initiating a volunteer recognition program	Volunteers recognized for good customer service	<ul style="list-style-type: none"> • Promotions Committee 	January-December	
Continue annual awards program	Award presented	<ul style="list-style-type: none"> • Executive Director / Staff • Executive Committee • Promotions Committee 	November-March	
Consider a Volunteer thank you event	Recognize everyone who was a DBA volunteer through the year	<ul style="list-style-type: none"> • Promotions Committee • Executive Director • Executive Committee 	November-March	

OBJECTIVE: Continue to Refine Parking Policies				PRIORITY: 3
FINAL DEADLINE: Ongoing				
ACTIVITY	INDICATOR	RESPONSIBILITY	START-FINISH	INCOME/EXPENSE
Monitor parking trends and amend parking policies as necessary	Parking policies that reflect the usage needs of Downtown	Executive Committee	As Needed	

**2016
PROMOTIONS COMMITTEE**

GOAL: Market Downtown Beloit as a place to live, work and play.

Chair: Malinda Obershaw, Beloit Daily News, 149 State Street, 364-9208
Peter Fronk, Turtle Creek Bookstore, 444 E. Grand Avenue, 363-2375
Kim Martindale
Mary Widder, Visit Beloit, I-90 Welcome Center, 728-4567
Dave Knutson, retired from Beloit College
Renee' Kellogg, BMO Harris Bank, 500 E. Grand Avenue, 364-3832
Danielle Clifton, 641 Church Street, 361-1014

Meetings are typically held the 2nd Tuesday of each month at 9 am.

OBJECTIVE: Plan, promote and implement Farmers' Market			PRIORITY: 1	
FINAL DEADLINE: May through October				
ACTIVITY	INDICATOR	RESPONSIBILITY	START-FINISH	INCOME/EXPENSE
Planning and Management of Event	Well organized season	Staff	January-May	
<ul style="list-style-type: none"> • Set rules and dates • Recruit new vendors • Farmer/Vendor Orientation • Activities • Plan and implement special events 	<ul style="list-style-type: none"> • Market grows with quality vendors • Market full to capacity • Well-attended event and high season sign up rate • Added entertainment and interest to event promoting higher attendance 	<ul style="list-style-type: none"> • Staff • Promotions Committee 	January-October	
<ul style="list-style-type: none"> • Public Relations • Marketing 	<ul style="list-style-type: none"> • Appropriate allocation of budget to best promote the market to the public • Write releases • Secure advertising 	<ul style="list-style-type: none"> • Promotions Committee • Staff 	May-October	
Survey market vendors	Was it a success? Determine what worked this year and what needs to be done next year	<ul style="list-style-type: none"> • Promotions Committee • Staff 	November	

OBJECTIVE: Plan, promote and implement Farmers' Market				PRIORITY: 1
FINAL DEADLINE: May through October				
ACTIVITY	INDICATOR	RESPONSIBILITY	START-FINISH	INCOME/EXPENSE
<ul style="list-style-type: none"> • Weekly set-up and on-site management of vendors • Secure Entertainment • Events layered in to enhance visitor experience 	<ul style="list-style-type: none"> • Event runs smoothly • Live music adds animation to event • Well-run and attended mini-events during market season 	<ul style="list-style-type: none"> • Staff/Market Manager • Promotions Committee 	March-October	

OBJECTIVE: Plan, promote and implement Celebrate Weekend and Street Dance				PRIORITY: 1
FINAL DEADLINE: August				
ACTIVITY	INDICATOR	RESPONSIBILITY	START-FINISH	INCOME/EXPENSE
Planning and Management of Event	Well organized weekend event	Staff	March-August	
<ul style="list-style-type: none"> • Scout for new bands • Set time and select entertainment • Recruit local restaurants to sell food • Recruit Businesses and Vendors to participate in Sidewalk Sale 	<ul style="list-style-type: none"> • Funk R&B regional/national high quality bands • Event booked with quality live music, contracts signed • Quality dinners served • Activities and Shopping fill the street during the day 	<ul style="list-style-type: none"> • Promotions Committee • Staff 	January-August	

OBJECTIVE: Plan, promote and implement Celebrate Weekend and Street Dance		PRIORITY: 1		
FINAL DEADLINE: August				
ACTIVITY	INDICATOR	RESPONSIBILITY	START-FINISH	INCOME/EXPENSE
Public Relations / Marketing	<ul style="list-style-type: none"> • Appropriate allocation of budget to best promote the market to the public • Secure advertising 	<ul style="list-style-type: none"> • Promotions Committee • Staff 	June-August	
<ul style="list-style-type: none"> • Set-up and on-site management of vendors and musicians • Volunteers on-site to set-up, manage gates, sell beer, manage money, clean up, manage ReCap workers 	<ul style="list-style-type: none"> • Event runs smoothly • Email blasts delivered • DBA volunteer presence on-site during event 	<ul style="list-style-type: none"> • Staff • Promotions Committee 	August	
Evaluate	<ul style="list-style-type: none"> • Was it a success? • Did we make money? • Determine what worked this year and what needs to be done next year 	<ul style="list-style-type: none"> • Promotions Committee • Executive Committee 	August	

OBJECTIVE: Plan, promote and implement Oktoberfest			PRIORITY: 1	
FINAL DEADLINE: September / October				
ACTIVITY	INDICATOR	RESPONSIBILITY	START-FINISH	INCOME/EXPENSE
Planning and Management of Event	Well organized event	Staff	April-October	
<ul style="list-style-type: none"> Scout for new bands Set time and select entertainment Recruit local restaurants to sell food Recruit Businesses and Vendors to participate in Sidewalk Sale 	<ul style="list-style-type: none"> High quality bands Event booked with quality live music, contracts signed Quality dinners served 	<ul style="list-style-type: none"> Promotions Committee Staff 	April-October	
Public Relations / Marketing	<ul style="list-style-type: none"> Appropriate allocation of budget to best promote the market to the public Secure advertising 	<ul style="list-style-type: none"> Promotions Committee Staff 	April-October	
<ul style="list-style-type: none"> Set-up and on-site management of vendors and musicians Volunteers on-site to set-up, manage gates, pour beer, manage money, clean up, manage ReCap workers 	<ul style="list-style-type: none"> Event runs smoothly Email blasts delivered DBA volunteer presence on-site during event 	<ul style="list-style-type: none"> Staff Promotions Committee 	October	

OBJECTIVE: Plan, promote and implement Oktoberfest				PRIORITY: 1
FINAL DEADLINE: September / October				
ACTIVITY	INDICATOR	RESPONSIBILITY	START-FINISH	INCOME/EXPENSE
Evaluate	<ul style="list-style-type: none"> • Was it a success? • Did we make money? • Determine what worked this year and what needs to be done next year 	<ul style="list-style-type: none"> • Promotions Committee • Executive Committee 	October	

OBJECTIVE: Plan, promote and implement Easter Eggstravaganza				PRIORITY: 2
FINAL DEADLINE: Easter Weekend				
ACTIVITY	INDICATOR	RESPONSIBILITY	START-FINISH	INCOME/EXPENSE
Planning and Management of Event	Well-Run and Attended Successful Event	<ul style="list-style-type: none"> • Staff • Promotions Committee 	February-April	
<ul style="list-style-type: none"> • Communications with Businesses • Gather Prizes and Giveaways 	Business Participation	<ul style="list-style-type: none"> • Promotions Committee • Downtown Businesses • Staff 	February-April	
Promote	Help Coordinate media announcement, Map of Businesses, Advertising	<ul style="list-style-type: none"> • Staff • Promotions Committee 	March-April	
Secure Event Games	Event runs smoothly	<ul style="list-style-type: none"> • Staff • Promotions Committee 	February-April	

OBJECTIVE: Plan, promote and implement Easter Eggstravaganza				PRIORITY: 2
FINAL DEADLINE: Easter Weekend				
ACTIVITY	INDICATOR	RESPONSIBILITY	START-FINISH	INCOME/EXPENSE
Evaluate	Was it a success?	<ul style="list-style-type: none"> • Promotions Committee • Executive Committee 	May	

OBJECTIVE: Plan, promote and implement ArtWalk				PRIORITY: 2
FINAL DEADLINE: May				
ACTIVITY	INDICATOR	RESPONSIBILITY	START-FINISH	INCOME/EXPENSE
Planning and Management of Event	Well-Run and Attended Successful Event	<ul style="list-style-type: none"> • Staff • Promotions Committee 	February-May	
<ul style="list-style-type: none"> • Communications with Businesses and Artists • Cultivating Artist List • Matching Businesses with Artists 	Business and Artist Participation	<ul style="list-style-type: none"> • Promotions Committee • Downtown Businesses • Staff 	February-May	
Promote	Help Coordinate media announcement, Map of Businesses, Advertising	<ul style="list-style-type: none"> • Staff • Promotions Committee 	March-May	
<ul style="list-style-type: none"> • Secure Trolley • Plan Trolley Route • Secure Entertainment 	Event runs smoothly	<ul style="list-style-type: none"> • Staff • Promotions Committee 	February-May	

OBJECTIVE: Plan, promote and implement ArtWalk				PRIORITY: 2
FINAL DEADLINE: May				
ACTIVITY	INDICATOR	RESPONSIBILITY	START-FINISH	INCOME/EXPENSE
Evaluate	Was it a success?	<ul style="list-style-type: none"> Promotions Committee Executive Committee 	June	

OBJECTIVE: Plan, promote and implement Fridays in the Park				PRIORITY: 2
FINAL DEADLINE: May through August				
ACTIVITY	INDICATOR	RESPONSIBILITY	START-FINISH	INCOME/EXPENSE
Planning and Management of Event	<ul style="list-style-type: none"> Well organized season Get calendars / posters out 	Staff	January-May	
<ul style="list-style-type: none"> Scout for new bands Set dates and select entertainment Recruit local restaurants to sell food for lunch 	<ul style="list-style-type: none"> Eclectic mix of musical styles and high quality bands Full season booked with quality live music, contracts signed Quality lunches served 	<ul style="list-style-type: none"> Promotions Committee Staff 	January-April	
Public Relations Marketing	<ul style="list-style-type: none"> Appropriate allocation of budget to best promote the market to the public write press releases secure advertising 	<ul style="list-style-type: none"> Promotions Committee Staff 	May-August	

OBJECTIVE: Plan, promote and implement Fridays in the Park				PRIORITY: 2
FINAL DEADLINE: May through August				
ACTIVITY	INDICATOR	RESPONSIBILITY	START-FINISH	INCOME/EXPENSE
<ul style="list-style-type: none"> Weekly set-up and on-site management of vendors and musicians Secure Entertainment 	<ul style="list-style-type: none"> Event runs smoothly Email blasts delivered weekly Live music adds animation to event 	<ul style="list-style-type: none"> Staff Promotions Committee 	February-August	
Evaluate	<ul style="list-style-type: none"> Was it a success? Determine what worked this year and what needs to be done next year 	<ul style="list-style-type: none"> Promotions Committee Executive Committee 	September	

OBJECTIVE: Plan, promote and implement Holidazzle				PRIORITY: 2
FINAL DEADLINE: December				
ACTIVITY	INDICATOR	RESPONSIBILITY	START-FINISH	INCOME/EXPENSE
Planning and Management of Event	Well-Run and Attended Successful Event	<ul style="list-style-type: none"> Staff Promotions Committee 	August-December	
<ul style="list-style-type: none"> Communications with Businesses and Artists Cultivating Artist List Matching Businesses with Artists 	Business and Artist Participation	<ul style="list-style-type: none"> Promotions Committee Downtown Businesses Staff 	August-December	

Promote	Help Coordinate media announcement, Map of Businesses, Advertising	<ul style="list-style-type: none"> • Staff • Promotions Committee 	October-December	
<ul style="list-style-type: none"> • Secure Trolley • Plan Trolley Route • Secure Entertainment 	Event runs smoothly	<ul style="list-style-type: none"> • Staff • Promotions Committee 		
Evaluate	Was it a success?	<ul style="list-style-type: none"> • Promotions Committee • Executive Committee 	December	

OBJECTIVE: Plan, promote and implement Halloween Costume Parade & Party			PRIORITY: 3	
FINAL DEADLINE: October				
ACTIVITY	INDICATOR	RESPONSIBILITY	START-FINISH	INCOME/EXPENSE
Manage Event	Well organized & well attended event	<ul style="list-style-type: none"> • Promotions Committee • Staff 	January-October	
<ul style="list-style-type: none"> • Costume parade • Trick or treat • Sponsors/Partners and Event Details • Secure Entertainment 	<ul style="list-style-type: none"> • Children & Families attending • Business Participation • Well-planned mini-events and support materials & financing 	<ul style="list-style-type: none"> • Promotions Committee • Downtown Businesses 	August-October	

OBJECTIVE: Plan, promote and implement Halloween Costume Parade & Party				PRIORITY: 3
FINAL DEADLINE: October				
ACTIVITY	INDICATOR	RESPONSIBILITY	START-FINISH	INCOME/EXPENSE
<ul style="list-style-type: none"> • Set-up and on-site management of families with children, activities and musicians • Ambassadors on-site to welcome visitors and secure crosswalks 	<ul style="list-style-type: none"> • Event runs smoothly • Email blasts delivered • Live music adds animation to event • DBA volunteer presence on-site during parade and at Farmers market 	<ul style="list-style-type: none"> • Promotions Committee • Staff 	September-October	
Promote	Coordinate media announcement and advertising	<ul style="list-style-type: none"> • Promotions Committee • Staff 	September-October	
Evaluate	Was it a success?	<ul style="list-style-type: none"> • Promotions Committee • Staff 	November	

OBJECTIVE: Plan, promote and implement Grand Lighted Holiday Parade				PRIORITY: 3
FINAL DEADLINE: November				
ACTIVITY	INDICATOR	RESPONSIBILITY	START-FINISH	INCOME/EXPENSE
Manage Event	Well organized & well attended event	<ul style="list-style-type: none"> • Promotions Committee • Staff 	January-October	

OBJECTIVE:		Plan, promote and implement Grand Lighted Holiday Parade			PRIORITY: 3
FINAL DEADLINE: November					
ACTIVITY	INDICATOR	RESPONSIBILITY	START-FINISH	INCOME/EXPENSE	
<ul style="list-style-type: none"> • Staging & Parade Route • Promote Float Participation • Sponsors/Partners and Event Details • Secure Entertainment 	<ul style="list-style-type: none"> • Volunteers and Logistics in place and parade runs smoothly • Businesses, Organizations, Churches and Families attending • Well-planned surrounding events and support materials & financing 	Promotions Committee	August-October		
Promote	Coordinate media announcement and advertising	<ul style="list-style-type: none"> • Promotions Committee • Staff 	September-October		
<ul style="list-style-type: none"> • Set-up and on-site management of event, activities and parade • Ambassadors on-site to welcome visitors and secure crosswalks 	<ul style="list-style-type: none"> • Event runs smoothly • Email blasts delivered • DBA volunteer presence on-site during parade and at Farmers market 	<ul style="list-style-type: none"> • Promotions Committee • Staff 	September-October		
Evaluate	Was it a success?	<ul style="list-style-type: none"> • Promotions Committee • Staff 	November		

OBJECTIVE: Manage and promote Merchant's Holiday Lighted Window Contest				PRIORITY: 3
FINAL DEADLINE: November				
ACTIVITY	INDICATOR	RESPONSIBILITY	START-FINISH	INCOME/EXPENSE
Communicate to District	Windows Lighted and Decorated by Thanksgiving	<ul style="list-style-type: none"> • Promotions Committee • Staff 	October-November	
Promote	Coordinate media announcement promoting winners	<ul style="list-style-type: none"> • Promotions Committee • Staff 	November	

OBJECTIVE: Manage Showmobile				PRIORITY: 3
FINAL DEADLINE: Ongoing				
ACTIVITY	INDICATOR	RESPONSIBILITY	START-FINISH	INCOME/EXPENSE
Establish usage guidelines	Well managed system	<ul style="list-style-type: none"> • DBA Staff • Finnegan's RV 	Ongoing	
Maintenance	Repair & upgrade as needed	<ul style="list-style-type: none"> • DBA Staff • Finnegan's RV 	Ongoing	
Promote availability for rental	Amount of use	<ul style="list-style-type: none"> • DBA Staff • Promotions Committee 	Ongoing	
Delivery & Retrieval	Response	<ul style="list-style-type: none"> • DBA Staff • Finnegan's RV 	Ongoing	
Evaluation	Community response and satisfaction	DBA Board	Ongoing	

**2016
DESIGN COMMITTEE**

GOAL: Continuously improve and preserve the appearance and character of the downtown.

Chair: Betsy Schmeichen, The Villager, 429 E. Grand Avenue, 365-6007
 Dick Hulburt, HKB Appraisals, 120 W. Grand Avenue, 365-1481
 Rick McGrath, 1747 Sherwood Drive SW, 299-3677
 Jody Wittnebel, The Castle, 501 Prospect Street, 346-3114
 Marie Strombeck, First National Bank, 345 E. Grand Avenue, 363-8068
 Susan Beck, The Villager, 429 E. Grand Avenue, 365-6007
 Sharon Daniels, Blackhawk Bank, 400 Broad St., 364-8911

Meetings are typically held the 3rd Wednesday of each month at 3:30 pm, as necessary.

OBJECTIVE: Provide Design Assistance				PRIORITY: 1
FINAL DEADLINE: Ongoing				
ACTIVITY	INDICATOR	RESPONSIBILITY	START-FINISH	INCOME/EXPENSE
Provide local services	Better quality design in improvements	Executive Director	Ongoing	
Provide design services from State Main Street Program	Better Quality design in improvements	<ul style="list-style-type: none"> • Executive Director • Main Street Design Specialist 	Ongoing	

OBJECTIVE: Develop Programs That Will Improve The Appearance of Privately Owned Property				PRIORITY: 2
FINAL DEADLINE: Ongoing				
ACTIVITY	INDICATOR	RESPONSIBILITY	START-FINISH	INCOME/EXPENSE
Educate property owners about design quality	Improved design awareness	Design Committee	Ongoing	
Promote all design improvements	Improved image downtown	Design Committee	Ongoing	
Distribute and promote design guidelines	Improved design awareness	Design Committee	Ongoing	
Distribute and promote design incentives brochure	Awareness of design programs	<ul style="list-style-type: none"> • Design Committee • Executive Director 	Ongoing	
Encourage investment in quality design projects	Building and facade renovations	<ul style="list-style-type: none"> • Executive Director • Design Committee 	Ongoing	

OBJECTIVE: Maintain Public Areas				PRIORITY: 2
FINAL DEADLINE: Ongoing				
ACTIVITY	INDICATOR	RESPONSIBILITY	START-FINISH	INCOME/EXPENSE
Upkeep of planters	Cleaner, more attractive downtown	<ul style="list-style-type: none"> • Staff • Design Committee 	Spring-Fall	
Direct "Project Clean Sweep"	Well directed and managed program	<ul style="list-style-type: none"> • Staff • Design Committee 	Spring-Fall	

OBJECTIVE: Nominate Properties for Local Historic Designation				PRIORITY: 2
FINAL DEADLINE: Ongoing				
ACTIVITY	INDICATOR	RESPONSIBILITY	START-FINISH	INCOME/EXPENSE
Identify properties	Nominate properties	Design Committee	Ongoing	

OBJECTIVE: Continue Hanging Baskets and Urns Program (includes Holiday)				PRIORITY: 2
FINAL DEADLINE: Spring and Fall				
ACTIVITY	INDICATOR	RESPONSIBILITY	START-FINISH	INCOME/EXPENSE
Formulate implementation and maintenance plan	Plan established	Design Committee	January-March	
Select and order baskets/urns and planting materials	<ul style="list-style-type: none"> • Materials chosen • Use RFP Process as necessary 	Design Committee	March	
Plant baskets/urns	Baskets/urns ready to be installed	Design Committee	March-May	
Hang baskets/Set urns	Public recognition	Design Committee	June	
Maintain baskets/urns	Baskets/urns remain attractive throughout the season	Design Committee	June-October	
Fundraise for Program	Program is Funded	Fundraising Committee	January-April	

OBJECTIVE: Manage Sign Grant Program				PRIORITY: 3
FINAL DEADLINE: Ongoing				
ACTIVITY	INDICATOR	RESPONSIBILITY	START-FINISH	INCOME/EXPENSE
Promote program	Awareness of availability	Design Committee	Ongoing	
Administer program	Grants awarded	Design Committee	Ongoing	
Promote projects	Public awareness	Design Committee	Ongoing	

OBJECTIVE: Manage Façade Grant Program				PRIORITY: 3
FINAL DEADLINE: Ongoing				
ACTIVITY	INDICATOR	RESPONSIBILITY	START-FINISH	INCOME/EXPENSE
Promote program	Awareness of availability	Design Committee	Ongoing	
Administer program	Grants awarded	Design Committee	Ongoing	
Promote Projects	Public awareness	Design Committee	Ongoing	

2016
ECONOMIC RESTRUCTURING COMMITTEE

GOAL: Strengthen and grow the District's economic base.

Chair: Jason Braun, Brunton's Car Quest, 510 Broad Street, 365-0104
Andrew Janke, City of Beloit, 100 State St., 364-6748
Karen McKee, BMO Harris Bank, 500 E. Grand Avenue, 364-3803
Meghan Moss, Blackhawk Bank, 400 Broad St., 364-8911

Meetings are typically held the 2nd Wednesday of each month at 3:30 pm.

OBJECTIVE: Continue Business Recruitment and Retention Programs				PRIORITY: 1
FINAL DEADLINE: Ongoing				
ACTIVITY	INDICATOR	RESPONSIBILITY	START-FINISH	INCOME/EXPENSE
Redevelopment Plan Implementation	Projects Initiated Awareness	<ul style="list-style-type: none"> • Economic Rest. Committee • Executive Director 	Ongoing	
Maintain Website	Up to date information	<ul style="list-style-type: none"> • Executive Director • Staff • Promotions Committee • Economic Rest. Committee 	Ongoing	
Recruit/Retain Look at Farmers' Market vendors for possible storefronts	Recruitment and Retention started	Economic Rest. Committee	Ongoing	
Track availability of buildings	Inventory of available space	<ul style="list-style-type: none"> • Economic Rest. Committee • Executive Director • Staff 	Ongoing	

OBJECTIVE: Implement Marketing and Business Development Projects				PRIORITY: 1
FINAL DEADLINE: Ongoing				
ACTIVITY	INDICATOR	RESPONSIBILITY	START-FINISH	INCOME/EXPENSE
Marketing and business development	Identify potential opportunities for use and development, packaging results to proactively market the property to a quality tenant, and develop an initial cash flow analysis (pro-forma).	Economic Rest. Committee	Ongoing	

OBJECTIVE: Encourage Investment in Upper Floor Housing				PRIORITY: 2
FINAL DEADLINE: Ongoing				
ACTIVITY	INDICATOR	RESPONSIBILITY	START-FINISH	INCOME/EXPENSE
Provide resource options for property owners	Present options and resources to property owners with regards to financing, contractors and other support services	Economic Rest. Committee	Ongoing	

OBJECTIVE: Publish Online Business Executive Directory				PRIORITY: 2
FINAL DEADLINE: Ongoing				
ACTIVITY	INDICATOR	RESPONSIBILITY	START-FINISH	INCOME/EXPENSE
Constantly update business changes in Downtown	Executive Directory remains current	<ul style="list-style-type: none"> • Staff • Economic Rest. Committee 	Ongoing	

OBJECTIVE: Develop Downtown Marketing Program			PRIORITY: 2	
FINAL DEADLINE: Ongoing				
ACTIVITY	INDICATOR	RESPONSIBILITY	START-FINISH	INCOME/EXPENSE
Assemble committee members & brainstorm	Campaign concept developed	<ul style="list-style-type: none"> • Staff • Economic Rest. Committee 	Winter	
Develop and implement program	Advertising product / program in the market	<ul style="list-style-type: none"> • Staff • Economic Rest. Committee 	Ongoing	
<ul style="list-style-type: none"> • Collaborate with Rock County 5.0* • Conduct business visits utilizing Rock County 5.0 questionnaire 	<ul style="list-style-type: none"> • Visits conducted; data collected and evaluated. • Presented to the board 	<ul style="list-style-type: none"> • Executive Director • Economic Rest. Committee 	Ongoing	
Evaluate	Was it a success	<ul style="list-style-type: none"> • Staff • Economic Rest. Committee 	End of Year	

*This collaboration is contingent upon funding from Rock County 5.0



DOWNTOWN BELOIT ASSOCIATION

2016 BUDGET PRESENTATION

Presented by:

Shauna El-Amin, Executive Director

Peter Fronk, Chairperson



~What We've Done In 2015~



16 New Businesses –
To Date



Sign Grant – Senz
Insurance



Sign Grant – State
Farm



Sign Grant - AccuLynx



Beloit College – 4
Interns



New Grant – Upper
Story Development
(CDBG)



New Grant – Storefront
Improvement Program
(CDBG)



SNAP 2013-\$2,122
2014-\$2,674
2015-\$3,518 (a/o Sept)





Private Investment Leveraged

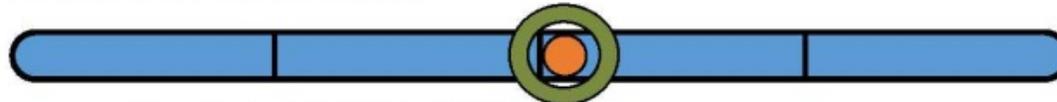


\$13,800.00 in 2014, \$38,037,900.00 planned for 2015

5-Year Goal

\$10 million in private investment

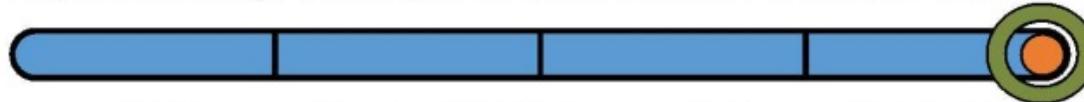
Residential Units Added



39 units in 2014, 1 in 2015

75 new or renovated units

Improved Image and Expanded market for Downtown Beloit Amenities



63% increase in main FB, 92% increase in Farmers' Market FB in 2014

45% increase in social media activity

Downtown Property Improvements



5 façade improvements in 2014, 2 in 2015

25 properties renovated or developed

Public Space Improvements



5 bike racks and 6 reindeer placed in 2014, 2 benches and 4 sculptures in 2015

Bike circulation program in place, updated streetscape elements; goal of 10

Improved Community Engagement



Business survey completed, database developed, 80% employment data reported

90% complete information in downtown database



Current Performance as of 9/24/15





~What's coming next~





~2016 Goals~

- Continue to improve board and committee member participation
- Continue to connect with the businesses
 - Continue bimonthly meetings with all businesses and property owners invited
 - Find out what they need from the DBA
 - Assist members to meet those needs
- Continue to add to every event
- Continue to add sponsors to every event
- Continue to update our website
- Continue to improve/expand marketing efforts
- Continue to collaborate with Vision Partners



~2016 Budget Summary~

Income:	
Revenue	\$147,550.00
Estimated Carryover from 2015	\$85,576.66
Net Assessment	<u>\$113,648.82</u>
Income and Assets Subtotal	\$346,174.08
Expenses:	
Organization	\$97,200.00
Economic Restructuring	\$3,000.00
Design	\$36,000.00
Promotions	<u>\$136,100.00</u>
Expense Subtotal	\$272,300.00





~Thank you!

- Any Questions / Comments?



**RESOLUTION APPROVING A SCHEDULE OF FEES,
CHARGES, AND RATES FOR BIG HILL CENTER**

WHEREAS, in the summer of 2015 the City of Beloit acquired Big Hill Center located at 1201 Big Hill Court, Beloit, WI 53511; and

WHEREAS, it is the intention to include Big Hill Center as a park facility for use and rental by the public; and

WHEREAS, §18.02(16) (c) of the Municipal Code of the City of Beloit provides that fees for the use of City park facilities shall be established by City Council resolution.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Beloit hereby approves and adopts the fees as outlined below and that said fees shall remain in full force until again set by the City Council.

SCHEDULE OF FEE CHANGES FOR BIG HILL CENTER

<u>Rentals</u>	<u>2015 Rate</u>
Lower Level Community Room w/kitchenette (resident)	\$150.00
Lower Level Community Room w/kitchenette (non-resident)	\$225.00
Lower Level Community Room w/kitchenette (non-profit)	\$ 50.00
Upper Level Conference Room (resident)	\$200.00
Upper Level Conference Room (non-resident)	\$300.00
Upper Level Conference Room (non-profit)	\$ 50.00
Upper Level Banquet Room (resident)	\$350.00
Upper Level Banquet Room (non-resident)	\$525.00
Upper Level Banquet Room (non-profit)	\$100.00

Dated at Beloit, Wisconsin this 2nd day of November, 2015.

CITY COUNCIL OF THE CITY OF БЕЛОIT

By _____
Charles M. Haynes, President

Attest:

Lorena Rae Stottler, City Clerk

CITY OF BELOIT

REPORTS AND PRESENTATIONS TO CITY COUNCIL



Topic: Resolution Approving Schedule of Fees, Charges, and Rates for Big Hill Center

Date: November 2, 2015

Presenter(s): Brian Ramsey, Director of Parks & Leisure Services Department(s): Public Works

Overview/Background Information:

The City of Beloit acquired the former Girls Scout Service Center building in Big Hill Park in June of 2015. Since acquiring the building, minor renovations and repairs have been completed in order to appropriately prepare for using this facility as another venue that the general public can rent for their personal use and special events (i.e. birthday parties, weddings, meetings, etc)

The Parks & Leisure Services Division plans to operate this facility in a similar fashion as the Rotary River Center by providing the general public with rental options.

Therefore, in order to begin marketing the facility and obtaining some possible rentals income before the end of the 2015, it will be necessary to establish a fee structure. The fees as outlined and proposed have been reviewed and recommended by the Park, Recreation and Conservation Advisory Commission.

Key Issues (maximum of 5):

1. The proposed fee structure has been reviewed and recommended for approval by the Park, Recreation and Conservation Advisory Commission.
 2. The proposed fee structure includes differential rates for resident, non-residents, and for not-for-profit (501(c)(3) of the Internal Revenue Code) groups.
 3. Rental fees are expected to generate modest revenue which will assist in offsetting operational costs of the facility.
 4. Marketing strategies will include a separate brochure which will highlight the rental space and outline rental fees.
 5. Reservations will be accepted at the Leisure Services Office.
-

Conformance to Strategic Plan (List key goals this action would support and briefly discuss its impact on the City's mission.):

Consideration of this request supports Strategic Goal #1, #4, and #5

Sustainability (Briefly comment on the sustainable long term impact of this policy or program related to how it will impact both the built and natural environment utilizing the four following eco-municipality guidelines.):

- Reduce dependence upon fossil fuels - NA
 - Reduce dependence on chemicals and other manufacturing substances that accumulate in nature - NA
 - Reduce dependence on activities that harm life sustaining eco-systems - NA
 - Meet the hierarchy of present and future human needs fairly and efficiently - Yes
-

If any of the four criteria are not applicable to your specific policy or program, an N/A should be entered in that space.

Action required/Recommendation:

The Parks & Leisure Services Division recommends approval and adoption of the proposed rental fees for Big Hill Center.

Fiscal Note/Budget Impact:

Projected rental revenue for in November and December of 2015 are expected to be between \$1,200 and \$2,100 (minimum). Exact figures will be dependent upon the number of rentals, which is estimated to be one rental per week/per room.

**RESOLUTION APPROVING CERTAIN CHANGES TO THE SCHEDULE OF FEES,
CHARGES, AND RATES FOR 2016 FOR THE CITY OF БЕЛОIT, WISCONSIN**

WHEREAS, the City of Beloit has the authority to establish reasonable fees for services provided or costs incurred in the administration of government; and

WHEREAS, the Municipal Code provides that fees shall be established by City Council resolution; and

WHEREAS, the City as part of the budget preparation process annually reviews municipal fees, charges, and rates related to costs and services provided by the various departments of the City; and

WHEREAS, the City manages numerous enterprise operations which are either fully or primarily supported through the establishment of user fees necessary to cover related costs for those services; and

WHEREAS, the proposed 2016 budget, including proposed fee adjustments was the subject of a public hearing held on October 19, 2015, wherein citizen comments were encouraged; and

WHEREAS, the City Council has determined that all of the recommended changes to the schedule of fees, charges, and rates set forth hereinafter are reasonable, equitable and necessary to cover the cost of various services included in the 2016 budget.

NOW, THEREFORE, BE IT RESOLVED that the City Council adopts and approves the recommended changes to the schedule of fees, charges, and rates as outlined in the following fee schedules, effective January 1, 2016. Said fees shall remain in full force until again set by the City Council.

SECTION 1. DEPARTMENT OF PUBLIC WORKS

A. SCHEDULE OF FEE CHANGES FOR LEISURE SERVICES

	<u>2015 Rate</u>	<u>2016 Rate</u>
1. Programs		
Softball Leagues	\$455.00	\$400.00
Late Registration Softball Leagues	\$480.00	\$425.00

B. SCHEDULE OF FEE CHANGES FOR KRUEGER POOL

1. Rentals		
Pool Rental Birthday Package	\$75.00	\$85.00

C. FEES FOR SOLID WASTE

1. Electronic Disposal Fee Televisions	<u>2015 Rate</u>	<u>2016 Rate</u>
		\$5.00

D. WASTEWATER FEE

1. Rates Inside the City	<u>2015 Rate</u>	<u>2016 Rate</u>
Residential – Customer Charge Monthly	\$6.30	\$6.49
Residential – Treatment Charge per 748 gallons	\$2.95	\$3.04
Commercial – Customer Charge Monthly	\$7.00	\$7.21
Commercial – Treatment Charge per 748 gallons	\$3.28	\$3.38
2. Rates Outside the City		
Residential & Commercial – Customer Charge Monthly	\$8.63	\$8.89
Residential & Commercial – Treatment Charge per 748 gallons	\$4.42	\$4.55

E. STORM WATER FEE

1. SFU	<u>2015 Rate</u>	<u>2016 Rate</u>
Single Family Unit - SFU is 3,347 sq. ft. of impervious surface - Monthly	\$3.00	\$3.50
Apartment Building or Condos - 3 or 4 units (.7 SFU) per unit - Monthly	\$2.10	\$2.60
Apartment Building or Condos - 5 or more units (.5 SFU) per unit – Monthly	\$1.50	\$2.00
All other type building - Calculated using SFU per SFU – Monthly	\$3.00	\$3.50

SECTION 2. DEPARTMENT OF COMMUNITY DEVELOPMENT

A. RENTAL PERMIT FEES

1. Permit	<u>2015 Rate</u>	<u>2016 Rate</u>
Rental Dwelling Permit – Annual	\$35.00	\$40.00

Dated at Beloit, Wisconsin this 2nd day of November 2015.

CITY COUNCIL FOR THE CITY OF БЕЛОIT

Charles M. Haynes, President

ATTEST:

Lorena Rae Stottler, City Clerk

RESOLUTION

Approving the Operating Budgets, Appropriating Funds, and Levying Property Taxes Necessary for the Operation and Administration of the City of Beloit for the Year 2016 including the 2016 Capital Improvement Budget; the Beloit Public Library Budget; and further authorizing the City Treasurer to spread the City Property Tax along with the Apportionments Certified for Other Jurisdictions upon the Current Tax Roll of the City

WHEREAS, the City Manager prepared the annual operating and capital improvement budgets for the City, which provide for the appropriation of funds necessary for all projected City operations and capital improvement needs for the fiscal year beginning January 1, 2016, and ending December 31, 2016; and

WHEREAS, the City also levies a property tax on all real and personal property located in the City to support the appropriations necessary to provide for City operations; and

WHEREAS, preparation for the 2016 budget began on July 6th of this year at a workshop where preliminary expenditure and revenue projections along with various budget assumptions were discussed with Councilors; and

WHEREAS, following that workshop the proposed operating and capital improvements budgets were completed and submitted to the Council on October 5, 2015, at which time a budget presentation was made that included proposed appropriation requests, revenue projections, a capital improvement program, and a proposed property tax levy, for Council review and consideration; and

WHEREAS, on October 12, 2015, a budget workshop was held with the Councilors where departments presented their budgets for each fund and operating division as well as the capital improvements budget; and

WHEREAS, on October 19, 2015, as is required by Wisconsin Statutes, Chapter 65, a Public Hearing was held on the proposed operating and capital improvements budgets where all interested parties were provided an opportunity to ask questions, make comments, and otherwise be heard regarding the proposed operating and capital improvements budgets for the year 2016; and

WHEREAS, the Council has now concluded its review of the proposed 2016 operating and capital improvements budgets, along with the proposed property tax levy, and finds it to be in the best interest for the health, safety, and welfare of the residents of the City of Beloit to adopt this resolution providing for the appropriations herein authorized and levying property taxes net of other revenue sources sufficient to cover the cost of those appropriations in the 2016 budget year.

NOW, THEREFORE, BE IT RESOLVED that there is hereby appropriated out of the General Government Funds of the City of Beloit for the year 2016, including those monies received from the General Property Tax Levy to the funds indicated and for the purposes stated herein the following amounts:

General Fund Expenditures

City Council	\$49,342
City Manager	296,837
City Attorney	396,574
Economic Development	256,918
Finance & Administrative Services	3,330,519
Police Department	11,518,510
Fire Department	7,500,051
Community Development	1,164,381
Department of Public Works	6,033,294
TOTAL EXPENDITURES	<u><u>\$30,546,426</u></u>

General Fund Revenues

Mobile Home Tax	\$15,000
Motel-Hotel Room Tax	73,000
Payments "In Lieu of" Tax	864,000
Other Taxes	527,000
Licenses & Permits	853,865
Fines & Forfeitures	1,078,200
State Aids - Transportation	1,941,620
State Shared Aidable Revenue	16,190,000
Expenditure Restraint Program	648,000
Other State Aids	82,270
Computer Exemption	55,000
Use of Money - Property	315,200
Departmental Earnings	759,171
Other General Revenue	75,100
Other Financing Sources (Use of Fund Balance)	<u>0</u>
Total Non-Property Tax General Fund Revenue	\$23,477,426
General Fund Property - Tax Levy	<u>7,069,000</u>
TOTAL REVENUES	<u><u>\$30,546,426</u></u>

Debt Service Fund Expenditures

Debt Service	<u>\$6,339,239</u>
TOTAL EXPENDITURES	<u><u>\$6,339,239</u></u>

Debt Service Fund Revenues

Other Financing Sources (Use of Fund Balance)	<u>1,570,085</u>
Total Non-Property Tax Revenue	\$1,570,085
Debt Service Property - Tax Levy	<u>4,769,154</u>
TOTAL REVENUES	<u><u>\$6,339,239</u></u>

Capital Fund Expenditures

CIP Engineering	\$549,650
Equipment Replacement	1,031,874
Computer Replacement	1,000
TOTAL EXPENDITURES	<u><u>\$1,582,524</u></u>

Capital Fund Revenues

Cash & Property	\$111,000
Departmental Earnings	1,390,946
Other Financing Sources	80,578
TOTAL REVENUES	<u><u>\$1,582,524</u></u>

Enterprise Fund Expenditures

Golf Course	\$464,258
Cemeteries	341,041
Water Utility	6,154,189
Wastewater Utility	6,965,601
Storm Water Utility	1,114,528
Ambulance	1,127,604
Transit	2,048,122
TOTAL EXPENDITURES	<u><u>\$18,215,343</u></u>

Enterprise Fund Revenues

Licenses & Permits	\$1,000
Fines & Forfeitures	358,245
Intergovernmental Aids & Grants	1,167,273
Cash & Property Income	323,748
Departmental Earnings	15,277,959
Other Revenue	11,590
Other Financing Sources	412,695
Total Non-Property Tax Revenue	\$17,552,510
Property - Tax Levy	662,833
TOTAL REVENUES	<u><u>\$18,215,343</u></u>

Special Revenue Funds Expenditures

Police Grants	\$539,900
SAFER Grant	282,838
Community Development Block Grant	762,909
HOME Program	209,475
MPO Traffic Engineering	278,000
Park Impact Fees	7,241
TID #5 - Downtown Overlay	1,141,453
TID #6 - Beloit 2000 Riverfront	995,629
TID #8 - Industrial Park	166,478
TID #9 - Beloit Mall	179,934
TID #10 - Gateway Ind. Park	4,508,003
TID #11 - Industrial Park	224,479
TID #12 - Frito Lay	83,342
TID #13 - Milwaukee Road	581,017
TID #14 4th Street Corridor	76,822
Solid Waste Collection	2,494,733
Library	2,275,433
TOTAL EXPENDITURES	<u><u>\$14,807,686</u></u>

Special Revenue Funds Revenues

Intergovernmental Aids & Grants	\$2,417,804
Cash & Property Income	118,403
Departmental Earnings	2,552,383
Other Revenue	136,462
Other Financing Sources	134,676
Total Non-Property Tax Revenue	<u>\$5,438,728</u>
TID Tax Increment	\$7,432,081
Property - Tax Levy - Grants	\$156,000
Property - Tax Levy - Library	1,780,877
TOTAL REVENUES	<u><u>\$14,807,686</u></u>

Internal Service Fund Expenditures

Liability Insurance	\$1,698,464
Health & Dental Plan	8,639,034
Equipment Operation & Maintenance	1,342,223
TOTAL EXPENDITURES	<u><u>\$11,679,721</u></u>

Internal Service Fund Revenues

Departmental Earnings	\$11,529,649
Other Revenues	150,072
TOTAL REVENUES	<u><u>\$11,679,721</u></u>

2016 Operating Budget Summary

General Fund	\$30,546,426
Debt Service	6,339,239
Non-CIP Capital Funds	1,582,524
Enterprise Funds	18,215,343
Special Revenue Funds	14,807,686
Internal Service Funds	11,679,721
Total Budget Before CIP Plan	<u><u>\$83,170,939</u></u>

BE IT FURTHER RESOLVED that the 2016 CIP and Capital Improvement Budget containing capital projects necessary for the betterment of the community, is hereby approved and appropriations, which shall remain in effect until completion of the project, are authorized for the total amount of \$13,258,105 funded as follows:

Capital Improvement Budget Revenues

GO Debt	\$5,004,871
Fund Balance	2,557,000
Equipment Fund	2,554,546
State/Federal Grants/Aide	1,761,447
Special Assessments	195,000
Operating Budget	1,156,000
Other Financing Sources	29,241
TOTAL REVENUES	<u><u>\$13,258,105</u></u>

Capital Improvement Budget Expenditures

Infrastructure Improvements	\$3,943,000
Development & Redevelopment	4,594,592
Building & Grounds	1,128,500
Capital Equipment	3,469,943
Financing of Issue	122,070
TOTAL EXPENDITURES	<u><u>\$13,258,105</u></u>

BE IT FURTHER RESOLVED that there is hereby levied a property tax totaling the sum of \$14,437,864 from all the taxable properties in the City of Beloit as returned by the City Assessor in the year 2015 for the use and purpose as set forth in the budget above; which, once collected, shall be distributed to the funds as stipulated below:

General Fund	\$7,069,000
Debt Service Fund	4,769,154
Transit Fund	584,719
Cemeteries Fund	28,114
Golf Course Fund	50,000
Beloit Public Library Fund	1,780,877
Police - OJA Beat Patrol Grant	40,000
Police - School Resource Officers Grant	90,000
MPO Traffic Engineering Grant	26,000
Total Property Tax Levy	<u><u>\$14,437,864</u></u>

BE IT FURTHER RESOLVED that there is levied upon the following taxing districts, for purposes of financing the projects and expenditures of Tax Incremental Financing Districts Nos. 5, 6, 8, 9, 10, 11, 12, 13, and 14 the following estimated amounts. The final amounts will be determined once the apportionments are received from the other taxing districts.

TIF District No. 5	\$1,053,561
TIF District No. 6	884,842
TIF District No. 8	133,375
TIF District No. 9	145,649
TIF District No. 10	4,336,187
TIF District No. 11	216,724
TIF District No. 12	34,846
TIF District No. 13	556,736
TIF District No. 14	70,161
Total	<u><u>\$7,432,081</u></u>

BE IT FURTHER RESOLVED that the City Treasurer is hereby authorized and directed to spread the City Property Tax upon the current tax roll of the City of Beloit with the actual apportionments certified by other taxing districts.

BE IT FURTHER RESOLVED that a 1.0% cost of living salary and wage increase shall be effective January 1, 2016, for all non-represented employees.

Dated at Beloit, Wisconsin, this 2nd day of November 2015.

BELOIT CITY COUNCIL

Charles M. Haynes, President

ATTEST:

Lorena Rae Stottler, City Clerk

RESOLUTION ACCEPTING 2015 TRANSIT DEVELOPMENT PLAN

WHEREAS, the City owns and operates a public mass transit system known as the Beloit Transit System for the benefit of the community, its residents and guests; and

WHEREAS, the Federal Transit Administration (“FTA”) (49 U.S.C. 5303) requires all FTA-funded activities to be included in a continuing, comprehensive, and cooperative (“3C”) multimodal transportation planning process; and

WHEREAS, the attached Transit Development Plan satisfies these requirements for the Beloit Transit System and should be updated every five years; and

WHEREAS, the Stateline Area Transportation Study (SLATS) funded 100% of the cost of the Transit Development Plan; and

WHEREAS, the City contracted with Nelson/Nygaard Consulting Associates, Seattle, WA in October of 2014 to prepare a Transit Development Plan; and

WHEREAS, the City held various meetings with stakeholders in November of 2014 to receive their input and discuss the proposed plan; and

WHEREAS, the City held public input meetings on February 18, 2015, occurring at the Transit Transfer Center and the Beloit Public Library to receive input and discuss the proposed plan.

NOW, THEREFORE, BE IT RESOLVED that the City Council for the City of Beloit hereby accepts the Transit Development Plan as prepared and submitted and agrees that the Plan will be utilized as a flexible planning tool for possible future transit needs.

Adopted this 2nd day of November, 2015.

CITY COUNCIL FOR THE CITY OF БЕЛОIT

Charles M. Haynes, President

ATTEST:

Lorena Rae Stottler, City Clerk

CITY OF BELOIT

REPORTS AND PRESENTATIONS TO CITY COUNCIL

Topic: Acceptance of the 2015 Transit Development Plan (TDP)

Date: November 2, 2015

Presenter(s): Michelle Gavin

Department(s): Public Works/Transit

Overview/Background Information:

The Federal Transit Administration (FTA) (49 U.S.C. 5303) requires all FTA funded activities to be included in a continuing, comprehensive, and cooperative (3C) multimodal transportation planning process. The TDP satisfies these requirements for the Beloit Transit System and should be updated every five years. Accepting the plan does not automatically implement the plan's recommendations.

Key Issues (maximum of 5):

1. The TDP evaluated the existing system as a whole including operations, capital, regular daytime fixed routes, tripper routes, the Beloit-Janesville Express (BJE) which is jointly operated with the Janesville Transit System and contracted paratransit service. It included evaluation of timing, routes, stops, ridership, underserved/potential customers and other factors.
 2. Based on these findings, the TDP makes recommendations for service restructuring to improve the responsiveness of BTS services to community needs within existing and anticipated fiscal constraints. This included evaluating and recommending interlinking routes outside of the transfer center.
 3. The TDP provides strategies and an implementation plan to achieve the plan's recommendations.
 4. Additional public involvement and input along with Council review and action will be required prior to implementing major route modifications, major service changes, and fare increases.
-

Conformance to Strategic Plan (List key goals this action would support and briefly discuss its impact on the City's mission):

As an eco-municipality, focus on the sustainable stewardship of City resources, services and infrastructure; to protect both our built and natural environment, enhance the quality of life for current and future generations.

Sustainability (Briefly comment on the sustainable long term impact of this policy or program related to how it will impact both the built and natural environment utilizing the four following eco-municipality guidelines):

- **Reduce dependence upon fossil fuels** – YES. Public transit uses between one fifth and one half of the amount of energy per passenger mile that automobiles use
 - **Reduce dependence on chemicals and other manufacturing substances that accumulate in nature** – N/A
 - **Reduce dependence on activities that harm life sustaining eco-systems** – YES
 - **Meet the hierarchy of present and future human needs fairly and efficiently** – YES
-

Action required/Recommendation:

Transit recommends that Council accept the 2015 Transit Development Plan. Prior to implementation of any changes to the system, a public hearing must occur, as provided in "*BTS Fare Policy and Public Participation Procedures.*" The first notice of the public hearing, held at a regular City Council meeting, shall be advertised at least thirty (30) days in advance on the proposed changes.

Fiscal Note/Budget Impact:

Recommendations will be incorporated into future years' budget as the plan is implemented.

Attachments:

Final Transit Development Plan 2015 by consulting firm Nelson\Nygaard.



Beloit Transit Development Plan

Final Report

October 2015



Disclaimer

The Beloit Transit Development Plan was developed for the Beloit Transit System, a division of the City of Beloit, with funding administered through the Stateline Area Transportation Study (SLATS). SLATS is the Metropolitan Planning Organization federally recognized to coordinate and conduct transportation planning for the Beloit Urbanized Area as designated by the US Census Bureau.

This plan was prepared with Federal Funds, but does not necessarily reflect the official views or policy of the U.S. Department of Transportation.

The Beloit Transit Development Plan was accepted by Beloit City Council on **October XX, 2015**.

Beloit City Council

Chuck Haynes, President

Sheila De Forest, Vice President

Regina D. Hendrix

Ana Kelly

Charles T. Kincaid

David F. Luebke

Marilyn Sloniker

Acknowledgements

Project Team

James Gamez, Nelson\Nygaard Consulting Associates
Victor Stover, Nelson\Nygaard Consulting Associates
Thomas Wittmann, Nelson\Nygaard Consulting Associates
Michelle Gavin, Beloit Transit System

Project Stakeholders

Special thanks to community members who participated in stakeholder discussions and provided invaluable information during plan development.

Gary Bersell, KANDU Industries
Regina Dunkin, Merrill Community Center
Tammy DeGarmo, Project 16:49
Donna Goldsmith, Rock-Walworth Comprehensive Family Services Head Start
Patty Hansberry, Retired and Senior Volunteer Program of Rock County
Marline Holmes, Women's Fund of the Stateline Community Foundation
Steve Howland, Interested Citizen
Jeff Hoyt, Hands of Faith
Charles T. Kincaid, Beloit City Council
Sandra Kincaid, Women's Fund of the Stateline Community Foundation
Janelle Marotz, School District of Beloit
Stacy Nemetz, School District of Beloit
Cecilia Ramirez, Latino Service Providers Coalition
Travis Schueler, Rock Valley Community Programs
Robin Stuht, School District of Beloit
Carol Wickersham, Duffy Community Partnerships
Shirley Williams, Interested Citizen

SLATS Staff

T.J. Nee, Stateline Area Transportation Study
Jason Dupuis, City of Beloit

Table of Contents

		Page
1	Executive Summary	1-1
	Introduction.....	1-1
	Plan Development.....	1-2
2	Demographic and Economic Analysis	2-1
	Population and Employment Density.....	2-1
	Demographic Characteristics.....	2-6
	Transit Propensity Index	2-13
3	Document and Policy Review	3-1
4	Peer Review.....	4-1
	Summary.....	4-8
5	Fixed-Route System Overview	5-1
	Routes.....	5-1
	Service Levels	5-2
	Transit Centers.....	5-2
	Fare Structure	5-3
	Historical Trends.....	5-4
6	Route Summaries.....	6-1
	Route 1	6-2
	Route 2.....	6-3
	Route 3.....	6-4
	Route 4.....	6-6
	Beloit – Janesville Express	6-7
7	School Tripper Analysis.....	7-1
	Overview	7-1
	Routes.....	7-1
8	Operator Feedback	8-1
9	Community Input.....	9-1
	On-Board Survey.....	9-1
	Identification of Community Stakeholders	9-6
	Stakeholder Discussions	9-7
10	Service Alternatives and Public Feedback	10-1
	Cost-Constrained Service Alternatives	10-1
	Service Reduction Alternative.....	10-4
	Public Meetings	10-6
	Online Survey	10-7
11	Recommended Service Changes	11-1
	Service Recommendation Inputs.....	11-1
	Key Issues Addressed.....	11-1
	Service Recommendations.....	11-3
	School Tripper Recommendations.....	11-9
	Summary of Recommended Service Changes.....	11-10
	Service Equity Analysis	11-13
	Service Change Process.....	11-14
12	Financial and Capital Plan.....	12-1
	Fare Structure	12-2
	Potential Funding Sources	12-4

Beloit-Janesville Express Funding	12-5
Capital Plan.....	12-6
Operating and Capital Budget.....	12-9
Additional Capital Improvements.....	12-10
13 Future Service Expansion.....	13-1
Travel Demand.....	13-1
Potential New Services.....	13-6
Potential Census 2020 Outcomes.....	13-6
14 Performance Metrics	14-1
15 Bus Stop Guidelines.....	15-1

Appendix A: Route Scorecards

Appendix B: Route Boarding & Alighting Maps

Appendix C: Tripper Route Boarding & Alighting Charts

Appendix D: List of Invited and Participating Stakeholders

Table of Figures

	Page
Figure 1 Population Density (2010).....	2-3
Figure 2 Employment Density (2010).....	2-4
Figure 3 Major Employers in Greater Beloit.....	2-5
Figure 4 Senior Population Density (65 or Older) - 2010.....	2-8
Figure 5 Youth Population Density (Ages 10 – 17) - 2010.....	2-9
Figure 6 Median Household Income (2010).....	2-10
Figure 7 Population in Poverty (2010).....	2-11
Figure 8 Zero Vehicle Households.....	2-12
Figure 9 Transit Propensity Index.....	2-14
Figure 10 City of Beloit Comprehensive Plan Transportation System Improvements.....	3-2
Figure 11 SLATS Recommended Crosstown Route.....	3-3
Figure 12 Peer Review Agencies.....	4-1
Figure 13 Peer System Locations.....	4-2
Figure 14 Performance Indicators.....	4-3
Figure 15 Passenger Trips.....	4-4
Figure 16 Revenue Hours.....	4-4
Figure 17 Revenue Miles.....	4-4
Figure 18 Effectiveness Measures.....	4-5
Figure 19 Passenger Trips per Revenue Hour.....	4-5
Figure 20 Average Age of Fixed-Route Vehicles.....	4-6
Figure 21 Efficiency Measures.....	4-6
Figure 22 Operating Cost per Passenger Trip.....	4-7
Figure 23 Operating Cost per Revenue Hour.....	4-7
Figure 24 Farebox Recovery.....	4-8
Figure 25 Weekday Service Span and Headway.....	5-2

TRANSIT DEVELOPMENT PLAN | FINAL REPORT
City of Beloit

Figure 26	Saturday Service Span and Headway	5-2
Figure 27	Fare Structure	5-3
Figure 28	Operating Trends	5-4
Figure 29	Annual Ridership, 2009 - 2013.....	5-5
Figure 30	Passengers per Revenue Hour, 2009 - 2013	5-5
Figure 31	Total Weekday Boardings by Route.....	5-6
Figure 32	Total Boardings per Service Hour by Route.....	5-6
Figure 33	On-Time Performance by Route	5-7
Figure 34	Systemwide Boardings - Weekday	5-8
Figure 35	Systemwide Boardings - Saturday.....	5-9
Figure 36	Total Daily Boardings – School Trippers (AM)	7-3
Figure 37	Total Daily Activities – School Trippers (PM)	7-4
Figure 38	Frequency of Use	9-1
Figure 39	Trip Purpose.....	9-2
Figure 40	Reason for Riding Bus	9-2
Figure 41	How would you Make this Trip if the City Bus was Not Available?	9-3
Figure 42	Potential Service Improvements	9-3
Figure 43	How would you Like to Obtain Information Related to BTS?.....	9-4
Figure 44	Age	9-4
Figure 45	Race/Ethnicity	9-5
Figure 46	Major Employers within the City of Beloit	9-6
Figure 47	Stakeholder Participants	9-7
Figure 48	Alternative A Route Alignments.....	10-2
Figure 49	Alternative B Route Alignments.....	10-3
Figure 50	Service Reduction Phase 1	10-4
Figure 51	Service Reduction Phase 2	10-4
Figure 52	Service Reduction Phase 2 Route Network.....	10-5
Figure 53	Public Meeting Tradeoff Exercise	10-6
Figure 54	Which Service Alternative Do You Prefer?.....	10-7
Figure 55	Rating of Potential Service Improvements	10-8
Figure 56	Rating of Potential Capital Improvements.....	10-8
Figure 57	Frequency of Riding BTS	10-9
Figure 58	Routes Frequently Used by Survey Respondents.....	10-9
Figure 59	Age of Respondents	10-10
Figure 60	Employment Status of Respondents.....	10-10
Figure 61	Student Status of Respondents	10-11
Figure 62	Smartphone Access.....	10-11
Figure 63	Proposed Local and Intercity Routes.....	11-8
Figure 64	Current Resource Requirements.....	11-10
Figure 65	Summary of Phase 1 Recommendations.....	11-10
Figure 66	Summary of Phase 2 Recommendations.....	11-11
Figure 67	Summary of Phase 3 Recommendations.....	11-11
Figure 68	Summary of Phase 4 Recommendations.....	11-11
Figure 69	Summary of Phase 5 Recommendations.....	11-12
Figure 70	Summary of Phase 1-5 Recommendations.....	11-12

TRANSIT DEVELOPMENT PLAN | FINAL REPORT
City of Beloit

Figure 71	Minority Population Affected: Census Blocks within ¼ Mile of Local Routes.....	11-13
Figure 72	Low Income Population Affected: Census Block Groups within ¼ Mile of Local Routes	11-13
Figure 73	Service Change Checklist	11-14
Figure 74	BTS Funding Sources.....	12-1
Figure 75	BTS Local Route Fare Structure	12-2
Figure 76	BJE Fare Structure.....	12-2
Figure 77	Summary of BTS Fare Recommendations.....	12-3
Figure 78	BJE Funding	12-5
Figure 79	BJE Local Share	12-5
Figure 80	Typical BTS 35-Foot Low Floor Bus	12-6
Figure 81	Current Fixed-Route Fleet Information	12-6
Figure 82	Minimum Useful Life of Transit Vehicles.....	12-7
Figure 83	Peak Vehicle Requirements.....	12-7
Figure 84	Vehicle Replacement Plan.....	12-8
Figure 85	Beloit Transit System Operating and Capital Budget (2016-2020).....	12-9
Figure 86	Priority Bus Stop Improvements.....	12-11
Figure 87	Current Bus Stop Signage	12-12
Figure 88	Sample Bike Rack	12-13
Figure 89	Work Locations of Beloit Residents	13-3
Figure 90	Work Locations of South Beloit, Rockton, Rockton Township, and Roscoe Residents	13-4
Figure 91	Work Locations of Rockford, Loves Park, and Machesney Park Residents.....	13-5
Figure 92	Recommended Performance Standards.....	14-2
Figure 93	Bus Stop Placement Considerations.....	15-2

1 EXECUTIVE SUMMARY

INTRODUCTION

Beloit Transit System (BTS) is a division of the City of Beloit that provides fixed-route bus service. The Beloit Transfer Center, located southwest of downtown Beloit and east of the Rock River, serves as the system hub for four routes operating on weekdays and Saturdays. BTS and the Janesville Transit System jointly operate an intercity route that connects Beloit, Janesville, and intermediate destinations on weekdays. BTS also operates supplemental bus service to select local public schools that coincide with school start and end times.

In August 2010, BTS local route schedules were adjusted from 30 to 40 minutes to reflect travel times that had increased over time. While system ridership initially declined following the schedule adjustments, ridership has gradually increased while service levels have remained constant, indicating an increased demand for transit service within Beloit.

The City of Beloit Comprehensive Plan is supportive of transit and includes the following policy: “Continue to promote the use of the City’s bus system and explore new bus routes to serve future development and existing developed areas which are underserved.”

In an effort to meet these goals and conduct a comprehensive evaluation of existing BTS service, a Transit Development Plan (TDP) was initiated in November 2014. The TDP will cover the five year planning horizon from 2016-2020 and updates the 2011 TDP developed by BTS staff.

The Beloit TDP will serve as a blueprint for improving bus service and expanding BTS in a logical and cost-effective manner as funding becomes available. Recommendations included in this report are expected to:

- Increase customer satisfaction by reducing transfers and travel time
- Attract new riders by simplifying routes and expanding schedules
- Improve access to jobs, education, and shopping destinations
- Make efficient use of limited BTS resources by reallocating service to high demand areas
- Enhance operational safety and improve customer access at key boarding locations
- Set BTS on a path for sustainable growth and increased community support

PLAN DEVELOPMENT

Beloit Transit System and Stateline Area Transportation Study (SLATS) staff were closely involved throughout this process. The following summaries include key tasks and identify important findings for each phase of the planning process.

Comprehensive Service Evaluation

The initial phase of the study included a comprehensive evaluation of the entire transit system and service area to identify strengths, weaknesses, and opportunities for improvement. Socio-economic and demographic characteristics of the Beloit area were analyzed to identify concentrations of high transit demand. Employment characteristics were also examined. Ridership for each route, trip, and bus stop in the system was collected and evaluated to measure the existing service performance. The evaluation process also included extensive field work in which each bus route was reviewed.

A number of important findings were identified during the comprehensive service evaluation process:

- On-time performance issues on Route 3 are negatively impacting the entire system
- Most customers traveling to destinations near the intersection of Cranston & Milwaukee must transfer
- The indirect nature of several routes results in inconvenient travel times
- The current system design forces many customers to transfer to reach their destination
- Choice riders (transit users with regular access to alternate means of transportation, typically a automobile) constitute a minimal percentage of total riders
- Increased service span and Sunday service are the most common customer requests

Community Engagement

An extensive outreach effort engaged the community and helped determine the needs and preferences of customers. This phase of the project included customer surveys administered on buses and then made available online, interviews conducted with BTS bus operators, discussions with community stakeholders, and open house public meetings held at the Beloit Transfer Center and Beloit Public Library.

The following comments were expressed throughout the community engagement process:

- Later service is needed for employees with evening/night shifts
- The cost of transit fares is an issue for many customers
- Existing service is reliable yet inconvenient in terms of speed and directness
- Opportunities exist to improve route and schedule information

Information obtained throughout the community engagement effort was utilized by the consultant team to refine service alternatives and develop final recommendations.

Service Recommendations

Findings from the comprehensive service evaluation and community engagement effort were summarized in an existing conditions report that served as a basis for service recommendations.

Service recommendations are divided into two categories:

- Route design improvements (Phase 1)
- System service expansion (Phase 2-5)

Route design improvements include a series of changes that improve service to major destinations, such as Eclipse Center, Beloit Public Library, Walmart, Beloit Memorial High School, Beloit Learning Academy, Beloit Clinic, and Beloit Memorial Hospital. Route improvements are intended to reduce out-of-direction travel and simplify service for existing and potential customers. Recommendations also seek to focus service along major corridors and high ridership residential areas to maximize the efficient use of limited resources. Route changes are a significant departure from existing loop-route system yet are cost-neutral in terms of revenue hours and peak vehicles.

System expansion recommendations are intended to build upon restructure recommendations and require additional funding. System expansion recommendations include the extension of weekday operating hours, increased Saturday service, the addition of Sunday service, and a potential partnership with regional entities to implement a new route connecting Beloit, to urbanized areas of northern Winnebago County, and Rockford.

Report Organization

The Final Report consists of fourteen chapters, which are summarized below.

- Chapter 1 summarizes the TDP process and objectives.
- Chapter 2 evaluates socio-economic and demographic conditions within the Beloit Transit service area to better understand transit demand and service gaps.
- Chapter 3 summarizes relevant transportation plans.
- Chapter 4 provides a detailed assessment of each BTS route.
- Chapter 5 consists of detailed profiles that describe service characteristics, ridership patterns, and on-time performance of each route.
- Chapter 6 summarizes school tripper service operated by BTS.
- Chapter 7 provides an overview of feedback obtained by bus operators during interview sessions held at the start of the project.
- Chapter 8 summarizes community feedback obtained through an on-board survey, stakeholder discussions, two open house public meetings, and an online survey.
- Chapter 9 includes a review of peer transit systems.
- Chapter 10 outlines detailed service recommendations.
- Chapter 11 consists of a financial plan for operational and capital needs.
- Chapter 12 provides an overview of potential future service expansions.
- Chapter 13 consists of performance metrics to be utilized regularly to monitor service effectiveness.
- Chapter 14 includes bus stop guidelines to ensure adequate spacing and placement.

2 DEMOGRAPHIC AND ECONOMIC ANALYSIS

This section focuses on demographic and economic characteristics that affect transit usage in Beloit. The evaluation includes:

- Population and employment densities
- Senior population (age 65 and over)
- Youth population (ages 10 to 17)
- Low income population
- Population in poverty
- Households without access to a vehicle

POPULATION AND EMPLOYMENT DENSITY

Population Density

The distribution and density of population is among the most important factors influencing the viability of transit service because nearly all transit trips require walking to/from the bus on at least one end of the trip. Higher density communities have more people within walking distance of common corridors that might support transit. Together with employment density, population density will determine the success of transit more than any other factor.

The ample population in densely developed areas produces demand for frequent service that increases the attractiveness of transit for riders. However, in less densely developed areas, the overall demand is lower and, consequently, service levels tend to be lower.

Data from the 2010 U.S. Census has been mapped at the block level to illustrate the distribution of population throughout the Beloit area (see Figure 1).

- The most significant population clusters in the BTS service area are on the Beloit College Campus and to the west across the Rock River, with many of the blocks having 16+ people per acre. These areas are well served by several BTS routes.
- There is also significant population density to the north of downtown Beloit and south of Cranston Rd, particularly along Wisconsin Ave. This population cluster is primarily served by Route 3.
- The edge of Beloit, especially to the east, north, and west, has low population densities. Where there are moderate population densities on the peripheries, BTS service is currently provided by at least one route respectively.

Employment Density

Employment is especially important in travel markets because traveling to and from work often accounts for the singular most frequent type of trip. Therefore, understanding the distribution and density of employment is critical to transit service design. Transit that serves areas of high employment density provides key connections to job opportunities.

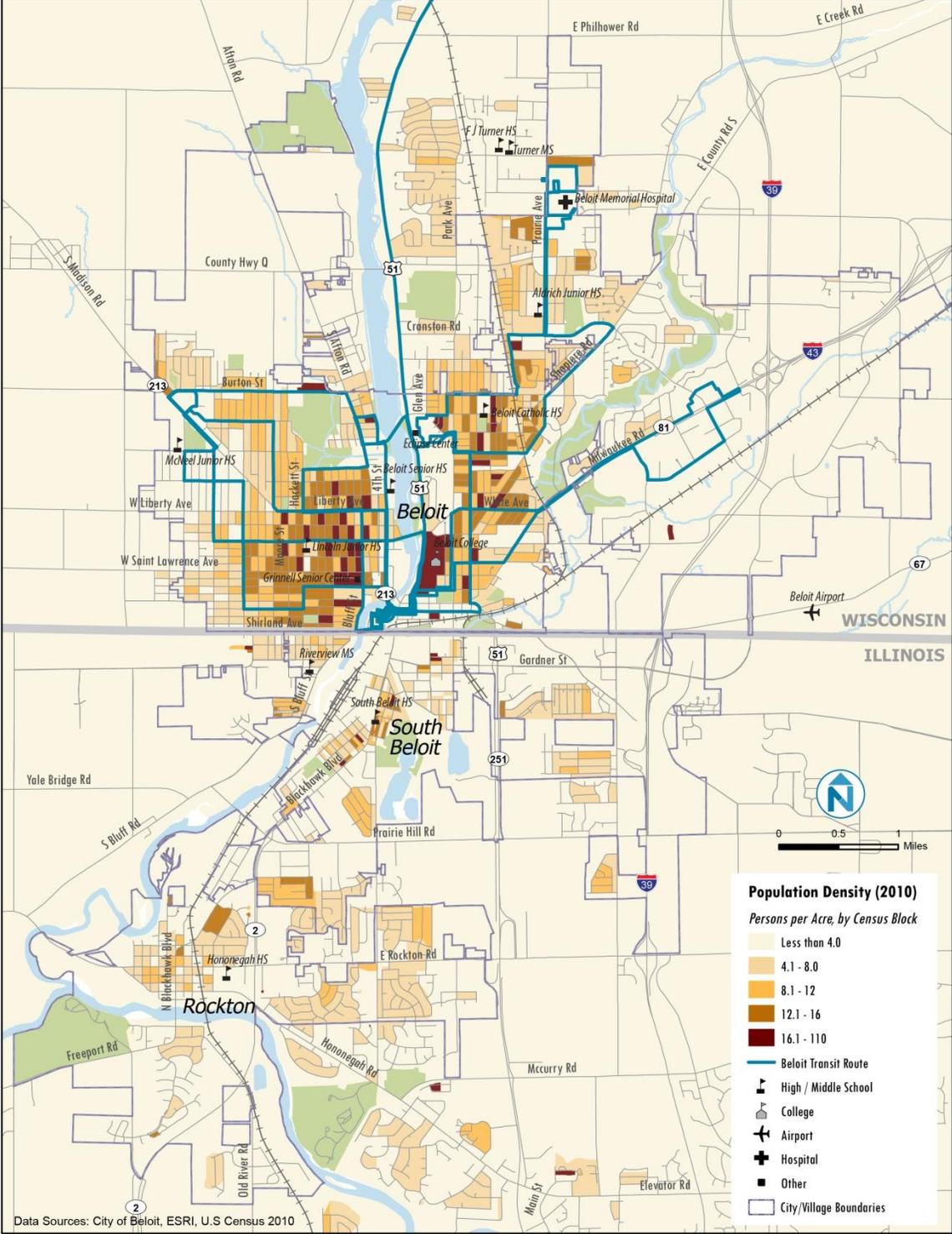
Data from the 2010 U.S. Census LEHD Origin-Destination Employment Statistics was mapped to display employment density at the block level as shown in Figure 2. Several findings are apparent:

- The most significant employment density is found near Downtown Beloit, which is well served by BTS.
- Outside of downtown Beloit, much of the employment density is on the edge of town. Major employers include the Beloit Memorial Hospital to the north, Woodman's Food Market to the west, and newer commercial developments along Milwaukee Rd to the east, including the Walmart Supercenter.
- In general, the moderate to high employment clusters are served by BTS routes either directly, or within a short walking distance. There are some significant employers on the east side of Beloit, including Staples Fulfillment Center and Kettle Foods manufacturing facility, which are not served. These do not appear as high employment density areas on the map because the areas surrounding these facilities have no employment, which reduces the overall density.

As a supplement to the employment density data, major employers of greater Beloit are included in Figure 3. Beloit Health System is the largest employer, followed by School District of Beloit and Taylor Company.

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 City of Beloit

Figure 1 Population Density (2010)



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 City of Beloit

Figure 2 Employment Density (2010)

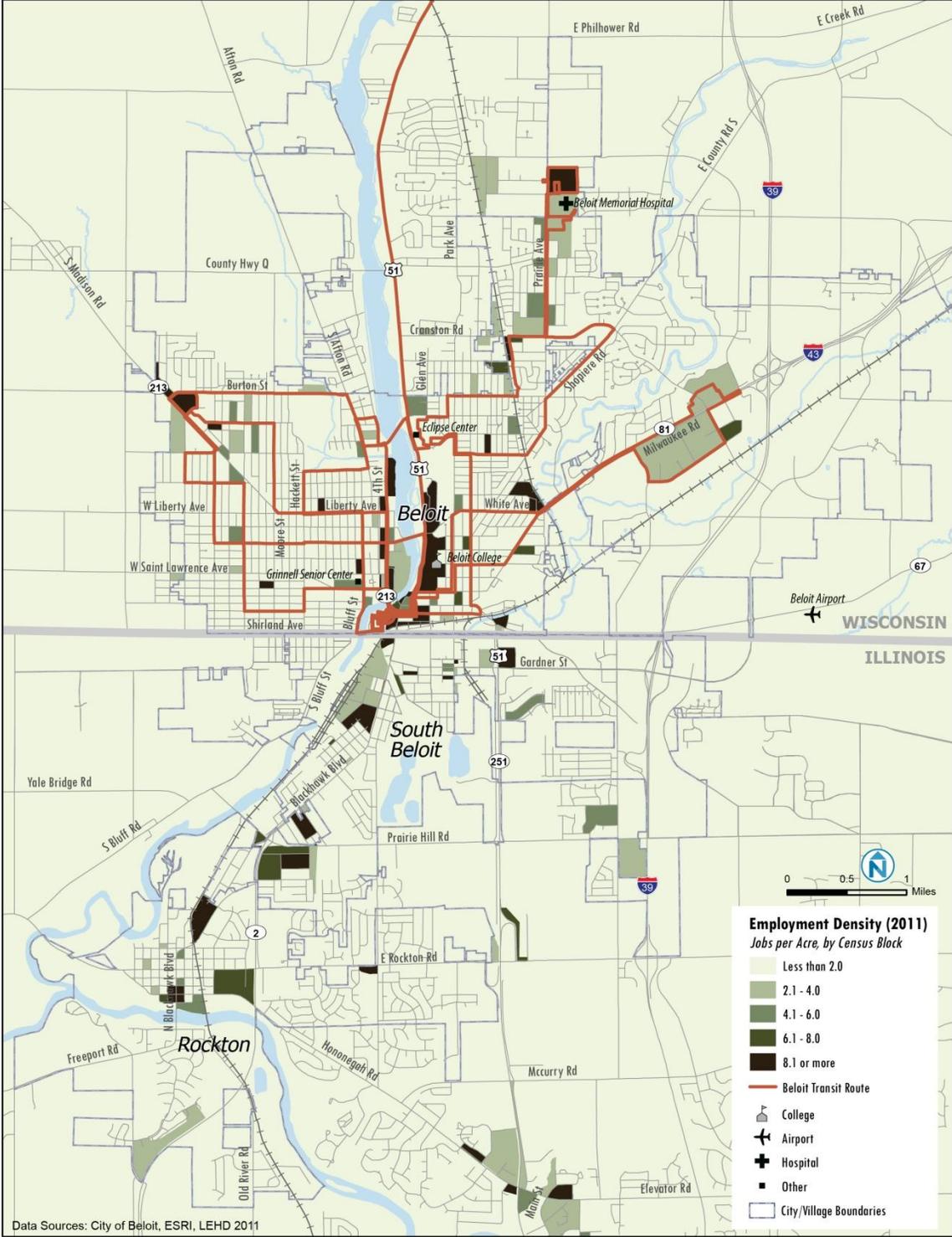


Figure 3 Major Employers in Greater Beloit

Employer	Product or Service	Number of Employees
Beloit Health System	Medical Services	1,550
School District of Beloit	Public Education Grades K-12	1,006
Taylor Company	Food Service Industry	750
Birds Eye	Frozen Food Specialty Manufacturer	726
Kerry Americas	Dehydrated Food Products	690
Frito-Lay	Snack Foods	685
City of Beloit	Municipal Services	475
Beloit College	4-year Liberal Arts College	413
ABC Supply Co.	Roofing, Siding and Building Products	406
Fairbanks Morse Engines	Diesel Engines & Accessories	373
Walmart Super Store	Retail Department Store	300
Hormel Foods	Canned Meat Products	300
Ecolab, Inc.	Disinfectants and Germicides Manufacturer	280
School District of Beloit Turner	Public Education Grades K-12	225
Staples Fulfillment Center	Office Supply Distributor	220
Serta Mattress Co.	Mattresses	210
Scot Forge	Iron/Steel Forgings Manufacturer	201
Axiom Foods	Food Products-Machinery Manufacturers	174
First National Bank & Trust Co.	Financial Institution	166
Beloit Health & Rehabilitation	Skilled Nursing Care & Short-term Rehabilitation	164
Woodman's Food Market	Supermarket	160
Durst-Mastergear	Motor and Generator Manufacturer	150
Diamond Foods Inc.	Potato Chip Manufacturer	146
Morse Group/Amp Electric	Electrical Contracting Firm	140
Alliant Energy	Utility service provider	137
Valmet	Paper Mill Supplies Manufacturer	120
Paperchine	Paper Mill Machinery Manufacturer	110
Regal	Cutting tools/Power trans equipment	100
Cotta Transmission	Transmission and gearbox Designer and Manufacturer	85
Dupont	Develops and markets enzymes	80
Community Health Systems	Medical Services	72
Avid Pallet Services, LLC	Manufacturer/distributor of pallets and lumber products	72
Beloit Daily News	Media Newspaper	47
Wisconsin Knife Works	Cutting Tools	39

DEMOGRAPHIC CHARACTERISTICS

Senior Population Density

Older adults (those 65 years and older) are more likely to use transit than the general population because they are more likely to have chosen to stop driving or can no longer drive. Throughout the country, this is a key market for transit, in part because it is increasing so dramatically. In 2000, 35 million Americans were age 65 and over, or 12.4% of the total population. By 2010, that number had grown to 40 million, or 13.0% of the total population. This trend is expected to continue and accelerate as the Census Bureau projects this group will jump to 70 million people by 2030 and represent 20% of the total population. Understanding the distribution of older adults is therefore important in identifying areas of more transit-dependent riders.

Data from the U.S. 2010 Census was used to map individuals aged 65+ by census block. Figure 4 shows the geographic distribution of these older adults throughout the Beloit area. A number of findings are apparent:

- The senior population in Beloit is fairly evenly distributed throughout the city. That said, there are high concentrations on the west, north, and northwest sides of Beloit.
- The senior population is generally served by current BTS service, with most of the living in blocks that are directly served by at least one route.
- Moderately high populations of seniors live north of Beloit, to the east of Riverside Dr, but are adjacently served by the Beloit-Janesville Express.

Youth Population Density

Data from the U.S. 2010 Census was used to map individuals aged 10 to 17 (youths) by census block. Figure 5 shows the geographic distribution of these older adults throughout the Beloit area. A number of findings are apparent:

- Most of the youth population in Beloit lives in or near the city core, with large populations to the west of Rock River between Olympian, 4th Street, Shirland, and Hackett. and east of Rock River in the vicinity of Wisconsin Ave between Henry and White. These areas are well served by current BTS routes.

Low-Income Population

Data from the U.S. Census' American Community Survey 5-Year Estimates 2008-2012 was used to map median household income at the census block group unit of analysis. Figure 6 shows the geographic distribution of these household incomes throughout the Beloit area. A number of findings are apparent:

- Much of the city of Beloit has an average median household income of \$20,001-40,000.
- The area around Beloit College has the lowest median household income at less than \$20,000 due to the high concentration of students.
- Median incomes increase the further one gets from the core of Beloit.

More than any other demographic group, low-income status is the strongest indicator of a higher-than-average propensity to use transit. This is primarily because as income falls, the cost of owning and using a private vehicle becomes more burdensome, which makes transit a more

attractive option. For this reason, it is important to understand the geographic distribution of low income individuals in the travel market.

Poverty Status

Poverty status data from the U.S. Census' American Community Survey 5-Year Estimates 2008-2012 was used to define and identify low income individuals. Because disposable income is largely a factor of household size and household income, the U.S. Census considers household income and the number of members in the household in classifying a household's poverty status. The distribution of individuals with low incomes (those living in a household considered in poverty by the Census), is shown in Figure 7. A number of findings are apparent:

- Much of the poverty in Beloit is concentrated to the west and northeast of downtown Beloit, and to a slightly lesser degree downtown, to the southwest, and north. These areas are well served by multiple BTS routes.
- While there are gaps outside of the city of Beloit, most of the population living in poverty is currently served by the BTS system.

Vehicle Availability

For self-evident reasons, individuals without access to a vehicle represent a particularly strong market for transit. Identifying households without access to a vehicle helps in identifying areas that are likely to have a significant number of transit-dependent riders.

Data from the U.S. Census' American Community Survey 5-Year Estimates 2008-2012 was used to identify households who do not have regular access to a vehicle. The geographic unit of analysis for this data is the census block group.

A number of findings are apparent in Figure 8:

- Most of the zero vehicle households are located near downtown Beloit. These areas are currently served by the BTS.
- In northwest and north Beloit, and just southwest of the city, there are moderate levels of households without access to an automobile. Nearly all households within the city of Beloit are directly served by BTS service. While BTS service is not provided across the border in Illinois, it is a relatively close walking distance to BTS service.

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 City of Beloit

Figure 4 Senior Population Density (65 or Older) - 2010

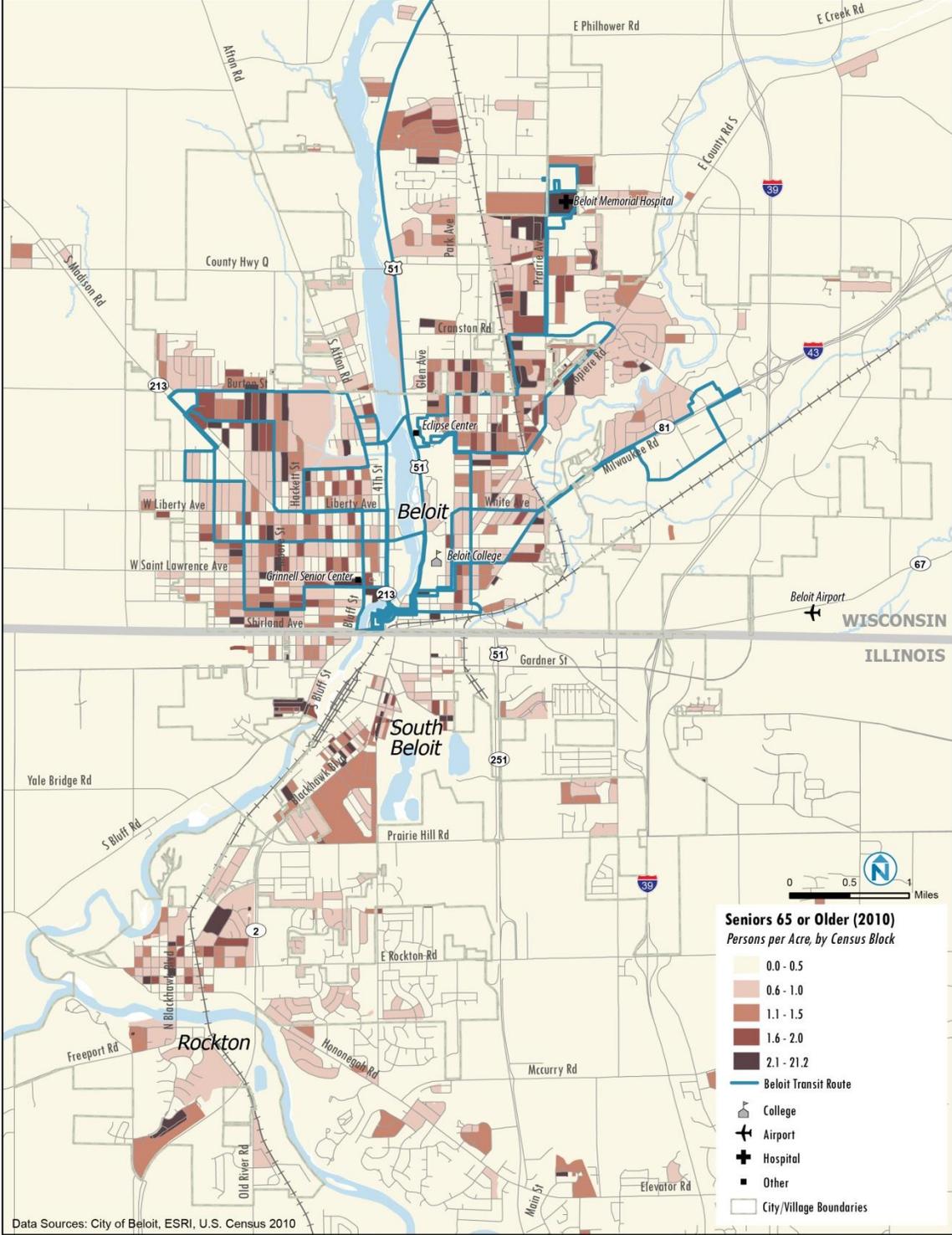
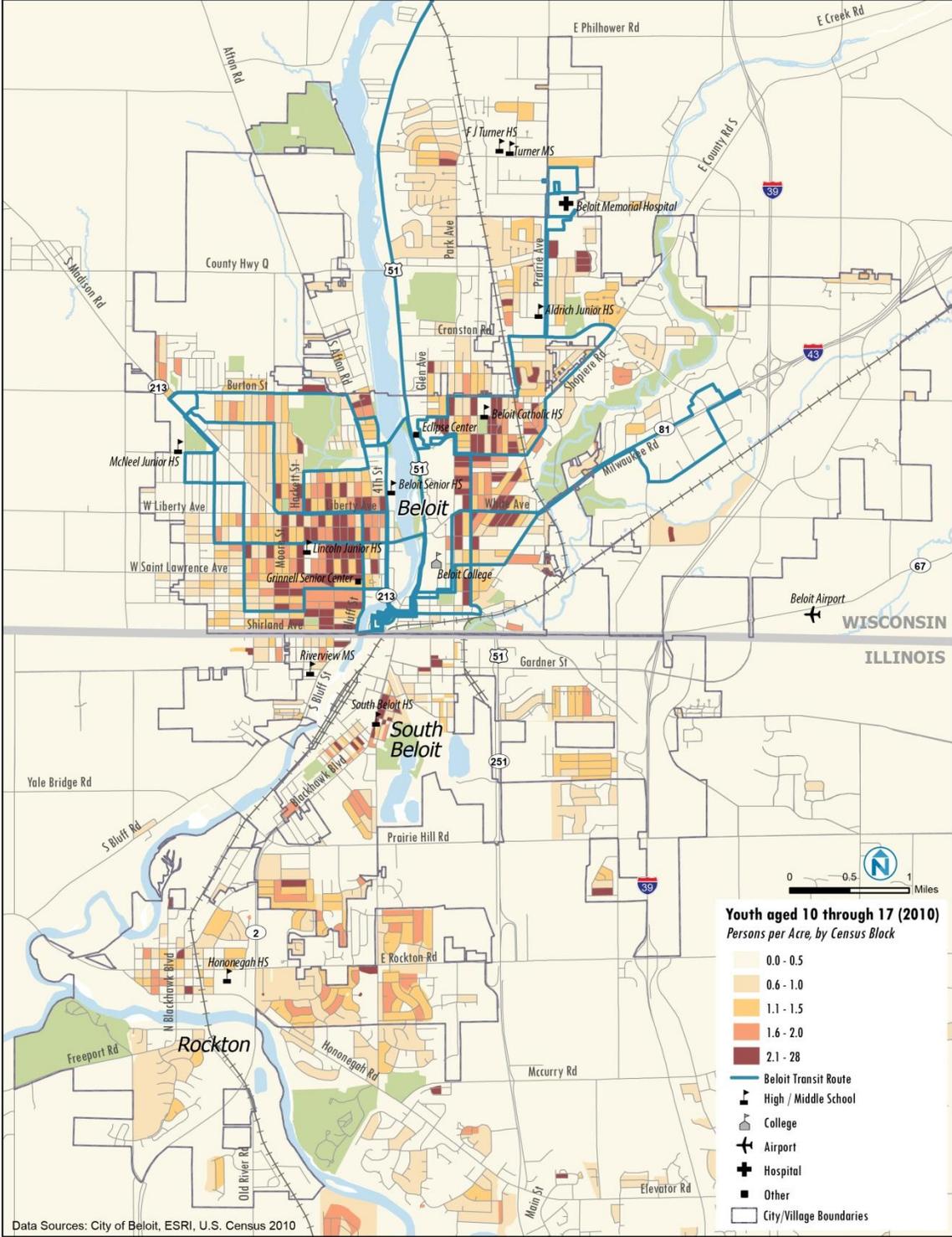
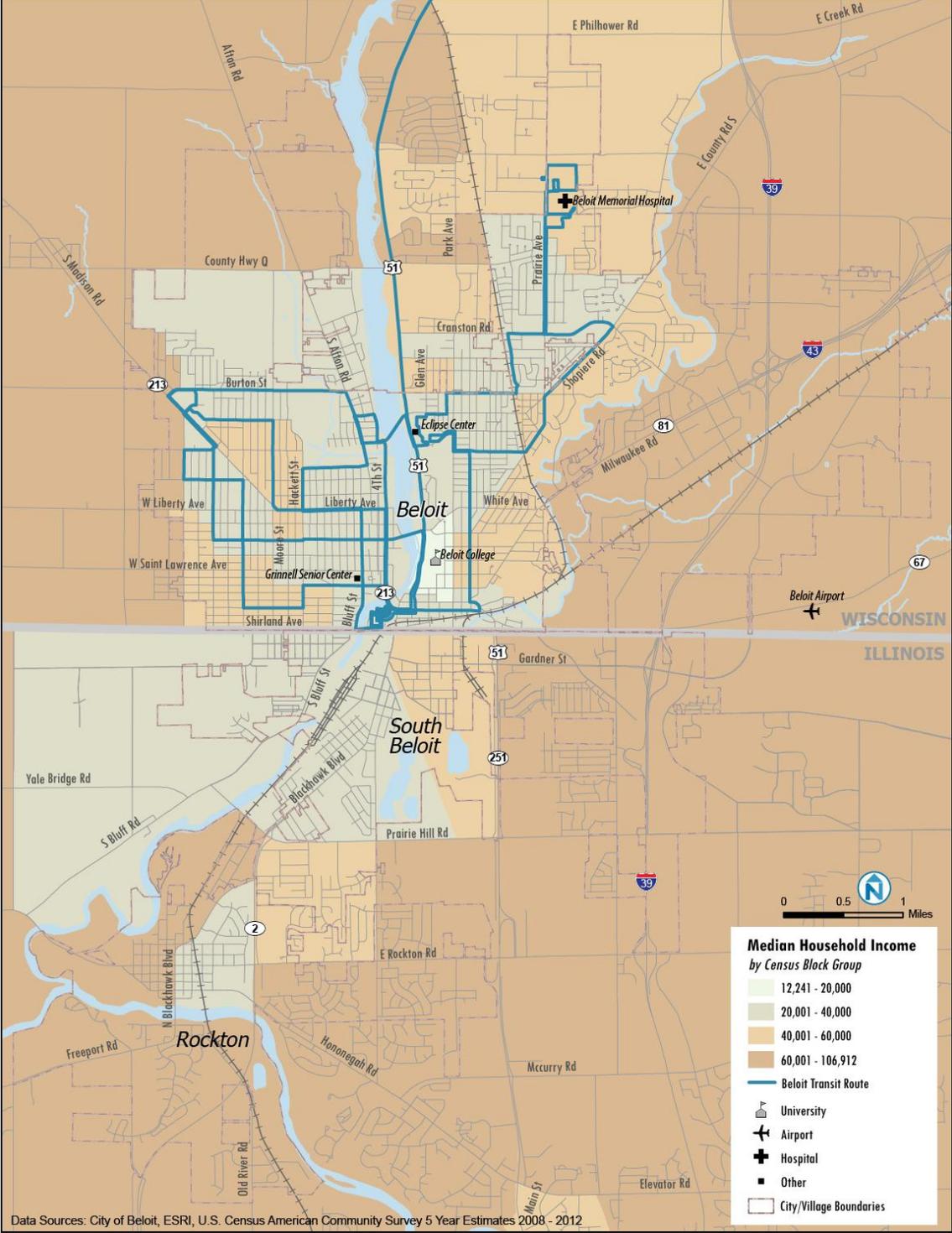


Figure 5 Youth Population Density (Ages 10 – 17) - 2010



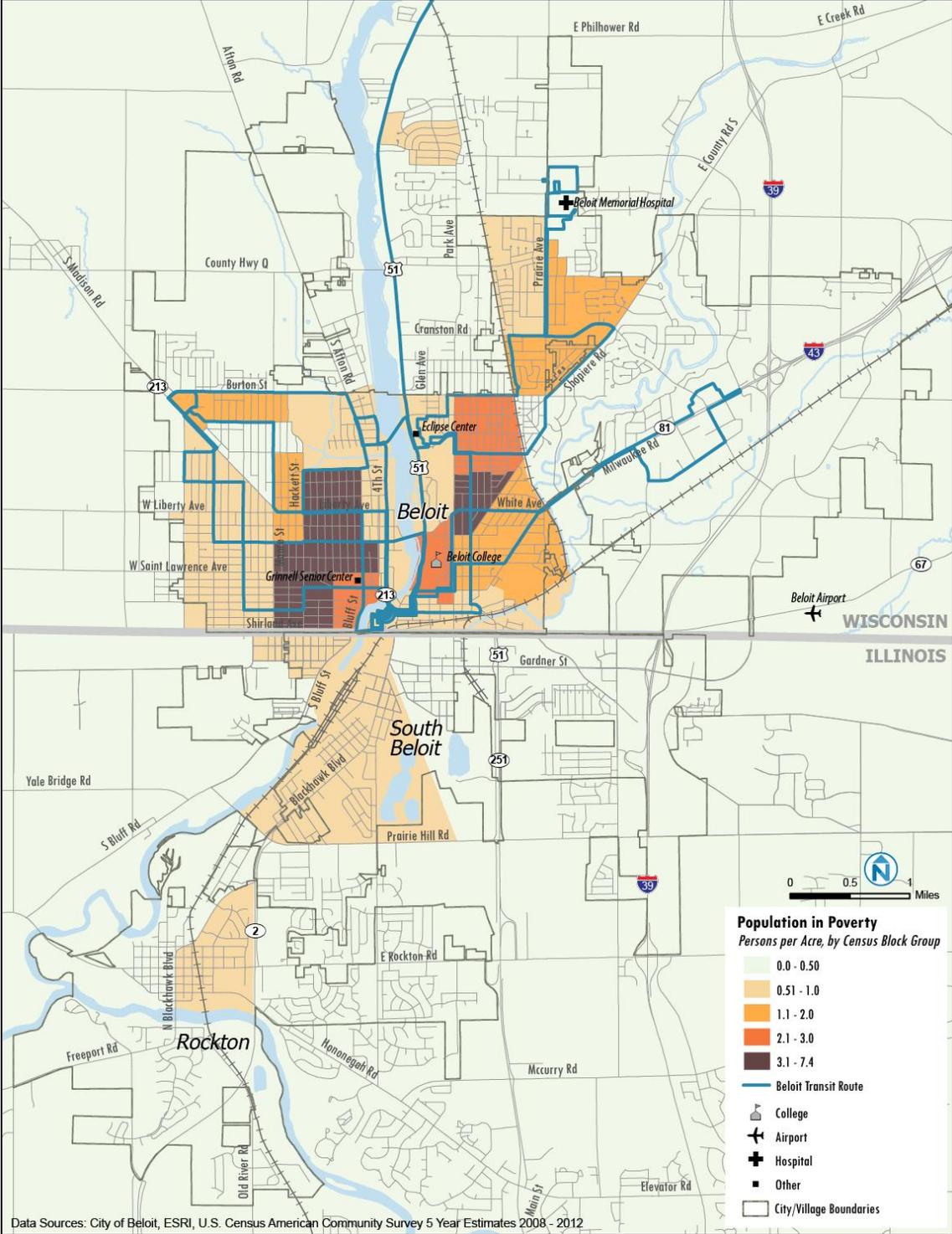
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 City of Beloit

Figure 6 Median Household Income (2010)



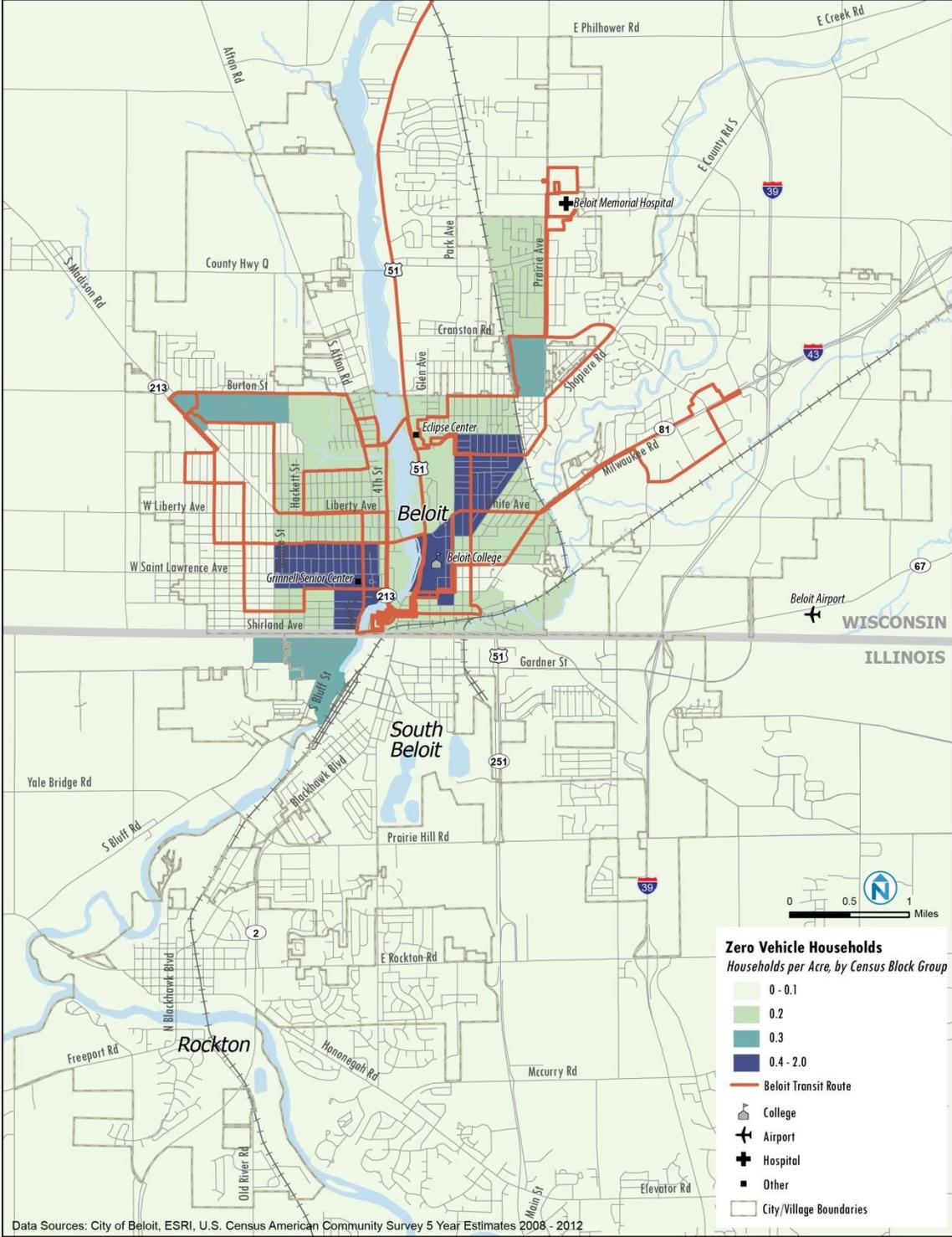
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Figure 7 Population in Poverty (2010)



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Figure 8 Zero Vehicle Households



TRANSIT PROPENSITY INDEX

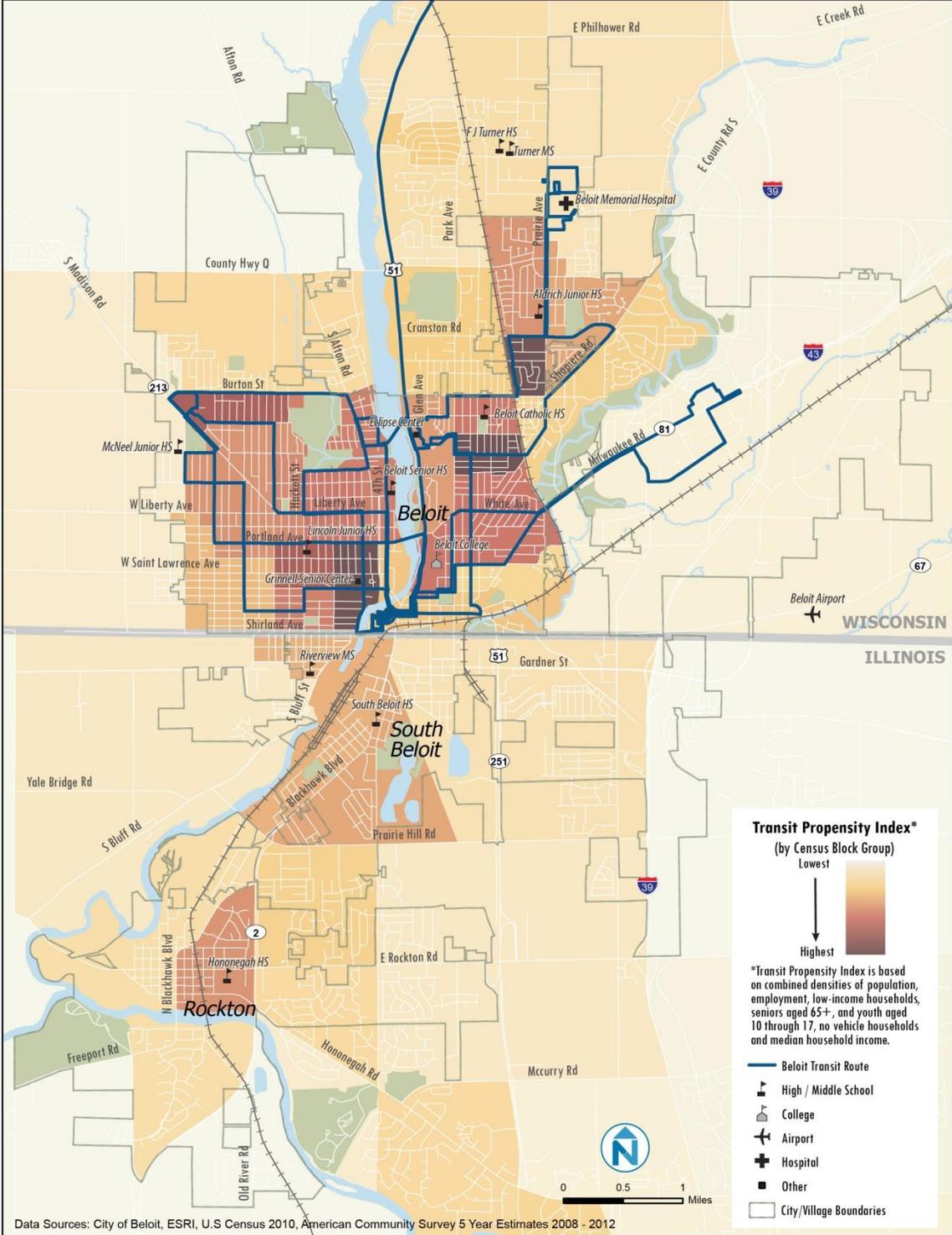
This section presents a measure of overall transit propensity by combining population, employment, and demographic factors to produce a transit propensity index. Note that this data provides an indication of transit demand, and not a specific determination. Ridership on individual routes and the effectiveness of individual routes can vary significantly depending on a number of factors, including the physical environment, how well service is designed, and the time and costs for competing alternatives.

This index still provides a strong indication of the relative demand for transit throughout the market area, and identifies areas where demand is highest and transit can be provided most effectively. A number of findings are apparent in Figure 9:

- The areas of highest transit propensity are west of downtown Beloit across the Rock River, east of the Eclipse Center near Merrill Elementary and Summit Park, as well as near Cranston Rd and Pioneer Dr.
- The data suggests there may be moderate demand for transit service to South Beloit and Rockton, perhaps offered as a service similar to the Beloit-Janesville Express route.
- The current BTS routes provide direct transit service to nearly all of the high propensity areas of the service area.

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 City of Beloit

Figure 9 Transit Propensity Index



3 DOCUMENT AND POLICY REVIEW

The TDP considers direction from previous planning work conducted in Beloit, including the following:

- City of Beloit Comprehensive Plan (2008)
- Rock County Comprehensive Plan 2035 (2009)
- A Study of the Feasibility of a Crosstown Transit Route in the Beloit Urbanized Area (2007)
- Beloit Transit System Transit Development Plan (2011 Update)
- South Central Wisconsin Commuter Transportation Study (2008)
- Stateline Area Transportation Study (SLATS) 2035 Long-Range Transportation Plan (2011 Update)

City of Beloit Comprehensive Plan, 2008

The City of Beloit's Comprehensive Plan calls for enhancements to the city's current bikeability and walkability, while also investing in buses, ridesharing, and rail. The plan calls for a requirement that "sidewalks or pedestrian pathways are included in all new residential and commercial developments, designing neighborhoods and development with the pedestrian in mind, and considering the needs of bicyclists and pedestrians in all road improvement projects (Beloit Comprehensive Plan – 126)." The plan also calls for the promotion of the current bus system, while also considering expansion of the system to developed areas of the Beloit that are underserved. Additionally, the plan calls for new park and ride facilities, particularly along the Interstates (see Figure 10).

Figure 10 City of Beloit Comprehensive Plan Transportation System Improvements

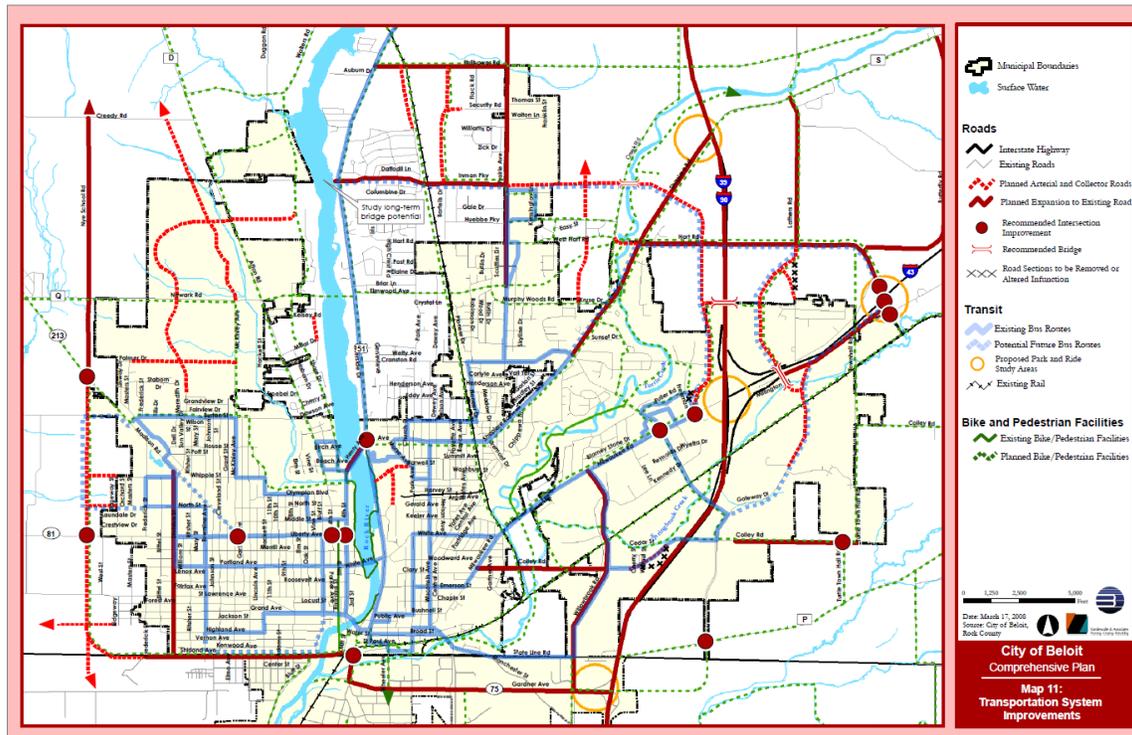


Figure 10 also identifies the proposed bus routes for Beloit. The plan identified routes to Gateway Business Park, the possible casino, and the west side of Beloit. The plan seeks a continued partnership with Janesville on express bus service, while it identifies Rockford as another potential regional transit connection.

Rock County Comprehensive Plan 2035 (2009)

Chapter 7 of the Rock County Comprehensive Plan states a need for alternative modes of transportation in the county to help alleviate congestion and vehicle emissions, in part through improved awareness of transit services offered by the Rock County Council on Aging, expansion of current fixed route service, and an increase in park and ride facilities.

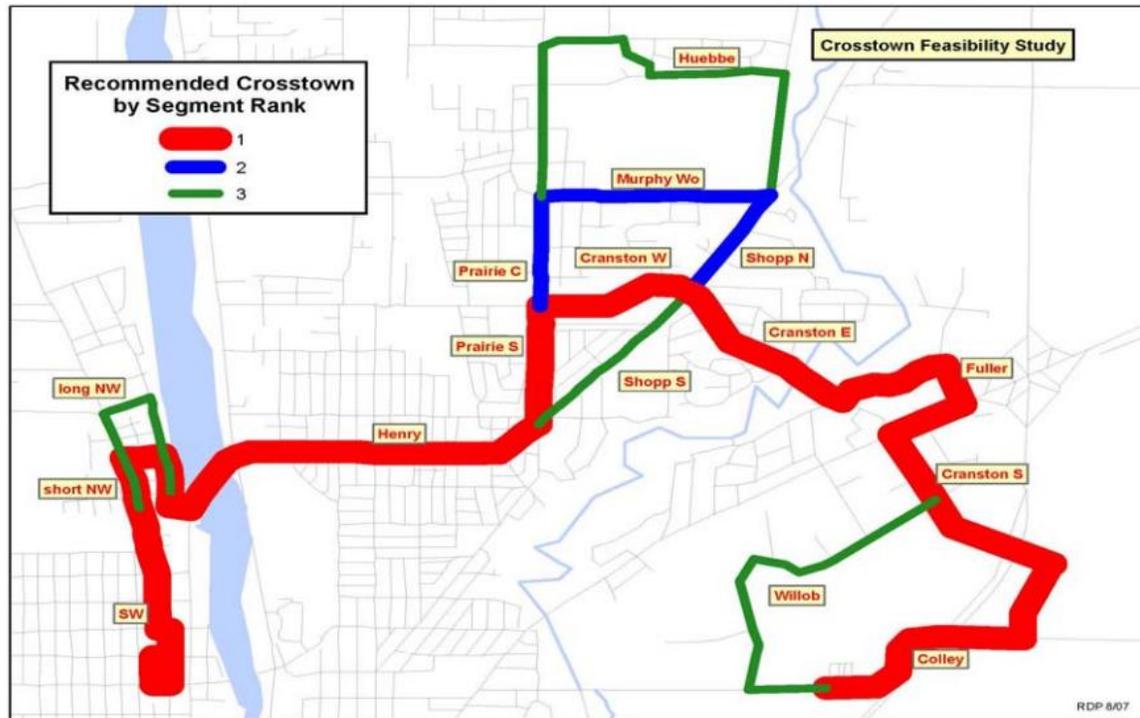
A Study of the Feasibility of a Crosstown Transit Route in the Beloit Urbanized Area (2007)

The study was conducted by SLATS to determine the feasibility of a new crosstown route in Beloit to provide more direct trips between west Beloit and east central Beloit. The study examined the current Beloit system, describing the circuitous radial pulse system pros and cons in the local context.

The study included several possible tweaks to the Beloit system. A new crosstown route would allow for the western end of Route 3 to be eliminated, shortening Route 3's trip times. Additional Route 3 recommendations include adding a deviation to serve neighborhoods west of Prairie Avenue along Hart Road and a deviation to the neighborhood south of Cranston. A new crosstown route is determined to be a large accessibility improvement for employment areas, particularly to the east, southeast, and northeast of the service area.

The study then broke down, segment by segment, demographic indicators of strong transit ridership.

Figure 11 SLATS Recommended Crosstown Route



The proposed red is depicted in Figure 11. This route would be 8.4 miles with each one-way trip taking approximately 30 minutes. While not necessary, this would allow for the route by pulse at the transfer center. It is also recommended that transfers outside of the center are timed with other routes throughout the system.

The study determined little short term capital costs because BTS had excess vehicles at the time of the study. Long-term, the route would require one vehicle to operate. Operational costs would increase as a minimum of one full-time driver would be needed to operate the route, unless it is operated on a limited basis.

Beloit Transit System Transit Development Plan (2011 Update)

The 2011 update to the BTS Transit Development Plan addresses the opportunities and needs of the system, with potential funding shortfalls taken into consideration. It was completed at a time when funding issues threatened to force BTS to make significant changes. The report outlines how to consider a reduced funding need, replace potential funding losses, and help decision-making if funding is severely cut.

The 2011 TDP's overall recommendations for BTS include the following:

- Stagger daily commencement and dismissal for students to spread peak hour demand.
- Beloit School System should provide payment to BTS for the service it provides to students.
- An investigation of how many Beloit College students use BTS.

- Human service providers should increase their overall portion of payments to BTS for paratransit trips.
- Schools and human service providers should reevaluate their transportation needs with potential BTS cuts in mind.
- Increasing transit fares should be a last resort.
- Pay and benefit cuts should be considered for BTS staff.
- During the summer, service could be reduced as much of the systems ridership is due to students.
- Schedule adjustments should be considered based on ridership data, even if requires adjustments for different times of day, month, or year. These changes should be made along with an improvement in information technology in order to ensure riders are well informed.
- Four funding forecasts were developed, with one optimistically projecting no significant cuts. One pessimistic scenario determined BTS will be deemed ineligible for Federal funding.
- If BTS loses 30-50% of its funding in the pessimistic scenarios, the system will have to (1) provide only morning, midday, and evening runs on weekdays; (2) provide only morning and evening runs on weekdays; (3) eliminate BJE service, or only peak hour service; (4) eliminate Saturday service, or only morning and evening Saturday service; (5) eliminate fixed route service and only provide paratransit service via the State Line Mass Transit District.

South Central Wisconsin Commuter Transportation Study (2008)

The government members of Beloit, Janesville, the Villages of Sharon and Clinton, Rock County, WisDOT, SLATS, and the Janesville MPO took part in an enhanced feasibility study of potential commuter connections between South Central Wisconsin and North East Illinois, which an emphasis on the Harvard Metra Station.

The study determined that while the current regional transit system is considered inadequate, there is interest in expanding regional transit to Madison and Chicago. Madison and Rockford job connections were considered more important than connections to Chicago. There was also determined to be recreational trip demand for connections to Madison and Chicago.

The report recommended new rail stations and commuter rail service along five potential corridors. An express bus service from Rockford to Madison, serving Beloit, Janesville, Edgerton, and Stoughton was proposed. The operating plan for this express bus route suggests logical segments of the route to be run as independent, coordinated routes. Additionally, a regional commuter bus fare was promoted to promote ridership throughout the region.

The study determined that Beloit and Janesville will not pursue an Alternatives Analysis for commuter rail service at the cost of \$3 million as it would probably not qualify for FTA support. That said, the study encouraged re-evaluating the need for such service in the future and promoted preservation of rail lines, facilities, and rights of way. Finally, the study promotes park and ride facilities, vanpooling, ridesharing, as well as a north-south commuter bus experiment to Madison, Wisconsin.

Stateline Area Transportation Study (SLATS) 2035 Long-Range Transportation Plan (2011 Update)

The SLATS 2035 Long-Range Transportation Plan provides a background and summary of existing studies and documents related to the Beloit Transit System, in addition to several recommendations. The plan promotes the recommendations found in the Beloit Transit System Transit Development Plan from 2004, including, but not limited to, the promotion of 30 minute headways, more direct service to key destinations, reduce inefficient deviations, the construction of a new transfer site in downtown Beloit, optimized stop locations, interlining of routes, and establishing traffic signal priority.

The plan supported the continued support of the current funding mechanisms in which BTS, JTS, and Rockford Mass Transit District use intergovernmental agreements to define service parameters and funding responsibilities. The plan also promotes a similar service to the Beloit-Janesville Express that would connect Beloit and Rockford, Illinois. The plan promotes headways of at most 60 minutes with a span of service of at least 10 hours on weekdays and 8 hours on Saturday. The route would also stop in Machesney Park, downtown Roscoe, Rockton, South Beloit, and the Walmart on Rockton Road.

The plan makes no attempt to address potential growth of BTS due to projected near term funding restraints. It is recommended that BTS focus on maintaining and or replacing existing equipment and facilities so that current service levels can be maintained.

4 PEER REVIEW

This peer review provides a comparative analysis of fixed-route transit characteristics of Beloit Transit System and five other transit systems. Few transit systems have identical twins that can function as direct side-by-side comparisons. However, most systems share some characteristics with others, and those common characteristics can form a basis for comparison based on some number of compatibility factors. The federal government has required transit systems to report operating data for many years, and this data is readily available for systems all over the United States in what is called the National Transit Database (NTD). Data used in this analysis is derived from NTD, with the most recent operational statistics coming from 2013. Transit systems were compared based on performance indicators, effectiveness measures, and efficiency measures.

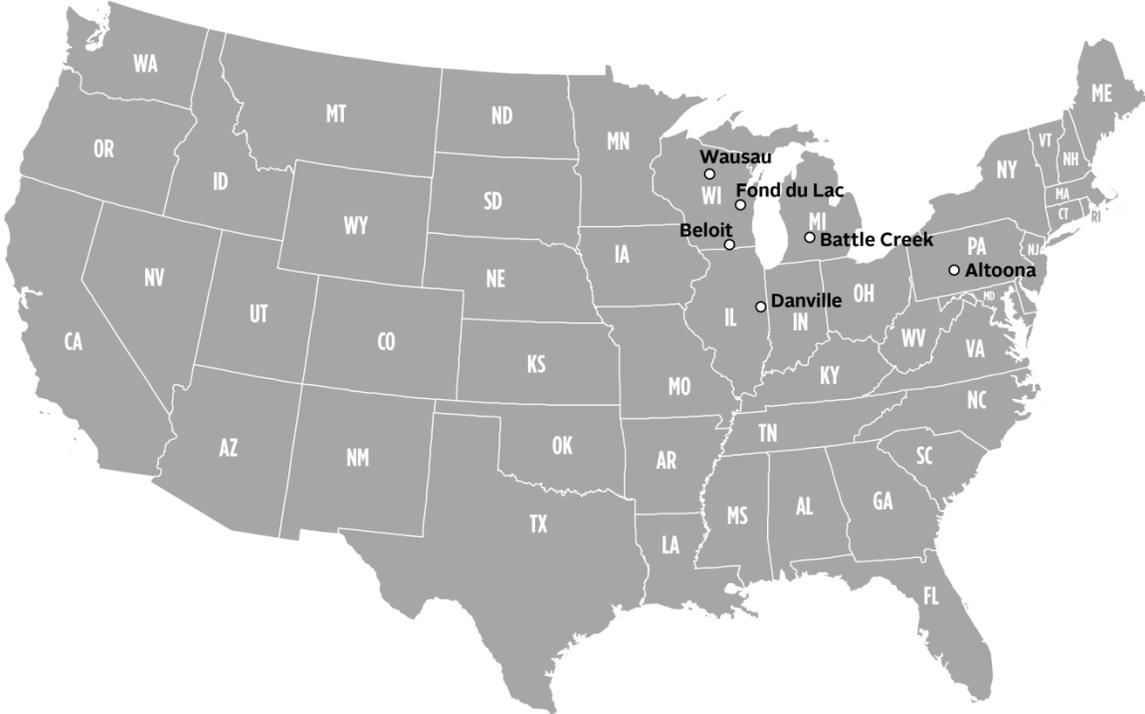
Peer systems chosen as part of this analysis are shown in Figure 12. Peer systems were chosen based on similar characteristics, such as primary city population, ridership, geographic location, system type (each system aside from Altoona Metro Transit is operated directly by a municipality). Aside from Beloit Transit System, each peer system also provides limited and varying amounts of service to surrounding cities and/or townships. A map of peer system locations is shown in Figure 13.

Figure 12 Peer Review Agencies

System Name	Location	Primary City Population	Service Area Population	Passenger Trips	Peak Vehicles (Fixed Route)
City of Beloit Transit System	Beloit, WI	36,888	36,888	251,880	9
Altoona Metro Transit	Altoona, PA	45,796	69,608	675,174	22
Battle Creek Transit	Battle Creek, MI	51,848	80,259	532,955	14
Danville Mass Transit	Danville, IL	32,523	50,996	625,351	10
Wausau Area Transit System	Wausau, WI	39,106	50,000	675,612	18
Fond du Lac Area Transit	Fond du Lac, WI	43,021	49,167	153,885	7

Source: NTD 2013 Transit Agency Profiles

Figure 13 Peer System Locations



Performance Indicators

Performance indicators include service characteristics such as passenger trips, revenue hours, and revenue miles. Beloit Transit System’s performance in relation to the peer group is shown in Figure 14.

Figure 14 Performance Indicators

Measure	Beloit Transit System	Peer Group Minimum	Peer Group Maximum	Peer Group Average	Beloit Transit % from Average
Passenger Trips	251,880	153,885	675,174	485,810	-48%
Revenue Hours	20,526	10,266	41,231	26,307	-22%
Revenue Miles	287,809	137,481	548,266	397,704	-28%

Source: NTD 2013 Transit Agency Profiles

Figure 15 through Figure 17 illustrate Beloit Transit System’s performance characteristics in relation to each peer agency.

- Beloit Transit ranked below average in revenue hours (Figure 16) and revenue miles (Figure 17). Likewise, Beloit Transit System had the second lowest number of passenger trips (Figure 15).
- Overall, Beloit Transit System had nearly one-half fewer passenger trips, 22% fewer revenue hours, and 28% fewer revenue miles than the peer group average.

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Figure 15 Passenger Trips

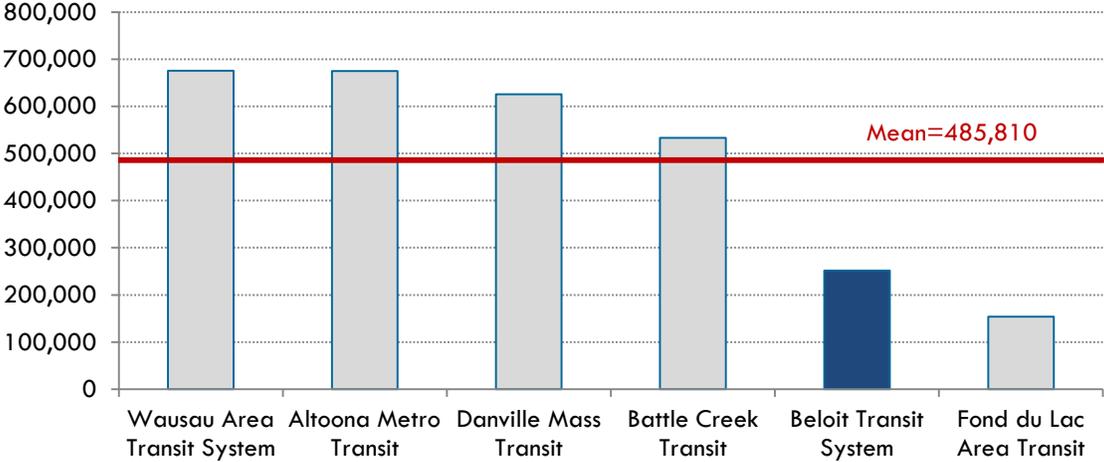


Figure 16 Revenue Hours

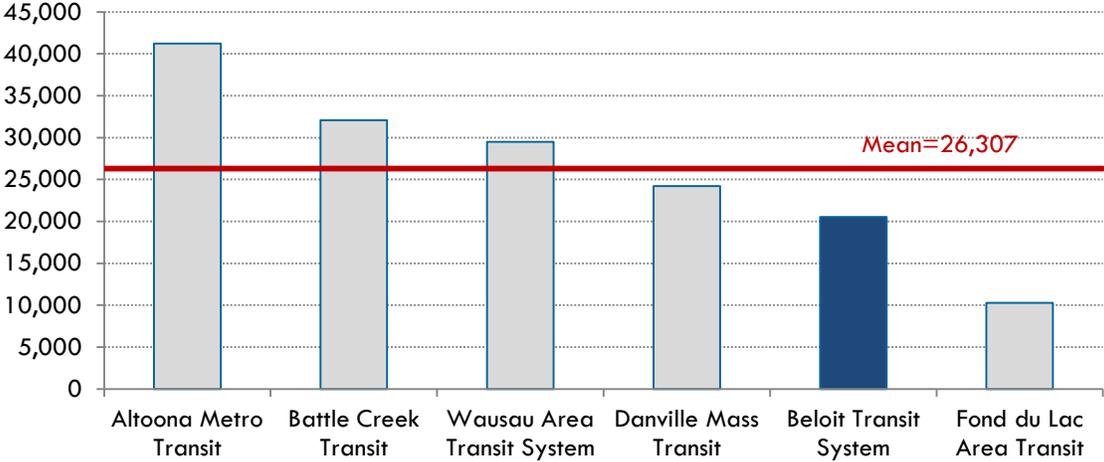
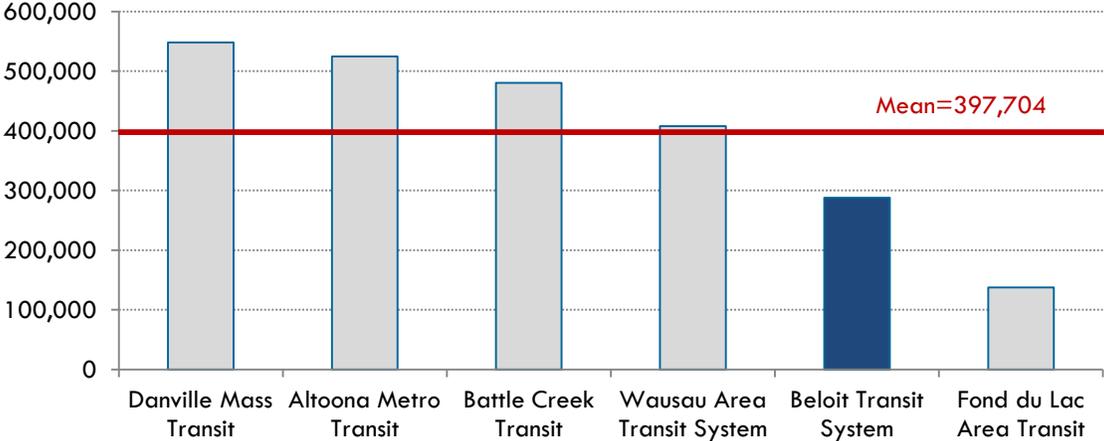


Figure 17 Revenue Miles



Effectiveness Measures

Effectiveness measures include passenger trips per revenue and average fleet age. The comparison of the Beloit Transit System’s effectiveness in relation to the peer group is shown in Figure 18.

Figure 18 Effectiveness Measures

Measure	Beloit Transit System	Peer Group Minimum	Peer Group Maximum	Peer Group Average	Beloit Transit % from Average
Passenger Trips Per Revenue Hour	12.3	12.3	25.8	18.1	-32%
Average Fleet Age	9.2	1.3	18.50	8.5	8%

Source: NTD 2013 Transit Agency Profiles

Figure 19 and Figure 20 illustrate the Beloit Transit System’s effectiveness measures in relation to each peer agency.

- Beloit Transit registered the second lowest number of passenger trips per revenue hour (Figure 19), an effectiveness measure reflecting ridership productivity.
- With respect to the fixed route average age of fixed-route vehicles (Figure 20), the Beloit Transit fleet is 8% above the group average. This indicates that Beloit Transit System vehicles are slightly older than others in the peer group.

Figure 19 Passenger Trips per Revenue Hour

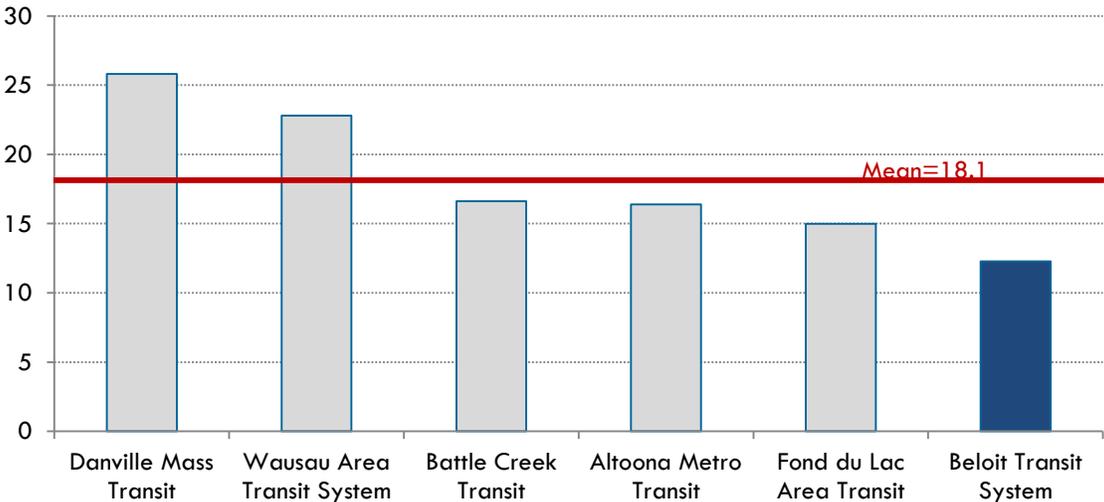


Figure 20 Average Age of Fixed-Route Vehicles



Efficiency Measures

Transit efficiency refers to minimizing operating cost ratios as well as the recouping of costs through internally generated revenue. The efficiency of Beloit Transit System in relation to the peer group can be seen through the various metrics described in Figure 21.

Figure 21 Efficiency Measures

Measure	Beloit Transit System	Peer Group Minimum	Peer Group Maximum	Peer Group Average	Beloit Transit % from Average
Operating Cost per Passenger Trip	\$7.52	\$4.10	\$11.04	\$6.81	11%
Operating Cost per Revenue Hour	\$92.33	\$92.33	\$165.52	\$115.62	-20%
Farebox Recovery	9.9%	9.9%	18.7%	13.5%	-27%

Source: NTD 2011 Transit Agency Profiles.

Figure 22 through Figure 24 illustrates Beloit Transit System’s efficiency measures in relation to each peer agency.

- Operating costs per passenger trip are nearly average (Figure 22).
- Operating costs per revenue hour are the lowest of the peer group (Figure 23).
- Conversely, farebox recovery is also the lowest of the agencies studied (Figure 24).

Figure 22 Operating Cost per Passenger Trip

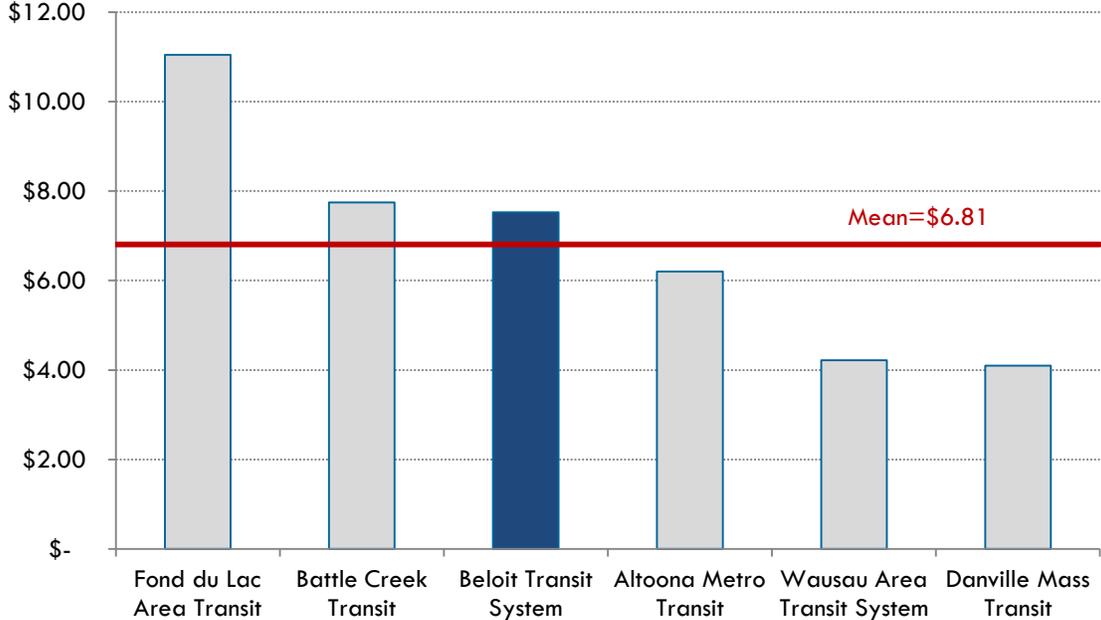


Figure 23 Operating Cost per Revenue Hour

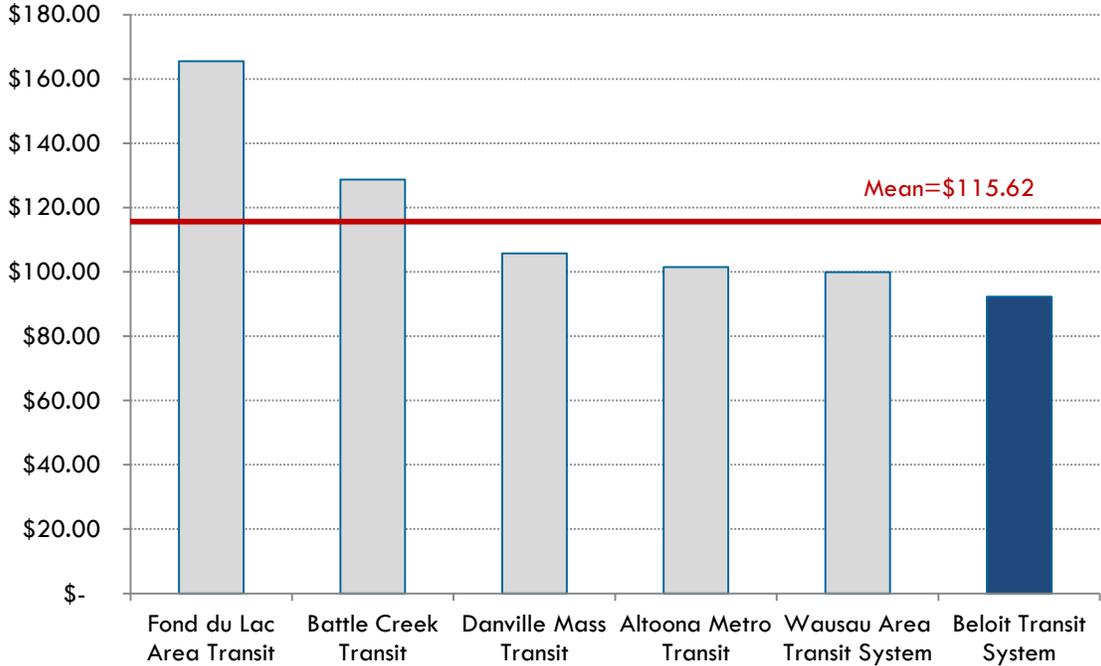
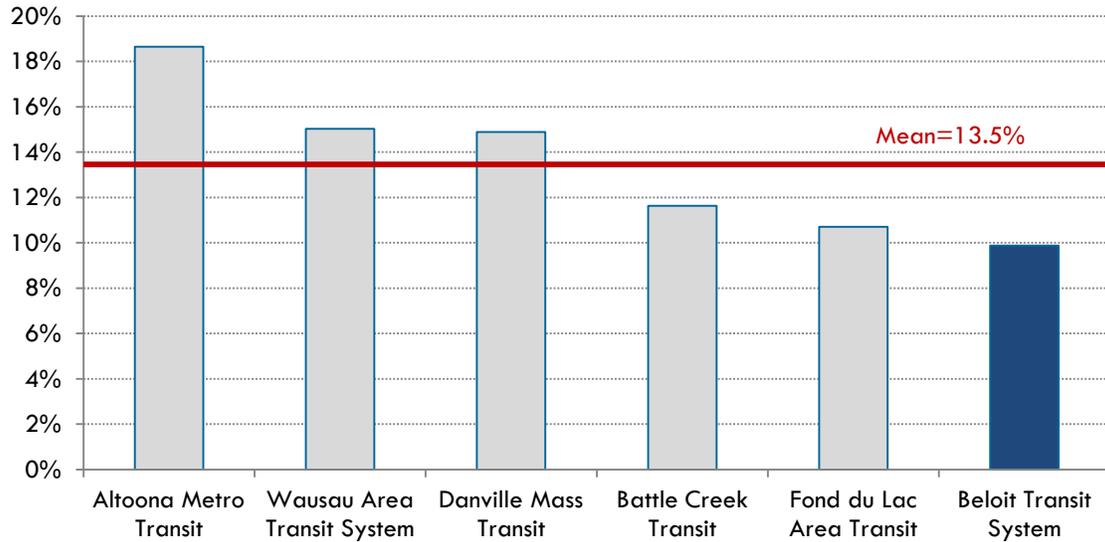


Figure 24 Farebox Recovery



SUMMARY

Overall, Beloit Transit System’s measures largely fall in the low end of the peer group. As peers were chosen in part to reflect potential system achievement, the Beloit Transit System’s number of passenger trips, revenue hours, revenue miles, fleet size, and the ratio of trips to revenue hours are below average when compared with selected peer agencies. Regarding capital investment, Beloit Transit fixed route vehicles are slightly older than others in the peer group. Finally, Beloit Transit System serves the smallest area and number of residents within the peer group.

Despite the most efficient cost per revenue hour of the peer group, Beloit Transit System realizes an average cost per passenger trip, further indicating low ridership. Farebox recovery of operating costs is the lowest of the selected group and total revenue is near the bottom.

Beloit Transit System currently ranks last among the peer group in number of passenger trips per revenue hour despite having a higher than average population density. However, it is important to note that BTS operates fewer peak vehicles and revenue miles than all but one peer system. In reality, BTS routes operate at consistent headways throughout the day and do not offer supplemental peak service.

5 FIXED-ROUTE SYSTEM OVERVIEW

ROUTES

BTS provides local fixed-route bus service six days a week with express service to Janesville operating Monday through Friday. Local service consists of 4 routes operating within the city of Beloit. Local routes make frequent stops while winding along both arterials and through local neighborhoods.

Route 1 operates one looping bus to the northwest from the Beloit Transfer Center, through neighborhoods, to Woodman's Market, and back in 40 minutes. One bus along Route 2 loops west from the Beloit Transfer Center, through neighborhoods, to Woodman's Market as well, and is back in 40 minutes. Two buses on Route 3 offer bidirectional service between the Beloit Clinic and Beloit Transfer Center. Outbound service travels north primarily along Fourth St, Bayliss Ave, and Prairie Ave to the Beloit Clinic. Inbound service travels along Prairie Ave, Shopiere Rd, Wisconsin Ave, and Broad St to the Beloit Transfer Center. Route 4 has one bus operating a loop pattern that primarily travels along Milwaukee Rd to the new commercial developments to the east of downtown, including Walmart.

Weekday service headway (time between buses for a particular route) and span (hours of operation) are identical for each route with service operating every 40 minutes from 6am-6pm. Route 3 requires two buses due to its 80-minute cycle time. Gillig 35-foot buses are used on each route.

On Saturday, Routes 1 and 2 are operated with one bus, resulting in 80-minute headways on each route. Route 3 operates every 80 minutes with one bus, while Route 4 operates every 40 minutes with one bus.

BTS also operates the Beloit-Janesville Express route that connects Beloit and Janesville with a number of employment and activity centers, including the following:

- Blackhawk Tech
- University of Wisconsin Rock County
- Beloit Transfer Center
- Downtown Janesville Transfer Center

In partnership with the Janesville Transit System (JTS), the BJE requires two buses in order to maintain 60 minute headways along the 120-minute service pattern. BTS and JTS each operate one bus. Service begins at 6:00 a.m. in Beloit and 6:15 a.m. in Janesville and operates until 5:55 p.m. and 6:13 p.m. respectively.

Rock County Specialized Transit offers ADA paratransit service to qualified disabled individuals during the same hours of operation as BTS.

SERVICE LEVELS

Weekday service span and headway is detailed in Figure 25. Saturday service span and headway are detailed in Figure 26.

Figure 25 Weekday Service Span and Headway

Route	Service Type	Span	Cycle Time (minutes)	Buses	Headway (minutes)		
					AM 5AM- 9AM	Midday 9AM- 3PM	PM 3PM- 6PM
1	Local	6:00a – 5:55p	40	1	40	40	40
2	Local	6:00a – 5:55p	40	1	40	40	40
3	Local	6:00a – 5:55p	80	2	40	40	40
4	Local	6:00a – 5:55p	40	1	40	40	40
BJE	Express	6:00a – 6:13p	120-130	2	60	60-65	60

Figure 26 Saturday Service Span and Headway

Route	Service Type	Span	Cycle Time (minutes)	Buses	Headway (minutes)
1	Local	9:00a – 4:15p	40	1	80
2	Local	9:40a – 3:35p	40		80
3	Local	9:00a – 4:20p	80	1	80
4	Local	9:00a – 4:15p	40	1	40

TRANSIT CENTERS

In 2005, the Beloit Transfer Center was re-located from the Beloit Mall to the corner of Broad St and Pleasant St. A permanent transfer facility was built in 2010 south of downtown Beloit near the corner of Shirland Ave and Mill St, adjacent to the Beloit City Hall.

In addition to serving as the hub for local and express bus service, the Beloit Transfer Center includes public restrooms, indoor waiting area, driver break room, and a customer service room. Due to its location on the south end of town, BTS bus routes must travel up to an additional 5 minutes than if the center were more centrally located.

FARE STRUCTURE

The base fare for local bus service is \$1.50 per one-way trip. Seniors (65+) and Disabled Passengers may ride for a reduced cash fare of \$0.75 on local bus service. Up to two children age four and under may ride for free with a fare-paying adult.

BTS also sells 10 ride punch passes as well as tokens in packs and groups. The cost per ride is proportionally reduced as the packs get larger. For instance, the cost of a 10 token pack makes each trip \$1.20, while a 50 token pack averages out to \$1.10. Additionally, a student semester pass is available for \$85.00 that allows free rides on all school days.

Fares for BJE bus service vary by distance traveled. A full BJE cash fare is \$3.50, while a rider only traveling as far as Blackhawk Tech is required to pay \$2.25. A full fare breakdown is shown below in Figure 27.

Figure 27 Fare Structure

Fares		
City Routes	Full Fare	Senior/Disabled
Cash Fare	\$1.50	\$0.75
BTS Ten Ride Punch Pass (In Town)	\$12.00	-
Student Semester Pass (In Town)	\$85.00	-
Pack of 10 Tokens	\$12.00	-
Pack of 20 Tokens	\$23.00	-
Pack of 50 Tokens	\$55.00	-
Vending Machine: 4 Tokens	\$5.00	-
Vending Machine: 8 Tokens	\$10.00	-
Vending Machine: 17 Tokens	\$20.00	-
BJE	Full Fare	Senior/Disabled
BJE Cash Fare	\$3.50	\$1.75
Blackhawk Tech (Cash Fare)	\$2.25	\$1.10
10 Ride Pass – Beloit to Janesville	\$30.00	\$17.50
10 Ride Pass – Beloit to Blackhawk Tech	\$20.00	-

HISTORICAL TRENDS

Annual trends for systemwide boardings, revenue hours, revenue miles, operating costs, and farebox revenue between 2009 and 2013 are shown in Figure 28. For 2014, operating data is for the first two quarters of 2014. Data shown here represents all BTS fixed-route service, including the BJE route and school trippers.

Ridership declined significantly from 2009 to 2011 (see Figure 29). This was due in part to the change from 30-minute to 40-minute headways on local routes, which occurred in August 2010. Revenue hours remained roughly the same, because buses are on the street for the same period of time, but revenue miles declined significantly due to fewer trips during the day caused by longer headways. Losses in ridership led to declines in productivity measured in passengers per revenue hour (see Figure 30) and passengers per revenue mile from 2009 to 2011, but these measures have increased slightly in recent years due to increasing ridership from 2011 to 2013. Operating costs and farebox revenues are slightly higher than they were in 2009.

Based on historical data collected by BTS and submitted to the National Transit Database (NTD), it is unclear why farebox revenue per passenger increased significantly during 2010, resulting in a temporary improvement in cost efficiency. The consultant team ultimately decided to overlook this single anomaly and focus on the overall five-year operating trends.

Figure 28 Operating Trends

	2009	2010	2011	2012	2013	2009-2013
Operating Data						
Ridership	312,832	269,075	241,208	246,323	251,880	-19.5%
Revenue Hours	20,885	20,680	20,502	20,628	20,526	-1.7%
Revenue Miles	326,023	324,427	294,754	298,943	287,809	-11.7%
Operating Costs	1,742,661	1,813,063	1,869,932	1,849,380	1,872,263	7.4%
Farebox Revenue	\$198,110	\$260,801	\$184,808	\$204,981	\$204,153	3.1%
Performance Indicators						
<i>Cost Efficiency</i>						
Operating Cost per Revenue Hour	\$83.44	\$87.67	\$91.21	\$89.65	\$91.21	9.3%
Operating Cost per Revenue Mile	\$5.35	\$5.59	\$6.34	\$6.19	\$6.51	21.7%
<i>Cost Effectiveness</i>						
Operating Cost per Passenger	\$5.57	\$6.74	\$7.75	\$7.51	\$7.43	33.4%
Farebox Recovery Ratio	11%	14%	10%	11%	11%	-4.1%
Average Revenue per Passenger	\$0.63	\$0.97	\$0.77	\$0.83	\$0.81	28.0%
Average Subsidy per Passenger	\$4.94	\$5.77	\$6.99	\$6.68	\$6.62	34.1%
<i>Service Productivity</i>						
Passengers per Revenue Hour	15.0	13.0	11.8	11.9	12.3	-18.1%
Passengers per Revenue Mile	0.96	0.83	0.82	0.82	0.88	-8.8%

Figure 29 Annual Ridership, 2009 - 2013

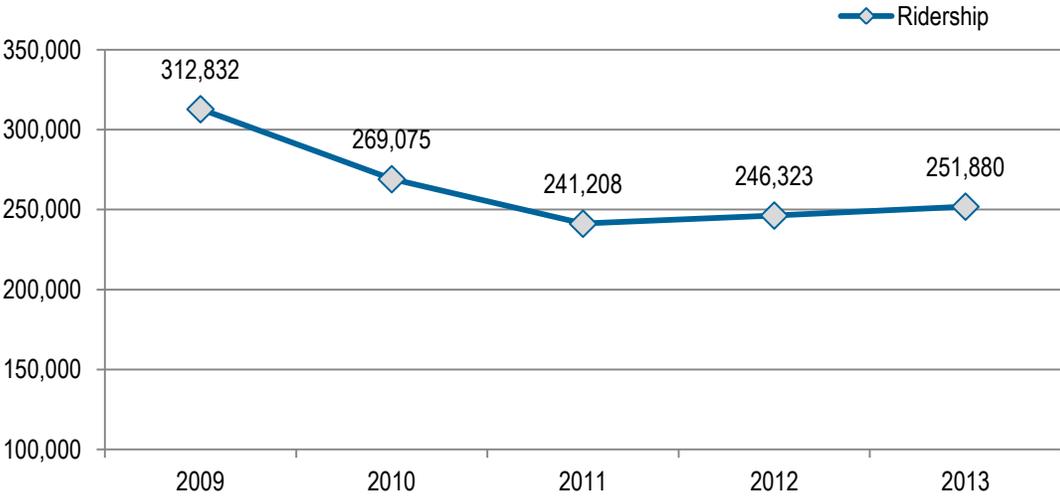
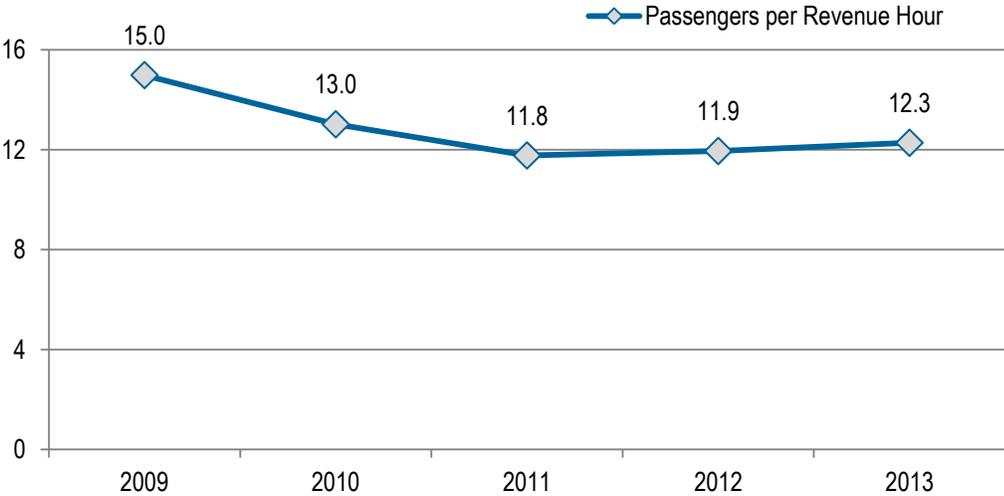


Figure 30 Passengers per Revenue Hour, 2009 - 2013



System Performance

The following charts and tables present systemwide findings based on data collected during the ridecheck effort, conducted in November 2014.

Figure 31 and Figure 32 illustrate key data for BTS routes, including total weekday boardings and boardings per service hour. The systemwide average boardings per weekday was 183.2. The systemwide average for boardings per hour was 10.3.

Figure 31 Total Weekday Boardings by Route

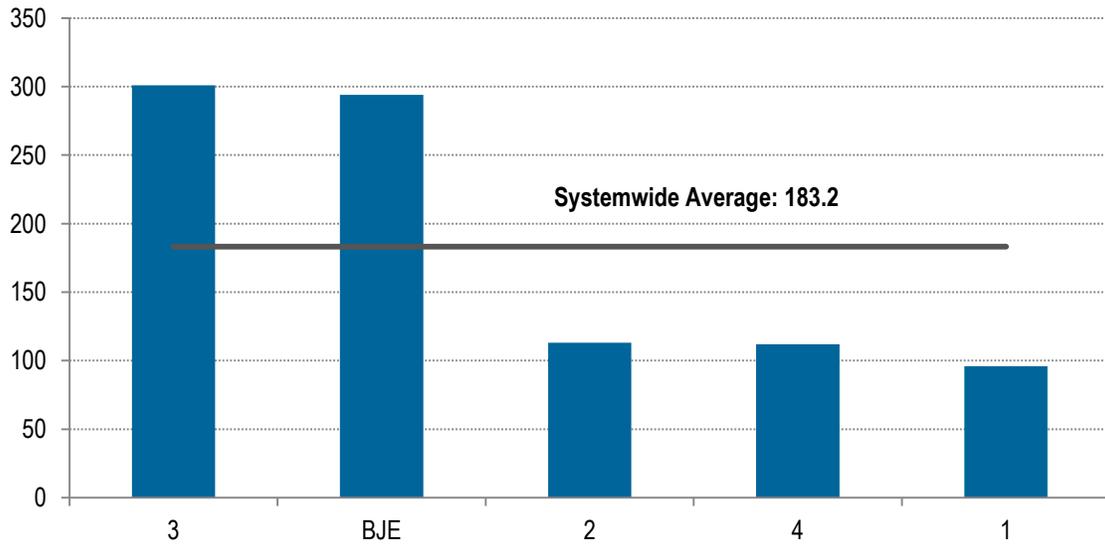


Figure 32 Total Boardings per Service Hour by Route

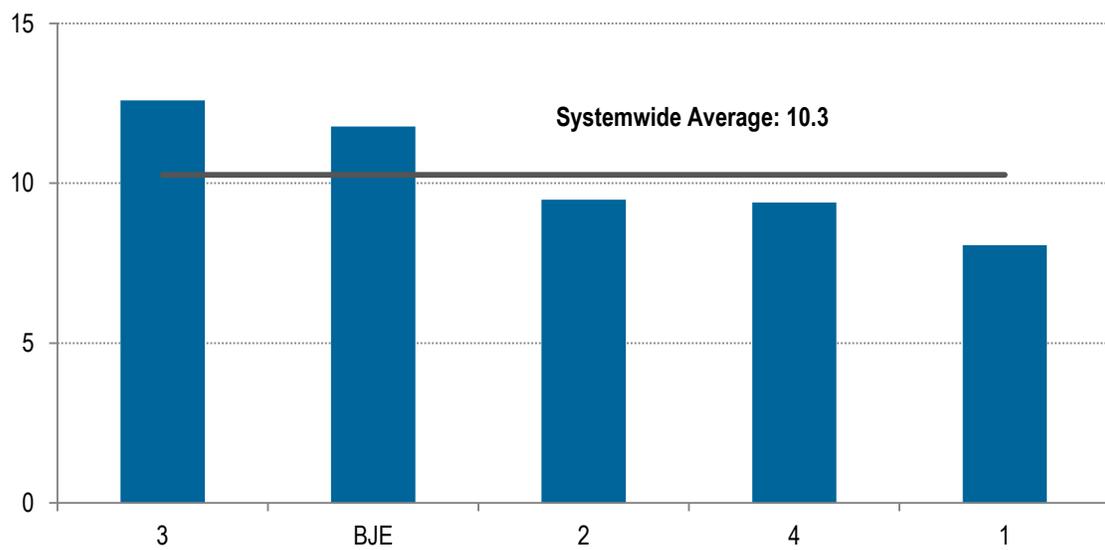


Figure 33 shows on-time performance by route. All route segments departing within 5 minutes of the schedule departure time were considered “on-time”. Segments departing more than 5 minutes after the scheduled departure time were considered “late”, and segments departing 1 or more minute before the scheduled departure time were considered “early”. It is worth noting that many routes regularly arrive early to scheduled timepoints and are forced to dwell, indicating that schedules need to be tightened on some segments. Conversely, few timepoints along trips were considered “late”.

Figure 33 On-Time Performance by Route

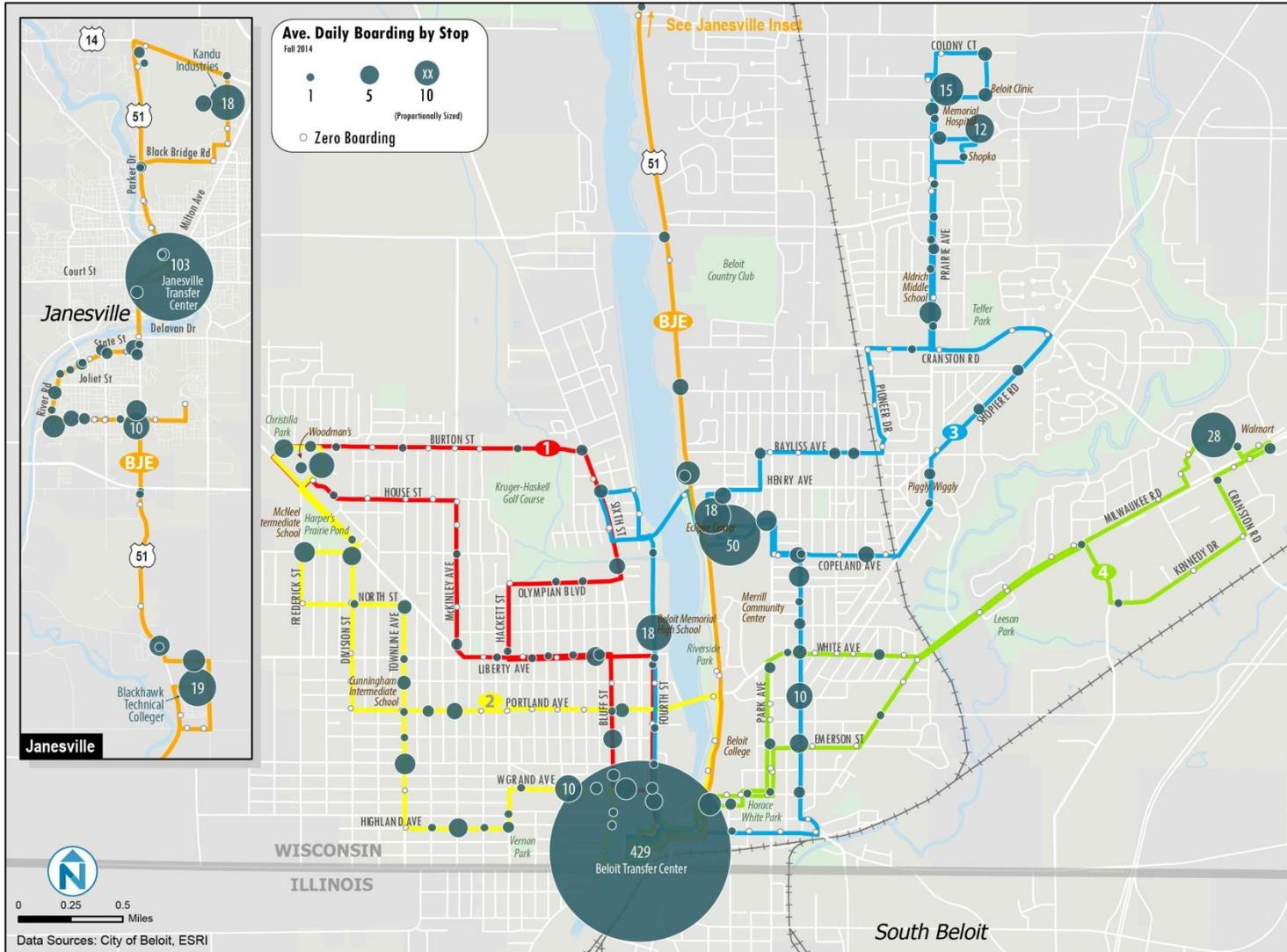
Route	On-time	Early	Late
1	72.0%	27.1%	0.9%
2	81.0%	19.0%	0.0%
3	70.7%	29.3%	0.0%
4	69.2%	30.8%	0.0%
BJE	81.5%	15.2%	3.3%

Figure 34 shows all weekday boardings on BTS routes. Boarding activity is concentrated in and around downtown Beloit, with little demand on the edges of town outside of a few strong trip generators, such as the Beloit Clinic and Walmart. The Transfer Center is the most significant stop by a wide margin.

Figure 35 shows all Saturday boardings. Overall ridership is much lower than on weekdays, and the only stops with more than 5 daily boardings are the Transfer Center and Walmart.

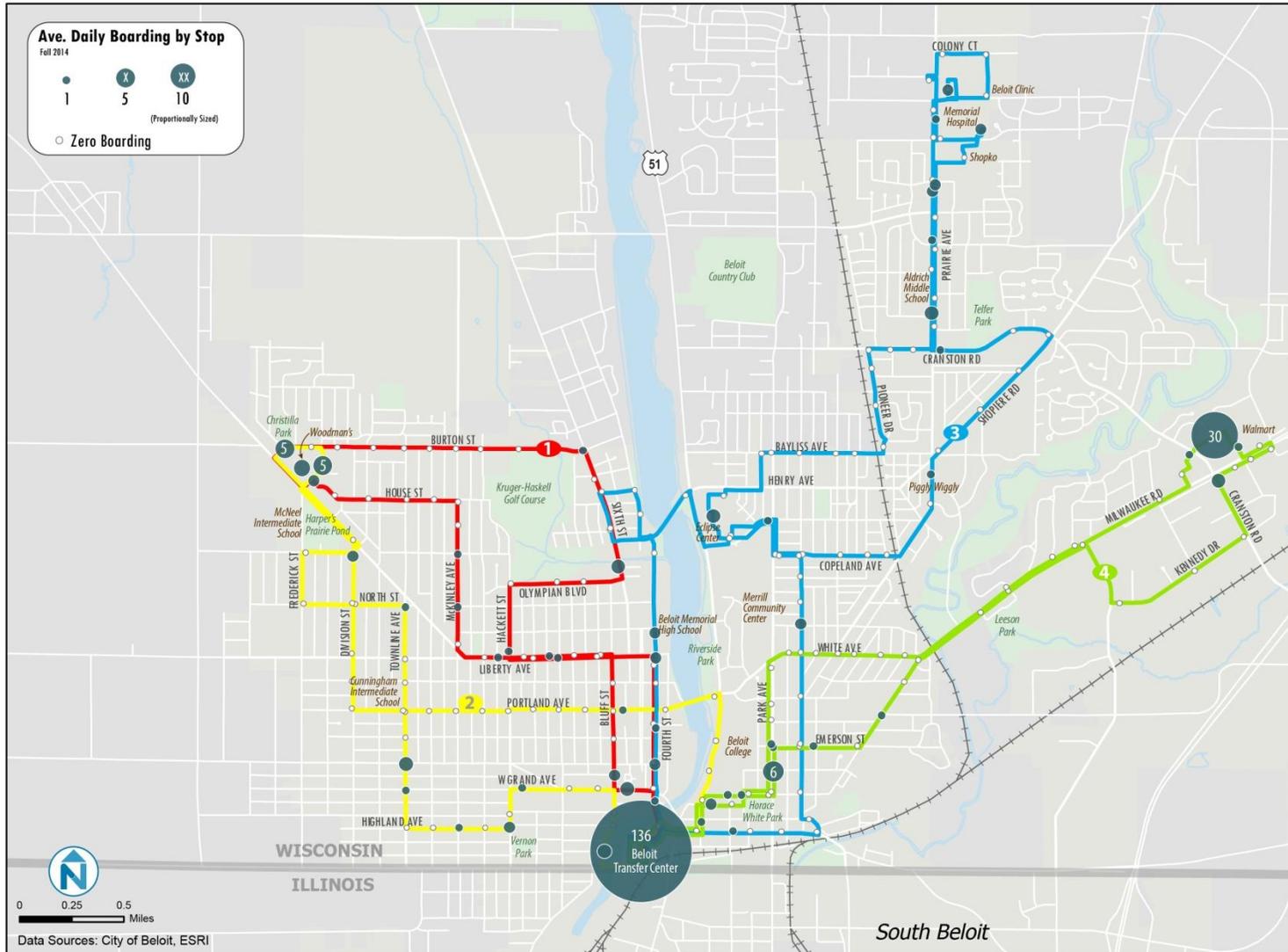
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Figure 34 Systemwide Boardings - Weekday



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Figure 35 Systemwide Boardings - Saturday



6 ROUTE SUMMARIES

This section contains a summary of each route based on performance data and field observations. Ridership and on-time performance data was collected during November 2014. Ridership is measured in terms of average daily boardings, which refers to the number of times a passenger enters a vehicles. Route productivity is measured by dividing average daily boardings by the number of scheduled daily revenue hours, or the time in which all vehicles assigned to a route are in service for a particular level of service (i.e. weekday or Saturday).

Schedule reliability, also referred to as on-time performance, is a measure of how well a particular route adheres to its schedule. It suggests whether a customer can count on a bus being there when the schedule says it will be. For Beloit Transit System and most transit systems across the county, buses are considered on-time if they depart a designated timepoint between zero and 5 minutes later than the scheduled departure time. A significant percentage of early departures were observed on Routes 1, 3, and 4, indicating a need to adjust existing schedules to reflect actual travel times or incorporate recovery time into the endpoint(s) of each route to accommodate operator breaks and allow an opportunity to get back on schedule.

ROUTE 1

Description

Route 1 serves the west side of Beloit along a one-way loop alignment using one bus operating every 40 minutes on weekdays and every 80 minutes on Saturdays. The span of service is 6:00 a.m. to 5:55 p.m. on weekdays and 9:00 a.m. to 4:15 p.m. on Saturdays

From the Transfer Center, the route travels north on Fourth, west on Grand, north on Bluff, west on Liberty, north on McKinley, west on House, and north on Cleora to Woodman’s. The route travels north on Madison for a short distance, and then west on Burton before turning south on Sixth. It then travels west on Olympian, south on Hackett, east on Liberty, and south on fourth to the Transfer Center.

Very few segments of the route are served bidirectionally, with the exception of portions of Liberty Ave. This means that most riders must travel out of direction to get to their destination.

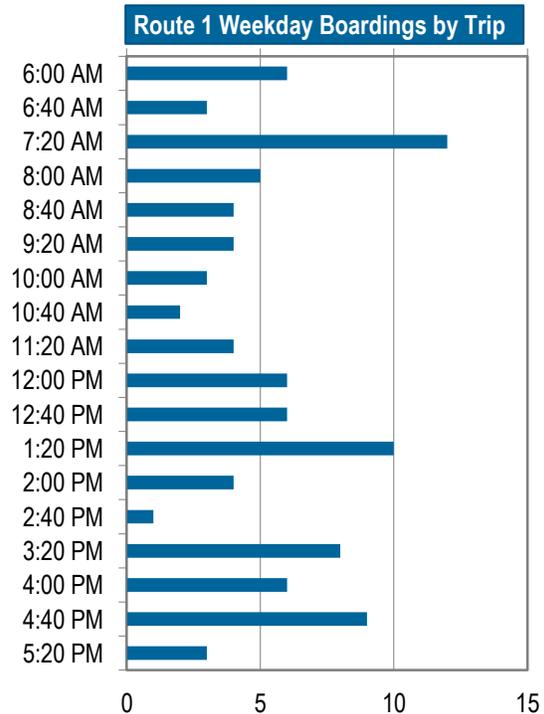
Performance

Route 1 has 96 weekday boardings and 9.1 boardings per service hour, which is the lowest performance among all BTS routes. On Saturdays, the route has 45 daily boardings and 12.9 boardings per service hour.

The stops with at least seven weekday boardings and alightings include the Transfer Center, Woodman’s, Woodside Terrace Apartments (Madison & Burton), Olympian & Oak, Parkview Apartments (Grand & Bluff), and Liberty & Vine. The segments along Bluff St and Liberty Ave have significantly more ridership than segments along the loop at the northern end of the route, excluding the stops mentioned above. The trip with the highest boarding activity is 7:20 a.m., with 12 weekday boardings.

On weekdays, 72% of trips arrived on-time, 27% arrived early, and 1% arrived late. On Saturdays, 78% of trips arrived on-time, 19% arrived late, and 3% arrived late.

Route Characteristics	
Stops	49
Route Length (miles)	8.43
Stop Spacing (miles)	0.17
Weekday	
Ridership	96
Productivity (boardings per hour)	9.1
On-Time Performance	72%
Saturday	
Ridership	45
Productivity (boardings per hour)	12.9
On-Time Performance	78%



ROUTE 2

Description

Route 2 serves the west side of Beloit along a one-way loop alignment using one bus operating every 40 minutes on weekdays and every 80 minutes on Saturdays. The span of service is 6:00 a.m. to 5:55 p.m. on weekdays and 9:00 a.m. to 3:35 p.m. on Saturdays.

From the Transfer Center, the route travels to McNeel Intermediate School via Shirland, Bluff, Grand, Hackett, Highland, Townline, North, and Frederick. It then proceeds to Woodman’s via Whipple, Madison, and Burton. From there it travels back downtown via Madison, Division, Portland, and Pleasant.

The route’s one-way loop design provides coverage to most areas of west Beloit south of Portland and west of Madison, but some riders must travel out of direction to get to their destination.

Performance

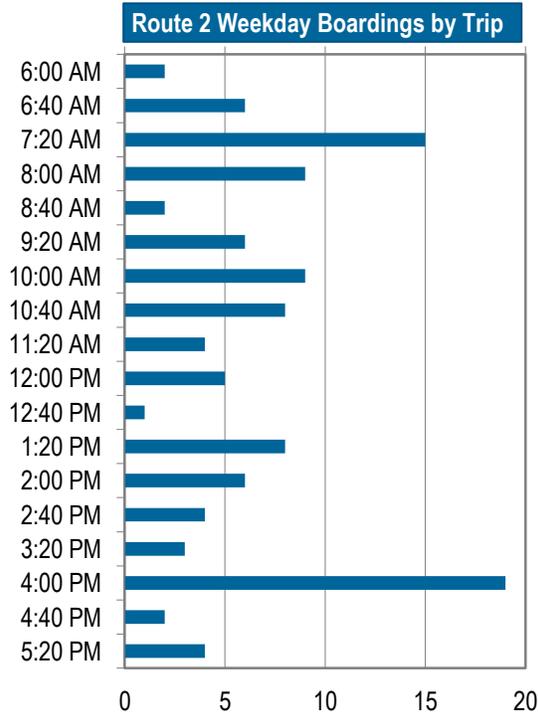
Route 2 has 113 weekday boardings and 10.8 boardings per service hour, which third among all BTS routes in terms of performance. On Saturdays, the route has 29 daily boardings and 9.9 boardings per service hour.

Stops with the highest ridership include the Transfer Center, W. Grand & Eighth, Highland & McKinley, McNeel Intermediate School, and Woodman’s. Several segments have low ridership, including Division St and portions of Portland Ave. The route has one segment in the inbound direction on the east side of the Rock River serving Pleasant Street, but it is not well utilized.

The highest ridership trips are at 7:20 a.m. and 4:00 p.m. Given the proximity to the school start and end times at McNeel, it is likely that many of the riders on these trips are students. All other trips have fewer than ten boardings per day.

On weekdays, 81% of trips arrived on-time and 19% arrived early. On Saturdays, 75% of trips arrived on-time and 25% arrived early. No late arrivals were observed.

Route Characteristics	
Stops	45
Route Length (miles)	9.06
Stop Spacing (miles)	0.20
Weekday	
Ridership	113
Productivity (boardings per hour)	10.8
On-Time Performance	81%
Saturday	
Ridership	29
Productivity (boardings per hour)	9.9
On-Time Performance	97%



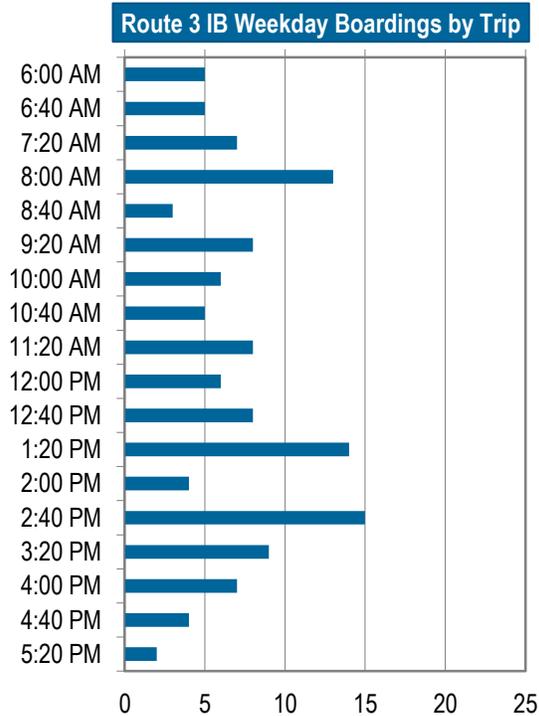
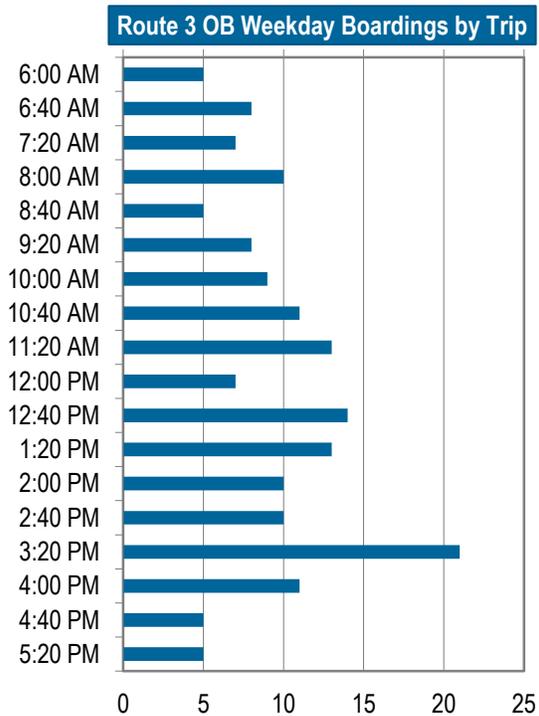
ROUTE 3

Description

Route 3 operates through central Beloit between the Transfer Center and Beloit Clinic at the north end of the city. On weekdays, the route is operated with two buses to provide 40 minute service from 6:00 a.m. to 5:55 p.m. On Saturdays, the route is operated with one bus providing service every 80 minutes from 9:00 a.m. to 4:20 p.m.

In the outbound direction, the route serves the west side of the Rock River along Fourth, does a loop to serve housing north of Maple, and then crosses the river to get to the Eclipse Center. From there, it operates on Henry, Church, Bayliss, Pioneer, Cranston, and Prairie before serving Shopko, Memorial Hospital and Beloit Clinic. In the inbound direction the route serves Prairie, Cranston, Shopiere, Prairie, Copeland, Eclipse Center, Wisconsin, and Broad. The only segment with bidirectional service is along Prairie Ave. The Eclipse Center is also served in both directions.

Route Characteristics	
Stops	84
Route Length (miles)	15.63
Stop Spacing (miles)	0.19
Weekday	
Ridership	301
Productivity (boardings per hour)	13.4
On-Time Performance	75%
Saturday	
Ridership	44
Productivity (boardings per hour)	6.4
On-Time Performance	73%



Performance

Route 3 is the highest performing route in the system with 301 weekday boardings and 13.4 boardings per hour. On Saturdays, ridership is significantly lower with many fewer trips, at 44 daily boardings and 6.4 boardings per hour.

Ridership is relatively even along the entire route with the exception of major trip generators. The highest ridership stops include the Transfer Center, Beloit Memorial High School, Eclipse Center, Memorial Hospital, Beloit Clinic, Aldrich School, and Wisconsin & Woodard. The loop deviation north of Maple Ave on the west side of the river generates little ridership.

On weekdays, 75% of trips arrived on-time and 25% arrived early. On Saturdays, 73% of trips arrived on-time and 27% arrived early. No late arrivals were observed.

ROUTE 4

Description

Route 4 operates with one bus on weekdays at 40 minute headway from 6:00 a.m. to 5:55 p.m. On Saturdays, the route also operates at 40 minute headway but has a shorter span from 9:00 a.m. to 4:15 p.m. It is the only BTS route that operates at the same headway on Saturday as it does on weekdays.

In the outbound direction, the route operates east from the Transfer Center along Shirland, State, Broad, Pleasant, Bushnell, Park, Emerson, and Milwaukee. The route serves a terminal loop along Willowbrook, Kennedy, and Cranston before completing a U-turn on Milwaukee and serving Walmart. The route then serves the Morgan Square shopping center before proceeding inbound along Milwaukee, White, Park, Bushnell, Public, Pleasant, and Broad.

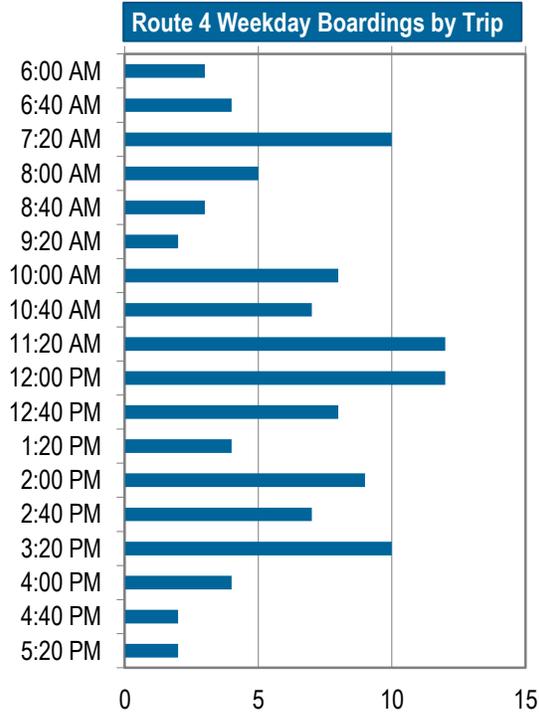
Performance

Route 4 has 112 weekday boardings and 10.7 boardings per service hour, which is the second worst among all BTS routes. Productivity is higher on Saturdays, with 83 daily boardings and 12.9 boardings per hour.

Ridership activity on the route mostly occurs at the Transfer Center at Walmart. The only other stops with more than five boardings and alightings a day on weekdays are Scoville Hall and several stops near Walmart. There is little ridership along other route segments, particularly along Emerson and Milwaukee.

On weekdays, 69% of trips arrived on-time and 31% arrived early. On Saturdays, 87% of trips arrived on-time and 13% arrived early. No late arrivals were observed.

Route Characteristics	
Stops	50
Route Length (miles)	9.46
Stop Spacing (miles)	0.19
Weekday	
Ridership	112
Productivity (boardings per hour)	10.7
On-Time Performance	69%
Saturday	
Ridership	83
Productivity (boardings per hour)	12.9
On-Time Performance	87%



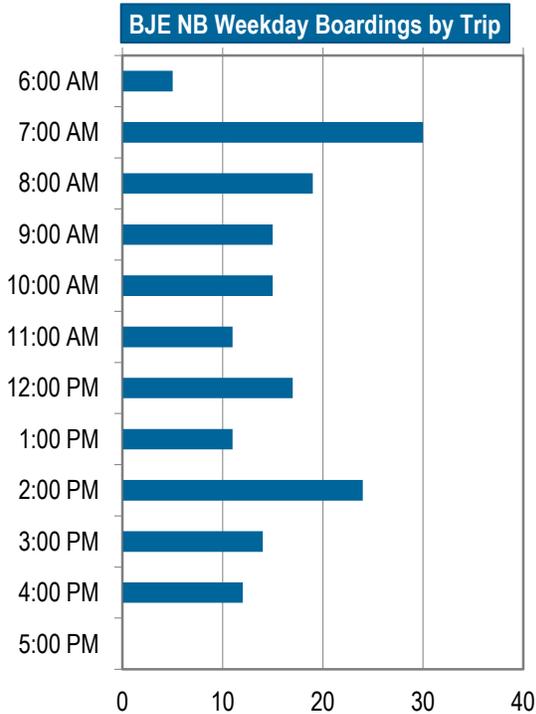
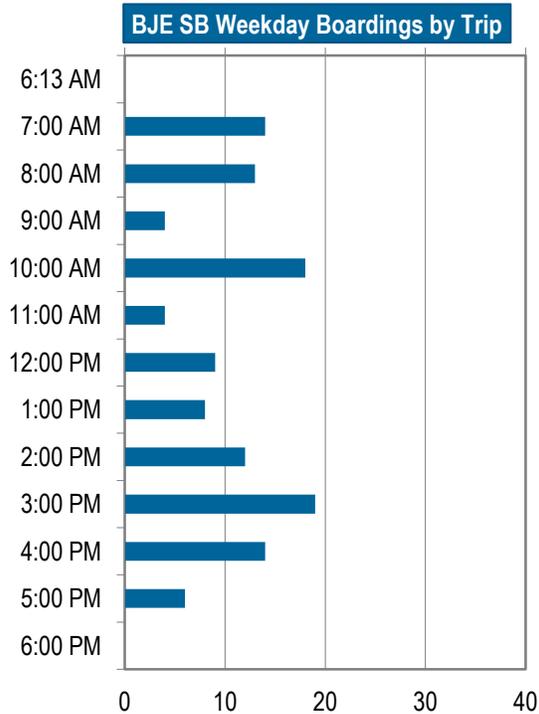
BELOIT – JANESVILLE EXPRESS

Description

The Beloit-Janesville Express is a route jointly operated by Beloit Transit System and Janesville Transit System to provide service between the two cities. Each system operates one bus on the route to provide combined sixty minute service from 6:00 a.m. to 6:13 p.m. on weekdays. Saturday service is not provided.

Within Beloit, the route operates on Pleasant St/Riverside Dr (Hwy 51). Between Beloit and downtown Janesville, the route serves several major destinations, including Blackhawk Tech, Industries, and the Rock County Job Center. In north Janesville, major destinations include KANDU Industries and the Rock County Complex. Rock Valley Community Programs, KANDU

Route Characteristics	
Stops	95
Route Length (miles)	48.14
Stop Spacing (miles)	0.51
Weekday	
Ridership	294
Productivity (boardings per hour)	12.8
On-Time Performance	82%



Performance

The BJE route has 294 weekday boardings and 12.8 boardings per revenue hour, which is comparable to BTS Route 3. The two most significant stops on the route are Beloit Transfer Center and Janesville Transfer Center, indicating that many riders are destined for the city downtowns or transferring to other routes. Other stops with significant ridership activity include

Blackhawk Tech, the Rock County Job Center, Rock Valley Community Program, University of Wisconsin – Rock County, and KANDU Industries.

The route was observed operating on-time 82% of the time, early for 12%, and late for 3%. Operators have indicated that it is difficult for certain trips to operate on time, particularly 8:00 a.m. and 2:00 p.m.

7 SCHOOL TRIPPER ANALYSIS

OVERVIEW

BTS operates a series of tripper routes providing service to schools in Beloit. Each route operates with one trip per time period, with the exception of Route 3X, which operates in the AM only. This section describes the performance of the four tripper routes, and boardings and alighting for each route are shown in Figures 36 and 37.

- Route 1X (McNeel Intermediate School) – AM and PM
- Route 2X (Cunningham Intermediate School) – AM and PM
- Route 3X (Beloit Memorial High School) – AM only
- Aldrich Route (Aldrich Middle School) – AM and PM

ROUTES

Route 1X

Route 1X provides service to and from McNeel Intermediate School. In the morning, the route operates from the Transfer Center to McNeel, primarily on Bluff, Liberty, and Madison. In the afternoon, the route follows a much different route, starting at McNeel, serving neighborhoods in west Beloit and the library, and then traveling across town to serve Spring Brook Village mobile home park on Colley Road.

Overall ridership is low to moderate, with 6 average daily boardings in the morning and 9 average daily boardings in the afternoon. In the morning, riders board at the Transfer Center and at several other stops, and all riders alight at McNeel. In the afternoon, the route is serving two ridership patterns. About 5 to 6 riders board at McNeel, and all riders generally alight at several different stops in west Beloit so that the load is zero before serving the library stop. At the library, an average of three riders a day board the bus and ride to Spring Brook Village mobile home park.

Route 2X

Route 2X provides service to and from Cunningham Intermediate School. In the morning, the route operates from the Transfer Center to Cunningham Primarily via Bluff, Grand, Hackett, Highland, and Townline. In the afternoon, the route travels from Cunningham to the Transfer Center via Portland and Pleasant.

Ridership on the route is low, with just four average daily boardings in the morning and one boarding in the afternoon. In the morning, almost all riders board at the Transfer Center and alight at Cunningham, and in the afternoon, almost all riders board at Cunningham and alight at the Transfer Center.

Route 3X

Route 3X provides service to Beloit Memorial High School in the morning only with an alignment that is significantly different than the regular Route 3. Route 3X starts at Freeman Parkway Apartments, serves Spring Brook Village mobile home park, and then stops along Wisconsin, Grand, and Fourth before ending at Beloit Memorial High School.

The route generates moderate ridership with an average of 11 boardings per trip. The stops responsible for most of the ridership are Spring Brook Village Mobile Home Park and Wisconsin & Copeland.

Aldrich Tripper

The Aldrich Tripper provides service between the Transfer Center and Aldrich Middle School and serves many of the same streets that Route 3 inbound does. From the Transfer Center, the route operates primarily on Grand, Wisconsin, Henry, Shopiere, Cranston, and Prairie to Aldrich Middle School. The routing is almost identical in the afternoon, but it operates in the reverse direction.

The route has moderate performance, with 11 average daily boardings in the morning and 13 boardings in the afternoon. In the morning, ridership comes from the Transfer Center, Wisconsin & Keeler, and Wisconsin & Harvey stops. In the afternoon, riders board at Aldrich and alight at Wisconsin & Copeland/Harvey/Alice/Keeler, as well as the Transfer Center.

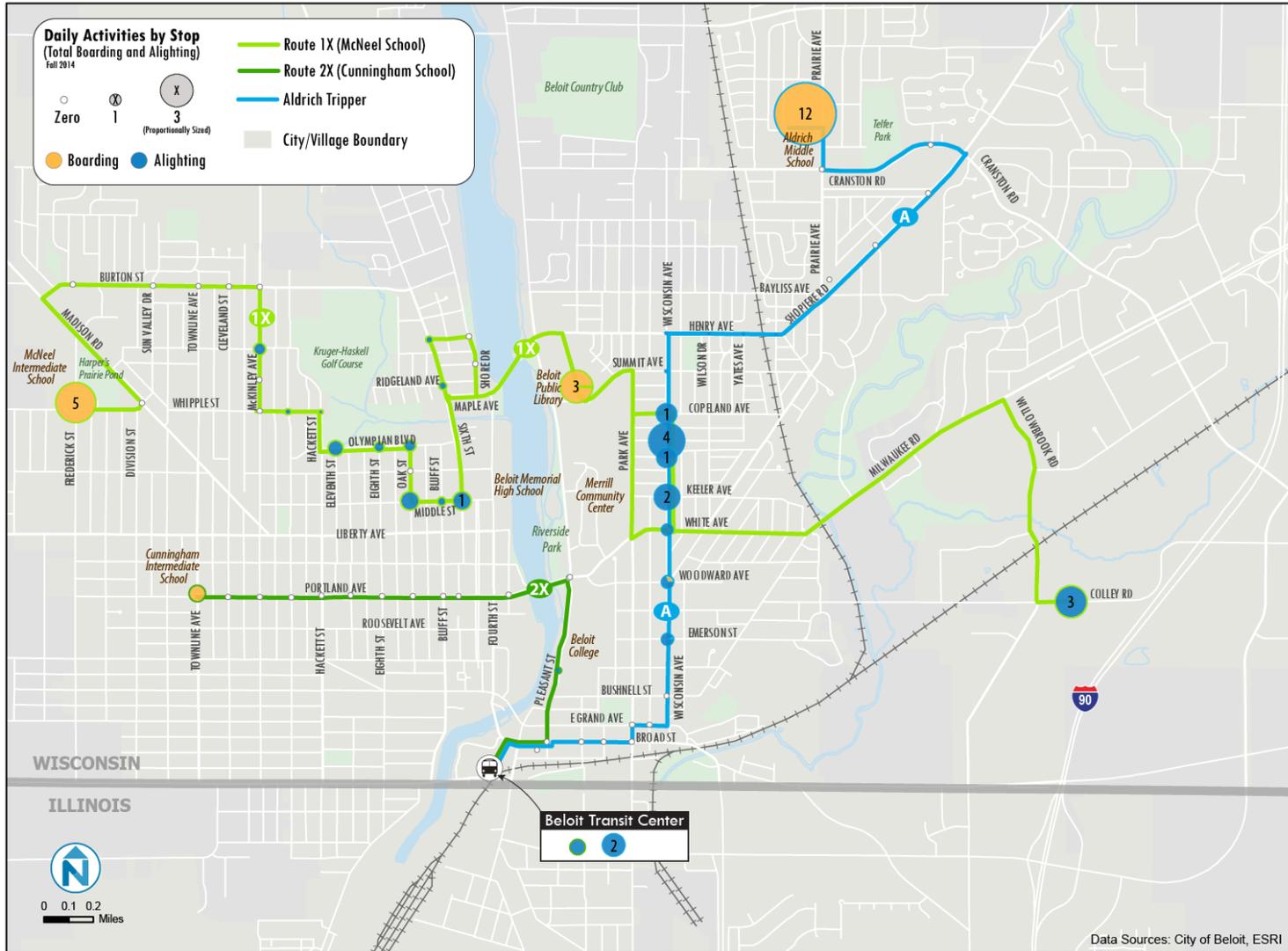
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Figure 36 Total Daily Boardings – School Trippers (AM)



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Figure 37 Total Daily Activities – School Trippers (PM)



8 OPERATOR FEEDBACK

To help the consulting team better understand the BTS system and the operating environment in Beloit, BTS operators were interviewed to gain their insights. The following is a summary of the comments that are most relevant to this planning effort.

General Comments

- **Service Characteristics**
 - Some riders want a direct connection to Walmart to make shopping more convenient.
 - More service to areas near Park Ave & Henry Ave may be warranted.
 - Customers have requested more Saturday service.
- **Fares**
 - Riders need more pass options, and a day pass should be considered
 - There should be a change machine in the Transfer Center, similar to what they have in Janesville.
- **Passenger Amenities**
 - Consider adding a shelter on Fourth at Family Dollar
 - Consider adding a shelter near Charter Communications on Cranston Road
- **Rider Characteristics**
 - There is a significant Spanish-speaking population riding the bus.
- **Trip Characteristics**
 - The system has significant transfer activity between routes.

Route-Specific Comments

- **Route 1**
 - The route has adequate time in the schedule.
 - Consider serving Shore Dr with Route 1 instead of Route 2.
- **Route 2**
 - Evaluate the routing on Route 2 and consider operating on Shirland and Madison
 - The Woodman's stop is in a bad location and should be reevaluated
 - Stops on Bluff St. can be difficult to serve when there is snow.
- **Route 3**
 - It is difficult to stay on schedule on Route 3, particularly when the bus serves Caritas.
 - Consider not going into the Piggly Wiggly parking lot.

- It can be difficult to get through the Maple & 4th and Wisconsin & White intersections.
- Consider serving more of Henry Avenue.
- The one-way loop design is inconvenient for some passengers because they have to ride out of direction.
- Passengers don't like walking across the parking lot to the Hospital from the bus stop because it is a long distance.
- Ambulances sometimes block the bus at the cancer center
- Consider adding shelter on Cranston Road near Cable office
- Consider adding shelter on Henry
- It is a long way to walk to the front door of the hospital from the bus stop
- **Route 4**
 - It is difficult to stay on schedule on this route.
 - Walmart is a major destination on the route, and people also ride to Central Christian Church, Hormel, Frito Lay, the BTS facility, and Kettle Foods.
- **BJE Route**
 - Certain trips on the BJE route can be difficult to maintain on-time, particularly the 8:00 a.m. and 2:00 p.m. trips.
 - Customers request Saturday service on the BJE.
 - The BJE Route is often held up in Janesville because it needs to wait for transferring riders from JTS buses that are running late.
 - BJE fares are confusing for some people because they are different than normal fares. More information should be provided to riders about fares.

9 COMMUNITY INPUT

Obtaining an understanding of community perceptions, needs, and priorities related to public transit in Beloit was an important step of the TDP process. This chapter summarizes results from an on-board surveys and findings from stakeholder discussions. Collectively, these inputs along with ridership, operational and market research data were used to develop service alternatives.

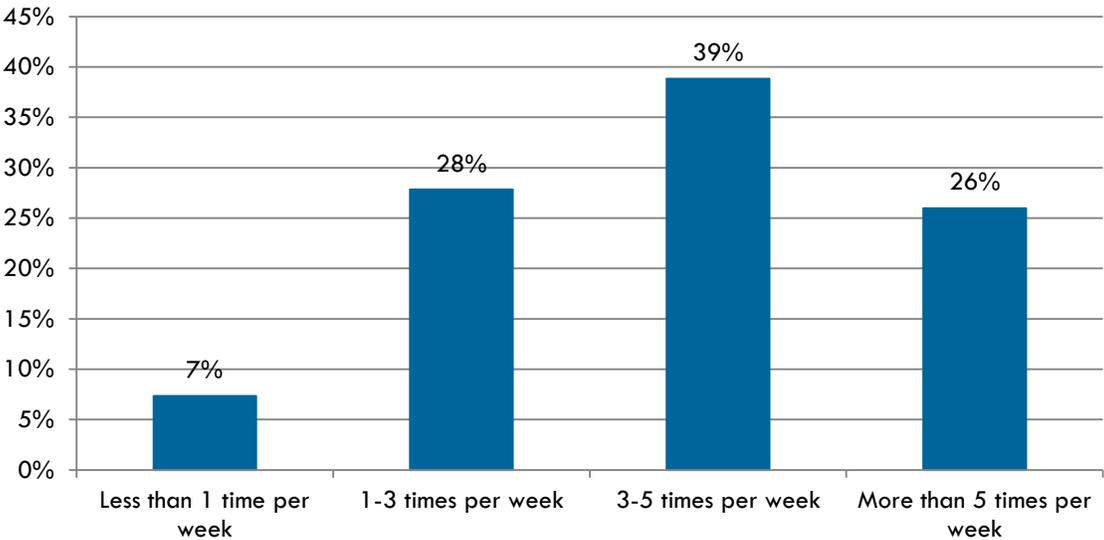
ON-BOARD SURVEY

An on-board survey of BTS riders was conducted in the spring of 2014 by BTS staff to better understand user patterns and perceptions of the system. A total of 327 respondents answered the 13 question survey.

Findings

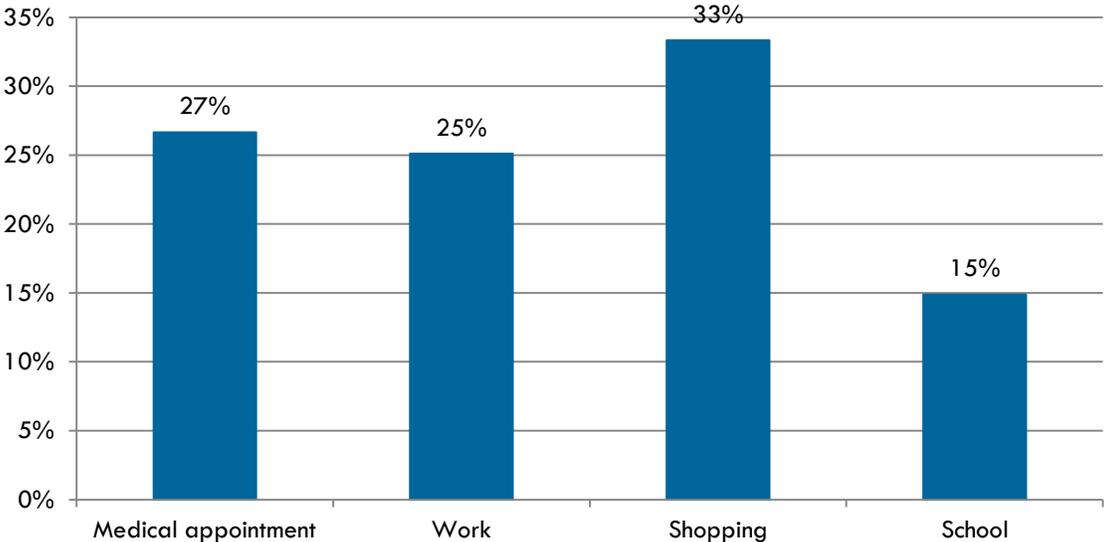
Most of the respondents indicated they are frequent riders with 39% riding 3-5 times per week and 26% riding more than 5 times per week.

Figure 38 Frequency of Use



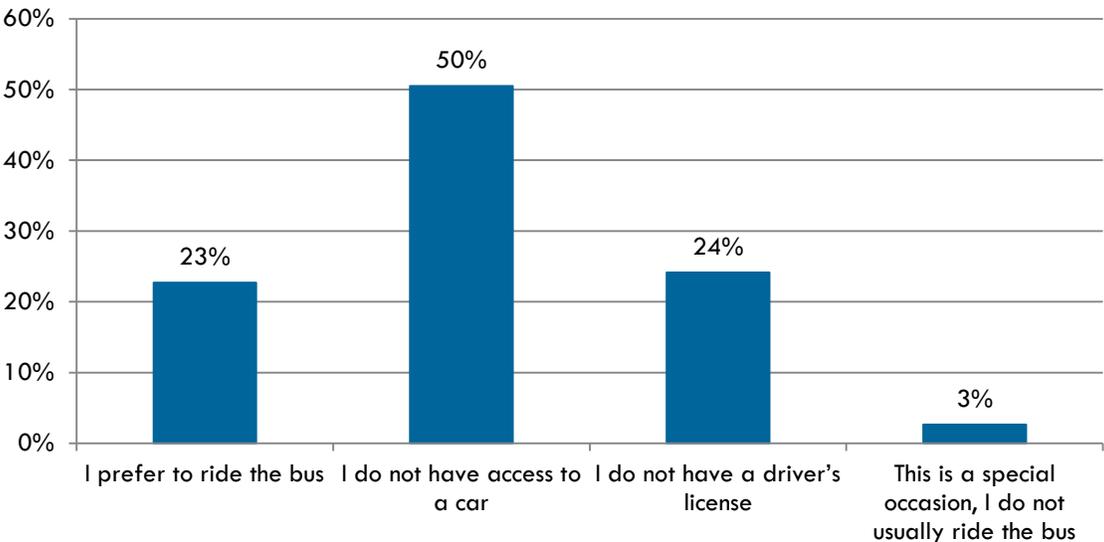
The purpose of rider's trips are diverse, with 26.7% riding for medical appointments, 25.1% for work, 33.3% for shopping, and 14.9% for school. In most transit systems, medical-related trips typically rank behind shopping and work.

Figure 39 Trip Purpose



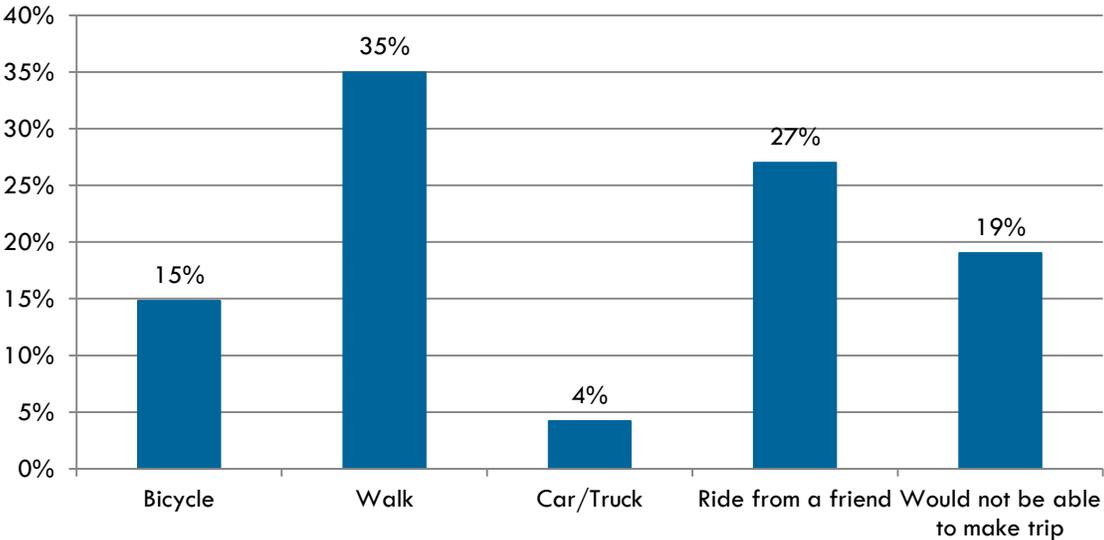
According to the survey, most riders are what would be classified as dependent riders (riders with little to no other options), as 50.5% do not have access to a car, while an additional 24.2% do not have a license to operate a vehicle.

Figure 40 Reason for Riding Bus



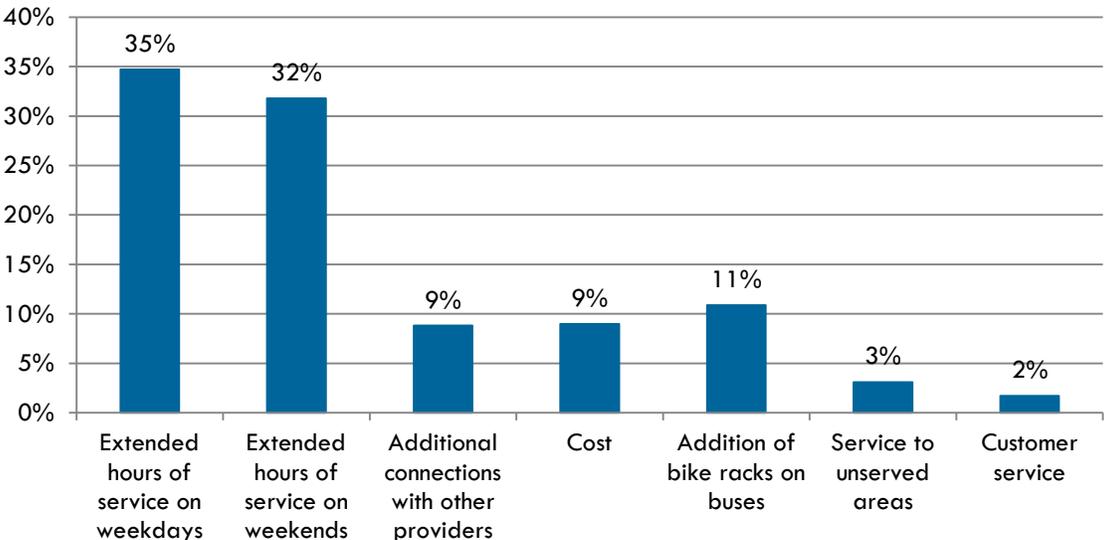
Nineteen percent of respondents indicated they would not be able to make their trip if the BTS system did not exist. With 35% of respondents, walking was the most likely travel alternative for users, although the distance of such trips is unknown.

Figure 41 How would you Make this Trip if the City Bus was Not Available?



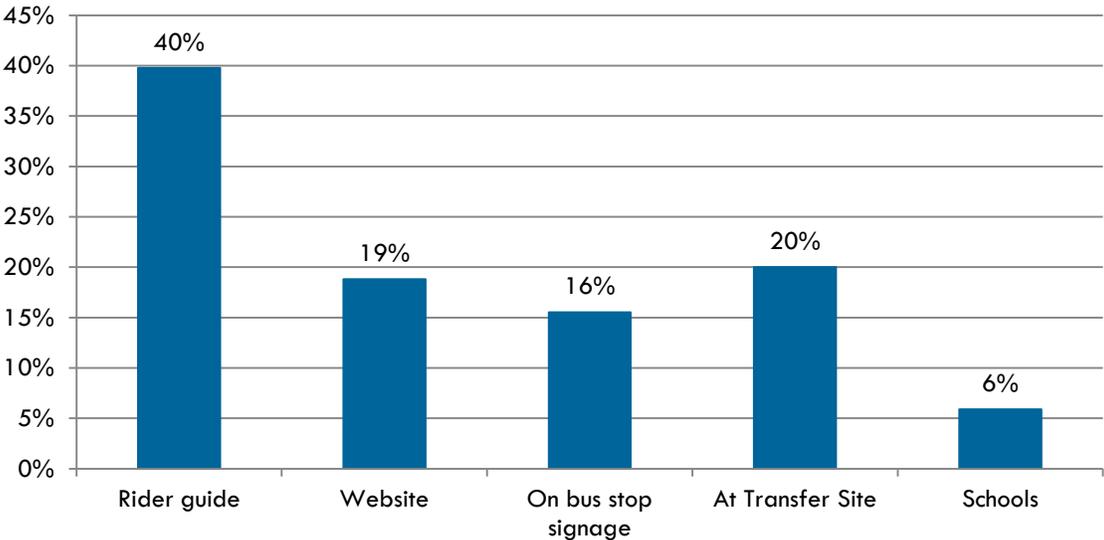
Extended hours for both weekday (34.7%) and weekend (31.8%) service are by far the most desirable service improves respondents would like to see made to the BTS. The addition of new services did not rank highly on the desires of survey respondents. Only 8.8% would like to see improved connections with other transit systems and only 3.1% want service added to new areas.

Figure 42 Potential Service Improvements



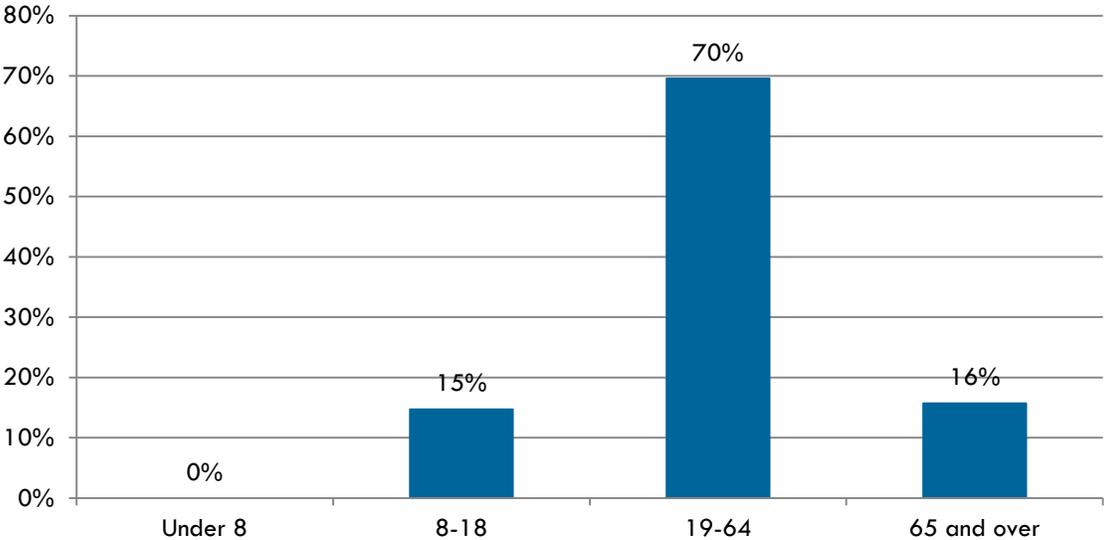
When asked how they would like to obtain information about BTS, the most popular answers were rider guide (40%), at transfer site (20%), and website (19%). This indicates that the rider guide is the most important component of rider information to focus on.

Figure 43 How would you Like to Obtain Information Related to BTS?



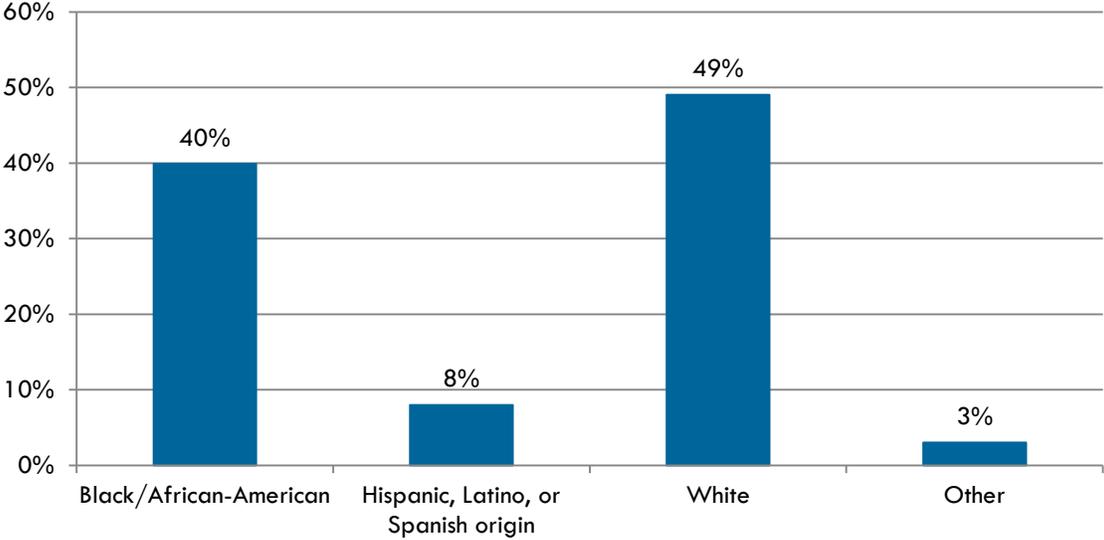
The vast majority of riders who took the survey (70%) were adults between the ages of 19 and 64. Of the rest, 16% were 65 and over and 15% were 8-18.

Figure 44 Age



Respondents were diverse, with 49.0% of respondents identifying as white, 39.9% as Black/African-American, 8.0% as Hispanic/Latino, and 3.0% other.

Figure 45 Race/Ethnicity



IDENTIFICATION OF COMMUNITY STAKEHOLDERS

To better understand community perceptions, needs, and priorities related to public transit, a list of potential stakeholders was developed by BTS staff with the assistance of community leaders familiar with local and regional organizations. Several different segments of the community were encouraged to participate in the stakeholder discussions, including organizations that serve seniors, people with disabilities, students, persons living in poverty or without a home, and several other community organizations.

The consultant team also considered the need for transit access to major employment centers by identifying employers (200 or more employees) located within the City of Beloit, as shown in Figure 46.

Figure 46 Major Employers within the City of Beloit

Employer	Product or Service	Currently Served by BTS	Number of Employees
Beloit Health System	Medical Services	Yes	1,550
School District of Beloit	Public Education Grades K-12	Yes	1,006
Kerry Americas	Dehydrated Food Products	No	690
Frito-Lay	Snack Foods	Yes	685
City of Beloit	Municipal Services	Yes	475
Beloit College	4-year Liberal Arts College	Yes	413
ABC Supply Co.	Roofing, Siding and Building Products	Yes	406
Fairbanks Morse Engines	Diesel Engines & Accessories	Yes	373
Walmart Super Store	Retail Department Store	Yes	300
Hormel Foods	Canned Meat Products	Yes	300
Staples Fulfillment Center	Office Supply Distributor	No	220
Serta Mattress Co.	Mattresses	Yes	210

The majority of major employers located within the City of Beloit are currently served by Beloit Transit System, with the exception of Kerry Americas and Staples Fulfillment Center, which are located east of Interstate 90.

Ultimately, the project team concluded to not create a stakeholder group comprised of major employers due to low historical ridership caused by warehouse work shifts not aligning to the limited operating hours provided by BTS. However, the project team determined that the service planning process should include an emphasis on improving direct access from residential areas with high transit demand to major employers situated within the Beloit Industrial Park. Currently, the majority of riders traveling to Beloit Industrial Park must connect at the Beloit Transfer Center due to the current Route 4 alignment.

STAKEHOLDER DISCUSSIONS

Two stakeholder discussions were held on November 5th, 2014 at the Eclipse Center. A total of 17 individuals representing a wide variety of organizations participated in the stakeholder meetings. Organizations represented in the stakeholder discussions are listed in Figure 47.

Figure 47 Stakeholder Participants

Name	Organization
Gary Bersell	KANDU Industries
Regina Dunkin	Merrill Community Center
Tammy DeGarmo	Project 16:49 / Robin house
Donna Goldsmith	Rock-Walworth Comprehensive Family Services Head Start
Patty Hansberry	Retired and Senior Volunteer Program of Rock County
Marline Holmes	Women's Fund of the Stateline Community Foundation
Steve Howland	Interested Citizen
Jeff Hoyt	Hands of Faith
Chuck Kincaid	Beloit City Council
Sandra Kincaid	Women's Fund of the Stateline Community Foundation
Janelle Marotz	School District of Beloit
Stacy Nemetz	School District of Beloit
Cecilia Ramirez	Latino Service Providers Coalition
Travis Schueler	Rock Valley Community Programs
Robin Stuh	School District of Beloit
Carol Wickersham	Duffy Community Partnerships
Shirley Williams	Interested Citizen

At the start of each stakeholder discussion, participants were given a brief overview of the study, its goals, and the purpose of the stakeholder meeting. Participants were asked to describe the services offered by their organization or agency, and to discuss what they viewed as the top transportation issues or challenges in Beloit. They were then asked to discuss their views on local transit services in Beloit, its strengths and weaknesses, and key transit needs.

Major Themes

A number of major themes emerged during the stakeholder discussion meetings. Rather than attribute comments to an individual or a stakeholder group in isolation, the major themes have been summarized below.

Cost of Transit

- Many BTS riders are low-income and the cost to ride may be an impediment to riding the bus more. Stakeholders have heard of riders only shopping one day a week because they can only afford to ride the bus one day a week.
- Appleton and Janesville have free or reduced transit costs for students. Stakeholders would like BTS to provide a more discounted fare for students. A discounted semester pass is available as well as ten ride punch passes, but it can be difficult to come up with the money in advance for those items. One idea is to spread the cost of a yearly pass over four terms instead of two semesters.
- BTS should consider more low income passes and fare media that make it more affordable to make frequent trips. The system should examine if there are revenue neutral ways to increase ridership.

Evening Service

- Consider evening service in Beloit, like Janesville, which has deviated fixed route service in the evenings. This service has allowed KANDU Industries to expand.
- The last BJE trip arrives in Beloit at 6:00 p.m., but there is no local service to take riders to other parts of town at that point, because there is no evening service.
- Some students at Beloit College can't get to jobs and internships because of transportation issues, particularly in the evening. A student fee to fund additional service is worth exploring.
- Transportation at night is a concern for everyone, because most jobs are outside the community. Look at shift change times for opportunities to serve workers.
- Getting to urgent care at night is an issue.
- Many kids don't do school activities at night because they have no transportation home due to the lack of evening service.
- Many teenagers can't work because they don't have transportation in the evenings due to a lack of bus service.

Service Design

- Some feel that bus stops are too far from where people live and where they want to go. Others feel that the routes do a good job of covering the city.
- The one-way loop structure can make the routes slow and time consuming due to out of direction travel.
- There are pockets residents in Beloit Township that would benefit from service.
- Consider operating service to Staples Fulfillment Center and Frito Lay.

- The infrequent service on the BJE route is an issue. Some wish it were more frequent. In addition, it can be time consuming to make a transfer because the BJE operates every 60 minutes but the other routes operate every 40, so transfers are not timed.

Passenger Information

- Many people don't know that maps and information about the system exist.
- Some people have a hard time understanding and reading maps, making it difficult to understand the system.
- Language is a barrier for some people riding the bus. BTS should consider providing materials in Spanish.
- Leverage partnerships with organizations to provide information to the community.
- It would be nice to have someone explain how the system works to kids. The school district has to explain to people how to use the bus, and it can be confusing. Students tend to learn from other students. In the past, schools have had outings in the city where they used the bus, and that showed students how to use it. There could be a summer class on how to use the bus.
- Showing stop locations on the route map would be helpful.
- Google Transit will help, but not everyone has Internet access.
- People often don't know where bus stops are because the signs are difficult to spot.
- Have some kind of connection with social media to attract young people.

Passenger Amenities

- Passenger amenities are poor at most stops, with no bench and no shelter.
- Shelters should be installed in places where there are lots of riders.
- The Transfer Center feels isolated to some people. Consider improving the landscaping to enhance it visually, and make it more like a park.

Public Outreach

- Surveying students is a good idea, to find out about their needs and family needs. There are kids who would want to do sports, but can't because they don't have transportation.
- Find places where people naturally congregate to get input.

Other

- Safety is a concern for people walking to and from the bus stop at night.
- The plan should consider that the city needs better infrastructure for ridership. Sidewalks and lighting are an issue, and there should be sidewalks along all bus routes.
- The transit system should make a map of which areas need capital improvements.
- Many places in the city don't have sidewalks, and the sidewalks that do exist are often covered with snow in the winter.
- Enhance the aesthetic value of transit, and ridership and support will increase.
- Advertising may be a way to get more funds for transit.
- Seek diversity among bus drivers.

10 SERVICE ALTERNATIVES AND PUBLIC FEEDBACK

COST-CONSTRAINED SERVICE ALTERNATIVES

Two alternatives for fixed-routes in Beloit were developed based on service and demographic analyses, stakeholder input, and customer feedback. Both alternatives were cost-constrained, meaning they would cost the same to operate as the existing system.

Alternative A, which is illustrated in Figure 48, had the following characteristics:

- *Improved crosstown access:* Modified Route 4 would improve directness of service for many customers by creating a one-seat ride to major destinations, such as Walmart, Beloit Memorial High School, and the Eclipse Center, which would increase ridership.
- *Maintains service headway:* Buses would come every 40 minutes like they do today.
- *Maintains coverage:* Maintains service to most neighborhoods that are currently served.

Alternative B, which is illustrated in Figure 49, had the following characteristics:

- *Improved crosstown access:* Modified Route 4 would make it easier to travel between the westside of Beloit and locations on the eastside, including Walmart and the Eclipse Center.
- *Improves service headway:* Buses would run every 30 minutes instead of every 40 minutes. This would make it more convenient to connect to the BJE route, which runs every hour. Improving frequency to 30 minutes has resulted in 20% increases in ridership in other systems due to decreased waiting times and better connections.
- *Reduces coverage:* In order to have 30 minute headway, buses would not serve as many streets. Certain streets that are served today and in Alternative A, such as Olympian Blvd and Colony Ct, would not be served

The public had the opportunity to review the two cost-constrained alternatives using both the traditional public meeting format and an online survey. Feedback from each outreach effort is described in this chapter.

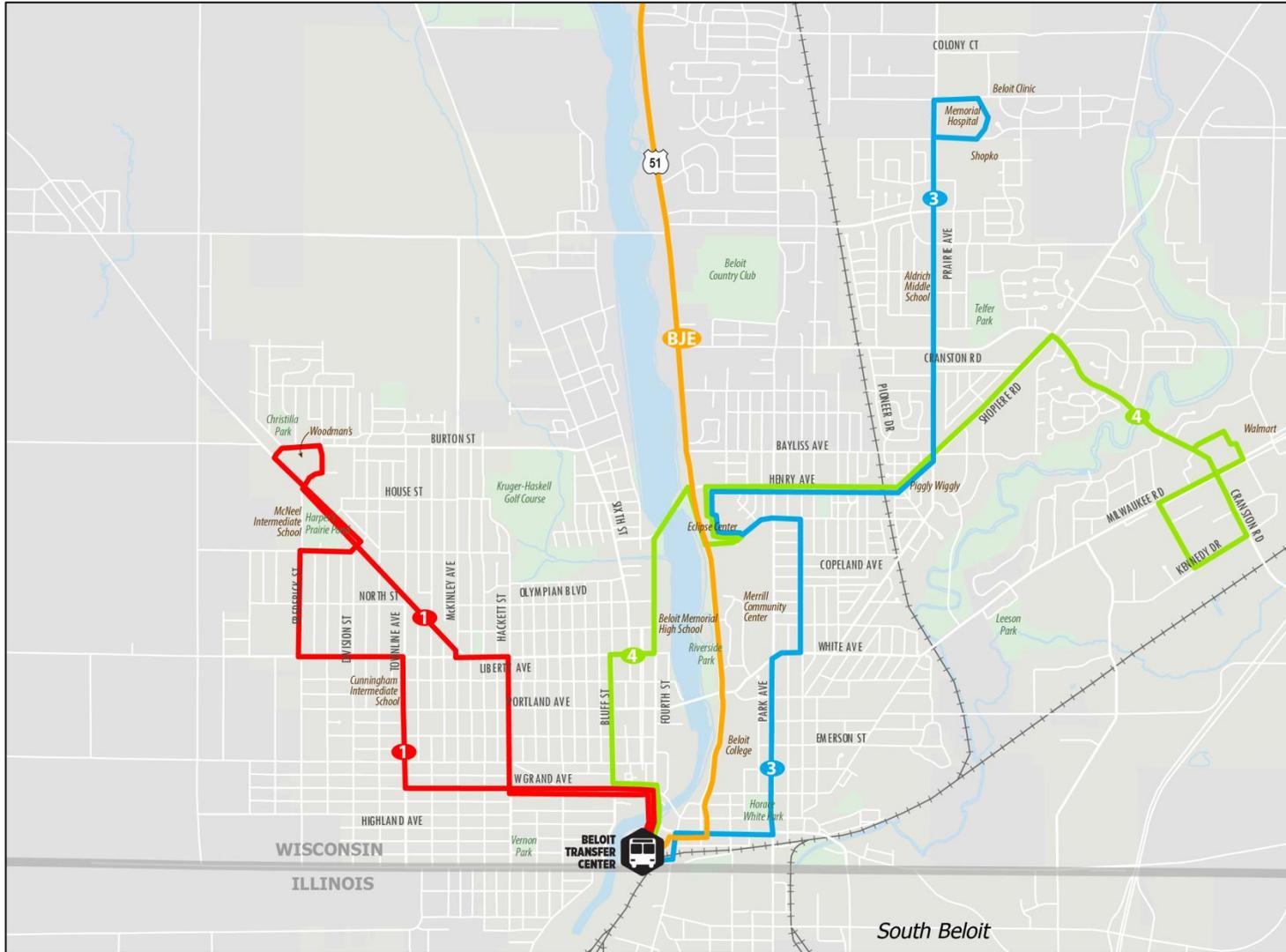
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Figure 48 Alternative A Route Alignments



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Figure 49 Alternative B Route Alignments



SERVICE REDUCTION ALTERNATIVE

Decreased funding for the Beloit Transit System at the state level is a possibility within the next five years. As a result, a two-step service reduction alternative was developed as worst-case scenario. Service reduction is not recommended and therefore, was not presented to the public.

Service Reduction Phase 1

Should such a catastrophic situation occur, the least damaging service reduction would be to eliminate Saturday service, reducing service to 19,550 annual hours.

Figure 50 Service Reduction Phase 1

Route	Recommendation	Annual Hours	Peak Vehicles
1 Cranston	Discontinue Saturday service	6,545	2
2 Prairie	Discontinue Saturday service	6,545	2
3 Madison	Discontinue Saturday service	3,315	1
Beloit-Janesville Express	No changes	3,145	1
		19,550	6

Service Reduction Phase 2

If greater reductions are necessary after eliminating Saturday service, a modified route network utilizing four peak vehicles would provide skeletal bus service. This route network would maintain coverage to most neighborhoods currently served, reducing service to 16,320 annual hours.

- 1 Milwaukee – A route serving East Beloit, including Milwaukee Rd and Walmart. This route would be very similar to the existing Route 4, but would be operated bi-directionally other than the terminal loop.
- 2 Prairie – A route serving Central and North Beloit, including Beloit High School, Eclipse Center, and Beloit Memorial Hospital. This route would be operated with two vehicles and would follow an alignment similar to the existing Route 3, but would be operated bidirectionally.
- 3 Madison – A loop route serving West Beloit, this is the same route alignment included in the Phase 1 recommendations.

Figure 51 Service Reduction Phase 2

Route	Recommendation	Annual Hours	Peak Vehicles
1 Milwaukee	New route East Beloit, similar to existing Route 4	3,315	1
2 Prairie	New route serving Central and North Beloit	6,545	2
3 Madison	Loop route serving West Beloit	3,315	1
Beloit-Janesville Express	No changes	3,145	1
		16,320	5

PUBLIC MEETINGS

BTS customers and members of the public were engaged in the TDP process on February 18 when service alternatives were introduced. Open house meetings were held at the Beloit Transfer Center from 10:00 a.m. to 2:00 p.m. and at the Beloit Public Library from 4:00 p.m. to 6:00 p.m. Both meetings were advertised on buses and at the transit center.

The open house at the Beloit Transfer Center had over 30 participants, 18 of whom provided responses to a four-question intercept survey. Poster boards depicting existing ridership patterns and two varying scenarios were provided to foster discussion. Participation primarily consisted of existing customers that use the service on a regular basis for shopping and medical trips. Additional participants consisted of customers with work schedules that do not align well with existing bus schedules (i.e., shift workers and temporary employees) and non-riding citizens interested in transit.

The open house at the Beloit Public Library was sparsely attended with five participants. Poster boards and a brief slideshow presentation were provided to inform participants of the TDP process and potential outcomes.

In addition to learning about the cost-constrained service alternatives, meeting attendees were asked to fill out a survey to help the project team prioritize potential service improvements. The results of this survey are illustrated in Figure 53. When asked about service headway versus coverage, 71% favored maintaining service in all areas currently served and operating every 40 minutes, and 29% favored reducing service in low ridership areas and operating every 30 minutes. When asked about stop spacing, 79% favored spacing bus stops every other block to minimize walking distance, while 21% favored spacing stops every 3-4 blocks to minimize travel time.

When asked about service span versus headway, 88% favored extending service from 6:00 p.m. to 9:00 p.m., while 12% favored improving headway to 30 minutes. When asked about days of service, 50% favored providing more weekday service, while 41% favored adding Sunday service.

Figure 53 Public Meeting Tradeoff Exercise

Tradeoff	Choices	% of Responses
Headway and Coverage	Reduce service in low ridership areas and operate every 30 minutes	29%
	Maintain service in all areas and operate every 40 minutes	71%
Service Expansion	Improve headway to 30 minutes	12%
	Extend evening service to 9:00 p.m.	88%
Service Expansion	Provide more weekday service	59%
	Add Sunday service	41%
Access and Directness	Space bus stops every other block to minimize walking distance	79%
	Space bus stops every 3-4 blocks to minimize travel time	21%

ONLINE SURVEY

An online survey was conducted to gather feedback about the cost-constrained service alternatives. The survey was advertised on buses, on the BTS website and through email communications. A total of 26 people took the survey. Results are shown in figures 54 to 61, and major findings are summarized below:

- When asked which service alternative they prefer, respondents overwhelmingly chose Alternative A (85% of respondents) over Alternative B (15% of respondents), indicating that service coverage is more important than headway improvements. This finding is consistent with feedback received at the open house that was held at the Beloit Transfer Center.
- The most popular potential service improvements were increasing service headway from 40 minutes to 30 minutes, followed by extending weekday service to run until 9:00 p.m., and providing more Saturday service. Despite the majority preference to retain a 40-minute system over a more compact 30-minute system, headway improvements are important to customers.
- The most popular capital improvement was bike racks on buses, followed by improved lighting.
- Just over half (56%) of respondents are regular riders.
- About 80% of respondents are in the 25 – 64 age group.
- About half (52%) of respondents are employed full-time or part-time, 39% are unemployed, and 9% are retired. Only one student responded.
- About two-thirds (68%) of respondents have a smartphone with Internet access.

Figure 54 Which Service Alternative Do You Prefer?

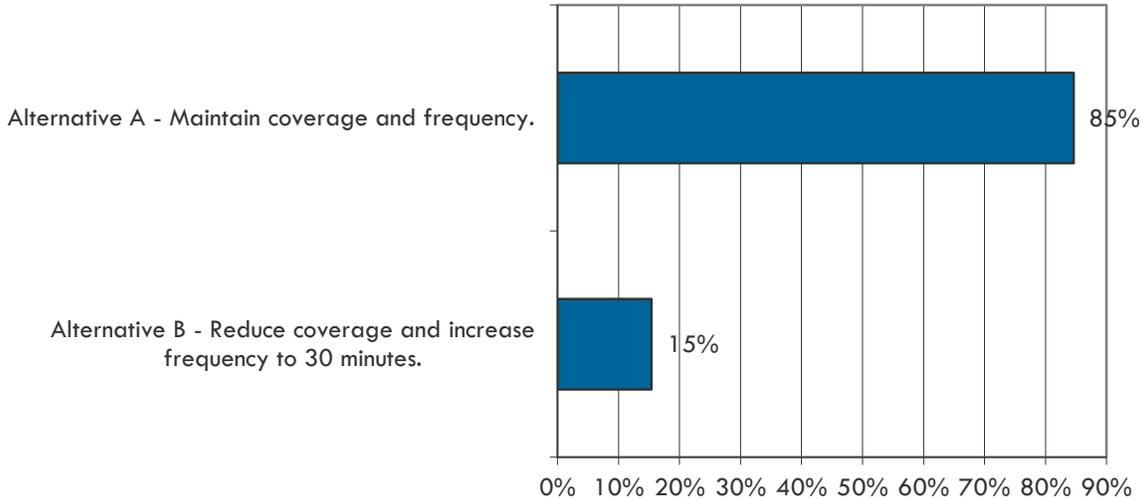


Figure 55 Rating of Potential Service Improvements

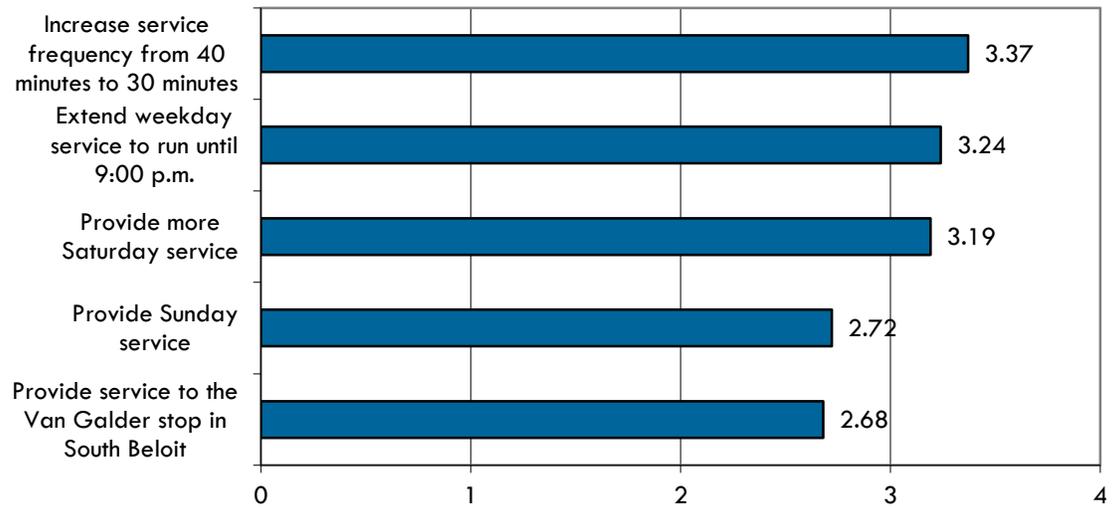


Figure 56 Rating of Potential Capital Improvements

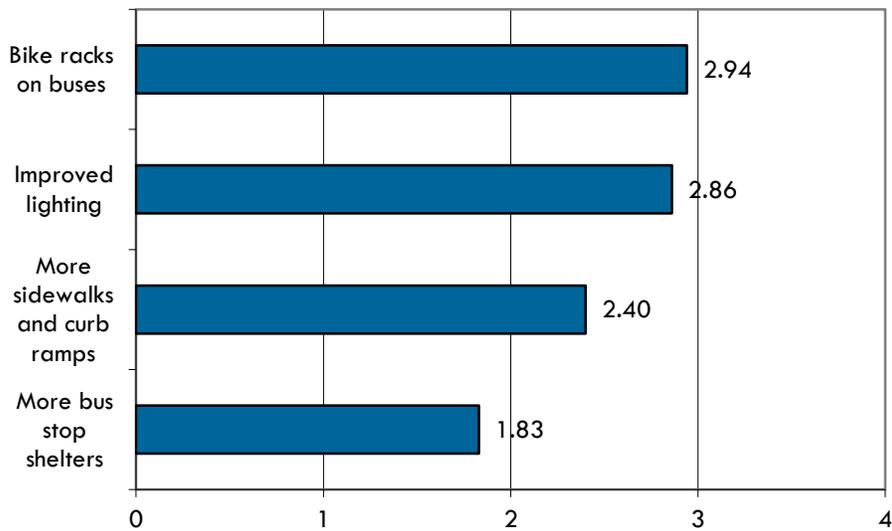


Figure 57 Frequency of Riding BTS

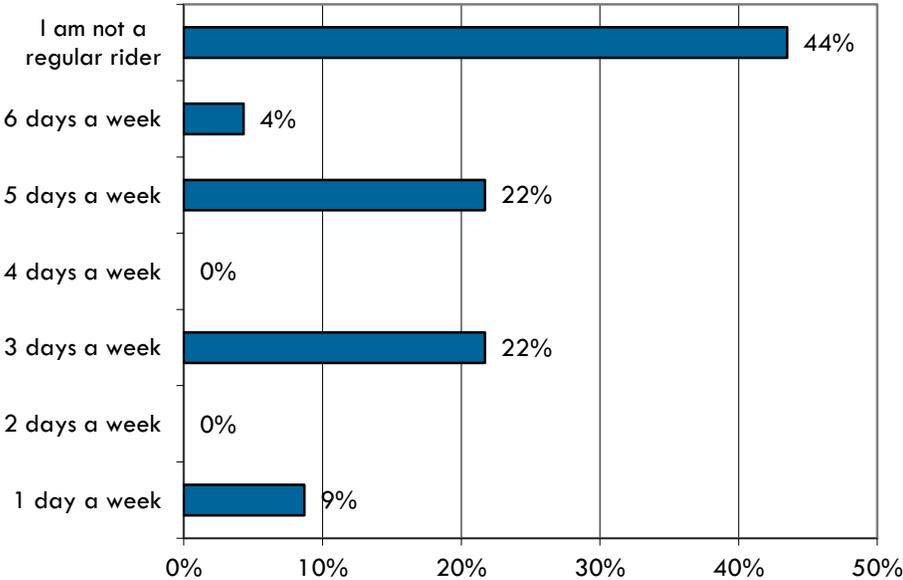


Figure 58 Routes Frequently Used by Survey Respondents

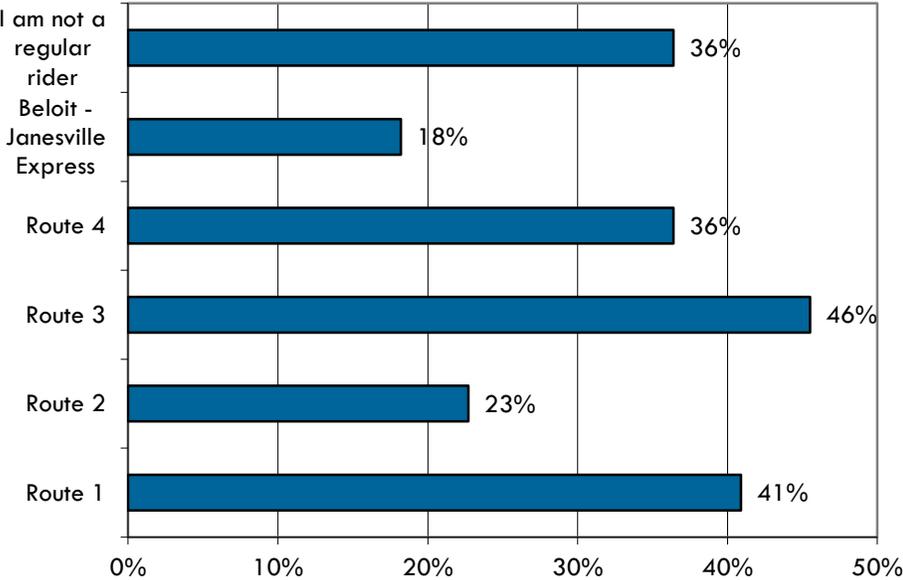


Figure 59 Age of Respondents

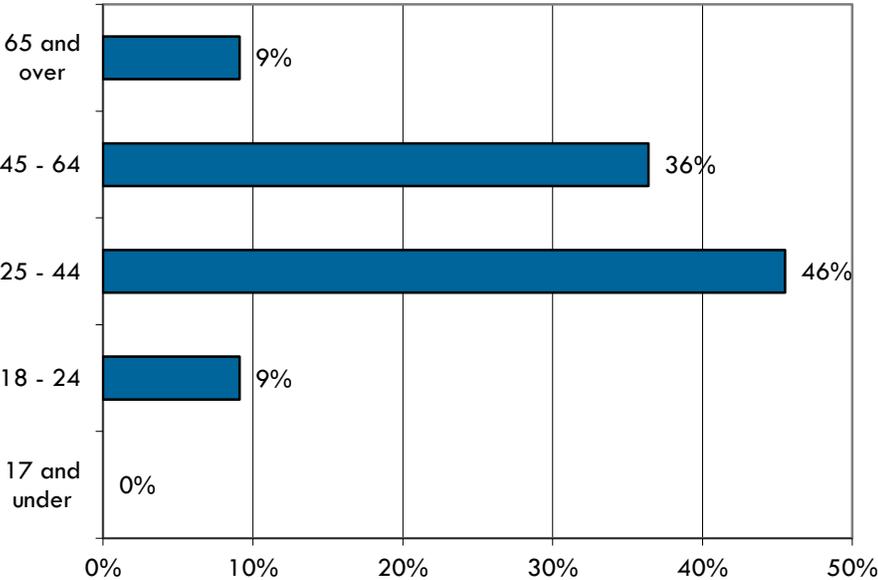


Figure 60 Employment Status of Respondents

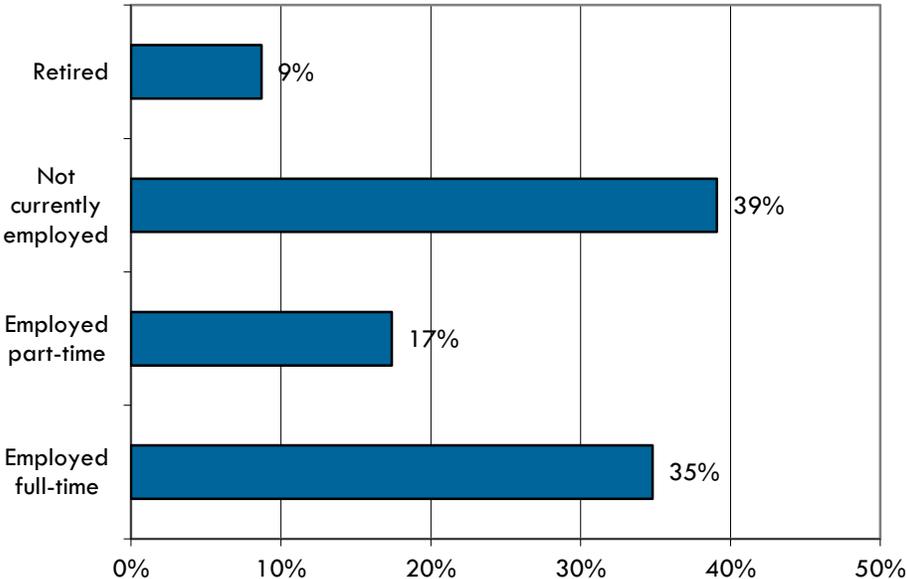


Figure 61 Student Status of Respondents

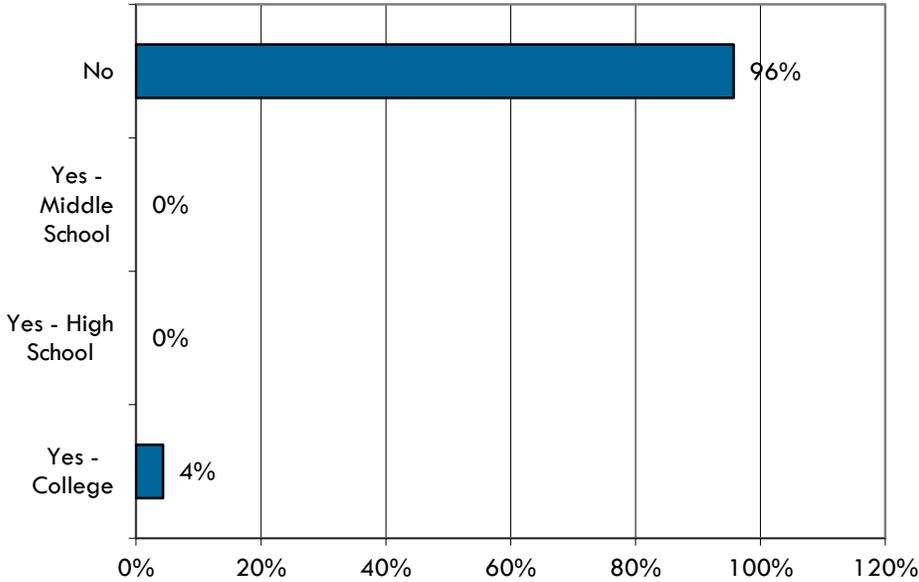
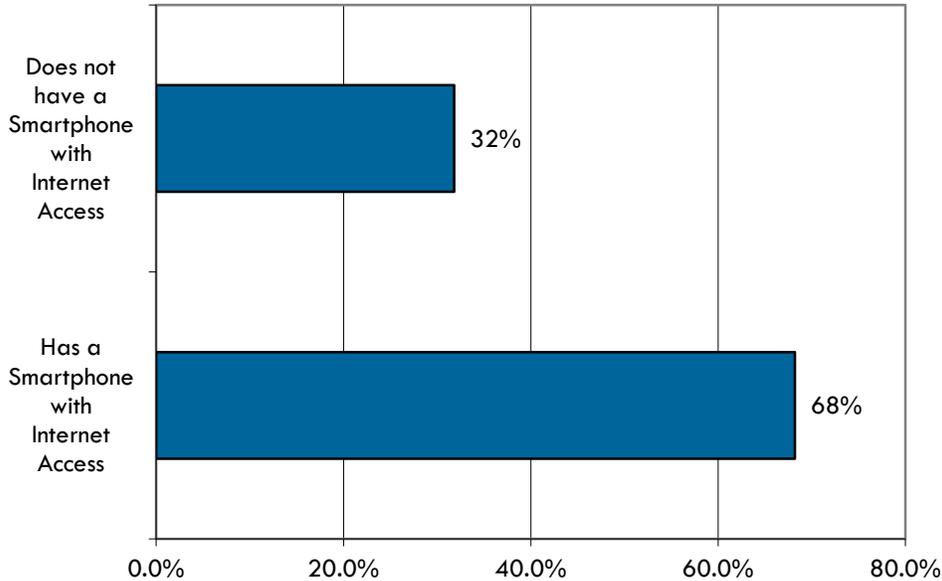


Figure 62 Smartphone Access



11 RECOMMENDED SERVICE CHANGES

SERVICE RECOMMENDATION INPUTS

Service recommendations were developed based on a number of inputs, including:

- Ridership distribution at the bus stop and route segment level
- Route design
 - Trip directness
 - Route connectivity outside of Beloit Transfer Center
- Route schedules
 - Trip level ridership
 - On-time performance
 - Relationship between existing service span and work schedules
- Socio-economic characteristics
 - Areas of high transit demand
- Bus operator feedback
 - Operational issues
 - Customer requests and comments
- Customer feedback obtained via on-board survey, online survey, and public meetings
- Stakeholder and BTS staff input

KEY ISSUES ADDRESSED

Service recommendations specifically focus on resolving the following issues:

- **Indirect service/reliance on transfers.** The lack of bi-directional service on Routes 1, 2, and 3 results in inconvenient travel times due to loop alignments. Most customers riding to Walmart connect to Route 4 at Beloit Transfer Center.
- **Schedule constraints.** The early end time of service on weekdays and Saturdays precludes employees working late shifts from riding the bus home.
- **Underserved areas.** Route recommendations focus on improving service to residential areas with a high demand for transit service.
- **Operational issues.** Recommended route alignments minimize turns at unsignalized intersections and shift service from residential streets to arterial corridors.

Indirect Service/Reliance on Transfers

Route 1 and 2 can be classified as “coverage” routes serving the western half of Beloit. While the large loop on Route 1 and convoluted alignment of Route 3 provide bus access within walking distance of most residences in West Beloit, neither provides convenient service to the Beloit Transfer Center. Many customers must walk several blocks to or from their stop and/or ride around the loop depending on the direction they are traveling.

Route 3 offers bi-directional service north of Cranston yet operates on both sides of the Rock River between the Beloit Transfer Center and Eclipse Center, bypassing Beloit Memorial High School in the inbound direction. Furthermore, Route 3 splits again between the Eclipse Center and Cranston, serving several residential streets instead of familiar and accessible arterial corridors.

The only stop with significant ridership along Route 4 is Walmart, which is the second-highest ridership stop outside of the Transfer Center on weekdays and the highest ridership stop outside of the Transfer Center on Saturdays. The lack of residential origins along Route 4 suggests that most customers traveling to Walmart connect from other local routes at the Transfer Center. Transfers are particularly inconvenient for customers shopping for groceries or other large items.

Although Beloit Transfer Center is climate-controlled and well-maintained with restrooms and fare token vending machines, the ability to reach major destinations such as Beloit Memorial High School and Walmart without transferring would significantly improve service to existing customers.

Scheduling Constraints

The primary limitation regarding route schedules is the lack of evening service, which came up as a high priority service improvement during public meetings and stakeholder meetings. It should be noted that customers returning to Beloit on the last trip of the Beloit-Janesville Express are not able to connect to any BTS routes due to their limited service span.

While the addition of evening trips would not likely increase ridership productivity (measured as boardings per revenue hour) as transit ridership tends to decrease after 4pm on any system, it would improve job access and has the potential to attract new riders.

Another major scheduling is the minimal level of service on Saturdays. In addition to a limited service span for the entire system, Routes 1, 2, and 3 operate at 80-minute headways, further reducing the viability of using transit for employment or medical appointments.

Underserved Areas

Stop level ridership reveals low ridership along several corridors, including Burton, House, McKinley, Pioneer, and Milwaukee. Conversely, higher ridership is observed along several residential corridors, including Townline, Bluff, Grand, and Wisconsin. Each of these areas also exhibited a high propensity towards transit based on the market analysis.

The reallocation of resources from low ridership areas enables the creation of bi-directional service to high demand areas, which would likely generate increased ridership.

Operational Issues

BTS local routes have evolved into the current alignments over the years due modifications prompted by customer requests and new development. In conjunction with these changes, several turns have been added, resulting in reduced travel speeds. The operation of 35' buses on narrow residential streets also creates hazards in the form of bus-to-auto conflicts, tight turns, and limited pedestrian visibility.

The streamlining of routes will reduce the number of operational issues and increase travel speeds for customers. Faster service will also result in increased recovery time between trips, which should have a positive impact on schedule reliability.

SERVICE RECOMMENDATIONS

While passenger loads on BTS routes do not indicate a need for supplemental service during any time of the day, the return to 30-minute headways would improve customer experience and increase ridership. Unfortunately, BTS would have to significantly reduce service coverage by shortening routes (not recommended) or increasing the number of peak vehicles by two and redesign the system, which requires a significant capital investment and a commitment to ongoing operating costs, to achieve 30-minute headways.

Practical service improvement options that would increase the availability and attractiveness of BTS service for current and potential customers include:

- Increased span (hours of operation) to improve job access and BJE connections
- More frequent service on Saturday
- The addition of Sunday service

The initial phase of service changes consist of a system restructure that is cost-neutral in terms of revenue hours and peak vehicles. The intent of the system restructure is to maximize the limited resources (revenue hours) allocated to BTS service while laying the foundation for future growth as additional funding become available. Implementation of each phase of the service plan shall coincide with subsequent fiscal years to maintain a steady level of system growth.

The recommended local route system consists of three routes, as opposed to the current four route system. Key benefits of the service recommendations are:

- New crosstown service connecting west, central, and east Beloit
- Improved route directness and increased schedule flexibility
- Improved access to Cranston Rd employment and shopping destinations
- Increased service to the Eclipse Center and Public Library
- Continued direct access to medical facilities and senior housing/activities
- Elimination of inefficient Milwaukee Rd segment
- High probability of increased ridership

Descriptions of each recommended route is included in this section. A system map depicting each local route along with the Beloit-Janesville Express is provided in Figure 63.

Route 1 Cranston

Route 1 will serve as a crosstown route linking the Beloit Transfer Center and several neighborhoods with major destinations such as Grinnell Hall Senior Center, Beloit High School, the Eclipse Center, Beloit Public Library, Piggly Wiggly, and Walmart. The route will operate bidirectionally between Beloit Transfer Center and Walmart along arterial streets such as Bluff St, 4th Street, Henry Ave, Shopiere Rd, and Cranston Rd.

Due to accessibility challenges along Milwaukee Rd, the route will loop around Kennedy Dr and Willowbrook Rd to access employment, medical, and education facilities. The Eclipse Center/Beloit Public Library will be served directly in both directions. Walmart is a second off-street deviation that will be served in the inbound direction only.

Recommended Service Levels

Period	Weekday			Saturday			Sunday		
	Headway	Vehicles	Service Span	Headway	Vehicles	Service Span	Headway	Vehicles	Service Span
Phase 1	40	2	6:00am-6:40pm	40	2	9:20am-4:00pm	-	-	-
Phase 2	40	2	6:00am-8:00pm	40	2	9:20am-4:00pm	-	-	-
Phase 3	40	2	6:00am-8:00pm	40	2	8:00am-6:00pm	-	-	-
Phase 4	40	2	6:00am-8:00pm	40	2	8:00am-6:00pm	40	2	8:40am-4:00pm
Phase 5	40	2	6:00am-8:00pm	40	2	8:00am-6:00pm	40	2	8:40am-4:00pm

Route Statistics	
Distance (miles)	14.9
Cycle Time (minutes)	80
Average Speed (miles per hour)	11.2

Route 2 Prairie

Route 2 will provide bidirectional service between Beloit Transfer Center and several medical facilities in the vicinity of Prairie Ave and Huebbe Pkwy. The route will also provide direct access to neighborhoods along Park Ave, Wisconsin Ave, Henry Ave, and Prairie Ave. Other major destinations served by Route 2 include Scoville Center Apartments, Eclipse Center, and Shopko, each of which requires short deviations from the primary alignment.

Recommended Service Levels

Period	Weekday			Saturday			Sunday		
	Headway	Vehicles	Service Span	Headway	Vehicles	Service Span	Headway	Vehicles	Service Span
Phase 1	40	2	6:00am-6:40pm	40	2	9:20am-4:00pm	-	-	-
Phase 2	40	2	6:00am-8:00pm	40	2	9:20am-4:00pm	-	-	-
Phase 3	40	2	6:00am-8:00pm	40	2	8:00am-6:00pm	-	-	-
Phase 4	40	2	6:00am-8:00pm	40	2	8:00am-6:00pm	40	2	8:40am-4:00pm
Phase 5	40	2	6:00am-8:00pm	40	2	8:00am-6:00pm	40	2	8:40am-4:00pm

Route Statistics	
Distance (miles)	13.6
Cycle Time (minutes)	80
Average Speed (miles per hour)	10.2

Route 3 Madison

Route 3 will operate a clockwise loop in west Beloit, providing direct access to several residential areas. Major destinations served by Route 3 include Woodman’s and McNeel Intermediate School. Route 3 has a shorter cycle time (40 minutes) than Routes 1 and 2 (80 minutes), allowing it to be operated by a single bus at all times.

Recommended Service Levels

Period	Weekday			Saturday			Sunday		
	Headway	Vehicles	Service Span	Headway	Vehicles	Service Span	Headway	Vehicles	Service Span
Phase 1	40	1	6:00am-6:40pm	40	1	9:20am-4:00pm	-	-	-
Phase 2	40	1	6:00am-8:00pm	40	1	9:20am-4:00pm	-	-	-
Phase 3	40	1	6:00am-8:00pm	40	1	8:00am-6:00pm	-	-	-
Phase 4	40	1	6:00am-8:00pm	40	1	8:00am-6:00pm	40	1	8:40am-4:00pm
Phase 5	40	1	6:00am-8:00pm	40	1	8:00am-6:00pm	40	1	8:40am-4:00pm

Route Statistics	
Distance (miles)	9.4
Cycle Time (minutes)	40
Average Speed (miles per hour)	13.8

Beloit-Janesville Express

No route alignment changes or schedule modifications are proposed to the Beloit-Janesville Express. BTS and Janesville Transit System (JTS) should continue to operate one vehicle to the route. Due to schedule constraints, particularly during the afternoon period, no additional time stops or deviations should be added to the route without a redesign that maintains the current 120-minute cycle time.

Recommended Service Levels

Period	Weekday			Saturday			Sunday		
	Headway	Vehicles ¹	Service Span	Headway	Vehicles	Service Span	Headway	Vehicles	Service Span
Phase 1	60	1	6:00am-6:00pm	-	-	-	-	-	-
Phase 2	60	1	6:00am-6:00pm	-	-	-	-	-	-
Phase 3	60	1	6:00am-6:00pm	-	-	-	-	-	-
Phase 4	60	1	6:00am-6:00pm	-	-	-	-	-	-
Phase 5	60	1	6:00am-6:00pm	-	-	-	-	-	-

¹ BTS and JTS each operate one vehicle

TRANSIT DEVELOPMENT PLAN | FINAL REPORT
City of Beloit

Figure 63 Proposed Local and Intercity Routes



SCHOOL TRIPPER RECOMMENDATIONS

Currently, four tripper routes provide service targeted to school in Beloit. It is recommended that all tripper routes be discontinued in conjunction with Phase 1 of the local route changes. The new BTS route network will provide comparable or improved service to Beloit Memorial High School, Aldrich Middle School, McNeel Intermediate School, and Cunningham Intermediate School. The future Fran Fruzen Middle School can potentially be served by proposed Route 1 along Milwaukee Road. Students residing in hazard areas designated by the School District of Beloit are eligible for school-provided bus transportation.

SUMMARY OF RECOMMENDED SERVICE CHANGES

The following figures summarize the resources necessary to implement the initial system restructure as well as future expansion phases.

Figure 64 Current Resource Requirements

Route	Annual Hours	Peak Vehicles
Route 1	3,383	1
Route 2	3,347	1
Route 3	6,728	2
Route 4	3,567	1
Beloit-Janesville Express	3,145	1
Aldrich Tripper	240	1
1X Tripper	210	1
2X Tripper	210	1
3X Tripper	225	1
	21,055	10

Figure 65 Summary of Phase 1 Recommendations

Route	Recommendation	Annual Hours	Peak Vehicles
1 Cranston	New route serving West, Central, and East Beloit	7,297	2
2 Prairie	New route serving Central and North Beloit	7,297	2
3 Madison	New loop route serving West Beloit	3,700	1
Beloit-Janesville Express	No changes	3,145	1
Aldrich Tripper	Discontinue route	-	-
1X Tripper	Discontinue route	-	-
2X Tripper	Discontinue route	-	-
3X Tripper	Discontinue route	-	-
		21,439	6

TRANSIT DEVELOPMENT PLAN | FINAL REPORT
City of Beloit

Figure 66 Summary of Phase 2 Recommendations

Route	Recommendation	Annual Hours	Peak Vehicles
1 Cranston	Extend weekday evening service to 8:00 p.m.	7,977	2
2 Prairie	Extend weekday evening service to 8:00 p.m.	7,977	2
3 Madison	Extend weekday evening service to 8:00 p.m.	4,040	1
Beloit-Janesville Express	No changes	3,145	1
		23,139	6

Figure 67 Summary of Phase 3 Recommendations

Route	Recommendation	Annual Hours	Peak Vehicles
1 Cranston	Extend Saturday service to 8:00 a.m. – 6:00 p.m.	8,343	2
2 Prairie	Extend Saturday service to 8:00 a.m. – 6:00 p.m.	8,343	2
3 Madison	Extend Saturday service to 8:00 a.m. – 6:00 p.m.	4,223	1
Beloit-Janesville Express	No changes	3,145	1
		24,054	6

Figure 68 Summary of Phase 4 Recommendations

Route	Recommendation	Annual Hours	Peak Vehicles
1 Cranston	Add Sunday service	9,168	2
2 Prairie	Add Sunday service	9,168	2
3 Madison	Add Sunday service	4,645	1
Beloit-Janesville Express	No changes	3,145	1
		26,126	6

Figure 69 Summary of Phase 5 Recommendations

Route	Recommendation	Annual Hours	Peak Vehicles
1 Cranston	No changes	9,168	2
2 Prairie	No changes	9,168	2
3 Madison	No changes	4,645	1
Beloit-Janesville Express	No changes	3,145	1
Beloit-Rockford Express	New limited stop route between Beloit, South Beloit, Rockton, Roscoe, and Rockford	3,145	1
		29,271	7

A summary of annual hours and peak vehicle requirements for Phases 1-5 for the entire BTS system is provided in Figure 70.

Figure 70 Summary of Phase 1-5 Recommendations

Phase	Recommendation	Annual Hours	Peak Vehicles
1	Restructure local routes; discontinue tripper routes	21,439	6
2	Extend weekday evening service to 8:00 p.m.	23,139	6
3	Extend Saturday service to 8:00 a.m. – 6:00 p.m.	24,054	6
4	Add Sunday service	26,126	6
5	New route between Beloit, South Beloit, Rockton, Roscoe, and Rockford	29,271	7

SERVICE EQUITY ANALYSIS

Methods

A service equity analysis was conducted to determine if the proposed service changes would have a disparate impact on environmental justice populations. Transit providers that operate 50 or more fixed route vehicles in peak service and are located in an urbanized area of 200,000 or more in population must evaluate service and fare changes. BTS is below these thresholds and thus is not subject to this requirement, but must still ensure that service and fare changes do not result in disparate impacts.

Potential disparate impacts were analyzed based on the census blocks and block groups that would lose service with the proposed changes. The minority population analysis utilized data from the 2010 census at the census block level, which is the most precise data available. The low-income population analysis utilized data from 2008 – 2012 American Community Survey (ACS) 5-year estimates at the block group level, which is the smallest geography available for ACS data. The use of census block groups for the low-income population analysis encompasses more census blocks and therefore, results in higher population totals, thereby making it less accurate than the minority population analysis. The transit accessible population was defined as persons residing within ¼ mile of existing local routes. School trippers and the BJE express route were excluded from the analysis due to their classification, which is standard industry practice.

Results

Figure 71 presents the results of the minority population analysis when considering local routes only. The affected census blocks that will lose service are 30% minority, compared to 36% minority for the entire transit accessible population. Results for the low-income analysis are shown in Figure 72. The affected census block groups that will lose service are 12% low income, compared to 21% low income for the entire service area.

Figure 71 Minority Population Affected: Census Blocks within ¼ Mile of Local Routes

Category	Non-Minority	Minority	Total
Affected Census Blocks that Lose Service	3,344	70%	4,746
Transit Accessible Population	23,535	64%	36,991

Figure 72 Low Income Population Affected: Census Block Groups within ¼ Mile of Local Routes

Category	Non Low-Income	Low Income	Total
Affected Census Block Groups that Lose Service	3,454	88%	3,905
Transit Accessible Population	38,044	79%	48,172

Conclusions

When analyzing local routes alone, the affected census blocks and block groups have lower percentages of environmental justice populations (minority and low-income) than the service area as a whole. Thus, it does not appear that the proposed service changes would have a disparate impact on environmental justice populations.

SERVICE CHANGE PROCESS

In addition to the implementation of new services, regularly scheduled service changes allow an opportunity to modify route alignments due to changes in infrastructure or development, adjust schedules based on actual running times, add or remove bus stops, and implement fare adjustments. Service changes occur at least annually or semi-annually.

The service change process spans approximately six to nine months from proposed development to implementation for major service changes and four to six months for minor service changes. Major service changes include proposals to add a new route, discontinue an existing route, adjust fares, significantly alter the alignment of a route, or decrease the number of revenue hours of a route by 25% or more. Minor service changes include schedule adjustment to improve on-time performance and minor alignment modifications to improve customer access, operational safety, or on-time performance. Essential service change actions are included in Figure 73.

Figure 73 Service Change Checklist

Phase	Action(s)	
	Major Service Change	Minor Service Change
Proposal Development	<ul style="list-style-type: none"> <input type="checkbox"/> Service & ridership analysis <input type="checkbox"/> Review of customer and operator input <input type="checkbox"/> Cost estimates <input type="checkbox"/> Service equity analysis <input type="checkbox"/> Initial routes and timing <input type="checkbox"/> Customer outreach <input type="checkbox"/> Public meetings <input type="checkbox"/> Proposal revisions <input type="checkbox"/> City Council approval 	<ul style="list-style-type: none"> <input type="checkbox"/> Passenger Notice & Comment <input type="checkbox"/> Comment Period <input type="checkbox"/> Final recommendations <input type="checkbox"/> Passenger Notices
Implementation Preparation	<ul style="list-style-type: none"> <input type="checkbox"/> Schedule development <input type="checkbox"/> Operator work assignments <input type="checkbox"/> Marketing and communication materials <input type="checkbox"/> Capital upgrades (bus stops, facilities, etc.) <input type="checkbox"/> IT updates (website, Google Transit, etc.) 	
Implementation		

12 FINANCIAL AND CAPITAL PLAN

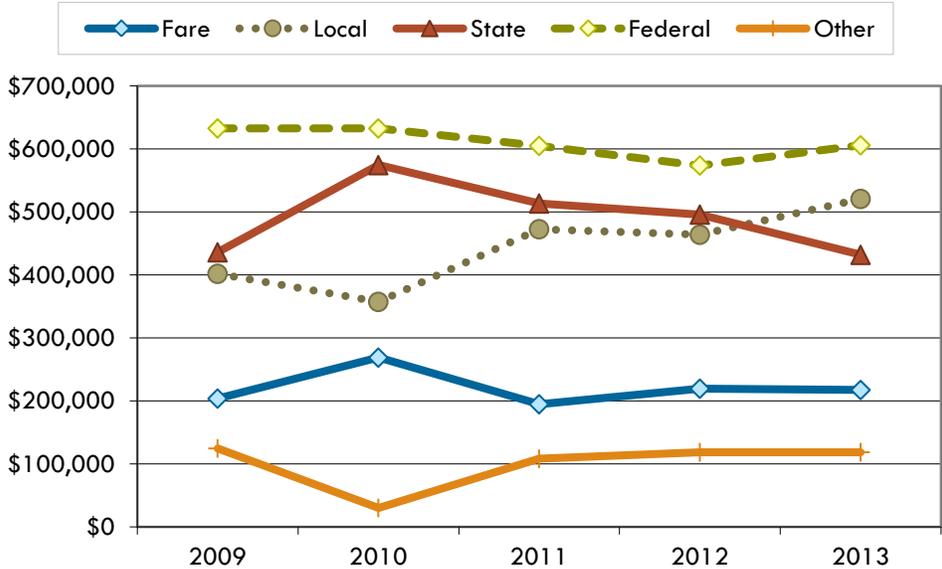
Current and Historical Funding

Beloit Transit System’s operating funding is derived from federal, state, and local support, fares, and other sources:

- Federal: Section 5307 Urbanized Area Formula Program
- State: State Urban Mass Transit Operating Assistance Program
- Local: Local government sources
- Fares: Farebox revenue and pass/token sales
- Other: Other sources, such as advertising.

The level of funding from these sources from 2009 to 2013 is illustrated in Figure 74 below. Revenues from fares and other sources have stayed relatively constant other than an anomaly in 2010, but federal, state, and local funding has varied considerably. Federal and state funding, which historically have been the two largest funding sources, have declined somewhat over the past several years, and local funding has increased to offset that. The overall BTS operating budget has increased slightly over the years, from 1.8 million in 2009 to 1.9 million in 2010.

Figure 74 **BTS Funding Sources**



Source: National Transit Database

FARE STRUCTURE

The BTS fare structure is summarized below in Figure 75. The regular cash fare is \$1.50, while the senior/disabled cash fare is \$0.75. There are several ways to save money by purchasing fare media in bulk, including a punch pass and tokens. There is also a semester pass available for students.

Figure 75 BTS Local Route Fare Structure

Fare Type	Price	Unit Price
Regular Cash Fare	\$1.50	\$1.50
Seniors, Disabled Cash Fare	\$0.75	\$0.75
BTS Ten Ride Punch Pass (In Town)	\$12.00	\$1.20
Student Semester Pass (In Town)	\$85.00	-
Pack of 10 Tokens	\$12.00	\$1.20
Pack of 20 Tokens	\$23.00	\$1.15
Pack of 50 Tokens	\$55.00	\$1.10
Vending Machine: 4 Tokens	\$5.00	\$1.25
Vending Machine: 8 Tokens	\$10.00	\$1.25
Vending Machine: 17 Tokens	\$20.00	\$1.18

BJE fares are more expensive than local route fares, as shown in Figure 76 below.

Figure 76 BJE Fare Structure

Fare Type	Price	Unit Price
BJE Cash Fare	\$3.50	\$3.50
BJE Seniors, Disabled Cash Fare	\$1.75	\$1.75
Blackhawk Tech (Cash Fare)	\$2.25	\$2.25
Blackhawk Tech (Senior, Disabled Cash Fare)	\$1.10	\$1.10
10 Ride Pass – Beloit to Janesville	\$30.00	\$3.00
10 Ride Pass – Beloit to Janesville (Senior, Disabled)	\$17.50	\$1.75
10 Ride Pass – Beloit to Blackhawk Tech	\$20.00	\$2.00

Fare Recommendations

Overall, the fare structure and technology used by BTS appears to be serving the system well. The BTS regular cash fare of \$1.50 is comparable to the fare in other transit systems in Wisconsin. Many systems also have a \$1.50 fare, and only one, Oshkosh, has a lower fare (\$1.00). Several systems have higher fares and are generally in the \$1.75 - \$2.00 range. In 2014, Janesville increased its fare to \$1.75, and a fare increase for BTS was proposed in the 2015 budget. However, the Beloit City Council decided to maintain the current fare of \$1.50, in part because an increased fare would not generate very much additional revenue, and the increase would place an additional financial burden on bus riders.

One fare product that is available in some other communities, including Janesville, is a day pass. These passes are generally priced at or slightly above the cost of two regular fares, and allow for unlimited riding over the course of a day. Day passes can be very useful for riders going to multiple places over the course of a day. Introducing a day pass could have a positive impact on BTS ridership while making the bus more affordable for some people. A summary of fare recommendations for BTS service is depicted in Figure 77.

Figure 77 Summary of BTS Fare Recommendations

Fare Type	Current Price	Recommended Price
Regular Cash Fare	\$1.50	\$1.50
Seniors, Disabled Cash Fare	\$0.75	\$0.75
Day Pass	Not available	\$3.00
BTS Ten Ride Punch Pass (In Town)	\$12.00	\$12.00
Student Semester Pass (In Town)	\$85.00	\$85.00
Pack of 10 Tokens	\$12.00	\$12.00
Pack of 20 Tokens	\$23.00	\$23.00
Pack of 50 Tokens	\$55.00	\$55.00
Vending Machine: 4 Tokens	\$5.00	\$5.00
Vending Machine: 8 Tokens	\$10.00	\$10.00
Vending Machine: 17 Tokens	\$20.00	\$20.00
BJE Cash Fare	\$3.50	\$3.50
BJE Senior, Disabled Cash Fare	\$1.75	\$1.75
BJE to Blackhawk Tech Cash Fare	\$2.25	\$2.25
BJE to Blackhawk Tech Senior, Disabled Cash Fare	\$1.10	\$1.10

As smartphone usage has increased, new payment options using smartphones have emerged. Vendors now offer transit agencies the ability to sell fare products such as day passes and monthly passes through smartphone apps, with the vendor receiving a small percentage of each transaction. The passes are displayed on the smartphone screen, and operators visually check the screen to ensure the pass is valid when the rider boards. BTS should explore the use of options like this to expand its fare options.

POTENTIAL FUNDING SOURCES

Universal Pass (U-Pass)

Many transit providers around the country negotiate with a university (or large employer) for a universal pass agreement. These types of arrangements give all students and/or affiliates unlimited access to the transit system. The transit provider and the institution may negotiate a fare (usually discounted), and the institution pays annually based on the actual number of transit trips taken. Universities may also include the cost of the U-Pass within student fees, typically ranging from \$50-100 per semester. In many cases, institution of a U-pass agreement has led to increased transit ridership.

Beloit Transit System and Beloit College have recently had discussions regarding implementation of a Universal Pass. An example of a successful U-Pass program in a similar-sized city in Wisconsin is the partnership between University of Wisconsin La Crosse and Municipal Transit Utility, which is funded by student fees and voluntary employee pre-tax payroll deduction.

BELOIT-JANESVILLE EXPRESS FUNDING

Current Funding Arrangement

The Beloit-Janesville Express (BJE) has a unique funding structure that is different from other routes. As shown in Figure 78, fare revenue accounts for 16% of funding, the local share is 28.45%, and state and federal funding accounts for the rest. A variety of organizations contribute to the local share, as shown in Figure 79.

Figure 78 BJE Funding

Source	Share	Percent
State Share	\$189,032	23.55%
Federal Share	\$202,506	32.00%
Fare Revenue	\$101,252	16.00%
Local Share	\$180,041	28.45%
Total	\$672,831	100.00%

Source: 2014 BJE Projection

Figure 79 BJE Local Share

Organization	Share	Percent of Local Share
Kandu	37,636	21%
Blackhawk Tech	27,919	16%
UW-Rock Co	6,316	4%
RCHSD (Job Center)	36,437	20%
County Institutions	13,311	7%
Rock Valley Comm.	32,227	18%
Riverfront	8,097	4%
SWWDB	8,922	5%
City of Janesville	9,177	5%
Total	180,041	100%

Source: 2014 BJE Projection

Beloit-Janesville Recommendations

While the BJE has been successful, the current funding arrangement is somewhat tenuous. If one of the consortium members drops out, a new member must be recruited, or the other organization members must increase their contribution to make up for the loss of funding. The consortium does not have written bylaws to govern how the service is operated and funded. The creation of bylaws would achieve more sustainable funding for the BJE service. It may be advantageous to require notification at least one year in advance if an organization will be leaving the consortium to allow the remaining members to determine how the lost funding can be replaced.

CAPITAL PLAN

The operation of fixed-route and paratransit bus service in Beloit requires supporting capital in the form of buses, amenities, and technology. This chapter summarizes capital needs required to maintain and expand bus service over the next five years.

Current Fleet

Beloit Transit System fixed-route fleet consists of 12 low-floor 35-foot buses (Figure 80). Characteristics of the current fixed-route fleet are detailed in Figure 81.

Figure 80 Typical BTS 35-Foot Low Floor Bus



Figure 81 Current Fixed-Route Fleet Information

Bus	Make	Model	Year	Seated Capacity	Wheelchair Capacity	Mileage	Average Annual Mileage
4325	Gillig	35ft Low Floor	2002	32	2	329,732	25,364
4326	Gillig	35ft Low Floor	2002	32	2	331,910	25,532
4327	Gillig	35ft Low Floor	2002	32	2	357,760	27,520
4328	Gillig	35ft Low Floor	2002	32	2	419,934	32,303
4333	Gillig	35ft Low Floor	2006	32	2	373,182	41,465
4334	Gillig	35ft Low Floor	2006	32	2	431,204	47,912
4336	Gillig	35ft Low Floor	2007	32	2	305,068	38,134
4337	Gillig	35ft Low Floor	2007	32	2	339,762	42,470
4338	Gillig	35ft Low Floor	2007	32	2	321,446	40,181
4341	Gillig	35ft Low Floor	2011	32	2	222,511	55,628
4342	Gillig	35ft Low Floor	2014	32	2	38,826	38,826
4343	Gillig	35ft Low Floor	2014	32	2	61,182	61,182

Vehicle Useful Life Assumptions

The minimum useful life of transit vehicles is based on Federal Transit Administration *Circular 5010.1D – Useful Life Policy*. The minimum useful life of large, heavy duty buses with a length of 35-45’ is 12 years or 500,000 miles, whichever comes first. A table summarizing the useful life of all vehicle types based on years of service and mileage accumulated is provided in Figure 82.

Figure 82 Minimum Useful Life of Transit Vehicles

Category	Length	Years	Miles
Large, heavy-duty transit buses including over the road buses	35-45'	12	500,000
Small size, heavy-duty transit buses	30'	10	350,000
Trolley-replica buses	30'	10	350,000
Medium-size, medium-duty transit buses	25-35'	7	200,000
Medium-size, light-duty transit buses	25-35'	5	150,000
Other light-duty vehicles such as vans and sedans	N/A	4	100,000

Peak Vehicle Requirements

Due to the recommended reduction in school trippers, the peak vehicle count for fixed-route service will be reduced upon implementation of Phase 1 recommendations. A comparison of current and Phase 1 peak vehicle requirements is depicted in Figure 83.

Figure 83 Peak Vehicle Requirements

	Current	Phase 1	Phase 2	Phase 3	Phase 4	Phase 5
Route	Peak Vehicles					
1	1	2	2	2	2	2
2	1	2	2	2	2	2
3	2	1	1	1	1	1
4	1	-	-	-	-	-
BJE	1	1	1	1	1	1
BRE	-	-	-	-	-	1
School Trippers	3	-	-	-	-	-
Subtotal	9	6	6	6	6	7
Spares (20%)	3	2	2	2	2	2
Vehicles Required	12	8	8	8	8	9

Vehicle Replacement Plan

Based on the FTA Vehicle Useful Life policy, four older model (2002) BTS buses have exceeded the minimum vehicle age. However, it is common for transit providers to continue operating vehicles with low mileage beyond twelve years. Due to the reduced peak vehicle requirement associated with the elimination of tripper routes, 2002 model buses can be retired upon implementation of Phase 1. BTS may consider retaining retired vehicles until 2018 as a contingency should capital funding for vehicle procurements not become available.

Based on current and projected mileage, the five 2006 and 2007 model buses will need to be replaced by 2020. BTS and SLATS have included the purchase of a replacement vehicle in year 2016 of the 2016-2019 SLATS Transportation Improvement Program (TIP). That vehicle will likely be needed when one of the 2006 buses reaches the end of its useful life. BTS and SLATS have also included the purchase of three replacement buses in year 2018 of the TIP.

The potential addition of a Beloit-Rockford route will require an expansion vehicle during Phase 5 or the delayed retirement of a 2007 model bus. The five-year vehicle replacement plan depicted in Figure 84 is based on peak vehicle requirements of the recommended service plan and characteristics (age and mileage) of the existing fleet.

Figure 84 Vehicle Replacement Plan

Category	Current 2015	Phase 1 2016	Phase 2 2017	Phase 3 2018	Phase 4 2019	Phase 5 2020
Peak Vehicles	9	6	6	6	6	7
Spares	3	2	2	2	2	2
Vehicles Required	12	8	8	8	8	9
Vehicles Retired	-	4	-	3	-	2
Vehicles Purchased	-	-	-	3	-	3

OPERATING AND CAPITAL BUDGET

The projected operating and capital budget for Beloit Transit System for the 2016-2020 period is depicted in Figure 85. An annual increase of 2.3% (as projected by WisDOT) was used for expenses not related to service expansion. Local and Federal funding fluctuate based on capital expenses. State funding is assumed to grow proportionally to increased non-capital expenses.

Figure 85 Beloit Transit System Operating and Capital Budget (2016-2020)

Category	2016	2017	2018	2019	2020
Revenue					
Local share	\$644,719	\$686,444	\$1,006,595	\$748,387	\$828,396
State Urban Mass Transit Operating Assistance	\$505,433	\$593,364	\$614,759	\$646,908	\$686,678
Federal 5307 Formula Funding	\$880,265	\$751,653	\$1,960,355	\$819,481	\$1,005,860
Paratransit Grant	\$21,575	\$21,575	\$21,575	\$21,575	\$21,575
Fare Revenue	\$151,000	\$154,473	\$158,026	\$161,660	\$165,379
BJE Consortium	\$94,000	\$96,162	\$98,374	\$100,636	\$102,951
Other Revenue (Rent, Advertising, etc.)	\$51,130	\$52,306	\$53,509	\$54,740	\$55,999
Total Revenue	\$2,348,122	\$2,355,977	\$3,913,193	\$2,553,387	\$2,866,837
Staff Expenses					
Bus Operators	\$527,325	\$582,229	\$619,174	\$687,977	\$788,522
Administrative Staff	\$300,760	\$307,677	\$314,754	\$321,993	\$329,399
Part-Time Staff	\$130,987	\$141,650	\$147,383	\$157,372	\$160,992
Overtime	\$25,000	\$25,575	\$26,163	\$26,765	\$27,381
Other (Tool Allowances, Uniforms, Physicals, etc.)	\$23,319	\$23,855	\$24,404	\$24,965	\$25,540
Professional Fees (Seminars, Dues, Travel, etc.)	\$16,410	\$16,787	\$17,174	\$17,569	\$17,973
Medical Insurance	\$321,305	\$328,695	\$336,255	\$343,989	\$351,901
Wisconsin Retirement System/VEBA	\$67,516	\$69,069	\$70,657	\$72,283	\$73,945
Worker's Compensation	\$66,586	\$68,117	\$69,684	\$71,287	\$72,927
Social Security/Medicare	\$75,996	\$77,744	\$79,532	\$81,361	\$83,233
Unemployment	\$5,000	\$5,115	\$5,233	\$5,353	\$5,476
Life Insurance	\$4,245	\$4,343	\$4,443	\$4,545	\$4,649
Vehicle and Facility Maintenance Expenses					
Fuel	\$130,000	\$132,990	\$136,049	\$139,178	\$142,379
Parts and Materials	\$66,740	\$68,275	\$69,845	\$71,452	\$73,095
Building Maintenance	\$15,420	\$15,775	\$16,137	\$16,509	\$16,888
Utilities (Electricity, Gas/Heat, Water, Sewer, etc.)	\$50,690	\$51,856	\$53,049	\$54,269	\$55,517
Other Expenses					
Bond Repayment	\$125,845	\$128,739	\$131,700	\$134,730	\$137,828
Insurance (Fire, Fleet, Physical Damage, Liability)	\$46,493	\$47,562	\$48,656	\$49,775	\$50,920
Paratransit Contract	\$27,756	\$28,394	\$29,047	\$29,716	\$30,399
Telephone/Radio/Communications	\$12,219	\$12,500	\$12,788	\$13,082	\$13,383
Marketing/Public Notices	\$5,500	\$5,627	\$5,756	\$5,888	\$6,024
Office Supplies/Postage	\$3,010	\$3,079	\$3,150	\$3,223	\$3,297
Capital Expenses					
Vehicle Replacement	-	-	\$1,477,000	-	-
Operations Facility - New roof and parking lot resurface	-	-	-	-	\$170,000
Operations Facility - New fuel system and vehicle wash	\$300,000	-	-	-	-
Total Expenses	\$2,553,716	\$2,355,977	\$3,913,193	\$2,553,387	\$2,866,837

ADDITIONAL CAPITAL IMPROVEMENTS

Bus Stop Improvements

A high percentage of BTS bus stops fail to meet ADA accessibility standards, which require a bus stop landing pad with a minimum width of 60 inches and minimum depth of 96 inches. Bus stops should also connect to adjacent sidewalks or pedestrian paths. Many transit systems go beyond ADA minimums and provide a landing pad for the rear door of the bus. The addition of landing pads, connecting sidewalks, and amenities such as seating and shelter enhance the customer experience and have the potential to increase ridership.

Opportunities for minimizing the cost of bus stop improvements include incorporating them into municipal or private projects construction projects that involve streets and sidewalks. A map of high priority bus stop improvements (Figure 86) was created to identify locations that would benefit a high number of existing and potential transit users.

Bus Stop Signage

Current bus stop signage (Figure 87) includes a clock to indicate scheduled arrival times, however, this is only beneficial for clockface headways of 15, 20, 30, or 60 minutes. Therefore, the current headway of 40 minutes makes the current bus stop signage (clock and arrival times) obsolete.

Figure 87 Current Bus Stop Signage



The redesign and replacement of BTS bus stop signs has the opportunity to improve customer information and service branding with the following modifications:

- Addition of the BTS logo
- Elimination of timed arrival information
- Addition of stickers indicating which routes serve each specific stop
- Addition of a unique stop identification number to simplify the electronic retrieval of arrival information

The approximate cost of replacing 100 bus stop signs is \$5,000-8,000 depending on size and materials. The cost assumes the re-use of existing sign posts and limited purchase/installation of new sign posts. The procurement and installation of updated bus stop signage should be considered in the next Transportation Improvement Program.

Bike Racks on Buses

BTS buses currently do not offer bike racks for customers. Bike racks improve mobility and extend custom trip length by providing first and last mile connections to areas not within walking distance of existing bus stops. Bike racks on buses also have the potential to attract new

customers and allow customers to use transit in direction, should service not operate while traveling in the opposite direction (e.g. early in the morning or late at night).

Bike racks are typically included on new buses purchases to minimize installation costs. Bike racks are covered in Federal Transit Administration Section 5339 Bus and Bus Facilities formula funding (80% federal share and 20% local share).

The primary obstacle to installing bike racks on BTS buses is the current bus wash, which is scheduled for replacement in 2020.

Figure 88 Sample Bike Rack



Online Information

The current BTS website can be found under the departments section of the City of Beloit website. In an effort to promote the Beloit Transit brand and make transit information more accessible for existing and potential riders, a new stand-alone transit website should be developed with detailed route, schedule, fare, detour, service change and other relevant information. The transit website should have an easy-to-remember address such as www.beloittransit.org and be designed for both desktop and mobile devices.

Online trip planning has the potential improve customer satisfaction and reduce the need for printed schedules. Google Transit is a powerful trip planning and online mapping tool that appeals to internet-savvy customers. Janesville Transit and the BJE are currently on Google Transit and BTS is currently in the process of implementing Google Transit. Once connected to Google Transit, customers can plan trips between Beloit and Janesville and receive detailed route, schedule, and connection information.

13 FUTURE SERVICE EXPANSION

Service in the Illinois portion of the Beloit area is provided by Stateline Mass Transit District (SMTD), which serves South Beloit, Rockton, Rockton Township, and Roscoe. SMTD provides demand-response service within its service area and also connects to BTS at the Beloit Transit Center and Rockford Mass Transit District (RMTD) at Highway 173 in Machesney Park. Service is available to residents and employees of the service area, and trips must begin or end in the service area. Thus, even though the system serves both Beloit and Machesney Park, it is not possible to travel on SMTD from Beloit to Machesney Park and the Rockford area. This creates a gap in the transit service network in the Beloit area.

The 2004 Beloit TDP recommended three options to improve regional transit connections in the area:

- Maintain the status quo with BTS, Janesville Transit System (JTS), and RMTD operating as separate entities. Cooperation and coordination between the agencies would be expanded. This recommendation predated the formation of SMTD.
- Form county-wide mass transit districts serving Winnebago County and Rock County. These districts are not currently allowed by state law in Wisconsin.
- Create a bi-state regional transportation authority to serve Janesville, Beloit, Machesney Park, Loves Park, Rockford, Belvidere, and surrounding areas.

Given the lack of authority from the state to create a regional transit authority and the difficulties associated with creating such an authority across state lines, it is likely that any coordination to improve regional service in the near future will involve service agreements between the existing agencies: BTS, SMTD, JTS, and RMTD.

TRAVEL DEMAND

An analysis was conducted to determine the level of travel demand between Beloit and the surrounding areas, measured in the number of workers commuting from an area to other areas. Figures 89 to 91 depict this travel demand in map form.

- **Beloit:** Travel demand from Beloit is strongest to Janesville, with 1,812 worker flows. Next is South Beloit/Rockton/Rockton Township/Roscoe, with 972 worker flows, and Rockford/Loves Park/Machesney Park with 634 worker flows. This suggests that Janesville is a more important market to serve than areas south of Beloit. There are 4,068 workers who live and work in Beloit, and 6,098 who work in other areas, presumably in the greater Chicago area.
- **South Beloit, Rockton, Rockton Township, Roscoe:** Workers in communities immediately south of Beloit primarily commute to Rockford/Loves Park/Machesney Park (5,755 workers). There are 1,041 workers commuting to Beloit and 327 to Janesville, while 4,046 live and work in the same area, and 8,635 work in other areas.

- **Rockford, Loves Park, and Machesney Park:** The majority of workers in these areas work locally (49,202). Just 1,510 commute to South Beloit/Rockton/Rockton Township/Roscoe, 518 to Beloit, and 243 to Janesville. A high number (31,555) commute to other areas.

This analysis suggests that there is a market for service connecting Beloit, Rockford, and areas in between, but that in order to generate sufficient ridership to achieve ridership productivity levels comparable to the Beloit-Janesville Express, a fixed route operating between these areas would need to also serve the South Beloit/Rockton/Roscoe area rather than operate directly between Beloit and the Rockford Mass Transit District East Side Transfer Center, located northeast of the I-90 and Business 20 interchange.

East-west travel between Beloit and Clinton (located in southeast Wisconsin) is not a viable transit option due to the lack of population (approximately 2,000 persons) and employment (only one major employer in Scot Forge). Long-distance bus service to Chicago and Madison from the Road Ranger convenience store in South Beloit (approximately 3 miles from the Beloit Transfer Center) is already provided by Van Gilder Bus Company, which offers an expansive array of transportation services in the region. As a result, the feasibility of new transit services between Beloit and the surrounding areas was limited to Rockford and the communities in between.

Figure 89 Work Locations of Beloit Residents

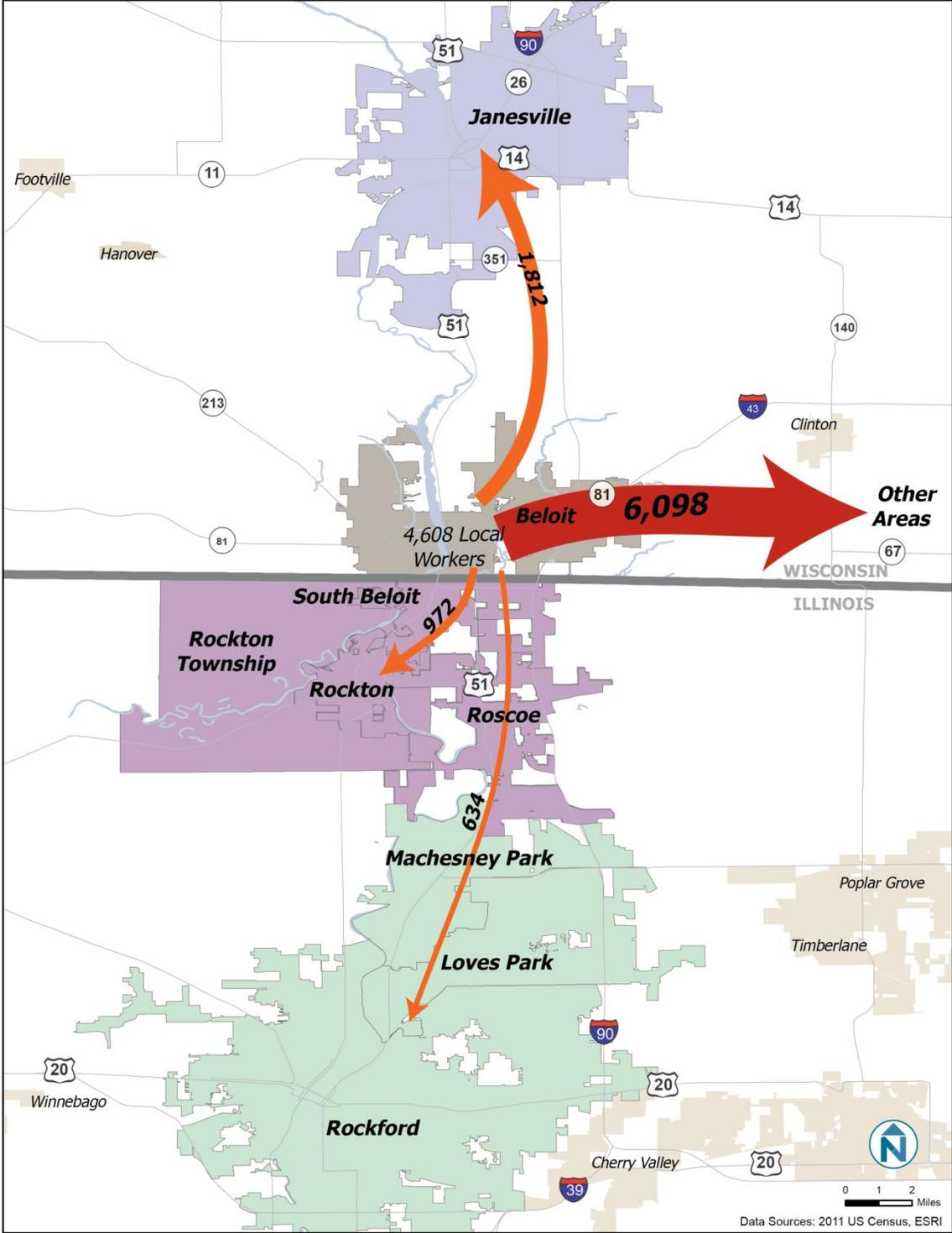


Figure 90 Work Locations of South Beloit, Rockton, Rockton Township, and Roscoe Residents

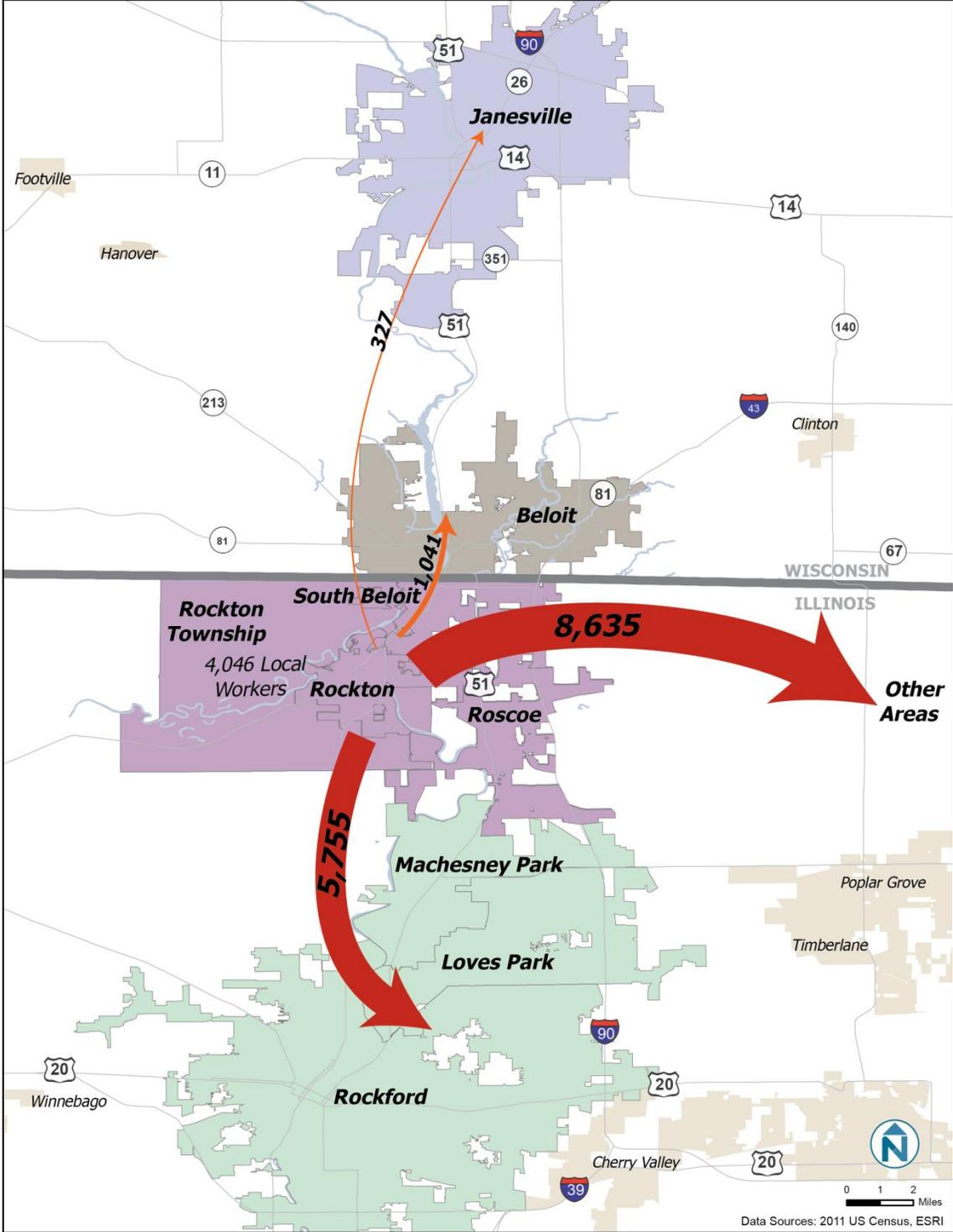
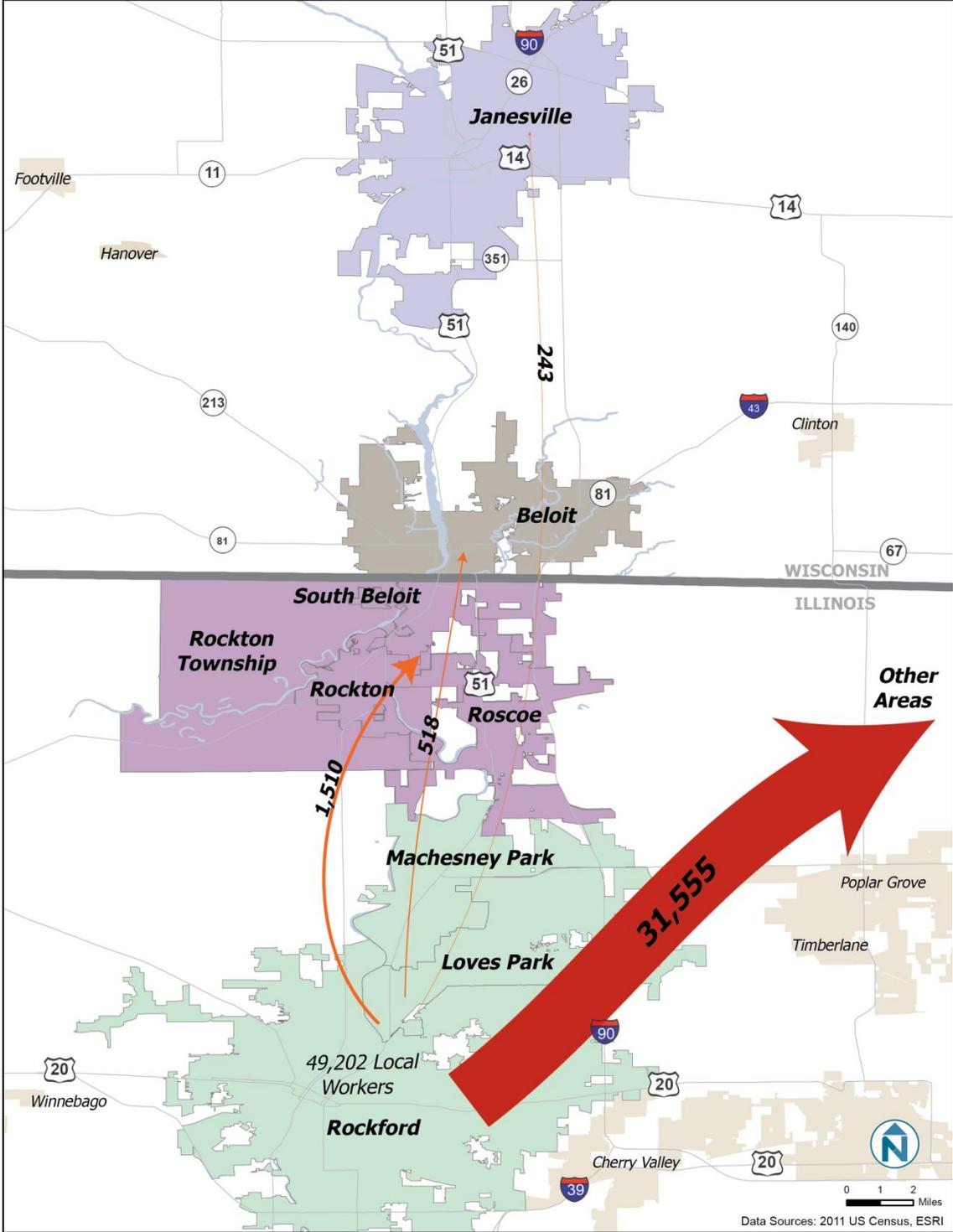


Figure 91 Work Locations of Rockford, Loves Park, and Machesney Park Residents



POTENTIAL NEW SERVICES

There are several different approaches that could be used to improve transit connections between Beloit, the South Beloit / Rockton / Rockton Township area, and the Rockford area:

- Create a regional transit route operating between Beloit and Rockford to be operated by either BTS, RMTD, or jointly operated. This could use a service model similar to the BJE route, with wide stop spacing serving key destinations along the route. It could also be operated as an express route, providing non-stop service between the Beloit Transfer Center and Rockford's Downtown Transfer Center or East Side Transfer Center, although this alternative would likely generate significantly less ridership than a BJE-style route. Bi-state routes like this exist between Duluth, MN and Superior, WI, and between La Crosse, WI and La Crescent, MN.
- Provide improved connections to the Van Galder terminal in South Beloit, which provides limited service to Rockford. If BTS operated a route to serve the terminal, riders could transfer to Van Galder buses and ride to Rockford. One disadvantage of this option is that there is limited service on Van Galder between South Beloit and Rockford, with departures at 3:45 a.m., 5:25 a.m., and 7:25 a.m., and arrivals at 8:10 a.m., 9:10 a.m., 8:10 p.m., 10:10 p.m., 10:40 p.m., 11:40 p.m., and 12:40 a.m. In addition, at least two transfers would be required to make a trip, from BTS to Van Galder and from Van Galder to RMTD, and travel times could be very long, depending on the destination.
- Expand SMTD service to include a fixed-route or deviated fixed-route operating through the SMTD service area and connecting to both the Beloit Transfer Center and RMTD service.

POTENTIAL CENSUS 2020 OUTCOMES

As of the 2010 Census, Beloit had a population of 36,966, a figure that has remained unchanged (within 1%) based on recent projections. The City of Beloit (BTS) is the direct recipient of federal and state funds allocated to the Beloit Urbanized Area (UA), which has a combined population of 58,732, and also includes the communities of Town of Beloit, Town of Turtle, Rock County, City of South Beloit, Village of Rockton, Rockton Township, and portions of Winnebago County.

A potential future threat to BTS funding is a merger of the Rockford Urbanized Area (UA) with the Beloit UA by the U.S. Census Bureau as a part of the 2020 Census. In 2010, the Census Bureau proposed rules that would have led to the merger of the Rockford and Beloit UAs. The combined population of the new UA would have been greater than 200,000, and the U.S. Department of Transportation would define it as a Transportation Management Area (TMA). In areas of this size, FTA Section 5307 funds cannot be used for operating expenses, only capital expenses. In 2013, these funds accounted for 32% of BTS revenues, so losing them would have dealt a significant blow to the BTS budget.

In the end, the proposed rules were not adopted by the Census Bureau, which instead adopted criteria to ensure that urbanized areas from the 2000 Census remained separate urbanized areas in the 2010 Census. This meant that BTS federal funding was not impacted. However, this issue may come up again during the 2020 Census process, and federal funding for BTS may again be in jeopardy.

14 PERFORMANCE METRICS

Performance metrics will maximize the effective use of limited resources by creating a rational and transparent evaluation process. This process will assist Beloit Transit in determining priorities when allocating funds and programming future transit investments. Performance metrics describe the methodology by which services are evaluated. Five metrics are proposed to measure each fixed-route.

Ridership Productivity

Ridership productivity measures route performance based on a unit of service. Local routes are evaluated based on passengers per revenue hour, which is calculated by dividing the total number of boardings by the total number of vehicle revenue hours. The Beloit-Janesville Express and School Trippers are evaluated based on passengers per revenue trip, which is calculated by dividing the total number of boardings by the total number of vehicle revenue trips.

Local Routes: $\text{Average Daily Boardings} \div \text{Daily Revenue Hours}$

Express Routes and School Trippers: $\text{Average Daily Boardings} \div \text{Daily Revenue Trips}$

Cost-Effectiveness

Cost-effectiveness is typically expressed in terms of operating cost per passenger or subsidy per passenger. Operating cost per passenger is calculated by dividing all operating and administrative costs by total boardings. Subsidy per passenger is a further refinement of this measure and is calculated by subtracting revenue generated by fares from gross operating and administrative costs, and dividing by total passengers.

$\text{Daily Administrative and Operating Costs} \div \text{Total Daily Boardings}$

Schedule Reliability

Schedule reliability is a measure of how well a particular route adheres to its schedule. It suggests whether a customer can count on a bus being there when the schedule says it will be. Buses should be considered on-time if they depart a designated timepoint between zero and 5 minutes later than the scheduled departure time. Buses should never depart a timepoint ahead of schedule unless operators are given explicit permission to do so.

Potential impacts on on-time performance include inadequate running times, traffic conditions, or construction. A high number of boardings on a particular trip or at a specific stop may also affect schedule reliability if recovery time is insufficient to absorb the added time.

$\text{Trips Departing Between Zero and Five Minutes of Scheduled Time} \div \text{Total Daily Trips}$

Recommended Performance Standards

Recommended performance standards are detailed in the table below. Standards are based on recent ridership performance trends and best practices for similar services. Performance standards should be re-evaluated biennially.

Figure 92 Recommended Performance Standards

Service Level	Riders per Revenue Hour	Riders per Revenue Trip	Schedule Reliability
Local Routes	15	-	85%
Express Routes	-	15	85%
School Trippers	10	-	90%

15 BUS STOP GUIDELINES

Stop Spacing

The distance between stops is a key element in balancing transit access and service efficiency. More closely spaced stops provide customers with more convenient access as they are likely to experience a shorter walk to the nearest bus stop. However, transit stops are also the major reason that transit service is slower than automobile trips, since each additional stop with activity requires the bus to decelerate, come a complete stop, load and unload riders, and then accelerate and re-merge into traffic. Since most riders want service that balances convenience and speed, the number and location of stops is a key component of determining that balance.

Stop Placement

Bus stop placement involves a balance of customer safety, accessibility, and operations. All stops should be fully accessible with a concrete landing and access to a sidewalk or pathway. Bus stops should be compatible with adjacent land use and minimize adverse impacts on the built and natural environment.

The initial step of determining placement of a new or relocated bus stop involves its proximity to the intersection. The placement of each bus stop can be classified as one of the following:

- Near-side—immediately prior to an intersection
- Far-side—immediately after an intersection
- Mid-block—between two intersections

Bus stops are generally located at street intersections to maximize pedestrian accessibility from both sides of the street and provide connectivity to intersecting bus routes. Far-side stops are typically ideal at signalized intersections and along high-volume arterial streets. Near-side stops are typically preferable along low-volume streets such neighborhood collector streets to reduce the possibility of stopping twice at an intersection (stop sign and bus stop).

Bus turning movements, driveways, and dedicated turn lanes sometimes restrict the placement of stops at or near an intersection and necessitate a mid-block stop. Mid-block stops may also be considered when destinations are a significant distance from intersections. Mid-block stops may be the only option at major intersections with dedicated turn lanes.

Infrastructure consideration for bus stop placement includes the presence of sidewalks, lighting, topography, and roadside constraints such as driveways, trees, poles, fire hydrants, etc.

Key advantages and disadvantages of each bus stop placement option are described in Figure 93.

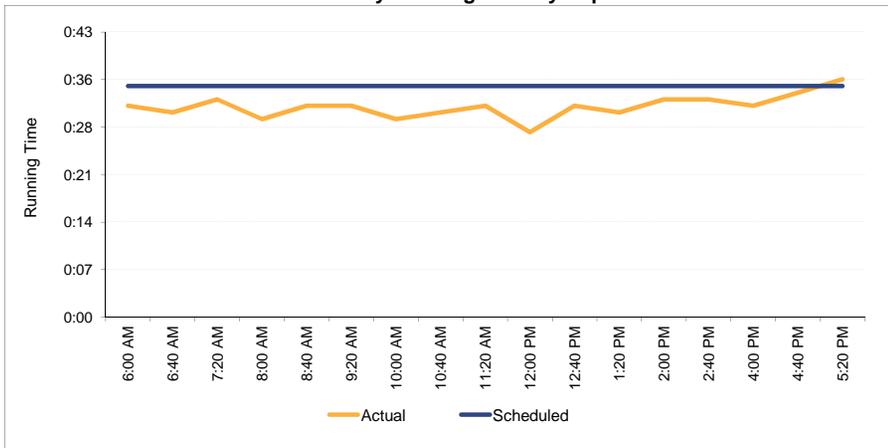
Figure 93 Bus Stop Placement Considerations

	Advantages	Disadvantages
Near-side stops	<div style="display: flex; flex-direction: column; gap: 10px;"> <div style="display: flex; align-items: center;">  <div style="margin-left: 10px;">Shortest distance from bus door to a crosswalk, which encourages riders to use crosswalks</div> </div> </div>	<div style="display: flex; flex-direction: column; gap: 10px;"> <div style="display: flex; align-items: center;">  <div style="margin-left: 10px;">Most exposure to traffic delays. May require more than one traffic cycle</div> </div> <div style="display: flex; align-items: center;">  <div style="margin-left: 10px;">Increases conflict with right-turning vehicles</div> </div> <div style="display: flex; align-items: center;">  <div style="margin-left: 10px;">May block travel lane with queuing buses</div> </div> <div style="display: flex; align-items: center;">  <div style="margin-left: 10px;">May obscure motorists' view of traffic control devices and crossing pedestrians</div> </div> </div>
Mid-block stops	<div style="display: flex; flex-direction: column; gap: 10px;"> <div style="display: flex; align-items: center;">  <div style="margin-left: 10px;">Typically improves access to destinations on large tracts</div> </div> <div style="display: flex; align-items: center;">  <div style="margin-left: 10px;">Minimizes motorist and pedestrian line of sight concerns</div> </div> </div>	<div style="display: flex; flex-direction: column; gap: 10px;"> <div style="display: flex; align-items: center;">  <div style="margin-left: 10px;">May require bus pullout on high-speed streets</div> </div> <div style="display: flex; align-items: center;">  <div style="margin-left: 10px;">Encourages riders to cross street mid-block</div> </div> </div>
Far-side stops	<div style="display: flex; flex-direction: column; gap: 10px;"> <div style="display: flex; align-items: center;">  <div style="margin-left: 10px;">Encourages riders to use nearby crosswalks</div> </div> <div style="display: flex; align-items: center;">  <div style="margin-left: 10px;">Allows bus operators to use intersection as a deceleration lane</div> </div> <div style="display: flex; align-items: center;">  <div style="margin-left: 10px;">Allows additional right-turning capacity before intersection</div> </div> </div>	<div style="display: flex; flex-direction: column; gap: 10px;"> <div style="display: flex; align-items: center;">  <div style="margin-left: 10px;">May restrict travel lanes on far-side of intersection</div> </div> </div>

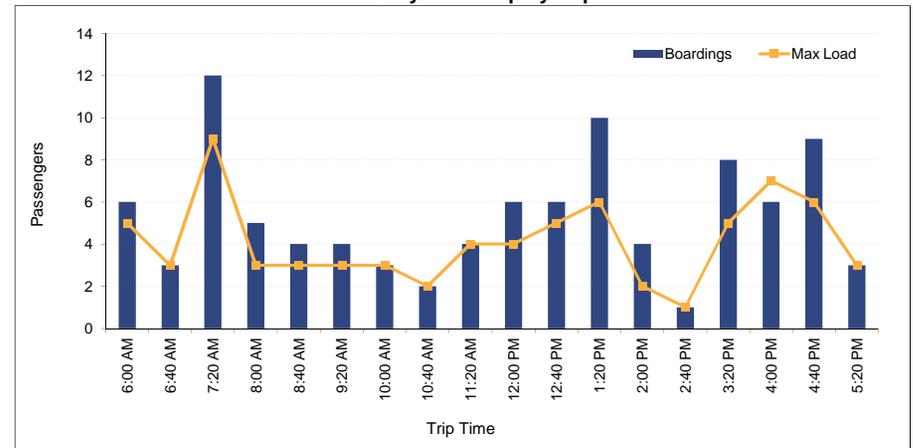
APPENDIX A: ROUTE SCORECARDS

Route 1 Weekday		Route Productivity Summary							Route Operations Summary						
		Activity		Service		Utilization		Productivity		On-Time Performance			On-Board Load		
		Boardings	Alightings	Service Hours	Revenue Miles	Average Trip Length	Passenger Miles	Boardings per Service Hour	Boardings per Revenue Mile	% On-Time	% Early	% Late	Max Passengers On Board	Max Load Location	Direction
Total		96	90	10.5			9.1		72%	27%	1%	47	Bluff & Roosevelt	L	
Loop		96	90	10.5			9.1		72%	27%	1%	47	Bluff & Roosevelt	L	
By Segment															
1	Transfer Center to Grinnell Hall	49	6	1.2			40.8		94%	6%					
2	Grinnell Hall to Family Dollar	16	26	3.3			4.8		61%	39%					
3	Family Dollar to Woodman's	1	3	0.3			3.3		61%	39%					
4	Woodman's to Fourth & Merrill	27	19	3.6			7.5		89%	6%	6%				
5	Fourth & Merrill to Transfer Center	3	36	2.1			1.4		24%	76%					
By Time Period															
Early AM															
	AM	30	30	2.9			10.3					18	Liberty & Tenth	L	
	Midday	40	34	5.3			7.6					23	Transfer Center	L	
	PM	26	26	2.3			11.1					16	Transfer Center	L	
	Eve														
	Night														
	Owl														

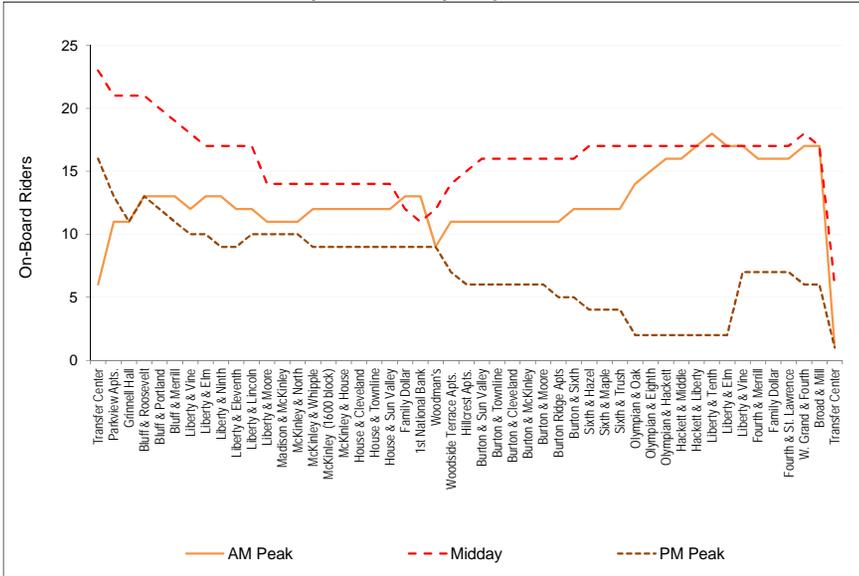
Weekday Running Time by Trip



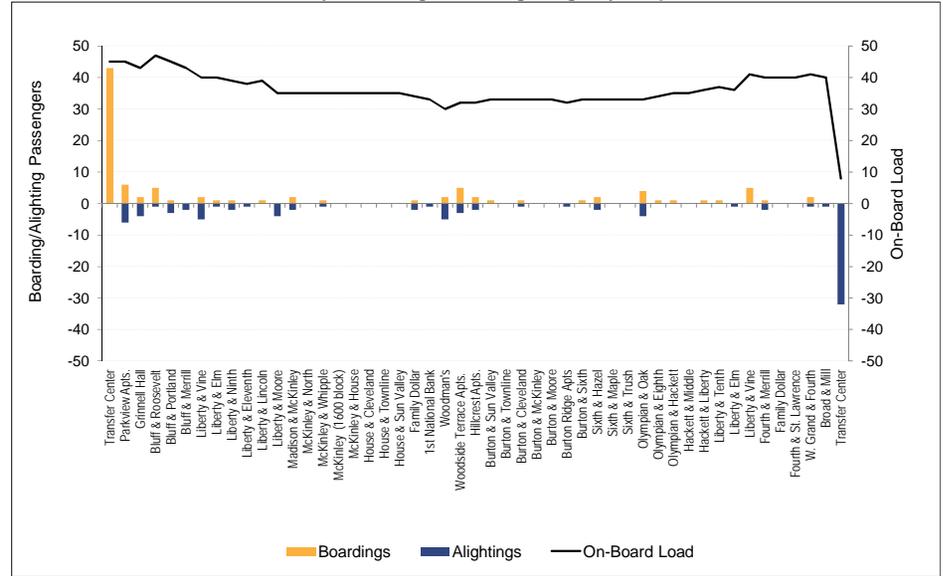
Weekday Ridership by Trip



Weekday On-Board by Stop and Time Period

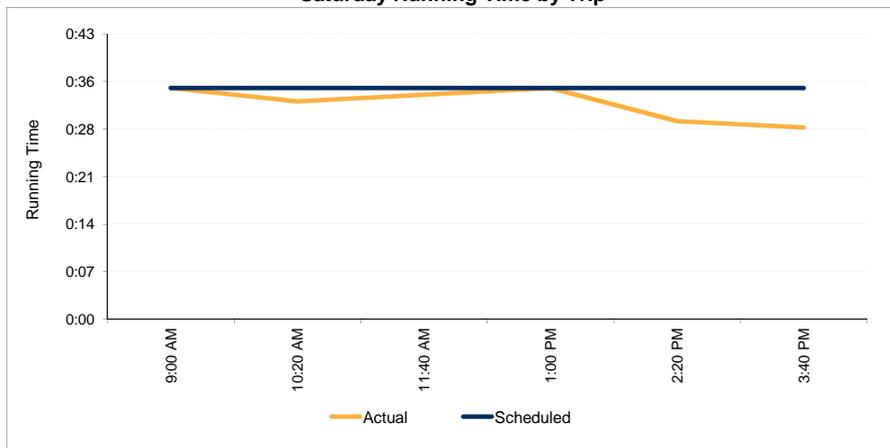


Weekday Boardings and Alightings by Stop

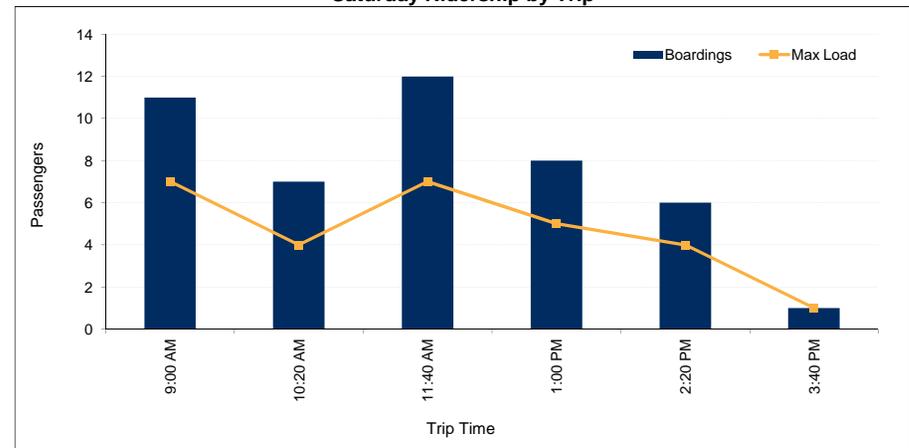


Route 1 Saturday		Route Productivity Summary							Route Operations Summary						
		Activity		Service	Utilization		Productivity		On-Time Performance			On-Board Load			
		Boardings	Alightings	Service Hours	Revenue Miles	Average Trip Length	Passenger Miles	Boardings per Service Hour	Boardings per Revenue Mile	% On-Time	% Early	% Late	Max Passengers On Board	Max Load Location	Direction
		Total		45	35	3.5				12.9		78%	19%	3%	23
Loop		45	35	3.5				12.9		78%	19%	3%	23	Olympian & Oak	L
By Segment															
1	Transfer Center to Grinnell Hall	22	3	0.4				55.0		100%					
2	Grinnell Hall to Family Dollar	6	8	1.1				5.5		67%	33%				
3	Family Dollar to Woodman's	2	3	0.1				20.0		83%	17%				
4	Woodman's to Fourth & Merrill	15	8	1.2				12.5		67%	17%	17%			
5	Fourth & Merrill to Transfer Center		13	0.7						50%	50%				
By Time Period															
Early AM															
AM															
Midday		44	33	2.9				15.1					22	Sixth & Hazel	L
PM		1	2	0.6				1.7					1	Transfer Center	L
Eve															
Night															
Owl															

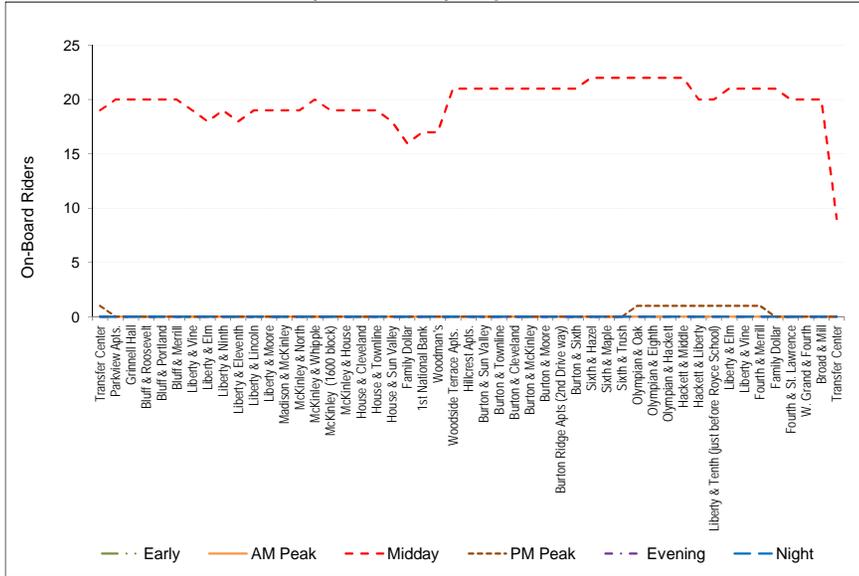
Saturday Running Time by Trip



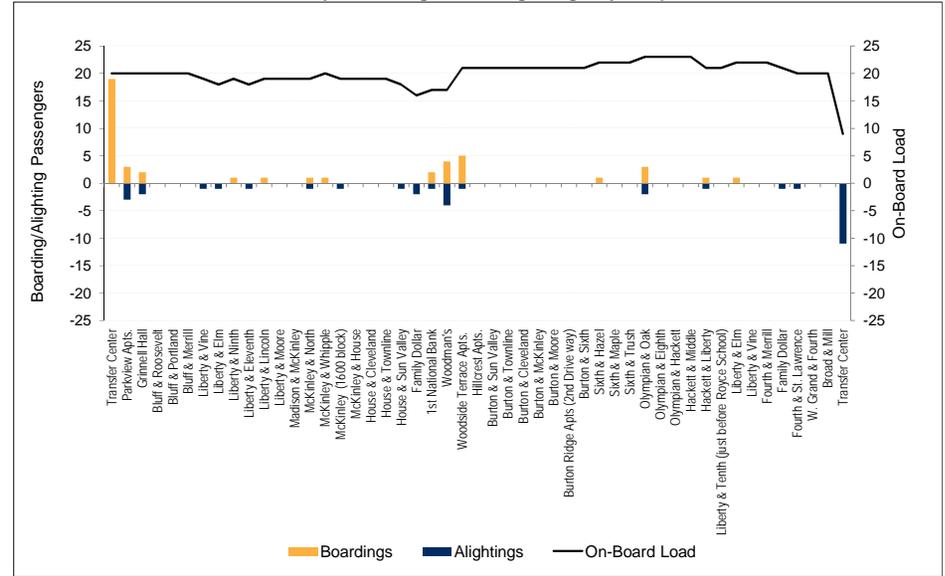
Saturday Ridership by Trip



Saturday On-Board by Stop and Time Period

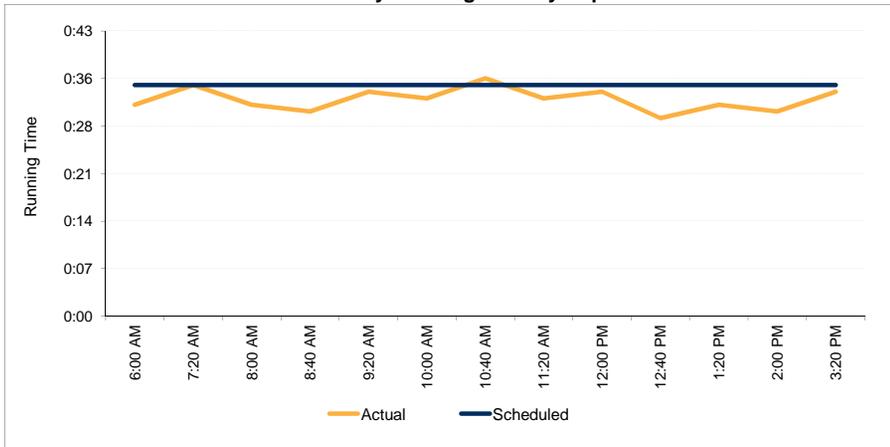


Saturday Boardings and Alightings by Stop

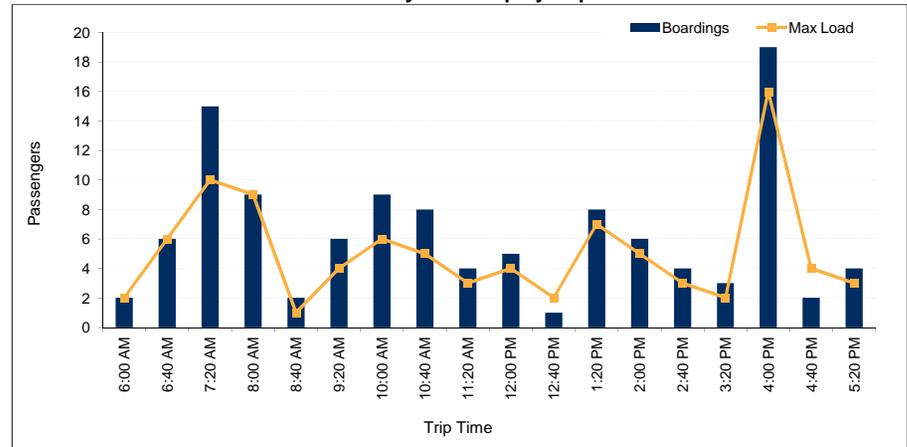


Route 2 Weekday		Route Productivity Summary							Route Operations Summary						
		Activity		Service		Utilization		Productivity		On-Time Performance			On-Board Load		
		Boardings	Alightings	Service Hours	Revenue Miles	Average Trip Length	Passenger Miles	Boardings per Service Hour	Boardings per Revenue Mile	% On-Time	% Early	% Late	Max Passengers On Board	Max Load Location	Direction
Total		113	112	10.5				10.8		81%	19%	0%	61	Portland & McKinley	L
Loop		113	112	10.5				10.8		81%	19%	0%	61	Portland & McKinley	L
By Segment															
1	Transfer Center to Townline & W. Grand	67	24	2.4				27.9		100%					
2	Townline & W. Grand to McNeel	16	9	2.1				7.6		85%	15%				
3	McNeel to Woodman's	7	12	0.9				7.8		93%	7%				
4	Woodman's to Portland & Sixth	20	14	3.0				6.7		86%	14%				
5	Portland & Sixth to Transfer Center	3	53	2.1				1.4		35%	65%				
By Time Period															
Early AM															
AM		34	34	2.9				11.7					24	Townline & Roosevelt	L
Midday		51	49	5.3				9.7					24	W. Grand & Eighth	L
PM		28	29	2.3				12.0					22	Division & Whipple	L
Eve															
Night															
Owl															

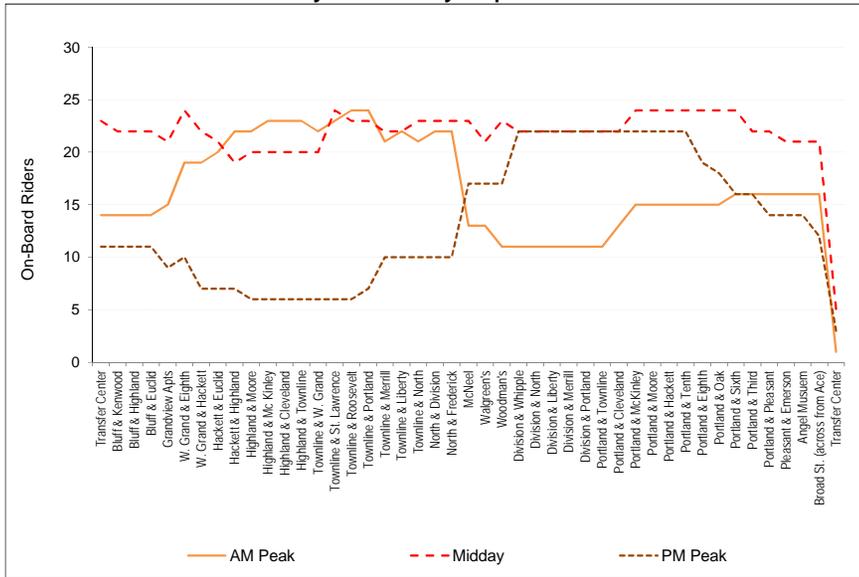
Weekday Running Time by Trip



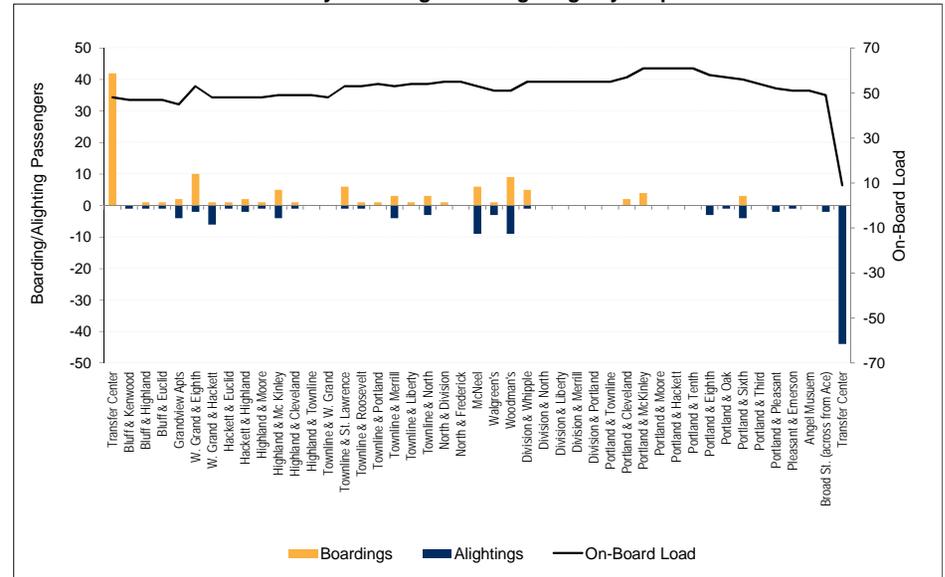
Weekday Ridership by Trip



Weekday On-Board by Stop and Time Period

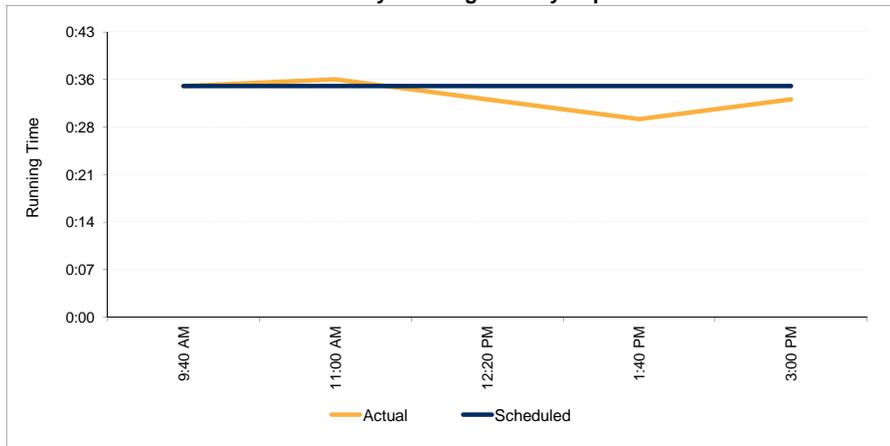


Weekday Boardings and Alightings by Stop

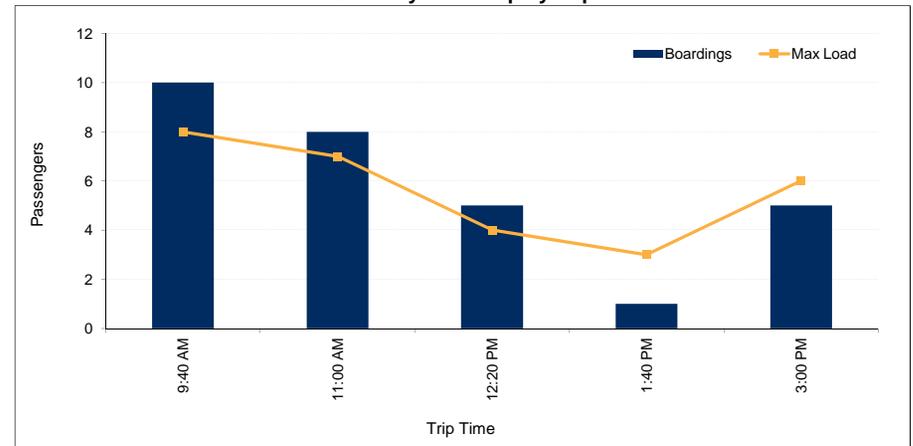


Route 2 Saturday		Route Productivity Summary							Route Operations Summary						
		Activity		Service	Utilization		Productivity		On-Time Performance			On-Board Load			
		Boardings	Alightings	Service Hours	Revenue Miles	Average Trip Length	Passenger Miles	Boardings per Service Hour	Boardings per Revenue Mile	% On-Time	% Early	% Late	Max Passengers On Board	Max Load Location	Direction
		Total		29	37	2.9				9.9		97%	3%	0%	21
Loop		29	37	2.9				9.9		97%	3%	0%	21	Bluff & Kenwood	L
By Segment															
1	Transfer Center to Townline & W. Grand	16	9	0.7				24.0		100%					
2	Townline & W. Grand to McNeel	5	8	0.6				8.6		100%					
3	McNeel to Woodman's			0.3						100%					
4	Woodman's to Portland & Sixth	7	9	0.8				8.4		100%					
5	Portland & Sixth to Transfer Center	1	11	0.6				1.7		80%	20%				
By Time Period															
	Early AM														
	AM														
	Midday	24	32	2.3				10.3					15	Bluff & Kenwood	L
	PM	5	5	0.6				8.6					6	Transfer Center	L
	Eve														
	Night														
	Owl														

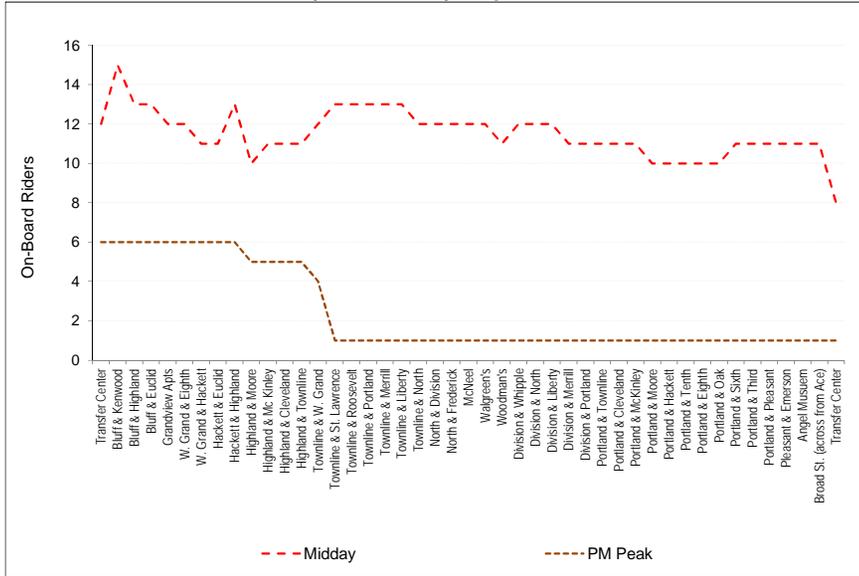
Saturday Running Time by Trip



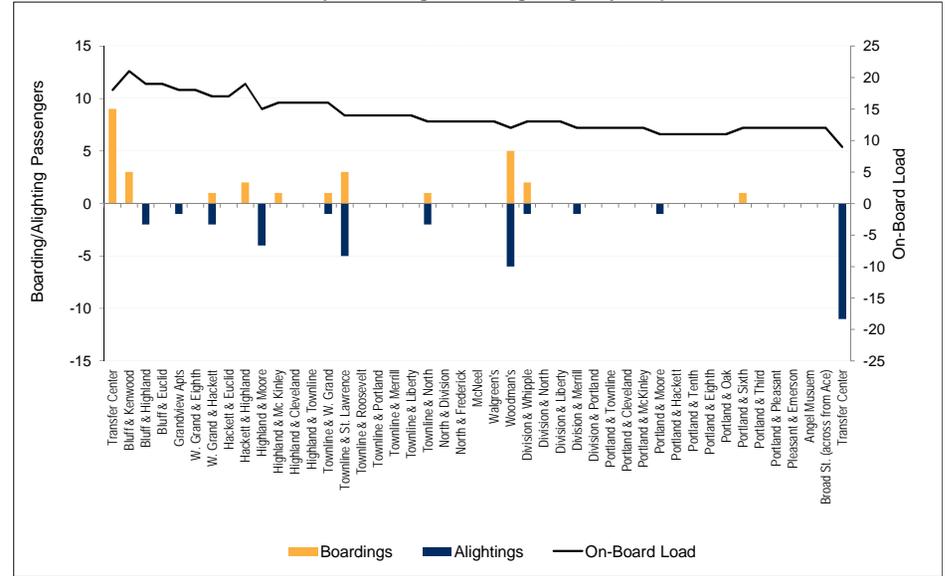
Saturday Ridership by Trip



Saturday On-Board by Stop and Time Period

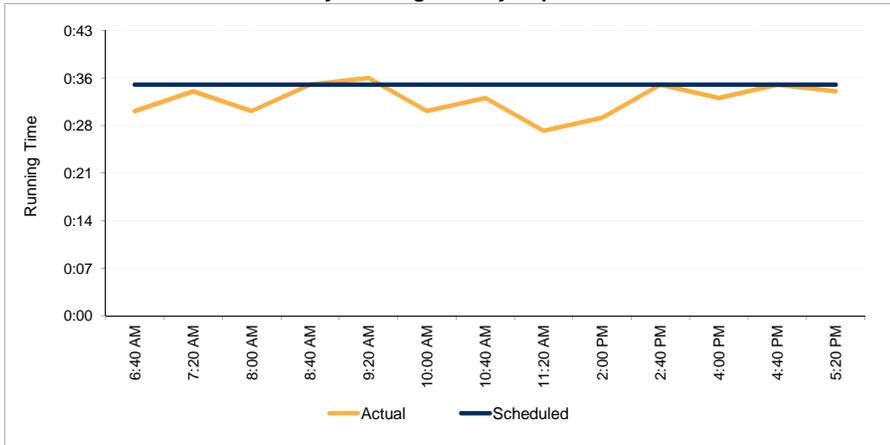


Saturday Boardings and Alightings by Stop

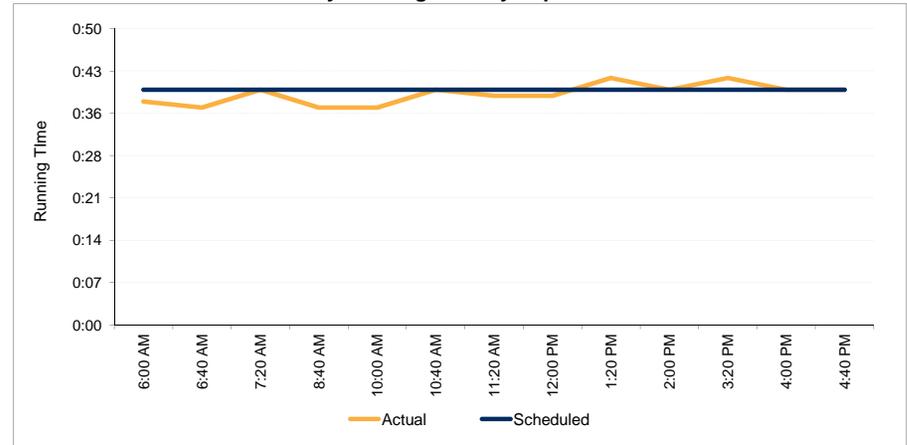


Route 3 Weekday		Route Productivity Summary							Route Operations Summary						
		Activity		Service		Utilization		Productivity		On-Time Performance			On-Board Load		
		Boardings	Alightings	Service Hours	Revenue Miles	Average Trip Length	Passenger Miles	Boardings per Service Hour	Boardings per Revenue Mile	% On-Time	% Early	% Late	Max Passengers On Board	Max Load Location	Direction
Total		301	298	22.5				13.4		75%	25%	0%	112	Shore & Carpenter	O
Inbound		129	146	10.5				12.3		75%	25%	0%	103	Wisconsin & Bushnell	I
Outbound		172	152	12.0				14.3		75%	25%	0%	112	Shore & Carpenter	O
By Segment															
1	Beloit Clinic to Aldrich School	47	59	4.8				9.8		77%	23%				
2	Aldrich School to Eclipse & Park	81	57	7.2				11.3		73%	27%				
3	Eclipse & Park to Transfer Center	173	182	10.5				16.5		59%	41%				
By Time Period															
Early AM															O
AM		63	58	5.6				11.3					30	Wisconsin & Bushnell	I
Midday		164	163	11.3				14.6					61	Wisconsin & Bushnell	I
PM		74	77	5.7				13.1					43	Fourth & Middle	O
Eve															O
Night															O
Owl															O

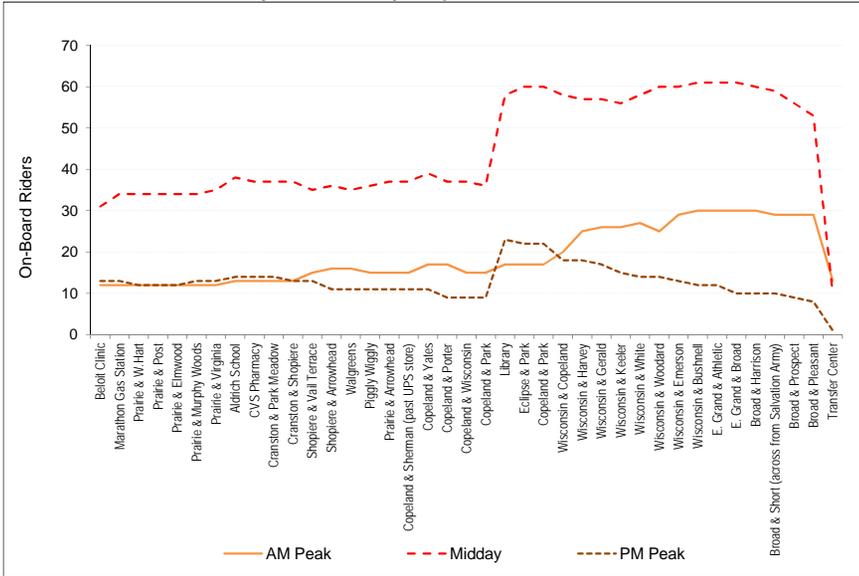
Weekday Running Time by Trip - Inbound



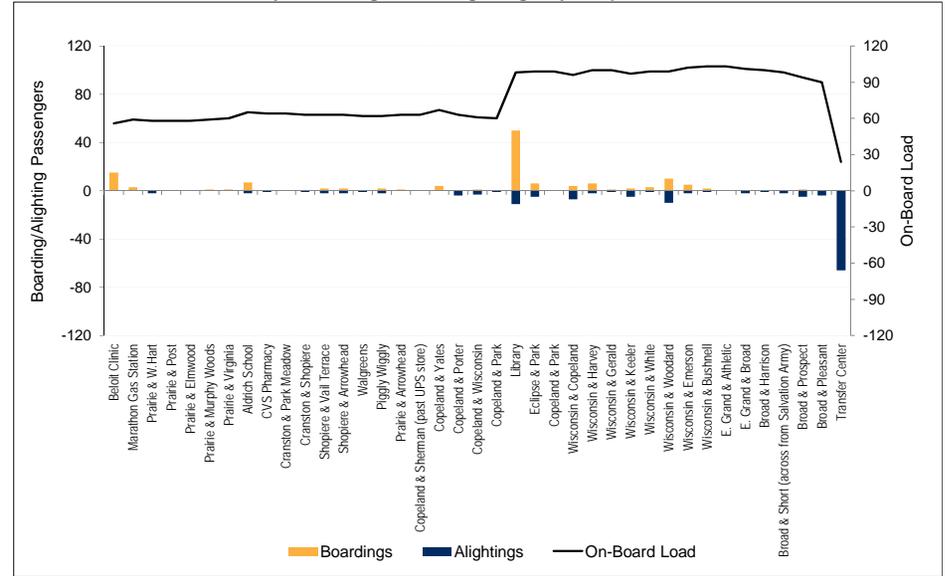
Weekday Running Time by Trip - Outbound



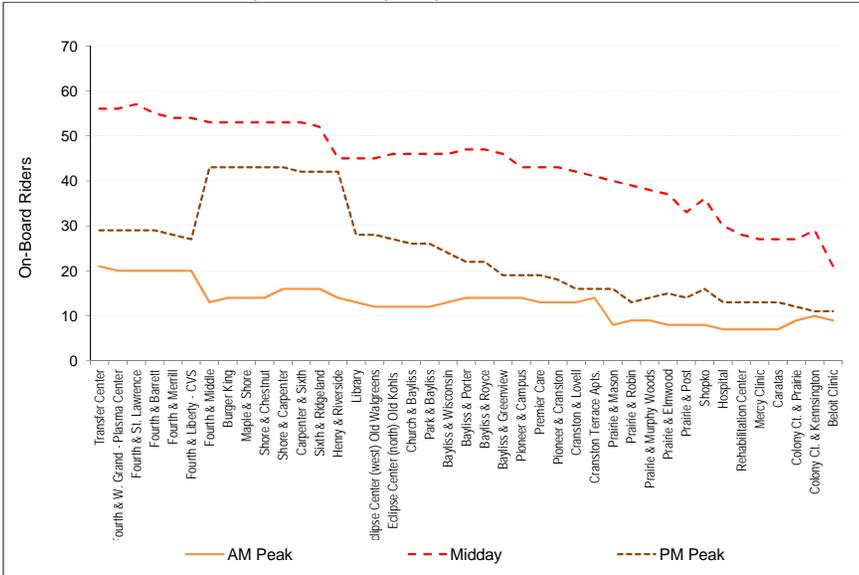
Weekday On-Board by Stop and Time Period - Inbound



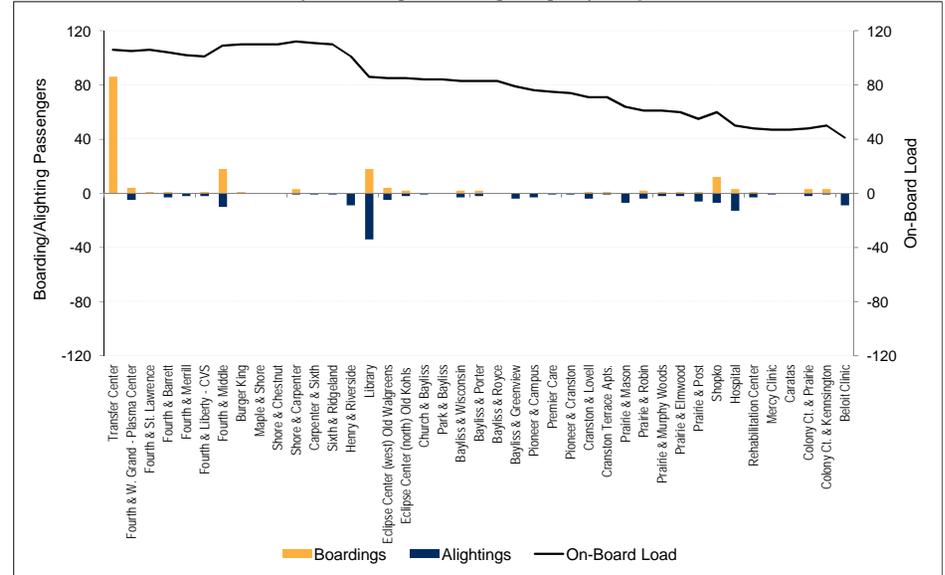
Weekday Boardings and Alightings by Stop - Inbound



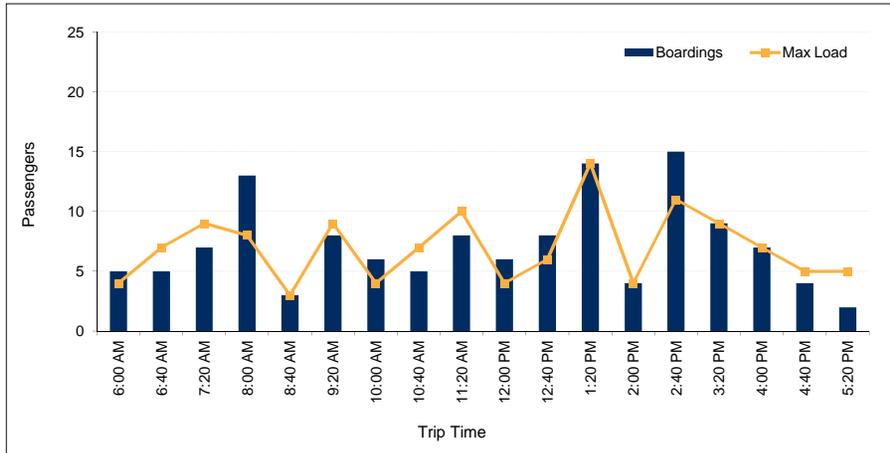
Weekday On-Board by Stop and Time Period - Outbound



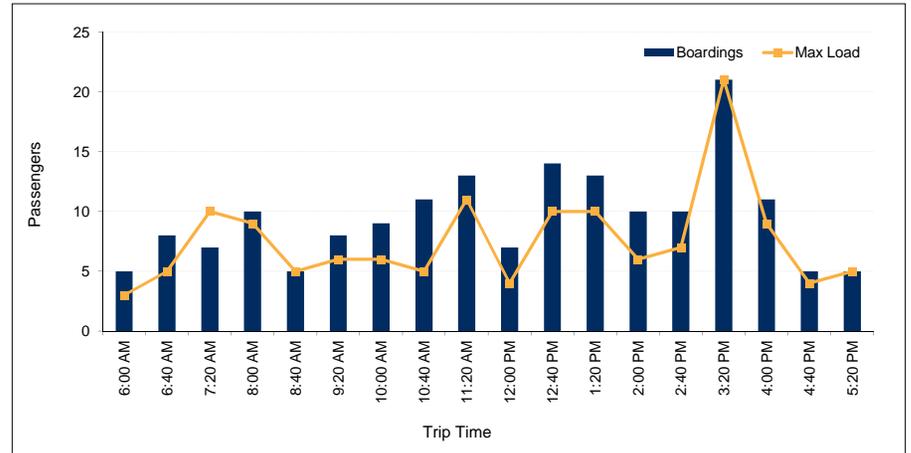
Weekday Boardings and Alightings by Stop - Outbound



Weekday Ridership by Trip - Inbound

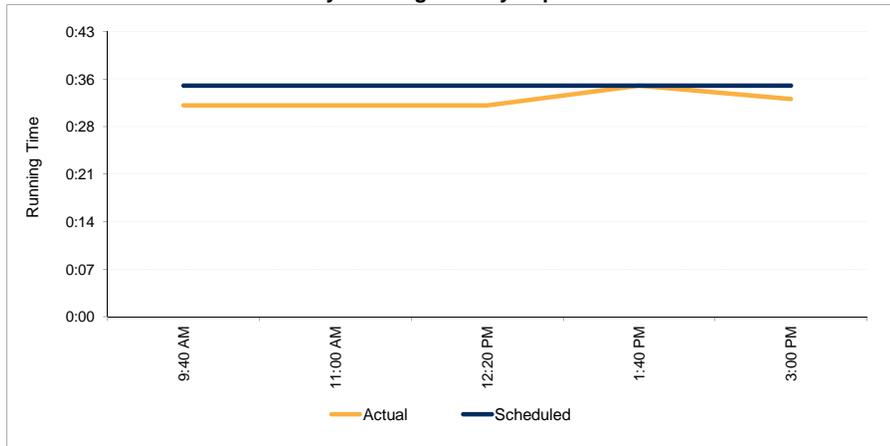


Weekday Ridership Time by Trip - Outbound

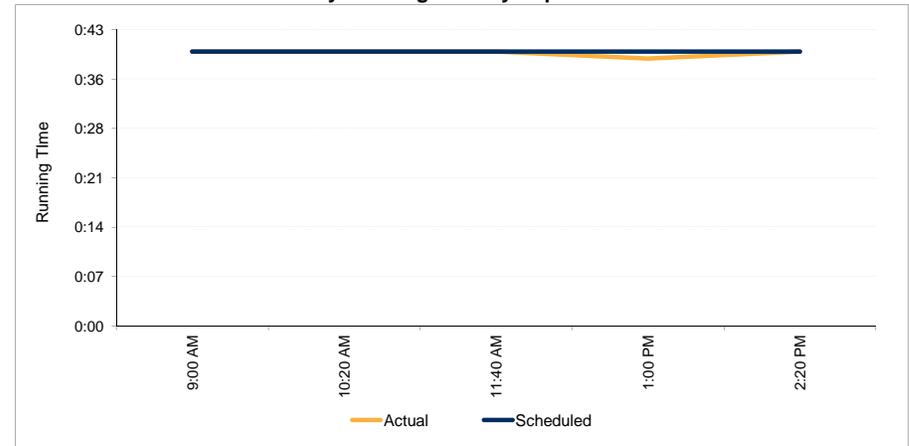


Route 3 Saturday		Route Productivity Summary							Route Operations Summary						
		Activity		Service		Utilization		Productivity		On-Time Performance			On-Board Load		
		Boardings	Alightings	Service Hours	Revenue Miles	Average Trip Length	Passenger Miles	Boardings per Service Hour	Boardings per Revenue Mile	% On-Time	% Early	% Late	Max Passengers On Board	Max Load Location	Direction
Total		44	44	6.9				6.4		73%	27%	0%	22	Fourth & Middle	O
Inbound		14	23	2.9				4.8		58%	42%	0%	21	Wisconsin & Keeler	I
Outbound		30	21	4.0				7.5		87%	13%	0%	22	Fourth & Middle	O
By Segment															
1	Beloit Clinic to Aldrich School	10	11	1.5				6.7		90%	10%				
2	Aldrich School to Eclipse & Park	5	6	2.2				2.3		38%	63%				
3	Eclipse & Park to Transfer Center	29	27	3.2				8.9		43%	57%				
By Time Period															
Early AM															O
AM															O
Midday		43	43	5.7				7.6					22	Fourth & Middle	O
PM		1	1	1.3				0.8					1	Piggly Wiggly	I
Eve															O
Night															O
Owl															O

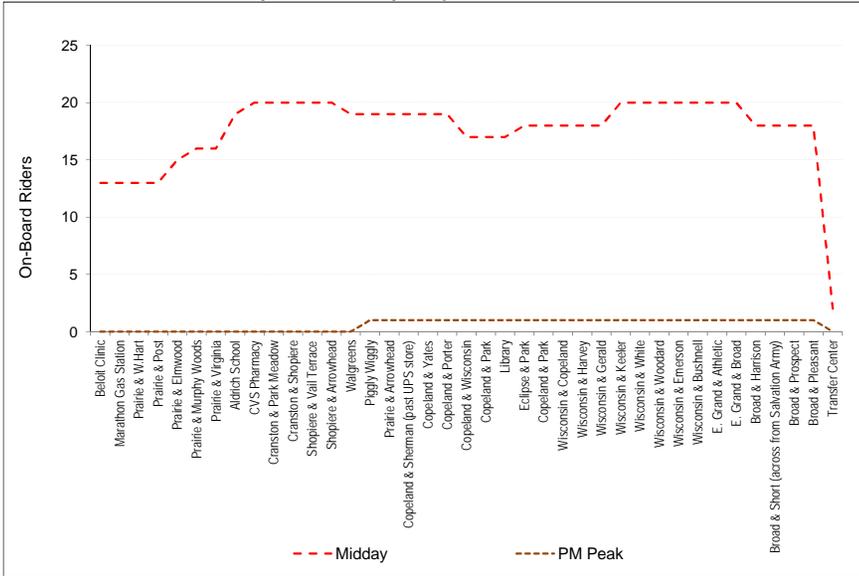
Saturday Running Time by Trip - Inbound



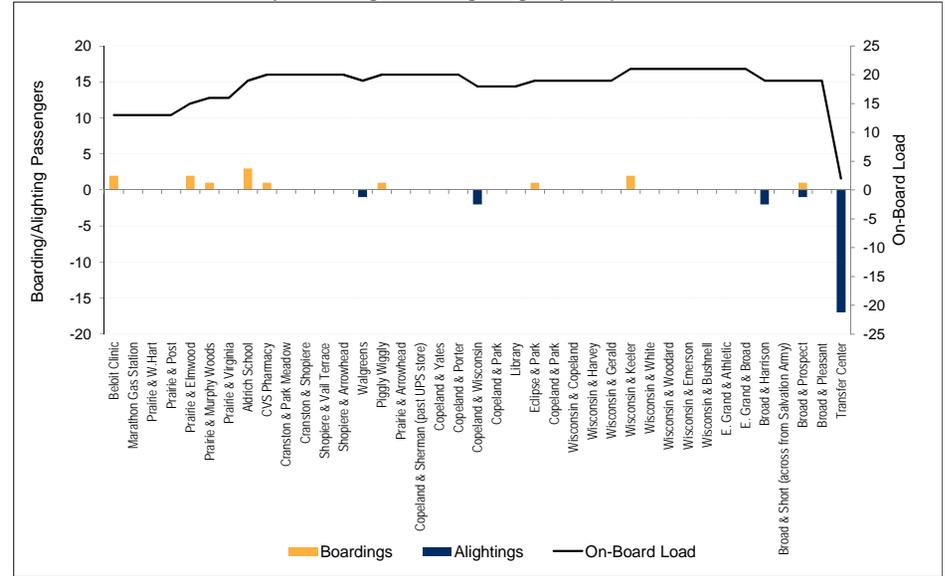
Saturday Running Time by Trip - Outbound



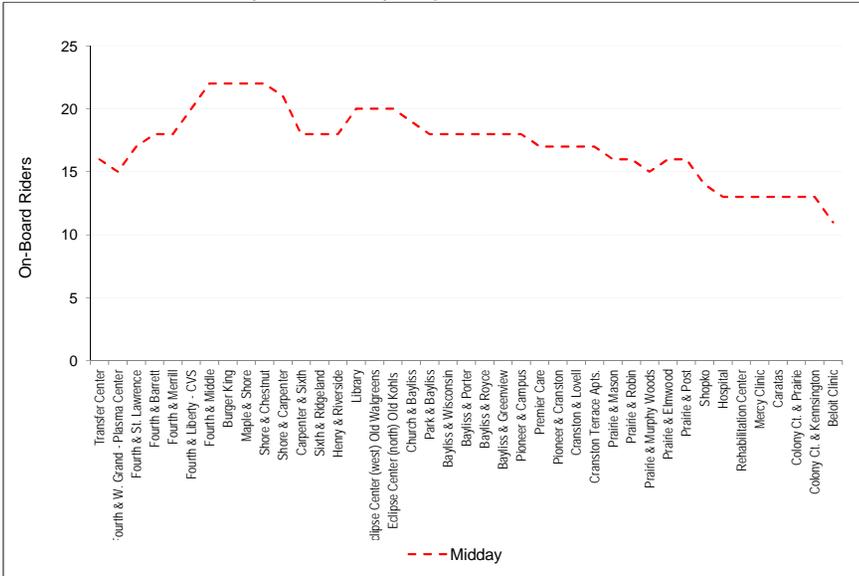
Saturday On-Board by Stop and Time Period - Inbound



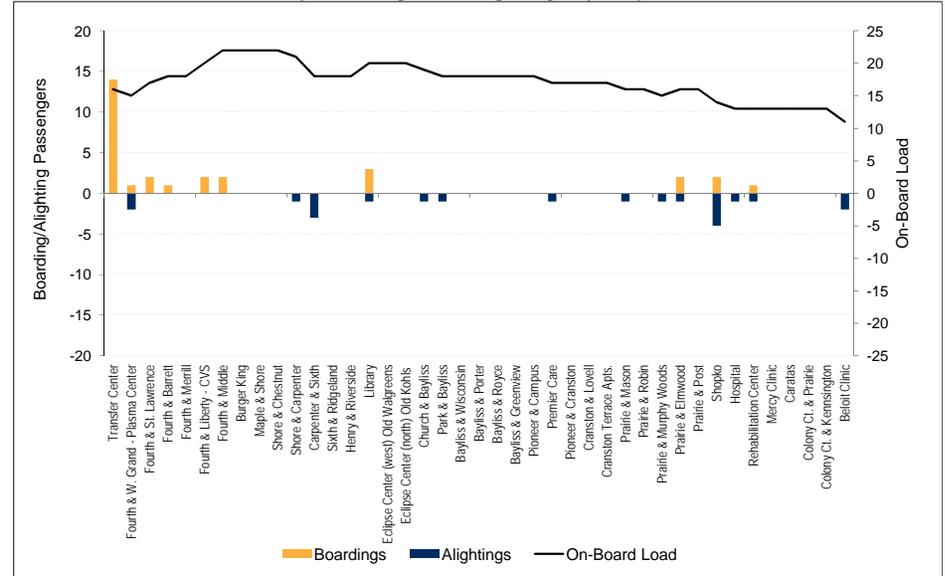
Saturday Boardings and Alightings by Stop - Inbound



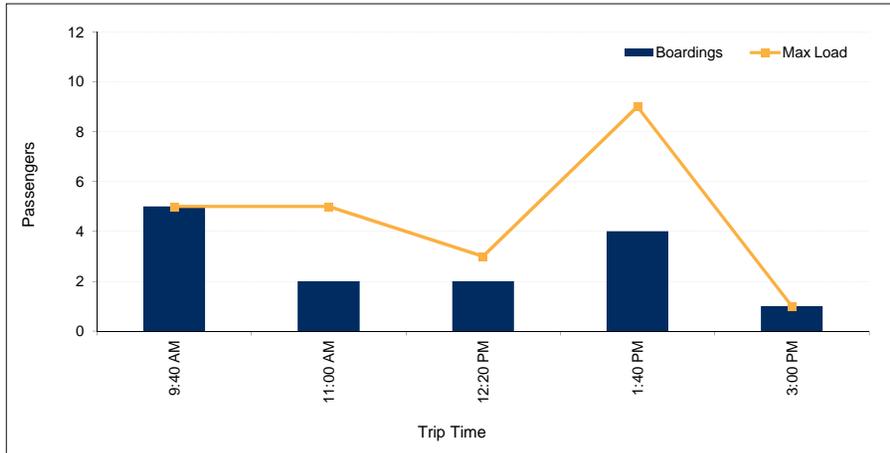
Saturday On-Board by Stop and Time Period - Outbound



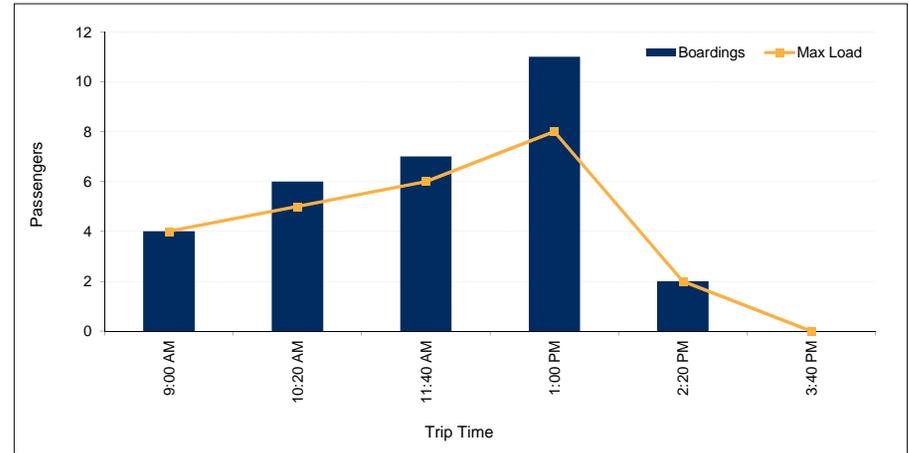
Saturday Boardings and Alightings by Stop - Outbound



Saturday Ridership by Trip - Inbound

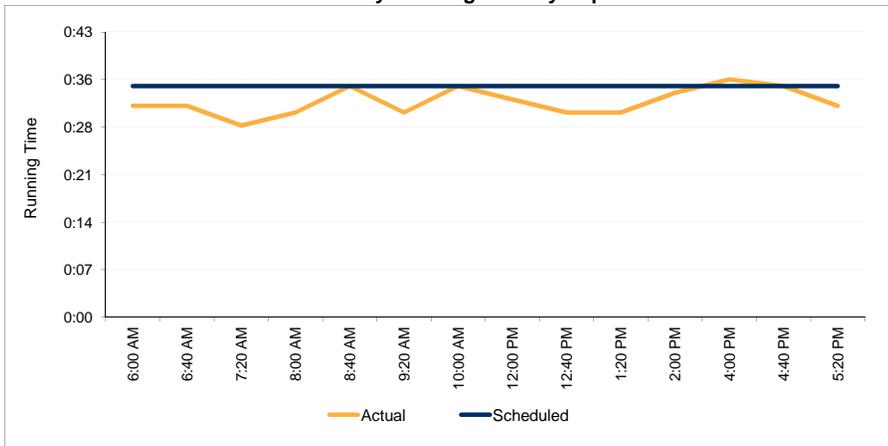


Saturday Ridership Time by Trip - Outbound

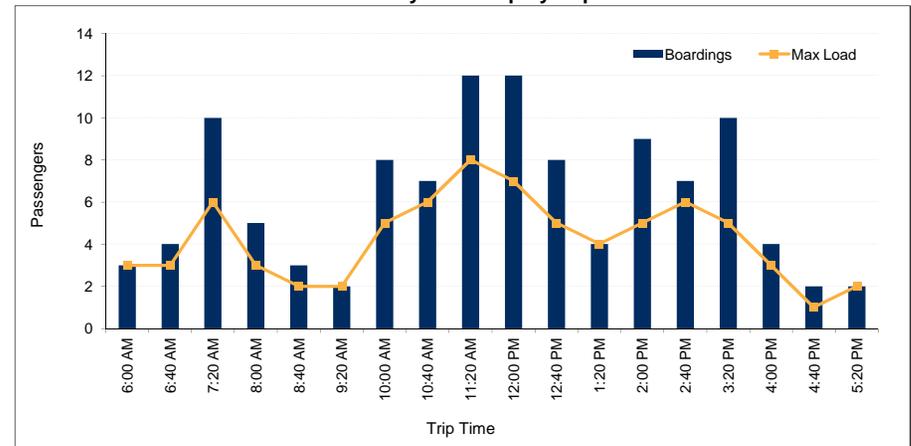


Route 4 Weekday		Route Productivity Summary							Route Operations Summary						
		Activity		Service		Utilization		Productivity		On-Time Performance			On-Board Load		
		Boardings	Alightings	Service Hours	Revenue Miles	Average Trip Length	Passenger Miles	Boardings per Service Hour	Boardings per Revenue Mile	% On-Time	% Early	% Late	Max Passengers On Board	Max Load Location	Direction
Total		112	111	10.5				10.7	69%	31%	0%	63	Transfer Center	L	
Loop		112	111	10.5				10.7	69%	31%	0%	63	Transfer Center	L	
By Segment															
1	Transfer Center to Park & Emerson	59	5	1.8				32.8	50%	50%					
2	Park & Emerson to Cancer Center	3	6	1.5				2.0	88%	12%					
3	Cancer Center to Wal-Mart	4	19	2.1				1.9	65%	35%					
4	Wal-Mart to White & Harrison	30	35	2.1				14.3	89%	11%					
5	White & Harrison to Scoville Hall	9	2	1.5				6.0	56%	44%					
6	Scoville Hall to Transfer Center	7	44	1.5				4.7	41%	59%					
By Time Period															
Early AM															
	AM	25	24	2.9				8.6				14	Transfer Center	L	
	Midday	69	69	5.3				13.1				39	Transfer Center	L	
	PM	18	18	2.3				7.7				10	Transfer Center	L	
	Eve														
	Night														
	Owl														

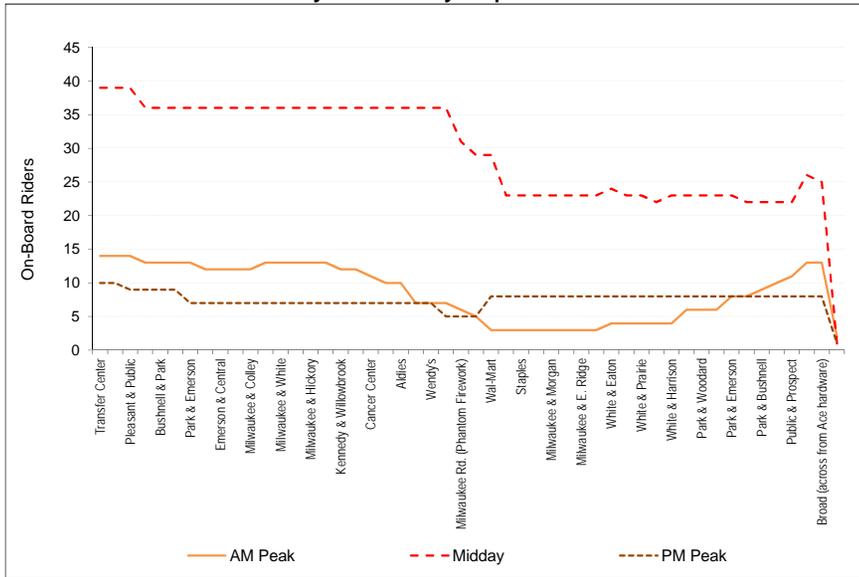
Weekday Running Time by Trip



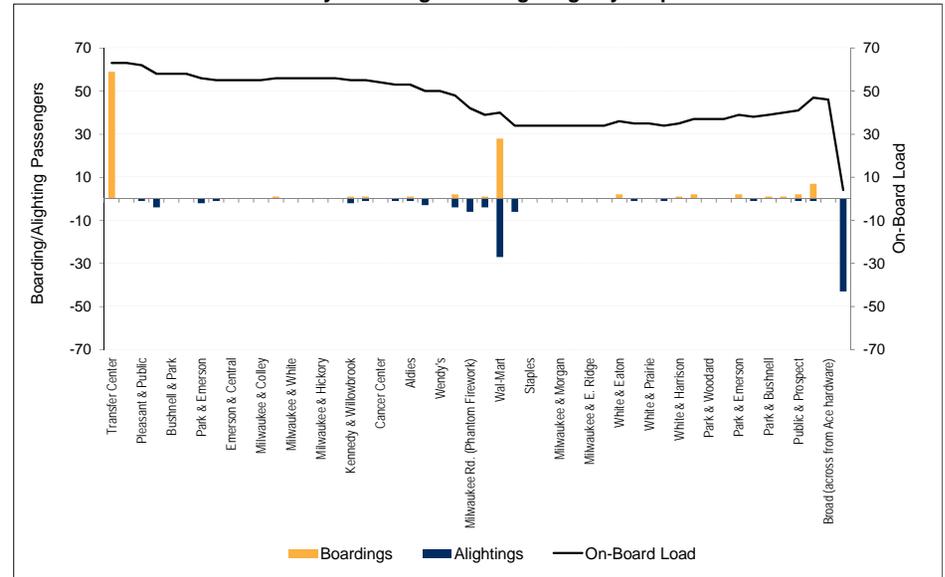
Weekday Ridership by Trip



Weekday On-Board by Stop and Time Period

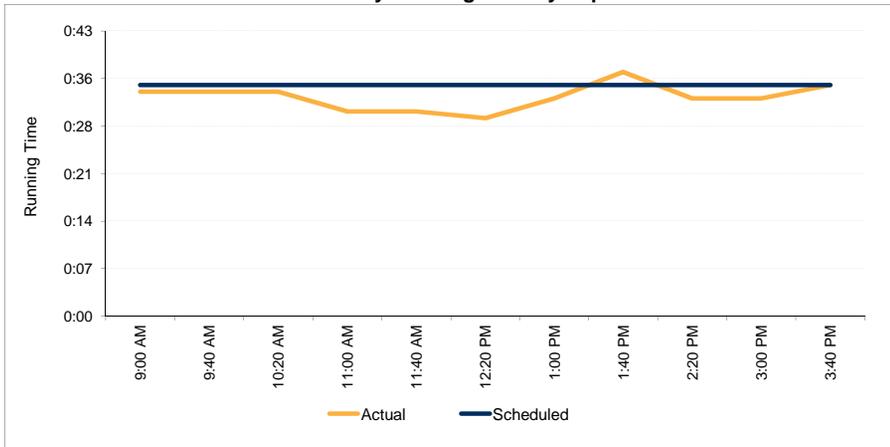


Weekday Boardings and Alightings by Stop

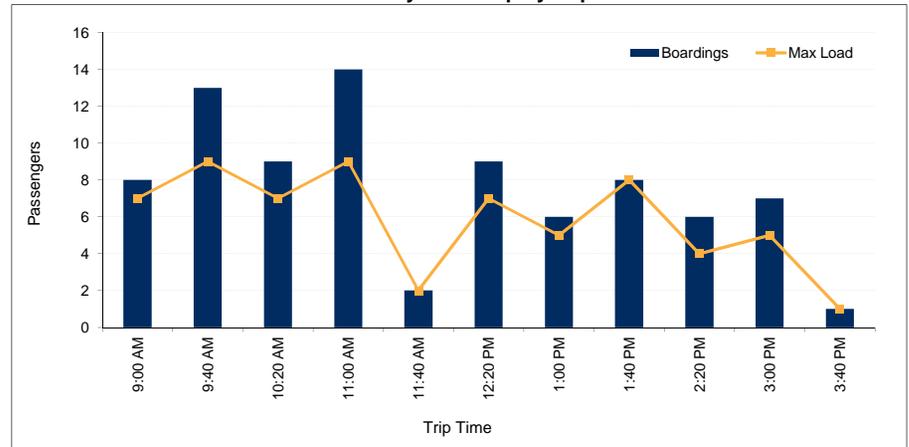


Route 4 Saturday		Route Productivity Summary							Route Operations Summary						
		Activity		Service	Utilization		Productivity		On-Time Performance			On-Board Load			
		Boardings	Alightings	Service Hours	Revenue Miles	Average Trip Length	Passenger Miles	Boardings per Service Hour	Boardings per Revenue Mile	% On-Time	% Early	% Late	Max Passengers On Board	Max Load Location	Direction
Total		83	83	6.4					87%	13%	0%	47	Milwaukee & Strong	L	
Loop		83	83	6.4					87%	13%	0%	47	Milwaukee & Strong	L	
By Segment															
1	Transfer Center to Park & Emerson	36	1	1.1				32.7	90%	10%					
2	Park & Emerson to Wal-Mart	13	10	2.2				5.9	80%	20%					
3	Wal-Mart to White & Harrison	31	38	1.3				24.2	91%	9%					
4	White & Harrison to Scoville Hall	1	11	0.9				1.1	100%						
5	Scoville Hall to Transfer Center	2	23	0.9				2.2	64%	36%					
By Time Period															
	Early AM														
	AM														
	Midday	75	75	5.3				14.3				41	Milwaukee & Strong	L	
	PM	8	8	1.2				6.9				6	Emerson & Wisconsin	L	
	Eve														
	Night														
	Owl														

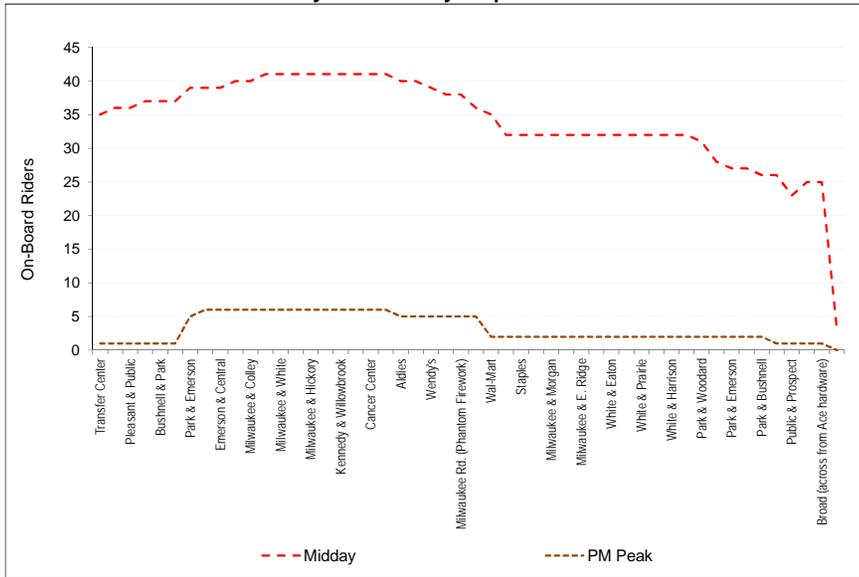
Saturday Running Time by Trip



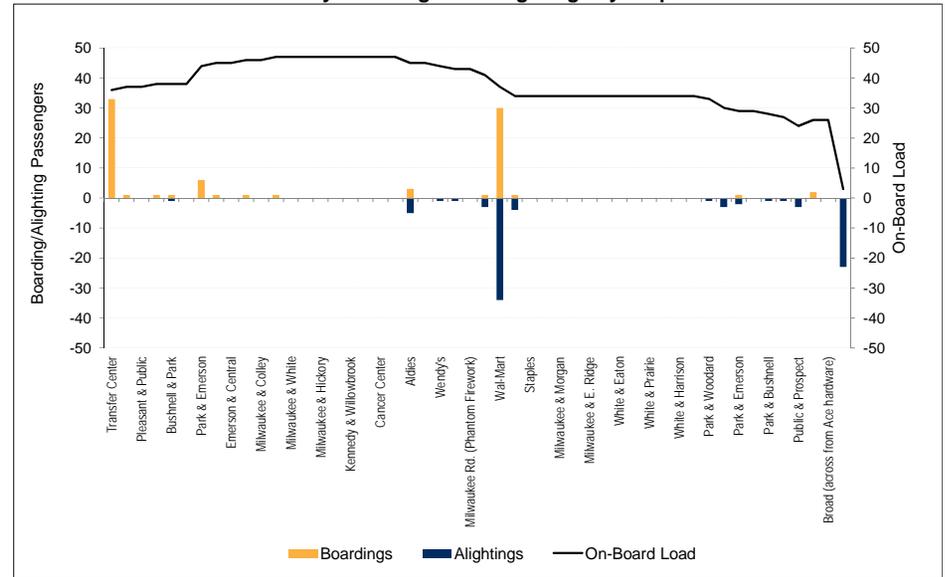
Saturday Ridership by Trip



Saturday On-Board by Stop and Time Period

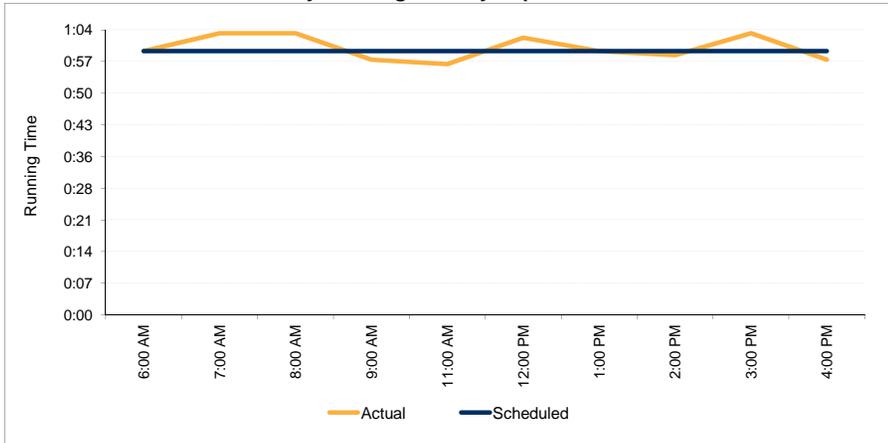


Saturday Boardings and Alightings by Stop

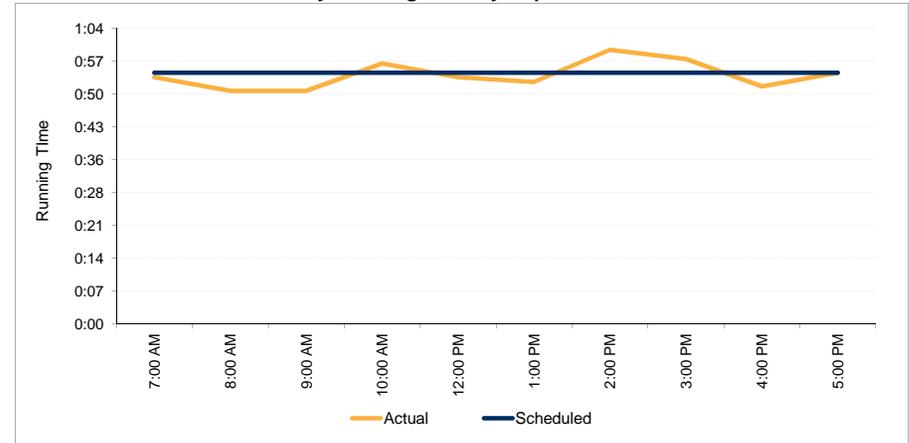


BJE Route Weekday		Route Productivity Summary							Route Operations Summary						
		Activity		Service		Utilization		Productivity		On-Time Performance			On-Board Load		
		Boardings	Alightings	Service Hours	Revenue Miles	Average Trip Length	Passenger Miles	Boardings per Service Hour	Boardings per Revenue Mile	% On-Time	% Early	% Late	Max Passengers On Board	Max Load Location	Direction
Total		294	278	23.0			12.8		82%	15%	3%	89	JTS Pad	S	
Northbound		173	134	12.0			14.4		78%	16%	5%	81	WSVH	N	
Southbound		121	144	11.0			11.0		85%	14%	1%	89	JTS Pad	S	
By Segment															
1	Transfer Center to Hwy 51 & Inman Pkwy	71	55	3.9			18.1		95%		5%				
2	Hwy. 51 & Inman Pkwy to BTC	7	14	2.0			3.5		76%	19%	5%				
3	BTC to Corrections	20	12	0.9			21.4		68%	26%	5%				
4	Corrections to Job Center	19	16	3.2			5.9		70%	25%	5%				
5	Job Center to U-Rock	13	31	2.0			6.5		80%	20%					
6	U-Rock to State & Washington	22	13	2.0			11.0		75%	25%					
7	State & Washington to JTS Pad	82	42	2.4			34.2			14%					
8	JTS Pad to Barberry & Kennedy	60	95	6.5			9.2		95%		5%				
By Time Period															
Early AM														S	
AM		81	79	5.5			14.6					34	Hwy. 51 & Inman Pkwy	N	
Midday		148	121	11.5			12.9					40	State & Willard	N	
PM		65	78	5.8			11.3					33	JTS Pad	S	
Eve				0.2										S	
Night														S	
Owl														S	

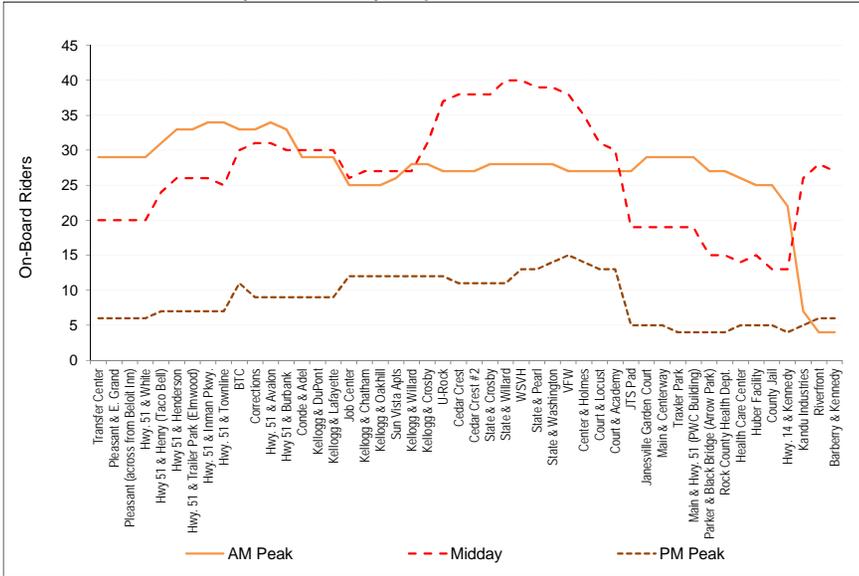
Weekday Running Time by Trip - Northbound



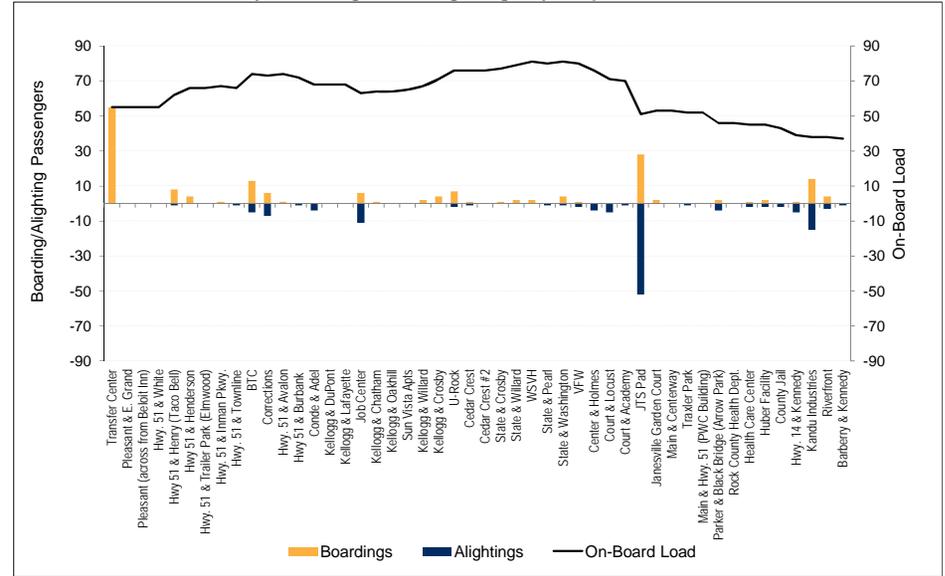
Weekday Running Time by Trip - Southbound



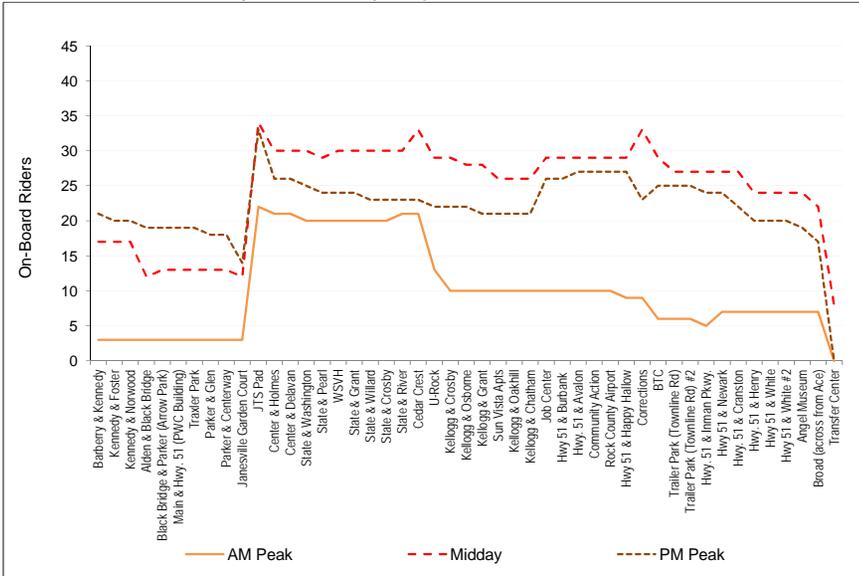
Weekday On-Board by Stop and Time Period - Northbound



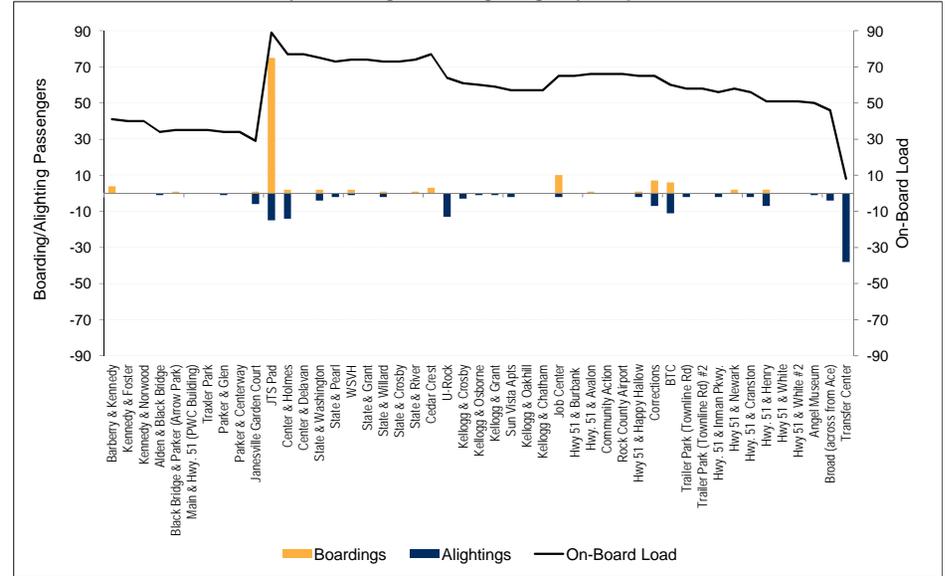
Weekday Boardings and Alightings by Stop - Northbound



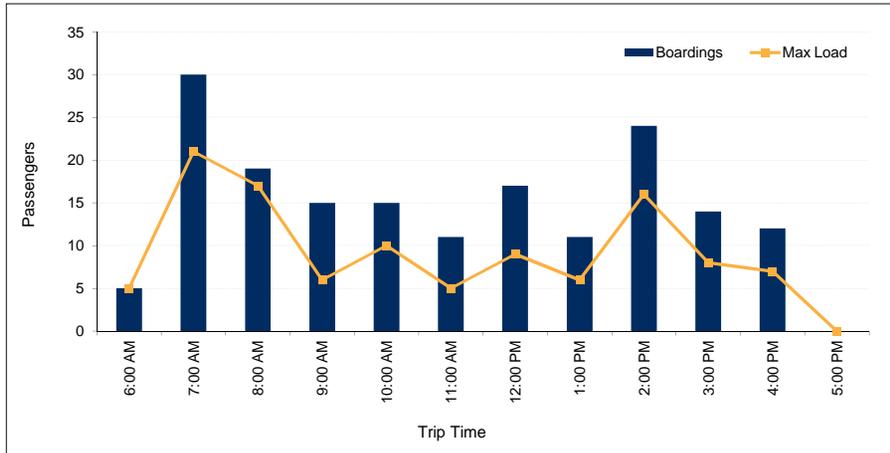
Weekday On-Board by Stop and Time Period - Southbound



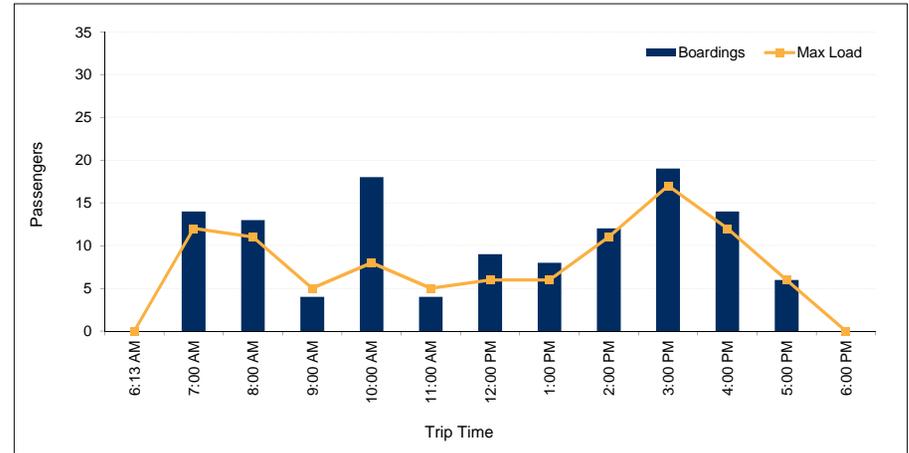
Weekday Boardings and Alightings by Stop - Southbound



Weekday Ridership by Trip - Northbound



Weekday Ridership Time by Trip - Southbound

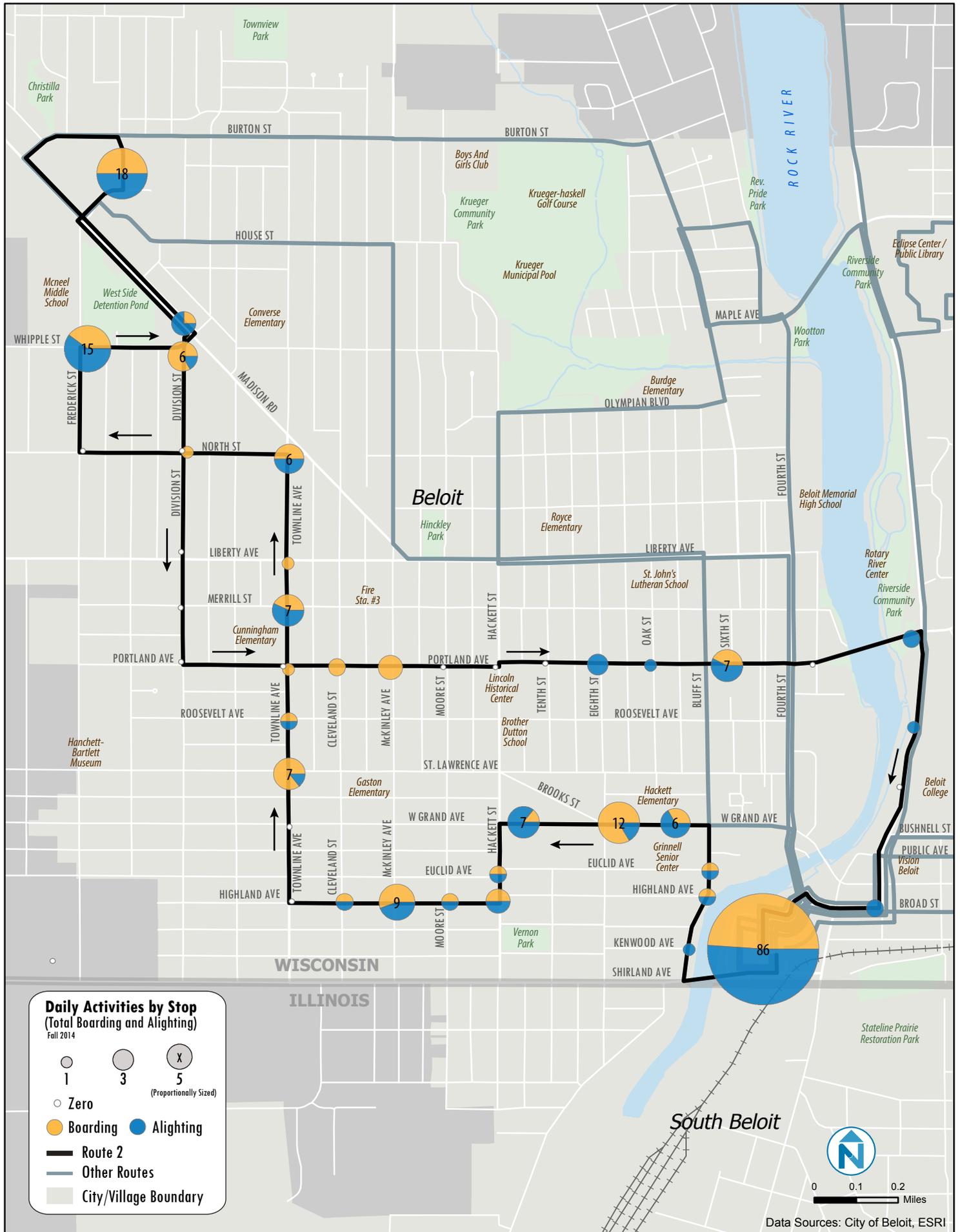


APPENDIX B: ROUTE BOARDING & ALIGHTING MAP

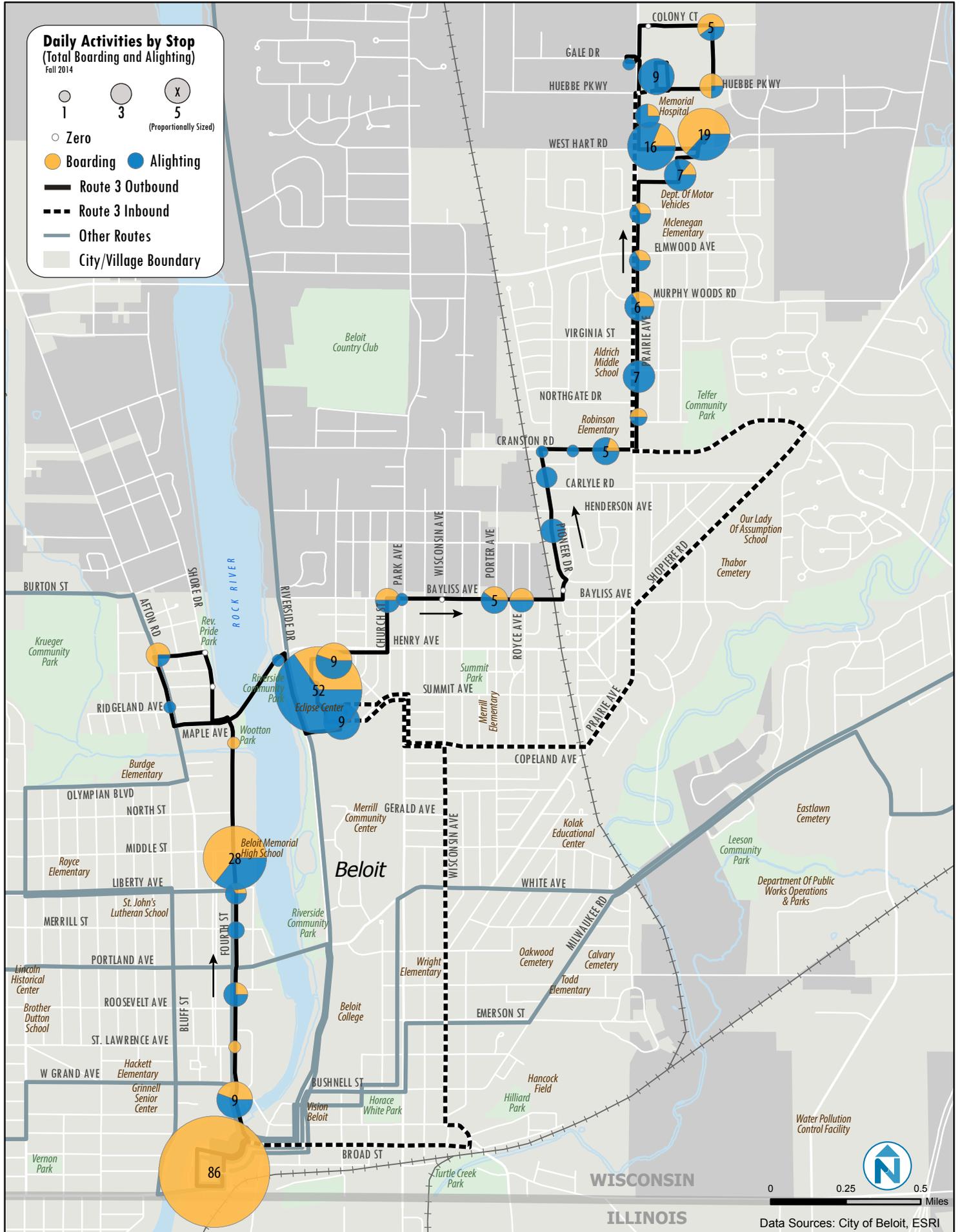
Total Daily Activities: Route 1 - Saturday



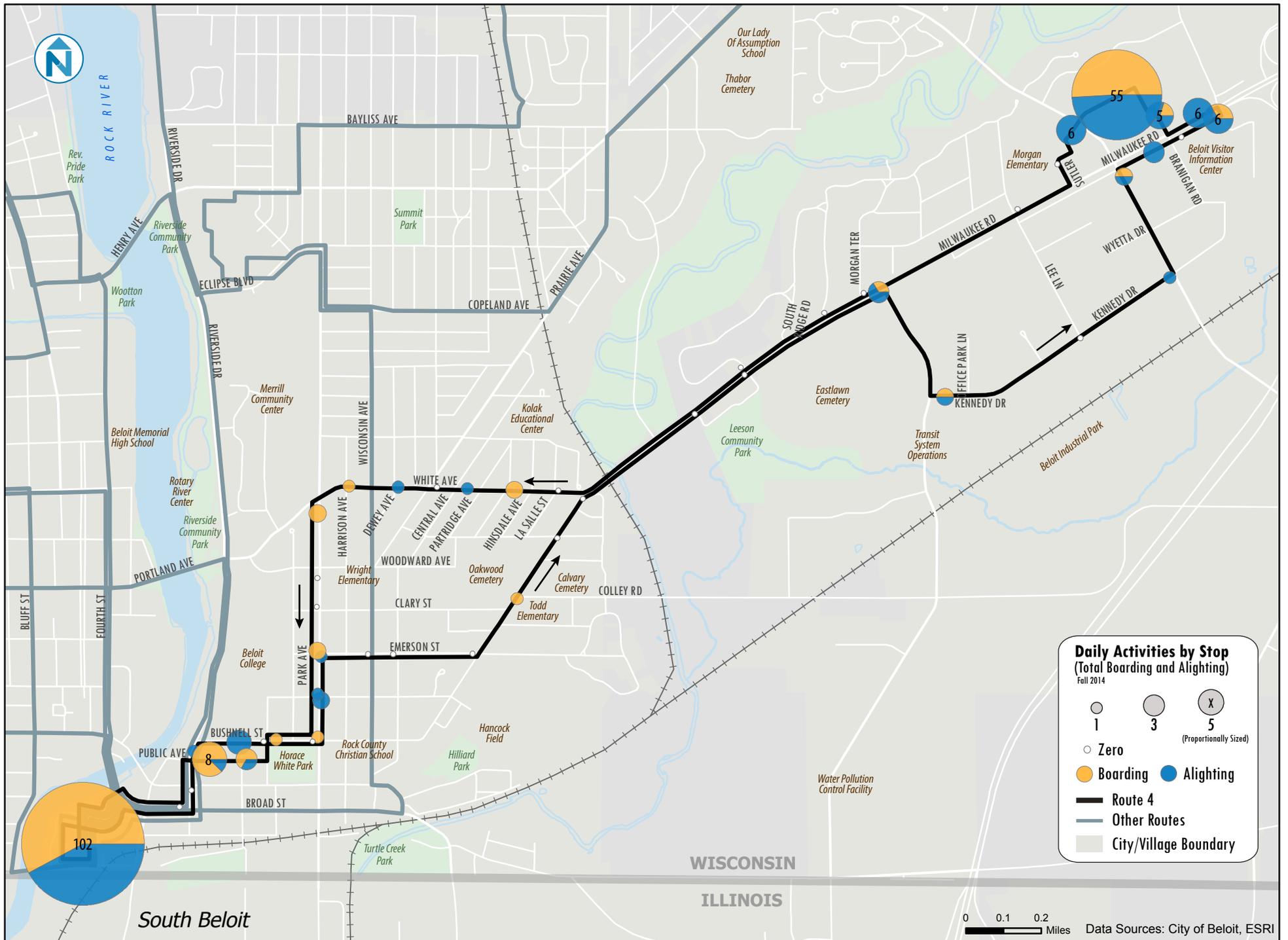
Total Daily Activities: Route 2 - Weekday



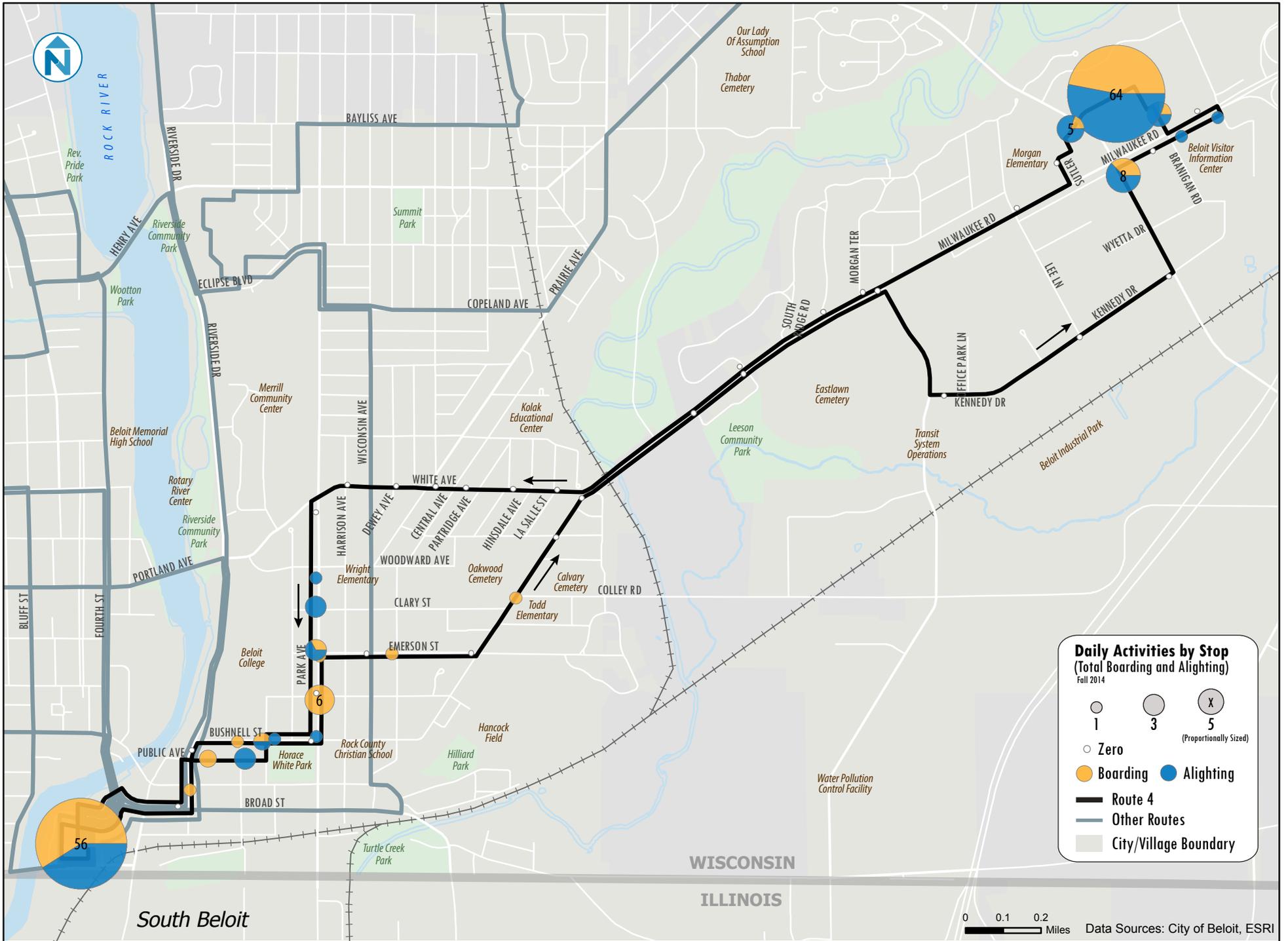
Total Daily Activities: Route 3 Outbound - Weekday



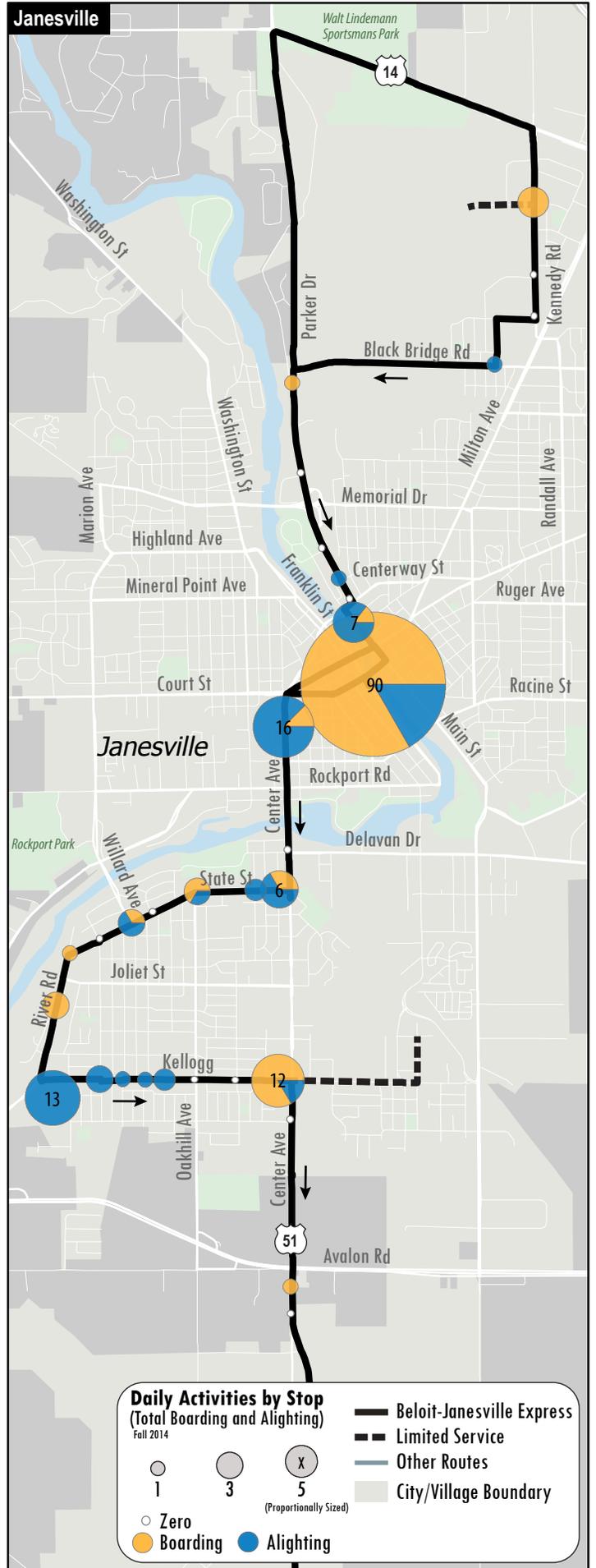
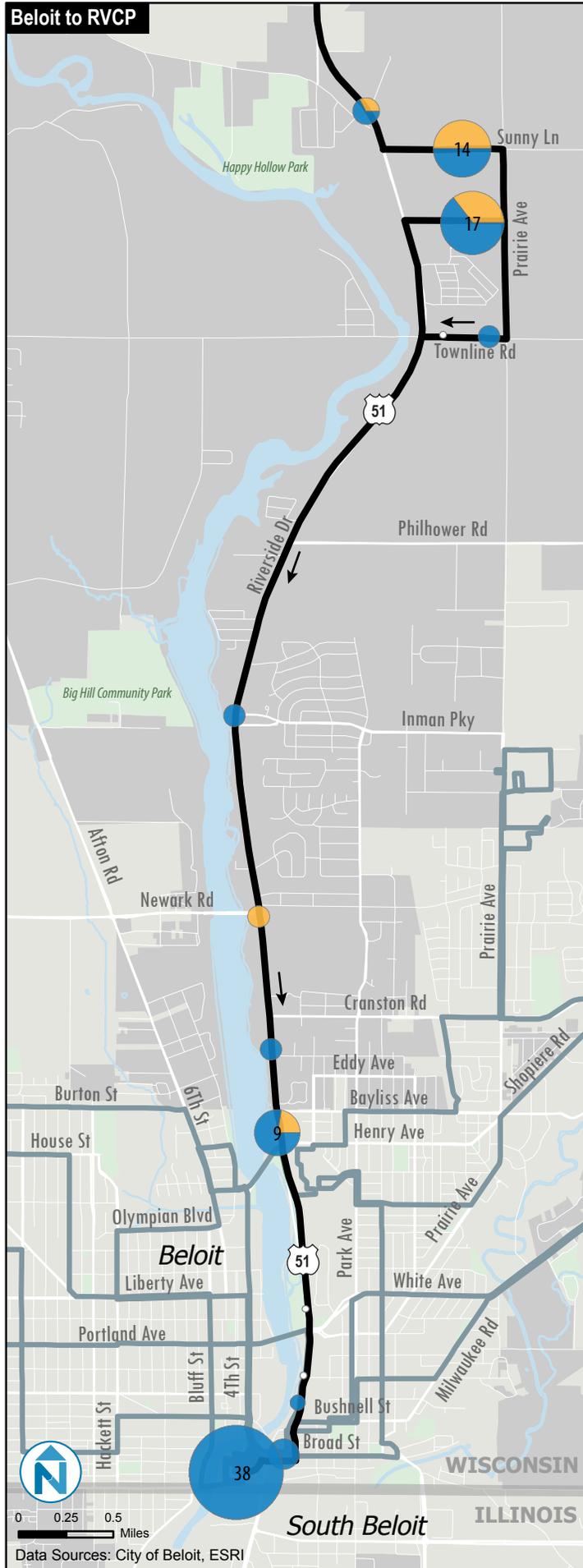
Total Daily Activities: Route 4 - Weekday



Total Daily Activities: Route 4 - Saturday



Total Daily Activities: Beloit - Janesville Express (To Beloit) - Weekday



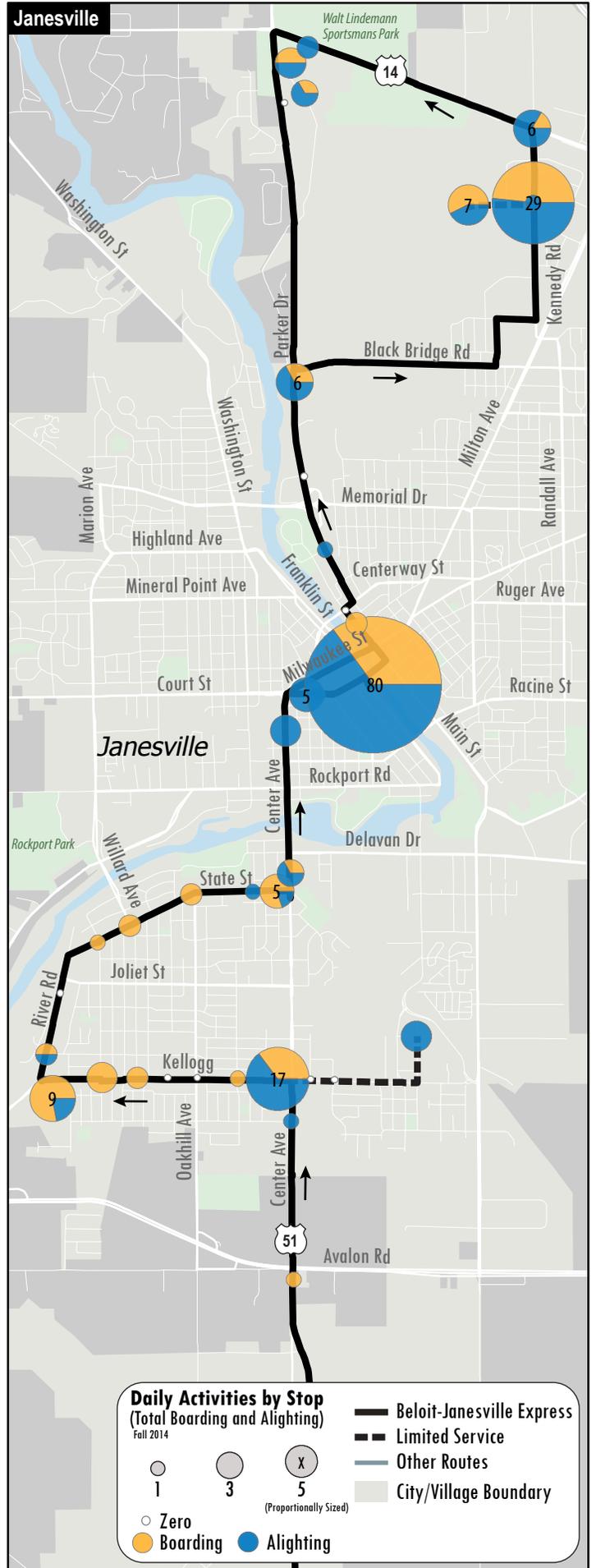
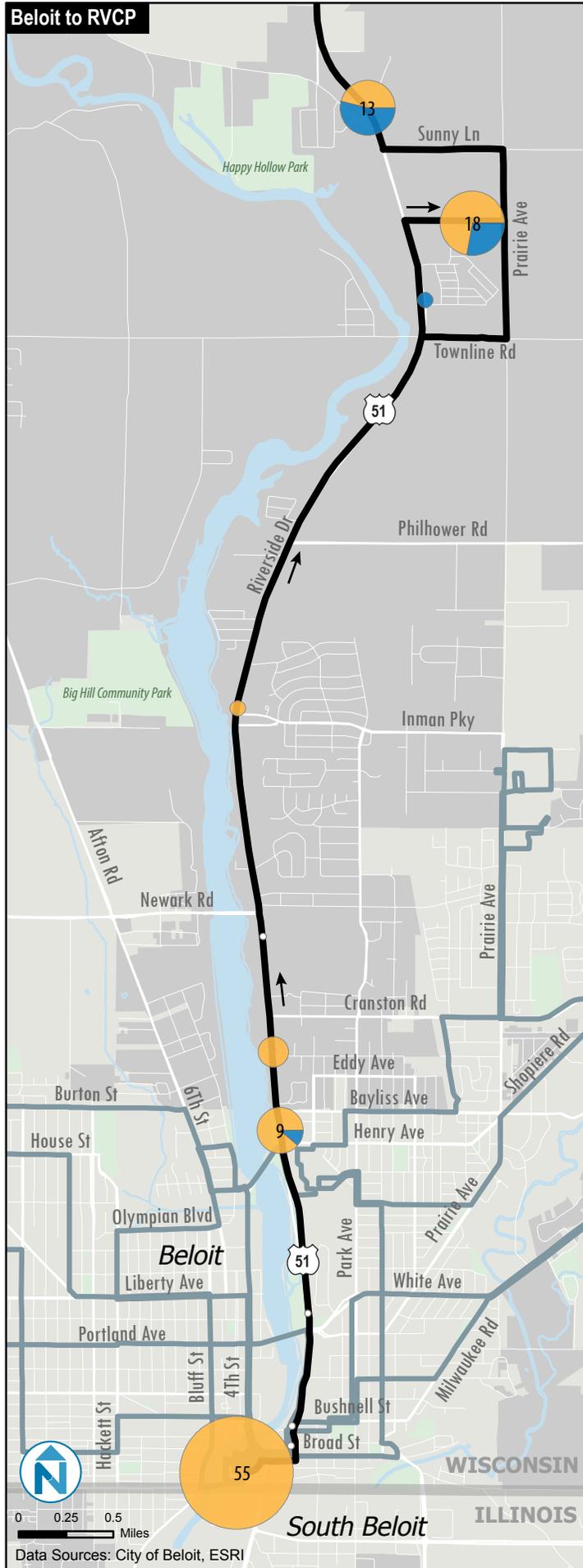
Daily Activities by Stop
(Total Boarding and Alighting)
Fall 2014

1
 3
 5
 (Proportionally Sized)

Boarding
 Alighting

Beloit-Janesville Express
 Limited Service
 Other Routes
 City/Village Boundary

Total Daily Activities: Beloit - Janesville Express (To Janesville) - Weekday



Daily Activities by Stop
(Total Boarding and Alighting)
Fall 2014

1
 3
 5
 (Proportionally Sized)

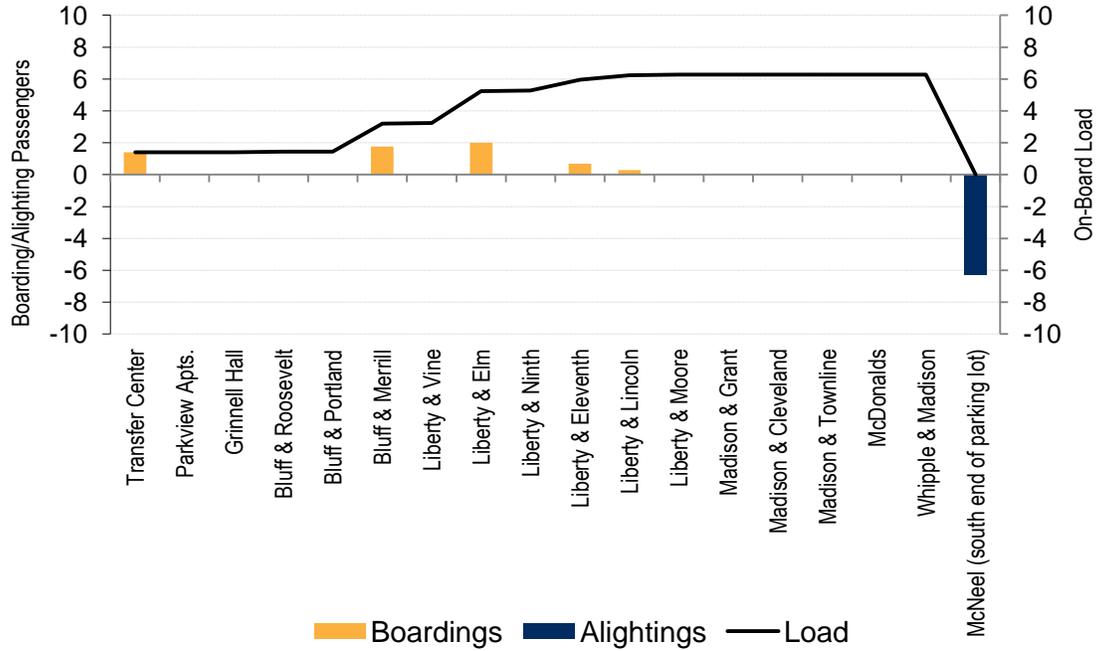
Boarding
 Alighting

Beloit-Janesville Express
 Limited Service
 Other Routes
 City/Village Boundary

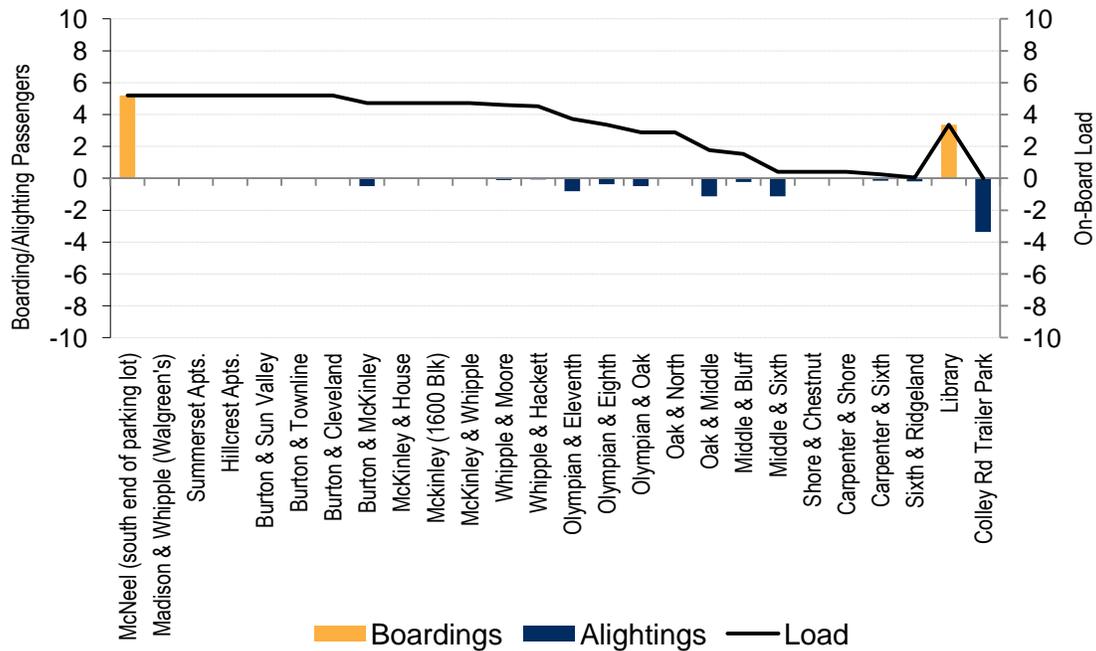
APPENDIX C: TRIPPER ROUTE BOARDING & ALIGHTING CHARTS

Route 1X

AM Boarding & Alighting

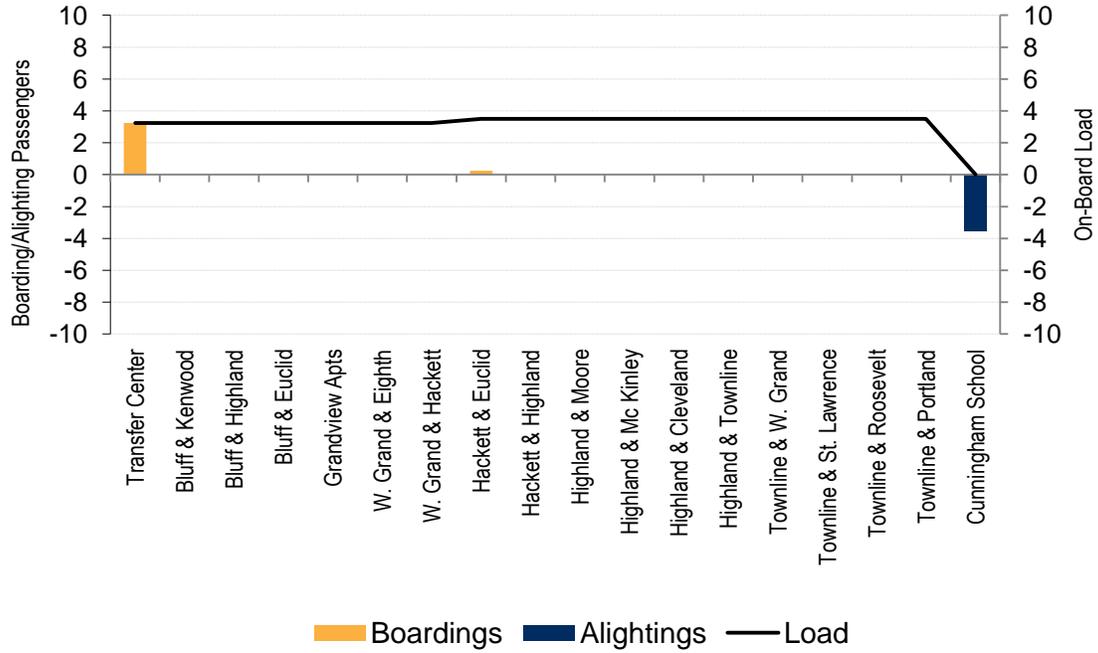


PM Boarding & Alighting

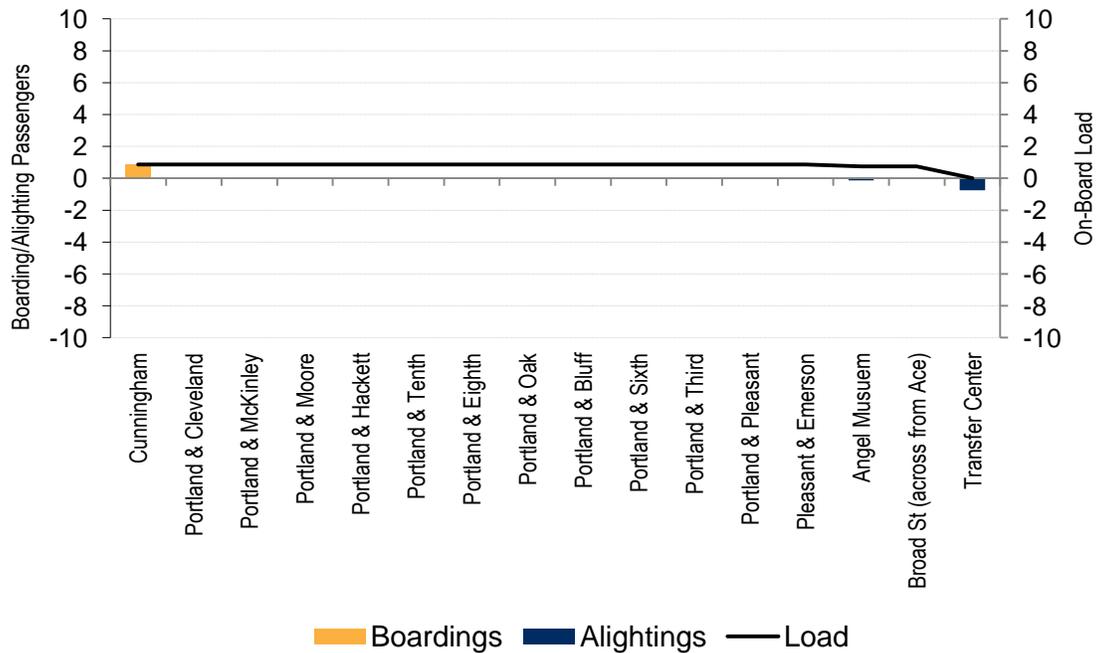


Route 2X

AM Boarding & Alighting

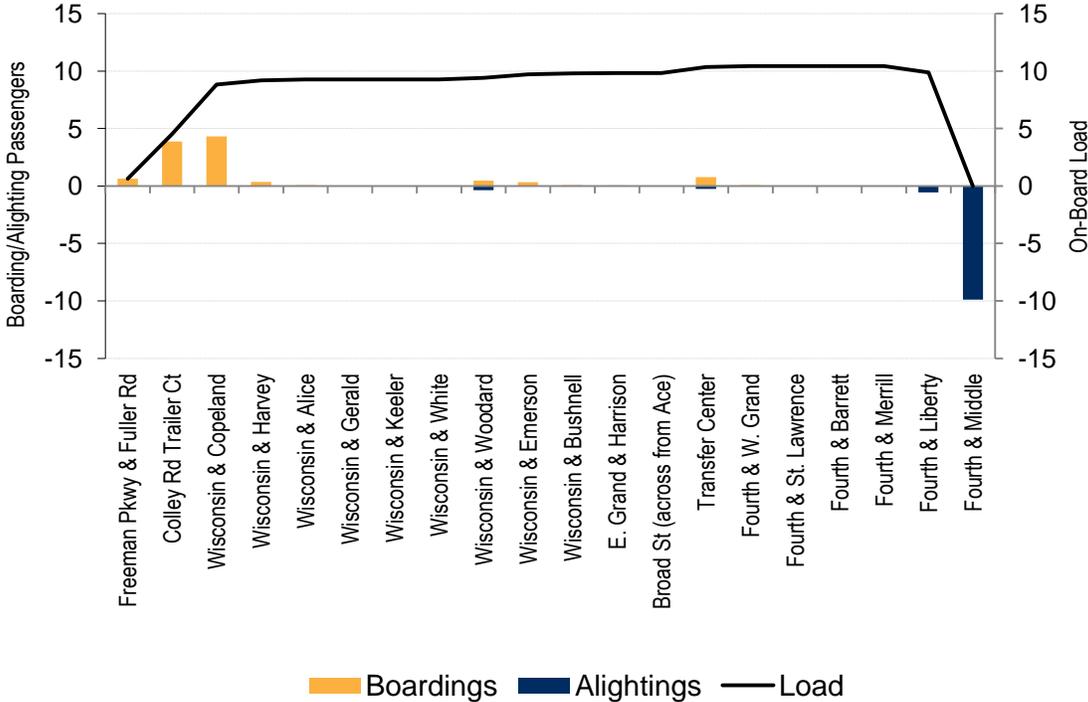


PM Boarding & Alighting



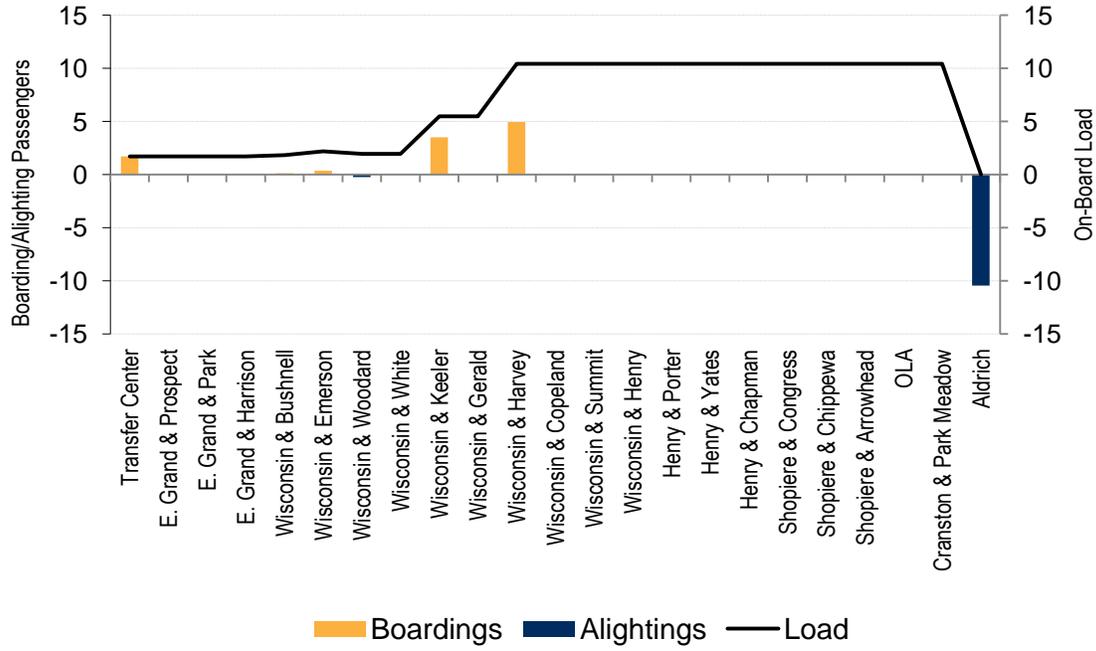
Route 3X

AM Boarding & Alighting

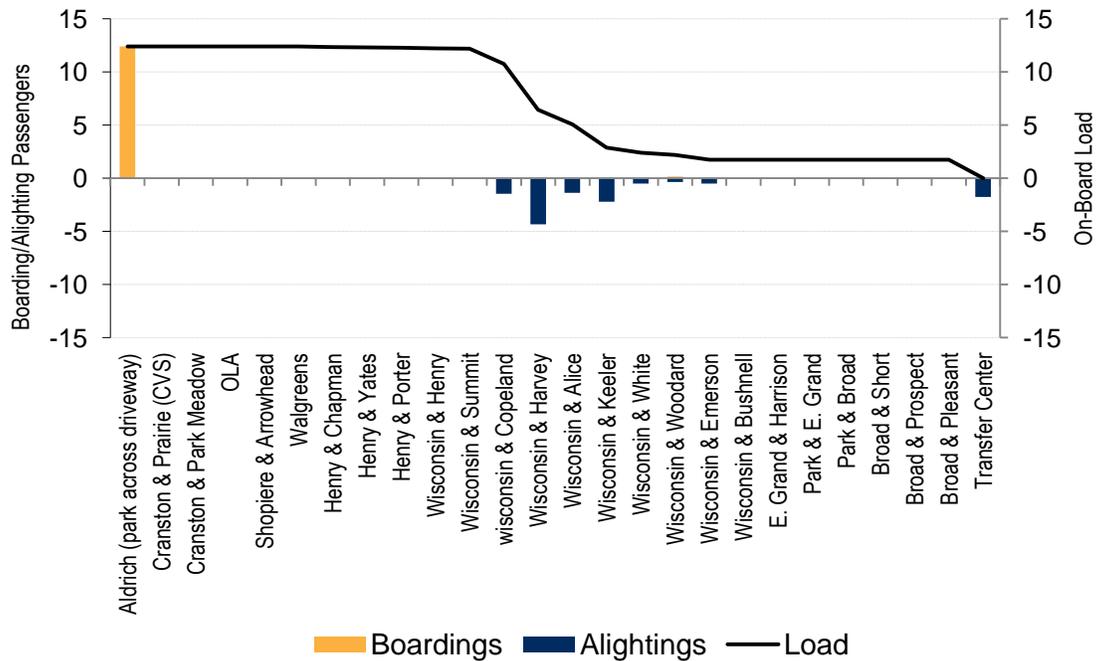


Aldrich Route

AM Boarding & Alighting



PM Boarding & Alighting



APPENDIX D: INVITED STAKEHOLDERS

TRANSIT DEVELOPMENT PLAN | FINAL REPORT
City of Beloit

Invited Stakeholder Group	Representative	Attended
Hand of Faith	Jeff Hoyt	Yes
N/A	Shirley Williams	Yes
N/A	Steve Howland	Yes
KANDU Industries	Gary Bersell	Yes
Latino Service Providers Coalition	Cecilia Ramirez	Yes
Merrill Community Center	Regina Dunkin	Yes
Project 16:49	Tammy DeGarmo	Yes
Retired and Senior Volunteer Program of Rock County	Patty Hansberry	Yes
Rock Valley Community Programs	Travis Schueler	Yes
Rock-Walworth Comprehensive Family Services	Donna Goldsmith	Yes
School District of Beloit	Janelle Marotz	Yes
School District of Beloit	Stacy Nemetz	Yes
School District of Beloit	Robin Stuht	Yes
Stateline Womens Foundation	Sandra Kincaid	Yes
Stateline Womens Foundation	Marline Holmes	Yes
Duffy Community Partnerships	Carol Wickersham	Yes
RSVP	Robert Harlow	Yes
N/A	Mary Hallock	No
AARP	Rob Wilkinson	No
Beloit Housing Authority	Clint Cole	No
Beloit Housing Authority	Cathy Pollard	No
Blackhawk Tech	Cristina Parente	No
Caritas	Donna Ambrose	No
Children's Service Society of Wisconsin	Nancy Brooks	No
Community Action	Lynn Jones	No
Community Action	Lisa Furseth	No
Community Action	Marc Perry	No
Community and Housing Services	Teri Downing	No
Council of Aging – Rock County	Joyce Lubben	No
Early Headstart	Chelsea Miller	No
Family Services of Southern Wisconsin & Northern Illinois	John Pfeiderer	No
Grinnell Senior Center	Paula Schutt	No
Early Headstart	Connie Robers	No
Healthy Families America	Gretchen Dypold	No
King Consulting Services	Tammie King	No
Latino Service Providers Coalition	Linda Ward	No
Lifecourse Initiative	Lisa Jackson	No
NeighborWorks Blackhawk Region	Dina Knibs	No
New Covenant Church	Pastor Kenda Roman	No
Project 16	Tammy de Garmo	No
Rock County Board Supervisor	Steve Howland	No
Salvation Army	Tina Wold	No

RESOLUTION

Calling on the Governor and Legislature of the State of Wisconsin to release the contingency bonding for full funding of the I-39/90 corridor project.

WHEREAS, Governor Walker and the State Legislature have made the transportation system a high priority, and

WHEREAS, the state highway system including the I-39/90 corridor is vital to the transportation system at both a local and state level, and

WHEREAS, the corridor was built in the early 1960s and has outdated design features operating at substandard levels and with an aging infrastructure contributing to safety concerns, and

WHEREAS, the I-39/90 corridor is forecasted to increase in traffic levels by as much as 50 percent by the year 2030, and

WHEREAS, the corridor is designated as a federal truck route signifying the importance to operate efficiently and safely, and

WHEREAS, the I-39/90 corridor has a total traffic volume comprised of 35 percent heavy trucks compared to other interstate segments in the state averaging between 14 and 20 percent of heavy truck volume, and

WHEREAS, without corrective action, all sections of the I-39/90 corridor are expected to operate at unacceptable levels of service, meaning unstable traffic flow and stop-and-go conditions, and

WHEREAS, from 2008 to 2012, there were 1,920 vehicle crashes resulting in 543 injuries and 20 fatalities along the I-39/90 corridor, and

WHEREAS, the I-39/90 corridor has a 20 percent higher state average crash rate thus meeting WisDOT's threshold for priority safety projects, and

WHEREAS, the I-39/90 corridor project in the City of Beloit will help in the continued growth of the City, and

WHEREAS, the construction of the I-39/90 corridor project is important to Wisconsin, Rock County and the City of Beloit because transportation is an essential and vital part of the economy, and

WHEREAS, the I-39/90 corridor project is pivotal to workforce development, providing a direct link to crucial industrial and commercial employment to and from the city, county, and across state borders, and

WHEREAS, the University of Wisconsin Center for Freight and Infrastructure estimates between \$650 million and \$800 million in economic activity is generated per day on the I-39/90 corridor, and

WHEREAS, the I-39/90 corridor serves as a gateway for in-state and out-of-state travel and tourism to Northern Wisconsin and regional destinations, and

WHEREAS, the I-39/90 corridor is a gateway to the major cities of Madison, St. Paul, and Minneapolis, and

WHEREAS, the recently-passed 2015-17 State budget constrained \$350 million in contingency bonding that could be applied to projects including the I-39/90 corridor project, and

WHEREAS, the Legislature has not approved the release of the contingency funds which could help mitigate the announced two-year delay of the I-39/90 corridor project, and

WHEREAS, without full funding of the I-39/90 corridor project, construction is expected to be delayed by two or more years, and

NOW THEREFORE BE IT RESOLVED, that the City of Beloit in Rock County, Wisconsin, urges the Governor and the Legislature of the State of Wisconsin to release the contingency bonding for full funding of the I-39/90 corridor project.

Dated at Beloit, Wisconsin this 2nd day of November, 2015.

City Council of the City of Beloit

Charles M. Haynes, President

ATTEST:

Lorena Rae Stottler, City Clerk

CITY OF BELOIT

REPORTS AND PRESENTATIONS TO CITY COUNCIL



Topic: Resolution calling on the Governor and Legislature of the State of Wisconsin to release the contingency bonding for full funding of the I-39/90 corridor project

Date: November 2, 2015

Presenter(s): Gregory Boysen

Department(s): Public Works

Overview/Background Information:

the construction of the I-39/90 corridor project is important to Wisconsin, Rock County and the City of Beloit because transportation is an essential and vital part of the economy.

Key Issues (maximum of 5):

1. The recently-passed 2015-17 State budget constrained \$350 million in contingency bonding that could be applied to projects including the I-39/90 corridor project.
2. The Legislature has not approved the release of the contingency funds which could help mitigate the announced two-year delay of the I-39/90 corridor project.
3. Without full funding of the I-39/90 corridor project, construction is expected to be delayed by two or more years.
4. It is now a particularly critical time for the City of Beloit to join other local governments in Rock county in urging the Governor and the Legislature of the State of Wisconsin to release the contingency bonding for full funding of the I-39/90 corridor project.

Conformance to Strategic Plan (List key goals this action would support and briefly discuss its impact on the City's mission.):

1. As an eco-friendly municipality, focus on the sustainable stewardship of City resources, services and infrastructure; to protect both our built and natural environment and enhance the quality of life for current and future generations.

Sustainability (Briefly comment on the sustainable long term impact of this policy or program related to how it will impact both the built and natural environment utilizing the four following eco-municipality guidelines.):

- Reduce dependence upon fossil fuels – The 39/90 project will reduce pollution related to traffic congestion.
- Reduce dependence on chemicals and other manufacturing substances that accumulate in nature - NA
- Reduce dependence on activities that harm life sustaining eco-systems - NA
- Meet the hierarchy of present and future human needs fairly and efficiently – The 39/90 project will assist in meeting transportation needs and support the local economy.

Action required/Recommendation:

Council adoption of the proposed resolution supporting bond funding for the 39/90 project is recommended.

Fiscal Note/Budget Impact:

Reductions in delays in the 39/90 project would reduce inflationary cost increases.