



Welcome to the Open House!

Stateline Transit Study

July 21, 2025

AECOM

Presentation Overview

- ✓ Project Background
- ✓ Major Takeaways
 - Existing Conditions
 - Public Feedback
- ✓ Scenarios for Review
- ✓ TDP Recommendations and Timeline
- ✓ Near-Term Recommendations
 - Proposed Service Changes
 - BJE Study
- ✓ Next Steps and Feedback

Transit Planning is Ongoing...recent studies include:

- ✓ **Beloit Transit Development Plan, 2015**
 - Recommended a new route connecting to northern Winnebago County and Rockford
 - Strengthened partnerships with nearby transit systems to enhance intercity routes
- ✓ **Stateline Area Transportation Study Transit Plan, 2020**
 - Identified strategies to improve efficiency, effectiveness, bus stop areas, and real-time tracking technology
- ✓ **SLATS 2045 Long Range Transportation Plan, 2021**
 - Identified a need to enhance regional transit connections
- ✓ **Beloit Microtransit Study, 2024**
 - Identified microtransit zones and Route 3 and Route 4 adjustments
- ✓ **City of Beloit Strategic Plan, 2024**
 - Identified a need to address transportation for students
 - Recommended strategies to boost transit use among employees

Transit Development Plan (TDP)

- ✓ A strategic planning study that outlines a public transportation system's vision for a **five-year period**.
- ✓ Identifies current needs, potential service improvements, and details a **plan to implement changes**.
- ✓ Focuses on **maximizing efficiency and effectiveness** of transit operations.

Study Goal

Improve current transit service by identifying service needs and enhancements, such as:



Better serve communities by connecting people to desired destinations



Enhance regional transit connections

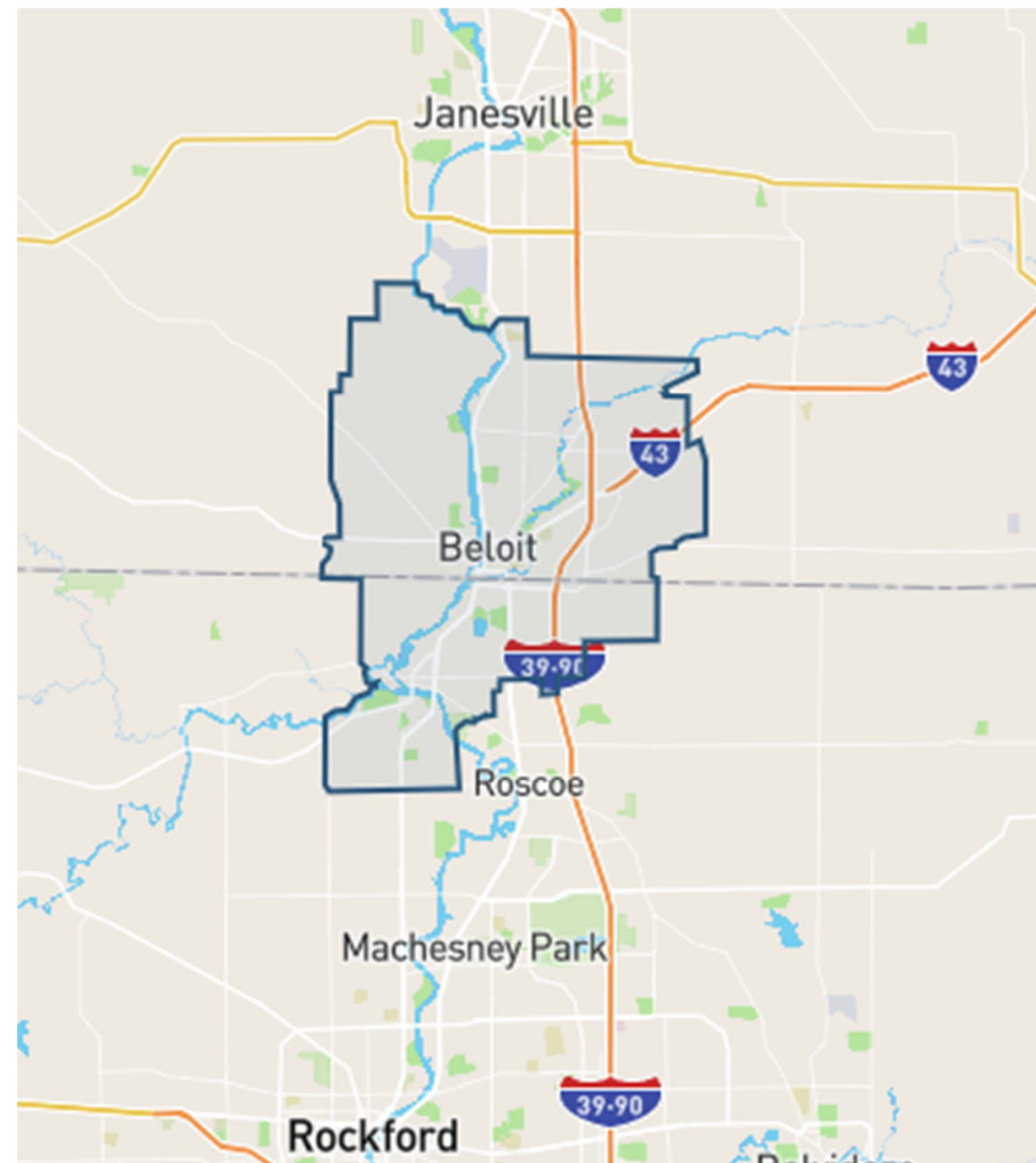


Operate service more efficiently

Study Area

The SLATS Metropolitan Planning Area, which includes the greater Beloit (WI) area and Northern Illinois.

The map displays the Stateline Area boundary, and the respective communities in the surrounding area.



Transit Service Providers in the Region

Beloit Transit System (BTS)



Stateline Mass Transit District (SMTD)



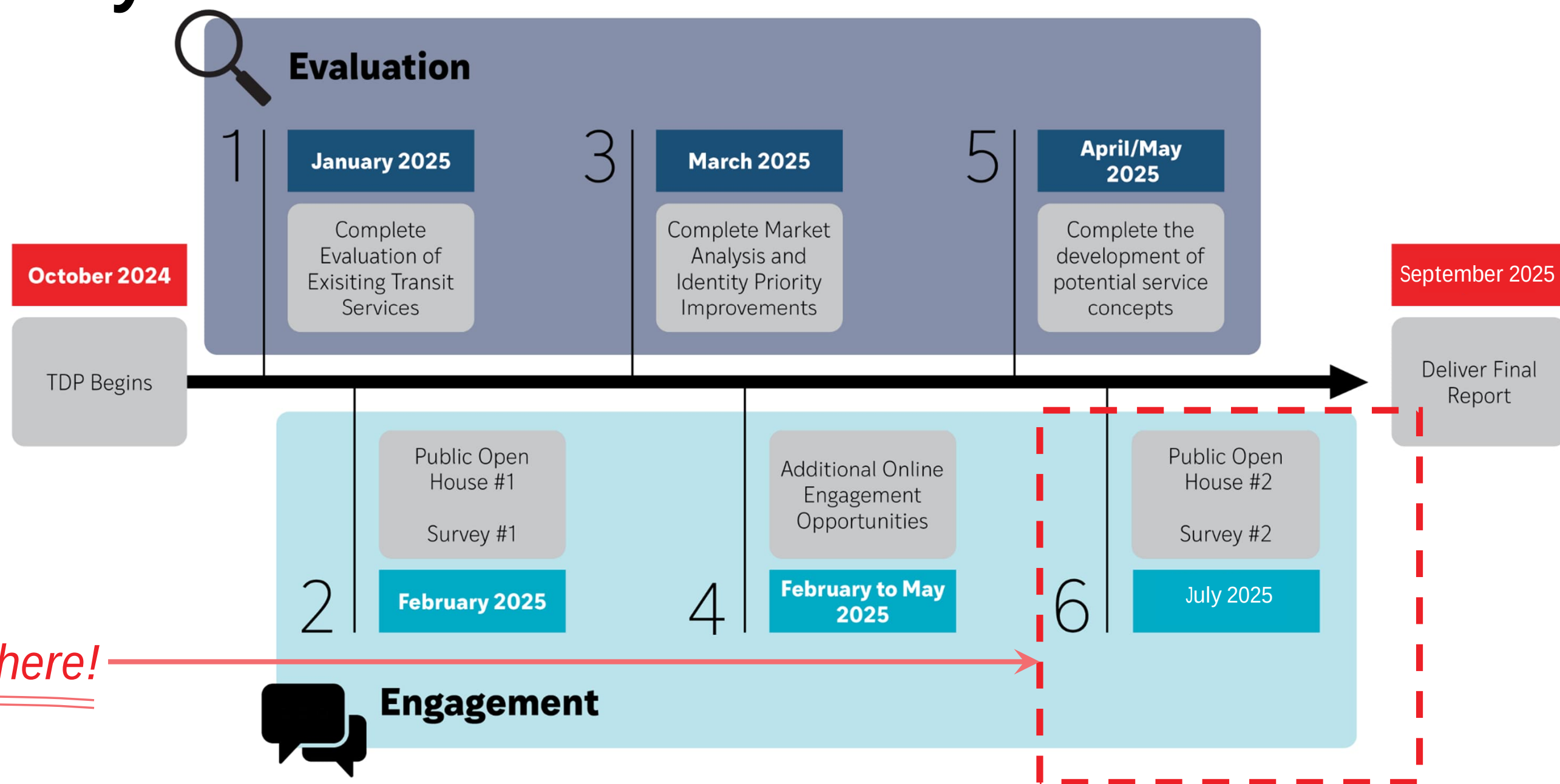
Janesville Transit (JT)



Additional transit service providers in the area include:

- Rock County Transit (RCT)
- Rockford Mass Transit District (RMTD)

Study Process and Schedule

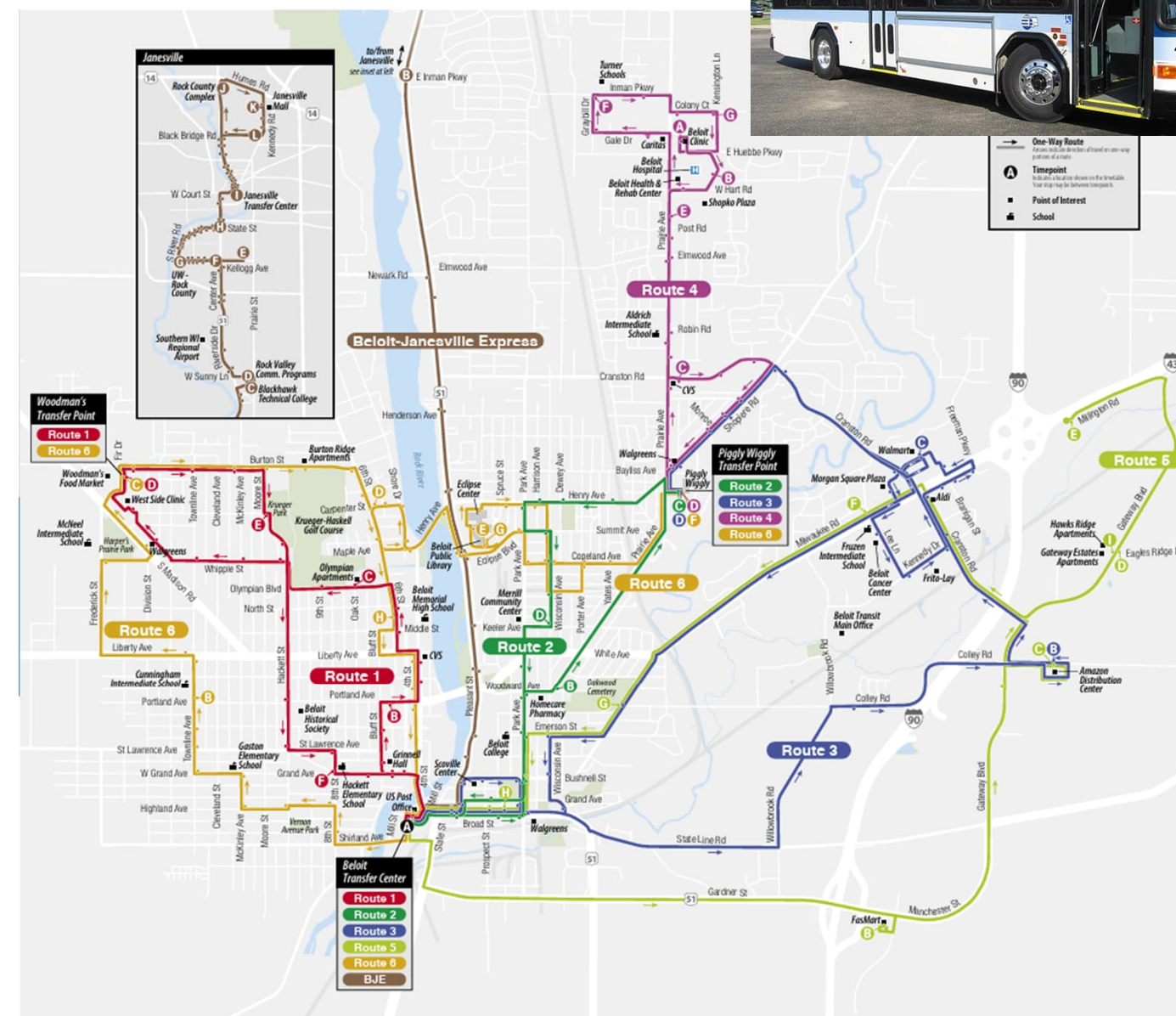


Existing Conditions

Beloit Transit System (BTS)

- Fixed-route with city-wide coverage
- 30-minute frequency on all but three routes
- Regular service Monday – Friday, 6 AM to 6 PM (*on-demand service on Saturdays*)

Rock County Transit (RCT) provides complementary ADA paratransit service for the BTS service area.



Public Feedback

Public Engagement - Overview

February Open Houses, *20 attendees*

- Beloit Transit Center (16)
- Nature at the Confluence (4)

Driver Interviews, *6 interviews*

- BTS (in-person)
- SMTD (via handout – waiting for RMTD to return)

Online Survey, *66 responses*

Online Map, *64 pins**

Online Comment Wall, *0 responses*

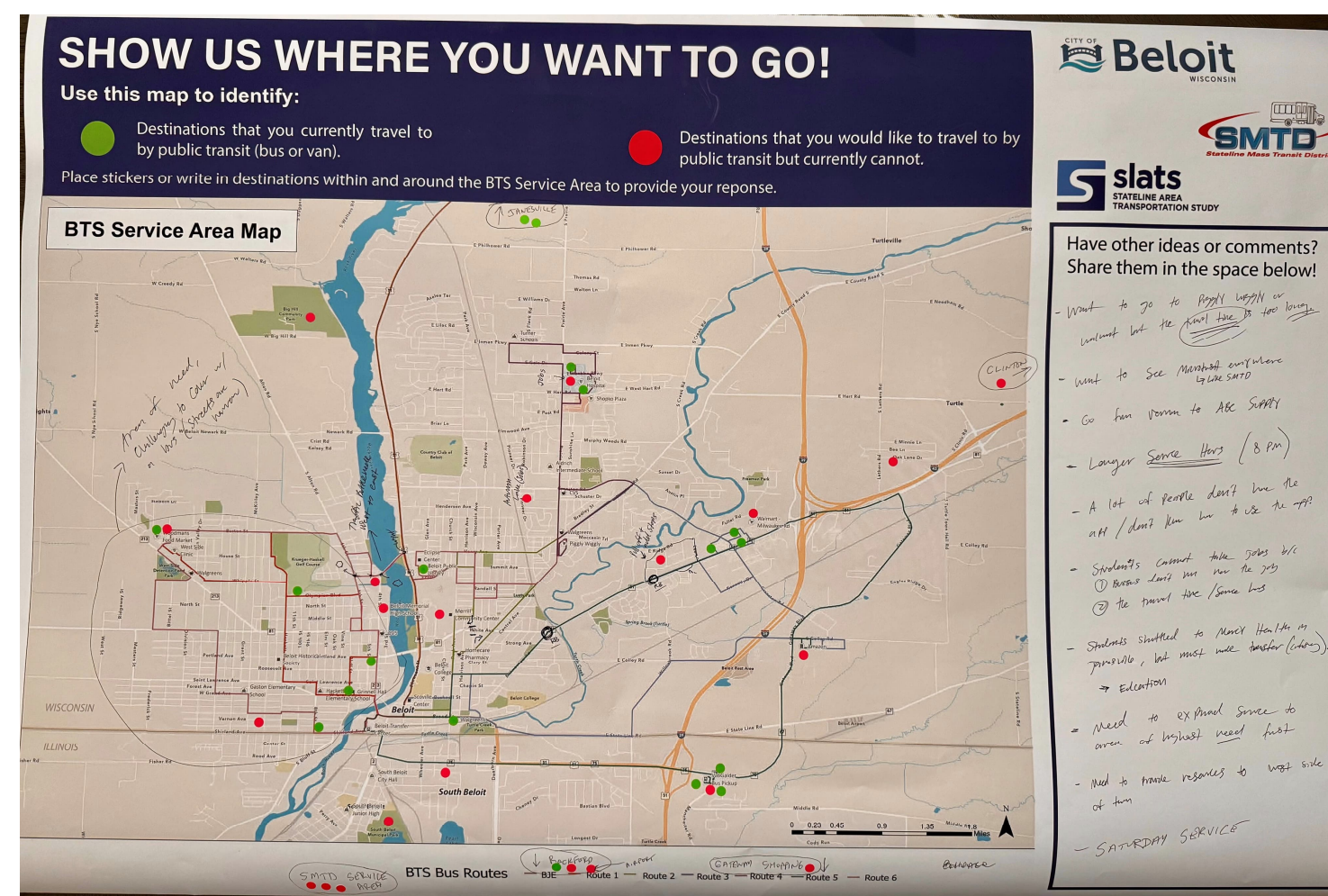
Today's Open Houses

** Several pins were added by one person*

66+ Online Engagement
Touchpoints

20 Open House
Attendees

6 Driver
Interviews



Public Engagement – Key Takeaways

Local Service Improvements



- More frequent service
- Longer service hours (including evenings and weekends)
- Expanded service coverage
- Shorter travel times
- Direct east-west connections (not having to travel to the transit center to get across town)

Enhanced User Experience

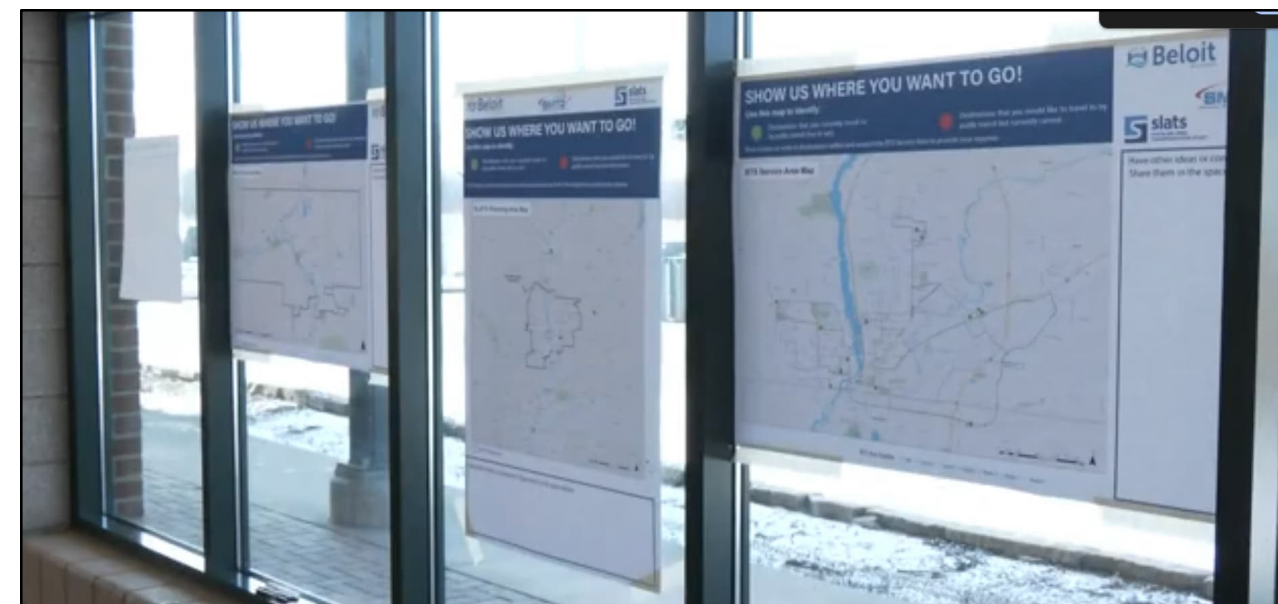


- More/Improved bus shelters and benches
- Improved and wider sidewalks connecting bus stops to destinations
- Additional online service information
- Desire for more community education and marketing of the service
- Make it easier for students to use the bus to get to and from school

Better Regional Connections



- Consistent hours of operation between BTS and SMTD (currently SMTD runs later than BTS)
- Expand fixed-route bus coverage into Northern Illinois (currently, BTS does not operate in Illinois)
- Enhanced coordination of services between BTS and SMTD



Reviewed Scenarios

TDP Scenarios – Improvement Opportunities and Tradeoffs

What are top priorities?

1. Efficient Fixed Route Network – Maximize coverage with high-frequency service (including microtransit)
2. Cost-Neutral* – Improve the system without changes to operational costs
3. Extended Service Hours – Extend hours to match regional service hours
4. Regional Connections – Expand partnerships with regional service providers

**Cost-neutral scenarios involve tradeoffs*

TDP Scenarios for Analysis

- Scenario 1 Service Improvements (*cost neutral, tradeoffs*)
- Scenario 2 Scenario 1 + higher frequency, microtransit (*increased cost*)
- Scenario 3 Scenario 2 + regional connections, service hours (*regional partnerships*)

Scenarios	Service Improvements (<i>cost-neutral</i>)	Microtransit Zone	Increase Frequency	Extend Service Hours	Regional Connections
1	●				
2	●	●	●		
3	●	●	●	●	●

**Microtransit Options: SaaS Pilot and/or SMTD Partnership*

TDP Recommendations and Timeline

TDP Recommendations and Timeline

Near-Term (1–2 years): Focuses on high-priority needs and cost-neutral improvements that can be implemented with existing resources.

Mid-Term (2–3 years): Includes initiatives requiring additional funding, resources, or agreements, making them less feasible in the short term.

Long-Term (4–5+ years): Involves complex initiatives dependent on external factors or multiple steps, often requiring more time even if they are high priority.

Near Term

- Strategic route changes - Improved frequency, coverage, and more direct connections to destination
- Proposed east-west route during peak morning and afternoon hours to help connect students
- Review fare capping to find cost savings for riders
- Install bus stop amenities at new stops
- Design improved system information at stops and online
- Study BJE to enhance regional connectivity between Beloit and Janesville

Beloit Janesville Express



BTS, along with Janesville Transit (JT), jointly operate 12 weekday round trips between Janesville and Beloit along the Beloit Janesville Express (BJE) route.

BTS and JT, along with the Greater Beloit Economic Development Corporation (GBEDC), are beginning the BJE Study to identify and evaluate opportunities to enhance transit connectivity between Beloit and Janesville, ultimately with the goal to get more people to jobs, health care, and other essential services within the region.

Over the next six months, the study will propose route redesigns that enhance connections to key regional destinations such as Mercyhealth, Beloit Hospital, Blackhawk Technical College, and the future Ho-Chunk Casino.

Please provide your input on this service and stay tuned for more information as this study progresses!

Mid Term

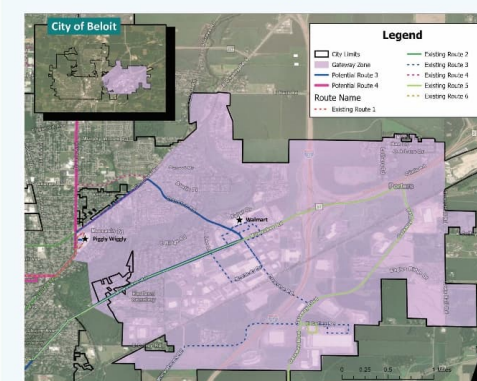
- Evaluate and adjust fares to accommodate increasing costs
- Identify and install missing last-mile connections to high ridership bus stops
- Install improved system information at stops and online
- Adjust service hours to match other service providers in the region
- Implement recommendations of the BJE Study
- Implement Pilot Gateway Microtransit Zone from 2023 Microtransit Study

Microtransit

A 2023 Microtransit Study recommended the implementation of microtransit to provide enhanced transit service connections within the Beloit area.

The Gateway Zone (Gateway Business Park), shown below, includes several businesses and activity centers that are spread out and difficult to serve by the fixed-route bus system. Microtransit service would operate through an app where a person could request a ride, which normally would come within 20 minutes, or less.

Phase I: Pilot Gateway Microtransit Zone



Long Term

- Improve or expand amenities at transfer centers
- Expand Microtransit Zones as per multi-phased approach in Microtransit Study
- Implement regional fixed routes and regional fares
- Align SMTD service with BTS as per Regional Transit Study

Regional Transit Study

SLATS, BTS, and Stateline Mass Transit (SMTD) have partnered with AECOM to conduct a Regional Transit Study in the greater region of Beloit, WI and Northern Illinois.

Recommendations from this study aim to improve current transit service by identifying future service enhancements that enhance regional connectivity.

Near term next steps include additional study of service concepts in Northern Illinois, including fixed route connections to Rockton and South Beloit.

Northern IL Fixed Route Service Concept



TDP Recommendations and Timeline

Near Term (1-2 years)

- ✓ Strategic Route Changes
- ✓ Proposed east-west route during peak morning and afternoon hours
- ✓ Fare capping review – a cost savings for riders
- ✓ Bus stop amenities
- ✓ Improved system information at stops and online
- ✓ Beloit-Janesville Express (BJE) Study

Near Term

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TDP Recommendations and Timeline

Mid Term (2-3 years)

- ✓ Evaluate fare adjustments to accommodate increasing costs
- ✓ Identify missing last mile connections to high ridership stops
- ✓ Install improved information system at stops
- ✓ Adjust service hours to match other regional service providers
- ✓ Implement BJE recommendations
- ✓ Implement Pilot Gateway Microtransit Zone from Microtransit Study

Mid Term

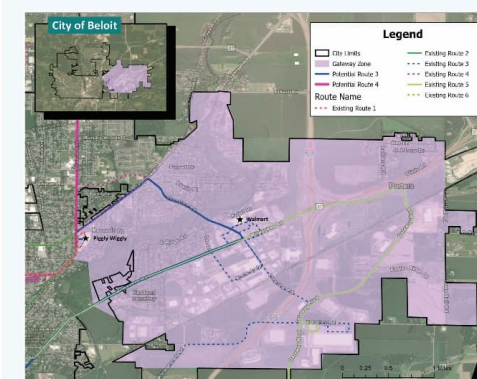
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Phase I: Pilot Gateway Microtransit Zone



TDP Recommendations and Timeline

Long Term (4-5+ years)

- ✓ Expand amenities at transfer centers
- ✓ Expand Microtransit Zones as per multi-phased approach in the Microtransit Study
- ✓ Implement regional fixed routes and regional fares
- ✓ Align Stateline Mass Transit District (SMTD) as per Regional Transit Study

Long Term

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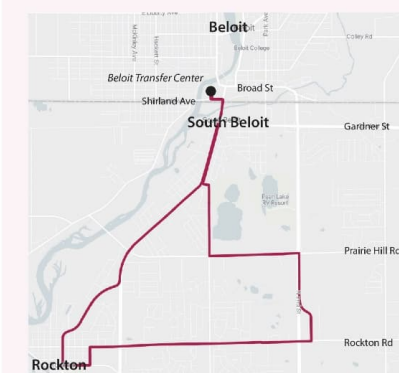
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Near term next steps include additional study of service concepts in Northern Illinois, including fixed route connections to Rockton and South Beloit.

Northern IL Fixed Route Service Concept



Near Term: Proposed Service Changes

About

Partnership between Beloit Transit System (BTS), Janesville Transit (JT), and Greater Beloit Economic Development Corporation (GBEDC)

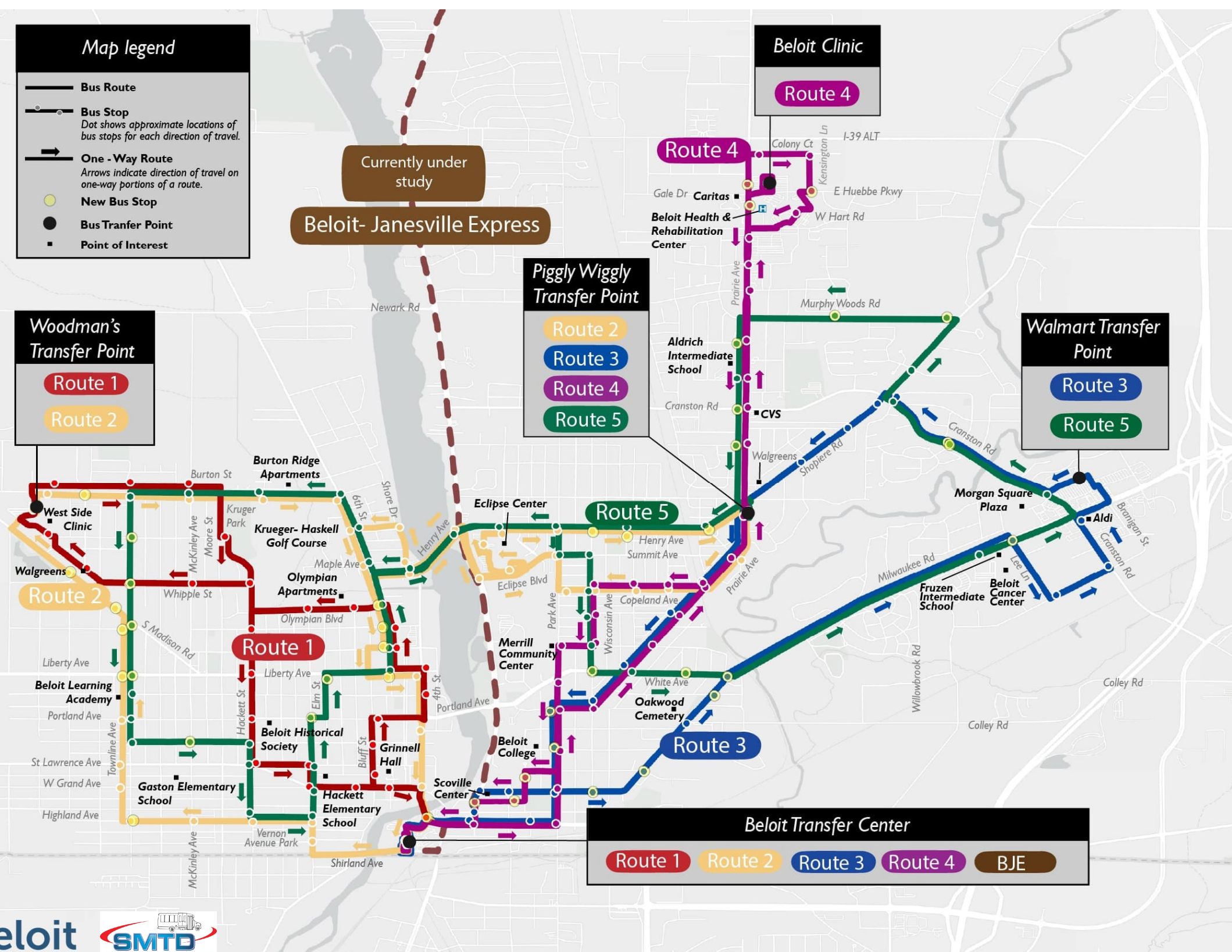


Purpose

- Identify service and route improvements
- Identify opportunities for new connections between Beloit and Janesville
- Enhance connections to major employers

Next Steps and Feedback

Proposed Fixed Routes

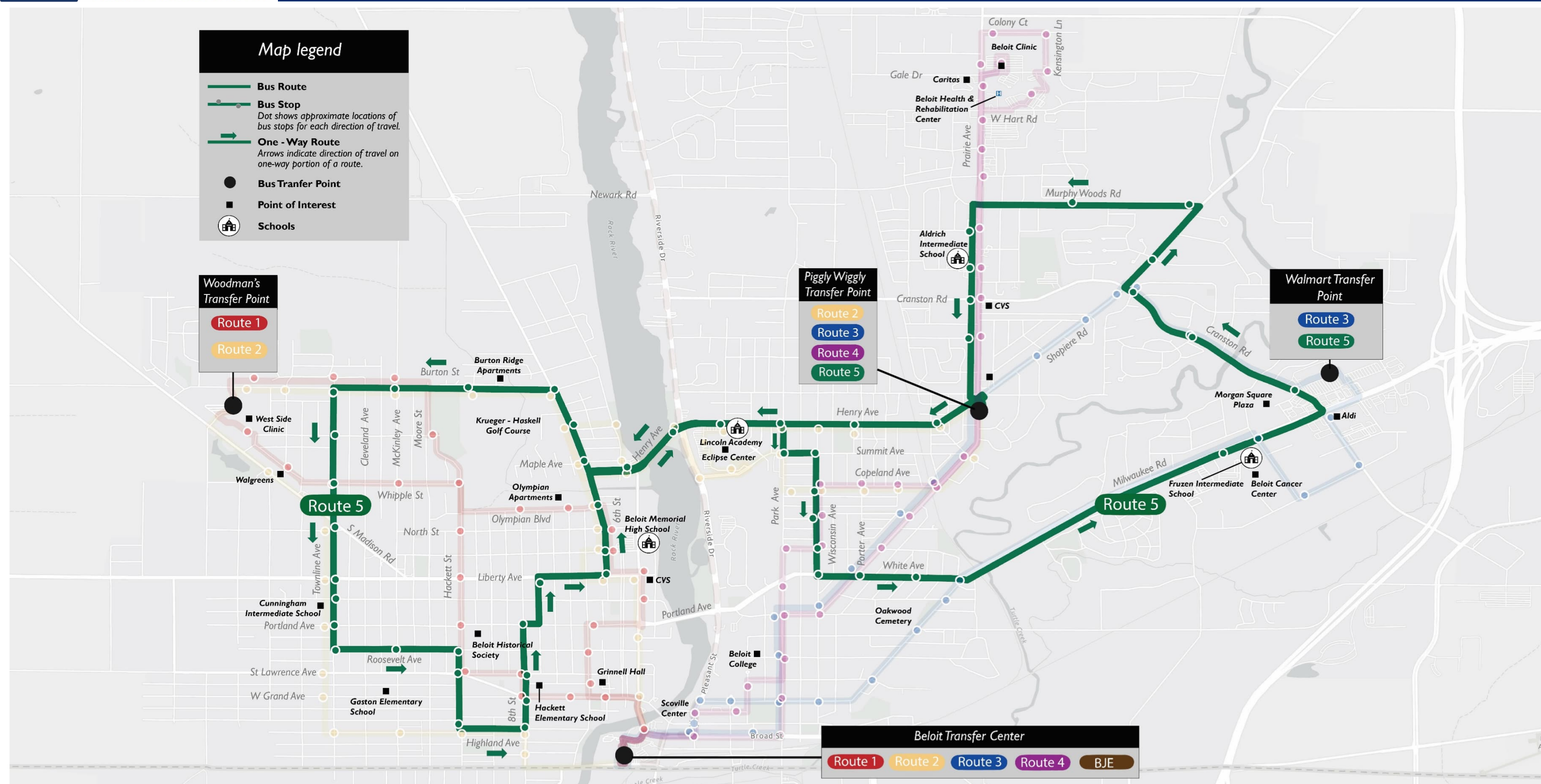


Increased Coverage
Added stops on Hackett St (#1) and Prairie St (#3, #4)

Increased Frequency
Route #3 and #4. Added Route #5 during peak AM and PM

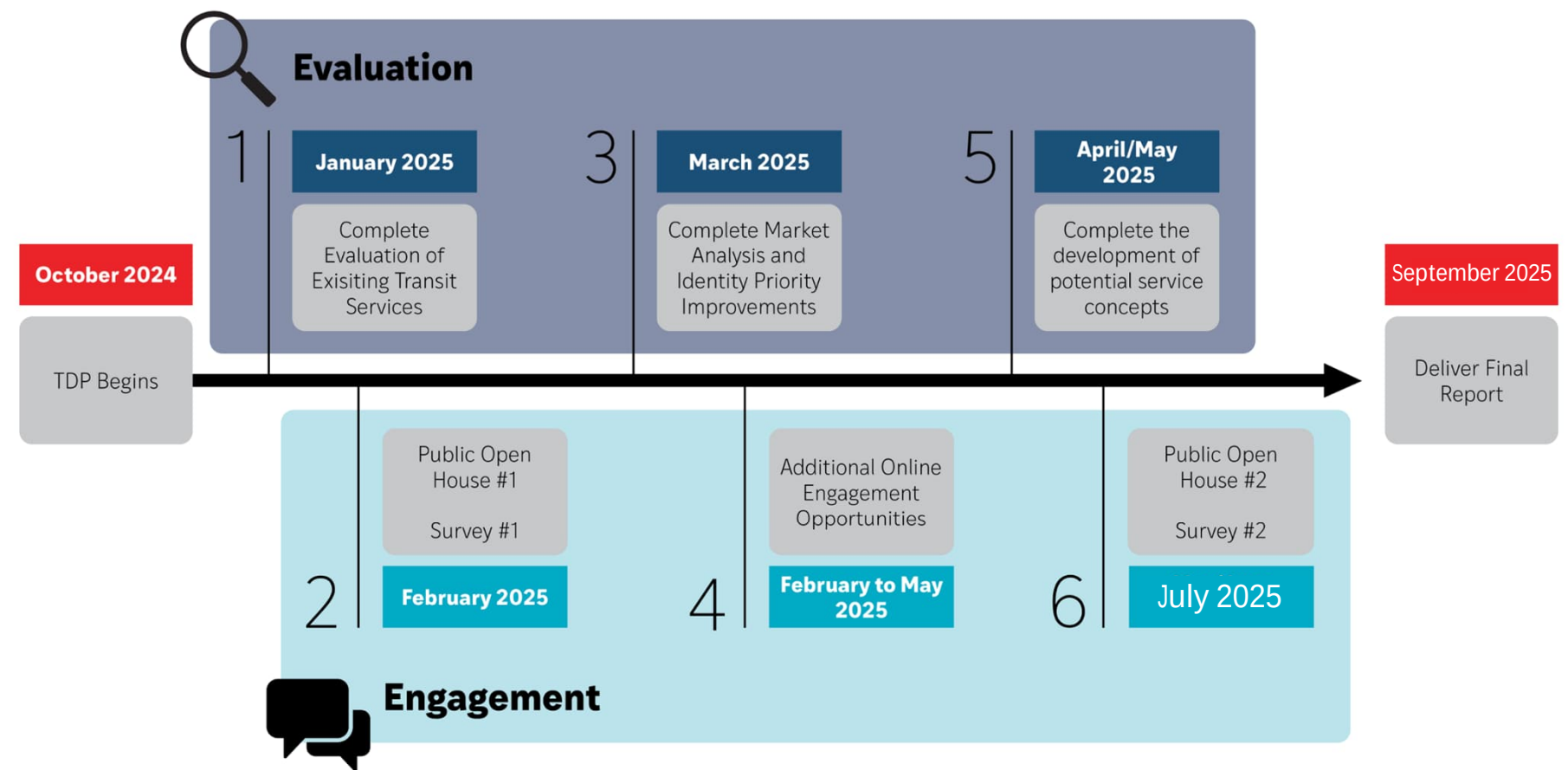
Direct Access
On-seat ride from BTC to Walmart, Piggly Wiggly, and Beloit Hospital

Service Overview		
Route 1	30 minute frequency	5:30AM To 6:00PM
Route 2	60 minute frequency	5:30AM To 6:00PM
Route 3	30 minute frequency	6:00AM To 6:00PM
Route 4	30 minute frequency	6:00AM To 6:00PM
Route 5	60 minute frequency	6:00AM To 9:00AM 3:00PM To 6:00PM



Next Steps

- ✓ Incorporate July Open House Feedback
- ✓ Finalize Proposed Service Changes and Implementation Recommendations
- ✓ Develop Financial & Implementation Plan





Stateline Transit Study

Thank You!

*Scan this QR to access
the project website!*



www.statelinetransitstudy.com