



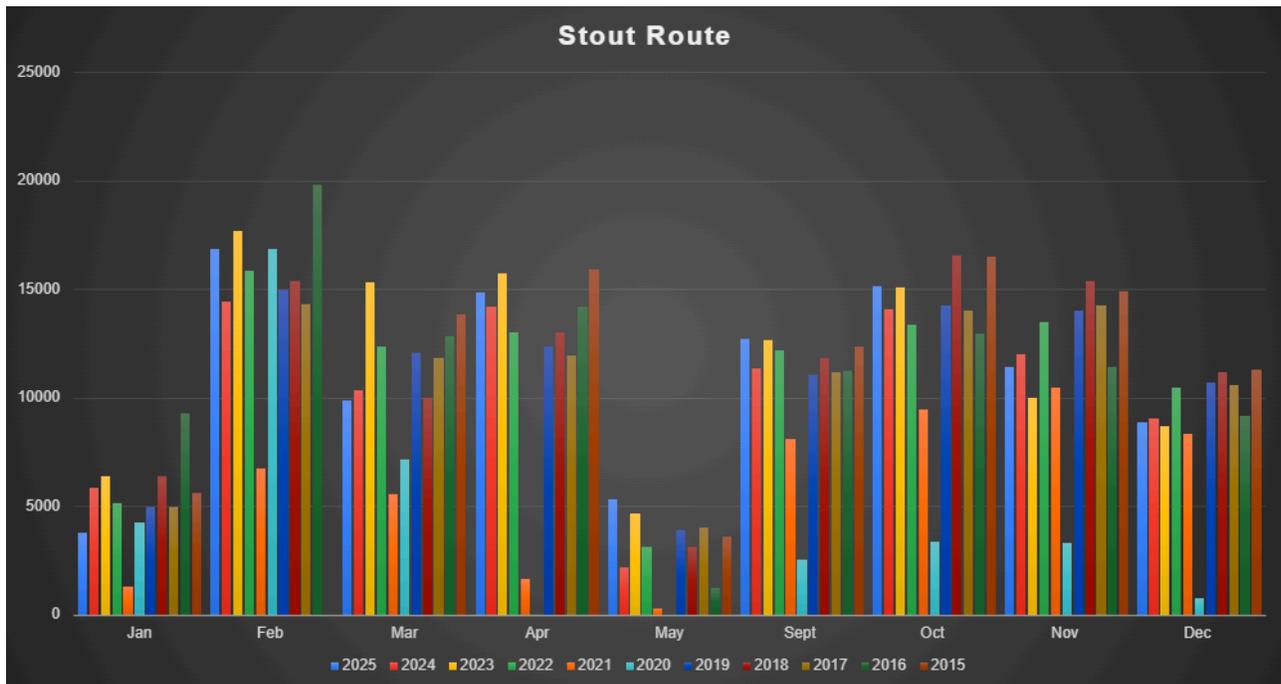
**Dunn County Transit**  
**2025 Annual Report**

Austin Witt



## A look back at 2025

2025 was a year focused on service reliability, continued fleet investment, and operational improvements across Dunn County Transit. Throughout the year, we built upon recent upgrades to our facilities, routes, and technology while strengthening our team to better serve riders across the county. Key highlights included continued strong Community Route ridership, ongoing improvements to route signage and rider information, expanded use of GPS tracking and real-time updates, and further integration of larger transit vehicles into daily service.



# JW Stout Ridership

## Stout AM Ridership

- 2025: 85,800
- 2024: 81,804
- 2023: 86,997
- 2022: 78,613
- 2021: 43,343

## Stout PM Ridership

- 2025: 12,947
- 2024: 11,586
- 2023: 19,036
- 2022: 20,304
- 2021: 8,455

2025 for the Stout Route showed improved ridership compared to 2024, supported by the consistent deployment of larger transit buses nearly 100% of the time. Increased capacity and reliability helped accommodate demand throughout the academic year and contributed to a better rider experience. While weather continues to influence ridership patterns, service improvements and operational consistency helped drive stronger overall numbers in 2025. Student feedback continued to trend positively, with fewer complaints, higher satisfaction ratings, and improved perceptions of comfort and reliability. We look forward to continued success in 2026.

# Doorstop / Red Cedar

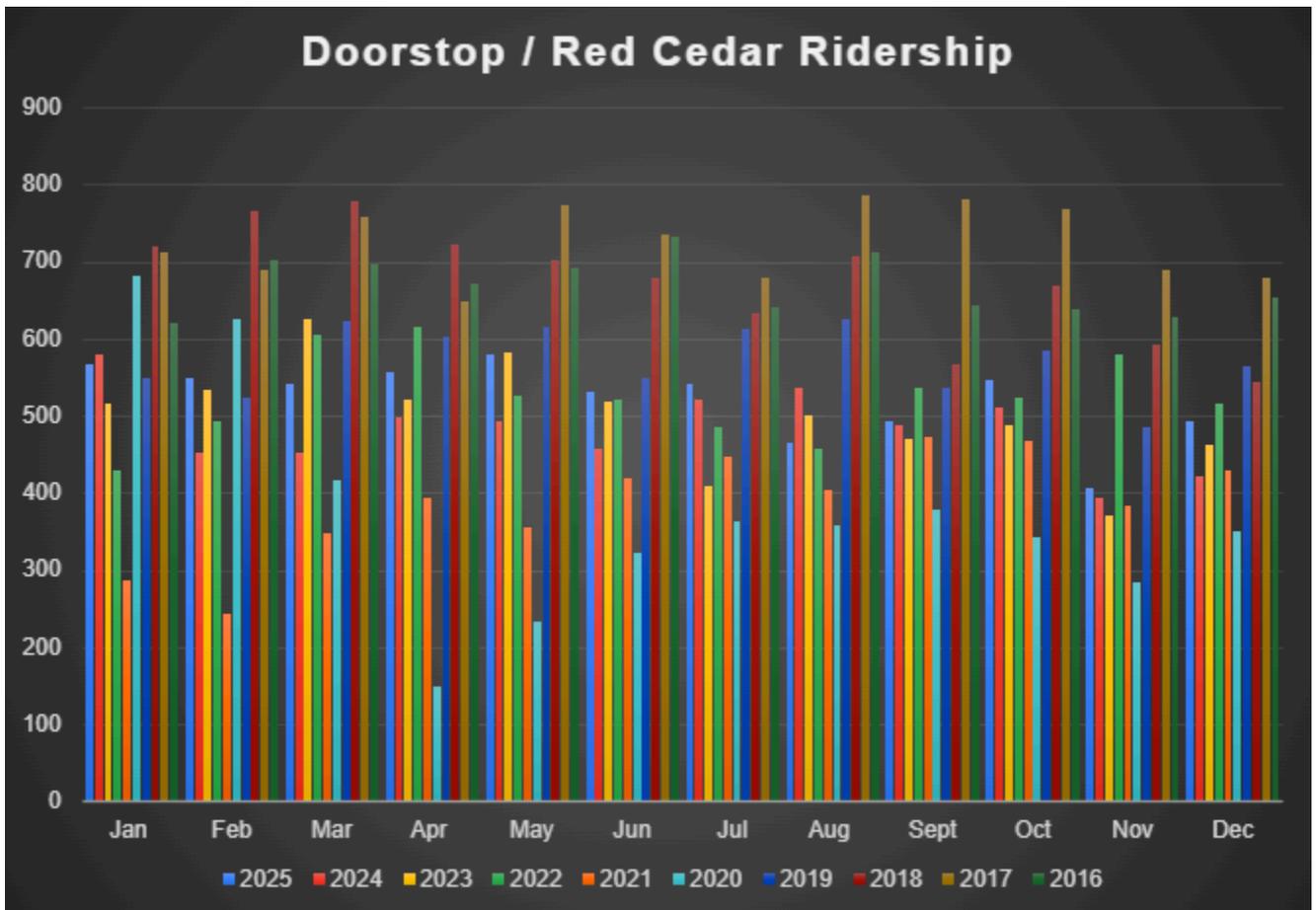
Doorstop / Red Cedar Routes experienced increased ridership in 2025, building on the steady demand seen in recent years. While the Community Route continues to grow and provide a cost-effective option for many riders, Doorstop / Red Cedar services remain a vital component of the system. Increased use of the Community Route helps optimize overall service by freeing capacity on Doorstop routes, allowing them to better accommodate riders who rely on door-to-door service. These



service dynamics contributed to stronger overall performance and improved service balance in 2025.

Doorstop / Red Cedar Ridership

2025: 6,271  
2024: 5,801  
2023: 5,993  
2022: 6,283  
2021: 4,648

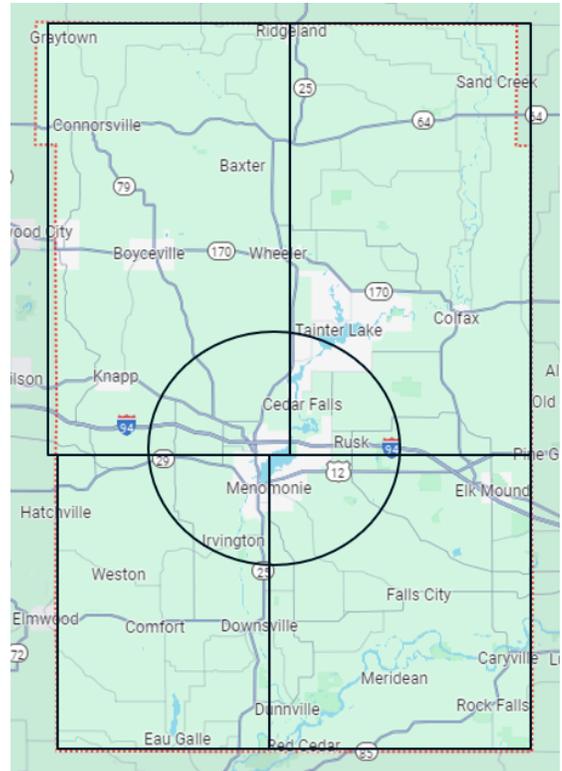


## 2025 Rural Service

### Pilot Program for Rural Service

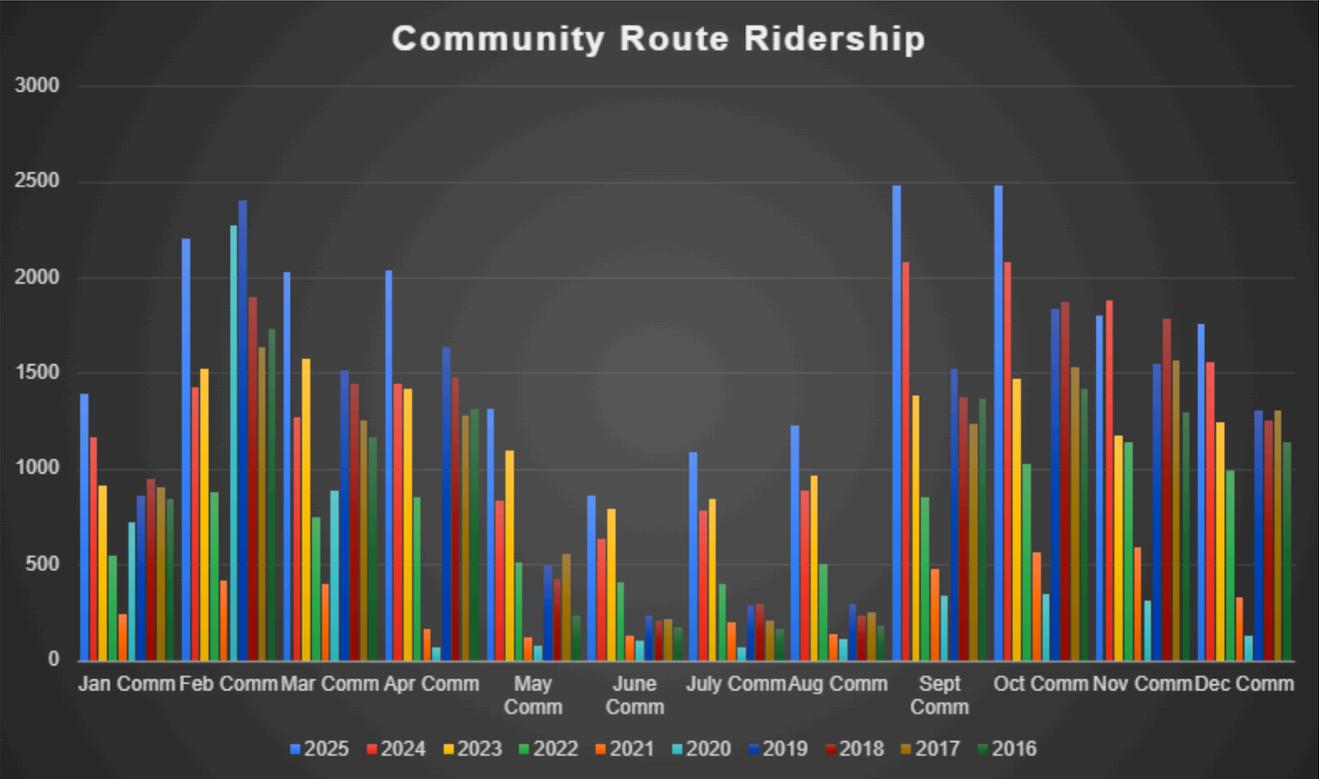
- 1 day per month riders call in advance for ride into Menomonie
- Service Split into 4 Zones
- \$15 current billed agency rate
  - ADRC covers ride cost

The Rural Service pilot program was implemented in June 2025 to provide residents with a scheduled transportation option into Menomonie. Despite extensive outreach efforts including television interviews, newspaper coverage, and digital advertising through Google and Facebook, utilization of the ADRC-funded service remained limited, with one rider using the service to date. During this same period, Dunn County Transit experienced a significant increase in volunteer driver participation, which helped meet transportation needs and reduced demand for the Rural Doorstop service. As the program does not incur costs when unused, Dunn County Transit will continue to offer the service as an available



# Community Route

2025 became the best year on record for the Community Route, surpassing 2024 ridership by 29%. Building on the improvements implemented in 2024, including enhanced route signage installed in shelters and expanded use of GPS bus tracking systems, the Community Route continued to see strong and sustained growth. Increased visibility, improved real-time information, and reliable service contributed to higher rider confidence and increased usage throughout the year. These combined efforts resulted in significant ridership gains and reinforced the Community Route as a cost-effective and accessible transportation option for the City of Menomonie.



### Community Ridership

- 2025: 20,660
- 2024: 16,012
- 2023: 14,378
- 2022: 8,841
- 2021: 3,747

### Looking forward

Beginning in January 2025, Dunn County Transit entered into a cost-for-services agreement with the City of Menomonie covering the 2025–2027 period, transitioning from previous annual city subsidy

arrangements. This agreement provides a more stable framework for service planning and investment. Dunn County Transit looks forward to continuing the growth and success of the Community Route, enhancing reliability, accessibility, and overall service quality for City of Menomonie riders.

## 2 100% Electric Buses Coming Summer 2026

The 2018 FTA Low/No Emission Program FTA Low/No Program is bringing two E-Buses to DCT in Spring of 2022.

June 2018 State application submitted. Wisconsin DOT received award, announced November 2018.



July 2019 DCT received award announcement from WisDOT for \$470,115.00 for 2 battery buses. Costs covered by FTA, 85% of buses, and up to 90% infrastructure and charging equipment

### Vendor Detailed Background

According to PhoenixEV, the electric shuttle bus project experienced significant delays beginning in 2019 due to industry-wide challenges. At that time, PhoenixEV was engaged in a three-way partnership with Creative Bus Sales and Forest River (Starcraft) and had invested substantial financial resources and development time into constructing an Altoona test vehicle on the Starcraft Allstar platform. After approximately 65 percent of Altoona testing was completed, PhoenixEV's battery manufacturer declared bankruptcy and was subsequently acquired by Nikola. This supplier had been one of the limited Buy America-compliant battery options available, and its failure halted testing and required the project to restart development efforts. The disruption also contributed to broader impacts across the electric vehicle industry.

In response, PhoenixEV redirected resources and leveraged extensive operational experience to design a fourth-generation electric drive system. The new Gen-4 system is more robust, fits within the vehicle frame rails, and is available in both Buy America-compliant and non-Buy America configurations. Since the COVID-19 pandemic, PhoenixEV reports that Forest River and Starcraft have deprioritized

Altoona retesting due to ongoing chassis shortages affecting both electric and conventional vehicle production.

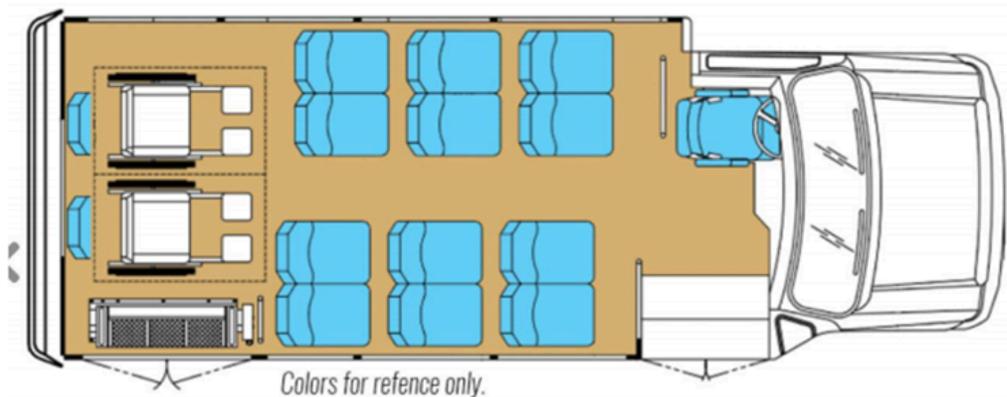
### **Plan Forward**

In 2025, Dunn County Transit received an updated quote from PhoenixEV for the Low/No Emission electric shuttle bus project reflecting increased vehicle costs due to continued market conditions, including higher chassis, material, and labor expenses. As a result, the total project cost increased compared to earlier estimates. Despite these changes, the project continues to move forward with coordination between Dunn County Transit, PhoenixEV, and state and federal partners.

PhoenixEV has committed to upgrading the required charging infrastructure to ensure compatibility with its next-generation electric drive system at no additional cost to the transit agencies. Based on the updated project schedule, delivery of Buy America-compliant electric shuttle buses is now anticipated between June and August of 2026. Dunn County Transit will continue preparing facilities, staff, and operations to support the successful integration of these vehicles into service upon delivery.

### **VEHICLE FLOORPLAN:**

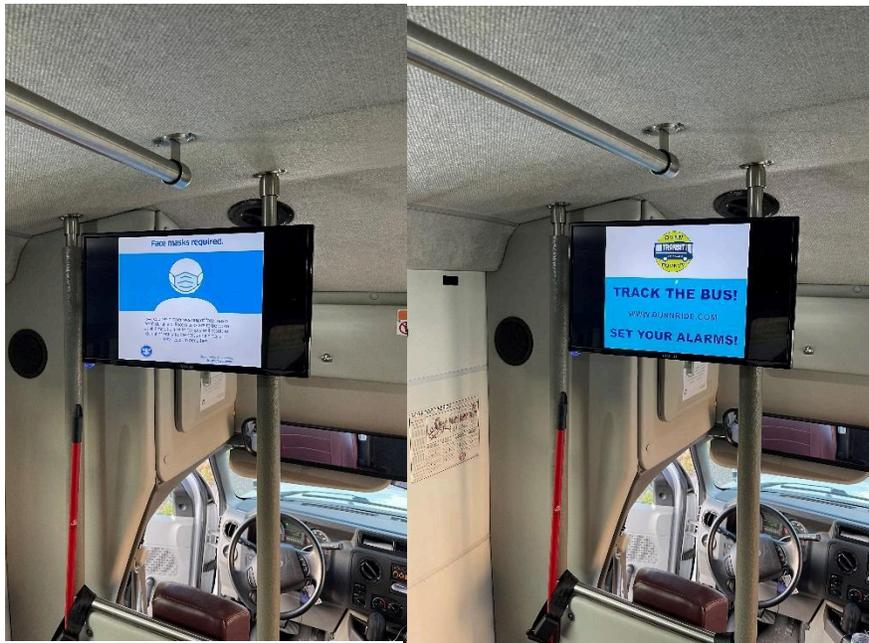
**12 Forward Facing Seats with 2 Wheelchair Positions  
and 2 Fold Up Single Seats**



- ▶ Permanent high power magnet motor + inverter
- ▶ 125 kWh battery pack.
- ▶ Up to 125 Miles All Electric Range per Charge depending on Ambient Temperatures
- ▶ Dual charging capability
- ▶ GVWR 14,500 lbs.

- ▶ Dual Mode Regenerative Braking
- ▶ Top Speed 65 MPH
- ▶ Phoenix Telematics System – Phoenix Connect
- ▶ Phoenix All -Electric Next Generation Drive System

# Live Updates on Monitors



- ▶ General
  - ▶ Title VI Form
  - ▶ Mask Policy
- ▶ Stout Route
  - ▶ Organization Announcements
  - ▶ Upcoming Events
- ▶ Community Route
  - ▶ Route Info
  - ▶ Upcoming Events

## 2025 Team Updates

Dunn County Transit’s workforce represents a combined 53.7 years of service, with an average tenure of 5.4 years, demonstrating a strong balance of experience and new staff growth.

	System Expenses	Passenger Count	Passenger Rev	Total Rev Hours	Men. Population	Expense/Rev Hour	Expense/Passenger	Revenue/Expense Ratio	Passengers/Rev Hour	Passengers/Capita	Rev Hours/Capita
2025	\$590,246.42	125,678	\$ 51,000.00	7,742	16,709	\$ 76.24	\$ 4.70	0.09	16.23	7.52	0.46
2024	\$600,364.67	115,272	\$ 50,928.00	7,522	16,575	\$ 79.81	\$ 5.21	0.08	15.32	6.95	0.45
2023	\$589,598.72	126,536	\$ 38,409.00	7,227	16,642	\$ 81.58	\$ 4.66	0.07	17.51	7.60	0.43
2022	\$510,578.61	114,512	\$ 36,756.50	7,129	16,642	\$ 71.62	\$ 4.46	0.07	16.06	6.88	0.43
2021	\$478,901.53	58,521	\$ 33,901.76	6,114	16,794	\$ 78.33	\$ 8.18	0.07	9.57	3.48	0.36
2020	\$499,824.22	48,060	\$ 28,832.25	6,052	16,807	\$ 82.59	\$ 10.40	0.06	7.94	2.86	0.36
2019	\$570,983.62	117,917	\$ 45,005.00	7,044	16,543	\$ 81.06	\$ 4.84	0.08	16.74	7.13	0.43
2018	\$594,413.21	126,364	\$ 47,953.24	6,834	16,526	\$ 86.98	\$ 4.70	0.08	18.49	7.65	0.41
2017	\$480,813.99	118,402	\$ 63,074.89	7,789	16,457	\$ 61.73	\$ 4.06	0.13	15.20	7.19	0.47
2016	\$608,321.91	122,454	\$ 57,448.87	7,783	16,297	\$ 78.16	\$ 4.97	0.09	15.73	7.51	0.48

## Cost vs. Ridership Performance Summary (2016–2025)

Over the past decade, Dunn County Transit has demonstrated sustained operational stability while significantly improving productivity and cost efficiency following the COVID-19 downturn.

### Ridership Recovery & Growth

- Ridership declined sharply during the pandemic, reaching a low of 48,060 passengers in 2020.
- By 2025, annual ridership rebounded to 125,678 passengers — representing a 160%+ recovery from the pandemic low.
- Current ridership levels are comparable to pre-pandemic years and approach historic system highs.

### Cost Efficiency & Financial Performance

- Total system expenses in 2025 (\$590,246) remain comparable to pre-pandemic levels despite inflationary pressures.
- Expense per passenger improved dramatically from \$10.40 in 2020 to \$4.70 in 2025 — a 55% reduction.
- Expense per revenue hour decreased from \$82.59 (2020) to \$76.24 (2025), reflecting improved operational productivity.
- Revenue-to-expense ratio improved from 0.06 (2020) to 0.09 (2025), indicating strengthening cost recovery.

### Service Productivity

- Passengers per revenue hour increased from 7.94 (2020) to 16.23 (2025), more than doubling system productivity.
- Service levels (revenue hours per capita) have remained stable over time, indicating that ridership gains were achieved primarily through efficiency improvements rather than major service expansion.

### Long-Term Perspective

- Despite fluctuations caused by the pandemic, total system costs and cost per passenger in 2025 are comparable to levels observed a decade ago.
- The system is now transporting more riders per hour at a lower cost per passenger than during peak pre-pandemic years.



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