



SHEBOYGAN TRANSIT COMMISSION AGENDA

March 21, 2023 at 5:00 PM

**City Hall - Conference Room 106, 828 Center Avenue,
Sheboygan, WI**

It is possible that a quorum (or a reverse quorum) of the Sheboygan Common Council or any other City committees/boards/commissions may be in attendance, thus requiring a notice pursuant to State ex rel. Badke v. Greendale Village Board, 173 Wis. 2d 553, 494 N.W.2d 408 (1993).

Persons with disabilities who need accommodations to attend this meeting should contact Shoreline Metro, (920) 459-3285. Persons other than commission, committee, and board members who wish to participate remotely shall provide notice to Shoreline Metro at 920-459-3285 at least 24 hours before the meeting so that the person may be provided a remote link for that purpose.

OPENING OF MEETING

1. Call to Order
2. Pledge of Allegiance
3. Public Input (Time limits are at the discretion of the Transit Commission - Input on non-service adjustment related items.

MINUTES

4. Review and approve the minutes - November 29, 2022 Meeting.

ITEMS FOR DISCUSSION AND POSSIBLE ACTION

5. Review and approve the 2022 Third and Fourth Quarter Reports for Transit and Parking Utilities
6. Review and Approve the 2022 Annual reports for Transit and Parking Utilities.
7. Review and approve a request to provide transit service for the P1 Powerboat Races in August 2023.
8. Review Director's Report

NEXT MEETING

9. Next meeting date: May 16, 2023

ADJOURN

In compliance with Wisconsin's Open Meetings Law, this agenda was posted in the following locations more than 24 hours prior to the time of the meeting:

*City Hall • Mead Public Library
Sheboygan County Administration Building • City's website*

CITY OF SHEBOYGAN**SHEBOYGAN TRANSIT COMMISSION MINUTES****Tuesday, November 29, 2022**

MEMBERS PRESENT: Chair Heather Cleveland, Vice-Chair Sara Knaub, , Alderperson Barb Felde, Alderperson Trey Mitchell, Police Chief Christopher Domagalski, Mayor Ryan Sorenson, Roy Kluss

MEMBERS EXCUSED: Director of Planning and Development Chad Pelishek, Alderperson Dean Dekker

STAFF/OFFICIALS PRESENT: Director of Parking and Transit Derek Muench, Operations Supervisor Ann Koeller

OPENING OF MEETING

1. Call to Order at 5:00 P.M.

Chair Heather Cleveland called the meeting to order at 5:10 P.M.

2. Pledge of Allegiance

Chair Heather Cleveland lead the Commission in the Pledge of Allegiance.

3. Public Input (Time limits are at the discretion of the Transit Commission - Input on non-service adjustment related items.

None

MINUTES

4. Review and Approve the Minutes from the August 16, 2022 meeting.

A motion was made by Mayor Ryan Sorenson, seconded by Alderperson Trey Mitchell to approve the minutes from the August 16, 2022 meeting. Motion passes.

ITEMS FOR DISCUSSION AND POSSIBLE ACTION

5. Review and Approve the 2022 Community Development Block Grant Agreement.

A motion was made by Mayor Sorenson, seconded by Alderperson Barb Felde to approve the 2022 Community Development Block Grant Agreement as presented. Motion passes.

6. Review and Approve the 2023 Title VI Program for Shoreline Metro

A motion was made by Mayor Sorenson, seconded by Alderperson Felde to approve the Title VI Program as presented and authorize implementation in accordance with FTA requirements by the Director of Transit and Parking. Motion passes.

7. Review and Approve the Final Public Transit Agency Safety Program (PTASP) for Shoreline Metro.

A motion was made by Mayor Sorenson, seconded by Roy Kluss to approve the Final Public Transit Agency Safety Program (PTASP) for Shoreline Metro. Motion Passes.

8. Director's Report

A motion was made by Roy Kluss, seconded by Alderperson Felde to accept and file the Director's Report as presented. Motion passes.

NEXT MEETING

14. Next meeting date: January 17, 2023

ADJOURN

A motion was made by Mayor Sorenson, seconded by Alderperson Felde to adjourn the meeting at 5:35 P.M. Motion passes

In compliance with Wisconsin's Open Meetings Law, this agenda was posted in the following locations more than 24 hours prior to the time of the meeting:

*City Hall • Mead Public Library
Sheboygan County Administration Building • City's website*

CITY OF SHEBOYGAN

REQUEST FOR TRANSIT COMMISSION CONSIDERATION

ITEM DESCRIPTION: 3.1 Transit & Parking Third and Fourth Quarter Reports for 2022

REPORT PREPARED BY: Derek Muench, Director of Transit & Parking

REPORT DATE: 3/14/23

MEETING DATE: 3/21/23

FISCAL SUMMARY:

Budget Line Item:	N/A
Budget Summary:	N/A
Budgeted Expenditure:	N/A
Budgeted Revenue:	N/A

STATUTORY REFERENCE:

Wisconsin	N/A
Statutes:	
Municipal Code:	N/A

BACKGROUND / ANALYSIS:

The reports for the third and fourth quarters of 2022 are presented for Shoreline Metro, Metro Connection and the Parking Utility for review and approval.

STAFF COMMENTS:

The Director of Transit & Parking has reviewed the reports as submitted. There is a noticeable change to the report per the last meeting (discussion on better metrics/reporting). The attached report presents all the same data as previous reports but also includes operating metrics used within the industry to evaluate the effectiveness of the transit system.

****NOTE****

When reading this report for transit operations, please do not put much emphasis on individual quarterly metrics. Many factors influence ridership (winter during first quarter as an example) and expenses (annual purchases such as insurance paid during first and second quarter).

Here is a summary of the Third and Fourth Quarter reports:

- Shoreline Metro ridership is up 4.8 percent and down 0.1 percent respectively for the third and fourth quarters (up 15.9 percent for the year).
- Metro Connection ridership is up nearly 13.5 percent and 4.8 percent respectively for the third and fourth quarters (up 17.5 percent for the year).
- Transit Revenue was up 20.1 percent and 25.3 percent respectively for the third and fourth quarters (up 20.7 percent for the year).
- Transit Expenses was down 3.2 percent and 15.6 percent respectively for the third and fourth quarters (down 0.1 percent for the year).

- CARES Act funds will be used to offset the loss of revenues and potential increase in expenses due to the pandemic (applies to loss of revenue with Metro Connection as well).
- Parking Utility stall revenue and meter revenue significantly increased for the third and fourth quarters of 2022:
 - Meter revenue is down \$1,900 and up \$8,000 respectively for the third and fourth quarters (up \$113,406 for 2022).
 - Stall Rental revenue is up \$19,000 and \$8,400 respectively for the third and fourth quarters (up \$4,000 for 2022).
 - Revenue and parking use seem to be rebounding very well and appears to be in “post-COVID” mode.

ACTION REQUESTED:

Staff recommends approval of the Transit and Parking Utility 2021 Fourth Quarter and Year End Reports and placing on file.

ATTACHMENTS:

- I. 2022 Third and Fourth Quarter Reports for Transit;
- II. 2022 Third and Fourth Quarter Reports for Parking Utility;

OPERATING METRICS FOR TRANSIT OPERATIONS - 2021 to 2022																				
OPERATING METRICS	FIRST QUARTER				SECOND QUARTER				THIRD QUARTER				FOURTH QUARTER				YEAR END			
Shoreline Metro	2022	2021	Difference	Target	2022	2021	Difference	Target	2022	2021	Difference	Target	2022	2021	Difference	Target	2022	2021	Difference	Target
Cost-Efficiency																				
Expense/Revenue Hour	\$93.78	\$96.11	\$2.33	\$94.85	\$130.27	\$106.46	\$23.81	\$94.85	\$105.21	\$112.89	\$7.67	\$94.85	\$114.06	\$140.88	\$26.82	\$94.85	\$111.10	\$113.99	\$2.89	\$94.85
Expense/Revenue Mile	\$26.31	\$30.53	\$4.22	N/A	\$12.26	\$11.40	\$0.87	N/A	\$12.88	\$11.15	\$1.74	N/A	\$12.50	\$10.40	\$2.10	N/A	\$12.35	\$10.49	\$1.86	N/A
Cost-Effectiveness																				
Expense/Passenger Trip	\$6.83	\$10.17	\$3.35	\$7.25	\$9.98	\$10.06	\$9.69	\$7.25	\$9.09	\$9.84	\$6.54	\$7.25	\$7.77	\$9.12	\$169.35	\$7.25	\$8.38	\$9.72	\$0.06	\$7.25
Service-Effectiveness																				
Passengers/Revenue Hour	13.74	9.45	4.29	13.80	13.05	10.59	2.46	13.80	11.58	11.48	0.10	13.80	14.69	15.44	-0.75	13.80	13.26	11.72	1.53	13.80
Passengers/Revenue Mile	1.01	0.70	0.32	N/A	0.00	0.00	0.00	N/A	0.00	0.00	0.00	N/A	0.00	0.00	0.00	N/A	0.00	0.00	0.00	N/A
Passenger Revenue-Effectiveness																				
Revenue/Expense (Ratio)	13.6%	10.1%	3.4%	11.5%	10.2%	11.6%	-1.4%	11.5%	13.3%	10.7%	2.6%	11.5%	11.9%	8.0%	3.9%	11.5%	12.1%	10.0%	2.1%	11.5%
Revenue/Passenger Trip	\$0.93	\$1.03	-\$0.10	\$0.66	\$1.02	\$1.17	-\$0.15	\$0.66	\$1.21	\$1.05	\$0.15	\$0.66	\$0.92	\$0.73	\$0.19	\$0.66	\$1.01	\$0.97	\$0.04	\$0.66
Metro Connection	2022	2021	Difference	% Change	2022	2021	Difference	% Change	2022	2021	Difference	% Change	2022	2021	Difference	% Change	2022	2021	Difference	% Change
Service-Effectiveness																				
Passengers/Revenue Hour	2.45	2.07	0.38	18.4%	2.68	2.07	0.62	29.9%	2.43	2.15	0.27	12.7%	2.39	2.28	0.11	4.9%	2.49	2.14	0.34	16.0%
Passengers/Revenue Mile	0.19	0.18	0.02	10.0%	0.20	0.17	0.03	17.8%	0.18	0.17	0.01	4.3%	0.18	0.17	0.01	4.3%	0.19	0.17	0.02	9.2%
OPERATING STATISTICS	FIRST QUARTER				SECOND QUARTER				THIRD QUARTER				FOURTH QUARTER				YEAR END			
Shoreline Metro	2022	2021	Difference	% Change	2022	2021	Difference	% Change	2022	2021	Difference	% Change	2022	2021	Difference	% Change	2022	2021	Difference	% Change
Revenue Miles	120,172	120,066	106	0.1%	127,872	130,431	2,559	-2.0%	128,891	131,527	2,636	-2.0%	127,130	123,981	3,149	2.5%	504,065	506,005	1,940	-0.38%
Total Miles	124,297	124,187	110	0.1%	130,680	134,908	4,228	-3.1%	133,315	136,042	2,727	-2.0%	131,494	128,237	3,257	2.5%	519,786	523,374	3,588	-0.69%
Revenue Hours	8,879	8,873	6	0.1%	9,431	9,262	169	1.8%	9,215	8,871	344	3.9%	9,237	8,860	377	4.3%	36,762	35,866	896	2.50%
Total Hours	9,627	9,621	6	0.1%	10,226	10,043	183	1.8%	9,992	9,619	373	3.9%	10,016	9,607	409	4.3%	39,861	38,890	971	2.50%
Ridership	121,968	83,830	38,138	45.5%	123,073	98,042	25,031	25.5%	106,672	101,802	4,870	4.8%	135,680	136,829	1,149	-0.8%	487,393	420,503	66,890	15.91%
Metro Connection	2022	2021	Difference	% Change	2022	2021	Difference	% Change	2022	2021	Difference	% Change	2022	2021	Difference	% Change	2022	2021	Difference	% Change
Revenue Miles	31,649	27,936	3,713	13.3%	33,894	30,790	3,104	10.1%	34,167	32,085	2,082	6.5%	34,625	34,028	597	1.8%	134,335	124,839	9,496	7.6%
Total Miles	35,282	31,979	3,303	10.3%	37,533	34,821	2,712	7.8%	37,880	35,974	1,906	5.3%	37,717	37,909	192	-0.5%	148,412	140,683	7,729	5.5%
Revenue Hours	2,509	2,382	127	5.3%	2,468	2,473	5	-0.2%	2,543	2,526	17	0.7%	2,587	2,590	3	-0.1%	10,107	9,971	136	1.4%
Total Hours	2,701	2,608	93	3.6%	2,665	2,677	12	-0.4%	2,742	2,737	5	0.2%	2,779	2,824	45	-1.6%	10,887	10,846	41	0.4%
Ridership	6,140	4,925	1,215	24.7%	6,625	5,110	1,515	29.6%	6,172	5,438	734	13.5%	6,179	5,895	284	4.8%	25,116	21,368	3,748	17.5%
REVENUES/EXPENSES	FIRST QUARTER				SECOND QUARTER				THIRD QUARTER				FOURTH QUARTER				YEAR END			
Total Operations	2022	2021	Difference	% Change	2022	2021	Difference	% Change	2022	2021	Difference	% Change	2022	2021	Difference	% Change	2022	2021	Difference	% Change
Expenses	\$832,651	\$852,755	\$20,104	-2.4%	\$1,228,585	\$986,040	\$242,545	24.6%	\$969,541	\$1,001,414	\$31,873	-3.2%	\$1,053,580	\$1,248,168	\$194,588	-15.6%	\$4,084,357	\$4,088,377	\$4,020	-0.1%
Revenues	\$112,906	\$86,223	\$26,683	30.9%	\$125,395	\$114,457	\$10,938	9.6%	\$128,727	\$107,224	\$21,503	20.1%	\$125,219	\$99,936	\$25,283	25.3%	\$492,247	\$407,840	\$84,407	20.7%

Definitions

Cost-Efficiency examines the amount of service produced in relation to the amount of resources expended. The lower the ratio, the more cost efficient the service

Cost-Effectiveness metrics addresses transit use in relation to the level of resources expended. The lower the cost per passenger, the more cost effective the service

Service-Effectiveness is a measure of the consumption of public transportation service in relation to the amount of service available. The larger the ratio, the more effective the service

Passenger Revenue-Effectiveness, or average fare per passenger trip, measures the amount each passenger is paying to use the service. The higher the average, the more cost is being borne by the passenger

OPERATING STATISTICS FOR THE PARKING UTILITY - 2021 to 2022																								
	JANUARY				FEBRUARY				MARCH				APRIL				MAY				JUNE			
REVENUES	2022	2021	Difference	% Change	2022	2021	Difference	% Change	2022	2021	Difference	% Change	2022	2021	Difference	% Change	2022	2021	Difference	% Change	2022	2021	Difference	% Change
Meters	\$11,504	\$0	\$11,504	100.0%	\$8,319	\$4,692	\$3,627	77.3%	\$13,421	\$10,929	\$2,492	22.8%	\$9,370	\$7,074	\$2,296	32.5%	\$9,368	\$9,398	\$30	-0.3%	\$12,683	\$10,228	\$2,455	24.0%
Stall Rentals	\$33,031	\$7,283	\$25,748	353.5%	\$1,293	\$26,395	\$25,102	-95.1%	\$24,079	\$20,771	\$3,308	15.9%	\$10,105	\$746	\$9,359	1254.6%	\$2,921	\$658	\$2,263	343.9%	\$24,696	\$16,932	\$7,764	45.9%
MONTH TOTALS	\$44,535	\$7,283	\$37,252	511.5%	\$9,612	\$31,087	\$21,475	-69.1%	\$37,500	\$31,700	\$5,800	18.3%	\$19,475	\$7,820	\$11,655	149.0%	\$12,289	\$10,056	\$2,233	22.2%	\$37,379	\$27,160	\$10,219	37.6%
	JULY				AUGUST				SEPTEMBER				OCTOBER				NOVEMBER				DECEMBER			
REVENUES	2022	2021	Difference	% Change	2022	2021	Difference	% Change	2022	2021	Difference	% Change	2022	2021	Difference	% Change	2022	2021	Difference	% Change	2022	2021	Difference	% Change
Meters	\$11,928	\$10,024	\$1,904	19.0%	\$11,392	\$15,091	\$3,699	-24.5%	\$8,957	\$9,240	\$283	-3.1%	\$8,934	\$9,050	\$116	-1.3%	\$9,052	\$11,043	(\$1,991)	-18.0%	\$14,099	\$4,158	\$9,941	239.1%
Stall Rentals	\$3,459	\$527	\$2,932	556.4%	\$1,581	\$147	\$1,434	975.5%	\$23,836	\$19,759	\$4,077	20.6%	\$2,592	\$8,245	\$5,653	-68.6%	\$220	\$599	(\$379)	-63.3%	\$315	\$30,535	\$30,220	-99.0%
MONTH TOTALS	\$15,387	\$10,551	\$4,836	45.8%	\$12,973	\$15,238	\$2,265	-14.9%	\$32,793	\$28,999	\$3,794	13.1%	\$11,526	\$17,295	\$5,769	-33.4%	\$9,272	\$11,642	(\$2,370)	-20.4%	\$14,414	\$34,693	\$20,279	-58.5%
REVENUE COMPARISON BY YEAR									REVENUE COMPARISON BY QUARTER															
ANNUAL TOTALS	2021 YTD		2022 YTD		Difference		% Change		FIRST QUARTER				SECOND QUARTER				THIRD QUARTER				FOURTH QUARTER			
									2021		2022		2021		2022		2021		2022		2021		2022	
Meters	\$15,621		\$129,027		113,406.16		726.0%		\$15,621		\$33,244		\$26,700		\$31,421		\$34,355		\$32,277		\$24,251		\$32,085	
Stall Rentals	\$54,449		\$58,403		3,954.00		7.3%		\$54,449		\$58,403		\$18,336		\$37,722		\$20,433		\$28,876		\$39,379		\$3,127	
TOTAL REVENUE	\$70,070		\$187,430		117,360.16		167.5%		\$70,070		\$91,647		\$45,036		\$69,143		\$54,788		\$61,153		\$63,630		\$35,212	

Prepared by Shoreline Metro for the Transit Commission.

REQUEST FOR TRANSIT COMMISSION CONSIDERATION**ITEM DESCRIPTION:** 3.2 Presentation of 2022 Annual Reports for Transit and Parking**REPORT PREPARED BY:** Derek Muench, Director of Transit & Parking**REPORT DATE:** 3/14/22**MEETING DATE:** 3/21/23**FISCAL SUMMARY:**

Budget Line Item:	N/A
Budget Summary:	N/A
Budgeted Expenditure:	N/A
Budgeted Revenue:	N/A

STATUTORY REFERENCE:

Wisconsin	N/A
Statutes:	
Municipal Code:	N/A

BACKGROUND / ANALYSIS:

Shoreline Metro and the Parking Utility have released annual reports the past several years highlighting and reviewing the year in review. The 2022 annual reports are attached for the Transit Commission's review.

STAFF COMMENTS:

Shoreline Metro and the Parking Utility had a bounce-back year from the coronavirus pandemic which impacted operations and budgets significantly in 2020 and 2021. Shoreline Metro ridership and Parking Utility revenue have not returned to pre-COVID levels, but made another nice rebound in 2022.

The following are additional highlights of the reports:

- Transit ridership grew again in 2022 to over 512,000 trips combined both services (around 442,000 combined in 2021);
- Transit revenue increased over 2021 (greater than expected);
- Transit fixed route trips per revenue mile also increased in 2022 from 11.72 to 13.26;
- Parking Utility assessments decreased in all districts slightly from 2021 to 2022;
- Parking revenue increased over 2021 (greater than expected).

ACTION REQUESTED:

Staff recommends acceptance and approval of the Transit and Parking Utility 2021 Annual Reports and placing on file.

ATTACHMENTS:

- I. 2022 Annual Shoreline Metro Report;
- II. 2022 Annual Parking Utility Report;

**Phone**

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parkingutility
@shorelinemetro.com

**On the Web**

www.shorelinemetro.com/parkingutility
facebook.com/parkingdowntownsheboygan

Item 6.



2022 ANNUAL REPORT

PARKING
A CITY OF SHEBOYGAN UTILITY

Year-in-Review

- A fresh new design of the 8th Street Island including bright and vibrant perennials, grasses and shrubs tying in the Downtown with the Lakefront (Spring 2022).
- Partnered with HotSpot Parking to implement mobile payments allowing customers to purchase permits digitally and pay at meters using their smartphone (December 2022).
- Added a new parking lot (Lot 6) at the corner of North 9th Street and Center Avenue for additional post office and City Hall parking (and includes a dog run) (Fall 2022).
- Started the beautification of Riverfront by removing dead or overgrown trees and bushes. The project will continue into 2023 with new flower beds, trees and welcoming signage (Fall 2022).
- Created a safe non-motorized alley on South 8th Street connecting the street and area businesses with additional parking in Lot 9 (in conjunction with City Planning, Public Works and the BID (Summer 2022).

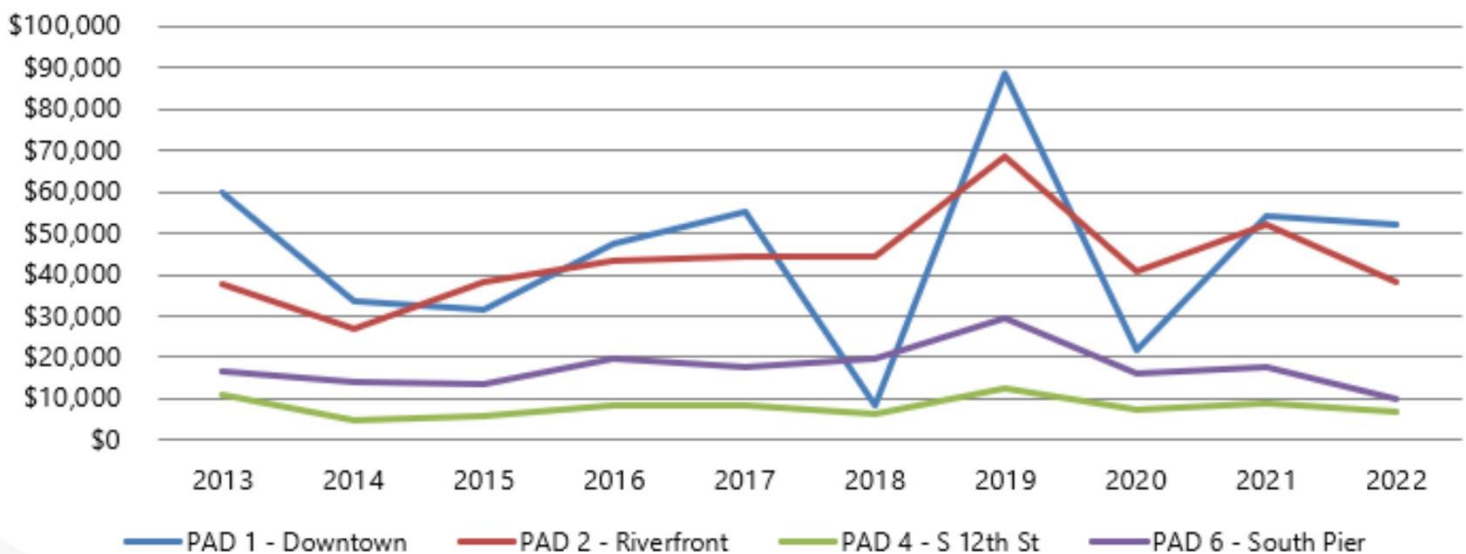
Looking Ahead

- Continue Riverfront beautification project with new flower beds, trees, signage and lighting.
- Fresh new landscaping in Lot 9 replacing dead plants and overgrown bushes to create a more welcoming atmosphere and safer parking experience.
- Implement digital permits (January and February, 2023) through HotSpot Parking including new signage, website information and marketing on social media and with area businesses.
- Implement digital meter payments (May and June, 2023) through HotSpot Parking including new signage, website information and marketing on social media and with area businesses.

Budget Highlights

- The 2023 budget incorporates a projected increase in revenue (meter rate increase and new permits) and associated fees (cost of operating and maintaining).

Inside the Numbers



Thank You to Our Partners

- Otter Creek Landscaping for providing annual flowers in the Downtown and South Pier planters and lightpole baskets.
- Brilliant Lightscapes for holiday lighting in Downtown, Riverfront and South Pier as well as maintaining alley and island lighting.
- The Town & Country Garden Club for assisting with planting flowers throughout the Downtown, Riverfront and South Pier.

Average Assessments 2013-2022

PAD 1 Downtown	\$41,212
PAD 2 Riverfront	\$39,636
PAD 3 S 12th Street	\$7,317
PAD 4 South Pier	\$15,937



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On the Web

www.shorelinemetro.com

www.facebook.com/shorelinemetro

Item 6.



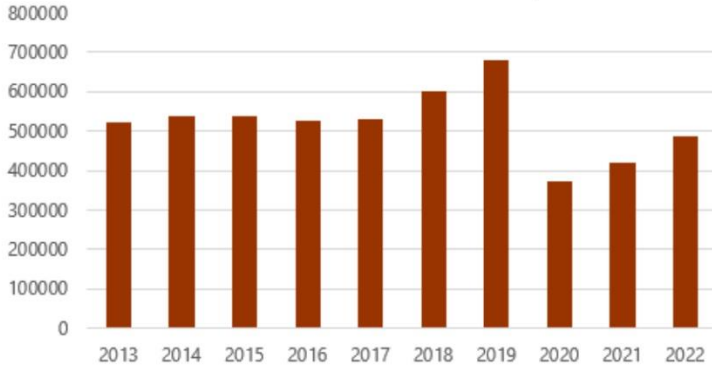
2022 ANNUAL REPORT



The Shoreline Metro
Trolley purchased in
2021.

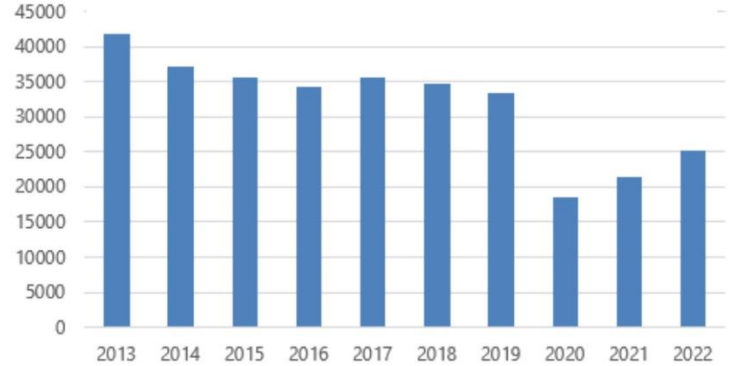
Inside the Numbers

Shoreline Metro Revenue Trips & Stats



2022 Ridership | 487,393
 Revenue Hours | 36,762
 Revenue Miles | 504,065
 Trips per Revenue Mile | 13.26

Metro Connection Revenue Trips & Stats



2022 Ridership | 25,111
 Revenue Hours | 10,107
 Revenue Miles | 134,335
 Trips per Revenue Mile | 2.48

Year-in-Review

- Gained certification as a CDL trainer in accordance with the Federal Motor Carrier Safety Administration's new requirements (Feb 2022).
- Partnered with HotSpot to implement mobile fares and payment options allowing customers to purchase fares digitally and pay with their smartphone (June 2022)
- Refreshed the Shoreline Metro website to better inform and provide assistance to customers including new electronic forms, quick links and additional resources.
- Developed a new Student Bus Pass Program for Sheboygan Area School District students in partnership with HotSpot and SASD (June 2022).
- Took delivery of ten (10) new Gillig 35-foot fixed route buses equipped with USB charging ports, quick and easy mobility device securements, high definition cameras, and anti-slip flooring (May 2022).
- Took delivery of two (2) new Glaval 25-foot paratransit buses (the first new paratransit buses since 2018) (December 2022).
- Repainted the Shoreline Metro Admin & Maintenance Facility (Spring 2022).

Looking Ahead

- Continue to expand ridership and revenue through direct and effective marketing on social media and radio, and print.
- Onboard new staff including an ADA Transit Coordinator and Customer Service Coordinator, and recruit new drivers (as part of the department's succession planning program).
- Take delivery of four (4) new Glaval 25-foot paratransit buses (entire Metro Connection fleet will include all non-CDL vehicles).

Budget Highlights

- The 2023 budget will require the use of CARES Act and ARPA Funds to offset ongoing losses in revenue.
- Increases in the 2023 budget were generated by changes in salary for non-represented positions (Non-Rep Comp Plan), a new labor agreement, and maintenance fees associated with software partners.



REQUEST FOR TRANSIT COMMISSION CONSIDERATION**ITEM DESCRIPTION:** 3.3 Request for Service for P1 Powerboat Races**REPORT PREPARED BY:** Derek Muench, Director of Transit & Parking**REPORT DATE:** 3/14/22**MEETING DATE:** 3/21/23**FISCAL SUMMARY:**

Budget Line Item:	N/A
Budget Summary:	N/A
Budgeted Expenditure:	N/A
Budgeted Revenue:	N/A

STATUTORY REFERENCE:

Wisconsin	N/A
Statutes:	
Municipal Code:	N/A

BACKGROUND / ANALYSIS:

The Sheboygan Transit Commission authorizes and approves all published and public transit services operated by Shoreline Metro and Metro Connection. The Sheboygan Transit Commission must also approve special requests for services outside normal operating hours, especially as they relate to events.

STAFF COMMENTS:

The Director of Transit & Parking has been working with City staff for the upcoming P1 Powerboat Races to be held on Sheboygan's lakefront, August 11-13, 2023. Two items of concern were identified in conjunction with this event: parking and shuttles to and from the events.

The Parking Utility will make available parking lots in downtown Sheboygan for visitor parking (Saturday and Sunday are free parking). However, this requires shuttle service to and from the event.

Shoreline Metro would provide trolley service (shuttles) to and from the event connecting the downtown parking lots with the marina, South Pier and King Park (the viewing locations). Trolley service is already provided on Friday, August 11, 2023 per the published and scheduled route. Hours of service and route will be normal. However, for Saturday and Sunday, August 12 and 13, 2023, the following hours of service are being proposed and requested for approval:

- August 12 – Service would run from 9:00 a.m. to 7:00 p.m. and route would be modified to service parking lots and viewing locations.
 - Normal service ends at 3:45 p.m. on Saturdays so this would require approval of additional hours above and beyond service.
- August 13 – Service would run from 9:00 a.m. to 8:00 p.m. and route would be modified to service parking lots and viewing locations.
 - There is no public transit service on Sundays so this is above and beyond service.

In addition to the request for service, the request also includes providing the Trolley service on Saturday and Sunday at “no cost”. This would be more of a “city-sponsored” service as part of the event to encourage attendees and bring people to Sheboygan for the event.

Expenses to provide service would be funded through the Shoreline Metro budget. No sponsorship revenue from other City departments or organizations is being requested.

Route map and additional operational specifics will be finalized by City staff and authorized by the Director of Transit & Parking.

ACTION REQUESTED:

Staff recommends acceptance and approval of the request to provide service for the P1 Powerboat Races on August 11-13, 2023 as presented by the Director of Transit & Parking.

ATTACHMENTS:

- I. None

CITY OF SHEBOYGAN

REQUEST FOR TRANSIT COMMISSION CONSIDERATION

ITEM DESCRIPTION: 3.4. Director's Report

REPORT PREPARED BY: Derek Muench, Director of Transit & Parking

REPORT DATE: 3/13/23

MEETING DATE: 3/21/23
FISCAL SUMMARY:

Budget Line Item:	N/A
Budget Summary:	N/A
Budgeted Expenditure:	N/A
Budgeted Revenue:	N/A

STATUTORY REFERENCE:

Wisconsin	N/A
Statutes:	
Municipal Code:	N/A

BACKGROUND / ANALYSIS:

The Director of Transit & Parking presents to the Transit Commission a report of operations for the Transit and Parking Utilities.

STAFF COMMENTS:

The Director of Transit & Parking presents the following items as advisory and information only:

- 1) Staffing & Personnel Update** – Shoreline Metro is currently recruiting for a Transit Coordinator (currently vacant). This position will be a stepping stone to fill an expected Operations Supervisor vacancy within the next two years.

Additionally, we continue to hire drivers for fixed route and paratransit services. We hope to add an additional 3-4 drivers over the next several months to help with planned upcoming retirements.

- 2) HotSpot for Parking** – Permits have been implemented starting March 1, 2023. We continue to address some “one-off” situations related specific businesses and organizations. We have met several times with the Police Department to strategize on enforcement. The Parking Utility is currently working on funding License Plate Recognition (LPR) readers for at least one vehicle. This will help with efficient parking enforcement and subsidize the handheld units currently being used. Parking meter implementation will occur this spring and summer. We are working on getting signage and meter decals updated ready for this implementation. We will provide another update at the next Transit Commission meeting.

- 3) Route 3S Changes** –Shoreline Metro is making changes to Route 3S due to performance issues with the route. Due to low ridership and extensive time to service Blue Harbor and South Pier, we have moved this to “By Request” which means the customer may request the route to go to South Pier on any run simply by telling the driver. For a pickup, the customer must call our office and we will send the bus to South Pier for a pickup. We currently do this with Route 7S to the southside industrial park (on specific runs).

Service to UWGB will also be improved by moving the pickup and drop off location back up by the campus building and will remain serviced on every run (the new Aurora Medical Center is also serviced on all runs).

PUBLIC NOTICE

ROUTE 3S CHANGES

**Permanent changes to Route 3S effective
April 3, 2023 are as follows:**

Service to Blue Harbor/South Pier

All drop offs to Blue Harbor / South Pier are "By Request Only" meaning the customer must inform the driver of his/her need to go to Blue Harbor or South Pier.

All pickups at Blue Harbor / South Pier are "By Request Only" by calling the Customer Service Line at (920) 459-3281, Option 1.

Service to UWGB - Sheboygan

Service to UWGB - Sheboygan will continue to be provided on all 3S runs. Route 3S will now service the campus with a new bus stop outside the gymnasium. The route will be modified slightly through the campus to allow for this change.

Customers may access Bookworm Gardens at the "Stop Sign" at the corner of Campus Dr & University Dr.

POSTED ON MARCH 8, 2023.

- 4) **HotSpot for Transit** – Shoreline Metro continues to see an increased use of the app for purchasing fare media! The app now sells more fare media than all our outlets combined. This has been a great project and it continues to grow each month!
- 5) **New Paratransit Buses** – Shoreline Metro took delivery of two new paratransit cutaway buses in December. They have been added to the fleet. We have four more on order and expect those later this year. These buses were approved by Transit Commission and will be funded with the CARES Act grant. Once we receive the new buses later this year, the entire Metro Connection fleet will be within useful life.

Shoreline Metro also received 16 new buses over the past three years and purchased a brand-new trolley in 2021.

- 6) **Parking Utility Projects** – The Parking Utility will be focusing on improvements in Riverfront this year including removal of frees and brush, fresh signage and creating “softer” spaces with new flower beds and attractive walkways. The project is in coordination with the Business Improvement District with assistance from DPW and City Planning. Next steps include possibility looking into a site plan (BID) for Riverfront with long-term needs and improvements identified.

Lot 9 will also get new trees and perennials this year. In 2022, we removed the dead or overgrown brush to make way for new plantings this year. The goal is create a softer space filled with color that accents and promotes the use of this parking lot.

- 7) **Transit Driver Recognition Day** – We took the opportunity on March 17, 2023 to recognize our drivers for National Transit Driver Recognition Day (day is celebrated on Saturday, March 18, 2023 but we internally celebrated on Friday). We provided pizza, cake and prizes for the entire team to enjoy! A Facebook post was issued celebrating the day as well.



ACTION REQUESTED:

Staff recommends approving the Director’s Report provided by the Director of Transit & Parking and placing on file.

ATTACHMENTS: None.