



SHEBOYGAN TRANSIT COMMISSION AGENDA

May 20, 2025 at 5:00 PM

**City Hall - Conference Room 305, 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.
4. Election of Officers

MINUTES

- [5.](#) Approve the March 18, 2025 Minutes

ITEMS FOR DISCUSSION AND POSSIBLE ACTION

- [6.](#) First Quarter 2025 Reports for Transit and Parking Utilities.
7. Discussion of Fares for CY2026 (No Action)
8. Offer to Purchase Parcel 59281106225 from the Redevelopment Authority.
- [9.](#) Director's Report

NEXT MEETING

10. Next meeting date: July 22, 2025

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, March 18, 2025**

MEMBERS PRESENT: Mayor Ryan Sorenson, Alderperson Dean Dekker, Alderperson Zach Rust, Alderperson Trey Mitchell, Police Chief Kurt Zempel, Planning and Development Elise Rose, Emily Hening, Bryan Kelly

MEMBERS EXCUSED: Roy Kluss

STAFF OFFICIALS PRESENT: Director of Parking and Transit Derek Muench

OPENING OF MEETING

1. Call to Order

5:00 pm

2. 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. Approval of the January 21, 2025 Minutes

A motion was made by Ald. Rust, seconded by Ald. Dekker to approve the January 21, 2025 minutes. Motion passes.

ITEMS FOR DISCUSSION AND POSSIBLE ACTION

5. Fourth Quarter Reports for Transit and Parking Utilities

A motion was made by Ald. Dekker, seconded by Ald. Rust to approve the 4th Quarter 2024 reports as presented. Motion passes.

6. Acceptance of the 2024 Annual Reports for Transit and Parking Utilities

A motion was made by Ald. Rust, seconded by Ald. Dekker to approve the 2024 Annual reports as presented. Motion passes.

7. Acceptance 2024 WisDOT Management Review Final Report

A motion was made by Ald. Rust, seconded by Ald. Mitchell to approve, accept and file the 2024 WisDOT Management Review Final Report. Motion passes.

8. Approval of the Updated Shoreline Metro Drug, Alcohol & Substance Abuse Policy.

A motion was made by Ald. Rust, seconded by Ald. Dekker to approve the Updated Shoreline Metro Drug, Alcohol & Substance Abuse Policy. Motion passes.

9. Director's Update (discussion only)

A motion was made by Ald Mitchell, seconded by Ald. Rust to accept and file the Director's update. Motion passes.

NEXT MEETING

10. Next meeting date: May 20, 2025

ADJOURN

A motion was made by Ald. Mitchell, seconded by Ald. Dekker to adjourn the meeting at 5:43 pm. Motion passes.

OPERATING METRICS FOR TRANSIT OPERATIONS - 2024 to 2025																				
OPERATING METRICS	FIRST QUARTER				SECOND QUARTER				THIRD QUARTER				FOURTH QUARTER				YEAR END			
Shoreline Metro	2025	2024	Difference	Target	2025	2024	Difference	Target	2025	2024	Difference	Target	2025	2024	Difference	Target	2025	2024	Difference	Target
Cost-Efficiency																				
Expense/Revenue Hour	\$110.54	\$110.53	\$0.01	\$94.85	#DIV/0!	\$103.75	#DIV/0!	\$94.85	#DIV/0!	\$119.54	#DIV/0!	\$94.85	#DIV/0!	\$129.50	#DIV/0!	\$94.85	\$110.54	\$115.76	\$5.22	\$94.85
Expense/Revenue Mile	\$31.08	\$35.57	\$4.48	N/A	#DIV/0!	\$13.79	#DIV/0!	N/A	#DIV/0!	\$13.98	#DIV/0!	N/A	#DIV/0!	\$13.07	#DIV/0!	N/A	\$10.45	\$13.49	\$3.04	N/A
Cost-Effectiveness																				
Expense/Passenger Trip	\$7.52	\$7.15	\$0.37	\$7.25	#DIV/0!	\$6.47	#DIV/0!	\$7.25	#DIV/0!	\$8.06	#DIV/0!	\$7.25	#DIV/0!	\$7.76	#DIV/0!	\$7.25	\$7.52	\$7.34	\$7.29	\$7.25
Service-Effectiveness																				
Passengers/Revenue Hour	14.70	15.47	-0.77	13.80	#DIV/0!	16.03	#DIV/0!	13.80	#DIV/0!	14.83	#DIV/0!	13.80	#DIV/0!	16.69	#DIV/0!	13.80	14.70	15.76	-1.06	13.80
Passengers/Revenue Mile	1.06	1.09	-0.03	N/A	#DIV/0!	14.79	#DIV/0!	N/A	#DIV/0!	13.68	#DIV/0!	N/A	#DIV/0!	15.39	0.00	N/A	0.00	0.00	0.00	N/A
Passenger Revenue-Effectiveness																				
Revenue/Expense (Ratio)	10.3%	12.9%	-2.6%	11.5%	#DIV/0!	14.4%	#DIV/0!	11.5%	#DIV/0!	12.7%	#DIV/0!	11.5%	#DIV/0!	10.9%	#DIV/0!	11.5%	10.3%	12.6%	-2.4%	11.5%
Revenue/Passenger Trip	\$0.77	\$0.92	-\$0.15	\$0.66	#DIV/0!	\$0.93	#DIV/0!	\$0.66	#DIV/0!	\$1.02	#DIV/0!	\$0.66	#DIV/0!	\$0.85	#DIV/0!	\$0.66	\$0.77	\$0.93	-\$0.16	\$0.66
Metro Connection	2025	2024	Difference	% Change	2025	2024	Difference	% Change	2025	2024	Difference	% Change	2025	2024	Difference	% Change	2025	2024	Difference	% Change
Service-Effectiveness																				
Passengers/Revenue Hour	2.65	2.42	0.23	9.3%	#DIV/0!	2.55	#DIV/0!	#DIV/0!	#DIV/0!	2.67	#DIV/0!	#DIV/0!	#DIV/0!	2.67	#DIV/0!	#DIV/0!	2.65	2.58	0.07	2.7%
Passengers/Revenue Mile	0.21	0.22	0.01	-6.0%	#DIV/0!	0.22	#DIV/0!	#DIV/0!	#DIV/0!	0.21	#DIV/0!	#DIV/0!	#DIV/0!	0.21	#DIV/0!	#DIV/0!	0.21	0.21	(0.00)	-2.1%
OPERATING STATISTICS	FIRST QUARTER				SECOND QUARTER				THIRD QUARTER				FOURTH QUARTER				YEAR END			
Shoreline Metro	2025	2024	Difference	% Change	2025	2024	Difference	% Change	2025	2024	Difference	% Change	2025	2024	Difference	% Change	2025	2024	Difference	% Change
Revenue Miles	128,813	132,569	3,756	-2.8%		130,843	130,843	-100.0%		126,824	126,824	-100.0%		132,418	132,418	-100.0%	128,813	522,654	393,841	-75.35%
Total Miles	133,234	137,119	3,885	-2.8%		135,334	135,334	-100.0%		131,177	131,177	-100.0%		136,963	136,963	-100.0%	133,234	540,593	407,359	-75.35%
Revenue Hours	9,306	9,380	74	-0.8%		9,331	9,331	-100.0%		8,965	8,965	-100.0%		9,262	9,262	-100.0%	9,306	36,938	27,632	-74.81%
Total Hours	10,090	10,171	81	-0.8%		10,117	10,117	-100.0%		9,721	9,721	-100.0%		10,043	10,043	-100.0%	10,090	40,052	29,962	-74.81%
Ridership	136,829	145,093	8,264	-5.7%		149,587	149,587	-100.0%		132,993	132,993	-100.0%		154,539	154,539	-100.0%	136,829	582,212	445,383	-76.50%
Metro Connection	2025	2024	Difference	% Change	2025	2024	Difference	% Change	2025	2024	Difference	% Change	2025	2024	Difference	% Change	2025	2024	Difference	% Change
Revenue Miles	33,097	29,151	3,946	13.5%		32,328	32,328	-100.0%		34,752	34,752	-100.0%		33,557	33,557	-100.0%	33,097	129,788	96,691	-74.5%
Total Miles	36,818	32,251	4,567	14.2%		35,449	35,449	-100.0%		38,698	38,698	-100.0%		37,636	37,636	-100.0%	36,818	144,034	107,216	-74.4%
Revenue Hours	2,619	2,681	62	-2.3%		2,732	2,732	-100.0%		2,759	2,759	-100.0%		2,605	2,605	-100.0%	2,619	10,777	(8,158)	-75.7%
Total Hours	2,974	2,951	23	0.8%		2,992	2,992	-100.0%		2,818	2,818	-100.0%		2,926	2,926	-100.0%	2,974	11,687	(8,713)	-74.6%
Ridership	6,932	6,492	440	6.8%		6,970	6,970	-100.0%		7,358	7,358	-100.0%		6,956	6,956	-100.0%	6,932	27,776	(20,844)	-75.0%
REVENUES/EXPENSES	FIRST QUARTER				SECOND QUARTER				THIRD QUARTER				FOURTH QUARTER				YEAR END			
System Operations	2025	2024	Difference	% Change	2025	2024	Difference	% Change	2025	2024	Difference	% Change	2025	2024	Difference	% Change	2025	2024	Difference	% Change
Expenses	\$1,028,713	\$1,036,795	\$8,082	-0.8%		\$968,121	\$968,121	-100.0%		\$1,071,695	\$1,071,695	-100.0%		\$1,199,467	\$1,199,467	-100.0%	\$1,028,713	\$4,276,078	\$3,247,365	-75.9%
Farebox Revenues	\$105,484	\$133,643	\$28,159	-21.1%		\$139,480	\$139,480	-100.0%		\$135,946	\$135,946	-100.0%		\$131,308	\$131,308	-100.0%	\$105,484	\$540,377	\$434,893	-80.5%

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 – 2024 to 2025

	JANUARY				FEBRUARY				MARCH				APRIL				MAY				JUNE			
REVENUES	2025	2024	Difference	% Change	2025	2024	Difference	% Change	2025	2024	Difference	% Change	2025	2024	Difference	% Change	2025	2024	Difference	% Change	2025	2024	Difference	% Change
Meters	\$8,666	\$7,817	\$849	10.9%	\$16,725	\$12,785	\$3,940	30.8%	\$10,604	\$12,510	\$1,906	-15.2%		\$18,649	\$18,649	-100.0%		\$13,305	\$13,305	-100.0%		\$15,278	\$15,278	-100.0%
Stall Rentals	\$7,577	\$7,126	\$451	6.3%	\$10,220	\$10,756	\$536	-5.0%	\$6,449	\$5,144	\$1,305	25.4%		\$6,372	\$6,372	-100.0%		\$5,600	\$5,600	-100.0%		\$397	\$397	-100.0%
MONTH TOTALS	\$16,243	\$14,943	\$1,300	8.7%	\$26,945	\$23,541	\$3,404	14.5%	\$17,053	\$17,654	\$601	-3.4%	\$0	\$25,021	\$25,021	-100.0%	\$0	\$18,905	\$18,905	-100.0%	\$0	\$15,675	\$15,675	-100.0%
	JULY				AUGUST				SEPTEMBER				OCTOBER				NOVEMBER				DECEMBER			
REVENUES	2025	2024	Difference	% Change	2025	2024	Difference	% Change	2025	2024	Difference	% Change	2025	2024	Difference	% Change	2025	2024	Difference	% Change	2025	2024	Difference	% Change
Meters		\$15,123	\$15,123	-100.0%		\$15,108	\$15,108	-100.0%		\$11,932	\$11,932	-100.0%		\$19,085	\$19,085	-100.0%		\$6,166	\$6,166	-100.0%		\$22,382	\$22,382	-100.0%
Stall Rentals		\$5,616	\$5,616	-100.0%		\$5,123	\$5,123	-100.0%		\$3,812	\$3,812	-100.0%		\$6,238	\$6,238	-100.0%		\$4,421	\$4,421	-100.0%		\$4,310	\$4,310	-100.0%
MONTH TOTALS	\$0	\$20,739	\$20,739	-100.0%	\$0	\$20,231	\$20,231	-100.0%	\$0	\$15,744	\$15,744	-100.0%	\$0	\$25,323	\$25,323	-100.0%	\$0	\$10,587	\$10,587	-100.0%	\$0	\$26,692	\$26,692	-100.0%
REVENUE COMPARISON BY YEAR												REVENUE COMPARISON BY QUARTER												
ANNUAL TOTALS	2024 YTD	2025 YTD	Difference	% Change	FIRST QUARTER		SECOND QUARTER		THIRD QUARTER		FOURTH QUARTER													
					2024	2025	2024	2025	2024	2025	2024	2025												
Meters	\$170,140	\$35,995	(134,145.00)	-78.8%	\$33,112	\$35,995	\$47,232	\$0	\$42,163	\$0	\$47,633	\$0												
Stall Rentals	\$64,915	\$24,246	(40,669.00)	-62.6%	\$23,026	\$24,246	\$12,369	\$0	\$14,551	\$0	\$14,969	\$0												
TOTAL REVENUE	\$235,055	\$60,241	(174,814.00)	-74.4%	\$56,138	\$60,241	\$59,601	\$0	\$56,714	\$0	\$62,602	\$0												

Prepared by Shoreline Metro for the Transit Commission.

CITY OF SHEBOYGAN

REQUEST FOR TRANSIT COMMISSION CONSIDERATION

ITEM DESCRIPTION: Director's Report

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

REPORT DATE: 5/16/25

MEETING DATE: 5/20/25
FISCAL SUMMARY:

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

STATUTORY REFERENCE:

Wisconsin Statutes:	N/A
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. The Transit Commission is advised of the following processes for several standing items included in this report:

Reporting – Shoreline Metro staff filed several reports with the Wisconsin Department of Transportation and the Federal Transit Administration, typically on a quarterly basis.

- Wisconsin Department of Transportation
 - Bus Operations Report
 - Completed and reported quarterly directly to DOT.
 - 85.21 Operations Report
 - Completed and submitted quarterly to Sheboygan County for review and submission.
 - 5310 Vehicle Report
 - Completed and submitted quarterly to Sheboygan County for review and submission.
- Federal Transit Administration
 - Federal Financial Report (FFR):
 - Submitted for each project (application) active with FTA (typically quarterly) related to the expenses and federal funds used towards a project.
 - Milestone Progress Report (MPR):
 - Submitted for each project (application) active with FTA (typically quarterly) related to the status of a project.

1st QUARTER OPERATIONS REPORT – 2025

WISCONSIN BUS OPERATIONS REPORT

Wisconsin Department of Transportation

Quarterly/Year End

DT1489 5/2002

1. MUNICIPALITY/TRANSIT SYSTEM:		CITY OF SHEBOYGAN / SHEBOYGAN TRANSIT					
2. Period Covered (Check One)		Year: 2025					
1st Quarter <input checked="" type="checkbox"/> Jan. 1 - Mar. 31	2nd Quarter <input type="checkbox"/> Apr. 1 - June 30	3rd Quarter <input type="checkbox"/> July 1 - Sept. 30		4th Quarter <input type="checkbox"/> Oct. -Dec. 31		Year-End <input type="checkbox"/> Jan. 1 - Dec. 31	
3. OPERATING CHARACTERISTICS							
A. PASSENGER TRIPS	FIXED ROUTE	DEMAND RESPONSE (PARATRANSIT)					
		ADA SERVICE	NON-ADA SERVICE	ADA AGENCY TRIPS	NON-ADA AGENCY TRIPS	TOTAL AGENCY TRIPS	
REVENUE TRIPS	135,056	1,060	3,149	1,640	1,084	2,724	141,989
"FREE FARE" TRIPS	2,173	0	0	0	0	0	2,173
TRANSFER TRIPS	0	0	0	0	0	0	0
TOTAL	137,229	1,060	3,149	1,640	1,084	2,724	144,162
B. PASSENGER REVENUE							
PASSENGER REVENUE	\$69,518	\$3,180.00	\$9,447.00	\$30,750.00	\$20,325.00	\$51,075.00	\$133,220.00
C. VEHICLE MILES							
REVENUE MILES	128,813	12,889	20,208				161,910
TOTAL MILES	133,234	14,338	22,480				170,052
D. VEHICLE HOURS							
REVENUE HOURS	9,306	1,020	1,599				11,925
DRIVER PAY HOURS	10,090	1,158	1,816				13,064
E. GALLONS OF FUEL							
GALLONS OF FUEL	23,506	2,039	3,197				28,742
F. EXPENSES							
						TOTAL EXPENSES	\$1,028,713.00
						CONTRA EXPENSES	\$0.00
						NET EXPENSES	\$1,028,713.00

Derek Muench

(Transit Director)

16-May-25

(Date)

Ann Zoeller

(Prepared By)

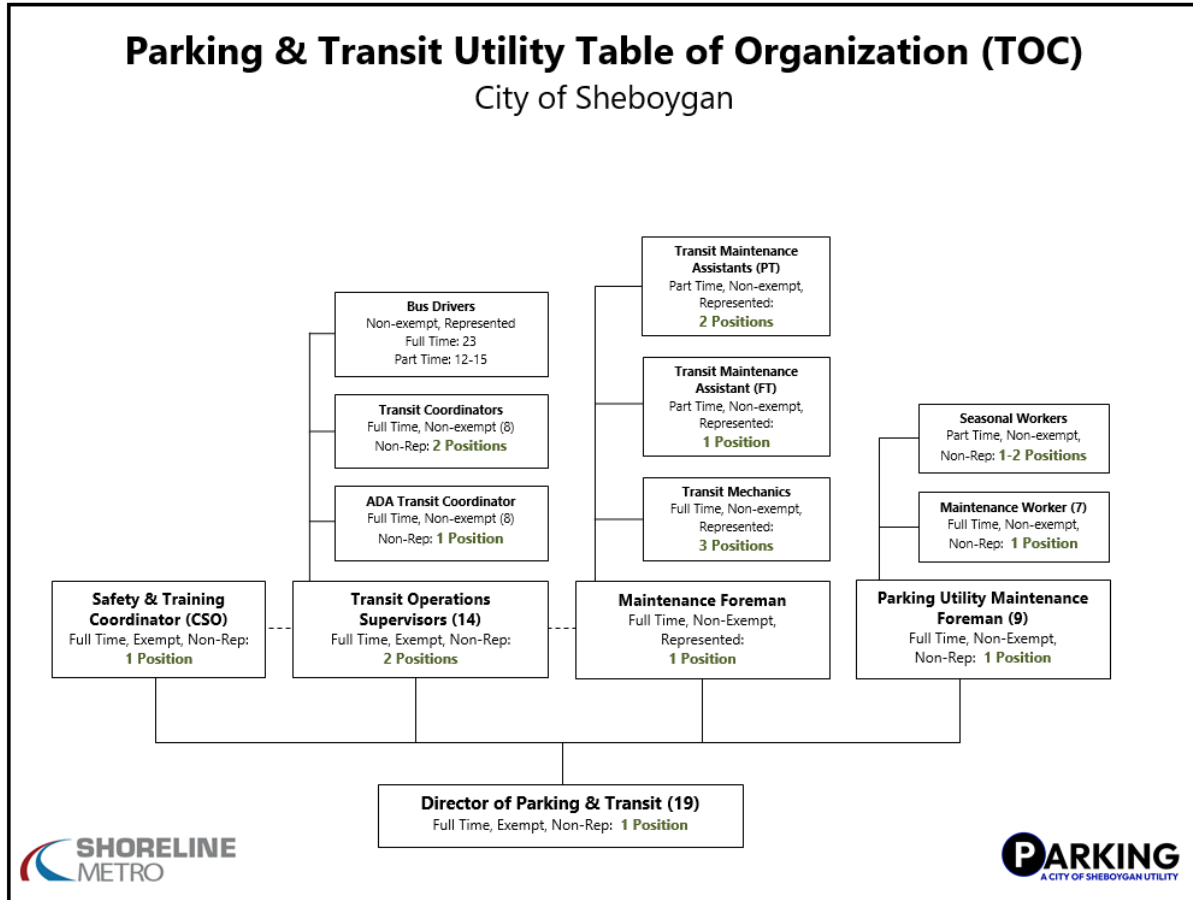
5/16/2025

(Date)

Financials – Shoreline Metro staff (Director) review expenses and revenues on a regular basis, typically bi-monthly and quarterly. Financial reports are reviewed for accurate expenses and revenues. Inaccuracies are reported to the Finance Department with a recommendation for resolution.

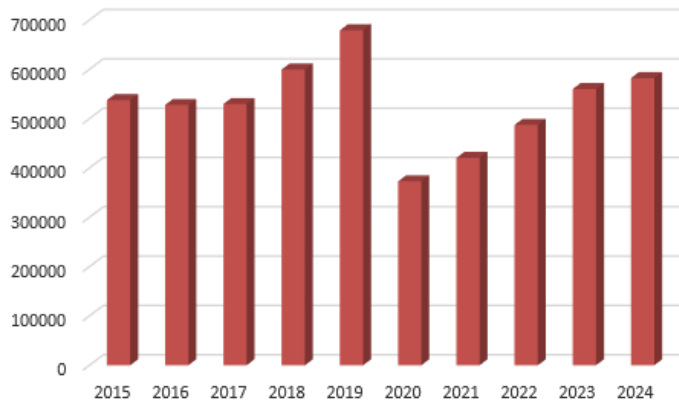
- Invoices
 - Paid within 30-days by staff
 - Payables are reviewed for approval by the Director
 - Approved payables are then sent to Finance for review and payment.
- Revenues/Fares/User Fees
 - Collected in accordance with departmental policies:
 - Fareboxes – twice a month (15th and last day)
 - Office Sales – daily
 - Meters – twice a month (some monthly/quarterly)
 - Grants/Reimbursements – direct deposit are processed by Finance.
 - Deposited at Wisconsin Bank & Trust
 - Credited to appropriate budget accounts as soon as possible by Finance.

Personnel – Shoreline Metro staff address personnel needs on a regular basis. Bus drivers are the most common position available with recruitment occurring almost monthly. Bus drivers are hired as needed and based on abilities and qualifications. Staff positions are filled as needed. The following is the current Table of Organization for the Parking & Transit Utilities:

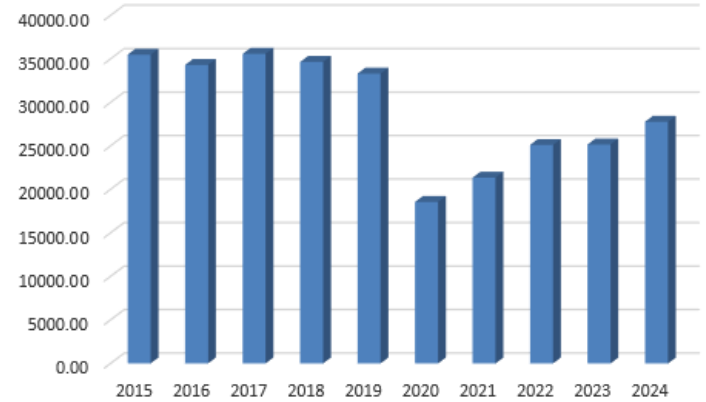


Ridership – The count of physical passenger trips taken with Shoreline Metro (red diagram) and Metro Connection (blue diagram) is known as ridership. For Shoreline Metro, a trip is counted every time a customer boards a bus. For Metro Connection, a trip is counted every time a customer completes a one-way trip. Ridership is highly influenced by socio-economic factors, weather, and emergencies. It is also a product of affordable fares, reliable service, safe travel and dependability.

Shoreline Metro Ridership – 2015 to 2024



Metro Connection Ridership – 2015 to 2024



DIRECTOR COMMENTS:

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

Personnel:

- **Fred Gager** has resigned from Shoreline Metro as a paratransit driver at the beginning of May after a second employment with the team.
- **Kimmey Ackley** has retired from Shoreline Metro as a fixed route driver as of May 16, 2025 after almost 8-years with the team.
- **Zachary Feund** has been hired as a fixed route driver. He started on May 5, 2025.
- **Bruce Felten** has accepted a full-time Paratransit driver position. He is currently a limited-term Transit Coordinator, but will be transitioning over by the end of May or beginning of June.
- **Cindy McNamara** has been promoted to a full-time fixed route driver effective May 19, 2025. She is also serving as the local union steward for ATU Local 998.
- Shoreline Metro is preparing for some additional retirements in 2025:
 - Additional drivers will be hired in Q2 of 2025.

Operational Items/Updates:

The following items are provided as operational updates related to transit and parking services provided by the department.

- **Harbor Centre Express** schedule for the 2025 season is scheduled for June 16 through August 30th, with service on July 4th. Staff have done an analysis of ridership data from the 2024 season. The following is a summary of the data:
 - Mondays (22.70) and Tuesdays (28.73) had the lowest average passengers per day.
 - Wednesdays (47.27) and Fridays (37.45) had the highest average passengers per day.
 - Thursdays had an average of 33.00 passengers per day.
 - Saturdays had an average of 19.44 passengers per day (3-less hours).
 - Total ridership (not including boat race weekend) was 2,013; however, there are three (3) days with missing data (one Monday and two Saturdays).

Staff has proposed the following:

- Maintain all weekday service from 11:00AM to 8:00PM
- Saturdays from 10:00AM to 4:00PM
- Season would start June 16th and run through August 30th
- Maintain the \$1.00 Day Pass
- Service on July 4th from 11:00AM to 7:00PM
- Service for the P1 Boat Race Weekend (Saturday and Sunday)
 - Multiple buses on route
 - Shuttles from out lots (reduced from 2024)

NOTE: *This item does not need Transit Commission approval as it's a temporary route. Transit Commission has given the Director the authority to operate this route as needed. However, it is very much appreciated to have feedback and support from the Transit Commission. Comments and feedback can be shared during the meeting.*

- **Support Vehicles** were received in Q1 to support operations. Shoreline Metro took delivery of two (2) 2025 Ford F-250s to be used to assist with transit operations. All five (5) support vehicles were purchased using ARPA, or American Rescue Plan Act, funds.

ACTION REQUESTED:

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

ATTACHMENTS:

- I. None

TRANSIT COMMISSION AGENDA ITEM COMMENTS:

The following items are on the Transit Commission agenda for consideration and approval and are not a part of the Director's Report. This information is provided by the Director of Transit and Parking and is for your consideration. Please consult this information prior to making any motions or approvals.

1st QUARTER OPERATIONS REPORTS FOR TRANSIT & PARKING UTILITIES

Staff are submitting the included reports for Q3 for transit and parking for your consideration and approval.

- **Shoreline Metro**

- Ridership – decreased by 2.8 percent in CY25 over same period in CY24.
- Passengers/Revenue Mile – decreased from 15.47 to 14.70 over same period in CY24.
- Expenses – decreased over same period in CY24.
- Revenues – decreased over same period in CY24.
- Comments – service levels remained the same in CY25 over CY24; added a half hour of service on Saturdays in November; motor parts purchased in Q1 of 2025.

- **Metro Connection**

- Ridership – increased 6.8 percent in CY25 or same period in CY24.
- Passengers/Revenue Mile – increased from 2.42 in CY24 to 2.65 in CY25
- Comments – service levels remained the same in CY25 over CY24 (added a half hour of service on Saturdays).

- **Parking**

- Meter Revenue – increased by 8.7 percent over same period in CY24.
- Permit Revenue – increased by 5.3 percent over same period in CY24.
- Comments – overall revenue increased by 7.3 percent over same period in CY24.

ACTION: Motion to accept and file the 1st Quarter Reports as presented by the Director of Transit & Parking.

TRANSIT FARES FOR CY2026

Staff are submitting proposed fares for the next calendar year, 2026. Shoreline Metro fares have not been increased (or reduced) in over 15-years (and not during the current administration's tenure).

Metro Connection modified its fare structure in 2021 to create a uniform \$3 per trip fare for both paratransit trips and County Program trips. County Program trips increased from \$2.50 and paratransit trips decreased from \$3.50.

Fares should be reviewed and considered regularly (as part of the budget process). The Director has reviewed fares each year and considered proposing new fares in the past; however, due to COVID-19 and the availability of CARES Act and ARPA funds, the need wasn't present. As Shoreline Metro prepares for service without these external, one-time funds, it's important to start this process early before funds run out.

Staff have proposed the following fare table for 2026:

FARE TYPE	CURRENT	PROPOSED	NOTES
Cash Fare	\$1.75	\$2.00	Most customers pay \$2.00 currently
Cash Half-Fare	\$0.85	\$1.00	Most customers pay \$1.00 currently
Half-Fare Punch Card	\$8.50	\$10.00	20-punch card
Day Pass	\$3.00	\$4.00	
Day Pass (6-pack)	\$15.00	\$18.00	
Monthly Pass	\$48.00	\$50.00	
30-day Pass	N/A	\$45.00	New; Pass good for 30 consecutive calendar days available in HotSpot app only
Student Punch Card	\$11.00	\$11.00	20-punch card; very little sales due to SASD
Paratransit Trip	\$3.00	\$4.00	Double the Shoreline Metro cash fare (law)
Trippers	REG FARE	FREE	Free for all students using the Trippers.

Additionally, Sheboygan County is also supporting an increase to their County Program per trip fare of \$4.00 (effective 1/1/2026).

The proposed fare table "could" generate an additional \$44,000 based on 2024 ridership and conservative percent increases based on the proposed fare changes. The "very early" 2026 transit budget will still use CARES Act/ARPA funds to support operations, but the increased revenue helps offset expenses. The better these revenues perform, the better it is for Shoreline Metro operations. The note on Trippers is simple. Most all students that use the Trippers are from SASD. Some, especially from Leadership Academy, must currently pay the fares. However, it is the Director's belief that allowing Trippers to be free-of-charge to elementary school aged students will promote ridership now (on the Trippers) and in the future (on the regular routes). This is a great opportunity to remove the fares for these students to encourage ridership and get kids riding at an early age.

For comparison, the following are comparable transit systems in Wisconsin and their current fare tables compared to Sheboygan's proposed fare table:

System	Cash Fare	Half Fare	Day Pass	Month Pass	30-Day	Week Pass	Paratransit
Oshkosh	\$2.00	\$1.00	\$4.00	\$40.00	N/A	N/A	\$3.00
Janesville	\$1.50	\$0.75	\$4.00	N/A	\$52.00	N/A	\$3.00
La Crosse	\$1.50	\$0.75	N/A	\$35.00	N/A	N/A	??
Manitowoc	\$1.50	\$0.75	\$4.00	\$30.00	N/A	N/A	\$3.00

Green Bay	\$2.00	\$1.00	\$4.00	N/A	\$41.00	\$16.00	\$4.00
Eau Claire	\$1.75	\$0.85	\$3.75	\$50.00	N/A	N/A	\$3.50
Appleton	\$2.00	\$1.00	\$4.00	N/A	\$60.00	N/A	\$4.00
Beloit	\$1.50	\$0.75	N/A	N/A	N/A	N/A	\$3.00
Wausau	\$1.75	\$0.85	N/A	\$42.00	N/A	N/A	\$2.50
Fond du Lac	\$2.00	\$1.00	\$5.00	\$40.00	N/A	N/A	\$4.00
Sheboygan	\$2.00	\$1.00	\$4.00	\$50.00	\$45.00	\$20.00	\$4.00

In Line with Other Systems

High (Outlier)

This item is for discussion only this evening. Change to the cash fare and or paratransit fare require a public hearing with a 30-day notice. The intent is to introduce these fares to the Transit Commission on May 20, 2025 followed by a formal presentation for consideration and approval with a public hearing to be held at the July 22, 2025 meeting. A 30-day notice for this meeting will then be posted in the June 21, 2025 Sheboygan Press with additional information provided in Shoreline Metro buses, on social media and the Shoreline Metro website.

Transit Commissioners are welcome to provide support and feedback on this item.

ACTION: This item is for presentation and discussion only. No action is required at this time.

OFFER TO PURCHASE PARCEL 59281106225 FROM THE RDA

Staff are recommending the purchase of parcel 59281106225 from the RDA in the amount of \$8,910.00. This parcel is located directly between a parcel owned by the Above & Beyond Children's Museum (59281106230) and parking lot 2 (59281106220). The purpose of this purchase is to cleanup land associated with parking lot 2 (the RDA property is actually a physical apart of lot 2).

RDA took this item up for consideration and vote at their April 30, 2025 meeting. The agreed upon price was based on 16.5 percent of the value of the property, which is set at \$54,000. The value is based on \$2,000 per parking stall (same metric used in previous lot sales to GM's Bar and Dr. Toby Watson for lot 11).

- The \$54,000 property value is based on 27 stalls at \$2,000 per stall.
- The percentage of the parcel which is owned by RDA is based on estimated square footage where the current lot 2 (owned by the parking utility) represents 5/6 of the entire square footage of both parcels and the RDA property represents 1/6 of the entire square footage of both parcels.
- The offer price is 16.5 percent of the \$54,000 value, or \$8,910.00.

The RDA voted unanimously to sell the parcel to the Parking Utility at this valuation. The Director of Transit & Parking did not negotiate this price on behalf of the Transit Commission; rather, used similar metrics to justify a price that both the RDA and Transit Commission could support.

The Parking Utility anticipates an offer to purchase (OTP) in the near future from the Above & Beyond Children's Museum for both parcels. The offer is expected to be at or near the \$54,000 value placed on the parcels. Selling this property has been discussed several times since 2019. Unfortunately, COVID-19 (2020) and flooding to the museum (2022) has prevented this sale. Their executive director has expressed strong renewed interest in these parcels for future expansion of the museum.

ACTION: Staff recommends the purchase of parcel 59281106225 from the RDA in the amount of \$8,910.00 and further recommends this item to the Common Council for their vote and approval.

END OF REPORT