SHEBOYGAN TRANSIT COMMISSION AGENDA

September 19, 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. Approval of the Minutes - July 16, 2023 meeting.

ITEMS FOR DISCUSSION AND POSSIBLE ACTION

5. Review and update of Shoreline Metro Transportation Development Program for 2021-2025
6. Review and update of 2017 Parking Study performed by Carl Walker (WGI)
7. Review and acceptance of 2020 Parking Study performed by WGI.
8. Res. No. 47-23-24 by Alderpersons Dekker, Salazar and Mitchell authorizing the Purchasing Agent to issue a purchase order for a 2023 John Deere ProGator 2020A for the Sheboygan Parking Utility and to trade in a 2012 John Deere ProGator 2020A as part of the purchase. REFER TO TRANSIT COMMISSION
9. Director's report

NEXT MEETING

10. Next meeting date: December 19, 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 OF SHEBOYGAN

SHEBOYGAN TRANSIT COMMISSION MINUTES

Tuesday, July 18, 2023

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.

MEMBERS PRESENT: Heather Cleveland – Chair, Roy Kluss – Vice Chair, Alderperson Dean Dekker, Alderperson Amanda Salazar, Alderperson Trey Mitchel, City Planning and Development Proxy – Janet Duellmann, Police Chief Christopher Domagalski, Sara Knaub

MEMBERS EXCUSED: Mayor Ryan Sorenson

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

OPENING OF MEETING

1. Call to Order

   5:00 p.m.

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 May 16, 2023 Transit Commission meeting Minutes.

   A motion was made by Alderperson Dean Dekker, seconded by Alderperson Trey Mitchel to approve the May 16, 2023 minutes. Motion passes.

ITEMS FOR DISCUSSION AND POSSIBLE ACTION

5. Shoreline Metro's Transit Asset Management Plan

   A motion was made by Police Chief Christopher Domagalski, seconded by Alderperson Dekker to approve the Transit Asset Management Plan for Shoreline Metro and place on file. Motion passes.

6. Approval of the 2024 Transit budget for Shoreline Metro as presented.

A motion was made by Alderperson Mitchel, seconded by Roy Kluss to support the 2024 transit budg for Shoreline Metro as presented by the Director of Transit & Parking and recommends inclusion into the City of Sheboygan 2024 Executive Budget. Motion passes.

7. Approval of the 2024 Budget for the Parking Utility.

   A motion was made by Roy Kluss, seconded by Alderperson Mitchel to support the 2024 Parking Utility budget as presented by the Director of Transit & Parking and recommends inclusion into the City of Sheboygan 2024 Executive Budget. Motion passes.

8. 2024 - 2028 Capital improvement Program for Transit & Parking Utilities

   A motion was made by Alderperson Dekker, seconded by Alderperson Salazar to support the 5-year Capital Improvement Program covering the years of 2024-2028 and refer to the Capital Improvements Committee for consideration and acceptance. Motion passes.

9. Approve the Second Quarter Reports for Transit and Parking Utilities.

   A motion was made by Chief Domagalski, seconded by Roy Kluss to approve the Transit and Parking Utility 2023 second quarter reports and place on file. Motion passes.

10. Approve the Director's Report as presented.

    A motion was made by Alderperson Dekker, seconded by Chief Domagalski to approve the Director's Report as presented and place on file. Motion passes.

NEXT MEETING

11. Next meeting date: September 19, 2023

ADJOURN

A motion was made at 5:30 p.m. by Chief Domagalski, seconded by Alderperson Mitchel to adjourn the meeting. Motion passes.

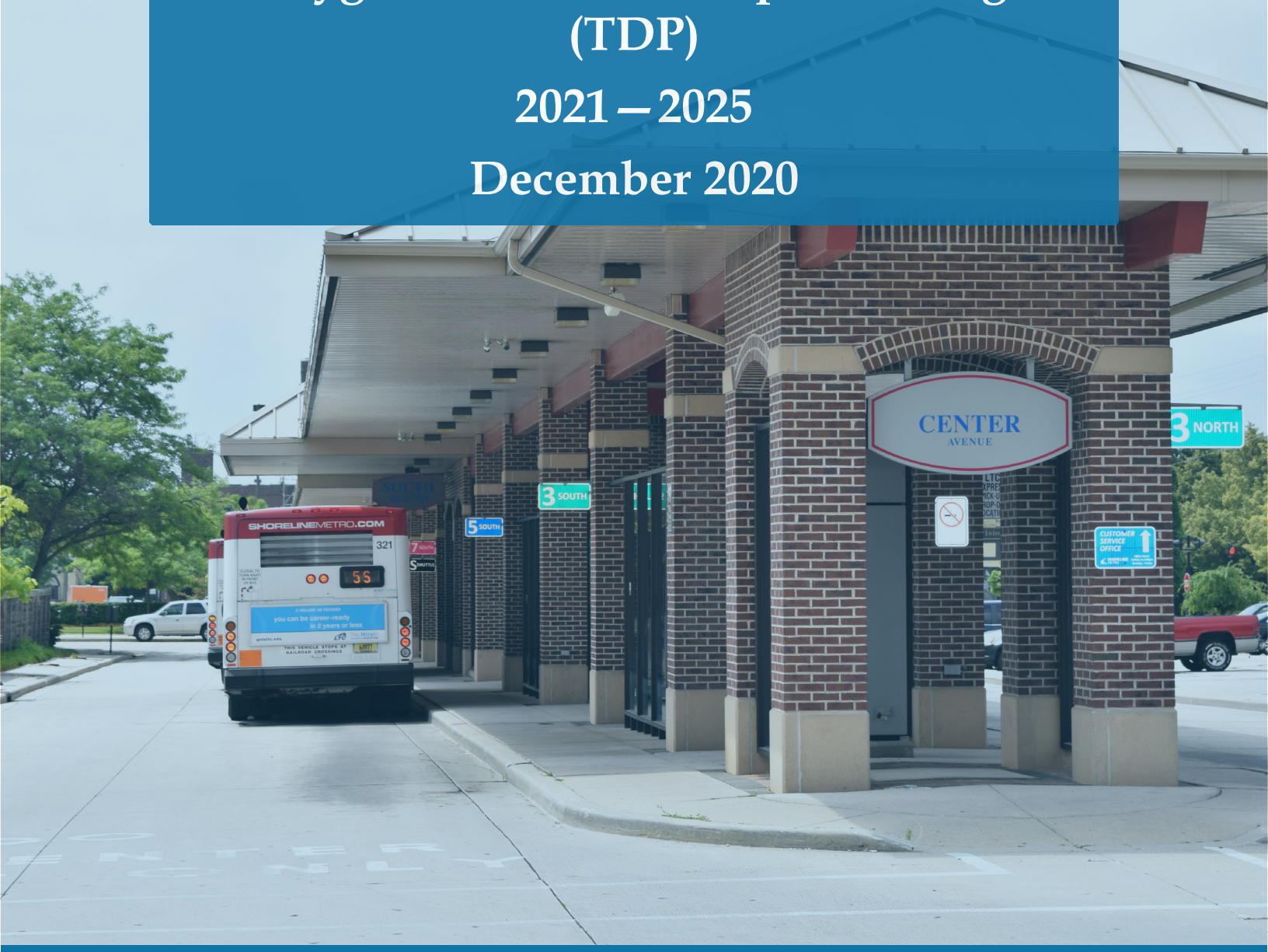
In compliance with Wisconsin's Open Meetings Law, this agenda was posted in the following locations more than 24 hours prior to the time of the meeting:

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

Sheboygan Transit Development Program (TDP)

2021 – 2025

December 2020



SHORELINE METRO

BAY LAKE Regional Planning Commission | Since 197

Sheboygan Transit Development Program (TDP)
2021-2025

Prepared By:
Bay-Lake Regional Planning Commission
December 2020

Principal Author:
Jeffrey C. Agee-Aguayo
Transportation Planner III
Bay-Lake Regional Planning Commission
1861 Nimitz Drive
Green Bay, WI 54301
Phone: (920) 448-2820
Fax: (920) 448-2823
Email: jagee@baylakerpc.org

The preparation of this report was financed in part through a Section 5304 transit planning grant from the U.S. Department of Transportation, Federal Transit Administration. which was administered by the Wisconsin Department of Transportation. Local funding was provided by the Sheboygan Parking and Transit Utility.

The contents of this report reflect the views of the Bay-Lake Regional Planning Commission, which is responsible for the facts and accuracy of the data presented herein. The contents do not necessarily reflect the office views or policies of the U.S. Department of Transportation. This report does not constitute a standard, specification, or regulation.

U.S. Department of Transportation
Federal Transit Administration

WISCONSIN DEPARTMENT OF TRANSPORTATION

BAY LAKE Regional Planning Commission | Since 1972

Table of Contents

Chapter 1: Executive Summary 11
Community Research 11
Goals, Objectives And Standards 13
Alternatives Analysis 14
Recommended Plan 15
Chapter 2: Introduction 23
Study Purpose 23
Issues To Be Addressed 23
Planning Process 24
Chapter 3: Transit System Overview 25
History Of Transit Service In The Area 25
Organization And Management 25
Service Characteristics 25
Vehicle Fleet 28
Other Facilities 29
Fare Structure 30
Systemwide Ridership And Revenue Mile Trends 32
Funding Sources: 2015 - 2018 37
Expense Breakdown: 2015 – 2018 40
Other Area Transit/Paratransit Providers 41
Chapter 4: Community Profile 47
Location 47
Economy 47
Population And Households 48
Potential Trip Generators 56
Land Use Patterns 57
Motor Vehicle Travel Patterns 57
Chapter 5: Ridership Opinion 81
Introduction 81
2020 On-Board & Online Ridership Opinion Survey 81
Comparison Of Passenger Opinion Survey Findings 95
Chapter 6: Route Ridership Patterns 103
Boarding And Alighting Data Collection Methodology 103

Total Weekly Boardings And Alightings 103
Peak And Off-Peak Boarding And Alighting Comparison 103
Detailed Route Boarding And Alighting Information 108
Number Of Boardings And Alightings By Location 116
High Demand Loading Points For Individual Routes 117
Chapter 7: Transit System Performance 123
Peer System Analysis 123
Cost Allocation Model 126
Route Productivity 127
Overall System Performance By Day Of The Week 133
Chapter 8: Goals, Objectives, and Standards 135
Introduction 135
Mission Statement 135
Goals, Objectives And Standards 137
Chapter 9: Alternatives Analysis 149
Introduction 149
Alternatives Examined In May 2020 149
Other Considerations 153
Selection, Approval And Implementation Of The Final "Preferred" Alternative 153
Chapter 10: Recommended Plan 155
Recommended Service Changes 155
Financial Plan 156
Fare Policy 158
Capital Improvements 160
Marketing Recommendations 162
Monitoring Program 164
Land Use Planning Recommendations 165
Other Recommendations 167
Implementation Strategy 167
Appendix A: Shoreline Metro Passenger Opinion Survey Results 175
Appendix B: Shoreline Metro TDP Update Review Committee Members 179

List of Tables

Table 1.1: Proposed Financial Plan 17
Table 1.2: Recommended Fare Structure 19
Table 1.3: 2021 – 2025 Capital Improvements Program: Shoreline Metro 20
Table 3.1: Shoreline Metro Bus Fleet, 2019 29
Table 3.2: Shoreline Metro Fare Structure, 2019 & the First Several Months of 2020 31
Table 3.3: Annual Revenue Passenger Trips 33
Table 3.4: Annual Fixed-Route Revenue Miles 34
Table 3.5: Funding Sources for Shoreline Metro, 2015 – 2018 40
Table 3.6: Shoreline Metro Expense Breakdown, 2015 – 2018 41
Table 4.1: Employment in the Shoreline Metro Service Area, 2013 – 2017 American Community Survey Estimates Survey 48
Table 4.2: Population in the Transit Service Area, 1990, 2000 and 2010 Census, 2019 Estimates 49
Table 4.3: Population Projections in the Transit Service Area, 2010 – 2040 50
Table 4.4: Youth and Elderly Populations, 2010: Shoreline Metro Service Area (By Census Block Group) 52
Table 4.5: Transit Dependent Population and Households, 2013 – 2017 American Community Survey, Shoreline Metro Service Area, by Census Tract 55
Table 5.1: Employment Status of 2020 Ridership Opinion Survey Respondents 85
Table 5.2: Ages of 2020 Ridership Opinion Survey Respondents 85
Table 5.3: Household Income Levels of 2020 Ridership Opinion Survey Respondents 86
Table 5.4: Trip Purposes of 2020 Ridership Opinion Survey Respondents 86
Table 5.5: Ranked Attributes of Shoreline Metro According to 2020 Ridership Opinion Survey Respondents 87
Table 5.6: Ranking and Rating of Attributes of Shoreline Metro by Age of Respondent 88
Table 5.7: Ranking and Rating of Attributes of Shoreline Metro by Trip Purpose of Respondent 88

Table 5.8: Ranking and Rating of Attributes of Shoreline Metro by Gender 89

Table 5.9: Ranking and Rating of Attributes of Shoreline Metro by Survey Method 90

Table 5.10: Transit Usage Influence Factor Ratings According to 2015 Ridership Opinion Survey 91

Table 5.11: Transit Usage Influence Factors by Age and Trip Purpose of Respondent 92

Table 5.12: Transit Usage Influence Factors by Sex of Respondent 93

Table 5.13: Transit Usage Influence Factors by Survey Method 94

Table 5.14: Comparison of Survey Respondent Groups 96

Table 5.15: Transportation Characteristics of Ridership Opinion Survey Respondents: 2005, 2009, 2015 and 2020 98

Table 5.16: Comparison of Rated Attributes of Shoreline Metro According to Ridership Opinion Survey Respondents: 2005, 2009, 2015 and 2020 99

Table 5.17: Comparison of Transit Usage Influence Factor Ratings According to Ridership Opinion Survey Respondents: 2005, 2009, 2015 and 2020 100

Table 6.1: Boardings and Alightings: All Regular Routes: Shoreline Metro: August 17 – 22, 2020 103

Table 6.2: Boardings and Alightings by Generalized Time Period: Shoreline Metro: Weekdays: August 17 – 21, 2020 104

Table 6.3: Boardings and Alightings for Standard City Routes: Shoreline Metro: Weekdays: August 17 – 21, 2020 109

Table 6.4: Boardings and Alightings on Route 20: Shoreline Metro: Weekdays: August 17 – 21, 2020 111

Table 6.5: Boardings and Alightings on Route 40: Shoreline Metro: Weekdays: August 17–21, 2020 112

Table 6.6: Boardings and Alightings for Shuttle Routes: Shoreline Metro: Weekdays: August 17–21, 2020 112

Table 6.7: Boardings and Alightings for Standard City Routes: Shoreline Metro: Saturday: August 22, 2020 113

Table 6.8: Boardings and Alightings on Route 20: Shoreline Metro: Saturday: August 22, 2020 115

Table 6.9: Boardings and Alightings on Route 40: Shoreline Metro: Saturdays: August 22, 2020 115

Table 6.10: Boardings and Alightings for Shuttle Routes: Shoreline Metro: Saturday: August 22, 2020 _____ 116

Table 7.1: Shoreline Metro Cost Allocation Model, 2018 _____ 127

Table 7.2: Route Productivity _____ 129

Table 9.1: Impacts of the Alternate Configurations for Shoreline Metro: Shoreline Metro Transit Development Program (For the 2018 Base Year) _____ 154

Table 10.1: Proposed Financial Plan _____ 158

Table 10.2: Recommended Fare Structure _____ 160

Table 10.3: 2021 – 2025 Capital Improvements Program: Shoreline Metro _____ 161

List of Figures

Figure 3.1: Annual Revenue Passenger Trips 33
Figure 3.2: Annual Fixed-Route Revenue Miles 34
Figure 3.3: Fixed-Route Monthly Ridership, 2017 – 2018 35
Figure 3.4: Fixed-Route Ridership by Route, 2018 36
Figure 3.5: Fixed-Route Ridership by Fare Category, 2018 37
Figure 3.6: Funding Sources for Shoreline Metro, 2018 38
Figure 5.1: Ages of 2020 Ridership Opinion Survey Respondents 84
Figure 5.2: Annual Household Income Levels of 2020 Ridership Opinion Survey Respondents 85
Figure 6.1 Boardings by Generalized Time Period —Weekdays 105
Figure 6.2 Average Number of Boardings per Revenue Hour by Generalized Time Period — Weekdays 106
Figure 6.3 Alightings by Generalized Time Period — Weekdays 107
Figure 6.4 Average Number of Alightings per Revenue Hour by Generalized Time Period — Weekdays 108
Figure 7.1: Passengers per Revenue Hour 123
Figure 7.2: Passengers per Revenue Mile 124
Figure 7.3: Cost per Revenue Hour 125
Figure 7.4: Cost per Passenger Trip 125
Figure 7.5: Passengers per Hour: Regular Routes 128
Figure 7.6: Passengers per Hour: School Tripper Routes 130
Figure 7.7: Passengers per Mile: Regular Routes 130
Figure 7.8: Passengers per Mile: School Tripper Routes 131
Figure 7.9: Cost per Passenger: Regular Routes 132
Figure 7.10: Cost per Passenger: School Tripper Routes 132

List of Maps

Map 3.1: Shoreline Metro 2020 Route Structure 45
Map 4.1: Racial Minority Population 59
Map 4.2: Population of Hispanic Origin 61
Map 4.3: Population Under 16 63
Map 4.4: Elderly Population 65
Map 4.5: Mobility Impaired Population 67
Map 4.6: Population Commuting by Bus 69
Map 4.7: Households 80% of MHI 71
Map 4.8: Zero Vehicle Households 73
Map 4.9: One Vehicle Households 75
Map 4.10: Potential Trip Generators 2020 77
Map 4.11: Land Use Patterns 79
Map 6.1: Boardings and Alightings 119
Map 6.2: Inventory of Existing Passenger Shelters 121
Map 10.1: Recommended Route Structure 169
Map 10.2: ADA Paratransit Service Area 171

This page intentionally left blank

Chapter 1: Executive Summary

The Bay-Lake Regional Planning Commission prepared a Transit Development Program (TDP) for the Sheboygan Parking and Transit Utility. The study area for the TDP included the Cities of Sheboygan and Sheboygan Falls and the Village of Kohler, all within the Sheboygan Urbanized Area in Wisconsin.

The TDP addressed several issues. The primary purpose of the TDP was to determine short-term future needs for public transportation services, and the best transit system configuration that should be provided to meet these needs. Throughout the planning process, the Bay-Lake Regional Planning Commission staff worked closely with the Sheboygan Parking and Transit Utility (Shoreline Metro) staff and the TDP Review Committee to develop the Sheboygan TDP.

As part of the transit planning process, the TDP Review Committee developed the following mission statement for public transportation services in the Sheboygan area:

> **To provide customers with professional and accessible transportation solutions that are affordable, efficient, reliable, safe and courteous.**

Specific goals, objectives and performance standards were developed which support this mission statement, and provide a means of evaluating how well service is being provided in the Shoreline Metro service area.

Community Research

Several community research projects were completed for this TDP in an effort to evaluate the need for public transportation services in the Sheboygan area.

Transit System Overview

The TDP includes an overview of the transit operation in Chapter 3. This overview includes: the history of transit service in the Sheboygan area; organization and management of Shoreline Metro; service characteristics of Shoreline Metro; a vehicle fleet inventory; an inventory of other capital facilities; a description of the fare structure when the TDP was prepared; extensive documentation of systemwide ridership and revenue mile trends; funding sources; an expense breakdown; and an inventory of other area transit and paratransit providers.

Community Profile

The TDP includes a community profile in Chapter 4. This community profile includes: a description of the Shoreline Metro service area location; the economy of the service area (including employment); population and household trends in the service area (including total population trends, trends of transit dependent population groups, and transit dependent households); potential trip generators; land use patterns; and motor vehicle travel patterns.

Ridership Opinion

The TDP includes documentation of ridership opinion in Chapter 5. A survey was conducted onboard on January 23, 2020, and online in late January and early February of 2020, and focused on the characteristics of transit riders, the rating of attributes of Shoreline Metro, and on the rating of several transit usage influence factors. Key findings from the on-board ridership survey included the following:

- The most common trip purposes were work related, shopping, medical and personal busine School and social/recreational trip purposes were also common among the ridership.
- Respondents were asked how they would make their trip if Shoreline Metro bus service were not available. The top responses to this question were: walking, riding as a passenger in someone else's vehicle, or not making the trip at all. Other common responses to this question included: taking a taxi, bicycling, and driving a vehicle to their destination.
- Nearly 23 percent of survey respondents rode Shoreline Metro more than ten times per week. Nearly 19 percent of survey respondents rode Shoreline Metro seven to ten times per week. Over 40 percent of survey respondents rode Shoreline Metro three to six times per week, and nearly 14 percent of survey respondents had a habit of using Shoreline Metro one to two times per week.
- Over 51 percent of respondents lived within one block of a Shoreline Metro bus stop, while over 81 percent of respondents lived within three blocks of a bus stop.
- Transit service was a factor in residence location for over 56 percent of survey respondents.
- Over 91 percent of respondents did not have a vehicle available for the trip they were making on the transit system, and over 75 percent of the respondents were not licensed drivers.
- Over 53 percent of respondents lived in households with no vehicle available, while an additional 29 percent of respondents lived in households with only one vehicle available.
- Over 12 percent of the respondents stated that they had some type of disability which impacted their use of transit service.
- Nearly 57 percent of respondents to the on-board ridership survey were female.
- Generally, there was a fairly even age distribution among the ridership. However, older riders tended to be underrepresented among the respondents.
- Larger numbers of minority riders are utilizing Shoreline Metro services.
- The majority of survey respondents reside either in a single person household or in a large (five or more person) household.
- Over 30 percent of respondents were employed full-time. Over 28 percent of respondents were employed part time, and a nearly 15 percent of respondents were unemployed at the time of the survey. Nearly 17 percent of respondents stated that they were retired, and more than 13 percent of respondents were students. Some respondents had more than one occupational status at the time the survey was administered.
- Over 56 percent of respondents to the on-board ridership survey had an annual household income of less than $20,000.
- Users of the system generally rated Shoreline Metro well. Eight of the eleven attributes of transit service that were measured received positive mean ratings, while three additional attributes received neutral to slightly positive mean ratings. Passenger safety, ease of understanding bus routes and driver courtesy were rated the highest, while hours of service, the bus buddy program, and buses running on schedule were rated lowest among the eleven attributes.
- Respondents were asked how several factors would influence their usage of transit. Eight of the thirteen factors had potential to increase ridership, while survey respondents were more neutral toward three of the factors. There were two factors which survey respondents indicated would decrease the amount of transit usage: (1) a 25-cent fare increase; and (2) moving the bus 7 to 8 blocks from one's house.

Chapter 5 also documents changes in responses by transit riders over time between the 2005, 2009, 2015 and 2020 ridership surveys.

Route Ridership Patterns

The TDP includes documentation of route ridership patterns in Chapter 6. Boarding and alighting data collection was conducted by Shoreline Metro to assess the amount of usage in detail along standard routes of Shoreline Metro during weekdays and a Saturday over a week in August 2020. Chapter 6 includes: total weekly boardings and alightings; a peak and off-peak boarding and alighting comparison (systemwide and by route); and detailed boarding and alighting information for each trip on each route. Special emphasis was placed on identifying the number of boardings and alightings by location, as well as on identifying bus stops with 20 or more weekly boardings for consideration in the placement of passenger shelters. Since the data in Chapter 6 are detailed and quantitative, interested readers are referred to that chapter for more specific information on route ridership patterns.

Transit System Performance

The TDP also documents the performance of Shoreline Metro in Chapter 7. This chapter begins with a peer system analysis which compared transit performance measures for five similarly sized transit operations to Shoreline Metro. The other transit operations included in the analysis were: Wausau, Janesville and Beloit, Wisconsin; and Dubuque and Waterloo, Iowa. Efficiency measures examined in this peer system analysis included: passengers per revenue hour; passengers per revenue mile; cost per revenue hour; and cost per passenger trip. This analysis was conducted for 2016 and 2017 with data provided by the Federal Transit Administration's National Transit Database (NTD) Agency Profiles. Shoreline Metro had the fourth highest passenger per revenue hour ratio of the six peer transit operations in 2016, and had the third highest such ratio in 2017. Shoreline Metro had the fourth highest passenger per revenue mile ratio of the six peer transit operations in 2016 and in 2017. Shoreline Metro had the fifth highest cost per revenue hour of the six peer transit operations in both 2016 and 2017. Shoreline Metro had the fourth highest cost per passenger trip ratio of the six peer transit operations in 2016 and in 2017.

Chapter 7 also includes a cost allocation model used to evaluate the productivity of individual routes as well as to forecast the impacts of potential service changes evaluated in the alternatives analysis. In addition, Chapter 5 examines the productivity of regular and school routes for all periods of operation in 2018 (including Saturdays for all regular routes); efficiency measures examined in this route-level analysis included: passengers per hour; passengers per mile; and cost per passenger. Weekday and Saturday system performance are also evaluated in general terms in Chapter 7.

Goals, Objectives And Standards

Chapter 8 consists of the goals, objectives and standards developed for this TDP. These goals, objectives and standards were developed by the TDP Review Committee in November 2019, and were refined by the TDP Review Committee over portions of three meetings in December 2019 and January and February of 2020.

The following general goals were developed for the TDP and for Shoreline Metro:

GOAL 1: To assure that quality transit service continues to be available, financed through fares and through federal, state, local and non-governmental funding sources.

GOAL 2: To assure that the transit operation remains affordable to passengers and to participating local units of government.

GOAL 3: To maintain high ridership levels and to increase ridership above levels observed in the past decade as part of an effort to improve community support of the transit operation.

GOAL 4: To assure that transit operations remain efficient, sustainable, and safe, and to continually pursue improvements.

GOAL 5: To maintain and increase access to transit and transportation choices for all riders, particularly those most in need of transit services.

GOAL 6: To actively influence land use planning decisions regarding land use patterns in the transit service area and adjacent areas into which the transit service area could potentially expand, as well as the location of major transit trip generators, in order to assure that future land use development is compatible with transit service as part of the planning process.

GOAL 7: To consider expanded service where warranted, and to consider staffing adjustments in instances in which service expansions occur.

Several objectives were developed to support each goal. In addition, several standards were developed to support each objective. Interested readers are referred to Chapter 8 to examine the detailed objectives and standards which support each of the above goals.

Alternatives Analysis

Chapter 9 of the TDP outlines the alternatives analysis process used in the completion of this document. From April through July of 2020, the Bay-Lake Regional Planning Commission developed and analyzed four alternatives that were to be considered in the completion of the Sheboygan TDP.

This process developed policy assumptions for each alternative, and examined measures such as revenue miles, revenue hours, ridership, cost per passenger, cost per revenue mile, cost per revenue hour, passengers per revenue mile, passengers per revenue hour, farebox revenue per passenger and funding sources under each alternative. Each of the alternatives were examined as though they were implemented in the 2018 base year used in the completion of the TDP.

The alternatives examined in the TDP were as follows:

- **Alternative A: Continuation of Status Quo Fixed-Route Transit Service;**
- **Alternative B: Elimination of Transfers;**
- **Alternative C: Service Day from 5:00 a.m. to 8:00 p.m., and Having Routes Leave at the Top (:00) and Bottom (:30) of the Hour; and**
- **Alternative D: Demand Response Service During Weeknights and Saturdays.**

Other ideas that were not advanced as alternatives for consideration included: restoration of 30 minute service on Saturdays; service to outlying communities that currently do not receive service (such as the Town of Sheboygan); and restructuring or minor changes to existing routes. Sheboygan MPO staff with the Bay-Lake Regional Planning Commission are prepared to examine these and other service considerations for Shoreline Metro upon request of the transit operation in the future.

The Shoreline Metro TDP Review Committee selected a combination of Alternatives B and C as the "preferred" alternative at their July 2020 meeting. This discussion began at the June 2020, meeting, but the committee asked Shoreline Metro management to survey the ridership regarding the alternatives seriously being considered in this TDP. Alternative B was selected due to sanitary considerations, while Alternative C was selected due to the need to get passengers to employment that begins early in the morning, along with tremendous support for this alternative in the survey of the ridership. Committee members unanimously selected a combination of Alternatives B and C as the package of transit policies that should be implemented in the TDP; this does not preclude selection of other service parameters (such as features that increase service and implementation of

portions of Alternative D) in later years of the period covered by the TDP. In addition, there wa slight adjustment to Alternative C in that Saturday service would run from 7:00 a.m. to 5:00 p.m.

Recommended Plan

Chapter 10 of the TDP is the recommended plan. Highlights of the recommended plan are as follows:

Recommended Changes to General Service

Two systemic service changes are recommended. One of these involves shifting the service day so that it runs from 5:00 a.m. to 8:00 p.m. on weekdays and from 7:00 a.m. to 5:00 p.m. on Saturdays. The second change involves having buses on the main City of Sheboygan fixed routes leave at the top (:00) and at the bottom (:30) of the hour.

Changing service hours on weekdays would involve the following:

- Service hours would be from 5:00 a.m. to 8:00 p.m. Monday through Friday on numbered City of Sheboygan routes (3 North through 10 South). Service would be provided every half hour from 5:00 a.m. to 5:00 p.m., and would be provided hourly (with alternating North and South Shuttles) from 5:00 p.m. to 8:00 p.m. North and South Shuttles would also operate at the end of the service day at 8:00 p.m. on weekdays.
- Route 20 North would run at the following times on weekdays: 5:30 a.m., 6:30 a.m., 7:00 a.m., 11:00 a.m., and 7:00 p.m. Route 20 South would run at the following times on weekdays: 9:00 a.m., 1:00 p.m., 3:30 p.m., and 6:00 p.m. With the exception of the half hour Kohler Company Special run at 6:30 a.m., all other trips on Route 20 would be one hour in length.
- Route 40 would run every half hour from 12:15 p.m. to 8:15 p.m. on weekdays between mid-June and Labor Day weekend.

Changing service hours on Saturdays would involve the following:

- Service hours would be from 7:00 a.m. to 5:00 p.m. on Saturdays on numbered City of Sheboygan routes. Service would be provided once every hour (leaving at the bottom of the hour on the "north" routes, and leaving at the top of the hour on the "south" routes). Alternating North and South Shuttles would be provided throughout the service day on Saturdays. North and South Shuttles would also operate at the end of the service day at 5:00 p.m. on Saturdays.
- Route 20 North would run at the following times on Saturdays: 9:00 a.m., 12:00 noon, and 3:00 p.m. Route 20 South would run at the following times on Saturdays: 11:00 a.m. and 1:00 p.m. All of these trips would be one hour in length.
- Route 40 would run every half hour from 11:15 a.m. to 5:15 p.m. on Saturdays between mid-June and Labor Day weekend.

Buses for Routes 3, 5, 7 and 10 North and South would leave at the top (:00) and at the bottom (:30) of the hour, as opposed to leaving at 15 minutes and 45 minutes after the hour as they do now. Route 20 would leave at times similar to the times it leaves now (within the framework of the new service hours), but departure times would be adjusted so that they are consistent with the City of Sheboygan routes. Seasonal Route 40 will continue to leave at 15 and 45 minutes after the hour for two reasons (1) avoiding congestion with all other buses leaving at the top and bottom of the hour; and (2) Route 40 focuses on tourism, and does not involve many connections to other Shoreline Metro routes.

Recommended Route-Specific Service Changes

No route-specific service changes were recommended at this time. Shoreline Metro management believes that routes (which were adjusted not long ago) are operating satisfactorily, and opted against changes for the time being, especially given the situation with COVID-19. The route structure will be examined at a later date, and adjustments will be made if necessary.

Map 10.1 shows the current route structure, which continues to be recommended at this time.

As far as school tripper routes are concerned, each year, parents of children who will be students in the Sheboygan Area School District and who reside in the City of Sheboygan portion of the transit service area will be surveyed to plan for school tripper routes in the upcoming school year. Surveys will be sent out in April, and are due back at the end of the school year in early June. Shoreline Metro staff will plan the school tripper routes based on survey feedback in the remainder of June and throughout the month of July. A guide to the school tripper routes for the upcoming school year will be published in August.

Recommended Changes to ADA Paratransit Service

Shoreline Metro began operation of Metro Connection (previously known as Regional Transit Connection) at the beginning of 2007. Metro Connection provides ADA paratransit service for residents of the Shoreline Metro service area (Cities of Sheboygan and Sheboygan Falls and the Village of Kohler) residing with 0.75 miles of any Shoreline Metro route. Passengers need to go through a certification process in order to be eligible for this service. ADA paratransit service hours are the same as regular fixed-route service hours (5:00 a.m. to 8:00 p.m. on weekdays and 7:00 a.m. to 5:00 p.m. on Saturdays). For disabled persons deemed ineligible to utilize ADA paratransit service, buses on the fixed routes of Shoreline Metro are fully accessible.

The TDP recommends that Shoreline Metro continue to directly provide ADA paratransit service within its service area as well as elderly and disabled paratransit services throughout Sheboygan County.

Map 10.2 shows the recommended ADA paratransit service area for Shoreline Metro.

Financial Plan

A preliminary financial plan has been prepared which identifies projected operating costs and revenue sources. Operating costs for all transit services (including fixed-route service, ADA paratransit service and elderly and disabled paratransit service provided to Sheboygan County) were projected using the cost allocation model identified in Chapter 7 of the TDP (adjusted for increases in costs in future years) and the estimated operating characteristics of transit service from 2021 to 2025.

Costs have been projected for all transit and paratransit operations. All of these cost elements are shown in Table 1.1. The costs of all services (including fixed-route service, ADA paratransit service and elderly and disabled paratransit service provided to Sheboygan County) are assumed to increase at a rate of one percent per year between 2021 and 2025. Costs shown in Table 1.1 assumed that route changes for the fixed-route transit service will be implemented at the beginning of any given calendar year.

Projected revenues are also shown in Table 1.1. Combined Federal Section 5307 revenues and State Section 85.20 (general operating) revenues are assumed to be approximately 52.8 percent of WisDOT recognized base service level costs for all years covered by this TDP.

A portion of the City of Sheboygan's Community Development Block Grant (CDBG) entitlement

funding is assumed to be utilized for transit operations in every year covered by this TDP. This amount is assumed to be $42,493 each year, which is the same as it has been for several years.

Municipal funding of transit begins at a base level of $519,515 for the City of Sheboygan, $38,696 for the City of Sheboygan Falls, $13,366 for the Village of Kohler, and $90,000 for the Sheboygan Area School District in 2021. Municipal funding of transit is assumed to increase by 2.97 percent between 2021 and 2022, by 2.91 percent between 2022 and 2023, by 2.86 percent between 2023 and 2024, and by 2.81 percent between 2024 and 2025. Municipal funding of transit is expected to cover 15.89 percent of total expenses in 2021, 16.20 percent of total expenses in 2022, 16.50 percent of total expenses in 2023, 16.81 percent of total expenses in 2024, and 17.11 percent of total expenses in 2025.

Revenue which Sheboygan County directly provides for the Metro Connection (countywide paratransit service for the elderly and disabled) begins at a base level of $363,233 in 2021, an increase of 9.6 percent over the 2020 level of $331,421. This level is expected to remain flat over the period covered by this TDP.

Farebox revenues used to finance regular fixed-route transit service amount to $380,000 in 2021, then are expected to stay flat each year throughout the period covered by this TDP. Fixed-route farebox funding of transit covers 9.12 percent of total expenses in 2021, 9.03 percent of total expenses in 2022, 8.94 percent of total expenses in 2023, 8.86 percent of total expenses in 2024, and 8.77 percent of total expenses in 2025.

Farebox revenues from Metro Connection/paratransit passengers begin at a base level of $292,000 in 2021, then are expected to stay flat each year throughout the period covered by this TDP.

Other revenues (advertising services, recycled materials, damage fees, interest on investments, rental income, sale of equipment, insurance rebates, etc.) are expected to remain flat over the period covered by this TDP.

Table 1.1: Proposed Financial Plan

	Expenses					
Item	2020	2021	2022	2023	2024	2025
Total Transit and Paratransit Operations	**$3,902,191**	**$4,164,622**	**$4,206,268**	**$4,248,331**	**$4,290,814**	**$4,333,722**
	Revenues					
Source	2020	2021	2022	2023	2024	2025
Federal and State Funds	$2,197,921	$2,246,717	$2,268,715	$2,290,933	$2,313,374	$2,336,038
HUD CDBG Entitlement Funds	$42,493	$42,493	$42,493	$42,493	$42,493	$42,493
City of Sheboygan	$519,515	$519,515	$534,944	$550,528	$566,267	$582,164
City of Sheboygan Falls	$38,696	$38,696	$39,845	$41,006	$42,178	$43,362
Village of Kohler	$13,366	$13,366	$13,763	$14,164	$14,569	$14,978
Sheboygan Area School District	$90,000	$90,000	$92,673	$95,372	$98,099	$100,853
Sheboygan County (Paratransit)	$331,421	$363,233	$363,233	$363,233	$363,233	$363,233
Farebox - General Operating	$255,000	$380,000	$380,000	$380,000	$380,000	$380,000
Farebox - Metro Connection/Paratransit	$204,000	$292,000	$292,000	$292,000	$292,000	$292,000
Other Revenue	$187,376	$178,602	$178,602	$178,602	$178,602	$178,602
Total Revenues	**$3,879,788**	**$4,164,622**	**$4,206,268**	**$4,248,331**	**$4,290,814**	**$4,333,723**
Balance*	**($22,403)**	**$0**	**-$0**	**$0**	**$0**	**$0**

*The negative balance in 2020 is expected to be made up with special federal funding provided through the "Coronavirus Aid, Relief, and Economic Security" (CARES) Act.

Source: Shoreline Metro, 2020 (for 2020 and 2021 expenses and revenues); and Bay-Lake Regional Planning Commission, 2020.

Fare Policy

A fare policy has been recommended for Shoreline Metro to provide multi-year guidance to the staff, the Transit Commission and the Common Council for setting and changing fares. The fare policy has considered goals and objectives established for the TDP, where feasible. The fare policy also is cognizant of sentiment that fares should remain reasonable for passengers throughout the period covered by this TDP.

The recommended fares are indicated in Table 1.2, along with the existing 2020 fare structure. Full cash fares are recommended to increase from $1.75 in 2020 to $2.00 in 2021, then will remain at $2.00 throughout the period covered by this TDP. Adult and student tokens are recommended to be eliminated for three reasons: (1) simplification of the fare structure; (2) the majority of students (who attend Sheboygan Area School District schools) now ride free of charge; and (3) there will be a move toward more "contactless" payment systems post-COVID 19.

Sheboygan Area School District (SASD) students will ride free of charge with proper student identification; this is pursuant to an agreement between Shoreline Metro and the SASD that started in July 2018 in which the SASD pays Shoreline Metro an agreed amount in exchange for providing free rides for its students regardless of trip purpose or time of the day or year. However, student punch cards are recommended to continue to be offered at the cost of $13.00 for 20 trips for those students who are not enrolled in the SASD.

The monthly pass should remain at $48.00, and the day pass should continue to be offered for $3.00 throughout the period covered by this TDP; one incentive that is recommended is offering six day passes (an $18 value) for the price of five day passes ($15). Fares should continue to be established in five-cent increments so that providing correct change remains as convenient as possible.

Table 1.2 also indicates that children under the age of 5 should continue to ride free of charge with appropriate supervision. On the other hand, transfers are recommended to be eliminated for two reasons: (1) moving riders to day and monthly passes; and (2) again, there will be a move toward more "contactless" payment systems post-COVID 19, including a decrease in drivers accepting paper from passengers.

Shoreline Metro will maintain discounted fares for senior citizens (defined for Shoreline Metro as persons age 65 and older), individuals with disabilities and veterans at all times of operation, in accordance with federal law in the case of senior citizens and individuals with disabilities. The discounted fare for these passengers will be 50 percent of the full cash fare. The elderly, disabled and veteran half fare is recommended to be $1.00 over the period covered by this TDP. Elderly, disabled and veteran riders also have the option to purchase a half fare 20-ride pass for $10.00; this fare option should also be continued throughout the period covered by this TDP.

Other special fare categories include "group fares" and the Harbor Centre Express day pass. "Group fares" apply to groups of ten or more passengers traveling together and having the same origin and destination. The "group fare" will increase from 85 cents to $1.00 in 2021, then will remain at $1.00 over the period covered by this TDP. The Harbor Center Express day pass (good on Route 40 only, in season) will remain at $1.00 over the period covered by this TDP.

The ADA paratransit cash fare is recommended to decrease from $3.50 to $3.00 in 2021, then will remain at $3.00 throughout the period covered by this TDP. This is being done so that the ADA paratransit cash fare matches Sheboygan County's elderly and disabled transportation cash fare (which is expected to increase to $3.00 in 2021). Premium services will be provided at double the ADA regular fare ($6.00). Premium services include the following:

- Same Day Reservation – Customers will be able to call and schedule a trip on the same day.

Trips will only be permitted based on availability. Customers are still encouraged to make trip reservations in advance.

- Same Day Changes – Customers will be able to call and modify a trip on the same day the trip is to be provided.
- Second Bus – Customers that "no show" on their return trip home will be able to call and request a second bus to pick up the customer.

Table 1.2: Recommended Fare Structure

	Actual Fare	Recommended Fare				
Fare Category	2020	2021	2022	2023	2024	2025
Full Cash Fare	$1.75	$2.00	$2.00	$2.00	$2.00	$2.00
Adult Tokens - each*	$1.30	Eliminated	Eliminated	Eliminated	Eliminated	Eliminated
Student Tokens - each* (K - 12)	$1.10	Eliminated	Eliminated	Eliminated	Eliminated	Eliminated
Student Punch Cards (Good for 20 Rides)	$11.00	$13.00	$13.00	$13.00	$13.00	$13.00
Sheboygan Area School District (SASD) Students**	Free	Free	Free	Free	Free	Free
Elderly/Disabled/Veteran Half Fare***	$0.85	$1.00	$1.00	$1.00	$1.00	$1.00
Elderly/Disabled/Veteran Half Fare 20-Ride Punch Card***	$8.50	$10.00	$10.00	$10.00	$10.00	$10.00
Group Fares	$0.85	$1.00	$1.00	$1.00	$1.00	$1.00
Children Under Age 5 (with appropriate supervision)	Free	Free	Free	Free	Free	Free
Transfers (with fare payment)	Free	Eliminated	Eliminated	Eliminated	Eliminated	Eliminated
Day Pass****	$3.00	$3.00	$3.00	$3.00	$3.00	$3.00
Monthly Pass	$48.00	$48.00	$48.00	$48.00	$48.00	$48.00
Harbor Centre Express Day Pass	$1.00	$1.00	$1.00	$1.00	$1.00	$1.00
ADA Paratransit Cash Fare*****	$3.50	$3.00	$3.00	$3.00	$3.00	$3.00
*All tokens have been sold in packages of ten.						
**With proper student identification. Free rides are provided per an agreement between Shoreline Metro and the SASD, which pays a fixed amount for these rides each year.						
***With proper identification (Medicare card or Wisconsin driver license/identification card for elderly, Shoreline Metro identification card or ADA paratransit certification for disabled, and VA identification card or other evidence of status for veterans) as proof of eligibility. Half fare is valid on all days and at all times of service. "Elderly" is defined as age 65 and older.						
****A six-pack of day passes can also be purchased for $15.						
*****Premium services are also available, and are described in the narrative.						

Source: Shoreline Metro, 2020; and Bay-Lake Regional Planning Commission, 2020.

Capital Improvements

Table 1.3 lists capital projects for Shoreline Metro for the period covered by this TDP. Of these projects, four capital items are recommended for 2021, four capital items are recommended for 2022, one capital item is recommended for 2023, one capital item is recommended for 2024, and no capital items are recommended for 2025.

In most cases, the FTA would provide 80 percent of transit capital funds for each purchase, while the City of Sheboygan (or Sheboygan County in the case of county paratransit vehicles) would

provide the remaining 20 percent of funding for these capital purchases. For the project funded by the Volkswagen Diesel Emissions Environmental Mitigation Trust, 80 percent of funding will come from this source, with the 20 percent "local match" coming from a reduction in state shared revenues provided to the City of Sheboygan. For the two projects funded by special FTA Section 5307 funding (provided through the CARES Act), 100 percent of funding would come from this source.

Table 1.3: 2021 – 2025 Capital Improvements Program: Shoreline Metro

Project Description	Quantity	Funding Source	Total Cost	Year
Replacement of County Paratransit Vehicle	1	FTA Section 5310	$80,000	2021
Replacement of Paratransit Vehicle	1	FTA Section 5339	$80,000	2021
Transit Administrative and Maintenance Facility Improvements	1	FTA Section 5307/CARES Act	$200,000	2021
Replacement of Paratransit Vehicles	2	FTA Section 5307/CARES Act	$180,000	2021
Replacement of County Paratransit Vehicle	1	FTA Section 5310	$80,000	2022
Replacement of 35-Foot Fixed-Route Buses	5	CMAQ	$2,300,000	2022
Replacement of 35-Foot Fixed-Route Bus	1	FTA Section 5339	$460,000	2022
Replacement of 35-Foot Fixed-Route Buses*	6	Volkswagen Mitigation Settlement	$2,769,000	2022
Replacement of County Paratransit Vehicle	1	FTA Section 5310	$80,000	2023
Replacement of County Paratransit Vehicle	1	FTA Section 5310	$80,000	2024
*Up to six (6) vehicles will be obtained by Shoreline Metro. The award from the Wisconsin Department of Administration is for six (6) vehicles.				

Source: Shoreline Metro, 2020; and Bay-Lake Regional Planning Commission, 2020

Marketing Recommendations

Chapter 10 includes narrative describing various marketing recommendations for Shoreline Metro. These recommendations come from the Shoreline Metro Marketing Plan prepared by Brecon Hill Consulting. Recommendations from that plan in the following four categories were included in Chapter 10: (1) build adult ridership; (2) promote current fare pre-payment options and research potential changes that could be used to increase ridership; (3) create ongoing evaluation tools for Shoreline Metro and its marketing programs (including market research activities); and (4) research and structure potential partnership and sponsorship opportunities.

Monitoring Program

Chapter 10 includes narrative describing a monitoring program for Shoreline Metro. Fixed-route buses should be no more than five minutes behind schedule at least 95 percent of the time. In addition, fixed-route buses should never be ahead of schedule. For the paratransit operation, vehicles should be within 30 minutes of requested pickup times at least 95 percent of the time. Exceptions to these standards can be made under unusual circumstances.

Passenger ridership data should be collected on a continuous basis. Finally, boarding and alighting and passenger opinion surveys should be conducted on a biennial basis (boarding and alighting

surveys or similar analyses in odd-numbered years and passenger opinion surveys in even-numbered years) to gather more frequent data and perceptions concerning Shoreline Metro.

Land Use Planning Recommendations

Chapter 10 includes narrative describing land use planning recommendations concerning Shoreline Metro. The Sheboygan Transit Commission should have a greater role in land use decisions and should have an opportunity to comment as appropriate on land use proposals located within the transit service area. In addition, the Director of the Sheboygan Parking and Transit Utility should work with representatives of all communities in the transit service area on planning and development issues that impact transit. City of Sheboygan development codes should be reviewed to ensure appropriate incentives are provided to promote transit use. Several transit-friendly land use and design guidelines are incorporated into the land use planning recommendations narrative.

Other Recommendations – Mid-Course Review

A "mid-course review" of the TDP should be conducted in 2023. This will allow the TDP to be a more flexible document in terms of being open to potential opportunities that may present themselves before the next TDP is prepared. Such a "mid-course review" could include additional routing revisions to respond to land use and transportation changes in the transit service area or changed economic circumstances that warrant reexamination of the fare structure. Of course, the TDP can be amended at any time as changing conditions warrant.

Other Recommendations - Employment Transportation Study

For several years, there have been issues with employment transportation in Sheboygan County. Some of the issues are more temporal (shift changes occurring outside regular Shoreline Metro operation hours), while others are more spatial (getting employees from the Fond du Lac and Manitowoc-Two Rivers areas to employers in Sheboygan County, and getting Sheboygan area employees to employers in Plymouth). The Bay-Lake Regional Planning Commission will partner with the Sheboygan County Economic Development Corporation (EDC) and Shoreline Metro to study and make recommendations for employment transportation in 2021 and beyond. This study is not a formal part of this TDP, but has been included in the 2021 Sheboygan Metropolitan Planning Area Transportation Planning Work Program. The Sheboygan County EDC has also included these efforts in its 2021 work plan.

Implementation Strategy

The following is a recommended implementation strategy for elements in this TDP:

2020

- Elimination of transfers and adult and student tokens.
- Implementation of selling "six packs" of day passes for $15.
- Implement ADA premium services for double the cash fare.

2021

- Continue to apply for CDBG funding for transit operations.
- Adjust service hours to 5:00 a.m. to 8:00 p.m. on weekdays and 7:00 a.m. to 5:00 p.m. on Saturdays.
- Having all routes leave at either the top (:00) or at the bottom (:30) of the hour, with the exception of the seasonal Route 40.
- Increase the following fares (as shown in Table 10.2): full cash fare, student 20-ride punch cards,

elderly/disabled/veteran half fare, elderly/disabled/veteran half fare 20-ride punch cards, group fares.

- Decrease the ADA paratransit cash fare to match the county elderly and disabled transportation fare.
- Replacement of four paratransit vehicles (one for Sheboygan County funded by FTA Section 5310 and three for Shoreline Metro - one funded by FTA Section 5339 and two financed by special FTA Section 5307 funding from the CARES Act).
- Implement improvements at the transit administrative and maintenance facility (financed by special FTA Section 5310 funding from the CARES Act).
- Initiate implementation of marketing recommendations.
- Conduct boarding and alighting survey.
- Begin employment transportation study (may continue beyond 2021)

2022

- Continue to apply for CDBG funding for transit operations.
- Replacement of one (1) paratransit vehicle for Sheboygan County (funded by FTA Section 5310).
- Replacement of up to twelve (12) fixed-route buses (Five buses funded by the Congestion Mitigation and Air Quality program, one bus funded by FTA Section 5339, and up to six buses funded by the Volkswagen Mitigation Settlement).
- Continue to implement marketing recommendations.
- Conduct passenger opinion survey.

2023

- Continue to apply for CDBG funding for transit operations.
- Replacement of one (1) paratransit vehicle for Sheboygan County (funded by FTA Section 5310).
- Continue to implement marketing recommendations.
- Conduct "mid-course review" of the TDP.
- Conduct boarding and alighting survey.

2024

- Continue to apply for CDBG funding for transit operations.
- Replacement of one (1) paratransit vehicle for Sheboygan County (funded by FTA Section 5310).
- Continue to implement marketing recommendations.
- Conduct passenger opinion survey.
- Begin work on a TDP Update.

2025

- Continue to apply for CDBG funding for transit operations.
- Continue to implement marketing recommendations.
- Conduct boarding and alighting survey.
- Complete updated TDP.

Fare and service changes for 2021 through 2025 and financial items should be implemented by January 1 of the year in question. Other activities will be implemented at some point during the year in question at the discretion of the transit operator and/or the Bay-Lake Regional Planning Commission (for surveys and studies).

Chapter 2: Introduction

Study Purpose

The Bay-Lake Regional Planning Commission (BLRPC) completed a Transit Development Program (TDP) for Shoreline Metro for the period between 2021 and 2025. The area considered in this study consists of the Cities of Sheboygan and Sheboygan Falls and the Village of Kohler, located within the Sheboygan Urbanized Area in Wisconsin.

Public transit services have been provided for decades in Sheboygan. Similar to several other communities, the City of Sheboygan had to assume operation of the public transportation system when that system was no longer profitable for a private operator in the early 1970s. The City of Sheboygan has continued to operate Shoreline Metro as a service to the community and area.

With the increased scrutiny of transit funding at all levels of government and increased public demands for improved transit services, it is appropriate to develop a short-range plan for public transportation services in the community and area. This planning process permits careful consideration of factors expected to impact transit services (including the need for such services) over the next five years, as well as the development of a strategy to optimize the use of capital and operational funding to meet the needs of the service area. This plan involves careful consideration of the appropriate future direction for public transportation services in the Sheboygan area, as well as the appropriate manner in which such services should be provided.

Issues To Be Addressed

- Specific issues addressed in the TDP planning process included the following:
- What do passengers think of Shoreline Metro? (See Chapter 5).
- At what locations do passengers board the bus the most in the transit service area? (Chapter 6).
- What are the most productive and least productive routes and route segments of Shoreline Metro? (Chapters 6 and 7).
- How does Shoreline Metro compare to peer transit operations around the Midwest in terms of various performance measures? (Chapter 7).
- What goals, objectives and standards are appropriate for the future of Shoreline Metro? (Chapter 8).
- Are fixed-route transit operations the most appropriate strategy for the Sheboygan area, or should other operational strategies be pursued? (Chapter 9).
- What types of transit service (fixed-route, demand response, route deviation, or a combination of these) are appropriate for the many individual transit markets in the Sheboygan area? (Chapter 9).
- If fixed-route service is appropriate for the transit service area, then does fixed-route service need radical reform, or are minor modifications to routes adequate? (Chapter 9).
- What additions and deletions to transit service are appropriate? (Chapter 10).
- What is the short-term outlook for operating revenues from federal and state sources? (Chapter 10).
- Should communities in the service area be willing to assume an increased local funding responsibility for transit services? (Chapter 10).
- What appropriate fare policy should be implemented by Shoreline Metro? (Chapter 10).

- What capital projects should be pursued to achieve transit goals? (Chapter 10).
- How should Shoreline Metro market itself over the next five years? (Chapter 10).
- How can changing demographics and land use patterns best be accommodated by Shoreline Metro? (Chapter 10).
- What methods should Shoreline Metro utilize to internally monitor its performance? (Chapter 10).
- What land use policies should be established to facilitate public transportation service? (Chapter 10).
- How can transit be used to achieve mobility and land use goals? (Chapter 10).
- What is the appropriate implementation sequence for recommendations made in this plan? (Chapter 10).

Planning Process

The development of this Sheboygan TDP involved a substantial amount of research in the service area and the analysis of four alternative service configurations for the provision of transit service in the Sheboygan area. The Bay-Lake Regional Planning Commission and Shoreline Metro collected and analyzed data concerning current characteristics of the transit system and of the service area. Two separate data collection efforts were conducted to obtain: (1) the opinions of transit riders; and (2) a sense of route ridership patterns. Other items developed in the planning process included: a peer system analysis; a cost allocation model; analysis of productivity by route; and goals, objectives and standards for the TDP. All of this information was used to develop alternative service configurations which were analyzed in the process of developing a recommended plan for public transportation in the Sheboygan area. The "implementation strategy" section of the recommended plan establishes the direction for achieving key recommendations in this TDP.

The TDP Review Committee met on 13 occasions to review TDP elements from August 2018 to September 2020. This TDP is a joint effort of the Sheboygan Transit Commission, local citizens, the Bay-Lake Regional Planning Commission, the affected local governmental bodies, and the Wisconsin Department of Transportation.

Chapter 3: Transit System Overview

History Of Transit Service In The Area

Shoreline Metro was acquired in the early 1970s from a private operator. Similar to other privately owned and operated bus companies, the rising costs of maintaining a quality public service resulted in a significant profit loss. Despite the provision of subsidies in 1971, the privately owned Sheboygan Bus Lines continued to absorb increasing deficits. By the summer of 1972, the owners of the bus system filed an application to discontinue service in the Sheboygan area, a request that was granted by the Public Service Commission of Wisconsin. Continuation of the bus service was assured as the City of Sheboygan was given temporary authority to operate the service. A city referendum vote in April 1973 was supported by a 3 to 1 margin, allowing the city to acquire and operate a municipal bus transportation system. The results of the change in ownership provided not only immediate financial stability, but also the opportunity for evaluation and implementation of operating and service improvements. Items such as routing and level of service have generally been preserved in their underlying form, and provide the foundation of Shoreline Metro today.

Organization And Management

Shoreline Metro is one of many services provided by the City of Sheboygan. Shoreline Metro is a component of the Sheboygan Parking and Transit Utility, a semi-autonomous utility operated by the City of Sheboygan. The Director of Transit and Parking is directly responsible for the coordination and administration of the planning, development and operation of Shoreline Metro. Shoreline Metro's service is a fixed-route, fixed-schedule bus system. Demand response service for the disabled, or Americans with Disabilities Act (ADA) paratransit service, is provided by Shoreline Metro through its Metro Connection service.

The City of Sheboygan is organized under a Mayor/Council form of government. The Common Council is comprised of ten (10) members, one representing each district in the city. The mayor is popularly elected, and acts as chief elected officer of the city, presiding at all Common Council meetings. The Common Council is advised by several boards, commissions and committees. One of those commissions, the Sheboygan Transit Commission, develops goals and objectives, monitors ridership and revenue, engages in transit planning, and establishes policy for Shoreline Metro. The Sheboygan Transit Commission is composed of nine (9) members, including: the mayor, the Director of Planning and Development, the Police Chief, three alderpersons and three citizen members. The Director of Transit and Parking serves the commission in an ex-officio capacity and does not vote. Aldermanic and citizen appointments to the Sheboygan Transit Commission are made by the mayor and are confirmed by the Common Council.

Service Characteristics

Current regular fixed-route transit services provided in the Shoreline Metro service area are depicted in Map 3.1. As Map 3.1 indicates, routes converge in Sheboygan's central business district. The downtown serves as the main transfer point between routes, and schedules are designed so that transfers are easily accommodated. The transfer point is located in the central portion of the block bordered by North 9th Street, Center Avenue, North 8th Street and Pennsylvania Avenue.

Service is generally provided six days a week, Monday through Saturday. No transit service is offered on Sundays. It should also be noted that Shoreline Metro does not offer service on the following holidays: New Year's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving and Christmas. The following is a summary of the nature of transit service for each route:

Weekday Service

- For Routes 3 North, 5 North, 7 North and 10 North, the service day starts at 5:45 a.m. and runs until 8:15 p.m. Half-hour service is generally provided between 5:45 a.m. and 5:45 p.m., departing the downtown transfer point at 15 and 45 minutes past the hour, the only exception being between 3:45 p.m. and 4:45 p.m., where there is a 60 minute run at 3:45 p.m. and no 4:15 p.m. trip. Hourly service is provided in the evening after 5:45 p.m., leaving the downtown transfer point at 45 minutes past the hour.
- For Routes 3 South, 5 South, 7 South and 10 South, the service day starts at 5:45 a.m. and runs until 8:45 p.m. Half-hour service is provided between 5:45 a.m. and 5:15 p.m., departing the downtown transfer point at 15 and 45 minutes past the hour, the only exception being between 3:45 p.m. and 4:45 p.m., where there is a 60 minute run at 3:45 p.m. and no 4:15 p.m. trip. Hourly service is provided in the evening after 5:15 p.m. and leaves the downtown transfer point at 15 minutes past the hour.
- For Route 20 North, there are four one hour trips that leave at 5:45 a.m., 7:15 a.m., 11:15 a.m. and 5:45 p.m. In addition, a half hour Kohler Special run operates from 6:45 a.m. to 7:15 a.m.
- For Route 20 South, there are four one hour trips that leave at 9:15 a.m., 1:15 p.m., 3:45 p.m. and 7:45 p.m.
- For Route 40 (a seasonal route that operates from mid-June to the Saturday before Labor Day), service runs every half-hour from 12:00 noon to 8:00 p.m. Monday through Wednesday and from 12:00 noon to 9:00 p.m. on Thursdays and Fridays, departing the downtown transfer point on the hour and 30 minutes past the hour.
- Shuttle service runs from 5:15 a.m. to 5:45 a.m., from 2:45 p.m. to 4:45 p.m. (2:15 p.m. to 4:15 p.m. on Wednesdays), and from 8:45 p.m. to 9:15 p.m. Shuttle service also operates from 5:45 p.m. to 8:45 p.m. opposite north side or south side routes that operate within any given half hour.
- Two school tripper routes operate in the morning and two additional school tripper routes operate in the afternoon when school is in session.

Saturday Service

- For Routes 3 North, 5 North, 7 North and 10 North, the service day starts at 7:45 a.m. and runs until 5:15 p.m. Service is provided once each hour throughout the day and leaves the downtown transfer point at 45 minutes past the hour.
- For Routes 3 South, 5 South, 7 South and 10 South, the service day starts at 8:15 a.m. and runs until 5:45 p.m. Service is provided once each hour throughout the day and leaves the downtown transfer point at 15 minutes past the hour.
- For Route 20 North, there are three one hour trips that leave at 9:15 a.m., 12:15 p.m. and 3:15 p.m.
- For Route 20 South, there are two one hour trips that leave at 11:15 a.m. and 1:15 p.m.
- For Route 40, service runs every half-hour from 12:00 noon to 6:00 p.m., departing the downtown transfer point on the hour and 30 minutes past the hour.
- Shuttle service runs from 7:15 a.m. to 7:45 a.m. and from 5:45 p.m. to 6:15 p.m. Shuttle service also operates throughout the service day (7:45 a.m. to 5:45 p.m.) opposite north side or south side routes that operate within any given half hour.

Route Descriptions

The following is a description of the Shoreline Metro transit routes:

- Route 3 North serves the north central portion of the City of Sheboygan. Major trip generators

served by Route 3 North include the north side Piggly Wiggly supermarket, Plastics Engineering Company (PLENCO), Pigeon River/Etude and Cooper public elementary schools, the Sheboygan Leadership Academy charter school, St. Dominic's and St. Paul's parochial elementary schools, the Walgreen's pharmacy on Calumet Drive, the McDonald's restaurant on North Avenue, RCS, and Locate Staffing. Michigan Avenue is also served by Route 3 North from North 10th Street to North 13th Street (outbound and inbound) and from North 14th Street to North 13th Street (outbound only).

- Route 3 South serves the south central portion of the City of Sheboygan. Major trip generators served by Route 3 South include the South Pier District (on certain trips, including Blue Harbor Resort), Georgia Avenue Apartments, Bio Life plasma center, the University of Wisconsin Green Bay – Sheboygan Campus, Bookworm Gardens, Lutheran high school, Horace Mann public middle school, Old Wisconsin, James Madison and Sheridan public elementary schools, and Immanuel Lutheran School.
- Route 5 North serves the northeast portion of the City of Sheboygan. Major trip generators served by Route 5 North include Here We Grow Child Care Center, Urban public middle school, the north side Piggly Wiggly supermarket, Ridge Court apartments, North public high school, Aurora Sheboygan Memorial Medical Center, Vollrath Park, Grant public elementary school, Sheboygan County Christian elementary school, St. Elizabeth Ann Seton Catholic school, the Sheboygan County YMCA, Deland Park and Marina, and the Sheboygan Senior Activity Center. Eisner Avenue is also served between North 13th Street and North 10th Street.
- Route 5 South serves the south central portion of the City of Sheboygan. Major trip generators served by Route 5 South include the Shoreline Metro offices and garage, Rockline Industries, Heritage Square, Indian Meadows Mobile Home Park, Lakeshore Display, Wilson public elementary school, Bethlehem Lutheran School, and Christ Child Academy.
- Route 7 North serves the northwest portion of the City of Sheboygan. Major trip generators served by Route 7 North include the Mead Public Library, the Sheboygan Police Department, the Aurora Sheboygan Clinic, Pick and Save supermarket, St. Nicholas Hospital, Field of Dreams, Lakeshore Community Health Care clinic, St. Nicholas Apartments, Jefferson public elementary school, and Trinity Lutheran school. North Taylor Drive is also served between Superior Avenue and Main Avenue.
- Route 7 South serves the southeast portion of the City of Sheboygan. Major trip generators served by Route 7 South include Longfellow and Jackson public elementary schools, Farnsworth public middle school, South public high school, Sheboygan County Christian high school, the Boys' and Girls' Club, Lakeshore CAP, Country Village Apartments, and Lakeshore Display. Route 7 South also serves the Industrial Park during deviated service runs.
- Route 10 North serves the west central portion of the City of Sheboygan. Major trip generators served by Route 10 North include the Aurora Sheboygan Clinic, the Sheboygan County Job Center, Memorial Plaza (including the Marcus Cinema), Meijer superstore, Kohl's, Bed, Bath and Beyond, Taylor Heights Shopping Center (including Festival Foods), Tamarack Apartments, Wasserman Apartments, the Salvation Army Daycare, and the Sheboygan Leadership Academy charter school. Much of Erie Avenue is also served by Route 10 North.
- Route 10 South serves the southwest portion of the City of Sheboygan. Major trip generators served by Route 10 South include the City of Sheboygan Municipal Service Building, Wildwood Park, Aldi supermarket, Acuity Insurance, Nemak, the Sheboygan County Detention Center, the south side Walmart supercenter, the Goodwill store, Washington Square shopping center (including the south side Piggly Wiggly supermarket), and Sheridan public elementary school. Pennsylvania Avenue is also served between 15th and 9th Streets.

- Route 20 serves the City of Sheboygan Falls and the Village of Kohler, and connects those communities to the various City of Sheboygan routes operated by Shoreline Metro. Major trip generators served by Route 20 in the City of Sheboygan Falls include the Sheboygan County Aging and Disability Resource Center (ADRC), Forest Avenue Mobile Home Park, the Sheboygan Falls Piggly Wiggly supermarket, Sheboygan Falls City Hall, Sheboygan Falls public high school, and Rochester Park. Major trip generators served by Route 20 in the Village of Kohler include Woodlake Market, the Kohler Company, and Deer Trace Shopping Center (including Target). The one major trip generator served by Route 20 in the City of Sheboygan is the south side Walmart Supercenter. It should be noted that Route 20 North travels in a counterclockwise fashion, while Route 20 South travels in a clockwise fashion; both routes serve the same destinations. The Kohler Special run (6:45 a.m. to 7:15 a.m. on weekdays) has the Kohler Company as its only destination, but all other trips serve all of the above noted destinations.
- Route 40 is a seasonal route (mid-June through the Saturday before Labor Day) that operates in downtown Sheboygan, South Pier, the Riverfront and a portion of the Lakefront. Major trip generators served by Route 40 include South Pier (including Blue Harbor Resort and Harbor Pointe Mini Golf), the Riverfront, John Michael Kohler Arts Center, Deland Park and Marina, the beach adjacent to Broughton Drive, and various destinations in downtown Sheboygan off North 8th Street (including City Green). Michigan Avenue is also served between North 3rd Street and North 8th Street.
- Shuttle Routes operate on weekdays between 5:15 a.m. and 5:45 a.m., between 2:45 p.m. and 4:45 p.m. (between 2:15 p.m. and 4:15 p.m. on Wednesdays), between 8:45 p.m. and 9:15 p.m., and in the evening hours (after 5:45 p.m.) opposite the north side or south side routes that are operating in any given half hour. Shuttle routes also operate on Saturdays between 7:15 a.m. and 7:45 a.m., between 5:45 p.m. and 6:15 p.m., and all day opposite the north side or south side routes that are operating in any given half hour. Both North Shuttles and South Shuttles exist. North Shuttles operate at the beginning and end of the service day, and leave at 15 minutes after the hour at times when there is hourly service. South Shuttles operate at the beginning and end of the service day, and leave at 45 minutes after the hour at times when there is hourly service. Shuttle service only operates within the City of Sheboygan.
- School Tripper Routes operate on weekdays when school is in session. For the 2019 – 2020 school year, two school tripper routes operated in the morning (Routes 101 and 102), while two school tripper routes operated in the afternoon (Routes 201 and 202). Eight public elementary schools, three parochial or charter schools, and five daycare facilities are served by school tripper routes. It should be noted that a wider range of schools (including middle and high schools) is served by the regular fixed route structure. School tripper routes only operate within the City of Sheboygan. School tripper routes are open to the public, including non-students.

Vehicle Fleet

As illustrated in Table 3.1, Shoreline Metro operated a fleet of 22 transit coaches in 2019. In addition to the 22 transit coaches, Shoreline Metro had five service vehicles. Another ten vehicles are used by Shoreline Metro and its Metro Connection division for ADA paratransit in the transit service area and for transportation under Sheboygan County's Section 85.21 elderly and disabled transportation program; five of the vehicles were purchased by Sheboygan County, while five other vehicles were purchased by the City of Sheboygan but are titled to Sheboygan County.

Shoreline Metro rotates its vehicles on a daily basis.

Table 3.1: Shoreline Metro Bus Fleet, 2019

Make	Bus Number	Year	Seating Capacity
DuPont Trolley	TR2	1999	24
DuPont Trolley	TR3	1999	24
Gillig	201	2002	32
Gillig	202	2002	32
Gillig	321	2003	32
Gillig	322	2003	32
Gillig	323	2003	32
Gillig	324	2003	32
Gillig	325	2003	32
Gillig	326	2003	32
Gillig	506	2005	32
Gillig	507	2005	32
Gillig	1031	2010	32
Gillig	1032	2010	32
Gillig	1033	2010	32
Gillig	1034	2010	32
Gillig	1035	2010	32
Gillig	1911	2019	31
Gillig	1912	2019	31
Gillig	1913	2019	31
Gillig	1914	2019	31
Gillig	1915	2019	31

Source: Shoreline Metro, 2019; and Bay-Lake Regional Planning Commission, 2020.

Other Facilities

Shoreline Metro has an air conditioned (heated in winter and cooled in summer) transfer center that involves a significant portion of a city block in the central business district (across from city hall, and near the post office, some small businesses and several banks), and is well lit during evening hours, providing safe shelter for Shoreline Metro passengers. In addition to being a transfer point for all Shoreline Metro fixed routes, the transfer center is the location in the City of Sheboygan where passengers can access various intercity bus services, including Indian Trails, Jefferson Lines, Lamers Connect (on weekends), and the transportation service to and from Lakeshore Technical College's Cleveland Campus (which is operated by GO Riteway). Amenities at the transfer center include a vending machine selling Shoreline Metro fare media, Wi-Fi, a customer service office that is staffed during the daytime on weekdays, and bike racks. Transferring is made easier for passengers, as the individual routes have assigned bus stalls.

Other facilities maintained by Shoreline Metro include 28 passenger shelters at various bus stops with traditionally high ridership levels, 25 of which are owned by Shoreline Metro, with three others (Tamarack Apartments, Aurora Sheboygan Memorial Medical Center and Meijer) being privately owned. These shelters are located at main passenger loading intersections, as well as at the following locations: Geele Avenue near RCS; Georgia Avenue near Horace Mann Middle School; North 8th Street across from Lincoln Avenue; South Business Drive adjacent to the Indian Meadows Trailer Park; the Aurora Sheboygan Clinic off North 25th Street; Saemann Avenue near

Lakeshore Community Health Care Clinic; South 12th Street and Weeden Creek Road; Country Village Apartments; Tamarack Apartments (privately owned); Aurora Sheboygan Memorial Medical Center (privately owned); and near the south side Walmart Supercenter.

The transit office houses administrative staff, maintenance and storage. Due to the cold winter months in the Shoreline Metro service area, the storage for buses is indoors.

Fare Structure

The fare structure for Shoreline Metro as of 2019 and for the first several months of 2020 is indicated in Table 3.2. The fare structure mostly implemented what was recommended in the Sheboygan Transit Development Program (TDP): 2012 – 2016. There are five basic fare categories: Adult, Student (grades K – 12, generally ages 5 – 17), Seniors/Disabled/Veterans, Groups, and Children age 4 and under. A reduced summer fare for K-12 students (called the "freedom pass") was historically offered from June until August. However, in 2019, this fare medium is no longer offered. Instead, students attending a Sheboygan Area School District (SASD) school may ride at no charge year round with a proper school or district issued ID. Faculty and staff of SASD may also ride at no charge year round with proper school or district issued ID.

There are multiple payment options. First, fares may be paid in cash with exact change. Second, passes (the day pass and the monthly pass) are good for an unlimited number of rides during the day or calendar month in which they are issued. Finally, tokens and punch cards have been made available for the occasional rider at a cost below the standard cash fare; these fare media do not expire and therefore may be used at any time, but must be purchased in groups of ten. Most adults could purchase tokens, while students could purchase either tokens or punch cards, and senior, disabled and veteran riders may purchase half fare punch cards. Groups of 10 or more may ride for half fare when traveling together and having the same origin and destination (with some exclusions). Preschool age children who are properly supervised ride free. Transfers from one Shoreline Metro bus to another when making a single one-way trip are free.

Table 3.2: Shoreline Metro Fare Structure, 2019 & the First Several Months of 2020

Payment Type	Cost
Adults (18 - 64 years)	
Cash Fare	$1.75
Adult Tokens (10)	$13.00
Day Pass	$3.00
Monthly Pass	$48.00
Students (Grades K - 12, Generally Ages 5 - 17)	
Cash Fare	$1.75
Student Punch Card (Good for 10 Rides)	$11.00
Student Tokens (10)	$11.00
Students of SASD[1]	Free
Day Pass	$3.00
Monthly Pass	$48.00
Seniors (65 and older)/Disabled and Veterans (all ages)	
Cash Fare[2]	$0.85
Half Fare Punch Card (Good for 10 Rides)[2]	$8.50
Day Pass	$3.00
Monthly Pass	$48.00
Group Fares (Valid for Groups of 10 or More)[3]	$0.85
Children (5 years and under)[4]	Free
Transfers (With Fare Payment)	Free
ADA Paratransit Fare (Curb-to-Curb)	$3.50

[1]With a proper school or district issued ID. Faculty and staff of SASD may also ride at no charge with proper school or district issued ID.
[2]For seniors, a Medicare card must be presented to the driver to qualify for half fare. For the disabled, a Shoreline Metro disabled identification card must be presented to qualify for half fare. For veterans, proper identification may be required. Additional proof of identity may be required. Half fares for seniors, the disabled and veterans are valid during all hours in which Shoreline Metro operates.
[3]In the case of group fares, all individuals in the group must travel together and have the same origin and same destination to qualify for the reduced rate. Some exclusions may apply.
[4]Children 5 years and under must be properly supervised when riding Shoreline Metro buses.
Source: Shoreline Metro, 2019; and Bay-Lake Regional Planning Commission, 2019.

Fare media may be purchased at several sales outlets in the transit service area. In the City of Sheboygan, fare media may be purchased at the downtown transfer point (either from staff during business hours or from a vending machine at all times of operation), the Shoreline Metro office, both Piggly Wiggly supermarkets, the Pick and Save supermarket, and the Festival Foods supermarket. In the City of Sheboygan Falls, fare media may be purchased at the Sheboygan Falls Piggly Wiggly supermarket. In addition, day passes may be purchased from any Shoreline Metro driver, while student tokens may be purchased from any Shoreline Metro school tripper route driver.

Curb-to-curb Americans with Disabilities Act (ADA) paratransit service involved a cash fare of $3.50 a ride ($7.00 round trip). Punch cards (good for ten curb-to-curb ADA paratransit rides for $35.00) were available for purchase at the Shoreline Metro office or from the drivers. Shoreline Metro also proposed several premium forms of ADA paratransit service that would cost customers a fare of $7.00 a ride ($14.00 round trip); these premium services are likely to include (1) same day reservations/trips (when available); (2) requesting a second bus pickup after a "no show;" and (3) requesting additional assistance from drivers (including door-to-door service).

Systemwide Ridership And Revenue Mile Trends

Annual Revenue Passengers

Annual revenue passenger ridership data for the period between 2009 and 2018 are presented in Table 3.3 and Figure 3.1.

Overall total ridership ranged between 500,000 and 640,000 trips between 2009 and 2018. Total ridership (fixed-route and paratransit combined trips) peaked in 2018 at 634,372 trips. Total ridership reached its low point of 505,039 in 2010, decreasing by over 3.4 percent from 2009 to 2010. Total ridership increased in 2011, decreased slightly in 2012, increased in 2013 and 2014, and then decreased slightly between 2014 and 2015. Total ridership also decreased from 2015 to 2016. Both fixed route and paratransit trips increased from 2016 to 2017, resulting in a nearly 0.6 percent increase in total ridership (565,315 trips). Ridership increased by over 12.2 percent from 2017 to 2018, largely due to a contract between Shoreline Metro and the Sheboygan Area School District (SASD) that allowed SASD students and employees to ride free of charge.

Overall fixed-route ridership ranged between 440,000 and 600,000 between 2009 and 2018. In this period, fixed-route ridership peaked in 2018 at 599,714 trips and hit the lowest point in 2010 (440,780 trips). Fixed-route ridership decreased by about 3.6 percent between 2009 and 2010, largely due to the lingering effects of the recession. Fixed-route ridership increased by nearly 6.3 percent between 2010 and 2011, partially due to increased fare options, including the new $3 day pass. Fixed-route ridership increased by nearly 1.5 percent between 2011 and 2012; while there was elimination of one hour of transit service each weeknight coupled with consolidation of two routes on the northeast side of the City of Sheboygan, many other routes were improved around the city, and this, along with the popularity of the day pass and improvement in the economy, led to some increased ridership. Fixed-route ridership increased by about 9.6 percent between 2012 and 2013; this was due to many of the factors that caused the ridership increase from 2011 to 2012. Fixed-route ridership increased by over 3.4 percent between 2013 and 2014. Fixed-route ridership decreased by 0.2 percent between 2014 and 2015, and decreased by another 1.9 percent between 2015 and 2016. Fixed route ridership increased by nearly 0.4 percent between 2016 and 2017. Fixed-route ridership increased by over 13.2 percent between 2017 and 2018, again largely due to a contract between Shoreline Metro and the SASD that allowed students and employees to ride free of charge.

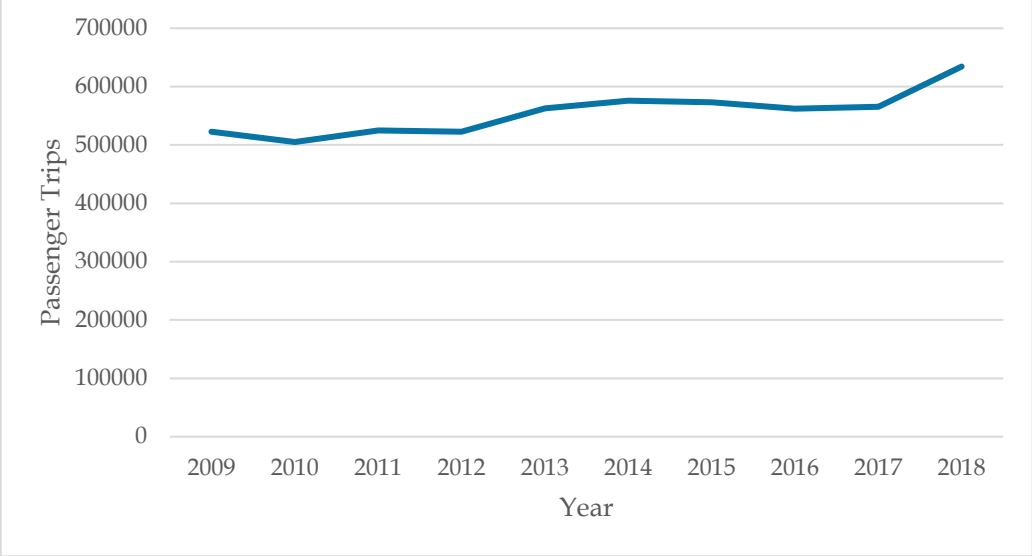
Paratransit ridership peaked in 2009 at 65,708 trips. Paratransit ridership has decreased in all subsequent years, except for 2017. Paratransit ridership was between 60,000 and 70,000 in 2009 and 2010, and was between 50,000 and 60,000 in 2011. Paratransit ridership was between 40,000 and 50,000 in 2012 and 2013. Paratransit ridership has been between 30,000 and 40,000 in more recent years (2014 through 2018). Paratransit ridership in 2018 (34,658) was just over half of what it was at its peak in 2009 (65,708). Notably, paratransit ridership increased slightly from 2016 to 2017, marking the first increase since consistent decline dating back to 2009. There were two factors that led to this long-term decline. First, the emergence of managed care organizations (MCOs, such as Family Care) led to greater management of paratransit trips, which led to ridership decreases. Second, in regard to the ADA component of paratransit, the acquisition of lift equipped fixed-route buses generally led to a decreased number of ADA paratransit trips because disabled riders who were unable to utilize fixed-route service previously could now use that service provided that they were able to reach a bus stop. It should be noted that both ADA paratransit and Sheboygan County elderly and disabled paratransit trips were combined in this discussion of paratransit ridership, as Shoreline Metro staff was unable to break out ridership data on these two forms of paratransit that they offer.

Table 3.3: Annual Revenue Passenger Trips

Year	Fixed Route Trips	Paratransit Trips[1]	Total Passenger Trips
2009	457,183	65,708	522,891
2010	440,780	64,259	505,039
2011	468,361	56,737	525,098
2012	475,173	47,565	522,738
2013	520,860	41,892	562,752
2014	538,802	37,062	575,864
2015	537,765	35,492	573,257
2016	527,775	34,317	562,092
2017	529,726	35,589	565,315
2018	599,714	34,658	634,372

[1]Includes both ADA paratransit and Sheboygan County elderly and disabled paratransit trips.
Source: Shoreline Metro (for all years listed); and Bay-Lake Regional Planning Commission, 2020.

Figure 3.1: Annual Revenue Passenger Trips



Source: Shoreline Metro (for all years listed); and Bay-Lake Regional Planning Commission, 2019.

Annual Revenue Miles

Annual fixed-route revenue mileage data for the period between 2009 and 2018 are presented in Table 3.4 and Figure 3.2.

Fixed-route revenue miles increased by 2.5 percent between 2009 and 2010, by 1.1 percent between 2010 and 2011, by 0.5 percent between 2011 and 2012, by 2.2 percent between 2012 and 2013, and by 2.8 percent between 2013 and 2014. Between 2011 and 2012, there was elimination of one hour of transit service each weeknight coupled with consolidation of two routes on the northeast side of the City of Sheboygan; however, many other routes were improved around the city. Fixed-route revenue miles decreased by nearly 0.4 percent between 2014 and 2015. Fixed-route revenue miles decreased by nearly 3.7 percent between 2015 and 2016; this was largely due to the elimination of Route 30 (the former Industrial Park Route) and modifications to several other routes that took effect in mid-2016. Fixed-route revenue miles decreased by 5.9 percent from 2016 to 2017, in large part due to route consolidation and elimination of the morning and afternoon school tripper routes.

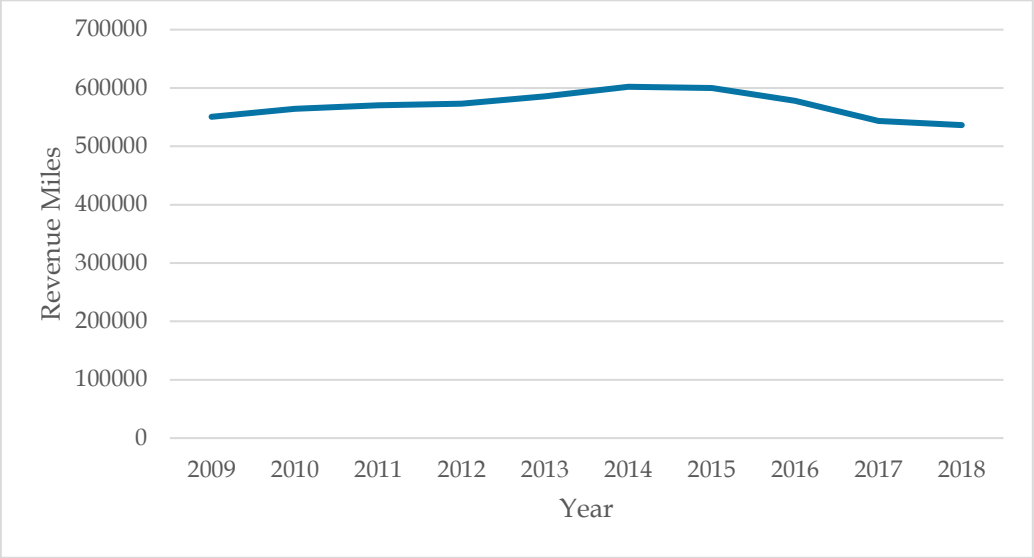
Fixed-route revenue miles decreased by over 1.3 percent between 2017 and 2018.

Table 3.4: Annual Fixed-Route Revenue Miles

Year	Revenue Miles
2009	550,532
2010	564,242
2011	570,415
2012	573,236
2013	585,749
2014	602,100
2015	599,904
2016	577,826
2017	543,561
2018	536,426

Source: Shoreline Metro (for all years listed); and Bay-Lake Regional Planning Commission, 2020.

Figure 3.2: Annual Fixed-Route Revenue Miles



Source: Shoreline Metro (for all years listed); and Bay-Lake Regional Planning Commission, 2019.

Monthly Fixed-Route Ridership: 2017 – 2018

The monthly fixed-route ridership pattern is illustrated in Figure 3.3.

In 2017, the highest ridership months were May, October and November, while the lowest ridership months were July and August. The months of March and September were other above average ridership months. The months of January, February, April and June were other below average ridership months. December was the month closest to the monthly average ridership for 2017.

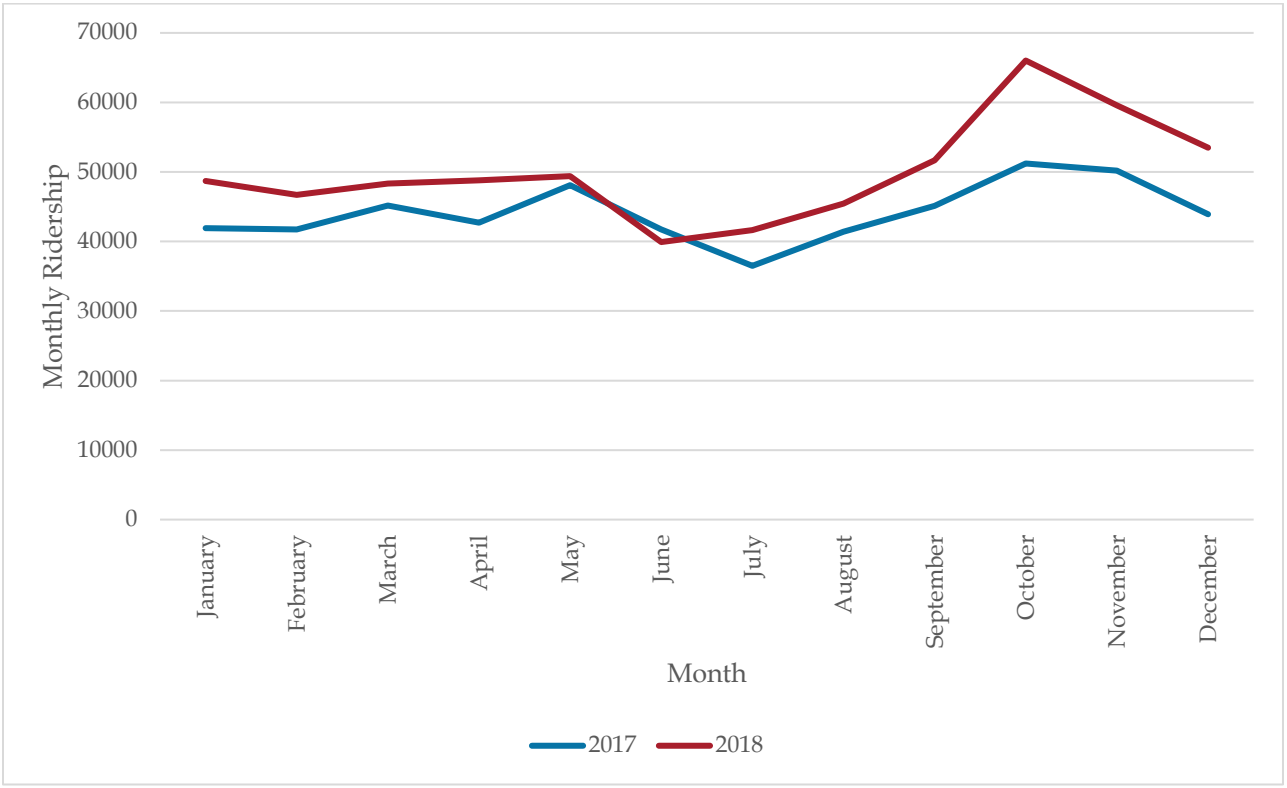
In 2018, the highest ridership months were October and November, while the lowest ridership months were June and July. The months of September and December were other above average ridership months. The months of January, February, March, April and August were other below average ridership months. May was the month closest to the monthly average ridership for 2018.

The highest ridership levels tend to occur in spring and fall months, while the lowest ridership levels occurred during summer months. Figure 3.3 also implies that persons traveling to and from school constitute a significant portion of the total ridership, a fact confirmed in numerous ridership

opinion surveys conducted in recent years (see Chapter Five: Ridership Opinion for more detail).

Figure 3.3 indicates that with the exception of the month of June, ridership grew in 2018 in comparison to the same month in 2017; this was especially the case in the second half of the year, because the contract between Shoreline Metro and the SASD took effect in July of 2018. Provision of "free" rides to SASD students and employees greatly increased ridership in the second half of 2018, especially once the 2018 – 2019 school year started in September.

Figure 3.3: Fixed-Route Monthly Ridership, 2017 – 2018



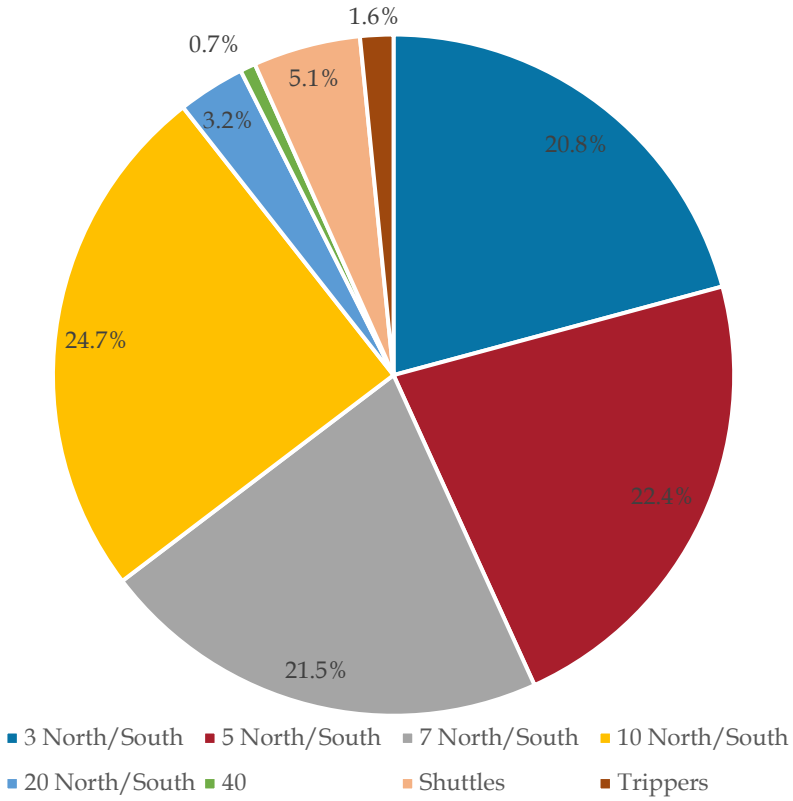
Source: Shoreline Metro, 2017 and 2018; and Bay-Lake Regional Planning Commission, 2019.

Fixed-Route Ridership by Route: 2018

Fixed-route ridership by route for 2018 is presented in Figure 3.4. Unfortunately, regular data collection mechanisms are unable to discern between the north and south route components of Routes 3, 5, 7, 10 and 20; Chapter 6 examines fixed-route ridership by route at this greater level of detail. The most commonly used route pair in 2018 was Routes 10 North and South, with 24.7 percent of riders using these routes. This was followed by Routes 5 North and South, with 22.4 percent of riders using these routes. Other commonly used route pairs included Routes 7 North and South (21.5 percent of all ridership), and Routes 3 North and South (20.8 percent of all ridership). Routes which exhibited low ridership levels included: the North and South Shuttles (5.1 percent of all ridership); Route 20 (the Kohler-Sheboygan Falls Route, 3.2 percent of all ridership); the four school tripper routes (1.6 percent of all ridership); and Route 40 (0.7 percent of all ridership). Rides that were not coded to an existing route involved less than 0.1 percent of all ridership.

It should also be noted that Route 40 is a seasonal route that runs from mid-June to right before Labor Day; and is primarily designed for tourists, and therefore, exhibited relatively low ridership in 2018.

Figure 3.4: Fixed-Route Ridership by Route, 2018

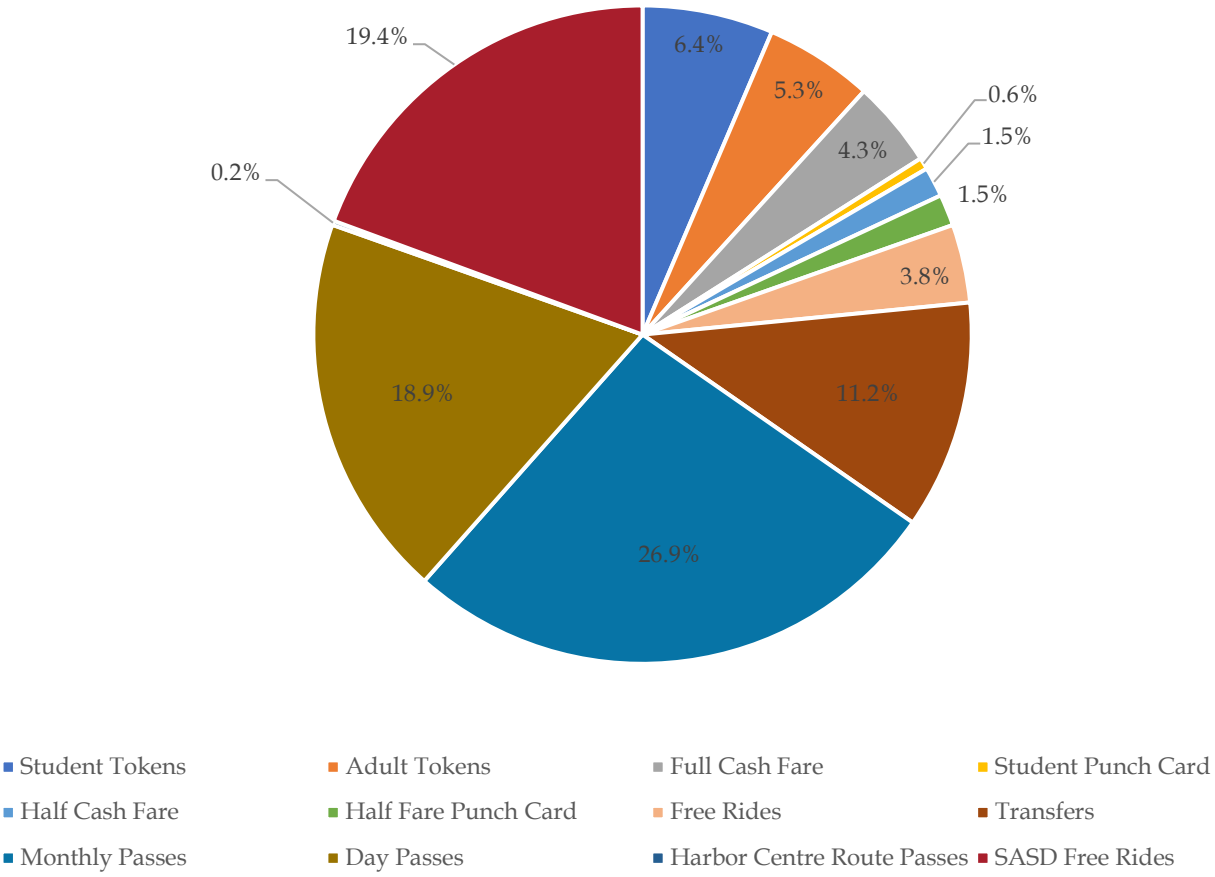


Source: Shoreline Metro, 2018; and Bay-Lake Regional Planning Commission, 2019.

Fixed-Route Ridership by Fare Category: 2018

Shoreline Metro maintains records of fixed-route ridership by fare category. Fixed-route ridership by fare category for 2018 is indicated in Figure 3.5. The most popular payment method among Shoreline Metro fixed-route riders is the monthly pass, which accounted for 26.9 percent of all rides given by the transit operation in 2018. Other popular payment methods among Shoreline Metro fixed-route riders included Sheboygan Area School District (SASD) free rides (19.4 percent of riders, used in the second half of 2018), and day passes (18.9 percent of riders). Only 4.3 percent of all fixed-route riders paid full cash fare for rides in 2018, indicative of a certain thriftiness among the Shoreline Metro ridership. Less common fare payments were: student tokens (used by 6.4 percent of the fixed-route ridership, and mostly in early 2018); adult tokens (used by 5.3 percent of the fixed-route ridership); the elderly and disabled half cash fare (used by 1.5 percent of the fixed-route ridership); the elderly and disabled half fare punch card (used by 1.5 percent of the fixed-route ridership); the student punch card (used by 0.6 percent of the fixed-route ridership, and mostly in early 2018); and the Harbor Centre $1 Day Pass (used by 0.2 percent of the fixed-route ridership). Student summer "freedom passes" were not offered in 2018. Non-payment documentation of fixed-route ridership included: transfers (11.2 percent of ridership); and free rides (3.8 percent of all rides in 2018).

Figure 3.5: Fixed-Route Ridership by Fare Category, 2018

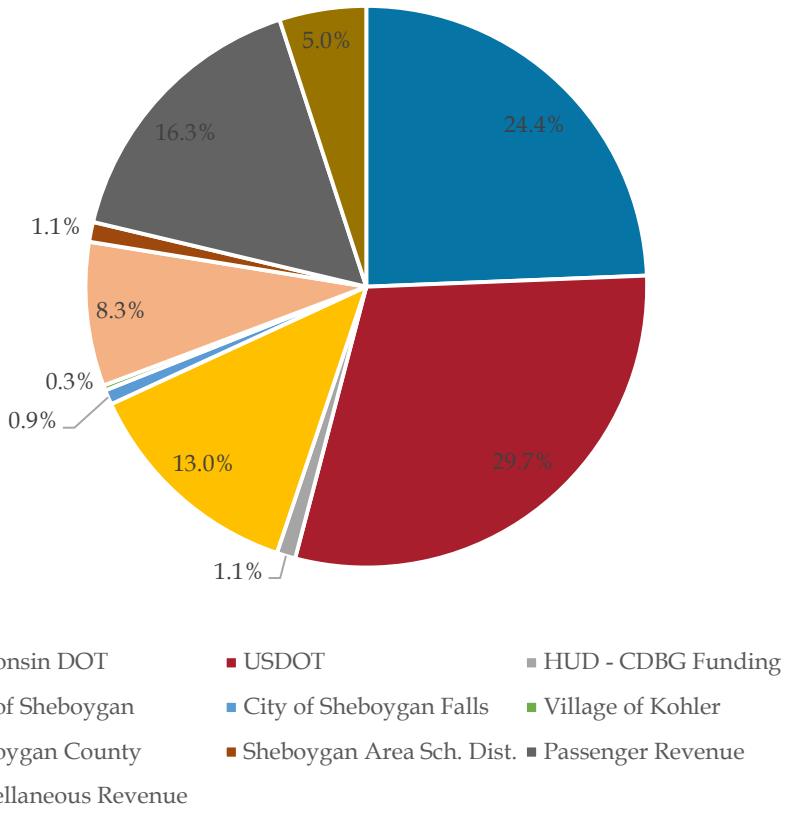


Source: Shoreline Metro, 2018; and Bay-Lake Regional Planning Commission, 2019.

Funding Sources: 2015 - 2018

The funding sources for Shoreline Metro in 2018 are indicated in Figure 3.6. In 2018, the largest contributor to the transit operation was the U.S. Department of Transportation (USDOT), which contributed $1,170,891, or about 29.7 percent of the transit budget. The second largest contributor to the transit budget was the Wisconsin Department of Transportation (WisDOT), which contributed $960,399, or about 24.4 percent of the transit budget. Other significant contributors to the transit budget included: the ridership through fares ($642,283, or about 16.3 percent of the transit budget); the City of Sheboygan ($511,547, or about 13.0 percent of the transit budget); Sheboygan County ($326,474 through the county's Section 85.21 grant and local match, or about 8.3 percent of the transit budget); and miscellaneous revenues ($197,018, or about 5.0 percent of the transit budget). Less significant (but nonetheless important) contributors to the transit budget include: the Sheboygan Area School District (which started providing funding for a "free fare" program for its students and employees in the second half of 2018, $45,000, or about 1.1 percent of the transit budget); Community Development Block Grant (CDBG) funding from the U.S. Department of Housing and Urban Development ($42,493, or about 1.1 percent of the transit budget); the City of Sheboygan Falls ($33,503, or about 0.9 percent of the transit budget); and the Village of Kohler ($11,572, or about 0.3 percent of the transit budget).

Figure 3.6: Funding Sources for Shoreline Metro, 2018



Source: Shoreline Metro, 2018; and Bay-Lake Regional Planning Commission, 2019.

Table 3.5 indicates funding sources for Shoreline Metro over the four year period between 2015 and 2018. Table 3.5 indicates that in absolute dollar terms, state financial participation in Shoreline Metro increased by about 6.2 percent between 2015 and 2016, decreased by about 10.1 percent between 2016 and 2017, and increased by nearly 7.5 percent between 2017 and 2018. State participation in Shoreline Metro in percentage terms increased between 2015 and 2016, decreased between 2016 and 2017, and increased between 2017 and 2018.

Table 3.5 also indicates that in absolute dollar terms, Federal (FTA Section 5307) financial participation in Shoreline Metro decreased by about 1.9 percent between 2015 and 2016, decreased by about 1.4 percent between 2016 and 2017, and decreased by nearly 3.0 percent between 2017 and 2018. Federal participation in Shoreline Metro in percentage terms decreased each year between 2015 and 2018.

Table 3.5 shows that in absolute dollar terms, CDBG funding from the U.S. Department of Housing and Urban Development stayed the same over the period from 2015 through 2018. CDBG funding in percentage terms stayed about the same between 2015 and 2018.

Table 3.5 also shows that in absolute dollar terms, City of Sheboygan financial participation in Shoreline Metro stayed the same over the period from 2015 through 2018. City of Sheboygan financial participation in Shoreline Metro in percentage terms decreased slightly between 2015 and 2016, increased slightly between 2016 and 2017, and increased between 2017 and 2018.

Table 3.5 indicates that in absolute dollar terms, City of Sheboygan Falls financial participation in Shoreline Metro increased by about 5.0 percent between 2015 and 2016, decreased by nearly 4.8 percent between 2016 and 2017, and stayed the same between 2017 and 2018. City of Sheboygan

Falls financial participation in Shoreline Metro in percentage terms increased slightly between 2 and 2016, decreased slightly between 2016 and 2017, and increased slightly between 2017 and 2018.

Table 3.5 also indicates that in absolute dollar terms, Village of Kohler financial participation in Shoreline Metro increased by about 5.0 percent between 2015 and 2016, decreased by nearly 4.8 percent between 2016 and 2017, and stayed the same between 2017 and 2018. Village of Kohler financial participation in Shoreline Metro in percentage terms stayed about the same each year between 2015 and 2018.

In addition, Table 3.5 indicates that in absolute dollar terms, Sheboygan County's financial participation in Shoreline Metro increased by nearly 3.6 percent between 2015 and 2016, decreased by about 0.9 percent between 2016 and 2017, and increased by nearly 2.8 percent between 2017 and 2018. Sheboygan County's financial participation in Shoreline Metro in percentage terms increased between 2015 and 2016, remained stable between 2016 and 2017, and increased between 2017 and 2018. Sheboygan County's financial participation in Shoreline Metro is dependent on a state Section 85.21 grant, which includes required local matching funds.

Table 3.5 shows that in 2018, Shoreline Metro started receiving funding from the Sheboygan Area School District (SASD) to transport its students and interested employees fare free. The $45,000 received in 2018 represents half a year of funding, as this program began in early July. This program is anticipated to continue into the future.

Table 3.5 shows that in absolute dollar terms, passenger revenue decreased by nearly 4.3 percent between 2015 and 2016, increased by over 5.8 percent between 2016 and 2017, and decreased by 13.2 percent between 2017 and 2018. In percentage terms, passenger revenue decreased between 2015 and 2016, increased between 2016 and 2017, and decreased between 2017 and 2018.

Finally, Table 3.5 shows that in absolute dollar terms, miscellaneous revenue (insurance recoveries, advertising revenue, etc.) increased by about 11.1 percent between 2015 and 2016, increased by about 32.4 percent between 2016 and 2017, and decreased by about 16.4 percent between 2017 and 2018. In percentage terms, miscellaneous revenue increased between 2015 and 2016, increased again between 2016 and 2017, and decreased between 2017 and 2018.

Table 3.5: Funding Sources for Shoreline Metro, 2015 – 2018

	2015		2016		2017		2018	
Funding Source	Amount	Percentage	Amount	Percentage	Amount	Percentage	Amount	Percentage
Wisconsin DOT	$936,055	23.5%	$994,311	24.8%	$893,775	22.4%	$960,399	24.4%
USDOT	$1,247,519	31.3%	$1,223,238	30.5%	$1,206,561	30.2%	$1,170,891	29.7%
HUD - CDBG Funding	$42,493	1.1%	$42,493	1.1%	$42,493	1.1%	$42,493	1.1%
City of Sheboygan	$511,547	12.8%	$511,547	12.7%	$511,547	12.8%	$511,547	13.0%
City of Sheboygan Falls	$33,503	0.8%	$35,178	0.9%	$33,503	0.8%	$33,503	0.9%
Village of Kohler	$11,572	0.3%	$12,151	0.3%	$11,572	0.3%	$11,572	0.3%
Sheboygan County	$309,461	7.8%	$320,500	8.0%	$317,646	8.0%	$326,474	8.3%
Sheboygan Area School Dist.	$0	0.0%	$0	0.0%	$0	0.0%	$45,000	1.1%
Passenger Revenue	$730,625	18.3%	$699,253	17.4%	$740,110	18.5%	$642,283	16.3%
Miscellaneous Revenue	$160,219	4.0%	$178,006	4.4%	$235,642	5.9%	$197,018	5.0%
TOTAL	**$3,982,994**	**100.0%**	**$4,016,676**	**100.0%**	**$3,992,849**	**100.0%**	**$3,941,180**	**100.0%**

Source: Shoreline Metro (for all years listed); and Bay-Lake Regional Planning Commission, 2020.

Expense Breakdown: 2015 – 2018

Operating expense budgets for Shoreline Metro from 2015 to 2018 are depicted in Table 3.6. The overall budget increased by nearly 2.9 percent from 2015 to 2016, increased by nearly 0.9 percent between 2016 and 2017, and decreased by over 3.7 percent between 2017 and 2018. Administrative expenses increased by nearly 32.8 percent from 2015 to 2016, decreased by nearly 0.8 percent between 2016 and 2017, and decreased by 8.7 percent between 2017 and 2018. Maintenance expenses decreased by over 2.5 percent from 2015 to 2016, increased by about 9.4 percent from 2016 to 2017, and decreased by nearly 3.1 percent from 2017 to 2018. Bus operations expenses (including paratransit) decreased by nearly 4.8 percent from 2015 to 2016, decreased by about 3.1 percent between 2016 and 2017, and decreased by nearly 1.7 percent between 2017 and 2018.

In 2015, 52.3 cents of every transit dollar was allocated to bus operations (including paratransit), while 29.0 cents of every transit dollar was allocated to bus and facilities maintenance, and 18.7 cents of every transit dollar was spent on administrative activities. In 2018, 47.5 cents of every transit dollar was allocated to bus operations, while 30.0 cents of every transit dollar was allocated to bus and facilities maintenance, and 22.5 cents of every transit dollar was spent on administrative activities.

Table 3.6: Shoreline Metro Expense Breakdown, 2015 – 2018

Expenses	2015	2016	2017	2018
ADMINISTRATION				
Salaries and Benefits	$444,354	$565,744	$635,659	$566,776
Personal Services	$70,654	$88,172	$93,901	$123,052
Commodities	$188,949	$280,831	$197,944	$156,991
Subtotal	$703,957	$934,747	$927,504	$846,819
MAINTENANCE				
Salaries and Benefits	$500,960	$503,322	$497,102	$471,293
Personal Services	$115,315	$22,597	$96,130	$86,613
Commodities	$475,925	$538,490	$570,829	$570,647
Subtotal	$1,092,200	$1,064,408	$1,164,062	$1,128,553
BUS OPERATIONS (INCLUDING PARATRANSIT)				
Salaries and Benefits	$1,969,682	$1,875,243	$1,817,071	$1,786,881
Personal Services	$0	$0	$0	$0
Commodities	$0	$0	$0	$0
Subtotal	$1,969,682	$1,875,243	$1,817,071	$1,786,881
TOTAL	$3,765,839	$3,874,398	$3,908,636	$3,762,253

Source: Shoreline Metro (for all years listed); and Bay-Lake Regional Planning Commission, 2020.

Other Area Transit/Paratransit Providers

In addition to Shoreline Metro, transportation services in the transit service area are provided by several other sources.

Indian Trails Bus Lines provides intercity bus service between Sheboygan and other cities in the region, with transfer connections in Green Bay and Milwaukee. Passengers can travel to Appleton and to various destinations in central Wisconsin (via Lamers Bus Lines) and to the Upper Peninsula of Michigan (via Indian Trails) from Green Bay. Passengers can travel to various destinations throughout Wisconsin, the Midwest and the United States from Milwaukee using various bus lines as well as Amtrak. The negative aspects of the Indian Trails bus service are that it is infrequent (one trip north and one trip south each day), and one of these trips leaves at a time of the day when transit service does not operate (6:35 a.m. southbound and 9:15 p.m. northbound). The Indian Trails stop in Sheboygan is at Shoreline Metro's downtown transfer point.

Jefferson Lines also operates intercity bus service between Milwaukee and Green Bay. Southbound service (to Milwaukee) leaves at 6:15 p.m. Northbound service (to Green Bay) leaves at 9:50 a.m. The same connections that are available through Indian Trails are available through Jefferson Lines in Green Bay and in Milwaukee. In addition, Jefferson Lines offers service along the State Highway 29 and Interstate Highway 94 corridors from Green Bay to Wausau, Eau Claire and Minneapolis-St. Paul. The Jefferson Lines stop in Sheboygan is also at Shoreline Metro's downtown transfer point.

Lamers Bus Lines offers a "Lamers Connect" service that specializes in transporting college students between their campuses and major communities across Wisconsin. The "Lamers Connect" route that serves Sheboygan connects Green Bay and Milwaukee, and only provides service on weekends (Fridays and Sundays), as well as a limited number of other weekdays that involve

longer holiday weekends. Destinations in Green Bay that are served by "Lamers Connect" inclu UW Green Bay (excluding the summer months) and the Green Bay Metro transfer point (which also serves as a stop for Indian Trails and Jefferson in Green Bay). Destinations in Milwaukee that are served by "Lamers Connect" include UW Milwaukee, the Milwaukee Intermodal Station (including Amtrak), and General Mitchell International Airport. Southbound service leaves at 10:45 a.m., while northbound service leaves at 4:20 p.m. The "Lamers Connect" stop is also at Shoreline Metro's downtown transfer point.

Lakeshore Technical College (LTC) Express is a transportation service for LTC students operated by GO Riteway. The service operates on weekdays when LTC classes are in session. The LTC Express picks passengers up at LTC's Lakeshore Culinary Institute at 7:15 a.m. and 12:30 p.m. and at the Shoreline Metro transfer point at 7:25 p.m. and 12:35 p.m., then travels to LTC's main campus in Cleveland. The LTC Express returns students from the main campus to Sheboygan at 12:05 p.m., 1:05 p.m., and 4:40 p.m. The cost for a one-way ride is $2, with ten-ride passes also available for a discounted rate of $18. A semester pass is also available for $225, and the pass is eligible for financial aid.

In addition to the above noted services, the following transportation options are available to residents of the transit service area; these services are presumed to be wheelchair accessible unless otherwise noted:

- Sheboygan County Health and Human Services Department Elderly and Disabled Transportation is a cooperative service of Sheboygan County and Shoreline Metro, which operates on weekdays from 7:30 a.m. to 3:30 p.m., excluding holidays. All persons age 60 and older and individuals under the age of 60 with a qualifying disability are eligible. This is a demand-based door-to-door service, and costs $2.50 per one-way trip for most trip purposes, or $2.50 per round trip to and from nutrition sites only. Customers must pay for service with tokens, sold in packs of ten for $25. Premium services may be offered in the future for additional fees, and agency rates are charged for certain trips. There is an eligibility determination process for disabled customers under the age of 60.
- The Sheboygan County Health and Human Services Department, through its Aging and Disability Resource Center (ADRC), also coordinates a volunteer driver service. Trips are restricted to individuals age 60 and over; while this was originally a medical transportation program, Sheboygan County received FTA Section 5310 funding to operate an enhanced volunteer driver program that would include additional trip purposes. This service is provided by volunteers using their own vehicles. Volunteers receive mileage reimbursement. Services are available throughout Sheboygan County (including the transit service area), and occasionally, passengers are transported outside the county for specialized medical services. Persons using this service must be ambulatory and have no other means of transportation. Service is door-to-door. Donations are requested to defray the costs involved with this service. Persons using this service are asked to call at least 24 hours in advance for in-county trips and at least 48 hours in advance for out-of-county trips. Interested parties should call (920) 467-4100, or toll-free at 800-596-1919 for more information.
- Medical Transportation Management, Inc. (MTM) is the non-emergency medical transportation manager for the state of Wisconsin. "MTM arranges transportation for eligible Medicaid and Badger Care Plus members throughout Wisconsin to get them to their covered preventative and life-sustaining medical appointments." It is recommended that members (customers) call at least two days in advance to determine eligibility and/or to make a reservation for rides. Routine ride requests can be made by calling 866-907-1493 or online at MTM's service management portal. If scheduled transportation is not arriving in a timely manner, MTM's "Where's My Ride" can

be contacted at 866-907-1494. TTY services can be reached at 800-855-2880. Concerns regarding rides can be reported by dialing 866-436-0457. MTM's website can be found at: https://www.mtm-inc.net/Wisconsin/(.)

- The American Cancer Society Road to Recovery program provides transportation to and from treatment for individuals who have cancer who do not have any other means of transportation. The American Cancer Society's Wisconsin Chapter can be contacted at 800-227-2345 with questions or for additional information.
- The Vince Lombardi Cancer Clinic in Sheboygan sponsors a small volunteer driver program for its patients.
- The Disabled American Veterans (DAV) is a non-profit veterans' service organization. The "Wisconsin DAV offers free rides to all veterans who need help getting to and from scheduled VA medical appointments." The DAV has "36 vans serving more than 30,000 veterans annually across more than half the state. These vans serve major VA medical facilities in Madison, Milwaukee, Tomah and Minneapolis, and VA outpatient clinics in Appleton, Green Bay, Superior, Union Grove, Wausau and Wisconsin Rapids. These vans are paid for as a result of donations from individuals, corporations and organizations, and are operated by volunteer drivers." Locally, one van that originates in Green Bay transports veterans to and from the Zablocki VA Medical Center in Milwaukee each weekday. Local veterans who wish to use this service can board the van at the McDonald's Restaurant near the Interstate Highway 43/State Highway 28 interchange on the south side of the City of Sheboygan. Advance reservations are required for these trips.
- RCS Empowers provides some transportation services to its clients.
- Several nursing homes in the transit service area provide limited transportation to their residents, primarily to and from medical appointments.
- In addition to the LTC Express discussed above, GO Riteway operates an "Airport Connection" service. This is an airport limousine service to and from Mitchell International Airport in Milwaukee and to and from Chicago's O'Hare International and Midway Airports.
- Taxi services operating within the transit service area include All Star Taxi, Blue Cab, The Best Taxi, and Yellow Cab.
- Accessible transportation services operating within the transit service area include Custom Care and Transport Service, Lakeshore Transportation, and Transtar Medical Ltd.
- Discovery Coach offers charter and tour bus services, and is located in the transit service area.
- School bus services operating within the transit service area include Prigge's School Bus Service (serving rural portions of the Sheboygan Area School District) and Heidenreiter Bus Service (serving the Sheboygan Falls School District).
- Limousine services operating within the transit service area include Santana's Limousine and Stardust Limousine.
- Orange Cross Ambulance provides ambulance service to portions of the transit service area outside the City of Sheboygan, while the Sheboygan Fire Department provides ambulance service within the City of Sheboygan.

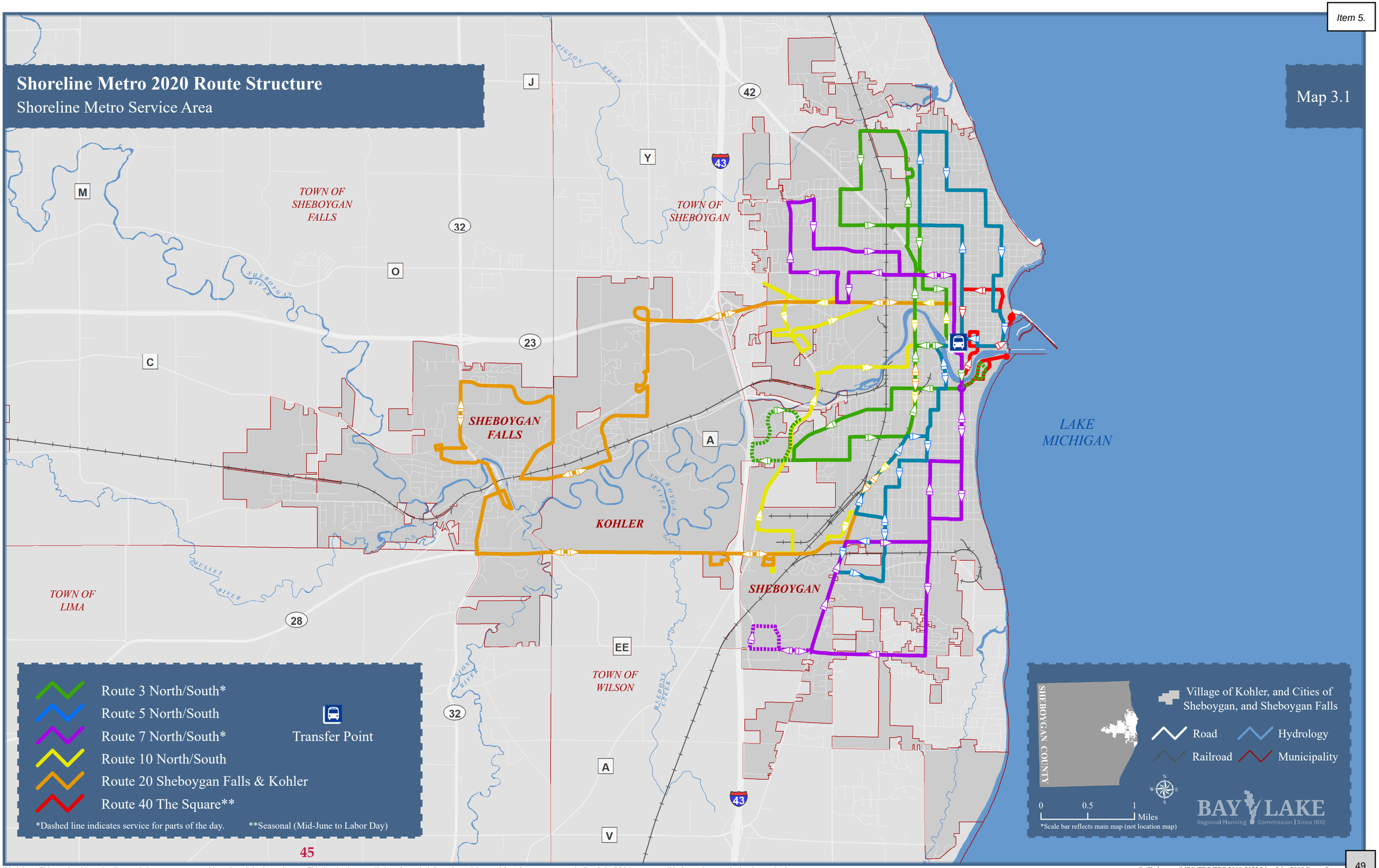
Shoreline Metro provides ADA paratransit service with internal resources. Shoreline Metro handles the entire operation, including call taking, service delivery, dispatching and record keeping. These services are door-to-door, and are for persons who, due to physical circumstances, are not able to make use of the fixed-route service. As of 2019 and for the first several months of 2020, the cash fare for door-to-door transportation was $3.50 per ride ($7.00 per round trip). Premium services (including door-through-door service and assistance with bringing items into a passenger's home)

will be available for an additional fee in the future. Reservations for service must be made no la than the day before the needed trip (same day reservations will be able to be made in the future on a space available basis when paying for premium service). Service is available on weekdays from 5:45 a.m. to 8:45 p.m. and on Saturdays from 7:45 a.m. to 5:45 p.m. ADA paratransit service is not available on Sundays or on the same major holidays in which regular fixed-route service does not operate.

Shoreline Metro 2020 Route Structure

Shoreline Metro Service Area

Map 3.1



Route 3 North/South*
Route 5 North/South
Route 7 North/South*
Route 10 North/South
Route 20 Sheboygan Falls & Kohler
Route 40 The Square**

Transfer Point

*Dashed line indicates service for parts of the day. **Seasonal (Mid-June to Labor Day)

45

Disclaimer: This map is neither a legally recorded map nor a survey and is not intended to be used as one. This drawing is a compilation of records, information and data used for reference purposes only. Bay-Lake RPC is not responsible for any inaccuracies herein contained.
Source: WDNR, 2009; WisDOT, 2014; Sheboygan County, 2015, 2018; Sheboygan Parking and Transit Utility, 2019; Bay-Lake Regional Planning Commission, 2019.

Chapter 4: Community Profile

Location

The Shoreline Metro service area, including the Cities of Sheboygan and Sheboygan Falls and the Village of Kohler, is located approximately 65 miles south-southeast of Green Bay and 55 miles north of Milwaukee. The City of Sheboygan is where the Sheboygan River meets Lake Michigan. A large amount of manufacturing activity has traditionally occurred in the Shoreline Metro service area, although retail commerce and tourism dominate the local economy in certain areas as well. Much of the territory surrounding the Shoreline Metro service area in Sheboygan County consists of small villages, fertile agricultural land, forests, and several scenic lakes and rivers. Regional transportation facilities include Interstate Highway 43, as well as State Highways 23, 28, 32 and 42. The Shoreline Metro service area also includes or is near the Sheboygan County Memorial Airport, rail service and a marina. Characteristics of the community which are important for transit planning include the economy, population and household characteristics, major potential trip generators, land use patterns, and motor vehicle travel patterns. This chapter contains a summary of these important community characteristics.

Economy

The rural area surrounding the Shoreline Metro service area is primarily agricultural. The City of Sheboygan is a center for health and professional services, education, retail trade and industry in Sheboygan County as well as in adjacent portions of surrounding counties.

The 2013 – 2017 American Community Survey data indicated that the City of Sheboygan had 24,037 persons 16 years and older who were employed, while the City of Sheboygan Falls had 4,097 persons employed who were 16 years of age and older, the Village of Kohler had 997 persons employed who were 16 years of age and older, and the Town of Sheboygan had 3,920 persons employed who were 16 years of age and older. Table 4.1 shows the distribution of employment by category in the Shoreline Metro service area. Manufacturing is the largest category of employment, representing over 11,600 employees in the Shoreline Metro service area, or 35.3 percent of total employment in the area. Other significant employment sectors include: educational services, health care and social assistance (nearly 5,700 employees, or 17.2 percent of total employment); retail trade (over 3,900 employees, or 11.9 percent of total employment); and arts, entertainment and recreation, and accommodation and food service (nearly 2,900 employees, or 8.7 percent of total employment). The construction, manufacturing and public administration sectors have decreased in employment since 2000, while the agricultural, forestry, fishing, hunting and mining sector and most of the service sector have increased modestly in employment since 2000. Wholesale and retail trade and the finance, insurance, real estate, rental and leasing sector have had relatively stable employment since 2000.

Table 4.1: Employment in the Shoreline Metro Service Area, 2013 – 2017 American Community Survey Estimates Survey

Employment Category	Number Employed	Percentage Employed
Agriculture, Forestry, Fishing and Hunting, and Mining	267	0.8%
Construction	1,030	3.1%
Manufacturing	11,651	35.3%
Wholesale Trade	587	1.8%
Retail Trade	3,943	11.9%
Transportation and Warehousing, and Utilities	886	2.7%
Information	290	0.9%
Finance and Insurance, and Real Estate and Rental and Leasing	1,820	5.5%
Professional, Scientific, and Management, and Administrative and Waste Management Services	1,984	6.0%
Educational Services, and Health Care and Social Assistance	5,699	17.2%
Arts, Entertainment, and Recreation, and Accommodation and Food Services	2,882	8.7%
Other Services, Except Public Administration	1,261	3.8%
Public Administration	751	2.3%
TOTAL	33,051	100.0%

Source: U.S. Bureau of the Census, 2013 – 2017 American Community Survey 5-Year Estimates (Table S2405: Industry by Occupation for the Civilian Employed Population 16 Years and Over); and Bay-Lake Regional Planning Commission, 2019.

Population And Households

Total Population Trends

The total population of the City of Sheboygan in 2010 was 49,288, which represented a 3.0 percent decrease from 2000. The total 2010 population for the City of Sheboygan Falls was 7,775, representing a 14.8 percent increase in population from 2000. The total 2010 population for the Village of Kohler was 2,120, representing a 10.1 percent increase in population from 2000. The total

population of the Town of Sheboygan in 2010 was 7,271, representing a 23.8 percent increase in population from 2000. The change in population from 2000 to 2010 in the Shoreline Metro service area represented a combined increase of 1.7 percent.

In addition, according to Wisconsin Department of Administration population estimates, the population of the transit service area is estimated to have increased by about 0.6 percent between 2010 and 2019. The City of Sheboygan is estimated to have decreased in population by about 1.2 percent over the period from 2010 to 2019, while the City of Sheboygan Falls is estimated to have increased in population by about 4.4 percent, the Village of Kohler is estimated to have decreased in population by about 1.2 percent, and the Town of Sheboygan is estimated to have increased in population by about 9.6 percent over this same period.

Table 4.2 shows the total population of the communities in the transit service area in 1990, 2000 and 2010 (according to the U.S. Bureau of the Census), as well as population estimates for 2019 (produced by the Wisconsin Department of Administration's Demographic Services Center). Table 4.2 also shows actual and estimated population changes for the transit service area and its communities from 1990 to 2000, 2000 to 2010, and from 2010 to 2019.

Table 4.2: Population in the Transit Service Area, 1990, 2000 and 2010 Census, 2019 Estimates

	Census			Estimate	Percent Change		
	1990	2000	2010	2019	1990 - 2000	2000 - 2010	2010 - 2019
City of Sheboygan	49,676	50,792	49,288	48,697	2.2%	-3.0%	-1.2%
City of Sheboygan Falls	5,823	6,772	7,775	8,115	16.3%	14.8%	4.4%
Village of Kohler	1,817	1,926	2,120	2,094	6.0%	10.1%	-1.2%
Town of Sheboygan	3,866	5,874	7,271	7,969	51.9%	23.8%	9.6%
Transit Service Area	61,182	65,364	66,454	66,875	6.8%	1.7%	0.6%

Source: U.S. Bureau of the Census, 1990, 2000 and 2010; Wisconsin Department of Administration, Official Population Estimates, 2019; and Bay-Lake Regional Planning Commission, 2019.

According to Table 4.3, Wisconsin Department of Administration population projections for the period from 2010 through 2040 indicate that the population of the City of Sheboygan is projected to decrease by 2.2 percent, while the population of the City of Sheboygan Falls is projected to increase by 29.1 percent, the population of the Village of Kohler is projected to increase by 16.5 percent, and the population of the Town of Sheboygan is projected to increase by 31.4 percent. The combined population of all four communities (the transit service area) is projected to increase by 5.7 percent between 2010 and 2040.

Table 4.3: Population Projections in the Transit Service Area, 2010 – 2040

	Census 1990	Census 2000	Census 2010	Projection 2015	Projection 2020	Projection 2025	Projection 2030	Projection 2035	Projection 2040	Number Change 2010 - 2040	Percent Change 2010 - 2040
City of Sheboygan	49,676	50,792	49,288	48,800	49,580	50,150	50,350	49,720	48,190	-1,098	-2.2%
City of Sheboygan Falls	5,823	6,772	7,775	8,015	8,565	9,085	9,575	9,900	10,040	2,265	29.1%
Village of Kohler	1,817	1,926	2,120	2,140	2,245	2,345	2,430	2,470	2,470	350	16.5%
Town of Sheboygan	3,866	5,874	7,271	7,545	8,085	8,600	9,075	9,405	9,555	2,284	31.4%
Transit Service Area	61,182	65,364	66,454	66,500	68,475	70,180	71,430	71,495	70,255	3,801	5.7%

Source: Wisconsin Department of Administration, Demographic Services Center, Wisconsin Minor Civil Division Projections, 2010 – 2040; and Bay-Lake Regional Planning Commission, 2019.

Racial Minority Population

Map 4.1 indicates the percentage of total population in each census block group in the Shoreline Metro service area which belongs to a minority racial category. These include Black or African American, American Indian and Alaska Native, Asian, Native Hawaiian and Other Pacific Islander, other non-Caucasian minority racial categories, and all persons of two or more races. As Map 4.1 indicates, the largest concentrations of individuals belonging to racial minority categories (30 percent of the population or greater) can be found in several block groups in the City of Sheboygan, including: one census block group immediately northwest of the central business district (5.3); one census block group further northwest of the central business district (5.1); and one census block group southwest of the central business district (8.1). Moderately high concentrations of individuals belonging to racial minority categories (20 to 29.999 percent of the population) can be found around the City of Sheboygan, including: two census block groups north of the central business district (2.01.1 and 2.01.2); two census block groups immediately south of the central business district (8.2 and 8.3); and one census block group on the far south side (10.4). The lowest numbers of individuals belonging to racial minority categories can generally be found in outlying portions of the City of Sheboygan as well as in the City of Sheboygan Falls and the Village of Kohler.

Population of Hispanic Origin

Map 4.2 indicates the percentage of population in each census block group in the Shoreline Metro service area which is of Hispanic origin. As Map 4.2 indicates, the largest concentrations of individuals of Hispanic origin (20 percent of the population or greater) can be found in two block groups in the City of Sheboygan, located immediately south and southwest of the central business district (8.1 and 8.2). Moderately high concentrations of individuals of Hispanic origin (15 to 19.999 percent of the population) can be found in several parts of the city of Sheboygan, including: one block group in the near north central portion of the city (2.01.1); three census block groups immediately west of the central business district (5.1, 5.2 and 5.3); and two census block groups on the near south and southwest side (8.3 and 9.1). The lowest numbers of individuals of Hispanic origin can generally be found in outlying portions of the City of Sheboygan as well as in the City of Sheboygan Falls and the Village of Kohler.

It is important to note that "minority racial category" and "Hispanic origin" are not mutually exclusive definitions, as there are Caucasian Hispanics as well as Hispanics who belong to several minority groups.

Transit Dependent Population and Households

Throughout the United States, transit system ridership is drawn in large part by the "transit dependent" population, which includes youth under the age of 16, the elderly (65 years of age and older), households with an income at or less than 80 percent of the county median household income, the mobility impaired, and members of households with zero or one available vehicles. Table 4.4 presents the 2010 population of youth under the age of 16 and persons 65 years of age and older by census block group in the Shoreline Metro service area. Table 4.5 presents the 2013 – 2017 American Community Survey (ACS) population of mobility impaired persons and individuals commuting by bus, as well as households at 80 percent or less of the county median household income, zero vehicle households and one vehicle households by census tract in the Shoreline Metro service area.

Maps 4.3 and 4.4 indicate the population under age 16 and the elderly population by census block group in 2010. Maps 4.5 and 4.6 indicate the mobility impaired population and the population commuting by bus by census tract according to the 2013 – 2017 ACS. Map 4.7 indicates the number of households at 80 percent or less of the county median household income by census tract according to the 2013 – 2017 ACS. Maps 4.8 and 4.9 indicate the number of zero vehicle and one vehicle households by census tract according to the 2013 – 2017 ACS. All of these maps portray information for the Cities of Sheboygan and Sheboygan Falls and the Village of Kohler, which constitute the transit system service area.

Population Under Age 16

Map 4.3 shows the population under the age of 16 in each census block group of the Shoreline Metro service area in 2010. In 2010, 21.4 percent of the service area population was under the age of 16. Large numbers of youth can be found in various census block groups scattered throughout the Shoreline Metro service area. Map 4.3 indicates that the largest concentrations of youth population (25 percent of the population or greater) can be found in twelve census block groups in the City of Sheboygan, including: two census block groups on the northeast side (1.1 and 1.2); two block groups on the near north side (2.01.1 and 2.01.2); one census block group on the northwest side (3.2); two census block groups immediately west of the central business district (5.1 and 5.3); and four census block groups located south and southwest of the central business district (8.1, 8.2, 8.3 and 9.1). In addition, large numbers of youth can be found in one census block group in the Village of Kohler (107.3).

Table 4.4: Youth and Elderly Populations, 2010: Shoreline Metro Service Area (By Census Block Group)

Census Tract	Block Group	Persons	Under 16		Elderly[1]	
			Number	Percentage	Number	Percentage
1	1	2,256	596	26.4%	217	9.6%
1	2	1,571	393	25.0%	237	15.1%
2.0	1	1,568	447	28.5%	95	6.1%
2.0	2	1,344	387	28.8%	89	6.6%
2.0	1	1,984	407	20.5%	432	21.8%
2.0	2	2,165	491	22.7%	213	9.8%
3	1	1,037	243	23.4%	138	13.3%
3	2	2,613	649	24.8%	276	10.6%
3	3	1,955	377	19.3%	369	18.9%
3	4	1,506	199	13.2%	520	34.5%
4	1	2,681	556	20.7%	475	17.7%
4	2	1,731	262	15.1%	443	25.6%
5	1	1,578	462	29.3%	99	6.3%
5	2	1,203	238	19.8%	270	22.4%
5	3	1,117	280	25.1%	111	9.9%
8	1	1,419	405	28.5%	91	6.4%
8	2	1,529	426	27.9%	107	7.0%
8	3	2,449	652	26.6%	218	8.9%
9	1	1,544	389	25.2%	140	9.1%
9	2	1,713	344	20.1%	244	14.2%
9	3	1,869	247	13.2%	288	15.4%
10	1	2,414	496	20.5%	451	18.7%
10	2	961	187	19.5%	193	20.1%
10	3	1,975	366	18.5%	354	17.9%
10	4	2,065	448	21.7%	281	13.6%
11	1	1,979	430	21.7%	259	13.1%
11	2	1,648	313	19.0%	290	17.6%
107	1	2,294	471	20.5%	277	12.1%
108	1	1,414	282	19.9%	168	11.9%
108	2	2,093	401	19.2%	315	15.1%
114	1	1,376	187	13.6%	354	25.7%
114	2	1,048	263	25.1%	101	9.6%
C. Sheboygan Total		**56,099**	**12,294**	**21.9%**	**8,115**	**14.5%**
106.0	1	2,247	440	19.6%	320	14.2%
106.0	2	1,284	247	19.2%	209	16.3%
106.0	3	2,063	427	20.7%	447	21.7%
106.0	1	2,573	451	17.5%	480	18.7%
106.0	2	1,220	243	19.9%	194	15.9%
109	1	1,297	199	15.3%	169	13.0%
109	2	1,911	261	13.7%	244	12.8%
C. Sheboygan Falls Total		**12,595**	**2,268**	**18.0%**	**2,063**	**16.4%**

Table 4.4: Youth and Elderly Populations, 2010: Shoreline Metro Service Area (By Census Block Group) (cont.)

Census Tract	Block Group	Persons	Under 16		Elderly[1]	
			Number	Percentage	Number	Percentage
107	2	3,443	784	22.8%	406	11.8%
107	3	2,465	627	25.4%	390	15.8%
V. Kohler Total		**5,908**	**1,411**	**23.9%**	**796**	**13.5%**
Service Area Total		**74,602**	**15,973**	**21.4%**	**10,974**	**14.7%**
[1]"Elderly" is defined as age 65 and older.						

Source: U.S. Bureau of the Census, 2010 (Summary File 1, Tables P12 and P14); and Bay-Lake Regional Planning Commission, 2019.

Elderly Population

The elderly population is defined as those who are age 65 and older. Map 4.4 shows the elderly population in each census block group of the Shoreline Metro service area in 2010. In 2010, 14.7 percent of the service area population was considered elderly. Large numbers of elderly persons can be found in various census block groups scattered throughout the Shoreline Metro service area. Map 4.4 indicates that the largest concentrations of elderly population (25 percent of the total population or greater) can be found in three census block groups in the City of Sheboygan, including: one census block group on the northwest side (3.4); one census block group on the west side (4.2); and the census block group comprising the central business district (114.1). Additionally, moderately high concentrations of elderly persons (20 to 24.999 of the total population) can be found in four census block groups in the Shoreline Metro service area, including: three census block groups in the City of Sheboygan (2.02.1, 5.2, and 10.2); and one census block group in the City of Sheboygan Falls (106.01.3).

Mobility Impaired Population

The "mobility impaired" population is currently defined as persons age 5 and older who reported having an "ambulatory difficulty" in the 2013 – 2017 American Community Survey, adjusted for the population age 5 and older as a whole. This is different from the "mobility impaired population" definition in previous TDPs. Map 4.5 shows the mobility impaired population in each census tract of the Shoreline Metro service area. Nearly 4.9 percent of the service area population (of all ages) involved mobility impaired persons who were age 5 and older. Mobility impaired persons age 5 and older can be found in all census tracts within the Shoreline Metro service area. Map 4.5 indicates that the largest concentrations of mobility impaired population (8 percent of the total population or greater) can be found in two census tracts in the Shoreline Metro service area: one on the City of Sheboygan's west side (census tract 4); and one immediately west of downtown Sheboygan (census tract 5). Additionally, moderately high concentrations of mobility impaired individuals (6 to 7.999 percent) can be found in two census tracts in the Shoreline Metro service area, including: one census tract in and adjacent to the City of Sheboygan's central business district (114); and the census tract containing the southern portion of the City of Sheboygan Falls (106.01).

Population Commuting by Bus

The population commuting by bus is defined as workers age 16 and older who reported taking a bus or trolley to work in the 2013 – 2017 American Community Survey, adjusted for the working population age 16 and older as a whole. Map 4.6 shows the population reporting that it commuted by bus in each census tract of the Shoreline Metro service area in the 2013 – 2017 American Community Survey. Just over 0.2 percent of the service area population (of all ages)

involved workers age 16 and older commuting by bus. Map 4.6 indicates that persons who repo commuting by bus can be found in several census tracts throughout the Shoreline Metro service area. The most active census tracts in the transit service area for commuting by bus (0.6 percent to 0.999 percent of the total population) can be found in the two census tracts on the north side of the City of Sheboygan (census tracts 1 and 2.01). These census tract saw an estimated 26 and 19 people commuting by bus, respectively. Another active census tract for commuting by bus is census tract 109, which includes the southeastern portion of the City of Sheboygan Falls and the Town of Lima; this census tract had 24 people commuting by bus. Moderate concentrations of bus commuters (0.4 to 0.599 percent of the total population) can be found in two additional census tracts in the City of Sheboygan (census tracts 8 and 10); these census tracts had an estimated 21 and 30 people commuting by bus, respectively.

Table 4.5: Transit Dependent Population and Households, 2013 – 2017 American Community Survey, Shoreline Metro Service Area, by Census Tract

Census Tract	Persons	Households	Mobility Impaired[1]		Commute by Bus[2]		80% or Less of County MHI[3]		Zero Vehicle Households		One Vehicle Households	
			#	%	#	%	#	%	#	%	#	%
1	3,768	1,457	130	3.5%	26	0.7%	538	36.9%	67	4.6%	439	30.1%
2.0	2,837	989	124	4.4%	19	0.7%	503	50.9%	35	3.5%	403	40.7%
2.0	4,000	1,843	233	5.8%	0	0.0%	909	49.3%	203	11.0%	722	39.2%
3	7,116	2,917	280	3.9%	0	0.0%	1,114	38.2%	151	5.2%	1,151	39.5%
4	4,495	1,957	380	8.5%	0	0.0%	1,044	53.4%	325	16.6%	633	32.3%
5	3,507	1,761	363	10.4%	7	0.2%	1,245	70.7%	421	23.9%	796	45.2%
8	5,372	2,268	304	5.7%	21	0.4%	1,476	65.1%	233	10.3%	1,140	50.3%
9	4,945	2,191	226	4.6%	8	0.2%	1,102	50.3%	107	4.9%	877	40.0%
10	7,142	2,935	260	3.6%	30	0.4%	1,149	39.1%	159	5.4%	890	30.3%
11	3,728	1,628	184	4.9%	6	0.2%	687	42.2%	44	2.7%	728	44.7%
108	3,187	1,287	99	3.1%	0	0.0%	327	25.4%	0	0.0%	229	17.8%
114	2,677	1,259	169	6.3%	3	0.1%	661	52.5%	105	8.3%	690	54.8%
C. Sheboygan Total	**52,774**	**22,492**	**2,752**	**5.2%**	**120**	**0.2%**	**10,756**	**47.8%**	**1,850**	**8.2%**	**8,698**	**38.7%**
106.0	5,499	2,510	342	6.2%	0	0.0%	1,036	41.3%	179	7.1%	798	31.8%
106.0	3,869	1,781	226	5.8%	0	0.0%	684	38.4%	72	4.0%	631	35.4%
109	3,177	1,188	59	1.9%	24	0.8%	280	23.6%	13	0.4%	162	13.6%
C. Sheboygan Falls Total	**12,545**	**5,479**	**627**	**5.0%**	**24**	**0.2%**	**2,000**	**36.5%**	**264**	**4.8%**	**1,591**	**29.0%**
107	8,650	3,292	210	2.4%	7	0.1%	705	21.4%	82	2.5%	680	20.7%
V. Kohler Total	**8,650**	**3,292**	**210**	**2.4%**	**7**	**0.1%**	**705**	**21.4%**	**82**	**2.5%**	**680**	**20.7%**
Service Area Total	**73,969**	**31,263**	**3,589**	**4.9%**	**151**	**0.2%**	**13,460**	**43.1%**	**2,196**	**7.0%**	**10,969**	**35.1%**

[1]"Mobility impaired" is defined as persons age 5 and older that reported having an "ambulatory difficulty" in the 2013 - 2017 American Community Survey, adjusted for the population age 5 and older as a whole.

[2]"Commute by bus" is defined as workers age 16 and older that reported taking a bus or trolley bus to work in the 2013 - 2017 American Community Survey, adjusted for the working population age 16 and older as a whole.

[3]Obtained from the 2013 - 2017 American Community Survey 5-Year Estimates. Households with 80 percent and less of the county median household income (MHI). The MHI for Sheboygan County was $56,114 according to the 2013 - 2017 American Community Survey.

Source: Source: U.S. Bureau of the Census, 2013 - 2017 American Community Survey 5-Year Estimates (Tables B08201, B08301, B18105 and S1901; and Bay-Lake Regional Planning Commission, 2019.

Households with 80 Percent or Less of the County Median Household Income (MHI)

Map 4.7 shows the percentage of households with 80 percent or less of the county median household income (MHI) in each census tract of the Shoreline Metro service area in the 2013 – 2017 American Community Survey. Concentrations of households with 80 percent or less of the county MHI can be found in census tracts around the Shoreline Metro service area. Eighty percent or less of the county's MHI (which was $56,114 in the 2013 – 2017 American Community Survey) is the definition of a "low-to-moderate income" household. Eighty percent of the county MHI in the 2013 – 2017 American Community Survey was $44,891. Therefore, Map 4.7 displays the percentage

of households which had a "low-to-moderate" household income in the 2013 – 2017 American Community Survey. According to the 2013 – 2017 American Community Survey, nearly 43.1 percent of households in the Shoreline Metro service area were at 80 percent or less of the county MHI.

Map 4.7 indicates that the largest concentrations of households at 80 percent or less of the county MHI (65 percent or more of all households) can be found in two census tracts in the City of Sheboygan, including: immediately west of the central business district (census tract 5); and immediately south and southwest of the central business district (census tract 8). Map 4.7 also indicates that four census tracts in the City of Sheboygan had moderately high concentrations of households at 80 percent or less of county MHI (between 50 and 64.999 percent of all households); these include: the central business district and area east of downtown (census tract 114); the near north central portion of the city (census tract 2.01); the west side (census tract 4); and the southwest side (census tract 9). In general, moderate concentrations of households at 80 percent or less of the county MHI (35 to 49.999 percent of all households) can be found in the remaining census tracts in the City of Sheboygan and in two of three census tracts in the City of Sheboygan Falls (106.01 and 106.02).

Zero Vehicle Households

Map 4.8 shows the percentage of zero vehicle households in the Shoreline Metro service area in the 2013 – 2017 American Community Survey. Concentrations of zero vehicle households can be found in the vast majority of the Shoreline Metro service area. According to the 2013 – 2017 American Community Survey, just over 7.0 percent of households in the service area had no vehicle. Map 4.8 indicates that the largest concentrations of zero vehicle households (20 percent of households or greater) can be found in census tract 5, immediately west of the City of Sheboygan's central business district. Census tract 5 had an especially large number of zero vehicle households (421 households, or nearly 24 percent of all households in that census tract). In addition, three census tracts in the City of Sheboygan had moderately high concentrations of zero vehicle households (10 to 19.999 percent of all households), including: one census tract immediately south and southwest of the central business district (8); one census tract comprising north central Sheboygan (2.02); and one census tract on the west side (4).

One Vehicle Households

Map 4.9 shows the percentage of one vehicle households in the Shoreline Metro service area in the 2013 – 2017 American Community Survey. Concentrations of one vehicle households can be found throughout the transit service area. According to the 2013 – 2017 American Community Survey, nearly 35.1 percent of households within the service area had only one vehicle. Map 4.9 indicates that the largest concentrations of one vehicle households (50 percent of all households or greater) can be found in two census tracts in the City of Sheboygan, including: the central business district and the area immediately east (census tract 114); and immediately south and southwest of the central business district (census tract 8). In addition, four census tracts in the City of Sheboygan had moderately high percentages of households with one vehicle (between 40 and 49.999 percent of all households), including: two census tracts west and northwest of the central business district (census tracts 2.01 and 5); one census tract on the southwest side (census tract 9); and one census tract on the south side along the lakeshore (census tract 11).

Potential Trip Generators

Map 4.10 indicates potential trip generators in the Shoreline Metro service area. These activity centers are distributed throughout the transit service area, and include: health care facilities; educational facilities (such as middle schools, high schools, and post-secondary educational

institutions); and shopping centers (including Sheboygan's central business district, Washington Square, Taylor Heights, Memorial Plaza, the Riverfront, Deer Trace, and downtown Sheboygan Falls, as well as "big box" stores and smaller shopping centers scattered throughout the service area). Also considered potential trip generators are governmental, social services and non-profit facilities (including post offices, libraries, the Sheboygan County Courthouse, the offices of municipal governments and of Sheboygan County government, RCS, the Sheboygan County YMCA, and the Sheboygan Senior Activity Center). Several entertainment and recreation facilities are considered major potential trip generators (including a movie theater, a bowling alley, the Boys' and Girls' Clubs, YMCAs, and the John Michael Kohler Arts Center). Finally, major employers, mobile home parks, major apartment complexes and major parks are also considered potential trip generators.

Notable destinations outside the transit service area include Lakeshore Technical College in Cleveland and Lakeland University just to the west of Howards Grove.

Map 4.10 only shows existing potential trip generators in 2020. Map 4.10 does not show potential trip generators that are likely to emerge over the period covered by the TDP. These include moving the City of Sheboygan Senior Activity Center from just east of downtown to the former Save A Lot supermarket on North 8th Street, as well as moving Aurora Sheboygan Memorial Medical Center from North Avenue to just south of the UW Green Bay – Sheboygan campus in the Village of Kohler. Both of these trip generators are expected to change location in 2022.

Land Use Patterns

Map 4.11 depicts land use in the Shoreline Metro service area in 2015. The overall density of residential development is quite low. The vast majority of residential development continues to be single-family or two-family housing. Multifamily residential areas and mobile home parks are less common, but do exist in concentration along Eisner Avenue on the north side of the City of Sheboygan, from downtown Sheboygan westward to the Sheboygan River, along portions of Union and Georgia Avenues, along South Business Drive/County Highway OK and Carmen Avenue on the south side of the City of Sheboygan, in the Sunnyside Townhouses and near the junction of South 12th Street and Weeden Creek Road on the south side of the City of Sheboygan, at the intersection of North 40th Street, Superior Avenue/County Highway O and Wilgus Road in the town of Sheboygan, along Forest Avenue in the City of Sheboygan Falls, and in various other scattered portions of the transit service area. Industrial and commercial development is located throughout the transit service area. Outdoor recreation and preserved natural areas cover a large amount of land throughout the transit service area, particularly along Lake Michigan and portions of the Sheboygan, Pigeon, Black, Onion, and Mullet Rivers.

Motor Vehicle Travel Patterns

Similar to other small urbanized areas in the United States, the vast majority of travel occurring in the Shoreline Metro service area is by private automobile. Therefore, an assessment of street and highway traffic volumes provides some understanding of the travel desires of the population as a whole. The most traveled streets and highways in the Shoreline Metro service area include portions of Interstate Highway 43 and State Highway 23 located within that service area.

The most traveled streets and highways in the Shoreline Metro service area also include the following thoroughfares in the City of Sheboygan:

- State Highway 28/Washington Avenue from Interstate Highway 43 to South Business Drive;
- State Highway 28/South Business Drive from Washington Avenue to State Highway 23/Erie Avenue;

- State Highway 23 (Kohler Memorial Drive and Erie Avenue) from Interstate Highway 43 to State Highways 28/42 (North 14th Street);
- State Highway 42 from State Highway 23/Erie Avenue to Interstate Highway 43;
- Taylor Drive from Crocker Avenue to Superior Avenue;
- South 8th Street at the Sheboygan River bridge;
- Erie Avenue east of North 14th Street;
- Wilgus Avenue in the vicinity of Memorial Plaza;
- North Avenue east of State Highway 42/Calumet Drive; and
- Indiana Avenue from South Taylor Drive to South 8th Street.

The most traveled streets and highways in the Shoreline Metro service area also include State Highway 32/Main Street south of State Highway 23 in the City of Sheboygan Falls, as well as Highland Drive from State Highway 23 to the Kohler Company Entrance in the Village of Kohler.

All of the above noted thoroughfares generally had annual average daily traffic levels in excess of 10,000 vehicles in 2017. Several additional minor arterial and collector facilities had annual average daily traffic levels between 5,000 and 10,000 vehicles in 2017.

In general, street and highway congestion in the Shoreline Metro service area is not significant (in fact virtually nonexistent), and does not serve to substantially reduce the attractiveness of the private automobile. Similarly, parking availability and cost are not significant issues which would encourage the use of transit.

Racial Minority Population
Cities of Sheboygan and Sheboygan Falls and Village of Kohler by Census Block Group: 2010
Shoreline Metro Service Area

Map 4.1

TOWN OF SHEBOYGAN FALLS
TOWN OF SHEBOYGAN
SHEBOYGAN FALLS
KOHLER
SHEBOYGAN
TOWN OF LIMA
TOWN OF WILSON
LAKE MICHIGAN
PIGEON RIVER
SHEBOYGAN RIVER
MULLET RIVER
ONION RIVER
WEEDENS CREEK

107-1, 107-2, 107-3, 106.02-1, 106.02-2, 106.01-1, 106.01-3, 108-1, 108-2, 109-1, 109-2, 114-1, 114-2, 1-1, 1-2, 2.01-1, 2.01-2, 2.02-1, 2.02-2, 3-1, 3-2, 3-3, 3-4, 4-1, 4-2, 5-1, 5-2, 5-3, 8-1, 8-2, 8-3, 9-1, 9-2, 9-3, 10-1, 10-2, 10-3, 10-4, 11-1, 11-2

J, Y, M, O, C, A, EE, V, 42, 43, 32, 23, 28

Racial Minority % of Total Population
- 0 - 9.999%
- 10 - 19.999%
- 20 - 29.999%
- 30% or Greater

2010 Census Block Group*

*Block Group numbers shown on map

SHEBOYGAN COUNTY

Road
Railroad
Hydrology
Municipality

0 0.5 1 Miles
*Scale bar reflects main map (not location map)

BAY-LAKE Regional Planning Commission | Since 1972

59

Disclaimer: This map is neither a legally recorded map nor a survey and is not intended to be used as one. This drawing is a compilation of records, information and data used for reference purposes only. Bay-Lake RPC is not responsible for any inaccuracies herein contained.
Source: Source: WDNR, 2009; U.S. Bureau of the Census, 2010; WisDOT, 2014; Sheboygan County, 2015, 2018; Sheboygan Parking and Transit Utility, 2018; and Bay-Lake Regional Planning Commission, 2018.

G:/Sheboygan/MPO/TDP/TDP 2018-2022/Map 4.1 - Racial Minority Population
Map Date: 7/[illegible]

Population of Hispanic Origin
Cities of Sheboygan and Sheboygan Falls and Village of Kohler by Census Block Group: 2010
Shoreline Metro Service Area

Map 4.2

TOWN OF SHEBOYGAN FALLS
TOWN OF SHEBOYGAN
SHEBOYGAN FALLS
KOHLER
SHEBOYGAN
TOWN OF LIMA
TOWN OF WILSON
LAKE MICHIGAN
PIGEON RIVER
SHEBOYGAN RIVER
MULLET RIVER
ONION RIVER
PEGDONS CREEK

106.02-2
106.02-1
106.01-1
106.01-3
107-1
107-2
107-3
108-1
108-2
109-1
109-2
114-1
114-2
1-1
1-2
2.01-1
2.01-2
2.02-1
2.02-2
3-1
3-2
3-3
3-4
4-1
4-2
5-1
5-2
5-3
8-1
8-2
8-3
9-1
9-2
9-3
10-1
10-2
10-3
10-4
11-1
11-2

M
J
Y
O
C
A
EE
V
42
43
32
23
28
32
61

Hispanic Origin % of Total Population
- 0 - 4.999%
- 5 - 9.999%
- 10 - 14.999%
- 15 - 19.999%
- 20% or Greater

2010 Census Block Group*

*Block Group numbers shown on map

SHEBOYGAN COUNTY

Road
Railroad
Hydrology
Municipality

0 0.5 1 Miles
*Scale bar reflects main map (not location map)

BAY-LAKE Regional Planning Commission | Since 1972

Disclaimer: This map is neither a legally recorded map nor a survey and is not intended to be used as one. This drawing is a compilation of records, information and data used for reference purposes only. Bay-Lake RPC is not responsible for any inaccuracies herein contained.
Source: Source: WDNR, 2009; U.S. Bureau of the Census, 2010; WisDOT, 2014; Sheboygan County, 2015, 2018; Sheboygan Parking and Transit Utility, 2018; and Bay-Lake Regional Planning Commission, 2018.

G:/Sheboygan/MPO/TDP/TDP 2018-2022/Map 4.2 - Population of Hispanic Origin
Map Date: 7/1

Population Under Age 16
Cities of Sheboygan and Sheboygan Falls and Village of Kohler by Census Block Group: 2010
Shoreline Metro Service Area

Map 4.3

TOWN OF SHEBOYGAN FALLS
TOWN OF SHEBOYGAN
SHEBOYGAN FALLS
KOHLER
SHEBOYGAN
TOWN OF LIMA
TOWN OF WILSON
LAKE MICHIGAN

106.02-2
106.02-1
106.01-1
106.01-3
107-1
107-2
107-3
109-1
109-2
108-1
108-2
1-1
1-2
2.01-1
2.01-2
2.02-1
2.02-2
3-1
3-2
3-3
3-4
4-1
4-2
5-1
5-2
5-3
8-1
8-2
8-3
9-1
9-2
9-3
10-1
10-2
10-3
10-4
11-1
11-2
114-1
114-2

J, M, O, C, Y, A, EE, V
42, 43, 32, 23, 28, 63

Percentage of Population Under Age 16
- 0 - 14.999%
- 15 - 19.999%
- 20 - 24.999%
- 25% or Greater

2010 Census Block Group*

*Block Group numbers shown on map

SHEBOYGAN COUNTY

Road
Railroad
Hydrology
Municipality

0 0.5 1 Miles
*Scale bar reflects main map (not location map)

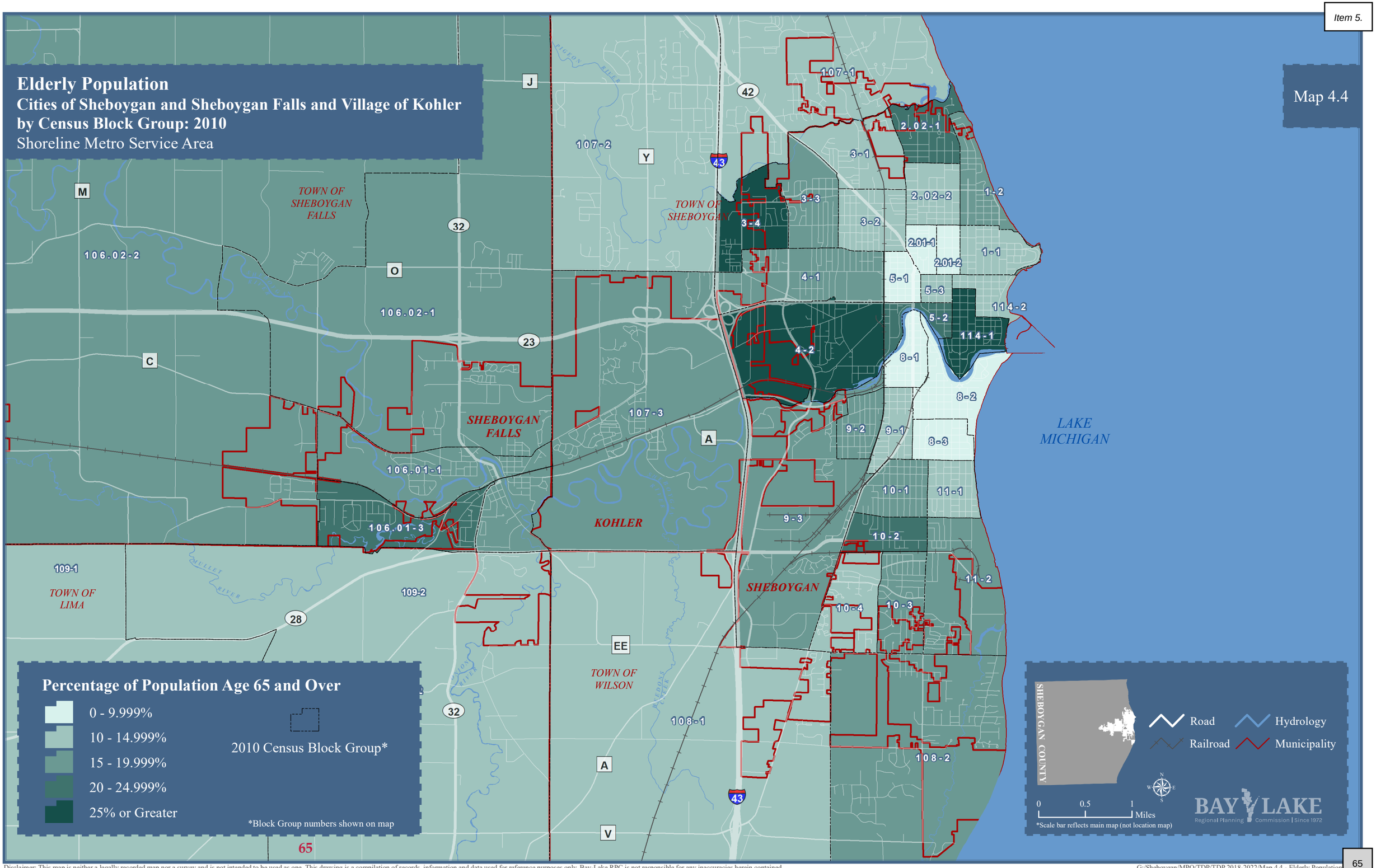
BAY-LAKE Regional Planning Commission | Since 1972

Disclaimer: This map is neither a legally recorded map nor a survey and is not intended to be used as one. This drawing is a compilation of records, information and data used for reference purposes only. Bay-Lake RPC is not responsible for any inaccuracies herein contained.
Source: Source: WDNR, 2009; U.S. Bureau of the Census, 2010; WisDOT, 2014; Sheboygan County, 2015, 2018; Sheboygan Parking and Transit Utility, 2018; and Bay-Lake Regional Planning Commission, 2018.

G:/Sheboygan/MPO/TDP/TDP 2018-2022/Map 4.3 - Population Under Age 16
Map Date: 7/1[illegible]

Elderly Population
Cities of Sheboygan and Sheboygan Falls and Village of Kohler by Census Block Group: 2010
Shoreline Metro Service Area

Map 4.4



Disclaimer: This map is neither a legally recorded map nor a survey and is not intended to be used as one. This drawing is a compilation of records, information and data used for reference purposes only. Bay-Lake RPC is not responsible for any inaccuracies herein contained.
Source: Source: WDNR, 2009; U.S. Bureau of the Census, 2010; WisDOT, 2014; Sheboygan County, 2015, 2018; Sheboygan Parking and Transit Utility, 2018; and Bay-Lake Regional Planning Commission, 2018.

G:/Sheboygan/MPO/TDP/TDP 2018-2022/Map 4.4 - Elderly Population
Map Date: 7/1

Mobillity Impaired Population

Cities of Sheboygan and Sheboygan Falls and Village of Kohler by Census Tract: 2013-2017 American Community Survey

Shoreline Metro Service Area

Map 4.5

TOWN OF SHEBOYGAN FALLS
TOWN OF SHEBOYGAN
SHEBOYGAN FALLS
KOHLER
SHEBOYGAN
TOWN OF LIMA
TOWN OF WILSON
LAKE MICHIGAN
PIGEON RIVER
SHEBOYGAN RIVER
MULLET RIVER
ONION RIVER
WEEDENS CREEK

106.02
106.01
107
109
108
1
2.01
2.02
3
4
5
8
9
10
11
114

J
M
O
C
Y
A
EE
V
42
43
32
23
28

Percentage of Population with Mobility Impairment

- 0 - 3.999%
- 4 - 4.999%
- 5 - 5.999%
- 6 - 7.999%
- 8% or Greater

2010 Census Tract*

*Census Tract numbers shown on map

SHEBOYGAN COUNTY

Road
Railroad
Hydrology
Municipality

0 0.5 1 Miles

*Scale bar reflects main map (not location map)

BAY LAKE Regional Planning Commission | Since 1972

Disclaimer: This map is neither a legally recorded map nor a survey and is not intended to be used as one. This drawing is a compilation of records, information and data used for reference purposes only. Bay-Lake RPC is not responsible for any inaccuracies herein contained.
Source: Source: WDNR, 2009; U.S. Bureau of the Census, 2010; ACS, 2013-2017; WisDOT, 2014; Sheboygan County, 2015, 2018; Sheboygan Parking and Transit Utility, 2019; and Bay-Lake Regional Planning Commission, 2019.

G:/Sheboygan/MPO/TDP/TDP 2018-2022/Map 4.5 - Mobility Impaired Population
Map Date: 11/2

Population Commuting by Bus

Cities of Sheboygan and Sheboygan Falls and Village of Kohler
by Census Tract: 2013-2017 American Community Survey
Shoreline Metro Service Area

Map 4.6

TOWN OF SHEBOYGAN FALLS
TOWN OF SHEBOYGAN
SHEBOYGAN FALLS
KOHLER
SHEBOYGAN
TOWN OF LIMA
TOWN OF WILSON
LAKE MICHIGAN
PIGEON RIVER
SHEBOYGAN RIVER
MULLET RIVER
WILSON CREEK
REEDS CREEK

Percentage of Population Commuting by Bus

- 0.0 - 0.199%
- 0.2 - 0.399%
- 0.4 - 0.599%
- 0.6 - 0.999%

2010 Census Tract*

*Census Tract numbers shown on map

SHEBOYGAN COUNTY

Road
Railroad
Hydrology
Municipality

0 0.5 1 Miles
*Scale bar reflects main map (not location map)

BAY-LAKE Regional Planning Commission | Since 1972

Disclaimer: This map is neither a legally recorded map nor a survey and is not intended to be used as one. This drawing is a compilation of records, information and data used for reference purposes only. Bay-Lake RPC is not responsible for any inaccuracies herein contained.
Source: Source: WDNR, 2009; U.S. Bureau of the Census, 2010; ACS, 2013-2017; WisDOT, 2014; Sheboygan County, 2015, 2018; Sheboygan Parking and Transit Utility, 2019; and Bay-Lake Regional Planning Commission, 2019.

G:/Sheboygan/MPO/TDP/TDP 2018-2022/Map 4.6 - Population Commuting by Bu
Map Date: 11/2

Households at 80% or Less of County Median Household Income

Cities of Sheboygan and Sheboygan Falls and Village of Kohler
by Census Tract: 2013-2017 American Community Survey
Shoreline Metro Service Area

Map 4.7

TOWN OF SHEBOYGAN FALLS
TOWN OF SHEBOYGAN
SHEBOYGAN FALLS
KOHLER
SHEBOYGAN
TOWN OF LIMA
TOWN OF WILSON
LAKE MICHIGAN
PIGEON RIVER
MULLET RIVER
SHEBOYGAN RIVER
WILSON CREEK
PEDDOCK CREEK

106.02 106.01 107 108 109 114 2.01 2.02 1 3 4 5 8 9 10 11

M C O Y A EE V

32 23 42 43 28

Percentage of Households at 80% or Less of County Median Household Income

- 0 - 19.999%
- 20 - 34.999%
- 35 - 49.999%
- 50 - 64.999%
- 65% or Greater

2010 Census Tract*

*Census Tract numbers shown on map

71

SHEBOYGAN COUNTY

Road
Railroad
Hydrology
Municipality

0 0.5 1 Miles
*Scale bar reflects main map (not location map)

BAY-LAKE Regional Planning Commission | Since 1972

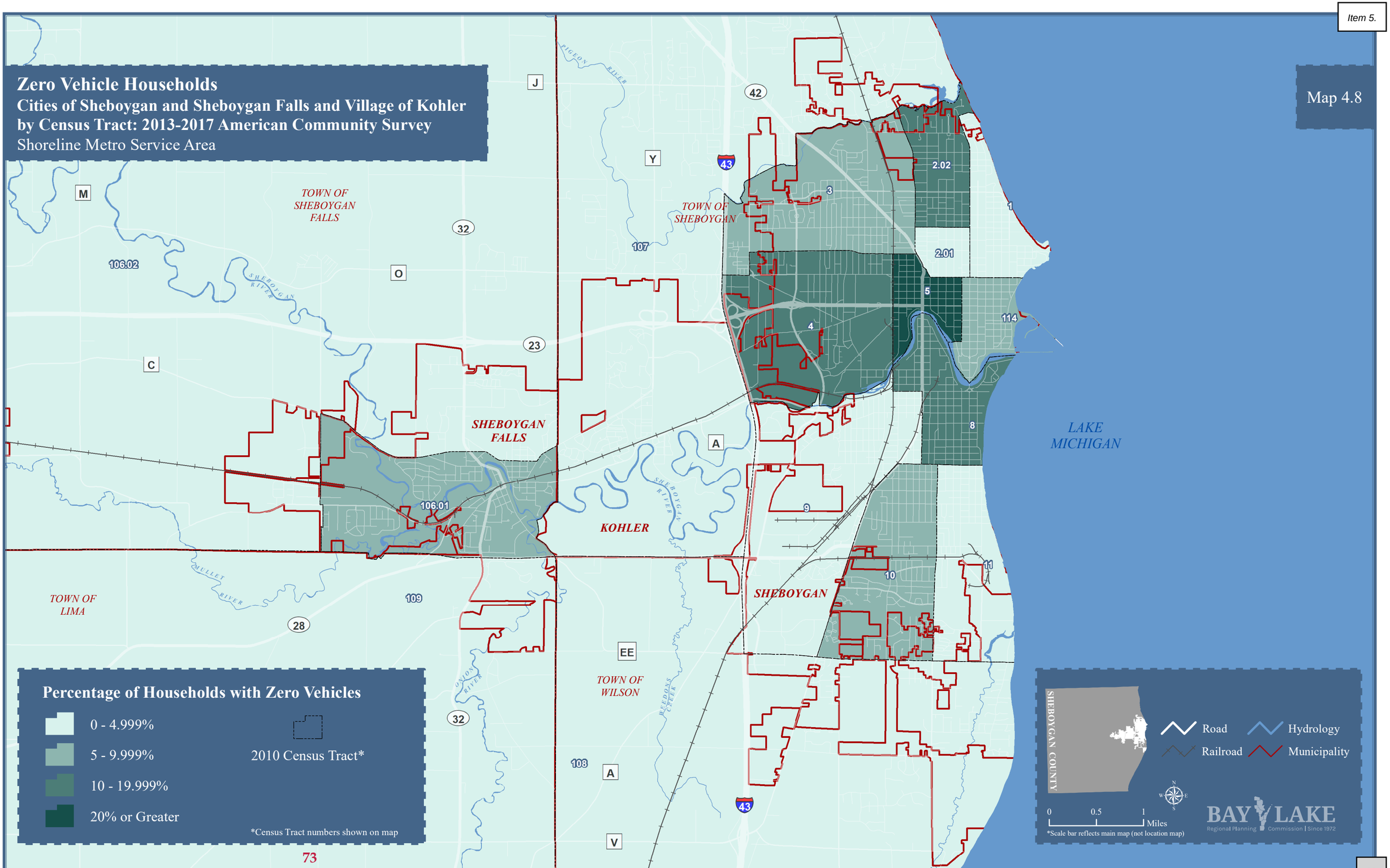
Disclaimer: This map is neither a legally recorded map nor a survey and is not intended to be used as one. This drawing is a compilation of records, information and data used for reference purposes only. Bay-Lake RPC is not responsible for any inaccuracies herein contained.
Source: Source: WDNR, 2009; U.S. Bureau of the Census, 2010; ACS, 2013-2017; WisDOT, 2014; Sheboygan County, 2015, 2018; Sheboygan Parking and Transit Utility, 2019; and Bay-Lake Regional Planning Commission, 2019.

G:/Sheboygan/MPO/TDP/TDP 2018-2022/Map 4.7 - Households 80% of MHI
Map Date: 11/2

Zero Vehicle Households

Cities of Sheboygan and Sheboygan Falls and Village of Kohler
by Census Tract: 2013-2017 American Community Survey
Shoreline Metro Service Area

Map 4.8



Percentage of Households with Zero Vehicles

- 0 - 4.999%
- 5 - 9.999%
- 10 - 19.999%
- 20% or Greater

2010 Census Tract*

*Census Tract numbers shown on map

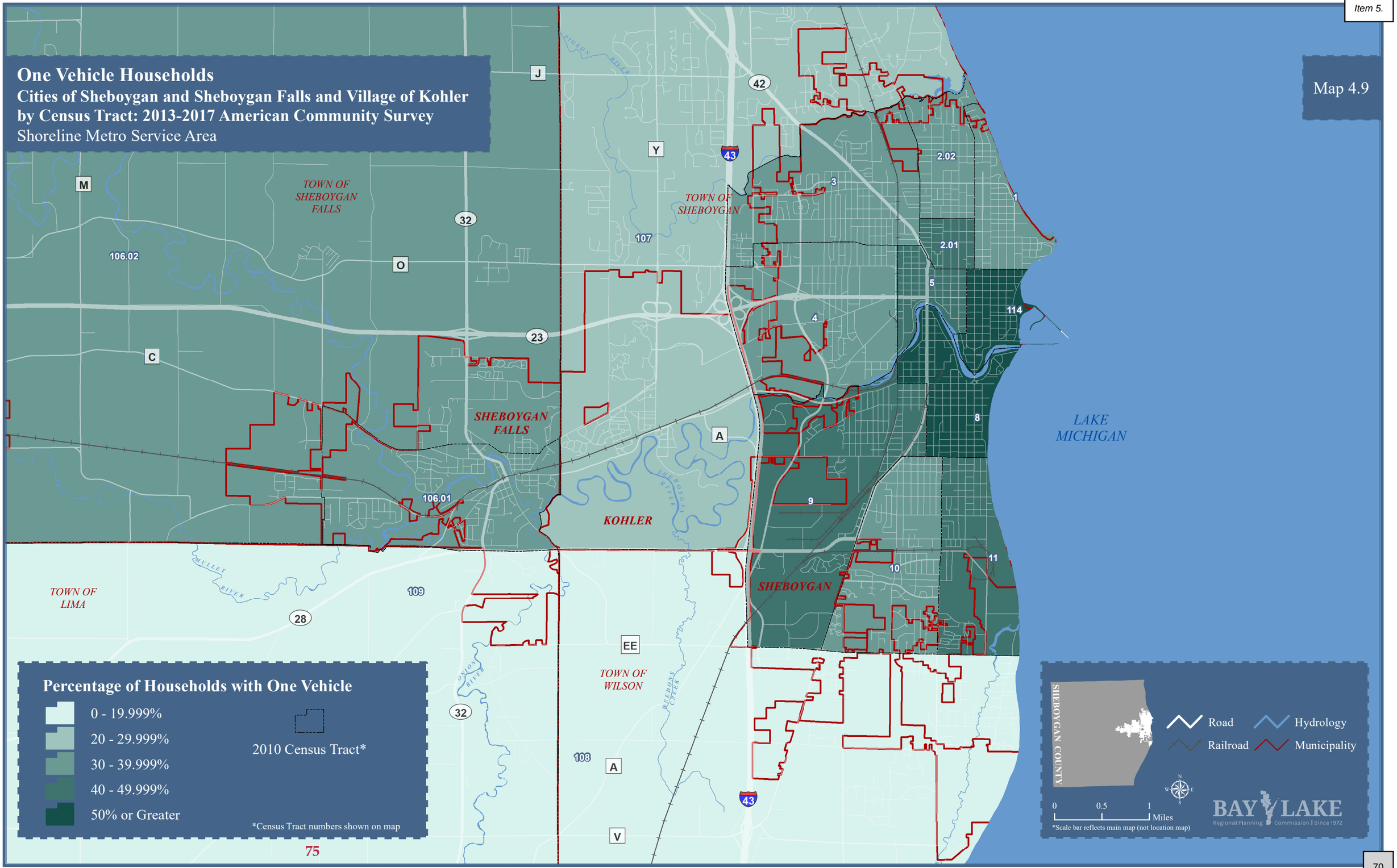
Disclaimer: This map is neither a legally recorded map nor a survey and is not intended to be used as one. This drawing is a compilation of records, information and data used for reference purposes only. Bay-Lake RPC is not responsible for any inaccuracies herein contained.
Source: Source: WDNR, 2009; U.S. Bureau of the Census, 2010; ACS, 2013-2017; WisDOT, 2014; Sheboygan County, 2015, 2018; Sheboygan Parking and Transit Utility, 2019; and Bay-Lake Regional Planning Commission, 2019.

G:/Sheboygan/MPO/TDP/TDP 2018-2022/Map 4.8 - Zero Vehical Households
Map Date: 11/2

One Vehicle Households

Cities of Sheboygan and Sheboygan Falls and Village of Kohler
by Census Tract: 2013-2017 American Community Survey
Shoreline Metro Service Area

Map 4.9



Percentage of Households with One Vehicle

- 0 - 19.999%
- 20 - 29.999%
- 30 - 39.999%
- 40 - 49.999%
- 50% or Greater

2010 Census Tract*

*Census Tract numbers shown on map

SHEBOYGAN COUNTY

Road
Railroad
Hydrology
Municipality

0 0.5 1 Miles
*Scale bar reflects main map (not location map)

BAY LAKE Regional Planning Commission | Since 1972

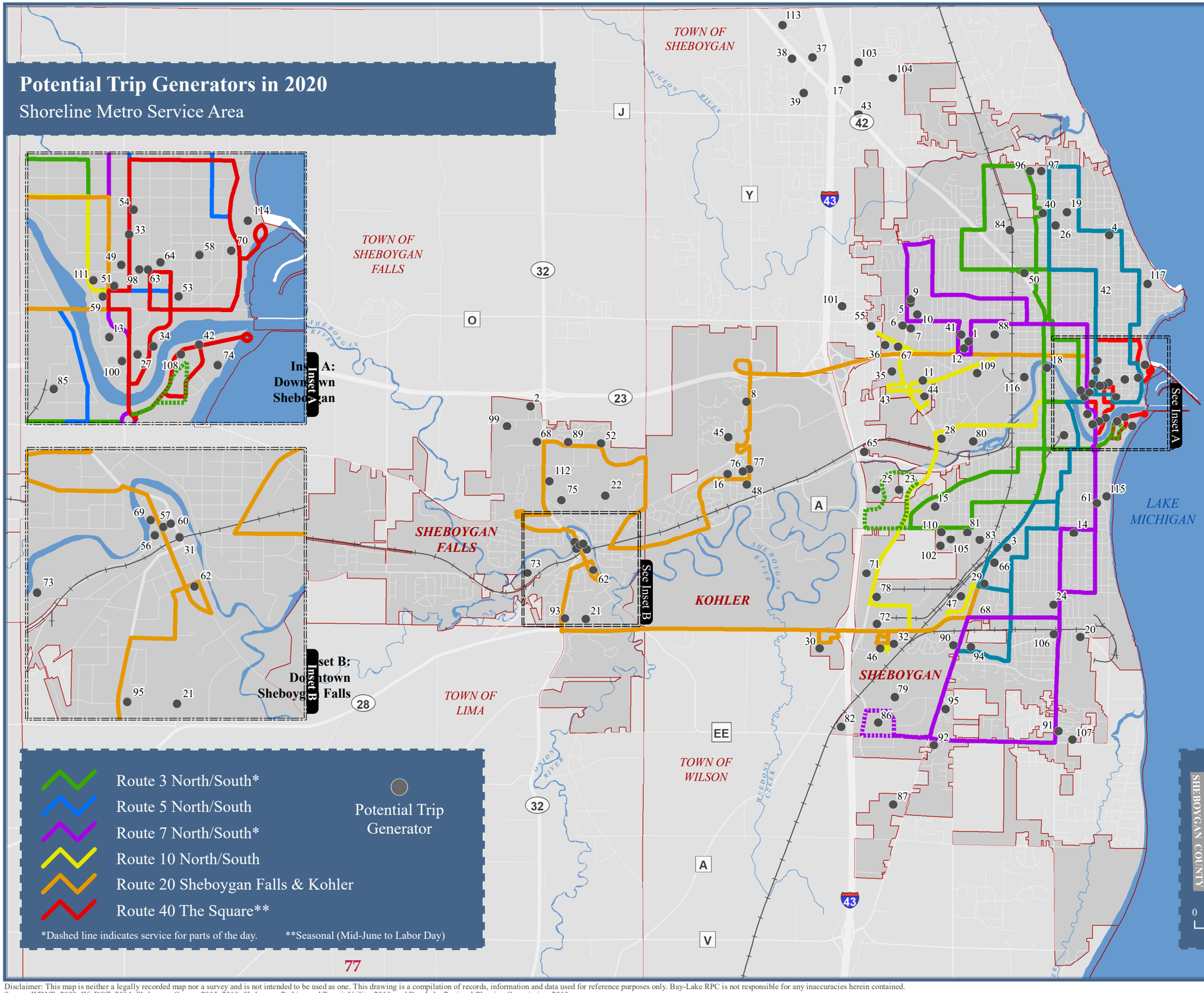
Disclaimer: This map is neither a legally recorded map nor a survey and is not intended to be used as one. This drawing is a compilation of records, information and data used for reference purposes only. Bay-Lake RPC is not responsible for any inaccuracies herein contained.
Source: Source: WDNR, 2009; U.S. Bureau of the Census, 2010; ACS, 2013-2017; WisDOT, 2014; Sheboygan County, 2015, 2018; Sheboygan Parking and Transit Utility, 2019; and Bay-Lake Regional Planning Commission, 2019.

G:/Sheboygan/MPO/TDP/TDP 2018-2022/Map 4.9 - One Vehicle Households
Map Date: 11/2

Potential Trip Generators in 2020

Shoreline Metro Service Area

Map 4.10



HEALTH CARE FACILITIES

1 Aurora Sheboygan Clinic - North
2 Aurora Sheboygan Clinic - Sheboygan Falls
3 Aurora Sheboygan Clinic - South
4 Aurora Sheboygan Memorial Medical Center
5 Columbia St. Mary's Marsho Express Care
6 Columbia St. Mary's Sheboygan Outpatient Center
7 Prevea Health
8 Prevea Kohler Health Care
9 Sheboygan Surgical Center
10 St. Nicholas Hospital
11 Sunny Ridge
12 Vince Lombardi Cancer Clinic

EDUCATIONAL FACILITIES

13 Central High School/Etude School
14 Farnsworth Middle School
15 Horace Mann Middle School
16 Kohler Public Schools and Library
17 Lake Country Academy
18 Lakeshore Technical College
19 North High School
20 Sheboygan County Christian High School
21 Sheboygan Falls High School
22 Sheboygan Falls Middle School
23 Sheboygan Lutheran High School
24 South High Shchool
25 University of Wisconsin Green Bay Sheboygan Campus
26 Urban Middle School
27 Warriner Middle/High Schools

RETAIL/SHOPPING CENTERS

28 Aldi
29 Bethesda Thrift Store
30 Deer Trace Shopping Center
31 Downtown Sheboygan Falls
32 Goodwill Thrift Store
33 Harbor Centre/Central Business District
34 Harbor Centre/Riverfront
35 Meijer/Kohl's
36 Memorial Plaza Shopping Center
37 Menards
38 Miesfeld's Market
39 North Side Walmart
40 Northgate Shopping Center/Piggly Wiggly North
41 Pick & Save Supermarket
42 South Pier District
43 St. Vincent de Paul
44 Taylor Heights Shopping Center/ Festival Foods
45 The Shops at Woodlake Kohler
46 Walmart - South
47 Washington Square Shopping Center/ Piggly Wiggly South

GOVERNMENTAL, SOCIAL SERVICES AND NON-PROFIT FACILITIES

48 Kohler Village Hall and Post Office
49 Mead Public Library
50 RCS Empowers
51 Sheboygan City Hall
52 Sheboygan County Aging and Disability Resource Center
53 Sheboygan County Courthouse
54 Sheboygan County Health and Human Services Department
55 Sheboygan County Job Center
56 Sheboygan Falls City Hall
57 Sheboygan Falls Memorial Library
58 Sheboygan Senior Activity Center
59 U.S. Post Office - Sheboygan
61 U.S. Post Office - Sheboygan Falls

ENTERTAINMENT AND RECREATIONAL FACILITIES

61 Boys and Girls Club of Sheboygan
62 Boys and Girls Club of Sheboygan Falls
63 City Green
64 John Michael Kohler Arts Center
65 John Michael Kohler Arts Center Art Preserve
66 Lakeshore Lanes
67 Marcus Cinema
68 Odyssey Fun Center
69 Sheboygan Falls YMCA
70 Sheboygan YMCA

MAJOR EMPLOYERS

71 Acuity Insurance
72 American Orthodontics
73 Bemis Manufacturing
74 Blue Harbor Resort
75 Curt G. Joa, Inc.
76 Kohler Company Hospitality
77 Kohler Company Plant
78 Nemak
79 Nemak
80 Nemchoff Chairs
81 Old Wisconsin Sausage
82 Old Wisconsin Sausage
83 Piggly Wiggly Midwest
84 Plastics Engineering Company
85 Rockline
86 Sheboygan Business Center
87 SouthPointe Enterprise Campus
88 Vollrath Company

MOBILE HOME PARKS

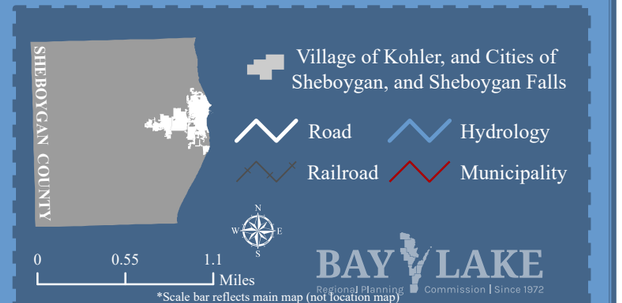
89 Acacia Falls Mobile Home Park
90 Indian Meadows Mobile Home Park
91 Sommer's Mobile Home Park

MAJOR APARTMENT COMPLEXES

92 Amanda Lane Apartments
93 Amherst Court Apartments
94 Camelot Manor
95 Country Village Apartments
96 Courtyard Apartments
97 Eisner Court Apartments
98 Encore Apartments
99 Falls Parc Apartments
100 High Pointe Apartments
101 Mapledale Apartments
102 Meadowland Villas
103 Mendocino Village Apartments
104 Mission Village of Sheboygan
105 Oak Creek Apartments
106 Parkwood Village Apartments
107 Partners Sunnyside Townhouses
108 Portscape Apartments
109 Tamarack Apartments
110 Villas at Union Square
111 Wasserman Apartments
112 Windsor Village Apartments
113 Windward Cove Apartments

MAJOR PARKS

114 Deland Park
115 King Park
116 Kiwanis Park
117 Volrath Park

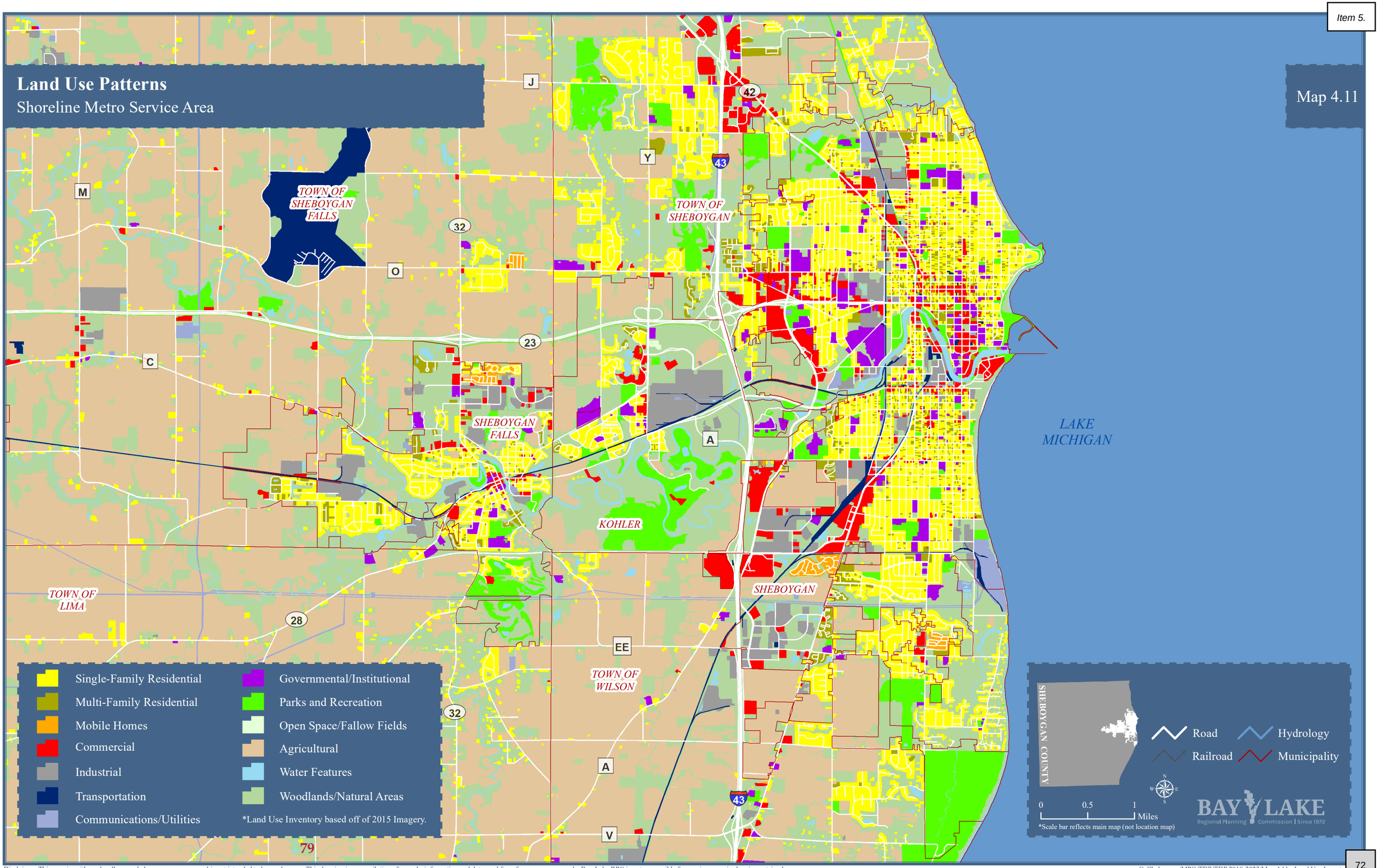


Disclaimer: This map is neither a legally recorded map nor a survey and is not intended to be used as one. This drawing is a compilation of records, information and data used for reference purposes only. Bay-Lake RPC is not responsible for any inaccuracies herein contained.
Source: WDNR, 2009; WisDOT, 2014; Sheboygan County, 2015, 2018; Sheboygan Parking and Transit Utility, 2018; and Bay-Lake Regional Planning Commission, 2019.

Land Use Patterns

Shoreline Metro Service Area

Map 4.11



- Single-Family Residential
- Multi-Family Residential
- Mobile Homes
- Commercial
- Industrial
- Transportation
- Communications/Utilities
- Governmental/Institutional
- Parks and Recreation
- Open Space/Fallow Fields
- Agricultural
- Water Features
- Woodlands/Natural Areas

*Land Use Inventory based off of 2015 Imagery.

Disclaimer: This map is neither a legally recorded map nor a survey and is not intended to be used as one. This drawing is a compilation of records, information and data used for reference purposes only. Bay-Lake RPC is not responsible for any inaccuracies herein contained.
Source: WDNR, 2009; WisDOT, 2014; Sheboygan County, 2015, 2018; and Bay-Lake Regional Planning Commission, 2015, 2018.

G:/Sheboygan/MPO/TDP/TDP 2018-2022/Map 4.11 - Land Use Invento
Map Date: 7/1

Chapter 5: Ridership Opinion

Introduction

A survey was jointly administered by Shoreline Metro staff and by the Bay-Lake Regional Planning Commission to assess ridership opinion concerning Shoreline Metro transit services. The first section of this report discusses findings from the 2020 passenger opinion survey. The second section of this report compares the results of the 2020 passenger opinion survey to previous passenger opinion surveys; all of these previous surveys were conducted by the Bay-Lake Regional Planning Commission.

2020 On-Board & Online Ridership Opinion Survey

Methodology

The ridership opinion survey was conducted to gather data from users of Shoreline Metro. The survey was conducted on Thursday, January 23, 2020, both using traditional paper copies onboard buses and online using a Google Forms survey. The online survey was made available on the same day that the on-board surveys were conducted; online responses were accepted until the morning of Monday, February 10, 2020. Shoreline Metro staff administered paper copies of the survey onboard buses. Bay-Lake Regional Planning Commission staff administered the online survey, which Shoreline Metro marketed using a clickable pop-up link on the Shoreline Metro website and on posts from the Shoreline Metro Facebook page. These posts were boosted twice: once at the beginning of the online survey period, and once in early February.

Riders on all regular (non-school tripper) transit routes were surveyed for the span of one day of typical weekday service. Wednesdays were ruled out, because Sheboygan Area School District (SASD) students are released early on this day, which influences the timing and duration of peak times.

The objectives of the survey were to identify the profile of existing transit users, to determine how current users rate Shoreline Metro, and to determine how various factors would influence riders' use of the transit system. A total of 228 questionnaires was collected, including 123 paper copies and 105 online responses. One online questionnaire was removed from the sample because several questions were answered in a joking and vulgar manner. This removal brought the total usable questionnaires to 227.

The questionnaire for the ridership opinion survey was designed to rate Shoreline Metro on eleven attributes of transit service. The attributes included: (1) riding comfort of buses; (2) interior and exterior cleanliness of buses; (3) timeliness of buses; (4) courtesy of drivers; (5) ease of understanding bus routes; (6) cost of service; (7) the time it takes to reach one's destination using bus service; (8) passenger safety; (9) hours of service; (10) the Bus Buddy program; and (11) modern amenities, such as the Bus Tracker app, social media presence, and onboard USB chargers.

Attributes 1 through 9 were also measured on previous passenger opinion surveys, making direct comparisons possible. Attributes 10 and 11 appeared on the passenger opinion survey for the first time in 2020.

The paper copy passenger opinion survey consisted of 18 questions, with a free response section at the end. These questions were designed to be brief and easily completed in a short period of time. The survey was presented to riders as a single two-sided sheet, and alternative formats of the survey were available in large print for the visually impaired as well as in Spanish. First-time riders

were asked to complete the entire questionnaire, while repeat riders were asked to complete only the first two questions of the survey.

The online passenger opinion survey contained all the same questions as the paper version. Just as with the paper version, first-time riders were asked to complete the entire questionnaire, while repeat riders were asked to complete only the first two questions and submit their responses.

Paper copies were entered online into the Google Forms survey by Bay-Lake staff to merge the two datasets. A note indicating "paper copy" in the free response question allowed staff to determine how each questionnaire was administered.

Characteristics of Transit Riders

Trip Purpose

The most common trip purposes were: work related (106 responses, or 47.3 percent); shopping (103 responses, or 46.0 percent); medical (80 responses, or 35.7 percent) and personal business (59 responses, or 26.3 percent). Other common trip purposes were: school (49 responses, or 21.9 percent) and social/recreational (43 responses, or 19.2 percent). Some 16 respondents (or 7.1 percent of all respondents) listed a human service agency visit as their trip purpose, while only 10 respondents (or 4.5 percent of all respondents) listed "other" as their trip purpose. Some responses in the "other" category could reasonably be assigned to existing categories, but this was not done so as not to change existing results. Percentages in this category added to over 100 percent because respondents were encouraged to check all responses that applied, and some individuals had multiple purpose trips. Some 224 respondents answered this question, for a 98.7 percent response rate.

Method of Travel if the Bus Were Not Available

Respondents were asked how they would get to their destinations if the bus were not available. Some 67 respondents (30.2 percent) stated that they would walk to their destinations if the bus were not available. Another 44 respondents (19.8 percent) indicated that they would ride as a passenger in someone's vehicle if transit service were not available. Another 42 respondents (18.9 percent) stated that they would not make their trip if transit service were not available. Another 37 respondents (16.7 percent) indicated that they would utilize taxi service if transit service were not available. In addition, 12 respondents (5.4 percent) stated that they would travel by bicycle to their destinations if transit service were not available. Some 11 respondents (5.0 percent) noted that they would drive a vehicle to their destinations if transit service were not available. Finally, nine respondents (4.1 percent) gave other responses to this question. Percentages in this category added to slightly over 100 percent because respondents were encouraged to check all responses that applied, and some individuals had more than one travel option if the bus were not available. Some 222 respondents answered this question, for a 97.8 percent response rate.

Frequency of Ridership

The highest percentage of respondents (40.2 percent) rode Shoreline Metro 3 to 6 times per week, with 22.8 percent riding more than 10 times per week, and with 18.8 percent riding 7 to 10 times per week. Some 13.8 percent of respondents rode Shoreline Metro 1 to 2 times per week, and only about 4.5 percent of respondents rode Shoreline Metro less than once per week. Some 224 respondents answered this question, for a 98.7 percent response rate.

Residential Distance from Nearest Bus Stop

Some 51.1 percent of the respondents stated that they lived within one block of a Shoreline Metro bus stop, with 81.1 percent of the respondents living within three blocks of a Shoreline Metro bus

stop, the traditional service area standard. Some 7.1 percent of respondents lived 4 to 5 blocks fr a Shoreline Metro bus stop, and 11.7 percent lived 6 or more blocks from a Shoreline Metro bus stop. Some 223 respondents answered this question, for a 98.2 percent response rate.

Availability of Public Transportation as a Factor in Choice of Housing Location

Some 56.2 percent of the respondents stated that the availability of public transportation was a factor in where they chose to reside. Some 219 respondents answered this question, for a 96.5 percent response rate.

Possession of Driver's License

Some 75.2 percent of the respondents did not possess a driver's license. Some 222 respondents answered this question, for a 97.8 percent response rate.

Vehicle Availability for This Trip

Some 91.4 percent of the respondents did not have a personal vehicle available for the transit trip which they were making. Some 220 respondents answered this question, for a 96.9 percent response rate.

Number of Vehicles in Household

Some 52.9 percent of the respondents had no vehicle in their household, with an additional 29.1 percent of respondents having only one vehicle in their household. Some 223 respondents answered this question, for a 98.2 percent response rate.

Disability Which Impacts Use of Transit Service

Approximately 12.3 percent of the respondents stated that they had some type of disability which impacted their use of transit service. Some 219 respondents answered this question, for a 96.5 percent response rate.

Gender of Respondents

The majority of respondents were female (56.8 percent), while males comprised 38.3 percent of respondents. The remainder preferred not to say or stated a different gender identity. Some 206 respondents answered this question, for a 90.7 percent response rate.

Age of Respondents

Some 14.5 percent of respondents were under 18 years of age; of these, 6.8 percent were under age 16, while 7.7 percent were age 16 or 17. Other frequent age categories among respondents included: 18 to 24 (13.5 percent); 25 to 34 (13.5 percent); 35 to 44 (15.5 percent); and 45 to 54 (14.5 percent). Only 11.1 percent of respondents were 65 or older. Some 207 respondents answered this question, for a 91.2 percent response rate.

Ethnic Background of Respondents

Some 80.7 percent of respondents were Caucasian, 12.4 percent were African American, 5.9 percent were Hispanic/Latino, 4.5 percent were Native American, 2.5 percent were Asian, and 1.0 percent were of "other" ethnic background. Percentages in this category added to over 100 percent because respondents were encouraged to check all responses that applied, and some individuals had more than one ethnic background. Some 202 respondents answered this question, for an 89.0 percent response rate.

Number of Persons in Household

Some 31.1 percent of respondents resided in a one person household, while an additional 21.8 percent of respondents lived in a two person household. In addition, some 14.1 percent of respondents resided in a three person household, while another 11.2 percent of respondents had four persons in their household. Finally, 21.8 percent of respondents had five or more persons in their household. Some 206 respondents answered this question, for a 90.7 percent response rate.

Occupational Status of Respondents

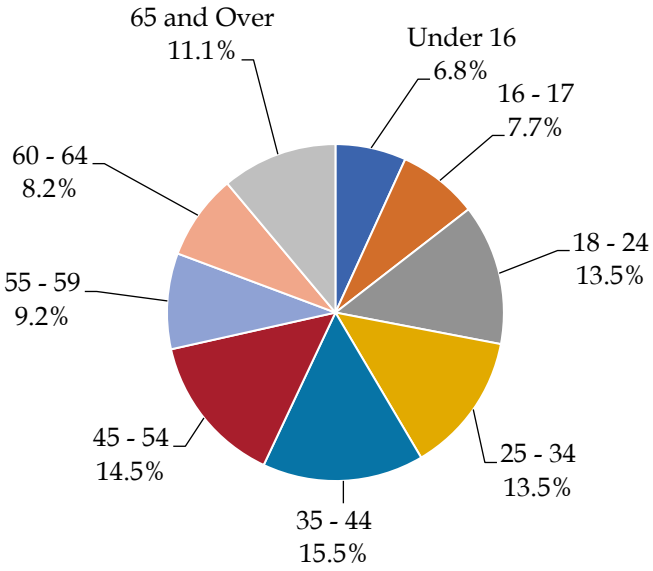
Some 30.2 percent of respondents stated that they were employed full-time. Another 28.2 percent of respondents indicated that they were employed part-time. Some 14.9 percent of respondents noted that they were unemployed, with another 16.8 percent of respondents reporting that they were retired, and 13.4 percent of respondents indicating that they were students. An additional 3.5 percent of respondents commented that they were homemakers. Some 0.5 percent of respondents stated that they were temporary laid off. Finally, 6.5 percent of respondents indicated "other" as their employment status, with "disabled" or a variant thereof being given by far as the most common response in this category. Percentages in this category added to over 100 percent because respondents were encouraged to check all responses that applied, and some individuals had more than one occupational status at the time the survey was administered. Some 202 respondents answered this question, for an 89.0 percent response rate.

Household Income Levels of Respondents

The largest annual household income group represented among respondents was the under $10,000 income group (32.8 percent), with the second highest being the $10,000 to $19,999 income group (23.3 percent), and with the third highest being the $20,000 to $29,999 income group (21.1 percent). Generally, as annual household income increases, the percentage of respondents in the income category decreases. Some 180 respondents answered this question, for a 79.3 percent response rate. This is the highest response rate for this question to date, far surpassing the previous record, which was the 69.1 percent response rate obtained in 2015.

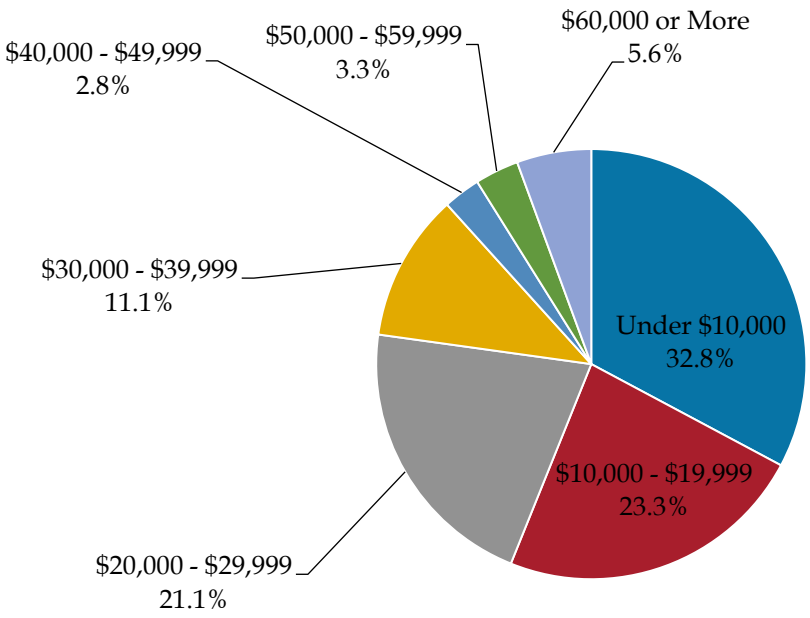
These and other demographic characteristics are shown in Figures 5.1 and 5.2, as well as in Tables 5.1 through 5.4.

Figure 5.1: Ages of 2020 Ridership Opinion Survey Respondents



Source: Bay-Lake Regional Planning Commission, 2020.

Figure 5.2: Annual Household Income Levels of 2020 Ridership Opinion Survey Respondents



Source: Bay-Lake Regional Planning Commission, 2020.

Table 5.1: Employment Status of 2020 Ridership Opinion Survey Respondents

Employment Status	Percentage
Part-Time Employment	30.2%
Full-Time Employment	28.2%
Unemployed	14.9%
Student	13.4%
Retired	16.8%
Homemaker	3.5%
Temporarily Laid Off	0.5%
Other	6.5%

Source: Bay-Lake Regional Planning Commission, 2020.
NOTE: Percentages in this category added to over 100 percent because respondents were encouraged to check all responses that applied, and some individuals had more than one occupational status at the time the survey was administered.

Table 5.2: Ages of 2020 Ridership Opinion Survey Respondents

Age Category	Percentage
Under 16	6.8%
16 - 17	7.7%
18 - 24	13.5%
25 - 34	13.5%
35 - 44	15.5%
45 - 54	14.5%
55 - 59	9.2%
60 - 64	8.2%
65 and Over	11.1%

Source: Bay-Lake Regional Planning Commission, 2020.

Table 5.3: Household Income Levels of 2020 Ridership Opinion Survey Respondents

Household Income Level	Percentage
Under $10,000 Annually	32.8%
$10,000 to $19,999 Annually	23.3%
$20,000 to $29,999 Annually	21.1%
$30,000 to $39,999 Annually	11.1%
$40,000 to $49,999 Annually	2.8%
$50,000 to $59,999 Annually	3.3%
$60,000 or More Annually	5.6%

Source: Bay-Lake Regional Planning Commission, 2020.

Table 5.4: Trip Purposes of 2020 Ridership Opinion Survey Respondents

Trip Purpose	Percentage
Work Related	47.3%
Shopping	46.0%
School	35.7%
Personal Business	26.3%
Medical	21.9%
Social/Recreational	19.2%
Human Service Agency Visit	7.1%
Other	4.5%

Source: Bay-Lake Regional Planning Commission, 2020.
NOTE: Percentages in this category added to over 100 percent because respondents were encouraged to check all responses that applied, and some individuals were making a trip with more than one purpose.

Rating of Shoreline Metro Attributes

Overall, respondents to the passenger opinion survey rated Shoreline Metro very well. Most characteristics received strongly positive mean ratings. There were no characteristics which had a mean rating of less than 2.00 on a scale with "1" being poor and with "3" being good. The rated attributes of Shoreline Metro are shown in Table 5.5, with the most positively rated attribute appearing first.

Using the scale for rating attributes, any attribute rated above 2.50 overall is considered to have a positive rating. An attribute with a mean rating between 2.00 and 2.50 is considered to have neutral to slightly positive rating. Eight attributes received positive mean ratings. Three attributes (buses run on schedule, Bus Buddy program, and hours of service) received a mean rating in the neutral to slightly positive range.

The relatively low ranking of the Bus Buddy program could reflect a lack of knowledge about the program. While it had the lowest number of responses (202), its response rate was still a robust 89.0 percent. This attribute was the only one with more neutral rankings than poor or good. Taken together, these facts could indicate that some respondents could have assigned it a neutral ranking without having detailed knowledge of the program.

Table 5.5: Ranked Attributes of Shoreline Metro According to 2020 Ridership Opinion Survey Respondents

Rank	Attribute	Mean Rating
1	Passenger Safety	2.72
2	Ease of Understanding Bus Routes	2.69
3	Courtesy of Driver	2.67
4	Cost of Service	2.62
5	Interior/Exterior Cleanliness of Bus	2.61
6	Riding Comfort of Buses	2.60
7	Modern Amenities (Bus Tracker App, Facebook Page, and USB Chargers on Buses)	2.57
8	Length of Ride Time	2.51
9	Buses Run on Schedule	2.41
10	Bus Buddy Program	2.33
11	Hours of Service	2.20

Source: Bay-Lake Regional Planning Commission, 2020.

For further analysis of the data collected from Shoreline Metro users, the respondents were divided into subcategories. The categories of age, trip purpose and gender of the respondents were analyzed separately. The age classification divided respondents into two categories: under age 18 and age 18 and over. The trip purpose classification was based on work trips and non-work trips. Table 5.6 shows the rating of the Shoreline Metro attributes by age category.

As seen by the responses in Table 5.6, passengers 18 years of age and older gave higher ratings for eight of eleven attributes of the Shoreline Metro operation when compared to passengers under 18 years of age. The exceptions were ease of understanding bus routes, hours of service, and modern amenities.

Both groups came closest in their ratings regarding driver courtesy; both age groups were within one one-hundredth of a point of one another for this attribute. Both groups differed by one tenth of a point or less for five other attributes: ease of understanding bus routes; cost of service; length of ride time; hours of service; and the Bus Buddy program. The two groups came within one and two tenths of a point of each other in regard to two attributes: riding comfort of buses and passenger safety. The two groups came within two and three tenths of a point of one another in regard to the following attributes: buses running on schedule and modern amenities. Both groups were furthest in their ratings regarding bus cleanliness, with a greater than five tenths of a point difference between the age groups.

Respondents age 18 and over ranked passenger safety as their highest attribute, with the single highest rating across the two groups. Driver courtesy was ranked third for both groups. Ease of understanding bus routes ranked first for respondents under age 18 and fourth for respondents age 18 and over. Both groups ranked cost of service and riding comfort of buses between fourth and sixth. For both groups, hours of service and buses running on schedule ranked ninth or lower. The two groups' ratings were most divergent for bus cleanliness, which was ranked second for respondents age 18 and over and was ranked eleventh (last) for respondents under age 18. For respondents under age 18, the average ratings for riding comfort of buses and length of ride time are identical, at 2.50 points for each. For respondents over age 18, the average rating for modern amenities (2.524) is slightly higher than for length of ride time (2.520).

Table 5.6: Ranking and Rating of Attributes of Shoreline Metro by Age of Respondent

Respondents Under Age 18			Respondents Age 18 and Over		
Rank	Attribute	Average Rating	Rank	Attribute	Average Rating
1	Ease of Understanding Bus Routes	2.73	1	Passenger Safety	2.75
2	Modern Amenities	2.73	2	Interior/Exterior Cleanliness of Bus	2.71
3	Courtesy of Driver	2.67	3	Courtesy of Driver	2.68
4	Cost of Service	2.60	4	Ease of Understanding Bus Routes	2.67
5	Passenger Safety	2.57	5	Riding Comfort of Buses	2.64
6	Riding Comfort of Buses	2.50	6	Cost of Service	2.62
7	Length of Ride Time	2.50	7	Modern Amenities	2.52
8	Bus Buddy Program	2.29	8	Length of Ride Time	2.52
9	Hours of Service	2.23	9	Buses Run on Schedule	2.44
10	Buses Run on Schedule	2.21	10	Bus Buddy Program	2.33
11	Interior/Exterior Cleanliness of Bus	2.13	11	Hours of Service	2.17

Source: Bay-Lake Regional Planning Commission, 2020.

NOTE: Numbers in parentheses are the weighted averages for respondents under each of the above categories.

Table 5.7 indicates the ratings and rankings of transit system attributes for respondents with a work or non-work trip purpose. Respondents with a work trip purpose rated eight out of eleven attributes lower than respondents with a non-work trip purpose. The three exceptions were: riding comfort of buses, interior/exterior cleanliness of buses, and passenger safety, for which both groups' ratings were within two tenths of a point of each other. Of the other eight attributes, the ratings diverged by less than one tenth of a point for four attributes: buses running on schedule, ease of understanding bus routes, the Bus Buddy program, and modern amenities. An additional three attributes diverged between one and two tenths of a point of each other: driver courtesy, cost of service, and length of ride time. The notable exception was hours of service, which was rated more than three tenths of a point lower by respondents with a work trip purpose than by respondents with a non-work trip purpose. However, even this attribute was rated above 2.00 points and remained in the "neutral" to "good" range in both groups.

Table 5.7: Ranking and Rating of Attributes of Shoreline Metro by Trip Purpose of Respondent

Respondents with a Non-Work Trip Purpose			Respondents with a Work Trip Purpose		
Rank	Attribute	Average Rating	Rank	Attribute	Average Rating
1	Courtesy of Driver	2.78	1	Passenger Safety	2.75
2	Ease of Understanding Bus Routes	2.72	2	Interior/Exterior Cleanliness of Bus	2.69
3	Passenger Safety	2.70	3	Riding Comfort of Buses	2.69
4	Cost of Service	2.69	4	Ease of Understanding Bus Routes	2.66
5	Modern Amenities	2.59	5	Courtesy of Driver	2.60
6	Length of Ride Time	2.58	6	Modern Amenities	2.55
7	Interior/Exterior Cleanliness of Bus	2.55	7	Cost of Service	2.55
8	Riding Comfort of Buses	2.53	8	Length of Ride Time	2.43
9	Buses Run on Schedule	2.45	9	Buses Run on Schedule	2.37
10	Hours of Service	2.35	10	Bus Buddy Program	2.31
11	Bus Buddy Program	2.34	11	Hours of Service	2.04

Source: Bay-Lake Regional Planning Commission, 2020.

NOTE: Numbers in parentheses are the weighted averages for respondents under each of the above categories.

The responses of male passengers and female passengers also have been compared. Table 5.8 indicates the relationship between these two classifications of respondents. Ratings between male and female respondents were less than one tenth of a point apart for nine of the eleven attributes. However, male and female respondents were more than two tenths of a point apart for the remaining two attributes: hours of service and modern amenities. Male respondents rated hours of service higher, while female respondents rated modern amenities higher. For eight of the eleven attributes, males rated the attributes slightly higher than females. The three attributes females rated higher were driver courtesy, ease of understanding bus routes, and modern amenities. While males and females rated driver courtesy at 2.71 points and rated length of ride time at 2.54 points, both are due to rounding. For driver courtesy, the average rating for females was slightly higher than it was for males. For length of ride time, the average rating for females was slightly lower than it was for males.

Table 5.8: Ranking and Rating of Attributes of Shoreline Metro by Gender

Male Respondents			Female Respondents		
Rank	Attribute	Average Rating	Rank	Attribute	Average Rating
1	Passenger Safety	2.76	1	Ease of Understanding Bus Routes	2.74
2	Courtesy of Driver	2.71	2	Passenger Safety	2.74
3	Interior/Exterior Cleanliness of Bus	2.69	3	Courtesy of Driver	2.71
4	Ease of Understanding Bus Routes	2.68	4	Modern Amenities	2.68
5	Riding Comfort of Buses	2.66	5	Cost of Service	2.63
6	Cost of Service	2.66	6	Riding Comfort of Buses	2.62
7	Length of Ride Time	2.54	7	Interior/Exterior Cleanliness of Bus	2.62
8	Buses Run on Schedule	2.44	8	Length of Ride Time	2.54
9	Modern Amenities	2.40	9	Buses Run on Schedule	2.42
10	Bus Buddy Program	2.38	10	Bus Buddy Program	2.33
11	Hours of Service	2.33	11	Hours of Service	2.08

Source: Bay-Lake Regional Planning Commission, 2020.
NOTE: Numbers are the weighted averages for respondents for each of the above attributes.

Online responses and onboard paper survey responses have also been compared. These two groups presented by far the most divergent responses out of any pair of survey subgroups examined in this chapter. For each of the eleven attributes, the average rating was higher among on-board paper survey respondents than among online respondents. Two attributes had ratings less than one tenth of a point apart: bus cleanliness and modern amenities. No attributes were between one tenth and two tenths of a point apart. Five attributes had average ratings between two and three tenths of a point apart: riding comfort of buses, ease of understanding bus routes, cost of service, passenger safety, and the Bus Buddy program. Two attributes were between three tenths and four tenths of a point apart: driver courtesy and length of ride time. Finally, two attributes had differences between four tenths and five tenths of a point: buses running on schedule and hours of service. Hours of service stands out for two reasons. First, with a difference of 0.49 points (almost half a point), this attribute has the largest difference in average rating between any two groups which were analyzed. Second, its average rating of 1.94 points among online respondents is the single lowest rating of any group analyzed, and the only rating from any group below 2.00 points.

Table 5.9: Ranking and Rating of Attributes of Shoreline Metro by Survey Method

On-Board Paper Survey Respondents			Online Respondents		
Rank	Attribute	Average Rating	Rank	Attribute	Average Rating
1	Courtesy of Driver	2.83	1	Interior/Exterior Cleanliness of Bus	2.60
2	Passenger Safety	2.83	2	Passenger Safety	2.59
3	Ease of Understanding Bus Routes	2.82	3	Ease of Understanding Bus Routes	2.54
4	Cost of Service	2.74	4	Modern Amenities	2.52
5	Riding Comfort of Buses	2.70	5	Courtesy of Driver	2.51
6	Length of Ride Time	2.68	6	Cost of Service	2.49
7	Buses Run on Schedule	2.65	7	Riding Comfort of Buses	2.49
8	Interior/Exterior Cleanliness of Bus	2.63	8	Length of Ride Time	2.31
9	Modern Amenities	2.61	9	Buses Run on Schedule	2.24
10	Bus Buddy Program	2.44	10	Bus Buddy Program	2.21
11	Hours of Service	2.43	11	Hours of Service	1.94

Source: Bay-Lake Regional Planning Commission, 2020.
NOTE: Numbers are the weighted averages for respondents for each of the above attributes.

Transit Usage Influence Factors

In addition to the rating of Shoreline Metro attributes, respondents were asked to indicate how a series of factors would influence their usage of transit. The rating scale for these factors ranges from "1," indicating that the respondent would ride less often, to "2," having no effect, to "3," indicating that the respondent would ride more often.

Table 5.10 indicates influences which would increase or decrease the amount of usage by existing weekday transit riders. Factors which had the greatest potential to increase ridership according to survey respondents included: (1) more frequent bus travel; (2) building better waiting areas (passenger shelters); (3) making transfers easier; (4) having the bus stop at the nearest corner to one's house; (5) increasing the availability of modern amenities; (6) making it easier to know all of the routes and schedules; (7) implementing a weekly bus pass; and (8) having special discounts to ride the bus offered through one's employer. Factors in which survey respondents were more neutral as to the factor's ability to attract or decrease ridership included: (1) having transit maps and schedules available in one's language; (2) expanding the Bus Buddy program; and (3) providing training on how to use the bus. There were two factors which survey respondents indicated would decrease the amount of transit usage: (1) a 25-cent fare increase; and (2) moving the bus route 7 to 8 blocks from one's house. Tabulations in Table 5.10 are for the entire survey sample.

Table 5.10: Transit Usage Influence Factor Ratings According to 2015 Ridership Opinion Sur

Rank	Factor	Mean Rating
1	Buses Travel More Frequently	2.72
2	Better Waiting Areas are Built	2.53
3	Transfers Become Much Easier	2.49
4	The Bus Stops on the Nearest Corner to One's House	2.48
5	Availability of Moden Amenities (Bus Tracker App, Facebook Page, and USB Chargers on Buses) Increases	2.47
6	It Becomes Easier to Know All the Routes and Schedules	2.45
7	A Weekly Bus Pass is Implemented	2.35
8	Special Discounts are Offered Through One's Employer	2.33
9	Transit Maps and Schedules Become Available in One's Language	2.22
10	Bus Buddy Program is Expanded	2.18
11	Training is Provided on How to Use the Bus	2.13
12	Fares Increase 25 Cents	1.74
13	The Bus Route is Moved 7 to 8 Blocks from One's House	1.40

Source: Bay-Lake Regional Planning Commission, 2020.
NOTE: Numbers are the weighted averages for respondents under each of the above categories.

Table 5.11 indicates transit usage influence factors based on the age category and work or non-work trip purpose of the respondent. Table 5.11 indicates that the top transit usage influence factor for both respondents under age 18 and respondents age 18 and over was having buses travel more frequently. Other leading (top five) transit usage influence factors in both age groups included: (1) building better waiting areas; (2) making transfers much easier; (3) having the bus stop on the nearest corner to one's house; and (4) increasing the availability of modern amenities. Table 5.11 also indicates that the two factors that would drive respondents away from transit usage in both age groups were: (1) having the bus route moved 7 to 8 blocks from the home of the respondent; and (2) a 25-cent fare increase.

Table 5.11 indicates that respondents under age 18 rated (gave an average numerical rating to) ten of thirteen transit usage influence factors higher than respondents age 18 and over. Respondents age 18 and over ranked the following factors higher than respondents under age 18: (1) implementing a weekly bus pass; and (2) having special discounts offered through one's employer. Having transit maps and schedules become available in one's language was ranked the same by both age groups. All other usage factors were ranked higher by respondents under age 18.

Table 5.11 indicates that the top transit usage influence factor for both respondents with a non-work trip purpose and respondents with a work trip purpose was having buses travel more frequently. Two factors were ranked higher for respondents with a work trip purpose: (1) increasing the availability of modern amenities; and (2) having special discounts offered through one's employer. The following factors were ranked higher for respondents with a non-work trip purpose: (1) building better waiting areas; (2) making transfers much easier; (3) making it easier to know all the routes and schedules; and (4) implementing a weekly bus pass. The top-ranked, the fourth-ranked, and the five lowest ranked factors were ranked the same by both respondents with a work trip purpose and respondents with a non-work trip purpose.

Table 5.11: Transit Usage Influence Factors by Age and Trip Purpose of Respondent

Rank	Respondents Under Age 18	Respondents Age 18 and Over	Respondents With a Non-Work Trip Purpose	Respondents With a Work Trip Purpose
1	Buses Travel More Frequently: (2.90)	Buses Travel More Frequently: (2.69)	Buses Travel More Frequently: (2.65)	Buses Travel More Frequently: (2.78)
2	Better Waiting Areas are Built: (2.90)	Better Waiting Areas are Built: (2.51)	Better Waiting Areas are Built: (2.51)	Availability of Modern Amenities Increases: (2.58)
3	Transfers Become Much Easier: (2.72)	The Bus Stops on the Nearest Corner to One's House: (2.47)	Transfers Become Much Easier: (2.50)	Better Waiting Areas are Built: (2.53)
4	Availability of Modern Amenities Increases: (2.69)	Transfers Become Much Easier: (2.46)	The Bus Stops on the Nearest Corner to One's House: (2.46)	The Bus Stops on the Nearest Corner to One's House: (2.51)
5	The Bus Stops on the Nearest Corner to One's House: (2.55)	Availability of Modern Amenities Increases: (2.45)	It Becomes Easier to Know All the Routes and Schedules: (2.45)	Transfers Become Much Easier: (2.49)
6	It Becomes Easier to Know All the Routes and Schedules: (2.53)	It Becomes Easier to Know All the Routes and Schedules: (2.44)	Availability of Modern Amenities Increases: (2.37)	It Becomes Easier to Know All the Routes and Schedules: (2.45)
7	Bus Buddy Program is Expanded: (2.28)	A Weekly Bus Pass is Implemented: (2.38)	A Weekly Bus Pass is Implemented: (2.30)	Special Discounts are Offered Through One's Employer: (2.40)
8	Transit Maps and Schedules Become Available in One's Language: (2.21)	Special Discounts are Offered Through One's Employer: (2.38)	Special Discounts are Offered Through One's Employer: (2.27)	A Weekly Bus Pass is Implemented: (2.39)
9	A Weekly Bus Pass is Implemented: (2.21)	Transit Maps and Schedules Become Available in One's Language: (2.21)	Transit Maps and Schedules Become Available in One's Language: (2.25)	Transit Maps and Schedules Become Available in One's Language: (2.19)
10	Training is Provided on How to Use the Bus: (2.17)	Bus Buddy Program is Expanded: (2.17)	Bus Buddy Program is Expanded: (2.19)	Bus Buddy Program is Expanded: (2.17)
11	Special Discounts are Offered Through One's Employer: (2.17)	Training is Provided on How to Use the Bus: (2.13)	Training is Provided on How to Use the Bus: (2.13)	Training is Provided on How to Use the Bus: (2.13)
12	Fares Increase 25 Cents: (1.77)	Fares Increase 25 Cents: (1.74)	Fares Increase 25 Cents: (1.79)	Fares Increase 25 Cents: (1.70)
13	The Bus Route is Moved 7 to 8 Blocks from One's House: (1.41)	The Bus Route is Moved 7 to 8 Blocks from One's House: (1.40)	The Bus Route is Moved 7 to 8 Blocks from One's House: (1.44)	The Bus Route is Moved 7 to 8 Blocks from One's House: (1.37)

Source: Bay-Lake Regional Planning Commission, 2020.

NOTE: Numbers in parentheses are the weighted averages for respondents under each of the above categories.

Table 5.12 indicates transit usage influence factors based on the sex of the respondent. For both male and female respondents, buses traveling more frequently was the top-ranked factor and a 25-cen fare increase and moving the bus route 7 to 8 blocks from one's house were ranked at the bottom. Building better waiting areas, making transfers much easier, and increasing the availability of modern amenities appear in the top five factors for both groups.

Male respondents ranked five of the thirteen transit usage influence factors higher than female respondents: (1) making transfers much easier; (2) making it easier to know all the routes and schedules; (3) having special discounts offered through one's employer; (4) expanding the Bus Buddy program; and (5) providing training on how to use the bus. Female respondents ranked four factors higher than male respondents: (1) having the bus stop on the nearest corner to one's house; (2) increasing the availability of modern amenities; (3) implementing a weekly bus pass; and (4) having transit maps and schedules available in one's language. The remaining four factors were ranked the same by both groups.

Table 5.12: Transit Usage Influence Factors by Sex of Respondent

Male Respondents			Female Respondents		
Rank	Factor	Average Rating	Rank	Factor	Average Rating
1	Buses Travel More Frequently	2.65	1	Buses Travel More Frequently	2.76
2	Transfers Become Much Easier	2.46	2	The Bus Stops on the Nearest Corner to One's House	2.59
3	Better Waiting Areas are Built	2.43	3	Better Waiting Areas are Built	2.58
4	It Becomes Easier to Know All the Routes and Schedules	2.42	4	Availability of Modern Amenities Increases	2.56
5	Availability of Modern Amenities Increases	2.41	5	Transfers Become Much Easier	2.51
6	The Bus Stops on the Nearest Corner to One's House	2.34	6	It Becomes Easier to Know All the Routes and Schedules	2.46
7	Special Discounts are Offered Through One's Employer	2.33	7	A Weekly Bus Pass is Implemented	2.37
8	A Weekly Bus Pass is Implemented	2.32	8	Special Discounts are Offered Through One's Employer	2.34
9	Bus Buddy Program is Expanded	2.20	9	Transit Maps and Schedules Become Available in One's Language	2.30
10	Training is Provided on How to Use the Bus	2.10	10	Bus Buddy Program is Expanded	2.19
11	Transit Maps and Schedules Become Available in One's Language	2.10	11	Training is Provided on How to Use the Bus	2.14
12	Fares Increase 25 Cents	1.81	12	Fares Increase 25 Cents	1.72
13	The Bus Route is Moved 7 to 8 Blocks from One's House	1.44	13	The Bus Route is Moved 7 to 8 Blocks from One's House	1.37

Source: Bay-Lake Regional Planning Commission, 2020.

NOTE: Numbers are the weighted averages for respondents under each of the above categories.

Table 5.13 indicates transit usage influence factors based on the survey method used: either on-board paper surveys or online surveys. Both groups ranked having buses travel more frequently as the top factor. Building better waiting areas, making transfers easier, and increasing the availability of modern amenities appear in the top five factors for both groups. Online respondents ranked

four factors higher: (1) building better waiting areas; (2) having the bus stop on the nearest corn to one's house; (3) having special discounts offered through one's employer; and (4) having transit maps and schedules available in one's language. The two groups ranked their top factor the same, as well as their fourth-ranked factor, increasing the availability of modern amenities. Both groups also shared rankings for their bottom three factors: (1) providing training on how to use the bus; (2) a 25-cent fare increase; and (3) moving the bus route 7 to 8 blocks from one's house. The remaining four factors were ranked higher by respondents using paper survey forms.

Table 5.13: Transit Usage Influence Factors by Survey Method

On-Board Paper Survey Respondents			Online Respondents		
Rank	Factor	Average Rating	Rank	Factor	Average Rating
1	Buses Travel More Frequently	2.66	1	Buses Travel More Frequently	2.77
2	Transfers Become Much Easier	2.47	2	Better Waiting Areas are Built	2.62
3	Better Waiting Areas are Built	2.44	3	The Bus Stops on the Nearest Corner to One's House	2.57
4	Availability of Modern Amenities Increases	2.42	4	Availability of Modern Amenities Increases	2.52
5	It Becomes Easier to Know All the Routes and Schedules	2.41	5	Transfers Become Much Easier	2.51
6	The Bus Stops on the Nearest Corner to One's House	2.38	6	It Becomes Easier to Know All the Routes and Schedules	2.49
7	A Weekly Bus Pass is Implemented	2.31	7	Special Discounts are Offered Through One's Employer	2.45
8	Special Discounts are Offered Through One's Employer	2.22	8	A Weekly Bus Pass is Implemented	2.38
9	Bus Buddy Program is Expanded	2.21	9	Transit Maps and Schedules Become Available in One's Language	2.25
10	Transit Maps and Schedules Become Available in One's Language	2.20	10	Bus Buddy Program is Expanded	2.15
11	Training is Provided on How to Use the Bus	2.15	11	Training is Provided on How to Use the Bus	2.11
12	Fares Increase 25 Cents	1.83	12	Fares Increase 25 Cents	1.65
13	The Bus Route is Moved 7 to 8 Blocks from One's House	1.50	13	The Bus Route is Moved 7 to 8 Blocks from One's House	1.31

Source: Bay-Lake Regional Planning Commission, 2020.

NOTE: Numbers are the weighted averages for respondents under each of the above categories.

Opinion on Whether Bus Service Hours Should be Adjusted

Some 203 survey respondents answered the question "Should the bus service hours be adjusted?" Of these, 123 (60.6 percent) responded affirmatively. Of the 123 affirmative responses, 107 individuals took the time to explain their affirmative response. Of these respondents:

- Some 28 respondents asked for some form of late-night transit service, including comments specifically referencing second or third shift workers;
- Some 24 respondents wanted a combination of expanded services (any combination of early morning service, late night service, longer or more frequent Saturday service, and/or reinstatement of some form of Sunday service, with two or more of these listed in the response);
- Some 13 respondents asked for reinstatement of Sunday service;
- Some 12 respondents asked for improved transit service on Saturday (a longer service day and/or more frequent service); and
- Some nine respondents asked for improved transit service on weekends (expanded Saturday service and reinstatement of Sunday service).

In addition, smaller numbers of respondents requested that (1) there be some form of more frequent service (five responses); (2) there be earlier transit service in the morning on weekdays (three responses); (3) there be route-specific service improvements be made (with Routes 10 and 20 each mentioned once); and (4) there be improved or expanded service to areas already receiving transit service (with the City of Sheboygan Falls mentioned twice and the Village of Kohler, Georgia Avenue, the UW Green Bay Sheboygan campus, and Deer Trace Shopping Center each mentioned once). One respondent requested separate buses for Sheboygan Area School District (SASD) students, and one respondent requested improvements to scheduling so that SASD students have a shorter waiting period for transit. There was also a small number of written responses that did not specify a form of expanded service.

Comparison Of Passenger Opinion Survey Findings

Demographics Compared

Age, gender and household income statistics were compared to better establish the relationship between the various populations being discussed in this analysis. The following analyses contain data from the four most recent passenger opinion surveys conducted for Shoreline Metro. In Table 5.14, Shoreline Metro's 2005, 2009, 2015, and 2020 passenger opinion surveys and 2014 – 2018 American Community Survey (ACS) demographic data are presented. These comparisons are important in assessing the strengths and weaknesses of each type of data discussed.

Table 5.14: Comparison of Survey Respondent Groups

Characteristic	2005 Ridership Opinion Survey	2009 Ridership Opinion Survey	2015 Ridership Opinion Survey	2020 Ridership Opinion Survey	2014 - 2018 ACS
Age					
Under 18	24%	26%	19%	15%	24%
18 - 24	16%	14%	11%	14%	8%
25 - 34	12%	12%	14%	14%	14%
35 - 44	16%	12%	18%	16%	12%
45 - 54	15%	14%	16%	15%	12%
55 - 64	11%	13%	15%	17%	13%
65 and over	6%	9%	7%	11%	17%
Sex					
Male	44%	43%	49%	38%*	50%
Female	56%	57%	51%	57%*	50%
Annual Household Income					
Under $10,000	33%	47%	49%	33%	4%
$10,000 - $19,999	28%	24%	29%	23%	12%
$20,000 - $29,999	14%	12%	11%	21%	12%
$30,000 or More	25%	16%	11%	23%	72%

Source: U.S. Bureau of the Census, 2014 – 2018 American Community Survey 5-Year Estimates, Table S0101 (Age and Sex) and S1901 (Income in the Past 12 Months, in 2018 Inflation-Adjusted Dollars); and Bay-Lake Regional Planning Commission, 2005, 2009, 2015 and 2020.

*Percentage by sex does not sum to one hundred percent because some respondents chose not to answer or did not identify as male or female.

As Table 5.14 illustrates, the proportion of individuals under the age of 18 utilizing regular routes of the transit operation and responding to the survey has declined since previous survey efforts, and was lower than the share of the population in this age group in the transit service area according to the 2014 – 2018 American Community Survey (ACS). The proportion of young adults (ages 18 to 24) responding to the survey rebounded from its low point in 2015 and was higher than the share of the population in this age group in the transit service area according to the 2014 – 2018 ACS. The proportion of persons in the 25 to 34 age group responding to this survey was similar to what it was in previous survey efforts, and was similar to the share of the population in this age group in the transit service area according to the 2014 – 2018 ACS.

Table 5.14 also indicates that the proportion of persons in the 35 to 44 age group responding to this survey was about the same as it was in 2005, was higher than it was in 2009, was lower than it was in 2015, and was higher than the share of the population in this age group in the transit service area according to the 2014 – 2018 ACS. The proportion of persons in the 45 to 54 age group responding to this survey was similar to this proportion in previous surveys, but was higher than the share of the population in this age group in the transit service area according to the 2014 – 2018 ACS. The proportion of persons in the 55 to 64 age group responding to this survey is higher than it was in previous surveys, and was higher than the share of the population in this age group in the transit service area according to the 2014 – 2018 ACS. Finally, the proportion of persons age 65 and over responding to this survey was higher than what was observed in previous surveys, but was lower than the share of the population in this age group in the transit service area according to the 2014 – 2018 ACS.

In the four passenger opinion surveys that have been conducted for Shoreline Metro for which

data are presented, the percentage of females responding to the survey exceeded the proportion of females in the transit service area according to the 2014 – 2018 ACS, and has consistently exceeded the number of male respondents in every survey period. The percentage of respondents identifying as female in 2020 was similar to the percentages set in 2009 and 2015, while the percentage of respondents identifying as male in 2020 reached its lowest point. Some respondents to the 2020 survey either chose not to answer this question or stated that they identified as nonbinary individuals.

In all four of the most recent passenger opinion surveys that have been conducted for Shoreline Metro, a higher percentage of respondents reported lower annual household incomes (less than $20,000) than what was observed for the service area in the 2014 – 2018 ACS. In fact, a majority of survey respondents reported an annual household income of less than $20,000 in all four survey years. The proportion of respondents reporting an annual household income of less than $20,000 steadily increased from 2005 to 2015, but then declined from 78 percent in 2015 to 56 percent in 2020. The economic segment of respondents which grew the most between the 2015 and 2020 surveys was the group with annual household incomes between $20,000 and $29,999. The 2008 economic crisis (which lingered for several years) was a contributing factor to the increased percentage of transit rider households making less than $20,000 per year between the 2005 and 2009 surveys, and may have also been responsible for the increased percentage of transit rider households making less than $20,000 per year between the 2009 and 2015 surveys. Still, survey respondents reported generally lower household incomes than the population of the transit service area as a whole. While 56 percent of respondents to the 2020 survey lived in a household with an income of less than $20,000, only about 16 percent of households in the transit service area were at this income level according to the 2014 – 2018 ACS. It should also be noted that the real "buying power" of the dollar decreases over time, so a gradual shift toward higher household income should be expected under normal circumstances of economic growth.

Comparison of Transportation Characteristics of Respondents

Transportation characteristics of respondents to the passenger opinion survey were compared for the four most recent years in which the survey was administered. In Table 5.15, transportation characteristics of ridership opinion survey respondents are compared for 2005, 2009, 2015 and 2020.

In 2020, over 75 percent of survey respondents did not possess a driver's license; this statistic is lower than what was observed in the 2005 and 2009 surveys, but is fairly similar to what was observed in the 2015 survey.

In 2020, almost 53 percent of survey respondents did not have a motor vehicle available in their household, which is lower than what was observed in 2015 but is higher than what was observed in 2005 and in 2009. Also in 2015, about 82 percent of survey respondents had either no vehicle or one vehicle available in their household; this was higher than what was observed in the 2005 and 2009 survey efforts, but was slightly lower than what was observed in 2015.

Table 5.15: Transportation Characteristics of Ridership Opinion Survey Respondents: 2005, 2009, 2015 and 2020

Characteristic	2005 Results	2009 Results	2015 Results	2020 Results
Licensed Driver				
Yes	24%	18%	25%	25%
No	76%	82%	75%	75%
Household Motor vehicles				
None Available	44%	51%	61%	53%
One Available	28%	25%	23%	29%
Two Available	21%	17%	9%	15%
Three or More Available	7%	8%	6%	3%
Distance from Bus Stop				
One Block	52%	54%	50%	51%
Two Blocks	18%	17%	16%	20%
Three Blocks	10%	9%	9%	10%
Four Blocks	4%	4%	5%	3%
Five or More Blocks	16%	16%	19%	16%
Trips Made Per Week				
Less Than One Trip	4%	4%	2%	5%
1 - 2 Trips	10%	11%	10%	14%
3 - 6 Trips	43%	37%	42%	40%
7 - 10 Trips	19%	19%	23%	19%
More Than 10 Trips	24%	29%	23%	23%

Source: Bay-Lake Regional Planning Commission, 2005, 2009, 2015 and 2020.

Some 80 percent of survey respondents lived within three blocks of a bus stop in 2005; this proportion remained at 80 percent in 2009, decreased to around 75 percent in 2015, and rebounded to 81 percent in 2020. The decrease from 2009 to 2015 could reflect the continued decentralization of the urban area population even at its core, the transit service area. The increase from 2015 to 2020 could reflect an increased transit service area and better-planned routes and stops in recent years.

The proportion of survey respondents who are "frequent riders" (three or more trips per week) has remained in the 80 to 90 percent range since 2005. The most dependent sector of the ridership (those who ride ten or more times per week) was 23 percent in 2020, which was similar to what was observed in 2015, but was lower than what was observed in 2005 and 2009. The percentage of "infrequent riders" (those riders who make two or fewer trips per week, which is one round trip or fewer) reached a peak of over 18 percent in 2020. Interestingly, this peak of infrequent ridership follows the lowest observed percentage of infrequent ridership, which was 12 percent in 2015.

Comparison of Passenger Opinions

Opinions of respondents to the survey in 2005, 2009, 2015 and 2020 were compared. As was stated previously, a rating of "1" is "poor," "2" is "neutral," and "3" is "good" for purposes of this survey over the 2009, 2015 and 2020 survey periods. Since the rating system was less elaborate than what was used in 2005 (a scale of 1 to 5 was used in that year in which "1" was "very poor," "3" was "neutral," and "5" was "very good"), average ratings from the previous years were converted to the scale used for the 2009 through 2020 survey efforts so that scores could be directly compared.

Table 5.16 shows how passengers rated various attributes of Shoreline Metro in the 2005, 2009, 2015

and 2020 opinion surveys. Six of eleven attributes rated in 2020 were also rated in 2005, 2009 and 2015, and are compared in Table 5.16. The 2009, 2015 and 2020 surveys asked passengers to rate interior and exterior cleanliness of buses as one rating, while interior and exterior bus cleanliness were rated separately in the 2005 survey; therefore, these ratings were not directly comparable. In addition, the 2009, 2015 and 2020 surveys asked passengers to rate two attributes that were not rated in the 2005 survey; these attributes were: (1) riding comfort of buses; and (2) hours of service. The 2020 survey added two new attributes: (1) the Bus Buddy program; and (2) modern amenities, such as the Bus Tracker app, Shoreline Metro's Facebook page, and USB chargers on buses.

Table 5.16: Comparison of Rated Attributes of Shoreline Metro According to Ridership Opinion Survey Respondents: 2005, 2009, 2015 and 2020

Attribute	2005 Mean Rating	2009 Mean Rating	2015 Mean Rating	2020 Mean Rating
Courtesy of Driver	2.67	2.79	2.80	2.67
Length of Ride Time	2.53	2.60	2.63	2.51
Bus Service Information/Ease of Understanding Bus Routes	2.64	2.66	2.71	2.69
Passenger Safety	2.63	2.75	2.75	2.72
Timeliness of the Bus/Buses Run on Schedule	2.55	2.59	2.53	2.41
Cost of Service	2.36	2.32	2.59	2.62

Source: Bay-Lake Regional Planning Commission, 2005, 2009, 2015 and 2020.

According to Table 5.16:

- The cost of service was rated higher in 2020 than it was rated in all previous survey years, even above the previous high in 2015;
- Length of ride time reached its lowest rating in 2020, which was significantly lower than 2009 and 2015, but was only slightly lower than in 2005;
- Bus service information/ease of understanding bus routes was rated lower in 2020 than in 2015, yet was rated higher than in 2005 and 2009;
- Driver courtesy in 2020 was rated lower than in 2009 and 2015, but was rated the same as it was in 2005;
- Passenger safety was rated lower than it was in 2009 and 2015, yet was rated higher than it was in 2005;
- Timeliness of the bus/buses run on schedule reached its lowest rating in 2020, dropping below 2.50 points for the first time;
- For the first time in 2020, the highest rated attribute was not driver courtesy, but passenger safety, with bus service information/ease of understanding bus routes also being rated higher than driver courtesy; and
- The cost of service was the lowest rated attribute in 2005 and in 2009, while timeliness of the bus/buses run on schedule was the lowest rated attribute in 2015 and in 2020.

Comparison of Transit Usage Influence Factors

Eleven of thirteen transit usage influence factors in the 2020 survey were addressed in three or more previous survey efforts (although the wording was slightly different in one case between survey years). Two new factors were new in 2020, and correspond to the two new attributes. These two new usage factors are: (1) expanding the Bus Buddy program; and (2) increasing the availability of modern amenities. As was stated previously, a rating of "1" meant "ride less often," "2" meant

"have no effect," and "3" meant "ride more often" for purposes of the 2009, 2015 and 2020 surveys. Since the rating system was less elaborate than what was used in 2005 (a scale of 1 to 5 was used in that year where "1" meant "definitely ride less often," "3" meant "have no effect," and "5" meant "definitely ride more often"), average ratings from the previous years were converted to the scale used for the 2009, 2015, and 2020 survey efforts so that scores could be directly compared.

Table 5.17 shows how passengers rated transit usage influence factors for Shoreline Metro in the 2005, 2009, 2015 and 2020 opinion surveys; eleven of the thirteen transit usage influence factors were rated for all four years, while two new transit usage influence factors were introduced in 2020.

Table 5.17: Comparison of Transit Usage Influence Factor Ratings According to Ridership Opinion Survey Respondents: 2005, 2009, 2015 and 2020

Factor	2005 Mean Rating	2009 Mean Rating	2015 Mean Rating	2020 Mean Rating
Fares Increase 25 Cents	1.80	1.71	1.74	1.74
Transfers Become Much Easier	2.30	2.42	2.36	2.49
Better Waiting Areas are Built	2.40	2.45	2.41	2.53
Bus Stops on Nearest Corner to House	2.35	2.42	2.34	2.48
Buses Travel More Frequently	2.46	2.55	2.57	2.72
Special Discounts Offered Through Employer	2.35	2.35	2.30	2.33
Easier to Know All Routes and Schedules	2.34	2.38	2.36	2.45
Bus Route Moved 7 to 8 Blocks from House	1.68	1.51	1.52	1.40
Training Provided on How to Use the Bus	2.14	2.17	2.13	2.13
Transit Maps/Schedules in One's Language	2.20	2.22	2.18	2.22
Weekly Bus Pass is Implemented	2.27	2.32	2.37	2.35
Bus Buddy Program Expanded	NA	NA	NA	2.18
Increased Availability of Modern Amenities	NA	NA	NA	2.47

Source: Bay-Lake Regional Planning Commission, 2005, 2009, 2015 and 2020.

For transit usage influence factors that appeared in all four survey years (see Table 5.17):

- Having the fare increase 25 cents was rated the same in 2020 as in 2015, which was lower than in 2005 but higher than in 2009. Not surprisingly, fare increases made riders less likely to use transit in all four surveys, and was consistently the second lowest ranked factor;
- Moving the bus route 7 to 8 blocks from one's home was rated significantly lower in 2020 than in any preceding survey. Not surprisingly, this was the lowest rated factor in each survey period;
- Making transfers easier, building better waiting areas, having the bus stop at the nearest corner to one's house, and making it easier to know all the routes and schedules were all rated higher in 2020 than in the three preceding surveys. The previous highest ratings for each of these factors were reached in 2009;
- Having buses travel more frequently was rated significantly higher in 2020 than in the three preceding surveys;
- Having special discounts offered through one's employer was rated lower in 2020 than in 2005 and 2009, but was rated higher than in 2015;

- Providing training on how to use the bus tied for its lowest rating in 2020, although the ratings were similar across all four survey periods;
- Making transit maps and schedules available in one's language tied for its highest rating in 2020, although the ratings were similar across all four survey periods; and
- Implementing a weekly bus pass was rated higher in 2020 than it was rated in 2005 and 2009, but was rated lower than it was rated in 2015.

For transit usage influence factors that appeared for the first time in the 2020 survey (see Table 5.17):

- Expanding the Bus Buddy program was rated relatively low. This factor had a reasonably high response rate, yet a significant portion of respondents rated it as neutral, and it is likely that many respondents answered this question without having familiarity with the program; and
- Increasing the availability of modern amenities was the fifth-highest rated attribute in 2020.

This page intentionally left blank

Chapter 6: Route Ridership Patterns

Boarding And Alighting Data Collection Methodology

Boarding and alighting data collection was conducted by Shoreline Metro to assess the amount of usage in detail along standard routes of Shoreline Metro during weekdays and a Saturday over one week of service. The boarding and alighting data were collected the week of August 17 – 22, 2020. Only regular (fixed) routes were examined in this analysis.

The objectives of the analysis were to: examine total weekly boardings and alightings; examine boardings and alightings on individual routes by broad time period on weekdays and overall on Saturdays; and provide route specific boarding and alighting information. Data were collected by Shoreline Metro drivers and were processed by Shoreline Metro management before being turned over to Bay-Lake Regional Planning Commission staff for analysis.

Total Weekly Boardings And Alightings

Table 6.1 indicates boardings and alightings for all regular (fixed) routes of Shoreline Metro during the week of August 17 – 22, 2020.

Table 6.1: Boardings and Alightings: All Regular Routes: Shoreline Metro: August 17 – 22, 2020

Boardings*	Alightings*
5,858	5,850

Source: Shoreline Metro, 2020; and Bay-Lake Regional Planning Commission, 2020.
*New software was used to collect the data, and there were glitches in the initial collection of the data that led to an imbalance in boardings and alightings.

Throughout the transit system on regular routes, there were 5,858 boardings and 5,850 alightings during the week of August 17 – 22, 2020. This is lower than typical for two reasons: (1) there was no school in session during the week that data were collected; and (2) COVID-19 had led to less travel demand (regardless of mode) since mid-March of 2020. As Table 6.1 indicates, new software was used to collect the data used to produce this chapter, and there were glitches in the initial collection of the data that led to an imbalance in boardings and alightings.

Peak And Off-Peak Boarding And Alighting Comparison

Weekdays

Table 6.2 indicates boardings and alightings by generalized time period on weekdays for Shoreline Metro routes. The following are generalized time periods on weekdays for Shoreline Metro routes:

Pre-AM Peak: Before 6:15 a.m.
AM Peak: 6:15 to 8:45 a.m.
Mid-Day Off-Peak: 8:45 a.m. to 2:15 p.m.
PM Peak: 2:15 to 5:45 p.m.
Night: After 5:45 p.m.

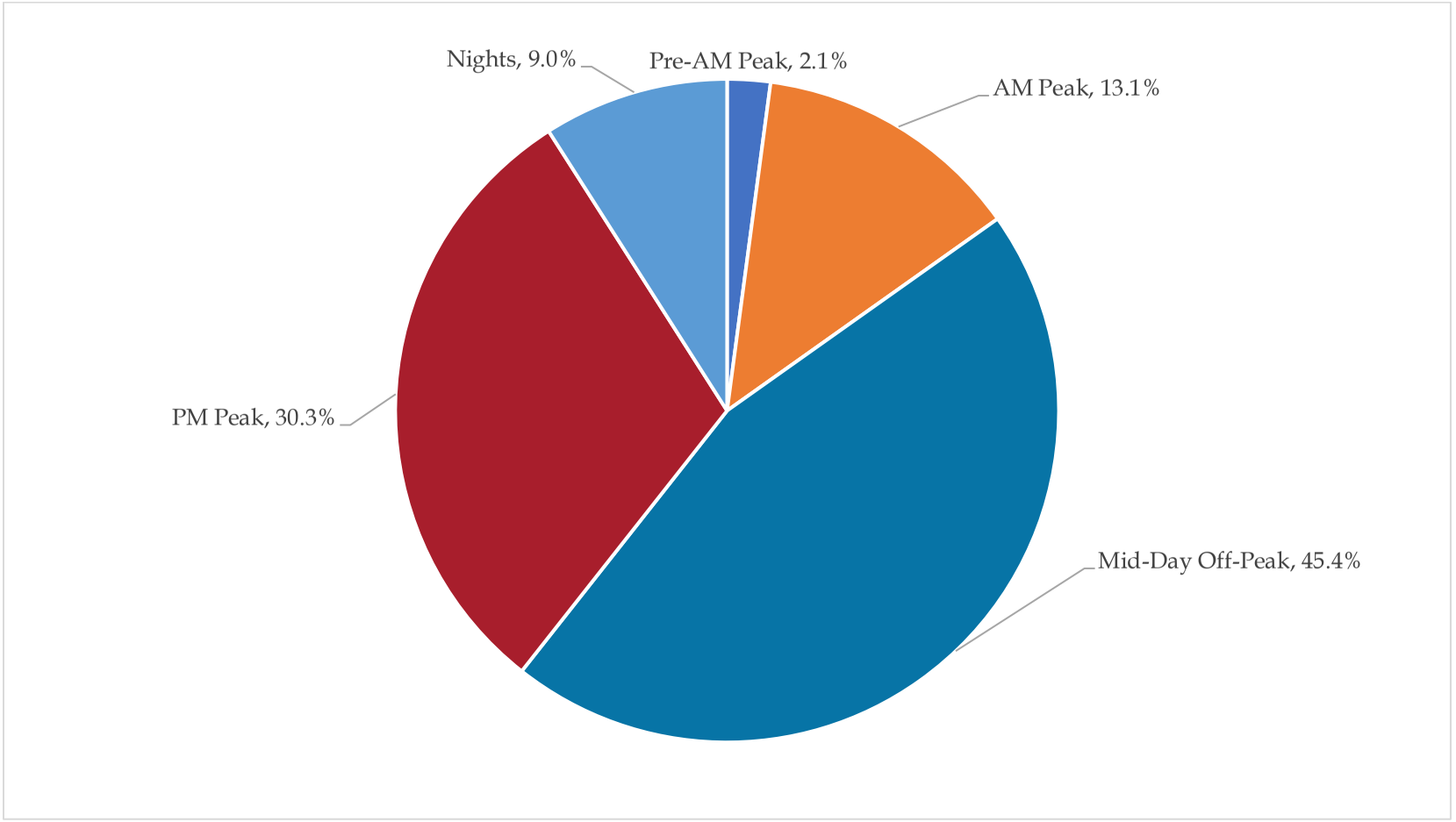
Table 6.2: Boardings and Alightings by Generalized Time Period: Shoreline Metro: Weekdays: August 17 – 21, 2020

	Generalized Time Period									
	Pre-AM Peak		AM Peak		Mid-Day Off-Peak		PM Peak		Nights	
Route	Boardings	Alightings	Boardings	Alightings	Boardings	Alightings	Boardings	Alightings	Boardings	Alightings
3 North	7	1	127	120	296	281	221	240	49	55
3 South	8	4	43	46	111	121	84	93	10	12
5 North	19	13	64	63	297	292	201	214	51	55
5 South	16	7	76	66	241	250	158	164	37	34
7 North	10	7	52	58	332	324	158	181	32	36
7 South	9	3	69	47	260	254	187	189	36	43
10 North	6	3	101	101	368	365	294	289	68	77
10 South	9	6	145	136	483	466	271	280	63	80
20 - Kohler Special	NA	NA	10	10	NA	NA	NA	NA	NA	NA
20 North	16	11	22	26	15	15	NA	NA	1	1
20 South	NA	NA	NA	NA	46	38	50	58	19	23
40 - The Square	NA	NA	NA	NA	15	14	21	21	6	6
North and South Shuttles	14	12	NA	NA	NA	NA	NA	NA	118	117
TOTALS	114	67	709	673	2,464	2,420	1,645	1,729	490	539

Source: Shoreline Metro, 2020; and Bay-Lake Regional Planning Commission, 2020.

Figure 6.1 indicates the distribution of boardings by generalized time period on weekdays. Some 114 boardings occurred during the pre-AM peak period (2.1 percent), while 709 boardings occurred during the AM peak period (13.1 percent), 2,464 boardings occurred during the mid-day off-peak period (45.4 percent), 1,645 boardings occurred during the PM peak period (30.3 percent), and 490 boardings occurred during nights (9.0 percent).

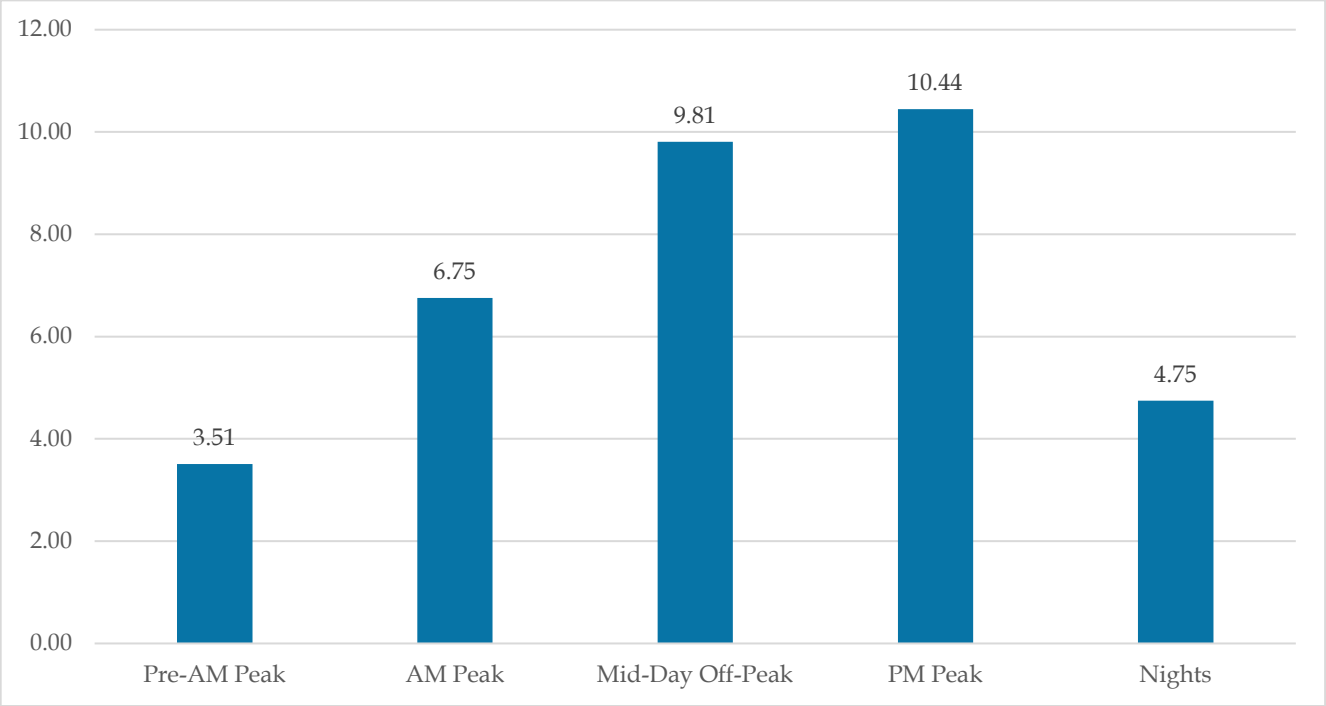
Figure 6.1 Boardings by Generalized Time Period —Weekdays



Source: Shoreline Metro, 2020; and Bay-Lake Regional Planning Commission, 2020.

Figure 6.2 indicates the average number of boardings per revenue hour of service during each of five generalized time periods on weekdays. The average number of boardings per revenue hour of service was 3.51 during the pre-AM peak period, 6.75 during the AM peak period, 9.81 during the mid-day-off-peak period, 10.44 during the PM peak period, and was 4.75 during nights.

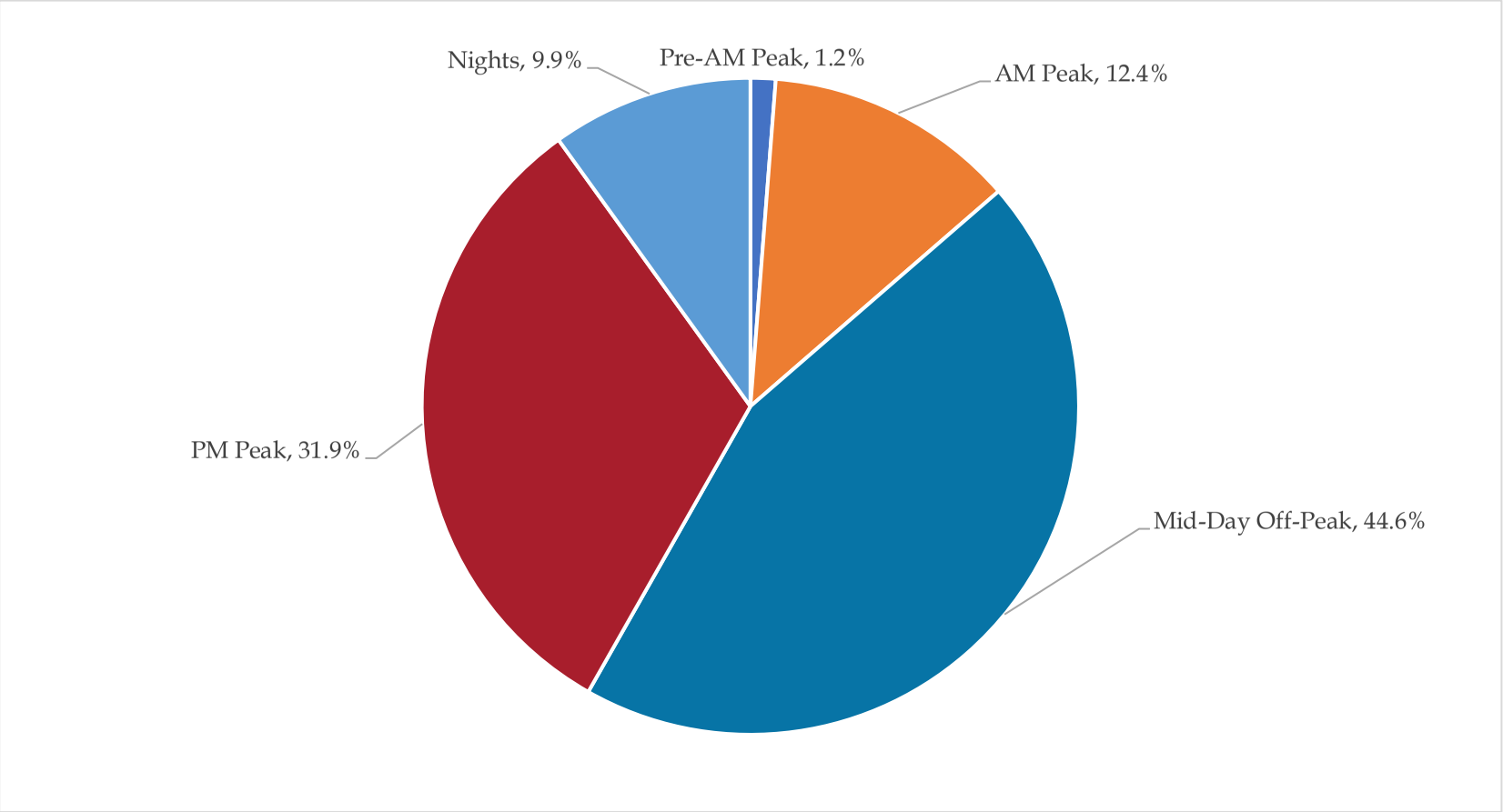
Figure 6.2 Average Number of Boardings per Revenue Hour by Generalized Time Period — Weekdays



Source: Shoreline Metro, 2020; and Bay-Lake Regional Planning Commission, 2020.

Figure 6.3 indicates the distribution of alightings by generalized time period on weekdays. Some 67 alightings occurred during the pre-AM peak period (1.2 percent), while 673 alightings occurred during the AM peak period (12.4 percent), 2,420 alightings occurred during the mid-day off-peak period (44.6 percent), 1,729 alightings occurred during the PM peak period (31.9 percent), and 539 alightings occurred during nights (9.9 percent).

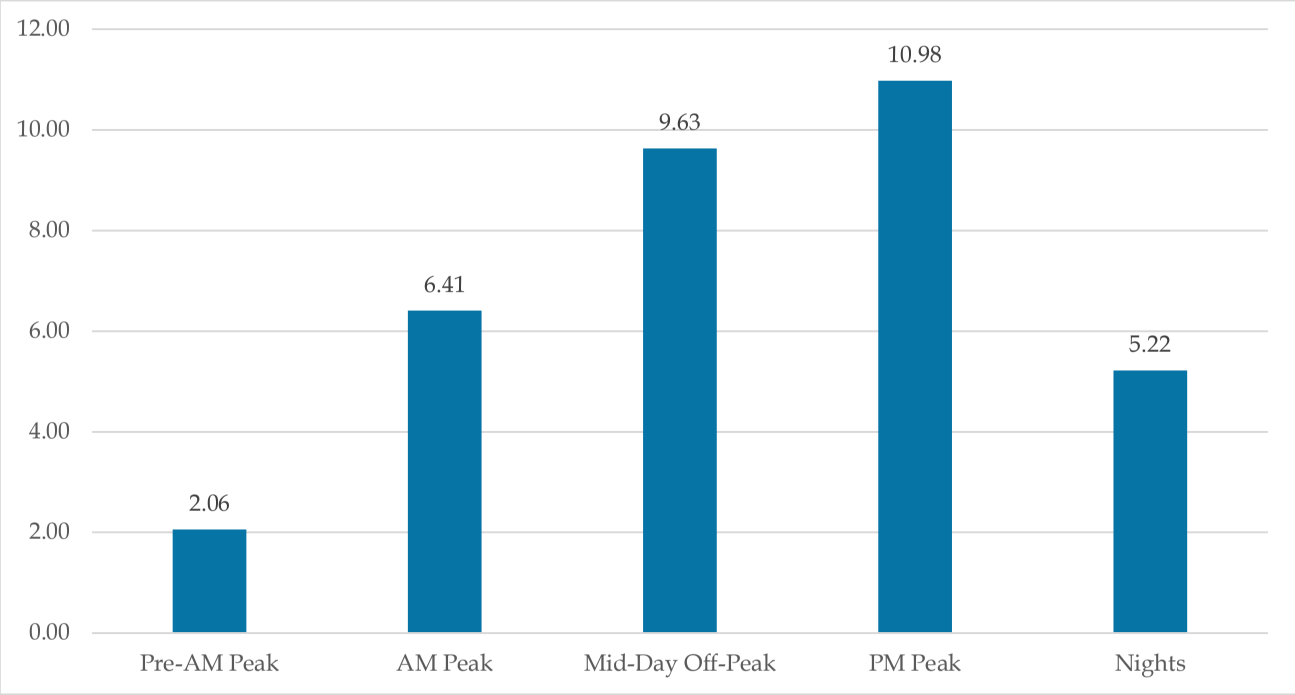
Figure 6.3 Alightings by Generalized Time Period — Weekdays



Source: Shoreline Metro, 2020; and Bay-Lake Regional Planning Commission, 2020.

Figure 6.4 indicates the average number of alightings per revenue hour of service during each of the five generalized time periods on weekdays. The average number of alightings per revenue hour of service was 2.06 during the pre-AM peak period, 6.41 during the AM peak period, 9.63 during the mid-day off-peak period, 10.98 during the PM peak period, and was 5.22 during nights.

Figure 6.4 Average Number of Alightings per Revenue Hour by Generalized Time Period — Weekdays



Source: Shoreline Metro, 2020; and Bay-Lake Regional Planning Commission, 2020.

Saturday

Due to its relatively low level of ridership and shorter service day, Saturday was not divided into time periods.

There were 436 boardings and 436 alightings on Saturday. This equated to 7.52 boardings and 7.52 alightings per revenue hour of service on Saturday.

Detailed Route Boarding And Alighting Information

Various tables indicate in detail boardings and alightings for the various trips of the individual routes of Shoreline Metro.

Table 6.3 indicates detailed boardings and alightings for all trips on the eight standard City of Sheboygan routes of Shoreline Metro on weekdays.

Table 6.3: Boardings and Alightings for Standard City Routes: Shoreline Metro: Weekdays: August 17 – 21, 2020

	Route							
	3 North		3 South		5 North		5 South	
Time of Day	Boardings	Alightings	Boardings	Alightings	Boardings	Alightings	Boardings	Alightings
5:45 - 6:15 a.m.	8	7	8	5	19	19	16	18
6:15 - 6:45 a.m.	15	18	13	10	21	20	4	3
6:45 - 7:15 a.m.	25	22	6	11	3	5	9	9
7:15 - 7:45 a.m.	10	10	11	11	7	6	16	16
7:45 - 8:15 a.m.	32	27	7	10	14	13	14	14
8:15 - 8:45 a.m.	47	42	6	7	19	21	38	31
8:45 - 9:15 a.m.	24	33	8	7	24	23	14	20
9:15 - 9:45 a.m.	26	23	10	14	22	22	23	18
9:45 - 10:15 a.m.	31	28	8	11	18	19	30	32
10:15 - 10:45 a.m.	25	24	11	14	21	19	25	25
10:45 - 11:15 a.m.	23	24	10	11	27	29	17	18
11:15 - 11:45 a.m.	30	26	5	11	36	36	20	15
11:45 a.m. - 12:15 p.m.	27	26	6	6	20	19	17	22
12:15 - 12:45 p.m.	22	22	19	19	37	36	26	26
12:45 - 1:15 p.m.	45	36	17	16	18	22	26	27
1:15 - 1:45 p.m.	16	20	6	5	33	33	25	24
1:45 - 2:15 p.m.	29	23	11	10	44	44	14	12
2:15 - 2:45 p.m.	40	55	7	6	36	40	24	23
2:45 - 3:15 p.m.	56	48	17	10	35	35	23	20
3:15 - 3:45 p.m.	52	54	16	16	22	28	31	22
3:45 - 4:15 p.m.	24	33	14	9	25	23	12	16
4:15 - 4:45 p.m.	15	16	16	18	28	22	21	27
4:45 - 5:15 p.m.	14	14	7	8	28	28	31	35
5:15 - 5:45 p.m.	15	16	7	7	24	25	16	16
5:45 - 6:15 p.m.	12	13	NA	NA	19	18	NA	NA
6:15 - 6:45 p.m.	NA	NA	3	3	NA	NA	9	10
6:45 - 7:15 p.m.	16	16	NA	NA	14	14	NA	NA
7:15 - 7:45 p.m.	NA	NA	4	4	NA	NA	15	13
7:45 - 8:15 p.m.	21	21	NA	NA	18	18	NA	NA
8:15 - 8:45 p.m.	NA	NA	3	3	NA	NA	12	9
TOTALS	700	697	256	262	632	637	528	521

Table 6.3: Boardings and Alightings for Standard City Routes: Shoreline Metro: Weekdays: August 17 - 21, 2020 (cont.)

	Route							
	7 North		7 South		10 North		10 South	
Time of Day	Boardings	Alightings	Boardings	Alightings	Boardings	Alightings	Boardings	Alightings
5:45 - 6:15 a.m.	10	13	9	6	6	5	11	9
6:15 - 6:45 a.m.	4	2	5	7	23	24	19	19
6:45 - 7:15 a.m.	4	9	13	8	9	11	33	29
7:15 - 7:45 a.m.	8	5	11	13	23	24	35	32
7:45 - 8:15 a.m.	17	23	19	12	20	20	37	36
8:15 - 8:45 a.m.	20	18	21	19	26	25	20	25
8:45 - 9:15 a.m.	26	20	18	21	24	25	41	37
9:15 - 9:45 a.m.	28	26	26	33	47	44	53	57
9:45 - 10:15 a.m.	27	28	16	19	31	33	47	32
10:15 - 10:45 a.m.	26	25	18	17	37	37	28	38
10:45 - 11:15 a.m.	44	43	14	13	27	27	46	43
11:15 - 11:45 a.m.	30	27	23	23	24	26	39	42
11:45 a.m. - 12:15 p.m.	32	31	23	17	24	25	40	35
12:15 - 12:45 p.m.	26	27	24	30	35	42	40	34
12:45 - 1:15 p.m.	45	50	28	26	31	33	44	41
1:15 - 1:45 p.m.	21	26	39	24	46	46	68	68
1:45 - 2:15 p.m.	30	34	31	33	42	39	36	42
2:15 - 2:45 p.m.	31	40	25	22	53	42	57	53
2:45 - 3:15 p.m.	19	19	29	26	53	57	36	34
3:15 - 3:45 p.m.	28	25	27	26	48	40	41	57
3:45 - 4:15 p.m.	27	33	19	17	39	50	53	31
4:15 - 4:45 p.m.	15	16	19	20	49	49	33	45
4:45 - 5:15 p.m.	15	9	46	37	26	22	32	36
5:15 - 5:45 p.m.	19	25	21	31	26	21	29	29
5:45 - 6:15 p.m.	14	14	NA	NA	24	25	NA	NA
6:15 - 6:45 p.m.	NA	NA	8	8	NA	NA	23	24
6:45 - 7:15 p.m.	7	7	NA	NA	24	24	NA	NA
7:15 - 7:45 p.m.	NA	NA	18	18	NA	NA	10	10
7:45 - 8:15 p.m.	11	11	NA	NA	20	20	NA	NA
8:15 - 8:45 p.m.	NA	NA	10	10	NA	NA	20	20
TOTALS	584	606	560	536	837	836	971	958

ource: Shoreline Metro, 2020; and Bay-Lake Regional Planning Commission, 2020.

Table 6.4 indicates detailed boardings and alightings for all trips of Route 20 (the Kohler/ Sheboygan Falls Route) on weekdays.

Table 6.4: Boardings and Alightings on Route 20: Shoreline Metro: Weekdays: August 17 – 21, 2020

Time of Day	Boardings	Alightings
5:45 - 6:45 a.m. (20 North)	16	16
6:45 a.m. (Kohler Company Special Run)	10	10
7:15 - 8:15 a.m. (20 North)	22	21
9:15 - 10:15 a.m. (20 South)	14	14
11:15 a.m. - 12:15 p.m. (20 North)	15	15
1:15 - 2:15 p.m. (20 South)	32	30
3:45 - 4:45 p.m. (20 South)	40	52
5:45 -6:45 p.m. (20 South)	19	23
7:45 - 8:45 p.m. (20 North)	1	1
TOTALS	169	182

Source: Shoreline Metro, 2020; and Bay-Lake Regional Planning Commission, 2020.

Table 6.5 indicates detailed boardings and alightings for all trips of Route 40 (the Harbor Centre Express Trolley, also known as the Square) on weekdays.

Table 6.5: Boardings and Alightings on Route 40: Shoreline Metro: Weekdays: August 17–21, 2020

Time of Day	Boardings	Alightings
11:00 a.m.	2	2
11:30 a.m.	0	0
12:00 p.m.	6	6
12:30 p.m.	0	0
1:00 p.m.	5	5
1:30 p.m.	1	1
2:00 p.m.	1	0
2:30 p.m.	1	0
3:00 p.m.	8	14
3:30 p.m.	6	1
4:00 p.m.	1	1
4:30 p.m.	1	1
5:00 p.m.	4	1
5:30 p.m.	0	3
6:00 p.m.	1	1
6:30 p.m.	1	1
7:00 p.m.	1	1
7:30 p.m.	0	0
8:00 p.m. (Thursday/Friday)	3	3
8:30 p.m. (Thursday/Friday)	0	0
TOTALS	42	41

Source: Shoreline Metro, 2020; and Bay-Lake Regional Planning Commission, 2020.

Table 6.6 indicates detailed boardings and alightings for all trips of the North and South Shuttles on weekdays.

Table 6.6: Boardings and Alightings for Shuttle Routes: Shoreline Metro: Weekdays: August 17–21, 2020

Time of Day	Boardings	Alightings
5:15 - 5:45 a.m. (Both)	14	12
5:45 - 6:15 p.m. (South)	17	17
6:15 - 6:45 p.m. (North)	21	21
6:45 - 7:15 p.m. (South)	13	13
7:15 - 7:45 p.m. (North)	10	9
7:45 - 8:15 p.m. (South)	11	12
8:15 - 8:45 p.m. (North)	11	10
8:45 - 9:15 p.m. (Both)	34	35
TOTALS	131	129

Source: Shoreline Metro, 2020; and Bay-Lake Regional Planning Commission, 2020.

Table 6.7 indicates detailed boardings and alightings for all trips on the eight standard City of Sheboygan routes of Shoreline Metro on Saturday.

Table 6.7: Boardings and Alightings for Standard City Routes: Shoreline Metro: Saturday: August 22, 2020

	Route							
	3 North		3 South		5 North		5 South	
Time of Day	Boardings	Alightings	Boardings	Alightings	Boardings	Alightings	Boardings	Alightings
7:45 - 8:15 a.m.	3	3	NA	NA	4	4	NA	NA
8:15 - 8:45 a.m.	NA	NA	6	6	NA	NA	3	3
8:45 - 9:15 a.m.	5	5	NA	NA	6	6	NA	NA
9:15 - 9:45 a.m.	NA	NA	2	2	NA	NA	2	2
9:45 - 10:15 a.m.	8	8	NA	NA	3	3	NA	NA
10:15 - 10:45 a.m.	NA	NA	4	4	NA	NA	4	2
10:45 - 11:15 a.m.	2	2	NA	NA	3	5	NA	NA
11:15 - 11:45 a.m.	NA	NA	2	2	NA	NA	2	2
11:45 a.m. - 12:15 p.m.	0	0	NA	NA	5	5	NA	NA
12:15 - 12:45 p.m.	NA	NA	4	4	NA	NA	5	5
12:45 - 1:15 p.m.	2	2	NA	NA	4	4	NA	NA
1:15 - 1:45 p.m.	NA	NA	0	0	NA	NA	4	4
1:45 - 2:15 p.m.	3	3	NA	NA	1	1	NA	NA
2:15 - 2:45 p.m.	NA	NA	0	0	NA	NA	5	5
2:45 - 3:15 p.m.	0	0	NA	NA	6	6	NA	NA
3:15 - 3:45 p.m.	NA	NA	1	1	NA	NA	4	4
3:45 - 4:15 p.m.	3	3	NA	NA	0	0	NA	NA
4:15 - 4:45 p.m.	NA	NA	0	0	NA	NA	6	6
4:45 - 5:15 p.m.	0	0	NA	NA	0	0	NA	NA
5:15 - 5:45 p.m.	NA	NA	0	0	NA	NA	0	0
TOTALS	26	26	19	19	32	34	35	33

Table 6.7: Boardings and Alightings for Standard City Routes: Shoreline Metro: Saturday August 22, 2020 (cont.)

	Route							
	7 North		7 South		10 North		10 South	
Time of Day	Boardings	Alightings	Boardings	Alightings	Boardings	Alightings	Boardings	Alightings
7:45 - 8:15 a.m.	3	3	NA	NA	1	1	NA	NA
8:15 - 8:45 a.m.	NA	NA	5	1	NA	NA	1	5
8:45 - 9:15 a.m.	0	0	NA	NA	11	7	NA	NA
9:15 - 9:45 a.m.	NA	NA	5	9	NA	NA	8	8
9:45 - 10:15 a.m.	1	1	NA	NA	3	3	NA	NA
10:15 - 10:45 a.m.	NA	NA	7	7	NA	NA	8	17
10:45 - 11:15 a.m.	8	2	NA	NA	8	8	NA	NA
11:15 - 11:45 a.m.	NA	NA	3	9	NA	NA	10	10
11:45 a.m. - 12:15 p.m.	2	2	NA	NA	11	11	NA	NA
12:15 - 12:45 p.m.	NA	NA	4	0	NA	NA	12	12
12:45 - 1:15 p.m.	7	9	NA	NA	13	13	NA	NA
1:15 - 1:45 p.m.	NA	NA	9	11	NA	NA	3	3
1:45 - 2:15 p.m.	7	2	NA	NA	10	10	NA	NA
2:15 - 2:45 p.m.	NA	NA	1	1	NA	NA	9	9
2:45 - 3:15 p.m.	3	4	NA	NA	4	4	NA	NA
3:15 - 3:45 p.m.	NA	NA	2	2	NA	NA	14	14
3:45 - 4:15 p.m.	3	3	NA	NA	0	0	NA	NA
4:15 - 4:45 p.m.	NA	NA	8	7	NA	NA	7	7
4:45 - 5:15 p.m.	2	3	NA	NA	5	5	NA	NA
5:15 - 5:45 p.m.	NA	NA	0	0	NA	NA	2	2
TOTALS	36	29	44	47	66	62	74	87

Source: Shoreline Metro, 2020; and Bay-Lake Regional Planning Commission, 2020.

Table 6.8 indicates detailed boardings and alightings for all trips of Route 20 (the Kohler/ Sheboygan Falls Route) on Saturday.

Table 6.8: Boardings and Alightings on Route 20: Shoreline Metro: Saturday: August 22, 2020

Time of Day	Boardings	Alightings
9:15 - 10:15 a.m. (20 North)	7	2
11:15 a.m. - 12:15 p.m. (20 South)	6	6
12:15 - 1:15 p.m. (20 North)	3	3
1:15 - 2:15 p.m. (20 South)	1	1
3:15 - 4:15 p.m. (20 North)	3	3
TOTALS	20	15

Source: Shoreline Metro, 2020; and Bay-Lake Regional Planning Commission, 2020.

Table 6.9 indicates detailed boardings and alightings for all trips of Route 40 (the Harbor Centre Express Trolley, also known as the Square) on Saturday.

Table 6.9: Boardings and Alightings on Route 40: Shoreline Metro: Saturdays: August 22, 2020

Time of Day	Boardings	Alightings
11:00 a.m.	1	1
11:30 a.m.	2	1
12:00 p.m.	1	1
12:30 p.m.	2	2
1:00 p.m.	4	3
1:30 p.m.	0	1
2:00 p.m.	0	0
2:30 p.m.	0	0
3:00 p.m.	1	1
3:30 p.m.	1	0
4:00 p.m.	0	1
4:30 p.m.	1	1
5:00 p.m.	0	0
5:30 p.m.	0	0
TOTALS	13	12

Source: Shoreline Metro, 2020; and Bay-Lake Regional Planning Commission, 2020.

Finally, Table 6.10 indicates detailed boardings and alightings for all trips of the North and South Shuttles on Saturday.

Table 6.10: Boardings and Alightings for Shuttle Routes: Shoreline Metro: Saturday: August 22, 2020

Time of Day	Boardings	Alightings
7:15 - 7:45 a.m. (Both)	1	1
7:45 - 8:15 p.m. (South)	0	0
8:15 - 8:45 p.m. (North)	1	1
8:45 - 9:15 p.m. (South)	3	3
9:15 - 9:45 p.m. (North)	4	4
9:45 - 10:15 p.m. (South)	4	4
10:15 - 10:45 p.m. (North)	7	7
10:45 - 11:15 a.m. (South)	6	6
11:15 - 11:45 a.m. (North)	1	1
11:45 a.m. - 12:15 p.m. (South)	2	2
12:15 - 12:45 p.m. (North)	3	3
12:45 - 1:15 p.m. (South)	6	6
1:15 - 1:45 p.m. (North)	6	5
1:45 - 2:15 p.m. (South)	0	1
2:15 - 2:45 p.m. (North)	3	0
2:45 - 3:15 p.m. (South)	3	6
3:15 - 3:45 p.m. (North)	3	3
3:45 - 4:15 p.m. (South)	1	0
4:15 - 4:45 p.m. (North)	3	0
4:45 - 5:15 p.m. (South)	4	8
5:15 - 5:45 p.m. (North)	3	3
5:45 - 6:15 p.m. (Both)	5	5
TOTALS	69	69

Source: Shoreline Metro, 2020; and Bay-Lake Regional Planning Commission, 2020.

Number Of Boardings And Alightings By Location

Map 6.1 indicates the number range of boardings and alightings by location along all routes during the August 2020 data collection period. Locations in red had one to five boardings and alightings over the entire week in which data were collected. Locations in yellow had six to ten boardings and alightings over that same period. Locations in orange had between 11 and 50 boardings, while locations in green had between 51 and 100 boardings and alightings. Finally, locations in blue had 100 or more boardings and alightings over the week in which data were collected.

Map 6.1 indicates that locations that had 100 or more boardings and alightings included: the downtown transfer point; the south side Walmart supercenter; and the Meijer supermarket and neighboring stores. Map 6.1 also indicates that locations that had between 51 and 100 boardings and alightings were mainly along Route 10 North, and included: the Aurora Sheboygan Clinic and neighboring businesses; the Sheboygan County Job Center; Festival Foods and neighboring businesses; and Tamarack Apartments. Locations on other routes that had between 51 and 100 boardings included Washington Square Shopping Center (including the south side Piggly Wiggly

supermarket); the north side Piggly Wiggly supermarket; Indian Meadows Trailer Park; and RCS Empowers.

Map 6.1 indicates locations that had between 11 and 50 boardings and alightings over the analysis period, all of which were located in the City of Sheboygan. Map 6.1 also shows locations that had between six and ten boardings and alightings over the analysis period, with three of these in the Village of Kohler (Woodlake Market area, the Kohler Company, and the Deer Trace Shopping Center area), and with the remainder in the City of Sheboygan. Finally, Map 6.1 shows locations that had between one and five boardings and alightings over the analysis period, with eight of these in the City of Sheboygan Falls, three in the Village of Kohler, and the remainder in the City of Sheboygan.

All routes had segments that included locations with zero boardings and alightings. These tended to be at end points of routes, where population density may not be as conducive to productive transit demand. In addition, these tended to be in areas where barriers (such as rivers and rail lines) or other circumstances (such as high speed highways where safe boarding and alighting are not feasible) exist; this was particularly the case with Route 20, which travels over large stretches of State Highways 23 and 28.

Shoreline Metro management was consulted in the development of Map 6.1. Some boarding and/or alighting locations were distant from actual routes. In the case of north side routes, this was due to route detours in most cases, particularly in the cases of Routes 3 North and 7 North. In the case of south side routes, the software coded the boarding or alighting to an incorrect location, such that boardings and alightings were recoded to the nearest loading point on a route.

High Demand Loading Points For Individual Routes

Map 6.2 shows bus stops with 20 or more boardings over the data collection period, as well as existing public passenger shelters.

Map 6.2 indicates that the following bus stops had 20 or more boardings over the data collection period, and are located at or near an existing public passenger shelter:

- Geele Avenue near North 15th Street (serving RCS Empowers – Route 3 North);
- North 24th Street and North Avenue near Walgreen's (Route 3 North);
- North 13th Street and Eisner Avenue near Eisner Avenue Apartments (Route 5 North);
- North 9th Street and Superior Avenue near St. Nicholas Apartments (Route 7 North);
- North 25th Street near Kohler Memorial Drive Frontage Road between Pick & Save and the Aurora Sheboygan Clinic (Route 7 North);
- South Business Drive and Wilson Avenue (Route 5 South);
- South Business Drive near Carmen Avenue (serving Indian Meadows Mobile Home Park – Route 5 South);
- South 12th Street and Clara Avenue (Route 5 South);
- South 12th Street near the former Sunnyside Mall (Route 7 South); and
- South Side Walmart Supercenter (Route 10 South).

Map 6.2 indicates that the following public passenger shelters had fewer than 20 boardings over the data collection period:

- North 14th Street and Niagara Avenue near the Lakeshore Technical College Sheboygan campus (Route 3 North);

- North 8th Street and Lincoln Avenue near the former Save-A-Lot supermarket (Route 5 North);
- North 10th Street and Eisner Avenue (Route 5 North);
- North 13th Street and Geele Avenue (Route 5 North);
- North 10th Street and North Avenue near North High School (Route 5 North);
- North 3rd Street and Prospect Avenue (Route 5 North);
- North 9th Street and Wisconsin Avenue near the Mead Public Library (Route 7 North);
- North 13th Street and Superior Avenue (Route 7 North);
- Saemann and Wiemann Avenues near the Lakeshore Community Health Care Clinic (Route 7 North);
- North 31st Street and Superior near St. Nicholas Hospital (Route 7 North);
- North 8th Street and Ontario Avenue (Route 40);
- South 14th Street and Virginia Avenue near Sheridan Park (Route 3 South);
- Georgia Avenue near Union Avenue near Biolife (Route 3 South);
- South 18th Street and Mead Avenue (Route 5 South);
- South Business Drive and Behrens Parkway near Country Village Apartments (Route 7 South);
- South 22nd Street and New Jersey Avenue near Wildwood Park (Route 10 South); and
- South 32nd Street and Crocker Avenue near the Sheboygan County Detention Center (Route 10 South).

Finally, Map 6.2 indicates that the following locations had 20 or more boardings over the data collection period but do not currently have a passenger shelter in place:

- North Side Piggly Wiggly supermarket (Route 3 North);
- North 10th Street and Niagara Avenue (Route 3 North);
- North Taylor Drive and Saemann Avenue (Route 7 North);
- Erie Avenue and North 16th Street (Route 10 North);
- Sheboygan County Job Center (Route 10 North);
- Meijer Supermarket and adjacent stores (although a private shelter is provided, Route 10 North);
- Festival Foods/Taylor Heights Shopping Center (Route 10 North);
- Tamarack Apartments (although a private shelter is provided, Route 10 North);
- Georgia Avenue and South 19th Street (Route 3 South);
- South 12th Street and Broadway Avenue (Route 5 South);
- South 8th Street and Clara Avenue (Route 7 South);
- Washington Square Shopping Center/South Side Piggly Wiggly Supermarket (Route 10 South); and
- Deer Trace Shopping Center (Route 20 North/South).

Shoreline Metro Boardings and Alightings August 2020

Shoreline Metro Service Area

Map 6.1

TOWN OF SHEBOYGAN FALLS

TOWN OF SHEBOYGAN

SHEBOYGAN FALLS

KOHLER

SHEBOYGAN

TOWN OF LIMA

TOWN OF WILSON

LAKE MICHIGAN

SHEBOYGAN RIVER

PIGEON RIVER

MULLET RIVER

ONION RIVER

WEEDENS CREEK

J M Y C O A EE V

32 42 43 23 28

Shoreline Metro Routes*

Boarding and Alightings Count**

- 1 - 5
- 6 - 10
- 11 - 50
- 51 - 100
- 100 +

*Dashed line indicates service for parts of the day.

**Boarding and alightings distant from routes on the north side of the City of Sheboygan were primarily due to detours, especially on Routes 3 North and 7 North.

SHEBOYGAN COUNTY

Village of Kohler, and Cities of Sheboygan, and Sheboygan Falls

Road

Hydrology

Railroad

Municipality

0 0.5 1 Miles

*Scale bar reflects main map (not location map)

BAY LAKE Regional Planning Commission | Since 1972

119

Disclaimer: This map is neither a legally recorded map nor a survey and is not intended to be used as one. This drawing is a compilation of records, information and data used for reference purposes only. Bay-Lake RPC is not responsible for any inaccuracies herein contained.
Source: WDNR, 2009; WisDOT, 2014; Sheboygan County, 2015, 2018; Sheboygan Parking and Transit Utility, 2019; Bay-Lake Regional Planning Commission, 2020.

G:/Sheboygan/MPO/TDP/TDP 2018-2022/Map 6.1 - Boarding and Alight
Map Date: 9

Inventory of Existing Passenger Shelters and Recommended Shelter Locations

Shoreline Metro Service Area

Map 6.2

TOWN OF SHEBOYGAN FALLS

TOWN OF SHEBOYGAN

SHEBOYGAN FALLS

KOHLER

SHEBOYGAN

TOWN OF LIMA

TOWN OF WILSON

LAKE MICHIGAN

PIGEON RIVER

SHEBOYGAN RIVER

MULLET RIVER

ONION RIVER

KEEDUS CREEK

J M Y O C A EE V

42 43 32 23 28

Route 3 North/South*
Route 5 North/South
Route 7 North/South*
Route 10 North/South
Route 20 Sheboygan Falls & Kohler
Route 40 The Square**

Stop with 20 or more boardings
Existing Public Passenger Shelter
Transfer Point

*Dashed line indicates service for parts of the day.
**Seasonal (Mid-June to Labor Day)

121

SHEBOYGAN COUNTY

Village of Kohler, and Cities of Sheboygan, and Sheboygan Falls
Road
Railroad
Hydrology
Municipality

0 0.5 1 Miles
*Scale bar reflects main map (not location map)

BAY-LAKE Regional Planning Commission | Since 1972

Disclaimer: This map is neither a legally recorded map nor a survey and is not intended to be used as one. This drawing is a compilation of records, information and data used for reference purposes only. Bay-Lake RPC is not responsible for any inaccuracies herein contained.
Source: WDNR, 2009; WisDOT, 2014; Sheboygan County, 2015, 2018; Sheboygan Parking and Transit Utility, 2019; Bay-Lake Regional Planning Commission, 2019.

G:/Sheboygan/MPO/TDP/TDP 2018-2022/Map 6.2 - Inventory of Existing Passenger She
Map Date: 9

Chapter 7: Transit System Performance

Peer System Analysis

A useful way to measure the productivity of a transit operation is to compare it to transit operations in other cities. Although few transit operations are directly comparable, there are transit operations serving small urbanized areas with similar densities and other demographic characteristics to the Shoreline Metro service area (Sheboygan) which are useful to analyze for comparative purposes. Five other small urbanized transit operations were selected for use in the comparison. Three of the transit operations are located in Wisconsin and two are located in neighboring Iowa. All of the transit operations are of similar size. The transit operations are located in Wausau, Janesville and Beloit, Wisconsin, and in Dubuque and Waterloo, Iowa. Data for comparison were published in the "agency profiles" section of the National Transit Database (NTD) for 2016 and 2017, published by the Federal Transit Administration (FTA).

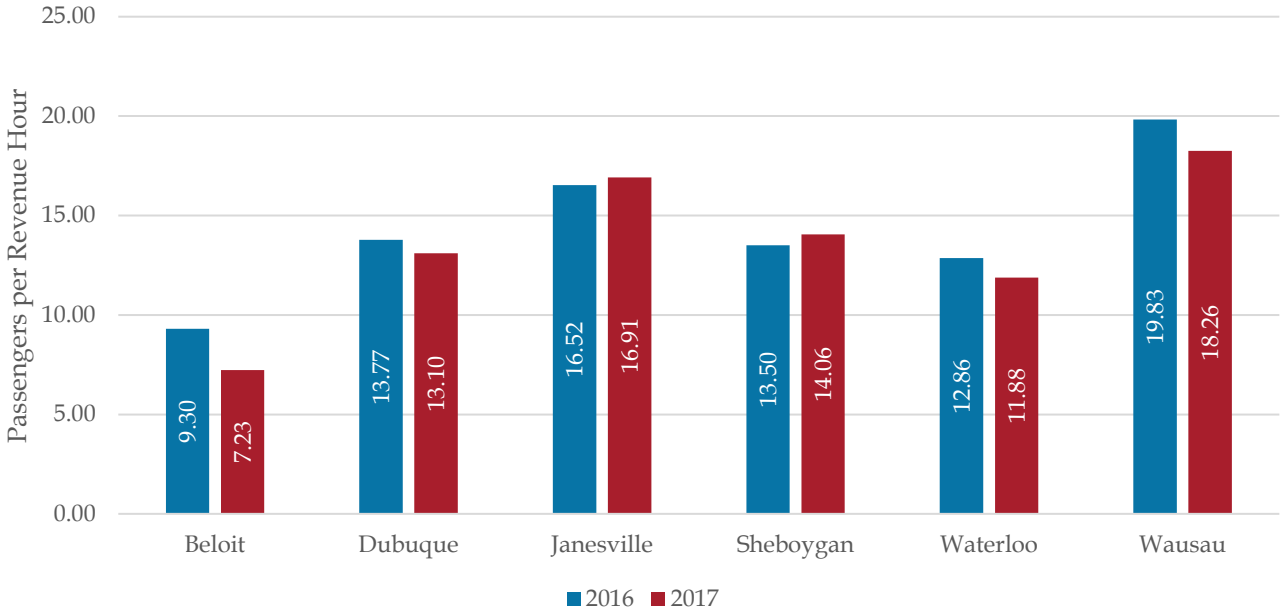
Four measures were selected for comparison of these systems. These are cost and productivity measures which are widely accepted in the public transit industry. These measures include: passengers per revenue hour; passengers per revenue mile; cost per revenue hour; and cost per passenger trip.

Please note that this peer system analysis only includes the fixed-route transit component at each transit operation, and typically does not include paratransit services.

Passengers per Revenue Hour

Figure 7.1 shows productivity in terms of passengers per revenue hour. Shoreline Metro, at 13.50 passengers per revenue hour, was the fourth highest of the six transit systems in the comparison in 2016. Utilization of Shoreline Metro increased to 14.06 passengers per revenue hour in 2017, an increase of about 4.1 percent; this compared to a decrease of over 22 percent in Beloit, decreases of 10 percent or less in Dubuque, Waterloo and Wausau, and an increase of 2.4 percent in Janesville from 2016 to 2017. The 2017 passenger per revenue hour statistic for Shoreline Metro was the third highest of the peer systems.

Figure 7.1: Passengers per Revenue Hour

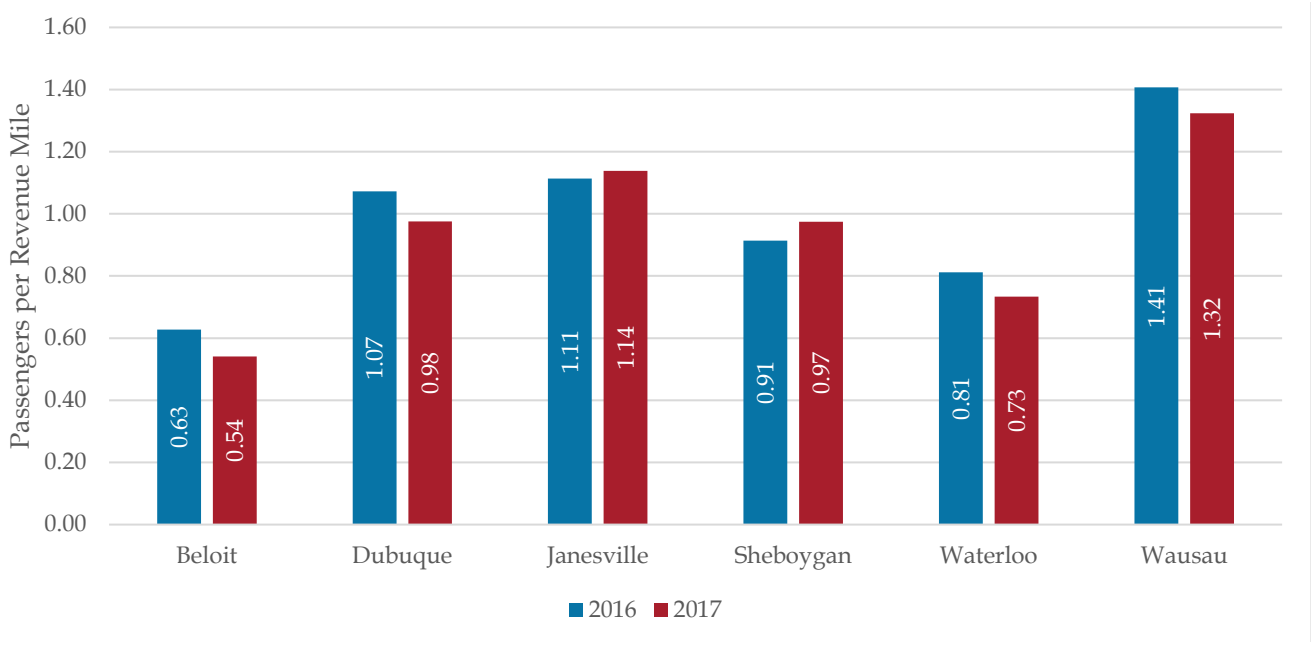


Source: 2016 and 2017 National Transit Database Agency Profiles, Federal Transit Administration; and Bay-Lake Regional Planning Commission, 2019.

Passengers per Revenue Mile

The number of passengers per revenue mile is shown in Figure 7.2. Shoreline Metro, at 0.91 passengers per revenue mile, was the fourth highest of the six transit systems in the comparison in 2016. Utilization of Shoreline Metro increased to 0.97 passengers per revenue mile in 2017, an increase of nearly 6.6 percent; this compared to decreases of between 6 and 15 percent in Beloit, Dubuque, Waterloo and Wausau, and an increase of 2.7 percent in Janesville from 2016 to 2017. The 2017 passenger per revenue mile statistic for Shoreline Metro was also the fourth highest of the peer systems.

Figure 7.2: Passengers per Revenue Mile

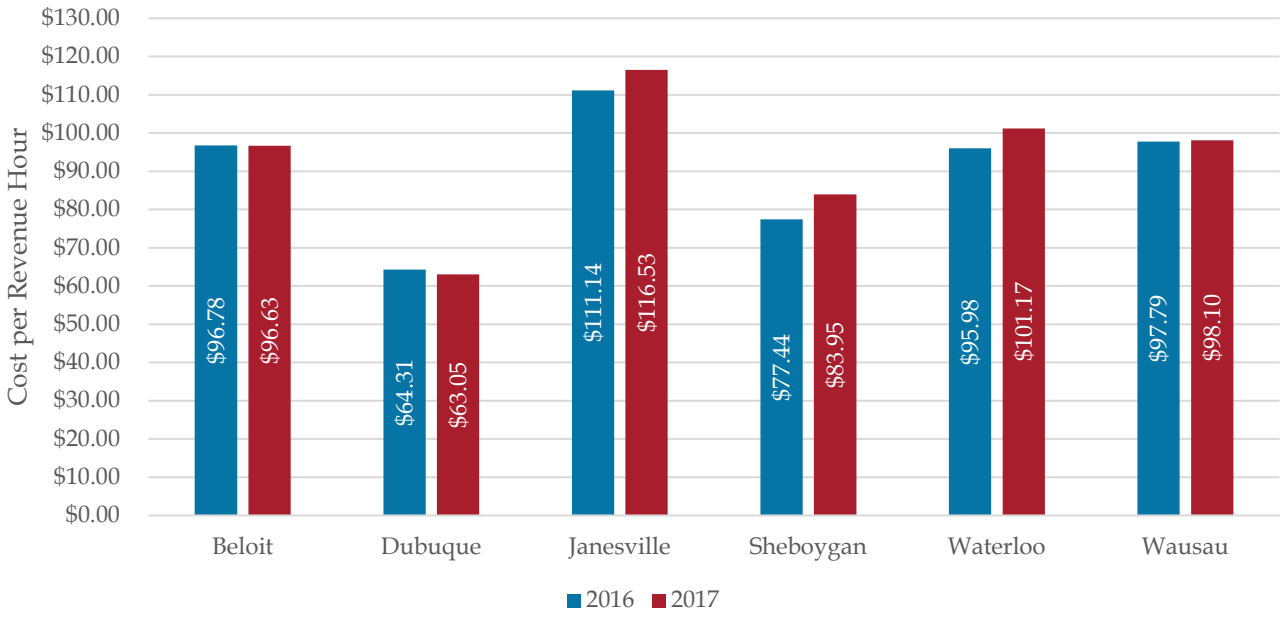


Source: 2016 and 2017 National Transit Database Agency Profiles, Federal Transit Administration; and Bay-Lake Regional Planning Commission, 2019.

Cost per Revenue Hour

The cost per revenue hour reflecting vehicle operating costs is shown for the various transit systems in Figure 7.3. These data indicate that Shoreline Metro had the second lowest cost per revenue hour of the six systems in the comparison in both 2016 and 2017. Shoreline Metro saw an increase in its cost per revenue hour of 8.4 percent between 2016 and 2017. Three of the remaining five peer systems also saw increases in their cost per revenue hour between 2016 and 2017 (Janesville, Waterloo and Wausau). Beloit saw its cost per revenue hour decrease by 0.2 percent, while Dubuque saw its cost per revenue hour decrease by about 2.0 percent.

Figure 7.3: Cost per Revenue Hour

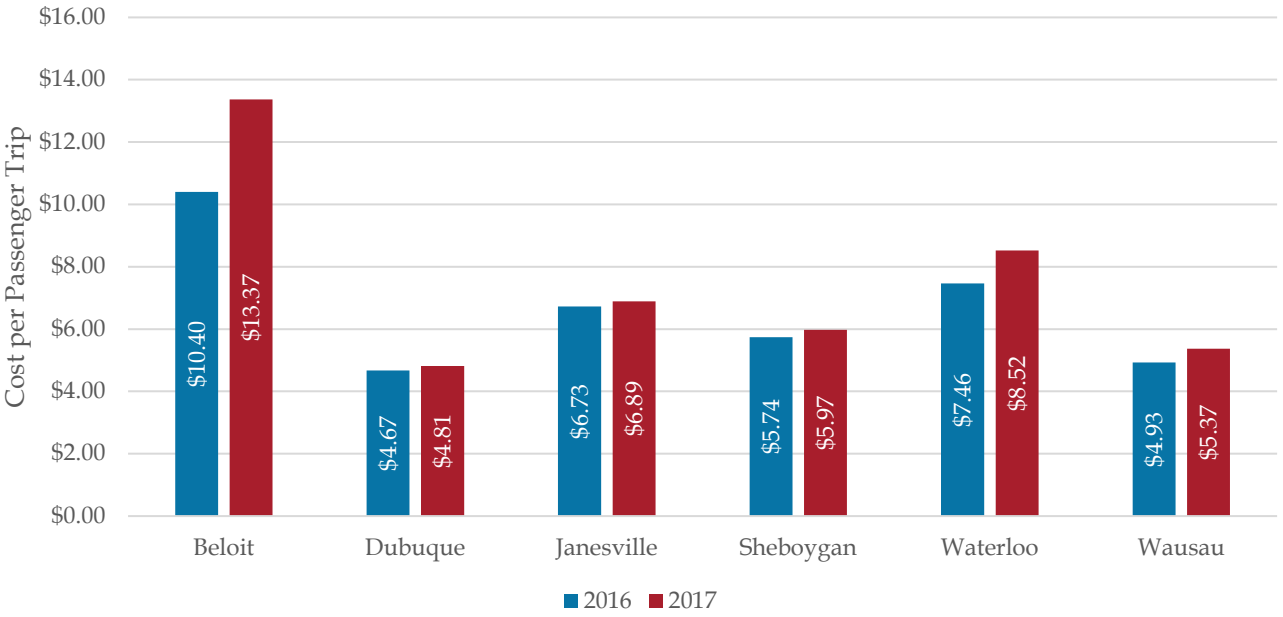


Source: 2016 and 2017 National Transit Database Agency Profiles, Federal Transit Administration; and Bay-Lake Regional Planning Commission, 2019.

Cost per Passenger Trip

The cost per unlinked passenger trip is compared in Figure 7.4. Shoreline Metro was the third lowest of the six transit systems in the comparison in both 2016 and 2017. The cost per passenger trip for Shoreline Metro increased to $5.97 in 2017, an increase of 4.0 percent from 2016. All of the peer transit systems had increases in their cost per passenger trip between 2016 and 2017, ranging from 2.4 percent (Janesville) to 28.6 percent (Beloit).

Figure 7.4: Cost per Passenger Trip



Source: 2016 and 2017 National Transit Database Agency Profiles, Federal Transit Administration; and Bay-Lake Regional Planning Commission, 2019.

Cost Allocation Model

Cost information from 2018 was used to develop a three factor cost allocation model of current Shoreline Metro operations. Such a model is useful in estimating the costs of various individual routes, as well as in estimating the cost ramifications of any proposed service alternatives. In order to develop such a model, each estimate of cost is allocated to one of two service variables. The two service variables used to allocate costs are the number of revenue hours and the number of revenue miles. In addition, fixed costs are identified as being constant. This is a valid assumption for the short-term future, although fixed costs could change over the long-term future.

Examples of the cost allocation methodology include: allocating fuel costs to revenue miles; allocating operator wages to revenue hours; and allocating training and liability insurance expenses to fixed costs. Total costs allocated to each variable are then divided by the total route services quantity (i.e.: total revenue hours or total revenue miles in 2018) to determine a cost rate for each variable.

The allocation of cost for the 2018 Shoreline Metro operation is presented in Table 7.1. This cost allocation has been applied to fixed-route services only. Paratransit services provided by the Metro Connection division of Shoreline Metro have been excluded from the cost allocation methodology in order to focus on the productivity of Shoreline Metro's fixed-route service. The cost allocation shown in Table 7.1 yields the following cost equation for fixed-route services:

Total Cost = ($36.48 X Revenue Hours) + ($2.10 X Revenue Miles) + $846,819

Table 7.1: Shoreline Metro Cost Allocation Model, 2018

Annual Expenses		Cost Factor		
		Revenue Hours	Revenue Miles	Fixed Cost
Expenses - Operations				
Salaries and Wages	$1,083,509	$1,083,509		
Employer Paid Benefits	$435,262	$435,262		
Uniforms	$12,478	$12,478		
Total Expenses - Operations	**$1,531,249**	**$1,531,249**	**$0**	**$0**
Expenses - Maintenance				
Salaries and Wages	$327,464		$327,464	
Employer Paid Benefits	$151,113		$151,113	
Tires and Tubes	$30,639		$30,639	
Vehicle Maintenance	$8,118		$8,118	
Facilities Maintenance	$24,627		$24,627	
Fuel, Oils and Lubricants	$266,959		$266,959	
Tools and Small Equipment	$15,083		$15,083	
Parts	$223,419		$223,419	
Fire Fighting Supplies	$554		$554	
Total Expenses - Maintenance	**$1,047,976**	**$0**	**$1,047,976**	**$0**
Expenses - Administration				
Salaries and Wages	$449,143			$449,143
Employer Paid Benefits	$193,620			$193,620
Financial Services Fees	$4,000			$4,000
Advertising and Marketing	$25,600			$25,600
Medical Services	$3,930			$3,930
Security Services	$276			$276
Contracted Services	$26,425			$26,425
Office Equipment Maintenance	$24,730			$24,730
Utilities	$59,774			$59,774
Publications and Professional Organizations	$4,844			$4,844
Training and Education	$5,788			$5,788
Travel	$0			$0
Equipment and Supplies	$12,733			$12,733
Liability Insurance	$108,282			$108,282
Total Expenses - Administration	**$919,145**	**$0**	**$0**	**$919,145**
TOTAL EXPENSES	**$3,498,370**	**$1,531,249**	**$1,047,976**	**$919,145**
Service Variable Quantities	---	37,847	537,066	1
Cost Equation Factor	---	$40.5	$2.0	$919,145

Source: Shoreline Metro, 2018; and Bay-Lake Regional Planning Commission, 2020.

Route Productivity

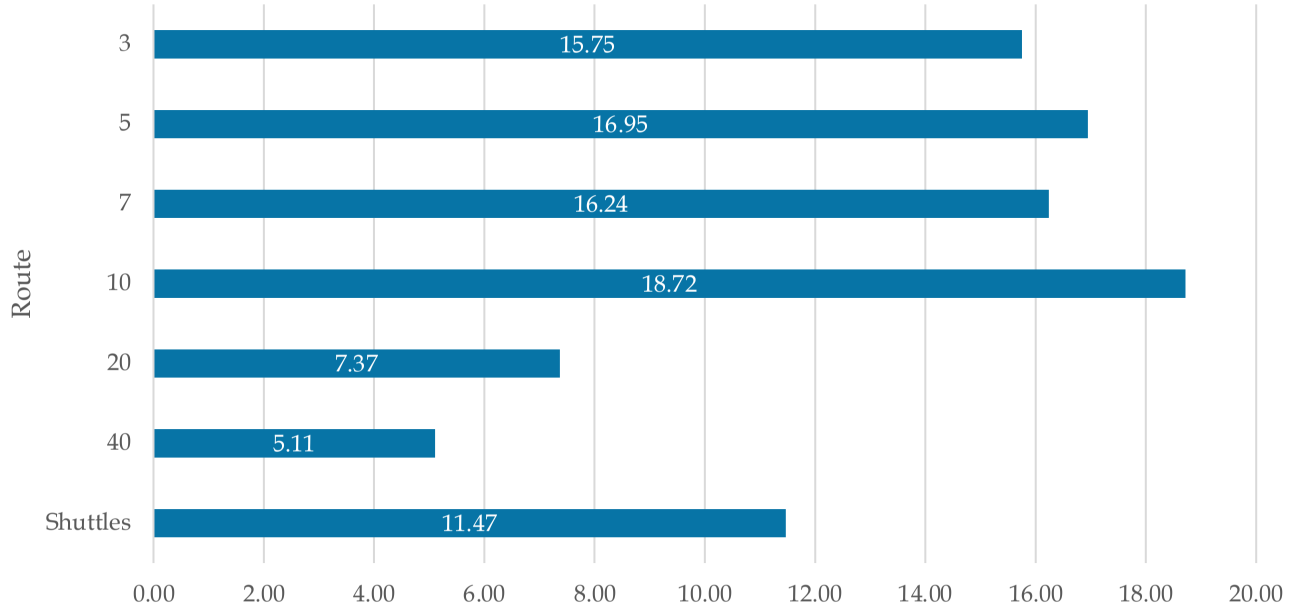
Each individual route has been evaluated to determine its productivity in terms of passengers

per hour, passengers per mile, and cost per passenger. Individual route productivity is shown in Table 7.2. Table 7.2 and its accompanying narrative measure productivity for each route for all periods of operation for that route in 2018, including Saturdays for all regular routes.

Passengers per Hour – Regular Routes

The route productivity in passengers per hour for regular routes is shown in Figure 7.5. There was significant variation in the number of passengers per hour, ranging from over 5.1 passengers per hour to over 18.7 passengers per hour. Route 10 had the highest productivity using this measure among regular routes, followed by Route 5, Route 7 and Route 3. The route which exhibited the lowest productivity using this measure was Route 40 (a seasonal route catering to tourism). The North and South Shuttles also had a robust passenger per hour ratio, while Route 20 had a lower passenger per hour ratio in comparison to other routes. The passenger per hour ratio for regular routes was calculated for all days of service operation in 2018. It should be noted that weekday productivity would be higher than Saturday productivity for most regular routes.

Figure 7.5: Passengers per Hour: Regular Routes



Source: Shoreline Metro, 2018; and Bay-Lake Regional Planning Commission, 2019.

Table 7.2: Route Productivity

Route	Passengers per Day	Annual Passengers	Trips per Weekday	Trips per Saturday	Trip Hours	Miles per Trip	Passengers per Hour	Passengers per Mile	Cost per Passenger	Annual Cost per Route
3	406	124,786	54.00	20	0.50	6.9	15.75	1.28	$5.27	$657,549
5	437	134,310	54.00	20	0.50	7.4	16.95	1.29	$5.04	$677,293
7	419	128,684	54.00	20	0.50	8.5	16.24	1.07	$5.60	$720,729
10	483	148,298	54.00	20	0.50	8.1	18.72	1.30	$4.75	$704,934
20	62	19,156	8.50	5	1.00	21.4	7.37	0.39	$13.82	$264,747
40*	53	4,385	20.00	16	0.50	4.6	5.11	0.62	$14.00	$61,380
Tripper #101**	8	1,396	1.00	0	1.00	24.6	7.33	0.34	$14.99	$20,932
Tripper #102**	12	2,123	1.00	0	1.00	21.7	11.15	0.58	$9.21	$19,555
Tripper #201**	16	2,840	1.00	0	2.00	19.3	7.46	0.87	$9.74	$27,673
Tripper #202**	17	3,100	1.00	0	2.00	15.9	8.14	1.15	$8.41	$26,059
North and South Shuttles	100	30,578	14.64	24	0.50	6.5	11.47	0.99	$7.06	$215,848
Annual Total Cost										$3,396,699

*Route 40 is a seasonal route that (in 2018) began operating the day after Memorial Day and ran through the Saturday before Labor Day. Route 40 serves several attractions in downtown Sheboygan, the Riverfront, the Lakefront and South Pier. Route 3 also serves the South Pier area.

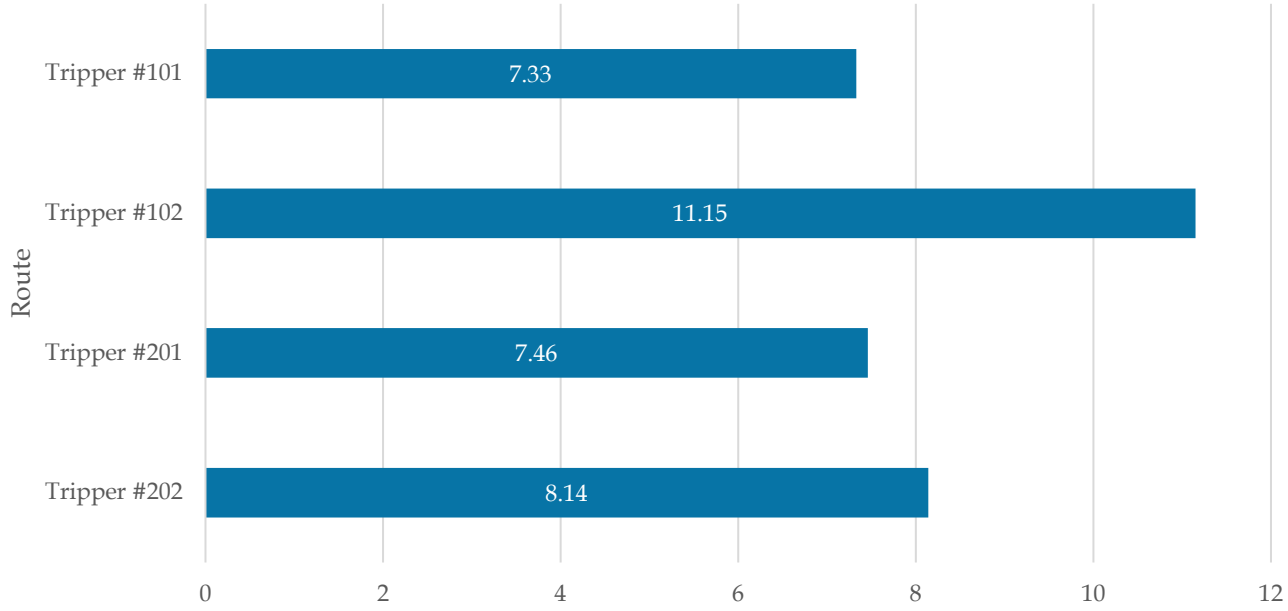
**The tripper routes primarily serve students traveling to and from school. Routes 101 through 102 were morning routes, while Routes 201 through 202 were afternoon routes. All routes were in operation throughout the 2018 portion of the 2017 - 2018 and 2018 - 2019 school years.

Source: Shoreline Metro, 2018; and Bay-Lake Regional Planning Commission, 2020.

Passengers per Hour – School Tripper Routes

The route productivity in passengers per hour for school tripper routes is shown in Figure 7.6. The variation in the number of passengers per hour among school tripper routes ranged from over 7.3 passengers per hour to nearly 11.2 passengers per hour. Tripper 102 had the highest productivity using this measure among school tripper routes, followed by Tripper 202. School tripper routes which exhibited the lowest productivity using this measure included Trippers 101 and 201. All trippers in this analysis operated during all school days in 2018 (178 days).

Figure 7.6: Passengers per Hour: School Tripper Routes



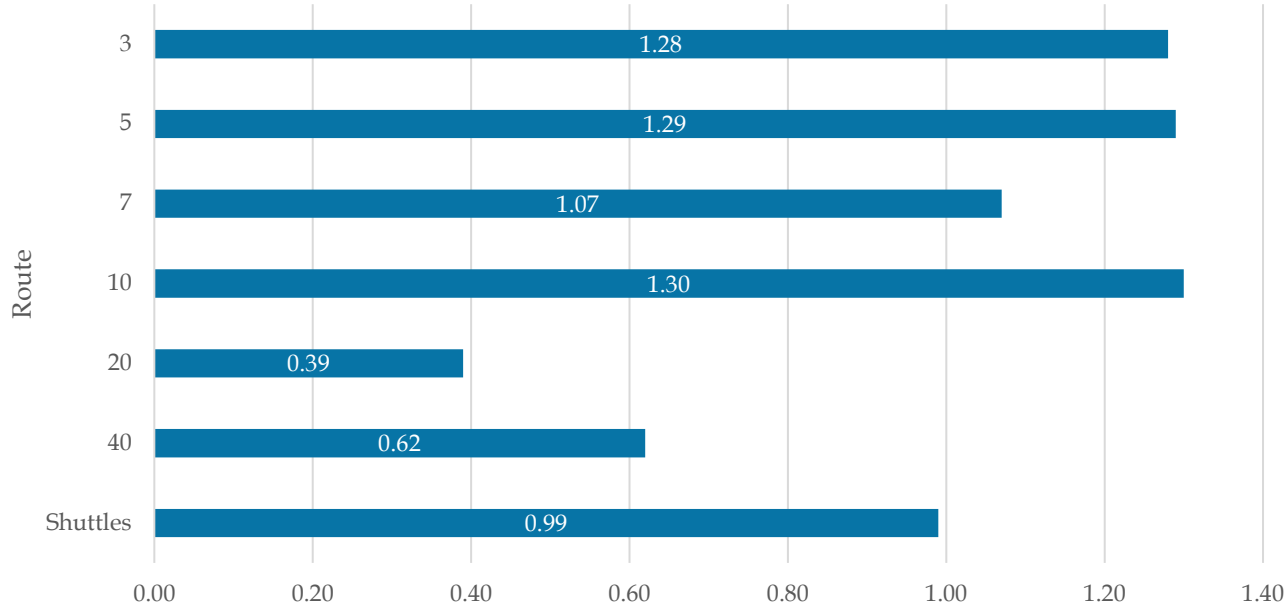
Source: Shoreline Metro, 2018; and Bay-Lake Regional Planning Commission, 2019.

Passengers per Mile – Regular Routes

The route productivity in passengers per mile for regular routes is shown in Figure 7.7. As is evident in Figure 7.7, there was significant variation in the number of passengers per mile, ranging from 0.39 passengers per mile to 1.30 passengers per mile. Route 10 had the highest productivity using this measure among regular routes. Other high productivity routes using this measure (in order of the most productivity) include Routes 5, 3 and 7, and the North and South Shuttles. Route 20 had the lowest productivity using this measure among regular routes, followed by Route 40.

With the exception Route 40 (which is a seasonal route), the passenger per mile ratio for regular routes was calculated for all days of service operation in 2018. It should be noted that weekday productivity would be higher than Saturday productivity for most regular routes.

Figure 7.7: Passengers per Mile: Regular Routes

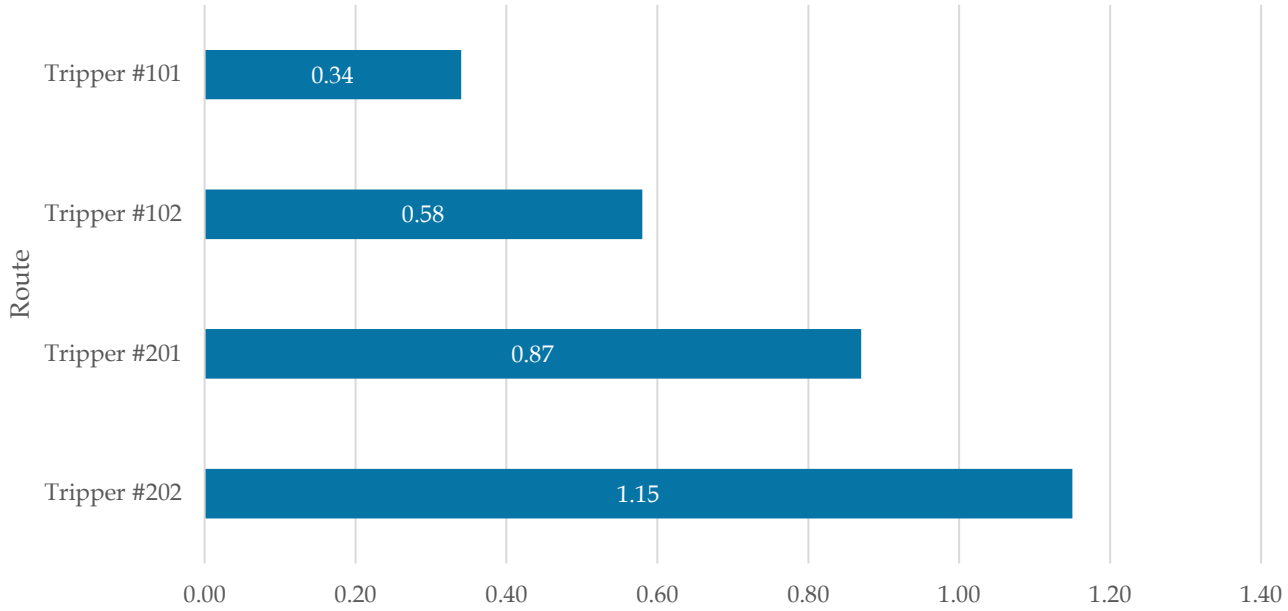


Source: Shoreline Metro, 2018; and Bay-Lake Regional Planning Commission, 2019.

Passengers per Mile – School Tripper Routes

The route productivity in passengers per mile for school tripper routes is shown in Figure 7.8. The variation in the number of passengers per mile among trippers ranged from 0.34 passengers per mile to 1.15 passengers per mile. Tripper 202 had the highest productivity using this measure among school tripper routes. Another high productivity school tripper route was Tripper 201. It should be noted that both of these high productivity routes run in the afternoon. The school tripper route which exhibited the lowest productivity using this measure was Tripper 101, followed by Tripper 102. All trippers operated during all school days in 2018 (178 days).

Figure 7.8: Passengers per Mile: School Tripper Routes



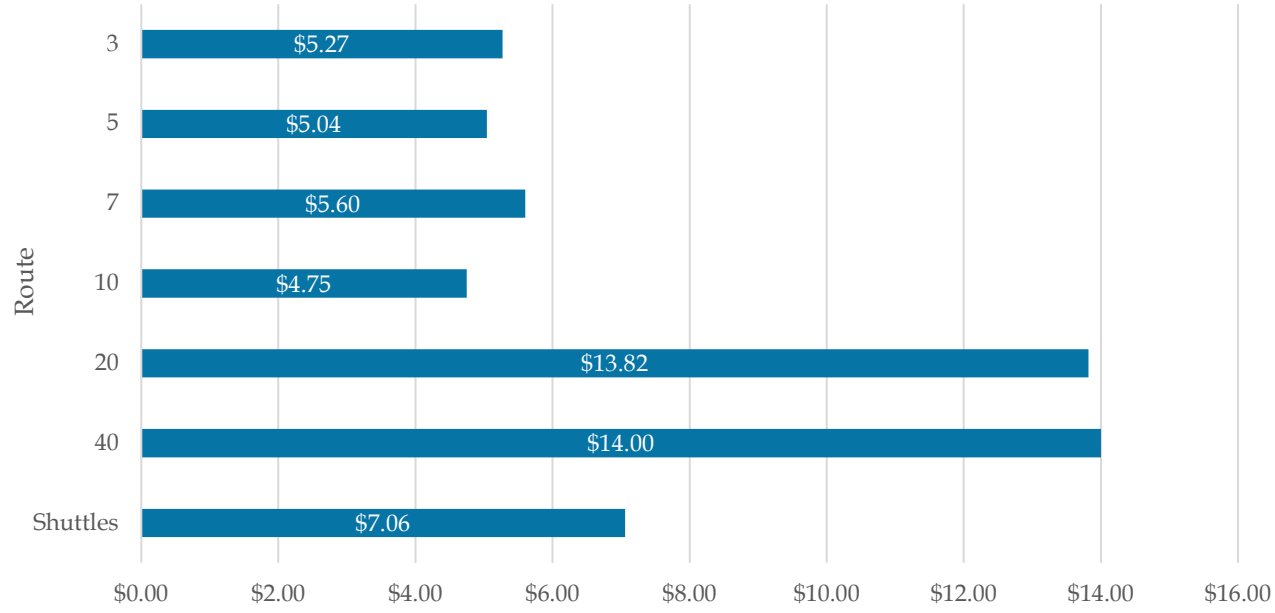
Source: Shoreline Metro, 2018; and Bay-Lake Regional Planning Commission, 2019.

Cost per Passenger – Regular Routes

The route productivity in terms of cost per passenger for regular routes is shown in Figure 7.9. There was significant variation in the cost per passenger among the regular routes, ranging from $4.75 to $14.00. A majority of the regular routes were operating in the range of a $4.75 to $5.60 cost per passenger trip. At $4.75 per passenger, Route 10 had the highest productivity using this measure among regular routes, followed by Route 5 ($5.04), Route 3 ($5.27), and Route 7 ($5.60). Regular routes which exhibited lowest productivity using this measure included Route 40 ($14.00), followed by Route 20 ($13.82). The North and South Shuttles had a cost per passenger of $7.06.

Again, with the exception of Route 40 (which is a seasonal route), the cost per passenger ratio for regular routes was calculated for all days of service operation in 2018. It should be noted that weekday productivity would be higher than Saturday productivity for most regular routes.

Figure 7.9: Cost per Passenger: Regular Routes



Source: Shoreline Metro, 2018; and Bay-Lake Regional Planning Commission, 2019.

Cost per Passenger – School Tripper Routes

The route productivity in terms of cost per passenger for school tripper routes is shown in Figure 7.10. Variation in the cost per passenger ranged from $8.41 to $14.99. At $8.41 per passenger, Tripper 202 had the highest productivity using this measure among school tripper routes. At the other end of the spectrum, at $14.99 per passenger, Tripper 101 had the lowest productivity using this measure among school tripper routes. In between these two extremes were Tripper 102 ($9.21 per passenger) and Tripper 201 ($9.74 per passenger). Again, all tripper routes operated during all school days in 2018 (178 days).

Figure 7.10: Cost per Passenger: School Tripper Routes

Source: Shoreline Metro, 2018; and Bay-Lake Regional Planning Commission, 2019.

Overall System Performance By Day Of The Week

Weekdays

There were a total of 566,208 weekday trips made in 2018, or an average of over 2,220 trips per weekday of service. On an "average" weekday in 2018, there were 1.15 passengers per revenue mile, 15.88 passengers per revenue hour, and 8.96 passengers per route run. "Average" weekday statistics are higher than "average" Saturday statistics to a great extent because of school tripper route activity and large numbers of passengers traveling to and from work or other activities that occur primarily on weekdays.

Saturdays

There were a total of 33,506 Saturday trips made in 2018, or an average of over 644 trips per Saturday of service. On an "average" Saturday in 2018, there were 0.75 passengers per revenue mile, 10.18 passengers per revenue hour, and 5.69 passengers per route run.

This page intentionally left blank

Chapter 8: Goals, Objectives, and Standards

Introduction

The mission statement, goals, objectives and standards proposed in this chapter are based on consultation with the review committee for this Transit Development Program (TDP), as well as on consultation with the ridership of the transit system, transit driver leaders, and with the general public, as well as based on review of community characteristics. This mission statement indicates what transit should strive to achieve during the period covered by this TDP. In addition to the mission statement, goals, objectives and standards have been developed to guide implementation of this plan. It should be noted that some objectives and standards (e.g.: some objectives related to funding) appeared in the 2012-2016 TDP. This does not indicate that these objectives and standards were not met, but it does indicate that they require ongoing attention. Furthermore, many of the objectives and standards in this chapter are long-range visions of ideal transit service, and can be achieved only as resources and support permit. Some of these long-range objectives and standards were recommended by members of the review committee, are in line with "best practices" endorsed by professional transportation associations, and are in use in other transit systems; these practices could be well-suited for transit in the Sheboygan area as it continues to grow.

Mission Statement

Transit service in the Sheboygan area is an essential community service, and many current and future residents and visitors will need transit service in the future. Current users of public transportation include those who are either unable to drive or those who do not have a vehicle available for their own transportation. As the population ages, the number of transit riders in these groups is anticipated to grow. Current users also include a limited number of choice riders. All of these constituencies are expected to remain an integral part of the transit system in the future, and transit should maximize mobility within the Sheboygan area for these groups while remaining productive and efficient.

However, transit should also strive to attract riders from groups that could increase ridership while improving the community image of transit. The community image of transit in general, and various attitudes toward transit services in Sheboygan in particular, are increasingly important as ride-sharing services become more popular despite their higher cost per trip. To increase ridership, specific groups to target include employees from various sectors of the economy, young professionals and families who relocated to the Sheboygan area for work, as well as students in post-secondary educational institutions. Shoreline Metro has at its disposal multiple models of success for increasing ridership, including the bulk rider contract with the Sheboygan Area School District. In addition to these models, mutually beneficial creative solutions exist for increasing ridership from other groups. These include employer subsidies for employees to ride transit, bulk rider contracts with major employers and post-secondary educational institutions, and public-private partnerships. In the ongoing process of increasing ridership, all of these options should be explored and tailored to match the needs of transit, riders, employers and post-secondary educational institutions.

Transit service should be affordable to riders and to taxpayers (including affordability for participating units of government). A balance must be maintained between raising property tax levies (or other local taxes) and raising fares beyond the affordability range of the ridership. With this balance in mind, Shoreline Metro should continue to aggressively demonstrate to federal, state and local decision makers the need for their funding and support of transit. Such demonstrations

should also tout the benefits transit offers current and future residents and visitors, especially as Sheboygan positions itself as an increasingly attractive destination for young professionals and families. Shoreline Metro can safeguard the future of transit in the Sheboygan area by sustaining ongoing dialogues with federal, state and local entities. This ongoing communication can ensure that in the event that funding from one sources decreases, other established funding sources can be tapped to sustain transit operations. In addition, the transit system should strive for even higher levels of efficiency and sustainability, both of which have the potential to decrease operational costs. Some methods to meet these objectives (such as signal timing efforts) will require cooperation across units of government and departments within those units of government, which will strengthen working relationships into the future.

Accessibility for all potential riders remains a key goal for transit. Shoreline Metro has already achieved full accessibility through ADA-compliant revenue service vehicles and its Metro Connection program, yet the potential exists for future progress. Accessibility includes such aims as allowing riders to seamlessly integrate Shoreline Metro trips with other modes of transportation, which can serve as both a marketing tool and as a tool to increase ridership. Accessibility can also be conceptualized in terms of access to information, which Shoreline Metro can increase by more widely distributing educational materials and carrying out more demonstrations of how to use transit.

Expansion of the transit service area should also be considered. By continuing to build support among neighboring units of government, Shoreline Metro can undertake a fiscally sustainable expansion into adjacent communities. In addition to being grounded in cooperation and communication with local units of government, any potential expansion of the service area should also ensure that new or expanded routes meet productivity standards. This service area expansion will allow Shoreline Metro to remain the transportation option of choice within the Sheboygan area while also offering enhanced mobility around the metropolitan area and possibly around the county.

It is important to identify key transit service areas and transit corridors. Geographic areas of the transit service area which should receive the highest level of transit service include census block groups with relatively high levels of youth, senior citizens, persons with disabilities, persons commuting by bus, low income households, zero- and one-vehicle households, as well as key activity centers. Key activity centers include: health care facilities; educational facilities; retail and shopping centers; governmental, social service and non-profit facilities; entertainment and recreation facilities; major employers; mobile home parks; major apartment complexes; and major parks.

It will also be important to influence land use decisions, particularly concerning the location of key transit trip generators. The Sheboygan Transit and Parking Utility (either as staff or acting through the Transit Commission) should make recommendations to the City Redevelopment Authority, the City Plan Commission and to the Common Council regarding proposed locations for such facilities. Higher quality transit service will be possible for these facilities only if these are located within the transit service area and if transit access is spatially integrated into their design.

Based on input from the review committee for the TDP, transit driver leaders, and from the general public, as well as based on review of community characteristics, the following consensus-based mission statement indicates the proposed direction of Shoreline Metro over the short-term future:

> **To provide customers with professional and accessible transportation solutions that are affordable, efficient, reliable, safe and courteous.**

Goals, Objectives And Standards

GOAL 1: To assure that quality transit service continues to be available, financed through fares and through federal, state, local and non-governmental funding sources.

OBJECTIVE 1.1: By continually advocating for the needs of transit (including transit capital needs) with federal and state legislators pertinent to transit operations.

Standard 1.1.1: Shoreline Metro staff should continue to participate in all activities of the Wisconsin Public Transit Association (WIPTA) in which federal and state funding issues are addressed.

Standard 1.1.2: Shoreline Metro staff should make direct, in-person contact with federal and state legislators in Madison, in Washington, and when these legislators return home during legislative recesses or at other times.

Standard 1.1.3: Shoreline Metro staff should host state and federal legislators for tours of the transit operation and brief "town hall" meetings with passengers, drivers and management at least once each year; this event could precede or follow "town hall" meetings held by these legislators in the Sheboygan area.

Standard 1.1.4: Shoreline Metro staff should continue to participate in meetings in which elected local officials and local interest groups discuss transportation funding issues, acting as an advocate for transit funding at all levels of government while promoting the benefits of transit.

Standard 1.1.5: Through advocacy, meeting with state and federal legislators, and promoting the benefits of transit, work to ensure that a combination of FTA Section 5307 funding and WisDOT Section 85.20 funding accounts for at least 53 percent of operational funding each year throughout the period covered by this TDP.

OBJECTIVE 1.2: By assuring a state-local operational funding floor of at least 48 percent each year throughout the period covered by this TDP.

Standard 1.2.1: The Director of Transit and Parking should work with the Sheboygan Transit Commission and with the Common Council to maintain sufficient local funding to meet this objective throughout the period covered by this TDP.

OBJECTIVE 1.3: By assuring that 15 percent or more of operational funding comes from users of the transit operation, while the fare structure continues to include discounts for veterans, elderly persons, students and vulnerable populations.

Standard 1.3.1: Fares should be established so that farebox revenues cover between 15 percent and 20 percent of operational funding in any given year. If state, local or federal funding fluctuates and fares must be altered for farebox revenues to remain in this range, adequate public notice should be given of any changes to the fare structure.

Standard 1.3.2: The fare structure, including discounts and special pricing, should be monitored so that it remains affordable for all groups.

Standard 1.3.3: Revenue from bulk rider contracts should be monitored. When renegotiated, these contracts should produce adequate revenue to sustain the projected number of riders while remaining advantageous to the employer or other entity signing the contract.

OBJECTIVE 1.4: By maximizing revenues received from vehicle advertising and other proprietary opportunities, thereby offsetting the costs to users of the transit operation.

Standard 1.4.1: Advertising should be permitted on transit buses, and, where feasible, at passenger shelters. Such advertising should be allowed only within the parameters of an established policy concerning advertising on buses and other transit facilities (i.e.: no tobacco or alcohol advertising). Advertising opportunities should continue to be publicized on the Shoreline Metro website and through other means.

Standard 1.4.2: The transit information center should be maintained at the transfer point and should include personnel able to sell fare media. Businesses that would desire to appear on the transit location map (identified in Standard 5.6.1) could pay for the service.

OBJECTIVE 1.5: By advocating for outside funding, greater flexibility and more autonomy on transit issues with federal, state and local legislators.

Standard 1.5.1: Advocate for stable federal (FTA Section 5307) and state (Sections 85.20 and 85.205) mass transit operating assistance.

Standard 1.5.2: Advocate for stable federal (FTA Section 5339) and state mass transit capital assistance.

Standard 1.5.3: Advocate for more dedicated funding sources, such as motor fuel tax indexing and alternatives to the motor fuel tax.

Standard 1.5.4: Work to persuade local decision makers to consider removing human service needs (including transit) from locally imposed spending caps, or to list transit as a separate levy rather than grouping it with all other city general purposes.

Standard 1.5.5: Work to expand Shoreline Metro's service area and revenue base to surrounding towns, particularly the Town of Sheboygan, as well as to other communities near the service area which may desire the expansion of transit service into their communities.

Standard 1.5.6: If an RTA is authorized by the state legislature for Sheboygan County and/or the Sheboygan Metropolitan Area, work with local decision makers and with the public to consider seeking approval of a revenue source to implement the RTA.

GOAL 2: To assure that the transit operation remains affordable to passengers and to participating local units of government.

OBJECTIVE 2.1: By assuring that the combination of revenues received from passenger fares as well as from vehicle advertising and other proprietary opportunities does not exceed 25 percent of total expenses of the transit operation.

Standard 2.1.1: Revenues received from vehicle advertising and other proprietary opportunities should be used to offset total revenues required of passengers.

Standard 2.1.2: Produce additional non-fare, non-governmental revenues, including, but not limited to, advertising revenue.

OBJECTIVE 2.2: By having adequate commitment on the part of local governments in the transit system service area to maintaining a viable transit system by accepting the responsibility of providing sufficient financial support.

Standard 2.2.1: Shoreline Metro staff should continue to educate local decision makers concerning transit finances and revenue sources, and should work with decision makers toward a multi-year staging of increased local commitment toward the transit operation that keeps up with increases in total operational expenses and compensates for possible losses in

federal and state operating revenues (adjusted for inflation) each year.

Standard 2.2.2: Keep transit affordable for current and potential participating local units of government.

Standard 2.2.3: Consider sharing of certain services between Shoreline Metro and nearby transit operations (or between Shoreline Metro and other departments of the City of Sheboygan) in cases where "economies of scale" can lead to cost savings.

Standard 2.2.4: Consider moving away from the property tax as the appropriate mechanism to fund the local share of transit (when legally authorized by the state legislature); possible alternatives may include local option sales or motor fuel taxes.

Standard 2.2.5: Work to rebut the opinions of the "vocal minority" opposed to transit.

OBJECTIVE 2.3: By maintaining the passenger fare structure at a reasonable level through the period covered by the TDP.

Standard 2.3.1: Passenger fares in select categories can be lowered in periodic well-publicized marketing campaigns and offers.

Standard 2.3.2: The fare structure of the transit operation should be reexamined in this planning effort, and recommendations for simplification of the fare structure should be made where feasible.

Standard 2.3.3: Institute a pass for post-secondary students (per year or per semester) to make transit more affordable to students and their families.

Standard 2.3.4: Institution of weekly passes for adults and for students outside the Sheboygan Area School District should be examined as part of this planning effort.

Standard 2.3.5: A discounted monthly pass should be offered to certified low income passengers if grants are obtained to subsidize such a program.

Standard 2.3.6: Encourage employers to subsidize monthly transit passes for their employees; such subsidization is deductible from federal corporate income taxes.

GOAL 3: To maintain high ridership levels and to increase ridership above levels observed in the past decade as part of an effort to improve community support of the transit operation.

OBJECTIVE 3.1: By addressing noise, comfort, cleanliness and seating capacity issues on (and otherwise making improvements to) all revenue service vehicles in the transit fleet.

Standard 3.1.1: Shoreline Metro management should ensure that new revenue service vehicles that are added to the fleet meet internal benchmarks for comfort and to assure that lack of a smooth ride is caused by factors external to the vehicle; pre-award demonstration of the candidate vehicle for these attributes should occur.

Standard 3.1.2: Vehicles which are being considered for purchase by Shoreline Metro should first be tested at transit operations elsewhere in Wisconsin which have experience with these vehicles in revenue service.

Standard 3.1.3: Continue to ensure that all revenue service vehicles are kept clean at all times.

Standard 3.1.4: Consider adding various onboard amenities for riders, including Wi-Fi. Such amenities should be most strongly considered for routes with longer average passenger riding times.

OBJECTIVE 3.2: By continuing efforts to coordinate the timing and arrival of transit service with the arrival of intercity mass transportation services.

Standard 3.2.1: Aggressive efforts should be made to retain Jefferson Lines, Indian Trails and Lamers Connect bus service at the downtown transfer point, as well as to attract other intercity mass transportation services to the downtown transfer point. Tickets for intercity bus service should be sold at the transfer point.

Standard 3.2.2: In the event that it is not possible to retain or attract intercity mass transportation services at the downtown transfer point, the transit operation should provide timely service to the locations which these services select as their pick-up and drop-off points in Sheboygan.

OBJECTIVE 3.3: By providing expanded and customized transit service to areas dominated by manufacturing and other large economic activity.

Standard 3.3.1: Transit management should continuously monitor starting and ending times for shifts of manufacturing and other large firms in the service area through an ongoing dialogue, and consider minor adjustments to the timing of routes to better coordinate with these starting and ending times.

Standard 3.3.2: Consider expanding the hours of weekday transit service operation to make transit more accessible for shift workers. Additional transit service should be marketed and tested on a trial basis; if such service meets the provisions of Standard 4.1.1, then such service should be instituted on a long-term basis.

Standard 3.3.3: Consider expanding the hours and increasing the frequency of Saturday transit service operation (including operating routes every half hour) to make transit more accessible for shift workers on Saturdays. Additional transit service should be marketed and tested on a trial basis; if such service meets the provisions of Standard 4.1.1, then such service should be instituted on a long-term basis.

Standard 3.3.4: Fixed-route transit service should run as close as practical to manufacturing and other large firms with greater than 100 employees and all industrial parks in the transit system service area.

Standard 3.3.5: Continue serving industrial and other large employment centers in Kohler and Sheboygan Falls, and consider expansion of service to larger employers if they develop in surrounding towns and can be justified by projected ridership levels. Expansion should be marketed and tested on a trial basis and should meet the criteria in Standard 4.1.1. Encourage such firms to subsidize monthly passes and educate them on the tax benefits of subsidization.

OBJECTIVE 3.4: By providing timely, direct service to the University of Wisconsin - Green Bay, Sheboygan campus and by providing service to post-secondary educational institutions outside the transit service area, including Lakeshore Technical College and Lakeland University.

Standard 3.4.1: The LTC Express route between Sheboygan and the Lakeshore Technical College campus in Cleveland, sustained in partnership with LTC and GO Riteway, should be maintained.

Standard 3.4.2: Students who live in the transit service area and who attend the Lakeland University main campus west of Howards Grove should be surveyed concerning their willingness to use a transit shuttle to get to and from class, and, if willing to use the service, the best times for arrival and departure on the campus which fit their schedule. If survey

results appear promising, intermittent service to the campus could be instituted on a trial basis. If the service meets the provisions of Standard 4.1.1 during the trial period, the changes should be instituted on a permanent basis. This service could be either demand-response or could be fixed-route with its origin at the transfer point at a time compatible with connections to other routes.

Standard 3.4.3: Continue to ensure that Lakeshore Technical College and Lakeland University satellite campuses within the transit service area are adequately served by Shoreline Metro. (Lakeshore Technical College's LTC Sheboygan campus is located at 1320 Niagara Avenue in Sheboygan, while Lakeland University offers select classes at the Kohler Company).

OBJECTIVE 3.5: By implementing a public education campaign to promote transit being an accessible option for all demographics.

Standard 3.5.1: Feature employees from various sectors of the economy giving testimonials concerning how transit is a useful service in getting them to and from their jobs, particularly in contrast to ride-sharing services. These testimonials should be developed into persuasive advertising by a professional agency, and used in newspaper ads, radio spots and on social media platforms as part of the transit operation's advertising budget.

Standard 3.5.2: Have regular newspaper and radio advertising educating the public concerning the environmental benefits of using transit, the real total costs of operating an automobile, ease-of-use and technological integration (described in Standard 5.6.2) and educational materials (described in Standards 5.7.2 and 5.7.3).

Standard 3.5.3: Continue marketing of the transit operation to individuals in the transit service area who communicate in languages other than English, with special emphasis on marketing in Spanish, Hmong and Braille. Remain prepared to translate such marketing into other languages if limited English proficient (LEP) groups move to the transit service area. Such marketing should be placed in media that reach these target groups, including newsletters, posters in places of worship and stores, or special radio programs.

Standard 3.5.4: Participate in presentations to various interest groups as part of the transit system's public relations and community outreach program.

OBJECTIVE 3.6: By implementing targeted marketing of identifiable passenger groups as a means of supporting transit, through development of community involvement and partnerships.

Standard 3.6.1: All new services should be marketed through newspaper, radio and social media advertising toward affected populations (students and employees).

Standard 3.6.2: Continue to utilize bus signage to market special offers or new services of the transit system.

Standard 3.6.3: Continue to increase the availability of transit schedules (including connections to intercity passenger services) and informational fliers at key locations throughout the service area, including banks, credit unions, hotel and motel lobbies, shopping centers, schools, libraries, and various public buildings throughout the service area and in communities which might soon be added to the service area.

Standard 3.6.4: Publish maps of individual routes, and have these available to the public at informational kiosks at the transfer point and other locations, on the Shoreline Metro website, as well as in a pamphlet format.

Standard 3.6.5: Develop partnerships with local non-profit, business and industry groups, increase community support through marketing and/or chamber of commerce groups (including the Sheboygan County Economic Development Corporation), and integrate transit marketing with economic development initiatives, including the Sheboygan County Economic Development Corporation's "Someplace Better" campaign.

Standard 3.6.6: Shoreline Metro should participate in statewide marketing campaigns when they occur.

Standard 3.6.7: Shoreline Metro should consider targeted marketing in specific portions of the transit service area during street construction periods.

Standard 3.6.8: Shoreline Metro should market its services at community events.

Standard 3.6.9: Shoreline Metro should update its route and schedule map and other media in the primary non-English languages of the service area (Spanish, Hmong, etc.) as well as in Braille.

Standard 3.6.10: Offer special days for prospective riders to educate them about they can benefit from transit services (discount day, learn how to use the bus day, etc.). Such events should be heavily publicized for maximum effect.

OBJECTIVE 3.7: By providing service to meet published schedules.

Standard 3.7.1: No vehicles in fixed-route service will operate ahead of schedule.

Standard 3.7.2: At least 95 percent of vehicles in fixed-route service will operate no more than 5 minutes behind schedule.

Standard 3.7.3: Demand-response service will exceed 95 percent of trips within 30 minutes of the requested time for pickup for ADA paratransit service.

Standard 3.7.4: Missed trips (as defined by 30 or more minutes late for fixed-route service, and requests which cannot be served for demand-response service) should be kept to a minimum.

Standard 3.7.5: Exceptions to Standards 3.7.2 through 3.7.4 can be made under unusual circumstances (poor weather conditions, rail or boat traffic, mechanical breakdowns, etc.). Monitoring of whether the transit system meets these standards should exclude trips made which involve these circumstances in order to ensure a safe transit operation. Any such change in routes or times should continue to be accompanied by public notice on the Shoreline Metro website and through social media and mobile applications to the extent possible.

Standard 3.7.6: Minimum standards for fixed-route service (with the exception of the Kohler/Sheboygan Falls Route) should be 30 to 45 minute headways during peak periods, and 60 minute headways during non-peak periods.

OBJECTIVE 3.8: By utilizing better planning to offer transit service that is quick and convenient for riders in order to improve ridership.

Standard 3.8.1: Better connect residents and other riders to key destination points in the transit service area.

Standard 3.8.2: Continually examine restructuring of passenger pick-up points.

Standard 3.8.3: Continually examine changing demographics in the service area, including

low population growth and smaller households, and their potential impacts on ridership.

Standard 3.8.4: Work to continually improve the continuity of route timing and structuring.

Standard 3.8.5: More effectively plan routes so that bus drop-off points are positioned on the same side of the street as trip generators (businesses, agencies, etc.). When this is not possible, position transit stops where there are accessible crossings.

OBJECTIVE 3.9: By aggressively pursuing more bulk rider contracts to replicate the success of the Sheboygan Area School District contract, and by pursuing employer subsidies for monthly passes.

S*tandard 3.9.1:* Communicate with schools and medium and large sized firms within the transit service area about the benefits of bulk contracts and subsidies.

Standard 3.9.2: Communicate with large firms within the transit service area about the benefits of subsidizing monthly passes; these benefits may be tax deductible for the employer.

GOAL 4: To assure that transit operations remain efficient, sustainable, and safe, and to continually pursue improvements.

OBJECTIVE 4.1: Maintain schedules and routes to best serve the ridership that are cost effective and efficient.

Standard 4.1.1: Overall fixed-route service should meet productivity levels of 15 passengers per revenue hour and 1.0 passengers per revenue mile. Individual routes should achieve a productivity of 12 passengers per revenue hour and 0.8 passengers per revenue mile. Fixed-route service which does not meet a minimum productivity of 12 passengers per revenue hour or meet a minimum productivity of 0.8 passengers per revenue mile will be evaluated for reconfiguration or for conversion to demand-response service.

Standard 4.1.2: Transit service on regular fixed routes also should be evaluated by time of day to determine if the above productivity levels are being met. If such productivity levels are not being met, policy options include hourly service, reconfiguration or conversion to demand-response service.

Standard 4.1.3: Actions taken to implement Standards 4.1.1 and 4.1.2 should in no way violate Title VI of the Civil Rights Act of 1964; Shoreline Metro staff should evaluate whether service changes resulting from Standards 4.4.1 and 4.4.2 violate Title VI in its triennial Civil Rights Program Updates, and if violations are observed, corrective actions should be taken.

Standard 4.1.4: Before any routes or other services are adjusted, examine if these actions comply with Title VI of the Civil Rights Act of 1964.

Standard 4.1.5: Requests for new service will be evaluated to ensure that productivity objectives noted in Standard 4.1.1 are met. Estimates of ridership for any new service will be used to determine the expected productivity of the proposed service. Proposed new services should be projected to meet the minimum productivity standards.

Standard 4.1.6: Expand the looping of routes so that more of the City of Sheboygan and overall transit service area is covered by the route structure.

Standard 4.1.7: Offer more seamless transportation between Shoreline Metro's fixed-route service and its Metro Connection service.

OBJECTIVE 4.2: By continually monitoring the efficiency of the transit system and by pursuing

new methods for increased efficiency, including increasing average bus speed and reducing idling time.

Standard 4.2.1: In partnership with the Transit Commission, city leadership, and department heads, Shoreline Metro staff should conduct a study to determine the increased efficiency and average bus speed provided by controlled intersection signal installation, which would sense and give priority to buses.

Standard 4.2.2: Shoreline Metro staff should conduct a study to determine the increased efficiency and average bus speed provided by implementing off-board fare payment. This off-board fare payment scenario might include installing fare media vending machines at higher volume transit stops.

Standard 4.2.3: Pending the completion and results of the above studies, Shoreline Metro management should consider phasing the implementation of efficiency measures or reserving them for routes with the highest ridership and/or at hours of peak use.

OBJECTIVE 4.3: By continually monitoring the energy consumption, sustainability and negative environmental externalities of all transit facilities and operations, and decreasing energy consumption and improving sustainability where room for such improvement exists.

Standard 4.3.1: Shoreline Metro should monitor the energy consumption of capital assets (including facilities and vehicles) and identify areas where a lower level of energy consumption or a higher level of energy efficiency could be obtained.

Standard 4.3.2: Shoreline Metro should implement energy reduction methods in the areas identified for decreased energy consumption and increased energy efficiency.

Standard 4.3.3: Shoreline Metro should pursue alternative energy sources where these sources would lower the cost of energy consumption and are feasible in the local area.

Standard 4.3.4: Shoreline Metro staff should conduct a study monitoring the negative environmental externalities of its operations.

Standard 4.3.5: Shoreline Metro staff should implement policies and methods designed to achieve sustainability for all its operations.

OBJECTIVE 4.4: By ensuring that capital assets (including revenue service vehicles) can be used for the duration of their useful life.

Standard 4.4.1: Ensure that all capital assets and revenue service vehicles continue to be well-maintained.

OBJECTIVE 4.5: By continuing to offer safe transit service through the monitoring of operator and rider safety, on buses and at bus stops, and at the transfer point, and improve safety where room for such improvement exists.

Standard 4.5.1: Shoreline Metro management should continue to monitor driver safety and implement new crash prevention policies and techniques as necessary.

Standard 4.5.2: Shoreline Metro staff should continue to monitor rider safety and implement new transit policies as necessary.

Standard 4.5.3: Shoreline Metro staff should continue to monitor decorum aboard buses. This is of particular importance as ridership increases and buses carry large volumes of riders during peak times. With the implementation of off-board fare payment described in Standard 4.2.2, drivers would spend less time monitoring fares and would be able to

maintain a high degree of decorum.

Standard 4.5.4: Shoreline Metro staff should continue to monitor behavior at the transfer center and ensure that unacceptable behavior is not tolerated. This is of particular importance as ridership continues to increase due in part to contracts with key trip generators.

OBJECTIVE 4.6: By maintaining adequate staffing levels of qualified and licensed transit operators despite increasingly stringent Commercial Driver License (CDL) requirements.

Standard 4.6.1: Shoreline Metro staff should make direct, in-person contact with WisDOT management and with state and federal legislators in Madison, in Washington, and when these legislators return home during legislative recesses or at other times, with the goal of discussing CDL requirements and how these requirements affect Shoreline Metro's ability to hire qualified operators from a contracting labor pool.

Standard 4.6.2: Shoreline Metro staff should continue to communicate with its transit operators and with their union (Amalgamated Transit Union Local 998) about the requirements and ongoing certifications for maintaining CDL status and any necessary endorsements.

Standard 4.6.3: When staffing needs for additional operators are anticipated, Shoreline Metro should proactively seek out qualified and licensed operators through partnerships with local and regional career preparation and training agencies.

Standard 4.6.4: Shoreline Metro should maintain the partnerships recommended in Standard 3.6.5 and Standard 4.6.3 so that the process of hiring drivers remains stable and predictable into the future.

GOAL 5: To maintain and increase access to transit and transportation choices for all riders, particularly those most in need of transit services.

OBJECTIVE 5.1: By adequately serving residential concentrations of and facilities frequented by transit dependent population groups.

Standard 5.1.1: Census block groups with disproportionate racial minority and Hispanic origin populations should be well served by the transit system in accordance with Title VI of the Civil Rights Act of 1964.

Standard 5.1.2: Key activity centers should be served by the transit system (i.e.: be as close as practical to those activity centers), including: health care facilities; educational facilities; retail and shopping centers; governmental, social service and non-profit facilities; entertainment and recreation facilities; major employers; mobile home parks; major apartment complexes; and major parks.

Standard 5.1.3: Passenger shelters should be considered at important loading points, and all transit stops and shelters should be adequately and frequently maintained.

Standard 5.1.4: As funds become available, or whenever a transit stop is significantly altered, consider the construction of a passenger shelter, with priority given to stops with the largest number of boarding passengers.

Standard 5.1.5: Ensure that shelters are accessible to people with disabilities and that a general level of comfort is built into shelters.

Standard 5.1.6: Shoreline Metro should continue to provide service to low income housing

facilities and to mobile home parks at the periphery of the transit service area.

OBJECTIVE 5.2: By cooperating with human service and social service agencies such that locations of employment placement are adequately served by the transit system both in terms of walking distance as well as in terms of work start and end times.

Standard 5.2.1: Work with these human service and social service agencies so that new employees or others are surveyed as to any need for transit services and are educated as to the existence of the transit operation.

Standard 5.2.2: Shoreline Metro staff should be available at these human service and social service agencies to promote the transit system and answer questions concerning how individuals can use the system.

Standard 5.2.3: Encourage employers of W-2 participants (and other employers in general), as well as W-2 contract administrators, to subsidize monthly transit passes; such subsidization is deductible from federal corporate income taxes, and is a qualifying expense for W-2 contract administrators.

OBJECTIVE 5.3: By locating transit routes within reasonable walking distance of larger child care facilities and facilities that care for elderly individuals or persons with disabilities, particularly as the transit service area involves an increasingly older population.

Standard 5.3.1: Transit service (in particular tripper routes) should be as close as practical to licensed child care facilities with a licensed capacity of 50 children or greater.

Standard 5.3.2: Transit service should be as close as practical to facilities that care for elderly individuals or persons with disabilities.

OBJECTIVE 5.4: By having transit service continue to comply with the requirements of the Americans with Disabilities Act of 1990 (ADA) and exceed such requirements wherever possible.

Standard 5.4.1: Continue complementary ADA paratransit service for qualified individuals, with the anticipation that more individuals might need this service as the number of accessible private options declines.

Standard 5.4.2: Continue to upgrade all transit revenue service vehicles so that they are accessible to persons with disabilities, either through replacement or through rehabilitation, with a preference for using low-floor vehicles.

OBJECTIVE 5.5: By continuing to offer Shoreline Metro's "Metro Connection" service, and by building upon this service to offer more services to communities within Sheboygan County.

Standard 5.5.1: Better communicate the offerings of Metro Connection to the public and to decision makers in Sheboygan County.

Standard 5.5.2: Offer a "one stop" call center (i.e., one that performs the tasks of a mobility manager) for transportation/mobility issues in the Sheboygan metropolitan area and throughout Sheboygan County.

OBJECTIVE 5.6: By quickly disseminating relevant information and maintaining open communication with riders and members of the public through traditional means and through emerging forms of social media and mobile applications.

Standard 5.6.1: The transit information center should be maintained at the transfer point. This center should continue to include a fare media vending machine and personnel able

to answer questions concerning the transit operation. A detailed location map indicating destinations served by the transit system should be available at the transit information center.

Standard 5.6.2: Shoreline Metro should continue to publicize events (particularly closures or route alterations) on its website and through traditional print media, existing and emerging social media platforms and mobile applications.

Standard 5.6.3: Shoreline Metro management should monitor emerging technologies (particularly mobile applications) that would better allow riders to track the location of buses and to better plan their trips. If the transition from the existing mobile application to a new one is deemed feasible or necessary, such a transition should occur with ample public notice.

OBJECTIVE 5.7: By maintaining a high level of accessibility for riders of all abilities and by improving accessibility where room for such improvement exists.

Standard 5.7.1: Shoreline Metro should maintain its "Bus Buddy" program to continue to allow new riders or riders of any ability level to increase their confidence with using transit services.

Standard 5.7.2: Shoreline Metro should continue and expand its program of educational demonstrations at facilities which host elderly residents, residents with disabilities, low-income residents and other groups in need of transit service.

Standard 5.7.3: Shoreline Metro should continue production of educational and informational videos to be posted online, including demonstrations of how to use transit and answering frequently asked questions.

OBJECTIVE 5.8: By maintaining and improving the transition to and from Shoreline Metro buses for riders who use other modes of transportation.

Standard 5.8.1: Continue to ensure that all Shoreline Metro buses are equipped with bicycle racks.

Standard 5.8.2: Consider allowing riders to secure battery-powered scooters on the bus's bicycle rack, provided the scooter meets existing size and weight requirements for bicycles.

Standard 5.8.3: Consider a pilot program whereby foldable battery-powered scooters or similar devices may be brought aboard Shoreline Metro buses at the discretion of the operator. Such discretion should take into account the bus's occupancy level and anticipated occupancy for the duration of the route, as well as whether or not the scooter can be safely secured within the rider's personal space.

GOAL 6: To actively influence land use planning decisions regarding land use patterns in the transit service area and adjacent areas into which the transit service area could potentially expand, as well as the location of major transit trip generators, in order to assure that future land use development is compatible with transit service as part of the planning process.

OBJECTIVE 6.1: By having the Sheboygan Transit Commission comment as appropriate on land use proposals which are located within the transit service area.

Standard 6.1.1: Work to ensure that the design of subdivisions, offices and commercial/ industrial centers within the transit service area will include access for transit vehicles and accessible walkways from potential bus stops.

Standard 6.1.2: Advocate for city zoning and subdivision codes to be revised to include

maximum parking stall requirements (as opposed to minimum parking stall requirements) in an effort to encourage transportation via transit and other non-single occupant vehicle modes of transportation.

Standard 6.1.3: The Director of Transit and Parking should be afforded an ex-officio position on the City of Sheboygan Plan Commission.

OBJECTIVE 6.2: By having the Sheboygan Transit Commission comment on proposed locations of major trip generators. For major transit trip generators which are located outside the transit service area, comments will note that transit service might not be provided to meet the needs of the proposed facility.

Standard 6.2.1: Key trip generators should be located within the transit service area.

Standard 6.2.2: Transit service to key generators outside the transit service area will be evaluated based on the system productivity thresholds identified in Standard 4.1.1, and will be subject to the local governmental unit financing its share of such service.

GOAL 7: To consider expanded service where warranted, and to consider staffing adjustments in instances in which service expansions occur.

OBJECTIVE 7.1: By considering evidence-based expansion of the coverage of the service area.

Standard 7.1.1: Consider expansion of routes to new and emerging services and businesses while continuing to maintain a high level of system-wide efficiency.

Standard 7.1.2: Consider expansion of routes as urban development expands.

Standard 7.1.3: Consider expansion of Shoreline Metro fixed-route services to serve other communities in Sheboygan County and locations immediately adjacent to the county, which would offer more diverse transportation options to all county residents.

Standard 7.1.4: Consider meeting with the governing bodies of other communities in Sheboygan County to educate them on the benefits of expanded transit service and make them aware of what their local share would be to finance such service.

Standard 7.1.5: All proposals for expanding the service area will be subject to the local governmental unit benefiting from the expanded service financing its local share of such service. Public-private partnerships may be considered as an alternative model for funding such service expansions.

Chapter 9: Alternatives Analysis

Introduction

In the completion process for the Sheboygan TDP, several issues have been identified concerning the services of Shoreline Metro. The process used in completing the TDP included discussions with Shoreline Metro staff, meetings with the TDP review committee, and a ridership opinion survey. Based on issues that were identified and input from various sources regarding the services of Shoreline Metro, several alternative configurations of the transit system were developed and analyzed. Based on review of the initial alternative configurations of the transit system, such configurations were refined, and the analysis described in this chapter was conducted.

The alternative configurations of the transit system ranged from maintaining status quo fixed-route service, to elimination of transfers, to modifying the service day so that it runs from 5:00 a.m. to 8:00 p.m. on weekdays, to having routes leave at the top (:00) and the bottom (:30) of the hour, to offering demand response service during weeknights. Other alternatives that will be briefly discussed but not fully analyzed include limited restoration of 30 minute service on Saturdays (could be considered for busier routes, such as Routes 10 North and 10 South), offering transit service to outlying communities that currently do not have such service, and restructuring or minor changes to existing routes; these alternatives are considered outside the scope of this TDP, but may be considered in the future. Each of the alternative configurations of the transit system has been evaluated based on the goals for transit service in the area, projected productivity, number of passengers, and cost of operation.

Alternatives Examined In May 2020

Alternative A: Continuation of Status Quo Fixed-Route Transit Service

This alternative would maintain existing fixed-route transit service throughout the area with no changes. In 2018, the service averaged 15.53 non-ADA passengers per revenue hour at a cost per passenger (fixed-route service costs only) of $4.84. Several assumptions were made in the development of this alternative, including the following:

1. There would be no changes to existing fixed-route service throughout the service area, including route miles and service hours.
2. There would be no changes in fares.
3. Revenue miles, revenue hours and ridership all came from the fixed-route component of the National Transit Database (NTD) report for Shoreline Metro in 2018.
4. Revenues and expenses account for fixed-route and ADA paratransit services (no county paratransit services were included). This assumption applies to all of the alternatives examined in this analysis.
5. "Other non-subsidy revenues" exclude parking utility revenues. This assumption applies to all of the alternatives examined in this analysis.
6. The federal, state and local shares financing transit service under this alternative were proportioned to fixed-route plus ADA paratransit service, with the combined federal and state share being 53.9 percent of expenses. This assumption applies to all of the alternatives examined in this analysis.
7. The costs per passenger, revenue mile and revenue hour all excluded ADA paratransit expenses.

(covered fixed-route operations only). This assumption applies to all of the alternatives examined in this analysis.

8. The numbers of passengers per revenue mile and revenue hour are for fixed-route operations only. This assumption applies to all of the alternatives examined in this analysis.
9. The farebox revenue per passenger involved fixed-route (non-ADA) revenue divided by fixed-route ridership. This assumption applies to all of the alternatives examined in this analysis.

The route structure was indicated on Map 3.1 of this TDP, and represents the existing route structure. Table 7.2 of this TDP indicates individual 2018 costs by route for this "no change" alternative. Table 9.1 indicates the service, ridership and financial implications of this alternative in the base year of 2018.

Alternative B: Elimination of Transfers

This alternative would eliminate transfers for a variety of reasons. One of these would be to encourage use of the day pass (along with the monthly pass and other payment methods that no longer involve depositing money or tokens in the farebox or giving the driver a paper transfer slip) as the preferred method of payment for trips. This would allow for a "cleaner" way to utilize transit in the era of COVID-19. Several assumptions were made in the development of this alternative, including the following:

1. Increase the fixed-route cash fare slightly, from $1.75 to $2.00. This would make paying the cash fare easier in that passengers would not need to scramble to find exact change.
2. Increase the ADA cash fare slightly, from $3.50 to $4.00.
3. Increase the elderly and disabled half fare slightly, from 85 cents to $1.00.
4. Tokens would be eliminated as a fare media option. Few student tokens are now sold, since most K – 12 students who use Shoreline Metro attend the Sheboygan Area School District (SASD) and ride free of charge through an agreement between the SASD and Shoreline Metro. However, this would mainly impact adults who currently use tokens.
5. Riders would now need to pay every time they boarded a bus, even if changing buses at the downtown transfer point or elsewhere. Additional fares could be avoided through use of a day pass, monthly pass, or by being a student or employee of the SASD.
6. Revenue miles and revenue hours would remain unchanged from Alternative A.
7. For this alternative, a fare elasticity of -0.43 was applied to the portions of the fixed-route ridership that utilize cash fares. Shoreline Metro staff instructed Bay-Lake Regional Planning Commission staff to apply the fare increase to all cash fare categories for purposes of the alternatives analysis; this essentially meant a 14.3 percent increase in the cash fare and a 17.6 percent increase in the elderly and disabled half fare. These cash fare increases are predicted to lead to a decrease in ridership for this alternative in comparison to Alternative A. These calculations affected ridership, farebox revenues and ADA revenues. In addition, fixed-route "ridership" would decrease due to the elimination of transfers under this alternative. The total amount of decrease in fixed-route ridership would be just over 1.2 percent. However, fixed-route farebox revenues would increase by 4.1 percent under this alternative.
8. ADA ridership would decrease by about 6.1 percent under this alternative, due to the ADA cash fare increasing by 14.3 percent. However, ADA paratransit farebox revenues would increase by 7.3 percent under this alternative.

9. Other non-subsidy revenues, federal and state funding, Community Development Block Grant (CDBG) funding, and local governmental funding for Shoreline Metro would all remain unchanged under this alternative.

Table 9.1 indicates the service, ridership and financial implications of this alternative in the base year of 2018.

Alternative C: Service Day from 5:00 a.m. to 8:00 p.m. and Having Routes Leave at the Top (:00) and Bottom (:30) of the Hour

This alternative was proposed for several reasons. First, it has been difficult for Shoreline Metro to get everyone to work at "first shift" jobs by 6:00 a.m. the way things are currently set up. Leaving at the top and at the bottom of the hour also makes sense for many employers in the Sheboygan area. Later evening transit service does not serve many passengers at this point. The City of Sheboygan's new industrial park would also be better served by these changes. Several assumptions were made in the development of this alternative, including the following:

1. Service hours would be from 5:00 a.m. to 8:00 p.m. Monday through Friday on numbered City of Sheboygan routes (3 North through 10 South). Service would be provided every half hour from 5:00 a.m. to 5:00 p.m., and would be provided hourly (with alternating North and South Shuttles) from 5:00 p.m. to 8:00 p.m. North and South Shuttles would also operate at the end of the service day at 8:00 p.m. on weekdays.
2. Route 20 North would run at the following times on weekdays: 5:30 a.m., 6:30 a.m., 7:00 a.m., 11:00 a.m., and 7:00 p.m. Route 20 South would run at the following times on weekdays: 9:00 a.m., 1:00 p.m., 3:30 p.m., and 6:00 p.m. With the exception of the half hour Kohler Company Special run at 6:30 a.m., all other trips on Route 20 would be one hour in length.
3. Route 40 would run every half hour on weekdays from 12:15 p.m. to 8:15 p.m. on weekdays between mid-June and Labor Day weekend.
4. Service hours would be from 7:30 a.m. to 5:30 p.m. on Saturdays on numbered City of Sheboygan routes. Service would be provided once every hour (leaving at the bottom of the hour on the "north" routes, and leaving at the top of the hour on the "south" routes). Alternating North and South Shuttles would be provided throughout the service day on Saturdays. North and South Shuttles would also operate at the end of the service day at 5:30 p.m. on Saturdays.
5. Route 20 North would run at the following times on Saturdays: 9:00 a.m., 12:00 noon, and 3:00 p.m. Route 20 South would run at the following times on Saturdays: 11:00 a.m. and 1:00 p.m. All of these trips would be one hour in length.
6. Route 40 would run every half hour from 11:45 a.m. to 5:45 p.m. on Saturdays between mid-June and Labor Day weekend.
7. Adjustments to the service day led to a decrease in revenue miles compared with the baseline of more than 0.6 percent. These adjustments also led to a decrease in revenue hours compared with the baseline of nearly 0.8 percent. This was due to the elimination of two North and South Shuttle trips on weekdays, cutting the last hour of Route 40 on Thursdays and Fridays, and elimination of two North and South Shuttle trips on Saturdays.
8. Fixed-route ridership is projected to decrease by about 0.8 percent under this alternative. Elimination of the last hour of evening service on weekdays would lead to a 2.76 percent decrease in ridership. However, adding service at the beginning of the service day would lead to a 1.94 percent increase in ridership.

9. The cost allocation model in Chapter 7 (Table 7.1) was used to estimate expenses under this alternative. These expenses were $3,376,214, or a 0.6 percent decrease over the baseline.
10. Farebox revenues were projected to decrease in proportion to the decrease in ridership. On the other hand, ADA revenues (and ridership) were projected to remain stable, as most ADA trips take place during daytime hours.
11. Other non-subsidy revenues were projected to remain unchanged from the baseline.
12. The federal and state shares decreased in proportion to the decreased overall expenses.
13. The HUD subsidy remained unchanged from the baseline.
14. The local share remained unchanged from the baseline.

Table 9.1 indicates the service, ridership and financial implications of this alternative in the base year of 2018.

Alternative D: Demand Response Service During Weeknights and Saturdays

This alternative would replace fixed-route transit service with demand-response paratransit service on weekdays after 5:45 p.m. and all day on Saturdays. Several assumptions were made in the development of this alternative, including the following:

1. It was assumed that 9.0 percent of weekday riders utilized transit at night (after 5:45 p.m.); this translated to 50,959 riders. In addition, some 33,506 Saturday riders were assumed.
2. The rate of 2.72 passengers per hour was used to develop the portion of service hours attributable to weeknight and Saturday demand response service. This was done following the subtraction of lost service hours from the fixed-route component of the alternative.
3. The rate of 4.71 miles per passenger trip was used to develop the portion of route miles attributable to weeknight and Saturday demand response service. This was done following the subtraction of lost route miles from the fixed-route component of the alternative.
4. The fare assumptions listed under Assumptions 1 through 5 in Alternative B would also apply to this alternative on all days and times of service. This will lead to a non-ADA ridership decrease and fare revenue increase similar to what was seen in Alternative B. The ridership decreases were applied to the weekday daytime fixed-route service as well as to the weekday evening and Saturday demand-response paratransit service.
5. The ADA ridership and revenue impacts under this alternative (ridership decrease and revenue increase) are expected to be similar to Alternative B. Other impacts to ADA ridership or revenue could not be measured. If this alternative receives more serious consideration, the ADA paratransit impacts will be examined in greater detail.
6. Total expenses were developed using two separate cost allocation models: the regular model for the fixed-route service component, and a special "mini" cost allocation model for paratransit. The fixed-route and paratransit expenses were calculated separately, then were combined to arrive at total expenses. No additional fixed costs were assumed for the paratransit component above and beyond existing fixed costs, since it was assumed that administration of both services would be absorbed by the same managerial staff. Total expenses were $3,505,192, or a 3.2 percent increase over the baseline.
7. Due to a loss in fixed-route system service hours of over 21.6 percent, the advertising portion of other non-subsidy revenues ($32,400) was reduced accordingly, leaving a decrease in such revenues of about $7,011 when compared to the 2018 baseline.
8. The federal and state shares increased in proportion to the decreased overall expenses.

9. The HUD subsidy remained unchanged from the baseline.
10. The local share remained unchanged from the baseline.

Table 9.1 indicates the service, ridership and financial implications of this pair of alternatives in the base year of 2018.

Other Considerations

Restoration of 30 minute service on Saturdays was not generally advanced as an alternative. However, 30 minute service may be considered for busier routes (such as Routes 10 North and 10 South) in the future.

Service to outlying communities that currently do not receive service (such as the Town of Sheboygan) was not advanced as an alternative at this time, but will be considered if Shoreline Metro and outlying communities reach an agreement regarding service.

Restructuring/minor changes to existing routes was not advanced as an alternative at this time, but may be examined once Shoreline Metro emerges from the COVID-19 pandemic.

Sheboygan MPO staff with the Bay-Lake Regional Planning Commission are prepared to examine these and other service considerations for Shoreline Metro upon request of the transit operation in the future.

Selection, Approval And Implementation Of The Final "Preferred" Alternative

The Shoreline Metro TDP Review Committee selected a combination of Alternatives B and C as the "preferred" alternative at their meeting on July 15, 2020. This discussion began at the June 17, 2020, meeting, but the committee asked Shoreline Metro management to survey the ridership regarding the alternatives seriously being considered in this TDP. Alternative B was selected due to sanitary considerations, while Alternative C was selected due to the need to get passengers to employment that begins early in the morning, along with tremendous support for this alternative in the survey of the ridership. Committee members unanimously selected a combination of Alternatives B and C as the package of transit policies that should be implemented in the TDP; this does not preclude selection of other service parameters (such as features that increase service and implementation of portions of Alternative D) in later years of the period covered by the TDP. In addition, there was a slight adjustment to Alternative C in that Saturday service would run from 7:00 a.m. to 5:00 p.m.

Table 9.1: Impacts of the Alternate Configurations for Shoreline Metro: Shoreline Metro Tra Development Program (For the 2018 Base Year)

	Alternative A: Continuation of Status Quo Fixed-Route Transit Service	Alternative B: Elimination of Transfers	Alternative C: Service Day from 5:00 a.m. to 8:00 p.m., and Having Routes Leave at the Top (:00) and Bottom (:30) of the Hour	Alternative D: Demand Response Service During Weeknights and Saturdays
Revenue Miles	536,426	536,426	533,001	814,889
Revenue Hours	38,611	38,611	38,307	60,922
Ridership	599,714	592,238	594,796	592,238
Cost per Passenger	$4.84	$4.90	$4.85	$5.09
Cost per Revenue Mile	$5.41	$5.41	$5.41	$3.70
Cost per Revenue Hour	$75.19	$75.19	$75.33	$49.43
Passengers per Revenue Mile	1.12	1.10	1.12	0.73
Passengers per Revenue Hour	15.53	15.34	15.53	9.72
Farebox Revenue per Passenger	$0.67	$0.71	$0.67	$0.71
Expenses	$3,396,699	$3,396,699	$3,376,214	$3,505,192
Farebox Revenues	$401,128	$417,657	$397,838	$417,657
ADA Revenues	$203,071	$217,916	$203,071	$217,916
Other Non-Subsidy Revenues	$197,005	$197,005	$197,005	$189,994
Deficit	$2,595,495	$2,564,121	$2,578,299	$2,679,625
Federal Share	$1,170,891	$1,170,891	$1,163,829	$1,208,290
HUD Subsidy	$42,493	$42,493	$42,493	$42,493
State Share	$826,485	$826,485	$821,500	$852,884
Local Share	$601,622	$601,622	$601,622	$601,622
Balance	$45,996	$77,370	$51,146	$25,664

Source: Shoreline Metro, 2018, 2019 and 2020; and Bay-Lake Regional Planning Commission, 2020.

Chapter 10: Recommended Plan

Recommended Service Changes

General Service

Two systemic service changes are recommended. One of these involves shifting the service day so that it runs from 5:00 a.m. to 8:00 p.m. on weekdays and from 7:00 a.m. to 5:00 p.m. on Saturdays. The second change involves having buses on the main City of Sheboygan fixed routes leave at the top (:00) and at the bottom (:30) of the hour.

Changing Service Hours on Weekdays and Saturdays

Changing service hours on weekdays would involve the following:

- Service hours would be from 5:00 a.m. to 8:00 p.m. Monday through Friday on numbered City of Sheboygan routes (3 North through 10 South). Service would be provided every half hour from 5:00 a.m. to 5:00 p.m., and would be provided hourly (with alternating North and South Shuttles) from 5:00 p.m. to 8:00 p.m. North and South Shuttles would also operate at the end of the service day at 8:00 p.m. on weekdays.
- Route 20 North would run at the following times on weekdays: 5:30 a.m., 6:30 a.m., 7:00 a.m., 11:00 a.m., and 7:00 p.m. Route 20 South would run at the following times on weekdays: 9:00 a.m., 1:00 p.m., 3:30 p.m., and 6:00 p.m. With the exception of the half hour Kohler Company Special run at 6:30 a.m., all other trips on Route 20 would be one hour in length.
- Route 40 would run every half hour from 12:15 p.m. to 8:15 p.m. on weekdays between mid-June and Labor Day weekend.

Changing service hours on Saturdays would involve the following:

- Service hours would be from 7:00 a.m. to 5:00 p.m. on Saturdays on numbered City of Sheboygan routes. Service would be provided once every hour (leaving at the bottom of the hour on the "north" routes, and leaving at the top of the hour on the "south" routes). Alternating North and South Shuttles would be provided throughout the service day on Saturdays. North and South Shuttles would also operate at the end of the service day at 5:00 p.m. on Saturdays.
- Route 20 North would run at the following times on Saturdays: 9:00 a.m., 12:00 noon, and 3:00 p.m. Route 20 South would run at the following times on Saturdays: 11:00 a.m. and 1:00 p.m. All of these trips would be one hour in length.
- Route 40 would run every half hour from 11:15 a.m. to 5:15 p.m. on Saturdays between mid-June and Labor Day weekend.

Having Buses on the Main City of Sheboygan Fixed Routes Leave at the Top (:00) and at the Bottom (:30) of the Hour

Buses for Routes 3, 5, 7 and 10 North and South would leave at the top (:00) and at the bottom (:30) of the hour, as opposed to leaving at 15 minutes and 45 minutes after the hour as they do now. Route 20 would leave at times similar to the times it leaves now (within the framework of the new service hours), but departure times would be adjusted so that they are consistent with the City of Sheboygan routes. Seasonal Route 40 will continue to leave at 15 and 45 minutes after the hour for two reasons (1) avoiding congestion with all other buses leaving at the top and bottom of the hour; and (2) Route 40 focuses on tourism, and does not involve many connections to other Shoreline Metro routes.

Route-Specific Service Changes

Regular Routes and Shuttle Routes

No route-specific service changes are being recommended at this time. Shoreline Metro management believes that routes (which were adjusted not long ago) are operating satisfactorily, and opted against changes for the time being, especially given the situation with COVID-19. The route structure will be examined at a later date, and adjustments will be made if necessary.

Map 10.1 shows the current route structure, which continues to be recommended at this time.

School Tripper Routes

Each year, parents of children who will be students in the Sheboygan Area School District and who reside in the City of Sheboygan portion of the transit service area will be surveyed to plan for school tripper routes in the upcoming school year. Surveys will be sent out in April, and are due back at the end of the school year in early June. Shoreline Metro staff will plan the school tripper routes based on survey feedback in the remainder of June and throughout the month of July. A guide to the school tripper routes for the upcoming school year will be published in August.

ADA Paratransit Service

Shoreline Metro began operation of Metro Connection (previously known as Regional Transit Connection) at the beginning of 2007. Metro Connection provides ADA paratransit service for residents of the Shoreline Metro service area (Cities of Sheboygan and Sheboygan Falls and the Village of Kohler) residing with 0.75 miles of any Shoreline Metro route. Passengers need to go through a certification process in order to be eligible for this service. ADA paratransit service hours are the same as regular fixed-route service hours (5:00 a.m. to 8:00 p.m. on weekdays and 7:00 a.m. to 5:00 p.m. on Saturdays).

For disabled persons deemed ineligible to utilize ADA paratransit service, buses on the fixed routes of Shoreline Metro are fully accessible.

Shoreline Metro also operates Metro Connection throughout Sheboygan County as a transportation service for elderly (60+) and disabled county residents. Shoreline Metro and the Sheboygan County Health and Human Services Department entered into a contract for the provision of this service in early 2007.

The TDP recommends that Shoreline Metro continue to directly provide ADA paratransit service within its service area as well as elderly and disabled paratransit services throughout Sheboygan County.

Map 10.2 shows the recommended ADA paratransit service area for Shoreline Metro.

Financial Plan

A preliminary financial plan has been prepared which identifies projected operating costs and revenue sources. Operating costs for all transit services (including fixed-route service, ADA paratransit service and elderly and disabled paratransit service provided to Sheboygan County) were projected using the cost allocation model identified in Chapter 7 of the TDP (adjusted for increases in costs in future years) and the estimated operating characteristics of transit service from 2021 to 2025.

Costs have been projected for all transit and paratransit operations. All of these cost elements are shown in Table 10.1. The costs of all services (including fixed-route service, ADA paratransit service and elderly and disabled paratransit service provided to Sheboygan County) are assumed

to increase at a rate of one percent per year between 2021 and 2025. Costs shown in Table 10.1 assumed that route changes for the fixed-route transit service will be implemented at the beginning of any given calendar year.

Projected revenues are also shown in Table 10.1. Combined Federal Section 5307 revenues and State Section 85.20 (general operating) revenues are assumed to be approximately 52.8 percent of WisDOT recognized base service level costs for all years covered by this TDP.

A portion of the City of Sheboygan's Community Development Block Grant (CDBG) entitlement funding is assumed to be utilized for transit operations in every year covered by this TDP. This amount is assumed to be $42,493 each year, which is the same as it has been for several years.

Municipal funding of transit begins at a base level of $519,515 for the City of Sheboygan, $38,696 for the City of Sheboygan Falls, $13,366 for the Village of Kohler, and $90,000 for the Sheboygan Area School District in 2021. Municipal funding of transit is assumed to increase by 2.97 percent between 2021 and 2022, by 2.91 percent between 2022 and 2023, by 2.86 percent between 2023 and 2024, and by 2.81 percent between 2024 and 2025. Municipal funding of transit is expected to cover 15.89 percent of total expenses in 2021, 16.20 percent of total expenses in 2022, 16.50 percent of total expenses in 2023, 16.81 percent of total expenses in 2024, and 17.11 percent of total expenses in 2025.

Revenue which Sheboygan County directly provides for the Metro Connection (countywide paratransit service for the elderly and disabled) begins at a base level of $363,233 in 2021, an increase of 9.6 percent over the 2020 level of $331,421. This level is expected to remain flat over the period covered by this TDP.

Farebox revenues used to finance regular fixed-route transit service amount to $380,000 in 2021, then are expected to stay flat each year throughout the period covered by this TDP. Fixed-route farebox funding of transit covers 9.12 percent of total expenses in 2021, 9.03 percent of total expenses in 2022, 8.94 percent of total expenses in 2023, 8.86 percent of total expenses in 2024, and 8.77 percent of total expenses in 2025.

Farebox revenues from Metro Connection/paratransit passengers begin at a base level of $292,000 in 2021, then are expected to stay flat each year throughout the period covered by this TDP.

Other revenues (advertising services, recycled materials, damage fees, interest on investments, rental income, sale of equipment, insurance rebates, etc.) are expected to remain flat over the period covered by this TDP.

Capital expenditures are identified in Table 10.3. Federal grants (generally covering 80 percent of the cost of capital items) and City of Sheboygan matching funds (generally covering the remaining 20 percent of the cost of capital items) will cover capital costs.

Table 10.1: Proposed Financial Plan

	Expenses					
Item	2020	2021	2022	2023	2024	2025
Total Transit and Paratransit Operations	**$3,902,191**	**$4,164,622**	**$4,206,268**	**$4,248,331**	**$4,290,814**	**$4,333,722**
	Revenues					
Source	2020	2021	2022	2023	2024	2025
Federal and State Funds	$2,197,921	$2,246,717	$2,268,715	$2,290,933	$2,313,374	$2,336,038
HUD CDBG Entitlement Funds	$42,493	$42,493	$42,493	$42,493	$42,493	$42,493
City of Sheboygan	$519,515	$519,515	$534,944	$550,528	$566,267	$582,164
City of Sheboygan Falls	$38,696	$38,696	$39,845	$41,006	$42,178	$43,362
Village of Kohler	$13,366	$13,366	$13,763	$14,164	$14,569	$14,978
Sheboygan Area School District	$90,000	$90,000	$92,673	$95,372	$98,099	$100,853
Sheboygan County (Paratransit)	$331,421	$363,233	$363,233	$363,233	$363,233	$363,233
Farebox - General Operating	$255,000	$380,000	$380,000	$380,000	$380,000	$380,000
Farebox - Metro Connection/Paratransit	$204,000	$292,000	$292,000	$292,000	$292,000	$292,000
Other Revenue	$187,376	$178,602	$178,602	$178,602	$178,602	$178,602
Total Revenues	**$3,879,788**	**$4,164,622**	**$4,206,268**	**$4,248,331**	**$4,290,814**	**$4,333,723**
Balance*	**($22,403)**	**$0**	**-$0**	**$0**	**$0**	**$0**
*The negative balance in 2020 is expected to be made up with special federal funding provided through the "Coronavirus Aid, Relief, and Economic Security" (CARES) Act.						

Source: Shoreline Metro, 2020 (for 2020 and 2021 expenses and revenues); and Bay-Lake Regional Planning Commission, 2020.

Fare Policy

A fare policy has been recommended for Shoreline Metro to provide multi-year guidance to the staff, the Transit Commission and the Common Council for setting and changing fares. The fare policy has considered goals and objectives established for the TDP, where feasible. The fare policy also is cognizant of sentiment that fares should remain reasonable for passengers throughout the period covered by this TDP.

The recommended fares are indicated in Table 10.2, along with the existing 2020 fare structure. Full cash fares are recommended to increase from $1.75 in 2020 to $2.00 in 2021, then will remain at $2.00 throughout the period covered by this TDP. Adult and student tokens are recommended to be eliminated for three reasons: (1) simplification of the fare structure; (2) the majority of students (who attend Sheboygan Area School District schools) now ride free of charge; and (3) there will be a move toward more "contactless" payment systems post-COVID 19.

Sheboygan Area School District (SASD) students will ride free of charge with proper student identification; this is pursuant to an agreement between Shoreline Metro and the SASD that started in July 2018 in which the SASD pays Shoreline Metro an agreed amount in exchange for providing free rides for its students regardless of trip purpose or time of the day or year. However, student punch cards are recommended to continue to be offered at the cost of $13.00 for 20 trips for those students who are not enrolled in the SASD.

The monthly pass should remain at $48.00, and the day pass should continue to be offered for $3.00 throughout the period covered by this TDP; one incentive that is recommended is offering six day passes (an $18 value) for the price of five day passes ($15). Fares should continue to be established in five-cent increments so that providing correct change remains as convenient as possible.

Table 10.2 also indicates that children under the age of 5 should continue to ride free of charge w appropriate supervision. On the other hand, transfers are recommended to be eliminated for two reasons: (1) moving riders to day and monthly passes; and (2) again, there will be a move toward more "contactless" payment systems post-COVID 19, including a decrease in drivers accepting paper from passengers.

Shoreline Metro will maintain discounted fares for senior citizens (defined for Shoreline Metro as persons age 65 and older), individuals with disabilities and veterans at all times of operation, in accordance with federal law in the case of senior citizens and individuals with disabilities. The discounted fare for these passengers will be 50 percent of the full cash fare. The elderly, disabled and veteran half fare is recommended to be $1.00 over the period covered by this TDP. Elderly, disabled and veteran riders also have the option to purchase a half fare 20-ride pass for $10.00; this fare option should also be continued throughout the period covered by this TDP.

Other special fare categories include "group fares" and the Harbor Centre Express day pass. "Group fares" apply to groups of ten or more passengers traveling together and having the same origin and destination. The "group fare" will increase from 85 cents to $1.00 in 2021, then will remain at $1.00 over the period covered by this TDP. The Harbor Center Express day pass (good on Route 40 only, in season) will remain at $1.00 over the period covered by this TDP.

The ADA paratransit cash fare is recommended to decrease from $3.50 to $3.00 in 2021, then will remain at $3.00 throughout the period covered by this TDP. This is being done so that the ADA paratransit cash fare matches Sheboygan County's elderly and disabled transportation cash fare (which is expected to increase to $3.00 in 2021). Premium services will be provided at double the ADA regular fare ($6.00). Premium services include the following:

- Same Day Reservation – Customers will be able to call and schedule a trip on the same day. Trips will only be permitted based on availability. Customers are still encouraged to make trip reservations in advance.
- Same Day Changes – Customers will be able to call and modify a trip on the same day the trip is to be provided.
- Second Bus – Customers that "no show" on their return trip home will be able to call and request a second bus to pick up the customer.

Table 10.2: Recommended Fare Structure

	Actual Fare	Recommended Fare				
Fare Category	2020	2021	2022	2023	2024	2025
Full Cash Fare	$1.75	$2.00	$2.00	$2.00	$2.00	$2.00
Adult Tokens - each*	$1.30	Eliminated	Eliminated	Eliminated	Eliminated	Eliminated
Student Tokens - each* (K - 12)	$1.10	Eliminated	Eliminated	Eliminated	Eliminated	Eliminated
Student Punch Cards (Good for 20 Rides)	$11.00	$13.00	$13.00	$13.00	$13.00	$13.00
Sheboygan Area School District (SASD) Students**	Free	Free	Free	Free	Free	Free
Elderly/Disabled/Veteran Half Fare***	$0.85	$1.00	$1.00	$1.00	$1.00	$1.00
Elderly/Disabled/Veteran Half Fare 20-Ride Punch Card***	$8.50	$10.00	$10.00	$10.00	$10.00	$10.00
Group Fares	$0.85	$1.00	$1.00	$1.00	$1.00	$1.00
Children Under Age 5 (with appropriate supervision)	Free	Free	Free	Free	Free	Free
Transfers (with fare payment)	Free	Eliminated	Eliminated	Eliminated	Eliminated	Eliminated
Day Pass****	$3.00	$3.00	$3.00	$3.00	$3.00	$3.00
Monthly Pass	$48.00	$48.00	$48.00	$48.00	$48.00	$48.00
Harbor Centre Express Day Pass	$1.00	$1.00	$1.00	$1.00	$1.00	$1.00
ADA Paratransit Cash Fare*****	$3.50	$3.00	$3.00	$3.00	$3.00	$3.00
*All tokens have been sold in packages of ten.						
**With proper student identification. Free rides are provided per an agreement between Shoreline Metro and the SASD, which pays a fixed amount for these rides each year.						
***With proper identification (Medicare card or Wisconsin driver license/identification card for elderly, Shoreline Metro identification card or ADA paratransit certification for disabled, and VA identification card or other evidence of status for veterans) as proof of eligibility. Half fare is valid on all days and at all times of service. "Elderly" is defined as age 65 and older.						
****A six-pack of day passes can also be purchased for $15.						
*****Premium services are also available, and are described in the narrative.						

Source: Shoreline Metro, 2020; and Bay-Lake Regional Planning Commission, 2020.

Discounted fares are offered through the purchase of day passes and monthly passes. Discounts for these fare mechanisms are approximately:

- Day passes: 25 percent of the corresponding full cash fare (if purchasers ride twice in a day); and
- Monthly passes: 40 percent of the corresponding full cash fare (if purchasers ride 40 times per month).

The monthly pass benefits the most frequent users of the transit system.

Transit management should continue to approach business and industry leaders in the community to promote giving employees monthly passes or tokens as a tax-deductible benefit of employment.

Capital Improvements

Table 10.3 lists capital projects for Shoreline Metro for the period covered by this TDP. Of these projects, four capital items are recommended for 2021, four capital items are recommended for 2022, one capital item is recommended for 2023, one capital item is recommended for 2024, and no capital items are recommended for 2025.

Table 10.3: 2021 – 2025 Capital Improvements Program: Shoreline Metro

Project Description	Quantity	Funding Source	Total Cost	Year
Replacement of County Paratransit Vehicle	1	FTA Section 5310	$80,000	2021
Replacement of Paratransit Vehicle	1	FTA Section 5339	$80,000	2021
Transit Administrative and Maintenance Facility Improvements	1	FTA Section 5307/CARES Act	$200,000	2021
Replacement of Paratransit Vehicles	2	FTA Section 5307/CARES Act	$180,000	2021
Replacement of County Paratransit Vehicle	1	FTA Section 5310	$80,000	2022
Replacement of 35-Foot Fixed-Route Buses	5	CMAQ	$2,300,000	2022
Replacement of 35-Foot Fixed-Route Bus	1	FTA Section 5339	$460,000	2022
Replacement of 35-Foot Fixed-Route Buses*	6	Volkswagen Mitigation Settlement	$2,769,000	2022
Replacement of County Paratransit Vehicle	1	FTA Section 5310	$80,000	2023
Replacement of County Paratransit Vehicle	1	FTA Section 5310	$80,000	2024
*Up to six (6) vehicles will be obtained by Shoreline Metro. The award from the Wisconsin Department of Administration is for six (6) vehicles.				

Source: Shoreline Metro, 2020; and Bay-Lake Regional Planning Commission, 2020

2021 Capital Improvements

Four capital expenditures are recommended for calendar year 2021:

- A county paratransit vehicle is expected to be replaced in 2021. This vehicle will be used for Sheboygan County's elderly and disabled transportation program, which is operated by Metro Connection. The cost of this 2021 project is $80,000. Federal Transit Administration (FTA) Section 5310 funding will be the federal funding source for this project.
- A Shoreline Metro paratransit vehicle is expected to be replaced in 2021. This vehicle will be used for Shoreline Metro's ADA paratransit program, which is operated by Metro Connection. The cost of this 2021 project is $80,000. FTA Section 5339 will be the federal funding source for this project.
- Improvements at the Transit Administrative and Maintenance Facility are expected to take place in 2021. The cost of this 2021 project is $200,000. Special FTA Section 5307 funding (provided through the "Coronavirus Aid, Relief, and Economic Security" (CARES) Act) will be the federal funding source for this project.
- Two Shoreline Metro paratransit vehicles are expected to be replaced in 2021. These vehicles will be used for Shoreline Metro's ADA paratransit program. The cost of this 2021 project is $180,000. Special FTA Section 5307 funding (provided through the CARES Act) will be the federal funding source for this project.

2022 Capital Improvements

Four capital expenditures are recommended for calendar year 2022:

- A county paratransit vehicle is expected to be replaced in 2022. This vehicle will be used for Sheboygan County's elderly and disabled transportation program. The cost of this 2021 project

is $80,000. FTA Section 5310 funding will be the federal funding source for this project.

- Five (5) Shoreline Metro 35-foot fixed-route buses are expected to be replaced in 2022. The cost of this 2022 project is $2,300,000. The Congestion Mitigation and Air Quality (CMAQ) improvement program will be the federal funding source for this project.
- One (1) Shoreline Metro 35-foot fixed-route bus is expected to be replaced in 2022. The cost of this 2022 project is $460,000. FTA Section 5339 will be the federal funding source for this project.
- Up to six (6) Shoreline Metro 35-foot fixed-route buses are expected to be replaced in 2022. The cost of this 2022 project will be $2,769,000 (if all six buses are accepted and awarded). The Volkswagen Diesel Emissions Environmental Mitigation Trust will be the main funding source for this project.

2023 Capital Improvements

One capital expenditure is recommended for calendar year 2023:

- A county paratransit vehicle is expected to be replaced in 2023. This vehicle will be used for Sheboygan County's elderly and disabled transportation program. The cost of this 2023 project is $80,000. FTA Section 5310 funding will be the federal funding source for this project.

2024 Capital Improvements

One capital expenditure is recommended for calendar year 2024:

- A county paratransit vehicle is expected to be replaced in 2024. This vehicle will be used for Sheboygan County's elderly and disabled transportation program. The cost of this 2024 project is $80,000. FTA Section 5310 funding will be the federal funding source for this project.

2025 Capital Improvements

No capital expenditures are recommended for calendar year 2025.

In most cases, the FTA would provide 80 percent of transit capital funds for each purchase, while the City of Sheboygan (or Sheboygan County in the case of county paratransit vehicles) would provide the remaining 20 percent of funding for these capital purchases. For the project funded by the Volkswagen Diesel Emissions Environmental Mitigation Trust, 80 percent of funding will come from this source, with the 20 percent "local match" coming from a reduction in state shared revenues provided to the City of Sheboygan. For the two projects funded by special FTA Section 5307 funding (provided through the CARES Act), 100 percent of funding would come from this source.

Marketing Recommendations

The monitoring program discussed in this chapter supports marketing because on-time performance is an important characteristic of good service. In order to provide good service, it is essential to have information that may be used to evaluate the service and continuously improveme it. The Sheboygan Transit Commission and the Shoreline Metro management and staff must maintain a customer orientation in every implementation activity. Some individual promotional activities have been identified that will enhance these implementation and marketing efforts.

The following marketing recommendations come from the Shoreline Metro Marketing Plan prepared by Brecon Hill Consulting. Some of the recommendations in the original marketing plan have been excluded from the TDP because they have already been implemented.

Build Adult Ridership

Some of Shoreline Metro's ridership losses are because of an increased unemployment level in recent months. Nearly three-fourths of Shoreline Metro's riders are between the ages of 18 and 64. The following strategies are recommended to market to potential adult riders:

- Institute a fall adult ridership campaign using an appropriate mix of paid media. The campaign should normally last from mid-September through mid-November. However, if election advertising makes advertising cost prohibitive, then this campaign should be rescheduled for the following spring.
- Devise one or more standard incentives to use in ridership promotions.
- Conduct a "shop by bus" promotion between November and Christmas that would help residents of the service area to become more aware of the major retailers and popular shopping areas served by Shoreline Metro. This promotion could have a general shopping theme or it could involve a special offer (like a family shopping pass, sponsored free rides, etc.). After evaluating this promotion, it could also be run at one other non-holiday time, such as spring, or in August as a "Do your back-to-school shopping by bus" promotion. Some of these promotions could have a component directed to senior citizens.
- Create an overall method of promoting individual routes or selected groups of routes through direct mail promotions.
- Assess potential sources for acquiring contacts for those who are unemployed, and design an appropriate marketing effort for this group. Through a direct promotion of the transit system, but ideally in conjunction with a corporate sponsor, Shoreline Metro could offer a special discount, a subsidized pass or multi-ride ticket, or some other form of assistance. With a sponsor involved, this program could have a title that would include their name.

Promote Current Fare Pre-Payment Options/Research Potential Changes That Could be Used to Increase Ridership

A significant number of Shoreline Metro passengers are using monthly and daily passes. This is to Shoreline Metro's advantage, since it also implies a high level of customer loyalty. It also implies that the customers using pre-payment options are also the system's most frequent riders. However, there should be increased promotion as well as additional research and discussion regarding the advancement of pre-payment options in order to increase ridership. The following strategies are recommended in the areas of promoting current fare pre-payment options and research of potential changes that could be used to increase ridership:

- Conduct a broader promotion of monthly passes, day passes and other pre-payment options about twice each year.
- Continue to use special messages on destination signs promoting pre-payment options.
- Utilize unused curbside exterior advertising space as well as permanent interior signage.
- Explore new pre-paid and other fare instruments.

Create Ongoing Evaluation Tools for Shoreline Metro and its Marketing Programs (Including Market Research Activities)

There are several ways to evaluate marketing efforts. The first of these is ridership, which is already being regularly tracked and reported on. As Shoreline Metro uses more paid media, those media should be evaluated to assure that their performance matches the targeted market, especially when it comes to reach and frequency. Finally, more is needed to be known about Shoreline Metro's customers such that use of both system-wide and limited scope market research is appropriate. The following strategies are recommended in the area of creating ongoing evaluation tools for Shoreli

Metro and its marketing programs:

- As paid media purchases are developed with electronic media, Shoreline Metro should develop target market and reach and frequency standards. For example, in a radio campaign targeted at young adults, a standard needs to be set that assures an appropriate percentage of the available target market is reached by the commercials purchased a minimum number of times.
- Website statistics should be tracked monthly using Google Analytics (assuming that advertising will point to the website as a source for more information).
- Create and conduct an annual customer satisfaction survey using relatively small samples.
- Seek out community-wide surveys by local government planning departments, the news media, colleges and universities, etc., to request that questions about transit be included so as to help guide service and policy initiatives.
- Conduct a limited scope survey of monthly pass users to best understand who they are and their ridership habits; this survey should be conducted every other year.
- Create limited scope surveys online or among riders when needs "quick reads" on opinions and attitudes about a particular subject.

Research and Structure Potential Partnership and Sponsorship Opportunities

Partnerships and sponsorships provide transit systems with de facto endorsements from media outlets, influential businesses and institutions, and from other community entities. They also help create and extend the marketing of transit services beyond the resources of the transit system itself, and help to augment traditional marketing. The following strategies are recommended in the area of researching and structuring potential partnership and sponsorship opportunities:

- Structure a special program for helping unemployed people ride transit to job interviews at no cost or at a reduced cost, and use a sponsorship to help subsidize the cost of the program. Businesses and civic organizations that are concerned about this problem may be likely sponsors.
- Design a way for businesses to sell monthly passes to employees using pre-tax income. Part of this program could be a dollar-for-dollar discount. For example, if an employer pledges to provide a $2 discount for their employees purchasing a monthly pass, then the transit system would match this pledge; the result would be selling the pass to the employer for $46, and the employer in turn would sell the pass to their employee for $44 pre-tax. It is suggested that an initial group of 10 to 12 employers be approached for such a program. Typically, larger private sector and public sector employers would be most likely to participate in such a program.
- Seek out service-related partnerships in which shift-related trips or extended service could be provided to unserved or underserved areas. For example, there is no service to Lakeland University, which is outside the current transit service area. An entity such as Lakeland University may be willing to pay the remaining cost gap after revenues and available public (federal and state) funding are applied to incremental operating expenses.

Monitoring Program

A monitoring program is essential to determining the efficiency and effectiveness of the service that is being provided. In the ridership opinion survey conducted for this TDP, respondents emphasized the need for a transit system to run on time, but not ahead of schedule. Shoreline Metro received slightly below average ratings for its on-time performance, so there is definitely room for improvement.

Shoreline Metro should continue its formal program to monitor and track on-time performance.

If the transit system's on-time performance (defined by trips running no later than five minutes behind the scheduled time) is less than 95 percent, then operational changes should be considered. Similar tracking should be instituted to arrive at a standard of 0 percent of all trips being ahead of schedule. Additional monitoring is needed for the paratransit operation to assure that at least 95 percent of trips are within 30 minutes of the requested time for pickup for ADA paratransit service. Exceptions to these standards should be made under unusual circumstances, such as poor weather conditions, rail or boat traffic, mechanical breakdowns, full loads, etc. Monitoring of whether the transit system meets these standards should exclude trips made which involve these circumstances in order to ensure a safe transit operation.

In order to monitor productivity for individual routes, passenger ridership data should be collected on a continuous basis. This involves continuing to equip buses and/or drivers with the appropriate equipment to record this information. The data which are collected will continue to help the Shoreline Metro staff to better understand detailed ridership patterns and characteristics over long periods of time.

Finally, boarding and alighting and passenger opinion surveys should be conducted on a biennial basis (boarding and alighting surveys or similar analyses in odd-numbered years and passenger opinion surveys in even-numbered years) to gather more frequent data and perceptions. Riders on both fixed-route and paratransit services should be surveyed in regard to their opinions toward various aspects of Shoreline Metro's services. Questions for the passenger opinion survey should be similar to questions used in previous surveys so that changes in opinion over time can be monitored.

Land Use Planning Recommendations

Land use has a strong relationship with transportation demand and travel patterns. Land use planning and design play an important role in determining the viability of public transportation and the feasibility of serving portions of the service area.

As stated in Goal 6 (and its supporting objectives and standards) in Chapter 8 of this TDP, the Sheboygan Transit Commission should have a greater role in land use decisions. The Sheboygan Transit Commission should have an opportunity to comment as appropriate on land use proposals which are located within the transit service area. Design of subdivisions, offices and commercial centers within the transit service area should include access for transit vehicles and accessible walkways from potential bus stops. In addition, the Director of the Sheboygan Parking and Transit Utility should work with representatives of all communities in the transit service area on planning and development issues that impact transit.

The Sheboygan Transit Commission should comment on proposed locations of major trip generators. For major transit trip generators that are located outside the transit service area, comments will note that transit service might not be provided to meet the needs of the proposed facility. Key transit trip generators should be located within the transit service area. Any transit service to key generators outside the transit service area shall be evaluated based on the system productivity thresholds identified in Standard 4.1.1 of the Goals, Objectives and Standards for this TDP (Chapter 8), and will be subject to the local governmental unit financing its share of such service.

The development codes of the City of Sheboygan should be reviewed to ensure that appropriate incentives are provided to promote transit use. Development requirements and incentives for alternate modes of transportation are major policy issues that must be addressed in the City of Sheboygan and elsewhere in the transit service area. Design requirements are related to incentives

for alternate modes of transportation. Design of new buildings should incorporate needs associ with good transit service. These are not limited to dimensions to provide easy access for buses, but also space for bus stops and easy pedestrian access to the facility from the transit stop. In many cases, street design has created a barrier between transit service and the facilities that are meant to be served. Frequently, good pedestrian access is overlooked. It is important to note that in most cases, each transit patron is a pedestrian at both ends of the transit trip.

One of the best land use strategies that can be implemented to support public transit systems is the encouragement of creation of sufficient densities of people to use the system. Transit service runs most efficiently when places of employment and residences are located in proximity, creating a concentration of people at both origins and destinations. The Shoreline Metro service area has both employment and residential developments that are dispersed throughout the community. Other communities have found that recommended minimum densities of development to support public transportation are seven dwelling units per acre for residential development, and a floor area ratio of 1.0 for commercial and office development. Mixed-use activity centers also support the use of public transportation. If several opportunities are available for people to shop, eat and conduct personal business near their place of employment, private automobile need will reduce. This need may be further reduced by including residential development as part of high-density, mixed-use activity centers. If a person is able to walk to a neighborhood store, there is no longer a need to drive a car to work and make a stop on the way home. Therefore, public transportation may become more attractive as a means of traveling to and from work.

One of the first considerations for design of developments is location. Transit service should be a primary consideration for the location of developments. Residential development would ideally be located within public transportation corridors. These corridors may or may not have existing service, but residential development should be located and designed to support the extension of service where it does not exist. The other consideration of location is proximity to activity centers. Mixed-use activity centers both support the use of public transportation and reduce the dependence on private automobiles.

Developments along public transportation corridors should have a transit-oriented design rather than an automobile-oriented design. Since each transit customer is usually a pedestrian as soon as he or she leaves the bus, pedestrian facilities should be emphasized. A transit-oriented design would have a relatively small setback from the transit corridor, in contrast to automobile-oriented designs, which frequently have large parking lots between the street and the building. Large parking lots and lack of pedestrian walkways often discourage the use of public transportation. In addition to minimum setbacks, the city ordinance should specify a maximum setback within the public transportation corridor. The location of parking facilities within the public transportation corridor should also be addressed. Where feasible, the city ordinance should require that parking be provided at the rear and possibly at the side of the building. The front of the building should be oriented to the street with a maximum setback that is close to the street and is oriented to public transportation and pedestrians.

Pedestrian access is very important for users of public transportation. This is particularly true in residential developments, where subdivisions are often designed with circuitous streets. A bus stop on a collector or arterial street may be very close to residences within a subdivision, but the walking distance may be excessive because there is no direct access. Pedestrian access should be provided in the proximity of bus stops to residential developments. One strategy that can be used to promote such access is through the use of paths that are shortcuts between blocks. These paths may also be combined with bicycle facilities, which further reduce dependence on private automobiles for travel. The alternative to providing convenient pedestrian access to arterial and collector streets is to

operate transit service through neighborhood streets. The transit route then becomes circuitous inefficient; this issue has been faced by residents of certain peripheral neighborhoods in Sheboygan in the past when complaints concerning transit routing have arisen.

Finally, design considerations to support public transportation should be incorporated into the construction of any development. Streets that will be designed as transit routes must have adequate turning radii at intersections, sidewalks, and bus stops. The bus stops may or may not have shelters, depending on the demand at any particular stop. The bus stops and sidewalks should connect with other walkways or paths to provide easy access to residential and commercial developments. The objective in establishing these design features is to provide efficient circulation patterns, both for transit routes and for pedestrians who are walking to and from the transit route.

Other Recommendations

Mid-Course Review

A "mid-course review" of the TDP should be conducted in 2023. This will allow the TDP to be a more flexible document in terms of being open to potential opportunities that may present themselves before the next TDP is prepared. Such a "mid-course review" could include additional routing revisions to respond to land use and transportation changes in the transit service area or changed economic circumstances that warrant reexamination of the fare structure. Of course, the TDP can be amended at any time as changing conditions warrant.

Employment Transportation Study

For several years, there have been issues with employment transportation in Sheboygan County. Some of the issues are more temporal (shift changes occurring outside regular Shoreline Metro operation hours), while others are more spatial (getting employees from the Fond du Lac and Manitowoc-Two Rivers areas to employers in Sheboygan County, and getting Sheboygan area employees to employers in Plymouth). The Bay-Lake Regional Planning Commission will partner with the Sheboygan County Economic Development Corporation (EDC) and Shoreline Metro to study and make recommendations for employment transportation in 2021 and beyond. This study is not a formal part of this TDP, but has been included in the 2021 Sheboygan Metropolitan Planning Area Transportation Planning Work Program. The Sheboygan County EDC has also included these efforts in its 2021 work plan.

Implementation Strategy

The following is a recommended implementation strategy for elements in this TDP:

2020

- Elimination of transfers and adult and student tokens.
- Implementation of selling "six packs" of day passes for $15.
- Implement ADA premium services for double the cash fare.

2021

- Continue to apply for CDBG funding for transit operations.
- Adjust service hours to 5:00 a.m. to 8:00 p.m. on weekdays and 7:00 a.m. to 5:00 p.m. on Saturdays.
- Having all routes leave at either the top (:00) or at the bottom (:30) of the hour, with the exception of the seasonal Route 40.
- Increase the following fares (as shown in Table 10.2): full cash fare, student 20-ride punch cards

elderly/disabled/veteran half fare, elderly/disabled/veteran half fare 20-ride punch cards, group fares.

- Decrease the ADA paratransit cash fare to match the county elderly and disabled transportation fare.
- Replacement of four paratransit vehicles (one for Sheboygan County funded by FTA Section 5310 and three for Shoreline Metro - one funded by FTA Section 5339 and two financed by special FTA Section 5307 funding from the CARES Act).
- Implement improvements at the transit administrative and maintenance facility (financed by special FTA Section 5310 funding from the CARES Act).
- Initiate implementation of marketing recommendations.
- Conduct boarding and alighting survey.
- Begin employment transportation study (may continue beyond 2021)

2022

- Continue to apply for CDBG funding for transit operations.
- Replacement of one (1) paratransit vehicle for Sheboygan County (funded by FTA Section 5310).
- Replacement of up to twelve (12) fixed-route buses (Five buses funded by the Congestion Mitigation and Air Quality program, one bus funded by FTA Section 5339, and up to six buses funded by the Volkswagen Mitigation Settlement).
- Continue to implement marketing recommendations.
- Conduct passenger opinion survey.

2023

- Continue to apply for CDBG funding for transit operations.
- Replacement of one (1) paratransit vehicle for Sheboygan County (funded by FTA Section 5310).
- Continue to implement marketing recommendations.
- Conduct "mid-course review" of the TDP.
- Conduct boarding and alighting survey.

2024

- Continue to apply for CDBG funding for transit operations.
- Replacement of one (1) paratransit vehicle for Sheboygan County (funded by FTA Section 5310).
- Continue to implement marketing recommendations.
- Conduct passenger opinion survey.
- Begin work on a TDP Update.

2025

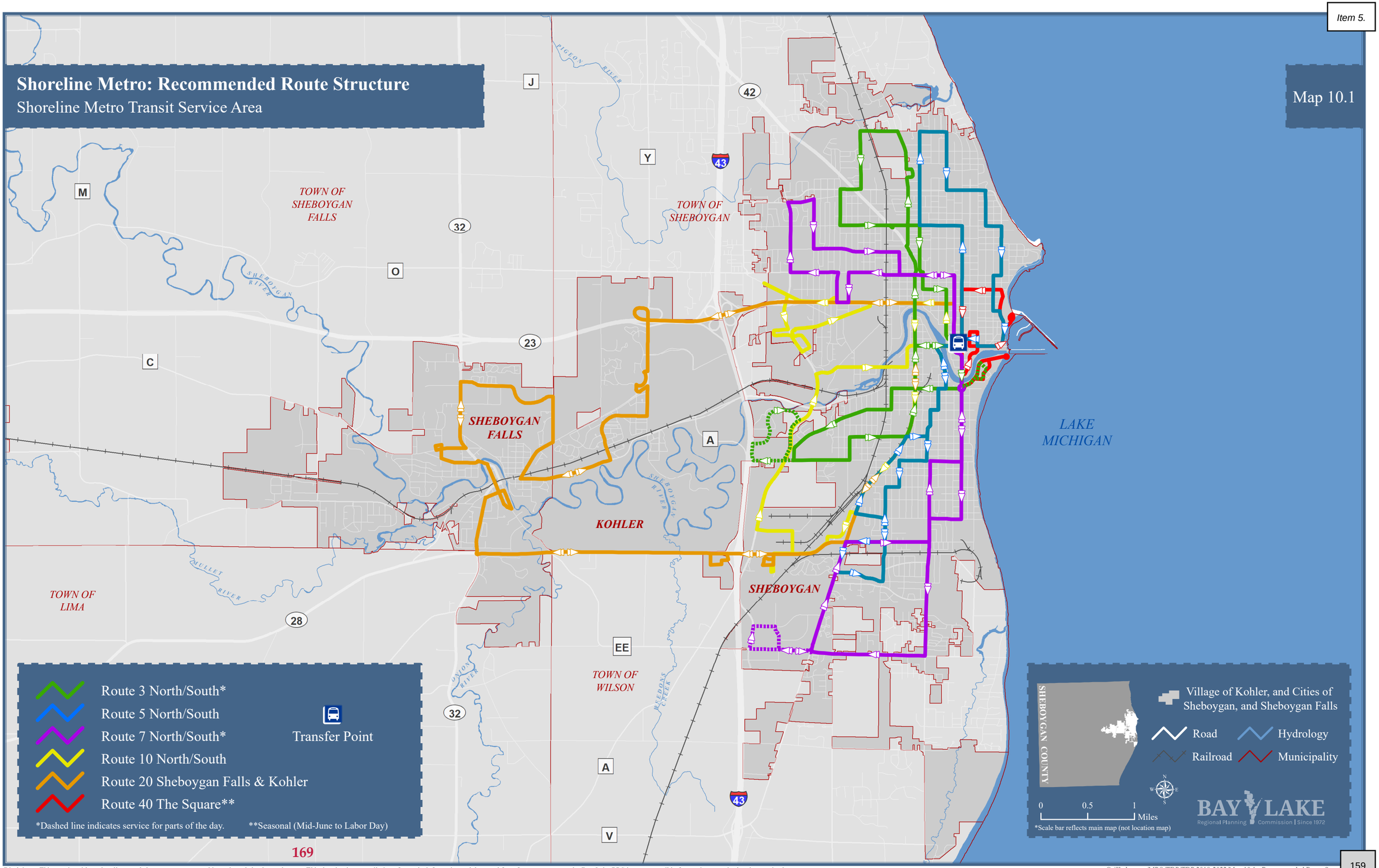
- Continue to apply for CDBG funding for transit operations.
- Continue to implement marketing recommendations.
- Conduct boarding and alighting survey.
- Complete updated TDP.

Fare and service changes for 2021 through 2025 and financial items should be implemented by January 1 of the year in question. Other activities will be implemented at some point during the year in question at the discretion of the transit operator and/or the Bay-Lake Regional Planning Commission (for surveys and studies).

Shoreline Metro: Recommended Route Structure

Shoreline Metro Transit Service Area

Map 10.1



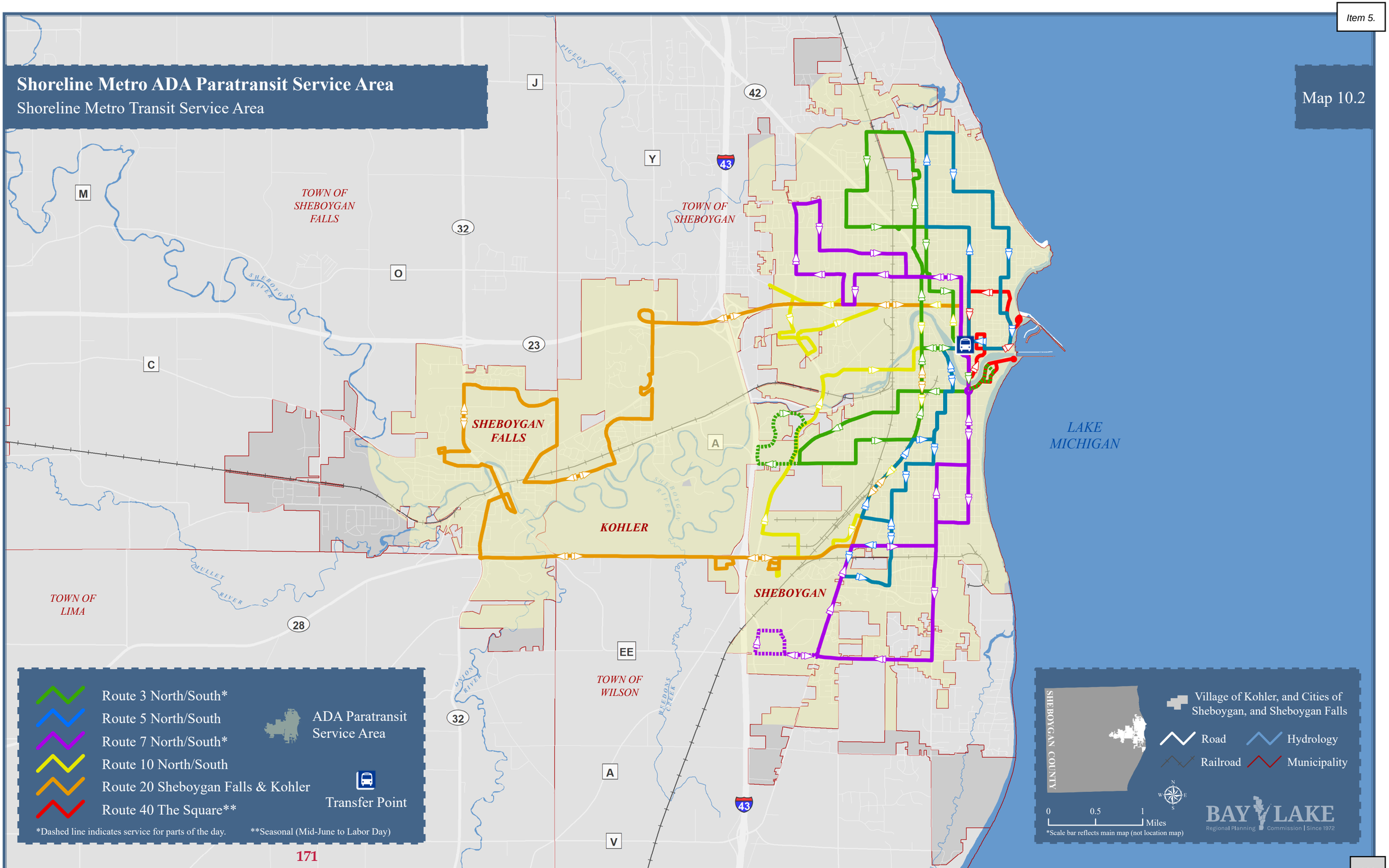
Disclaimer: This map is neither a legally recorded map nor a survey and is not intended to be used as one. This drawing is a compilation of records, information and data used for reference purposes only. Bay-Lake RPC is not responsible for any inaccuracies herein contained.
Source: WDNR, 2009; WisDOT, 2014; Sheboygan County, 2015, 2018; Sheboygan Parking and Transit Utility, 2020; Bay-Lake Regional Planning Commission, 2020.

G:/Sheboygan/MPO/TDP/TDP 2018-2022/Map 10.1 - Recommended Route Struc
Map Date: 7

Shoreline Metro ADA Paratransit Service Area

Shoreline Metro Transit Service Area

Map 10.2



171

Disclaimer: This map is neither a legally recorded map nor a survey and is not intended to be used as one. This drawing is a compilation of records, information and data used for reference purposes only. Bay-Lake RPC is not responsible for any inaccuracies herein contained.
Source: WDNR, 2009; WisDOT, 2014; Sheboygan County, 2015, 2018; Sheboygan Parking and Transit Utility, 2020; Bay-Lake Regional Planning Commission, 2020.

G:/Sheboygan/MPO/TDP/TDP 2018-2022/Map 10.2 - ADA Paratransit Service A
Map Date: 7

Appendices

This page intentionally left blank

Appendix A: Shoreline Metro Passenger Opinion Survey Results

SHORELINE METRO PASSENGER OPINION SURVEY

Shoreline Metro is conducting this survey to learn about your travel on the bus and your attitudes toward bus service. Please take a few minutes to answer the following survey questions. Your input is very important and all responses are completely confidential.

1. What is the reason for your trip? (Check all that apply)

46.0%	Shopping	19.2%	Social/Recreational	35.7%	Medical
26.3%	Personal Business	7.1%	Human Service Agency Visit	47.3%	Work Related
21.9%	School	4.5%	Other		

2. How would you have made this trip if the bus were not available?

5.0%	Drive a Vehicle	30.2%	Walk	5.4%	Bicycle
16.7%	Taxi	18.9%	Would Not Make Trip	19.8%	As a Passenger in Someone's Vehicle
4.1%	Other				

If you filled out one of these surveys earlier, stop at this point. Thank you for your cooperation.

3. How many times per week do you ride the bus? (a round trip equals 2 times)

4.5%	Less Than Once	13.8%	1 – 2 Times	40.2%	3 – 6 Times
18.8%	7 – 10 Times	22.8%	More Than 10 Times		

4. How many blocks do you live from a bus stop?

51.1%	1	19.7%	2	10.3%	3	3.1%	4	4.0%	5	11.7%	6 or More

5. Was the availability of public transportation a factor in your choice of housing location?

56.2%	Yes	43.8%	No

6. Do you have a driver's license?

24.8%	Yes	75.2%	No

7. Did you have a vehicle available for this trip?

8.6%	Yes	91.4%	No

8. How many vehicles do you have in your household?

52.9% 0 29.1% 1 14.8% 2 3.1% 3 or More

9. Do you have a disability that impacts your ability to use the bus?

87.7% None 0.9% Vision 6.8% Mobility 0.0% Hearing
4.6% Other Disability

10. How would you rate the following factors about Shoreline Metro?

1 = Poor 2 = Neutral 3 = Good

Riding comfort of buses	2.60
Interior/exterior cleanliness of bus	2.62
Buses run on schedule	2.41
Courtesy of driver	2.67
Ease of understanding bus routes	2.69
Cost of service	2.62
Length of ride time	2.51
Passenger safety	2.72
Hours of service	2.20
Bus Buddy program	2.33
Modern amenities	2.57

11. How would the following things or events affect your current bus riding habits?

1 = Ride Less Often 2 = Have No Effect 3 = Ride More Often

Special discounts are offered through your employer	2.33
It becomes easier to know all the routes and schedules	2.45
Better waiting areas are built	2.53
Fares increase 25 cents	1.74
Training is provided on how to use the bus	2.13
The bus stops on the nearest corner to your house	2.48
Transit maps and schedules become available in your language	2.22
Buses travel more frequently	2.72
Transfers become much easier	2.49
The bus route is moved 7 – 8 blocks from your house	1.40
A weekly bus pass is implemented	2.35
Bus Buddy program is expanded	2.18
Availability of modern amenities increased	2.47

12. Should the bus service hours be adjusted?

60.6% Yes 39.4% No

If yes, explain how (where and when): (107 of 123 who responded "yes" provided a written response to this question).

13. Are you:

38.3% Male 56.8% Female 4.9% Other/No Response

14. What is your age category?

6.8% Under 16	7.7% 16 – 17	13.5% 18 – 24	13.5% 25 – 34
15.5% 35 – 44	14.5% 45 – 54	9.2% 55 – 59	8.2% 60 – 64
11.1% 65 and Over			

15. What is your ethnic background? (Check all that apply)

80.7% White	4.5% American Indian	5.9% Hispanic/Latino
2.5% Asian	12.4% Black	1.0% Other

16. How many persons live in your household, including you?

31.1% 1 21.8% 2 14.1% 3 11.2% 4 21.8% 5 or More

17. What is your current employment status? (Check all that apply)

14.9% Unemployed	30.2% Full-Time Employment
28.2% Part-Time Employment	13.4% Student
16.8% Retired	3.5% Homemaker
0.5% Temporarily Laid Off	6.5% Other

18. What is your annual household income category?

32.8% Under $10,000	23.3% $10,000 - $19,999	21.1% $20,000 - $29,999
11.1% $30,000 - $39,999	2.8% $40,000 - $49,999	3.3% $50,000 - $59,999
5.6% $60,000 or More		

Additional comments:

43 Written Responses – Summary is available upon request.

Please return survey and pencil to survey taker on the bus. Thank you for your cooperation!

This page intentionally left blank

Appendix B: Shoreline Metro TDP Update Review Committee Members

Members Of The Sheboygan Transit Development Program (TDP) Update Review Committee

Chief Christopher Domagalski
Sheboygan Police Department

Alderperson Trey Mitchell
City of Sheboygan

Alderperson Ryan Sorenson
City of Sheboygan

Chad Pelishek
Planning and Development Department
City of Sheboygan

Mayor Mike Vandersteen
City of Sheboygan

Charles Windsor
Sheboygan Transit Commission

Alderperson Dean Dekker
City of Sheboygan

Ryan Zinkel
Sheboygan Transit Commission

Roy Kluss
Sheboygan Transit Commission

Traci Robinson
Sheboygan County Aging and Disability Resource Center

Matt Halada
WisDOT Northeast Region

Bill Blashka
Town of Sheboygan

James Schwinn
Town of Sheboygan

Members Of The Sheboygan Transit Development Program (TDP) Update Review Committee (Continued)

Mark Boehlke
Sheboygan Area School District

Derek Muench, Director
Shoreline Metro

Jack Sowinski
Shoreline Metro

Scott Navis
Shoreline Metro

Edward Procek
Shoreline Metro

Steve Hirshfeld
Transit Section
WisDOT Bureau of Transit, Local Roads, Railroads & Harbors

Brett Edgerle
Village of Kohler

Shad Tenpas
City of Sheboygan Falls

Angie Buechel
RCS Empowers, Inc.

Joe Schoenemann
Transit Customer

Mark Hermann
Transit Customer

Prepared by:
Bay-Lake Regional Planning Commission
1861 Nimitz Drive
De Pere, WI 54115

Staff

Cindy Wojtczak,
Executive Director

Brandon Robinson,
Assistant Director

*Jeffrey Agee-Aguayo,
Transportation Planner

Nicole Barbiaux,
GIS Specialist

*Chris Garcia,
Transportation Planner

Emily Pierquet,
Administrative Assistant

Sydney Swan,
Economic Development Planner

Jeffrey Witte,
Community Assistance Planner

Commissioners

Brown County
Vacant

Door County
Vacant

Florence County
Larry Neuens
Edwin Kelley
Rich Wolosyn

Kewaunee County
Tom Romdenne
Mary Ellen Dobbins
Donna Thomas

Manitowoc County
James Falkowski
**Daniel Koski
Vacant

Marinette County
Ann Hartnell
Thomas Mandli
Michael Kunesh

Oconto County
Dennis Kroll
****Terry Brazeau
Karl Ballestad

Sheboygan County
Ed Procek
***Mike Hotz
Vacant

*Project Contributors

**Chairperson

***Vice-Chairperson

****Secretary/Treasurer

BAY LAKE
Regional Planning Commission | Since 1972

SHORELINE METRO

BAY LAKE Regional Planning Commission | Since

CITY OF SHEBOYGAN

REQUEST FOR TRANSIT COMMISSION CONSIDERATION

ITEM DESCRIPTION: 5. Review & Update on Shoreline Metro Transportation Development Program for 2021-2025

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

REPORT DATE: 9/12/23 **MEETING DATE:** 9/19/23

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 Bay-Lake Regional Planning Commission prepared a Transit Development Program (TDP) for the Sheboygan Parking and Transit Utility. The study area for the TDP included the Cities of Sheboygan and Sheboygan Falls and the Village of Kohler, all within the Sheboygan Urbanized Area in Wisconsin.

The TDP addressed several issues. The primary purpose of the TDP was to determine short-term future needs for public transportation services, and the best transit system configuration that should be provided to meet these needs. Throughout the planning process, the Bay-Lake Regional Planning Commission staff worked closely with the Sheboygan Parking and Transit Utility (Shoreline Metro) staff and the TDP Review Committee to develop the Sheboygan TDP.

As part of the transit planning process, the TDP Review Committee developed the following mission statement for public transportation services in the Sheboygan area:

> *To provide customers with professional and accessible transportation solutions that are affordable, efficient, reliable, safe and courteous.*

Specific goals, objectives and performance standards were developed which support this mission statement, and provide a means of evaluating how well service is being provided in the Shoreline Metro service area.

STAFF COMMENTS:
Shoreline Metro worked with Bay-Lake Regional Planning Commission to complete the latest version of the TDP during difficult and uncertain times (coronavirus pandemic).

The following is a summary and update on the Implementation Strategy (page 167) contained in the Program:

2020

- Elimination of transfers and tokens
    - Completed in 2020 as a result of the pandemic and safety concerns
- Implementation of 6-pack Day Passes for $15
    - Completed in 2020.
- Implementation of Premium Services for Metro Connection
    - Implemented in 2020 as a way to fill "underutilized" times throughout the day.
    - Premium trips are a low percentage of rides but customers appreciate the ability to make last minute trips for medical, pharmacy, groceries, etc.

2021

- Continue to apply for CDBG funding
    - Completed; annual application.
- Adjust service hours to 5:00 a.m. to 8:00 p.m. on weekdays and 7:00 a.m. to 5:00 p.m. on Saturdays (departures at the top and bottom of the hour)
    - Not Completed; Current schedule was deemed appropriate as it aligns best with school start and end times; schedule was adjusted to 5:15 a.m. to 8:15 p.m. to better serve customers getting to work; Saturday schedule remains reduced from COVID-19 pandemic (new normal schedule).
- Increase fares in accordance with Table 10.2
    - Cash fare remains at $1.75 (no proposed changes to other fares).
- Decrease ADA Fare to align with County Program Fare
    - Completed in 2021 (cash fare for both programs is now $3.00).

- Replace four (4) paratransit vehicles
    - Bus project was postponed due to funding issues with grants; vehicles were purchased in 2022 (2) and 2023 (4) using CARES Act funding by the City (no County-owned vehicles purchased); purchases brought 100 percent of vehicles within useful life.
- Implement improvements at the Administrative and Maintenance Facility
    - New roof and deck were completed in 2020/2021 using 5339 funding and CARES Act; repainting of facility was completed in 2021 using CARES Act funding.
- Implement marketing recommendations
    - See note at end of summary
- Conduct boarding and alighting survey
    - Boarding and alighting surveys can now be completed using UniteGPS, Shoreline Metro's GPS partner (traditionally were conducted by individuals physically riding each route)
- Begin employment transportation study
    - Sheboygan County with the assistance of Bay-Lake RPC is conducting a county-wide study that will include employment transportation needs in the rural areas of the county.
    - Town of Sheboygan has expressed interest (and voted in consecutive years); no service has been approved to date.

2022

- Continue to apply for CDBG funding
    - Completed; annual application.
- Replace one (1) paratransit vehicle
    - Completed in 2022/2023 as part of project listed in 2021.
- Replace up to twelve (12) fixed-route buses through CMAQ, 5339 and Volkswagen Mitigation Program.
    - Completed in 2022; 5 buses purchased through CMAQ, 4 buses purchased through Volkswagen Mitigation and one bus through 5339.
- Continue to implement marketing recommendations
    - Ongoing
- Conduct passenger opinion survey
    - Not completed; a needs survey for Town of Sheboygan service was conducted in 2022 (over 80 responses).

2023

- Continue to apply for CDBG funding
  - Completed; annual application.
- Replace one (1) paratransit vehicle
  - Completed in 2022/2023 as part of project listed in 2021.
- Continue to implement marketing recommendations
  - Ongoing
- Conduct "mid-course review" of the TDP
  - Completed during this Transit Commission meeting (Sept 2023)
- Conduct boarding and alighting survey
  - Boarding and alighting surveys can now be completed using UniteGPS, Shoreline Metro's GPS partner (traditionally were conducted by individuals physically riding each route)

2024

- Continue to apply for CDBG funding
  - To be completed; annual application.
- Replace one (1) paratransit vehicle
  - Project to be deferred to 2025 based on needs (4 vehicles scheduled in Capital Improvement Program for 2024-2028).
- Continue to implement marketing recommendations
  - Ongoing
- Conduct passenger opinion survey
  - To be completed;
- Begin work on a TDP update
  - To be completed;

2025

- Continue to apply for CDBG funding
  - To be completed; annual application.
- Continue to implement marketing recommendations
  - Ongoing
- Conduct boarding and alighting survey
  - Boarding and alighting surveys can now be completed using UniteGPS, Shoreline Metro's GPS partner (traditionally were conducted by individuals physically riding each route)
- Complete updated TDP
  - To be completed;

Marketing Recommendations

Since COVID-19, marketing and branding has been a very important part of Shoreline Metro's "bounce-back" plan – rebuilding ridership and support for public transit services. Since 2020/2021, Shoreline Metro has been active with marketing and branding. Ridership in 2019 was at a 20-year high at nearly 700,000 fixed route trips. By 2020, ridership had hit a 25+ year low. In years 2021 and 2022, ridership bounced back significantly but still below the 2019 ridership count.

Several items within the TDP marketing recommendations have been met while others remained unimplemented (due to limited availability of resources and post-pandemic challenges).

The following marketing strategies have been implemented by Shoreline Metro since 2020:

- Maintain highly engaged social media site for Shoreline Metro for sharing information, promoting services, and interacting with customers.
    - Paid promotional/sponsored ads on Facebook (recommended in plan);
    - Targeted ads (geographic region);
- New Shoreline Metro website layout in 2022; cleaner, more professional layout; more information and easier to access; translatable.
    - Digital forms for:
        - Paratransit application
        - Complaints
        - Contact Us
        - Bus Buddy
- Radio ads on WHBL and the Point (annually);
    - Targeted ads for students/general ridership/employment
- Radio ads on Lake98.1 (part of a trade agreement for bus advertising on 450);
- Print ads in Beacon and Sun (banners);
- Professional ads on social media using PosterMyWall software subscription;
- Redesigned brochures for Metro Connection (using PMW software);
- New redesigned Metro Connection logo;
- Implemented GPS Bus Tracking services (custom message ribbon);
- Implemented HotSpot Mobile Payments for purchasing fares on smartphone (recommended in plan);
- Consistent branding on all Shoreline Metro buses (same fleet) and Metro Connection buses.
- New Trolley signs promoting new route (and new route guide);

- New features in fixed-route buses (USB charging, 3-point securement) promoted on social media;
- Promotion of services/features internally in buses;
- Purchase promotional items for customers and employees;
- Participate in events that promote Shoreline Metro (non-motorized event at Uptown Parklet as example);
- Tripper routes incorporated into GPS (promo for SASD students to use Tripper service);
- Promotion of SASD Student Pass program;
- Custom promotional messages on bus PR sign boards (recommended in plan);

ACTION REQUESTED:
No action required on this item. For information only.

ATTACHMENTS:
I. 2021-2025 Transportation Development Program for Shoreline Metro

Parking Study Recommendations as Presented by Carl Walker

And

Evaluated by City of Sheboygan Staff

Prepared for the Transit Commission

March 20, 2018

2017 Parking Study Recommendations

In 2017, the City of Sheboygan contracted with parking consultant Carl Walker to conduct a parking study of the downtown, South Pier and Riverfront areas. As a result, a small committee comprised of Parking Director Derek Muench, Planning Director Chad Pelishek and Parking Customer Service Coordinator Ann Koeller met to discuss the recommendations and create a plan for implementation that meets the goals and objectives of parking in these areas.

Parking Recommendation #1

Re-organize policies of the Parking Utility to reflect patron needs in an environment of increasing parking demand. (P. 28)

COMMITTEE: The committee supported this recommendation and many of the subparts as recommended by Carl Walker.

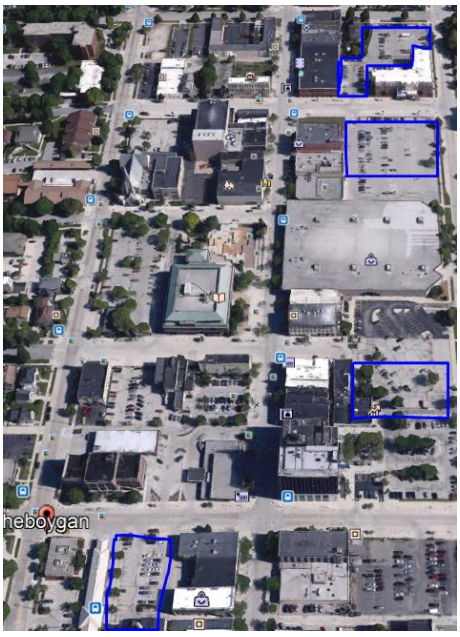
TIMELINE: Short-term 2018

1) Hang Tags – All customers will be issued a hang tag for a respective lot or on-street permit. Tags would detail what parking is available for the customer (i.e. Lot Number, Permit Number, On-street, etc)

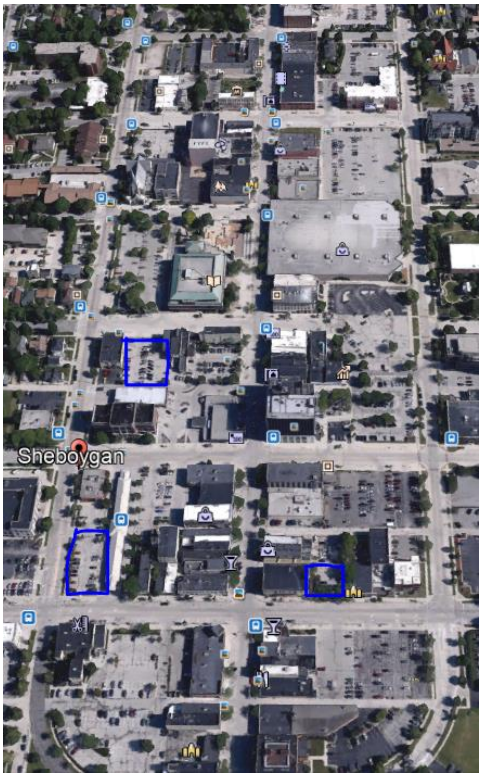
2) No Assigned Stalls – Stalls in lots would be leased out but customers would not be assigned stalls. Rather, customers would have a hang tag that would permit them to park at any stall in the lot, first come first served.

3) Pool Parking – This would allow the Parking Utility to oversell parking lots based on usage and parking behavior. For example, lots could be sold at 150% of eligible stalls to maximize revenue and accommodate a healthy balance of peak parkers and off-peak parkers.

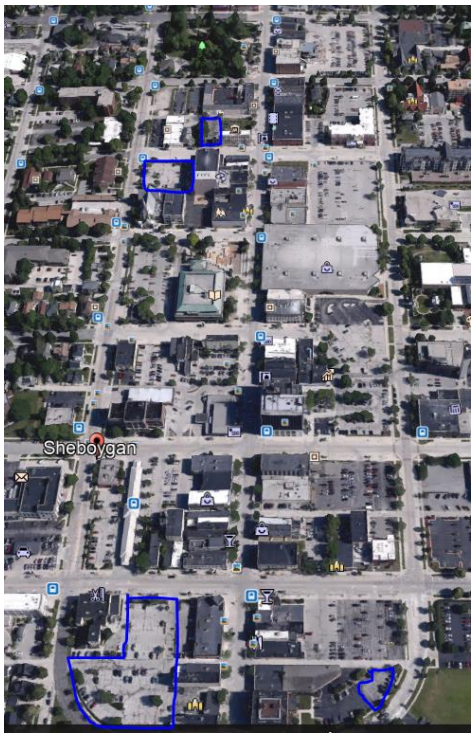
4) Lot Parking Tier System – Each lot would be assigned a tier based on usage, popularity and closeness to venues. Tier 1 lots would be $35/month and include Lots 7, 13, 14 and 17.



Tier 2 lots would be $30/month and include Lots 5, 8 and 11.



Tier 3 lots would be $25/month and include Lots 2, 3, 9 and 10.



This system gives customers options for parking based on income or willingness to walk. Lots that are in more demand would cost more while lots in lesser demand or with low utilization would cost less.

Overflow of customer parking with a lot hang tag may park at ANY available metered stall. If a lot is oversold and more customers use than the lot than it allows, the customer can park on the street at no-charge.

5) On-Street Parking – Parking permits for on-street parking would be available for all streets and stalls that have metered parking stalls. This would exclude 8th Street from the swing streets north to Michigan Ave. On-street permits would be available for $20/month. This is the least expensive option and allows for a much more expanded area of parking availability. We recommend same rate for all streets.

NOTES:

Parking Recommendation #2

Enforce downtown, Riverfront and South Pier parking regulations through the Parking Utility. (P. 30)

COMMITTEE: The committee supports the recommendation of enforcement by the Parking Utility and believes it can fulfill the objectives laid out by Carl Walker.

TIMELINE: 2019 (If accepted by various departments)

1) Police Department – The committee feels that the Parking Utility can enforce parking consistently and uniformly in conjunction with Parking Utility policies and procedures.

2) Backup Staff – The Parking Utility can utilize other staff during vacations or time of work by the Parking Utility Parking Patrols. This will allow for consistency within the department. Employees can be cross-trained to perform duties in the absence of the patrols.

3) Costs of Implementation – The Parking Utility will have costs of implementation associated with the enforcement. These costs would be:
    a. Vehicle(s) estimated at $30,000 to $50,000;
    b. Employees and Training:
        i. Hourly wage $10-12 per hour;
        ii. Roughly 2,300 hours per year;
    c. Uniforms;
    d. Staff training;

4) Purchase & Implementation of Ticketing System – The Parking Utility would look to purchase a ticketing system that could be incorporated in with the City's financial system (Munis). This item may not be immediate but is something the Parking Utility could look into in the future. Munis currently has a parking module.

NOTES:

Parking Recommendation #3

Conduct quarterly parking occupancy counts to assist with parking planning and management. (P. 29)

COMMITTEE: The committee supports conducting parking counts to assist with planning and management of parking.

TIMELINE: 2019 First Counts

1) Parking Counts – Conducted annually by the Parking Utility or a consultant;
2) Monitor Performance and Utilization – The Parking Utility will monitor performance and utilization of parking lots and permits on an on-going basis or as needed.
3) Review of Parking Objectives – The Parking Utility will review annually the parking objectives and goals of the department and review parking counts and performance and utilization measures in its analysis of parking. This review will be used in accessing parking rate changes, lot availability changes, parking structure needs, etc.

NOTES:

Parking Recommendations #4 and 5

Extend the two-hour meter time limit. (P. 29)

COMMITTEE: The committee agrees with the recommendation by Carl Walker to increase the two-hour meters.

TIMELINE: Short-term 2018

1) Three-Hour Meters – The committee recommends increasing the two-hour meters to three hours.

2) Movement of Vehicle – The committee does not support the movement of the vehicle with the current meters. This will cause a very cumbersome process for monitoring. Since there hasn't been a tremendous abuse to this point, we don't see a need to implement this objective.

3) Purchase Reprogramming Unit – The Parking Utility would purchase the necessary equipment to reset the existing meters to the new time limit. The estimated cost is $350.

Plan Rate Changes (P. 29)

COMMITTEE: The committee supports an increase to the hourly meter parking rate.

TIMELINE: Short-term 2018

4) Increase to Meter Rate – The committee recommends increasing rate to all metered parking stalls to $0.50 per hour (an increase of $0.20 per hour).

5) Consistency of Meters – The committee supports the same rate for all meters regardless of location. We want to emphasize consistency. The Parking Utility is recommending areas where parking options are a premium with a premium rate and areas where parking is more affordable. We want the "come and go" traffic to have affordable parking to encourage shopping, tourism, and flexibility.

6) Purchase of Change Machines – The committee recommends purchasing quarter change machines to be installed in various locations downtown including:

   a. Library (Lot 4);
   b. Corner of N 8th Street & Pennsylvania Ave;
   c. Corner of N 8th Street & Niagara Ave;
   d. Corner of N 8th Street & St Clair Ave;

ESTIMATED COST OF CHANGE MACHINE: $700-1,000 per machine.

NOTES:

Parking Recommendations #6, 7 and 8

Technology Assessment: Options and Recommendations. (P. 31)

COMMITTEE: The committee does not have any recommendations for this item. The Parking Utility has started to list meter replacements in the 5-year Capital Improvement Program document for the City of Sheboygan. This is a significant cost and investment that currently is unfunded.

The Committee agrees that new meters are necessary to increase revenue, assist with enforcement and allow payment flexibility for customers. The Committee ultimately supports updating the meters with either stall meters or multi-stall meters (in-block payment kiosks). However, a study and sample implementation should be considered prior to a full implementation.

It is estimated that parking meter replacement may need to occur in the next five years. Staff is reviewing options as it relates to new technology with parking meters and cost arrangements. During 2018, staff will continue to meet with vendors to understand the new products and will report back our findings in late 2018.

The Committee supports the website recommendations and recommends implementing these items immediately.

1) Parking Utility website linking to the Police Department website;
2) Parking Utility website linking to the Municipal Court website for online payments;
3) Sheboygan Squared website linking to the Parking Utility website;
4) Online payment options for the Parking Utility (primarily quarterly lot payments) utilizing the City's current credit card processing program, Point and Pay.

The Parking Utility should receive the fine revenue associated with downtown parking tickets. (P. 32)

COMMITTEE: The committee agrees this recommendation is linked to Parking Recommendation #2 and would be addressed through the recommendations in this item.

Consider amending the ordinance that allows credits for private parking. (P. 32)

COMMITTEE: The committee views this item as a political issue and feels this item would cause some uproar especially with current landowners and property owners. The committee recommends reviewing this ordinance as revenues change or perhaps amending the ordinance that as properties exchange hands.

NOTES:

Parking Recommendations #9, 10 and 11

Promote the value of the Parking Utility. (P. 33)

COMMITTEE: The committee feels this recommendation is being accomplished and will continue to be accomplished through:

1) Annual department reports;
2) Continue involvement with Sheboygan Squared;
    a. Operations Committee
    b. Annual Meeting
    c. Relationship with Sheboygan Squared Manager
3) City's Strategic Plan;

TIMELINE: Immediately and on-going.

Identify locations and opportunities for future parking structures. (P. 33)

COMMITTEE: The committee feels this is a natural on-going evaluation especially as part of Carl Walker's Recommendation #3. The Parking Utility, City of Sheboygan and Sheboygan Squared will monitor parking behaviors and create an Action Plan accordingly based on changes in demand, habits and needs.

TIMELINE: On-going short-term and long-term

Special Event Parking. (P. 34)

COMMITTEE: The committee recommends creating a general Special Events Parking Map to be used by the Weill Center, the Berkshire and City Green to promote parking for such events. The map would be created by City staff and be given out to these venues for distribution either on websites or in hardcopy format.

TIMELINE: Immediately

NOTES:

Parking Recommendations #12 and 13

Accessible parking spaces may not meet design guidelines. (P. 34)

COMMITTEE: The committee supports evaluating all accessible parking stalls and addressing them accordingly.

TIMELINE: Short-term 2018

Opportunities for customer service added value. (P. 35)

COMMITTEE: The committee has the following recommendations on each of the subparts to Carl Walker's recommendations:

1) The Parking Utility has done this in 2017 and will continue to pursue days of free parking in 2018 and beyond.
2) This item is pending a change to Recommendation #2.
3) No support from the committee.
4) No support from the committee.
5) Pending time, location and costs.

NOTES:

CITY OF SHEBOYGAN

REQUEST FOR TRANSIT COMMISSION CONSIDERATION

ITEM DESCRIPTION: 6. Review & Update on Parking Study Recommendations by WGI (2017)

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

REPORT DATE: 9/12/23 **MEETING DATE:** 9/19/23

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:
In 2017, City Development hired Carl Walker, Inc. to conduct a parking study of the downtown, South Pier and Riverfront areas in response to a need for further evaluation of the parking options in these areas. An earlier study also conducted by Carl Walker, Inc. evaluated the need for a parking structure in downtown Sheboygan. The two reports were conveniently combined into a general parking study that evaluated several aspects of the parking situation in these areas including utilization, costs, revenues, convenience, and future needs. *(A full copy of the report is attached for reference as some Commissioners were not on the Commission during the time of this study.)*

STAFF COMMENTS:
Shoreline Metro worked with Carl Walker, Inc. (now WGI) to complete the parking study. Recommended changes were implemented starting in 2018.

The following is a summary and update on the Parking Study Recommendations:

#1 – Reorganize policies of the Parking Utility to reflect patron needs in an environment of parking demand.

Originally these items including hang tags were all implemented in 2018. Pool parking was created to eliminate assigned stalls and allow customers to park anywhere in a lot (eliminating the issue of customers parking in other customer stalls and reducing police calls

for enforcement). A lot parking tier system was also created (currently 4 tiers of parking ranging from $10 to $35 for lots and $20 for street parking. In 2022/2023, hang tags were eliminated with the move to HotSpot Parking. Pool parking and a tier structure (fees) still exist and incorporated into the new system.

#2 – Enforce downtown, Riverfront and South Pier parking regulations through the Parking Utility.

No changes to this recommendation. Enforcement continues to be done by the Sheboygan Police Department. This is a policy change and would require significant support from other departments.

#3 – Conduct quarterly parking occupancy counts to assist with parking planning and management.

These have not been conducted in large part to the COVID-19 pandemic and reduced parking needs in 2020 and 2021. In 2023, these counts can (in part) be done through HotSpot for permits and mobile payment utilization. Physical counts could still be done during different times of the day and days of the week to understand utilization. There are no plans as of now to conduct such counts.

#4 – Extend the two-hour meter time limit.

All meters have been extended to at least 3-hours on all downtown streets most notably Penn Ave and 8th Street. Most cross streets and parking lots are also 3-hour with meters on 7th and 9th Streets and Lot 4 and 9 being 10-hour. Some 15-minute stalls still exist in strategic locations.

#5 – Plan rate changes.

The hourly meter rate was increased from $0.30 to $0.50 in 2018 (October) as recommended in the plan. All hourly meters were set to the same rate regardless of location. We did not purchase any change machines as the plan was to move to mobile payments at some point (idea and discussions started in 2018 for such plan). See next goal for more info.

#6 – Technology assessment: options and recommendations

This recommendation included the purchase of new parking meters within the next five years; however, due to cost of such purchases, an alternative solution was researched. Mobile payments using existing meters was the best and most economical way to proceed. In 2021, a discussion with HotSpot Parking ensued and in 2023, mobile payments and digital parking permits were implemented.

Additionally, the Committee supported the following recommendations:

- Parking Utility website linking to the Police Department website;
  - Completed in 2021.
- Parking Utility website linking to the Municipal Court website for online payments;
  - Completed in 2021 (Ticket Search)
- Sheboygan Squared (now Harbor Centre) website linking to the Parking Utility website;
  - Completed and listed on Parking Utility page.
- Online payment options for the Parking Utility utilizing the City's current credit card processing program, Point and Pay.
  - Completed in 2021 (Ticket Search)

Further, the Parking Utility has:

- Created a digital reporting form for Meter Issues that directly and immediately sends issues to PD and Parking Utility staff for immediate repair and documentation.
- Implemented mobile payments for meters and parking permits allowing for credit card payments (permits can only be purchased this way).
- Completely redesigned Parking Utility website in 2021 with a redesign in 2023 (Sept).
- Implemented a Parking Downtown Sheboygan Facebook page for customers and businesses to follow to stay up-to-date on Parking Utility activities and changes.

#7 – Parking Utility should receive fine revenue associated with downtown parking tickets.

This item coincides with recommendation #2. No changes at this time.

#8 – Consider amending the ordinance that allows credits for private parking.

This item has not been revisited and no plans to change at this time.

#9 – Promote the value of the Parking Utility

Several documents have been created and publicly available for customers discussing key issues about parking. Additionally, the Director shares important parking information in the Harbor Centre and City of Sheboygan newsletters. Promotion also occurs on the Parking Downtown Sheboygan Facebook page (some are sponsored posts). The Director also serves on the Harbor Centre Board representing the City of Sheboygan as a way to promote and work with businesses on parking items. The Chair of the Transit Commission also serves as the Harbor Centre Manager which provides additional value and promotion between the two entities.

#10 – Identify locations and opportunities for future parking structures.

This item has not been revisited and no plans to change at this time.

#11 – Special event parking.

This item has not been revisited and no plans to change at this time.

#12 – Accessible parking spaces may not meet design guidelines.

Accessible parking spaces in parking lots have been addressed following this study. Several new stalls were created in the library lot (4) with better signage.

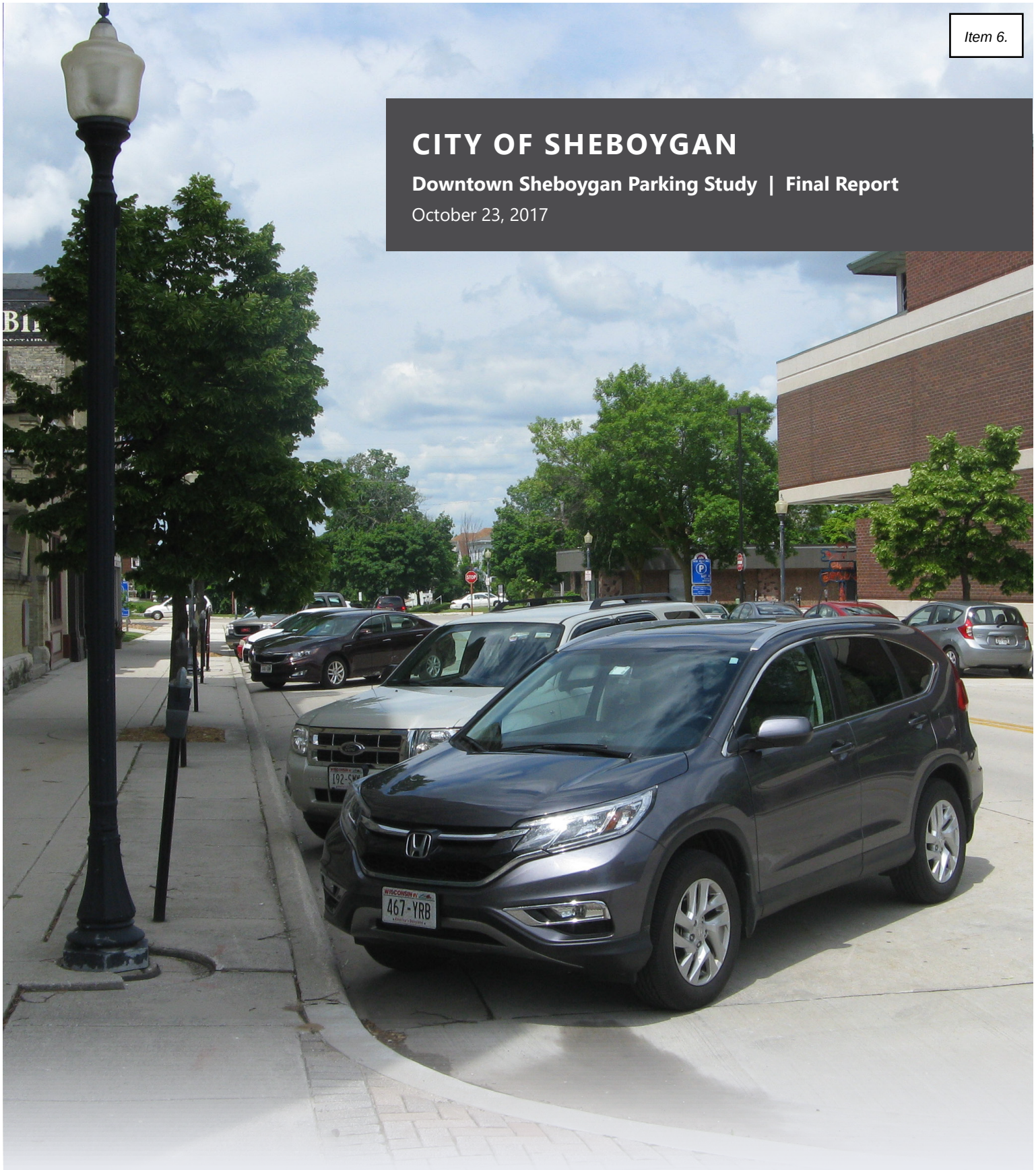
#13 – Opportunities for customer service added value.

Many customer service and added value items have been implemented and shared in previous goals. Most notably, the change to allow mobile payments as well as coin payments at the meters. Easier to access information on the website (via QR code on meters and soon parking lot signs) and report meter issues (via QR code on meters) are a couple additional examples.

ACTION REQUESTED:
No action required on this item. For information only.

ATTACHMENTS:

I. Parking Study Recommendations by WGI in 2017
II. Sheboygan Parking Study Final Report 2017



CITY OF SHEBOYGAN

Downtown Sheboygan Parking Study | Final Report

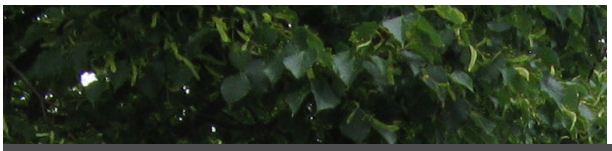
October 23, 2017

Carl Walker a division of WGI

Ideas for parking. SOLUTIONS FOR PEOPLE.

5136 Lovers Lane, Suite 200, Kalamazoo, MI 49002
269.381.2222 | **wgiparking.com**

Jon Forster, CAPP
jon.forster@wginc.c



CITY OF SHEBOYGAN

Downtown Sheboygan Parking Study | Final Report

October 23, 2017

TABLE OF CONTENTS

	Page
Section I - Executive Summary	01
Section II - Purpose of Study & Project Approach	02
Section III - Summary of Current Parking Conditions	03
Section IV - Summary of Stakeholder Goals & Concerns	19
Section V - Summary of Online Merchant Survey Results	20
Section VI - Summary of Recommedations	26
Appendix A - Vehicle Occupancy Counts	
Appendix B - Parking Survey Results	

SECTION I – EXECUTIVE SUMMARY

Parking is a key component of vibrant and viable downtowns. An efficient and effective parking program provides the opportunity for residents and visitors to enjoy living, working and recreating downtown. In Sheboygan, the Parking Utility serves the community with on-street and off-street parking options spread throughout the downtown, riverfront and South Pier areas.

Sheboygan has an adequate supply of parking spaces to meet current parking demand. In the study area, there are over 1,000 public on-street parking spaces, and over 3,100 off-street parking spaces. The Parking Utility manages over 1,500 of the off-street parking spaces, while the rest are controlled by various private entities. Taken as a whole, the three parking areas (downtown, Riverfront, South Pier) had less than 50% of the overall parking supply occupied on the three days when car count data was collected.

The downtown core area similarly had peak parking occupancy levels of less than 50%. The riverfront had peak occupancy levels of 55%, and South Pier had peak occupancy of under 40%. At this time, there is not a need for more parking supply in any of the three areas. However, development of a current surface parking lot could change downtown parking dynamics. Development would cause the loss of existing parking spaces and increase the parking demand from the new land use. Parking demand should be measured regularly in order to plan for future development opportunities and staying ahead of parking needs.

In order to support the growing downtown, the Parking Utility should undertake some operational changes to make more parking spaces available and to give patrons more options to meet their parking needs. The Utility parking lots currently provide reserved spaces, with a monthly permit holder provided a designated numbered parking space. This policy should be changed to pooled permit parking. A parking permit would provide access to an entire parking lot, but not a specific space. This policy would allow the Utility to sell additional spaces in most lots and open up more parking to the public. Depending on the size of the parking area, and the patron mix, it may be possible to add 10% - 50% more permits. This is possible because most people do not use their parking spaces each day due to illness, vacation, out of town, etc. The Grand Stay parking lot could also have daytime parking permits, as most of their activity is in the evening. The Parking Utility would need to monitor the lots regularly to assure available spaces for those holding permits. The goal is to have the parking lots regularly 80%-90% full in order to achieve maximum efficiency. Parking occupancy levels over 90% create patron dissatisfaction with the difficulty of finding the last few spaces.

Parking rates and allocation should be based on market factors and patron choice. The highest demand parking areas should charge a higher parking rate, with less utilized areas charging a lower rate in order to allow patrons to make the decision on where they would like to park. Market based pricing should extend to the parking meters as well, with on-street parking having higher parking rates than off-street parking. The parking meters provide the downtown with premium on-street parking spaces and create turnover so there are generally open spaces within a short distance of the patron destination. Meter rates are low, but help to provide necessary revenue to minimize the annual assessments with the parking districts. Meter time limits should be extended to three hours to provide extended parking time for those coming downtown. Regular, but not overbearing, enforcement is a necessary component to maintain customer satisfaction for both on-street parking and off-street permit parking.

SECTION II – PURPOSE OF STUDY & PROJECT APPROACH

Introduction/Overview

In early 2017, the City of Sheboygan selected Carl Walker to conduct an assessment of the City's downtown parking conditions. The purpose of this assessment was to analyze current downtown parking supply and demand, existing policies, practices and programs and to provide the City with an integrated, proactive and strategic management solution that maximizes program efficiencies while providing high levels of customer service. A point of emphasis was to identify the areas of heavy parking demand and determine if additional parking supply is warranted.

Recognizing that an efficient and well managed parking system is vital to the economic success of downtown, the City's ultimate goal with this downtown parking analysis is to develop an efficient, cost-effective and customer-focused parking management plan that will leverage the City's parking assets to support the continued growth and development of the downtown.

Project Approach and Methodologies

The study area focused on the traditional downtown area along 8th St. from Michigan Ave. to the intersection south of Pennsylvania Ave. We also conducted data collection in the Riverfront and South Pier areas to better understand the parking dynamics in these sections that are in close proximity to downtown.

Carl Walker conducted extensive data collection on existing conditions, including three days of vehicle car counts. In addition to performing field observations and statistical analyses of existing conditions, our information gathering relied on outreach and direct communication with key staff and other downtown stakeholders. We conducted one-on-one meetings with City leadership, senior staff members, representatives of private sector employers and business owners. To gain a broader understanding of the attitudes and perceptions of the community at large, we conducted an online survey via Survey Monkey that was targeted at the City business owners.

SECTION III – SUMMARY OF CURRENT PARKING CONDITIONS

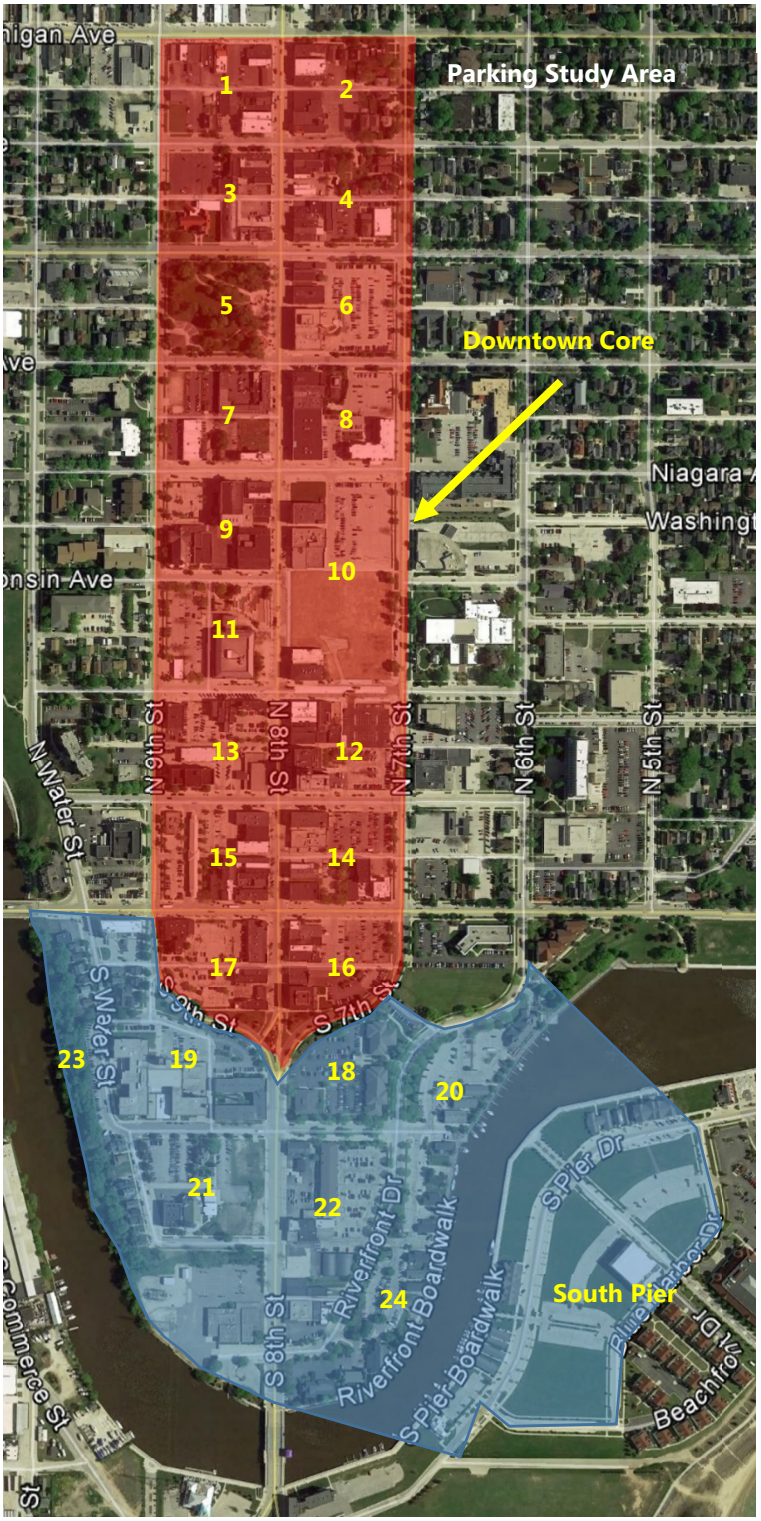
Existing Parking Supply

The parking supply in downtown is a combination of on-street public (municipal) parking, off-street public (municipal) parking lots and off-street private parking lots. Some of the off-street private parking lots were open to the public, while others were reserved for private use. The complete parking inventories are noted in **Appendix A**.

Parking Supply

Within the defined study area there are 1,015 on-street public parking spaces and 3,187 off-street parking spaces. The parking inventory further breaks down into the following categories:

- 644 On-Street Spaces in the Downtown Core (Red Shading)
- 371 On-Street Spaces in Riverfront and South Pier Districts
- 1,120 Spaces in City Operated Municipal Lots
- 1,906 Off-Street Spaces in the Downtown Core
- 736 Spaces in Downtown Core City Operated Municipal Lots
- 412 Total Public Spaces in the South Pier District (does not include residential or resort parking)
- 850 Total Parking Spaces for Blocks 18, 20, 22, and 24 in the Riverfront District (includes private parking lots)



Current Parking Demand

To understand the parking dynamics in Sheboygan, we measured the number of vehicles in the public parking areas on two typical weekdays (Thursday June 22, 2017 and Wednesday July 12, 2017), and a Friday evening (June 23, 2017). The complete parking occupancy data collection information is in **Appendix A**.

Entire Study Area

Taken as a whole, the study area did not reach 50% occupancy on any of our data collection dates. Parking occupancy levels peaked in the 40% - 45% range for the weekdays and just under 30% on the weekend evening. Peak times are 10am to noon during the weekday, and 6pm to 8 pm in the evening.

OFF – STREET PARKING OCCUPANCY FOR THE ENTIRE STUDY AREA

Off - Street Parking Occupancy					
Thursday, June 22, 2017					
Capacity	8:00 AM	10:00 AM	NOON	2:00 PM	4:00 PM
3,187	1,020	1,245	1,272	1,193	1,120
Occ %	32%	39%	40%	37%	35%

Off - Street Parking Occupancy					
Wednesday, July 12, 2017					
Capacity	8:00 AM	10:00 AM	NOON	2:00 PM	4:00 PM
3,187	1,103	1,303	1,280	1,188	914
Occ %	35%	41%	40%	37%	29%

Off - Street Parking Occupancy				
Friday, June 23, 2017				
Capacity	4:00 PM	6:00 PM	8:00 PM	10:00 PM
3,187	810	690	576	468
Occ %	25%	22%	18%	15%

ON – STREET PARKING OCCUPANCY FOR THE ENTIRE STUDY AREA

On - Street Parking Occupancy					
Thursday, June 22, 2017					
Capacity	8:00 AM	10:00 AM	NOON	2:00 PM	4:00 PM
1,015	201	290	326	279	295
Occ %	20%	29%	32%	27%	29%

On - Street Parking Occupancy					
Wednesday, July 12, 2017					
Capacity	8:00 AM	10:00 AM	NOON	2:00 PM	4:00 PM
1,015	234	341	407	386	275
Occ %	23%	34%	40%	38%	27%

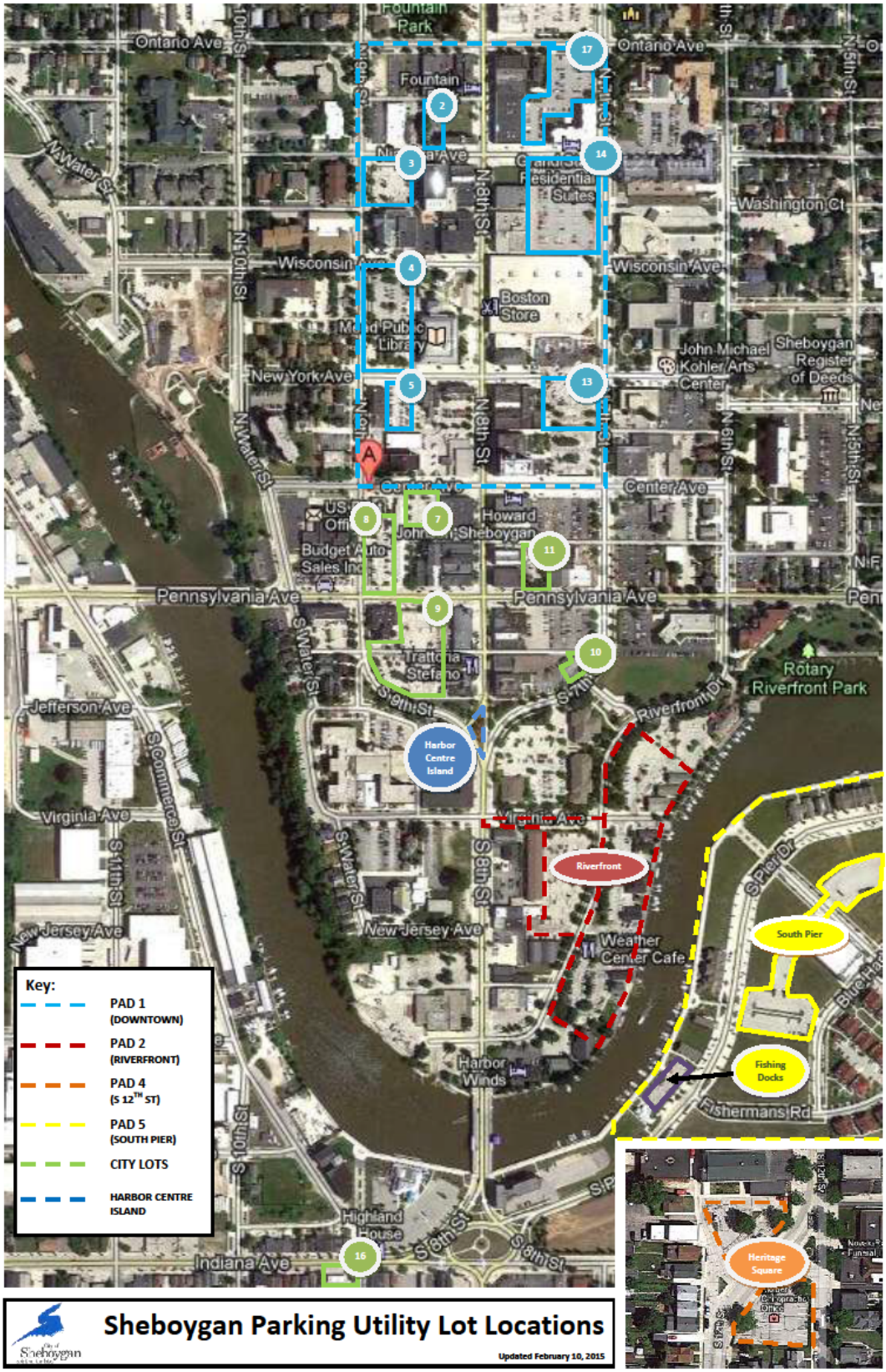
On - Street Parking Occupancy				
Friday, June 23, 2017				
Capacity	4:00 PM	6:00 PM	8:00 PM	10:00 PM
1,015	254	304	290	180
Occ %	25%	30%	29%	18%

PARKING UTILITY PARKING LOT OCCUPANCY

The Parking Lots Managed by the Parking Utility had peak occupancies ranging from 42% - 48%. The peak evening occupancy was 18%.

Sheboygan Parking Utility Parking Lots - Downtown Core						
Thursday, June 22, 2017						
Lot #	**Capacity**	**8:00 AM**	**10:00 AM**	**NOON**	**2:00 PM**	**4:00 PM**
Lot 2	27	0	7	7	7	7
Lot 3	50	4	6	4	5	5
Lot 4	92	1	37	26	33	44
Lot 5	39	22	25	38	23	23
Lot 7	44	14	12	18	18	9
Lot 8	41	13	14	12	14	11
Lot 9	134	29	38	57	41	47
lot 10	15	9	10	10	5	5
Lot 11	21	9	8	6	6	9
Lot 13	64	27	37	25	33	20
Lot 14	110	43	73	73	78	57
Lot 17	99	38	36	34	27	32
	736	209	303	310	290	269
Total Off-Street Parking Occupancy %		28.4%	41.2%	42.1%	39.4%	36.5%

Sheboygan Parking Utility Parking Lots - Downtown Core						
Wednesday, July 12, 2017						
Lot #	**Capacity**	**8:00 AM**	**10:00 AM**	**NOON**	**2:00 PM**	**4:00 PM**
Lot 2	27	3	5	8	9	7
Lot 3	50	3	4	8	5	6
Lot 4	92	53	55	64	37	16
Lot 5	39	21	28	24	20	17
Lot 7	44	7	11	17	12	16
Lot 8	41	13	18	19	13	8
Lot 9	134	26	35	41	35	35
lot 10	15	6	10	10	6	0
Lot 11	21	8	10	7	5	10
Lot 13	64	27	34	37	36	18
Lot 14	110	72	72	75	65	46
Lot 17	99	37	56	40	37	48
	736	276	338	350	280	227
Total Off-Street Parking Occupancy %		37.5%	45.9%	47.6%	38.0%	30.8%


Fountain Park
Ontario Ave
Fountain
N 10th St
N 8th St
N 6th St
N 5th St
N Water St
Wisconsin Ave
Boston Store
New York Ave
John Michael Kohler Arts Center
Sheboygan Register of Deeds
Washington Ct
Center Ave
Howard Johnson Sheboygan
Budget Auto Sales Inc
Pennsylvania Ave
Trattoria Stefano
S 10th St
S 9th St
Riverfront Dr
Rotary Riverfront Park
Jefferson Ave
Harbor Centre Island
S Commerce St
Virginia Ave
S 11th St
S Water St
S 8th St
Riverfront
S Pier Dr
South Pier
New Jersey Ave
Weather Center Cafe
Harbor Winds
Fishing Docks
Fishermans Rd
Highland House
S 6th St
S 8th St
Indiana Ave
Key:
PAD 1 (DOWNTOWN)
PAD 2 (RIVERFRONT)
PAD 4 (S 12TH ST)
PAD 5 (SOUTH PIER)
CITY LOTS
HARBOR CENTRE ISLAND
Heritage Square
Sheboygan Parking Utility Lot Locations
Updated February 10, 2015

Downtown Core

Parking occupancy in the downtown core was slightly higher than the overall parking occupancy. The July 22, 2017 data shows parking occupancy near 50% at the noon data collection period in both on-street and the off-street parking. The evening counts showed occupancy levels below 30% in the core area.

OFF-STREET PARKING IN THE DOWNTOWN CORE FOR THE THREE COLLECTION DATES

Downtown Core Off-Street Parking Occupancy					
Thursday, June 22, 2017					
Capacity	8:00 AM	10:00 AM	NOON	2:00 PM	4:00 PM
1,906	623	814	770	759	731
Occ %	33%	43%	40%	40%	38%

Downtown Core Off-Street Parking Occupancy					
Wednesday, July 12, 2017					
Capacity	8:00 AM	10:00 AM	NOON	2:00 PM	4:00 PM
1,906	729	870	890	778	599
Occ %	38%	46%	47%	41%	31%

Downtown Core Off-Street Parking Occupancy				
Friday, June 23, 2017				
Capacity	4:00 PM	6:00 PM	8:00 PM	10:00 PM
1,906	531	353	347	320
Occ %	28%	19%	18%	17%

ON – STREET PARKING IN THE DOWNTOWN CORE FOR THE THREE COLLECTION DAYS

Downtown Core On - Street Occupancy					
Thursday, June 22, 2017					
Capacity	8:00 AM	10:00 AM	NOON	2:00 PM	4:00 PM
644	127	204	239	207	224
Occ %	20%	32%	37%	32%	35%

Downtown Core On - Street Occupancy					
Wednesday, July 12, 2017					
Capacity	8:00 AM	10:00 AM	NOON	2:00 PM	4:00 PM
644	129	252	322	290	192
Occ %	20%	39%	50%	45%	30%

Downtown Core On - Street Occupancy				
Friday, June 23, 2017				
Capacity	4:00 PM	6:00 PM	8:00 PM	10:00 PM
644	153	181	198	119
Occ %	24%	28%	31%	18%

Riverfront District (Blocks 18, 20, 22, 24)

The Riverfront district has plentiful parking with 850 spaces; 386 in private parking lots and 464 public spaces. We observed available parking on all three data collection dates, with peak occupancy of 43% at noon on June 22nd. The Utility lots had higher levels occupancy, with peak occupancies of 55% at noon on the June 22nd collection.

Riverfront Parking Occupancy					
Thursday, June 22, 2017					
Capacity	8:00 AM	10:00 AM	NOON	2:00 PM	4:00 PM
850	273	311	362	312	280
Occ %	32%	37%	43%	37%	33%

Riverfront Parking Occupancy					
Wednesday, July 12, 2017					
Capacity	8:00 AM	10:00 AM	NOON	2:00 PM	4:00 PM
850	282	314	302	300	221
Occ %	33%	37%	36%	35%	26%

Riverfront Parking Occupancy				
Friday, June 23, 2017				
Capacity	4:00 PM	6:00 PM	8:00 PM	10:00 PM
850	237	266	178	82
Occ %	28%	31%	21%	10%

Parking Utility Riverfront Lots Parking Occupancy						
Thursday, June 22, 2017						
Parking Lot	Parking Inventory	8am	10am	12pm	2pm	4pm
Riverfront	94	11	21	49	28	28
Riverfront	140	43	46	49	50	55
Riverfront	57	10	14	34	18	40
Riverfront	93	70	83	78	71	66
Riverfront Off-Street Total	384	134	164	210	167	189
		35%	43%	55%	43%	49%

Parking Utility Riverfront Lots Parking Occupancy						
Wednesday, July 12, 2017						
Parking Lot	Parking Inventory	8am	10am	12pm	2pm	4pm
Riverfront	94	12	16	35	22	13
Riverfront	140	61	58	37	47	25
Riverfront	57	5	11	17	24	53
Riverfront	93	75	80	75	77	33
Riverfront Off-Street Total	384	153	165	164	170	124
		40%	43%	43%	44%	32%

Parking Utility Riverfront Lots Parking Occupancy					
Friday, June 23, 2017					
Parking Lot	Parking Inventory	4 pm	6 pm	8 pm	10 pm
Riverfront	94	30	62	24	6
Riverfront	140	12	15	10	6
Riverfront	57	38	50	38	10
Riverfront	93	66	38	40	11
Riverfront Off-Street Total	384	146	165	112	33
		38%	43%	29%	9%

South Pier Parking Occupancy

In the South Pier District the primary parking areas are public on-street spaces and Utility managed public lots. There is no charge for parking in this district. We did not collect data at the Blue Harbor Resort or the residential parking. The peak occupancy was measured at 6 pm on Friday, June 23rd at 35%. The South Pier District will likely have an increase in parking demand as the area continues to develop; however, there is enough parking supply for significant growth. A separate report dated August 22, 2016, conducted by Traffic Analysis and Design, Inc. projects there will be ample parking even after the completion of the apartments later in 2017.

South Pier Parking Occupancy					
Thursday, June 22, 2017					
Capacity	8:00 AM	10:00 AM	NOON	2:00 PM	4:00 PM
412	48	59	62	55	86
Occ %	12%	14%	15%	13%	21%

South Pier Parking Occupancy					
Wednesday, July 12, 2017					
Capacity	8:00 AM	10:00 AM	NOON	2:00 PM	4:00 PM
412	70	70	74	76	97
Occ %	17%	17%	18%	18%	24%

South Pier Parking Occupancy				
Friday, June 23, 2017				
Capacity	4:00 PM	6:00 PM	8:00 PM	10:00 PM
412	103	143	99	43
Occ %	25%	35%	24%	10%

Summary of Parking Occupancy

The City and private land owners have created over 4,000 parking spaces within the parking study boundaries. There are additional on-street metered and free spaces and off-street parking lots in the surrounding blocks. We conducted three days of occupancy counts to measure the parking demand and determine if the supply is adequate to meet the parking demand.

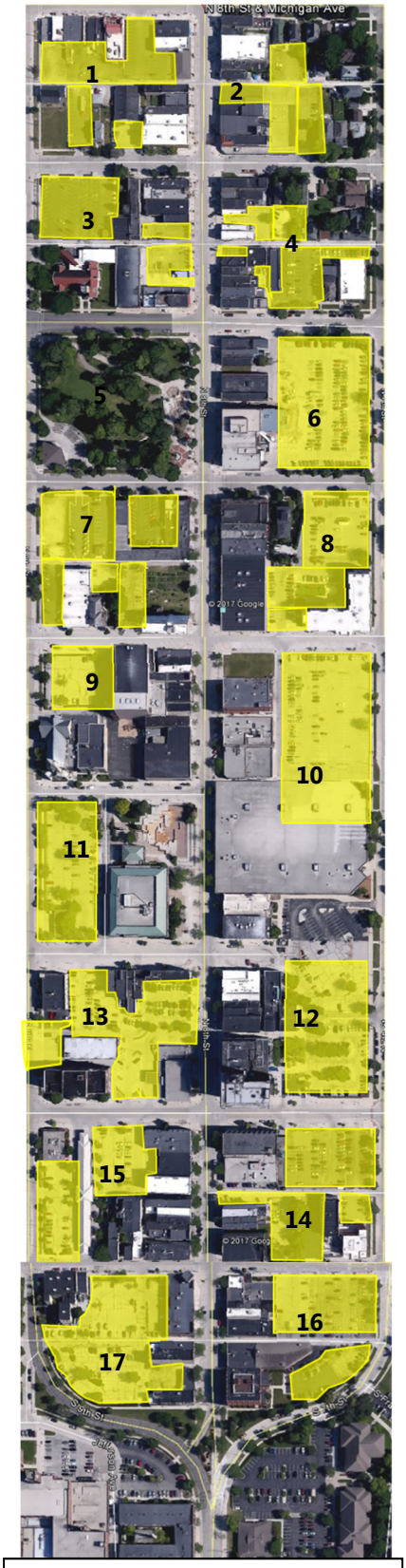
The occupancy counts indicated there was not a specific section where parking demand exceeded supply. The area near Blocks 10, 11 and 12 had peak occupancies near 65% at the 10 am and noon counts. The Riverfront lots had peak off-street occupancies of 55% at noon on both the June 22nd and July 12th counts.

Overall, there is adequate parking supply to meet the current demands of downtown workers, residents and visitors. The new Encore Apartments are providing on-site parking for residents and will not significantly increase the parking demand for public parking once they are open. With no other planned developments, the parking supply should be adequate until there is a change in building occupancies or new development.

There is generally not a need to add parking spaces in a downtown district until occupancy levels regularly exceed 80%. When occupancies reach 85% or greater, patron and visitor satisfaction typically decreases, as it becomes difficult to find the few remaining parking spaces.

The graphic on the right shows the amount of land dedicated to parking in the downtown core from Michigan St. to south of Pennsylvania St. between 7th and 9th Streets. There is parking on every block except Fountain Park. The graphic does not include the almost 650 on-street parking spaces in the downtown core. Most of the parking lots are along 7th and 9th Streets, leaving the block face of 8th St. most intact, creating contiguous storefronts and a walkable urban setting.

As the downtown continues to develop, it is likely that a portion of the perimeter parking lots will be utilized for buildings and uses other than parking. In developing these lots, there will be an accelerated increase in parking demand. First, there is the loss of parking spaces on the lot; second, is the increased parking demand from the new development. As development occurs, the Parking Utility should continue to monitor parking supply and demand to determine when the City reaches a point of needing to create additional parking.

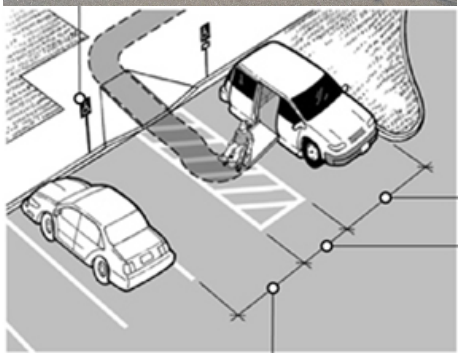


= Parking Study Block Number

Accessible Parking

Some of the municipal public parking lots appear to not meet current design requirements for Accessible parking. Several spaces do not have the required width and access aisle, and in some locations, required Americans with Disabilities Act (ADA) signs are missing. Lot B in the South Pier district for example does not have the hatched access aisle next to the space.

Lot B South Pier



Parking Enforcement

Parking enforcement is performed by the police department. The police have one full time and two part time Community Safety Officers (CSO) that patrol the entire city for traffic, parking and other violations. The CSO's regularly write expired meter tickets in downtown. Other violations, such as overtime meters (exceeding two hour time limit) or parking in a reserved space, are handled on a complaint basis.

The CSO's issue handwritten paper citations that are processed by the Police Department. The Police processes the handwritten citations; entering the data, receiving collections and following up on unpaid citations. The Police Department receives the revenue from paid citations. The Municipal Court adjudicates disputed citations.

Parking Related Signage and Wayfinding

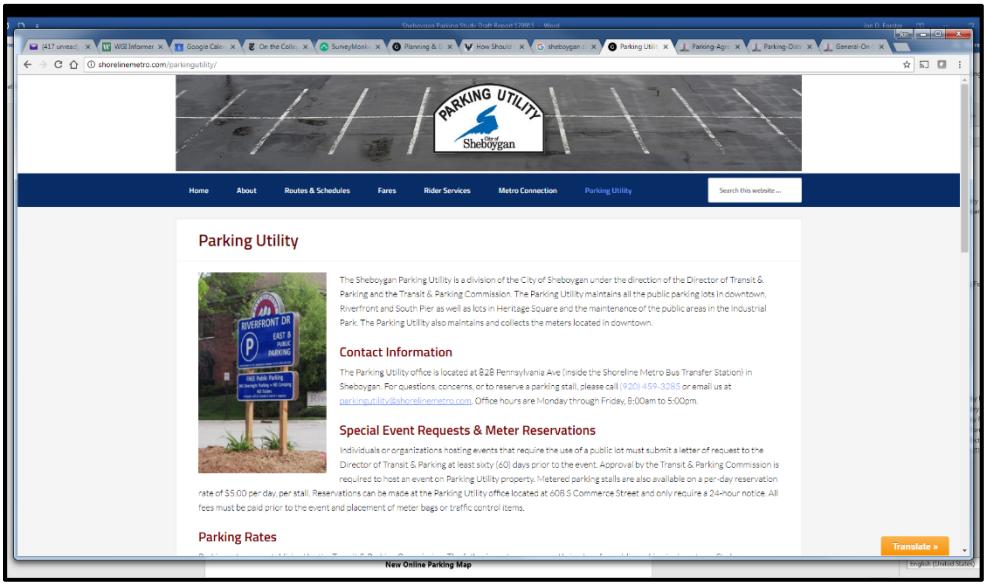
Effective wayfinding programs create a sense of welcoming for both regular and occasional patrons of downtown. Likewise, poor programs can convey that downtown is not "open for business" or an attractive place to go. The Utility has created a branding program for the Municipal Parking Lots that is easy to recognize and uses the International Ⓟ symbol for parking. The signs also incorporate Downtown branding strategies and standards.

Existing Municipal Parking and Wayfinding Signs

The parking lot signs communicate the specific hours of operations and policies. The secondary signs indicate whether the parking lot is for reserved or metered, with free evening and weekend parking.

The Parking Utility has a developed a webpage that is well organized and provides pertinent information regarding parking and related services such as contact information, maps for both on-street and off-street parking, a Reserved Lot Agreement form and other basic information.

Parking Utility Webpage



Current Management and Operational Structure

The downtown parking system is managed by the Parking Utility out of the Shoreline Metro office. The Utility oversees the financial responsibilities of the system, and administers the following services:

- Parking Meter Maintenance
- Signage and Wayfinding
- Responding to Specific Needs and Questions from Downtown Business Owners and Patrons
- Housekeeping and Weed Control in the Parking Lots
- Collection of Coins from Parking Meters
- Invoicing and Collection of Monthly Parking Fees
- Contracting for Lot Repair and Asphalt Maintenance

Services provided by other City departments:

- Department of Public Works
    - Snow and ice control – on-street and parking lots
    - Lighting and basic maintenance
- Police Department
    - Enforcement of Parking Ordinances
        - Unpaid Meters
        - ADA Parking
        - Vehicles in Unauthorized Spaces (By Complaint Only)
        - Other Violations as Requested
- Finance Department
    - Tracks revenue and expenses for Utility budget
    - Creates and issues invoices for annual Parking Utility Assessment

The Parking Utility has two full-time year round staff, with three seasonal staff during the summer months. Other Shoreline Metro staff such as Director Derek Muench and administrative support staff dedicate approximately 30% of their time to management of the Parking Utility.

On-Street Parking

All Downtown parking meters charge 30 cents per hour. There are a limited number of 15 minute meters, but most meters have a two-hour time limit. The Police department issues expired meter citations as part of their daily duties, but do not have staff dedicated to downtown parking. The police issue citations for vehicles exceeding the two hour time limit upon complaint, but do not regularly chalk vehicles for overtime violations.

In order to expand employee parking downtown, the Parking Utility implemented on-street parking permits ($22 per month) for all day parking on certain non-core areas of downtown. The on-street permit program map is shown below.

Off-Street Parking

There are 736 Utility off-street parking spaces in the core area of downtown, and 796 Utility parking spaces in the Riverview and South Pier areas. There is no charge for the spaces in the Riverview and South Pier areas. In the downtown core area, parking permits are $29 per month. The parking spaces are assigned by number and reserved for the patron assigned to the space. The police issue parking citations for parking in a space without a permit upon complaint by the patron assigned that space. The Utility does not issue hangtags, stickers or physical permits for the lots.

The Utility has a waiting list for available parking at several lots. The reserved parking space allocation has caused a shortage in downtown employee parking. A secondary parking market has emerged with USBank and the Econo-Lodge Hotel offering leased monthly parking.

Finances

Year End Parking Utility Revenue and Expenses over the past five years is shown below.

City of Sheboygan Parking Revenue					
(Not Including Assessment)					
	2012	2013	2014	2015	2016
Revevnue for Services	$283,013	$267,285	$275,471	$280,316	$240,128
Expenses	$383,844	$447,015	$376,570	$381,885	$447,196
Difference	($100,831)	($179,730)	($101,099)	($101,569)	($207,068)

The Parking Utility has had average annual revenue of $269,000 and average annual expenditures of $407,000 over the past five years. Revenue from services has been less than expenses in each of the past five years. Significant findings in the Financial Statements of the Parking Utility include:

- Variations in cost of snow removal from year to year can be as much as $40,000.
- The Parking Utility pays Shoreline Metro $70,200 annually for rent and administrative services to support the Parking Utility.
- Meter revenue is usually 20% - 40% higher than parking lot stall rental revenue.
- Revenue for services was down 14% in 2016 compared to 2015, and the lowest of the five years reviewed.

The shortage between total expenses and total income is made up by the property owners with an annual assessment in the four administrative districts within the Utility. Parking Utility staff work to minimize the annual assessment to property owners. The annual assessments have fluctuated between a low of $80,020 in 2014 and $125,794 in 2013. In 2016 the total assessment was $119,451.

SECTION IV – SUMMARY OF STAKEHOLDER GOALS AND CONCERNS

A sample of the comments from various individual and group meetings are listed below:

- Excitement over economic development in downtown and the riverfront districts. There is a desire for continued investment and economic activity.
- There seems to be a parking crunch, and there is a need for more parking spaces to support downtown growth.
- Seemingly contradictory opinions about the parking meters:
    - The meters deter customers and they should be removed, and free parking implemented.
    - The meters serve the vital role of creating turnover and keeping convenient spaces available on the street fronts.
- Winter is the worst time for parking because of the snow and ice.
- There is a need for a parking plan for event evenings. The Weill Center already has large events with over 500 attendees several times per year. The new event space at the Berkshire has the ability to host events for hundreds. Both locations are on the same block. If each had a large event on the same evening, it would be challenging to find parking in the area.

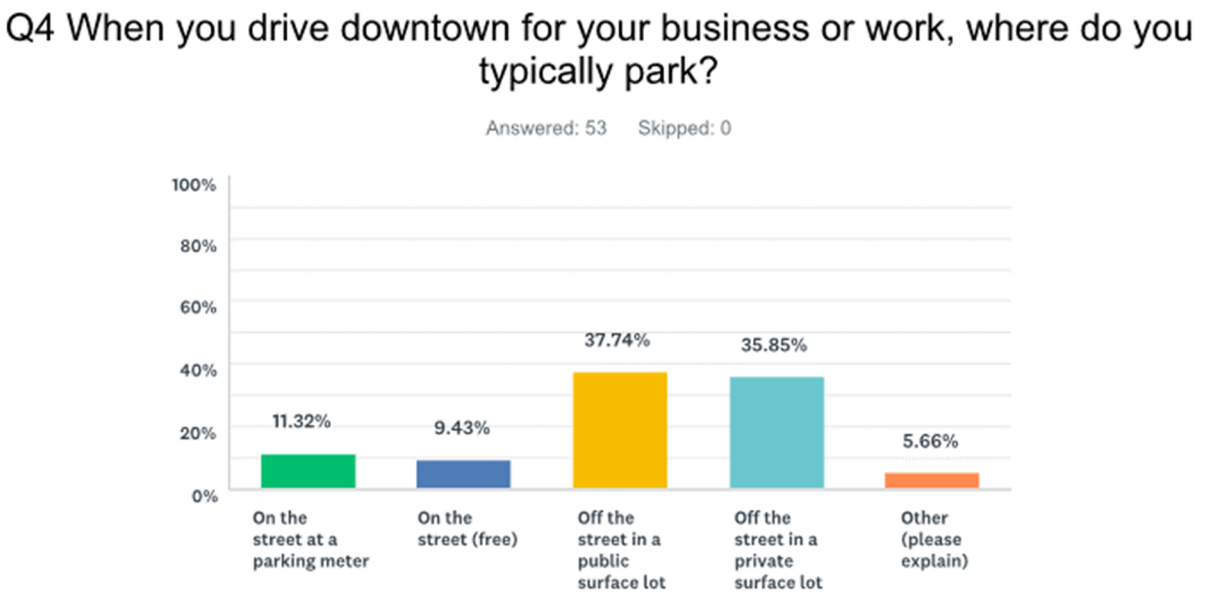
Individual Key Stakeholders Meetings

Director of Public Works - David Biebel
Planning Director - Chad Pelishek
Shoreline Metro Director of Parking and Transit - Derek Muench (and Philip and Ann from his staff)
Chief of Police - Christopher Domagalski
Police Captain - James Veeser
Sheboygan Squared Business Improvement Director - Dave Hoffman
City Finance Director - Nancy Buss
Manager of Planning and Zoning - Steve Sokolowski
Weill Center General Manager - Kimberly Meller
Black Pig Owner - Rob Hurrie
Gottsacker Commercial Realty Owner - Paul Gottsacker
Olivu426 Owner - Caitlin Brotz

SECTION V – SUMMARY OF ONLINE MERCHANT SURVEY RESULTS

An online merchant survey was conducted in June, 2017 as part of our overall stakeholder outreach efforts. The survey was open for approximately six weeks and resulted in a total of 64 completed responses. In general, there were no "hot button" or negative issues identified in the survey results. Highlights of the survey responses are summarized and discussed below. It should be noted that, for discussion purposes, actual survey result percentages have been rounded to the nearest whole numbers. The complete results are located in **Appendix B**.

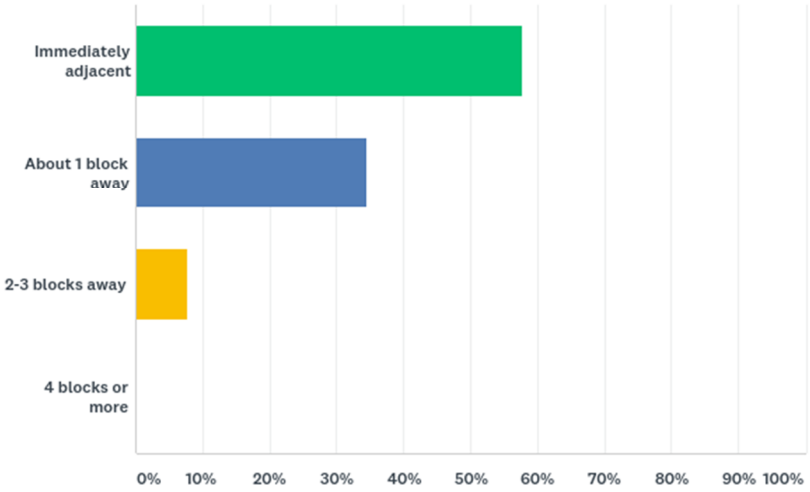
Summary of Merchant Survey Responses



Almost 75% of the merchants park off-street in either an Utility Public parking lot or a privately owned parking lot. The 11% who park at a parking meter should probably be in off-street parking as well, but they may be taking advantage of the meter permit program. Overall, these numbers do not indicate a merchant group that is abusing the on-street parking system.

Q5 How far is your typical parking location from your place of business or work?

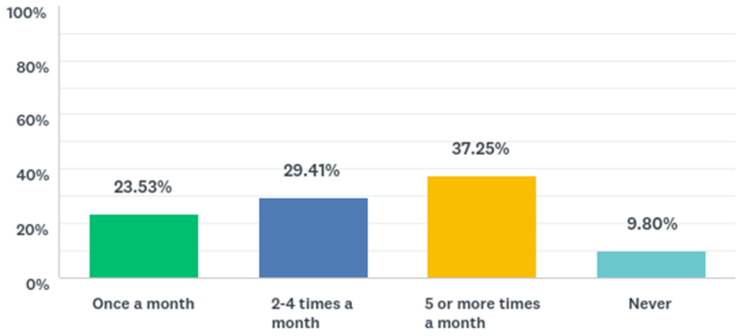
Answered: 52 Skipped: 1



Over 90% of merchants park within a block of their place of business. This level of proximate parking indicates there is plenty of parking in downtown. Perhaps one of the biggest obstacles in downtown parking management is to help owners and employees develop a sense of acceptable walking distance for their specific community.

Q7 How often do you stay or return downtown for dining/entertainment purposes?

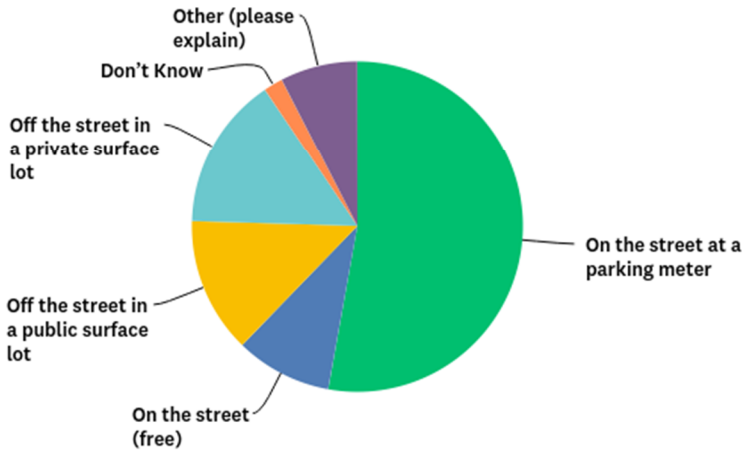
Answered: 51 Skipped: 2



Merchants appear to be committed to downtown and supporting the community. Over 90% spend their leisure time downtown at least once a month, with 75% doing so numerous times per month. The merchant community is invested in downtown.

Q9 Where do those clients and customers typically park?

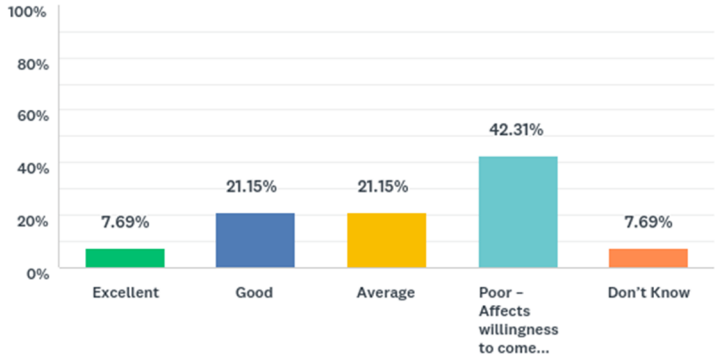
Answered: 53 Skipped: 0



Merchants indicated that 53% of their customers park at the on-street meters. This indicates the meters are an important piece of the downtown parking system, and that on-street parking is valuable to the merchants and desired by the community.

Q11 Based on what you hear from these clients and customers, how would you rate their parking experience?

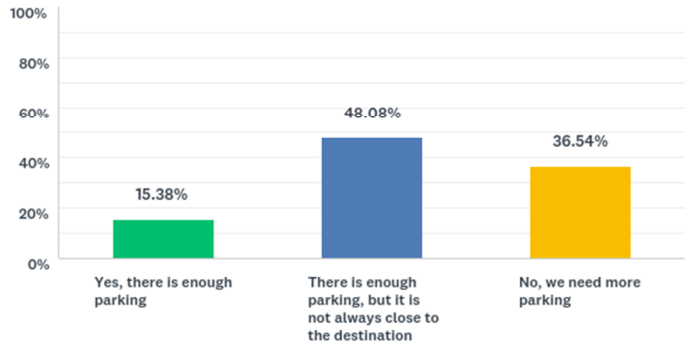
Answered: 52 Skipped: 1



Question 11 asks the merchants to speak for their customers, so the results are affected by the merchants opinions. However, this does correlate with the desire of the merchants for downtown parking to be free.

Q14 In general, do you consider the parking supply in downtown Sheboygan to be adequate?

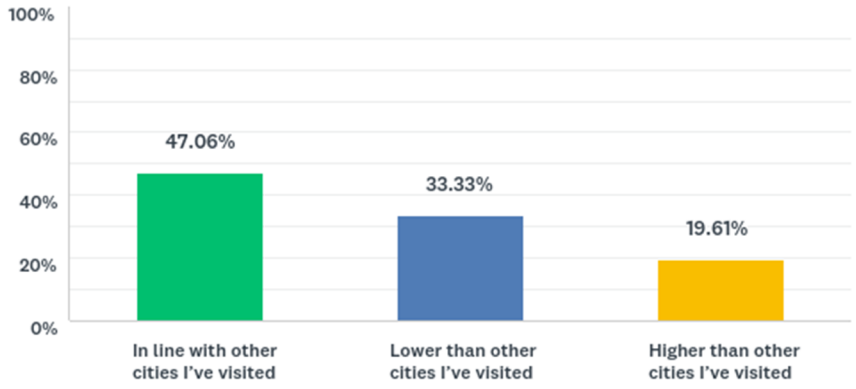
Answered: 52 Skipped: 1



Approximately 36% of the respondents do not think there is enough parking in downtown, while another 48% thinks there is enough parking, it is just not close enough to the destination. This question once again deals with the opinion of what constitutes a reasonable walking distance. It also reveals the perception that more parking is necessary.

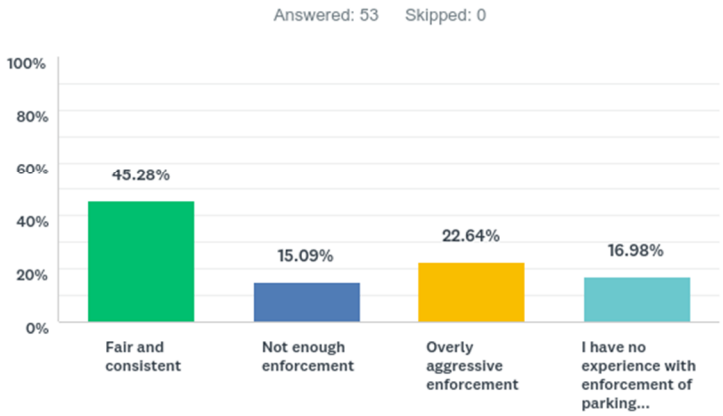
Q15 The rates charged for parking in downtown Sheboygan are:

Answered: 51 Skipped: 2



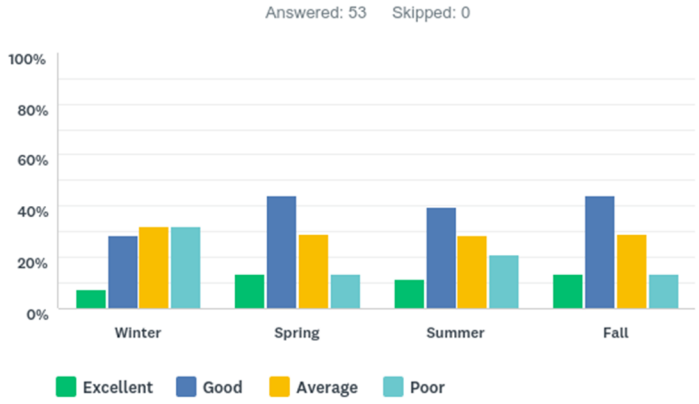
Despite the desire for free parking, over 80% of respondents indicated that parking prices were either lower or comparable to other cities.

Q17 I would describe enforcement of on-street and off-street parking regulations as:



Almost half (45%) of the respondents consider parking enforcement fair and consistent. Almost a quarter (23%) consider enforcement too aggressive, and a sizable portion (15%) would like to see more enforcement. These results would appear to be a mixed bag of opinions on parking enforcement, but the results indicate a reasonable understanding that enforcement is necessary for a properly operating parking system.

Q19 Overall how would you rate the parking in downtown Sheboygan? (Select condition for each season)



Respondents identified winter as the worst season for parking. We included this question to identify if the summer tourist season had an impact on downtown parking. Spring, Summer and Fall all have similar responses, while the winter shows marked decrease in GOOD scores and increase in POOR scores. In interviews with specific merchants, this change has to do with snow and ice control and plowing schedules. There may be an opportunity to improve services by asking merchants to explain their specific concerns.

Key "Take Aways" From Merchant Survey Results

- ***More available parking in downtown; either closer in proximity or simply more spaces.***
- ***A desire for more FREE parking in downtown.***
- ***Paid parking (specifically meters) and parking citations are seen as barriers to visiting downtown.***
- ***51% of respondents to the open ended question "Share your suggestions for improving downtown parking", mentioned Parking Meters somewhere in their written response.***
- ***71% of respondents were from zip code 53081.***

SECTION VI – SUMMARY OF RECOMMENDATIONS

The Parking Utility is a service unit for the residents and visitors of Sheboygan, and should be considered a tool for economic development and community quality of life. Our recommendations are based on the Parking Utility supporting the continuing economic development of downtown, and providing high levels of customer service. The following goals helped to shape our recommendations:

- Provide enough parking spaces for development, and not have to turn anyone away because the Utility doesn't have parking spaces available. (PRIMARY GOAL)
- Maintain the availability of on-street parking for visitors, shoppers and entertainment patrons.
- Continue to bring value to the property owners paying the annual parking assessment, and reduce the assessment where possible.

Our recommendations are summarized below and include time frames (immediate, short-term, mid-term and long-term). Many of the items are short-term operational changes and will likely require additional administrative staff at the Utility for implementation. After the operational changes have been implemented, the current administrative staffing levels may be adequate to provide the customer service expected.

1. **Re-Organize Policies of the Parking Utility to Reflect Patron Needs in an Environment of Increasing Parking Demand.**

   The Parking Utility has a strong commitment to customer service and received compliments from several members of the community. Targeted policy changes will allow to Utility to increase access to parking spaces, while maintaining the high customer service standards they have established. The availability of parking will play a role in the continued development of downtown. Opening up available parking for those residents and businesses that want to be downtown will be necessary for increased economic activity.

   A. End the policy of every parking space being reserved. A monthly parking pass should provide for a parking space within a lot, but not necessarily a specific space. A patron with a permit for Lot 9 could park in any of the unmetered spaces in the lot. This policy would allow the Utility to sell more passes than spaces considering that there are usually a certain percentage of parkers not present on any given day.

      a. The oversell policy has to be monitored so that the vehicle demand does not exceed the characteristics of a certain lot and cause a situation where people cannot find a space in their assigned lot. Some parking facilities can have an oversell as little as 5%, while we have seen other facilities operate comfortably with double the number of permits as parking spaces. Some of the considerations for overselling a parking facility:

         i. What percentage of the passholders are residents of downtown and the parking space constitutes parking at "home".
         ii. Conduct regular occupancy counts to determine if the oversell is too high, or if more permits could be issued.

iii. Winter snow and ice control policies may affect parking supply if vehicle spaces are lost to snow piles after plowing.

b. We do not recommend the use of reserved parking spaces as part of public parking policy; however, if the Utility determines that this product is needed in Sheboygan, there should be a premium price for reserved parking. The premium should be a minimum of 150% of the standard rate, with double the standard rate a reasonable premium.

B. Set monthly rates for the parking lots based on demand. The parking lots in the highest demand areas should charge a higher rate than parking lots further from demand generators. Patrons desire options for parking. Some are willing to pay a higher price to park near their destination, others are willing to walk a few blocks if that saves money each month. Tiered parking rates allow the patrons to choose where to park based on price sensitivity, not by how long they have been on a waiting list.

   High levels of customer service are based on being able to find an open parking space when you want one, not on the cost of the space. Providing options from low priced to premium puts the choice in the hands of the patron and therefore increases satisfaction. This may include raising the monthly fee for the high demand parking lots, while lowering the fee for lightly used parking lots. The on-street monthly permit spaces provide premium parking spaces and should have tiered pricing comparable to premier parking lots.

C. Utilize spaces in Lot 17 (Grandstay Parking) for 8am – 5pm permits. There is room to allow 10-15 additional parkers per day. Lot 17 had peak parking occupancies from 10am to 2pm on our survey days, and little evening parking on Friday, June 23rd (which was a sell out night for the hotel). This parking pattern suggest more of an employee pattern than a hospitality pattern. We suspect there are downtown employees and others parking in this lot during the day. The Police do not enforce this lot unless there is a complaint, and therefore illegal parkers have found some "Free" parking. There may be the opportunity to open up more permit spaces with regular enforcement.

D. Open up underutilized daily meter spaces to permit parking. As noted in recommendation #3; conduct regular occupancy counts to determine how many spaces could be made available to permit parking, and how many should be available for daily parking. Lot 4 (Library) could be opened up to 15 monthly permit spaces to start. Metered spaces in Lot 9 were underutilized as well and could be opened for more monthly parking.

E. The combination of policy changes should open up permit parking spaces for those seeking additional parking downtown. Additional parking spaces will encourage more people to visit downtown and developers to consider investing in downtown knowing that there is ample parking supply.

   Time Frame: Short -Term (12 Months)

2. **Enforce Downtown, Riverfront and South Pier Parking Regulations through the Parking Utility. (*Potentially Indiana Ave. in the Future if the Utility Creates Parking in that Zone.)**

We did not observe any distinct issues with the Police enforcement of parking meters. However, the first priority of the Police Department is public safety. While an important issue, parking violations rarely rise to the level of being a public safety concern.

Parking enforcement conducted by the Parking Utility can be focused on providing high levels of customer service and a regular presence that is not called away for more important public safety issues elsewhere in the community. A Dedicated (Full-Time) Downtown Parking Utility Enforcement Officer would provide the following services and considerations:

- A consistent downtown presence during the work week when meters are in service.
- Provide parking enforcement for all non-moving violations; ADA, loading zones, No Parking zones, etc.
- Serve as liaison between merchants, land owners, downtown employees and the Parking Utility.
- Provide directions, customer service and education on parking costs and policies for patrons and visitors. This could include referrals for jump starts, lockouts, or stranded motorists.
- Conduct regular permit violation checks in the parking lots to assure minimum amount of unauthorized parkers. (If the utility goes away from reserved parking to permit parking, then enforcement of parking permits would become a necessary component of overall parking enforcement.)
- Coordinate sign issues, meter malfunctions and other maintenance issues with the Utility.
- Serve as an extra set of eyes and ears for downtown security.
- Promote the Downtown Vision of the City Planning Department and Sheboygan Squared, and serve as an ambassador for the downtown.
- Coordinate with Police for identification of stolen and abandoned vehicles.

Time Frame: Short -Term (12 Months)
Cost: 1 (One) FTE Parking Enforcement Staff – We highly recommend cross-training for other staff to cover during vacations, sick time, etc.

3. Conduct Quarterly Parking Occupancy Counts to Assist with Parking Planning and Management

When making pro-active policy decisions, the most important factor is having good data on which to base those decisions. In public parking policy, the keystone of data is parking occupancy counts. It is vital to know how the facilities are being used and identify opportunities to maximize the number of vehicles that can access downtown parking. Issues to consider for the parking data counts:

A. Conduct counts on the parking lots during the busiest times of day (10am, noon, 2pm).
    a. Track the occupancy levels in the permit areas and the metered areas separately.
    b. Lower or high occupancy levels may indicate a need to adjust the mix of permits and meters. If the meters are lightly used, the number of permit spaces in that lot should be increased.
B. Conduct counts for the on-street spaces during the busiest times of day (10am, noon, 2pm). The off-street and on-street parking counts do not have to be conducted on the same day.
C. Conduct vehicle turnover counts on specific blocks on 8th Street to determine if vehicles are parked for extended timeframes – over 4 hours. (We can provide forms and assistance with setting up this program.)

Time Frame: Short -Term (12 Months)

4. Extend the Two – Hour Meter Time Limit

The merchant survey indicated that merchants and their customers would like to see the time limits extended. If a patron is making multiple stops in a single trip, such as shopping and lunch, it can be inconvenient to return to the meter within two hours.

Our experience across the country has shown that many patrons prefer three hour time limits for on-street parking. The metered spaces will still turn over several times per day, as most patrons will use less time. In conjunction with the increasing the time limits, the City should enforce the three hour limits to encourage turnover. Enforcement would include tickets for those who move their vehicles to nearby spaces after three hours. Vehicles should have to move at least 4 blocks after 3 hours.

Time Frame: Short-Term (12 Months)

5. Plan Rate Changes

While we do not recommend overall rate changes for metered parking at this time, the Utility should plan for changes to account for inflation. There are operational issues included in rate changes as well. The on-street spaces should have a higher rate than the off-street metered spaces due to the higher levels of service and higher proximity to destinations. A planned rate increase for the meters on 8th Street (at a minimum) should be considered for 2019.

Time Frame: Mid-Term (12-36 Months)

6. Technology Assessment: Options and Recommendations

Similar to many aspects of life, the rapid emergence of communication technology over the past two decades has had a major impact on parking. The ability for customers to locate, reserve and pay for parking has changed an almost all-cash business into one in which large portions of payment are made by mobile phones and through the internet. Parking management and enforcement practices have evolved around instant communication and data storage and retrieval. For example, License Plate Recognition software can gather thousands of license plates per hour, link them to a location through GPS, and communicate with enforcement personnel when a vehicle has parked longer than allowed in a specific space.

The most important aspect of parking technology is: The Application Must Meet the Need. While there are numerous high quality parking technology applications, only a small percentage are the right fit for Sheboygan. Choosing the right applications can increase efficiency and customer service, while overdoing technology can be costly without real benefits.

We reviewed some parking technology applications and have provided our opinions on their use in Sheboygan. We have tried to balance the use of technology with the potential costs and ROI.

Parking Meters

Current parking meters are Duncan Brand – Eagle meters that accept nickels, dimes and quarters. The meters have proven to be fairly durable, but are reaching the end of their planned life span, and are considered at least one generation of technology behind at this point.

Duncan has deployed thousands of these meters worldwide, but has recently splintered as an organization, breaking into separate hardware and software companies. The changes were preceded by a loss of market share and other operational issues, however the largest concern with the Duncan Eagles is long-term maintenance and support.

The newest generation meters accept credit cards and mobile payments. These technologies require data transmission and processing, which comes with additional costs. With the low rates of 30 cents per hour, it would not be feasible to consider credit card meters or mobile payments. The per-transaction costs can be 25 cents to 35 cents, effectively doubling the parking fee. The fee could be passed on to the patron, but would likely cause frustration to pay 30 cents for their meter time and an additional 30 cents in transaction fees.

Multi-space meters cover numerous parking spaces, they have lower transaction fees, and can accept coins, bills, credit cards and even validations.

Multi-Space Meter

Meter Recommendations

1. Continue to utilize the Duncan Eagle meters for as long as possible, recognizing they have a limited life span remaining.
2. Continue to monitor the performance of the meters and create a long-term (5-7 years) budget plan for replacing them as they age with credit card and/ or mobile payment applications.
3. Consider installing a multi-space meter in Lot 4 behind the library and keeping those single space meters for backup and spare parts for the rest of metered areas. **Cost:** Installation of two multi-space meters is $10,000 - $20,000.

Parking Enforcement

As discussed earlier, parking enforcement technology has progressed significantly over the past several years. Many communities have switched from hand-written paper tickets to electronic hand-held ticket writers. We understand the Police Department is working toward electronic ticket issuance, payment and adjudication through the MUNIS system. We recommend continued efforts to bring electronic tickets into use, which will reduce data entry errors and staff time to enter the tickets into the system.

Parking Utility Website

The Parking Utility website is easy to find and has relevant information including parking maps, rates, locations and contact information. The Parking Utility should link to the Police Department webpage for payment of tickets. (Note – the link to pay parking tickets on the Police webpage was not operational when we checked.)

We would recommend the following additions for increased customer service:

1. Best Solution – Combine the Parking Utility and Police parking webpages into a single page that is accessible easily from both sites. A single page would contain all pertinent information for both on-street and off-street parking.

Options that could be included in a single Parking webpage, or that could be integrated into one/both webpages to increase customer service.

2. Add a link on the Utility webpage to the Municipal Court for online parking ticket payments.
3. A parking link on the Sheboygan Squared webpage to the Parking Utility webpage.
4. Add the option to renew or pay monthly or quarterly parking permits online through the Utility webpage. The City already has online payment functions for the Municipal Court (As noted previously, this function was not operating when we checked the website.)

Time Frame: Short-Term to Long-Term (Immediate to 7 years)

7. <u>The Parking Utility Should Receive the Fine Revenue Associated with Downtown Parking Tickets.</u>

Parking meter, overtime and No Parking Zone tickets are a direct result of downtown activity, and should be used to improve downtown. The Parking Utility should receive the revenue to offset the costs of downtown parking management. Associated fees could remain with the Municipal Court System to pay for the costs of collecting the fines.

Time Frame: Short-Term (12 Months)

8. <u>Consider Amending the Ordinance that Allows Credits for Private Parking</u>

The ordinance enabling the Parking Utility, and also the annual assessment, provides an opportunity for reduction in the assessment if the property provides private on-site parking. We believe this reduction works against the goal of downtown development for the following reasons:

1. A reduction in parking assessment creates unnecessary financial incentive to maintain private parking lots. This is in conflict with City development goals of creating infill development.
2. The parking utility exists for the benefit of all in the districts it supports. While a landowner may have private parking spaces, they undoubtedly receive benefit from public parking spaces operated by the Utility.
3. We understand this goal could potentially increase the assessment for several landowners, and may not be popular. However, it is in alignment with City goals to reduce the amount of downtown property dedicated to parking.

Time Frame: Mid-Term (12-36 Months. Should be accomplished with other changes in the first year, but will require necessary time for legal requirements.)

9. Promote the Value of the Parking Utility

Throughout our discussions with staff, merchants and other stakeholders, people have a high opinion of the Parking Utility. Stakeholders noted that the Utility listens to their needs, and takes action to provide solutions. Utility staff take pride in the ability to tackle problems and make downtown better, and not just from a parking perspective. This type of goodwill for the parking system is NOT typical. We were impressed with the positive image created by staff members and the willingness to take on more responsibility than necessary. While we were on-site, Parking Utility staff were working on placing new decorative downtown trash receptacles on 8th Street. This is a small example of a pro-active department that strives to serve the community. The Utility should use the goodwill generated to promote their services as part of the greater downtown community. Some of the opportunities for promotion could include:

1. Annual presentation to City Council on Parking Utility accomplishments, goals and needs.
2. Attendance at Sheboygan Squared events to promote the Utility.
3. Feature on Parking Utility on Splash page of City Website. (Also on Sheboygan Squared page.)

Time Frame: On-going as part of the operations.

10. Identify Locations and Opportunities for Future Parking Structures

While structured parking is not needed at this time, City planners should consider where a parking structure could go in the future. A few strong development projects on parking lots and/or maximum use of the US Bank Building could necessitate additional downtown parking. It would be wise to identify locations where a parking structure could be built and work to keep those options available if needed. Lots 4, 9, 13 and 14 are potential parking structure sites.

The City should also consider the opportunities for Public / Private Partnerships to add parking to downtown when development opportunities arise. The new Encore Apartments included underground parking as an amenity for their tenants. This increased the number of people living and recreating downtown, but will not significantly increase the demand for public parking.

Time Frame: Short-Term (12 Months)

11. Special Event Parking

The Weill Center and The Berkshire event space face a realistic concern about the need for parking if they were to host simultaneous sell-out events. It is important for each facility to have a plan for these events, and the Utility can assist. While there is some parking in the immediate area, the reality is that some people may have to walk a few blocks. People are more willing to walk a little extra for an event, than they would for everyday activity. Both venues should have parking plans for large events, including parking directions on their websites. The Weill Center mentions that parking is free at the street meters at night and on the weekends, but does not list off-street parking opportunities. Items that should be considered in the Event Parking Plan for both locations:

1. Maps of off-street parking locations (Utility lots or private lots)
2. The Sheboygan County Health and Human Services Lot would likely be empty most event times. Inquire with the County about using the lot for sell-out events or at least staff parking on event dates.
3. Lots 2, 3, and 4 are good Weill Center locations.
4. Lot 3 is likely used for staging and entertainers, but there may be an opportunity for reserved pre-paid parking. This could bring extra revenue to Weill and the Parking Utility.
5. The Berkshire could reserve Lot 14 from the Parking Utility and control access to the lot during events.
6. Lot 13 could serve as staff parking for events at The Berkshire.

Time Frame: Immediate

12. Accessible Parking Spaces May not Meet Design Guidelines

As noted the previously, the Accessible parking spaces in some of the municipal parking lots do not meet design guidelines for layout and signage. A complete review of dimensions and quantity should be conducted by public works department to determine the number of Accessible spaces required, proper layout and signage requirements. The ADA guidelines are attached in **Appendix C.**

Time Frame: Short-Term (12 Months)

13. Opportunities for Customer Service Added Value

1. Free Parking Days Twice a Year at the Meters
2. Escalating Fines on Parking Tickets (Sample Fees). The goal of escalating fines is to provide forgiveness for visitors to downtown, while guiding the habitual offenders into compliance with parking policy. Note: Electronic ticket writing would be required to store data regarding the license plate history of each car.
   a. First ticket (on an annual basis) – Warning / No Fine (Does not include ADA)
   b. 2nd Ticket - $10
   c. 3rd Ticket - $10
   d. 4th through 6th Ticket - $20 each
   e. 7th Ticket and after - $50 each
3. Parking Amnesty once every two years. Amnesty would allow those with parking tickets to pay original fines to clear parking tickets off their record.
4. Five percent discount for annual payments of Parking Lot fees. (Reduces processing and bank fees.)
5. The Director of Parking and Transit and associated staff should participate in a professional parking association. Unfortunately, the Wisconsin Parking Association has ceased operation in the past few years. The International Parking Institute and National Parking Association provide parking management support, education and community.

APPENDIX A – VEHICLE OCCUPANCY COUNTS

Downtown Sheboygan Parking Counts - Daytime
June 22, 2017

Block #	Parking Lot	Parking Inventory	8am	10am	12pm	2pm	4pm
1	A	44	6	5	12	10	11
	B	13	0	0	3	1	0
	C	11	1	4	3	5	2
	D	15	1	6	6	5	5
	E	28	1	1	1	1	1
	F	11	6	6	6	6	4
	Total Off-Street	***122***	***15***	***22***	***31***	***28***	***23***
	On-Street North	12	0	0	4	2	5
	On-Street South	6	3	7	5	6	7
	On-Street East	10	1	1	6	3	10
	On-Street West	12	0	0	1	1	1
	Total On-Street	***40***	***4***	***8***	***16***	***12***	***23***
	Total Block Parking	***162***	***19***	***30***	***47***	***40***	***46***
	Total Off-Street Parking Occupancy %		12.3%	18.0%	25.4%	23.0%	18.9%
	Total On-Street Parking Occupancy %		10.0%	20.0%	40.0%	30.0%	57.5%
	Total Parking Occupancy %		11.7%	18.5%	29.0%	24.7%	28.4%

Block #	Parking Lot	Parking Inventory	8am	10am	12pm	2pm	4pm
2	A	45	6	6	6	3	41
	B	16	10	12	9	16	11
	Total Off-Street	***61***	***16***	***18***	***15***	***19***	***52***
	On-Street North	13	6	7	8	4	8
	On-Street South	13	3	4	6	3	13
	On-Street East	13	1	3	2	2	2
	On-Street West	12	2	3	8	8	8
	Total On-Street	***51***	***12***	***17***	***24***	***17***	***31***
	Total Block Parking	***112***	***28***	***35***	***39***	***36***	***83***
	Total Off-Street Parking Occupancy %		26.2%	29.5%	24.6%	31.1%	85.2%
	Total On-Street Parking Occupancy %		23.5%	33.3%	47.1%	33.3%	60.8%
	Total Parking Occupancy %		25.0%	31.3%	34.8%	32.1%	74.1%

Block #	Parking Lot	Parking Inventory	8am	10am	12pm	2pm	4pm
3	A	25	7	5	5	6	7
	B	48	10	7	8	8	7
	C	20	2	7	6	7	9
	D	17	1	5	6	6	6
	Total Off-Street	***110***	***20***	***24***	***25***	***27***	***29***
	On-Street North	12	2	4	4	5	8
	On-Street South	12	0	3	2	3	3
	On-Street East	9	2	4	3	4	5
	On-Street West	12	0	0	0	3	5
	Total On-Street	***45***	***4***	***11***	***9***	***15***	***21***
	Total Block Parking	***155***	***24***	***35***	***34***	***42***	***50***
	Total Off-Street Parking Occupancy %		18.2%	21.8%	22.7%	24.5%	26.4%
	Total On-Street Parking Occupancy %		8.9%	24.4%	20.0%	33.3%	46.7%
	Total Parking Occupancy %		15.5%	22.6%	21.9%	27.1%	32.3%

Block #	Parking Lot	Parking Inventory	8am	10am	12pm	2pm	4pm
4	A	40	14	26	18	7	10
	B	10	3	3	5	3	4
	C	10	2	3	3	1	2
	D	12	2	6	6	6	2
	E	10	0	1	1	0	1
	F	5	2	1	4	1	1
	Total Off-Street	***87***	***23***	***40***	***37***	***18***	***20***
	On-Street North	12	3	5	7	5	10
	On-Street South	12	7	7	9	5	4
	On-Street East	8	3	5	4	3	0
	On-Street West	16	3	4	12	5	9
	Total On-Street	***48***	***16***	***21***	***32***	***18***	***23***
	Total Block Parking	***135***	***39***	***61***	***69***	***36***	***43***
	Total Off-Street Parking Occupancy %		26.4%	46.0%	42.5%	20.7%	23.0%
	Total On-Street Parking Occupancy %		33.3%	43.8%	66.7%	37.5%	47.9%
	Total Parking Occupancy %		28.9%	45.2%	51.1%	26.7%	31.9%

Block #	Parking Lot	Parking Inventory	8am	10am	12pm	2pm	4pm
5	0	0	0	0	0	0	0
	Total Off-Street	***0***	***0***	***0***	***0***	***0***	***0***
	On-Street North	11	0	0	5	1	2
	On-Street South	12	0	0	0	0	0
	On-Street East	10	0	1	1	2	0
	On-Street West	5	0	0	0	0	0
	Total On-Street	***38***	***0***	***1***	***6***	***3***	***2***
	Total Block Parking	***38***	***0***	***1***	***6***	***3***	***2***
	Total Off-Street Parking Occupancy %		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
	Total On-Street Parking Occupancy %		0.0%	2.6%	15.8%	7.9%	5.3%
	Total Parking Occupancy %		0.0%	2.6%	15.8%	7.9%	5.3%

Block #	Parking Lot	Parking Inventory	8am	10am	12pm	2pm	4pm
6	A	179	106	107	83	106	106
	Total Off-Street	***179***	***106***	***107***	***83***	***106***	***106***
	On-Street North	7	4	7	4	4	4
	On-Street South	10	1	0	0	0	0
	On-Street East	10	0	0	0	0	0
	On-Street West	15	0	1	0	12	3
	Total On-Street	***42***	***5***	***8***	***4***	***16***	***7***
	Total Block Parking	***221***	***111***	***115***	***87***	***122***	***113***
	Total Off-Street Parking Occupancy %		59.2%	59.8%	46.4%	59.2%	59.2%
	Total On-Street Parking Occupancy %		11.9%	19.0%	9.5%	38.1%	16.7%
	Total Parking Occupancy %		50.2%	52.0%	39.4%	55.2%	51.1%

Block #	Parking Lot	Parking Inventory	8am	10am	12pm	2pm	4pm
7	A	27	0	7	7	7	7
	B	10	4	4	5	6	5
	C	25	6	8	5	10	6
	D	25	2	2	2	2	2
	E	21	13	13	10	12	11
	F	24	7	6	9	7	7
	G	27	13	21	13	15	15
	Total Off-Street	***159***	***45***	***61***	***51***	***59***	***53***
	On-Street North	9	1	2	1	0	1
	On-Street South	10	0	6	4	5	2
	On-Street East	8	3	5	4	6	0
	On-Street West	9	0	0	0	0	0
	Total On-Street	***36***	***4***	***13***	***9***	***11***	***3***
	Total Block Parking	***195***	***49***	***74***	***60***	***70***	***56***
	Total Off-Street Parking Occupancy %		28.3%	38.4%	32.1%	37.1%	33.3%
	Total On-Street Parking Occupancy %		11.1%	36.1%	25.0%	30.6%	8.3%
	Total Parking Occupancy %		25.1%	37.9%	30.8%	35.9%	28.7%

Block #	Parking Lot	Parking Inventory	8am	10am	12pm	2pm	4pm
8	A	75	29	24	23	18	20
	B	24	9	12	11	9	12
	Total Off-Street	***99***	***38***	***36***	***34***	***27***	***32***
	On-Street North	6	4	1	3	1	3
	On-Street South	4	1	1	0	0	1
	On-Street East	14	0	0	0	0	0
	On-Street West	19	2	4	10	5	6
	Total On-Street	***43***	***7***	***6***	***13***	***6***	***10***
	Total Block Parking	***142***	***45***	***42***	***47***	***33***	***42***
	Total Off-Street Parking Occupancy %		38.4%	36.4%	34.3%	27.3%	32.3%
	Total On-Street Parking Occupancy %		16.3%	14.0%	30.2%	14.0%	23.3%
	Total Parking Occupancy %		31.7%	29.6%	33.1%	23.2%	29.6%

Block #	Parking Lot	Parking Inventory	8am	10am	12pm	2pm	4pm
9	A	50	4	6	4	5	5
	Total Off-Street	***50***	***4***	***6***	***4***	***5***	***5***
	On-Street North	15	0	3	2	5	2
	On-Street South	0	4	3	2	3	2
	On-Street East	9	1	6	3	1	4
	On-Street West	9	0	0	0	1	0
	Total On-Street	***33***	***5***	***12***	***7***	***10***	***8***
	Total Block Parking	***83***	***9***	***18***	***11***	***15***	***13***
	Total Off-Street Parking Occupancy %		8.0%	12.0%	8.0%	10.0%	10.0%
	Total On-Street Parking Occupancy %		15.2%	36.4%	21.2%	30.3%	24.2%
	Total Parking Occupancy %		10.8%	21.7%	13.3%	18.1%	15.7%

Block #	Parking Lot	Parking Inventory	8am	10am	12pm	2pm	4pm
10	A	110	43	73	73	78	57
	Total Off-Street	***110***	***43***	***73***	***73***	***78***	***57***
	On-Street North	19	0	0	0	1	1
	On-Street South	14	3	4	3	3	2
	On-Street East	0	0	1	0	0	0
	On-Street West	28	5	8	18	10	9
	Total On-Street	***61***	***8***	***13***	***21***	***14***	***12***
	Total Block Parking	***171***	***51***	***86***	***94***	***92***	***69***
	Total Off-Street Parking Occupancy %		39.1%	66.4%	66.4%	70.9%	51.8%
	Total On-Street Parking Occupancy %		13.1%	21.3%	34.4%	23.0%	19.7%
	Total Parking Occupancy %		29.8%	50.3%	55.0%	53.8%	40.4%

Block #	Parking Lot	Parking Inventory	8am	10am	12pm	2pm	4pm
11	A	92	1	37	26	33	44
	B	4	1	0	2	3	0
	Total Off-Street	***96***	***2***	***37***	***28***	***36***	***44***
	On-Street North	0	0	0	0	0	0
	On-Street South	6	6	6	3	3	4
	On-Street East	0	0	0	0	0	0
	On-Street West	9	2	4	4	4	2
	Total On-Street	***15***	***8***	***10***	***7***	***7***	***6***
	Total Block Parking	***111***	***10***	***47***	***35***	***43***	***50***
	Total Off-Street Parking Occupancy %		2.1%	38.5%	29.2%	37.5%	45.8%
	Total On-Street Parking Occupancy %		53.3%	66.7%	46.7%	46.7%	40.0%
	Total Parking Occupancy %		9.0%	42.3%	31.5%	38.7%	45.0%

Block #	Parking Lot	Parking Inventory	8am	10am	12pm	2pm	4pm
12	A	64	27	37	25	33	20
	B	66	13	44	43	45	29
	Total Off-Street	***130***	***40***	***81***	***68***	***78***	***49***
	On-Street North	15	2	2	4	2	3
	On-Street South	9	9	9	9	7	3
	On-Street East	6	3	4	4	3	4
	On-Street West	10	3	5	6	6	4
	Total On-Street	***40***	***17***	***20***	***23***	***18***	***14***
	Total Block Parking	***170***	***57***	***101***	***91***	***96***	***63***
	Total Off-Street Parking Occupancy %		30.8%	62.3%	52.3%	60.0%	37.7%
	Total On-Street Parking Occupancy %		42.5%	50.0%	57.5%	45.0%	35.0%
	Total Parking Occupancy %		33.5%	59.4%	53.5%	56.5%	37.1%

Block #	Parking Lot	Parking Inventory	8am	10am	12pm	2pm	4pm
13	A	36	6	7	6	4	2
	B	39	22	25	38	23	23
	C	7	4	4	4	4	4
	D	10	3	3	4	3	2
	E	17	6	4	3	7	7
	F	5	1	3	0	1	2
	G	14	4	5	8	7	6
	Total Off-Street	***128***	***46***	***51***	***63***	***49***	***46***
	On-Street North	17	7	8	9	6	8
	On-Street South	4	1	6	4	4	4
	On-Street East	11	0	3	2	7	13
	On-Street West	4	3	3	2	1	1
	Total On-Street	***36***	***11***	***20***	***17***	***18***	***26***
	Total Block Parking	***164***	***57***	***71***	***80***	***67***	***72***
	Total Off-Street Parking Occupancy %		35.9%	39.8%	49.2%	38.3%	35.9%
	Total On-Street Parking Occupancy %		30.6%	55.6%	47.2%	50.0%	72.2%
	Total Parking Occupancy %		34.8%	43.3%	48.8%	40.9%	43.9%

Block #	Parking Lot	Parking Inventory	8am	10am	12pm	2pm	4pm
14	A	51	36	34	28	32	20
	B	10	0	5	2	4	7
	C	8	4	7	4	3	3
	D	21	9	8	6	6	9
	E	48	26	30	17	24	22
	F	20	5	8	7	6	6
	G	10	8	8	8	6	10
	Total Off-Street	***168***	***88***	***100***	***72***	***81***	***77***
	On-Street North	7	7	7	6	7	3
	On-Street South	12	0	0	5	0	2
	On-Street East	9	0	0	0	0	0
	On-Street West	10	0	5	5	2	5
	Total On-Street	***38***	***7***	***12***	***16***	***9***	***10***
	Total Block Parking	***206***	***95***	***112***	***88***	***90***	***87***
	Total Off-Street Parking Occupancy %		52.4%	59.5%	42.9%	48.2%	45.8%
	Total On-Street Parking Occupancy %		18.4%	31.6%	42.1%	23.7%	26.3%
	Total Parking Occupancy %		46.1%	54.4%	42.7%	43.7%	42.2%

Block #	Parking Lot	Parking Inventory	8am	10am	12pm	2pm	4pm
15	A	44	14	12	18	18	9
	B	41	13	14	12	14	11
	C	12	2	4	4	4	4
	Total Off-Street	***97***	***29***	***30***	***34***	***36***	***24***
	On-Street North	6	4	6	3	2	3
	On-Street South	8	3	5	3	4	3
	On-Street East	22	0	2	1	0	12
	On-Street West	3	0	0	0	0	0
	Total On-Street	***39***	***7***	***13***	***7***	***6***	***18***
	Total Block Parking	***136***	***36***	***43***	***41***	***42***	***42***
	Total Off-Street Parking Occupancy %		29.9%	30.9%	35.1%	37.1%	24.7%
	Total On-Street Parking Occupancy %		17.9%	33.3%	17.9%	15.4%	46.2%
	Total Parking Occupancy %		26.5%	31.6%	30.1%	30.9%	30.9%

Block #	Parking Lot	Parking Inventory	8am	10am	12pm	2pm	4pm
16	A	80	24	31	36	24	18
	B	25	15	14	13	10	12
	C	28	15	17	17	19	15
	D	15	9	10	10	5	5
	Total Off-Street	***148***	***63***	***72***	***76***	***58***	***50***
	On-Street North	7	0	1	6	3	2
	On-Street South	0	0	0	0	0	0
	On-Street East	0	0	0	0	0	0
	On-Street West	9	7	3	7	9	2
	Total On-Street	***16***	***7***	***4***	***13***	***12***	***4***
	Total Block Parking	***164***	***70***	***76***	***89***	***70***	***54***
	Total Off-Street Parking Occupancy %		42.6%	48.6%	51.4%	39.2%	33.8%
	Total On-Street Parking Occupancy %		43.8%	25.0%	81.3%	75.0%	25.0%
	Total Parking Occupancy %		42.7%	46.3%	54.3%	42.7%	32.9%

Block #	Parking Lot	Parking Inventory	8am	10am	12pm	2pm	4pm
17	A	134	29	38	57	41	47
	B	13	8	10	12	5	8
	C	15	8	8	7	8	9
	Total Off-Street	***162***	***45***	***56***	***76***	***54***	***64***
	On-Street North	14	0	8	6	8	4
	On-Street South	0	0	0	0	0	0
	On-Street East	9	5	7	9	7	2
	On-Street West	0	0	0	0	0	0
	Total On-Street	***23***	***5***	***15***	***15***	***15***	***6***
	Total Block Parking	***185***	***50***	***71***	***91***	***69***	***70***
	Total Off-Street Parking Occupancy %		27.8%	34.6%	46.9%	33.3%	39.5%
	Total On-Street Parking Occupancy %		21.7%	65.2%	65.2%	65.2%	26.1%
	Total Parking Occupancy %		27.0%	38.4%	49.2%	37.3%	37.8%

Block #	Parking Lot	Parking Inventory	8am	10am	12pm	2pm	4pm
18	A	150	71	66	71	65	27
	B	22	4	5	6	4	3
	Total Off-Street	***172***	***75***	***71***	***77***	***69***	***30***
	On-Street North	0	0	0	0	0	0
	On-Street South	0	0	0	0	0	0
	On-Street East	11	5	4	1	3	0
	On-Street West	0	0	0	0	0	0
	Total On-Street	***11***	***5***	***4***	***1***	***3***	***0***
	Total Block Parking	***183***	***80***	***75***	***78***	***72***	***30***
	Total Off-Street Parking Occupancy %		43.6%	41.3%	44.8%	40.1%	17.4%
	Total On-Street Parking Occupancy %		45.5%	36.4%	9.1%	27.3%	0.0%
	Total Parking Occupancy %		43.7%	41.0%	42.6%	39.3%	16.4%

Downtown Sheboygan Parking Counts - Daytime
June 22, 2017

Block #	Parking Lot	Parking Inventory	8am	10am	12pm	2pm	4pm
19	A	56	39	24	33	31	32
	B	34	20	28	20	21	21
	C	14	8	8	4	10	8
	D	13	7	6	7	10	6
	E	7	4	3	4	3	2
	s2	4	2	3	2	2	1
	S3	8	3	5	2	4	1
	Total Off-Street	***136***	***83***	***77***	***72***	***81***	***71***
	On-Street North	0	0	0	0	0	0
	On-Street South	10	6	6	5	3	1
	On-Street East	0					
	On-Street West	4					
	Total On-Street	***14***	***6***	***6***	***5***	***3***	***1***
	Total Block Parking	***150***	***89***	***83***	***77***	***84***	***72***
	Total Off-Street Parking Occupancy %		61.0%	56.6%	52.9%	59.6%	52.2%
	Total On-Street Parking Occupancy %		42.9%	42.9%	35.7%	21.4%	7.1%
	Total Parking Occupancy %		59.3%	55.3%	51.3%	56.0%	48.0%

Block #	Parking Lot	Parking Inventory	8am	10am	12pm	2pm	4pm
20	A	94	11	21	49	28	28
	B	37	0	3	8	6	2
	Total Off-Street	***131***	***11***	***24***	***57***	***34***	***30***
	On-Street North+West	20	3	3	2	2	3
	On-Street South	0	0	0	0	0	0
	On-Street East	0	0	0	0	0	0
	Total On-Street	***20***	***3***	***3***	***2***	***2***	***3***
	Total Block Parking	***151***	***14***	***27***	***59***	***36***	***33***
	Total Off-Street Parking Occupancy %		8.4%	18.3%	43.5%	26.0%	22.9%
	Total On-Street Parking Occupancy %		15.0%	15.0%	10.0%	10.0%	15.0%
	Total Parking Occupancy %		9.3%	17.9%	39.1%	23.8%	21.9%

Block #	Parking Lot	Parking Inventory	8am	10am	12pm	2pm	4pm
21	A	37	8	8	10	7	5
	B	41	1	2	7	0	0
	C	37	3	4	16	4	1
	D	34	30	32	27	22	10
	Total Off-Street	***149***	***42***	***46***	***60***	***33***	***16***
	On-Street North	10	5	6	4	4	2
	On-Street South	12	0	4	8	0	0
	On-Street East	0	0	0	0	0	0
	On-Street West	12	7	6	4	7	4
	Total On-Street	***34***	***12***	***16***	***16***	***11***	***6***
	Total Block Parking	***183***	***54***	***62***	***76***	***44***	***22***
	Total Off-Street Parking Occupancy %		28.2%	30.9%	40.3%	22.1%	10.7%
	Total On-Street Parking Occupancy %		35.3%	47.1%	47.1%	32.4%	17.6%
	Total Parking Occupancy %		29.5%	33.9%	41.5%	24.0%	12.0%

Block #	Parking Lot	Parking Inventory	8am	10am	12pm	2pm	4pm
22	A	140	43	46	49	50	55
	B	26	5	7	12	12	10
	C	80	1	3	2	2	1
	D	32	21	25	20	21	16
	Total Off-Street	***278***	***70***	***81***	***83***	***85***	***82***
	On-Street North	0	0	0	0	0	0
	On-Street South	0	0	0	0	0	0
	On-Street East	13	5	4	2	3	1
	On-Street West	9	0	0	0	0	0
	Total On-Street	***22***	***5***	***4***	***2***	***3***	***1***
	Total Block Parking	***300***	***75***	***85***	***85***	***88***	***83***
	Total Off-Street Parking Occupancy %		25.2%	29.1%	29.9%	30.6%	29.5%
	Total On-Street Parking Occupancy %		22.7%	18.2%	9.1%	13.6%	4.5%
	Total Parking Occupancy %		25.0%	28.3%	28.3%	29.3%	27.7%

Block #	Parking Lot	Parking Inventory	8am	10am	12pm	2pm	4pm
23	A	39	10	9	11	17	8
	s1	10	5	8	13	5	4
	s2	8	3	2	2	3	3
	Total Off-Street	***39***	***10***	***9***	***11***	***17***	***8***
	Total On-Street	***18***	***8***	***10***	***15***	***8***	***7***
	Total Block Parking	***57***	***18***	***19***	***26***	***25***	***15***
	Total Off-Street Parking Occupancy %		25.6%	23.1%	28.2%	43.6%	20.5%
	Total On-Street Parking Occupancy %		44.4%	55.6%	83.3%	44.4%	38.9%
	Total Parking Occupancy %		31.6%	33.3%	45.6%	43.9%	26.3%

Block #	Parking Lot	Parking Inventory	8am	10am	12pm	2pm	4pm
24	A	57	10	14	34	18	40
	B	93	70	83	78	71	66
	C	28	7	4	5	4	6
	D	11	6	6	9	9	7
	Total Off-Street	***189***	***93***	***107***	***126***	***102***	***119***
	On-Street North	0	0	0	0	0	0
	On-Street South	0	0	0	0	0	0
	On-Street East	0	0	0	0	0	0
	On-Street West	27	11	17	14	14	15
	Total On-Street	***27***	***11***	***17***	***14***	***14***	***15***
	Total Block Parking	***216***	***104***	***124***	***140***	***116***	***134***
	Total Off-Street Parking Occupancy %		49.2%	56.6%	66.7%	54.0%	63.0%
	Total On-Street Parking Occupancy %		40.7%	63.0%	51.9%	51.9%	55.6%
	Total Parking Occupancy %		48.1%	57.4%	64.8%	53.7%	62.0%

Downtown Sheboygan Parking Counts - Daytime
June 22, 2017

Block #	Parking Lot	Parking Inventory	8am	10am	12pm	2pm	4pm
S. Pier	A	34	12	14	13	11	23
	B + C	153	1	2	3	2	10
	D	93	4	5	5	6	8
	Total Off-Street	***187***	***13***	***16***	***16***	***13***	***33***
	s1	151	21	34	39	36	45
	s2	22	6	4	1	2	3
	s3	24	7	4	5	2	3
	s4	28	1	1	1	2	2
	Total On-Street	***225***	***35***	***43***	***46***	***42***	***53***
	Total Block Parking	***412***	***48***	***59***	***62***	***55***	***86***
	Total Off-Street Parking Occupancy %		7.0%	8.6%	8.6%	7.0%	17.6%
	Total On-Street Parking Occupancy %		15.6%	19.1%	20.4%	18.7%	23.6%
	Total Parking Occupancy %		11.7%	14.3%	15.0%	13.3%	20.9%

Downtown Sheboygan Parking Counts
June 23, 2017

Block #	Parking Lot	Parking Inventory	4 pm	6 pm	8 pm	10 pm
1	A	44	9	16	15	7
	B	13	3	7	5	3
	C	11	1	0	0	6
	D	15	3	9	6	1
	E	28	2	6	2	1
	F	11	4	2	2	0
	Total Off-Street	***122***	***22***	***40***	***30***	***18***
	On-Street North	12	7	11	6	4
	On-Street South	6	5	8	5	2
	On-Street East	10	5	9	6	3
	On-Street West	12	3	2	1	0
	Total On-Street	***40***	***20***	***30***	***18***	***9***
	Total Block Parking	***162***	***42***	***70***	***48***	***27***
	Total Off-Street Parking Occupancy %		18.0%	32.8%	24.6%	14.8%
	Total On-Street Parking Occupancy %		50.0%	75.0%	45.0%	22.5%
	Total Parking Occupancy %		25.9%	43.2%	29.6%	16.7%

Block #	Parking Lot	Parking Inventory	4 pm	6 pm	8 pm	10 pm
2	A	45	3	1	1	1
	B	16	10	3	3	2
	Total Off-Street	***61***	***13***	***4***	***4***	***3***
	On-Street North	13	11	10	11	8
	On-Street South	13	4	1	6	1
	On-Street East	13	2	2	4	3
	On-Street West	12	6	9	11	6
	Total On-Street	***51***	***23***	***22***	***32***	***18***
	Total Block Parking	***112***	***36***	***26***	***36***	***21***
	Total Off-Street Parking Occupancy %		21.3%	6.6%	6.6%	4.9%
	Total On-Street Parking Occupancy %		45.1%	43.1%	62.7%	35.3%
	Total Parking Occupancy %		32.1%	23.2%	32.1%	18.8%

Block #	Parking Lot	Parking Inventory	4 pm	6 pm	8 pm	10 pm
3	A	25	7	7	9	9
	B	48	2	2	2	1
	C	20	8	6	6	7
	D	17	9	12	10	12
	Total Off-Street	***110***	***26***	***27***	***27***	***29***
	On-Street North	12	3	3	7	5
	On-Street South	12	0	0	0	3
	On-Street East	9	0	5	7	4
	On-Street West	12	0	0	0	0
	Total On-Street	***45***	***3***	***8***	***14***	***12***
	Total Block Parking	***155***	***29***	***35***	***41***	***41***
	Total Off-Street Parking Occupancy %		23.6%	24.5%	24.5%	26.4%
	Total On-Street Parking Occupancy %		6.7%	17.8%	31.1%	26.7%
	Total Parking Occupancy %		18.7%	22.6%	26.5%	26.5%

Block #	Parking Lot	Parking Inventory	4 pm	6 pm	8 pm	10 pm
4	A	40	11	3	3	3
	B	10	4	6	2	2
	C	10	1	1	1	2
	D	12	1	1	1	2
	E	10	1	0	0	0
	F	5	1	0	1	1
	Total Off-Street	***87***	***19***	***11***	***8***	***10***
	On-Street North	12	5	6	6	5
	On-Street South	12	3	1	1	1
	On-Street East	8	4	1	1	0
	On-Street West	16	8	12	14	12
	Total On-Street	***48***	***20***	***20***	***22***	***18***
	Total Block Parking	***135***	***39***	***31***	***30***	***28***
	Total Off-Street Parking Occupancy %		21.8%	12.6%	9.2%	11.5%
	Total On-Street Parking Occupancy %		41.7%	41.7%	45.8%	37.5%
	Total Parking Occupancy %		28.9%	23.0%	22.2%	20.7%

Block #	Parking Lot	Parking Inventory	4 pm	6 pm	8 pm	10 pm
5	0	0	0	0	0	0
	Total Off-Street	***0***	***0***	***0***	***0***	***0***
	On-Street North	11	2	1	0	0
	On-Street South	12	0	1	0	0
	On-Street East	10	2	2	2	1
	On-Street West	5	0	0	0	0
	Total On-Street	***38***	***4***	***4***	***2***	***1***
	Total Block Parking	***38***	***4***	***4***	***2***	***1***
	Total Off-Street Parking Occupancy %		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
	Total On-Street Parking Occupancy %		10.5%	10.5%	5.3%	2.6%
	Total Parking Occupancy %		10.5%	10.5%	5.3%	2.6%

Block #	Parking Lot	Parking Inventory	4 pm	6 pm	8 pm	10 pm
6	A	179	82	14	7	14
	Total Off-Street	***179***	***82***	***14***	***7***	***14***
	On-Street North	7	4	2	1	1
	On-Street South	10	0	2	2	0
	On-Street East	10	0	0	0	0
	On-Street West	15	3	3	1	1
	Total On-Street	***42***	***7***	***7***	***4***	***2***
	Total Block Parking	***221***	***89***	***21***	***11***	***16***
	Total Off-Street Parking Occupancy %		45.8%	7.8%	3.9%	7.8%
	Total On-Street Parking Occupancy %		16.7%	16.7%	9.5%	4.8%
	Total Parking Occupancy %		40.3%	9.5%	5.0%	7.2%

Block #	Parking Lot	Parking Inventory	4 pm	6 pm	8 pm	10 pm
7	A	27	5	4	2	0
	B	10	1	0	0	0
	C	25	3	0	0	0
	D	25	2	2	2	2
	E	21	5	0	0	0
	F	24	4	4	6	12
	G	27	14	15	25	26
	Total Off-Street	***159***	***34***	***25***	***35***	***40***
	On-Street North	9	1	0	0	0
	On-Street South	10	2	0	0	0
	On-Street East	8	3	5	6	0
	On-Street West	9	0	0	0	0
	Total On-Street	***36***	***6***	***5***	***6***	***0***
	Total Block Parking	***195***	***40***	***30***	***41***	***40***
	Total Off-Street Parking Occupancy %		21.4%	15.7%	22.0%	25.2%
	Total On-Street Parking Occupancy %		16.7%	13.9%	16.7%	0.0%
	Total Parking Occupancy %		20.5%	15.4%	21.0%	20.5%

Block #	Parking Lot	Parking Inventory	4 pm	6 pm	8 pm	10 pm
8	A	75	26	30	45	52
	B	24	13	7	7	1
	Total Off-Street	***99***	***39***	***37***	***52***	***53***
	On-Street North	6	4	1	4	2
	On-Street South	4	0	1	2	2
	On-Street East	14	0	0	0	0
	On-Street West	19	5	15	17	4
	Total On-Street	***43***	***9***	***17***	***23***	***8***
	Total Block Parking	***142***	***48***	***54***	***75***	***61***
	Total Off-Street Parking Occupancy %		39.4%	37.4%	52.5%	53.5%
	Total On-Street Parking Occupancy %		20.9%	39.5%	53.5%	18.6%
	Total Parking Occupancy %		33.8%	38.0%	52.8%	43.0%

Block #	Parking Lot	Parking Inventory	4 pm	6 pm	8 pm	10 pm
9	A	50	3	1	1	1
	Total Off-Street	***50***	***3***	***1***	***1***	***1***
	On-Street North	15	2	0	0	0
	On-Street South	0	0	0	0	0
	On-Street East	9	3	3	3	0
	On-Street West	9	0	0	0	0
	Total On-Street	***33***	***5***	***3***	***3***	***0***
	Total Block Parking	***83***	***8***	***4***	***4***	***1***
	Total Off-Street Parking Occupancy %		6.0%	2.0%	2.0%	2.0%
	Total On-Street Parking Occupancy %		15.2%	9.1%	9.1%	0.0%
	Total Parking Occupancy %		9.6%	4.8%	4.8%	1.2%

Block #	Parking Lot	Parking Inventory	4 pm	6 pm	8 pm	10 pm
10	A	110	44	16	9	10
	Total Off-Street	***110***	***44***	***16***	***9***	***10***
	On-Street North	19	1	2	6	4
	On-Street South	14	2	1	0	0
	On-Street East	0	0	0	0	0
	On-Street West	28	10	6	11	1
	Total On-Street	***61***	***13***	***9***	***17***	***5***
	Total Block Parking	***171***	***57***	***25***	***26***	***15***
	Total Off-Street Parking Occupancy %		40.0%	14.5%	8.2%	9.1%
	Total On-Street Parking Occupancy %		21.3%	14.8%	27.9%	8.2%
	Total Parking Occupancy %		33.3%	14.6%	15.2%	8.8%

Block #	Parking Lot	Parking Inventory	4 pm	6 pm	8 pm	10 pm
11	A	92	25	3	2	1
	B	4	1	0	0	0
	Total Off-Street	***96***	***26***	***3***	***2***	***1***
	On-Street North	0	0	0	0	0
	On-Street South	6	2	0	0	0
	On-Street East	0	0	0	0	0
	On-Street West	9	0	0	0	0
	Total On-Street	***15***	***2***	***0***	***0***	***0***
	Total Block Parking	***111***	***28***	***3***	***2***	***1***
	Total Off-Street Parking Occupancy %		27.1%	3.1%	2.1%	1.0%
	Total On-Street Parking Occupancy %		13.3%	0.0%	0.0%	0.0%
	Total Parking Occupancy %		25.2%	2.7%	1.8%	0.9%

Block #	Parking Lot	Parking Inventory	4 pm	6 pm	8 pm	10 pm
12	A	64	18	4	2	4
	B	66	29	11	6	2
	Total Off-Street	***130***	***47***	***15***	***8***	***6***
	On-Street North	15	2	0	0	0
	On-Street South	9	4	0	0	0
	On-Street East	6	0	0	0	0
	On-Street West	10	3	1	1	0
	Total On-Street	***40***	***9***	***1***	***1***	***0***
	Total Block Parking	***170***	***56***	***16***	***9***	***6***
	Total Off-Street Parking Occupancy %		36.2%	11.5%	6.2%	4.6%
	Total On-Street Parking Occupancy %		22.5%	2.5%	2.5%	0.0%
	Total Parking Occupancy %		32.9%	9.4%	5.3%	3.5%

Block #	Parking Lot	Parking Inventory	4 pm	6 pm	8 pm	10 pm
13	A	36	9	4	2	2
	B	39	12	2	0	0
	C	7	3	3	3	3
	D	10	1	0	0	0
	E	17	5	1	0	0
	F	5	0	0	0	0
	G	14	5	1	3	3
	Total Off-Street	***128***	***35***	***11***	***8***	***8***
	On-Street North	17	6	0	0	0
	On-Street South	4	2	0	0	0
	On-Street East	11	3	3	1	0
	On-Street West	4	0	0	0	0
	Total On-Street	***36***	***11***	***3***	***1***	***0***
	Total Block Parking	***164***	***46***	***14***	***9***	***8***
	Total Off-Street Parking Occupancy %		27.3%	8.6%	6.3%	6.3%
	Total On-Street Parking Occupancy %		30.6%	8.3%	2.8%	0.0%
	Total Parking Occupancy %		28.0%	8.5%	5.5%	4.9%

Block #	Parking Lot	Parking Inventory	4 pm	6 pm	8 pm	10 pm
14	A	51	19	17	25	28
	B	10	2	5	4	4
	C	8	1	1	1	1
	D	21	6	11	10	8
	E	48	9	1	2	2
	F	20	7	14	11	10
	G	10	6	0	0	1
	Total Off-Street	***168***	***50***	***49***	***53***	***54***
	On-Street North	7	0	0	2	0
	On-Street South	12	1	1	6	3
	On-Street East	9	0	0	0	0
	On-Street West	10	5	8	5	5
	Total On-Street	***38***	***6***	***9***	***13***	***8***
	Total Block Parking	***206***	***56***	***58***	***66***	***62***
	Total Off-Street Parking Occupancy %		29.8%	29.2%	31.5%	32.1%
	Total On-Street Parking Occupancy %		15.8%	23.7%	34.2%	21.1%
	Total Parking Occupancy %		27.2%	28.2%	32.0%	30.1%

Block #	Parking Lot	Parking Inventory	4 pm	6 pm	8 pm	10 pm
15	A	44	11	17	10	12
	B	41	10	3	0	1
	C	12	4	7	2	0
	Total Off-Street	***97***	***25***	***27***	***12***	***13***
	On-Street North	6	1	1	0	0
	On-Street South	8	3	2	4	6
	On-Street East	22	6	14	9	10
	On-Street West	3	0	0	0	0
	Total On-Street	***39***	***10***	***17***	***13***	***16***
	Total Block Parking	***136***	***35***	***44***	***25***	***29***
	Total Off-Street Parking Occupancy %		25.8%	27.8%	12.4%	13.4%
	Total On-Street Parking Occupancy %		25.6%	43.6%	33.3%	41.0%
	Total Parking Occupancy %		25.7%	32.4%	18.4%	21.3%

Block #	Parking Lot	Parking Inventory	4 pm	6 pm	8 pm	10 pm
16	A	80	14	11	12	8
	B	25	13	12	14	17
	C	28	3	13	17	6
	D	15	2	0	0	0
	Total Off-Street	***148***	***32***	***36***	***43***	***31***
	On-Street North	7	1	4	5	4
	On-Street South	0	0	0	0	0
	On-Street East	0	0	0	0	0
	On-Street West	9	1	9	9	7
	Total On-Street	***16***	***2***	***13***	***14***	***11***
	Total Block Parking	***164***	***34***	***49***	***57***	***42***
	Total Off-Street Parking Occupancy %		21.6%	24.3%	29.1%	20.9%
	Total On-Street Parking Occupancy %		12.5%	81.3%	87.5%	68.8%
	Total Parking Occupancy %		20.7%	29.9%	34.8%	25.6%

Block #	Parking Lot	Parking Inventory	4 pm	6 pm	8 pm	10 pm
17	A	134	25	33	46	27
	B	13	6	4	1	1
	C	15	3	0	1	1
	Total Off-Street	***162***	***34***	***37***	***48***	***29***
	On-Street North	14	3	4	5	3
	On-Street South	0	0	0	0	0
	On-Street East	9	0	9	10	8
	On-Street West	0	0	0	0	0
	Total On-Street	***23***	***3***	***13***	***15***	***11***
	Total Block Parking	***185***	***37***	***50***	***63***	***40***
	Total Off-Street Parking Occupancy %		21.0%	22.8%	29.6%	17.9%
	Total On-Street Parking Occupancy %		13.0%	56.5%	65.2%	47.8%
	Total Parking Occupancy %		20.0%	27.0%	34.1%	21.6%

Block #	Parking Lot	Parking Inventory	4 pm	6 pm	8 pm	10 pm
18	A	150	13	4	4	5
	B	22	4	0	0	0
	Total Off-Street	***172***	***17***	***4***	***4***	***5***
	On-Street North	0	0	0	0	0
	On-Street South	0	0	0	0	0
	On-Street East	11	0	0	0	0
	On-Street West	0	0	0	0	0
	Total On-Street	***11***	***0***	***0***	***0***	***0***
	Total Block Parking	***183***	***17***	***4***	***4***	***5***
	Total Off-Street Parking Occupancy %		9.9%	2.3%	2.3%	2.9%
	Total On-Street Parking Occupancy %		0.0%	0.0%	0.0%	0.0%
	Total Parking Occupancy %		9.3%	2.2%	2.2%	2.7%

Block #	Parking Lot	Parking Inventory	4 pm	6 pm	8 pm	10 pm
19	A	56	27	36	18	57
	B	34	2	3	2	2
	C	14	0	0	0	0
	D	13	3	5	3	3
	E	7	0	0	0	0
	s2	4	1	1	1	1
	S3	8	1	2	1	0
	Total Off-Street	***136***	***34***	***47***	***25***	***63***
	On-Street North	0	0	0	0	0
	On-Street South	10	1	0	2	2
	On-Street East	0	0	0	0	0
	On-Street West	4	4	3	2	2
	Total On-Street	***14***	***5***	***3***	***4***	***4***
	Total Block Parking	***150***	***39***	***50***	***29***	***67***
	Total Off-Street Parking Occupancy %		25.0%	34.6%	18.4%	46.3%
	Total On-Street Parking Occupancy %		35.7%	21.4%	28.6%	28.6%
	Total Parking Occupancy %		26.0%	33.3%	19.3%	44.7%

Block #	Parking Lot	Parking Inventory	4 pm	6 pm	8 pm	10 pm
20	A	94	30	62	24	6
	B	37	17	33	16	9
	Total Off-Street	***131***	***47***	***95***	***40***	***15***
	On-Street North+West	20	3	7	6	3
	On-Street South	0	0	0	0	0
	On-Street East	0	0	0	0	0
	Total On-Street	***20***	***3***	***7***	***6***	***3***
	Total Block Parking	***151***	***50***	***102***	***46***	***18***
	Total Off-Street Parking Occupancy %		35.9%	72.5%	30.5%	11.5%
	Total On-Street Parking Occupancy %		15.0%	35.0%	30.0%	15.0%
	Total Parking Occupancy %		33.1%	67.5%	30.5%	11.9%

Block #	Parking Lot	Parking Inventory	4 pm	6 pm	8 pm	10 pm
21	A	37	0	0	0	0
	B	41	0	0	0	0
	C	37	1	0	0	0
	D	34	1	1	2	2
	Total Off-Street	***149***	***2***	***1***	***2***	***2***
	On-Street North	10	0	0	1	1
	On-Street South	12	0	1	0	0
	On-Street East	0	0	0	0	0
	On-Street West	12	2	1	1	2
	Total On-Street	***34***	***2***	***2***	***2***	***3***
	Total Block Parking	***183***	***4***	***3***	***4***	***5***
	Total Off-Street Parking Occupancy %		1.3%	0.7%	1.3%	1.3%
	Total On-Street Parking Occupancy %		5.9%	5.9%	5.9%	8.8%
	Total Parking Occupancy %		2.2%	1.6%	2.2%	2.7%

Block #	Parking Lot	Parking Inventory	4 pm	6 pm	8 pm	10 pm
22	A	140	12	15	10	6
	B	26	9	11	11	0
	C	80	1	1	1	1
	D	32	13	13	12	12
	Total Off-Street	***278***	***35***	***40***	***34***	***19***
	On-Street North	0	0	0	0	0
	On-Street South	0	0	0	0	0
	On-Street East	13	0	5	3	0
	On-Street West	9	8	0	0	2
	Total On-Street	***22***	***8***	***5***	***3***	***2***
	Total Block Parking	***300***	***43***	***45***	***37***	***21***
	Total Off-Street Parking Occupancy %		12.6%	14.4%	12.2%	6.8%
	Total On-Street Parking Occupancy %		36.4%	22.7%	13.6%	9.1%
	Total Parking Occupancy %		14.3%	15.0%	12.3%	7.0%

Block #	Parking Lot	Parking Inventory	4 pm	6 pm	8 pm	10 pm
23	A	39	3	3	3	3
	s1	10	6	5	6	5
	s2	8	5	5	7	6
	Total Off-Street	***39***	***3***	***3***	***3***	***3***
	Total On-Street	***18***	***11***	***10***	***13***	***11***
	Total Block Parking	***57***	***14***	***13***	***16***	***14***
	Total Off-Street Parking Occupancy %		7.7%	7.7%	7.7%	7.7%
	Total On-Street Parking Occupancy %		61.1%	55.6%	72.2%	61.1%
	Total Parking Occupancy %		24.6%	22.8%	28.1%	24.6%

Block #	Parking Lot	Parking Inventory	4 pm	6 pm	8 pm	10 pm
24	A	57	38	50	38	10
	B	93	66	38	40	11
	C	28	3	10	7	15
	D	11	3	2	1	0
	Total Off-Street	***189***	***110***	***100***	***86***	***36***
	On-Street North	0	0	0	0	0
	On-Street South	0	0	0	0	0
	On-Street East	0	0	0	0	0
	On-Street West	27	17	15	5	2
	Total On-Street	***27***	***17***	***15***	***5***	***2***
	Total Block Parking	***216***	***127***	***115***	***91***	***38***
	Total Off-Street Parking Occupancy %		58.2%	52.9%	45.5%	19.0%
	Total On-Street Parking Occupancy %		63.0%	55.6%	18.5%	7.4%
	Total Parking Occupancy %		58.8%	53.2%	42.1%	17.6%

Downtown Sheboygan Parking Counts
June 23, 2017

Block #	Parking Lot	Parking Inventory	4 pm	6 pm	8 pm	10 pm
S. Pier	A	34	15	26	17	3
	B + C	153	16	21	18	2
	D	93	13	16	16	5
	Total Off-Street	***187***	***31***	***47***	***35***	***5***
	s1	151	65	91	58	27
	s2	22	3	2	2	3
	s3	24	4	3	4	8
	s4	28	0	0	0	0
	Total On-Street	***225***	***72***	***96***	***64***	***38***
	Total Block Parking	***412***	***103***	***143***	***99***	***43***
	Total Off-Street Parking Occupancy %		16.6%	25.1%	18.7%	2.7%
	Total On-Street Parking Occupancy %		32.0%	42.7%	28.4%	16.9%
	Total Parking Occupancy %		25.0%	34.7%	24.0%	10.4%

Downtown Sheboygan Parking Counts
July 12, 2017

Block #	Parking Lot	Parking Inventory	8am	10am	12pm	2pm	4pm
1	A	44	5	7	9	9	10
	B	13	0	1	2	3	4
	C	11	4	4	5	5	6
	D	15	2	3	4	4	4
	E	28	1	2	3	2	2
	F	11	8	8	11	11	9
	Total Off-Street	***122***	***20***	***25***	***34***	***34***	***35***
	On-Street North	12	0	4	5	5	4
	On-Street South	6	4	5	6	10	2
	On-Street East	10	1	2	2	6	4
	On-Street West	12	1	1	2	0	0
	Total On-Street	***40***	***6***	***12***	***15***	***21***	***10***
	Total Block Parking	***162***	***26***	***37***	***49***	***55***	***45***
	Total Off-Street Parking Occupancy %		16.4%	20.5%	27.9%	27.9%	28.7%
	Total On-Street Parking Occupancy %		15.0%	30.0%	37.5%	52.5%	25.0%
	Total Parking Occupancy %		16.0%	22.8%	30.2%	34.0%	27.8%

Block #	Parking Lot	Parking Inventory	8am	10am	12pm	2pm	4pm
2	A	45	6	8	9	7	2
	B	16	10	13	14	12	8
	Total Off-Street	***61***	***16***	***21***	***23***	***19***	***10***
	On-Street North	13	2	3	3	3	5
	On-Street South	13	2	4	5	10	7
	On-Street East	13	1	2	2	2	1
	On-Street West	12	0	8	10	7	11
	Total On-Street	***51***	***5***	***17***	***20***	***22***	***24***
	Total Block Parking	***112***	***21***	***38***	***43***	***41***	***34***
	Total Off-Street Parking Occupancy %		26.2%	34.4%	37.7%	31.1%	16.4%
	Total On-Street Parking Occupancy %		9.8%	33.3%	39.2%	43.1%	47.1%
	Total Parking Occupancy %		18.8%	33.9%	38.4%	36.6%	30.4%

Block #	Parking Lot	Parking Inventory	8am	10am	12pm	2pm	4pm
3	A	25	7	6	5	4	5
	B	48	19	16	13	10	5
	C	20	4	6	8	7	8
	D	17	0	2	3	4	7
	Total Off-Street	***110***	***30***	***30***	***29***	***25***	***25***
	On-Street North	12	6	8	10	8	10
	On-Street South	12	1	7	9	7	3
	On-Street East	9	1	2	3	4	3
	On-Street West	12	1	2	2	0	0
	Total On-Street	***45***	***9***	***19***	***24***	***19***	***16***
	Total Block Parking	***155***	***39***	***49***	***53***	***44***	***41***
	Total Off-Street Parking Occupancy %		27.3%	27.3%	26.4%	22.7%	22.7%
	Total On-Street Parking Occupancy %		20.0%	42.2%	53.3%	42.2%	35.6%
	Total Parking Occupancy %		25.2%	31.6%	34.2%	28.4%	26.5%

Block #	Parking Lot	Parking Inventory	8am	10am	12pm	2pm	4pm
4	A	40	24	23	22	15	17
	B	10	2	2	2	2	1
	C	10	2	2	2	1	2
	D	12	3	3	3	2	1
	E	10	2	2	1	1	0
	F	5	3	3	4	1	1
	Total Off-Street	***87***	***36***	***35***	***34***	***22***	***22***
	On-Street North	12	2	3	4	8	3
	On-Street South	12	8	7	6	6	5
	On-Street East	8	2	3	3	5	2
	On-Street West	16	1	8	10	8	5
	Total On-Street	***48***	***13***	***21***	***23***	***27***	***15***
	Total Block Parking	***135***	***49***	***56***	***57***	***49***	***37***
	Total Off-Street Parking Occupancy %		41.4%	40.2%	39.1%	25.3%	25.3%
	Total On-Street Parking Occupancy %		27.1%	43.8%	47.9%	56.3%	31.3%
	Total Parking Occupancy %		36.3%	41.5%	42.2%	36.3%	27.4%

Block #	Parking Lot	Parking Inventory	8am	10am	12pm	2pm	4pm
5	0	0	0	0	0	0	0
	Total Off-Street	***0***	***0***	***0***	***0***	***0***	***0***
	On-Street North	11	9	10	10	11	0
	On-Street South	12	1	5	6	4	0
	On-Street East	10	3	7	10	6	0
	On-Street West	5	1	2	3	0	0
	Total On-Street	***38***	***14***	***24***	***29***	***21***	***0***
	Total Block Parking	***38***	***14***	***24***	***29***	***21***	***0***
	Total Off-Street Parking Occupancy %		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
	Total On-Street Parking Occupancy %		36.8%	63.2%	76.3%	55.3%	0.0%
	Total Parking Occupancy %		36.8%	63.2%	76.3%	55.3%	0.0%

Block #	Parking Lot	Parking Inventory	8am	10am	12pm	2pm	4pm
6	A	179	125	123	121	133	98
	Total Off-Street	***179***	***125***	***123***	***121***	***133***	***98***
	On-Street North	7	3	4	5	11	7
	On-Street South	10	0	2	4	4	0
	On-Street East	10	0	0	0	6	0
	On-Street West	15	1	0	0	0	2
	Total On-Street	***42***	***4***	***6***	***9***	***21***	***9***
	Total Block Parking	***221***	***129***	***129***	***130***	***154***	***107***
	Total Off-Street Parking Occupancy %		69.8%	68.7%	67.6%	74.3%	54.7%
	Total On-Street Parking Occupancy %		9.5%	14.3%	21.4%	50.0%	21.4%
	Total Parking Occupancy %		58.4%	58.4%	58.8%	69.7%	48.4%

Block #	Parking Lot	Parking Inventory	8am	10am	12pm	2pm	4pm
7	A	27	3	5	8	9	7
	B	10	3	5	6	6	6
	C	25	6	7	6	9	0
	D	25	1	1	2	2	0
	E	21	10	14	16	16	0
	F	24	6	8	7	4	5
	G	27	8	16	6	6	8
	Total Off-Street	***159***	***37***	***56***	***51***	***52***	***26***
	On-Street North	9	0	3	5	4	0
	On-Street South	10	0	4	5	4	3
	On-Street East	8	4	5	6	4	2
	On-Street West	9	0	0	0	0	0
	Total On-Street	***36***	***4***	***12***	***16***	***12***	***5***
	Total Block Parking	***195***	***41***	***68***	***67***	***64***	***31***
	Total Off-Street Parking Occupancy %		23.3%	35.2%	32.1%	32.7%	16.4%
	Total On-Street Parking Occupancy %		11.1%	33.3%	44.4%	33.3%	13.9%
	Total Parking Occupancy %		21.0%	34.9%	34.4%	32.8%	15.9%

Block #	Parking Lot	Parking Inventory	8am	10am	12pm	2pm	4pm
8	A	75	21	39	26	26	40
	B	24	16	17	14	11	8
	Total Off-Street	***99***	***37***	***56***	***40***	***37***	***48***
	On-Street North	6	4	5	5	4	3
	On-Street South	4	1	1	0	0	1
	On-Street East	14	3	2	0	0	0
	On-Street West	19	0	4	19	5	3
	Total On-Street	***43***	***8***	***12***	***24***	***9***	***7***
	Total Block Parking	***142***	***45***	***68***	***64***	***46***	***55***
	Total Off-Street Parking Occupancy %		37.4%	56.6%	40.4%	37.4%	48.5%
	Total On-Street Parking Occupancy %		18.6%	27.9%	55.8%	20.9%	16.3%
	Total Parking Occupancy %		31.7%	47.9%	45.1%	32.4%	38.7%

Block #	Parking Lot	Parking Inventory	8am	10am	12pm	2pm	4pm
9	A	50	3	4	8	5	6
	Total Off-Street	***50***	***3***	***4***	***8***	***5***	***6***
	On-Street North	15	0	3	5	2	1
	On-Street South	0	1	8	10	1	0
	On-Street East	9	0	4	5	4	1
	On-Street West	9	0	3	4	0	0
	Total On-Street	***33***	***1***	***18***	***24***	***7***	***2***
	Total Block Parking	***83***	***4***	***22***	***32***	***12***	***8***
	Total Off-Street Parking Occupancy %		6.0%	8.0%	16.0%	10.0%	12.0%
	Total On-Street Parking Occupancy %		3.0%	54.5%	72.7%	21.2%	6.1%
	Total Parking Occupancy %		4.8%	26.5%	38.6%	14.5%	9.6%

Block #	Parking Lot	Parking Inventory	8am	10am	12pm	2pm	4pm
10	A	110	72	72	75	65	46
	Total Off-Street	***110***	***72***	***72***	***75***	***65***	***46***
	On-Street North	19	0	3	4	1	0
	On-Street South	14	4	3	3	4	4
	On-Street East	0	0	0	0	0	0
	On-Street West	28	5	27	27	15	9
	Total On-Street	***61***	***9***	***33***	***34***	***20***	***13***
	Total Block Parking	***171***	***81***	***105***	***109***	***85***	***59***
	Total Off-Street Parking Occupancy %		65.5%	65.5%	68.2%	59.1%	41.8%
	Total On-Street Parking Occupancy %		14.8%	54.1%	55.7%	32.8%	21.3%
	Total Parking Occupancy %		47.4%	61.4%	63.7%	49.7%	34.5%

Block #	Parking Lot	Parking Inventory	8am	10am	12pm	2pm	4pm
11	A	92	53	55	64	37	16
	B	4	1	1	1	1	2
	Total Off-Street	***96***	***54***	***56***	***65***	***38***	***18***
	On-Street North	0	0	0	0	0	0
	On-Street South	6	6	5	4	5	2
	On-Street East	0	0	0	0	0	0
	On-Street West	9	2	3	3	5	9
	Total On-Street	***15***	***8***	***8***	***7***	***10***	***11***
	Total Block Parking	***111***	***62***	***64***	***72***	***48***	***29***
	Total Off-Street Parking Occupancy %		56.3%	58.3%	67.7%	39.6%	18.8%
	Total On-Street Parking Occupancy %		53.3%	53.3%	46.7%	66.7%	73.3%
	Total Parking Occupancy %		55.9%	57.7%	64.9%	43.2%	26.1%

Block #	Parking Lot	Parking Inventory	8am	10am	12pm	2pm	4pm
12	A	64	27	34	37	36	18
	B	66	38	47		45	18
	Total Off-Street	***130***	***65***	***81***	***37***	***81***	***36***
	On-Street North	15	0	1	2	4	2
	On-Street South	9	6	6	7	6	2
	On-Street East	6	4	5	5	5	1
	On-Street West	10	2	3	4	6	2
	Total On-Street	***40***	***12***	***15***	***18***	***21***	***7***
	Total Block Parking	***170***	***77***	***96***	***55***	***102***	***43***
	Total Off-Street Parking Occupancy %		50.0%	62.3%	28.5%	62.3%	27.7%
	Total On-Street Parking Occupancy %		30.0%	37.5%	45.0%	52.5%	17.5%
	Total Parking Occupancy %		45.3%	56.5%	32.4%	60.0%	25.3%

Block #	Parking Lot	Parking Inventory	8am	10am	12pm	2pm	4pm
13	A	36	4	5	6	3	3
	B	39	21	28	24	20	17
	C	7	4	5	4	4	4
	D	10	3	4	3	2	3
	E	17	8	10	7	8	6
	F	5	1	1	1	2	1
	G	14	5	6	9	6	5
	Total Off-Street	***128***	***46***	***59***	***54***	***45***	***39***
	On-Street North	17	6	8	11	14	12
	On-Street South	4	2	2	2	3	1
	On-Street East	11	0	3	4	4	1
	On-Street West	4	0	0	0	0	0
	Total On-Street	***36***	***8***	***13***	***17***	***21***	***14***
	Total Block Parking	***164***	***54***	***72***	***71***	***66***	***53***
	Total Off-Street Parking Occupancy %		35.9%	46.1%	42.2%	35.2%	30.5%
	Total On-Street Parking Occupancy %		22.2%	36.1%	47.2%	58.3%	38.9%
	Total Parking Occupancy %		32.9%	43.9%	43.3%	40.2%	32.3%

Block #	Parking Lot	Parking Inventory	8am	10am	12pm	2pm	4pm
14	A	51	35	43	43	41	31
	B	10	2	3	3	3	5
	C	8	3	4	3	3	4
	D	21	8	10	7	5	10
	E	48	27	32	28	29	23
	F	20	8	8	6	6	10
	G	10	5	6	7	10	7
	Total Off-Street	***168***	***88***	***106***	***97***	***97***	***90***
	On-Street North	7	3	4	5	5	3
	On-Street South	12	0	4	7	2	6
	On-Street East	9	0	1	1	1	3
	On-Street West	10	2	3	6	4	6
	Total On-Street	***38***	***5***	***12***	***19***	***12***	***18***
	Total Block Parking	***206***	***93***	***118***	***116***	***109***	***108***
	Total Off-Street Parking Occupancy %		52.4%	63.1%	57.7%	57.7%	53.6%
	Total On-Street Parking Occupancy %		13.2%	31.6%	50.0%	31.6%	47.4%
	Total Parking Occupancy %		45.1%	57.3%	56.3%	52.9%	52.4%

Block #	Parking Lot	Parking Inventory	8am	10am	12pm	2pm	4pm
15	A	44	7	11	17	12	16
	B	41	13	18	19	13	8
	C	12	2	4	5	5	5
	Total Off-Street	***97***	***22***	***33***	***41***	***30***	***29***
	On-Street North	6	5	4	4	4	1
	On-Street South	8	2	2	2	7	7
	On-Street East	22	3	7	13	13	9
	On-Street West	3	1	2	2	2	2
	Total On-Street	***39***	***11***	***15***	***21***	***26***	***19***
	Total Block Parking	***136***	***33***	***48***	***62***	***56***	***48***
	Total Off-Street Parking Occupancy %		22.7%	34.0%	42.3%	30.9%	29.9%
	Total On-Street Parking Occupancy %		28.2%	38.5%	53.8%	66.7%	48.7%
	Total Parking Occupancy %		24.3%	35.3%	45.6%	41.2%	35.3%

Block #	Parking Lot	Parking Inventory	8am	10am	12pm	2pm	4pm
16	A	80	21	30	27	23	9
	B	25	7	10	10	5	6
	C	28	7	10	16	13	12
	D	15	6	10	10	6	0
	Total Off-Street	***148***	***41***	***60***	***63***	***47***	***27***
	On-Street North	7	1	3	5	2	2
	On-Street South	0	0	0	0	0	0
	On-Street East	0	0	0	0	0	0
	On-Street West	9	4	3	7	5	3
	Total On-Street	***16***	***5***	***6***	***12***	***7***	***5***
	Total Block Parking	***164***	***46***	***66***	***75***	***54***	***32***
	Total Off-Street Parking Occupancy %		27.7%	40.5%	42.6%	31.8%	18.2%
	Total On-Street Parking Occupancy %		31.3%	37.5%	75.0%	43.8%	31.3%
	Total Parking Occupancy %		28.0%	40.2%	45.7%	32.9%	19.5%

Block #	Parking Lot	Parking Inventory	8am	10am	12pm	2pm	4pm
17	A	134	26	35	41	35	35
	B	13	4	8	10	5	5
	C	15	7	10	11	8	4
	Total Off-Street	***162***	***37***	***53***	***62***	***48***	***44***
	On-Street North	14	0	2	3	9	10
	On-Street South	0	0	0	0	0	0
	On-Street East	9	7	7	7	5	5
	On-Street West	0	0	0	0	0	0
	Total On-Street	***23***	***7***	***9***	***10***	***14***	***15***
	Total Block Parking	***185***	***44***	***62***	***72***	***62***	***59***
	Total Off-Street Parking Occupancy %		22.8%	32.7%	38.3%	29.6%	27.2%
	Total On-Street Parking Occupancy %		30.4%	39.1%	43.5%	60.9%	65.2%
	Total Parking Occupancy %		23.8%	33.5%	38.9%	33.5%	31.9%

Block #	Parking Lot	Parking Inventory	8am	10am	12pm	2pm	4pm
18	A	150	72	77	52	55	49
	B	22	5	6	4	7	3
	Total Off-Street	***172***	***77***	***83***	***56***	***62***	***52***
	On-Street North	0	0	0	0	0	0
	On-Street South	0	0	0	0	0	0
	On-Street East	11	5	2	2	5	0
	On-Street West	0	0	0	0	0	0
	Total On-Street	***11***	***5***	***2***	***2***	***5***	***0***
	Total Block Parking	***183***	***82***	***85***	***58***	***67***	***52***
	Total Off-Street Parking Occupancy %		44.8%	48.3%	32.6%	36.0%	30.2%
	Total On-Street Parking Occupancy %		45.5%	18.2%	18.2%	45.5%	0.0%
	Total Parking Occupancy %		44.8%	46.4%	31.7%	36.6%	28.4%

Downtown Sheboygan Parking Counts
July 12, 2017

Block #	Parking Lot	Parking Inventory	8am	10am	12pm	2pm	4pm
19	A	56	23	28	27	39	38
	B	34	13	17	17	21	8
	C	14	6	8	6	7	3
	D	13	5	10	10	10	6
	E	7	0	0	0	0	0
	s2	4	0	1	0	1	1
	S3	8	6	4	5	3	2
	Total Off-Street	***136***	***53***	***68***	***65***	***81***	***58***
	On-Street North	0	0	0	0	0	0
	On-Street South	10	6	4	5	5	2
	On-Street East	0	0	0	0	0	0
	On-Street West	4	0	2	1	3	3
	Total On-Street	***14***	***6***	***6***	***6***	***8***	***5***
	Total Block Parking	***150***	***59***	***74***	***71***	***89***	***63***
	Total Off-Street Parking Occupancy %		39.0%	50.0%	47.8%	59.6%	42.6%
	Total On-Street Parking Occupancy %		42.9%	42.9%	42.9%	57.1%	35.7%
	Total Parking Occupancy %		39.3%	49.3%	47.3%	59.3%	42.0%

Block #	Parking Lot	Parking Inventory	8am	10am	12pm	2pm	4pm
20	A	94	12	16	35	22	13
	B	37	1	3	16	5	1
	Total Off-Street	***131***	***13***	***19***	***51***	***27***	***14***
	On-Street North+West	20	10	9	2	2	2
	On-Street South	0	0	0	0	0	0
	On-Street East	0	0	0	0	0	0
	Total On-Street	***20***	***10***	***9***	***2***	***2***	***2***
	Total Block Parking	***151***	***23***	***28***	***53***	***29***	***16***
	Total Off-Street Parking Occupancy %		9.9%	14.5%	38.9%	20.6%	10.7%
	Total On-Street Parking Occupancy %		50.0%	45.0%	10.0%	10.0%	10.0%
	Total Parking Occupancy %		15.2%	18.5%	35.1%	19.2%	10.6%

Block #	Parking Lot	Parking Inventory	8am	10am	12pm	2pm	4pm
21	A	37	16	15	7	10	13
	B	41	1	0	0	0	1
	C	37	12	14	12	6	0
	D	34	16	15	7	9	1
	Total Off-Street	***149***	***45***	***44***	***26***	***25***	***15***
	On-Street North	10	6	3	4	2	0
	On-Street South	12	0	0	0	0	0
	On-Street East	0	0	0	0	0	0
	On-Street West	12	3	2	2	2	2
	Total On-Street	***34***	***9***	***5***	***6***	***4***	***2***
	Total Block Parking	***183***	***54***	***49***	***32***	***29***	***17***
	Total Off-Street Parking Occupancy %		30.2%	29.5%	17.4%	16.8%	10.1%
	Total On-Street Parking Occupancy %		26.5%	14.7%	17.6%	11.8%	5.9%
	Total Parking Occupancy %		29.5%	26.8%	17.5%	15.8%	9.3%

Block #	Parking Lot	Parking Inventory	8am	10am	12pm	2pm	4pm
22	A	140	61	58	37	47	25
	B	26	2	2	12	12	9
	C	80	0	0	3	0	0
	D	32	16	18	13	12	4
	Total Off-Street	***278***	***79***	***78***	***65***	***71***	***38***
	On-Street North	0	0	0	0	0	0
	On-Street South	0	0	0	0	0	0
	On-Street East	13	4	7	7	3	2
	On-Street West	9	3	0	0	0	0
	Total On-Street	***22***	***7***	***7***	***7***	***3***	***2***
	Total Block Parking	***300***	***86***	***85***	***72***	***74***	***40***
	Total Off-Street Parking Occupancy %		28.4%	28.1%	23.4%	25.5%	13.7%
	Total On-Street Parking Occupancy %		31.8%	31.8%	31.8%	13.6%	9.1%
	Total Parking Occupancy %		28.7%	28.3%	24.0%	24.7%	13.3%

Block #	Parking Lot	Parking Inventory	8am	10am	12pm	2pm	4pm
23	A	39	14	17	7	12	3
	s1	10	6	5	2	9	5
	s2	8	5	5	3	6	4
	Total Off-Street	***39***	***14***	***17***	***7***	***12***	***3***
	Total On-Street	***18***	***11***	***10***	***5***	***15***	***9***
	Total Block Parking	***57***	***25***	***27***	***12***	***27***	***12***
	Total Off-Street Parking Occupancy %		35.9%	43.6%	17.9%	30.8%	7.7%
	Total On-Street Parking Occupancy %		61.1%	55.6%	27.8%	83.3%	50.0%
	Total Parking Occupancy %		43.9%	47.4%	21.1%	47.4%	21.1%

Block #	Parking Lot	Parking Inventory	8am	10am	12pm	2pm	4pm
24	A	57	5	11	17	24	53
	B	93	75	80	75	77	33
	C	28	0	4	3	6	11
	D	11	0	9	8	8	4
	Total Off-Street	***189***	***80***	***104***	***103***	***115***	***101***
	On-Street North	0					
	On-Street South	0					
	On-Street East	0					
	On-Street West	27	11	12	16	15	12
	Total On-Street	***27***	***11***	***12***	***16***	***15***	***12***
	Total Block Parking	***216***	***91***	***116***	***119***	***130***	***113***
	Total Off-Street Parking Occupancy %		42.3%	55.0%	54.5%	60.8%	53.4%
	Total On-Street Parking Occupancy %		40.7%	44.4%	59.3%	55.6%	44.4%
	Total Parking Occupancy %		42.1%	53.7%	55.1%	60.2%	52.3%

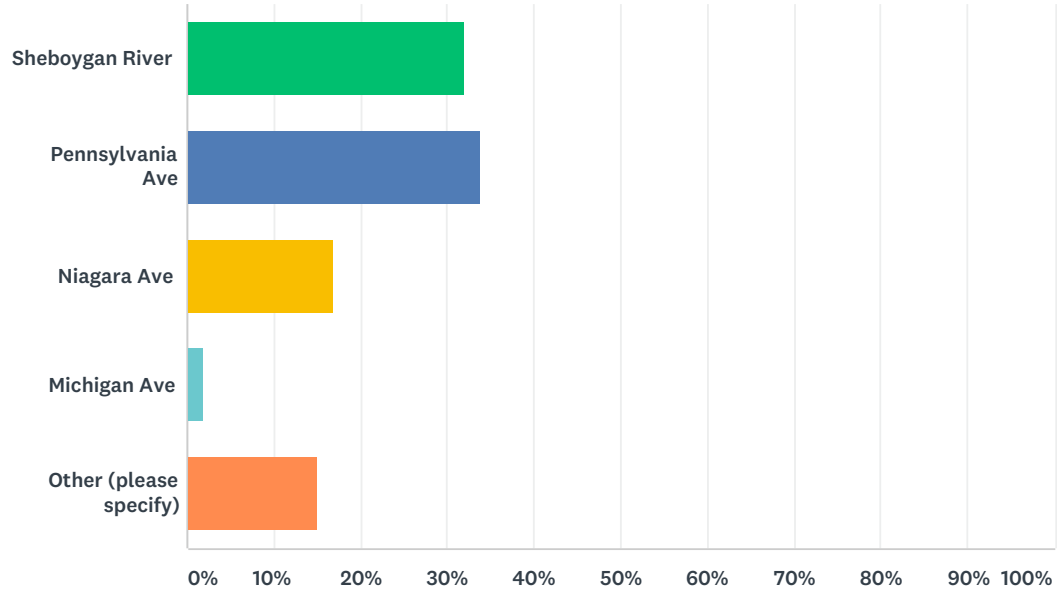
Downtown Sheboygan Parking Counts
July 12, 2017

Block #	Parking Lot	Parking Inventory	8am	10am	12pm	2pm	4pm
S. Pier	A	34	11	16	12	14	25
	B + C	153	2	4	5	3	9
	D	93	4	6	3	6	9
	Total Off-Street	***187***	***13***	***20***	***17***	***17***	***34***
	s1	151	34	32	35	38	40
	s2	22	9	8	7	9	9
	s3	24	14	9	12	11	13
	s4	28	0	1	3	1	1
	Total On-Street	***225***	***57***	***50***	***57***	***59***	***63***
	Total Block Parking	***412***	***70***	***70***	***74***	***76***	***97***
	Total Off-Street Parking Occupancy %		7.0%	10.7%	9.1%	9.1%	18.2%
	Total On-Street Parking Occupancy %		25.3%	22.2%	25.3%	26.2%	28.0%
	Total Parking Occupancy %		17.0%	17.0%	18.0%	18.4%	23.5%

APPENDIX B – PARKING SURVEY RESULTS

Q1 Please select which landmark/street is closest to your primary destination/work location.

Answered: 53 Skipped: 0

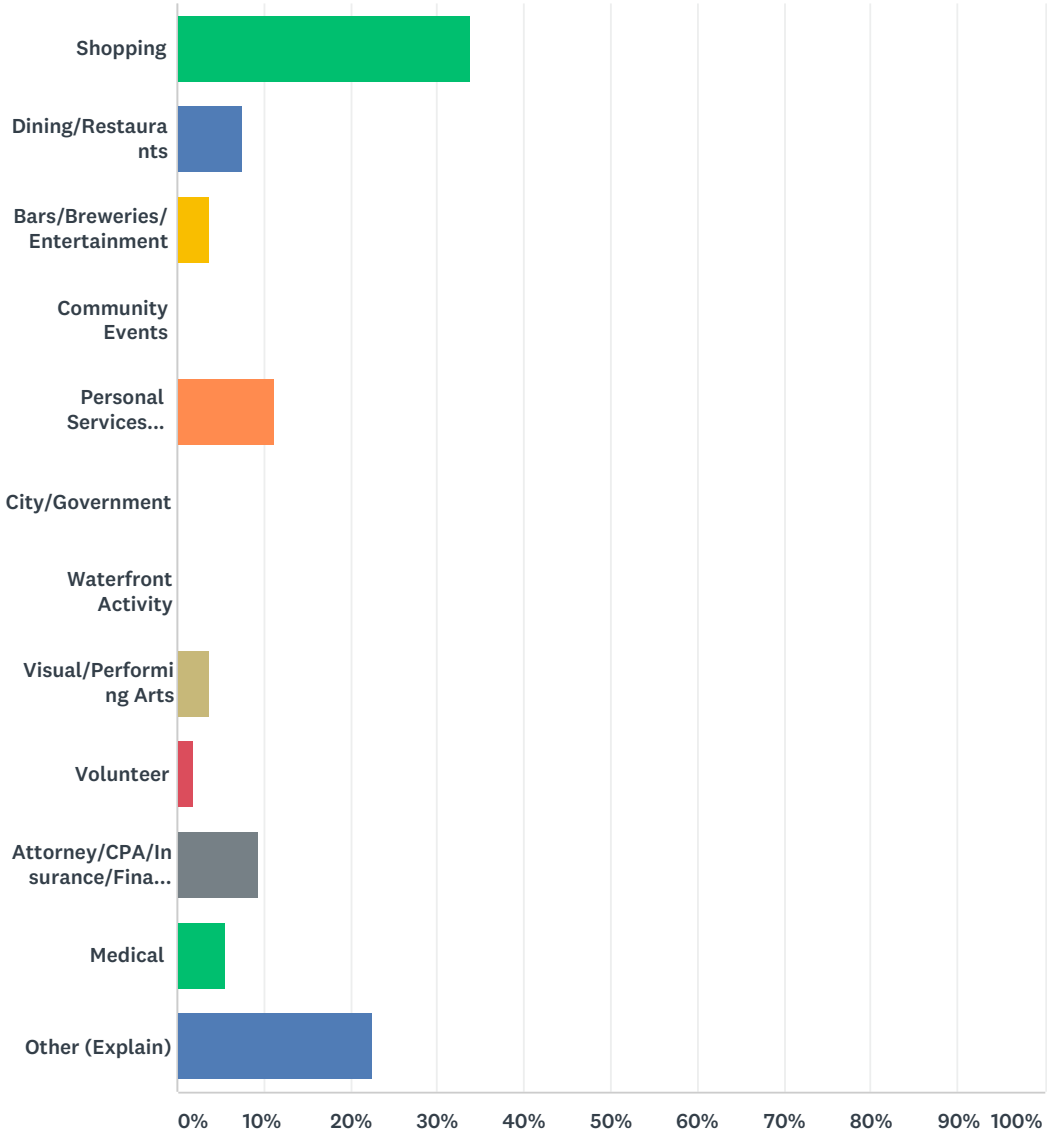


ANSWER CHOICES	RESPONSES	
Sheboygan River	32.08%	17
Pennsylvania Ave	33.96%	18
Niagara Ave	16.98%	9
Michigan Ave	1.89%	1
Other (please specify)	15.09%	8
TOTAL		53

#	OTHER (PLEASE SPECIFY)	DATE
1	8th Street	6/13/2017 4:33 PM
2	8th Street	6/12/2017 11:07 PM
3	North 8th & New York Ave.	6/9/2017 6:26 PM
4	Library	6/8/2017 8:35 AM
5	Riverfront Dr.	6/7/2017 5:27 PM
6	8th st	6/7/2017 4:21 PM
7	8th and new york	6/7/2017 3:35 PM
8	Fountain Park	6/7/2017 3:26 PM

Q2 What type of business do you operate or work for?

Answered: 53 Skipped: 0



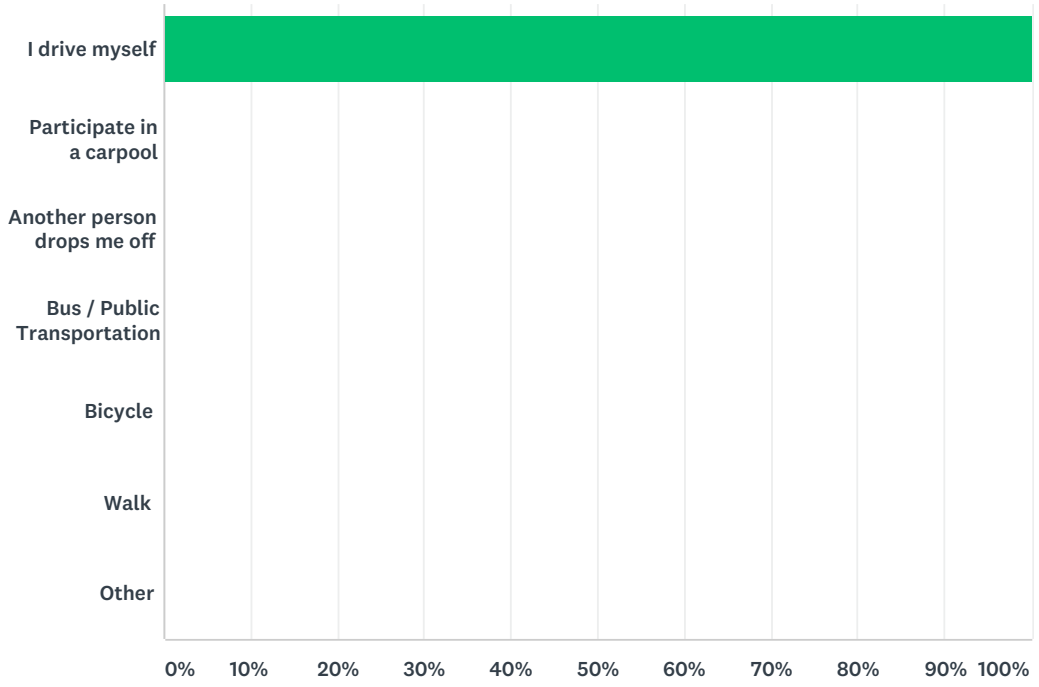
ANSWER CHOICES	RESPONSES	
Shopping	33.96%	18
Dining/Restaurants	7.55%	4
Bars/Breweries/Entertainment	3.77%	2
Community Events	0.00%	0
Personal Services (Salon/Spa)	11.32%	6
City/Government	0.00%	0
Waterfront Activity	0.00%	0
Visual/Performing Arts	3.77%	2

Volunteer	1.89%	1
Attorney/CPA/Insurance/Financial	9.43%	5
Medical	5.66%	3
Other (Explain)	22.64%	12
TOTAL		53

#	OTHER (EXPLAIN)	DATE
1	Chamber	6/12/2017 5:23 PM
2	Corporate office	6/12/2017 2:18 PM
3	Insurance	6/8/2017 11:13 AM
4	Hospitality	6/8/2017 10:22 AM
5	Religious organization	6/8/2017 8:35 AM
6	Offices, Residential, Shopping	6/7/2017 9:37 PM
7	Children's Museum	6/7/2017 5:41 PM
8	Legal services	6/7/2017 4:21 PM
9	Tax & Accounting Services	6/7/2017 4:12 PM
10	consignment shop	6/7/2017 4:03 PM
11	Nonprofit	6/7/2017 3:41 PM
12	Laundry and mens retail	6/7/2017 3:35 PM

Q3 When you come downtown for your business or work, how do you typically travel?

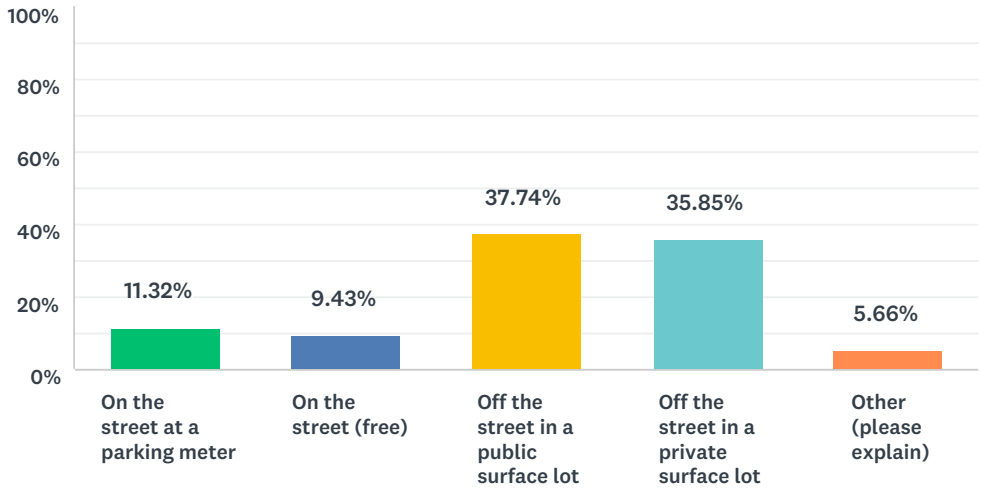
Answered: 53 Skipped: 0



ANSWER CHOICES	RESPONSES	
I drive myself	100.00%	53
Participate in a carpool	0.00%	0
Another person drops me off	0.00%	0
Bus / Public Transportation	0.00%	0
Bicycle	0.00%	0
Walk	0.00%	0
Other	0.00%	0
TOTAL		53

Q4 When you drive downtown for your business or work, where do you typically park?

Answered: 53 Skipped: 0

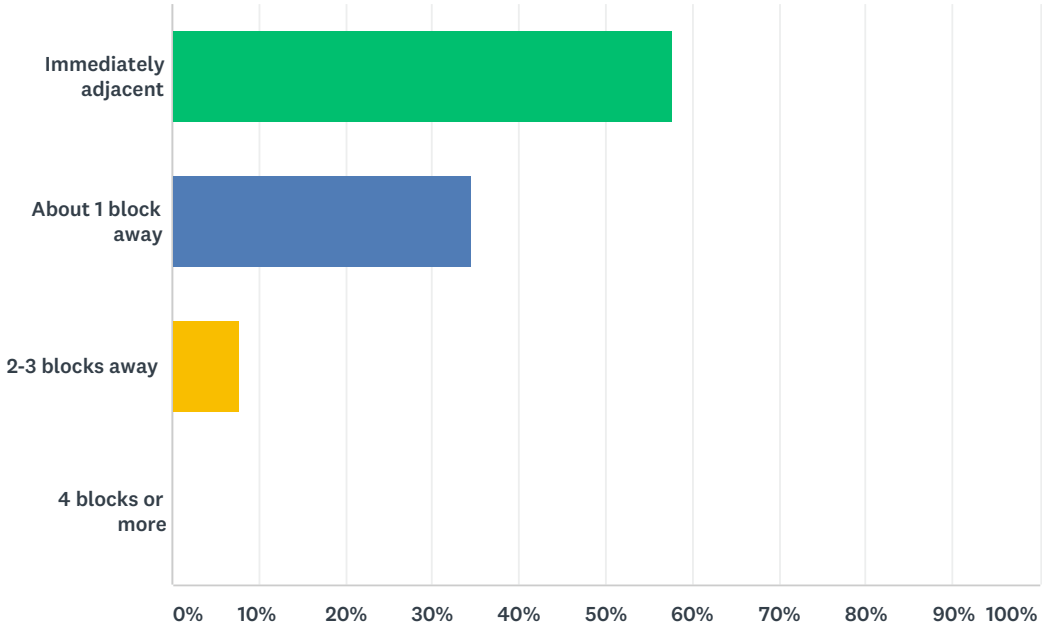


ANSWER CHOICES	RESPONSES	
On the street at a parking meter	11.32%	6
On the street (free)	9.43%	5
Off the street in a public surface lot	37.74%	20
Off the street in a private surface lot	35.85%	19
Other (please explain)	5.66%	3
TOTAL		53

#	OTHER (PLEASE EXPLAIN)	DATE
1	sometimes street(free) sometimes public lot if there is room	6/7/2017 9:31 PM
2	Parking spot in parking lot if one is available	6/7/2017 5:41 PM
3	lot	6/7/2017 5:20 PM

Q5 How far is your typical parking location from your place of business or work?

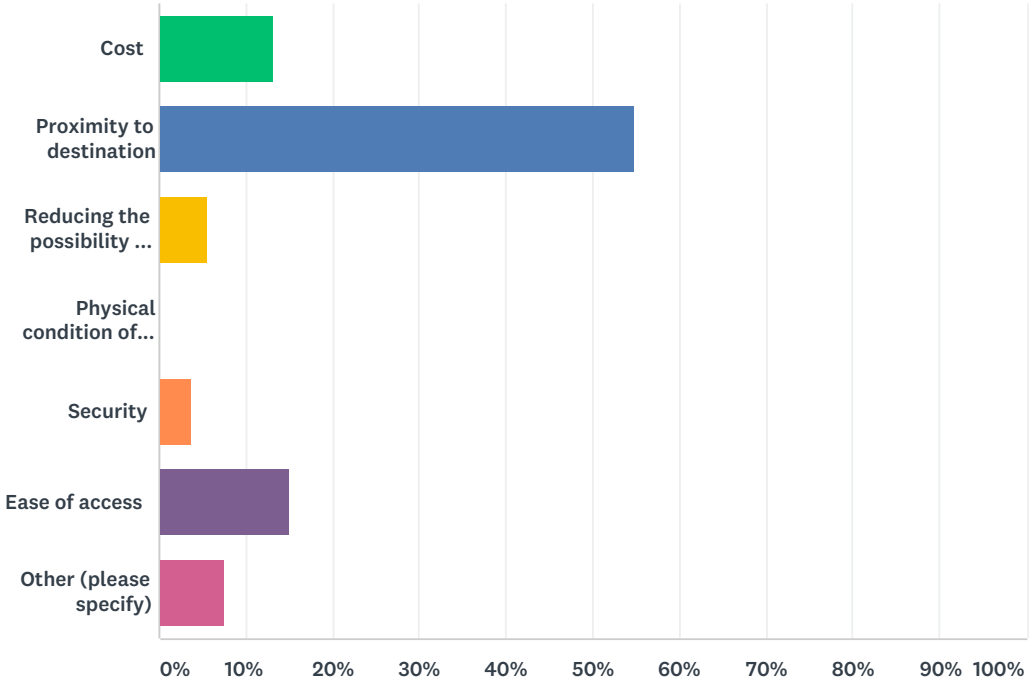
Answered: 52 Skipped: 1



ANSWER CHOICES	RESPONSES	
Immediately adjacent	57.69%	30
About 1 block away	34.62%	18
2-3 blocks away	7.69%	4
4 blocks or more	0.00%	0
TOTAL		52

Q6 What factor is most important to you when deciding where to park?

Answered: 53 Skipped: 0

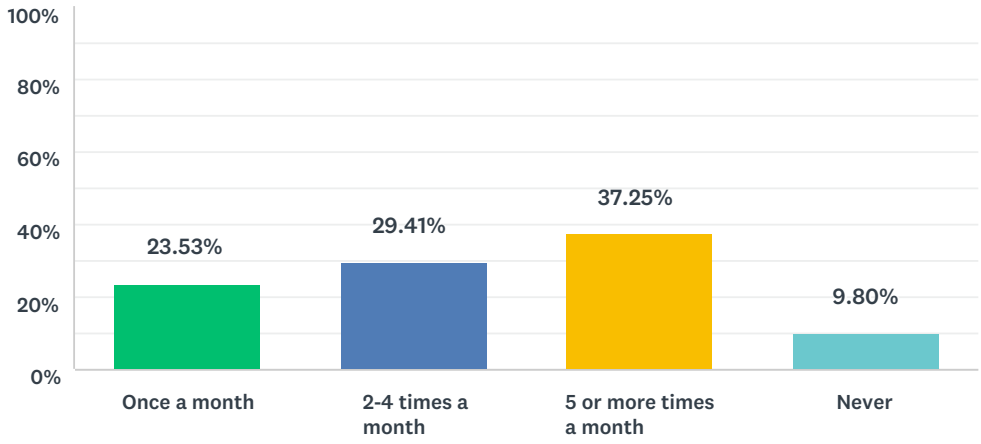


ANSWER CHOICES	RESPONSES	
Cost	13.21%	7
Proximity to destination	54.72%	29
Reducing the possibility of a ticket	5.66%	3
Physical condition of parking area	0.00%	0
Security	3.77%	2
Ease of access	15.09%	8
Other (please specify)	7.55%	4
TOTAL		53

#	OTHER (PLEASE SPECIFY)	DATE
1	weather	6/8/2017 8:35 AM
2	availability for customers	6/7/2017 9:31 PM
3	Provided as part of lease arrangement	6/7/2017 4:21 PM
4	Cost and Proximity to destination are the largest factors	6/7/2017 3:26 PM

Q7 How often do you stay or return downtown for dining/entertainment purposes?

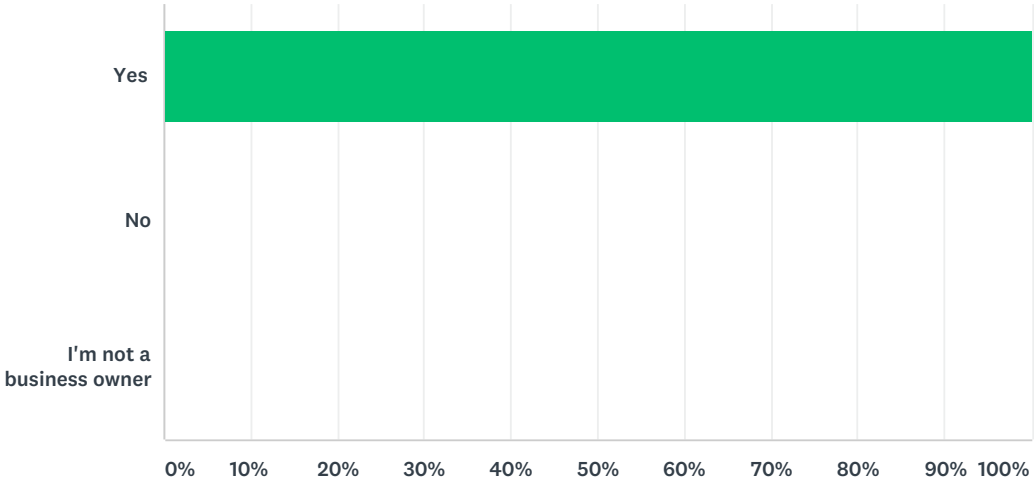
Answered: 51 Skipped: 2



ANSWER CHOICES	RESPONSES	
Once a month	23.53%	12
2-4 times a month	29.41%	15
5 or more times a month	37.25%	19
Never	9.80%	5
TOTAL		51

Q8 Do you have clients and customers visit your business on a regular basis?

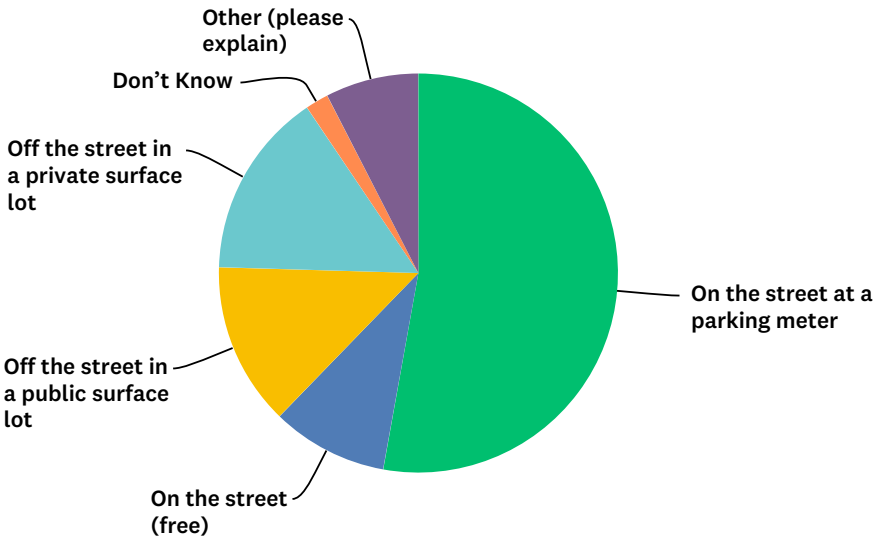
Answered: 53 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	100.00%	53
No	0.00%	0
I'm not a business owner	0.00%	0
TOTAL		53

Q9 Where do those clients and customers typically park?

Answered: 53 Skipped: 0

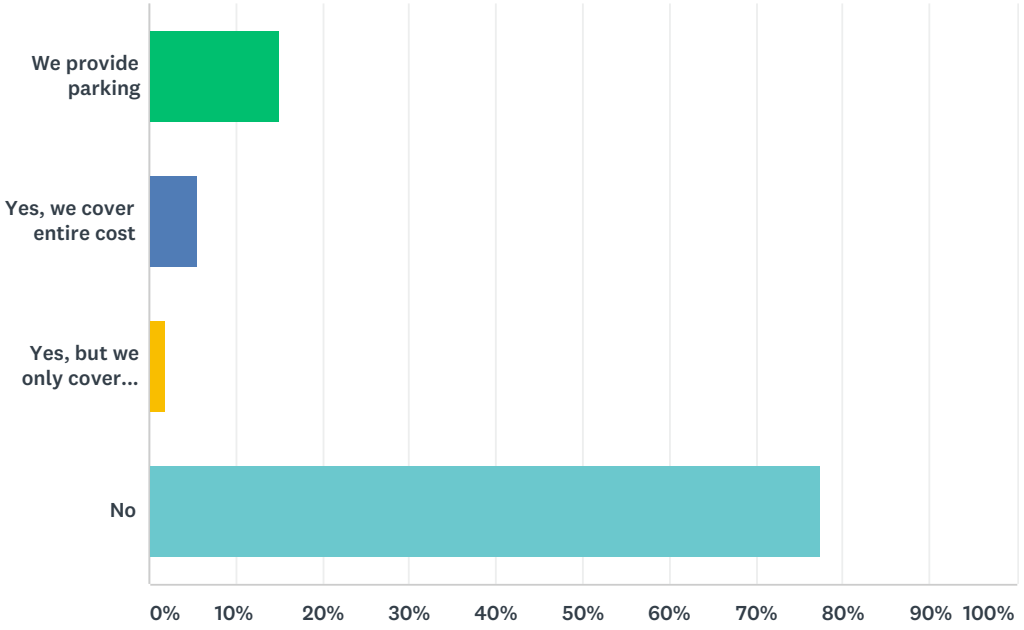


ANSWER CHOICES	RESPONSES	
On the street at a parking meter	52.83%	28
On the street (free)	9.43%	5
Off the street in a public surface lot	13.21%	7
Off the street in a private surface lot	15.09%	8
Don’t Know	1.89%	1
Other (please explain)	7.55%	4
TOTAL		53

#	OTHER (PLEASE EXPLAIN)	DATE
1	off street leased space in public parking utility lot	9/5/2017 4:39 PM
2	all of the above. depends on the time of day for the event.	6/9/2017 9:56 AM
3	prefer public lot if there is room, otherwise street	6/7/2017 9:31 PM
4	all of the above	6/7/2017 8:04 PM

Q10 Do you pay/validate for your customer's parking?

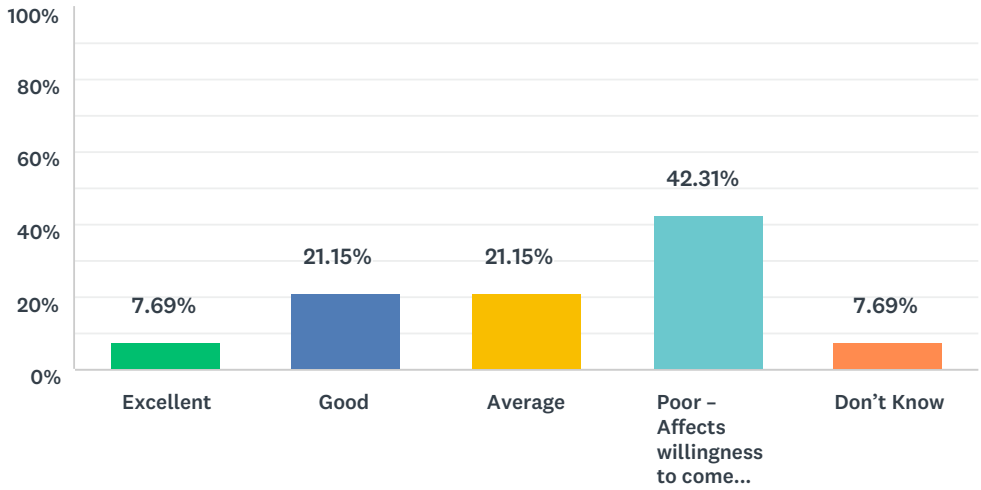
Answered: 53 Skipped: 0



ANSWER CHOICES	RESPONSES	
We provide parking	15.09%	8
Yes, we cover entire cost	5.66%	3
Yes, but we only cover partial cost	1.89%	1
No	77.36%	41
TOTAL		53

Q11 Based on what you hear from these clients and customers, how would you rate their parking experience?

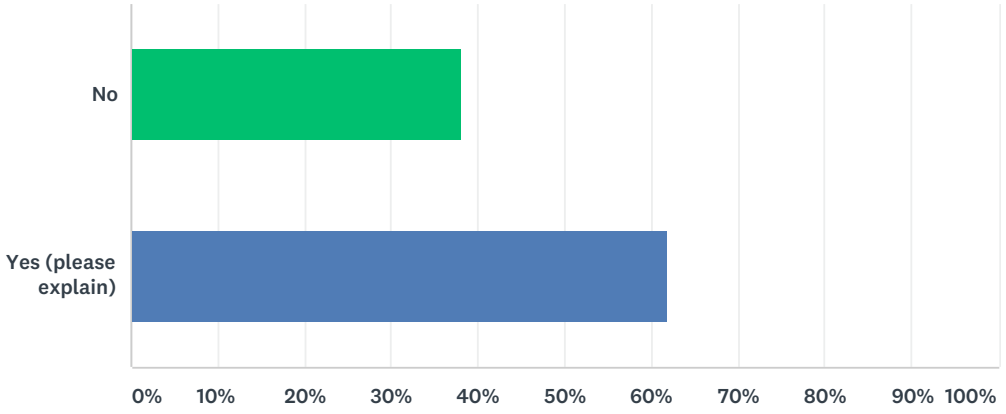
Answered: 52 Skipped: 1



ANSWER CHOICES	RESPONSES	
Excellent	7.69%	4
Good	21.15%	11
Average	21.15%	11
Poor – Affects willingness to come downtown	42.31%	22
Don't Know	7.69%	4
TOTAL		52

Q12 If you are a business owner, do you specify where your employees are supposed to park?

Answered: 50 Skipped: 3



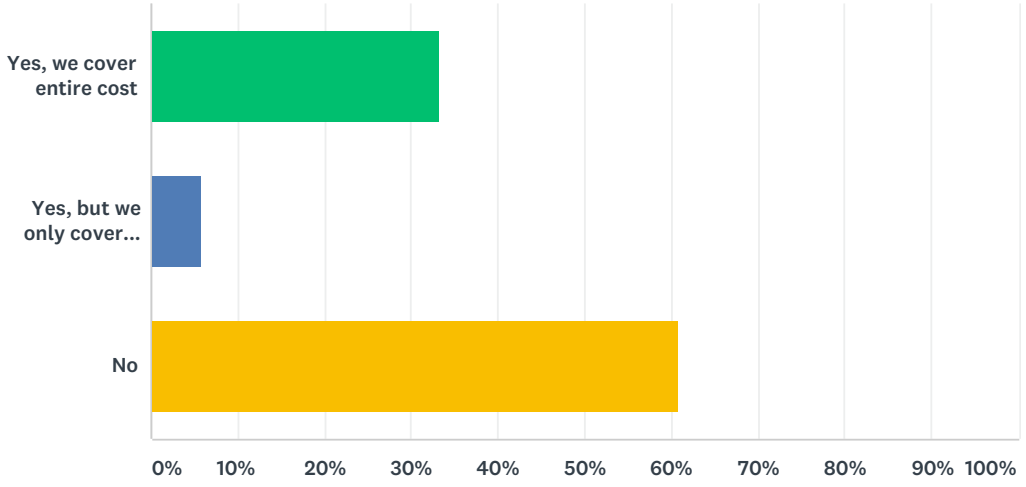
ANSWER CHOICES	RESPONSES	
No	38.00%	19
Yes (please explain)	62.00%	31
TOTAL		50

#	YES (PLEASE EXPLAIN)	DATE
1	we have leased space for all employees and most clients	9/5/2017 4:39 PM
2	We instruct our employees to park a bit down the street or across the street so that open spots are avaialble for clients immediately in front of our business. We also avoid parking in front of other businesses on our street to make more attractive spots available for their customers	9/5/2017 4:38 PM
3	They have a permit in a lot near our business	9/5/2017 4:35 PM
4	Furthest from the business to make spots for customers.	6/13/2017 11:39 AM
5	Upper parking lot.	6/11/2017 7:21 PM
6	Near school district parking or parking to avoid tickets	6/11/2017 3:23 PM
7	we rent spots from a private business	6/11/2017 10:51 AM
8	several blocks away	6/9/2017 6:26 PM
9	we pay for parking for our employees. they park in the assigned spots	6/9/2017 9:56 AM
10	yes in parking behind business or no room in meter parking.	6/8/2017 5:25 PM
11	Away from the building	6/8/2017 11:26 AM
12	rented space	6/8/2017 11:13 AM
13	away from immediate access to building; keep those spots available for clients	6/8/2017 10:02 AM
14	I tell them not to park directly in front of business	6/8/2017 12:06 AM
15	Pay lot	6/7/2017 11:39 PM
16	Yes, if we have spots reserved in a lot	6/7/2017 11:37 PM
17	Park away from building so customers have closer access	6/7/2017 11:26 PM
18	yes	6/7/2017 9:37 PM

19	Pay for spots	6/7/2017 9:23 PM
20	City lot south side or S. Pier Dr.	6/7/2017 7:29 PM
21	Paid lot	6/7/2017 7:15 PM
22	We own several spots in one of the city lots.	6/7/2017 6:01 PM
23	We have specified spots for our employees.	6/7/2017 5:31 PM
24	Employees are instructed to park farther away from the building to allow closer parking spaces for clients.	6/7/2017 5:27 PM
25	street parking leaving lot open	6/7/2017 5:20 PM
26	We pay for two spaces in the lot behind our business but this is not enough and some of our staff park in the SASD log which is probably not technically permitted. It is a problem.	6/7/2017 4:50 PM
27	We have spaces in the Landlord provided parking lot	6/7/2017 4:21 PM
28	Employee's park directly behind our building in the private lot	6/7/2017 4:07 PM
29	parking lot, We rent spaces	6/7/2017 3:35 PM
30	DuBois has 2 assigned parking spots for our business	6/7/2017 3:34 PM
31	I rent spaces	6/7/2017 3:21 PM

Q13 Do you pay for your employee's parking?

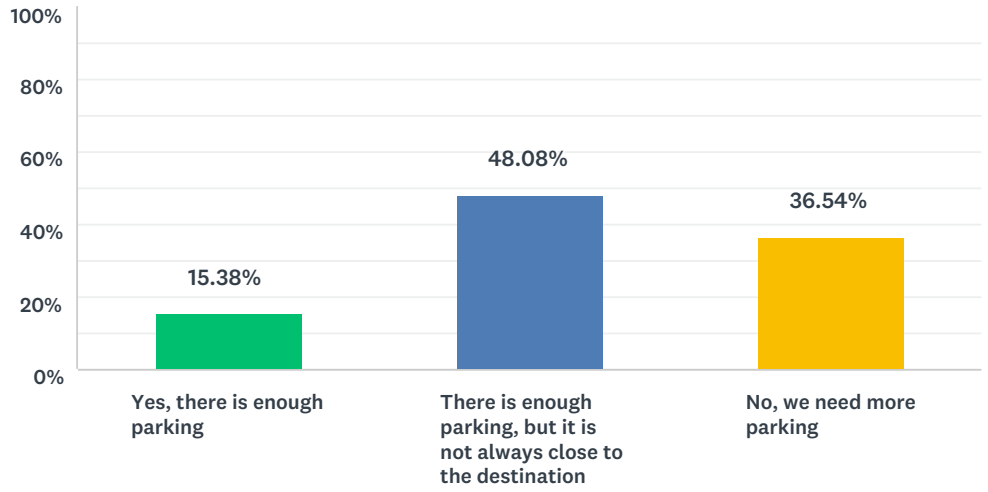
Answered: 51 Skipped: 2



ANSWER CHOICES	RESPONSES	
Yes, we cover entire cost	33.33%	17
Yes, but we only cover partial cost	5.88%	3
No	60.78%	31
TOTAL		51

Q14 In general, do you consider the parking supply in downtown Sheboygan to be adequate?

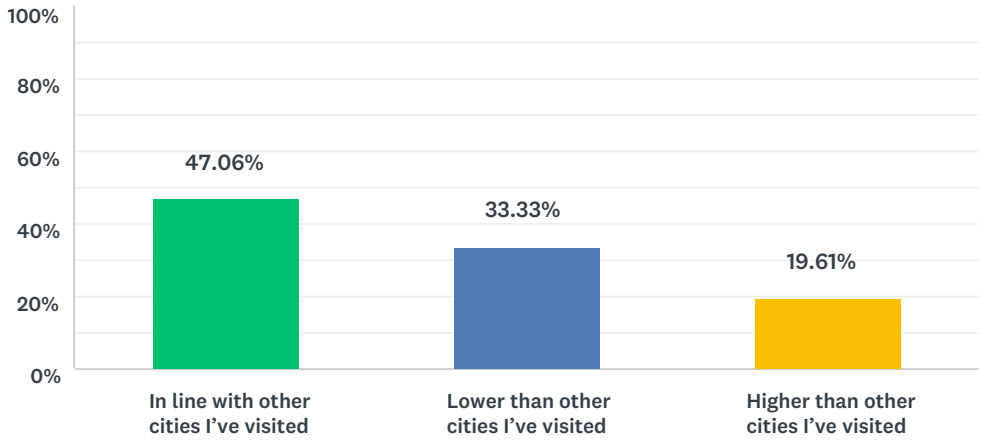
Answered: 52 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes, there is enough parking	15.38%	8
There is enough parking, but it is not always close to the destination	48.08%	25
No, we need more parking	36.54%	19
TOTAL		52

Q15 The rates charged for parking in downtown Sheboygan are:

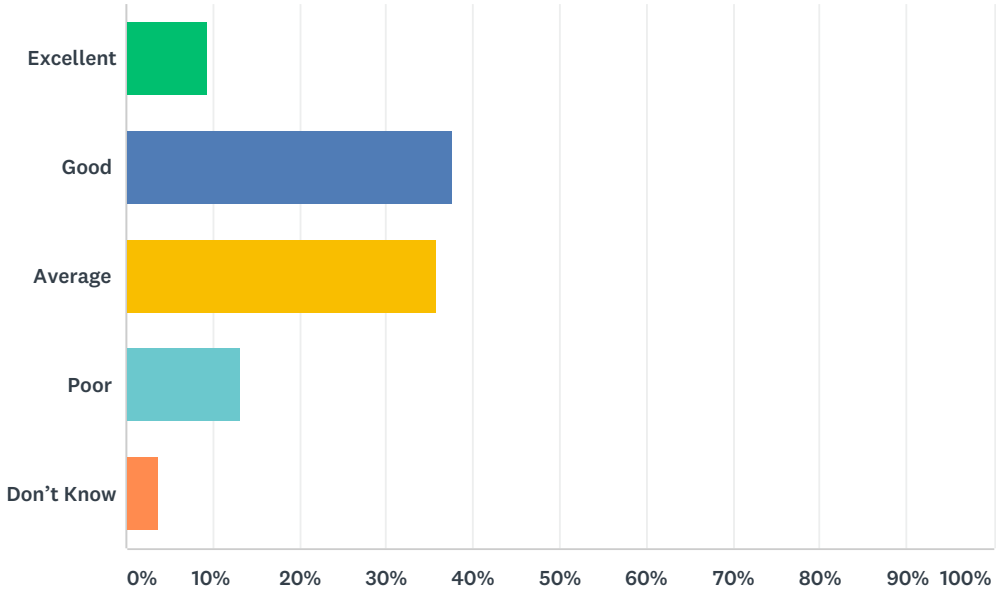
Answered: 51 Skipped: 2



ANSWER CHOICES	RESPONSES	
In line with other cities I've visited	47.06%	24
Lower than other cities I've visited	33.33%	17
Higher than other cities I've visited	19.61%	10
TOTAL		51

Q16 How would you rate the quality and clarity of the downtown parking signage?

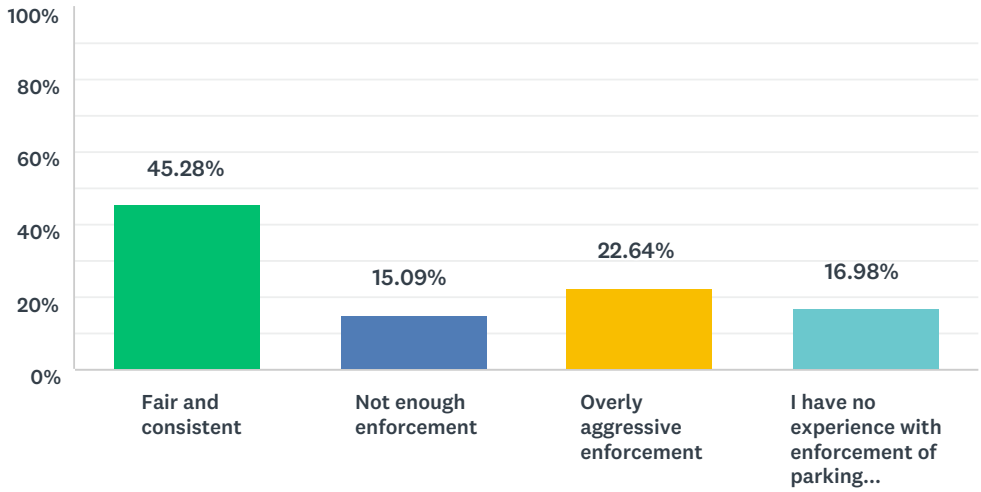
Answered: 53 Skipped: 0



ANSWER CHOICES	RESPONSES	
Excellent	9.43%	5
Good	37.74%	20
Average	35.85%	19
Poor	13.21%	7
Don't Know	3.77%	2
TOTAL		53

Q17 I would describe enforcement of on-street and off-street parking regulations as:

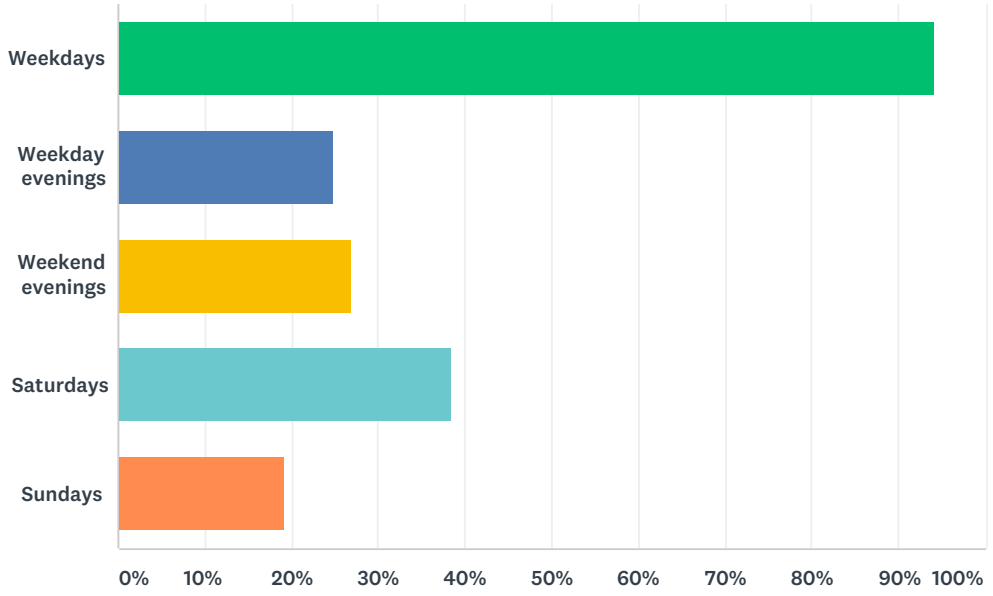
Answered: 53 Skipped: 0



ANSWER CHOICES	RESPONSES	
Fair and consistent	45.28%	24
Not enough enforcement	15.09%	8
Overly aggressive enforcement	22.64%	12
I have no experience with enforcement of parking regulations	16.98%	9
TOTAL		53

Q18 On what days of the week do you typically park downtown? (Check all that apply)

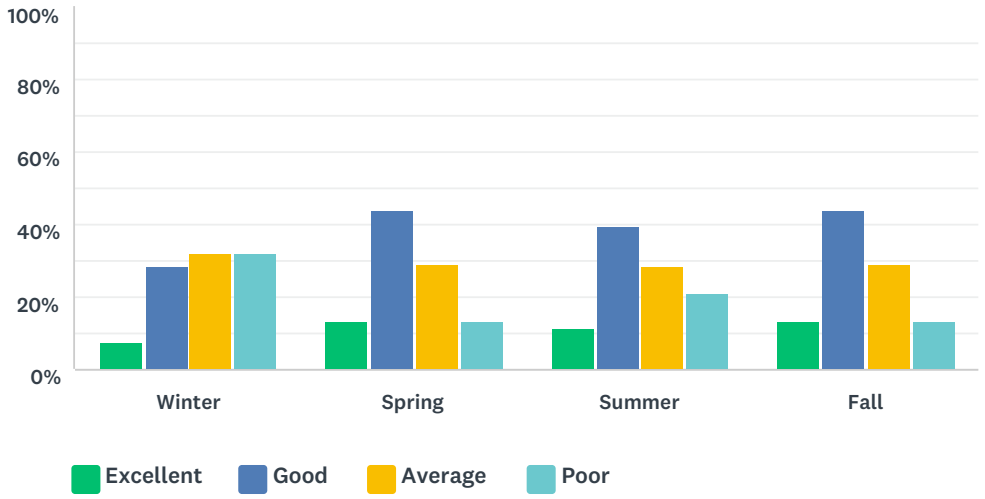
Answered: 52 Skipped: 1



ANSWER CHOICES	RESPONSES	
Weekdays	94.23%	49
Weekday evenings	25.00%	13
Weekend evenings	26.92%	14
Saturdays	38.46%	20
Sundays	19.23%	10
Total Respondents: 52		

Q19 Overall how would you rate the parking in downtown Sheboygan? (Select condition for each season)

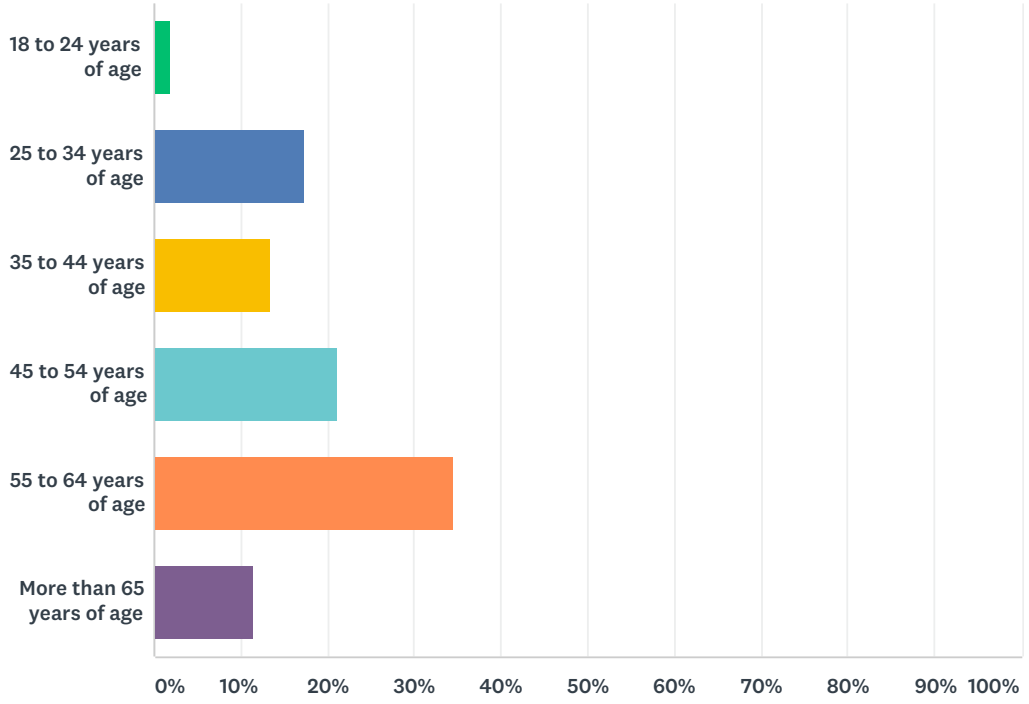
Answered: 53 Skipped: 0



	EXCELLENT	GOOD	AVERAGE	POOR	TOTAL RESPONDENTS
Winter	7.55% 4	28.30% 15	32.08% 17	32.08% 17	53
Spring	13.46% 7	44.23% 23	28.85% 15	13.46% 7	52
Summer	11.32% 6	39.62% 21	28.30% 15	20.75% 11	53
Fall	13.46% 7	44.23% 23	28.85% 15	13.46% 7	52

Q20 What is your current age?

Answered: 52 Skipped: 1



ANSWER CHOICES	RESPONSES	
18 to 24 years of age	1.92%	1
25 to 34 years of age	17.31%	9
35 to 44 years of age	13.46%	7
45 to 54 years of age	21.15%	11
55 to 64 years of age	34.62%	18
More than 65 years of age	11.54%	6
TOTAL		52

Q21 What is your zip code?

Answered: 52 Skipped: 1

#	RESPONSES	DATE
1	53083 53083	9/5/2017 4:39 PM
2	53081 53081	9/5/2017 4:38 PM
3	53081 53081	9/5/2017 4:35 PM
4	53081 53081	6/16/2017 6:25 PM
5	Other 53085	6/13/2017 4:33 PM
6	53081 53081	6/13/2017 11:39 AM
7	53083 53083	6/12/2017 11:07 PM
8	53081 53081	6/12/2017 5:23 PM
9	53083 53083	6/12/2017 2:18 PM
10	53081 53081	6/11/2017 7:21 PM
11	53081 53081	6/11/2017 3:23 PM
12	53081 53081	6/11/2017 10:51 AM
13	53081 53081	6/9/2017 6:26 PM
14	53081 53081	6/9/2017 9:56 AM
15	53081 53081	6/8/2017 7:28 PM
16	53081 53081	6/8/2017 5:25 PM
17	53081 53081	6/8/2017 1:19 PM
18	53081 53081	6/8/2017 11:26 AM
19	53081 53081	6/8/2017 11:13 AM
20	53081 53081	6/8/2017 10:22 AM
21	53083 53083	6/8/2017 10:22 AM
22	53083 53083	6/8/2017 10:02 AM
23	Other 53015	6/8/2017 9:31 AM
24	53081 53081	6/8/2017 8:35 AM
25	Other 53073	6/8/2017 12:06 AM
26	Other 53073	6/7/2017 11:39 PM
27	53081 53081	6/7/2017 11:37 PM
28	53081 53081	6/7/2017 11:26 PM
29	53081 53081	6/7/2017 9:37 PM
30	53081 53081	6/7/2017 9:31 PM
31	Other 53063	6/7/2017 9:23 PM
32	53081 53081	6/7/2017 8:04 PM
33	53081 53081	6/7/2017 7:29 PM
34	53083 53083	6/7/2017 7:15 PM
35	53081 53081	6/7/2017 6:46 PM

36	Other 53020	6/7/2017 6:01 PM
37	53081 53081	6/7/2017 5:46 PM
38	53081 53081	6/7/2017 5:41 PM
39	53083 53083	6/7/2017 5:31 PM
40	53081 53081	6/7/2017 5:27 PM
41	53081 53081	6/7/2017 5:20 PM
42	53081 53081	6/7/2017 4:50 PM
43	53081 53081	6/7/2017 4:21 PM
44	Other 53044	6/7/2017 4:12 PM
45	53081 53081	6/7/2017 4:07 PM
46	53081 53081	6/7/2017 4:03 PM
47	53081 53081	6/7/2017 3:41 PM
48	53081 53081	6/7/2017 3:35 PM
49	53081 53081	6/7/2017 3:34 PM
50	Other 53070	6/7/2017 3:26 PM
51	53081 53081	6/7/2017 3:25 PM
52	53081 53081	6/7/2017 3:21 PM

Q22 Please share your suggestions for improving downtown parking.

Answered: 35 Skipped: 18

#	RESPONSES	DATE
1	i think that it may change with the new increase in tenants in the downtown area. multiple vehicles per apartment, visitors ect... it is a work in progress. and I like the word PROGRESS!!!! that is a good thing!	9/5/2017 4:39 PM
2	Street parking can be difficult in the winter as our street seems to be a lower priority for plowing. Otherwise, we seem to have enough parking nearby. There is a trailer that is consistently parked in a surface lot near Blue Harbor that rarely moves and I believe becomes an eyesore as a constant presence. Other businesses have called about it, the owners have been ticketed but the trailer remains.	9/5/2017 4:38 PM
3	I would suggest getting rid of the parking meters	9/5/2017 4:35 PM
4	we need more parking on south pier	6/16/2017 6:25 PM
5	Provide free parking space for people that work downtown and then remove the meters for the people coming downtown thank you	6/13/2017 4:33 PM
6	Definitely more parking for South Pier Drive area.	6/13/2017 11:39 AM
7	Figure out a way to let those who are dinning out or shopping, experience a parking environment without worrying about the NEGOTIVE CONSEQUENCE of staying to long (parking tickets). Those working in the downtown area need to be directed to parking areas that would leave parking spaces for those who pay the bills, downtown shoppers and patrons. Those using the library should pay for parking over an hour.	6/12/2017 11:07 PM
8	Remove meters. Chalk tires/monitor some other way abusers and long term parking vehicles. Landlords should be providing tenants adequate parking or landlords should be subject to fines/penalties, not everyone that visits downtown. Slumlords prevail and should be railroaded out of town. Clean it up, gut the rats nests. City inspectors - do your jobs?	6/12/2017 2:18 PM
9	I believe the parking rates should be increased.	6/11/2017 7:21 PM
10	Our clients complain that parking meters need to be more than 2 hrs. Most women that get a service done are in the salon for over 2 hrs. Almost every client has gotten a ticket due to this.	6/11/2017 3:23 PM
11	I have been on a waiting list for a city of sheboygan parking spot for 22 months. This has happened in the past, they never seem to have an available spot.	6/11/2017 10:51 AM
12	We need 1 or 2 rows of parking behind Sonlight. There is no handicap parking available. Also few spots on 8th Street. Unable to use back door since parking was removed. Also not able to use shipping & receiving entrance in the back. Trucks bringing product have to double park on 8th St. What a mess especially in winter. We also lose the few spots we have on 8th Street because of poor snow plowing. Many of our sales reps complain about the parking meters. They don't see them in other places.	6/9/2017 6:26 PM
13	If we want to encourage downtown visitors, parking meters should be removed.	6/8/2017 7:28 PM
14	Need better parking for business and customers.	6/8/2017 5:25 PM
15	Ramp	6/8/2017 11:26 AM
16	I continue to be frustrated by our charging for metered parking in downtown Sheboygan. I understand it is an income flow - but it is a deterrent to visitors in my opinion.	6/8/2017 11:13 AM
17	Many customers are put off by the metered parking. They often reference that the other surrounding communities don't have them.	6/8/2017 10:22 AM
18	Downtown parking should be free like Port Washington, for example. We are a religious organization and it is pretty sad when people are ticked for being at a funeral.	6/8/2017 8:35 AM
19	I wish we didn't have to pay meters ... they are a pain. Clients constantly complain about them as well	6/8/2017 12:06 AM

20	Less aggressive policing of meters, i.e. waiting for meter to run out to write a ticket; writing multiple tickets within a 4-hour period; being rude to customers; affordable parking for employees; shareable passes for reserved arming spots, so employees can share spots as each does not work every day; prices to park in paid lots should not be more than parking at meters all day if you want employees to use lots.	6/7/2017 11:37 PM
21	Get rid of parking lot passes and fees. Sell the parking lots and let free enterprise run it better. Get rid of parking meters, you negative punish our customers every day and they are not coming any more because of the conditioning. The passes sold go to companies that don't even use the spots, thus, there are open spots not being used, thus, causing hardships. They need a "use it or lose it" parking policy, whereby, if someone rents a space, it must go to an actual person with a car, not a company who 'might' use it someday, for some tenant sometime in the future. There is enough parking, if they just let people park anywhere. Business owners will make employees park away from close parking stalls. If it was just all open parking, there would be much more flexibility of usage and there would be no problem. The city makes money on parking and because of their policy, it restricts the open and flexible usage. They need to sell the lots and get out of the parking business.	6/7/2017 9:37 PM
22	please enforce 2 hour parking in public lots.	6/7/2017 9:31 PM
23	I don't see much change that should be made. We don't want people to over park when not shopping or dining.	6/7/2017 9:23 PM
24	remove barrier off of Penn!!!!	6/7/2017 8:04 PM
25	Get rid of meters customers do not like them	6/7/2017 7:15 PM
26	The city lots need some sort of enforcement be it stickers or passes hung from mirrors. My spots are constantly being parked in by people seeking "Free" parking and the police are getting tired of hearing from me. Specifically Municpal Lot 2.	6/7/2017 6:01 PM
27	get rid of parking meters in the lots.	6/7/2017 5:46 PM
28	More free parking lots available. We receive a lot of complaints about paying for parking. Often parking meters are out of order. It's difficult for families to replug meters as needed, and adds stress since they need to watch the clock.	6/7/2017 5:41 PM
29	There is not enough parking. We have three or four metered spaces in front of our building. There are multiple businesses in there - all with clientele that come and go. Our customers complain that it is hard to find parking near our office. There is a public lot to the side of our building but not free and a further wall makes it unappealing to customers. We are not on 8th but that area is even worse. I sometimes avoid going to businesses there to avoid the parking hassles.	6/7/2017 4:50 PM
30	Parking is plentiful in some areas of downtown and not in other areas	6/7/2017 4:21 PM
31	Allow for longer meter parking without the need to add coins.	6/7/2017 4:12 PM
32	Downtown I park at only free parking spots because I rarely have change on me. Along the riverfront there are few spots to park because Priority Sign employee's take up the majority of the parking lot space.	6/7/2017 4:07 PM
33	Don't pass it on to Business owners we are taxed enough already!	6/7/2017 3:35 PM
34	I feel the parking meters is the biggest issue. I have heard from a number of customers, that cities our size in other areas do not have parking meters any more. A majority of people also do not carry cash or coins on their person much anymore. The average customer visit to DuBois is normally no more than 15-20 mins at the max, a lot of times less. I have been told by customers that it is an inconvenience to have to pay the meter. I do have customers that will admit to not putting any money in the meters, that they will just take the chance. Another concern my business personally has is our paid for parking spot. Which is located in the parking lot behind Above and Beyond. A lot of people ignore the sign that says reserved parking. If someone else parks there, our employees can't. So there for that causes them to park in a spot and pay a meter, which is not fair due to paying for a parking spot already.	6/7/2017 3:34 PM
35	Better signage to get to downtown, more shopping options	6/7/2017 3:26 PM

MEMORANDUM

To: Derek Muench, Director of Transit & Parking, Parking Utility
Chad Pelishek, Director of Planning & Development, City of Sheboygan

From: Nicole Chinea, CAPP

Date: April 17th, 2021

Re: Parking Assessment Review & Analysis

Background

The City of Sheboygan currently has five parking assessment districts. The downtown parking system is managed by the Parking Utility. Each district has its own policy and distinct ordinance on fees and collecting revenue. In 2018, parking rates increased for the first time in over a decade resulting in increased revenue to help offset expenses for Downtown district. This rate increase excludes the Riverfront and South Pier, where parking remains free. The Utility oversees the financial responsibilities of the system and administers and maintains the following services:

- Parking Meter Maintenance
- Signage and Wayfinding
- Customer Service for Downtown Business Owners and Patrons
- Maintenance and Weed Control in the Parking Lots
- Collection of Coins from Parking Meters
- Invoicing and Collection of Monthly Parking Fees
- Contracting for Lot Repair and Asphalt Maintenance
- Snow Removal

Any variance between total expenses and total income is made up by the property owners with an annual assessment in the four districts within the Utility. Per the 2017 Parking Study conducted by WGI, the annual assessments fluctuated between $80,020 in 2014 and $125,794 in 2013. In 2016 the total assessment was $119,45, while the variance between revenues and expenses was $207,068. The Parking Utility strives to keep the annual assessment minimal to property owners.

The goal of this study was to assess the current ordinances, specific to management of the districts, policies and financial management, and compare the city's policy to other cities who manage parking districts and assessments. WGI will provide findings and actionable recommendations to guide Parking Utility and the city on next steps for gained efficiencies.

Methodology

To better understand each district, WGI compared the organization structure and management of parking utilities for ten cities regarding assessments and finances to conduct a management analysis. There are currently four parking assessment districts that are managed by Parking Utility . The focus was on the organization of the parking utilities and management, directly related to parking and maintenance.

Operations and Finances

The goal of showing the revenues/expenses in the following pages is to explore the finances within each district and the feasibility for each district to be self-sustaining resulting in a minimal assessment to the community. Currently, the finances for these districts are managed independently, requiring the revenue assessed by the district to only be used for maintenance and operations within the originating district. This poses challenges due to the inconsistency in parking demand, local attractions, urban density, and parking revenues district by district. The current districts within the city are as follows:

- District 1 – Downtown
- District 2- Riverfront
- District 4- South 12th Street
- District 6- South Pier

Revenue and expenses in each district differ. Expenses are typically related to snow plowing, beautification, and maintenance. According to the 2020 Year End Review, expenses are directly impacted by weather and play a significant role in the fluctuation of expenses over the years. Historically, revenues have been less than expenses. Per the 2017 WGI parking study, this can be attributed to variations in cost of snow removal from year to year and administrative expenses.

The Downtown District's revenues accounted for 45% of the assessments for all four districts in 2019. The Downtown District is the largest district geographically and in volume of total parking supply. As a result, it was the highest revenue generating assessment district over the last 10 years. Per the 2017 parking study, peak parking occupancy was from 10AM until 2PM for on and off-street parking. While much smaller in size, Riverfront was the second highest revenue generating assessment district in 2019 with a peak occupancy at Noon in 2017.

PAD Assessments by Year (2009-2019) - MUNIS

PAD	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020*	2021**	2009-2019 AVERAGE
1 – DOWNTOWN														
BUDGETED	$113,888	$72,179	$94,359	$123,163	$123,139	$123,139	$75,758	$74,458	$76,558	$73,625	$55,400	$48,575	$82,175	
ACTUAL	$61,197	$83,279	$85,076	$62,727	$60,052	$33,761	$31,694	$47,663	$55,120	$8,291	$88,749	$59,700	———	$56,146
2 – RIVERFRONT														
BUDGETED	$47,118	$46,112	$40,947	$43,758	$43,758	$43,758	$42,358	$40,082	$40,325	$41,825	$41,942	$42,362	$46,692	
ACTUAL	$30,671	$30,959	$28,967	$22,686	$37,840	$27,166	$38,274	$43,641	$44,515	$44,501	$68,642	$38,062	———	$37,987
4 – S 12TH ST														
BUDGETED	$8,665	$8,160	$6,023	$7,662	$7,662	$7,662	$11,709	$12,373	$12,289	$12,881	$10,821	$12,046	$12,046	
ACTUAL	$3,218	$4,256	$5,108	$5,257	$11,065	$4,767	$5,647	$8,458	$8,539	$6,107	$12,553	$9,096	———	$6,816
6 – SOUTH PIER														
BUDGETED	$25,305	$23,374	$15,745	$15,176	$15,176	$15,176	$17,862	$18,260	$18,044	$16,309	$18,746	$17,325	$17,325	
ACTUAL	$12,285	$12,796	$11,294	$9,239	$16,838	$14,326	$13,555	$19,689	$17,494	$19,698	$29,419	$15,125	———	$16,058

Highly utilized parking areas, like the Downtown and Riverfront districts, will require more enforcement and higher maintenance costs due to higher parking demand in these areas. With parking currently free in the Riverfront district, maintenance expenses are funded through assessments to district property owners versus parking revenues.

In determining the efficacy of independently maintaining the districts financially, the expenses of the districts were analyzed in comparison to the assessments for the same period. The S 12th St District consistently had the lowest expenses over the last 10 years, averaging just over $8,000 annually. The Downtown District had the highest expenses, averaging just under $145,000 annually.

The South Pier District averaged $16,000 in revenues from 2009 to 2019. However, the district's net annual expenses average $19,000, which exceeds the amount needed to cover maintenance. Based on the 2017 parking study, the occupancy for the South Pier District was not high, but it is expected that there will be an increase in demand as the area develops. This will result in an increase in utilization and additional allocation of expenses for enforcement and maintenance.

PAD Expenses by Year (2013-2020) - MUNIS

PAD	2013	2014	2015	2016	2017	2018	2019	2020*	2021**	2013-2019 AVERAGE
1 – DOWNTOWN										
BUDGETED	$229,290	$233,464	$172,208	$177,708	$175,308	$172,375	$172,950	$176,400	$181,275	$190,472
ACTUAL	**$173,475**	**$146,728**	**$124,259**	**$125,008**	**$135,548**	**$126,539**	**$182,058**	**$158,050**	---------	**$144,802**
2 – RIVERFRONT										
BUDGETED	$39,080	$47,258	$49,358	$50,082	$50,325	$48,825	$46,942	$46,362	$48,692	$47,410
ACTUAL	**$44,417**	**$32,667**	**$43,742**	**$47,834**	**$48,045**	**$56,691**	**$69,118**	**$41,062**	---------	**$48,931**
4 – S 12TH ST										
BUDGETED	$7,148	$7,662	$11,709	$12,374	$12,289	$12,881	$10,821	$12,046	$12,046	$10,698
ACTUAL	**$10,710**	**$4,709**	**$5,645**	**$8,214**	**$8,539**	**$6,153**	**$12,206**	**$9,096**	---------	**$8,025**
6 – SOUTH PIER										
BUDGETED	$15,013	$15,176	$17,862	$18,260	$18,044	$19,309	$19,309	$20,325	$20,325	$17,568
ACTUAL	**$16,586**	**$14,254**	**$13,550**	**$19,169**	**$20,122**	**$20,121**	**$31,457**	**$18,125**	---------	**$19,323**

**2020 Budgeted and 2020 year-end estimated expenses.*
*** 2021 Budgeted expenses only.*

Comparable Cities

To gain further insight on how parking assessments are being administered and managed in peer cities, WGI assessed eleven cities in comparison to Sheboygan. The initial goal was to assess peer cities near Sheboygan.

City	Population	Utility or Assessment	Contact	Department
Sheboygan	48,000	Utility in place		
Beloit	36,966	Ordinance allows for assessment fees.	Jason Dupuis	Assistant City Engineer
Fond Du Lac	43,021	Ordinance allows for assessment fees.	Diane	Community Development
La Crosse	51,320	Utility in place	Greg Elsen	Parking Utility Coordinator
Janesville	63,575	Only one garage, no ordinance speaking to utility.	Mike Payne	City Engineer
Oshkosh	66,083	Parking utility downtown only	Jennifer Messerschmidt	Parking Utility
Waukesha	70,718	Doesn't seem like there are active utilities, but the ordinance allows for assessment fees.	Fred Abadi, PE	Director of Public Works
Appleton	72,623	Utility in place	Department of Public Works	Department of Public Works
Racine	78,860	Parking utility under traffic department (within engineering)	Traffic Department	Traffic Department
Kenosha	99,218	Parking utility under transit department (no paid street parking, only 8 managed lots)	Jerrad Jones	Department of Transit
Green Bay	104,057	Utility in place	Chris Pirlot (ext. 3736)	Public Works - Parking Division

WGI reached out to Janesville, Beloit, Waukesha, and Racine. However, after emails and/or phone calls we did not receive a response from these cities. Below are the contacts and some key points from successful interviews conducted and ordinances review.

Fond Du Lac, WI

- Previously had a parking utility in place, but it was eliminated due to inadequate revenues to support the operation, and frequent subsidization from the general fund.
- When it was in existence, it was only for our downtown area where we had meters and City owned lots where we issued permits.
- The city does not currently charge for snow plowing.

La Crosse, WI

- Parking Utility in place.
- Downtown parking assessment tax on all properties in the one designated area, the downtown district.
- Bonds and TIF utilized for capital projects.

Kenosha, WI

- No paid street parking.
- City manages 8 parking lots.
- 3 other lots are paid by permit.
- Other 4 lots are free with 2-hour limit and no overnight parking.
- 100% of parking revenue goes back into maintenance for the lots.

Oshkosh, WI

- BID District for downtown only.
- Businesses are taxed annually.
- Current efforts to eliminate BID assessment.
- Very little off-street parking dedicated for businesses.
- No meters.

Appleton, WI

- Parking is a division of Public Works
- Revenue recorded by ramp and on street.
- Plowing expenses for parking areas covered by parking revenues.
- Streets and sidewalks plowing maintenance expenses are managed separately.

Green Bay, WI

- City owns three metered ramps.
- Rates vary depending on proximity from downtown.
- City runs approximately 720 parking meters, can also be paid for mobile payment.
- Parking was run via parking utility until 1998, now a parking system division of public works.
- All parking money (citations, ramps, meters) goes back into the parking program. Funds are reserved exclusively for program.

The City of Sheboygan was the only city managing assessments by individual districts. While not all the cities interviewed currently charge for parking, their management of the assessment districts was uniformly consolidated into one parking district. The City of Appleton manages revenues by parking facility to fund expenses related to each parking ramp and/or lot. The City of Oshkosh was the only city interviewed that had no parking revenues being generated. The City of Green Bay is managed similarly to the other cities but transitioned from a parking utility to a division of public works in 1998.

Findings and Recommendations

Unfortunately, the comparative city ordinances explored did not provide information regarding the financial management of the districts. The financial focus was on day-to-day operations, not capital projects. In Sheboygan, District 4 is the only district that allows for assessed capital improvements. With aging parking facilities throughout all districts, this is a challenge to address larger improvement projects across all districts. Like La Crosse, WI bonds are typical for public capital municipal projects and maintenance is typically an operating expense.

The City of Sheboygan's current ordinance (Article II Parking Districts) could be more effective with revisions and updates. For example, District 3 is mentioned in the ordinance but is no longer an active district and has been absorbed into current districts, per Metro Shoreline. Below are recommendations to be considered by Metro Shoreline to address the assessments going forward:

Update of 2017 Parking Study

With the recent pandemic, parking utilization has been impacted drastically. To gain a more accurate perspective of projected revenues and expenses, an update to the 2017 parking study should be considered to include an updated occupancy study, strategic operational and master plan. This is especially important to developing areas that warrant paid parking. This study should also include efficiencies from technological advances and modulating customer expectations.

Expand Paid Parking

Due to historical occupancy data and anticipated growth in development, consideration should be given to implementing paid parking in the highly utilized areas of the Riverfront and South Pier Districts. This paid parking should be at the regional market rate for implementing paid parking and intended to support the current and future enforcement and maintenance related to parking and expected service levels.

Ordinance Revision

The City of Sheboygan was the only city managing assessments separately by individual districts. Updates should be made to the current city ordinance to reflect the current state of the districts in place and eliminate the reference to District 3. In doing so, condense the definitions for consistency and include in the introduction of the ordinance.

To align with other comparable cities, it is recommended to combine the four districts into one district for consistency in management. In addition, the alignment of the districts should include capitol expenses and allow assessments to be applied to capital improvements, as needed. Pooling revenues and expenses would allow the city to react to those needs regardless of the district that the revenues were generated from and pose lower assessment to the community.

Sample Ordinances

The City of Fond Du Lac ordinance describes the utility as a parking system that includes on and off-street parking within the downtown area. This ordinance is all encompassing of parking management for one specified district as clearly stated.

CITY OF FOND DU LAC

https://ecode360.com/15662508?highlight=park,parked,parking,parking%20system,parking%20system%20utility,parking%20utility,utility&searchId=3108471047580822#15662508

B. Parking system utility

(1) The City municipal parking system consists of off-street parking facilities situated throughout the downtown area, as well as on-street parking facilities with meters situated throughout the downtown area, except those no parking zones outlined in Schedule E and limited time parking in Schedule F.[2]

(2) The parking system includes separate on-street nonmetered parking zones on Main Street, both sides, between Second Street and Division Street; on Main Street from Division Street to Merrill Avenue; and Main Street from Second Street to Western Avenue, with a two-hour time limit as provided in Schedule J,[3] except those no parking zones outlined in Schedule E. The purpose of these nonmetered parking facilities is specifically to service downtown customers and clients, not downtown employees and business owners.

(3) The municipal parking system of the City consisting of the parking facilities described in this Subsection B and together with all property, real and personal, appurtenant thereto and including all other parking facilities hereafter acquired or constructed shall constitute a public utility within the purview of § 66.0805, Wis. Stats.

(4) The parking utility shall be under the management of the City Manager.

(5) While any bonds payable from the revenues of such parking utility are outstanding, the collection, security and disbursement of parking revenues shall be subject to the provisions and covenants of the ordinance or ordinances authorizing such parking revenue bonds.

Like Fond Du Lac, the City of Beloit describes the parking system as being inclusive of on and off-street parking. The city does impose assessments for operating and maintenance expenses within one clearly defined area. This is an example of defining one parking system applicable to the city.

CITY OF BELOIT

https://library.municode.com/wi/beloit/codes/code_of_ordinances?nodeId=CH13TRCO_13.07PASY

13.07 - PARKING SYSTEM

(1) CREATED. (Am. #1519) There is hereby created a downtown municipal parking system to include the off-street parking lots and on-street parking spaces now owned

or leased or hereafter acquired by the City in the downtown area for motor vehicle parking.

(2) SPECIAL ASSESSMENT OF COSTS. **The cost of operating and maintaining the downtown parking system shall be assessed annually against all property in the benefited area, such area and such assessments to be determined in the manner prescribed by §66.60, Wis. Stats. Such costs may include a payment in lieu of taxes, operating, maintenance and replacement costs and interest on an unpaid capital cost.**

(3) DESIGNATION OF PARKING SPACES. (Am. #3608) The City Manager shall cause the marking off of individual parking spaces in each of the parking zones as may hereafter be established, such parking spaces to be designated by lines painted or durably marked on the curbing or surface of the street. At each space so marked off, no person shall park any vehicle in such a way that such vehicle is not entirely within the limits of the space so designated. This section shall not apply to oversized police department vehicles parked in the southeast bay of the City Hall Parking Lot.

(4) PARKING TIME LIMITS. The duration of parking in the off street parking lots and at the on street parking facilities shall be the limits set forth in §13.02 of this chapter.

CITY OF SHEBOYGAN

REQUEST FOR TRANSIT COMMISSION CONSIDERATION

ITEM DESCRIPTION: 7. Review & Acceptance on Parking Study by WGI (2020)

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

REPORT DATE: 9/12/23 **MEETING DATE:** 9/19/23

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:
In 2020, City Development hired WGI (formerly Carl Walker, Inc.) to conduct a parking study of parking assessments in downtown, South Pier, and Riverfront areas in response to a need for further evaluation of the parking revenue options in these areas.

The City of Sheboygan currently has five parking assessment districts. Assessment funding is utilized for the operation and maintenance of city off-street parking facilities per Chapter 106 of the City Ordinance. The goal of the project is to ensure that the program is adequately supporting the current and future needs of the city's parking operation and maintenance. This analysis is Phase 1 of the project with later Phases 2-3 focusing on implementing updates to the program.

This report has not been previously reviewed, accepted or reviewed by the Transit Commission. It has only been an internal document up to this point.

STAFF COMMENTS:
Shoreline Metro worked with Carl Walker, Inc. (now WGI) to complete the parking study. Findings and recommended changes are documented on page 6 of the report.

The following is a summary of the Findings and Recommendations:

- Assess for Capital Improvements – only District 4 currently allows for capital projects to be assessed. This remains a challenge today and hasn't been properly addressed

(an example is Riverfront asphalt replacement). Vehicles and equipment have been purchased from the Parking Utility fund with equipment use charged out to each of the districts when used. Otherwise, the responsibility would lie on municipal bonding for such projects.

- Updating the Ordinances – this item has not been completed and needs to be completed. There are currently conflicting issues, in particular, with District 2 (Riverfront) that are currently being researched and worked on.

- Update of 2017 Parking Study – it's been over six years since the last study. It may be time to do another study (although it could be premature as we just implemented many items which make parking more convenient). The pending or possible sale of current parking lots may also impact a future study.

- Expand Paid Parking – consider paid parking in Riverfront and South Pier.

- Ordinance Revision

It should be noted that no specific recommendations were made with this study. It should also be noted that this study was conducted during COVID-19 and was done completely remotely. The study was paid for and headed up by the Planning & Development Department for the City of Sheboygan in an effort to identify further issues or perceptions with parking assessments.

One item specifically addressed was the creation of one large assessment district rather than 3-4 individual districts, in particular with downtown, Riverfront and South Pier. There is also a Parking Admin district that relies solely on meter and permit revenue and does not receive assessment support (basically lots south of Center Avenue and all streetscaping including flower planters north of Ontario Ave and south of Center Ave).

Considering comparable cities for future changes to the way Sheboygan could realign its assessment districts is a recommendation by staff. Further discussion on this item is recommended for a future Transit Commission meeting; however, future changes will require significant assistance by the City Attorney's office as well as Finance and Planning and Development.

ACTION REQUESTED:
Staff recommends accepting of the Parking Study and placing on file.

ATTACHMENTS:

I. Parking Study Assessment by WGI in 2020

CITY OF SHEBOYGAN

REQUEST FOR TRANSIT COMMISSION CONSIDERATION

ITEM DESCRIPTION: 8. Resolution No. 47-23-24 to purchase John Deere ProGator for Parking Utility

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

REPORT DATE: 9/12/23 **MEETING DATE:** 9/19/23

FISCAL SUMMARY:

Budget Line Item:	650345-651400
Budget Summary:	Heavy Equipment
Budgeted Expenditure:	$42,171.97
Budgeted Revenue:	N/A

STATUTORY REFERENCE:

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

BACKGROUND / ANALYSIS:
The Sheboygan Parking Utility Utilizes several pieces of Grounds maintenance equipment to maintain parking lots and assets located in the downtown area. One such piece of equipment is a 2012 model Heavy-Duty John Deere Gator vehicle. Among other duties, this vehicle carries a large water tank in its cargo bed used to water flowers and shrubs in the downtown area. The size and weight of the tank requires a heavy-duty vehicle. The current vehicle is still operational but is showing signs of age and the need for increased maintenance. Staff is recommending it be replaced before costly repairs and downtime are encountered.

The vehicle to be purchased is included in a cooperative purchasing contract through Sourcewell affording the City the ability to purchase the vehicle at a discount and also precluding the need for competitive bidding.

STAFF COMMENTS:
Resolution 47-23-24 to authorize the Purchasing Agent to issue a purchase order for the purchase of a new, unused Heavy-Duty Grounds Maintenance Utility Vehicle for the Sheboygan Parking Utility. The quote is attached from Revels Turf and Tractor, LLC.

ACTION REQUESTED:
Staff recommends the acceptance and approval to purchase the John Deere ProGator from Revels Turf and Tractor, LLC.

A motion needs to be made to adopt the resolution (and seconded).

Then a motion (and second) needs to be made to amend the resolution to reflect an updated price quote by:

1. 1) Amending the "Now, therefore, be it resolved" paragraph to read, "That the Purchasing Agent is authorized to issue a purchase order to Revels Turf and Tractor, LLC for the purchase of a 2023 John Deere ProGator 2020A for $48,496.97 and to trade in the 2012 John Deer ProGator 2020A for $6,325.00 for a net cost of $42,171.97" and;
2. Amending the "Be it further resolved" paragraph to read, "That the appropriate City officials are authorized to draw funds in the amount of $42,171.97 from Account No. 650345-651400 (Parking Utility Administration Fund – Heavy Equipment) for the purchase" and;
3. Replacing the July 18, 2023 quote summary document with the August 22, 2023 quote summary document."

Then, vote on the resolution as amended.

ATTACHMENTS:

I. Resolution 47-23-24
II. Quote from Revels Turf and Tractor, LLC dated August 22, 2023.

CITY OF SHEBOYGAN
RESOLUTION 47-23-24

BY ALDERPERSONS DEKKER, SALAZAR AND MITCHELL.

AUGUST 21, 2023.

A RESOLUTION authorizing the Purchasing Agent to issue a purchase order for a 2023 John Deere ProGator 2020A for the Sheboygan Parking Utility and to trade in a 2012 John Deere ProGator 2020A as part of the purchase.

WHEREAS, the City of Sheboygan Parking Utility owns and operates a 2012 John Deere ProGator 2020A for maintaining parking lots, downtown streets, and sidewalks, that is showing its age and requiring more frequent and costly repairs; and

WHEREAS, the City desires to replace the 2012 John Deere ProGator 2020A with a more reliable, newer model; and

WHEREAS, the purchase of vehicles or equipment is not subject to Wisconsin's public construction bidding laws; and

WHEREAS, the City's procurement policy allows the City to join with other units of government in cooperative purchasing plans when doing so would serve the best interest of the City; and

WHEREAS, as a member of the Sourcewell Cooperative Purchasing Consortium, the City is able to purchase a 2023 John Deere ProGator 2020A from Revels Turf and Tractor, LLC of Allenton, Wisconsin, at a reduced rate; and

WHEREAS, Revels Turf and Tractor, LLC has approved a trade in value of $6,325.00 for the 2012 John Deere ProGator 2020A as part of the purchase.

NOW, THEREFORE, BE IT RESOLVED: That the Purchasing Agent is authorized to issue a Purchase Order to Revels Turf and Tractor, LLC for the purchase of a 2023 John Deere ProGator 2020A for $45,896.97 and to trade in the 2012 John Deere ProGator 2020A for $6,325.00 for a net cost of $39,571.97.

BE IT FURTHER RESOLVED: That the appropriate City officials are authorized to draw funds in the amount of $39,571.97 from Account No. 650345-651400 (Parking Utility Administration Fund – Heavy Equipment) for the purchase.

PASSED AND ADOPTED BY THE CITY OF SHEBOYGAN COMMON COUNCIL _____.

Presiding Officer

_____
Ryan Sorenson, Mayor, City of Sheboygan

Attest

_____
Meredith DeBruin, City Clerk, City of Sheboygan

Quote Id: 29248815

Prepared For:

CITY OF SHEBOYGAN, INC DEPT OF PUBLIC WORKS ENGINEERING

Prepared By: **Joshua Malady**

Revels Turf and Tractor, LLC
717 Main Street
Allenton, WI 53002

Tel: 847-683-4653
Fax: 847-683-3978
Email: jmalady@revelstractor.com

Date: 18 July 2023

Offer Expires: 31 July 2023

Confidential

Quote Summary

Prepared For:

CITY OF SHEBOYGAN, INC DEPT OF PUBLIC
WORKS ENGINEERING
2026 NEW JERSEY AVE
SHEBOYGAN, WI 53081

Prepared By:

Joshua Malady
Revels Turf and Tractor, LLC
717 Main Street
Allenton, WI 53002
Phone: 847-683-4653
jmalady@revelstractor.com

Quote Id:	29248815
Created On:	18 July 2023
Last Modified On:	08 August 2023
Expiration Date:	31 July 2023

Equipment Summary	Selling Price	Qty		Extended
JOHN DEERE ProGator 2020A (Gas)	$ 45,896.97	X 1	=	$ 45,896.97
Equipment Total				**$ 45,896.97**

Trade In Summary	Qty	Each	Extended
2012 JOHN DEERE Pro Gator 2020A - TC202AAT010112	1	$ 6,325.00	$ 6,325.00
PayOff			$ 0.00
Total Trade Allowance			$ 6,325.00
Trade In Total			**$ 6,325.00**

Quote Summary	
Equipment Total	$ 45,896.97
Trade In	$ (6,325.00)
Package Discount	$ 0.00
SubTotal	$ 39,571.97
Est. Service Agreement Tax	$ 0.00
Total	$ 39,571.97
Down Payment	(0.00)
Rental Applied	(0.00)
Balance Due	**$ 39,571.97**

Salesperson : X _____

Accepted By : X _____

Selling Equipment

Quote Id: 29248815 **Customer:** CITY OF SHEBOYGAN, INC DEPT OF PUBLIC WORKS ENGINEERING

JOHN DEERE ProGator 2020A (Gas)

Hours:
Stock Number:

Code	Description	Qty
140CTC	ProGator 2020A (Gas)	1
	Standard Options - Per Unit	
001A	US/Canada	1
183E	JDLink™ Modem	1
1139	Standard Front Tires 23x10.5-12 (4 PR)	1
1159	Standard Rear Tires 26x12-12 (4 PR)	1
1190	2WD Traction Unit	1
2200	Factory Installed Auxiliary Hydraulics	1
9776	Cargo Box	1
	Other Charges	
	Freight	1
	Setup	1

Confidential

Trade In

Quote Id: 29248815 **Customer:** CITY OF SHEBOYGAN, INC DEPT OF PUBLIC WORKS ENGINEERING

2012 JOHN DEERE Pro Gator 2020A

SN# TC202AAT010112

Machine Details

Description	Net Trade Value
2012 JOHN DEERE Pro Gator 2020A	$ 6,325.00
SN# TC202AAT010112	
Your Trade In Description	

Machine Photography

Confidential

CITY OF SHEBOYGAN

REQUEST FOR TRANSIT COMMISSION CONSIDERATION

ITEM DESCRIPTION: 9. Director's Report

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

REPORT DATE: 9/12/23 **MEETING DATE:** 9/19/23

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:

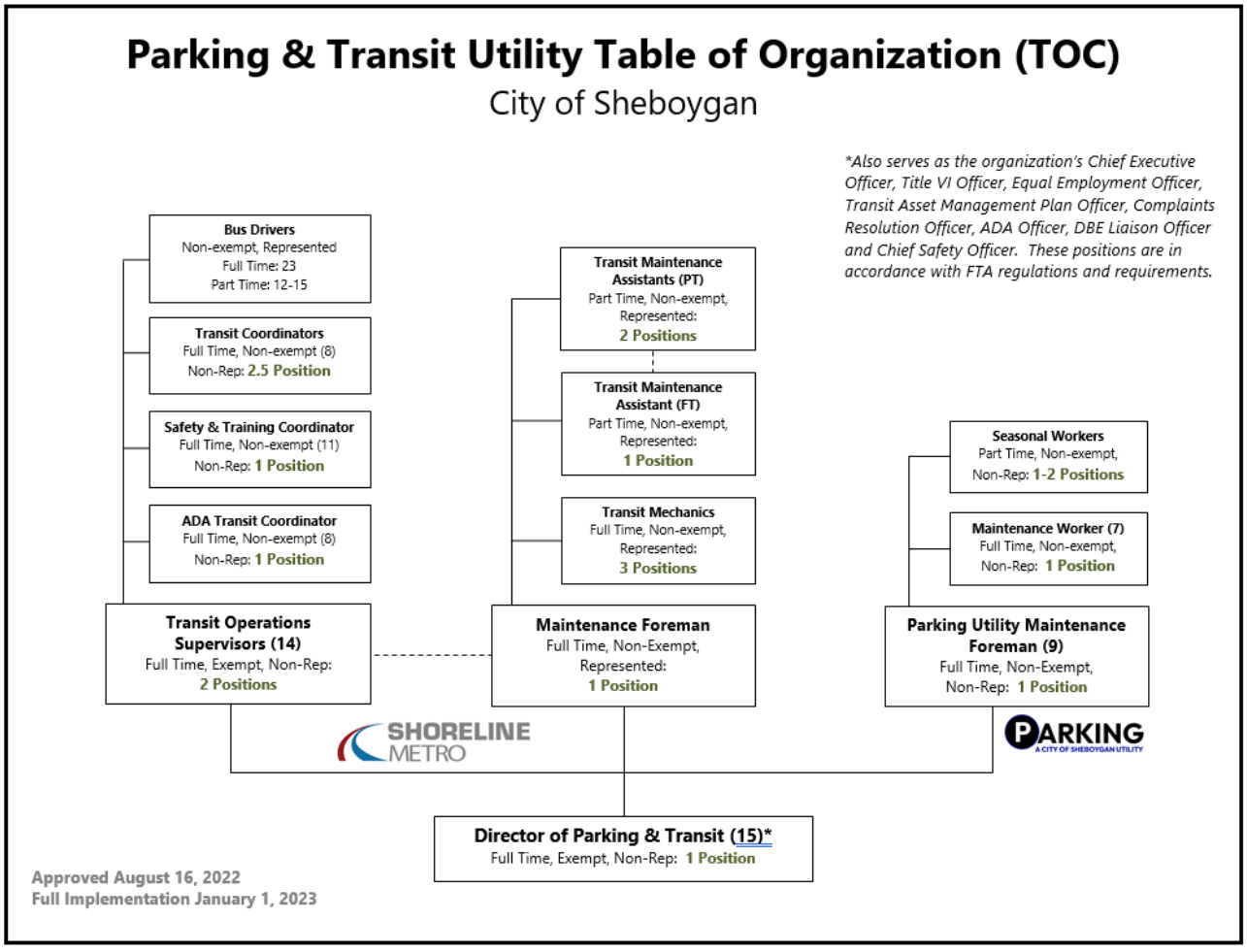
Reporting – Shoreline Metro staff filed several reports with the Wisconsin Department of Transportation and the Federal Transit Administration, typically on a quarterly basis.

- 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.

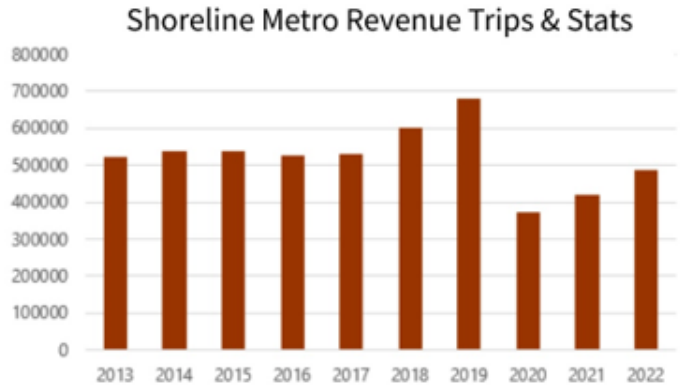
Financials – Shoreline Metro staff (Director) review expenses and revenues on a regular basis, typically bi-monthly and quarterly. Financial reports are reviewed for accurate expenses and revenues. In inaccuracies are reported to the Finance Department with a recommendation for resolution.

- 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 and 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 and Metro Connection 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.



STAFF COMMENTS:
The Director of Transit & Parking presents the following items for as advisory and information.

Personnel:

- **Patrick McDonough** has been promoted to the position of Transit Coordinator effective September 4, 2023. He previously served as a Shoreline Metro driver.
- **Christopher Faust** has resigned his position with Shoreline Metro as a part-time Transit Coordinator. Chris works full-time for the SASD as their Transportation Supervisor.
- **Jodi DeTroye** has joined our team as a Class D Metro Connection driver (FT).
- **Mark Arenz** has been hired as a Shoreline Metro driver. His start date is still pending.

Operational Items/Updates:
The following items are provided as operational updates related to transit and parking services provided by the department.

- **Riverfront Landscaping** has been a point of concern recently with several complaints received regarding weeds and overgrown bushes/trees. Jerry's Landscaping was hired to "spruce" up Riverfront and trim bushes and trees, clean up the boardwalk and mulch beds. This project has concluded in early September. Riverfront is now maintained by Parking Utility staff as it's much more manageable thanks to the assistance of Jerry's Landscaping.

- **Trolley Service** started on June 12 for the season and concluded on September 2 for the season. Total ridership for the season was over 3,000 trips which was lower than previous years. We had over 900 trips alone for the P1/F1 Powerboat Races in mid-August. Overall, comments were very positive. Some people expressed dislike for the 1-hour route. We will further evaluate data and make a route determination for 2024.

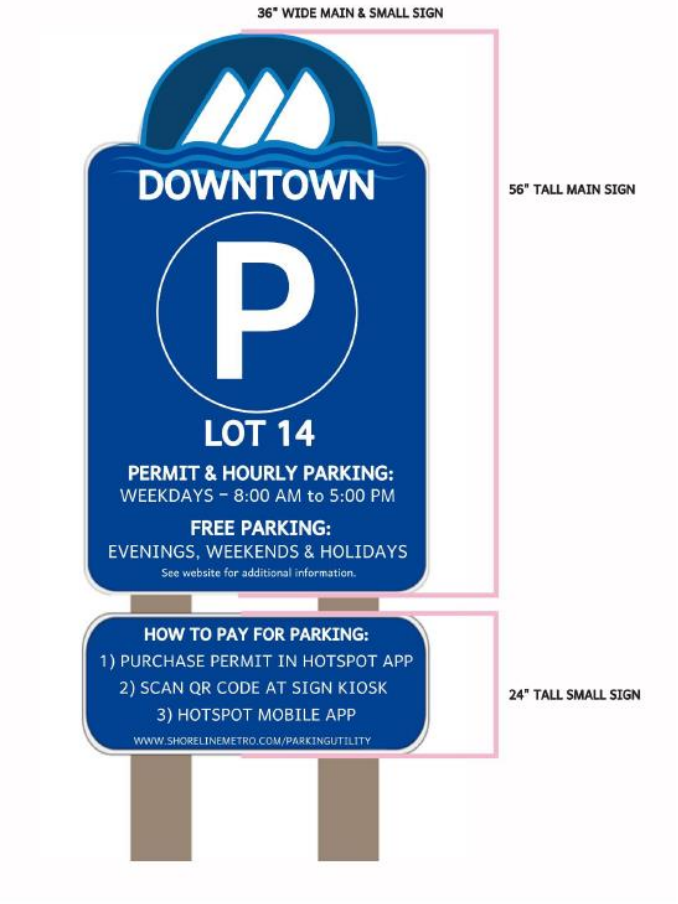
- **Metro Connection Vehicles** were received (4) in late August from TESCO. These are the f buses in our most recent procurement utilizing CARES Act funds. Metro Connection's oldest bus is now from 2017 making the entire fleet within useful life (mileage).

  With this fleet update, Metro Connection drivers (Class D and E) are no longer required to obtain or maintain a CDL. These vehicles fall under the 16-passenger requirement. This change will hopefully ad flexibility and allow for easier hires and quicker training. This change went into effective on Monday, September 18, 2023.

- **Collective Bargaining** with the Amalgamated Transit Union, Local 998 has concluded unsuccessfully with the decision to go to arbitration on a new labor agreement for 2023 (and potentially 2024 and 2025). At this time, there has been no date set for arbitration. The City and union have submitted best and final offers for consideration. No arbitration date has been set. With the departure of Human Resource Director, Adam Westbrook, the City has retained outside council for the remainder of arbitration.

- **HotSpot Parking** implementation is moving forward steadily. There are several updates to provide related to this project:
  - Permit implementation is complete with staff being able to enter permits for City staff and larger businesses. Individual permits must be purchased and maintained by the customer in the app or on the website.
  - All meters have been updated with new decals (see graphic below).
  - The police department continues to use the handheld License Plate Recognition (LPR) devices to enforce payments. These are updated and in service.

- Staff continue to review options for LPR devices for vehicles. Costs have been preliminarily shared with staff.
- Staff have met with HotSpot on the vehicle LPR devices and ticketing software. The ticketing option appears to initially be expensive and not worth the investment.
- Lot signage is currently being updated through Marshall Sign and The Sign Shop. Marshall Sign is our partner for the lot entrance signs and The Sign Shop is working on our internal "fast pay" signage (see graphics below).
- Parking Utility website has been completed updated with the new changes to parking meters and lots.
- Marketing materials have been created and provided to businesses to assist with the new parking payment solutions.
- Meter revenue generated YTD includes:
    - August
        - App payments - $19.76
        - Tap 'n Pay (QR code) - $161.16
    - September
        - App payments - $66.51
        - Tap 'n Pay (QR code) - $323.66



This concludes the Director's Report. Thank you for reviewing.

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

ATTACHMENTS:

I. None.