

MINUTES  
SHORELINE METRO TRANSIT DEVELOPMENT PROGRAM (TDP) REVIEW  
COMMITTEE

October 18, 2018

Mead Public Library (Rocca Meeting Room)  
710 North 8<sup>th</sup> Street, Sheboygan

MEMBERS PRESENT:       Angie Buechel (RCS Empowers)  
                                  Brett Edgerle (Village of Kohler)  
                                  Mark Hermann (Shoreline Metro Customer)  
                                  Derek Muench (Shoreline Metro Director)  
                                  Chad Pelishek (City of Sheboygan Dept. of Planning and  
  Development/Sheboygan Transit Commission)  
                                  Edward Procek (Shoreline Metro Driver)  
                                  Ald. Ron Rindfleisch (City of Sheboygan/Sheboygan Transit  
  Commission)  
                                  James Schwinn for Bill Blashka (Town of Sheboygan)

MEMBERS EXCUSED:       Chief Christopher Domagalski (City of Sheboygan Police  
  Department/Sheboygan Transit Commission)  
                                  Roy Kluss (Sheboygan Transit Commission)

BLRPC STAFF PRESENT:   Jeffrey Agee-Aguayo

1. Chairperson Derek Muench called the meeting to order at 3:02 p.m.

Committee members and staff present noted committee members who had asked to be excused from the meeting.

2. **Moved** by James Schwinn and seconded by Brett Edgerle that the committee approve the agenda for the October 18, 2018, meeting of the Shoreline Metro TDP Review Committee. Motion carried, with all voting aye on a voice vote.

3. Jeffrey Agee-Aguayo stated that Roy Kluss had asked that the minutes of the September 13, 2018, meeting be amended to reflect that he was excused from the meeting.

**Moved** by Brett Edgerle and seconded by Edward Procek that the committee approve the minutes of the September 13, 2018, meeting of the Shoreline Metro TDP Review Committee, as amended. Motion carried, with all voting aye on a voice vote.

4. Chairperson Derek Muench asked if there was any public input. Jeffrey Agee-Aguayo stated that Roy Kluss had called him, and that in addition to asking to be excused from this meeting and the September 13, 2018, meeting, stated that he would like meetings on Thursdays

to start at 4:00 p.m. or later due to his schedule, but also noted that 3:00 p.m. meeting starting times would be acceptable on Mondays, Tuesdays and Fridays and all Wednesdays except the third Wednesday of the month, when he has a commitment. Mr. Kluss' comments can be considered as the next meeting date is set (Agenda Item #8). No additional public input was received.

5. Committee members gave final review to draft Chapter 4 of the Shoreline Metro TDP (Community Profile).

Jeffrey Agee-Aguayo distributed revised copies of draft Chapter 4 to committee members in attendance. Jeffrey Agee-Aguayo then reviewed the two highlighted changes to draft Chapter 4, which were as follows:

- Major employers were added as a category of potential trip generators (top of p. 4-9); and
- Indiana Avenue from South Taylor Drive to South 8<sup>th</sup> Street was added as one of the most traveled streets and highways in the City of Sheboygan portion of the Shoreline Metro service area.

Jeffrey Agee-Aguayo then distributed and reviewed revised versions of the following tables in draft Chapter 4:

- Table 4.1: Employment in the Shoreline Metro Service Area, *2012 – 2016 American Community Survey*;
- Table 4.2: Population in the Transit Service Area, 1990, 2000 and 2010 Census, 2018 Estimates; and
- Table 4.3: Population Projections in the Transit Service Area, 2010 – 2040.

Jeffrey Agee-Aguayo stated that the information in the above revised tables contains the Town of Sheboygan as part of the “transit service area.” Jeffrey Agee-Aguayo then asked committee members if they preferred to keep the previous versions of these tables or use the revised tables. Committee members were of consensus that the versions of Tables 4.1, 4.2 and 4.3 that include the Town of Sheboygan should be included in draft Chapter 4.

Derek Muench noted that fixed-route service does not currently serve the Town of Sheboygan, but Metro Connection does serve the town. James Schwinn commented that he would like the town board to revisit expansion of Shoreline Metro to serve the Town of Sheboygan next year. Derek Muench also discussed the adjustments to Route 20 to better serve major employers and other trip generators in the Village of Kohler. Derek Muench also discussed the federal requirement that transit service be provided to all paying municipal jurisdictions within an urbanized area, which would include the Town of Sheboygan if it paid the local share for transit service allocated to that jurisdiction.

Finally, Jeffrey Agee-Aguayo distributed and reviewed a revised version of Map 4.10 (Potential Trip Generators in 2018), with an emphasis on a new category of potential trip generator: major employers. Committee members had the following comments regarding Map 4.10:

- Chad Pelishek suggested that the name of entry #77 be changed to “SouthPointe Enterprise Campus.”
- Derek Muench and Chad Pelishek suggested adding a second location for Nematik near the intersection of Behrens Parkway and Gateway Drive.
- Derek Muench suggested adding a dot indicating the location of the traditional south side industrial park, known as the Sheboygan Business Center.
- Derek Muench and Brett Edgerle discussed the status of Pine Haven (entry #74) as a “major employer.” After some discussion, the committee decided to delete Pine Haven from the map.
- Committee members discussed Old Wisconsin Sausage as a trip generator; after some discussion, it was decided to place both Old Wisconsin locations (entry #72 and the location off Weeden Creek Road just west of Interstate Highway 43 and the Sheboygan Business Center) on the map.
- Chad Pelishek suggested adding the John Michael Kohler Arts Center Art Preserve (at the vicinity of the former Schuchart property) to the map.
- Derek Muench suggested including several potential trip generators in the Town of Sheboygan on the map, including the north side Walmart, Menards, Lake Country Academy, the St. Vincent de Paul thrift store, and some low income housing locations.
- Chad Pelishek suggested that the Sunnyside Mall (entry #34) be deleted from the map under “shopping centers.”
- Derek Muench suggested that Sunny Ridge be added to the map as a “health care facility.”
- Committee members suggested adding Miesfeld’s in the Town of Sheboygan to the map.
- Chad Pelishek suggested deleting Calumet Square Shopping Center (entry #39) from the map, but adding the Pick & Save Supermarket on North 25<sup>th</sup> Street to the map.
- Committee members suggested adding the Aldi and Save A Lot Supermarkets to the map.
- Brett Edgerle suggested adding the Goodwill thrift store to the map, and Edward Procek suggested adding the Bethesda thrift store to the map.
- Chad Pelishek suggested adding the new High Pointe Apartments to the map under “major apartment complexes.”
- Chad Pelishek commented that Central High School and Etude High School are two of the Sheboygan Area School District alternative high schools that can be reflected under entry #24, and added that the IDEAS Academy and the Mosaic School no longer exist.
- Finally, committee members suggested that the category “lakeshore parks” be retitled “major parks,” that 6<sup>th</sup> Street Park be deleted from the map, and that Kiwanis Park and Vollrath Park be added to the map.

6. Committee members gave final review to draft Chapter 7 of the Shoreline Metro TDP (Transit System Performance).

Jeffrey Agee-Aguayo distributed copies of draft Chapter 7 (reviewed in detail at the last meeting) to those who needed it. Jeffrey Agee-Aguayo commented that no changes were suggested at the last meeting, so no changes were made to this chapter.

Jeffrey Agee-Aguayo asked if there were any remaining questions or comments regarding draft Chapter 7; no additional questions or comments were received.

7. Committee members reviewed results from the last ridership opinion survey conducted in December 2015.

Jeffrey Agee-Aguayo distributed copies of the ridership opinion narrative to those who needed it. Jeffrey Agee-Aguayo briefly reviewed key findings from the narrative. The key question for committee members was whether this narrative should be made draft Chapter 5 of the TDP or whether a new ridership opinion survey should be conducted.

Committee members had the following comments on the ridership opinion survey and on surveying in general:

- Chad Pelishek wondered if non-riders should be surveyed, adding that this could be folded into a citywide survey (either the survey that is underway or in the future). This could be one of the recommendations in the Recommended Plan chapter of the TDP if it is not done for this TDP.
- Chad Pelishek commented that a lot has changed since December 2015, such that it might be of value to do a new ridership opinion survey. Two factors that have changed are that the economy has improved significantly and that more students are riding Shoreline Metro since its partnership with the Sheboygan Area School District.
- Edward Procek suggested have a K-12 or college class assist with doing an electronic-based survey of the ridership.
- Edward Procek also suggested adding an electronic component to the boarding and alighting survey.

8. The Shoreline Metro TDP Review Committee will next meet some time in December 2018. Jeffrey Agee-Aguayo stated that he would send a Doodle poll to committee members to schedule a December meeting, with three or four dates and times being available as options. Jeffrey Agee-Aguayo noted that he would contact Mark Hermann through other means to check his availability to meet in December.

9. **Moved** by Chad Pelishek and seconded by James Schwinn that the meeting of the Shoreline Metro TDP Review Committee be adjourned. Motion carried, with all voting aye on a voice vote. The meeting adjourned at 3:58 p.m.

Recording secretary,

Jeffrey C. Agee-Aguayo

