

MINUTES
SHORELINE METRO TRANSIT DEVELOPMENT PROGRAM (TDP) REVIEW
COMMITTEE

April 15, 2020

(Conducted via Teleconference using Skype)

MEMBERS PRESENT: Angie Buechel (RCS Empowers)
 Brett Edgerle (Village of Kohler)
 Matt Halada (WisDOT Northeast Region, Green Bay)
 Derek Muench (Shoreline Metro Director)
 Chad Pelishek (City of Sheboygan Dept. of Planning and
 Development/Sheboygan Transit Commission)
 Edward Procek (Shoreline Metro Driver)
 Mayor Mike Vandersteen (City of Sheboygan/Sheboygan Transit
 Commission)

MEMBERS EXCUSED: None

BLRPC STAFF PRESENT: Jeffrey Agee-Aguayo

1. Chairperson Derek Muench called the meeting to order at 2:30 p.m.

Committee members and staff introduced themselves for the benefit of everyone participating in the teleconference.

Jeffrey Agee-Aguayo noted that committee members may be asked to do roll call votes during the meeting in cases where there is not a unanimous vote. Jeffrey Agee-Aguayo also requested that committee members identify themselves when speaking in order to facilitate the taking of minutes.

2. Jeffrey Agee-Aguayo projected the agenda for those who had the ability to view it via the shared screen capability of Skype. The agenda was also e-mailed (and in some cases mailed) to committee members a week ahead of the meeting. Jeffrey Agee-Aguayo commented that this was the same as the agenda for the meeting that was to originally occur in person on March 24, 2020, but was postponed due to the start of the COVID-19 “Safer at Home” order in Wisconsin.

Moved by Edward Procek and seconded by Mayor Mike Vandersteen that the committee approve the agenda for the April 15, 2020, meeting of the Shoreline Metro TDP Review Committee. Motion carried, with all voting aye on a voice vote.

3. Jeffrey Agee-Aguayo projected the minutes of the February 27, 2020, meeting for those who had the ability to view it via the shared screen capability of Skype. The minutes were also e-mailed (and in some cases mailed) to committee members a week ahead of the meeting.

Moved by Mayor Mike Vandersteen and seconded by Derek Muench that the committee approve the minutes of the February 27, 2020, meeting of the Shoreline Metro TDP Review Committee. Motion carried, with all voting aye on a voice vote.

4. Chairperson Derek Muench asked if there was any public input; none was received.

5. Committee members gave final review to draft Chapter 5 of the TDP (Ridership Opinion).

Jeffrey Agee-Aguayo projected draft Chapter 5 for those who had the ability to view it via the shared screen capability of Skype. Jeffrey Agee-Aguayo noted that draft Chapter 5 was e-mailed (and in some cases mailed) to committee members ahead of the February 27, 2020, meeting.

Since this draft chapter was reviewed in detail at the February 27, 2020, meeting, Jeffrey Agee-Aguayo asked if there were any final questions or comments on draft Chapter 5. Committee members had no questions or comments. However, Jeffrey Agee-Aguayo offered one minor editorial change to page 5-8 (final paragraph, second sentence, “Driver₁ courtesy was ranked third for both groups.”)

Jeffrey Agee-Aguayo asked committee members to approve Chapter 5 (as amended) so that the committee could move on to other tasks in the TDP process. **Moved** by Mayor Mike Vandersteen and seconded by Edward Procek that the Shoreline Metro TDP Review Committee approve Chapter 5 (as amended). Motion carried, with all voting aye on a voice vote.

6. Committee members reviewed the list of preliminary alternatives for consideration in the TDP.

Jeffrey Agee-Aguayo projected the list of preliminary alternatives for consideration in the TDP for those who had the ability to view it via the shared screen capability of Skype. Jeffrey Agee-Aguayo noted that this list was e-mailed (and in some cases mailed) to committee members a week ahead of the meeting. Jeffrey Agee-Aguayo commented that this was the same as the list that was sent out prior to the March 24, 2020, meeting that was postponed due to the start of the COVID-19 “safer at home” order.

Jeffrey Agee-Aguayo provided the following preliminary comments regarding this agenda item:

- Alternatives A, I and J are typically considered in all TDPs.
- Alternatives B, C and D were suggested by Derek Muench.
- Alternatives E, F, G and H were from the previous TDP, and may or may not apply in this TDP.

- All alternatives that proceed in the evaluation process will be analyzed in terms of the 2018 base year (as presented in draft Chapter 7). A 2019 base year could also be used if we obtain end-of-year detailed final expenses for that year.

Derek Muench also provided preliminary comments regarding this agenda item.

The alternatives were then reviewed in order as follows:

Alternative A (Continuation of Status Quo Fixed-Route Transit Service)

Derek Muench discussed the value of maintaining fixed-route transit service, noting that ridership was higher in 2019 than it was in 2010. Derek Muench supported Alternative A for fixed-route operations. Edward Procek commented that ridership growth had been great up until the COVID-19 pandemic occurred. Jeffrey Agee-Aguayo commented that Alternative A was a good “baseline” alternative that all other alternatives can be evaluated against.

Committee members supported including Alternative A for evaluation.

Alternative B (Elimination of Transfers)

Derek Muench explained his rationale for this alternative, noting that many more passengers are now using day passes. Derek Muench explained that eliminating transfers might allow the cash fare to increase slightly, meaning that the ADA paratransit fare would also increase. Derek Muench noted that paper transfer slips are cumbersome, and indicated that Green Bay Metro eliminated transfers with few “hiccups.” This move could lead to the elimination of tokens as well, particularly adult tokens. Eliminating paper transfer slips and tokens might be a good move in terms of fewer things to handle in the era of COVID-19.

Edward Procek wondered if the day pass could be discounted somewhat for the elderly and disabled as part of this alternative (perhaps \$2 instead of \$3). Derek Muench commented that a \$2 cash fare would keep things simpler so that customers do not need to look for change (along with a \$1 elderly and disabled cash fare).

Committee members supported including Alternative B for evaluation.

Alternatives C (Service Day from 5:00 a.m. to 8:00 p.m.) and D (Routes Leave at :00 and :30)

Derek Muench suggested taking Alternatives C and D together. Derek Muench discussed the early morning shuttle, noting that it has been difficult to get everyone to work by 6:00 a.m. the way things are set up currently. Derek Muench also explained why having routes leaving at the top and bottom of the hour made sense. Derek Muench stated that the 8:45 p.m. ending time for weekday service does not serve many passengers in the evenings. Derek Muench discussed the

new City of Sheboygan industrial park that would be better served by the changes proposed in these two alternatives.

Edward Procek commented that Alternatives C and D are good suggestions, but added that ending service on weekdays at 8:00 p.m. might be a bit early, especially for some younger workers.

Mayor Mike Vandersteen stated that he liked Alternatives C and D.

Angie Buechel noted that Alternatives C and D should be examined, but added that later service should be considered down the road as well.

Chad Pelishek asked if employers could pay extra to subsidize service that could be provided later into the evening. Derek Muench responded that perhaps doing micro transit or “right sizing” transit service could be a solution for this, and added that public-private partnerships could also work.

Committee members supported including Alternatives C and D (combined) for evaluation.

Alternative E (Replace Fixed-Route Service with Demand Response Service, Including Variations in Fares)

Derek Muench suggested elimination of this alternative.

Angie Buechel asked if this alternative would have any benefits; Derek Muench explained the benefits and drawbacks of this alternative (it is typically more expensive). Derek Muench commented that certain times might be appropriate for demand response service, but not all the time. Derek Muench added that it might be difficult to provide peak hour or weekday daytime service with demand response service.

Committee members supported removing Alternative E from consideration.

Alternative F (Restore 30 Minute Service on Saturdays)

Derek Muench stated that he was not in favor of this alternative. Derek Muench thought that hourly service with alternating shuttles was appropriate for the amount of passengers served on Saturdays.

Edward Procek thought that the committee should consider this alternative, or at least do 30 minute service on higher activity routes (like Routes 10 North and South). Edward Procek thought that this should not be looked at as an alternative, but noted that a mini version of this should be monitored or examined down the road (footnoted).

Committee members supported removing Alternative F from consideration, but added that a smaller version of this alternative (on busier routes) could be considered in the future.

Alternative G (Route Deviation During Non-Peak Periods, Using Status Quo Fixed-Route Service as a Base)

Derek Muench commented that there may be more people needing route deviation during peak times than during other times, and mentioned a few areas in which this already happens (like Route 7 South in the vicinity of the Sheboygan Business Center). Derek Muench noted that route deviation was not particularly appropriate for weekday evenings, but it is possible that it could work on Saturdays. Edward Procek agreed with the observations of Derek Muench. Derek Muench recommended not considering this alternative.

Committee members supported removing Alternative G from consideration.

Alternative H (Demand Response Service During Weeknights, Including Variations in Fares)

Derek Muench stated that micro transit could be considered for this alternative. Hourly evening fixed-route service could be combined with demand response service or fixed-route service could stop at a certain time at which demand response service could start; this might require a separate study. Derek Muench commented that a form of demand response service is now occurring on Saturdays with the COVID-19 situation. Demand response service could be considered for weekday evenings or possibly for Saturdays. Derek Muench noted that it should be assumed that the fare structure that was discussed under Alternative B can be considered for this alternative as well.

Edward Procek commented that higher fares for the demand response component should be examined, possibly justified as a “premium” for door-to-door transportation service. Edward Procek called it a “copay” that could range from \$3 to \$5. Ozaukee County’s system was mentioned as an example of this by Derek Muench; it was noted that Ozaukee County utilizes a zonal fare system.

Committee members supported including Alternative H for evaluation, assuming the fare structure discussed under Alternative B.

Alternative I (Restructuring/Minor Changes to Existing Routes)

Derek Muench stated that this alternative is addressed in some form in every TDP. Derek Muench noted that the routes were revised in 2015 and 2016 in order to respond to development changes in the area. Derek Muench discussed his good communication with Chad Pelishek regarding development issues in the City of Sheboygan over the years.

Edward Procek commented that transit's route structure can change as demands change.

Committee members supported including Alternative I for evaluation.

Alternative J (Service to Outlying Communities)

Derek Muench commented that the committee could look at outlying communities in the urbanized area, but noted that it might be a long time until some of those communities (such as the Town of Sheboygan) are on board with having service, so it might not be productive to look at this as a formal alternative at this time.

Brett Edgerle thanked Derek Muench for his efforts in improving Route 20 in the Village of Kohler, and encouraged Shoreline Metro to keep being flexible.

Committee members supported discussing in general terms (but not analyzing) Alternative J at this time.

Alternative K (Other Suggestions from Committee Members)

Derek Muench reiterated that adjustment of the fare structure (as discussed under Alternative B) should be examined in the TDP.

Jeffrey Agee-Aguayo concluded discussion under this agenda item by stating that he would start to prepare a chapter analyzing each of the alternatives approved for further evaluation in the TDP.

7. Discussion then briefly turned to the boarding and alighting analysis that will occur in the near future.

Derek Muench commented that he hoped to start with counts using this software around July 1, 2020. Jeffrey Agee-Aguayo stated that he was ready to prepare a chapter of the TDP summarizing information from these counts once the data become available.

8. The next meeting of the Shoreline Metro TDP Review Committee is scheduled for **Wednesday, May 13, 2020, at 2:30 p.m.** It is likely that this meeting will also be conducted via teleconference, since Wisconsin's "Safer at Home" order has been extended until May 26, 2020. The main agenda item at this meeting will be review of service alternatives being examined in the TDP.

9. **Moved** by Matt Halada and seconded by Edward Procek 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 4:14 p.m.

Recording secretary,

Jeffrey C. Agee-Aguayo

