

MINUTES
SHORELINE METRO TRANSIT DEVELOPMENT PROGRAM (TDP) REVIEW
COMMITTEE

February 27, 2020

Sheboygan City Hall (Room 106)
828 Center Avenue, Sheboygan

MEMBERS PRESENT: Angie Buechel (RCS Empowers)
 Matt Halada (WisDOT Northeast Region, Green Bay)
 Mark Hermann (Shoreline Metro Customer)
 Derek Muench (Shoreline Metro Director)
 James Schwinn for Bill Blashka (Town of Sheboygan)

MEMBERS EXCUSED: Chief Christopher Domagalski (City of Sheboygan Police
 Department/Sheboygan Transit Commission)
 Brett Edgerle (Village of Kohler)
 Edward Procek (Shoreline Metro Driver)

BLRPC STAFF PRESENT: Harry Graham and Jeffrey Agee-Aguayo

1. Chairperson Derek Muench called the meeting to order at 2:33 p.m.

Jeffrey Agee-Aguayo noted committee members who had asked to be excused from the meeting.

2. Jeffrey Agee-Aguayo distributed the agenda to committee members who needed it (the agenda was also sent out ahead of the meeting).

Moved by Matt Halada and seconded by James Schwinn that the committee approve the agenda for the February 27, 2020, meeting of the Shoreline Metro TDP Review Committee. Motion carried, with all voting aye on a voice vote.

3. Jeffrey Agee-Aguayo distributed the minutes of the January 30, 2020, meeting to those who needed them (the minutes were also sent out ahead of the meeting).

Moved by Matt Halada and seconded by James Schwinn that the committee approve the minutes of the January 30, 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 8 of the TDP (Goals, Objectives, Standards and Their Use in Evaluating the Current Transit Operation).

Commission staff distributed the latest revised draft of Chapter 8 to those who needed it. The latest revised draft of Chapter 8 was sent out about a week prior to this meeting. The latest revised draft of Chapter 8 was also projected in the meeting room in order to facilitate discussion.

Jeffrey Agee-Aguayo reviewed changes that were made to draft Chapter 8 since the last meeting, including the following:

- Objective 3.5 was revised to read: “By implementing a public education campaign to promote transit being *an accessible option for all demographics.*”
- Standard 4.4.1 was revised to read: “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.
- Objective 5.2 was revised to read: “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 was revised to read: “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 was revised to read: “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 5.3.1 was revised to read: “*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 was revised to read: “*Transit service* should be as close as practical to facilities that care for elderly individuals or persons with disabilities.”
- Standard 5.5.2 was revised to read: “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.

- Standard 5.7.3 was revised to read: “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.”
- Standard 6.1.3 was revised to read: “The Director of Transit and Parking should *continue* to be afforded an ex-officio position on the City of Sheboygan Plan Commission.”

The only comment regarding Chapter 8 came from Derek Muench, who suggested that Standard 6.1.3 revert to its original language, as follows: “The Director of Transit and Parking should be afforded an ex-officio position on the City of Sheboygan Plan Commission.” When Harry Graham asked about this, Derek Muench commented that he had never had such an appointment on the Plan Commission, and that he might have misinterpreted this standard at the last meeting.

Jeffrey Agee-Aguayo asked committee members to approve Chapter 8 so that the committee could move on to other tasks in the TDP process. **Moved** by Derek Muench and seconded by James Schwinn that the Shoreline Metro TDP Review Committee approve Chapter 8 (as amended at this meeting). Motion carried, with all voting aye on a voice vote.

6. Committee members reviewed draft Chapter 5 (Ridership Opinion).

Commission staff distributed draft Chapter 5 to those who needed it. Draft Chapter 5 was sent out about three days prior to this meeting. Draft Chapter 5 was also projected in the meeting room in order to facilitate discussion.

Harry Graham reviewed draft Chapter 5 with committee members in attendance, with Jeffrey Agee-Aguayo occasionally providing comments on portions of the chapter. The introduction was reviewed first. The ridership opinion survey was reviewed both in terms of survey methodology, characteristics of transit riders, the rating of Shoreline Metro attributes, transit usage influence factors, and opinion on whether bus service hours should be adjusted. A comparison of current and past passenger opinion survey findings was provided that included comparisons of demographics, transportation characteristics of respondents, passenger opinions, and transit usage influence factors over the past four survey periods. Draft Chapter 5 included two figures and 17 tables.

As far as comments from committee members and staff were concerned:

- Derek Muench and Harry Graham discussed numbers of survey respondents.
- Derek Muench and Harry Graham discussed how to interpret the trip purposes of survey respondents (Table 5.4, page 5-7).
- Derek Muench and Angie Buechel discussed how a lack of familiarity with the bus buddy program affected its rating in Table 5.5 on page 5-8.

- Derek Muench discussed some of the cross-tabulations regarding the rating of Shoreline Metro attributes in Tables 5.6 through 5.9, especially in regard to passenger safety. Harry Graham noted that the ranking of responses might reflect the priorities of each survey subgroup in Tables 5.6 through 5.9.
- Derek Muench discussed what he perceived to be the reasons for certain responses in Table 5.11 (page 5-13).
- In regard to the opinion on whether bus service hours should be adjusted (pages 5-15 and 5-16), Derek Muench commented on the frequency of service to Deer Trace Shopping Center and how this changed with route restructuring a few years ago.
- In regard to the under age 18 population in Table 5.14 (page 5-16), Derek Muench commented that the period for the on-board component of the passenger opinion survey (January 23, 2020) avoided the after school period.
- Derek Muench discussed annual household income levels in Table 5.14. Several committee members discussed annual household income levels in that table. Several committee members also discussed the age distribution in general in Table 5.14.
- Derek Muench discussed the attribute of buses running on schedule in Table 5.16 (page 5-19).
- Derek Muench commented on Table 5.17 (page 5-20).

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

Derek Muench showed sample results from software that can do a form of boarding and alighting analysis; these results were also projected in the meeting room in order to facilitate discussion. Derek Muench indicated that this software should be up and running on July 1, 2020, but added that Shoreline Metro could make a special effort to expedite providing the data for this analysis in April or May.

Angie Buechel had a question regarding how this software worked that Derek Muench answered.

8. The next meeting of the Shoreline Metro TDP Review Committee is scheduled for **Tuesday, March 24, 2020, at 2:30 p.m.** It is likely that this meeting will take place at Sheboygan City Hall.

The main agenda item at this meeting will be review of possible service alternatives to be examined in the TDP. Derek Muench discussed some of these possible alternatives, including: the elimination of transfers; having a service day that runs from 5:00 a.m. to 8:00 p.m. on weekdays; and having routes leave at the top of the hour and at 30 minutes past the hour.

9. **Moved** by James Schwinn and seconded by Derek Muench 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 4:03 p.m.

Recording secretary,

Jeffrey C. Agee-Aguayo

