

MINUTES
SHORELINE METRO TRANSIT DEVELOPMENT PROGRAM (TDP) REVIEW
COMMITTEE

September 13, 2018

Mead Public Library (Rocca Meeting Room)
710 North 8th Street, Sheboygan

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

MEMBERS EXCUSED: Matt Halada (WisDOT Northeast Region, Green Bay)
 Roy Kluss (Sheboygan Transit Commission)
 Mayor Mike Vandersteen (City of Sheboygan/Sheboygan Transit
 Commission)
 Ryan Zinkel (Sheboygan Transit Commission)

BLRPC STAFF PRESENT: Jeffrey Agee-Aguayo

1. Jeffrey Agee-Aguayo called the meeting to order at 3:02 p.m.

Committee members and staff present introduced themselves for the benefit of everyone in attendance.

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

2. **Moved** by Edward Procek and seconded by James Schwinn that the committee approve the agenda for the September 13, 2018, meeting of the Shoreline Metro TDP Review Committee. Motion carried, with all voting aye on a voice vote.

3. **Moved** by Brett Edgerle and seconded by Derek Muench that the committee approve the minutes of the August 16, 2018, meeting of the Shoreline Metro TDP Review Committee. Motion carried, with all voting aye on a voice vote.

4. Jeffrey Agee-Aguayo asked if there was any public input; none was received.

5. Committee members elected a committee chairperson and vice chairperson.

Committee Chairperson

Moved by Brett Edgerle and seconded by James Schwinn to nominate Derek Muench as Chairperson of the Shoreline Metro TDP Review Committee.

Moved by James Schwinn and seconded by Edward Procek to close nominations and cast a unanimous ballot for Derek Muench as Chairperson of the Shoreline Metro TDP Review Committee. Motion carried, with all voting aye on a voice vote.

Derek Muench presided over the remainder of the meeting.

Committee Vice Chairperson

Moved by Edward Procek and seconded by Ald. Ron Rindfleisch to nominate Brett Edgerle as Vice Chairperson of the Shoreline Metro TDP Review Committee.

Moved by James Schwinn and seconded by Ald. Ron Rindfleisch to close nominations and cast a unanimous ballot for Brett Edgerle as Vice Chairperson of the Shoreline Metro TDP Review Committee. Motion carried, with all voting aye on a voice vote.

6. Committee members gave final review to draft Chapter 3 (Transit System Overview) of the Shoreline Metro TDP Update.

Jeffrey Agee-Aguayo distributed copies of draft Chapter 3 (reviewed in detail at the last meeting) to those who needed it. Jeffrey Agee-Aguayo stated that changes suggested at the last meeting (documented on pages 4 and 5 of the minutes of that meeting) have been made to the chapter.

Jeffrey Agee-Aguayo asked if there were any remaining questions or comments regarding draft Chapter 3; no additional questions or comments were received.

7. Committee members also reviewed draft Chapter 4 (Community Profile) of the Shoreline Metro TDP Update.

Jeffrey Agee-Aguayo distributed narrative and maps of draft Chapter 4 to those who needed these items. Jeffrey Agee-Aguayo commented that these items were also e-mailed to committee members in advance of the meeting.

Jeffrey Agee-Aguayo then reviewed draft Chapter 4 text and maps with committee members.

The following sections of the draft Chapter 4 narrative were reviewed with committee members in attendance:

- Location (p. 4-1);
- Economy (pp. 4-1 and 4-2);
- Population and Households (pp. 4-2 through 4-8), including:
 - Total Population Trends (including Overall Population, Racial Minority Population, and Population of Hispanic Origin, pp. 4-2 through 4-4); and
 - Transit Dependent Population and Households (including Population Under Age 16, Elderly (65+) Population, Mobility Impaired Population, Population Commuting by Bus, Households with 80 Percent or Less of the County Median Household Income, Zero Vehicle Households, and One Vehicle Households, pp. 4-4 through 4-8);
- Potential Trip Generators (pp. 4-8 and 4-9);
- Land Use Patterns (p. 4-9); and
- Motor Vehicle Travel Patterns (pp. 4-9 and 4-10).

As far as questions and comments regarding the draft Chapter 4 narrative were concerned, James Schwinn asked if the Town of Sheboygan was included in the American Community Survey (ACS), and commented that he would be interested in reviewing such data for the town. James Schwinn and Derek Muench discussed potential transit service for the Town of Sheboygan, and thought that although such service has been rejected by the town in the past, it should be reexamined as part of this TDP update. Ald. Ron Rindfleisch stated that there have been changes in population characteristics since 2010, which (if discussed or if possible to obtain) would impact the racial minority and Hispanic origin population narrative on pp. 4-3 and 4-4, the youth and elderly population discussion on pp. 4-4 and 4-6, and Table 4.4 on p. 4-5; Jeffrey Agee-Aguayo responded that while it would be good to obtain more current information, it would involve estimates as opposed to full count data. Edward Procek noted that under the Motor Vehicle Travel Patterns discussion, Indiana Avenue should be examined as one of the “most traveled streets and highways in the Shoreline Metro service area,” and indicated that considerable development will occur along the corridor in the years to come. Edward Procek also discussed the Indiana Avenue interchange concept at Interstate Highway 43.

In addition, the following maps in draft Chapter 4 were reviewed with committee members in attendance:

- Map 4.1: Racial Minority Population (p. 4-11);
- Map 4.2: Population of Hispanic Origin (p. 4-13);
- Map 4.3: Population Under Age 16 (p. 4-15);
- Map 4.4: Elderly (65+) Population (p. 4-17);
- Map 4.5: Mobility Impaired Population (p. 4-19);
- Map 4.6: Population Commuting by Bus (p. 4-21);
- Map 4.7: Households at 80% or Less of County Median Household Income (p. 4-23);

- Map 4.8: Zero Vehicle Households (p. 4-25);
- Map 4.9: One Vehicle Households (p. 4-27);
- Map 4.10: Potential Trip Generators in 2018 (p. 4-29); and
- Map 4.11: Land Use Patterns (p. 4-31).

All of the questions and comments from committee members focused on Map 4.10. Jeffrey Agee-Aguayo commented that the potential trip generator map usually generates the most discussion in this chapter in most TDP processes in which he has been involved. Brett Edgerle and Derek Muench suggested adding major employers to Map 4.10; this led to discussion among several committee members regarding what constitutes a major employer. Edward Procek commented that the hospitality division of the Kohler Company is a major trip generator; Derek Muench added that this should be kept separate from the Kohler Company plant in Kohler on Map 4.10. Ald. Ron Rindfleisch suggested including the industrial park expansion on the south side of the City of Sheboygan as a major trip generator on Map 4.10. Brett Edgerle suggested including Acuity Insurance as a major trip generator on Map 4.10, and also discussed the eventual move of Aurora Hospital from the north side of the City of Sheboygan to a portion of the Village of Kohler east of Interstate Highway 43 and south of UW Sheboygan.

8. Committee members then reviewed draft Chapter 7 (Transit System Performance) of the Shoreline Metro TDP Update.

Jeffrey Agee-Aguayo distributed copies of draft Chapter 7 to those who needed it. Jeffrey Agee-Aguayo commented that draft Chapter 7 was also e-mailed to committee members in advance of the meeting.

Jeffrey Agee-Aguayo then reviewed draft Chapter 7 with committee members.

The following sections of draft Chapter 7 were reviewed with committee members in attendance:

- Peer System Analysis (including Passengers per Revenue Hour, Passengers per Revenue Mile, Cost per Revenue Hour, and Cost per Passenger Trip, with Shoreline Metro being compared to peer transit operations in Wausau, Janesville and Beloit and in Dubuque and Waterloo, Iowa, pp. 7-1 to 7-5);
- Cost Allocation Model (pp. 7-5 and 7-6);
- Route Productivity (including Passengers per Hour, Passengers per Mile, and Cost per Passenger for regular routes and for school tripper routes, pp. 7-7 through 7-13); and
- Overall System Performance by Day of the Week (including Weekdays and Saturdays, p. 7-13).

As far as questions and comments regarding draft Chapter 7 narrative were concerned, Derek Muench stated that Shoreline Metro was installing a new passenger counting system that breaks out the north and south portions of all routes except the seasonal Route 40 (including the North and South Shuttles). Derek Muench noted that student ridership should be a lot higher soon with

the new agreement between the Sheboygan Area School District (SASD) and Shoreline Metro where the SASD pays a fee to Shoreline Metro for its students to have unlimited rides at no additional cost to them throughout the calendar year (this program started at the beginning of July 2018). Committee members discussed the school tripper routes; Derek Muench indicated that ridership on these routes was down for 2017, but could rebound in 2018 with the new agreement between the SASD and Shoreline Metro.

9. The next meeting of the Shoreline Metro TDP Review Committee was set for **Thursday, October 18, 2018, at 3:00 p.m.**

10. **Moved** by Edward Procek and seconded by Ald. Ron Rindfleisch 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 4:35 p.m.

Recording secretary,

Jeffrey C. Agee-Aguayo

