

MINUTES  
SHORELINE METRO TRANSIT DEVELOPMENT PROGRAM (TDP) REVIEW  
COMMITTEE

November 21, 2019

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)  
                                  Derek Muench (Shoreline Metro Director)  
                                  Edward Procek (Shoreline Metro Driver)  
                                  James Schwinn for Bill Blashka (Town of Sheboygan)  
                                  Mayor Mike Vandersteen (City of Sheboygan/Sheboygan Transit  
  Commission)

MEMBERS EXCUSED:       Chief Christopher Domagalski (City of Sheboygan Police  
  Department/Sheboygan Transit Commission)  
                                  Chad Pelishek (City of Sheboygan Department of Planning and  
  Development/Sheboygan Transit Commission)  
                                  Ryan Zinkel (Sheboygan Transit Commission)

BLRPC STAFF PRESENT:   Harry Graham and Jeffrey Agee-Aguayo

1. Chairperson Derek Muench called the meeting to order at 3:04 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), and noted minor changes that were made to the agenda.

**Moved** by Mayor Mike Vandersteen and seconded by James Schwinn that the committee approve the agenda for the November 21, 2019, 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 October 18, 2018, meeting to those who needed them (the minutes were also sent out ahead of the meeting).

**Moved** by James Schwinn and seconded by Brett Edgerle that the committee approve the minutes of the October 18, 2018, 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.

**Moved** by Mayor Mike Vandersteen and seconded by James Schwinn to close public input. Motion carried, with all voting aye on a voice vote.

5. Jeffrey Agee-Aguayo distributed and reviewed an explanation of the nominal group process to everyone in attendance (this was also projected on the screen in the meeting room, and was sent out ahead of the meeting). Jeffrey Agee-Aguayo also distributed Chapter 6 from the previous TDP (Goals, Objectives, Standards and Their Use in Evaluating the Current Transit Operation, which was also sent out ahead of the meeting) to give committee members possible ideas for the nominal group session based on past goals and objectives. Note cards and pens were also distributed to everyone in attendance.

The nominal group session then began. Committee members spent about 10 minutes silently generating issues and concerns of greatest importance to them in regard to the future of transit in the Shoreline Metro service area. These items then were listed by Harry Graham in a round-robin format among committee members in attendance, as follows:

1. The combination of Federal Transit Administration (FTA) Section 5307 and WisDOT Section 85.20 operating assistance funding (formula funding for mass transit) was 59 percent approximately ten years ago, but is 53 percent today.
2. Increase service to Deer Trace Shopping Center.
3. Expand transit service to the Town of Sheboygan (there is renewed interest from the town for this).
4. Ability to hire transit operators (there is a shortage of workers, and CDL requirements may be too stringent).
5. Extend service hours for third shift workers so that these hours cover periods before and after these shifts (this could mean a 20 hour service day, and some operators may have to work ten hour shifts).
6. Maintain costs which are reasonable and fair.
7. Capital assistance funding for vehicles and facilities (for example, the administrative facility is 45 years old).
8. Increase frequency of Saturday service (every half hour instead of every hour, expanded hours overall, and extend service hours for second shift workers).
9. Maintain decorum during overloaded times as ridership increases (such as at the transfer center).
10. Experiment with paying fares before boarding buses in an effort to increase the average speed of buses.
11. Try to be greener and pursue alternative energy sources, but also reduce overall energy consumption.

12. Local support for transit services.
13. Promotion of and education regarding technology, especially regarding apps such as WheresMyBus and Trip Planner.
14. Dedicated funding sources for operating and capital.
15. Controlled intersection signal installation to give priority to buses (such as sensors to detect buses and change the light to green).
16. Other forms of competing transportation (including ride sharing apps such as Uber and Lyft, as well as taxis).
17. Reduced number of accessible private transportation options; ride sharing apps are not always accessible.
18. Sprawling development (such as new industrial parks).
19. Shelter maintenance, increase the number of shelters, and accessibility and comfort of shelters.
20. All of Sheboygan County is in need of transit, including outlying villages and towns outside the transit service area and the MPO area with their aging populations. Volunteer driver programs are present in these areas, but efforts above and beyond volunteerism are necessary.
21. Work to get more bulk rider contracts (e.g.: replicate success with the Sheboygan Area School District with Lakeshore Technical College). Include businesses, not just schools.
22. Increase advertising revenue.
23. Reliance on fares and copays from riders with limited and/or fixed incomes.
24. Accommodate the aging population.
25. Extend service to the entire MPO area.
26. Environmental concerns from cradle to grave, particularly with physical capital assets.
27. Passenger safety.
28. Driver safety.
29. Crash prevention.
30. Remain ahead of the curve with regard to any new technology to allow users of modes such as bicycles, scooters and similar small vehicles to seamlessly ride Shoreline Metro buses.
31. Bus cleanliness.
32. Bus maintenance, with the goal of extending useful life.
33. Ease of use for riders, beyond educational materials on Shoreline Metro's website.
34. Communication; how is up-to-date information disseminated to riders?

35. Bus Wi-Fi for riders.

There was minimal discussion concerning these above noted items. No one needed items clarified, and no items were combined. Derek Muench wondered if some of the items were relevant “to the future of transit in the Shoreline Metro service area,” but Jeffrey Agee-Aguayo responded that less relevant items were likely to receive less priority in the voting process.

The next step in the nominal group exercise involved silent listing and voting. Each committee member was asked to select the five most important issues (five **distinct** issues) from those listed by writing the number of their top five issues (in order of importance to them) on an index card, based on the items as modified above. Of these five issues, the most important item received five points, the second most important item received four points, etc., with the fifth most important item receiving one point. Harry Graham tabulated the results of this exercise when committee members were finished.

The final step in the nominal group exercise involved the reporting out of results. Those results were as follows:

Item Scoring 23 Points:

(Item #1): The combination of Federal Transit Administration (FTA) Section 5307 and WisDOT Section 85.20 operating assistance funding (formula funding for mass transit) was 59 percent approximately ten years ago, but is 53 percent today.

Item Scoring 14 Points:

(Item #4): Ability to hire transit operators (there is a shortage of workers, and CDL requirements may be too stringent).

Item Scoring 12 Points:

(Item #12): Local support for transit services.

Item Scoring 7 Points:

(Item #3): Expand transit service to the Town of Sheboygan (there is renewed interest from the town for this).

Item Scoring 6 Points:

(Item #7): Capital assistance funding for vehicles and facilities (for example, the administrative facility is 45 years old).

### Item Scoring 3 Points:

(Item #6): Maintain costs which are reasonable and fair.

### Items Scoring 2 Points:

(Item #8): Increase frequency of Saturday service (every half hour instead of every hour, expanded hours overall, and extend service hours for second shift workers).

(Item #14): Dedicated funding sources for operating and capital.

(Item #21): Work to get more bulk rider contracts (e.g.: replicate success with the Sheboygan Area School District with Lakeshore Technical College). Include businesses, not just schools.

(Item #31): Bus cleanliness.

### Items Scoring 1 Point:

(Item #15): Controlled intersection signal installation to give priority to buses (such as sensors to detect buses and change the light to green).

(Item #20): All of Sheboygan County is in need of transit, including outlying villages and towns outside the transit service area and the MPO area with their aging populations. Volunteer driver programs are present in these areas, but efforts above and beyond volunteerism are necessary.

All other items scored 0 points.

Jeffrey Agee-Aguayo stated that all of the items that made it to silent listing and voting would, in some form, be integrated into the draft goals, objectives and standards for the TDP. Jeffrey Agee-Aguayo also collected the completed nominal group note cards (including silent listing and voting cards) from committee members, noting that he and Harry Graham would work to include distinct ideas from these note cards that did not make it on the flip chart into the draft goals, objectives and standards for the TDP.

6. Jeffrey Agee-Aguayo reviewed updates to Chapters 3, 4 and 7 of the TDP with committee members in attendance. These chapters were projected onto the screen in the meeting room as they were reviewed.

### Chapter 3: Transit System Overview

The following updates were made to Chapter 3:

- The section on vehicle fleet was updated to 2019 (pp. 3-5 and 3-6, including Table 3.1).
- The section on fare structure was updated to reflect the agreement between Shoreline Metro and the Sheboygan Area School District (pp. 3-7 and 3-8, including Table 3.2).

- The section on annual revenue passengers was updated to remove 2008 and add 2018 (pp. 3-9 and 3-10, including Table 3.3 and Figure 3.1).
- The section on annual revenue miles was updated to remove 2008 and add 2018 (pp. 3-10 and 3-11, including Table 3.4 and Figure 3.2).
- The section on monthly fixed-route ridership was updated to remove 2016 and add 2018 (pp. 3-12 and 3-13, including Figure 3.3).
- The section on fixed-route ridership by route was updated to replace 2017 with 2018 (pp. 3-13 and 3-14, including Figure 3.4).
- The section on fixed-route ridership by fare category was updated to replace 2017 with 2018 (pp. 3-14 and 3-15, including Figure 3.5).
- The section on funding sources was updated to remove 2014 and add 2018 (pp. 3-15 to 3-17, including Table 3.5 and Figure 3.6).
- The section on expense breakdown was updated to remove 2014 and add 2018 (p. 3-18, including Table 3.6).
- The section on other area transit and paratransit providers involved minor changes (pp. 3-18 to 3-21).

Jeffrey Agee-Aguayo stated that Commission GIS staff was in the process of updating Map 3.1 to reflect the current (2019) route structure.

The only comment on Chapter 3 came from Derek Muench, who asked that Table 3.1 and its accompanying narrative be modified to remove the 2005 Gillig buses in that table, and add two buses (numbers 506 and 507, which are also 2005 Gillig buses with a capacity of 32 passengers; these buses were acquired from Maritime Metro Transit in Manitowoc).

#### Chapter 4: Community Profile

The following updates were made to Chapter 4:

- The section on the economy incorporated 2013 – 2017 American Community Survey (ACS) data (pp. 4-1 and 4-2, including Table 4.1).
- The section on population and households – total population trends incorporated the most recent (2019) Wisconsin Department of Administration (DOA) Demographic Services Center population estimates (pp. 4-2 and 4-3, including Table 4.2).
- The section on the mobility impaired population is being updated to reflect 2013 – 2017 ACS data (p. 4-6).
- The section on the population commuting by bus is being updated to reflect 2013 – 2017 ACS data (p. 4-6).
- Table 4.5 was updated to reflect 2013 – 2017 ACS data (p. 4-7).
- The section on households with 80 percent or less of county median household income (MHI) is being updated to reflect 2013 – 2017 ACS data (pp. 4-7 and 4-8).

- The section on zero vehicle households is being updated to reflect 2013 – 2017 ACS data (p. 4-8).
- The section on one vehicle households is being updated to reflect 2013 – 2017 ACS data (p. 4-8).
- In the section on potential trip generators (pp. 4-8 and 4-9), Map 4.10 was updated based on comments received at previous meetings and changes in 2019 (LTC’s Sheboygan campus moving, Shopko closing, etc.).

Jeffrey Agee-Aguayo stated that Commission GIS staff was in the process of updating Maps 4.5 through 4.9 to reflect 2013 – 2017 ACS data.

The only comment on Chapter 4 came from Edward Procek and Derek Muench in reference to Table 4.2, wondering why the City of Sheboygan is estimated to have decreased in population from 2010 to 2019 when there has been significant housing growth in the community. This generated some discussion among committee members in attendance. Jeffrey Agee-Aguayo stated that he would ask about this with WDOA Demographic Services Center staff.

#### Chapter 7: Transit System Performance

The following updates were made to Chapter 7:

- In the peer system analysis section, 2015 was dropped and 2017 was added (pp. 7-2 through 7-5, including Figures 7.1 through 7.4 and accompanying narrative).
- In the cost allocation model section, the data were updated to 2018 (pp. 7-5 and 7-6, including Table 7.1).
- In the route productivity section, the data were updated to 2018 (pp. 7-7 through 7-13, including Figures 7.5 through 7.10, Table 7.2, and accompanying narrative).

As far as comments regarding Chapter 7 were concerned, Derek Muench had some comments regarding policy changes that likely made Shoreline Metro look good under certain performance measures in the peer system analysis, adding that increased ridership in 2018 and 2019 will make Shoreline Metro’s performance even better for three of the four measures. Edward Procek commented that when Shoreline Metro had a cost ratio in the lower half of the peer systems, it might be more positive to refer to this as being the lowest, second lowest or third lowest of the peer systems.

7. Jeffrey Agee-Aguayo discussed upcoming surveys with committee members in attendance.

#### Passenger Opinion Survey

Jeffrey Agee-Aguayo stated that at this point, to be more in line with the way TDPs have been approached elsewhere in northeast Wisconsin, and based on staffing constraints, Commission

staff was looking at doing a morning peak (6:45 to 8:45 a.m.) and an afternoon peak (2:45 to 4:45 p.m.) in administering the passenger opinion survey, avoiding Wednesdays, which are school early release days. Jeffrey Agee-Aguayo noted that the Commission would also be offering an online version of the passenger opinion survey, which it is hoped can be posted to Shoreline Metro's website and advertised on the interior of the buses and on social media.

Jeffrey Agee-Aguayo indicated that the Commission staff had approached entities in the Sheboygan area in an effort to recruit survey administrators; these entities have included RCS, the Sheboygan County Aging and Disability Resource Center (ADRC), the City of Sheboygan's Senior Activity Center, and area post-secondary schools, including Lakeland University, LTC, and the UW Green Bay Sheboygan campus. Jeffrey Agee-Aguayo added that the Job Center of Wisconsin was also notified of the need for survey administrators. Jeffrey Agee-Aguayo commented that the Commission has a brief application available for transit surveyor candidates, and that area civic and service clubs may also be approached to do this as a fundraising opportunity.

As far as comments from committee members were concerned, Angie Buechel stated that Forward Service Corporation may be able to help find survey administrators. Edward Procek commented that he liked the idea of approaching service clubs to do survey administration, and encouraged Commission staff to make the online version of the survey mobile friendly.

#### Boarding and Alighting Survey

Jeffrey Agee-Aguayo stated that in lieu of doing a boarding and alighting survey, Commission staff plan to utilize data provided by Shoreline Metro to prepare the TDP chapter on route ridership patterns in early 2020.

8. The next meeting of the Shoreline Metro TDP Review Committee is scheduled for **Thursday, December 19, 2019, at 3:00 p.m.** It is likely that this meeting will take place at Sheboygan City Hall.

9. **Moved** by Brett Edgerle 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 4:52 p.m.

Recording secretary,

Jeffrey C. Agee-Aguayo