

MINUTES
SHORELINE METRO TRANSIT DEVELOPMENT PROGRAM (TDP) REVIEW
COMMITTEE

August 12, 2020

Sheboygan City Hall (Room 106)

828 Center Avenue, Sheboygan

(Also Conducted via Teleconference using Go to Meeting)

MEMBERS PRESENT: Angie Buechel (RCS Empowers, via teleconference)
Brett Edgerle (Village of Kohler, via teleconference)
Matt Halada (WisDOT Northeast Region, Green Bay, via teleconference)
Mark Hermann (Shoreline Metro Customer, in person)
Derek Muench (Shoreline Metro Director, in person)
Edward Procek (Shoreline Metro Driver, in person)
Traci Robinson (Sheboygan County Aging and Disability Resource Center, via teleconference)
Linda Spitzer (Sheboygan County Aging and Disability Resource Center, via teleconference)
Mayor Mike Vandersteen (City of Sheboygan/Sheboygan Transit Commission, in person)

MEMBERS EXCUSED: None

BLRPC STAFF PRESENT: Chris Garcia (via teleconference) and Jeffrey Agee-Aguayo (in person)

1. Chairperson Derek Muench called the meeting to order at 2:42 p.m.

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

Jeffrey Agee-Aguayo noted that no committee members had asked to be excused from the meeting.

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

2. Jeffrey Agee-Aguayo projected the agenda for those who had the ability to view it via the shared screen capability of Go to Meeting, and also distributed it to committee members

attending in person. The agenda was also e-mailed (and in some cases mailed) to committee members a week ahead of the meeting.

Moved by Edward Procek and seconded by Brett Edgerle that the committee approve the agenda for the August 12, 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 July 15, 2020, meeting for those who had the ability to view them via the shared screen capability of Go to Meeting, and also distributed them to committee members attending in person. The minutes were also e-mailed (and in some cases mailed) to committee members a week ahead of the meeting.

Moved by Edward Procek and seconded by Brett Edgerle that the committee approve the minutes of the July 15, 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. Participating committee members reviewed the conclusion of draft Chapter 9 (Alternatives Analysis).

Jeffrey Agee-Aguayo projected draft Chapter 9 for those who had the ability to view it via the shared screen capability of Go to Meeting, and also distributed draft Chapter 9 to committee members attending in person. Draft Chapter 9 was also e-mailed to committee members in advance of the meeting. The focus of this agenda item was a one paragraph section on pages 9-5 and 9-6 entitled “Selection, Approval and Implementation of the Final ‘Preferred’ Alternative.” This concluding section (which precedes Table 9.1) read as follows:

“The Shoreline Metro TDP Review Committee selected a combination of Alternatives B and C as the “preferred” alternative at their meeting on July 15, 2020. This discussion began at the June 17, 2020, meeting, but the committee asked Shoreline Metro management to survey the ridership regarding the alternatives seriously being considered in this TDP. Alternative B was selected due to sanitary considerations, while Alternative C was selected due to the need to get passengers to employment that begins early in the morning, along with tremendous support for this alternative in the survey of the ridership. Committee members unanimously selected a combination of Alternatives B and C as the package of transit policies that should be implemented in the TDP; this does not preclude selection of other service parameters (such as features that increase service and implementation of portions of Alternative D) in later years of the period covered by the TDP. In addition, there was a slight adjustment to Alternative C in that Saturday service would run from 7:00 a.m. to 5:00 p.m.”

Jeffrey Agee-Aguayo stated that he had no intention of reviewing other portions of draft Chapter 9, since these were reviewed in depth at previous committee meetings.

Committee members had no questions or comments regarding the concluding section of draft Chapter 9.

6. Participating committee members reviewed draft Chapter 10 (Recommended Plan).

Jeffrey Agee-Aguayo projected portions of draft Chapter 10 for those who had the ability to view it via the shared screen capability of Go to Meeting, and also distributed this information to committee members attending in person. Draft Chapter 10 was also e-mailed to committee members in advance of the meeting.

Jeffrey Agee-Aguayo started review of draft Chapter 10 by going over the “Recommended Services Changes” section (pages 10-1 and 10-2). “General Service” changes were reviewed first. Committee members had two minor editorial changes to the narrative regarding “Changing Service Hours on Weekdays and Saturdays” (page 10-1). There were no comments on the narrative regarding “Having Buses on the Main City of Sheboygan Fixed Routes Leave at the Top (:00) and at the Bottom (:30) of the Hour” (pages 10-1 and 10-2). Under “Route-Specific Service Changes” (page 10-2), there were no questions or comments regarding the “Regular Routes and Shuttle Routes” narrative, but Derek Muench did offer a comment on the “School Tripper Routes” narrative, stating that there was still uncertainty as to what school tripper routes would look like for the 2019 – 2020 school year given the COVID-19 situation. In reviewing the section on “ADA Paratransit Service” (page 10-2), Brett Edgerle had questions regarding ADA paratransit service that Derek Muench answered.

Jeffrey Agee-Aguayo reviewed the “Financial Plan” section (pages 10-3 and 10-4) with participating committee members. This included review of Table 10.1 (Proposed Financial Plan, page 10-4). Participating committee members had no comments regarding this section of draft Chapter 10.

Jeffrey Agee-Aguayo reviewed the “Fare Policy” section (pages 10-4 through 10-6) with participating committee members. This included review of Table 10.2 (Recommended Fare Structure, page 10-5). The following comments were raised regarding this section:

- Derek Muench stated that student punch cards are also good for 20 rides (similar to the half fare punch card for the elderly, the disabled and veterans), and added that this should be changed in the narrative and in Table 10.2.
- Derek Muench noted that he is proposing that ADA paratransit fares decrease to \$3.00 to harmonize with county elderly and disabled transportation fares, which would increase to \$3.00. Derek Muench added that these fare changes are proposed to take effect on January 1, 2021.
- Derek Muench indicated that he might propose a 20-ride adult punch card in the future, but did not want it included in Table 10.2 at this time.
- Edward Procek thought that the agreement with the Sheboygan Area School District involving free rides for students needed to be explained better on page 10-4. Mayor Mike Vandersteen suggested that this also be done in the second footnote in Table 10.2 as well.

- Edward Procek suggested a change to the first sentence in the first full paragraph on page 10-5, indicating that half fares for senior citizens, individuals with disabilities and veterans were available at all times of operation. Derek Muench discussed the different forms of identification that can be used to qualify for the half fare.
- Committee members discussed the minimum age to qualify as an “elderly” person. Sheboygan County uses the age of 60 and older as its threshold, but Shoreline Metro uses the age of 65 and older in order to be consistent with Federal Transit Administration (FTA) policy on this matter.

Jeffrey Agee-Aguayo reviewed the “Capital Improvements” section (pages 10-6 through 10-8) with participating committee members. This included review of Table 10.3 (2021 – 2025 Capital Improvements Program: Shoreline Metro, page 10-6). The following comments were raised regarding this section:

- Derek Muench explained the “Transit Administrative and Maintenance Facility Improvements” to committee members.
- Committee members discussed the current transit fleet and the useful life of transit vehicles.

Jeffrey Agee-Aguayo reviewed the “Marketing Recommendations” section (pages 10-8 through 10-10) with participating committee members. This section has been reduced to strategies in four main areas: build adult ridership; promote current fare pre-payment options/research potential changes that could be used to increase ridership; create ongoing evaluation tools for Shoreline Metro and its marketing programs (including market research activities); and research and structure potential partnership and sponsorship opportunities. As was agreed to at the July meeting, youth outreach and revising/producing/promoting new public information materials were marketing strategy sections in the previous TDP that are no longer needed either because of changing circumstances or because they have been accomplished. Participating committee members had no comments regarding this section of draft Chapter 10.

Jeffrey Agee-Aguayo reviewed the “Monitoring Program” section (pages 10-10 and 10-11) with participating committee members. The following comments were raised regarding this section:

- Derek Muench discussed a daily operations report in the Shoreline Metro’s Public Transit Agency Safety Plan (PTASP) that is under development that will be useful in monitoring transit safety.
- Derek Muench also discussed the boarding and alighting analysis that will likely take the place of the traditional boarding and alighting survey for the foreseeable future.

Jeffrey Agee-Aguayo reviewed the “Land Use Planning Recommendations” section (pages 10-11 through 10-13) with participating committee members. Committee members focused on the final sentence in the second paragraph of this section on page 10-11 which read “...The Director of the Sheboygan Parking and Transit Utility should be afforded an ex-officio position on the City of Sheboygan Redevelopment Authority.” It was noted that Chad Pelishek (Director of the City of Sheboygan Department of Planning and Development, and a member of this

committee) preferred that this sentence be removed, and Derek Muench agreed with Chad Pelishek. Edward Procek also discussed this issue. After some discussion, the committee came up with alternative language for this sentence. **Moved** by Derek Muench and seconded by Mayor Mike Vandersteen that the above referenced sentence be modified to read "...The Director of the Sheboygan Parking and Transit Utility should work with representatives of all communities in the transit service area on planning and development issues that impact transit." Motion carried, with all voting aye on a voice vote.

Jeffrey Agee-Aguayo reviewed the "Other Recommendations" section (page 10-13) with participating committee members. The only "other recommendation" was a mid-course review of the TDP that would be recommended to take place in 2023. Participating committee members had no comments regarding this section of draft Chapter 10.

Jeffrey Agee-Aguayo reviewed the "Implementation Strategy" section (pages 10-13 and 10-14) with participating committee members. This section takes all of the recommendations across the chapter and puts them in the recommended chronological order of implementation across the years covered by the TDP (2021 – 2025). The following comments were raised regarding this section:

- Derek Muench suggested moving implementation of ADA premium services for double the ADA cash fare from 2021 to 2020.
- Derek Muench noted that in the bullet regarding increasing fares in 2021, the student punch card would be good for 20 rides.
- Derek Muench indicated that in the bullet regarding increasing fares that the ADA paratransit cash fare would decrease in 2021.

Finally, Jeffrey Agee-Aguayo briefly reviewed Maps 10.1 (Shoreline Metro: Recommended Route Structure, page 10-15) and 10.2 (Shoreline Metro ADA Paratransit Service Area, page 10-17) with committee members. These maps were revised based on comments raised at the previous meeting. Participating committee members had no comments regarding either of the maps.

Moved by Mayor Mike Vandersteen and seconded by Brett Edgerle that the Shoreline Metro TDP Review Committee approves Chapter 10 (Recommended Plan), as amended during the course of this meeting. Motion carried, with all voting aye on a voice vote.

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

Derek Muench gave an update on this, indicating that he and Jeffrey Agee-Aguayo will need to figure out one or more days in which to "pull" data from the past few days or in the near future. Derek Muench did comment that data for the date of this meeting (August 12, 2020) would have errors in it and would not be adequate to use in a boarding and alighting analysis.

8. The next meeting of the Shoreline Metro TDP Review Committee is scheduled for **Wednesday, September 16, 2020, at 2:30 p.m.** This meeting will either be held in person or will be conducted via teleconference (using Go to Meeting), or a combination of the two, depending on conditions with COVID-19. Agenda items to be addressed at this meeting will include brief review of a final version of Chapter 10 (Recommended Plan), as well as progress on the boarding and alighting analysis.

9. **Moved** by Mayor Mike Vandersteen 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 3:52 p.m.

Recording secretary,

Jeffrey C. Agee-Aguayo