

MINUTES  
SHORELINE METRO TRANSIT DEVELOPMENT PROGRAM (TDP) REVIEW  
COMMITTEE

July 15, 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)  
Matt Halada (WisDOT Northeast Region, Green Bay, via teleconference)  
Derek Muench (Shoreline Metro Director, in person)  
Edward Procek (Shoreline Metro Driver, in person)  
Mayor Mike Vandersteen (City of Sheboygan/Sheboygan Transit Commission, via teleconference)

MEMBERS EXCUSED: Chief Christopher Domagalski (City of Sheboygan Police Department/Sheboygan Transit Commission)  
Brett Edgerle (Village of Kohler)  
James Schwinn for Bill Blashka (Town of Sheboygan)  
Ryan Zinkel (Sheboygan Transit Commission)

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

1. Chairperson Derek Muench called the meeting to order at 2:34 p.m.

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

Jeffrey Agee-Aguayo noted committee members who 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 Matt Halada that the committee approve the agenda for the July 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 June 17, 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 Mayor Mike Vandersteen and seconded by Edward Procek that the committee approve the minutes of the June 17, 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. Results from the Shoreline Metro online survey regarding TDP alternatives were reviewed with participating committee members.

Jeffrey Agee-Aguayo projected page 1 of the survey results 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. Page 1 of the survey results was also e-mailed to committee members in advance of the meeting.

Derek Muench then reviewed the survey results. Derek Muench indicated that 51 percent of online survey respondents supported the elimination of free transfers (Alternative B). Derek Muench also noted that 73 percent of online survey respondents supported changing Shoreline Metro's schedule so that it would run from 5:00 a.m. to 8:00 p.m. on weekdays (with hourly service and shuttles from 5:00 p.m. to 8:00 p.m.) and from 7:00 a.m. to 5:00 p.m. on Saturdays (with hourly service and shuttles), with routes leaving the transfer point at the top (:00) and bottom (:30) of the hour (Alternative C).

Derek Muench stated that additional comments revolved around: the desire to expand service on weekday evenings, Sundays and holidays (6 comments); offering amenities such as Wi-Fi and mobile payment options (6 comments); expanding service to the Town of Sheboygan and to other areas of Sheboygan County (5 comments); installing additional passenger shelters (4 comments); and reducing fares for limited income riders (3 comments).

Derek Muench reviewed detailed responses to the two main questions regarding elimination of transfers and changing the schedule. Derek Muench also reviewed detailed responses to the open ended question at the end of the online survey.

Derek Muench discussed his plan to eliminate transfers and tokens effective in early August, along with selling six day passes for the price of five.

Derek Muench mentioned his discussions with Brett Edgerle regarding these proposed changes, and Mr. Edgerle (who was not able to attend this meeting) appeared to support the changes.

Derek Muench discussed the advantages of these changes. Derek Muench also discussed the fare vending machine upgrade. Finally, Derek Muench discussed social media (primarily Facebook) reaction to these changes.

6. Participating committee members then selected a “preferred” alternative.

Derek Muench commented that continued usage of transfer slips and tokens was not advisable given the COVID-19 pandemic situation.

Derek Muench stated that he was surprised about the support for the change in service hours (Alternative C). However, there were a few negative comments regarding Alternative C, particular among those who work second or third shift jobs.

Derek Muench indicated that he heard from Kohler Company employees advocating for an earlier starting time for transit service.

Derek Muench noted that it would be easier to understand departures at the top (:00) and at the bottom (:30) of the hour.

Derek Muench stated that Shoreline Metro still needs to understand how student transportation fits into all of this,

Derek Muench indicated that he recommended moving forward with Alternatives B (elimination of transfers) and C (change in service hours).

Edward Procek commented that he concurred with Derek Muench’s recommendations, but added that he would like to see more service later in the day in the future.

Derek Muench stated that he also spoke with Brett Edgerle regarding possible minor route changes down the road. This could include combining Route 20 (the Kohler/Sheboygan Falls Route) with serving Sheboygan’s new industrial park or other options in the future.

Derek Muench discussed other outlying areas that might also desire transit service later on, including the Town of Sheboygan and possibly the Village of Oostburg.

Finally, Derek Muench discussed Alternative D (Demand Response Service During Weeknights and Saturdays), indicating that it came out higher in cost, but that it could be provided in the future at times when there is less demand for fixed-route transit.

**Moved** by Edward Procek and seconded by Angie Buechel that the Shoreline Metro TDP Review Committee select a combination of Alternatives B (Elimination of Transfers, including Elimination of Tokens) and C (Change in Service Hours, as previously discussed) as the “preferred” alternative to be carried into Chapter 10 (Recommended Plan). Motion carried, with all voting aye on a voice vote.

Derek Muench concluded discussion under this agenda item by stating that this is a TDP recommendation, but does not necessarily guarantee ultimate implementation by Shoreline Metro or the Sheboygan Transit Commission.

7. Participating committee members reviewed portions of draft Chapter 10 (Recommended Plan) that have been prepared to date.

Jeffrey Agee-Aguayo projected portions of draft Chapter 10 prepared to date 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. Portions of draft Chapter 10 prepared to date were also e-mailed to committee members in advance of the meeting.

Jeffrey Agee-Aguayo stated that under “Recommended Service Changes” (p. 10-1), the discussion of “General Service” will be added based on what was decided, and in regard to the discussion of “ADA Paratransit Service,” the hours of service will be inserted based on what was decided in the previous agenda item.

Jeffrey Agee-Aguayo noted that under the “Financial Plan” (p. 10-2 and top of p. 10-3), the annual rate of increase in service costs remains to be determined (in cooperation with Derek Muench). In addition, the state and federal combined revenue percentage also remains to be determined. Other areas in red on p. 10-2 will be completed based on what was decided in the previous agenda item (i.e.: municipal funding levels, Metro Connection funding, farebox revenues for fixed-route transit, farebox revenues from Metro Connection passengers, and other revenues). Jeffrey Agee-Aguayo also indicated that Table 10.1 (Proposed Financial Plan) will be completed based on what was decided in the previous agenda item, and will be “looped through” the narrative on p. 10-2.

Jeffrey Agee-Aguayo reviewed the “Fare Policy” (pp. 10-3 and 10-4), including Table 10.2 (Recommended Fare Structure). Committee members had the following comments on the Fare Policy:

- Derek Muench discussed the elderly, disabled and veteran half fare punch card, which currently costs \$8.50, and is good for 20 rides.
- Derek Muench and Edward Procek discussed the “bundling” of day passes (selling six for the price of five), and suggested explaining this better in Table 10.2 rather than as a footnote to that table.

- Derek Muench discussed ADA premium services, which are mentioned at the bottom of page 10-3 and the top of page 10-4.
- Derek Muench commented that he visited with Sheboygan County Aging and Disability Resource Center (ADRC) staff regarding making ADA paratransit and county paratransit fares somewhat consistent. Derek Muench added that this might be discussed at the July 22, 2020, meeting of the county's Transportation Coordinating Committee. Derek Muench noted that the ADA paratransit fare may need to be adjusted depending on what comes out of these discussions.

Jeffrey Agee-Aguayo reviewed the "Capital Improvements" (pp. 10-4 through 10-6), including Table 10.3 (2021 – 2025 Capital Improvements Program: Shoreline Metro). Committee members had the following comments on the Capital Improvements:

- Derek Muench stated that the "transit administrative and maintenance facility improvements" project (third item in Table 10.3) might involve buses.
- Derek Muench noted that the committee might want to add some "wish list" projects to the TDP, but then indicated that such projects may be more long-range, beyond the horizon of this TDP.

Jeffrey Agee-Aguayo reviewed the "Marketing Recommendations" (pp. 10-6 through 10-10). Jeffrey Agee-Aguayo commented that strategies in red could possibly be eliminated in this TDP. For example, the "youth outreach" strategies may no longer be needed because of the "free fare" agreement between Shoreline Metro and the Sheboygan Area School District. In addition, the "revise, produce and promote new public information materials" strategies may no longer be needed because they have mostly been accomplished. Most of the other marketing strategies (in the areas of: building adult ridership; promoting current fare pre-payment options/researching potential changes that could be used to increase ridership; creating ongoing evaluation tools for Shoreline Metro and its marketing program; and researching and structuring potential partnership and sponsorship opportunities) would likely remain unchanged. Committee members had the following comments on the Marketing Recommendations:

- Derek Muench agreed that the "youth outreach" strategies may not be needed with the Sheboygan Area School District "free fare" agreement in place.
- Derek Muench commented that Shoreline Metro currently has more of a radio presence, as well as a print presence. Shoreline Metro is also doing well in the area of social media, such as Facebook.
- Edward Procek stated that occasionally, people ride the wrong direction on a route, and wondered if marketing could be used to educate riders on this matter.
- Edward Procek suggested gradually replacing bus stop signs, as well as thinning out the number of bus stops to cover "designated stops" every other block or so. Derek Muench explained what this meant to the committee members participating via

teleconference, and added that this could be discussed under the “Monitoring Program.”

Jeffrey Agee-Aguayo reviewed the “Monitoring Program” (p. 10-10). A lot of this section derives from the goals, objectives and standards in Chapter 8. Outside of Edward Procek’s suggestion under “Marketing Recommendations,” participating committee members had no comments regarding this section of draft Chapter 10.

Jeffrey Agee-Aguayo reviewed the “Land Use Planning Recommendations” (pp. 10-10 through 10-12). Participating committee members had no comments regarding this section of draft Chapter 10.

Jeffrey Agee-Aguayo reviewed the “Other Recommendations” (p. 10-12). Participating committee members had no comments regarding this section of draft Chapter 10.

Jeffrey Agee-Aguayo stated that the “Implementation Strategy” would be completed once the rest of draft Chapter 10 has been completed.

Jeffrey Agee-Aguayo projected Map 10.1 (Shoreline Metro: Recommended Route Structure) for those who had the ability to view it via the shared screen capability of Go to Meeting, and also distributed this map to committee members attending in person. Map 10.1 was also e-mailed to committee members in advance of the meeting. The only comment regarding this map came from Edward Procek, who stated that some adjustments may need to be made to this map in terms of direction traveled for the routes (especially Route 3 North); this change will need to be made on all maps that portray the route structure and direction of travel of the routes in the TDP.

Finally, Jeffrey Agee-Aguayo projected Map 10.2 (Shoreline Metro ADA Paratransit Service Area) for those who had the ability to view it via the shared screen capability of Go to Meeting, and also distributed this map to committee members attending in person. Map 10.2 was also e-mailed to committee members in advance of the meeting. The only comment regarding this map came from Derek Muench, who noted that per Federal Transit Administration (FTA) directive, transit operations (including Shoreline Metro) are not obligated to provide ADA paratransit service to communities that do not participate financially in the transit operation, even if portions of those non-participating communities are within 0.75 miles of a fixed route. Derek Muench suggested modifying Map 10.2 to reflect this policy.

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

Derek Muench gave an update on this, and indicated that he would review this in greater detail with Edward Procek and Jeffrey Agee-Aguayo after the meeting. Derek Muench noted that the drivers have their tablets, and that staff is still working out issues regarding data collection.

Shoreline Metro can work with Jeffrey Agee-Aguayo to select a data in which data can be “pulled” for the boarding and alighting analysis in the near future.

Jeffrey Agee-Aguayo reiterated that he was ready to prepare a chapter of the TDP summarizing information from these counts once the data become available.

9. The next meeting of the Shoreline Metro TDP Review Committee is scheduled for **Wednesday, August 12, 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 review of a complete version of draft Chapter 10 (Recommended Plan), as well as progress on the boarding and alighting analysis.

10. **Moved** by Edward Procek and seconded by Angie Buechel 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 3:54 p.m.

Recording secretary,

Jeffrey C. Agee-Aguayo

