

MINUTES
SHORELINE METRO TRANSIT DEVELOPMENT PROGRAM (TDP) REVIEW
COMMITTEE

June 17, 2020

(Conducted via Teleconference using Go to Meeting)

MEMBERS PRESENT: Michelle Acevedo (Sheboygan County Aging and Disability Resource Center)
Brett Edgerle (Village of Kohler)
Matt Halada (WisDOT Northeast Region, Green Bay)
Derek Muench (Shoreline Metro Director)
Edward Procek (Shoreline Metro Driver)
Traci Robinson (Sheboygan County Aging and Disability Resource Center)
Mayor Mike Vandersteen (City of Sheboygan/Sheboygan Transit Commission)

MEMBERS EXCUSED: Angie Buechel (RCS Empowers)
Mark Hermann (Shoreline Metro Customer)
Jack Sowinski (Shoreline Metro Staff)

BLRPC STAFF PRESENT: Jeffrey Agee-Aguayo

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 teleconference.

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

Jeffrey Agee-Aguayo requested that committee members 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. The agenda was also e-mailed (and in some cases mailed) to committee members a week ahead of the meeting.

Moved by Brett Edgerle and seconded by Edward Procek that the committee approve the agenda for the June 17, 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 May 13, 2020, meeting for those who had the ability to view them via the shared screen capability of Go to Meeting. The minutes were also e-mailed (and in some cases mailed) to committee members a week ahead of the meeting.

Moved by Brett Edgerle and seconded by Traci Robinson that the committee approve the minutes of the May 13, 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 reviewed revised portions of draft Chapter 9 (Alternatives Analysis).

The revised draft of Chapter 9 was projected for those who had the ability to view it via the shared screen capability of Go to Meeting. The revised draft of Chapter 9 was also e-mailed (and in some cases mailed) to committee members a week ahead of the meeting.

Jeffrey Agee-Aguayo reviewed a small change in the second paragraph of the Introduction (p. 9-1). That change indicated that “restructuring or minor changes to existing routes” is no longer being considered as a formal alternative, but could be reconsidered at a later date.

Jeffrey Agee-Aguayo reviewed changes to some of the assumptions for Alternative C (pp. 9-3 and 9-4). These involved Assumptions 1, 3, 4, 6, 7 and 9. The assumptions related to adding end of day shuttles on weekdays and Saturdays, small changes to the service hours and departure times for seasonal Route 40, adjustments to revenue miles and revenue hours, and a small increase to the total expenses associated with this alternative (based on the cost allocation model).

Jeffrey Agee-Aguayo reviewed changes to the Other Considerations narrative (p. 9-5). A sentence was added stating that “Restructuring/minor changes to existing routes was not advanced as an alternative at this time, but may be examined once Shoreline Metro emerges from the COVID-19 pandemic.” Another sentence was added stating that “Sheboygan MPO staff with the Bay-Lake Regional Planning Commission are prepared to examine these and other service considerations for Shoreline Metro upon request of the transit operation in the future.”

Jeffrey Agee-Aguayo stated that the “Selection, Approval and Implementation of the Final ‘Preferred’ Alternative would be discussed in the next agenda item.

Finally, Jeffrey Agee-Aguayo reviewed changes to Table 9.1 (Impacts of the Alternate Configurations for Shoreline Metro, p. 9-6). In particular, changes to some of the numbers in Alternative C were reviewed, including: revenue miles; revenue hours; cost per passenger; cost per revenue mile; cost per revenue hour; passengers per revenue mile; passengers per revenue

hour; and total expenses. Some of the revenue source numbers also likely changed, since they are linked to total expenses.

As far as discussion regarding the revised draft of Chapter 9 was concerned, Derek Muench wondered what drove the higher costs for Alternative D; Jeffrey Agee-Aguayo responded that higher revenue miles and revenue hours went into the cost allocation model driving the expenses, and those numbers were higher because of the passenger per hour (2.72) and miles per passenger trip (4.71) ratios that were assumed (these came from the National Transit Database for Shoreline Metro's paratransit service in 2018). Derek Muench discussed the costs for Alternative D somewhat, noting that perhaps these ratios could be adjusted, and commenting that the revenue miles and revenue hours for this alternative appeared to be high.

Derek Muench discussed his experience with demand response service on Saturdays since the COVID-19 reductions in service.

Edward Procek believed that there has been considerable pent-up demand for service out there during the pandemic, particularly on Saturdays.

Derek Muench discussed the transfer situation that is built into Alternative A (the baseline), and commented that transfers are eliminated under Alternatives B and D.

Derek Muench stated that demand response service does not have to respond to all ADA requirements. Derek Muench also discussed microtransit possibilities. Derek Muench noted that Shoreline Metro was not ready for Alternative D, at least not yet. However, Derek Muench did indicate that Alternative D might be worthy of consideration in the future. Funds could be saved in some areas of the budget that could allow demand response service to be extended later into the evening, which could help second shift workers to get home and could help third shift workers to get to work. Derek Muench commented that additional data will be collected to assist with better evaluating Alternative D in the near future.

6. Committee members discussed selection of a "preferred" alternative.

Jeffrey Agee-Aguayo asked which alternative (or combination of alternatives) should advance to inclusion in the recommended plan.

Derek Muench started discussion by stating that Alternative B could be combined with Alternative A or Alternative C. However, Derek Muench did not recommend Alternative D at this time.

Brett Edgerle asked what the deadline was for completing the TDP. Jeffrey Agee-Aguayo responded that the project needed to be completed with WisDOT receiving its final invoice on or before September 30, 2020.

Edward Procek discussed good attributes of Alternatives A, B and C, wondering if they could somehow be combined.

Mayor Mike Vandersteen discussed the need to provide mass transportation to get residents to and from their employment.

Derek Muench discussed his efforts working with Brett Edgerle and other Village of Kohler staff as well as City of Sheboygan Falls staff to modify Route 20 the past few years, with great success. Brett Edgerle commented that he heard no feedback from Shoreline Metro customers who reside in the Village of Kohler.

Derek Muench stated that Alternative B allows for streamlining, and should be easily implemented.

Derek Muench noted that the COVID-19 pandemic has likely changed things for transit, and added that it could take two to three years to recover once the pandemic dissipates.

Derek Muench discussed the advantages and disadvantages of Alternatives A and C.

There was some discussion regarding service to Deer Trace Shopping Center. Derek Muench commented that service to Deer Trace has been weak, and noted that use of Routes 20 North and South can be confusing for some. Edward Procek thought that there could be more service to Deer Trace, but did not know if Routes 20 North and 20 South should be modified at this time. Derek Muench also noted that some younger riders use Route 10 South to get to Deer Trace; Edward Procek discussed pedestrian crosswalks and signalization improvements in southwest Sheboygan and near Deer Trace that have made walking from the nearest Route 10 South drop off point to that shopping center easier.

Derek Muench indicated that the route structure is good in the transit service area, adding that the only problems are related to seasonal construction, which means occasional detours for some routes.

Derek Muench discussed future land use challenges to current routing, including the developing South Pointe business park.

Derek Muench commented that finances will be challenging in the aftermath of COVID-19, so he did not recommend any expansions of service at this time (just “fine tuning” of existing service).

Traci Robinson recommended Alternative A, with possibly moving to Alternative C in a few years. Brett Edgerle also recommended staying with Alternative A, the status quo/baseline alternative.

Derek Muench noted that Shoreline Metro would be moving toward mobile payment options, which could reduce the use of cash fares, tokens and transfer slips without formally implementing Alternative B.

Edward Procek thought that Alternative B was a good package in the aftermath of COVID-19. Edward Procek also discussed reducing cash fares, but having everyone pay on each bus they board for their trip rather than using transfers. Derek Muench reiterated that mobile payment options may be a substitute for much of Alternative B.

Derek Muench suggested surveying customers and others regarding Alternatives B and C via social media, then having the committee make a decision on the “preferred” alternative (or combination of alternatives) guided by survey responses.

Derek Muench suggested crafting a brief survey and marketing it on Shoreline Metro’s Facebook page. Edward Procek also suggested putting a link to the survey on Shoreline Metro’s website for those who do not participate in social media. Traci Robinson and Edward Procek liked the idea of doing a brief survey to guide the committee regarding selection of a “preferred” alternative (or combination of alternatives).

Committee members discussed survey design.

Committee members asked that this agenda item be revisited at the next meeting, when survey results should be available.

7. Committee members discussed other items that should go into the Recommended Plan chapter of the TDP, including the fare policy, capital improvements, marketing recommendations, the monitoring program, land use planning recommendations, and any other recommendations.

In terms of the fare policy, Jeffrey Agee-Aguayo reviewed what was proposed in Alternative B in Chapter 9. This would involve a \$2 cash fare, a \$4 ADA cash fare, a \$1 elderly and disabled half cash fare, elimination of tokens, and having passengers pay every time that one boards the bus if using cash fares or any other payment method besides monthly passes, day passes or Sheboygan Area School District identification. There was no discussion regarding the fare policy; this will be revisited at the next meeting when results from the survey regarding the alternatives are available.

Recommended capital improvements were reviewed next. Jeffrey Agee-Aguayo projected Shoreline Metro’s proposed capital improvements table for 2021 to 2025 for those who had the ability to view it via the shared screen capability of Go to Meeting. The recommended capital improvements primarily involved either fixed-route bus replacements or paratransit vehicle replacements, along with a small “transit administration and maintenance facility improvements”

project in 2021. Jeffrey Agee-Aguayo asked if there were any other recommended capital improvements.

In discussion regarding the recommended capital improvements, Derek Muench explained the “transit administration and maintenance facility improvements” project in 2021. Derek Muench also discussed the eight (8) fixed-route bus replacements in 2022. Traci Robinson had questions regarding the fixed-route bus replacements that Derek Muench answered. Derek Muench thanked Mayor Mike Vandersteen and other City of Sheboygan officials for their support in securing the fixed-route bus replacements. Derek Muench commented that Shoreline Metro should be good with most other capital equipment, with the possible exception of a bus wash replacement.

Jeffrey Agee-Aguayo projected the Recommended Plan chapter from the previous TDP for those who had the ability to view it via the shared screen capability of Go to Meeting. Jeffrey Agee-Aguayo then reviewed marketing recommendations from the previous TDP, and asked if committee members had any ideas for marketing Shoreline Metro. Derek Muench noted that several of the marketing improvements listed in the previous TDP have been implemented.

Jeffrey Agee-Aguayo reviewed the monitoring program from the previous TDP. Jeffrey Agee-Aguayo commented that he would review the previous monitoring program vis-à-vis goals, objectives and standards in Chapter 8 of this TDP to see if any modifications need to be made. Committee members had no comments regarding the monitoring program.

Jeffrey Agee-Aguayo briefly reviewed the land use planning recommendations from the previous TDP. Jeffrey Agee-Aguayo indicated that he would review the previous land use planning recommendations vis-à-vis goals, objectives and standards in Chapter 8 of the TDP and what is happening in terms of current area development to see if any modifications need to be made. Committee members had no comments regarding the land use planning recommendations.

Finally, Jeffrey Agee-Aguayo briefly reviewed “other” recommendations from the previous TDP. The main “other” recommendation listed in the previous TDP was a “mid-course review” of the TDP about two to three years following its approval to see if any adjustments need to be made. Jeffrey Agee-Aguayo recommended continuation of this recommendation. Committee members had no comments regarding the “other” recommendations.

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

Derek Muench gave an update on this, commenting that he will be training drivers on how to use their new tablets to collect this data on Tuesday, June 23, 2020, with implementation of using these tablets taking place on July 1, 2020. Derek Muench added that a date will be set in early July to determine when to “pull” data for the boarding and alighting analysis.

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, July 15, 2020, at 2:30 p.m.** This meeting will either be held in person or will be conducted via teleconference (using Go to Meeting), depending on conditions with COVID-19. Agenda items to be addressed at this meeting will be dependent upon responses to the TDP alternatives survey and progress on the boarding and alighting analysis.

10. **Moved** by Traci Robinson and seconded by Brett Edgerle 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 4:04 p.m.

Recording secretary,

Jeffrey C. Agee-Aguayo

