

## **CHAPTER 3: TRANSIT SYSTEM OVERVIEW**

---

### **HISTORY OF TRANSIT SERVICE IN THE AREA**

Shoreline Metro was acquired in the early 1970s from a private operator. Similar to other privately owned and operated bus companies, the rising costs of maintaining a quality public service resulted in a significant profit loss. Despite the provision of subsidies in 1971, the privately owned Sheboygan Bus Lines continued to absorb increasing deficits. By the summer of 1972, the owners of the bus system filed an application to discontinue service in the Sheboygan area, a request that was granted by the Public Service Commission of Wisconsin. Continuation of the bus service was assured as the City of Sheboygan was given temporary authority to operate the service. A city referendum vote in April 1973 was supported by a 3 to 1 margin, allowing the city to acquire and operate a municipal bus transportation system. The results of the change in ownership provided not only immediate financial stability, but also the opportunity for evaluation and implementation of operating and service improvements. Items such as routing and level of service have generally been preserved in their underlying form, and provide the foundation of Shoreline Metro today.

### **ORGANIZATION AND MANAGEMENT**

Shoreline Metro is one of many services provided by the City of Sheboygan. Shoreline Metro is a component of the Sheboygan Parking and Transit Utility, a semi-autonomous utility operated by the City of Sheboygan. The Director of Transit and Parking is directly responsible for the coordination and administration of the planning, development and operation of Shoreline Metro. Shoreline Metro's service is a fixed-route, fixed-schedule bus system. Demand response service for the disabled, or Americans with Disabilities Act (ADA) paratransit service, is provided by Shoreline Metro through its Metro Connection service.

The City of Sheboygan is organized under a Mayor/Council form of government. The Common Council is comprised of ten (10) members, one representing each district in the city. The mayor is popularly elected, and acts as chief elected officer of the city, presiding at all Common Council meetings. The Common Council is advised by several boards, commissions and committees. One of those commissions, the Sheboygan Transit Commission, develops goals and objectives, monitors ridership and revenue, engages in transit planning, and establishes policy for Shoreline Metro. The Sheboygan Transit Commission is composed of nine (9) members, including: the mayor, the Director of Planning and Development, the Police Chief, three alderpersons and three citizen members. The Director of Transit and Parking serves the commission in an ex-officio capacity and does not vote. Aldermanic and citizen appointments to the Sheboygan Transit Commission are made by the mayor and are confirmed by the Common Council.

### **SERVICE CHARACTERISTICS**

Current regular fixed-route transit services provided in the Shoreline Metro service area are depicted in Map 3.1. As Map 3.1 indicates, routes converge in Sheboygan's central business district. The downtown serves as the main transfer point between routes, and schedules are designed so that transfers are easily accommodated. The transfer point is located in the central portion of the block bordered by North 9<sup>th</sup> Street, Center Avenue, North 8<sup>th</sup> Street and Pennsylvania Avenue.

Service is generally provided six days a week, Monday through Saturday. No transit service is offered on Sundays. It should also be noted that Shoreline Metro does not offer service on the following holidays: New Year's Day, Memorial Day, Independence Day, Labor Day,

Thanksgiving and Christmas. The following is a summary of the nature of transit service for each route:

**Weekday Service**

- For Routes 3 North, 5 North, 7 North and 10 North, the service day starts at 5:45 a.m. and runs until 8:15 p.m. Half-hour service is generally provided between 5:45 a.m. and 5:45 p.m., departing the downtown transfer point at 15 and 45 minutes past the hour, the only exception being between 3:45 p.m. and 4:45 p.m., where there is a 60 minute run at 3:45 p.m. and no 4:15 p.m. trip. Hourly service is provided in the evening after 5:45 p.m., leaving the downtown transfer point at 45 minutes past the hour.
- For Routes 3 South, 5 South, 7 South and 10 South, the service day starts at 5:45 a.m. and runs until 8:45 p.m. Half-hour service is provided between 5:45 a.m. and 5:15 p.m., departing the downtown transfer point at 15 and 45 minutes past the hour, the only exception being between 3:45 p.m. and 4:45 p.m., where there is a 60 minute run at 3:45 p.m. and no 4:15 p.m. trip. Hourly service is provided in the evening after 5:15 p.m. and leaves the downtown transfer point at 15 minutes past the hour.
- For Route 20 North, there are four one hour trips that leave at 5:45 a.m., 7:15 a.m., 11:15 a.m. and 5:45 p.m. In addition, a half hour Kohler Special run operates from 6:45 a.m. to 7:15 a.m.
- For Route 20 South, there are four one hour trips that leave at 9:15 a.m., 1:15 p.m., 3:45 p.m. and 7:45 p.m.
- For Route 40 (a seasonal route that operates from mid-June to the Saturday before Labor Day), service runs every half-hour from 12:00 noon to 8:00 p.m. Monday through Wednesday and from 12:00 noon to 9:00 p.m. on Thursdays and Fridays, departing the downtown transfer point on the hour and 30 minutes past the hour.
- Shuttle service runs from 5:15 a.m. to 5:45 a.m., from 2:45 p.m. to 4:45 p.m. (2:15 p.m. to 4:15 p.m. on Wednesdays), and from 8:45 p.m. to 9:15 p.m. Shuttle service also operates from 5:45 p.m. to 8:45 p.m. opposite north side or south side routes that operate within any given half hour.
- Two school tripper routes operate in the morning and two additional school tripper routes operate in the afternoon when school is in session.

**Saturday Service**

- For Routes 3 North, 5 North, 7 North and 10 North, the service day starts at 7:45 a.m. and runs until 5:15 p.m. Service is provided once each hour throughout the day and leaves the downtown transfer point at 45 minutes past the hour.
- For Routes 3 South, 5 South, 7 South and 10 South, the service day starts at 8:15 a.m. and runs until 5:45 p.m. Service is provided once each hour throughout the day and leaves the downtown transfer point at 15 minutes past the hour.
- For Route 20 North, there are three one hour trips that leave at 9:15 a.m., 12:15 p.m. and 3:15 p.m.
- For Route 20 South, there are two one hour trips that leave at 11:15 a.m. and 1:15 p.m.

- For Route 40, service runs every half-hour from 12:00 noon to 6:00 p.m., departing the downtown transfer point on the hour and 30 minutes past the hour.
- Shuttle service runs from 7:15 a.m. to 7:45 a.m. and from 5:45 p.m. to 6:15 p.m. Shuttle service also operates throughout the service day (7:45 a.m. to 5:45 p.m.) opposite north side or south side routes that operate within any given half hour.

### **Route Descriptions**

The following is a description of the Shoreline Metro transit routes:

- **Route 3 North** serves the north central portion of the City of Sheboygan. Major trip generators served by Route 3 North include the north side Piggly Wiggly supermarket, Plastics Engineering Company (PLENCO), Pigeon River/Etude and Cooper public elementary schools, the Sheboygan Leadership Academy charter school, St. Dominic's and St. Paul's parochial elementary schools, the Walgreen's pharmacy on Calumet Drive, the McDonald's restaurant on North Avenue, RCS, and Locate Staffing. Michigan Avenue is also served by Route 3 North from North 10<sup>th</sup> Street to North 13<sup>th</sup> Street (outbound and inbound) and from North 14<sup>th</sup> Street to North 13<sup>th</sup> Street (outbound only).
- **Route 3 South** serves the south central portion of the City of Sheboygan. Major trip generators served by Route 3 South include the South Pier District (on certain trips, including Blue Harbor Resort), Georgia Avenue Apartments, Bio Life plasma center, the University of Wisconsin Green Bay – Sheboygan Campus, Bookworm Gardens, Lutheran high school, Horace Mann public middle school, Old Wisconsin, James Madison and Sheridan public elementary schools, and Immanuel Lutheran School.
- **Route 5 North** serves the northeast portion of the City of Sheboygan. Major trip generators served by Route 5 North include Here We Grow Child Care Center, Urban public middle school, the north side Piggly Wiggly supermarket, Ridge Court apartments, North public high school, Aurora Sheboygan Memorial Medical Center, Vollrath Park, Grant public elementary school, Sheboygan County Christian elementary school, St. Elizabeth Ann Seton Catholic school, the Sheboygan County YMCA, Deland Park and Marina, and the Sheboygan Senior Activity Center. Eisner Avenue is also served between North 13<sup>th</sup> Street and North 10<sup>th</sup> Street.
- **Route 5 South** serves the south central portion of the City of Sheboygan. Major trip generators served by Route 5 South include the Shoreline Metro offices and garage, Rockline Industries, Heritage Square, Indian Meadows Mobile Home Park, Lakeshore Display, Wilson public elementary school, Bethlehem Lutheran School, and Christ Child Academy.
- **Route 7 North** serves the northwest portion of the City of Sheboygan. Major trip generators served by Route 7 North include the Mead Public Library, the Sheboygan Police Department, the Aurora Sheboygan Clinic, Pick and Save supermarket, St. Nicholas Hospital, Field of Dreams, Lakeshore Community Health Care clinic, St. Nicholas Apartments, Jefferson public elementary school, and Trinity Lutheran school. North Taylor Drive is also served between Superior Avenue and Main Avenue.
- **Route 7 South** serves the southeast portion of the City of Sheboygan. Major trip generators served by Route 7 South include Longfellow and Jackson public elementary

schools, Farnsworth public middle school, South public high school, Sheboygan County Christian high school, the Boys' and Girls' Club, Lakeshore CAP, Country Village Apartments, and Lakeshore Display. Route 7 South also serves the Industrial Park during deviated service runs.

- **Route 10 North** serves the west central portion of the City of Sheboygan. Major trip generators served by Route 10 North include the Aurora Sheboygan Clinic, the Sheboygan County Job Center, Memorial Plaza (including the Marcus Cinema), Meijer superstore, Kohl's, Bed, Bath and Beyond, Taylor Heights Shopping Center (including Festival Foods), Tamarack Apartments, Wasserman Apartments, the Salvation Army Daycare, and the Sheboygan Leadership Academy charter school. Much of Erie Avenue is also served by Route 10 North.
- **Route 10 South** serves the southwest portion of the City of Sheboygan. Major trip generators served by Route 10 South include the City of Sheboygan Municipal Service Building, Wildwood Park, Aldi supermarket, Acuity Insurance, Nemak, the Sheboygan County Detention Center, the south side Walmart supercenter, the Goodwill store, Washington Square shopping center (including the south side Piggly Wiggly supermarket), and Sheridan public elementary school. Pennsylvania Avenue is also served between 15<sup>th</sup> and 9<sup>th</sup> Streets.
- **Route 20** serves the City of Sheboygan Falls and the Village of Kohler, and connects those communities to the various City of Sheboygan routes operated by Shoreline Metro. Major trip generators served by Route 20 in the City of Sheboygan Falls include the Sheboygan County Aging and Disability Resource Center (ADRC), Forest Avenue Mobile Home Park, the Sheboygan Falls Piggly Wiggly supermarket, Sheboygan Falls City Hall, Sheboygan Falls public high school, and Rochester Park. Major trip generators served by Route 20 in the Village of Kohler include Woodlake Market, the Kohler Company, and Deer Trace Shopping Center (including Target). The one major trip generator served by Route 20 in the City of Sheboygan is the south side Walmart Supercenter. It should be noted that **Route 20 North** travels in a counterclockwise fashion, while **Route 20 South** travels in a clockwise fashion; both routes serve the same destinations. The Kohler Special run (6:45 a.m. to 7:15 a.m. on weekdays) has the Kohler Company as its only destination, but all other trips serve all of the above noted destinations.
- **Route 40** is a seasonal route (mid-June through the Saturday before Labor Day) that operates in downtown Sheboygan, South Pier, the Riverfront and a portion of the Lakefront. Major trip generators served by Route 40 include South Pier (including Blue Harbor Resort and Harbor Pointe Mini Golf), the Riverfront, John Michael Kohler Arts Center, Deland Park and Marina, the beach adjacent to Broughton Drive, and various destinations in downtown Sheboygan off North 8<sup>th</sup> Street (including City Green). Michigan Avenue is also served between North 3<sup>rd</sup> Street and North 8<sup>th</sup> Street.
- **Shuttle Routes** operate on weekdays between 5:15 a.m. and 5:45 a.m., between 2:45 p.m. and 4:45 p.m. (between 2:15 p.m. and 4:15 p.m. on Wednesdays), between 8:45 p.m. and 9:15 p.m., and in the evening hours (after 5:45 p.m.) opposite the north side or south side routes that are operating in any given half hour. Shuttle routes also operate on Saturdays between 7:15 a.m. and 7:45 a.m., between 5:45 p.m. and 6:15 p.m., and all day opposite the north side or south side routes that are operating in any given half hour. Both **North**

**Shuttles** and **South Shuttles** exist. North Shuttles operate at the beginning and end of the service day, and leave at 15 minutes after the hour at times when there is hourly service. South Shuttles operate at the beginning and end of the service day, and leave at 45 minutes after the hour at times when there is hourly service. Shuttle service only operates within the City of Sheboygan.

- **School Tripper Routes** operate on weekdays when school is in session. For the 2019 – 2020 school year, two school tripper routes operated in the morning (Routes 101 and 102), while two school tripper routes operated in the afternoon (Routes 201 and 202). Eight public elementary schools, three parochial or charter schools, and five daycare facilities are served by school tripper routes. It should be noted that a wider range of schools (including middle and high schools) is served by the regular fixed route structure. School tripper routes only operate within the City of Sheboygan. School tripper routes are open to the public, including non-students.

### **VEHICLE FLEET**

As illustrated in Table 3.1, Shoreline Metro operated a fleet of 22 transit coaches in 2019. In addition to the 22 transit coaches, Shoreline Metro had five service vehicles. Another ten vehicles are used by Shoreline Metro and its Metro Connection division for ADA paratransit in the transit service area and for transportation under Sheboygan County's Section 85.21 elderly and disabled transportation program; five of the vehicles were purchased by Sheboygan County, while five other vehicles were purchased by the City of Sheboygan but are titled to Sheboygan County.

Shoreline Metro rotates its vehicles on a daily basis.

Table 3.1: Shoreline Metro Bus Fleet, 2019

| <b>Make</b>    | <b>Bus Number</b> | <b>Year</b> | <b>Seating Capacity</b> |
|----------------|-------------------|-------------|-------------------------|
| DuPont Trolley | TR2               | 1999        | 24                      |
| DuPont Trolley | TR3               | 1999        | 24                      |
| Gillig         | 201               | 2002        | 32                      |
| Gillig         | 202               | 2002        | 32                      |
| Gillig         | 321               | 2003        | 32                      |
| Gillig         | 322               | 2003        | 32                      |
| Gillig         | 323               | 2003        | 32                      |
| Gillig         | 324               | 2003        | 32                      |
| Gillig         | 325               | 2003        | 32                      |
| Gillig         | 326               | 2003        | 32                      |
| Gillig         | 506               | 2005        | 32                      |
| Gillig         | 507               | 2005        | 32                      |
| Gillig         | 1031              | 2010        | 32                      |
| Gillig         | 1032              | 2010        | 32                      |
| Gillig         | 1033              | 2010        | 32                      |
| Gillig         | 1034              | 2010        | 32                      |
| Gillig         | 1035              | 2010        | 32                      |
| Gillig         | 1911              | 2019        | 31                      |
| Gillig         | 1912              | 2019        | 31                      |
| Gillig         | 1913              | 2019        | 31                      |
| Gillig         | 1914              | 2019        | 31                      |
| Gillig         | 1915              | 2019        | 31                      |

Source: Shoreline Metro, 2019; and Bay-Lake Regional Planning Commission, 2019.

### **OTHER FACILITIES**

Shoreline Metro has an air conditioned (heated in winter and cooled in summer) transfer center that involves a significant portion of a city block in the central business district (across from city hall, and near the post office, some small businesses and several banks), and is well lit during evening hours, providing safe shelter for Shoreline Metro passengers. In addition to being a transfer point for all Shoreline Metro fixed routes, the transfer center is the location in the City of Sheboygan where passengers can access various intercity bus services, including Indian Trails, Jefferson Lines, Lamers Connect (on weekends), and the transportation service to and from Lakeshore Technical College's Cleveland Campus (which is operated by GO Riteway). Amenities at the transfer center include a vending machine selling Shoreline Metro fare media, Wi-Fi, a customer service office that is staffed during the daytime on weekdays, and bike racks. Transferring is made easier for passengers, as the individual routes have assigned bus stalls.

Other facilities maintained by Shoreline Metro include 28 passenger shelters at various bus stops with traditionally high ridership levels, 25 of which are owned by Shoreline Metro, with three others (Tamarack Apartments, Aurora Sheboygan Memorial Medical Center and Meijer) being privately owned. These shelters are located at main passenger loading intersections, as well as at the following locations: Geele Avenue near RCS; Georgia Avenue near Horace Mann Middle School; North 8<sup>th</sup> Street across from Lincoln Avenue; South Business Drive adjacent to the Indian

Meadows Trailer Park; the Aurora Sheboygan Clinic off North 25<sup>th</sup> Street; Saemann Avenue near Lakeshore Community Health Care Clinic; South 12<sup>th</sup> Street and Weeden Creek Road; Country Village Apartments; Tamarack Apartments (privately owned); Aurora Sheboygan Memorial Medical Center (privately owned); and near the south side Walmart Supercenter.

The transit office houses administrative staff, maintenance and storage. Due to the cold winter months in the Shoreline Metro service area, the storage for buses is indoors.

### **FARE STRUCTURE**

The fare structure for Shoreline Metro is indicated in Table 3.2. The current fare structure mostly implements what was recommended in the *Sheboygan Transit Development Program (TDP): 2012 – 2016*. There are five basic fare categories: Adult, Student (grades K – 12, generally ages 5 – 17), Seniors/Disabled/Veterans, Groups, and Children age 4 and under. A reduced summer fare for K-12 students (called the “freedom pass”) was historically offered from June until August. However, in 2019, this fare medium is no longer offered. Instead, students attending a Sheboygan Area School District (SASD) school may ride at no charge year round with a proper school or district issued ID. Faculty and staff of SASD may also ride at no charge year round with proper school or district issued ID.

There are multiple payment options. First, fares may be paid in cash with exact change. Second, passes (the day pass and the monthly pass) are good for an unlimited number of rides during the day or calendar month in which they are issued. Finally, tokens and punch cards are made available for the occasional rider at a cost below the standard cash fare; these fare media do not expire and therefore may be used at any time, but must be purchased in groups of ten. Most adults may purchase tokens, while students may purchase either tokens or punch cards, and senior, disabled and veteran riders may purchase half fare punch cards. Groups of 10 or more may ride for half fare when traveling together and having the same origin and destination (with some exclusions). Preschool age children who are properly supervised ride free. Transfers from one Shoreline Metro bus to another when making a single one-way trip are free.

Table 3.2: Shoreline Metro Fare Structure

| Payment Type  | Cost    |
|---|---------|
| Adults (18 - 64 years)                                    |         |
| Cash Fare   | \$1.75  |
| Adult Tokens (10)   | \$13.00 |
| Day Pass  | \$3.00  |
| Monthly Pass  | \$48.00 |
| Students (Grades K - 12, Generally Ages 5 - 17)           |         |
| Cash Fare   | \$1.75  |
| Student Punch Card (Good for 10 Rides)                    | \$11.00 |
| Student Tokens (10)                                       | \$11.00 |
| Students of SASD <sup>1</sup>                             | Free    |
| Day Pass  | \$3.00  |
| Monthly Pass  | \$48.00 |
| Seniors (65 and older)/Disabled and Veterans (all ages)   |         |
| Cash Fare <sup>2</sup>                                    | \$0.85  |
| Half Fare Punch Card (Good for 10 Rides) <sup>2</sup>     | \$8.50  |
| Day Pass  | \$3.00  |
| Monthly Pass  | \$48.00 |
| Group Fares (Valid for Groups of 10 or More) <sup>3</sup> | \$0.85  |
| Children (5 years and under) <sup>4</sup>                 | Free    |
| Transfers (With Fare Payment)                             | Free    |
| ADA Paratransit Fare (Curb-to-Curb)                       | \$3.50  |

<sup>1</sup>With a proper school or district issued ID. Faculty and staff of SASD may also ride at no charge with proper school or district issued ID.

<sup>2</sup>For seniors, a Medicare card must be presented to the driver to qualify for half fare. For the disabled, a Shoreline Metro disabled identification card must be presented to qualify for half fare. For veterans, proper identification may be required. Additional proof of identity may be required. Half fares for seniors, the disabled and veterans are valid during all hours in which Shoreline Metro operates.

<sup>3</sup>In the case of group fares, all individuals in the group must travel together and have the same origin and same destination to qualify for the reduced rate. Some exclusions may apply.

<sup>4</sup>Children 5 years and under must be properly supervised when riding Shoreline Metro buses.

Source: Shoreline Metro, 2019; and Bay-Lake Regional Planning Commission, 2019.

Fare media may be purchased at several sales outlets in the transit service area. In the City of Sheboygan, fare media may be purchased at the downtown transfer point (either from staff during business hours or from a vending machine at all times of operation), the Shoreline Metro office, both Piggly Wiggly supermarkets, the Pick and Save supermarket, and the Festival Foods supermarket. In the City of Sheboygan Falls, fare media may be purchased at the Sheboygan Falls Piggly Wiggly supermarket. In addition, day passes may be purchased from any Shoreline Metro driver, while student tokens may be purchased from any Shoreline Metro school tripper route driver.



Curb-to-curb Americans with Disabilities Act (ADA) paratransit service has a cash fare of \$3.50 a ride (\$7.00 round trip). Punch cards (good for ten curb-to-curb ADA paratransit rides for \$35.00) are available for purchase at the Shoreline Metro office or from the drivers. Shoreline Metro has also proposed several premium forms of ADA paratransit service that would cost customers a fare of \$7.00 a ride (\$14.00 round trip); these premium services are likely to include (1) same day reservations/trips (when available); (2) requesting a second bus pickup after a “no show;” and (3) requesting additional assistance from drivers (including door-to-door service).

## **SYSTEMWIDE RIDERSHIP AND REVENUE MILE TRENDS**

### **Annual Revenue Passengers**

Annual revenue passenger ridership data for the period between 2009 and 2018 are presented in Table 3.3 and Figure 3.1.

Overall total ridership ranged between 500,000 and 640,000 trips between 2009 and 2018. Total ridership (fixed-route and paratransit combined trips) peaked in 2018 at 634,372 trips. Total ridership reached its low point of 505,039 in 2010, decreasing by over 3.4 percent from 2009 to 2010. Total ridership increased in 2011, decreased slightly in 2012, increased in 2013 and 2014, and then decreased slightly between 2014 and 2015. Total ridership also decreased from 2015 to 2016. Both fixed route and paratransit trips increased from 2016 to 2017, resulting in a nearly 0.6 percent increase in total ridership (565,315 trips). Ridership increased by over 12.2 percent from 2017 to 2018, largely due to a contract between Shoreline Metro and the Sheboygan Area School District (SASD) that allowed SASD students and employees to ride free of charge.

Overall fixed-route ridership ranged between 440,000 and 600,000 between 2009 and 2018. In this period, fixed-route ridership peaked in 2018 at 599,714 trips and hit the lowest point in 2010 (440,780 trips). Fixed-route ridership decreased by about 3.6 percent between 2009 and 2010, largely due to the lingering effects of the recession. Fixed-route ridership increased by nearly 6.3 percent between 2010 and 2011, partially due to increased fare options, including the new \$3 day pass. Fixed-route ridership increased by nearly 1.5 percent between 2011 and 2012; while there was elimination of one hour of transit service each weeknight coupled with consolidation of two routes on the northeast side of the City of Sheboygan, many other routes were improved around the city, and this, along with the popularity of the day pass and improvement in the economy, led to some increased ridership. Fixed-route ridership increased by about 9.6 percent between 2012 and 2013; this was due to many of the factors that caused the ridership increase from 2011 to 2012. Fixed-route ridership increased by over 3.4 percent between 2013 and 2014. Fixed-route ridership decreased by 0.2 percent between 2014 and 2015, and decreased by another 1.9 percent between 2015 and 2016. Fixed route ridership increased by nearly 0.4 percent between 2016 and 2017. Fixed-route ridership increased by over 13.2 percent between 2017 and 2018, again largely due to a contract between Shoreline Metro and the SASD that allowed students and employees to ride free of charge.

Paratransit ridership peaked in 2009 at 65,708 trips. Paratransit ridership has decreased in all subsequent years, except for 2017. Paratransit ridership was between 60,000 and 70,000 in 2009 and 2010, and was between 50,000 and 60,000 in 2011. Paratransit ridership was between 40,000 and 50,000 in 2012 and 2013. Paratransit ridership has been between 30,000 and 40,000 in more recent years (2014 through 2018). Paratransit ridership in 2018 (34,658) was just over half of what it was at its peak in 2009 (65,708). Notably, paratransit ridership increased slightly from 2016 to 2017, marking the first increase since consistent decline dating back to 2009. There were two

factors that led to this long-term decline. First, the emergence of managed care organizations (MCOs, such as Family Care) led to greater management of paratransit trips, which led to ridership decreases. Second, in regard to the ADA component of paratransit, the acquisition of lift equipped fixed-route buses generally led to a decreased number of ADA paratransit trips because disabled riders who were unable to utilize fixed-route service previously could now use that service provided that they were able to reach a bus stop. It should be noted that both ADA paratransit and Sheboygan County elderly and disabled paratransit trips were combined in this discussion of paratransit ridership, as Shoreline Metro staff was unable to break out ridership data on these two forms of paratransit that they offer.

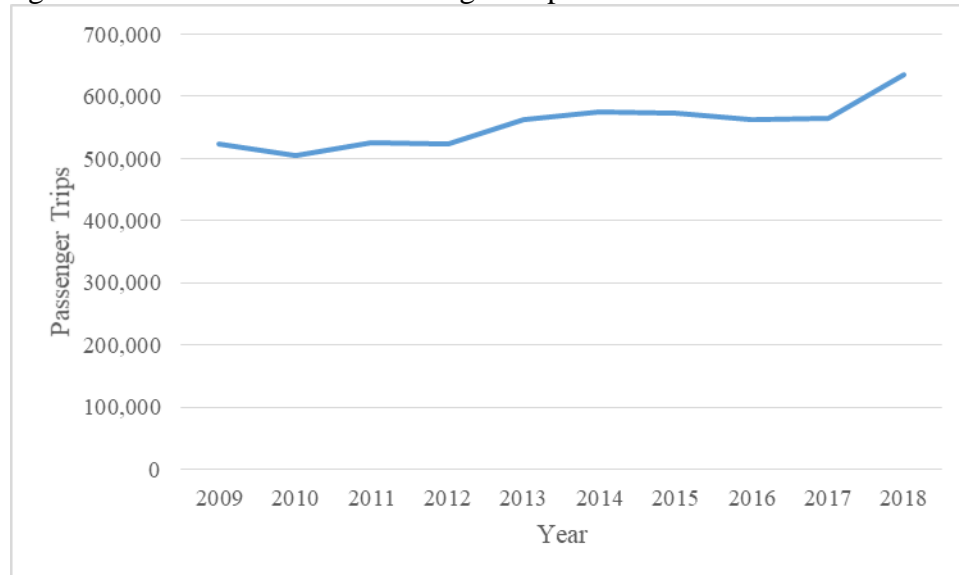
Table 3.3: Annual Revenue Passenger Trips

| Year | Fixed Route Trips | Paratransit Trips <sup>1</sup> | Total Passenger Trips |
|------|-------------------|--------------------------------|-----------------------|
| 2009 | 457,183           | 65,708                         | 522,891               |
| 2010 | 440,780           | 64,259                         | 505,039               |
| 2011 | 468,361           | 56,737                         | 525,098               |
| 2012 | 475,173           | 47,565                         | 522,738               |
| 2013 | 520,860           | 41,892                         | 562,752               |
| 2014 | 538,802           | 37,062                         | 575,864               |
| 2015 | 537,765           | 35,492                         | 573,257               |
| 2016 | 527,775           | 34,317                         | 562,092               |
| 2017 | 529,726           | 35,589                         | 565,315               |
| 2018 | 599,714           | 34,658                         | 634,372               |

<sup>1</sup>Includes both ADA paratransit and Sheboygan County elderly and disabled paratransit trips.

Source: Shoreline Metro (for all years listed); and Bay-Lake Regional Planning Commission, 2018.

Figure 3.1: Annual Revenue Passenger Trips



Source: Shoreline Metro (for all years listed); and Bay-Lake Regional Planning Commission, 2019.

### **Annual Revenue Miles**

Annual fixed-route revenue mileage data for the period between 2009 and 2018 are presented in Table 3.4 and Figure 3.2.

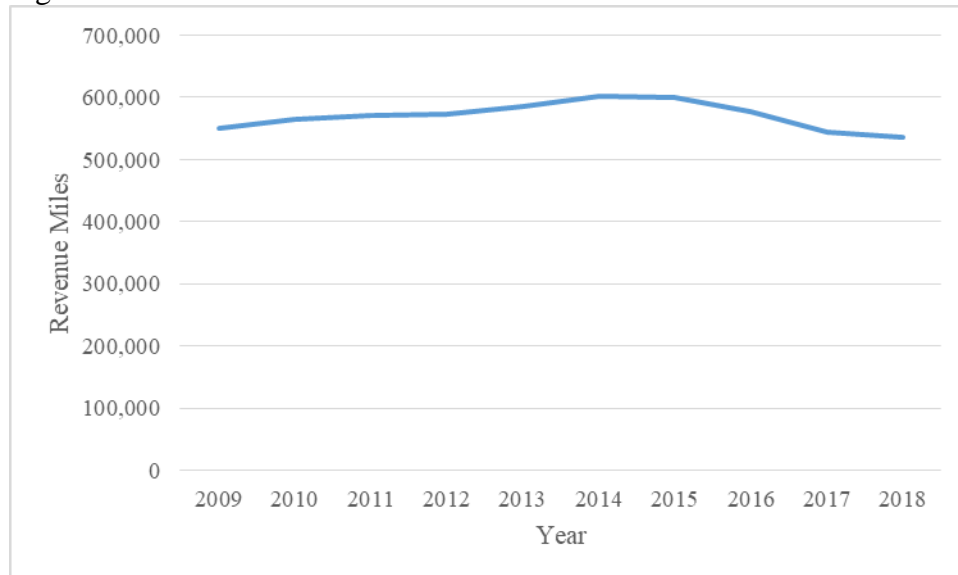
Fixed-route revenue miles increased by 2.5 percent between 2009 and 2010, by 1.1 percent between 2010 and 2011, by 0.5 percent between 2011 and 2012, by 2.2 percent between 2012 and 2013, and by 2.8 percent between 2013 and 2014. Between 2011 and 2012, there was elimination of one hour of transit service each weeknight coupled with consolidation of two routes on the northeast side of the City of Sheboygan; however, many other routes were improved around the city. Fixed-route revenue miles decreased by nearly 0.4 percent between 2014 and 2015. Fixed-route revenue miles decreased by nearly 3.7 percent between 2015 and 2016; this was largely due to the elimination of Route 30 (the former Industrial Park Route) and modifications to several other routes that took effect in mid-2016. Fixed-route revenue miles decreased by 5.9 percent from 2016 to 2017, in large part due to route consolidation and elimination of the morning and afternoon school tripper routes. Fixed-route revenue miles decreased by over 1.3 percent between 2017 and 2018.

Table 3.4: Annual Fixed-Route Revenue Miles

| Year | Revenue Miles |
|------|---------------|
| 2009 | 550,532       |
| 2010 | 564,242       |
| 2011 | 570,415       |
| 2012 | 573,236       |
| 2013 | 585,749       |
| 2014 | 602,100       |
| 2015 | 599,904       |
| 2016 | 577,826       |
| 2017 | 543,561       |
| 2018 | 536,426       |

Source: Shoreline Metro (for all years listed); and Bay-Lake Regional Planning Commission, 2019.

Figure 3.2: Annual Fixed-Route Revenue Miles



Source: Shoreline Metro (for all years listed); and Bay-Lake Regional Planning Commission, 2019.

### **Monthly Fixed-Route Ridership: 2017 – 2018**

The monthly fixed-route ridership pattern is illustrated in Figure 3.3.

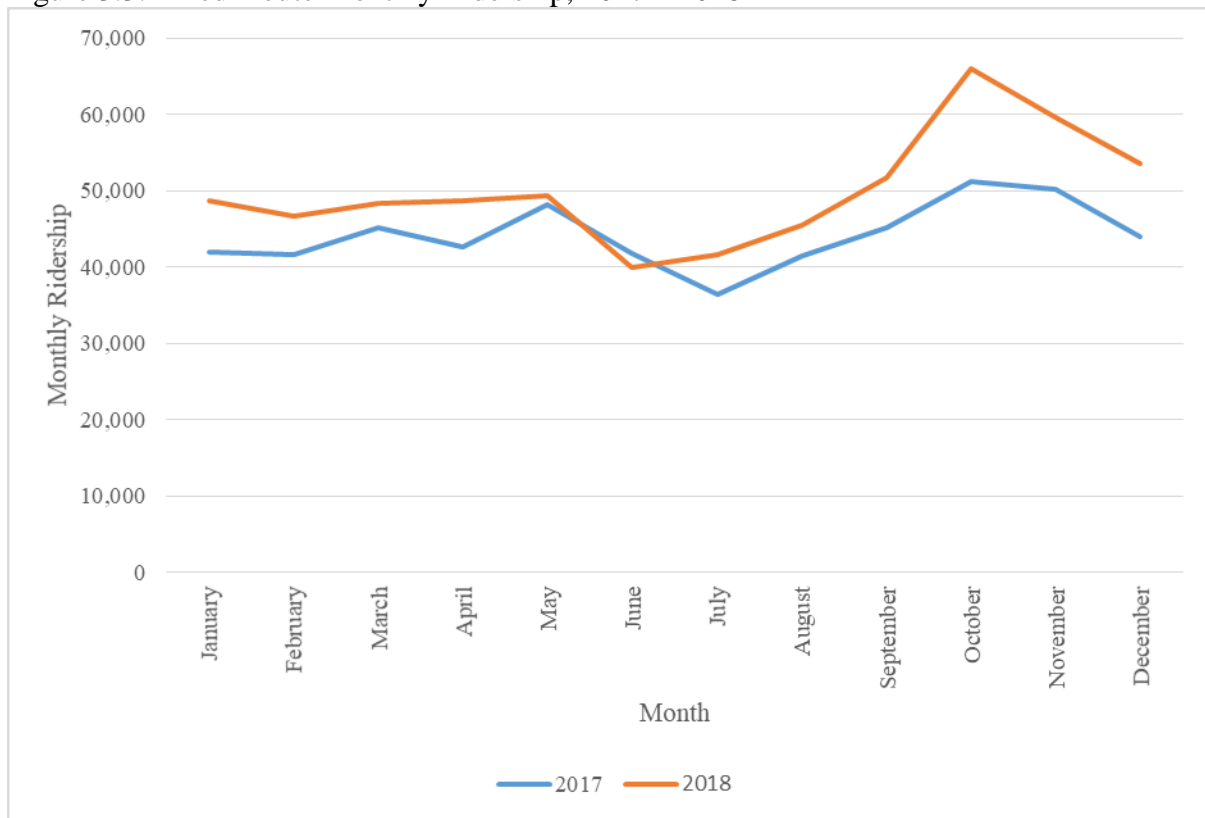
In 2017, the highest ridership months were May, October and November, while the lowest ridership months were July and August. The months of March and September were other above average ridership months. The months of January, February, April and June were other below average ridership months. December was the month closest to the monthly average ridership for 2017.

In 2018, the highest ridership months were October and November, while the lowest ridership months were June and July. The months of September and December were other above average ridership months. The months of January, February, March, April and August were other below average ridership months. May was the month closest to the monthly average ridership for 2018.

The highest ridership levels tend to occur in spring and fall months, while the lowest ridership levels occurred during summer months. Figure 3.3 also implies that persons traveling to and from school constitute a significant portion of the total ridership, a fact confirmed in numerous ridership opinion surveys conducted in recent years (see *Chapter Five: Ridership Opinion* for more details).

Figure 3.3 indicates that with the exception of the month of June, ridership grew in 2018 in comparison to the same month in 2017; this was especially the case in the second half of the year, because the contract between Shoreline Metro and the SASD took effect in July of 2018. Provision of “free” rides to SASD students and employees greatly increased ridership in the second half of 2018, especially once the 2018 – 2019 school year started in September.

Figure 3.3: Fixed-Route Monthly Ridership, 2017 – 2018



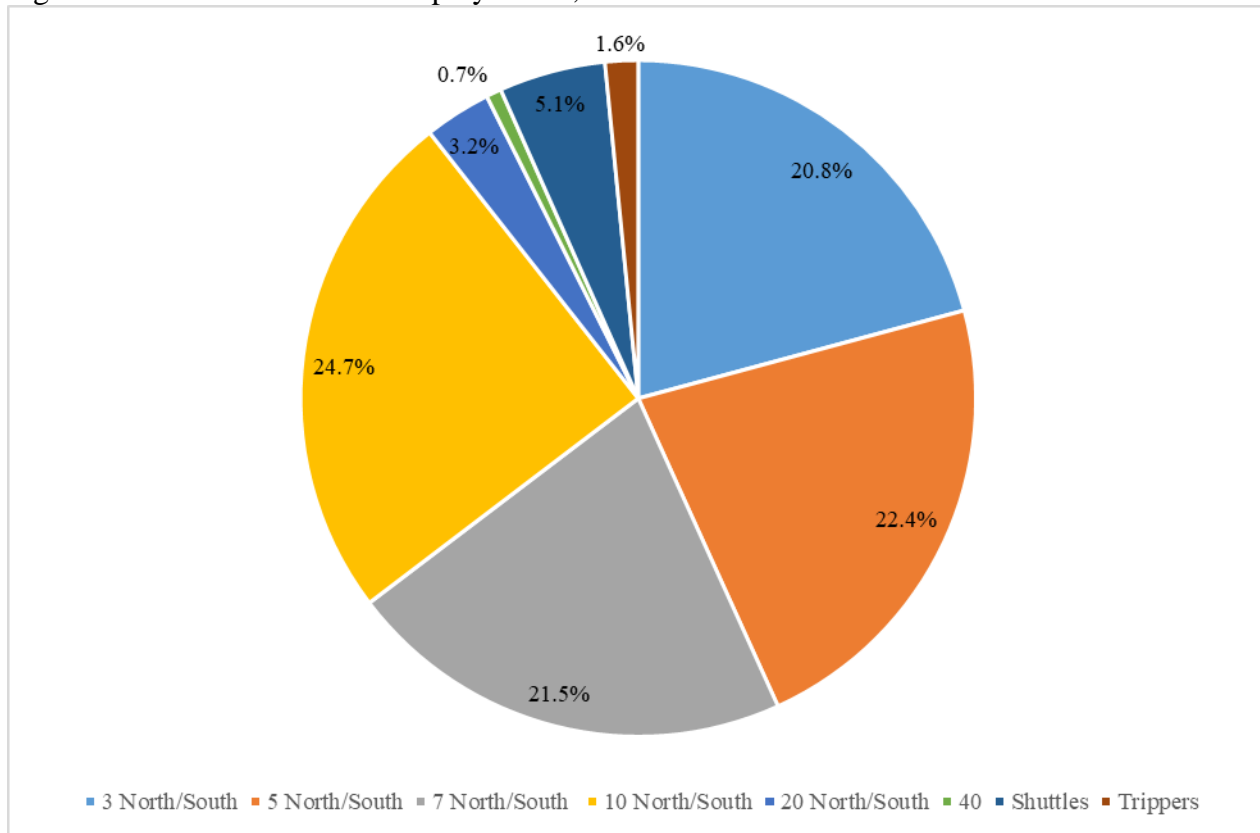
Source: Shoreline Metro, 2017 and 2018; and Bay-Lake Regional Planning Commission, 2019.

### **Fixed-Route Ridership by Route: 2018**

Fixed-route ridership by route for 2018 is presented in Figure 3.4. Unfortunately, regular data collection mechanisms are unable to discern between the north and south route components of Routes 3, 5, 7, 10 and 20; Chapter 6 examines fixed-route ridership by route at this greater level of detail. The most commonly used route pair in 2018 was Routes 10 North and South, with 24.7 percent of riders using these routes. This was followed by Routes 5 North and South, with 22.4 percent of riders using these routes. Other commonly used route pairs included Routes 7 North and South (21.5 percent of all ridership), and Routes 3 North and South (20.8 percent of all ridership). Routes which exhibited low ridership levels included: the North and South Shuttles (5.1 percent of all ridership); Route 20 (the Kohler-Sheboygan Falls Route, 3.2 percent of all ridership); the four school tripper routes (1.6 percent of all ridership); and Route 40 (0.7 percent of all ridership). Rides that were not coded to an existing route involved less than 0.1 percent of all ridership.

It should also be noted that Route 40 is a seasonal route that runs from mid-June to right before Labor Day; and is primarily designed for tourists, and therefore, exhibited relatively low ridership in 2018.

Figure 3.4: Fixed-Route Ridership by Route, 2018

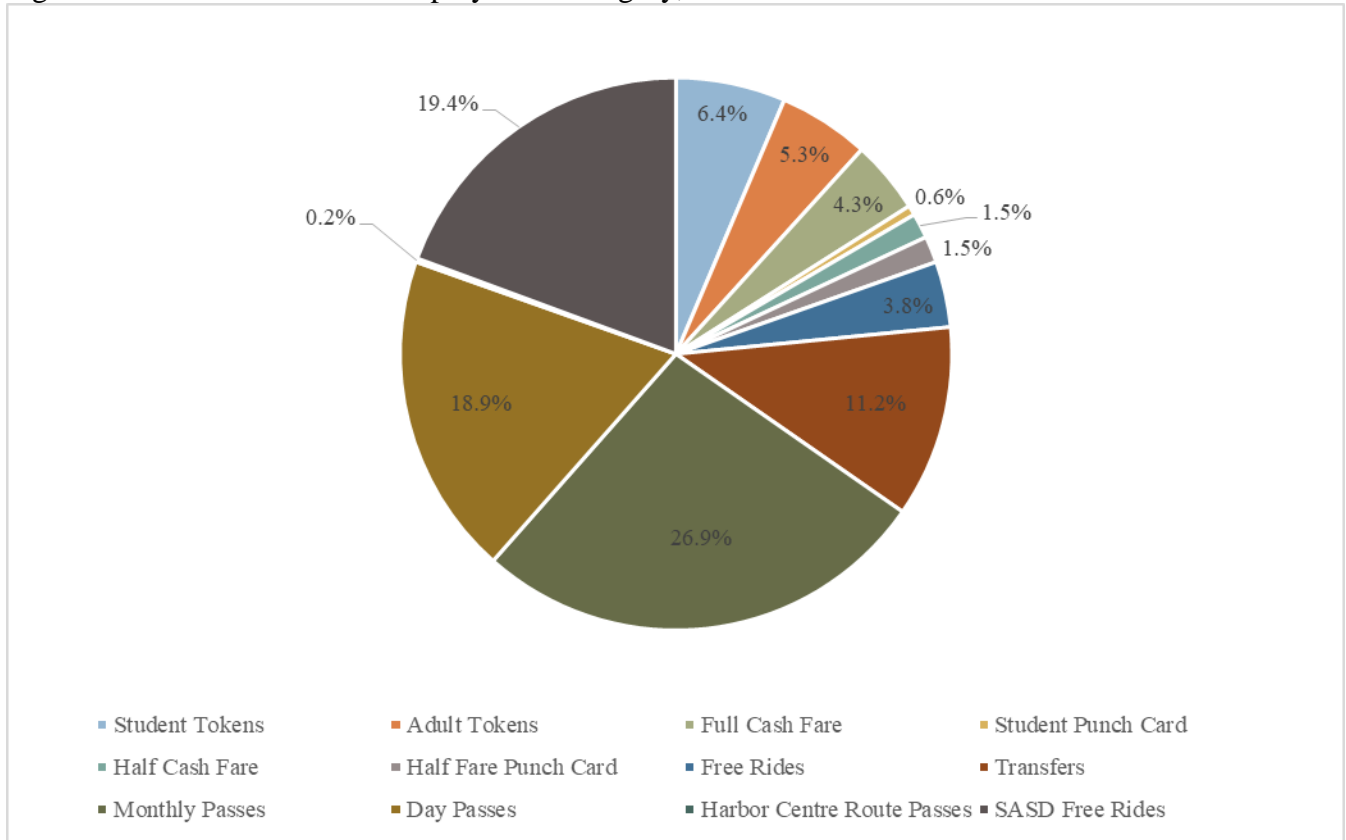


Source: Shoreline Metro, 2018; and Bay-Lake Regional Planning Commission, 2019.

### **Fixed-Route Ridership by Fare Category: 2018**

Shoreline Metro maintains records of fixed-route ridership by fare category. Fixed-route ridership by fare category for 2018 is indicated in Figure 3.5. The most popular payment method among Shoreline Metro fixed-route riders is the monthly pass, which accounted for 26.9 percent of all rides given by the transit operation in 2018. Other popular payment methods among Shoreline Metro fixed-route riders included Sheboygan Area School District (SASD) free rides (19.4 percent of riders, used in the second half of 2018), and day passes (18.9 percent of riders). Only 4.3 percent of all fixed-route riders paid full cash fare for rides in 2018, indicative of a certain thriftiness among the Shoreline Metro ridership. Less common fare payments were: student tokens (used by 6.4 percent of the fixed-route ridership, and mostly in early 2018); adult tokens (used by 5.3 percent of the fixed-route ridership); the elderly and disabled half cash fare (used by 1.5 percent of the fixed-route ridership); the elderly and disabled half fare punch card (used by 1.5 percent of the fixed-route ridership); the student punch card (used by 0.6 percent of the fixed-route ridership, and mostly in early 2018); and the Harbor Centre \$1 Day Pass (used by 0.2 percent of the fixed-route ridership). Student summer “freedom passes” were not offered in 2018. Non-payment documentation of fixed-route ridership included: transfers (11.2 percent of ridership); and free rides (3.8 percent of all rides in 2018).

Figure 3.5: Fixed-Route Ridership by Fare Category, 2018

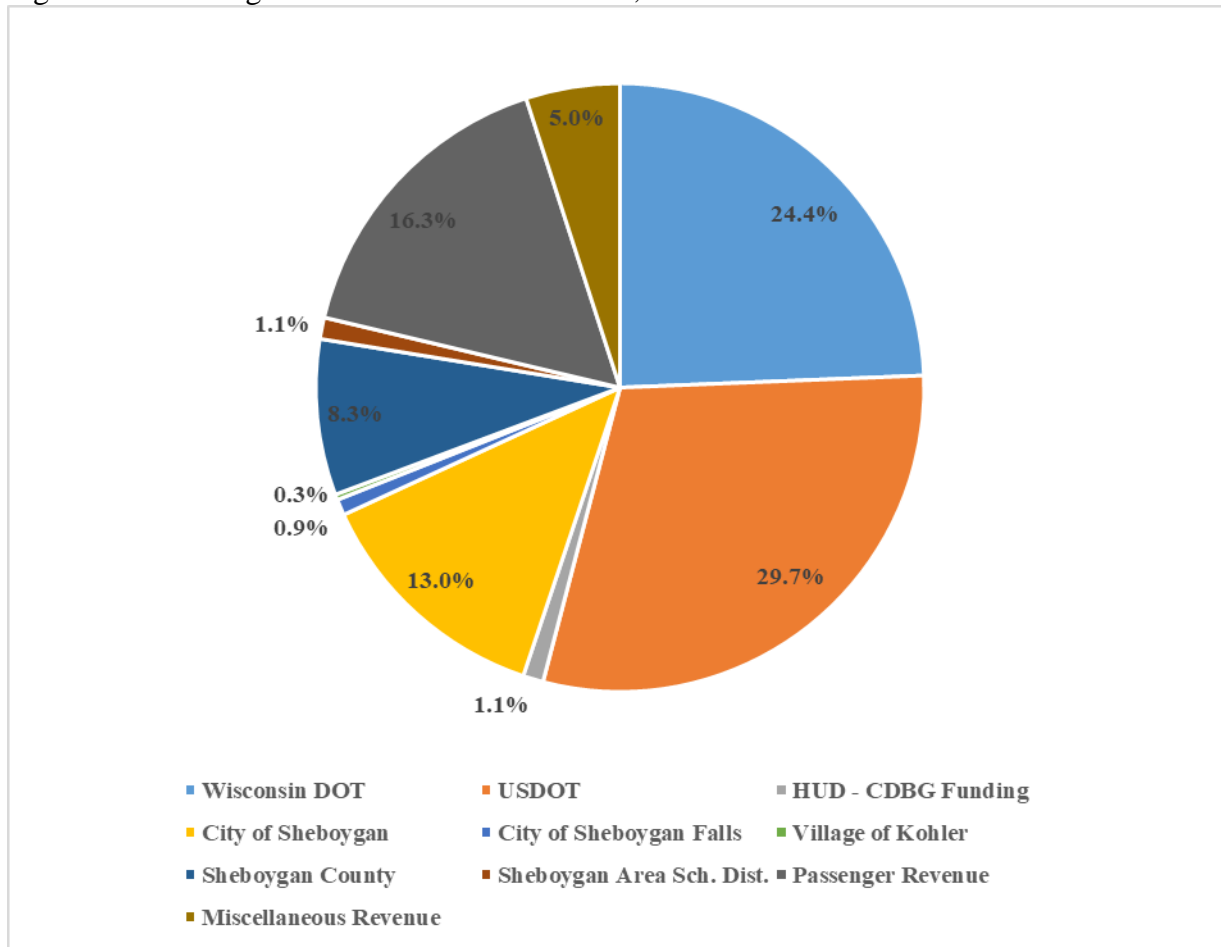


Source: Shoreline Metro, 2018; and Bay-Lake Regional Planning Commission, 2019.

### **FUNDING SOURCES: 2015 - 2018**

The funding sources for Shoreline Metro in 2018 are indicated in Figure 3.6. In 2018, the largest contributor to the transit operation was the U.S. Department of Transportation (USDOT), which contributed \$1,170,891, or about 29.7 percent of the transit budget. The second largest contributor to the transit budget was the Wisconsin Department of Transportation (WisDOT), which contributed \$960,399, or about 24.4 percent of the transit budget. Other significant contributors to the transit budget included: the ridership through fares (\$642,283, or about 16.3 percent of the transit budget); the City of Sheboygan (\$511,547, or about 13.0 percent of the transit budget); Sheboygan County (\$326,474 through the county's Section 85.21 grant and local match, or about 8.3 percent of the transit budget); and miscellaneous revenues (\$197,018, or about 5.0 percent of the transit budget). Less significant (but nonetheless important) contributors to the transit budget include: the Sheboygan Area School District (which started providing funding for a "free fare" program for its students and employees in the second half of 2018, \$45,000, or about 1.1 percent of the transit budget); Community Development Block Grant (CDBG) funding from the U.S. Department of Housing and Urban Development (\$42,493, or about 1.1 percent of the transit budget); the City of Sheboygan Falls (\$33,503, or about 0.9 percent of the transit budget); and the Village of Kohler (\$11,572, or about 0.3 percent of the transit budget).

Figure 3.6: Funding Sources for Shoreline Metro, 2018



Source: Shoreline Metro, 2018; and Bay-Lake Regional Planning Commission, 2019.

Table 3.5 indicates funding sources for Shoreline Metro over the four year period between 2015 and 2018. Table 3.5 indicates that in absolute dollar terms, state financial participation in Shoreline Metro increased by about 6.2 percent between 2015 and 2016, decreased by about 10.1 percent between 2016 and 2017, and increased by nearly 7.5 percent between 2017 and 2018. State participation in Shoreline Metro in percentage terms increased between 2015 and 2016, decreased between 2016 and 2017, and increased between 2017 and 2018.

Table 3.5 also indicates that in absolute dollar terms, Federal (FTA Section 5307) financial participation in Shoreline Metro decreased by about 1.9 percent between 2015 and 2016, decreased by about 1.4 percent between 2016 and 2017, and decreased by nearly 3.0 percent between 2017 and 2018. Federal participation in Shoreline Metro in percentage terms decreased each year between 2015 and 2018.

Table 3.5 shows that in absolute dollar terms, CDBG funding from the U.S. Department of Housing and Urban Development stayed the same over the period from 2015 through 2018. CDBG funding in percentage terms stayed about the same between 2015 and 2018.

Table 3.5 also shows that in absolute dollar terms, City of Sheboygan financial participation in Shoreline Metro stayed the same over the period from 2015 through 2018. City of Sheboygan financial participation in Shoreline Metro in percentage terms decreased slightly between 2015



and 2016, increased slightly between 2016 and 2017, and increased between 2017 and 2018.

Table 3.5 indicates that in absolute dollar terms, City of Sheboygan Falls financial participation in Shoreline Metro increased by about 5.0 percent between 2015 and 2016, decreased by nearly 4.8 percent between 2016 and 2017, and stayed the same between 2017 and 2018. City of Sheboygan Falls financial participation in Shoreline Metro in percentage terms increased slightly between 2015 and 2016, decreased slightly between 2016 and 2017, and increased slightly between 2017 and 2018.

Table 3.5 also indicates that in absolute dollar terms, Village of Kohler financial participation in Shoreline Metro increased by about 5.0 percent between 2015 and 2016, decreased by nearly 4.8 percent between 2016 and 2017, and stayed the same between 2017 and 2018. Village of Kohler financial participation in Shoreline Metro in percentage terms stayed about the same each year between 2015 and 2018.

In addition, Table 3.5 indicates that in absolute dollar terms, Sheboygan County’s financial participation in Shoreline Metro increased by nearly 3.6 percent between 2015 and 2016, decreased by about 0.9 percent between 2016 and 2017, and increased by nearly 2.8 percent between 2017 and 2018. Sheboygan County’s financial participation in Shoreline Metro in percentage terms increased between 2015 and 2016, remained stable between 2016 and 2017, and increased between 2017 and 2018. Sheboygan County’s financial participation in Shoreline Metro is dependent on a state Section 85.21 grant, which includes required local matching funds.

Table 3.5 shows that in 2018, Shoreline Metro started receiving funding from the Sheboygan Area School District (SASD) to transport its students and interested employees fare free. The \$45,000 received in 2018 represents half a year of funding, as this program began in early July. This program is anticipated to continue into the future.

Table 3.5 shows that in absolute dollar terms, passenger revenue decreased by nearly 4.3 percent between 2015 and 2016, increased by over 5.8 percent between 2016 and 2017, and decreased by 13.2 percent between 2017 and 2018. In percentage terms, passenger revenue decreased between 2015 and 2016, increased between 2016 and 2017, and decreased between 2017 and 2018.

Finally, Table 3.5 shows that in absolute dollar terms, miscellaneous revenue (insurance recoveries, advertising revenue, etc.) increased by about 11.1 percent between 2015 and 2016, increased by about 32.4 percent between 2016 and 2017, and decreased by about 16.4 percent between 2017 and 2018. In percentage terms, miscellaneous revenue increased between 2015 and 2016, increased again between 2016 and 2017, and decreased between 2017 and 2018.

**Table 3.5: Funding Sources for Shoreline Metro, 2015 – 2018**

| Funding Source              | 2015               |               | 2016               |               | 2017               |               | 2018               |               |
|-----------------------------|--------------------|---------------|--------------------|---------------|--------------------|---------------|--------------------|---------------|
|                             | Amount             | Percentage    | Amount             | Percentage    | Amount             | Percentage    | Amount             | Percentage    |
| Wisconsin DOT               | \$936,055          | 23.5%         | \$994,311          | 24.8%         | \$893,775          | 22.4%         | \$960,399          | 24.4%         |
| USDOT                       | \$1,247,519        | 31.3%         | \$1,223,238        | 30.5%         | \$1,206,561        | 30.2%         | \$1,170,891        | 29.7%         |
| HUD - CDBG Funding          | \$42,493           | 1.1%          | \$42,493           | 1.1%          | \$42,493           | 1.1%          | \$42,493           | 1.1%          |
| City of Sheboygan           | \$511,547          | 12.8%         | \$511,547          | 12.7%         | \$511,547          | 12.8%         | \$511,547          | 13.0%         |
| City of Sheboygan Falls     | \$33,503           | 0.8%          | \$35,178           | 0.9%          | \$33,503           | 0.8%          | \$33,503           | 0.9%          |
| Village of Kohler           | \$11,572           | 0.3%          | \$12,151           | 0.3%          | \$11,572           | 0.3%          | \$11,572           | 0.3%          |
| Sheboygan County            | \$309,461          | 7.8%          | \$320,500          | 8.0%          | \$317,646          | 8.0%          | \$326,474          | 8.3%          |
| Sheboygan Area School Dist. | \$0                | 0.0%          | \$0                | 0.0%          | \$0                | 0.0%          | \$45,000           | 1.1%          |
| Passenger Revenue           | \$730,625          | 18.3%         | \$699,253          | 17.4%         | \$740,110          | 18.5%         | \$642,283          | 16.3%         |
| Miscellaneous Revenue       | \$160,219          | 4.0%          | \$178,006          | 4.4%          | \$235,642          | 5.9%          | \$197,018          | 5.0%          |
| <b>TOTAL</b>                | <b>\$3,982,994</b> | <b>100.0%</b> | <b>\$4,016,676</b> | <b>100.0%</b> | <b>\$3,992,849</b> | <b>100.0%</b> | <b>\$3,941,180</b> | <b>100.0%</b> |

Source: Shoreline Metro (for all years listed); and Bay-Lake Regional Planning Commission, 2019.

**EXPENSE BREAKDOWN: 2015 – 2018**

Operating expense budgets for Shoreline Metro from 2015 to 2018 are depicted in Table 3.6. The overall budget increased by nearly 2.9 percent from 2015 to 2016, increased by nearly 0.9 percent between 2016 and 2017, and decreased by over 3.7 percent between 2017 and 2018. Administrative expenses increased by nearly 32.8 percent from 2015 to 2016, decreased by nearly 0.8 percent between 2016 and 2017, and decreased by 8.7 percent between 2017 and 2018. Maintenance expenses decreased by over 2.5 percent from 2015 to 2016, increased by about 9.4 percent from 2016 to 2017, and decreased by nearly 3.1 percent from 2017 to 2018. Bus operations expenses (including paratransit) decreased by nearly 4.8 percent from 2015 to 2016, decreased by about 3.1 percent between 2016 and 2017, and decreased by nearly 1.7 percent between 2017 and 2018.

In 2015, 52.3 cents of every transit dollar was allocated to bus operations (including paratransit), while 29.0 cents of every transit dollar was allocated to bus and facilities maintenance, and 18.7 cents of every transit dollar was spent on administrative activities. In 2018, 47.5 cents of every transit dollar was allocated to bus operations, while 30.0 cents of every transit dollar was allocated to bus and facilities maintenance, and 22.5 cents of every transit dollar was spent on administrative activities.

Table 3.6: Shoreline Metro Expense Breakdown, 2015 – 2018

| Expenses                                      | 2015               | 2016               | 2017               | 2018               |
|---|--------------------|--------------------|--------------------|--------------------|
| <b>ADMINISTRATION</b>                         |                    |                    |                    |                    |
| Salaries and Benefits                         | \$444,354          | \$565,744          | \$635,659          | \$566,776          |
| Personal Services                             | \$70,654           | \$88,172           | \$93,901           | \$123,052          |
| Commodities                                   | \$188,949          | \$280,831          | \$197,944          | \$156,991          |
| Subtotal                                      | \$703,957          | \$934,747          | \$927,504          | \$846,819          |
| <b>MAINTENANCE</b>                            |                    |                    |                    |                    |
| Salaries and Benefits                         | \$500,960          | \$503,322          | \$497,102          | \$471,293          |
| Personal Services                             | \$115,315          | \$22,597           | \$96,130           | \$86,613           |
| Commodities                                   | \$475,925          | \$538,490          | \$570,829          | \$570,647          |
| Subtotal                                      | \$1,092,200        | \$1,064,408        | \$1,164,062        | \$1,128,553        |
| <b>BUS OPERATIONS (INCLUDING PARATRANSIT)</b> |                    |                    |                    |                    |
| Salaries and Benefits                         | \$1,969,682        | \$1,875,243        | \$1,817,071        | \$1,786,881        |
| Personal Services                             | \$0                | \$0                | \$0                | \$0                |
| Commodities                                   | \$0                | \$0                | \$0                | \$0                |
| Subtotal                                      | \$1,969,682        | \$1,875,243        | \$1,817,071        | \$1,786,881        |
| <b>TOTAL</b>                                  | <b>\$3,765,839</b> | <b>\$3,874,398</b> | <b>\$3,908,636</b> | <b>\$3,762,253</b> |

Source: Shoreline Metro (for all years listed); and Bay-Lake Regional Planning Commission, 2019.

**OTHER AREA TRANSIT/PARATRANSIT PROVIDERS**

In addition to Shoreline Metro, transportation services in the transit service area are provided by several other sources.

Indian Trails Bus Lines provides intercity bus service between Sheboygan and other cities in the region, with transfer connections in Green Bay and Milwaukee. Passengers can travel to Appleton and to various destinations in central Wisconsin (via Lamers Bus Lines) and to the Upper Peninsula

of Michigan (via Indian Trails) from Green Bay. Passengers can travel to various destinations throughout Wisconsin, the Midwest and the United States from Milwaukee using various bus lines as well as Amtrak. The negative aspects of the Indian Trails bus service are that it is infrequent (one trip north and one trip south each day), and one of these trips leaves at a time of the day when transit service does not operate (6:35 a.m. southbound and 9:15 p.m. northbound). The Indian Trails stop in Sheboygan is at Shoreline Metro's downtown transfer point.

Jefferson Lines also operates intercity bus service between Milwaukee and Green Bay. Southbound service (to Milwaukee) leaves at 6:15 p.m. Northbound service (to Green Bay) leaves at 9:50 a.m. The same connections that are available through Indian Trails are available through Jefferson Lines in Green Bay and in Milwaukee. In addition, Jefferson Lines offers service along the State Highway 29 and Interstate Highway 94 corridors from Green Bay to Wausau, Eau Claire and Minneapolis-St. Paul. The Jefferson Lines stop in Sheboygan is also at Shoreline Metro's downtown transfer point.

Lamers Bus Lines offers a "Lamers Connect" service that specializes in transporting college students between their campuses and major communities across Wisconsin. The "Lamers Connect" route that serves Sheboygan connects Green Bay and Milwaukee, and only provides service on weekends (Fridays and Sundays), as well as a limited number of other weekdays that involve longer holiday weekends. Destinations in Green Bay that are served by "Lamers Connect" include UW Green Bay (excluding the summer months) and the Green Bay Metro transfer point (which also serves as a stop for Indian Trails and Jefferson in Green Bay). Destinations in Milwaukee that are served by "Lamers Connect" include UW Milwaukee, the Milwaukee Intermodal Station (including Amtrak), and General Mitchell International Airport. Southbound service leaves at 10:45 a.m., while northbound service leaves at 4:20 p.m. The "Lamers Connect" stop is also at Shoreline Metro's downtown transfer point.

Lakeshore Technical College (LTC) Express is a transportation service for LTC students operated by GO RiteWay. The service operates on weekdays when LTC classes are in session. The LTC Express picks passengers up at LTC's Lakeshore Culinary Institute at 7:15 a.m. and 12:30 p.m. and at the Shoreline Metro transfer point at 7:25 p.m. and 12:35 p.m., then travels to LTC's main campus in Cleveland. The LTC Express returns students from the main campus to Sheboygan at 12:05 p.m., 1:05 p.m., and 4:40 p.m. The cost for a one-way ride is \$2, with ten-ride passes also available for a discounted rate of \$18. A semester pass is also available for \$225, and the pass is eligible for financial aid.

In addition to the above noted services, the following transportation options are available to residents of the transit service area; these services are presumed to be wheelchair accessible unless otherwise noted:

- Sheboygan County Health and Human Services Department Elderly and Disabled Transportation is a cooperative service of Sheboygan County and Shoreline Metro, which operates on weekdays from 7:30 a.m. to 3:30 p.m., excluding holidays. All persons age 60 and older and individuals under the age of 60 with a qualifying disability are eligible. This is a demand-based door-to-door service, and costs \$2.50 per one-way trip for most trip purposes, or \$2.50 per round trip to and from nutrition sites only. Customers must pay for service with tokens, sold in packs of ten for \$25. Premium services may be offered in the future for additional fees, and agency rates are charged for certain trips. There is an eligibility determination process for disabled customers under the age of 60.

- The Sheboygan County Health and Human Services Department, through its Aging and Disability Resource Center (ADRC), also coordinates a volunteer driver service. Trips are restricted to individuals age 60 and over; while this was originally a medical transportation program, Sheboygan County received FTA Section 5310 funding to operate an enhanced volunteer driver program that would include additional trip purposes. This service is provided by volunteers using their own vehicles. Volunteers receive mileage reimbursement. Services are available throughout Sheboygan County (including the transit service area), and occasionally, passengers are transported outside the county for specialized medical services. Persons using this service must be ambulatory and have no other means of transportation. Service is door-to-door. Donations are requested to defray the costs involved with this service. Persons using this service are asked to call at least 24 hours in advance for in-county trips and at least 48 hours in advance for out-of-county trips. Interested parties should call (920) 467-4100, or toll-free at 800-596-1919 for more information.
- Medical Transportation Management, Inc. (MTM) is the non-emergency medical transportation manager for the state of Wisconsin. “MTM arranges transportation for eligible Medicaid and Badger Care Plus members throughout Wisconsin to get them to their covered preventative and life-sustaining medical appointments.” It is recommended that members (customers) call at least two days in advance to determine eligibility and/or to make a reservation for rides. Routine ride requests can be made by calling 866-907-1493 or online at MTM’s service management portal. If scheduled transportation is not arriving in a timely manner, MTM’s “Where’s My Ride” can be contacted at 866-907-1494. TTY services can be reached at 800-855-2880. Concerns regarding rides can be reported by dialing 866-436-0457. MTM’s website can be found at: <https://www.mtm-inc.net/Wisconsin/>(.)
- The American Cancer Society Road to Recovery program provides transportation to and from treatment for individuals who have cancer who do not have any other means of transportation. The American Cancer Society’s Wisconsin Chapter can be contacted at 800-227-2345 with questions or for additional information.
- The Vince Lombardi Cancer Clinic in Sheboygan sponsors a small volunteer driver program for its patients.
- The Disabled American Veterans (DAV) is a non-profit veterans’ service organization. The “Wisconsin DAV offers free rides to all veterans who need help getting to and from scheduled VA medical appointments.” The DAV has “36 vans serving more than 30,000 veterans annually across more than half the state. These vans serve major VA medical facilities in Madison, Milwaukee, Tomah and Minneapolis, and VA outpatient clinics in Appleton, Green Bay, Superior, Union Grove, Wausau and Wisconsin Rapids. These vans are paid for as a result of donations from individuals, corporations and organizations, and are operated by volunteer drivers.” Locally, one van that originates in Green Bay transports veterans to and from the Zablocki VA Medical Center in Milwaukee each weekday. Local veterans who wish to use this service can board the van at the McDonald’s Restaurant near the Interstate Highway 43/State Highway 28 interchange on the south side of the City of Sheboygan. Advance reservations are required for these trips.
- RCS Empowers provides some transportation services to its clients.

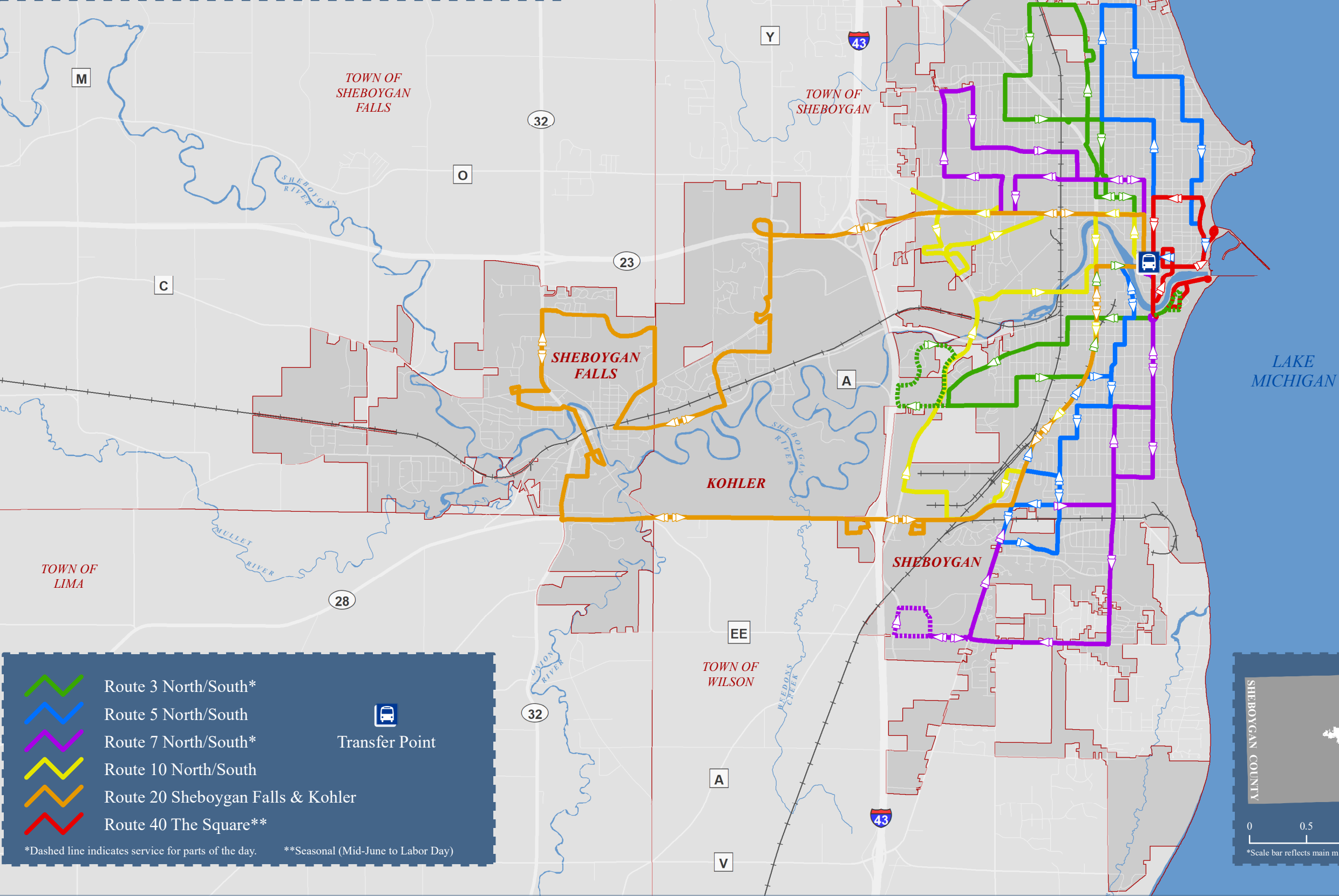
- Several nursing homes in the transit service area provide limited transportation to their residents, primarily to and from medical appointments.
- In addition to the LTC Express discussed above, GO Riteway operates an “Airport Connection” service. This is an airport limousine service to and from Mitchell International Airport in Milwaukee and to and from Chicago’s O’Hare International and Midway Airports.
- Taxi services operating within the transit service area include All Star Taxi, Blue Cab, The Best Taxi, and Yellow Cab.
- Accessible transportation services operating within the transit service area include Custom Care and Transport Service, Lakeshore Transportation, and Transtar Medical Ltd.
- Discovery Coach offers charter and tour bus services, and is located in the transit service area.
- School bus services operating within the transit service area include Prigge’s School Bus Service (serving rural portions of the Sheboygan Area School District) and Heidenreiter Bus Service (serving the Sheboygan Falls School District).
- Limousine services operating within the transit service area include Santana’s Limousine and Stardust Limousine.
- Orange Cross Ambulance provides ambulance service to portions of the transit service area outside the City of Sheboygan, while the Sheboygan Fire Department provides ambulance service within the City of Sheboygan.






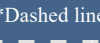
Shoreline Metro provides ADA paratransit service with internal resources. Shoreline Metro handles the entire operation, including call taking, service delivery, dispatching and record keeping. These services are door-to-door, and are for persons who, due to physical circumstances, are not able to make use of the fixed-route service. The cash fare for door-to-door transportation is \$3.50 per ride (\$7.00 per round trip). Premium services (including door-through-door service and assistance with bringing items into a passenger’s home) will be available for an additional fee in the future. Reservations for service must be made no later than the day before the needed trip (same day reservations will be able to be made in the future on a space available basis when paying for premium service). Service is available on weekdays from 5:45 a.m. to 8:45 p.m. and on Saturdays from 7:45 a.m. to 5:45 p.m. ADA paratransit service is not available on Sundays or on the same major holidays in which regular fixed-route service does not operate.




Shoreline Metro 2019 Route Structure  
Shoreline Metro Service Area


Map 3.1








 Route 3 North/South\*  
 Route 5 North/South  
 Route 7 North/South\*  
 Route 10 North/South  
 Route 20 Sheboygan Falls & Kohler  
 Route 40 The Square\*\*

 Transfer Point

\*Dashed line indicates service for parts of the day.      \*\*Seasonal (Mid-June to Labor Day)



 Village of Kohler, and Cities of Sheboygan, and Sheboygan Falls  
 Road  
 Railroad  
 Hydrology  
 Municipality

0 0.5 1 Miles  
 \*Scale bar reflects main map (not location map)

BAY LAKE  
 Regional Planning Commission | Since 1972