

## CHAPTER 4: COMMUNITY PROFILE

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### **LOCATION**

The Shoreline Metro service area, including the Cities of Sheboygan and Sheboygan Falls and the Village of Kohler, is located approximately 65 miles south-southeast of Green Bay and 55 miles north of Milwaukee. The City of Sheboygan is where the Sheboygan River meets Lake Michigan. A large amount of manufacturing activity has traditionally occurred in the Shoreline Metro service area, although retail commerce and tourism dominate the local economy in certain areas as well. Much of the territory surrounding the Shoreline Metro service area in Sheboygan County consists of small villages, fertile agricultural land, forests, and several scenic lakes and rivers. Regional transportation facilities include Interstate Highway 43, as well as State Highways 23, 28, 32 and 42. The Shoreline Metro service area also includes or is near the Sheboygan County Memorial Airport, rail service and a marina. Characteristics of the community which are important for transit planning include the economy, population and household characteristics, major potential trip generators, land use patterns, and motor vehicle travel patterns. This chapter contains a summary of these important community characteristics.

### **ECONOMY**

The rural area surrounding the Shoreline Metro service area is primarily agricultural. The City of Sheboygan is a center for health and professional services, education, retail trade and industry in Sheboygan County as well as in adjacent portions of surrounding counties.

The 2013 – 2017 *American Community Survey* data indicated that the City of Sheboygan had 24,037 persons 16 years and older who were employed, while the City of Sheboygan Falls had 4,097 persons employed who were 16 years of age and older, the Village of Kohler had 997 persons employed who were 16 years of age and older, and the Town of Sheboygan had 3,920 persons employed who were 16 years of age and older. Table 4.1 shows the distribution of employment by category in the Shoreline Metro service area. Manufacturing is the largest category of employment, representing over 11,600 employees in the Shoreline Metro service area, or 35.3 percent of total employment in the area. Other significant employment sectors include: educational services, health care and social assistance (nearly 5,700 employees, or 17.2 percent of total employment); retail trade (over 3,900 employees, or 11.9 percent of total employment); and arts, entertainment and recreation, and accommodation and food service (nearly 2,900 employees, or 8.7 percent of total employment). The construction, manufacturing and public administration sectors have decreased in employment since 2000, while the agricultural, forestry, fishing, hunting and mining sector and most of the service sector have increased modestly in employment since 2000. Wholesale and retail trade and the finance, insurance, real estate, rental and leasing sector have had relatively stable employment since 2000.

Table 4.1: Employment in the Shoreline Metro Service Area, 2013 – 2017 *American Community Survey*

Employment Category	Number Employed	Percentage Employed
Agriculture, Forestry, Fishing and Hunting, and Mining	267	0.8%
Construction	1,030	3.1%
Manufacturing	11,651	35.3%
Wholesale Trade	587	1.8%
Retail Trade	3,943	11.9%
Transportation and Warehousing, and Utilities	886	2.7%
Information	290	0.9%
Finance and Insurance, and Real Estate and Rental and Leasing	1,820	5.5%
Professional, Scientific, and Management, and Administrative and Waste Management Services	1,984	6.0%
Educational Services, and Health Care and Social Assistance	5,699	17.2%
Arts, Entertainment, and Recreation, and Accommodation and Food Services	2,882	8.7%
Other Services, Except Public Administration	1,261	3.8%
Public Administration	751	2.3%
<b>TOTAL</b>	<b>33,051</b>	<b>100.0%</b>

Source: U.S. Bureau of the Census, *2013 – 2017 American Community Survey 5-Year Estimates* (Table S2405: Industry by Occupation for the Civilian Employed Population 16 Years and Over); and Bay-Lake Regional Planning Commission, 2019.

## **POPULATION AND HOUSEHOLDS**

### **Total Population Trends**

The total population of the City of Sheboygan in 2010 was 49,288, which represented a 3.0 percent decrease from 2000. The total 2010 population for the City of Sheboygan Falls was 7,775, representing a 14.8 percent increase in population from 2000. The total 2010 population for the Village of Kohler was 2,120, representing a 10.1 percent increase in population from 2000. The total population of the Town of Sheboygan in 2010 was 7,271, representing a 23.8 percent increase in population from 2000. The change in population from 2000 to 2010 in the Shoreline Metro service area represented a combined increase of 1.7 percent.

In addition, according to Wisconsin Department of Administration population estimates, the population of the transit service area is estimated to have increased by about 0.6 percent between 2010 and 2019. The City of Sheboygan is estimated to have decreased in population by about 1.2 percent over the period from 2010 to 2019, while the City of Sheboygan Falls is estimated to have increased in population by about 4.4 percent, the Village of Kohler is estimated to have decreased in population by about 1.2 percent, and the Town of Sheboygan is estimated to have increased in population by about 9.6 percent over this same period.

Table 4.2 shows the total population of the communities in the transit service area in 1990, 2000 and 2010 (according to the U.S. Bureau of the Census), as well as population estimates for 2019 (produced by the Wisconsin Department of Administration's Demographic Services Center). Table 4.2 also shows actual and estimated population changes for the transit service area and its communities from 1990 to 2000, 2000 to 2010, and from 2010 to 2019.

Table 4.2: Population in the Transit Service Area, 1990, 2000 and 2010 Census, 2019 Estimates

	Census			Estimate		Percent Change	
	1990	2000	2010	2019	1990 - 2000	2000 - 2010	2010 - 2019
City of Sheboygan	49,676	50,792	49,288	48,697	2.2%	-3.0%	-1.2%
City of Sheboygan Falls	5,823	6,772	7,775	8,115	16.3%	14.8%	4.4%
Village of Kohler	1,817	1,926	2,120	2,094	6.0%	10.1%	-1.2%
Town of Sheboygan	3,866	5,874	7,271	7,969	51.9%	23.8%	9.6%
Transit Service Area	61,182	65,364	66,454	66,875	6.8%	1.7%	0.6%

Source: U.S. Bureau of the Census, 1990, 2000 and 2010; Wisconsin Department of Administration, Official Population Estimates, 2019; and Bay-Lake Regional Planning Commission, 2019.

According to Table 4.3, Wisconsin Department of Administration population projections for the period from 2010 through 2040 indicate that the population of the City of Sheboygan is projected to decrease by 2.2 percent, while the population of the City of Sheboygan Falls is projected to increase by 29.1 percent, the population of the Village of Kohler is projected to increase by 16.5 percent, and the population of the Town of Sheboygan is projected to increase by 31.4 percent. The combined population of all four communities (the transit service area) is projected to increase by 5.7 percent between 2010 and 2040.

Table 4.3: Population Projections in the Transit Service Area, 2010 – 2040

	Census 1990	Census 2000	Census 2010	Projection 2015	Projection 2020	Projection 2025	Projection 2030	Projection 2035	Projection 2040	Number Change 2010 - 2040	Percent Change 2010 - 2040
City of Sheboygan	49,676	50,792	49,288	48,800	49,580	50,150	50,350	49,720	48,190	-1,098	-2.2%
City of Sheboygan Falls	5,823	6,772	7,775	8,015	8,565	9,085	9,575	9,900	10,040	2,265	29.1%
Village of Kohler	1,817	1,926	2,120	2,140	2,245	2,345	2,430	2,470	2,470	350	16.5%
Town of Sheboygan	3,866	5,874	7,271	7,545	8,085	8,600	9,075	9,405	9,555	2,284	31.4%
Transit Service Area	61,182	65,364	66,454	66,500	68,475	70,180	71,430	71,495	70,255	3,801	5.7%

Source: Wisconsin Department of Administration, Demographic Services Center, *Wisconsin Minor Civil Division Projections, 2010 – 2040*; and Bay-Lake Regional Planning Commission, 2019.

### Racial Minority Population

Map 4.1 indicates the percentage of total population in each census block group in the Shoreline Metro service area which belongs to a minority racial category. These include Black or African American, American Indian and Alaska Native, Asian, Native Hawaiian and Other Pacific Islander, other non-Caucasian minority racial categories, and all persons of two or more races. As Map 4.1 indicates, the largest concentrations of individuals belonging to racial minority categories (30 percent of the population or greater) can be found in several block groups in the City of Sheboygan, including: one census block group immediately northwest of the central business district (5.3); one census block group further northwest of the central business district (5.1); and one census block group southwest of the central business district (8.1). Moderately high concentrations of individuals belonging to racial minority categories (20 to 29.999 percent of the population) can be found around the City of Sheboygan, including: two census block groups north of the central business district (2.01.1 and 2.01.2); two census block groups immediately south of the central business district (8.2 and 8.3); and one census block group on the far south side (10.4). The lowest numbers of individuals belonging to racial minority categories can generally be found in outlying portions of the City of Sheboygan as well as in the City of Sheboygan Falls and the Village of Kohler.

### Population of Hispanic Origin

Map 4.2 indicates the percentage of population in each census block group in the Shoreline Metro service area which is of Hispanic origin. As Map 4.2 indicates, the largest concentrations of

individuals of Hispanic origin (20 percent of the population or greater) can be found in two block groups in the City of Sheboygan, located immediately south and southwest of the central business district (8.1 and 8.2). Moderately high concentrations of individuals of Hispanic origin (15 to 19.999 percent of the population) can be found in several parts of the city of Sheboygan, including: one block group in the near north central portion of the city (2.01.1); three census block groups immediately west of the central business district (5.1, 5.2 and 5.3); and two census block groups on the near south and southwest side (8.3 and 9.1). The lowest numbers of individuals of Hispanic origin can generally be found in outlying portions of the City of Sheboygan as well as in the City of Sheboygan Falls and the Village of Kohler.

It is important to note that “minority racial category” and “Hispanic origin” are not mutually exclusive definitions, as there are Caucasian Hispanics as well as Hispanics who belong to several minority groups.

### **Transit Dependent Population and Households**

Throughout the United States, transit system ridership is drawn in large part by the “transit dependent” population, which includes youth under the age of 16, the elderly (65 years of age and older), households with an income at or less than 80 percent of the county median household income, the mobility impaired, and members of households with zero or one available vehicles. Table 4.4 presents the 2010 population of youth under the age of 16 and persons 65 years of age and older by census block group in the Shoreline Metro service area. Table 4.5 presents the *2013 – 2017 American Community Survey (ACS)* population of mobility impaired persons and individuals commuting by bus, as well as households at 80 percent or less of the county median household income, zero vehicle households and one vehicle households by census tract in the Shoreline Metro service area.

Maps 4.3 and 4.4 indicate the population under age 16 and the elderly population by census block group in 2010. Maps 4.5 and 4.6 indicate the mobility impaired population and the population commuting by bus by census tract according to the *2013 – 2017 ACS*. Map 4.7 indicates the number of households at 80 percent or less of the county median household income by census tract according to the *2013 – 2017 ACS*. Maps 4.8 and 4.9 indicate the number of zero vehicle and one vehicle households by census tract according to the *2013 – 2017 ACS*. All of these maps portray information for the Cities of Sheboygan and Sheboygan Falls and the Village of Kohler, which constitute the transit system service area.

### **Population Under Age 16**

Map 4.3 shows the population under the age of 16 in each census block group of the Shoreline Metro service area in 2010. In 2010, 21.4 percent of the service area population was under the age of 16. Large numbers of youth can be found in various census block groups scattered throughout the Shoreline Metro service area. Map 4.3 indicates that the largest concentrations of youth population (25 percent of the population or greater) can be found in twelve census block groups in the City of Sheboygan, including: two census block groups on the northeast side (1.1 and 1.2); two block groups on the near north side (2.01.1 and 2.01.2); one census block group on the northwest side (3.2); two census block groups immediately west of the central business district (5.1 and 5.3); and four census block groups located south and southwest of the central business district (8.1, 8.2, 8.3 and 9.1). In addition, large numbers of youth can be found in one census block group in the Village of Kohler (107.3).



Table 4.4: Youth and Elderly Populations, 2010: Shoreline Metro Service Area (By Census Block Group)

Census Tract	Block Group	Persons	Under 16		Elderly <sup>1</sup>	
			Number	Percentage	Number	Percentage
1	1	2,256	596	26.4%	217	9.6%
1	2	1,571	393	25.0%	237	15.1%
2.01	1	1,568	447	28.5%	95	6.1%
2.01	2	1,344	387	28.8%	89	6.6%
2.02	1	1,984	407	20.5%	432	21.8%
2.02	2	2,165	491	22.7%	213	9.8%
3	1	1,037	243	23.4%	138	13.3%
3	2	2,613	649	24.8%	276	10.6%
3	3	1,955	377	19.3%	369	18.9%
3	4	1,506	199	13.2%	520	34.5%
4	1	2,681	556	20.7%	475	17.7%
4	2	1,731	262	15.1%	443	25.6%
5	1	1,578	462	29.3%	99	6.3%
5	2	1,203	238	19.8%	270	22.4%
5	3	1,117	280	25.1%	111	9.9%
8	1	1,419	405	28.5%	91	6.4%
8	2	1,529	426	27.9%	107	7.0%
8	3	2,449	652	26.6%	218	8.9%
9	1	1,544	389	25.2%	140	9.1%
9	2	1,713	344	20.1%	244	14.2%
9	3	1,869	247	13.2%	288	15.4%
10	1	2,414	496	20.5%	451	18.7%
10	2	961	187	19.5%	193	20.1%
10	3	1,975	366	18.5%	354	17.9%
10	4	2,065	448	21.7%	281	13.6%
11	1	1,979	430	21.7%	259	13.1%
11	2	1,648	313	19.0%	290	17.6%
107	1	2,294	471	20.5%	277	12.1%
108	1	1,414	282	19.9%	168	11.9%
108	2	2,093	401	19.2%	315	15.1%
114	1	1,376	187	13.6%	354	25.7%
114	2	1,048	263	25.1%	101	9.6%
<b>C. Sheboygan Total</b>		<b>56,099</b>	<b>12,294</b>	<b>21.9%</b>	<b>8,115</b>	<b>14.5%</b>
Census Tract	Block Group	Persons	Under 16		Elderly*	
			Number	Percentage	Number	Percentage
106.01	1	2,247	440	19.6%	320	14.2%
106.01	2	1,284	247	19.2%	209	16.3%
106.01	3	2,063	427	20.7%	447	21.7%
106.02	1	2,573	451	17.5%	480	18.7%
106.02	2	1,220	243	19.9%	194	15.9%
109	1	1,297	199	15.3%	169	13.0%
109	2	1,911	261	13.7%	244	12.8%
<b>C. Sheboygan Falls Total</b>		<b>12,595</b>	<b>2,268</b>	<b>18.0%</b>	<b>2,063</b>	<b>16.4%</b>
Census Tract	Block Group	Persons	Under 16		Elderly*	
			Number	Percentage	Number	Percentage
107	2	3,443	784	22.8%	406	11.8%
107	3	2,465	627	25.4%	390	15.8%
<b>V. Kohler Total</b>		<b>5,908</b>	<b>1,411</b>	<b>23.9%</b>	<b>796</b>	<b>13.5%</b>
<b>Service Area Total</b>		<b>74,602</b>	<b>15,973</b>	<b>21.4%</b>	<b>10,974</b>	<b>14.7%</b>

<sup>1</sup>"Elderly" is defined as age 65 and older.

Source: U.S. Bureau of the Census, 2010 (Summary File 1, Tables P12 and P14); and Bay-Lake Regional Planning Commission, 2019.

### **Elderly Population**

The elderly population is defined as those who are age 65 and older. Map 4.4 shows the elderly population in each census block group of the Shoreline Metro service area in 2010. In 2010, 14.7 percent of the service area population was considered elderly. Large numbers of elderly persons can be found in various census block groups scattered throughout the Shoreline Metro service area. Map 4.4 indicates that the largest concentrations of elderly population (25 percent of the total population or greater) can be found in three census block groups in the City of Sheboygan, including: one census block group on the northwest side (3.4); one census block group on the west side (4.2); and the census block group comprising the central business district (114.1). Additionally, moderately high concentrations of elderly persons (20 to 24.999 of the total population) can be found in four census block groups in the Shoreline Metro service area, including: three census block groups in the City of Sheboygan (2.02.1, 5.2, and 10.2); and one census block group in the City of Sheboygan Falls (106.01.3).

### **Mobility Impaired Population**

The “mobility impaired” population is currently defined as persons age 5 and older who reported having an “ambulatory difficulty” in the *2013 – 2017 American Community Survey*, adjusted for the population age 5 and older as a whole. This is different from the “mobility impaired population” definition in previous TDPs. Map 4.5 shows the mobility impaired population in each census tract of the Shoreline Metro service area. Nearly 4.9 percent of the service area population (of all ages) involved mobility impaired persons who were age 5 and older. Mobility impaired persons age 5 and older can be found in all census tracts within the Shoreline Metro service area. Map 4.5 indicates that the largest concentrations of mobility impaired population (8 percent of the total population or greater) can be found in two census tracts in the Shoreline Metro service area: one on the City of Sheboygan’s west side (census tract 4); and one immediately west of downtown Sheboygan (census tract 5). Additionally, moderately high concentrations of mobility impaired individuals (6 to 7.999 percent) can be found in two census tracts in the Shoreline Metro service area, including: one census tract in and adjacent to the City of Sheboygan’s central business district (114); and the census tract containing the southern portion of the City of Sheboygan Falls (106.01).

### **Population Commuting by Bus**

The population commuting by bus is defined as workers age 16 and older who reported taking a bus or trolley to work in the *2013 – 2017 American Community Survey*, adjusted for the working population age 16 and older as a whole. Map 4.6 shows the population reporting that it commuted by bus in each census tract of the Shoreline Metro service area in the *2013 – 2017 American Community Survey*. Just over 0.2 percent of the service area population (of all ages) involved workers age 16 and older commuting by bus. Map 4.6 indicates that persons who reported commuting by bus can be found in several census tracts throughout the Shoreline Metro service area. The most active census tracts in the transit service area for commuting by bus (0.6 percent to 0.999 percent of the total population) can be found in the two census tracts on the north side of the City of Sheboygan (census tracts 1 and 2.01). These census tract saw an estimated 26 and 19 people commuting by bus, respectively. Another active census tract for commuting by bus is census tract 109, which includes the southeastern portion of the City of Sheboygan Falls and the Town of Lima; this census tract had 24 people commuting by bus. Moderate concentrations of bus commuters (0.4 to 0.599 percent of the total population) can be found in two additional census tracts in the City of Sheboygan (census tracts 8 and 10); these census tracts had an estimated 21 and 30 people commuting by bus, respectively.

Table 4.5: Transit Dependent Population and Households, 2013 – 2017 American Community Survey, Shoreline Metro Service Area, by Census Tract

Census Tract	Persons	Households	Mobility Impaired <sup>1</sup>		Commute by Bus <sup>2</sup>		80% or Less of County MHI <sup>3</sup>		Zero Vehicle Households		One Vehicle Households	
			#	%	#	%	#	%	#	%	#	%
1	3,768	1,457	130	3.5%	26	0.7%	538	36.9%	67	4.6%	439	30.1%
2.01	2,837	989	124	4.4%	19	0.7%	503	50.9%	35	3.5%	403	40.7%
2.02	4,000	1,843	233	5.8%	0	0.0%	909	49.3%	203	11.0%	722	39.2%
3	7,116	2,917	280	3.9%	0	0.0%	1,114	38.2%	151	5.2%	1,151	39.5%
4	4,495	1,957	380	8.5%	0	0.0%	1,044	53.4%	325	16.6%	633	32.3%
5	3,507	1,761	363	10.4%	7	0.2%	1,245	70.7%	421	23.9%	796	45.2%
8	5,372	2,268	304	5.7%	21	0.4%	1,476	65.1%	233	10.3%	1,140	50.3%
9	4,945	2,191	226	4.6%	8	0.2%	1,102	50.3%	107	4.9%	877	40.0%
10	7,142	2,935	260	3.6%	30	0.4%	1,149	39.1%	159	5.4%	890	30.3%
11	3,728	1,628	184	4.9%	6	0.2%	687	42.2%	44	2.7%	728	44.7%
108	3,187	1,287	99	3.1%	0	0.0%	327	25.4%	0	0.0%	229	17.8%
114	2,677	1,259	169	6.3%	3	0.1%	661	52.5%	105	8.3%	690	54.8%
<b>C. Sheboygan Total</b>	<b>52,774</b>	<b>22,492</b>	<b>2,752</b>	<b>5.2%</b>	<b>120</b>	<b>0.2%</b>	<b>10,756</b>	<b>47.8%</b>	<b>1,850</b>	<b>8.2%</b>	<b>8,698</b>	<b>38.7%</b>
Census Tract	Persons	Households	Mobility Impaired <sup>1</sup>		Commute by Bus <sup>2</sup>		80% or Less of County MHI <sup>3</sup>		Zero Vehicle Households		One Vehicle Households	
			#	%	#	%	#	%	#	%	#	%
106.01	5,499	2,510	342	6.2%	0	0.0%	1,036	41.3%	179	7.1%	798	31.8%
106.02	3,869	1,781	226	5.8%	0	0.0%	684	38.4%	72	4.0%	631	35.4%
109	3,177	1,188	59	1.9%	24	0.8%	280	23.6%	13	0.4%	162	13.6%
<b>C. Sheboygan Falls Total</b>	<b>12,545</b>	<b>5,479</b>	<b>627</b>	<b>5.0%</b>	<b>24</b>	<b>0.2%</b>	<b>2,000</b>	<b>36.5%</b>	<b>264</b>	<b>4.8%</b>	<b>1,591</b>	<b>29.0%</b>
Census Tract	Persons	Households	Mobility Impaired <sup>1</sup>		Commute by Bus <sup>2</sup>		80% or Less of County MHI <sup>3</sup>		Zero Vehicle Households		One Vehicle Households	
			#	%	#	%	#	%	#	%	#	%
107	8,650	3,292	210	2.4%	7	0.1%	705	21.4%	82	2.5%	680	20.7%
<b>V. Kohler Total</b>	<b>8,650</b>	<b>3,292</b>	<b>210</b>	<b>2.4%</b>	<b>7</b>	<b>0.1%</b>	<b>705</b>	<b>21.4%</b>	<b>82</b>	<b>2.5%</b>	<b>680</b>	<b>20.7%</b>
<b>Service Area Total</b>	<b>73,969</b>	<b>31,263</b>	<b>3,589</b>	<b>4.9%</b>	<b>151</b>	<b>0.2%</b>	<b>13,460</b>	<b>43.1%</b>	<b>2,196</b>	<b>7.0%</b>	<b>10,969</b>	<b>35.1%</b>

<sup>1</sup>"Mobility impaired" is defined as persons age 5 and older that reported having an "ambulatory difficulty" in the 2013 - 2017 American Community Survey, adjusted for the population age 5 and older as a whole.

<sup>2</sup>"Commute by bus" is defined as workers age 16 and older that reported taking a bus or trolley bus to work in the 2013 - 2017 American Community Survey, adjusted for the working population age 16 and older as a whole.

<sup>3</sup>Obtained from the 2013 - 2017 American Community Survey 5-Year Estimates. Households with 80 percent and less of the county median household income (MHI). The MHI for Sheboygan County was \$56,114 according to the 2013 - 2017 American Community Survey.

Source: Source: U.S. Bureau of the Census, 2013 - 2017 American Community Survey 5-Year Estimates (Tables B08201, B08301, B18105 and S1901; and Bay-Lake Regional Planning Commission, 2019.

### Households with 80 Percent or Less of the County Median Household Income (MHI)

Map 4.7 shows the percentage of households with 80 percent or less of the county median household income (MHI) in each census tract of the Shoreline Metro service area in the 2013 – 2017 American Community Survey. Concentrations of households with 80 percent or less of the county MHI can be found in census tracts around the Shoreline Metro service area. Eighty percent or less of the county's MHI (which was \$56,114 in the 2013 – 2017 American Community Survey) is the definition of a "low-to-moderate income" household. Eighty percent of the county MHI in the 2013 – 2017 American Community Survey was \$44,891. Therefore, Map 4.7 displays the percentage of households which had a "low-to-moderate" household income in the 2013 – 2017 American Community Survey. According to the 2013 – 2017 American Community Survey, nearly 43.1 percent of households in the Shoreline Metro service area were at 80 percent or less of the county MHI.

Map 4.7 indicates that the largest concentrations of households at 80 percent or less of the county MHI (65 percent or more of all households) can be found in two census tracts in the City of Sheboygan, including: immediately west of the central business district (census tract 5); and immediately south and southwest of the central business district (census tract 8). Map 4.7 also indicates that four census tracts in the City of Sheboygan had moderately high concentrations of households at 80 percent or less of county MHI (between 50 and 64.999 percent of all households); these include: the central business district and area east of downtown (census tract 114); the near north central portion of the city (census tract 2.01); the west side (census tract 4); and the southwest side (census tract 9). In general, moderate concentrations of households at 80 percent or less of the county MHI (35 to 49.999 percent of all households) can be found in the remaining census tracts in the City of Sheboygan and in two of three census tracts in the City of Sheboygan Falls (106.01 and 106.02).

### **Zero Vehicle Households**

Map 4.8 shows the percentage of zero vehicle households in the Shoreline Metro service area in the *2013 – 2017 American Community Survey*. Concentrations of zero vehicle households can be found in the vast majority of the Shoreline Metro service area. According to the *2013 – 2017 American Community Survey*, just over 7.0 percent of households in the service area had no vehicle. Map 4.8 indicates that the largest concentrations of zero vehicle households (20 percent of households or greater) can be found in census tract 5, immediately west of the City of Sheboygan’s central business district. Census tract 5 had an especially large number of zero vehicle households (421 households, or nearly 24 percent of all households in that census tract). In addition, three census tracts in the City of Sheboygan had moderately high concentrations of zero vehicle households (10 to 19.999 percent of all households), including: one census tract immediately south and southwest of the central business district (8); one census tract comprising north central Sheboygan (2.02); and one census tract on the west side (4).

### **One Vehicle Households**

Map 4.9 shows the percentage of one vehicle households in the Shoreline Metro service area in the *2013 – 2017 American Community Survey*. Concentrations of one vehicle households can be found throughout the transit service area. According to the *2013 – 2017 American Community Survey*, nearly 35.1 percent of households within the service area had only one vehicle. Map 4.9 indicates that the largest concentrations of one vehicle households (50 percent of all households or greater) can be found in two census tracts in the City of Sheboygan, including: the central business district and the area immediately east (census tract 114); and immediately south and southwest of the central business district (census tract 8). In addition, four census tracts in the City of Sheboygan had moderately high percentages of households with one vehicle (between 40 and 49.999 percent of all households), including: two census tracts west and northwest of the central business district (census tracts 2.01 and 5); one census tract on the southwest side (census tract 9); and one census tract on the south side along the lakeshore (census tract 11).

### **POTENTIAL TRIP GENERATORS**

Map 4.10 indicates potential trip generators in the Shoreline Metro service area. These activity centers are distributed throughout the transit service area, and include: health care facilities; educational facilities (such as middle schools, high schools, and post-secondary educational institutions); and shopping centers (including Sheboygan’s central business district, Washington Square, Taylor Heights, Memorial Plaza, the Riverfront, Deer Trace, and downtown Sheboygan Falls, as well as “big box” stores and smaller shopping centers scattered throughout the service

area). Also considered potential trip generators are governmental, social services and non-profit facilities (including post offices, libraries, the Sheboygan County Courthouse, the offices of municipal governments and of Sheboygan County government, RCS, the Sheboygan County YMCA, and the Sheboygan Senior Activity Center). Several entertainment and recreation facilities are considered major potential trip generators (including a movie theater, a bowling alley, the Boys' and Girls' Clubs, YMCAs, and the John Michael Kohler Arts Center). Finally, major employers, mobile home parks, major apartment complexes and major parks are also considered potential trip generators.

Notable destinations outside the transit service area include Lakeshore Technical College in Cleveland and Lakeland University just to the west of Howards Grove.

### **LAND USE PATTERNS**

Map 4.11 depicts land use in the Shoreline Metro service area in 2015. The overall density of residential development is quite low. The vast majority of residential development continues to be single-family or two-family housing. Multifamily residential areas and mobile home parks are less common, but they do exist in concentration along Eisner Avenue on the north side of the City of Sheboygan, in an area from downtown Sheboygan westward to the Sheboygan River, along portions of Union and Georgia Avenues, along South Business Drive/County Highway OK and Carmen Avenue on the south side of the City of Sheboygan, in the Sunnyside Townhouses and in a nearby mobile home park near the junction of South 12<sup>th</sup> Street and Weeden Creek Road on the south side of the City of Sheboygan, at the intersection of North 40<sup>th</sup> Street, Superior Avenue/County Highway O and Wilgus Road in the town of Sheboygan, along Forest Avenue in the City of Sheboygan Falls, and in various other scattered portions of the transit service area. Industrial and commercial development is located throughout the transit service area. Outdoor recreation and preserved natural areas cover a large amount of land throughout the transit service area, particularly along Lake Michigan and portions of the Sheboygan, Pigeon, Black, Onion, and Mullet Rivers.

### **MOTOR VEHICLE TRAVEL PATTERNS**

Similar to other small urbanized areas in the United States, the vast majority of travel occurring in the Shoreline Metro service area is by private automobile. Therefore, an assessment of street and highway traffic volumes provides some understanding of the travel desires of the population as a whole. The most traveled streets and highways in the Shoreline Metro service area include portions of Interstate Highway 43 and State Highway 23 located within that service area.

The most traveled streets and highways in the Shoreline Metro service area also include the following thoroughfares in the City of Sheboygan:

- State Highway 28/Washington Avenue from Interstate Highway 43 to South Business Drive;
- State Highway 28/South Business Drive from Washington Avenue to State Highway 23/Erie Avenue;
- State Highway 23 (Kohler Memorial Drive and Erie Avenue) from Interstate Highway 43 to State Highways 28/42 (North 14<sup>th</sup> Street);
- State Highway 42 from State Highway 23/Erie Avenue to Interstate Highway 43;
- Taylor Drive from Crocker Avenue to Superior Avenue;

- South 8<sup>th</sup> Street at the Sheboygan River bridge;
- Erie Avenue east of North 14<sup>th</sup> Street;
- Wilgus Avenue in the vicinity of Memorial Plaza;
- North Avenue east of State Highway 42/Calumet Drive; and
- Indiana Avenue from South Taylor Drive to South 8<sup>th</sup> Street.

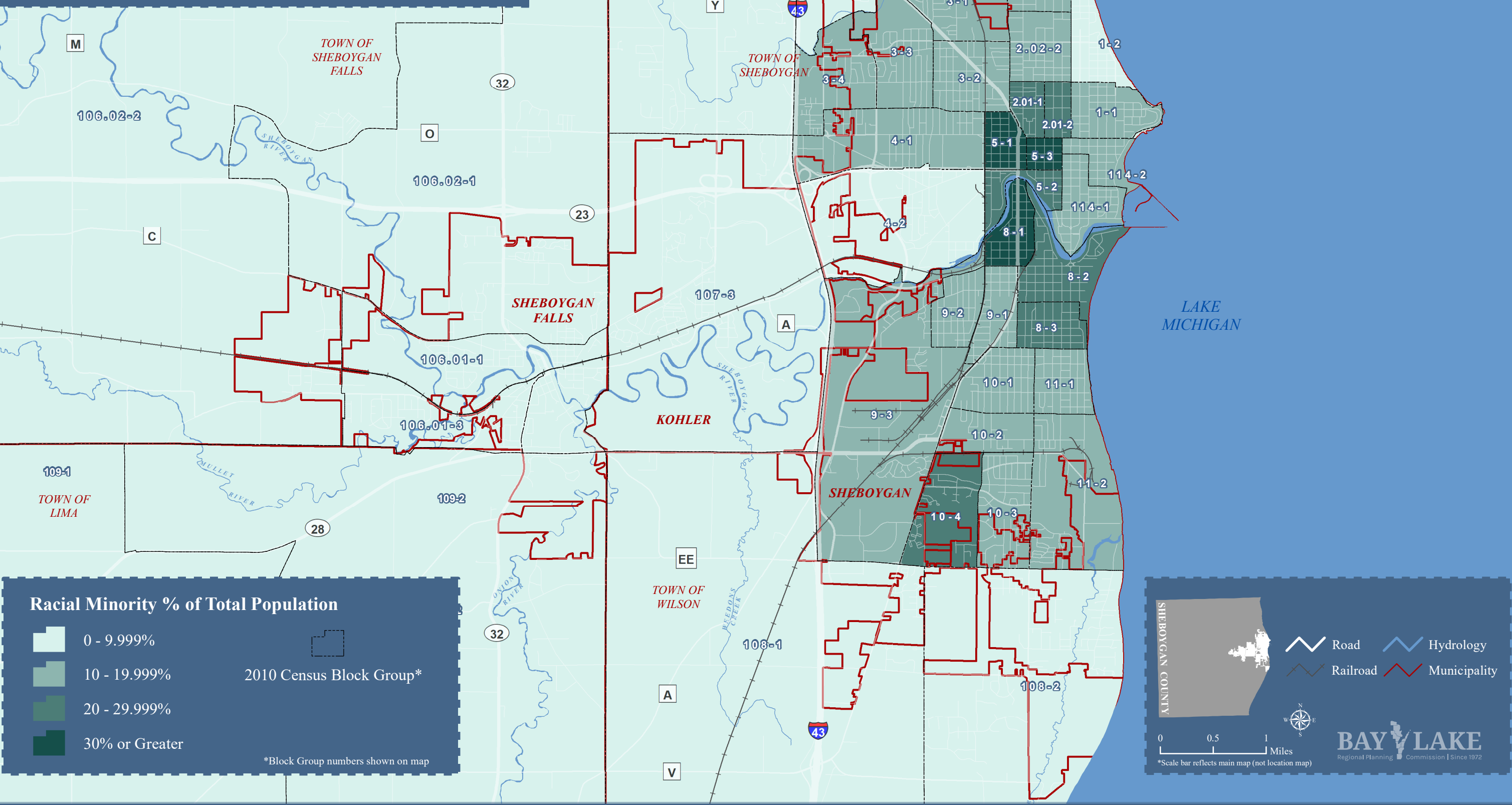
The most traveled streets and highways in the Shoreline Metro service area also include State Highway 32/Main Street south of State Highway 23 in the City of Sheboygan Falls, as well as Highland Drive from State Highway 23 to the Kohler Company Entrance in the Village of Kohler.

All of the above noted thoroughfares generally had annual average daily traffic levels in excess of 10,000 vehicles in 2017. Several additional minor arterial and collector facilities had annual average daily traffic levels between 5,000 and 10,000 vehicles in 2017.

In general, street and highway congestion in the Shoreline Metro service area is not significant (in fact virtually nonexistent), and does not serve to substantially reduce the attractiveness of the private automobile. Similarly, parking availability and cost are not significant issues which would encourage the use of transit.

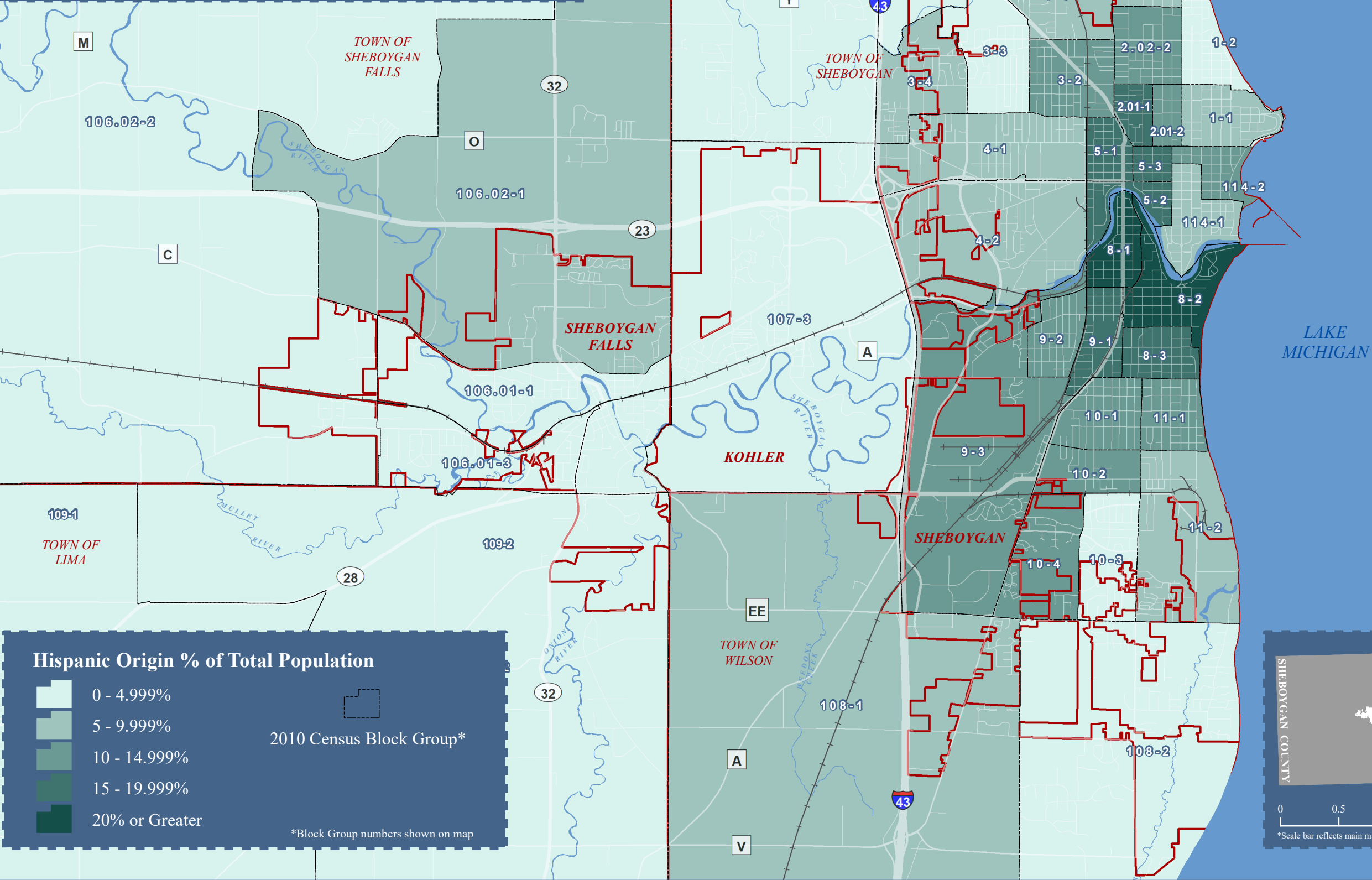
**Racial Minority Population**  
Cities of Sheboygan and Sheboygan Falls and Village of Kohler  
by Census Block Group: 2010  
Shoreline Metro Service Area

Map 4.1



Population of Hispanic Origin  
Cities of Sheboygan and Sheboygan Falls and Village of Kohler  
by Census Block Group: 2010  
Shoreline Metro Service Area

Map 4.2



Map legend and scale:

- Road
- Railroad
- Hydrology
- Municipality

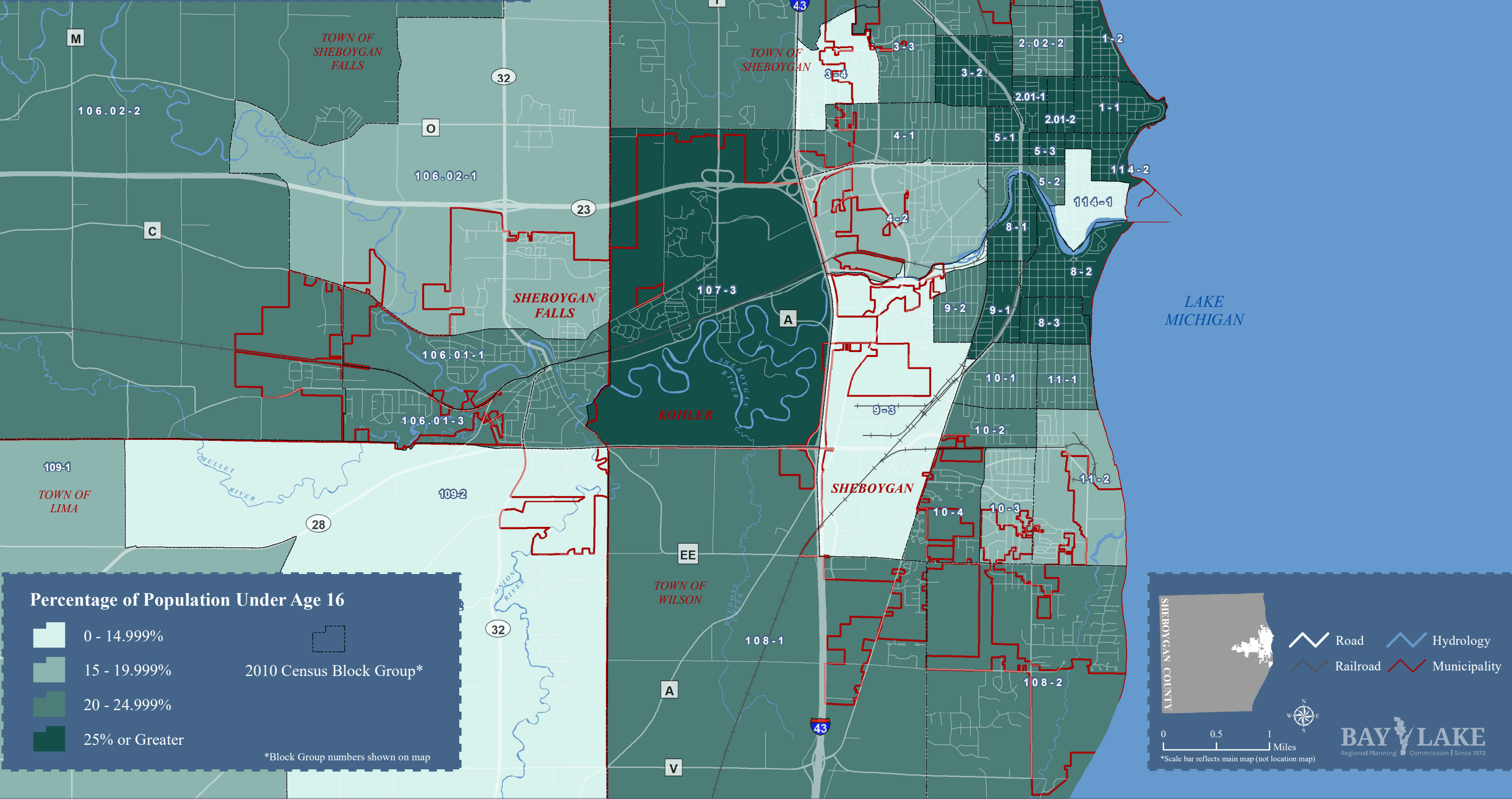
Scale: 0 to 1 Miles

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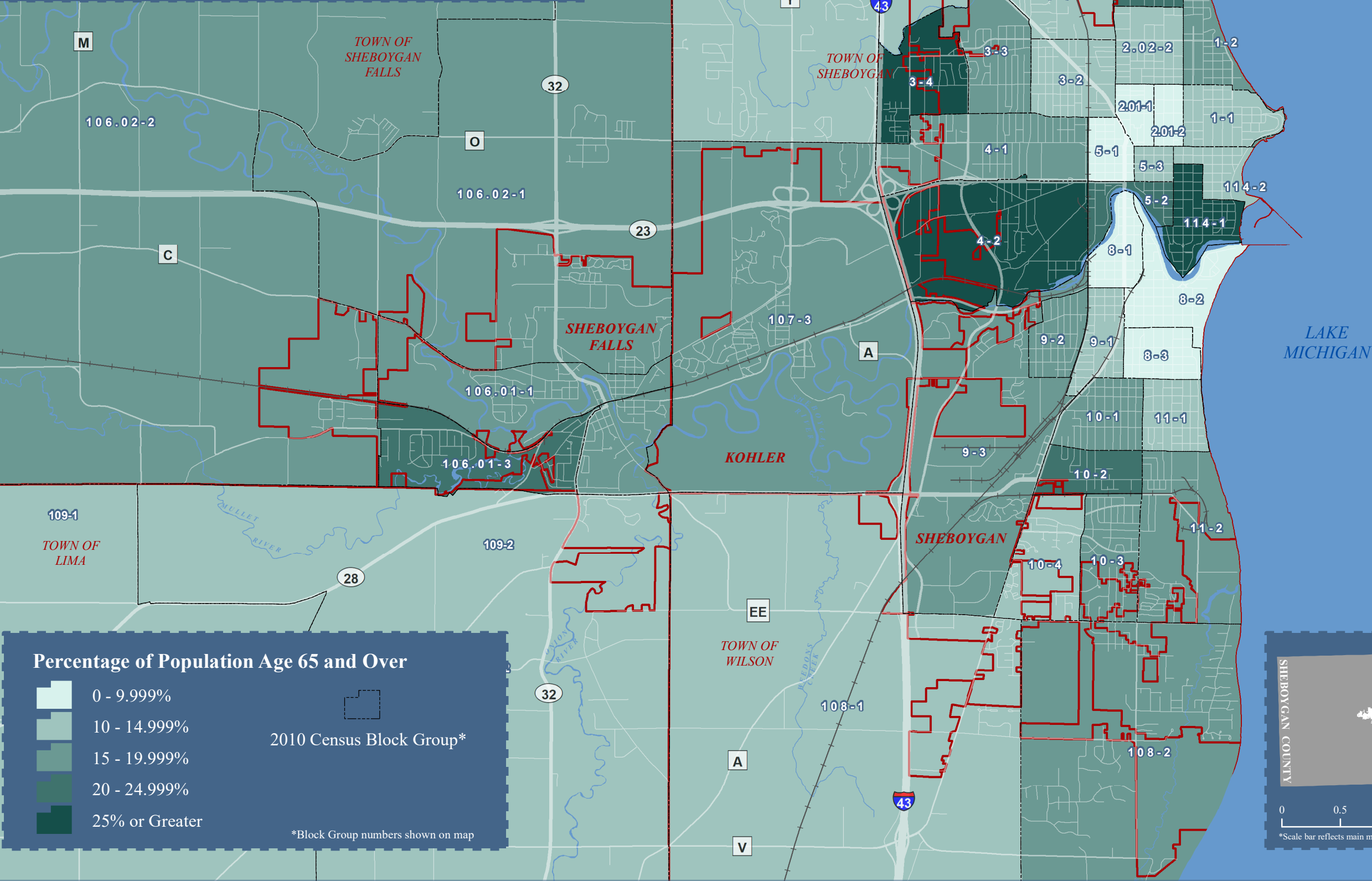
Population Under Age 16  
Cities of Sheboygan and Sheboygan Falls and Village of Kohler  
by Census Block Group: 2010  
Shoreline Metro Service Area

Map 4.3



Elderly Population  
Cities of Sheboygan and Sheboygan Falls and Village of Kohler  
by Census Block Group: 2010  
Shoreline Metro Service Area

Map 4.4



Map legend and scale bar.

Legend:

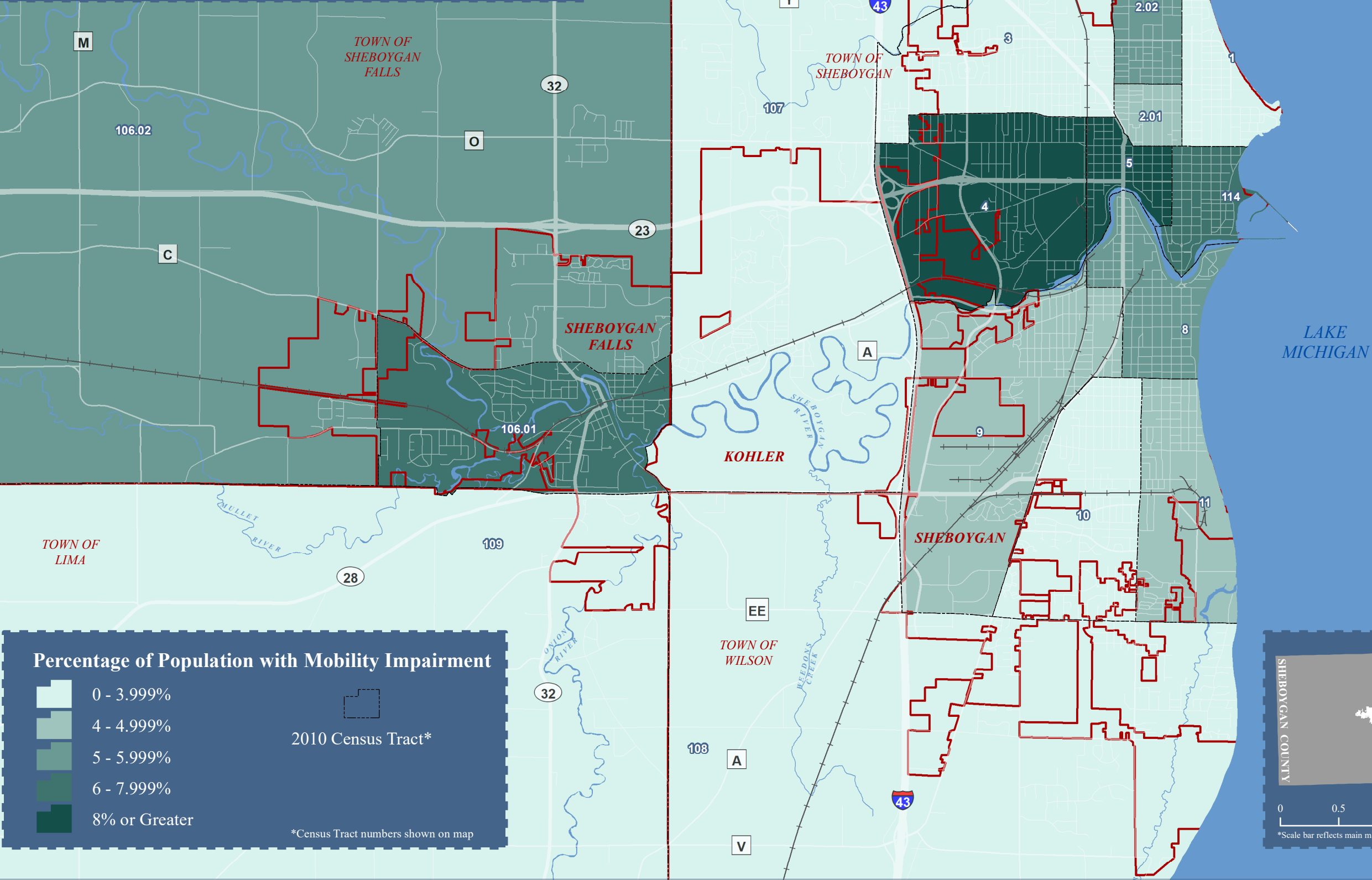
- Road
- Railroad
- Hydrology
- Municipality

Scale bar: 0, 0.5, 1 Miles

Scale bar reflects main map (not location map)

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**Mobility Impaired Population**  
Cities of Sheboygan and Sheboygan Falls and Village of Kohler  
by Census Tract: 2013-2017 American Community Survey  
Shoreline Metro Service Area



**SHEBOYGAN COUNTY**

Legend:

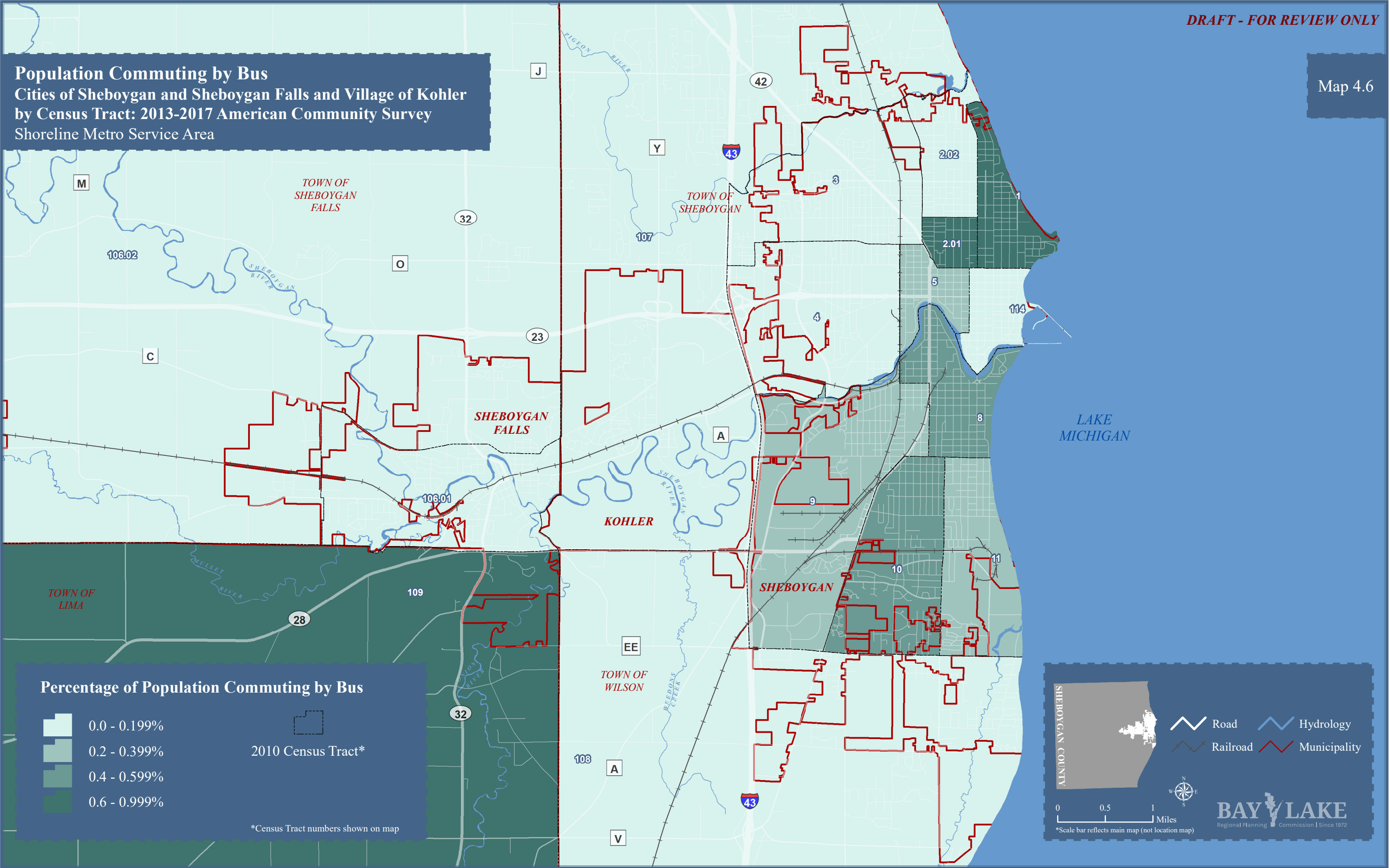
- Road
- Railroad
- Hydrology
- Municipality

Scale: 0 0.5 1 Miles

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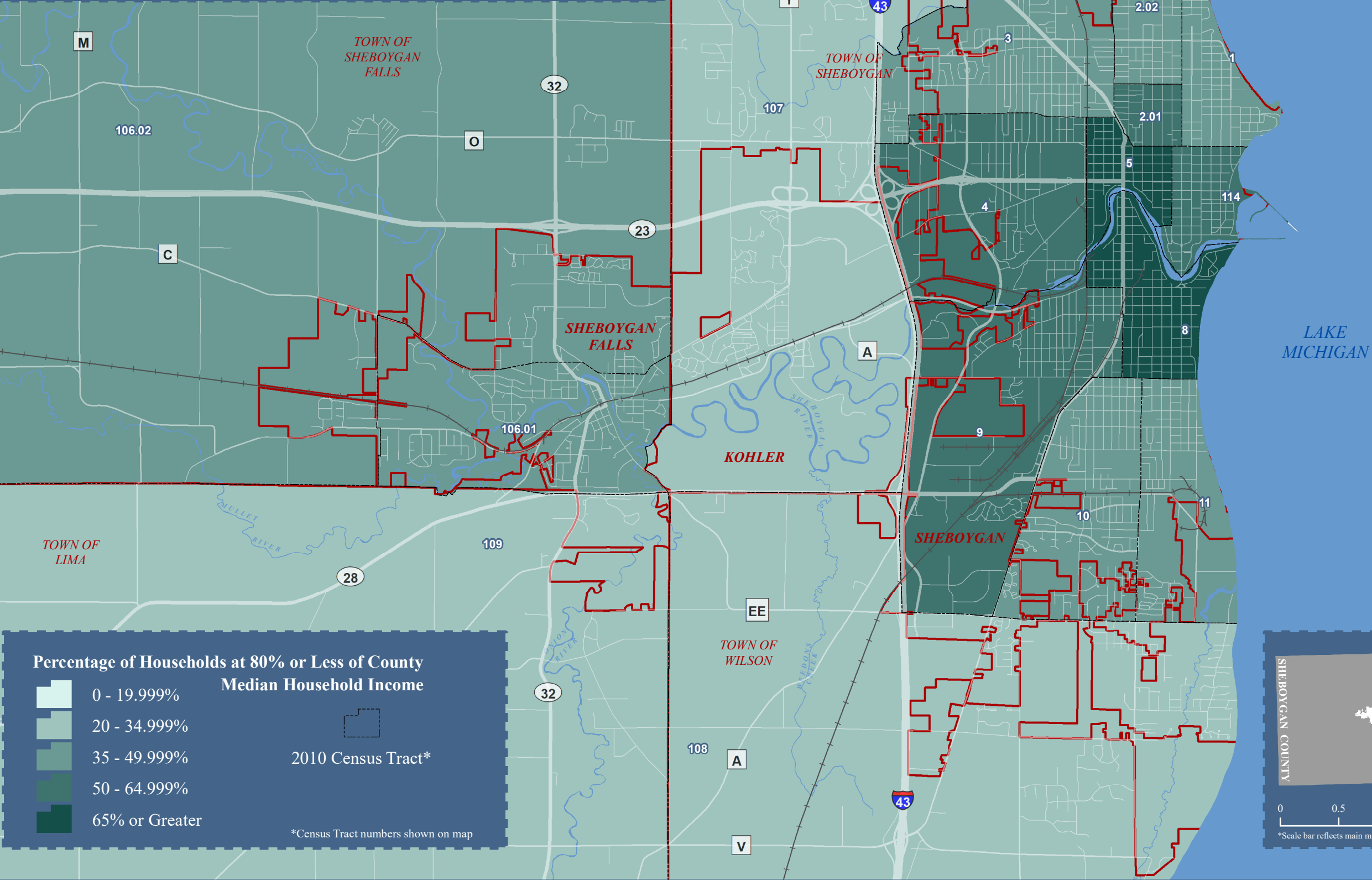


**Population Commuting by Bus**  
Cities of Sheboygan and Sheboygan Falls and Village of Kohler  
by Census Tract: 2013-2017 American Community Survey  
Shoreline Metro Service Area



Map 4.7

**Households at 80% or Less of County Median Household Income**  
**Cities of Sheboygan and Sheboygan Falls and Village of Kohler**  
**by Census Tract: 2013-2017 American Community Survey**  
Shoreline Metro Service Area

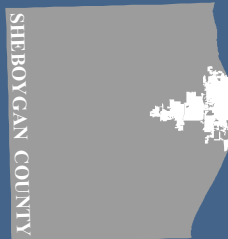


**Percentage of Households at 80% or Less of County Median Household Income**

- 0 - 19.999%
- 20 - 34.999%
- 35 - 49.999%
- 50 - 64.999%
- 65% or Greater

2010 Census Tract\*

\*Census Tract numbers shown on map



- Road
- Railroad
- Hydrology
- Municipality

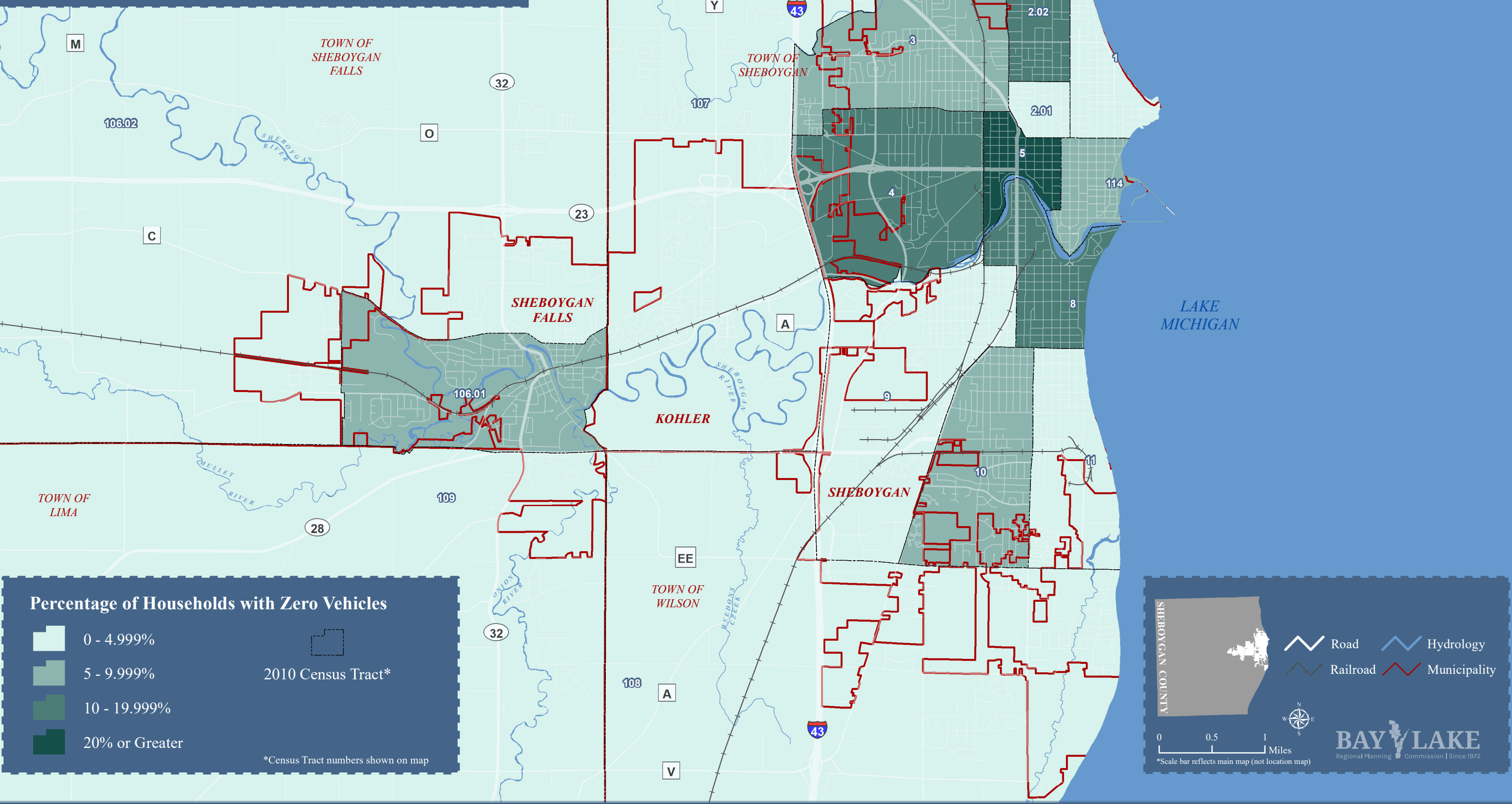


0 0.5 1 Miles  
\*Scale bar reflects main map (not location map)

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Map 4.8

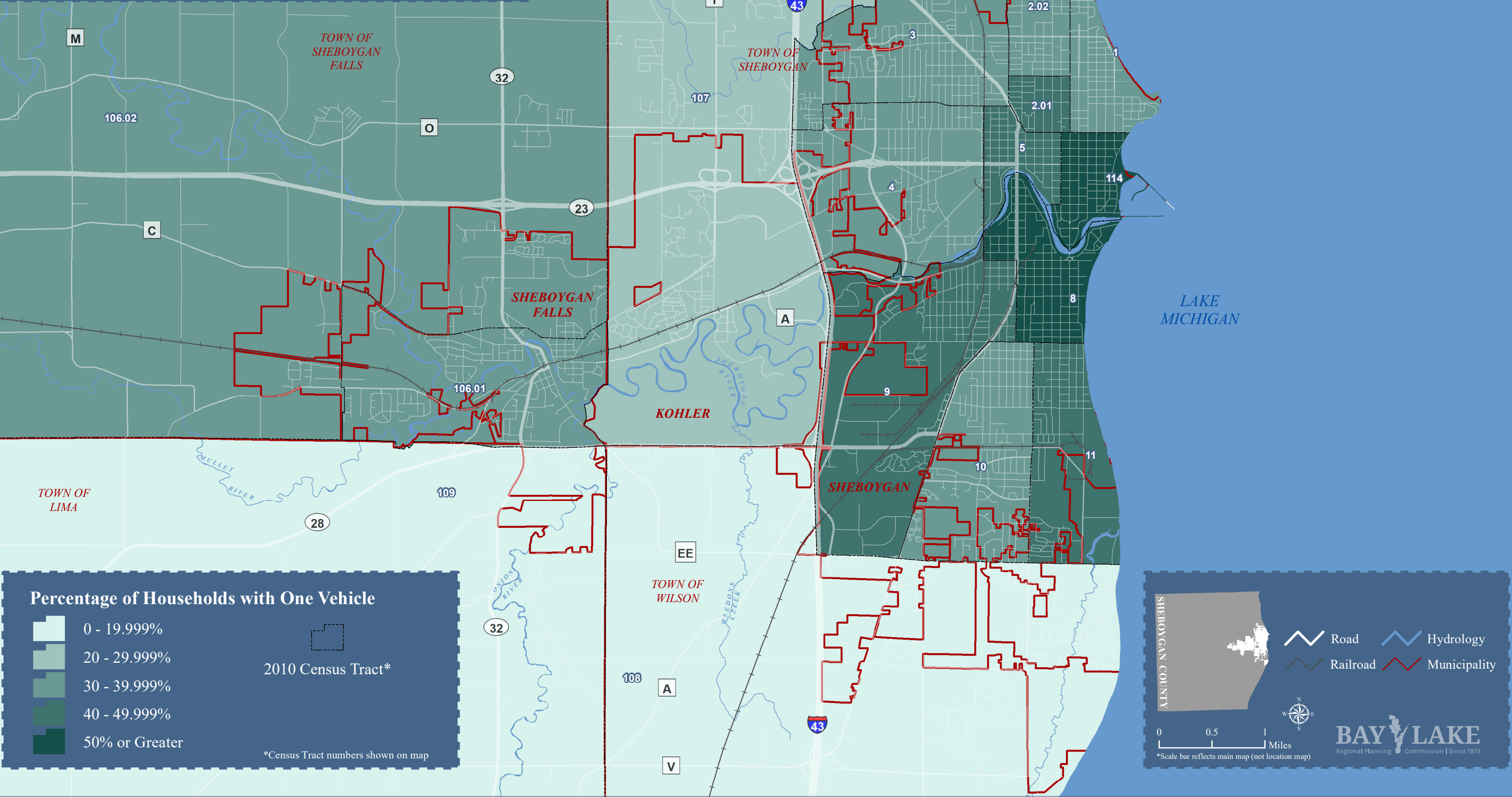
**Zero Vehicle Households**  
Cities of Sheboygan and Sheboygan Falls and Village of Kohler  
by Census Tract: 2013-2017 American Community Survey  
Shoreline Metro Service Area



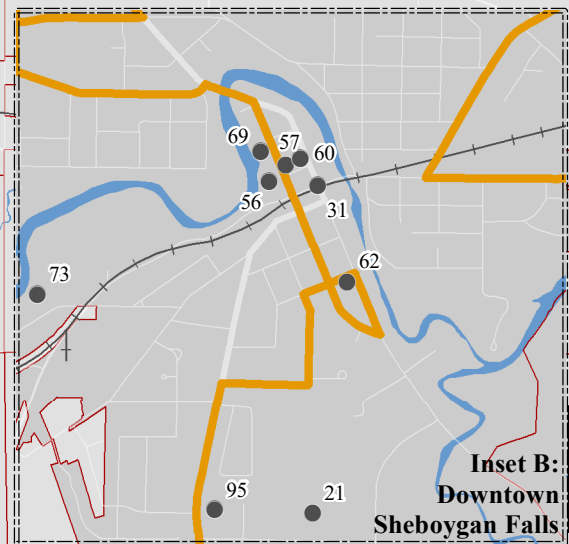
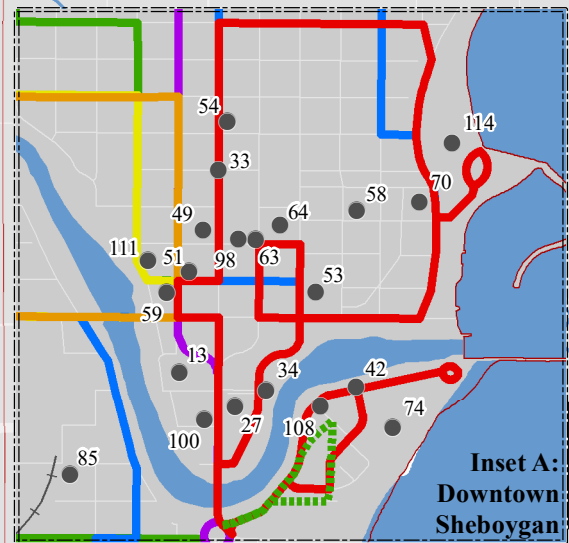


**One Vehicle Households**  
Cities of Sheboygan and Sheboygan Falls and Village of Kohler  
by Census Tract: 2013-2017 American Community Survey  
Shoreline Metro Service Area

Map 4.9



Potential Trip Generators in 2019  
Shoreline Metro Service Area



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\*\*

Potential Trip Generator

\*Dashed line indicates service for parts of the day.

\*\*Seasonal (Mid-June to Labor Day)

TOWN OF  
SHEBOYGAN  
FALLS

SHEBOYGAN  
FALLS

TOWN OF  
LIMA

TOWN OF  
SHEBOYGAN

KOHLER

SHEBOYGAN

TOWN OF  
WILSON

- HEALTH CARE FACILITIES**

  - 1 Aurora Sheboygan Clinic - North
  - 2 Aurora Sheboygan Clinic - Sheboygan Falls
  - 3 Aurora Sheboygan Clinic - South
  - 4 Aurora Sheboygan Memorial Medical Center
  - 5 Columbia St. Mary's Marsho Express Care
  - 6 Columbia St. Mary's Sheboygan Outpatient Center
  - 7 Prevea Health
  - 8 Prevea Kohler Health Care
  - 9 Sheboygan Surgical Center
  - 10 St. Nicholas Hospital
  - 11 Sunny Ridge
  - 12 Vince Lombardi Cancer Clinic

**EDUCATIONAL FACILITIES**

  - 13 Central High School/Etude School
  - 14 Farnsworth Middle School
  - 15 Horace Mann Middle School
  - 16 Kohler Public Schools and Library
  - 17 Lake Country Academy
  - 18 Lakeshore Technical College
  - 19 North High School
  - 20 Sheboygan County Christian High School
  - 21 Sheboygan Falls High School
  - 22 Sheboygan Falls Middle School
  - 23 Sheboygan Lutheran High School
  - 24 South High School
  - 25 University of Wisconsin Green Bay Sheboygan Campus
  - 26 Urban Middle School
  - 27 Warriner Middle/High Schools

**RETAIL/SHOPPING CENTERS**

  - 28 Aldi
  - 29 Bethesda Thrift Store
  - 30 Deer Trace Shopping Center
  - 31 Downtown Sheboygan Falls
  - 32 Goodwill Thrift Store
  - 33 Harbor Centre/Central Business District
  - 34 Harbor Centre/Riverfront
  - 35 Meijer/Kohl's
  - 36 Memorial Plaza Shopping Center
  - 37 Menards
  - 38 Miesfeld's Market
  - 39 North Side Walmart
  - 40 Northgate Shopping Center/Piggly Wiggly North
  - 41 Pick & Save Supermarket
  - 42 South Pier District
  - 43 St. Vincent de Paul
  - 44 Taylor Heights Shopping Center/Festival Foods
  - 45 The Shops at Woodlake Kohler
  - 46 Walmart - South
  - 47 Washington Square Shopping Center/Piggly Wiggly South

**GOVERNMENTAL, SOCIAL SERVICES AND NON-PROFIT FACILITIES**

  - 48 Kohler Village Hall and Post Office
  - 49 Mead Public Library
  - 50 RCS Empowers
  - 51 Sheboygan City Hall
  - 52 Sheboygan County Aging and Disability Resource Center
  - 53 Sheboygan County Courthouse
  - 54 Sheboygan County Health and Human Services Department
  - 55 Sheboygan County Job Center
  - 56 Sheboygan Falls City Hall
  - 57 Sheboygan Falls Memorial Library
  - 58 Sheboygan Senior Activity Center
  - 59 U.S. Post Office - Sheboygan
  - 61 U.S. Post Office - Sheboygan Falls
- ENTERTAINMENT AND RECREATIONAL FACILITIES**

  - 61 Boys and Girls Club of Sheboygan
  - 62 Boys and Girls Club of Sheboygan Falls
  - 63 City Green
  - 64 John Michael Kohler Arts Center
  - 65 John Michael Kohler Arts Center Art Preserve
  - 66 Lakeshore Lanes
  - 67 Marcus Cinema
  - 68 Odyssey Fun Center
  - 69 Sheboygan Falls YMCA
  - 70 Sheboygan YMCA

**MAJOR EMPLOYERS**

  - 71 Acuity Insurance
  - 72 American Orthodontics
  - 73 Bemis Manufacturing
  - 74 Blue Harbor Resort
  - 75 Curt G. Joa, Inc.
  - 76 Kohler Company Hospitality
  - 77 Kohler Company Plant
  - 78 Nemak
  - 79 Nemak
  - 80 Nemchoff Chairs
  - 81 Old Wisconsin Sausage
  - 82 Old Wisconsin Sausage
  - 83 Piggly Wiggly Midwest
  - 84 Plastics Engineering Company
  - 85 Rockline
  - 86 Sheboygan Business Center
  - 87 SouthPointe Enterprise Campus
  - 88 Vollrath Company

**MOBILE HOME PARKS**

  - 89 Acacia Falls Mobile Home Park
  - 90 Indian Meadows Mobile Home Park
  - 91 Sommer's Mobile Home Park

**MAJOR APARTMENT COMPLEXES**

  - 92 Amanda Lane Apartments
  - 93 Amherst Court Apartments
  - 94 Camelot Manor
  - 95 Country Village Apartments
  - 96 Courtyard Apartments
  - 97 Eisner Court Apartments
  - 98 Encore Apartments
  - 99 Falls Parc Apartments
  - 100 High Pointe Apartments
  - 101 Mapledale Apartments
  - 102 Meadowland Villas
  - 103 Mendocino Village Apartments
  - 104 Mission Village of Sheboygan
  - 105 Oak Creek Apartments
  - 106 Parkwood Village Apartments
  - 107 Partners Sunnyside Townhouses
  - 108 Portscape Apartments
  - 109 Tamarack Apartments
  - 110 Villas at Union Square
  - 111 Wasserman Apartments
  - 112 Windsor Village Apartments
  - 113 Windward Cove Apartments

**MAJOR PARKS**

  - 114 Deland Park
  - 115 King Park
  - 116 Kiwanis Park
  - 117 Vollrath Park

Map 4.10

SHEBOYGAN COUNTY

Village of Kohler, and Cities of Sheboygan, and Sheboygan Falls

Road

Hydrology

Railroad

Municipality

0 0.55 1.1 Miles

\*Scale bar reflects main map (not location map)

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Land Use Patterns  
Shoreline Metro Service Area

Map 4.11

