

DRAFT MINUTES
BAY-LAKE REGIONAL PLANNING COMMISSION
SHORELINE METRO TRANSIT DEVELOPMENT PLAN (TDP) 2026-2030 REVIEW
COMMITTEE

August 5, 2025, 2:00 pm
Room 305, Sheboygan City Hall
(In-Person and Virtual)

MEMBERS PRESENT:

- Derek Muench (Shoreline Metro – Director), Chairperson
- Bryan Kelly (Transit Committee Member), Vice Chairperson
- Jacob Jensen (Shoreline Metro – Operations Supervisor)
- Tanner Presutti (Sheboygan Area School District – Supervisor)
- Taylor Zeinert (City of Sheboygan – Director of Planning + Development)
- Tom Holton (Town of Sheboygan – Deputy Director of Public Utilities)
- Michelle Acevedo (HHS-Sheboygan County, ADRC)
- Jake Leismer (City of Sheboygan’s Mayor’s Office)
- Ann Koeller (Shoreline Metro)
- Kurt Zempel (City of Sheboygan Chief of Police)

MEMBERS EXCUSED:

- Mike Kitzerow (Village of Kohler-Department of Public Works)
- Jerry Benzschawel (City of Sheboygan Falls – Department of Public Works)
- Casey Bradley (City of Sheboygan-Administrator)
- Additional City of Sheboygan staff had prior commitments and could not attend

STAFF PRESENT:

- Heena Bhatt (Bay-Lake Regional Planning Commission)
- Bryce Thompson (Bay-Lake Regional Planning Commission)

1. The meeting was called to order at 2:02 pm by Derek Muench.
2. The meeting Agenda for the August 5, 2025, Shoreline Metro Transit Development Plan (TDP) 2026-2030 Review Committee meeting was approved.

Moved by Taylor Zeinert and seconded by Tom Holton

3. Goals and Objectives Recap.

Ms. Bhatt explained to new members of the committee that the goals and objectives were developed during the first meeting. Ms. Bhatt gave an overview of each goal and objective

Taylor Zeinert mentioned adding an objective relating to more public involvement and outreach under “Goal 5: Strengthen Community Engagement and Ensure Broad Access”.

Derek Muench noted that some of the objectives under “Goal 1: Enhance System Efficiency and Reliability” have already been completed. Further discussion determined that these objectives should be reworded to indicate they will continue to be pursued.

Derek Muench and Taylor Zeinert recommended rewording objective 1.3 to include “taking advantage of technology”.

Numerous discussions about “Goal 7: Strengthening Partnerships with Neighboring Communities” took place. Tom Holton expressed interest about expansion to the Town of Sheboygan, stating that many employees at Walmart, Texas Roadhouse, and Menards do not have access to transportation in their commutes to work. Derek Muench agreed, and further discussion determined adding an objective relating to expansion of services to the Town of Sheboygan.

4. Review of draft Chapter 2.

Mr. Thompson gave an overview draft chapter 2. This included a summary of population trends in Shoreline Metro’s service area, an overview of population and employment activity in the transit service area, and a summary of transit dependent populations and households in the transit service area.

Tom Holton and Derek Muench expressed interest in including the Town of Sheboygan’s population trends. Bryan Kelly and Taylor Zeinert expressed interest in using Sheboygan’s Housing Study to show population growth in the City of Sheboygan.

Mr. Thompson gave an overview of the peer performance analysis, which compared Shoreline Metro’s productivity to similar sized transit systems.

5. Review of the passenger and community surveys.

Ms. Bhatt gave an overview of the community and passenger surveys. Ms. Bhatt explained that the surveys will have both paper and virtual options.

Derek Muench mentioned adding a safety related option to questions 4 and 5 in the community survey. Taylor Zeinert mentioned adding an affordability option to questions 4 and 5 in the community survey. Derek Muench noted that question 5 in the community survey should be a multiple selection question.

Bryan Kelly mentioned changing question 12 in the community survey to asking about household size and vehicles available.

Tom Holton mentioned adding an open-ended question about where residents would like to travel using public transportation.

Derek Muench discussed that many questions in the passenger survey could be answered by the boarding and alighting survey.

Ms. Bhatt noted that the surveys will be finalized in the coming weeks.

6. Next Meeting Date.

Ms. Bhatt explained that a poll will be sent out to the committee to determine the next meeting date.

7. Adjournment

Moved by Tom Holton and seconded by Bryan Kelly the Shoreline Metro Transit Development Plan (TDP) 2026-2030 Review Committee was adjourned at 2:55 pm.

Recording secretary,

Bryce Thompson

Transportation Planner