

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

November 11, 2025, 10:00 am

Room 106, 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)
- Taylor Zeinert (City of Sheboygan – Director of Planning + Development)
- Tom Holton (Town of Sheboygan – Deputy Director of Public Utilities)
- Ann Koeller (Shoreline Metro)
- Kurt Zempel (City of Sheboygan Chief of Police)
- Chris Wesendorf (City of Sheboygan Falls, Department of Public Works)

STAFF PRESENT:

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

1. The meeting was called to order at 10:08 am by Derek Muench.
2. Mr. Muench pointed out changes in the meeting Agenda from October to November 11 and Room 305 to Room 106, with these changes the Agenda for November 11, 2025, Shoreline Metro Transit Development Plan (TDP) 2026-2030 Review Committee meeting was approved.

Moved by Taylor Zeinert and seconded by Kurt Zempel

3. Review of Draft Chapter 3: Public Engagement

Mr. Thompson provided a summary of the community survey that was available for input between August and October. Mr. Thompson noted that the main recommendations for improvements were expanded service operations and service to the Town of Sheboygan.

Ms. Bhatt provided an overview of the comments provided on the survey. Many comments mentioned expanding service north towards the Town of Sheboygan, as well as expanding service south.

Ms. Bhatt requested Mr. Muench when they can have a meeting with Shoreline Metro drivers.

4. Review of Boarding and Alighting Data

Mr. Thompson provided an overview of boarding and alighting data from September 8th to September 13th, 2025. Mr. Thompson noted that this data is temporary until the full data set from 2023 and 2024 becomes available.

5. Discussion on future route modifications/additions

Ms. Bhatt provided the committee members with a mapping activity for them to identify specific locations or additional routes they would like to add or modify to the current bus routes. During further discussions with the committee members other areas were highlighted to considered during route analysis, including new development of industrial parks in City of Sheboygan Falls and in south of Sheboygan and considering an additional route to Town of Sheboygan. Other areas discussed were service in partnership with Lakeland College and contacting other employers/industries in the area.

6. Next Meeting Date.

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

7. Adjournment

Moved by Taylor Zeinert and seconded by Bryan Kelly the Shoreline Metro Transit Development Plan (TDP) 2026-2030 Review Committee was adjourned at 11:13 am.

Recording secretary,

Bryce Thompson

Transportation Planner