

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

June 2, 2026, 11:00 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
- Ann Koeller (Shoreline Metro)
- Mike Kitzerow (Village of Kohler)
- Tanner Presutti (Sheboygan Area School District)
- Tom Holton (Town of Sheboygan)

STAFF PRESENT:

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

1. The meeting was called to order at 11:03 am by Derek Muench.
2. Review and approval of agenda as authorized by law.

Moved by Mike Kitzerow and seconded by Bryan Kelly

3. Public Input – 10 minutes

No public input was provided.

4. Review and Discussion of On-Demand Service Scenario

Mr. Thompson provided an overview of the on-demand service scenario that the Review Committee had identified for further evaluation at its previous meeting. Mr. Thompson explained that routes 3, 5, 7, and 10 could transition to an on-demand service model after 6:00 p.m. on weekdays. Additional analysis determined that route 3 could support a full transition to on-demand service on Saturdays, with routes 5, 7, and 10 supporting on-demand service after 2:15 pm.

Mr. Muench explained to the group that the on-demand service would not cause a reduction in the service area or hours. Mr. Kelly questioned whether riders of the on-demand service would be able to schedule the service if they do not have a computer. Mr. Muench explained they would be able to schedule the service by phone.

5. Review and Discussion of Additional Recommendations

Mr. Thompson reviewed the recommended fare policy for the duration of the TDP period. Currently, no fare increase has been recommended. Mr. Thompson also reviewed recommendations related to marketing, a mid-course review, and implementation strategies. Mr. Thompson then reviewed the financial plan for the TDP, which projects a decrease in state and federal funding for the transit system.

Mr. Muench explained that the on-demand service scenario would help alleviate this projected decrease in funding, as on-demand transit systems are more affordable to operate.

6. Discussion of Next Steps

Ms. Bhatt explained that the next step for the plan will be for the review committee to analyze the document in its entirety. The review committee was given one week to submit any corrections or changes to the document. Ms. Bhatt explained that the next steps would include a 30-day public comment period and an open house. Following the public comment period, the plan will be presented to the Transit Committee for final approval.

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 11:54 am.

Recording secretary,

Bryce Thompson

Transportation Planner