

SHEBOYGAN TRANSIT COMMISSION Minutes - 5: 00 PM (Tuesday, July 17, 2018)Generated by Ann Koeller on Wednesday, July 18, 2018

MEMBERS PRESENT:

Aldersperson Todd Wolf, Chair; Aldersperson Ronald Rindfleisch; Mayor Michael Vandersteen, Captain Veaser; City Development Director Chad Pelishek, Ryan Zinkel

MEMBERS EXCUSED: Aldersperson Mary Lynne Donohue, Vice-Chair; Charles Windsor

STAFF.OFFICIALS PRESENT: Derek Muench, Director of Transit & Parking; Darrell Hofland, City Administrator; Ann Koeller, Administrative Coordinator

1. OPENING OF MEETING

1.1 Aldersperson Todd Wolf called the meeting to order at 5: 00 p.m.

1.2 Pledge of Allegiance

1.3 Public Input (Time limits are at the discretion of the Transit Commission)None

2. MINUTES

2.1 Approval of the minutes from the May 31, 2018 meeting.

A motion was made by Aldersperson Ronald Rindfleisch, seconded by Chad Pelishek to approve the minutes.

Motion passes.

3. ITEMS FOR DISCUSSION AND POSSIBLE ACTION

3.1 Communication from Justin Hodges, Property Manager at Black Pig.

A motion was made by Chad Pelishek, seconded by Mayor Michael Vandersteen to file this communication.

An informational meeting has been scheduled for July 30, 2018 to discuss upcoming parking changes with the downtown Sheboygan businesses.

Derek Muench will give this Commission an update regarding the results of this meeting at the next Transit Commission meeting.

Motion passes.

3.2 Transit and Parking Utility Second Quarter Report

A motion was made by Chad Pelishek, seconded by Mayor Michael Vandersteen to approve this report as presented.

Motion passes.

3.3 Presentation of 2019 Transit Budget.

A motion was made by Mayor Michael Vandersteen, seconded by Alderperson Ronald Rindfleisch to approve the Transit Budget as presented.

Motion passes.

3.4 Presentation of 2019 Parking Utility Budget.

A motion was made by Chad Pelishek, seconded by Alderperson Ronald Rindfleisch to approve the Parking Utility Budget as presented.

Motion passes.

3.5 Request to Apply for Section 5339 Funding.

A motion was made by Chad Pelishek, seconded by Ronald Rindfleisch to approve Derek Muench to apply for 5339 funding for the transit capital improvement program.

Motion passes.

3.6 Director's Report.

The Director of Transit & Parking presents the following items as advisory and information only: Website Changes Shoreline Metro revised its Alerts notifications on its website. Customers visiting the website now will be alerted by a pop-up box relative to the information on the page. For example, route detours are now pop-ups for each route page. We have also created alerts for the main page remind customers of important items such as holiday hours, contacting us with questions, or BIG NEWS! GPS Upgrade Speaking of bid news, Shoreline Metro is also currently working on switching its GPS/AVL provider. We simply have not seen the results we have hoped for with the current provider. The new provider can provide mapping for customers as well enhance other features for staff. We are looking forward to the next step in our GPS/AVL system. SASD Agreement The SASD Board approved the agreement for transit service for the initial year commencing on July 2, 2018. The current agreement goes through June 30, 2019 with automatic renewal. Students are able to ride free all summer without an ID but during the school year, students must show an ID to receive the free ride. So far, comments and support have been very positive both from the SASD side and the Shoreline Metro staff and customer side. This agreement will be a great partnership for both sides. Parking Implementation Plan The Director and his staff have been busy with the parking changes in preparation of implementation over summer and fall. New signs, parking meter decals, permits and agreements have all been created and/or ordered. The Director of Parking and the Sheboygan Squared Manager will be hosting a small roundtable discussion/meeting with a focus group of stakeholders in the N 8 th Street and Niagara Ave area. We hope to have this focus group session in late July. Trolley Route & Service Shoreline Metro continues to have success with its Route 40 Trolley Route in 2018. Service was once again provided on July 4 th from 11: 00 a.m. until 8: 00 p.m. Ridership was very high with many great comments received. We also had very good ridership for the Summer Solstice event at Craft 30 ! Grants Shoreline Metro was not selected for project funding through CMAQ (Congestion, Mitigation, Air Quality Control). We are working on an application for both Section 5339 (b) and 5339 (c) funding for vehicles in 2019. The City of Sheboygan and Shoreline Metro are also considering funding through the recently allocated VW Settlement Trust Fund for vehicles in 2019 and 2020. Transit Commission support and

approval going forward is of utmost importance. 2019 Budgets The budgets are being presented for your consideration and approval at this meeting. In general, the transit budget is set with little to no changes for 2019. As Director, I would like to make the Transit Commission aware of a few items for future consideration: Transit state and federal funding continues to decrease by

0.2 - 0.25 percent each year; Shoreline Metro's operations and level of service are very lean after consolidating routes, reorganizing staffing, and making internal operational changes; Funding transit in 2020 and years ahead may require extra support financially by the City of Sheboygan or service reductions will be likely. Shoreline Metro has made the necessary changes to prolong additional City investment but this may come to a head in 2020. As Director, I will continue to find ways to operate at a lean level and strategize on smarter operations. With the addition of the new South Pointe Industrial Park, transit service may be required at some point. Again, I'm encouraging the financial support of the Transit Commission and the City to make this possible. Transit deserves financial investment as does all services provided by the City. We have made tremendous strides on growing ridership and partnerships to the tune of a

20.2 % increase in ridership since 2010 ! In the Parking budget, I would like to see the Transit Commission and the City come together to establish better ways to fund parking operations. Fees collected in the meters, while effective, are not enough to fund the Transit Admin. This is an ongoing challenge. I would like to see a sustaining way to funding the parking utility that ensures sustainable revenues and dedicated funding to costs. The Parking Utility provides so much resource to the downtown. We need to find a way to sustain both the operations and the funding. Continue to explore ways to increase partnerships and awareness for both the transit and parking utilities. City Strategic Plan Update

Here's an update on the transit and parking elements of the City's Strategic Plan for 2018 - 2022: Quality of Life Improve Mass Transit Options throughout Sheboygan and Sheboygan County Shoreline Metro continues to explore options beyond the current service area including the Town of Sheboygan and Plymouth. Through cooperation with the Sheboygan County EDC, Shoreline Metro continues to have discussions about expansion to the Town of Sheboygan, west to Plymouth or garner support for other partnerships. The agreement with SASD is a great example of this Quality of Life action item.

Critical Measures Ridership has increased significantly on the fixed route recently despite good economic times and inexpensive fuel. Shoreline Metro continues to advertise to drive ridership and continue building positive relationships which is essential to driving ridership. Passenger opinion surveys are currently being fabricated by Bay-Lake Regional Planning Commission with surveys set to be conducted this summer. Ridership for students continues to be strong as well as workforce commuters. Ridership is up 8 % for the year with students now being able to ride free!

Infrastructure and Public Facilities Action Items Shoreline Metro has five (5) fixed route buses fully funded (local and federal matches secured) for purchase. Shoreline Metro has issued a purchase order for these vehicles and awaiting delivery sometime in March 2019.

Action Items The Parking Utility will be working on redevelopment of the alley between N 8 th Street and Lot 7 by Freak Toyz in conjunction with Sheboygan Squared and City Planning in 2018.

Economic Development Action Items The Parking Utility maintains a cost per stall on an annual basis. This information will be presented during the first quarter of 2018. Action Items The Square (Route 40) route commenced on May 29 th for the season. Total ridership has increased each of the past two years.

Shoreline Metro used the trolleys purchased in 2016 exclusively for this route last year which saw ridership at its highest level with a 47 % increase in 2017. Service was again provided on the 4 th of July, 11: 00 a.m. to 8: 00 p.m.

Governing and Fiscal Management Action Items Shoreline Metro

has commenced on its next Transit Development Program (TDP) through Bay-Lake Regional Planning Commission. We are currently in the preliminary stages with work largely being done by Bay-Lake. The process will continue through 2018. Communication Action Items Shoreline Metro has grown its Facebook to 960 likes . This number has grown substantially since last year. I believe at the time of the City s Strategic Plan publication, Shoreline Metro had 600 page likes .

A motion was made by Mayor Michael Vandersteen, seconded by Chad Pelishek to accept and file the Director's Report.

Motion passes.

3.7 Position Creation and Description for Safety, Education and Training Supervisor Position.

The Director of Transit & Parking created a Lead Support II position back in March 2014 as the position that would backfill the Director s previous role with Shoreline Metro. This position was responsible for the Travel Training and Bus Buddy program, fill-in dispatching duties, and act as a resource for other administrative staff and support for drivers. This position had no supervisory responsibilities associated with it.

Since 2014, the position has been held by a former driver who has demonstrated not only a strong dedication to the department but also took this position to much greater heights than the department expected. The employee has performed well beyond expectations and has seen his current wage reach Q 4 on the grade scale for Grade C (essentially maximizing his earning potential).

The employee s job description has been adjusted over time to include these new responsibilities and with the employee s performance and added responsibilities, it is time to adjust the position and the wage scale associated with the position. The grade scale for this position had never been adjusted with the change in responsibilities.

The current position is responsible for the training and education of new drivers at Shoreline Metro. The position is also responsible for assisting with the department's Safety Program (a program that will become more robust in the coming years as FTA sets standards for all public transit systems). Since 2017, the employee in this position has trained well over a dozen drivers including many that are still with Shoreline Metro today. He has developed training programs and manuals critical to the development of CDL operators. In the near future, FTA intends to set standards as to who can train drivers and the certifications they must have to do such training. This employee is already ahead of the curve and is actively working to meet those requirements.

Under previous management, all training was conducted by Operations Supervisors. When previous and current management further reduced supervisor positions, training was conducted by a platoon of employees including drivers. Shoreline Metro saw significant value with having one person dedicated to the training program and the importance of effective onboarding with new employees. This employee reminded Shoreline Metro of the critical need for an effective trainer, one that is safety-minded and knows the operations. This employee has a near perfect track record of safety and his annual performance evaluations definitely define these accomplishments.

The recommendation is to allow the Director of Transit & Parking to promote this individual to the position of Safety, Education and Training Supervisor as outlined on the job description. Once specifics are finalized with Human Resources, the Director would work to transition this employee into his new role. Some minor changes to the job description might be needed to meet FLSA requirements (exempt versus non-exempt).

The former Lead Support II position will not be filled and will be eliminated from the Table of Organization for Shoreline Metro and the City of Sheboygan.

A motion was made by Chad Pelishek, seconded by Mayor Michael Vandersteen to approve the creation of the Safety, Education and Training Supervisor, fill this position with the recommended individual and approve the modification and revision of Shoreline Metro's table of organization and authorize the update to the City of Sheboygan's official table of organization.

Motion passes.

3.8 Future Meeting Times

Normally Transit Commission meetings are held on the 3 rd Tuesday of every other month at 5: 00 p.m.

A few members have requested this meeting me moved up to 4: 00 p.m.

Derek Muench will look into this request.

Discusion only.

4. MOTION TO ADJOURN INTO CLOSED SESSION

4.1 Under the exemption provided in Sec. 19.85 (1)(e) WI Statutes for the purpose of deliberating the possible sale of public property where competitive or bargaining reasons require a closed session related to Lot 9 and Lot 16.

A motion was made by Chad Pelishek and seconded by Alderperson Ronald Rindfleisch to move to Closed Session.

Roll Call:

Mayor Michael Vandersteen - Nay, Alderperson Todd Wolf - Aye, Alderperson Ronald Rindfleisch - Aye, Capt. Veaser - Abstained, Chad Pelishek - Aye, Ryan Zinkel - Aye. Motion passes.

ADJOURN

Meeting Adjourned in Closed Session at 5: 55 p.m..