

SHEBOYGAN TRANSIT COMMISSION MINUTES - 5: 00 PM (Monday, October 23, 2017)Generated by Ann Koeller on Wednesday, October 25, 2017

MEMBERS PRESENT: Alderperson Todd Wolf, Alderperson Mary Lynne Donohue, Alderperson Roman Draughon, Mayor Michael Vandersteen, Director of Planning and Development Chad Pelishek, Charles Windsor, Ryan Zinkel, Srgt James Cobb

MEMBERS EXCUSED: Michael Helmke

STAFF/OFFICIALS: Director of Transit and Parking Derek Muench, Administrative Coordinator Ann Koeller, Parking Utility Lead Maintenance Phillip Sneller, Parking Utility Maintenance Pat Moehring

#### 1.0 OPENING OF MEETING

1.1 Chair Todd Wolf called the meeting to order.

1.2 Pledge of Allegiance

#### 2. MINUTES

2.1 Approval of the minutes from the August 2, 2017 meeting.

Motion by Mayor Vandersteen, seconded by Alderperson Mary Lynne Donohue to approve. Motion carried.

#### 3. ITEMS FOR DISCUSSION AND POSSIBLE ACTION

3.1 Parking and Transit Monthly Reports (3 rd Quarter 2017)

Shoreline Metro: Revenue \$106,957 Ridership 123,051 Trip/Revenue hour  
12.77 Metro Connection: Revenue \$68,670 Ridership 8,535 Trip/Revenue hour  
2.8 Parking: Meter Revenue \$32,274 Stall Rental Revenue \$24,292

Motion by Chad Pelishek to approve, seconded by Alderperson Roman Draughon.

Motion carried.

### 3.2 Event Requests Process and Procedure.

Event requests requiring the use of public parking lots have traditionally required the approval of the Transit Commission. Event requests have been the same for the past 5 + years with requests remaining consistent with dates and requirements.

The Director of Transit & Parking has been the first line in those requests and has presented them to the Transit Commission with a recommendation of approval.

The process for which events are requested and approved should be reviewed by the Transit Commission. Over the past 5 years, the Wharf has requested three (3) events, one of which the permit fee was waved, and Sheboygan Squared has requested one (1) event (Harvest Fest). All these events take place in Riverfront utilizing a portion of the parking lots in Riverfront East.

Due to the timeliness of these requests and the timing of the Transit Commission meetings, the Director of Transit & Parking recommends the approval of such events be bestowed within the Director s discretion. All fees and required permits apply.

The Director of Transit & Parking recommends to the Transit Commission the ability to approve such events that have routinely taken place over the years, events that require no extra attention or work of City departments, and events that are short-term (less than 1 day) in nature. Such events will be within the department s ability to monitor and provide equipment within the scope of the event request.

The Director of Transit & Parking will present to the Transit Commission with a recommendation events that fall outside the aforementioned guidelines.

The Transit Commission does not forgo its ability to ultimately approve/disapprove event requests but rather bestows the ability to approve such routine events at the discretion of the Director of Transit & Parking. The Director of Transit & Parking will include all such events in the Director's Report.

Motion by Chad Pelishek to approve, seconded by Charles Windsor.

Motion carried.

### 3.3 Free Rides/Free Parking on Friday, November 24, 2017.

The Friday after Thanksgiving is recognized as the biggest shopping day of the year. In an effort to encourage shopping local and promoting ridership on Shoreline Metro and customer-friendly parking in downtown, the Director of Transit & Parking is recommending free fares for both Shoreline Metro and the metered parking stalls in the Parking Utility for Friday, November 24 th, 2017.

Shoreline Metro is a community service that believes in delivering safe, affordable and reliable transportation to the citizens, workers and visitors to the Sheboygan area. In an effort to promote both the services offered by Shoreline Metro and contribute to the local economy and promote retail therapy, a free fare Friday after Thanksgiving, 11 / 24, Small Business Saturday, 11 / 25 and the Saturday before Christmas, 12 / 23 / 17 would be an appropriate and excellent way to give back and promote Shoreline Metro. Estimated revenue lost is \$200 - 300 for each day (based on the cash fares received).

Likewise in the Parking Utility would be free parking Friday the day after Thanksgiving. In the scope of the recently conducted parking study is an element of promoting the service and allowing users to enjoy the benefits of public parking by offering free parking on designated days throughout the year. The first of these days is recommended for the Friday after Thanksgiving. In partnership with Sheboygan Squared, the free parking day would promote retail therapy in downtown Sheboygan and establish a positive relationship with businesses. Estimated revenue lost is hard to factor but likely could be around \$200 - 300 as well.

Motion by Alderperson Mary Lynne Donohue to approve, seconded by Mayor Vandersteen.

Motion carried.

3.4 R.O. 84 - 17 - 18 A Resolution authorizing the filing of an application with the United States of America Department of Transportation and authorizing the execution of the contract pertaining to grants for calendar year 2018, under former Section 9 (USC 5307) of the Federal Transit Act of 1964, as amended.

Shoreline Metro applies for Section 5307 Federal Mass Transit Operating

Assistance and State

85.20 Mass Transit Operating Assistance funds each year to subsidize the costs of operating Shoreline Metro for the City of Sheboygan and participating communities. The grant is due by December 15 th. As a matter of formality, Shoreline Metro requests approval to apply for these funds through the authorizing resolution.

Shoreline Metro has applied for funding to subsidize operations for many years. In 2018, combined Section 5307 and State 85.20 funds are expected to cover 54.25 % of eligible expenses. Funding levels continue to decrease year-after-year which puts more pressure on local shares to cover the difference. No changes in route service or fare structure are expected for calendar year 2018.

Motion by Mayor Vandersteen to approve, seconded by Alderperson Mary Lynne Donohue.

Motion carried

3.5 Director's Report - Third Quarter Update.

The Director of Transit & Parking presents the following items as advisory and information only: Grants and Applications Shoreline Metro will be applying for capital funding for buses in 2019 and 2020 through several grants including CMAQ, STP Urban, TIGER, and 5339. Shoreline Metro is seeking 6 - 8 buses for these two years to replace the current fleet of 2003 and 2005 buses. Final approval of such grants will be made by the Transit Commission upon award of the grants should Shoreline Metro be fortunate to receive funding. Shoreline Metro is also seeking funding for a new roof for the maintenance and admin facility (\$750,000) through 5339 discretionary funding. A grant is also being submitted for TIGER funding for a new maintenance and admin facility (\$7 M) to replace the existing facility. A development opportunity may require Shoreline Metro relocate its facility. A complete replacement is certainly warranted and necessary due to the age of the facility (42 years). Employee Survey Shoreline Metro s second annual employee survey showed drastic improvement in several areas compared to the 2016 results. Employees rated several areas including communication significantly better with most employees pleased with the improvements the team has made in establishing effective communication. For a full report, please let me know. Holiday Hours Shoreline Metro will not operate on Christmas Day or New Year s Day but will have normal service the days after these holidays as well as normal service on the Friday after Thanksgiving. Thanksgiving will also be no service. Shoreline Metro is proposing free fares and free parking on Friday, November 24 th, 2017. Collective Bargaining Shoreline Metro and the City of Sheboygan began bargaining in July with the Amalgamated Transit Union, Local 998. At the

current moment, both sides are at an impasse with mediation likely the next step in the process. Both sides are at impasse over wages and benefits. More details will be provided as an agreement is reached and is presented at a future Transit Commission meeting for discussion and approval.

**Site Improvements** Shoreline Metro recently crack filled and seal coated the employee parking lot. Shoreline Metro will be working with JSM in the near future to install a new alarm system and keyless entry system which will add security and convenience to both transit facilities.

**Transit Asset Management Plan** Shoreline Metro is working with Bay-Lake Regional Planning Commission to establish a TAM plan. This is a new requirement of FTA that documents and takes inventory of revenue vehicles, facilities and equipment and rates these items based on useful life. The plan will be used in helping prioritize capital funding as well as justifying investment in Shoreline Metro and its assets. The plan is required to be completed by October 2018.

**Wisconsin Public Transportation Association Board** The Director of Transit & Parking was recently re-appointed as Treasurer for the WIPTA Board. This is a two-year term that expires in October 2019. Mr. Muench has served as Treasurer for WURTA/WIPTA for the past three years.

**Jingle Bus** Shoreline Metro will again run the Jingle Bus this holiday season to Evergreen Park for Making Spirits Bright and past the light show at the Mead Library fountain. Dates for the Jingle Bus are December 5, 7, 12, 14, 19 and 21. There will be two runs at 6: 00 p.m. and 7: 00 p.m. each night. The cost is a donated non-perishable good.

**Route 40 The Square** Ridership increased substantially over last year on the trolley route (47 %). Shoreline Metro received many positive comments from customers who trolley enjoyed the route and the service. If you did not receive a copy of the Info Sheet, please let me know.

**City Strategic Plan Update** Here s an update on the transit and parking elements of the City s Strategic Plan for 2017 - 2021:

**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.

**Critical Measures** Unfortunately ridership has dropped on the fixed route recently likely due to good economic times, inexpensive fuel, and the reduction effects of Route 30 last July. 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 either later this month or early September. Ridership for students has increased noticeably during the early fall season!

**Infrastructure and Public Facilities**  
**Action Items**  
Shoreline Metro has five (5) fixed route buses fully funded (local and federal matches secured) for purchase. We are awaiting a contract for purchase through the Wisconsin Department of Transportation. We are also scheduled to receive two (2) paratransit buses later this month purchased in 2016 for Metro Connection operations through the 5310 program.

**Action Items**  
The Parking Utility in collaboration with Sheboygan Squared have completed the redevelopment of two alleys on N 8 th Street by Subway and the Black Pig. The Parking Utility will be working on redevelopment of the alley between N 8 th Street and Lot 7 by TJ s Closet 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 will commence on May 30 th for the season. Total ridership has increased each of the past two years. Shoreline Metro will be using the trolleys purchased in 2016 exclusively for this route this year which should help driver ridership. Service will again be 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 2017 and early 2018. Communication Action Items

Shoreline Metro has grown its Facebook to 767 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 .

Motion by Chad Pelishek to accept and file, seconded by Mayor Vandersteen.

Motion carried.

3.6 Presentation of the Parking Study conducted by Carl Walker for downtown Sheboygan (This item will be in conjunction with the Sheboygan Squared Annual Meeting. The Commission may take a brief intermission until the commencement of the Sheboygan Squared Annual Meeting).

No Action needed.

#### 4. ADJOURN

##### 4.1 Motion to Adjourn

Motion by Chad Pelishek to adjourn, seconded by Charles Windsor.

Motion carried.

4.2 Next Meeting Date: January 16, 2018 - 5: 00 PM at City Hall

Being no further business the meeting was adjourned at 5: 30 with the Parking Study to follow.

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