

*****ATTACHMENTS*****

CITY OF SHEBOYGAN

REQUEST FOR TRANSIT COMMISSION CONSIDERATION

ITEM DESCRIPTION: 3.1 Application for Bus & Bus Facilities Funding for 2020-2024

REPORT PREPARED BY: Derek Muench, Director of Transit and Parking

REPORT DATE: 06/14/19

MEETING DATE: 06/18/19

FISCAL SUMMARY:

Budget Line Item: N/A
Budget Summary: N/A
Budgeted Expenditure: N/A
Budgeted Revenue: N/A

STATUTORY REFERENCE:

Wisconsin Statutes: N/A
Municipal Code: N/A

BACKGROUND / ANALYSIS:

The City of Sheboygan traditionally applies for capital improvement funding through various competitive grant opportunities. These grant opportunities typically allow for funding of up to 80 percent of the cost with the remaining 20 percent covered by the City of Sheboygan.

The Federal Transit Administration (FTA) recently announced available funding for bus and bus facility replacements through the competitive Section 5339(b) Bus and Bus Facilities Program Funding. This year's grant is due by June 21, 2019.

The Federal Highway Administration recently announced the next cycle for Congestion, Mitigation and Air Quality Control (CMAQ) funding. The City of Sheboygan received four (4) buses under this program in recent years. This year's grant is due by August 1, 2019.

The City of Sheboygan will also have the opportunity to file applications for Section 5339(c) program funding through the State of Wisconsin at the end of this year as well as possibility apply for additional VW Mitigation Program funding as recommended in the state budget.

STAFF COMMENTS:

The Director of Transit and Parking is seeking the approval to apply for funding for the replacement of eight (8) fixed route vehicles as programmed in the city's Capital Improvement Program for 2020-2024 that has been approved by the Common Council in June 2019. Shoreline Metro has a total of eight (8) buses programmed in the plan over the five years.

The Director of Transit and Parking is being proactive and applying for these grants early to best plan for replacement of current buses in the Shoreline Metro fleet. The average age of the current fixed route fleet is 11.4 years with the oldest eight vehicles, from 2002 and 2003, approaching 20 years by the time they are likely replaced with newer, more efficient vehicles. All vehicles will be replaced in accordance with the timeline in the Capital Improvement Plan and in accordance with the Transit Commission and Common Council.

By approving this request, the Transit Commission is authorizing the Director of Transit and Parking to apply for bus replacement funding under the four specifically stated grant programs:

- Section 5339(b) Bus and Bus Facilities Program;
- CMAQ Program funding;
- Section 5339(c) Bus and Bus Facilities Program through WisDOT;
- VW Mitigation Program funding;

These grants, when approved, have a 3-5 year shelf life meaning the City of Sheboygan has 3-5 years to expense the grants. This timeline is appropriate and consistent with the needs of the department and the approved timeline in the 2020-2024 Capital Improvement Program for the City of Sheboygan.

ACTION REQUESTED:

Motion to adopt the recommendation by the Director of Transit and Parking authorizing the Director of Transit and Parking to apply for bus replacement funding through one of the four identified grant programs in 2020 in accordance with the 2020-2024 Capital Improvement Program for the City of Sheboygan.

ATTACHMENTS: No attachments.

CITY OF SHEBOYGAN

REQUEST FOR TRANSIT COMMISSION CONSIDERATION

ITEM DESCRIPTION: 3.2 Recommended Change to Fares for Shoreline Metro – No Free Transfers

REPORT PREPARED BY: Derek Muench, Director of Transit and Parking

REPORT DATE: 06/14/19

MEETING DATE: 06/18/19

FISCAL SUMMARY:

Budget Line Item: N/A
Budget Summary: N/A
Budgeted Expenditure: N/A
Budgeted Revenue: N/A

STATUTORY REFERENCE:

Wisconsin Statutes: N/A
Municipal Code: N/A

BACKGROUND / ANALYSIS:

Shoreline Metro has an approved fare structure set forth and approved by the Transit Commission. The current fare structure has been in place for quite some time with the most recent addition to the fare structure being the \$1 Day Pass for the Trolley Route (Route 40). This fare was established back in 2015.

The current Cash Fare is \$1.75 for a one-way trip with transfers being free. Transfers are only offered at no-charge for customers paying the cash fare or with tokens. The Day Passes and Monthly Pass get presented each time a customer boards the bus and make up the vast majority of payments by customers.

Transfers, by definition, allow a customer who has paid by token or cash fare for a one-way trip the ability to transfer to another bus at the Transfer Station at no additional cost to the customer. The customer receives a transfer slip when paying the fare that allows them to immediately access another bus at the Transfer Station.

Customers continuing to pay by token or the cash fare would be required to pay a token or the cash fare when transferring to another bus or remaining on the same bus at the Transfer Station.

Transfers made up 67,352 of the total ridership (599,713) in 2018 or roughly 11 percent of ridership. Of the 67,352, a portion of these transfers are recorded as customers not actually requiring a transfer slip because they stay on the same bus at the Transfer Station but because the bus technically changes route, they need to be documented as transferring routes. The best estimate is that at least 70 percent of transfers are recorded as customers remaining on the bus at the Transfer Station (clarification can be provided at the meeting).

Green Bay Metro eliminated free transfers a couple years ago and had very little resistance or issues from customers. Their fare structure is very comparable to Shoreline Metro.

STAFF COMMENTS:

The Director of Transit and Parking recommends the elimination of the free transfer for customers paying by token or the cash fare for several reasons:

- Cost – Transfer slips require Shoreline Metro to print slips annually and depending on quantity can be expensive. Slips do not get recycled. They are thrown out by the driver once the slip is redeemed by a customer.
- Day Pass – The Day Pass has become the most popular form of payment for customers. The cost of a day pass is \$3 for unlimited trips on any calendar day. The cash fare is \$1.75 for a one-way trip or \$3.50 for a roundtrip. The practical option for customers is to purchase the Day Pass.
- Reduced Value – Customers can in fact “cheat” the system with transfer slips by passing them on to other customers. Driver error on not actually reading the time stamp on them also contributes to losing value. Transfers as recorded by drivers are those customers presenting the slip or staying on board the bus at the Transfer Station.

Shoreline Metro’s policy on fare changes is to hold a public hearing based on an increase to the Full Adult Cash Fare only but the Transit Commission may request that a public hearing or public comment period be issued for customers as this will have a financial impact on some customers.

Shoreline Metro will promote customers to purchase the Day Pass for their day-to-day travel needs.

The implementation date would be 9/3/2019.

ACTION REQUESTED:

Motion to adopt the recommendation by the Director of Transit and Parking to eliminate free transfers from the Shoreline Metro fare structure effective 9/3/2019.

ATTACHMENTS: No attachments but the Public Comment Policy will be shared with the Transit Commission at the meeting.