

**\*\*\*ATTACHMENTS\*\*\***

**CITY OF SHEBOYGAN**

**REQUEST FOR TRANSIT COMMISSION CONSIDERATION**

---

**ITEM DESCRIPTION:** 3.1 Transit & Parking First Quarter Reports for 2018

---

**REPORT PREPARED BY:** Derek Muench, Director of Transit & Parking

---

**REPORT DATE:** 5/15/18

**MEETING DATE:** 5/22/18

---

**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 reports for the first quarter of 2018 are presented for Shoreline Metro, Metro Connection and the Parking Utility for review and approval.

**STAFF COMMENTS:**

The Director of Transit & Parking has reviewed the reports as submitted.

Here is a summary of the first quarter report:

- Shoreline Metro ridership was up 12.0% for the quarter with revenue even over last year. Overall ridership is up for the year by 12.0% with revenue even for the year. (Ridership was up 9.8% in the fourth quarter of 2017.)
  - We continue to see an increase in student ridership in particular. Ridership overall is increasing nicely over last year with many new riders using Shoreline Metro. Revenue trips for the first quarter were 15.41 per hour and 15.41 for the year. This marks an 11% increase in productivity from calendar year 2017 (13.92). The goal is 13.00 trips per hour.
  
- Metro Connection ridership was down 6% for the quarter with revenue down 2%. Overall ridership is down 6% with revenue down 2% for the year.
  - Ridership has decreased this quarter (typically linked with cold winter weather). Revenue trips for the fourth quarter were 2.74 per hour and 2.74 for the year. This marks a 5.8% decrease in productivity from 2017. The goal is 2.75 trips per hour.
  - Metro Connection has invested many hours in training new operators during the quarter which has led to a continued decrease in productivity.

- Parking Utility revenue was up slightly in the first quarter over the same period in 2017. Overall, revenue is up 2.7% from 2017. There are no concerns on revenue at this time.
  - Minimal revenue collected in Lot 14 again in 2017. The Parking Utility has begun invoicing the Encore Apartments for parking fees associated with Lot 14 in the fourth quarter with 2018 marking the first full year for payments.

**ACTION REQUESTED:**

Motion to accept the reports provided by the Director of Transit & Parking and place on file.

**ATTACHMENTS:**

- I. Report of Benchmark Measurements;

**OPERATING STATISTICS FOR SHORELINE METRO & METRO CONNECTION - 2017 to 2018**

	JANUARY				FEBRUARY				MARCH				APRIL				MAY				JUNE			
REVENUES	2018	2017	Difference	% Change	2018	2017	Difference	% Change	2018	2017	Difference	% Change	2018	2017	Difference	% Change	2018	2017	Difference	% Change	2018	2017	Difference	% Change
Metro Connection	\$25,452	\$23,690	\$1,762	7.4%	\$23,339	\$23,583	(\$244)	-1.0%	\$23,777	\$26,666	(\$2,889)	-10.8%		\$22,240	(\$22,240)	-100.0%		\$24,262	(\$24,262)	-100.0%		\$23,207	(\$23,207)	-100.0%
Shoreline Metro	\$37,784	\$43,032	(\$5,248)	-12.2%	\$40,434	\$34,603	\$5,831	16.9%	\$41,338	\$41,507	(\$169)	-0.4%		\$37,840	(\$37,840)	-100.0%		\$33,008	(\$33,008)	-100.0%		\$34,932	(\$34,932)	-100.0%
<b>MONTH TOTALS</b>	<b>\$63,236</b>	<b>\$66,722</b>	<b>(\$3,486)</b>	<b>-5.2%</b>	<b>\$63,773</b>	<b>\$58,186</b>	<b>\$5,587</b>	<b>9.6%</b>	<b>\$65,115</b>	<b>\$68,173</b>	<b>(\$3,058)</b>	<b>-4.5%</b>	<b>\$0</b>	<b>\$60,080</b>	<b>(\$60,080)</b>	<b>-100.0%</b>	<b>\$0</b>	<b>\$57,270</b>	<b>(\$57,270)</b>	<b>-100.0%</b>	<b>\$0</b>	<b>\$58,139</b>	<b>(\$58,139)</b>	<b>-100.0%</b>
<b>RIDERSHIP</b>	<b>2018</b>	<b>2017</b>	<b>Difference</b>	<b>% Change</b>	<b>2018</b>	<b>2017</b>	<b>Difference</b>	<b>% Change</b>	<b>2018</b>	<b>2017</b>	<b>Difference</b>	<b>% Change</b>	<b>2018</b>	<b>2017</b>	<b>Difference</b>	<b>% Change</b>	<b>2018</b>	<b>2017</b>	<b>Difference</b>	<b>% Change</b>	<b>2018</b>	<b>2017</b>	<b>Difference</b>	<b>% Change</b>
Metro Connection	2,967	2,935	32	1.1%	2,874	3,000	(126)	-4.2%	3,034	3,461	(427)	-12.3%		2,925	(2,925)	-100.0%		3,227	(3,227)	-100.0%		3,003	(3,003)	-100.0%
Trips/Revenue Hour	2.66	2.77	(0.11)	-4.0%	2.77	2.99	(0.22)	-7.4%	2.79	2.98	(0.19)	-6.4%		3.00	(3.00)	-100.0%		3.02	(3.02)	-100.0%		2.85	(2.85)	-100.0%
Shoreline Metro	48,719	41,916	6,803	16.2%	46,699	41,710	4,989	12.0%	48,326	45,154	3,172	7.0%		42,695	(42,695)	-100.0%		48,116	(48,116)	-100.0%		41,729	(41,729)	-100.0%
Trips/Revenue Hour	15.29	13.66	1.63	11.9%	16.03	14.56	1.47	10.1%	14.91	13.54	1.37	10.1%		13.91	(13.91)	-100.0%		14.77	(14.77)	-100.0%		12.17	(12.17)	-100.0%
<b>MONTH TOTALS</b>	<b>51,686</b>	<b>44,851</b>	<b>6,835</b>	<b>15.2%</b>	<b>49,573</b>	<b>44,710</b>	<b>4,863</b>	<b>10.9%</b>	<b>51,360</b>	<b>48,615</b>	<b>2,745</b>	<b>5.6%</b>	<b>0</b>	<b>45,620</b>	<b>(45,620)</b>	<b>-100.0%</b>	<b>0</b>	<b>51,343</b>	<b>(51,343)</b>	<b>-100.0%</b>	<b>0</b>	<b>44,732</b>	<b>(44,732)</b>	<b>-100.0%</b>
	JULY				AUGUST				SEPTEMBER				OCTOBER				NOVEMBER				DECEMBER			
REVENUES	2018	2017	Difference	% Change	2018	2017	Difference	% Change	2018	2017	Difference	% Change	2018	2017	Difference	% Change	2018	2017	Difference	% Change	2018	2017	Difference	% Change
Metro Connection		\$20,900	(\$20,900)	-100.0%		\$24,651	(\$24,651)	-100.0%		\$23,119	(\$23,119)	-100.0%		\$24,814	(\$24,814)	-100.0%		\$23,417	(\$23,417)	-100.0%		\$21,648	(\$21,648)	-100.0%
Shoreline Metro		\$40,328	(\$40,328)	-100.0%		\$35,848	(\$35,848)	-100.0%		\$30,781	(\$30,781)	-100.0%		\$39,627	(\$39,627)	-100.0%		\$33,032	(\$33,032)	-100.0%		\$32,192	(\$32,192)	-100.0%
<b>MONTH TOTALS</b>	<b>\$0</b>	<b>\$61,228</b>	<b>(\$61,228)</b>	<b>-100.0%</b>	<b>\$0</b>	<b>\$60,499</b>	<b>(\$60,499)</b>	<b>-100.0%</b>	<b>\$0</b>	<b>\$53,900</b>	<b>(\$53,900)</b>	<b>-100.0%</b>	<b>\$0</b>	<b>\$64,441</b>	<b>(\$64,441)</b>	<b>-100.0%</b>	<b>\$0</b>	<b>\$56,449</b>	<b>(\$56,449)</b>	<b>-100.0%</b>	<b>\$0</b>	<b>\$53,840</b>	<b>(\$53,840)</b>	<b>-100.0%</b>
<b>RIDERSHIP</b>	<b>2018</b>	<b>2017</b>	<b>Difference</b>	<b>% Change</b>	<b>2018</b>	<b>2017</b>	<b>Difference</b>	<b>% Change</b>	<b>2018</b>	<b>2017</b>	<b>Difference</b>	<b>% Change</b>	<b>2018</b>	<b>2017</b>	<b>Difference</b>	<b>% Change</b>	<b>2018</b>	<b>2017</b>	<b>Difference</b>	<b>% Change</b>	<b>2018</b>	<b>2017</b>	<b>Difference</b>	<b>% Change</b>
Metro Connection		2,696	(2,696)	-100.0%		3,047	(3,047)	-100.0%		2,792	(2,792)	-100.0%		3,085	(3,085)	-100.0%		2,833	(2,833)	-100.0%		2,585	(2,585)	-100.0%
Trips/Revenue Hour		2.80	(2.80)	-100.0%		2.75	(2.75)	-100.0%		2.80	(2.80)	-100.0%		2.81	(2.81)	-100.0%		2.71	(2.71)	-100.0%		2.57	(2.57)	-100.0%
Shoreline Metro		36,496	(36,496)	-100.0%		41,411	(41,411)	-100.0%		45,144	(45,144)	-100.0%		51,216	(51,216)	-100.0%		50,210	(50,210)	-100.0%		43,929	(43,929)	-100.0%
Trips/Revenue Hour		11.22	(11.22)	-100.0%		12.57	(12.57)	-100.0%		15.23	(15.23)	-100.0%		15.91	(15.91)	-100.0%		16.68	(16.68)	-100.0%		15.05	(15.05)	-100.0%
<b>MONTH TOTALS</b>	<b>0</b>	<b>39,192</b>	<b>(39,192)</b>	<b>-100.0%</b>	<b>0</b>	<b>44,458</b>	<b>(44,458)</b>	<b>-100.0%</b>	<b>0</b>	<b>47,936</b>	<b>(47,936)</b>	<b>-100.0%</b>	<b>0</b>	<b>54,301</b>	<b>(54,301)</b>	<b>-100.0%</b>	<b>0</b>	<b>53,043</b>	<b>(53,043)</b>	<b>-100.0%</b>	<b>0</b>	<b>46,514</b>	<b>(46,514)</b>	<b>-100.0%</b>
REVENUE COMPARISON BY YEAR					RIDERSHIP COMPARISON BY YEAR					TRIPS/REV HOUR		REVENUE HOURS		REVENUE MILES										
ANNUAL TOTALS	2017 YTD	2018 YTD	Difference	% Change	ANNUAL TOTALS	2017 YTD	2018 YTD	Difference	% Change	2017 YTD	2018 YTD	2017 YTD	2018 YTD	2017 YTD	2018 YTD									
<i>Metro Connection</i>	\$73,939	\$72,568	(\$1,371)	-2%	<i>Metro Connection</i>	9,396	8,875	-521	-6%	2.91	2.74	3,224	3,240	39,430	41,189									
<i>Shoreline Metro</i>	\$119,142	\$119,556	\$414	0%	<i>Shoreline Metro</i>	128,780	143,744	14,964	12%	13.92	15.41	9,267	9,341	138,211	134,170									

**2018 FIRST QUARTER REPORT**



Prepared by Shoreline Metro for the Transit Commission.

**OPERATING STATISTICS FOR THE PARKING UTILITY - 2017 to 2018**

REVENUES	JANUARY				FEBRUARY				MARCH				APRIL				MAY				JUNE			
	2018	2017	Difference	% Change	2018	2017	Difference	% Change	2018	2017	Difference	% Change	2018	2017	Difference	% Change	2018	2017	Difference	% Change	2018	2017	Difference	% Change
Meters	\$11,293	\$7,117	4,175.60	58.7%	\$9,327	\$8,279	1,048.00	12.7%	\$9,786	\$7,298	2,488.00	34.1%	\$7,500	(7,499.87)	-100.0%		\$11,980	(11,980.00)	-100.0%		\$8,430	(8,429.82)	-100.0%	
Stall Rentals	\$8,063	\$30,820	(22,757.00)	-73.8%	\$7,529	\$596	6,933.05	1163.4%	\$24,669	\$14,732	9,936.94	67.5%	\$1,683	(1,683.00)	-100.0%		\$284	(284.00)	-100.0%		\$9,613	(9,613.00)	-100.0%	
<b>MONTH TOTALS</b>	<b>\$19,356</b>	<b>\$37,937</b>	<b>(18,581.40)</b>	<b>-49.0%</b>	<b>\$16,856</b>	<b>\$8,875</b>	<b>7,981.05</b>	<b>89.9%</b>	<b>\$34,455</b>	<b>\$22,030</b>	<b>12,424.94</b>	<b>56.4%</b>	<b>\$0</b>	<b>\$9,183</b>	<b>(9,182.87)</b>	<b>-100.0%</b>	<b>\$0</b>	<b>\$12,264</b>	<b>(12,264.00)</b>	<b>-100.0%</b>	<b>\$0</b>	<b>\$18,043</b>	<b>(18,042.82)</b>	<b>-100.0%</b>
REVENUES	JULY				AUGUST				SEPTEMBER				OCTOBER				NOVEMBER				DECEMBER			
	2018	2017	Difference	% Change	2018	2017	Difference	% Change	2018	2017	Difference	% Change	2018	2017	Difference	% Change	2018	2017	Difference	% Change	2018	2017	Difference	% Change
Meters		\$12,676	(12,676.00)	-100.0%		\$10,436	(10,436.00)	-100.0%		\$9,162	(9,162.00)	-100.0%		\$9,205	(9,205.00)	-100.0%		\$8,505	(8,505.00)	-100.0%		\$10,131	(10,131.00)	-100.0%
Stall Rentals		\$5,135	(5,135.08)	-100.0%		\$926	(925.75)	-100.0%		\$18,231	(18,231.20)	-100.0%		\$3,033	(3,033.00)	-100.0%		\$2,734	(2,734.00)	-100.0%		\$48,299	(48,299.00)	-100.0%
<b>MONTH TOTALS</b>	<b>\$0</b>	<b>\$17,811</b>	<b>(17,811.08)</b>	<b>-100.0%</b>	<b>\$0</b>	<b>\$11,362</b>	<b>(11,361.75)</b>	<b>-100.0%</b>	<b>\$0</b>	<b>\$27,393</b>	<b>(27,393.20)</b>	<b>-100.0%</b>	<b>\$0</b>	<b>\$12,238</b>	<b>(12,238.00)</b>	<b>-100.0%</b>	<b>\$0</b>	<b>\$11,239</b>	<b>(11,239.00)</b>	<b>-100.0%</b>	<b>\$0</b>	<b>\$58,430</b>	<b>(58,430.00)</b>	<b>-100.0%</b>
REVENUE COMPARISON BY YEAR					REVENUE COMPARISON BY QUARTER																			
ANNUAL TOTALS	2017 YTD	2018 YTD	Difference	% Change	FIRST QUARTER		SECOND QUARTER		THIRD QUARTER		FOURTH QUARTER													
					2017	2018	2017	2018	2017	2018	2017	2018												
<i>Meters</i>	\$22,694	\$30,406	7,711.60	34.0%	\$22,694	\$30,406	\$27,910	\$0	\$32,274	\$0	\$27,841	\$0												
<i>Stall Rentals</i>	\$46,148	\$40,261	(5,887.01)	-12.8%	\$46,148	\$40,261	\$11,580	\$0	\$24,292	\$0	\$54,066	\$0												
<b>TOTAL REVENUE</b>	<b>\$68,842</b>	<b>\$70,667</b>	<b>1,824.59</b>	<b>2.7%</b>	<b>\$68,842</b>	<b>\$70,667</b>	<b>\$39,490</b>	<b>\$0</b>	<b>\$56,566</b>	<b>\$0</b>	<b>\$81,907</b>	<b>\$0</b>												

Prepared by Shoreline Metro for the Transit Commission.



City of Sheboygan  
Department of Transit and Parking  
REPORT OF BENCHMARK MEASUREMENTS

Through 3/30/2018

TRANSIT									
	2017 Actual	2017 Goals	2018 YTD	2018 Goals	2018 Q1	2018 Q2	2018 Q3	2018 Q4	2018 TOTAL
<b>REVENUES</b>									
Metro Connection	\$282,197	\$300,000	\$72,568	\$300,000	\$72,568	\$0	\$0	\$0	\$72,568
Shoreline Metro	<u>\$436,730</u>	<u>\$450,000</u>	<u>\$119,556</u>	<u>\$450,000</u>	<u>\$119,556</u>	<u>\$0</u>	<u>\$0</u>	<u>\$0</u>	<u>\$119,556</u>
Totals	\$718,927	\$750,000	\$192,124	\$750,000	\$192,124	\$0	\$0	\$0	\$192,124
<b>TRANSIT RIDERSHIP &amp; BENCHMARKS</b>									
Metro Connection	35,589	34,000	8,875	34,000	8,875	0	0	0	8,875
Trip/Revenue Hour	2.84	2.75	2.74	2.75	2.74	0.00	0.00	0.00	0.69
Shoreline Metro	529,726	530,000	143,744	530,000	143,744	0	0	0	143,744
Trip/Revenue Hour	<u>14.11</u>	<u>13.00</u>	<u>15.41</u>	<u>13.00</u>	<u>15.41</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>3.85</u>
Totals	565,315	564,000	152,619	564,000	152,619	0	0	0	152,619
<b>PARKING UTILITY</b>									
	2017 Actual	2017 Goals	2018 YTD	2018 Goals	2018 Q1	2018 Q2	2018 Q3	2018 Q4	2018 TOTAL
<b>REVENUES</b>									
Meters	\$22,694	\$127,950	\$30,406	\$127,950	\$30,406	\$0	\$0	\$0	\$30,406
Stall Rentals	<u>\$46,148</u>	<u>\$122,200</u>	<u>\$40,261</u>	<u>\$122,200</u>	<u>\$40,261</u>	<u>\$0</u>	<u>\$0</u>	<u>\$0</u>	<u>\$40,261</u>
Totals	\$68,842	\$250,150	\$70,667	\$250,150	\$70,667	\$0	\$0	\$0	\$70,667

PARKING UTILITY BENCHMARKS	2018 Q1		2018 Q2		2018 Q3		2018 Q4		ANNUAL TOTAL	
	Revenue	Permits	Revenue	Permits	Revenue	Permits	Revenue	Permits	Revenue	Permits
Lot 2	\$82.46	27	\$0.00	0	\$0.00	0	\$0.00	0	\$82.46	27
Lot 3	\$1,143.17	12	\$0.00	0	\$0.00	0	\$0.00	0	\$1,143.17	12
Lot 4	\$5,148.15	N/A	\$0.00	N/A	\$0.00	N/A	\$0.00	N/A	\$5,148.15	N/A
Lot 5	\$247.38	105	\$0.00	0	\$0.00	0	\$0.00	0	\$247.38	105
Lot 7	\$6,349.72	81	\$0.00	0	\$0.00	0	\$0.00	0	\$6,349.72	81
Lot 8	\$989.53	93	\$0.00	0	\$0.00	0	\$0.00	0	\$989.53	93
Lot 9	\$3,847.74	120	\$0.00	0	\$0.00	0	\$0.00	0	\$3,847.74	120
Lot 10	\$824.64	30	\$0.00	0	\$0.00	0	\$0.00	0	\$824.64	30
Lot 11	\$824.61	31	\$0.00	0	\$0.00	0	\$0.00	0	\$824.61	31
Lot 13	\$5,277.67	189	\$0.00	0	\$0.00	0	\$0.00	0	\$5,277.67	189
Lot 14	\$8,988.61	216	\$0.00	0	\$0.00	0	\$0.00	0	\$8,988.61	216
Lot 17	\$1,649.28	75	\$0.00	0	\$0.00	0	\$0.00	0	\$1,649.28	75
Lot 18	\$6,761.90	123	\$0.00	0	\$0.00	0	\$0.00	0	\$6,761.90	123
On-Street Meters	\$23,819.69	N/A	\$0.00	N/A	\$0.00	N/A	\$0.00	N/A	\$23,819.69	N/A
On-Street Permits	\$4,436.30	270	\$0.00	0	\$0.00	0	\$0.00	0	\$4,436.30	270

**CITY OF SHEBOYGAN**

**REQUEST FOR TRANSIT COMMISSION CONSIDERATION**

---

**ITEM DESCRIPTION:** 3.2 Customer Conduct Policy for Shoreline Metro

---

**REPORT PREPARED BY:** Derek Muench, Director of Transit & Parking

---

**REPORT DATE:** 5/15/18

**MEETING DATE:** 5/22/18

---

**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 currently has a vague policy on passenger conduct and how to proceed when passenger conduct gets out of hand and requires further action. The Director of Transit & Parking has created a Customer Conduct Policy for Shoreline Metro that also extends to Metro Connection. The policy addresses several key issues currently not identified in the existing policy including identifying inappropriate conduct on buses or in facilities, the exclusion procedure and appeals process.

**STAFF COMMENTS:**

The Transit Commission is a critical part of this policy as the Commission will be a part of the appeals process and procedure. This new policy is in accordance with the Federal Transit Administration requirements.

Currently, Shoreline Metro does not have a major problem with conduct issues and most of the issues are resolved locally without a need for further action or exclusion. But in those circumstances that warrant exclusion, Shoreline Metro must have a documented and published policy that is carried out fairly and consistently.

**ACTION REQUESTED:**

Motion to accept and approve the Customer Conduct Policy as presented by the Director of Transit & Parking and allow the Director of Transit & Transit to implement policy for Shoreline Metro.

**ATTACHMENTS:**

- I. Customer Conduct Policy 2018;



---

## **CUSTOMER CONDUCT & RESPONSIBILITIES POLICY**

As approved by the Sheboygan Transit Commission on May 15, 2018.

### **HISTORY:**

**Original Draft:** May 2018



## I. PURPOSE

It is the mission of Shoreline Metro, a division of the City of Sheboygan, through the efforts of dedicated, well-trained employees, to provide safe, reliable, convenient, and efficient public transportation to the citizens and visitors of the Shoreline Metro service area. Shoreline Metro has established proper customer conduct and responsibilities to promote the safety and comfort of its riders, to facilitate the proper use of transit facilities and services, to protect transit facilities and employees, to assure the payment of fares and to ensure that Shoreline Metro vehicles and facilities are safe, welcoming and provide equitable access for all customers.

## II. OVERVIEW OF CUSTOMER CONDUCT

Individuals may not engage in inappropriate conduct on, at or in the facilities of Shoreline Metro, including at the Transfer Point, in shelters, at bus stops, and at administrative, operational, and maintenance facilities, or on buses used to provide fixed route or paratransit services. Inappropriate conduct includes any individual or group activity which is disruptive or injurious to other individuals lawfully using Shoreline Metro facilities or services; damaging or destructive to transit facilities or services; or disruptive, harassing, threatening or injurious to transit employees.

Inappropriate conduct may also constitute a violation of an ordinance or criminal law. The fact that an individual is or is not charged or convicted of an incident of inappropriate conduct does not bar investigation and/or exclusion under this Policy.

## III. INAPPROPRIATE CONDUCT ON BUSES OR IN FACILITIES

The following conduct is prohibited in all Shoreline Metro facilities, including but not limited to, buses, Transfer Point, and bus shelters except as specifically limited below. Any individual observed engaging in the conduct may be told by a Bus Operator or Operation Supervisor or other authorized individual to leave the facilities immediately and may be subject to arrest by proper authorities. The Bus Operator is authorized to request police assistance if necessary.

Customers are expected to be responsible transit riders and will refrain from the following:

- *Refusing to vacate designated front seats and designated wheelchair areas in buses for senior citizens and people with disabilities when requested by those persons or by the driver on their behalf;*
- *Eating or drinking with the exception of bus operators who have permission to do so when vehicles are not in motion;*
- *Using an audio device (e.g. portable radio, tape, CD player, TV, etc.), unless such equipment is used with earphones so that sound is limited to person's own listening only;*
- *Standing in front of the standee line at the front of the bus near the driver's seat;*

- *Bringing any animal on buses un-caged, except working animals that assist those with disabilities;*
- *Bringing on-board any large articles, packages, baggage, non-collapsible strollers or baby buggies which block the aisle and restrict the free movement of passengers;*
- *Engaging in indecent, profane, boisterous, unreasonably loud or otherwise disorderly conduct under circumstances in which such conduct tends to cause or provoke a disturbance. This is not intended to prohibit ordinary conversation between passengers in normal conversational tones;*
- *Having distracting conversations with Metro Bus Operators;*
- *Engaging in unauthorized canvassing, selling, soliciting or distributing any material onboard buses;*
- *Changing a child's diaper;*
- *Exhibiting inappropriate personal hygiene, i.e., an individual whose bodily hygiene is so offensive as to constitute a nuisance to other passengers;*
- *Boarding unattended minors: children six years of age and under must be closely accompanied at all times by an older responsible individual;*
- *Roller-skating, roller-blading, or skateboarding on buses;*
- *Hanging or swinging from stanchions or other bus equipment with feet off the floor;*
- *Hanging out, reaching out, or putting anything out of bus windows;*
- *Willfully refusing to pay a fare, or show specific fare media to the bus operator;*
- *Otherwise disorderly or inappropriate conduct which is inconsistent with the orderly and comfortable use of buses for their intended purpose.*

An individual found to have engaged in any of the following activities **may** be subjected to the Exclusion Procedure, described in Section VI; further legal action may be taken as applicable and appropriate:

- *Smoking on buses or in facilities. (See Section V below concerning lighting an incendiary device (e.g. match, lighter, or torch);*
- *Fighting;*
- *Bringing any items of a dangerous nature on-board buses including: weapons (pistols, rifles, knives or swords); flammable liquids; dangerous, toxic or poisonous substances; vessels containing caustic materials, chemicals, acids or alkalis; fishing rods which are not broken down or have unsecured or exposed hooks or lures, ski poles unless secured to skis or have tip covers; sheet glass and sharp objects. Fencing foils must be sheathed and left at the front of the bus with the bus operator;*
- *Behavior that is disruptive, harassing, or threatening in nature to Metro passengers or employees. This includes following or stalking passengers or employees;*
- *Causing sounds that are unreasonable and highly disruptive of other individuals using Shoreline Metro facilities or services, including but not limited to: prolonged loud, abusive, indecent, profane or drunken conduct;*
- *Misuse of fare media;*
- *Drinking alcoholic beverages or possessing open containers of alcoholic beverages;*

An individual found to have engaged in any of the following activities **will** be excluded from transit facilities and/or services pursuant to the process in Section VI, Exclusion Procedure:

- *Use of counterfeit or stolen fare media;*
- *Assault or threat of assault;*
- *Stealing or willfully damaging, defacing or destroying Shoreline Metro property. The City will prosecute anyone who steals or willfully damages, defaces or destroys Shoreline Metro property;*
- *Lighting an incendiary device (e.g. match, lighter, torch);*
- *Obstructing or interfering with the Bus Operator's safe operation of the bus;*
- *Indecent exposure;*
- *Entering or remaining on Shoreline Metro buses after having been notified by an authorized individual not to do so, or boarding or remaining on Shoreline Metro buses during the period when an individual has been banned from the premises.*

One or more of these violations may be enforceable by City of Sheboygan Codes 70-218 and 70-5 resulting in fines up to \$500.

#### **IV. TRANSIT EXCLUSION PROCEDURE**

Shoreline Metro staff will conduct a complete investigation of the incident including reviewing video, interviewing witnesses, and gathering evidence.

If a customer is found to be guilty of conduct that merits exclusion for transit services, an Operations Supervisor will issue a written exclusion letter including services affected by such exclusion. If continued use of transit facilities and/or services is made subject to safety conditions or restrictions (eg., presence of a parent or guardian in the case of a juvenile; accompaniment by a personal care attendant or aide), a conditional exclusion letter may be issued specifying that the individual will be subject to exclusion unless the imposed restrictions are complied with. The letter shall also advise the individual of his/her right to appeal the decision and include a copy of the appeal procedure. The Operation Supervisor shall provide a copy of the letter to the Transit Director and will inform all staff involved, who have a need to know, about the reasons for and length of the exclusion. At the discretion of the Operations Supervisor, a juvenile may be restricted to use of Metro services only when the juvenile is accompanied by a responsible designated adult for a designated period of time. The juvenile's parent or guardian must be notified of the restriction via certified mail. Failure to abide by the restriction may lead to exclusion under this policy.

#### **V. APPEALS PROCESS AND PROCEDURE**

Any appeal by or on behalf of the party subject to an exclusion order shall be submitted in writing to the Transit Director within ten days after service by mail of the Transit Director's determination. The communication shall state with specificity the grounds for the appeal. The determination of the Transit Director to exclude an individual shall be

stayed pending the appeal to the Transit Director. The Transit Director shall review and may reconsider or modify the decision to exclude an individual, following investigation of the matter and shall specify in writing within fourteen business days of receipt of the appeal the reasons for rescission or modification, if applicable, to the appellant. The Transit Director will seek review of a draft written response by the City Attorney's Office before issuing the response to an individual subject to an exclusion order.

**APPEAL:** The aggrieved party may appeal the Transit Director determination within ten days after service by mail of the Transit Director determination, by written notice of appeal filed with the Transit Director and the, c/o Shoreline Metro, 608 S Commerce, Sheboygan, WI 53081. The Transit Commission Chair will hear the appeal. This Commission shall hold a hearing within 30 days after the notice has been filed. Notice of the hearing including a statement of the time, place and nature of the hearing shall be mailed to the aggrieved party and the Transit Director at least ten (10) days prior to the hearing. Exclusion orders for some violations shall be stayed pending appeal to the Transit Commission. Exclusion orders for more severe violations shall not be stayed pending an appeal, unless the Transit Commission finds that a stay is warranted and necessary under the particular circumstances. A request for stay shall be made in writing by the aggrieved party stating the specific reasons for the request.

**HEARING:** At the hearing, the appellant may be represented by counsel, may present evidence, and may call and examine witnesses and cross-examine witnesses of the other party. The Chairman of the Transit Commission shall conduct the hearing and shall follow the Rules of Evidence provided in Wisconsin Statute Section 227.45, for administrative proceedings. The staff shall record all of the proceedings on tape.

**DECISION:** Within 30 days of the completion of the hearing, the Transit Commission shall issue a written decision stating the reasons therefore. The Transit Commission shall make a finding on whether it is more probable than not that the excluded individual engaged in the conduct which was the basis for the exclusion. Based on testimony and the evidence in the record, the Transit Commission shall have the power to affirm or reverse the written determination or to remand it to the Transit Director with instructions for reconsideration consistent with its decision. The decision, except for remand, shall be a final determination for the purposes of judicial review.

**VI. NON-COMPLIANCE WITH EXCLUSION ORDER**

If an individual subject to an exclusion order enters the specified facilities or services before the return date listed in the exclusion letter, police will be called and individual will be subject to arrest for trespassing under City ordinance.

**VII. CONTACT INFORMATION**

Communication relating to this policy involving a request of an appeal must be directed to: Transit Director, 608 S Commerce Street, Sheboygan, WI 53081.

**CITY OF SHEBOYGAN**

**REQUEST FOR TRANSIT COMMISSION CONSIDERATION**

---

**ITEM DESCRIPTION:** 3.3 Request to Increase Metro Connection Agency Fare

---

**REPORT PREPARED BY:** Derek Muench, Director of Transit & Parking

---

**REPORT DATE:** 5/15/18

**MEETING DATE:** 5/22/18

---

**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 established an agency fare back in August 2011 to pass along the cost of paratransit rides to social service agencies. This original rate was \$13.85 per trip. In October 2012, the rate was increased to \$15.20 per trip. In 2015, Shoreline Metro implemented Ecolane, a real-time dispatching and scheduling software which increased trip efficiency by 40%, reduced revenue miles and revenue hours by over 30%. In 2018, Metro Connection drivers got a wage boost from \$12.12 per hour to \$13.50 per hour, a 15% increase, due to being significantly underpaid in the market. This wage was not competitive and Shoreline Metro needed to make the investment. Trip productivity, revenue hours and revenue miles all continue to be lower than the pre-2015 levels with driver efficiency increasing over the last three years.

**STAFF COMMENTS:**

The Director of Transit & Parking is proposing an increase to the agency rate from the current \$15.20 per trip to \$17.00 per trip effective 1/1/2019. The largest agency provider that utilizes Metro Connection for services is on board with the increase. A discussion occurred in April 2018 regarding the change. Several other agencies including iLife, Care Wisconsin and MTM would be notified of the increase as well. This rate would be the first increase in over six years and is justified to keep operations sustainable without cutting service to social service agencies. This would allow a six month notification to agencies to allow for budget planning.

**ACTION REQUESTED:**

Motion to accept and approve the Agency Rate for Metro Connection effective 1/1/2019.

**ATTACHMENTS:**

- I. No attachment;

**AGREEMENT FOR TRANSIT SERVICE  
BETWEEN THE CITY OF SHEBOYGAN AND THE SHEBOYGAN AREA SCHOOL DISTRICT**

THIS AGREEMENT, made by and between the City of Sheboygan, a municipal corporation of the State of Wisconsin, with principal offices located at 828 Center Avenue, Sheboygan, Wisconsin, hereafter referred to as SHEBOYGAN; and the Sheboygan Area School District, a Wisconsin public school district with principal offices located at 830 Virginia Ave, Sheboygan, Wisconsin, hereinafter referred to as SASD;

WITNESSETH:

WHEREAS, SHEBOYGAN currently owns and operates a transit system, providing service in the Sheboygan metropolitan area; and

WHEREAS, SHEBOYGAN has established a transit commission (hereinafter referred to as COMMISSION) pursuant to § 66.1021, Wis. Stats., which commission is responsible for the maintenance and operation of SHEBOYGAN's comprehensive, unified local transportation system (hereinafter referred to as SHORELINE METRO); and

WHEREAS, both the Federal Transportation Administration of the U.S. Department of Transportation and the State of Wisconsin Department of Transportation assist in the subsidization of the operating deficit under formula grant programs; and

WHEREAS, SASD seeks to contract with SHEBOYGAN for the provision of public transit services from SHEBOYGAN for SASD; and

WHEREAS, the purpose of this agreement is to set forth the terms and conditions under which transit service is to be provided by SHEBOYGAN to SASD.

NOW, THEREFORE, the parties hereto agree as follows:

**1. SERVICES & SERVICE LEVEL**

During the term of this agreement, SHORELINE METRO shall operate regularly scheduled fixed route bus service for SASD students as described in Attachment A. Any changes to the level of bus service as described in Attachment A will require the prior approval of the COMMISSION and the appropriate legislative body of SASD. Such changes in service levels may require a corresponding adjustment in the percentage share of the Local Match for services to SASD. This agreement does not constitute an agreement for additional services such as charter or private event transportation services for SASD.

**2. FARE STRUCTURE**

During the term of this agreement, the COMMISSION shall be solely responsible for setting bus fares.

**3. DESIGNATION OF RESPONSIBILITY**

SHEBOYGAN designates SHORELINE METRO as the provider of the services set forth in this agreement.

**4. PAYMENT SCHEDULE**

SASD agrees to pay SHEBOYGAN an amount equal to its proportionate share of projected annual net operating deficit incurred by SHORELINE METRO. SASD agrees to make quarterly payments in four equal amounts during the calendar year. SHEBOYGAN shall invoice SASD for such payments.

SHEBOYGAN may assess a penalty for payments that are not made within 30-days of invoice date equivalent to 1% of the payment amount.

5. INSURANCE

SHEBOYGAN shall carry and keep in force insurance coverage insuring SHEBOYGAN against liability for personal injuries or property damage arising out of the operation of such bus service, and covering each and all of the buses used by SHEBOYGAN in service provided for SASD.

6. OPERATING AUTHORITY

SHEBOYGAN shall have sole and ultimate authority and responsibility for the operation, control, and direction of bus service operated for SASD, pursuant to this agreement, and in accordance with terms herein. Authority to deny service to any student shall be vested solely with SHEBOYGAN consistent with SHORELINE METRO policy and procedures.

7. RECORDS/INFORMATION

SHEBOYGAN shall, at the request of SASD, provide any and all information pertaining to the operations of SHORELINE METRO as long as providing such information is consistent with SHEBOYGAN policy. Information may include such things as meeting notices, minutes, policies, procedures, notifications, etc. Such requests shall be presented to SHEBOYGAN via writing and such requests shall be made ten (10) days in advance.

8. MEDIATION OF DISPUTES

Any disputes over the interpretation of application of this agreement which cannot be resolved by the parties shall be submitted to a mediator before any legal action may be taken in a court of law. Said mediator may be a representative of the Wisconsin Department of Transportation.

9. FORCE MAJEURE

In no event shall SHEBOYGAN be deemed to be in default of any provision of this agreement for failure to perform, where such failure is due to strikes, walkouts, riots, civil insurrections or disorders, act of God, adverse weather conditions, or for any other cause or causes beyond the control of SHEBOYGAN.

10. TERMINATION

Either party may terminate this agreement one hundred and twenty (120) days following delivery of a written notice to the other party. If SASD terminates this agreement, SASD will agree to pay for pro-rated service costs up to and including the last day of service.

11. TERM OF AGREEMENT

This agreement shall remain in effect until modified or terminated and will be binding upon the parties mutually and upon their successors and assigns. The term of this agreement shall be the academic school year of SASD (July 1 through June 30<sup>th</sup>).

12. LOCAL MATCH FOR SERVICES

SHEBOYGAN shall, on an annual basis, determine the local share responsibility for SASD. This amount will be based on the level of service desired by SASD for the calendar year. The local match is comprised of total costs of providing service, total revenues from service, and federal and state funding mass transit aids. Costs of providing service are calculated annually.

The local share for the service level provided to SASD for the school year (July 1, 2018-June 30, 2019) is **\$90,000**. Any changes to the service level, operational costs and revenues, changes in state mass transit aids or changes in federal mass transit aids may cause the local share to change. SHORELINE METRO shall notify SASD during the budget process of its local share contribution for the following calendar year.

IN WITNESS WHEREOF, the parties have affixed their hands and seals

DATED THIS \_\_\_\_\_ DAY OF \_\_\_\_\_, 2018.

SASD

CITY OF SHEBOYGAN

BY: \_\_\_\_\_

BY: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Title: \_\_\_\_\_

ATTEST:

ATTEST:

\_\_\_\_\_

\_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Title: \_\_\_\_\_

## ATTACHMENT A

### City of Sheboygan (Shoreline Metro) Service Agreement

#### SASD Level of Service

#### 1. FIXED ROUTE - Weekdays (Monday through Friday) and Saturdays

SASD students shall receive unlimited trips on the fixed route public system operated by Shoreline Metro in grades K-12 that are actively enrolled at a SASD school within the current service area and during the current service times of the fixed route system on all weekdays during the calendar year regardless of school days or trip purpose. This agreement shall also be valid for faculty and staff of SASD.

Service includes two AM Tripper routes and two PM Trippers as designed and operated by Shoreline Metro to supplement the fixed route service.

SASD students enrolled at a middle school or high school will be required to present to the driver a qualifying school ID badge upon boarding the bus to receive the bus trip at no-charge. Elementary school students will not be required to provide identification to receive the bus trip at no-charge. Faculty and staff of SASD will be required to present a qualifying school ID badge upon boarding the bus to the driver to receive the bus trip at no-charge.

Students that do not have a school ID badge or fail to present a qualifying school ID badge will be required to pay the regular fare for the trip.

#### 2. PARATRANSIT

Paratransit trips are not included in this agreement. Students qualified to use paratransit services are required to pay the per trip fare.

#### NOTES:

- No service will be provided on major holidays including New Year's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving and Christmas Day.
- Service on Christmas Eve and New Year's Eve may be altered depending on the day of the week these holiday fall on in a particular year.
- SASD agrees to involve SHORELINE METRO in discussions regarding school start and end times for the academic school year. This will allow SHORELINE METRO to provide maximum efficient service for SASD.

**CITY OF SHEBOYGAN**

**REQUEST FOR TRANSIT COMMISSION CONSIDERATION**

---

**ITEM DESCRIPTION:** 3.4 Service Agreement with Sheboygan Area School District (SASD)

---

**REPORT PREPARED BY:** Derek Muench, Director of Transit & Parking

---

**REPORT DATE:** 5/15/18

**MEETING DATE:** 5/22/18

---

**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 began discussions late last year on a proposal to provide public transportation for Sheboygan Area School District (SASD) students within the current Shoreline Metro service area. The Director of Transit & Parking initiated discussions with a SASD representative about such agreement. Discussions increased and SASD identified a need for such service, which will allow students enrolled at a SASD to have free transportation on Shoreline Metro with proper identification. The model is mirrored off an agreement currently in place in the City of Green Bay.

**STAFF COMMENTS:**

The Director of Transit & Parking and Mark Boelke of SASD worked on a final draft of the agreement, which is attached for review. The following are the important points of the agreement:

- Service for SASD students with proper identification;
- For school year 2018/2019 commencing on 7/1/2018 and automatically renewing annually unless otherwise indicated by either party in accordance with the agreement;
- Annual agreement for \$90,000 paid in four quarterly payments;
- No increase to service levels or routes unless funded additionally by SASD;
- No changes to fares or fare rates;
- No restrictions on time, days of service, routes or purpose of travel;

The agreement has been reviewed by City Attorney Charles Adams and is supported by the Director of Transit & Parking. Shoreline Metro expects to boost ridership with such agreement as well as assist SASD with several identified issues such as truancy and affordability for low-income families. Shoreline Metro recommends passage of the agreement.

**ACTION REQUESTED:**

Motion to accept and approve the agreement for service between the City of Sheboygan and the Sheboygan Area School District for service to commence on 7/1/2018 in accordance with agreement.

**ATTACHMENTS:**

- I. Service agreement between the City of Sheboygan and Sheboygan Area School District;

**CITY OF SHEBOYGAN**

**REQUEST FOR TRANSIT COMMISSION CONSIDERATION**

---

**ITEM DESCRIPTION:** 3.5 Capital Improvement Program (2019-2023)

---

**REPORT PREPARED BY:** Derek Muench, Director of Transit & Parking

---

**REPORT DATE:** 5/15/18

**MEETING DATE:** 5/22/18

---

**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 is presenting its annual 5-year Capital Improvement Program for consideration and discussion. Shoreline Metro’s capital needs for the next five years focus on fixed route vehicle purchases. Other non-revenue vehicle purchases including a new Transit Admin and Maintenance Facility in 2020 and a Bus Wash in 2019 are also included. Shoreline Metro did receive a federal grant covering approximately 50% of the cost of replacing a new roof at the Admin and Maintenance Facility in 2020.

The Parking Utility is presenting its annual 5-year Capital Improvement Program for consideration and discussion. The Parking Utility’s capital needs for the next five years focus on vehicle purchases and lot rehabilitation and construction in Riverfront. An upgrade to meters is also proposed in 2022.

**STAFF COMMENTS:**

The 5-year Capital Improvement Program is not “all inclusive” with the majority of the projects contingent on funding. Items are projected or forecasted based on current needs and may move from year to year depending on importance or need. Individual purchases of capital assets may still require Transit Commission approval if over the threshold amount as set forth by the City of Sheboygan.

**ACTION REQUESTED:**

Motion to approve the 5-year Capital Improvement Program and refer to the Capital Improvements Committee for consideration.

**ATTACHMENTS:**

- I. 5-year Capital Needs worksheet for Transit
- II. 5-year Capital Needs worksheet for Parking





FIVE YEAR CAPITAL NEEDS PLAN - 2019 through 2023

3/26/2018

YEAR	ITEM	ESTIMATED COST	CONTNGNCY 0%	ESTIMATED COST	FUNDING SOURCE FEDERAL* 80%	LOCAL 20%	PURCHASED	FED FUNDING SOURCE	LOCAL FUNDING SOURCE
2019	1 Replace one (1) paratransit vehicle**	\$0	\$0	\$0	\$0	\$0		5310	Sheboygan County
	3 Replace three (3) fixed route buses (35 ft.)	\$1,350,000	\$0	\$1,350,000	\$1,080,000	\$270,000		CMAQ^	City of Sheboygan
	3 Bus Wash	\$200,000	\$0	\$200,000	\$160,000	\$40,000			City of Sheboygan
<b>2019</b>	<b>Totals</b>	<b>\$1,550,000</b>	<b>\$0</b>	<b>\$1,550,000</b>	<b>\$1,240,000</b>	<b>\$310,000</b>			
2020	1 Replace one (1) paratransit vehicle**	\$0	\$0	\$0	\$0	\$0		5310	Sheboygan County
	2 Replace three (3) fixed route buses (35 ft.)	\$1,350,000	\$0	\$1,350,000	\$1,080,000	\$270,000		CMAQ	City of Sheboygan
	3 Replace two (2) paratransit vehicles	\$128,000	\$0	\$128,000	\$102,400	\$25,600		STP URBAN	City of Sheboygan
	4 Construction of new Transit Admin & Maintenance Facility	\$7,000,000	\$0	\$7,000,000	\$5,600,000	\$1,400,000		TIGER	City of Sheboygan
	5 Replace Roof at Admin/Maintenance Facility	\$750,000	\$0	\$750,000	\$600,000	\$150,000		5339	City of Sheboygan
<b>2020</b>	<b>Totals</b>	<b>\$9,228,000</b>	<b>\$0</b>	<b>\$9,228,000</b>	<b>\$7,382,400</b>	<b>\$1,845,600</b>			
2021	1 Replace one (1) paratransit vehicle**	\$0	\$0	\$0	\$0	\$0		5310	Sheboygan County
	2 Replace two (2) fixed route buses (35 ft.)	\$900,000	\$0	\$900,000	\$720,000	\$180,000			City of Sheboygan
<b>2021</b>	<b>Totals</b>	<b>\$900,000</b>	<b>\$0</b>	<b>\$900,000</b>	<b>\$720,000</b>	<b>\$180,000</b>			
2022	1 Replace one (1) paratransit vehicle**	\$0	\$0	\$0	\$0	\$0		5310	Sheboygan County
	2 Replace one (1) paratransit vehicle	\$75,000	\$0	\$75,000	\$60,000	\$15,000		5310	City of Sheboygan
<b>2022</b>	<b>Totals</b>	<b>\$75,000</b>	<b>\$0</b>	<b>\$75,000</b>	<b>\$60,000</b>	<b>\$15,000</b>			
2023	1 Replace three (3) fixed route buses (35 ft.)	\$1,400,000	\$0	\$1,400,000	\$1,120,000	\$280,000			City of Sheboygan
<b>2023</b>	<b>Totals</b>	<b>\$1,400,000</b>	<b>\$0</b>	<b>\$1,400,000</b>	<b>\$1,120,000</b>	<b>\$280,000</b>			

Grand Totals **\$13,153,000** **\$0** **\$13,153,000** **\$10,522,400** **\$2,630,600**

^ Federal grants awarded for projects (5339 and CMAQ)

 Grants have been awarded;  
 Grants have been applied for but no award as of yet;

Date: May 4, 2018

To: Todd Wolf, Chair  
City of Sheboygan Transit Commission

Fr: Amy Wilson, President/CEO  
Visit Sheboygan, Inc.

Re: Request to Extend Trolley Hours for New Event

Summer Solstice Craft 30 Fest

Visit Sheboygan, Inc., requests extension of the trolley route and hours on Friday, June 22, from 4 p.m. to 9 p.m. and Saturday, June 23, from 12:00 p.m. to 9:00 p.m. During the times indicated, we request the trolley extend its regular route by approximately 1 ½ blocks to add a pick-up/drop-off point near the Craft 30 establishment located at 1015 S. 10th Street, near the corner of Indiana Ave.

During the times indicated, Craft 30 will be hosting a Summer Solstice craft beer festival at the new City Green venue located downtown at the corner of New York Ave. and N. 7<sup>th</sup> St. The event is open to the public. Extension of the trolley is requested for the purposes of filtering more people from the Indiana Ave. corridor to the downtown space while deferring a portion of the parking traffic to the Indiana Ave. corridor and also allowing patrons to experience Craft 30 as the host of the event held at City Green.

Visit Sheboygan is supporting this event with marketing resources and logistical advisement. Approximately 1,000 attendees are expected the first year, and the event is expected to continue growing in the future. The event features regional music artists and various craft beer producers from around the state. Craft beer events are currently trending in popularity across the Midwest, and Visit Sheboygan welcomes this new event to showcase the new City Green venue and the city's downtown area. The event has the potential to generate \$70,000-\$100,000 in visitor spending the first year, with even greater potential for growth in coming years. We also feel this is an opportunity to move attendee traffic between the Indiana Ave. corridor and downtown area, which will become more important in the future as the Indiana Ave. corridor is developed as an innovation district. Quite simply, the more we get people moving between the two areas with ease, the better, and a festival is a good way to introduce the connectivity.

Please contact myself or Shelly Harms at Visit Sheboygan, if you have any questions. Thank you.

C: Derek Munech, Director of Transit & Parking, City of Sheboygan  
Chad Pelishek, Planning and Development Director  
Shelly Harms, Tours and Events Manager, Visit Sheboygan, Inc.  
Chris Gunkel, Sales Manager, Ale Asylum (Event Coordinator)

**CITY OF SHEBOYGAN**

**REQUEST FOR TRANSIT COMMISSION CONSIDERATION**

---

**ITEM DESCRIPTION:** 3.6 Visit Sheboygan Request for Trolley Service

---

**REPORT PREPARED BY:** Derek Muench, Director of Transit & Parking

---

**REPORT DATE:** 5/15/18

**MEETING DATE:** 5/22/18

---

**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:**

Visit Sheboygan is requesting that Shoreline Metro extend the trolley route hours on Saturday, June 23<sup>rd</sup>, 2018 until 9:00 p.m. Shoreline Metro is already running the trolley route for the season so service is not an issue. However, published times for Shoreline Metro's service on Saturdays is until 5:45 p.m. The Commission must approve any service outside of published hours.

**STAFF COMMENTS:**

The Director of Transit & Parking supports this request for service because it is requested by Visit Sheboygan, a quasi-government agency affiliated with the City of Sheboygan Tourism. The trolley route will service an event at the City Green put on by Craft 30 in conjunction with Visit Sheboygan. Shoreline Metro will make resources available to accommodate the request, if approved.

**ACTION REQUESTED:**

Motion to approve the request for service as presented by Visit Sheboygan.

**ATTACHMENTS:**

- I. Letter from Visit Sheboygan's Amy Wilson;



USA 2018  
Para  
World Sailing  
Championships



May 17, 2018

Re: Transportation Commission Request for Service

This year Sail Sheboygan and the Sailing Education Association of Sheboygan (SEAS) will be hosting the Para World Sailing Championship. This event brings disabled sailors from around the world to Sheboygan to compete at the highest level. Many of the competitors in wheelchairs will need ADA transportation. There will also be other competitors and coaches that will use public transportation during the event week of Sept. 15-22 based at the Sheboygan Yacht Club.

During the week of the Para Worlds there will be a variety of things going on that our competitors and others will need transportation. We are surveying them as they register on who will need public transportation. The events for the week include Opening Ceremony at Blue Harbor on Monday, Sept. 17, Brats4Sail on Friday, Sept. 21 and Closing Ceremony at 3 Sheeps Taproom on Saturday, Sept. 22.

For this week, we request the following for the Transportation Commission to approve:

1. Use of the buses that are wheelchair accessible to be used for transportation for competitors and coaches from the hotels within the City of Sheboygan to the Sheboygan Yacht Club and back. From Sept. 15-22. We are tracking where competitors are staying and will be able to determine a route and times at a later date. An estimated time would be from 7 am to 10 am and again in the evening each day (times TBD). The hours between people will be encouraged to use the regular routes or call for special transport.
2. Prior to the start of the event, World Sailing will be hosting a clinic from Sept. 12-14. We would also request a shuttle in the morning and afternoon for these participants. Times to be determined but should be within normal hours of operation.
3. On Friday night, Sept. 21, SEAS will be having a fundraiser event at the City Green from 4-8 pm. Having shuttles available to the competitors back to their hotels would be appreciated. Again times are being determined but would be within normal operation hours.
4. On Saturday night, Sept. 22, the closing ceremony for the event will be held at 3 Sheeps Taproom from 5-10 pm. We are requesting to have ADA shuttles on a designated route for competitors, coaches and their guests that may be traveling with them. This would be from the Sheboygan Yacht Club and hotels to 3 Sheeps and back to their hotels.

Thank you for your consideration. Please contact me with any questions: [juju@seasheboygan.org](mailto:juju@seasheboygan.org) or 920-918-8551.

Sincerely,

Juju Senfft  
Transportation Chair  
Para Worlds Sailing Championship Committee

SEAS 630 Riverfront Dr. Ste 200 Sheboygan WI 53081  
ParaWorldSailing2018.com 920-783-3670 [events@seasheboygan.org](mailto:events@seasheboygan.org)

**CITY OF SHEBOYGAN**

**REQUEST FOR TRANSIT COMMISSION CONSIDERATION**

---

**ITEM DESCRIPTION:** 3.7 SEAS Request for Transit Service/Shuttles for Event

---

**REPORT PREPARED BY:** Derek Muench, Director of Transit & Parking

---

**REPORT DATE:** 5/15/18

**MEETING DATE:** 5/22/18

---

**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 Sailing Education Association of Sheboygan (SEAS) is requesting transit service in the form of shuttle service and trolley route service for the upcoming Para World Sailing Championship being held at Sheboygan's Deland Park/Marina/Yacht Club this September.

**STAFF COMMENTS:**

The Director of Transit & Parking supports this request for service. More details on exact routes and service needed are still to come. The Director of Transit & Parking has been working with Visit Sheboygan and SEAS in the coordination of this event. This event is great for Sheboygan and Shoreline Metro will assist anyway the Commission wishes.

**ACTION REQUESTED:**

Motion to approve the request for service as presented by SEAS with the understanding that a final itinerary will be provided to the Transit Commission for non-approval review.

**ATTACHMENTS:**

- I. Letter from SEAS representative Lisa Hartman;

**CITY OF SHEBOYGAN**

**REQUEST FOR TRANSIT COMMISSION CONSIDERATION**

---

**ITEM DESCRIPTION:** 3.8 Sheboygan Squared Request for Trolley Service/Free Parking

---

**REPORT PREPARED BY:** Derek Muench, Director of Transit & Parking

---

**REPORT DATE:** 5/15/18

**MEETING DATE:** 5/22/18

---

**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 Business Improvement District (BID) known as Sheboygan Squared has sponsored an annual event in Riverfront formerly known as Harvest Fest. In 2018, the event is known as River Days. For these events in years past, Sheboygan Squared requested Shoreline Metro run the trolley route on Saturday for the event as well as requested usage of the parking lot in Riverfront East. Sheboygan Squared is formally requesting, for your consideration, running the trolley route on Saturday, September 22<sup>nd</sup> as well as parking lot usage for the River Days event.

**STAFF COMMENTS:**

The Director of Transit & Parking feels this is a reasonable request again this year. It has been granted in years past and supports this request for 2018.

**ACTION REQUESTED:**

Motion to approve the request for trolley service and parking lot usage as presented by Sheboygan Squared and require the applicable fees for the lot usage (\$50).

**ATTACHMENTS:**

- I. Letter from Sheboygan Squared Manager Amanda Salazar;



# SHEBOYGAN SQUARED™

DOWNTOWN | RIVERFRONT | SOUTH PIER

Thursday May 17, 2018

Attention Derek:

Sheboygan Squared (Harbor Centre Business Improvement District) would like to request the use of the trolley during normal operating hours for the following district events

- Sidewalk Sales – Friday, July 20<sup>th</sup> and Saturday, July 21<sup>st</sup>
- River Days – Saturday, September 21th

Thank you for considering our request. We look forward to including a trolley as an option for our attendees to experience Sheboygan transportation.

If you have additional questions or concerns please feel free to reach me at 920-980-9973 or [asalazar@sheboygansquared.com](mailto:asalazar@sheboygansquared.com) .

Thank you,

A handwritten signature in black ink that reads "asalazar".

Amanda Salazar  
Executive Director

**CITY OF SHEBOYGAN**

**REQUEST FOR TRANSIT COMMISSION CONSIDERATION**

---

**ITEM DESCRIPTION:** 3.9 Recommended Changes to Parking Implementation Plan

---

**REPORT PREPARED BY:** Derek Muench, Director of Transit & Parking

---

**REPORT DATE:** 5/15/18

**MEETING DATE:** 5/22/18

---

**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:**

At the March 14<sup>th</sup>, 2018 meeting, the Director of Transit & Parking presented to the Transit Commission a plan for parking improvements in downtown Sheboygan following recommendations presented by Carl Walker, Inc. Overall, the mission is to provide accessible, customer-friendly and convenient parking at an affordable and attractable rate. The Parking Utility envisions parking options that are flexible and encourages usage. The recommendations set forth by Carl Walker and the City of Sheboygan staff follow the mission and vision of the Parking Utility.

**STAFF COMMENTS:**

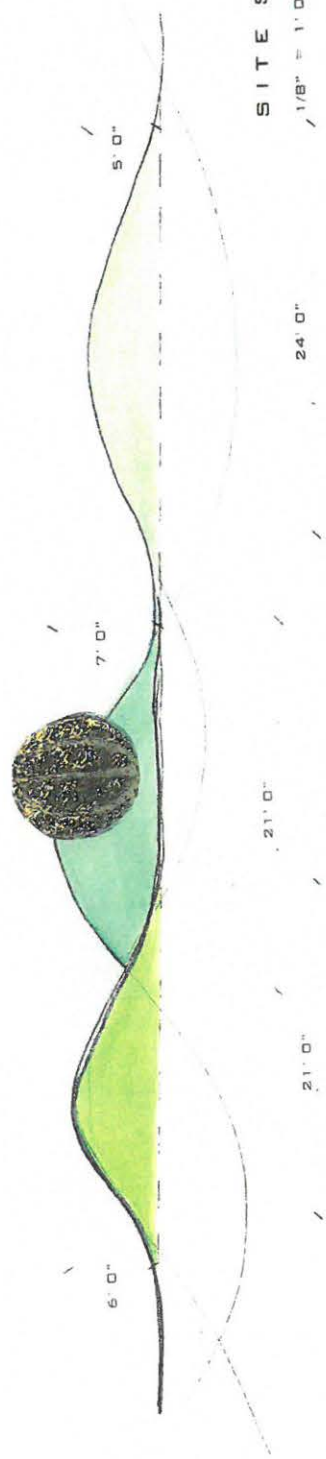
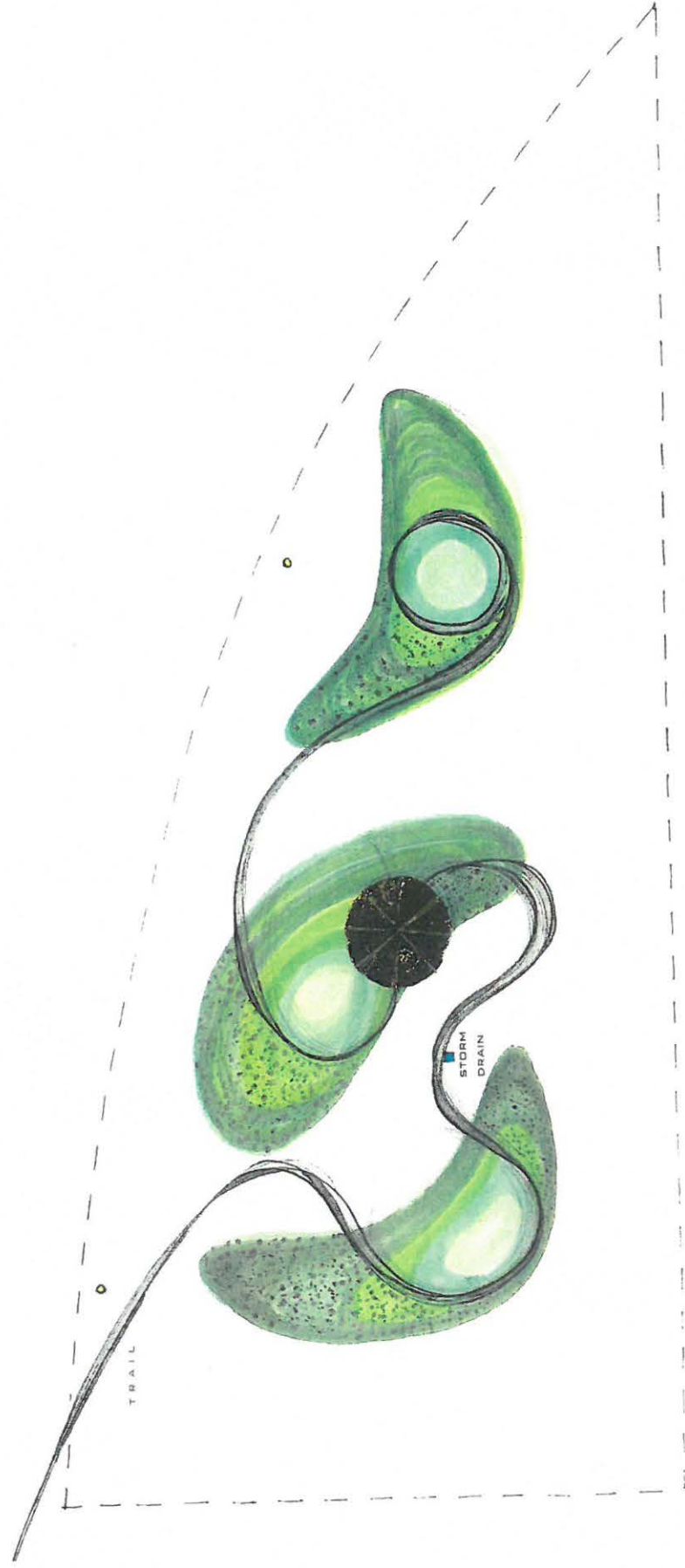
The Director of Transit & Parking is proposing a change to the approved parking plan. For on-street parking permits, it is recommended that Pennsylvania Avenue also be included in the “No Permit Parking Zone” along with 8<sup>th</sup> Street. After having conversations with a few business owners, a high importance on customer parking was voiced. With noticing how important Pennsylvania Ave is to connecting the downtown with businesses and events, it is recommended to leave these two blocks (700 and 800 Penn Ave) as metered parking only with no permit parking allowed. This will satisfy area businesses as well as maintain revenue in the form of hourly parking in this area.

**ACTION REQUESTED:**

Motion to approve the recommended change to the Parking Implementation Plan.

**ATTACHMENTS:**

- I. No attachment;



Project:  
**CITY GREEN**  
 BROOKLYN, NY 11201

Design by:  
**Tree Birds Workshop**  
 100 E. 12th St.  
 New York, NY 10003  
 Tel: +1 212 777 1111  
 Fax: +1 212 777 1111  
 www.treebirds.com

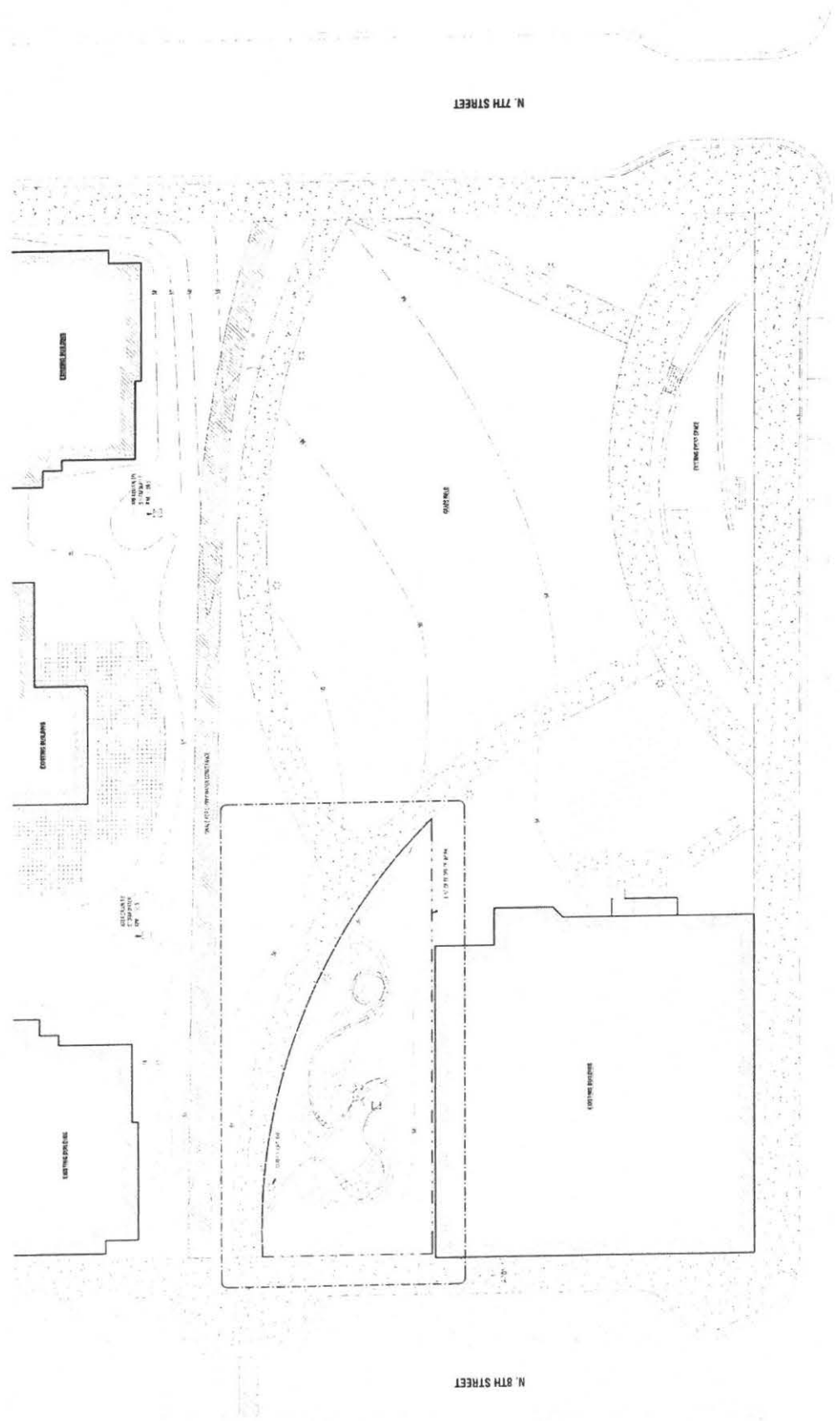
City of NYC  
 Department of City Planning  
 115 W. 4th St.  
 New York, NY 10001  
 Tel: +1 212 312 3200  
 Fax: +1 212 312 3200  
 www.cityplanning.org

**PRELIMINARY DESIGN**

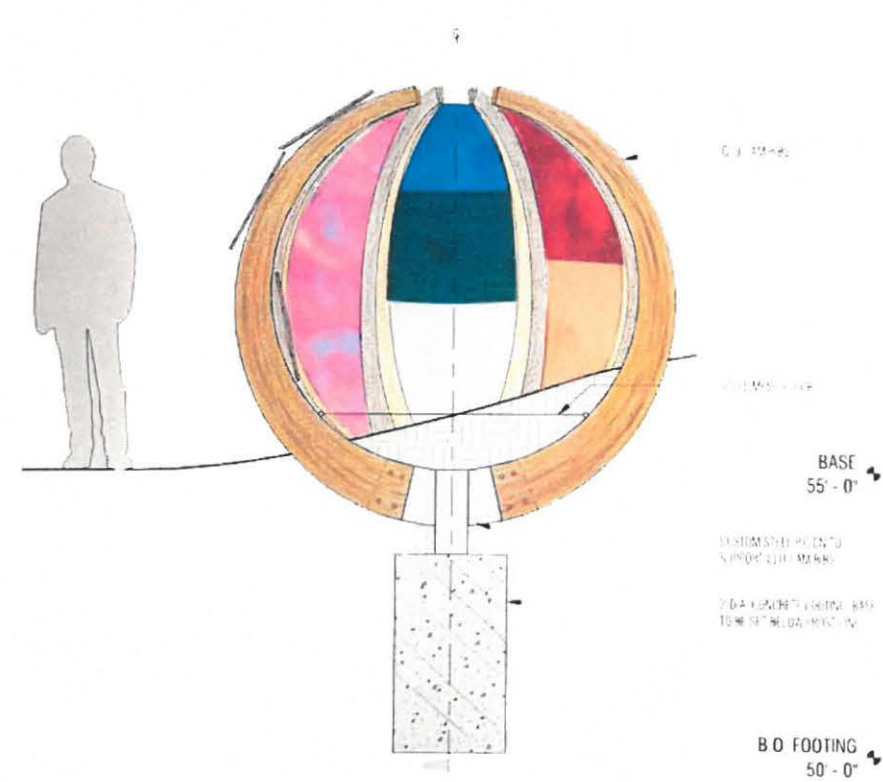
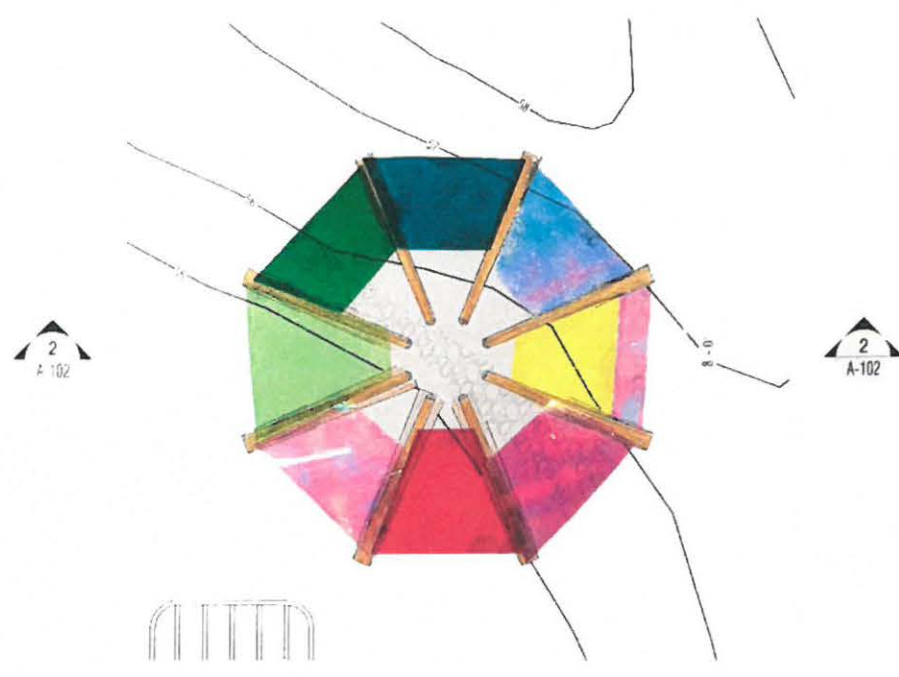
Date: 05.03.2015

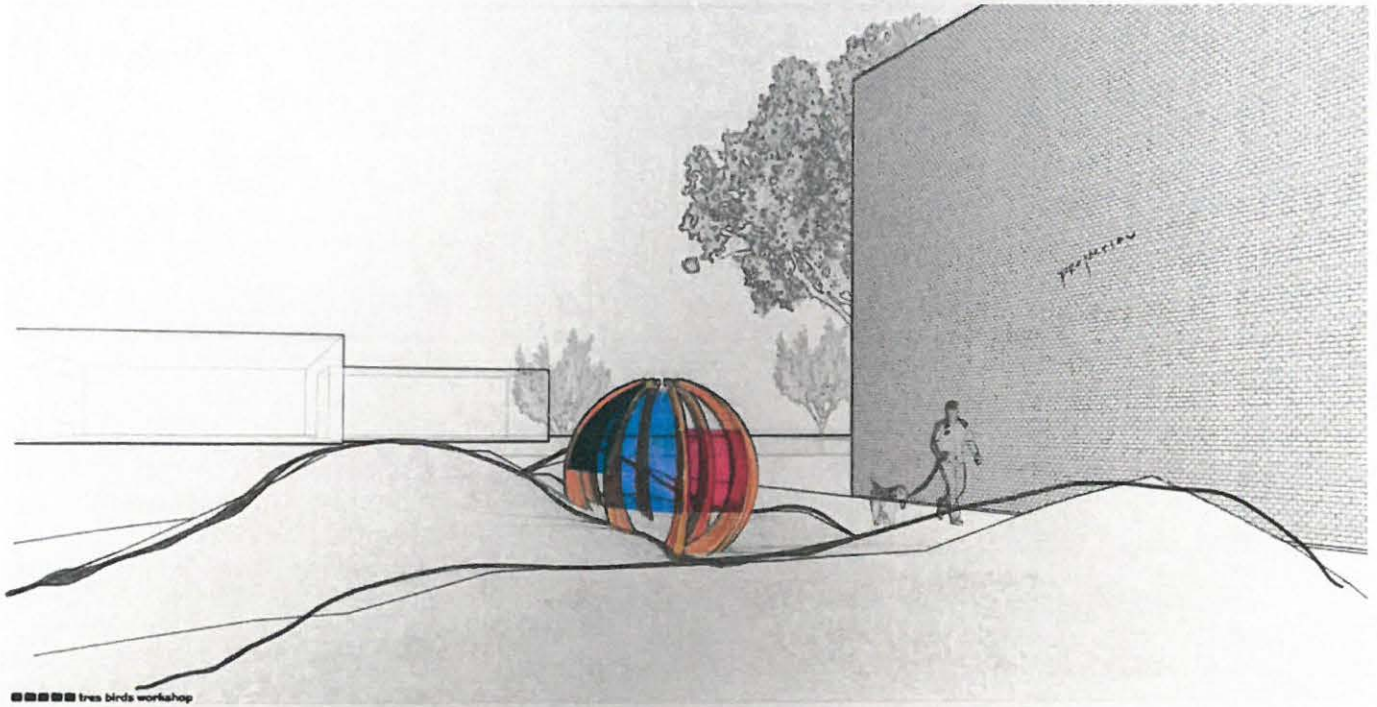
**SITE PLAN**

**A-100**

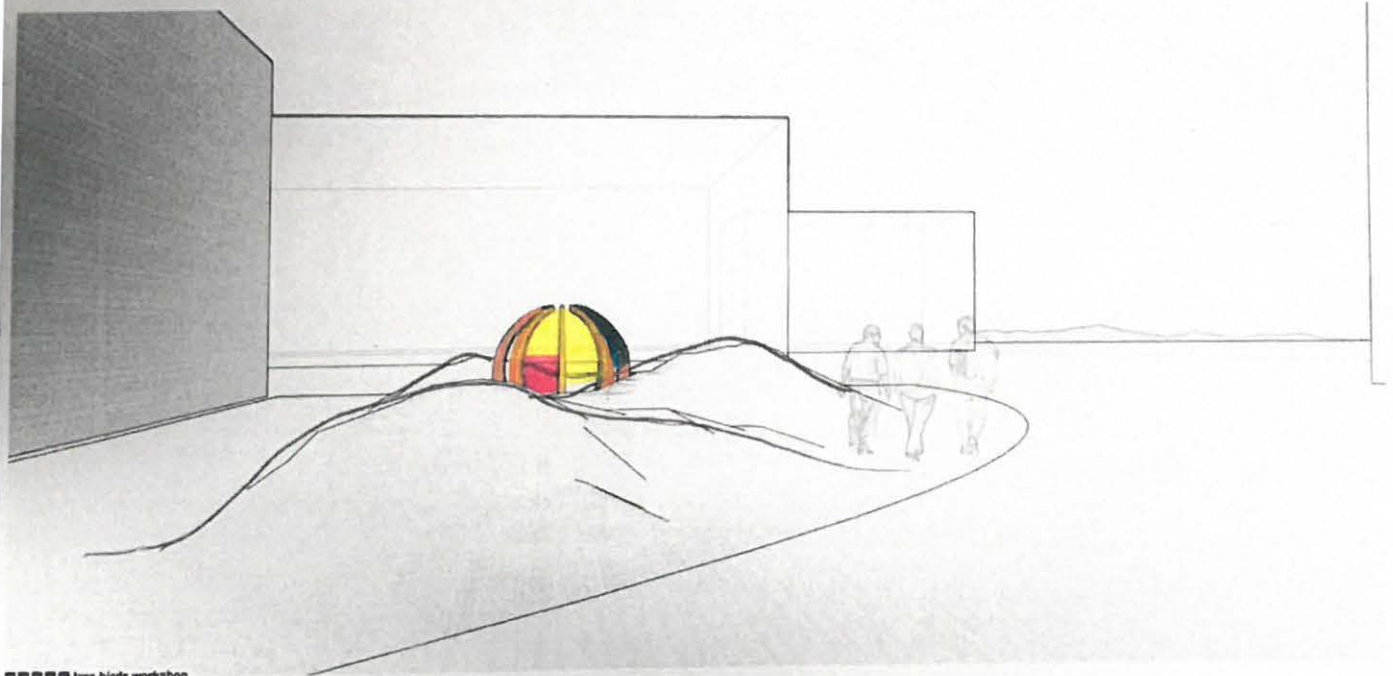


**1** ARCHITECTURAL SITE PLAN  
 SCALE: 1/8" = 1'-0"





■■■■■ tres birds workshop



■■■■■ tres birds workshop

**CITY OF SHEBOYGAN**

**REQUEST FOR TRANSIT COMMISSION CONSIDERATION**

---

**ITEM DESCRIPTION: 3.10** Discussion and possible action on request to utilize City Green property for a public art project through the John Michael Kohler Arts Center.

---

**REPORT PREPARED BY:** Chad Pelishek, Director of Planning and Development

---

**REPORT DATE:** May 17, 2018

**MEETING DATE:** May 22, 2018

---

**FISCAL SUMMARY:**

**STATUTORY REFERENCE:**

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

---

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

**BACKGROUND / ANALYSIS:**

City Green was developed as part of the Encore Apartment development to serve as space for arts and cultural events in the downtown. The Parking Utility has agreed to maintain City Green as part of their downtown activities. City planning staff has been working with the John Michael Kohler Arts Center to construct a public art project in this space. The goal of the project is to energize the City Green space at other times that there is no programming happening in the space. The design of the community arts project will serve as a connection of the Arts Center with their new Arts Preserve project on Indiana Avenue. The addition of this public art project is another step in the Downtown’s creative placemaking initiative and the Downtown Master Plan.

**STAFF COMMENTS:**

The proposed art project consists of building three berms and a walking trail along with a lighted feature that will interact with sunlight and project different colors around the plaza. The Arts Center designer on the project is the same designer of the art preserve. The City has agreed to provide funding for materials to this project from the CDBG program.

**ACTION REQUESTED:**

Motion to approve the proposed art project in collaboration with the City of Sheboygan and the John Michael Kohler Arts Center.

**ATTACHMENTS:**

- I. Artist rendering of the proposed project.

**CITY OF SHEBOYGAN**

**REQUEST FOR TRANSIT COMMISSION CONSIDERATION**

---

**ITEM DESCRIPTION:** 3.11 Director's Report

---

**REPORT PREPARED BY:** Derek Muench, Director of Transit & Parking

---

**REPORT DATE:** 5/15/18

**MEETING DATE:** 5/22/18

---

**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 Director of Transit & Parking presents to the Transit Commission a report of operations for the first quarter of 2018.

**STAFF COMMENTS:**

The Director of Transit & Parking presents the following items as advisory and information only:

- 1) Website Changes – Shoreline Metro created a new “Contact Us” page on the website which enables customers to reach Shoreline Metro through a direct message. Customers may provide an email address so a representative may respond to the message. This is just another way customers can reach Shoreline Metro with questions, comments and concerns. Shoreline Metro is also currently working on the GPS mapping technology to be embedded into the website. This option is expected to be live hopefully by this summer.
  
- 2) Shoreline Metro is on Indeed.com – The Director created an Indeed profile in April for recruitment of bus drivers. The Indeed application was installed on the Shoreline Metro website on the employment page. The application cleans up the employment page and allows potential candidates to apply online directly through Indeed. To date, Shoreline Metro has received over 25 applications and has hired one driver through Indeed with several other applicants interviewed or soon to be interviewed. Shoreline Metro continues to hire drivers for both services.
  
- 3) 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. Parking Utility workers have also been working on some projects for Sheboygan Squared including installing new signage downtown.

- 4) Trolley Route & Service – Shoreline Metro will again be operating Route 40 (The Square), the trolley route through downtown, South Pier, Riverfront and the Marina. The route starts on May 29<sup>th</sup> with service through September 1<sup>st</sup>. Service will once again be provided on July 4<sup>th</sup> from 11:00 a.m. until 8:00 p.m. (unless any objection from the Transit Commission). Shoreline Metro has installed special Trolley Bus Stop signs in several locations for this season.
  
- 5) City Strategic Plan Update – Here’s an update on the transit and parking elements of the City’s Strategic Plan for 2018-2022:
  - a. Quality of Life
    - i. 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.
    - ii. Critical Measures – Ridership has increases 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.
  - b. Infrastructure and Public Facilities
    - i. 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.
    - ii. Action Items –The Parking Utility will be working on redevelopment of the alley between N 8<sup>th</sup> Street and Lot 7 by Freak Toyz in conjunction with Sheboygan Squared and City Planning in 2018.
  - c. Economic Development
    - i. 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.
    - ii. Action Items – The Square (Route 40) route will commence on May 29<sup>th</sup> 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<sup>th</sup> of July, 11:00 a.m. to 8:00 p.m.

- d. Governing and Fiscal Management
  - i. 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.
- e. Communication
  - i. Action Items – Shoreline Metro has grown its Facebook to 890 “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”.

**ACTION REQUESTED:**

Motion to accept the Director’s Report provided by the Director of Transit & Parking and place on file.

**ATTACHMENTS:**

- I. Parking Utility Annual Report (2017);

# THE PARKING UTILITY AT YOUR SERVICE

*The Sheboygan Parking Utility is a municipal department dedicated to providing convenient and affordable parking options for the citizens and guests of Sheboygan's beautiful downtown, Riverfront and South Pier districts.*



The Parking Utility assisted with the refurbishing of the two downtown "wayfinding" signs on North Ninth Street including illuminating them with LED fixtures. The signs will promote parking and include information on Sheboygan Squared and the City Green.

## **DID YOU KNOW?**

*The revenue from parking tickets issued for parking meter violations and parking stall violations (parking in a reserved stall) is retained by the Police Department. Only revenue from meters and reserved parking stall rentals are retained by the Parking Utility. This revenue offsets the parking assessment in each district and keeps parking affordable for all. In addition, the revenue is used to help beautify the parking areas and create a more memorable and beautiful experience for citizens and guests.*



**DOWNTOWN  
SOUTH PIER  
RIVERFRONT**

The Parking Utility is responsible for the maintenance, upkeep, and appearance of the public parking lots in downtown, Riverfront and South Pier. The Parking Utility provides maintenance at the Industrial Park and Heritage Square on South 12<sup>th</sup> Street as well.

In 2017, the Parking Utility continued weed control and upkeep on the downtown sidewalks and tree wells between Michigan Avenue and Indiana Avenue, Seventh to Ninth Streets consisting of over 30 blocks!

In total, the Parking Utility maintains 13 public parking lots in the downtown, three large lots on South Pier, four large lots in Riverfront and two lots in Heritage Square.

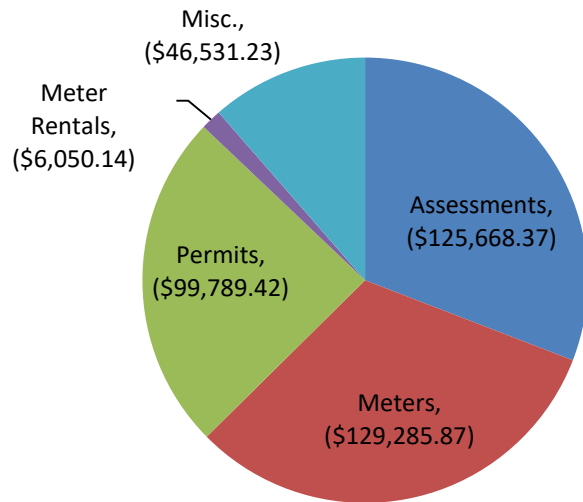
The Parking Utility is also responsible for renting stalls in all of the reserved lots and collecting revenue from over 850 meters in the downtown area amounting to over \$240,000 in annual revenue.



New planters purchased in 2017 brought more color and robust flowers to the downtown Thanks to Otter Creek.

# AT A GLANCE

## 2017 Revenues by Source



## 2017 Expenses by District

Industrial Park	\$7,085.84
Harbor Centre	\$2,929.46
PAD 1 - Downtown	\$135,546.55
PAD 2 - Riverfront	\$48,045.44
Parking Utility	\$220,184.74
PAD 4 - Heritage Square	\$8,538.82
South Pier	\$20,121.37

## 2017 Benchmarks

PARKING UTILITY BENCHMARKS	2017 Q1		2017 Q2		2017 Q3		2017 Q4		ANNUAL TOTAL	
	Revenue	Permits	Revenue	Permits	Revenue	Permits	Revenue	Permits	Revenue	Permits
Lot 2	\$413.50	30	\$113.74	27	\$334.38	27	\$2,144.07	27	\$3,005.69	111
Lot 3	\$329.86	12	\$0.00	12	\$329.86	12	\$542.93	12	\$1,202.65	48
Lot 4	\$4,167.23	N/A	\$4,787.35	N/A	\$5,114.48	N/A	\$4,177.30	N/A	\$18,246.36	N/A
Lot 5	\$10,584.60	108	\$247.38	108	\$164.92	106	\$10,967.84	105	\$21,964.74	427
Lot 6	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0
Lot 7	\$2,092.55	84	\$705.99	82	\$1,236.89	80	\$2,039.33	81	\$6,074.76	327
Lot 8	\$4,470.73	71	\$907.06	71	\$1,320.34	71	\$5,002.26	72	\$11,700.39	285
Lot 9	\$4,180.19	108	\$2,984.68	109	\$3,646.96	108	\$5,129.73	111	\$15,941.56	436
Lot 10	\$824.64	31	\$0.00	30	\$1,649.28	30	\$824.64	30	\$3,298.56	121
Lot 11	\$1,269.89	37	\$1,090.23	38	\$1,142.13	43	\$1,607.52	45	\$5,109.77	163
Lot 13	\$6,288.81	173	\$4,323.04	182	\$6,505.18	191	\$9,447.22	189	\$26,564.25	735
Lot 14	\$4,308.57	234	\$0.00	234	\$5,034.86	234	\$5,190.71	234	\$14,534.14	936
Lot 17	\$1,900.99	57	\$82.46	53	\$1,163.97	55	\$1,705.43	57	\$4,852.85	222
On-Street Meters	\$17,670.72	N/A	\$23,824.50	N/A	\$26,077.07	N/A	\$22,042.39	N/A	\$89,614.68	N/A
On-Street Permits	\$10,339.92	241	\$2,289.60	242	\$2,845.28	240	\$10,982.16	249	\$26,456.96	972

## THE PARKING UTILITY STAFF

The Parking Utility is supervised by the Director of Transit and Parking. There is one full-time Lead Worker, one full-time Maintenance Worker and five seasonal staff.

**Director of Parking & Transit:** Derek Muench  
**Lead Worker I:** Phillip Sneller  
**Maintenance Worker I:** Patrick Moehring

## The Year's Notable Accomplishments

- Purchased new flower planters for the downtown corners on Eighth Street as part of the continued beautification effort of the downtown area.
- Installed new garbage receptacles in the downtown area.
- Conducted a Parking Study of the parking districts through Carl Walker, Inc. The study was presented at the annual Sheboygan Squared Meeting in late October, 2017.
- Created an award-winning meter collecting device called "Charlie" to assist parking personnel in meter money collection.

## 2018 Notable Goals

- Implement new parking initiatives designed to make parking easier to use and create flexibility for the customer.
- Improvements at two Eighth Street midblock alleys (in conjunction with other organizations).
- Continue beautification efforts within the district to attract customers and tourists.
- Increase revenues to continue to offset expenses in particular to the Parking Assessment Districts (PADs).
- Continue to monitor the performance of Action Items of the City's Strategic Plan and work to accomplish these items as they relate to the plan.