

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

**CITY OF SHEBOYGAN**

**REQUEST FOR TRANSIT COMMISSION CONSIDERATION**

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**ITEM DESCRIPTION:** 2.1 Transit & Parking Monthly Reports

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

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**REPORT DATE:** 10/13/17

**MEETING DATE:** 10/23/17

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**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

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**BACKGROUND / ANALYSIS:**

The monthly reports for the third quarter of 2017 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 third quarter report:

- Shoreline Metro ridership was down 4.3% for the quarter with revenue up by 18%.
  - We have seen an increase in student ridership especially in the afternoons. However, ridership associated with Kohler Hospitality may be down compared to last year (which would contribute the 4% decline). We are still recovering from the route changes from 2016. Revenue trips were 14.50/hour. Third quarter revenue trips are 12.79/hour.
  
- Metro Connection ridership was down around 2% for the quarter and revenue was up 3.4%.
  - Ridership has decreased this quarter (typically linked with nicer summer weather). Trips per hour were 2.78 (2016 was 2.91/hour). Revenue hours were slightly down for the quarter over quarterly average in 2016.
  - Metro Connection invested many hours in training new operators during this quarter which has led to decrease in productivity.
  
- Parking Utility revenue was down slightly in the third quarter over the same period in 2016. There are no concerns on revenue at this time.

- Revenue is still slightly down due to no collection of hourly parking fees in Lot 14 (some revenue generated through monthly permits). On-street permits continued to perform very well. Meters were down likely due to the On-Street permits.

**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 THE PARKING UTILITY - 2016 to 2017**

	JANUARY				FEBRUARY				MARCH				APRIL				MAY				JUNE			
REVENUES	2017	2016	Difference	% Change	2017	2016	Difference	% Change	2017	2016	Difference	% Change	2017	2016	Difference	% Change	2017	2016	Difference	% Change	2017	2016	Difference	% Change
Meters	\$7,117	\$9,226	(2,108.60)	-22.9%	\$8,279	\$7,872	407.00	5.2%	\$7,298	\$8,517	(1,219.00)	-14.3%	\$7,500	\$8,728	(1,228.13)	-14.1%	\$11,980	\$7,783	4,197.00	53.9%	\$8,430	\$6,905	1,524.82	22.1%
Stall Rentals	\$30,820	\$27,380	3,440.00	12.6%	\$596	\$2,292	(1,696.05)	-74.0%	\$14,732	\$9,273	5,459.06	58.9%	\$1,683	\$3,491	(1,808.00)	-51.8%	\$284	\$15,132	(14,848.00)	-98.1%	\$9,613	\$13,255	(3,642.00)	-27.5%
<b>MONTH TOTALS</b>	<b>\$37,937</b>	<b>\$36,606</b>	<b>1,331.40</b>	<b>3.6%</b>	<b>\$8,875</b>	<b>\$10,164</b>	<b>(1,289.05)</b>	<b>-12.7%</b>	<b>\$22,030</b>	<b>\$17,790</b>	<b>4,240.06</b>	<b>23.8%</b>	<b>\$9,183</b>	<b>\$12,219</b>	<b>(3,036.13)</b>	<b>-24.8%</b>	<b>\$12,264</b>	<b>\$22,915</b>	<b>(10,651.00)</b>	<b>-46.5%</b>	<b>\$18,043</b>	<b>\$20,160</b>	<b>(2,117.18)</b>	<b>-10.5%</b>
	JULY				AUGUST				SEPTEMBER				OCTOBER				NOVEMBER				DECEMBER			
REVENUES	2017	2016	Difference	% Change	2017	2016	Difference	% Change	2017	2016	Difference	% Change	2017	2016	Difference	% Change	2017	2016	Difference	% Change	2017	2016	Difference	% Change
Meters	\$12,676	\$9,883	2,793.00	28.3%	\$10,436	\$15,074	(4,638.00)	-30.8%	\$9,162	\$8,221	941.00	11.4%		\$8,301	(8,301.00)	-100.0%		\$7,499	(7,499.00)	-100.0%		\$10,913	(10,913.00)	-100.0%
Stall Rentals	\$5,135	\$8,594	(3,458.92)	-40.2%	\$926	\$800	125.75	15.7%	\$18,231	\$18,482	(250.80)	-1.4%		\$4,592	(4,592.00)	-100.0%		\$1,702	(1,702.00)	-100.0%		\$22,138	(22,138.00)	-100.0%
<b>MONTH TOTALS</b>	<b>\$17,811</b>	<b>\$18,477</b>	<b>(665.92)</b>	<b>-3.6%</b>	<b>\$11,362</b>	<b>\$15,874</b>	<b>(4,512.25)</b>	<b>-28.4%</b>	<b>\$27,393</b>	<b>\$26,703</b>	<b>690.20</b>	<b>2.6%</b>	<b>\$0</b>	<b>\$12,893</b>	<b>(12,893.00)</b>	<b>-100.0%</b>	<b>\$0</b>	<b>\$9,201</b>	<b>(9,201.00)</b>	<b>-100.0%</b>	<b>\$0</b>	<b>\$33,051</b>	<b>(33,051.00)</b>	<b>-100.0%</b>
REVENUE COMPARISON BY YEAR					REVENUE COMPARISON BY QUARTER																			
ANNUAL TOTALS	2016	2017 YTD	Difference	% Change	FIRST QUARTER		SECOND QUARTER		THIRD QUARTER		FOURTH QUARTER													
					2016	2017	2016	2017	2016	2017	2016	2017												
<b>Meters</b>	\$108,922	\$82,878	(26,043.91)	-23.9%	\$25,615	\$22,694	\$23,416	\$27,910	\$33,178	\$32,274	\$26,713	\$0												
<b>Stall Rentals</b>	\$127,131	\$82,020	(45,110.96)	-35.5%	\$38,945	\$46,148	\$31,878	\$11,580	\$27,876	\$24,292	\$28,432	\$0												
<b>TOTAL REVENUE</b>	<b>\$236,053</b>	<b>\$164,898</b>	<b>(71,154.87)</b>	<b>-30.1%</b>	<b>\$64,560</b>	<b>\$68,842</b>	<b>\$55,294</b>	<b>\$39,490</b>	<b>\$61,054</b>	<b>\$56,566</b>	<b>\$55,145</b>	<b>\$0</b>												

Prepared by Shoreline Metro for the Transit Commission.

**OPERATING STATISTICS FOR SHORELINE METRO & METRO CONNECTION - 2016 to 2017**

	JANUARY				FEBRUARY				MARCH				APRIL				MAY				JUNE			
REVENUES	2017	2016	Difference	% Change	2017	2016	Difference	% Change	2017	2016	Difference	% Change	2017	2016	Difference	% Change	2017	2016	Difference	% Change	2017	2016	Difference	% Change
Metro Connection	\$23,690	\$21,337	\$2,353	11.0%	\$23,583	\$21,573	\$2,010	9.3%	\$26,666	\$22,143	\$4,523	20.4%	\$22,240	\$22,495	(\$255)	-1.1%	\$24,262	\$22,711	\$1,551	6.8%	\$23,207	\$21,975	\$1,232	5.6%
Shoreline Metro	\$43,032	\$36,101	\$6,931	19.2%	\$34,603	\$35,518	(\$915)	-2.6%	\$41,507	\$44,216	(\$2,709)	-6.1%	\$37,840	\$29,193	\$8,647	29.6%	\$33,008	\$31,288	\$1,720	5.5%	\$34,932	\$34,642	\$290	0.8%
<b>MONTH TOTALS</b>	<b>\$66,722</b>	<b>\$57,438</b>	<b>\$9,284</b>	<b>16.2%</b>	<b>\$58,186</b>	<b>\$57,091</b>	<b>\$1,095</b>	<b>1.9%</b>	<b>\$68,173</b>	<b>\$66,359</b>	<b>\$1,814</b>	<b>2.7%</b>	<b>\$60,080</b>	<b>\$51,688</b>	<b>\$8,392</b>	<b>16.2%</b>	<b>\$57,270</b>	<b>\$53,999</b>	<b>\$3,271</b>	<b>6.1%</b>	<b>\$58,139</b>	<b>\$56,617</b>	<b>\$1,522</b>	<b>2.7%</b>
<b>RIDERSHIP</b>	<b>2017</b>	<b>2016</b>	<b>Difference</b>	<b>% Change</b>	<b>2017</b>	<b>2016</b>	<b>Difference</b>	<b>% Change</b>	<b>2017</b>	<b>2016</b>	<b>Difference</b>	<b>% Change</b>	<b>2017</b>	<b>2016</b>	<b>Difference</b>	<b>% Change</b>	<b>2017</b>	<b>2016</b>	<b>Difference</b>	<b>% Change</b>	<b>2017</b>	<b>2016</b>	<b>Difference</b>	<b>% Change</b>
Metro Connection	2,935	2,641	294	11.1%	3,000	2,757	243	8.8%	3,461	2,900	561	19.3%	2,925	2,943	(18)	-0.6%	3,227	2,847	380	13.3%	3,003	2,850	153	5.4%
Trips/Revenue Hour	2.77	2.95	(0.18)	-6.1%	2.99	3.12	(0.13)	-4.2%	2.98	3.07	(0.09)	-2.9%	3.00	3.19	(0.19)	-6.0%	3.02	2.84	0.18	6.3%	2.85	2.76	0.09	3.3%
Shoreline Metro	41,916	42,556	(640)	-1.5%	41,710	45,889	(4,179)	-9.1%	45,154	46,141	(987)	-2.1%	42,695	45,753	(3,058)	-6.7%	48,116	43,900	4,216	9.6%	41,729	42,613	(884)	-2.1%
Trips/Revenue Hour	13.66	12.97	0.69	5.3%	14.56	13.79	0.77	5.6%	13.54	12.93	0.61	4.7%	13.91	13.25	0.66	5.0%	14.77	13.19	1.58	12.0%	12.17	11.94	0.23	1.9%
<b>MONTH TOTALS</b>	<b>44,851</b>	<b>45,197</b>	<b>(346)</b>	<b>-0.8%</b>	<b>44,710</b>	<b>48,646</b>	<b>(3,936)</b>	<b>-8.1%</b>	<b>48,615</b>	<b>49,041</b>	<b>(426)</b>	<b>-0.9%</b>	<b>45,620</b>	<b>48,696</b>	<b>(3,076)</b>	<b>-6.3%</b>	<b>51,343</b>	<b>46,747</b>	<b>4,596</b>	<b>9.8%</b>	<b>44,732</b>	<b>45,463</b>	<b>(731)</b>	<b>-1.6%</b>
	JULY				AUGUST				SEPTEMBER				OCTOBER				NOVEMBER				DECEMBER			
REVENUES	2017	2016	Difference	% Change	2017	2016	Difference	% Change	2017	2016	Difference	% Change	2017	2016	Difference	% Change	2017	2016	Difference	% Change	2017	2016	Difference	% Change
Metro Connection	\$20,900	\$20,150	\$750	3.7%	\$24,651	\$23,276	\$1,375	5.9%	\$23,119	\$23,058	\$61	0.3%		\$23,810	(\$23,810)	-100.0%		\$24,848	(\$24,848)	-100.0%		\$22,136	(\$22,136)	-100.0%
Shoreline Metro	\$40,328	\$25,424	\$14,904	58.6%	\$35,848	\$33,734	\$2,114	6.3%	\$30,781	\$34,872	(\$4,091)	-11.7%		\$41,161	(\$41,161)	-100.0%		\$33,931	(\$33,931)	-100.0%		\$32,895	(\$32,895)	-100.0%
<b>MONTH TOTALS</b>	<b>\$61,228</b>	<b>\$45,574</b>	<b>\$15,654</b>	<b>34.3%</b>	<b>\$60,499</b>	<b>\$57,010</b>	<b>\$3,489</b>	<b>6.1%</b>	<b>\$53,900</b>	<b>\$57,930</b>	<b>(\$4,030)</b>	<b>-7.0%</b>	<b>\$0</b>	<b>\$64,971</b>	<b>(\$64,971)</b>	<b>-100.0%</b>	<b>\$0</b>	<b>\$58,779</b>	<b>(\$58,779)</b>	<b>-100.0%</b>	<b>\$0</b>	<b>\$55,031</b>	<b>(\$55,031)</b>	<b>-100.0%</b>
<b>RIDERSHIP</b>	<b>2017</b>	<b>2016</b>	<b>Difference</b>	<b>% Change</b>	<b>2017</b>	<b>2016</b>	<b>Difference</b>	<b>% Change</b>	<b>2017</b>	<b>2016</b>	<b>Difference</b>	<b>% Change</b>	<b>2017</b>	<b>2016</b>	<b>Difference</b>	<b>% Change</b>	<b>2017</b>	<b>2016</b>	<b>Difference</b>	<b>% Change</b>	<b>2017</b>	<b>2016</b>	<b>Difference</b>	<b>% Change</b>
Metro Connection	2,696	2,606	90	3.5%	3,047	2,915	132	4.5%	2,792	3,020	(228)	-7.5%		3,045	(3,045)	-100.0%		3,053	(3,053)	-100.0%		2,740	(2,740)	-100.0%
Trips/Revenue Hour	2.80	2.68	0.12	4.5%	2.75	2.69	0.06	2.2%	2.80	2.90	(0.10)	-3.4%		2.91	(2.91)	-100.0%		3.07	(3.07)	-100.0%		2.77	(2.77)	-100.0%
Shoreline Metro	36,496	39,203	(2,707)	-6.9%	41,411	41,668	(257)	-0.6%	45,144	47,780	(2,636)	-5.5%		46,038	(46,038)	-100.0%		44,912	(44,912)	-100.0%		41,322	(41,322)	-100.0%
Trips/Revenue Hour	11.22	13.26	(2.04)	-15.4%	12.57	12.27	0.30	2.4%	14.50	15.50	(1.00)	-6.5%		14.80	(14.80)	-100.0%		14.70	(14.70)	-100.0%		13.95	(13.95)	-100.0%
<b>MONTH TOTALS</b>	<b>39,192</b>	<b>41,809</b>	<b>(2,617)</b>	<b>-6.3%</b>	<b>44,458</b>	<b>44,583</b>	<b>(125)</b>	<b>-0.3%</b>	<b>47,936</b>	<b>50,800</b>	<b>(2,864)</b>	<b>-5.6%</b>	<b>0</b>	<b>49,083</b>	<b>(49,083)</b>	<b>-100.0%</b>	<b>0</b>	<b>47,965</b>	<b>(47,965)</b>	<b>-100.0%</b>	<b>0</b>	<b>44,062</b>	<b>(44,062)</b>	<b>-100.0%</b>
REVENUE COMPARISON BY YEAR					RIDERSHIP COMPARISON BY YEAR					TRIPS/REV HOUR		REVENUE HOURS		REVENUE MILES										
ANNUAL TOTALS	2016		2017 YTD		Difference		% Change		ANNUAL TOTALS	2016		2017 YTD		Difference		% Change		2016	2017 YTD	2016	2017 YTD	2016	2017 YTD	
Metro Connection	\$269,512		\$212,318		(\$57,194)		-21%		Metro Connection	34,317		27,086		-7,231		-21%		2.91	2.94	11,807	6,321	151,655	78,403	
Shoreline Metro	\$412,975		\$331,879		(\$81,096)		-20%		Shoreline Metro	527,775		384,371		-143,404		-27%		13.55	13.77	39,094	19,023	577,826	276,620	

\$73,939    \$65,053  
                   \$8,886  
 0.1365963



Prepared by Shoreline Metro for the Transit Commission.

PARKING UTILITY BENCHMARKS	JANUARY		FEBRUARY		MARCH		API
	Revenue	Permits	Revenue	Permits	Revenue	Permits	Revenue
Lot 2	\$165.72	12	\$0.00	9	\$247.78	9	\$0.00
Lot 3	\$0.00	4	\$0.00	4	\$329.86	4	\$0.00
Lot 3 METERS	\$0.00		\$0.00		\$0.00		\$0.00
Lot 4 METERS	\$1,285.51		\$1,638.89		\$1,242.83		\$1,544.52
Lot 5	\$10,245.27	36	\$0.00	36	\$339.33	36	\$82.46
Lot 6	\$0.00		\$0.00		\$0.00		\$0.00
Lot 7	\$1,077.15	28	\$0.00	28	\$742.16	28	\$82.86
Lot 7 METERS	\$73.25		\$82.66		\$117.33		\$116.88
Lot 8	\$3,728.59	23	\$0.00	24	\$742.14	24	\$82.46
Lot 9	\$410.10	36	\$109.96	36	\$3,076.77	36	\$82.46
Lot 9 METERS	\$133.35		\$203.19		\$246.82		\$288.85
Lot 10	\$0.00	10	\$0.00	11	\$824.64	10	\$0.00
Lot 11	\$443.30	13	\$277.57	12	\$549.02	12	\$524.56
Lot 13	\$2,071.43	58	\$0.00	58	\$4,217.38	57	\$577.25
Lot 14	\$4,308.57	78	\$0.00	78	\$0.00	78	\$0.00
Lot 14 METERS	\$0.00		\$0.00		\$0.00		\$0.00
Lot 17	\$911.43	19	\$0.00	19	\$989.56	19	\$0.00
On-Street Meters	\$5,625.29	N/A	\$6,354.23	N/A	\$5,691.20	N/A	\$7,499.87
On-Street Permits	\$7,458.08	78	\$208.42	81	\$2,673.42	82	\$250.54

**2016 ANNUAL BENCHMARKS**

RIL	MAY		JUNE		JULY		AUGUST	
	Permits	Revenue	Permits	Revenue	Permits	Revenue	Permits	Revenue
9	\$0.00	9	\$113.74	9	\$0.00	9	\$82.46	9
4	\$0.00	4	\$0.00	4	\$0.00	4	\$0.00	4
	\$0.00		\$0.00		\$0.00		\$0.00	
	\$2,112.99		\$1,129.84		\$2,242.63		\$1,541.58	
36	\$0.00	36	\$164.92	36	\$0.00	36	\$0.00	35
	\$0.00		\$0.00		\$0.00		\$0.00	
28	\$0.00	27	\$247.38	27	\$549.76	27	\$0.00	26
	\$101.12		\$157.75		\$131.47		\$138.29	
24	\$0.00	24	\$824.60	23	\$412.71	23	\$0.00	24
36	\$0.00	35	\$2,144.04	38	\$577.24	36	\$487.52	36
	\$184.68		\$284.65		\$181.54		\$234.33	
10	\$0.00	10	\$0.00	10	\$824.64	10	\$0.00	10
12	\$46.45	13	\$519.22	13	\$192.41	13	\$264.07	15
57	\$111.85	61	\$3,633.94	64	\$1,639.81	64	\$0.00	64
78	\$0.00	78	\$0.00	78	\$0.00	78	\$0.00	78
	\$0.00		\$0.00		\$0.00		\$0.00	
19	\$0.00	17	\$82.46	17	\$82.46	17	\$0.00	19
N/A	\$9,580.79	N/A	\$6,743.84	N/A	\$10,120.11	N/A	\$8,521.42	N/A
82	\$125.42	80	\$1,913.64	80	\$856.05	80	\$91.70	79

SEPTEMBER		OCTOBER		NOVEMBER		DECEMBER	
Revenue	Permits	Revenue	Permits	Revenue	Permits	Revenue	Permits
\$251.92							
\$329.86							
\$0.00							
\$1,330.27							
\$164.92							
\$0.00							
\$247.39							
\$169.98							
\$907.63							
\$1,939.92							
\$226.41							
\$824.64							
\$685.65							
\$4,865.37							
\$5,034.86							
\$0.00							
\$1,081.51							
\$7,435.54	N/A		N/A		N/A		N/A
\$1,897.53							

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

Through 6/30/2017

<b>TRANSIT</b>	<b>2015 Actual</b>	<b>2016 YTD</b>	<b>2016 Actual</b>	<b>2017 YTD</b>	<b>2017 Goals</b>	<b>2017 Q1</b>	<b>2017 Q2</b>	<b>2017 Q3</b>	<b>2017 Q4</b>
<b>REVENUES</b>									
Metro Connection	\$272,385	\$65,053	\$269,512	\$212,318	\$300,000	\$73,939	\$69,709	\$68,670	\$0
Shoreline Metro	<u>\$434,250</u>	<u>\$145,028</u>	<u>\$412,975</u>	<u>\$331,879</u>	<u>\$450,000</u>	<u>\$119,142</u>	<u>\$105,780</u>	<u>\$106,957</u>	<u>\$0</u>
Totals	\$706,635	\$210,081	\$682,487	\$544,197	\$750,000	\$193,081	\$175,489	\$175,627	\$0
<b>TRANSIT RIDERSHIP &amp; BENCHMARKS</b>									
Metro Connection	37,062	25,479	34,317	27,086	35,000	9,396	9,155	8,535	0
Trip/Revenue Hour	2.08	2.91	2.91	2.94	3.00	2.91	2.96	2.78	0.00
Shoreline Metro	538,802	395,503	384,371	384,371	445,000	128,780	132,540	123,051	0
Trip/Revenue Hour	<u>12.91</u>	<u>13.23</u>	<u>13.55</u>	<u>13.77</u>	<u>13.00</u>	<u>13.92</u>	<u>13.62</u>	<u>12.76</u>	<u>0.00</u>
Totals	575,864	420,982	418,688	411,457	480,000	138,176	141,695	131,586	0
<b>PARKING UTILITY</b>									
<b>REVENUES</b>									
Meters	\$110,599	\$25,615	\$108,922	\$82,878	\$127,950	\$22,694	\$27,910	\$32,274	\$0
Stall Rentals	<u>\$125,504</u>	<u>\$38,945</u>	<u>\$127,131</u>	<u>\$82,020</u>	<u>\$122,200</u>	<u>\$46,148</u>	<u>\$11,580</u>	<u>\$24,292</u>	<u>\$0</u>
Totals	\$236,103	\$64,560	\$236,053	\$164,898	\$250,150	\$68,842	\$39,490	\$56,566	\$0

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	18	0	0	\$861.62	75
Lot 3	\$329.86	12	0.00	12	329.86	8	0	0	\$659.72	32
Lot 4	\$4,167.23	N/A	4,787.35	N/A	5114.48	N/A	0	N/A	\$14,069.06	N/A
Lot 5	\$10,584.60	108	247.38	108	164.92	71	0	0	\$10,996.90	287
Lot 6	\$0.00	0	0.00	0	0	0	0	0	\$0.00	0
Lot 7	\$2,092.55	84	705.99	82	1236.89	53	0	0	\$4,035.43	219
Lot 8	\$4,470.73	71	907.06	71	1320.34	47	0	0	\$6,698.13	189
Lot 9	\$4,180.19	108	2,984.68	109	3646.96	72	0	0	\$10,811.83	289
Lot 10	\$824.64	31	0.00	30	1649.28	20	0	0	\$2,473.92	81
Lot 11	\$1,269.89	37	1,090.23	38	1142.13	28	0	0	\$3,502.25	103
Lot 13	\$6,288.81	173	4,323.04	182	6505.18	128	0	0	\$17,117.03	483
Lot 14	\$4,308.57	234	0.00	234	5034.86	156	0	0	\$9,343.43	624
Lot 17	\$1,900.99	57	82.46	53	1163.97	36	0	0	\$3,147.42	146
On-Street Meters	\$17,670.72	N/A	23,824.50	N/A	26077.07	N/A	0	N/A	\$67,572.29	N/A
On-Street Permits	\$10,339.92	241	2,289.60	242	2845.28	159	0	0	15474.8	642

**CITY OF SHEBOYGAN**

**REQUEST FOR TRANSIT COMMISSION CONSIDERATION**

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**ITEM DESCRIPTION:** 2.2 Event Requests Process & Procedure

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

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**REPORT DATE:** 10/10/17

**MEETING DATE:** 10/23/17

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**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

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**BACKGROUND / ANALYSIS:**

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.

**STAFF COMMENTS:**

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. 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.

**ACTION REQUESTED:**

Motion to allow the Director of Transit & Parking to approve event requests based on the aforementioned criteria under staff comments.

**ATTACHMENTS:**

- I. None;

**CITY OF SHEBOYGAN**

**REQUEST FOR TRANSIT COMMISSION CONSIDERATION**

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**ITEM DESCRIPTION:** 2.3 Free Rides/Free Parking on Friday, November 24<sup>th</sup>, 2017

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

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**REPORT DATE:** 10/10/17

**MEETING DATE:** 10/23/17

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**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

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**BACKGROUND / ANALYSIS:**

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<sup>th</sup>, 2017.

**STAFF COMMENTS:**

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 would be an appropriate and excellent way to give back and promote Shoreline Metro. Estimated revenue lost is \$200-300 for the 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.

**ACTION REQUESTED:**

Motion to accept the Director’s recommendation of “Free Fares” and “Free Parking” on Friday, November 24<sup>th</sup>, 2017.

**ATTACHMENTS:**

- I. None;

**CITY OF SHEBOYGAN**

**REQUEST FOR TRANSIT COMMISSION CONSIDERATION**

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**ITEM DESCRIPTION:** 2.4 2018 Operating Assistance Grant & Resolution

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

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**REPORT DATE:** 10/10/17

**MEETING DATE:** 10/23/17

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**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

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**BACKGROUND / ANALYSIS:**

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<sup>th</sup>. As a matter of formality, Shoreline Metro requests approval to apply for these funds through the attached authorizing resolution.

**STAFF COMMENTS:**

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.

**ACTION REQUESTED:**

Motion to accept and adopt the resolution and send resolution to the Common Council for consideration, acceptance and adoption at the next meeting.

**ATTACHMENTS:**

- I. None – Resolution will be available at the meeting.

**SUE: PER CHUCK, REFER TO TRANSIT COMMISSION**

Res. No.     - 17 - 18    . By Alderperson Wolf. October 16, 2017.

A RESOLUTION authorizing the filing of an application with the United States of America Department of Transportation and authorizing the executing 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.

WHEREAS, the Secretary of Transportation is authorized to make grants for a mass transportation program of projects; and

WHEREAS, the contract for financial assistance will impose certain obligations upon the applicant, including the provision by it of the local share of the projects costs in the program; and

WHEREAS, it is required by the United States Department of Transportation in accordance with the provisions of Title VI of the Civil Rights Act of 1964 that in connection with the filing of an application for assistance under the Federal Transit Act of 1964, as amended, the applicant gives an assurance that it will comply with Title VI of the Civil Rights Act of 1964 and the United States Department of Transportation requirements thereunder; and

WHEREAS, it is the goal of the applicant that disadvantaged business enterprises be utilized to the fullest extent possible in connection with these projects, and definite procedures shall be established and administered to ensure that disadvantaged businesses shall have the opportunity to participate in construction contracts, supplies, equipment contracts, or consultants and other services.

NOW, THEREFORE, BE IT RESOLVED: That the Director of Parking and Transit is authorized to execute and file an application on behalf of the City of Sheboygan with the United States Department of Transportation to aid in financing of capital and operating assistance projects for calendar year 2018, pursuant to former Section 9 (USC 5307) of the Federal Transit Act of 1964, as amended.

BE IT FURTHER RESOLVED: That the Director of Parking and Transit of the City of Sheboygan is authorized to execute the contract pertaining to the City of Sheboygan's application for 2018 operating and capital assistance grants under former Section 9 (USC 5307) of the Federal Transit Act of 1964, as amended.

BE IT FURTHER RESOLVED: That the Director of Parking and Transit is authorized to execute and file with such applications all assurances or any other documents required by the United States Department of Transportation effectuating the purposes of Title VI of the Civil Rights Act of 1964 and other legally mandated requirements of the United States Department of Transportation.

BE IT FURTHER RESOLVED: That the Director of Parking and Transit is authorized to furnish such additional information as the United States Department of Transportation may require in connection with the application for the program of projects.

BE IT FURTHER RESOLVED: That the Director of Parking and Transit is authorized to execute grant agreements on behalf of the City of Sheboygan with the United States Department of Transportation for aid in the financing of the capital and operating assistance program of projects.

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I HEREBY CERTIFY that the foregoing Resolution was duly passed by the Common Council of the City of Sheboygan, Wisconsin, on the \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.

Dated \_\_\_\_\_ 20\_\_\_\_. \_\_\_\_\_, City Clerk

Approved \_\_\_\_\_ 20\_\_\_\_. \_\_\_\_\_, Mayor

**CITY OF SHEBOYGAN**

**REQUEST FOR TRANSIT COMMISSION CONSIDERATION**

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**ITEM DESCRIPTION:** 2.5 Director’s Report – Third Quarter Update

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

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**REPORT DATE:** 10/10/17

**MEETING DATE:** 10/23/17

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**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

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**BACKGROUND / ANALYSIS:**

The Director of Transit & Parking presents to the Transit Commission a report of operations for the third quarter of 2017.

**STAFF COMMENTS:**

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

- 1) 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 (\$7M) 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).
- 2) 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.
- 3) 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<sup>th</sup>, 2017.

- 4) 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.
- 5) 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.
- 6) 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.
- 7) 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.
- 8) 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.
- 9) 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.
- 10) City Strategic Plan Update – Here’s an update on the transit and parking elements of the City’s Strategic Plan for 2017-2021:
  - 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.

- ii. 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!
- 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. 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.
    - ii. Action Items – The Parking Utility in collaboration with Sheboygan Squared have completed the redevelopment of two alleys on N 8<sup>th</sup> Street by Subway and the Black Pig. The Parking Utility will be working on redevelopment of the alley between N 8<sup>th</sup> Street and Lot 7 by TJ’s Closet 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 30<sup>th</sup> 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<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 2017 and early 2018.
  - e. Communication
    - i. 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”.

**ACTION REQUESTED:**

Motion to file the Director’s Report.

**ATTACHMENTS:**

- I. No attachments.