

CITY OF SHEBOYGAN

REQUEST FOR TRANSIT COMMISSION CONSIDERATION

ITEM DESCRIPTION: 13. Director's Report

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

REPORT DATE: 8/8/22

MEETING DATE: 8/16/22

FISCAL SUMMARY:

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

STATUTORY REFERENCE:

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

BACKGROUND / ANALYSIS:

The Director of Transit & Parking presents to the Transit Commission a report of operations for the Transit and Parking Utilities.

STAFF COMMENTS:

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

- 1) **Staffing** – Shoreline Metro is currently at full-staffing (admin and maintenance). We have one driver in training with staff and we remain in need of several more drivers. Recruitment efforts continue (see samples).

Print Ad:

A recruitment advertisement for Shoreline Metro. On the left, the text 'BUS DRIVER' is written vertically in blue, next to a large red '\$23.71' with 'PER HOUR' written vertically in white on the right side of the number. To the right of the wage, the text 'DID WE GET YOUR ATTENTION?' is in large blue letters, followed by 'AN INCREDIBLE WAGE AND TEAM START HERE' in smaller red letters, and the website 'WWW.SHORELINEMETRO.COM' in blue. A blue circular logo with a stylized 'S' is in the top right, and a blue arrow points from the website text to the logo.

Bus Bumper Sticker

A bumper sticker design with the text 'A CORNER OFFICE WITH A GREAT VIEW.' in blue, followed by 'JOIN THE SHORELINE METRO TEAM!' in large white letters on a blue background. Below this, it says 'VISIT US AT WWW.SHORELINEMETRO.COM/CAREERS' in small blue letters. A blue circular logo with a stylized 'S' is in the bottom right corner.

- 2) **New Buses** –Shoreline Metro has received all 10 of the buses from Gillig and are in revenue service.
- 3) **HotSpot for Transit** – The app went live in early June with first month sales being \$1,032.85. July was \$2,297 and August to date is \$1,152. Customers have received the app quite well and drivers are liking it too. We will continue to promote going forward!
- 4) **8th Street Island** – This project is now complete. Otter Creek We are excited about this project and how it beautifies this area and makes the entrance into downtown welcoming and attractive.



- 5) **Metro Connection** – Metro Connection's logo was refreshed (slightly) allowing us to promote and create marketing materials that are much more professional and attractive. It was refreshed earlier this year with the launch of our new website;

unfortunately, the logo was created and could only be used horizontally. The slight refresh allows for use horizontally and vertically.



- 6) **Title VI** – Staff are working on the next Title VI plan for Shoreline Metro. This updated plan will now incorporate the City’s plan along with changes required to the plan. The plan will be brought forth at the October meeting for Commission approval.
- 7) **HotSpot for Parking** – Staff have begun the process of uploading data into the HotSpot system for parking implementation. Our goal is to have the permits up and running in time for the start of the fourth quarter (October 1, 2022) with the meters implemented by December 1 (or sooner). The transit implementation took a little longer than expected especially with the development of the Student Bus Pass program.
- 8) **Collective Bargaining** – City Staff started collective bargaining for a new labor agreement with the ATU Local 998. The next two-day bargaining session will occur on August 23rd and 25th. More details to come as we look to successfully negotiate a new contract before the end of this year.
- 9) **Parking Improvements** – A few projects are underway related to parking downtown:
 - a. **Alley Improvement** – The alley located just north of Stefano’s will become a pedestrian alley only connecting businesses on 8th Street and Penn Ave with parking lot 9. Improvements include new concrete, flower planters, lighting and possible art (very similar to the US Bank alley and Black Pig alley).
 - b. **Lot 9** – This lot will be re-landscaped between this fall and next spring. Many of the current vegetation was overgrown and undergrown. There was a lack of trees as well. The improvements will incorporate a combination of trees and

low-maintenance perennials to help add shade and beautify this lot adjacent to two main downtown corridors. This lot also services many businesses that are known to host visitors and tourists to our community.

- c. Parking Lot 19 – The former Social Security building has been demolished and now a parking lot with a dog run will be constructed on this site. The added parking will provide parking to City Hall employees, post office employees and visitors.
- d. Bike Racks – The Director has been actively involved with City Staff and the BID on improving short-term and long-term bike parking downtown. An analysis will be underway to determine current locations and needs, followed by a program and standardization of racks throughout the BID and beyond. It's possible long-term maintenance could be incorporated into the Parking Utility (parking for vehicles and bikes). More information to come on this item.

ACTION REQUESTED:

Staff recommends approving the Director's Report provided by the Director of Transit & Parking and placing on file.

ATTACHMENTS: None.