

CITY OF SHEBOYGAN

REQUEST FOR TRANSIT COMMISSION CONSIDERATION

ITEM DESCRIPTION: 8. Director's Report

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

REPORT DATE: 11/18/22

MEETING DATE: 11/29/22

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 & Personnel Update** – Shoreline Metro is currently recruiting for an ADA Transit Coordinator after the departure of Erica Ellinger in early November. Shoreline Metro also had a departure of a Transit Coordinator in early November. Shoreline Metro will only be filling one of the two positions and is currently interviewing candidates. We anticipate making an offer prior to Thanksgiving.

Additionally, Ann Koeller has been promoted to Operations Supervisor as part of the department reorganization approved earlier this year by the Transit Commission. Due to the departure of the two coordinators and to properly prepare for current supervisor Roland Knorr's retirement, her promotion was made effective on October 31, 2022. Ann is very excited to assume her new role.

As a reminder, Ann's previous position, Admin Coordinator, will be eliminated.

- 2) SASD Student Bus Pass Program** – The new program is going very well. Drivers have commented and shared very positive experiences. They appreciate the staff taking the time to address concerns and come up with a solution that addresses student accountability, safety and consistency. This school year, we've had six student suspensions thus far but no suspensions since the first week of school. Most students suspended will be eligible to ride in early December. We have had 100

percent support from the SASD and communication has increased 1000 percent. I believe customers appreciate our response and feel much better about using our service, in particular, during the peak afternoon.

- 3) **Route 20 Changes** –Shoreline Metro is making changes to Route 20 in accordance with the Village of Kohler and City of Sheboygan Falls. These changes include the following:

PUBLIC NOTICE ON ROUTE 20 CHANGES

Shoreline Metro is proposing permanent weekday departure time changes to Routes 20N and 20S effective January 2, 2023.

Departure times would change to the following:

20N

CURRENT 20N DEPARTURES

5:45 AM - 7:15 AM - 11:15 AM - 7:15 PM

20S

CURRENT 20S DEPARTURES

9:15 AM - 1:15 PM - 3:45 PM - 5:45 PM

20

PROPOSED 20 DEPARTURES

5:45 AM - 7:15 AM - 9:15 AM - 12:15 PM 1:45 PM - 4:15 PM - 5:45 PM - 7:15 PM

Customers may submit concerns to contact@shorelinemetro.com by December 18, 2022 for review. Thank you!

PUBLIC NOTICE ON ROUTE 20 CHANGES

Shoreline Metro is proposing permanent additional permanent changes to Routes 20N and 20S effective January 2, 2023. These changes include the following:

- All Route 20 runs would travel in the same direction starting with servicing Kohler then Sheboygan Falls then Deer Trace (previous Route 20N).
- Change route name to Route 20 going forward (no N or S designation)
- The route would once again service Target, JoAnns, and TJ Maxx with bus stops along the service road at Target and TJ Maxx. Walmart would be on-demand drop off only.

Customers may submit concerns to contact@shorelinemetro.com by December 18, 2022 for review. Thank you!

- 4) HotSpot for Transit & Parking** – Full implementation of transit is complete and customers have been increasing their usage month-to-month since June's implementation. In November, we have had over \$3,000 in sales at time of this report. Parking implementation is set to start soon with the permits. The meter implementation may have to wait until spring due to the cold temperatures (meters require vinyl decals that won't stick well if placed on in really cold temperatures). Otherwise, things are moving forward really well and we're pleased with the transit program we've implemented (including the Student Pass program).

ACTION REQUESTED:

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

ATTACHMENTS: None.