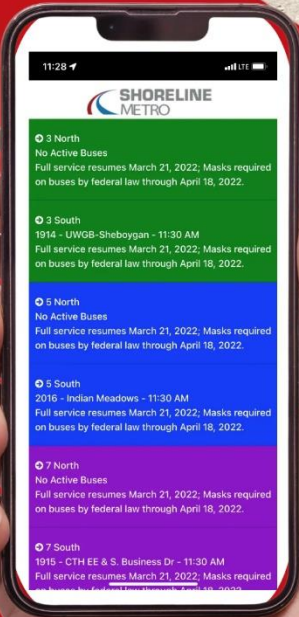




www.shoreline



Track a Shoreline Metro bus quick and easy with the Bus Tracker app!

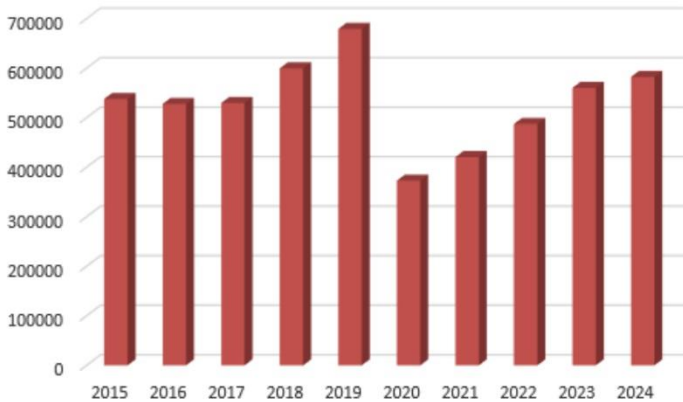


2024 ANNUAL REPORT

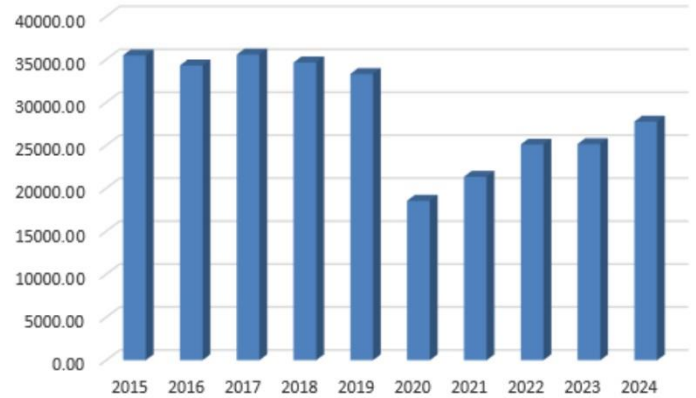
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Inside the Numbers

Shoreline Metro Revenue Trips & Stats



Metro Connection Revenue Trips & Stats



2024 Ridership | 582,212
 Revenue Hours | 36,939
 Revenue Miles | 522,653
 Trips per Revenue Mile | 15.72

2024 Ridership | 27,776
 Revenue Hours | 10,777
 Revenue Miles | 129,788
 Trips per Revenue Mile | 2.58

Year-in-Review

- Participated in a Federal Transit Administration Triennial Review of Shoreline Metro. The comprehensive review found Shoreline Metro compliant in all categories (no findings) for the third consecutive review (2017, 2021 and 2024).
- Participated in a Wisconsin Department of Transportation Management Review, a five-year comprehensive review of Shoreline Metro management and operations. The final report was issued in early 2025.
- Ridership in 2024 increased on Shoreline Metro by 3.9 percent and by 10.3 percent on Metro Connection. Yearly totals are still below pre-COVID-19 levels by 14 percent (2019 to 2024).
- Purchased five (5) new support vehicles funded through ARPA Funds (100 percent) - three (3) Ford Explorers and two (2) Ford Pickup Trucks
- Shoreline Metro welcomed ten (10) new bus drivers, two (2) new mechanics, and two (2) new staff to the team in 2024.

Looking Ahead

- Potential expansion of public transit services to South Pointe Enterprise Campus and neighboring housing developments in 2026.
- Improvements including additional bus shelters to be added in 2025 and 2026 in coordination with developments in several high-traffic areas including a transit and bicycle facility on Pennsylvania Avenue at Commerce Street.
- Shoreline Metro will be participating in a new five year Transportation Development Plan for years 2026-2030. Bay-Lake Regional Planning Commission will coordinate and draft the plan which will include assistance from stakeholders, customers, staff, and city officials. The plan is expected to be completed by February 2026.

Safety

- Three (3) accidents resulted in claims paid by insurance company of \$8,800.
- Nine (9) preventable accidents or incidents.
- Trips or falls remain most reported incident by drivers.