

CITY OF SHEBOYGAN

REQUEST FOR TRANSIT COMMISSION CONSIDERATION

ITEM DESCRIPTION: 3.4. Director's Report

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

REPORT DATE: 3/13/23

MEETING DATE: 3/21/23

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 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 a Transit Coordinator (currently vacant). This position will be a stepping stone to fill an expected Operations Supervisor vacancy within the next two years.

Additionally, we continue to hire drivers for fixed route and paratransit services. We hope to add an additional 3-4 drivers over the next several months to help with planned upcoming retirements.

- 2) **HotSpot for Parking** – Permits have been implemented starting March 1, 2023. We continue to address some “one-off” situations related specific businesses and organizations. We have met several times with the Police Department to strategize on enforcement. The Parking Utility is currently working on funding License Plate Recognition (LPR) readers for at least one vehicle. This will help with efficient parking enforcement and subsidize the handheld units currently being used. Parking meter implementation will occur this spring and summer. We are working on getting signage and meter decals updated ready for this implementation. We will provide another update at the next Transit Commission meeting.

- 3) **Route 3S Changes** –Shoreline Metro is making changes to Route 3S due to performance issues with the route. Due to low ridership and extensive time to service Blue Harbor and South Pier, we have moved this to “By Request” which means the customer may request the route to go to South Pier on any run simply by telling the driver. For a pickup, the customer must call our office and we will send the bus to South Pier for a pickup. We currently do this with Route 7S to the southside industrial park (on specific runs).

Service to UWGB will also be improved by moving the pickup and drop off location back up by the campus building and will remain serviced on every run (the new Aurora Medical Center is also serviced on all runs).

PUBLIC NOTICE

ROUTE 3S CHANGES

**Permanent changes to Route 3S effective
April 3, 2023 are as follows:**

Service to Blue Harbor/South Pier

All drop offs to Blue Harbor / South Pier are "By Request Only" meaning the customer must inform the driver of his/her need to go to Blue Harbor or South Pier.

All pickups at Blue Harbor / South Pier are "By Request Only" by calling the Customer Service Line at (920) 459-3281, Option 1.

Service to UWGB - Sheboygan

Service to UWGB - Sheboygan will continue to be provided on all 3S runs. Route 3S will now service the campus with a new bus stop outside the gymnasium. The route will be modified slightly through the campus to allow for this change.

Customers may access Bookworm Gardens at the "Stop Sign" at the corner of Campus Dr & University Dr.

POSTED ON MARCH 8, 2023.

- 4) **HotSpot for Transit** – Shoreline Metro continues to see an increased use of the app for purchasing fare media! The app now sells more fare media than all our outlets combined. This has been a great project and it continues to grow each month!
- 5) **New Paratransit Buses** – Shoreline Metro took delivery of two new paratransit cutaway buses in December. They have been added to the fleet. We have four more on order and expect those later this year. These buses were approved by Transit Commission and will be funded with the CARES Act grant. Once we receive the new buses later this year, the entire Metro Connection fleet will be within useful life.

Shoreline Metro also received 16 new buses over the past three years and purchased a brand-new trolley in 2021.

- 6) **Parking Utility Projects** – The Parking Utility will be focusing on improvements in Riverfront this year including removal of frees and brush, fresh signage and creating “softer” spaces with new flower beds and attractive walkways. The project is in coordination with the Business Improvement District with assistance from DPW and City Planning. Next steps include possibility looking into a site plan (BID) for Riverfront with long-term needs and improvements identified.

Lot 9 will also get new trees and perennials this year. In 2022, we removed the dead or overgrown brush to make way for new plantings this year. The goal is create a softer space filled with color that accents and promotes the use of this parking lot.

- 7) **Transit Driver Recognition Day** – We took the opportunity on March 17, 2023 to recognize our drivers for National Transit Driver Recognition Day (day is celebrated on Saturday, March 18, 2023 but we internally celebrated on Friday). We provided pizza, cake and prizes for the entire team to enjoy! A Facebook post was issued celebrating the day as well.



ACTION REQUESTED:

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

ATTACHMENTS: None.