

CITY OF SHEBOYGAN

REQUEST FOR TRANSIT COMMISSION CONSIDERATION

ITEM DESCRIPTION: Director's Report

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

REPORT DATE: 9/4/25

MEETING DATE: 9/9/25

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. The Transit Commission is advised of the following processes for several standing items included in this report:

Reporting – Shoreline Metro staff filed several reports with the Wisconsin Department of Transportation and the Federal Transit Administration, typically on a quarterly basis.

- Wisconsin Department of Transportation
 - Bus Operations Report
 - Completed and reported quarterly directly to DOT.
 - 85.21 Operations Report
 - Completed and submitted quarterly to Sheboygan County for review and submission.
 - 5310 Vehicle Report
 - Completed and submitted quarterly to Sheboygan County for review and submission.
- Federal Transit Administration
 - Federal Financial Report (FFR):
 - Submitted for each project (application) active with FTA (typically quarterly) related to the expenses and federal funds used towards a project.
 - Milestone Progress Report (MPR):
 - Submitted for each project (application) active with FTA (typically quarterly) related to the status of a project.

1st QUARTER OPERATIONS REPORT – 2026

WISCONSIN BUS OPERATIONS REPORT

Wisconsin Department of Transportation

Quarterly/Year End

DT1489 5/2002

1. MUNICIPALITY/TRANSIT SYSTEM:		CITY OF SHEBOYGAN / SHEBOYGAN TRANSIT					
2. Period Covered (Check One)		Year: 2026					
1st Quarter ☒ Jan. 1 - Mar. 31	2nd Quarter ☐ Apr. 1 - June 30	3rd Quarter ☐ July 1 - Sept. 30		4th Quarter ☐ Oct. -Dec. 31		Year-End ☐ Jan. 1 - Dec. 31	
3. OPERATING CHARACTERISTICS							
A. PASSENGER TRIPS	FIXED ROUTE	DEMAND RESPONSE (PARATRANSIT)					
		ADA REVENUE TRIPS	SPECIALIZED SUBSYSTEM TRIPS	ADA AGENCY TRIPS	NON-ADA AGENCY TRIPS	TOTAL AGENCY TRIPS	
REVENUE TRIPS	129,989	1,106	2,616	1,917	826	2,743	136,454
"FREE FARE" TRIPS	3,570	0	0	0	0	0	3,570
TRANSFER TRIPS	0	0	0	0	0	0	0
TOTAL	133,559	1,106	2,616	1,917	826	2,743	140,024
B. PASSENGER REVENUE							
PASSENGER REVENUE	\$82,117	\$4,424.00	\$10,464.00	\$38,340.00	\$16,520.00	\$54,860.00	\$151,865.00
C. VEHICLE MILES							
REVENUE MILES	134,633	13,818	15,733				164,184
TOTAL MILES	139,254	15,609	17,772				172,635
D. VEHICLE HOURS							
REVENUE HOURS	9,045	1,138	1,295				11,478
DRIVER PAY HOURS	9,807	1,265	1,441				12,513
E. GALLONS OF FUEL							
GALLONS OF FUEL	23,292	2,042	2,326				27,660
F. EXPENSES							
				TOTAL EXPENSES		\$955,886.00	
				CONTRA EXPENSES		\$19,998.00	
				NET EXPENSES		\$935,888.00	
				METRO CONNECTION		\$212,504.55	
				SHORELINE METRO		\$743,381.45	

Derek Muench

(Transit Director)

14-Apr-26

(Date)

Ann Koeller

(Prepared By)

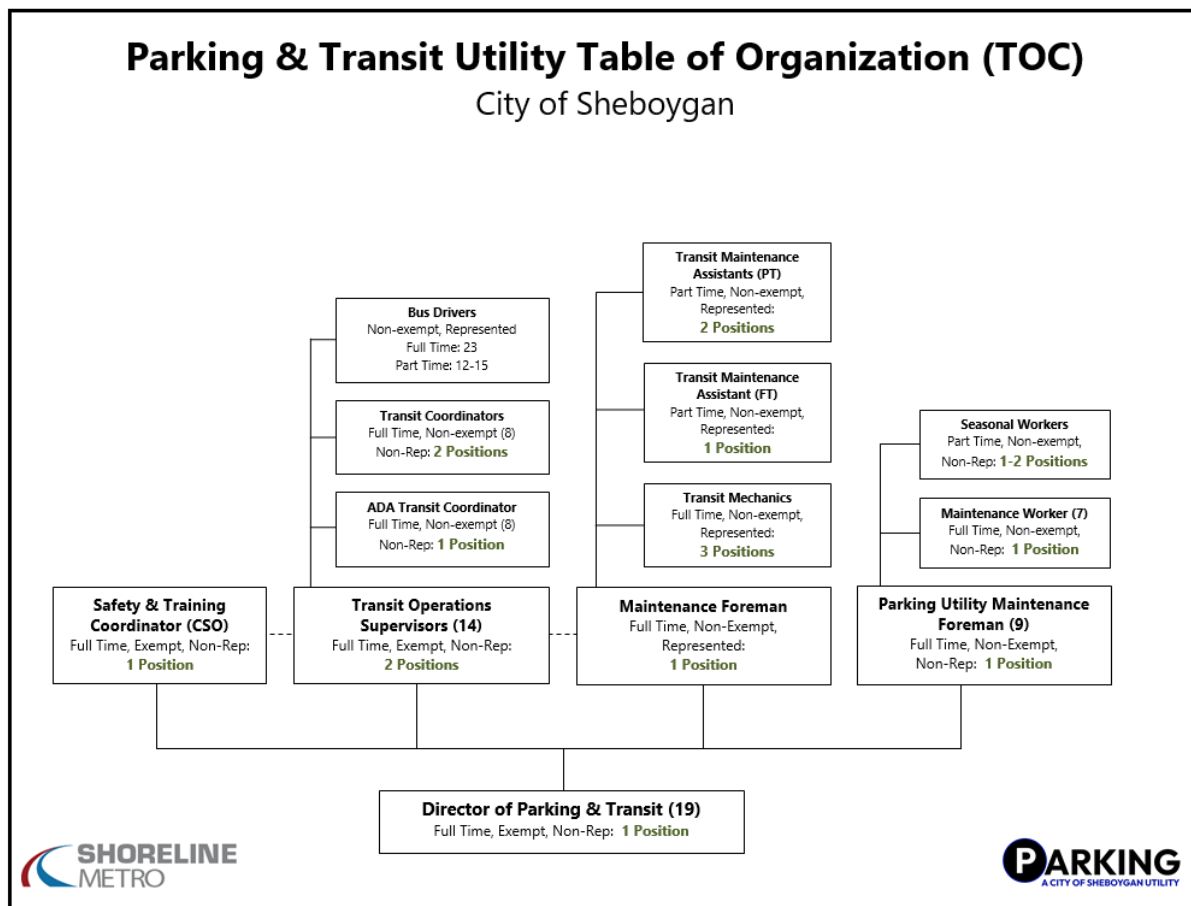
4/14/2026

(Date)

Financials – Shoreline Metro staff (Director) review expenses and revenues on a regular basis, typically bi-monthly and quarterly. Financial reports are reviewed for accurate expenses and revenues. Inaccuracies are reported to the Finance Department with a recommendation for resolution.

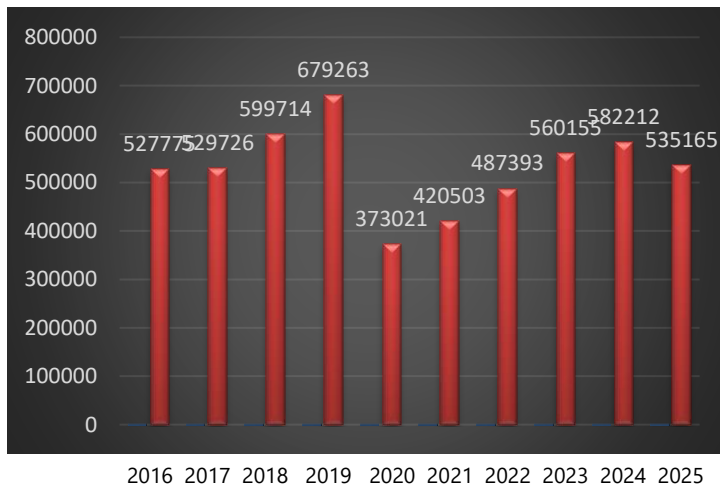
- Invoices
 - Paid within 30-days by staff
 - Payables are reviewed for approval by the Director
 - Approved payables are then sent to Finance for review and payment.
- Revenues/Fares/User Fees
 - Collected in accordance with departmental policies:
 - Fareboxes – twice a month (15th and last day)
 - Office Sales – daily
 - Meters – twice a month (some monthly/quarterly)
 - Grants/Reimbursements – direct deposit is processed by Finance.
 - Deposited at Wisconsin Bank & Trust
 - Credited to appropriate budget accounts as soon as possible by Finance.

Personnel – Shoreline Metro staff address personnel needs on a regular basis. Bus drivers are the most common position available with recruitment occurring almost monthly. Bus drivers are hired as needed and based on abilities and qualifications. Staff positions are filled as needed. The following is the current Table of Organization for the Parking & Transit Utilities:

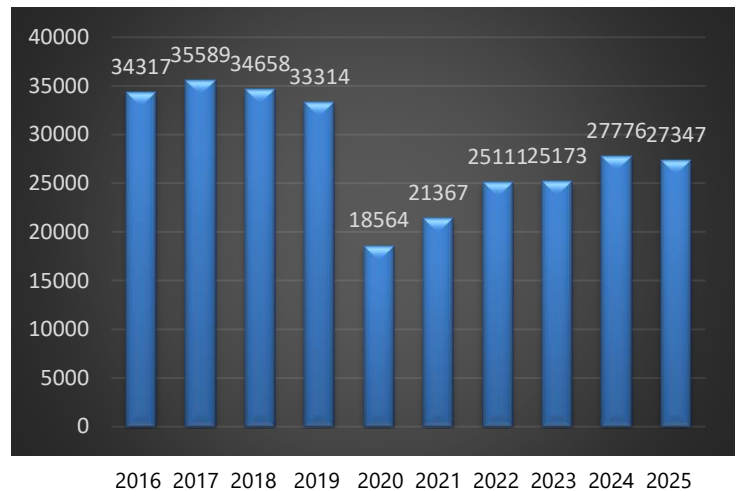


Ridership – The count of physical passenger trips taken with Shoreline Metro (red diagram) and Metro Connection (blue diagram) is known as ridership. For Shoreline Metro, a trip is counted every time a customer boards a bus. For Metro Connection, a trip is counted every time a customer completes a one-way trip. Ridership is highly influenced by socio-economic factors, weather, and emergencies. It is also a product of affordable fares, reliable service, safe travel and dependability.

Shoreline Metro Ridership – 2016 to 2025



Metro Connection Ridership – 2016 to 2025



DIRECTOR COMMENTS:

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

Personnel:

- **Paul Norlander** has been promoted to a Transit Coordinator during Q1 of 2026.
- **Damanis Meeks** and **William Hafemeister** have joined the team as part-time Shoreline Metro drivers in Q2 of 2026. Both drivers are testing for their CDL on July 2nd.
- **Danielle Hoepfner** has joined the team as a full-time Metro Connection driver in Q2 of 2026.
- **James Annis Jr** has joined the team as a Maintenance Assistant in Q2 of 2026.
- **Kevin Hilbelink** has resigned his position as Mechanic in Q2 of 2026. We wish him the best in his future endeavors.
- **Noah Wilterdink** has returned to a Mechanic position in Q2 of 2026 after previously serving as a Mechanic and most recently a Maintenance Assistant.

Operational Items/Updates:

The following items are provided as operational updates related to transit and parking services provided by the department.

- **First Quarter Team Meetings** were held on April 21st for all employees covering operations, training and safety.

- **Shoreline Metro Facilities Report** was conducted in 2025 and presented to staff in 2026 (covering all City facilities). The report includes facility/equipment conditions and recommended replacement schedules.
- **Transportation Development Plan** has concluded for years 2026-2030 by Bay-Lake Regional Planning Commission. Staff and committee members worked on this plan for the past year and a half. The plan outlays some recommendations for transit service over the next five-year period including fares, service hours, service types and routes.
- **2027 Budgets** are in the process of being finalized and will be presented at the September Transit Commission. We are expected a difficult budget for 2027 (transit) with losses in funding, increases in expenses and a high reliance on CARES Act/ARPA funds to close the gap. More details to be shared during the budget presentation in September.

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

TRANSIT COMMISSION AGENDA ITEM COMMENTS:

The following items are on the Transit Commission agenda for consideration and approval and are not a part of the Director's Report. This information is provided by the Director of Transit and Parking and is for your consideration. Please consult this information prior to making any motions or approvals.

6. CDBG AGREEMENT FOR 2026-2027 GRANT CYCLE

Shoreline Metro applies annually to receive Community Development Block Grant (CDBG) funding through the federal HUD program. The funding goes to support increased frequency and accessibility to Shoreline Metro for a particular low-income sector of Sheboygan located just west and north of downtown Sheboygan. The agreement is the formal acceptance of the CDBG funding to support operations as part of the local share match for Shoreline Metro's annual operations budget. The amount is equal to \$42,493.00.

Action: The Director recommends the support and approval of the agreement and further authorizes the Director to sign the agreement on behalf of the Transit Utility and Sheboygan Transit Commission.

7. PRESENTATION OF SHORELINE METRO FACILITIES REPORT

The Facilities Director with the assistance of the Director of Transit & Parking will review the final facilities report for Shoreline Metro facilities. These reports were done city-wide on all city owned facilities. The purpose of the reports was to gather information on condition of the facilities and equipment and create a city plan for maintenance and replacement of facilities and equipment.

Shoreline Metro has two facilities that were included in the report. Both facilities will be reviewed with the Transit Commission.

8. PRESENTATION OF 2026 PUBLIC TRANSIT AGENCY SAFETY PLAN FOR SHORELINE METRO

Shoreline Metro has made required revisions to its Public Transit Agency Safety Plan. FTA released a few mandatory revisions along with Shoreline Metro's annual updates are included in this final draft.

A summary of the changes includes:

- Updated staffing and personnel in the document (org chart and appendixes).
- Updated clarifying language throughout document to meet several minor requirements.
- Updated data to include most recent years data reporting for accidents and incidents.
- Revised Shoreline Metro staff as listed in the plan.
- Revised goals and benchmarks to include most recent years data.
- New requirements for communicating safety and safety performance information throughout the organization.
- New requirements for a comprehensive safety training program including de-escalation training, reporting training and safety event reporting.

Action: The Director recommends acceptance and approval of the revised 2024 Public Transit Agency Safety Plan for Shoreline Metro.

****This item requires a signature of all Transit Commissioners on the signature page****

9. SHORELINE METRO TRANSPORTATION DEVELOPMENT PLAN (2026-2030)

Bay-Lake Regional Planning Commission has completed Shoreline Metro's next Transportation Development Plan (TDP) for calendar years 2026 to 2030. The plan commenced in February 2025 and was completed in July 2026. The area considered in this study included the Cities of Sheboygan and Sheboygan Falls and the Village of Kohler.

The last TDP was completed in 2021 for calendar years 2021-2025.

Improvements to service are always necessary to keep a transit operation useful and effective to its riders and to the larger public. Short-range plans are critical for improving and coordinating transit services. The planning process would permit careful consideration of factors expected to impact transit services over the covered period, as well as the development of a strategy to optimize the use of capital and operational funding to meet the needs of the service area. The TDP would involve careful consideration of the appropriate future direction for public transportation services in the Sheboygan area.

A committee was assembled to assist in this process, which will include stakeholders, customers, general public, community organizations, elected officials and city staff.

The final plan is being presented to the Transit Commission for adoption and approval. Individual recommendations within the plan may require Transit Commission approval prior to implementation.

Action: The Director recommends the support and approval of the Transportation Development Plan for 2026-2030 and placing on file.

10. FIRST QUARTER REPORTS

The Director of Transit & Parking is submitting these reports for consideration by the Transit Commission. When reading this report for transit operations, please do not put much emphasis on individual quarterly metrics. Many factors influence ridership (winter during first quarter as an example) and expenses (annual purchases such as insurance paid during first and second quarter).

Here is a summary of the First Quarter reports:

- Transit Utility:
 - Shoreline Metro ridership was down 2.4 percent for Q1.
 - Ridership is trending down for 2026 over 2025
 - Ridership is believed to have rebounded in Q2 (forecasted)
 - Metro Connection ridership was down 6.7 percent for Q1.
 - Ridership trending down for 2026 over 2025
 - Revenue was up 44 percent for Q1 over same time in 2025.
 - Expenses were down 7.1 percent for Q1 over same time in 2025.
- Parking Utility:
 - Permit revenue is up about 1.2 percent over 2025 Q1.
 - Meter revenue was up 2.7 percent in Q1 over 2025.

Overall, no concerns at this time on transit or parking report statistics.

END OF REPORT