

CITY OF SHEBOYGAN

REQUEST FOR TRANSIT COMMISSION CONSIDERATION

ITEM DESCRIPTION: Director's Report

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

REPORT DATE: 7/1/25

MEETING DATE: 7/8/25

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 – 2025

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: 2025					
1st Quarter <input checked="" type="checkbox"/> Jan. 1 - Mar. 31	2nd Quarter <input type="checkbox"/> Apr. 1 - June 30	3rd Quarter <input type="checkbox"/> July 1 - Sept. 30		4th Quarter <input type="checkbox"/> Oct. -Dec. 31		Year-End <input type="checkbox"/> Jan. 1 - Dec. 31	
3. OPERATING CHARACTERISTICS							
A. PASSENGER TRIPS	FIXED ROUTE	DEMAND RESPONSE (PARATRANSIT)					
		ADA SERVICE	NON-ADA SERVICE	ADA AGENCY TRIPS	NON-ADA AGENCY TRIPS	TOTAL AGENCY TRIPS	
REVENUE TRIPS	135,056	1,060	3,149	1,640	1,084	2,724	141,989
"FREE FARE" TRIPS	2,173	0	0	0	0	0	2,173
TRANSFER TRIPS	0	0	0	0	0	0	0
TOTAL	137,229	1,060	3,149	1,640	1,084	2,724	144,162
B. PASSENGER REVENUE							
PASSENGER REVENUE	\$69,518	\$3,180.00	\$9,447.00	\$30,750.00	\$20,325.00	\$51,075.00	\$133,220.00
C. VEHICLE MILES							
REVENUE MILES	128,813	12,889	20,208				161,910
TOTAL MILES	133,234	14,338	22,480				170,052
D. VEHICLE HOURS							
REVENUE HOURS	9,306	1,020	1,599				11,925
DRIVER PAY HOURS	10,090	1,158	1,816				13,064
E. GALLONS OF FUEL							
GALLONS OF FUEL	23,506	2,039	3,197				28,742
F. EXPENSES							
						TOTAL EXPENSES	\$1,028,713.00
						CONTRA EXPENSES	\$0.00
						NET EXPENSES	\$1,028,713.00

Derek Muench

(Transit Director)

16-May-25

(Date)

Ann Zoeller

(Prepared By)

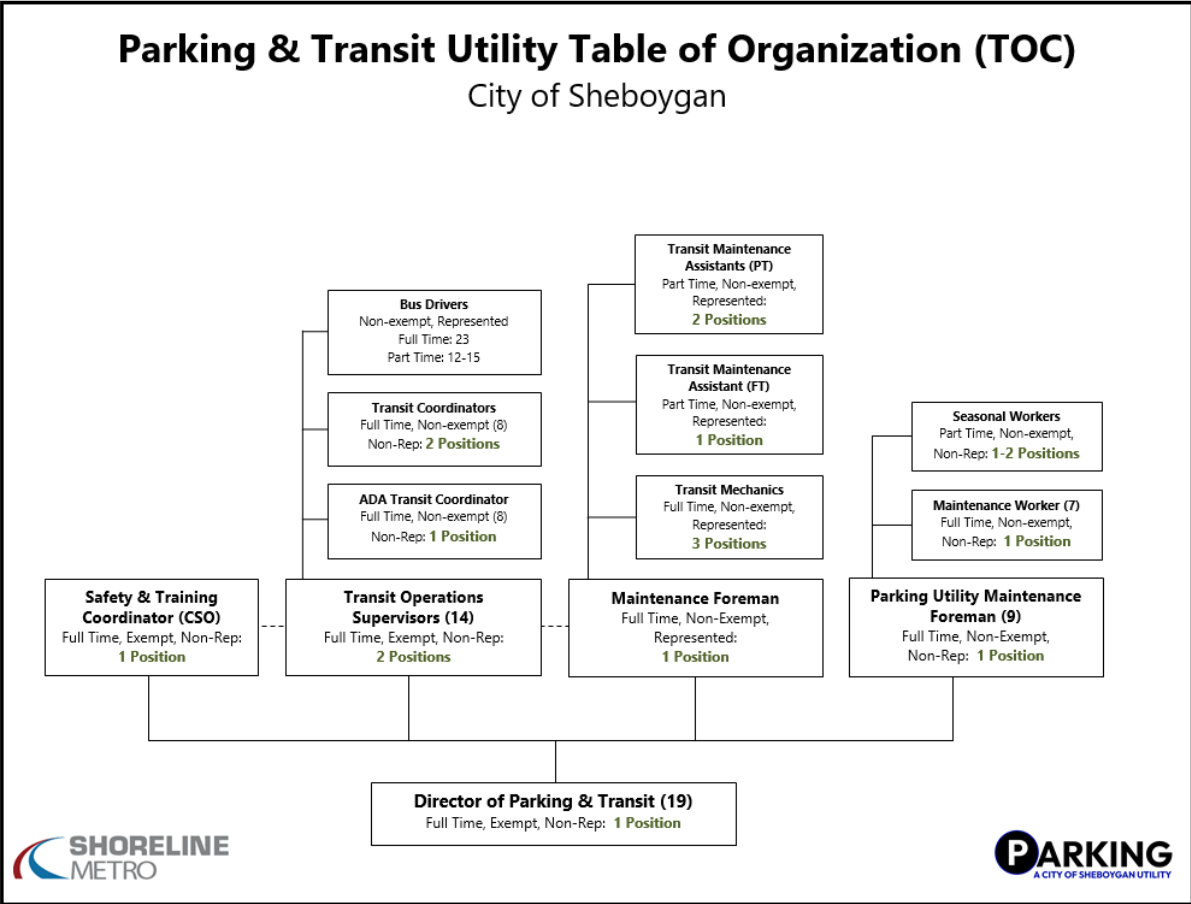
5/16/2025

(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.

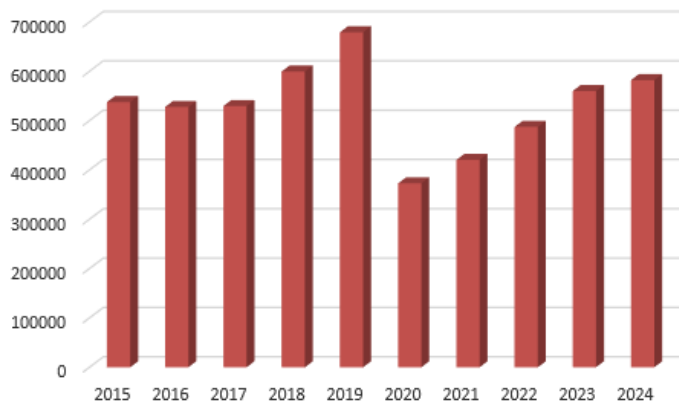
- Invoices
 - Paid within 30-days by staff
 - Payables are reviewed for approval by the Director
 - Approved payables are then sent to Finance for review and payment.
- Revenues/Fares/User Fees
 - Collected in accordance with departmental policies:
 - Fareboxes – twice a month (15th and last day)
 - 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:

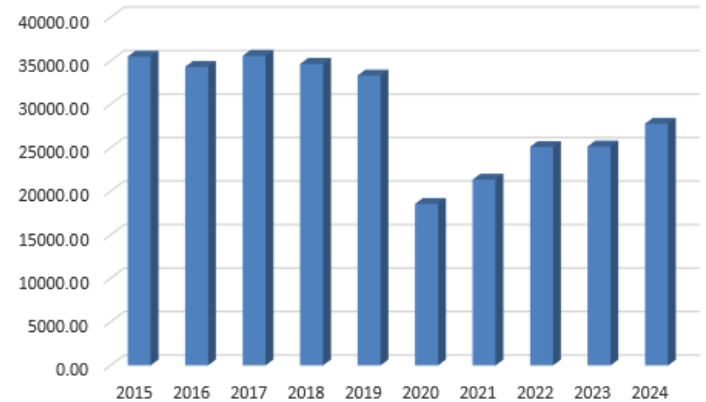


Ridership – The count of physical passenger trips taken with Shoreline Metro (red diagram) and Metro Connection (blue diagram) is known as ridership. For Shoreline Metro, a trip is counted every time a customer boards a bus. For Metro Connection, a trip is counted every time a customer completes a one-way 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 – 2015 to 2024



Metro Connection Ridership – 2015 to 2024



DIRECTOR COMMENTS:

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

Personnel:

- **Bruce Felten** has accepted a full-time Shoreline Metro driver position. He is currently a full-time Metro Connection driver.
- **Zachary Feund** has successfully obtained his CDL. He will be in revenue service starting the week of July 7, 2025.
- **Tom Mattingly** has accepted a full-time Paratransit driver position. He is currently a part-time Metro Connection driver and had been a full-time Shoreline Metro driver.
- Shoreline Metro is preparing for some additional retirements in 2025:
 - One driver has been hired and will start on July 7, 2025.
 - Additional interviews have been scheduled with anticipated hires later in July.

Operational Items/Updates:

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

- **Route 20 (Sheboygan Falls/Kohler)** will resume public transit service on Saturdays starting July 12, 2025. This route had been suspended due to COVID-19 pandemic back in 2020. Since

2020, Shoreline Metro had provided on demand service to and from Sheboygan Falls and Kohler for customers. On demand service will end with the reinstatement of Route 20 on Saturdays. Paratransit eligible customers may still use Metro Connection on Saturdays.

- **Saturday Service** will be extended by 30-minutes starting July 12, 2025. Service had been operating at a reduced level since COVID-19 pandemic. Service for all routes will start at 8:15 a.m. and run until 4:15 p.m. (service currently starts at 8:45 a.m.) All driver picks have been updated to include the increase in service and will now include a paid break in the shift. Service is still 2-hours less than pre-COVID levels (7:45 a.m. to 5:45 p.m.)

WE'RE BACK!

Saturday Fixed Route Service Resumes 7/12/25 To Sheboygan Falls & Kohler

STARTING JULY 12TH

- All Fixed Route Service will operate 8:15 a.m. to 4:15 p.m.
- Route 20 Departures at 8:15 a.m. (20N), 9:15 a.m. (20N), 11:45 a.m. (20S), 2:15 p.m. (20S) and 3:15 p.m. (20S)
- On-Demand service will no longer be provided through Metro Connection

Find out more online at www.shorelinemetro.com

- **State/Federal Transit Aids** final 2025 distribution was released by WisDOT the week of June 23rd. Funding levels for 2025 are 3.26 percent less than 2024, largely due to stagnant state aids and less federal funding being applied to Tier B systems. This is the largest year-over-year decrease in total mass transit aids funding in my 18+ years in transit. Needless to say, it's very concerning and disappointing. I have sent email letters to all local legislators as this is a crippling situation that requires our immediate attention. I fully anticipate another decrease in 2026. In the short-term, we can offset these losses with remaining CARES Act and ARPA funds, but long-term this is a major concern and will require more local funds to sustain current operations.
- **2026 Budgets & CIP for Transit and Parking** will be brought forth at the September meeting. There are still a few uncertainties for 2026 including health/dental insurance rates, wages for represented employees and funding levels. I expect I'll have this information in late summer.

Budget meetings with the City Administrator are scheduled for August. Budgets will be presented and discussed in greater detail at the next Transit Commission meeting.

Capital improvements over the next five years is expected to be minimal with concentration on Metro Connection paratransit buses.

ACTION REQUESTED:

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

ATTACHMENTS:

- I. None

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.

PUBLIC HEARING ON PROPOSED FARE INCREASES

A public hearing is being held in accordance with Shoreline Metro's Public Comment Policy – Shoreline Metro is proposing changes to its fares including a proposed increase to the adult cash fare and a proposed increase to the ADA Paratransit fare. Public input on this item will be allowed during the hearing. Individuals will be limited to 3-minutes for comments.

Staff have previously submitted the following proposed fares for the next calendar year, 2026. Shoreline Metro fares have not been increased (or reduced) in over 15-years (and not during the current administration's tenure).

Metro Connection modified its fare structure in 2021 to create a uniform \$3 per trip fare for both paratransit trips and County Program trips. County Program trips increased from \$2.50 and paratransit trips decreased from \$3.50.

Fares should be reviewed and considered regularly (as part of the budget process). The Director has reviewed fares each year and considered proposing new fares in the past; however, due to COVID-19 and the availability of CARES Act and ARPA funds, the need wasn't present. As Shoreline Metro prepares for service without these external, one-time funds, it's important to start this process early before funds run out.

Staff have proposed the following fare table for 2026:

FARE TYPE	CURRENT	PROPOSED	NOTES
Cash Fare	\$1.75	\$2.00	Most customers pay \$2.00 currently
Cash Half-Fare	\$0.85	\$1.00	Most customers pay \$1.00 currently
Half-Fare Punch Card	\$8.50	\$10.00	20-punch card
Day Pass	\$3.00	\$4.00	
Day Pass (6-pack)	\$15.00	\$18.00	
Monthly Pass	\$48.00	\$50.00	
30-day Pass	N/A	\$45.00	New; Pass good for 30 consecutive calendar days available in HotSpot app only
Student Punch Card	\$11.00	\$11.00	20-punch card; very little sales due to SASD
Paratransit Trip	\$3.00	\$4.00	Double the Shoreline Metro cash fare (law)
Trippers	REG FARE	FREE	Free for all students using the Trippers.

Additionally, Sheboygan County is also supporting an increase to their County Program per trip fare of \$4.00 (effective 1/1/2026).

The proposed fare table “could” generate an additional \$44,000 based on 2024 ridership and conservative percent increases based on the proposed fare changes. The “very early” 2026 transit budget will still use CARES Act/ARPA funds to support operations, but the increased revenue helps offset expenses. The better these revenues perform, the better it is for Shoreline Metro operations. The note on Trippers is simple. Most all students that use the Trippers are from SASD. Some, especially from Leadership Academy, must currently pay the fares. However, it is the Director’s belief that allowing Trippers to be free-of-charge to elementary school aged students will promote ridership now (on the Trippers) and in the future (on the regular routes). This is a great opportunity to remove the fares for these students to encourage ridership and get kids riding at an early age.

For comparison, the following are comparable transit systems in Wisconsin and their current fare tables compared to Sheboygan’s proposed fare table:

System	Cash Fare	Half Fare	Day Pass	Month Pass	30-Day	Week Pass	Paratransit
Oshkosh	\$2.00	\$1.00	\$4.00	\$40.00	N/A	N/A	\$3.00
Janesville	\$1.50	\$0.75	\$4.00	N/A	\$52.00	N/A	\$3.00
La Crosse	\$1.50	\$0.75	N/A	\$35.00	N/A	N/A	??
Manitowoc	\$1.50	\$0.75	\$4.00	\$30.00	N/A	N/A	\$3.00
Green Bay	\$2.00	\$1.00	\$4.00	N/A	\$41.00	\$16.00	\$4.00
Eau Claire	\$1.75	\$0.85	\$3.75	\$50.00	N/A	N/A	\$3.50
Appleton	\$2.00	\$1.00	\$4.00	N/A	\$60.00	N/A	\$4.00
Beloit	\$1.50	\$0.75	N/A	N/A	N/A	N/A	\$3.00
Wausau	\$1.75	\$0.85	N/A	\$42.00	N/A	N/A	\$2.50
Fond du Lac	\$2.00	\$1.00	\$5.00	\$40.00	N/A	N/A	\$4.00
Sheboygan	\$2.00	\$1.00	\$4.00	\$50.00	\$45.00	\$20.00	\$4.00

In Line with Other Systems

High (Outlier)

Members of the public shall have the opportunity to comment on the proposed changes. The public hearing will last as long as it takes to hear comments by the general public and review comments previously submitted during the public comment period.

ACTION: Staff recommends adopting the proposed fare changes for 2026.

OFFER TO PURCHASE PARCELS 59281106225 AND 59281106220 BY THE ABOVE & BEYOND CHILDREN'S MUSEUM

Staff are recommending the sale of parcels 59281106225 and 59281106220 to the Above and Beyond Children's Museum. These parcels also make up and form public parking Lot 2 located directly west of the Above & Beyond Children's Museum. Above & Beyond Children's Museum submitted an offer to purchase (OTP) on June 9, 2025 in the amount of \$49,950 for the purchase of these parcels.

The standard based on previously public parking lots sold by the Transit Commission was \$2,000 per stall. There are 27 stalls in Lot 2 with a value of \$54,000. Based on the value and the offer to purchase, staff supports the sale of this parking lot to the Above & Beyond Children's Museum.

Generally speaking, Lot 2 is an underutilized parking lot and generates very little revenue (permit and meter). In 2024, meters generated \$74.16 and permits generated \$3,387.39. In 2025, meters have so far generated \$74.57 and permits have generated \$900.00. In 2025, Lot 2 allowed for customers to pay for hourly parking using the HotSpot app.

The loss of Lot 2 parking will have minimal impact on total available parking in downtown. Customers currently utilizing this parking lot can park in Lot 3, Lot 14 or Lot 17, or choose to move to on-street parking. The impact will be minimal.

ACTION: Staff recommends the sale of parcels 59281106225 and 59281106220 to the Above & Beyond Children's Museum in the amount of \$49,950 and refers this item to the Common Council for their vote and approval.

RESOLUTION NO. 51-25-26

Shoreline Metro applies for Section 5307 Federal Mass Transit Operating Assistance and State 85.20 Mass Transit Operating Assistance funds each year to subsidize the costs of operating Shoreline Metro for the City of Sheboygan and participating communities. The grant is due by December 15th. As a matter of formality, Shoreline Metro requests approval to apply for these funds through the attached authorizing resolution.

Shoreline Metro has applied for funding to subsidize operations for many years. In 2026, combined Section 5307 and State 85.20 funds are expected to cover about 56.00% of eligible expenses. Funding levels continue to decrease year-after-year which puts more pressure on local shares to cover the difference.

ACTION: Staff recommends the support and approval of the resolution, recommends the resolution to the Common Council for approval and approves the Director to apply for and submit the required application for federal and state mass transit operating funds for CY2026.

END OF REPORT