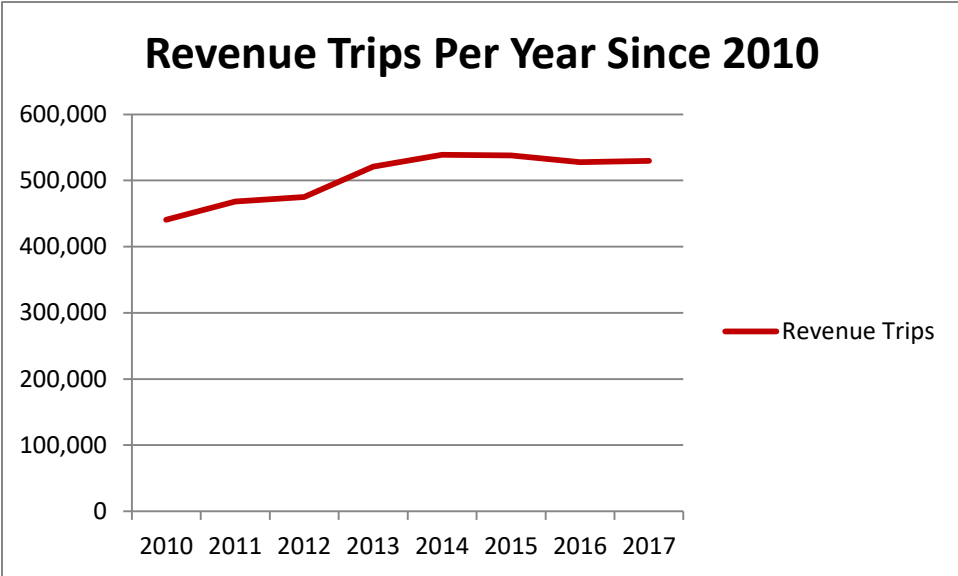


AT YOUR SERVICE

20.2%
Ridership increase since 2010 despite a 14 percent reduction in service.

23.1%
Increase in Passengers per Revenue Hour since 2010 on the fixed route.

1,850+
Average daily trips provided in 2017 on all services.



Passengers/Revenue Hour since 2010...

2010	11.46
2011	12.29
2012	12.00
2013	11.96
2014	12.91
2015	12.91
2016	13.55
2017	14.11

Since 2010, Shoreline Metro ridership has increased 20.2 percent overall from 440,780 trips in 2010 to 529,726 trips in 2017. Ridership peaked at 538,802 trips in 2014 during this time. Revenue trips per hour also increased 23.1 percent since 2010. Productivity peaked in 2017 at 14.11 trips per hour.

2017 Statistics

	PASSENGER TRIPS	TRIPS/HOUR	CHANGE TRIPS/HOUR
Fixed Route	529,726	14.11	+0.56
Paratransit	35,589	2.84	-0.07

	REVENUE MILES	REVENUE HOURS
Fixed Route	543,561	37,679
Paratransit	155,464	12,539



Transit Systems in Wisconsin generate a **3 to 1** return on tax dollar investment

Trending @ Shoreline Metro

Brenda J Beck It helps me be independent! I appreciate you guys so much. without you I wouldn't be able to work, shop, or make appointments.

Lisa Ann Metz My children can safely get to and from school without having to worry if they will be alright. Much safer than walking. Thanks

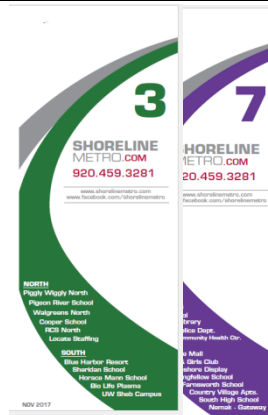
Ashley Oliver When you move from a big city you appreciate your services alot more...No waiting when transferring to another bus is a major plus!!

DO THE MATH!
YOUR CAR COSTS **\$600** ON AVERAGE PER MONTH
THE BUS COSTS **\$48** PER MONTH
SHORELINE METRO Find your route. ShorelineMetro.com 2020-019-5281

AT-A-GLANCE...

2017 Accomplishments:

- Recognized by the Federal Transit Administration for having 0 findings during the 2017 Triennial Review;
- Ridership on The Square trolley route increased 47% over last year;
- Grew the fan base on Facebook to over 860 “likes”;
- Invested in facility security upgrades including new alarm system and monitoring system;
- Refreshed all Shoreline Metro marketing materials including route guides and advertising;
- Added marketing and promotional racks at Mead Public Library and Sheboygan Falls Public Library;
- Overall ridership increase of 1% on the fixed route and 4% on paratransit with revenue increases of 5% on each service;
- Nominated for the Safety Leader Award at the 2018 Chamber Champions Gala.



New route guides introduced in late 2017 are easier to use and “ADA” friendly by using both text and colors to identify the routes.

2018 GOALS:

- Implement internal, employee-based Safety and Operations Committee;
- Continued efforts and discussions to expand service to other areas currently not served;
- Implement Premium Service options for Metro Connection customers;
- Decrease accidents and incidents by 50%;
- Complete a Transportation Development Program;
- Enhancement of work-related transportation including creation of Work Tripper service;
- Remodel Transfer Point Office for added productivity and function.

A “TROLLEY” GOOD TIME...

During the winter of 2014 at a Business Improvement District meeting, business owners expressed an interest to connect Sheboygan’s South Pier, Riverfront and Marina with the Downtown. After exploring the possibility of a walk bridge over the Sheboygan River, an idea of a bus route, or trolley route, was tossed out. Fast forward six months and in June 2015, the birth of the new Trolley Route, originally called the Harbor Centre Express, was born. Today, the trolley route runs Memorial Day to Labor Day and is called The Square, appropriately named after the rebranded name of the business improvement district, Sheboygan Squared.

YEAR	PASSENGER TRIPS	% INCREASE	VEHICLE
2015	1,706	N/A	Bus
2016	2,264	33%	Bus/Trolley
2017	3,327	47%	Trolley

