

SHORELINE METRO | SHEBOYGAN METROPOLITAN AREA YEAR IN REVIEW

2018

Agreement with SASD is a Game Changer

Shoreline Metro and the Sheboygan Area School District reached an agreement in 2018 to provide free student trips on Shoreline Metro as part of creating solutions for parents facing the daily challenges of having reliable transportation for their children, battling the cost of transportation and addressing truancy and student attendance at school.

The agreement was supported and approved by both the City of Sheboygan and the Sheboygan Area School District. By July 1, 2018, students were riding free with student IDs. Ridership grew immediately.

- Total student trips taken from July to December 2018 were 116,200. This is more than 4 times as many trips over the same period in 2017.
- SASD paid just \$0.38 per trip during this period, well below the normal student token fare of \$1.10 per trip. This equals a 65% cost reduction per trip.
- The second semester is typically higher ridership (more school days). The ridership count and per trip costs for the entire 2018/2019 will have positive impacts on the agreement.

In November 2018, the project was nominated for the Working Together award from the Sheboygan County Chamber of Commerce.

By December 2018, overall ridership on Shoreline Metro had grown by 13.2% over total ridership in 2017.

City of Sheboygan Community Survey Results: *Public Transit is Important to our Community*

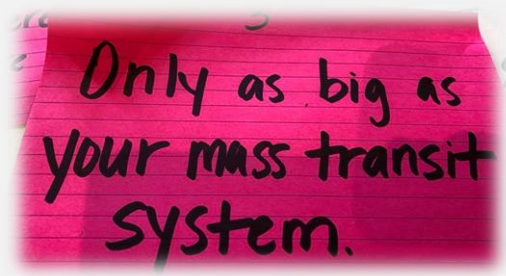
According to the 2019 Community Survey conducted by the City of Sheboygan, public transit in Sheboygan is important to the citizens of the community. Citizens rated affordability (91%), reliability (90%) and accessibility (92%) as being “somewhat”, “very” or “extremely” important. Citizens rated Shoreline Metro substantially higher in 2018 than 2016, the survey’s inaugural year.

How well do you think the City is doing in the area of public transit?

23% Increase in satisfaction from 2016 receiving a score of 3.0 (out of 4.0).

How would you rate services received from Shoreline Metro?

16% Rating increase from 2016 receiving a score of 2.9 (out of 4.0).



At the Fresh Tech Innovation District Summit, barriers to the success of education and employment summed up in one statement.

By the Numbers

1,950+

Average Daily Trips provided in 2018 Shoreline Metro.

13.21%

Shoreline Metro ridership increase from 2017 to 2018.

35.8%

Increase in Passengers per Revenue Hour since 2010 on Shoreline Metro.

10.2%

Increase in Passengers per Revenue Hour on Shoreline Metro in 2018.

1,020

People actively following Shoreline Metro on Facebook.

Derek Muench
Transit Director

Alderman Todd Wolf
Commission Chair

Darrell Hofland
City Administrator

“Expanded public transportation service.”

“Extended bus routes to large employers.”

“Increase public transit service.”

Critical Accomplishments

- Achieved highest ridership total in 16 years (2002).
- Nominated for the Working Together Award at the 2019 Chamber Champions Gala for the Students Ride Free Program with the Sheboygan Area School District.
- Experienced a 33% reduction in reported accidents and incidents this year; averaged one accident per 107,285 miles.
- Awarded two heavy duty buses through the VW Mitigation Program through the Wisconsin Department of Administration.
- Developed a Transit Asset Management Plan with Bay-Lake Regional Planning Commission in accordance with Federal Transit Administration requirements.
- Welcomed 7 new members to the Shoreline Metro team.
- Added a highly technical and critical position of Safety, Education & Training Supervisor (promoted internal team member).
- Remodeled Transfer Point office to promote team productivity and efficiency.
- Commenced Transportation Development Program with final plan being approved in 2019.
- Implemented a Recognition Nomination Program for team members to support recognition of their accomplishments by their peers.

Operating Statistics

	PASSENGER TRIPS	TRIPS/HOUR	CHANGE TRIPS/HOUR
Shoreline Metro	599,714	15.55	+1.44
Metro Connection	34,658	2.72	-0.12

	REVENUE MILES	REVENUE HOURS
Shoreline Metro	536,426	38,611
Metro Connection	163,145	12,761



“We have **Excellent** city bus services. **Keep the services. No more cuts.**” –Community Survey 2019

Goals, Strategic Plan & Mission

- Continue to support the City of Sheboygan’s Strategic Plan by contributing to all of the focus areas of the plan including Quality of Life for citizens, investment in Infrastructure and Public Facilities, Economic Development, Governing and Fiscal Management, Neighborhood Revitalization and Communication.
- Build positive, effective and long-term partnerships that contribute to Shoreline Metro’s Mission and Vision.
- Launch a customer-friendly and convenient GPS program (Find My Bus).
- Increase Community Survey scores and grow awareness for Shoreline Metro services.
- Continue Shoreline Metro’s commitment to safety and community for team members, customers and citizens.
- Maintain and invest in infrastructure including transit service, capital and human assets to ensure deliverance of safe, affordable, reliable and convenient service.

For more information, visit www.shorelinemetro.com

2018 Events

Para World Sailing Championship

Craft 30 Summer Solstice

River Days Festival

Fourth of July

Leadership Sheboygan County

Sheboygan County Economic Development Summit

City Economic Development Tours

The Square Trolley Route

Holiday Parade

Jingle Bus

Levitt Amp

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