

2021 SHORELINE METRO YEAR IN REVIEW

**"We have Excellent
city bus services.
Keep the services.
No more cuts."
Community Survey**

Summary

Normally, an organization wouldn't be thinking about rebuilding after a 54 percent growth in ridership from 2011 to 2019. Nor would an organization discuss changes to its service and adjustments to its operations after experiencing such growth. One would expect to keep building and driving the momentum forward.

But we aren't talking about any organization and we aren't talking about normal times. We are talking about public transit, specifically public transit during a health pandemic. We are also talking about consecutive years (2020-2021) when ridership was significantly lower than 2019, service became unpredictable and stressful to manage, and customer patience often grew thin. These were no typical years; but yet, here we are moving into 2022 with a positive attitude, refined goals and objectives, and a team driven to regrow and relive those distant memories from a couple years ago.

Last year saw much of the same, unfortunately. Service was turbulent at times due to variants in the coronavirus. A new pandemic outcome also emerged known as a labor shortage that further created challenges to services but refined our ability to pivot and adapt.

Not all things were negative, however.



Metro Connection rebranded and retooled to become more inclusive and provide a new type of service, on-demand, which could launch as soon as 2022. The new wave of public transit is a more customer-centric, demand-responsive microtransit service that provides the reliability and affordability of fixed-route with the precision and uniqueness of demand response.

The Metro Connection On-Demand app now allows customers to schedule their own rides with the comfort of their smart device. Customers have the option to call-in their reservations or schedule their own trips using a smartphone or PC.

Shoreline Metro launched its **Public Transit Agency Safety Plan (PTASP)** in accordance with Federal Transit Administration (FTA) requirements in late 2021. The plan ensures a formalized, proactive and data-driven approach to safety risk management. The goal is to increase the safety performance of transit agencies. Annually, Shoreline Metro is ranked one of the safest transit agencies in the state.

Shoreline Metro is certified as a **Training Provider** and has established a robust curriculum in compliance with new federal CDL regulations (went into effect February 7, 2022) and in accordance with the Federal Motor Carrier Safety Administration (FMCSA). The new curriculum standardizes training for new drivers and ensures proper training is being conducted by Shoreline Metro.

2021 has put Shoreline Metro on a great route heading into the new year.

Welcome to the Shoreline Metro Team in 2021

Erica Ellinger

joins our team as the ADA & Paratransit Coordinator. In her new role, she will fill the role of Metro Connection team lead.

Christopher Faust

joins our team as a Transit Coordinator. In his new role, he will perform essential duties including travel training, dispatching and outreach.

Brenda Langston

joins our team as a Metro Connection driver.

Florentino Soto

joins our team as a fixed route bus driver.

Joseph LoGatto

joins our team as a fixed route bus driver.

Brandon Mattingly

joins our team as a fixed route bus driver.

Bruce Currier

joins our team as a fixed route bus driver.

Zach Heinen

rejoins our team as a transit mechanic after a short period with the Sheboygan Police Dept.

2022 LOOKING AHEAD

Shoreline Metro will be receiving **ten (10) fixed route** buses from Gillig, LLC in early spring. These buses were funded through VW Mitigation, CMAQ and Section 5339 grants awarded to the City of Sheboygan.

Shoreline Metro will be launching a **digital mobile fare media and payment platform** in partnership with HotSpot. This will enable customers to purchase and save their fare media right on their smartphone. Watch for this exciting feature in spring.

Shoreline Metro in conjunction with **Metro Connection** will continue exploring **On-Demand service solutions** in place of or in conjunction with fixed route service. On-Demand service offers many benefits and could better utilize resources especially during weekday evenings and Saturdays.

Metro Connection will be purchasing **new accessible buses** for revenue service.

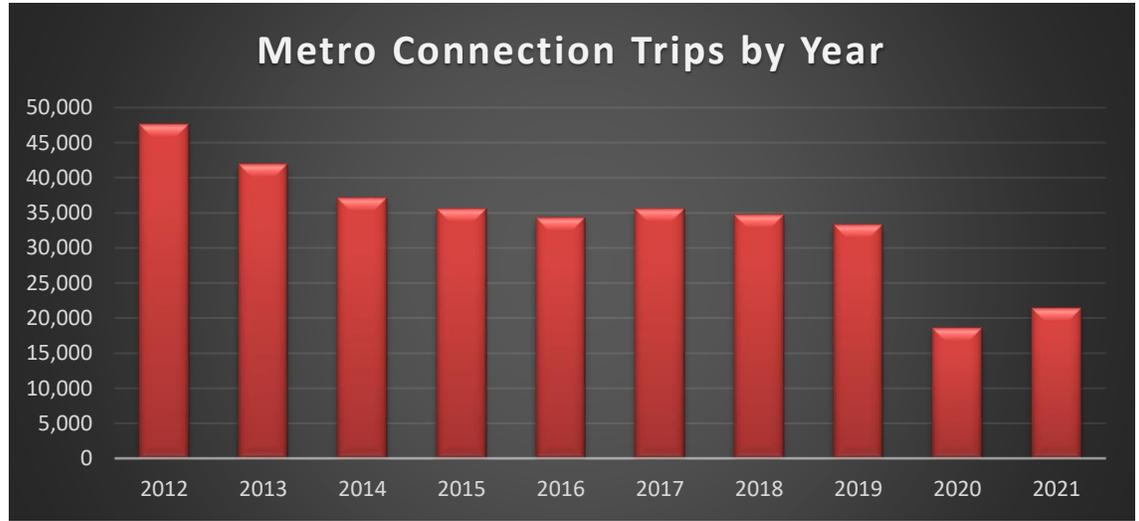
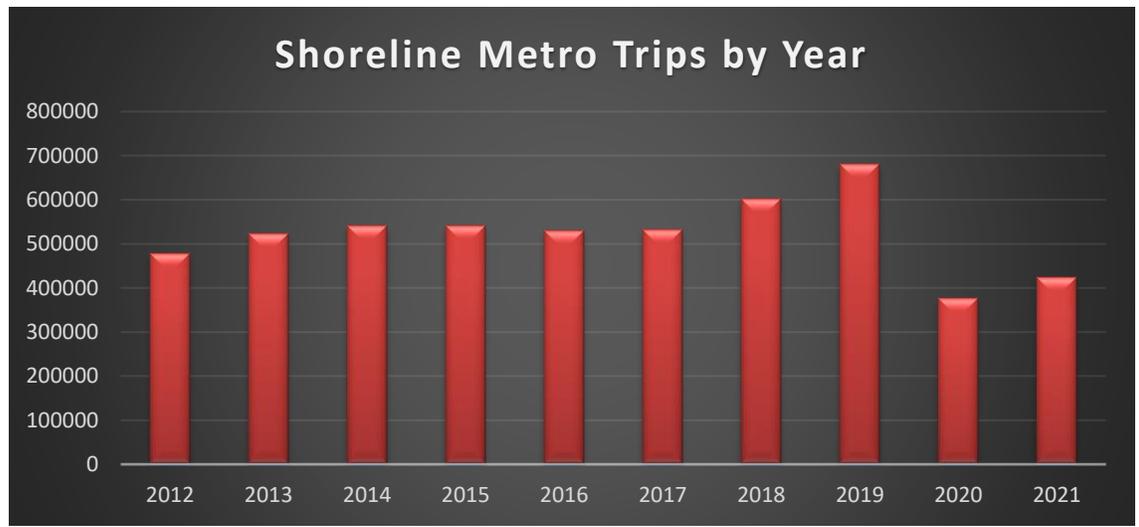
For more information on Shoreline Metro:

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Inside the Numbers

Current Year: Ridership rebounded over the pandemic-stricken 2020 but was still below totals from each of the previous eight years for both services.

2021

Shoreline Metro

Ridership | 420,503 Trips
Revenue Hours | 35,867
Revenue Miles | 506,006
Trips per Revenue Mile | 11.72

Metro Connection

Ridership | 21,367 Trips
Revenue Hours | 9,971
Revenue Miles | 124,839
Trips per Revenue Mile | 2.14

Trend over the Years: Ridership growth from 2012 to 2021 was roughly 11 percent for fixed route while paratransit services saw an estimated 24 percent decrease.

Average

Shoreline Metro

Ridership | 520,260 Trips
Revenue Hours | 39,272
Revenue Miles | 553,867
Trips per Revenue Mile | 13.25

Metro Connection

Ridership | 33,982 Trips
Revenue Hours | 13,539
Revenue Miles | 157,870
Trips per Revenue Mile | 2.51

Financials: Shoreline Metro's operational budget has remained around \$4.1-4.3M over the past decade with farebox revenues making up roughly 25 percent of revenues. In 2020 and again 2021, Shoreline Metro used CARES Act funds to offset losses in revenue due to the COVID-19 pandemic. Passenger fares were greatly impacted by the pandemic as ridership levels dipped to a 25-year low.