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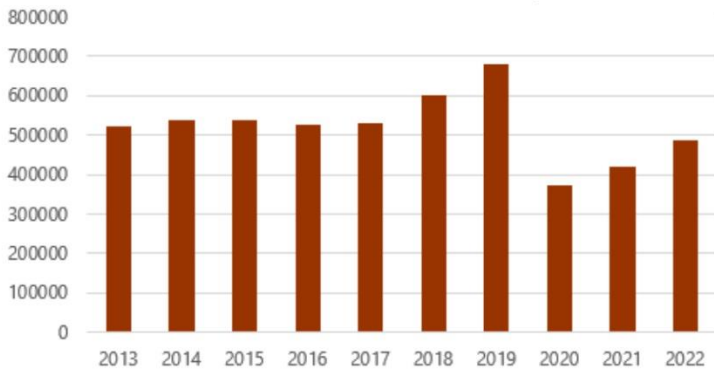
2022 ANNUAL REPORT



The Shoreline Metro Trolley purchased in 2021.

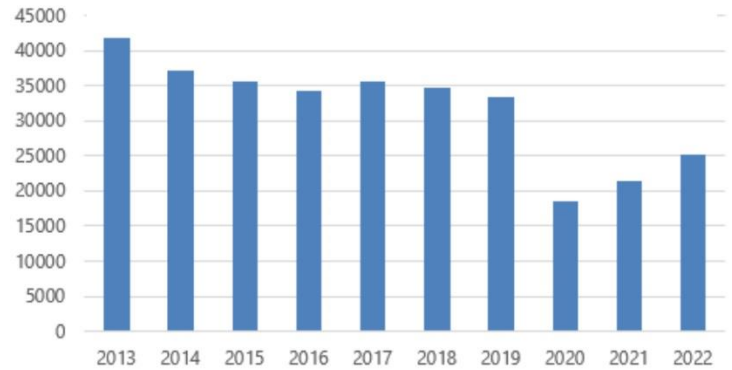
Inside the Numbers

Shoreline Metro Revenue Trips & Stats



2022 Ridership | 487,393
Revenue Hours | 36,762
Revenue Miles | 504,065
Trips per Revenue Mile | 13.26

Metro Connection Revenue Trips & Stats



2022 Ridership | 25,111
Revenue Hours | 10,107
Revenue Miles | 134,335
Trips per Revenue Mile | 2.48

Year-in-Review

- Gained certification as a CDL trainer in accordance with the Federal Motor Carrier Safety Administration's new requirements (Feb 2022).
- Partnered with HotSpot to implement mobile fares and payment options allowing customers to purchase fares digitally and pay with their smartphone (June 2022)
- Refreshed the Shoreline Metro website to better inform and provide assistance to customers including new electronic forms, quick links and additional resources.
- Developed a new Student Bus Pass Program for Sheboygan Area School District students in partnership with HotSpot and SASD (June 2022).
- Took delivery of ten (10) new Gillig 35-foot fixed route buses equipped with USB charging ports, quick and easy mobility device securements, high definition cameras, and anti-slip flooring (May 2022).
- Took delivery of two (2) new Glaval 25-foot paratransit buses (the first new paratransit buses since 2018) (December 2022).
- Repainted the Shoreline Metro Admin & Maintenance Facility (Spring 2022).

Looking Ahead

- Continue to expand ridership and revenue through direct and effective marketing on social media and radio, and print.
- Onboard new staff including an ADA Transit Coordinator and Customer Service Coordinator, and recruit new drivers (as part of the department's succession planning program).
- Take delivery of four (4) new Glaval 25-foot paratransit buses (entire Metro Connection fleet will include all non-CDL vehicles).

Budget Highlights

- The 2023 budget will require the use of CARES Act and ARPA Funds to offset ongoing losses in revenue.
- Increases in the 2023 budget were generated by changes in salary for non-represented positions (Non-Rep Comp Plan), a new labor agreement, and maintenance fees associated with software partners.

