

# 2019 YEAR IN REVIEW

## Fixed Route Stats

# 679,266

Total passenger trips provided in 2019.

# 13.26%

Ridership increase from 2018 to 2019.

# 2,221

Average Daily Trips provided in 2019.

# 17.92

Passenger trips per revenue hour in 2019 compared to 15.55 in 2018.

## Paratransit Stats

# 33,314

Total passenger trips provided in 2019.

# -3.87%

Ridership decrease from 2018 to 2019.

# 2.66

Passenger trips per revenue hour in 2019 compared to 2.72 in 2018.

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

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

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

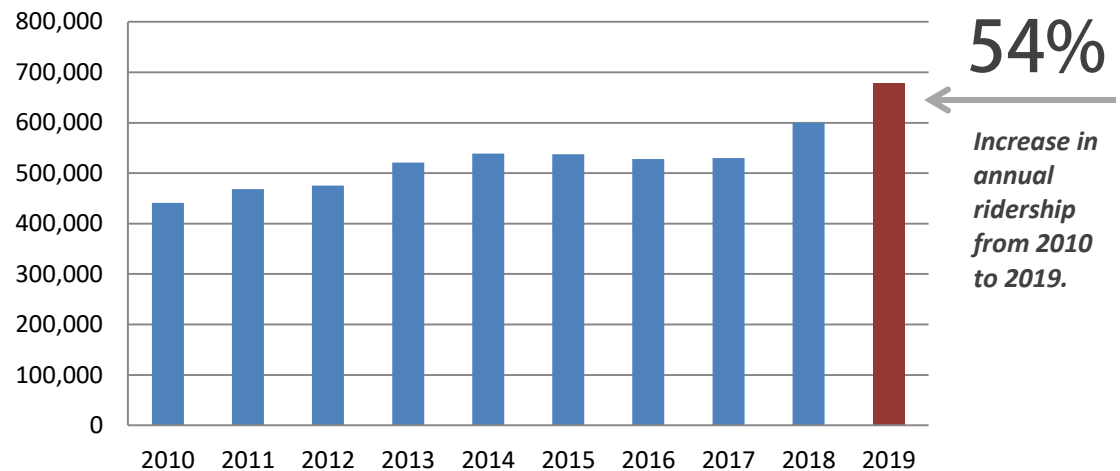
**23%** Increase in satisfaction from 2016 receiving a score of 3.0 (out of 4.0).

How would you rate services received from Shoreline Metro?

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

## A Decade to Remember

Shoreline Metro Ridership by Year



Shoreline Metro capped off a decade of significant ridership growth, a 54% increase from 2010 to 2019. Ridership in 2019 reached the highest totals since 2001, an 18-year high. Since 2010, the City of Sheboygan and Shoreline Metro have transformed public transit services in the greater Sheboygan area via the following methods:

- Changed name from Sheboygan Transit System to Shoreline Metro (2011);
- Implemented a Bus Buddy and Travel Training Program (2012);
- Created a customer service office at the Transfer Station (2013);
- Designed route stalls at the Transfer Station for improved logistics (2013);
- Implemented new transit policies and procedures known as T.E.A.M. (2014);
- Originated real-time MDT dispatch software for paratransit services (2015);
- Remodeled and re-energized Dispatch Office (2016);
- Created a Safety, Education and Training Supervisor position (2018); and
- Launched GPS technology for customers via the Bus Tracker app (2019).

## Meet the Team

*Roland Knorr  
Operations Supervisor*

*Bruce Felten  
Operations Supervisor*

*Jack Sowinski  
Safety & Training  
Supervisor*

*Ann Koeller  
Administrative  
Coordinator*

*Cindy Ver Duin  
ADA Coordinator*

*Joan Mueller  
Dispatcher*

*Chuck Reschke  
Dispatcher*

*Scott Navis  
Lead Mechanic*

*Derek Muench  
Transit Director*

*Alderman Todd Wolf  
Commission Chair*

*Darrell Hofland  
City Administrator*

*Michael Vandersteen  
Mayor*

*& over 50 drivers,  
mechanics, service  
personnel and  
Commissioners  
dedicated to the success  
of Shoreline Metro.*

**“We have Excellent  
city bus services. Keep  
the services.**

**No more cuts.”  
Community Survey 2019**

## A Decade to Remember (Continued)

In 2014, Shoreline Metro adopted and developed a new culture. This culture shift was critical to the success of Shoreline Metro then and now. This paradigm shift brought:

- A team approach;
- “Open Door” policy by management;
- Dedication to safety and adherence to safety policies;
- A corrective action approach (removal of disciplinary actions);
- Accountability for all team members;
- Employee recognition and a recognition program;
- Positivity, support and encouragement;

The impact brought immediate results. Team members took noticeable enjoyment in their jobs and managing customer complaints and corrective actions decreased significantly. Team members support and encourage their teammates. Shoreline Metro’s cultural shift has given way to a more reliable and enjoyable public transit experience.

## Goals, Strategic Plan and Mission

- Continue to support the City of Sheboygan’s Strategic Plan by contributing to all of the six focus areas including “Quality of Life” for residents, 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.
- 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 residents.
- Maintain and invest in infrastructure including transit service, capital and human assets to ensure deliverance of safe, affordable, reliable and convenient service.

## Funding and Revenues

In 2019, passenger fares (\$843,540) accounted for 21% of revenues. The major operating funding sources were Federal Transit Administration (\$1,179,251) and Wisconsin Department of Transportation (1,025,584) at 29% and 25% respectively.

For the remaining 25% of Shoreline Metro’s operating revenue, several local partners contributed:

- City of Sheboygan - \$511,547;
- City of Sheboygan Falls - \$35,178;
- Village of Kohler - \$12,151;
- Sheboygan Area School District - \$90,000;
- Sheboygan County - \$326,474
- Community Development Block Grant - \$42,493

*Photos: Shoreline Metro received five new Gillig buses in 2019 through the Congestion, Mitigation, and Air Quality Improvement Program (CMAQ). The last time Shoreline Metro received new buses was in 2010.*

