



AGENDA OF THE TRANSIT COMMISSION

**WEDNESDAY, OCTOBER 24, 2018, 8:15 AM
TRANSIT**

A. Roll Call.

- I. Roger Kolb, Chair; John Withbroe, Vice Chair; Kevin Kuehn, Secretary; Alderman Randy Scannell; Emily Ysebaert, Ron Antonneau and Rashad Cobb

B. Approval of the Agenda.

- I. Approval of October 24, 2018 Transit Commission Meeting.

C. Approval of Minutes.

- I. Approval of September 19, 2018 Transit Commission Meeting Minutes.

D. Regular Business.

E. Informational.

- I. Overview of the Draft 2019-2023 Transit Development Plan (TDP) for the Green Bay Urbanized Area, by Brown County Planning Commission
2. Operational Reports
3. Financial Report
4. Marketing Report
5. Director's Report
6. Next Meeting: November 21, 2018

F. Adjournment.

- I) **ACCESSIBILITY:** Any person wishing to attend who requires special accommodation because of a disability, should contact the City Safety Manager at 920-448-3125 at least 48 hours before the scheduled meeting time so that arrangements can be made.

- 2) **QUORUM:** Please take notice that a majority or quorum of the Common Council will attend this Transit Commission meeting and will constitute a meeting of the Common Council for purposes of discussion and information gathering relative to this agenda.
- 3) **REPRESENTATION:** The party requesting the communication, or their representative, should be present at this meeting.



Report to the
Transit Commission
of the City of Green Bay



MEETING DATE

October 24, 2018

PREPARED BY

Patty Kiewiz, Transit Director

AGENDA ITEM # B.I.

Approval of October 24, 2018 Transit Commission Meeting.

BACKGROUND

Enclosed is the agenda for the Commission meeting being held on October 24, 2018.

RECOMMENDATION

Staff recommends the approval of the agenda for October 24, 2018.

FISCAL IMPACT

ATTACHMENTS

None



Report to the
Transit Commission
of the City of Green Bay



MEETING DATE

October 24, 2018

PREPARED BY

Patty Kiewiz, Transit Director

AGENDA ITEM # C.I.

Approval of September 19, 2018 Transit Commission Meeting Minutes.

BACKGROUND

Enclosed are the proposed minutes from the Commission meeting held on September 19, 2018.

RECOMMENDATION

Staff recommends the approval of the minutes from the September 19, 2018.

FISCAL IMPACT

ATTACHMENTS

- I. TC Minutes 9.19.18



MINUTES OF THE TRANSIT COMMISSION

**WEDNESDAY, SEPTEMBER 19, 2018, 8:15 AM
TRANSIT**

A. ROLL CALL.

I.

Roger Kolb, Chair; John Withbroe, Vice Chair; Kevin Kuehn, Secretary; Alderman Randy Scannell, Emily Ysebaert, Ron Antonneau and Rashad Cobb

B. APPROVAL OF THE AGENDA.

I. Approval of September 19, 2018 Transit Commission Agenda.

Moved by Commissioner John Withbroe, seconded by Commissioner Emily Ysebaert to approve the September 19, 2018 agenda. Motion carried.

Yes- None, No- None, Abstain- None

C. APPROVAL OF MINUTES.

I. Approval of August 15, 2018 Transit Commission Meeting Minutes.

Moved by Commissioner Kevin Kuehn, seconded by Commissioner Emily Ysebaert to approve the minutes from the August 15, 2018 meeting. Motion carried.

Yes- None, No- None, Abstain- None

D. REGULAR BUSINESS.

I. Discussion and Action: Reclassification of the Transportation Supervisor Position and Request to fill the Compliance Coordinator

Director Kiewiz has suggested restructuring the following positions:

The Compliance Coordinator position was previously part of Green Bay Metro's table of organization. In March of 2017, the incumbent transferred to a different position within the City. At that time, Director Kiewiz determined not to fill the vacancy as she desired to evaluate the duties of the position and ability of other staff to absorb some of the tasks. Many of the duties were absorbed by the Transportation Supervisor. The Compliance Coordinator position was eliminated from the 2018 table of organization.

Director Kiewiz is recommending the Compliance Coordinator position be added back into the table of organization.

The Transportation Supervisor position supervises the Dispatch office, provides backup to the Operations Supervisors, oversees the Packer Game Day Routes, monitors mileage and compiles daily operational statistics and assists the Transit Director with confidential and administrative tasks. The Transportation Supervisor position was recently vacated due to a resignation. Director Kiewiz reviewed the responsibilities of the position and is requesting to reclassify the position to a third Operations Supervisor position. Doing so will provide additional supervisory coverage for the 47 Bus Operators and 5 Dispatchers who staff Metro from 4:00 a.m. until 10:00 p.m. and more time focused on training the Bus Operators and Dispatchers.

Moved by Ald. Randy Scannell, seconded by Board Member Rashad Cobb to approve the reclassification of the Transportation Supervisor position to a Operations Supervisor and to fill the vacant Compliance Coordinator position. Motion carried.

Yes- None, No- None, Abstain- None

E. INFORMATIONAL.

I. Discussion: Green Bay Metro Quarterly Route Review and Analysis Report, August 2018, by Brown County Planning Commission.

L. Conard provided an overview of the report noting that this is the first quarterly report since the implementation of the East Side Transfer Point.

In terms of individual route performance, the new connector routes, #14 Brown and #12 Coal, are performing very well. The routes provide direct service from the Transportation Center to the new transfer point in 15 minutes. In addition the #13 River (downtown area) route was redesigned and is now performing above system standards.

The #18 Tan (Bellevue), #15 Aqua and #16 Pink (I-43 Business Center, YMCA, and Bellin Health) are performing below systems standards, which is somewhat expected largely due to low-density land use/lack of trip generators.

K. Kuehn asked about the lower operating ratio.

L. Conard noted that these data are representative of August when school is not in session, therefore, the ratio is less than it would be during the school year. P. Kiewiz confirmed.

2. Operational Reports

Director Kiewiz stated in your packets is the operational reports. Director Kiewiz gave a brief overview of August ridership reports for Fixed Route. Director Kiewiz stated that if the Commission would have any questions, she would be happy to answer them.

3. Director's Report

Director Kiewiz commented that there are no financial reports this month; we will have them for the next month's meeting. We are under budget roughly 5-6%.

The first round of Metro's budget has been submitted to the City. Our budget will be consistent where it has been; we may see a slight increase with the pay plan with the changes we had during negotiations and with the City's health plan.

College Express kicked off August 20, 2018. The ridership for the first 21 days was about a 1,000; averaging 50 people a day. Operating 24 trips for a course of a day. During the pilot program of this we are watching to see if there are certain times of the day or days that are more utilized. We will continue to monitor the program.

GB Metro Bus Tracker has been successful. We have received nothing but positive feedback on the GBM Bus Tracker App. Patty is working with Google Transit Map; she is in the final stage of testing it with Google. The trip planner is coming in the next coming weeks.

Director Kiewiz and Maintenance Manager will be out of the office attending the APTA conference in Nashville.

Working on a grant with WisDOT for VW Litigation Program; she is requesting \$3.7 million for purchase of replacement buses. Director Kiewiz stated she does not anticipate us receiving that amount. The grant is being awarded based on need. The recommendation is \$32 million for buses. This amount would purchase 70 buses overall the state is in need of 260 buses. P. Kiewiz will keep the Transit Commission up to date on the outcome of the disbursement of the funding.

Director Kiewiz stated we do have 5 buses (3-35' and 2-40') being delivered end of September beginning of October; the purchase of the buses was from money that we received from the grant dollars in 2016 from the Surface Transportation Block Grant in addition to Federal 5339 dollars.

There was some discussion on the Lime Bikes regarding options of bike styles and locations in the community.

4. Next Meeting: October 24, 2018

F. ADJOURNMENT.

Moved by Commissioner Kevin Kuehn, seconded by Commissioner John Withbroe to adjourn at 8:45 a.m. Motion carried.

Yes- None, No- None, Abstain- None



Report to the
Transit Commission
of the City of Green Bay



MEETING DATE

October 24, 2018

PREPARED BY

Patty Kiewiz, Transit Director

AGENDA ITEM # E.I.

Overview of the Draft 2019-2023 Transit Development Plan (TDP) for the Green Bay Urbanized Area, by Brown County Planning Commission

BACKGROUND

Brown County Planning staff will give an overview on the draft 2019-2023 Transit Development Plan (TDP) for the Green Bay Urbanized Area.

RECOMMENDATION

Receive and place on file.

FISCAL IMPACT

ATTACHMENTS

- I. 2019-2023 Transit Development Plan

DRAFT



2019-2023 Transit Development Plan

Brown County Planning Commission
Metropolitan Planning Organization (MPO) for the Green Bay Urbanized Area
October, 2018



U.S. Department of Transportation
Federal Highway Administration



U.S. Department of Transportation
Federal Transit Administration



The preparation of this report has been financed in part through grants from the Federal Highway Administration and Federal Transit Administration, U.S. Department of Transportation, under the Metropolitan Planning Program, Section 104(f) of Title 23, U.S. Code. The contents of this report do not necessarily reflect the official views or policy of the U.S. Department of Transportation.



The Brown County Planning Commission/Metropolitan Planning Organization (MPO) for the Green Bay Urbanized Area invites you to follow us on Facebook at: <https://www.facebook.com/pages/Brown-County-Planning-Commission-Green-Bay-MPO/751165931582219> or on Twitter at <https://mobile.twitter.com/BCPCGreenBayMPO>.

Acknowledgements

Green Bay Transit Commission

Roger Kolb, Chair

John Withbroe, Vice-Chair

Kevin Kuehn, Secretary

Ron Antonneau

Emily Ysebaert

Rashad Cobb

Alder Randy Scannell, City of Green Bay Common Council

Green Bay Metro Staff

Patty Kiewiz, Director

Alex Sweetman, Accountant

Essie Fels, Paratransit Coordinator

Green Bay Metro Drivers and Dispatch staff

Green Bay Metro Passengers

Brown County Mobility Management Program

Jennifer Hallam-Nelson, Mobility Coordinator

Green Bay Area Public School District

Brown County Planning Commission/

Metropolitan Planning Organization (MPO) for the Green Bay Urbanized Area

Cole Runge, Principal Planner

Lisa J. Conard, Senior Planner

Ker Vang, Planner/GIS

Karl Mueller, Planner/GIS

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CHAPTER 1

Introduction and Overview

Transit Development Plan Purpose

The purpose of the study is to guide operating and capital improvements for the Green Bay Metro System (Metro) for the next five years. A TDP is a short-range plan that will take a comprehensive look at various aspects of the system, including route structure, level of service, budget, fare structure, capital needs, and the paratransit program. The recommended system changes are designed to achieve an optimum level of transit service based on assumed federal and state funding and local budget constraints.

History of the Green Bay Metro System

From 1916 through 1972, the Wisconsin Public Service Corporation (WPS), a privately-owned utility company, provided streetcar and bus service in the Green Bay area. In the late 1960s, bus ridership decreases combined with rising expenses forced WPS to reduce deficits by cutting back on service. Service cutbacks, in turn, contributed to further decreases in ridership and additional revenue losses, resulting in a downward spiral of service, ridership, and revenue. In April of 1972, WPS offered to sell the bus company to the city of Green Bay with an agreement to reimburse the city for the full purchase price of \$270,000 in the form of an operating subsidy over a five-year period.

In January of 1973, WPS was granted the right to discontinue bus service in the Green Bay area, at which time the city of Green Bay leased the bus system from WPS through the remainder of 1973. This action avoided a discontinuance of service and allowed time for the city to create the Transit Commission, consider alternative plans for the system developed by the Brown County Planning Commission (BCPC)/Metropolitan Planning Organization (MPO), and prepare for a public referendum on the purchase of the system. On April 3, 1973, 71 percent of the public voted in favor on a referendum calling for the purchase of the system from WPS.

Green Bay Metro Service

Green Bay Metro operates 17 full-service bus routes and one limited service bus route throughout the Green Bay area. In addition, Metro provides complementary ADA paratransit service. Fixed route bus and paratransit services are provided to the cities of Green Bay and De Pere and villages of Allouez, Ashwaubenon, and Bellevue. Service is provided Monday through Friday from 5:15 a.m. to 9:45 p.m. and on Saturday from 7:15 a.m. to 7:45 p.m. Service is not provided on Sunday.

Transportation Center

On February 26, 2001, all Metro operations relocated from the 318 South Washington Street facility to a new Transportation Center located at 901 University Avenue. The Washington Street facility was originally constructed in the late 1800s for administration, maintenance, and storage of an electric streetcar system. Both Wisconsin Public Service and the city of Green

Bay financed many building expansions and enhancements over the years. However, the age of the structure, size of the bus fleet, and inefficiencies associated with the building were a problem for some time. This, along with the city of Green Bay's desire to make the waterfront property available for redevelopment, necessitated the move.

The Transportation Center has allowed all Metro employees to be located in one facility and has allowed administrators additional time for the supervision of bus operations. Operational efficiencies of a modern facility and the reduction of "deadhead" mileage from the garage to the primary hub have been cost-saving benefits.

Transportation Center (West-Northwest View)



Photo courtesy of Green Bay Metro.

Overhead View of the Transportation Center



Planned Bus Entrance. Aerial photo courtesy of Brown County, 2017.

Passengers at the Passenger Center benefit from a staffed information counter, real-time bus arrival board, automated pass dispenser, spacious climate-controlled seated waiting area, vending machines, and public restrooms. Outside, a large canopy (pictured above) covering many bus stalls protects passengers from falling rain and snow. In addition, each bus route has a designated stall, and the distance passengers have to walk between buses is minimal. The Transit Commission holds its monthly meeting in the large conference room at the Transportation Center, typically the third Wednesday of each month at 8:15 a.m. The public is welcome to attend. Special public hearings and informational meetings are also held at the Transportation Center.

Multiple Hub Fixed Route Bus System

Prior to 2011, Metro used a single hub located at the Transportation Center. Today, the bus system is designed around one main hub and four peripheral hubs. The system in use is similar to what is called a “radial pulse” system. The system is “radial” because the layout of the routes brings buses to a hub and then radiates them out in a spoke-like fashion to cover the service area. It is called a “pulse” system because all routes are timed to arrive at a hub at regular intervals, allowing for many transfers to occur with little or no waiting. Transfer opportunities exist at the following hub locations:

- Green Bay Metro Transportation Center, 901 University Avenue in Green Bay (main hub)
- Green Bay Plaza on Military Avenue in Green Bay
- Bay Park Square Mall on the east side of Oneida Street just south of Willard Drive in Ashwaubenon
- East Side Hub, located in the 2200 block of the West Main Street Frontage Road in Green Bay
- Shopko, located at 230 N Wisconsin Street in De Pere

Past TDP Efforts

The Brown County Planning Commission/MPO and Green Bay Metro System have been involved in the following TDP efforts:

- *2014-2018 Transit Development Plan for the Green Bay Metro System* by Brown County Planning Commission.
- *2009-2013 Transit Development Plan for the Green Bay Metro System* by Brown County Planning Commission.
- *2004-2008 Transit Development Plan for the Green Bay Metro System* by Brown County Planning Commission.
- *1997-2001 Green Bay Area Transit Development Plan for the Green Bay Transit System* by Abrams-Cherwony & Associates.
- *1989-1993 Transit Development Program* by Brown County Planning Commission.
- *1985-1989 Transit Development Program* by Brown County Planning Commission.
- *1982-1986 Transit Development Program* by Brown County Planning Commission.

Status of the 2014-2018 Transit Development Plan for the Green Bay Metro System

In 2013, the Brown County Planning Commission/MPO staff, in conjunction with the Green Bay Metro staff, prepared the *2014-2018 Transit Development Plan for the Green Bay Metro System*. The TDP was approved by the Green Bay Transit Commission. The recommendations and implementation status are as follows:

2014-2018 TDP Recommendations and Implementation Status

Item	Recommendation	Status
Regional Transportation Authority (RTA)	Develop a strategy for the creation of a RTA or other reliable source of funding to supplement its existing funding mechanisms.	The state enabling legislation that is necessary to create an RTA does not exist. Green Bay Metro is an active member of the Wisconsin Public Transportation Association (WIPTA). WIPTA represents over 70 Wisconsin bus and shared-ride taxi systems and is active in the RTA discussion.
Fixed Route System	Green Bay Metro staff, with the assistance of the MPO, should continue to explore route restructuring options and present a plan to the Transit Commission.	2015 East Side Route Study was completed. The study provided a vision for an east side transit hub and route structure. The east side hub opened in August of 2018. #13 River route was implemented providing 30-minute service throughout downtown Green Bay.

Item	Recommendation	Status
Paratransit Services	Continue to study the feasibility of taking over the vehicle management aspect and/or other aspects of the paratransit program with the goal of reducing the overall cost of the program.	Metro's strategic plan approved in 2017 identifies a strategy for acquiring paratransit vehicles at the rate of six per year from 2020 to 2022 and leasing them to a private operator. Paratransit vehicles are identified in the Transportation Improvement Program (TIP), but are not currently funded. Paratransit software being evaluated by Metro staff. MV Transportation was awarded the most recent paratransit service contract. The contract expires in March 2020.
Operating Assistance/ Other Assistance	Cost savings measures, cost avoidance, and alternate funding sources should continue to be pursued.	Metro has applied for and received capital assistance through non-traditional funding sources such as the Surface Transportation Block Grant Program. To date, Metro has received funding for seven buses and a facilities expansion project. Metro has applied for and received funds to offset the cost of the Specialized Mobility Management Program for Brown County through Federal Section 5310 and State 85.21 programs. Metro entered into an agreement with Green Bay and Ashwaubenon school districts which allowed for the elimination of six of the seven limited service routes. Students were encouraged to use the full service route system. This resulted in a decrease in operating expenses, decrease in wear and tear on the bus fleet, and a reduction in the peak bus requirement.
Bus Fleet	Acquire 10 new buses to replace aging vehicles.	Metro has acquired nine buses since 2013. Additional buses are programmed for 2019-2023 but not currently funded. Metro has requested an additional eight buses from the Volkswagen settlement.
Fares	Maintain Relatively Low Fares.	The Transit Commission continues to maintain fares that are lower than the average of Metro's peer systems throughout the state.
U-Pass Program	Investigate expanding the program to include other post-secondary institutions. UW-Green Bay is an existing participant.	UW-Green Bay, Green Bay Area Public School District, and Ashwaubenon School District participate in U-Pass-type programs. Rasmussen College and St. Norbert College no longer participate as student usage was low. These students currently take advantage of daily or 30-day pass options. NWTC invited to participate under similar arrangement as UW-Green Bay. Students currently taking advantage of adult 1-day or

		30-day post-secondary pass.
Transit Fare Incentives	Travel allowance, free bus passes, transit trip validation programs.	No new incentives implemented. Metro continues to offer free rides on Green Saturday and free rides on the four Packers game day routes.
Continue to operate a Modified Fixed Route Service for Green Bay Packers Games	Create service appealing to residents and visitors attending activities at and around Lambeau Field in an effort to reduce traffic congestion, reduce vehicle emissions, and promote responsible driving.	Service implemented in 2011. Four game day fixed routes offer service before and after all home games. Service is free and open to the general public. Program is performing at a high level.
Route #78	Eliminate due to low ridership.	The #78 route was significantly modified in 2017. The route now carries a large number of passengers and is performing at a high level.
Design and encourage communities to be more transit-friendly	Design and encourage communities to be more transit-friendly.	Addressed in local comprehensive plans and other studies.

TDP Goals and Objectives

The goals and objectives listed below were developed by the BCPC/MPO staff in conjunction with the TDP work group and are based on input received from Metro staff and passengers, and general planning principles.

Transit-related goals and objectives identified in the *Green Bay Metro 2017-2021 Strategic Plan and 2017 Transportation System Performance Measures Status Report for the Green Bay Metropolitan Area* were also evaluated and incorporated as appropriate.¹

Goal: Develop a strategy for transit service that is realistic based on projected federal, state, local, and other funding conditions.

Objectives:

1. Study alternative route structures to improve system performance and make the bus a viable and attractive transportation mode.
2. Explore new technologies that would enhance service and/or reduce costs.
3. Identify and utilize other sources of funding to maintain or expand Metro's services (Surface Transportation Block Grant (STBG), Section 5310, State 85.21, and others).
4. Maintain a strong working relationship with the participating communities, Metropolitan Planning Organization, Wisconsin Department of Transportation, Federal Transit Administration, private sector, interested parties, and passengers.
5. Maintain a five-year capital improvement plan.

¹ The Moving Ahead for Progress in the 21st Century (MAP-21) Act of 2012 directed the US Department of Transportation to establish a set of performance measures to ensure effective and efficient use of Federal transportation funds. MPOs are required to use a performance-based approach to transportation decision-making to support the national goals. MPOs shall develop long-range transportation plans around achieving these goals, and use the measures to track effectiveness. The Green Bay MPO is responsible for transportation planning in the Green Bay Metropolitan Planning area, which comprises the Urbanized Area of Brown County.

6. Replace equipment in a time-appropriate manner.
7. Retire four 2003 and three 2004 30' buses and replace with seven new 35' and/or 40' buses.
8. Maintain on-bus advertising occupancy rate of 75% of full service buses at all times.
9. Increase passenger and advertising revenue by 1% each year.

Goal: Develop various strategies aimed at keeping existing riders and attracting new riders to the system.

Objectives:

1. Actively promote the passage of statewide Regional Transportation Authority or Regional Transit Authority (RTA) enabling statute.
2. Maintain, at a minimum, the existing level of service.
3. Increase the annual number of passenger to 1.4 million over the next five years.
4. Continue to provide service to transit trip generators such as schools, employment and shopping centers, and human service agencies.
5. Continue to provide courteous and professional service.
6. Improve level of service between major origins and destinations (headway frequency and time of day).
7. Expand the U-Pass and partnership programs from four partners to 10 partners over the next five years. Possible partners include NWTC and major employers.
8. Maintain the four route Packers game day service.
9. Maintain 93% or better service on-time reliability rate.
10. Enhance mobility for people through improved connectivity, seamless transfers, reduced travel and transfer wait time.
11. Increase the number of heavily used bus stops with sidewalk access by 20% in the next five years.
12. Increase the number of benches and/or bus shelters by 10 in the next five years.
13. Continue to improve service through technology. Upgrade "Where's My Bus?" application to a more user-friendly AVL-based system.
14. Introduce Wi-Fi on all buses.
15. Continue to produce and post instructional videos on You-Tube.
16. Expand and improve information distribution techniques (social media).
17. Maintain clean facilities and vehicles.
18. Educate the community on transportation issues and highlight transit service benefits such as transportation cost savings, traffic congestion reduction, and environmental benefits.
19. Facilitate connections between transportation services (bus-bike, bus-taxi, bus-TNC, bus-intercity bus, and bus-Oneida and Menominee Transit, etc.).
20. Increase coordination between regional and local transportation providers (private transportation providers, State 85.21 subrecipients, mobility manger, etc.).
21. Expand outreach efforts with civic organizations, employers, and other community stakeholders.
22. Encourage communities to establish development patterns that make transit use viable and attractive.
23. Encourage developers to develop/redevelop land that is conducive to transit service. Apply proven transportation and land use planning techniques such as transit-oriented development (TOD).
24. Promote transportation improvements that are consistent with adopted comprehensive plans.

25. Continue to involve the public in the development of transit plans and programs.
26. Continue to meet the requirements and spirit of the Americans with Disabilities Act (ADA).
27. Continue to serve disadvantaged populations such as low-income and minority populations.
28. Minimize and mitigate air quality impacts generated by the area's transportation system.

Goal: Maintain a safe transit system that serves Green Bay area residents.

Objectives:

1. Maintain Smith System Defensive Driving certification for 100% of operators.
2. Maintain strong safety record and maintain accident rate of 0.70 accidents per 100,000 miles provided or less.
3. Maintain visible systemwide security presence and surveillance coverage.
4. Increase number of cameras to six on every bus and upgrade to a live feed audio and video system.
5. Monitor the number and types of security-related incidents.

Goal: Meet the growing transportation needs of seniors and individuals with disabilities.

Objectives:

1. Maintain, at a minimum, existing paratransit fares, hours of operation, and service area.
2. Maintain 95% or better service on-time reliability rate for paratransit service.
3. Explore paratransit program service options such as providing a larger portion or all of the service in-house in an effort to reduce costs while continuing to provide reliable service to clients.
4. Continue to support the Specialized Mobility Management Program of Brown County.
5. Continue membership and participation on the Brown County Transportation Coordinating Committee (TCC).
6. Continue membership and participation on the Northeast Wisconsin Regional Access to Transportation Committee (NEWRATC).

CHAPTER 2

Fixed Route System

Green Bay Metro currently provides fixed route transit service in the cities of Green Bay and De Pere and the villages of Allouez, Ashwaubenon, and Bellevue. A total of 17 full service and two limited service fixed routes are in operation. See the following page for a map of the full service route system.

Hours of Operation

Green Bay Metro operates Monday through Friday from 5:15 a.m. to 10:00 p.m. and on Saturday from 7:15 a.m. to 6:45 p.m.

Service is not provided on Sundays or on major holidays, with the exception of Packers game day service.

Service Frequency

Service is offered twice per hour for seven of Green Bay Metro's full service routes during the weekday. For the remaining seven routes, service is offered only once per hour. A complete listing of service frequency for weeknights and Saturdays is shown in table format later in this chapter.

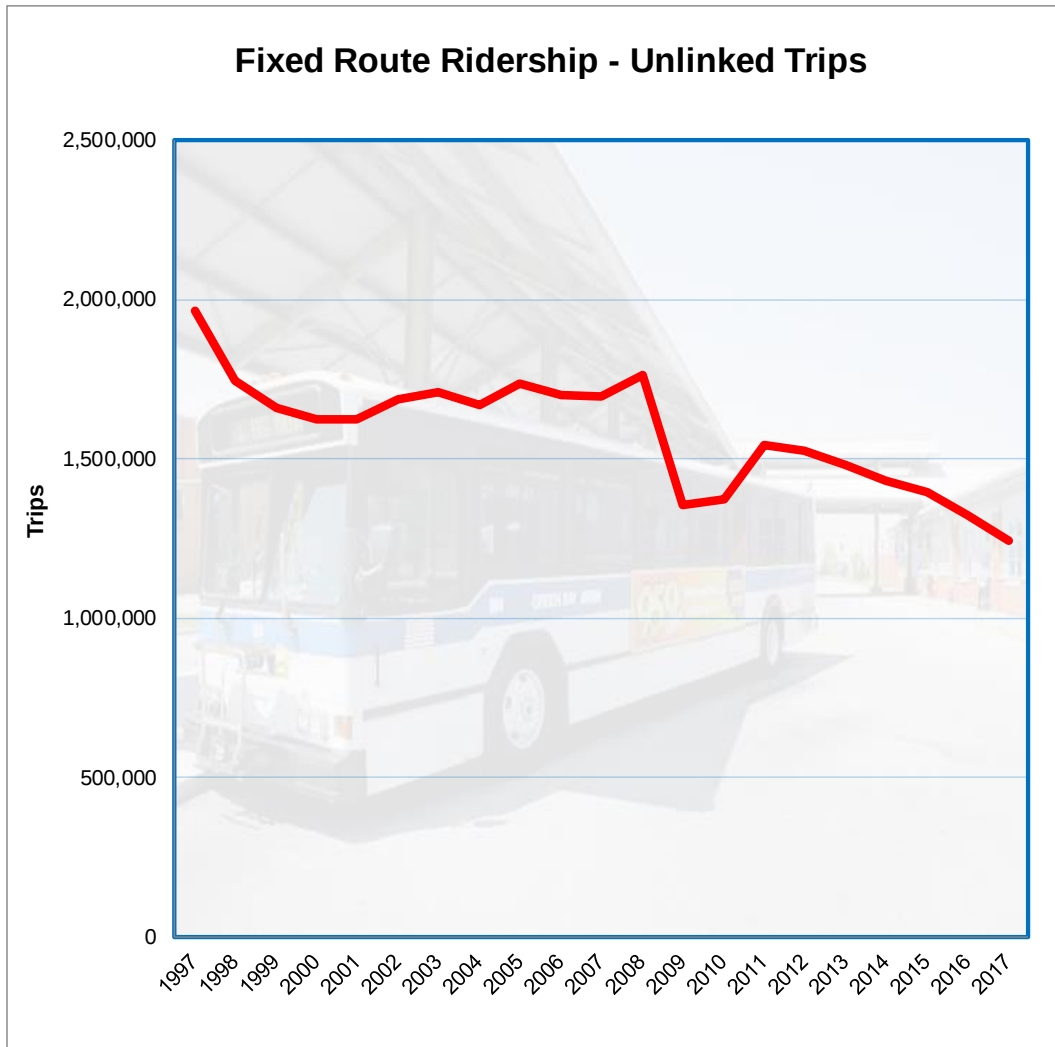
Ridership

The following table illustrates fixed route ridership from 1997 through 2017. Please note that the amount of service has varied over this time period.

Fixed Route Ridership

Year	Unlinked Trips (includes Transfers & Free)	Change
1997	1,965,649	-2.17%
1998	1,744,323	-11.26%
1999	1,660,679	-4.80%
2000	1,624,501	-2.18%
2001	1,624,932	0.03%
2002	1,684,584	3.67%
2003	1,711,296	1.59%
2004	1,668,387	-2.51%
2005	1,736,118	4.06%
2006	1,702,113	-1.96%
2007	1,697,819	-0.25%
2008	1,763,038	3.84%
2009	1,354,368	-23.18%
2010	1,370,835	1.22%
2011	1,542,287	12.51%
2012	1,523,838	-1.20%
2013	1,482,429	-2.72%
2014	1,429,205	-3.59%
2015	1,394,851	-2.40%
2016	1,323,000	-5.15%
2017	1,242,910	-6.05%

Note: The farebox system was automated in 2009, which improved the accuracy of ridership data collection.

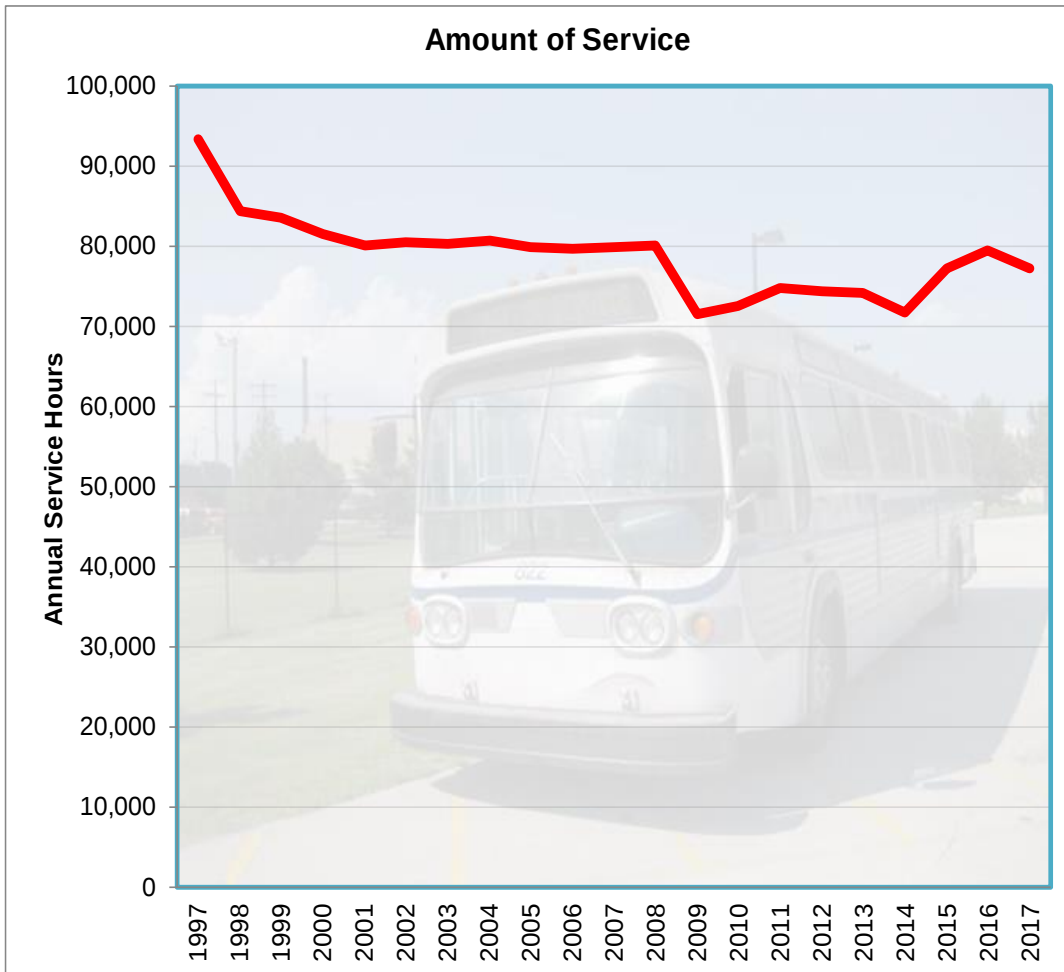


Amount of Service

The amount of service a transit system provides is typically expressed in terms of service hours or revenue hours. It is anticipated that Green Bay Metro will provide 82,433 hours of fixed route service in 2018.

The graph on the following page shows the annual amount of fixed route service hours over the last two decades.

Currently, Metro service hours are 12% lower than that of 20 years ago. Cost-to-continue budgets and several funding decreases have played a role in the service hour reductions. However, over the past couple of years, Metro has been able to introduce modest amounts of new and expanded service.



Fares

Green Bay Metro has a history of providing favorable fares for its passengers. Maintaining low fares now and into the future will help the system reach its goal of keeping existing riders and attracting new riders to the system.

Past and current fare structures for the fixed route bus system are listed in the table below.

Fare Category	1998	2003	2005	2009	2018
Adult					
Cash	\$1.00	\$1.25	\$1.50	\$1.50	\$1.50
Day Pass - Introduced in 2012					\$3.00
Week Pass - Introduced in 2012					\$12.00
30-Day Pass	\$21.50	\$23.00	\$26.00	\$35.00	\$35.00
Student (K-12)					
Cash	\$1.00	\$1.25	\$1.50	\$1.50	\$1.00
Day Pass - Introduced in 2012					\$2.00
30-Day Pass	\$16.00	\$16.00	\$19.00	\$19.00	
30-Day Pass - Increase on 1/1/17					\$22.00
Reduced (Age 65+ or qualifying Disability w/ID Card)					
Cash	\$0.50	\$0.60	\$0.75	\$0.75	\$0.75
Day Pass					\$1.50
30-Day Pass	\$10.75	\$12.25	\$15.25	\$25.00	\$25.00
Disabled Veterans w/ Service-Connected ID					Free
Green Saturday – Introduced 2011					Free
Paratransit					
Origin to Destination	\$2.00	\$2.50	\$3.00	\$3.00	\$3.00
Agency Fare-Origin-Destination - Introduced 7/1/15					\$15.00

Fare Comparisons

Fare structures of other transit properties in the State of Wisconsin are shown in the table below. Green Bay Metro's fare structure offers a better value when compared to the other systems.

	Wisconsin Peer Systems	Adult Cash Fare	Student Cash Fare	Reduced Cash Fare	Unlimited Adult Pass	Unlimited K-12 Student Pass	Unlimited Reduced Pass
1.	Appleton (Valley Transit)	\$2.00	\$0.75	\$1.00	\$60.00	\$22.00	\$40.00
2.	Beloit Transit	\$1.50	\$1.50	\$0.75	not offered*	not offered*	not offered*
3.	Eau Claire Transit	\$1.50	\$1.00	\$0.75	\$45.00	not offered*	\$23.00
4.	Fond du Lac Area Transit	\$1.50	\$1.25	\$0.75	\$38.00	\$32.00	not offered*
5.	Janesville Transit	\$1.50	\$1.50	\$0.75	\$52.00	\$32.00	not offered*
6.	Kenosha Transit	\$2.00	\$1.50	\$0.75	\$60.00	not offered*	not offered*
7.	La Crosse Municipal Transit	\$1.50	\$1.25	\$0.75	\$35.00	\$23.00	\$25.00
8.	Madison Metro	\$2.00	\$1.25	\$1.00	\$65.00	not offered*	\$32.50
9.	Milwaukee County Transit	\$2.25	\$2.25	\$1.10	\$72.00	\$72.00	\$32.00
10.	Oshkosh (GO Transit)	\$1.00	\$1.00	\$0.50	\$25.00	not offered*	not offered*
11.	Racine (RYDE)	\$2.00	\$2.00	\$1.00	\$65.00	\$65.00	\$30.00
12.	Sheboygan (Shoreline Metro)	\$1.75	\$1.75	\$0.85	\$48.00	not offered*	not offered*
13.	Waukesha Metro	\$2.00	\$1.25	\$1.00	\$46.00	\$30.00	\$35.00
14.	Wausau (Metro Ride)	\$1.75	\$1.50	\$0.85	\$38.00	\$19.00	\$19.00
	Average:	\$1.73	\$1.41	\$0.84	\$49.92	\$32.78	\$29.56
15.	Green Bay Metro:	\$1.50	\$1.00	\$0.75	\$35.00	\$22.00	\$25.00
	Difference:	-\$0.23	-\$0.41	-\$0.09	-\$14.92	-\$10.78	-\$4.56

* 30 day or monthly pass not available for specific category; passenger could purchase adult 30 day pass, pay daily cash fare, or may have options for lower-cost single-ride tickets, tokens, day pass, student semester pass, or punch card. Fares as of January 2018.

Full-Service Fixed Route Characteristics

A. Weekday

Weekday full-service fixed route characteristics are below:

Route	Daytime Trips/ Day	Evening Trips/ Day	Total Trips/ Day	Route Length (in hours)	Peak Number of Trips/ Hour	Peak Bus Requirement	Total Service Hours
# 2 Orange	25	3	28	0.5	1	1	14
# 3 Silver	13	0	13	1	1	1	13
# 4 Blue	13	3	16	1	1	1	16
# 5 Plum	10	0	10	1	2	2	10
# 6 Red	26	3	29	1	2	2	29
# 7 Lime	26	3	29	1	2	2	29
# 8 Green	13	3	16	1	1	1	16
# 9 Gold	13	3	16	1	1	1	16
#10 Yellow	13	3.5	16.5	1	1	1	16.5
#11 Sky	13	3	16	1	1	1	16
#12 Coal	26	6	32	0.5	2	1	16
#13 River	24	3	27	0.5	2	1	13.5
#14 Brown	26	6	32	0.5	2	1	16
#15 Aqua	12	4	16	1	1	1	16
#16 Pink	13	0	13	1	2	1	13
#17 Brick	13	3	16	1	1	1	16
#18 Tan	24	7	31	0.5	2	1	15.5
Weekday Total:	303	53.5	356.5			20	281.5

* Departures prior to 6:00 p.m. are considered daytime.

2018/2019 Pilot Program - X College Express route characteristics are below

Route	Daytime Trips/ Day	Evening Trips/ Day	Total Trips/ Day	Route Length (in hours)	Peak Number of Trips/ Hour	Peak Bus Requirement	Total Service Hours
College Express #1	10	2	12	1	1	1	12
College Express #2	10	2	12	1	1	1	12

B. Saturday

Saturday full-service fixed route characteristics are below:

Route	Saturday Trips/ Day	Route Length (in hours)	Trips per Hour	Peak Bus Requirement	Total Service Hours
# 2 Orange	11	0.5	1	0.5	5.5
# 3 Silver					
# 4 Blue	11	1	1	1	11
# 5 Plum					
# 6 Red	11	1	1	1	11
# 7 Lime	11	1	1	1	11
# 8 Green	11	1	1	1	11
# 9 Gold	11	1	1	1	11
#10 Yellow	11.5	1	1	1	11.5
#11 Sky	11	1	1	1	11
#12 Coal	22	0.5	2	1	11
#13 River	11	0.5	2	0.5	5.5
#14 Brown	22	0.5	2	1	11
#15 Aqua	11	1	1	1	11
#16 Pink					
#17 Brick	11	1	1	1	11
#18 Tan	22	0.5	2	1	11
Saturday Totals:	187.5			13	143.5

Limited Service Fixed Routes

Green Bay Metro operates two limited service routes.

The #18 Shadow and Route #79 (single route) operates on regularly scheduled school days at 6:30 a.m./6:58 a.m. and 2:50 p.m./3:30 p.m. and is open to the general public.

The #78 route operates on regularly scheduled school days at 6:30 a.m. and 2:20 p.m. and is open to the general public.

Limited service routes should experience high passenger per trip rates. The intent of this type of service is to operate at or near seated capacity.

East Side Transfer Point Implementation

Green Bay Metro introduced the East Side Transfer Point on June 30th, 2018. The hub is located in the 2200 block of the West Main Street Frontage Road in Green Bay.

Numerous routes, including the #12 Coal, #13 Aqua, #14 Pink, #15 Brown, #16 Purple, and #18 Tan are scheduled to arrive and depart at :00 and :30 after the hour.

Green Bay Metro has installed shelters at this location.

East Side Transfer Point



Performance Measures

Each existing bus route is evaluated individually to determine if the service provided is attracting a desired amount of ridership and revenue. Performance of an individual route is judged in relationship to the performance of the entire system. This takes into account cost differences, inflation, and conditions specific to the local service area. The primary criteria used to evaluate the operational performance of the Green Bay Metro System are as follows (as per the *Green Bay Metro Policy and Procedural Manual*, as updated):

Revenue Per Hour - The revenue per hour of a route should be no less than 80 percent of the system median. These data are regularly recorded by the Planning staff and are used to determine the financial success of a route. Criteria mandating that individual routes fall within a specific range of the system median are considered a reasonable measuring device because certain routes may be less financially efficient than others. An 80 percent range is sufficiently close to the system median while accounting for individual route characteristics.

Passengers Per Hour - Similar to the revenue per hour, the passengers per hour of a route should be no less than 80 percent of the system median. These data are regularly recorded by the BCPC/MPO staff and are used to determine route usage. Again, criteria mandating that individual routes fall within a specific range of the system median are considered a reasonable measuring device because certain routes may be less financially efficient than others. An 80 percent range is sufficiently close to the system median while accounting for individual route characteristics.

Operating Ratio or Farebox Recovery - The operating ratio of a route is determined by dividing a route's passenger revenue by the total operating expense. The standard for the operating ratio is 80 percent of the system median.

The operating expense of a route is determined by multiplying the total number of system hours by the cost per hour. The Green Bay Metro System has an estimated expense of \$83.09 per hour for 2018. Expenses include items such as driver wages, fuel, and bus maintenance.

The operating ratio measure illustrates the percentage of revenue recovered through the farebox. For example, on an average February 2018 weekday, the full service system recovered 16.1 percent of all expenses or 16.1 cents per every dollar spent operating the system. The passenger and revenue statistics are typical of a weekday in February. It should be noted that passenger and revenue levels fluctuate throughout the year.

Schedule Adherence - The schedule adherence (on-time performance) of each route is monitored at all times. Green Bay Metro's guideline is 0 minutes early to 5 minutes late under normal conditions. The goal of a transit system should be 100 percent on-time operation. However, many factors such as traffic conditions, rail and bridge crossings, mechanical failures, and inclement weather cause delays from time to time.

Full Service Route Performance

The BCPC/MPO and Green Bay Metro staffs collect passenger and farebox data on a quarterly basis in February, May, August, and November. Due to the implementation of the East Side Transfer Point and the introduction of new routes and significantly modified routes, it is not possible to properly evaluate individual route performance at this time. Instead, individual route statistics will be collected as part of the November 2018 and February 2019 quarterly route reviews when the new system has been in place for just over three and six months, respectively.

Green Bay METRO

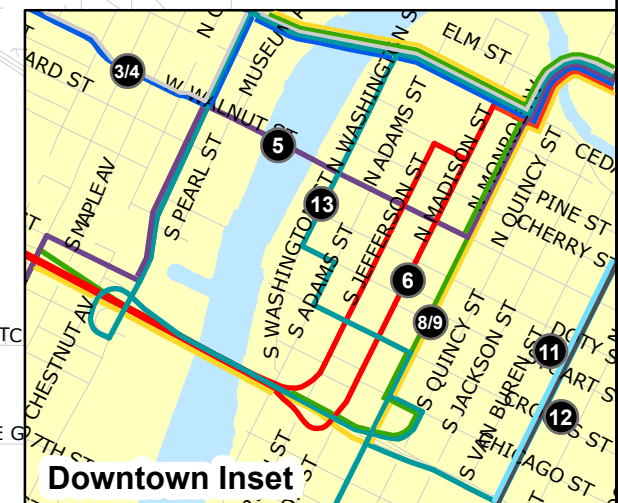
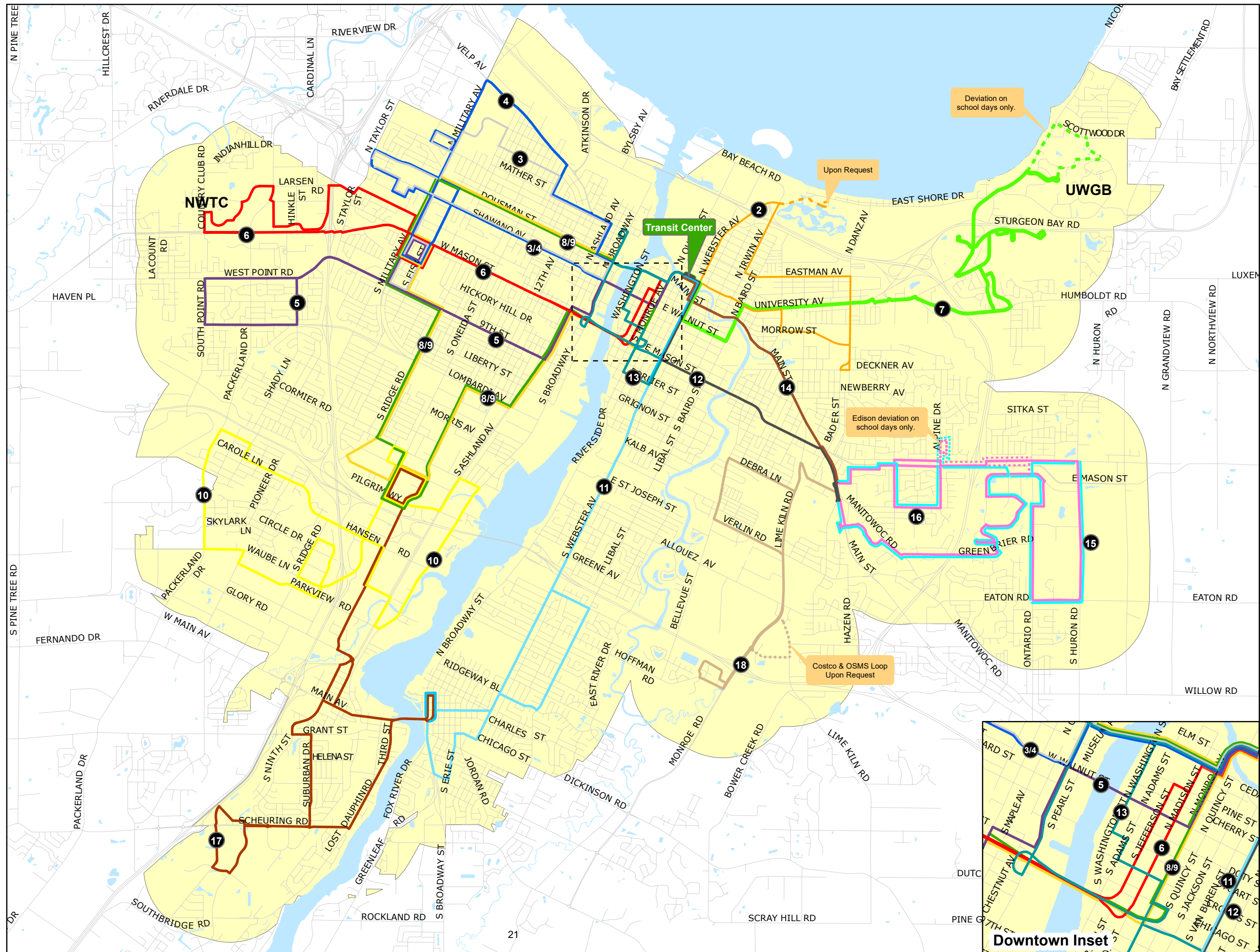
Legend

- # 2 Orange Line
- - - # 2 Upon Request
- # 3 Silver Line
- # 4 Blue Line
- # 5 Plum Line
- # 6 Red Line
- # 7 Lime Line
- - - # 7 On school days only
- # 8 Green Line
- # 9 Gold Line
- # 10 Yellow Line
- # 11 Sky Line
- # 12 Coal Line
- # 13 River Line
- # 14 Brown Line
- # 15 Aqua Line
- - - # 15 On school days only
- # 16 Pink Line
- - - # 16 On school days only
- # 17 Brick Line
- # 18 Tan Line
- - - # 18 Upon Request
- Paratransit Service Area



0 0.5 1 2
Miles

Map created by:
Brown County Planning Commission Staff
Date: 8/22/2018



Full Service Fixed Bus routes



#2 Orange Zippin

The #2 Orange Zippin route takes 30 minutes to complete. The Orange route makes 28 round trips per weekday and 11 round trips per Saturday and hubs at the main Transportation Center on University Avenue.

The route has the following service characteristics:

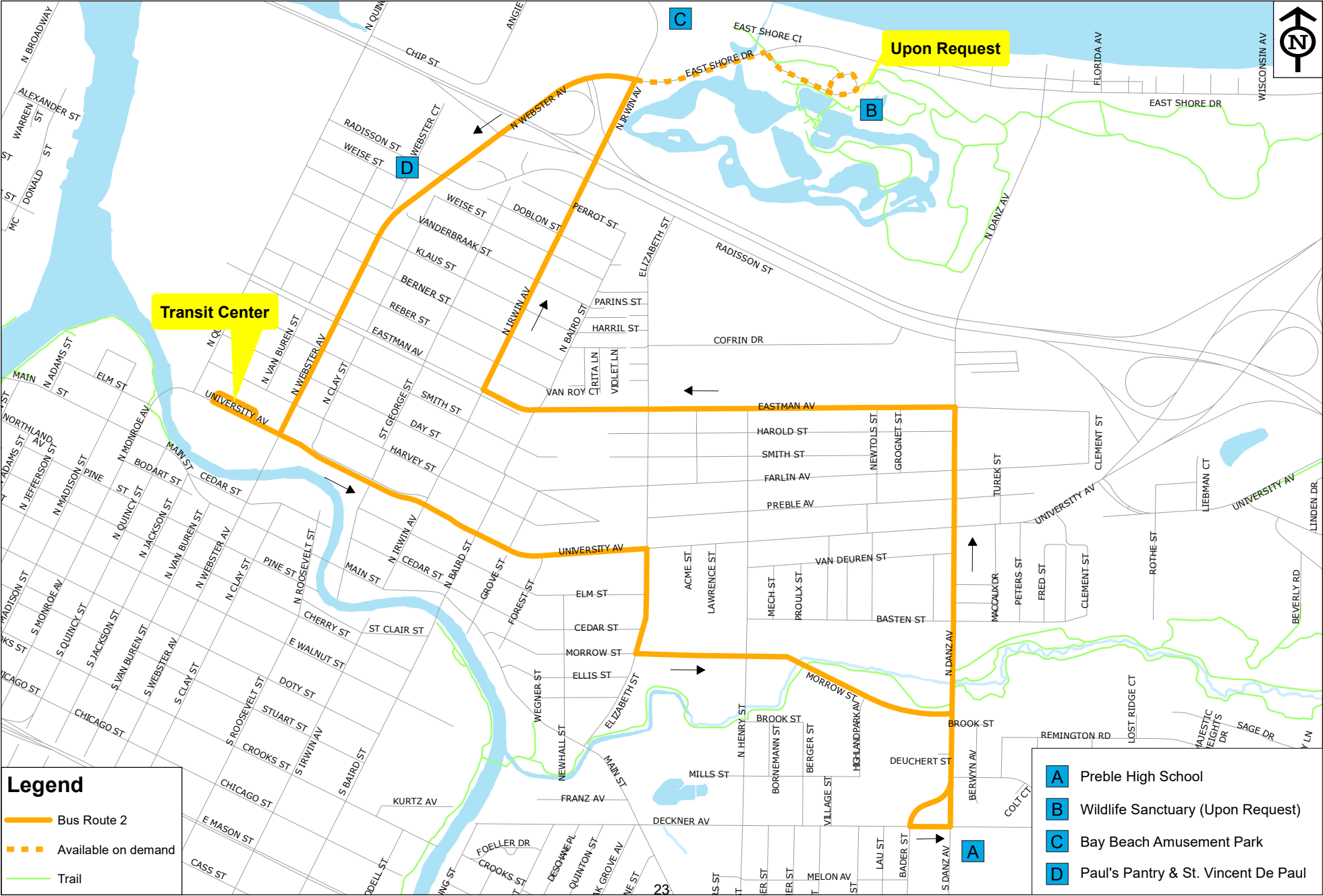
	Service Hours	Service Frequency	Trips	Peak Bus Requirement
Weekdays	5:45 a.m. – 6:45 p.m.	30 minutes	25	1
Weeknights	6:45 p.m. – 9:15 p.m.	60 minutes	3	.5
Saturday	7:45 a.m. – 6:15 p.m.	60 minutes	11	.5

The Orange route primarily serves the city's northeast side.

The land use in this area is medium to high density residential. Popular drop-off and pick-up sites include East High School, Preble High School, Bay Beach Amusement Park, Paul's Pantry, and St. Vincent De Paul. Passengers may, upon request, be driven to and picked up at the front door of the Wildlife Sanctuary's Nature Center.

The #2 Orange route is paired with the #13 River route on weeknights and Saturdays.

ROUTE 2 - ORANGE ZIPPIN LINE





#3 Silver



#4 Blue

The #3 Silver (counterclockwise) and #4 Blue (clockwise) routes act as a route pair and provide two-directional travel to the near and mid-to-near west side of the city of Green Bay.

The #3 Silver route takes 60 minutes to complete and makes 13 round trips per weekday. Service is not available on weekday evenings or on Saturday.

The #4 Blue route takes 60 minutes to complete and makes 16 round trips per weekday and 11 on Saturday.

The #3 Silver and #4 Blue routes hub at both the main Transportation Center on University Avenue and at Green Bay Plaza.

The routes have the following service characteristics:

#3 Silver (Counterclockwise)

	Service Hours	Service Frequency	Trips	Peak Bus Requirement
Weekdays	5:15 a.m. – 6:15 p.m.	60 minutes	13	1
Weeknights	No Service			
Saturday	No Service			

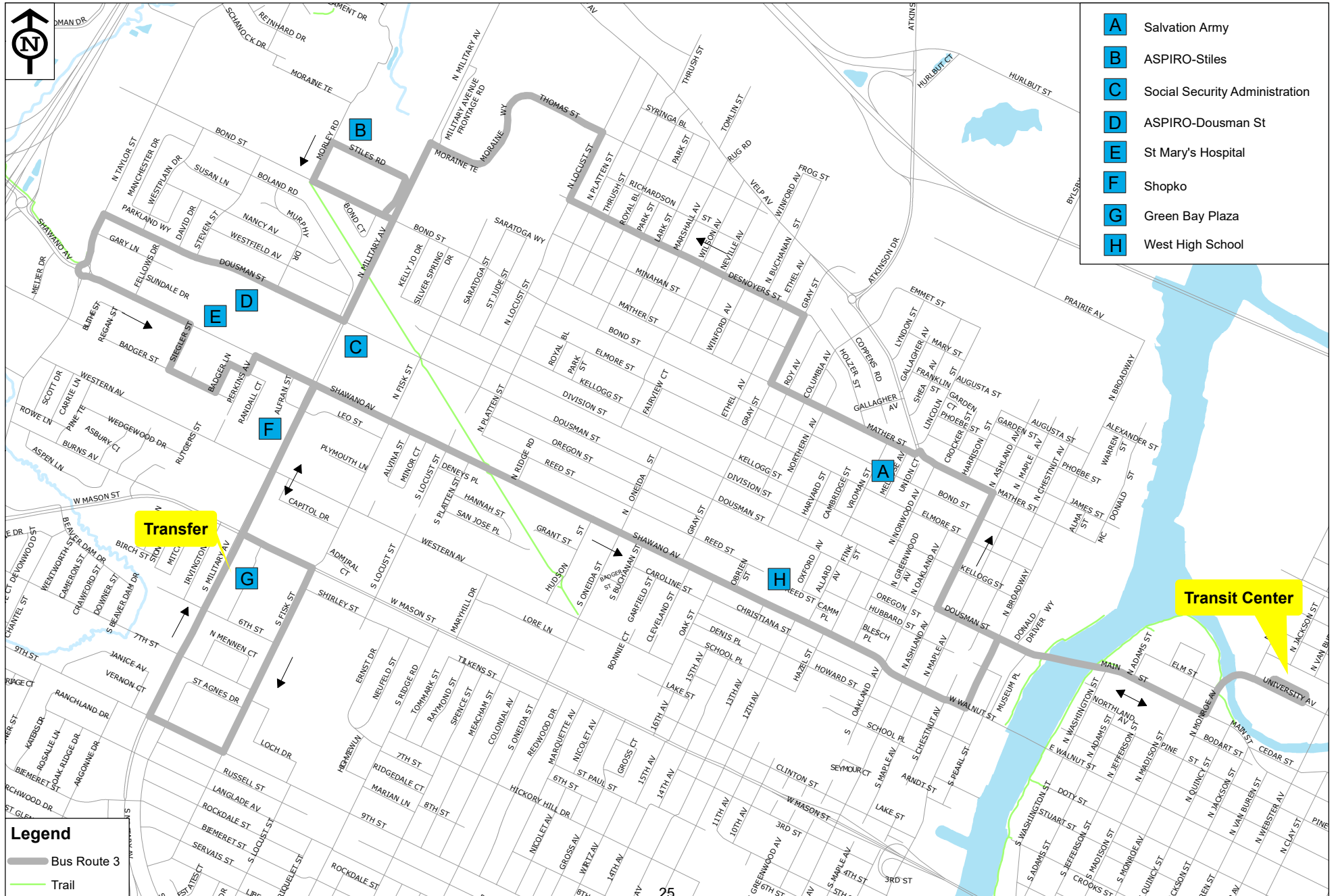
#4 Blue (Clockwise)

	Service Hours	Service Frequency	Trips	Peak Bus Requirement
Weekdays	5:45 a.m. – 5:45 p.m.	60 minutes	13	1
Weeknights	6:45 p.m. – 9:45 p.m.	60 minutes	3	1
Saturday	7:45 a.m. – 6:45 p.m.	60 minutes	11	1

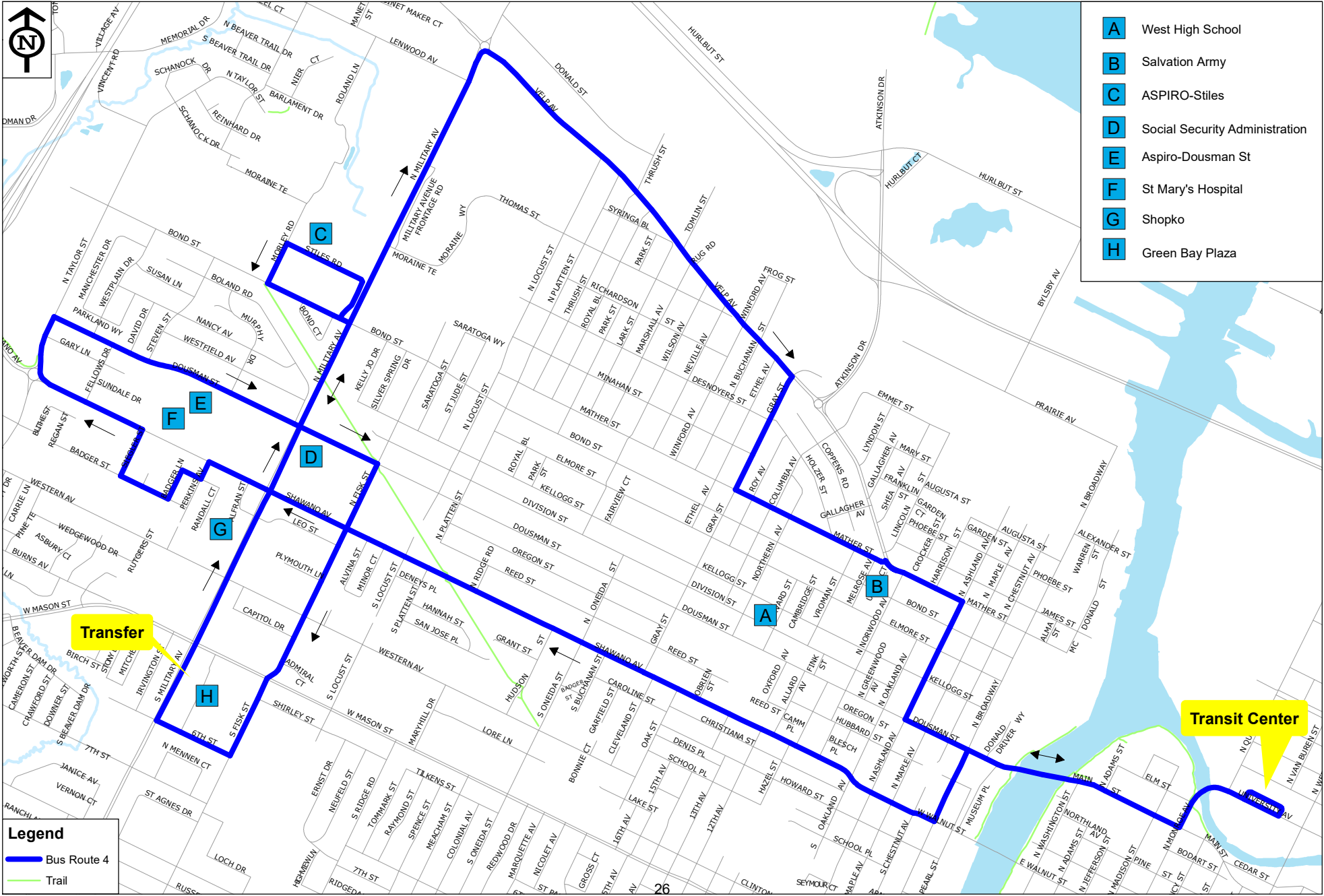
The land uses served by the route are primarily residential and commercial. High-use drop-off and pick-up areas include ASPIRO on Dousman Street, St. Mary's Hospital/medical clinic area, and Green Bay Plaza.

Bus-boat conflicts at the Fox River and bus-train conflicts at the rail crossings on Dousman near Broadway and on Military Avenue near Western Avenue tend to occur on a regular basis.

ROUTE 3 - SILVER LINE



ROUTE 4 - BLUE LINE





#5 Plum

The #5 Plum route takes 60 minutes to complete. The Plum route makes four round trips per weekday morning and four trips per weekday afternoon. A shadow (second) bus is assigned to accommodate the high volume of students on the 6:45 a.m. and 2:45 p.m. trips.

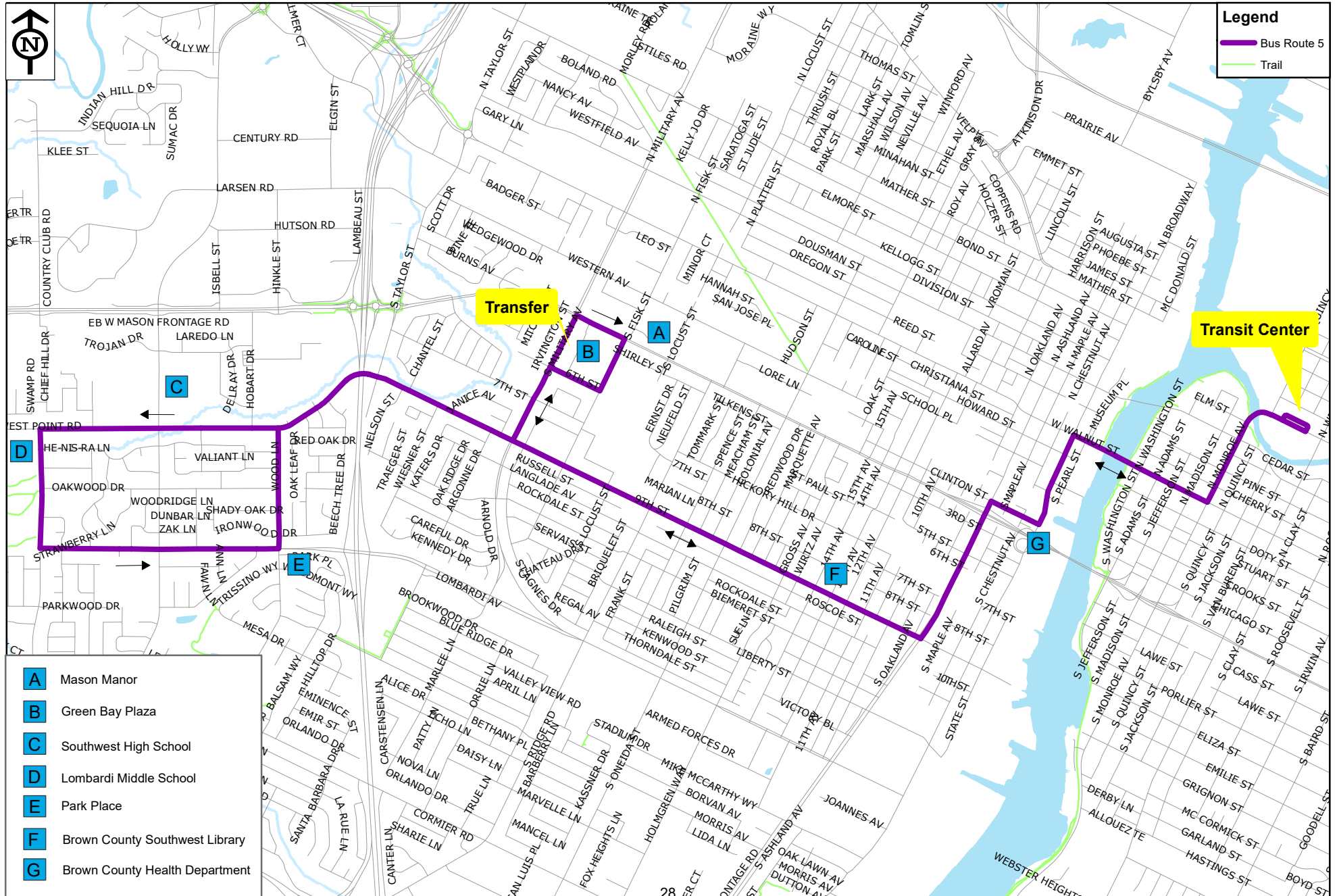
Service is not provided on Saturday. The route hubs at the Transportation Center and at Green Bay Plaza.

The route has the following service characteristics:

	Service Hours	Service Frequency	Trips	Peak Bus Requirement
Weekdays Mornings	5:45 a.m. – 9:45 a.m.	60 minutes	4	2
Shadow (school days only)	6:45 a.m.		1	
Weekday Afternoons	1:45 p.m. – 5:45 p.m.	60 minutes	4	2
Shadow (school days only)	2:45 a.m.		1	
Saturday	No Service			

The route primarily provides service along 9th Street/West Point Road in west Green Bay. Major trip origins and destinations include Green Bay Plaza, Southwest High School, and Lombardi Middle School. The transfer point at Green Bay Plaza allows passengers to transfer to other west side routes without having to travel to the downtown Transportation Center.

ROUTE 5 - PLUM LINE





#6 Red

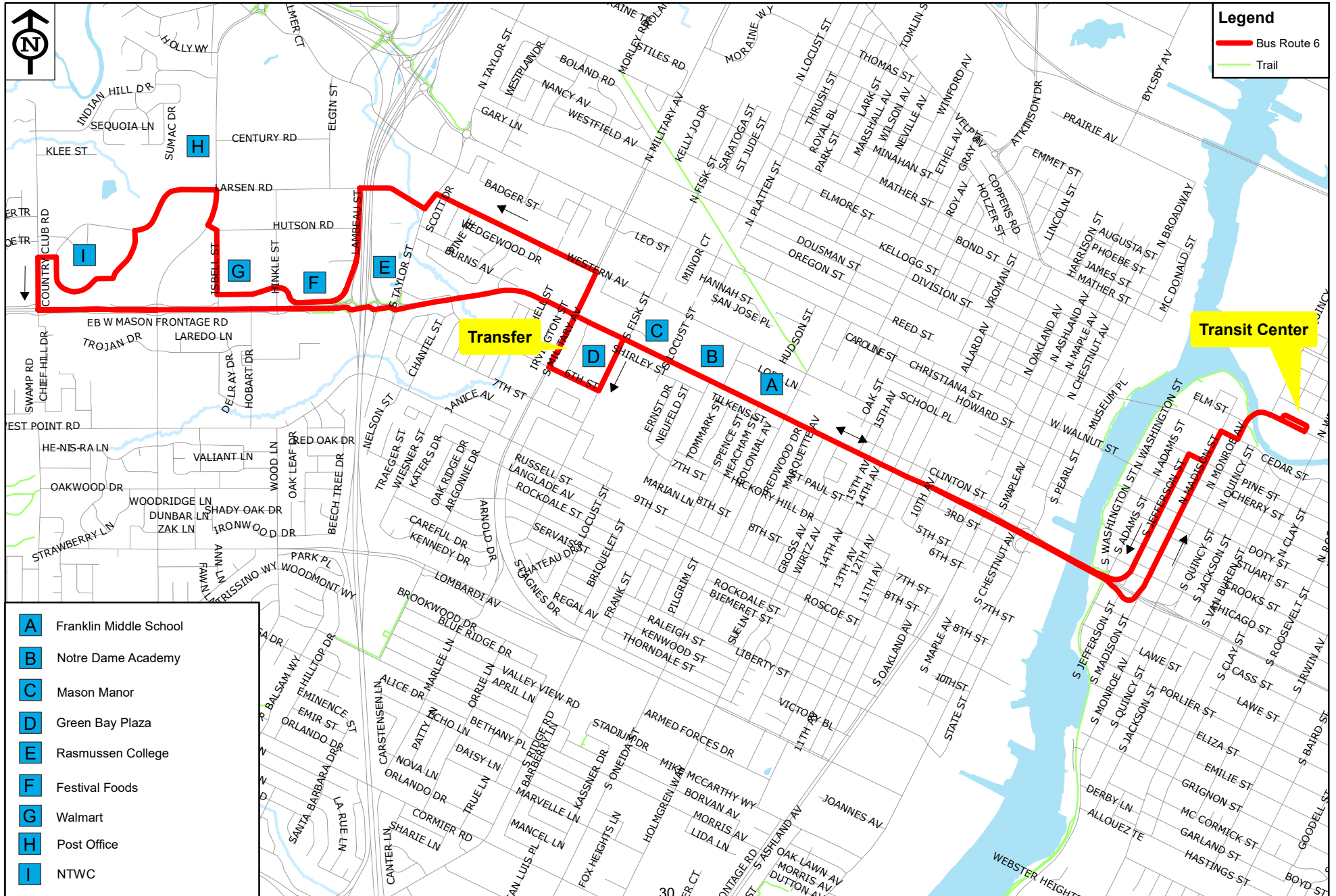
The #6 Red route takes 60 minutes to complete. The Red route makes 29 round trips per weekday and 11 round trips per Saturday. The route hubs at the Transportation Center and Green Bay Plaza.

The route has the following service characteristics:

	Service Hours	Service Frequency	Trips	Peak Bus Requirement
Weekdays	5:15 a.m. – 5:45 p.m.	30 minutes	26	2
Weeknights	5:45 p.m. – 9:45 p.m.	60 minutes	3	1
Saturday	7:45 a.m. – 6:45 p.m.	60 minutes	11	1

The route provides service along large stretches West Mason Street. The major ridership generators include Green Bay Plaza, Western Avenue, Walmart, and NWTC. The land use along the route is a mix of higher density residential and commercial.

ROUTE 6 - RED LINE





#7 Lime

The #7 Lime route takes 60 minutes to complete. The Lime route makes 29 round trips per weekday and 11 round trips per Saturday. The route hubs at the Transportation Center.

The route has the following service characteristics:

	Service Hours	Service Frequency	Trips	Peak Bus Requirement
Weekdays	5:15 a.m. – 5:45 p.m.	30 minutes	26	2
Weeknights	5:45 p.m. – 9:45 p.m.	60 minutes	3	1
Saturday	7:45 a.m. – 6:45 p.m.	60 minutes	11	1

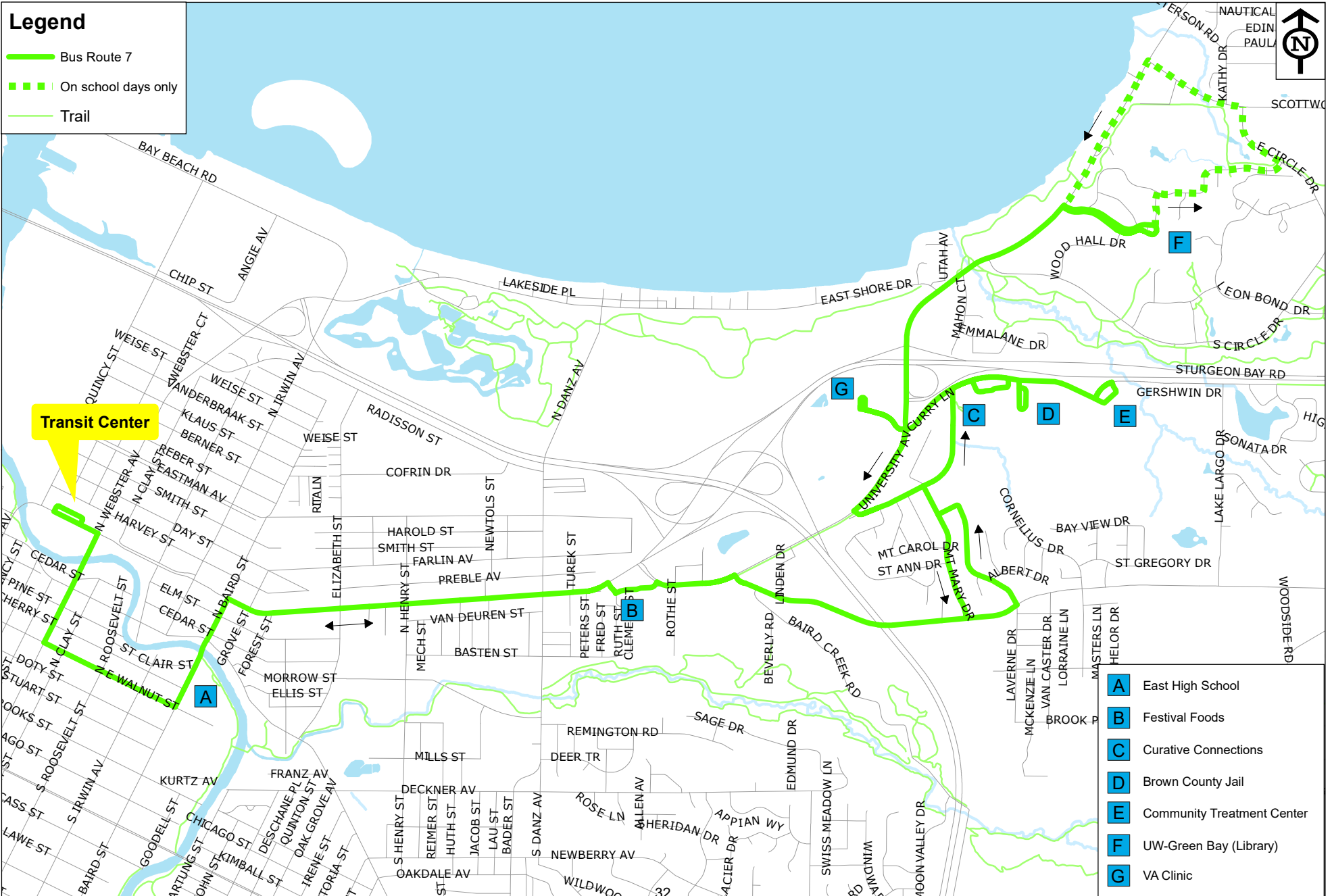
The route provides service along large stretches of University Avenue and portions of the Schmitt Park neighborhood. The major ridership generators include Curative Connections, Brown County Community Treatment Center, Milo C. Huempfner Department of Veterans Affairs Health Center, and the University of Wisconsin-Green Bay (UW-Green Bay). The land use along the route is a mix of residential, commercial, and institutional.

The end of the line is the UW-Green Bay housing complex.

ROUTE 7 - LIME LINE

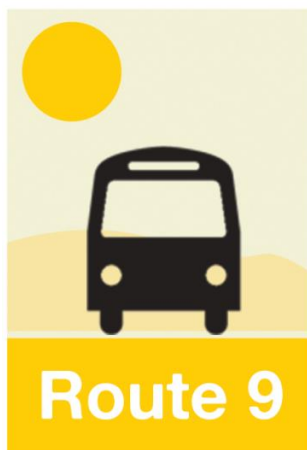
Legend

- Bus Route 7
- - - On school days only
- Trail





#8 Green



#9 Gold

The #8 Green (clockwise loop) and #9 Gold (counterclockwise loop) routes act as a route pair and provide nearly identical two-directional travel to and from the mid- to near-west side of the City of Green Bay as well as the Village of Ashwaubenon.

The #8 Green and #9 Gold routes take 60 minutes to complete, and each makes 16 round trips per weekday and 11 round trips on Saturday. The #8 Green and #9 Gold routes hub at the Transportation Center, Green Bay Plaza, and Bay Park Square.

The routes have the following service characteristics:

#8 Green

	Service Hours	Service Frequency	Trips	Peak Bus Requirement
Weekdays	5:45 a.m. – 5:45 p.m.	60 minutes	13	1
Weeknights	6:45 p.m. – 9:45 p.m.	60 minutes	3	1
Saturday	7:45 a.m. – 6:45 p.m.	60 minutes	11	1

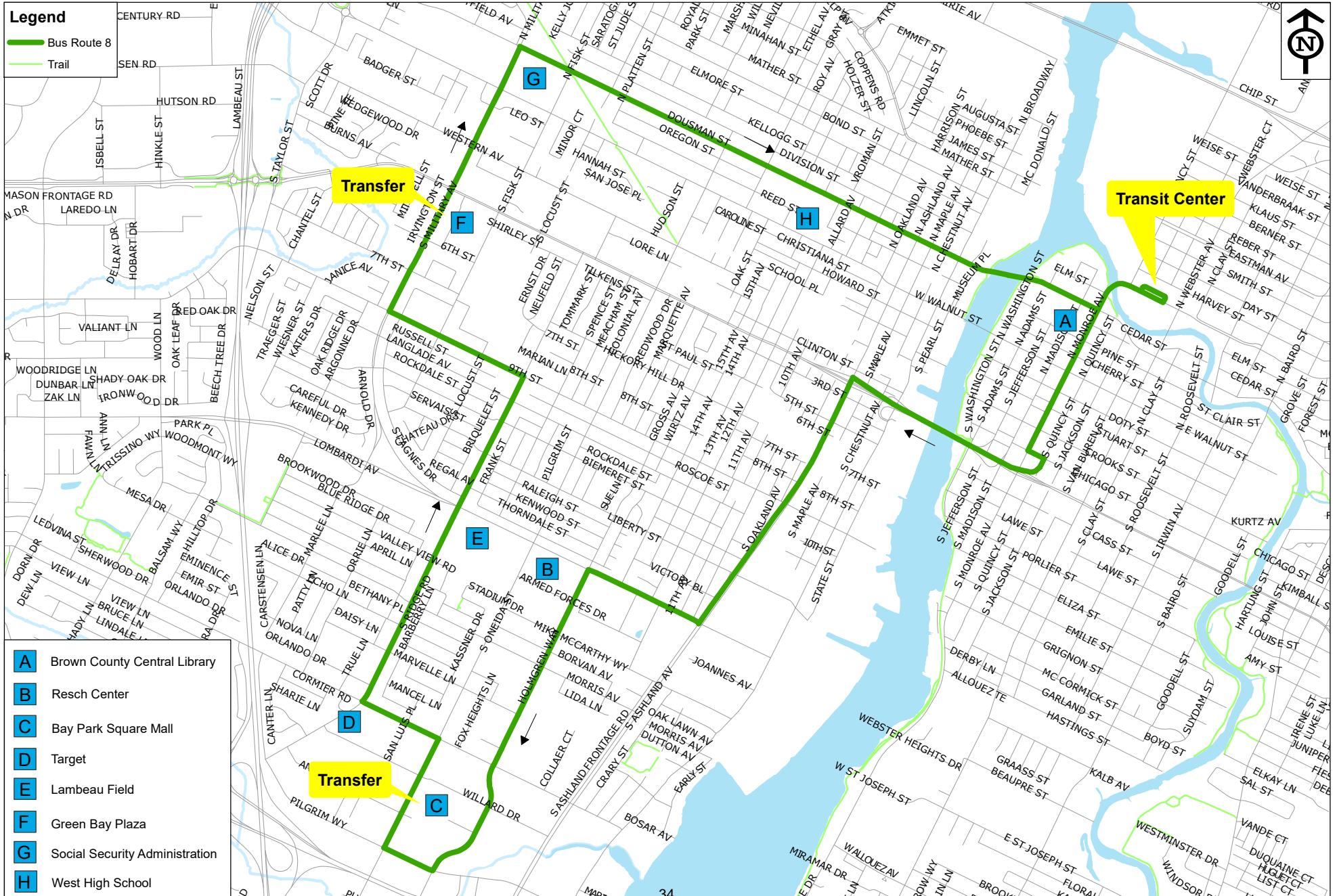
#9 Gold

	Service Hours	Service Frequency	Trips	Peak Bus Requirement
Weekdays	5:15 a.m. – 5:15 p.m.	60 minutes	13	1
Weeknights	6:15 p.m. – 9:15 p.m.	60 minutes	3	1
Saturday	7:15 a.m. – 6:15 p.m.	60 minutes	11	1

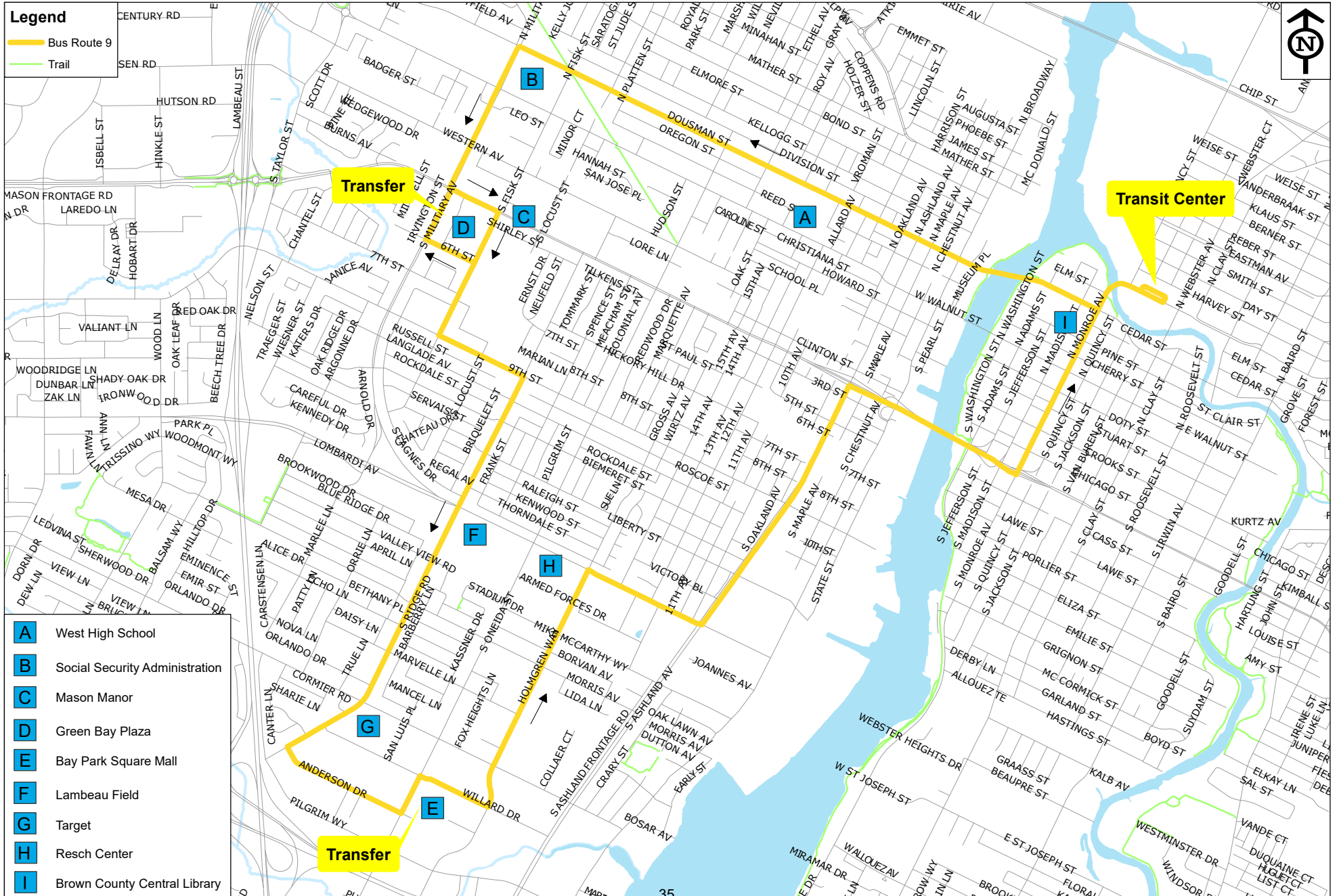
The #8 Green and #9 Gold routes provide service along large portions of Dousman Street, Military Avenue, Ridge Road, Holmgren Way, Lombardi Avenue, and Ashland Avenue. The land use served is mixed. Major origins and destinations include Green Bay Plaza and Bay Park Square.

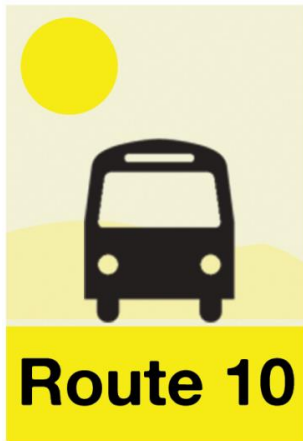
The route pair provides both northbound and southbound service along Ridge Road between Lambeau Field and the new Titledown District.

ROUTE 8 - GREEN LINE



ROUTE 9 - GOLD LINE





#10 Yellow

The #10 Yellow route hubs at Bay Park Square Mall. The Yellow route makes 16 round trips per weekday and 11 trips on Saturday.

The route has the following service characteristics:

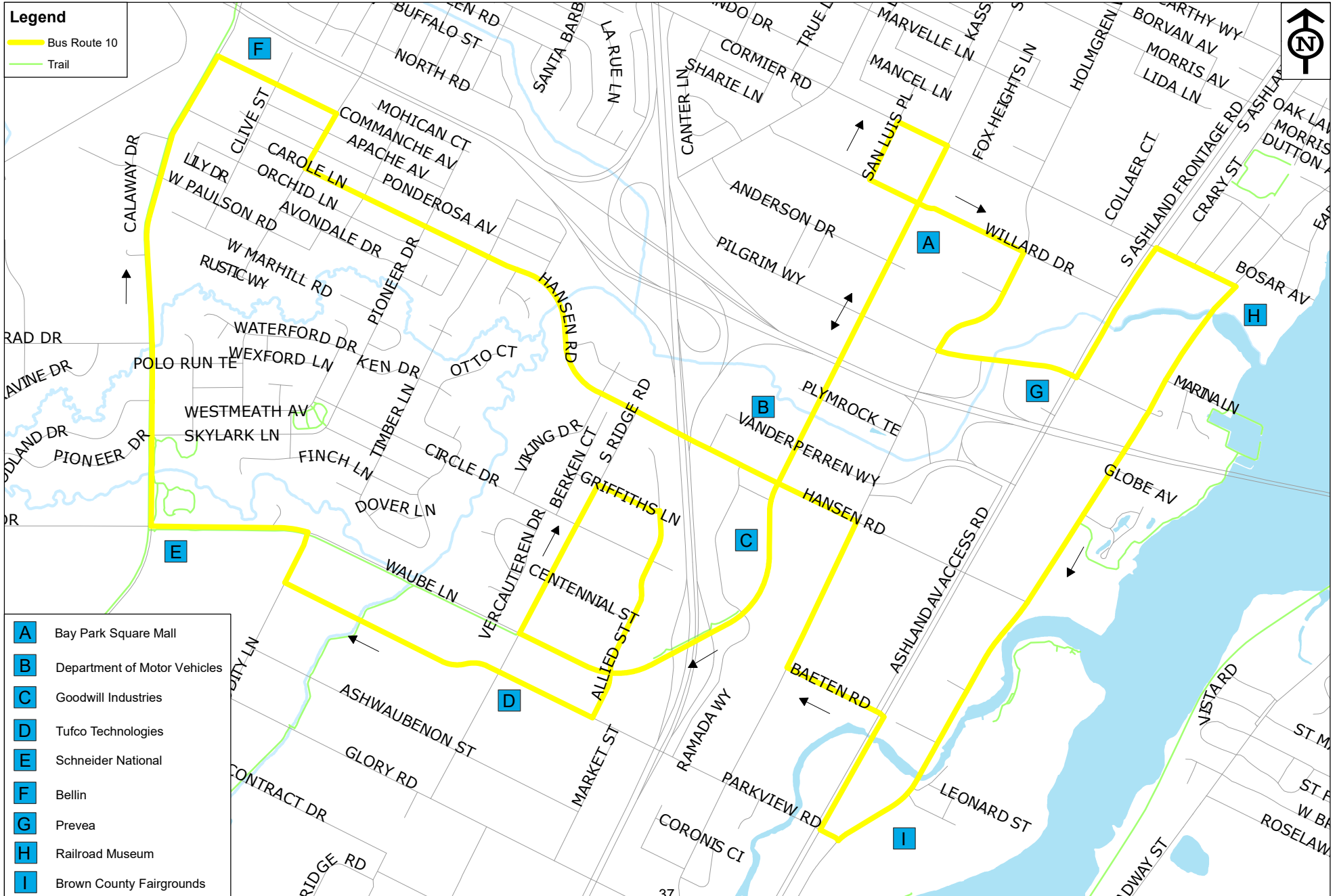
	Service Hours	Service Frequency	Trips	Peak Bus Requirement
Weekdays	5:09 a.m. – 5:09 p.m.	60 minutes	13	1
Weeknights	6:09 p.m. – 9:09 p.m.	60 minutes	3.5	1
Saturday	7:09 a.m. – 6:09 p.m.	60 minutes	11.5	1

The #10 begins and ends at the Bay Park Square Mall transfer station and provides service throughout the Village of Ashwaubenon.

The land uses along the route are mixed with residential and commercial.

Before deadheading back to the garage at the end of the day, the bus serves the west loop one last time. This adds approximately 30 minutes of service each day.

ROUTE 10 - YELLOW LINE





#11 Sky

The #11 Sky route takes 60 minutes to complete. The Sky route makes 16 round trips per weekday and 11 round trips per Saturday. The route hubs at the Transportation Center and at Shopko at 230 N. Wisconsin Avenue in De Pere.

The route has the following service characteristics:

	Service Hours	Service Frequency	Trips	Peak Bus Requirement
Weekdays	5:15 a.m. – 5:15 p.m.	60 minutes	13	1
Weeknights	6:15 p.m. – 9:15 p.m.	60 minutes	3	1
Saturday	7:15 a.m. – 6:15 p.m.	60 minutes	11	1

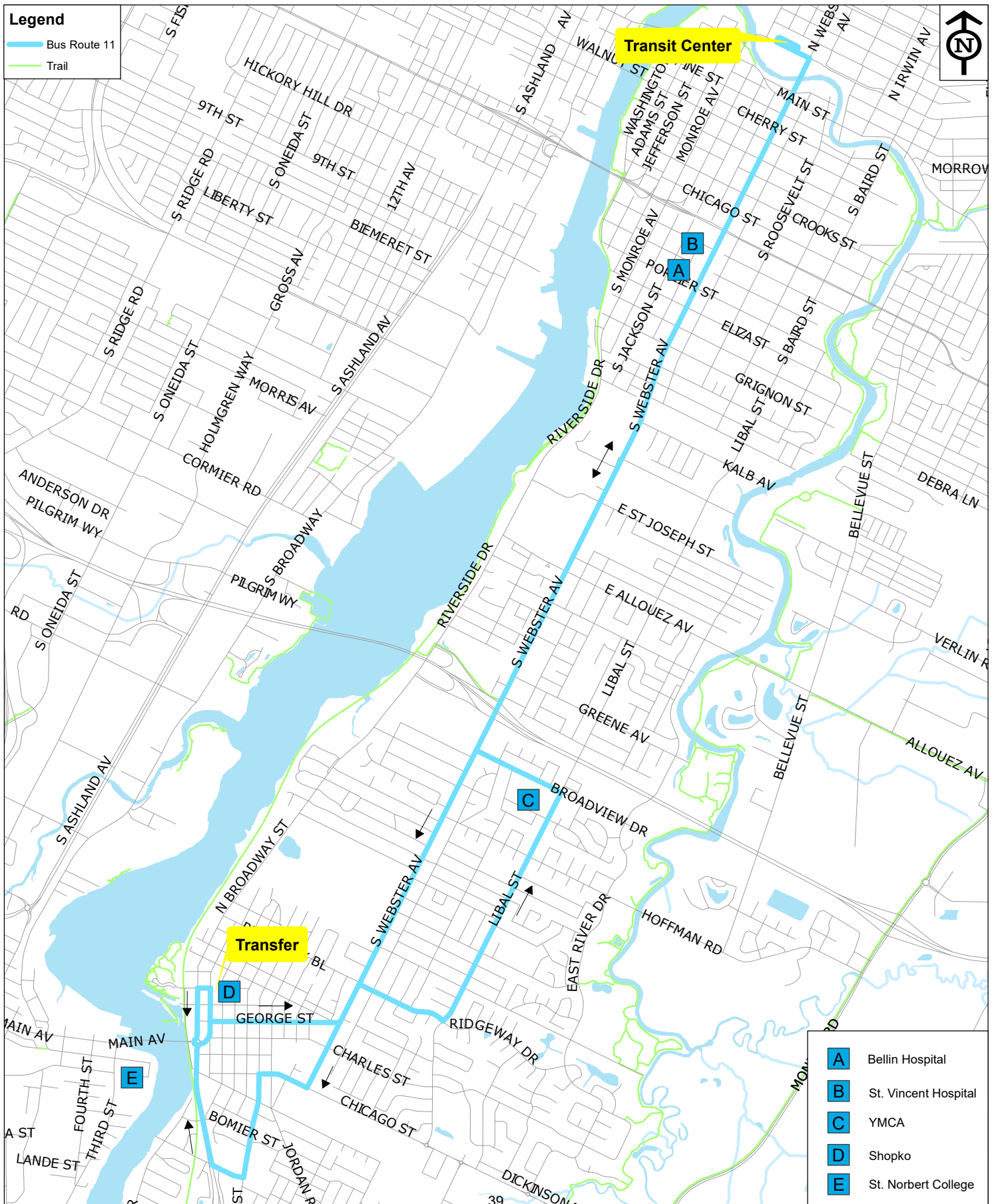
The route provides service along Webster Avenue in Green Bay, Allouez, and De Pere. Major trip origins and destinations include Bellin and St. Vincent Hospitals and nearby medical facilities. The #11 Sky also provides service to the east side of De Pere’s downtown. The transfer point at Shopko allows passengers to transfer to the #17 Brick route without having to travel to the Transportation Center to reach the west side of De Pere or Ashwaubenon.

Historically, routes serving De Pere from downtown Green Bay have failed to meet passenger and farebox recovery standards. The #11 Sky route lacks major generators such as schools and high density development along significant portions of the route, and it tends to perform poorly compared to the other fixed routes.

ROUTE 11 - SKY LINE

Legend

- Bus Route 11
- Trail



- A Bellin Hospital
- B St. Vincent Hospital
- C YMCA
- D Shopko
- E St. Norbert College



#12 Coal

The #12 Coal route takes 32 minutes to complete and makes 32 round trips per weekday and 22 round trips per Saturday. The Coal route acts as a connector between the East Side Transfer Point and the main Transportation Center on University Avenue.

The route has the following service characteristics:

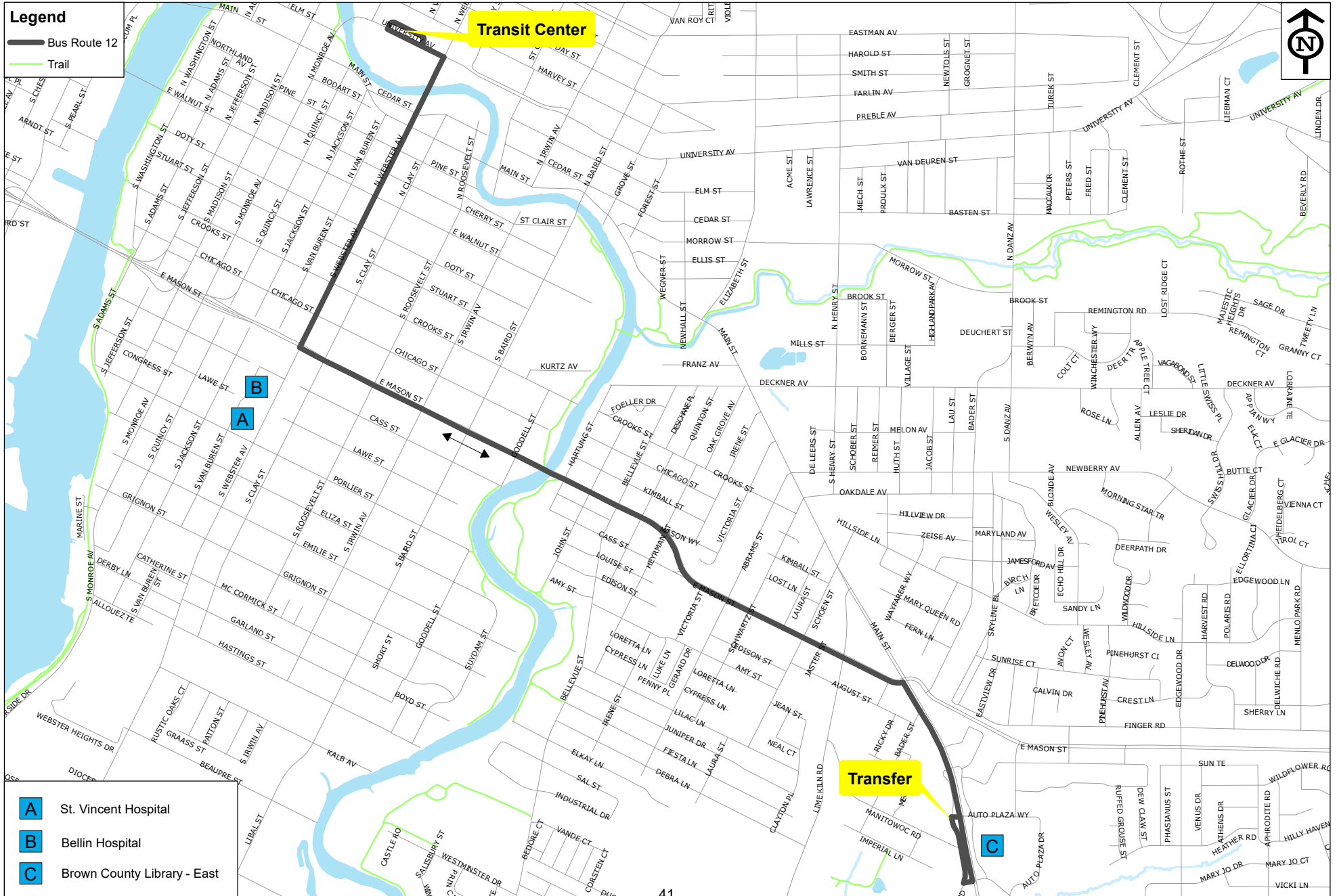
	Service Hours	Service Frequency	Trips	Peak Bus Requirement
Weekdays	5:15 a.m. – 6:15 p.m.	30 minutes	26	1
Weeknights	6:15 p.m. – 9:15 p.m.	30 minutes	6	1
Saturday	7:15 a.m. – 6:15p.m.	30 minutes	22	1

The Coal route provides service along East Mason Street and Webster Avenue.

Land uses are a mix of residential and commercial.

The route does not come into contact with rail or boat crossings, and the route's schedule is easily maintained.

ROUTE 12 - COAL LINE





#13 River

The #13 River route takes 30 minutes to complete and hubs at the Transportation Center. The River route makes 27 trips per weekday and 11 trips on Saturday.

The route has the following service characteristics:

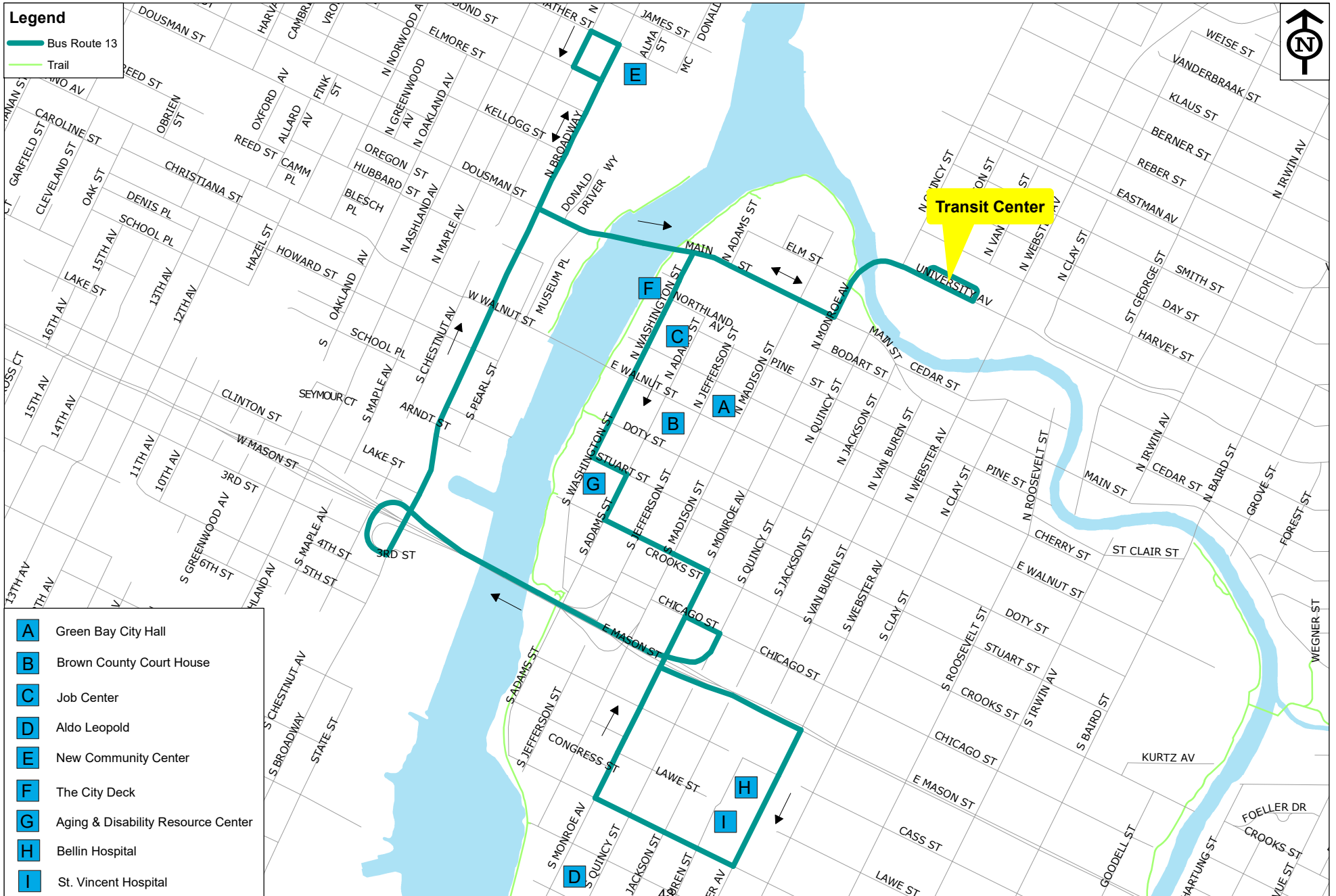
	Service Hours	Service Frequency	Trips	Peak Bus Requirement
Weekdays	6:15 a.m. – 6:15 p.m.	30 minutes	24	1
Weeknights	6:15 p.m. – 8:45 p.m.	60 minutes	3	.5
Saturday	8:15 a.m. – 6:45 p.m.	60 minutes	11	.5

The #13 River provides service throughout downtown Green Bay including the NEW Community Shelter and the Aging and Disability Center of Brown County.

Two bridge crossings and one active train crossing occur during each 30 minute trip.

The #13 River route is paired with the #2 Orange route on weeknights and Saturdays.

ROUTE 13 - RIVER LINE





#14 Brown

The #14 Brown route takes 30 minutes to complete and acts as a connector between the East Side Transfer Point and the Transportation Center. The route makes 32 round trips per weekday and 22 trips on Saturday. The Brown route acts as a connector between the East Side Transfer Point and the main Transportation Center on University Avenue.

The route has the following service characteristics:

	Service Hours	Service Frequency	Trips	Peak Bus Requirement
Weekdays	5:15 a.m. – 5:45 p.m.	30 minutes	26	1
Weeknights	6:15 p.m. – 9:15 p.m.	30 minutes	6	1
Saturday	7:15 a.m. – 6:15 p.m.	30 minutes	22	1

The Brown route provides service along Main Street and land uses are a mix of residential and commercial.

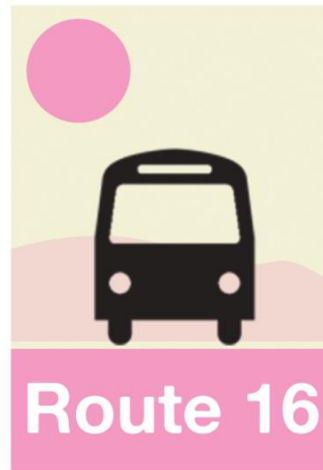
The route does not come into contact with rail or boat crossings, and the schedule is very reliable.

ROUTE 14 - BROWN LINE





#15 Aqua



#16 Pink

The #15 Aqua (clockwise loop) and #16 Pink (counterclockwise loop) routes act as a route pair and provide nearly identical two-directional travel to and from the East Side Transfer Point. Service areas include the far-east side of Green Bay and the Village of Bellevue.

Each route takes 60 minutes to complete.

The #15 Aqua route makes 16 trips per weekday and 11 trips on Saturday. Service departs the East Side Transfer Point on the hour.

The #16 Pink route makes 13 trips per weekday and departs the East Side Hub on the half hour. The Pink route does not operate on weeknights or Saturday.

The routes have the following service characteristics:

#15 Aqua

	Service Hours	Service Frequency	Trips	Peak Bus Requirement
Weekdays	6:00 a.m. – 6:00 p.m.	60 minutes	12	1
Weeknights	6:00 p.m. – 10:00 p.m.	60 minutes	4	1
Saturday	8:00 a.m. – 7:00 p.m.	60 minutes	11	1

#16 Pink

	Service Hours	Service Frequency	Trips	Peak Bus Requirement
Weekdays	6:30 a.m. – 6:30 p.m.	60 minutes	12	1
Weeknights	No Service			
Saturday	No Service			

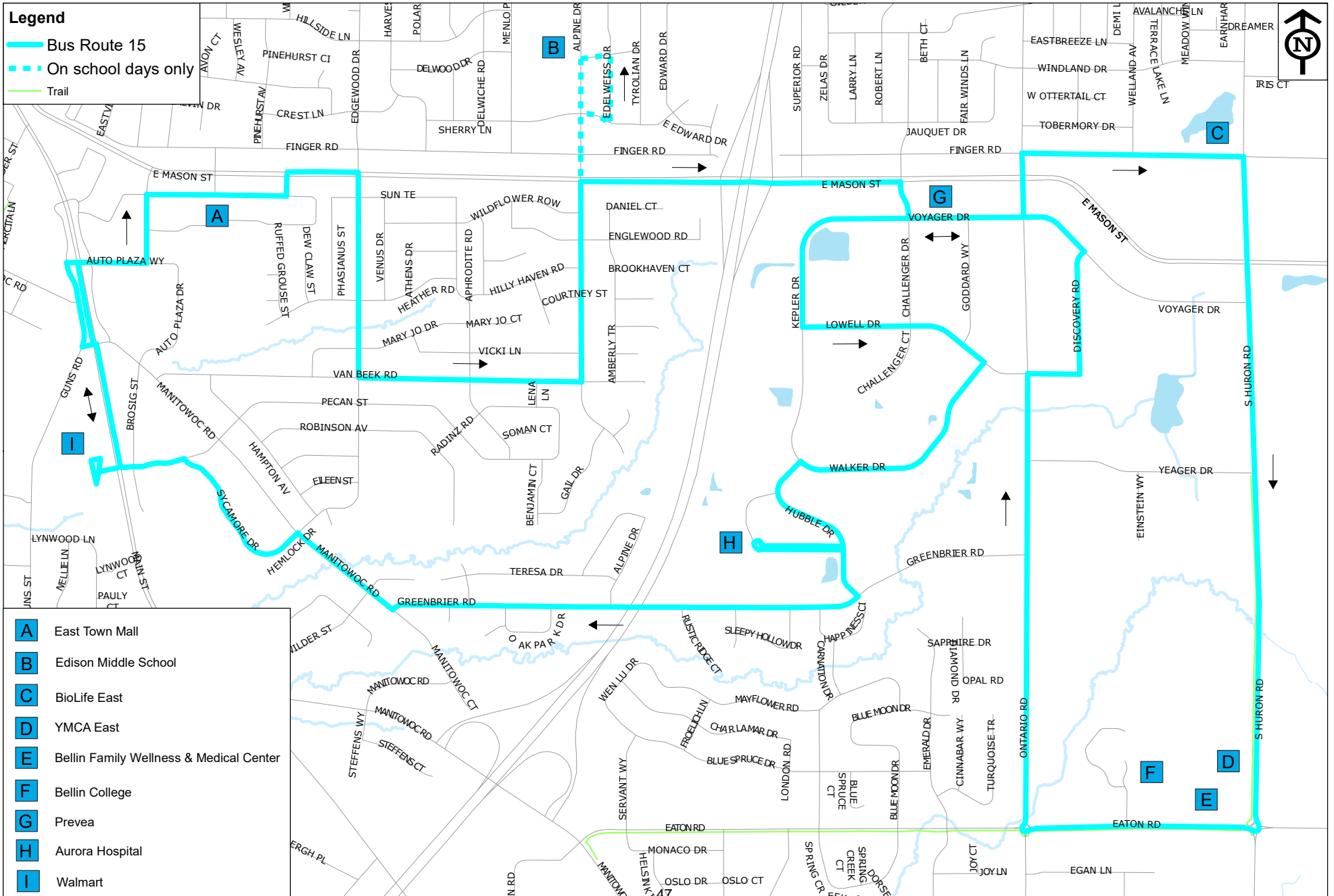
The #15 Aqua and #15 Pink routes provide service to East Town Mall, I-43 Business Park, Services Plus, Bio-Life, Bellin College, and Edison Middle School by way of scheduled deviations.

The land uses served by the route are a mix of commercial, light manufacturing, and residential.

ROUTE 15 - AQUA LINE

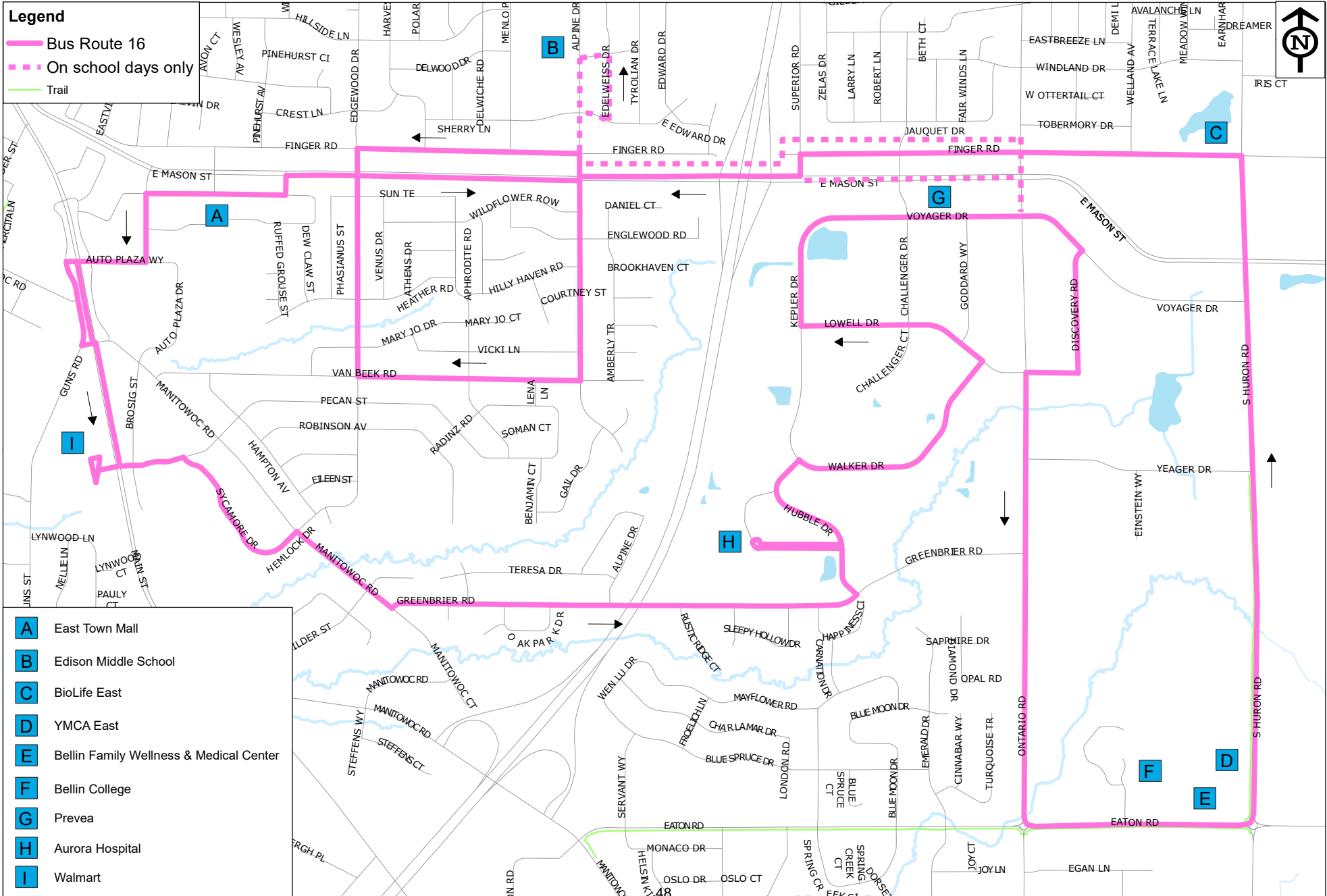
Legend

- Bus Route 15
- - - On school days only
- Trail



- A** East Town Mall
- B** Edison Middle School
- C** BioLife East
- D** YMCA East
- E** Bellin Family Wellness & Medical Center
- F** Bellin College
- G** Prevea
- H** Aurora Hospital
- I** Walmart

ROUTE 16 - PINK LINE





#17 Brick

The #17 Brick route hubs at Bay Park Square and Shopko in De Pere. The Brick route makes 16 round trips per weekday and 11 trips on Saturday.

The route has the following service characteristics:

	Service Hours	Service Frequency	Trips	Peak Bus Requirement
Weekdays	5:45 a.m. – 5:45 p.m.	60 minutes	13	1
Weeknights	6:45 p.m. – 9:45 p.m.	60 minutes	3	1
Saturday	7:45 a.m. – 6:45 p.m.	60 minutes	11	1

The #17 begins and ends at the Bay Park Square Mall transfer station and provides service throughout the west side of De Pere, including St. Norbert College, Festival Foods, and Walmart. In addition, the route crosses the Fox River and provides a transfer opportunity with the #11 Sky route at the De Pere Shopko.

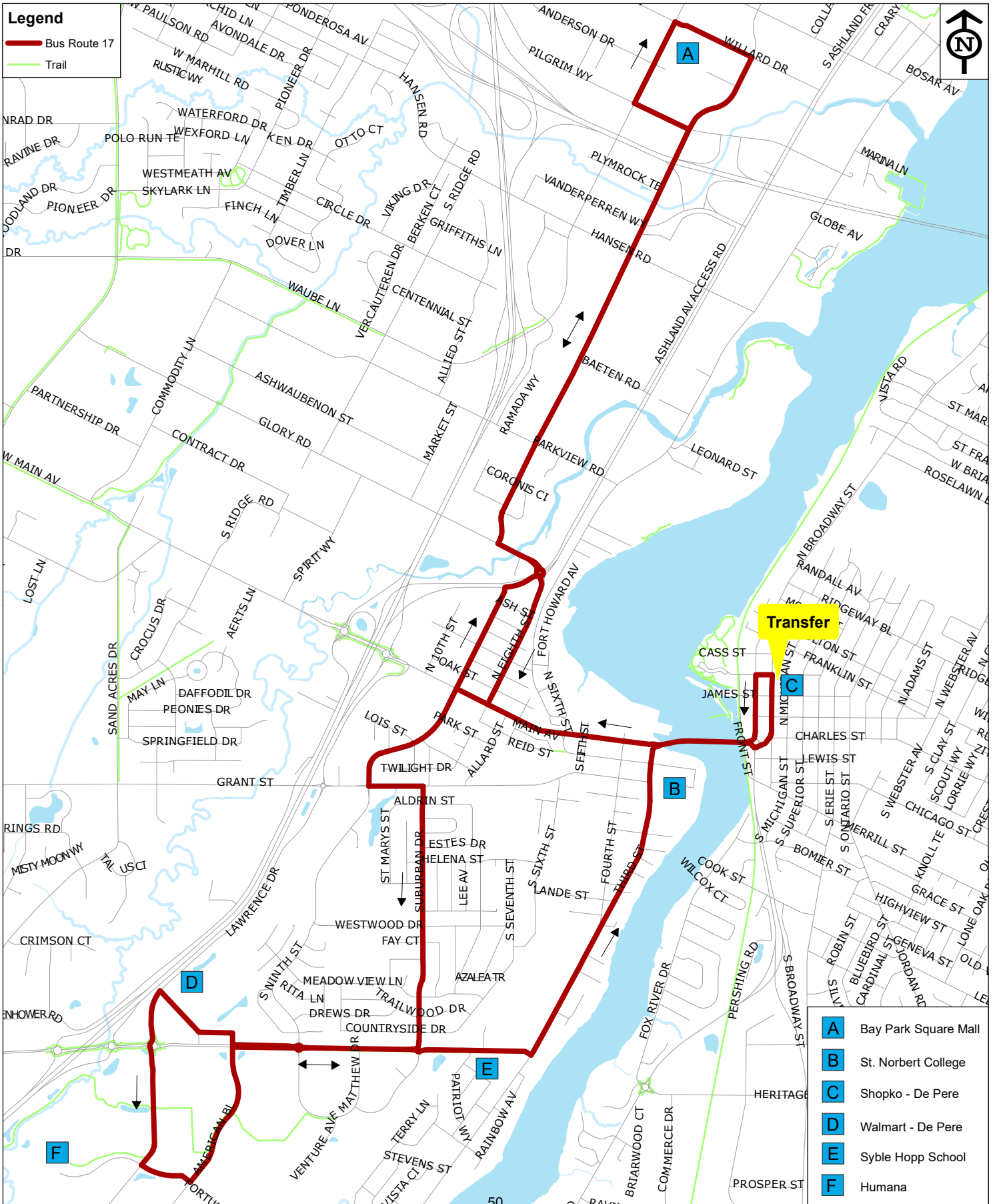
The route allows De Pere residents the opportunity to reach areas within the Village of Ashwaubenon without having to travel to the Transportation Center near downtown Green Bay.

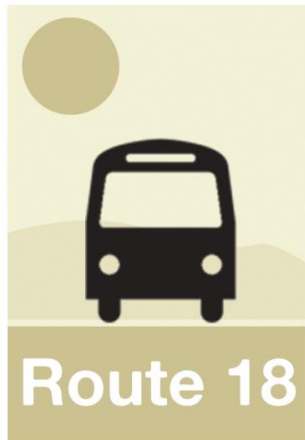
The land uses along the route are mixed with residential and commercial.

ROUTE 17 - BRICK LINE

Legend

- Bus Route 17
- Trail





#18 Tan

The #18 Tan route takes 30 minutes to complete. The route makes 31 round trips per weekday and 22 round trips per Saturday and begins and ends at the East Side Transfer Point Transportation Center.

The route has the following service characteristics:

	Service Hours	Service Frequency	Trips	Peak Bus Requirement
Weekdays	6:00 a.m. – 6:00 p.m.	30 minutes	24	1
Weeknights	6:00 p.m. – 9:00 p.m.	30 minutes	7	1
Saturday	7:30 a.m. – 6:30 p.m.	30 minutes	22	1

The route provides service along Lime Kiln Road and Bellevue Street. The route serves the Kroc Center, Target, Pick n' Save, Costco, Sheriff's Department, Parkview Mobile Home Court, and the apartment complexes located on and near Westminster Drive, Kingston Terrace, Princeton Place, and Verlin Road.

The land uses served by the route are primarily residential and commercial.

The route has train crossings on Bellevue Street and Lime Kiln Road. However, the use of this track by the rail industry is infrequent and does not pose a significant problem.

ROUTE 18 - TAN LINE

Legend

- Bus Route 18
- - - Available on demand
- Trail



- A** Kroc Center
- B** Costco
- C** Target/Pick 'n Save
- D** OSMS (Upon Request)
- E** Brown County Sheriff's Office
- F** Lakeland University

X College Express

In 2018, Northeast Wisconsin Technical College (NWTC) and the University of Wisconsin-Green Bay requested that Metro introduce an express route between the two colleges. The purpose of the route is to enable students to travel between the two colleges at a faster rate than currently offered.

On July 18, 2018, the Green Bay Transit Commission approved the service.

The X College Express route takes 60 minutes to complete. The route makes 24 round trips per weekday and does not operate on Saturday. The route operates on regularly scheduled NWTC and UW-Green Bay school days. The pilot, or test period, for the service is scheduled from August 20, 2018 to May 17, 2019.

The route has the following service characteristics:

	Service Hours	Service Frequency	Trips	Peak Bus Requirement
Weekdays	7:15 a.m. – 5:45 p.m.	30 minutes	20	2
Weeknights	6:15 p.m. – 7:15 p.m.	30 minutes	4	2
Saturday	No Service			

The route provides service to NWTC and UW-Green Bay with opportunities to board the bus at the following three locations:

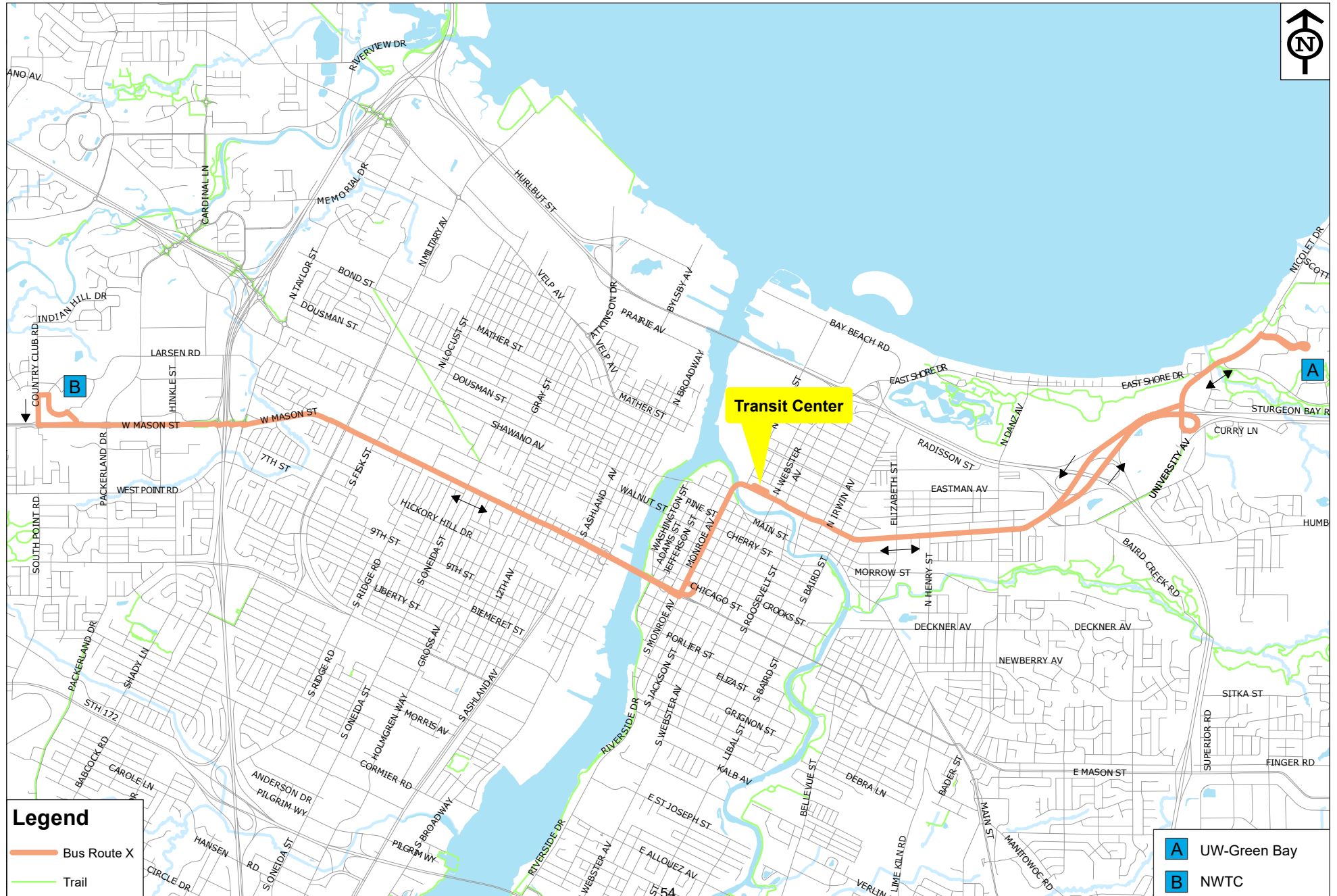
1. UW-Green Bay campus
2. Green Bay Metro Transportation Center located at 901 University Avenue
3. NWTC campus

The route operates as an express closed door service meaning that it is designed to go from the origin to destination as quickly as possible (express) without stopping to pick up passengers along the route (closed door). Passenger onboard time between the two schools is 30 minutes.

Non-express service between NWTC and UW-Green Bay requires a transfer at the Transportation Center via routes #6 Red and #7 Lime. Non-express service between the colleges is provided every 30 minutes during the weekday and every 60 minutes in the evening and on Saturday. The onboard trip time is 60 minutes.

Bus-boat conflicts at the Fox River and bus-train conflicts at the rail crossings on Dousman near Broadway occur on a regular basis.

ROUTE X - COLLEGE EXPRESS



X College Express - Operation Overview

Bus Route #107 - (12) one hour trips per day	Bus Route #108 - (12) one hour trips per day
Bus starts at Transportation Center travels to UW-Green Bay travels back to Transportation Center travels to NWTC travels back to Transportation Center	Bus starts at Transportation Center travels to NWTC travels back to Transportation Center travels to UW-Green Bay travels back to Transportation Center

X College Express Departs from the Downtown Transportation Center		
Time	Bus Route #107	Bus Route #108
7:15 AM	to UW-Green Bay	to NWTC
7:45 AM	to NWTC	to UW-Green Bay
8:15 AM	to UW-Green Bay	to NWTC
8:45 AM	to NWTC	to UW-Green Bay
9:15 AM	to UW-Green Bay	to NWTC
9:45 AM	to NWTC	to UW-Green Bay
10:15 AM	to UW-Green Bay	to NWTC
10:45 AM	to NWTC	to UW-Green Bay
11:15 AM	to UW-Green Bay	to NWTC
11:45 AM	to NWTC	to UW-Green Bay
12:15 PM	to UW-Green Bay	to NWTC
12:45 PM	to NWTC	to UW-Green Bay
1:15 PM	to UW-Green Bay	to NWTC
1:45 PM	to NWTC	to UW-Green Bay
2:15 PM	to UW-Green Bay	to NWTC
2:45 PM	to NWTC	to UW-Green Bay
3:15 PM	to UW-Green Bay	to NWTC
3:45 PM	to NWTC	to UW-Green Bay
4:15 PM	to UW-Green Bay	to NWTC
4:45 PM	to NWTC	to UW-Green Bay
5:15 PM	to UW-Green Bay	to NWTC
5:45 PM	to NWTC	to UW-Green Bay
6:15 PM	to UW-Green Bay	to NWTC
6:45 PM	to NWTC	to UW-Green Bay
Trips	12	12

CHAPTER 3

Paratransit System

General

Paratransit is an alternative to the fixed route bus system. It is intended for people who cannot be served by fixed route buses due to a disability. Service is more flexible in terms of scheduling and routing, is offered on a demand-response basis, and is usually provided by low capacity vehicles, such as small buses, vans, and sedans. Paratransit is meant to be complementary to the fixed route system in terms of service area, service days and hours, and cost.

ADA Requirements

The Americans with Disabilities Act (ADA) became law on July 26, 1990. The law is intended to provide equal access rights for people with disabilities in the areas of employment, public services, public transportation, private accommodations, and telecommunications. The law requires recipients of Federal Transportation Administration (FTA) funds, such as Green Bay Metro, to prepare a program for providing transportation services to people with qualifying disabilities using both lift-equipped/ramp fixed route bus service and complementary paratransit service. Green Bay Metro offers both services and is in compliance with the ADA.

Green Bay Metro contracts with a private transportation company, MV Transportation Inc., to provide paratransit service.

Program Eligibility

Potential paratransit clients must have a medical professional complete an application form documenting the applicant's functional ability to board, ride, and disembark from a fixed route bus. The client then must submit the completed form to Metro for eligibility determination. Metro staff reviews the completed application and may also require an in-person interview and/or perform a functional assessment to determine eligibility.

ADA certification may be denied, granted on a temporary (short-term disability) basis, granted conditionally (such as fluctuating health conditions, deep snow, etc.), or granted unconditionally.

In early 2018, 2,085 people were certified to use the service. Of those, 35 were temporary or conditional approvals.

Private Sector Participation

Over the years, Metro has contracted with several private companies to provide paratransit service. Most recently, on March 30, 2015, Metro entered into an agreement with MV Transportation Inc. MV was awarded the contract after a competitive Request for Proposal (RFP) and interview process. The term of the contract has been set at three years with two one-year renewal options. An overview of general contractual responsibilities is listed below:

Paratransit Program Contractual Responsibilities

Green Bay Metro

1. eligibility determination
2. issue photo id
3. renewal
4. provide fuel
5. print tickets
6. verification of bills & accounts payable
7. random inspection
8. data collection & reporting
9. performance monitoring
10. program oversight

MV Transportation

1. call-taking
2. reservations
3. scheduling
4. dispatch
5. client pick-up
6. fare collection
7. client drop-off
8. vehicle ownership
9. vehicle fueling
10. vehicle maintenance
11. billing
12. data collection & reporting

The hiring of a private sector paratransit provider is a common practice among transit systems throughout the country. This method of operation is typically referred to as “turnkey” (i.e. having all of the necessary resources to run the service).

MV Transportation

MV's facility is located at 2030 Corfrin Drive in Green Bay. All scheduling, dispatch, vehicle storage, and maintenance functions are performed at this location.

MV employs 15 drivers (14 full-time and one part-time), four dispatchers and scheduler, two maintenance workers, one safety manager, and a general manager.

MV Transportation does not offer services in the Green Bay area outside of the scope of the contract with Metro.

Paratransit Vehicles

The Ford E350 High Floor bus pictured on the following page is one of 14 paratransit vehicles currently being used by MV Transportation. It is a low-floor medium-duty vehicle that can easily accommodate both non ambulatory passenger (requires a mobility device to board) and ambulatory passenger. The vehicle has seating capacities that can vary from 2-4 wheelchair positions to 4-6 ambulatory positions. The useful lifespan is approximately seven years and/or approximately 200,000 miles.

Paratransit Vehicles

Make and Model	Quantity
Ford E350 High Floor Buses	14



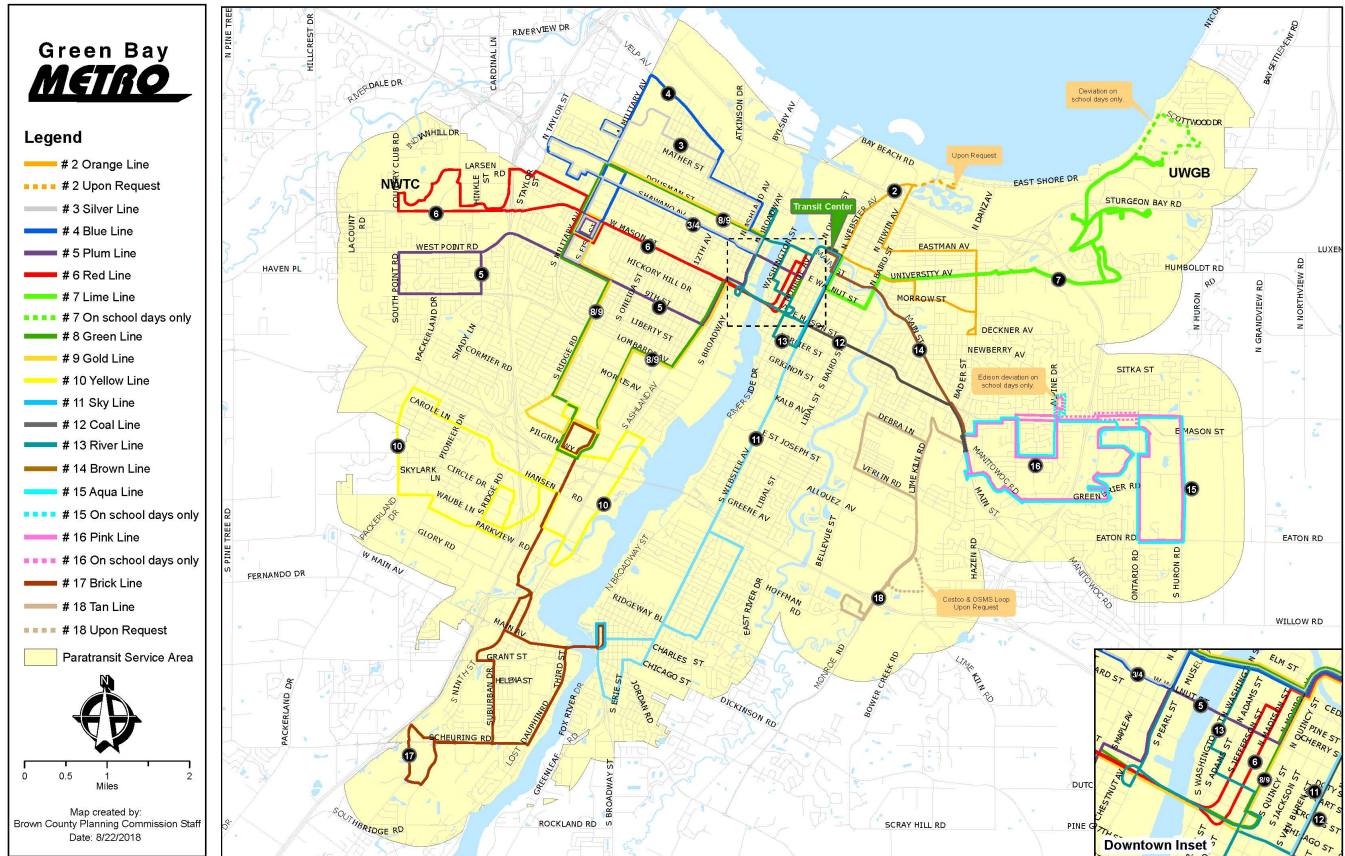
Photos courtesy of MV Transportation

Green Bay Metro's logo and color scheme are clearly visible on all MV vehicles. This branding feature was specified as part of the paratransit request for proposals and subsequently implemented as a component of the first contract with MV Transportation.

Paratransit Service Area, Service Days, and Hours of Operation

Paratransit services are provided to the portions of the cities of Green Bay and De Pere and the villages of Allouez, Ashwaubenon, and Bellevue that are within three-fourths of a mile of Metro's full service fixed routes. Paratransit service is provided Monday through Friday from 5:15 a.m. to 9:45 p.m. and on Saturday from 7:15 a.m. to 6:45 p.m. Service is not provided on Sunday.

2018 Paratransit Service Area: Within ¾ Mile of Full Service Routes (shaded yellow area)



Paratransit Fares

ADA law states that the paratransit fare may be no more than twice the adult fixed route bus cash fare. Currently Metro charges \$1.50 for the adult fixed route bus fare. Therefore, Metro can charge up to \$3.00 for each one-way paratransit trip.

The ADA also allows an entity to charge a paratransit fare higher than twice the adult cash fare to social service agencies or other organizations for “agency trips” as defined in 49 CFR Part 37.131 (c) (4). Many paratransit clients fall under the umbrella of a local agency. For example, a paratransit client that receives financial support from a program administered by the Brown County Human Services Department and travels to the CP Center for therapy three times per week would be charged the agency rate for the home-to-CP and CP-to-home trips.

The additional revenue generated by agency fares allows transit systems to maintain efficient and broadly available access to transportation for people with disabilities.

Agency rates can vary from a relatively small additional charge to the full cost of providing a trip. Green Bay Metro’s current agency fare (\$15.00 per trip) is below the total cost of a Metro paratransit trip in 2018 of \$26.91 per trip. In 2017, agency trips represented approximately 76% of Metro’s paratransit trips. A summary of Metro’s current paratransit fares is shown on the following page.

Paratransit Fares

Fare Category	One-Way Fare Cash or Ticket	2017 Percent of Trips
Origin to Destination	\$3.00	24%
Origin to Destination (Agency Rate)	\$15.00	76%

Green Bay Metro offers advance-purchase tickets for \$3.00 or \$15.00 (agency rate). Tickets are printed in various colors to distinguish between the \$3.00 and \$15.00 rates. Clients may also pay cash upon boarding the paratransit vehicle.

Paratransit Ridership and Overall Program Cost

The following table and charts summarizes the number of trips and trip costs associated with the paratransit program for the fifteen year period from 1998 to 2017. These data do not include Metro staff time associated with the program.

Year	Trips	Trip Costs*	Cost Increase/ Decrease	Percent Cost Increase/ Decrease
1998**	69,621	\$602,918		
1999	81,571	\$908,077	\$305,159	51%
2000	94,057	\$1,081,756	\$173,679	19%
2001	97,000	\$1,161,209	\$79,453	7%
2002***	98,320	\$1,484,632	\$323,423	28%
2003	96,509	\$1,515,223	\$30,591	2%
2004	100,601	\$1,664,826	\$149,603	10%
2005	96,039	\$1,639,625	-\$25,201	-2%
2006****	72,979	\$1,305,135	-\$334,490	-20%
2007	69,499	\$1,243,337	-\$61,798	-5%
2008	69,140	\$1,337,548	\$94,211	8%
2009	68,868	\$1,313,787	-\$23,761	-2%
2010	67,384	\$1,337,797	\$24,010	2%
2011*****	63,337	\$1,330,561	-\$7,236	-1%
2012	59,399	\$1,393,869	\$63,308	5%
2013	55,821	\$1,543,765	\$149,896	11%
2014	54,477	\$1,440,195	-\$103,570	-7%
2015	48,899	\$1,195,321	-\$244,874	-17%
2016	44,609	\$1,134,354	-\$60,967	-5%
2017	38,053	\$1,030,444	-\$103,910	-9%

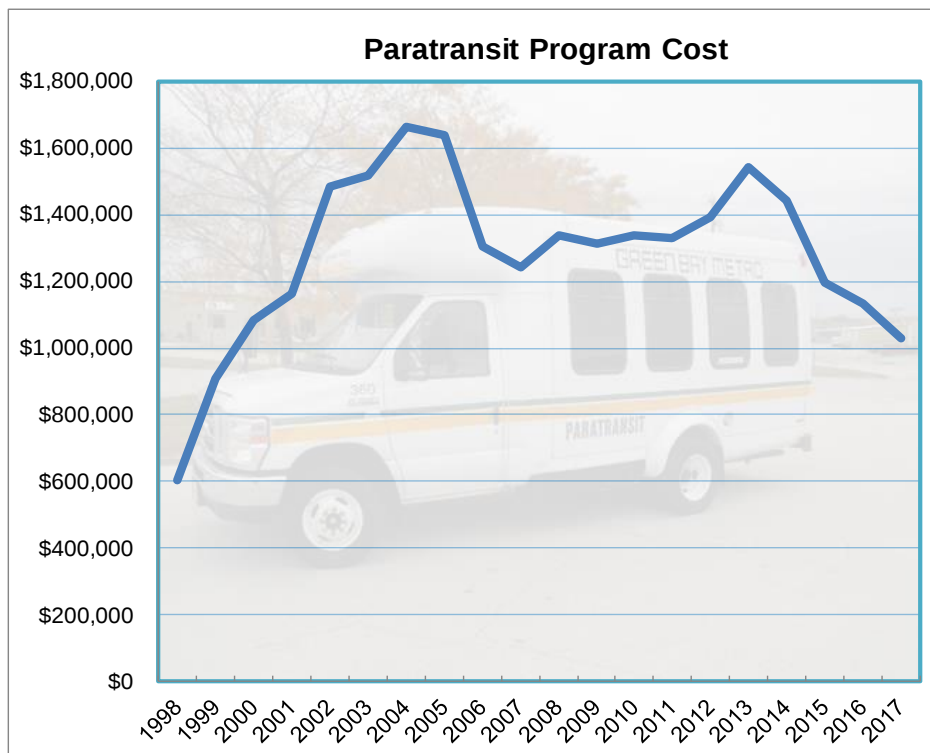
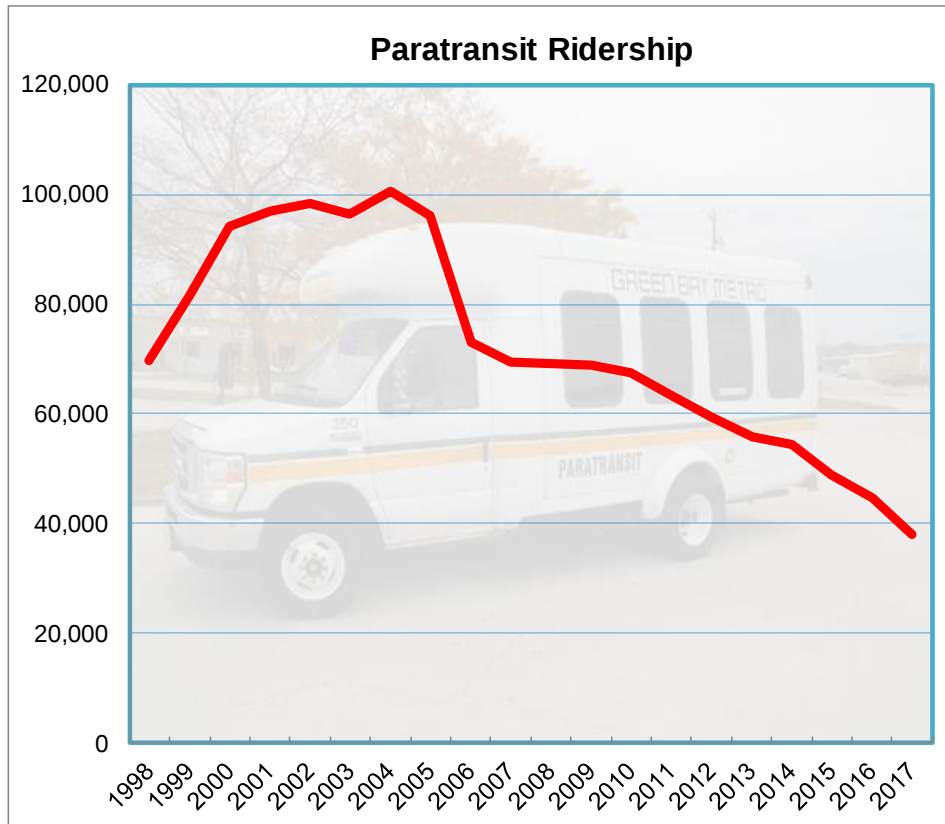
* Trip cost includes fuel escalator payments from 2006-2011.

** Under contract with Lamers, Inc. exclusively beginning in 1998.

*** Start of four and one-half year contract in January with four-month extension with Medi-Vans.

**** Start of four and one-half year contract in November with Medi-Vans. Service area reduction implemented.

***** Start of first contract in May with MV Transportation. Metro pays for all fuel and cost is included. Second contract awarded to MV in 2015.



Paratransit Contract Rates

The current contract allows MV to receive \$26.91 for each one-way trip in 2018. Rates can vary during the duration of the contract and are shown below:

Recent Paratransit Contract Rates

Contract Period	Duration	Cost per Passenger
January 1, 2017-October 31, 2017	10 months	\$25.00
November 1, 2017-March 31, 2018	5 months	\$26.91
Option Year 1: April 2, 2018-March 30, 2019	12 months	\$26.91
Option Year 2	12 months	TBD early in 2019

The current cost breakdown between non-agency and agency rates is as follows:

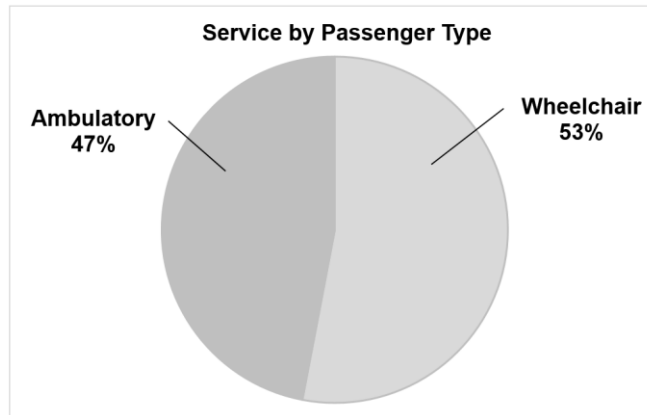
2018 Paratransit Trip Cost Breakdown

Trip Type	Passenger or Agency Portion	Metro Subsidy*	MV Receives
Passenger (non-agency)	\$3.00	\$23.91	\$26.91
Passenger (agency)	\$15.00	\$11.91	\$26.91

* In addition to Metro's share of the trip cost, Metro purchases all fuel for the program. Fuel costs for the program in 2017 was approximately \$83,955.

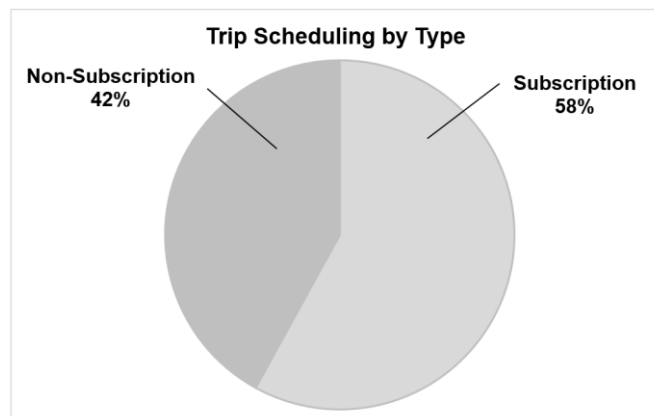
Paratransit Service by Passenger Type – 2017

MV Transportation, on behalf of Metro, provided an average of 143 trips per weekday and 28 trips each Saturday. Further analysis shows that approximately 53% of the trips are made by individuals using a wheelchair and 47% are taken by ambulatory clients.



Subscription vs. Non-Subscription Trips

Subscription service is a standing order for trips without calling in the reservation on a daily or weekly basis. Metro defines eligible subscription trips as trips taken at least two times per week between the same origin and destination at the same times. Based on ADA regulations, Metro must permit up to 50% of the total trips to be subscription trips. Metro's subscription rate of 58% in 2017 is not a problem for the system.



Restrictions

Metro may not prioritize trips based on trip purpose or limit in any way the amount of paratransit service provided to certified clients within the published service hours and service area.

No-Shows and Late Cancellations

A no-show is defined as the act of a person, who, having scheduled a paratransit trip, changes his/her mind about making the trip but does not cancel the appointment, allowing the vehicle to arrive but not boarding it. The definition also includes cancellations less than one hour before the scheduled pickup time, but it does not include incidents like scheduling problems, late pickups, and other operational problems. The driver is required to wait five minutes for each rider after arriving within the allotted pickup window.

Three (3) no-shows within any 30 day period may result in the following sanctions being imposed if the frequency of no-shows is greater than 10% of the reserved trips:

Notification procedure:

- The first no-show: Letter stating date of no-show and a copy of the no-show policy.
- The second no-show: Letter stating date of the no-show and a copy of the no-show policy.
- The third no-show: Letter stating date of the no-show, a copy of the no-show policy, imposition of a 7-day suspension if applicable and a copy of the Green Bay Metro appeals process.

Any person suspended from service has the right to appeal the decision. ADA Service may continue during the appeals process.

Any individual may, in lieu of a 7-day suspension, have the option to pay a no-show fee. The cost of the no-show fee will be \$15.00 to eliminate one no-show trip. The no-show fee must be paid at the office of Green Bay Metro before service is reinstated.

Metro and MV staff have worked diligently with clients and client caregivers in an effort to reduce the total. As shown below, no-shows have been reduced significantly in recent years.

No-Show Rates

	2011	2017
No-Shows & Late Cancellations	1,598	384
No-Shows & Late Cancellations as a percent of all scheduled trips	2.5%	1.0%

MV Transportation charges Metro \$10.00 for each no-show or late cancellation plus any fuel consumed.

Paratransit Program Cost Stabilization

Metro staff has been successful in stabilizing the cost of the paratransit program in recent years. Following the substantial cost reduction that resulted from reducing the paratransit service area in 2005, Metro staff further reduced the number of paratransit trips by adopting a practice of interviewing applicants in person at the time of application or application renewal. This has provided staff with the opportunity to educate passengers and potential passengers about Metro's wheelchair-accessible buses and, when appropriate, to assign the passenger to the fixed route bus system.

The introduction of the agency rate in 2015 also allowed Metro to recover a larger portion of the trip cost. This resulted in a substantial cost savings as 76% of all rides provided are classified as agency trips.

Fixed Route Bus Mobility Device Boardings

All Green Bay Metro buses can accommodate wheelchairs and many other types of mobility devices. Metro tracks the number of bus passengers who use mobility devices, and eligible paratransit clients are encouraged to take the fixed route system when possible because paratransit costs are considerably higher for both the user (fare) and Metro (rate paid to MV Transportation). The number of bus passengers who used mobility devices from 2014-2017 is summarized in the following table.

Mobility Device Boarding on Fixed Route Bus Service

Month	2014	2015	2016	2017
January	256	422	466	427
February	290	295	575	440
March	507	600	879	431
April	715	750	886	588
May	785	685	889	763
June	750	728	877	715
July	716	858	944	720
August	742	679	887	639
September	650	719	729	606
October	724	710	747	533
November	547	521	691	481
December	480	618	448	343
Total:	7,162	7,585	9,018	6,686

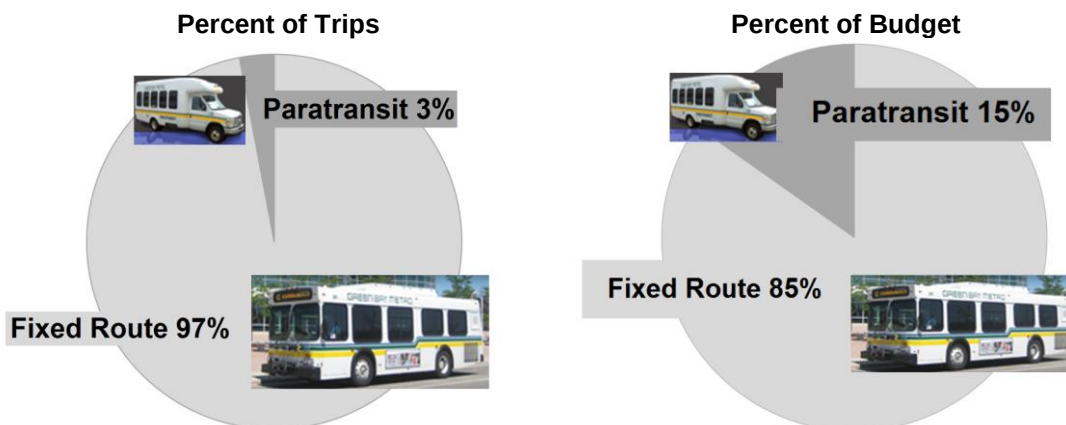
Fixed Route Bus vs. Paratransit Program Measurables

The following table and charts illustrate the breakdown of ridership and the percent of the annual budget allocated to each program.

Unlinked Passenger Trips and Expenses for 2017

Item	Fixed Route Bus	Paratransit Program*	Total
Unlinked Passenger Trips	1,242,910	38,053	1,280,963
Percent of Passenger Trips	97%	3%	100%
Expenses	\$6,194,140	\$1,115,105	\$7,309,245
Percent of Expenses	85%	15%	100%

*Includes fares, fuel, and in-house staff and program expenses (\$84,660).



Paratransit Provider Performance

Green Bay Metro staff monitors MV Transportation to ensure that the company meets or exceeds the performance requirements of the ADA and contract. These performance requirements include on-time performance, in-vehicle time, vehicle crashes, vehicle sufficiency, and data reporting. The findings of these analyses have shown that MV consistently meets or exceeds the performance requirements of the ADA and contract. MV's on-time performance record for 2017 is summarized below.

Performance Measure	Total Trips	On-time	Percent on Time	Benchmark
Pick-up time	38,053	37,247	97.9%	Exceeds 95% ADA Standard
In-Vehicle Time (60 minutes or less)	38,053	37,981	99.8%	Goal set at 100%
Denied Trips	0			Goal set at 0

Paratransit Program Beyond 2020

There have been discussions through the years of Green Bay Metro bringing a portion or all of the paratransit service in-house with the idea of reducing the overall cost of the program. It is possible for Green Bay Metro to begin this pursuit by partially operating the paratransit service, which could include assuming scheduling, dispatching, and possibly other duties. It is also possible for Green Bay Metro to take over most or all aspects of the system. Listed below are the current staffing levels and major components of the paratransit program:

Current MV Staffing structure:

- Management Staff: A full-time general manager is currently employed by MV Transportation and is responsible for the day-to-day operation of the paratransit program.
- Reservations and Dispatch Staff: MV currently employs four dispatchers/schedulers to handle the large number of phone calls per day and manage all scheduling and dispatch duties.
- Drivers: Driver labor is the single largest cost associated with operating paratransit services. MV employs 14 full-time and 1 part-time driver.
- Maintenance Staff: Additional maintenance staff will be needed to maintain, fuel, and clean the 12-16 paratransit vehicles needed for the service. MV currently employs a full-time safety manager, shop foreman, and utility worker.

Transition to an Expanded In-House Operation

Reservations and Dispatch

Reservations and dispatch involves taking calls from the client or client representative, scheduling the trip, potentially negotiating the trip, entering the trip into the system, and creating multiple driver manifests or schedules for the service day. Taking on these functions has been identified in the *2017-2021 Green Bay Metro Strategic Plan* and is an appropriate first step in expanding the in-house operations. Advantages could include having staff on-site at the Transportation Center, stricter oversight on trip requests made by those who are conditionally approved for the service, and reduced trip cost.

Vehicle Ownership

Metro could purchase ADA vehicles and assume all maintenance functions. Currently, Metro is eligible to receive 80% in federal funds to offset the cost of each vehicle. The 20% local share would be paid by the city of Green Bay and its partners. Under the current arrangement, the private contractor is not eligible to receive a subsidy for vehicles and subsequently that cost is passed to Metro through the per-trip cost.

Metro will need to acquire approximately 12-16 vehicles for the program based on anticipated overall and peak ridership levels. It may be necessary to acquire vehicles over a multi-year period due to federal and/or local funding constraints.

Estimated Vehicle Acquisition and Cost Plan

Year	Vehicles	Local Share	Federal Share	Total
2020	12	\$240,000	\$960,00	\$1,200,000
2021	4	\$80,000	\$320,000	\$400,000
Total	16	\$320,000	\$1,280,000	\$1,600,000

If Metro begins to acquire paratransit vehicles prior to the end of its contract with a private operator, it would be possible to lease the vehicles to the private operator until such time Metro could take over this aspect of the operation.

Vehicle Maintenance and Storage

It is possible that the paratransit fleet could be maintained and stored on Transportation Center grounds or another facility near the Transportation Center.

Accountability

Green Bay Metro would not be subject to contract renegotiations, short-notice work stoppages, and other administrative and service-related issues if Metro assumes complete control of the paratransit program.

Paratransit Service Experience of Other Transit Systems

Other transit properties throughout the country have moved from private to partial or entirely in-house operations. In many cases, cost savings and higher quality service have occurred as a result of the transitions.

Paratransit Program Recommendation

Green Bay Metro should completely take over the paratransit operation during the next five years.

Contract Expiration - Request for Proposal (RFP)

Federal law allows Green Bay Metro to retain the same provider under a single contract for a maximum of five years. Prior to the conclusion of the current contract in March of 2020, Metro may have to issue an RFP for services. At that time, MV Transportation and any other provider may submit a proposal for review and consideration.

CHAPTER 4

Peer System Analysis

Introduction

The Wisconsin Department of Transportation is required to establish performance standards for all Wisconsin transit systems. Administrative Rule TRANS 4.10 states that WisDOT will assess the performance of each transit system receiving aid under the state operating assistance program.

MAPSS consists of five objectives that guide systems in achieving WisDOT's mission "to provide leadership in the development and operation of a safe and efficient transportation system." The five objectives are:

Mobility
Accountability
Preservation
Safety
Service

Wisconsin Peer Group

WisDOT has divided transit systems into the following groups, based on size and type of system, prior to assessing performance and allocating funding. The four groups are:

- Tier A1 - Milwaukee
- Tier A2 - Madison
- Tier B – Medium-Sized Bus Systems (including Green Bay Metro)
- Tier C - Commuter Bus Systems & other

Because Green Bay Metro is included in Tier B Medium-Sized Bus Systems, systems with similarities to Metro were chosen from Tier B to form a peer group. A total of the 14 systems were selected including Appleton, Beloit, Eau Claire, Janesville, Kenosha, La Crosse, Manitowoc, Oshkosh, Racine, Sheboygan, Stevens Point, Duluth/Superior, Waukesha, and Wausau.

National Transit Database (NTD) Fixed Route System Performance Measures

The following represents data taken from the 2015 National Transit Database (NTD). Green Bay Metro and the defined Wisconsin peer group are analyzed below using performance measures that are consistent with MAPPS.

2015 Green Bay Metro vs. 2015 Wisconsin Peers

Performance Measure	Green Bay Metro	Wisconsin Peers	Comparison
Cost Effectiveness Expense/Passenger	\$5.07	\$6.32	Better
Service Effectiveness Passengers/Revenue Hour	14.6	13.4	Better
Service Efficiency Expense/Revenue Hour	\$73.97	\$80.90	Better
Revenue Effectiveness Average Fare Collected	\$0.73	\$0.99	Lower
Operating Ratio	14.3%	16.2%	Lower
Amount of Service/ Service Availability Revenue Hours/Capita	0.56	0.75	Less
Market Penetration Passengers/Capita	8.2	10.1	Less

Conclusions

Green Bay Metro rates are **better** than the Wisconsin Peers in terms of Cost and Service Effectiveness and Service Efficiencies.

Metro's Revenue Effectiveness rate is **lower** than its peers largely due to the relatively low cash and pass fares charged by the system compared with the fares charged by its peers.

The Amount of Service/Service Availability as measured by the Revenue Hours per Capita (per person) and the Market Penetration (population of the service area) criteria for Metro is **less** than the peer systems. The amount of service (financial contribution) is established by the local units of government participating in the system. Many portions of the urbanized area have very little or no service at all. These criteria demonstrate that Green Bay Metro offers less service relative to its peers based on service population.

CHAPTER 5

Financing

Green Bay Metro Operating Budget

Five Year Operating Plan

Green Bay Metro staff prepares a five-year operating plan for inclusion in the annual Transportation Improvement Program (TIP) for the Green Bay Urbanized Area. Updates to the plan are made each year based on current and projected expenses for a cost to continue service level. Estimates by funding source are included in the table on the following page:

Projected Operating Expense and Funding Sources						
	2018	2019	2020	2021	2022	2023
Projected Operating Expense:	\$8,458,466	\$8,590,213	\$8,668,975	\$8,749,311	\$8,831,254	\$8,914,836
Funding Sources:						
Federal Section 5307*	\$2,326,078	\$2,326,078	\$2,326,078	\$2,326,078	\$2,326,078	\$2,326,078
State of WI Section 85.20	\$2,326,078	\$2,326,078	\$2,326,078	\$2,326,078	\$2,326,078	\$2,326,078
City of Green Bay	\$1,561,068	\$1,592,289	\$1,624,135	\$1,656,618	\$1,689,750	\$1,723,545
City of De Pere	\$138,859	\$141,636	\$144,469	\$147,358	\$150,305	\$153,311
Village of Allouez	\$68,756	\$70,132	\$71,534	\$72,965	\$74,424	\$75,913
Village of Ashwaubenon	\$255,698	\$260,812	\$266,028	\$271,349	\$276,776	\$282,311
Village of Bellevue	\$92,528	\$150,000	\$153,000	\$156,060	\$159,181	\$162,365
Farebox Revenue - Fixed Route	\$660,000	\$673,200	\$686,664	\$700,397	\$714,405	\$728,693
Farebox Revenue - Paratransit	\$564,000	\$575,280	\$586,786	\$598,521	\$610,492	\$622,702
Advertising (sale on bus ads)	\$100,000	\$102,000	\$104,040	\$106,121	\$108,243	\$110,408
Investment Income	\$9,000	\$9,180	\$9,364	\$9,551	\$9,742	\$9,937
Other**	\$356,400	\$363,528	\$370,799	\$378,215	\$385,779	\$393,494
Total:	\$8,458,466	\$8,590,213	\$8,668,975	\$8,749,311	\$8,831,254	\$8,914,836

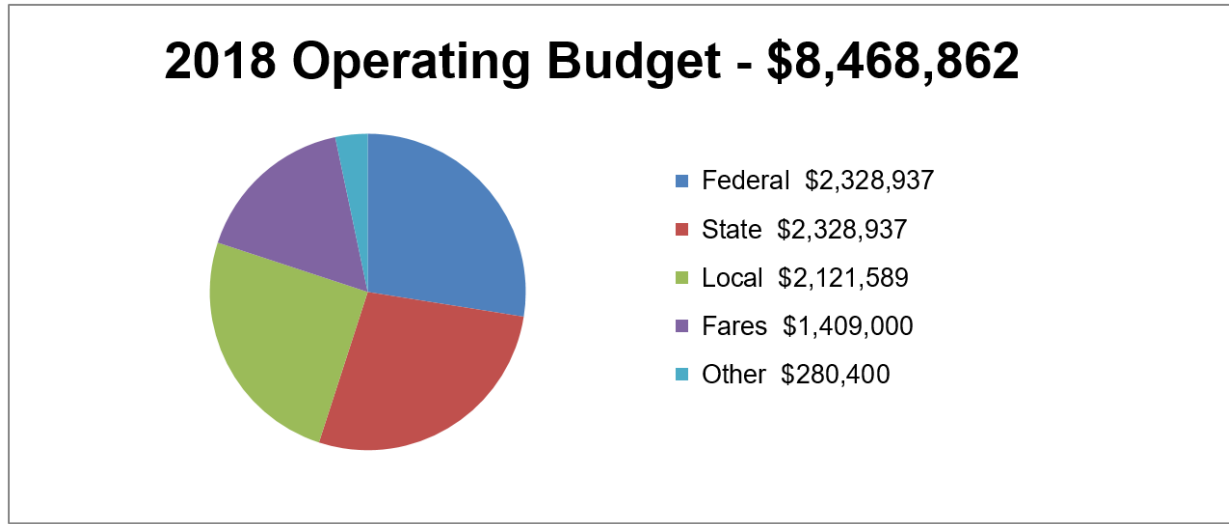
* Federal Section 5307 and Capitalized Maintenance.

** Other includes partnership income, sale of used oil and parts, etc.

2018 Operating Budget Estimate Breakdown

Green Bay Metro's 2018 operating budget estimate is projected at \$8,468,862. Green Bay Metro receives operating assistance from a variety of sources. These include the Federal Section 5307 program, Section 5310 program, State 85.21 program, State 85.20 program, local dollars from entities participating in the system, fares, partnership agreements, advertising revenue, and interest revenue.

A summary of the 2018 estimated Green Bay Metro budget by revenue source is below:

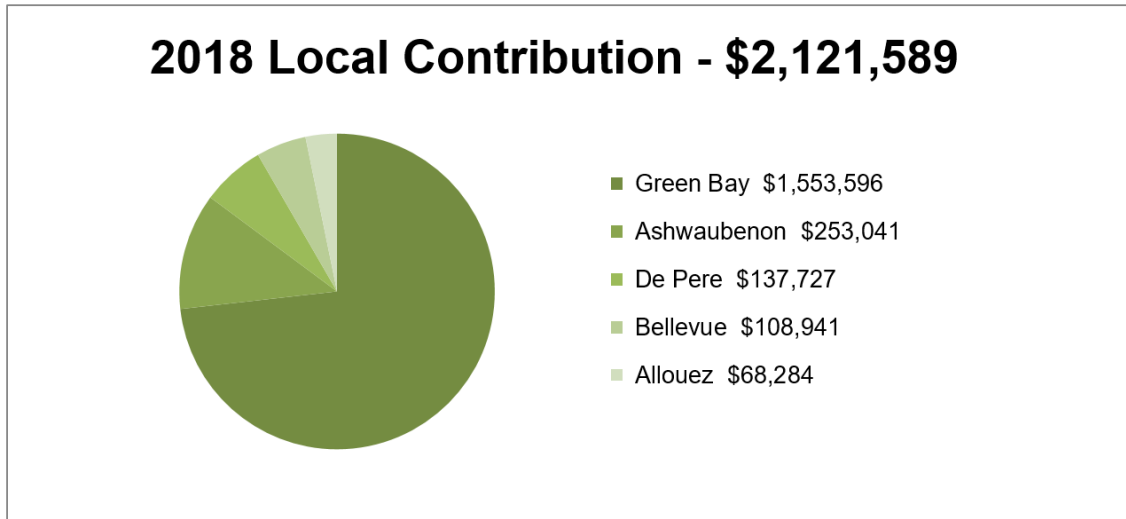


2018 Budget Estimate

Source:	Amount	Percent
Federal	\$2,328,937	27.5%
State	\$2,328,937	27.5%
Local	\$2,121,589	25.1%
Fares	\$1,409,000	16.6%
Other	\$280,400	3.3%
Total:	\$8,468,862	100.0%

Local Share

The 2018 budget estimate consists of contributions from participating local entities. The sum of the contribution is projected to be \$2,121,589 (25.1%) of the entire operating budget. Local entities contribute to the system based on system mileage and population. The breakdown by participating local entities is as follows:

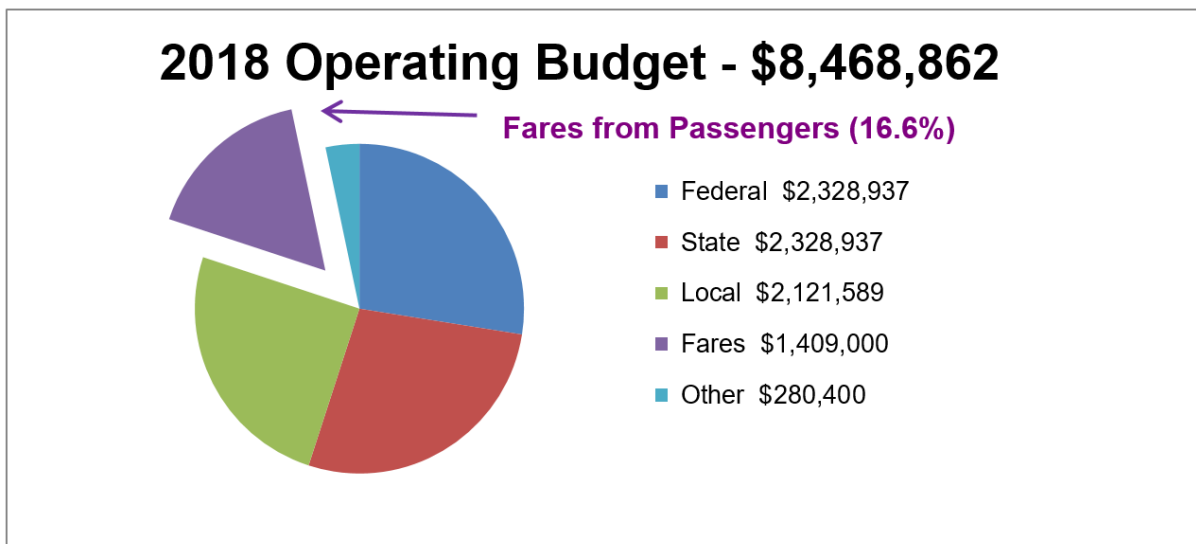


2018 Budget Estimate – Local Contribution Analysis

Source:	Amount	Percent of Local Share	Percent of Overall Budget
Green Bay	\$1,553,596	73.2%	18.3%
Ashwaubenon	\$253,041	11.9%	3.0%
De Pere	\$137,727	6.5%	1.6%
Allouez	\$108,941	5.1%	1.3%
Bellevue	\$68,284	3.2%	0.8%
Total:	\$2,121,589	100.0%	25.1%

Fares

The 2018 budget estimate of \$8,468,862 includes an estimate of \$1,409,000 in passenger fares, which is 16.6% of the operating budget. The 16.6% fare (and partnership revenue) recovery rate is consistent with past rates.



Green Bay Metro Capital Program

FTA offers assistance to purchase, replace, and rehabilitate buses and related equipment and to construct bus-related facilities under the Section 5339—Bus and Bus Facilities Program. Federal 5339 funds can cover 80 percent of the total cost. Remaining costs must be provided locally.

Metro has also taken advantage of capital assistance through non-traditional funding sources such as the Surface Transportation Block Grant Program. To date, Metro has received funding for seven buses and a facilities expansion project.

Green Bay Metro historically has developed a very aggressive five-year Capital Improvement Program (CIP). Capital funds are very limited and highly sought. Funding for the majority of projects will not be available when requested and projects are commonly pushed back to a later date.

Metro's capital improvement program by year and projected total cost is listed on the following table:

2019-2023 Capital Improvement Program					
Project/Year	2019	2020	2021	2022	2023
Capitalized Maintenance	\$530,000	\$530,000	\$530,000	\$530,000	\$530,000
35' Replacement buses (5 in 2019)	\$2,395,000				
35' Replacement buses (3 in 2021)			\$1,524,000		
40' Replacement buses (3 in 2022)				\$1,569,000	
Pressure Washer	\$25,000				
Update shop/garage lighting	\$60,000				
Replace air handling units	\$100,000				
DPF machine for maintenance department		\$75,000			
Passenger shelters, benches, & pads	\$26,000	\$26,000	\$26,000	\$26,000	\$26,000
Paratransit vehicles (12)		\$1,200,000			
Paratransit vehicles (4)			\$400,000		
Bus route signs		\$60,000			
Total:	\$3,136,000	\$1,891,000	\$2,480,000	\$2,125,000	\$556,000

Bus Fleet

Green Bay Metro Bus Fleet – Fall 2018

Bus Quantity	Year	Make	Length	Age in Years
4	2003	New Flyer	30'	15
3	2004	New Flyer	30'	14
9	2009	New Flyer	35'	9
10	2011	Gillig	35'	7
4	2015	Gillig	40'	3
3	2018	New Flyer	35'	0
2	2018	New Flyer	40'	0
35				
Average Age in Years:				7.57

As noted in the bus fleet table, Metro took delivery of three 35' and two 40' buses in 2018. Four of the five buses were purchased through the Federal Highway Administration's (FHWA) Surface Transportation Block Grant (STBG) Program that is administered by the Green Bay Metropolitan Planning Organization (MPO).

Peak Bus Requirements

The full service route system requires 22 buses during peak operations when both limited service routes are in operation. Although Metro has the necessary number of buses to provide this level of service at the present time, there is a need for newer and additional high-capacity buses.

Bus Replacement Guidelines

The Federal Transit Administration (FTA) has established a standard that each transit vehicle should be either retired or rehabilitated at the end of its normal service life. Normal service life for transit vehicles is considered to be 500,000 travel miles or 12 years for transit buses greater than or equal to 35 feet in length and 10 years for transit buses that are less than 35 feet. Metro staff has done an excellent job maintaining vehicles for use beyond their expected lifespans. However, maintenance costs increase with age. A total of 7 of Metro's 35 buses exceed the standard as of 2018.

Capital Crisis

In 2012, Moving Ahead for Progress in the 21st Century (MAP-21) was signed into law. MAP-21 dramatically reduced funding for bus and other capital items. This reduction added to an already significant backlog of unmet capital needs for transit systems throughout the country, including Green Bay Metro.

In December of 2015, the Fixing America's Surface Transportation (FAST) Act was signed into law. The FAST Act increased funding for transit capital, but it is still well below pre-MAP-21

levels. As a result, Green Bay Metro has not been able to replace buses at the end of their normal service lives.

Green Bay Metro is not the only system dealing with this issue. It is estimated that 282 buses (as of January 2018) have exceeded useful life and need to be replaced among Wisconsin's transit systems.

Optimum Bus Replacement Schedule

To cycle out the 26 buses built in 2011 or earlier over the next ten years, Metro will have to acquire new ones at an aggressive rate. Sample acquisition plans are presented in the following table below. Plan A is consistent with the capital improvement program.

Year	Bus Acquisition Plan				
	A	B	C	D	E
2019	5				
2020		5	5	7	8
2021	3				
2022	3	5	6		
2023				7	
2024	3	5	5		8
2025	3				
2026	3	5	6	7	
2027	3				
2028	3	5	5		8
Total:	26	25	27	21	24

Recommendation

It is recommended that additional 35' and 40' buses be pursued as soon as possible to begin replacing the 30' 2003 and 2004 New Flyer buses. Funds from the participating communities (via depreciation chargebacks) will also be necessary to cover the local share (20 percent).

Metro will need to pursue traditional funding through FTA, as well as non-traditional funding through FHWA's Surface Transportation Block Grant Program, VW settlement funds, and other sources.

Green Bay Metro has included 11 buses in its capital improvement program over the next 5 years. However, funding has not been secured.

CHAPTER 6

Long Range Element

There are many reasons for the Green Bay Metropolitan Area to promote the use of mass transit over the next several decades. Transit-oriented land uses require far less space than vehicle-oriented land uses (such as parking lots and structures). It is a form of transportation that is available to anyone who wants to use it; a bus is a far more efficient use of the metropolitan area's street system than an individual vehicle; a bus's impact on the environment is much lower than the number of cars it would take to equal a bus's carrying capacity, and transit enhances the livability of an area because it reduces people's reliance on cars and minimizes the negative impacts of driving (noise, traffic congestion, etc.). Despite these positive attributes, Green Bay Metro primarily serves area residents who do not have access to cars. There are many reasons why the bus system appeals to these "captive" riders and does not appeal to many people who have other transportation options. Some of these reasons include:

Travel time. Since the Metro buses have to share the same streets (and the same delays) as personal vehicles, the buses do not provide travel time incentives for people who have the option to use their own vehicles. In most cases, buses actually take longer to travel from place to place than cars because the buses have to stop to pick up passengers. This time deterrent is especially significant for trips where people have to transfer to another route to reach their destinations.

Frequency, convenience, and reliability. Compared to many other transit systems, Green Bay Metro provides relatively frequent service to many destinations in the metropolitan area; however, the most frequent Metro routes only provide access to these destinations every half hour, and the rest of the routes serve their areas once an hour. Although this service frequency is pretty good by transit standards, it cannot compete with the current level of convenience offered by personal vehicles that can be accessed quickly and driven to any destination without having to continually stop. The missed transfers that occasionally occur also make it difficult for people to rely on the system for work and other trips.

Urban design. Over the last five years, the communities in the Green Bay Metropolitan Area have built interconnected streets, sidewalks and trails, and other facilities that make transit an attractive and viable transportation mode. Despite this progress, only two metropolitan area communities (De Pere and Howard) currently require sidewalks along nearly all of their streets, and many land development projects still contain only minimal density and little mixture of uses (residential with commercial, etc.). These types of street and sidewalk patterns make it very difficult for a bus to serve an area within a specified schedule and make it very inconvenient (and possibly unsafe) for potential riders to walk to and from bus stops. Low-density and homogenous development patterns also make transit service very inefficient because the number of potential riders in these areas is low.

Another element of urban design that has made transit less appealing is the decentralization of the metropolitan area. When Green Bay was the area's clearly defined economic center, taking a bus from the outlying areas to downtown Green Bay for work, shopping, or other purposes was more convenient than it is today because transfers often weren't necessary and several destinations were within easy walking distance of the downtown transit center. Today though,

many large employers, educational institutions, commercial developments, and other destinations are located on the edge of the transit service area or outside the service area altogether. This situation makes taking the bus to these places inconvenient or impossible, and it is certainly a deterrent to transit use by those who have other transportation options.

Green Bay Metro provides a very important service to the metropolitan area, and it is important to enhance its attractiveness to non-captive riders as the area grows in the future. To significantly increase and sustain ridership over the next several years, Metro will have to overcome many well-established local, state, and federal policies, procedures, and preferences. This challenge will be difficult, but it is not impossible. Some methods of addressing these issues are discussed in the rest of this chapter.

Meeting the Challenge

To maximize its chances of significantly improving and sustaining ridership over the next several years, Green Bay Metro will need to work with state and local government representatives, elected officials at every level, private companies, and the public to create a viable set of coordinated transit incentives and automobile disincentives. Some examples of these measures that pertain to the issues discussed in the previous section are discussed below:

Establish a Regional Transportation Authority or Other Reliable Source of Transit Funding

For many years, Green Bay Metro has been one of the most cost-effective transit systems in Wisconsin. Audits conducted by WisDOT and other agencies have shown that Metro consistently provides more rides for less money than nearly all of its peer systems throughout the state. Although Metro has proven its ability to do a lot with a relatively small budget, the system's current and projected funding levels are not nearly enough to improve service to a point where most people believe that the buses are as reliable, convenient, and pleasant as personal vehicles.

To significantly enhance service for existing bus riders and make Metro a viable transportation option for non-riders, Metro will have to raise and sustain additional capital and operating money in the future. Since the current federal, state, and local funding sources will not likely increase substantially over the next several years, Metro should develop a strategy for the creation of the Regional Transportation Authority (RTA) or other reliable source of funding to supplement its existing funding mechanisms.

Maintain Relatively Low Fares and Expand the U-Pass Program

As transit operating costs escalate, Metro and systems like it are often pressured to raise fares to cover the additional expenses. However, the amount of money generated by fares is relatively small for many transit systems, and fare increases make it more difficult to attract riders to the systems. As a result, fare increases often do more harm to transit systems than good.

A transit system has a very difficult time competing with cars for the reasons discussed at the beginning of this chapter, so it is important for Green Bay Metro to make it as financially attractive as possible to potential riders. The U-Pass Program that began in July of 2008 has worked well for several years, and Metro should investigate expanding the program to include other institutions. The Green Saturday initiative that allows people to ride the buses at no cost

on Saturdays has increased ridership on the weekends, and this program should continue. But Metro should also maintain its relatively low Adult, Student, and Elderly/Disabled fares to make transit affordable for existing bus riders and more appealing to people who do not currently ride the bus.

Other transit fare incentives

In addition to maintaining the system's fare structure, expanding the U-Pass Program, and continuing the Green Saturday initiative, Metro should continue to work with the area's large retail centers, hospitals, businesses, and other significant trip generators to establish programs that encourage transit use and discourage driving. Some examples of these programs include:

Travel allowance programs. Travel allowance programs can be established by employers to provide employees incentives to give up their cars in favor of the bus or another mode of transportation. The travel allowance is determined by the market value of a parking space used by an employee, and this amount is given to the employee to use for the parking space or a bus pass. The employee can also keep the allowance and find a non-motorized means of reaching work (walking, bicycling, etc.).

Free bus passes for employees. Since the Internal Revenue Service allows employers to deduct the cost of transit passes from their gross incomes, employers within the Green Bay Metro service area would be able to deduct the entire cost of bus passes that they purchase for their employees. This incentive would be even more effective if employers restricted the number of parking spaces available to employees and/or charged the employees a substantial monthly fee for using the spaces.

Transit trip validation programs. Many malls and other retail centers attempt to attract people to them by offering to pay for a portion of their customers' parking costs, but very few (if any) retail outlets offer validation programs for people who ride the bus. This program could be as simple as selling day passes or bus tokens to interested businesses and having the businesses "validate" a shopper's bus trip by giving him or her a pass or token following a purchase. The Metro service area contains several retail centers that might be interested in participating in a transit trip validation program, and the program would be relatively inexpensive to start and administer.

Create Park and Ride Partnerships with Owners of Private Parking Lots

The Metro service area does not currently serve the state-owned park and ride lots in Brown County, but many of Metro's fixed routes directly serve developments that have large parking lots that are often partially occupied or empty. To encourage more people to ride the bus, Metro should contact area shopping centers, churches, and other developments with large lots to find out if the owners will allow people to use their lots as transit park and ride facilities.

Although the park and ride arrangements would be beneficial to Metro, the shopping centers and other for-profit developments could also benefit by having potential customers park at their facilities. The additional vehicles in the parking lots will also suggest to passersby that the participating businesses are popular places to shop.

Continue to Operate a Modified Fixed Route Service for Green Bay Packers Games

The most severe non-recurring traffic congestion problem in the Green Bay Metropolitan Planning Area is typically experienced during Packers home games. Most of the 70,000+ fans and stadium workers who attend each game reach Lambeau Field by car or van, and many of these people choose to park on neighborhood streets, at nearby businesses, or in yards because stadium parking is limited. Traffic congestion near the stadium tends to worsen as game time nears, for the streets become narrower as the number of people traveling to the stadium in vehicles and on foot increases. Congestion is even worse after the game because most people leave the stadium area simultaneously.

The traffic congestion that is experienced before and after each game causes increased accident probability, street deterioration, fuel consumption, and traveler irritability (particularly after a Packers home loss). However, this congestion was partially addressed beginning in 2011 when Green Bay Metro introduced a Packers game day bus service that transported people between Lambeau Field and parking lots throughout the metropolitan area. This service is available to the general public, and the buses serve all signed stops along the routes.



Passengers arriving at the Lambeau Field bus stop before a game during the 2011 season.



One of the vehicles used to provide and advertise Metro's 2011 Packers game day service.

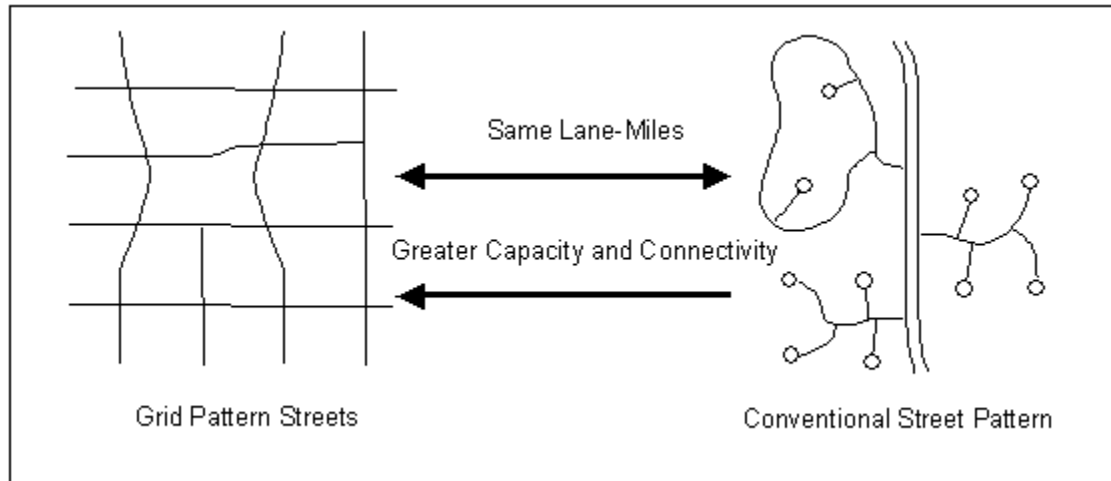
The game day service has been operating at or near capacity every year since it began in 2011, and Green Bay Metro should continue to provide the service during the five-year TDP period.

Design Communities to be More Transit-Friendly

At the beginning of this chapter, some of the urban design characteristics that discourage or prevent many people from riding the bus were summarized. Although some of these characteristics will be very difficult to change, others are actually changing in some service area communities at this time. Some transit-friendly urban design characteristics are discussed in the following section.

Grid and grid-like street patterns. Well-connected street systems minimize walking distances and enable people to reach bus stops much easier than if they have to walk the equivalent of several blocks to reach a stop.

Comparison of Grid and Conventional Street Patterns

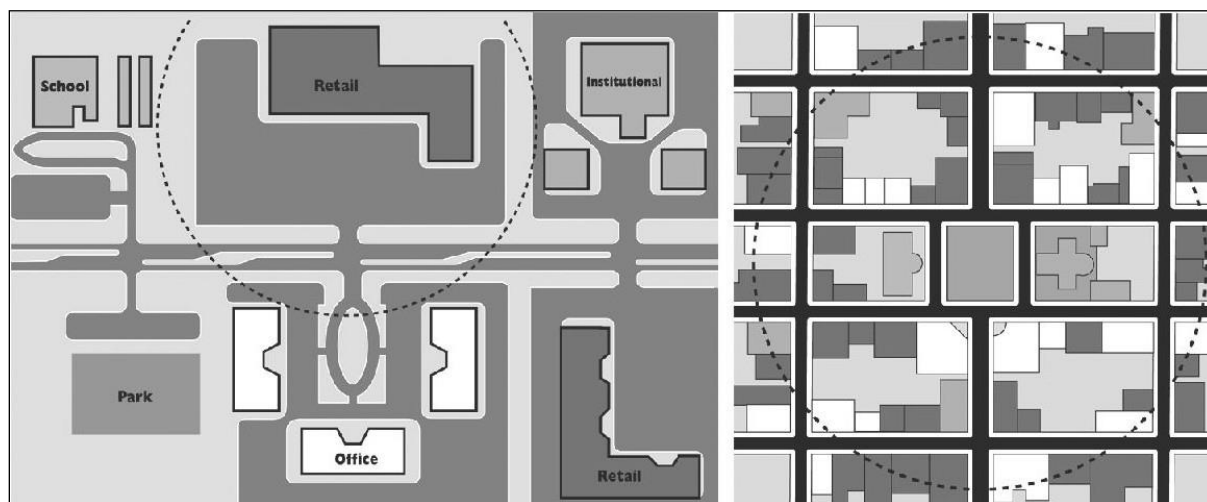


Even if the major street shown in the conventional street pattern diagram has bus service, the long walk and backtracking that are required to reach a bus stop along the street will likely discourage area residents from taking the bus. But the frequent street connections shown in the grid pattern streets diagram make it easy for people to reach nearby bus stops, and this helps to encourage people to choose the bus over their cars.

Sidewalks. An interconnected street network should be complemented by an extensive sidewalk system to allow people to safely travel to and from bus stops and to provide a place to wait for the bus. Sidewalks are especially important to children, the elderly, people who use mobility aids, and others who face a particularly high risk walking within the driving areas of streets.

Mixed land uses. The mixing of residential, commercial, institutional, and recreational uses provides several different trip generators for transit systems to serve.

Segregated Land Uses vs. Mixed Uses with Several Street Connections



The above figure compares a conventional land use and street pattern with a mixed land use and grid street pattern. The dotted circle on the diagram represents a 500-foot radius, which is a distance that most people feel comfortable walking. This diagram demonstrates that a greater number and variety of destinations are easily reachable by bus (and other transportation modes) when land uses are mixed and streets are frequently interconnected.

Developments that provide direct access to sidewalks and streets. Many buildings in the Metro service area are difficult to reach after exiting a bus because they were built a significant distance from the street and are fronted by large parking lots that are difficult for people to cross without being in a car. To encourage people to travel to destinations on a bus, communities should ensure that new and redevelopment projects have buildings with zero or minimal setbacks, parking in the rear, and other features that enable people of all ages and physical abilities to reach them safely and easily.

Automobile-Oriented Development vs. Pedestrian- & Transit-Oriented Development

Automobile-Oriented Development



Pedestrian- & Transit-Oriented Development



Conclusion

Developing land use and street patterns that enable and encourage transit use, creating a safe and continuous sidewalk system, and enabling people to easily reach developments from the streets and sidewalks will increase the attractiveness and viability of transit in the Green Bay Metro service area. The funding strategies, pricing incentives, and other recommendations in this chapter of the Transit Development Plan will also help make transit more competitive with cars and other private vehicles, but the strategies identified in this chapter must be accompanied by complementary policies that force people to realize the high financial, environmental, and social costs of excessive driving. The Green Bay Metropolitan Area is not currently facing the severe traffic congestion and other vehicle-related issues that Houston, Atlanta, and other large automobile-dependent communities are experiencing, but our future could be similar to these communities' situations if a strong effort is not made to develop a more balanced transportation system that contains a transit system that people with and without other mode options are willing and able to use.

CHAPTER 7

Title VI and Environmental Justice

Title VI

Title VI of the Civil Rights Act of 1964 prohibits discrimination by recipients of federal financial assistance on the basis of race, color, and national origin, including limited English-proficient persons (LEP). The Brown County Planning Commission and Metro staffs issued the most recent update to the *Green Bay Metro Title VI Compliance Program* in 2017. The document is posted on the Green Bay Metro website at greenbaymetro.org.

Environmental Justice

In 1994, *Executive Order 12898 - Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations* was issued. The executive order was issued in response to public concerns that everyone deserves equal protection under the law. Each federal agency, including the U.S. Department of Transportation (US DOT), was directed to make environmental justice part of its mission.

In 1997, the U.S. Department of Transportation issued *DOT Order to Address Environmental Justice in Minority Populations and Low-Income Populations* to summarize and expand upon the requirements of Executive Order 12898 on Environmental Justice.

In 2012, FTA issued the *Environmental Justice Circular* which affirmed the three fundamental principles at the core of environmental justice:

- To avoid, minimize, or mitigate disproportionately high and adverse human health and environmental effects, including social and economic effects, on minority populations and low-income populations.
- To ensure the full and fair participation by all potentially affected communities in the transportation decision-making process.
- To prevent the denial of, reduction in, or significant delay in the receipt of benefits by minority and low-income populations.

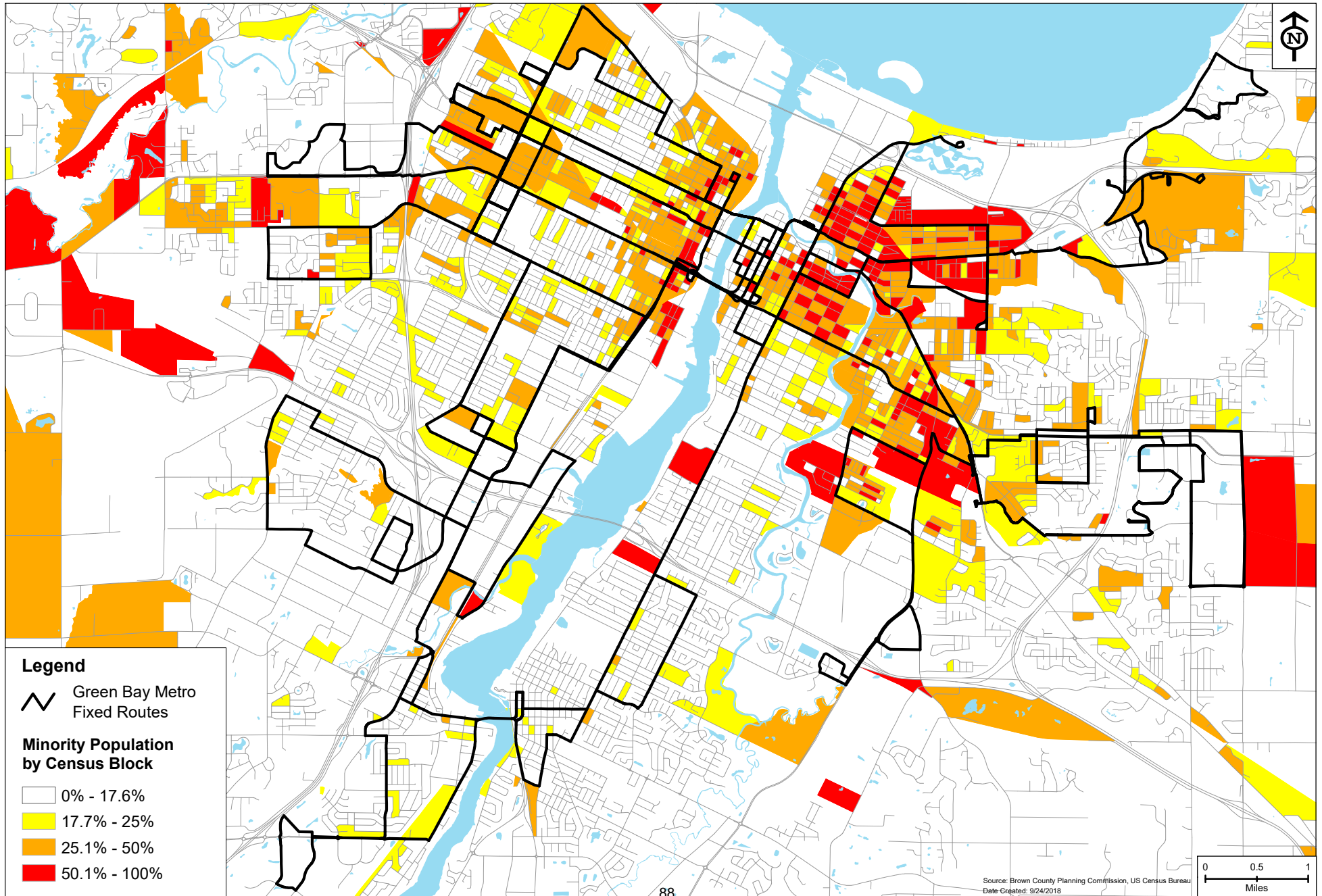
Assessment

The following maps represent the Green Bay Metro fixed route and paratransit service area and 1.) Green Bay Metro System and Minority Population as a Percent of Total Population, 2.) Green Bay Metro System and Income, and 3.) Green Bay Metro - Access to Essential Services – Analysis of public transit service to employment, health care, education, social services, and recreation for concentration of disadvantaged populations.

Taken in whole, the proposed recommendations in this TDP do not impose disproportionately high and adverse impacts on minority populations and low-income populations, and the benefits of the transportation services and improvements provided are reasonably distributed to serve the needs of all populations in the area.

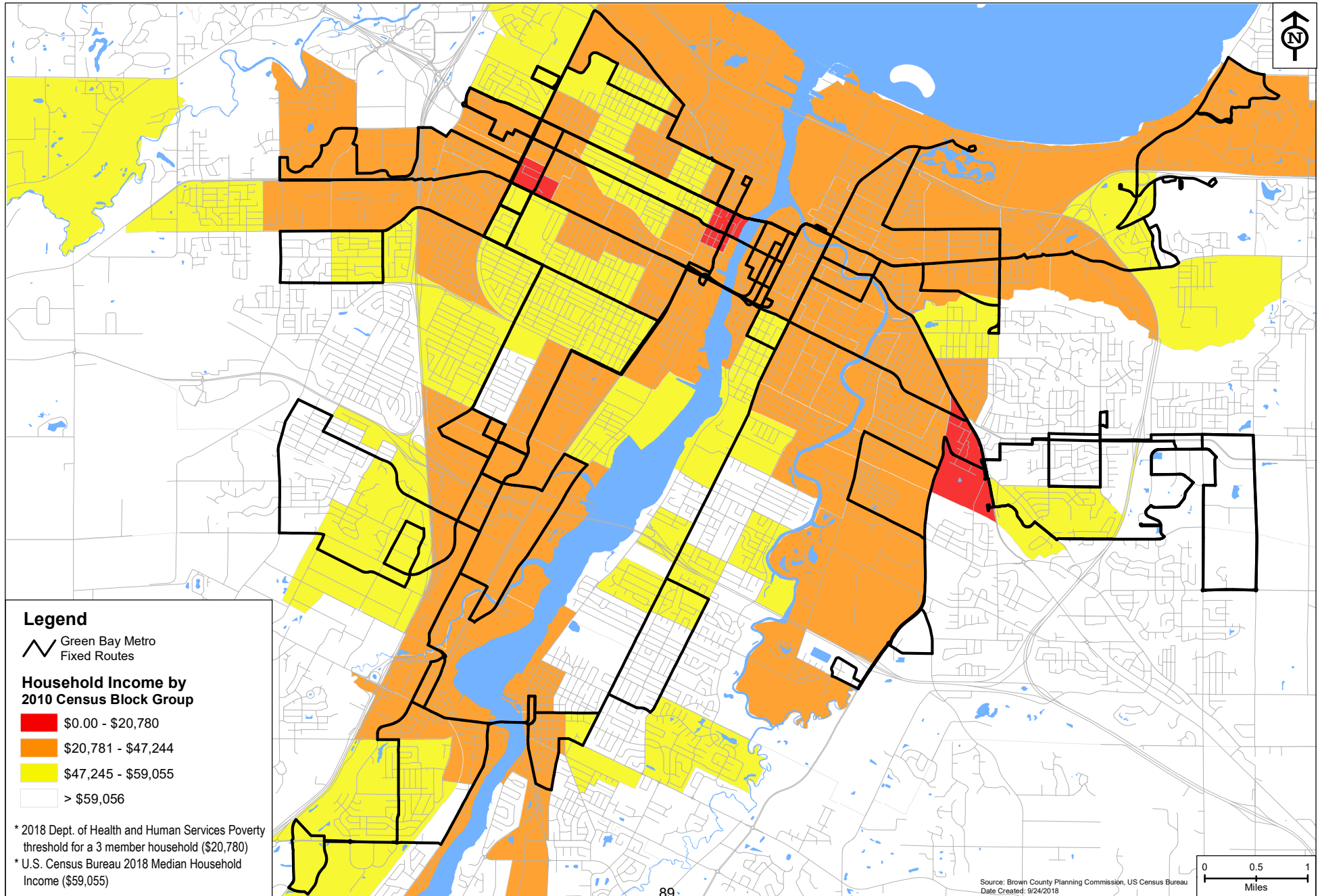


Green Bay Metro System and Minority Population as a Percent of Total Population





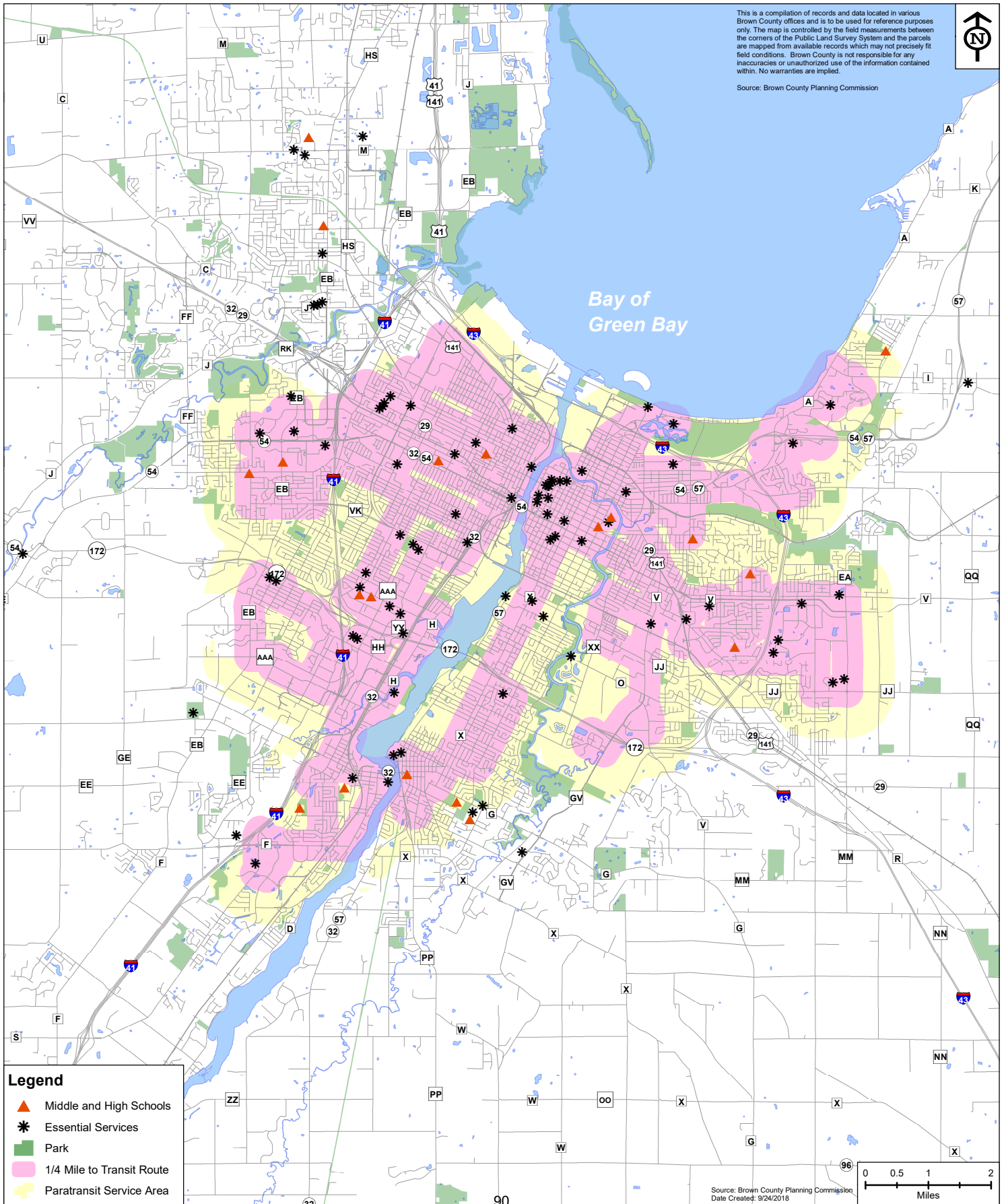
Green Bay Metro System and Income





Public Transit Access to Essential Services

Analysis of public transit service to employment, health care, education, social services, and recreation for concentrations of disadvantaged populations: A Ladders of Opportunity Approach.



CHAPTER 8

Public Participation

Overview

Green Bay Metro's *Public Participation Policy* calls for public involvement as input to various transit plans and programs. Consistent with the policy, the following outlines the process used for the *2019-2023 Transit Development Plan*.

Initial Public Outreach

Prior to the TDP development, the MPO staff developed a survey and online mapping application.

Riders and non-riders were asked to answer a nine-question survey and provide comments regarding fares, service area, hours of service, service frequency, transfer stations, buses, bus shelters, bus stops, technology, rider policies, or any other aspect of the system.

Riders and non-riders were also invited to participate in an online mapping exercise. Respondents were able to click and drag a dot onto a transit service map and leave comments in a text box.

A total of 81 people completed the survey and provided 123 written comments. Those who participated in the online mapping exercise provided 77 written comments.

Screen Shot of Online Survey and Mapping Exercise

The image displays two side-by-side screenshots of the Green Bay Metro online survey and mapping application.

The left screenshot shows the "Green Bay Metro - Survey" form. It includes an introductory paragraph about the Transit Development Plan, followed by a section titled "You can help by answering the following questions:". The first question is "1. How often do you use the bus?", with radio button options: "I do not use the bus", "I use the bus daily or almost daily", "I use the bus two or three times a week", "I use the bus one time a week or less", "I use the bus to get to and from school only", and "Other (please specify)". Below the options is a text input field. The second question is "2. Which type of bus fare do you typically use?", with radio button options: "30-day pass", "Weekly pass", "One-day pass", "I pay for one trip at a time with cash", "I have a Green Bay or Ashwaubenon School District student ID which allows me to ride for free", "I have a UW-Green Bay ID which allows me to ride for free", "I only ride on Saturdays when bus service is free", and "I do not use bus fare".

The right screenshot shows the online mapping exercise. It features a map of the Green Bay area with various transit stops and routes marked. A "Public Input" window is open, allowing users to select a template to create features (Public Input, TDP, Public). A "Comments" text box is visible, containing the text "Thank you for placing a bus stop here!".

To advertise the survey and mapping exercise, the following *Metro Rider Alert* was placed on all buses, Transportation Center lobby, Metro's website, Facebook page, and Twitter. A notice of opportunity to comment was also submitted to those on the MPOs interested parties list, Facebook page, and Twitter.

METRO RIDER

ALERT



Green Bay
METRO

PUBLIC INPUT NEEDED

Green Bay Metro and the Brown County Planning Commission are in the beginning stages of preparing a Transit Development Plan. The purpose of the plan is to guide improvements for Metro for the next five years.

Tell us what YOU think!



You are invited to participate in a brief online survey and online mapping exercise. The online mapping exercise will allow you to place a dot on the map and enter comments regarding current service, transfer stations, bus shelters, bus stops, or any other aspect of the system. To access the survey, go to <https://browncounty.maps.arcgis.com/apps/webappviewer/index.html?id=29506c1e5d5e43109c354af1d6ff179> or Metro's [Facebook](#) page.

A series of Information Meetings and Public Hearing will be held in late summer detailing the findings and recommendations for the system. Metro Rider Alerts will be issued prior to the meetings.

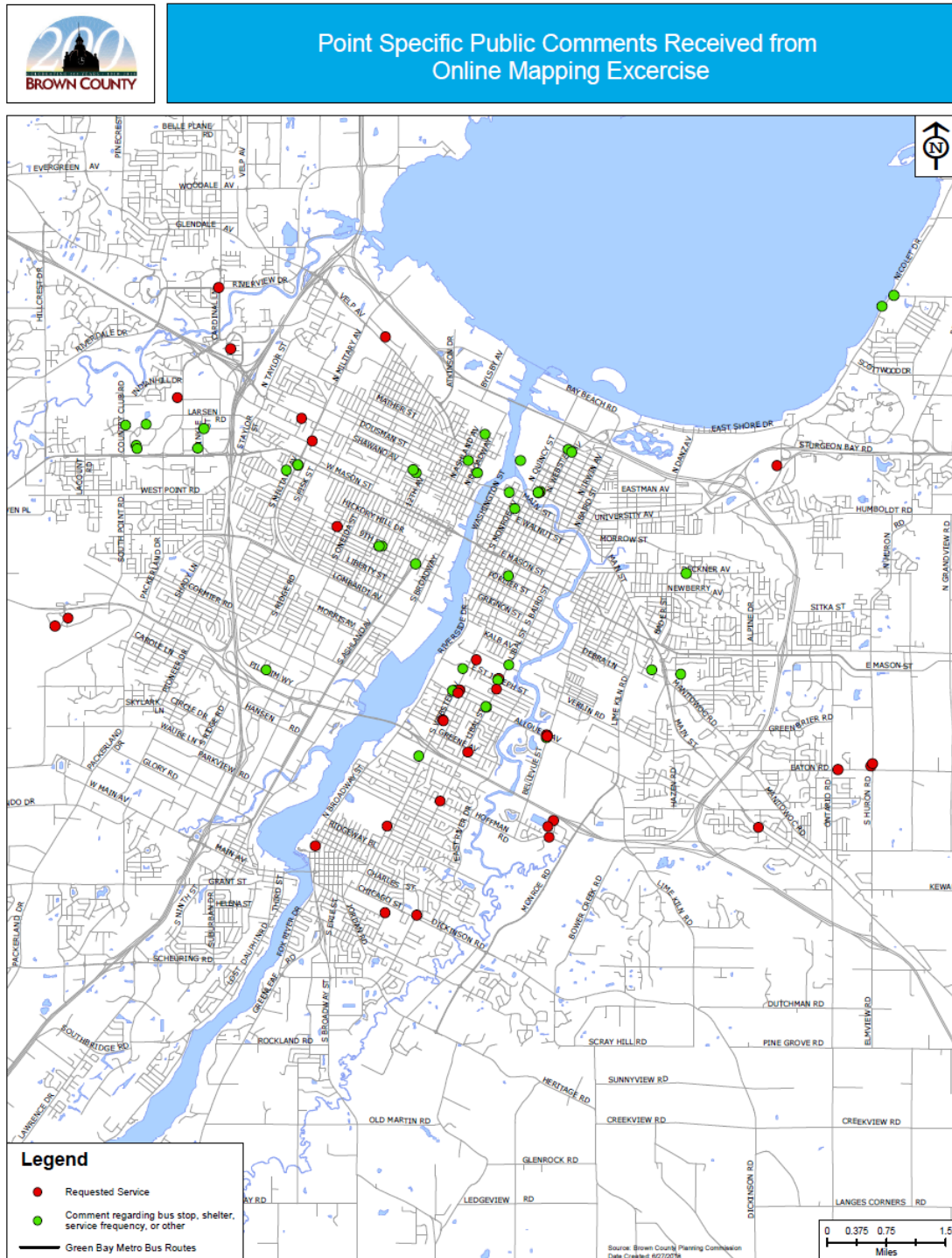
If you are unable to access the survey and wish to share comments, please do so by mailing or dropping them off by February 28 at: ATTN: TDP, Green Bay Metro, 901 University Avenue, Green Bay, WI 54302.

METRO RIDER

ALERT

Point-Specific Public Comments Received from Online Mapping Exercise

The majority of the comments received included requests for additional service or the placement of a bus stop sign or shelter at a specific location. Below is a map illustrating the location of comments received. Complete survey results are presented at the end of this chapter.



Green Bay Metro – General Public Survey and Results

The survey was made available to the general public at the onset of the TDP process. A total of 81 people took the survey. Many respondents were not Green Bay Metro customers. Not everyone answered every question so the response percentages for each question may vary.

Survey and Results

1. How often do you use the bus?

- I do not use the bus (37%)
- I use the bus daily or almost daily (22%)
- I use the bus two or three times a week (9%)
- I use the bus one time a week or less (10%)
- I use the bus to get to and from school only (0%)
- Other (22%)

2. Which type of bus fare do you typically use?

- I do not use the bus (45%)
- 30-day pass (21%)
- Weekly pass (0%)
- One-day pass (5%)
- I pay for one trip at a time with cash (10%)
- I have a Green Bay or Ashwaubenon School District student ID which allows me to ride for free (13%)
- I have a UW-Green Bay ID which allows me to ride for free (4%)
- I only ride on Saturdays when bus service is free (1%)

3. What is the purpose of most of your trips?

- I do not use the bus (40%)
- Work (26%)
- School (5%)
- Shopping (1%)
- Medical appointments (4%)
- Just going for a ride (3%)
- Other (21%)

4. What is your age?

- 18 or younger (4%)
- 19-25 (10%)
- 26-39 (27%)
- 40-49 (15%)
- 50-64 (24%)
- 65 or older (13%)

5. Do you have a valid driver's license and have regular access to a vehicle?

Yes (71%)

No (29%)

6. Do you regularly carry a smart phone?

Yes (88%)

No (12%)

7. Please add any suggestions or comments regarding Green Bay Metro fares, service area, hours of service, service frequency, transfer stations, buses, bus shelters, bus stops, technology, rider policies, or any other aspect of the system.

The following comments were received:

1 Focus on weekend and tourism based transportation between hotels, Lambeau Field and shopping destinations.

2 An app for your phone to know where your bus is

3 The website is absolute rubbish. Trip Planner does not work. I do not live in this city and do not know the roads. There is not an option to type in an address to find out what line/route I should be taking. After clicking through the colors/routes, I am now confused and don't know what to do. I'm trying to figure out if the buses are still operational or not. The brown line, for example, states that weekday service is until 5:45pm, but then states that it is open until 9:45pm on weekday nights. I don't want to stand in the cold if the bus is not going to come.

4 Longer evening service, Sunday service, people are seen smoking in the bus stop shelters even though there are signs against it (not sure how this can be fixed)

5 Re: Service area if possible have a bus route added to the New Zoo in Green Bay may be during the summer months. Re: bus shelter on Packerland & Mason during the winter months when snow is on the ground it gets very slippery with the snow piling up quite high before cleared away.

6 Would be nice to have transit go out in Howard area & out more in Bellevue & Ledgeview area too bring back metro shelters so people can wait for bus to get out of cold & rain & extreme heat.

7 I don't currently ride enough to give comments on this.

8 I grew up in Milwaukee, obviously a much bigger city. I saw first-hand the value of a strong, bus system, especially for those without other transportation means. I also saw the strong value of a grid bus system. This cut time and increased convenience. The GB hum system may have served its purpose, but it is time to move to a more efficient system where transit times are cut and convenience is increased. I see GB system as somewhat self-fulfilling. It is only used by the few that must absolutely use it and have no other means, because of the larger times and inconvenience required.

9 Really need to have Sunday service even if limited service.

10 Make this county based, there is a sales tax in place now that would fund the system to operate more on a county basis. It's time we made this system more accessible for everyone in the county!

11 I'd really like the website to launch, and I work at night [around 9] and it's hard to catch the bus home.

12 -Increase service hours -Increase service area to Howard, Airport -Route 7: Turn the segment going through the VA Clinic a call-in deviation like Route 2's Wildlife Sanctuary deviation -Improve connectability at the Plaza Transfer Point

13 I recently took a trip to Banff, Canada. The bus system there is called "Roam" and it was excellent. This could be a place to look into - copy what they do for bus system.

14 Provide service to Howard

15 Wish I could help with this survey, but sorry I do not use the bus system so I have no input on it.

16 As I commented on the map, a few stops could do with some improvements. We also should have an option for a reloadable card and a mobile app for the bus. Partner with the Fox Valley operators to get a single card. The area also needs service to the airport restored. We should also get buses retrofitted with flip-up seats behind the WC tie downs for people who have strollers or shopping carts. Reroute the 5 to go down Madison on the inbound to serve Monroe Plaza in addition to the 6. Concentrate on trying to make Metro attractive for new riders.

17 #11, #14, and #18 should be twice an hour instead of hourly. Especially #11, lots of people using this route to commute to work but current schedule requires lots of wait time for many.

18 I would like to see a stop closer to Preble High School. Both Danz and Deckner are busy streets to cross at any time of the day. If not a closer stop, at least a shelter at one of the locations of Danz and Deckner. I use both locations and neither provide a shelter from the elements.

19 Having more bus shelters available.

20 A quote from a regular user of the Green Bay Bus service: "As a weekly bus rider, a shelter by "Deer Trail" (Red Cross) would be awesome. Waiting for the bus in the wind and cold is difficult. I am sure that many of your students would appreciate this. This bus stop is always busy, I know it will be used! OR even better an hourly bus pick up that is on school property!"

21 I work at Preble. I would like to see a bus stop closer to the school so that the kids do not have to cross the busy street by the Red Cross to get to the bus. I would also like to see a shelter built for our many students who ride the bus daily!

22 My students use the bus daily for Community Based Instruction and walking and waiting for the bus when it is cold is very difficult for students with disabilities. I would like to see a shelter put up by "Deer Trail" Red Cross bus stop or add an hourly bus stop at Preble High School to support our students in the community.

23 As a weekly bus rider, a shelter by "Deer Trail" (Red Cross) would be awesome.

24 Should have bus in summer going out to NEW Zoo/Suamico,

25 Preble High School needs a shelter as well as a safe walking route to get to the bus stop. Traffic is heavy and streets are difficult to cross in that area.

26 Preble has now shelters near, it makes for a very long winter. A shelter by Deer Trail would be amazing. A user friendly app to have on a phone that is able to be assessed by individuals of all abilities. A bus stop that comes closer to Preble High School Hourly would support those who have difficulties walking long distances, this would allow more students to ride.

27 I do not use the bus because my job requires me to have access to my vehicle throughout the day. Otherwise I would use the bus services.

28 It would be nice to have a connection to the Appleton Area, as they do with Oshkosh.

29 Thank you so much for adding the ability to take pets in cages on the buses. This helps fellow bus riders with pets take their pets to veterinary appointments etc. I am very unhappy with the change in service from Webster Avenue to Libal Avenue. Why was this change made? Why was this not announced further in advance? I have signed up or attempted to sign up for every mailing list and notice but I never received any kind of notice whatsoever. I only found out because a bus driver handed me a flyer and asked if I had noticed the change. Please bring back northbound service on Webster in Allouez! The lack of bus shelters is scary. So is the placement of bus stops. Why are bus stops not under street lights in Allouez? Drivers do not stop, ever, for pedestrians. It is impossible to cross Webster. I ride the bus along with many disabled people daily and we now have to cross from our neighborhood across Webster or Libal every time we wish to take the bus. There are pedestrian crossings but no stop signs and infrequent street lights. It's dangerous and scary. One of my neighbors said she will no longer allow her child to take the bus because of how scary it is. I would like to see more frequent bus service from De Pere to Green Bay. Can we have two buses so that it is every 30 minutes

instead of every hour, at least for busy times of day? The bus leaving at 4:15 pm every day is always jam packed and especially if there are wheel chairs, and the bus has only one door, it is very difficult to disembark. I have not been able to track buses on my smart phone or receive notice of when they are coming. Please add reloadable fare cards. My bus fare is paid for by my work as part of a tax incentive program. But they want me to reload the card with a credit card they issue, online. I had to go without this benefit for 2+ years because Green Bay does not have reloadable fare cards. Make these reusable! Please.

30 As a service provider I work with clients that use the bus and paratransit. They continually ask for Sunday bus/MV service.

31 Sure would make my trip shorter if #11 would come through Allouez on Libal St. and go up Green Ave to Webster Ave. Every 30 min. would be better than only every hour.

32 Add Saturday service on Route 5 (Plum) and evening hours. The area of Ninth Street between Ashland and Ridge Road is unserved. The 1/2 hour service on Saturday afternoon on the #6 is wonderful.

33 I would use the bus more often if you had open source bus tracking. I have an app on my phone called "transit", which picks up real time information from transit systems where ever I go. However, as of right now it doesn't pick up the information from the Green Bay transit system.

34 More frequently and longer hours of service

35 It would be nice if there was some sort of smartphone app or something of that nature to alert riders when a bus is running behind schedule. Especially during the winter months when waiting at the bus stop means almost freezing to death.

36 Maybe some route that has more frequent service along Mason, and/or through downtown.

37 having a time on sign at each bus stop for example if bus comes at 5 after there would be: 05 sticker on sign at stop. Please consider adding Marlee In to route.

38 Green Bay metro does not serve anyone who needs to work on Sunday, Saturday evening, or who has to work later in the evening. Service seems designed to promote car use.

39 The biggest issue with bus service in GB area is that all buses go downtown. Waste of time.

40 Fares: I think the fares should cost a little more to bring in more revenue for the system, and I wish transfers were issued. Free or reduced fares could be given to people living on low-incomes. Rather than free rides on Saturdays, reduced fares could be just as attractive. Service Area: Definitely wish there was a route to the airport and Woodman's. Hours of Service: It would be great to be able to take the bus to and from bars. This could save people money on an Uber/Lyft. More importantly, second and third shift workers, along with people working part time after school would benefit from service hours being extended beyond 10:30pm. Sunday service, too. Frequency: I would ride the bus so much more if the buses came every 15 minutes during rush hour (6 to 9am, 4 to 7pm). Many employers do not offer flexibility regarding when a shift starts and ends. A bus that comes only every hour will not work for a person in this situation. Transfer Stations: I would ride so much more if the buses transferred downtown! The current location on University has never made sense to me. I also hope that a route from the UWGB area connects to the east side transfer point when it is implemented. Buses: no complaints here. Bus shelters: I prefer shelters that are enclosed enough to block the wind. Just off the top of my head, a shelter seems to be appropriate near the Save-a-lot on the near west side. Bus stops: many are not ADA accessible, or quickly ice over in the winter. Technology: Please put your GTFS data on Google Maps (Transit)! Appleton, Sheboygan, Oshkosh...all smaller cities that have their transit data available on popular navigation apps! Rider policies: I've been scolded by drivers for having a paper Starbucks cup that was closed and had a spill stopper. Maybe a little more lenience here?

41 I would like to see a discounted bus fare for 60 and above. I would like to see a Green Bay Metro app that could be downloaded to smart phones. I would like to see more buses with handicap ramp access for those of us who cannot use stair steps. I would like to see longer hours of service. I cannot stand for long periods so I would like to see more benches. I would like to see more outreach to educate residents on how to use the bus system. I would recommend libraries & municipal buildings for that purpose.

42 Everything is good.

43 I would love to take the bus instead of driving but the service is limited, it doesn't get to my work (Bellevue festival), you got to walk over 2/3 from Libal St. You don't do any stores in Howard or Suamico, also why can't it be 24/7 7days, most people have to work on Sunday's these days and work early shift, my mom would love to take the bus but she starts her job at 6am, also look at a Rout the connect Green Bay metro to Appleton please look in to these things and invest in the metro like Madison Milwaukee etc.

44 Please update the "where is my bus" feature for phones!!!

45 Please have the 5 Plum route have the same hours as all the other buses.

46 I strongly suggest more bus shelters be placed throughout the city. I do take the bus in MKE frequently, and know the real value of a shelter. I believe ridership would increase if there were bus shelters!!

47 There needs to be expanded routes and times to serve the entire area. AND, a marketing campaign to get ridership up. This will happen only if routes and times are increased to facilitate riders, not GBM.

48 We need longer hours for second shift workers. I take route 2 and am fortunate enough to live near my stop. We could use a shelter by University foods.

49 Addition of mobility position is great

50 Service is too infrequent to be efficient. I live and work downtown because I like to limit my car use. I should be able to depend on the bus system for errands and grocery runs, but cannot. Waiting for a bus can be a 30-60 minute thing, which isn't practical for most citizens of Green Bay. I have the luxury of a car, but would still like to use transit and feel the times offer and frequency of the routes has always been an obstacle. I've only used the bus in the past 5 years for Packer rides because those are reliable and free. Also, the bus shelters are joke. Most stops don't have shelters, they are NEVER maintained in winter, and the one on West Mason on the frontage road is embarrassing- you can't even get to it!

51 You need an App in the worst way so that I can easily access that information

52 Trip planning on Google Maps would be a welcome feature

53 Bicycle are an efficient form of transportation on their own but when combined with a transit system, they have the ability to extend one's trip significantly beyond the transit system routes. With an increase of bicycle boardings on the buses over the last several years it may be time to assess expanding the bike racks on the buses and/or installing secure bicycle parking facilities at key bus stops. Gathering information about where bicycle "boardings" are occurring may help to reduce the chances transit users being turned away for lack of space on a bike rack and no bicycle parking available at the bus stop.

54 Services should be available on Sundays during and after most worship services so elderly don't have to rely on others to attend church services. The lower the cost for senior citizens on fixed income, the better.

55 Expand serve routes to the Cornerstone Ice Center area - it is an expanding business, residential and recreational area that requires access for those without transportation or in need of transportation assistance.

56 The frequency of service needs to increase for transit service to be practical.

8. Is there anything that Metro could do that would encourage you to begin to ride or ride the bus more often?

Yes (47%)

No (53%)

Please tell us the reason(s) for your answer.

1 Fix your website. Make it easier to navigate. Test the website out on people who don't work at the bus stop, because we don't know anything about the city or bus routes.

2 I have family on the west coast and they say that the transit system is very popular and busy amongst all walks of life. I wonder why it seems Green Bay mainly has "low income" riders thus far-what do we need to do to make the transit system more of a common place in everyone's travels?

3 More direct paths, more frequent bus times, and grid system to cut transit times. Could a modified grid be done? Some more direct grid lines and some hub? GB Metro is stuck in the chicken and egg: riding is discouraged by the structure of the system. I also agree that these solutions will require commitment by the community in terms of resources.

4 Make this a county based system to go more places in Brown County!

5 Please ask the drivers to put in more effort to remain on-time, especially in these freezing cold winter conditions. It's understandable when it is snowing or there is ice on the ground. But many drivers just drive around at their pace, wind up late and make riders uncomfortable while waiting outside in negative wind chills.

6 Clean buses, safe buses for young adults (esp. females), promote the bike rack option, a bus line that is specific for the downtown/Broadway area (perhaps a bus that looks different and is attractive to young people). Green Bay should invest in electric buses - pollution is a hot topic.

7 provide service to Howard

8 I am sure the bus is very good. Sorry, but my car gets me where I need to go.

9 The bus is already my primary means of transportation, so I don't see ways Metro itself could induce me to ride more often. I do want to see the system be used more by the general public, so some of these ideas are aimed at achieving those goals. However, as I have mentioned to Metro staff, delay/detour and other rider alerts published in real time via Twitter.

10 Longer evening hours would get my business.

11 I have a car.

12 I did not have a car until I was 25. I utilized the Green Bay Metro for everything up until that point grocery shopping, school, work, getting my kids to daycare, doctor appointments, etc. The news even did a news story about the buses and they followed me around for a day. I highly recommend Green Bay Metro to everyone needing transportation. I currently live in the country so there is not a bus that could service me-or I would!

13 Have a bus stop closer to Preble High School. I take my students into the community quite a bit and some are in wheelchairs or have difficulty walking. So when it is bitterly cold or the sidewalks are not shoveled it is difficult to use that mode of transportation.

14 I would like students to be able to access transportation at Preble High school regularly throughout the school day to accommodate our students with disabilities and their community based instruction.

15 Free week to investigate the routes....city of Baltimore did this when they added bus routes

16 Increase access near Preble High School. Even though it comes twice an hour, it goes inbound one time and outbound the other. So, if a student misses a bus, they will be an hour late to their destination. Change the bus stop to be closer to the Preble building to limit unsafe street crossing.

17 There is no bus service in the area I live in. I would need to walk on West Mason Street and the cross West Mason Street to get to the nearest bust stop. This is about 3/4 of a mile.

18 More frequent service through the De Pere/Allouez corridor. Restore northbound service on Webster Avenue from De Pere Shopko transfer station to Green Bay transfer station. Consider adding a stop with shelter for transferring to a new bus line, offer service eastbound from Hoffman Avenue to Bellevue. This will allow people who ride from Ashwaubenon/De Pere/Allouez to go directly east into Bellevue for shopping at local stores instead of ordering from online retailers who do not pay Wisconsin taxes.

20 Saturday and evening service on #5 (Plum)

21 Easier to track the bus in real time.

22 More routes in the De Pere area, bus drivers that can drive in roundabouts without hitting the curb, drivers that don't induce motion sickness.

23 Would consider riding if there were more frequent service, at least at rush hour times. Current bus schedule doesn't work for my schedule, and I can bike to the places I need to go more easily.

24 I would use bus to go to and from events at Resch including: Gambler, Blizzard and basketball games etc., if buses ran till 10pm on event nights. If buses ran every 30 min instead of every hr. please consider later Saturday routes and Sunday time. Please consider a waiting shelter at corner of Ridge and Echo

25 Serve the whole county, the county should run the service.

26 Make it easy to get to different areas of town without going to downtown GB.

27 See previous comment.

28 See questions #1 & #7 above. Educate about handicap access options

29 I would love to take the bus instead of driving but the service is limited, it doesn't get to my work (Bellevue festival), you got to walk over 2/3 from Libal St. You don't do any stores in Howard or Suamico, also why can't it be 24/7 7days, most people have to work on Sunday's these days and work early shift, my mom would love to take the but she starts her job at 6am, also look at a rout the connect Green Bay Metro to Appleton please look in to these things and invest in the metro like Madison Milwaukee etc..

30 Make #5 an all-day route!

31 Again, I think increasing bus shelters is key to increasing ridership along with routes and frequency of buses. I live out by the university and bus transportation is not easily accessible from my location.

32 With being able to drive currently, I don't visualize using the bus service. However, I'm sure as I grow older, I will entertain using the bus service vs driving.

33 Public service announcements informing the public about efficiency and NOT HAVING TO DRIVE TO WORK OR FIGHT TRAFFIC. Free ride days, not just to facilitate Packer game days-those riders should pay their way. Express routes for AM and PM peak times with parking lots for people to use as hubs. Serve the Ashwaubenon industrial parks, especially those sites with over 100 employees to meet rider's time frames. GBM also needs to pay more attention to special needs people and workers.

34 Paying \$1 each way for kids is high. Also, homeschooled children use the bus to go to library, etc. they should get some sort of break. As a matter of fact kid's fares need to be adjusted. Would be nice if people could get to church on Sunday. Pretty sad that can get to Packer games but not church. Priorities messed up.

35 Promote how buses are safe. I think many people are afraid of riding bus

36 More frequent routes, longer hours (a few bar close routes would be excellent), actual shelters at stops, and smartphone passes (if that's not already a thing).

37 Have an infinitely more on-time service. Have an iPhone/Samsung/Whatever App so that I can track buses, times to destination, and when I should be at a stop. Also, consider installing a light rail instead of a bus.

38 More routes; more frequent service

39 I would never use a bus

40 I drive to work and need my car for work. My weekends are spent out of town.

41 As I stated above, grant a ride on Sundays for worship services, make the bus route easy for us to understand, and make the fare low enough so senior citizens can afford it when food, housing, and medicals are make using a bus out of reach. Make the stops easy enough for us to reach without having to rely on other vehicles to get there. Supply cover while waiting for the bus on wintery days.

42 The fares are reasonable. Service frequency is not.

9. Do you have any other comments about Green Bay Metro?

1 I want to give you props for being pro-active. Let's bond together to get transit a more popular way of travel- for environmental and economic reasons as well!! I would love to help!

2 I hope you have a wonderful day!

3 Thanks. Laura xxxxxxxx. 920-xxx-xxx

4 Yes, for longer-term planning ideas. I'm currently working on them and will contact my Alderman and/or the Transit Director when it is finished. For example, studying a BRT line to loop from Main-Dousman to Military-Lombardi-Ashland once ridership is improved.

5 The bus drivers are awesome and very helpful. Letting us know which bus we needed to transfer to and what time!!!

6 No

7 Thank you for allow Green Bay students to ride the bus for free!

8 thanks

9 The bus drivers are awesome!!! They are a great community partner for the students in the Green Bay School District. Our students are taken care of very well. The drivers' compassion and knowledge allow our students to safely reach their destinations.

10 Please have a pick up right at Preble high school. Our special ed. students use the bus daily for work, shopping etc.

11 We appreciate your staff, they have been nothing but awesome to our students and teachers. Thank you for all your dedication in helping everyone learn how to ride the Metro Bus system.

12 Please continue to be creative in your exploration of alternatives and solutions.

13 The drivers are nice and helpful.

14 Thanks for being a great bus system. I really feel that growing up using the Green Bay Metro Transit made me more comfortable using mass transit in other cities as an adult.

15 drivers are friendly and helpful

16 Buses are old models, unattractive and poorly designed for those with mobility issues, strollers etc. built to discourage use.

17 Thank you for doing what you do! I'm sure you receive a lot of criticism from many sources, and I am definitely one of those critics. I love public transportation: it's a lifesaver for the most vulnerable among us. There are certainly a lot of challenges for public transport to operate efficiently in Green Bay; I hope that in time- -and it may be a long time--taking the bus is as efficient as driving a personal automobile in GB.

18 I'm glad that we have public transportation to get me to work and home and wherever else I go

19 I try using the 'where's my bus" feature but never have any luck. If there are improvements or updates that could be done please consider it.

20 Increase the bus shelters!!!

21 Although I personally don't use the bus at this point in my life, I believe it's very important for others and also believe it will be even more important as others and myself here in Ashwaubenon become older. I thank you and want to encourage you to continue to seek the input of the community for planning purposes!

22 I appreciate having bus service available.

23 Shouldn't a survey like this give options for what is possible in our City? I saying "we want more frequency" will only be met with "we don't have enough money for more buses" and that's that. Will there actually be creative solutions, or just a study that says "people want more, and we can't provide it. See you in 10 years"? We're the 3rd largest city in Wisconsin- we NEED better transit!

24 Create an app. Install a light rail.

25 Keep up the great work!

Online Mapping Exercise Comments

Comment Number	Comment General Category	Comment (location of the dot placed on map by the person providing comment)
1	facility	Install a bike rack at Green Bay Plaza transfer area.
2	facility	Install a bike rack at Bay Park Square transfer area.
3	facility	Install a bike rack at the East Side Hub transfer area.
4	facility	Transportation Center should have parking/drop-off close to Greyhound bay
5	facility	Please provide an ATM for riders to use at this location (at the Transportation Center).
6	install bus shelter	Add a bus shelter at the corner of.....(on Deckner west of Rose near Preble High School)
7	install bus stop	CVS Drug Store (near 2222 S Webster Ave)
8	install bus stop	BP Quick Mart (near 2203 S Webster Av)
9	install bus stop	BP Quick Mart (near 2203 S Webster Av)
10	install bus stop	CVS Drug Store (near 2222 S Webster Ave)
11	install bus stop	St Matthew School & Church
12	install bus stop	St Matthew School & Church
13	install bus stop	UPS Store Mailboxes (near 2221 S Webster Ave)
14	install bus stop	Dialysis Center (near 1920 Libal St)
15	install bus stop	House of Hope Green Bay, Inc. - emergency shelter
16	install bus stop	I think the East Side Hub should be located in the parking lot of the East Town Mall.
17	install bus stop	Can the outbound bus stop be moved closer to 9th & 14th? There is an issue of library parking on the street & I have had issues flagging the driver down on many occasions. The bus, then cannot adequately stop at the bus stop.
18	install bus stop	Can we add the Volunteer Center of Brown County as a suggested stop or POI? (located at 984 9th St)
19	install bus stop	There really should be a bus stop by or closer to Options for Independent Living.
20	install bus stop	There really should be a bus stop by or closer to Options for Independent Living.
21	install bus stop	Bus stop needed here. (near 2228 Libal St)
22	install bus stop	Bus stop needed here. (near 1580 Bellevue St)
23	install bus stop	Bus stop needed here. (near 1711 Libal St)
24	install bus stop	GB Plaza's stops should be moved into the parking lots with shelters.
25	install bus stop	This stop should have a paved pad for boarding (near 222 Monroe St)
26	install bus stop	this stop should have a paved pad for boarding (near 333 Main St)
27	install bus stop	This stop should be moved into the parking lot & have inbound service added as well as the outbound. (Walmart on West Mason Frontage Road)
28	install bus stop	Can we add a bus stop to the Maple & Augusta community garden - or near by at the Ft Howard Park? Who should the UW-Extension call? Their number is 391-4660
29	install bus stop	Add a bus stop at Shawano/O'Brien for Route 3
30	other	St. Vincent de Paul - very important place for low income individuals to receive assistance from the Personal Service Center (930 Vanderbrak)
31	other	St Vincent Office (2020 Webster Avenue)
32	other	NWTC should buy the U-Pass for it's students.
33	other	I am not a rider but love the map exercise for collecting comments.
34	other	Thank you for asking for input!
35	other	Thank you for placing a bus stop here! (near 406 Broadway)
36	other	There is a bus stop here & it needs help. Consider a paved shoulder/bus bay & sidewalk improvement so that people can more easily access this bus stop. (NE corner of 9th & Ashland Ave)
37	service frequency	I think that there should be more frequent west bound service on Shawano & Dousman.
38	service frequency	15 minute service is needed on the #6.
39	service issue	The #13 duplicates a lot of other routes.

Comment Number	Comment General Category	Comment (location of the dot placed on map by the person providing comment)
40	service issue	The Red (6) line is late 98% of the time
41	service issue	it is very difficult to cross Webster Ave. going east at this bus stop. Near impossible for anyone with a mobility issue (Webster & Broadview)
42	service request	Zesty's Custard Restaurant (near 508 Greene Ave; not currently served by Metro)
43	service request	McDonalds Restaurant (at Transportation Center)
44	service request	Bellin Office (near 1920 Libal Street; not currently served by Metro)
45	service request	Aldi grocery store (Western Avenue; this location is served by Metro)
46	service request	New Veterans Facility (near 2500 Bel Meadow & Main St; not currently served by Metro)
47	service request	Have you considered what could be called an "express route" to go from downtown De Pere to downtown Green Bay via Riverside. Very few stop lights, very few stop signs, & would link two separate downtown areas. Maybe 1 stop in West De Pere by St. Norbert
48	service request	Service on Velp Avenue is wasted. Please return to the 30 minute Mather route.
49	service request	The Village of Howard should pay for service to Woodman's.
50	service request	Would really like the number 5 route to run all day! I ride this line to & from work & have had issues with transportation, because of my hours.
51	service request	add bus stop (on Nicolet Dr between Church Rd & Pebble Beach Rd on the west side; not currently served by Metro)
52	service request	Bus stop needed here. (near 2228 Libal St; not currently served by Metro)
53	service request	I wish route 6 arrived at the transfer point at the same time as routes 9, 8, 5; inbound & outbound
54	service request	Provide service to the Rite Place on Bellevue Street
55	service request	Lakeland University students are adults taking evening courses
56	service request	Bellevue Senior Community; helpful for residents & staff at this facility
57	service request	Having a route along Libal through this area would help cover people living closer to the river, especially since there are limited places to cross to the east side to catch a bus in Bellevue.
58	service request	Provide service to the Rite Place on Bellevue Street
59	service request	This is a developing health & wellness corridor in Bellevue (near 3263 Eaton Road)
60	service request	would love to have a bus route here along Development Drive
61	service request	need northbound service restored to Webster! public input was not invited before change to Libal. makes it hard to use local stores owned by local people & companies like Austin's! all the kids in my neighborhood who use the bus now have to walk downtown
62	service request	would like to have bus service going east from De Pere/Allouez on Hoffman into proposed new transit in Bellevue
63	service request	It would be nice to have a connection with Appleton, as they do with Oshkosh
64	service request	There should be a bus from GB Plaza to the airport
65	service request	Transit route to Howard Village Center area
66	service request	Service to the De Pere High school area
67	service request	Service to Aurora in De Pere (near 1881 Chicago Street)
68	service request	Less routes going downtown, more feeders from busses just operating in the extremes of town like 17 only runs in de perl Ashwaubenon, & 11 transfers people to the station, run system more like that.
69	service request	Provide service to the Rite Place on Bellevue Street
70	service request	To get to Bellin Family Health (near 3263 Eaton Road)
71	service request	So people can vote (at 3129 Eaton Road across from fire station near Ontario Road)
72	service request	Could we add a bus stop at the church road community garden? Who should the UW-Extension call? They are at 391-4660 (near 3438 Church Road; not currently served by Metro)
73	service request	Make this segment going to the VA a request-only deviation like the Wildlife Sanctuary to save time for Route 7
74	service request	Consider providing service to this area (Post office near 300 Packerland Drive)
75	service request	Provide service to Airport
76	service request	Would like to see a bus route added in order to get to the New Zoo, possibly during the summer months
77	technology	Your website is absolutely horrible. It explains very little & is difficult to navigate. When are the buses open until? One page says 5:45pm, & another says 9:45pm. If you don't know what color your route is, you are out of luck

Drivers, Dispatchers, & Other Frontline Staff Survey and Results

A survey was made available to Green Bay Metro drivers, dispatchers, and other frontline staff at the beginning of the TDP process.

Survey and Results:

Green Bay Metro and the Brown County Planning Commission/MPO are in the beginning stages of preparing a Transit Development Plan. The purpose of the plan is to guide improvements for Metro for the next five years.

The MPO staff has prepared the following questions designed specifically for Metro's frontline staff. Because frontline staff interacts with passengers on a daily basis, information obtained and shared with staff is valuable in the TDP development process.

1. What are frequently heard complaints expressed by passengers?
 - service frequency; buses do not run often enough
 - no service on Sunday
 - need service to start earlier and run later
 - bus running behind schedule
 - bus not stopping for passengers waiting at bus stop
 - not making transfer
 - snow not shoveled on sidewalks near bus stops
 - rude drivers
 - student behavior
 - shelters should be better enclosed
 - have to ride three buses to get to destination
 - not allowed to bring coffee on bus
 - difficult to see out bus windows if bus has an advertising wrap
 - dirty windows in passenger waiting area
2. What are frequently heard compliments expressed by passengers?
 - drivers are knowledgeable, helpful, and professional
 - appreciate Green Saturday where everyone rides for free
 - appreciate automated stop "call outs"
 - appreciate shelters
 - reasonable fares
 - clean buses
3. What are the most common questions you receive from passengers?

Staff indicated that most questions deal with bus arrival and departure times and what bus to take for a specific destination.

4. What are the most common concerns you have with passengers/potential passengers?

- hygiene
- image
- intoxication
- unsupervised children
- passenger using crude language, loud music, and loud phone usage
- Greyhound passengers making some feel unsafe
- ride arounds (people riding the bus without having a destination)
- proper stroller storage

5. What destination instructions are most commonly requested:

○ Destinations currently served?

- Staff indicated that the most commonly requested destinations are Walmart, Bay Park Square, libraries, human service offices and facilities, and medical facilities.

○ Destinations not served?

- Howard; Woodman's, Pamperin Park, and Meijer
- Bellevue; Menards, Festival Foods, Bellin College, YMCA, Sheriff's Department, and Development Drive
- Airport
- Casino
- Chuck E. Cheese's, Pick n Save, and Cabela's area
- Fleet Farm on the east side
- Riverside Drive
- Bio Life on Finger Road
- Lineville Road (Howard/Suamico border)
- Prevea on Monroe Road (in Ledgeview)
- Piggly Wiggly (in east De Pere)

6. Do you think that almost all/most/some passengers use a smart phone?

Staff indicated that most passengers use a smart phone.

7. Do you think the "*Where's my Bus*" application is being used effectively?

Staff indicated that they are unaware of use by passengers. It should be noted at the time the survey was being conducted Green Bay Metro on-line applications were down intermittently.

8. Do you think the *Trip Planner* application is being used effectively?

Staff indicated that they are unaware of use by passengers. It should be noted at the time the survey was being conducted Green Bay Metro on-line applications were down intermittently.

9. Are you aware of routes/times of day/locations in which the demand for loading a bike on a bus exceeds the rack capacity of two bikes?

The majority of staff indicated that this almost never happens but has on the #6 Red Route and #1 Brown route.

10. Do you have any overall suggestions for improving the existing transit service such as service area, bus frequency, route structure, route timing, transferring, transportation center, fare media, security, shelters, equipment, Metro Rider Alerts, etc.?

- need more funding for additional service
- need to serve 3rd shift workers (run later in the evening)
- passengers would like a Metro app (downloaded by a user to a mobile device)
- passengers would like Wi-Fi on buses
- supervision/security needed on island at the Transportation Center
- improve signage on the island at the Transportation Center
- install digital clock on the island at the Transportation Center
- make departure announcements on the island at the Transportation Center
- have “how to” videos running in the lobby
- post arrival times on bus stop signs
- need to build in more time for transferring at the Transportation Center
- routes are too long and should be shortened by one or two minutes
- passengers boarding need to have fare ready
- not enough room on small buses to maneuver wheelchairs in timely manner
- passengers are standing outside of bus too long while driver goes into Transportation Center
- fix problem with students forgetting id and drivers not letting them board during bad weather
- fix problem with jail release persons forgetting fare and drivers not letting them board during bad weather
- avoid scheduling drivers for late night/next day early next morning shifts
- implement additional team building activities for staff
- increase driver training for dealing with difficult passengers
- drivers need better seats on buses
- milk machine needed in break room
- interview passengers on the bus
- need outbound service on Monroe-Ashland-3rd-9th- Lombardi at :15 minutes after the hour
- #2 Orange - stop closer to Bay Beach
- #3 Silver - should travel on Velp Av
- #4 Blue - should travel inbound and outbound on Shawano Av
- #6 Red - should not travel to the transfer hub at Green Bay Plaza (timing issue)
- #6 Red - route should run every 30 minutes in the evening

- #6 Red - need better service on Western Av
- #8 Green/#9 Tan - need better service on Oneida St between Morris and Bay Park Square
- #9 Tan - assign a larger bus to allow easier movement of frequent wheelchairs
- #11 Sky - reinstate service on Webster Av inbound
- #11 Sky - structure route to avoid traffic back-ups at Broadway roundabout
- #13 River - serve more of the east side
- #13 River - start at 5:45 a.m. on weekdays
- #14 Pink - increase frequency during peaks
- #14 Pink - do not go into East Town Mall on inbound
- #14 Brown - mid-block bus stops may not have proper sidewalk (near Clay, near Bader)
- #18 Gold - start at 5:15 a.m. on weekdays
- #19 G - install service similar to #19 G route year round

11. Please provide any other comments or concerns you may have. (Comments provided under #11 appear under #10.)

Thank you for your input.

Public Review Period

A 30-day public review period was held from _____ through _____, 2018. In addition to legal notices, Metro Rider Alerts were posted on the buses and at the Transportation Center. Notices were sent to area human service agencies and interested parties. The draft TDP was made available to the public via the MPO and Metro's website, through social media (Facebook), and upon request.

Public Informational Meeting/Public Hearing

Members of the public were invited to a public informational meeting and hearing held on _____, 2018 at the Transportation Center. Planning staff presented an overview of the TDP, answered questions, and held the formal public hearing. A transcript of the public hearing can be found in Appendix F.



A summary of comments received during the public review period and hearing were provided to the Transit Commission prior to approval of the TDP. The comments can be seen in Appendix F.

Green Bay Transit Commission Action

On _____, 2018 the Green Bay Transit Commission approved the *2019-2023 Transit Development Plan for the Green Bay Metro System*.

Comments from the Public

Comment received on 3/19/2018

I think there should be a low income apartment complex built just North behind the existing bus garage. It just makes good sense to improve access to public transportation for those who use it most.

Sincerely,

Thomas (Tom) Delsart
WI Real Estate Broker #32615-90
2502 Riverside Drive
Green Bay, WI 54301-1950
Cell 920-xxx-xxxx

CHAPTER 9

Summary of Recommendations

Plan Recommendations:

Goals and Objectives. Green Bay Metro staff should periodically review the goals and objectives of the plan to ensure compliance.

Operating Assistance. The combination of federal and state operating assistance has remained status quo in recent years and that is not likely to change over the course of this five-year TDP. Cost saving measures, cost avoidance, and alternate funding sources should continue to be pursued if the Green Bay Transit Commission is to keep the existing level of service.

Capital Needs. The TDP recommends that Green Bay Metro acquire new buses to replace existing buses, which have exceeded useful life. Replacement of rolling stock is the highest capital priority.

Fixed Route System. Green Bay Metro staff, with the assistance of the MPO, should continue to explore route-restructuring options.

Paratransit Program. There have been discussions through the years of Green Bay Metro taking over a portion or all of the paratransit service in-house with the idea of reducing the overall cost of the program. It is possible for Green Bay Metro to begin the transition to an expanded in-house operation during this plan period. If found feasible, and with Transit Commission approval, Metro should pursue in-house reservation and dispatch functions.

Other. In 2018, the State of Wisconsin hired a consultant to perform a management performance review of Green Bay Metro. The review will include in-depth analysis on various aspects of the system. It is anticipated that the review will be completed in late 2018. Recommendations outlined in the plan should be implemented if determined feasible.



Report to the
Transit Commission
of the City of Green Bay



MEETING DATE

October 24, 2018

PREPARED BY

Patty Kiewiz, Transit Director

AGENDA ITEM # E.2.

Operational Reports

BACKGROUND

Operational reports are included.

Staff will be available to answer any specific questions regarding these reports.

RECOMMENDATION

Receive and place on file.

FISCAL IMPACT

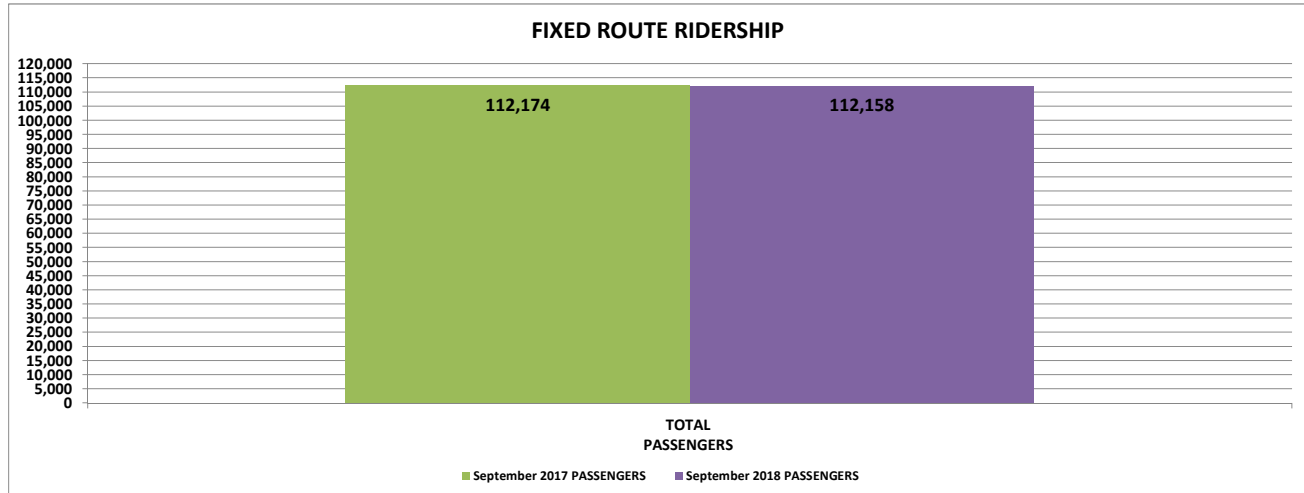
ATTACHMENTS

1. September 2018 Ridership
2. Ashwaubenon School Ridership - September 2018
3. Green Bay Public Schools Ridership - September 2018

FIXED ROUTE RIDERSHIP

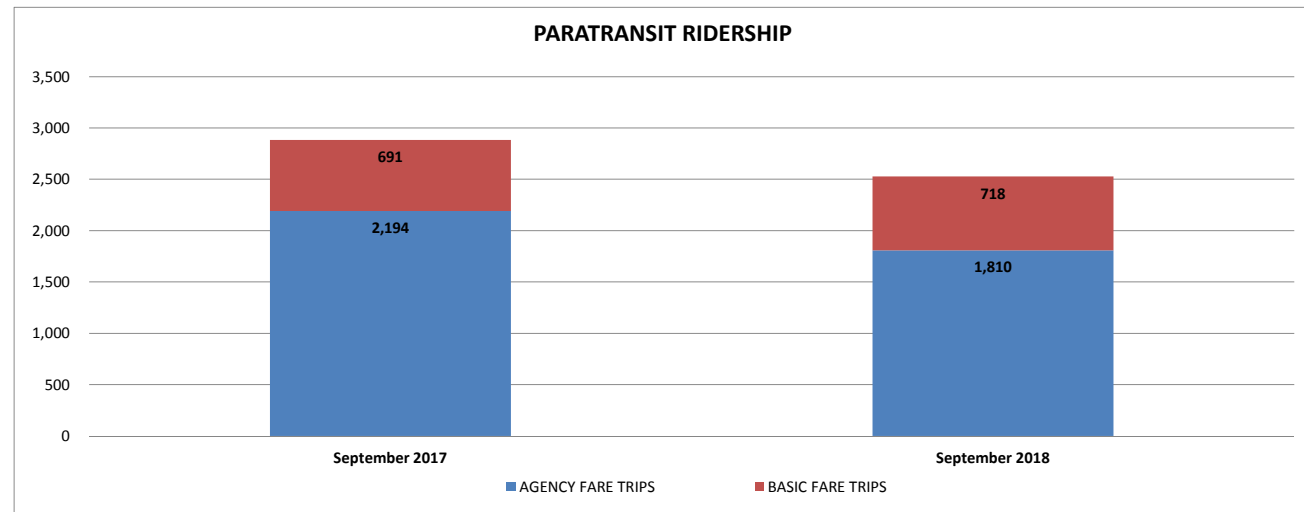
	ADULT CASH	ADULT PASS	COLLEGE STUDENT PASS	WEEK PASS	ADULT DAY PASS	STUDENT DAY PASS	REDUCED DAY PASS	ADULT SINGLE	STUDENT CASH	STUDENT PASS	STUDENT SINGLE	E&D CASH	E&D PASS	E&D SINGLE	REVENUE PASSENGERS
September 2017	3,041	27,404	1,379	2,224	15,684	423	6,525	6	333	856	3	366	11,222	1	69,467
September 2018	2,492	26,422	1,179	3,503	15,946	277	5,840	10	234	671	4	299	11,025	0	67,902
CHANGE '17-'18	(549)	(982)	(200)	1,279	262	(146)	(685)	4	(99)	(185)	1	(67)	(197)	(1)	(1,565)
	-18.1%	-3.6%	-14.5%	57.5%	1.7%	-34.5%	-10.5%	63.3%	-29.7%	-21.6%	40.0%	-18.3%	-1.8%	-100.0%	-2.3%

	GREEN SATURDAY	GAME DAY	SNC	FREE FARE	FREE 4 & UNDER	PROMO	TOTAL FREE FARES	ASHWAUPE NON SCHOOLS	GBAPS	U-PASS	RAZ PASS	G-LINE	TOTAL PARTNERSHIP FARES	TOTAL PASSENGERS
September 2017	14,287	8,146	0	1,454	1,686	0	25,573	378	15,013	1,503	0	240	17,134	112,174
September 2018	13,900	7,574	0	1,575	2,008	6	25,063	1,223	16,719	1,216	0	35	19,193	112,158
CHANGE '17-'18	(387)	(572)	0	121	322	6	(510)	845	1,706	(287)	0	(205)	2,059	(16)
	-2.7%	-7.0%	#DIV/0!	8.3%	19.1%	#DIV/0!	-2.0%	223.5%	11.4%	-19.1%	100.0%	100.0%	12.0%	0.0%



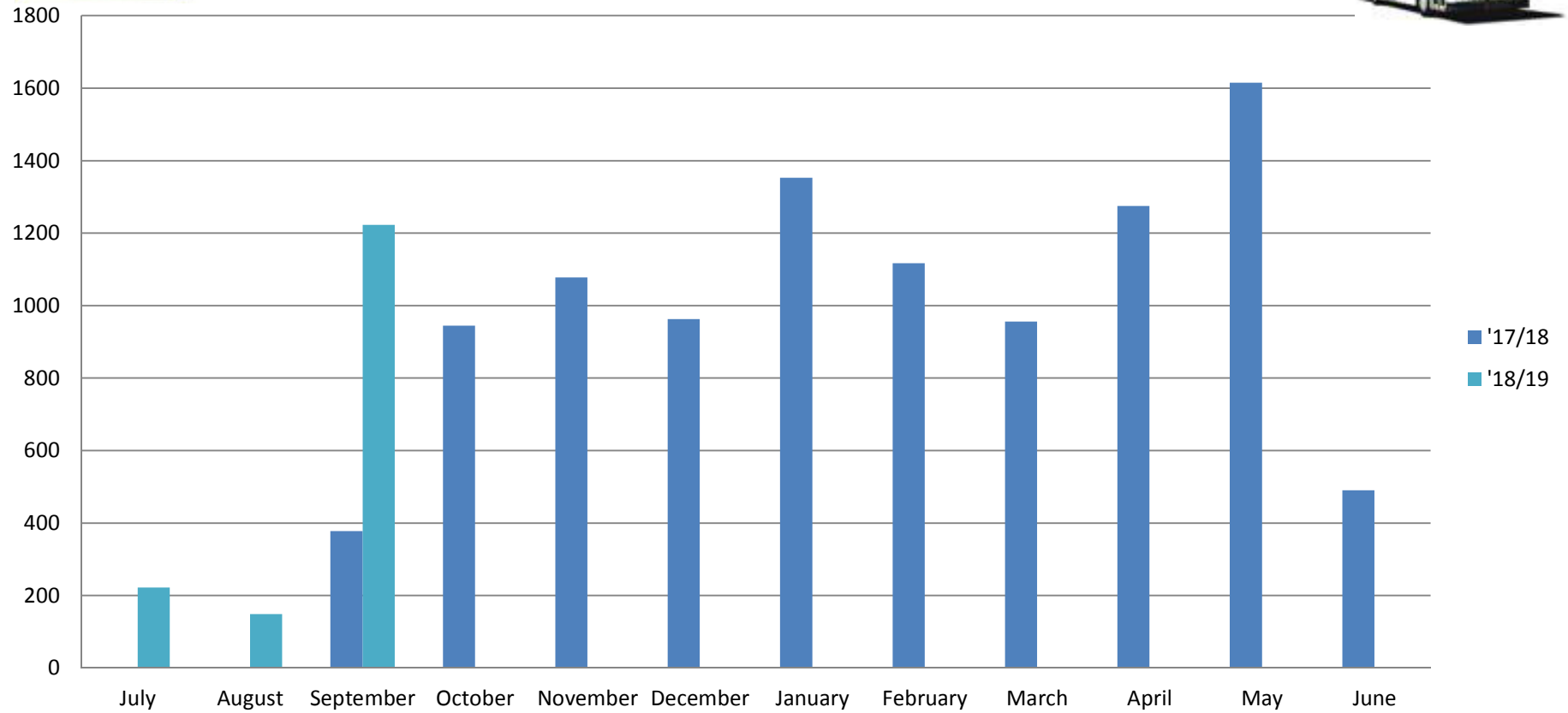
PARATRANSIT

	AGENCY FARE TRIPS	BASIC FARE TRIPS	TOTAL TRIPS	BASIC FARE	AGENCY FARE	TOTAL FARES
September 2017	2,194	691	2,885	\$ 8,655	\$ 26,209	\$ 34,864
September 2018	1,810	718	2,528	\$ 7,584	\$ 21,647	\$ 29,231
CHANGE '17-'18	(384)	27	(357)	\$ (1,071)	\$ (4,563)	\$ (5,634)
	-17.5%	3.9%	-12.4%	-12.4%	-17.4%	-16.2%

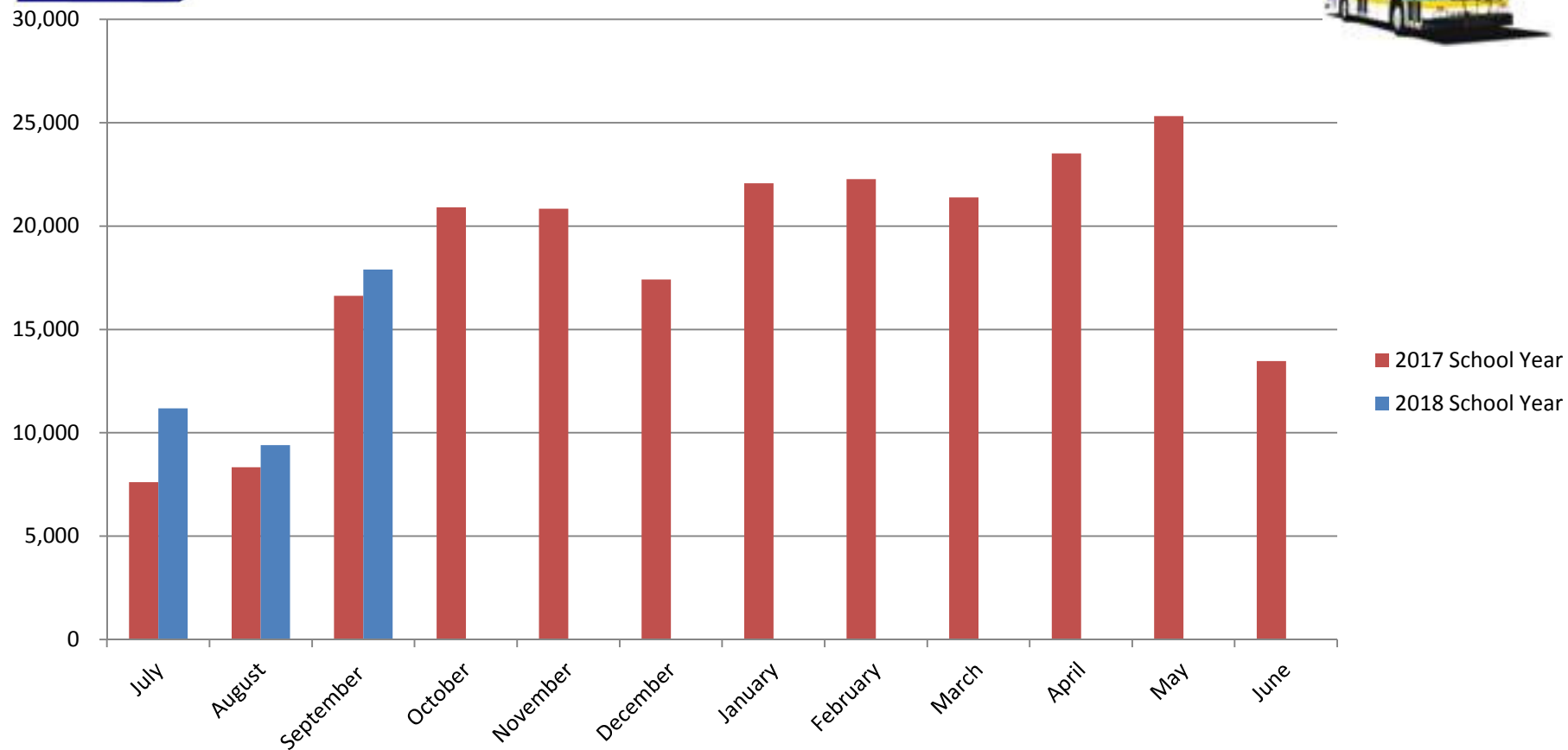




'17/18 vs. '18/19 School Year Ashwaubenon School Ridership



'17/18 vs. '18/19 School Year GBAPS Ridership





Report to the
Transit Commission
of the City of Green Bay



MEETING DATE

October 24, 2018

PREPARED BY

Patty Kiewiz, Transit Director

AGENDA ITEM # E.3.

Financial Report

BACKGROUND

Green Bay Metro's staff will present the Commission with January through August financial report.

RECOMMENDATION

Receive and place on file.

FISCAL IMPACT

ATTACHMENTS

- I. 2018 Financials-August



EXPENSES

ACCOUNT DESCRIPTION	2018 AUGUST	2017 AUGUST	+/-	%	2018 BUDGET	% OF BUDGET
Wages & Salaries	1,890,426	1,842,039	48,387	2.6%	3,642,221	51.9%
Fringe Benefits	1,073,729	1,049,975	23,754	2.3%	1,536,653	69.9%
Other Employment Expenses	31,617	33,674	(2,057)	-6.1%	43,750	72.3%
Contract Services	99,709	85,044	14,665	17.2%	334,515	29.8%
Materials & Supplies	444,314	345,221	99,094	28.7%	956,979	46.4%
Building & Equip Maintenance	412,870	197,702	215,168	108.8%	304,500	135.6%
Utilities	62,427	64,903	(2,476)	-3.8%	114,017	54.8%
Insurance	170,963	204,863	(33,900)	-19.8%	175,016	97.7%
Miscellaneous	148	128	20	13.6%	300	49.4%
Paratransit Services	618,628	629,095	(10,467)	-1.7%	1,353,520	45.7%
Subrecipient Expenses	67,359	112,710	(45,351)	-67.3%	-	0.0%
TOTAL	4,872,190	4,565,353	306,836	6.7%	8,461,471	57.6%

REVENUES

ACCOUNT DESCRIPTION	2018 AUGUST	2017 AUGUST	+/-	%	2018 BUDGET	% OF BUDGET
Federal Operating Asst	205,219	176,219	29,000	14.1%	2,326,078	8.8%
State Operating Asst	2,425,070	727,847	1,697,223	70.0%	2,326,078	104.3%
Other Local Municipalities	382,132	327,272	54,861	14.4%	555,842	68.7%
Green Bay	850,000	758,333	91,667	10.8%	1,561,073	54.4%
Farebox Revenue-Fixed Route	454,512	409,052	45,460	10.0%	660,000	68.9%
Farebox Revenue-Paratransit	282,501	277,531	4,971	1.8%	564,000	50.1%
College Program Fares	4,663	3,914	749	16.1%	-	0.0%
TMI Refund	83,359	58,675	24,684	30%	-	0.0%
Non-Transportation Revenue	94,582	20,838	73,744	78.0%	21,400	442.0%
State Fuel Refund	15,857	10,740	5,116	32.3%	-	0.0%
Advertising	96,637	55,328	41,309	42.7%	100,000	96.6%
Greyhound Commission	19,605	21,478	(1,873)	-9.6%	50,000	39.2%
Partnership Contributions	101,908	-	101,908	100.0%	297,000	34.3%
TOTAL	5,016,045	2,847,228	2,168,818	43.2%	8,461,471	59.3%

KEY PERFORMANCE INDICATORS (KPI)

Operating Days	27	27	0	0.0%	307
Revenue Miles	114,085	103,110	10,975	10.6%	1,178,076
Revenue Hours	7,632	6,830	802	11.7%	82,110
Unlinked Passenger Trips	107,683	102,729	4,954	4.8%	1,414,000
Revenue / Cost	103.0%	62.4%			100.0%
Farebox Revenue / Mile	3.98	3.97	0.02	0.4%	0.56
Farebox Revenue / Pass Trip	4.22	3.98	0.24	6.0%	0.47
Farebox Revenue / Hour	59.55	59.89	(0.33)	-0.6%	8.04
Passenger / Mile	0.94	1.00	(0.05)	-5.3%	1.20
Cost / Mile	37.28	38.18	(0.89)	-2.3%	6.03
Cost / Passenger Trip	39.50	38.32	1.18	3.1%	5.03



Report to the
Transit Commission
of the City of Green Bay



MEETING DATE

October 24, 2018

PREPARED BY

Patty Kiewiz, Transit Director

AGENDA ITEM # E.4.

Marketing Report

BACKGROUND

Marketing report is included.

Staff will be available to answer any specific questions regarding this report.

RECOMMENDATION

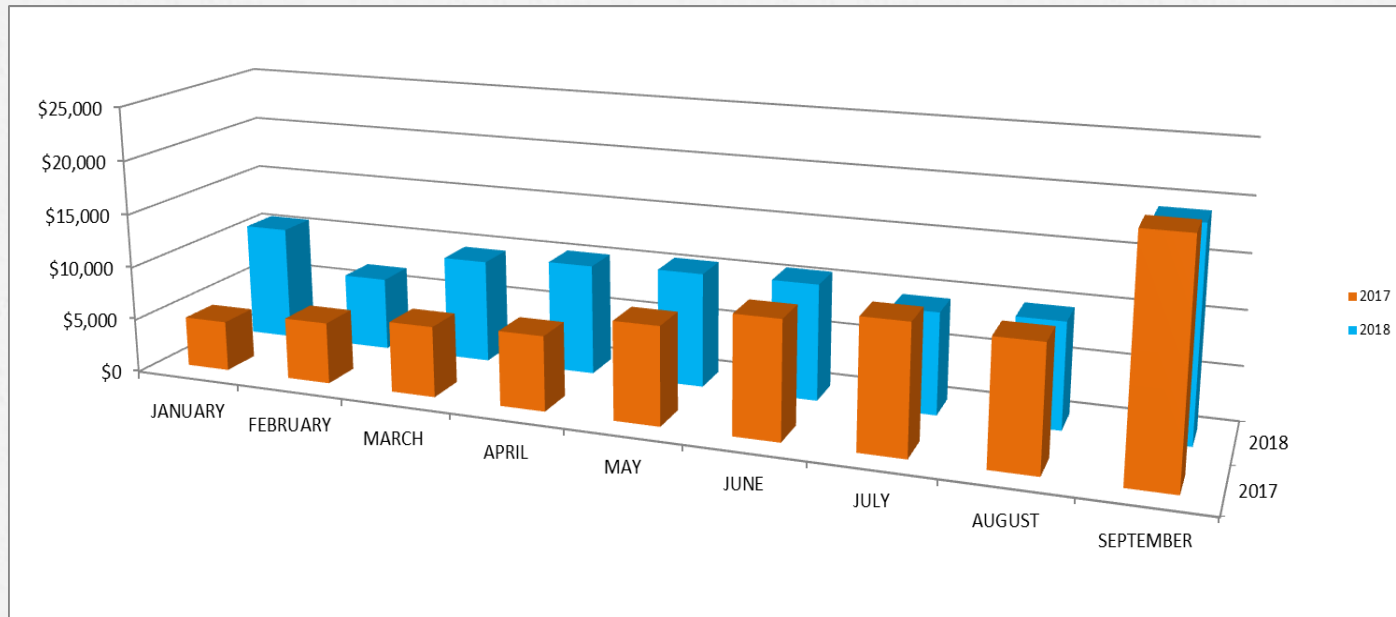
Receive and place on file.

FISCAL IMPACT

ATTACHMENTS

- I. Advertising Comparison-Jan-September 2018

January – September 2018 Advertising Comparison



2017	\$87,639.00
2018	\$97,135.00



Report to the
Transit Commission
of the City of Green Bay



MEETING DATE

October 24, 2018

PREPARED BY

Patty Kiewiz, Transit Director

AGENDA ITEM # E.5.

Director's Report

BACKGROUND

Green Bay Metro's Transit Director will provide the Commission with an update on Metro.

RECOMMENDATION

No action necessary.

FISCAL IMPACT

ATTACHMENTS

None



Report to the
Transit Commission
of the City of Green Bay



MEETING DATE

October 24, 2018

PREPARED BY

AGENDA ITEM # E.6.

Next Meeting: November 21, 2018

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None