



AGENDA OF THE TRANSIT COMMISSION

**WEDNESDAY, OCTOBER 20, 2021, 8:15 AM
TRANSIT
901 University Ave**

A. Roll Call.

1. Roger Kolb, Chair; Emily Ysebaert, Vice-Chair; Kevin Kuehn, Secretary; Alderman Randy Scannell, Rashad Cobb, Michael Conley-Kuhagen and Jessica Franco-Morales

B. Approval of the Agenda.

1. Approval of October 20, 2021 Transit Commission Agenda

C. Approval of Minutes.

1. Approval of September 15, 2021 Transit Commission Minutes

D. Regular Business.

E. Informational.

1. 2021 GBM Rider Survey
2. GBM Title VI Fare Equity Analysis
3. LIFT Program DRAFT
4. Marketing Report
5. Operational Reports
6. Financial Report
7. Next Transit Commission Meeting: Wednesday, November 17, 2021

F. Adjournment.

- 1) **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 20, 2021

PREPARED BY

Patty Kiewiz, Transit Director

AGENDA ITEM # B.1

Approval of October 20, 2021 Transit Commission Agenda

BACKGROUND

Enclosed is the agenda for the Transit Commission meeting being held on October 20, 2021.

RECOMMENDATION

Staff recommends the approval of the agenda for October 20, 2021.

FISCAL IMPACT

ATTACHMENTS

None



Report to the
Transit Commission
of the City of Green Bay



MEETING DATE

October 20, 2021

PREPARED BY

Patty Kiewiz, Transit Director

AGENDA ITEM # C.1

Approval of September 15, 2021 Transit Commission Minutes

BACKGROUND

Enclosed are the proposed minutes from the Transit Commission meeting held on September 15, 2021.

RECOMMENDATION

Staff recommends the approval of the minutes from September 15, 2021.

FISCAL IMPACT

ATTACHMENTS

- I. September 15, 2021



MINUTES OF THE TRANSIT COMMISSION

WEDNESDAY, SEPTEMBER 15, 2021, 8:15 AM

TRANSIT

901 University Ave

A. ROLL CALL.

I. Roger Kolb, Chair; Emily Ysebaert, Vice-Chair; Kevin Kuehn, Secretary; Alderman Randy Scannell, Rashad Cobb, Michael Conley-Kuhagen and Jessica Franco-Morales

Present: Roger Kolb, Chair; Emily Ysebaert, Vice-Chair; Kevin Kuehn, Secretary; Alderman Randy Scannell, Rashad Cobb, Michael Conley-Kuhagen

Absent: Jessica Franco-Morales

Chair Roger Kolb called the meeting to order at 8:15 a.m.

B. APPROVAL OF THE AGENDA.

I. Approval of September 15, 2021 Transit Commission Agenda

Moved by Commissioner Kevin Kuehn, seconded by Commissioner Emily Ysebaert to approve the September 15, 2021 agenda. Motion carried.

Yes- Emily Ysebaert, Randy Scannell, Roger Kolb, Kevin Kuehn, Rashad Cobb, Michael Conley-Kuhagen, No- None, Abstain- None

C. APPROVAL OF MINUTES.

I. Approval of August 18, 2021 Transit Commission Minutes

Moved by Commissioner Kevin Kuehn, seconded by Michael Conley-Kuhagen to approve the minutes from the August 18, 2021 Transit Commission meeting. Motion carried.

Yes- Emily Ysebaert, Randy Scannell, Roger Kolb, Kevin Kuehn, Rashad Cobb, Michael Conley-Kuhagen, No- None, Abstain- None

D. REGULAR BUSINESS.

E. INFORMATIONAL.

I. Operational Reports

Reports included: Fixed Route and Paratransit Ridership and Micro KPI's

Director Kiewiz provided an overview of the August ridership reports. GBM On Demand provided 1,846 trips for the month of August.

Commissioner Rashad Cobb discussed how beneficial it would be for Green Bay Metro to share innovations in the E-Newsletter called Community Connect. This newsletter goes out to over 1,000 individuals and 100 non-profit organizations. Another suggestion is if Metro would host a presentation at Metro once a year and invite non-profit organizations to learn about these innovations.

2. Financial Report

Director Kiewiz reviewed the operating expense report through July of 2021. Currently, Metro is below budget.

3. Director's Report

Director Kiewiz provided an overall update.

The Federal Transit Administration has extended the facemask mandate until January 18, 2022.

Staff is in the process of updating the fare structure because of the farebox upgrade. Staff will be doing a public comment period for the new farebox system with the additional option of using smart cards and phone apps to ensure there are no barriers. At the next meeting we will need to discuss Green Saturday and a potential new initiative.

4. Next Transit Commission Meeting: Wednesday, October 20, 2021

F. ADJOURNMENT.

Moved by Commissioner Emily Ysebaert, seconded by Michael Conley-Kuhagen to adjourn at 8:44 a.m. Motion carried.

Yes- Emily Ysebaert, Randy Scannell, Roger Kolb, Kevin Kuehn, Rashad Cobb, Michael Conley-Kuhagen, No- None, Abstain- None



Report to the
Transit Commission
of the City of Green Bay



MEETING DATE

October 20, 2021

PREPARED BY

Patty Kiewiz, Transit Director

AGENDA ITEM # E.1

2021 GBM Rider Survey

BACKGROUND

Green Bay Metro's staff will present the Commission with an update of the 2021 GBM rider survey results.

RECOMMENDATION

No action is necessary.

FISCAL IMPACT

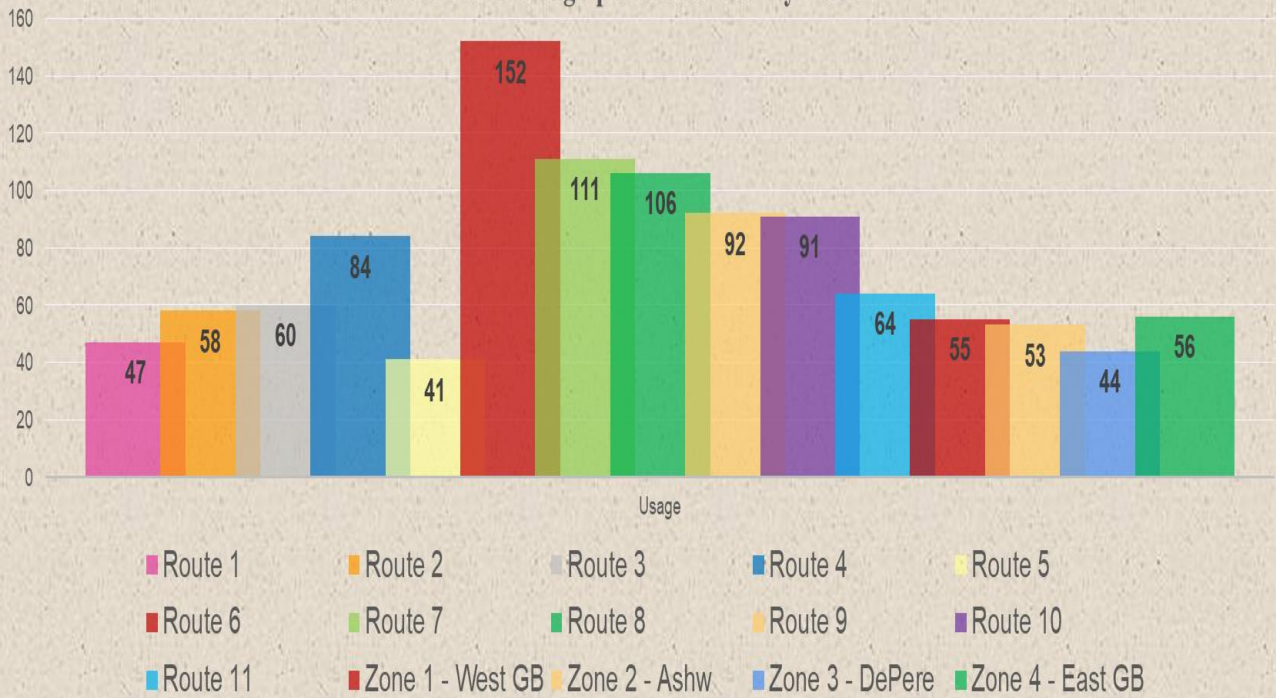
ATTACHMENTS

- I. Rider Survey 2021 - Results FINAL

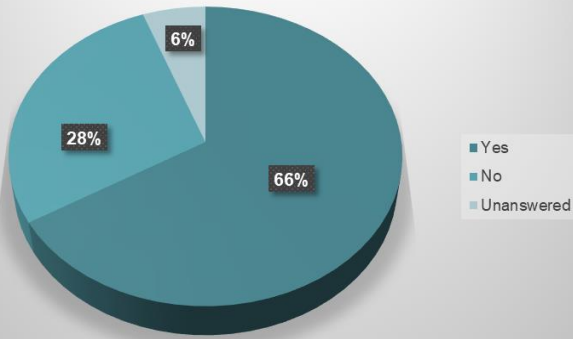
RIDER SURVEY 2021 – RESULTS

Frequency of Use of Public Transportation					
Daily	215	64.0%			
Monthly	39	11.6%			
Occasionally	53	15.8%			
Never	13	3.9%			
No Response	16	4.8%			
TOTAL	336	100.0%			
Fare Type Usage			Pass Type Usage		
Reduced	61	18.2%	Single Ride	17	5.1%
Full Fare	91	27.1%	Day Pass	60	17.9%
			Weekly Pass	14	4.2%
			30-Day	175	52.1%
			Other - Student	1	0.3%
			Other - UWGB	1	0.3%
No Response	184	54.8%	No Response	68	20.2%
TOTAL	336	100.0%	TOTAL	336	100.0%
Ethnicity			Household Income		
American Indian	27	8.0%	\$0 - \$21,960	174	51.8%
Asian	5	1.5%	\$21,961 - \$49,872	69	20.5%
Hispanic/Latino	18	5.4%	\$49,873 - \$62,340	14	4.2%
African American	31	9.2%	> \$62,340	12	3.6%
Pacific Islander	1	0.3%			
White/Caucasian	201	59.8%			
Other	12	3.6%	**2021 Dept of Hlth & Human Services poverty threshold for a 3-member household \$21,960		
No Response	41	12.2%	No Response	67	19.9%
TOTAL	336	100.0%	TOTAL	336	100.0%
Gender			Age		
Male	145	43.2%	< 17	6	1.8%
Female	145	43.2%	18 - 24	31	9.2%
Non-Binary	6	1.8%	25 - 34	49	14.6%
			35 - 54	110	32.7%
			55 - 64	64	19.0%
			> 65	33	9.8%
No Response	40	11.9%	No Response	43	12.8%
TOTAL	336	100.0%	TOTAL	336	100.0%

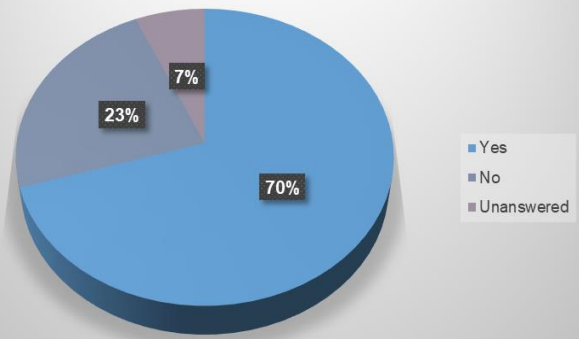
Route & Zone Usage per Rider Survey 2021



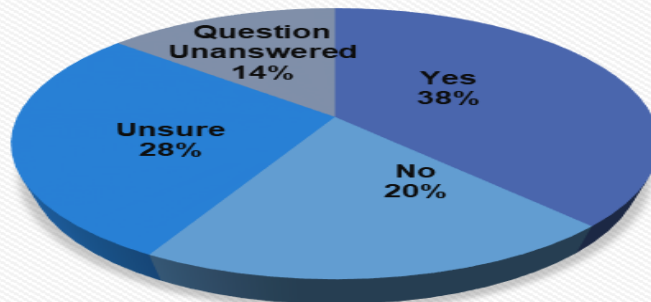
DO YOU HAVE A SMARTPHONE?



DO YOU HAVE A DEBIT/CREDIT CARD



If Mobile ticketing was available, would you use it?





Report to the
Transit Commission
of the City of Green Bay



MEETING DATE

October 20, 2021

PREPARED BY

Patty Kiewiz, Transit Director

AGENDA ITEM # E.2

GBM Title VI Fare Equity Analysis

BACKGROUND

As Green Bay Metro staff prepares for the rollout of the upgraded GFI fare system, an equity analysis was prepared as required by the Federal Transit Administration. Staff will present the results of the analysis.

RECOMMENDATION

Receive and place on file.

FISCAL IMPACT

ATTACHMENTS

- I. GBM Title VI Fare Equity Analysis 2021

GBM TITLE VI FARE EQUITY ANALYSIS

2021

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INTRODUCTION

Green Bay Metro (GBM) is committed to provide an equitable mass transit system that fairly distributes the benefits and adverse effects of transit service without regard for race, color, national origin, or low-income status. This principle is detailed and reinforced by Title VI of the Civil Rights Act of 1964 and Executive Order 12898 (Environmental Justice).

Green Bay Metro (GBM) has committed to the Federal Transit Administration's (FTA) Title VI objectives set for in Circular 4702.1B ensuring that FTA-assisted benefits and related services are made available and are equitably distributed without regard to race, color, or national origin. This analysis was conducted in compliance with FTA, which requires any FTA recipient serving a population of 200,000 or greater to evaluate any major service change at a planning and programming stage to determine whether the changes have a discriminatory impact. GBM's Title VI policy can be found on GBM's website [GBM Title VI Policy](#).

GBM is governed by the Green Bay Transit Commission. The Commission consists of seven individuals that are appointed by the Mayor of Green Bay. One of the seven is a City of Green Bay Council person that services as a liaison to the City Council.

TITLE VI POLICIES AND DEFINITIONS

FTA Circular 4702.1B Chapter IV.7, requires GBM to establish policies that will guide the analysis to determine whether major service and fare changes will have a disproportionately negative impact on minority or low-income populations. Accordingly, GBM established equity analysis policies and a service and fare evaluation process to meet this requirement. Major Service and Fare Change Policy, Disparate Impact Policy, and Disproportionate Burden Policy were approved by the Green Bay Transit Commission April 2021 in the 2021 Title VI Policy. Collectively these policies provide foundational requirements for evaluating service change proposals for equity.

GBM Major Service Change Policy

A fare change is defined as any fare increase or reduction. All major service changes require an equity analysis. However, any proposed change (minor or major) to the cost of fares, change in the method of payment or elimination of fare purchase options requires an equity analysis and will be subject analysis of adverse effects.

GBM shall consider the degree of adverse effects and analyze those effects when planning fare changes.

GBM Disparate Impact Policy

Major Service and fare changes should not have a disparate or disproportionate adverse effect on low-income or minority populations.

GBM Disproportionate Burden Policy

Per policy, low-income or minority populations should not have a disparate or disproportionate adverse effect.

If a proposed major service or fare change results in a disparate impact or a disproportionate burden, GBM will consider modifying the proposed service change. GBM will then analyze the modification and make sure it removed the potential disparate impact or disproportionate burden. If a less discriminatory option cannot be identified and GBM can demonstrate a substantial legitimate justification for the proposed service change, the FTA may allow GBM to proceed with the proposed change.

Definitions

Adverse Effect—refers to a geographical or temporal reduction in service that includes, but is not limited to eliminating a route, shortening a route by eliminating segments, rerouting an existing route, and increasing headways.

Disparate Treatment—refers to actions that result in circumstances where similarly situated persons are intentionally treated differently (i.e. less favorably) than others because of race, color, or national origin.

Disproportionate Burden—refers to a neutral policy or practice that disproportionately affects low-income populations' more than non-low-income populations.

Low-Income Person—refers to a person whose median household income is at or below the U.S. Department of Health and Human Services (HHS) poverty guidelines.

Minority Person—includes the following:

American Indian or Alaskan Native, which refers to people having origins in any of the original peoples of North or South America and who maintain tribal affiliations or community attachment.

Asian, which refers to people having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent, including Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam.

Black or African American, which refers to people having origins in any of the Black racial groups of Africa.

Hispanic or Latino, which includes persons of Cuban, Mexican, Puerto Rican, South or Central American, or Spanish culture or origin, regardless of race.

Native Hawaiian or Other Pacific Islander, which refers to people having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands.

Minority Population—refers to a readily identifiable group of minority persons who live in geographic proximity.

National Origin—refers to the particular nation in which a person was born, or where the person's parents or ancestors were born.

On Demand Service—refers to public shared-ride transportation scheduled via an app. The App-based scheduling allows passengers to book trips (during service operating hours) to be picked up from an agreed upon location with a determined drop off destination.

PROPOSED CHANGES

GBM fare change proposals for 2022:

1) Replacement of Green Saturday with Low Income Fare Trip (LIFT) Program

GBM piloted the Green Saturday initiative in 2011. Green Saturday initiative allows everyone to ride Metro for free on Saturdays. The purpose of the initiative was to promote public transportation, allowing individuals to try public transit for free at no cost with the intent of increasing ridership. GBM is proposing the replacement of the Green Saturday Initiative with a LIFT program which will allow GBM riders to self-certify income eligibility status and receive day passes/smartcard to use any day during the week, not just Saturdays. Passes/smartcard would be obtained from the GBM Transit Center during normal service hours.

2) Addition of mobile ticket option (Mobile Link Account – App Only)

The proposed mobile ticket farebox upgrade option is part of an app based application allowing riders the freedom and flexibility to purchase fare media anywhere, at any time via smartphone. A rider will download the GBM Transit app and set up a mobile link account which will link the riders debit/credit card for app based pass purchases. Riders will choose the pass type to purchase, the linked card will be charged and rider will receive a time-sensitive mobile barcode to scan at the Fast Fare E when boarding the bus.

3) Addition of reusable smartcard media (Smartcard Account—Pass/Digital Wallet)

GBM Tap-N-GO smartcard is reusable and reloadable, allowing riders continual use of the media. Tap-N-GO smartcard will likely have an up-front cost of \$3.00 and a minimum load requirement of \$8.00 for digital wallet. The card will have the option of a digital wallet or

a pass wallet. The smartcard account, when set up online via website or at the passenger center through the APOS with the dispatcher at the customer service window, can link the user's debit or credit card, which upon purchase of a fare will charge the user's account for the amount of the pass. If a rider does not want to set up a profile, they can purchase fare media anonymously as a guest or as a non-registered user without establishing an account. However, only registered account users can utilize the fare capping feature and security options.

The Tap-N-GO digital wallet allows for a fare capping feature. This will provide riders the benefit of never spending more than the cost of a day pass (full fare or reduced) in a single day. As the rider taps the card on the bus, it will take single ride value of \$2.00 for the first two rides and on the third and subsequent rides will take a ride value of \$0.00. Riders have the ability to register an account, allowing the use of the auto-replenish feature for riders with higher frequency of usage.

The Tap-N-GO pass wallet can hold multiple passes at once. This media can be purchased using cash or debit/credit card at GBM Passenger Center and TVMs, but can only be purchased online via website using debit/credit card.

GBM is not eliminating any current fare options or increasing fares. The only cost for the mobile link and smartcard accounts is a \$2.00 flat fee for any purchase using a debit or credit card and the potential one-time cost of \$3.00 for the reusable / reloadable Tap-N-GO smartcard.

Methodology

GBM is proposing a farebox upgrade to its current odyssey system. With the Executive Order #72, dated March 12, 2020, GBM halted operations for a week in order to put COVID protective measures in place. At the time GBM Transit Commission instituted safe capacity limits on buses, following the CDC and State & local Health Department recommendations, to promote social distancing and approved free fares in order to protect riders and drivers, by allowing rear-door entry onto buses. The public health pandemic caused drastic declines in ridership and revenue. The proposed change will continue GBM's mission to keep riders and drivers safe with a touchless fare system option.

GBM conducted a transit rider survey the summer of 2021. See Appendix A. FTA recommends using ridership survey data whenever possible for fare equity analyses. The purpose of the survey was to gather updated rider data to help determine if minority and/or low-income riders are disproportionality more likely to use the fare media that would be subject to proposed changes than the general population. The proposed changes are to replace Green Saturdays with LIFT program and to add two fare media options—mobile link and smartcards—and will not

affect the current cost or change the fare structure. Rider Survey 2021 had 336 respondents. Results of survey are list in Appendix B. This data will be used for the following purposes:

- Compile data on frequency of use, pass type, fare type media
- Generate route and zone usage data
- Gather updated demographic information for disparate and disproportionate burden analysis
- Assemble rider opinion on mobile ticketing and items relating to mobile fare payment, including access to debit or credit card, smartphone, and interest in usage of media

GBM is not proposing any changes to the fare pricing structure at this time. Fare structure is detailed below.

<u>Adult Fares (18-64)</u>		<u>Reduced Fares – With Proper ID</u>		<u>Student Fares – Grades 6- 12</u>	
Cash	\$2.00	Cash	\$1.00	Cash	\$1.50
One Day Pass	\$4.00	One Day Pass	\$2.00	One Day Pass	\$3.00
Weekly Pass	\$15.00	30 Day Pass	\$29.00	30 Day Pass	\$26.00
30 Day Pass	\$39.00				

Existing fare media includes cash, passes, and change cards. Fare is paid on-board (cash, change card) or paid prior to boarding at GBM Passenger Center, outlet, or at ticket vending machine (TVM) through purchase of magnetic cards. The proposed changes will include the addition of a Fast Fare electronic farebox that accepts barcode fare media and the Tap-N-Go smartcard.

The proposed changes will allow for passes to be purchased in two additional ways, mobile link or smartcard media. Riders will need to choose between a mobile link account (app only) and a smartcard account (pass/digital wallet).

GBM magnetic passes will still be available for purchase from GBM Passenger Center, outlets, and at TVM and cash & change cards will still be accepted at farebox for single rides and day passes.

EFFECTS OF PROPOSED SERVICE CHANGE ON MINORITY AND LOW INCOME POPULATIONS

Impact of Proposed Service Change on Minority and Low Income Populations

Of all the respondents, 28% were from minorities. See appendix B. All respondents to the rider survey who indicated a race/ethnicity other than White/Caucasian were considered a minority for purposes of this analysis. This included those that choose other. This analysis compares pass type usage to race/ethnicity. Surveys where respondents did not answer the race/ethnicity or pass type usage question were excluded from the analysis. See results in table below.

<u>Pass Type by Ethnicity</u>			
	Minority	Non-Minority	Total
Single Ride	6	9	15
Day Pass	11	39	50
Weekly Pass	2	12	14
30-Day Pass	57	106	163
	76	166	242
	31%	69%	

2021 Dept. of Health and Human Services Poverty Threshold for a 3-member household is \$21,960. Rider survey asked for median household income by groups. See appendix B. Of all respondents, 51.8% selected income equal to Federal Poverty Level (FPL) of \$0 - \$21,960. The rider survey did not ask number of persons in household. For purposes of this analysis, assumption is made that respondents are in 3-member household. Any unanswered survey questions in income and pass type usage categories were excluded from analysis. Below are the results comparing pass type to household income.

<u>Pass Type by Household Income</u>			
	Low Income	Non-Low Income	Total
Single Ride	9	2	11
Day Pass	29	18	47
Weekly Pass	5	9	14
30-Day Pass	101	49	150
	144	78	222
	65%	35%	

The rider survey also asked three questions relating to fare media upgrades.

1. Do you have a smartphone?
66% said YES—28% said NO—6% did not answer
2. Do you have a debit / credit card?
70% said YES—23% said NO—7% did not answer
3. If mobile ticketing allowed you to purchase your passes via an app on your smartphone, would you use it?

38% said YES—20% said NO—28% said UNSURE—14% did not answer

Disparate Impact and Disproportionate Burden Analysis

GBM's Major Service Change Policy requires any proposed changes (minor or major) to the cost of fares, change in the method of payment or elimination of fare purchase options requires an equity analysis and will be subject analysis of adverse effects. A fare equity analysis evaluates the distribution of potential adverse impacts created by proposed fare changes to ensure the burden is not borne disproportionately by minority or low income populations.

Replacement of Green Saturday with Low Income Fare Trip (LIFT) Program

- a. No disparate impact has been determined. A free service is being replaced by a free service that will allow riders to self-certify and will distribute free day passes on a first come, first served basis. The intended purpose of the original initiative was to promote public transportation as a whole, allowing individuals to try public transit for free on Saturdays with the goal of utilizing it Monday through Friday. Although Saturday ridership saw an increase, it appeared to shift service away from Monday-Friday. Per comparison of pass type by ethnicity, 73% of all ethnicities utilized the weekly & 30-day passes.
- b. No disproportionate burden is established since even though a free service is being discontinued, it is to be replaced by another free service. Per comparison of pass type by income, 74% of all income levels utilized the weekly & 30-Day passes.

Addition of mobile ticket option (Mobile Link Account – App Only) & Addition of reusable smartcard media (Smartcard Account—Pass/Digital Wallet)

- c. No disparate impact has been determined. When comparing all respondents that answered the race/ethnicity, smartphone, debit/credit card, and mobile ticket questions, and discarding any that did not answer one or more of these questions, 31% were minorities and 69% were non-minorities. 31% would be considered a disparate impact, but in actuality only 18% of the total minority answered “no” to one or more of the above categories. The other 13% of minority have the ability to choose the new fare media options. GBM found no disparate impact to minorities in this category. The fare media is in ADDITION to existing methods and will not have an adverse effect on the minority population by eliminating options.

31%	36	13% Minority - Yes
	49	18% Minority - No
69%	70	25% Non-Minority - Yes
	123	44% Non-Minority - No
	278	100%

- d. No disproportionate burden is established since the introduction of a new fare media option does not take away from current fare structure, which is remaining the same. When comparing all respondents that answered income, smartphone, debit/credit card, and mobile ticket questions, and discarding any that did not answer one or more of these questions, 36% identified at the FPL Poverty and 64% were non-poverty. 36% would be considered disproportionate burden, but in truth only 16% of low income riders answered “no” to one or more of the above categories. GBM found no disproportionate burden to low income riders since the fare media is in ADDITION to existing fare structure and will not take away any options.

36%	Poverty - Yes	51	20%
	Poverty - No	41	16%
64%	Non-poverty - Yes	50	20%
	Non-poverty - No	111	44%
100%		253	100%

APPENDIX A

RIDER SURVEY 2021

Please circle appropriate responses



How often do you use public transportation?

Daily | Monthly | Occasionally | Never

Which best describes your fare type usage?

Reduced | Full Fare (select one)

Single Ride | Day Pass | Weekly Pass | 30-Day Pass (select one)

Which Fixed Routes and/or Microtransit Zones do you utilize?

Route 1 | Route 2 | Route 3 | Route 4 | Route 5 | Route 6 | Route 7 |
Route 8 | Route 9 | Route 10 | Route 11

Zone 1—West GB | Zone 2—Ashwaubenon | Zone 3—DePere | Zone 4—East GB

Do you have a smart phone?

Yes | No

Do you have a debit or credit card?

Yes | No

Mobile ticketing would allow you to purchase passes via an app on your smartphone. If this was available, would you use it?

Yes | No | Unsure

What is your race or ethnicity?

American Indian | Asian | Hispanic or Latino | African American |
Pacific Islander | White or Caucasian | Other _____

What is your household income?

\$0—\$21,960 | \$21,961—\$49,872 | \$49,873—\$62,340 | > \$62,340

What is your gender?

Male | Female | Non-Binary

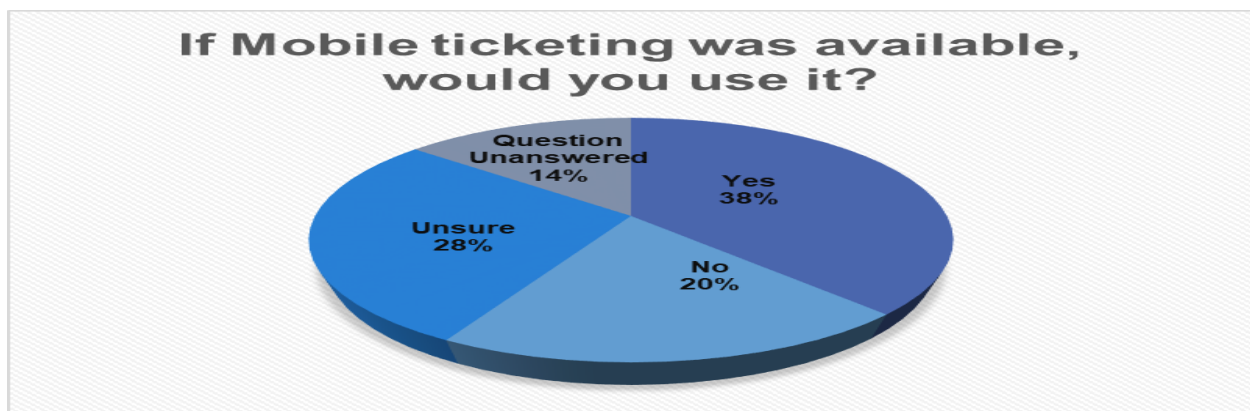
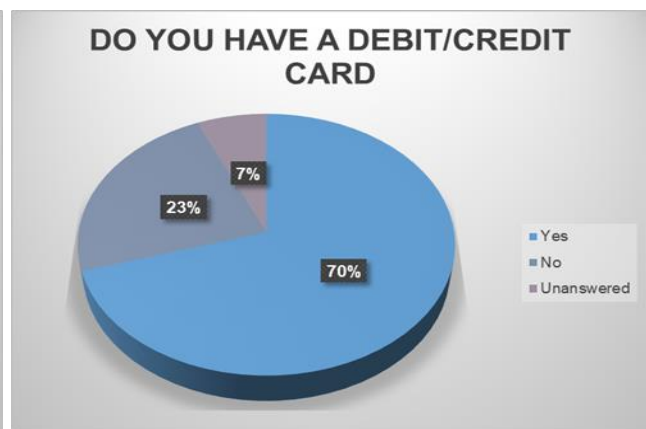
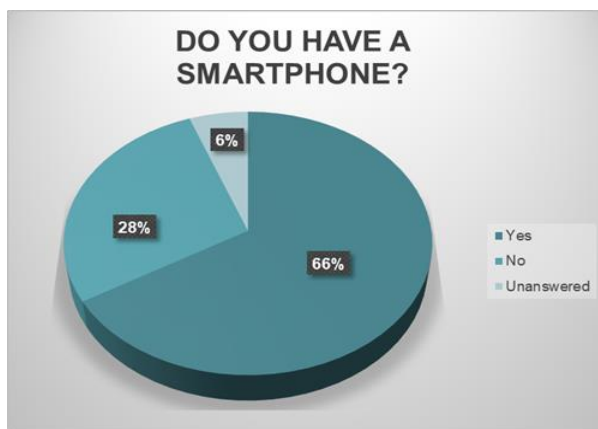
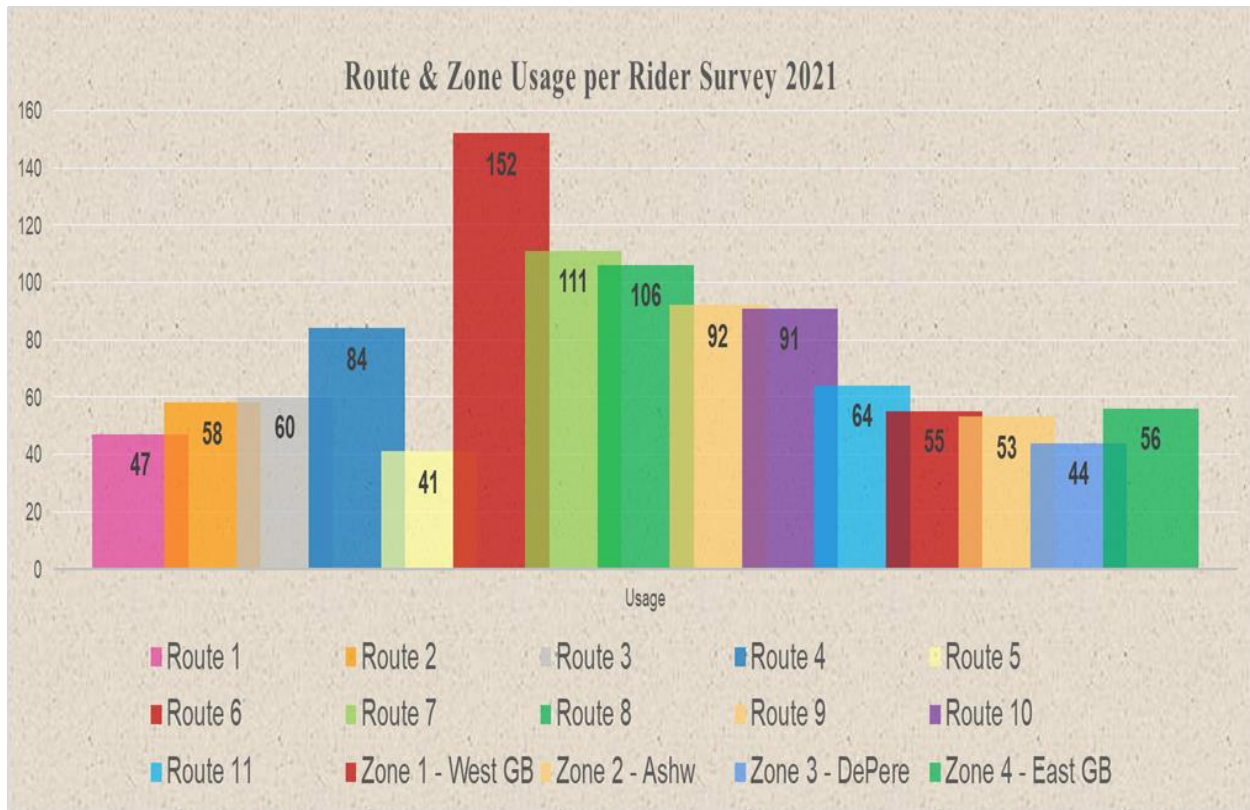
What is your age group?

< 17 | 18—24 | 25—34 | 35—54 | 55—64 | > 65

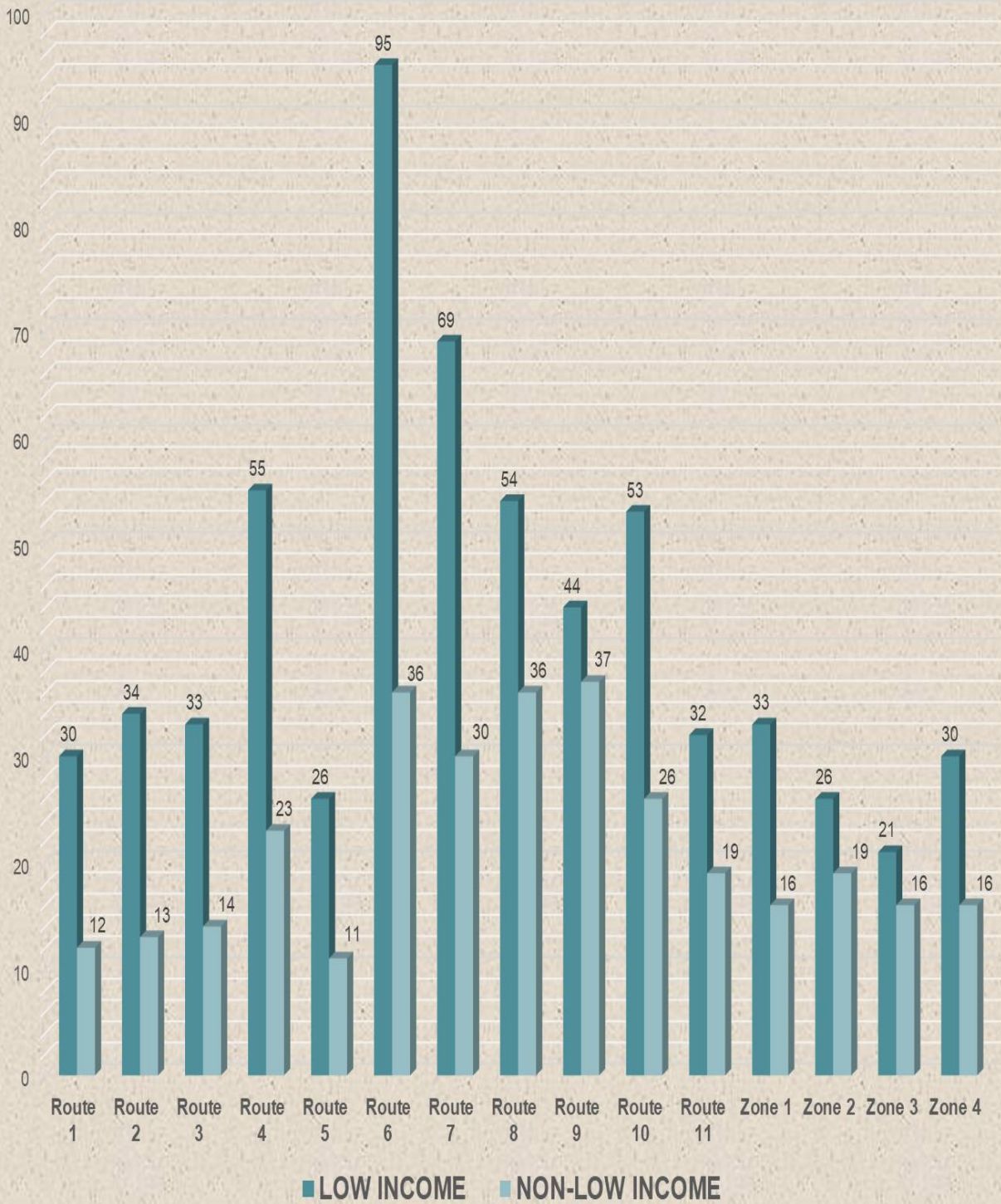
08-2021

APPENDIX B

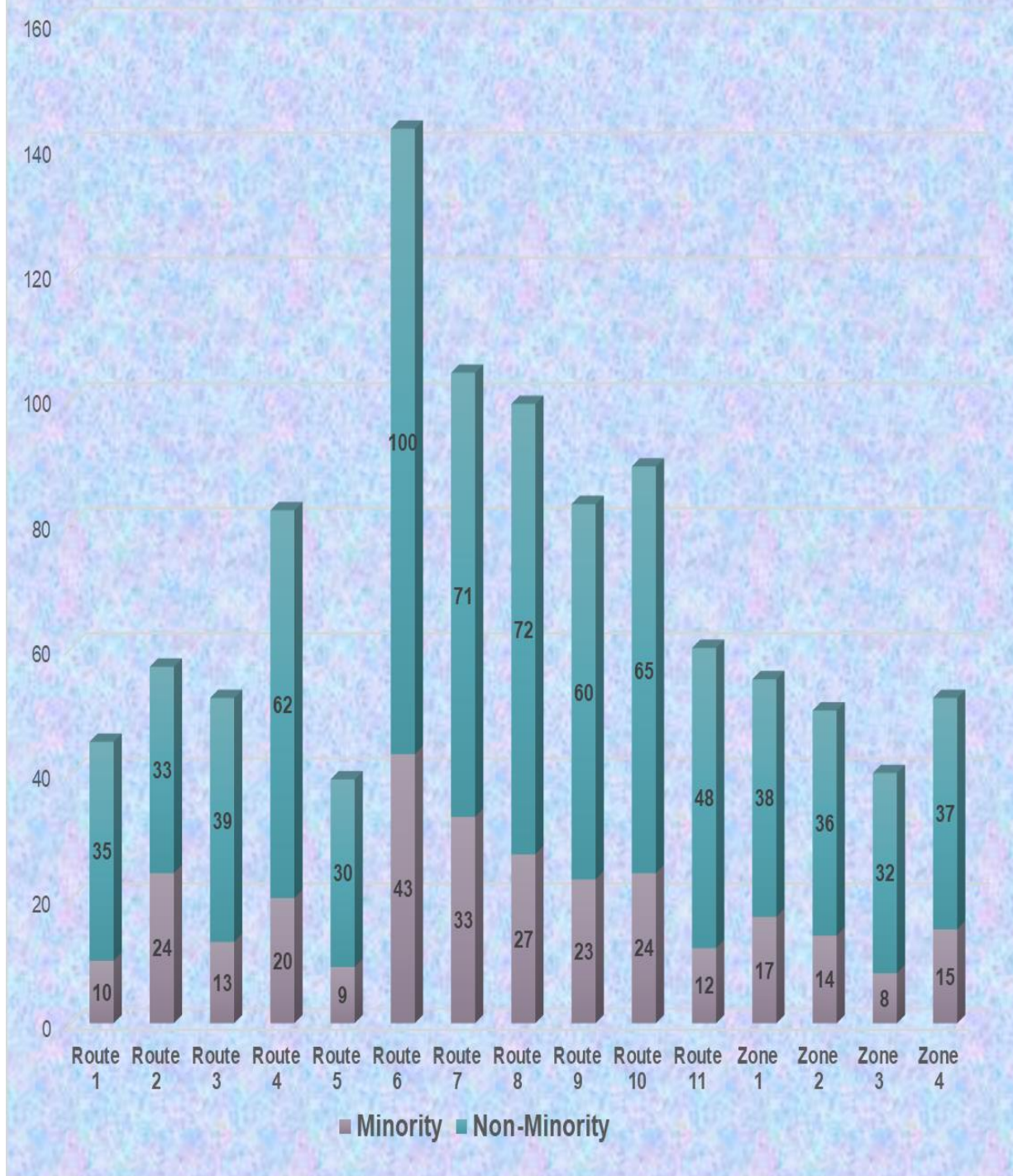
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Ethnicity			Household Income		
American Indian	27	8.0%	\$0 - \$21,960	174	51.8%
Asian	5	1.5%	\$21,961 - \$49,872	69	20.5%
Hispanic/Latino	18	5.4%	\$49,873 - \$62,340	14	4.2%
African American	31	9.2%	> \$62,340	12	3.6%
Pacific Islander	1	0.3%			
White/Caucasian	201	59.8%			
Other	12	3.6%			
No Response	41	12.2%	No Response	67	19.9%
TOTAL	336	100.0%	TOTAL	336	100.0%
Gender			Age		
Male	145	43.2%	< 17	6	1.8%
Female	145	43.2%	18 - 24	31	9.2%
Non-Binary	6	1.8%	25 - 34	49	14.6%
			35 - 54	110	32.7%
			55 - 64	64	19.0%
			> 65	33	9.8%
No Response	40	11.9%	No Response	43	12.8%
TOTAL	336	100.0%	TOTAL	336	100.0%



HOUSEHOLD INCOME BY ROUTE & ZONE



Ethnicity By Route & Zone





Report to the
Transit Commission
of the City of Green Bay



MEETING DATE

October 20, 2021

PREPARED BY

Patty Kiewiz, Transit Director

AGENDA ITEM # E.3

LIFT Program DRAFT

BACKGROUND

With the implementation of the new farebox options, staff reviewed all current fares. In 2011, Green Bay Metro piloted the Green Saturday program. Shortly after, it was fully implemented. The intent of the program was to allow the public to try transit with the goal of them utilizing it Monday-Friday. Ridership did increase on Saturday. However, we saw many riders just shift their travel day. Based on the recent rider survey, the majority of riders (73%) utilize a 7 or 30 day pass. Riders utilizing one of these passes don't truly benefit from Green Saturday, a fare free day.

Staff reviewed various options and programs that other systems offer. Green Bay Metro determined the goal is to provide assistance to those who need transportation to a doctors office, an area agency, grocery store, etc. many that may not be open on Saturdays. Based on this, staff developed the LIFT Program. Director Kiewiz will present the proposed program.

RECOMMENDATION

Staff will present the final program at the next Transit Commission meeting for action.

FISCAL IMPACT

ATTACHMENTS

- I. LIFT Program Draft

Green Bay Metro Low Income Fare Trips (LIFT) Program



September 2021

Located at:
Green Bay Metro
901 University Ave.
Green Bay, WI 54302

Green Bay Metro has created a Low Income Fare Trips (LIFT) program to assist members of the community with incomes at or below 150% of National Poverty Guidelines with their transportation needs.

Eligible persons:

- Must self-certify that they meet the income requirements and complete the application form each month.
- May receive up to four 1-day passes per month, loaded onto a smartcard, on a first come, first served basis. Rides must all be used prior to receiving any additional day passes.
- Pick up their smartcard from Green Bay Metro during regular operating hours.
- *Reduced Fare – Must show proof of reduced fare eligibility—Medicare card, driver's license/state ID (> 65), or reduced fare ID.

Applications can be filled out at Green Bay Metro or online at www.greenbaymetro.org. The initial smartcard will be provided at no cost and can be picked up from the passenger center during operating hours. Any replacement cards will cost \$3.00. Passes will be loaded onto a GBM smartcard. The LIFT program is intended to make available one free travel day per week or up to four free travel days over the course of a month and cannot be used on consecutive days in a row. May be used Monday-Saturday during regular operating hours. Number of passes available will be based on Transit Commission approval and on a first come, first served basis each month. This program is intended for use by individuals, 18 years of age and older, and not agencies.

LIFT passes are non-transferrable. Green Bay Metro reserves the right to revoke participation in this program at any time.

Any questions, comments, concerns, or to report abuse of LIFT program, or to report issues with passes, please contact:

Green Bay Metro
Mobility Coordinator
901 University Ave.
Green Bay, WI 54302

920-448-3450

Low Income Fare Trips (LIFT) Program Application

Name: _____

Date: ____/____/____

☐ Female ☐ Male ☐ Other

Birth Date: ____/____/____

Street Address: _____ City: _____ Zip: _____

Phone: _____ Email Address: _____

Reduced Fare: ☐ Yes ☐ No

If Yes: ☐ Medicare ☐ Age 65+ ☐ Reduced Fare ID

☐ Green Bay ☐ De Pere ☐ Allouez ☐ Ashwaubenon ☐ Bellevue

Annual Household Income: \$ _____ # of People in household: _____

*Ethnic Group: ☐ White/Caucasian ☐ Asian/Pacific Islander ☐ Black/African American
☐ American Indian/Alaskan Native ☐ Hispanic Origin
☐ Other _____

Passes are limited to persons 18 years of age and older who meet the income requirements (must be below 150% of HHS Poverty Guidelines). Passes are limited to 4 per person per month, not to be used on consecutive days, and are available on a first come, first served basis.

Certification: I certify this application has been completed to the best of my knowledge with complete and accurate information. I understand any false statements or omissions of facts relevant to my eligibility for assistance will be considered fraud, and that I may be prosecuted under applicable U.S. Codes for this fraud. Furthermore, I understand that assistance is contingent upon availability of passes.

Applicant

Date

*Answer is not required; however, highly encouraged. Information is maintained confidential and may be needed in the future when funding is requested to continue this program.

FOR OFFICE USE ONLY

Passes: _____

Pass # _____ Pass # _____

Pass # _____ Pass # _____



Report to the
Transit Commission
of the City of Green Bay



MEETING DATE

October 20, 2021

PREPARED BY

Patty Kiewiz, Transit Director

AGENDA ITEM # E.4

Marketing Report

BACKGROUND

A marketing report is included. Staff will be available to answer any questions regarding this report.

RECOMMENDATION

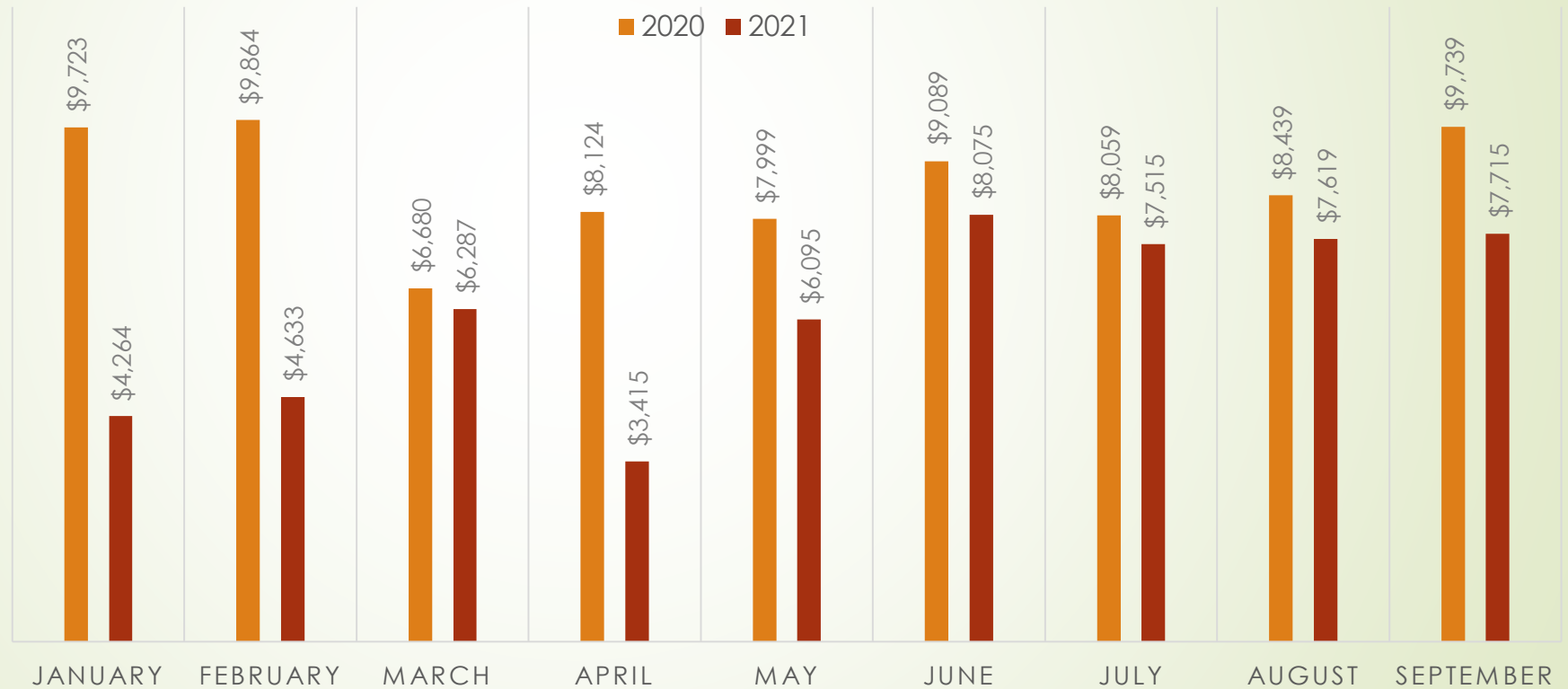
No action is necessary.

FISCAL IMPACT

ATTACHMENTS

- I. 2021 January – September Bus Advertising Comparison

2021 January – September Bus Advertising Comparison





Report to the
Transit Commission
of the City of Green Bay



MEETING DATE

October 20, 2021

PREPARED BY

Patty Kiewiz, Transit Director

AGENDA ITEM # E.5

Operational Reports

BACKGROUND

Operational reports included. Staff will present the reports.

RECOMMENDATION

No action is necessary.

FISCAL IMPACT

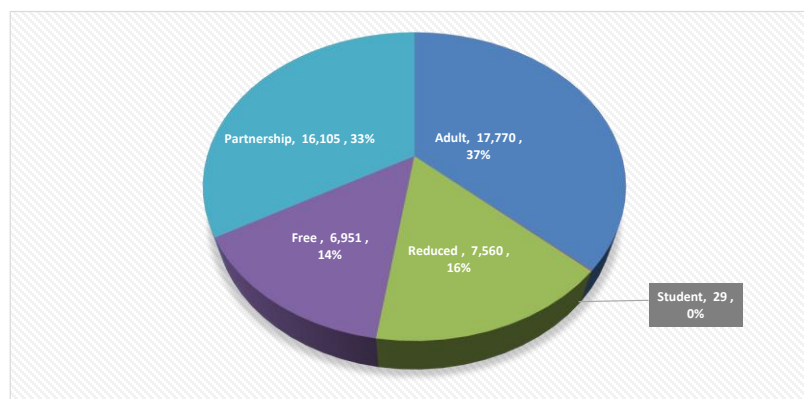
ATTACHMENTS

1. 09-Sept FR & Para Ridership
2. GBAPS September 2021
3. Ashwaubenon September 2021
4. Code 30 2020 v 2021 3rd Quarter
5. Bikes Loaded 2020 vs 2021 3rd Quarter

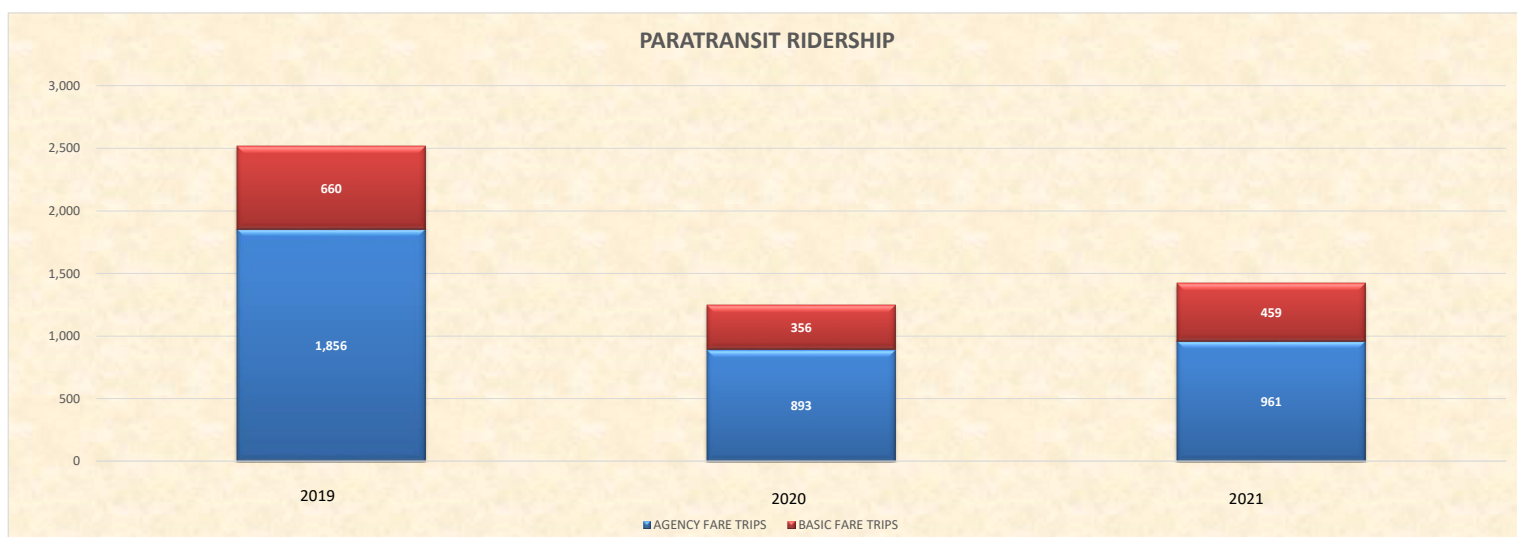
FIXED ROUTE RIDERSHIP

	ADULT		ADULT	30-DAY	STUDENT		STUDENT	30-DAY	REDUCED		REDUCED	30-DAY	WEEKLY	REVENUE
	CASH	ADULT	PASS	PASS	CASH	SINGLE	PASS	PASS	CASH	SINGLE	PASS	PASS		
September 2021	1,225	-	4,611	11,253	12	-	7	10	258	-	3,463	3,839	681	25,359

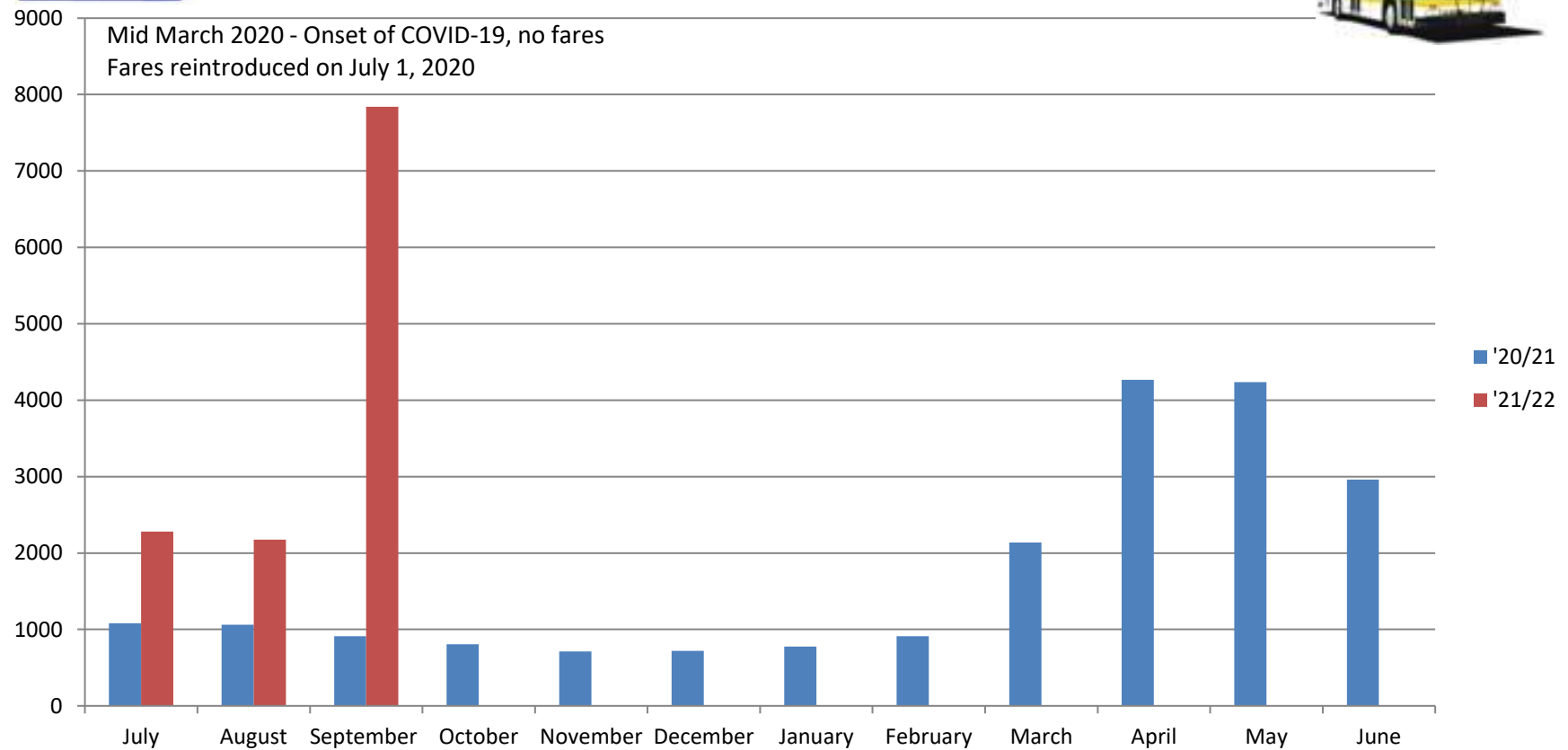
	GREEN	GAME			FREE 4 &	TOTAL	ASHWAUB				G-LINE	TOTAL	TOTAL	YTD
	SATURDAY	DAY	MICRO	FREE FARE	UNDER		ENON	SCHOOLS	GBAPS	UWGB	DT-TT	PARTNERSHIP	PASSENGERS	PASSENGERS
September 2021	3,007	2,243	40	1,246	372	43	6,951	1,037	7,811	877	6,380	16,105	48,415	338,417

**PARATRANSIT**

	AGENCY FARE TRIPS	BASIC FARE TRIPS	TOTAL TRIPS	BASIC FARE	AGENCY FARE	TOTAL FARES
September 2019	1,856	660	2,516	\$ 7,548	\$ 22,251	\$ 29,799
September 2020	893	356	1,249	\$ 4,996	\$ 13,319	\$ 18,315
September 2021	961	459	1,420	\$ 5,680	\$ 14,415	\$ 20,095
Change '20 & '21	68	103	171	\$ 684	\$ 1,096	\$ 1,780
	7.6%	28.9%	13.7%	13.7%	8.2%	9.7%
Change '19 & '21	(895)	(201)	(1,096)	\$ (1,868)	\$ (7,836)	\$ (9,704)
	-48.2%	-30.5%	-43.6%	-24.7%	-35.2%	-32.6%

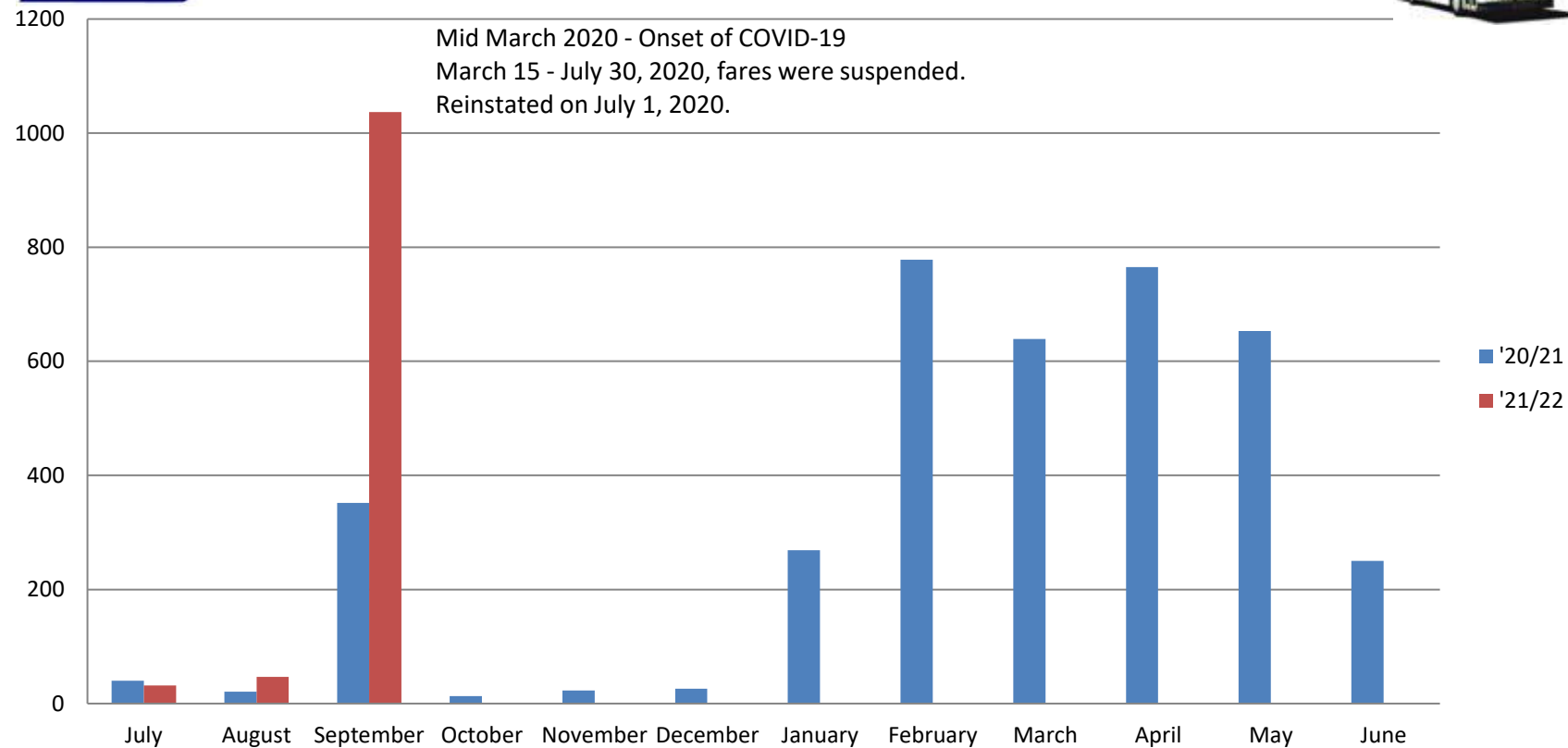
PARATRANSIT RIDERSHIP

'20/21 vs. '21/22 School Year GBAPS Ridership

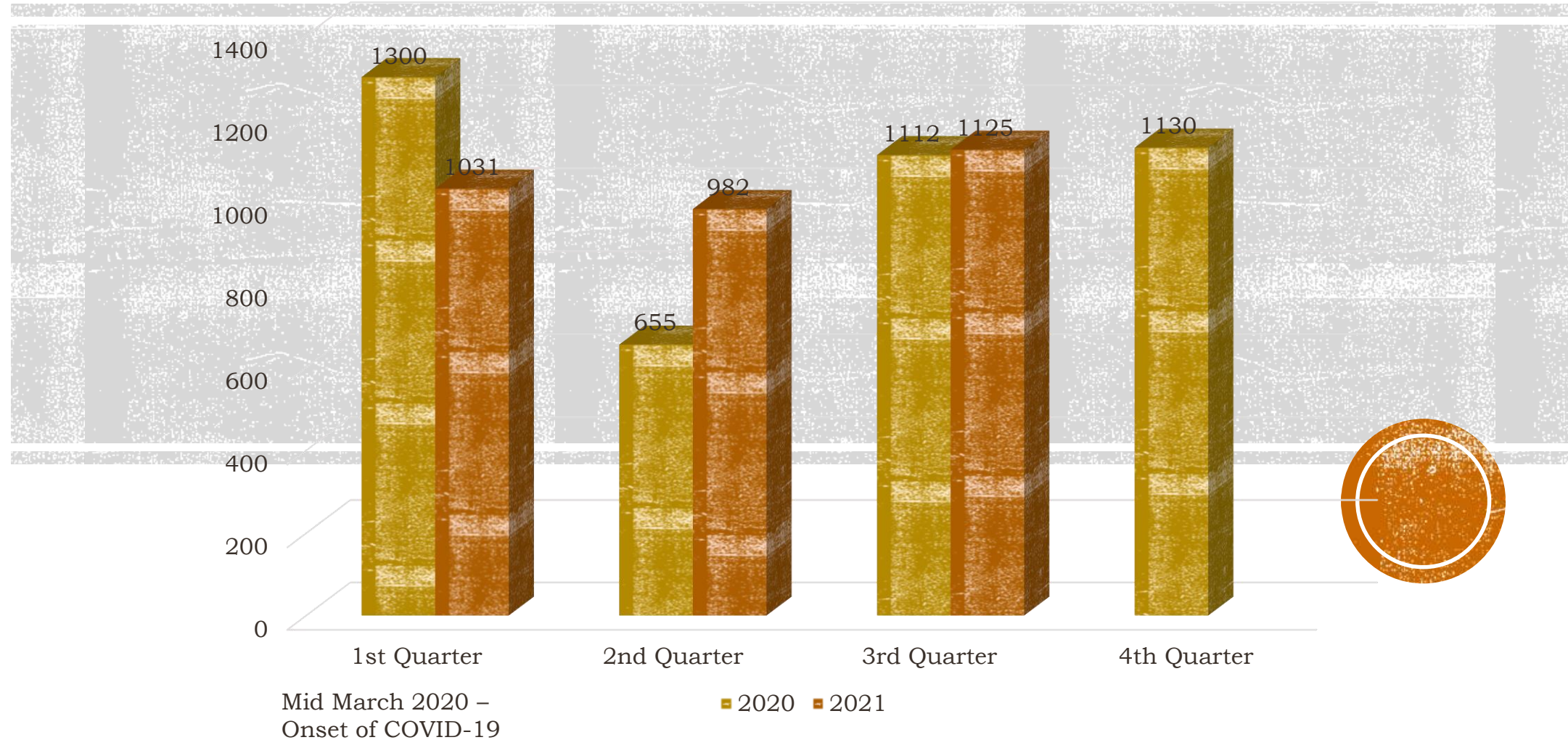


FLIP FLOP THE RED AND THE BLUE BARS
GOING FORWARD STARTING IN OCTOBER

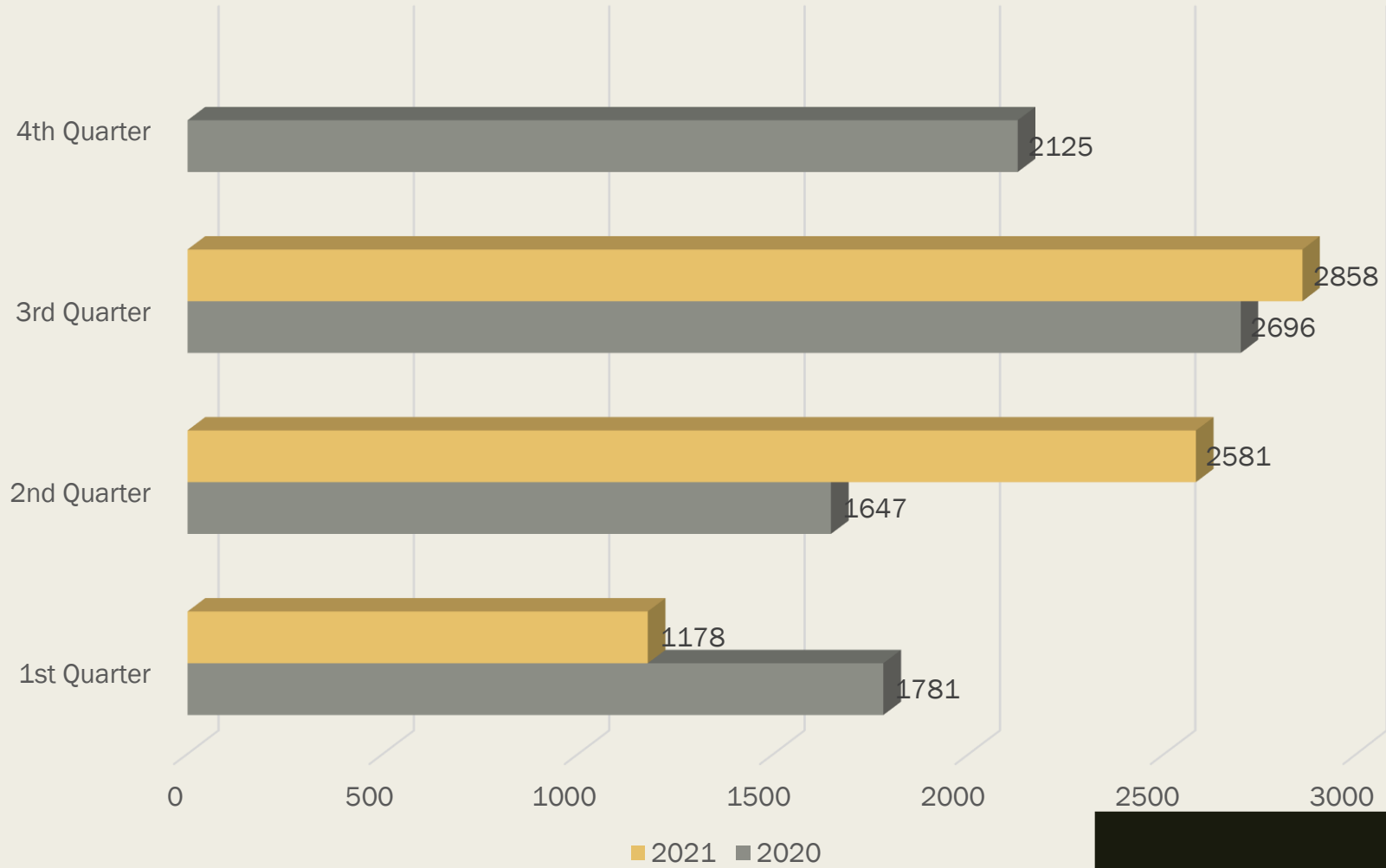
'21/22 vs. '20/21 School Year Ashwaubenon School Ridership



Mobility Devices Boarded 2020 vs. 2021



Bikes Loaded 2020 vs. 2021



Mid March 2020 –
Onset of COVID-19



Report to the
Transit Commission
of the City of Green Bay



MEETING DATE

October 20, 2021

PREPARED BY

Patty Kiewiz, Transit Director

AGENDA ITEM # E.6

Financial Report

BACKGROUND

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

RECOMMENDATION

No action is necessary.

FISCAL IMPACT

ATTACHMENTS

- I. 08 - Aug 2021 Financials



EXPENSES

ACCOUNT DESCRIPTION	2021 Jan-Aug	2020 Jan-Aug	+/-	%	2021 BUDGET	% OF BUDGET
Wages & Salaries	1,499,524.59	1,720,758.02	(221,233)	-12.9%	2,765,518	54.2%
Fringe Benefits	829,184.15	1,109,684.18	(280,500)	-25.3%	1,744,887	47.5%
Other Employment Expenses	26,944.32	26,919.81	25	0.1%	45,660	59.0%
Contract Services	128,758.96	71,530.21	57,229	80.0%	334,962	38.4%
Materials & Supplies	258,998.32	270,771.27	(11,773)	-4.3%	772,581	33.5%
Building & Equip Maintenance	214,612.07	175,935.17	38,677	22.0%	229,800	93.4%
Utilities	55,472.86	56,293.92	(821)	-1.5%	101,898	54.4%
Insurance	197,700.05	219,120.06	(21,420)	-9.8%	172,980	114.3%
Miscellaneous	166.20	162.48	4	2.3%	250	66.5%
Paratransit Services	356,014.90	306,792.87	49,222	16.0%	1,327,933	26.8%
Microtransit Services	358,193.02	-	358,193	0.0%	957,514	37.4%
Subrecipient Expenses	-	-	-	0.0%	-	0.0%
TOTAL	3,925,569.44	3,957,967.99	(32,399)	-0.8%	8,453,983	46.4%

REVENUES

ACCOUNT DESCRIPTION	2021 Jan-Aug	2020 Jan-Aug	+/-	%	2021 BUDGET	% OF BUDGET
Federal Operating Asst	1,003,266.00	34,253.00	969,013	2829.0%	2,379,434	42.2%
State Operating Asst	686,472.00	2,399,494.00	(1,713,022)	-71.4%	2,282,575	30.1%
Other Local Municipalities	436,075.07	450,325.55	(14,250)	-3.2%	635,354	68.6%
Green Bay	832,000.00	728,000.00	104,000	14.3%	1,653,819	50.3%
Farebox Revenue-Fixed Route	255,862.69	244,816.51	11,046	4.5%	550,000	46.5%
Farebox Revenue-Paratransit	151,512.00	132,152.00	19,360	14.6%	569,800	26.6%
College Program Fares	1,560.00	3,483.00	(1,923)	-55.2%	-	0.0%
TMI Refund	65,431.00	65,187.00	244	0%	-	0.0%
Non-Transportation Revenue	21,444.97	30,050.29	(8,605)	-28.6%	17,200	124.7%
State Fuel Refund	3,232.76	7,895.68	(4,663)	-59.1%	-	0.0%
Advertising	52,780.92	72,697.50	(19,917)	-27.4%	140,000	37.7%
Intercity Bus Commissions	5,374.13	3,678.01	1,696	46.1%	36,000	14.9%
Partnership Contributions	87,599.17	64,685.00	22,914	35.4%	189,800	46.2%
TOTAL	3,602,610.71	4,236,717.54	(634,107)	-15.0%	8,453,983	42.6%

KEY PERFORMANCE INDICATORS (KPI)

Operating Days	206	201	5	2.5%	307
Revenue Miles	480,637	522,020	(41,383)	-7.9%	943,784
Revenue Hours	25,801	39,177	(13,376)	-34.1%	63,959
Unlinked Passenger Trips	290,003	403,885	(113,883)	-28.2%	1,319,000
Revenue / Cost	91.8%	107.0%			1
Farebox Revenue / Mile	0.53	0.47	0	13.5%	1
Farebox Revenue / Pass Trip	0.88	0.61	0	45.6%	0
Farebox Revenue / Hour	9.92	6.25	4	58.7%	9
Passenger / Mile	0.60	0.77	(0)	-22.0%	1.40
Cost / Mile	6.68	6.99	(0)	-4.5%	7.94
Cost / Passenger Trip	11.07	9.04	2	22.5%	5.68



Report to the
Transit Commission
of the City of Green Bay



MEETING DATE

October 20, 2021

PREPARED BY

AGENDA ITEM # E.7

Next Transit Commission Meeting: Wednesday, November 17, 2021

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None