



MINUTES OF THE TRANSIT COMMISSION

WEDNESDAY, OCTOBER 20, 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: Emily Ysebaert, Roger Kolb, Kevin Kuehn, Jessica Franco-Morales, Michael Conley-Kuhagen,

Excused: Alderman Randy Scannell and Rashad Cobb

Chair Roger Kolb called the meeting to order at 8:23 a.m.

B. APPROVAL OF THE AGENDA.

I. Approval of October 20, 2021 Transit Commission Agenda

Moved by Commissioner Emily Ysebaert, seconded by Commissioner Kevin Kuehn to approve the October 20, 2021 agenda. Motion carried.

Yes- Emily Ysebaert, Roger Kolb, Kevin Kuehn, Michael Conley-Kuhagen, Jessica Franco-Morales,

No- None, Abstain- None

C. APPROVAL OF MINUTES.

I. Approval of September 15, 2021 Transit Commission Minutes

Moved by Commissioner Kevin Kuehn, seconded by Michael Conley-Kuhagen to approve the minutes from September 15, 2021. Motion carried.

Yes- Emily Ysebaert, Roger Kolb, Kevin Kuehn, Michael Conley-Kuhagen, Jessica Franco-Morales,

No- None, Abstain- None

D. REGULAR BUSINESS.

E. INFORMATIONAL.

I. 2021 GBM Rider Survey

Director Kiewiz discussed the purpose of the survey and the results of the 2021 GBM Rider Survey. The results of how many have a smartphone or have a debit/credit card was quite surprising. The total overall responses were 336.

2. GBM Title VI Fare Equity Analysis

Director Kiewiz briefly discussed the rollout of the upgraded GFI fare system coming mid-November. The staff has prepared an equity analysis required by the Federal Transit Administration. The equity analysis is required for all minor/major to the cost of fares, change in method of payment or elimination of fare purchasing options.

The Commissioners stated the GBM Title VI Fare Equity Analysis document was very good.

Moved by Commissioner Emily Ysebaert, seconded by None to receive and place on file. Motion carried.

Yes- Emily Ysebaert, Roger Kolb, Kevin Kuehn, Michael Conley-Kuhagen, Jessica Franco-Morales,
No- None, Abstain- None

3. LIFT Program DRAFT

Director Kiewiz stated that with the implementation of the new farbox options, staff reviewed all our current fares. She explained the background of Green Saturdays and part of the intent of the program was to allow the public to try transit with the goal of them utilizing the service Monday-Friday. Ridership did increase on Saturday as we saw riders shifting their trips. Based on the recent 2021 GBM rider survey, the majority of riders (73%) utilize a 7 or 30 day pass. Riders utilizing one of these passes truly are not benefiting from the Green Saturdays.

Staff has determined the goal is to provide assistance to those who need transportation to a doctor's office, an area agency, grocery store, etc., many that may not be open on Saturdays. Based on this, staff has developed the LIFT Program (Low Income Fare Trips).

Commissioner Kevin Kuehn recommended the staff determine the number of passes to start with and revisit as the program grows.

4. Marketing Report

Report included: 2021 January - September Advertising Comparison Report.

Director Kiewiz gave a brief overview of the 2021 January - September Advertising Comparison Report. Staff are working on electronic boards at transfer points and digital boards on the bus as a way to advertise and to generate revenue.

5. Operational Reports

Reports included: Fixed Route and Paratransit Ridership, Green Bay Area Public School (GBAPS) Ridership, Ashwaubenon School Ridership, Code 30's and Bikes

Director Kiewiz provided a brief overview of the September ridership reports for Fixed Route, Paratransit, GBAPS, Ashwaubenon School, along with the mobility and bike comparisons on the Fixed Route System.

6. Financial Report

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

7. Next Transit Commission Meeting: Wednesday, November 17, 2021

F. ADJOURNMENT.

Moved by Commissioner Emily Ysebaert, seconded by Michael Conley-Kuhagen to adjourn at 9:20 a.m. Motion carried.

Yes- Emily Ysebaert, Roger Kolb, Kevin Kuehn, Michael Conley-Kuhagen, Jessica Franco-Morales,

No- None, Abstain- None