



# **AGENDA OF THE TRANSIT COMMISSION**

**WEDNESDAY, OCTOBER 18, 2023, 8:15 AM**  
**TRANSIT**  
**901 University Ave**

**A. Roll Call.**

1. Roger Kolb, Chair; Emily Ysebaert, Vice-Chair; Kevin Kuehn, Secretary; Alderman Randy Scannell, Michael Conley-Kuhagen, Terri Refsguard and Hector Rodriguez.

**B. Approval of the Agenda.**

1. Approval of October 18, 2023 Transit Commission Agenda

**C. Approval of Minutes.**

1. Approval of Transit Commission minutes from August 16, 2023.

**D. Regular Business.**

1. Discussion/Action: Reclass Paratransit Coordinator Position to Operations Manager
2. Presentation and discussion regarding the 2023 Green Bay Metro Bus Stop Study, by Casey Krasselt, Brown County Planning Commission/Metropolitan Planning Organization (MPO) for the Green Bay Urbanized Area
3. Presentation of the Draft 2024-2028 Transit Development Plan for the Green Bay Metro System, by Lisa Conard, Brown County Planning Commission/Metropolitan Planning Organization (MPO) for the Green Bay Urbanized Area.
4. Discussion/Action: Limited Term Operations Assistant

**E. Informational.**

1. Operational Reports
2. Financial Reports
3. Director's Report
4. Next Transit Commission Meeting: Wednesday, November 15, 2023 at 8:15am

## **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 18, 2023

**PREPARED BY**

Patty Kiewiz, Transit Director

**AGENDA ITEM # B.I**

Approval of October 18, 2023 Transit Commission Agenda

**BACKGROUND**

Enclosed is the agenda for the Transit Commission meeting being held on October 18, 2023.

**RECOMMENDATION**

Staff recommends the approval of the agenda for October 18, 2023.

**FISCAL IMPACT**

**ATTACHMENTS**

None



Report to the  
Transit Commission  
of the City of Green Bay



**MEETING DATE**

October 18, 2023

**PREPARED BY**

**AGENDA ITEM # C.I**

Approval of Transit Commission minutes from August 16, 2023.

**BACKGROUND**

Enclosed are the proposed minutes from the Transit Commission meeting that was held on August 16, 2023.

**RECOMMENDATION**

Staff recommends the approval of the minutes for August 16, 2023.

**FISCAL IMPACT**

**ATTACHMENTS**

- I. Transit Commission 8-16-2023





# **MINUTES OF THE TRANSIT COMMISSION**

**WEDNESDAY, AUGUST 16, 2023, 8:15 AM**

**TRANSIT**

**901 University Ave**

## **A. ROLL CALL.**

I. Roger Kolb, Chair; Emily Ysebaert, Vice-Chair; Kevin Kuehn, Secretary; Alderman Randy Scannell, Michael Conley-Kuhagen, Terri Refsguard and Hector Rodriguez.

Present: Roger Kolb, Emily Ysebaert, Hector Rodriguez, Terri Refsguard, Michael Conley-Kuhagen, and Alderman Randy Scannell

Excused: Kevin Kuehn

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

## **B. APPROVAL OF THE AGENDA.**

I. Approval of August 16, 2023 Transit Commission Agenda

Moved by Ald. Randy Scannell, seconded by Emily Ysebaert to approve the agenda for August 16, 2023. Motion carried.

Yes - Roger Kolb, Terri Refsguard, Michael Conley-Kuhagen, and Hector Rodriguez

No - None, Abstain- None

## **C. APPROVAL OF MINUTES.**

I. Approval of Transit Commission minutes from July 19, 2023.

Moved by Emily Ysebaert, seconded by Commissioner Michael Conley-Kuhagen to approve the minutes from the July 19, 2023 meeting. Motion carried.

Yes - Roger Kolb, Ald. Randy Scannell, Terri Refsguard, and Hector Rodriguez

No - None, Abstain- None

## **D. REGULAR BUSINESS.**

I. Presentation: Green Bay Metropolitan Planning Organization (MPO) – Outreach and Education Program, by Ker Vang, Senior Planner, Brown County Planning Commission.

K. Vang provided an overview of the outreach and education work provided by the Green Bay

Metropolitan Planning Organization (MPO) staff.

The goal of the outreach work is to inform all Green Bay Metropolitan Area residents of the importance of developing a balanced multimodal transportation system and encourage them to participate in the creation of this system. K. Vang provided examples of outreach strategies used to engage the public.

K. Vang provided a series of maps showing the location of minority population, income, and zero vehicle households in the metropolitan area. K. Vang noted Green Bay Metro serves areas where low-income and individuals who do not have access to a vehicle very well.

K. Vang answered questions from the Commissioners.

Commissioners thanked K. Vang for the presentation.

## 2. Discussion/Action: Green Bay Metro's Transit Asset Management Plan (TAM)

Director Kiewiz stated a couple of items needed to be clarified in the TAM Plan that was approved last month. She provided an explanation of the clarifications that were made.

Moved by Alderman Randy Scannell, seconded by Commissioner Emily Ysebert to approve the Green Bay Metro's TAM Plan as revised. Motion carried.

Yes - Roger Kolb, Terri Resguard, Michael Conley-Kuhagen, and Hector Rodriguez

No - None, Abstain- None

## **E. INFORMATIONAL.**

### 1. Operational Reports

Director Kiewiz provided a brief overview of the Fixed Route, Paratransit, and GBM On Demand services. Director Kiewiz stated GBM On Demand averages 18 minutes for ETA's. In addition, our goal of 3.0 utilization has been met. The system continues to perform as anticipated with the service changes that occur in 2022.

### 2. Financial Reports

Director Kiewiz provided an overview of the financial statements. Metro is operating within budget at this time.

No questions from the board were received.

### 3. Director's Report

Director Kiewiz stated staff had begun working on the 2024 budget. She stated, differently than in many previous years, there will be an increase for 2024. However, she does not anticipate a major change for local municipalities due to additional federal and state funding.

Director Kiewiz explained how the budget process works for Green Bay Metro. The Transit Commission is expected to take action on the budget at the November meeting.

The installation of the new lifts is just about completed, Director Kiewiz stated. The staff is anxious for the project to be completed.

Director Kiewiz stated she is working with Human Resources to fill the vacancy in the Paratransit Coordinator position. She expects to bring back the request for changes at the September meeting.

4. Next Transit Commission Meeting: Wednesday, September 20, 2023.

#### **F. ADJOURNMENT.**

Moved by Alderman Randy Scannell, seconded by Commissioner Emily Ysebaert to adjourn at 8:40 a.m. Motion carried.

Yes - Roger Kolb, Michael Conley-Kuhagen, Terri Refsguard, and Hector Rodriguez

No - None, Abstain - None



Report to the  
**Transit Commission**  
of the City of Green Bay



#### MEETING DATE

October 18, 2023

#### PREPARED BY

Patty Kiewiz, Transit Director

#### AGENDA ITEM # D.I

Discussion/Action: Reclass Paratransit Coordinator Position to Operations Manager

#### BACKGROUND

The Paratransit Coordinator position became vacant in May 2023. This was a position that was in place for more than ten years. Director Kiewiz has since re-evaluated the position and has made modifications to better meet the department's needs. She has worked with Human Resources through this process. The requested change is to reclass the current position to Operations Manager. Director Kiewiz will provide a summary of the proposed changes to the position.

#### RECOMMENDATION

Staff recommends the approval of the reclass of the Paratransit Coordinator position as presented.

#### FISCAL IMPACT

#### ATTACHMENTS

1. Operations Manager - New Position Request 09-2023
2. Operations Manager



Human Resources Department  
100 North Jefferson Street - Room 500  
Green Bay, Wisconsin 54301-5026  
[www.greenbaywi.gov](http://www.greenbaywi.gov)

Phone 920.448.3147  
Fax 920.448.3128

# MEMORANDUM

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To: Transit Commission

From: Jennifer Smits, Human Resources Generalist

Re: Request to reclassify a vacant Paratransit Coordinator position to a new Operations Manager position

Date: September 20, 2023

## RECOMMENDATION

- I. Human Resources and Green Bay Metro are requesting that the vacant Paratransit Coordinator position, Pay Grade G (\$49,754-\$58,552), be reclassified to a new classification of Operations Manager, Pay Grade M (\$78,603-\$92,498). This new position was reviewed by the City's salary plan consultant for appropriate placement in the salary plan.

## BACKGROUND

- II. The Paratransit Coordinator position has been vacant since May of this year. During the last few months, Transit Director Patty Kiewiz has assessed the needs of Green Bay Metro and it has been determined that the department would benefit from an Operations Manager to provide oversight of the Operations Division which is comprised of:

- (3) Operations Supervisors
- (23) Bus Operators
- (4) Dispatchers
- (1) IT Specialist
- (1) Custodian

Currently the Transit Director has oversight of the Operations Division. The department will benefit from this new structure because it will provide greater continuity and allow for increased efficiency for the Operations Division. The Operations Manager will serve as the central point for Operations Division performance management, safety and compliance, and complex route planning and work schedules, whereas currently these functions are divided among the Transit Director and Operations Supervisors.

The Operations Manager will plan, establish and monitor bus routes, schedules and operating procedures; provide safety oversight as outlined in the FTA Public Transportation Safety Agency Plan; assist in various hiring processes; oversee the staff training program; conduct accident, complaint and disciplinary investigations; resolve grievances and staff-related issues; and participate in budgetary and procurement functions.

Since the Paratransit Coordinator position became vacant, the functions of the position have been absorbed by various staff. The Operations Manager will assume oversight of all aspects of the Paratransit program, including oversight of the contracted Paratransit provider. This position will also be responsible for ensuring compliance with the transit provisions of the Americans with Disabilities Act (ADA), which was a function of the Paratransit Coordinator.

## FISCAL IMPACT

- III. Green Bay Metro will be offsetting the cost of this reclassification using the dollars from the vacant Paratransit Coordinator, and there are sufficient budget funds to cover the budget increase for 2023.

For the remainder of 2023 the estimated cost of this restructuring is \$5,459. The estimated annual cost increase is \$21,835.

| <b>Estimated</b>          | <b>Paratransit<br/>Coordinator<br/>Grade G, Performance<br/>Range</b> | <b>Operations<br/>Manager<br/>Grade M, Step 1</b> |
|---------------------------|-----------------------------------------------------------------------|---------------------------------------------------|
| Salary                    | \$59,737                                                              | \$78,603                                          |
| FICA                      | \$4,570                                                               | \$6,013                                           |
| WRS (General)             | \$3,883                                                               | \$5,345                                           |
| Worker's Comp             | \$125                                                                 | \$165                                             |
| Health Insurance          | \$17,197                                                              | \$17,197                                          |
| Dental Insurance          | \$1,402                                                               | \$1,402                                           |
| Life Insurance            | \$76                                                                  | \$100                                             |
| <b>TOTAL COMPENSATION</b> | <b>\$86,989</b>                                                       | <b>\$108,824</b>                                  |

c: Patty Kiewiz, Transit Director



# JOB DESCRIPTION

## City of Green Bay

|                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|----------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Position Title:      | TRANSIT OPERATIONS MANAGER                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Department:          | Transit/Operations                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Reports To:          | Transit Director                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Position Status:     | Exempt                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Salary Range:        | Grade M                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Job Summary:         | Under direction of the Transit Director, performs work of considerable difficulty in supervising and administering municipal transit operations, including the paratransit program and directing assigned department staff. This is a safety sensitive position as defined by the Federal Transit Administration (FTA).                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Essential Functions: | <ol style="list-style-type: none"> <li>1) Assists the Human Resources Department in various hiring processes. Oversees Operations staff training program. Supervises Operations Division employees ensuring adherence to City and departmental policies and procedures. Plans, directs and coordinates work plans for staff. Evaluates staff. Develops operating procedures for supervisors and staff. Receives, investigates, documents, and reviews service concerns from customers and other parties in order to maintain high service standards and customer satisfaction. Conducts disciplinary investigations and recommends discipline in accordance with department policy.</li> <li>2) Assists in resolving grievance issues and staff-related problems. Participates/testifies in arbitration hearings and/or trials as needed, to represent the City's position. Participates in contract negotiation efforts as appropriate.</li> <li>3) Participates in and/or conducts management/staff meetings. Attends various committee meetings.</li> <li>4) Provides safety oversight as outlined in the FTA Public Transportation Agency Safety Plan. Directs the work of the Safety Solutions Team. Conducts meetings as necessary to ensure FTA compliance as related to safety standards. Responds to and investigates major accidents involving transit vehicles, employees, and passengers. Prepares and files related reports.</li> <li>5) Participates in budgetary analysis to achieve cost effective methods to meet service demands. Reviews Operations Division payroll and provides information to the Finance Manager as necessary.</li> <li>6) Serves as project manager for Operations procurements, as necessary.</li> <li>7) Plans and establishes schedule time points, bus stops and shelter locations. Works with the Transit Director to monitor and establish transit routes and service. Conducts Bus Operator run preparation as needed.</li> <li>8) Develops and recommends new operational policies, in conjunction with ADA and service demands.</li> <li>9) Oversees all aspects of the Paratransit program. Monitors current eligible clients and expired clients and maintains client records for the Reduced-Fair program. Conducts interviews and functional assessments and determines eligibility of the clients. Handles appeals processes. Completes Paratransit eligibility certifications and prepare photo ID's for eligible clients. Provides information to contractor regarding all eligible clients. Notifies clients of changes in service. Conducts Paratransit presentations and provides</li> </ol> |

|                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                                                                                                                                            | <p>program information to the public and to agencies. Receives, tracks and addresses all comments and complaints related to the Paratransit program. Monitors the Paratransit contactor. Conducts oversight reviews and ensures all Metro policies are enforced. Ensures local, state and federal requirements are being met in relation to the Paratransit program and ADA. Prepares reports and statistical information pertaining to the Paratransit program.</p> <p>10) Assists with maintaining files of records, preparing for triennial reviews, and other state and federal reviews or audits.</p> <p>11) Manages Metro's advertising program. Works with clients on advertising options, costs, and contracts.</p> <p>12) Provides support to all other Metro personnel as needed. Performs other duties as assigned.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Knowledge, Skills And Abilities                                                                                                                                                                                            | <ul style="list-style-type: none"> <li>▪ Considerable knowledge of municipal city locations and transit routes; state and city traffic regulations, signs, and signals; department policies and procedures, especially those regarding schedules, fares, and passenger loading; bus operations and routine service requirements; safety regulations; transportation management techniques and procedures; human resources management principals, including hiring, discipline, promotion and resolution of grievances; budgetary analysis.</li> <li>▪ Considerable skill in analyzing operations, recognizing and making needed changes; supervising and scheduling work assignments; communicating effectively both orally and in writing. Good skill in investigating and recording accidents and maintaining records; selecting and training drivers; coordinating safety programs; maintaining accurate financial and personnel records; monitoring and supervising on-street operations.</li> <li>▪ Ability to supervise and direct the activities of employees both directly and through subordinate supervisors; establish and maintain effective working relationships with staff and the public; utilize a computer and the required software; work the required hours of the position.</li> </ul> <p>May be required to demonstrate minimum competency by successfully passing approved tests.</p> |
| Minimum Education And Experience                                                                                                                                                                                           | <ul style="list-style-type: none"> <li>▪ Bachelor's degree in Business Administration, Public Administration or related field.</li> <li>▪ Four years experience in transit operations and employee supervision.</li> <li>▪ Valid driver's license and a good driving record.</li> </ul> <p>A combination of equivalent experience and/or education may be considered.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Physical Requirements                                                                                                                                                                                                      | <p>Ability to perform the following activities:</p> <ul style="list-style-type: none"> <li>▪ Lifting up to 20 pounds.</li> <li>▪ Carrying up to 20 pounds.</li> <li>▪ Frequent standing and sitting.</li> <li>▪ Ability to focus for long periods of time on projects.</li> <li>▪ Ability to reach, stoop, and lift.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <p>The above is not to be construed as an exhaustive statement of duties, responsibilities or requirements. I have read the above position description and understand the duties and responsibilities of the position.</p> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <p>_____<br/>Employee Name (please print)</p> <p>_____<br/>Date</p> <p>_____<br/>Employee Signature</p>                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |





Report to the  
Transit Commission  
of the City of Green Bay



#### MEETING DATE

October 18, 2023

#### PREPARED BY

Patty Kiewiz, Transit Director

#### AGENDA ITEM # D.2

Presentation and discussion regarding the 2023 Green Bay Metro Bus Stop Study, by Casey Krasselt, Brown County Planning Commission/Metropolitan Planning Organization (MPO) for the Green Bay Urbanized Area

#### BACKGROUND

Presentation and discussion regarding the 2023 Green Bay Metro Bus Stop Study, by Casey Krasselt, Brown County Planning Commission/Metropolitan Planning Organization (MPO) for the Green Bay Urbanized Area

#### RECOMMENDATION

No action is necessary.

#### FISCAL IMPACT

#### ATTACHMENTS

- I. 2022 Bus Stop Report

2023

# GREEN BAY METRO BUS STOP STUDY





# Brown County Planning Commission/Green Bay MPO

## Green Bay Metro Bus Stop Study

### **Green Bay MPO Planning Area Communities**

City of Green Bay  
City of De Pere  
Village of Allouez  
Village of Ashwaubenon  
Village of Bellevue  
Village of Hobart  
Village of Howard  
Village of Suamico (part)  
Town of Green Bay (part)  
Town of Lawrence (part)  
Town of Ledgeview (part)  
Town of Pittsfield (part)  
Town of Rockland (part)  
Town of Scott (part)  
Town of Little Suamico (part)

### **MPO Staff Contact/Report Author**

Casey Krasselt, Transportation/GIS Planner  
Brown County Planning Commission/Green Bay MPO  
305 East Walnut Street, Room 320  
PO Box 23600  
Green Bay, WI 54305-3600  
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Email: [casey.krasselt@browncountywi.gov](mailto:casey.krasselt@browncountywi.gov)

Website: [www.browncountywi.gov/planning-and-land-services](http://www.browncountywi.gov/planning-and-land-services)



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 Titles 23, U.S. Code. The contents of this report do not necessarily reflect the official views of policy or the U.S. Department of Transportation.

Information in this report is subject to change based on the final disposition of the federal transportation reauthorization bill Moving Ahead for Progress in the 21<sup>st</sup> Century (MAP-21).

## **Green Bay Metro Bus Stop Study**

### **Brown County Planning Commission Board of Directors (MPO Policy Board)**

Paul Blindauer (C. Green Bay)  
Corrie Campbell (V. Ashwaubenon)  
Devon Coenen (Brown County Board-Rural)  
Norbert Dantine, Jr. (Humboldt/T. Green Bay)  
Steve Deneys (Scott/Pittsfield)  
Geoff Farr (V. Howard)  
Mike Goral (Eaton/New Denmark)  
Steve Grenier (C. Green Bay)  
Mark Handeland (Ledgerview)  
Matthew Harris (V. Allouez)  
Pat Hopkins (BC Board-De Pere)  
Elizabeth Hudak (C. Green Bay)  
Emily Jacobson (BC Board-Green Bay)  
Dotty Juengst (C. Green Bay)

Dave Kaster (V. Bellevue)  
Patty Kiewiz (Green Bay Metro)  
Dane Lasecki (C. Green Bay)  
Dan Lindstrom (C. De Pere)  
Gray Pahl (Lawrence/Wrightstown)  
Pam Schauer (Glenmore/Rockland)  
Dan Segerstrom (V. Denmark, Pulaski, Wrightstown)  
Glen Severson (V. Hobart)  
Jim Steffek (V. Denmark, Pulaski, Wrightstown)  
Mark Thomson (V. Suamico)  
Andy Vanderloop (Holland/Morrison)  
Nick Weber (WisDOT-Northeast Region)  
Matthew Woicek (C. Green Bay)

### **Brown County Planning Commission Transportation Subcommittee (MPO Technical Advisory Committee)**

Nick Uitenbroek (BC Highway Dept.)  
Sean Gehin (V. Allouez)  
Heena Bhatt (Bay-Lake RPC)  
Geoff Farr (V. Howard)  
Steve Grenier (C. Green Bay)  
Patty Kiewiz (Green Bay Metro)  
William Wheeler (FTA-Region 5) **(NV)**  
Jerry Lancelle (V. Hobart)  
Troy Parr (Oneida Nation)

Mary Forlenza (FHWA-Madison) **(NV)**  
Marty Piette (Austin Straubel Airport)  
Eric Rakers (C. De Pere)  
Matthew Schreiber (WisDOT-Central Office) **(NV)**  
Brian Rickert (V. Ashwaubenon)  
Andy Smits (V. Suamico)  
Teal Spellman (V. Bellevue)  
Nick Weber (WisDOT-Northeast Region)

**NV:** Non-voting member

### **Brown County Transportation Coordinating Committee (Non-MPO committee)**

Megan Borchardt (BC Board of Supervisors)  
Bridget Clancy (Syble Hopp School)  
Lisa Conard (BCPC/Green Bay MPO)  
Michael Conley-Kuhagen (GB Transit Commission)  
Katie Doble (ASPIRO)  
Christel Giesen (ADRC of Green Bay)  
Amy Hoyer (Cerebral Palsy Inc.)  
Denise Misovec (Curative Connections)  
Nick Weber (WisDOT-Northeast Region)

Troy Parr (Oneida Nation)  
Joe Pietrek (VIA)  
Sandy Popp (Options for Independent Living)  
Troy Streckenbach (BC Executive)  
Andrea Vlach (Green Bay Metro)  
Michael Voigt (Citizen Member)  
Tina Whetung (Curative Connections)  
Genny Wilemon (BC Human Services Dept.)

### **Brown County Planning Commission/Green Bay MPO Staff**

**Cole Runge, Planning Director/MPO Director**

**Lisa Conard, Principal Planner**

Karl Mueller, Senior Planner

Devin Yoder, Senior Planner

**Ker Vang, Senior Planner**

**Casey Krasselt, Transportation/GIS Planner**

Jeff DuMez, GIS/LIO Coordinator

Chad Miller, GIS Analyst

Kathy Meyer, Office Manager

(Bold type identifies MPO staff)

**Cole.Runge@browncountywi.gov**

**Lisa.Conard@browncountywi.gov**

Karl.Mueller@browncountywi.gov

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**Ker.Vang@browncountywi.gov**

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|                                                                             |    |
|-----------------------------------------------------------------------------|----|
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## Introduction

Providing citizens with multiple transportation opportunities is essential for a well-functioning urban municipality. Citizens in the Green Bay Urbanized Area have various transportation options available, such as personal vehicles, public transportation, bicycling, and walking. The primary transportation method for most people in the Green Bay area is a personal automobile. While this form of transportation works for the majority of people, there are several people who, for one reason or another, do not have the means or desire to own or operate an automobile. In these cases, Green Bay Metro offers 11 full-service fixed bus routes, microtransit, and paratransit services to the City of Green Bay, the City of De Pere, the Village of Ashwaubenon, the Village of Allouez, and the Village of Bellevue, thereby enabling people to access the different parts of the Green Bay Metro service area.

Transit users rely on the transportation system for several different reasons, with bus stops playing a key role in the passenger's journey. However, access to and from bus stops via a sidewalk or other walkway is just as important as the bus route. For many people, especially those with disabilities, a lack of an accessible route to a bus stop or a bus stop with insufficient facilities often represents a weak link in the system and can deter and sometimes effectively prevent the use of the transit system. In recent years, Green Bay Metro has been working to minimize physical barriers at bus stops working with other transportation agencies to include bus bays in road reconstruction projects. This type of improvement helps improve the boarding and alighting area which often acts as a barrier at bus stops.



The spacing and placement of bus stops on a route within the Green Bay Metro system can also generate another barrier to the rider. A greater distance between bus stops results in a reduced number of potential occurrences of deceleration/acceleration and therefore has the

possibility to reduce the overall operating time of the route enough to provide customers with a more rapid ride. However, the disadvantage to having a greater distance between bus stops is that some customers will be required to walk further to the nearest stop and may find this inconvenience enough of a deterrent to choose another transit option or even a physical limitation that prevents them from being able to ride. While this study limits the number of proposed stop removals, it is recommended that Green Bay Metro continue to review GFI boarding numbers to determine if further stops can be removed from their associated route.

This study includes an inventory of all bus stops and their immediate amenities throughout the Green Bay Metro Transit system. The study also identifies current ridership levels at each bus stop based on the number of boardings. These aspects allowed each bus stop to be reviewed and assessed for accessibility improvements.

# Project Goals and Objectives

## Project Goal

This project will offer recommendations to improve Green Bay Metro bus stops and further expand fixed route accessibility enabling more people to access the bus through safe, convenient, and more accessible bus stop designs.

## Objectives

- Verify current bus stop locations
- Perform a bus stop facility inventory
  - Identify ADA accessibility features that are associated with each bus stop
  - Collect images and assess the overall conditions of the bus stop
- Collect ridership/boarding data from Green Bay Metro
  - Identify the number of boardings for the month of September 2022

The data collection period consisted of 25 days when bus services were active
- Address any barriers at or around bus stops and make appropriate recommendations to improve the stops overall accessibility.

## Method

Transit systems are always evolving to keep up with technological advancements and rider needs. Technology has allowed for the rapid deployment of mass amounts of information. Its ease of access appeals to Green Bay Metro staff, other agencies associated with Green Bay Metro, and the patrons using the transit system. Transit users are looking for real-time information associated with their trips. Through sophisticated transit software coupled with Global Positioning System (GPS) devices, transit users can gather these data and have the data delivered instantly to a mobile device. The same transit software coupled with GPS devices enables transit agencies to gather geographic data such as where boardings are occurring or if a bus is behind schedule.

The data collected for this study are summarized in the following section.

### **Bus Route and Bus Stop Data**

The bus route and bus stop data collection effort consisted of verifying current bus routes and bus stop locations as well as verifying where sidewalks exist. The data associated with the bus routes and the sidewalks are maintained by the Brown County Land Information Office, while the bus stop locations are maintained by Green Bay Metro.

The bus stop dataset that is maintained by Green Bay Metro was merged with the bus route and sidewalk datasets to complete the analysis for this study. The data merger assisted in the development of the maps and other graphics used in the study.

### **Ridership/Boarding Data**

This study is designed around collecting ridership/boarding data for each bus stop. Ridership/boarding data are collected through the farebox on each bus, and the data are subsequently downloaded into a farebox management software called GFI. To use the ridership/boarding data, a report must be created for the intended study period to produce a list of boardings at each stop.

Ridership/boarding data was collected in September 2022. Sampling ridership data in September allowed for the maximum number of riders to be surveyed as schools were in session. Green Bay Metro buses were active for a total of 25 days out of the month as the buses do not run on Sundays.

## **Accessibility**

Accessibility is an important aspect of any public facility whether it is a park, a building, or in this case, a bus stop. Providing a transit system where all bus stops are accessible is difficult for any transit agency. The majority of transit agencies must cooperate with multiple municipalities to achieve the desired level of accessibility at and around transit stops. Municipalities often have different sidewalk installation and other policies which can lead to different levels of accessibility across a transit system. This could potentially affect ridership and revenue for routes that have less accessibility. For this reason, a broader focus on accessibility is important to ensure that all agencies that have a role in providing transportation facilities are knowledgeable of the benefits of accessibility for transit users and the community.

This broader focus results in multiple entities having a role in providing accessibility improvements. Green Bay Metro is responsible for the bus stops and the improvements at the stops. Additional improvements within the right-of-way are the responsibility of the entity that has jurisdiction over the right-of-way. The fact that multiple agencies can play a role in accessibility can result in difficult situations. These difficulties can be overcome through cooperation and creative thinking by all parties involved in locating and designing accessibility features of bus stops. Along with the many physical benefits of providing accessibility features at a bus stop, additional benefits can be experienced in the form of reducing the overall number of paratransit trips, thereby reducing paratransit expenditures.

### **Current Accessibility of Green Bay Metro Bus Stops**

Green Bay Metro currently has 486 bus stops serving 11 fixed routes. Twelve of these stops occur at the Metro Transportation Center and were removed from the system analysis. Of the remaining 474 stops, only 222 provide a firm stable surface with connections from the street to the sidewalk/path. Such firm and stable surfaces that connect to pedestrian paths or walkways are often necessary for individuals with disabilities. Thus, those stops that do not have these features must be assessed based on current ridership/boardings to determine if sidewalk connection installations should be a priority for Green Bay Metro and the affected jurisdictions.



Bus Stop #892 located on Humboldt Road providing sidewalk-to-street hard surface



Bus Stop #908 located on Nicolet Drive without sidewalk-to-street hard surface

## Route-by-Route Analysis

This chapter of the bus stop study is broken into three sections. The first section summarizes each route's current status, which includes a general route description and the route's hours of operation. Additional information is provided to help summarize a route's current performance as it relates to the other routes in the transit system.

The second section provides a summary of the ridership/boarding data that were collected over the course of September 2022. Based on the ridership/boarding activity, recommendations may include combing stops, eliminating stops, or studying the area further.

The third section of the Route-by-Route Analysis includes a broad assessment of accessibility for each route. For this section, bus stop boardings were used in conjunction with the current sidewalk locations to determine if any bus stops that had high ridership were inaccessible from a pedestrian walkway. Additional accessibility recommendations are included in this section as well.

The final section includes a summary of recommendations that are route specific. These recommendations generally pertain to bus stops that exceeded a median of 20 or greater monthly boardings. Additional recommendations included in this section pertain to sidewalk installation and other improvements that will help improve bus patrons' ability to access bus stops.

## **Route 1**

**Route Description:** Route 1 (Pink) is a north-south route that utilizes South Webster Avenue, East Mason Street, and Bellevue Street as the primary roads. It shares many stops with its sister route, Route 5 (Yellow). Service is provided hourly on weekdays between 5:15 am and 6:45 pm and hourly on Saturdays from 8:15 am to 1:45 pm.



**Ridership/Boarding Summary:** There was a total of 3,520 boardings across the entire route during the study period. Three stops had greater than 200 boardings including Stop #383 at the corner of Webster Avenue and Crooks Street, Stop #1985 at the corner of Kingston Terrace and Princeton Place, and Stop #1413 at the corner of Webster Avenue and Cherry Street.

- Across the entire route, inbound bus stops had greater boardings than outbound stops. This is especially evident on Webster Avenue where inbound stop boardings totals ranged from 58 to 247 while their counterparts ranged from 1 to 33 boardings. This could indicate that riders frequently use this route to connect to the Transit Center and subsequently other routes.
- Bus Stop #383 had the greatest number of boardings with 247, averaging 9.88 boardings per day. This bus stop acts as a main boarding location for many people living in the adjacent apartments. Due to the high number of boardings, additional amenities at this stop would be beneficial for the riders. Green Bay Metro could coordinate with the apartment management to investigate improvements for the stop.
- Stop #1985 was second with the number of boardings with 218, averaging 8.72 boardings per day. Similar to Stop #383, this stop is located near multiple apartment complexes. It is also the most southern bus stop on the route.
- Bus stops #1975, #2389, and #2390 all had a total of zero boardings. Each of these stops are exclusive to Route 1, not sharing boardings with Route 5. Further studies may be necessary, but their inactivity could indicate future removal.



**Accessibility Summary:** The percentage of bus stops that have sidewalk access along Route 1 is above the system average, with only two stops on the route not having sidewalk access. However, of the stops with sidewalk access, only 18 had direct access from the sidewalk to the street. Such stops with direct access either have their sidewalk buttressing the road or a concrete pad connecting the sidewalk to the street.

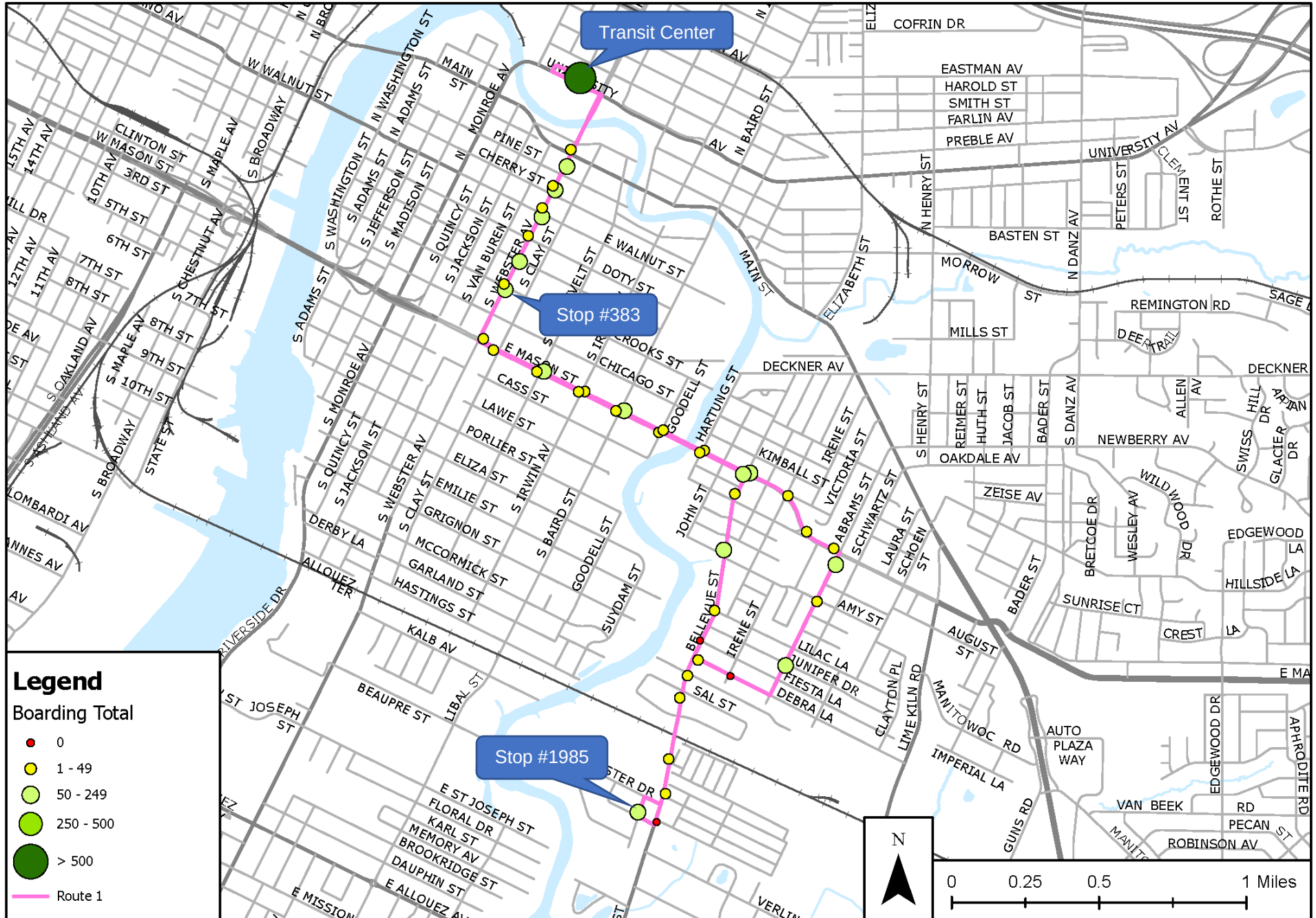
| <b>Bus Stops with Sidewalk Access - Route 1</b> |            |                  |
|-------------------------------------------------|------------|------------------|
|                                                 | Total      | Percent of total |
| <b>Total Bus Stops</b>                          | <b>486</b> |                  |
| <i>Sidewalk yes</i>                             | 433        | 89.1%            |
| <i>Sidewalk no</i>                              | 53         | 10.9%            |
| <i>Access to Street yes</i>                     | 243        | 50%              |
| <i>Access to Street no</i>                      | 243        | 50%              |
| <b>Route 1 Bus Stops</b>                        | <b>43</b>  |                  |
| <i>Sidewalk yes</i>                             | 41         | 95.3%            |
| <i>Sidewalk no</i>                              | 2          | 4.7%             |
| <i>Access to Street yes</i>                     | 18         | 41.9%            |
| <i>Access to Street no</i>                      | 25         | 58.1%            |

#### **General Route Recommendations:**

- Based on the boarding activity at bus stops #383, #384, #385, and #1413 on Webster Avenue, the installation of shelters and a hard surface connecting to the street from the sidewalk would enhance many patrons' experiences. Working with the City of Green Bay, Green Bay Metro should pursue installation. Stop #383 being located in front of a large apartment complex would provide a great location to add in addition to street access a bench and shelter.
- Bus stop #1985 is the most used stop exclusive to Route 1 but has no stop amenities. Partnering with the apartment complex, Green Bay Metro could implement a concrete pad with shelter and bench that connects with the sidewalks already provided by the apartment complex that provides access to the street.



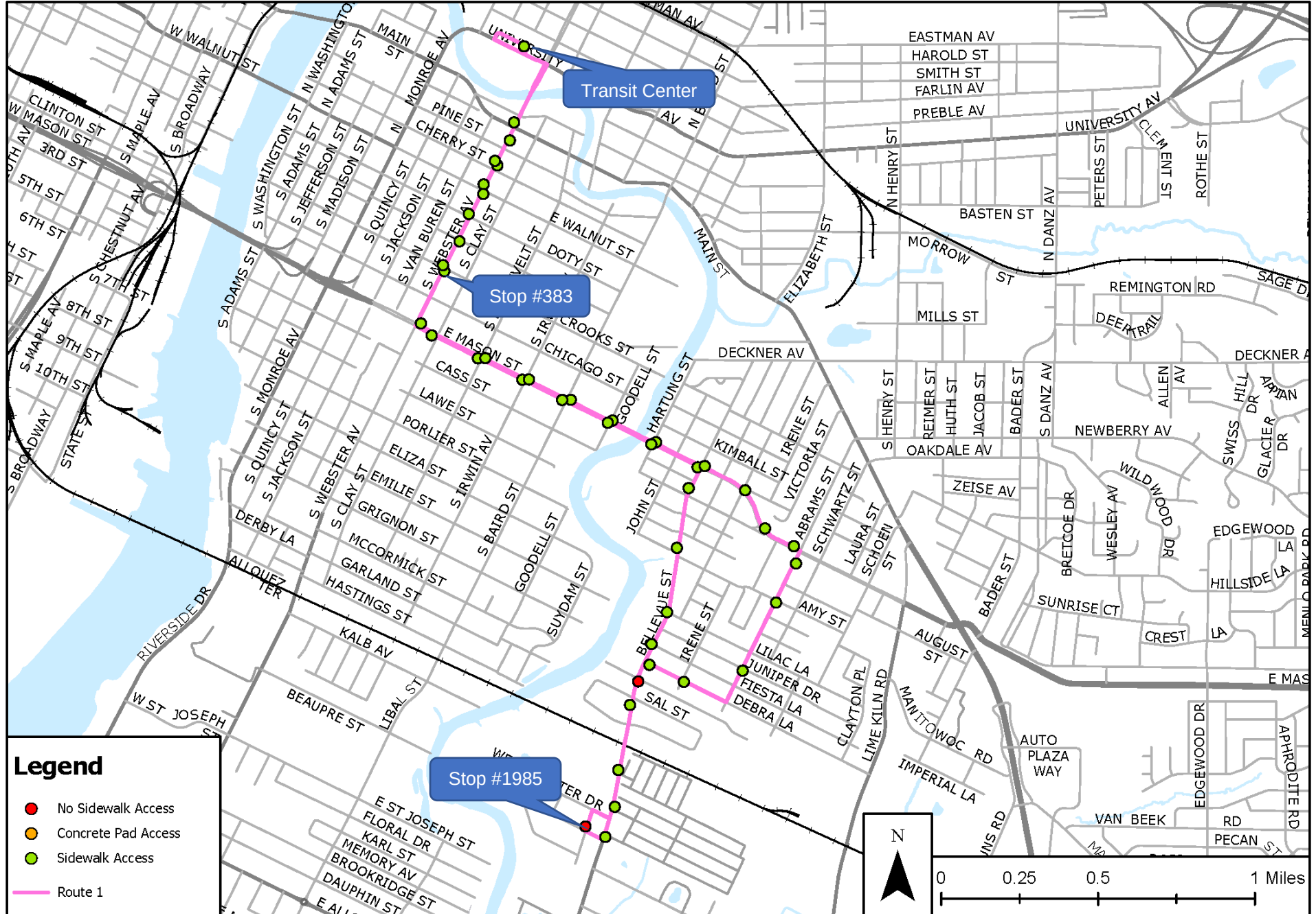
## Route 1 Pink





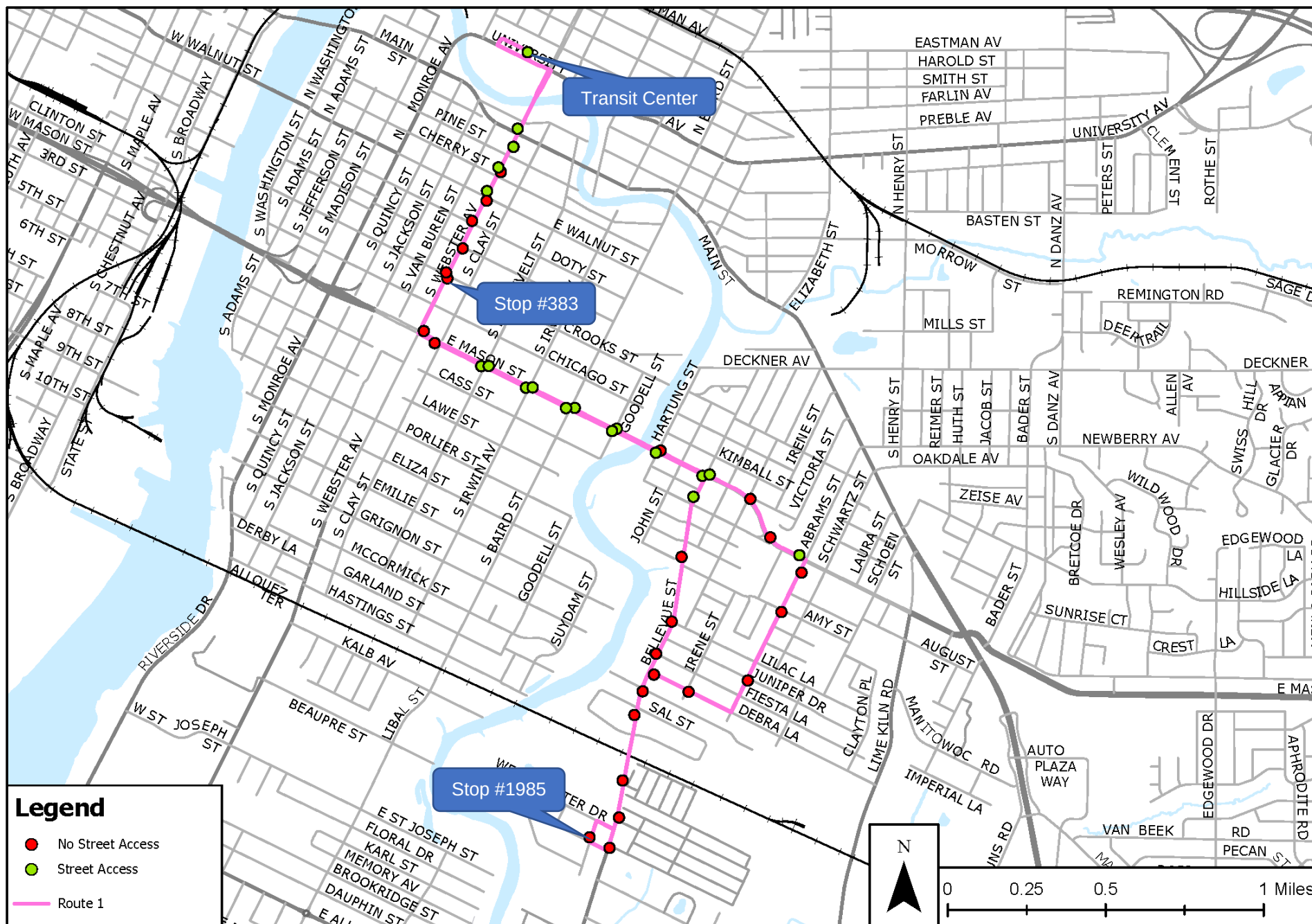
# Bus Stops with Sidewalk Access

## Route 1 Pink

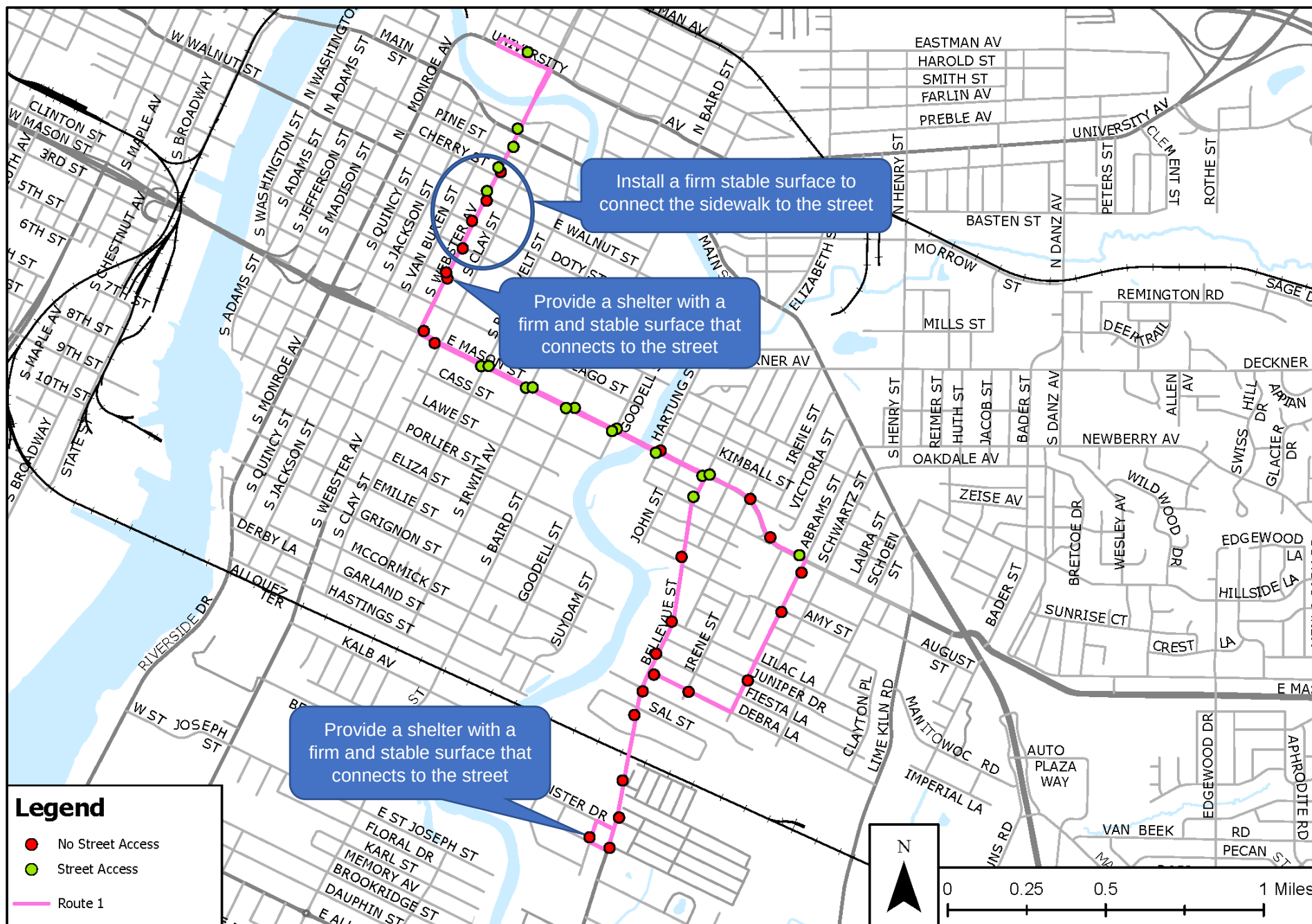




## Route 1 Pink







## **Route 2**

**Route Description:** Route 2 (Orange) is a looping route that provides service to establishments on Green Bay's near-east side such as St. Vincent De Paul & Paul's Pantry and the American Red Cross. The route also services the Green Bay Wildlife Sanctuary upon request. Service is provided every half hour on weekdays and Saturdays. Weekday service is from 5:15 am to 6:45 pm while Saturday service is provided from 7:45 am to 1:45 pm.



**Ridership/Boarding Summary:** Over the study period, buses on Route 2 provided rides to 5,374 Green Bay Metro patrons. Four stops had greater than 200 boardings including Stop #114 on Webster Avenue, Stop #1201 on the corner of Danz and Preble Avenue, Stop #1206 on Danz Ave and Van Deuren Street, and Stop #1230 on Deckner Avenue.

- Bus stop #1230 had the most amount of boardings on Route 2 with 826 boardings. The stop is well-located providing access for patrons to the Red Cross, Preble High School, and multiple apartment complexes.
- Multiple stops along Danz Avenue saw high to moderate boardings. Stop #1201 was the second most boarded stop with 341 boardings and stop #1206 was the fourth most with 209 boardings. Both of these stops are located near commercial buildings and are relatively close to several medium-density residential buildings that are within walking distance.
- Bus stop #114 adjacent to Paul's Pantry and St. Vincent De Paul had the third most boardings on the route with 331. The stop provides an ideal example for high-use bus stops being outfitted with a concrete pad, a bus shelter, and an accessible path from the sidewalk to the curb.

**Accessibility Summary:** Route 2 ranked second to last for the percentage of bus stops having sidewalk access. The bus stops on the north side of Eastman Avenue and the east side of North Irwin Avenue do not have direct sidewalk access. At these stops, boardings ranged from 47 to 141. Less than half of all stops on the route do not have a direct or stable platform connecting the sidewalk to the street, but improvements could be made to provide better access to these stops.

| <b>Bus Stops with Sidewalk Access - Route 2</b> |            |                  |
|-------------------------------------------------|------------|------------------|
|                                                 | Total      | Percent of total |
| <b>Total Bus Stops</b>                          | <b>486</b> |                  |
| <i>Sidewalk yes</i>                             | 433        | 89.1%            |
| <i>Sidewalk no</i>                              | 53         | 10.9%            |
| <i>Access to Street yes</i>                     | 243        | 50%              |
| <i>Access to Street no</i>                      | 243        | 50%              |
| <b>Route 2 Bus Stops</b>                        | <b>34</b>  |                  |
| <i>Sidewalk yes</i>                             | 28         | 82.4%            |
| <i>Sidewalk no</i>                              | 6          | 17.6%            |
| <i>Access to Street yes</i>                     | 16         | 47.1%            |
| <i>Access to Street no</i>                      | 18         | 52.9%            |

#### **General Route Recommendations:**

- Bus stop #1230 had the highest number of boardings for Route 2 but provides no amenities for the riders. Implementing a hard surface connecting the street to the sidewalk would be a simple action due to the small grass boulevard between the two. However, implementing a shelter and/or bench may be difficult as the necessary space required is on private property. Reaching out to the Atonement Lutheran Church would be necessary for such amenities.
- Similar to the previous stop, bus stop #1201 has a small grass boulevard between the street and the sidewalk that could be connected for the benefit of GBM riders. Having the second most boardings on Route 2 it also may be beneficial to have a shelter or bench, but again this would require acquiring private property from a private citizen.
- Bus stops located on Irwin Avenue north of Eastman Avenue do not have a sidewalk or street access. However, the City of Green Bay proposed sidewalks along Irwin Ave in 2019. Green Bay Metro should work with the city to provide sidewalk-to-street access at bus stops when the new sidewalk is being installed on Irwin Ave.

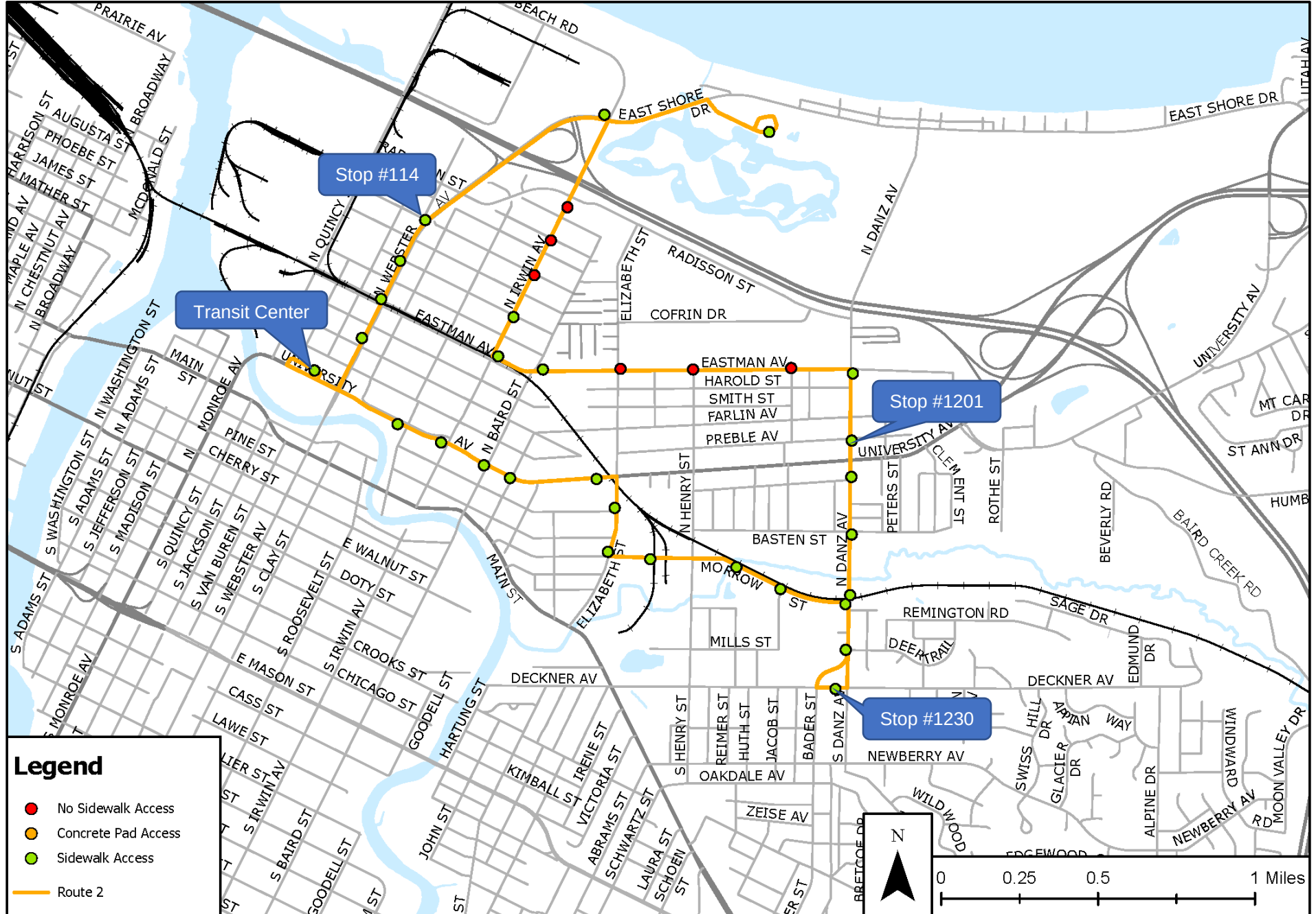






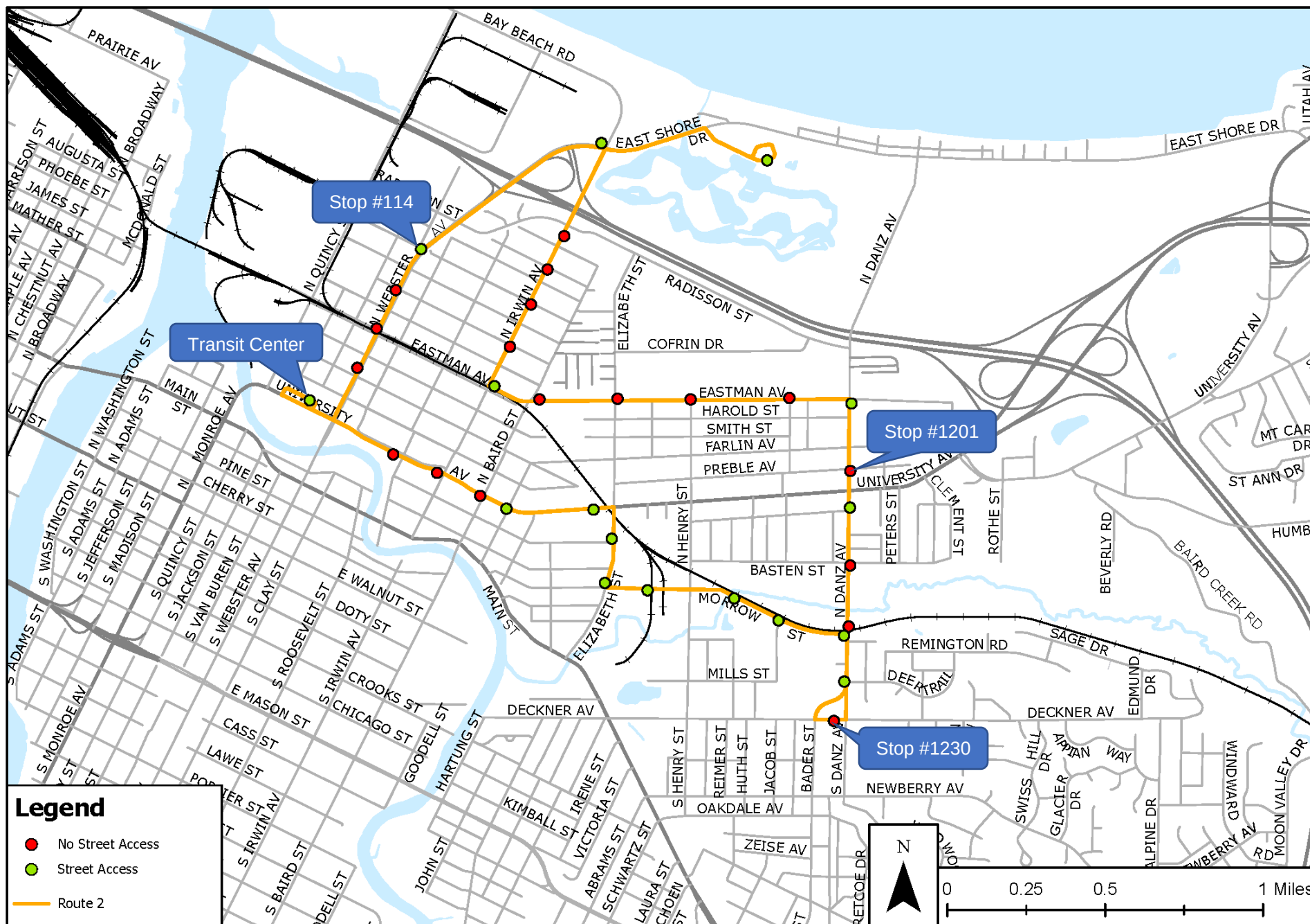
# Bus Stops with Sidewalk Access

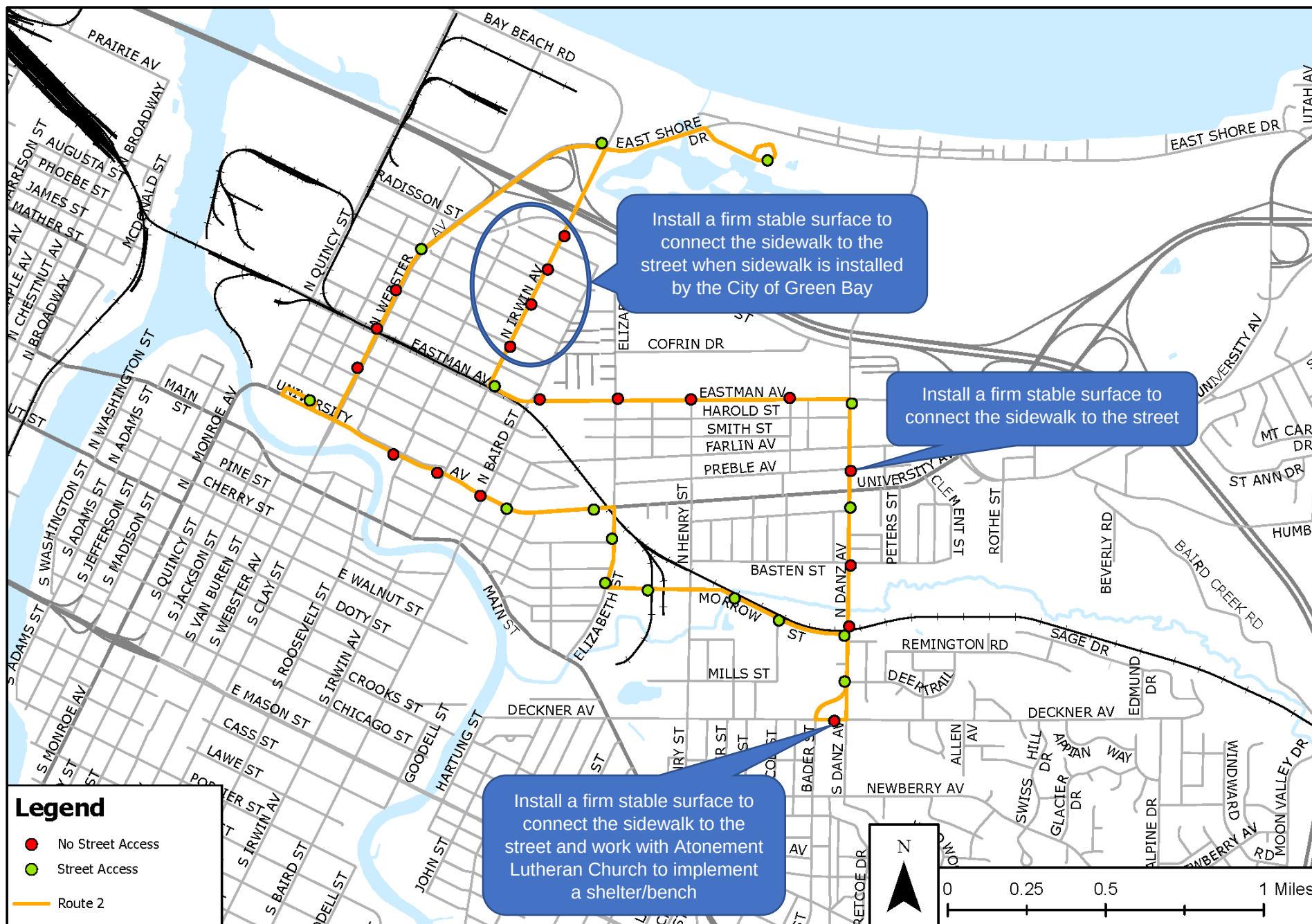
# Route 2 Orange





## Route 2 Orange





### **Route 3**

**Route Description:** Route 3 (Silver) is a looping route that runs counterclockwise that provides services to various non-profit organizations, employers, and multiple high-density residential complexes on the west side of Green Bay. Service is provided every half-hour on weekdays from 5:45 am to 6:45 pm and hourly on Saturdays from 8:15 am to 1:45 pm. This route also provides service to ASPIRO–Stiles Road site on weekdays at 8:31 am, 12:31 pm, and 3:31 pm.



**Ridership/Boarding Summary:** The boarding total for Route 3 over the survey period was 3,855. Three bus stops had greater than 200 boardings including Stop #2253 on North Broadway, Stop #2415 on Thomas Street, and Stop #2420 at the corner of Mather Street and Chestnut Avenue.

- Bus Stop #2253 had the greatest number of boardings with 388, averaging 15.52 boardings per day. This stop is located near the NEW Community Shelter, a non-profit emergency shelter serving Brown County area residents. Being cash-strapped many of the shelter’s beneficiaries turn to Green Bay Metro for their transportation needs. Thus, this stop is one of the most important managed by Green Bay Metro and an example of a well-constructed stop with a shelter, bench, and an accessible path from the curb to the sidewalk.
- Stops #2415, #1618, and #2416 had higher-than-average boardings compared to other bus stops that service this route. The higher boardings are likely due to the higher-density residential developments in the immediate area. However, while these stops have sidewalks, they don’t provide riders with a hard surface connecting the sidewalk to the street.
- Bus stops #1096 and #1964 on Mather Street had higher levels of boarding compared to surrounding bus stops due to the proximity of the Salvation Army. Stop #1964 is provided with a bus shelter and access to the street, while stop #1096 has street access but no shelter.

**Accessibility Summary:** All bus stops located on Route 3 have sidewalk access. However, only fourteen bus stops have direct access to the street from the sidewalk, with the majority of stops with access being located in the downtown area. Improvements could be made to the outer bus stops that saw increased boardings.

| <b>Bus Stops with Sidewalk Access - Route 3</b> |            |                  |
|-------------------------------------------------|------------|------------------|
|                                                 | Total      | Percent of total |
| <b>Total Bus Stops</b>                          | <b>486</b> |                  |
| <i>Sidewalk yes</i>                             | 433        | 89.1%            |
| <i>Sidewalk no</i>                              | 53         | 10.9%            |
| <i>Access to Street yes</i>                     | 243        | 50%              |
| <i>Access to Street no</i>                      | 243        | 50%              |
| <b>Route 3 Bus Stops</b>                        | <b>37</b>  |                  |
| <i>Sidewalk yes</i>                             | 37         | 100%             |
| <i>Sidewalk no</i>                              | 0          | 0%               |
| <i>Access to Street yes</i>                     | 14         | 37.8%            |
| <i>Access to Street no</i>                      | 23         | 62.2%            |

#### **General Route Recommendations:**

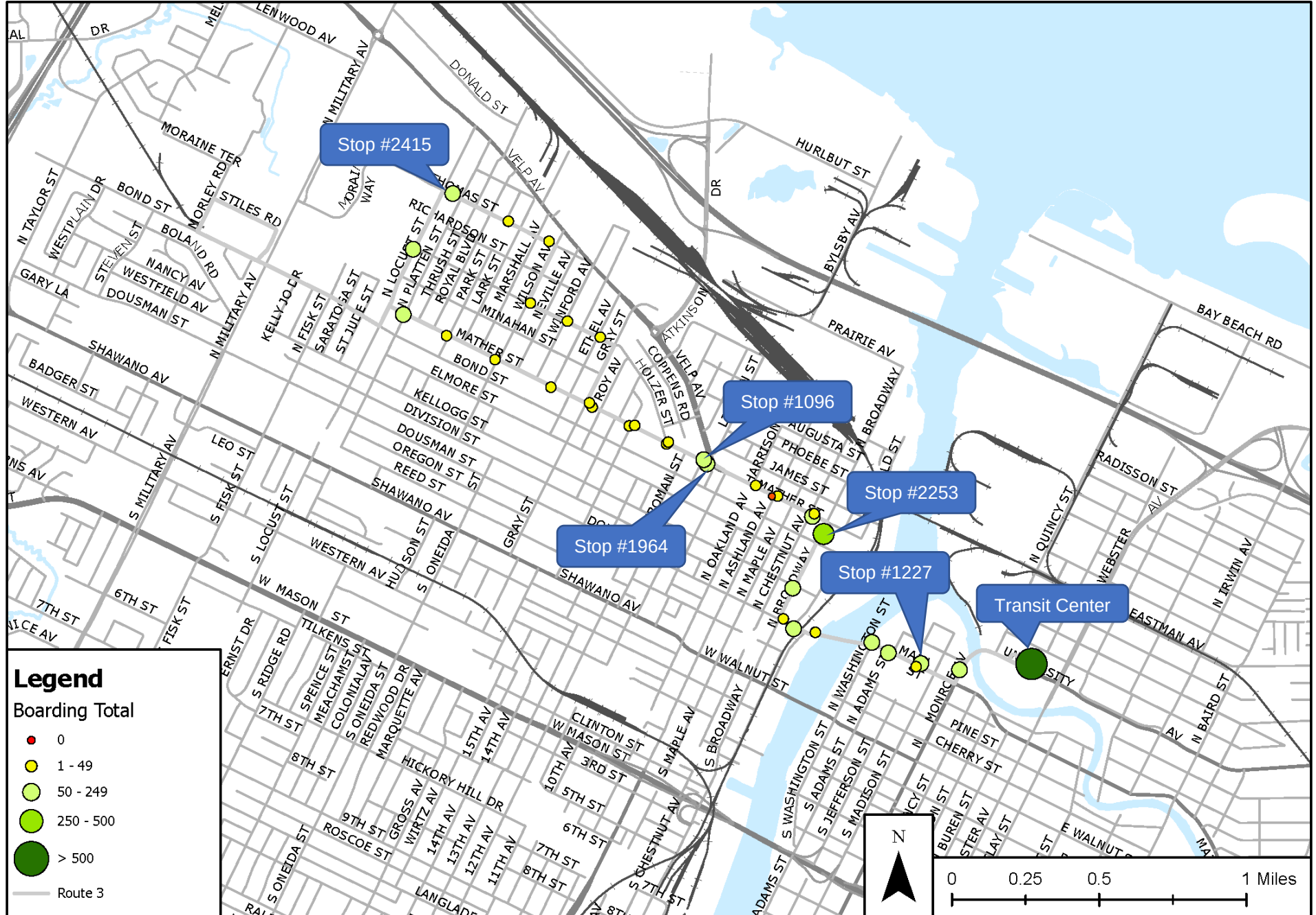
- Increasing the number of bus stops with access to the street from the sidewalk would be beneficial to multiple bus stops on Route 3. The bus stops with greater than 50 boardings exclusive to Route 3 that currently don't have access to the street include Stop #2415, #1618, and #2416.
- Another bus stop that has greater than 50 boardings but no street access is Stop #1227. Just west of the current location of this stop is a concrete hard surface that connects the sidewalk to the street. Moving the bus stop to this location would provide great access for the riders, of both Route 3 and 4. However, at the location, there is no pole or place to hang the bus sign and would require a post to be installed.





# Bus Stop Boardings for September 2022

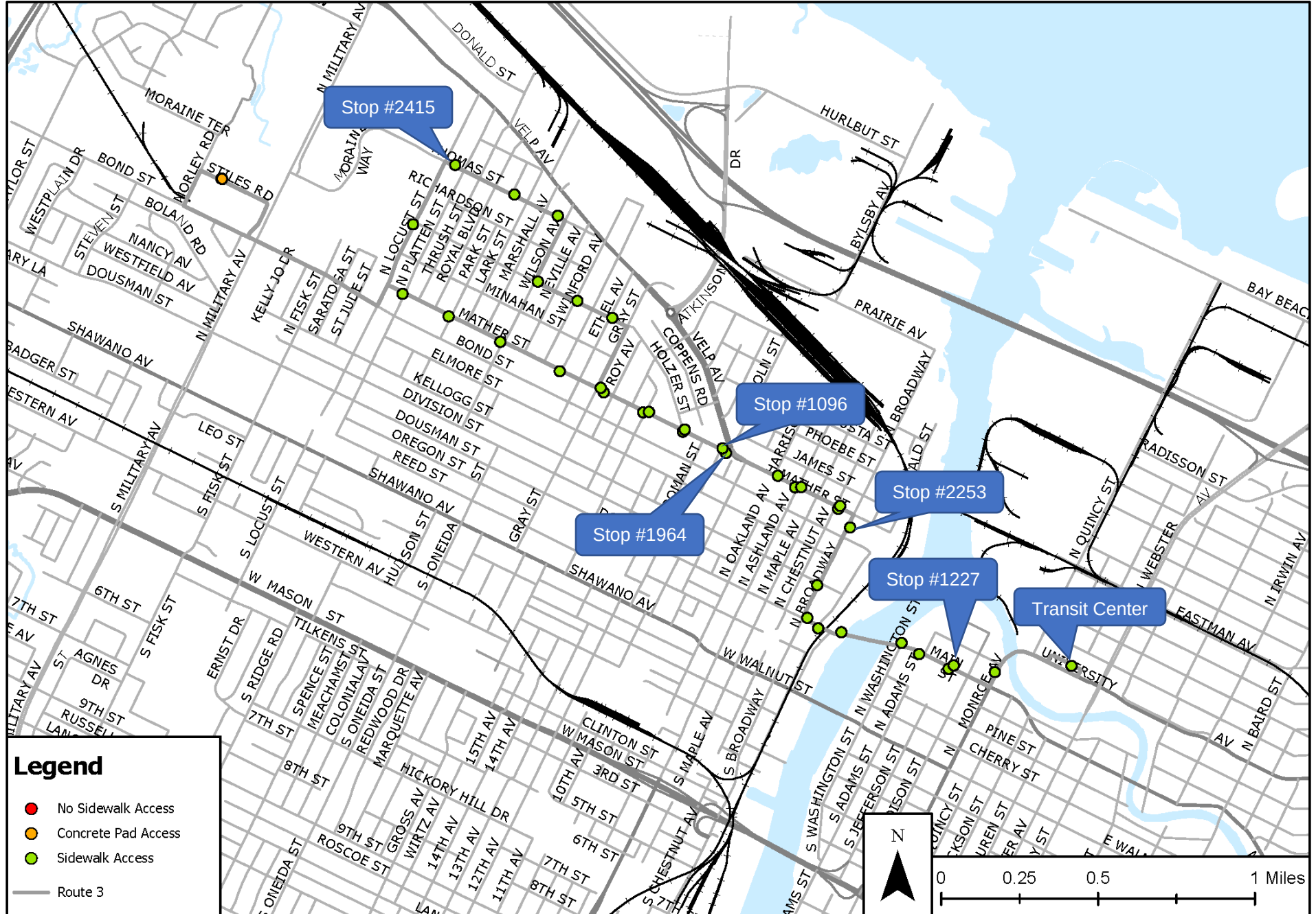
## Route 3 Silver





# Bus Stops with Sidewalk Access

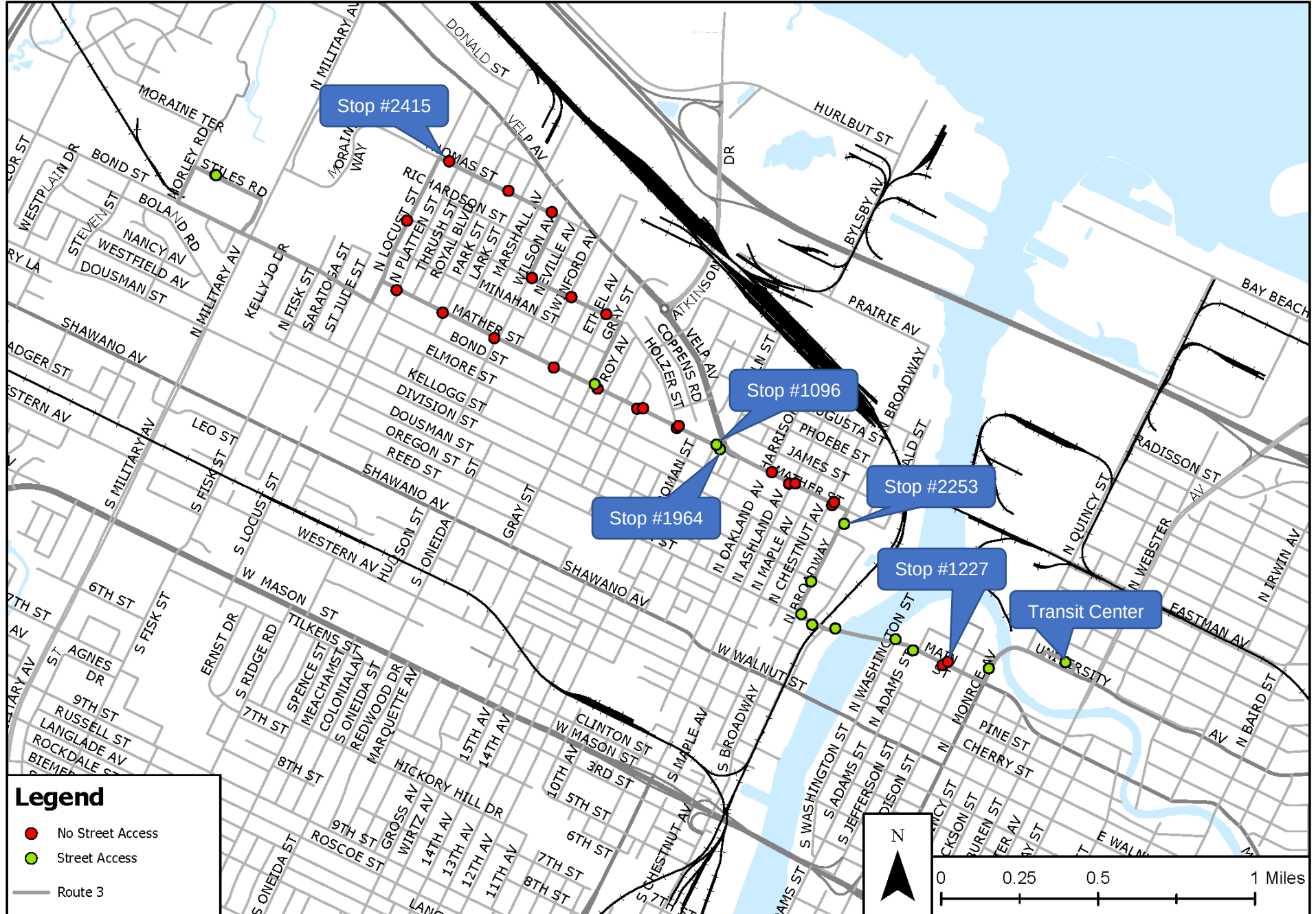
## Route 3 Silver





# Bus Stops with Street Access

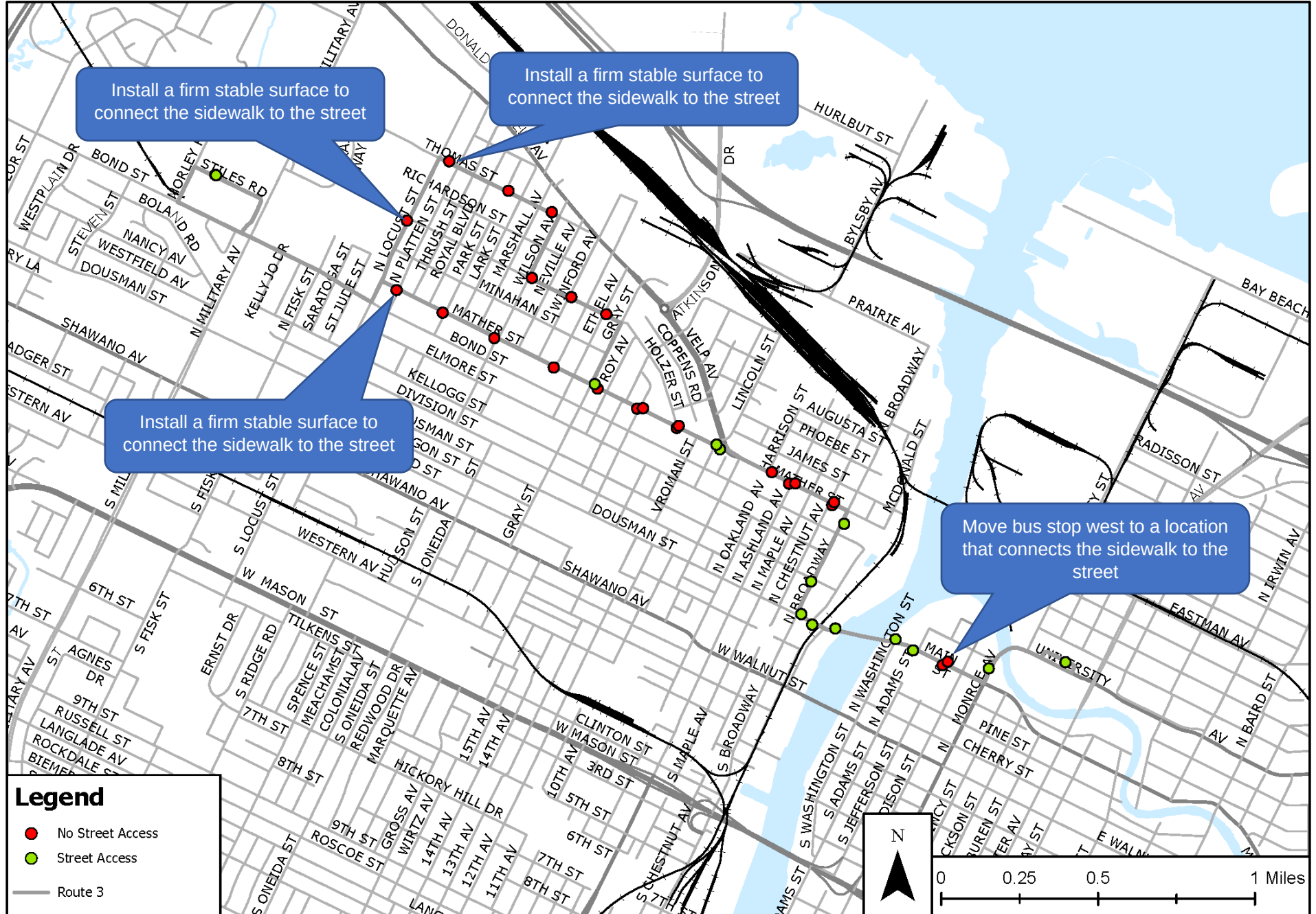
## Route 3 Silver







# Street Access and Bus Stop Recommendations Route 3 Silver



## **Route 4**

**Route Description:** Route 4 (Blue) is an east-west looping route that runs primarily on Dousman Street and Shawano Avenue in a clockwise manner. The majority of the route is located a few blocks south of Route 3 and also shares seven bus stops with Route 3 before Broadway Street. Service is provided every half-hour on weekdays between 5:45 am to 6:45 pm and hourly on Saturdays from 7:45 am to 1:15 pm.



**Ridership/Boarding Summary:** Route 4 has the third most boardings of the eleven routes with 6,720 total boardings over the study period. Five stops had greater than 200 boardings including Stop #209 at the corner of Shawano Avenue and O'Brien Street, Stop #218 on Shawano Ave and Siegler Street, Stop #1302 on Shawano Ave and Alfran Street, Stop #2017 on Dousman Street and Northern Avenue, and Stop #2070 on the corner of Dousman Street and Chestnut Avenue.

- Bus Stop #218 was the most used bus stop on Route 4 with 508 boardings, averaging 20.32 per day. Located in front of the naturally busy St. Mary's Hospital the stop acts as a public option for both medical personnel and patients. It is also located near a nursing home to the west and a large apartment complex to the east. The stop itself has all recommended amenities for the large number of boardings at the stop.
- Another heavily used bus stop is Stop #2070, located on Dousman Street across from the Fort Howard Elementary School. It is also located among several commercial businesses, a popular destination for many Green Bay residents. For riders, the stop offers a firm stable surface and bench, and a future shelter may be valuable.
- Stop #2017 on Dousman Street and Stop #209 on Shawano Avenue both had significant boardings. These stops straddle Green Bay West High School and are likely heavily used by the high school's students. Students whose homes are to the west would board the bus on the Shawano Ave stop while the students who live to the east would take the Dousman Street stop as the route runs in a clockwise manner.

- Multiple bus stops on this route had less than two boardings per day but were located within a block of a higher-used bus stop. Thus, it may be reasonable to remove these lesser-used stops. Detailed recommendations for these bus stops can be found in the Bus Stop Recommendations section.

**Accessibility Summary:** Route 4 is similar to Route 3 in that 100% of bus stops have sidewalk access, which is well above the system average. Of all the bus stops, 63.2% had direct access to the street. Importantly, the stops located in front of the St. Mary's Hospital and ASPIRO have direct access to the street from the sidewalk as many of the riders may have a disability limiting their movement.

| <b>Bus Stops with Sidewalk Access - Route 4</b> |            |                  |
|-------------------------------------------------|------------|------------------|
|                                                 | Total      | Percent of total |
| <b>Total Bus Stops</b>                          | <b>486</b> |                  |
| <i>Sidewalk yes</i>                             | 433        | 89.1%            |
| <i>Sidewalk no</i>                              | 53         | 10.9%            |
| <i>Access to Street yes</i>                     | 243        | 50%              |
| <i>Access to Street no</i>                      | 243        | 50%              |
| <b>Route 4 Bus Stops</b>                        | <b>38</b>  |                  |
| <i>Sidewalk yes</i>                             | 38         | 100%             |
| <i>Sidewalk no</i>                              | 0          | 0%               |
| <i>Access to Street yes</i>                     | 24         | 63.2%            |
| <i>Access to Street no</i>                      | 14         | 36.8%            |

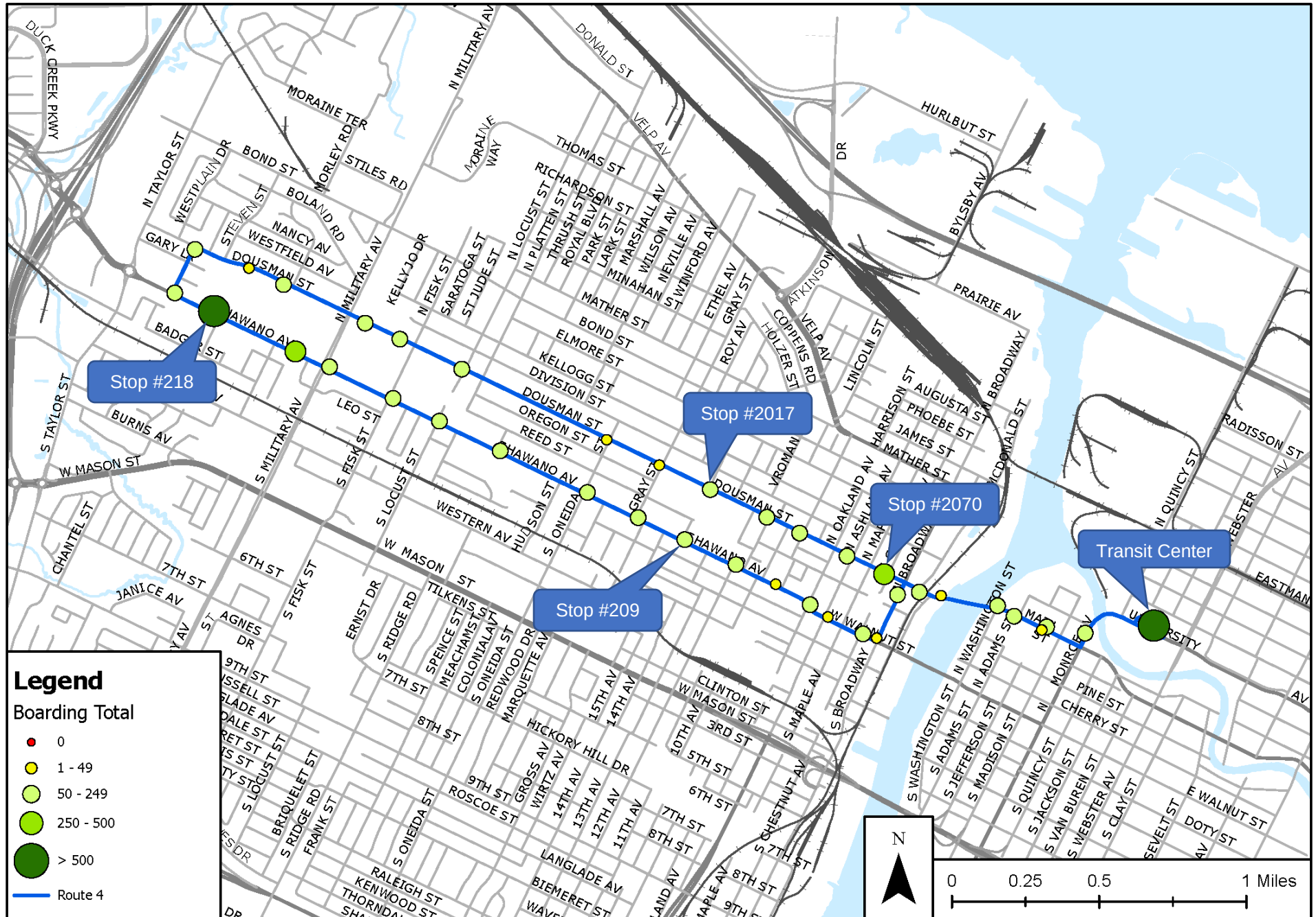
#### **General Route Recommendations:**

- Route 4 has multiple bus stops in localized areas that could be condensed into a single stop. Stop #1320 located on Dousman Street had a total of five boardings over the study period. Stop #1320 is only located a block west of Stop #226 which additionally provides a shelter, bench, and access to the street. Removing Stop #1320 would be reasonable.
- A similar action could be taken with Stop #203, which had a total of 45 boardings over the study period. Located on the same block as the more popular Stop #1395 (having 144 boardings), removing Stop #203 may also be reasonable.



# Bus Stop Boardings for September 2022

## Route 4 Blue



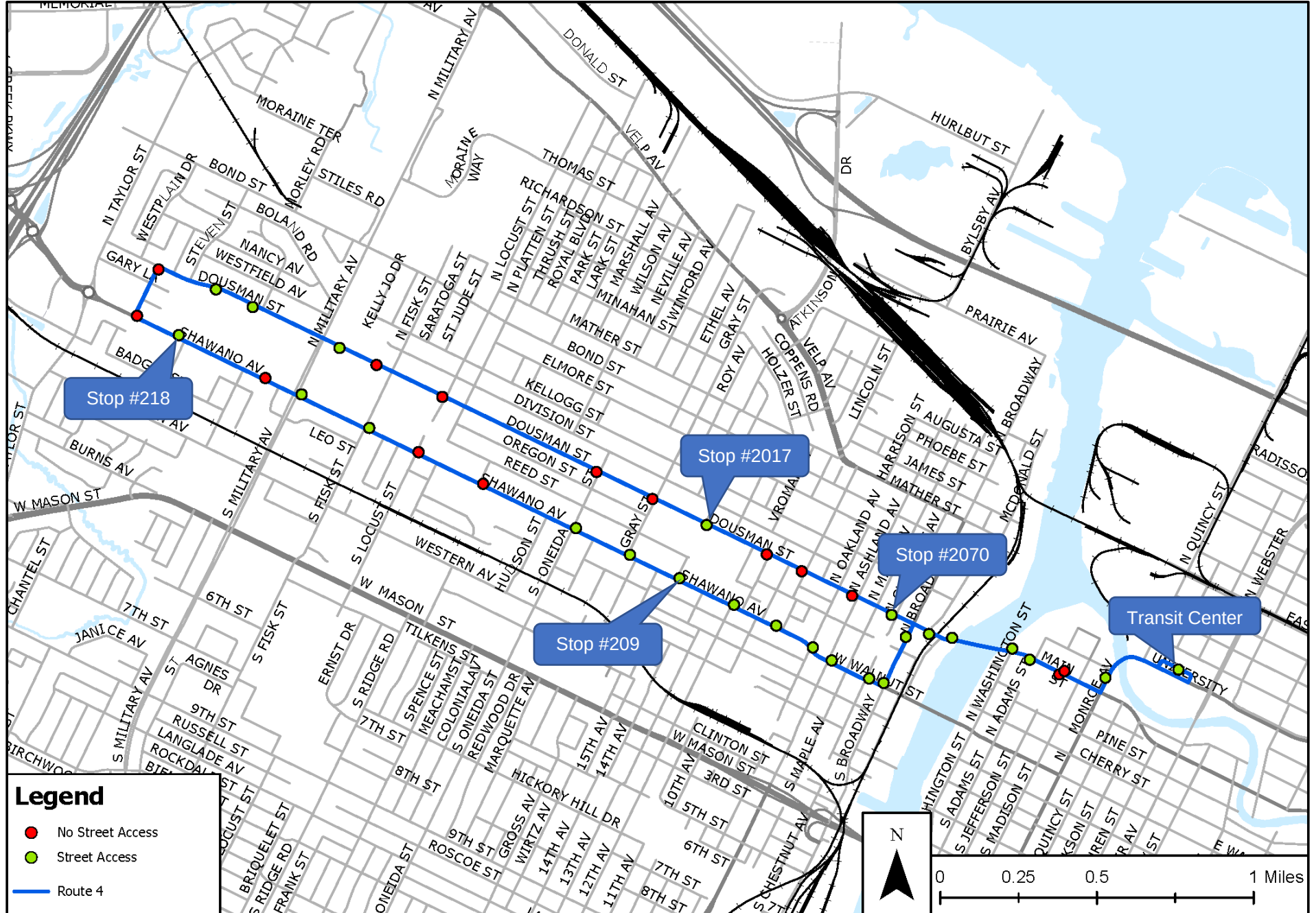






# Bus Stops with Street Access

## Route 4 Blue

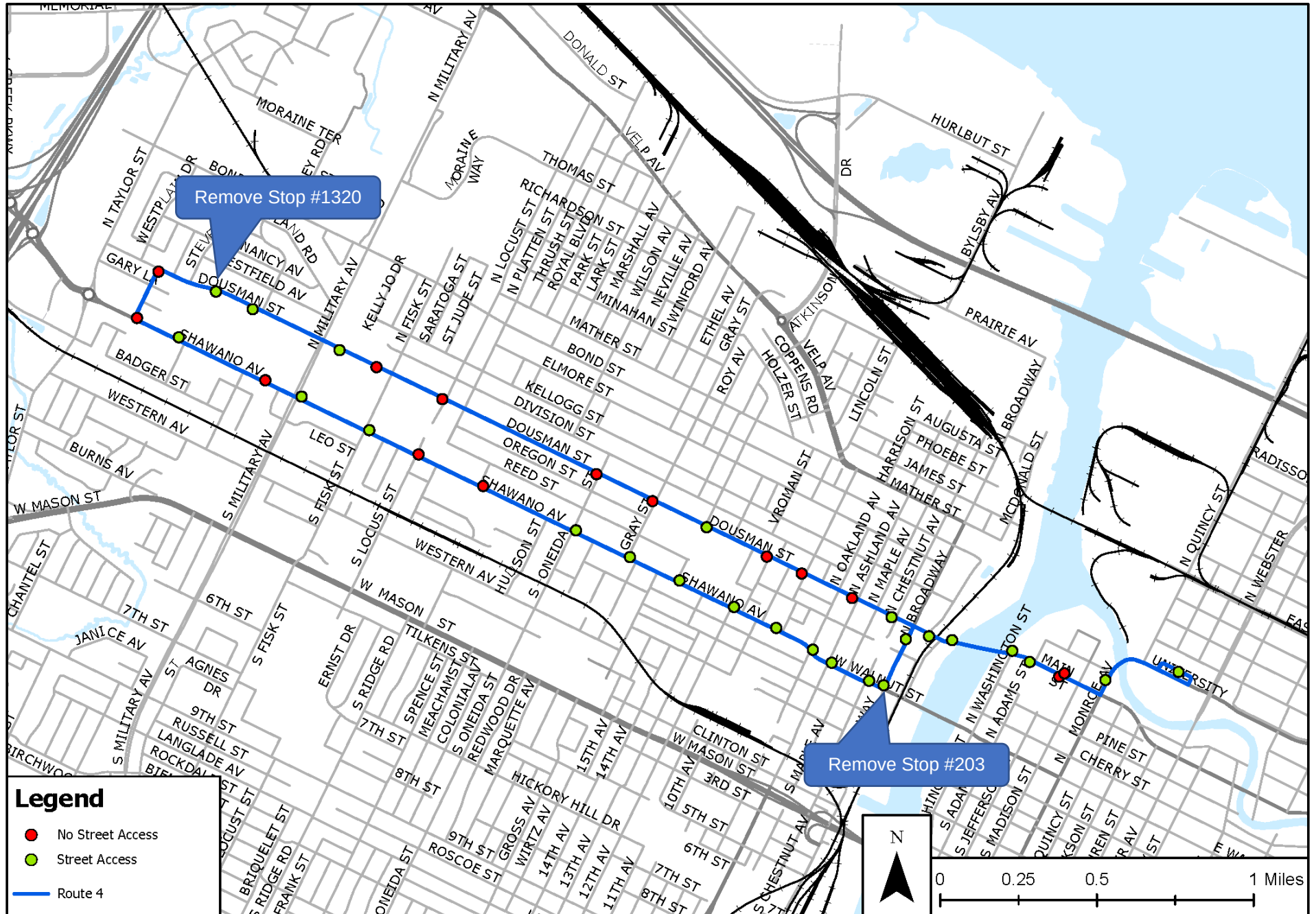






# Street Access and Bus Stop Recommendations

## Route 4 Blue



## **Route 5**

**Route Description:** Route 5 (Yellow) is the sister route to Route 1 (Pink) and shares 29 bus stops not including the Green Bay Metro Transit Center. The route provides access to the JBS Food Processing Plant and the Salvation Army Ray and Joan Kroc Crops Community Center. Service is provided hourly on weekdays between 5:45 am to 6:15 pm and hourly on Saturdays from 7:45 am to 1:15 pm.



**Ridership/Boarding Summary:** Route 5 was the least used route provided by Green Bay Metro with only 3,437 boardings across the study period. The nine bus stops exclusive to Route 5 were located in a looping section of the route consisting of East Mason Street, Lime Kiln Road, Debra Lane, and Abrams Street. None of the exclusive stops had greater than 200 boardings, but no stops had zero total boardings.

- Stop #2185 was the most used stop exclusive to Route 5 with 143 boardings. The higher boarding rate is likely the result of the stop being located in front of an apartment complex. The surrounding area also has multiple apartment complexes, but other route bus stops provide closer access to the Green Bay Metro system.
- A bus stop that is shared with both Route 1 and Route 5 with a high number of boardings was Stop #2411 with 125 boardings. This stop is located near a Kwik Trip convenience store while on the other side of Abrams Street is an apartment complex with multiple large apartment buildings.

**Accessibility Summary:** All bus stops on Route 5 have access to sidewalks including the nine exclusive bus stops. However, of all the bus stops on Route 5, only 20 have direct access to the street from the sidewalk. Of those 20 bus stops, only three are stops not shared with Route 1.

| <b>Bus Stops with Sidewalk Access - Route 5</b> |            |                  |
|-------------------------------------------------|------------|------------------|
|                                                 | Total      | Percent of total |
| <b>Total Bus Stops</b>                          | <b>486</b> |                  |
| <i>Sidewalk yes</i>                             | 433        | 89.1%            |
| <i>Sidewalk no</i>                              | 53         | 10.9%            |
| <i>Access to Street yes</i>                     | 243        | 50%              |
| <i>Access to Street no</i>                      | 243        | 50%              |
| <b>Route 5 Bus Stops</b>                        | <b>39</b>  |                  |
| <i>Sidewalk yes</i>                             | 39         | 100%             |
| <i>Sidewalk no</i>                              | 0          | 0%               |
| <i>Access to Street yes</i>                     | 22         | 56.4%            |
| <i>Access to Street no</i>                      | 17         | 43.6%            |

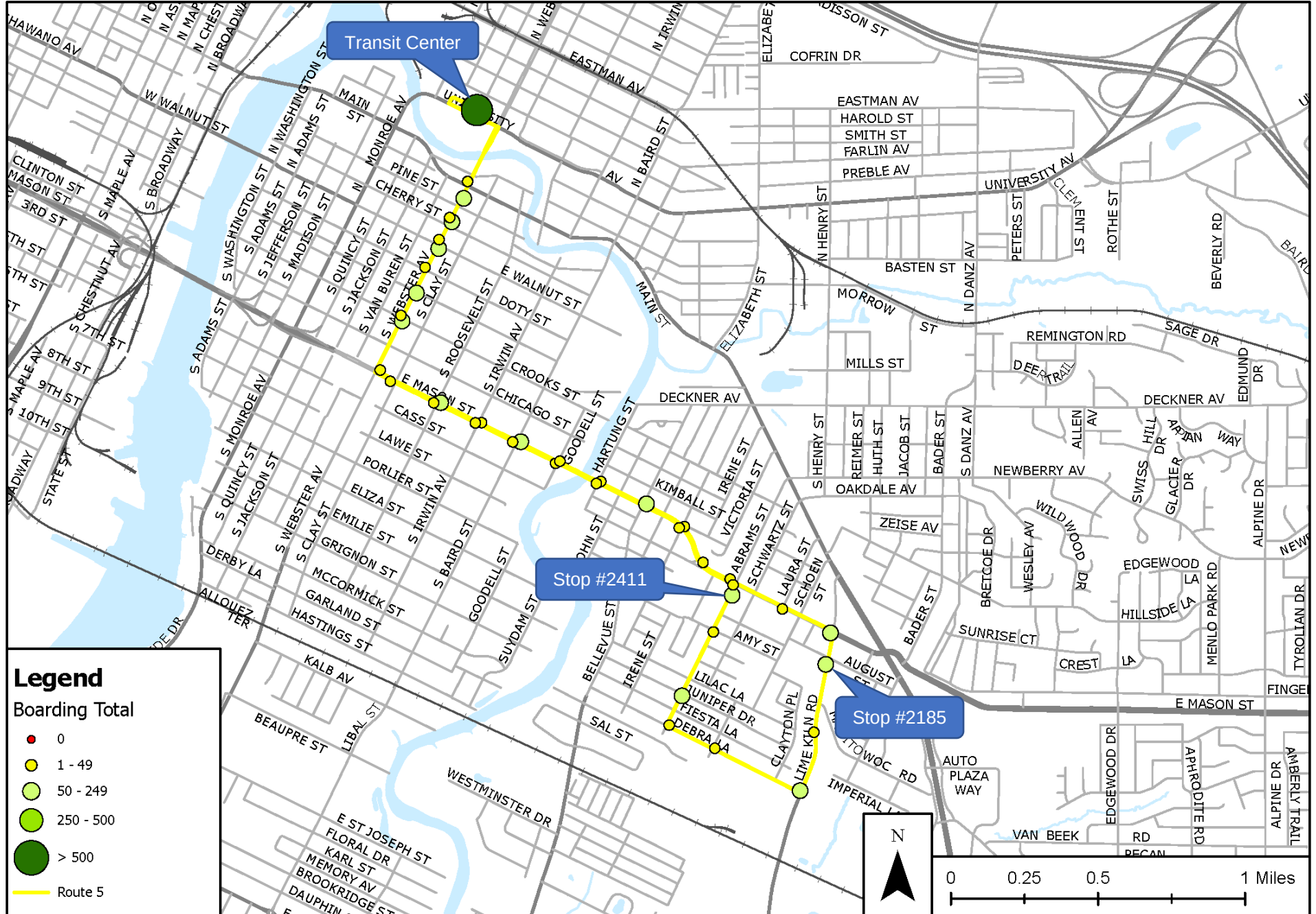
#### **General Route Recommendations:**

- Due to sharing much of the route with Route 1, it is recommended to first improve the bus stops that are shared between the two, specifically on Webster Avenue. These recommendations are found in the Route 1 General Route Recommendations section.
- Stop #2185 does provide hard surface access from the sidewalk, but no shelter or bench is provided by Green Bay Metro or Creative Outdoor Advertising at the stop. The apartment complex does provide a hard surface area with multiple benches and a table. It is unknown if this area is only available for apartment patrons, but due to the likely hood of most riders being patrons of these apartments, it may not be reasonable to implement a shelter and/or bench at this stop.
- Stop #2411 does not have any rider amenities. Implementing a hard surface connecting the sidewalk to the street would be valuable at this stop but at its current location is a utility pole with ground wire attachments. Moving the bus stop slightly south would allow for the necessary room for the hard surface connection as well as the space to add a shelter and bench. Adding a shelter and bench would require working with the Kwik Trip as it would be placed on their property.



# Bus Stop Boardings for September 2022

## Route 5 Yellow

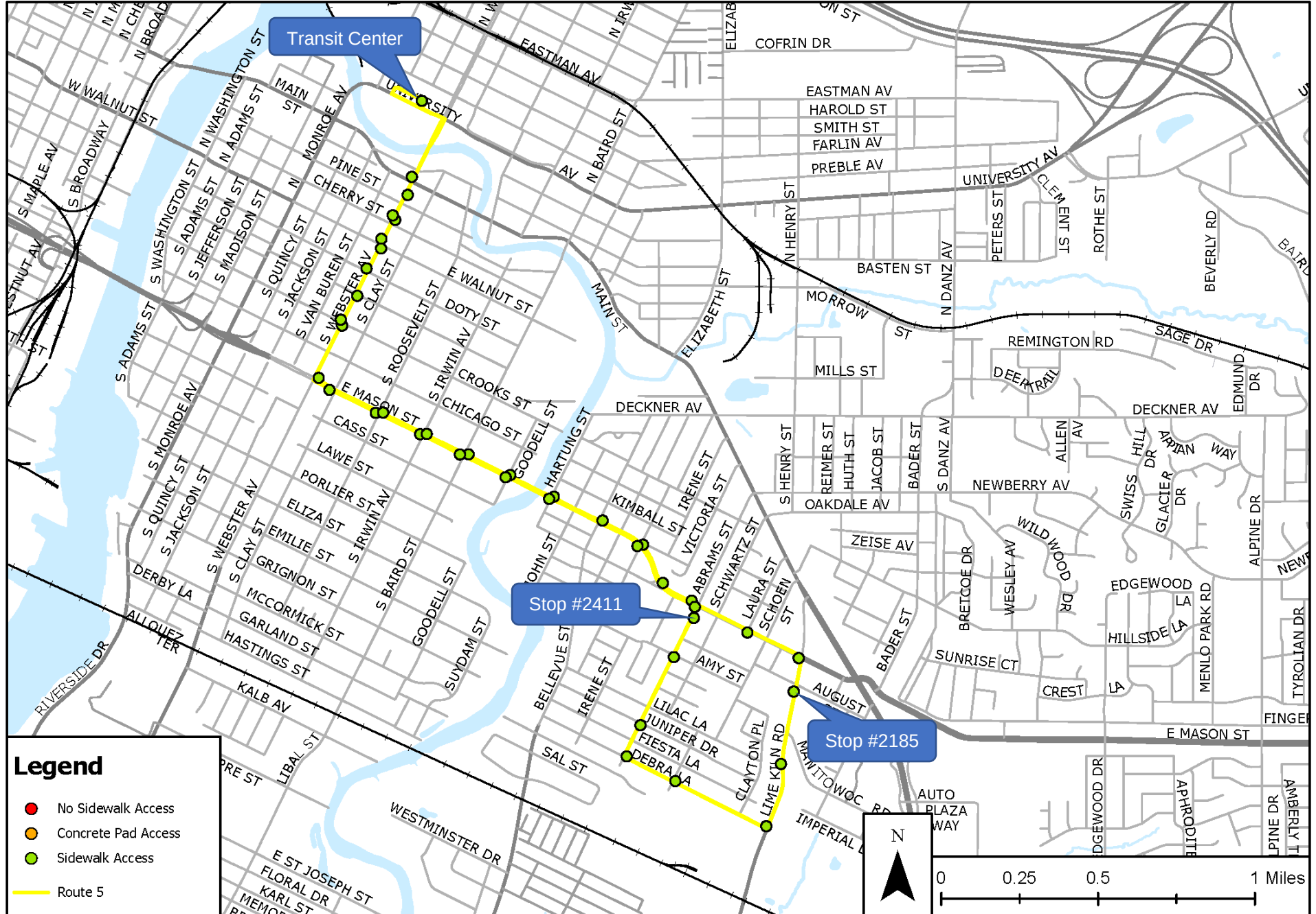






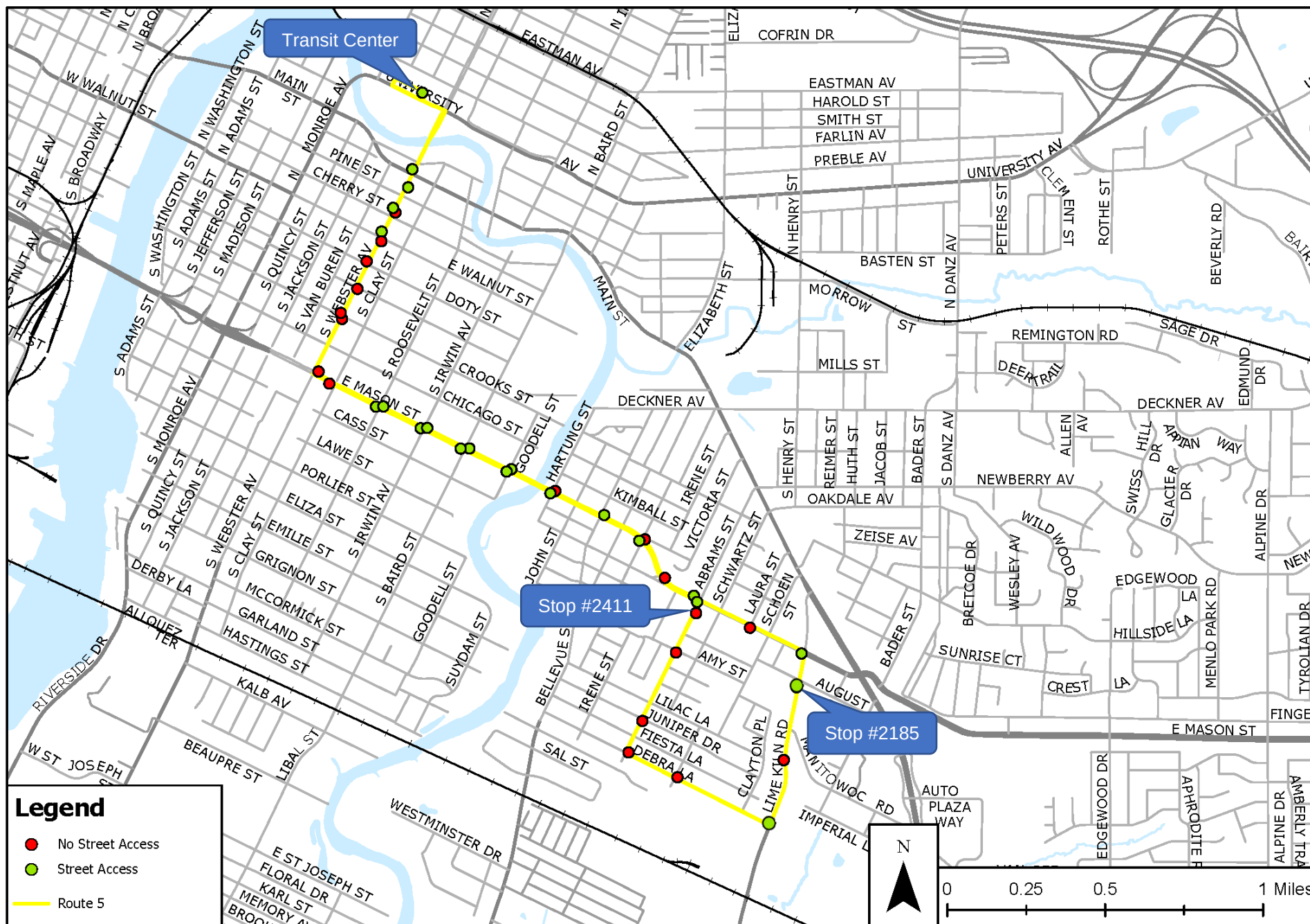
# Bus Stops with Sidewalk Access

# Route 5 Yellow





## Route 5 Yellow







## Route 6

**Route Description:** Route 6 (Red) is the most heavily used route in the Green Bay Metro system. West Mason Street acts as the foundation of this route that makes stops at the Green Bay Metro Microtransit Transfer Point for Zone 1 and the Northeast Wisconsin Technical College. Service is provided every half-hour on weekdays from 5:45 am to 6:45 pm and every half-hour on Saturdays from 7:45 am to 1:45 pm.



**Ridership/Boarding Summary:** Route 6 had a total of 14,214 boardings over the study session. A total of 15 stops, not including the Green Bay Metro Transit Center, had boarding totals of over 200. The highest of which is located at NWTC, Sam's Club/Walmart, Festival Foods, the corner of West Mason Street and Packerland Drive, the Green Bay Plaza transfer point and four bus stops in Downtown Green Bay (Stops #470, #471, #1220, and #1228).

- The bus stops located at Sam's Club/Walmart and Festival Foods function similarly in that they both provide access to commercial retailers. These retailers provide products that most people purchase for daily needs. Stop #670 located in front of Sam's Club/Walmart was the most used bus stop on Route 6 with 1,183 boardings and Stop #668 in front of the Festival ranked sixth with 406 boardings. Improvements on these bus stops are provided in the Bus Stop Recommendations section.
- Stop #2244, the main bus stop for boarding at NWTC, was the second highest boarded stop on Route 6 with 808 total boardings. NWTC serves a regional need in Northeast Wisconsin and its importance is evident by the large number of people that are accessing the campus via Green Bay Metro. The campus is also home to a public dental clinic and several small businesses which contribute to the ridership. The stop itself provides a shelter and bench for students and riders.
- Bus Stop #678 located at the corner of West Mason Street and Packerland Drive saw an average boarding total of 19.72, ranking fifth of all bus stops on Route 6. The stop itself provides access to the Green Bay Metro system for multiple apartment buildings and Green Bay Southwest High School. The bus stop was also previously upgraded with a shelter and bench in 2014.

- The formal Green Bay Plaza transfer point (Stop #1358) is located on Military Avenue; however, a second bus stop (Stop #1355) that is located around the corner on Mason Street is functioning as an informal transfer point. The formal transfer point is on the outbound portion of Route 6, while the informal transfer point is located on the inbound portion. Stop #1355, the inbound stop, had a total of 503 boardings while Stop #1358 only had 180 boardings suggesting that users of Transit on Demand are more interested in going inbound to downtown Green Bay than outbound.
- Four bus stops (Stops #470, #471, #1220, and #1228) in Downtown Green Bay serve various businesses, institutional facilities, and residential areas. Because of the varying land uses in this area, a variety of people are using these bus stops for several purposes. Of the four stops, Stop #470 was the most used averaging 17 boardings per day over the study period.

**Accessibility Summary:** On this route 57 bus stops have access to sidewalks and the two bus stops located in front of Sam's Club/Walmart and Festival Foods are provided a concrete pad. Of the eight bus stops that do not have sidewalk access seven are located west of US Highway 41 and the other is located at the corner of South Taylor Street and Larsen Road. The existing sidewalk in this area is limited and trying to connect a new sidewalk to the existing sidewalk network would be costly due to the long distances between existing sidewalks and bus stops without sidewalk access. Thirty-seven bus stops have access to the street with the majority of these stops being located on Mason Street and downtown Green Bay.

| <b>Bus Stops with Sidewalk Access - Route 6</b> |            |                  |
|-------------------------------------------------|------------|------------------|
|                                                 | Total      | Percent of total |
| <b>Total Bus Stops</b>                          | <b>486</b> |                  |
| <i>Sidewalk yes</i>                             | 433        | 89.1%            |
| <i>Sidewalk no</i>                              | 53         | 10.9%            |
| <i>Access to Street yes</i>                     | 243        | 50%              |
| <i>Access to Street no</i>                      | 243        | 50%              |
| <b>Route 6 Bus Stops</b>                        | <b>67</b>  |                  |
| <i>Sidewalk yes</i>                             | 59         | 88.1%            |
| <i>Sidewalk no</i>                              | 8          | 11.9%            |
| <i>Access to Street yes</i>                     | 37         | 55.2%            |
| <i>Access to Street no</i>                      | 30         | 44.8%            |

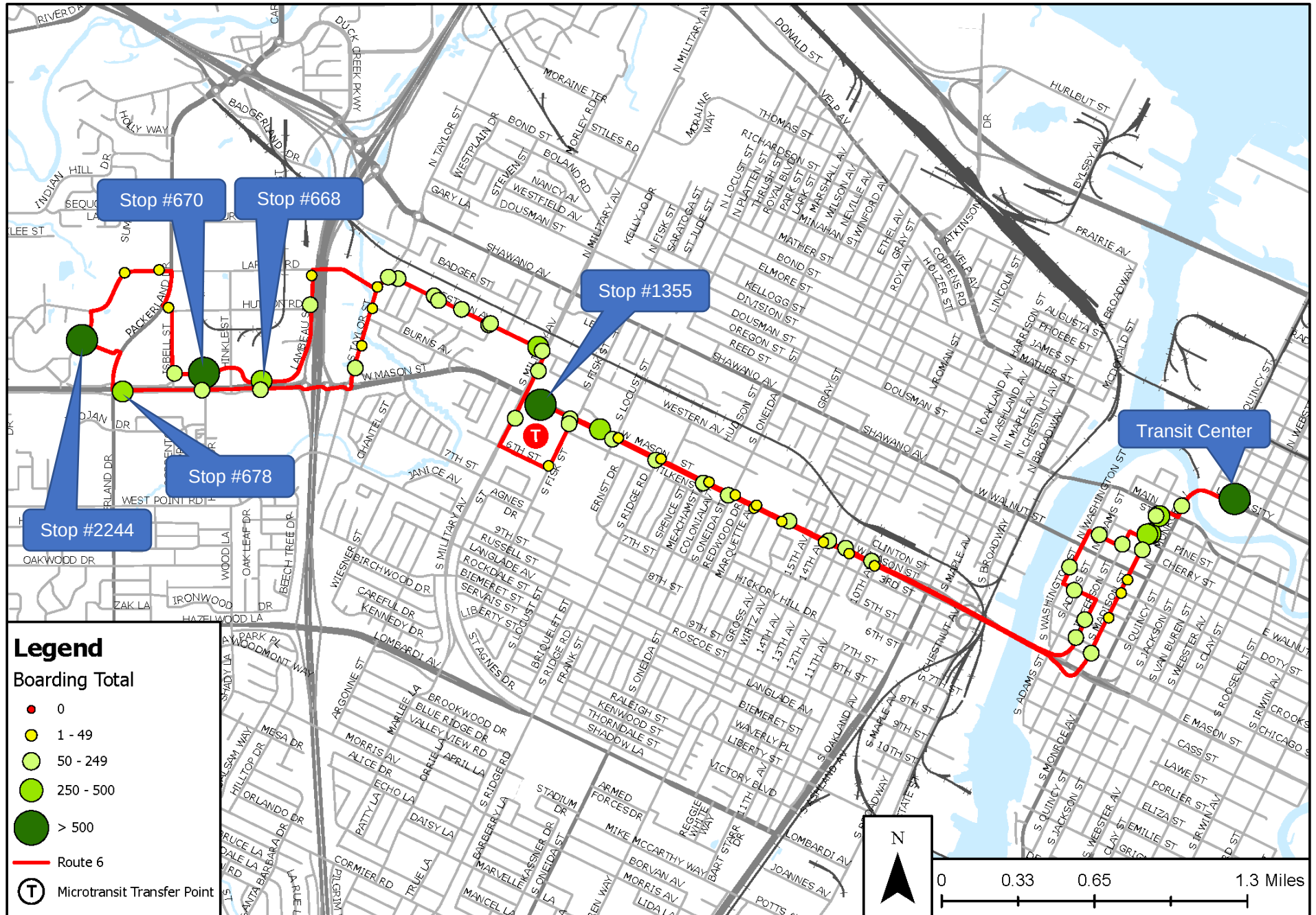
### **General Route Recommendations:**

- Stop #670 is located in the back of the parking lot of the Sam's Club/Walmart Supercenter and provides potential riders with a shelter and bench. The stop is also located on a concrete pad and is not connected to any sidewalk. Implementing such a sidewalk would be a costly endeavor, and many riders are content walking through the parking lot to the bus stop. However, Stop #668 while similar to Stop #670, being located on a concrete pad and having a shelter and bench, is not as well connected as riders need to walk across a large grass boulevard or go around and potentially onto the street. Working with the Festival and the City of Green Bay to implement a sidewalk connecting the parking lot to the bus stop would be extremely beneficial to GBM riders.
- Stop #1358, the GBM Microtransit Transfer Point for Zone 1, currently does not have street access as its current location has a small grass boulevard. Moving the stop slightly south would fix this problem as there is an area that has a sidewalk buttressing the road.



# Bus Stop Boardings for September 2022

## Route 6 Red

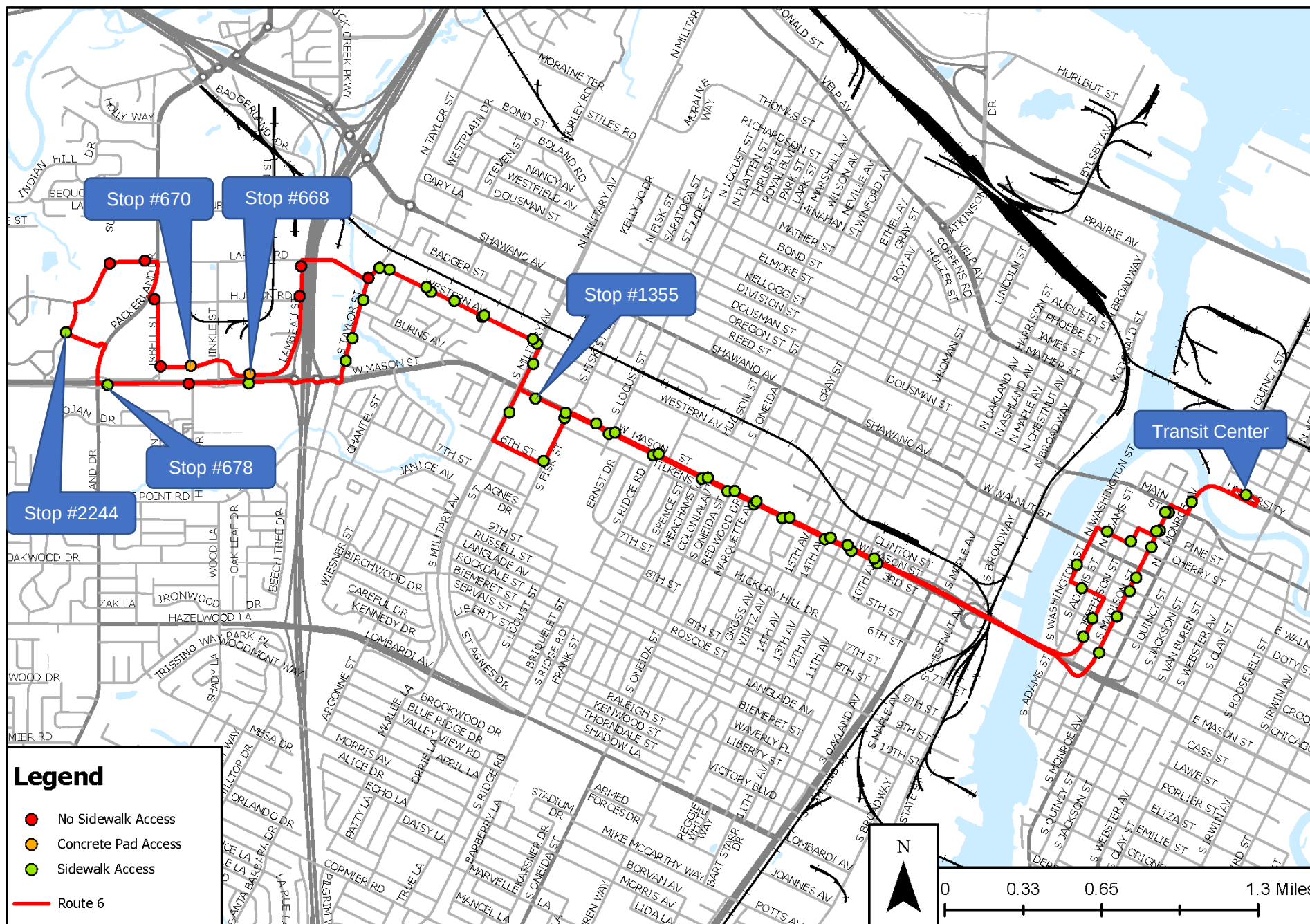






# Bus Stops with Sidewalk Access

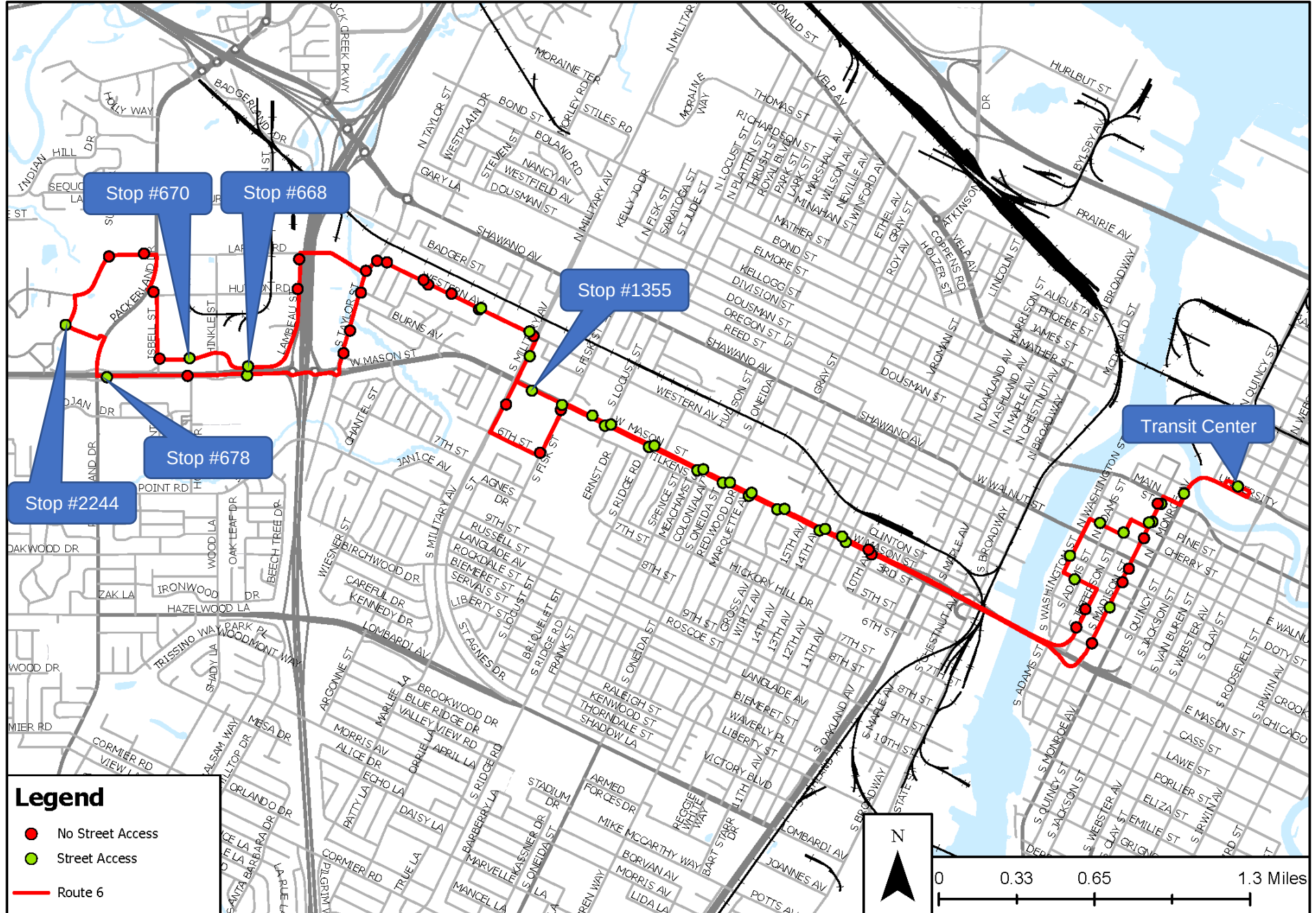
# Route 6 Red





# Bus Stops with Street Access

## Route 6 Red

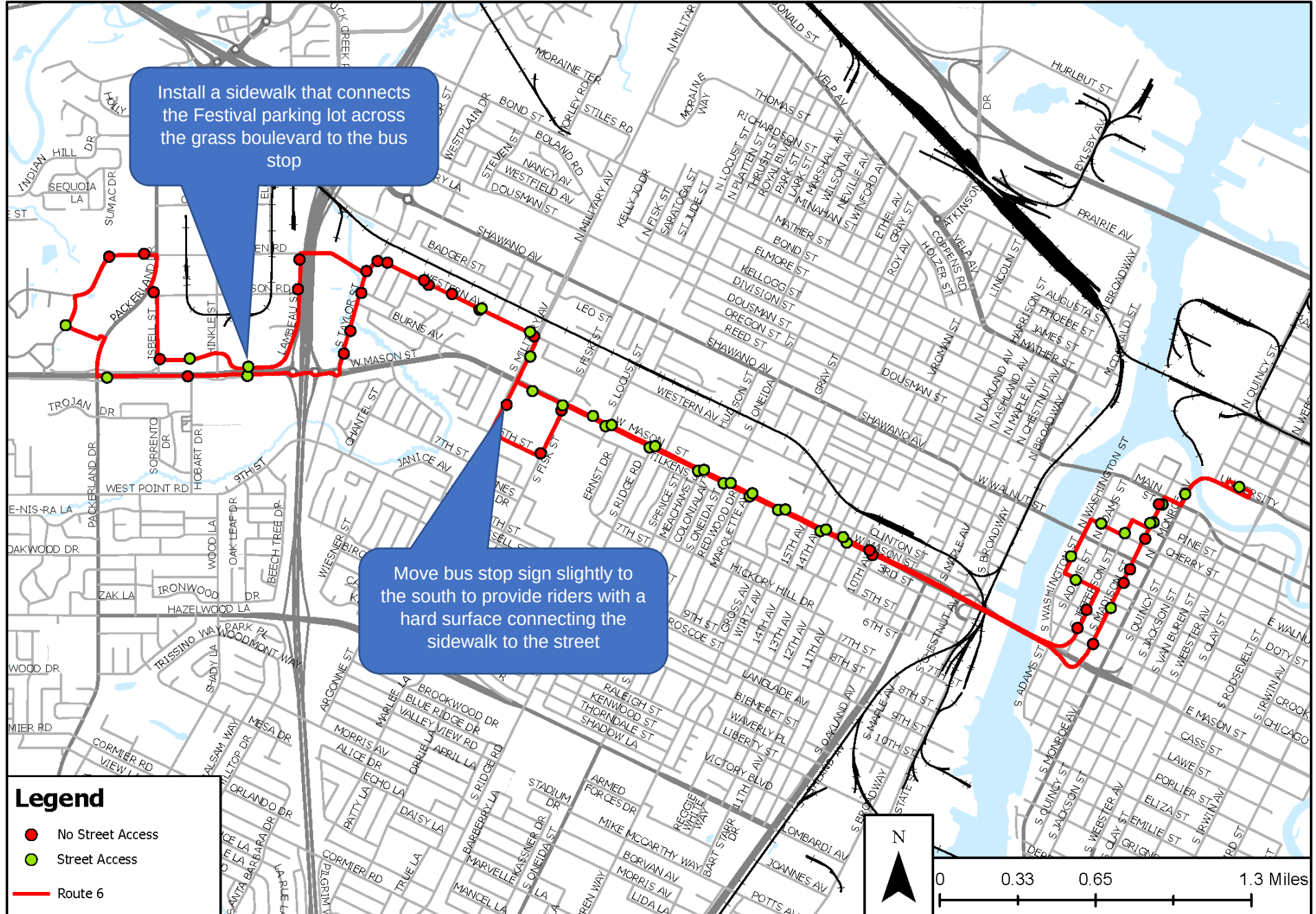






# Street Access and Bus Stop Recommendations

## Route 6 Red



## **Route 7**

**Route Description:** Route 7 (Lime) provides service to multiple institutions on Green Bay's east side including the University of Wisconsin - Green Bay (UWGB), Curative Connections, the Milo C. Huempfer V.A. Center, and the Brown County Jail and Community Treatment Center. The route utilizes University Avenue for the majority of its trip, with a slight detour to East Walnut Street for rider access to Green Bay East High School and Baird Elementary School and their surrounding neighborhoods. This route provides service every half hour on weekdays from 5:45 am to 6:45 pm and every hour on Saturdays from 7:45 am to 1:45 pm.



**Ridership/Boarding Summary:** Route 7 ranked second of all routes with 9,800 boardings over the study session. Nine bus stops had a total number greater than 200 boardings. The bus stops with the highest boardings were Stop #2358 on the corner of Baird Street and Walnut Street, Stop #779 on the corner of Nicolet Drive and Mahon Court, and Stops #2180 and #2181 located in front of Festival Foods.

- Stop #2358 was the most used bus stop on Route 7 with 969 boardings. Located directly in front of Green Bay East High School, the stop acts as the primary inbound bus stop for Green Bay East High School students and the surrounding neighborhood. The stop itself provides all recommended features such as a shelter, bench, and access to the street with a hard surface.
- The second most used bus stop was Stop #779 with 672 boardings, located on the corner of Nicolet Drive and Mahon Court. It is an outbound stop that on its route continues to the UWGB campus. Being located near multiple apartment complexes it may be reasonable to assume that the majority of riders using this stop are students. Improvements on this bus stop are provided in the Bus Stop Recommendations section.
- The two Festival Foods stops (Stop #2180 and 2181) were the third and fourth most used bus stops. The significant boarding rates showed how important the Festival Foods grocery store is to the surrounding community. Stop #2180 the outbound stop has a bench and shelter, however, Stop #2181 the inbound stop does not. However,

adding either a bench or shelter may not be possible due to the limited space of concrete.

**Accessibility Summary:** Route 7 has the lowest percentage of bus stops accessible by a sidewalk. All bus stops west of the intersection at University Avenue and Humboldt Road has sidewalk access. Retrofitting sidewalks in most of the areas east of the intersection would be a large and costly undertaking due to the bus stops' distances from existing sidewalks. One area that could benefit from the addition of a sidewalk is on the south side of Humboldt Road. There is a gap between the existing sidewalks that roughly equates to the area between Stop #889 and Stop #892. Access to institutions such as Mile C. Huempfer V.A. Center, Curative Connections, and the Brown County Community Treatment Center is adequate as Green Bay Metro provides service to each facility's entrances.

| <b>Bus Stops with Sidewalk Access - Route 7</b> |            |                  |
|-------------------------------------------------|------------|------------------|
|                                                 | Total      | Percent of total |
| <b>Total Bus Stops</b>                          | <b>486</b> |                  |
| <i>Sidewalk yes</i>                             | 433        | 89.1%            |
| <i>Sidewalk no</i>                              | 53         | 10.9%            |
| <i>Access to Street yes</i>                     | 243        | 50%              |
| <i>Access to Street no</i>                      | 243        | 50%              |
| <b>Route 7 Bus Stops</b>                        | <b>73</b>  |                  |
| <i>Sidewalk yes</i>                             | 58         | 79.5%            |
| <i>Sidewalk no</i>                              | 15         | 20.5%            |
| <i>Access to Street yes</i>                     | 47         | 55.2%            |
| <i>Access to Street no</i>                      | 26         | 44.8%            |

#### **General Route Recommendations:**

- Due to the high ridership at Stop #779 it would benefit from additional amenities. However, placing such amenities will be difficult as there is no sidewalk on the east side of Nicolet Drive. To counter the lack of a sidewalk a pad could be placed at the stop with a crosswalk that connects to the other side of the street and sidewalk. Other amenities such as a shelter and bench could then be added. It also should be noted that the City of Green Bay has proposed extending the sidewalk on Nicolet Drive up to Highwood Lane.
- The City of Green has also proposed completing the sidewalk on Humboldt Road. Two bus stops (#890 and #891) are located within this sidewalk-less area. Green Bay

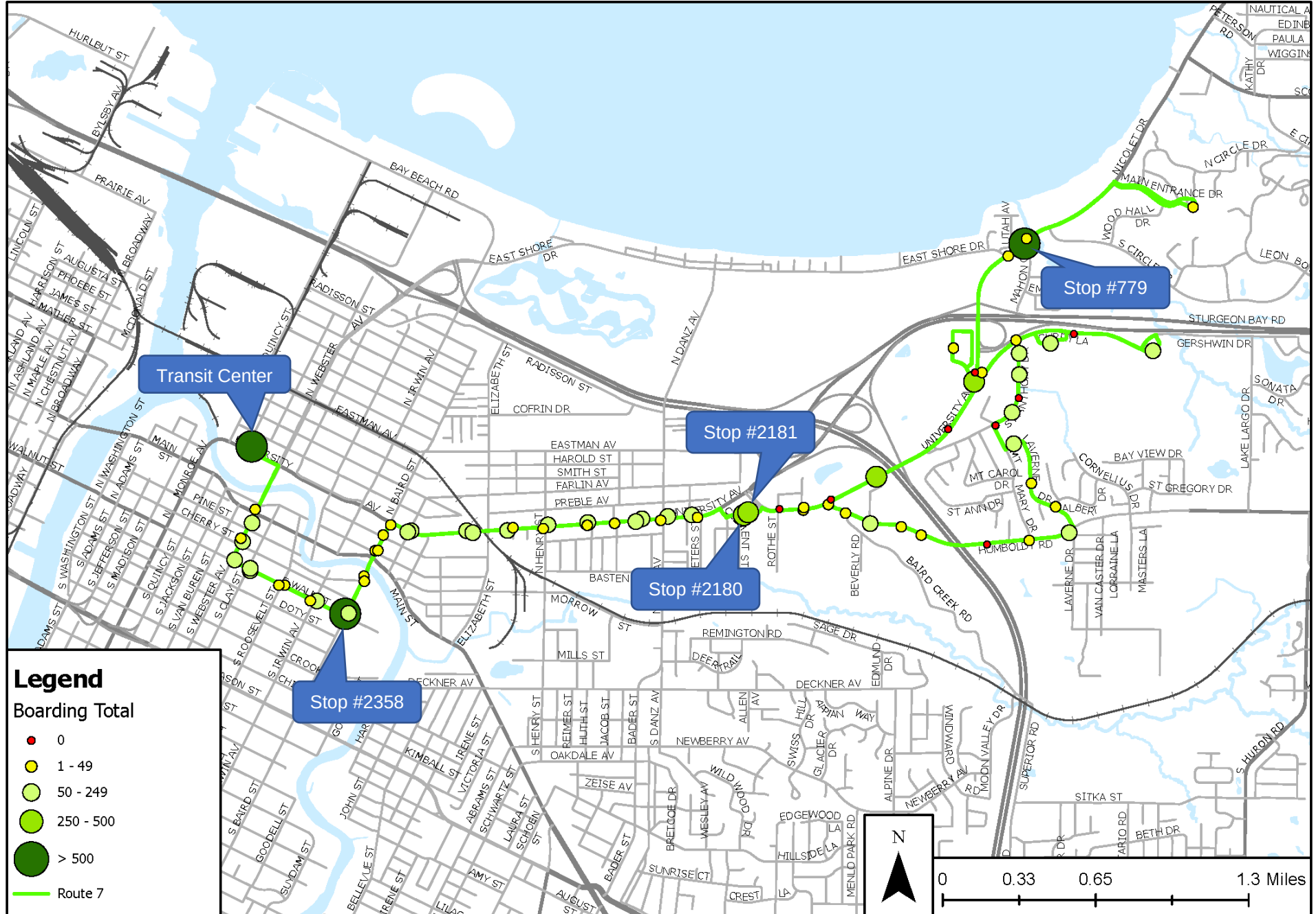


Metro should work with the city during the implementation to add sidewalk-to-street hard surfaces at the bus stop locations.



# Bus Stop Boardings for September 2022

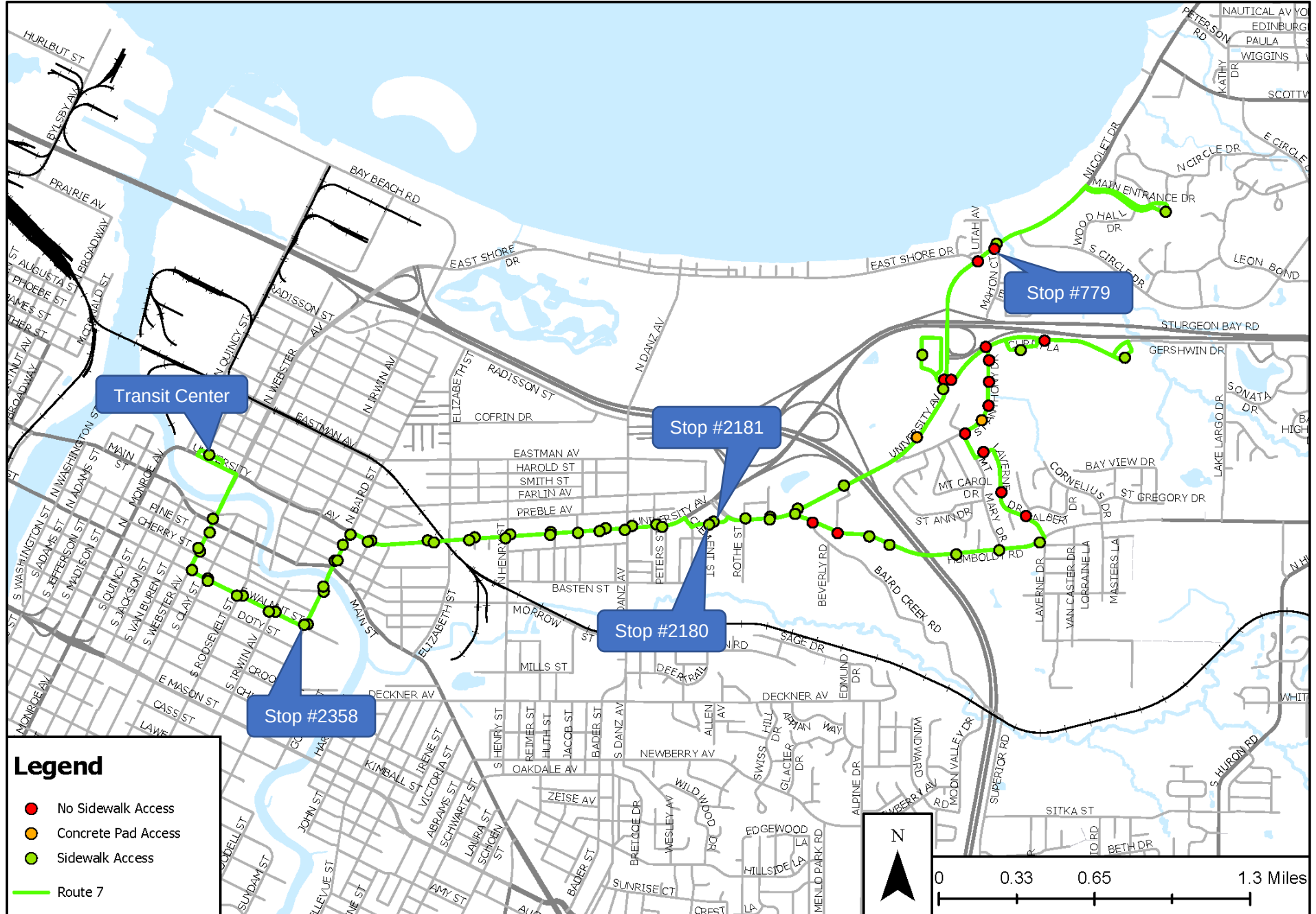
## Route 7 Lime





# Bus Stops with Sidewalk Access

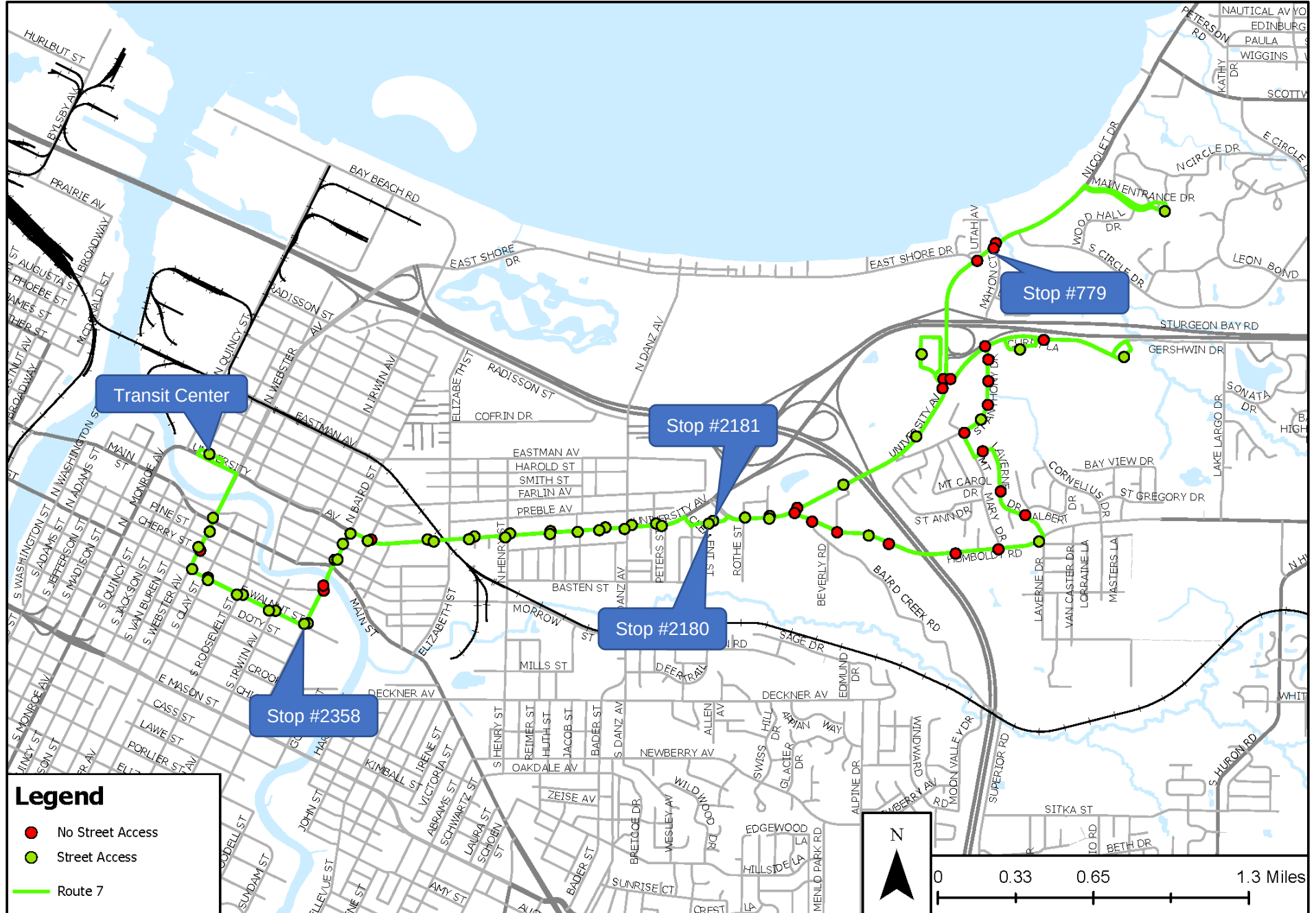
# Route 7 Lime





# Bus Stops with Street Access

## Route 7 Lime

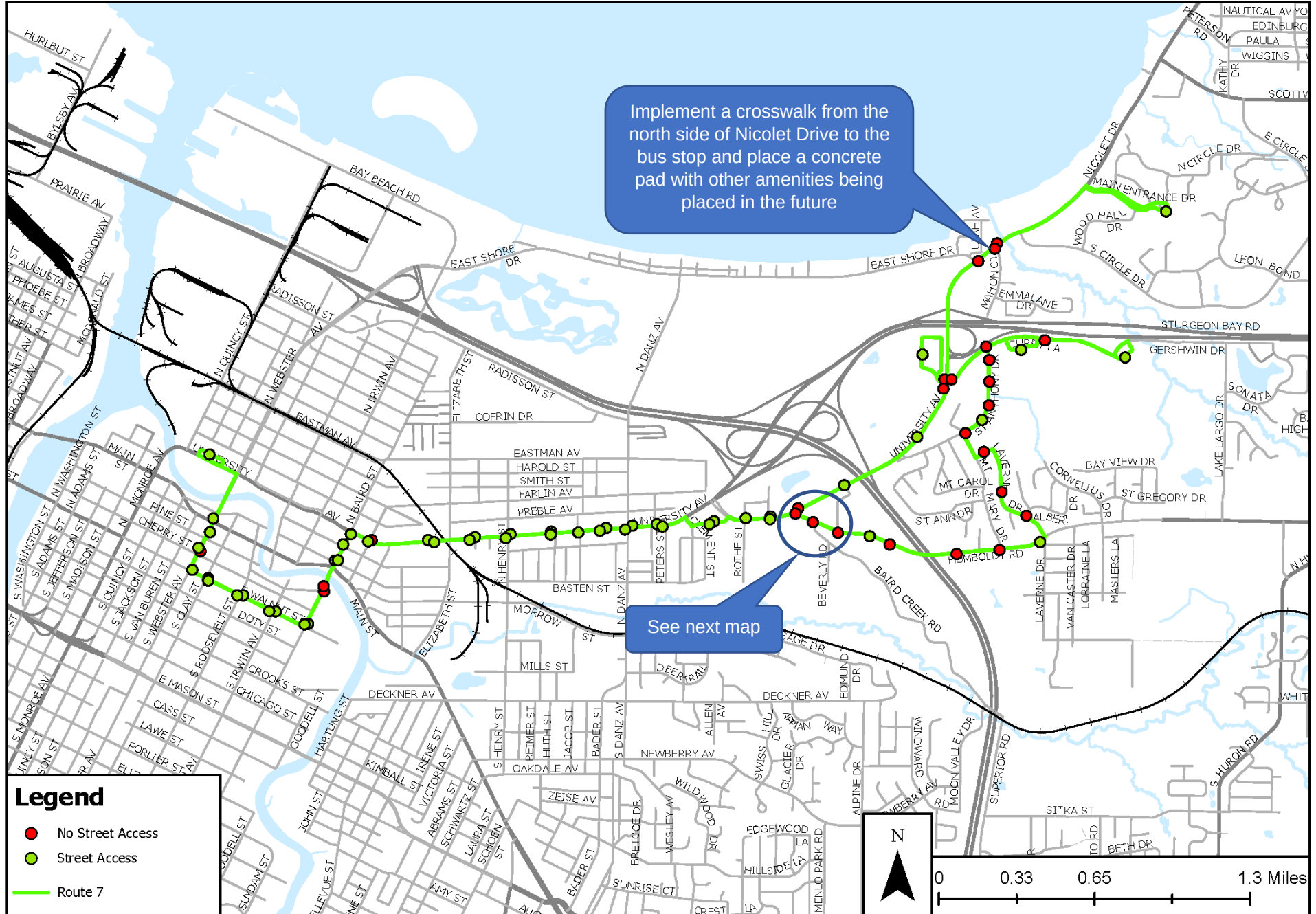






# Street Access and Bus Stop Recommendations

## Route 7 Lime

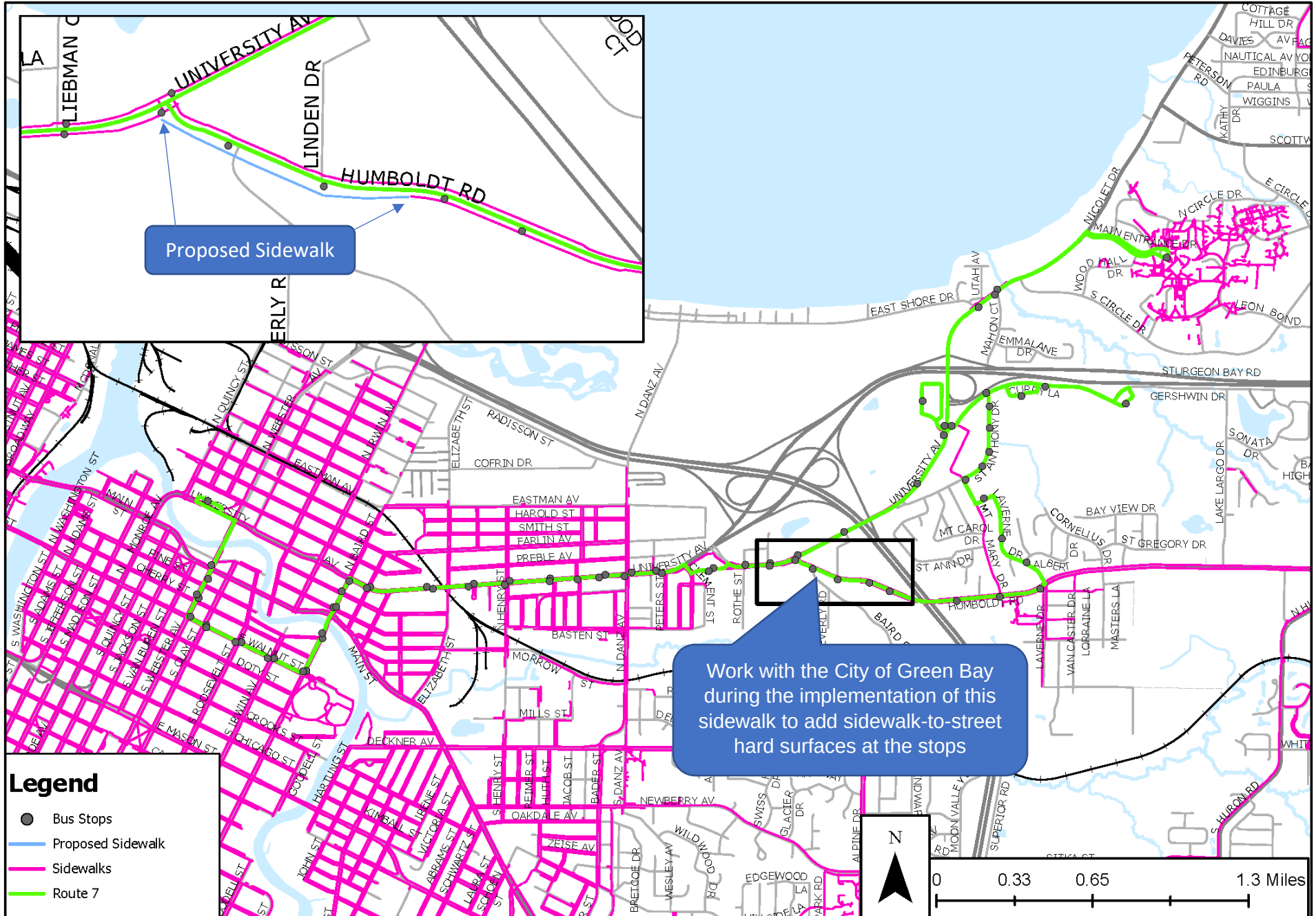






# Sidewalk Recommendation

# Route 7 Lime



## **Route 8**

**Route Description:** Route 8 (Green) functions as a connector between the Green Bay Metro Transportation Center and the Green Bay Metro Microtransit Transfer Point for Zone 2 and 3, known as the Bay Park Square Transfer Stop. The main streets that make up Route 8 are but are not limited to South Broadway, 9<sup>th</sup> Street, and South Ridge Road. Service is provided hourly on weekdays from 5:45 am to 6:45 pm, while on Saturday service is provided hourly from 7:45 am to 1:45 pm.



**Ridership/Boarding Summary:** Buses of Green Bay Metro on Route 8 provided 6,599 rides over the study period. Five bus stops had a total boarding number of over 200 including Stop #2 at the corner of Monroe Avenue and Pine Street, Stop #14 located at Monroe Ave and Cherry Street, Stop #125 on Stuart Street, Stop #1835 at the corner of Anderson Drive and Bay Area Place, and Stop #2436 at the corner of Biemeret Street and Military Avenue. Of these stops only Stop #2436 and Stop #1835 are exclusive to Route 8. It should also be noted that this route does not require a fair as the route is sponsored by the Green Bay Packers, possibly resulting in increased boarding numbers.

- Stop #1835 had the highest number of boardings compared to all bus stops on Route 8 with 675 boardings. The high ridership is likely the result of the stop being located near multiple large apartment complexes and across the street from Ashwaubenon High School. The stop itself is located on a grass terrain with no sidewalk access, hard surface, bench, or shelter. Such bus stops features would be difficult to implement as there is no sidewalk network on the southern side of Anderson Drive.
- Stop #2436 tied for second in the number of boardings. It is positioned in a heavily residential neighborhood with an assisted living community located across the street on Military Avenue. This stop is similar to the previous stop in that it provides no rider-accommodating features or sidewalk access. However, unlike the previous stop, there is a vast sidewalk network that could easily be connected with this stop, but the price for installment may be too great.
- Stops #2 and #14 are both shared with Route 8, 9, and 11. Stop #2 is an outbound stop located near the Brown County Central Library and had a total of 211 boardings. The stop itself does not provide a bench, shelter, or direct sidewalk access. Stop #14

is an inbound stop located directly in front of the Post Office and had 287 boardings. It also has a sidewalk buttressing the road, but no shelter or bench. For both stops, it may be difficult to add such features due to the limited space located near the stops.

- Seven bus stops on Route 8 had zero total boardings. Five are inbound stops while the other two are outbound. These stops should not be removed or consolidated as they are often located across the street from their opposite-bound sister stops.
- Note that the ridership numbers are currently unavailable for the Bay Park Square bus stop, but it can be inferred that due to its importance that ridership numbers are comparatively high to other bus stops on this route. The stop itself is provided with two shelters and benches along with it having sidewalk-to-street access. A bus turnout is also located at the stop. As a result of inconclusive data, there are no recommendations at this stop, but it continues to be one of the most important stops for Green Bay Metro.

**Accessibility Summary:** The bus stops of Route 8 are located in downtown Green Bay, residential neighborhoods, or commercial areas the majority of which are well-connected to a surrounding sidewalk network. Of all the bus stops only seven bus stops were not connected to these sidewalk networks, however, of these seven stops two stops have daily boardings greater than ten. Also, only 34 bus stops have a hard surface that provides access to the street with the majority of them being located on Broadway Street and downtown Green Bay.

| <b>Bus Stops with Sidewalk Access - Route 8</b> |            |                  |
|-------------------------------------------------|------------|------------------|
|                                                 | Total      | Percent of total |
| <b>Total Bus Stops</b>                          | <b>486</b> |                  |
| <i>Sidewalk yes</i>                             | 433        | 89.1%            |
| <i>Sidewalk no</i>                              | 53         | 10.9%            |
| <i>Access to Street yes</i>                     | 243        | 50%              |
| <i>Access to Street no</i>                      | 243        | 50%              |
| <b>Route 8 Bus Stops</b>                        | <b>82</b>  |                  |
| <i>Sidewalk yes</i>                             | 75         | 91.5%            |
| <i>Sidewalk no</i>                              | 7          | 8.5%             |
| <i>Access to Street yes</i>                     | 34         | 41.5%            |
| <i>Access to Street no</i>                      | 48         | 58.5%            |

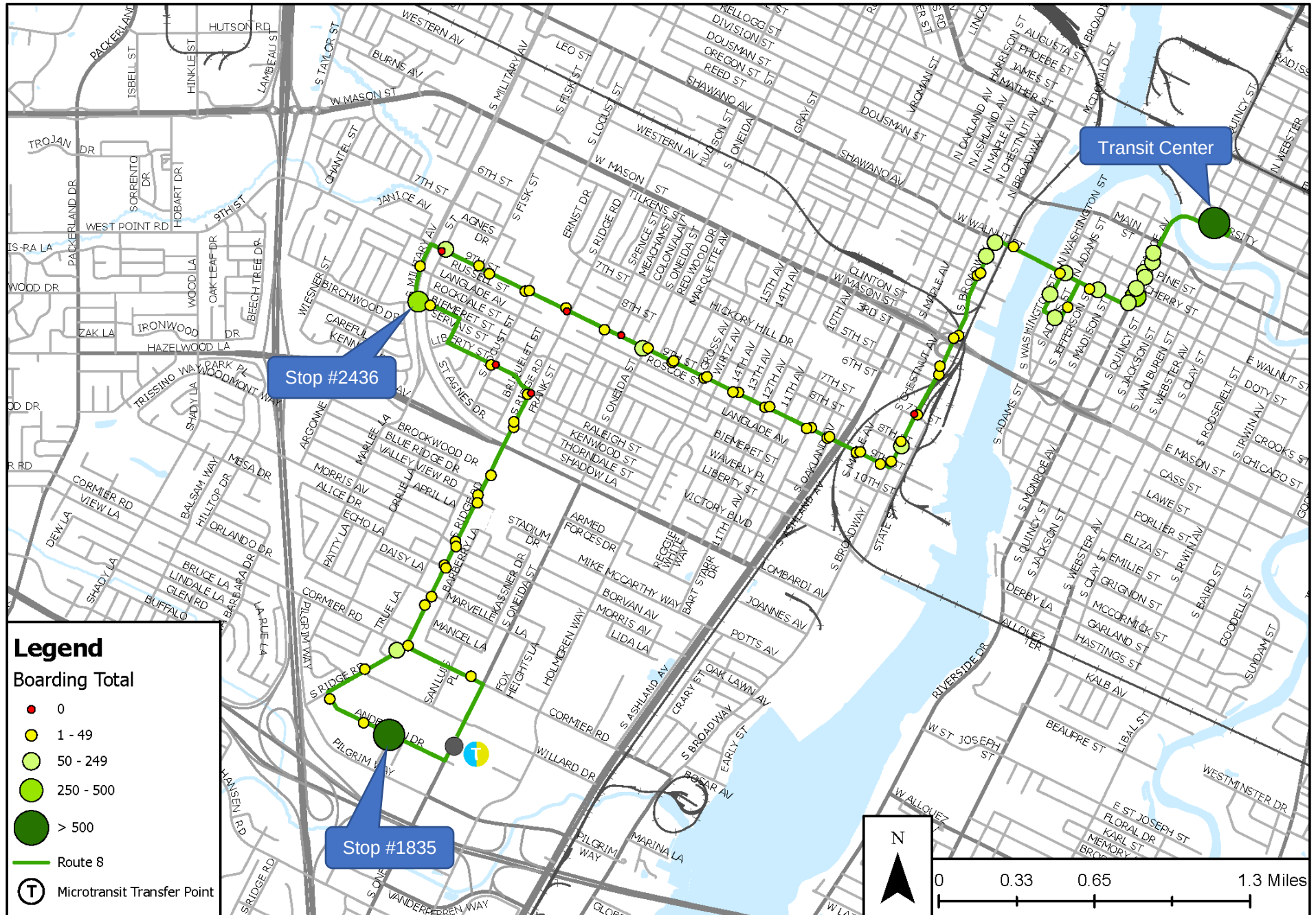
**General Route Recommendations:**

- Stop #1885 is the most used bus stop on Route 8 and would greatly benefit from additional amenities. However, implementing such amenities would be difficult as there is no sidewalk on the southern side of Anderson Drive. Implementing a pad with potentially a shelter and bench with a crosswalk that connects to the sidewalk across the street may be the best way to solve the issue. Before implementing such amenities, Green Bay Metro should work with the Village of Ashwaubenon to see if they are interested in installing sidewalks on the south side of Anderson Drive.
- Similarly for Bus Stop 2436 on Biemeret Street there is no sidewalk. However, the local network looks designed for such an addition. Currently, in the City of Green Bay Safe Walk and Bike Plan, there is no proposed sidewalk at this location, but GBM should recommend a sidewalk for this location. Future amenities could then be added.



# Bus Stop Boardings for September 2022

## Route 8 Green

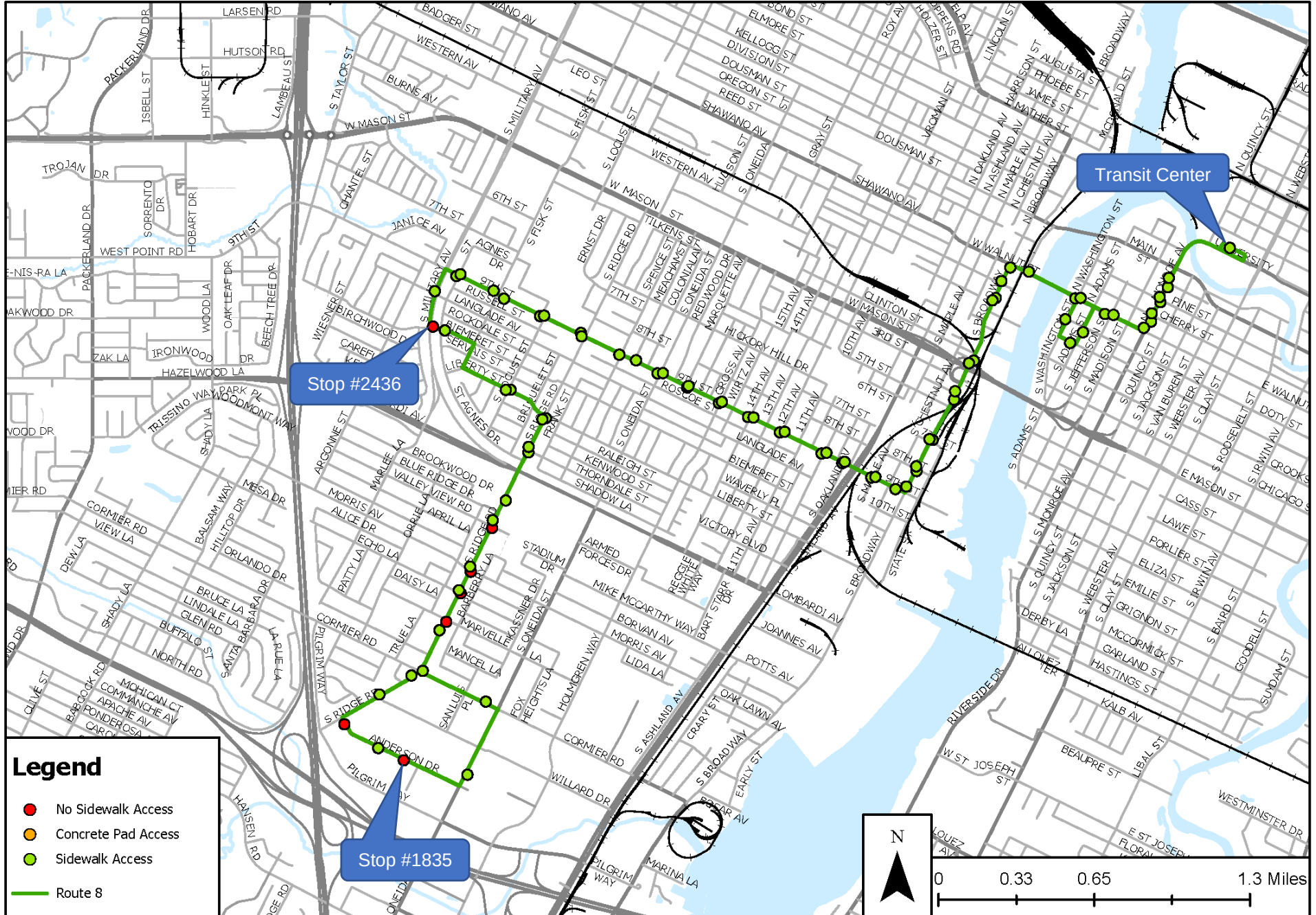






# Bus Stops with Sidewalk Access

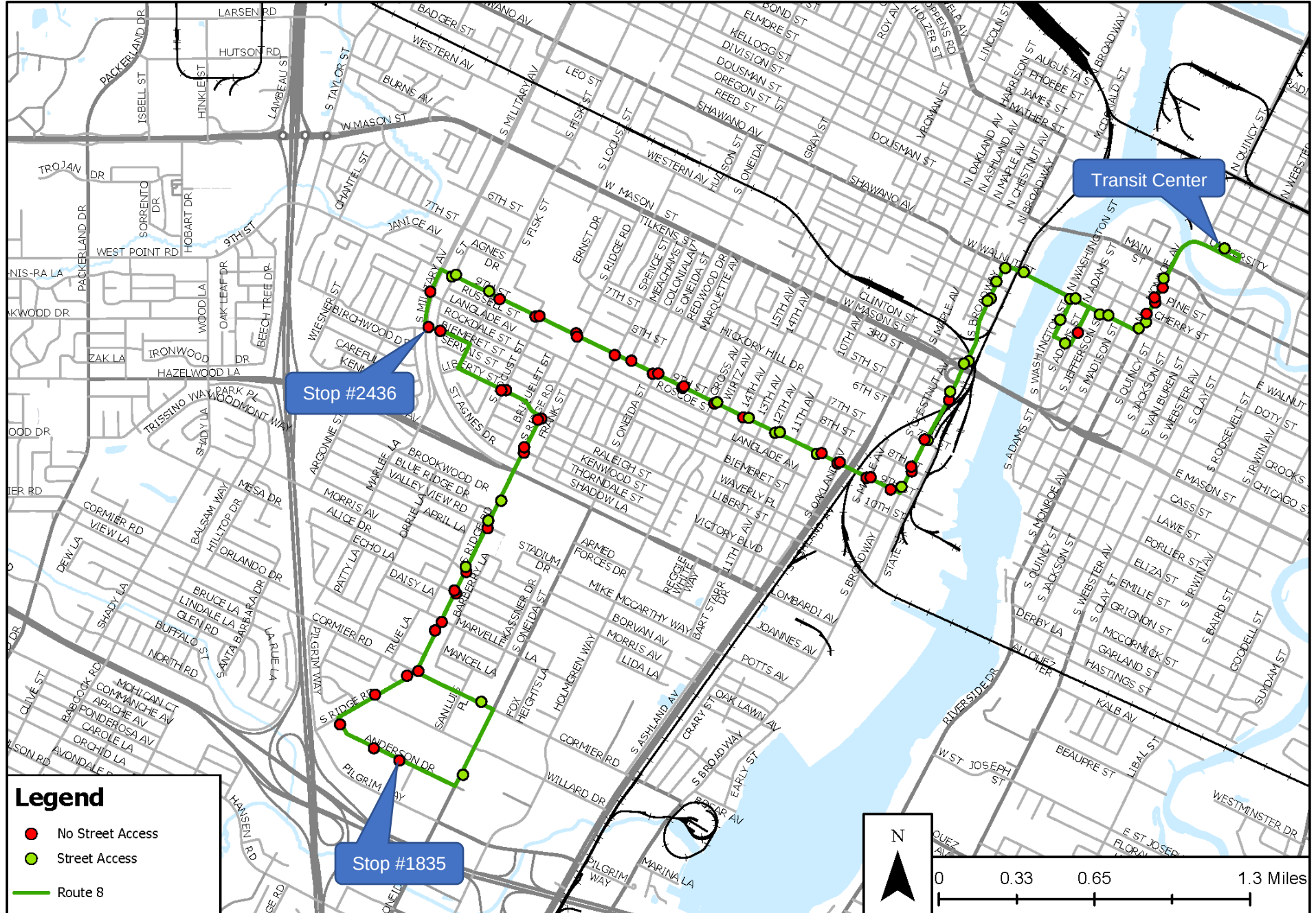
## Route 8 Green





# Bus Stops with Street Access

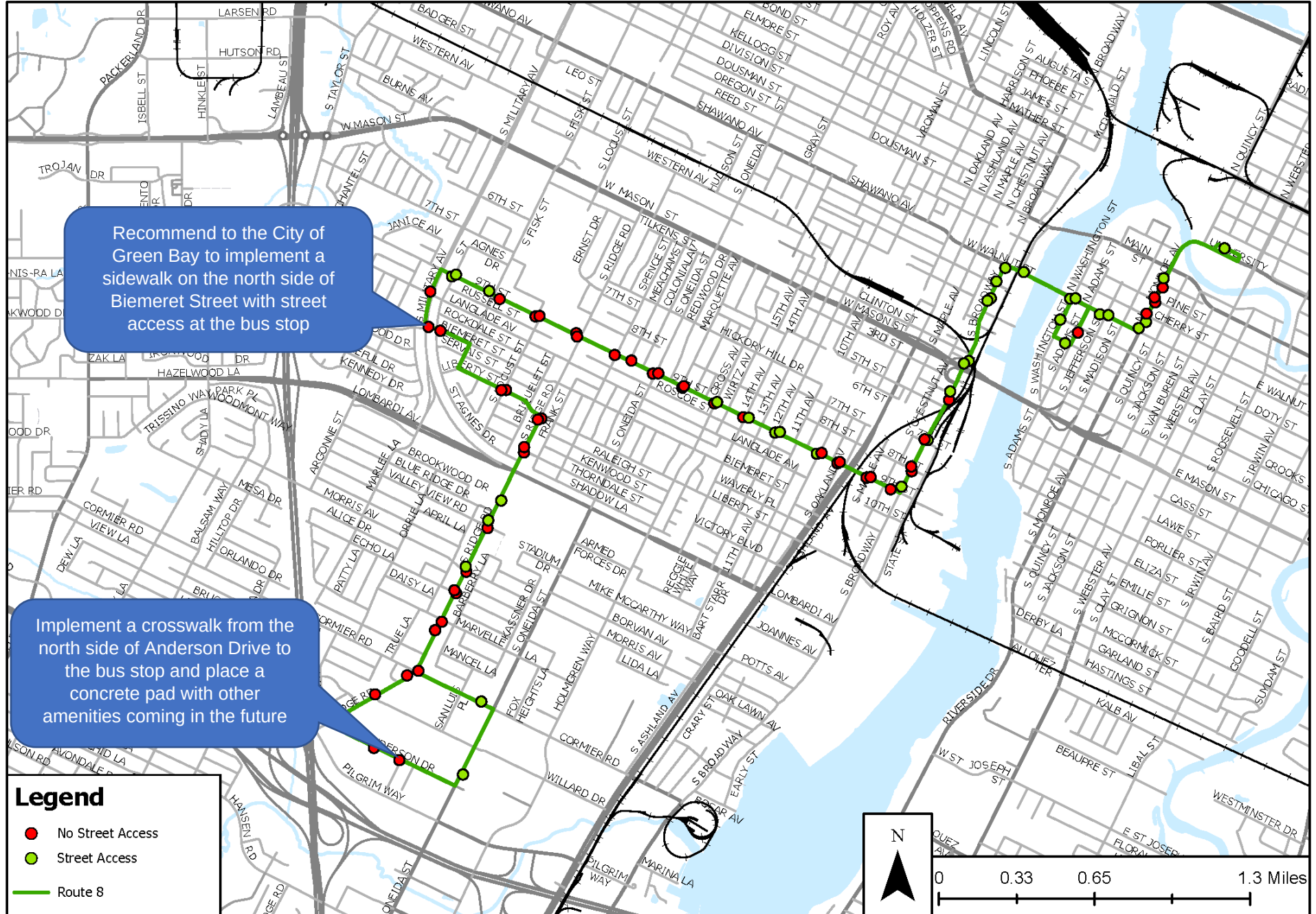
## Route 8 Green







# Street Access and Bus Stop Recommendations      Route 8 Green



## Route 9

**Route Description:** Route 9 (Gold) serves the Village of Ashwaubenon with hourly service on weekdays and Saturdays. The route provides service to Parkview Middle School and Ashwaubenon High School and several businesses in Ashwaubenon's business park. This route also services the Bay Park Square Transfer Stop which provides a bus stop for Green Bay Metro Microtransit Transfer Point for Zone 2 and 3.

Service is provided hourly on weekdays from 6:15 am to 6:15 pm and Saturday service is provided from 8:15 am to 1:15 pm.



**Ridership/Boarding Summary:** Route 9 provided 6,546 rides over the study period, ranking fifth for all routes provided by Green Bay Metro. Four bus stops on this route had a total number of boardings of over 200. Two of these stops (Stops #2 and #14), located in downtown Green Bay, are also used by riders to board buses servicing Route 8 and Route 11. The other high-ridership bus stops are Stop #581 on South Oneida Street and Stop #2458 at the corner of Ashland Avenue and Walnut Street. Like the prior bus route, this route does not require a fair as the route is sponsored by the Green Bay Packers, potentially resulting in increased boarding numbers.

- Stop #581 had the highest level of boardings for Route 9 over the study period with 639 total boardings, averaging 25.56 boardings a day. The stop is located near multiple strip malls on both sides of Oneida Street. Surprisingly, there are no apartments or residential housing in the surrounding area indicating that high boarding is strictly the result of customers to these businesses. The stop itself provides sidewalk-to-street access, but due to the limited size of boulevard space, other features would be difficult to install.
- Conversely, Stop #2458 is located in a residential area and a couple of small apartment complexes. The stop provides inbound access to Green Bay's downtown district for work or entertainment and the Green Bay Metro Transit Center to transfer to other routes. The stop itself provides access to the street, but no other features.
- The total of 39 bus stops serving Route 9 saw boarding totals between 0 and 49 over the month-long study period.

**Accessibility Summary:** Sidewalks are provided for nearly every bus stop north of Hansen Road aside from Stop #439 at the corner of Ashland Avenue and 9<sup>th</sup> Street. The five other stops are located on the southern side of Hansen Road, however, on the other side of the street is a sidewalk that connects to the sidewalk network of Ashwaubenon. A transition to the other side of the street may be beneficial for riders and allow Green Bay Metro to add other features to the bus stop. A smaller number of bus stops (20 out of 42) have hard surface access from the street with the majority being located on Walnut Street and Oneida Street between Pilgrim Way and Hansen Road. Importantly, eight out of the top ten highest-used bus stops do have access to the street.

| <b>Bus Stops with Sidewalk Access - Route 9</b> |            |                  |
|-------------------------------------------------|------------|------------------|
|                                                 | Total      | Percent of total |
| <b>Total Bus Stops</b>                          | <b>486</b> |                  |
| <i>Sidewalk yes</i>                             | 433        | 89.1%            |
| <i>Sidewalk no</i>                              | 53         | 10.9%            |
| <i>Access to Street yes</i>                     | 243        | 50%              |
| <i>Access to Street no</i>                      | 243        | 50%              |
| <b>Route 9 Bus Stops</b>                        | <b>62</b>  |                  |
| <i>Sidewalk yes</i>                             | 56         | 90.3%            |
| <i>Sidewalk no</i>                              | 6          | 9.7%             |
| <i>Access to Street yes</i>                     | 20         | 32.3%            |
| <i>Access to Street no</i>                      | 42         | 67.7%            |

#### **General Route Recommendations:**

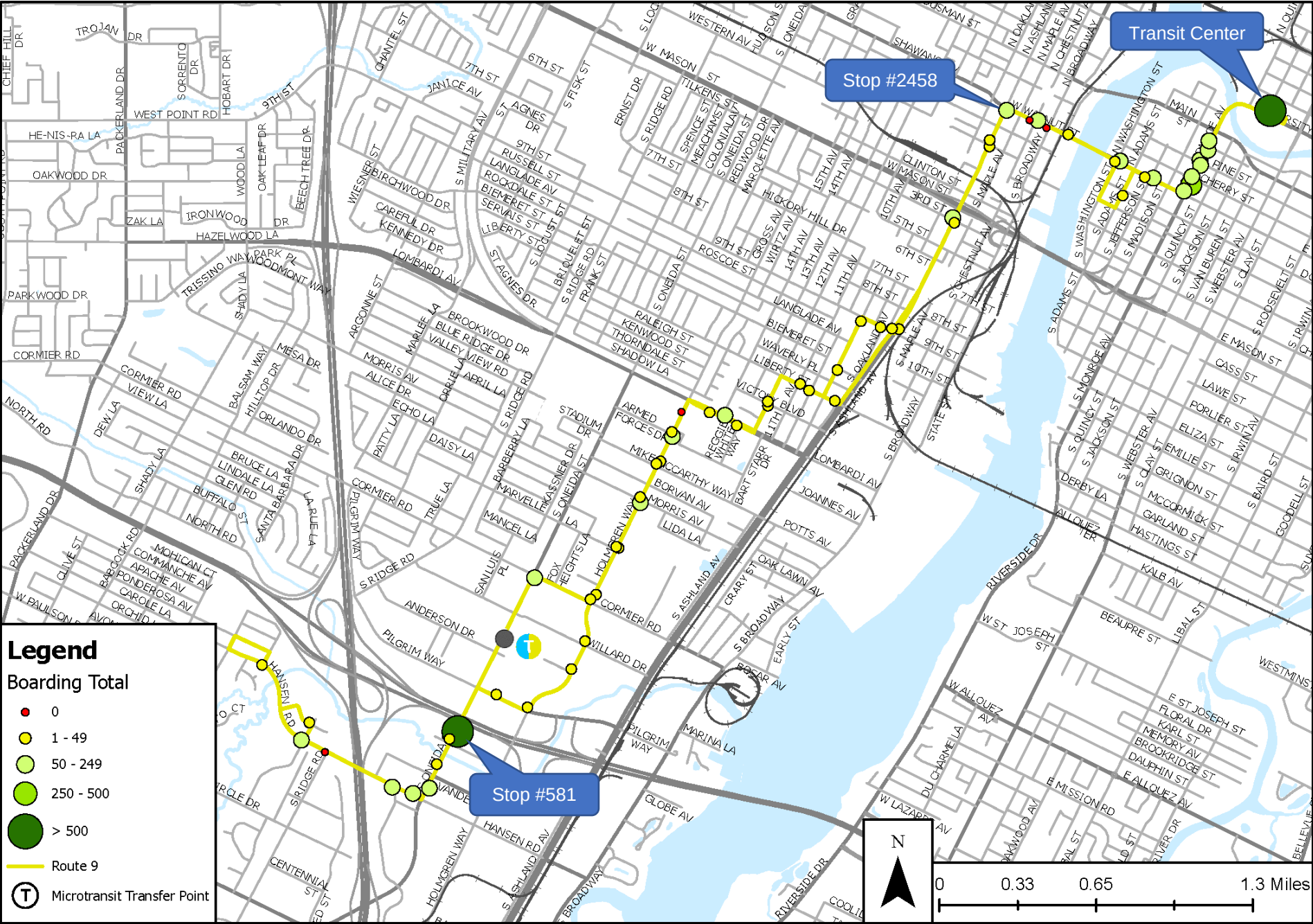
- Stop #581 is provided with a bus turnout that buttresses the sidewalk allowing for direct access from the sidewalk to the bus. Due to the high number of boardings, implementing a shelter and bench would be beneficial. However, the location of the stop does not provide a sizable area to place a shelter or bench without encroaching on private property. It would also require removing a number of parking lot stalls adjacent to where the shelter would be placed.





# Bus Stop Boardings for September 2022

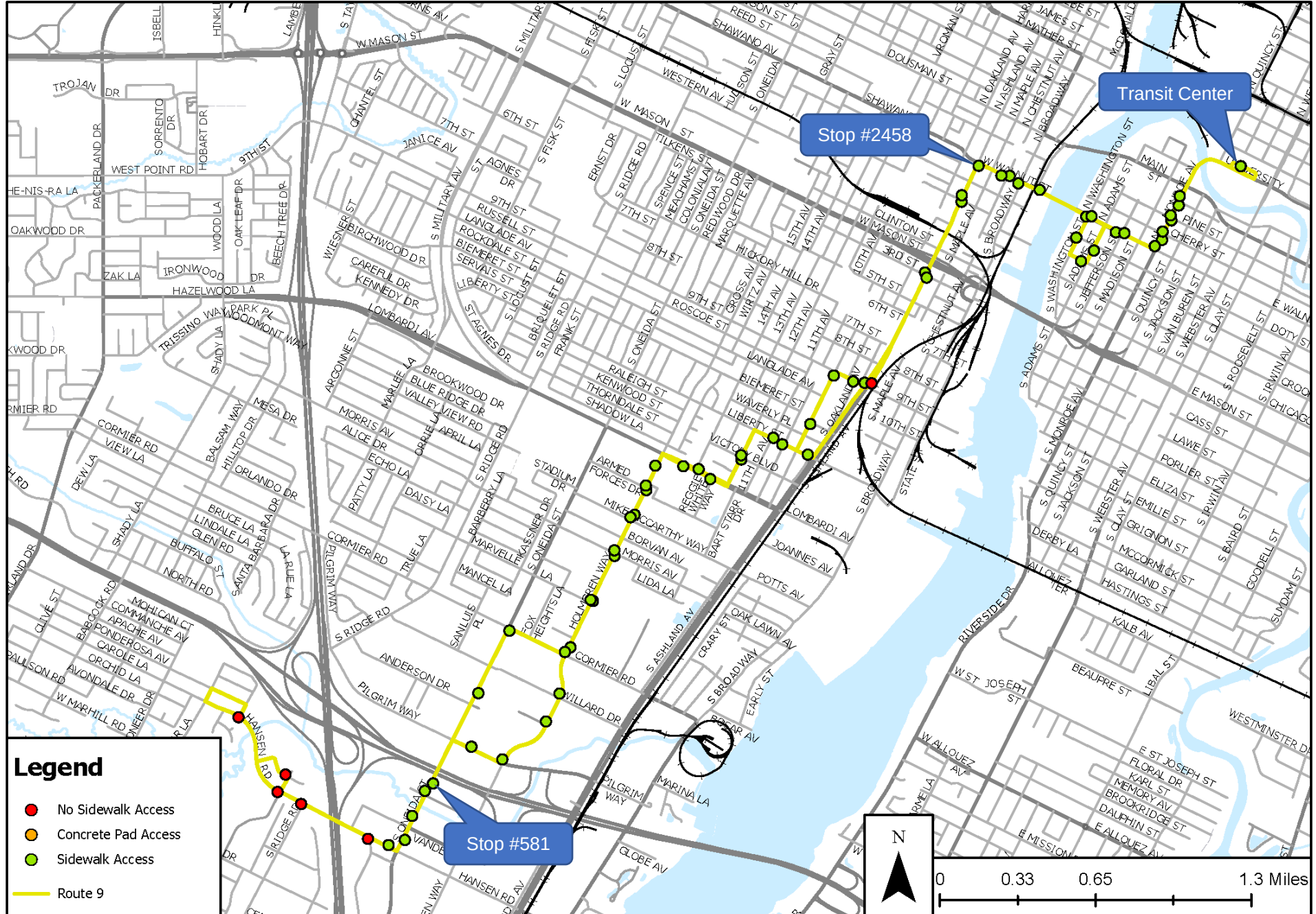
# Route 9 Gold





# Bus Stops with Sidewalk Access

## Route 9 Gold

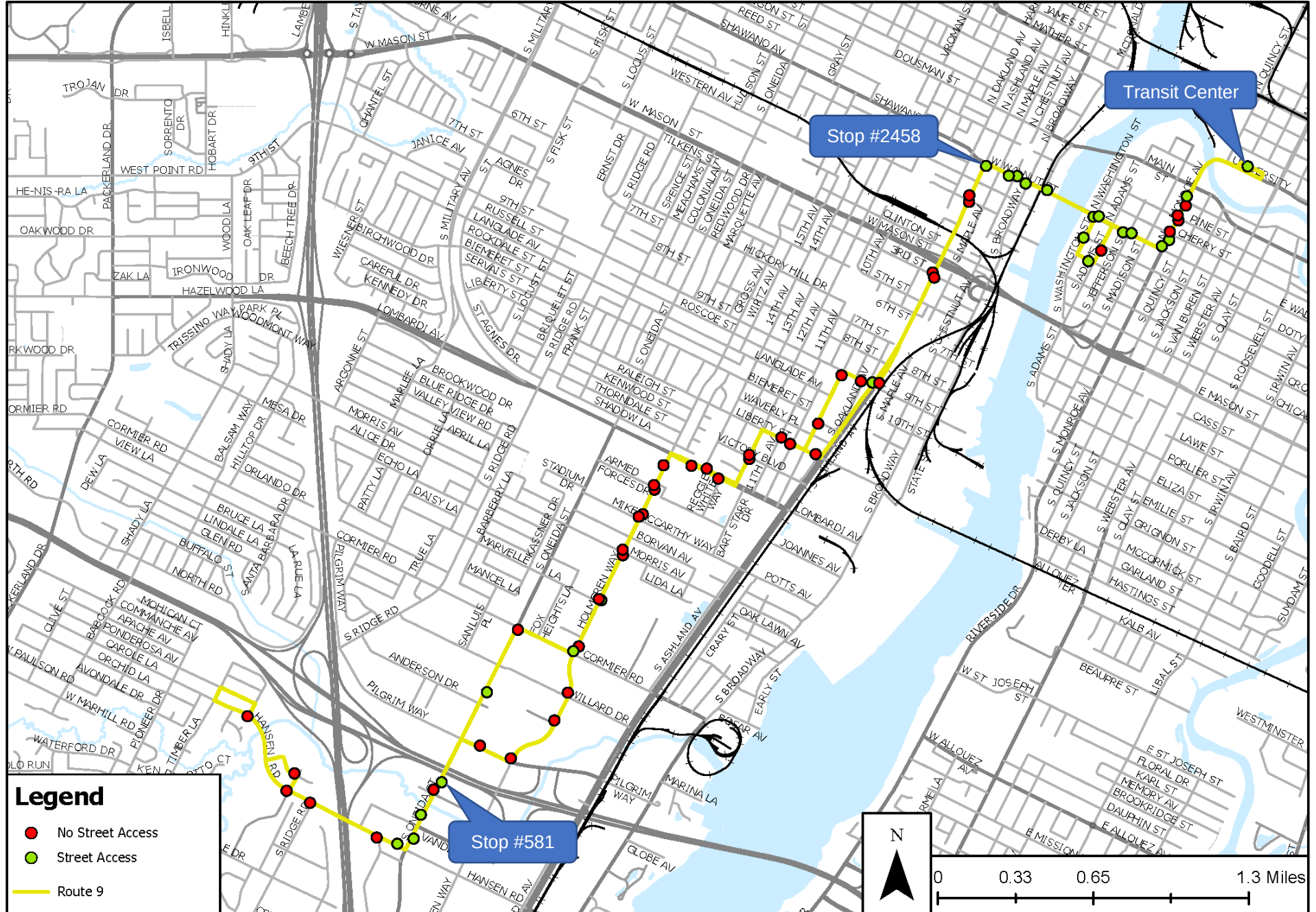






# Bus Stops with Street Access

# Route 9 Gold





## **Route 10**

**Route Description:** Route 10 (Plum) is primarily a north-south route that utilizes Main Street as the main travel corridor. The route provides access to multiple commercial businesses, the Minoka-Hill School, the East Brown County Library, and Green Bay Metro Microtransit Transfer Point for Zone 4. Service is provided every half-hour on weekdays from 5:45 am to 6:45 pm and every half-hour on Saturdays from 7:45 am to 1:45 pm.



**Ridership/Boarding Summary:** Route 10 ranked sixth for the total number of boardings over the study period with 5,772 boardings. Three bus stops on this route had boardings greater than 200, Stop #870 located in the Walmart parking lot, Stop #85 at the corner of Main Street and Lime Kiln Road, and Stop #2196 at the corner of Main Street and East Main Street Frontage Road.

- Stop #870 had the highest level of boarding for Route 10 over the study period with 1,206 total boardings, averaging 48.24 boardings per day. The majority of boardings are the result of the bus stop in front of the Walmart Supercenter. The bus stop also acts as the GBM Microtransit transfer point for zone 4 which allows for transit to other commercial businesses and locations located in Bellevue. The stop includes a bench and shelter, but due to the high boarding levels, it may be beneficial to expand the stop.
- Stop #85 was another popular bus stop with 214 boardings. The stop is located near multiple commercial businesses including the Pick n' Save Supermarket which provides groceries for the local residential community. The community is also home to the St. Bernard Catholic Church and School. The stop itself has all recommended features including a bench, shelter, and hard surface access to the street.
- Stop #2196 had the third most boardings on Route 10 and is the closest bus stop to the East Town Shopping Mall. Currently, there are no shelter, bench, or sidewalk amenities at the stop. Potential improvements for this stop are expanded in the Bus Stop Recommendation section.



**Accessibility Summary:** The majority of Route 10 bus stops are located on Main Street, a street that has a very large and well-connected sidewalk network. Aside from three bus stops the rest have sidewalk access. The three in particular are located between Manitowoc Road and the East Main Street Frontage Road. The stops located at the Manitowoc Road intersection could be enhanced with shelter, benches, and a hard surface, but Stop #2196 is comparatively more isolated from a sidewalk network. Twenty of the bus stops have direct hard surface access to the street. The eight bus stops that have sidewalks but do not have access to the street could easily be upgraded with a concrete pad/sidewalk that connects to the street.

| <b>Bus Stops with Sidewalk Access - Route 10</b> |            |                  |
|--------------------------------------------------|------------|------------------|
|                                                  | Total      | Percent of total |
| <b>Total Bus Stops</b>                           | <b>486</b> |                  |
| <i>Sidewalk yes</i>                              | 433        | 89.1%            |
| <i>Sidewalk no</i>                               | 53         | 10.9%            |
| <i>Access to Street yes</i>                      | 243        | 50%              |
| <i>Access to Street no</i>                       | 243        | 50%              |
| <b>Route 10 Bus Stops</b>                        | <b>31</b>  |                  |
| <i>Sidewalk yes</i>                              | 28         | 90.3%            |
| <i>Sidewalk no</i>                               | 3          | 9.7%             |
| <i>Access to Street yes</i>                      | 20         | 64.5%            |
| <i>Access to Street no</i>                       | 11         | 35.5%            |

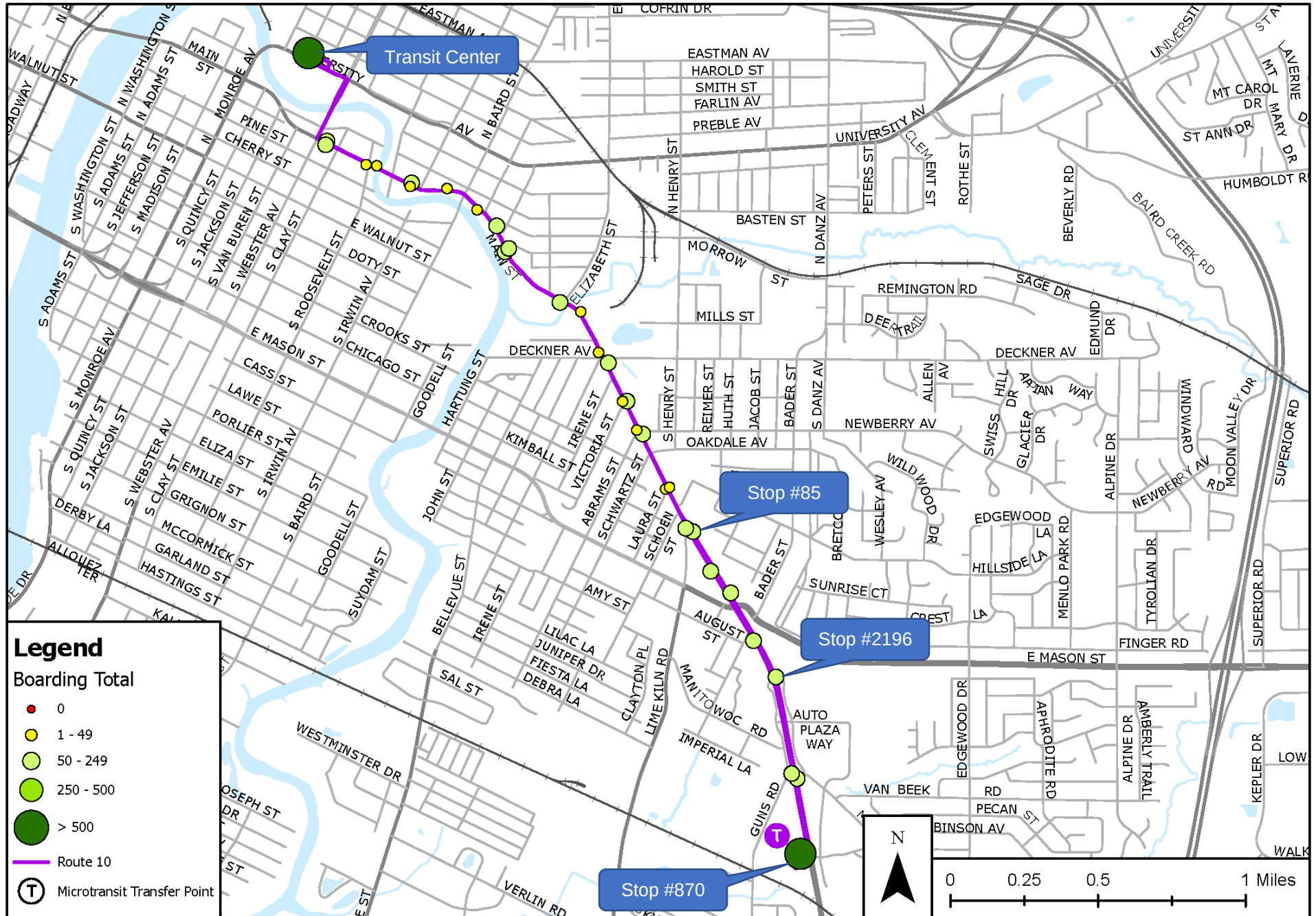
#### **General Route Recommendations:**

- Stop #870, located near the Walmart Supercenter, has a Creative Outdoor Advertising provided bus shelter. Adding an additional bench may be beneficial due to the high boarding numbers.
- Stop #2196 being located near the East Town Shopping Mall lends itself to a high number of boardings. However, the bus stop has no shelter, bench, or connection to a sidewalk network that leads to the mall, but in the Green Bay Safe Walk & Bike Plan there is a proposed sidewalk. Working with the City of Green Bay during the installation of the sidewalk concrete surface could be added that provides hard surface access to the street and an area for a future bench and shelter.



# Bus Stop Boardings for September 2022

## Route 10 Plum

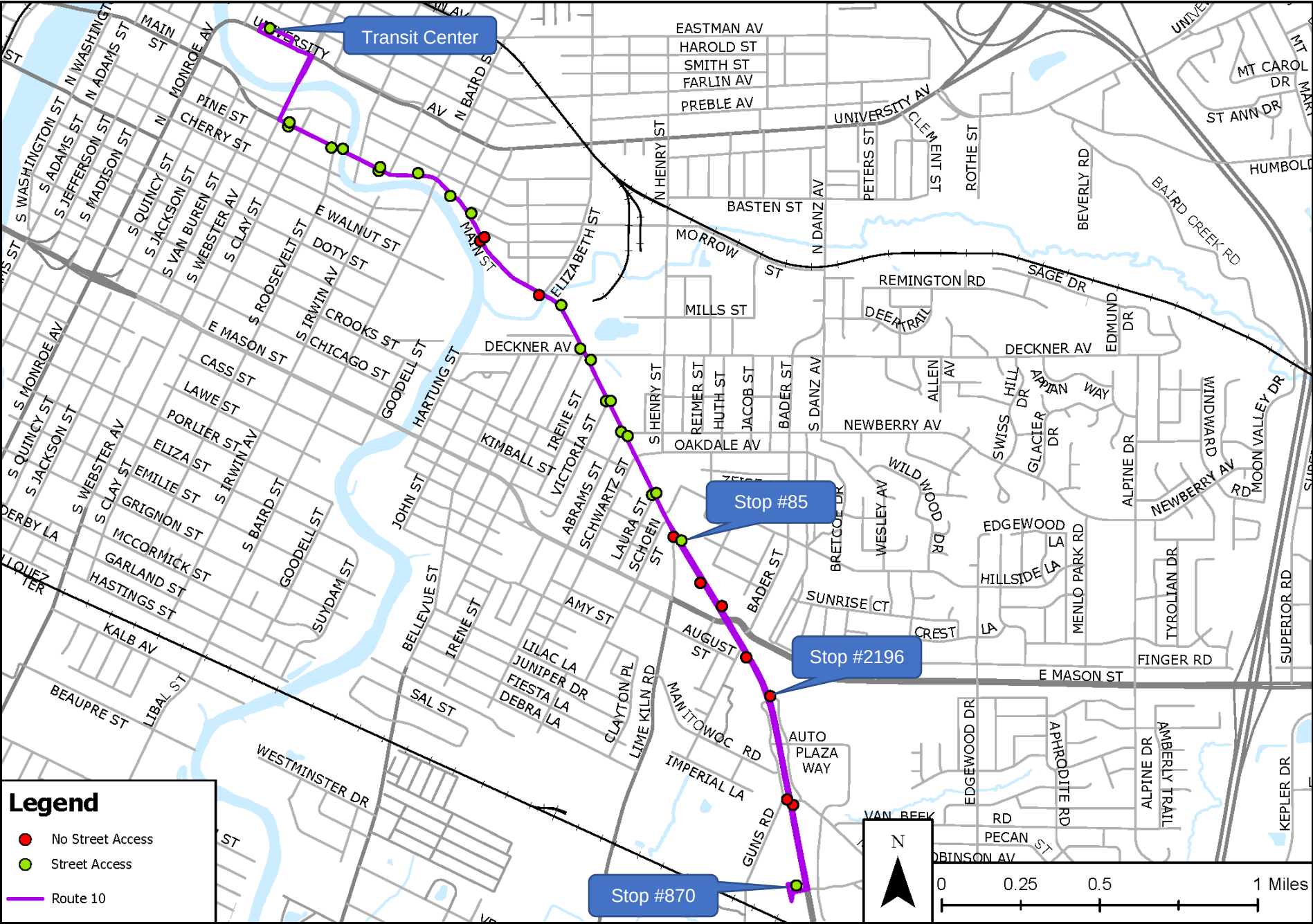






# Bus Stops with Street Access

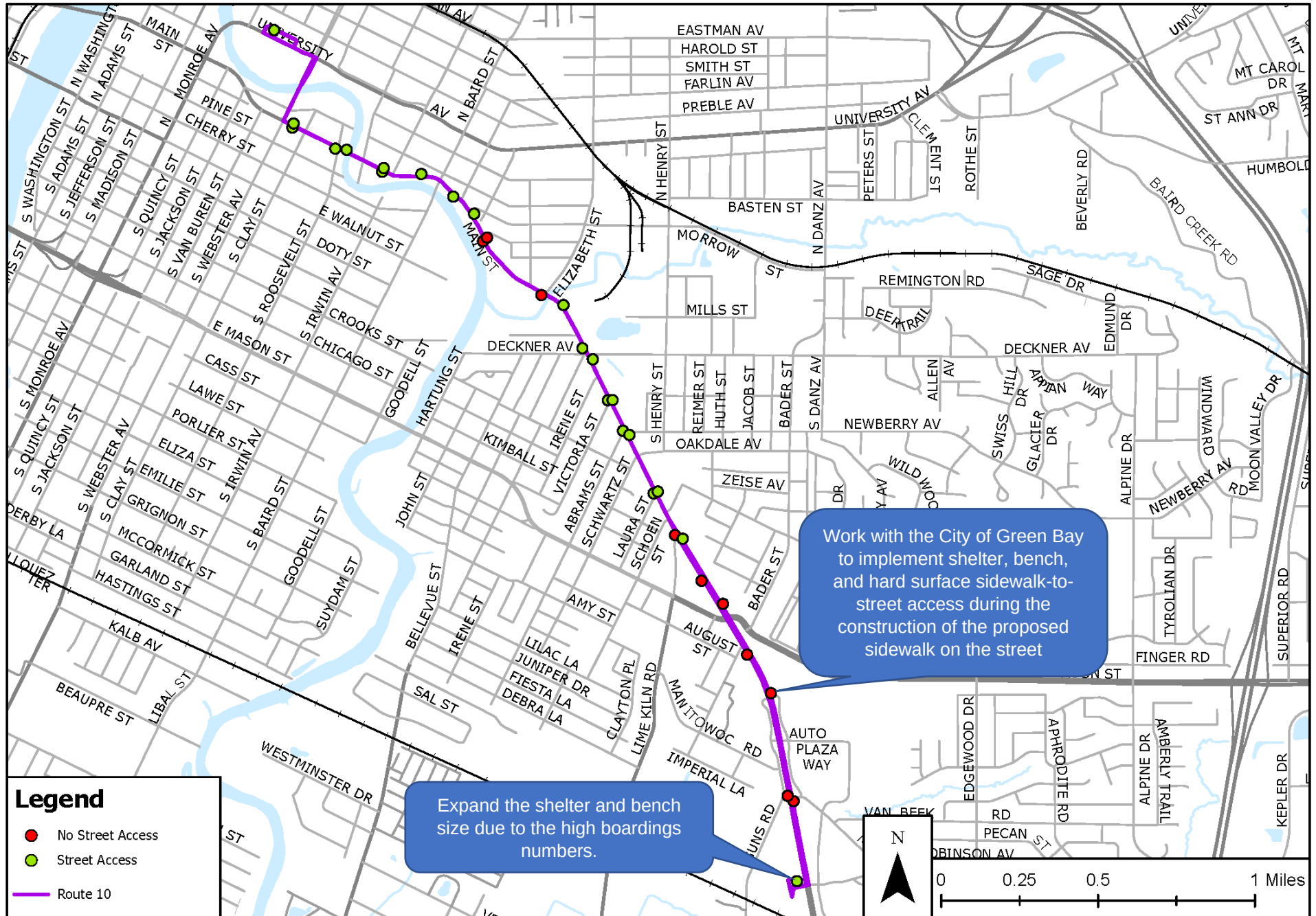
# Route 10 Plum







# Street Access and Bus Stop Recommendations    Route 10 Plum





## **Route 11**

**Route Description:** Route 11 (Sky) is primarily a north-south route that utilizes Monroe and Webster Avenue as the main roadways. The route connects the city of Green Bay with the Village of Allouez and provides access to multiple schools, St. Vincent Hospital, as well as the Green Bay Metro Microtransit Transfer Point for Zone 3. Service is provided every half-hour on weekdays from 5:45 am to 6:45 pm and every half-hour on Saturdays from 7:45 am to 1:45 pm.



**Ridership/Boarding Summary:** Route 11 ranked eighth for the total number of boardings over the study period with 4,525 boardings. Three bus stops on this route had greater than 200 boardings with only one being exclusive to Route 11, Stop #182 at the corner of Webster Avenue and Garland Street. The other two stops (Stop #2 and Stop #14) also serve Route 8 and Route 9, and both stops have been analyzed previously. It should also be noted that inbound bus stops boardings are comparatively greater than their outbound counterparts, indicating riders use Route 11 to connect to downtown or other routes at the Green Bay Metro Transit Center.

- Stop #182 is an inbound stop that had a total of 219 boardings, averaging 8.76 boardings per day. It is located directly in front of a local gas station and surrounded by a residential neighborhood that included new developments. The stop does not provide a shelter or bench, but it is located on a sidewalk that buttresses the road, providing a hard surface.
- Stop #2454 on Webster Avenue acts as the GBM Microtransit transfer point. The stop ranks sixth for the total number of boardings on Route 11 with 160 boardings. The Village of Allouez has future plans to redevelop the area, that also encompasses Stop #1462. Stop #1462 was the only stop on the route that had a total of zero boardings, but due to future developments, an increase may be seen.

**Accessibility Summary:** Route 11 is the only route that has sidewalk access for all the bus stops it serves. However, of the bus stops, 15 do not have a direct sidewalk to street access. The majority of these stops are located north of Chicago Street, and they are shared with multiple routes. Due to being shared with other routes adding sidewalks to street access at these stops may provide the greatest benefit based on the cost.

| <b>Bus Stops with Sidewalk Access - Route 11</b> |            |                  |
|--------------------------------------------------|------------|------------------|
|                                                  | Total      | Percent of total |
| <b>Total Bus Stops</b>                           | <b>486</b> |                  |
| <i>Sidewalk yes</i>                              | 433        | 89.1%            |
| <i>Sidewalk no</i>                               | 53         | 10.9%            |
| <i>Access to Street yes</i>                      | 243        | 50%              |
| <i>Access to Street no</i>                       | 243        | 50%              |
| <b>Route 11 Bus Stops</b>                        | <b>46</b>  |                  |
| <i>Sidewalk yes</i>                              | 46         | 100%             |
| <i>Sidewalk no</i>                               | 0          | 0%               |
| <i>Access to Street yes</i>                      | 31         | 67.4%            |
| <i>Access to Street no</i>                       | 15         | 32.6%            |

#### **General Route Recommendations:**

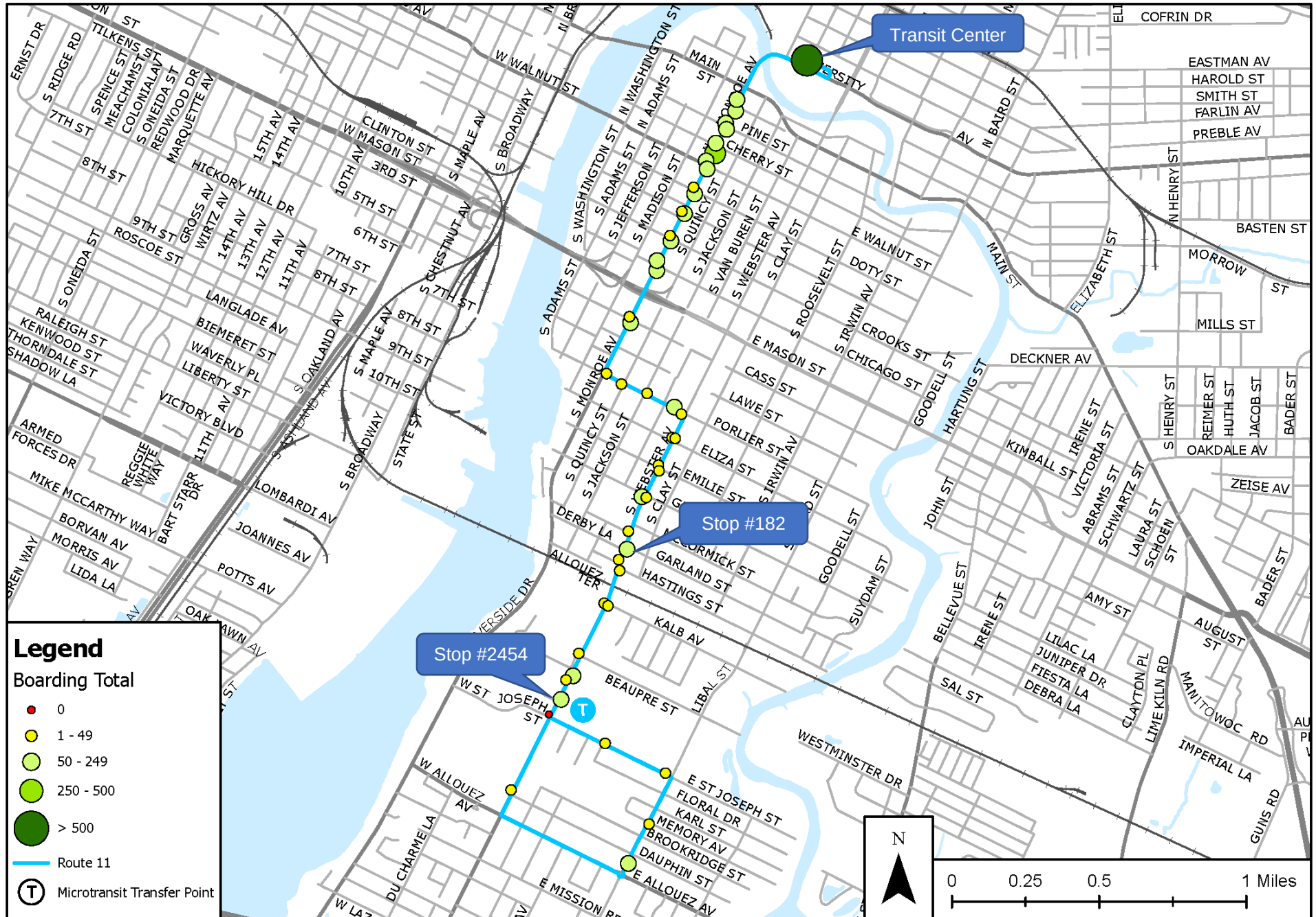
- Multiple stops on Monroe Avenue, north of Chicago Street do not have sidewalk-to-street access. Of these stops, providing access to the street at stops #2, #3, #9, and #10 would provide the greatest benefit as they are shared with multiple bus routes. The rest of the bus stops on Monroe Ave could later be upgraded. Implementing a bench or shelter at these locations may prove difficult due to the limited space and is not currently recommended.
- Stop #182 at the corner of Garland Street and Webster Avenue could be upgraded to include a shelter and bench. However, adding such amenities would require acquiring the right of way from the Kwik Trip incorporation. The amenity of sidewalk-to-street access is already provided as the sidewalk buttresses the street with no grass boulevard in between.
- The Village of Allouez is developing a future Village Center at the corners of Webster Avenue and St. Joseph Street. The development will have multiple mixed-use buildings and new community places including plazas and conservations easements with walking trails. The goal is to create an area with a greater social ambiance. Two bus stops (#1462 and #2454) are currently located in the future development area,

with Stop #2454 being the GBM Microtransit transfer point. Green Bay Metro should work with the Village of Allouez to implement the bus stops within the development plan and upgrade the local stops amenities.



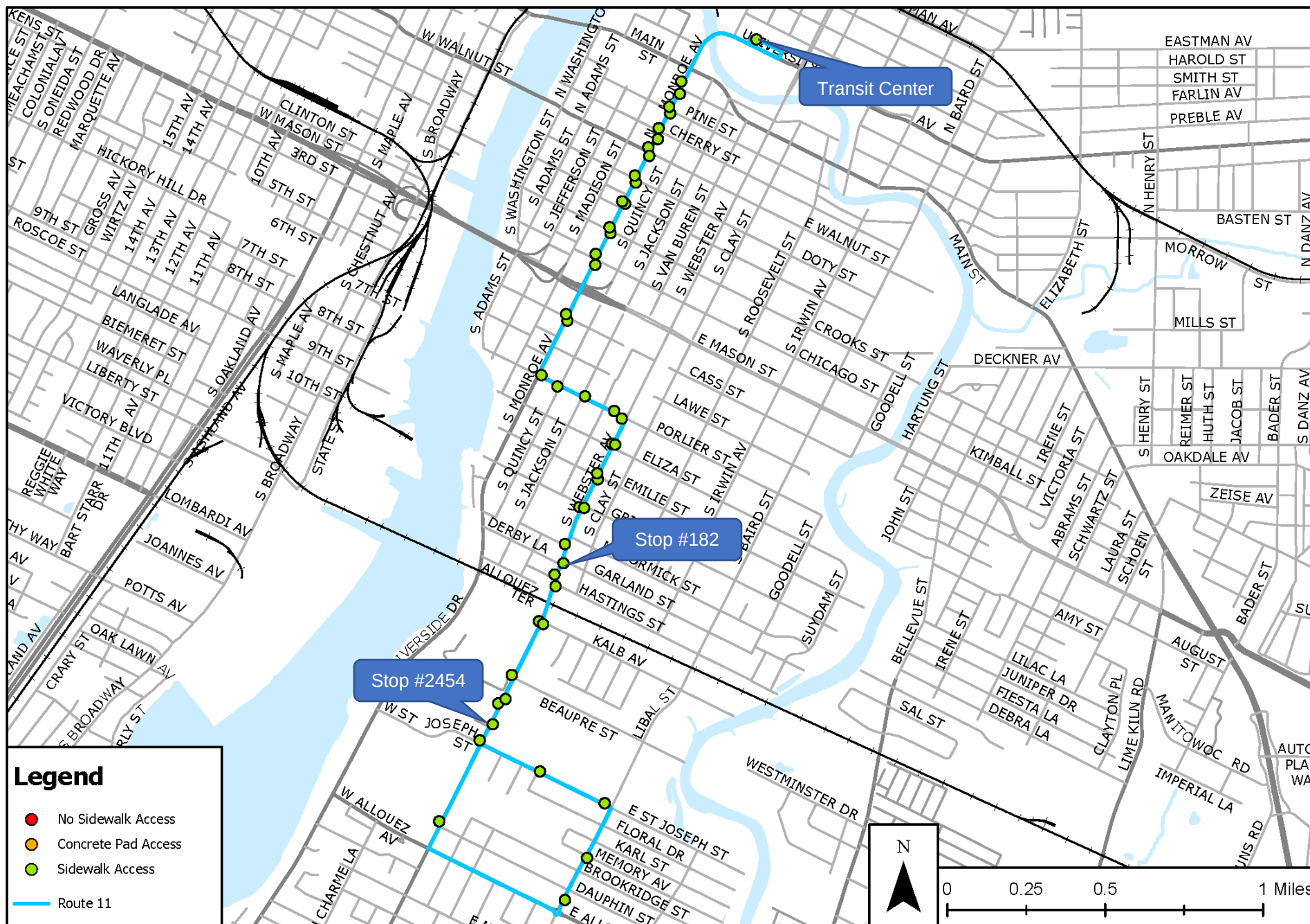
# Bus Stop Boardings for September 2022

## Route 11 Sky





# Route 11 Sky

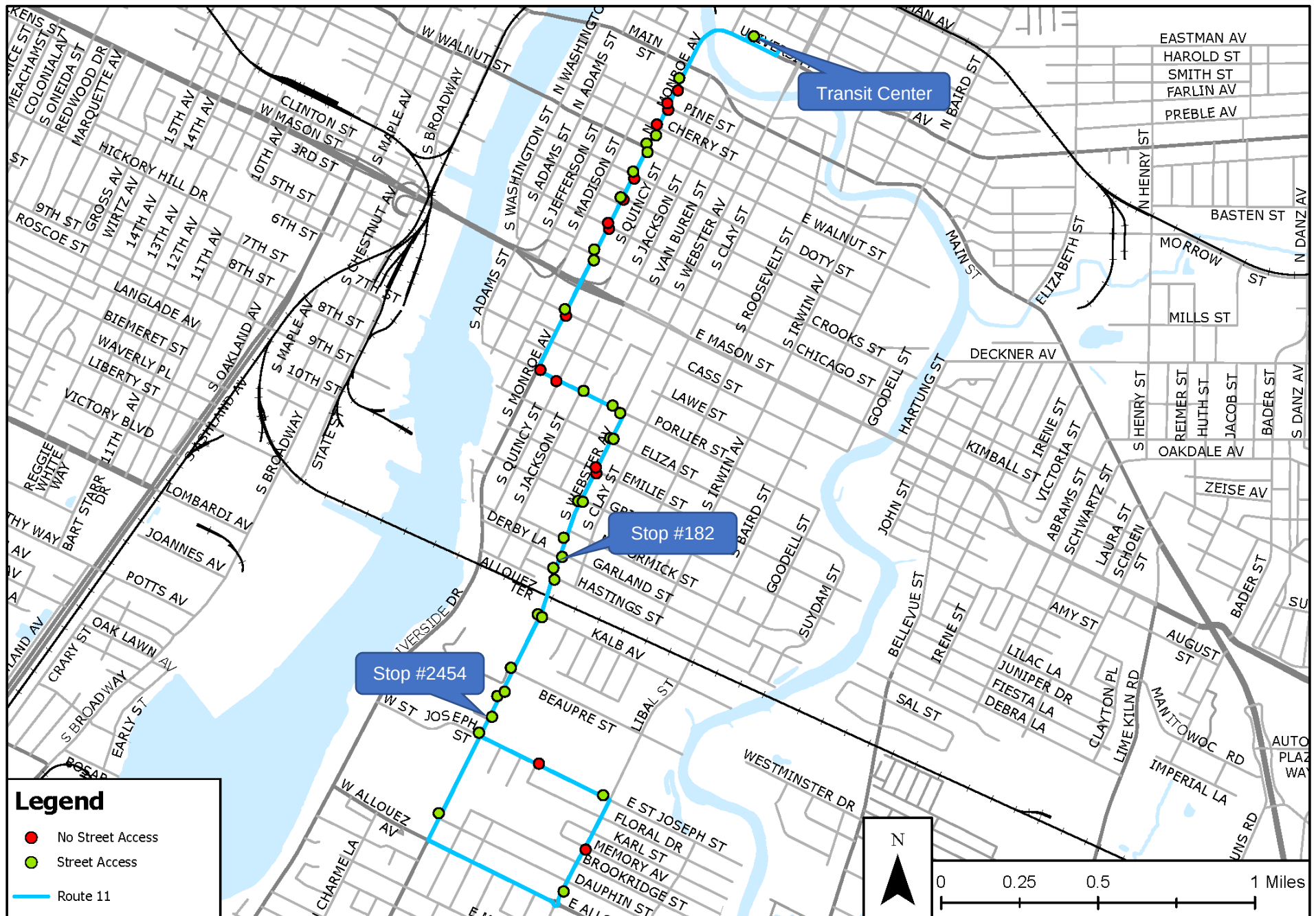






# Bus Stops with Street Access

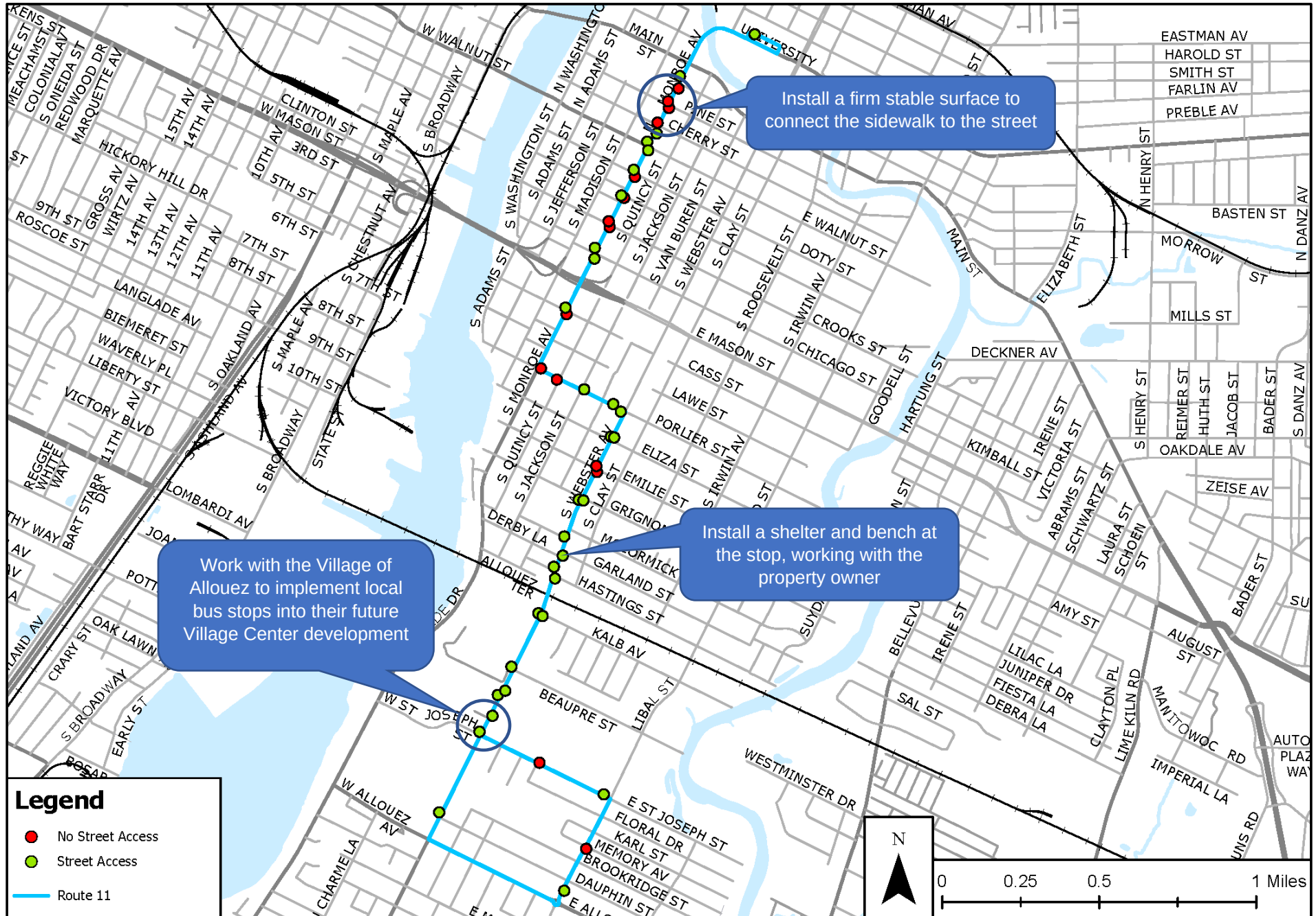
# Route 11 Sky





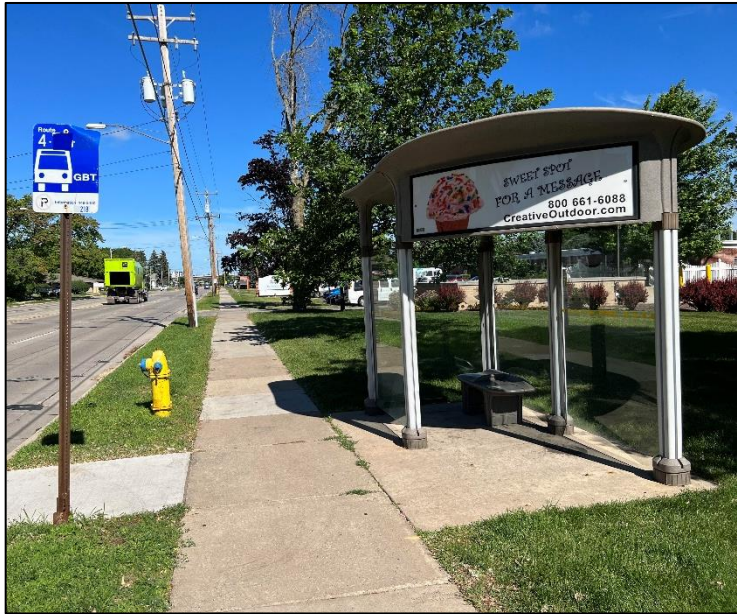
# Street Access and Bus Stop Recommendations

## Route 11 Sky



## Bus Stop Locations that had a Median of 20 or Greater Number of Boardings Over the Study Period

### Stop #218 - Shawano Ave & Siegler St (City of Green Bay)

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                     |  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--|
| <u>Routes Served</u><br>#4 (Blue) - Outbound                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |  |  |
| <u>Service Provided</u><br>#4 Weekdays - Half-Hour Service<br>#4 Saturdays - Hourly Service                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                     |  |
| <u>ADA Accessibility</u><br><b>Surface:</b> Firm, Stable Surface? <ul style="list-style-type: none"><li>• Yes</li></ul> <b>Dimensions:</b> 96" boardings and alighting area perpendicular to the curb/roadway edge and 60" clear width measured parallel to roadway? <ul style="list-style-type: none"><li>• Yes</li></ul> <b>Connection:</b> Boardings and alighting areas connected to streets, sidewalks, or pedestrian paths by an accessible route? <ul style="list-style-type: none"><li>• Yes</li></ul> |                                                                                     |  |
| <u>Seating Present?</u> <ul style="list-style-type: none"><li>• Yes</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                     |  |
| <u>Bus Stop Shelter Present?</u> <ul style="list-style-type: none"><li>• Yes</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                     |  |
| <u>Boardings</u><br><b>Total:</b> 508<br><b>Median:</b> 20.32                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                     |  |
| <u>Bus Stop Summary:</u><br>This bus stop provides the most local stop for access to the HSHS St. Mary's Hospital Medical Center, among many other medical institutions across the street from Shawano Ave. A nursing home and multiple apartment buildings also flank the bus stop, attributing to the high ridership.                                                                                                                                                                                        |                                                                                     |  |
| <u>Recommendations:</u><br>None at this time, the stop is well accommodated for the documented number of boardings.                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                     |  |



## Stop #581 - Oneida & Plymrock (Village of Ashwaubenon)

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| <u>Routes Served</u><br>#9 (Gold) - Inbound                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |  |
| <u>Service Provided</u><br>#9 Weekdays - Hourly Service<br>#9 Saturdays - Hourly Service                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                     |
| <u>ADA Accessibility</u><br><b>Surface:</b> Firm, Stable Surface?<br><ul style="list-style-type: none"><li>• Yes</li></ul> <b>Dimensions:</b> 96" boardings and alighting area perpendicular to the curb/roadway edge and 60" clear width measured parallel to roadway?<br><ul style="list-style-type: none"><li>• Yes</li></ul> <b>Connection:</b> Boardings and alighting areas connected to streets, sidewalks, or pedestrian paths by an accessible route?<br><ul style="list-style-type: none"><li>• Yes</li></ul>                                                                                                 |                                                                                     |
| <u>Seating Present?</u><br><ul style="list-style-type: none"><li>• No</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                     |
| <u>Bus Stop Shelter Present?</u><br><ul style="list-style-type: none"><li>• No</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                     |
| <u>Boardings</u><br><b>Total:</b> 639<br><b>Median:</b> 25.56                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                     |
| <u>Bus Stop Summary:</u><br>This stop is located a block south of the Bay Park Square shopping mall on Oneida Street. A large strip mall with multiple supply stores and restaurants is located directly east of the bus stop. The stop is provided with a bus turnout allowing for the bus to not block traffic while boarding is occurring. The bus turnout also provides the riders with a firm and stable surface as it buttresses the sidewalk. However, no other amenities are located at the stop.                                                                                                               |                                                                                     |
| <u>Recommendations:</u><br>The high ridership numbers of the bus stops would make it a primary location for the implementation of a bus stop shelter. However, the inclusion of the bus turnout will not allow a bus shelter to be placed in the public right-of-way, requiring Green Bay Metro to work with the adjacent landowner to allow a concrete pad and shelter to be located on the strip mall property adjacent to the sidewalk. The space of the grass boulevard between the sidewalk and the parking lot is not enough to include a "box" shelter; however, an awning-style shelter could be more suitable. |                                                                                     |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |  |
| (Awning Style Shelter)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | (Box Style Shelter)                                                                 |

## Stop #670 - Walmart West Side (City of Green Bay)

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                     |  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--|
| <u>Routes Served</u><br>#6 (Red) - Outbound                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |  |  |
| <u>Service Provided</u><br>#6 Weekdays - Half-Hour Service<br>#6 Saturdays - Half-Hour Service                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                     |  |
| <u>ADA Accessibility</u><br><b>Surface:</b> Firm, Stable Surface? <ul style="list-style-type: none"><li>• Yes</li></ul> <b>Dimensions:</b> 96" boardings and alighting area perpendicular to the curb/roadway edge and 60" clear width measured parallel to roadway? <ul style="list-style-type: none"><li>• Yes</li></ul> <b>Connection:</b> Boardings and alighting areas connected to streets, sidewalks, or pedestrian paths by an accessible route? <ul style="list-style-type: none"><li>• Yes</li></ul> |                                                                                     |  |
| <u>Seating Present?</u> <ul style="list-style-type: none"><li>• Yes</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                     |  |
| <u>Bus Stop Shelter Present?</u> <ul style="list-style-type: none"><li>• Yes</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                     |  |
| <u>Boardings</u><br><b>Total:</b> 1183<br><b>Median:</b> 47.32                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                     |  |
| <u>Bus Stop Summary:</u><br>This stop is located along the service road in the Walmart Westside/Sam's Club parking lot. In addition to the large box stores, there are multiple restaurants and other retail businesses located within the proximity of the bus stop. The stop was previously upgraded with a shelter, bench, and an accessible route from the shelter to the boarding and alighting area.                                                                                                     |                                                                                     |  |
| <u>Recommendations:</u><br>While the stop has improved amenities the accessibility to local businesses continues to be a challenge. Green Bay Metro could make recommendations to Walmart and other local businesses to implement more pedestrian walkways for safer and more convenient access from the bus stop. However, the space for such walkways is very limited and would require the removal of a large number of parking spaces.                                                                     |                                                                                     |  |



## Stop #779 - Nicolet & Mahon (City of Green Bay)

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                     |  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--|
| <u>Routes Served</u><br>#7 (Lime) - Outbound                                                                                                                                                                                                                                                                                                                                                                                                                                                          |  |  |
| <u>Service Provided</u><br>#7 Weekdays - Half-Hour Service<br>#7 Saturdays - Hourly Service                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                     |  |
| <u>ADA Accessibility</u><br><b>Surface:</b> Firm, Stable Surface? <ul style="list-style-type: none"><li>No</li></ul> <b>Dimensions:</b> 96" boardings and alighting area perpendicular to the curb/roadway edge and 60" clear width measured parallel to roadway? <ul style="list-style-type: none"><li>No</li></ul> <b>Connection:</b> Boardings and alighting areas connected to streets, sidewalks, or pedestrian paths by an accessible route? <ul style="list-style-type: none"><li>No</li></ul> |                                                                                     |  |
| <u>Seating Present?</u> <ul style="list-style-type: none"><li>No</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                     |  |
| <u>Bus Stop Shelter Present?</u> <ul style="list-style-type: none"><li>No</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                     |  |
| <u>Boardings</u><br><b>Total:</b> 672<br><b>Median:</b> 26.88                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                     |  |
| <u>Bus Stop Summary:</u><br>This bus stop is located on the corner of Nicolet and Mahon. Mahon Ct leads to multiple cul-de-sacs with well over 4 dozen residential homes, while just south on Nicolet is the Shores Apartment complex with multiple buildings. There is a closer bus stop to the apartment complex. The stop is also located near the entrances of the popular UWGB Arboretum Trails.                                                                                                 |                                                                                     |  |
| <u>Recommendations:</u><br>While the boarding number would justify adding amenities to the bus stop, it may prove difficult as there is no sidewalk on the east side of Nicolet Dr and the City of Green Bay does not currently have plans to add any in the near future. To counteract this a 5'x8' concrete pad could be installed with a bus shelter that is connected to the opposite side of the street that has sidewalk access with a crosswalk.                                               |                                                                                     |  |

## Stop #870 - Walmart East Side (Village of Bellevue)

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                     |  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--|
| <u>Routes Served</u><br>#10 (Plum) - Outbound                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |  |  |
| <u>Service Provided</u><br>#10 Weekdays - Half-Hour Service<br>#10 Saturdays - Half-Hour Service                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                     |  |
| <u>ADA Accessibility</u><br><b>Surface:</b> Firm, Stable Surface? <ul style="list-style-type: none"><li>• Yes</li></ul> <b>Dimensions:</b> 96" boardings and alighting area perpendicular to the curb/roadway edge and 60" clear width measured parallel to roadway? <ul style="list-style-type: none"><li>• Yes</li></ul> <b>Connection:</b> Boardings and alighting areas connected to streets, sidewalks, or pedestrian paths by an accessible route? <ul style="list-style-type: none"><li>• Yes</li></ul> |                                                                                     |  |
| <u>Seating Present?</u> <ul style="list-style-type: none"><li>• Yes</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                     |  |
| <u>Bus Stop Shelter Present?</u> <ul style="list-style-type: none"><li>• <u>Yes</u></li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                     |  |
| <u>Boardings</u><br><b>Total:</b> 1206<br><b>Median:</b> 48.24                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                     |  |
| <u>Bus Stop Summary:</u><br>This stop is located within the Bellevue Walmart parking lot and also acts as the Purple Zone 4 Microtransit Zone, attributing to the high boarding numbers. The stop is currently outfitted with a bus stop shelter, a bench, and a pedestrian walkway that connects transit patrons to the storefront.                                                                                                                                                                           |                                                                                     |  |
| <u>Recommendations:</u><br>While the bus stop provides adequate accommodations, it is recommended to add additional seating at the stop, similar to the bench addition seen at Stop #2253.                                                                                                                                                                                                                                                                                                                     |                                                                                     |  |

## Stop #1230 - Deckner & Danz (City of Green Bay)

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                     |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| <u>Routes Served</u><br>#2 (Orange) - Outbound                                                                                                                                                                                                                                                                                                                                                                                                                                                               |  |
| <u>Service Provided</u><br>#2 Weekdays - Half-Hour Service<br>#2 Saturdays - Half-Hour Service                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                     |
| <u>ADA Accessibility</u><br><b>Surface:</b> Firm, Stable Surface? <ul style="list-style-type: none"><li>• Yes</li></ul> <b>Dimensions:</b> 96" boardings and alighting area perpendicular to the curb/roadway edge and 60" clear width measured parallel to roadway? <ul style="list-style-type: none"><li>• No</li></ul> <b>Connection:</b> Boardings and alighting areas connected to streets, sidewalks, or pedestrian paths by an accessible route? <ul style="list-style-type: none"><li>• No</li></ul> |                                                                                     |
| <u>Seating Present?</u> <ul style="list-style-type: none"><li>• No</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                     |
| <u>Bus Stop Shelter Present?</u> <ul style="list-style-type: none"><li>• No</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                     |
| <u>Boardings</u><br><b>Total:</b> 826<br><b>Median:</b> 33.04                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                     |
| <u>Bus Stop Summary:</u><br>This bus stop is located on the Green Bay east side near the Preble High School, several apartments, residential developments, and the Green Bay Red Cross Center. The stop currently does not have any rider amenities.                                                                                                                                                                                                                                                         |                                                                                     |
| <u>Recommendations:</u><br>This location has limited right-of-way and there is no place for a bus shelter unless Green Bay Metro came to an agreement with the adjacent landowner to install a concrete pad and bus shelter adjacent to the sidewalk. This would require working with the Atonement Lutheran Church which may take considerable time, during which a paved surface between the sidewalk and curb could be added.                                                                             |                                                                                     |



## Stop #1355 - Mason & Military (City of Green Bay)

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                     |  |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--|
| <u>Routes Served</u><br>#6 (Red) - Inbound                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |  |  |
| <u>Service Provided</u><br>#6 Weekdays - Half-Hour Service<br>#6 Saturdays - Half-Hour Service                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                     |  |
| <u>ADA Accessibility</u><br><b>Surface:</b> Firm, Stable Surface? <ul style="list-style-type: none"><li>• Yes</li></ul> <b>Dimensions:</b> 96" boardings and alighting area perpendicular to the curb/roadway edge and 60" clear width measured parallel to roadway? <ul style="list-style-type: none"><li>• No</li></ul> <b>Connection:</b> Boardings and alighting areas connected to streets, sidewalks, or pedestrian paths by an accessible route? <ul style="list-style-type: none"><li>• Yes</li></ul> |                                                                                     |  |
| <u>Seating Present?</u> <ul style="list-style-type: none"><li>• No</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                     |  |
| <u>Bus Stop Shelter Present?</u> <ul style="list-style-type: none"><li>• No</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                     |  |
| <u>Boardings</u><br><b>Total:</b> 503<br><b>Median:</b> 20.12                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                     |  |
| <u>Bus Stop Summary:</u><br>This stop is located around the corner from the Military Avenue transfer point and also provides bus patrons access to the Green Bay Plaza's adjoining shopping center. Surprisingly, this stop had a greater number of boardings compared to the nearby transfer point, implying microtransit riders may be more interested in going inbound to Green Bay downtown compared to outbound.                                                                                         |                                                                                     |  |
| <u>Recommendations:</u><br>There is no grass boulevard between the sidewalk and the curb at this stop, which would result in having to place the concrete pad and shelter on private property. Green Bay Metro should contact the property owner to develop an agreement to place a bus stop shelter at this location.                                                                                                                                                                                        |                                                                                     |  |



## Stop #1835 - Anderson & Bay Area (Village of Ashwaubenon)

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                     |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| <u>Routes Served</u><br>#8 (Green) - Inbound                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |  |
| <u>Service Provided</u><br>#8 Weekdays - Hourly Service<br>#8 Saturdays - Hourly Service                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                     |
| <u>ADA Accessibility</u><br><b>Surface:</b> Firm, Stable Surface? <ul style="list-style-type: none"><li>No</li></ul> <b>Dimensions:</b> 96" boardings and alighting area perpendicular to the curb/roadway edge and 60" clear width measured parallel to roadway? <ul style="list-style-type: none"><li>No</li></ul> <b>Connection:</b> Boardings and alighting areas connected to streets, sidewalks, or pedestrian paths by an accessible route? <ul style="list-style-type: none"><li>No</li></ul>                                         |                                                                                     |
| <u>Seating Present?</u> <ul style="list-style-type: none"><li>No</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                     |
| <u>Bus Stop Shelter Present?</u> <ul style="list-style-type: none"><li>No</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                     |
| <u>Boardings</u><br><b>Total:</b> 675<br><b>Median:</b> 27                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                     |
| <u>Bus Stop Summary:</u><br>This bus stop is located at the corner of Anderson Drive and Bay Area Place, across the street from the stop is the Ashwaubenon High School football field and Parkview Middle School. The ridership numbers are questionable as there is another bus stop (Stop #1834) located directly across from the Ashwaubenon High School and in front of the Woodside Oaks retirement community had only 34 total boardings. Due to this discrepancy, this stop should be monitored further prior to any recommendations. |                                                                                     |
| <u>Recommendations:</u><br>If future ridership numbers are found to be comparable to this study, amenities should be added. These amenities would be similar to the recommendations proposed for Stop #779. This would include adding a concrete pad with a shelter and bench, then connecting the bus stop to the sidewalk on the other side of the street through a crosswalk.                                                                                                                                                              |                                                                                     |

## Stop #2244 - NWTC (City of Green Bay)

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                     |  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--|
| <u>Routes Served</u><br>#6 (Red) - Outbound                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |  |  |
| <u>Service Provided</u><br>#6 Weekdays - Hourly Service<br>#6 Saturdays - Hourly Service                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                     |  |
| <u>ADA Accessibility</u><br><b>Surface:</b> Firm, Stable Surface? <ul style="list-style-type: none"><li>• Yes</li></ul> <b>Dimensions:</b> 96" boardings and alighting area perpendicular to the curb/roadway edge and 60" clear width measured parallel to roadway? <ul style="list-style-type: none"><li>• Yes</li></ul> <b>Connection:</b> Boardings and alighting areas connected to streets, sidewalks, or pedestrian paths by an accessible route? <ul style="list-style-type: none"><li>• Yes</li></ul> |                                                                                     |  |
| <u>Seating Present?</u> <ul style="list-style-type: none"><li>• Yes</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                     |  |
| <u>Bus Stop Shelter Present?</u> <ul style="list-style-type: none"><li>• Yes</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                     |  |
| <u>Boardings</u><br><b>Total:</b> 808<br><b>Median:</b> 32.32                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                     |  |
| <u>Bus Stop Summary:</u><br>The NWTC campus is an important educational facility for Northeastern Wisconsin. The stop is located on the eastern side of campus near the Building and Construction Trades Center and student apartments. Also, the Green Bay Metro On Demand Red Zone covers much of the campus providing another public transportation option. The stop itself had the recent addition of the concrete pad and shelter/bench combination amenities.                                            |                                                                                     |  |
| <u>Recommendations:</u><br>None at this time, the recent additions provide all recommended rider amenities.                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                     |  |

## Stop #2358 - Baird & Walnut (City of Green Bay)

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                     |  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--|
| <u>Routes Served</u><br>#7 (Lime) - Outbound                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |  |  |
| <u>Service Provided</u><br>#7 Weekdays - Half-Hour Service<br>#7 Saturdays - Hourly Service                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                     |  |
| <u>ADA Accessibility</u><br><b>Surface:</b> Firm, Stable Surface? <ul style="list-style-type: none"><li>• Yes</li></ul> <b>Dimensions:</b> 96" boardings and alighting area perpendicular to the curb/roadway edge and 60" clear width measured parallel to roadway? <ul style="list-style-type: none"><li>• Yes</li></ul> <b>Connection:</b> Boardings and alighting areas connected to streets, sidewalks, or pedestrian paths by an accessible route? <ul style="list-style-type: none"><li>• Yes</li></ul> |                                                                                     |  |
| <u>Seating Present?</u> <ul style="list-style-type: none"><li>• Yes</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                     |  |
| <u>Bus Stop Shelter Present?</u> <ul style="list-style-type: none"><li>• Yes</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                     |  |
| <u>Boardings</u><br><b>Total:</b> 969<br><b>Median:</b> 38.76                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                     |  |
| <u>Bus Stop Summary:</u><br>This stop is located on the opposite side of Baird Street from the Green Bay East High School. The stop is also surrounded by a residential neighborhood and is located near the popular Joannes Aquatic Center. The stop itself was recently updated with a shelter, bench, and firm stable surface that connects the sidewalk to the street.                                                                                                                                     |                                                                                     |  |
| <u>Recommendations:</u><br>None at this time, the recent additions provide all recommended rider amenities.                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                     |  |





Report to the  
Transit Commission  
of the City of Green Bay



**MEETING DATE**

October 18, 2023

**PREPARED BY**

**AGENDA ITEM # D.3**

Presentation of the Draft 2024-2028 Transit Development Plan for the Green Bay Metro System, by Lisa Conard, Brown County Planning Commission/Metropolitan Planning Organization (MPO) for the Green Bay Urbanized Area.

**BACKGROUND**

Presentation of the Draft 2024-2028 Transit Development Plan for the Green Bay Metro System.

**RECOMMENDATION**

No action is necessary.

**FISCAL IMPACT**

**ATTACHMENTS**

- I. Draft 2024-2028 Transit Development Plan for the Green Bay Metro System 9182023



**DRAFT**



## **2024-2028 Transit Development Plan**



**Brown County Planning Commission  
Metropolitan Planning Organization (MPO) for the Green Bay Urbanized Area  
November 2023**



U.S. Department of Transportation  
Federal Highway Administration



U.S. Department of Transportation  
Federal Transit Administration



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Green Bay Metro invites you to visit our website at <https://greenbaywi.gov/231/Metro-Transit> and follow us on Facebook at <https://www.facebook.com/GreenBayMetro/> or on Twitter at <https://twitter.com/gbmetro>



The Brown County Planning Commission/Metropolitan Planning Organization (MPO) for the Green Bay Urbanized Area invites you to visit our website at: [www.browncountywi.gov/BCPCGreenBayMPO](http://www.browncountywi.gov/BCPCGreenBayMPO) and 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>.



On the Cover: Green Bay Metro past and present buses.

## **Acknowledgements**

### **Green Bay Metro Passengers**

#### **Green Bay Transit Commission**

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Emily Ysebaert, Vice-Chair

Kevin Kuehn, Secretary

Michael Conley-Kuhagen

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# CHAPTER 1

## Introduction and Overview

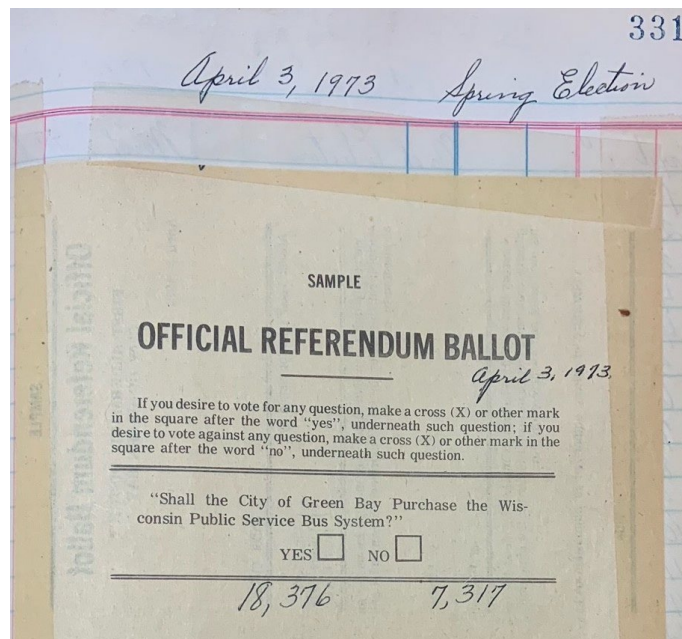
### Transit Development Plan Purpose

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 service type, amount of service, fare structure, and operating and capital needs. 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.



Source: City of Green Bay Clerk's Office.

On April 3, 1973, over 71 percent of the voters approved a referendum calling for the purchase of the system from WPS.

### **Green Bay Metro Service**

Green Bay Metro provides fixed route bus, on-demand microtransit, and paratransit services within portions of the Cities of Green Bay and De Pere and within portions of the Villages of Allouez, Ashwaubenon, and Bellevue. Service is provided Monday through Friday from 5:15 a.m. to 11:30 p.m. and on Saturday from 7:45 a.m. to 7:45 p.m.

### **Transportation Center**

Green Bay Metro's sole facility is located at 901 University Avenue.

**Transportation Center**  
(West-Northwest View)



Photo courtesy of Green Bay Metro.

**Aerial View of the Transportation Center**



Aerial photo courtesy of Brown County, 2020.

The Transportation Center is the primary location for bus departures and arrivals.

Passengers 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 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 Transportation Center also hosts all administrative offices, garage and maintenance facility. Intercity bus companies serving Milwaukee, Madison, Minneapolis, and the upper peninsula of Michigan also use the facility.

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 informational meetings and public hearings are also held at the Transportation Center.

### **Fixed Route Bus System and Green Bay Metro On Demand Transfer Points**

Prior to 2011, Metro used a single hub located at the Transportation Center. Today, the system is designed around one main hub and four peripheral transfer points in which fixed route buses meet up with Metro's On Demand Microtransit services.

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 full service routes are timed to arrive at the Transportation Center at regular intervals, allowing for bus to bus transfers to occur with little or no waiting.

Transfer opportunities exist at the following locations:

- Green Bay Plaza on Military Avenue in Green Bay
- Bay Park Square on the east side of Oneida Street just south of Willard Drive in Ashwaubenon
- Walmart on Main Street
- Allouez Transfer Point on Webster Avenue near McDonald's

### **Past TDP Efforts**

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

- *2019-2023 Transit Development Plan for the Green Bay Metro System* by Brown County Planning Commission.
- *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 *2019-2023 Transit Development Plan for the Green Bay Metro System***

In 2018, the Brown County Planning Commission/MPO staff, in conjunction with the Green Bay Metro staff, prepared the *2019-2023 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:



### 2019-2023 TDP Recommendations and Implementation Status

| Item                                    | Recommendation                                                                                                                                                             | Status                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|-----------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Bus Fleet                               | Apply for buses to replace aging vehicles and vehicles that have been removed from service due to condition.                                                               | <p>Three 35' buses were funded by FTA and delivered in 2019.</p> <p>Four 35' buses were funded through the Volkswagen emission violation settlement and were delivered in 2020.</p> <p>An additional four 29' buses were funded through the Volkswagen emission violation settlement and were delivered in 2022.</p> <p>Approximately \$1,175,000 has been awarded to Metro via the MPO's STBG Program since 2019. The funds will offset the cost of new buses. Buses not ordered. Delivery TBD.</p> <p>It is possible that an additional round of Volkswagen settlement funds will be made available in the near future.</p> |
| Regional Transportation Authority (RTA) | Establish an RTA in the area to enhance transit system since Federal, State, and local revenue sources will not likely increase substantially over the next several years. | <p>The state enabling legislation that is necessary to create an RTA does not exist.</p> <p>It is <b>not</b> anticipated that enabling legislation will be approved soon, however, the governor included RTA language in his budget proposal.</p>                                                                                                                                                                                                                                                                                                                                                                             |

| Item                                | Recommendation                                                                                                                                                                                            | Status                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|-------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Full-Service Bus Routes             | Green Bay Metro staff, with the assistance of the MPO, should continue to explore route restructuring options to maximize effectiveness.                                                                  | Metro staff implemented a demand-response microtransit pilot program in 2020. With success of the pilot, Metro expanded the microtransit program in conjunction with fixed bus route service changes.                                                                                                                                                                                                                                                              |
| Fixed Route System Fares            | Metro should continue to maintain a fare structure that is appealing to existing and potential riders.                                                                                                    | <p>The Transit Commission implemented a fare increase in January of 2020.</p> <p>However, Green Bay Metro continues to maintain fares at levels at or lower than the average of its Wisconsin peers.</p> <p>The Transit Commission approved the <i>Ride Green Bay Metro</i> promotion beginning on April 1, 2023. 30-day pass price reduced by \$20 per pass and Paratransit standard ride ticket reduced to \$2.00. This promotion expires December 31, 2023.</p> |
| Paratransit Program                 | Continue to study the feasibility of taking over vehicle management, dispatch, and scheduling, and/or other aspects of the paratransit program with the goal of reducing the overall cost of the program. | <p>Metro continues to evaluate current arrangement.</p> <p>Via River North, LLC was awarded a five-year paratransit and microtransit program contract in 2020 with expiration on March 28, 2025.</p>                                                                                                                                                                                                                                                               |
| State of Wisconsin Management Audit | WisDOT is overdue on conducting a Management Audit. It is anticipated that one will be prepared in 2019/2020.                                                                                             | <p>The audit has been conducted and Metro staff received the final report in late 2020.</p> <p>Evaluate and implement recommendations as determined feasible. All recommendations addressed.</p>                                                                                                                                                                                                                                                                   |

## **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.<sup>1</sup>

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

### Objectives:

1. Continue to study alternative route structures and microtransit zones to improve system performance and make public transit 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.
6. Replace equipment in a time-appropriate manner.
7. Retire and/or replace 2009 and 2011 buses and replace with new buses.
8. Maintain on-bus advertising occupancy rate of 75% of full service buses at all times.
9. Increase passenger and advertising revenue by promoting Metro services and selling advertising on in-vehicle electronic display boards as well as on electronic display boards located at key transfer points/stops.

**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 fixed route bus and microtransit riders by 5% each year over the next five years.

---

<sup>1</sup> The Moving Ahead for Progress in the 21<sup>st</sup> 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. The Bipartisan Infrastructure Law (BIL) continues with this practice and 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.

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. Continue to provide 30 minute frequency to most major origins and destinations (headway frequency).
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 on-time reliability rate for fixed route bus service.
10. Maintain 95% or better on-time reliability rate for microtransit service.
11. Maintain average customer wait time for microtransit services of 20 minutes or less.
12. Enhance mobility for people through improved connectivity, seamless transfers, reduced travel and transfer wait time.
13. Increase sidewalk access by heavily used stops by 20% in the next five years.
14. Increase the number of benches and/or passenger shelters by 10 in the next five years.
15. Continue to improve service through technology.
16. Explore implementation of Wi-Fi on all vehicles.
17. Continue to produce and post instructional videos on You-Tube.
18. Expand and improve information distribution techniques (audio and video display, social media).
19. Maintain clean facilities and vehicles.
20. Educate the community on transportation issues and highlight transit service benefits such as transportation cost savings, traffic congestion reduction, and environmental benefits.
21. Facilitate connections between transportation services (bus/micro-bike, bus/micro-taxi, bus/micro-TNC, bus/micro-intercity bus, and bus/micro-Oneida Transit, etc.).
22. Equip all microtransit vehicles with bicycle racks in the next five years.
23. Increase coordination between regional and local transportation providers (private transportation providers, State 85.21 subrecipients, mobility manger, etc.).
24. Expand outreach efforts with civic organizations, employers, and other community stakeholders.
25. Encourage communities to establish development patterns that make transit use viable and attractive.
26. 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).
27. Promote transportation improvements that are consistent with adopted comprehensive plans.
28. Continue to involve the public in the development of transit plans and programs.
29. Continue to meet the requirements and spirit of the Americans with Disabilities Act (ADA).
30. Continue to serve disadvantaged populations such as low-income and minority populations.
31. 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 fixed route bus operators.



2. Maintain strong safety record and maintain fixed route bus and microtransit (accident rate of 1.0 accidents per 100,000 miles provided or less.
3. Maintain visible systemwide security presence and surveillance coverage.
4. 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. Continue to support the Specialized Mobility Management Program of Brown County.
4. Continue membership and participation on the Brown County Transportation Coordinating Committee (TCC).
5. Continue membership and participation on the Northeast Wisconsin Regional Access to Transportation Committee (NEWRATC).

## **CHAPTER 2**

### **Fixed Route and Microtransit Service**

Green Bay Metro currently provides fixed route and microtransit service in the cities of Green Bay and De Pere and the villages of Allouez, Ashwaubenon, and Bellevue. A total of 11 full service and three limited service fixed routes using 29', 35', and 40' buses are in operation.

Green Bay Metro On Demand microtransit service operates in four color-coded zones before switching to an all-microtransit zone service at 6:45 p.m. on weekdays and at 1:45 pm on Saturdays. See the following page for a map of the full service route and microtransit zones. Microtransit makes use of smaller vehicles than fixed route services. Currently, eight-passenger Ford Transit and Mercedes Transit vehicles are used along with several paratransit vehicles.

#### Green Bay Metro On Demand Microtransit Service

Microtransit is an on-demand shared ride service. It uses the same technology as ride hailing services like Uber. Passengers request a ride through a mobile app (or by phone) and a vehicle is dispatched in real time to a pick-up location within one of the designated service zones.



The program is designed to allow riders the ability to move seamlessly between the fixed route bus and microtransit services.

#### **Hours of Operation**

Green Bay Metro operates Monday through Friday from 5:15 a.m. to 11:30 p.m. and on Saturday from 7:45 a.m. to 7:45 p.m.

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

#### **Service Frequency**

Green Bay Metro's full service fixed bus routes operate every thirty minutes with the exception of the #1 Pink/#5 Yellow and #8 Green/#9 Gold routes pairs. These route pairs generally provide services within the same area every 30 minutes with some exceptions.

Microtransit services are available on-demand and vehicles typically arrive within 12-15 minutes of when the request is made.

# Green Bay Metro

## Full System Overview

## Legend

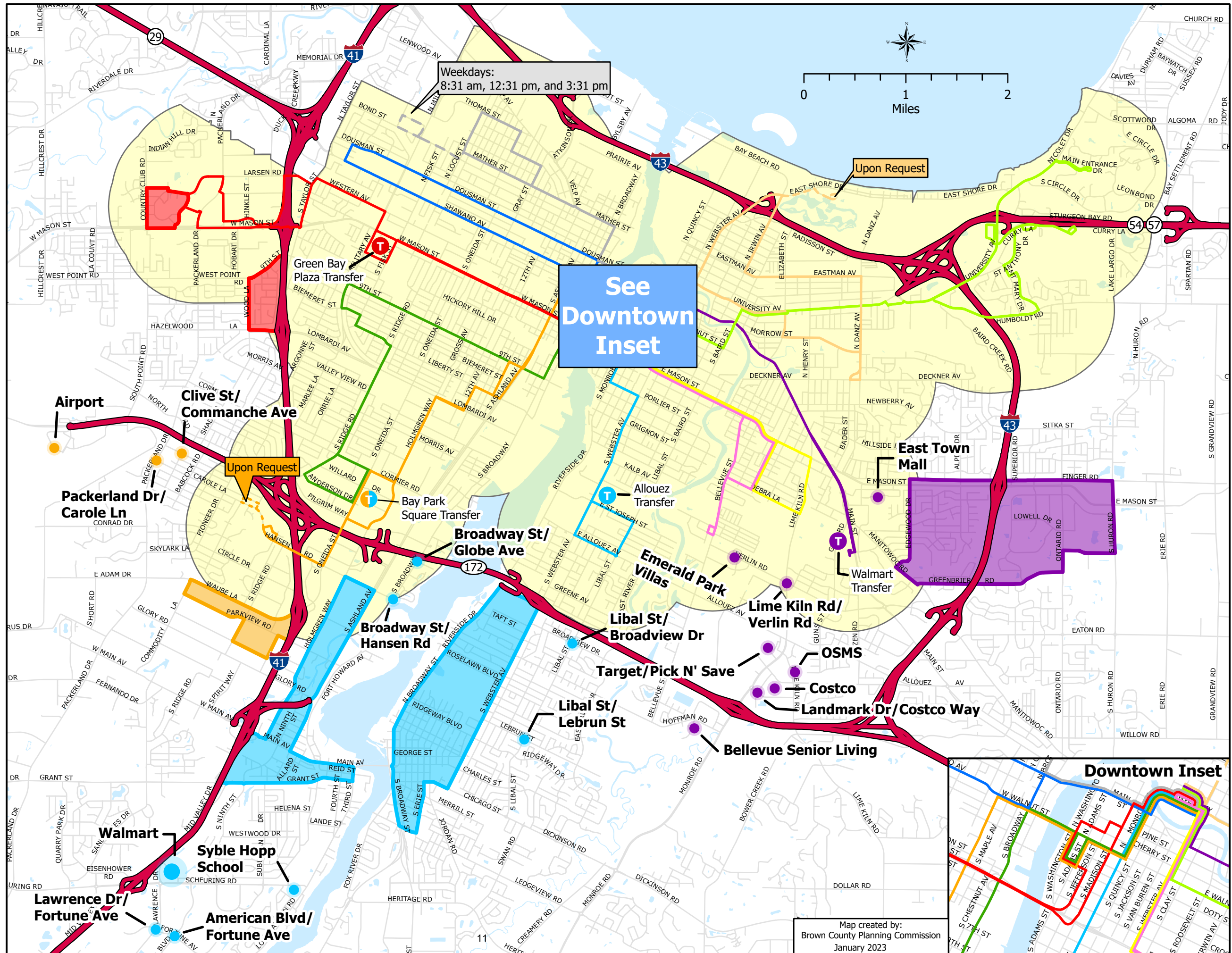
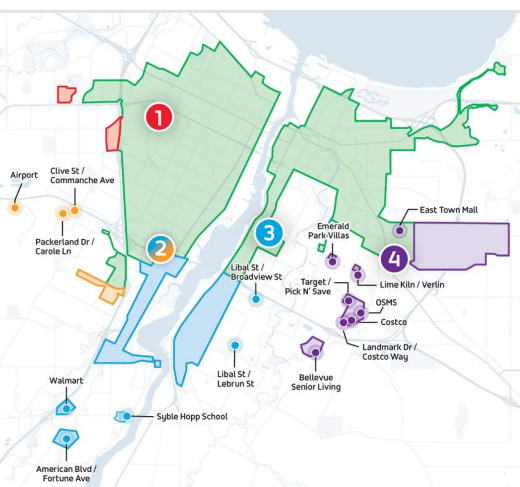
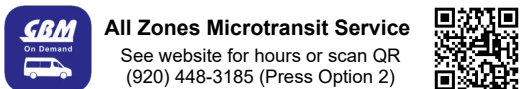
-  Paratransit Service Area

**Fixed Routes**

  -  Route 1: Pink Line
  -  Route 2: Orange Line
  -  Upon Request
  -  Route 3: Silver Line
  -  Aspiro - Weekdays  
8:31 am, 12:31 pm, & 3:31 pm
  -  Route 4: Blue Line
  -  Route 5: Yellow Line
  -  Route 6: Red Line
  -  Route 7: Lime Line
  -  Route 8: Green Line
  -  Route 9: Gold Line
  -  Upon Request
  -  Route 10: Plum Line
  -  Route 11: Sky Line

## Microtransit Zones

-  Zone 1     Zone 3  
 Zone 2     Zone 4  
 Transfer Point (Color on the map corresponds to the microtransit zone)



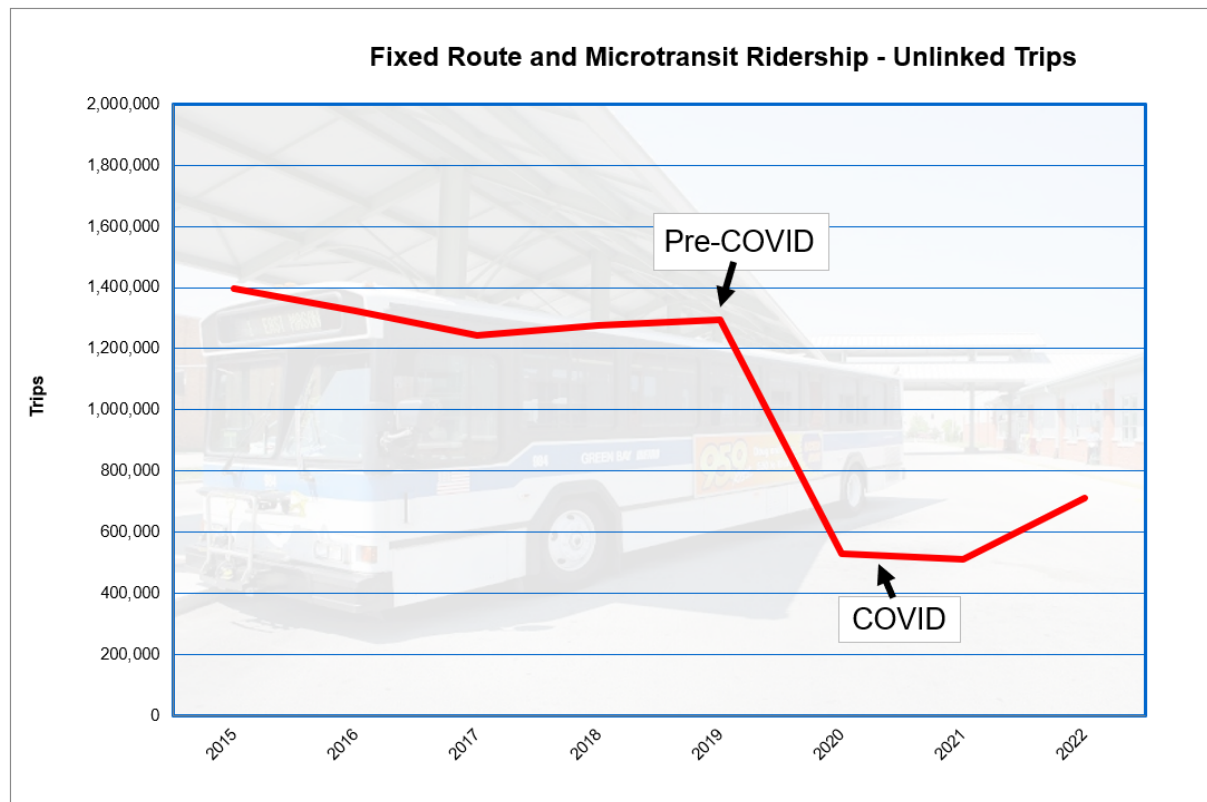


## Ridership

The following table illustrates fixed route and microtransit ridership. Please note that the amount of service has varied over this time period.

### Fixed Route and Microtransit Ridership

| Year | Unlinked Trips<br>(includes Transfers<br>& Free) | Change |
|------|--------------------------------------------------|--------|
| 2015 | 1,394,851                                        | -2.4%  |
| 2016 | 1,323,000                                        | -5.2%  |
| 2017 | 1,242,910                                        | -6.1%  |
| 2018 | 1,275,836                                        | 2.6%   |
| 2019 | 1,292,700                                        | 1.3%   |
| 2020 | 528,866                                          | -59.1% |
| 2021 | 510,012                                          | -3.6%  |
| 2022 | 710,390                                          | 39.3%  |



## Fares

Green Bay Metro has a history of providing relatively low 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    | 2019    | 2023    | <div>Ride<br/>Green Bay Metro<br/>Promotion<br/>April 1 - December 31, 2023</div>                          |
|-------------------------------------------------------|---------|---------|---------|---------|---------|---------|------------------------------------------------------------------------------------------------------------|
| Adult                                                 |         |         |         |         |         |         |                                                                                                            |
| Cash                                                  | \$1.00  | \$1.25  | \$1.50  | \$1.50  | \$1.50  | \$2.00  |                                                                                                            |
| Day Pass - Introduced in 2012                         |         |         |         |         | \$3.00  | \$4.00  |                                                                                                            |
| Week Pass - Introduced in 2012                        |         |         |         |         | \$12.00 | \$15.00 |                                                                                                            |
| 30-Day Pass                                           | \$21.50 | \$23.00 | \$26.00 | \$35.00 | \$35.00 | \$39.00 | \$19.00                                                                                                    |
| Student (K-12)*                                       |         |         |         |         |         |         |                                                                                                            |
| Cash                                                  | \$1.00  | \$1.25  | \$1.50  | \$1.50  | \$1.00  | \$1.50  | Note: most students ride for free under a partnership with the Green Bay and Ashwaubenon school districts. |
| Day Pass - Introduced in 2012                         |         |         |         |         | \$2.00  | \$3.00  |                                                                                                            |
| 30-Day Pass                                           | \$16.00 | \$16.00 | \$19.00 | \$19.00 | \$22.00 | \$26.00 |                                                                                                            |
| Reduced (Age 65+ or qualifying Disability w/ ID Card) |         |         |         |         |         |         |                                                                                                            |
| Cash                                                  | \$0.50  | \$0.60  | \$0.75  | \$0.75  | \$0.75  | \$1.00  | \$9.00                                                                                                     |
| Day Pass                                              |         |         |         |         | \$1.50  | \$2.00  |                                                                                                            |
| 30-Day Pass                                           | \$10.75 | \$12.25 | \$15.25 | \$25.00 | \$25.00 | \$29.00 |                                                                                                            |
| Routes #8 Green & #9 Gold                             |         |         |         |         | Free    | Free    |                                                                                                            |
| Disabled Veterans w/ Service-Connected ID             |         |         |         |         | Free    | Free    |                                                                                                            |
| LIFT (low income pass program)                        |         |         |         |         |         | Free    |                                                                                                            |
| Paratransit                                           |         |         |         |         |         |         |                                                                                                            |
| Origin to Destination                                 | \$2.00  | \$2.50  | \$3.00  | \$3.00  | \$3.00  | \$4.00  | \$2.00                                                                                                     |
| Agency Fare-as of 7/1/15                              |         |         |         |         | \$15.00 | \$19.00 |                                                                                                            |

\* Green Bay & Ashwaubenon Public School students board for free. The school districts pay an annual fee direct to Green Bay Metro.



## Fare Comparisons

Fare structures of other transit properties in the State of Wisconsin are shown in the table below. In general, Green Bay Metro's fare structure offers a better value when compared to the other systems. A few systems do charge slightly less than Green Bay Metro, but they do not offer the same level of service in terms of service frequency or hours of operation.

|     | Wisconsin Systems           | Adult Cash Fare | Student Cash Fare | Reduced Cash Fare | Unlimited 30-day Adult Pass | Unlimited 30-Day K-12 Student Pass | Unlimited 30-Day 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          | \$1.75          | \$1.25            | \$0.85            | \$50.00                     | \$50.00                            | \$25.00                       |
| 4.  | Fond du Lac Area Transit    | \$1.50          | \$1.25            | \$0.75            | \$38.00                     | \$32.00                            | \$38.00                       |
| 5.  | Janesville Transit          | \$1.50          | \$1.50            | \$0.75            | \$52.00                     | not offered*                       | not offered*                  |
| 6.  | Kenosha Transit             | \$2.00          | \$1.50            | \$1.00            | \$60.00                     | \$45.00                            | \$30.00                       |
| 7.  | La Crosse Municipal Transit | \$1.50          | \$1.25            | \$0.75            | \$35.00                     | \$35.00                            | \$35.00                       |
| 8.  | Manitowoc (Maritime Metro)  | \$1.50          | \$1.00            | \$0.75            | \$30.00                     | \$30.00                            | \$30.00                       |
| 9.  | Madison Metro               | \$2.00          | \$1.25            | \$1.00            | \$65.00                     | \$65.00                            | \$32.50                       |
| 10. | Milwaukee County Transit    | \$2.25          | \$2.25            | \$1.10            | \$72.00                     | \$72.00                            | \$32.00                       |
| 11. | Oshkosh (GO Transit)        | \$1.50          | \$1.50            | \$0.75            | \$35.00                     | \$35.00                            | \$35.00                       |
| 12. | Racine (RYDE)               | \$2.00          | \$2.00            | \$1.00            | \$65.00                     | \$65.00                            | \$30.00                       |
| 13. | Sheboygan (Shoreline Metro) | \$1.75          | \$1.75            | \$0.85            | \$48.00                     | \$48.00                            | \$48.00                       |
| 14. | Waukesha Metro              | \$2.00          | \$1.25            | \$1.00            | \$50.00                     | \$32.00                            | \$37.00                       |
| 15. | Wausau (Metro Ride)         | \$1.75          | \$1.50            | \$0.85            | \$42.00                     | \$21.00                            | \$21.00                       |
|     | <b>Average:</b>             | <b>\$1.77</b>   | <b>\$1.43</b>     | <b>\$0.88</b>     | <b>\$50.14</b>              | <b>\$42.46</b>                     | <b>\$33.35</b>                |
| 16. | <b>Green Bay Metro:</b>     | <b>\$2.00</b>   | <b>\$1.50</b>     | <b>\$1.00</b>     | <b>\$39.00</b>              | <b>\$26.00</b>                     | <b>\$29.00</b>                |
|     | <b>Difference:</b>          | <b>\$0.23</b>   | <b>\$0.07</b>     | <b>\$0.12</b>     | <b>-\$11.14</b>             | <b>-\$16.46</b>                    | <b>-\$4.35</b>                |

\* 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.

## Full-Service Fixed Route Characteristics

### A. Weekday

Weekday full-service fixed bus route characteristics are summarized below:

| <b>Route</b>  | <b>Weekday Trips</b> | <b>Route Length</b> | <b>Trip Departure Frequency</b> | <b>Bus Requirement</b> | <b>Weekday Service Hours</b> |
|---------------|----------------------|---------------------|---------------------------------|------------------------|------------------------------|
| #1 Pink       | 14                   | 30 minutes          | 60 minutes                      | 0.5                    | 7                            |
| #2 Orange     | 27                   | 30 minutes          | 30 minutes                      | 1                      | 13.5                         |
| #3 Silver     | 27                   | 30 minutes          | 30 minutes                      | 1                      | 13.5                         |
| #4 Blue       | 27                   | 30 minutes          | 30 minutes                      | 1                      | 13.5                         |
| #5 Yellow     | 13                   | 30 minutes          | 60 minutes                      | 0.5                    | 6.5                          |
| #6 Red        | 26                   | 60 minutes          | 30 minutes                      | 2                      | 26                           |
| #7 Lime       | 26                   | 60 minutes          | 30 minutes                      | 2                      | 26                           |
| #8 Green      | 13                   | 60 minutes          | 60 minutes                      | 1                      | 13                           |
| #9 Gold       | 13                   | 60 minutes          | 60 minutes                      | 1                      | 13                           |
| #10 Plum      | 27                   | 30 minutes          | 30 minutes                      | 1                      | 13.5                         |
| #11 Sky       | 27                   | 30 minutes          | 30 minutes                      | 1                      | 13.5                         |
| <b>Total:</b> | <b>240</b>           |                     |                                 | <b>12</b>              | <b>159.0</b>                 |

## B. Saturday

Saturday full-service fixed route bus characteristics are summarized below:

| <b>Route</b>  | <b>Saturday Trips</b> | <b>Route Length</b> | <b>Trip Departure Frequency</b> | <b>Bus Requirement</b> | <b>Saturday Service Hours</b> |
|---------------|-----------------------|---------------------|---------------------------------|------------------------|-------------------------------|
| #1 Pink       | 6                     | 30 minutes          | 60 minutes                      | 0.5                    | 3.0                           |
| #2 Orange     | 12                    | 30 minutes          | 30 minutes                      | 1                      | 6.0                           |
| #3 Silver     | 6                     | 30 minutes          | 60 minutes                      | 0.5                    | 3.0                           |
| #4 Blue       | 6                     | 30 minutes          | 60 minutes                      | 0.5                    | 3.0                           |
| #5 Yellow     | 6                     | 30 minutes          | 60 minutes                      | 0.5                    | 3.0                           |
| #6 Red        | 11                    | 60 minutes          | 30 minutes                      | 2                      | 11.0                          |
| #7 Lime       | 6                     | 60 minutes          | 60 minutes                      | 1                      | 6.0                           |
| #8 Green      | 6                     | 60 minutes          | 60 minutes                      | 1                      | 6.0                           |
| #9 Gold       | 5                     | 60 minutes          | 60 minutes                      | 1                      | 5.0                           |
| #10 Plum      | 12                    | 30 minutes          | 30 minutes                      | 1                      | 6.0                           |
| #11 Sky       | 12                    | 30 minutes          | 30 minutes                      | 1                      | 6.0                           |
| <b>Total:</b> | <b>88</b>             |                     |                                 | <b>10</b>              | <b>58.0</b>                   |

## **Limited Service Routes**

Green Bay Metro operates three limited service routes on select weekdays.

The #71 route operates on regularly scheduled school days at 6:15 a.m. and 2:35 p.m. and is open to the general public. Service is provided from the Transportation Center to areas on the east side of Green Bay and Bellevue.

The #75 route operates on regularly scheduled school days at 6:45 a.m. and 2:45 p.m. and is open to the general public. Service is provided from the Transportation Center to the west side of Green Bay.

The #78 route operates on regularly scheduled school days at 6:30 a.m. and 2:35 p.m. and is open to the general public. Service is provided from the Transportation Center in Green Bay, Allouez, De Pere, and Ashwaubenon.

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.

## **Green Bay Packers Game Day Service**

Green Bay Metro offers four pre-game and four post-game routes including:

Route 29 - Cheesehead  
Route 30 - QB Sneak  
Route 31 - Lambeau Leap  
Route 36 - Quick Slant

Service is open to the general public and service is provided to and from area hotels, restaurants, residential areas, parking lots, and the airport.

The Green Bay Packers assists with covering the cost of the local share, and therefore, passengers ride for free.

### **Passenger Drop-Off and Pick-Up Location on Lombardi Avenue Next To Lambeau Field**



## **Bus Stops**

Green Bay Metro offers 474 bus stops not including the main Transportation Center. Brown County Planning Commission/MPO staff completed a bus stop study in 2023. All bus stops were evaluated in terms of boardings and accessibility. The study also makes recommendations for improvements. The study can be found on the MPO's webpage at <https://www.browncountywi.gov/departments/planning-and-land-services/planning/transit/>.





## Full Service Bus Routes



**#1 Pink**



**#5 Yellow**

The #1 Pink and #5 Yellow routes act as a route pair with travel from the Transportation Center along Webster Avenue and East Mason Street. The Pink route continues south on Bellevue Street serving the Parkview Trailer Park before traveling north on Abrams Street back to East Mason Street. The Yellow route continues east on East Mason Street and takes Lime Kiln Road to the south before traveling north on Abrams Street back to East Mason Street.

The pair share approximately 75% of the route path and operate on opposite half-hours.

Both routes take 30 minutes to complete and operate once per hour.

### #1 Pink

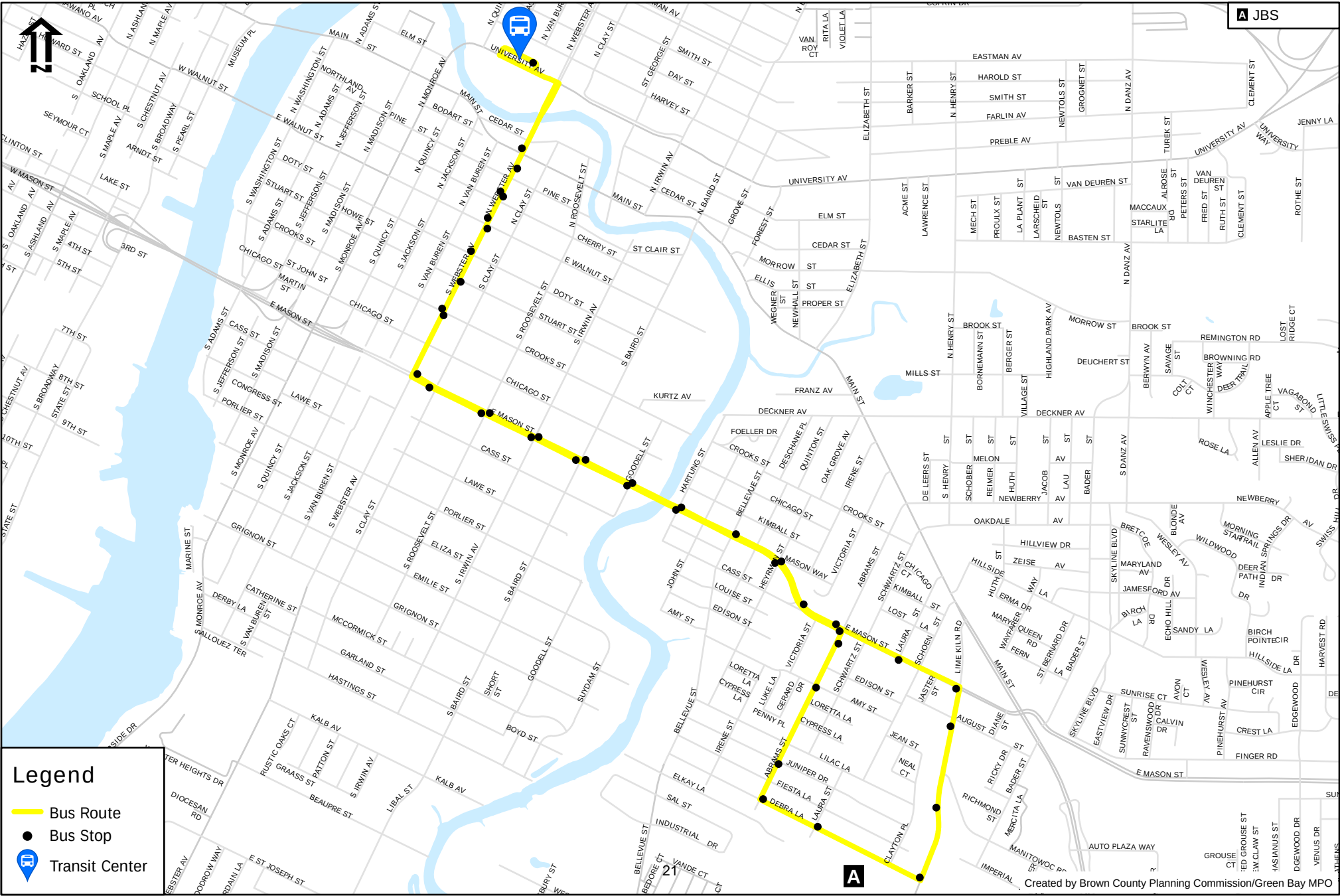
| Day      | First Bus/Last Bus    | Route Length | Service Frequency | Trips | Bus Requirement |
|----------|-----------------------|--------------|-------------------|-------|-----------------|
| Weekdays | 5:15 a.m. – 6:15 p.m. | 30 minutes   | 60 minutes        | 14    | 0.5             |
| Saturday | 8:15 a.m. – 1:15 p.m. | 30 minutes   | 60 minutes        | 6     | 0.5             |

### #5 Yellow

| Day      | First Bus/Last Bus     | Route Length | Service Frequency | Trips | Bus Requirement |
|----------|------------------------|--------------|-------------------|-------|-----------------|
| Weekdays | 5:45 a.m. – 5:45 p.m.  | 30 minutes   | 60 minutes        | 13    | 0.5             |
| Saturday | 7:45 a.m. – 12:45 p.m. | 30 minutes   | 60 minutes        | 6     | 0.5             |



## Route 5 - Yellow Line





## #2 Orange Zippin

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

The #2 Orange Zippin route takes 30 minutes to complete. The Orange route makes 27 round trips per weekday and 12 round trips per Saturday and hubs at the main Transportation Center on University Avenue.

The route has the following service characteristics:

### #2 Orange

| Day      | First Bus/Last Bus    | Route Length | Service Frequency | Trips | Bus Requirement |
|----------|-----------------------|--------------|-------------------|-------|-----------------|
| Weekdays | 5:15 a.m. – 6:15 p.m. | 30 minutes   | 30 minutes        | 27    | 1.0             |
| Saturday | 7:45 a.m. – 1:15 p.m. | 30 minutes   | 30 minutes        | 12    | 1.0             |

The land use in this area is medium to high density residential. Popular drop-off and pick-up sites include 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.







**#3 Silver**

The #3 Silver route travels to the near and mid-to-near northwest side of Green Bay.

The #3 Silver route takes 30 minutes to complete and makes 27 round trips per weekday and 6 on Saturday.

The route has the following service characteristics:

**#3 Silver**

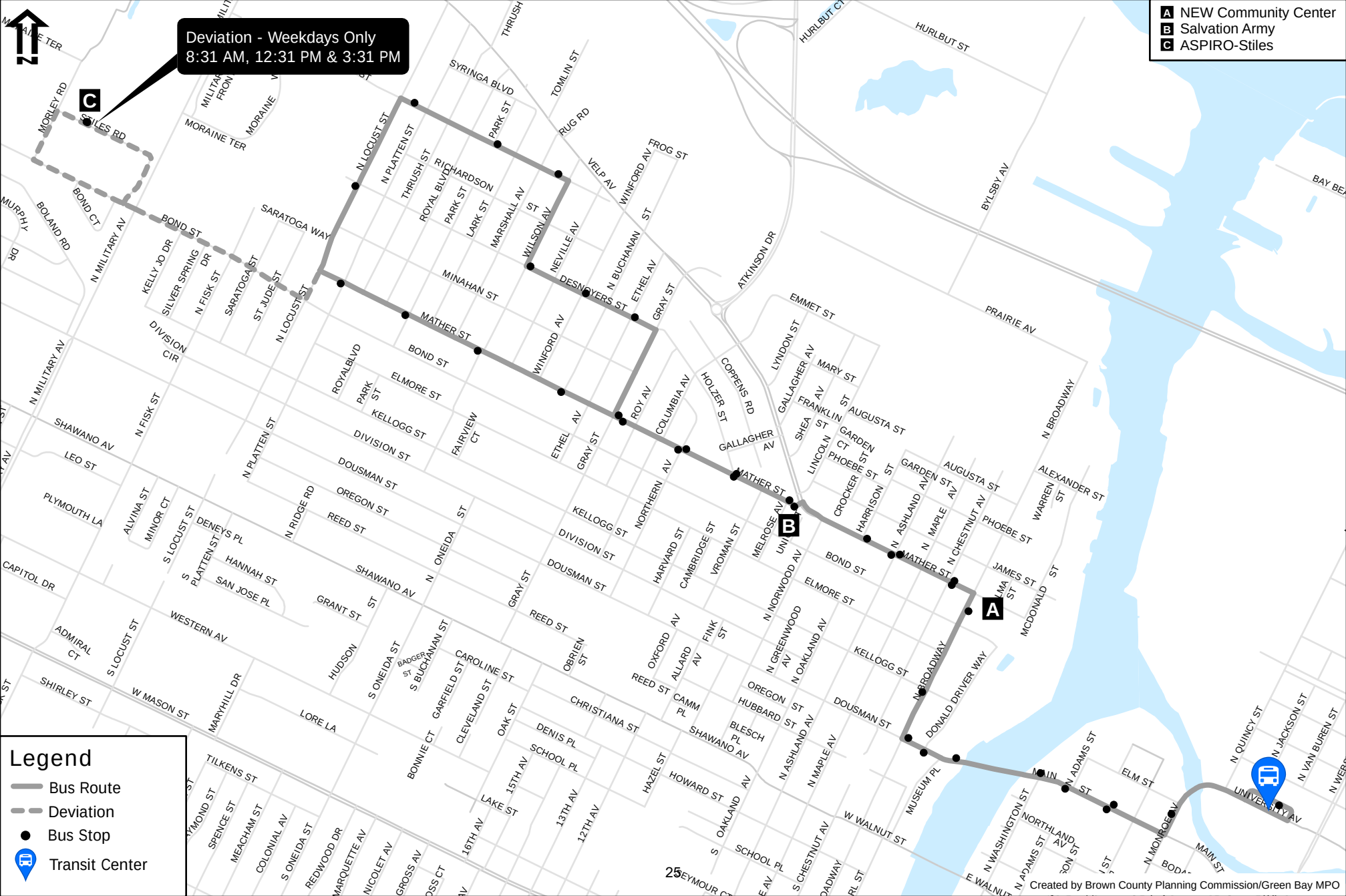
| Day      | First Bus/Last Bus    | Route Length | Service Frequency | Trips | Bus Requirement |
|----------|-----------------------|--------------|-------------------|-------|-----------------|
| Weekdays | 5:15 a.m. – 6:15 p.m. | 30 minutes   | 30 minutes        | 27    | 1.0             |
| Saturday | 8:15 a.m. – 1:15 p.m. | 30 minutes   | 60 minutes        | 6     | 0.5             |

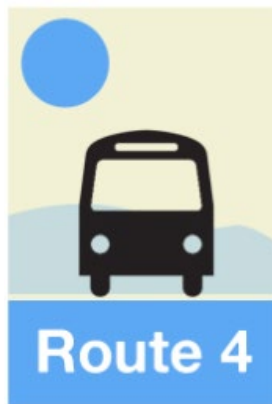
The land uses served by the route are primarily residential and commercial. A high-use stop includes the corner of Broadway and Mather Street near the NEW Community Shelter.

The Silver route makes three scheduled deviations to the Aspiro Stiles Road site each weekday. Aspiro is an organization that assists individuals with disabilities in obtaining and retaining employment and offers training/work at the site. The deviations occur at 8:31 a.m., 12:31 p.m., and 3:31 p.m. to coincide with Aspiro work start and end times.

Bus-boat conflicts at the Fox River and bus-train conflicts at the rail crossings on Dousman near Broadway occur on a regular basis, resulting in delays and/or missed trips. Further discussion on this issue occurs later in this chapter.

# Route 3 - Silver Line





**#4 Blue**

The #4 Blue route departs the Transportation Center and travels to and from the west side of Green Bay along the Shawano Avenue and Dousman Street corridor.

The #4 Blue route takes 30 minutes to complete and makes 27 round trips per weekday and 6 on Saturday.

The routes have the following service characteristics:

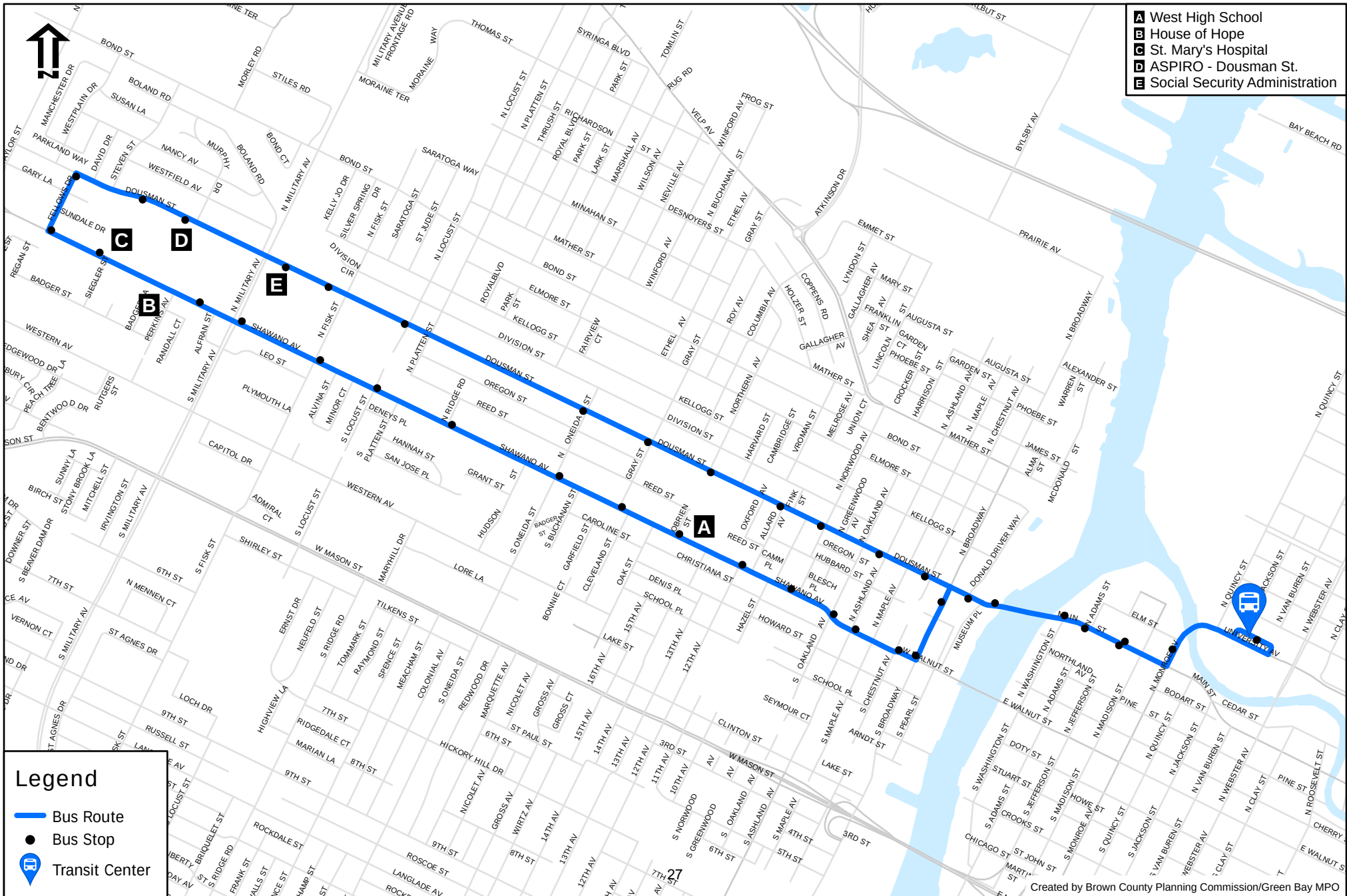
**#3 Silver**

| Day      | First Bus/Last Bus    | Route Length | Service Frequency | Trips | Bus Requirement |
|----------|-----------------------|--------------|-------------------|-------|-----------------|
| Weekdays | 5:15 a.m. – 6:15 p.m. | 30 minutes   | 30 minutes        | 27    | 1.0             |
| Saturday | 8:15 a.m. – 1:15 p.m. | 30 minutes   | 60 minutes        | 6     | 0.5             |

The land uses served by the route are primarily residential and commercial. High-use drop-off and pick-up areas include St. Mary's Hospital and multiple Prevea Clinics on Shawano Avenue and Aspiro's main facility on Dousman Street.

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 4 - Blue Line





**#6 Red**

The #6 Red route takes 60 minutes to complete. The Red route makes 26 round trips per weekday and 11 round trips per Saturday. The route hubs at the Transportation Center.

The #6 Red route provides fixed route service to and from the Microtransit Zone 1 Transfer Point located at Green Bay Plaza.

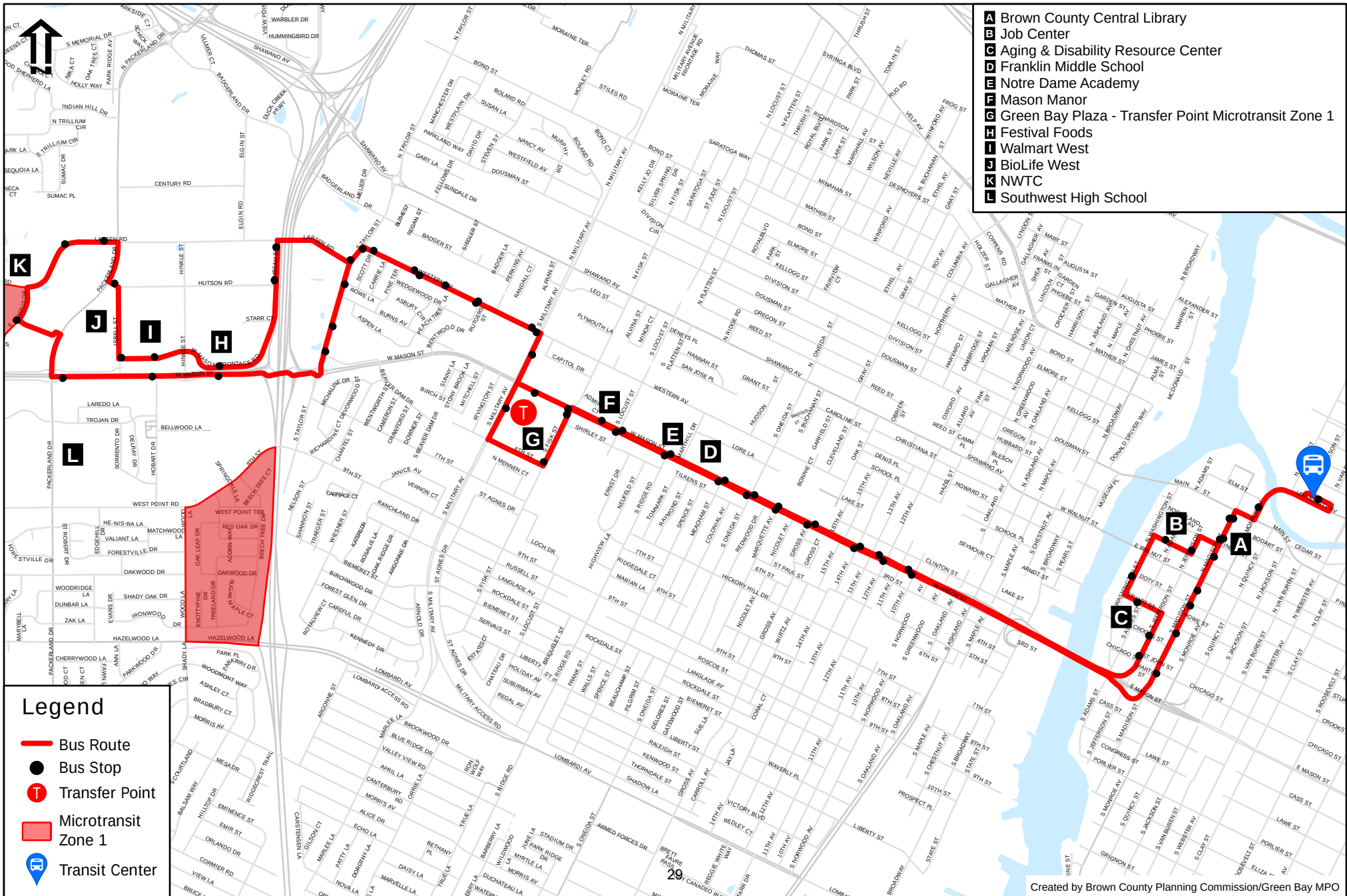
The route has the following service characteristics:

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

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 26 round trips per weekday and 6 round trips per Saturday. The route hubs at the Transportation Center.

The route has the following service characteristics:

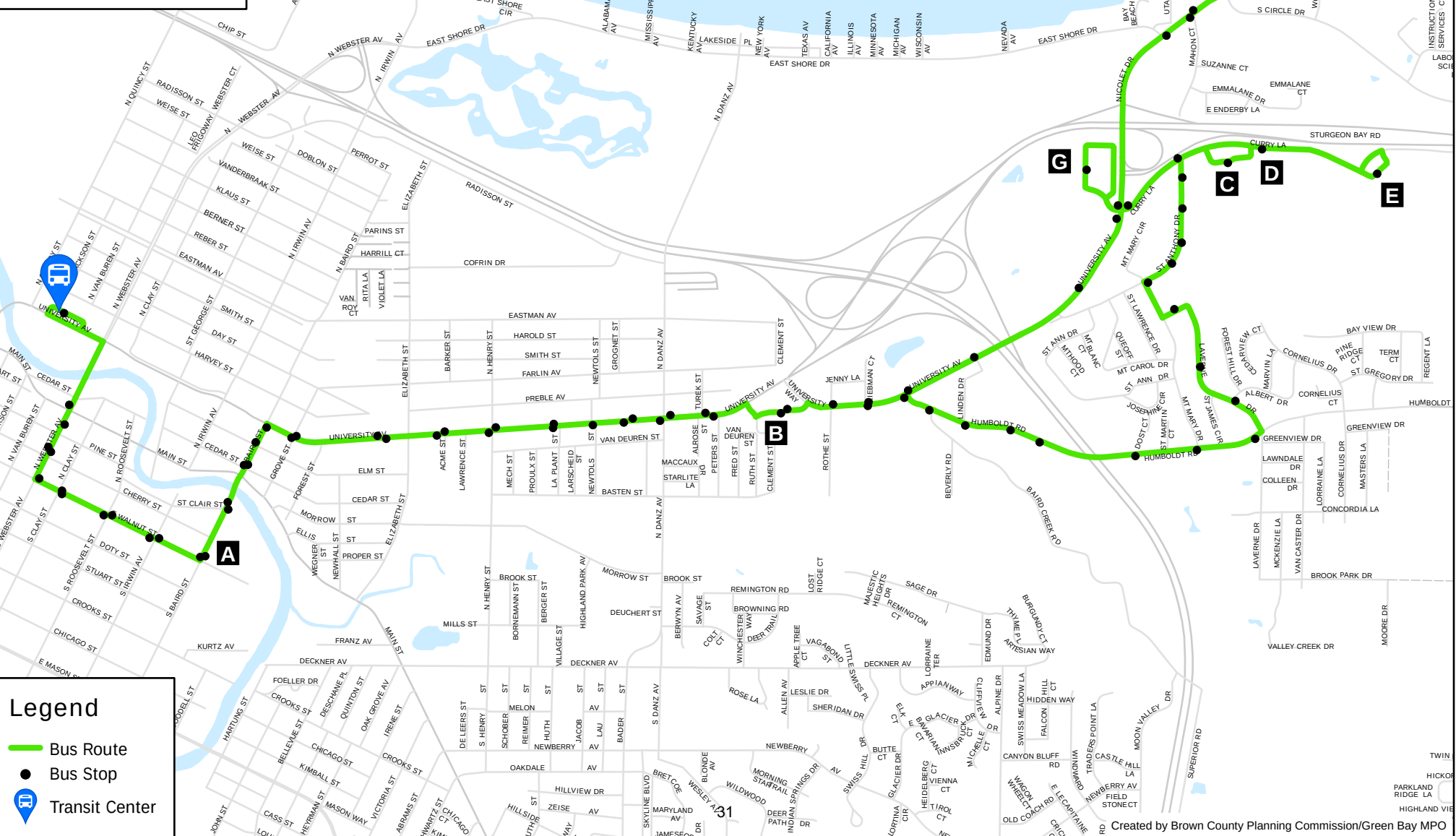
|          | Service Hours         | Service Frequency | Trips | Peak Bus Requirement |
|----------|-----------------------|-------------------|-------|----------------------|
| Weekdays | 5:15 a.m. – 6:45 p.m. | 30 minutes        | 26    | 2                    |
| Saturday | 7:45 a.m. – 1:45 p.m. | 60 minutes        | 6     | 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. Huempfer Department of Veterans Affairs Health Center, and the University of Wisconsin-Green Bay (UW-Green Bay). The land uses along the route are a mix of residential, commercial, and institutional.

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

# Route 7 - Lime Line

- A** East High School
- B** Festival Foods
- C** Curative Connections
- D** Brown County Jail
- E** Community Treatment Center
- F** UWGB
- G** VA Clinic





**#8 Green**



**#9 Gold**

The #8 Green and #9 Gold routes act as a route pair and provide service the mid- to near-west side of Green Bay as well as the Ashwaubenon.

Both routes service the Lambeau Field area and Bay Park Square, with the #8 Green route traveling primarily on Ninth Street and Ridge Road and the #9 Gold route traveling along Ashland Avenue and Holmgren Way.

The #8 Green and #9 Gold routes each take 60 minutes to complete. The #8 Green and #9 Gold routes hub at the Transportation Center.

The routes have the following service characteristics:

**#8 Green**

|          | Service Hours         | Service Frequency | Trips | Peak Bus Requirement |
|----------|-----------------------|-------------------|-------|----------------------|
| Weekdays | 5:45 a.m. – 6:45 p.m. | 60 minutes        | 13    | 1                    |
| Saturday | 7:45 a.m. – 1:45 p.m. | 60 minutes        | 6     | 1                    |

**#9 Gold**

|          | Service Hours         | Service Frequency | Trips | Peak Bus Requirement |
|----------|-----------------------|-------------------|-------|----------------------|
| Weekdays | 5:15 a.m. – 6:15 p.m. | 60 minutes        | 13    | 1                    |
| Saturday | 8:15 a.m. – 1:15 p.m. | 60 minutes        | 5     | 1                    |

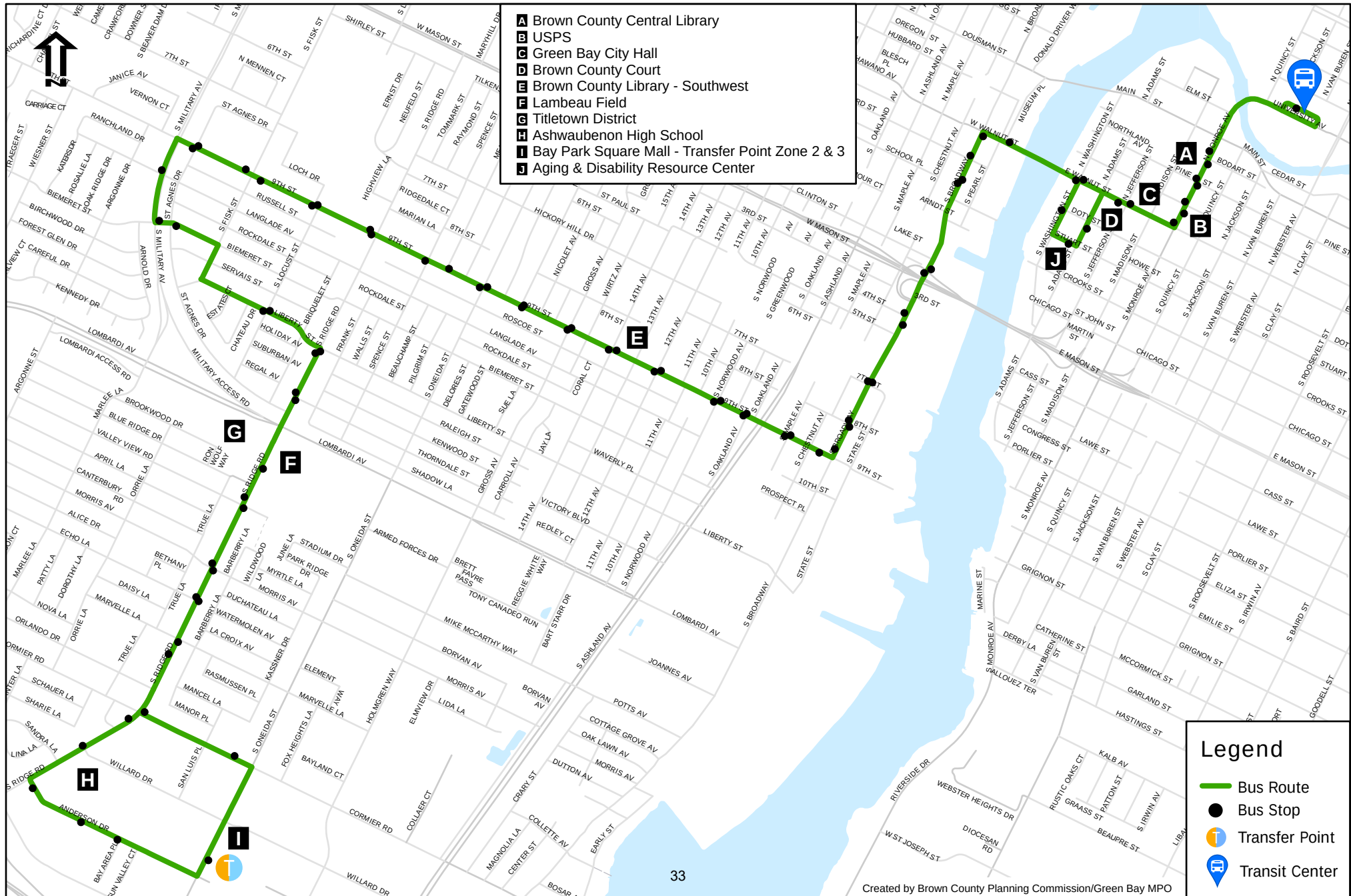
The land uses served are mixed. A major origin and destination is Bay Park Square.

Passengers may board either route for free because the Green Bay Packers reimburse Metro for fares.

The routes provide fixed route service to and from the Microtransit Zone 2 Transfer Point located at Bay Park Square.



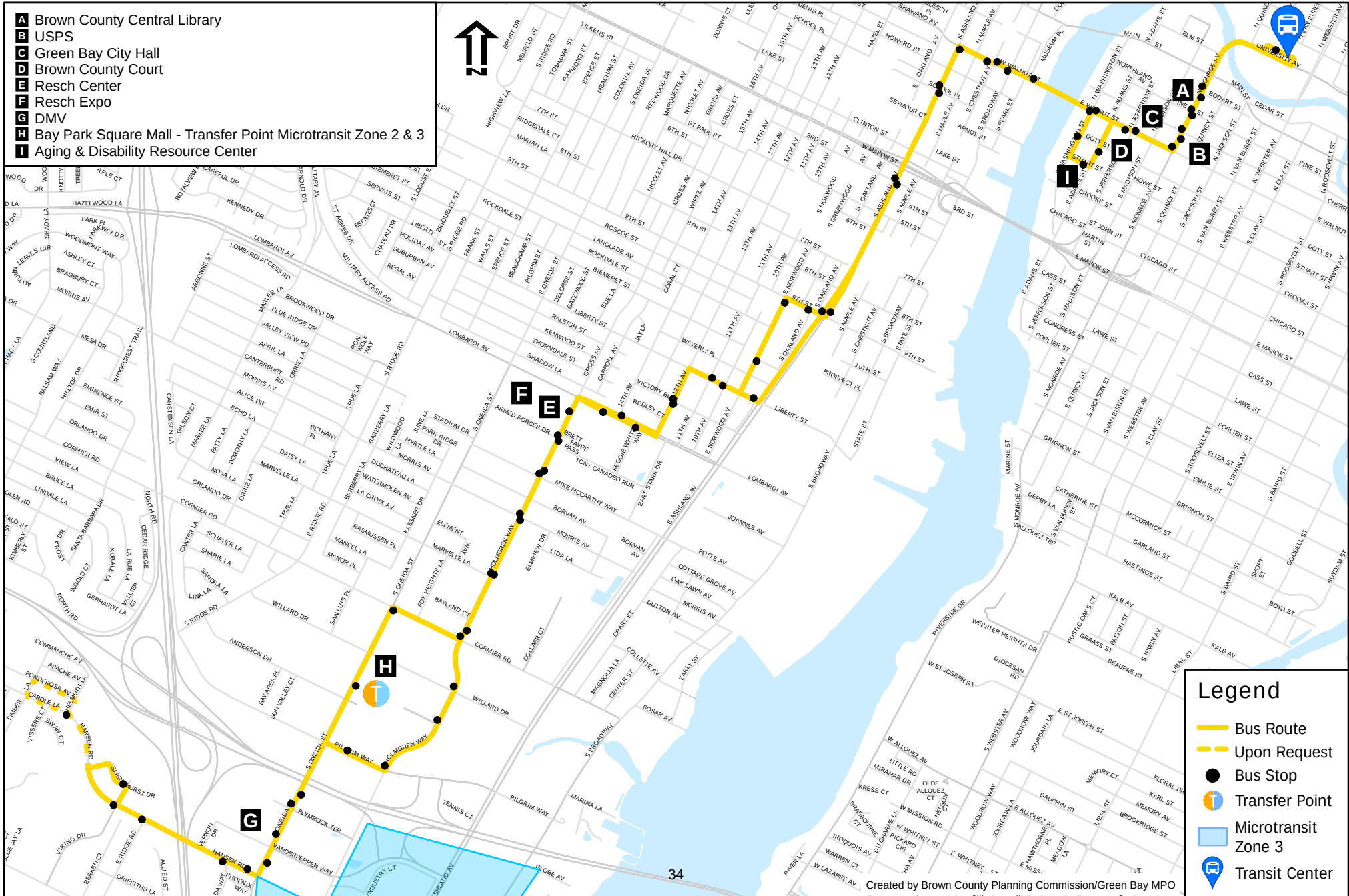
# Route 8 - Green Line





# Route 9 - Gold Line

- A** Brown County Central Library
- B** USPS
- C** Green Bay City Hall
- D** Brown County Court
- E** Resch Center
- F** Resch Expo
- G** DMV
- H** Bay Park Square Mall - Transfer Point Microtransit Zone 2 & 3
- I** Aging & Disability Resource Center



- ### Legend
- Bus Route
  - Upon Request
  - Bus Stop
  - T Transfer Point
  - Microtransit Zone 3
  - 🚌 Transit Center



**#10 Plum**

The #10 Plum route takes 30 minutes to complete and makes 27 round trips per weekday and 12 trips on Saturday.

The route has the following service characteristics:

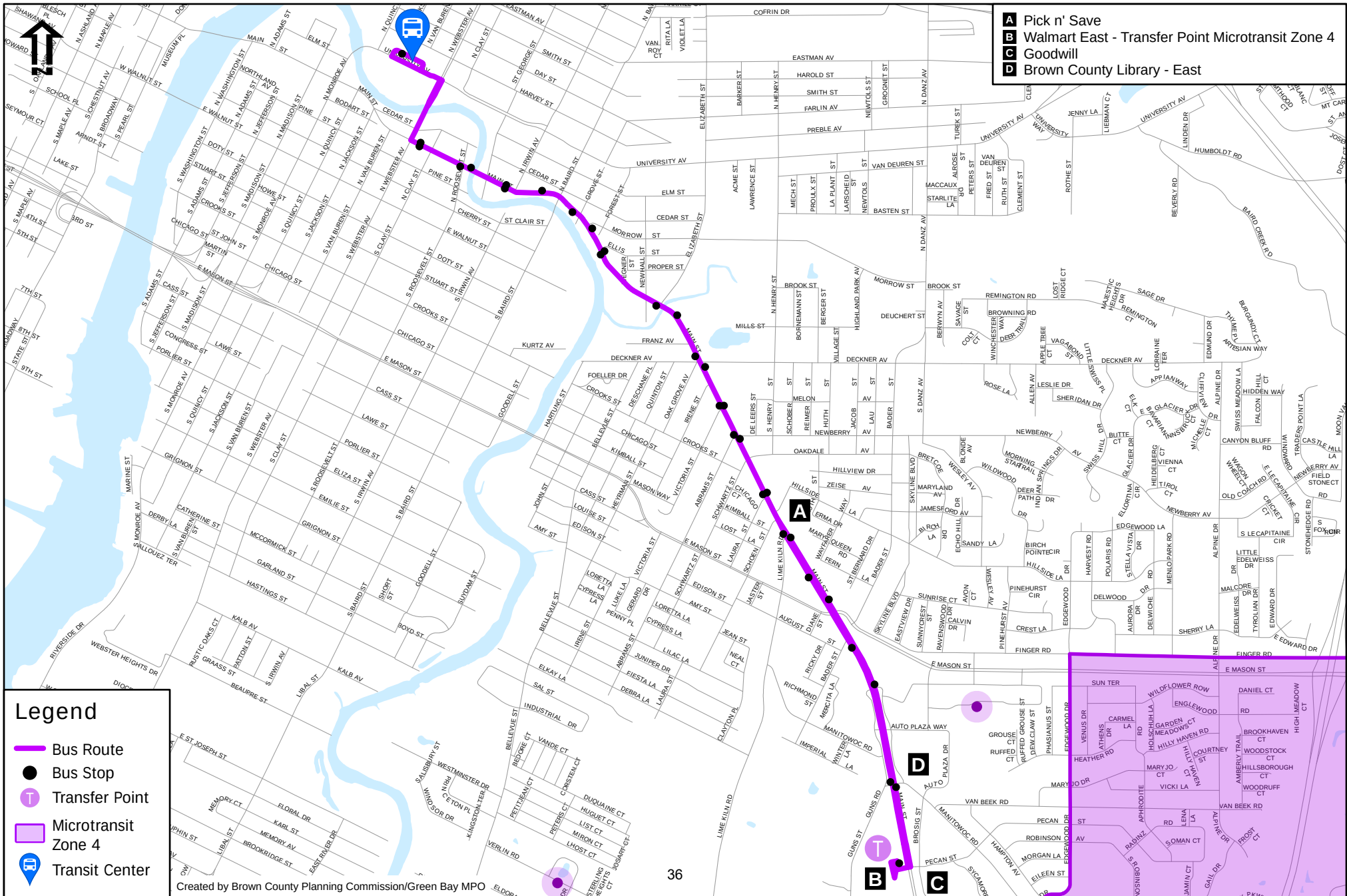
|          | Service Hours         | Service Frequency | Trips | Peak Bus Requirement |
|----------|-----------------------|-------------------|-------|----------------------|
| Weekdays | 5:15 a.m. – 6:45 p.m. | 30 minutes        | 27    | 1                    |
| Saturday | 7:45 a.m. – 1:45 p.m. | 30 minutes        | 12    | 1                    |

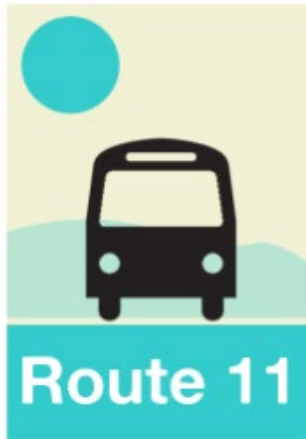
The #10 Plum route hubs at the Transportation Center and provides service along Main Street.

Land use along the route is primarily commercial.

The #10 Plum route provides fixed route service to and from the Microtransit Zone 4 Transfer Point located at Walmart East.

# Route 10 - Plum Line





### #11 Sky

The #11 Sky route takes 30 minutes to complete and makes 27 round trips per weekday and 12 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. – 6:45 p.m. | 30 minutes        | 27    | 1                    |
| Saturday | 7:45 a.m. – 1:45 p.m. | 30 minutes        | 12    | 1                    |

The route provides service along Webster Avenue in Green Bay and Allouez. Major trip origins and destinations include Bellin and St. Vincent Hospitals and many other medical facilities along the corridor.

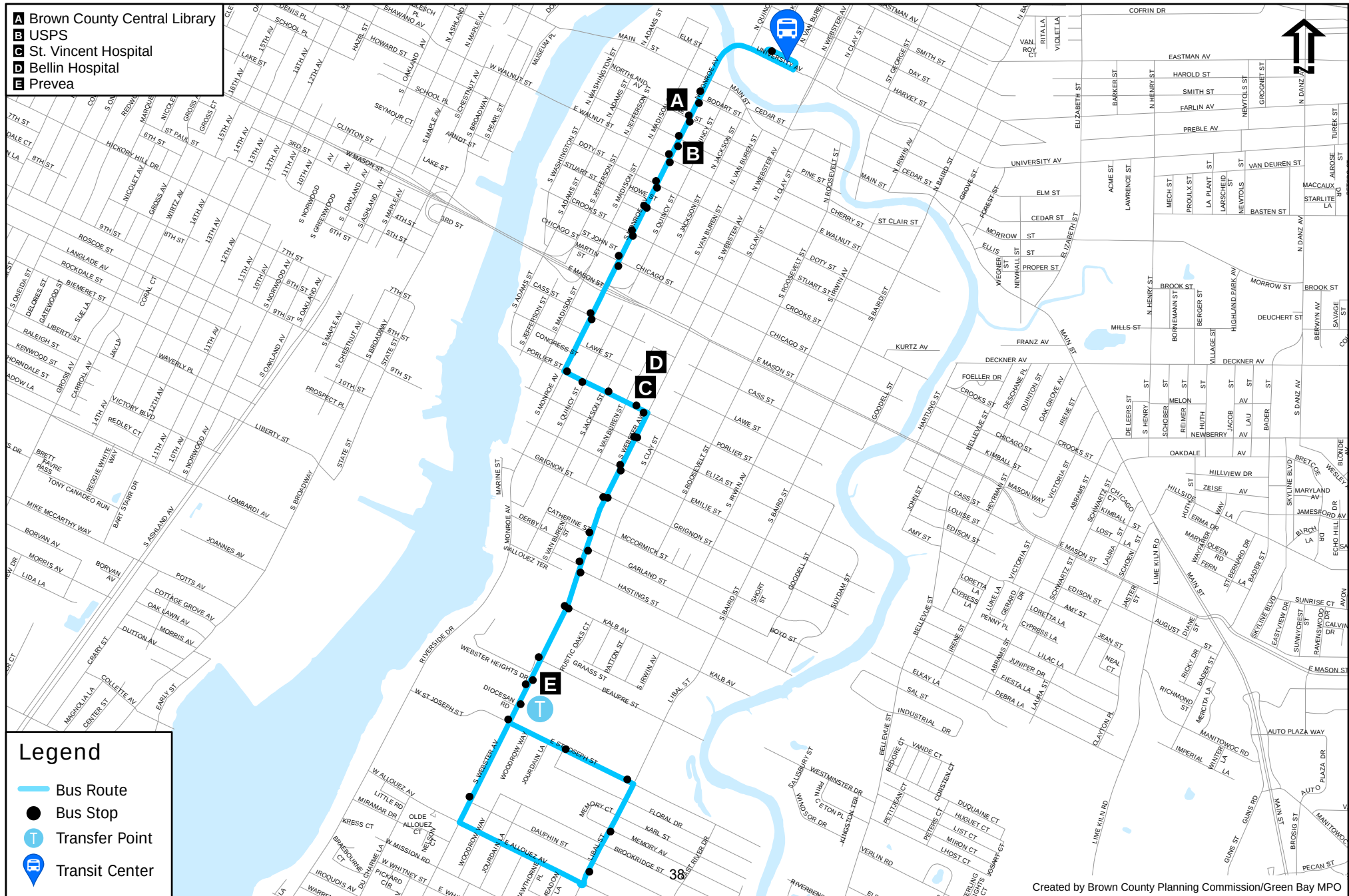
The #11 Sky route provides fixed route service to and from the Microtransit Zone 3 Transfer Point located within the proposed Allouez Village Center near the Webster/St. Joseph intersection.



# Route 11 - Sky Line

- A** Brown County Central Library
- B** USPS
- C** St. Vincent Hospital
- D** Bellin Hospital
- E** Prevea

- Legend**
-  Bus Route
  -  Bus Stop
  -  Transfer Point
  -  Transit Center





## Fixed Route Bus Performance

Each bus route is regularly evaluated individually to determine if the service provided is attracting a desired amount of ridership. A common way to measure this is by calculating the number of passengers per one hour of service provided by each route.

Passengers Per Hour - The number of passengers per hour should be no less than 80 percent of the system median. An 80 percent range is sufficiently close to the system median while accounting for individual route characteristics. Although three routes fall slightly below the 80 percent standard, this is not a major concern given the land uses served by the routes. An overall average of 15.3 is excellent by industry standards for systems the size of Green Bay Metro.

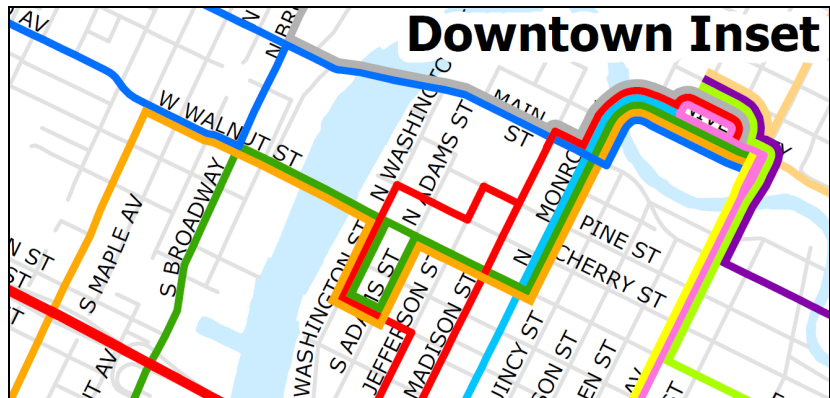
**Fixed Route Bus Service  
Passengers per Hour  
Weekday  
May 2023**

| <b>Route</b>                 | <b>Trips per Weekday</b> | <b>Route Length (in hours)</b> | <b>Service Hours per Weekday</b> | <b>Weekday Passengers for the Month</b> | <b>Average Weekday Passengers per Day</b> | <b>Weekday Passengers per Hour</b> |
|------------------------------|--------------------------|--------------------------------|----------------------------------|-----------------------------------------|-------------------------------------------|------------------------------------|
| #1 Pink                      | 14                       | 0.5                            | 7.0                              | 1,593                                   | 72                                        | 10.3                               |
| # 2 Orange                   | 27                       | 0.5                            | 13.5                             | 5,926                                   | 269                                       | 20.0                               |
| # 3 Silver                   | 27                       | 0.5                            | 13.5                             | 3,525                                   | 160                                       | 11.9                               |
| # 4 Blue                     | 27                       | 0.5                            | 13.5                             | 5,850                                   | 266                                       | 19.7                               |
| # 5 Yellow                   | 13                       | 0.5                            | 6.5                              | 1,509                                   | 69                                        | 10.6                               |
| # 6 Red                      | 26                       | 1.0                            | 26.0                             | 10,853                                  | 493                                       | 19.0                               |
| # 7 Lime                     | 26                       | 1.0                            | 26.0                             | 7,725                                   | 351                                       | 13.5                               |
| # 8 Green                    | 13                       | 1.0                            | 13.0                             | 3,996                                   | 182                                       | 14.0                               |
| # 9 Gold                     | 13                       | 1.0                            | 13.0                             | 4,808                                   | 219                                       | 16.8                               |
| #10 Plum                     | 27                       | 0.5                            | 13.5                             | 4,709                                   | 214                                       | 15.9                               |
| #11 Sky                      | 27                       | 0.5                            | 13.5                             | 3,060                                   | 139                                       | 10.3                               |
| <b>Total/System Average:</b> |                          |                                | <b>159.0</b>                     | <b>53,554</b>                           | <b>2,434</b>                              | <b>15.3</b>                        |
| <b>System Median:</b>        |                          |                                |                                  |                                         |                                           | <b>14.0</b>                        |
| <b>System Standard:</b>      |                          |                                |                                  |                                         |                                           | <b>11.2</b>                        |

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 and road conditions, rail and bridge crossings, mechanical failures, and inclement weather cause delays.

## Bus/Train and Bus/Boat Conflict in Downtown Green Bay

Green Bay Metro provides comprehensive fixed route bus service in Downtown Green Bay from 5:15 a.m. to 6:45 p.m. on weekdays and 7:45 a.m. to 1:45 p.m. on Saturdays. At 6:45 p.m. on weekdays and at 1:45 p.m. on Saturdays, Metro offers GBM On Demand Microtransit - All Zone service. All Zone service includes all of downtown.



When fixed route service is in operation, four routes, #3 Silver, #4 Blue, #8 Gold, and #9 Green, travel across the Main Street and Walnut Street Bridges where they encounter a rail line owned and operated by the Canadian National Railroad. Bus crossings over the railroad tracks occur 160 times each weekday.

## Rail Crossings near Museum Place in Downtown Green Bay

Dousman Street (looking east)



West Walnut Street (looking east)



With the large number of crossings each day and frequent train movements, it is not uncommon for buses to get “stuck at a train”. Draw bridge lifts for pleasure craft or large cargo ships also cause disruption but these are far less frequent than train delays.

Green Bay Metro operations staff documents delays at these locations. In March of 2023, 94 trips were delayed and 13 were missed altogether due to the rail crossings. The average delay was 8 minutes and 30 seconds, although some delays were much longer.

Daily schedule adherence rates are typically in the 70-80% range, which is substandard. It is possible to redesign the system to use only the Tillman (Mason Street) bridge where bus-train conflicts would be avoided. However, this would create longer, less direct, and less frequent service and is not recommended at this time.

## **Green Bay Metro On Demand Microtransit Service**

### What is it and how does it work?

As stated earlier, microtransit is an on-demand shared ride service. It uses the same technology as ride hailing services like Uber. Passengers request a ride through a mobile app (or by phone) and a vehicle is dispatched in real time to a pick-up location within one of the designated microtransit service zones. Fares are the same as the fixed route bus service. Monthly and daily unlimited passes may be used on both systems. Travel can occur as follows:

- Travel can occur zone to zone and within the same zone.
- Travel can occur between a transfer point and a zone of the same color.

Travel cannot occur between transfer points.

### Why microtransit makes sense in some areas but not all areas

Microtransit service makes the most sense in areas where the demand for public transit is low. For example, Green Bay Metro provided fixed route bus service to Costco in Bellevue prior to 2020. A fixed route bus would drive by the store once per hour (at the time, 16 trips/16 hours per day). Only a few people boarded each day. The same can be said for neighboring destinations such as Target and the OSMS medical clinic. This area was prime for On Demand Microtransit services since the area generates a small number of trips each weekday.

On the other hand, demand for the #6 Red route, which serves the West Mason Street/Western Avenue corridor, is high enough that two large capacity buses are assigned to the route each day. In May of 2023, there were 10,846 weekday boardings or an average of 493 each weekday. Each bus carried an average of nearly 20 passengers per hour throughout each weekday. Because providing on-demand microtransit rides to 493 people over the course of 13 hours would be cost prohibitive, serving this area with a fixed bus route makes much more sense.

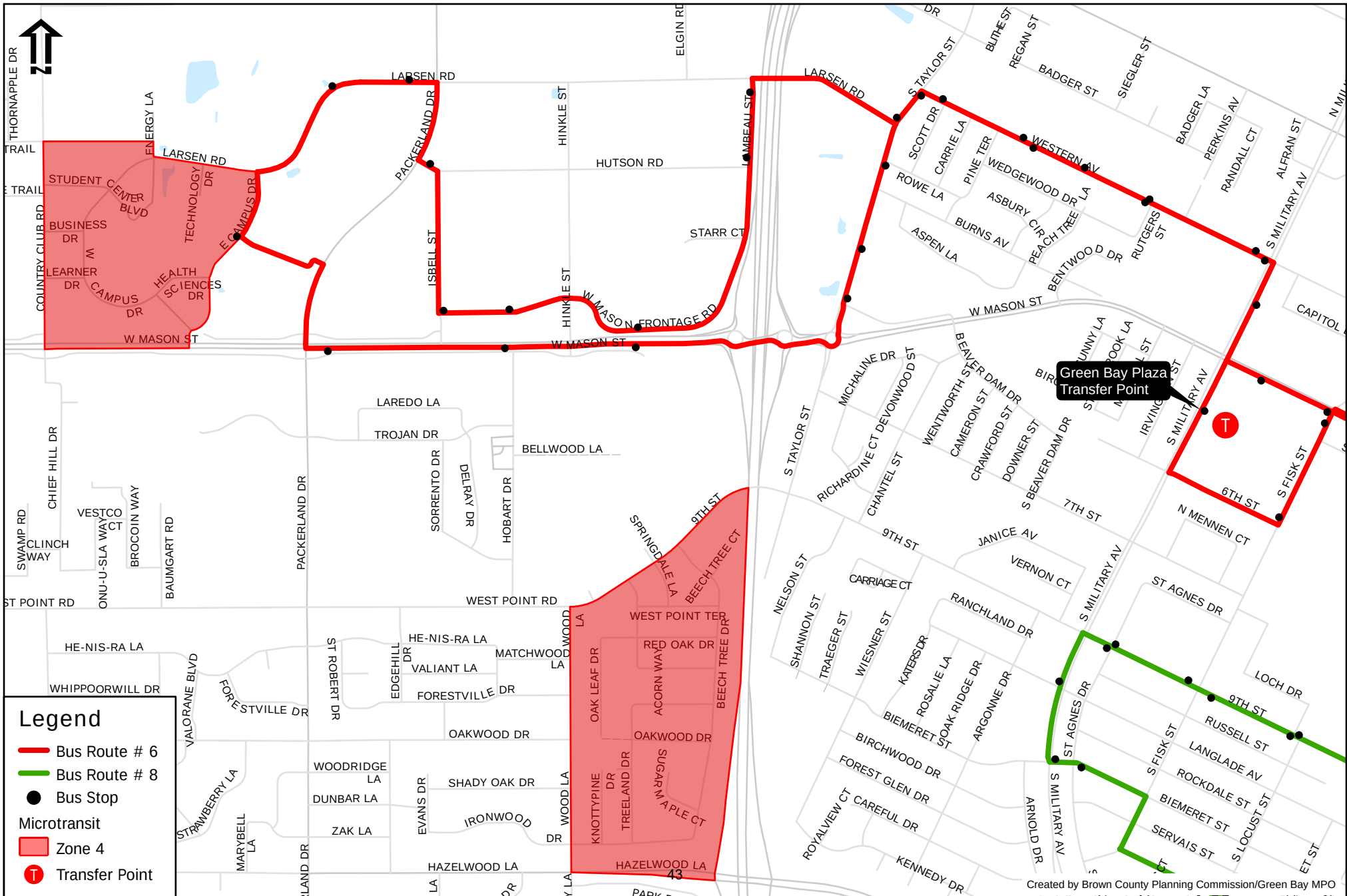
A summary of each microtransit zone can be found on the following pages.

## **Microtransit Zone 1**

The primary areas served by Microtransit Zone 1 include the NWTC campus, other business that operate on the NWTC campus, and Options for Independent Living. A residential neighborhood west of I-41 and bound by 9<sup>th</sup> Street, Wood Lane, and Hazelwood Drive is also served.

Green Bay Plaza acts as the Transfer Point for those traveling between Microtransit Zone 1 and bus route #6 Red.

# Microtransit Zone 1





## **Microtransit Zone 2**

The primary area served by Microtransit Zone 2 includes a light industrial area in the Village of Ashwaubenon south of Waube Lane and west of I-41. Additional service is provided to the airport and the medical facilities near the intersection of Packerland Drive and STH 172.

Prior to the implementation of microtransit, these areas were served by a fixed route bus which provided service once per hour in a one-directional loop configuration.

Bay Park Square acts as the Transfer Point for those traveling between Microtransit Zone 2 and bus routes #8 Green and #9 Gold.

# Microtransit Zone 2

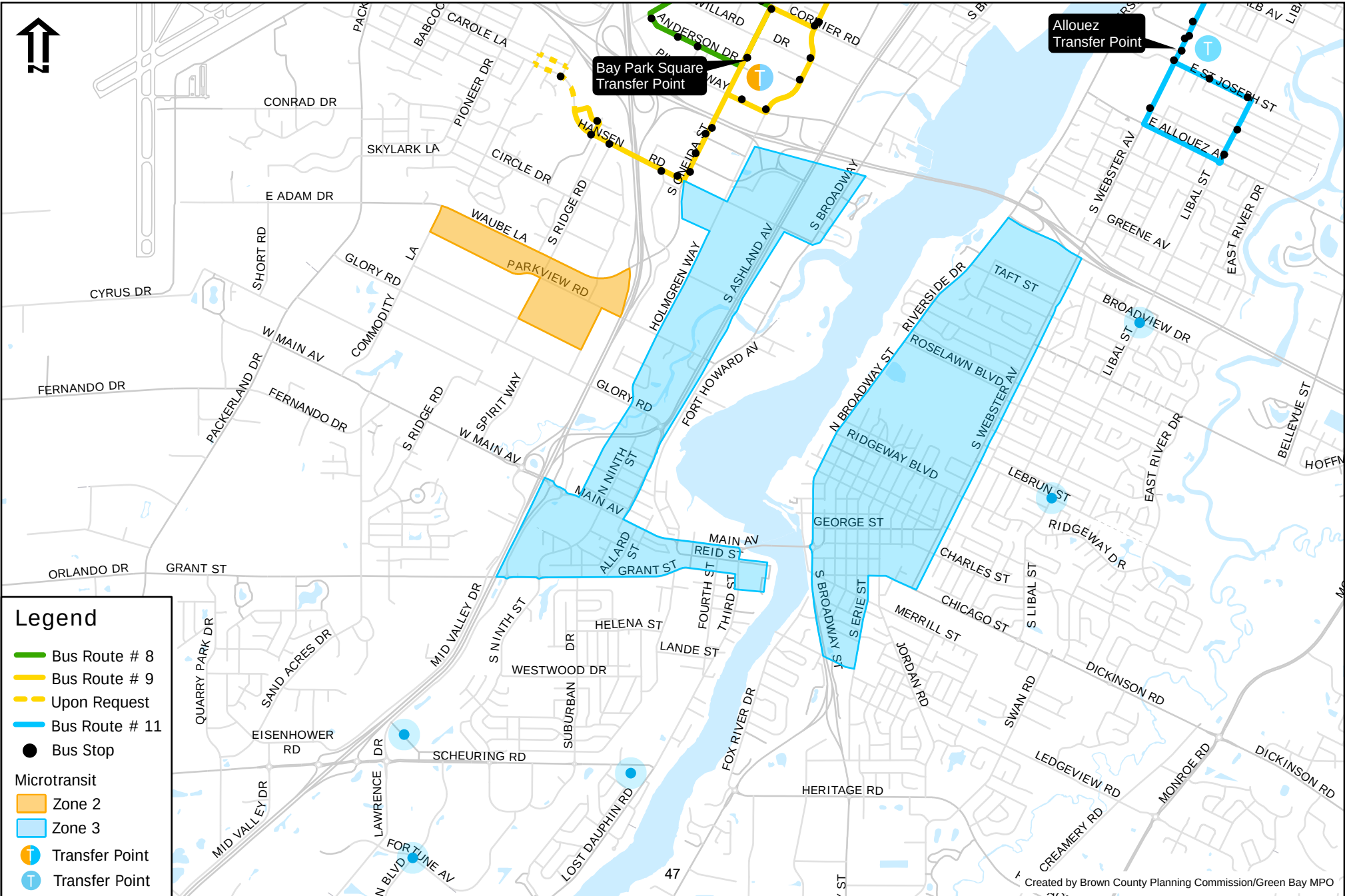


### **Microtransit Zone 3**

The primary area served by Microtransit Zone 3 includes a large portion of the City of De Pere and a large area in the Village of Allouez south of STH 172. Microtransit Zone 3 is shaded in light blue on the following map.

Microtransit Zone 3 offers riders two Transfer Point options:

- Bay Park Square acts as the Transfer Point for those traveling between Microtransit Zone 3 and bus routes #8 Green and #9 Gold.
- The planned Allouez Village Center at the Webster Avenue/St. Joseph Street intersection acts as the Transfer Point for those traveling between Microtransit Zone 3 and bus route #11 Sky.



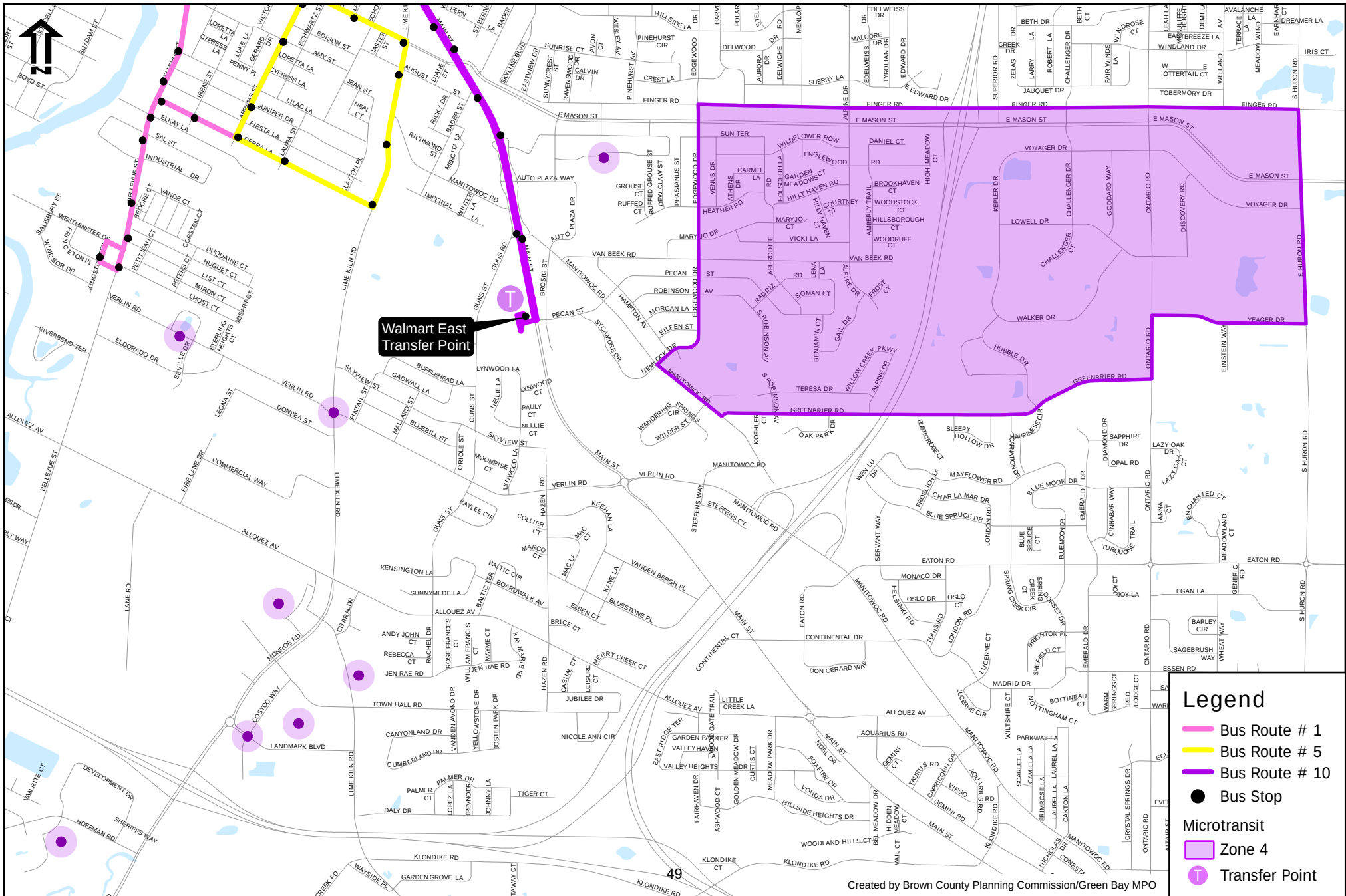
#### **Microtransit Zone 4**

The primary area served by Microtransit Zone 3 includes East Town Mall and the I-43 Business Center in the City of Green Bay as well as Costco, OSMS, Target, and several other business and housing developments in the Village of Bellevue.

Walmart East acts as the Transfer Point for those traveling between Microtransit Zone 4 and bus route #10 Plum.



# Microtransit Zone 4



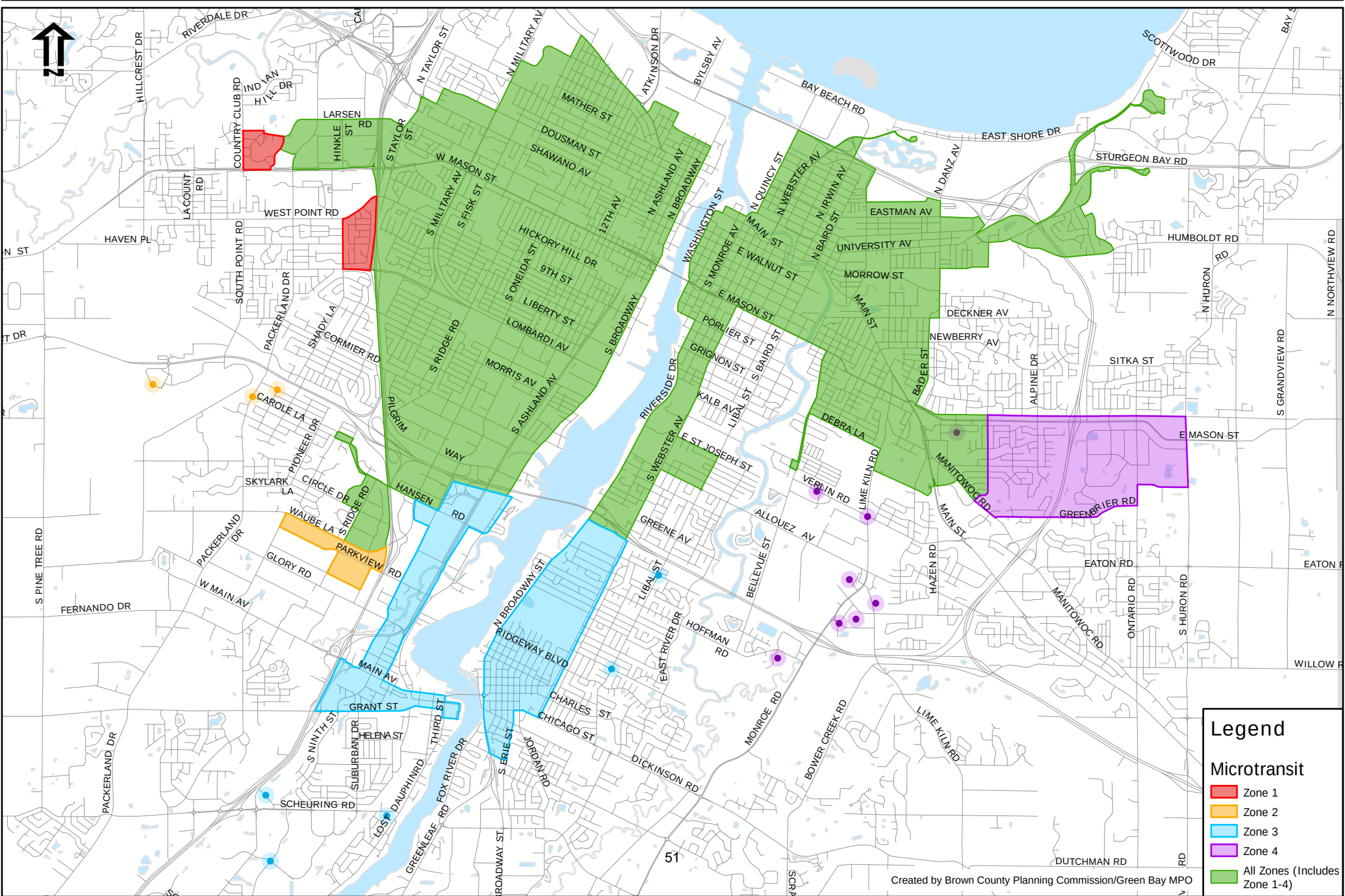
## **Microtransit All Zones**

The Microtransit All Zones service is provided Monday through Friday from 6:45 p.m. to 11:30 p.m. and on Saturdays from 1:45 p.m. to 7:45 p.m.

The areas served by the All Zones includes Microtransit Zone 1-4 in addition to a large area in the center of the service area which is primarily served by fixed bus routes during hours of the day when ridership is high and fixed route bus service is warranted.

Fixed route buses are not in operation during these times and riders may request an origin and destination within the All Zones service area. This service does not require a transfer to a fixed route bus.

# Microtransit All Zones



## Microtransit Ridership by Trip Origin

Green Bay Metro staff receives ridership and key performance data from Via on a daily basis. The following data is for the entire month of May 2023.

### May 2023

| Day              | Date   | Microtransit when Fixed Routes are Operating (Zones 1-4) | Microtransit when Fixed Routes are not operating (All Zones) | Daily Total  |
|------------------|--------|----------------------------------------------------------|--------------------------------------------------------------|--------------|
| Monday           | May 1  | 166                                                      | 33                                                           | 199          |
| Tuesday          | May 2  | 201                                                      | 37                                                           | 238          |
| Wednesday        | May 3  | 180                                                      | 16                                                           | 196          |
| Thursday         | May 4  | 188                                                      | 56                                                           | 244          |
| Friday           | May 5  | 169                                                      | 22                                                           | 191          |
| Saturday         | May 6  | 144                                                      | 30                                                           | 174          |
|                  |        |                                                          |                                                              |              |
| Monday           | May 8  | 176                                                      | 22                                                           | 198          |
| Tuesday          | May 9  | 170                                                      | 23                                                           | 193          |
| Wednesday        | May 10 | 188                                                      | 34                                                           | 222          |
| Thursday         | May 11 | 181                                                      | 26                                                           | 207          |
| Friday           | May 12 | 172                                                      | 28                                                           | 200          |
| Saturday         | May 13 | 133                                                      | 28                                                           | 161          |
|                  |        |                                                          |                                                              |              |
| Monday           | May 15 | 167                                                      | 15                                                           | 182          |
| Tuesday          | May 16 | 179                                                      | 47                                                           | 226          |
| Wednesday        | May 17 | 167                                                      | 30                                                           | 197          |
| Thursday         | May 18 | 170                                                      | 30                                                           | 200          |
| Friday           | May 19 | 155                                                      | 26                                                           | 181          |
| Saturday         | May 20 | 141                                                      | 61                                                           | 202          |
|                  |        |                                                          |                                                              |              |
| Monday           | May 22 | 171                                                      | 29                                                           | 200          |
| Tuesday          | May 23 | 181                                                      | 34                                                           | 215          |
| Wednesday        | May 24 | 193                                                      | 20                                                           | 213          |
| Thursday         | May 25 | 192                                                      | 20                                                           | 212          |
| Friday           | May 26 | 166                                                      | 48                                                           | 214          |
| Saturday         | May 27 | 153                                                      | 70                                                           | 223          |
|                  |        |                                                          |                                                              |              |
| Holiday - Closed | May 29 | ---                                                      | ---                                                          | ---          |
| Tuesday          | May 30 | 195                                                      | 40                                                           | 235          |
| Wednesday        | May 31 | 180                                                      | 24                                                           | 204          |
| <b>Total:</b>    |        | <b>4,478</b>                                             | <b>849</b>                                                   | <b>5,327</b> |
| <b>Average:</b>  |        | <b>172</b>                                               | <b>33</b>                                                    | <b>205</b>   |

### Microtransit Performance

| Microtransit Service                    | May 2023                 | Target        |
|-----------------------------------------|--------------------------|---------------|
| Completed Rides                         | 5,327                    | ---           |
| Service Hours                           | 2,303.5                  | ---           |
| Passengers per Operating Hour           | 2.31                     | 3.0           |
| Average Wait Time for Vehicle to Arrive | 13 minutes<br>27 seconds | <20.0 minutes |
| On-Time Pick-Up                         | 88%                      | 95%           |

### Fixed Route Bus and Microtransit System Recommendations

The fixed route bus and microtransit systems have been performing well since the system restructuring occurred in 2021. Service hours were expanded at the beginning of 2023 to better accommodate shift workers.

It is recommended that operations staff closely monitor microtransit on-time vehicle performance at and shortly after the change-over period from fixed route/microtransit to strictly microtransit service (6:45 pm on weekdays and 1:45 pm on Saturday) for opportunities to improve on-time performance. It is also recommended that Via make adjustments within its routing system to accurately reflect travel time.



## **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, Via Transportation Inc., to provide paratransit service. Metro also contracts with Via to provide Green Bay Metro On Demand microtransit services.

#### **Green Bay Metro ADA Paratransit Service Policy Document**

The document is designed to provide information regarding Green Bay Metro's ADA Paratransit program including service and rider policies. Application materials, eligibility criteria, and service processes are detailed in the document which is published on Green Bay Metro's webpage at <https://greenbaywi.gov/231/Metro-Transit>.

The document is updated as needed and was most recently updated on May 17, 2023.

#### **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.

As of May of 2023, 264 individuals were certified to use the service.

#### **Private Sector Participation**

Over the years, Metro has contracted with several private companies to provide paratransit service. On March 29, 2020, Metro entered into its first contract with Via Transportation Inc. Via was awarded the contract after a competitive Request for Proposals (RFP) and interview process. Subsequently, Metro entered into a second contract with Via which included both paratransit and microtransit services.

An overview of general contractual responsibilities for the paratransit program is listed below:

#### **Paratransit Program Contractual Responsibilities**

##### **Green Bay Metro**

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

##### **Via Transportation**

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

#### **Paratransit Service Experience of Other Transit Systems**

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).

##### **Via**

Via leases a facility located at 2211 Starr Court in Green Bay. This facility houses Via’s paratransit and microtransit functions including scheduling, dispatch, vehicle storage, and maintenance.

Via employs one general manager/safety manager, 20 drivers (12 full-time and eight part-time), and two dispatchers/schedulers. Via contracts with a private vendor for one onsite mechanic.

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

##### **Vehicles**

The Ford E350 High Floor bus pictured on the following page is one of 12 vehicles currently being used by Via Transportation. It is a low-floor medium-duty vehicle that can easily accommodate non-ambulatory passengers (requires a mobility device to board) and ambulatory passengers. Other accessible vehicles in use include the Mercedes Transit and Ford Transit

vans, which are primarily used for microtransit although all vehicles can accommodate wheelchairs.

### Paratransit and Microtransit Vehicle Fleet

| Make and Model           | Quantity  |
|--------------------------|-----------|
| Ford E350 High Floor Bus | 6         |
| Mercedes Transit Van     | 4         |
| Ford Transit Van         | 2         |
| <b>Total:</b>            | <b>12</b> |

**Ford E350 Bus**



**Mercedes Transit and Ford Transit Vans**

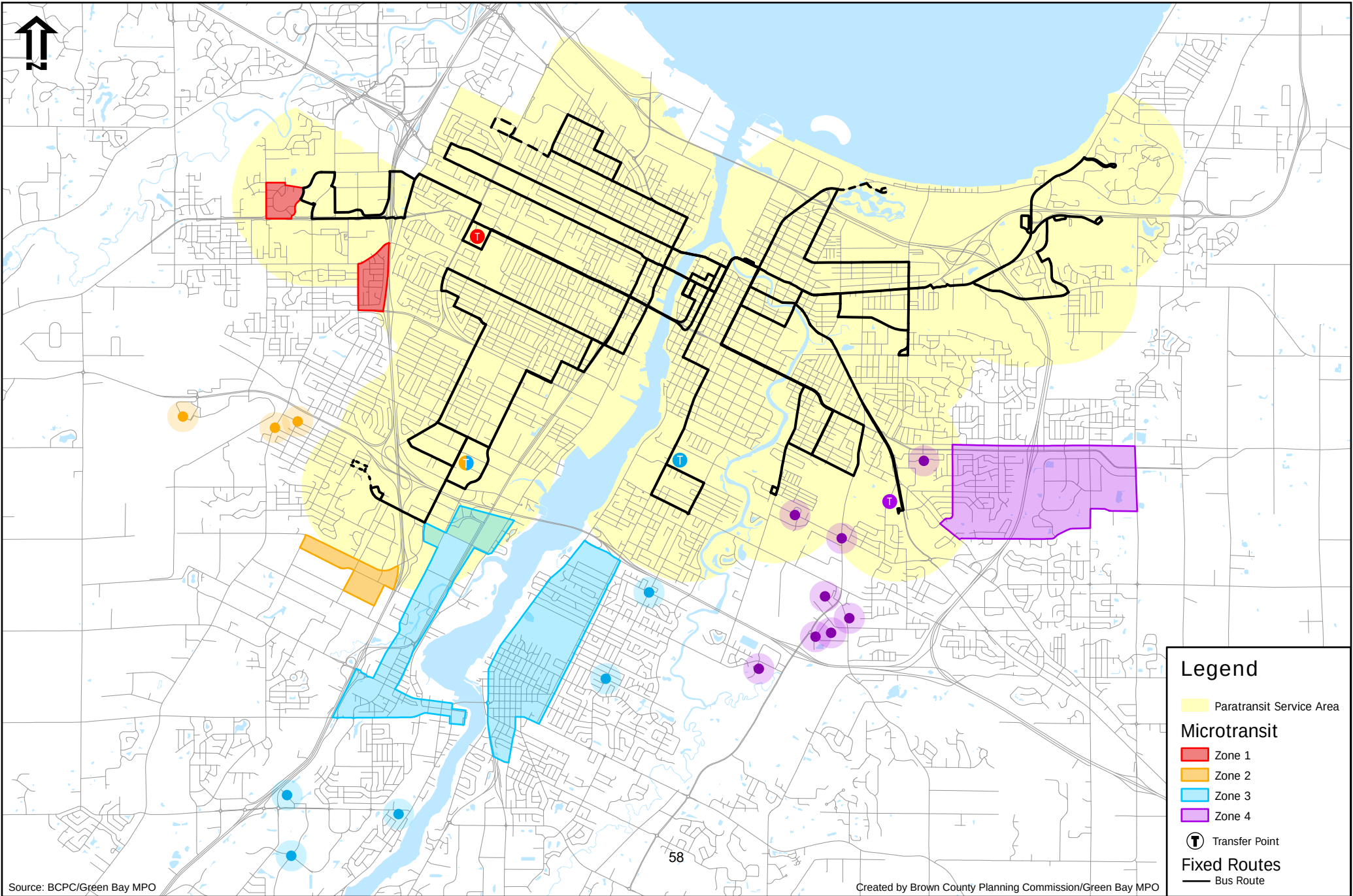


Green Bay Metro's logo and color scheme are clearly visible on all Via vehicles. This branding feature is required as part of the contract.

### **Paratransit Service Area, Service Days, and Hours of Operation**

Paratransit services are provided within three-fourths of a mile of Metro's full service fixed routes. Paratransit service is currently provided Monday through Friday from 5:15 a.m. to 6:45 p.m. and on Saturday from 7:15 a.m. to 1:45 p.m. Service is not provided on Sunday. See the map on the following page. Light yellow shaded areas are served by the paratransit service.

# 2023 Paratransit Service Area: Within 3/4 Mile of Full-Service Routes



## Legend

Paratransit Service Area

### Microtransit

Zone 1

Zone 2

Zone 3

Zone 4

T Transfer Point

### Fixed Routes

Bus Route



## Paratransit Fares

The ADA states that the paratransit fare may be no more than twice the adult fixed route bus cash fare. Currently Metro charges \$2.00 for the adult fixed route bus fare. Therefore, Metro can charge up to \$4.00 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 Health and 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 (\$19.00 per trip) is below the total cost of a Metro paratransit trip in 2023 of \$33.80 per trip. In 2022, agency trips represented approximately 65% of Metro’s paratransit trips. A summary of Metro’s current paratransit fares is shown below:

**Paratransit Fares**

| <b>Fare Category</b>                | <b>One-Way Fare<br/>Cash or Ticket</b> | <b>2022 Percent of<br/>Trips</b> |
|-------------------------------------|----------------------------------------|----------------------------------|
| Origin to Destination               | \$4.00                                 | 35.1%                            |
| Origin to Destination (Agency Rate) | \$19.00                                | 64.9%                            |

Metro offers advance-purchase tickets for \$4.00 or \$19.00 (agency rate). Tickets are printed in various colors to distinguish between the rates. Clients may also pay cash upon boarding the paratransit vehicle.

## Paratransit Ridership and Overall Program Cost

The following table and charts summarize the number of trips and trip costs associated with the paratransit program for the period from 1998 to 2022. These data do not include Metro staff time associated with the program.

| Year      | Trips   | Annual 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%                             |
| 2018      | 33,913  | \$993,795          | -\$140,559              | -4%                             |
| 2019      | 30,873  | \$901,071          | -\$129,373              | -9%                             |
| 2020***** | 15,078  | \$489,536          | -\$504,259              | -46%                            |
| 2021      | 16,496  | \$605,307          | -\$295,764              | 24%                             |
| 2022      | 16,398  | \$615,888          | \$126,352               | 2%                              |

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

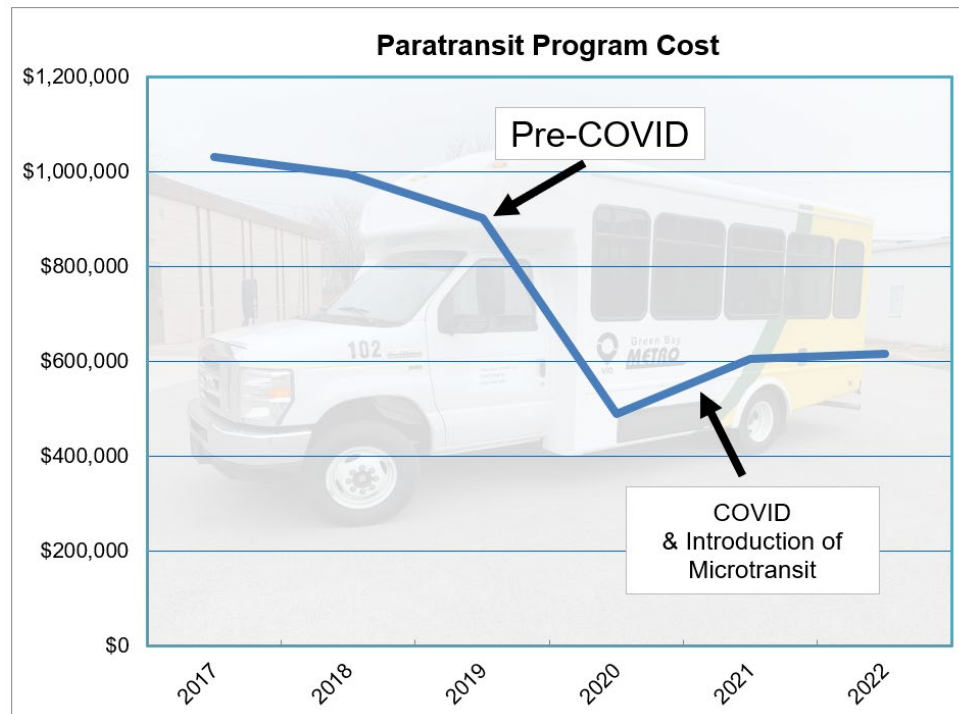
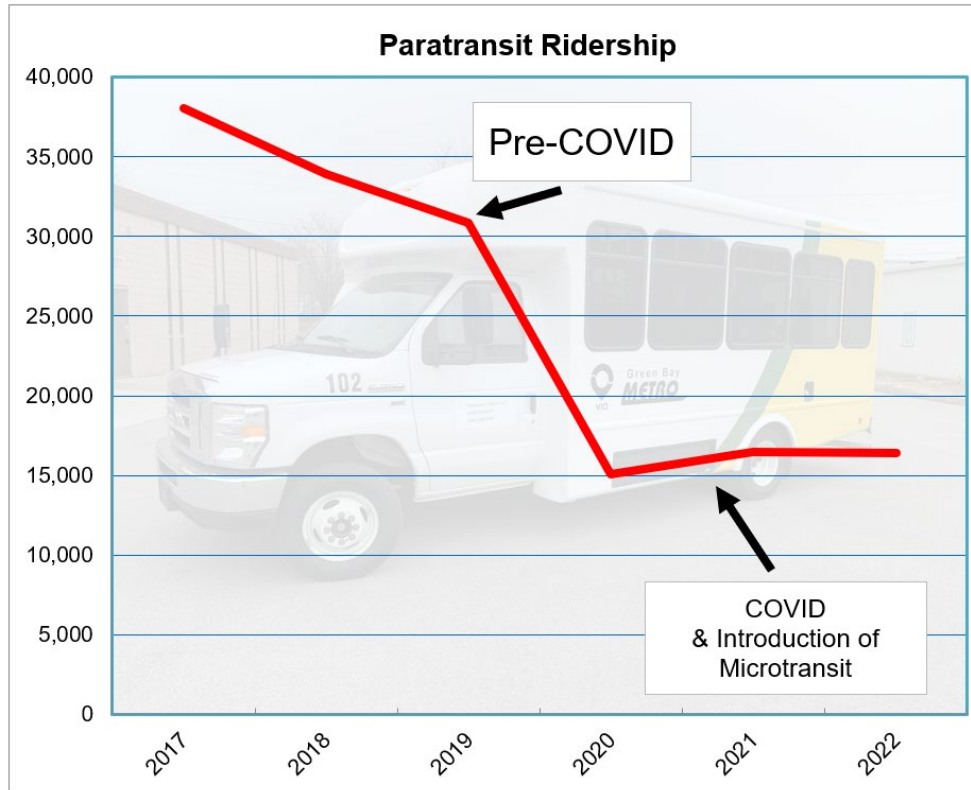
\*\* Under contract with Lamers, Inc. exclusively beginning in 1998.

\*\*\* 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 and expired in 2020.

\*\*\*\*\* Start of first contract with Via. Metro pays for all fuel & cost is included. COVID-19 Pandemic impact on ridership & revenue and implementation of Microtransit.



## Paratransit Contract Rates

The current contract allows Via to receive \$33.80 for each one-way trip in 2023. Rates vary during the duration of the contract and are shown below:

**Paratransit Contract Rates**

| Contract Period                 | Cost per Trip |
|---------------------------------|---------------|
| March 29, 2020 - March 28, 2021 | \$36.40       |
| March 29, 2021 - March 28, 2022 | \$33.14       |
| March 29, 2022 - March 28, 2023 | \$33.47       |
| March 29, 2023 - March 28, 2024 | \$33.80       |
| March 29, 2024 - March 28, 2025 | \$34.14       |

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

**2023 Paratransit Trip Cost Breakdown**

| Trip Type              | Passenger or Agency Portion | Metro Subsidy* | Via Receives |
|------------------------|-----------------------------|----------------|--------------|
| Passenger (non-agency) | \$4.00                      | \$29.80        | \$33.80      |
| Passenger (agency)     | \$19.00                     | \$15.80        | \$33.80      |

\* In addition to Metro's share of the trip cost, Metro purchases all fuel for the program. Fuel costs for the program in 2022 were approximately \$62,000.

## Paratransit Service by Passenger Accommodation

As stated, Metro provided 16,398 paratransit trips in 2022. This number does not include those who traveled as a companion or personal care attendant. Of the 16,398 trips, approximately 53% were made by individuals using a wheelchair and 47% were taken by ambulatory clients.

| 2022 Trips                |               |               |
|---------------------------|---------------|---------------|
| Type                      | Number        | Percent       |
| Mobility Device Boardings | 8,713         | 53.1%         |
| Ambulatory Boardings      | 7,685         | 46.9%         |
| <b>Total Boardings</b>    | <b>16,398</b> | <b>100.0%</b> |

## 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 for 2022 was 75.2%. Although this rate is high, it was not an issue 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 is \$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 Via staff have worked diligently with clients and client caregivers in an effort to reduce the total. As shown below, no-shows are not a significant issue.

**No-Show Rates**

|                                              | <b>2022</b> |
|----------------------------------------------|-------------|
| No-Shows                                     | 72          |
| No-Shows as a percent of all completed trips | 0.44%       |

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

## Paratransit and the Introduction of Accessible On Demand Microtransit

Green Bay Metro On Demand microtransit service was introduced as a pilot program in August of 2020. Due to the program's success, the service was expanded in 2021 to a multi-zone system. The service currently operates from 5:15 a.m.-6:45 p.m. on weekdays and 7:45 a.m.-1:45 p.m. on Saturdays when fixed route buses are also in service. An all-zone system is in place on weeknights from 6:45 p.m.-11:30 p.m. and on Saturdays from 1:45 p.m.-7:45 p.m., when fixed route bus service is not in operation. The all-zone system covers the four microtransit zones plus areas served by the fixed route bus service.

Vehicles used for the microtransit service are accessible and, as such, Metro is not required to operate paratransit services in areas covered by microtransit. Instead, paratransit clients may book trips using microtransit. Paratransit clients may request that microtransit vehicles directly



serve their home or destination in lieu of using the typical nearest corner pick-up/drop-off location. This request can be programmed directly into their user profile. In addition, microtransit is a less expensive trip option because a round trip on paratransit costs the user \$8.00 (non-agency fare) versus a \$2.00 unlimited day pass that can be used on the microtransit and fixed bus systems.

### **Fares for Paratransit-Certified Clients**

| <b>Fare</b>        | <b>Paratransit<br/>(non-agency fare)</b> | <b>Fixed Route/Microtransit<br/>Unlimited Reduced Day<br/>Pass</b> |
|--------------------|------------------------------------------|--------------------------------------------------------------------|
| One-Way Trip       | \$4.00                                   |                                                                    |
| Unlimited Day Pass |                                          | \$2.00                                                             |

Since portions of the area are exclusively served by microtransit and a significant number of service hours (weeknights and most Saturday p.m. hours) are served by the all-zone microtransit, many trips previously taken on paratransit have shifted to the microtransit service.

To illustrate, the City of De Pere and southern half of the Village of Allouez are served exclusively by microtransit zone 3 (blue zone) as shown on the map in this chapter. Paratransit clients with an origin or destination within those areas must utilize microtransit and this is counted as a microtransit trip in ridership reports.

### **Paratransit Program Cost Stabilization**

Metro staff has been successful in stabilizing the cost of the paratransit program. 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 65% of all rides provided are classified as agency trips. Furthermore, the introduction of microtransit, as discussed previously, also helped Metro keep program cost stable.

### **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 Via Transportation). The number of bus passengers who used mobility devices in 2016, 2019, and 2022 is summarized in the following table.

### Mobility Device Boardings on Fixed Route Bus Service

| Month                     | 2016         | 2019         | 2022         |
|---------------------------|--------------|--------------|--------------|
| January                   | 466          | 411          | 226          |
| February                  | 575          | 382          | 233          |
| March                     | 879          | 550          | 283          |
| April                     | 886          | 631          | 370          |
| May                       | 889          | 1,013        | 417          |
| June                      | 877          | 838          | 342          |
| July                      | 944          | 1,035        | 478          |
| August                    | 887          | 1,045        | 492          |
| September                 | 729          | 831          | 528          |
| October                   | 747          | 799          | 541          |
| November                  | 691          | 785          | 470          |
| December                  | 448          | 489          | 296          |
| <b>Total:</b>             | <b>9,018</b> | <b>8,809</b> | <b>4,676</b> |
| <b>Average per Month:</b> | <b>752</b>   | <b>734</b>   | <b>390</b>   |

### Paratransit Provider Performance

Green Bay Metro staff monitors Via 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 Via consistently meets or exceeds the performance requirements of the ADA and contract. Via's performance record for 2022 is summarized below.

#### Via's 2022 Performance

| Performance Measure | Trips  | Performance         | Benchmark                        |
|---------------------|--------|---------------------|----------------------------------|
| Pick-up time        | 16,398 | 96.7% on time       | Exceeds 95% ADA Standard         |
| In-Vehicle Time     | 16,398 | 20.7 minute average | Goal: Zero trips over 60 minutes |
| Denied Trips        | 16,398 | 0 trips denied      | Goal: Zero trips denied          |

### 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 2025, Metro will have to issue an RFP for services. At that time, Via Transportation and any other provider may submit a proposal for review and consideration.

## **CHAPTER 4**

### **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:

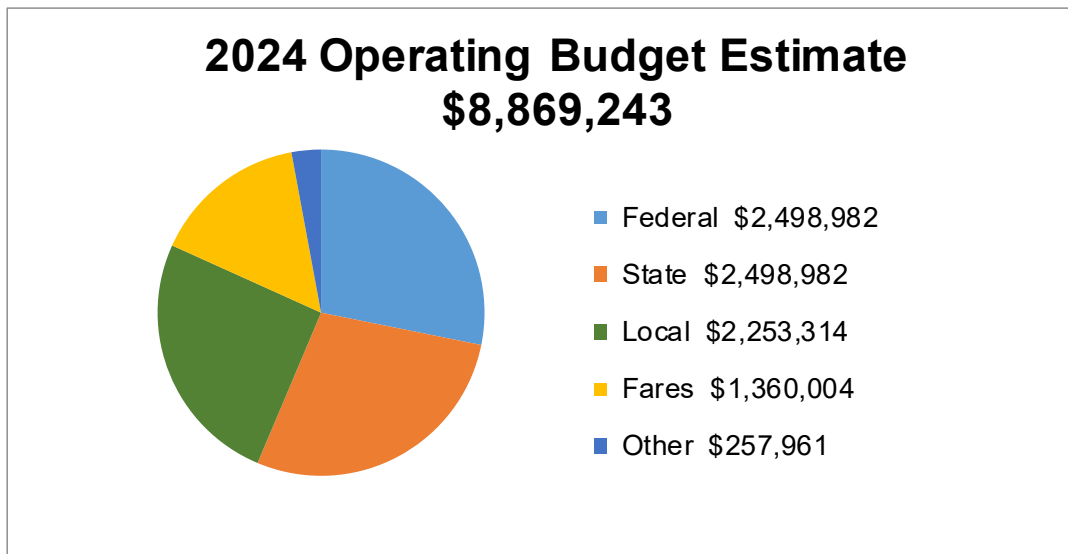
| Projected Operating Expense and Funding Sources |                    |                    |                    |                    |                    |
|-------------------------------------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| Projected Operating Expense:                    | 2024               | 2025               | 2026               | 2027               | 2028               |
| <b>Funding Sources:</b>                         |                    |                    |                    |                    |                    |
| Federal Section 5307                            | \$2,498,982        | \$2,548,961        | \$2,599,940        | \$2,651,939        | \$2,704,978        |
| State of WI Section 85.20                       | \$2,498,982        | \$2,548,961        | \$2,599,940        | \$2,651,939        | \$2,704,978        |
| City of Green Bay                               | \$1,696,416        | \$1,709,140        | \$1,721,958        | \$1,734,873        | \$1,747,884        |
| City of De Pere                                 | \$147,899          | \$149,008          | \$150,126          | \$151,252          | \$152,386          |
| Village of Allouez                              | \$140,065          | \$141,115          | \$142,174          | \$143,240          | \$144,314          |
| Village of Ashwaubenon                          | \$134,877          | \$135,889          | \$136,908          | \$137,935          | \$138,969          |
| Village of Bellevue                             | \$134,057          | \$135,062          | \$136,075          | \$137,096          | \$138,124          |
| Farebox Revenue - Fixed Route                   | \$775,000          | \$775,000          | \$775,000          | \$775,000          | \$775,000          |
| Farebox Revenue - Paratransit                   | \$385,000          | \$385,000          | \$385,000          | \$385,000          | \$385,000          |
| Advertising (sale on bus ads)                   | \$101,000          | \$102,010          | \$103,030          | \$104,060          | \$105,101          |
| Investment Income                               | \$4,040            | \$4,080            | \$4,121            | \$4,162            | \$4,204            |
| Other*                                          | \$352,925          | \$356,455          | \$360,019          | \$363,619          | \$367,255          |
| <b>Total:</b>                                   | <b>\$8,869,243</b> | <b>\$8,990,681</b> | <b>\$9,114,292</b> | <b>\$9,240,116</b> | <b>\$9,368,195</b> |

\* Other includes partnership income, sale of used oil and parts, etc. Partnership income, in lieu of fares, is shown under Fares in the graphics on the following pages.

## 2024 Operating Budget Estimate Breakdown

Green Bay Metro's 2024 operating budget estimate is projected at \$8,869,243. Green Bay Metro receives operating assistance from a variety of sources. These include the Federal Section 5307 program, Section 5310 program, State 85.20 program, State 85.21 program, local dollars from entities participating in the system, fares, partnership agreements, advertising revenue, and interest revenue.

A summary of the 2024 estimated Green Bay Metro budget by revenue source is below:



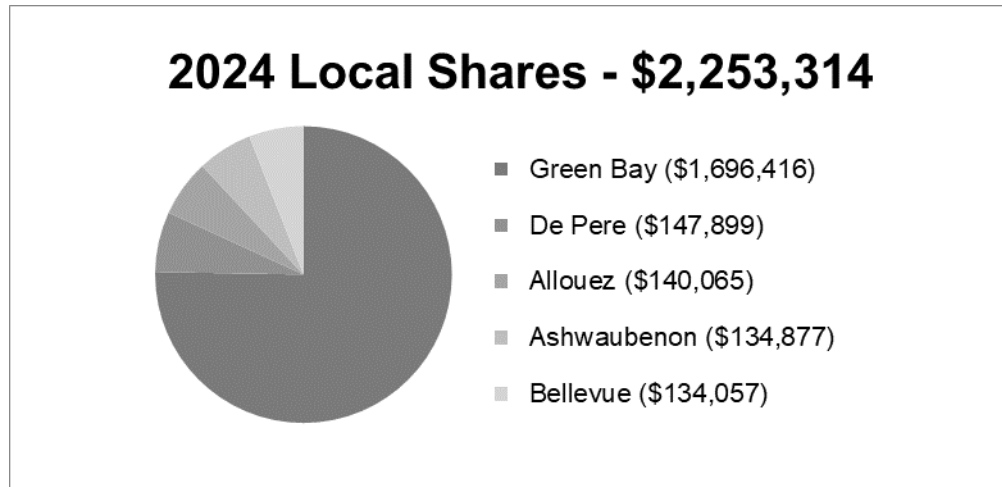
## 2024 Budget Estimate

| Source:       | Amount             | Percent       |
|---------------|--------------------|---------------|
| Federal       | \$2,498,982        | 28.2%         |
| State         | \$2,498,982        | 28.2%         |
| Local         | \$2,253,314        | 25.4%         |
| Fares         | \$1,360,004        | 15.3%         |
| Other         | \$257,961          | 2.9%          |
| <b>Total:</b> | <b>\$8,869,243</b> | <b>100.0%</b> |



## Local Share

The 2024 budget estimate consists of contributions from participating local entities. The sum of the contribution is projected to be \$2,253,314 (25.4%) 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:

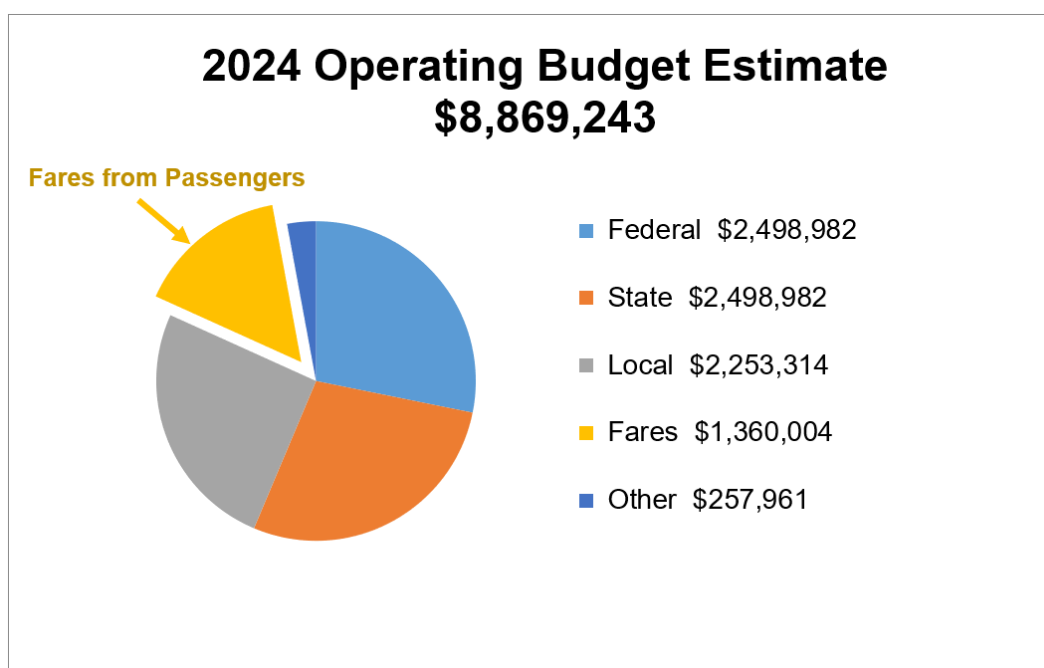


### **2024 Budget Estimate – Local Contributions**

| Source        | Amount             | Percent of Local Share | Percent of Budget |
|---------------|--------------------|------------------------|-------------------|
| Green Bay     | \$1,696,416        | 75.3%                  | 19.1%             |
| Ashwaubenon   | \$147,899          | 6.6%                   | 1.7%              |
| De Pere       | \$140,065          | 6.2%                   | 1.6%              |
| Allouez       | \$134,877          | 6.0%                   | 1.5%              |
| Bellevue      | \$134,057          | 5.9%                   | 1.5%              |
| <b>Total:</b> | <b>\$2,253,314</b> | <b>100.0%</b>          | <b>25.4%</b>      |

## Fares

The 2024 budget estimate of \$8,869,243 includes an estimate of \$1,360,004 in passenger fare revenue, which is 15.3% of the estimated operating budget. The 15.3% fare (and partnership revenue) recovery rate is consistent with past rates. However, the Green Bay Transit Commission introduced a *Ride Green Bay Metro* fare promotion on April 1, 2023 which reduced the 30-day pass price from \$39.00 to \$19.00 for Adults and from \$19.00 to \$9.00 for the Reduced Fare category for those 65 or older or persons with a qualifying disability. Although the promotion is scheduled to end on December 31, 2023, many passengers and human service agencies purchased additional passes for use at a later date. Passes do not expire until 30-days after activation. Therefore, it is anticipated that many of the discounted passes will be activated in 2024. Fare revenue for those passes will be assigned to 2023, the year in which the passes were purchased. Subsequently, fare revenue is expected to be lower in 2024.



## **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 up to 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 (STBG) Program. To date, Metro has received funding for seven buses, a facilities expansion project, and electronic bus stop signs.

Metro's capital improvement program federal funding requests (80% share) by year are listed on the following table. If approved, the remaining 20% will be provided by Metro's capital reserve/depreciation chargeback fund. The capitalized maintenance category shown below is typically used for facility maintenance (garage, maintenance shop, and grounds) as well as preventive vehicle maintenance including communication and fare collection systems.

| <b>2024-2028 Capital Improvement Program<br/>Federal Share (80%) Listed</b> |                    |                    |                    |                  |                  |
|-----------------------------------------------------------------------------|--------------------|--------------------|--------------------|------------------|------------------|
| <b>Project/Year</b>                                                         | <b>2024</b>        | <b>2025</b>        | <b>2026</b>        | <b>2027</b>      | <b>2028</b>      |
| Capitalized Maintenance Annual Allocation                                   | \$715,000          | \$715,000          | \$715,000          | \$715,000        | \$715,000        |
| Replacement buses (two in 2025, 2026, & 2027)                               | \$1,895,000        | \$1,914,000        | \$1,933,000        |                  |                  |
| Facility - roof replacement                                                 | \$400,000          |                    |                    |                  |                  |
| Transitway - pavement repair                                                | \$320,000          |                    |                    |                  |                  |
| Transitway - canopy rehabilitation                                          |                    | \$4,000,000        |                    |                  |                  |
| Passenger shelters, benches, & pads                                         | \$21,000           |                    |                    |                  |                  |
| Bus route signs                                                             |                    |                    |                    |                  |                  |
| <b>Total:</b>                                                               | <b>\$3,351,000</b> | <b>\$6,629,000</b> | <b>\$2,648,000</b> | <b>\$715,000</b> | <b>\$715,000</b> |

## Bus Fleet

### Green Bay Metro Bus Fleet – September 2023

| <b>Number of Fixed Route Buses</b> | <b>Year</b> | <b>Manufacturer</b> | <b>Length</b> | <b>Years in Service</b> |
|------------------------------------|-------------|---------------------|---------------|-------------------------|
| 6                                  | 2009        | New Flyer           | 35'           | 14                      |
| 10                                 | 2011        | Gillig              | 35'           | 12                      |
| 4                                  | 2015        | Gillig              | 40'           | 8                       |
| 5                                  | 2018        | New Flyer           | 35' & 40'     | 5                       |
| 3                                  | 2019        | Gillig              | 35'           | 4                       |
| 4                                  | 2020        | Gillig              | 35'           | 3                       |
| 4                                  | 2022        | Gillig              | 29'           | 1                       |
| <b>36</b>                          |             |                     |               |                         |
| <b>Average Age in Years:</b>       |             |                     |               | <b>8.0</b>              |



35' 2019 Gillig bus. Photo by Green Bay Metro.

### Peak Bus Requirements

The full and limited service route system currently requires 15 buses (12 full and 3 limited service) during peak operations. This is substantially fewer than the 22 buses required for peak service prior to the implementation of microtransit. As microtransit service continues to prove to be a cost-effective alternative to fixed route bus service in select areas, Metro will have the opportunity to retire several buses that have exceeded the useful life benchmarks without the need to replace the buses. It is anticipated that the fleet will be reduced to 26 by 2025 as buses age out, are retired from service, and parts supply issues are reduced.

Although Metro has the necessary number of buses to provide this level of service at the present time, there will be a need for newer buses over the five-year planning period to replace some of Metro's older 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 20 of Metro's 36 buses will have exceeded the useful life standard as of the end of the TDP report period of December 31, 2028. Again, with the ability to reduce the fleet due to microtransit, only four of them will need to be replaced.

### Bus Replacement Schedule

To cycle out the balance of the buses built from 2009 through 2015, Metro will have to acquire four new ones. Metro's capital improvement program includes funding for two new buses to be ordered in each of the years 2024 and 2025 with a delivery date to be determined. Green Bay Metro plans to start cycling out the 2018 buses with an order for two buses in 2026.

### Recommendation

It is recommended that additional 35' and 40' buses be pursued as soon as possible to begin replacing the 2009 35' 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 six buses in its capital improvement program over the next 5 years. However, funding has not been secured.



## CHAPTER 5

### 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.

**Direct costs.** The cost per mile to operate a personal vehicle is often higher than the per-mile cost of riding a bus when indirect costs such as vehicle depreciation, insurance, vehicle registration, vehicle maintenance, and parking subsidy are added to direct vehicle operating costs such as fuel and parking. However, people tend to only consider direct (or out-of-pocket) travel costs when they choose a transportation mode, and these costs are often very low for drivers because fuel is usually relatively cheap and parking is often free or very inexpensive.

**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.

#### ***Continue to Explore Sunday Service***

Over the years, the number one service request made by passengers is Sunday service. Metro and planning staff have evaluated service in the past. Cost, labor issues, and expected low fixed route ridership have all been cited as barriers. With the proven success of microtransit, Green Bay Metro staff should conduct a study to determine if an all zone type microtransit service is feasible.

#### ***Continue to Explore Opportunities to Expand Microtransit Service***

Because Metro’s microtransit service has proven to be successful since it was established in 2020, Metro should continue to expand the service by identifying additional microtransit zones within and possibly outside the current transit service area.

***Continue to be a Leader in the Implementation of Advanced Technologies***

Green Bay Metro has established itself as a leader in the industry when it comes to the implementation of technology. Metro should continue to explore solutions that use technology to improve public transportation.

**Recognized by the industry for its best practices.**



**Green Bay Metro featured in  
Busline magazine....**

***Green Bay Metro  
Provides Key Transit  
Options***

***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. 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 and expanding the U-Pass Program, 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 and microtransit zones 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.

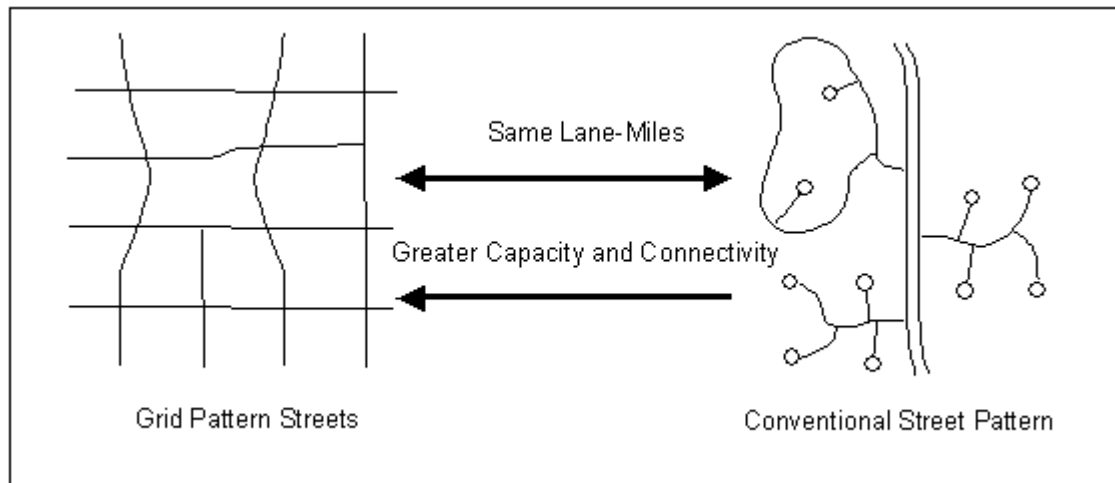
### ***Design Communities to be More Transit-Friendly***

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

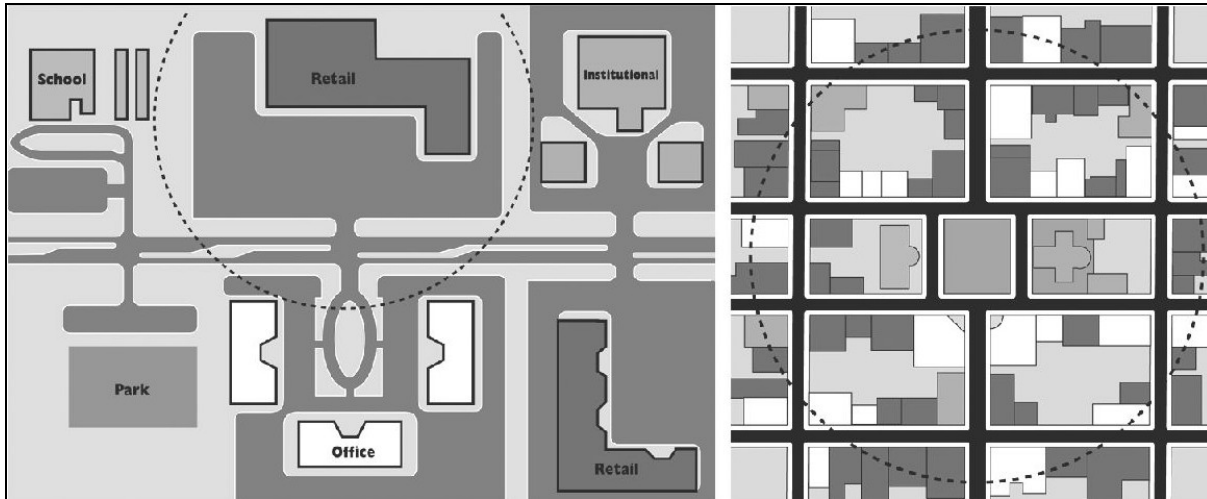


Even if the major street shown in the conventional street pattern diagram has bus service, the long walk and backtracking that are required to reach a bus stop along the street will likely discourage area residents from taking the bus. But the frequent street connections shown in the grid pattern streets 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 6

### 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 most recent update to the Green Bay Metro Title VI Compliance Program was issued in 2021. The document is posted on the Green Bay Metro website at [greenbaymetro.org](http://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 (USDOT), 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

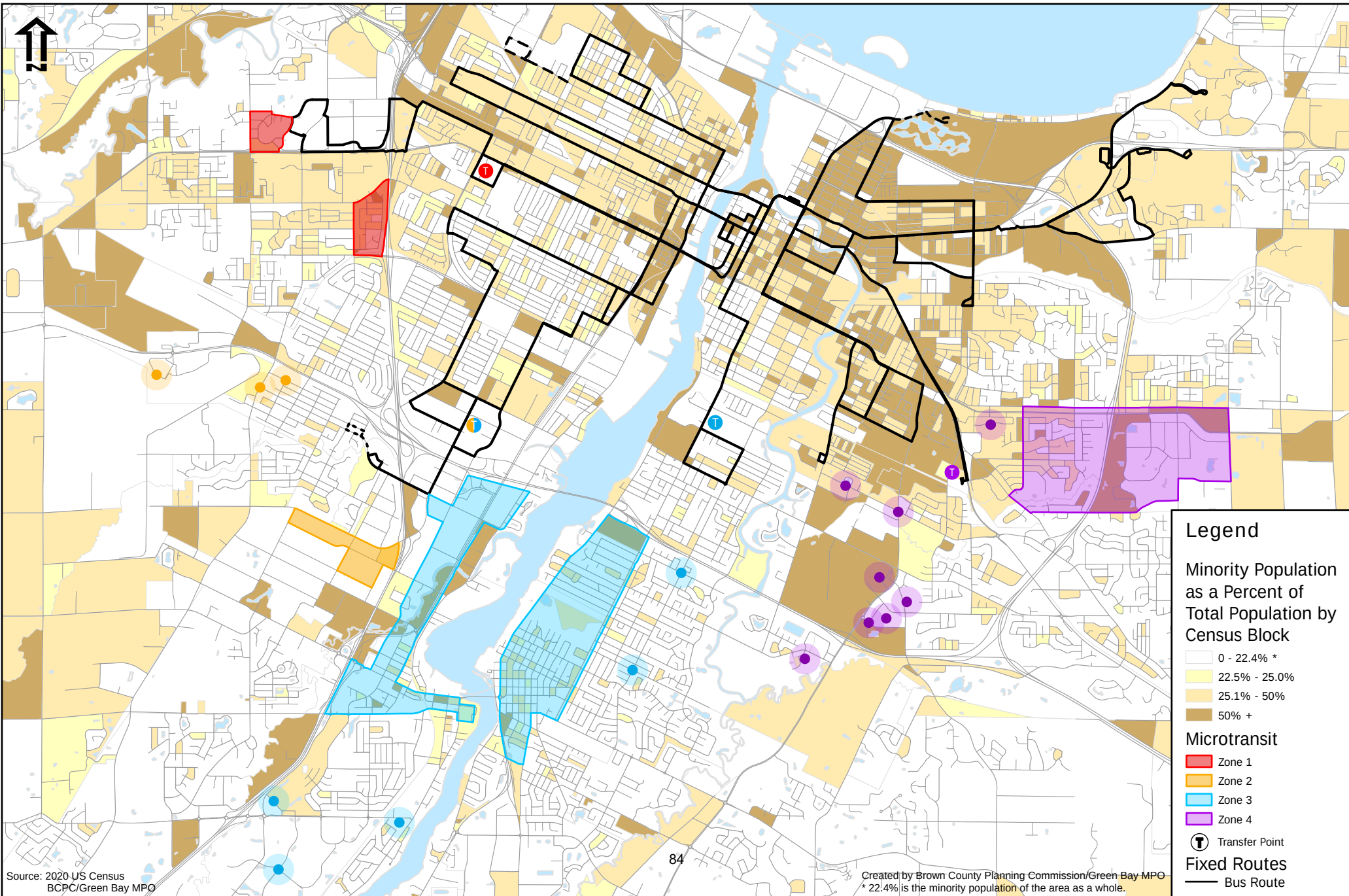
##### Title VI and Environmental Justice Related Map Catalog:

1. Green Bay Metro System and Minority Population as a Percent of Total Population
2. Green Bay Metro System and Minority Population Heat Map
3. Green Bay Metro System and Household Income
4. Green Bay Metro System - Access to Essential Services – Analysis of public transit service to employment, health care, education, social services, and recreation for concentration of disadvantaged populations
5. Green Bay Metro System and Zero-Vehicle Households
6. Green Bay Metro System and One-Quarter-Mile Walk Distance

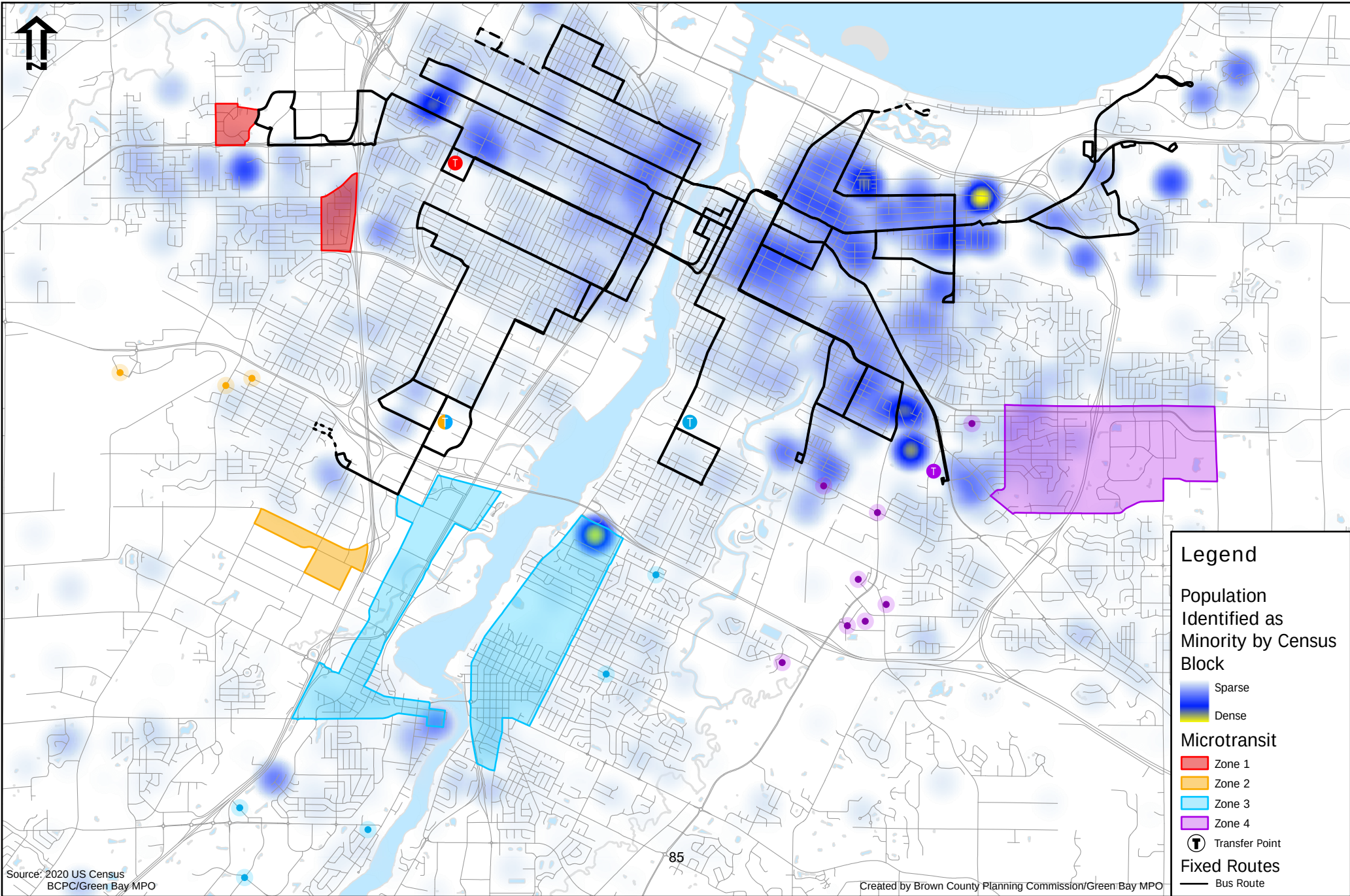
Taken in whole, the proposed recommendations in this TDP do not impose disproportionately high and adverse impacts on minority populations and low-income populations, and the benefits of the transportation services and improvements provided are reasonably distributed to serve the needs of all populations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



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

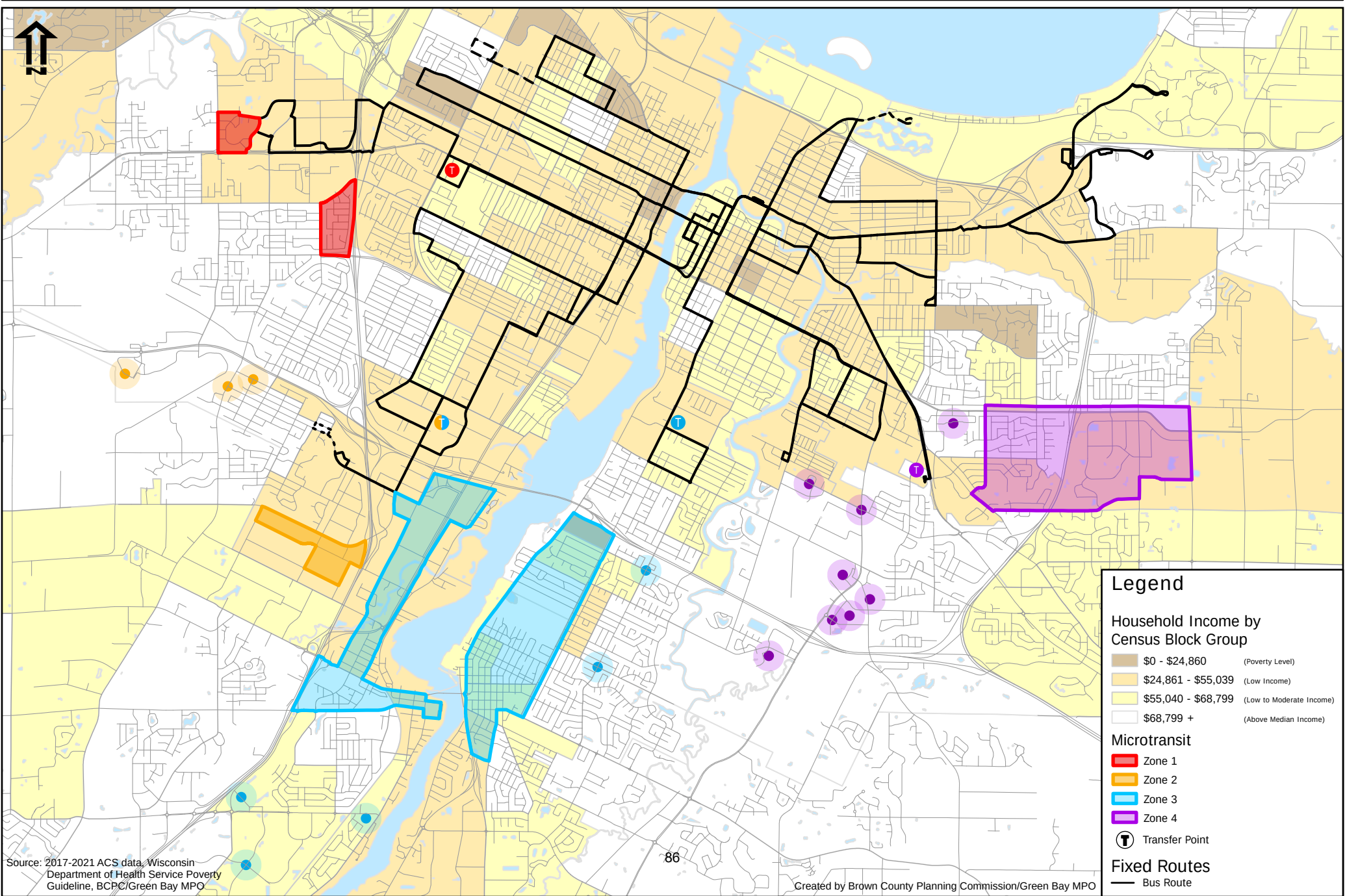


# Green Bay Metro System and Minority Population Heat Map



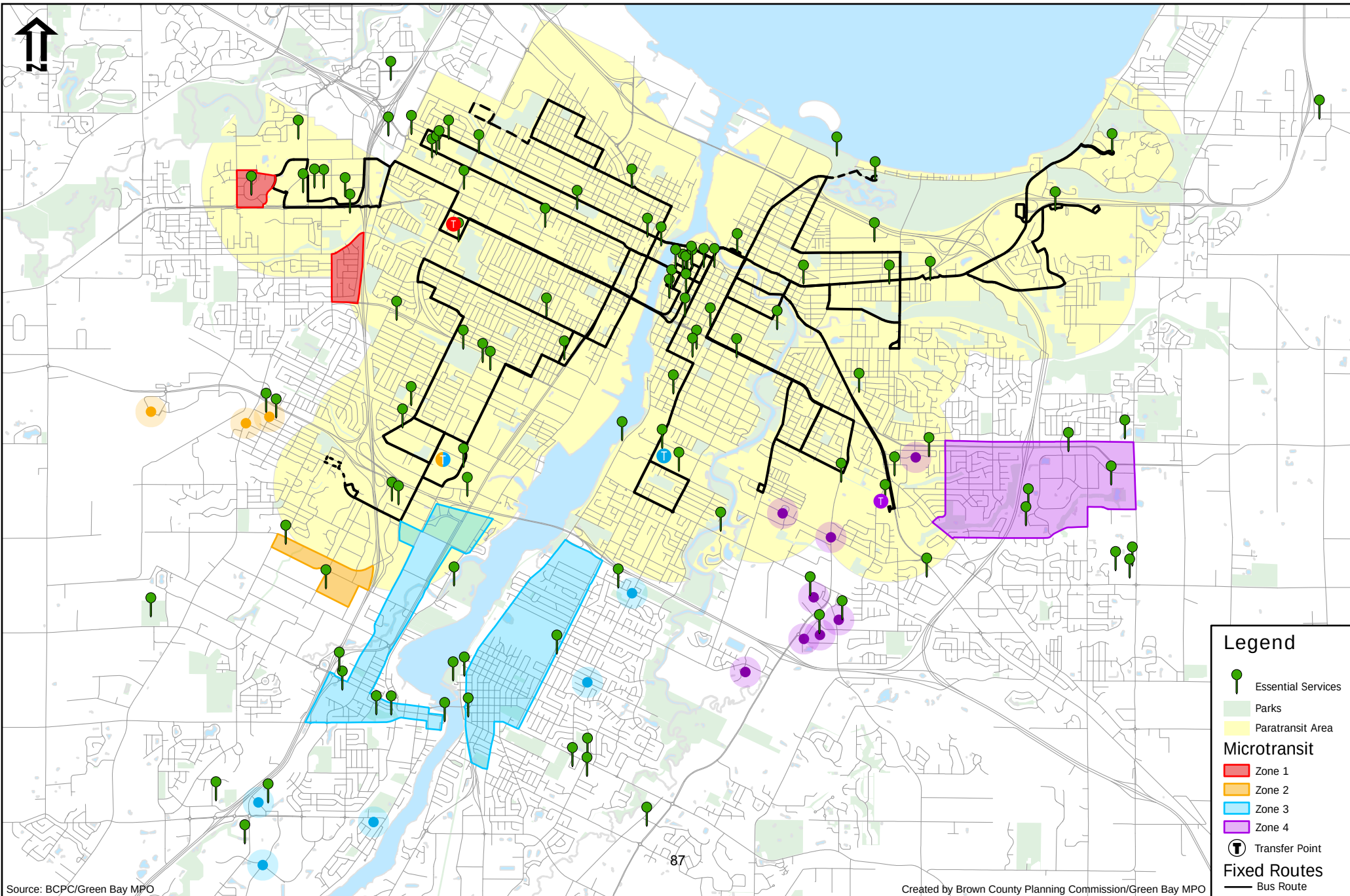


# Green Bay Metro System and Household Income



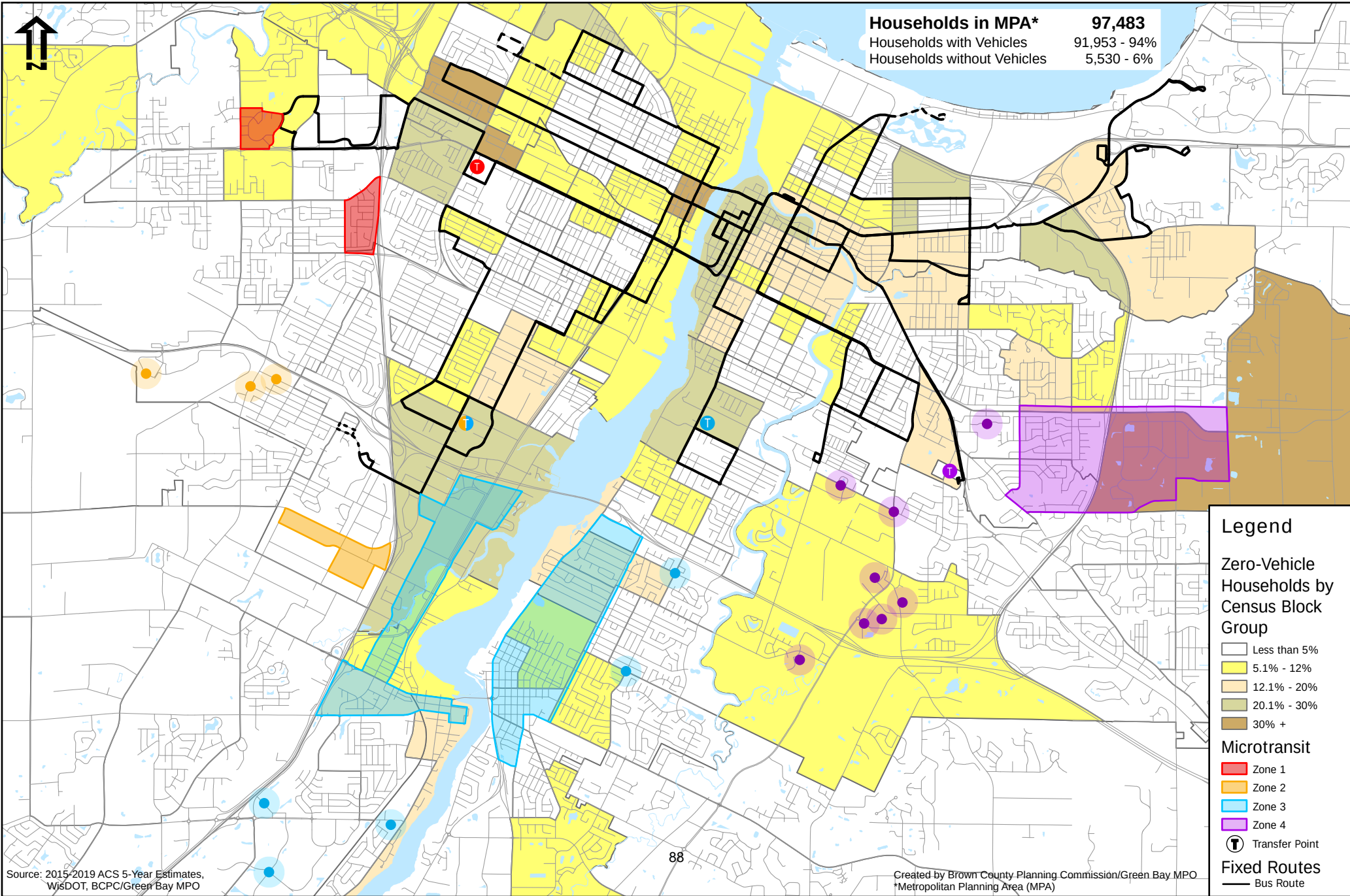
# Green Bay Metro System - Access to Essential Services

Analysis of public transit service to employment, healthcare, education, social services, and recreation for concentration of disadvantaged populations



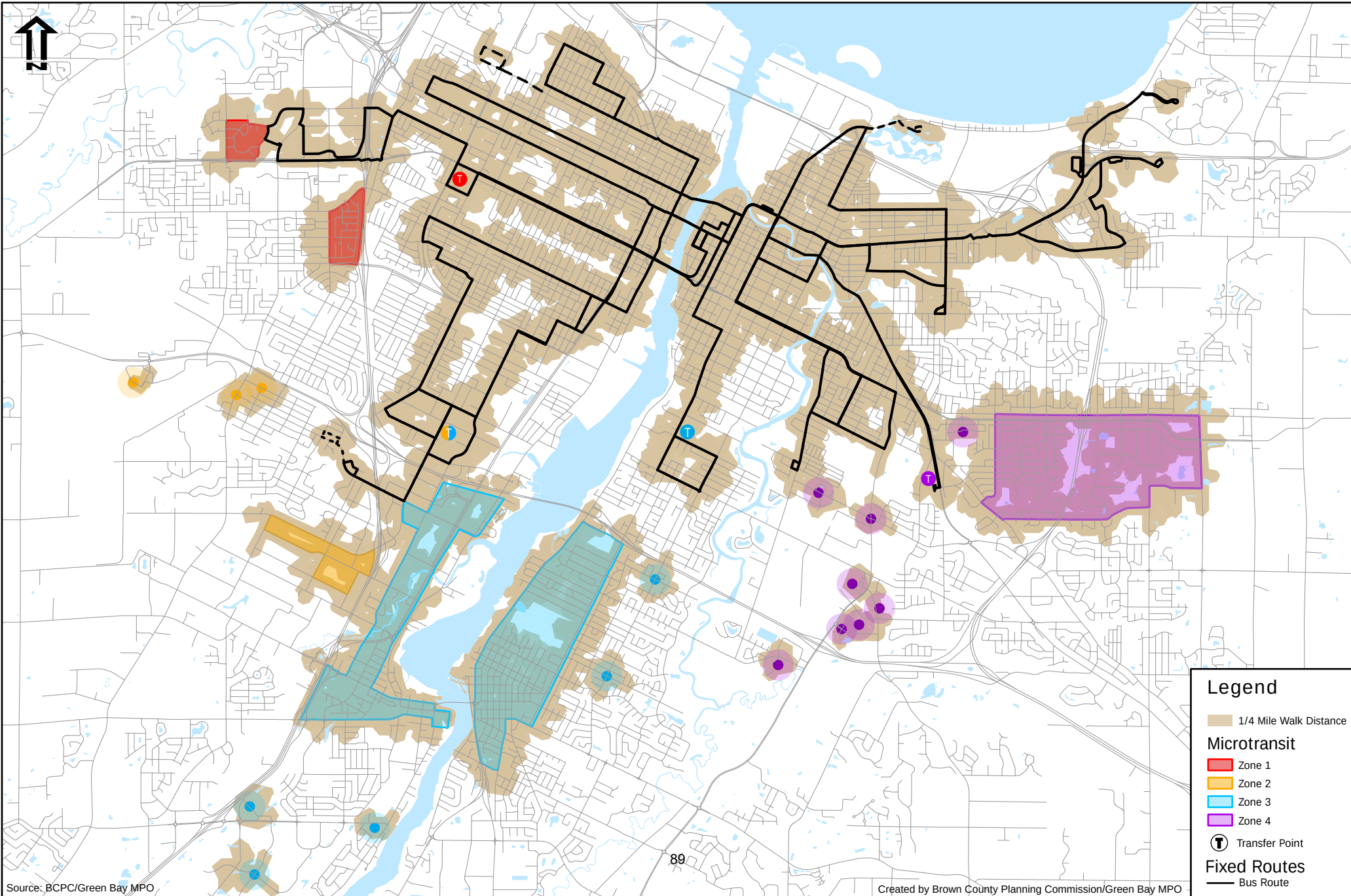


# Green Bay Metro System and Zero-Vehicle Households





# Green Bay Metro System and One-Quarter Mile Walk Distance



## CHAPTER 7

### 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 *2024-2028 Transit Development Plan*.

#### Initial Public Outreach

Survey and Mapping Exercise. Prior to the development of the TDP, the MPO staff developed a survey and online mapping application which was made available to riders and non-riders during the months of February and March. Respondents were asked to answer a brief 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. The survey form was made available in hard copy and online.

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.

To advertise the survey and mapping exercise, the following *Metro Rider Alert* was placed on all vehicles, in the Transportation Center lobby, and on Metro's website, Facebook page, and Twitter. Larger signs were also placed in the display racks within the buses and a poster sized version was placed in the passenger lobby. A notice of opportunity to comment was also submitted to those on the MPO's interested parties list, Facebook page, and Twitter.

#### METRO ALERT and Display Board



**Green Bay METRO**

**ALERT**

**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 points, bus shelters, bus stops, or any other aspect of the system. To access the survey and map go to:

<https://tinyurl.com/GreenBayMetroBCP>  
[C.GreenBayMPO](https://tinyurl.com/GreenBayMPO)

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



**TELL US WHAT YOU THINK ABOUT METRO!**  
**PUBLIC INPUT NEEDED!**

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

You are invited to participate in an online survey. Enter comments regarding current service, transfer points, bus shelters, bus stops, or any other aspect of the system. To access the survey and map go to:

<https://survey123.arcgis.com/share/36dda93af8df4e9c98f1f9b494e82a44> or use the QR code:



If you are unable to access the survey, you can pick up a copy in the Green Bay Metro lobby at 901 University Avenue in Green Bay.

## Screen Shot of Survey and Mapping Exercise

2024-2028 Transit Development Plan for Green Bay Metro

**Green Bay METRO** **Brown County Planning Commission Green Bay MPO**

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

How often do you use the bus?

☐ I do not use the bus

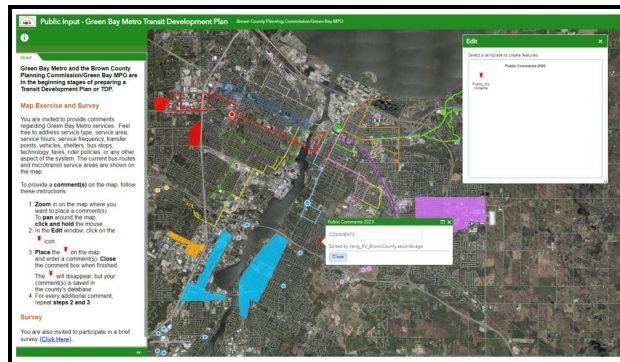
☐ I use the bus daily or almost daily

☐ I use the bus two or three times a week

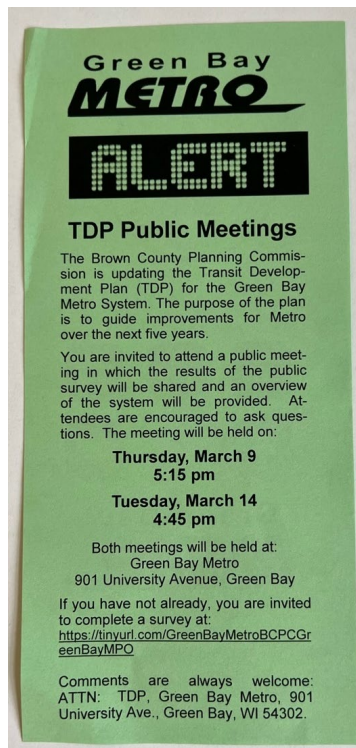
☐ I use the bus one time a week or less

☐ I use the bus to get to and from school only

☐ Other - please specify



Public Informational Meetings. In addition to the survey and mapping exercise, the MPO staff held two public information meetings. The MPO staff provided an overview of the system and the TDP process. Attendees were able to ask questions and provide comments.



## Survey Results

A total of 169 online or hard copy surveys were completed. Please note that not every respondent answered every question.

### Green Bay Metro - Rider Survey February and March 2023

| Age           | Number | Percent |
|---------------|--------|---------|
| 18 or younger | 5      | 6.9%    |
| 19-25         | 9      | 12.5%   |
| 26-39         | 22     | 30.6%   |
| 40-49         | 21     | 29.2%   |
| 50-64         | 7      | 9.7%    |
| 64+           | 8      | 11.1%   |

| Identify by Race or Ethnicity | Number | Percent |
|-------------------------------|--------|---------|
| White or Caucasian            | 71     | 80.7%   |
| Black or African American     | 6      | 6.8%    |
| Hispanic or Latino            | 2      | 2.3%    |
| American Indian               | 6      | 6.8%    |
| Asian                         | 1      | 1.1%    |
| Pacific Islander              | 0      | 0.0%    |
| Other                         | 2      | 2.3%    |

| Income            | Number | Percent |
|-------------------|--------|---------|
| \$0-\$24,860      | 50     | 58.8%   |
| \$24,861-\$55,039 | 23     | 27.1%   |
| \$55,040-\$68,799 | 8      | 9.4%    |
| \$68,800+         | 4      | 4.7%    |

| <b>Service Usage</b>        | <b>Number</b> | <b>Percent</b> |
|-----------------------------|---------------|----------------|
| I do not use the service    | 71            | 48.3%          |
| Daily or almost daily       | 30            | 20.4%          |
| Two or three times per week | 12            | 8.2%           |
| One time per week or less   | 12            | 8.2%           |
| Only for school             | 1             | 0.7%           |
| Other                       | 21            | 14.3%          |

| <b>Trip Purpose</b>   | <b>Number</b> | <b>Percent</b> |
|-----------------------|---------------|----------------|
| Work                  | 31            | 44.3%          |
| School                | 8             | 11.4%          |
| Shopping              | 7             | 10.0%          |
| Medical appointments  | 10            | 14.3%          |
| Just going for a ride | 2             | 2.9%           |
| Other                 | 12            | 17.1%          |

| <b>Fare Type</b>              | <b>Number</b> | <b>Percent</b> |
|-------------------------------|---------------|----------------|
| 30-day unlimited pass         | 29            | 40.3%          |
| Weekly pass                   | 3             | 4.2%           |
| One-day unlimited pass        | 16            | 22.2%          |
| One trip at a time using cash | 17            | 23.6%          |
| Partnership fare              | 7             | 9.7%           |

| <b>Drivers License &amp; Vehicle Access</b> | <b>Number</b> | <b>Percent</b> |
|---------------------------------------------|---------------|----------------|
| Yes                                         | 91            | 64.5%          |
| No                                          | 50            | 35.5%          |

| <b>Carry a Smart Phone</b> | <b>Number</b> | <b>Percent</b> |
|----------------------------|---------------|----------------|
| Yes                        | 132           | 93.6%          |
| No                         | 9             | 6.4%           |

| <b>COVID - 19</b>                   | <b>Number</b> | <b>Percent</b> |
|-------------------------------------|---------------|----------------|
| Riding same as before pandemic      | 27            | 39.7%          |
| Riding less than before pandemic    | 17            | 25.0%          |
| Riding more since the pandemic      | 11            | 16.2%          |
| I am a new rider since the pandemic | 13            | 19.1%          |



## Comments

The survey and mapping exercise respondents provided over 250 comments. Comments were broken down into three categories: 1.) requests for service, 2.) technology, and 3.) general.

### Requests for service:

1. Request for more service. (11)
2. Request for service later in the evening. (10)
3. Request service on Sunday. (9)
4. Request to return to fixed route bus service instead of microtransit. (7)
5. Request for service to the Village of Howard. (5)
6. Request for fixed route buses in De Pere. (5) (Currently served by On Demand Microtransit)
7. Request for service to East Town Mall. (5) (Currently served by On Demand Microtransit)
8. Request to expand On Demand Microtransit. (5)
9. Request for more frequent service. (5)
10. Request additional bus routes. (4)
11. Request for fixed route bus service on Moraine Way. (4)
12. Request for service in Red Smith neighborhood. (3)
13. Request to see some of the routes that were discontinued be reinstated (3).
14. Request for an On Demand Microtransit stop at Swan & Chicago in De Pere. (2)
15. Request that the 13 Brown County Community garden sites serving majority low income individuals be served by bus. (2)
16. Request for more Saturday service.
17. Request for early Saturday service.
18. Request free service.
19. Request for lower fares.
20. Request free Saturday service.
21. Request free service for all veterans.
22. Request for service to Prevea Clinic on Pilgrim Way in Ashwaubenon.
23. Request bus route to Aurora BayCare Medical Center. (Currently served by On Demand Microtransit)
24. Request to bring back fixed route bus to 1-43 Business Center instead of On Demand Microtransit.
25. Request to bring back the route by the Badger Terrace elderly and disabled apartment complex. I have a disability and it's hard for me to get to the new bus stop at times.
26. Request both east and westbound service on Shawano Avenue and Dousman Street.
27. Request for fixed route bus service at Villa West Apartments.
28. Request for expanded service during the school year after school hours.
29. Request service to the De Pere park and ride lot. (Currently served by On Demand Microtransit)
30. Request for more access across STH 172.
31. Request the expansion of the service area to cover all of Green Bay, Bellevue, Allouez, and De Pere. As a homeowner and a taxpayer there should be a much wider range of transportation services available for everyone to get to work, medical appointments, and shop.
32. Request to have more bus stops in the outer skirts of the Green Bay Metro service area.
33. Request service to Bellevue. (Portions currently served by fixed bus routes and On Demand Microtransit)
34. Request for more direct routes, especially in the downtown area.
35. Request service from UW-Green Bay to downtown without transferring.
36. Request On Demand Microtransit to UW-Green Bay in day instead of fixed route bus service.
37. Request service to the airport. (Currently served by On Demand Microtransit)
38. Request On Demand Microtransit to Hy-Vee store from Woodside Manor 1 at 1050 Pilgrim Way.
39. Request increase access to De Pere.
40. Request to reinstate fixed bus routes #11 & #17. Was a big loss to me and my son not to have those anymore. We are not considered in an On Demand Microtransit zone where we live. I used to ride regularly on errands, shopping, eating out.

41. Request stop near downtown in east De Pere. My son would use the bus on weekdays. (Currently served by On Demand Microtransit)
42. Request certain discontinued routes to be reinstated. I would ride five days a week again. Also get service hours back to what they used to be. (Service hours have been extended)
43. Request fixed bus route due to size a student groups using smaller On Demand Microtransit vehicles.
44. Request near Webster on the east side of Ledgeview St to move the bus stop this is as a "far side stop" so that a shelter can be added. The current stop on the SE corner of the intersection is inadequate for grocery store workers that ride the bus.
45. Request the Webster corridor in Allouez needs extra and priority snow removal. There is no planted terrace to buffer bus riders from traffic and so almost no place to stand. Many are teens headed to school. They deserve better.
46. Request for service northwest of Hoffman Rd and Bellevue St as new multi-family being constructed in this area. A location to watch as it develops further density.
47. Request for bus to run to Depere area again as a lot of younger youths are living in the De Pere area that need transportation. Or at least make it closer to get to Green Bay instead of having to take microtransit to Allouez then transfer to the 11 bus.
48. Request for buses that go to all the nursing homes and assisted living facilities.

### Comments regarding Technology:

1. Don't use social media. Is this the reason I've missed some permanent route structure changes? Think these should be Rider Alerts.
2. User friendly app.
3. I use reduced fare Tap N Go so have to physically go to transit center to add money.
4. Basically, basically only using On Demand Microtransit, I'm having to jump on a bus once a month just to get a pass stamped and get right back off. Anything to do away with this would be nice.
5. Allow riders to buy a 30-day pass via the app, and simply have something on their phone to show the driver, rather than a physical pass.
6. Fix errors with On Demand Microtransit app.
7. When I tried to sign up for Via, they kept asking for my credit card number, even when I said I would be paying with cash or bus pass.
8. Routing information is not easily accessible.
9. Virtual monthly passes.
10. Request accessible, reliable, safe, smart phone compatible schedule/payment, on board Wi-Fi.
11. Communication about updates and how to use services could be improved/expanded across platforms.
12. We need more security on the buses. There are drugs being dealt on the free Green and Gold lines, and its spilling out into the mall. There are also members of the homeless communities asking riders for money.
13. More information regarding schedules & routes and providing consistent schedules.
14. If calling please have the dispatcher give the ride length options.
15. Make the routes easier to understand online.
16. Improve the overseas call center. (Via does not have an overseas call center)
17. Request a browser version of the GBM On Demand app,

### General Comments:

1. Appreciate the bus drivers/nice. (6)
2. The bus doesn't go when/where I need it. (4)
3. I do not need public transportation. (3)
4. Metro does a good job. (3)
5. Fewer transfers. (3)
6. Appreciate the service. (2)
7. Appreciate the increase in half-hour service. (2)
8. Appreciate bus service on Packers game days. (2)

9. Install more shelters. (2)
10. More east side to the west side direct service. (2)
11. I assist with transportation for students from Syble Hopp School to jobsites and community sites.
12. Appreciate clean buses.
13. Appreciate the innovative thinking.
14. Appreciate accessible On Demand Microtransit vans.
15. I use Microtransit On Demand.
16. I use the bus when I don't want to walk to work in inclement/ cold weather.
17. Appreciate #6 Red route operating twice an hour.
18. I use paratransit on a daily basis 2x/day.
19. Already my primary mode of transportation.
20. Very convenient when my parents can't provide me transportation home.
21. We greatly appreciate all that the GBM team is doing to keep things going in these trying times.
22. I used it to travel to Lambeau and back. Nice feature. I will use it again.
23. I have never used the bus; I have used microtransit 5 times a week.
24. I ride 2-3 times a week in warmer weather. Less in winter when I have more rides available.
25. I use the bus for medical appointments.
26. My clients need to use transit.
27. I could take the initiative to familiarize myself with routes and timing and consider where it fits my needs.
28. If I were more knowledgeable about using the bus, the routes and timing, etc. I would like to use the bus more.
29. I used the bus in the past, but a job change made it necessary for me to drive myself.
30. The cost of parking downtown for my job is too cheap. The cost of my time riding the bus versus the parking fee don't pencil out.
31. We use the bus occasionally with some weeks more and some weeks less. Our use is more discretionary and not tied to employment or schooling.
32. Lobby for more state and federal assistance.
33. I would like to see all municipal partners represented on the Transit Commission.
34. I would like to see employment centers located beyond the current service area be addressed in the TDP.
35. I would like zero-vehicle household and one-vehicle household data incorporated into the TDP.
36. I do not ride the bus but work with and serve students that need public transportation.
37. I would love to use the bus, and do sometimes, but it is extremely inaccessible to those of us in the suburbs.
38. I would use the bus more if it was as convenient as On Demand Microtransit.
39. I look forward to seeing what is done with all the feedback and am hopeful for future improvements.
40. I hope bus riders are filling out the survey.
41. I currently own a vehicle. I also live well over one mile from a bus stop which is over a thirty-minute walk.
42. At this time, I am willing to pay for the cost to own and operate a vehicle.
43. I commute from Appleton to Green Bay every day for work so there is no need for me to use the transit.
44. I live outside of the service area so I cannot use it.
45. I live in Ledgeview, kind of close to the border of De Pere. So, if I want to get a ride, I have to go to the zone about 25 minutes away and call.
46. No need for a bus with current lifestyle.
47. Job change; bus doesn't work as well for me.
48. I primarily use my vehicle to commute from University Avenue to south De Pere, so it's more convenient.
49. If I do need to use public transport (to get home from the bar) I'll either walk or take a lyft.
50. I retired. Transit was a factor.
51. ACCESS!!! Coming from the East Coast, public transportation is CRITICAL for cities to thrive. I don't ride the bus now because I CAN'T. I have four children and no bus comes to Allouez.
52. Need to be able to ride on the west side without going downtown to transfer.
53. More sidewalks so people do not have to walk or cross dangerous roads.
54. Do not like walking in the street to the bus stop. My daughter and I almost got hit walking in the street. There's no sidewalk.

55. The frequency of routes is simply not conducive to getting to where I need to go on time. I would also like more bus shelters with sidewalks. Is it possible to have heaters at bus stops like in Minneapolis and other colder cities?
56. Bus stops are not safe on Ashland Avenue.
57. Would use if metro had more stops at more locations at more times.
58. The current routes are inaccessible and include either long walk times or walking over roads that are busy and dangerous to pedestrians.
59. Place bus stops closer together.
60. Warm enclosed bus stops especially on #7 Lime route as there's fewer buildings blocking the wind.
61. Make it easier to access.
62. The route changes have been bad. Route 13 is sorely missed.
63. I would take it once in a while if there were routes closer than a 30 minute walk and it didn't take an hour to get to work. I likely would not take it regularly.
64. Waste of time using the bus.
65. Increase service from West De Pere to Ashwaubenon and Downtown GB.
66. Buses stopped going to the I-43 industrial park where I work. The excuse was not enough riders but when I was on the bus in the afternoon there were quite a few people riding.
67. Decreased available from West De Pere to Ashwaubenon and Downtown GB
68. I want to go where I want to go when I want to go there.
69. I use On Demand Microtransit at Webster/Ridgeway, otherwise 3 other locations! Webster/Summer Range, Ridgeway/Winnebago or Webster/Charles. Inconsistent, Unreliable. I lose days on my bus pass; I have to activate it elsewhere.
70. Don't trust On Demand Microtransit to get to appointments which is probably the only reason I would try to use it.
71. I used to take the bus all the time but now I can't get to the place where I want to go if I want to see a movie.
72. Since your last changes, they have taken away areas that access medical facilities. Am not getting off and trying to figure out how to catch On Demand Microtransit to get to those areas. Too complicated.
73. The stop locations in Green Bay do not align with my routine travels. Typically, I consider taking public transportation when I'm headed downtown and don't want to worry about staying sober/parking.
74. I've been going on bus rides since the bus stop was on Washington Ave. I've never been able to drive so I'm dependent on local transportation.
75. I stopped riding regularly when the service dropped from half hourly to hourly. Also, when the service moved out of downtown, I had to change buses to get there.
76. Request running at more frequent intervals, especially on weekends, would make the bus a more viable option for my transportation needs.
77. I could walk across town faster than taking the bus.
78. I would ride more often if the routes were more efficient and had a wider service area.
79. No longer have a fixed route accessible to students.
80. My son is attending NWTC but doesn't drive as he's on the spectrum. He would really like to take the bus daily as a way to handle his own transportation. I take him myself, but pre-pandemic he was able to get himself where he needed to go independently.
81. On demand rides do not work for the most targeted transit user.
82. I used to ride the bus when I was younger and had a job at the mall. One problem many of us faced was that the mall hours had us working later than the last bus ride, so we were put into situations of leaving work early to catch the bus and lose our jobs.
83. I need to get the price of 30 day Pass. for "on demand ride." We will need to go to doctor and dental appointments several times a month and will not be driving through the winter months and will go shopping a couple days a week. Thank you for your service.
84. I probably walk or bike more than I would ever take the bus. But I am more concerned about others who cannot walk or bike ride having accessible public transit.
85. People with disabilities don't always navigate the On Demand Microtransit app well. My son is on the spectrum and relies on repeatable, scheduled activities. The old bus schedule was much better for him.

86. One of the biggest struggles of taking the bus is often just the long walk from my home to any bus stop as they mostly seem to be placed around businesses rather than homes.
87. Not needed at this time but concerned about taxpayer cost to run empty bus routes.
88. I wish surveys like this were made more apparent. I am passionate about public transit and the GB metro just does not cut it. I would love the opportunity to provide more feedback more frequently.
89. Do not have a smart phone so have to call. Sometimes I wait for over 10 mins & get a message, sorry we cannot help you today. I use the 2nd # & still can't get through. Sometimes it takes me over 30 mins to book a ride & then wait another 40 minutes for the ride.
90. When my brother lived w/ me, had no car, & was trying to find a job it was very hard for him to get to job interviews or find a job on a bus line.
91. Gone are the days of public transportation for daily needs. We have cars. It's an unnecessary expense in a city for very few who use it.
92. Microtransit vehicles did not perform well in the snow.
93. Service cuts have all but eliminated the usefulness of Green Bay Metro for me.
94. Make it easier to get bus passes.
95. The explanations for microtransit are confusing.
96. More information regarding schedules & routes and providing consistent schedules.
97. Buses are empty as often as not. The hub and spoke system is inefficient. Proof: buses are often empty. I used buses daily in Minneapolis but never here. Rethink the whole system.
98. Seems like the older drivers retire, new ones drive the bus like their car. Braking is hard, turns are wild and when someone says good morning or hi, say it back! Rude! Might be the one thing that makes the persons day. Middle and high school kids are horrible!
99. Why don't you start with battery power for public transit.
100. The only city of its size to not have Sunday service.
100. Transportation Center should be located further south.
101. Give drivers incentives to stay employed with Metro and as a recruitment tool.
102. Give drivers the authority to remove anyone who is disruptive and disrespectful.
103. Please make all drivers aware that there are many that are deaf or hearing impaired riding the bus. WE CANNOT HEAR THEM during important announcements. They need to make sure everyone on the bus understands. We are not ignoring them.
104. For a \$2 around town there should be free fare with an insurance plan and a bus passenger ID needed to go on the bus.
105. There should be a large low income apartment building behind the bus garage.

### **Letter received via email.**

A general concern. The survey suggests that comments are only being sought about the existing service area of Green Bay Metro. As a Brown County planning document, it should seek comments about transit service in the whole County. There are people who would like to have the option of GBM service but live outside the current service area. Specifically excluded are:-

- young people unable to drive because of age or income.
- the elderly who by reason of infirmity (including fear of driving) are no longer able to drive.
- anyone unable to afford to run an additional car for each household member. Each car is estimated to cost a household \$5000 a year, pushing families into debt and poverty and acting as an extremely regressive tax.

Brown County MPO should be studying the whole County to find out where Transit is needed, not just where it is already provided. The MPO works for ALL residents of the County.

Comments on Green Bay Transit Service. (In no particular order or priority).

Transit is known to be needed in the Village of Howard, and to some extent in Suamico. GBM Microtransit is needed to serve, at a minimum, an area bounded by Velp Avenue, Lineville Road, Hillcrest Heights, and the southern Village Boundary. This will provide service to the High and Middle Schools where the ability of



students to attend after school activities is limited by the lack of transportation options. Point service should be provided to Festival Foods (Suamico) and Employment locations on the Velp Industrial Park.

In general, the promotion of GBM services needs to be greatly improved. This is particularly true of the "on demand" service where lack of a visible route structure obscures its provision. People cannot use a service that they are not aware of.

Microtransit services in De Pere (and future services in Howard) should connect directly with NWTC.

Microtransit should be introduced into the high density population centers of Hobart, Bellevue, Ledgeview, and those rapidly developing parts of De Pere not already served.

GBM should promote its links to other Public Transportation services within Brown County and their connections outside the County. Specifically long distance bus, (including Amtrak Bus connecting to Amtrak train services). Oneida transit, and Menominee Regional Transit.

GBM needs to reconsider its decision not to provide bus service to Appleton and other metro areas in the Fox Valley. Those in Brown County who depend on public transit are isolated from nearby metropolitan areas and are thereby denied additional employment and educational opportunities. GBM should look to, in cooperation with other transit authorities, providing Express/Limited Stop service at least every two hours from the Green Bay Transit Center to GB Downtown, Ashwaubenon, De Pere, Wrightstown, Kaukauna, Appleton, Neenah, Menasha and Oshkosh. Service should operate from 7 AM to 9 PM. The lack of service prevents the local labor market from operating efficiently and limits the ability of young people to maximize their opportunity to obtain training and qualifications.

Frank Ingram  
1460 Maple Hills Drive  
Green Bay WI 54313.

## Initial Public Review and Draft Development

Upon completion of the initial public survey and comment opportunity, the Green Bay MPO staff began writing the draft TDP.

The full draft report was issued on (scheduled for October of 2023).

## Public Review and Comment Period

A 30-day public review period was held from (scheduled to start in October). In addition to legal notices, Metro Rider Alerts were posted on the buses and at the Transportation Center and via the MPO and Metro's social media (Facebook and Twitter).

*(Image of public review and comment period Metro Alert to be inserted here:)*

## Public Informational Meeting/Public Hearing

Members of the public were invited to a public informational meeting and hearing held on (scheduled for October 2023) at the Transportation Center. Planning staff presented an overview of the TDP, answered questions, and held the formal public hearing.



A summary of comments received during the public review period and hearing were provided to the Transit Commission prior to approval of the TDP and can be found on the following page.

**TRANSCRIPT OF THE PUBLIC HEARING ON THE  
2024-2028 TRANSIT DEVELOPMENT PLAN (TDP)  
FOR THE GREEN BAY METRO SYSTEM  
(scheduled for October)**

**Green Bay Metro Transportation Center – Commission Room  
901 University Avenue  
Green Bay, WI 54301**

**(Transcript will be included in the final printing.)**

**Green Bay Transit Commission Action**

The Green Bay Transit Commission (is scheduled to take action plan in November of 2023).

## CHAPTER 8

### 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 and assess Metro's progress toward achieving the goals and objectives.

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 and Microtransit System. Green Bay Metro staff, with the assistance of the MPO, should continue to explore service improvements.

Advanced Technologies. It is recommended that Green Bay Metro conduct a feasibility study to determine if and where autonomous and/or electric vehicles could be integrated into the system.

Paratransit Program/Microtransit. Prior to the conclusion of the current contract, Metro will have to issue a Request for Proposals (RFP) for services. At that time, Via Transportation or any other provider may submit a proposal for review and consideration.

Long-Term. The Green Bay Metropolitan communities should continue to work toward a balanced transportation system that contains a transit system that people with and without other mode options are willing and able to use.

Other. The State of Wisconsin periodically hires a consultant to perform a management audit/review of all transit properties receiving state aid. The review includes analysis of various aspects of the system. The review was last conducted in 2018. It is anticipated that a review will be completed during the TDP period of 2024-2028. Recommendations outlined in the performance review should be implemented if determined feasible.



Report to the  
Transit Commission  
of the City of Green Bay



**MEETING DATE**

October 18, 2023

**PREPARED BY**

Patty Kiewiz, Transit Director

**AGENDA ITEM # D.4**

Discussion/Action: Limited Term Operations Assistant

**BACKGROUND**

Director Kiewiz is requesting to fill an Operation Assistant position. For the next year, this position will assist with various duties in the Operations Division. During this time, the position will be evaluated and then brought back to the Transit Commission for additional action. Director Kiewiz is working with the Human Resources Dept. on the compensation.

**RECOMMENDATION**

Staff recommends approving the Limited Term Operation Assistance position as presented.

**FISCAL IMPACT**

**ATTACHMENTS**

None





Report to the  
Transit Commission  
of the City of Green Bay



#### MEETING DATE

October 18, 2023

#### PREPARED BY

Patty Kiewiz, Transit Director

#### AGENDA ITEM # E.I

Operational Reports

#### BACKGROUND

Operational reports included. Staff will present the reports.

#### RECOMMENDATION

No action is necessary.

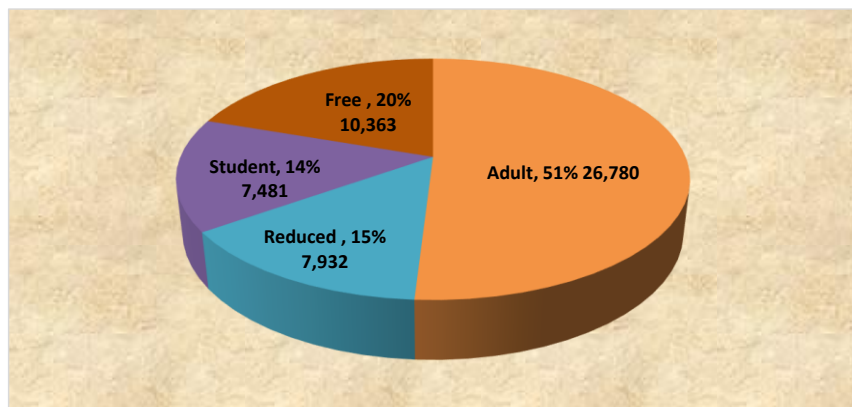
#### FISCAL IMPACT

#### ATTACHMENTS

1. 07-Jul Ridership
2. 07-Jul Micro KPIs
3. 08-Aug Ridership
4. 08-Aug Micro KPIs

## Fixed Route Ridership

|            | ADULT  | STUDENT | *REDUCED | *FREE  | MONTHLY<br>FIXED<br>ROUTE | YTD FIXED<br>ROUTE |
|------------|--------|---------|----------|--------|---------------------------|--------------------|
| July 2022  | 23,579 | 7,020   | 8,361    | 11,195 | 50,155                    | 354,652            |
| July 2023  | 22,780 | 6,780   | 7,539    | 10,309 | 47,408                    | 414,124            |
| Difference | (799)  | (240)   | (822)    | (886)  | (2,747)                   |                    |
|            | -3%    | -3%     | -10%     | -8%    | -5%                       |                    |



## Microtransit On Demand Ridership

|            | ADULT | STUDENT | *REDUCED | *FREE | MONTHLY<br>ON DEMAND | YTD ON<br>DEMAND |
|------------|-------|---------|----------|-------|----------------------|------------------|
| July 2022  | 1,888 | 56      | 152      | 89    | 2,185                | 15,752           |
| July 2023  | 4,000 | 701     | 393      | 54    | 5,148                | 32,078           |
| Difference | 2,112 | 645     | 241      | (35)  | 2,963                |                  |
|            | 112%  | 1152%   | 159%     | -39%  | 136%                 |                  |

| YTD<br>PASSENGERS |
|-------------------|
| 446,202           |

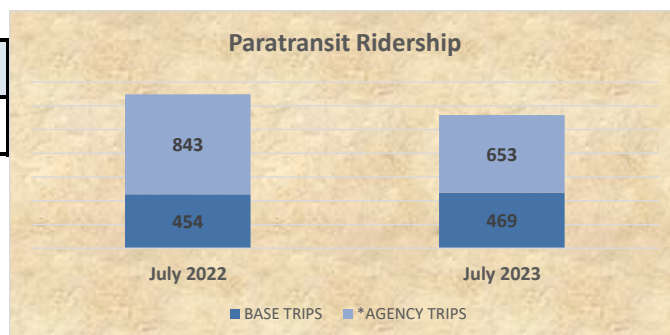
\*Reduced fare program is for individuals who are age 65 and older, Medicare recipients, and individuals with qualifying disabilities.

\*Free is comprised of game day, children 4 & under, promos, etc.

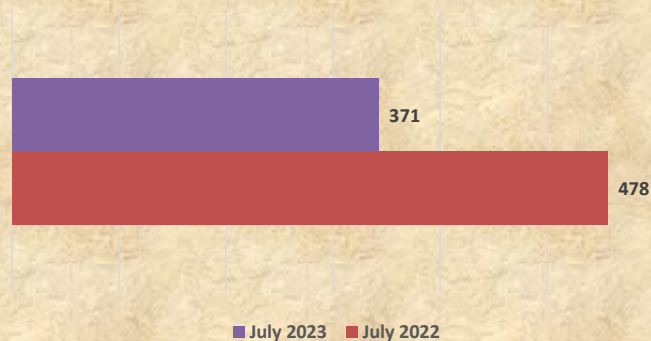
## Paratransit Ridership

|            | BASE TRIPS | *AGENCY TRIPS | TOTAL TRIPS | YTD   |
|------------|------------|---------------|-------------|-------|
| July 2022  | 454        | 843           | 1,297       | 9,345 |
| July 2023  | 469        | 653           | 1,122       | 9,021 |
| Difference | 15         | (190)         | (175)       |       |
|            | 3.3%       | -22.5%        | -13.5%      |       |

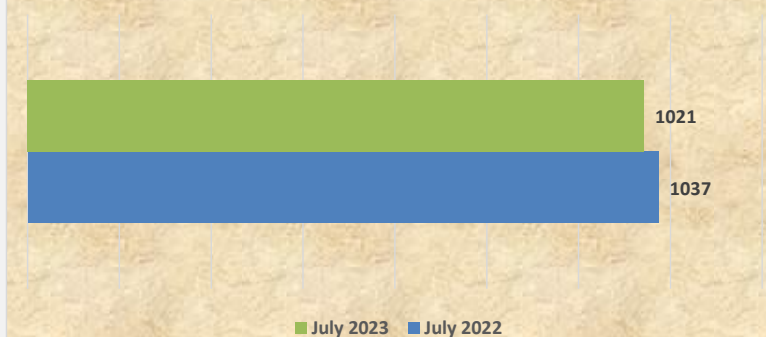
\*Agency Fare includes base fare plus additional cost for expenses that is permitted by 49 CRF 37.131 to social service agencies and other organizations for agency trips (i.e., trips guaranteed to the organization).



## Mobility Devices Boarded



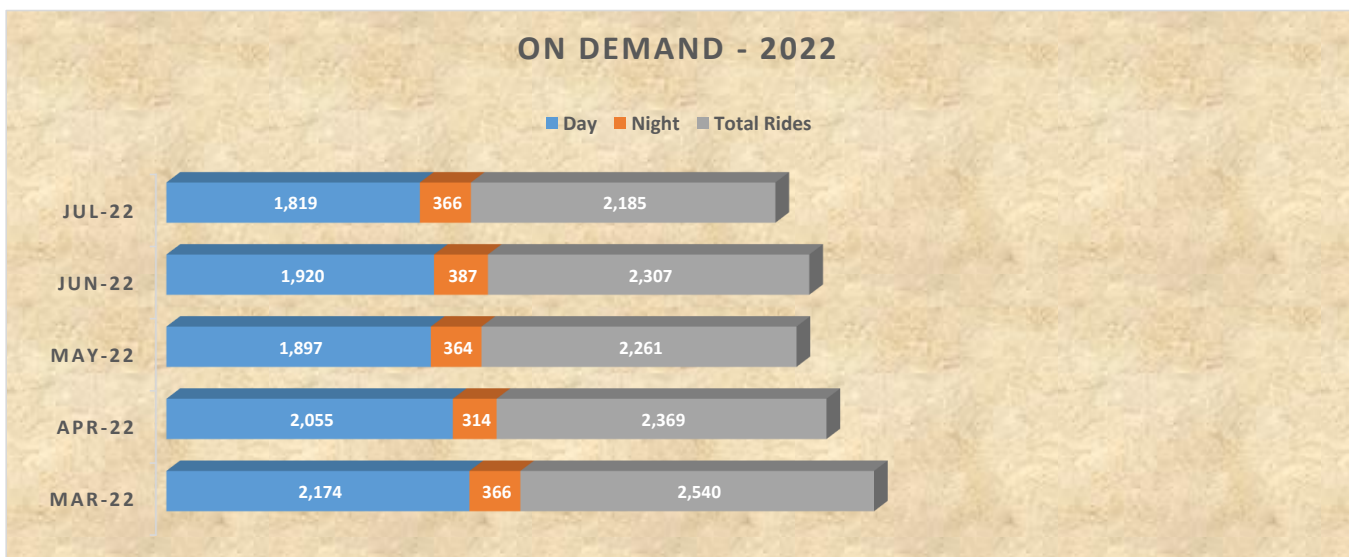
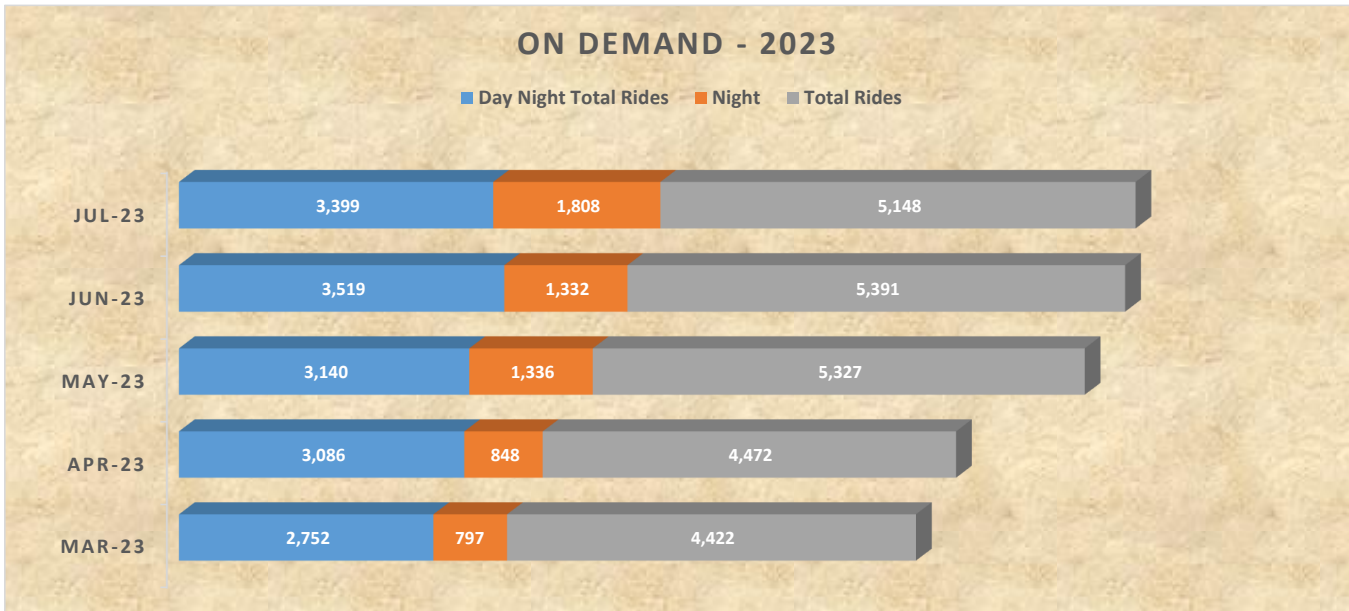
## Bikes Loaded



## GBM ON DEMAND RIDERSHIP - KPIs

JULY 2023

|                                      | Day<br>Service | Night<br>Service | Total   | YTD    | Target |
|--------------------------------------|----------------|------------------|---------|--------|--------|
| Passengers                           | 3,468          | 1,680            | 5,148   | 32,078 |        |
| Operating Hours                      | 1,344.0        | 422.2            | 1,766.2 | 12,183 |        |
| Passengers per Operating Hour        | 2.58           | 3.98             | 2.91    | 2.63   | 3.0    |
| Average Customer Wait Time (minutes) | 18.37          | 23.37            |         |        | <20.0  |
| On-Time Pickups                      | 81%            | 72%              |         |        | 95%    |

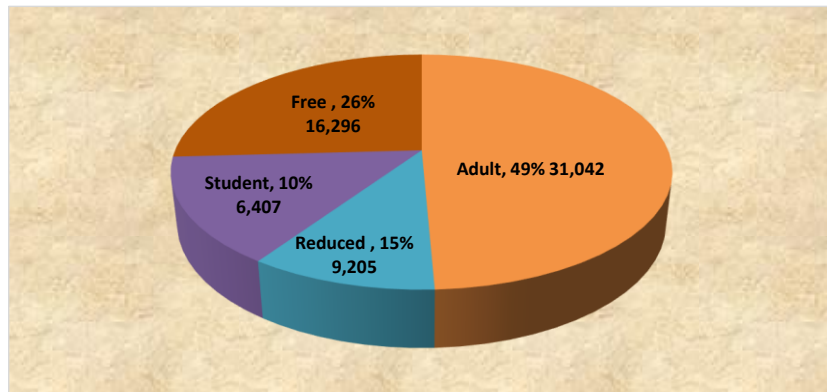


|               |                 |                   |          |                  |
|---------------|-----------------|-------------------|----------|------------------|
| Day Service   | Monday - Friday | 5:15am - 6:45pm   | Saturday | 7:45am - 1:45pm  |
| Night Service | Monday - Friday | 6:45 pm - 11:30pm | Saturday | 1:45pm - 7:45 pm |

\*Key Performance Indicators (KPI)

## Fixed Route Ridership

|             | ADULT  | STUDENT | *REDUCED | *FREE  | MONTHLY<br>FIXED<br>ROUTE | YTD FIXED<br>ROUTE |
|-------------|--------|---------|----------|--------|---------------------------|--------------------|
| August 2022 | 26,589 | 5,410   | 8,924    | 14,382 | 55,305                    | 409,957            |
| August 2023 | 26,475 | 5,739   | 8,769    | 16,257 | 57,240                    | 471,364            |
| Difference  | (114)  | 329     | (155)    | 1,875  | 1,935                     |                    |
|             | 0%     | 6%      | -2%      | 13%    | 3%                        |                    |



## Microtransit On Demand Ridership

|             | ADULT | STUDENT | *REDUCED | *FREE | MONTHLY ON<br>DEMAND | YTD ON<br>DEMAND |
|-------------|-------|---------|----------|-------|----------------------|------------------|
| August 2022 | 2,037 | 110     | 221      | 127   | 2,495                | 18,247           |
| August 2023 | 4,567 | 668     | 436      | 39    | 5,710                | 37,788           |
| Difference  | 2,530 | 558     | 215      | (88)  | 3,215                |                  |
|             | 124%  | 507%    | 97%      | -69%  | 129%                 |                  |

| YTD<br>PASSENGERS |
|-------------------|
| 509,152           |

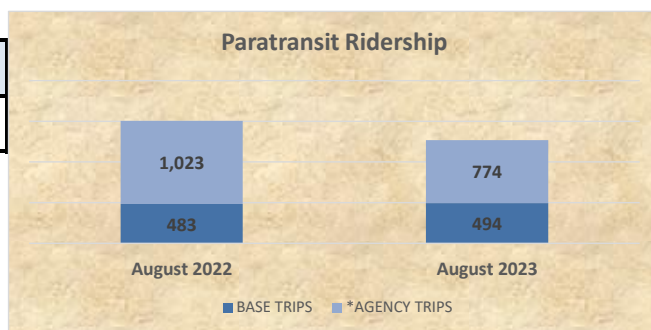
\*Reduced fare program is for individuals who are age 65 and older, Medicare recipients, and individuals with qualifying disabilities.

\*Free is comprised of game day, children 4 & under, promos, etc.

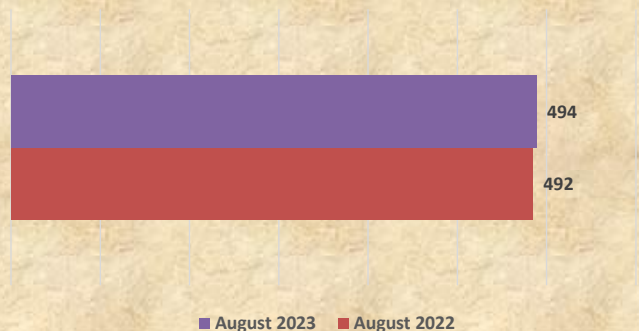
## Paratransit Ridership

|             | BASE TRIPS | *AGENCY TRIPS | TOTAL TRIPS | YTD    |
|-------------|------------|---------------|-------------|--------|
| August 2022 | 483        | 1,023         | 1,506       | 10,851 |
| August 2023 | 494        | 774           | 1,268       | 10,289 |
| Difference  | 11         | (249)         | (238)       |        |
|             | 2.3%       | -24.3%        | -15.8%      |        |

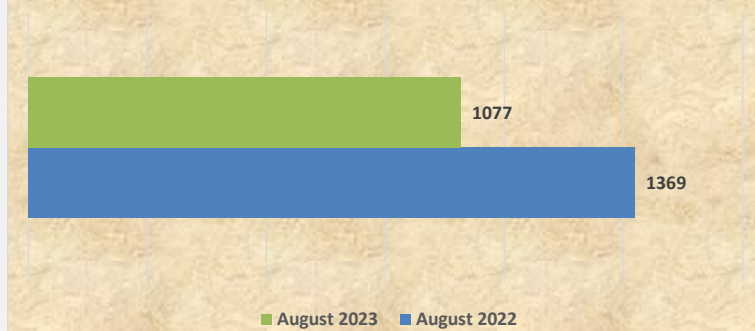
\*Agency Fare includes base fare plus additional cost for expenses that is permitted by 49 CFR 37.131 to social service agencies and other organizations for agency trips (i.e., trips guaranteed to the organization).



## Mobility Devices Boarded



## Bikes Loaded



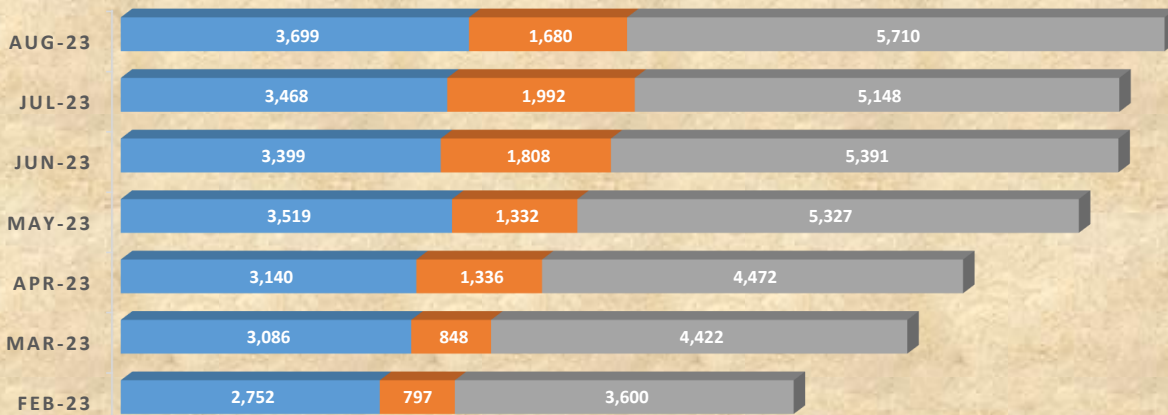
## GBM ON DEMAND RIDERSHIP - KPIs

AUGUST 2023

|                                      | Day<br>Service | Night<br>Service | Total   | YTD    | Target |
|--------------------------------------|----------------|------------------|---------|--------|--------|
| Passengers                           | 3,699          | 2,011            | 5,710   | 37,788 |        |
| Operating Hours                      | 1,410.0        | 504.9            | 1,914.9 | 14,097 |        |
| Passengers per Operating Hour        | 2.62           | 3.98             | 2.98    | 2.68   | 3.0    |
| Average Customer Wait Time (minutes) | 19.05          | 23.82            |         |        | <20.0  |
| On-Time Pickups                      | 81%            | 74%              |         |        | 95%    |

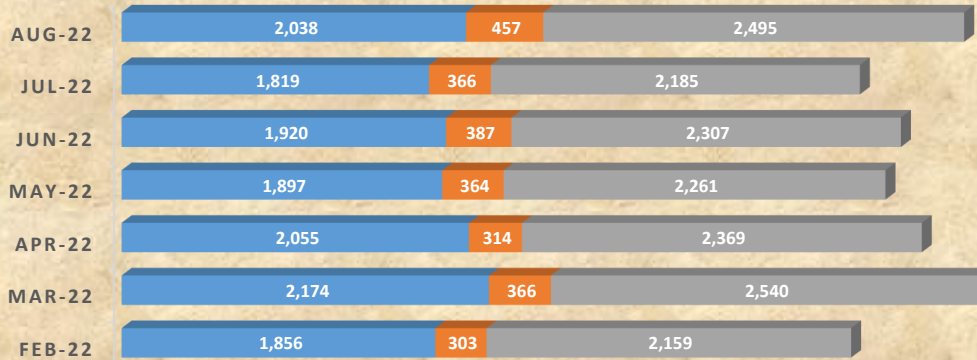
### ON DEMAND - 2023

Day Night Total Rides



### ON DEMAND - 2022

Day Night Total Rides



|               |                 |                   |          |                  |
|---------------|-----------------|-------------------|----------|------------------|
| Day Service   | Monday - Friday | 5:15am - 6:45pm   | Saturday | 7:45am - 1:45pm  |
| Night Service | Monday - Friday | 6:45 pm - 11:30pm | Saturday | 1:45pm - 7:45 pm |

\*Key Performance Indicators (KPI)





Report to the  
Transit Commission  
of the City of Green Bay



**MEETING DATE**

October 18, 2023

**PREPARED BY**

Patty Kiewiz, Transit Director

**AGENDA ITEM # E.2**

Financial Reports

**BACKGROUND**

Green Bay Metro's staff will present the Commission with the financial reports.

**RECOMMENDATION**

No action is necessary.

**FISCAL IMPACT**

**ATTACHMENTS**

1. 07-July Financials
2. 08.Aug Financials



#### EXPENSES

| ACCOUNT DESCRIPTION          | 2023 Jan-Jul        | 2022 Jan-Jul        | +/-            | %           | 2023 BUDGET      | % OF BUDGET  |
|------------------------------|---------------------|---------------------|----------------|-------------|------------------|--------------|
| Wages & Salaries             | 1,340,956.40        | 1,446,019.51        | (105,063)      | -7.3%       | 2,660,944        | 50.4%        |
| Fringe Benefits              | 595,903.81          | 748,088.87          | (152,185)      | -20.3%      | 1,645,874        | 36.2%        |
| Other Employment Expenses    | 63,774.30           | 34,189.73           | 29,585         | 86.5%       | 67,600           | 94.3%        |
| Contract Services            | 128,675.69          | 75,547.06           | 53,129         | 70.3%       | 401,799          | 32.0%        |
| Materials & Supplies         | 253,707.68          | 346,101.89          | (92,394)       | -26.7%      | 871,811          | 29.1%        |
| Building & Equip Maintenance | 163,658.35          | 144,232.64          | 19,426         | 13.5%       | 211,900          | 77.2%        |
| Utilities                    | 100,060.21          | 57,945.18           | 42,115         | 72.7%       | 123,731          | 80.9%        |
| Insurance                    | 140,778.81          | 170,891.62          | (30,113)       | -17.6%      | 160,492          | 87.7%        |
| Miscellaneous                | 117.60              | 140.60              | (23)           | -16.4%      | 250              | 47.0%        |
| Paratransit Services         | 294,737.39          | 309,847.37          | (15,110)       | -4.9%       | 946,034          | 31.2%        |
| Microtransit Services        | 931,914.91          | 533,907.76          | 398,007        | 74.5%       | 1,659,500        | 56.2%        |
| Subrecipient Expenses        | -                   | -                   | -              | 0.0%        | -                | 0.0%         |
| <b>TOTAL</b>                 | <b>4,014,285.15</b> | <b>3,866,912.23</b> | <b>147,373</b> | <b>3.8%</b> | <b>8,749,935</b> | <b>45.9%</b> |

#### ORIGINAL BUDGET

#### REVENUES

| ACCOUNT DESCRIPTION          | 2023 Jan-Jul        | 2022 Jan-Jul        | +/-             | %            | 2023 BUDGET      | % OF BUDGET  |
|------------------------------|---------------------|---------------------|-----------------|--------------|------------------|--------------|
| Federal Operating Asst       | -                   | 42,612.00           | (42,612)        | -100.0%      | 2,574,289        | 0.0%         |
| State Operating Asst         | 540,564.00          | 652,386.00          | (111,822)       | -17.1%       | 2,449,982        | 22.1%        |
| Other Local Municipalities   | 346,905.00          | 401,193.35          | (54,288)        | -13.5%       | 552,752          | 62.8%        |
| Green Bay                    | 728,000.00          | 728,000.00          | -               | 0.0%         | 1,683,788        | 43.2%        |
| Farebox Revenue-Fixed Route  | 235,924.87          | 258,017.28          | (22,092)        | -8.6%        | 775,000          | 30.4%        |
| Farebox Revenue-Paratransit  | 119,021.00          | 127,359.00          | (8,338)         | -6.5%        | 385,000          | 30.9%        |
| Farebox Revenue-Microtransit | 13,622.00           | 8,144.00            | 5,478           | 67.3%        | -                | 0.0%         |
| College Program Fares        | 1,730.00            | 3,471.00            | (1,741)         | -50.2%       | -                | 0.0%         |
| TMI Refund                   | 24,485.00           | 50,038.00           | (25,553)        | -51%         | -                | 0.0%         |
| Non-Transportation Revenue   | 265,523.66          | 23,228.39           | 242,295         | 1043.1%      | 9,699            | 2737.6%      |
| State Fuel Refund            | 6,283.84            | 5,665.49            | 618             | 10.9%        | -                | 0.0%         |
| Advertising                  | 54,065.04           | 50,713.06           | 3,352           | 6.6%         | 100,000          | 54.1%        |
| Intercity Bus Commissions    | 3,934.84            | 2,447.61            | 1,487           | 60.8%        | 6,000            | 65.6%        |
| Partnership Contributions    | 98,914.00           | 97,942.00           | 972             | 1.0%         | 213,424          | 46.3%        |
| <b>TOTAL</b>                 | <b>2,438,973.25</b> | <b>2,451,217.18</b> | <b>(12,244)</b> | <b>-0.5%</b> | <b>8,749,935</b> | <b>27.9%</b> |

#### KEY PERFORMANCE INDICATORS (KPI)

|                             |         |         |          |        |         |
|-----------------------------|---------|---------|----------|--------|---------|
| Operating Days              | 179     | 178     | 1.0      | 0.6%   | 305     |
| Revenue Miles               | 376,506 | 437,818 | (61,312) | -14.0% | 663,084 |
| Revenue Hours               | 24,950  | 29,360  | (4,411)  | -15.0% | 43,783  |
| Unlinked Passenger Trips    | 414,124 | 354,652 | 59,472   | 16.8%  | 817,802 |
| Revenue / Cost              | 60.8%   | 63.4%   |          |        | 100%    |
| Farebox Revenue / Mile      | 0.63    | 0.59    | 0.04     | 6.3%   | 1.17    |
| Farebox Revenue / Pass Trip | 0.57    | 0.73    | (0.16)   | -21.7% | 0.95    |
| Farebox Revenue / Hour      | 9.46    | 8.79    | 0.67     | 7.6%   | 17.70   |
| Passenger / Mile            | 1.10    | 0.81    | 0.29     | 35.8%  | 1.23    |
| Cost / Mile                 | 7.40    | 6.91    | 0.50     | 7.2%   | 9.27    |
| Cost / Passenger Trip       | 6.73    | 8.52    | (1.79)   | -21.0% | 7.51    |

\*Insurance is [NET] TMI

July = 58.3%

\*\*Diesel fuel is included in materials and supplies subtotal.

2023



#### EXPENSES

| ACCOUNT DESCRIPTION          | 2023 Jan-Aug        | 2022 Jan-Aug        | +/-           | %           | 2023 BUDGET      | % OF BUDGET  |
|------------------------------|---------------------|---------------------|---------------|-------------|------------------|--------------|
| Wages & Salaries             | 1,524,985.29        | 1,649,423.53        | (124,438)     | -7.5%       | 2,660,944        | 57.3%        |
| Fringe Benefits              | 676,273.56          | 893,426.22          | (217,153)     | -24.3%      | 1,645,874        | 41.1%        |
| Other Employment Expenses    | 76,516.69           | 42,399.88           | 34,117        | 80.5%       | 67,600           | 113.2%       |
| Contract Services            | 170,748.97          | 146,125.46          | 24,624        | 16.9%       | 401,799          | 42.5%        |
| Materials & Supplies         | 286,518.49          | 408,396.18          | (121,878)     | -29.8%      | 871,811          | 32.9%        |
| Building & Equip Maintenance | 182,169.74          | 164,492.26          | 17,677        | 10.7%       | 211,900          | 86.0%        |
| Utilities                    | 110,218.63          | 65,071.85           | 45,147        | 69.4%       | 123,731          | 89.1%        |
| Insurance                    | 142,987.60          | 170,891.62          | (27,904)      | -16.3%      | 160,492          | 89.1%        |
| Miscellaneous                | 125.20              | 156.20              | (31)          | -19.8%      | 250              | 50.1%        |
| Paratransit Services         | 337,273.31          | 359,772.13          | (22,499)      | -6.3%       | 946,034          | 35.7%        |
| Microtransit Services        | 1,074,146.55        | 632,619.20          | 441,527       | 69.8%       | 1,659,500        | 64.7%        |
| Subrecipient Expenses        | -                   | -                   | -             | 0.0%        | -                | 0.0%         |
| <b>TOTAL</b>                 | <b>4,581,964.03</b> | <b>4,532,774.53</b> | <b>49,189</b> | <b>1.1%</b> | <b>8,749,935</b> | <b>52.4%</b> |

#### ORIGINAL BUDGET

#### REVENUES

| ACCOUNT DESCRIPTION          | 2023 Jan-Aug        | 2022 Jan-Aug        | +/-           | %           | 2023 BUDGET      | % OF BUDGET  |
|------------------------------|---------------------|---------------------|---------------|-------------|------------------|--------------|
| Federal Operating Asst       | 49,227.00           | 42,612.00           | 6,615         | 15.5%       | 2,574,289        | 1.9%         |
| State Operating Asst         | 540,564.00          | 652,386.00          | (111,822)     | -17.1%      | 2,449,982        | 22.1%        |
| Other Local Municipalities   | 380,734.50          | 442,196.05          | (61,462)      | -13.9%      | 552,752          | 68.9%        |
| Green Bay                    | 832,000.00          | 832,000.00          | -             | 0.0%        | 1,683,788        | 49.4%        |
| Farebox Revenue-Fixed Route  | 272,727.15          | 294,471.73          | (21,745)      | -7.4%       | 775,000          | 35.2%        |
| Farebox Revenue-Paratransit  | 134,664.00          | 148,728.00          | (14,064)      | -9.5%       | 385,000          | 35.0%        |
| Farebox Revenue-Microtransit | 15,051.00           | 9,443.00            | 5,608         | 59.4%       | -                | 0.0%         |
| College Program Fares        | 1,730.00            | 3,471.00            | (1,741)       | -50.2%      | -                | 0.0%         |
| TMI Refund                   | 24,485.00           | 50,038.00           | (25,553)      | -51%        | -                | 0.0%         |
| Non-Transportation Revenue   | 266,613.87          | 24,697.98           | 241,916       | 979.5%      | 9,699            | 2748.9%      |
| State Fuel Refund            | 6,283.84            | 5,665.49            | 618           | 10.9%       | -                | 0.0%         |
| Advertising                  | 59,859.00           | 59,751.42           | 108           | 0.2%        | 100,000          | 59.9%        |
| Intercity Bus Commissions    | 4,431.84            | 3,501.66            | 930           | 26.6%       | 6,000            | 73.9%        |
| Partnership Contributions    | 101,616.00          | 100,644.00          | 972           | 1.0%        | 213,424          | 47.6%        |
| <b>TOTAL</b>                 | <b>2,689,987.20</b> | <b>2,669,606.33</b> | <b>20,381</b> | <b>0.8%</b> | <b>8,749,935</b> | <b>30.7%</b> |

#### KEY PERFORMANCE INDICATORS (KPI)

|                             |              |              |          |        |         |
|-----------------------------|--------------|--------------|----------|--------|---------|
| Operating Days              | 206          | 205          | 1.0      | 0.5%   | 305     |
| Revenue Miles               | 435,405      | 504,501      | (69,096) | -13.7% | 663,084 |
| Revenue Hours               | 28,894       | 33,855       | (4,961)  | -14.7% | 43,783  |
| Unlinked Passenger Trips    | 471,364      | 409,957      | 61,407   | 15.0%  | 817,802 |
| Revenue / Cost              | <b>58.7%</b> | <b>58.9%</b> |          |        | 100%    |
| Farebox Revenue / Mile      | 0.63         | 0.58         | 0.04     | 7.3%   | 1.17    |
| Farebox Revenue / Pass Trip | 0.58         | 0.72         | (0.14)   | -19.4% | 0.95    |
| Farebox Revenue / Hour      | 9.44         | 8.70         | 0.74     | 8.5%   | 17.70   |
| Passenger / Mile            | 1.08         | 0.81         | 0.27     | 33.2%  | 1.23    |
| Cost / Mile                 | 7.28         | 7.02         | 0.26     | 3.8%   | 9.27    |
| Cost / Passenger Trip       | 6.73         | 8.64         | (1.91)   | -22.1% | 7.51    |

\*Insurance is [NET] TMI

August = 66.7%

\*\*Diesel fuel is included in materials and supplies subtotal.

2023



Report to the  
Transit Commission  
of the City of Green Bay



**MEETING DATE**

October 18, 2023

**PREPARED BY**

Patty Kiewiz, Transit Director

**AGENDA ITEM # E.3**

Director's Report

**BACKGROUND**

Director Kiewiz will provide the Transit Commission with a system update.

**RECOMMENDATION**

No action is necessary.

**FISCAL IMPACT**

**ATTACHMENTS**

None



Report to the  
Transit Commission  
of the City of Green Bay



**MEETING DATE**

October 18, 2023

**PREPARED BY**

**AGENDA ITEM # E.4**

Next Transit Commission Meeting: Wednesday, November 15, 2023 at 8:15am

**BACKGROUND**

**RECOMMENDATION**

**FISCAL IMPACT**

**ATTACHMENTS**

None