AGENDA OF THE TRANSIT COMMISSION

WEDNESDAY, JANUARY 17, 2024, 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 the Wednesday, January 17, 2024 Transit Commission Agenda.

C. Approval of Minutes.

1. Approval of Transit Commission minutes from December 6, 2023.

D. Regular Business.

1. Discussion/Action: Green Bay Metro Financial Management & Procedures
2. Mobility Management Report - Biannual 2023
3. Presentation: Green Bay Metro – Annual System Review and Analysis Report, December 2023, by the Brown County Planning Commission/Metropolitan Planning Organization (MPO) for the Green Bay Urbanized Area.
4. Discussion Action: New Advertising Rates Effective February 1, 2024

E. Informational.

1. Operational Reports
2. Financial Reports
3. Director's Report
4. Next Transit Commission Meeting: February 21, 2024, 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	PREPARED BY
January 17, 2024	

AGENDA ITEM # B.1

Approval of the January 17, 2024 Transit Commission Agenda.

BACKGROUND

RECOMMENDATION

Staff recommends the approval of the Transit Commission agenda for January 17, 2024.

FISCAL IMPACT

ATTACHMENTS

None

Report to the
Transit Commission
of the City of Green Bay

Green Bay METRO

MEETING DATE	PREPARED BY
January 17, 2024	

AGENDA ITEM # C.1

Approval of Transit Commission minutes from December 6, 2023.

BACKGROUND

Minutes from the meeting held on December 6, 2023.

RECOMMENDATION

Staff recommends approval of the minutes from the December 6, 2023, meeting.

FISCAL IMPACT

ATTACHMENTS

1. Transit Commission 12-6-23

MINUTES OF THE TRANSIT COMMISSION

WEDNESDAY, DECEMBER 6, 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.

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

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

B. APPROVAL OF THE AGENDA.

1. Approval of December 6, 2023 Transit Commission Agenda

Moved by Commissioner Kevin Kuehn, seconded by Alder Randy Scannell to approve the agenda for December 6, 2023. Motion carried.
Yes - Roger Kolb, Emily Ysebaert, Michael Conley-Kuhagen Terri Refsguard, and Hector Rodriguez
No - None, Abstain- None

C. APPROVAL OF MINUTES.

1. Approval of the November 15, 2023 Transit Commission Minutes

Moved by Alder Randy Scannell, seconded by Commissioner Emily Ysebaert to approve the minutes from November 15, 2023. Motion carried.
Yes - Roger Kolb, Kevin Kuehn, Michael Conley-Kuhagen, Terri Refsguard, and Hector Rodriguez
No - None, Abstain- None

D. REGULAR BUSINESS.

1. Discussion/Action: Green Bay Metro's 2024 Budget

Director Kiewiz presented the budget. She stated this is the first large increase in several years. However, this does implement salary increases based on the most recent market analysis that the city conducted.

Commissioner Kuehn expressed concern about the substantial increase in gas and electricity.

Discussion was held on the new table of organization.

Chair, Roger Kolb commended the staff on preparing an excellent budget.

Moved by Alder Randy Scannell, seconded by Commissioner Hector Rodriguez to approve the fiscal year 2024 budget and table of organization as presented. Motion carried.
Yes - Roger Kolb, Kevin Kuehn, Emily Ysebaert, Terri Refsguard and Michael Conley-Kuhagen
No - None, Abstain- None

2. Discussion/Action: Request to Purchase 1 - Ton 4x4 Pickup Truck

Moved by Commissioner Kevin Kuehn, seconded by Alder Randy Scannell to approve the purchase of 4x4 pickup truck. Motion carried.
Yes - Roger Kolb, Emily Ysebaert, Michael Conley-Kuhagen Terri Refsguard, 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. P. Kiewiz stated GBM On Demand has seen the highest ridership this month. The staff are working on schedule adherence concerns for fixed route and will report back.

2. Financial Reports

Director Kiewiz provided an overview of the financial statements. Metro is expecting to finish the year under budget.

Pass promo ends December 31, 2023. Passes return to their regular price on January 1, 2024.

3. Director's Report

Director Kiewiz stated she would be out for the next few weeks on medical. However, the staff is here to assist with anything that arises.

4. Next Transit Commission Meeting: Wednesday, January 17, 2024 at 8:15am

F. ADJOURNMENT.

Meeting adjourned 8:44am.

Moved by Commissioner Kevin Kuehn, seconded by Commissioner Emily Ysebaert to adjourn the meeting. Motion carried.
Yes - Roger Kolb, Alder Randy Scannell, Michael Conley-Kuhagen, Terri Refsguard, and Hector Rodriguez
No - None, Abstain- None

Report to the
Transit Commission
of the City of Green Bay

Green Bay METRO

MEETING DATE	PREPARED BY
January 17, 2024	

AGENDA ITEM # D.1

Discussion/Action: Green Bay Metro Financial Management & Procedures

BACKGROUND

As required by the Federal Transit Administration, Green Bay Metro maintains a document that is specific to financial management and procedures. This serves as guidance to staff to ensure federal regulations are met. The staff updated the department's Financial Management & Procedures document due to triennial review and staff changes in 2023.

RECOMMENDATION

Staff recommends approval of the Financial Management & Procedures as presented.

FISCAL IMPACT

ATTACHMENTS

1. 2024 GBM Financial Management & Procedures

Green Bay METRO

Financial Management & Procedures

JANUARY 2024

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ADMINISTRATION AND MANAGEMENT PROCEDURES
FOR FEDERAL TRANSIT ADMINISTRATION (FTA) GRANTS

The City of Green Bay is a designated recipient of federal transit funding. The following grant administration and management procedures shall be exercised by the City of Green Bay and Green Bay Metro (GBM) to comply with FTA requirements.

1. Legal Authority

   The Mayor of the City of Green Bay or his/her designee is authorized by Common Council resolution to execute and file grant applications; execute and file annual certifications and assurances and other documents; and execute grant and cooperative agreements with the FTA.

2. Operating Assistance Applications

   a. Prior to submitting a grant application for a fiscal year, the Transit Director or his/her designee along with the City Attorney or his/her designee shall submit an annual list of Certifications and Assurances to the FTA via TrAMS.
   b. The State of Wisconsin Department of Transportation (WisDOT) determines the annual allocation of Federal Operating assistance for Wisconsin transit systems, pursuant to section 85.20 of the state statutes. The annual operating assistance application shall incorporate funding levels specified by WisDOT.
   c. The Brown County Planning Commission shall prepare annual Program of Projects (POP) that shall include all FTA funded projects. A notice of opportunity for public hearing regarding the annual POP shall be published in the designated newspaper and distributed to transportation stakeholders, including private sector transportation providers.
   d. The Transit Director or designee shall prepare the annual operating assistance application, incorporating transit services and budgets that have been included in the annual Transportation Improvement Plan (TIP) and approved by the Transit Commission. The application shall be submitted via TrAMS. Following FTA review, the Transit Director or designee shall execute the annual operating assistance application via TrAMS.

3. Capital Grant Applications

   a. The Transit Director shall identify capital needs and request funding through the City of Green Bay Capital Improvement Program (CIP), or other grant opportunities.
   b. Capital items approved in the CIP shall be included in the annual TIP and in the annual WisDOT operating assistance application.
   c. The City of Green Bay shall submit capital assistance applications to the FTA when appropriate.

4. Grant Reporting Procedures

   The Transit Director or designee shall prepare and submit operating and financial reports as follows:

   a. Federal Financial Reports (FFR) - within 30 days after the end of each quarter.
   b. Milestone/Progress Report (MPR) - within 30 days after the end of each quarter
   c. Ridership Activity Report - within 30 days after the end of each month.
   d. Safety and Security Report - within 30 days after the end of each month.

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e. Disadvantaged Business Enterprise (DBE) - prior to June 1 and December 1 each year.
f. DBE goals shall be submitted on or before August 1, every third year.
g. Management Information System (MIS) report of drug and alcohol testing results - annually, prior to March 15.
h. National Transit Database (NTD) – annually, prior to April 30.
i. Title VI Plan submitted every three years.
j. Cost Allocation Plan – reviewed annually and revised as needed.
k. Transit Asset Management Plan – annually, 60 days from audit completion.
l. Single audit of GBM operations - annually, prior to August 1.
m. SF-SAC – annually, prior to August 1.
n. Real Property report – annually—Report must include: property location/physical address; use and condition of the property; summary of conditions on the title; brief description of improvements, expansions, and retrofits; corresponding useful life for the assets; date placed in service; original acquisition cost; sources of funding; Federal and non-Federal participation ratios; Federal award identification number; appraised value and date; anticipated disposition or action proposed; date of disposal; and sale price of the property.

5. Requests for Advance, Reimbursement and Grant Close-Out

GBM's cash management and payment process is in accordance with 2 CFR 200.305. Specifically:

a. FTA grant payment requests shall not be made in advance of actual expenditures.
b. All FTA grant payment requests shall be for the purpose of reimbursing actual project expenditures.
c. Metro's Finance Manager shall prepare and submit to the Transit Director all requests for reimbursement.
d. Metro's Finance Manager shall request electronic transfer of FTA funds via the ECHO 2.0 payment system.
e. Metro's Finance Manager shall send a request to the Transit Director to close out the grant when the project has been completed or when the Federal share of the project has been exhausted.

6. Procurement

Procurement activity shall be initiated by the Compliance Coordinator and conducted according to GBM's Procurement Policy & Procedures Manual and in compliance with FTA requirements.

7. Federally Funded Assets

a. GBM staff shall conduct an annual inventory of all FTA funded assets and sign off when complete.
b. GBM shall maintain a current list of all FTA funded assets, and document those removed from service.
c. GBM shall obtain FTA approval before disposing of assets prior to the end of their useful life and shall handle the proceeds according to FTA guidelines.
d. Federally funded assets shall not be used for non-transit purposes unless the FTA has previously approved a cost allocation plan.
e. Federally funded assets shall be properly maintained during their useful life.
f. GBM Staff will review and update Green Bay Metro's TAM Plan annually, or as needed.

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8. Contractor Oversight

    a. Contractor services shall be competitively procured pursuant to GBM's Procurement Policy & Procedures Manual and in compliance with FTA requirements.
    b. The City of Green Bay/GBM shall conduct and document contractor oversight as is necessary to ensure compliance with FTA requirements.

ORGANIZATIONAL RESPONSIBILITIES

The purchasing authority and responsibilities for Green Bay Metro shall be organized as follows:

TRANSIT COMMISSION – The Green Bay Metro Transit Commission consists of seven members, six citizen members and one member of the Common Council. The members of the Commission are all appointed by the Mayor of the City of Green Bay and confirmed by the City of Green Bay Common Council. The Commission convenes monthly or as required and is responsible for policy making, approving resolutions by which the Green Bay Metro staff functions, and regulating and approving the expenditure of funds in awarding contracts. The Transit Commission also reviews all requests for grant funding.

TRANSIT DIRECTOR – The Green Bay Metro Transit Director is responsible for all oversight to the Transit Department. The Transit Director is entrusted and authorized by the Transit Commission to enter into contracts of less than $25,000.00. The Transit Director may also enter into contracts of more than $25,000.00 upon Commission approval.

- Submits all local, state, and federal budgets, as required.
- Approves all planned acquisitions (inventory, local capital, grant-funded, non-inventory), and projects the total requirement during annual budget planning.
- Develops and recommends organization-wide purchasing objectives, policies, programs, and procedures for negotiation and acquisition of materials, equipment, supplies, and services.

FINANCE MANAGER – The Finance Manager serves as Green Bay Metro's staff point of contact for all matters involving the preparation and processing of anticipated grant-funded acquisitions (capital or planning grants). The Finance Manager will coordinate with the Transit Director in all instances where the acquisition of grant-funded goods or services is anticipated. The Finance Manager shall also prepare drawdowns of federal operating and capital monies for initiation by the ECHO Officer. All drawdowns shall be approved by the Transit Director.

- Metro's Finance Manager will prepare monthly financial reports for the Green Bay Transit Commission.
- Manages all fixed asset inventory.
- Prepares all ridership data and revenue related reports.
- Verifies and submits DBE reports.
- Prepares and manages federal and state grants.
- Serves as the ECHO officer for drawdowns of federal operating and capital monies.
- Conducts random internal audits.
- Coordinates all external audits.
- Responsible for completion of department payroll.
- Prepares monthly billing for advertising.

- Tracks all advertising billing on the Sales Sub.
- Ensures record retention information is current and provided to staff.

CITY OF GREEN BAY—FINANCE—provides aid and direction for Transit financial reporting purposes.
- Finance Manager notifies City of Green Bay Finance when initiating ECHO drawdown.
- City of Green Bay Finance confirms receipt of funds into LGIP account and receipts to appropriate Transit account.

MAINTENANCE MANAGER – The Maintenance Manager serves as Green Bay Metro's staff point of contact for all maintenance matters.
- Responsible for all parts inventory; maintaining, ordering, and reconciling.
- Serves as Project Manager for all procurements, such as vehicles, equipment, and items involving the facility.
- Initiates special orders for stock or non-stock items to cover the requirements of authorized maintenance campaigns or seasonal purchases.
- Responsible for ongoing employee training.
- Explores and implements new technology.
- Tracks all manufactory warranties.
- Manages all preventive maintenance schedules.
- Troubleshoots issues involving maintenance and/or the facility.
- Makes regular physical stock checks.
- Controls all inventory and charges the appropriate division.
- Maintains current parts books.

COMPLIANCE COORDINATOR – The Compliance Coordinator performs as Green Bay Metro's Procurement Officer in conjunction with the City of Green Bay's Purchasing Department. They are the point of contact for all matters involving the timely and cost-effective acquisition of goods and services. Responsibilities include, but are not limited to:
- Assists the Transit Director in negotiating and making recommendations concerning term contracts and leases to the best interest of Green Bay Metro.
- Consolidating purchase of like or common item to obtain maximum economic benefits.
- Purchasing equipment, supplies, and services for Green Bay Metro's use in such a manner that the maximum value will be obtained for the money expended. Purchases shall be made from qualified suppliers whose reputations, financial positions, and price structures are sufficiently adequate for consideration as logical sources of supply.
- Provides oversight for the 5310 Program.
- Arranging for the disposal and/or sale of surplus materials and equipment.
- Analyzes prices paid for materials and equipment; generally, defines how to obtain savings through improved specifications and supervision of supply sources; recommending changes in quantities to be ordered when conditions warrant.
- Utilizing known contact and sources to expedite deliveries of needed material and equipment.
- Working with other departments of the City of Green Bay to promote better customer and supplier relations.
- Advising and assisting project managers in the development of technical specifications for formal advertisement.
- Performing necessary research to assure that all Green Bay Metro purchasing activities are in compliance with Federal, State, local, and other applicable laws, policies, and procedures.

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- Provides oversite to inter-city bus service.
- Assists in department payroll.
- Responsible for all pass inventory, sales, and invoicing.

OPERATIONS MANAGER – The Operations Manager oversees all aspects of the Paratransit program and is the point of contact for advertising with Green Bay Metro. Responsibilities include, but not limited to:

- Ensures advertising contracts are current and have been approved by the Legal Dept. and the Transit Director.
- Receives approval from the Transit Director on all final artwork that will be advertised.
- Sells Paratransit tickets.
- Serves as project manager for Operations procurements, as necessary.
- Develops and recommends new operational policies, in conjunction with ADA and service demands.

MOBILITY COORDINATOR – The Mobility Coordinator is the point of contact for mobility information for Brown County. Responsibilities include, but not limited to:

- Provides oversight to the Low-Income Fare Trips (LIFT) Program.
- Tracks ambulatory / non-ambulatory ridership for Brown County.

COST PRINCIPLES

See Appendix A for GBM cost principles.

INVENTORY

All Federally funded assets shall be inventoried annually. Any asset purchased using federal funds shall be maintained and disposed of following FTA guidelines and shall not be used for non-transit purposes. The Green Bay Metro facility is secured by video surveillance and video can be pulled for any suspicious activity. A contractor is utilized for fire monitoring.

In an effort to properly track and account for inventory the following process has been established.

The Compliance Coordinator will process all pass orders received via email: **letmeride@greenbaywi.gov.** All pass orders will be generated in 24 hours.

Ordering, Retrieving & Reconciling Pass Inventory:

- The Compliance Coordinator will record passes in the spreadsheet, PASS DELIVERY LOG. Then the form PASS DELIVERY REQUEST will be generated. All fixed route requests will be given to the Mobility Coordinator to fill the order.
- Using the Pass Delivery Request form, the Mobility Coordinator will fill the fixed route order and deliver it to Dispatch and send an email notifying Dispatch of the order. The Compliance Coordinator will keep the YELLOW copy of the request. The white copy will go with the “seller’s” paperwork.
- All Paratransit requests emailed will go to the Operations Manager. Any phone requests will be taken by the Operations Manager. All tracking of inventory will be done by the Compliance Coordinator.
- Dispatchers track passes sold on a daily basis.

- The Compliance Coordinator balances passes daily during cash receipt process.
- The Finance Manager reconciles pass inventory monthly.
- The Transit Director is notified of any notable variances.

*Backup for the Compliance Coordinator: Metro's Finance Manager – Transit Director
*Backup for Operations Manager: Transit Director—Finance Manager

Cash Drawers:

- Dispatch cash drawers will be balanced by the Compliance Coordinator and Metro's Finance Manager will serve as the backup.

Billing:

- The Compliance Coordinator will be responsible for recording all sales on the Sales Sub.
- The Finance Manager will be responsible for recording all advertising sales on the Sales Sub.
- Finance Manger will reconcile sales to general ledger (GL) monthly.

Outlets:

- The Compliance Coordinator will generate the Pass Delivery Receipt and give it to the Mobility Coordinator.
- The Mobility Coordinator will then fill the orders and either the Mobility Coordinator or a Dispatcher will deliver them.
- The Compliance Coordinator will bill outlets for all passes sold.

Capital Fixed Assets: (meet the capitalization threshold)

- The Finance Manager maintains a capital fixed asset workbook, documenting new additions and disposals each year. This is reconciled with auditors on a yearly basis.
- The Maintenance Manager does a physical count and conditional assessment of all fixed assets, prioritizing items for replacement/repair. This information is shared with the accountable executive and is utilized in the GBM TAM Plan.

RTA Inventory: items charged to diesel bus parts through RTA system using purchase order transactions (+) and work order requests (-) and parts adjustments (+/-).

- The Finance Manager reconciles RTA inventory to MUNIS on a monthly basis, noting variances.
- The Maintenance Parts Clerk is tasked with investigating variances and initiating corrective actions with Maintenance Manager approval.
- The Maintenance Manager and Maintenance Parts Clerk do a physical count of parts inventory annually, noting adjustments to be made at EOY.
- The Transit Director reviews and approves any adjustments and the Finance Manager enters adjusting journal entry to reconcile.

Technology Inventory: assets such as computers, phones, tv monitors, etc.

- A designated GBM staff member conducts a physical inventory count of all office related technologies annually with a sign-off.
- The Transit Director reviews and approves any variances.

Subrecipient Fixed Assets: Federally Funded Fleet Vehicles

- The Compliance Coordinator requests updated fleet records that include a description of the vehicle, vehicle identification number, source of funding (FAIN), who holds the title, the

acquisition date, and cost of the vehicle, percentage of Federal participation, the location, use and condition of the vehicle, and any ultimate disposition data including the date of disposal and sale price of the vehicle.

- The Compliance Coordinator will do a physical count of the fleet inventory at least once every two years.
- The Finance Manager will reconcile physical inventory with prior fleet inventory records.
- The Transit Director will be notified of any variances.
- The Compliance Coordinator will conduct random subrecipient site visits and initiate a limited scope conditional assessment of fleet vehicles.

APPROVAL PROCESS

To ensure proper checks and balances are in place, Green Bay Metro requires that an employee is given the authority to conduct only two of the three tasks below regarding purchases. Authority is granted by the Transit Director to the following employees for tasks stated below:

Requisition Entry: Transit Director, Compliance Coordinator or Parts Clerk
Requisition Approval: Transit Director, Finance Manager or Compliance Coordinator
Purchase Order Receiving: Finance Manager or Parts Clerk
Accounts Payable Approval < $3,000: Finance Manager or Compliance Coordinator
Accounts Payable for Diesel Fuel: Transit Director, Finance Manager, or Compliance Coordinator
Accounts Payable ≥ $3,000: Transit Director
**In the absence of the Transit Director, invoices may be approved by a designee or the City Finance Director.*

CASH RECEIPTING

1. Money is collected by the Seller (Dispatcher, Mobility Coordinator or Operations Manager)
2. At the time of the transaction the seller enters the sale into a Tyler Cashiering batch and puts it in the cash drawer/money bag
3. At the end of the day/shift a settlement report is created in Tyler Cashiering by the seller for each batch and then reconciled to the cash drawer/money bag and inventory sheet..\..\OPERATIONS\DISPATCH\MASTER COPIES\2022 DISPATCH CASH INVENTORY.xlsx
4. The settlement report and money are given to the Compliance Coordinator who verifies the amount in the report equals the amount received and creates the deposit ticket.
5. That day's deposits are stored in the vault until the courier picks them up.
6. Settlement reports and inventory sheets along with deposit slips are reviewed by the Compliance Coordinator who then closes the batches in Tyler Cashiering.
7. An email is then sent by the Compliance Coordinator to the Financial Analyst in the Finance Department at City Hall notifying them that the batches can be posted.
8. Finance Manager reconciles mobile sales monthly and Compliance Coordinator creates Tyler batch.

FAREBOX REVENUE

Fareboxes are emptied nightly by maintenance staff via the vault. Daily two employees will count all revenues collected. Two employees are required in the vault room at all times. After the deposit is prepared all monies remain in the vault until picked up from courier service. The Compliance

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Coordinator is responsible for reconciling revenues deposited to data collected from the farebox system. All variances greater than 1% are required to be reported to the Transit Director immediately.

ACCOUNTS PAYABLE

Invoices are required for all purchases; account statements are not sufficient. Before any invoices are processed a signature from the person receiving it is required. A receiving record should also be included for all goods received. Invoices not paid for using a city procurement card (p-card) are entered into Tyler Munis on a timely basis by the Finance Manager or the Compliance Coordinator. Once entered invoices are released through workflow for approvals, see Approval Process.

PAYROLL

1. Employees submit weekly timesheets on Friday for that week.
2. Operations timesheets are reviewed and approved by an operations Supervisor. The Transit Director shall approve all Admin timesheets. The Maintenance Manager reviews all maintenance timesheets.
3. Timesheets are entered into the payroll system by a Dispatcher or the Compliance Coordinator.
4. Detail time entry reports are run by the enterer and payroll entry is reviewed by the Finance Manager or Compliance Coordinator.
5. Any necessary adjustments are made by the Finance Manager or Compliance Coordinator and approved within the payroll system.
6. Hours and gross pay are entered in a reconciliation spreadsheet and reconciled once Payroll processes the time entry.
7. Payroll is reconciled by the Finance Manager.

BANK RECONCILIATIONS

Reconciliation of bank statements is conducted by the Financial Analyst in the City of Green Bay's Finance Department.

REPORTING

Monthly financial reports are prepared by the Metro's Finance Manager. All variances are visible. Substantial variances are explained in the conclusion of the report. Reports are then given to the Transit Director. Once approved by the Transit Director they are included in the packets for the Green Bay Transit Commission's monthly meeting.

PROCUREMENT POLICY

Green Bay Metro's Procurement Policy is a separate document not included in this plan.

ADOPTION AND REVISION HISTORY

Adopted December 2015
Revised and approved by the Green Bay Transit Commission September 25, 2019.

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Revised and approved by the Green Bay Transit Commission January 18, 2023.
Revised and approved by the Green Bay Transit Commission January 17, 2024.

APPENDIX A - COST PRINCIPLES

Policy Guide (§ 200.400)
The application of cost principles is based on the fundamental premises that:

a. Green Bay Metro (GMB) is responsible for the efficient and effective administration of the Federal award(s) through the application of sound management practices.
b. GBM assumes responsibility for administering Federal funds in a manner consistent with underlying agreements, program objectives, and the terms and conditions of the Federal award(s).
c. GBM has the primary responsibility of employing whatever form of sound organization and management techniques may be necessary in order to assure proper and efficient administration of the Federal award(s).
d. Application of cost principles should require no significant changes in the internal accounting policies and practices of GBM. The accounting practices of GBM must be consistent with the cost principles and support the accumulation of costs as required by the principles and must provide adequate documentation to support costs charged to the Federal award(s).
e. In reviewing, negotiating and approving cost allocation plans or indirect cost proposals, the cognizant agency for indirect costs should generally assure that the GBM is applying these cost accounting principles on a consistent basis during their review and negotiation of indirect cost proposals. Where wide variations exist in the treatment of a given cost item by GBM, the reasonableness and equity of such treatments should be fully considered. See §200.56 Indirect (facilities & administrative (F&A)) costs.
f. GBM may not earn or keep any profit resulting from Federal financial assistance, unless expressly authorized by the terms and conditions of the Federal award. See also §200.307 Program income.

Composition of Costs (§ 200.402)
The total cost of a federal award(s) is the sum of the allowable direct and allocable indirect costs less any applicable credits.

Allowability of costs (§ 200.403)
Cost must meet the following criteria in order to be allowable under Federal award(s):

a. Be necessary and reasonable for performance,
b. Conform to any limitations or exclusions,
c. Be consistent with policies and procedures,
d. Be accorded consistent treatment,
e. Be determined in accordance with GAAP,
f. Not be included as a cost or used to meet cost sharing or matching requirements of any other federally funded program, and
g. Be adequately documented.
h. Cost must be incurred during the approved budget period.

Reasonable Costs (§ 200.404)
A cost is reasonable if in its nature and amount it does not exceed that which would be incurred by a prudent person under the circumstances prevailing at the time the decision was made to incur the cost. In determining reasonableness, consideration must be given to:

a. Recognized as ordinary and necessary;

b. Requirements imposed by such factors as: sound business practices; arm's-length bargaining; Federal, state, and other laws and regulations; terms and conditions of Federal award(s);
c. Comparable market prices for geographical area;
d. Acting with prudence;
e. Whether or not significant deviation from established practices and policies regarding incurrence of costs may unjustifiably increase the Federal award(s) costs.

Direct Costs (§ 200.413)

a. **General.** Direct costs are those costs that can be identified specifically with a particular final cost objective, such as a federal award, or other internally or externally funded activity, or that can be directly assigned to such activities relatively easily with a high degree of accuracy. Costs incurred for the same purpose in like circumstances must be treated consistently as either direct or indirect (F&A) costs. See also §200.405 Allocable costs.
b. **Application to Federal awards.** Identification with the Federal award rather than the nature of the goods and services involved is the determining factor in distinguishing direct from indirect (F&A) costs of Federal awards. Typical costs charged directly to a Federal award are the compensation of employees who work on that award, their related fringe benefit costs, the costs of materials and other items of expense incurred for the Federal award. If directly related to a specific award, certain costs that otherwise would be treated as indirect costs may also include extraordinary utility consumption, the cost of materials supplied from stock or services rendered by specialized facilities or other institutional service operations.
c. The salaries of administrative and clerical staff should normally be treated as indirect (F&A) costs. Direct charging of these costs may be appropriate only if all of the following conditions are met:
    a. Administrative or clerical services are integral to a project or activity;
    b. Individuals involved can be specifically identified with the project or activity;
    c. Such costs are explicitly included in the budget or have the prior written approval of the Federal awarding agency; and
    d. The costs are also not recovered as indirect costs.
d. **Minor items.** Any direct cost of a minor amount may be treated as an indirect (F&A) cost for reasons of practicality where such accounting treatment for that item of cost is consistently applied to all Federal and non-Federal cost objectives.
e. The costs of certain activities are not allowable as charges to Federal awards. However, even though these costs are unallowable for purposes of computing charges to Federal awards, they nonetheless must be treated as direct costs for purposes of determining indirect (F&A) cost rates and be allocated their equitable share of the non-Federal entity's indirect costs if they represent activities which:
    a. Include the salaries of personnel,
    b. Occupy space, and
    c. Benefit from the non-Federal entity's indirect (F&A) costs.
f. For nonprofit organizations, the costs of activities performed by the non-Federal entity primarily as a service to members, clients, or the general public when significant and necessary to the non-Federal entity's mission must be treated as direct costs whether or not allowable and be allocated an equitable share of indirect (F&A) costs. Some examples of these types of activities include:
    a. Maintenance of membership rolls, subscriptions, publications, and related functions. See also §200.454 Memberships, subscriptions, and professional activity costs.

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b. Providing services and information to members, legislative or administrative bodies, or the public. See also §§200.454 Memberships, subscriptions, and professional activity costs and 200.450 Lobbying.
c. Promotion, lobbying, and other forms of public relations. See also §§200.421 Advertising and public relations and 200.450 Lobbying.
d. Conferences except those held to conduct the general administration of the non-Federal entity. See also §200.432 Conferences.
e. Maintenance, protection, and investment of special funds not used in the operation of the non-Federal entity.
f. Administration of group benefits on behalf of members or clients, including life and hospital insurance, annuity or retirement plans, and financial aid. See also §200.431 Compensation—fringe benefits.

Indirect Costs (§200.414)

Facilities and Administration Classification. For major nonprofit organizations, indirect (F&A) costs must be classified within two broad categories: “Facilities” and “Administration.

a. Facilities is defined as depreciation on buildings, equipment and capital improvement, interest on debt associated with certain buildings, equipment and capital improvements, and operations and maintenance expenses.
b. Administration is defined as general administration and general expenses such as the director's office, accounting, personnel, and all other types of expenditures not listed specifically under one of the subcategories of “Facilities” (including cross allocations from other pools, where applicable).

Appendix VII to Part 200—States and Local Government and Indian Tribe Indirect Cost Proposals

General.

a. Indirect Costs are those incurred by GBM for a common or joint purpose. These costs benefit more than one cost objective and cannot be readily identified with a particular final cost objective. After direct costs have been determined and assigned directly to Federal awards as appropriate, indirect costs are those remaining to be allocated to a benefitted cost objective without effort disproportionate to the results achieved. A cost may not be allocated to a federal award as an indirect cost if any other cost incurred for the same purpose has been assigned to a federal award as a direct cost.
b. Indirect cost include:
    a. The indirect costs originate in GBM.
    b. The costs of the City of Green Bay disturbed though a cost allocation plan and not otherwise treated as direct costs.

De Minimis Rate

GBM has an FTA approved De Minimis rate.

a. GBM reviews the requirements necessary to elect the De Minimis rate of 10% per OMB Circular 2 CFR Part 200.414(f) giving consideration to:

    iii. Whether or not GMB has ever received a negotiated indirect cost rate
    iv. Whether or not GBM has ever received more than $35 million in direct Federal funding

DRAFT

If either of the above are answered in a positive, GBM will no longer be eligible for the De Minimis rate and will have to create and have FTA approve an indirect cost plan.

DRAFT

Report to the
Transit Commission
of the City of Green Bay

MEETING DATE	PREPARED BY
January 17, 2024	

AGENDA ITEM # D.2

Mobility Management Report - Biannual 2023

BACKGROUND

Biannual report for 2023 as prepared by Mobility Coordinator, Andrea Vlach.

RECOMMENDATION

Receive and place on file.

FISCAL IMPACT

ATTACHMENTS

1. MM REPORT 12.2023

MOBILITY MANAGEMENT PROGRAM
QUARTERLY/BIANNUAL REPORTS

Mobility Management
of Brown County
"Creating Independence"

Report Qtr: **2nd** Half, Biannual (7/1/23-12/31/23)
Report Year: 2023
Mobility Management (MM) Mobility Coordinator (MC) Travel Training (TT)

I. Assess unmet transportation needs and service gaps and to develop plans and programs to address these unmet needs and service gaps.

a. Ongoing call sheet – tracking where calls are coming from, what needs are, etc.
b. Continue to research projects and plans around the state and country that are successfully being implemented by Mobility Managers. (ongoing)

II. Develop and maintain an outreach system that helps seniors and people with disabilities throughout Brown County gain access to needed transportation services.

a. Attendance at quarterly meetings: TCC and NEWRATC meetings.
b. Participation in WAMM monthly conference calls.
c. Attained Mobility Management Certification at annual WIPTA Conference.
d. Attended Brown County Central Library Resource Tuesday and had information table.
e. 10 presentations this reporting period. Attendees ranged from 1 to 14 individuals. Locations included higher education, nonprofits, government agencies, and social service agencies.
f. Information marketing and resource dissemination at these agencies as well as periodic posts, photos, on social media, information about Mobility Management and TT on back of route guides, GB Metro website contains MM page and a link to TT from other pages on the site.
g. Continued oversight of Low Income Fare Trips (LIFT) program that started 1/1/22 to provide up to four day passes per 30 days to individuals at or below 150% of poverty level.

III. Identify and/or develop fact sheets, resource packets, and other information to educate seniors and people with disabilities about transportation options; list the organizations/agencies to whom contact was made.

a. Continue to distribute brochures on travel training, route guides, GBM On Demand, applications for paratransit, LIFT, and reduced fare at community events and presentations.
b. MM Pages and TT links available on GB Metro's website – www.greenbaymetro.org.
c. Continue to update transportation resources document with all available options listed and contact information for each.

List of organizations/agencies:

- ADRC of Brown County, Green Bay
- Area schools: East, South West, Minoka Hill, Preble, Edison, UWGB, SNC, NWTC, Syble Hopp
- Aspiro
- Curative Connections
- BC Shelter Care
- Department of Workforce Development
- Forward Service Corporation
- Job Center
- NEW Community Shelter
- St. John's Shelter
- Micah Center

IV. Number of customer contacts made and received by the Mobility Coordinator, and number of customers for whom rides were found during the biennium.

a. Total of 623 calls.

b. MC was able to refer or assist in finding rides for a total of 49. 2 requests for rides could not be met. Remaining calls were not seeking rides.

c. MC received 78 calls regarding travel training or route information, 204 calls made/received regarding Low Income Fare Trips (LIFT) program, 97 regarding GBM On Demand, 171 regarding paratransit and 22 regarding reduced fare.

V. Number of one-on-one Travel Training conducted by the MC during the biennium.

MC held 22 individual one-on-one travel training sessions. Total hours dedicated to travel training in Q3 & Q4 2023 = 23.5.

VI. Updates on LIFT program

a. MC approved 112 LIFT applications during Q3 & Q4. 12 applications were seniors and 24 were disabled, non-seniors.

VII. Oversee GBM On Demand Service

a. Assist riders with creating accounts, understanding system usage, and trouble-shooting issues.

b. Participate in bi-monthly communications with Via (microtransit service provider).

c. Participate on Service Development Team to identify ways to make fixed routes more efficient and expand microtransit service area.

Report respectfully submitted by Mobility Coordinator, Andrea Vlach

Report to the
Transit Commission
of the City of Green Bay

MEETING DATE	PREPARED BY
January 17, 2024	

AGENDA ITEM # D.3

Presentation: Green Bay Metro – Annual System Review and Analysis Report, December 2023, by the Brown County Planning Commission/Metropolitan Planning Organization (MPO) for the Green Bay Urbanized Area.

BACKGROUND

Lisa J. Conard, Principal Planner of Brown County Planning Commission/Green Bay MPO will present the Green Bay Metro – Annual System Review and Analysis Report, December 2023, by the Brown County Planning Commission/Metropolitan Planning Organization (MPO) for the Green Bay Urbanized Area.

RECOMMENDATION

Receive and place on file.

FISCAL IMPACT

ATTACHMENTS

1. 2023 - System Review

Green Bay METRO

Annual System Review and Analysis Report

Prepared by the Brown County Planning Commission(BCPC)/
Metropolitan Planning Organization (MPO) for the Green Bay Urbanized Area
December 2023

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

Green Bay Metro invites you to visit its website at https://greenbaywi.gov/231/Metro-Transit or by scanning the QR code. Follow Metro on Facebook at https://www.facebook.com/GreenBayMetro/ or on X at https://twitter.com/gbmetro

The Brown County Planning Commission/Metropolitan Planning Organization (MPO) for the Green Bay Urbanized Area invites you to visit its website at: www.browncountywi.gov/BCPCGreenBayMPO or by scanning the QR code. Follow the MPO us on Facebook at: www.facebook.com/BCPCGreenBayMPO or on X at www.twitter.com/BCPCGreenBayMPO.

On the Cover: Green Bay Metro Game Day operations. 1265 Lombardi Avenue.

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CHAPTER ONE
Overview

Annual System Review and Analysis Report

The Brown County Planning Commission and Green Bay Metro staff collect detailed system ridership data on a quarterly basis each year in the months of February, May, August, and November. Once a year, a larger scale review is conducted resulting in the publication of the *Green Bay Metro Annual System Review and Analysis Report*, by the Brown County Planning Commission.

Green Bay Metro Services

Green Bay Metro provides fixed route bus, on-demand microtransit, and paratransit services within the Cities of Green Bay and De Pere and within the Villages of Allouez, Ashwaubenon, and Bellevue. To pay for the service, Metro applies for and receives federal and state grants, receives contributions from municipalities participating in the system, and generates revenue through passenger fares, sale of advertising, and partnerships.

Fixed Route Bus Service

Metro provides 11 full service and three limited service fixed routes using 29', 35', and 40' buses.

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.

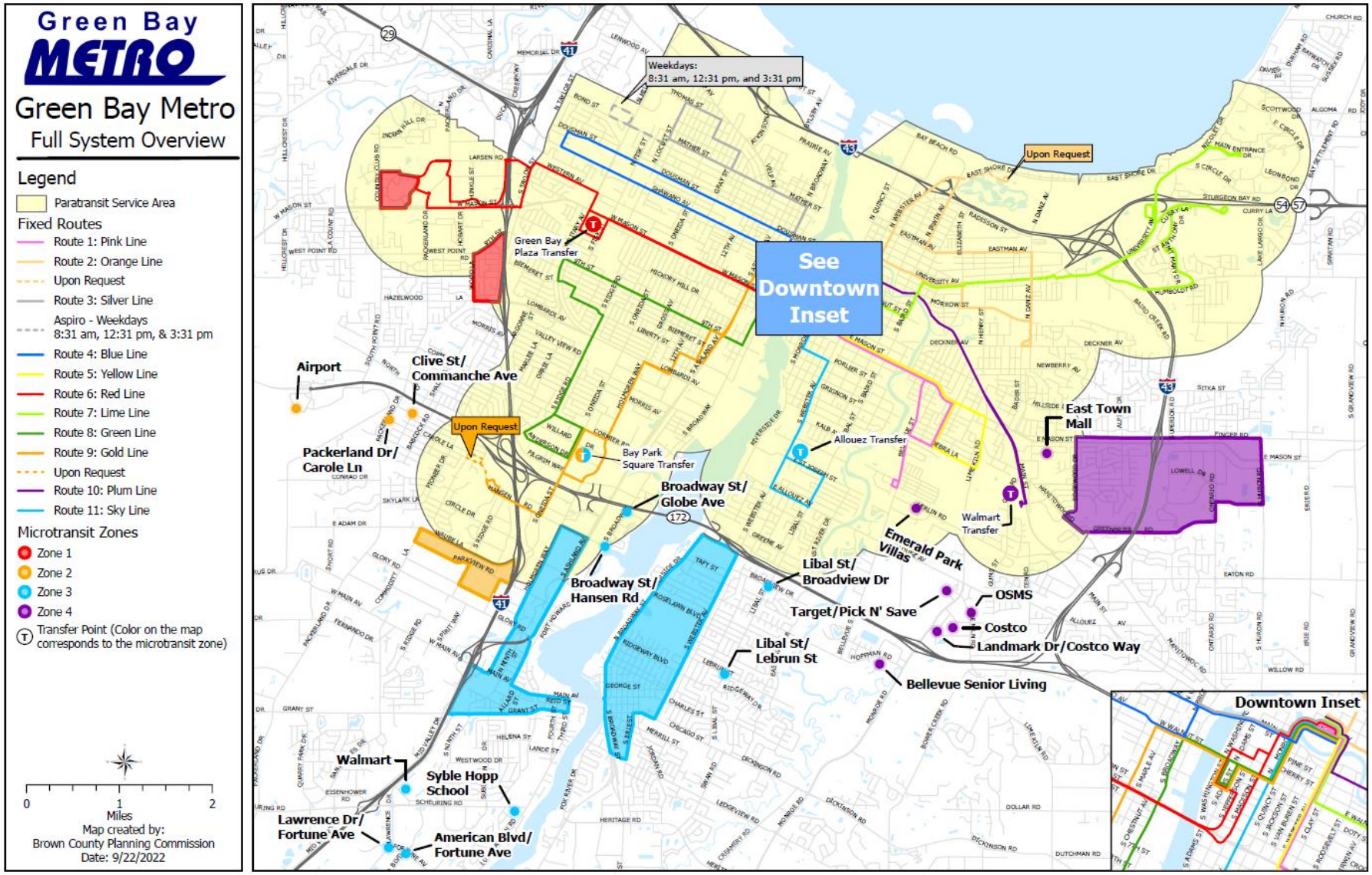
Paratransit Service

Paratransit is a form of specialized transportation service for individuals who are unable to use the fixed route bus system due to a disability. Individuals must complete an eligibility form and be certified to use the service. The service is currently provided under contract with Via, a private transportation company, with use of small buses.

Americans with Disabilities Act (ADA) complementary paratransit service must be provided within 3/4 of a mile of a fixed bus route. The service must operate during the same hours and days as the fixed route service and passengers can be charged no more than twice the regular fixed route bus fare.

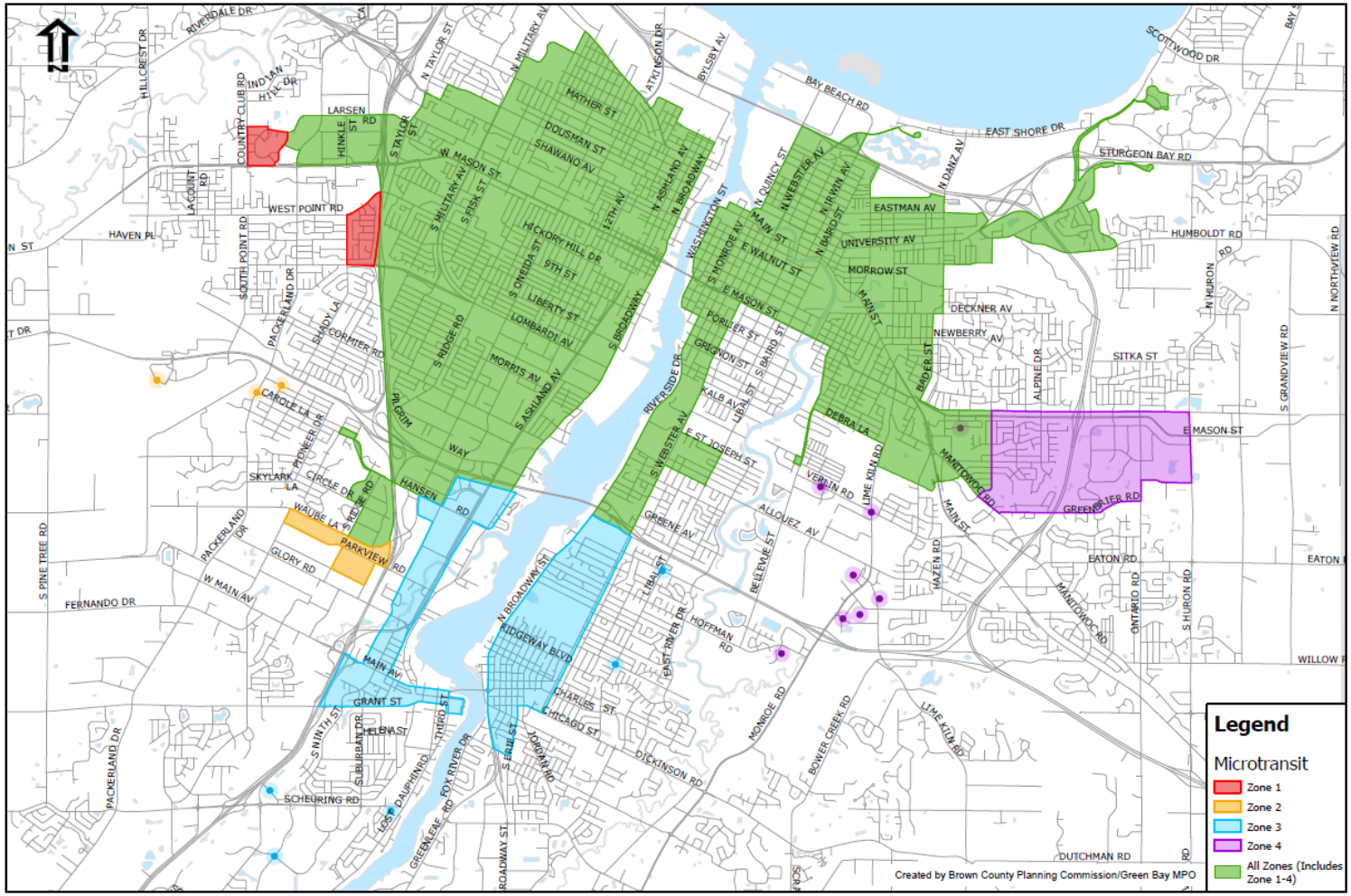
A map detailing Metro services is on the following page.

Green Bay Metro Bus Routes, Microtransit, and Paratransit Service



Green Bay Metro Microtransit All Zone Service

Microtransit All Zones



Operating Budget Overview

As stated, Green Bay Metro receives operating assistance from a variety of sources. The table on the following page includes actual and projected budgets for an eight year period from 2018-2025.

Actual and Projected Operating Expenses and Revenue Sources

	Actual					Projected			
	2018	**2019**	**2020**	**2021**	**2022***	**2023**	**2024**	**2025**	**2025**
Operating Expense:	**$7,735,054**	**$7,663,156**	**$6,563,412**	**$6,518,076**	**$7,409,365**	**$8,749,935**	**$8,837,434**	**$8,926,299**	**$9,016,551**
	5.83%	-0.93%	-14.35%	-0.69%	13.67%	18.09%	1.00%	1.01%	1.01%
Funding Sources:									
Public Operating Assistance:									
Federal 5307/Capitalized Maint./CARES	$2,191,933	$2,194,434	$3,044,158	$2,429,953	$2,911,340	$2,449,982	$2,498,982	$2,548,961	$2,599,940
State of Wisconsin Section 85.20	2,425,070	2,436,138	2,399,494	2,431,972	2,366,052	2,449,982	2,449,982	2,449,982	2,449,982
Village of Allouez	54,954	53,931	6,035	24,909	35,994	139,022	140,412	141,816	143,235
Village of Ashwaubenon	178,638	168,461	3,586	71,650	115,321	133,873	135,212	136,564	137,929
Village of Bellevue	66,690	86,224	2,573	40,631	64,940	133,059	134,390	135,733	137,091
City of De Pere	105,912	104,603	8,404	47,011	70,476	146,798	148,266	149,749	151,246
City of Green Bay	1,091,611	1,142,451	22,184	448,463	721,931	1,683,788	1,700,626	1,717,632	1,734,808
Public Operating Assistance Subtotal:	$6,114,807	$6,186,242	$5,486,434	$5,494,589	$6,286,054	$7,136,504	$7,207,869	$7,280,438	$7,354,232
Revenue:									
Farebox Revenue -Bus/Microtransit	$710,404	$667,692	$373,147	$408,665	$483,203	$775,000	$782,750	790,578	798,483
Farebox Revenue - Paratransit Program	462,561	401,834	361,926	273,901	241,519	385,000	388,850	392,739	396,666
Advertising (sale of ads on buses)	155,095	150,840	119,366	96,134	121,997	100,000	101,000	102,010	103,030
Investment Income	12,587	31,510	10,447	2,139	(4,604)	4,000	4,040	4,080	4,121
Other (partnership income, sale of used oil, etc.)	279,600	225,039	212,092	242,648	281,196	349,431	352,925	356,455	360,019
Revenue Subtotal:	$1,620,247	$1,476,915	$1,076,978	$1,023,487	$1,123,311	$1,613,431	$1,629,565	$1,645,861	$1,662,320
Funding Sources Total:	**$7,735,054**	**$7,663,156**	**$6,563,412**	**$6,518,076**	**$7,409,365**	**$8,749,935**	**$8,837,434**	**$8,926,299**	**$9,016,551**

*Loss in Investment Income reflects a substantial market value adjustment processed at end of CY 2022 per city auditor, Baker Tilly.

CHAPTER TWO

Fixed Route Bus and On Demand Microtransit System

Service

With the onset of the COVID-19 pandemic in March of 2020, stay-at-home orders, school closures, and rider preferences led to major ridership declines for public transit systems in the United States and throughout the world.

In response, Green Bay Metro made a number of changes to existing services. This included reducing service hours on weeknights and Saturdays. Metro also began to offer select routes on an on-demand basis, meaning, if no one requested service, the bus did not depart the transportation center.

Later in 2020, Metro introduced the microtransit pilot program. The program quickly proved successful with reduced passenger travel times and lower operating costs.

With the success of the pilot, microtransit services were expanded in August of 2021. At the same time, a complete fixed route restructuring, designed to improve route directness and increase service frequency, was implemented.

On January 2, 2023, service hours were expanded to include an earlier weekday start time of 5:15 a.m. and a later weeknight end time of 11:30 p.m.

Amount of Fixed Route Bus and Microtransit Service

The amount of service a transit system provides is typically expressed in terms of service hours or revenue hours.

Green Bay Metro provided 50,974 hours of fixed route service and 12,638 hours of on-demand microtransit service in 2022. In 2019, the year before the pilot on-demand service began, a total of 86,880 fixed route service hours were provided. The implementation of microtransit allowed Metro staff to greatly reduce the number of service hours while improving service frequency on the fixed route system.

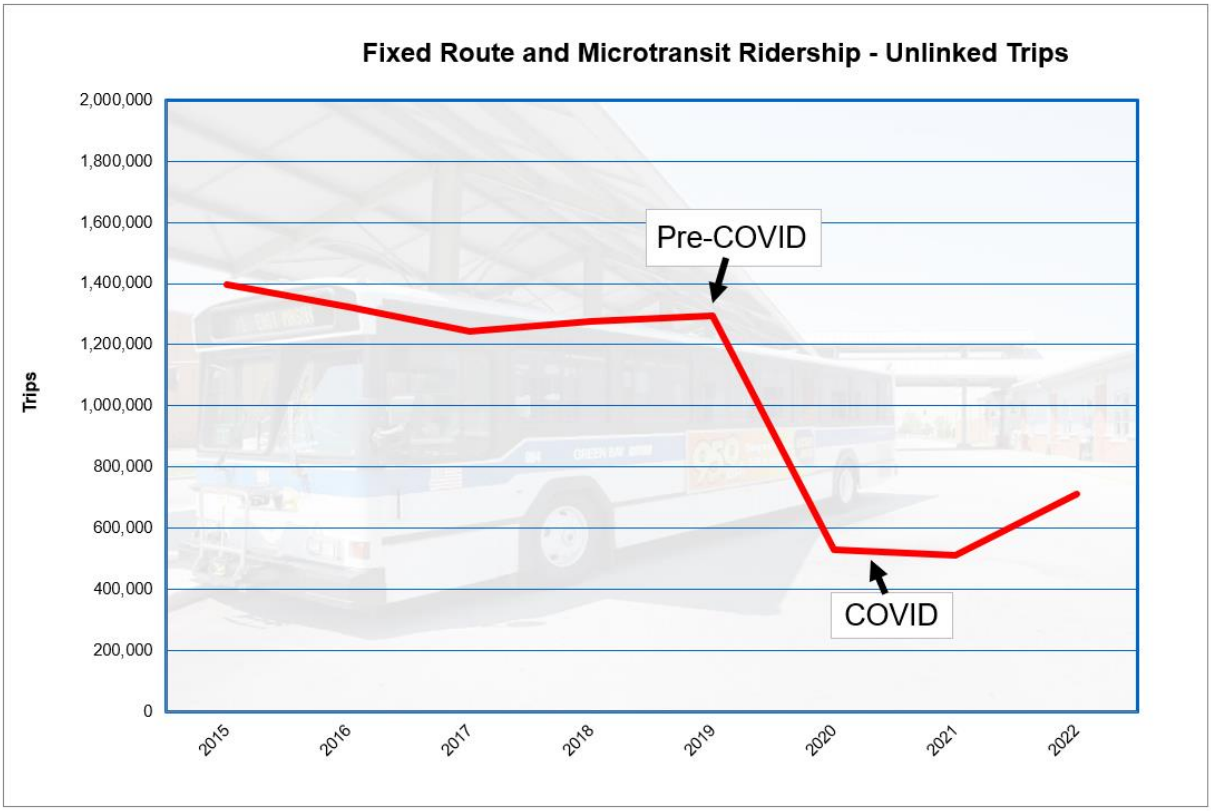
Ridership

The following table details ridership for a four year period. Again, the number of service hours provided for each year varied.

Fixed Route Bus and Microtransit Ridership
Before and During COVID-19 Pandemic

Service Type	2019 Fixed Route Bus Service Only	2020 Fixed Route Bus & Microtransit Pilot begins in August	2021 Route Restructuring & Full Scale Microtransit begins in August	2022 Fixed Route and Microtransit
Fixed Route Bus	1,292,700	526,958	495,371	681,502
Microtransit	0	1,908	14,641	28,888
Total:	**1,292,700**	**528,866**	**510,012**	**710,390**

The graph below shows the increase in ridership since the pandemic.



Performance

Fixed Route System

A common measure used to evaluate service effectiveness is expressed by the number of passengers boarding per one hour of service.

Ridership data have been collected for each fixed bus route on weekdays and Saturdays for each quarter in February, May, August (when school is not in session), and November.

Each quarterly dataset can be seen in Appendix A. A weekday summary is as follows:

Summary Fixed Route Bus Service Passengers per Hour Weekday				
Route	**February 2023**	**May 2023**	**August 2023**	**November 2023**
#1 Pink	9.5	10.3	10.4	12.8
# 2 Orange	16.7	20.0	12.0	21.9
# 3 Silver	11.2	11.9	13.6	14.1
# 4 Blue	17.9	19.7	15.2	19.6
# 5 Yellow	11.3	10.6	11.7	12.6
# 6 Red	18.4	19.0	17.8	22.1
# 7 Lime	14.4	15.3	10.3	15.7
# 8 Green	15.0	14.0	15.5	13.8
# 9 Gold	15.8	16.8	16.7	17.0
#10 Plum	16.7	15.9	16.1	20.4
#11 Sky	12.6	10.3	9.4	12.5
Weighted Average:	**15.2**	**15.6**	**13.9**	**17.3**

Fixed Route Bus Schedule Adherence

The schedule adherence (on-time performance) of each route is monitored by Metro operations staff. Green Bay Metro's guideline is zero minutes early to five minutes late under normal conditions. The goal of a transit system should be 100 percent on-time operation. However, many factors, such as traffic conditions, detours due to road construction or special events (e.g., farmers markets), rail crossings and bridge lifts, mechanical failures, and inclement weather cause delays from time to time.

Metro uses an automatic vehicle locator system that determines the location of each bus and transmits the information back to the dispatch office where operations staff can observe on a large screen if the buses are adhering to the published schedule. Dispatchers can determine if a bus is running on time, running ahead of schedule, running behind schedule, or is off its route. Equipment on the buses also lets the drivers know if they are deviating from the schedule.

Several routes cross the Fox River and/or active railroad tracks in downtown Green Bay. Delays due to train activity and watercraft movement at the Nitschke (Main Street), Starr (Walnut Street), and Tilleman (Mason Street) bridges create schedule adherence problems for the system.

Green Bay Metro operated with an 82.4% schedule adherence rate from January 2023 through October 2023.

On Demand Microtransit

Green Bay Metro has established performance targets for Microtransit regarding Passengers per Hour, Average Wait Time, and On-Time Pick-ups as shown below:

Microtransit Use and Performance
In October 2023

Category	Zones 1-4	Zones 1-4 & All-Zone	Total/ Average	Year-to-Date	Target
Passengers	4,046	1,867	5,913	49,134	
Operating Hours	1,359.0	491.4	1,850.4	17,700.0	
Passenger/Hour	3.0	3.8	3.2	2.8	3.0
Average Wait Time (in minutes)	23.7	28.0			20-30
On-Time Pick-ups	74.0%	66.0%			95.0%

Note: Zone 1-4 service is Monday-Friday 5:15 a.m. - 6:45 p.m. and Saturday 7:45 a.m. - 1:45 p.m. when fixed route bus service is operating. All Zone service is Monday-Friday 6:45 p.m. - 11:30 p.m. and Saturday 1:45 p.m. - 7:45 p.m. when fixed route bus service is not operating.

Similar to the fixed bus route system, train and bridge crossings can create delays, resulting in a vehicle arrival on-time percentage below the 95% target.

CHAPTER THREE

Limited Service Route (LSR) System

Green Bay Metro operates three limited service routes.

The #71 route operates on regularly scheduled school days at 6:15 a.m. and 2:30 p.m. and provides service on the east side of Green Bay and in portions of Bellevue. #71 is open to the general public. The #71 averaged 40 passengers per trip in November of 2023.

The #75 route operates on regularly scheduled school days at 6:45 a.m. and 2:45 p.m. and provides service from between the Metro Transportation Center and the far west side of Green Bay primarily serving the Ninth Street and West Point Road area. The #75 route is open to the general public. The #75 averaged 38 passengers per trip in November of 2023.

The #78 route operates on regularly scheduled school days at 6:30 a.m. and 2:35 p.m. and provides service in De Pere, Allouez, along West Mason Street, and in Ashwaubenon. #78 is open to the general public. The #78 averaged 53 passengers per trip in November of 2023.

CHAPTER FOUR

Paratransit Program

Paratransit is an alternative to the fixed route system. It is intended for people who cannot be served by Metro's fixed route buses due to disabilities. 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 vans or small buses. Paratransit is meant to be complementary to the fixed route system in terms of service area, service days and hours, and cost.

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 Transit Administration (FTA) funds, such as Green Bay Metro, to prepare a program for providing transportation services to people with disabilities by using both lift-equipped fixed route service and complementary paratransit service. Individuals are eligible to use ADA public transportation service or paratransit if they satisfy disability standards established by the ADA.

Metro has contracted with several private companies since 1988 to provide paratransit service. On March 30, 2020, Via River North Transit, LLC began providing paratransit services. The contract with Via was awarded after Metro completed a competitive bidding process.

Paratransit Contract Rates

Via currently receives $33.80 per passenger for each one-way trip. The cost per trip is adjusted annually based on the terms of the contract. Green Bay Metro also provides program certification functions and the fuel to operate Via's revenue vehicles.

Contract with Via

Term	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

Fares

Green Bay Metro offers advance-purchase convenience tickets for $4.00 (regular rate) or $19.00 (agency rate). Clients may also pay cash upon boarding the paratransit vehicle.

Agency Trips

Agency trip rates were approved by the Transit Commission and introduced on February 2, 2012. An agency is defined as an organization that serves persons who qualify for human services- or transportation-related programs or services due to disabilities, income, or advanced age. Many paratransit clients fall under the umbrella of a local agency. For example, a paratransit client that receives financial support from a program administered by the Brown County Human Services

Department and travels to the CP Center for therapy three times per week would be charged the agency rate for the home-to-CP and CP-to-home trips. Agency fares are permitted under USC 49 CFR Part 37.131(c).

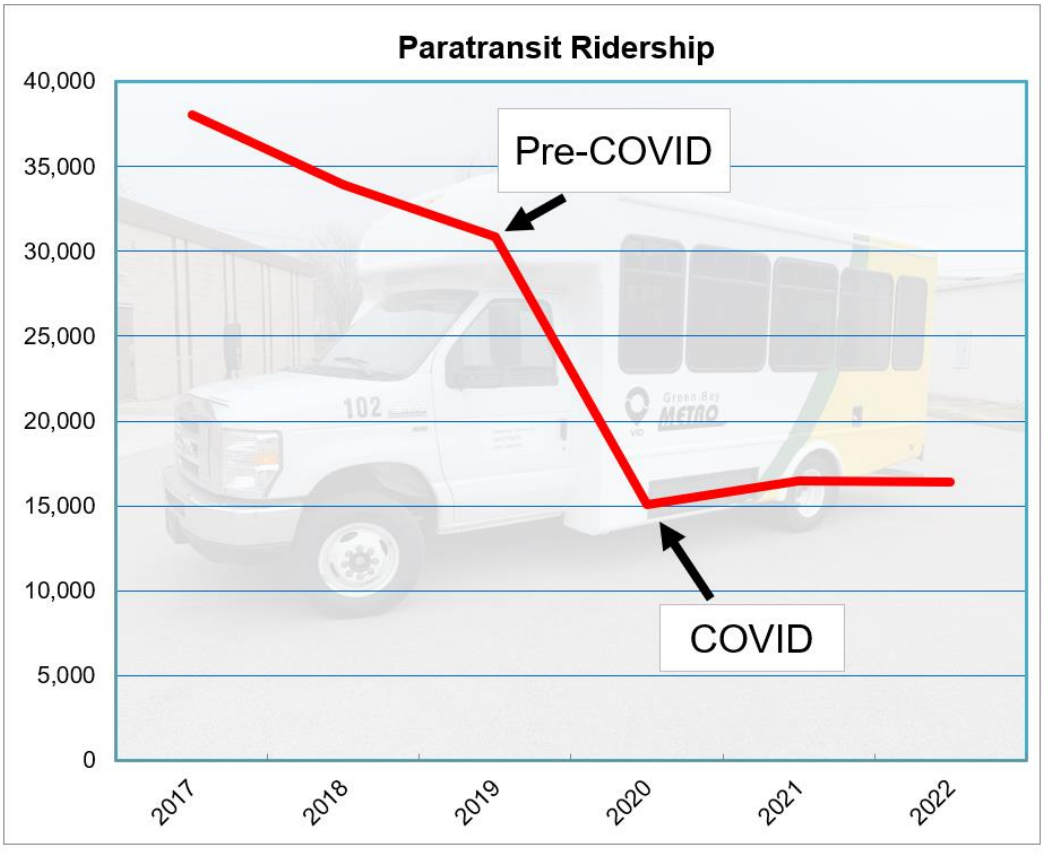
Many transit systems in Wisconsin have implemented an agency rate. Agency rates can vary from a modest charge to the full cost of providing the qualifying trip. Currently, Metro's agency rate is $19.00 per one-way trip. For comparison, Metro Transit in Madison charges the passenger for the entire cost of each one-way trip, which is $34.25

Paratransit Clients Shift Select Trips to Microtransit Services

Vehicles used for Green Bay Metro's 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.

Ridership

The graph below illustrates the decline in paratransit since the pandemic and shift of select trips to microtransit.



CHAPTER FIVE

Fare Structure

Fares

Green Bay Metro's past and present fare structures are shown below. Metro has been successful in maintaining fares near or below the average of its peer transit systems. Metro's fixed route bus and microtransit service fares are identical. Metro's most recent fare increase occurred on January 2, 2020.

Fixed Route Bus & Microtransit	**1998**	**2003**	**2005**	**2009**	**2019**	**2020**
Adult						
Cash	$1.00	$1.25	$1.50	$1.50	$1.50	$2.00
Day Pass					$3.00	$4.00
Week Pass					$12.00	$15.00
30-Day Pass	$21.50	$23.00	$26.00	$35.00	$35.00	$39.00
Student (K-12)						
Cash	$1.00	$1.25	$1.50	$1.50	$1.00	$1.50
Day Pass					$2.00	$3.00
30-Day Pass	$16.00	$16.00	$19.00	$19.00	$22.00	$26.00
Reduced (Age 65+ or Disability w/ ID Card)						
Cash	$0.50	$0.60	$0.75	$0.75	$0.75	$1.00
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
Paratransit						
Origin to Destination	$2.00	$2.50	$3.00	$3.00	$3.00	$4.00
Agency Fare-Origin to Destination					$15.00	$19.00

Green Bay Area Public School and Ashwaubenon Public School students ride the bus for free. The school districts cover the fares through a direct payment to Green Bay Metro.

CHAPTER SIX

Bus Fleet and Other Capital Needs

Bus Fleet

The tables below detail Green Bay Metro's bus fleet as of December 2023:

Number of Fixed Route Buses	Year	Manufacturer	Length	Years in Service
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
36				
Average Age in Years:				**8.0**

Green Bay Metro, through the MPO, has secured approximately $1,175,000 in federal Surface Transportation Block Grant (STBG) funds to offset the cost of additional buses. The buses had not been ordered as of December 2023.

Peak Bus Requirements

The full and limited service route system currently requires 16 buses (13 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 as buses age out and are retired from service

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.

Other Capital Needs

Green Bay Metro has secured the necessary funding to complete the following capital projects in 2023 and 2024:

- Computer Aided Dispatch/Automatic Vehicle Location (CAD/AVL) System
- Transitway Pavement Repair
- Roof Repair
- HVAC Systems
- Bus Lifts (5)
- Facility Lighting Upgrade (LED)
- Maintenance Truck
- Floor Scrubber
- Walk-Behind Floor Scrubber
- Solar Powered Bus Stop Signs

Bus Shelters and Benches

Green Bay Metro offers 37 bus shelters with benches throughout the service area. In 2023, Metro installed three bus shelters with benches on the following routes and locations:

<u>#6 Red route:</u>

- on West Mason Street near Aurora Clinic entrance/Hinkle Street - eastbound

<u>#10 Plum route:</u>

- on Main Street near the Dollar Tree/East Mason Street - eastbound
- on Main Street near Popeye's/East Mason Street - westbound

CHAPTER SEVEN

Programs

LIFT Program

The LIFT Program was established in 2022 to assist individuals with incomes at or below 150% of the national poverty guidelines by providing up to four day passes per month.

Low-income individuals may use one day pass per week on any day of the week of their choosing. A brief application form must be completed and submitted to Metro. The LIFT Program replaces Green Saturday, which allowed individuals to ride for free only on Saturday.

U-Pass and other Partnerships

A U-Pass (or Universal Pass) Program allows participants an unlimited number of rides on any Green Bay Metro bus. In turn, the participating entity reimburses Green Bay Metro based on an established flat rate or rate per unlinked trip.

U-Pass Partnerships:

- The UW-Green Bay contract calls for a flat rate of $1.00 per unlinked trip. All UW-Green Bay students may request a free bus pass from the school.

- The Green Bay Area Public School District contract calls for a flat rate of $160,000 per year. All K-12 students ride for free when presenting their identification card.

- The Ashwaubenon School District contract calls for a flat rate of $5,004 per year. All K-12 students ride for free when presenting their identification card.

Other Partnerships:

Bus routes #8 Green and #9 Gold, which provide service to Lambeau Field, are free to all passengers. In addition, all four Packers Game Day routes are free. The Green Bay Packers subsidize the services in the form of a direct payment of $21,000 as well as paying for two wrapped buses annually.

Other Opportunities

Green Bay Metro is hopeful that similar arrangements can be made with other educational institutions and other local businesses and entities.

Bike Rack Use on the Fixed Route System

In 2007, Green Bay Metro received a grant and installed bicycle racks on all buses.

The addition of bike racks has expanded Metro's service area as passengers are able to utilize biking on either end of their commute. This is commonly known as the first-mile last-mile. Green Bay Metro has begun talks with Via to install bicycle racks on all microtransit vehicles. It is hopeful that this will occur in 2024.

In the photo below, a Green Bay Metro passenger is shown boarding the bus after loading his bicycle onto the front rack. The racks are easy to use and allow bicyclists to load and unload their bicycles within seconds. Each bike rack can accommodate two bikes. Metro does not charge an additional fee for bike rack use.

Photo: Brown County Planning Commission.

Month	2016	2019	2022
January	568	661	327
February	571	449	281
March	1,009	863	410
April	1,077	1,341	695
May	1,744	1,675	899
June	1,723	1,710	1,148
July	1,644	1,995	1,037
August	1,896	2,272	1,369
September	1,627	1,910	1,253
October	1,446	1,896	1,172
November	1,279	1,142	893
December	745	731	614
Total:	**15,329**	**16,645**	**10,098**
Average per Month:	**1,277**	**1,387**	**842**

Note: All Green Bay Metro buses are equipped with a bike rack which can accommodate two bicycles.

Mobility Device Use on the Fixed Route Bus System

A mobility device is designed to assist with walking or otherwise improve the mobility of people with a mobility concern. Devices can include electric wheelchairs and scooters and manually operated aids such as walkers and crutches.

All Green Bay Metro buses and microtransit vehicles are equipped with the necessary equipment to load, unload, and secure standard wheelchairs and scooters as required by law. The data below reflects boardings on the fixed route bus system and does not include mobility device boadings on microtranist vehicles.

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
Total:	**9,018**	**8,809**	**4,676**
Average per Month:	**752**	**734**	**390**

Note: All Green Bay Metro buses have the necessary equipment to accommodate manual and electric wheelchairs.

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

During the 2022/2023 season, at total of 22,467 one-way trips were provided for the first ever soccer match at Lambeau Field, Family Night (Packers practice), one pre-season Packers game, and eight regular season Packers games.

CHAPTER EIGHT

Plans

2024-2028 Transit Development Plan (TDP) for the Green Bay Metro System

In 2023, Brown County Planning Commission staff, in conjunction with Green Bay Metro staff, prepared the 2024-2028 Transit Development Plan (TDP) for the Green Bay Metro System. A TDP is a five-year plan designed to evaluate route structure, fares, capital improvement projects, policies and procedures, and general operational functions for a transit system. Long-range issues beyond 2028 were also addressed. The TDP was approved by the Green Bay Transit Commission on November 15, 2023. The recommendations are as follows:

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 increased modestly 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.

Microtransit Capacity. It is recommended that Metro undertake an evaluation to determine if Microtransit capacity limits are reached routinely at certain times during the week. In the event this occurs, Green Bay Metro will need to either deploy additional Microtransit vehicles or in the case of Saturday afternoon, adjust the full-service fixed route bus service to serve beyond the 1:45 p.m. fixed route end time/microtransit all-zone start time.

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.

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Green Bay Metro Management Plan

The following represents a summary of the 2023 accomplishments and 2024 goals prepared by Metro staff.

Accomplishments in 2023 (as of 11/27/2023):

- Microtransit service celebrated its three-year anniversary in August. Microtransit is a technology-based ADA accessible on demand service that provides the flexibility of scheduling a ride on demand. This service is monitored by staff and continues to see usage increase.
- The replacement of five hydraulic bus lifts in Metro's maintenance shop is in final stages of completion. Four of the current lifts are 22 years old and one is 12 years old.
- The replacement of the Computer Aided Dispatch/Automatic Vehicle Locator (CAD/AVL) system is nearing completion. This new technology will provide seamless service between all transportation modes, while providing real time information.
- The LED interior facilities project was completed in the spring.
- Metro is working with other city departments on an energy innovation program that explores renewable and efficient energy storage, with the result being the creation of a comprehensive energy plan. Metro's internal goal is to develop a climate action plan specific to transit that reduces Metro's carbon footprint.
- The replacement of the 22 year old HVAC system is nearing completion.
- Metro staff successfully completed a Triennial Review, which was conducted by the Federal Transit Administration. This review consists of ensuring compliance with all transit policies, procedures, and financial requirements as required by federal law.

Management Goals for 2024:

- Continue to monitor services to ensure the needs of the community are being met.
- Continue to create partnerships with area communities and businesses.
- Continue to implement advanced transportation technologies to improve safety, mobility, efficiency, and system performance.
- Replace and upgrade the current vehicle fueling system, including software.
- Evaluate the expansion of service hours.
- Expand community outreach through the mobility management program.
- Continue to study the implementation of autonomous vehicles.
- Continue to research alternative fuel options.
- Continue to seek funding opportunities to help achieve system goals.
- Increase ridership by educating the community. Ridership continues to increase but has not reached pre-covid numbers.

CHAPTER NINE

Summary of Recommendations

The Brown County Planning Commission staff recommends the following:

1. Staff should continue to closely monitor the performance of fixed bus routes, on demand microtransit, and paratransit services.

2. Implement Management Goals for 2024.

3. Continue implementing recommendations outlined in the *2024-2028 Transit Development Plan (TDP).*

4. Monitor the status of state and federal legislation or activities relating to future funding for operating and capital projects.

5. Install bicycle racks on all microtransit vehicles.

APPENDIX A

Quarterly Review of Fixed Route Bus Service
Passengers per Hour
for Weekdays and Saturdays
February 2023
May 2023
August 2023
November 2023
and
Fixed Route and Microtransit Summary

Notes regarding datasets:

Fixed Route System Performance:

The fixed route system standard for Passengers per Hour is established for weekday service only. The system standard is calculated by taking 80% of the system median. Routes falling below the system standard should be monitored closely.

Weekday service hours are as follows:

- Fixed Bus Routes #1-#11 in operation from 5:15 a.m. to 6:45 p.m.
- Zones #1-#4 On Demand Microtransit service in operation from 5:15 a.m. to 6:45 p.m.
- All Zone On Demand Microtransit service in operation from 6:45 p.m. to 11:30 p.m.

Saturday service hours are as follows:

- Fixed Bus Routes #1-#11 in operation from 7:15 a.m. to 1:45 p.m.
- Zones #1-#4 On Demand Microtransit service in operation from 7:15 a.m. to 1:45 p.m.
- All Zone On Demand Microtransit service in operation from 1:45 p.m. to 7:45 p.m.

Fixed Route Bus Service
Passengers per Hour
Weekday
February 2023

Route	Trips per Weekday	Route Length (in hours)	Service Hours per Weekday	Weekday Passengers for the Month	Average Weekday Passengers per Day	Weekday Passengers per Hour
#1 Pink	14	0.5	7.0	1,335	67	9.5
# 2 Orange	27	0.5	13.5	4,510	226	16.7
# 3 Silver	27	0.5	13.5	3,017	151	11.2
# 4 Blue	27	0.5	13.5	4,839	242	17.9
# 5 Yellow	13	0.5	6.5	1,473	74	11.3
# 6 Red	26	1.0	26.0	9,578	479	18.4
# 7 Lime	23	1.0	23.0	6,610	331	14.4
# 8 Green	13	1.0	13.0	3,901	195	15.0
# 9 Gold	13	1.0	13.0	4,120	206	15.8
#10 Plum	27	0.5	13.5	4,502	225	16.7
#11 Sky	27	0.5	13.5	3,399	170	12.6
Total/System Average:			**156.0**	**47,284**	**2,364**	**15.2**
System Median:						**15.0**
System Standard:						**12.0**

Fixed Route Bus Service
Passengers per Hour
Saturday
February 2023

Route	Trips per Saturday	Route Length (in hours)	Service Hours per Saturday	Saturday Passengers for the Month	Average Saturday Passengers per Day	Saturday Passengers per Hour
#1 Pink	6	0.5	3.0	116	29	9.7
# 2 Orange	12	0.5	6.0	184	46	7.7
# 3 Silver	6	0.5	3.0	131	33	10.9
# 4 Blue	6	0.5	3.0	182	46	15.2
# 5 Yellow	6	0.5	3.0	91	23	7.6
# 6 Red	11	1.0	11.0	583	146	13.3
# 7 Lime	6	1.0	6.0	268	67	11.2
# 8 Green	6	1.0	6.0	435	109	18.1
# 9 Gold	5	1.0	5.0	311	78	15.6
#10 Plum	12	0.5	6.0	374	94	15.6
#11 Sky	12	0.5	6.0	185	46	7.7
Total/System Average:			**58.0**	**2,860**	**715**	**12.3**

Fixed Route Bus Service
Passengers per Hour
Weekday
May 2023

Route	Trips per Weekday	Route Length (in hours)	Service Hours per Weekday	Weekday Passengers for the Month	Average Weekday Passengers per Day	Weekday Passengers per Hour
#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	23	1.0	23.0	7,725	351	15.3
# 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
Total/System Average:			**156.0**	**53,554**	**2,434**	**15.6**
System Median:						**15.3**
System Standard:						**12.2**

Fixed Route Bus Service
Passengers per Hour
Saturday
May 2023

Route	Trips per Saturday	Route Length (in hours)	Service Hours per Saturday	Saturday Passengers for the Month	Average Saturday Passengers per Day	Saturday Passengers per Hour
#1 Pink	6	0.5	3.0	97	24	8.1
# 2 Orange	12	0.5	6.0	220	55	9.2
# 3 Silver	6	0.5	3.0	180	45	15.0
# 4 Blue	6	0.5	3.0	209	52	17.4
# 5 Yellow	6	0.5	3.0	93	23	7.8
# 6 Red	11	1.0	11.0	584	146	13.3
# 7 Lime	6	1.0	6.0	192	48	8.0
# 8 Green	6	1.0	6.0	376	94	15.7
# 9 Gold	5	1.0	5.0	290	73	14.5
#10 Plum	12	0.5	6.0	307	77	12.8
#11 Sky	12	0.5	6.0	138	35	5.8
Total/System Average:			**58.0**	**2,686**	**672**	**11.6**

Fixed Route Bus Service
Passengers per Hour
Weekday
August 2023

Route	Trips per Weekday	Route Length (in hours)	Service Hours per Weekday	Weekday Passengers for the Month	Average Weekday Passengers per Day	Weekday Passengers per Hour
#1 Pink	14	0.5	7.0	1,672	73	10.4
# 2 Orange	27	0.5	13.5	3,738	163	12.0
# 3 Silver	27	0.5	13.5	4,212	183	13.6
# 4 Blue	27	0.5	13.5	4,711	205	15.2
# 5 Yellow	13	0.5	6.5	1,754	76	11.7
# 6 Red	26	1.0	26.0	10,645	463	17.8
# 7 Lime	23	1.0	23.0	5,468	238	10.3
# 8 Green	13	1.0	13.0	4,645	202	15.5
# 9 Gold	13	1.0	13.0	5,006	218	16.7
#10 Plum	27	0.5	13.5	4,994	217	16.1
#11 Sky	27	0.5	13.5	2,924	127	9.4
Total/System Average:			**156.0**	**49,769**	**2,164**	**13.9**
System Median:						**13.6**
System Standard:						**10.9**

Fixed Route Bus Service
Passengers per Hour
Saturday
August 2023

Route	Trips per Saturday	Route Length (in hours)	Service Hours per Saturday	Saturday Passengers for the Month	Average Saturday Passengers per Day	Saturday Passengers per Hour
#1 Pink	6	0.5	3.0	107	27	8.9
# 2 Orange	12	0.5	6.0	229	57	9.5
# 3 Silver	6	0.5	3.0	192	48	16.0
# 4 Blue	6	0.5	3.0	203	51	16.9
# 5 Yellow	6	0.5	3.0	113	28	9.4
# 6 Red	11	1.0	11.0	667	167	15.2
# 7 Lime	6	1.0	6.0	254	64	10.6
# 8 Green	6	1.0	6.0	312	78	13.0
# 9 Gold	5	1.0	5.0	259	65	13.0
#10 Plum	12	0.5	6.0	370	93	15.4
#11 Sky	12	0.5	6.0	148	37	6.2
Total/System Average:			**58.0**	**2,854**	**714**	**12.3**

Fixed Route Bus Service
Passengers per Hour
Weekday
November 2023

Route	Trips per Weekday	Route Length (in hours)	Service Hours per Weekday	Weekday Passengers for the Month	Average Weekday Passengers per Day	Weekday Passengers per Hour
#1 Pink	14	0.5	7.0	2,053	89	12.8
# 2 Orange	27	0.5	13.5	6,800	296	21.9
# 3 Silver	27	0.5	13.5	4,393	191	14.1
# 4 Blue	27	0.5	13.5	6,097	265	19.6
# 5 Yellow	13	0.5	6.5	1,885	82	12.6
# 6 Red	26	1.0	26.0	13,205	574	22.1
# 7 Lime	23	1.0	23.0	8,291	360	15.7
# 8 Green	13	1.0	13.0	4,132	180	13.8
# 9 Gold	13	1.0	13.0	5,084	221	17.0
#10 Plum	27	0.5	13.5	6,325	275	20.4
#11 Sky	27	0.5	13.5	3,880	169	12.5
Total/System Average:			**156.0**	**62,145**	**2,702**	**17.3**
System Median:						**15.7**
System Standard:						**12.6**

Fixed Route Bus Service
Passengers per Hour
Saturday
November 2023

Route	Trips per Saturday	Route Length (in hours)	Service Hours per Saturday	Saturday Passengers for the Month	Average Saturday Passengers per Day	Saturday Passengers per Hour
#1 Pink	6	0.5	3.0	102	26	8.5
# 2 Orange	12	0.5	6.0	241	60	10.0
# 3 Silver	6	0.5	3.0	209	52	17.4
# 4 Blue	6	0.5	3.0	224	56	18.7
# 5 Yellow	6	0.5	3.0	115	29	9.6
# 6 Red	11	1.0	11.0	770	193	17.5
# 7 Lime	6	1.0	6.0	305	76	12.7
# 8 Green	6	1.0	6.0	383	96	16.0
# 9 Gold	5	1.0	5.0	266	67	13.3
#10 Plum	12	0.5	6.0	340	85	14.2
#11 Sky	12	0.5	6.0	196	49	8.2
Total/System Average:			**58.0**	**3,151**	**788**	**13.6**

Green Bay Metro Fixed Route Bus and Microtransit Ridership

2020	Fixed Route Bus	Microtransit
January	115,849	0
February	113,251	0
March	56,190	0
April	13,705	0
May	16,576	0
June	28,577	0
July	29,253	0
August	30,485	140
September	32,379	333
October	32,454	450
November	29,059	496
December	29,180	489
Subtotal:	**526,958**	**1,908**
Total:	**528,866**	

COVID-19 Pandemic - March 20, 2020.
Microtransit implemented in August 2020.

2021	Fixed Route Bus	Microtransit
January	28,952	523
February	28,800	705
March	37,413	703
April	39,219	568
May	37,949	476
June	39,593	623
July	38,059	701
August	40,015	1,846
September	48,415	2,167
October	53,577	2,003
November	52,391	2,177
December	50,730	2,149
Subtotal:	**495,113**	**14,641**
Total:	**509,754**	

System Redesign implemented in August 2021.

2022	Fixed Route Bus	Microtransit
January	44,748	1,931
February	45,893	2,159
March	51,612	2,540
April	53,265	2,369
May	56,138	2,261
June	52,841	2,307
July	50,155	2,185
August	55,305	2,495
September	66,844	2,642
October	72,572	2,581
November	70,421	2,768
December	61,708	2,650
Subtotal:	**681,502**	**28,888**
Total:	**710,390**	

2023	Fixed Route Bus	Microtransit
January	67,532	3,718
February	54,248	3,600
March	61,483	4,422
April	60,066	4,472
May	68,238	5,327
June	55,149	5,391
July	47,408	5,148
August	57,240	5,710
September	67,373	5,433
October	76,460	5,913
November		
December		
Subtotal:	**615,197**	**49,134**
Total:	**664,331**	

Service hour expansion/modification in January 2023.
30-day pass promotion in April-December 2023.

Report to the
Transit Commission
of the City of Green Bay

Green Bay METRO

MEETING DATE	PREPARED BY
January 17, 2024	

AGENDA ITEM # D.4

Discussion Action: New Advertising Rates Effective February 1, 2024

BACKGROUND

The staff is proposing an increase in bus advertising rates. The increase will still have Green Bay Metro's rates well below other area transit agencies. The last rate increase occurred in 2012.

RECOMMENDATION

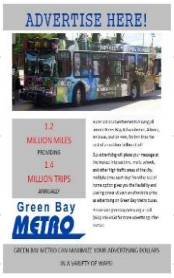
Staff recommends increasing the advertising rates as presented, effective February 1, 2024.

FISCAL IMPACT

ATTACHMENTS

1. 2024 Advertising Price Increase

2024 Advertising Rates

		Current Monthly rate		Recommended Price Increase
FULL WRAP		$ 800.00		$ 900.00
KING KONG		$ 200.00		$ 210.00
ULTRA SUPER KING		$ 150.00		$ 175.00
REAR		$ 130.00		$ 150.00
KING		$ 125.00		$ 140.00
QUEEN		$ 125.00		$ 140.00
INTERIOR AD		$ 16.00		$ 16.00
ROUTE GUIDE AD:		Annual		Annual
FULL PAGE		$ 500.00		$ 550.00
HALF PAGE		$ 300.00		$ 350.00
INTERIOR:				
INFOTAINMENT SCREEN	**TBD**			

Report to the
Transit Commission
of the City of Green Bay

MEETING DATE	PREPARED BY
January 17, 2024	

AGENDA ITEM # E.1

Operational Reports

BACKGROUND

Operational reports included. Staff will present the reports.

RECOMMENDATION

No action is necessary.

FISCAL IMPACT

ATTACHMENTS

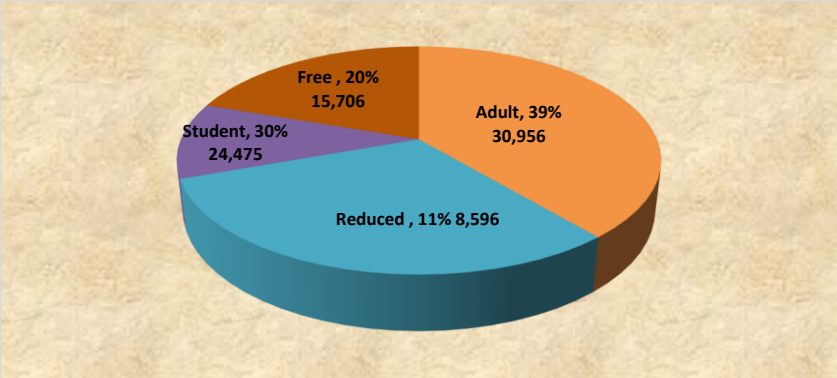
1. 11-Nov Ridership

Fixed Route Ridership

	ADULT	STUDENT	*REDUCED	*FREE	MONTHLY FIXED ROUTE	YTD FIXED ROUTE
November 2022	24,168	20,869	8,810	16,574	70,421	619,794
November 2023	26,399	23,962	8,247	15,688	74,296	689,493
Difference	2,231	3,093	(563)	(886)	3,875	
	9%	15%	-6%	-5%	6%	

Microtransit On Demand Ridership

	ADULT	STUDENT	*REDUCED	*FREE	MONTHLY ON DEMAND	YTD ON DEMAND
November 2022	2,414	158	190	6	2,768	26,238
November 2023	4,557	513	349	18	5,437	54,571
	2,143	355	159	12	2,669	
	89%	225%	84%	200%	96%	



YTD PASSENGERS
744,064

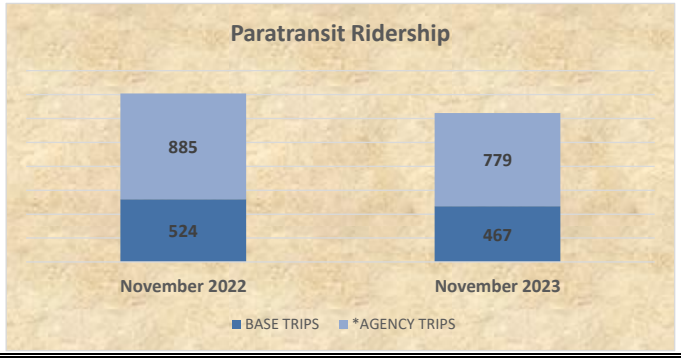
**Reduced fare program is for individuals who are age 65 and older, Medicare recipients, and individuals with qualifying disabilities.*

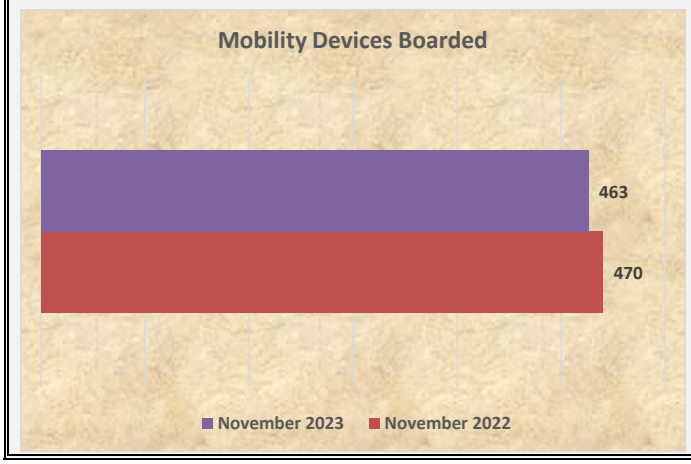
**Free is comprised of game day, children 4 & under, promos, etc.*

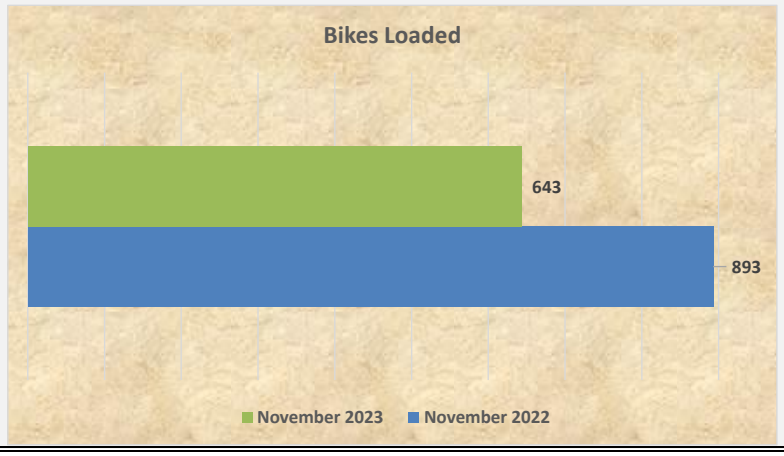
Paratransit Ridership

	BASE TRIPS	*AGENCY TRIPS	TOTAL TRIPS	YTD
November 2022	524	885	1,409	15,145
November 2023	467	779	1,246	14,052
Difference	(57)	(106)	(163)	
	-10.9%	-12.0%	-11.6%	

**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).*







Report to the
Transit Commission
of the City of Green Bay

Green Bay METRO

MEETING DATE	PREPARED BY
January 17, 2024	

AGENDA ITEM # E.2

Financial Reports

BACKGROUND

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

RECOMMENDATION

No action is necessary.

FISCAL IMPACT

ATTACHMENTS

1. 11.Nov Financials

Green Bay METRO

Green Bay Metro Transit Commission
Financial Report
NOV 2023

EXPENSES

ACCOUNT DESCRIPTION	2023 Jan-Nov	2022 Jan-Nov	+/-	%	2023 BUDGET	% OF BUDGET
Wages & Salaries	**2,210,122.12**	**2,280,073.38**	(69,951)	-3.1%	**2,660,944**	**83.1%**
Fringe Benefits	**946,174.30**	**1,192,696.12**	(246,522)	-20.7%	**1,645,874**	**57.5%**
Other Employment Expenses	**110,831.51**	**65,570.02**	45,261	69.0%	**67,600**	**164.0%**
Contract Services	**152,368.81**	**173,384.59**	(21,016)	-12.1%	**401,799**	**37.9%**
Materials & Supplies	**424,496.52**	**596,500.74**	(172,004)	-28.8%	**871,811**	**48.7%**
Building & Equip Maintenance	**249,919.70**	**216,443.30**	33,476	15.5%	**211,900**	**117.9%**
Utilities	**141,785.20**	**87,905.67**	53,880	61.3%	**123,731**	**114.6%**
Insurance	**154,483.34**	**170,891.62**	(16,408)	-9.6%	**160,492**	**96.3%**
Miscellaneous	**203.00**	**211.00**	(8)	-3.8%	**250**	**81.2%**
Paratransit Services	**477,904.97**	**524,244.22**	(46,339)	-8.8%	**946,034**	**50.5%**
Microtransit Services	**1,515,745.35**	**923,579.89**	592,165	64.1%	**1,659,500**	**91.3%**
Subrecipient Expenses	**-**	**-**	-	0.0%	**-**	**0.0%**
TOTAL	**6,384,034.82**	**6,231,500.55**	**152,534**	**2.4%**	**8,749,935**	**73.0%**

ORIGINAL BUDGET

REVENUES

ACCOUNT DESCRIPTION	2023 Jan-Nov	2022 Jan-Nov	+/-	%	2023 BUDGET	% OF BUDGET
Federal Operating Asst	**1,391,120.00**	**1,948,839.00**	(557,719)	-28.6%	**2,574,289**	**54.0%**
State Operating Asst	**1,913,579.00**	**2,366,052.00**	(452,473)	-19.1%	**2,449,982**	**78.1%**
Other Local Municipalities	**518,922.50**	**603,262.30**	(84,340)	-14.0%	**552,752**	**93.9%**
Green Bay	**1,144,000.00**	**1,144,000.00**	-	0.0%	**1,683,788**	**67.9%**
Farebox Revenue-Fixed Route	**350,965.77**	**419,705.56**	(68,740)	-16.4%	**775,000**	**45.3%**
Farebox Revenue-Paratransit	**184,189.00**	**209,147.00**	(24,958)	-11.9%	**385,000**	**47.8%**
Farebox Revenue-Microtransit	**19,466.00**	**13,422.00**	6,044	45.0%	**-**	**0.0%**
College Program Fares	**5,205.00**	**5,627.00**	(422)	-7.5%	**-**	**0.0%**
TMI Refund	**24,485.00**	**50,038.00**	(25,553)	-51%	**-**	**0.0%**
Non-Transportation Revenue	**323,586.33**	**47,275.35**	276,311	584.5%	**9,699**	**3336.3%**
State Fuel Refund	**13,738.38**	**11,493.25**	2,245	19.5%	**-**	**0.0%**
Advertising	**96,773.96**	**109,293.42**	(12,519)	-11.5%	**100,000**	**96.8%**
Intercity Bus Commissions	**5,931.84**	**6,249.00**	(317)	-5.1%	**6,000**	**98.9%**
Partnership Contributions	**144,722.00**	**143,750.00**	972	0.7%	**213,424**	**67.8%**
TOTAL	**6,136,684.78**	**7,078,153.88**	**(941,469)**	**-13.3%**	**8,749,935**	**70.1%**

KEY PERFORMANCE INDICATORS (KPI)

Operating Days	282	281	1.0	0.4%	305
Revenue Miles	603,339	696,749	(93,410)	-13.4%	663,084
Revenue Hours	40,112	46,806	(6,694)	-14.3%	43,783
Unlinked Passenger Trips	689,493	619,794	69,699	11.2%	817,802
Revenue / Cost	**96.1%**	**113.6%**			100%
Farebox Revenue / Mile	0.58	0.60	(0.02)	-3.4%	1.17
Farebox Revenue / Pass Trip	0.51	0.68	(0.17)	-24.8%	0.95
Farebox Revenue / Hour	8.75	8.97	(0.22)	-2.4%	17.70
Passenger / Mile	1.14	0.89	0.25	28.5%	1.23
Cost / Mile	7.28	6.87	0.41	6.0%	9.27
Cost / Passenger Trip	6.37	7.72	(1.35)	-17.5%	7.51

*Insurance is [NET] TMI

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

Report to the
Transit Commission
of the City of Green Bay

Green Bay METRO

MEETING DATE	PREPARED BY
January 17, 2024	

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