



MINUTES OF THE TRANSIT COMMISSION

WEDNESDAY, JANUARY 17, 2024, 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, Kevin Kuehn, Hector Rodriguez, Alderman Randy Scannell and Terri Refsguard

Excused: Emily Ysebert, Michael Conley Kuhagen

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

B. APPROVAL OF THE AGENDA.

I. Approval of the January 17, 2024 Transit Commission Agenda.

Moved by Alder Randy Scannell, seconded by Commissioner Kevin Kuehn, to approve the agenda for January 17, 2024. Motion carried.

Yes - Roger Kolb, Terri Refsguard, and Hector Rodriguez

No - None, Abstain- None

C. APPROVAL OF MINUTES.

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

Moved by Commissioner Kevin Kuehn, seconded by Alder Randy Scannell, to approve the minutes from the December 6, 2023 meeting. Motion carried.

Yes - Roger Kolb, Terri Refsguard, and Hector Rodriguez

No - None, Abstain- None

D. REGULAR BUSINESS.

I. Discussion/Action: Green Bay Metro Financial Management & Procedures

Director Kiewiz stated this is an important document that provides guidance and expectations for

staff. She shared this update includes some general housekeeping updates in addition to comments made through the triennial review. Changes are represented by being highlighted.

Moved by Commissioner Kevin Kuehn, seconded by Alder Randy Scannell, to approve the Green Bay Metro Financial Management & Procedures as presented. Motion carried.

Yes - Roger Kolb, Terri Refsguard, and Hector Rodriguez

No - None, Abstain- None

2. Mobility Management Report - Biannual 2023

Director Kiewiz stated this is a report that Andrea Vlach, Mobility Coordinator, prepares twice a year. This report summarizes all the great work she does. P. Kiewiz reminded the Commission this is a position that is funded through the 5310 program. Metro partners with Brown County Planning to provide these services.

Lisa Conard from Brown County Planning commented that they are pleased with how the program has been functioning. P. Kiewiz commented that A. Vlach does a great job working with the public.

No action is necessary.

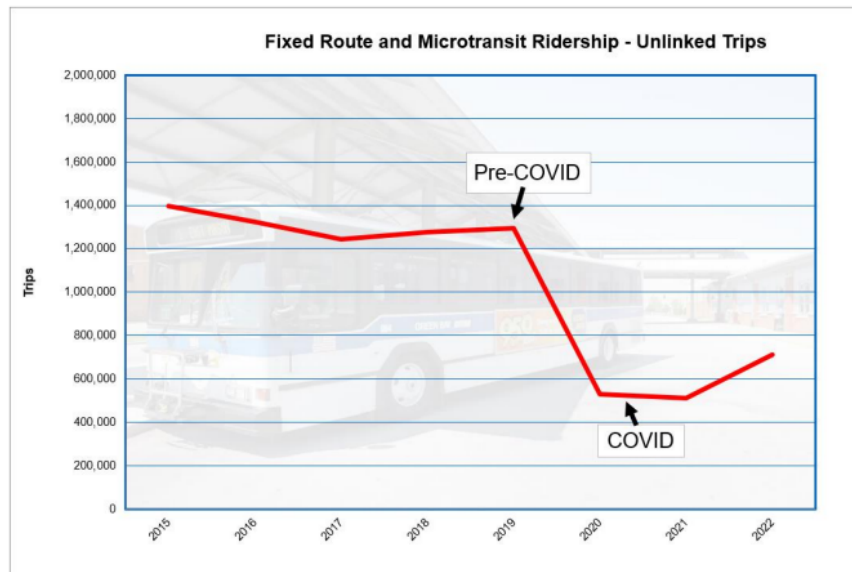
Received and placed on file.

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.

L. Conard provided a brief review of the annual report.

L. Conard referenced the graph on page 8, noting that unlinked passenger trips (boardings) decreased with the onset of the pandemic but has since been trending higher. L. Conard cautioned that it is important to note how transit services were delivered pre pandemic and how they are being delivered post pandemic.

For example, prior to the pandemic a person living in De Pere traveling to NWTC would board a fixed route bus in De Pere, travel to the transportation center and transfer to another bus before arriving at NWTC. On the way home, the opposite would occur resulting in four boardings for the day. Today, with the implementation of microtransit, that same person would board a microtransit vehicle and travel to NWTC. Again, on the way home, the person would board a microtransit vehicle and travel to De Pere. This would be recorded as two boardings for the day. Therefore, comparing trip totals from 2019 (no microtransit) and before to today (with microtransit) is not an apple-to-apple comparison. Discussion occurred.



L. Conard referred to the table on page 9, noting the data represents the number of passengers transported on a fixed route bus per hour of service. L. Conard noted that the Passengers per Hour measure is commonly used in the transit industry to measure service effectiveness.

L. Conard noted that the data shown in the table is very good, noting that annual system reviews prior to the implementation of microtransit would include former routes with rates below five passengers per hour. Those routes were replaced by microtransit services.

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

L. Conard noted that the Green Bay Metropolitan Planning Organization (MPO) celebrated its 50th anniversary on January 9, 2024. Governor Patrick Lucey designated the Brown County Planning Commission as the Green Bay MPO on January 9, 1974.

Moved by Commissioner Kevin Kuehn, seconded by Alder Randy Scannell to approve and place on file. Motion carried.

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

No - None, Abstain- None

4. Discussion Action: New Advertising Rates Effective February 1, 2024

Director Kiewiz reviewed the current Metro advertising program. This program is all managed in-house and generates approximately \$120-150K per year. P. Kiewiz explained that advertising revenue helps reduce the local share in regard to federal and state grants. Rates have been constant for more than 10 years. The staff is proposing an increase. Commissioner Kuehn stated the King Kong size could go higher. P. Kiewiz stated she is looking into advertising opportunities for new infotainment systems that are now located on buses.

Moved by Commissioner Kevin Kuehn, seconded by Hector Rodriguez, to approve the advertising rates as presented. Motion carried.

Yes - Roger Kolb, Emily Ysebaert, Michael Conley-Kuhagen Terri Refsguard, and Alder Randy Scannell

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 the staff are pleased overall with how services have been going. Schedule adherence is a main focus at this time. Director Kiewiz expects to have a plan to present to in March.

2. Financial Reports

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

3. Director's Report

Director Kiewiz stated everything is going great. She stated the staff had been doing a great job considering we are still short six operators. P. Kiewiz said she is reviewing local call options for On-Demand to help with customer service. She will report back with her recommendation at a future meeting.

4. Next Transit Commission Meeting: February 21, 2024, at 8:15am.

F. ADJOURNMENT.