



# **AGENDA OF THE TRANSIT COMMISSION**

**WEDNESDAY, APRIL 8, 2026, 8:15 AM  
TRANSIT  
901 University Ave**

**A. Roll Call.**

1. Members: Roger Kolb, Chair; Randy Scannell, Vice-Chair; Kevin Kuehn, Secretary; Alderman Craig Stevens, Michael Conley-Kuhagen, Terri Refsguard and Dr. Hector Rodriguez.

**B. Approval of the Agenda.**

1. Approval of the agenda for the Wednesday, April 8, 2026, meeting of the Transit Commission.

**C. Approval of Minutes.**

1. Approval of the minutes from the February 18, 2026, meeting.

**D. Regular Business.**

1. Discussion/Action: Reclass the Mobility Coordinator Position

**E. Informational.**

1. 2025 GBM Rider Survey
2. Low Income Fare Trips (Lift) Program
3. Operational Reports
4. Financial Reports
5. Director's Report
6. Next Transit Commission Meeting: May 20, 2026 at 8:15am.

**F. Adjournment.**

1. Adjournment of the Wednesday, April 8, 2026, meeting of the Transit Commission.

- 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

April 8, 2026

## PREPARED BY

Becky Fleck, Transit Staff

## AGENDA ITEM # C.1

Approval of the minutes from the February 18, 2026, meeting.

## BACKGROUND

Minutes from the meeting held on February 18, 2026.

## RECOMMENDATION

Staff recommends approval of the minutes from the February 18, 2026, meeting.

## FISCAL IMPACT

## ATTACHMENTS

- I. Transit Commission 2-18-2026 (3)



# MINUTES OF THE TRANSIT COMMISSION

**WEDNESDAY, FEBRUARY 18, 2026, 8:15 AM  
TRANSIT  
901 University Ave**

## **A. ROLL CALL.**

- I. Members: Roger Kolb, Chair; Randy Scannell, Vice-Chair; Kevin Kuehn, Secretary; Alderman Craig Stevens, Michael Conley-Kuhagen, Terri Refsguard and Dr. Hector Rodriguez.

Present: Roger Kolb, Michael Conley-Kuhagen, Alderman Craig Stevens, Randy Scannell, and Dr. Hector Rodriguez

Excused: Kevin Kuehn and Terri Resguard

Chair Roger Kolb called the meeting to order at 8:16 a.m.

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

- I. Approval of the agenda for the Wednesday, February 18, 2026, meeting of the Transit Commission.

Moved by Randy Scannell, seconded by Michael Conley-Kuhagen to approve the February 18, 2026, agenda. Motion carried.

Yes – Roger Kolb, Hector Rodriguez, Randy Scannell, Alderman Craig Stevens, and Michael Conley-Kuhagen

No – None, Abstain - None

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

- I. Approval of the minutes from the January 21, 2026, meeting.

Moved by Randy Scannell, seconded by Alderman Craig Stevens to approve the January 21, 2026, minutes. Motion carried.

Yes – Roger Kolb, Michael Conley-Kuhagen, Randy Scannell, Hector Rodriguez, and

Alderman Craig Stevens  
No – None, Abstain — None

#### **D. REGULAR BUSINESS.**

1. Presentation: Of the Green Bay Metro Annual System Review and Analysis Report, by the Brown County Planning Commission/Green Bay Metropolitan Planning Organization (MPO)

M. Shea, Green Bay MPO, provided an overview of the system, highlights, and 2026 goals of the written report.

Moved by Randy Scannell, seconded by Michael Conley-Kuhagen, to place the Green Bay Metro Annual System Review and Analysis Report on file. Motion carried.

Yes — Roger Kolb, Alderman Craig Stevenson, Randy Scannell, Hector Rodriquez, and Michael Conley-Kuhagen

No — None, Abstain — None

2. Discussion/Action: Purchase of Fare Collection System

Director Kiewiz stated staff worked with City Purchasing during the RFP process. As shared previously, Green Bay Metro has had months of challenges with our current system. Our current fareboxes are no longer serviced, and our staff is currently maintaining and servicing them to the best of their ability. We are excited to have a seamless option with accurate reporting.

The evaluation committee narrowed down to 3 proposals for presentations. We had various staff from all divisions attend the presentations. Modeshift will have the ability to take open payments, smart cards, and E-fare right on the bus. Outlets will be able to create accounts and the devices for microtransit vehicles will link together. There will be some big changes with this new fare collection system, and it will take at approximately 7 months to roll out.

P. Kiewiz shared that there will be public info meetings to ensure riders are informed. More information will be shared once staff finalizes and have policies in place.

Staff recommends the bid be awarded to Modeshift.

Moved by Randy Scannell, seconded by Hector Rodriquez, to approve the Purchase of the Fare Collection System to Modeshift for a five-year contract. Motion carried.

Yes — Roger Kolb, Michael Conley-Kuhagen, Randy Scannell, Hector Rodriquez and Alderman Craig Stevenson

No — None, Abstain — None

3. Discussion/Action: ADA Paratransit Service Policy

Director Kiewiz shared the changes and updates made to the ADA Paratransit Service

Policy. Very minimal changes, and all paratransit riders will be sent the updated policy.

Moved by Michael Conley-Kuhagen, seconded by Randy Scannell, to place the Human Services Transportation Plan and Analysis Report on file. Motion carried.

Yes — Roger Kolb, Alderman Craig Stevenson, Randy Scannell, Hector Rodriguez, and Michael Conley-Kuhagen

No — None, Abstain — None

## **E. INFORMATIONAL.**

### 1. Operational Reports

No concerns at this time.

### 2. Financial Reports

Staff is currently working the annual audit process. Auditors will present once completed.

### 3. Director's Report

Director Kiewiz shared that five (5) Battery Electric Buses (BEB) are coming this year, along with two (2) Diesel buses in 2027. We expect all 2011's will be disposed of this year, since they have met their useful life. Our current BEB has been performing really well in the cold.

P. Kiewiz shared that staff, along with DPW, will be starting a project to repave the transit-way. Review of buses pulling in and out will be reviewed, due to so many changes since the building was first built. The staff is finishing up on many projects. The fuel system will be on the agenda coming up next.

Staff is working on prepping for the Triennial Review. An on-sight visit is expected this summer.

### 4. Next Transit Commission Meeting: March 18, 2026 at 8:15am.

## **F. ADJOURNMENT.**

### 1. Adjournment of the Wednesday, February 18, 2026, meeting of the Transit Commission.

Motion by Randy Scannell, seconded by Micheal Conley-Kuhagen, to adjourn at 8:49 a.m. Motion carried.

Yes – Roger Kolb, Hector Rodriguez, Randy Scannell, Alderman Craig Stevens, and Micheal Conley-Kuhagen

No – None. Abstain — None



Report to the  
Transit Commission  
of the City of Green Bay



## MEETING DATE

April 8, 2026

## PREPARED BY

## AGENDA ITEM # D.I

Discussion/Action: Reclass the Mobility Coordinator Position

## BACKGROUND

Currently, the Mobility Coordinator is responsible for working with community partners, developing policies and procedures related to mobility management and travel training. This position has evolved to include contract oversight for on-demand, educating riders and the community, and now overseeing paratransit. The staff is looking to reclass this position to a Paratransit/Mobility Coordinator position. This will better align with the additional duties and responsibilities. Annual impact will be approximately \$3,000.

## RECOMMENDATION

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

## FISCAL IMPACT

## ATTACHMENTS

1. Mobility Coordinator
2. Paratransit-Mobility Coordinator



Human Resources Department  
100 North Jefferson Street - Room 500  
Green Bay, Wisconsin 54301-5026  
www.greenbaywi.gov

Phone 920.448.3147  
Fax 920.448.3128

# MEMORANDUM

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To: Transit Commission

From: Jennifer Smits, Human Resources Generalist

Re: Request to reclassify the Mobility Coordinator position to a Paratransit/Mobility Coordinator position

Date: March 18, 2026

## RECOMMENDATION

- I. Human Resources and Green Bay Metro are requesting that the Mobility Coordinator position (Pay Grade G, \$60,029-\$68,598) be reclassified to a Paratransit/Mobility Coordinator position (Pay Grade H, \$63,981-\$75,254).

## BACKGROUND

- II. The Mobility Coordinator position was initially created to promote transportation coordination strategies with community partners, assess and develop plans for unmet needs and gaps in services, develop policies and procedures related to mobility management and travel training, and provide in-field training to passengers.

The position has evolved to include day-to-day oversight of Green Bay Metro's contracted on-demand service, which was established in 2020. This position serves as the primary point of contact for educating riders on using the service, addressing questions and concerns from both the contractor and riders, and implementing service changes. The Transit Director has retained oversight of the contractor agreement, overall program design, and related policies.

In addition, this position has assumed the duties of the former Paratransit Coordinator position including reviewing and approving paratransit applications and coordinating service setup for eligible riders. While application denials require Transit Director approval, this position facilitates the denial/appeal process with the denial committee, which consists of various transit community stakeholders.

With the expansion of responsibilities to include both mobility management and paratransit

coordination, the proposed reclassification to Paratransit/Mobility Coordinator more accurately reflects the scope of the position's duties. This position was reviewed by the City's salary plan consultant, Cottingham & Butler, for appropriate placement in the pay plan. Based upon that review, it is recommended that the position be placed in Pay Grade H of the City Pay Plan.

**FISCAL IMPACT**

III. This reclassification results in an annual cost increase of \$2,923. Director Kiewiz has stated that there is money in the budget to cover this increase.

<b>Estimated</b>	<b>Mobility Coordinator Grade G, Step 5</b>	<b>Paratransit/Mobility Coordinator Grade H, Step 3</b>
Salary	\$65,187	\$67,725
FICA	\$4,987	\$5,181
WRS (General)	\$4,693	\$4,876
Worker's Comp	\$137	\$142
Health Insurance	\$17,712	\$17,712
Dental Insurance	\$1,402	\$1,402
Life Insurance	\$83	\$86
<b>TOTAL COMPENSATION</b>	<b>\$94,201</b>	<b>\$97,124</b>

c: Patty Kiewiz, Transit Director

# JOB DESCRIPTION

## City of Green Bay

Position Title:	<u>PARATRANSIT/MOBILITY COORDINATOR</u>
Department:	Transit/Administration
Reports To:	Transit Director
Position Status:	Exempt, Full-time
Salary Range:	Grade G
Supervises:	None
Job Summary:	Under direction of the Transit Director <u>and</u> in partnership with <del>the Aging and Disability Resource Center (ADRC) of Brown County and</del> Brown County Planning, <del>the Mobility Coordinator</del> <u>oversees the day-to-day operations of the Paratransit and Mobility program, including application review, public education on county-wide transportation services, oversight of GBM On Demand microtransit, and travel training. plans and develops the mobility management program to coordinate and expand transportation services throughout Brown County.</u>
Essential Functions:	<ol style="list-style-type: none"> <li>1) <u>Administers all aspects of the Paratransit Program. Conducts interviews and functional assessments of applicants and determines eligibility status. Handles appeal processes. Completes Paratransit eligibility certifications and prepares photo ID's for eligible clients. Notifies clients of changes in services. Monitors current eligible and expired clients, in addition to maintaining client records for the Reduced-Fare program.</u></li> <li>2) <u>Prepares and presents related information to the Transit Commission. Provides information to contractor regarding all eligible clients.</u></li> <li>3) <u>Monitors invoicing and ridership of clients. Maintains records.</u></li> <li>4) <u>Conducts presentations regarding services and provides information to the public and community agencies.</u></li> <li>5) <u>Monitors the GBM On Demand microtransit service. Tracks ride information, stop locations and complaints. Communicates with contractor regarding service issues.</u></li> <li>6) <u>Provides oversight of the paratransit/microtransit contractor, including conducting oversight reviews and ensuring all GBM policies are enforced.</u></li> <li>7) <u>Administers the low-income LIFT program. Reviews applications, determines eligibility, and prepares passes. Tracks free rides provided to low income riders.</u></li> <li>4)8) <u>Promotes transportation coordination strategies with community partners. Works closely with <u>Brown County. the ADRC, ADRC Board of Directors, Serves on the Transportation Coordinating Committee, and Brown County Planning.</u></u></li> <li>5)9) <u>Assesses the unmet needs, gaps in services, and customer experiences and assists in developing plans to address unmet needs with community partners.</u></li> <li>10) <u>Leads community coalition and teams to develop and implement collaborative community interventions that address transportation needs of the community, especially the aging and disabled populations.</u></li> <li>6)11) <u>Participates in the planning, development, and review process for transit services.</u></li> <li>7)12) <u>Evaluates existing services and makes appropriate recommendations to</u></li> </ol>

	<p>maximize resources and improve access to transportation for older adults and <u>individuals-persons</u> with disabilities throughout Brown County.</p> <p><del>8)</del>13) _____ Develops policies and procedures related to mobility management and travel training.</p> <p><del>9)</del>14) _____ Provides in-the-field training on trip planning, riding the bus, securing mobility devices, boarding and alighting the bus and making transfers as needed. Assists older adults and <u>individuals-persons</u> with disabilities in learning the fixed route bus system.</p> <p><del>10)</del>15) _____ Collects, analyzes, and disseminates pertinent transportation service and rider data.</p> <p><del>11)</del>16) _____ <del>Develops a system of</del><u>Provides</u> outreach and <del>programming-training</del> to assist older adults and <u>individuals-persons</u> with disabilities in gaining access to needed transportation services.</p> <p><del>12)</del>17) _____ Positively represents mobility management services throughout all of Brown County.</p> <p><del>13)</del>18) _____ Identifies and/or develops consumer fact sheets, resource packets, <u>marketing</u> materials, and articles for the purpose of educating consumers on transportation options.</p> <p><del>14)</del>19) _____ Prepares, submits and presents reports as required, including but not limited to the <u>Green Bay Transit Commission ADRC</u> and the Transportation Coordinating Committee.</p> <p><del>15)</del>20) _____ Facilitates additional transportation subcommittee work as a catalyst for community action and problem solving.</p> <p><del>16)</del>21) _____ Interprets state and federal legislation/rules as they pertain to <u>the Americans with Disabilities Act (ADA)</u>, transportation and the provision of transportation benefits and services.</p> <p><del>17)</del>22) _____ Attends appropriate conferences, meetings, and trainings as required and assigned by the Transit Director.</p> <p><del>18)</del>23) _____ Provides work relief assistance to other administrative staff.</p> <p><del>19)</del>24) _____ All other duties as assigned.</p>
<p>Knowledge, Skills And Abilities</p>	<ul style="list-style-type: none"> <li>▪ Knowledge of local governments, public assistance programs and an understanding of various modes of transportation. Knowledge and understanding of aging, disabilities, health, education and human service program practices, planning and administration. <u>Knowledge of ADA regulations.</u></li> <li>▪ Skill in organization, planning, and analysis. Skill in public speaking. Skill in training others. Skill in preparing clear and concise reports. <u>Skill in exercising independent judgment.</u></li> <li>▪ Ability to facilitate meetings including individuals with diverse perspectives and bring the group to consensus. Ability to plan programs and monitor progress. Ability to proficiently utilize a computer and the required software, <del>including all Microsoft office products.</del> Ability to communicate and express ideas effectively, both orally and in writing. <u>Ability to communicate effectively with older adults and persons with disabilities.</u> Ability to establish and maintain effective working relationships with staff, <del>elected officials,</del> community partners and the public. Ability to work the required hours of the position which may go beyond the usual work hours.</li> </ul>
<p>Minimum</p>	<ul style="list-style-type: none"> <li>▪ Bachelor's Degree in Human Services, Planning, Business or related field.</li> </ul>





Report to the  
Transit Commission  
of the City of Green Bay



## MEETING DATE

April 8, 2026

## PREPARED BY

## AGENDA ITEM # E.1

2025 GBM Rider Survey

## BACKGROUND

M. Shea, Green Bay MPO, will present the Commission with an update of the 2025 GBM rider survey results.

## RECOMMENDATION

No action is necessary.

## FISCAL IMPACT

## ATTACHMENTS

- I. Green Bay Metro Survey Report



## **2025 Survey Summary**

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

**January 2026**

# Overview

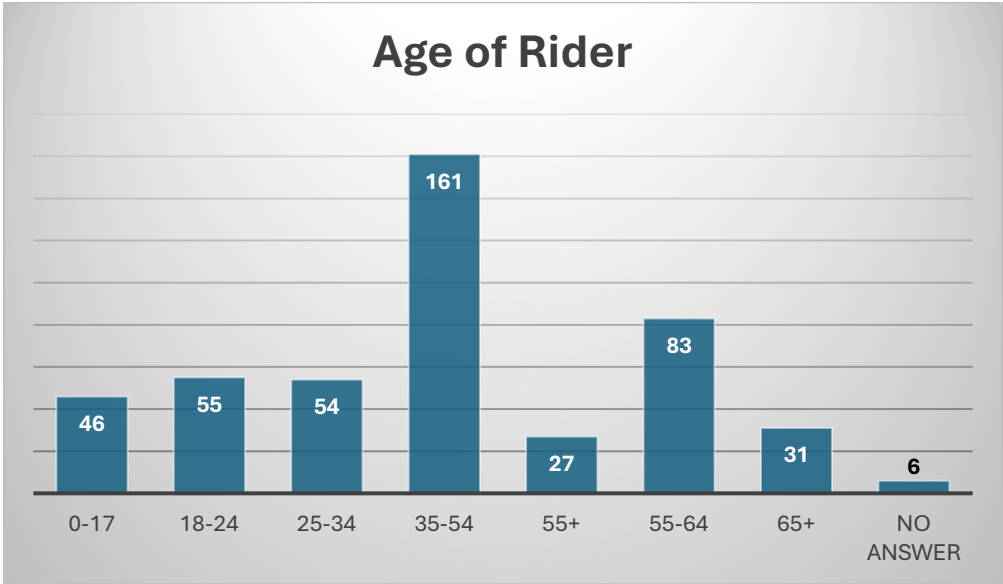
In 2025, Green Bay Metro (GBM) conducted a rider survey to better understand rider demographics, travel behavior, and overall experience with transit services. Surveys were distributed directly to riders along bus routes by an intern, either as physical paper surveys or via an electronic version. This approach allowed the survey to reach active transit users in real time.

A total of 463 surveys were completed. Participation was voluntary, so not all respondents answered every question. The survey collected information on route usage, rider demographics, trip purpose, frequency of use, payment methods, and overall service quality, providing a comprehensive snapshot of the Green Bay Metro rider experience.

## Demographics

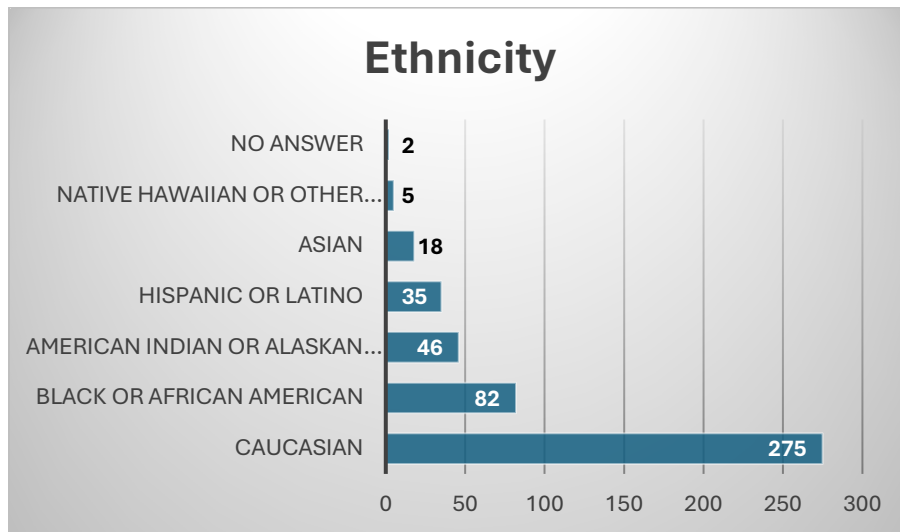
### Age

Survey responses represented a wide range of age groups, with the largest share of participants falling within the 35–54 age range (161 respondents). The second largest age group was riders aged 55–64, accounting for 81 respondents. Only 6 participants declined to provide age information.



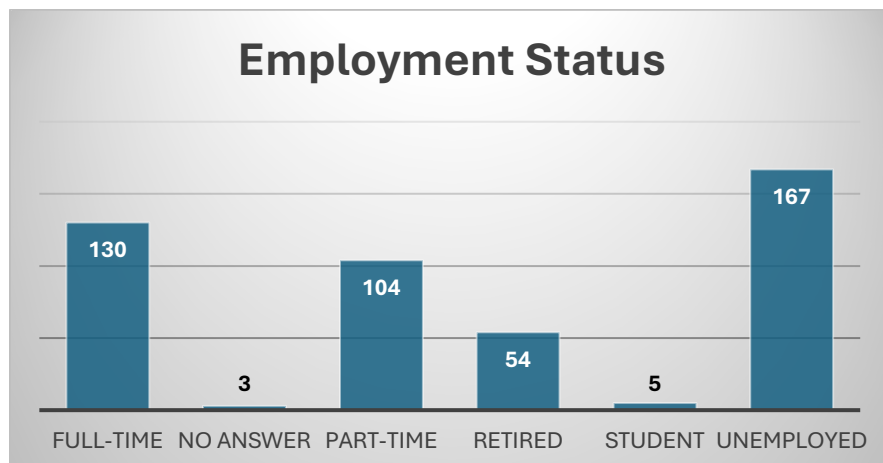
## Ethnicity

With respect to ethnicity, the majority of respondents identified as Caucasian (275 participants). The second largest group identified as Black or African American, representing 82 respondents. A very small number of participants (2 respondents) declined to answer the ethnicity question. Overall, the demographic distribution of survey participants reflects a diverse rider base and provides meaningful insight into the populations served by GBM.



## Employment

Survey results indicate that Green Bay Metro serves a broad cross-section of the community and remains a usable and important transportation option regardless of employment status or income level. Responses reflected relatively even representation across employment categories. Unemployed riders accounted for 167 survey responses, 104 respondents identified as part-time employed, and 130 identified as full-time employed. Only a small number of respondents declined to answer the employment question, and relatively few respondents identified as retired or students.

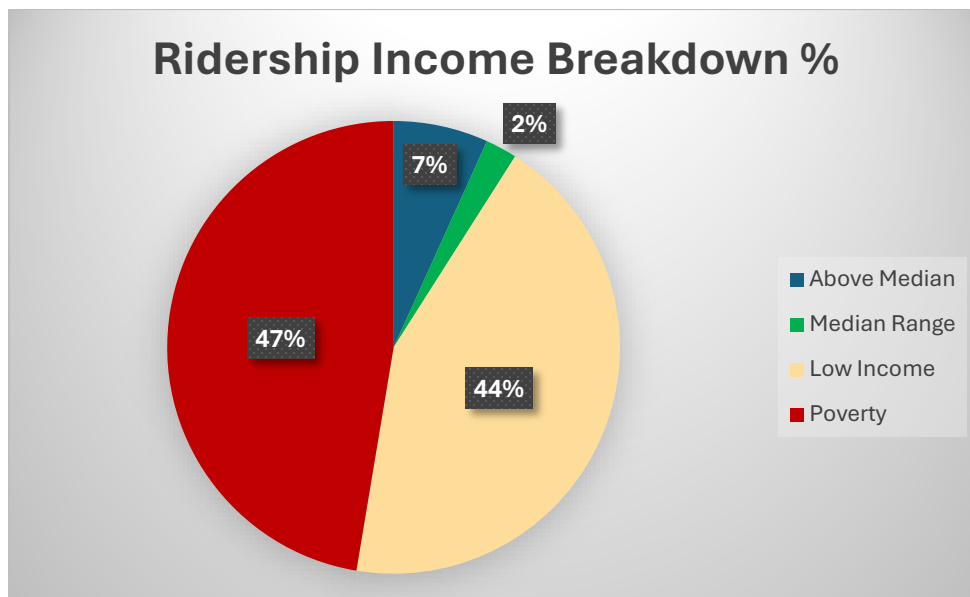


## Income

Financial standing was determined by MPO staff using the federal poverty line, HUD income guidelines, and 2025 census-based county median income data. Income classifications were adjusted based on reported household size, with each survey response evaluated against the applicable income thresholds. For example, a one-person household was classified as low income if annual household income fell between \$15,650 and \$59,950, while a four-person household was classified as low income if total household income ranged between \$32,150 and \$85,650.

- **Poverty:** Below the federal poverty line
- **Low Income:** At or above the federal poverty line and below 80% of the 2025 County Median Income
- **Median Income:** Between 80% and 120% of County Median Income
- **Above Median Income:** Above 120% of County Median Income

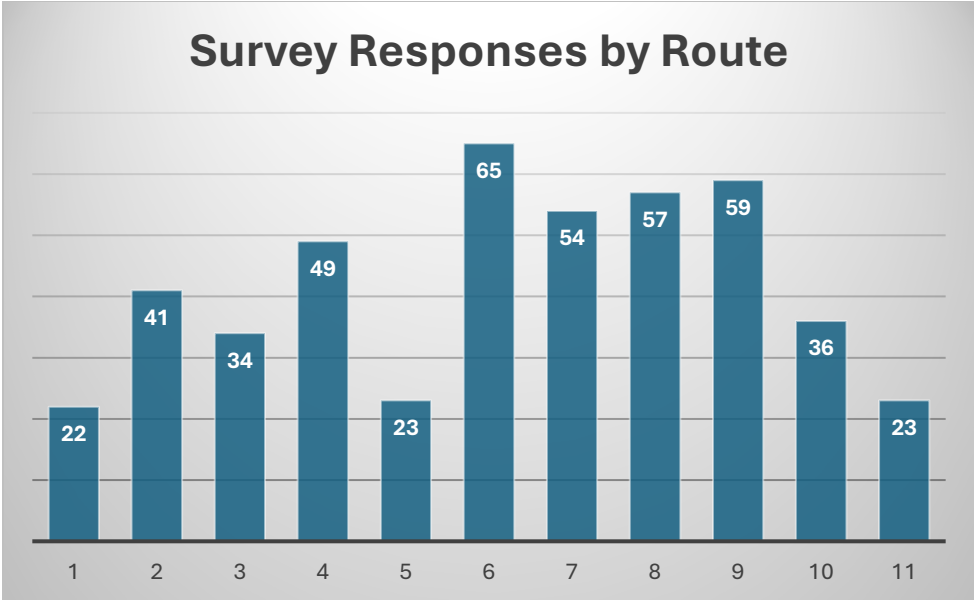
Of the 463 survey responses, 47% of riders were classified as living in poverty, with an additional 44% classified as low income. The availability of reduced fare programs helps ensure that Green Bay Metro remains accessible and affordable, supporting mobility for riders across income levels.



# Ridership Behavior

## Route Utilization

Of the 463 surveys conducted, Route 6 received the highest number of responses, highlighting its high level of use and importance within the fixed-route system. Routes 1, 5, and 11 accounted for a smaller share of survey responses, which aligns with overall system trends identified in the 2025 Annual System Review. Routes 1 and 5 operate with approximately half the service hours of most fixed routes, which contributes to lower overall ridership and, in turn, fewer survey responses. While the survey did not follow a strict random sampling protocol, the distribution of responses is consistent with observed service levels and ridership patterns across the system.



## Purpose of Trip

Green Bay Metro is used by riders for a wide range of trip purposes within the service area, reflecting its role in supporting daily and essential activities. Survey respondents provided 16 unique trip purposes, though 73 respondents did not specify a purpose.

The most common trip purposes identified were work (129 responses), shopping (107 responses), and medical appointments (65 responses). These findings underscore the importance of Green Bay Metro as a critical connection to employment, healthcare, and basic needs. A smaller number of respondents indicated using the system for recreational

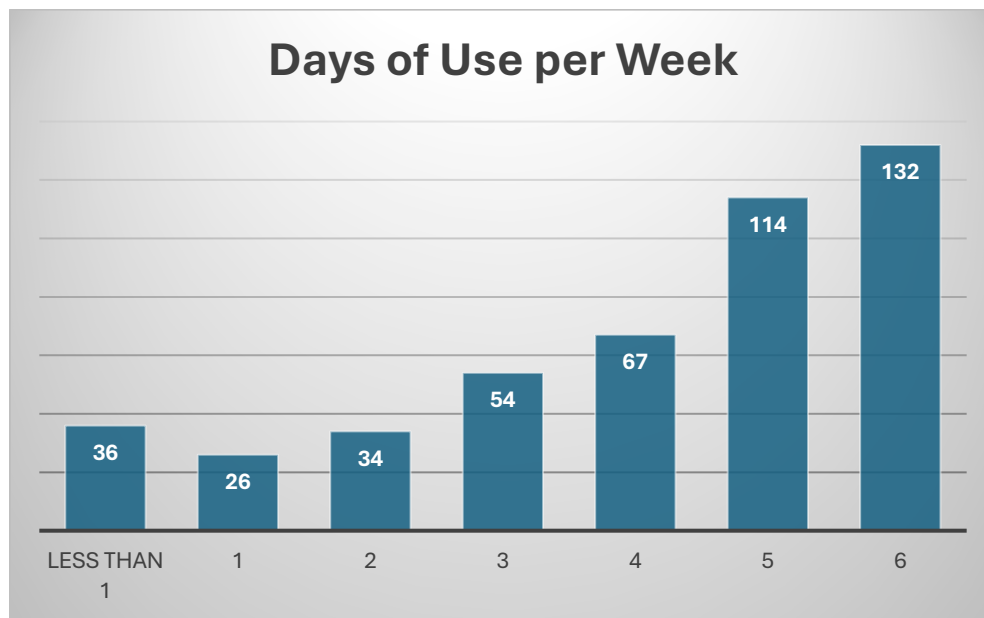
purposes (35 responses) or for school (13 responses), suggesting additional value beyond essential travel.

## Days/Frequency of Use

Riders were also asked to indicate how frequently they use Green Bay Metro services. Survey responses show a clear trend toward frequent and consistent use, with the number of responses increasing as the number of days of use increased.

The highest level of reported usage was six days per week, with 132 respondents indicating this frequency. As Green Bay Metro does not operate on Sundays, six days represents the maximum possible weekly usage. This pattern suggests that a substantial portion of riders rely on the system as a primary mode of transportation throughout the week.

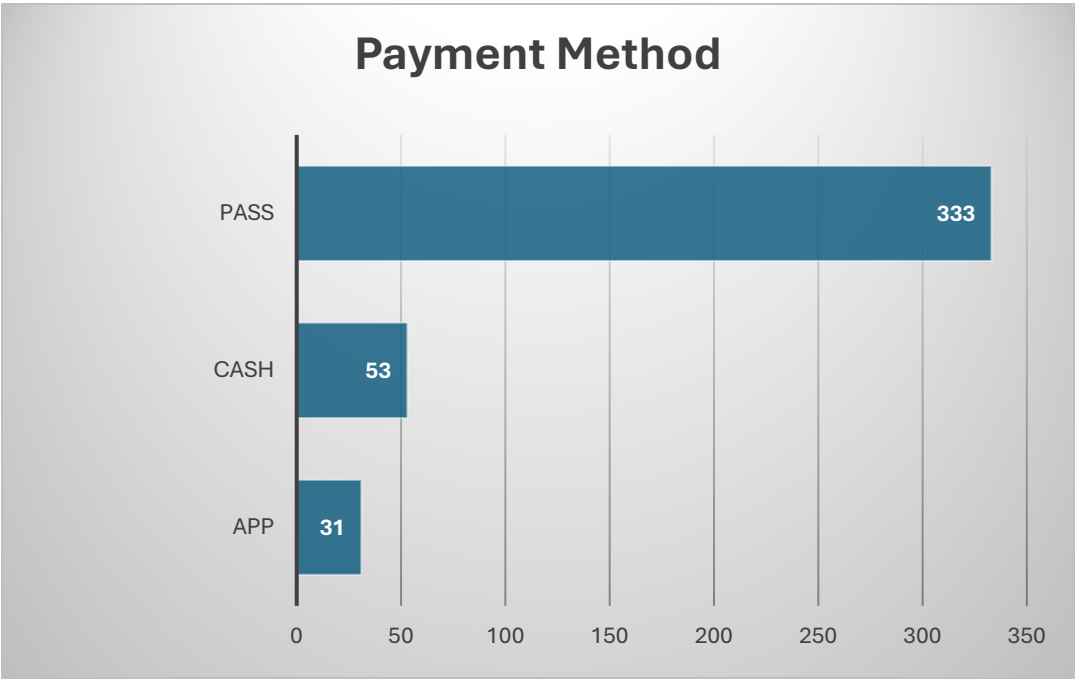
In contrast, a smaller number of respondents (36 riders) reported using the service less than one day per week, indicating limited or occasional use among a minority of riders.



## Payment Method

Survey results indicate that the majority of riders use pass-based fare options when riding Green Bay Metro. While the survey did not distinguish between day passes and monthly passes, or between full fare and reduced fare passes, 333 respondents reported using a pass as their primary method of payment.

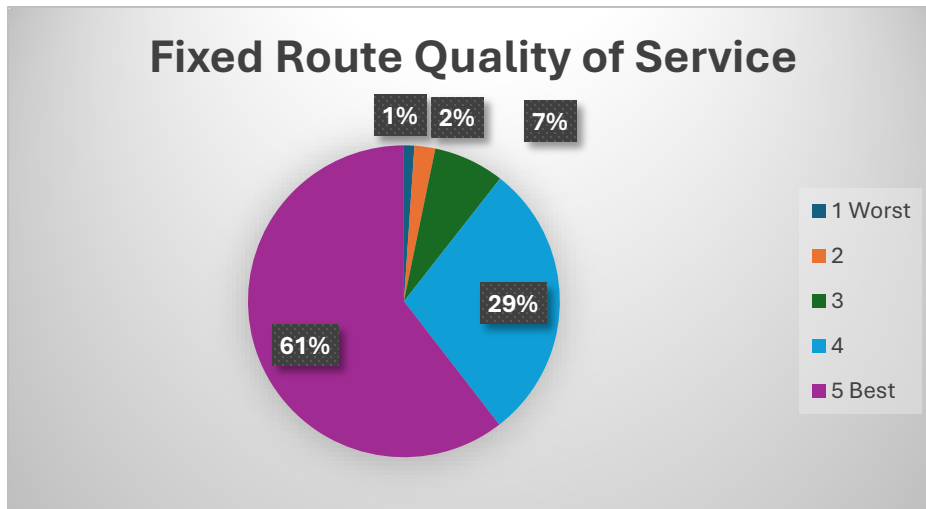
Other payment methods included cash (53 respondents) and use of the GBM mobile application (31 respondents). Despite the limitations in pass-type detail, the results demonstrate that pass-based payments are the predominant fare method among riders.



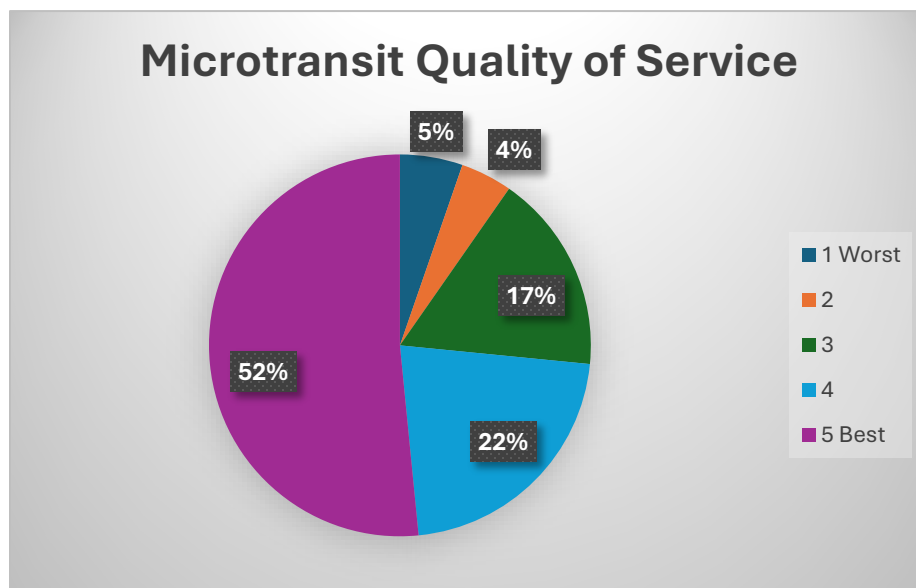
## Ridership Experience and Satisfaction

Riders were asked to provide feedback on fixed route service quality, microtransit service quality, and potential improvements to the overall GBM experience.

Overall, fixed route service performed very well, earning an average rating of 4.46 out of 5. Ratings were overwhelmingly positive, with only 1% of respondents assigning a score of 1 out of 5, indicating strong satisfaction across the rider base.



Microtransit services received slightly lower, but still favorable, ratings, with an average score of 4.10 out of 5. A notable portion of respondents (53) indicated they had not utilized the microtransit service, and 90 respondents left the question blank. Among those who provided a rating, only 5% assigned a score of 1 out of 5, suggesting generally positive perceptions among active users.



## Additional Suggestions

The final survey question invited riders to share feedback by asking, *“If you could change one thing about the Metro’s services, what would you change?”* A total of 259 comments were received and reviewed. Some respondents identified more than one suggested change, and all comments were categorized accordingly.

The most frequently cited themes included extending service hours (85 comments), increasing bus frequency (32 comments), and adding Sunday service (31 comments). These responses highlight rider interest in expanded service availability and improved convenience, particularly outside of current operating hours.

A complete list of all comments received is provided below, organized by frequency of occurrence.

- Extend service hours (85)
- Increase frequency of buses (32)
- Add service on Sundays (31)
- Increase Saturday hours (25)
- Add additional routes / increase fixed route service area (18)
- Return service to pre covid levels (12)
- Reduce the cost of fares / make GBM free to users (11)
- Expand microtransit range (10)
- Increase route reliability / on time percentage (9)
- Make the buses more comfortable (7)
- Change bus routes (7)
- Make buses easier to access / reduce need for identification (5)
- Change routes to be shorter and faster (5)
- Focus on friendlier staff and drivers (5)
- Replace on demand with fixed routes (4)
- Make buses cleaner (4)
- Better inform riders of bus delays (4)
- Add additional bus stops (4)
- Make GBM app more user friendly (3)
- Increase rider safety (3)
- Add amenities such as benches and covers to stops (3)
- Enforce rider decorum (2)
- Change on demand service to allow for different payment types (2)

- Make on demand easier to use / increase rider training (2)
- Continue to work on regular bus maintenance (1)
- Have buses wait longer at terminal station (1)
- Increase route lengths (1)
- Increase wheelchair space on buses (1)
- Accept water bottles on buses (1)
- Reinstate Green Bay Plaza transfer point (1)
- Make better and faster payment software for microtransit drivers (1)
- Continue to reduce emissions on buses (1)
- Abide by the law (1)
- Place map back on wall at transit station (1)
- The system (1)
- Wait time (1)
- Trim some of the trees near Water and Chestnut Streets (1)

## Conclusion

The 2025 Green Bay Metro Rider Survey demonstrates that the transit system serves as essential infrastructure for a large share of its riders, many of whom rely on Metro as their primary means of transportation. Patterns across demographics, income, and frequency of use consistently indicate that Green Bay Metro plays a critical role in supporting access to employment, healthcare, and daily necessities, particularly for riders with limited financial resources. As a result, service availability and affordability carry significant equity implications and should be considered foundational elements of future planning efforts.

High levels of frequent use and strong satisfaction ratings suggest that riders value the service provided and view it as reliable and effective within its current scope. At the same time, rider feedback points to a clear desire for expanded mobility rather than corrective changes. Requests reflect evolving travel needs and highlight gaps that are largely driven by service constraints rather than lack of demand.

Taken together, the survey results indicate that Green Bay Metro delivers a well-regarded service that meets many current rider needs, while also highlighting opportunities to enhance mobility and expand access. Rider feedback reflects interest in greater flexibility through extended hours, increased frequency, and additional service days. These insights provide a strong, rider-informed foundation for future planning and investment decisions, supporting Green Bay Metro's continued role as an equitable, dependable, and community-serving transportation system.



Report to the  
Transit Commission  
of the City of Green Bay



## MEETING DATE

April 8, 2026

## PREPARED BY

## AGENDA ITEM # E.2

Low Income Fare Trips (Lift) Program

## BACKGROUND

Green Bay Metro staff updated the current LIFT program. See attached changes.

## RECOMMENDATION

Receive and place on file.

## FISCAL IMPACT

## ATTACHMENTS

- I. LIFT Program DRAFT 3-2026

# Green Bay Metro Low Income Fare Trips (LIFT) Program



March 2026

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

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

Eligible persons:

- Must self-certify that they meet the income requirements and complete the application form **each month**.
- May receive up to four 1-day passes per month, loaded onto a smartcard **or smartphone**, on a first-come, first-served basis. Rides must all be used prior to receiving any additional day passes.
- Pick up their smartcard from Green Bay Metro admin office Monday-Thursday from 8:00 a.m. – 4:30 p.m.
- \*Reduced Fare – Must show proof of reduced fare eligibility—Medicare card, driver's license/state ID (> 65), or reduced fare ID.

Applications can be filled out at Green Bay Metro or online at [www.greenbaymetro.org](http://www.greenbaymetro.org). The initial smartcard will be provided at no cost and can be picked up from the administration office Monday-Thursday from 8:00 a.m. - 4:30 p.m. Any replacement cards will cost \$3.00. Passes will be loaded onto a GBM smartcard **or smartphone**. Self-certification must be completed monthly to receive additional passes which will be loaded onto the smartcard. The LIFT program is intended to make available one free travel day per week or up to four free travel days over the course of a month **and cannot be used on consecutive days in a row**. May be used Monday-Saturday during regular operating hours. There are a limited number of passes available on a first-served basis each month. Smartcards will only be held for 30 days if not picked up. Riders will then have to reapply to participate. This program is intended for use by individuals, 18 years of age and older, and not agencies.

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

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

Green Bay Metro  
Mobility Coordinator  
901 University Ave.  
Green Bay, WI 54302  
920-448-3450

## Low Income Fare Trips (LIFT) Program Application

Full Name: \_\_\_\_\_  New  Renewal  
 Female  Male  Other Birth Date: \_\_\_\_/\_\_\_\_/\_\_\_\_  
 Street Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Email Address: \_\_\_\_\_

Reduced Fare:  Yes  No

If Yes:  Medicare (Red/White/Blue Card)  Age 65+  Reduced Fare ID

Household Income: \$ \_\_\_\_\_ Month/Year\_ (Circle One) # of People in household: \_\_\_\_\_

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

Passes are limited to persons 18 years of age and older who meet the income requirements (must be below 150% of HHS Poverty Guidelines). Passes are limited to 4 per person per month and are available on a first-come, first-served basis.

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

Eligibility will be determined within 3 business days. Participants will be notified of status via phone or email.

Applicant \_\_\_\_\_ Date \_\_\_\_\_

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

**FOR OFFICE USE ONLY**

# Passes: \_\_\_\_\_

MOB or Smartcard # \_\_\_\_\_

Municipality:  
 Allouez Ashwaubenon Bellevue  
 Green Bay De Pere

Ambulatory  Non-Ambulatory

<b>2026 Poverty Guidelines</b>	
Household/ Family Size	150%
1	\$23,940
2	\$32,460
3	\$40,980
4	\$49,500
5	\$58,020
6	\$66,540
7	\$75,060



Report to the  
Transit Commission  
of the City of Green Bay



## MEETING DATE

April 8, 2026

## PREPARED BY

Patricia Kiewiz, Transit Director

## AGENDA ITEM # E.3

Operational Reports

## BACKGROUND

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

## RECOMMENDATION

No action is necessary.

## FISCAL IMPACT

## ATTACHMENTS

1. 01.Jan Ridership
2. 01.Jan KPIs
3. 02.Feb Ridership
4. 02.Feb KPIs

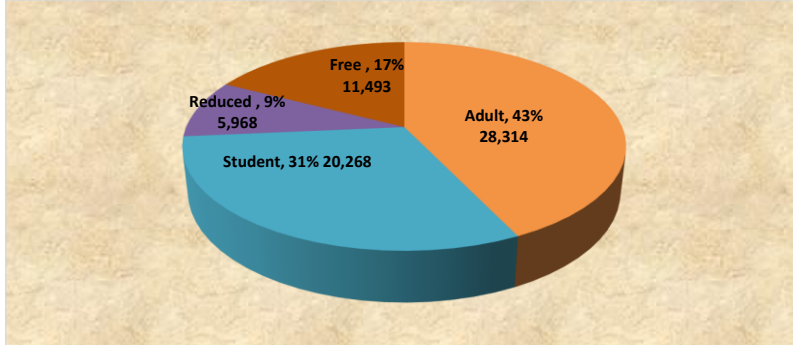
# January

## Fixed Route Ridership

	ADULT	STUDENT	*REDUCED	*FREE	MONTHLY FIXED ROUTE	YTD FIXED ROUTE
January 2025	22,506	22,556	7,916	15,033	68,011	68,011
January 2026	24,532	18,978	5,546	11,398	60,454	60,454
Difference	2,026	(3,578)	(2,370)	(3,635)	(7,557)	(7,557)
	9%	-16%	-30%	-24%	-11%	-11.1%

## Microtransit On Demand Ridership

	ADULT	STUDENT	*REDUCED	*FREE	MONTHLY ON DEMAND	YTD ON DEMAND
January 2025	4,708	385	340	27	5,460	5,460
January 2026	3,782	1,290	422	95	5,589	5,589
Difference	(926)	905	82	68	129	129
	-20%	235%	24%	252%	2%	2.4%



**YTD PASSENGERS**  
**66,043**

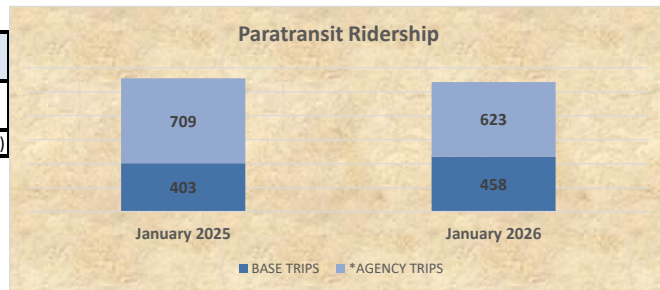
\*Reduced fare program is for individuals who are age 65 and older, Medicare recipients, and individuals with qualifying disabilities.

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

## Paratransit Ridership

	BASE TRIPS	*AGENCY TRIPS	TOTAL TRIPS	YTD
January 2025	403	709	1,112	1,112
January 2026	458	623	1,081	1,081
Difference	55	(86)	(31)	(31)
	13.6%	-12.1%	-2.8%	-2.8%

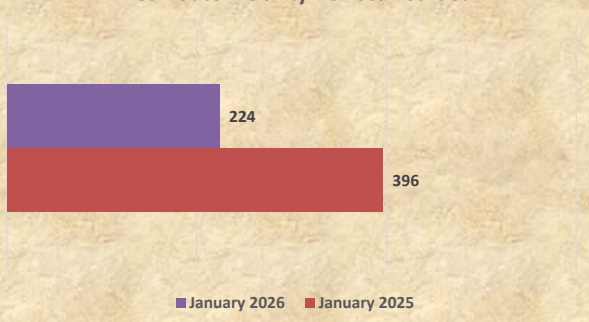
\*Agency Fare includes base fare plus additional cost for expenses that is permitted by 49 CRF 37.131 to social service agencies and other organizations for agency trips (i.e., trips guaranteed to the organization).



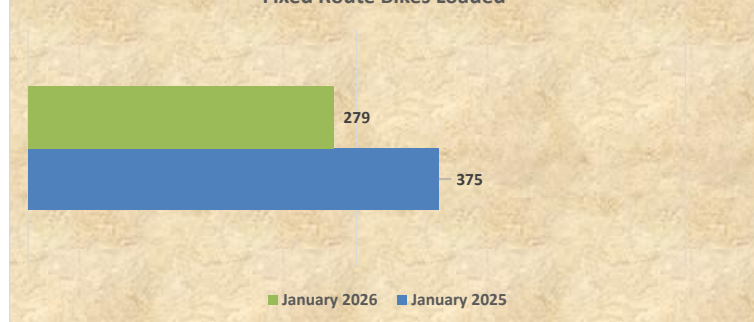
**On Time Performance: 92.9%**

Completed Trips: 1081  
 Completed On Time Trips: 1003  
 Completed Late Trips - 0-6 mins: 43  
 Completed Late Trips - 6-30 mins: 35  
 Completed Late Trips > 30 mins: 0  
 Late Cancellations and No Show Trips: 20

## Fixed Route Mobility Devices Boarded



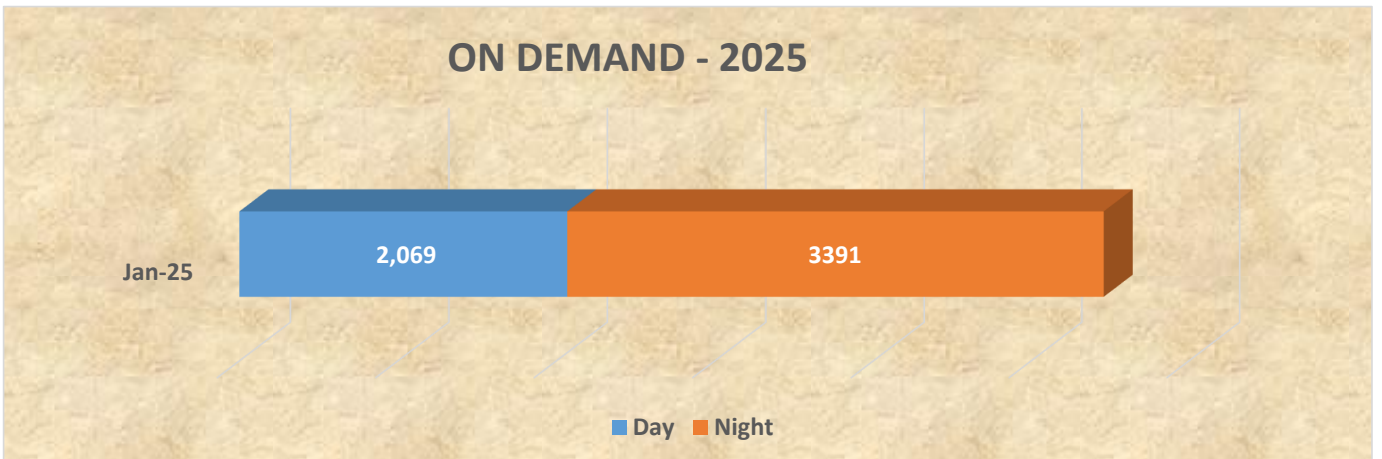
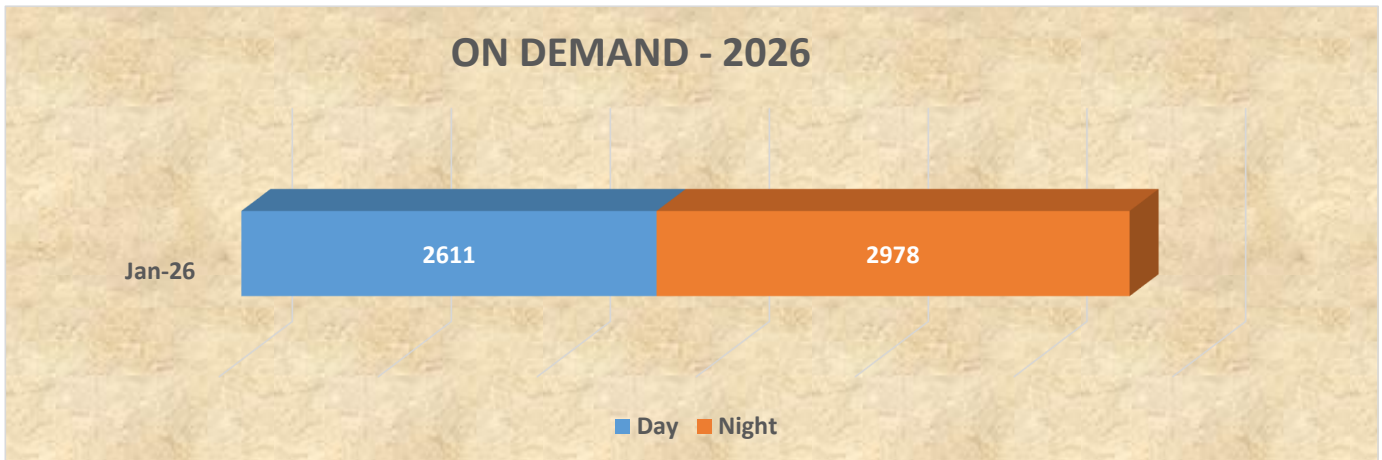
## Fixed Route Bikes Loaded



## GBM On Demand Ridership

January 2026

	<u>Day Service</u>	<u>Night Service</u>	<u>Total</u>	<u>Target</u>
Passengers	2,611	2,978	5,589	
Operating Hours	1,076	895	1,971	
Passengers per Operating Hour	2.43	3.33	2.84	3.0
Average Customer Wait Time (minutes)	20.50	33.40	28	<20.0



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

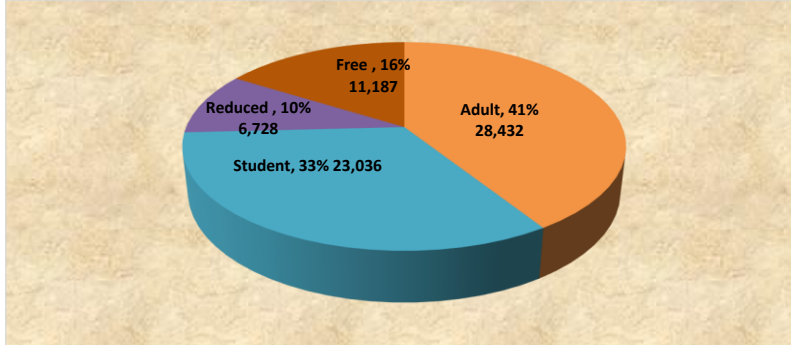
## February

### Fixed Route Ridership

	ADULT	STUDENT	*REDUCED	*FREE	MONTHLY FIXED ROUTE	YTD FIXED ROUTE
February 2025	22,067	23,489	7,242	12,000	64,798	132,809
February 2026	24,515	21,598	6,316	11,077	63,506	123,960
Difference	2,448	(1,891)	(926)	(923)	(1,292)	(8,849)
	11%	-8%	-13%	-8%	-2%	-6.7%

### Microtransit On Demand Ridership

	ADULT	STUDENT	*REDUCED	*FREE	MONTHLY ON DEMAND	YTD ON DEMAND
February 2025	4,544	321	320	32	5,217	10,677
February 2026	3,917	1,438	412	110	5,877	11,466
Difference	(627)	1,117	92	78	660	789
	-14%	348%	29%	244%	13%	7.4%



<b>YTD PASSENGERS</b>
<b>135,426</b>

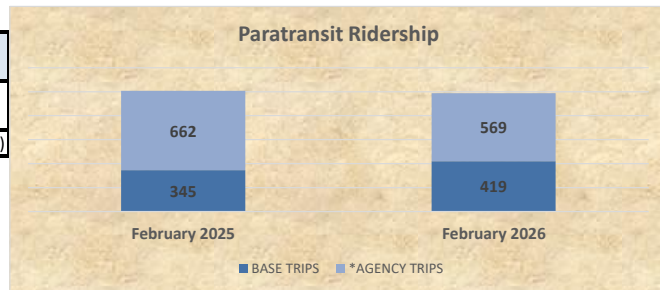
*\*Reduced fare program is for individuals who are age 65 and older, Medicare recipients, and individuals with qualifying disabilities.*

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

### Paratransit Ridership

	BASE TRIPS	*AGENCY TRIPS	TOTAL TRIPS	YTD
February 2025	345	662	1,007	1,007
February 2026	419	569	988	988
Difference	74	(93)	(19)	(19)
	21.4%	-14.0%	-1.9%	-1.9%

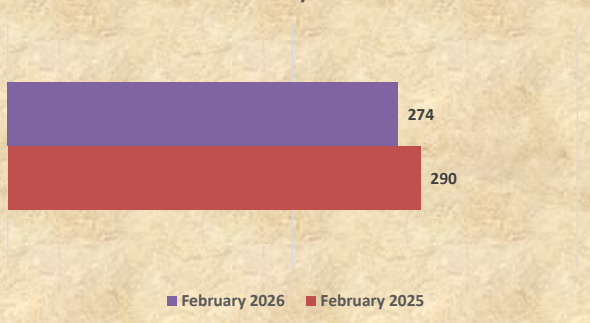
*\*Agency Fare includes base fare plus additional cost for expenses that is permitted by 49 CRF 37.131 to social service agencies and other organizations for agency trips (i.e., trips guaranteed to the organization).*



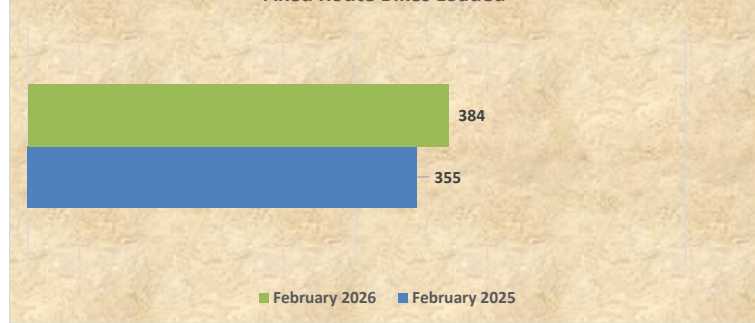
**On Time Performance: 92.0%**

Completed Trips:	988
Completed On Time Trips:	907
Completed Late Trips - 0-6 mins	48
Completed Late Trips - 6-30 mins	30
Completed Late Trips > 30 mins	2
Late Cancellations and No Show Trips	20

### Fixed Route Mobility Devices Boarded



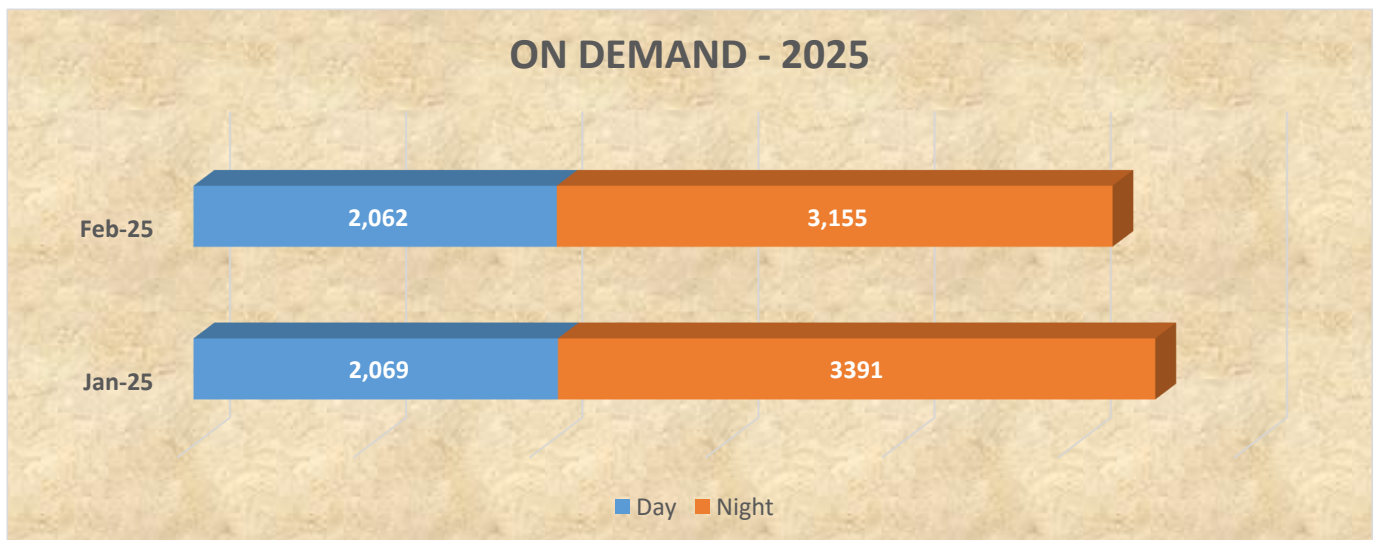
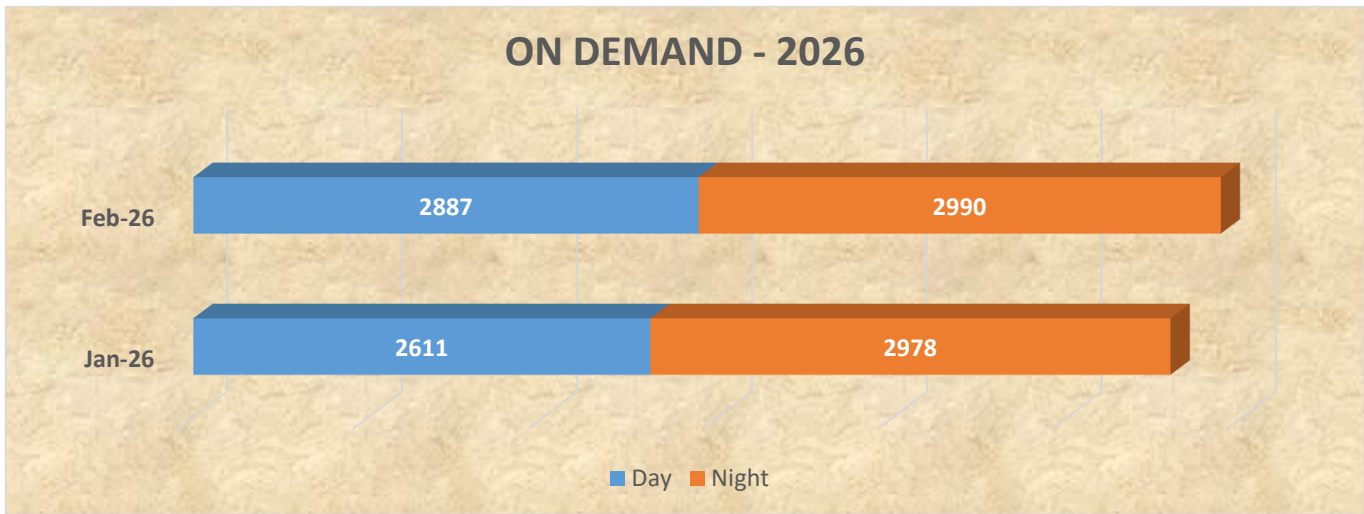
### Fixed Route Bikes Loaded



## GBM On Demand Ridership

February 2026

	Day Service	Night Service	Total	Target
Passengers	2,887	2,990	5,877	
Operating Hours	1,142	853	1,995	
Passengers per Operating Hour	2.5	3.5	2.9	3.0
Average Customer Wait Time (minutes)	19.80	35.10	28	<20.0



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



Report to the  
Transit Commission  
of the City of Green Bay



#### MEETING DATE

April 8, 2026

#### PREPARED BY

Patricia Kiewiz, Transit Director

#### AGENDA ITEM # E.4

Financial Reports

#### BACKGROUND

Director Kiewiz will provide an update on Metro finances through February 2026.

#### RECOMMENDATION

No action is necessary.

#### FISCAL IMPACT

#### ATTACHMENTS

1. 01.Jan - Financials
2. 02.Feb - Financials



**EXPENSES**

ACCOUNT DESCRIPTION	2026 Jan	2025 Jan	+/-	%	2026 BUDGET	% OF BUDGET
Wages & Salaries	68,037.86	85,957.38	(17,920)	-20.8%	2,886,612	2.4%
Fringe Benefits	75,674.16	73,055.08	2,619	3.6%	1,790,417	4.2%
Other Employment Expenses	5,432.18	3,969.67	1,463	36.8%	70,778	7.7%
Contract Services	10,245.18	1,132.78	9,112	804.4%	437,903	2.3%
Materials & Supplies	20,862.23	22,436.13	(1,574)	-7.0%	589,167	3.5%
Building & Equip Maintenance	24,862.65	16,798.95	8,064	48.0%	251,391	9.9%
Utilities	18,223.11	1,156.60	17,067	1475.6%	184,820	9.9%
Insurance	130,466.00	122,934.00	7,532	6.1%	167,296	78.0%
Miscellaneous	-	(3.00)	3	-100.0%	277	0.0%
Paratransit Services	4,778.10	4,734.81	43	0.9%	623,438	0.8%
Microtransit Services	7,545.64	9,404.03	(1,858)	-19.8%	2,407,669	0.3%
Subrecipient Expenses	-	-	-	0.0%	-	0.0%
<b>TOTAL</b>	<b>366,127.11</b>	<b>341,576.43</b>	<b>24,551</b>	<b>7.2%</b>	<b>9,409,768</b>	<b>3.9%</b>

ORIGINAL BUDGET

**REVENUES**

ACCOUNT DESCRIPTION	2026 Jan	2025 Jan	+/-	%	2026 BUDGET	% OF BUDGET
Federal Operating Asst	-	-	-	0.0%	2,634,735	0.0%
State Operating Asst	-	-	-	0.0%	2,634,735	0.0%
Other Local Municipalities	87,923.73	85,785.33	2,138	2.5%	692,068	12.7%
Green Bay	108,333.33	108,333.33	-	0.0%	2,140,762	5.1%
Farebox Revenue-Fixed Route	39,511.93	40,033.08	(521)	-1.3%	710,000	5.6%
Farebox Revenue-Paratransit	14,922.00	16,770.00	(1,848)	-11.0%	238,500	6.3%
Farebox Revenue-Microtransit	1,967.00	2,131.00	(164)	-7.7%	-	0.0%
College Program Fares	-	-	-	0.0%	-	0.0%
TMI Refund	-	-	-	0%	-	0.0%
Non-Transportation Revenue	495.42	16,651.81	(16,156)	-97.0%	9,100	5.4%
State Fuel Refund	-	-	-	0.0%	-	0.0%
Advertising	7,468.00	8,302.00	(834)	-10.0%	110,000	6.8%
Intercity Bus Commissions	500.00	500.00	-	0.0%	6,000	8.3%
Partnership Contributions	2,959.00	2,702.00	257	9.5%	233,868	1.3%
<b>TOTAL</b>	<b>264,080.41</b>	<b>281,208.55</b>	<b>(17,128)</b>	<b>-6.1%</b>	<b>9,409,768</b>	<b>2.8%</b>

**KEY PERFORMANCE INDICATORS (KPI)**

Operating Days	26	26	-	0.0%	307
Revenue Miles	54,357	55,870	(1,513)	-2.7%	676,436
Revenue Hours	3,659	3,807	(148)	-3.9%	45,765
Unlinked Passenger Trips	60,454	68,011	(7,557)	-11.1%	875,000
Revenue / Cost	<b>72.1%</b>	<b>82.3%</b>			100%
Farebox Revenue / Mile	0.73	0.72	0.01	1.4%	1.05
Farebox Revenue / Pass Trip	0.65	0.59	0.06	11.0%	0.81
Farebox Revenue / Hour	10.80	10.52	0.28	2.7%	15.51
Passenger / Mile	1.11	1.22	(0.11)	-8.6%	1.29
Cost / Mile	6.51	5.86	0.65	11.1%	9.43
Cost / Passenger Trip	5.85	4.81	1.04	21.6%	7.29



**EXPENSES**

ACCOUNT DESCRIPTION	2026 Jan-Feb	2025 Jan-Feb	+/-	%	2026 BUDGET	% OF BUDGET
Wages & Salaries	292,804.15	303,505.10	(10,701)	-3.5%	2,886,612	10.1%
Fringe Benefits	171,144.60	162,927.98	8,217	5.0%	1,790,417	9.6%
Other Employment Expenses	9,982.08	7,973.10	2,009	25.2%	70,778	14.1%
Contract Services	12,032.37	10,757.06	1,275	11.9%	437,903	2.7%
Materials & Supplies	68,435.02	50,737.43	17,698	34.9%	589,167	11.6%
Building & Equip Maintenance	45,797.70	33,408.11	12,390	37.1%	251,391	18.2%
Utilities	41,821.73	19,267.19	22,555	117.1%	184,820	22.6%
Insurance	130,466.00	122,934.00	7,532	6.1%	167,296	78.0%
Miscellaneous	23.00	19.00	4	21.1%	277	8.3%
Paratransit Services	48,601.88	46,049.86	2,552	5.5%	623,438	7.8%
Microtransit Services	175,002.37	157,386.16	17,616	11.2%	2,407,669	7.3%
Subrecipient Expenses	-	-	-	0.0%	-	0.0%
<b>TOTAL</b>	<b>996,110.90</b>	<b>914,964.99</b>	<b>81,146</b>	<b>8.9%</b>	<b>9,409,768</b>	<b>10.6%</b>

ORIGINAL BUDGET

**REVENUES**

ACCOUNT DESCRIPTION	2026 Jan-Feb	2025 Jan-Feb	+/-	%	2026 BUDGET	% OF BUDGET
Federal Operating Asst	-	-	-	0.0%	2,634,735	0.0%
State Operating Asst	-	-	-	0.0%	2,634,735	0.0%
Other Local Municipalities	130,470.27	126,048.85	4,421	3.5%	692,068	18.9%
Green Bay	216,666.66	216,666.66	-	0.0%	2,140,762	10.1%
Farebox Revenue-Fixed Route	79,059.67	73,914.79	5,145	7.0%	710,000	11.1%
Farebox Revenue-Paratransit	28,560.50	31,877.00	(3,317)	-10.4%	238,500	12.0%
Farebox Revenue-Microtransit	3,735.00	3,840.00	(105)	-2.7%	-	0.0%
College Program Fares	-	-	-	0.0%	-	0.0%
TMI Refund	-	-	-	0%	-	0.0%
Non-Transportation Revenue	7,697.10	24,290.49	(16,593)	-68.3%	9,100	84.6%
State Fuel Refund	4,344.32	3,959.82	385	9.7%	-	0.0%
Advertising	12,338.64	14,362.54	(2,024)	-14.1%	110,000	11.2%
Intercity Bus Commissions	1,000.00	1,000.00	-	0.0%	6,000	16.7%
Partnership Contributions	5,918.00	5,404.00	514	9.5%	233,868	2.5%
<b>TOTAL</b>	<b>489,790.16</b>	<b>501,364.15</b>	<b>(11,574)</b>	<b>-2.3%</b>	<b>9,409,768</b>	<b>5.2%</b>

**KEY PERFORMANCE INDICATORS (KPI)**

Operating Days	50	50	-	0.0%	307
Revenue Miles	106,080	106,077	3	0.0%	676,436
Revenue Hours	7,123	7,230	(107)	-1.5%	45,765
Unlinked Passenger Trips	123,960	132,809	(8,849)	-6.7%	875,000
Revenue / Cost	<b>49.2%</b>	<b>54.8%</b>			100%
Farebox Revenue / Mile	0.75	0.70	0.05	7.0%	1.05
Farebox Revenue / Pass Trip	0.64	0.56	0.08	14.6%	0.81
Farebox Revenue / Hour	11.10	10.22	0.88	8.6%	15.51
Passenger / Mile	1.17	1.25	(0.08)	-6.7%	1.29
Cost / Mile	7.28	6.71	0.57	8.6%	9.43
Cost / Passenger Trip	6.23	5.36	0.87	16.3%	7.29



Report to the  
Transit Commission  
of the City of Green Bay



#### MEETING DATE

April 8, 2026

#### PREPARED BY

Patricia Kiewiz, Transit Director

#### AGENDA ITEM # E.5

Director's Report

#### BACKGROUND

Director Kiewiz will provide the Commission with an update on Green Bay Metro.

#### RECOMMENDATION

No action is necessary.

#### FISCAL IMPACT

#### ATTACHMENTS

None