



MEDIA RELEASE

(FOR IMMEDIATE RELEASE: May 27, 2014)

SHORELINE METRO TO LAUNCH HARBOR CENTRE EXPRESS: A DEDICATED BUS ROUTE TO SERVE DOWNTOWN/SOUTH PIER/LAKEFRONT

The 2014 Business Improvement District's Master Plan identified connectivity within the district as one of the three key strategies. Starting Tuesday May 27, 2014, through Labor Day, Harbor Centre Express, a dedicated fixed route has been established to serve the following locations: South Pier, Riverfront, Lakefront, Harbor Centre Marina, Downtown including the Children's Museum, John Michael Kohler Art Center, Weill Center for the Performing Arts, Spaceport and Blue Harbor Resort.

This pilot project is being funded by Federal Transit Administration aids, and local funds. The route will operate on a ½ hour cycle with three minute stops at key points along the route. The service will operate Monday through Friday, 10:00 AM to 8:00 PM and Saturdays 10:00 AM to 6:00 PM. Ride all Day for \$1.00.

Shoreline Metro will utilize a smaller formerly Milwaukee County Transit bus for the service. With a generous contribution from a local downtown business, the bus will be fully wrapped with photography from Harbor Centre District providing designated branding for the service. Design services have been provided by the City of Sheboygan Department of City Development staff.

City leaders will be meeting with Harbor Centre businesses in coming weeks to discuss the new service, provide route maps, and encourage businesses to promote this service with their customers.

"We wanted to develop a dedicated route with ½ hour service to serve our visitors/residents allowing them to experience what the Harbor Centre District has to offer. If interest in this service increases, the City can explore in future years a dedicated trolley and trolley stop signs along the route", explained Chad Pelishek, planning director.

For route information, please visit www.shorelinemetro.com or call (920) 459-3281.

