

AT YOUR SERVICE

STABLE

RIDERSHIP IN 2015 DESPITE LOW GAS PRICES!

70,000+

RESIDENTS SERVICED BY PUBLIC TRANSIT IN THE SHEBOYGAN AREA

1,800+

AVERAGE DAILY TRIPS PROVIDED IN 2015 ON ALL SERVICES!



OUR SISTER CITY FRIENDS FROM ESSLINGEN, GERMANY VISITED SHEBOYGAN OVER THE JULY 4TH WEEKEND!

Shoreline Metro services three communities with its fixed route public transit system including the City of Sheboygan, City of Sheboygan Falls, and Village of Kohler. SLM operates eleven (11) fixed routes, Monday through Saturday and tripper service during the school year with an additional three (3) morning routes and four (4) afternoon routes.

Shoreline Metro is publicly operated by the City of Sheboygan and is managed under the direction of the Director of Transit & Parking.

Shoreline Metro also operates paratransit services in-house. This service is for elderly and disabled individuals, many who are unable to use the fixed route bus system. In 2015, Metro Connection provided over 35,000 trips for employment, medical, social and nutrition purposes.

2015 Statistics

| | PASSENGER TRIPS | TRIPS/HOUR | CHANGE |
|-------------|-----------------|---------------|--------|
| Fixed Route | 537,765 | 12.88 | -0.05 |
| Paratransit | 35,492 | 2.73 | +0.65 |
| | REVENUE MILES | REVENUE HOURS | |
| Fixed Route | 599,904 | 41,742 | |
| Paratransit | 152,910 | 13,003 | |



Transit Systems in Wisconsin generate a **3 to 1** return on tax dollar investment



NEW SIGN AT THE MAIN OFFICE AND MAINTENANCE FACILITY.

AT-A-GLANCE...

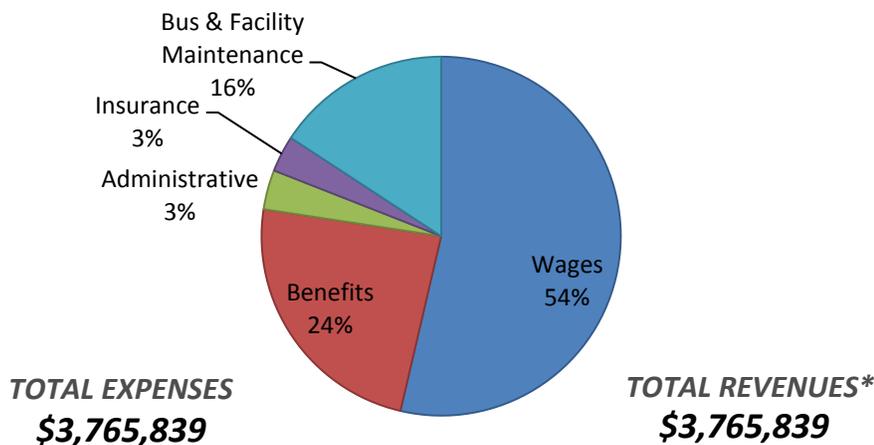


THE NEW "SHEBOYGAN SQUARED" BUS AGAINST A BEAUTIFUL LAKEFRONT BACKDROP. THE SQUARE IN ITS SECOND YEAR HAD A 12% INCREASE IN RIDERSHIP.

2015 Accomplishments

- Launched a re-branded Harbor Center Express bus called The Square (pictured left);
- Ridership was stable despite a strong drop in gas prices from 2014 to 2015;
- Grew the fan base on Facebook to over 500;
- Painted and freshened up their Main Office and Maintenance Facility;
- Upgraded Metro Connection dispatch software (see improvements below);
- Partnership with RCS to employ a temporary cleaner at Shoreline Metro;
- New sign for Main Office Facility;

2015 Transit Expenses by CATEGORY



*State amount is not final as of date; pending audit and final journal entries by Finance.

IN THE YEAR AHEAD:

- Launching a refreshed, mobile-friendly and easier to use website;
- Improved efficiency on all southbound routes;
- Adding service to 10N and 10S to be consistent with Routes 3, 5 and 7 (north and south);
- Streamlining records retention and digitalizing records and files;
- Continued efforts and discussions to expand service to other areas currently not served;
- Premium service options for Metro Connection customers;



IMPROVEMENT SPOTLIGHT:



In 2015, Shoreline Metro purchased new dispatching and scheduling software for its in-house paratransit service, Metro Connection through the New Freedom 5317 program. The software went live in April. The goal and purpose of the upgrade was to improve efficiency, decrease expenses and data entry and improve service for customers. The results, to say the very least, have been phenomenal. The following statistics are a result of the upgrade:

- 25% reduction in vehicles used during peak service (8 to 6);
- 24% increase in trips per hour from 2.08 to 2.73 (2.98 using Ecolane alone);
- 27% reduction in vehicle revenue hours (VRH);
- 16% reduction in vehicle revenue miles (VRM);
- Only a modest 4% decline in ridership;
- Further efficiencies in 2016 after completing an entire year of use;

