

# SHORELINE METRO HAD A



# “TROLLEY”

## GOOD TIME IN 2017!



### HISTORY

During the winter of 2014 at a Business Improvement District meeting, business owners expressed an interest to connect Sheboygan’s South Pier, Riverfront and Marina with the downtown. After exploring the possibility of a walk bridge over the Sheboygan River, an idea of a bus route, or trolley route, was tossed out. Fast forward six months and in June 2015, the birth of the new Trolley Route, originally called the Harbor Centre Express, was born. Today, the trolley route runs Memorial Day to Labor Day and is called The Square, appropriately named after the rebranded name of the business improvement district, Sheboygan Squared.



SHORELINE METRO PURCHASED TROLLEYS TO BE USED ON THE SQUARE DURING THE SUMMER. IN 2017, RIDERSHIP INCREASED 47% OVER 2016 AND HAS INCREASED BY 95% SINCE 2015.

### STATISTICS

YEAR	PASSENGER TRIPS	% INCREASE	VEHICLE
2015	1,706	N/A	Bus
2016	2,264	33%	Bus/Trolley
2017	3,327	47%	Trolley

## 95% INCREASE IN 2 YEARS!

### WHERE ARE YOU FROM?

Customers aboard The Square came from far and near in 2017. Whether it was for races at Elkhart Lake or visiting on a boat trip, customers enjoyed a tour of historic Sheboygan.



### SAY WHAT?

Hear what customers and drivers had to say about The Square in 2017:

- Passengers wish the route ran year round;
- Kids LOVE taking the trolley;
- Visitors from the marina were grateful for the service;
- Sheboygan is a BEAUTIFUL community;
- Customers used it for dining, bar hopping, shopping and for festivals;
- All Shoreline Metro drivers that operated the route agreed it’s a valuable service for customers;

*“I enjoyed riding the trolley and meeting new people.” -Martha-*

