

**MINUTES
MARITIME METRO TRANSIT DEVELOPMENT PROGRAM (TDP) REVIEW
COMMITTEE
March 3, 2016
Manitowoc City Hall (First Floor Conference Room – East)
900 Quay Street
Manitowoc, Wisconsin**

MEMBERS PRESENT: Ald. Christopher Able (City of Manitowoc)
Jan Algozine (Silver Lake College)
Judy Goodchild for Curt Vanderstelt (City of Two Rivers)
Linda Grider (Aging and Disability Resource Center of the
Lakeshore)
Marlo Kohlmann (Maritime Metro Transit)
Dan Koski (City of Manitowoc Department of Public
Infrastructure)
Matt Kouba (Maritime Metro Transit Driver)
Jim Muenzenmeyer (Maritime Metro Transit)
Pat Naumann (Maritime Metro Transit Rider)

MEMBERS EXCUSED: Janet Paszkiewicz (Manitowoc Transit Commission)

BLRPC STAFF PRESENT: Jeffrey Agee-Aguayo

1. The meeting of the Maritime Metro TDP Review Committee was called to order at 4:17 p.m. by Committee Chairperson Jim Muenzenmeyer.

Jim Muenzenmeyer welcomed everyone to this meeting of the *Maritime Metro Transit Development Program (TDP)*.

All present introduced themselves for the benefit of everyone in attendance.

Jim Muenzenmeyer noted the one committee member who had asked to be excused from the meeting.

2. **Moved** by Ald. Christopher Able and seconded by Dan Koski that the agenda for the March 3, 2016, meeting of the Maritime Metro TDP Review Committee be approved. Motion carried, with all voting aye on a voice vote.

3. **Moved** by Dan Koski and seconded by Marlo Kohlmann that the minutes of the February 11, 2016, meeting of the Maritime Metro TDP Review Committee be approved. Motion carried, with all voting aye on a voice vote.

4. Chairperson Jim Muenzenmeyer asked if there was any public input; none was received.

5. Jeffrey Agee-Aguayo distributed and reviewed draft Chapter 8 of the TDP (Goals, Objectives, Standards and Their Use in Evaluating the Current Transit Operation) with committee members in attendance. The mission statement was reviewed first, followed by the various goals, objectives and standards. Jeffrey Agee-Aguayo noted where the items identified in the nominal group exercise at the February 11, 2016, meeting were included in the goals, objectives and standards. In reviewing draft Chapter 8, Jeffrey Agee-Aguayo stated that he utilized various references (Chapter 8 from the previous Maritime Metro TDP and chapters that have already been prepared for the TDP being completed) as needed to prepare the chapter.

Review of the mission statement (p. 8-1) was the first substantive item addressed in the review of draft Chapter 8. Jeffrey Agee-Aguayo stated that the current mission statement for Maritime Metro Transit (as developed by the Manitowoc Transit Commission) was utilized as the mission statement for the TDP. Committee members had no comments on or objectives to the mission statement as written.

Committee members then reviewed the language regarding the process used to develop goals, objectives and standards (p. 8-1). Jeffrey Agee-Aguayo reviewed the activity centers that transit should serve (as discussed in Chapter 4); these activity centers include: major health care facilities; educational facilities; shopping centers; governmental, social service and non-profit facilities; entertainment and recreational facilities; major parks; major child day care facilities; major community based residential facilities (CBRFs); adult day care facilities; long-term care providers; elderly and/or low income housing facilities; and larger employers. Committee members had no questions or comments regarding this section of draft Chapter 8.

Discussion then turned to the goals, objectives and standards. Jeffrey Agee-Aguayo noted that the baseline goals, objectives and standards were from the previous Maritime Metro TDP, adjusted for current conditions. Jeffrey Agee-Aguayo reviewed items that were added or modified to the goals, objectives and standards as a result of the nominal group exercise conducted at the February 11, 2016, meeting.

The following questions and comments were raised regarding the goals, objectives and standards:

Goal 1: To assure that quality transit service continues to be available, financed through fares and through federal, state and local funding sources.

- Jeffrey Agee-Aguayo commented that Objectives 1.1 and 1.2 came from the nominal group exercise held at the February 11, 2016, meeting.
- Ald. Christopher Able stated that Standard 1.2.3 might require a legal review from the Manitowoc City Attorney, and did not envision that there would be locally imposed spending caps in the City of Manitowoc.

Goal 2: To assure that the transit operation remains affordable to passengers and to local units of government.

- Jeffrey Agee-Aguayo indicated that Standard 2.1.1 came from the nominal group exercise held at the February 11, 2016, meeting.
- Jeffrey Agee-Aguayo noted that the productivity levels which appear in Standard 2.1.2 were revised upward based on increased ridership in 2013 that was documented in Chapter 7. Ald. Christopher Able asked about the timeframe in which data were collected to support this standard (daily, weekly, monthly or annually); Jeffrey Agee-Aguayo responded that the standard is based on annual ridership observations. Ald. Christopher Able suggested that the following language be added to Standard 2.1.2: “The most current annual ridership will be used to determine whether routes meet the standard.”
- Slight changes were made to Standards 2.1.5 and 2.1.6 to align with the renumbering of previous standards under Objective 2.1.
- Jeffrey Agee-Aguayo stated that there should be a slight change in wording to Standard 2.1.7 (the final word should be “operation,” not “service”).

Goal 3: To continue to attract additional ridership as part of an effort to improve community support of the transit operation.

- Jeffrey Agee-Aguayo commented that Standards 3.1.1, 3.1.2 and 3.1.3 came from the nominal group exercise held at the February 11, 2016, meeting.
- Jeffrey Agee-Aguayo noted that Standard 3.1.5 was revised to emphasize joint procurements with other transit operations in Wisconsin.
- Jeffrey Agee-Aguayo stated that Standard 3.2.1 came from the nominal group exercise held at the February 11, 2016, meeting.
- Standard 3.2.2 was revised to indicate the intercity mass transportation services that enter the area.
- Jeffrey Agee-Aguayo indicated that he added a standard (3.2.4) regarding working to ensure that Lakeshore Technical College (LTC) Express student transportation service continues to stop at the Intermodal Transfer Center.
- A slight change was made to Standard 3.3.2 to align with the renumbering of previous standards under Objective 2.1.
- A change was made to Standard 3.3.3 to specifically refer to the Manitowoc Industrial Park (based on the nominal group exercise held at the February 11, 2016, meeting).
- Changes were made to Objective 3.4 based on the nominal group exercise held at the February 11, 2016, meeting. Timely, direct service should be provided to UW Manitowoc, Silver Lake College and the Lakeshore Technical College (LTC) campus at the Manitowoc County Job Center, along with assurance that there will be intermittent

transportation between the transit service area and the LTC Cleveland campus (although this service would not be operated or funded by Maritime Metro Transit).

- Changes were made to Standard 3.4.1 based on the nominal group exercise held at the February 11, 2016, meeting.
- Jeffrey Agee-Aguayo reviewed modifications made to Standard 3.4.2 (regarding potential service to Silver Lake College). This included a slight change to align with the renumbering of previous standards under Objective 2.1.
- Jan Algozine commented that Silver Lake College conducted a survey of its students who reside on campus regarding their transportation needs. Approximately 100 to 135 students live on campus, about 50 percent of whom do not have vehicles. Jan Algozine added that residential services will expand at Silver Lake College in the near future. Jan Algozine mentioned the times most popular for trip making from the students who responded to the survey and who need transportation services; the peak times include 7:00 to 7:30 a.m., 5:00 p.m., and 7:00 p.m. Jan Algozine also noted that most commuter students do have a car, and indicated that several Silver Lake College students live off campus on Expo Drive at Custer Village. Jim Muenzenmeyer discussed potential revisions to Route 5 that could serve Custer Village and Silver Lake College. Jan Algozine stated that Silver Lake College students are employed in places like Applebee's and the Manitowoc – Two Rivers YMCA.
- Jeffrey Agee-Aguayo stated that Standard 3.4.3 was added to ensure that LTC Express student transportation continues to connect the transit service area with the LTC Cleveland campus.
- Jeffrey Agee-Aguayo indicated that Objective 3.5 and Standard 3.5.1 came from the nominal group exercise held at the February 11, 2016, meeting.
- Jeffrey Agee-Aguayo noted that Standards 3.6.1 and 3.6.5 came from the nominal group exercise held at the February 11, 2016, meeting.
- A slight change was made to Standard 3.6.3.
- Jeffrey Agee-Aguayo commented that Standard 3.6.14 was added; this standard indicates that “Maritime Metro Transit should create a website independent from Manitowoc city government” in order to give the transit operation a higher profile from a marketing perspective.
- Jeffrey Agee-Aguayo stated that Objective 3.7 came from the nominal group exercise held at the February 11, 2016, meeting.
- A slight change was made to Standard 3.7.6 (to include AVI technology) based on the nominal group exercise held at the February 11, 2016, meeting.
- Changes were made to Standard 3.8.3 based on the nominal group exercise held at the February 11, 2016, meeting. Specifically, “adding ‘dead time’ to routes” and “keeping buses out of parking lots to the extent possible” were listed as examples of “improving the continuity of route timing and structuring.”
- Regarding Standard 3.8.3, Jim Muenzenmeyer commented that when a route serves the same street twice (such as portions of Washington Street on Route 3 and portions of Franklin Street on Route 5), one of the runs could be made an “express” run with no pick-

ups or drop-offs in order to conserve time. There was some discussion regarding whether the “express” run should be on the outbound or inbound segment of the route’s trip.

- Jim Muenzenmeyer suggested that Standard 3.8.4 be revised to maintain one hour headways for Maritime Metro Transit routes serving the City of Two Rivers.
- Changes were made to Standard 3.8.5 based on the nominal group exercise held at the February 11, 2016, meeting. Specifically, reversal of “certain routes so that they are on the correct side of the street for dropping off and picking up school children” was listed as an example of “more effectively planning routes so that bus drop-off points are positioned on the same side of the street as trip generators.”
- Dan Koski suggested that Standard 3.8.6 be revised to read as follows: “Consider *reestablishing or adding* routes in areas where such service may be warranted by demand.” (The reference to adding school tripper routes would be deleted).

Goal 4: To address the mobility needs of the transit dependent.

- Regarding Standard 4.1.4, Jim Muenzenmeyer suggested reviewing the trip generator map in Chapter 4 to see if there are any low income housing facilities and mobile home parks that currently do not receive transit service. Judy Goodchild discussed the location of low income housing facilities and mobile home parks in the City of Two Rivers. Committee members in attendance discussed trip generators in the City of Two Rivers that Maritime Metro Transit could serve.
- Slight changes were made to Standards 4.3.2 and 4.3.3 to indicate that these policies are continuing.
- Jeffrey Agee-Aguayo stated that Standards 4.3.4 and 4.3.5 came from the nominal group exercise held at the February 11, 2016, meeting.
- Regarding Standard 4.3.5, Jim Muenzenmeyer suggested obtaining back-up vehicles for transportation of passengers using mobility devices during afternoon peak hours in an effort to implement this standard.

Goal 5: To actively participate in planning decisions regarding land use patterns in the transit service area, as well as regarding the location of major transit trip generators, in order to assure that future land use development is compatible with transit service as part of the planning process.

- A slight change was made to Standard 5.2.2 to align with the renumbering of previous standards under Objective 2.1.

Goal 6: To consider service improvements where warranted.

- A change was made to Standard 6.1.1 (to refer to service to upcoming development on the Manitowoc County Expo grounds) as an example of considering “improvement of routes to new services and businesses while maintaining an efficient transit operation,” based on the nominal group exercise held at the February 11, 2016, meeting.

- A change was made to Standard 6.1.3 (to refer to consideration of extension of Route 1 on select trips to serve Two Rivers High School) as an example of utilizing “the existing Maritime Metro Transit route coverage to provide improved student transportation,” based on the nominal group exercise held at the February 11, 2016, meeting.
- A slight change was made to Standard 6.1.5 to align with the renumbering of previous standards under Objective 2.1.
- A change was made to Standard 6.2.1 to “consider expanding weeknight service hours so that those who cannot drive can attend events and activities in the transit service area,” based on the nominal group exercise held at the February 11, 2016, meeting.
- Jeffrey Agee-Aguayo stated that Standards 6.2.2 and 6.2.3 came from the nominal group exercise held at the February 11, 2016, meeting.

Goal 7: To consider personnel improvements where warranted.

- This is a new goal since the previous TDP.
- Jeffrey Agee-Aguayo reviewed the objectives (7.1 and 7.2) and standards (7.1.1, 7.1.2, 7.2.1 and 7.2.2) under this goal. All of the objectives under this goal came from the nominal group exercise held at the February 11, 2016, meeting.

Jeffrey Agee-Aguayo stated that some time would be allotted at the next meeting to obtain additional questions and comments on draft Chapter 8. Dan Koski suggested that draft Chapter 8 be e-mailed to all committee members after today’s meeting.

6. Committee members discussed next steps in the TDP process.

Jeffrey Agee-Aguayo stated that the next step in the TDP process would involve the alternatives analysis. This will involve the determination of alternatives to be examined, followed by analysis of alternatives using the cost allocation model developed in Chapter 7 (and updated to 2015 conditions if all of the ridership and budget data for that year are available; otherwise, 2014 data will be used).

Jeffrey Agee-Aguayo reviewed some ideas that Jim Muenzenmeyer had for alternatives at previous meetings, including the following:

- Having school children dropped off on the correct side of the street;
- Adding more “dead time” to routes so that they do not fall behind;
- Adding transit service to the portion of the City of Manitowoc southwest of Interstate Highway 43 (Silver Lake College, Americollect, Menard’s, etc.), including possible recommendation of a western transfer point; and
- Consideration of having Route 1 serve Two Rivers High School at the beginning and at the end of the school day.

Jim Muenzenmeyer suggested another alternative that could be examined, namely looking at bringing paratransit service “in-house.”

Jeffrey Agee-Aguayo indicated that he would review the original scope of services for the TDP to see if there were any other alternatives that should be examined. Maritime Metro Transit staff will meet with Jeffrey Agee-Aguayo between now and the next committee meeting to lay out some of the alternatives that will be examined.

The alternatives analysis process will be followed by preparation of the recommended plan chapter of the TDP. The executive summary and introduction will be the final chapters prepared in the TDP process.

7. The next meeting of the Maritime Metro TDP Review Committee was set for Thursday, March 31, 2016, at 4:15 p.m. The meeting will be held at the Manitowoc City Hall (First Floor Conference Room – East), 900 Quay Street, Manitowoc. The main agenda item to be addressed at this meeting will involve discussion of alternatives analysis in the TDP, although remaining questions and comments regarding draft Chapter 8 of the TDP will be briefly taken up at the beginning of the meeting.

8. **Moved** by Jan Algozine and seconded by Pat Naumann that the meeting of the Maritime Metro TDP Review Committee be adjourned. Motion carried, with all voting aye on a voice vote. The meeting adjourned at 5:55 p.m.

Recording secretary,

Jeffrey C. Agee-Aguayo