

Green Bay **METRO**

2013 Annual Route Review and Analysis Report



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On the Cover: Green Bay Metro Transportation Center, 901 University Avenue, in the snow. Photo courtesy of Green Bay Metro.

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CHAPTER ONE

Introduction

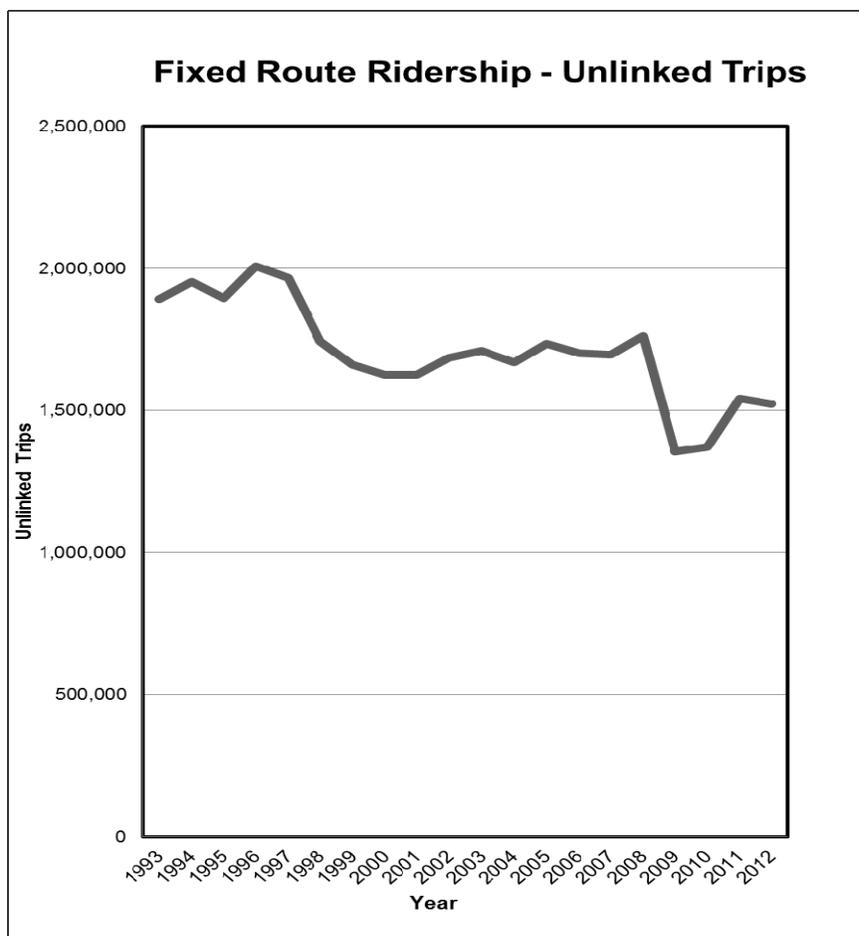
Overview

The Brown County Planning Commission and Green Bay Metro conduct route reviews on a quarterly basis. Each route is evaluated individually in terms of the performance standards outlined in the *Green Bay Metro Policy and Procedures Manual*, May 1992, as amended.

In February of 2013, the annual Green Bay Metro route review was conducted. Ridership and revenue data were gathered for all full service and limited service routes on weekdays and Saturdays. A special effort was made to separate day and evening data for the full service route system.

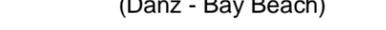
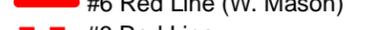
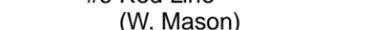
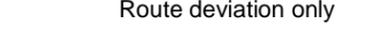
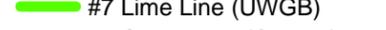
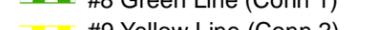
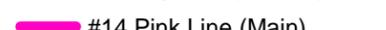
The passenger and revenue statistics contained in this report are typical of a weekday and Saturday in February. It should be noted that passenger and revenue levels fluctuate throughout the year.

From an annual perspective, the number of unlinked passenger trips decreased 1% from 1,542,287 in 2011 to 1,523,838 in 2012. The graph below shows the 20-year trend.



Green Bay METRO

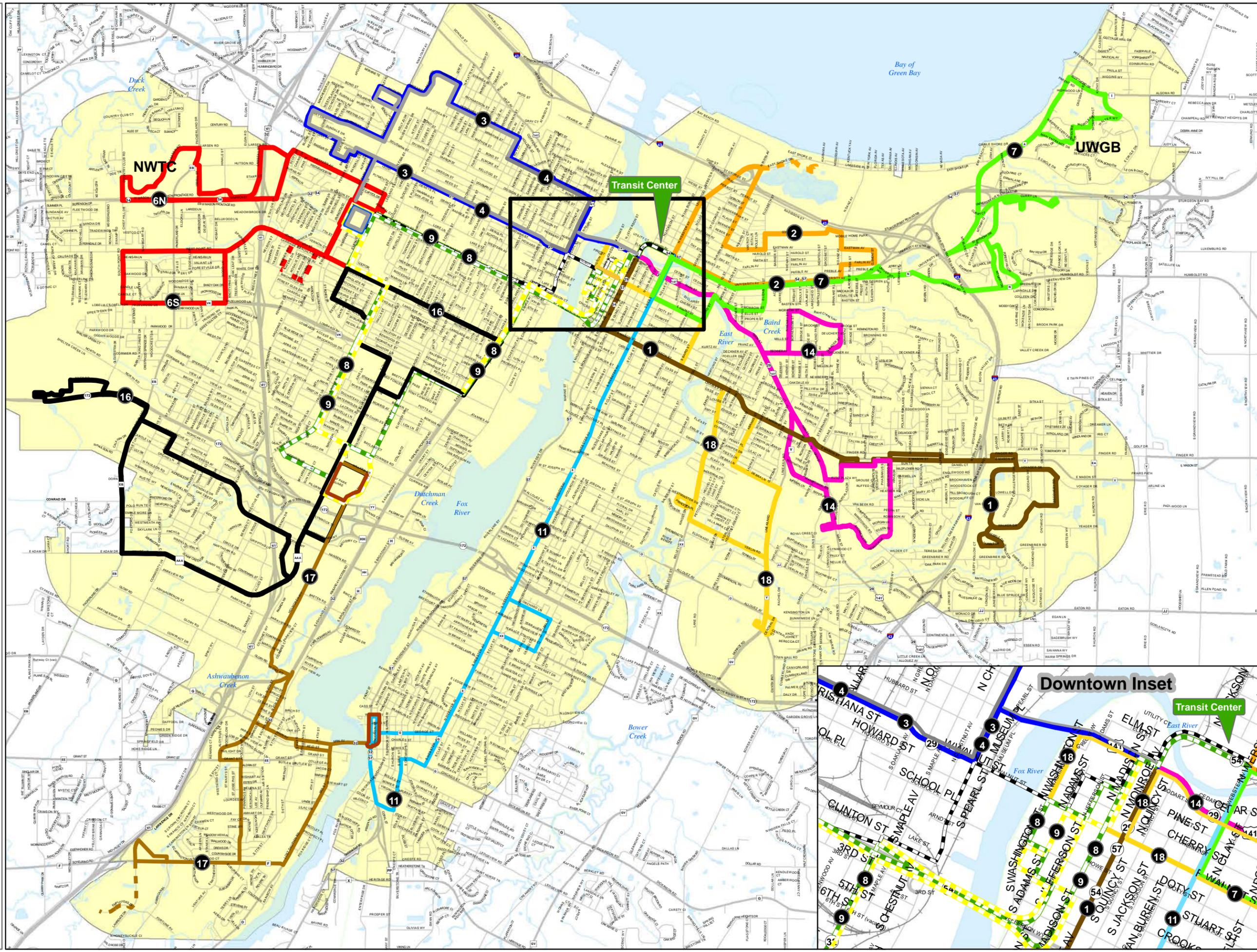
Legend

-  #1 Brown Line (East Mason)
-  #2 Orange Zippin Line (Danz - Bay Beach)
-  #2 Orange Zippin Line (Danz - Bay Beach) Upon Request
-  #3 Silver Line (Mather)
-  #4 Blue Line (Shawano)
-  #6 Red Line (W. Mason)
-  #6 Red Line (W. Mason) Route deviation only
-  #7 Lime Line (UWGB)
-  #8 Green Line (Conn 1)
-  #9 Yellow Line (Conn 2)
-  #11 Sky Line (Allouez)
-  #14 Pink Line (Main)
-  #16 Shadow Line (Oneida)
-  #17 Brick Line (De Pere) Upon Request
-  #18 Gold Line (Bellevue)
-  X-Press Downtown
-  Paratransit Buffer



0 0.25 0.5 1 Miles

Map created by:
Brown County Planning
Commission Staff
04/05/2012

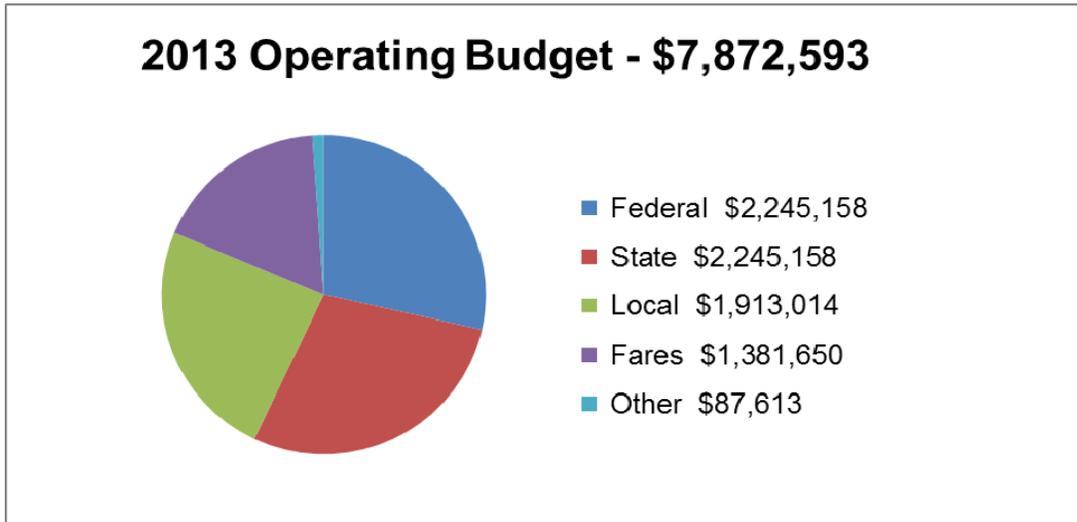


2013 Operating Budget Estimate Overview

2013 Green Bay Metro Budget Estimate

The 2013 operating budget estimate for Green Bay Metro is \$7,872,593.

The breakdown by funding source is as follows:

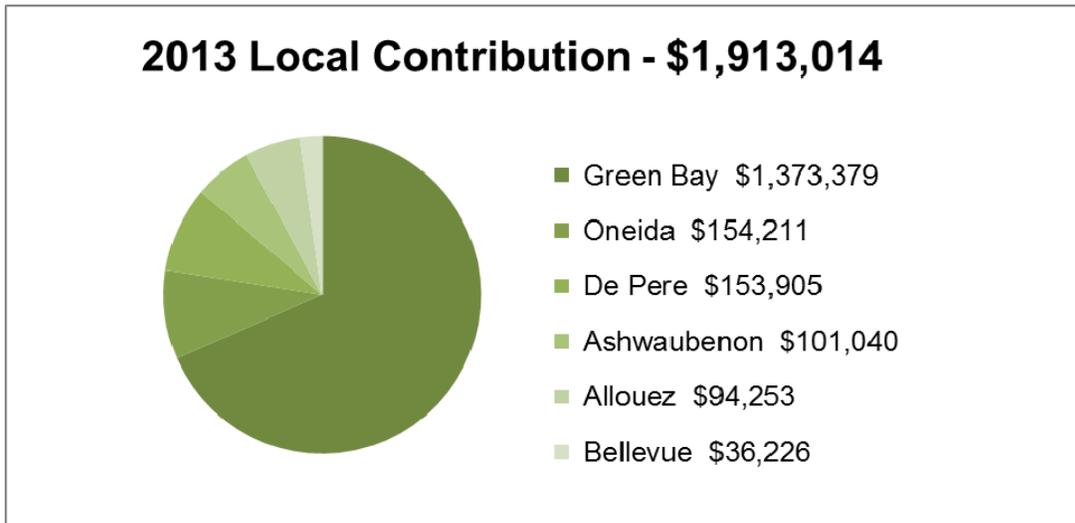


2013 Budget Estimate

Source:	Amount	Percent
Federal	\$2,245,158	28.5%
State	\$2,245,158	28.5%
Local	\$1,913,014	24.3%
Fares	\$1,381,650	17.6%
Other	\$87,613	1.1%
Total:	\$7,872,593	100.0%

Local Share

The 2013 budget estimate consists of contributions from participating local entities. The sum of the contribution is projected to be \$1,913,014 or 24.3% of the entire operating budget. Local entities contribute to the system based on system mileage and population. The breakdown by participating local entities is as follows:



2013 Budget Estimate – Local Contribution Analysis

Source:	Amount	Percent of Local Share	Percent of Overall Budget
Green Bay	\$1,373,379	71.8%	17.3%
Oneida Tribe	\$154,211	8.1%	2.0%
De Pere	\$153,905	8.0%	2.0%
Ashwaubenon	\$101,040	5.3%	1.3%
Allouez	\$94,253	4.9%	1.2%
Bellevue	\$36,226	1.9%	0.5%
Total:	\$1,913,014	100.0%	24.3%

CHAPTER TWO

Route Modifications

Fixed Route Service Modifications

2012

There were no changes to the fixed route system in 2012.

2013

Metro staff is in the process of developing route structure alternatives to the #6 N & S Red and #100 Downtown X-Press. Alternatives will be presented to the Transit Commission in 2013.

East Side Route System Redesign and Implementation

Green Bay Metro staff has indicated that changes to the east side system will be considered in late 2013 or 2014.

CHAPTER THREE

Full Service Route System Performance

According to the *Green Bay Metro Policy and Procedures Manual*, "...each existing bus route should be evaluated individually to determine if the service provided is attracting a desired amount of ridership and revenue."

The Green Bay Metro system policy for operational evaluation of new bus routes is somewhat different from the evaluation of established bus routes. New routes are to be examined at six-month intervals and must meet minimum ridership and revenue figures or the Transit Commission will give serious consideration to abandoning or making substantial changes to routes that are chronically unproductive. The purpose of the periodic examination is to allow existing and potential riders to become familiar with the new route schedule and service area and to allow time for operational improvements before meeting system-wide standards.

The policy manual outlines five performance measures to be used in the evaluation of a bus route. In some cases, the performance of a route is compared to the performance of the entire system.

The criteria of revenue per hour, passengers per hour, and operating ratio use minimum measurements based on the system median. After six months of service, a new route must reach 30 percent of the median. After one year, the route should reach 60 percent, and after two years, it should reach 80 percent.

The following performance standards are used to review all full service routes:

Revenue Per Hour

The revenue per hour standard helps to determine the financial efficiency of a route. The revenue per hour of an established individual route should be at least 80 percent of the system median.

The system standard for weekdays is \$12.86 per hour.

The #8 Green (Connector #1) route is the strongest route in terms of revenue generated per hour at \$26.36.

The lowest performing route is the #17 Brick route (\$8.15).

Please see Table 1 for revenue per hour for a weekday, weekday evening, and total.

There are no set standards for limited service routes. However, they generally experience much higher passenger and revenue rates than the full service routes. The intent of limited service routes is to operate at or near seated capacity.

Please see Chapter Four for an overview of the Limited Service Route System.

**Table 1
Revenue per Hour
Weekday**

Route	Daytime Trips	Evening Trips	Total Trips	Route Length (in hours)	Total Hours	Total Revenue	Total Revenue per Hour
# 8 Green	13	3	16	1.0	16.0	\$421.81	\$26.36
# 4 Blue	13	3	16	1.0	16.0	403.76	25.23
# 3 Silver	12	0	12	1.0	12.0	292.55	24.38
# 9 Yellow	13	3	16	1.0	16.0	369.04	23.06
#14 Pink	13	3	16	1.0	16.0	294.13	18.38
# 6N & S Red	26	6	32	1.0	32.0	567.52	17.73
# 2 Orange	25	7	32	0.5	16.0	261.31	16.33
# 7 Lime	26	3	29	1.0	29.0	458.82	15.82
# 1 Brown	26	3	29	1.0	29.0	456.83	15.75
#11 Sky	13	3	16	1.0	16.0	234.98	14.69
SYSTEM STANDARD							\$12.86
#100 X-Press	8	0	8	1.0	8.0	95.63	11.95
#16 Shadow	13	3	16	1.0	16.0	148.58	9.29
#18 Gold	12	3	15	1.0	15.0	129.93	8.66
#17 Brick	13	3	16	1.0	16.0	130.48	8.15
Total/System Average:					253.0	\$4,265.35	\$16.86

System Median: \$16.08

System Standard: \$12.86

Notes:

Daytime operations are from 5:15 AM to 6:00 PM

Evening operations are from 6:00 PM to 9:45 PM

#3 Silver and #100 X-Press do not operate in the evening.

Passengers Per Hour

This standard evaluates the number of revenue passengers per hour. Each route should reach 80 percent of the system median of passengers per hour.

The system standard for weekdays is 16.5 passengers per hour.

On weekdays, the #8 Green (Connector #1) route has the highest passengers per hour rate of 33.3.

The poorest performing route is the #18 Gold carrying only 10.5 passengers per hour.

Please see Table 2 for passengers per hour for a weekday, weekday evening, and total.

Green Saturday (everyone rides free) passengers can be seen in Table 3.

**Table 2
Passengers per Hour
Weekday**

Route	Daytime Trips	Evening Trips	Total Trips	Route Length (in hours)	Total Hours	Total Passengers	Total Passengers per Hour
# 8 Green	13	3	16	1.0	16.0	533	33.3
# 4 Blue	13	3	16	1.0	16.0	510	31.9
# 3 Silver	12	0	12	1.0	12.0	369	30.8
# 9 Yellow	13	3	16	1.0	16.0	464	29.0
#14 Pink	13	3	16	1.0	16.0	354	22.1
# 7 Lime	26	3	29	1.0	29.0	615	21.2
# 2 Orange	25	7	32	0.5	16.0	332	20.8
# 6N & S Red	26	6	32	1.0	32.0	650	20.3
#11 Sky	13	3	16	1.0	16.0	313	19.6
# 1 Brown	26	3	29	1.0	29.0	556	19.2
SYSTEM STANDARD							16.5
#100 X-Press	8	0	8	1.0	8.0	121	15.1
#17 Brick	13	3	16	1.0	16.0	185	11.6
#16 Shadow	13	3	16	1.0	16.0	183	11.4
#18 Gold	12	3	16	1.0	15.0	157	10.5
Total/System Average:					253.0	5,342	21.1

System Median: 20.6

System Standard: 16.5

Notes:

Daytime operations are from 5:15 AM to 6:00 PM

Evening operations are from 6:00 PM to 9:45 PM

Free fare passengers are not included.

#3 Silver and #100 X-Press do not operate in the evening.

**Table 3
Green Saturday**

Route	Hours of Service per Saturday	All Passengers Ride Free	Free Riders per Hour
# 1 Brown	11	246	22.4
# 2 Orange	11	224	20.4
# 3 Silver			
# 4 Blue	11	389	35.4
# 6N & S Red	22	375	17.0
# 7 Lime	11	276	25.1
# 8 Green	11	503	45.7
# 9 Yellow	11	275	25.0
#11 Sky	11	173	15.7
#14 Pink	11	331	30.1
#16 Shadow	11	96	8.7
#17 Brick	11	117	10.6
#18 Gold	11	110	10.0
#100 X-Press			
Total:	143	3,115	21.8

Notes:

#3 Silver and #100 X-Press do not operate on Saturday.

Operating Ratio

The operating ratio of a route is determined by dividing a route's passenger revenue by the total operating expense. The standard for the operating ratio is 80 percent of the system median.

The operating expense of a route is determined by multiplying the total number of system hours by the cost per hour. The Green Bay Metro System has an estimated expense of \$86.07 per hour for 2013. (Paratransit costs were removed from this figure starting in 2007 upon recommendation of the state.)

Expenses include items such as driver wages and fringe benefits, fuel, bus maintenance, and insurance.

The operating ratio measure illustrates the percentage of revenue recovered. For example, on average the weekday full service system recovers 19.5 percent of all expenses, or 19.5 cents per every dollar spent operating the system (excluding the paratransit system).

The system standard for weekdays is 15.5 percent.

The #8 Green (Connector #1) route had the highest operating ratio at 30.6 percent.

The poorest performing route is the #17 Brick route at 9.5 percent.

Please see Table 4 for operating ratio comparison for a weekday, weekday evening, and total.

**Table 4
Operating Ratio or Percent of Expenses Recovered
Weekday**

Route	Daytime Trips	Evening Trips	Total Trips	Route Length (in hours)	Total Hours	Total Expense per Hour \$86.07	Total Revenue	Total Operating Ratio
# 8 Green	13	3	16	1.0	16.0	\$1,377.12	\$421.81	30.6%
# 4 Blue	13	3	16	1.0	16.0	1,377.12	403.76	29.3%
# 3 Silver	12	0	12	1.0	12.0	1,032.84	292.55	28.3%
# 9 Yellow	13	3	16	1.0	16.0	1,377.12	369.04	26.8%
#14 Pink	13	3	16	1.0	16.0	1,377.12	294.13	21.4%
# 6N & S Red	26	6	32	1.0	32.0	2,754.24	567.52	20.6%
# 2 Orange	25	7	32	0.5	16.0	1,377.12	261.31	19.0%
# 7 Lime	26	3	29	1.0	29.0	2,496.03	458.82	18.4%
# 1 Brown	26	3	29	1.0	29.0	2,496.03	456.83	18.3%
#11 Sky	13	3	16	1.0	16.0	1,377.12	234.98	17.1%
SYSTEM STANDARD								15.0%
#100 X-Press	8	0	8	1.0	8.0	688.56	95.63	13.9%
#16 Shadow	13	3	16	1.0	16.0	1,377.12	148.58	10.8%
#18 Gold	12	3	15	1.0	15.0	1,291.05	129.93	10.1%
#17 Brick	13	3	16	1.0	16.0	1,377.12	130.48	9.5%
Total/System Average:					253.0	\$21,861.78	\$4,265.35	19.5%

System Median: 18.7%

System Standard: 15.0%

Notes:

Daytime operations are from 5:15 AM to 6:00 PM

Evening operations are from 6:00 PM to 9:45 PM

#3 Silver and #100 X-Press do not operate in the evening.

Loading Standards

Metro service should provide adequate seating to meet passenger demand. This standard is calculated by dividing the number of passengers at the maximum load point by the number of seats available. Most of the larger Green Bay Metro buses have seating capacities of 29 to 45 passengers, while the smaller 30-foot buses have a seating capacity of 25 passengers.

Off-Peak Loading Standard

The off-peak loading standard is 1.0. Factors of more than 1.0 indicate that some passengers are standing. During the off-peak periods, a seat should be provided to every passenger.

Peak Loading Standard

The peak loading standard should not exceed 1.25. During the peak periods, some passengers may be standing. However, passengers usually do not have to stand for long distances due to passenger turnover.

Peak periods for the Green Bay Metro System are considered to begin before school starts at about 6:45 a.m. until 8:45 a.m. and again when school lets out at approximately 2:45 p.m. until 4:45 p.m.

The off-peak and peak loading standards are nationally accepted and apply to the Green Bay Metro System.

Metro operations staff monitors off-peak and peak loading conditions. When a route displays a large quantity of passengers on a particular run and passengers are forced to stand, strategies for mitigating the occurrences may be implemented, such as assigning a larger capacity bus to the route.

Metro operations staff reports that standing occurs on a regular basis on select routes, but is not a significant issue for the system and its passengers.

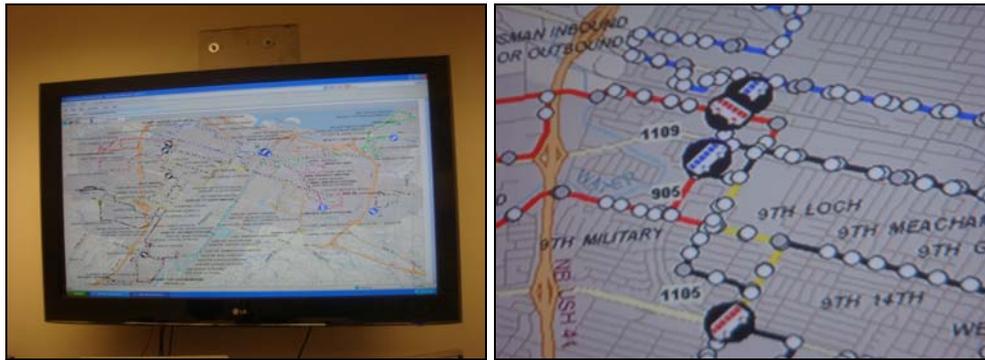
Schedule Adherence

The schedule adherence (on-time performance) of each route is monitored by Metro operations staff. Green Bay Metro's guideline is zero minutes early to five minutes late under normal conditions. The goal of a transit system should be 100 percent on-time operation. However, many factors, such as traffic conditions, rail and bridge crossings, mechanical failures, and inclement weather, cause delays from time to time. Overall, schedule adherence is not a significant issue.

Monitoring Schedule Adherence

The Automatic Vehicle Locator (AVL) system determines the location of each bus and transmits the information back to Metro's dispatch office where operations staff can observe on a large CAD screen whether a bus is adhering to the published schedule. Various symbols indicate if a bus is running on time, running ahead of schedule, running behind schedule, or is off its route. Equipment in the buses will also alert the driver if they are deviating from the schedule.

CAD Screen in Dispatch Office with Close-Up



Photos by Brown County Planning Commission.

Full Service Fixed Route Results and Recommendations

Overall, ridership levels have remained steady since the conversion to a multi-hub system in September 2011.

Based on the performance evaluation and other circumstances, staff has identified the following concerns:

#100 Downtown X-Press Route The route was introduced shortly after the implementation of the multi-hub system in September of 2011 in response to customer complaints regarding lack of direct 30-minute service from between the Transportation Center and Green Bay Plaza via West Mason Street. Since inception, the route has failed to meet system performance standards. Green Bay Metro staff is aware of the low ridership and revenue levels and is in the process of determining the best course of action. Staff has been in contact with passengers that use the service to better understand their transportation needs. Metro staff plans on presenting service alternatives to the Transit Commission in 2013.

Recommendation: Implement alternative service in 2013.

#6 N and #6 S This route exceeds all performance measures and is one of the better performing routes in the system. However, Metro staff has identified the need to make adjustments to better accommodate transfers at Green Bay Plaza.

Recommendation: Proceed with adjustments to allow for seamless transfers.

#16 Shadow, #17 Brick, and #18 Gold Routes Ridership and revenue statistics for the #16 Shadow, #17 Brick, and #18 Gold routes show that they all fall below system performance standards. Low ridership can be attributed to low population densities in areas served by the routes and service frequency of only once per hour. National studies show that riders are more likely to ride when frequency of service is every 15 or 30 minutes.

Although the current route structures were introduced in September of 2011, the areas served by the routes have traditionally performed at a low level.

Recommendation: Staff should continue to work with the communities and businesses served by the three routes and consider any changes that may lead to improvement.

CHAPTER FOUR

Limited Service Route (LSR) System Performance

Green Bay Metro operates 10 limited service routes. All limited service routes operate on regularly scheduled school days. All limited service routes are open to the general public.

Service

#65, #70, #71, #72, #73, #74, #75, #76, and #77 – The routes provide service in the city of Green Bay and village of Allouez. Green Bay and Allouez share the local cost based on miles within their respective communities. Pass sales to the Green Bay School District help offset the local share. The routes are primarily used by students of the Green Bay School District who either live two or more miles away from school or have to cross a major obstacle to reach school. All routes are available to the general public.

#78 – This route operates exclusively in the village of Ashwaubenon. Local funds are provided by the village. Revenue from pass and cash fares is generated primarily by middle and high school students traveling between home and school. This route is also available to the general public.

Ridership

As stated earlier, there are no set standards for limited service routes. However, LSRs generally experience high passenger per trip rates. The intent of this type of service is to operate at or near seated capacity.

In February of 2013, an average of 599 one-way trips were made each day. This means that an average of 300 middle and high school students used the limited service system each day. This produced an average of 28.5 passengers per trip and exceeded the seating capacity in many cases.

All of the routes, with the exception of Route #78, perform at a satisfactory level. Route #78, which operates in the village of Ashwaubenon, carries an average of only two riders in the morning and 11 riders in the afternoon. The route has performed at a low level for quite some time. The Brown County Planning Commission recommends that the Transit Commission consider this route for elimination upon completion of the current school year.

Table 5 Limited Service Routes Passengers			
Limited Service Route	Passengers	Limited Service Route	Passengers
#65 a.m.	28	#74 a.m.	32
#65 p.m.	46	#74 p.m.	42
#70 a.m.	39	#75 a.m.	37
#70 p.m.	40	#75 p.m. (two loops)	84
#71 a.m.	39	#76 a.m.	11
#71 p.m.	35	#76 p.m.	23
#72 a.m.	36	#77 a.m.	20
#72 p.m.	24	#77 p.m.	19
#73 a.m.	13	#78 a.m.	2
#73 p.m.	18	#78 p.m.	11
Total Passengers:			599
Average Passengers per Route:			29

Notes:

Limited Service routes are open to the general public.

CHAPTER FIVE
Paratransit Program

Paratransit is an alternative to the fixed route system. It is intended for people who cannot be served by Metro's fixed route buses due to disabilities. Service is more flexible in terms of scheduling and routing, is offered on a demand/response basis, and is usually provided by low capacity vehicles, such as vans. Paratransit is meant to be complementary to the fixed route system in terms of service area, service days and hours, and cost.

The Americans with Disabilities Act (ADA) became law on July 26, 1990. The law is intended to provide equal access rights for people with disabilities in the areas of employment, public services, public transportation, private accommodations, and telecommunications. The law requires recipients of Federal Transportation Administration (FTA) funds, such as Green Bay Metro, to prepare a program for providing transportation services to people with disabilities by using both lift-equipped fixed route service and complementary paratransit service. Individuals are eligible to use ADA public transportation service or paratransit if they satisfy disability standards established by the ADA.

Metro has contracted with several private companies since 1988 to provide paratransit service. On May 2, 2011, MV Transportation began providing paratransit services. The term of the contract has been set at five years and will expire on April 30, 2016.

The following table summarizes the number of trips and trip costs associated with the paratransit program for the 15 year period from 1998 to 2012. These data do not include Metro staff time associated with the program.

Paratransit Program 1998-2012

Year	Trips	Trip Costs*	Cost Increase/ Decrease	Percent Cost Increase/Decrease
1998**	69,621	\$602,918		
1999	81,571	\$908,077	+\$305,159	+51%
2000	94,057	\$1,081,756	+\$173,679	+19%
2001	97,000	\$1,161,209	+\$79,453	+7%
2002***	98,320	\$1,484,632	+\$323,423	+28%
2003	96,509	\$1,515,223	+\$30,591	+2%
2004	100,601	\$1,664,826	+\$149,603	+10%
2005	96,039	\$1,639,625	-\$25,201	-2%
2006****	72,979	\$1,305,135	-\$334,490	-20%
2007	69,499	\$1,243,337	-\$61,798	-5%
2008	69,140	\$1,337,548	+\$94,211	+8%
2009	68,868	\$1,313,787	-\$23,761	-2%
2010	67,384	\$1,337,797	+\$24,010	+2%
2011*****	63,337	\$1,330,561	-\$7,236	-1%
2012	59,399	\$1,393,869	+\$63,308	+5%

* Trip cost includes fuel escalator payments from 2006-2011.

** Under contract with Lamers, Inc.

*** Start of four and one-half year contract in January with four-month extension with Medi-Vans.

**** Start of four and one-half year contract in November with Medi-Vans. Service area reduction implemented.

***** Start of four year and eight month contract in May with MV Transportation.

Paratransit Contract Rates

The current contract allows MV to receive \$22.67 per non ambulatory passenger (requires a mobility device to board) and \$18.37 per ambulatory passenger (does not require a mobility device to board) for each one-way trip in 2013. Green Bay Metro also provides the fuel to operate MV's revenue vehicles at an average estimated rate of \$3.74 per trip. The average rate is tied to service efficiencies (dispatch & trip scheduling) and fuel prices.

Agency Trips

Agency trip rates were approved by the Transit Commission and introduced on February 2, 2012. An agency is defined as an organization that serves persons who qualify for human service or transportation related programs or services due to disabilities, income, or advanced age. Many paratransit clients fall under the umbrella of a local agency. For example, a paratransit client that receives financial support from a program administered by the Brown County Human Service Department and travels to the CP Center for therapy three times per week would be charged the agency rate for the home to CP and CP to home trips.

Many transit systems in Wisconsin have implemented an agency rate. Agency rates can vary from \$1.50 additional per qualifying trip to the full cost of providing the trip.

Green Bay Metro offers advance-purchase convenience tickets for \$3.00 (regular rate) or \$7.00 (agency rate). Clients may also pay cash upon boarding the paratransit vehicle.

Specialized Transportation Service Demand Uncertainty

1. Wisconsin Department of Health Services (DHS)

a) Medicaid Transportation Management (LogistiCare)

The DHS has implemented a Medicaid Transportation Management Initiative that aims to improve statewide access to transportation services, reduce costs, simplify and improve customer service, and increase accountability. With this initiative the state has hired a private firm (LogistiCare) to act as the Medicaid transportation brokerage for qualifying citizens. The initiative began on July 1, 2011. Issues such as trip shedding (dumping) onto local programs, reduced service options, and provider performance are major concerns expressed by persons with disabilities and/or their representatives. Green Bay Metro staff has noted that they receive phone calls from Medicaid clients hoping to use paratransit as an alternative. Metro staff appropriately refers the client to LogistiCare.

In November of 2012, citing significant financial losses, LogistiCare issued a 90-day notice to terminate the contract. In response, DHS is currently soliciting proposals and is hopeful to have a provider under contract by the summer of 2013. In the meantime, LogistiCare will continue to operate beyond the 90-day term per the original contract. All indications are LogistiCare will submit a proposal that will result in a profit for the company.

b) Family Care

Family Care is a program that is designed to optimize the health and independence of adults with long-term care needs through the provision of traditional Medicaid services such as nursing homes and non-traditional services such as home- and community-based residential living facilities.

Family Care has not been implemented in Brown County. It is anticipated the demand for specialized transportation services will increase if this occurs.

2. Aging Population

Increases in the number of people over the age of 65 living in the Green Bay area will result in an increased need for specialized services.

3. Veteran Population

With the Milo C. Huempfer Department of Veterans Affairs Health Care Center scheduled to open in 2013, it is anticipated that specialized services will be used to transport a segment of the veteran population to and from the center.

The Brown County Planning Commission staff will continue to monitor these issues.

CHAPTER SIX
Fare Structure

Fares

Green Bay Metro's past and present fare structures are shown below.

Fare Category	1998	2003	2005	2009	2013
Adult					
Cash	\$1.00	\$1.25	\$1.50	\$1.50	\$1.50
Day Pass*					\$3.00
Week Pass*					\$12.00
30-Day Pass	\$21.50	\$23.00	\$26.00	\$35.00	\$35.00
Student (K-12)					
Cash**	\$1.00	\$1.25	\$1.50	\$1.50	\$1.00
Day Pass					\$2.00
Week Pass					\$10.00
30-Day Pass	\$16.00	\$16.00	\$19.00	\$19.00	\$19.00
30-Day Pass 7/1/13					\$20.00
Reduced (Age 65 or older or qualifying Disability w/ ID Card)					
Cash	\$0.50	\$0.60	\$0.75	\$0.75	\$0.75
Day Pass					\$1.50
Week Pass					\$10.00
30-Day Pass	\$10.75	\$12.25	\$15.25	\$25.00	\$25.00
Disabled Veterans w/ Service-Connected ID					Free
Green Saturday***					Free
Paratransit					
Origin to Destination	\$2.00	\$2.50	\$3.00	\$3.00	\$3.00
Agency Fare- Origin to Destination					\$7.00

* Day pass and week pass introduced in 2012. Paper transfers eliminated in 2013.

** Decreased from \$1.50 to \$1.00 in 2011.

*** Green Saturday introduced in 2011.

CHAPTER SEVEN

Bus Fleet

Bus Fleet

The table below details Green Bay Metro's 2013 bus fleet:

Bus Quantity	Year	Make	Length	Seats	Age of Vehicle in Years
3	1995	Gillig-Phantom	40'	45	18
3	1999	DuPont Trolleybus	34'	32	14
9	2003	New Flyer	30'	25	10
3	2004	New Flyer	30'	25	9
9	2009	New Flyer	35'	29	4
10	2011	Gillig	35'	29	2
37					7.3

Peak Bus Requirements

The Green Bay Metro full service route system requires 17 buses during peak operations and an additional nine buses when the limited service routes are in operation. Green Bay Metro has the necessary equipment to provide this level of service.

Bus Replacement Guidelines

The Federal Transit Administration (FTA) has established a standard that each transit vehicle should be either retired and replaced or rehabilitated at the end of its normal service life. Normal service life for transit vehicles is considered to be 500,000 travel miles or 12 years for transit buses greater than or equal to 35 feet in length and 10 years for transit buses that are less than 35 feet. Green Bay Metro staff has done an excellent job maintaining vehicles for use beyond the expected life. Six of Green Bay Metro's 37 buses (16 percent) currently do not meet the guidelines established by the FTA.

Bus Replacement Schedule

Metro staff will work with WisDOT and FTA staff to secure funding for additional buses in the future. It is recommended that 40' buses be purchased as soon as possible to replace the current 40' Gillig-Phantom and, as they reach the end of service life, the 30' New Flyer buses. Multiple routes would benefit from the increased seating capacity the 40' bus can offer as passengers are often required to stand for select trips.

CHAPTER EIGHT

System Enhancements

Trip Planning Application

Building on the technological improvements made in 2011, a Metro Trip Planner was introduced in 2012. The Metro Trip Planner, which replaced the Google Transit trip planning system, allows passengers to enter their origin and destination, day of travel, and time they would like to leave their origin or reach their destination. Once the data are entered, the trip planner will create and display a number of scenarios. In the example below, a passenger traveling from the Transportation Center on University Avenue and needing to arrive at Shopko on Military Avenue by 6:00 p.m. would catch the #4 Blue route at 5:45 p.m. and arrive at Shopko 11 minutes later.

Request and Results from the Metro Trip Planning Application

Green Bay METRO

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Trip Planning

Option 1 Arriving at 5:56p 11 min	Option 2 Arriving at 6:08p 23 min	Option 3 Arriving at 6:11p 26 min
--	---	---

Your trip for Today, March 12, 2013

0 transfer

From: 901 UNIVERSITY AV, GREEN BAY, 54302

To: 1000 MILITARY AV, GREEN BAY, 54302

Walk to the first stop: Depart and head Northwest on UNIVERSITY AV (0.050 miles). Turn right on GREEN BAY METRO TRANSIT CENTER (0.010 miles). Turn left on GREEN BAY METRO TRANSIT CENTER (0.050 miles). Arrive: Total distance (0.120 miles).

Get on **4 BLUE - OUTBOUND**

Leaving at 5:45p
Stop Name: GREEN BAY METRO BAY 3 & 4

Get off **4 BLUE - OUTBOUND**

[Email It](#) [Print](#) [Edit Trip](#)

- Route Schedules
- Next Departures
- Landmarks
- Stop Finder

Map | Satellite

Help | Recenter

The Metro Trip Planner is available on the Green Bay Metro website at www.GreenBayMetro.org.



Green Bay Metro launched *Where is my bus?* in 2012. *Where is my bus?* is an application that allows passengers to retrieve real-time data regarding the arrival time of their bus via the internet. Passengers can send an email (via a computer or smart phone with internet access) with their bus stop number in the subject line and within a minute receive a response. Each of Metro's approximately 910 bus stop signs display a unique number.

The following is a copy of an email sent and a copy of email received from the *Where is my bus?* The request was made at 10:28 a.m. The response was received at 10:28 a.m., less than a minute after making the request. The request was made for bus stop #1755 which is located near Shopko on Military Avenue. The response shows that the #3 Silver and the #4 Blue routes serve the stop. The scheduled arrival times and the estimated arrival times are displayed.

Request made to *Where is my bus?*

From:	Conard_LJ
To:	'nextbusgbm@gmail.com'
Cc:	
Subject:	1755

Results received from *Where is my bus?*

From:	nextbusgbm@gmail.com
To:	Conard_LJ
Cc:	
Subject:	Next bus times for stop 1755

Request: 1755

Subject: Next bus time(s) for stop 1755

Destination	Scheduled	Est. Arriv.
3 - 3 SILVER	10:44a	10:45a
4 - 4 BLUE	10:56a	10:58a
3 - 3 SILVER	11:44a	11:45a
4 - 4 BLUE	11:56a	11:58a
3 - 3 SILVER	12:44p	12:44p

A link to *Where is my bus?* can be found on Metro's website at www.GreenBayMetro.org.

Green Saturday Program

The Green Bay Transit Commission implemented Green Saturday in 2011. Green Saturday allows everyone to ride the fixed route bus system for free on Saturday.

The program was designed to enable non-riders to try Green Bay Metro at no cost with the intention of converting them to fare-paying passengers on weekdays.

Reaction to the program has been positive, and Saturday ridership has increased from approximately 2,000 to 3,000-3,400 unlinked trips per Saturday.

Green Saturday Survey

In early 2013, BCPC and Metro staff conducted an on-bus survey on both a weekday and a Saturday to help understand the impact of the Green Saturday program in the community. A total of 773 passengers completed and returned the survey.

A summary of general comments received from passengers can be seen in Appendix A.

Green Saturday Survey Findings

As stated, one of the reasons for introducing the Green Saturday service was to enable non-riders to try Metro for free with the intention of converting them to fare-paying passengers on weekdays. According to the survey results, a total of 94 (16%) of the weekday respondents indicated that they have paid to use the weekday bus service as a result of trying the bus for the first time on Green Saturday.

Although this percentage might seem low, it appears that many of these people are young riders (under 16) who could potentially be willing to pay to ride the bus for many years into the future. Green Saturday's apparent effectiveness with young people is also encouraging because this pool of potential bus riders is constantly being replenished with kids who become "old enough" to ride the bus on their own.

Green Saturday Recommendation

Because the results of the survey suggest that the Green Saturday program is functioning as intended, Brown County Planning Commission/MPO staff recommends that the program be continued.

U-Pass Program Expanded

The U-Pass (or Universal Pass) Program began on July 1, 2008. The program allows participants an unlimited number of rides on any Green Bay Metro bus by scanning an authorized identification card.

Students, faculty, and staff of St. Norbert College joined UW-Green Bay and Rasmussen College as participants in the program in 2012.

A total of 46,977 one-way trips were made with the U-Pass in 2012.

U-Pass Participant	Unlinked Trips
UW-Green Bay	41,523
Rasmussen College	3,228
St. Norbert College*	2,226
Total:	46,977

* August-December of 2012 only.

Green Bay is reimbursed for the trips by the participant at an agreed upon rate.

Other Opportunities

Green Bay Metro is hopeful that similar arrangements can be made with other educational institutions and other local businesses and entities.

Green Bay Packers Game Day Service

In 2011, Green Bay Metro began to provide game day service to and from all Packers home games. The service is free and open to the public. Route guides were produced and distributed at businesses along the routes. Area residents and visitors took advantage of the service to get to work, be part of the game day activities at business served by the routes, or to attend the game at Lambeau Field. The Transit Commission approved service for a second year. Below are ridership and level of service data from the 2011/2012 and 2012/2013 seasons.

Date	Game Time	One-Way Trips	2011/2012 Service Level
Friday, Aug. 19	7:00 PM	608	Preseason - Cheesehead Route only
Thursday, Sept. 1	7:00 PM	911	Preseason - Cheesehead Route only; Gold (Milwaukee) Ticket
Thursday, Sept. 8	7:30 PM	2,676	All four Game Day Routes; NFL Opener with Concert
Sunday, Oct. 2	3:15 PM	1,421	All four Game Day Routes; Gold (Milwaukee) Ticket
Sunday, Oct. 16	12:00 PM	1,354	All four Game Day Routes
Monday, Nov. 14	7:30 PM	2,262	All four Game Day Routes
Sunday, Nov. 20	12:00 PM	1,534	All four Game Day Routes; Gold (Milwaukee) Ticket
Sunday, Dec. 11	3:15 PM	2,062	All four Game Day Routes
Sunday, Dec. 25	7:20 PM	3,371	All four Game Day Routes
Monday, Jan. 1	12:00 PM	2,755	All four Game Day Routes
Sunday, Jan. 15	3:30 PM	1,662	All four Game Day Routes; Divisional Playoff Game
Total:		20,616	
Average		1,874	

Date	Game Time	One-Way Trips	2012/2013 Service Level
Thursday, Aug. 16	7:00 PM	2,321	Preseason - All four Game Day Routes; Gold (Milwaukee) Ticket
Thursday, Aug. 30	6:00 PM	2,126	Preseason - All four Game Day Routes
Sunday, Sept. 9	3:25 PM	1,993	All four Game Day Routes
Thursday, Sept. 13	7:20 PM	2,010	All four Game Day Routes; Gold (Milwaukee) Ticket
Sunday, Sept. 30	3:25 PM	2,407	All four Game Day Routes
Sunday, Oct. 28	12:00 PM	2,017	All four Game Day Routes
Sunday, Nov. 4	12:00 PM	2,054	All four Game Day Routes; Gold (Milwaukee) Ticket
Sunday, Dec. 2	12:00 PM	2,652	All four Game Day Routes
Sunday, Dec. 9	7:20 PM	3,626	All four Game Day Routes
Sunday, Dec. 16	12:00 PM	2,363	All four Game Day Routes
Saturday, Jan. 5	7:00 PM	1,958	All four Game Day Routes; Wildcard Playoff Game
Total:		25,527	
Average		2,320	

Additional advertising revenue received from wrapped buses offset the cost of this approximately \$16,000 a year program.

CHAPTER NINE
Plans and Programs

2009-2013 Transit Development Plan (TDP) for the Green Bay Metro System

In 2008, the Brown County Planning Commission staff, in conjunction with the Green Bay Metro staff, prepared the *2009-2013 Transit Development Plan (TDP) for the Green Bay Metro System*. A TDP is a 5-year plan designed to evaluate route structure, fares, capital improvement projects, policies and procedures, and general operational functions for a transit system. Long-range issues beyond 2014 were also addressed. The TDP was approved by the Green Bay Transit Commission on March 18, 2009. The recommendations and implementation status are as follows:

2009-2013 TDP Recommendations and Implementation Status

Item	Recommendation	Status
Full Service Routes	Reduce route length in areas where passenger boardings are low or non-existent in an effort to improve reliability for passengers.	The Transit Commission approved Metro's Service Development Committee (SDC) plan and service began on August 31, 2009. Additional route changes were made in 2010 and 2011.
Regional Transportation Authority (RTA)	Establish an RTA in the area to offset projected decreases in federal and state operating assistance provided to Green Bay Metro after the 2010 Census.	The state enabling legislation that is necessary to create an RTA does not exist. The new Federal Transportation law, MAP-21, went into effect on October 1, 2012. Flexibility provisions are included which will benefit Metro over the course of the two year law, but overall decreasing federal/state combination of funding is a reality.
Second Hub (West Side Intermodal Transportation Hub Study)	Study the feasibility and desirability of establishing a second hub on the west side of the Fox River in or near the Ashwaubenon Redevelopment District.	Concept plan completed by BCPC/MPO staff in 2005. Feedback from partnering communities solicited and received in 2006. Formal environmental, architectural, and design study programmed but not funded. Metro staff designed and overhauled service on the west side to include transfer locations at Green Bay Plaza, Bay Park Square, and Shopko in De Pere in 2011. Bus bays on Oneida Street completed in 2012 serve as a transfer site.
Bus Fleet	Apply for 35-foot buses as needed to replace aging vehicles.	Nine new buses delivered in 2009. Ten new buses delivered in 2011. Additional 40' buses to accommodate peak loads have been programmed but not funded.

Item	Recommendation	Status
Bus Fleet	Install new fare collection system to more accurately record ridership and other statistics used by FTA, Brown County Planning Commission/MPO, and Metro staffs.	Funded through ARRA in 2009 and installed in 2010.
Paratransit Program	Continue to study the feasibility of taking over the vehicle management aspect and/or other aspects of the paratransit program with the goal of reducing the overall cost of the program.	Paratransit vehicles are identified in the Transportation Improvement Program (TIP), but are not funded. MV Transportation was awarded paratransit program contract in 2011.
Fares	Metro should consider reducing its fares to make transit more appealing to people who do not currently ride the bus.	<ol style="list-style-type: none"> 1. Student cash fare reduced from \$1.50 to \$1.00 in 2011. 2. Green Saturday (everyone rides free on Saturdays) introduced in 2011. 3. Day and Week Passes introduced in 2012 to provide more fare options.
U-Pass Program	Investigate expanding the program to include other post-secondary institutions. UW-Green Bay existing participant.	Rasmussen College (2011) and St. Norbert College (2012) were added to the program, and other entities have been invited to participate.
Modified Fixed Route Service for Green Bay Packers Games	Create service appealing to residents and visitors attending activities at and around Lambeau Field in an effort to reduce traffic congestion, reduce vehicle emissions, and promote responsible driving.	Service implemented in 2011. Four Game Day fixed routes offer service before and after all home games. Service is free and open to the general public.
Develop an Annual Marketing Plan	Identify promotional programs Metro will implement each year.	Marketing strategy developed.

In 2013, Brown County Planning Commission staff will prepare the *2014-2018 Transit Development Plan (TDP) for the Green Bay Metro System*.

Wisconsin Department of Transportation (WisDOT) Independent Management Audit

In 2012, SRF Consulting Group was hired by WisDOT to perform management audits for several transit properties in Wisconsin, including Green Bay Metro. This review is conducted approximately every five years and addresses 10 functional areas.

SRF issued its final report entitled *Green Bay Metro – System Management Performance Review*, in November 2012.

In general, the consultants found Green Bay Metro to be operating very efficiently. Below is a list of the functional areas and SRF's recommendations:

Functional Area	Recommendation	Status
1. Accounting, Finance, & Purchasing	No Recommendation	
2. Personnel & Labor Relations	No Recommendation	
3. Transportation Operations	No Recommendation	
4. ADA Paratransit Service	No Recommendation	
5. Safety Management & Training	No Recommendation	
6. Long- & Short-Range Planning	No Recommendation	
7. Scheduling	No Recommendation	
8. Marketing	a. Add translation functionality to website or offer multilingual information (such as Google Translate).	a. Metro staff to implement in 2013.
9. Vehicle & Facility Maintenance	a. Purchase & install backup generator capable of powering all essential functions for transit operations. b. Investigate the potential benefits of implementing a more advanced inventory system using barcode or other scanning technology.	a. Programmed but not funded. b. Investigated. Metro staff does not plan on implementing.
10. Information Technology	No Recommendation	

Green Bay Metro Management Plan

The following represents a summary of the 2013 management plan submitted to the Wisconsin Department of Transportation (WisDOT) by Metro staff as part of the budget process.

Goals for 2013

- Promote new technologies with AVL system.
- Install new bus wash.
- Upgrade radios.
- Expand transit's relationship among local businesses.

Long-Term Objectives

- Prepare for the administrative, funding, and other changes that decreased funding has brought.
- Continue to increase advertising revenue.
- Continue to promote transit ridership in all communities in the Green Bay metropolitan area.
- Continue to increase marketing efforts throughout the metropolitan area.

CHAPTER TEN

Summary of Recommendations

The Brown County Planning Commission staff recommends the following:

1. Staff should continue to closely monitor the performance of all bus routes by conducting ridership analyses on a quarterly basis.
2. The Transit Commission should consider the elimination of the #78 limited service route due to low ridership.
3. The Brown County Planning Commission staff should continue to monitor the DHS transportation brokerage for Medicaid eligible individuals, Family Care program, and local human-service transportation programs for possible impacts on the paratransit program.
4. The Transit Commission should encourage the City of Green Bay to continue to set aside the necessary local share for future bus acquisitions and other future capital needs.
5. The Green Bay Transit Commission, Metro staff, City of Green Bay, and Brown County Planning Commission staff should continue with the following tasks relating to the federal and state funding situation:
 - Monitor the progress of any legislation or activities relating to future funding for operating and capital funding.
 - Continue to inform elected officials and interested parties of the need for a transit funding solution.
6. Continue to implement recommendations in the 2009-2013 TDP. Metro staff should continue to work with BCPC staff in 2013 to prepare and finalize the 2014-2018 TDP.
7. Continue to implement the recommendations outlined by the SFR Consulting Group and identified in the *Green Bay Metro – System Management Performance Review*.
8. Continue to implement the Management Plan goals and objectives for 2013 and beyond.

Appendix A: Tabulation of Green Saturday Survey General Comments

Passenger Comment:	Responses
appreciates service; good value, reliable, safe	92
appreciates drivers; professional, friendly, helpful	69
request Sunday service	44
appreciates Green Saturday	37
trips have more transfers & are longer under new system; prefer previous route structure	27
request expanded Saturday service	25
service not on schedule; bus runs early, late, missed transfers	20
request longer weekday service	18
increase frequency from 60 minute to 30 minute service or less; #3, #14, others	17
disappointed with driver; rude, unfriendly	9
bus often runs full & is difficult to get seat; buy bigger buses	8
do not support new fare structure put in place on January 2, 2013; reinstate free transfers	8
reinstate the #15 Libal-De Pere route	8
unruly teenagers ride the bus	6
increase service in general	5
provide service to Howard	5
snow removal at bus stops & shelters not timely	5
do not support Green Saturday; unruly teenage groups	5
do not support Green Saturday; not fair to those who buy 30-day or weekly pass	4
30-day pass = actually 22 service days; weekly pass = 5 service days; not fair, equity issues	4
disappointed with call center staff; rude, on-hold too long	4
expand service in De Pere	4
install additional shelters	4
reinstate the #12 Ashwaubenon-Green Bay route	4
#8 Green & #9 Yellow routes should run on opposite half hours	3
efficient service; appreciates new transfer points	3
Metro's internet applications not working	3
Metro's website not user friendly	3
reinstate the #6 West Mason route	3
too much time waiting for transfer	3
drivers spend too much time in the Transportation Center leaving passengers in the cold	2
reinstate the #16 Oneida Gaming-Ashwaubenon route	2
reinstate the #5 Downtown-Bay Beach (Trolley route)	2
youth do not give up seats to elderly when bus is full	2
30-day unlimited pass is cost effective	1
allow passengers to drink coffee on bus	1
appreciates new all day unlimited pass	1
appreciates U-Pass Program	1
better service needed	1
buses are clean	1
Transportation Center is not clean	1
do not cancel bus service during snow storms	1
drivers drive too close to bicyclists	1
extend service into outlying areas	1
extend service to Appleton	1
install shelter at Bay Park Square transfer point	1
difficulty using wheelchair at Bay Park Square transfer point	1
keep fares at current levels	1
link website to Google Maps	1
offer free rides to students	1
post bus schedules on the bus	1
provide service on #100 Downtown Express all day	1
provide service to Festival Foods east side location	1
reduce the cost of a pass to NWTC students (currently \$35 for 30-days)	1
Total:	478

APPENDIX B

