



Annual System Review and Analysis Report



Prepared by the Brown County Planning Commission(BCPC)/
Metropolitan Planning Organization (MPO) for the Green Bay Urbanized Area
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On the Cover: Green Bay Metro Game Day operations. 1265 Lombardi Avenue.

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CHAPTER ONE Overview

Annual System Review and Analysis Report

The Brown County Planning Commission and Green Bay Metro staff collect detailed system ridership data on a quarterly basis each year in the months of February, May, August, and November. Once a year, a larger scale review is conducted resulting in the publication of the *Green Bay Metro Annual System Review and Analysis Report*, by the Brown County Planning Commission.

Green Bay Metro Services

Green Bay Metro provides fixed route bus, on-demand microtransit, and paratransit services within the Cities of Green Bay and De Pere and within the Villages of Allouez, Ashwaubenon, and Bellevue. To pay for the service, Metro applies for and receives federal and state grants, receives contributions from municipalities participating in the system, and generates revenue through passenger fares, sale of advertising, and partnerships.

Fixed Route Bus Service

Metro provides 11 full service and three limited service fixed routes using 29', 35', and 40' buses.



Green Bay Metro On Demand Microtransit Service

Microtransit is an on-demand shared ride service. It uses the same technology as ride hailing services like Uber. Passengers request a ride through a mobile app (or by phone) and a vehicle is dispatched in real time to a pick-up location within one of the designated service zones.

The program is designed to allow riders the ability to move seamlessly between the fixed route bus and microtransit services.

Paratransit Service

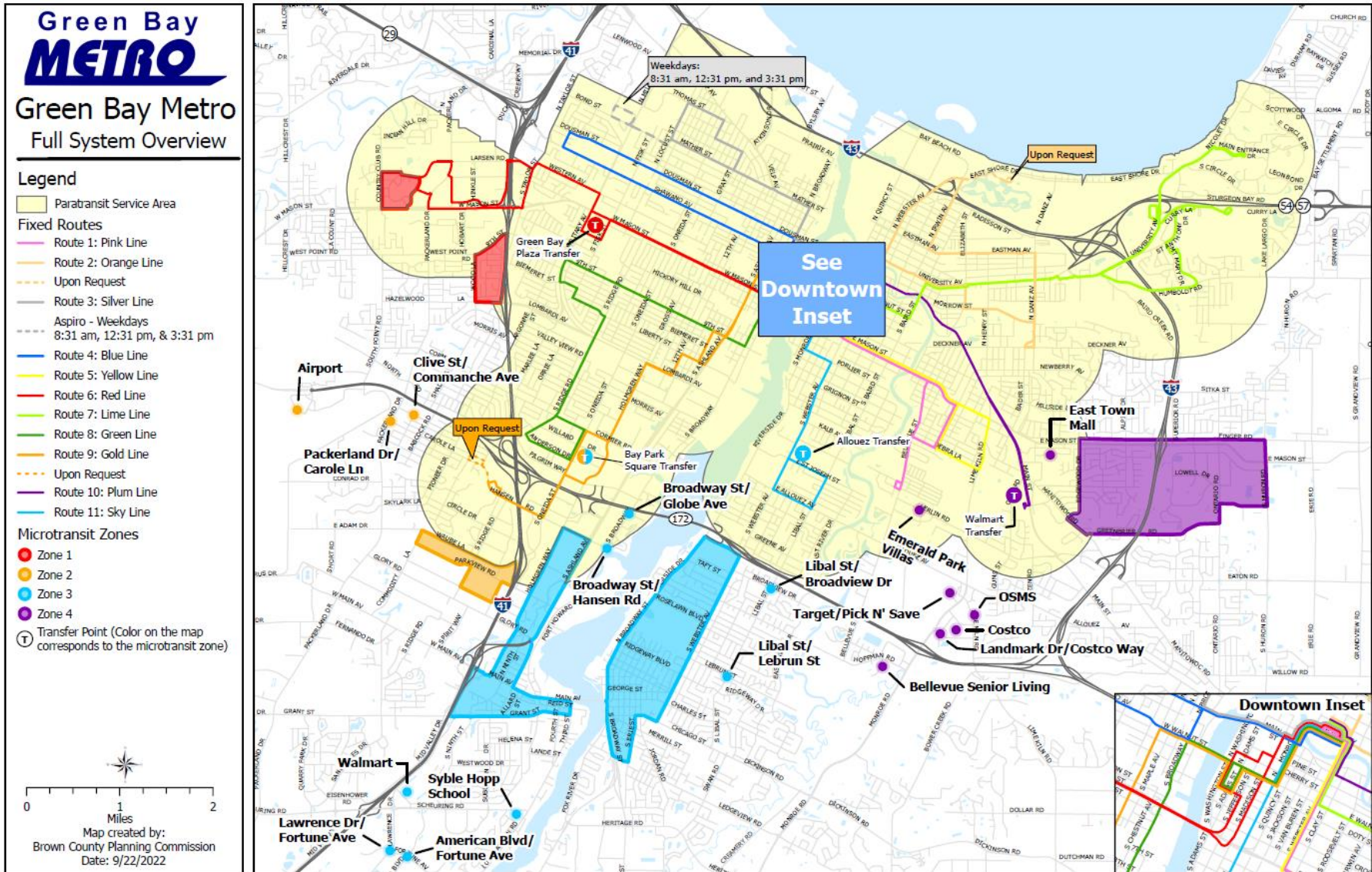


Paratransit is a form of specialized transportation service for individuals who are unable to use the fixed route bus system due to a disability. Individuals must complete an eligibility form and be certified to use the service. The service is currently provided under contract with Via, a private transportation company, with use of small buses.

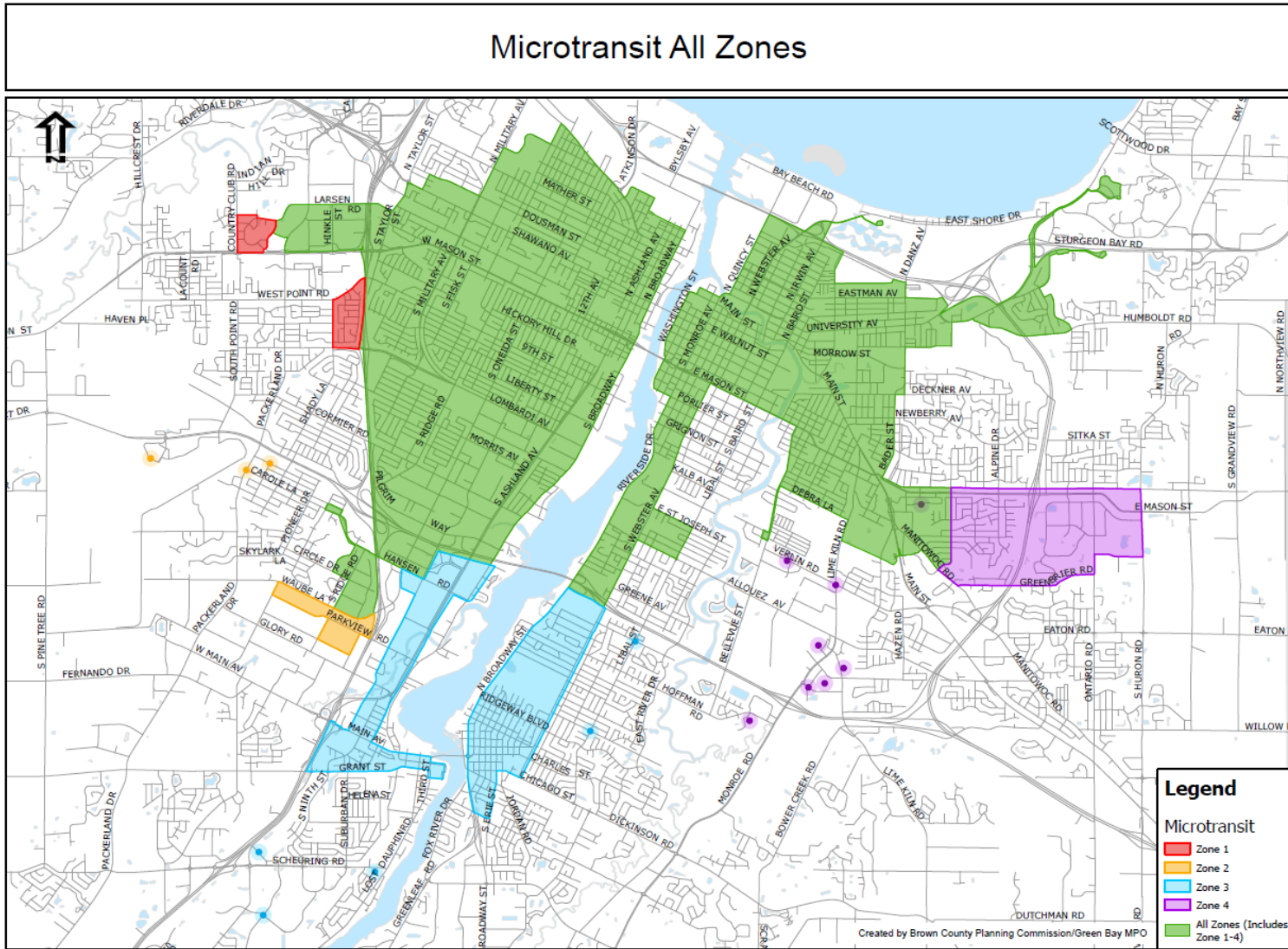
Americans with Disabilities Act (ADA) complementary paratransit service must be provided within 3/4 of a mile of a fixed bus route. The service must operate during the same hours and days as the fixed route service and passengers can be charged no more than twice the regular fixed route bus fare.

A map detailing Metro services is on the following page.

Green Bay Metro Bus Routes, Microtransit, and Paratransit Service



Green Bay Metro Microtransit All Zone Service



Operating Budget Overview

As stated, Green Bay Metro receives operating assistance from a variety of sources. The table on the following page includes actual and projected budgets for an eight year period from 2018-2025.

Actual and Projected Operating Expenses and Revenue Sources

	Actual					Projected			
	2018	2019	2020	2021	2022*	2023	2024	2025	2025
Operating Expense:	\$7,735,054	\$7,663,156	\$6,563,412	\$6,518,076	\$7,409,365	\$8,749,935	\$8,837,434	\$8,926,299	\$9,016,551
	5.83%	-0.93%	-14.35%	-0.69%	13.67%	18.09%	1.00%	1.01%	1.01%
Funding Sources:									
<u>Public Operating Assistance:</u>									
Federal 5307/Capitalized Maint./CARES	\$2,191,933	\$2,194,434	\$3,044,158	\$2,429,953	\$2,911,340	\$2,449,982	\$2,498,982	\$2,548,961	\$2,599,940
State of Wisconsin Section 85.20	2,425,070	2,436,138	2,399,494	2,431,972	2,366,052	2,449,982	2,449,982	2,449,982	2,449,982
Village of Allouez	54,954	53,931	6,035	24,909	35,994	139,022	140,412	141,816	143,235
Village of Ashwaubenon	178,638	168,461	3,586	71,650	115,321	133,873	135,212	136,564	137,929
Village of Bellevue	66,690	86,224	2,573	40,631	64,940	133,059	134,390	135,733	137,091
City of De Pere	105,912	104,603	8,404	47,011	70,476	146,798	148,266	149,749	151,246
City of Green Bay	1,091,611	1,142,451	22,184	448,463	721,931	1,683,788	1,700,626	1,717,632	1,734,808
<u>Public Operating Assistance Subtotal:</u>	<u>\$6,114,807</u>	<u>\$6,186,242</u>	<u>\$5,486,434</u>	<u>\$5,494,589</u>	<u>\$6,286,054</u>	<u>\$7,136,504</u>	<u>\$7,207,869</u>	<u>\$7,280,438</u>	<u>\$7,354,232</u>
<u>Revenue:</u>									
Farebox Revenue -Bus/Microtransit	\$710,404	\$667,692	\$373,147	\$408,665	\$483,203	\$775,000	\$782,750	790,578	798,483
Farebox Revenue - Paratransit Program	462,561	401,834	361,926	273,901	241,519	385,000	388,850	392,739	396,666
Advertising (sale of ads on buses)	155,095	150,840	119,366	96,134	121,997	100,000	101,000	102,010	103,030
Investment Income	12,587	31,510	10,447	2,139	(4,604)	4,000	4,040	4,080	4,121
Other (partnership income, sale of used oil, etc.)	279,600	225,039	212,092	242,648	281,196	349,431	352,925	356,455	360,019
<u>Revenue Subtotal:</u>	<u>\$1,620,247</u>	<u>\$1,476,915</u>	<u>\$1,076,978</u>	<u>\$1,023,487</u>	<u>\$1,123,311</u>	<u>\$1,613,431</u>	<u>\$1,629,565</u>	<u>\$1,645,861</u>	<u>\$1,662,320</u>
Funding Sources Total:	\$7,735,054	\$7,663,156	\$6,563,412	\$6,518,076	\$7,409,365	\$8,749,935	\$8,837,434	\$8,926,299	\$9,016,551

*Loss in Investment Income reflects a substantial market value adjustment processed at end of CY 2022 per city auditor, Baker Tilly.

CHAPTER TWO

Fixed Route Bus and On Demand Microtransit System

Service

With the onset of the COVID-19 pandemic in March of 2020, stay-at-home orders, school closures, and rider preferences led to major ridership declines for public transit systems in the United States and throughout the world.

In response, Green Bay Metro made a number of changes to existing services. This included reducing service hours on weeknights and Saturdays. Metro also began to offer select routes on an on-demand basis, meaning, if no one requested service, the bus did not depart the transportation center.

Later in 2020, Metro introduced the microtransit pilot program. The program quickly proved successful with reduced passenger travel times and lower operating costs.

With the success of the pilot, microtransit services were expanded in August of 2021. At the same time, a complete fixed route restructuring, designed to improve route directness and increase service frequency, was implemented.

On January 2, 2023, service hours were expanded to include an earlier weekday start time of 5:15 a.m. and a later weeknight end time of 11:30 p.m.

Amount of Fixed Route Bus and Microtransit Service

The amount of service a transit system provides is typically expressed in terms of service hours or revenue hours.

Green Bay Metro provided 50,974 hours of fixed route service and 12,638 hours of on-demand microtransit service in 2022. In 2019, the year before the pilot on-demand service began, a total of 86,880 fixed route service hours were provided. The implementation of microtransit allowed Metro staff to greatly reduce the number of service hours while improving service frequency on the fixed route system.

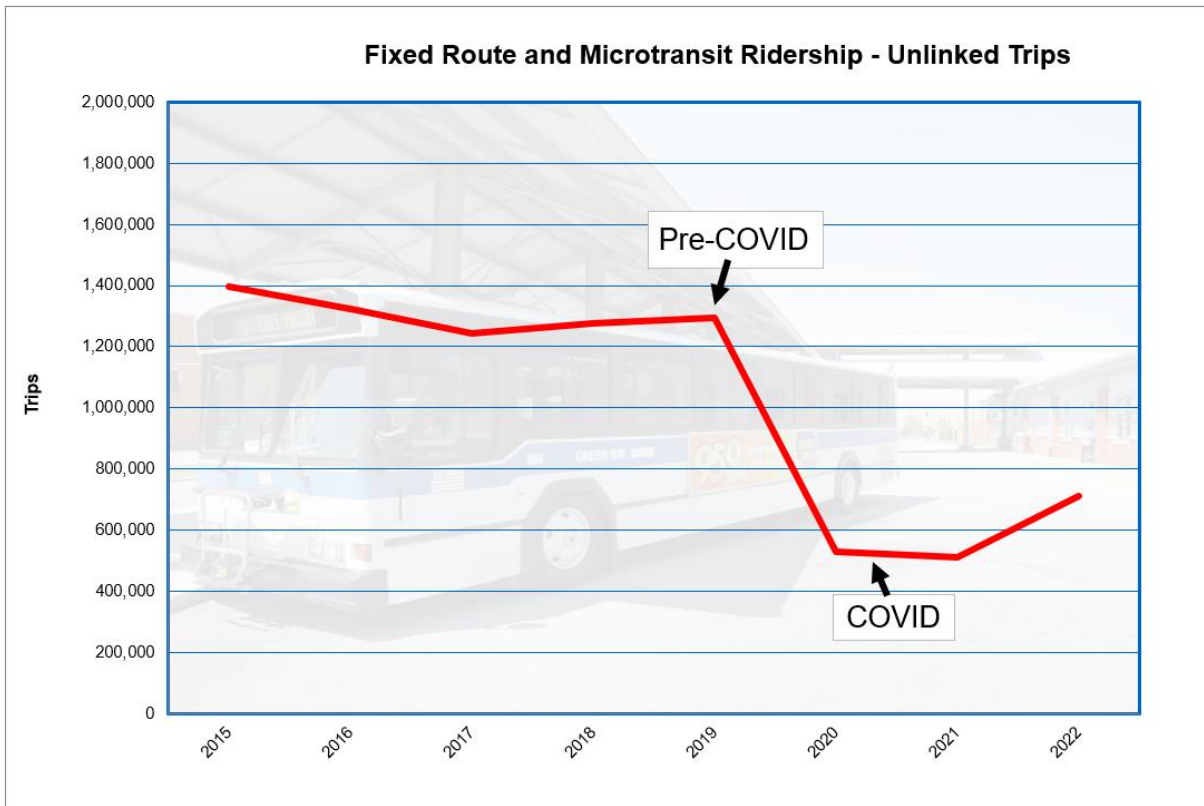
Ridership

The following table details ridership for a four year period. Again, the number of service hours provided for each year varied.

Fixed Route Bus and Microtransit Ridership Before and During COVID-19 Pandemic

Service Type	2019 Fixed Route Bus Service Only	2020 Fixed Route Bus & Microtransit Pilot begins in August	2021 Route Restructuring & Full Scale Microtransit begins in August	2022 Fixed Route and Microtransit
Fixed Route Bus	1,292,700	526,958	495,371	681,502
Microtransit	0	1,908	14,641	28,888
Total:	1,292,700	528,866	510,012	710,390

The graph below shows the increase in ridership since the pandemic.



Performance

Fixed Route System

A common measure used to evaluate service effectiveness is expressed by the number of passengers boarding per one hour of service.

Ridership data have been collected for each fixed bus route on weekdays and Saturdays for each quarter in February, May, August (when school is not in session), and November.

Each quarterly dataset can be seen in Appendix A. A weekday summary is as follows:

Summary Fixed Route Bus Service Passengers per Hour Weekday				
Route	February 2023	May 2023	August 2023	November 2023
#1 Pink	9.5	10.3	10.4	12.8
# 2 Orange	16.7	20.0	12.0	21.9
# 3 Silver	11.2	11.9	13.6	14.1
# 4 Blue	17.9	19.7	15.2	19.6
# 5 Yellow	11.3	10.6	11.7	12.6
# 6 Red	18.4	19.0	17.8	22.1
# 7 Lime	14.4	15.3	10.3	15.7
# 8 Green	15.0	14.0	15.5	13.8
# 9 Gold	15.8	16.8	16.7	17.0
#10 Plum	16.7	15.9	16.1	20.4
#11 Sky	12.6	10.3	9.4	12.5
Weighted Average:	15.2	15.6	13.9	17.3

Fixed Route Bus 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, detours due to road construction or special events (e.g., farmers markets), rail crossings and bridge lifts, mechanical failures, and inclement weather cause delays from time to time.

Metro uses an automatic vehicle locator system that determines the location of each bus and transmits the information back to the dispatch office where operations staff can observe on a large screen if the buses are adhering to the published schedule. Dispatchers can determine if a bus is running on time, running ahead of schedule, running behind schedule, or is off its route. Equipment on the buses also lets the drivers know if they are deviating from the schedule.

Several routes cross the Fox River and/or active railroad tracks in downtown Green Bay. Delays due to train activity and watercraft movement at the Nitschke (Main Street), Starr (Walnut Street), and Tilleman (Mason Street) bridges create schedule adherence problems for the system.

Green Bay Metro operated with an 82.4% schedule adherence rate from January 2023 through October 2023.

On Demand Microtransit

Green Bay Metro has established performance targets for Microtransit regarding Passengers per Hour, Average Wait Time, and On-Time Pick-ups as shown below:

Microtransit Use and Performance In October 2023

Category	Zones 1-4	Zones 1-4 & All-Zone	Total/ Average	Year-to- Date	Target
Passengers	4,046	1,867	5,913	49,134	
Operating Hours	1,359.0	491.4	1,850.4	17,700.0	
Passenger/Hour	3.0	3.8	3.2	2.8	3.0
Average Wait Time (in minutes)	23.7	28.0			20-30
On-Time Pick-ups	74.0%	66.0%			95.0%

Note: Zone 1-4 service is Monday-Friday 5:15 a.m. - 6:45 p.m. and Saturday 7:45 a.m. - 1:45 p.m. when fixed route bus service is operating. All Zone service is Monday-Friday 6:45 p.m. - 11:30 p.m. and Saturday 1:45 p.m. - 7:45 p.m. when fixed route bus service is not operating.

Similar to the fixed bus route system, train and bridge crossings can create delays, resulting in a vehicle arrival on-time percentage below the 95% target.

CHAPTER THREE

Limited Service Route (LSR) System

Green Bay Metro operates three limited service routes.

The #71 route operates on regularly scheduled school days at 6:15 a.m. and 2:30 p.m. and provides service on the east side of Green Bay and in portions of Bellevue. #71 is open to the general public. The #71 averaged 40 passengers per trip in November of 2023.

The #75 route operates on regularly scheduled school days at 6:45 a.m. and 2:45 p.m. and provides service from between the Metro Transportation Center and the far west side of Green Bay primarily serving the Ninth Street and West Point Road area. The #75 route is open to the general public. The #75 averaged 38 passengers per trip in November of 2023.

The #78 route operates on regularly scheduled school days at 6:30 a.m. and 2:35 p.m. and provides service in De Pere, Allouez, along West Mason Street, and in Ashwaubenon. #78 is open to the general public. The #78 averaged 53 passengers per trip in November of 2023.

CHAPTER FOUR

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 or small buses. 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 Transit 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 March 30, 2020, Via River North Transit, LLC began providing paratransit services. The contract with Via was awarded after Metro completed a competitive bidding process.

Paratransit Contract Rates

Via currently receives \$33.80 per passenger for each one-way trip. The cost per trip is adjusted annually based on the terms of the contract. Green Bay Metro also provides program certification functions and the fuel to operate Via's revenue vehicles.

Contract with Via

Term	Cost per Trip
March 29, 2020 - March 28, 2021	\$36.40
March 29, 2021 - March 28, 2022	\$33.14
March 29, 2022 - March 28, 2023	\$33.47
March 29, 2023 - March 28, 2024	\$33.80
March 29, 2024 - March 28, 2025	\$34.14

Fares

Green Bay Metro offers advance-purchase convenience tickets for \$4.00 (regular rate) or \$19.00 (agency rate). Clients may also pay cash upon boarding the paratransit vehicle.

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 services- 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 Services

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. Agency fares are permitted under USC 49 CFR Part 37.131(c).

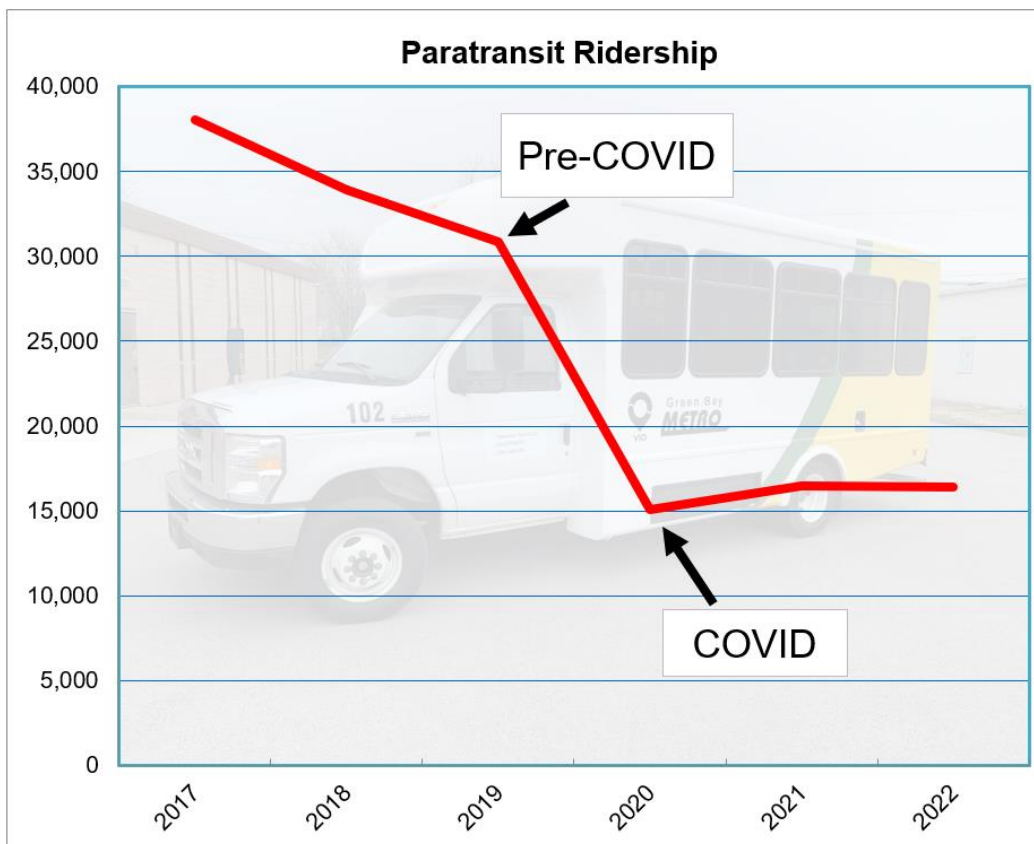
Many transit systems in Wisconsin have implemented an agency rate. Agency rates can vary from a modest charge to the full cost of providing the qualifying trip. Currently, Metro's agency rate is \$19.00 per one-way trip. For comparison, Metro Transit in Madison charges the passenger for the entire cost of each one-way trip, which is \$34.25

Paratransit Clients Shift Select Trips to Microtransit Services

Vehicles used for Green Bay Metro's microtransit service are accessible and, as such, Metro is not required to operate paratransit services in areas covered by microtransit. Instead, paratransit clients may book trips using microtransit. Paratransit clients may request that microtransit vehicles directly serve their home or destination in lieu of using the typical nearest corner pick-up/drop-off location. This request can be programmed directly into their user profile. In addition, microtransit is a less expensive trip option because a round trip on paratransit costs the user \$8.00 (non-agency fare) versus a \$2.00 unlimited day pass that can be used on the microtransit and fixed bus systems.

Ridership

The graph below illustrates the decline in paratransit since the pandemic and shift of select trips to microtransit.



CHAPTER FIVE
Fare Structure

Fares

Green Bay Metro's past and present fare structures are shown below. Metro has been successful in maintaining fares near or below the average of its peer transit systems. Metro's fixed route bus and microtransit service fares are identical. Metro's most recent fare increase occurred on January 2, 2020.

Fixed Route Bus & Microtransit	1998	2003	2005	2009	2019	2020
Adult						
Cash	\$1.00	\$1.25	\$1.50	\$1.50	\$1.50	\$2.00
Day Pass					\$3.00	\$4.00
Week Pass					\$12.00	\$15.00
30-Day Pass	\$21.50	\$23.00	\$26.00	\$35.00	\$35.00	\$39.00
Student (K-12)						
Cash	\$1.00	\$1.25	\$1.50	\$1.50	\$1.00	\$1.50
Day Pass					\$2.00	\$3.00
30-Day Pass	\$16.00	\$16.00	\$19.00	\$19.00	\$22.00	\$26.00
Reduced (Age 65+ or Disability w/ ID Card)						
Cash	\$0.50	\$0.60	\$0.75	\$0.75	\$0.75	\$1.00
Day Pass					\$1.50	\$2.00
30-Day Pass	\$10.75	\$12.25	\$15.25	\$25.00	\$25.00	\$29.00
Routes #8 Green & #9 Gold					Free	Free
Disabled Veterans w/ Service-Connected ID					Free	Free
Paratransit						
Origin to Destination	\$2.00	\$2.50	\$3.00	\$3.00	\$3.00	\$4.00
Agency Fare-Origin to Destination					\$15.00	\$19.00

Green Bay Area Public School and Ashwaubenon Public School students ride the bus for free. The school districts cover the fares through a direct payment to Green Bay Metro.

CHAPTER SIX
Bus Fleet and Other Capital Needs

Bus Fleet

The tables below detail Green Bay Metro’s bus fleet as of December 2023:

Number of Fixed Route Buses	Year	Manufacturer	Length	Years in Service
6	2009	New Flyer	35'	14
10	2011	Gillig	35'	12
4	2015	Gillig	40'	8
5	2018	New Flyer	35' & 40'	5
3	2019	Gillig	35'	4
4	2020	Gillig	35'	3
4	2022	Gillig	29'	1
36				
Average Age in Years:				8.0

Green Bay Metro, through the MPO, has secured approximately \$1,175,000 in federal Surface Transportation Block Grant (STBG) funds to offset the cost of additional buses. The buses had not been ordered as of December 2023.

Peak Bus Requirements

The full and limited service route system currently requires 16 buses (13 full and 3 limited service) during peak operations. This is substantially fewer than the 22 buses required for peak service prior to the implementation of microtransit. As microtransit service continues to prove to be a cost-effective alternative to fixed route bus service in select areas, Metro will have the opportunity to retire several buses that have exceeded the useful life benchmarks without the need to replace the buses. It is anticipated that the fleet will be reduced as buses age out and are retired from service

Bus Replacement Guidelines

The Federal Transit Administration (FTA) has established a standard that each transit vehicle should be either retired 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. Metro staff

has done an excellent job maintaining vehicles for use beyond their expected lifespans.

Other Capital Needs

Green Bay Metro has secured the necessary funding to complete the following capital projects in 2023 and 2024:

- Computer Aided Dispatch/Automatic Vehicle Location (CAD/AVL) System
- Transitway Pavement Repair
- Roof Repair
- HVAC Systems
- Bus Lifts (5)
- Facility Lighting Upgrade (LED)
- Maintenance Truck
- Floor Scrubber
- Walk-Behind Floor Scrubber
- Solar Powered Bus Stop Signs

Bus Shelters and Benches

Green Bay Metro offers 37 bus shelters with benches throughout the service area. In 2023, Metro installed three bus shelters with benches on the following routes and locations:

#6 Red route:

- on West Mason Street near Aurora Clinic entrance/Hinkle Street - eastbound

#10 Plum route:

- on Main Street near the Dollar Tree/East Mason Street - eastbound
- on Main Street near Popeye's/East Mason Street - westbound

CHAPTER SEVEN

Programs

LIFT Program

The LIFT Program was established in 2022 to assist individuals with incomes at or below 150% of the national poverty guidelines by providing up to four day passes per month.

Low-income individuals may use one day pass per week on any day of the week of their choosing. A brief application form must be completed and submitted to Metro. The LIFT Program replaces Green Saturday, which allowed individuals to ride for free only on Saturday.



U-Pass and other Partnerships

A U-Pass (or Universal Pass) Program allows participants an unlimited number of rides on any Green Bay Metro bus. In turn, the participating entity reimburses Green Bay Metro based on an established flat rate or rate per unlinked trip.

U-Pass Partnerships:

- The UW-Green Bay contract calls for a flat rate of \$1.00 per unlinked trip. All UW-Green Bay students may request a free bus pass from the school.
- The Green Bay Area Public School District contract calls for a flat rate of \$160,000 per year. All K-12 students ride for free when presenting their identification card.
- The Ashwaubenon School District contract calls for a flat rate of \$5,004 per year. All K-12 students ride for free when presenting their identification card.

Other Partnerships:

Bus routes #8 Green and #9 Gold, which provide service to Lambeau Field, are free to all passengers. In addition, all four Packers Game Day routes are free. The Green Bay Packers subsidize the services in the form of a direct payment of \$21,000 as well as paying for two wrapped buses annually.

Other Opportunities

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

Bike Rack Use on the Fixed Route System

In 2007, Green Bay Metro received a grant and installed bicycle racks on all buses.

The addition of bike racks has expanded Metro’s service area as passengers are able to utilize biking on either end of their commute. This is commonly known as the first-mile last-mile. Green Bay Metro has begun talks with Via to install bicycle racks on all microtransit vehicles. It is hopeful that this will occur in 2024.

In the photo below, a Green Bay Metro passenger is shown boarding the bus after loading his bicycle onto the front rack. The racks are easy to use and allow bicyclists to load and unload their bicycles within seconds. Each bike rack can accommodate two bikes. Metro does not charge an additional fee for bike rack use.



Photo: Brown County Planning Commission.

Month	2016	2019	2022
January	568	661	327
February	571	449	281
March	1,009	863	410
April	1,077	1,341	695
May	1,744	1,675	899
June	1,723	1,710	1,148
July	1,644	1,995	1,037
August	1,896	2,272	1,369
September	1,627	1,910	1,253
October	1,446	1,896	1,172
November	1,279	1,142	893
December	745	731	614
Total:	15,329	16,645	10,098
Average per Month:	1,277	1,387	842

Note: All Green Bay Metro buses are equipped with a bike rack which can accommodate two bicycles.

Mobility Device Use on the Fixed Route Bus System

A mobility device is designed to assist with walking or otherwise improve the mobility of people with a mobility concern. Devices can include electric wheelchairs and scooters and manually operated aids such as walkers and crutches.

All Green Bay Metro buses and microtransit vehicles are equipped with the necessary equipment to load, unload, and secure standard wheelchairs and scooters as required by law. The data below reflects boardings on the fixed route bus system and does not include mobility device boardings on microtransit vehicles.



Month	2016	2019	2022
January	466	411	226
February	575	382	233
March	879	550	283
April	886	631	370
May	889	1,013	417
June	877	838	342
July	944	1,035	478
August	887	1,045	492
September	729	831	528
October	747	799	541
November	691	785	470
December	448	489	296
Total:	9,018	8,809	4,676
Average per Month:	752	734	390

Note: All Green Bay Metro buses have the necessary equipment to accommodate manual and electric wheelchairs.

Green Bay Packers Game Day Service

Green Bay Metro offers four pre-game and four post-game routes including:

Route 29 - Cheesehead
Route 30 - QB Sneak
Route 31 - Lambeau Leap
Route 36 - Quick Slant

During the 2022/2023 season, a total of 22,467 one-way trips were provided for the first ever soccer match at Lambeau Field, Family Night (Packers practice), one pre-season Packers game, and eight regular season Packers games.

CHAPTER EIGHT

Plans

2024-2028 Transit Development Plan (TDP) for the Green Bay Metro System

In 2023, Brown County Planning Commission staff, in conjunction with Green Bay Metro staff, prepared the 2024-2028 Transit Development Plan (TDP) for the Green Bay Metro System. A TDP is a five-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 2028 were also addressed. The TDP was approved by the Green Bay Transit Commission on November 15, 2023. The recommendations are as follows:

Goals and Objectives. Green Bay Metro staff should periodically review the goals and objectives of the plan to ensure compliance and assess Metro's progress toward achieving the goals and objectives.

Operating Assistance. The combination of federal and state operating assistance has increased modestly in recent years and that is not likely to change over the course of this five-year TDP. Cost saving measures, cost avoidance, and alternate funding sources should continue to be pursued if the Green Bay Transit Commission is to keep the existing level of service.

Capital Needs. The TDP recommends that Green Bay Metro acquire new buses to replace existing buses, which have exceeded useful life. Replacement of rolling stock is the highest capital priority.

Fixed Route and Microtransit System. Green Bay Metro staff, with the assistance of the MPO, should continue to explore service improvements.

Microtransit Capacity. It is recommended that Metro undertake an evaluation to determine if Microtransit capacity limits are reached routinely at certain times during the week. In the event this occurs, Green Bay Metro will need to either deploy additional Microtransit vehicles or in the case of Saturday afternoon, adjust the full-service fixed route bus service to serve beyond the 1:45 p.m. fixed route end time/microtransit all-zone start time.

Advanced Technologies. It is recommended that Green Bay Metro conduct a feasibility study to determine if and where autonomous and/or electric vehicles could be integrated into the system.

Paratransit Program/Microtransit. Prior to the conclusion of the current contract, Metro will have to issue a Request for Proposals (RFP) for services. At that time, Via Transportation or any other provider may submit a proposal for review and consideration.

Long-Term. The Green Bay Metropolitan communities should continue to work toward a balanced transportation system that contains a transit system that people with and without other mode options are willing and able to use.

Green Bay Metro Management Plan

The following represents a summary of the 2023 accomplishments and 2024 goals prepared by Metro staff.

Accomplishments in 2023 (as of 11/27/2023):

- Microtransit service celebrated its three-year anniversary in August. Microtransit is a technology-based ADA accessible on demand service that provides the flexibility of scheduling a ride on demand. This service is monitored by staff and continues to see usage increase.
- The replacement of five hydraulic bus lifts in Metro's maintenance shop is in final stages of completion. Four of the current lifts are 22 years old and one is 12 years old.
- The replacement of the Computer Aided Dispatch/Automatic Vehicle Locator (CAD/AVL) system is nearing completion. This new technology will provide seamless service between all transportation modes, while providing real time information.
- The LED interior facilities project was completed in the spring.
- Metro is working with other city departments on an energy innovation program that explores renewable and efficient energy storage, with the result being the creation of a comprehensive energy plan. Metro's internal goal is to develop a climate action plan specific to transit that reduces Metro's carbon footprint.
- The replacement of the 22 year old HVAC system is nearing completion.
- Metro staff successfully completed a Triennial Review, which was conducted by the Federal Transit Administration. This review consists of ensuring compliance with all transit policies, procedures, and financial requirements as required by federal law.

Management Goals for 2024:

- Continue to monitor services to ensure the needs of the community are being met.
- Continue to create partnerships with area communities and businesses.
- Continue to implement advanced transportation technologies to improve safety, mobility, efficiency, and system performance.
- Replace and upgrade the current vehicle fueling system, including software.
- Evaluate the expansion of service hours.
- Expand community outreach through the mobility management program.
- Continue to study the implementation of autonomous vehicles.
- Continue to research alternative fuel options.
- Continue to seek funding opportunities to help achieve system goals.
- Increase ridership by educating the community. Ridership continues to increase but has not reached pre-covid numbers.

CHAPTER NINE

Summary of Recommendations

The Brown County Planning Commission staff recommends the following:

1. Staff should continue to closely monitor the performance of fixed bus routes, on demand microtransit, and paratransit services.
2. Implement Management Goals for 2024.
3. Continue implementing recommendations outlined in the *2024-2028 Transit Development Plan (TDP)*.
4. Monitor the status of state and federal legislation or activities relating to future funding for operating and capital projects.
5. Install bicycle racks on all microtransit vehicles.

APPENDIX A

Quarterly Review of Fixed Route Bus Service Passengers per Hour for Weekdays and Saturdays February 2023 May 2023 August 2023 November 2023 and Fixed Route and Microtransit Summary

Notes regarding datasets:

Fixed Route System Performance:

The fixed route system standard for Passengers per Hour is established for weekday service only. The system standard is calculated by taking 80% of the system median. Routes falling below the system standard should be monitored closely.

Weekday service hours are as follows:

- Fixed Bus Routes #1-#11 in operation from 5:15 a.m. to 6:45 p.m.
- Zones #1-#4 On Demand Microtransit service in operation from 5:15 a.m. to 6:45 p.m.
- All Zone On Demand Microtransit service in operation from 6:45 p.m. to 11:30 p.m.

Saturday service hours are as follows:

- Fixed Bus Routes #1-#11 in operation from 7:15 a.m. to 1:45 p.m.
- Zones #1-#4 On Demand Microtransit service in operation from 7:15 a.m. to 1:45 p.m.
- All Zone On Demand Microtransit service in operation from 1:45 p.m. to 7:45 p.m.

Fixed Route Bus Service Passengers per Hour Weekday February 2023						
Route	Trips per Weekday	Route Length (in hours)	Service Hours per Weekday	Weekday Passengers for the Month	Average Weekday Passengers per Day	Weekday Passengers per Hour
#1 Pink	14	0.5	7.0	1,335	67	9.5
# 2 Orange	27	0.5	13.5	4,510	226	16.7
# 3 Silver	27	0.5	13.5	3,017	151	11.2
# 4 Blue	27	0.5	13.5	4,839	242	17.9
# 5 Yellow	13	0.5	6.5	1,473	74	11.3
# 6 Red	26	1.0	26.0	9,578	479	18.4
# 7 Lime	23	1.0	23.0	6,610	331	14.4
# 8 Green	13	1.0	13.0	3,901	195	15.0
# 9 Gold	13	1.0	13.0	4,120	206	15.8
#10 Plum	27	0.5	13.5	4,502	225	16.7
#11 Sky	27	0.5	13.5	3,399	170	12.6
Total/System Average:			156.0	47,284	2,364	15.2
System Median:						15.0
System Standard:						12.0

Fixed Route Bus Service Passengers per Hour Saturday February 2023						
Route	Trips per Saturday	Route Length (in hours)	Service Hours per Saturday	Saturday Passengers for the Month	Average Saturday Passengers per Day	Saturday Passengers per Hour
#1 Pink	6	0.5	3.0	116	29	9.7
# 2 Orange	12	0.5	6.0	184	46	7.7
# 3 Silver	6	0.5	3.0	131	33	10.9
# 4 Blue	6	0.5	3.0	182	46	15.2
# 5 Yellow	6	0.5	3.0	91	23	7.6
# 6 Red	11	1.0	11.0	583	146	13.3
# 7 Lime	6	1.0	6.0	268	67	11.2
# 8 Green	6	1.0	6.0	435	109	18.1
# 9 Gold	5	1.0	5.0	311	78	15.6
#10 Plum	12	0.5	6.0	374	94	15.6
#11 Sky	12	0.5	6.0	185	46	7.7
Total/System Average:			58.0	2,860	715	12.3

Fixed Route Bus Service Passengers per Hour Weekday May 2023						
Route	Trips per Weekday	Route Length (in hours)	Service Hours per Weekday	Weekday Passengers for the Month	Average Weekday Passengers per Day	Weekday Passengers per Hour
#1 Pink	14	0.5	7.0	1,593	72	10.3
# 2 Orange	27	0.5	13.5	5,926	269	20.0
# 3 Silver	27	0.5	13.5	3,525	160	11.9
# 4 Blue	27	0.5	13.5	5,850	266	19.7
# 5 Yellow	13	0.5	6.5	1,509	69	10.6
# 6 Red	26	1.0	26.0	10,853	493	19.0
# 7 Lime	23	1.0	23.0	7,725	351	15.3
# 8 Green	13	1.0	13.0	3,996	182	14.0
# 9 Gold	13	1.0	13.0	4,808	219	16.8
#10 Plum	27	0.5	13.5	4,709	214	15.9
#11 Sky	27	0.5	13.5	3,060	139	10.3
Total/System Average:			156.0	53,554	2,434	15.6
System Median:						15.3
System Standard:						12.2

Fixed Route Bus Service Passengers per Hour Saturday May 2023						
Route	Trips per Saturday	Route Length (in hours)	Service Hours per Saturday	Saturday Passengers for the Month	Average Saturday Passengers per Day	Saturday Passengers per Hour
#1 Pink	6	0.5	3.0	97	24	8.1
# 2 Orange	12	0.5	6.0	220	55	9.2
# 3 Silver	6	0.5	3.0	180	45	15.0
# 4 Blue	6	0.5	3.0	209	52	17.4
# 5 Yellow	6	0.5	3.0	93	23	7.8
# 6 Red	11	1.0	11.0	584	146	13.3
# 7 Lime	6	1.0	6.0	192	48	8.0
# 8 Green	6	1.0	6.0	376	94	15.7
# 9 Gold	5	1.0	5.0	290	73	14.5
#10 Plum	12	0.5	6.0	307	77	12.8
#11 Sky	12	0.5	6.0	138	35	5.8
Total/System Average:			58.0	2,686	672	11.6

Fixed Route Bus Service Passengers per Hour Weekday August 2023						
Route	Trips per Weekday	Route Length (in hours)	Service Hours per Weekday	Weekday Passengers for the Month	Average Weekday Passengers per Day	Weekday Passengers per Hour
#1 Pink	14	0.5	7.0	1,672	73	10.4
# 2 Orange	27	0.5	13.5	3,738	163	12.0
# 3 Silver	27	0.5	13.5	4,212	183	13.6
# 4 Blue	27	0.5	13.5	4,711	205	15.2
# 5 Yellow	13	0.5	6.5	1,754	76	11.7
# 6 Red	26	1.0	26.0	10,645	463	17.8
# 7 Lime	23	1.0	23.0	5,468	238	10.3
# 8 Green	13	1.0	13.0	4,645	202	15.5
# 9 Gold	13	1.0	13.0	5,006	218	16.7
#10 Plum	27	0.5	13.5	4,994	217	16.1
#11 Sky	27	0.5	13.5	2,924	127	9.4
Total/System Average:			156.0	49,769	2,164	13.9
System Median:						13.6
System Standard:						10.9

Fixed Route Bus Service Passengers per Hour Saturday August 2023						
Route	Trips per Saturday	Route Length (in hours)	Service Hours per Saturday	Saturday Passengers for the Month	Average Saturday Passengers per Day	Saturday Passengers per Hour
#1 Pink	6	0.5	3.0	107	27	8.9
# 2 Orange	12	0.5	6.0	229	57	9.5
# 3 Silver	6	0.5	3.0	192	48	16.0
# 4 Blue	6	0.5	3.0	203	51	16.9
# 5 Yellow	6	0.5	3.0	113	28	9.4
# 6 Red	11	1.0	11.0	667	167	15.2
# 7 Lime	6	1.0	6.0	254	64	10.6
# 8 Green	6	1.0	6.0	312	78	13.0
# 9 Gold	5	1.0	5.0	259	65	13.0
#10 Plum	12	0.5	6.0	370	93	15.4
#11 Sky	12	0.5	6.0	148	37	6.2
Total/System Average:			58.0	2,854	714	12.3

Fixed Route Bus Service Passengers per Hour Weekday November 2023						
Route	Trips per Weekday	Route Length (in hours)	Service Hours per Weekday	Weekday Passengers for the Month	Average Weekday Passengers per Day	Weekday Passengers per Hour
#1 Pink	14	0.5	7.0	2,053	89	12.8
# 2 Orange	27	0.5	13.5	6,800	296	21.9
# 3 Silver	27	0.5	13.5	4,393	191	14.1
# 4 Blue	27	0.5	13.5	6,097	265	19.6
# 5 Yellow	13	0.5	6.5	1,885	82	12.6
# 6 Red	26	1.0	26.0	13,205	574	22.1
# 7 Lime	23	1.0	23.0	8,291	360	15.7
# 8 Green	13	1.0	13.0	4,132	180	13.8
# 9 Gold	13	1.0	13.0	5,084	221	17.0
#10 Plum	27	0.5	13.5	6,325	275	20.4
#11 Sky	27	0.5	13.5	3,880	169	12.5
Total/System Average:			156.0	62,145	2,702	17.3
System Median:						15.7
System Standard:						12.6

Fixed Route Bus Service Passengers per Hour Saturday November 2023						
Route	Trips per Saturday	Route Length (in hours)	Service Hours per Saturday	Saturday Passengers for the Month	Average Saturday Passengers per Day	Saturday Passengers per Hour
#1 Pink	6	0.5	3.0	102	26	8.5
# 2 Orange	12	0.5	6.0	241	60	10.0
# 3 Silver	6	0.5	3.0	209	52	17.4
# 4 Blue	6	0.5	3.0	224	56	18.7
# 5 Yellow	6	0.5	3.0	115	29	9.6
# 6 Red	11	1.0	11.0	770	193	17.5
# 7 Lime	6	1.0	6.0	305	76	12.7
# 8 Green	6	1.0	6.0	383	96	16.0
# 9 Gold	5	1.0	5.0	266	67	13.3
#10 Plum	12	0.5	6.0	340	85	14.2
#11 Sky	12	0.5	6.0	196	49	8.2
Total/System Average:			58.0	3,151	788	13.6

Green Bay Metro Fixed Route Bus and Microtransit Ridership

2020	Fixed Route Bus	Microtransit	2021	Fixed Route Bus	Microtransit	2022	Fixed Route Bus	Microtransit	2023	Fixed Route Bus	Microtransit
January	115,849	0	January	28,952	523	January	44,748	1,931	January	67,532	3,718
February	113,251	0	February	28,800	705	February	45,893	2,159	February	54,248	3,600
March	56,190	0	March	37,413	703	March	51,612	2,540	March	61,483	4,422
April	13,705	0	April	39,219	568	April	53,265	2,369	April	60,066	4,472
May	16,576	0	May	37,949	476	May	56,138	2,261	May	68,238	5,327
June	28,577	0	June	39,593	623	June	52,841	2,307	June	55,149	5,391
July	29,253	0	July	38,059	701	July	50,155	2,185	July	47,408	5,148
August	30,485	140	August	40,015	1,846	August	55,305	2,495	August	57,240	5,710
September	32,379	333	September	48,415	2,167	September	66,844	2,642	September	67,373	5,433
October	32,454	450	October	53,577	2,003	October	72,572	2,581	October	76,460	5,913
November	29,059	496	November	52,391	2,177	November	70,421	2,768	November		
December	29,180	489	December	50,730	2,149	December	61,708	2,650	December		
Subtotal:	526,958	1,908	Subtotal:	495,113	14,641	Subtotal:	681,502	28,888	Subtotal:	615,197	49,134
Total:	528,866		Total:	509,754		Total:	710,390		Total:	664,331	

COVID-19 Pandemic - March 20, 2020.
Microtransit implemented in August 2020.

System Redesign implemented in August 2021.

Service hour expansion/modification in January 2023.
30-day pass promotion in April-December 2023.