

# 2020 YEAR IN REVIEW



## Fixed Route Stats

# 373,021

*Total passenger trips provided in 2020 - a 45 percent decrease from 2019. Average daily trips decreased to 1,289. Passenger trips per revenue hour decreased from 17.92 in 2019 to 10.10 in 2020.*

## Paratransit Stats

# 18,464

*Total passenger trips provided in 2020 - a 45 percent decrease from 2019. Passenger trips per revenue mile decreased from 2.66 in 2019 to 2.10 in 2020.*

## Leadership Team

*Derek Muench  
Transit Director*

*Alderman Ryan Sorenson  
Commission Chair*

*Todd Wolf  
City Administrator*

*Michael Vandersteen  
Mayor*

*Alderman Ryan Sorenson  
Council President*

## A Year of Re-Invention: Providing Essential Public Transit Services during COVID-19

As the calendar transitioned from December 2019 to January 2020, Shoreline Metro, like so many individuals, was excited for the New Year. After all, Shoreline Metro was building on its highest ridership levels in nearly two decades. In 2019 after many years of fine-tuning operations, building a new culture and identity, and re-evaluating customer preferences and needs, Shoreline Metro was poised to experience a strong 2020. In fact, Shoreline Metro, excitedly, rolled out more features with its Bus Tracker app. In addition, the Transportation Development Plan, had recommendations to revise service hours, fare offerings and customer convenience items.

2020 was "masked" as the year that many wished never occurred. A year wrought with stress, confusion, loneliness, depression, illness, complications, and hardship. For Shoreline Metro staff, it was no different.

Ridership on both fixed route and paratransit decreased by 45 percent, and service became unpredictable and uncertain at times in April and May, and again in late fall and winter months. Annual ridership fell to its lowest levels in well over 20 years. In stark contrast, Shoreline Metro reported its highest ridership in nearly 20 years in 2019. This unprecedented growth rate climbing over the past five years was unmatched by any other transit agency in the state. Supervisors became amateur health professionals while bus drivers, scared and fearful, became consolors and enforcers –

Shoreline Metro staff proved their contributions as essential service providers.

Was there any good? Can we look back and remember positive, things that happened? Yes, absolutely! We can and do!

The team at Shoreline Metro came together and rallied behind supervisors, reactive policies and unproven procedures. Team members trusted leadership. Several team members stepped up and became leaders in exploring and promoting cleaning and sanitizing, dispatching, emotional support and inspiration. It was an incredible scene. The Shoreline Metro staff exceeded expectations to support the public and provide critical services.

2020 threw curveballs, screwballs and blazing fast balls. But with each pitch, someone was always at the plate ready to swing for the fences. Safety came to the forefront and was the focus on daily operations. In 2020, safer and more convenient fares and fare media were introduced. (Continued on the back side.)



*Photos: Shoreline Metro bus with a new customer notice decal on handrail.*



“We have Excellent city bus services. Keep the services. No more cuts.”  
Community Survey 2019

Welcome to the Shoreline Metro Team in 2020

Margaret Myers joins our team as a Transit Coordinator. In her new role, she will fill the role of ADA Coordinator.

Noah Wilterdink joins our team as a Transit Mechanic. In his new role, he will perform essential duties related to the maintenance of Shoreline Metro’s fleet and facilities.

Walt Gager joins our team as a fixed route bus driver.

Michael McElligott joins our team as a fixed route bus driver.

“Capitalizing” on Grants in 2020

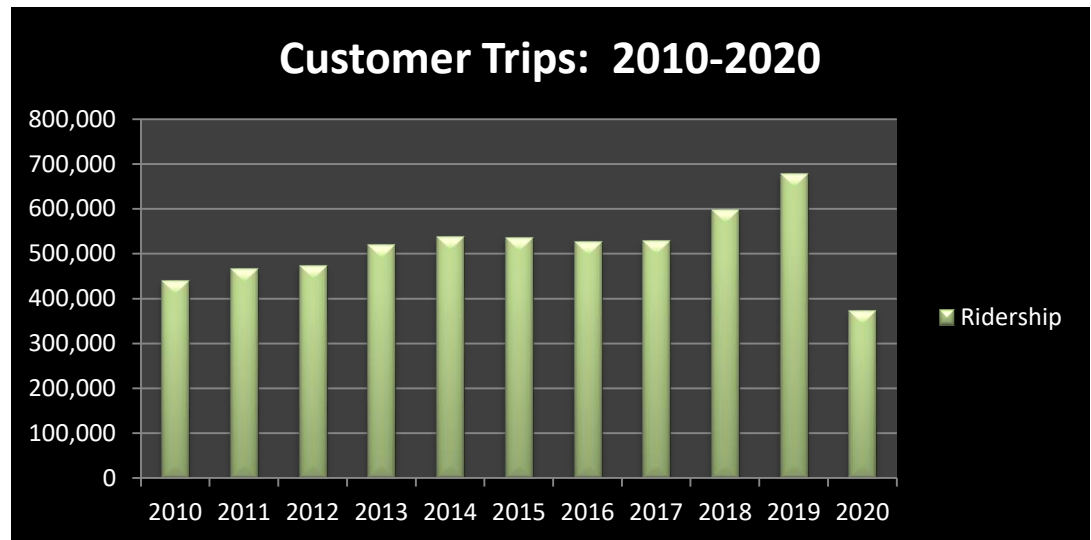
VW Transit Capital Assistance Grant Program -  
1 Fixed Route Bus

5339 / CARES Act -  
Roof Replacement on Admin Facility

CARES Act -  
Funds to offset revenue losses due to COVID-19

## Timeline & Statistics:

SHORELINE METRO



Average Revenue Miles per Year- <b>560,865</b>	Average Revenue Hours per Year- <b>39,147</b>	Average Customer Trips per Year- <b>517,385</b>
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**Inside the Numbers:** In 2016, Route 30 was eliminated and all southbound routes including Route 20, were adjusted. In 2018, Shoreline Metro partnered with SASD for transit service for students. In 2019, Bus Tracker was launched allowing customers to locate their bus en-route in real-time. Ridership in 2019 surged to a near 20-year high. In 2020, Shoreline Metro was significantly impacted by the coronavirus pandemic and ridership dropped significantly.

METRO CONNECTION		2010-2020
Average Revenue Miles per Year- <b>173,562</b>	Average Revenue Hours per Year- <b>14,949</b>	Average Customer Trips per Year- <b>39,941</b>

**Inside the Numbers:** In 2015, Metro Connection implemented new scheduling and dispatching software improving efficiency and lowering operational costs. In 2020, Metro Connection implemented a “token-less” fare media system and premium services, including same-day trip reservations. Fixed route service on several Saturdays was adopted as demand response by Metro Connection. However, Metro Connection was significantly impacted by the coronavirus pandemic and ridership dipped noticeably in 2020.

Shoreline Metro eliminated transfers and tokens, encouraging customers to use Day Passes by offering a new “6-pack”. Metro Connection eliminated physical fare media and moved to a “token-less” process (customers make payments to their account and trips are deducted automatically) and started offering premium services including same-day trip reservations. Sanitizing fogging machines were purchased for buses and facilities significantly improving cleaning operations. Drivers dedicated countless hours to cleaning buses, offices and waiting areas, bagging masks, and assisting with other projects around the facilities. The list of contributions and positive changes, initiated by staff, goes on and on. The effort and team spirit will be remembered forever. Thank you to all our customers, team members and community leaders for extra support provided through this challenging year. For these reasons, Shoreline Metro shall never forget 2020.