

At the October 28 meeting of the AATA's Financial Group, co-chair Berriz said "they had three problems – low ridership, high cost and limited opportunity for external funding."

On January 22, 2012, Mike Ford did a guest column on annarbor.com, regarding the County wide public transportation proposed agreement.

The article stated "Currently, The Ride provides more than 6,000,000 passenger trips each year." "That equals about 32 people riding a bus for every hour of service provided." When you divide the 26 bus routes into 32 passenger trips, it gives less than 1.25 average passengers per route for each hour of service provided.

Also, the budget for AATA's budget year 2011, was about \$30 million. When 6,000,000 rides are divided into \$30 million, the average cost of a passenger trip is \$5.00.

It was reported in the Ann Arbor Chronicle on January 25, 2012 that 40% of the rides on the AATA regular bus system are taken by University of Michigan students, faculty and staff under the M-ride program. From August 1, 2009 to July 31, 2010, U.M. paid AATA a total of \$1,987,642 for about 2.3 million rides. The current agreement is for U of M to pay AATA \$1.00 per ride. The regular fare for citizens is \$1.50.

Another bus pass program funded by the DDA (Downtown Development Authority) provided revenue of \$445,672 for the year 2011 and this year will provide \$448,054. The Get Downtown go!pass program represents 10% of the rides on the AATA.

Therefore, these two programs (UM and go!pass), account for about 50% of the current ridership for less than 3 million in revenue for a 30 million budget, this seems to be an extremely small amount of revenue for the service provided.

The taxpaying citizens are paying approximately 9 million and the contracting communities about 2 million annually for the other 50% of the service provided by AATA.