Proposed Five-Year Transit Improvement Program
for the Urban Core of Washtenaw County
Ridership is going strong
Improvements to Local Services – Riders Respond

- **VanRide**: New! ↑ 95%
- **TheRide**: ↑ 8.9%
- **ExpressRide**: ↑ 47.6%
- **Route 4**: ↑ 40.6%
- **NightRide**: ↑ 92.4%
- **ARide**: ↓ 0.4%
- **AirRide**: New! ↑ 89.6%
- **MyRide**: New! 15,000 trips

*Figures for Van Ride and AirRide are for the past year only.*

1/16/2014
AATA ridership increase ranks 4th highest in the nation

By Ryan J. Stanton

Transit ridership on the rise

Public transit systems nationwide are breaking records for ridership in the first three months of 2012 compared with first quarter 2011:

City, 2012 ridership, increase from 2011:

- Indianapolis, 2.5 million, 20%
- Fort Myers, Fla., 1 million, 17%
- Charlotte, 6.8 million, 10%
- Ann Arbor, Mich., 1.7 million, 9%
- Boston, 99.2 million, 5%
- Dayton, Ohio, 2.4 million, 8%
- Ithaca, N.Y., 1.09 million, 6%
- Tampa, 3.7 million, 6%
- Olympia, Wash., 1.3 million, 4%
- San Diego, 21.8 million, 2%

Source: American Public Transportation Association
Fixed Route Comparison

18% higher than peer median

$ / \rightarrow \text{bus}

operating cost per service hour

passenger trip per service hour

50% higher than peer median

17% lower than peer median

$ / \rightarrow \text{person}

operating cost per passenger trip

investment in quality service pays off in ridership

1/16/2014
CONCLUSION:
Investment in Quality Service Pays Off in Ridership
Five Year Transit Improvement Program

What’s in the Program?
44% increase in service-hours
Later Service

Weekdays end 1 to 1.5 hours later on most routes
Weekends

*Later* end times.

*Earlier* start times.
Increased frequency
on many routes
New routes / re-designed routes

Increase in geographic coverage
More direct service
Dial-a-Ride (A-Ride)
Improvements for Dial-a-Ride (A-Ride)

• Expansion of the dial-a-ride services for seniors and people with disabilities.
• For the general population, these can be used to access the nearest fixed bus route.
• Monday-Friday 6AM to 8PM; Sat 8AM to 6:30PM On Sundays, ADA services only.
• Includes Ann Arbor, Ypsilanti, Ypsi Township, and Pittsfield Township
What’s NEW in the Program?

• Route #1 Pontiac:
  • Begin 1st trip at Plymouth Mall at 6:22 a.m. rather than at 6:34 am as originally programmed.
  • Extend Sunday service to entire route (Sunday service currently ends at Food Gatherers).

• Route #2C Plymouth (south neighborhood):
  • Increase the frequency of weekday service midday (between 9 and 3) to every 30 minutes.
  • Add weekday evening service to 8:40 pm rather than current 7:40 pm.
  • Extend route to the BTC.
  • Continue last trip of route 2A in service from the Green Rd. park and ride lot to Glazier Way/Earhart to provide later trip to Green Rd. south of Baxter Rd. and to Glazier Way and Earhart.

• Route #3 Huron River: Extend evening service which will provide direct service between WCC and both BTC and YTC in the evening.
What’s NEW in the Program?

• Route #4 Washtenaw: Begin Saturday westbound service with a 7:30 a.m. trip from the Ypsilanti Transit Center (YTC)

• Route # 6 Ellsworth:
  • Add hourly Sunday service between Ypsilanti Transit Center and Meijer store at Ellsworth and Carpenter.
  • Continue current 6B routing on Hewitt and Congress Streets (planned, but not included on proposed route map).

• Route #M Whittaker-Huron River Dr:
  • Add Sunday service to Whittaker Road library in the first year of implementation instead of second year as originally planned.
  • Continue route on Huron River Dr. to Textile rather than turning on Tuttle Hill Rd.
  • Change route to use Dean Rd. to improve access to Paint Creek Shopping Center (Kroger).

• Route #N First-Congress: Pull into Walmart (already planned but not shown on route maps).
What’s NOT in the Program?

- Rail (or other high-capacity) services of any kind
  - 30-year plan calls for possible high-capacity services, e.g.:
    - Ann Arbor to Detroit
    - Connector
    - RelImagine Washtenaw Avenue
    - North-South Rail (WALLY)
  - Treated as R&D projects, funded mainly by federal planning grants
- Ann Arbor subsidies for ExpressRide services outside of the urban core area
  - New service model requires increased community contributions
Governance

- City of Ypsilanti Joins Authority August 15th, 2013
- Ypsilanti Township Joins Authority December 17th, 2013
- Unanimous approvals of new members by all
- New POSA model, new partners
Prospects for Funding

• Conclusion of the Urban Core Working Group
  • Millage is the only available option at this time
  • 0.7 mils would pay for the services agreed to
• AAATA Board decision
• Voter approval – public referendum
Each Community Pays Its Own Way

• Authority communities
  • TheRide operates a **BALANCED BUDGET**
  • Existing millages pay for existing service
  • New millage needed for new services

• POSA communities
  • Direct contracts
  • Payments based on service hours
  • Service hour costs includes support, administrative and planning expenses
Why support this program?
More places.
Places of Worship
More often.
More hours.
Work, Shop, or Play Later on Weekdays

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1/16/2014
## Work, Shop, or Play Later on Saturdays

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# Work, Shop, or Play Later on Sundays

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More benefits.
Enticing millennials to Ann Arbor: Experts offer advice to city leaders

"If you don't have transit, you're toast. I mean, they're not coming"

"Transit, transit, transit is really important."

"I would argue probably the most important thing we could do at a regional level to make the region work is transit"

Lou Glazer, president of Michigan Future Inc., speaking to Ann Arbor City council on 1-13-14
Some of us ride it, all of us need it.
What are the next steps?

Endorsement of Program by TheRide Board

Decision to seek referendum by TheRide Board

Millage referendum decision by voters

If ballot measure passes...

Service improvements on the street within months!
How you can help!

- Send your transit story to AAATA/TheRide
- Volunteer with transit advocacy organizations
- Commit to speaking publicly about transit
  a. Write a letter to the editor of your local paper
  b. Include TheRide or transit advocacy information on your social media sites
  c. Write about the Five-Year Transit Improvement Program in your organization’s newsletter
  d. Lobby your elected official for support
- Host a transit presentation
- Add your name to our list of people who say they support our proposed transit improvements

### Individuals and Organizations Who Support Improved Transit for the Greater Ann Arbor Area:

- Ann Arbor 350
- Ann Arbor Center for Independent Living
- Ann Arbor Center of Light
- Barrier Busters
- Casa Latina
- Duo Security
- Ecology Center
- Graduate Employees Organization
- Ground Cover News
- Growing Hope
- Heritage of Healing
- Interfaith Council for Peace and Justice
- Jewish Family Services of Washtenaw County
- Lecturer’s Employee Organization
- Mentor 2 Youth
- Michigan Suburbs Alliance
- NAACP Ypsilanti/Willow Run
- Salient Landscaping
- SOS Community Services
- Transportation Riders United
- Vault of Midnight
- Wake up Washtenaw!
- Washtenaw Biking and Walking Coalition
- Washtenaw Community Action Team
- Washtenaw Interfaith Coalition for Immigrant Rights
- Zingerman’s Creamery
- Zingerman’s Deli
- Zingerman’s Service Network
- ZingTrain
- 826 Michigan
Program Recommendation to the Board
MEMORANDUM

To: Planning and Development Committee
From: Michael Ford
Chief Executive Officer
Re: Final Proposed 5-Year Transit Implementation Program
Date: January 9, 2014

This memo offers a final proposed 5-Year Transit Implementation Program (5YITP) for consideration by the PDC and ultimately adoption by the full AATAA Board. A resolution for this purpose is also included.

The proposed 5YITP is the result of a year-long planning and public outreach process with extensive conversations with public officials, civic organizations and many of the area’s commuters. In particular, a 12-meeting series of public outreach sessions were held throughout Ann Arbor, Ypsilanti and Ypsilanti Township in October and November of 2013 to review and comment on a draft version of the 5YITP. Because of significant prior public outreach which helped create the program, the program was found to be acceptable by the overwhelming majority of those attending the sessions.

Many useful comments were collected however, including a number that caused staff to modify the program. These are depicted in Table 1, and staff was able to make changes to the program without significantly changing the bottom line cost of the program.

The actual proposed 5YITP is represented by Tables 2, 3 and 4.

Table 2: "Change in Service Hours, Proposed Program versus Current, by Route and Time Period" provides a basic measure of the level of service being provided on each route, and also shows how some routes have been re-configured into new routes. Overall, the proposed 5YITP offers an additional 50,000 service hours per year, compared to the current level of service – an overall increase of 44%.

Table 3: "Change in Start Times, End times and Frequency, Proposed Program versus Current, by Route and Time Period" provides basic operational data for the 5YITP, again in comparison with the current level of service.

Table 4: "Proposed 5YITP Budget, Annual Costs" summarizes costs and revenues associated with the program, noting specifically that additional funding is needed in order for AATAA to implement the proposed services. The budget includes 19 new buses. A funding proposal will be provided by staff in a separate action.

Meanwhile, it is requested that PDC forward this recommendation to the final 5YITP to the full Board, with the understanding that the creation of a funding mechanism is still needed to complete the overall plan.

Table 1: Changes Made to the 5YITP Based on Public Input

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<td>Route #1 Plymouth (south)</td>
<td>o Increase the frequency of weekday service midway (between 9 and 3) to every 30 minutes.</td>
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<tr>
<td>Route #2 Plymouth (south)</td>
<td>o Add weekday evening service to 8:40 pm rather than current 7:40 pm.</td>
</tr>
<tr>
<td>Route #3 Plymouth</td>
<td>o Extend route to the BTC.</td>
</tr>
<tr>
<td>Route #4 Plymouth</td>
<td>o Continue last trip of route 2A in service from the Green Rd. park and ride lot to Dexter (5:30pm, to be extended to Ypsilanti).</td>
</tr>
<tr>
<td>Route #5 Huron River</td>
<td>o Extend evening service to 11:00 pm</td>
</tr>
<tr>
<td>Route #6 University</td>
<td>o Begin service at 6:00 am with service at 3:30 pm to the Ypsilanti Transit Center (170).</td>
</tr>
<tr>
<td>Route #7 Ecorse</td>
<td>o Add hourly Sunday service between Ypsilanti Transit Center and Ecorse via Livonia and Concord.</td>
</tr>
<tr>
<td>Route #8 Whitaker Road</td>
<td>o Add Sunday service to the Whitaker Road library in the first year of implementation instead of second year as originally planned.</td>
</tr>
<tr>
<td>Route #9 Huron River</td>
<td>o Continue route on Huron River to Tecumseh rather than turning on Tecumseh Rd.</td>
</tr>
<tr>
<td>Route #10 Eastside</td>
<td>o Change route to use Green Rd. to improve service to River City Shopping Center (Imlay).</td>
</tr>
<tr>
<td>Route #11 Eastside</td>
<td>o Full-time service (already planned but not shown on route maps - require approval of shopping center).</td>
</tr>
</tbody>
</table>
### Proposed 5-Year Transit Improvement Program

**Change in Service Hours, Proposed Program versus Current, by Route and Time Period**

<table>
<thead>
<tr>
<th>Local Service</th>
<th>Peak</th>
<th>Midday</th>
<th>Evening</th>
<th>Weekday Total</th>
<th>Saturday</th>
<th>Sunday</th>
<th>Annual Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
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<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

**Current Schedule (Fall 2013)**

<table>
<thead>
<tr>
<th>Route Name</th>
<th>Start Time (a.m.)</th>
<th>End Time (p.m.)</th>
<th>Freq. (min.)</th>
<th>Start Time (a.m.)</th>
<th>End Time (p.m.)</th>
<th>Freq. (min.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Portage</td>
<td>6:20</td>
<td>11:15</td>
<td>30-60</td>
<td>6:18</td>
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</tr>
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**Proposed Changes - 5 Year Transit Improvement Program**

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<th>End Time (p.m.)</th>
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</table>

**Event Service**

<table>
<thead>
<tr>
<th>Event Service</th>
<th>Start Time (a.m.)</th>
<th>End Time (p.m.)</th>
<th>Freq. (min.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Senior Ride</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Football Ride</td>
<td>0.00</td>
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</tr>
<tr>
<td>Xpress Ride</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
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**Express Service**

<table>
<thead>
<tr>
<th>Express Route</th>
<th>Start Time (a.m.)</th>
<th>End Time (p.m.)</th>
<th>Freq. (min.)</th>
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</thead>
<tbody>
<tr>
<td>711</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>712</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
</tbody>
</table>

**TOTAL**

|                  | 295.43            | 178.07          | 78.52        | 90,282        |

**Change in Service Hours, Proposed Program versus Current, by Route and Time Period**

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**TOTAL**

|                  | 295.43            | 178.07          | 78.52        | 90,282        |

1/16/2014

46
### Cost of Services and Revenues

<table>
<thead>
<tr>
<th>FY 2012 Existing Service</th>
<th>Increment Improvement Program</th>
<th>FY 2019 Improvement Program</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Operating Costs</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Urban Bus Fixed Route Network</td>
<td>$22,396,820</td>
<td>$11,521,904</td>
</tr>
<tr>
<td>ADA Service</td>
<td>$4,134,051</td>
<td>$1,013,635</td>
</tr>
<tr>
<td>Non-ADA Service</td>
<td>$480,792</td>
<td>$756,996</td>
</tr>
<tr>
<td>Expanded Night ride</td>
<td>$213,660</td>
<td>$277,265</td>
</tr>
<tr>
<td>Express Services</td>
<td>$850,793</td>
<td>$433,793</td>
</tr>
<tr>
<td>AirRide</td>
<td>$319,000</td>
<td>$319,000</td>
</tr>
<tr>
<td>New Partnership services:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chelsea/ Canton Express</td>
<td>$323,777</td>
<td>$42,561</td>
</tr>
<tr>
<td>Ypsilanti Express</td>
<td>$329,000</td>
<td>$329,000</td>
</tr>
<tr>
<td>3 Month Reserve Requirement</td>
<td>$800,000</td>
<td>$800,000</td>
</tr>
<tr>
<td><strong>Operating Costs, Average Annual</strong></td>
<td>$28,659,611</td>
<td>$14,039,407</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Annual Capital Investment Included</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full size transit coaches (19 buses over 5 years)</td>
</tr>
<tr>
<td>A-Ride Vehicles (5 demand response vehicles over 5 years)</td>
</tr>
<tr>
<td>Park and Ride facilities</td>
</tr>
<tr>
<td>Bus stops, hubs and shelters</td>
</tr>
<tr>
<td>System Support (real time info, CAD/AVL, ticketing, bus priority)</td>
</tr>
<tr>
<td><strong>Capital Costs, Annualized</strong></td>
</tr>
</tbody>
</table>

| Total Cost = Capital Cost plus Operating Costs | $28,659,611 | $15,889,407 | $44,549,018 |

<table>
<thead>
<tr>
<th>Revenues, Annual</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Ongoing&quot; revenues, as follows:</td>
</tr>
<tr>
<td>Federal formula</td>
</tr>
<tr>
<td>State formula</td>
</tr>
<tr>
<td>Passenger Fares</td>
</tr>
<tr>
<td>Third Party contributions (Expressride Local Support)</td>
</tr>
<tr>
<td>Advertising</td>
</tr>
<tr>
<td>2.05% AA millage</td>
</tr>
<tr>
<td>.9789 Ypsi millage</td>
</tr>
<tr>
<td><strong>Total Revenues, Annual</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Estimated Funding Need</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amount (dollars)</td>
</tr>
<tr>
<td>Estimated millage rate to close gap (All Communities)</td>
</tr>
<tr>
<td>Ann Arbor City Millage - 0.70</td>
</tr>
<tr>
<td>Ypsilanti City Millage - 0.70</td>
</tr>
<tr>
<td>Ypsilanti Township Millage - 0.70</td>
</tr>
<tr>
<td>POSA (funds requested over current hours in Pittsfield, Salem, and Ypsilanti)</td>
</tr>
<tr>
<td><strong>Total Local Revenue</strong></td>
</tr>
</tbody>
</table>

### Resolution 5/2013
Urban Core Five-Year Transit Improvement Program

WHEREAS, the Ann Arbor Area Transportation Authority (AAATA) has developed a 5-Year Transit Improvement Program (STIP) for the Urban Core of Washtenaw County, and

WHEREAS, the STIP is the result of more than three years of a concerted effort to reach out and engage the public, community leaders, and elected officials on the future of transit in Washtenaw County, and

WHEREAS, the STIP is designed to respond to identified needs and desires for increased transit service, and

WHEREAS, the AAATA staff developed public information to describe the service plan including route maps and timetables for new and revised routes, and

WHEREAS, AAATA staff disseminated information to riders, the public, community leaders and organizations, and elected officials about the proposed service change, collected comments and questions, provided multiple and diverse opportunities for people to understand the proposed changes and to their input, and

WHEREAS, AAATA staff considered the public input, analyzed specific suggestions, and revised the services in the plan to incorporate many of the suggestions, and

WHEREAS, AAATA staff analyzed the STIP consistent with the draft Service Equity Analysis Policy and provided the analysis to the AAATA Board of Directors for review,

NOW, THEREFORE, BE IT RESOLVED, that the Ann Arbor Area Transportation Authority Board of Directors hereby adopts Five-Year Transit Improvement Program for implementation when local funding is secured.

Charles Griffin, Chair
January 16, 2014

Anya Dale, Secretary
January 16, 2014
What’s in the program?

SERVICE DETAILS
• Later weekday service on existing routes (including current Ypsi. Local routes)
• One hour later service on Saturdays on existing routes (including Ypsilanti Local routes)
• #4 Washtenaw Route Saturday morning service every 30 minutes
• Saturday service on current #20 Grove / Ecorse
• #M Huron – Whitaker Route weekdays, weekday evenings, Saturdays and Sundays (hourly service only)
• Expanded capacity midday on #2 Plymouth Route
• #P Platt / Michigan Ave weekday service hourly (determined by discussions with Pittsfield
• Peak hour express service hourly between Ann Arbor and Saline
• Route M - service every 30 minutes weekdays
• Later Saturday service on existing routes (including Ypsilanti locals)
• Later Sunday service on existing routes (including Ypsilanti locals)
• Implement weekday service on Route Q, between Saline and Briarwood
• Saturday service on route #13
• Saturday service on route #14
• EMU service change
  • Eliminate route #33 College of Business Shuttle and #34 West Campus Shuttle. Replace with route H and expanded service on route #3.
  • With agreement from EMU
• Full implementation (7 days a week) of reorganized routes and expanded service on new Ypsilanti local routes (H, I, J, K, L, N)

• Full implementation (7 days a week) of reorganized routes and expanded service on west side of Ann Arbor (A, B, C, D, E, F, G)
• Increased service frequency on route #6 and service extension to serve Munger, Textile, and Carpenter Roads

• Express service between Ann Arbor and Belleville and Ypsilanti Township

• Double frequency of express service between Ann Arbor and Saline to every 30 minutes

• Extend weekday evening service on route P by one hour

• Add Saturday service on routes P and Q
• New, more direct, or redesigned routes
• Extended weekend hours
• Increased frequency
• Later hours on weeknights
• Expansion of A-Ride service hours evenings and weekends, same as fixed-route service.
• Later evenings – work later, play later
• Earlier mornings
• Reduced waiting time
• More direct service
• Better weekend coverage
• Expansion of A-Ride service hours evenings and weekends, same as fixed-route service.
Improvements for YPSILANTI TWP

• Later evenings – work later, play later
• Increased frequency
• Reduced waiting time
• More direct service
• Better weekend coverage