



Our way of life

2014 TheRide Citizen Report



Full report at TheRideCitizenReport.org

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Purchase of Service Agreement Communities

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News in 2014



Transportation Millage Passed With 71%

This provides new and expanded service to Ann Arbor, Ypsilanti, & Ypsilanti Township. Improved services took effect in August and will continue to roll out over the next four years.

Phase I Service Improvements

Later weekday and Saturday service, new Saturday service, new Route 46, and expanded ARide service were all implemented in August 2014.

The New Blake Transit Center Opened

Blake Transit Center opened with better shelter, improved accessibility features and community space to become an anchor of the central downtown district.

Ridership
6,657,722

Where Public Transportation Goes, Communities Grow



2014 was a big year for our communities, and TheRide! Following the successful passage of the Public Transportation millage on May 6, we began implementation of our Five-Year Transit Improvement Program in Ann Arbor, Ypsilanti, and Ypsilanti Township; phasing in a 44 percent increase in service. In August, service improvements included later weekday and weekend service, increased service frequency, new trips on existing routes, and a new route (#46). A-Ride service for seniors and people with a disability also benefited with improved service.

To meet the demand of the expanded services and replace older buses in our fleet, we will be ordering 27 new buses in 2015. The purchase, which will include 24 low-emission conventional buses and three hybrid-electric buses, will be the first in a series that we will make over the next five years. We will continue to research emerging technologies such as compressed natural gas (CNG), full electric, and newer hybrid technology for future bus purchases, as a reliable fleet is paramount in meeting the needs of our customers – and a key component to a cleaner environment is offering efficient public transportation service.

"To meet the demand of the expanded services and replace older buses in our fleet, we will be ordering 27 new buses in 2015. The purchase will be the first in a series that we will make over the next five years."

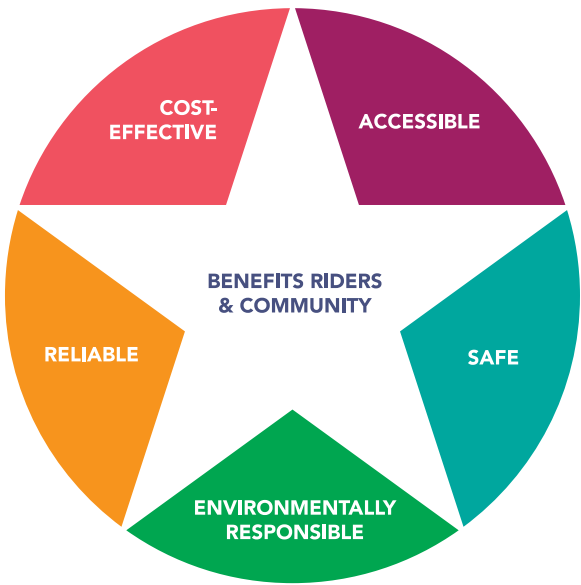
In October, former AAATA CEO Michael Ford accepted a position as the new CEO of the Regional Transit Authority (RTA) of Southeast Michigan. I was proud to have been asked by the AAATA Board of Directors to fill the role of Interim CEO, and I currently oversee TheRide's daily operations. I previously served as the Washtenaw County Administrator for 15 years and am glad to assist TheRide during this transition.

We are searching for a permanent CEO replacement with the help of Harris Rand Lusk (HRL), a professional executive search firm that specializes in the public transportation field. In December, HRL held a public input meeting, giving the community an opportunity to provide thoughts on the search process. AAATA Board Chair Charles Griffith is working with HRL and leading the process on behalf of an Executive Search Committee consisting of AAATA Board members and staff. We thank Mr. Ford for his contributions to improve public transit in our communities, and look forward to working with him in his new role as he oversees mass transit in Washtenaw, Wayne, Oakland, and Macomb counties.

Sincerely,
Bob Guenzel
Interim CEO, TheRide

Fiscal Year 2014

Your support of TheRide provides a positive impact for the community as a whole. TheRide enables residents and visitors of our community to reach their destinations at a reasonable cost, and offers the region efficient, environmentally sound transportation alternatives. In this section, you will find a snapshot of the positive impact TheRide has on the community.



Performance Star

It is the mission of the Ann Arbor Area Transportation Authority to provide **Accessible, Reliable, Safe, Environmentally Responsible** and **Cost-Effective** public transportation options for the benefit of the Ann Arbor Area community. It is by these standards that we measure our commitment to you—as we work to improve the ways we connect you with the people, places and events that make living here so unique. **Find out more at TheRide.org.**

Benefits Riders & Community

86% rider satisfaction

Accessible

100% fixed-route buses contain accessibility features for people with disabilities

6,657,722 total ridership

Cost-Effective

31.52 passengers per service hour

Environmentally Responsible

100% buses use biodiesel fuel

72% buses are hybrid-electric or low-emission conventional diesel

Safe

87% rider satisfaction with personal safety

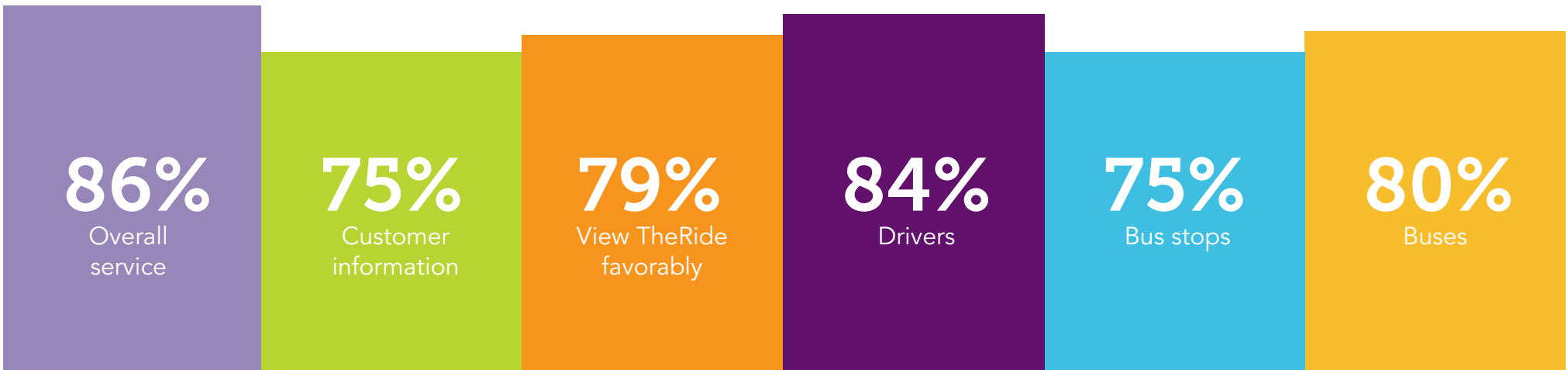
Reliable

100% scheduled local fixed-route trips completed

84% on-time performance

Rider/Community Satisfaction

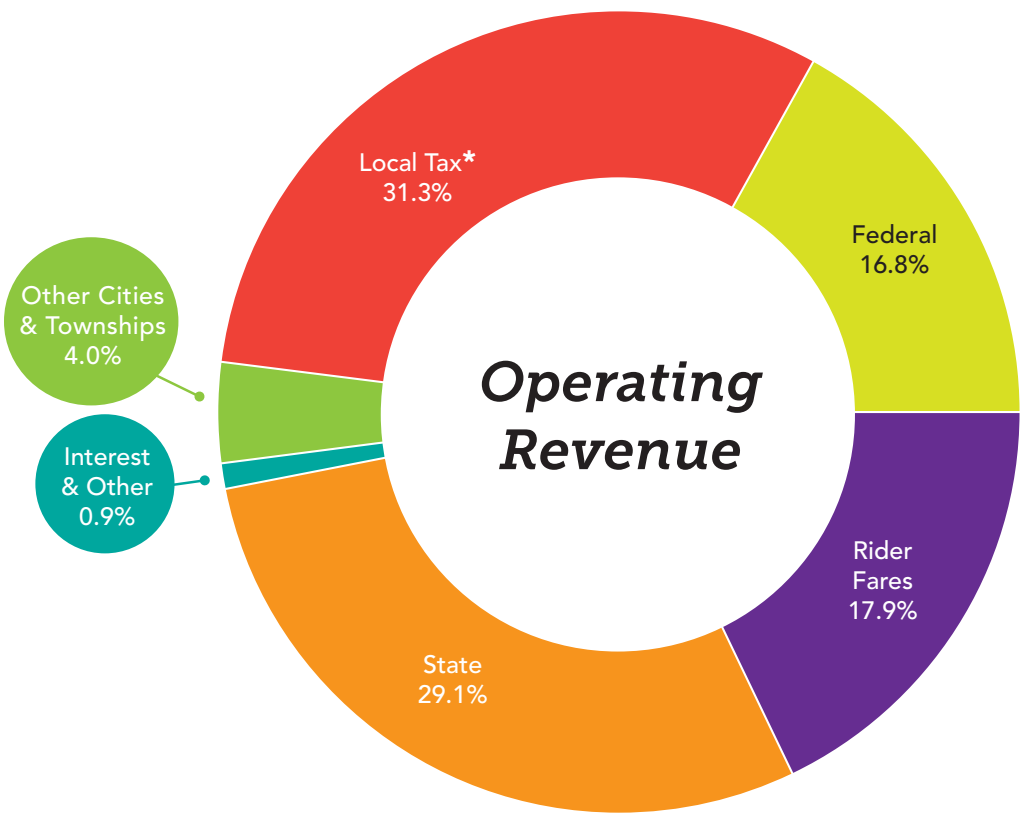
Percentage of riders who are satisfied with:



Most recent on-board rider survey

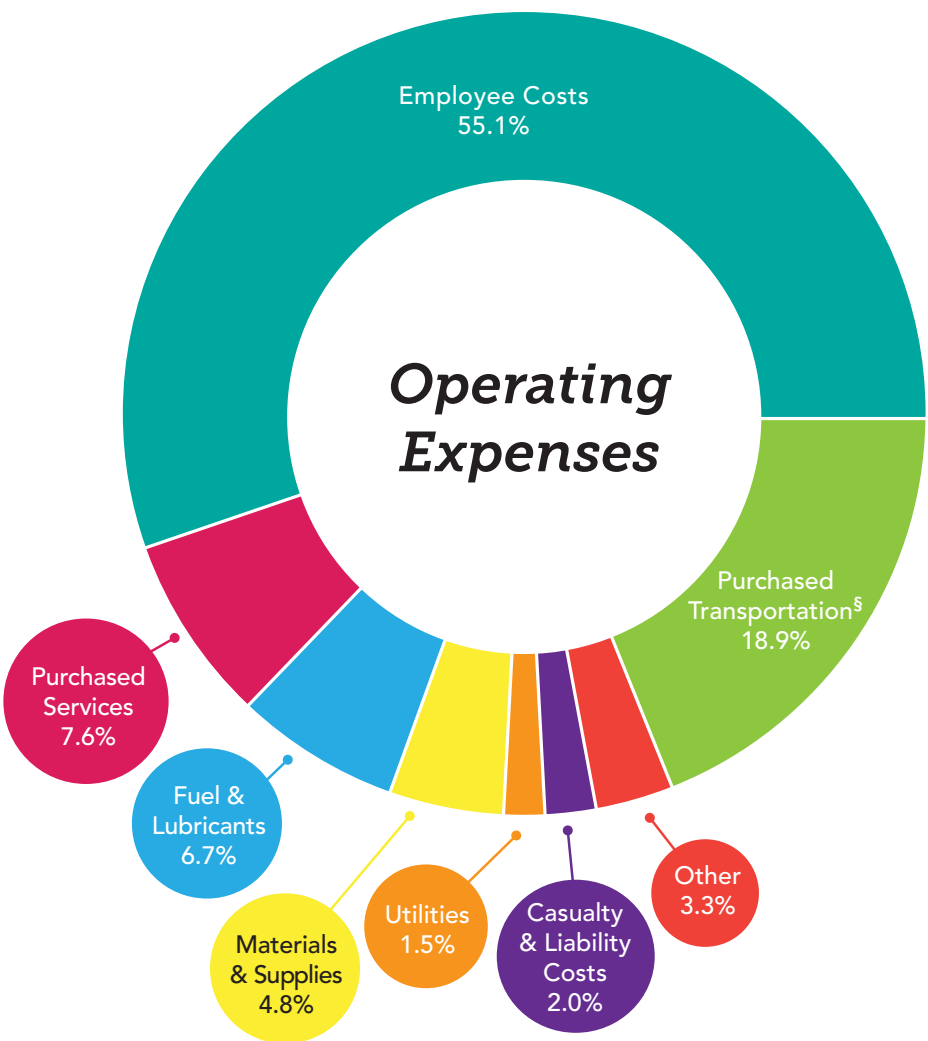
Financials

Stewardship in fiscal year 2014 made for \$556k in savings over projected spending. For full audit, go to **TheRideCitizenReport.org**.



* - Includes Ann Arbor, Ypsilanti & Ypsilanti Township. The local tax is shown net of 3.85 million designated for future bus purchases.

§ - TheRide contracts with private operators to provide services including AirRide, ARide and others.




Your Service Improvements

August 2014Coming August 2015

	Later weekday service	More Saturday service	Later Saturday service	More frequent service	Later Sunday service
1	✓		✓ <div></div> ✓		✓ [§]
2	✓		✓ <div></div> ✓	✓ [*]	✓
3	✓				
4	✓	✓	✓ <div></div> ✓		✓
5	✓		✓ <div></div> ✓		✓
6	✓		✓ <div></div> ✓		✓ [†]
7	✓		✓ <div></div> ✓		✓
8	✓	✓	✓ <div></div> ✓		✓
9	✓		✓ <div></div> ✓		✓
10	✓		✓ <div></div> ✓		
11	✓		✓ <div></div> ✓		
12	✓		✓ <div></div> ✓		✓
13	✓	✓ New!			
14	✓	✓ New!			
15	✓		✓ <div></div> ✓		✓
16	✓		✓ <div></div> ✓		✓
17	✓		✓ <div></div> ✓		✓
20	✓	✓ New!	✓ <div></div> ✓		
22	✓		✓ <div></div> ✓		
33	To be replaced by Route 41 and added service on Route 3, dependent upon EMU agreement				
41	New! Service from YTC to EMU via LeForge Road and Depot Town; to replace Route 33, dependent upon EMU agreement				
46	New! Huron-Textile: Hourly service seven days a week between YTC and Ypsilanti District Library—Whittaker Road			✓	

§ - To Pierpont Commons, North Campus

† - To YTC

ARide

August 2014:


Extended weekday service until 11:45 p.m.

Expanded service area to include the area within 3/4 mile of the new route #46.

August 2015:

Extended Saturday service until 10:45 p.m.

Extended Sunday service until 7:45 p.m.

NightRide

August 2014:

Weekday & Saturday service starting 1 hour later due to later fixed-route bus service

August 2015:

Saturday service to begin at 11 p.m.

Sunday service to begin at 8 p.m.

Ypsilanti Transit Center Improvements

TheRide’s Ypsilanti Transit Center currently serves more than 3,000 riders on an average weekday. Working with the City of Ypsilanti, Eastern Michigan University and other community leaders, TheRide will be working to improve the experience at the YTC and will be taking into account: accessibility, rider amenities/comfort, sign/technology improvements, and environmental improvements.

Family of Services



Local fixed-route bus service.
TheRide.org

6,376,611 rides



Express service to/from various locations.
MyExpressRide.org

40,164 rides



Park free all day at one of our Park&Ride lots and catch one of our many routes to your final destination.
TheRide.org

986 average daily number of lot spaces occupied



Late-night and early-morning shared-ride taxi service.
TheRide.org

37,338 rides



Free ride matching service for carpools and vanpools.
iShareARide.org

3,636 subscribers



MyRide is a mobility management service that coordinates transportation for eligible individuals.
(not included in total ridership)
866.977.9423

18,733 rides



Ridesharing for workers located in Washtenaw County.
MyVanRide.org

74 vanpools



Public transit service between Ann Arbor and Detroit Metropolitan Airport.
MyAirRide.com

72,394 rides



Shared-ride public transportation service available to eligible individuals whose disabilities prevent them from riding the regular fixed-route bus service.
734.973.6500

107,735 ADA riders



Shared-ride, door to door public transportation service provided for individuals 65 years of age or older.
734.973.6500

23,480 rides

Customer Appreciation



“I have ridden public transportation all over the world, but this morning was the first time I’d ever gotten a goodie bag!! That was such a nice way to start this gloomy morning. Thanks so much!”
Meaghan Fukunaga

The Ann Arbor Area Transportation Authority (TheRide) were joined by business owners in the Ann Arbor-Ypsilanti area along several popular bus routes to kick off a “Customer Appreciation & Celebration” this fall and offered special discounts and other rewards to thank transit passengers and shoppers for their patronage and perseverance during the busy construction season.

Thank you to the local participating businesses:

Routes **7** **16**

Paradise Restaurant
Chinese & Vietnamese Cuisine

Pro Nails & Spa

Bella Italia pizza & Pasta

UGP
www.undergroundshirts.com

Routes **5** **22**

MILES OF GOLF

cricket

Mancino's
PIZZA & SUBS

THRIFTY
1-888-THRIFTY

Routes **9** **609**

THE PARTY CENTER

Routes **9** **12**

LAUNCH BOARD SHOP

Service Alerts

18 **Detours & Delays**
5 18 9 609 1 1U 6 7 8 15
16 22 11 20 14 2 4 36

21 **Service Changes**
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 20 22
A-Ride NightRide

7 **Bus Stop Changes**
1 5 6 7 8 15 16

sign up for alerts >>
see all alerts >>
my preferences >>

MyAlerts

For bus service alerts, sign up for MyAlerts at **TheRide.org**.
For more information about road closures due to construction or community events, visit:

- **A2Gov.org**
- **Michigan.gov/MDOT**
- **WCRODS.org**
- **CityofYpsilanti.com**

getDowntown

Commuter Challenge 2014

Every day roughly 60,000 people commute into downtown Ann Arbor. These commuters are a vitally important piece of the economy but also a strain on the transportation, parking and street infrastructure. Through a partnership with the Ann Arbor DDA, the getDowntown program encourages and enables commuters to bike, bus, walk and carpool during Commuter Challenge and other programs throughout the year.



300 organizations

2,500 participants

25,750 commutes logged

351,100 miles logged

300,500 lbs. of CO₂ avoided

4,156,000 calories burned