2013 was an eventful year for TheRide. We welcomed Ypsilanti & Ypsilanti Township into the Authority, broke ridership records (again), improved technology, and our operations were more efficient than ever. This report includes key accomplishments, challenges and metrics from 2013 and a forecast for the years to come.

Welcome Ypsilanti & Ypsilanti Township
Now included in the Authority, with one board member each, the newly named Ann Arbor Area Transportation Authority will be able to operate longer-term, more predictable services throughout the urban-core region.

Our way of life
2013 Community Report

Ridership
6.6 million
in 2013
175,000 increase from 2012.

Financials
Operating Revenue
Operating Expenses

Stewardship in 2013 made for $290k in savings over projected spending. For full audit, go to TheRideCitizenReport.org.
Providing outstanding public transportation service is at the core of TheRide’s mission, and 2013 was an outstanding year with a ridership record of over 6 million riders! To make that happen, TheRide works with partners throughout the community to improve connectivity and economic vitality in Washtenaw County. I’d like to highlight a few milestones.

In August, TheRide bus routes replaced three school bus routes, in addition to three from the year before for a total of six routes. Our planning efforts have transitioned from the Transit Master Plan to a more focused “Urban Core” Five-Year Transit Improvement Program which included extensive outreach with community members. An “Urban Core Working Group” of elected officials collaborated to develop service improvement plans which were reviewed at public meetings on a 13-stop public input tour. Through two amendments to the Articles of Incorporation, TheRide’s governing structure was also expanded to include the City of Ypsilanti and Ypsilanti Township, ensuring a truly useful and regional public transportation system for all that live and work in our community.

TheRide also launched the new and improved TheRide.org website in August, and continue to make improvements to its functionality, aesthetics, design, and navigation based on valuable user feedback. 2013 also marked the year that TheRide.org surpassed one million site visits, marking a 19% increase in traffic over 2012.

VanRide continued to grow in its second year of operation with over 42 vanpools in operation at the end of 2013. In mid-November, we added an additional AirRide daily round trip for more convenient service for Washtenaw County residents and visitors traveling between Ann Arbor and Detroit Metropolitan Airport (DTW). In June, AirRide received the “Exemplary Innovation” award from Transportation Riders United (TRU). Our work with Michigan Flyer, our AirRide partner, has shown to be an outstanding example of a successful public-private partnership.

Lastly, community outreach continues to be a major focus, as having face-to-face conversations with riders, future riders, and the public is essential to ensure that the services TheRide provides and plans for match those that are needed most. All of these efforts led to a restoration of funds. worked successfully with legislators and peers to ultimately

Over the past year, members of TheRide's staff have provided management support on the Connector Alternatives Analysis project, a developing plan for high-capacity transit in an arc from northeast to south Ann Arbor, connecting major destinations including downtown, U-M campuses and medical center, and commercial areas. They also continued participation in the ReImagine Washtenaw project, planning for a corridor that supports a high quality of life with walkable shopping options, housing choices, efficient transit service, great public spaces, bike paths, and access to educational, cultural and employment centers. TheRide also completed most of the WALLY Station Location and Design Study, for its proposed 27-mile long north-south commuter rail service connecting Ann Arbor with Howell and several intermediate stops. Public events surrounding WALLY included three static rail car displays in 2013, giving potential riders and the community a better idea of what future rail commuting options would look like.

TheRide’s process for responding to suggestions and inquiries from members of the public was enhanced in the past year. For each inquiry made at board meetings (from Board members or members of the public that required follow-up), a response was provided by TheRide in a timely manner. Construction began on the new Blake Transit Center with the bulk of the project completed in 2013. The new facility is fully accessible and ride the Shuttle to the Ann Arbor Art Fairs. Park at Briarwood Mall or Pioneer High School

The Board of Directors is proud to reflect on a productive 2013, and is excited at what 2014 will hold for both our riders and our community.

2012-13 School Year

<table>
<thead>
<tr>
<th>344 students</th>
<th>25,440 trips</th>
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2013-14 School Year (to date)

<table>
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<tr>
<th>596 students</th>
<th>31,580 trips</th>
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VanRide is a ridesharing service for workers located in Washtenaw county. Vans are leased on a monthly basis to a group of 5 to 7 people on a similar route to work.

AirRide provides direct service between Ann Arbor and Detroit Metropolitan Airport.

Exemplary Innovation Award Winner from Transportation Riders United (TRU)

NightRide is a late-night and early-morning shared ride taxi service when fixed-route bus service is not operating.

Event Services

ArtAirRide

Park at Briarwood Mall or Pioneer High School and ride the Shuttle to the Ann Arbor Art Fairs.

FootballRide

FootballRide is a shuttle service for all University of Michigan Home football games from many hotel, parking and restaurant sites in Ann Arbor.
Surveys

Peer Comparison Survey
Every few years TheRide conducts peer evaluations to measure the Authority’s performance compared to other similar transit agencies. The full report and methodology are available online at TheRideCitizenReport.org.

Onboard Survey
Through a third party, TheRide conducted an onboard survey of riders in 2013. Some key findings are detailed here. For complete methodology, questionnaire and findings please visit TheRideCitizenReport.org.

Rider Statistics

<table>
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<tr>
<th>Category</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Trip Purposes</td>
<td></td>
</tr>
<tr>
<td>Work</td>
<td>44%</td>
</tr>
<tr>
<td>School/College</td>
<td>35%</td>
</tr>
<tr>
<td>Shopping</td>
<td>10%</td>
</tr>
<tr>
<td>Social/Recreation</td>
<td>8%</td>
</tr>
<tr>
<td>Medical</td>
<td>2%</td>
</tr>
<tr>
<td>Others</td>
<td>3%</td>
</tr>
</tbody>
</table>

17% lower cost/passenger trip than peer median

Website Launch

In 2013 TheRide launched a new TheRide.org after more than 80 hours of public testing and input. This new digital portal adds enhanced real-time bus tracking, dynamic rider tools, and mobile capabilities allowing TheRide to take advantage of continually advancing technology. TheRide.org is now positioned for continued growth in benefits and convenience for the community.

1.1 million total annual visits
25% increase in website traffic over FY 2012

543,000 total annual mobile visits
62% increase in mobile website traffic over FY 2012

Commuter Challenge

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
300,500 lbs. of CO₂ avoided
25,750 commutes logged
351,100 miles logged
4,156,000 calories burned

“I have been enjoying TheRide for 25 years. I have traveled almost every route and have interacted with almost every bus driver (many of whom have known my 18-year-old daughter since she was born and never hesitate to ask how she’s doing). TheRide has been part of my growth and success, and I fully support the five-year plan.”

Kelsey Hargesheimer
Senior Secretary, U-M School of Public Health
TheRide held 13 public meetings to help develop a five-year transit improvement plan, hearing thousands of suggestions from hundreds of community members. While obviously not every specific request can be achieved, we’re thrilled that the plan is able to incorporate many of those specific needs voiced at the meetings, a few of which are detailed below. TheRide would like to thank everyone who helped guide this plan. We hope to see all, and more, at future meetings.

In addition to the benefits of expanded fixed-route service, seniors and people with disabilities will benefit from expanded dial-a-ride service, making it possible to go more places and travel on weekdays and weekends.

What’s proposed?

<table>
<thead>
<tr>
<th>Later weekday service on:</th>
<th>More weekday service on:</th>
</tr>
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<tbody>
<tr>
<td>1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 ... 33</td>
<td>1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 ... 33</td>
</tr>
<tr>
<td>Redesigned routes for more direct service:</td>
<td>Redesigned routes for more direct service:</td>
</tr>
</tbody>
</table>

Community Engagement

TheRide held 13 public meetings to help develop a five-year transit improvement plan, hearing thousands of suggestions from hundreds of community members. While obviously not every specific request can be achieved, we’re thrilled that the plan is able to incorporate many of those specific needs voiced at the meetings, a few of which are detailed below. TheRide would like to thank everyone who helped guide this plan. We hope to see all, and more, at future meetings.

Lynn Murrel
Request: “I’m particularly interested in Sunday service to the (Meijer) store from Ypsilanti area. I support evening and weekend service increases. There are many employers who have trouble scheduling employees on Sunday because the bus doesn’t run to the Carpenter Road area that day.”

We Can Do That!
Add hourly Sunday service between the Ypsilanti Transit Center and Meijer on Carpenter Rd. (Currently service runs between the BTC and Meijer on Carpenter.)

Pei-Zhen Yang
Request: “Please extend Route 1 from Plymouth to downtown via Arrowwood at 6:34 a.m. I work on campus.”

We Can Do That!
As a result of your input, we have modified the Five-Year Transit Program so the Route #1 will begin the first trip at Plymouth Mall at 6:22 rather than at 6:34 as originally programmed.

Ben Miller
Request: “I would suggest you do Sunday service on Route M in the first year because it is the only library branch open on Sunday in Ypsilanti.”

We Can Do That!
Sunday service is now being implemented in year 1 instead of year 2 as originally planned.

Cost is less than a cup of coffee per week for residents with a home value of $200,000.

SOURCES
1 “Economic and Community Benefits of Local Bus Transit Service” Michigan Department of Transportation, August 2009
2 Based on Urban Core materials dated March 29, 2013
3 $40,000,000 is the total and does not include the monetary and opportunity costs of using the land for parking.
4 Based on .7-mill 5-year property tax increase in the city of Ann Arbor, Ypsilanti, and Ypsilanti Township.

As the TheRide welcomes new members into the Authority to create a true urban core transportation system, there are opportunities to improve service for all residents. Through input from the community over the next few years, TheRide will look to improve service, focusing on accessibility of jobs, economic health and public safety. For more information, visit TheRideCitizenReport.org.

44% more service
90,000 additional service hours
15% reduction in drunk driving for each additional hour of evening transit service
250 new jobs, at least, in the Ann Arbor and Ypsilanti areas
1,000 open parking spaces in downtown Ann Arbor alone, the equivalent of building one new parking structure at a cost of

$96 million transportation cost savings (money saved over traditional transportation)
$28 million affordable mobility (money saved versus private transportation for seniors and the disabled)
$4 million economic impact