



Ann Arbor

Our way of life

2013 Community Report



Full report at TheRideCitizenReport.org



Ypsilanti



Ypsilanti Township

Member Communities

AAATA BOARD OF DIRECTORS

Charles Griffith, Chair
Susan Baskett
Jack Bernard
Eli Cooper, Treasurer
Anya Dale, Secretary
Gilliam Ream Gainsley
Sue Gott
Roger Kerson
Larry Krieg
Eric Mahler

ANN ARBOR CITY COUNCIL

John Hieftje, Mayor
Mike Anglin
Sabra Briere
Jack Eaton
Sumi Kailasapathy
Stephen Kunselman
Jane Lum
Sally Petersen
Christopher Taylor
Margie Teall
Chuck Warpehoski

YPSILANTI CITY COUNCIL

Paul Schreiber, Mayor
Ricky Jefferson
Susan Moeller
Peter Murdock
Lois Richardson
Brian Robb
Daniel Vogt

YPSILANTI TOWNSHIP BOARD

Brenda Stumbo, Supervisor
Jean Hall Currie
Larry Doe
Stan Eldridge
Mike Martin
Scott Martin
Karen Lovejoy Roe

Purchase of Service Agreement Communities

SUPERIOR TOWNSHIP BOARD

Kenneth Schwartz, Supervisor
Nancy Caviston
Rodrick Green
Lisa A. Lewis
Brenda McKinney
Dave Phillips
Alex Williams

PITTSFIELD TOWNSHIP BOARD

Mandy Grewal, Supervisor
Stephanie D. Hunt
Alan Israel
Gerald Krone
Frank Lotfian
Patricia Tupacz Scribner
Michael Yi

News in 2013

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.

Ridership

NEW RECORD! **6.6 million** in 2013
175,000 increase from 2012

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.

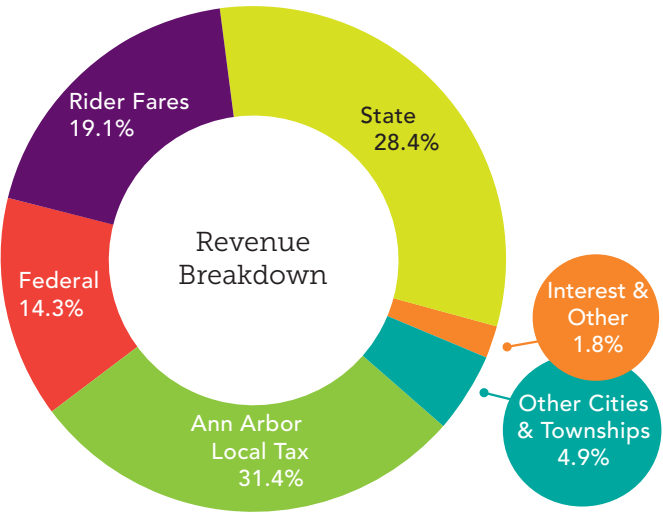


The new Blake Transit Center

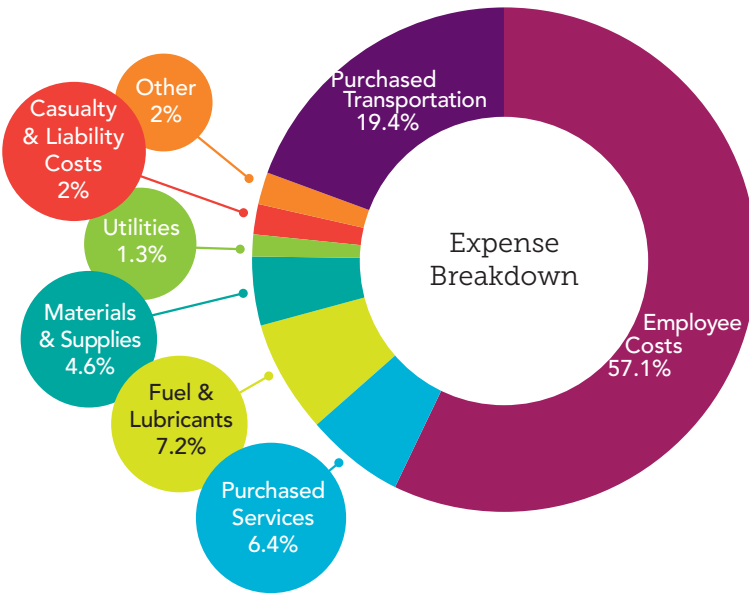
Financials

Stewardship in 2013 made for \$290k in savings over projected spending. For full audit, go to TheRideCitizenReport.org.

Operating Revenue



Operating Expenses



Charles Griffith

Chair, TheRide Board of Directors



2013 was a monumental year for the Ann Arbor Area Transportation Authority (TheRide). The work the agency has done over the past year both internally and externally laid the foundation for a balance of smart growth and operating efficiency in 2014. TheRide developed a new Work Plan process which increased transparency through adding detail on the projects to be accomplished during the 2014 Fiscal Year. TheRide also had a clean audit last year and operated within the budget that the Board approved. When state funding was reduced due to a formula change, the agency worked successfully with legislators and peers to ultimately lead to a restoration of funds.

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 Relmagine 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 offers amenities for customers aimed at improving the total transit experience. In addition, the building will be very environmentally-responsible, qualifying it for LEED (Leadership in Energy & Environmental Design) Gold Certification.

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.

Michael G. Ford

CEO, TheRide



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 6.6 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 the milestones reached in 2013, and the work that continues, helps more riders reach more places, more frequently and conveniently—both now and in the years ahead.

Essential Public Services

TheRide provides broad transportation services for the entire community.



Huron, Skyline and Pioneer High Schools are served by TheRide routes.

2012-13 School Year

344 students 25,440 trips

2013-14 School Year (to date)

596 students 31,580 trips



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.

250 riders 415,000 miles saved monthly 161 tons fewer CO₂ emissions monthly
42 vanpools 4,366 fewer cars on the highway per month



TheRide provides essential transportation services for seniors and individuals with disabilities.

135,000 ARide trips 8,000 Good as Gold eligible riders
2,700 ARide eligible riders



MyRide is a mobility management service that coordinates transportation for those who cannot access or use fixed route public transportation.

15,545 trips 67% were for people with disabilities

\$3.5 million in demand response services for seniors & people with disabilities



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

59,000 total rides \$407,300 total annual service cost reduction

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.

39,000 rides

Event Services



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

42,000 rides



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

23,000 rides



“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

Surveys

Peer Comparison Survey

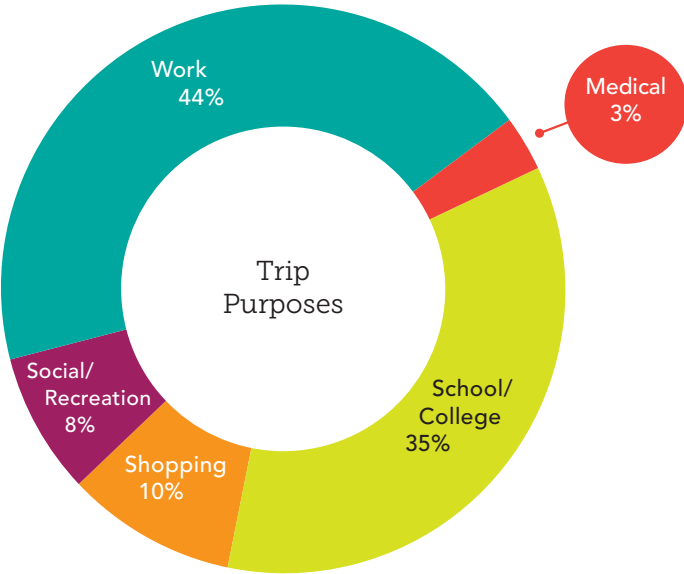
Every few years TheRide conducts peer evaluations to measure the Authority’s performance compared to other similar transit agencies. The full report and methodology are available online at **TheRideCitizenReport.org**.



17% lower cost/passenger trip than peer median

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



47% rode more often in 2013 than in 2012



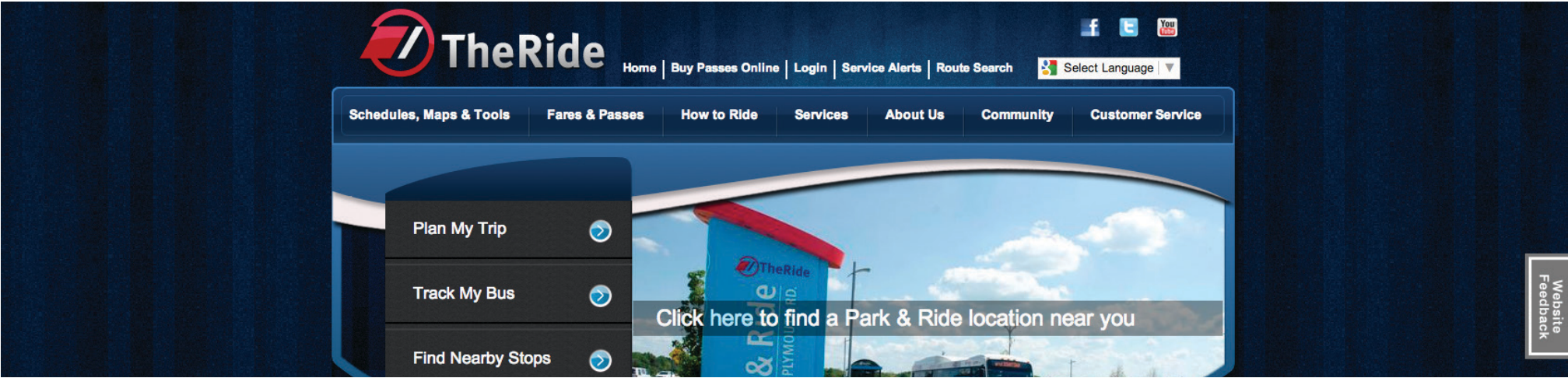
65% have a driver’s license



18% would have driven alone if bus service was not available



20% have no viable transportation option outside of TheRide



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 realtime 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

getDowntown

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



TheRide Your Way

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.




\$96 million economic impact¹

\$28 million transportation cost savings
(money saved over traditional transportation)

\$4 million affordable mobility
(money saved versus private transportation for seniors and the disabled)

44% more service

90,000 additional service hours




- New weekend service
- Later evening service
- More destinations
- Increased frequency for the Ann Arbor & Ypsilanti area

15% reduction in drunk driving for each additional hour of evening transit service²

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

\$40 million³



Cost is less than a cup of coffee per week for residents with a home value of \$200,000.⁴

SOURCES

¹ “Economic and Community Benefits of Local Bus Transit Service” Michigan Department of Transportation, August 2009
Based on the Urban Core materials dated March 29, 2013

² “One for the Road” – Cornell University Study, December 2008

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.

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.

What’s proposed?

Later weekday service on:



More weekday service on:



Redesigned routes for more direct service:



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.