

Board of Director’s Retreat 1 Agenda
Meeting Date/Time: February 12, 2021, 9:00am-12:00pm

Location: REMOTE – Via Zoom

To join by computer: (You will be able to use your computer audio.)

1. Click on this link: [Zoom](#) (If you are using an Ipad, you must download Zoom first.)
2. You will be prompted to register with your name and e-mail address, then go directly into the meeting.

To join by phone:

1. Dial any of these numbers: (For higher quality, dial a number based on your current location): 301-715-8592 or 312-626-6799 or 929-205-6099 or 253-215-8782 or 346-248-7799 or 669-900-6833.
 International numbers available: <https://theride-org.zoom.us/j/abqqMvihei>
2. Enter the Webinar ID: 982 7260 6055

Meeting Chair: Eric Mahler

Agenda Item	Info Type	Details
1. OPENING ITEMS		
1.1 Approve Agenda	D	
1.2 Public Comment	O	
1.3 General Announcements	O	
2. RETREAT		
2.1 Long-Range Planning	O	Carpenter
2.2 Fixed-Route Service Planning	O	Yang
2.3 Updated Paratransit Study Recommendations	O	Smith
3. CLOSING ITEMS		
3.1 Topics for Next Meeting:		Wed., Mar. 3, 2021
3.2 Public Comment	O	
3.3 Adjournment		

* M = Monitoring, D = Decision Preparation, O = Other

AAATA Board Retreat Long-Range Planning

February 12 and March 3

Long-Range Service Planning

- Purpose: Vision for 2045
 - 25 year horizon w/5-year segments
 - 12-month planning process.
- Retreat
 - Brainstorming
 - No decisions
 - Focused on services not concepts
 - Starting with fixed-route and paratransit
 - Will be time for everything else



Retreat Agenda

Day One

- Introduction & Considerations
- Fixed-Route Planning
- Paratransit Planning
- Wrap Up

Day Two

- Recap
- Service Planning (cont)
 - Fixed-Route
 - Paratransit
 - Other
- Wrap Up & Next Steps

Key Consideration #1: Think Post-Pandemic

Assume a post-pandemic “normal”

- “Normal” will return...but different
- Can’t wait until impacts are clear
- Be prepared to adjust
- Chance to catch up



Key Consideration #2: Shared Steering

Roles for Board and staff

- Planning delegated to CEO (Policy 4.3)
- Board Control/Input
 - Approval (Tabled)
 - Feedback/Advice
 - Board sets goals (Ends)
 - Proscribes process (Exc Limitations)



Board Ends *are* the Goals

- Ends: *Increase ridership and social mobility and improve environment and help economy, and satisfy riders and residents, and value.*
- Hard part: Trade-offs and priorities
- Board can always change its Ends



Quick Poll

What are your *initial gut* priorities? (choose 3)

- A. Reducing environmental footprint
- B. Expand labor mobility
- C. Help those who can't drive
- D. Attract car owners to transit
- E. Increase customer satisfaction
- F. Increase ridership in general
- G. Use money wisely
- H. Other...

Not binding. Just a thought exercise.



Board Exec Limitation Define the Process

- Board controls:
 - taxes, real estate, debt, fares (2.5), construction (2.11), budget (3.2)
- Several policies define how planning must be done:
 - Multi-Year strategic context (2.4, 2.10)
 - Involve public, stakeholders, riders (2.9.4)
 - Be transparent (2.9.5) w/ clear information (2.1.3)
 - Partner, collaborate, innovate (2.9)
 - Clarify implications & risks (2.4)
 - Communicate w/Board ie “No Surprises” (2.10)
 - Financially realistic & transparent (2.4)



Key Consideration #3

Balance aspirations with realism

- Expecting LOTS of ambitious suggestions
- Will have to balance with real limits
 - Political, financial, warranted
 - Regular costs are also rising
 - Org capacity
- “Fiscally unconstrained” ... but prioritized & pragmatic



Challenge: Limited Funds

- Further growth will require large capital *investments*
 - Terminals, garage, etc (\$70 million+)
 - BRT: \$30 million - \$80 million.
- More services will require higher millage/tax rate
 - 1 mill = \$7 million
 - 2 mills = \$14 million
 - 3 mills = \$21 million



Recap

- 25-year plan
 - Post-pandemic mindset
 - Ends are the goals. Trade-off and priorities.
 - Policies define process
 - Balance aspirations and realism
-
- Questions? Discussion?

Fixed-Route Service Planning

Board Retreat
February 12, 2021

Outline

- Planning process
- Background
- Future Needs
- Service Plan Elements
 - Essential Components
 - Optional Components

TheRide's Long-Range Plan



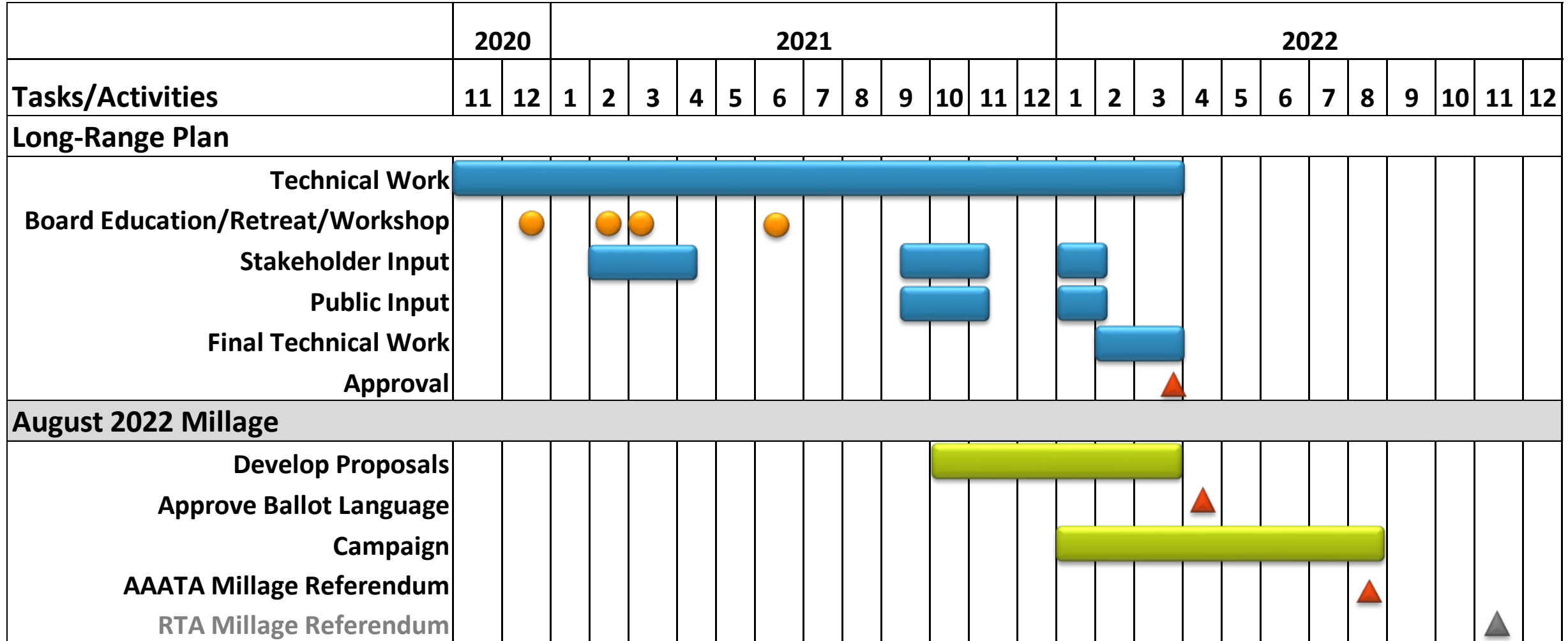
Planning Process
(2021-2022)

Vision & Plan
(March 2022)

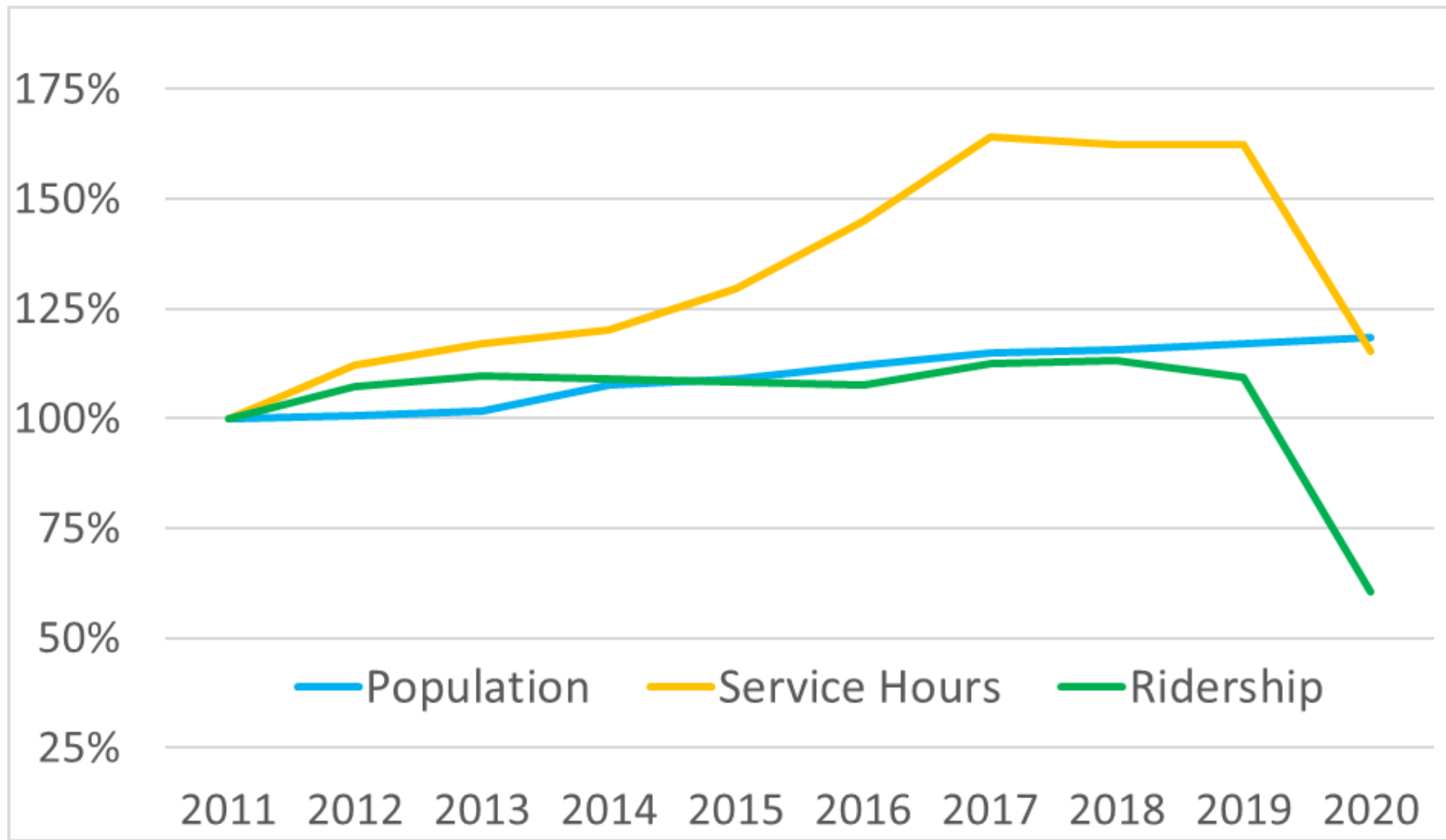
Implementation
(2023-2045)

Outcome
(2045)

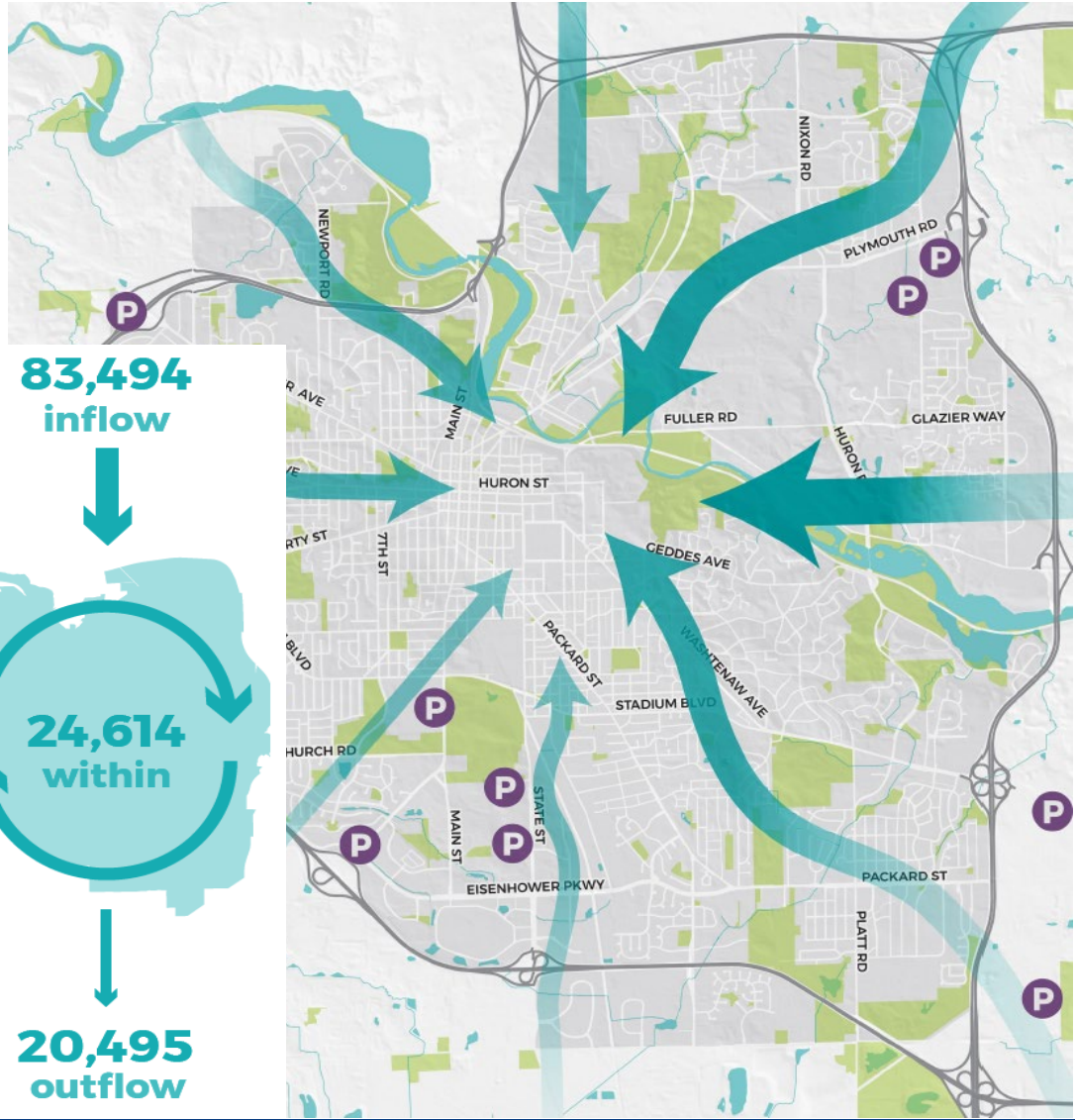
Planning Process



Historical Trends 2011-2020



Ann Arbor Commute Flow

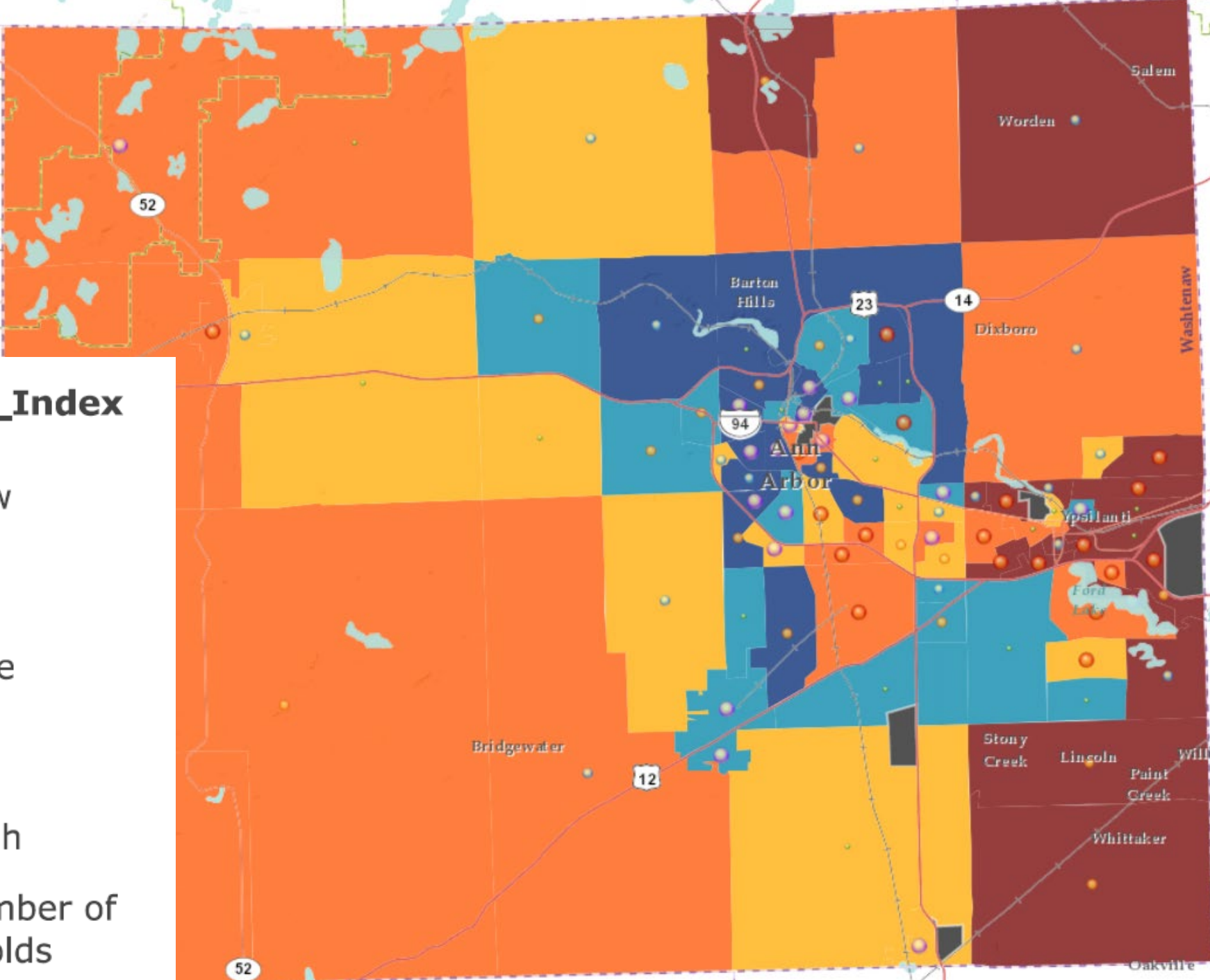


	Inflow	Outflow
Pittsfield Twp	7,775	2,560
Ypsilanti Twp	7,763	534
Ypsilanti	3,666	1,057
Scio Twp	3,343	1,642
Superior Twp	1,804	714
Ann Arbor Twp	1,801	1,668
Rest of Washtenaw County	10,706	1,721
Wayne County	12,498	3,345
Livingston County	6,752	281
Oakland County	4,245	1,714
Monroe County	1,910	67
Detroit	847	961

Washtenaw County Equity & Opportunity Map

Opportunity_Index

- Very Low
- Low
- Moderate
- High
- Very High
- Low Number of Households

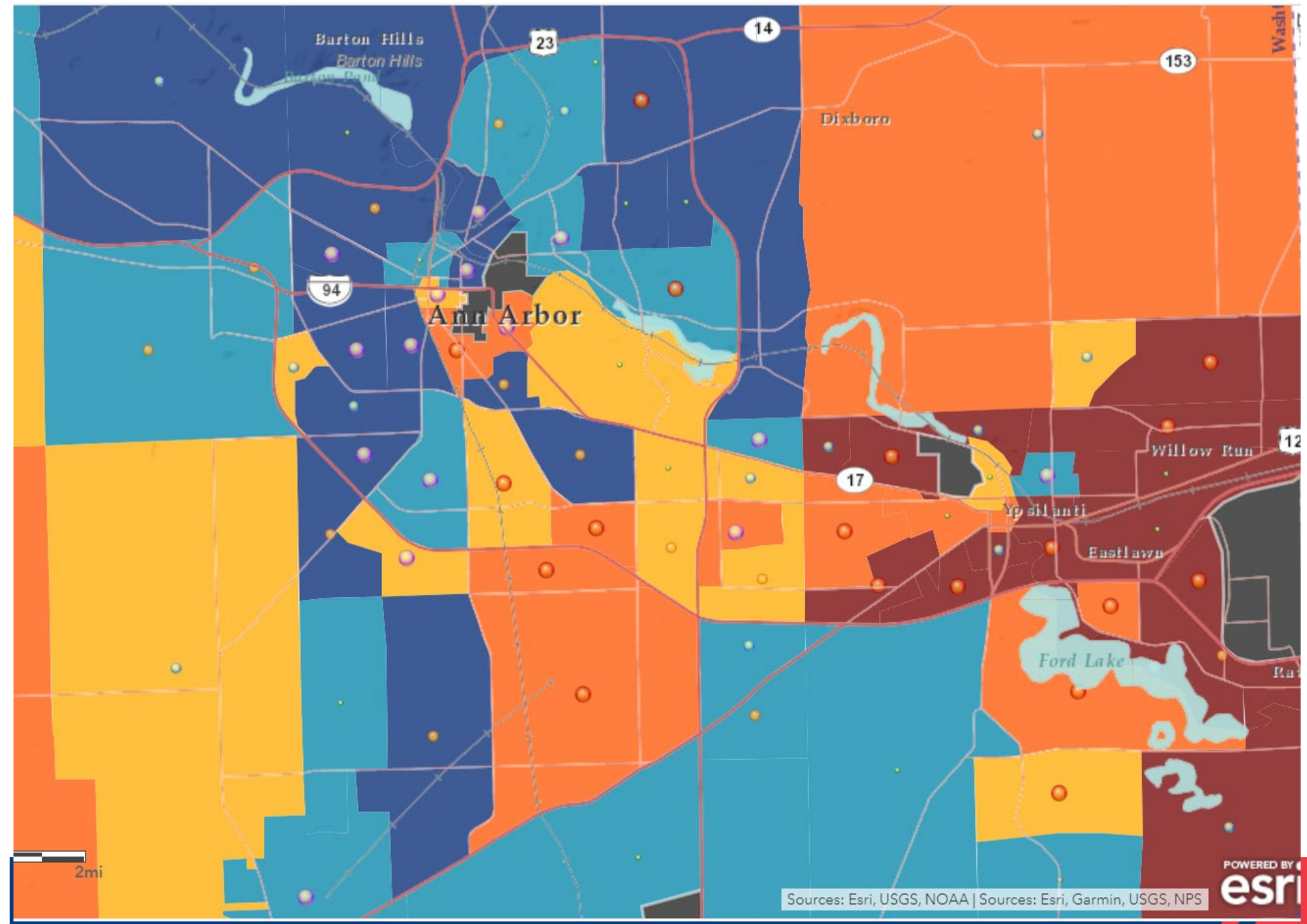


Change Index

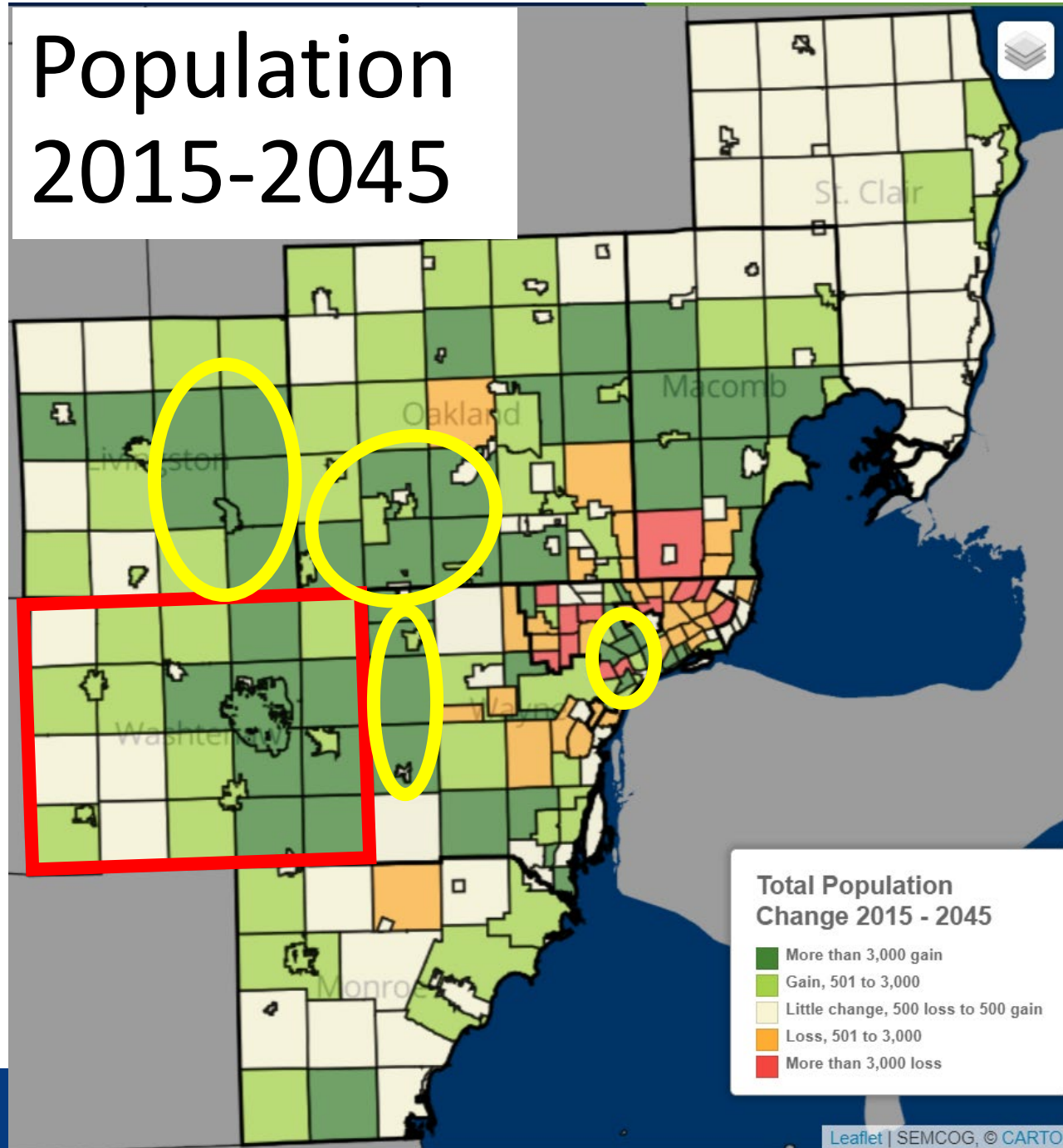
- High Decline
- Some Decline
- Stable
- Some Growth
- High Growth
- Low Number of Households

Opportunity_Index

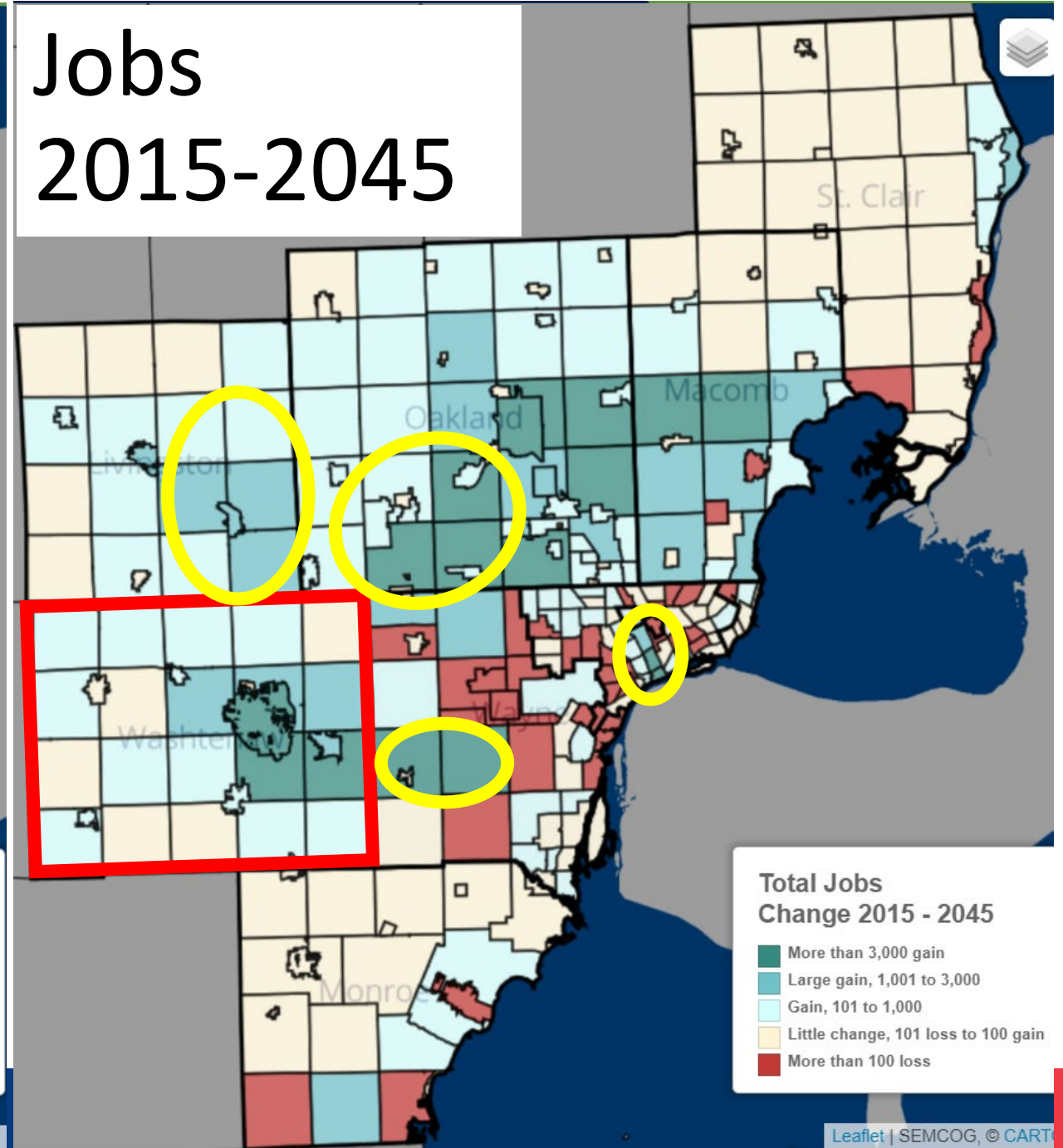
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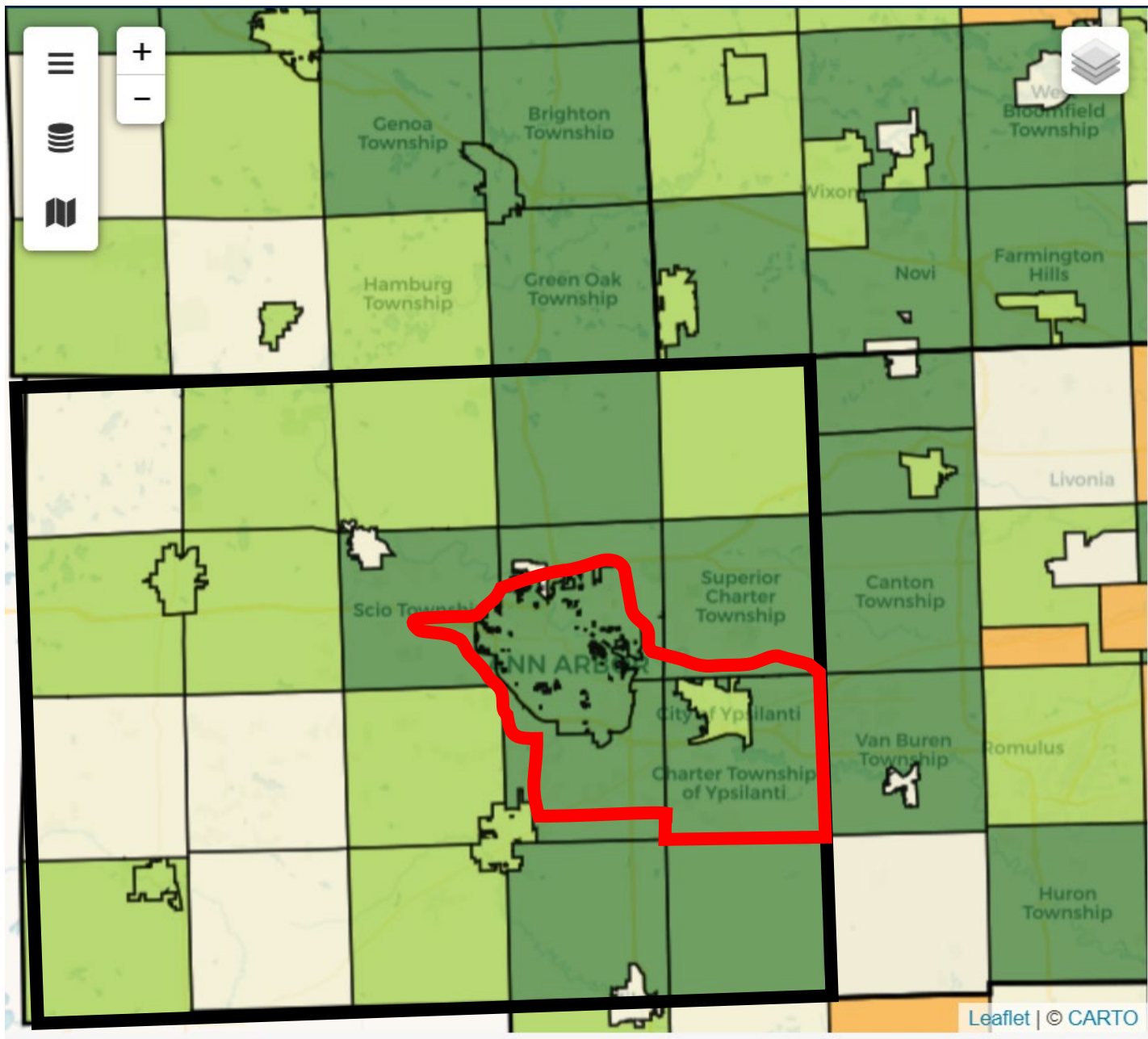


Population 2015-2045



Jobs 2015-2045



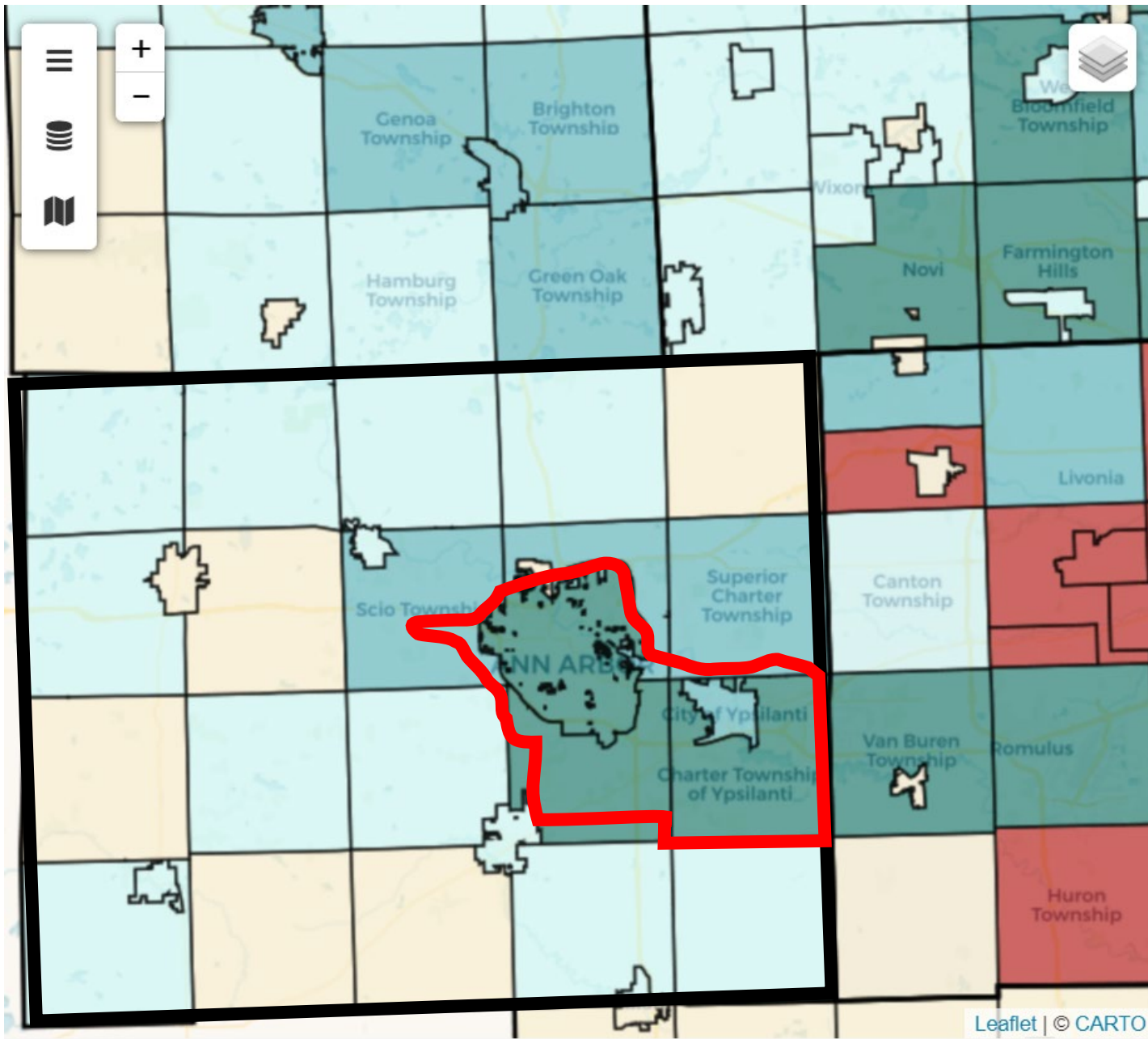


Population 2015-2045

Total Population Change 2015 - 2045

- More than 3,000 gain
- Gain, 501 to 3,000
- Little change, 500 loss to 500 gain
- Loss, 501 to 3,000
- More than 3,000 loss

Leaflet | © CARTO



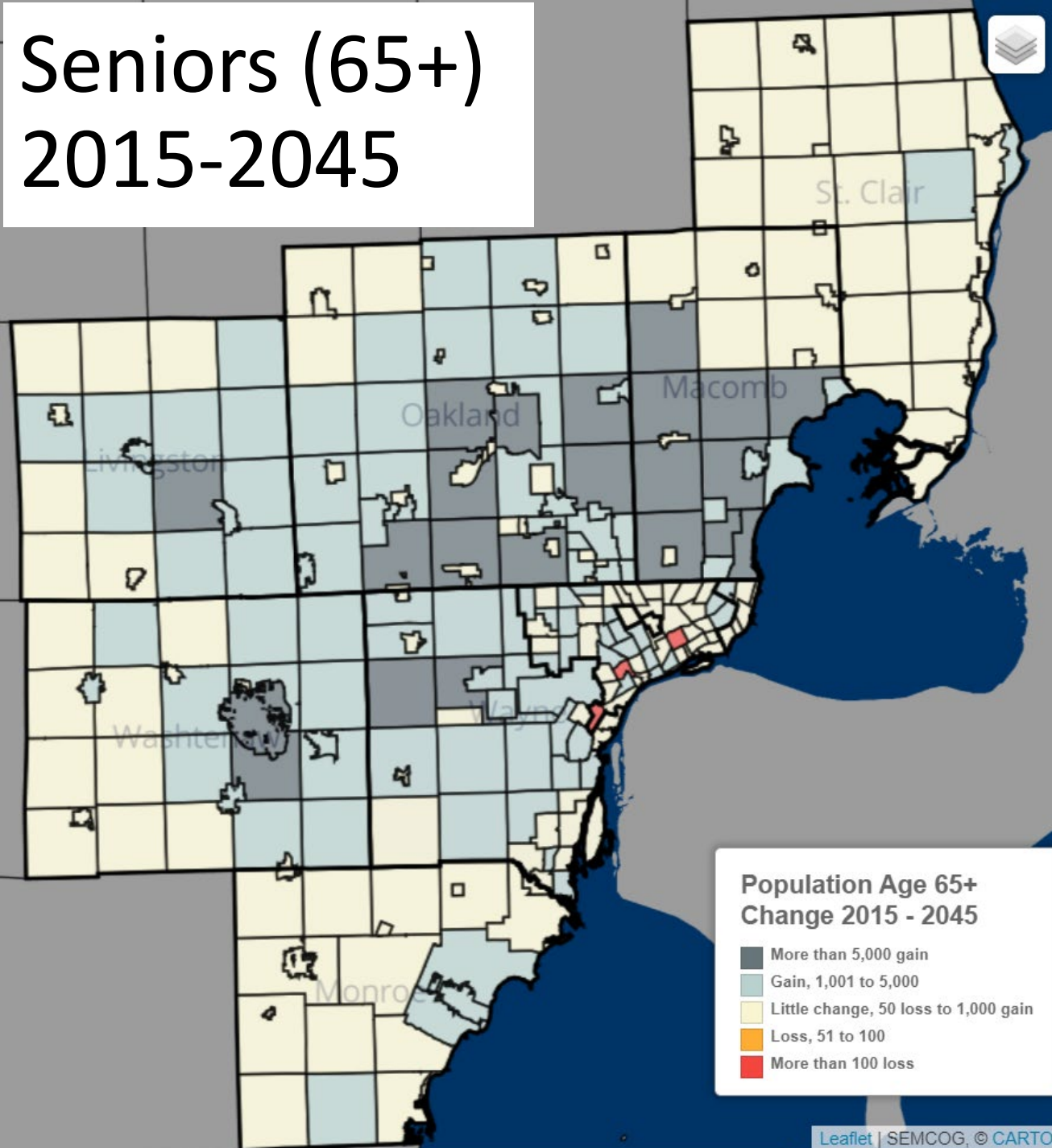
Jobs 2015-2045

Total Jobs Change 2015 - 2045

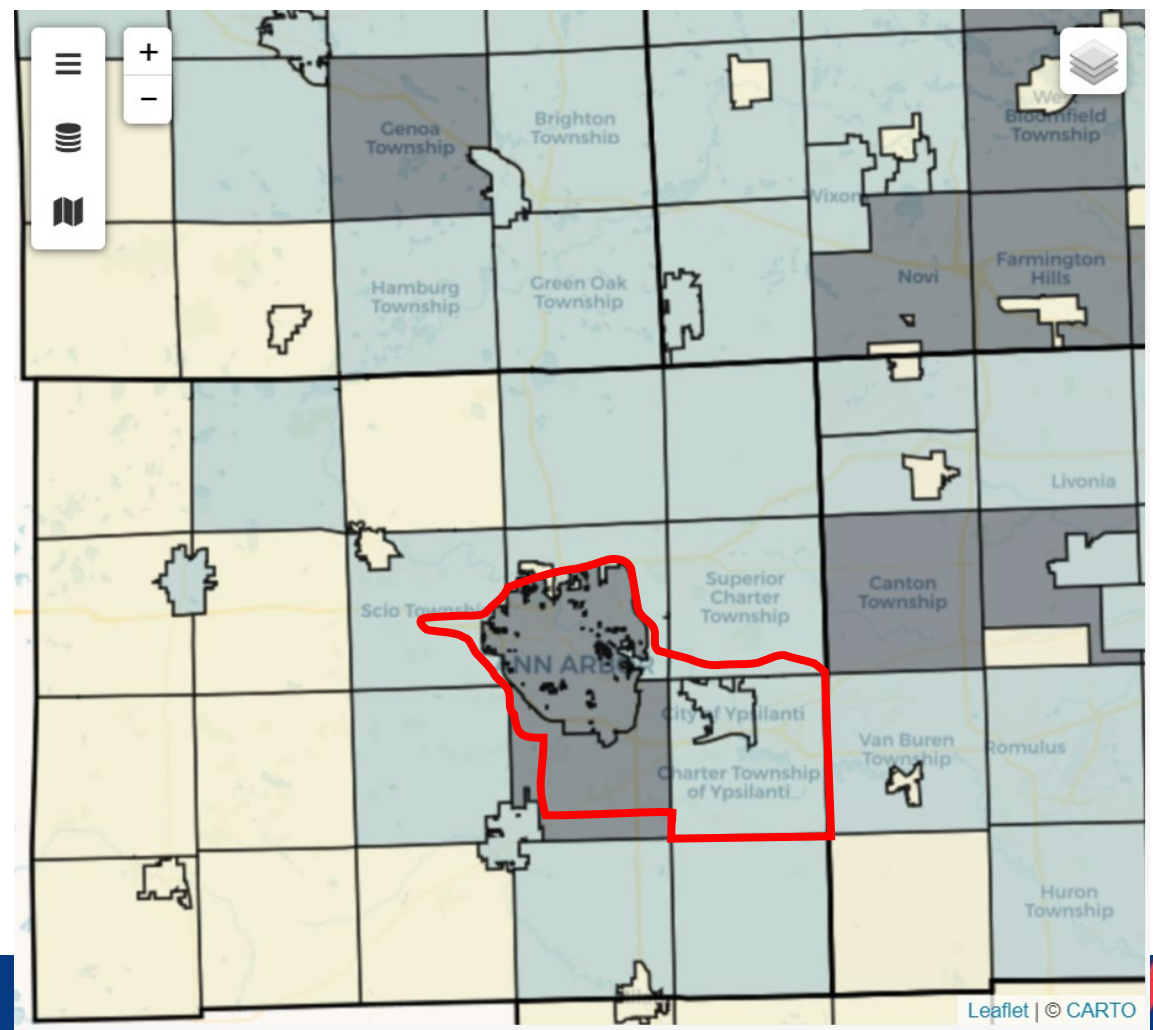
- More than 3,000 gain
- Large gain, 1,001 to 3,000
- Gain, 101 to 1,000
- Little change, 101 loss to 100 gain
- More than 100 loss

Leaflet | © CARTO

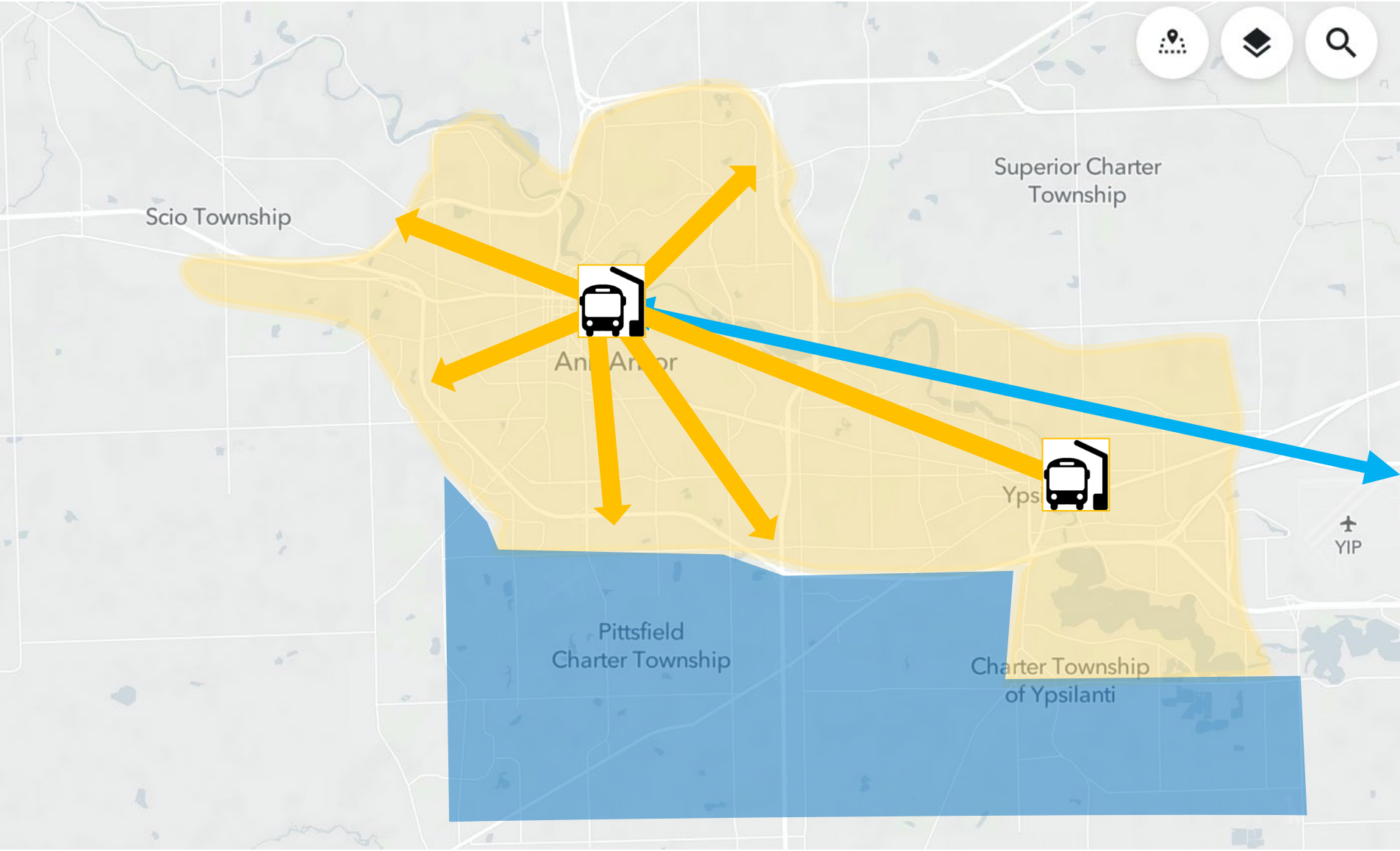
Seniors (65+) 2015-2045



- More than 5,000 gain
- Gain, 1,001 to 5,000
- Little change, 50 loss to 1,000 gain
- Loss, 51 to 100
- More than 100 loss

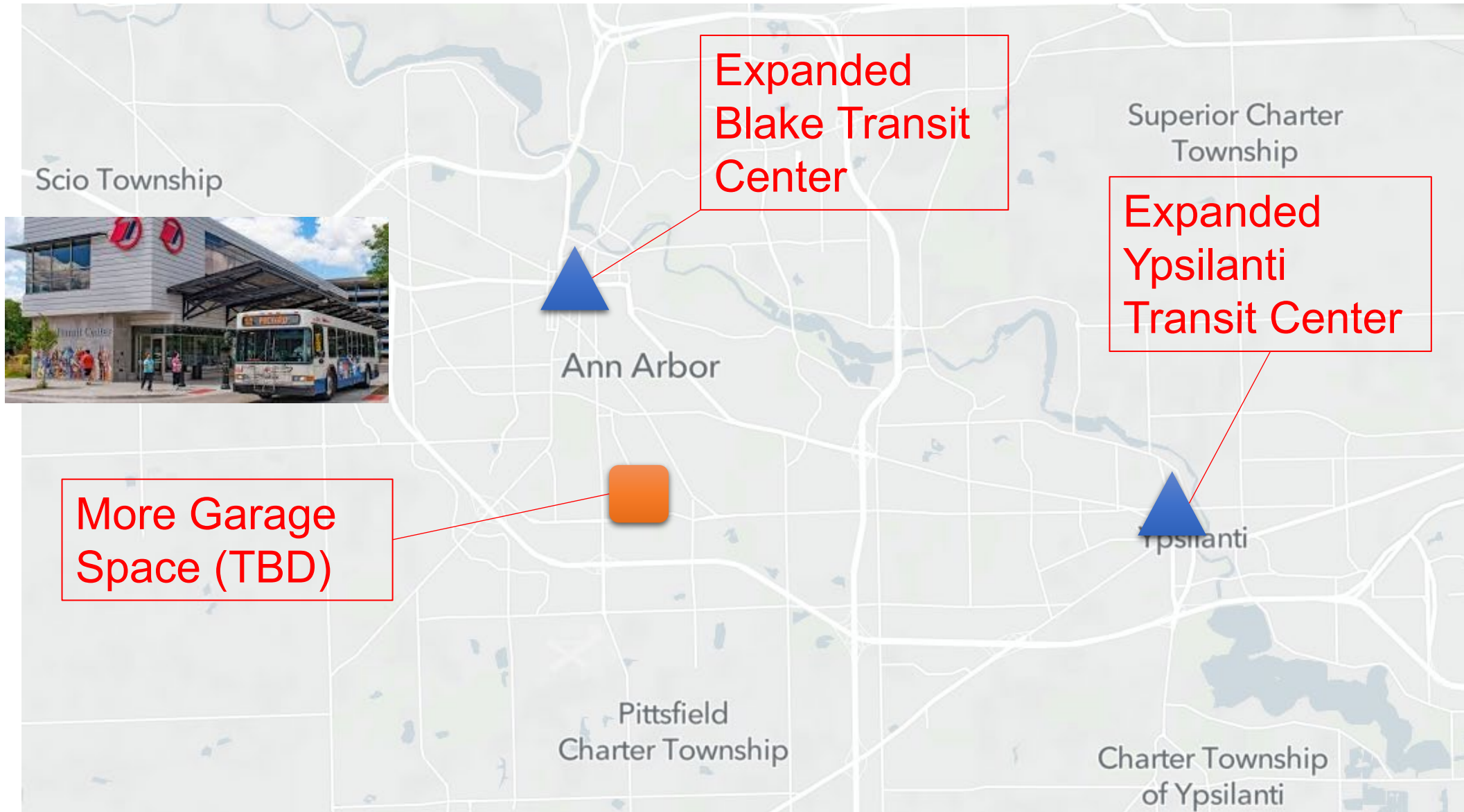


Base Service



- Fixed-route
- FlexRide
- High-frequency
- Airport / D2A2

Essential Components



Scio Township

Expanded
Blake Transit
Center

Superior Charter
Township

Expanded
Ypsilanti
Transit Center



Ann Arbor

More Garage
Space (TBD)

Ypsilanti

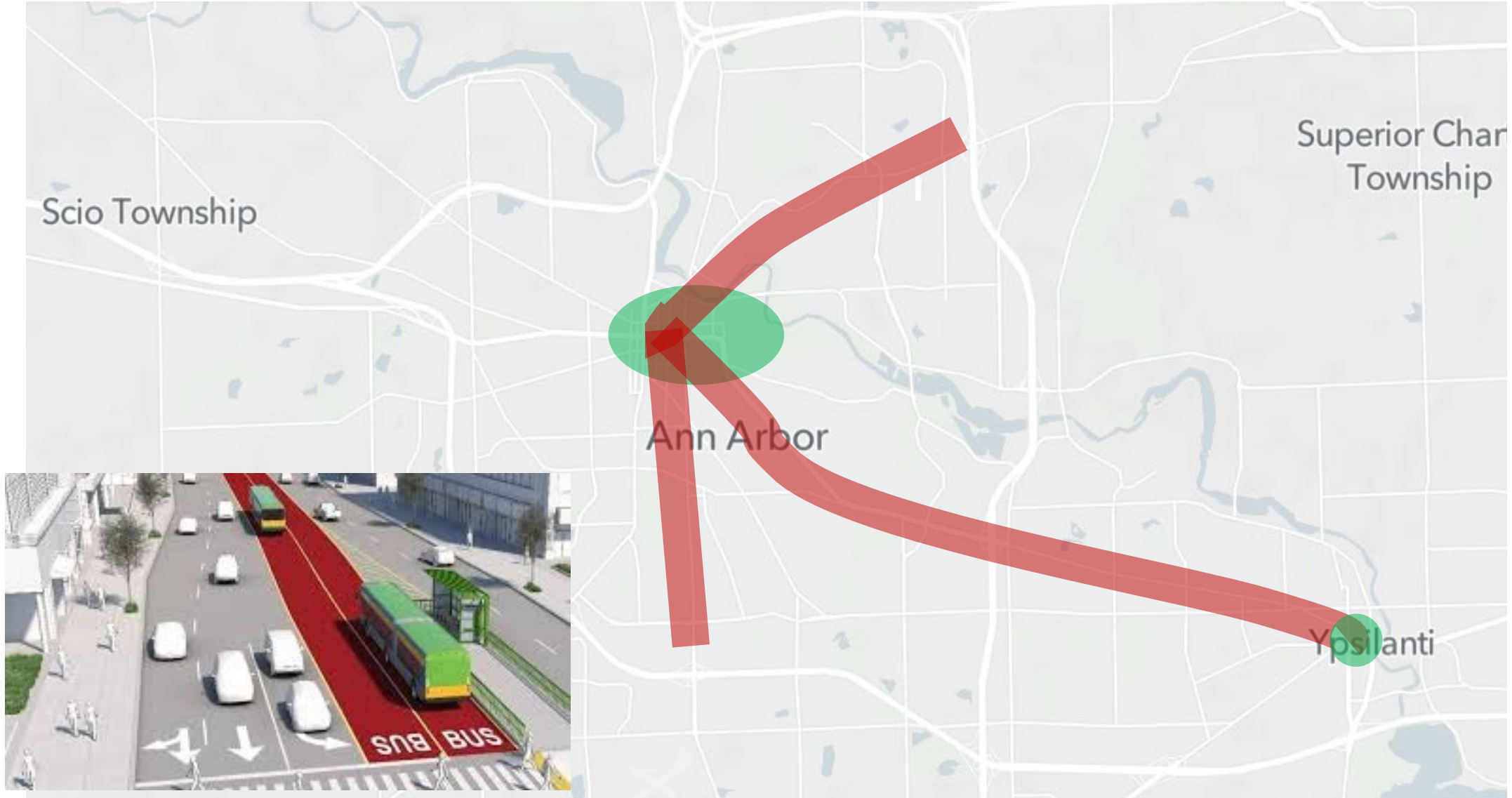
Pittsfield
Charter Township

Charter Township
of Ypsilanti

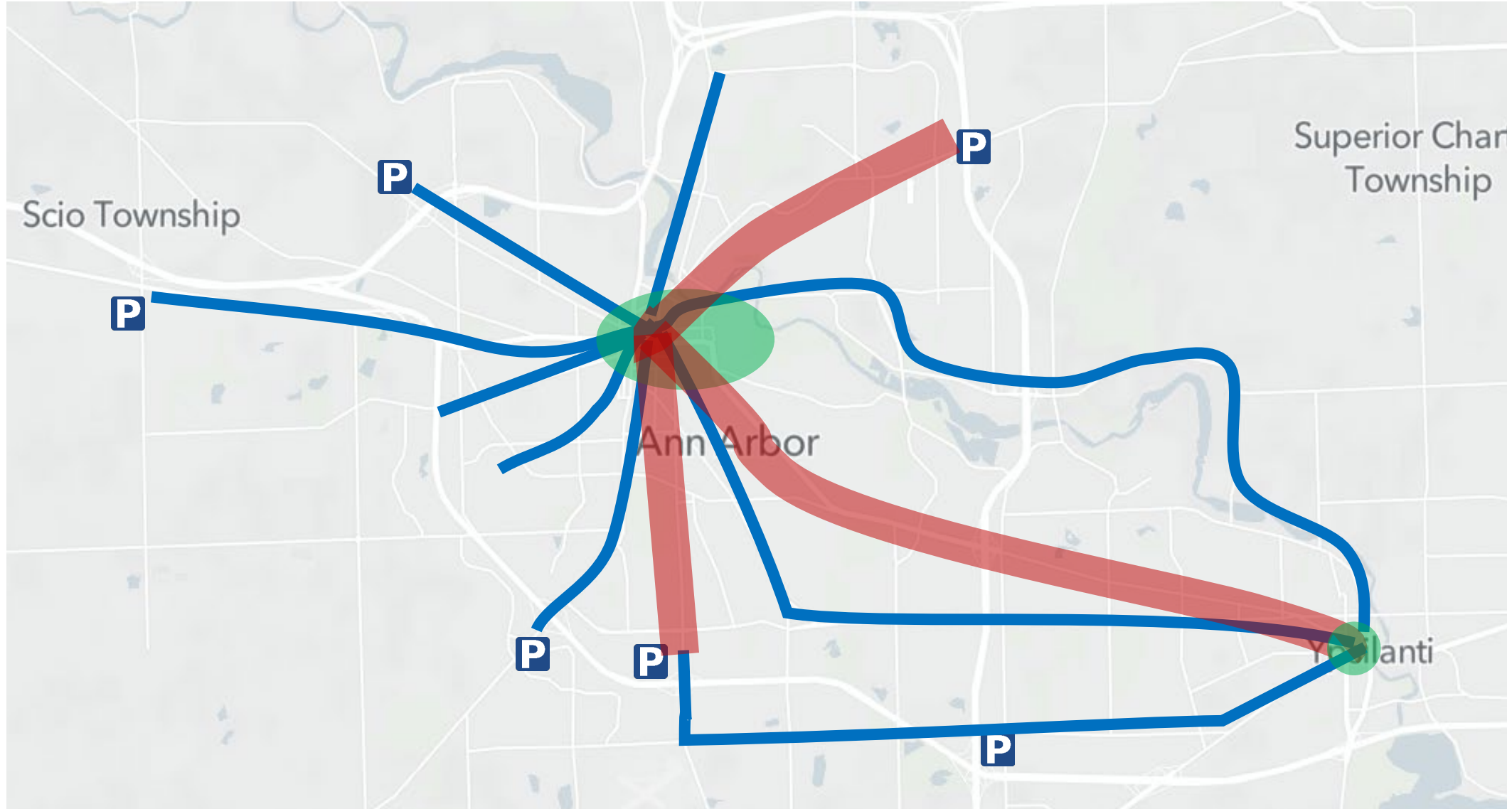
Enhanced Services – Optional Components

- Longer Service Hours
- Improved Weekend Service (60' – 30' or better)
- Additional service areas to meet the growth
- High-Order Transit Corridors (with infrastructure support)
- High-Frequency Transit Corridors
- Regional Express Service
- Park and Ride Spaces / Services
- New Transit Centers / Transfer Points
- Improved Terminal and Stop Amenities

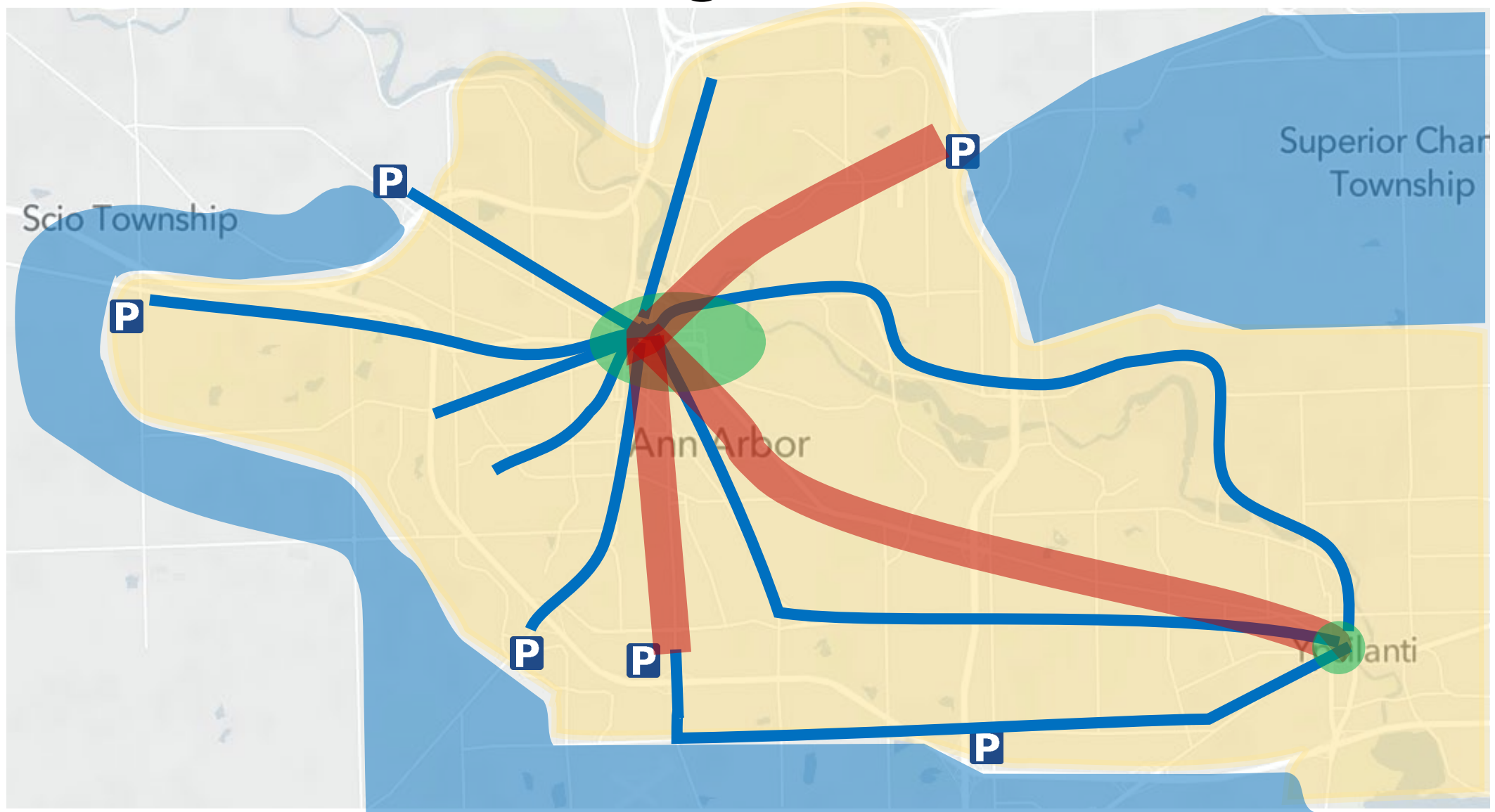
Higher-Order Transit Corridors



High-Frequency Corridors



Local Service Coverage



Regional Connections / Park and Ride



Other Considerations

- Integrated mobility/MaaS
- Mobility hubs/TOD
- AV and other technologies
- Integrated Traffic Control System
- Fare collection technology
- Alternative propulsion system (i.e. electric buses)
- Non-emergency medical transportation
- New membership
- ...

Quick Poll

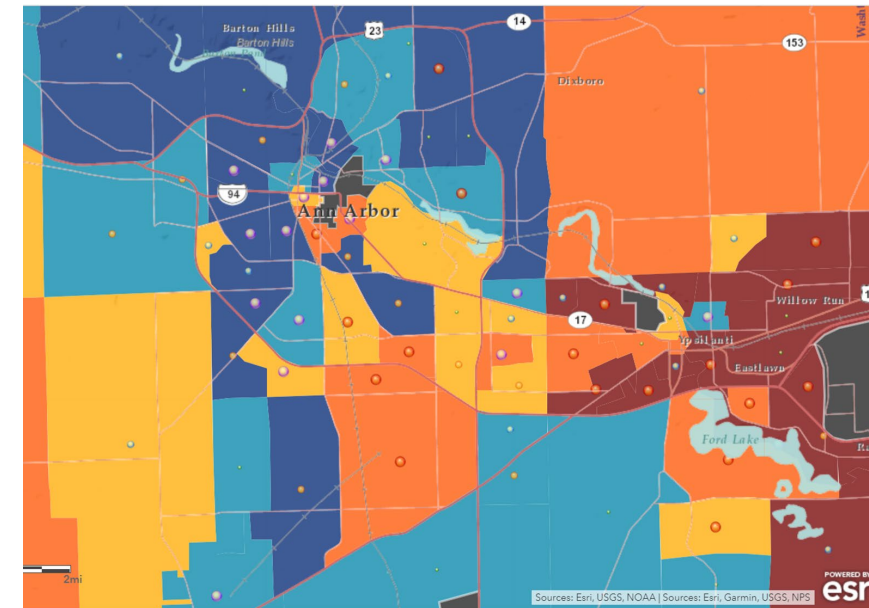
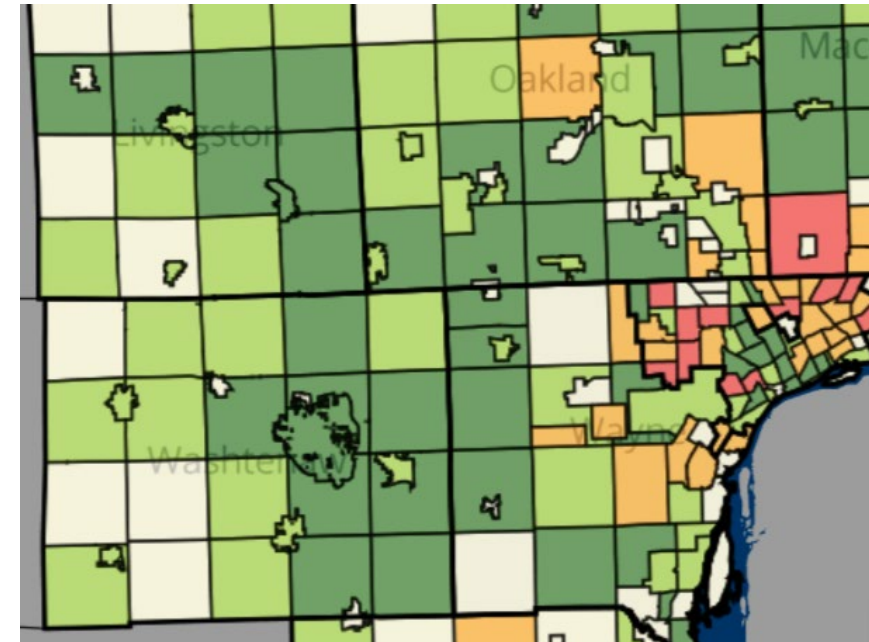
Build Ridership and/or Expand Coverage

- A. Geographic expansion
- B. Intensify service in existing service area

Quick Poll

Build Ridership and/or Expand Coverage

- A. **Keep same tax rate:** Cut under-used (social need) routes and transfer resources to get more riders.
- B. **Keep same tax rate:** Cut ridership routes to expand social need, but less used, services.
- C. **Increase tax rate:** Keep social need routes, put new resources into growing ridership.
- D. **Increase tax rate:** Spread resources evenly between high-use and less-use services.
- E. **Other...**



Brainstorming Time

- What issues did you want to address that we haven't touched on yet?
- What services, infrastructure, new ideas would you like the process to consider?

The Ride Paratransit Study

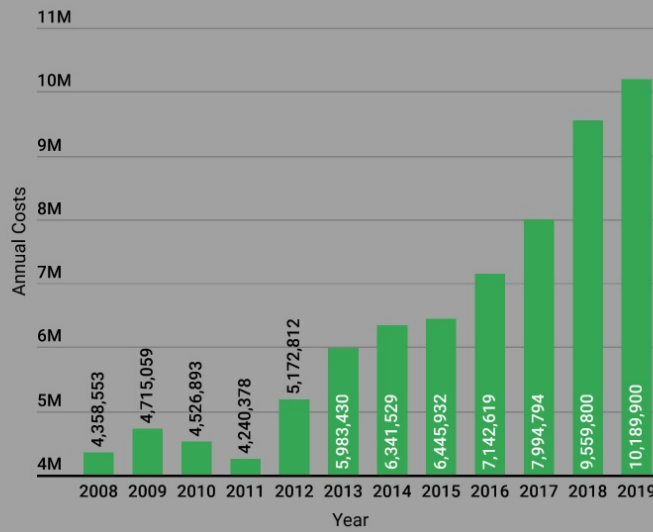
A Clear Path Forward

*Current
Challenges*

*Next
Steps*

*So...Now
What?*

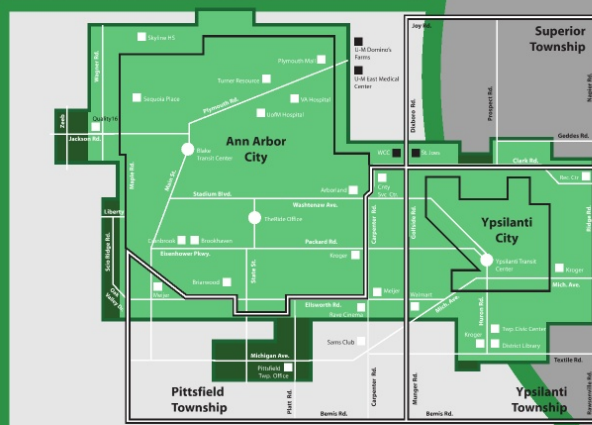
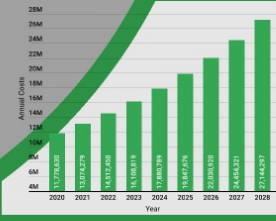
Rising Costs



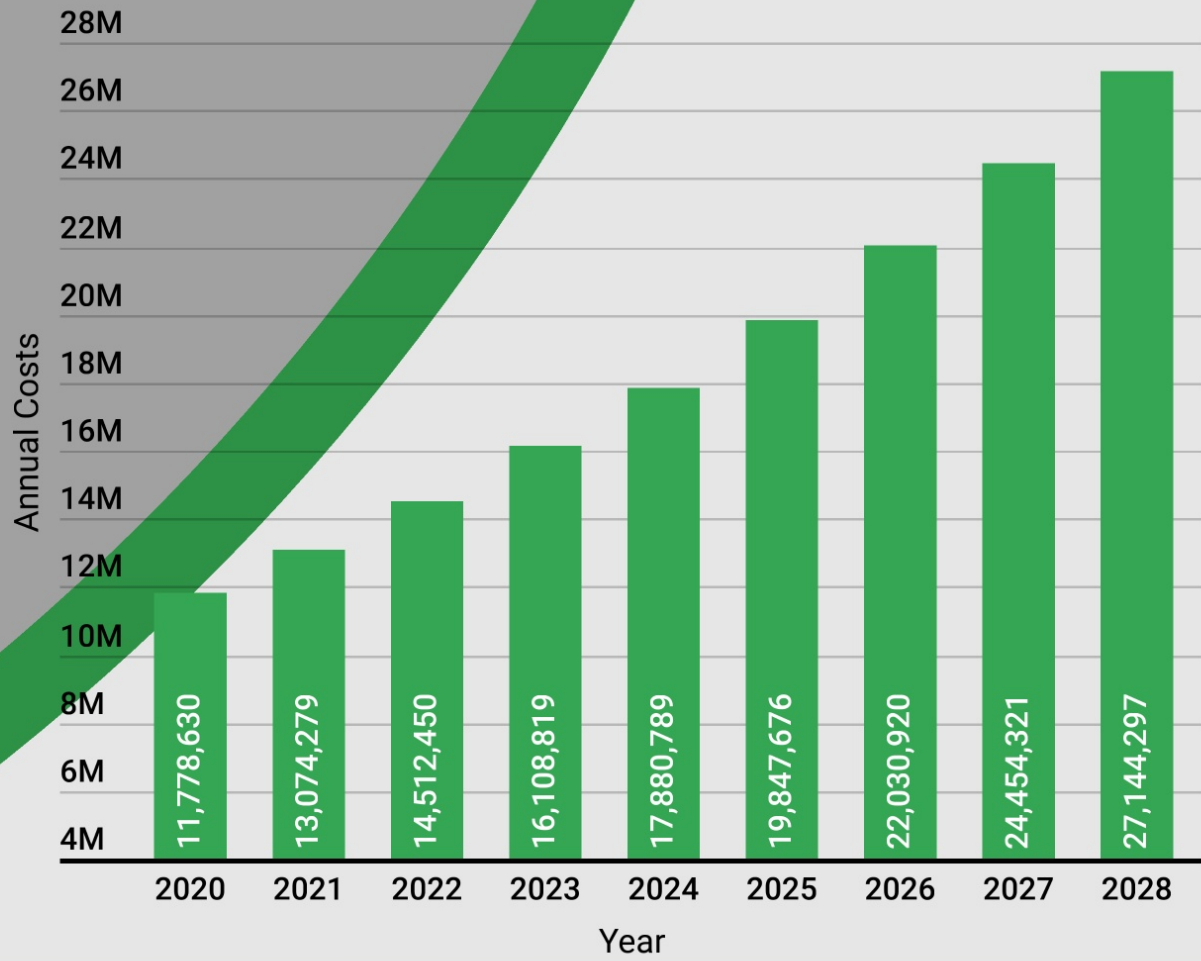
Service Levels

Efficiency

Significant increases in the last four years



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A-Ride is a mixture of required and premium services

ADA Required Service Level

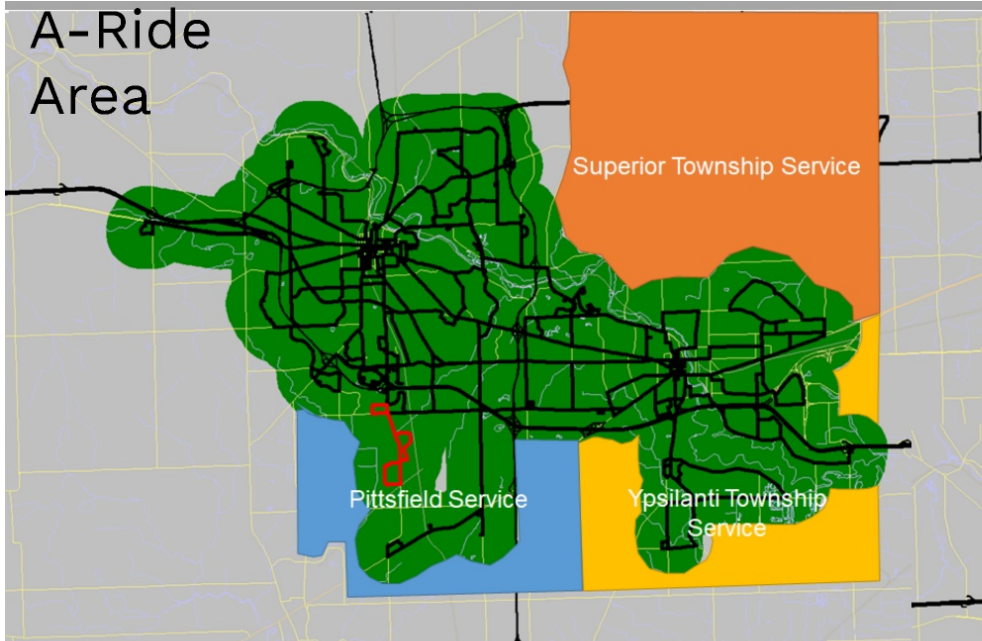
- Next day service
- Certified disability
- Within 3/4 mile
- Shared ride
- 1.5X ride length of a fixed route trip
- No pattern of denials

Premium Service Level

- Same day service
- Age or disability
- Any location
- Few shared rides
- Direct trip

Service Levels

A-Ride
Area



Superior Township Service

Pittsfield Service

Ypsilanti Township
Service

Service Levels

ADA
Area

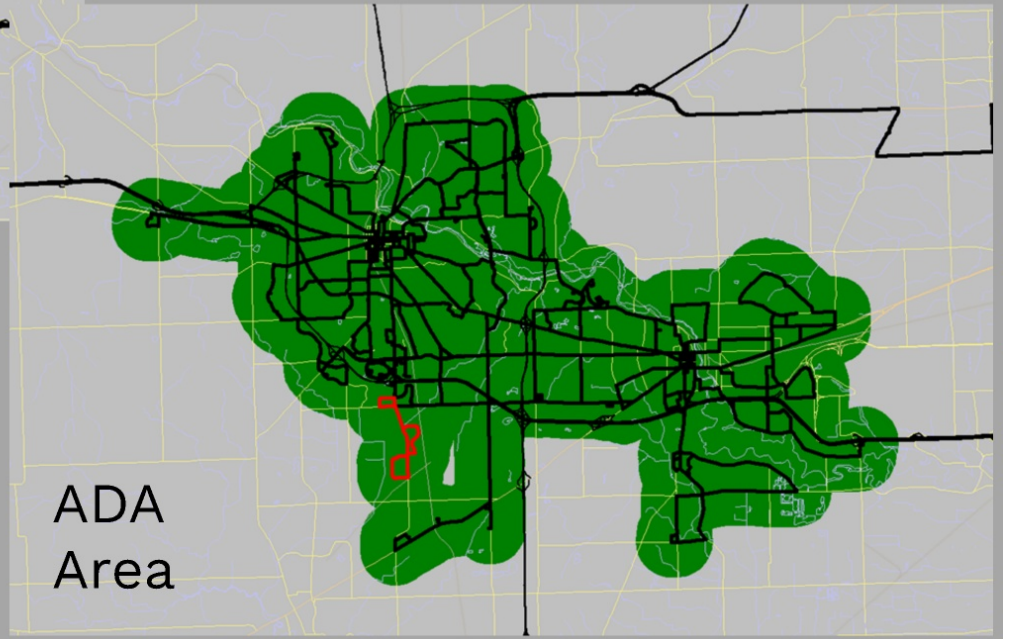


Figure 3-9: Operating Cost per Passenger Trip

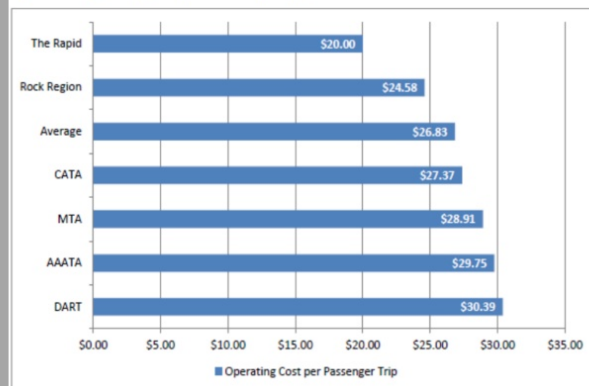
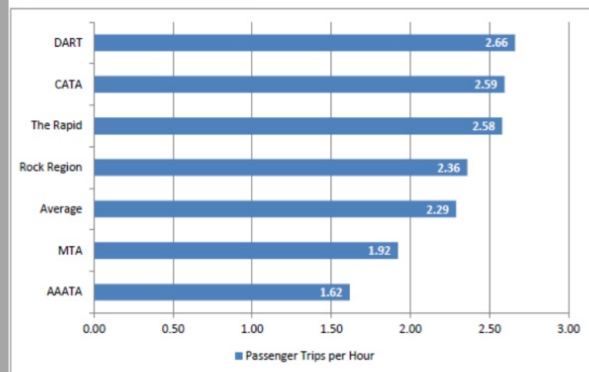


Figure 3-7: One-Way Trips per Hour

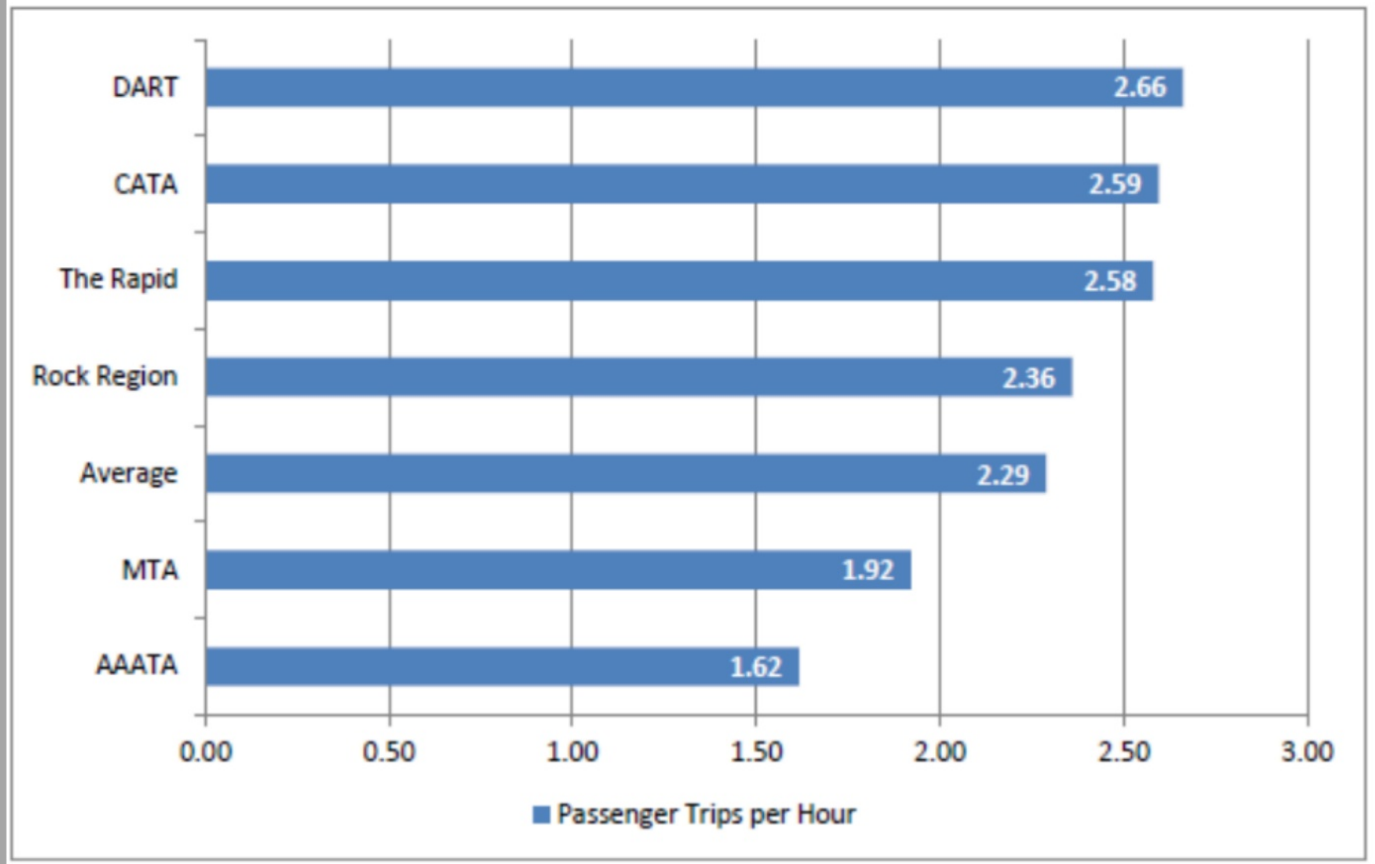


Taxi-like service on shared ride budget

- Expectations and resources are not aligned
 - Same day service
 - Limited ride time
 - Few shared rides
 - Broad service area

Efficiency

Figure 3-7: One-Way Trips per Hour



Internal Opportunities to Improve Efficiency

- Software could be better utilized ending the need to manually schedule
- Ambulatory and non-ambulatory passengers could be booked together rather than separated by vehicle type
- Contract for service could be strengthened
- Staffing could be strengthened to provide effective contract oversight
- Fleet composition could be expanded

Efficiency

The Ride Paratransit Study

A Clear Path Forward

*Current
Challenges*

*Next
Steps*

*So...Now
What?*



A Clear Path Forward

These recommendations were developed with public input during the study.

They will be developed into specific proposals that will be presented to the public and users prior to implementation.

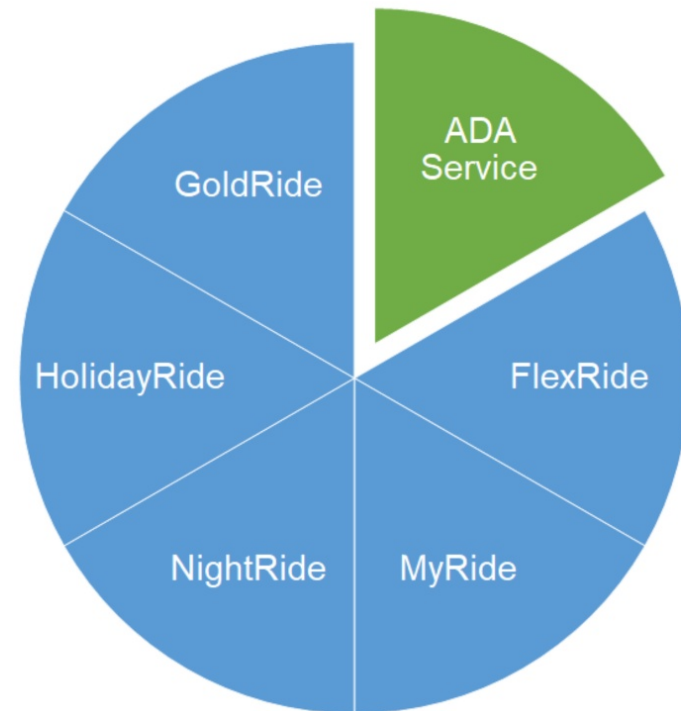
Service
Clarity

Internal
Efficiency

Separate required and premium service

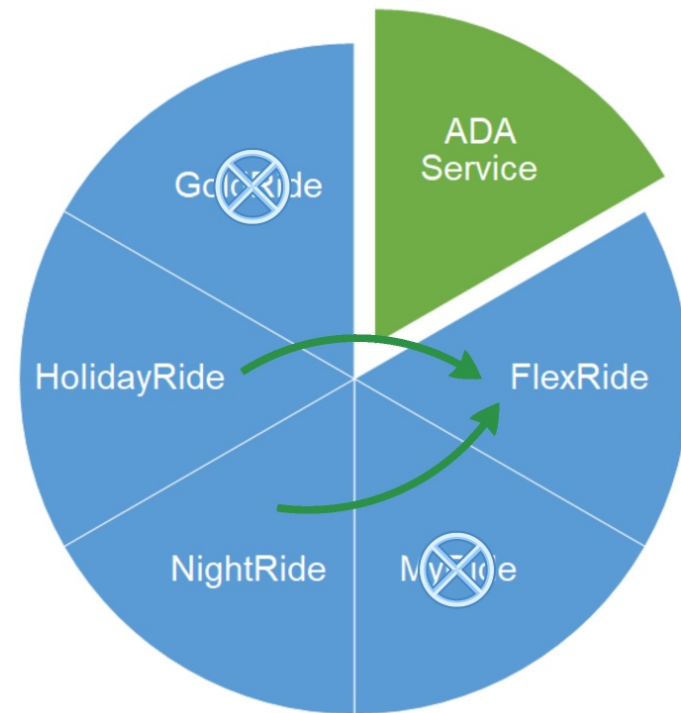
ADA Complementary Paratransit stands alone

- enables staff to manage the different services efficiently,
- eliminates the commingling of federally required ADA service with premium services beyond ADA requirements, and
- ultimately, reduces costs.



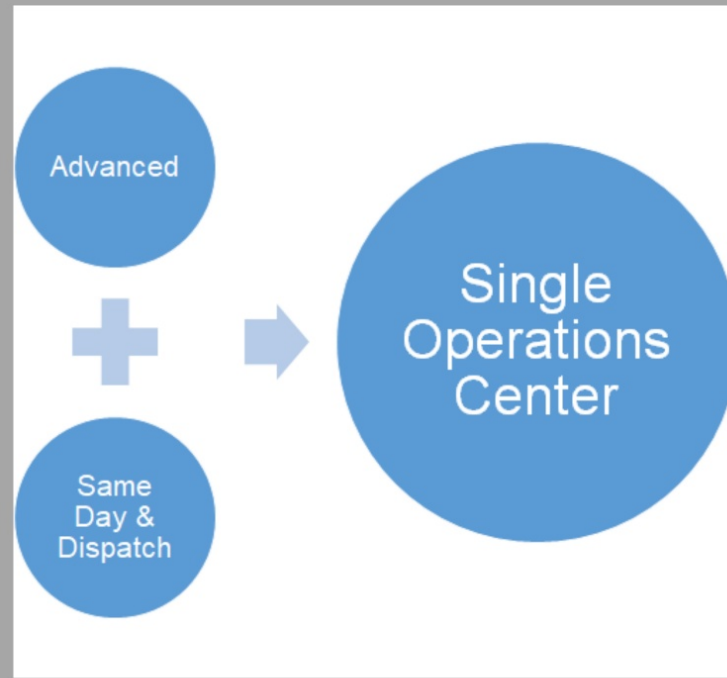
Right-sizing premium services

- Migrate Holiday and Night Ride to FlexRide
- Eliminate GoldRide sedan service
- MyRide funding expended



Consolidate Operations

- Bring reservations, scheduling and dispatch together in one location
- Use Trapeze booking software exclusively, allowing grouped trips across the fleet



Backoffice Efficiency & Coordination



- Expand service monitoring.
- Designate an accessibility office responsible for A-Ride as well as support for accessible fixed route (e.g., improving bus stop accessibility).



- Develop new Request for Proposal for ADA service
- Strengthen requirements for staff and vehicles
- Include stronger productivity requirements

The Ride Paratransit Study

A Clear Path Forward

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Board Direction

The Paratransit Study identified several areas of potential improvement, with two primary policy areas for discussion.

Eligibility

Service Level

Strictly ADA Eligibility, or more?

- Rely on customer's provided information, vs.
- Require assessment by a certified professional (e.g., occupational therapist).
- Conditional vs. Open Eligibility
 - Weather (e.g., snow, rain, heat)
 - Time of year
 - Time of day



Evaluate Service Standards

- 97% on-time performance vs.
- 90-95% on-time performance.
- Same Day Service
 - Open
 - 45 minute Will-Call window
 - 2 hour Will-Call window



Premium Services

- GoldRide
- FlexRide
- Subsidize taxi
- Partner with Uber/Lyft



The Ride Paratransit Study

A Clear Path Forward

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