

Board of Director's Retreat 2 Agenda

Meeting Date/Time: March 3, 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/94093523642>
2. Enter the Meeting ID: 940 9352 3642

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 On-Demand Service	O	Smith
3. CLOSING ITEMS		
3.1 Topics for Next Meeting:		Thurs., Mar. 18, 2021
3.2 Public Comment	O	
3.3 Adjournment		

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

AAATA Board Retreat Long-Range Planning

Part II, March 3

Long-Range Service Planning

- Purpose: Vision for 2045
 - 25 year horizon w/5-year segments
 - 12-month planning process.
- Retreat Goals
 - Establish basic context
 - Get closer to priorities
 - Spur discussion
 - Get your ideas



Retreat Agenda

Day One

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

Day Two

- Recap
- Service Planning (cont)
 - Fixed-Route
 - Paratransit & On-Demand
 - Other
- Wrap Up & Next Steps
(Breaks at 10 & 11)

Key Considerations

1. Post-Pandemic Thinking
2. Board Policies
3. Balance Aspirations with Realism
 - Funding Limitations
 - Priorities and trade-offs



New Aspects for Today

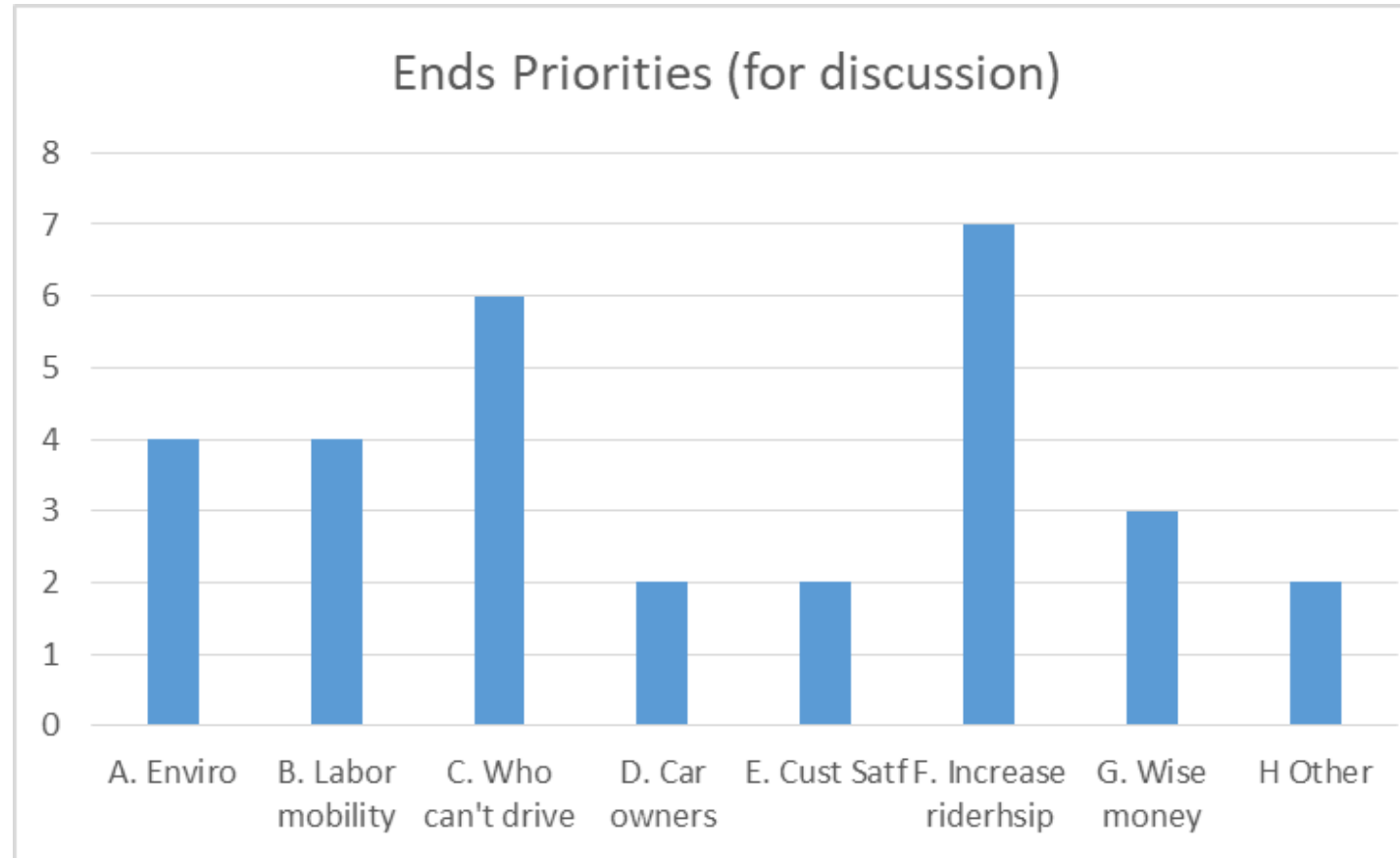
- Terminology
 - Markets, Supply & Demand
- Productivity, Efficiency, Thresholds
- Details and Fuzziness

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.



Quick Poll

**What are your *initial gut* priorities?
(choose 2)**

- A. Reducing environmental footprint
- ~~B. Expand labor mobility~~
- C. Help those who can't drive (income, mobility, etc)
- 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.

Today's Goals

- Retreat Goals
 - Establish basic context
 - Get closer to priorities
 - Spur discussion
 - Get your ideas
- Fixed Route (Forest)
- On-Demand (Bryan)
- Other ideas and wrap up (Matt)



- Forest
- Bryan

What Else? (Parking Lot)

1. RTA
2. Dedicated bus lanes
3. Electric buses
4. Bike share
5. Vanpool & carpool
6. Transportation Demand Management
7. TOD & other outside policies (parking, road charges, etc)
8. Smaller buses (lower cost?)
9. Micro-transit (on-demand)
10. RTA & regional integration
11. Non-Emergency Medical Transportation (NEMT)
12. ...?

Next Steps for Long-Range Plan

- Retreat feedback will help consultant team
- 12-month process...details coming soon
 - Board and public will have more chances to provide input

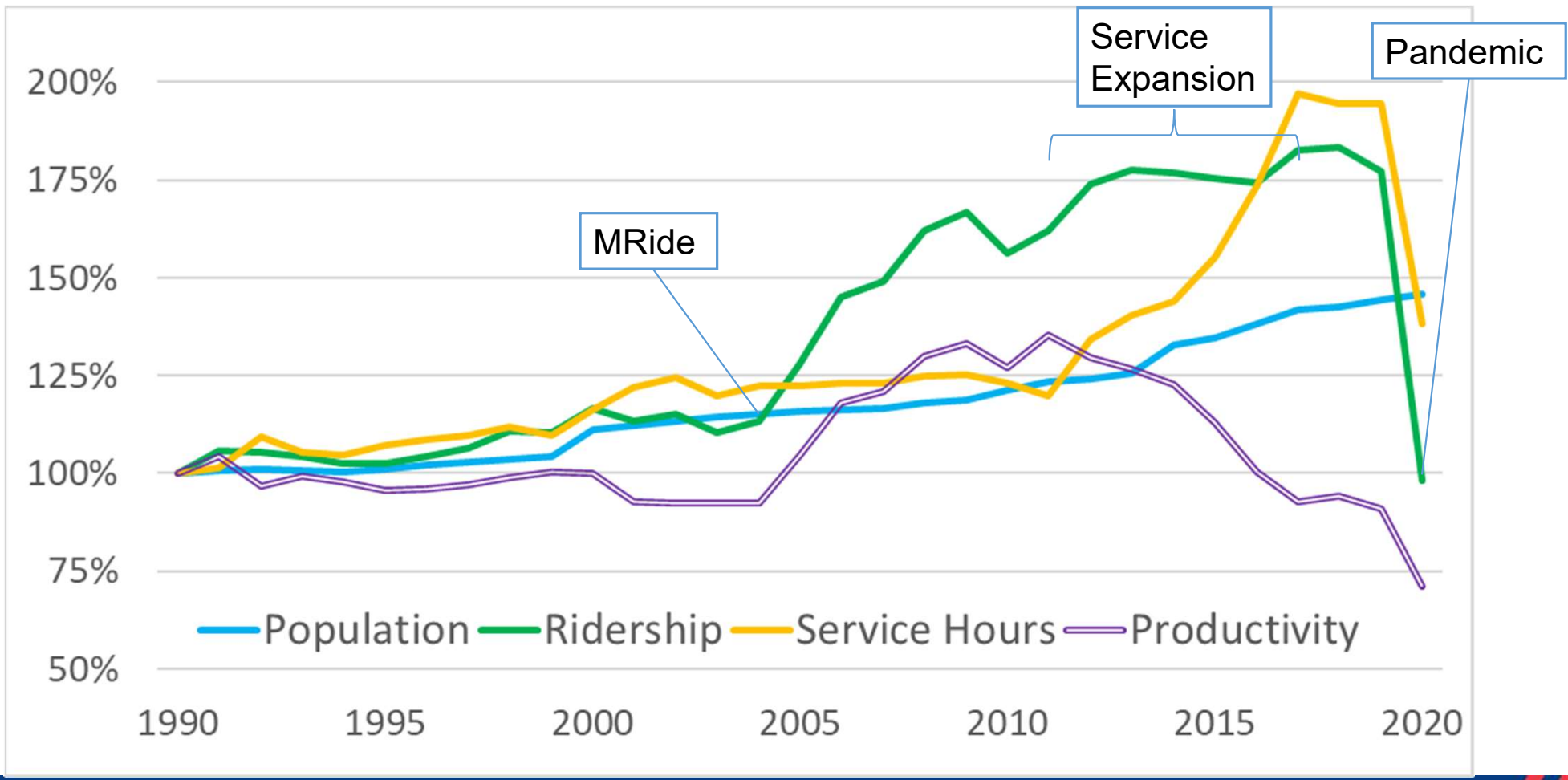
Fixed-Route Service Planning

Board Retreat
March 3, 2021

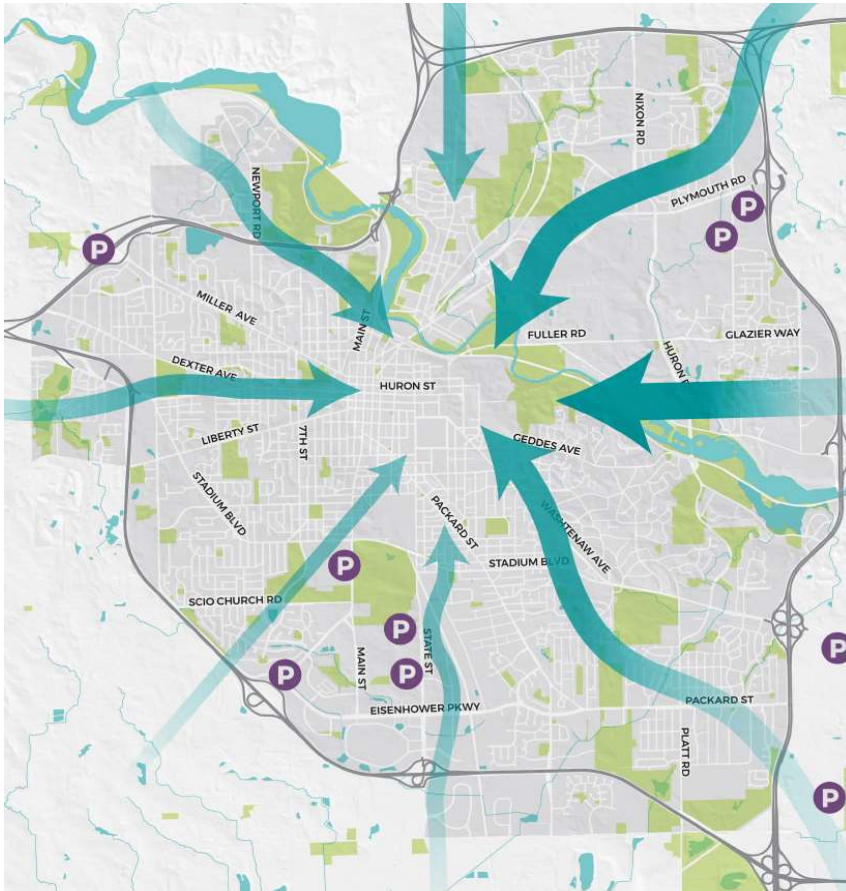
Outline

- Recap
- Preliminary Scenarios
- Funding
- Reality Check

Historical Trends 1990-2020



Ann Arbor Commute Flow



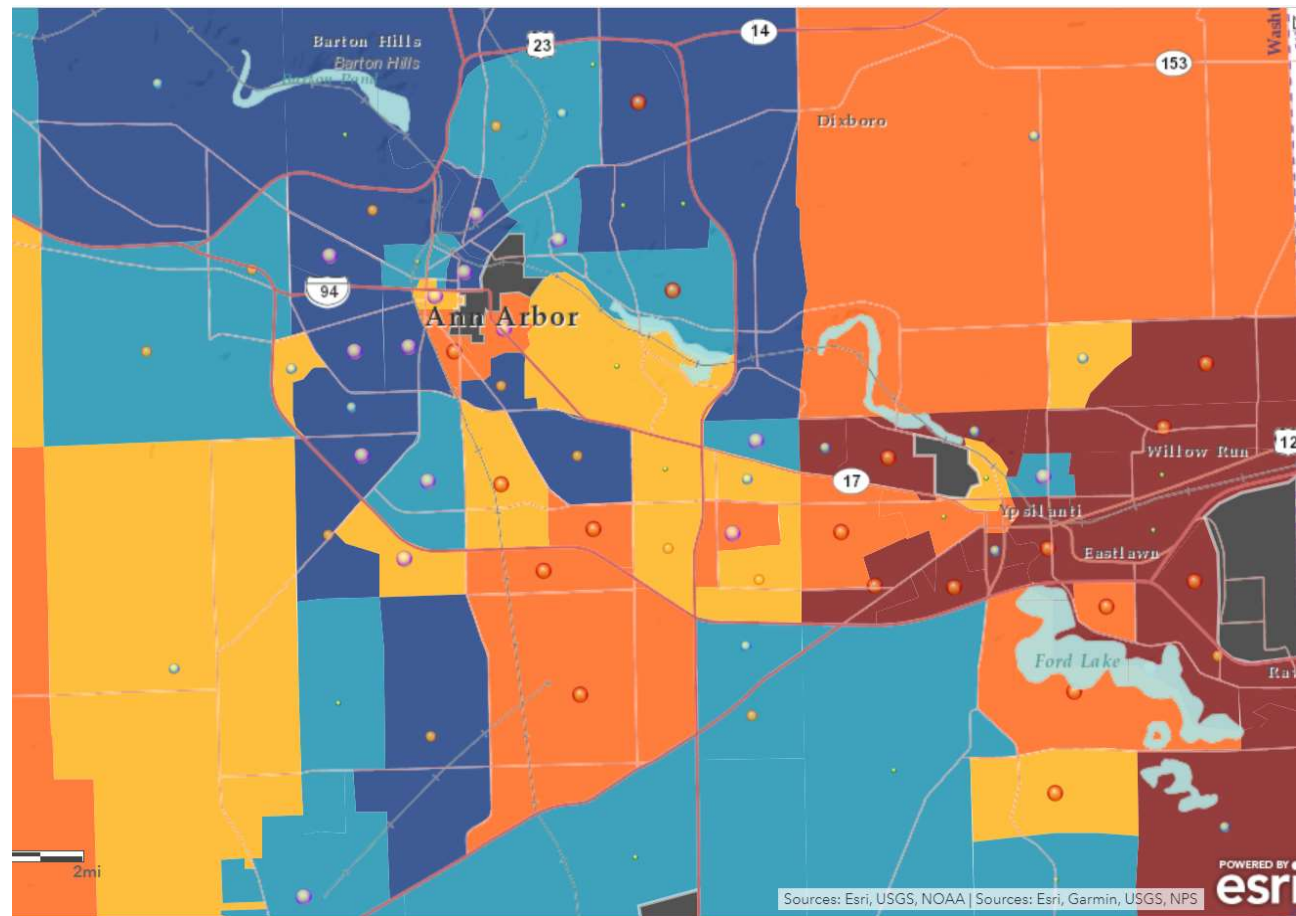
Opportunity Index

Change Index

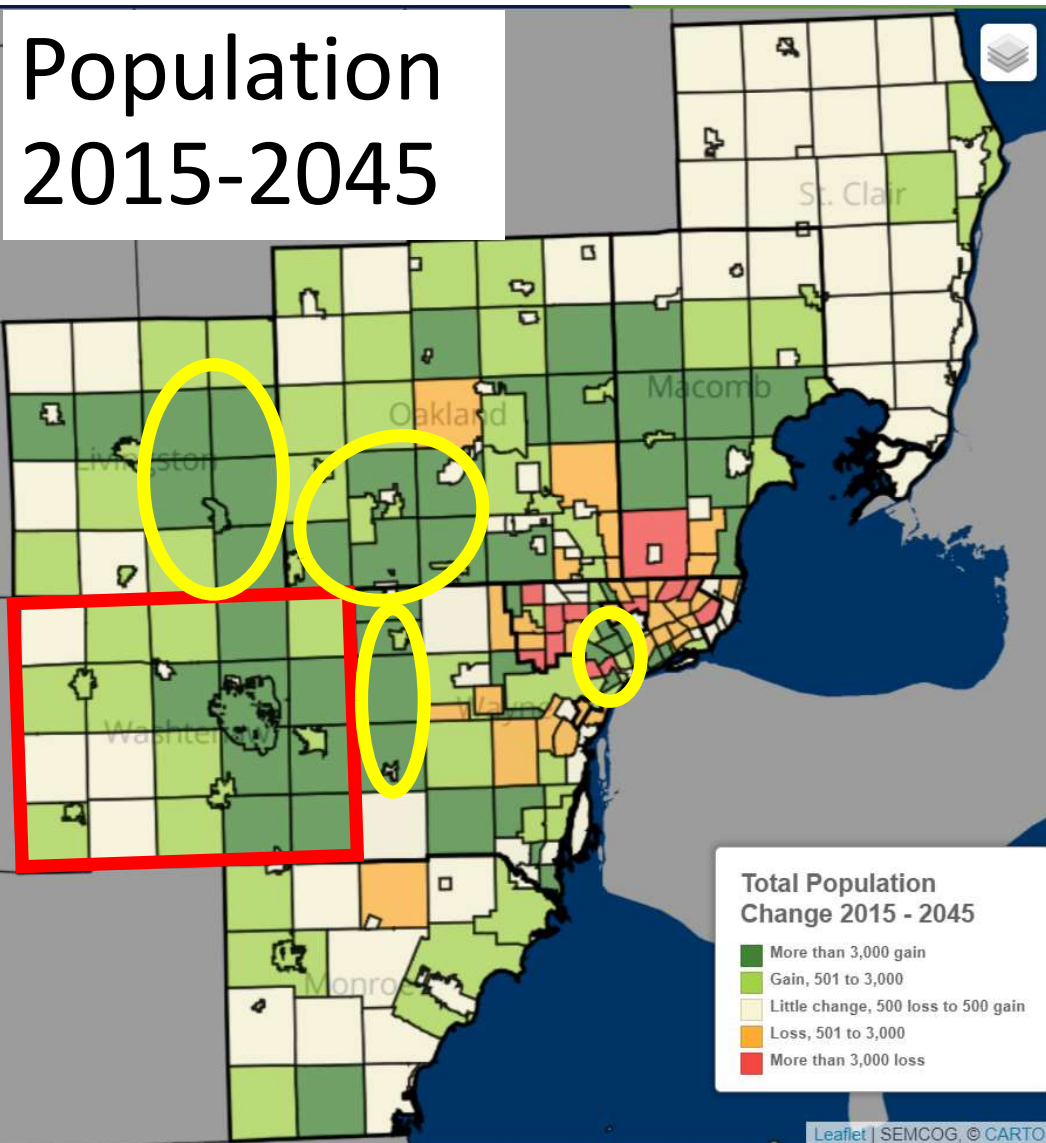
- High Decline
- Some Decline
- Stable
- Some Growth
- High Growth
- Low Number of Households

Opportunity_Index

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



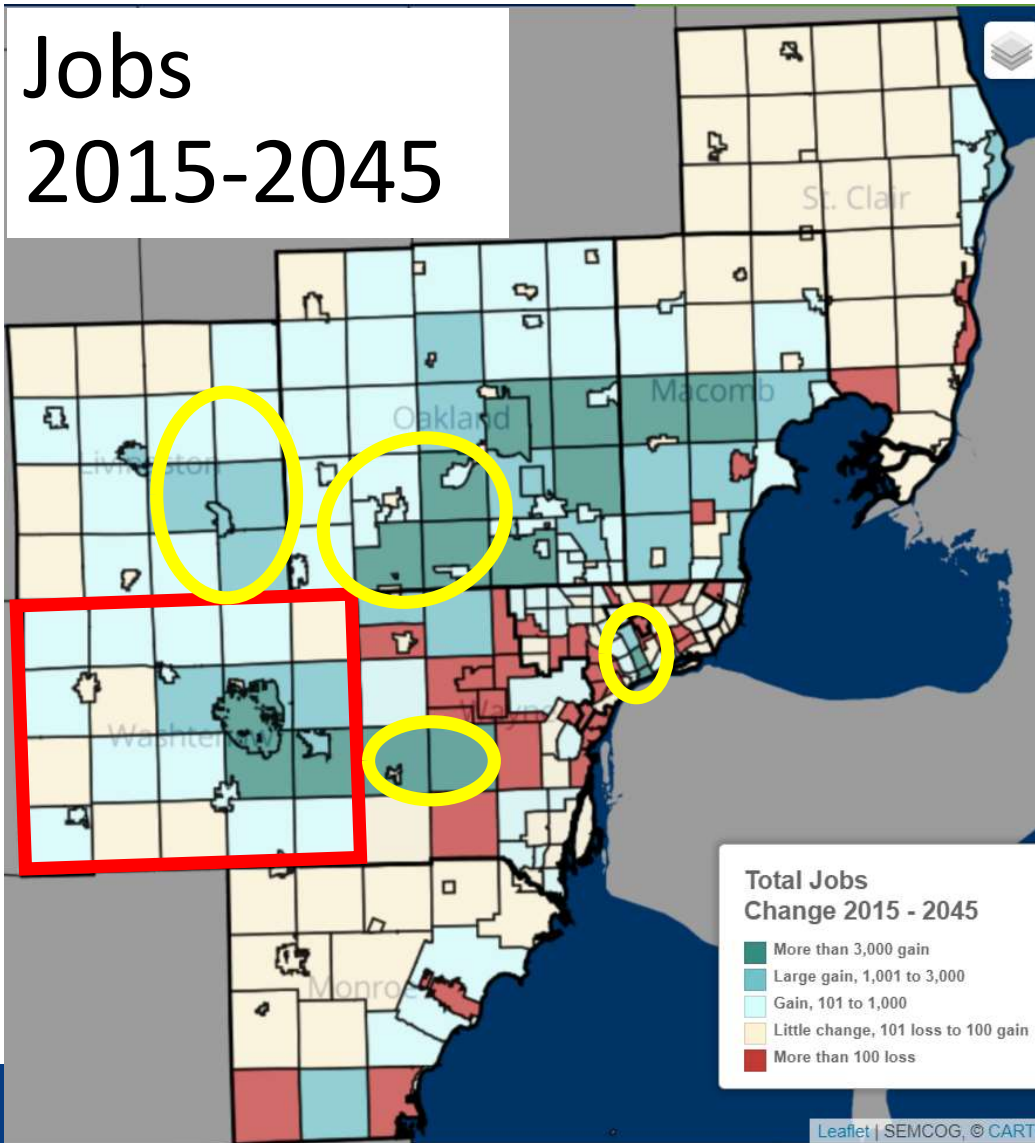
Population 2015-2045



**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

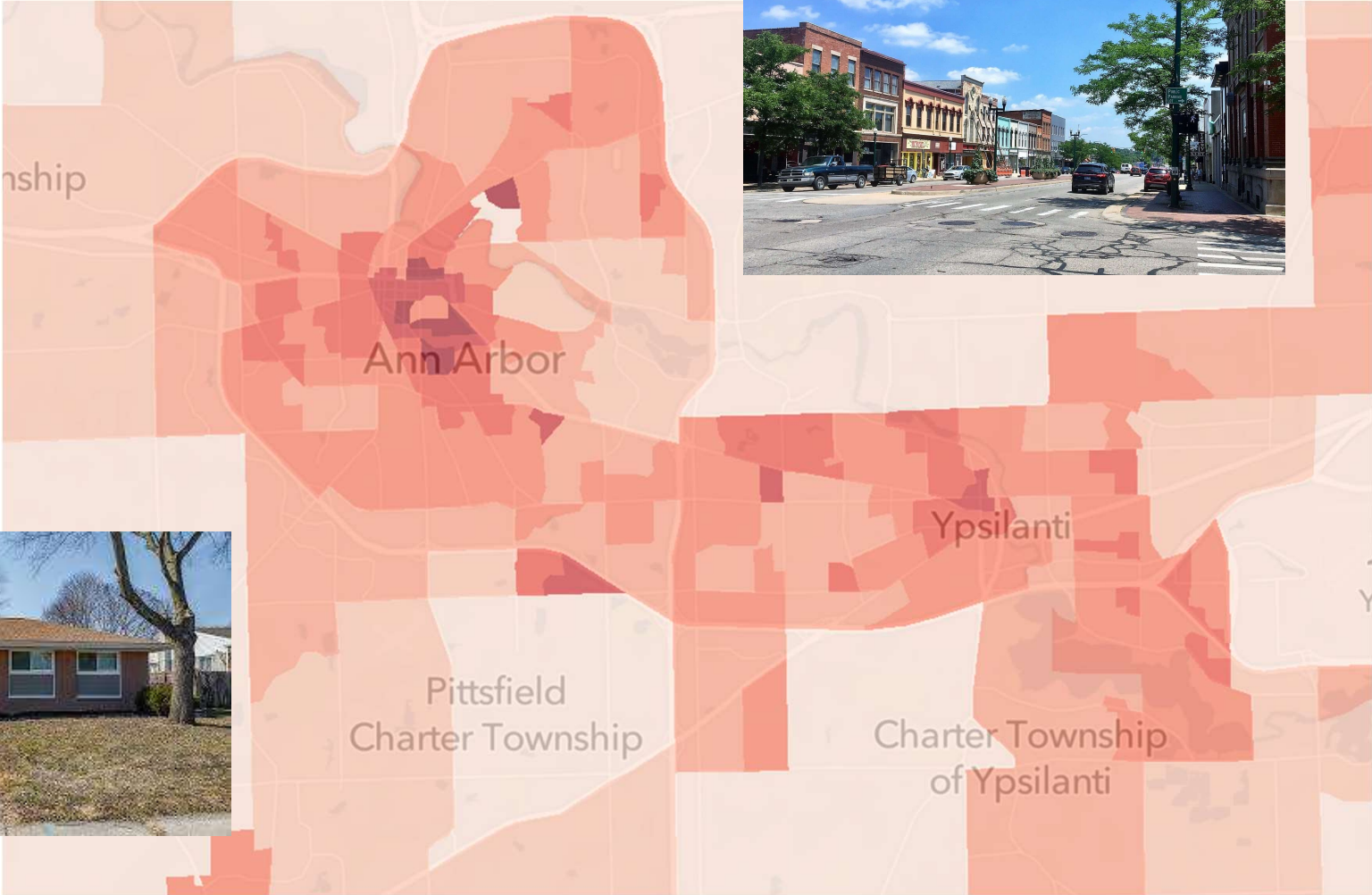
Jobs 2015-2045



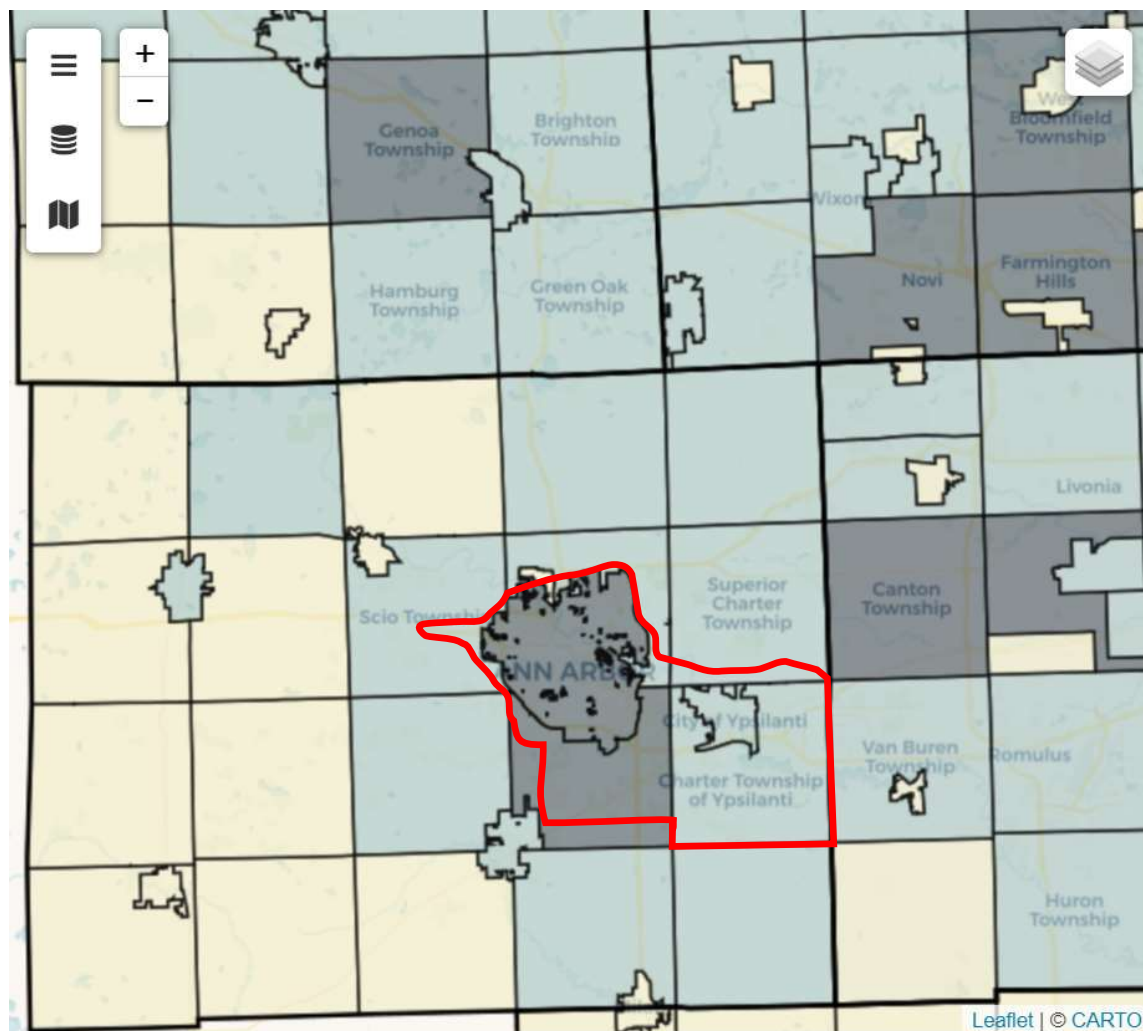
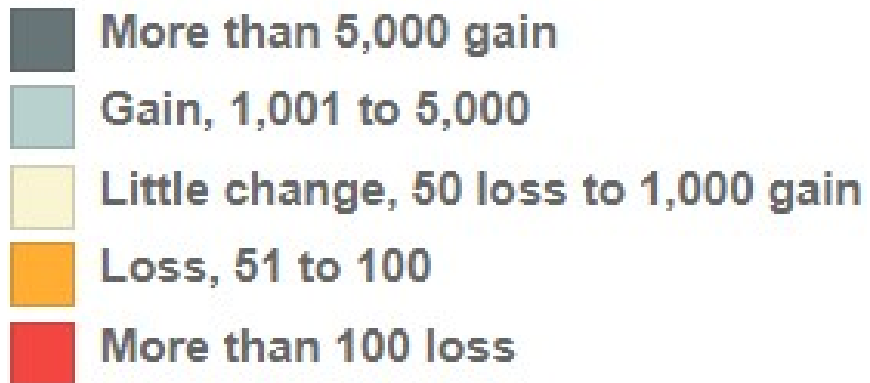
**Total Jobs
Change 2015 - 2045**

- 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

Land Use



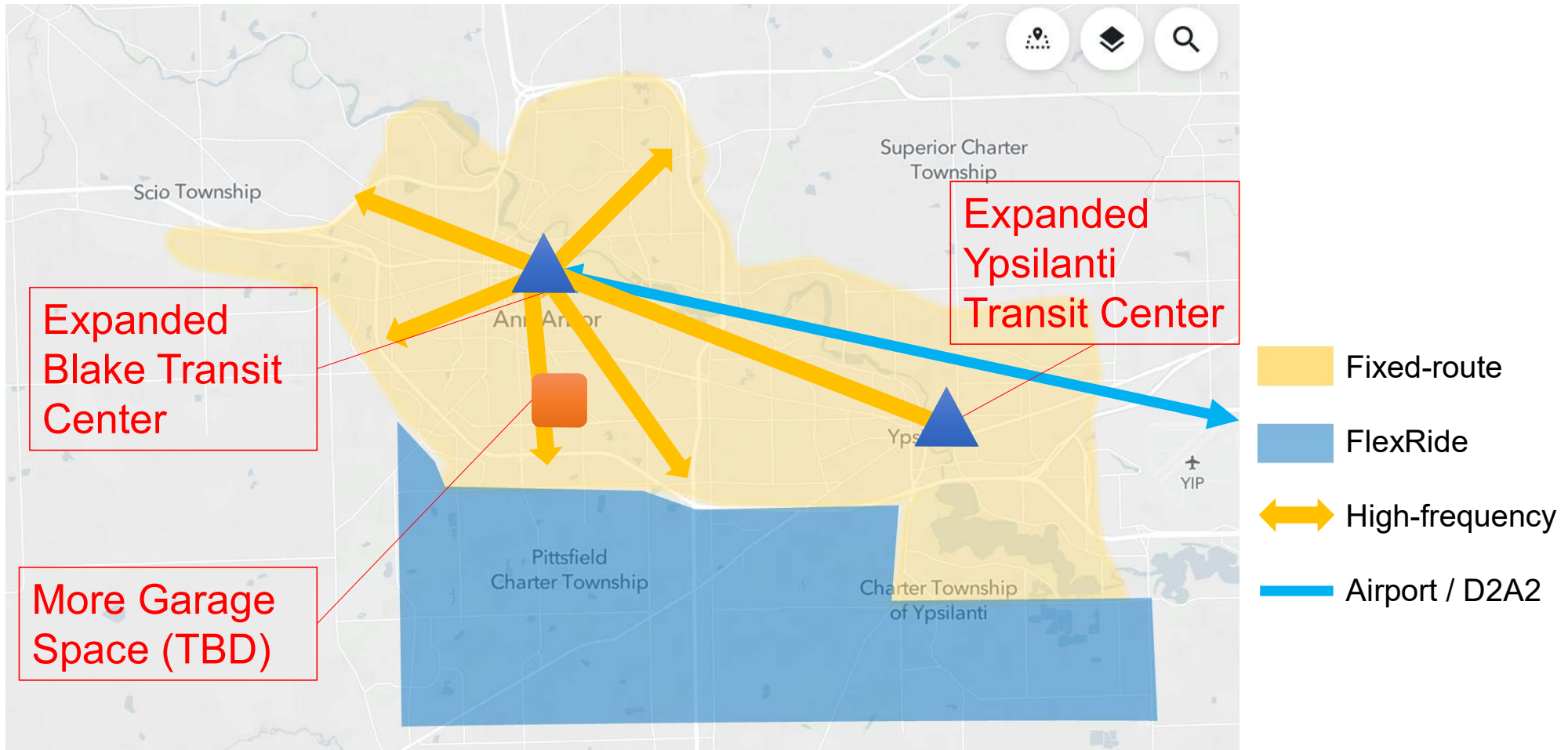
Seniors (65+) 2015-2045



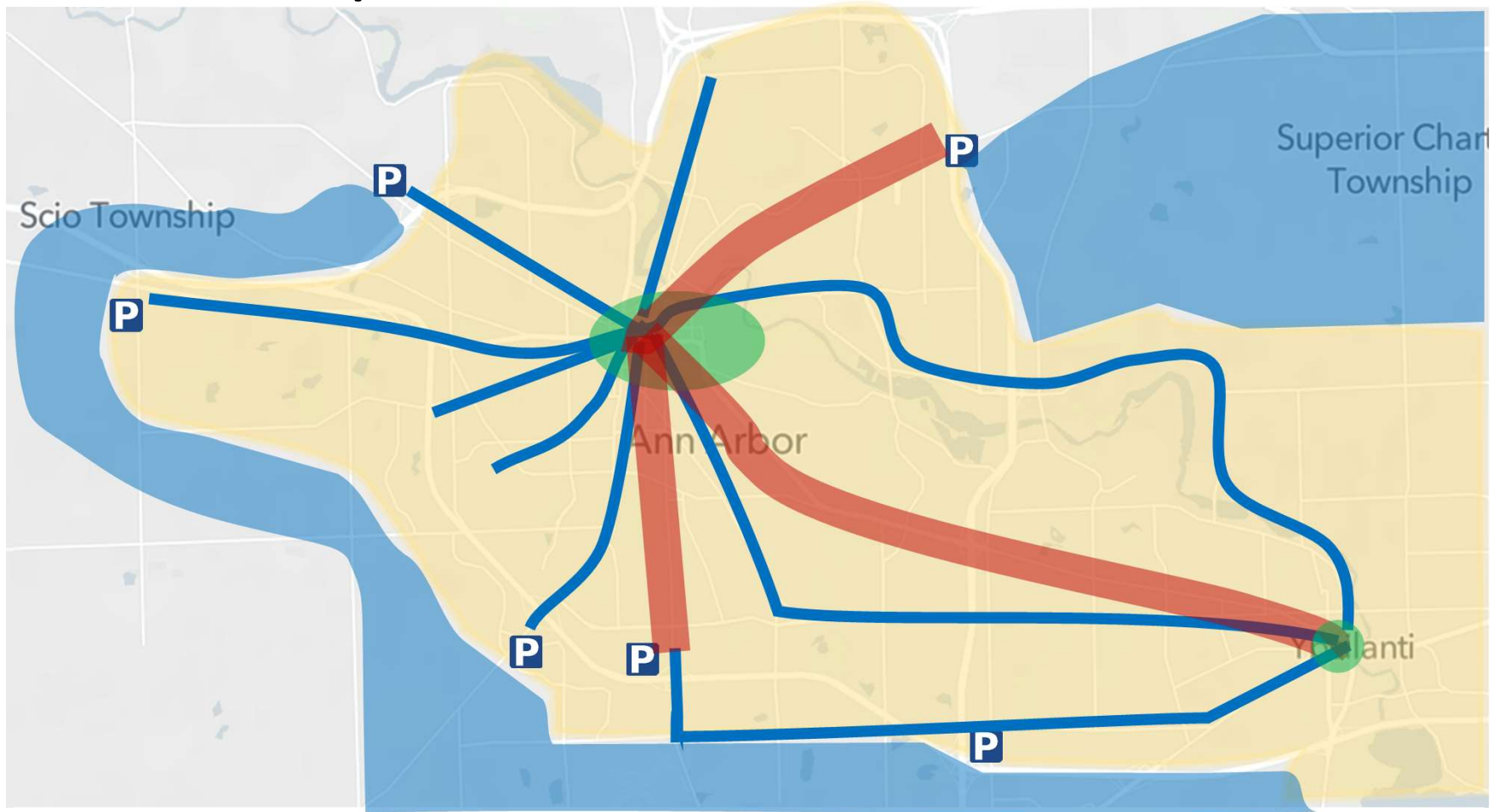
Service Design Consideration

- Need to match supply (services) to demand (markets)
 - Changing needs
 - Growing areas
 - Potential new markets
 - ...
- Understand the constraints
 - Infrastructure
 - Funding
 - Organizational
 - ...
- Prioritize

Base Service



Service Improvements



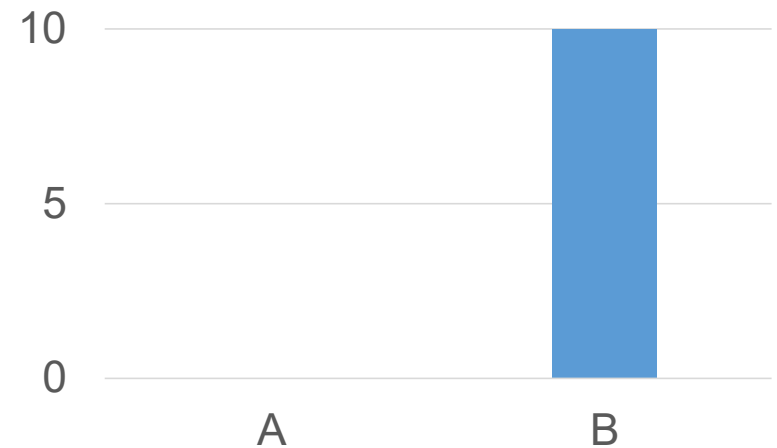
Regional Connections / Park and Ride



Quick Poll Result – #1

Build Ridership and/or Expand Coverage

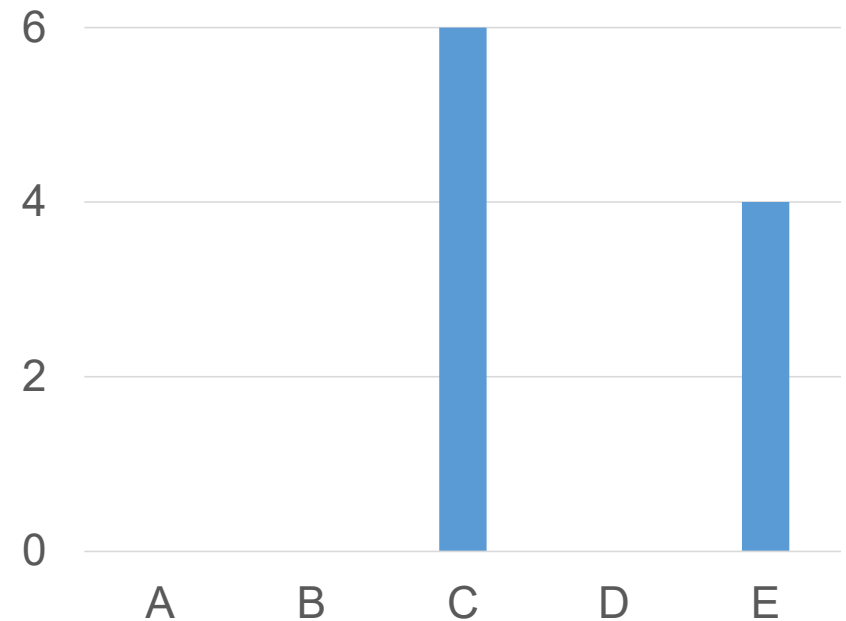
- A. Geographic expansion
- B. Intensify service in existing service area



Quick Poll Result – #2

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...**

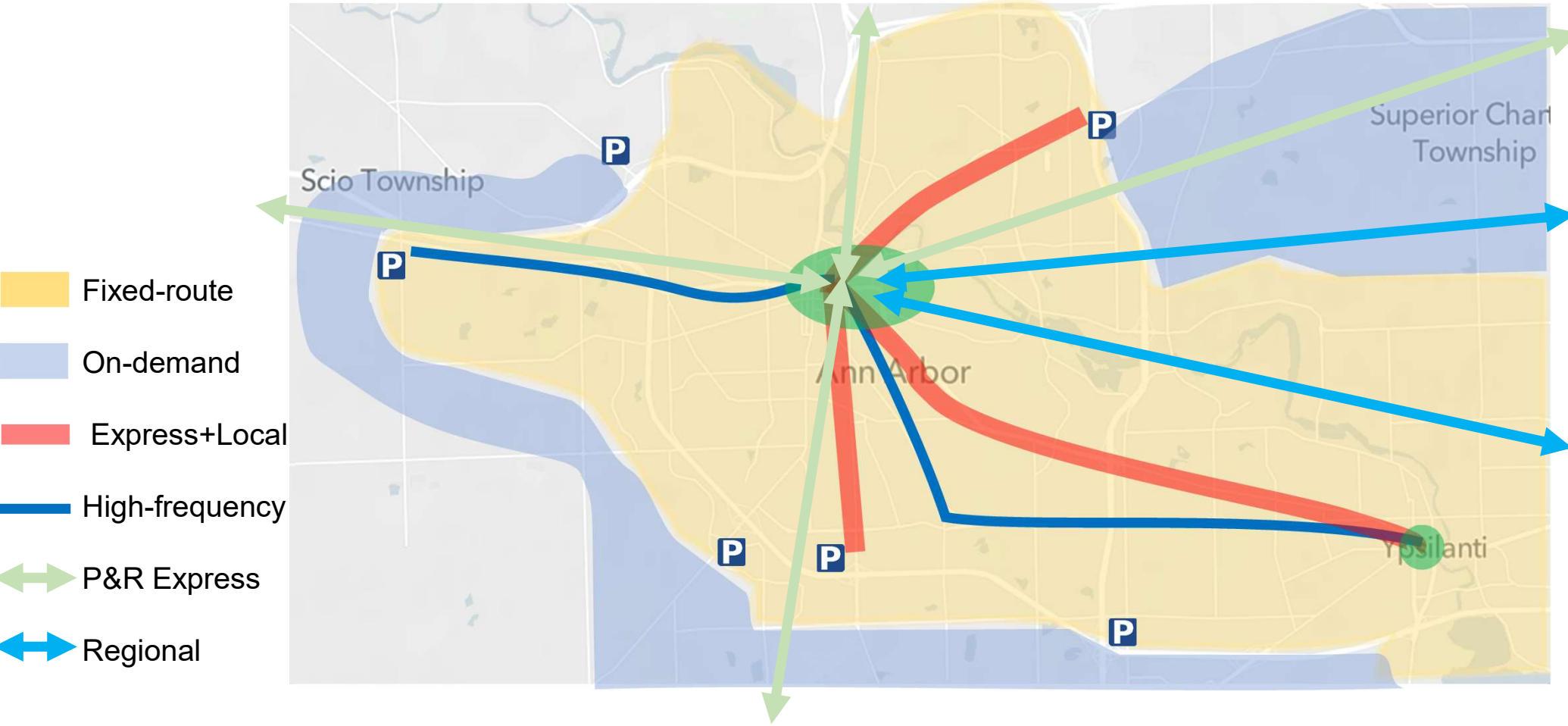


Scenarios

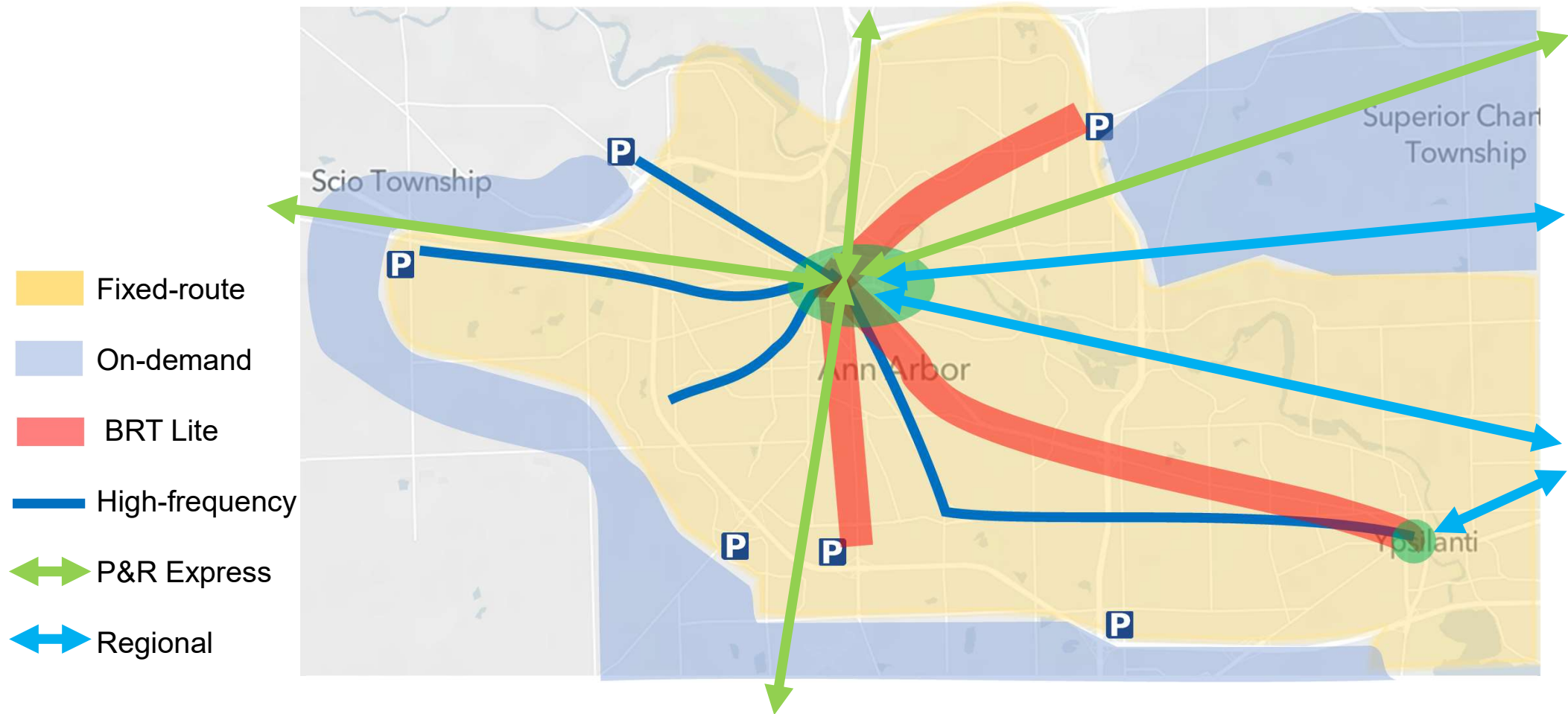
- High-level scenarios – For discussion only
- Three investment scenarios
 - Low
 - Medium
 - High



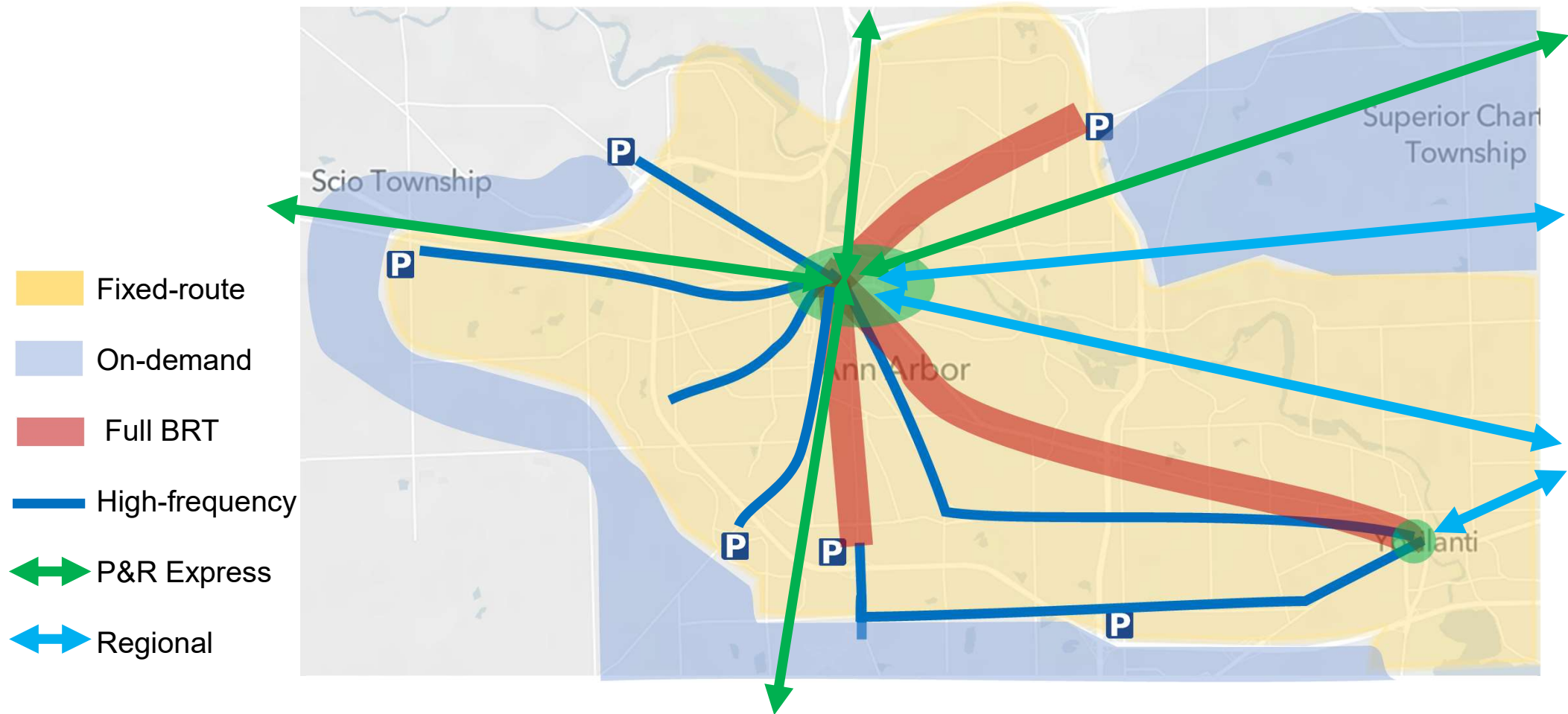
Scenario 1 – Low Investment



Scenario 2 – Medium Investment



Scenario 3 – High Investment



Funding Assumptions

- Capital
 - Federal/State – 50%
 - Local – 50%
- Operating
 - Federal/State – 35%
 - Fare Revenue – 20%
 - Local – 45%
- Millage
 - 1 mill = \$7 millions

Example: P&R Express

- Parking: 1,000 spaces ≈ \$5 million
- Buses: 7 +1 ≈ \$4 million
- Service: \$2 million / year
- Annualized total cost: \$2.8 million
- Local portion: \$1.3 million ≈ 0.2 mill

Ridership Increase: approx. 7%

Market Share: 1.2% +



Required Investments

Investment Scenarios (millions)	Low	Medium	High
Total capital costs	\$111	\$196	\$345
Total annual operating costs	\$15	\$33	\$45
Total millage ask (mill rate)	2.0-2.5	3.5-4.0	5.0-5.5

Other funding opportunities?

Quick Poll

Ridership, Productivity, and Cost Recovery

1. Yes/No – Increase ridership by adding more service regardless of productivity.
2. Yes/No – Increase ridership by lowering fares regardless of cost recovery ratio.
3. Yes/No – Increase productivity by focusing resources in the high-demand corridors/areas.
4. Yes/No – Increase efficiency by replacing fixed-route service with low-cost alternatives wherever feasible.
5. Yes/No – Increase cost recovery by focusing resources on more profitable services such as vanpool, Regional, or P&R Express.

Quick Poll

Threshold for actions:

1. Yes/No – Add more service to increase transit use when ridership growth lags population growth
2. Yes/No – Replace/discontinue low-productivity service when ridership growth lags service growth
3. Yes/No – Replace/discontinue fixed-route service when cost/ride is more than a regular taxi fare (including Uber/Lyft)

Quick Poll

Threshold for actions:

If State/Federal budget reduces transit funding from their existing levels

- A. Increase local property tax revenue
- B. Increase fares
- C. Reduce service

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?

So...Now What? Part Two

Short Term

- Service Levels
- Eligibility & Certification

Long Term

- Additional on-demand services

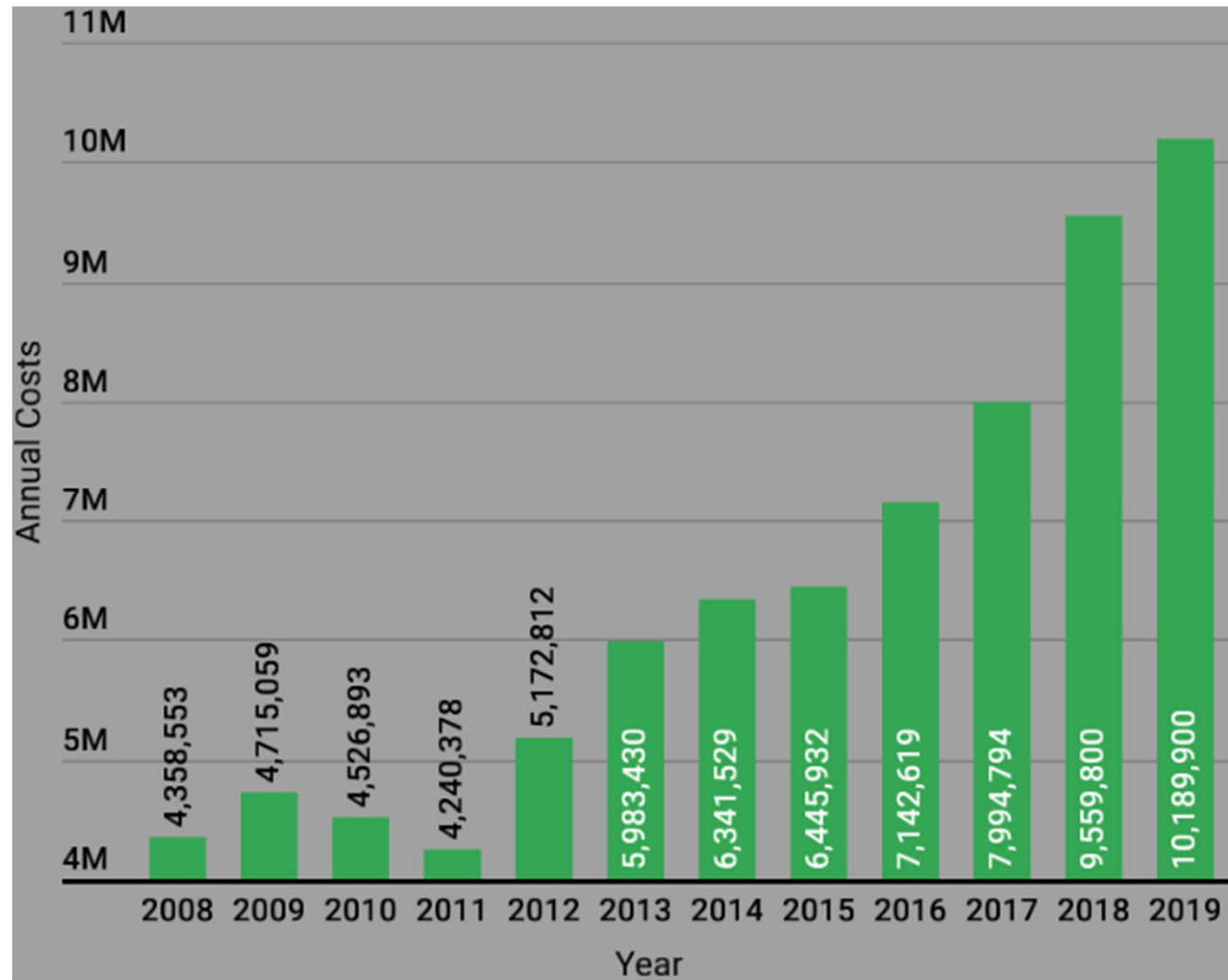


Short Term

Service Levels and Eligibility

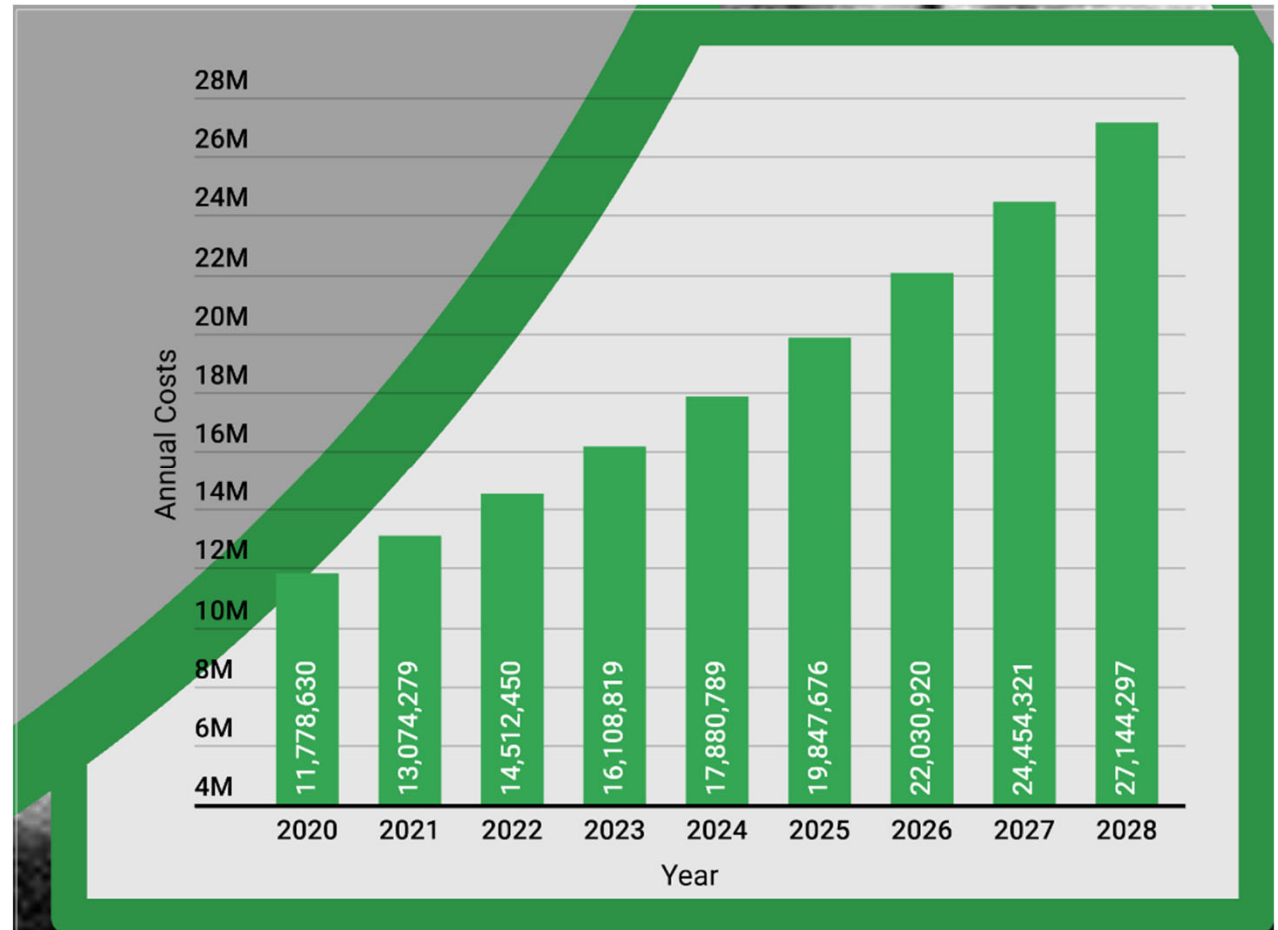
Service Levels

- High growth

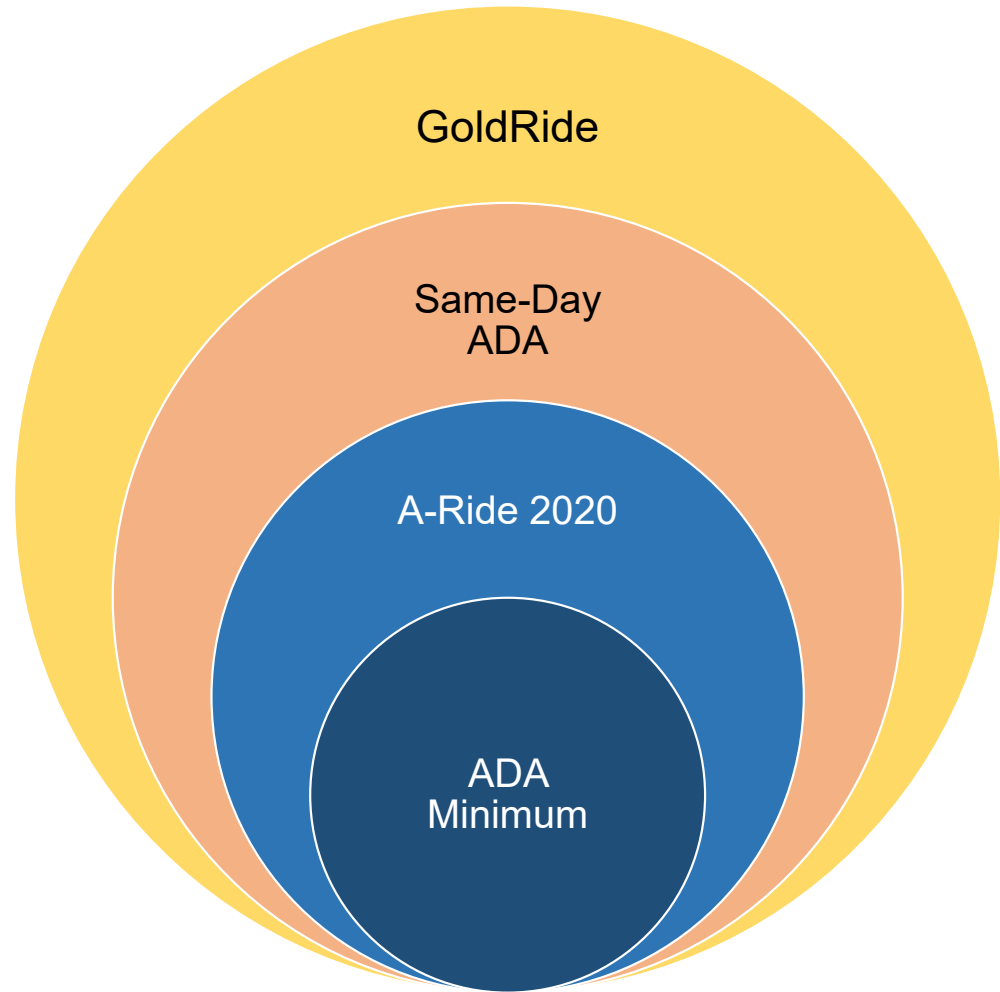


Service Levels

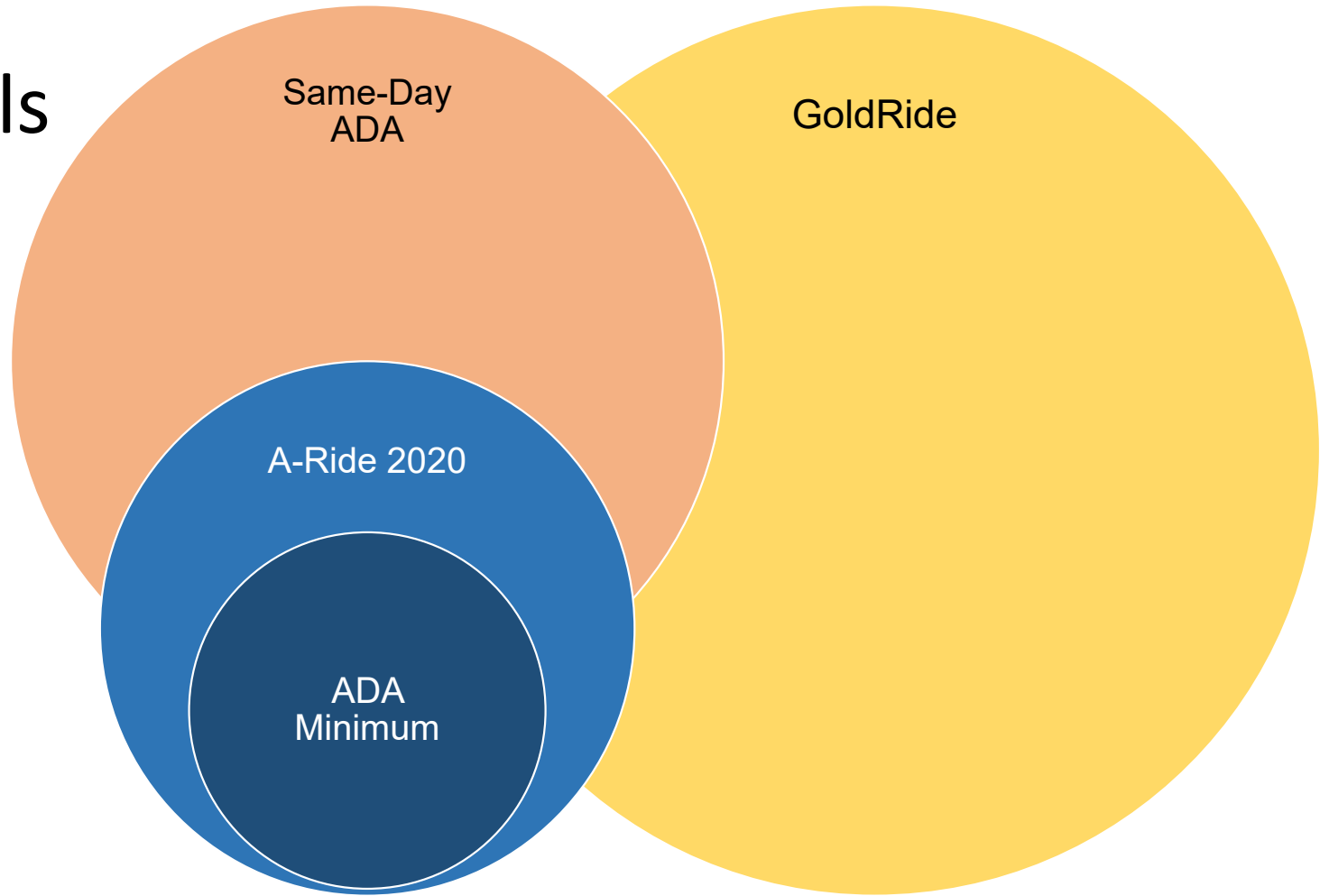
- Unaffordable trends



Service Levels



Service Levels

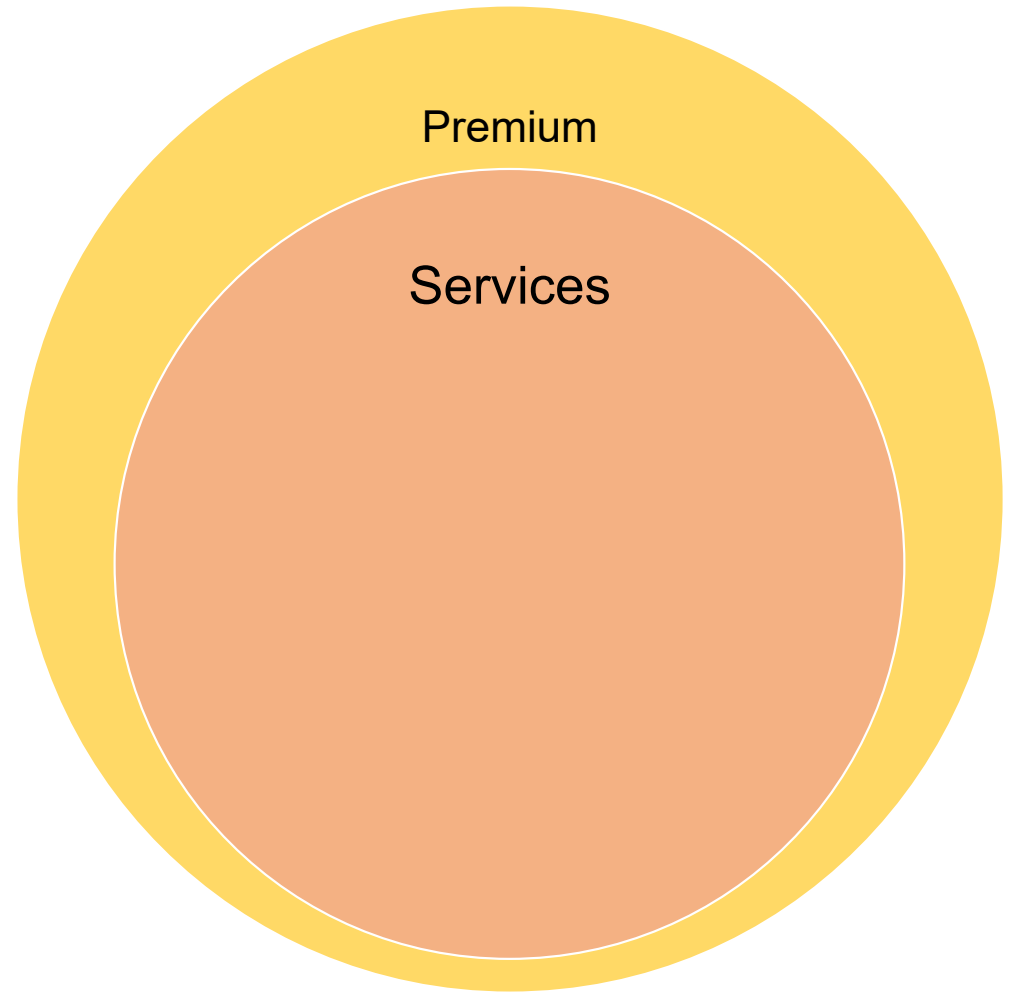
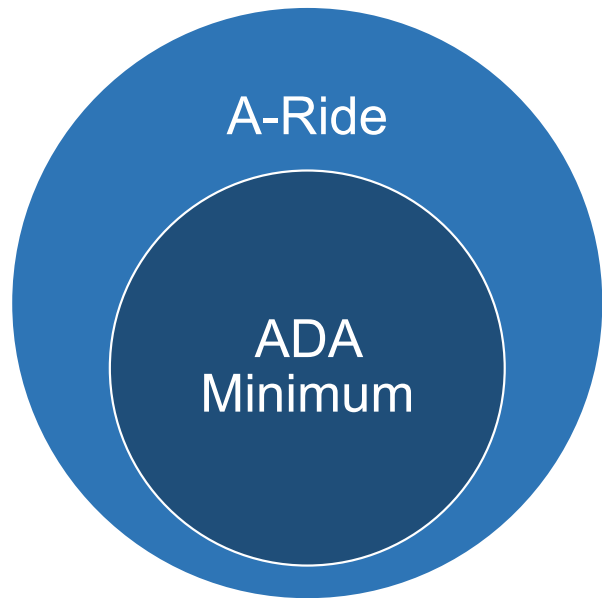


Short Term Service Levels

Most transit systems that allow same-day service do so on an as-available basis, or utilize a separate premium service operated by private vendors.

AAATA Paratransit Study, p. 5-9

Service Levels



Quick Poll

Level of Service:

1. Yes/No – Keep existing LOS⁺ on demand response, reduce fixed routes
2. Yes/No – Keep existing LOS⁺ on demand response, increase millage*
3. Yes/No – Adopt cost control measures, increase millage**

Eligibility for A-Ride Service

Comprehensive ADA Eligibility



Promote the use of Fixed Route



Quick Poll

Eligibility:

1. Yes/No – Keep existing eligibility parameters*
2. Yes/No – Begin using in-person assessments with trained staff
3. Yes/No – Begin conditional eligibility based on ability**

Long Term

Mobility Management

A robust public transportation system that adapts to the area's evolving needs, environment, and quality of life.

- Equitable Access
- Positive Environmental Impact
- Positive Economic Impact
- High Quality Service
- Increased Quality of Life

[AAATA](#)
[Board](#)
[Ends](#)
[Policies,](#)
[summarized](#)

THE TRANSPORTATION REVOLUTION

Technology is changing everything about how we get around in cities.



<https://www.numo.global/about>

THE TRANSPORTATION REVOLUTION

2

Focus on moving people, not vehicles

3

Encourage efficient use of space and assets

4

Engage stakeholders in decision making



<https://www.numo.global/about>

THE TRANSPORTATION REVOLUTION

5

Design for equitable access



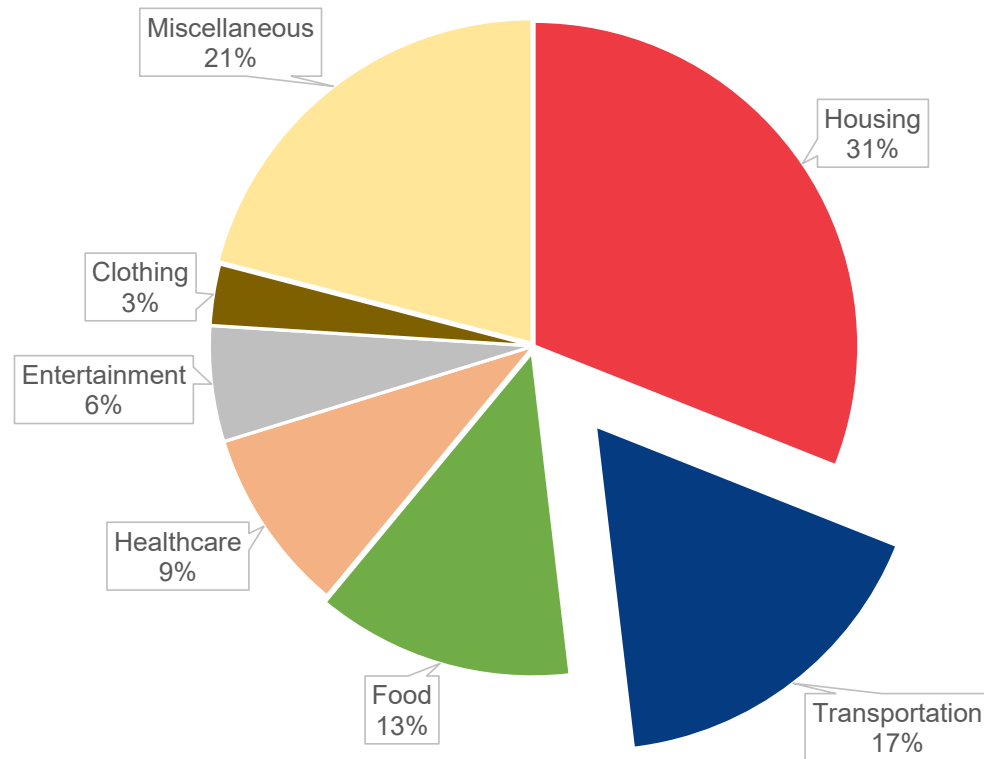
9

Promote integration and seamless connectivity

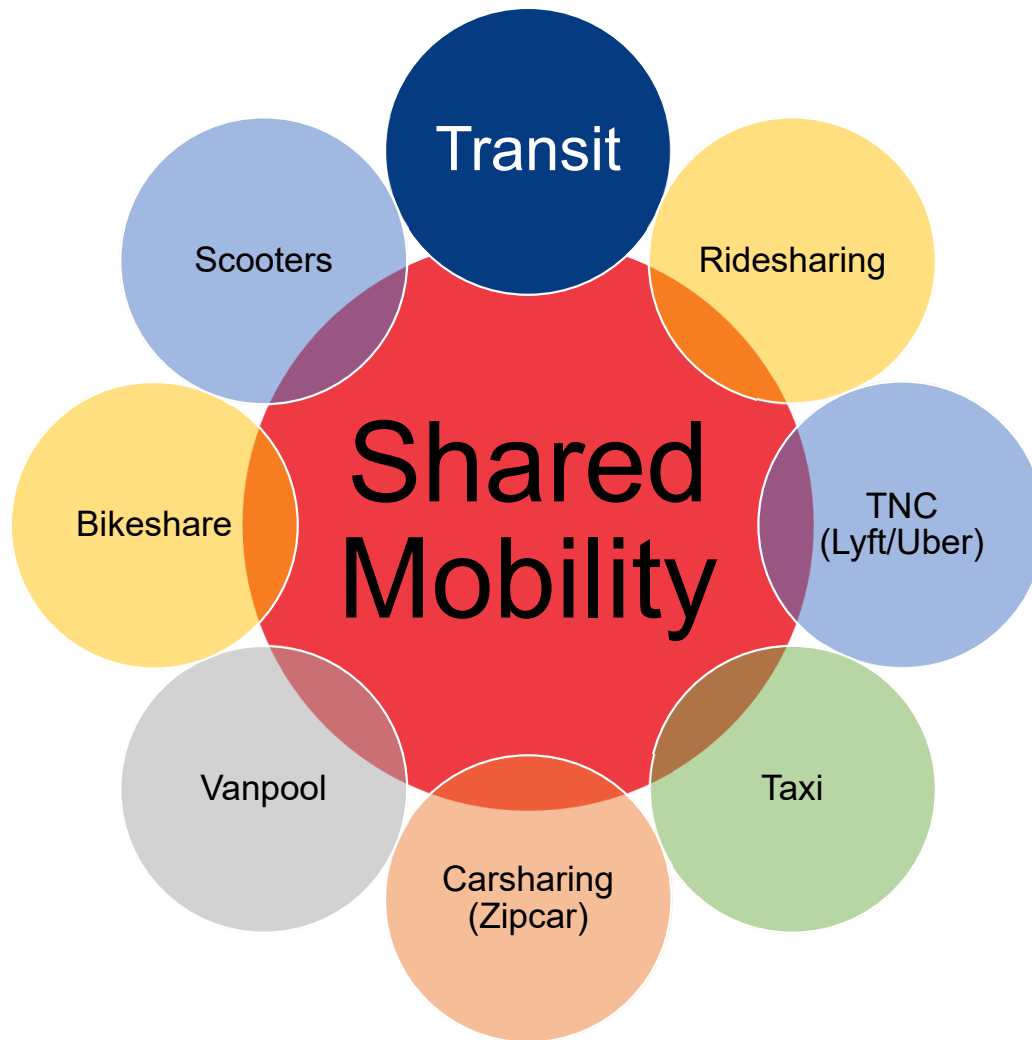


Transportation
is the second
largest
expense

U.S. Household Budget



[Bureau of Labor Statistics-Midwest 2019](#)



Varied Regions = Varied Needs

Suburbs



Cities



Rural



Shared mobility adds choices

Options:

NEMT

Non-Emergency Medical Transportation



Ambulance Services



Wheelchair Accessibility

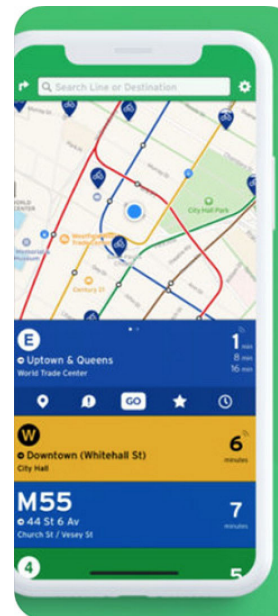


Air Transport



Litter Van

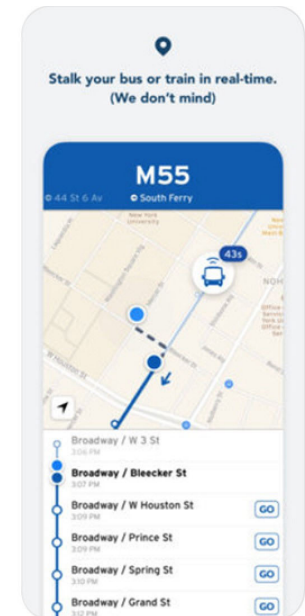
Mobility Apps



Buses.
Trains.
Bikeshare.
Uber.
We have it
all.

LIVE IN
NYC, BOSTON, DC,
SAN FRANCISCO, LA,
CHICAGO, PHILLY...

175+
CITIES



Long Term

- **Decision Point**: If the last retreat asked about Ridership versus Coverage, for this topic, the question is this:
- What percentage of effort (or budget) should be dedicated to the pursuit of the mobility management possibilities?
- Tying this back to the Short-Term decisions, adopting mobility management options could alleviate the perceived reduction in service

So...Now What? Recap

Short Term

- Service Levels
- Eligibility & Certification

Long Term

- Additional on-demand services

