



# TheRide CITIZEN REPORT

***Fiscal Year 2016***

October 1, 2015 – September 30, 2016

View our detailed report at [TheRideCitizenReport.org](http://TheRideCitizenReport.org).

***Board of Directors***

Eric Mahler, Chair  
Stephen Wade, Secretary  
Eli Cooper, Treasurer  
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***Member Communities***

**City of Ann Arbor**  
Christopher Taylor, Mayor

**City of Ypsilanti**  
Amanda Edmonds, Mayor

**Ypsilanti Township**  
Brenda Stumbo, Supervisor

***Purchase of Service Communities***

**Pittsfield Township**  
Mandy Grewal, Supervisor

**Superior Township**  
Kenneth Schwartz, Supervisor

**Scio Township**  
M. Jack Knowles, Supervisor

## SERVICE IMPROVEMENTS 2014 - 2016

### Phase 1 • August 2014

- ✓ **Later Weekday Service** on most routes until 11:00 p.m.
- ✓ **New Saturday and Weekday Evening Service** on 18 routes.
- ✓ **New Route 46** started serving residents of Ypsilanti with hourly service 7 days a week.
- ✓ **Expanded A-Ride Service** to include new route and later service.

### Phase 2 • August 2015

- ✓ **New Sunday Service on Ypsilanti Local Routes**
- ✓ **Extended Service on Route 6** until 7:15 p.m. on Sundays.
- ✓ **Increased Frequency on Route 46**
- ✓ **More Frequent Service on Route 2C**
- ✓ **New Route 67 Platt-MI Ave**
- ✓ **Later Saturday Service** until 10:45 p.m.
- ✓ **Later Sunday Service** until 7:15 p.m. on most routes.
- ✓ **Later Hours for A-Ride on Weekends** until 10:45 p.m. on Saturdays and 7:45 p.m. on Sundays.

### Phase 3 • May 2016

- ✓ **12 More Routes**
- ✓ **More Frequent Service**
- ✓ **More Direct Service in Ann Arbor and Ypsilanti**
- ✓ **Expanded A-Ride Service** on new Routes 30, 27, 26, and 29.
- ✓ **New Route Names and Numbers** to make them easier to understand and use.
- ✓ **New Service in Scio Township** – Routes 26, 29, and 30.

### Phase 4 • August 2016

- ✓ **New Route 61**
- ✓ **Increased Frequency on Route 6** to run every 15 minutes on weekdays.

For more details on these and upcoming improvements, visit [TheRideYourWay.org](http://TheRideYourWay.org).

## HERE'S WHAT RIDERS ARE SAYING!



### Jereme Gallier

I'm new to the area and I use the weekend service to go to Kerrytown Farmers Market and out to dinner and use the weekday service to find work. I would say AAATA has some of the best transit service in the country. The rider tools on TheRide.org are really helpful.



### Daniel Ranbolt

Routes 28B, 30, and 29 give me three convenient ways to get home from WCC. I used to ride 12A and 12B, but now it's much easier to get home for me. I use the bus tracking tool on my phone and it saves me from waiting out in the cold.



### Grace Hobbs

I use Route 31 to get to grad school and back home. It's more convenient for me because Route 9 used to run in a large loop and that made my ride much longer. It only takes ten minutes to get downtown and the bus tracker tool is very helpful.



### Stephan Thomas

The city bus and Park & Ride lots have proven to be a wonderful benefit for VA employees. They avoid parking hassles and it's easy for them to get to work!

Tell us how TheRide helps you at [TheRideCitizenReport.org](http://TheRideCitizenReport.org).



# IMPROVED RIDER TOOLS

Use today at [TheRide.org](http://TheRide.org).



**Track My Bus**  
Track your bus in real time by stop or map view.



**Routes & Schedules**  
Get detailed or customized route schedules.



**Plan My Trip**  
Trip planning is easy using our Plan My Trip tool.



**Text My Bus**  
Text AAATA and your bus stop number to 41411 and get information on when your bus will be arriving at your stop.

# PERFORMANCE STAR

Find out more at [TheRide.org/AboutUs/Dashboard-Facts](http://TheRide.org/AboutUs/Dashboard-Facts).

## Benefits Riders & Community

**87%** ★★★★★★★★★★  
Rider satisfaction

## Accessible

**100%** ★★★★★★★★★★  
Fixed-route buses contain accessibility features for people with disabilities

**6,572,012** total ridership

## Environmentally Responsible

**100%** ★★★★★★★★★★  
Buses use biodiesel fuel

**55%** ★★★★★★☆☆☆☆  
Buses are hybrid-electric or low-emission conventional diesel

## Cost-Effective

**\$4.38** Operating costs per passenger trip (urban fixed-route service)

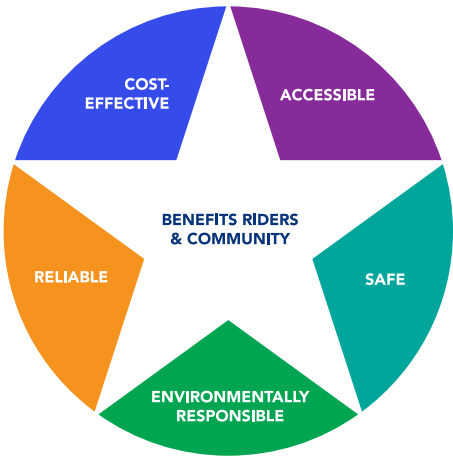
## Reliable

**100%** ★★★★★★★★★★  
Scheduled local fixed-route trips operated

**90%** ★★★★★★★★★★  
On-time performance (*partial year data*)

## Safe

**86%** ★★★★★★★★★★  
Rider satisfaction with personal safety



# FINANCIALS — ALL SERVICES

Find out more at [TheRide.org/AboutUs/Dashboard-Facts](http://TheRide.org/AboutUs/Dashboard-Facts).

## Operating Revenue

**35.5%** Local Property Taxes  
**30.9%** State  
**12.7%** Federal  
**15.6%** Sponsored/ Passenger Fares  
**4.5%** Other Cities & Townships  
**0.8%** Other



## Operating Expenses

**60.2%** Employee Costs  
**18.8%** Purchased Transportation  
**5.7%** Purchased Services  
**5.4%** Materials & Supplies  
**3.9%** Fuel & Lubricants  
**2.9%** Other  
**2.1%** Insurance  
**1.0%** Utilities



## MORE CONNECTIONS IN 2016



2016 was an exciting and busy year for TheRide. We added a lot of service and made significant improvements, with the help of our community's input. In May, we saw our largest service expansion since 1979, which created more ways to connect with jobs, school, appointments, shopping, and family and friends. New local routes were introduced in Ann Arbor and Ypsilanti, and thanks to Pittsfield and Scio Township even more new routes were added. Our A-Ride service for riders with disabilities has also been expanded. All of these improvements would not be possible without the continued support of the communities we serve. In Fiscal Year 2016, we welcomed 33 new motor coach operators

and added 21 new buses with the latest technology and a new paint scheme into our fleet. In August, we introduced major improvements to our website, TheRide.org, to make it easier and more convenient to use our services. Riders can now access a suite of rider tools right from the home page. Tracking your bus in real-time is now easier than ever. Trip planning and personalizing your routes and schedules are now conveniently accessed from our homepage, too. All of these improvements to our technology are just another way we continue to serve you better.

We are excited to report that in the first quarter of Fiscal Year 2017 overall ridership has seen an increase of 5 percent. This is a good

indication that our services are highly valued in the communities we serve.

In 2017 we are planning to make even more improvements to our service. This fall we will introduce a shared-

ride pilot service in southern Ypsilanti Township to improve connections to Route 46-Huron-Textile. We also plan to add a new express service between Ypsilanti Township and Ann Arbor.

***"Overall ridership has seen an increase of 5 percent"***

To learn more about our continued improvements to our services, visit [TheRideYourWay.org](http://TheRideYourWay.org). Thank you for the continued support and we look forward to continuing to serve you.

Sincerely,  
Matt Carpenter  
CEO, TheRide


## GOLD MEDAL FOR SUSTAINABILITY EFFORTS

TheRide achieved Gold Status for sustainability from the American Public Transit Association. This distinctive recognition is a result of our dedication to sustainability policy.

TheRide's focused efforts have reduced its main facility's water usage by 43% and electricity usage by 18%. As of the award date, TheRide has invested in a fleet that includes over 50% clean diesel hybrid-electric buses, eco-conscious facilities, and extensive recycling.



## FAMILY OF SERVICES RIDERSHIP

 **TheRide**  
6,291,695  
local fixed route rides

 **AirRide**  
84,429  
rides

 **ARide**  
125,991  
rides

 **GoldRide**  
14,829  
rides

 **MyRide**  
14,992  
rides

 **iShareaRide**  
101  
registered carpools

 **VanRide**  
582  
riders

 **ExpressRide**  
29,414  
rides

 **NightRide**  
25,654  
rides

 **Park&Ride**  
781  
parking spots used daily