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/u/aActdque0
2. Enter the Meeting ID: 940 9352 3642

Meeting Chair: Eric Mahler

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<tr>
<th>Agenda Item</th>
<th>Info Type</th>
<th>Details</th>
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<tr>
<td>1. OPENING ITEMS</td>
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<td>1.1 Approve Agenda</td>
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<td>1.2 Public Comment</td>
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<td>1.3 General Announcements</td>
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<td>2. RETREAT</td>
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<tr>
<td>2.1 Long-Range Planning</td>
<td>O</td>
<td>Carpenter</td>
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<td>2.2 Fixed-Route Service Planning</td>
<td>O</td>
<td>Yang</td>
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<td>2.3 On-Demand Service</td>
<td>O</td>
<td>Smith</td>
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<td>3. CLOSING ITEMS</td>
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<td>3.1 Topics for Next Meeting:</td>
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<td>Thurs., Mar. 18, 2021</td>
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<td>3.2 Public Comment</td>
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<td>3.3 Adjournment</td>
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* 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

- Population
- Ridership
- Service Hours
- Productivity

Key Points:
- MRide
- Service Expansion
- Pandemic

X-axis: 1990 to 2020
Y-axis: 50% to 200%
Ann Arbor Commute Flow

83,494 inflow

24,614 within

20,495 outflow
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
Land Use
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
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

- Expanded Blake Transit Center
- More Garage Space (TBD)
- Expanded Ypsilanti Transit Center

Color Legend:
- Fixed-route
- FlexRide
- High-frequency
- Airport / D2A2
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

- Fixed-route
- On-demand
- Express+Local
- High-frequency
- P&R Express
- Regional

The Ride

Ann Arbor Area Transportation Authority
Scenario 2 – Medium Investment

- Fixed-route
- On-demand
- BRT Lite
- High-frequency
- P&R Express
- Regional
Scenario 3 – High Investment

Fixed-route
On-demand
Full BRT
High-frequency
P&R Express
Regional
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

<table>
<thead>
<tr>
<th>Investment Scenarios (millions)</th>
<th>Low</th>
<th>Medium</th>
<th>High</th>
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<tbody>
<tr>
<td>Total capital costs</td>
<td>$111</td>
<td>$196</td>
<td>$345</td>
</tr>
<tr>
<td>Total annual operating costs</td>
<td>$15</td>
<td>$33</td>
<td>$45</td>
</tr>
<tr>
<td>Total millage ask (mill rate)</td>
<td>2.0-2.5</td>
<td>3.5-4.0</td>
<td>5.0-5.5</td>
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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

2021

2022-2027

2045
Short Term
Service Levels and Eligibility
Service Levels

- High growth
Service Levels

- Unaffordable trends
Service Levels

- GoldRide
- Same-Day ADA
- A-Ride 2020
- ADA Minimum
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

- A-Ride
- ADA Minimum

Premium Services
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
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

TheRide
ANN ARBOR AREA TRANSPORTATION AUTHORITY
THE TRANSPORTATION REVOLUTION

5 Design for equitable access

9 Promote integration and seamless connectivity
Transportation is the second largest expense
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

Stalk your bus or train in real-time. (We don’t mind)
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

2021
2022-2027
2045