

Staying Strong for the Community

Providing essential services
while looking to the future

Citizen Report

Fiscal Year 2021

October 1, 2020–September 30, 2021

TheRideCitizenReport.org





“I’m very proud of the TheRide team as we continued to provide crucial transportation options to our community during the ongoing pandemic. We were able to restore full levels of service in August 2021 which helped us support the community as businesses and schools began to reopen.”

— CEO, Matt Carpenter

Ridership Numbers

TheRide was able to respond to the pandemic’s impact on changing conditions for businesses, schools, and community events by taking a safety-focused approach that maintained mobility along the area’s busiest corridors.



1,728,983
fixed route rides



21
rides



63,196
rides



4,262
rides



139,674
passenger trips



467
rides



11,907
rides



19,984
rides

Reduced service levels were in effect until **August 2021**, when full-service levels resumed.



A-Ride: In-house Service Oct–Dec



Contractor (MV) Aug–Sept



GoldRide: Service Resumed Aug 29



MyRide: Service Resumed May



Your Safety

Steps We Continue to Take to Keep Everyone Safe

- Face masks are recommended, but not required to be worn.
- The driver is to be approached for emergencies only.
- Buses are cleaned with CDC-recommended protocols.
- Plastic barriers are added to separate drivers and riders on fixed-route buses.
- Sanitation supplies are provided to employees.
- Masks, gloves and face shields are provided for drivers' use.
- Lost and Found collection has been temporarily suspended.

Service Recovery Plan and Return to Full Service

In August 2021, TheRide was able to bring back service levels that were comparable to pre-pandemic service. TheRide had the opportunity to bring back many employees as drivers, mechanics and maintenance staff. The return to full-service levels allowed more people to get to their jobs while providing the necessary transportation to our community.

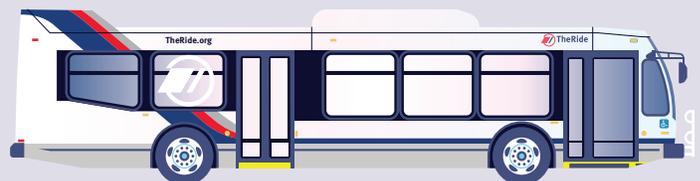
Similar to other organizations struggling with hiring, TheRide has faced a workforce shortage. This workforce shortage has resulted in reduced frequency of service.

COVID Vaccine Shuttle

TheRide, in partnership with the Washtenaw County Health Department, provided transportation to the COVID vaccine site at the Eastern Michigan University Convocation Center. Service began March 17 and ran through June 30, when the vaccine site closed.

The service was available at no cost for anyone with a scheduled appointment at that vaccine site.

The service and fares were paid for through the federal CARES Act funding.



Financial Stewardship



“Providing the greatest value to our customers is the sum of delivering excellent service at an affordable cost. TheRide remains committed each day to supporting the public transit needs of our coverage area at the appropriate cost level for this region and is proud of our Staff for applying this bedrock principle to our operations.”
— Board Chair, Eric Mahler

FY2021 Financials



Federal	36%
Local Property Taxes	33%
State	24%
Other Cities & Townships	4%
Sponsored/Passenger Fares	3%
Other	N/A



Employee Costs	62%
Purchased Transportation	15%
Materials & Supplies	8%
Purchased Services	7%
Insurance & Utilities	5%
Other	3%

A-Ride

In August, MV came on board as the contractor that is operating A-Ride. The transition from in-house operations has gone smooth and we're glad to have MV supporting our ADA transportation services.



Procurement Awards

Michelle Whitlow, Manager of Procurement at TheRide was awarded the highest honor from the Michigan Public Purchasing Officers Association (MPPOA)—the Marvin F. Klang Award.

Miriam Flagler, Procurement Specialist at TheRide was presented with the Buyer of the Year Award.



CARES Act Funding

Congress authorized the Coronavirus Aid, Relief and Economic Security (CARES) Act in April 2020. The Act provided \$20.7 million in emergency federal relief funding to AAATA, which is being used to support transit operations, fare revenue losses, cleaning and sanitation, personal protective equipment and other pandemic related expenses.

www.transit.dot.gov/cares-act



Technology Improvements

Nova Buses

Due to federal requirements and thanks to Federal and State grants, TheRide has introduced Nova Buses into its fleet. 5 buses are replaced each year with the Nova buses. These buses have new features and technology such as USB charging ports, larger windows, and a different axle to provide a smoother, more comfortable ride.



Mobile Ticketing

TheRide continues to offer mobile ticketing through EZfare. Riders are able to pay their fare electronically through the app for a contactless ticketing experience.





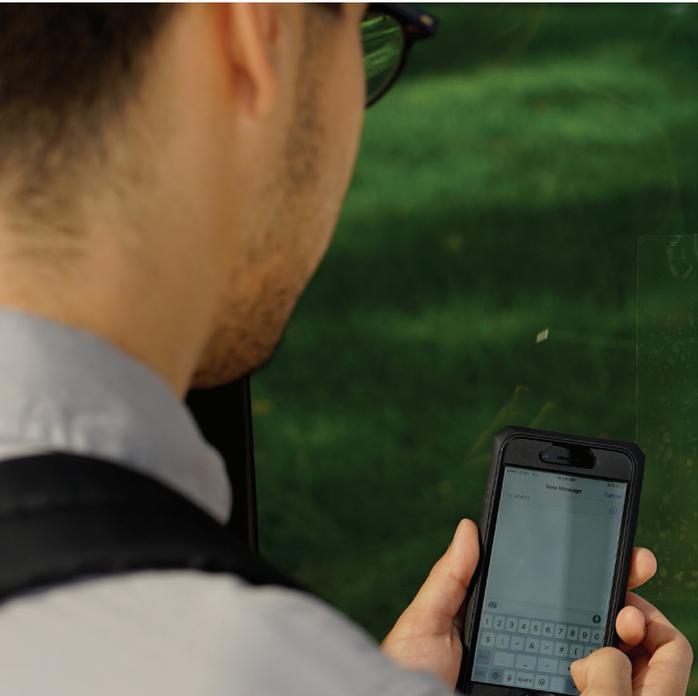
What's Going Forward

Long-Range Plan

TheRide met with the public in Fall 2021 to gain their feedback on its Long-Range Plan, looking into the future of public transit and what it means for our community. TheRide heard overwhelmingly the need to transform transit. A final draft plan was presented to the public in Spring 2022 for additional comments. TheRide will compile all feedback and present a final recommendation to the Board of Directors to adopt in late 2022.

Text My Bus

TheRide is working to install Text My Bus signs at each bus stop. Signs will be installed by the end of 2022. Passengers will be able to send a text message to find out how soon their bus will arrive at the stop they are at.

A vertical sign for 'Track My Bus' is shown. The sign has a blue header with the 'TheRide' logo and a bus icon with a signal tower. Below the header, it says 'You are at Bus Stop # 502'. Underneath, it provides instructions for arrivals: 'For arrivals at this bus stop: Visit TheRide.org and use the "Track My Bus" tool' and 'Text AAATA 502 to 41411'. At the bottom, there is a 'Did you know?' section with additional information.

 TheRide

Track My Bus 

**You are at
Bus Stop # 502**

For arrivals at this bus stop:

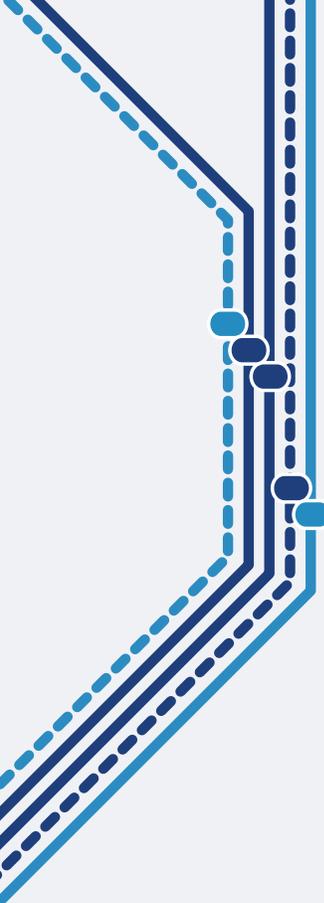
 Visit [TheRide.org](https://www.theride.org) and use the
"Track My Bus" tool

 Text **AAATA 502** to **41411**

Did you know?

Real-time information is now available for every bus stop at TheRide.org. If you would like to get real-time texts for another stop, you can find all stop #s on the "Track My Bus" tool on TheRide.org or call us at 734-996-0400 and we'll help you!





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